

**ABSOLUTELY**

**PUBLIC**

**RELATIONS**®

And Marketing Services

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**National Banking/Financial Services Company  
Expands Into Local Market  
Denver Media Awareness Campaign  
September-November 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
ColoradoBiz Magazine Nov 2004 1.625”	\$ 73.63	16,735
Rocky Mountain News 11/16/04 - .75”	\$ 438.75	304,952
<b><u>TOTAL</u></b>	<b><u>\$ 16,327.26</u></b>	<b><u>1,426,350</u></b>

*Additional Exposures*

*Outlet/Date*

Denver Business Journal Online 9/16/04

LA Business Journal Online 9/17/04

*Detail*

“Latest News” – Daily Feed

“Latest News” – Daily Feed