



2024 REGIONAL BROADCAST TOUR

Sturgis Rally South Dakota

Total Audience: 16,636,374

Ad Value: \$9,473.63

BROADCAST HIGHLIGHTS



5/29/24

- Kansas City, Kansas — FOX 4
- Broadcast Audience: **1,555,961**
- Ad Value: **\$894.68**
- Digital Audience: **3,392,873**
 - Watch [HERE](#)



6/7/24

- Milwaukee, WI — WTMJ 4
- Broadcast Audience: **453,499**
- Ad Value: **\$260.76**
- Digital Audience: **883,010**
 - Watch [HERE](#)



7/23/24

- Milwaukee, WI — WTMJ 4
- Broadcast Audience: **453,499**
- Ad Value: **\$260.76**
- Digital Audience: **883,010**
 - Watch [HERE](#)

BROADCAST HIGHLIGHTS CONTINUED



5/29/24

- Cedar Rapids, Iowa — KCRG-TV 9
- Broadcast Audience: **751,558**
- Ad Value: **\$432.15**
- Digital Audience: **1,274,615**
 - Watch [HERE](#)



4/25/24

- Bismarck, North Dakota — KX News
- Broadcast Audience: **147,476**
- Ad Value: **\$84.80**
- Digital Audience: **241,688**
 - Watch [HERE](#)



5/23/24

- Milwaukee, WI — WTMJ 4
- Broadcast Audience: **453,499**
- Ad Value: **\$260.76**
- Digital Audience: **883,010**
 - Watch [HERE](#)
- Facebook Post [HERE](#)
 - Following of **614,000**

BROADCAST HIGHLIGHTS CONTINUED



5/8/24

- Denver, Colorado — ABC 7
- Broadcast Audience: 1,255,803
- Ad Value: **\$722.09**
- Digital Audience: 3,392,873
 - o Watch [HERE](#)