

ABSOLUTELY

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RELATIONS®

And Marketing Services

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**Trade Announcement
New Product Case Study
Arcadis, Inc.
Highlands Ranch, CO**

| | | <i>Ad Value Equivalency "AVE"</i> | <i>Circulation</i> |
|---------------|---|---|--------------------|
| 3/18/01 | Denver Post | \$ 3,250.00 | 558,560 |
| 3/25/01 | WB2 News | NA | NA |
| 3/30/01 | Bridgewater Courier News | \$ 543.58 | 43,567 |
| May 01 | Journal of American Water Works | \$ 5,941.00 | 46,000 |
| May 01 | US Water News | \$ 1,102.50 | 20,000 |
| May 01 | Chemical Engineering | \$ 1,997.20 | 47,664 |
| May 01 | Bio Cycle | \$ 172.26 | 12,000 |
| May-July 2001 | Groundwater Monitoring and Remediation | \$ 204.25 | 10,000 |
| | | <u>\$13,210.79</u> | <u>737,791</u> |