

RESULTS SUMMARY: *Stop the Clot, Spread the Word*[®], Cancer Mat Release

The *STC-STW*[®]/*Cancer* mat release was distributed to newspapers and online news and information web sites the week of June 1, 2020, in recognition of National Cancer Survivor Month. The results of this effort to date are summarized below:

CANCER	
Media placements	1,114
Audience reach	144.5 million
Weighted advertising value	\$631,400

SAMPLE PLACEMENTS:

[Your News Online](#), Henderson, NV (UMV: 1,000,000)

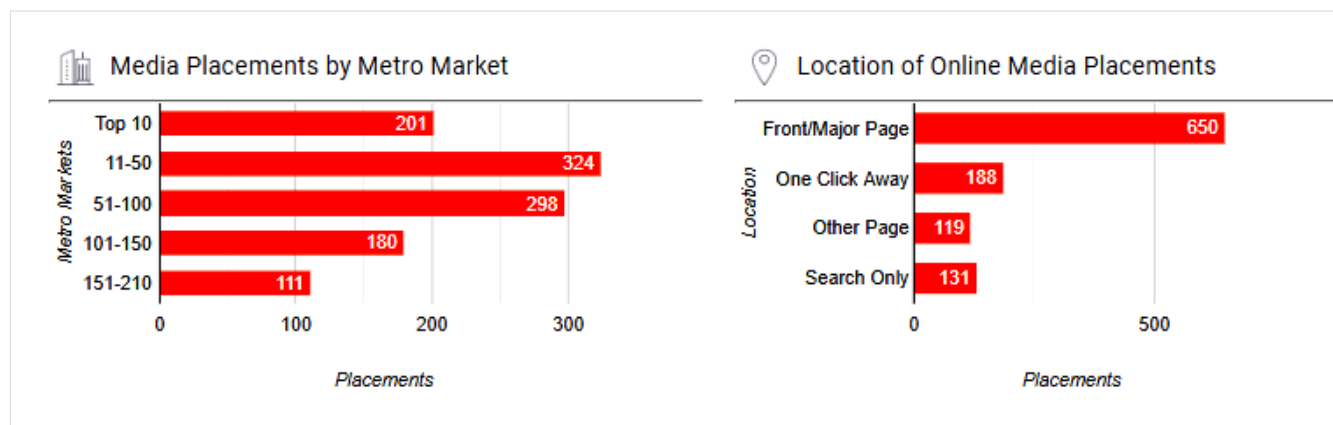
[The Oakland Press](#), Troy, MI (UMV: 430,000)

[KHQ-NBC \(online\)](#), Spokane, WA (UMV: 316,988)

[KTBS-ABC \(online\)](#), Shreveport, LA (UMV: 303,496)

[Leader-Telegram](#), Eau Claire, WI (UMV: 187,138)

*UMV = unique monthly visitors



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