



# Magnolia Clip Analysis

Account # 0024

## Sample Analysis 09-26-2019

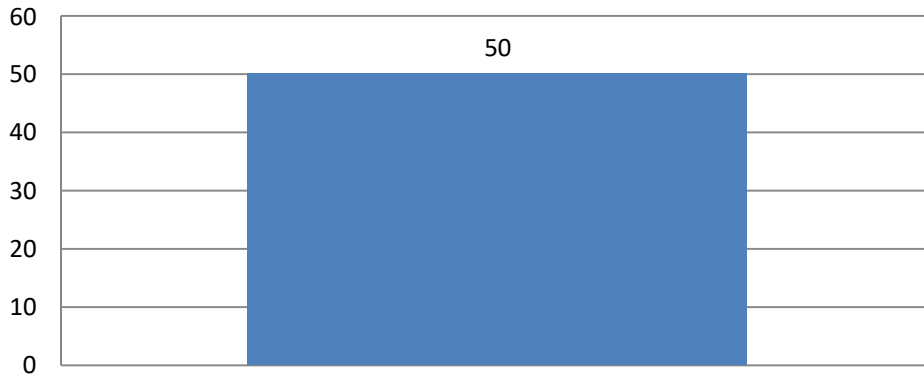
# Inches	Date	Paper Name	City	ST	Frequency	Circ	County	Media Value
22.5	08/24/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$263.25
24	08/24/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$280.80
15	08/27/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$175.50
33.5	08/28/2019	JASPER CO NEWS	BAY SPRINGS	MS	WEEKLY	2,513	JASPER	\$217.75
9	08/28/2019	JASPER CO NEWS	BAY SPRINGS	MS	WEEKLY	2,513	JASPER	\$58.50
30.5	08/29/2019	CLARKE CO TRIBUNE	QUITMAN	MS	WEEKLY	3,000	CLARKE	\$152.50
2.5	08/29/2019	CLARKE CO TRIBUNE	QUITMAN	MS	WEEKLY	3,000	CLARKE	\$12.50
57.5	08/29/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$672.75
55	08/29/2019	GREENE CO HERALD	LEAKESVILLE	MS	WEEKLY	2,896	GREENE	\$308.00
24	08/31/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$280.80
88	09/03/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$1,029.60
50	09/03/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$585.00
25	09/03/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$292.50
21	09/04/2019	NEWS-COMMERCIAL	COLLINS	MS	WEEKLY	3,279	COVINGTON	\$84.00
28.5	09/04/2019	NEWS-COMMERCIAL	COLLINS	MS	WEEKLY	3,279	COVINGTON	\$114.00
13.5	09/04/2019	SMITH CO REFORMER	RALEIGH	MS	WEEKLY	2,784	SMITH	\$97.88
19	09/04/2019	SMITH CO REFORMER	RALEIGH	MS	WEEKLY	2,784	SMITH	\$137.75
36	09/04/2019	JASPER CO NEWS	BAY SPRINGS	MS	WEEKLY	2,513	JASPER	\$234.00
34	09/04/2019	JASPER CO NEWS	BAY SPRINGS	MS	WEEKLY	2,513	JASPER	\$221.00
2.5	09/05/2019	CLARKE CO TRIBUNE	QUITMAN	MS	WEEKLY	3,000	CLARKE	\$12.50
2	09/05/2019	GREENE CO HERALD	LEAKESVILLE	MS	WEEKLY	2,896	GREENE	\$11.20
13.5	09/05/2019	WAYNE CO NEWS	WAYNESBORO	MS	WEEKLY	3,807	WAYNE	\$87.62
36	09/05/2019	CLARKE CO TRIBUNE	QUITMAN	MS	WEEKLY	3,000	CLARKE	\$180.00
33	09/05/2019	GREENE CO HERALD	LEAKESVILLE	MS	WEEKLY	2,896	GREENE	\$184.80
40	09/05/2019	RIGHTON DISPATCH	RIGHTON	MS	WEEKLY	1,737	PERRY	\$164.00
22	09/05/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$257.40
20	09/05/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$234.00
48	09/05/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$561.60

45	09/07/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$526.50
9	09/07/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$105.30
3.5	09/07/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$40.95
34	09/11/2019	JASPER CO NEWS	BAY SPRINGS	MS	WEEKLY	2,513	JASPER	\$221.00
19.5	09/11/2019	JASPER CO NEWS	BAY SPRINGS	MS	WEEKLY	2,513	JASPER	\$126.75
17.5	09/12/2019	CLARKE CO TRIBUNE	QUITMAN	MS	WEEKLY	3,000	CLARKE	\$87.50
12.5	09/12/2019	CLARKE CO TRIBUNE	QUITMAN	MS	WEEKLY	3,000	CLARKE	\$62.50
3	09/12/2019	CLARKE CO TRIBUNE	QUITMAN	MS	WEEKLY	3,000	CLARKE	\$15.00
15	09/12/2019	GREENE CO HERALD	LEAKESVILLE	MS	WEEKLY	2,896	GREENE	\$84.00
20	09/12/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$234.00
57	09/12/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$666.90
21	09/12/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$245.70
21	09/12/2019	RIGHTON DISPATCH	RIGHTON	MS	WEEKLY	1,737	PERRY	\$86.10
21	09/17/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$245.70
50	09/17/2019	LEADER-CALL	LAUREL	MS	DAILY	6,389	JONES	\$585.00
6	09/18/2019	SMITH CO REFORMER	RALEIGH	MS	WEEKLY	2,784	SMITH	\$43.50
12	09/18/2019	SMITH CO REFORMER	RALEIGH	MS	WEEKLY	2,784	SMITH	\$87.00
2.5	09/18/2019	JASPER CO NEWS	BAY SPRINGS	MS	WEEKLY	2,513	JASPER	\$16.25
36	09/18/2019	JASPER CO NEWS	BAY SPRINGS	MS	WEEKLY	2,513	JASPER	\$234.00
29.5	09/19/2019	CLARKE CO TRIBUNE	QUITMAN	MS	WEEKLY	3,000	CLARKE	\$147.50
20	09/19/2019	CLARKE CO TRIBUNE	QUITMAN	MS	WEEKLY	3,000	CLARKE	\$100.00
32.5	09/19/2019	GREENE CO HERALD	LEAKESVILLE	MS	WEEKLY	2,896	GREENE	\$182.00

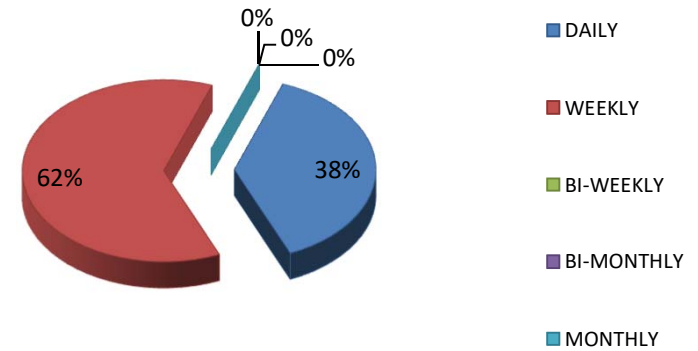


# Magnolia Clip Analysis

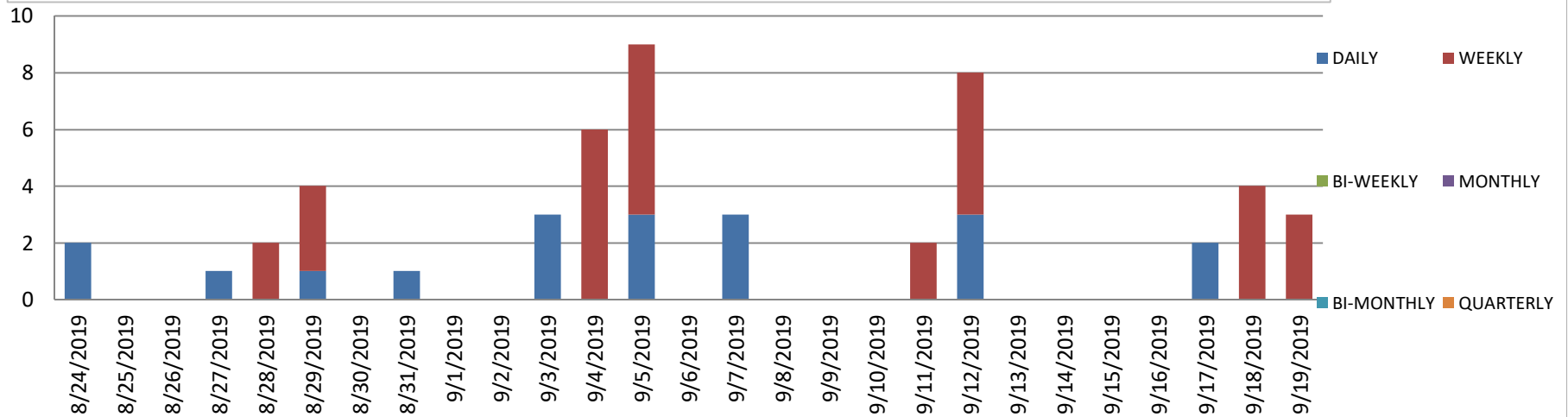
**Total Clip Count**



**Total Clip Count by Type**

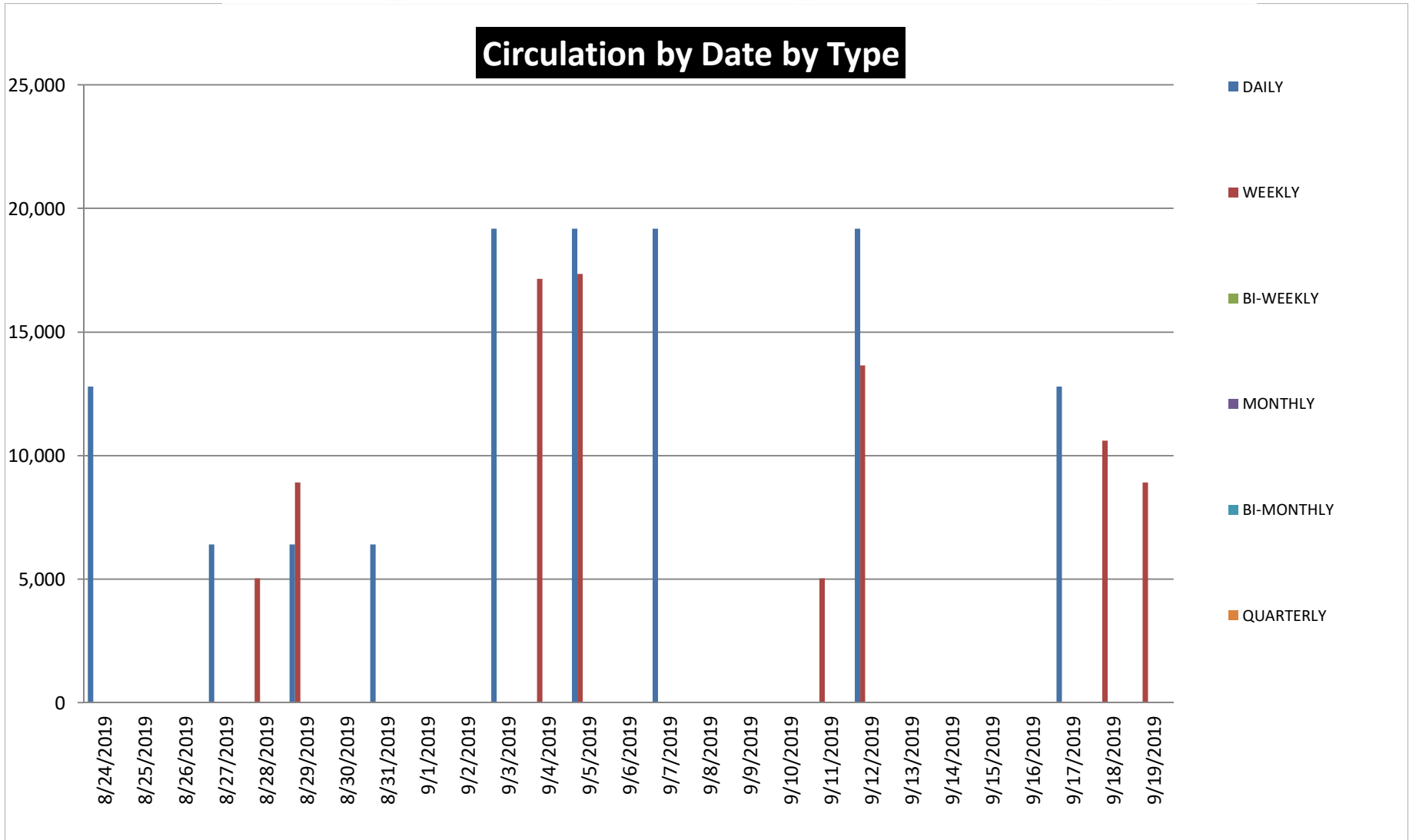


**Clip Count By Date By Type**





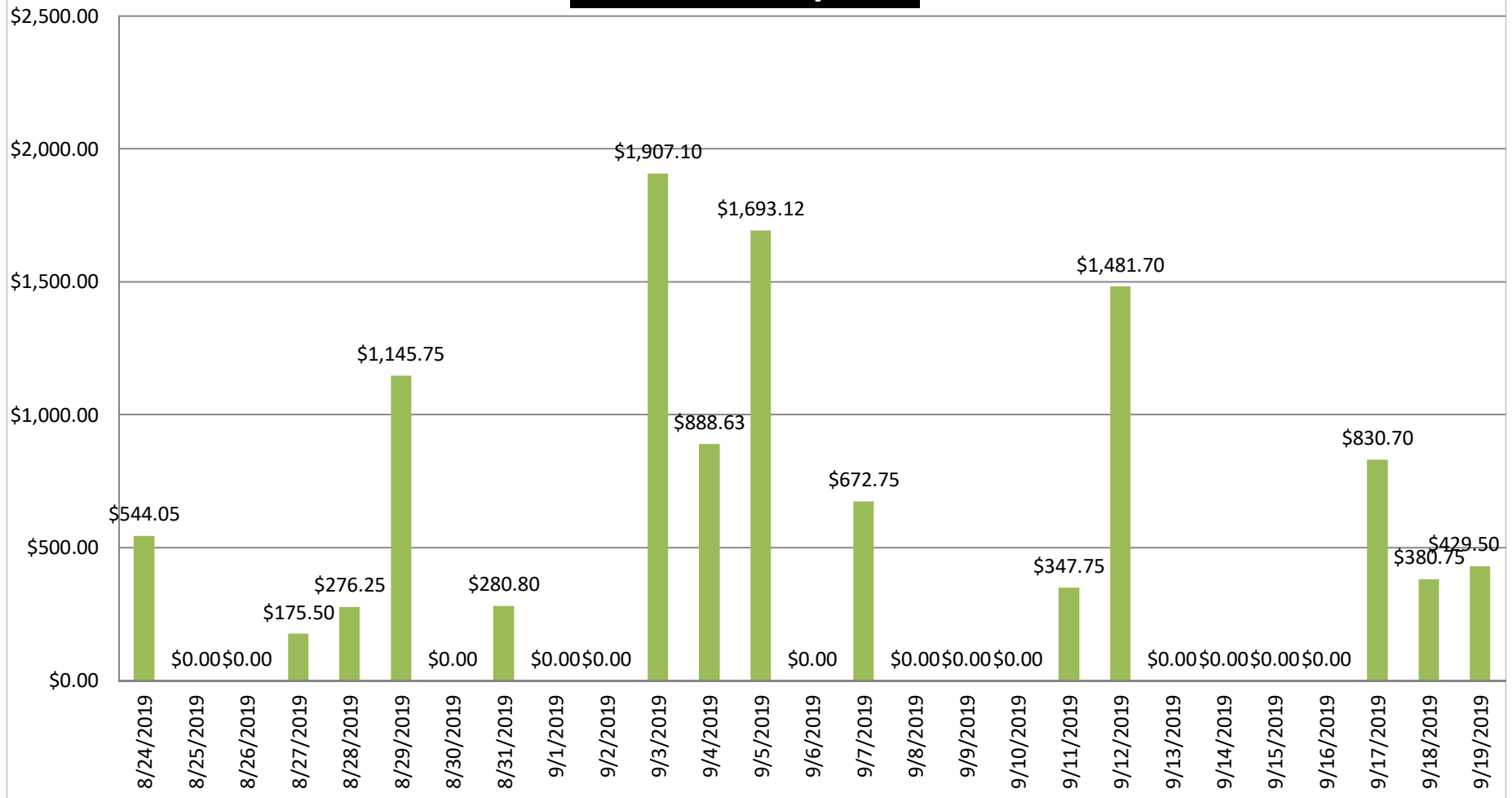
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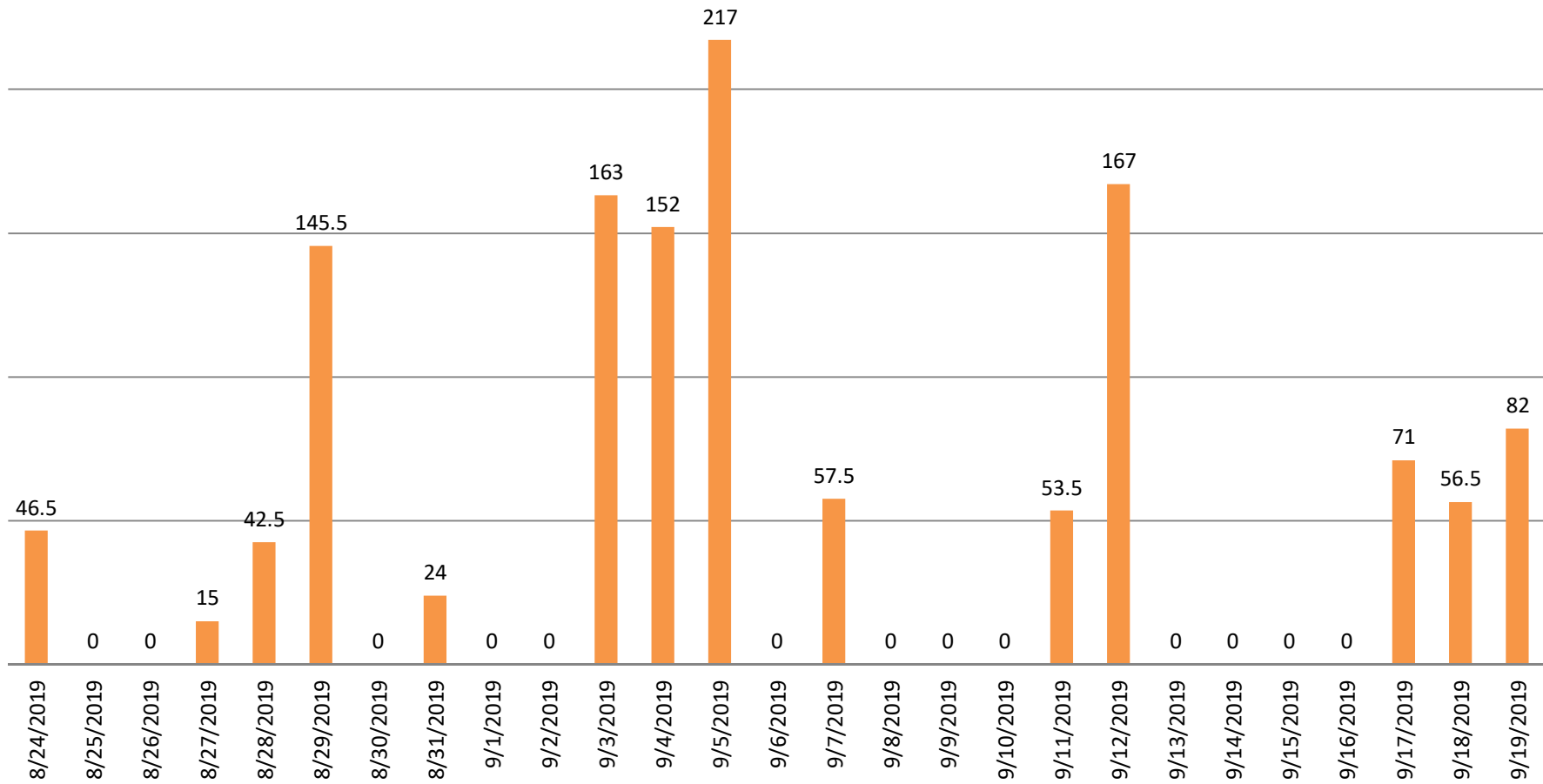
Media Value by Date





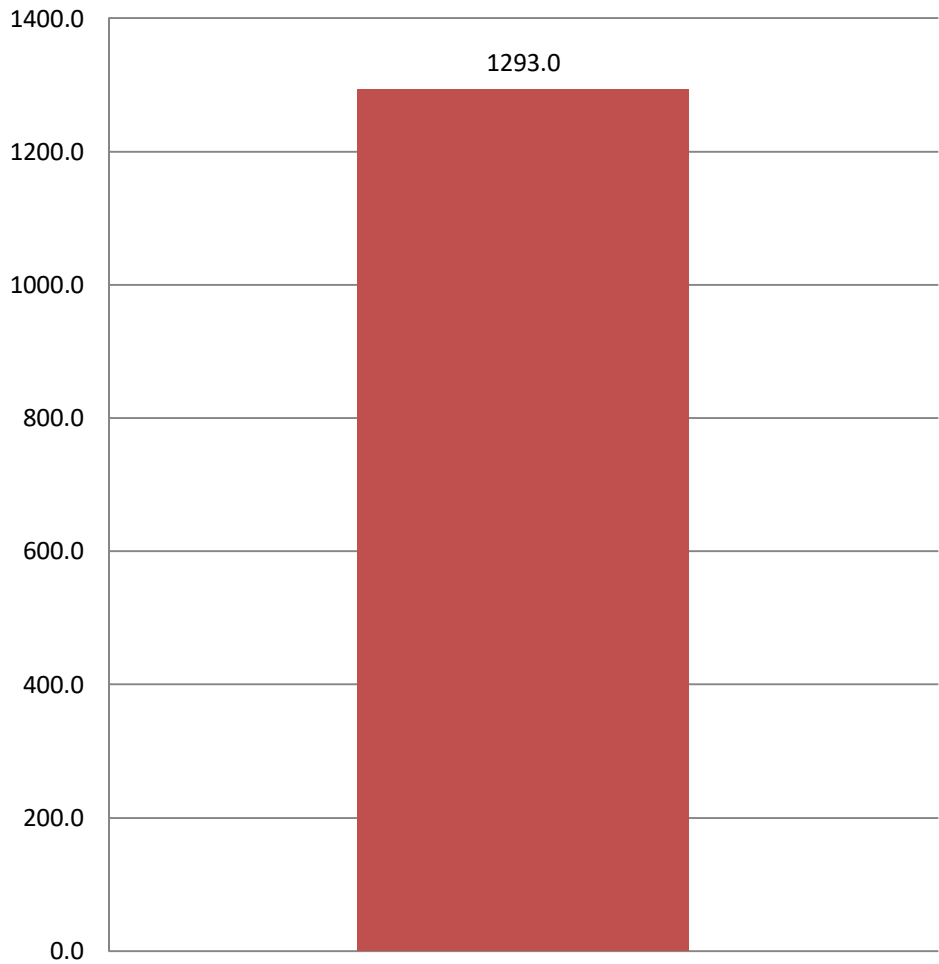
# Magnolia Clip Analysis

Column Inches By Date





# Magnolia Clip Analysis





# Magnolia Clip Analysis

