



2003 (July – December) – 14 placements
2004 (January – December) – 58 placements (314% increase)
2005 (January – December) – 88 placements (151% increase)

	<i>Ad Value Equivalency</i>	<i>Circulation Exposure</i>
2003 – ½ year	\$ 14,309.70	1,185,584
2004	\$101,998.40	2,007,920
2005	\$191,822.64	9,596,694
<u>TOTAL TO DATE</u>	<u>\$308,130.74</u>	<u>12,790,198</u>

2005 International

One Placement

Canadian NW Group
MPT/Ireland
Zillion Magazine/UK

2005 National

One Placement

Washington Post
MSNBC.com

2005 Trade Press

Six Placements

BioTech Week Newsletter

Four Placements

Pharmacy Purchasing & Products Magazine
Pharmacy Times

Three Placements

Drug Week Newsletter
Health & Medicine Week Newsletter
Infection Control Today
Obesity, Fitness & Wellness Week Newsletter
PharmacyOneSource Marketplace Newsletter
U.S. Pharmacist

Two Placements

Advertising & Marketing Review
Drug Delivery Newsletter
Healthcare Distributor Magazine
Healthcare Purchasing News
Home Medical Equipment Magazine
MDSI Dail-E News
Medical Device Daily
Today's Technician

One Placement

Community Oncology
Create Magazine
Diagnostic & Invasive Cardiology
DrugResearcher.com
Drug Topics
Emergency Medical Product News
GD USA
Health & Personal Care Magazine
In-PharmaTechnologist.com
ISIPS Newsletter
Journal of Hospice & Palliative Nursing
Journal of Infusion Nursing
Journal of Pharmacy Technology
Managed Care Interface Magazine
Managed Healthcare Executive Magazine
Materials Management in Healthcare
Medical Devices & Surgical Technology
Medical Imaging Magazine
Medical Industry Week
MX Magazine
Nursing Homes & Long-term Care Management
The Conference Board Newsletter
US Industry Today

2005 Local Media

18 Placements

Rocky Mountain News

11 Placements

Denver Business Journal – (three placements in one single issue 5/20/05: exporting, EOY awards, and Good Works on Family Homestead)

Five Placements

Denver Post

Three Placements

ColoradoBiz Magazine
DBJ "Latest News" Online

Two Placements

9 News (UK bombing news story and Where In the Town Is Gregg Moss?)
Colorado Company Magazine

One Placement

Bioscience Colorado Magazine
Business Times of Western Colorado
CBSA Focus Newsletter
Northern Colorado Business Report