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**Denver Localization for a Fortune 500 Company
Banking/Financial Services Industry Segment
Media Awareness Campaign Report– Updated 11/30/2004**

<i>Print/Date/column inches</i>	<i>Dollar Value (Open Rate)</i>	<i>Circulation</i>
Denver Post (weekday) 9/16/04 – 22”	\$ 12,870.00	288,889
Highlands Ranch Herald 9/23/04/ 21.75”	\$ 489.38	26,500
Lakewood Sentinel 9/30/04/ 5.5”	\$ 115.50	6,000
Sunday Denver Post (Cherry Creek fin ctr) 10/3/04 4”	\$ 2,340.00	783,274
ColoradoBizMagazine Nov 2004 1.625”	\$ 73.63	16,735
Rocky Mountain News (weekday) 11/16/04 .75”	\$ 438.75	304,952
<u>TOTAL TO DATE</u>	<u>\$ 16,327.26</u>	<u>1,426,350</u>