



**Media Placements for June–September 2005
Gaucher Disease Awareness Campaign**



Chicago Region

<u>Media Outlet</u>	<u>Date</u>	<u>Circulation</u>
Chicago Jewish Community Online	7/21/05	NA
JUF News	7/05	50,000
Chicago Jewish News	9/2/05	40,000
Lincolnwood Review	9/1/05	11,000
JUF News	9/05	50,000
Chicago JCC Newsletters	9/05	NA

New York Region

<u>Media Outlet</u>	<u>Date</u>	<u>Circulation</u>
The Forward	8/05/05	40,000
Jewish Press	8/19/05	125,000
Connecticut Jewish Ledger	8/12/05	20,000
Rockland Reporter	9/05	20,000
Jewish Post of New York	9/05*	42,000
Voice Ledger (Dutchess County)	9/05*	2,000
New Jersey Jewish News	9/05*	55,000
Rockland County Federation Newsletter	9/5	NA
Orange County Federation Newsletter	9/5	NA
Ulster County Federation Newsletter	9/5	NA
Eastern Fairfield Federation Newsletter	9/5	NA
Greater Hartford Federation Newsletter	9/5	NA
Greenwich Federation Newsletter	9/5	NA
MarketWatch – New York	9/06/05	NA

Los Angeles Region

<u>Media Outlet</u>	<u>Date</u>	<u>Circulation</u>
Park Labrea News/Beverly Press	9/8/05	11,000
Phil Blazer Show	9/12/05	25,000
Temple Emanuel Newsletter	9/05	NA
Jewish Federation of LA Newsletter	9/05	NA
Univision Network	TBD*	

San Francisco Region

<u>Media Outlet</u>	<u>Date</u>	<u>Circulation</u>
Jewish News of Northern California	9/09/05	22,000
Jewish Alternative Show - KZSU-FM	9/07/05	NA
Peninsula Temple Beth El Newsletter	9/05	NA
Temple Emanuel Newsletter	9/05	NA
Federation of San Francisco Newsletter	9/05	NA
San Francisco JCC Community Newsletter	9/05	NA

Other Media

<u>Media Outlet</u>	<u>Date</u>	<u>Circulation</u>
Cleveland Jewish News	9/21/05	13,000
Atlanta Jewish Times	9/15/05	10,000
Wisconsin Jewish Chronicle	9/09/05	5,000
Portland Jewish Review	9/01/05	10,000
Omaha Jewish Press	9/19/05	3,000
Genetic Engineering News	9//0605	48,000
Yahoo Finance	9/06/05	NA
Industry Watch-YellowBrix	9/06/05	NA

Note: () Indicates that an editor has made commitment to run a story, but it has yet to appear. In most cases, we expect a placement prior to October 15, 2005.*

9/22/05