

**ABSOLUTELY**

**PUBLIC**

**RELATIONS**®

And Marketing Services

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**Holben Building Corporation  
25<sup>th</sup> Anniversary In Business Case Study  
Media Relations Campaign 2002-03**

<i>Publication</i>	<i>Date</i>	<i>Circulation Exposure</i>	<i>Ad Value Equivalent</i>
Entrepreneur Magazine	5/02	547,421	\$ 60,175.85
The Sunday Denver Post	5/12/02	789,138	\$ 1,755.00
Denver Business Journal	5/24/02	14,000	\$ 1,307.48
Denver Business Journal	6/14/02	14,000	\$ 121.06
Denver Daily Journal	6/18/02	1,720	\$ 262.50
Denver Post	6/20/02	305,060	\$ 4,241.25
Denver Business Journal	10/28/02	14,000	\$ 193.70
University of Denver Magazine	Winter 2003	-----	\$ -----
Builder Magazine	7/03	149,908	\$ 2,190.96
<b>TOTAL TO DATE</b>		<b><u>1,835,247</u></b>	<b><u>\$ 70,247.80</u></b>

**Summary**

**Holben Building Corporation 25<sup>th</sup> Anniversary  
2002-03 Media Relations Campaign**

*An Entrepreneur Magazine feature, two insertions in the Denver Post, three insertions in the Denver Business Journal, and placements in the Denver Daily Journal, University of Denver Magazine and Builder Magazine.*

**Circulation exposure = 1,835,247**

**Ad Value Equivalent = \$70,247.80**