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**Trade Press – Bylined Article Placement Case Study
Military Media for “Clean Base” Program
Arcadis, Inc.
Highlands Ranch, CO**

		<i>Ad Value Equivalency “AVE”</i>	<i>Circulation</i>
<u>Bylined Articles:</u>			
Dec 2001	National Defense Magazine	\$ 9,800.00	21,377
Jan/Feb 2002	The Military Engineer	\$ 7,540.00	21,519
March 2002	The Army Engineer	\$ 1,648.00	5,500
<u>News Features Resulting from the Article Pitch:</u>			
8/17/01	Defense Cleanup	NA	NA
9/3/01	Defense Cleanup	NA	NA
12/3/01	Federal Times	\$ 1,130.26	30,977
		<u>\$20,118.26</u>	<u>81,373</u>