

## Media Highlights

- Close to **500 stories** about the Carnegie Mellon Red Team appeared in print, online, and on television, **infiltrating 8 of the top 10 U.S. markets**. Print alone reached almost **31 million readers** in the U.S. and internationally. The cost of purchasing an equivalent amount of advertising space would exceed **\$1 million**.
- Additional coverage was achieved through **multiple broadcasts on nationally syndicated programs**, such as CNN National Cable, Fox News Channel National Cable, CNBC National Cable, and NPR's *All Things Considered*. Approximately **35 percent of these airings occurred during premium time**. The CNN airings alone would have cost **more than \$5 million** to purchase. Two in-depth documentaries are still being produced by the History Channel and Japan's public television station, NHK.
- The Carnegie Mellon Red Team also **swept the internet**, appearing in thousands of blogs and attracting to its own web site approximately **100,000 unique visitors with more than 4 million page views March 7-13**.

## Specific Media Highlights

**POPULAR SCIENCE**  
In-depth, multiple full-pages with four color graphics featuring the story of the Red Team and its competitors. Full page  
B&W ad: \$65,080.00  
•Circulation: 1,463,565

**SCIENTIFIC AMERICAN**  
Reporter Wayt Gibbs spent several months embedded with the team, producing an in-depth, multi-page story with full color graphics. Full page  
B&W ad: \$33,000.00  
•Circulation: 687,908

**WIRED MAGAZINE**  
In-depth, multiple full-pages with four-color graphics featuring the story of the Red Team and its competitors. Full page  
B&W ad: \$30,365.00  
•Circulation: 550,000

**ESQUIRE**  
One page, full-color rundown of the top 3 competitors placing the Carnegie Mellon Red Team at the #1 spot. Full page  
B&W ad: \$52,770.00  
•Circulation: 718,898

**NPR**  
**ALL THINGS CONSIDERED**  
Interview with Red Whittaker. ATC runs on approximately 570 stations nationwide with a weekly audience of 11 million listeners.

**CNN**  
Live from the Grand Challenge reporting. The world's most syndicated news service, with over 700 local affiliates including TV stations and cable news channels across the U.S.

**NBC NIGHTLY NEWS**  
Red Whittaker & Alex Gutierrez talk about the race. George Lewis reporting. 11.6 million viewers.

**ABC WORLD NEWS TONIGHT**  
Red Whittaker discusses the Grand Challenge. 9.1 million viewers each week.

**NEW YORK TIMES**  
Multiple stories appeared prior to and the Sunday after the race, explaining the technology.  
Ad Rate: \$886.00/ col inch  
•Circulation: 1,118,565

**PITTSBURGH POST-GAZETTE**  
Multiple stories covered the technology, the race, and Red Team.  
Ad Rate: \$272.80/ col inch  
•Circulation: 242,546

**SAN JOSE MERCURY NEWS**  
A feature on autonomous vehicles following Sandstorm's appearance at Intel Developer Forum in San Francisco.  
Ad Rate: \$275.00/ col inch  
•Circulation: 276,787

**USA TODAY**  
A brief about the Grand Challenge featuring the Carnegie Mellon Red Team.  
Ad Rate: \$1,936.50/ col inch  
•Circulation: 2,602,556

**BOSTON GLOBE**  
A photo of Sandstorm with a caption detailing the upcoming race.  
Ad Rate: \$488.00/ col inch  
•Circulation: 431,470

## Sponsor Testimonials

"Years from now, we expect to look back upon the Red Team as a principal catalyst for establishing the RoboCorridor of Southwestern Pennsylvania as a leading center for a rapidly expanding agile robotics industry;"

William A. Thomasmeyer, Project Manager  
Robotics Foundry

"Undoubtedly, Boeing's participation on the Red Team was to witness novel processes and technology first hand, and, even in keeping with our company mission to get light under the wheels, neither were we disappointed."

Glenn T. Rossi, FCS IDS/PW Integration Manager  
Boeing

"As a small company, working with the team brought us a lot of credibility;"

N. Mark Frick, Director of Sales and Marketing  
M7 Visual Intelligence LP