



908 South Meriden Road
 Cheshire, Connecticut 06410
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Lobster Gram – Stat report

Published on 1/25/2008

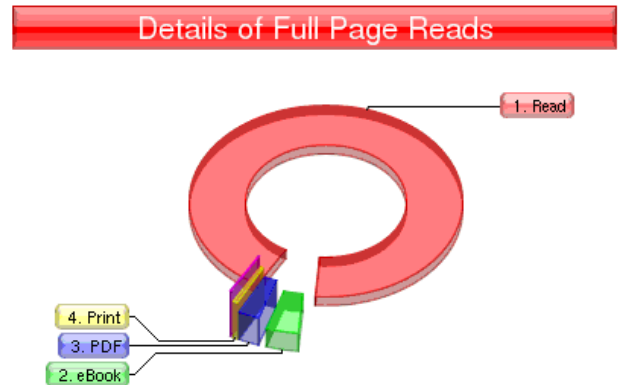
<http://www.prweb.com/releases/2008/01/prweb651861.htm>

1 – Access methods

Access Method	Volume	%
Details of Full Page Reads		
Release was Read	632	93.1%
eBook Download	26	3.8%
PDF Download	17	2.5%
Printer Friendly Version	4	0.6%
<i>Total</i>	679	100%
Details of Headline Impressions		
Headline Displayed thru RSS, XML or other syndication	24279	72.7%
Headline Displayed on a PRWeb Site	9112	27.3%
<i>Total</i>	33391	100%

2 – Full page reads

Access Method	Volume	%
Details of Full Page Reads		
1. Release was Read	632	93.1%
2. eBook Download	26	3.8%
3. PDF Download	17	2.5%
4. Printer Friendly Version	4	0.6%
<i>Total</i>	679	100%





Contact:
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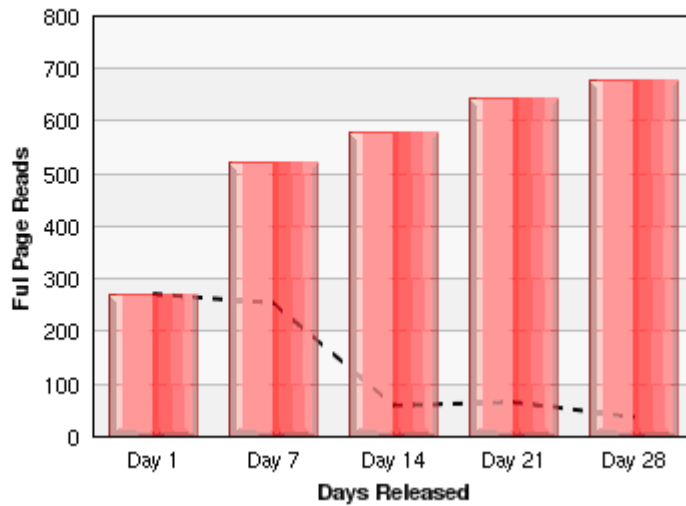


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Day	Full Page Reads
1	270
7	522
14	580
21	644
28	680


	Cumulative Full Page Reads
	Full Page Reads per Week

Full Page Reads By Week

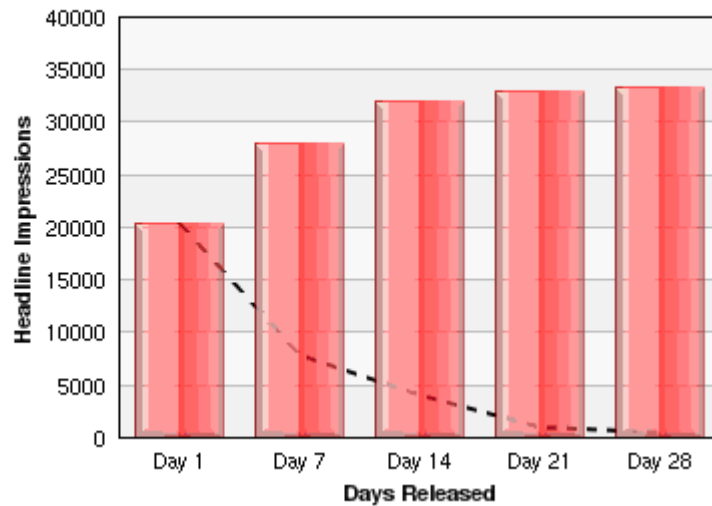


3 – Headline impressions

Day	Headline Impressions
1	20322
7	28093
14	32063
21	32985
28	33404

	Cumulative Headline Impressions
	Headline Impressions per Week

Headline Impressions By Week



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