

Case Study:

for

Humana

Challenge:

How to profile Humana nationwide

Solution:

One nationally syndicated feature story

Results:

2,356 placements

1st 22 of 2,200+ placements:

Anchorage Daily News, AK
Worcester Telegram, MA
Billings Gazette, MT
Idaho Statesman, ID
Kansas City Star, KS
Las Vegas News, NV
Mercury News, CA
Madison.com, WI
The Advocate Online, LA



110,578,082

Audience Reach placements

\$1,326,936.98

Ad Equivalency Value

Downloadable Excel placement reports with proof image for every placement

WAVE 3 Louisville, KY
Buffalo News, NY

FOX 8 New Orleans, LA
WMTJ 4 Milwaukee, WI
KFMB 8 San Diego, CA
Northwest Indiana Times, IN
Pittsburgh Post Gazette, PA
Providence Journal, RI
St. Louis Post Dispatch, MO
Minneapolis Star Tribune, MN
The Arizona Republic, AZ