



*Overview*



Table 4 - Print Valuation Results

<i>Publication</i>	<i>No. of Articles</i>	<i>Estimated Value</i>
USA TODAY	8	\$348,430.68
Sports Illustrated	3	\$520,443.89
Wall Street Journal	3	\$278,607.42
New York Times	13	\$698,146.27
Los Angeles Times	5	