

DATA CENTER: MARKETER PROFILES YEARBOOK

50 LEADING

NATIONAL

ADVERTISERS

UPDATED FOR AD AGE'S ANNUAL 2008

**RANKING OF
100 LEADING
NATIONAL
ADVERTISERS**

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**MORE ONLINE:
TOP AD SPENDERS BY
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MARKET SHARE DATA**

AdAge.com/DataCenter

**INDEX
TO AD AGE'S
ANNUAL
2008**

AdAge.com/annual08

WHAT'S INSIDE THE YEARBOOK

WELCOME TO THE Marketer Profiles Yearbook, updated for Advertising Age's Annual 2008. This yearbook is a companion to the Annual, which Ad Age published Dec. 31, 2007, in print and at AdAge.com/annual08.

Inside this yearbook, you'll find detailed profiles of the nation's 50 largest advertisers. Content includes ad spending broken down by medium and brand; listings of management and marketing executives; a tally of agencies and key agency executives; and financial results. Want to know more about agencies that work for these marketers? Download Ad Age's 2007 Agency Profiles Yearbook, a 107-page PDF book available for download from the DataCenter at AdAge.com.

METHODOLOGY

ADVERTISERS PROFILED in the Annual 2008 are the top 50 spenders from the 100 Leading National Advertisers report that Ad Age published June 25, 2007.

The set of 100 advertisers was selected from the 300 largest national advertisers based on 2006 measured U.S. media spending. That group was pared to 100 after the Ad Age DataCenter added estimated unmeasured spending.

Marketer and agency executives and agency relationships for the companies profiled in the Annual were updated in December 2007 based on input from marketers and agencies. Financial results and ad spending data are as reported in the June 25 issue and its companion **2007 Marketer Profiles Yearbook**.

MEASURED MEDIA

Measured-media advertising is estimated U.S. spending across 19 media: 18 media tracked by TNS Media Intelligence's Strategy (tns-mi.com) plus freestanding inserts tracked by TNS's Marx Promotion Intelligence (tnsmi-marx.com). Measured media include:

TV: network (ABC, CBS, CW, Fox, MyNetwork, NBC); cable nets (52); spot TV (600 English, 35 Spanish stations in 100 markets); syndicated TV; Spanish nets (Telefuturo, Telemundo, Univision). Internet (2,800-plus sites; excludes paid search and broadband video). Radio: local (500 stations

in 28 top markets); national spot (4,000 stations in 225-plus markets); network (4). Magazines: consumer (350-plus); Sunday magazines (5); local (30); B-to-B (480). Newspapers: local (250); national (The New York Times, USA Today, The Wall Street Journal); Spanish (65). Outdoor (200-plus markets).

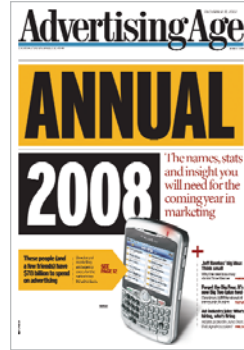
UNMEASURED MEDIA

Unmeasured spending is an Ad Age DataCenter estimate that includes direct marketing, sales promotion, co-op spending, coupons, catalogs, product placement, special events and unmeasured forms of digital media (such as paid search). Essentially, unmeasured is the difference between measured media (from TNS) and total ad costs (either reported by the company or estimated by Ad Age).

Ad Age weights a company's reported worldwide ad costs to reflect a U.S.-only percentage.

MERGERS AND ACQUISITIONS

Brands and companies that the top 50 advertisers acquired or divested are treated pro forma in this report as if the deals occurred at the beginning of a company's previous fiscal year (2005). Media spending for those brands or units is folded into or removed from the top advertiser for two consecutive years (2005 and 2006).



ANNUAL 2008

Looking for more information on marketers, media and agencies? See the index to Ad Age's Annual 2008 for links to deeper data: AdAge.com/annual08

Inside

LNA RANKING

Leading National Advertisers ranked one to 100. The list covers marketers from No. 1 Procter & Gamble (\$4.9 billion) to No. 100 State Farm (\$338 million). Forty marketers on the list have U.S. measured plus unmeasured ad totals above \$1 billion.

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MARKETER PROFILES

Detailed profiles of the top 50 advertisers, alphabetically from American Express to Yum Brands.

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NATIONAL ADVERTISERS RANKED 1 TO 50

Ranked by total U.S. ad spending in 2006

RANK	2006	2005	MARKETER	HEADQUARTERS	TOTAL U.S. AD SPENDING (MEASURED + UNMEASURED)			U.S. MEASURED MEDIA SPENDING		
					2006	2005	% CHG	2006	2005	% CHG
1	1		Procter & Gamble Co.	Cincinnati	\$4,898.0	\$4,587.9	6.8	\$3,526.5	\$3,395.0	3.9
2	5		AT&T	San Antonio, Texas	3,344.7	2,653.6	26.0	2,341.3	1,813.3	29.1
3	2		General Motors Corp.	Detroit	3,296.1	4,110.1	-19.8	2,208.4	2,918.2	-24.3
4	3		Time Warner	New York	3,088.8	3,518.3	-12.2	1,837.8	2,075.8	-11.5
5	7		Verizon Communications	New York	2,821.8	2,481.3	13.7	1,947.0	1,761.7	10.5
6	6		Ford Motor Co.	Dearborn, Mich.	2,576.8	2,611.8	-1.3	1,700.7	1,567.1	8.5
7	9		GlaxoSmithKline	Brentford, Middlesex, U.K.	2,444.2	2,249.8	8.6	1,295.4	1,192.4	8.6
8	8		Walt Disney Co.	Burbank, Calif.	2,320.0	2,291.7	1.2	1,438.4	1,420.8	1.2
9	4		Johnson & Johnson	New Brunswick, N.J.	2,290.5	2,669.4	-14.2	1,351.4	1,674.6	-19.3
10	12		Unilever	London/Rotterdam	2,098.3	1,943.5	8.0	847.7	762.8	11.1
11	14		Toyota Motor Corp.	Toyota City, Japan	1,995.3	1,783.2	11.9	1,202.6	1,074.7	11.9
12	13		Sony Corp.	Tokyo	1,994.0	1,801.8	10.7	1,116.6	1,009.0	10.7
13	10		DaimlerChrysler ¹	Auburn Hills, Mich./Stuttgart, Germany	1,952.2	2,181.2	-10.5	1,425.1	1,592.3	-10.5
14	11		General Electric Co.	Fairfield, Conn.	1,860.2	1,979.9	-6.0	1,097.5	1,168.2	-6.0
15	16		Sprint Nextel Corp.	Reston, Va.	1,775.2	1,715.2	3.5	1,251.5	1,320.7	-5.2
16	17		McDonald's Corp.	Oak Brook, Ill.	1,748.3	1,656.8	5.5	785.0	762.1	3.0
17	15		Sears Holdings Corp.	Hoffman Estates, Ill.	1,652.8	1,715.3	-3.6	793.4	823.3	-3.6
18	19		L'Oreal	Clichy, France	1,456.3	1,464.2	-0.5	752.9	798.0	-5.6
19	22		Kraft Foods	Northfield, Ill.	1,423.2	1,428.9	-0.4	996.2	1,071.7	-7.0
20	23		Macy's	Cincinnati	1,361.2	1,346.7	1.1	1,089.0	1,117.7	-2.6
21	24		Honda Motor Co.	Tokyo	1,350.8	1,314.9	2.7	878.0	854.7	2.7
22	18		Bank of America Corp. ²	Charlotte, N.C.	1,334.4	1,497.0	-10.9	232.2	260.5	-10.9
23	21		Nissan Motor Co.	Tokyo	1,328.9	1,441.8	-7.8	943.5	1,023.7	-7.8
24	20		PepsiCo	Purchase, N.Y.	1,322.7	1,461.0	-9.5	965.6	1,125.0	-14.2
25	25		Nestle	Vevey, Switzerland	1,315.0	1,270.9	3.5	604.9	584.6	3.5
26	28		News Corp. ³	New York	1,244.5	1,166.4	6.7	871.1	886.4	-1.7
27	30		J.C. Penney Co.	Plano, Texas	1,162.3	1,084.9	7.1	464.9	434.0	7.1
28	34		Target Corp.	Minneapolis	1,156.9	1,021.2	13.3	671.0	604.5	11.0
29	26		U.S. Government	Washington	1,132.7	1,230.2	-7.9	657.0	713.5	-7.9
30	29		Home Depot	Atlanta	1,118.1	1,109.3	0.8	542.3	554.7	-2.2
31	45		Pfizer	New York	1,104.9	849.2	30.1	662.9	509.5	30.1
32	39		Berkshire Hathaway	Omaha, Neb.	1,093.4	919.6	18.9	645.1	554.2	16.4
33	41		Wyeth	Madison, N.J.	1,076.8	892.7	20.6	449.5	383.9	17.1
34	36		Wal-Mart Stores	Bentonville, Ark.	1,072.6	970.3	10.5	536.3	582.2	-7.9
35	38		JPMorgan Chase & Co.	New York	1,062.5	922.2	15.2	404.4	344.4	17.4
36	27		Novartis	Basel, Switzerland	1,052.2	1,175.3	-10.5	473.5	528.9	-10.5
37	33		Estee Lauder Cos.	New York	1,031.3	1,039.0	-0.7	164.5	176.6	-6.9
38	65		Merck & Co.	Whitehouse Station, N.J.	1,024.2	538.6	90.2	512.1	269.3	90.2
39	35		Citigroup	New York	1,012.2	1,000.5	1.2	428.2	623.8	-31.4
40	48		AstraZeneca	London	1,005.3	826.0	21.7	532.8	437.8	21.7
41	31		Viacom	New York	934.1	1,075.5	-13.1	653.9	806.6	-18.9
42	43		Schering-Plough Corp.	Kenilworth, N.J.	931.5	854.7	9.0	428.5	393.2	9.0
43	32		American Express Co.	New York	928.7	1,068.9	-13.1	534.0	603.0	-11.4
44	44		General Mills	Minneapolis	920.5	852.0	8.0	579.9	613.4	-5.5
45	46		Microsoft Corp.	Redmond, Wash.	912.2	839.9	8.6	447.0	461.9	-3.2
46	42		Yum Brands	Louisville, Ky.	902.0	866.7	4.1	748.7	719.4	4.1
47	37		Dell	Round Rock, Texas	882.5	945.8	-6.7	729.5	781.8	-6.7
48	50		Best Buy Co.	Richfield, Minn.	878.7	823.5	6.7	380.5	362.3	5.0
49	49		Capital One Financial Corp.	McLean, Va.	863.7	824.8	4.7	321.2	361.7	-11.2
50	51		Lowe's Cos.	Mooresville, N.C.	838.5	778.2	7.7	461.2	424.1	8.7

Dollars in millions. 2005 rankings represent data compiled in 2007. Measured media from TNS Media Intelligence's Strategy. 1. Figures for combined Daimler and Chrysler; DaimlerChrysler sold Chrysler in August 2007. 2. Excludes LaSalle Bank, which Bank of America acquired in October 2007. 3. Excludes Dow Jones & Co., acquired in December '07.

NATIONAL MARKETERS RANKED 51 TO 100

Ranked by total U.S ad spending in 2006

RANK		MARKETER	HEADQUARTERS	TOTAL U.S. AD SPENDING (MEASURED + UNMEASURED)			U.S. MEASURED MEDIA SPENDING		
2006	2005			2006	2005	% CHG	2006	2005	% CHG
51	47	Hewlett-Packard Co.	Palo Alto, Calif.	\$828.8	\$831.8	-0.4	\$472.4	\$507.4	-6.9
52	53	Deutsche Telekom	Bonn, Germany	815.1	714.6	14.1	595.0	521.6	14.1
53	40	Anheuser-Busch Cos.	St. Louis	813.4	919.2	-11.5	510.4	606.7	-15.9
54	59	Hyundai Motor Co.	Seoul	785.9	608.5	29.2	550.1	425.9	29.2
55	55	Kohl's Corp.	Menomonee Falls, Wis.	765.9	646.6	18.5	435.8	402.2	8.4
56	52	Kellogg Co.	Battle Creek, Mich.	765.1	725.2	5.5	495.0	476.2	4.0
57	71	IAC/InterActiveCorp	New York	743.5	496.1	49.8	305.2	203.9	49.7
58	54	Coca-Cola Co.	Atlanta	740.8	711.2	4.2	487.1	476.5	2.2
59	61	Bristol-Myers Squibb Co.	New York	691.1	585.4	18.1	311.0	216.6	43.6
60	58	Nike	Beaverton, Ore.	678.4	608.6	11.5	220.5	200.8	9.8
61	56	Mars Inc.	McLean, Va.	658.2	636.5	3.4	362.0	350.1	3.4
62	57	Cadbury Schweppes	London	643.7	628.2	2.5	289.7	304.4	-4.8
63	68	Limited Brands	Columbus, Ohio	600.5	515.0	16.6	151.3	88.8	70.3
64	69	Visa International	San Francisco	597.1	500.3	19.3	417.9	360.2	16.0
65	62	SC Johnson	Racine, Wis.	596.5	575.7	3.6	447.3	431.8	3.6
66	63	Clorox Co.	Oakland, Calif.	584.2	572.4	2.1	494.5	486.6	1.6
67	70	Comcast Corp.	Philadelphia	568.5	497.1	14.4	426.4	372.8	14.4
68	73	Campbell Soup Co.	Camden, N.J.	564.3	484.0	16.6	414.3	334.0	24.0
69	75	Eli Lilly & Co.	Indianapolis	561.0	475.3	18.0	230.0	194.9	18.0
70	79	Bayer	Leverkusen, Germany	553.6	452.7	22.3	304.5	316.9	-3.9
71	72	Doctor's Associates	Milford, Conn.	539.8	486.8	10.9	361.7	326.2	10.9
72	74	Safeway	Pleasanton, Calif.	533.6	481.7	10.8	198.0	196.3	0.9
73	66	Kroger Co.	Cincinnati	527.5	537.5	-1.9	147.4	163.2	-9.6
74	64	IBM Corp.	Armonk, N.Y.	516.5	547.0	-5.6	232.4	283.1	-17.9
75	83	Circuit City Stores	Richmond, Va.	498.2	426.5	16.8	303.9	247.8	22.6
76	82	Gap Inc.	San Francisco	489.4	432.1	13.3	406.2	324.1	25.3
77	76	MasterCard International	Purchase, N.Y.	486.3	466.0	4.4	345.6	335.5	3.0
78	92	Allstate Corp.	Northbrook, Ill.	476.9	394.0	21.0	350.5	289.6	21.0
79	85	Vonage Holdings Corp.	Holmdel, N.J.	465.1	413.7	12.4	465.1	413.7	12.4
80	67	Sanofi-Aventis	Paris	463.1	518.3	-10.6	245.5	274.7	-10.6
81	87	Staples	Framingham, Mass.	457.2	404.9	12.9	128.9	101.2	27.4
82	80	Wells Fargo & Co.	San Francisco	456.1	443.1	2.9	87.5	93.9	-6.8
83	90	eBay	San Jose, Calif.	453.3	396.6	14.3	144.4	158.2	-8.8
84	86	Washington Mutual	Seattle	443.0	406.9	8.9	173.4	167.6	3.4
85	77	Wendy's International	Dublin, Ohio	435.2	453.4	-4.0	361.2	376.3	-4.0
86	60	Volkswagen	Wolfsburg, Germany	419.3	590.0	-28.9	301.9	424.8	-28.9
87	91	Diageo	London	418.9	394.3	6.2	182.6	165.6	10.3
88	95	Mattel	El Segundo, Calif.	394.1	383.6	2.7	193.3	184.5	4.8
89	156	Apple	Cupertino, Calif.	383.7	219.5	74.8	291.6	158.0	84.5
90	101	Burger King Holdings	Miami	379.5	354.5	7.0	285.7	268.9	6.3
91	81	Abbott Laboratories	Abbott Park, Ill.	374.4	436.4	-14.2	204.4	218.2	-6.3
92	78	SABMiller	London	370.8	452.9	-18.1	241.0	294.4	-18.1
93	89	Molson Coors Brewing Co.	Denver/Montreal	369.5	400.9	-7.8	184.7	200.4	-7.8
94	84	CBS Corp.	New York	369.2	426.5	-13.4	199.7	230.7	-13.4
95	97	Reckitt Benckiser	Slough, Berkshire, U.K.	366.7	369.3	-0.7	286.0	288.1	-0.7
96	100	ConAgra Foods	Omaha, Neb.	366.2	355.8	2.9	183.1	177.9	2.9
97	102	Qwest Communications International	Denver	362.4	352.6	2.8	94.6	96.1	-1.6
98	103	Philips Electronics	Amsterdam	350.8	337.2	4.0	105.2	141.6	-25.7
99	109	Office Depot	Delray Beach, Fla.	342.7	314.4	9.0	120.0	100.6	19.2
100	88	State Farm Mutual Auto Insurance Co.	Bloomington, Ill.	338.1	401.7	-15.8	270.4	321.3	-15.8

Dollars in millions. 2005 rankings represent data compiled in 2007. Measured media from TNS Media Intelligence's Strategy.

PROFILES FOR COMPANIES RANKED 1 TO 50

From American Express to Yum: Ad spending, financials, executives and agencies updated for Ad Age's Annual 2008

AMERICAN EXPRESS CO. 43

\$928.7 million

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$107,536	\$148,573	-27.6
Sunday magazine	2,761	5,681	-51.4
B2B magazines	6,221	6,581	-5.5
Local magazines	647	457	41.5
Spanish-language magazines	185	25	634.1
Newspaper	33,169	62,483	-46.9
National newspaper	17,403	33,153	-47.5
Spanish-language newspaper	86	73	17.9
FSI	NA	7	NA
Network TV	108,764	146,304	-25.7
Spot TV	39,583	35,328	12.0
Syndicated TV	8,248	3,529	133.7
Cable TV networks	96,113	88,576	8.5
Network radio	402	NA	NA
National spot radio	3,827	7,267	-47.3
Local radio	18,420	26,790	-31.2
Outdoor	9,791	9,260	5.7
Internet	80,839	28,869	180.0
Measured media	533,992	602,959	-11.4
Unmeasured spending	394,689	465,927	-15.3
Total	928,681	1,068,885	-13.1

BY BRAND	2006	2005	% CHG
American Express	519,410	593,686	-12.5

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$27,136	\$24,068	12.7
Earnings	3,707	3,734	-0.7

U.S.	2006	2005	% CHG
Sales	18,376	15,888	15.7
Pre-tax income	4,264	3,337	27.8

DIVISION SALES	2006	2005	% CHG
US Card Svcs	13,955	11,978	16.5
Global Card & Commercial Svcs	9,464	8,905	6.3
Global Network & Merchant Svcs.	3,161	2,747	15.1
Corporate & other	556	438	26.9

HEADQUARTERS

American Express Co./World Financial Center, 200 Vesey St., New York, N.Y. 10285/Phone: (212) 640-2000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Kenneth I. Chenault, chmn & CEO.

- **CRISPIN PORTER & BOGUSKY**, Miami & Boulder. Heather Faunce, grp acct dir - American Express Open.
- **ID MEDIA**, New York. Jessica Birk, VP & acct dir - small bus, cons card.

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

Agencies owned by or affiliated with the largest U.S. agency companies are color coded as follows: ■ **OMNICOM GROUP** ■ **WPP GROUP** ■ **INTERPUBLIC GROUP** ■ **PUBLICIS GROUPE** ■ **HAVAS** ■ **OTHER**

- **DIGITAS**, New York. Joanne Zaiac, pres-Digita New York; Joe Rauen, exec VP & relationship leader; Carl Fremont, exec VP-media; Lincoln Bjorkman, exec VP & creative dir - direct mktg, digital mktg, digital media buying, American Express.

AMERICAN EXPRESS CO.: World Financial Center, 200 Vesey St., New York, N.Y. 10285/Phone: (212) 640-2000. John D. Hayes, chief mktg officer; Claire Bennett, sr VP; Nancy Smith, VP-global media & sponsorship mktg; Diego Scotti, VP-global adv; Bonnie Taffer, VP-content & alliances; Adam Rothschild, VP-global marketplace insights.

- **OGILVY & MATHER WORLDWIDE**, New York. David Apicella, chief creative officer-Ogilvy NY John Seifert, chmn-global brand community; Simon Pearce, exec grp dir; Terry Finley, grp creative dir-Ogilvy NY; Chris Mitton, grp creative dir-Ogilvy NY - American Express cards & svcs.

■ **CRISPIN PORTER & BOGUSKY**, Miami and Boulder, Colo. Heather Faunce, VP & grp acct dir - American Express Open business.

■ **MOMENTUM WORLDWIDE**, New York. Chris Weil, CEO ww; Darrell Coetzee, sr VP & global acct dir.

- **TEAM ONE ADVERTISING**, El Segundo, Calif. Brian Sheehan, CEO; Julie Michael, mgmt dir; Chris Graves, exec creative dir - American Express private jet travel.

■ **MINDSHARE WORLDWIDE**, New York. Tyler Schaeffer, mg ptrn & ww strategic plng dir - media svcs.

- **DIGITAS**, New York. Joanne Zaiac, exec VP & relationship leader; Joe Rauen, exec VP & relationship leader; Carl Fremont, exec VP-media; Lincoln Bjorkman, exec VP & creative dir - direct mktg, digital mktg, digital media buying, American Express Travel Svcs.

■ **SERINO COYNE**, New York. Roger Micone, acct exec - events, American Express Gold Card events.

■ **WASSERMAN MEDIA GROUP**, Los Angeles. Gary Stevenson, principal - sports mktg.

AMERICAN EXPRESS PUBLISHING CORP.: 1120 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 382-5600. Ed Kelly, pres & CEO; Mark Stanich, sr VP & chief mktg officer; Cara David, sr VP-strategic insights, mktg & sls.

- **NO AGENCY.**

ASTRAZENECA 40

\$1.01 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$224,795	\$123,713	81.7
Sunday magazine	56,117	36,117	55.4
B2B magazines	1,094	1,373	-20.3
Local magazines	82	10	750.0
Spanish-language magazines	762	236	223.4
Newspaper	10,334	14,888	-30.6
National newspaper	5,450	1,517	259.4
Spanish-language newspaper	388	44	781.6
Network TV	101,801	138,411	-26.5
Spot TV	2,463	17,975	-86.3
Syndicated TV	6,440	6,872	-6.3
Cable TV networks	61,555	52,755	16.7
Spanish-language TV	22,203	3,999	455.3
Network radio	1	8,153	-100.0
National spot radio	3,989	2,930	36.1
Local radio	5,186	3,295	57.4
Outdoor	193	661	-70.8
Internet	29,934	24,848	20.5
Measured media	532,787	437,796	21.7
Unmeasured spending	472,471	388,234	21.7
Total	1,005,258	826,031	21.7

BY BRAND	2006	2005	% CHG
Crestor	185,859	141,824	31.0
Nexium	180,953	226,336	-20.1
AstraZeneca	89,188	19,292	362.3
Pulmicort	25,819	4,516	471.7
Arimidex	25,208	27,497	-8.3
Toprol-XL	14,984	10,062	48.9

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$26,475	\$23,950	10.5
Earnings	4,392	3,884	13.1

U.S.	2006	2005	% CHG
Sales	12,449	10,771	15.6

DIVISION SALES	2006	2005	% CHG
Pharmaceuticals	26,475	23,950	10.5

HEADQUARTERS

AstraZeneca/15 Stanhope Gate, London, United Kingdom W1K 1LN/Phone: 44-207-304-5000.

U.S. HEADQUARTERS

AstraZeneca/1800 Concord Pike, P.O. Box 15437, Wilmington, Del. 19850-5437/Phone: (302) 886-3000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: David Brennan, CEO; Tony Zook, CEO & pres-AstraZeneca U.S.

- **COMMONHEALTH**, Parsippany, N.J. Matt Giegerich, pres & CEO; Dave Chapman, mg ptrn; Stacey Singer, mg ptrn; Meg Columbia-Walsh, mg ptrn; Michael Parisi, pres-Altum, part of CommonHealth - Recentin, Zactima, Symbicort.

■ **INTEGRATED COMMUNICATIONS CORP.**, Parsippany, N.J. Ken Jordan, exec VP & mgmt super - Symbicort, Pulmicort, Merrem.

- **LEO BURNETT WORLDWIDE**, Chicago. John Gatti, exec VP & acct dir - AstraZeneca.

■ **MEDICUS NY**, New York. Scott Shevrin, sr VP & grp acct dir; Mark Reichman, sr VP & grp acct dir; Adrian Sansone, sr VP & grp acct dir - Arimidex, Faslodex, Pulmicort Respules/Flexhalor, Symbicort.

- **SAATCHI & SAATCHI HEALTHCARE**, New York. John Weyerauch, sr VP - Crestor, Nexium, Pulmicort, Seroquel.

■ **ZENITH MEDIA USA**, New York. Rich Schiekofer, sr VP & dir-comms svcs; Earl Black, assoc dir-comms svcs; Marcie Kazdin, sr VP-comms plng - media svcs, Arimidex, Atacand, Casodex, Crestor, Nexium, Pulmicort Respules, Seroquel, Symbicort, Toprol XL, Zomig, Medicare Part D, Faslodex, Abraxane.

■ **BROMLEY COMMUNICATIONS**, New York & San Antonio. Jane Finney, acct dir - Hispanic adv, Arimidex, Nexium, Pulmicort Respules.

- **DIGITAS HEALTH**, Philadelphia. Michael du Toit, exec VP-mktg & client svcs - interactive mktg, search mktg, media buying.

■ **UNIWORLD GROUP**, Wilmington, Del. Roslyn Paterson, grp acct dir - African-American adv, Arimidex, Pulmicort Respules, Seroquel.

- **WUNDERMAN**, New York. Susie Choi, sr VP & client svcs dir - direct mktg, mktg svcs.

AT&T 2

\$3.34 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$100,093	\$44,400	125.4
Sunday magazine	241	830	-71.0
B2B magazines	23,483	5,703	311.8
Local magazines	75	21	264.3
Spanish-language magazines	339	167	103.1
Newspaper	405,939	593,709	-31.6
National newspaper	71,473	62,827	13.8
Spanish-language newspaper	6,048	4,914	23.1
Network TV	607,659	391,480	55.2
Spot TV	356,596	186,817	90.9
Syndicated TV	123	5,165	-97.6
Cable TV networks	139,565	124,173	12.4
Spanish-language TV	75,632	38,547	96.2
Network radio	4,220	1,611	161.9
National spot radio	142,764	110,676	29.0
Local radio	152,581	124,484	22.6
Outdoor	85,741	59,465	44.2
Internet	168,745	58,299	189.5
Measured media	2,341,317	1,813,289	29.1
Unmeasured spending	1,003,422	840,276	19.4
Total	3,344,739	2,653,564	26.0

BY BRAND	2006	2005	% CHG
AT&T & Cingular	2,332,318	1,808,073	29.0

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE & U.S.	2006	2005	% CHG
Sales	\$63,055	\$43,764	44.1
Earnings	7,356	4,786	53.7

DIVISION SALES	2006	2005	% CHG
Wireline	58,476	39,505	48.0
Wireless	37,506	34,433	8.9
Directory Advertising	3,702	3,714	-0.3
Other	954	745	28.1

HEADQUARTERS

AT&T/175 E. Houston St., San Antonio, Texas 78205/Phone: (210) 821-4105.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Randall Stephenson, chmn & CEO; Cathy Coughlin, global mktg officer; Wendy Clark, sr VP-adv; Rick Welday, chief mktg officer & sr VP-cons wireline mktg; Bill Archer, chief mktg officer & sr VP-bus wireless mktg.

■ **BBDO WORLDWIDE**, Atlanta & New York. Troy Ruhanen, exec VP & mg dir-BBDO N. Amer.; Doug walker, exec VP & mg dir-BBDO Atlanta.

■ **GSD&M'S IDEA CITY**, Austin, Texas. Scott Moore, acct dir - Yellow Pages, yellowpages.com, 411, 1-800-YellowPages, cons prods-direct response TV.

■ **MEDIAEDGE: CIA**, New York. Lee Doyle, CEO-N. Amer. - media comms svcs & buying, all brands.

■ **AVENUE A/RAZORFISH**, Chicago. Dave Friedman, pres-central region - cons interactive.

■ **DIESTE HARMEL & PARTNERS**, Dallas. Brenda Butler, gm - Hispanic adv.

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

Agencies owned by or affiliated with the largest U.S. agency companies are color coded as follows: ■ **OMNICOM GROUP** ■ **WPP GROUP** ■ **INTERPUBLIC GROUP** ■ **PUBLICIS GROUPE** ■ **HAVAS** ■ **OTHER**

■ **DIGITAS**, Boston. Kathy Dyer, exec VP & relationship leader - digital mktg, direct mktg.

■ **HAGGIN MARKETING**, Sausalito, Calif. Jeff Haggin, pres & CEO - catalog mktg.

■ **INTERBRAND**, New York. David Martin, pres & chief client officer, N. Amer. - brand mgmt.

■ **JAVELIN DIRECT**, Dallas. Greg Banks, mg dir - direct mktg.

■ **MARKETING ARM**, Dallas. Michelle Palmer, VP & acct dir - promo, sponsorship consulting, experiential, entertainment.

■ **PANCOM INTERNATIONAL**, Los Angeles. Young M. Kim, chmn & CEO; Paul Moon, pres & chief mktg officer - Asian-American adv.

■ **SANDERS/WINGO**, Austin, Texas. Bob Wingo, principal - African-American adv.

AT&T MOBILITY: 5565 Glenridge Connector, Atlanta, Ga. 30342/Phone: (404) 236-6000. Ralph de la Vega, pres & CEO; David Christopher, chief mktg officer; Darryl W. Evans, VP-adv; Vance Overbey, exec dir-adv; Stephanie Solberg, dir-adv; Chad Harris, natl dir-adv; Charlie Payne, dir-media.

■ **BBDO WORLDWIDE**, Atlanta & New York. Troy Ruhanen, exec VP & mg dir-BBDO N. Amer.; Doug walker, exec VP & mg dir-BBDO Atlanta.

■ **MEDIAEDGE: CIA**, New York. Lee Doyle, CEO-N. Amer. - media comms svcs & buying.

■ **ATMOSPHEREBDO**, New York. Andreas Combuechen, CEO & chief creative officer; Will Townsend, acct dir - interactive mktg, brand mktg, data svcs, b to b, youth, handsets, promo & sponsorships.

■ **AVENUE A/RAZORFISH**, Chicago. Dave Friedman, pres-central region - cons interactive.

■ **BRAVO GROUP**, Miami. Marianna Rengifo, acct dir - Hispanic adv.

■ **INTEGER GROUP**, Dallas. Kiel Huhn, VP & grp acct dir - media svcs, retail mktg.

■ **NURUN**, Atlanta. Caroline Taylor, acct dir - interactive mktg.

BANK OF AMERICA CORP.* 22

\$1.33 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$5,643	\$24,369	-76.8
Sunday magazine	NA	3,649	NA
B2B magazines	2,479	2,309	7.4
Local magazines	52	54	-3.9
Spanish-language magazines	122	35	244.1
Newspaper	37,616	27,700	35.8
National newspaper	9,821	7,260	35.3
Spanish-language newspaper	2,337	582	301.8
Network TV	40,147	41,216	-2.6
Spot TV	23,343	17,323	34.8
Syndicated TV	33	NA	NA
Cable TV networks	13,425	42,639	-68.5
Spanish-language TV	2,539	11,827	-78.5
Network radio	NA	43	NA
National spot radio	14,982	15,379	-2.6
Local radio	29,072	29,644	-1.9
Outdoor	7,926	11,893	-33.4
Internet	42,653	24,548	73.8
Measured media	232,188	260,471	-10.9
Unmeasured	1,102,225	1,236,486	-10.9
Total	1,334,413	1,496,957	-10.9

BY BRAND	2006	2005	% CHG
Bank of America	221,192	208,887	5.9

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$74,247	\$56,923	30.4
Earnings	21,133	16,465	28.4U.S.
	2006	2005	% CHG
Sales	63,548	51,745	22.8
Net income	18,605	14,778	25.9

DIVISION SALES	2006	2005	% CHG
Global Cons & Small Bus Banking	41,691	28,876	44.4
Global Cap Mkts & Invstmt Bnkg	22,691	9,009	151.9
Global Wealth & Invstmt Mgmt	7,779	7,393	5.2
All Other	2,086	485	330.1
Global Bus & Financial Svcs	NA	11,160	NA

HEADQUARTERS

Bank of America Corp./100 N. Tryon St., Charlotte, N.C. 28255/Phone: (800) 432-1000.

*Excludes LaSalle Bank, which Bank of America acquired in October 2007.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Kenneth D. Lewis, pres & CEO; Anne M. Finucane, chief mktg officer; Anne C. Saunders, brand & adv exec; Sanjay Gupta, cons & small bus mktg exec; Jim Drury, global wealth & investment mgmt mktg exec; Jim Buchanan, intl mktg & corp affairs exec.

■ **OMNICOM**. Fiona Carter, exec VP - brand strategy, global cons & small bus mktg, enterprise mktg. From Sept. 2005 to Nov. 2007, Bank of America obtained most marketing communications services from an Omnicom consortium of agencies led by BBDO. Bank of America ended the exclusive arrangement in Nov. 2007, putting the media planning and buying services in review.

■ **BBDO WORLDWIDE**, New York. Evyn Zell, sr VP & sr acct dir - Bank of America Consumer and Small Business Marketing Enterprise Marketing.

■ **HILL HOLLIDAY**, Boston. Leslee Lenoff Kiley, exec VP & grp acct dir - global wealth & investment mgmt, corp social responsibility.

■ **INTEGER GROUP**, Denver. Tricia Clark, acct dir - media svcs, shareholder comms, branding, adv.

■ **PROMETHEUS MEDIA**, New York. Dorothy Higgins-Schatzkin, comms dir-New York - media svcs.

■ **G2**, New York. Larry Kimmel, chmn & CEO-G2 Direct & Digital - direct mktg, digital mktg.

■ **GMR MARKETING**, New Berlin, Wis. Lori Farley, VP-client svcs - event mktg.

■ **IMG CONSULTING**, Cleveland. Jon Wagner, sr acct dir - sponsorship mktg, golf.

■ **LOPEZ NEGRETE COMMUNICATIONS**, Houston. Alex Lopez Negrete, pres, CEO & chief operating officer - Hispanic adv.

■ **IPSH! (A DIVISION OF MARKETING ARM)**, New York. Byron Morrison, pres - wireless mktg.

■ **OCTAGON**, Norwalk, Conn. Lou Kovacs, sr acct dir - sports mktg & sponsorships.

■ **ORGANIC**, New York. Adam Turinas, sr VP & mg dir - interactive mktg, cons, enterprise, sponsorship mktg.

■ **RADIATE GROUP**, Charlotte, N.C. Vicki Brakl, sr VP & sr acct dir - experiential mktg.

■ **RAPP COLLINS WORLDWIDE**, Dallas. John Wells, sr VP-client svcs - direct response.

■ **SPORTSMARK**, Larkspur, Calif. Steve Skubic, pres & chief operating officer - Olympic sponsorship mktg.

■ **TPN**, Dallas. Sharon Love, CEO - sls promo, point of sale.

BERKSHIRE HATHAWAY 32

\$1.09 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$45,799	\$56,183	-18.5
Sunday magazine	3,497	1,610	117.2
B2B magazines	3,991	3,760	6.1
Local magazines	201	88	128.4
Newspaper	20,171	16,867	19.6
BY MEDIA	2006	2005	% CHG
National newspaper	3,646	2,348	55.3
Spanish-language newspaper	6	44	-86.7
Network TV	65,109	56,775	14.7
Spot TV	145,248	114,044	27.4
Syndicated TV	40,715	33,088	23.1
Cable TV networks	145,863	128,301	13.7
Network radio	10,297	10,637	-3.2
National spot radio	68,722	58,772	16.9
Local radio	56,881	51,756	9.9
Outdoor	21,031	17,671	19.0
Internet	13,910	2,210	529.4
Measured media	645,087	554,155	16.4
Unmeasured spending	448,281	365,442	22.7
Total	1,093,368	919,596	18.9

BY BRAND	2006	2005	% CHG
Geico	499,511	403,414	23.8
Dairy Queen	57,506	58,672	-2.0
Helzberg Jewelers	17,921	18,606	-3.7
Benjamin Moore	14,859	29,338	-49.4
Shaw Industries (carpet)	14,638	6,251	134.2
R.C. Willey Home Furnishings	13,375	8,599	55.5
Nebraska Furniture Mart	13,126	12,915	1.6

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$98,539	\$81,663	20.7
Earnings	11,015	8,528	29.2

NORTH AMERICA	2006	2005	% CHG
Sales	88,685	73,497	20.7

DIVISION SALES	2006	2005	% CHG
Insurance group	28,311	25,498	11.0
McLane Co.	25,693	24,074	6.7
Shaw Industries (carpet)	5,834	5,723	1.9
Finance & financial products	5,124	4,559	12.4
Other businesses	21,133	17,099	23.6

HEADQUARTERS

Berkshire Hathaway/1440 Kiewit Plaza, Omaha, Neb. 68154/Phone: (402) 346-1400.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Warren Buffett, chmn & CEO.

ACME BRICK CO.: 2821 W. Seventh, Fort Worth, Texas 76107-2219/Phone: (817) 390-2409. Dennis Knautz, pres & CEO; Bill Seidel, VP-mktg & adv.

■ **IN-HOUSE.**

BEN BRIDGE JEWELER: 2901 3rd Ave., Ste. 200, Seattle, Wash. 98111/Phone: (206) 448-8800. Jon Bridge, co-CEO; Ed Bridge, pres & co-CEO; Steve Davolt, VP-mktg.

■ **PUBLICIS,** Seattle. Scott Foreman, exec VP & grp mg dir - Ben Bridge Jeweler.

BENJAMIN MOORE: 101 Paragon Dr., Montvale, N.J. 07645/Phone: 201-573-9600. Yvan Dupuy, chmn; Denis Abrams, pres & CEO.

■ **CRAMER-KRASSETT/HAMPEL STEFANIDES,** New York. Tony Graetzer, sr VP & grp acct dir - Benjamin Moore.

■ **GIANETTINO & MEREDITH ADVERTISING,** Murray Hill, N.J. Norma Friend, pres.

■ **INTEGER GROUP,** Midwest. Tiffanie Hibner, dir-promo mktg - media svcs.

BORSHEIM'S JEWELRY: 120 Regency Pkwy., Omaha, Neb. 68114/Phone: (402) 391-0400. Susan M. Jacques, pres & CEO; Julie Raynnells, mktg dir.

■ **IN-HOUSE.**

BUFFALO NEWS: One News Plaza, Buffalo, N.Y. 14240/Phone: (716) 849-3434. Stanford Lipsey, pub; Warren T. Colville, pres; Dottie Gallagher-Cohen, VP-mktg.

■ **MEDIA PROS,** Orchard Park, N.Y. Ken Dobmeier, pres - media buying.

CLAYTON HOMES: 5000 Clayton Rd., Maryville, Tenn. 37804/Phone: (865) 380-3000. Kevin T. Clayton, pres & CEO; Chris Nicely, VP-mktg.

■ **IN-HOUSE** - Agencies assigned on a project basis.

CORT BUSINESS SERVICES: 11250 Waples Mill Rd., Ste. 500, Fairfax, Va. 22030/Phone: (703) 968-8500. Paul Arnold, CEO; Lloyd Lenon, chief operating officer.

■ **NO AGENCY.**

FRUIT OF THE LOOM: One Fruit of the Loom Dr., Bowling Green, Ky. 42103/Phone: (270) 781-6400. John B. Holland, pres & CEO; John W. Shivel, sr VP-adv & corp comms; Christie Lindsey, adv mgr.

■ **RICHARDS GROUP,** Dallas. Diane Fannon, principal; Dennis Walker, creative grp head; Ron Henderson, creative grp head; John Baker, brand plng dir; Mary Price, media svcs-principal - media svcs, BVD, Fruit of the Loom.

■ **GRUPO CALLEGOS,** Long Beach, Calif. John Gallegos, principal - Hispanic adv.

GARAN: 350 Fifth Ave., 19th flr., New York, N.Y. 10118/Phone: (212) 563-2000. Seymour Lichtenstein, chmn; Jerry Kamiel, pres.

■ **NO AGENCY.**

GEICO: Government Employee's Insurance Co., 1 Geico Plaza, Washington, D.C. 20076/Phone: (800) 947-2886. Tony Nicely, pres & CEO; Edward W. Ward, VP-mktg.

■ **MARTIN AGENCY,** Richmond, Va. Paul McKee, exec VP & chief operating officer; Shannon Haynes, acct super - Geico Direct auto insurance, Geico, Nascar.

■ **MERKLE,** Lanham, Md. Mike Savage, VP mktg - mktg svcs.

H.H. BROWN SHOE GROUP: 124 W. Putnam Ave., Greenwich, Conn. 06830/Phone: (203) 661-2424. Jim Issler, pres & CEO; Frank Rooney, chmn; Angela Kay, pr; Morgan Williams, pr.

■ **IN-HOUSE** - Born Shoe Co., Acme Boot, Bolo, Browning, Brunswick Footwear, Carolina Shoe Co., Cove Shoe Co., Dexter Shoe Co., Double-H Boot, HH Brown Shoes, Honda Footwear, Sofft Shoe, Nurse Mates, Orvis, Quark, Softspots.

HELZBERG DIAMOND SHOPS: 1825 Swift, North Kansas City, Mo. 64112/Phone: (800) 669-7780. Marvin Beasley, chmn; Joyce Hrinaya, sr VP-mktg & adv; Stacey McBride, dir-adv.

■ **SULLIVAN HIGDON & SINK,** Kansas City, Mo. Rand Mikolecky, mg ptrn.

■ **HORIZON MEDIA,** New York. Bill Koenigsberg, CEO & pres-media buying - Helzberg Jewelers.

INTERNATIONAL DAIRY QUEEN: 7505 Metro Blvd., P.O. Box 390286, Minneapolis, Minn. 55439/Phone: (952) 830-0200. Charles W. Mooty, pres & CEO; Michael Keller, chief brand officer.

■ **GREY,** New York. Rick Cusato, exec VP-acct mgmt - Dairy Queen restaurants.

■ **MEDIAACOM,** New York. Deb Harris, sr ptrn & grp acct dir - media buying.

JOHNS MANVILLE: 717 17th St., Denver, Colo. 80202/Phone: (303) 978-2000. Steven B. Hochhauser, chmn, pres & CEO; Melody Dunbar, mgr-corp relations, affairs & comms.

■ **MCCLAIN FINLON ADVERTISING,** Denver. Kelly Hanratty, grp acct dir - Formaldehyde-free product line, Comfort Therm, EasyFit.

JORDAN'S FURNITURE: 450 Revolutionary Dr., Taunton, Mass. 02718/Phone: (508) 580-4900. Elliott Tatelman, pres; Heather Copelas, dir-pr.

■ **IN-HOUSE.**

JUSTIN BRANDS: 610 W. Daggett, Fort Worth, Texas 76104/Phone: (817) 332-4385. Randy Watson, pres & CEO; Armando Romero, dir-adv.

■ **BALCOM AGENCY,** Fort Worth, Texas. Krystal Lewis, acct exec - Justin Boots, Justin Original Work Boots, Tony Lama Boots, Nocona Boots, Chippewa Footwear.

MIDAMERICAN ENERGY HOLDINGS: 666 Grand Ave., P.O. Box 657, Des Moines, Iowa 50303-0657/Phone: (515) 242-4300. David L. Sokol, chmn & CEO; Greg E. Abel, pres; Jack Kelleher, vp-mktg & sls.

■ **FLYNN WRIGHT,** Des Moines. Jon Miller, acct super - MidAmerica Energy Holdings.

NEBRASKA FURNITURE MART: 700 S. 72nd St., Omaha, Neb. 68114/Phone: (402) 397-6100. Irv Blumkin, chmn & CEO; Mark Hamilton, dir-mktg; Teri Harold, mgr-adv.

■ **RED STONE COMMUNICATIONS,** Omaha, Neb. Gail Johnston, VP - Nebraska Furniture Mart.

■ **IN-HOUSE.**

NETJETS: 581 Main St., Woodbridge, N.J. 07095/Phone: (877) 638-5387. Richard T. Santulli, chmn & CEO; Steve Zacks, sr VP-mktg.

■ **KIRSHENBAUM BOND,** New York. Jonathan Bond, co-chmn - NetJets fractional ownership program.

PAMPERED CHEF: 1 Pampered Chef Lane, Addison, Ill. 60101-5630/Phone: (630) 261-8900. Doris Christopher, founder & chmn; Marla Gottschalk, CEO.

■ **NO AGENCY.**

R.C. WILLEY HOME FURNISHINGS: 2301 S. 300 West, Salt Lake City, Utah 84115/Phone: 801-461-3900. Bill Child, chmn; Scott Hymas, CEO; Clark Yospe, VP-mktg.

■ **IN-HOUSE.**

SCOTT FETZER COS.: 28800 Clemens Rd., Westlake, Ohio 44145/Phone: (440) 892-3000. Kenneth J. Semelsberger, pres & CEO; William W. T. Stephans, VP, cfo & treasurer; Chuck Shoemaker, dir-mktg & engineering.

■ **ODELL ADVERTISING/MARKETING,** North Canton, Ohio. Dean Crawford, VP-sales - Quickcut.

■ **IN-HOUSE.** - media buying, media & print, Campbell-Hausfeld, Child Craft, Early World of Learning, World Book Multimedia, World Book Encyclopedia, World Book Online Reference Center.

SEE'S CANDIES: 210 El Camino Real, South San Francisco, Calif. 94080/Phone: (650) 583-7307. Brad Kinster, pres & CEO; Richard Van Doren, VP-mktg.

■ **NO AGENCY.**

SHAW INDUSTRIES: 616 E. Walnut Ave., Dalton, Ga. 30722/Phone: (706) 278-3812. Vance Bell, CEO; Randy Merritt, pres; Buddy Bevil, dir-mktg comms.

■ **IN-HOUSE.**

STAR FURNITURE: 16666 Barker Springs Rd., Houston, Texas 77084/Phone: (281) 492-6661. Bill Ward, pres; Mike Galloway, dir-adv.

■ **YAFFE/DEUTSER,** Houston. Brad Deutscher, pres - bdcast adv.

BEST BUY CO. 48

\$878.7 million

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$27,995	\$24,718	13.3
Sunday magazine	44	548	-91.9
B2B magazines	1,426	1,366	4.4
Local magazines	232	182	27.2
Newspaper	115,982	115,404	0.5
National newspaper	7,925	11,157	-29.0
Spanish-language newspaper	3,374	2,007	68.1
Network TV	89,150	65,356	36.4
Spot TV	20,780	32,098	-35.3
Syndicated TV	170	385	-56.0
Cable TV networks	57,709	69,957	-17.5
Spanish-language TV	14,609	13,248	10.3
National spot radio	1,907	990	92.7
Local radio	5,896	10,333	-42.9
Outdoor	1,677	1,138	47.4
Internet	31,591	13,462	134.7
Measured media	380,466	362,349	5.0
Unmeasured spending	498,208	461,171	8.0
Total	878,674	823,520	6.7

BY BRAND	2006	2005	% CHG
Best Buy	354,281	339,123	4.5
Geek Squad	19,622	14,891	31.8

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 2/2006)

WORLDWIDE	2006	2005	% CHG
Sales	\$30,848	\$27,433	12.4
Earnings	1,140	984	15.9

U.S.	2006	2005	% CHG
Sales	27,380	24,616	11.2
Operating income	1,889	1,588	19.0

HEADQUARTERS

Best Buy Co./7601 Penn Ave. S., Richfield, Minn. 55423/Phone: (612) 291-1000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Brad Anderson, vice chmn & CEO; Brian Dunn, pres & chief operating officer; Barry Judge, sr VP-mktg.

- **BBDO WORLDWIDE**, New York. Rob Rawley, exec VP & sr acct dir - Best Buy, home entertainment, mobility.
- **BEST BUY (IN-HOUSE)** - Geek Squad, Best Buy.
- **CRISPIN PORTER & BOGUSKY**, Miami. Jeff Graham, acct dir - Best Buy, Geek Squad.
- **STARCOM USA**, Chicago. Kif Ward, sr VP & dir - media buying-national broadcast, Best Buy.
- **TAPESTRY**, Chicago. Terri McKinzie, media dir-Tapestry - Hispanic media buying, Best Buy.
- **AVENUE A/RAZORFISH**, Seattle. Joe Mele, sr acct dir; Colin Kinsella, pres-west region - interactive mktg, Best Buy.
- **GMR MARKETING**, New Berlin, Wis. Jon Steltenpohl, VP-client svcs - mktg svcs, Best Buy.
- **LA COMUNIDAD**, Miami. Marcela Maurer, acct dir - Hispanic adv, Best Buy.
- **MANNING SELVAGE & LEE**, New York & Atlanta. Rob Baskin, mg dir-MS&L Atlanta - pr, Best Buy.

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

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- **ORGANIC**, Detroit. Chuck Russo, exec VP & chief client dev officer - interactive mktg, Geek Squad.
- **RAPP COLLINS WORLDWIDE**, Dallas. Gary VonKenneil, global CEO; Dawn Maire, practice leader, Rapp Collins Retail - direct mktg, Best Buy.

CAPITAL ONE FINANCIAL CORP. 49

\$863.7 million

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$3,289	\$1,397	135.5
B2B magazines	1,335	437	205.4
Local magazines	NA	8	NA
Newspaper	6,005	8,131	-26.1
National newspaper	676	576	17.2
Spanish-language newspaper	16	3	412.9
Network TV	130,967	167,179	-21.7
Spot TV	10,096	6,910	46.1
Syndicated TV	41,708	57,197	-27.1
Cable TV networks	65,096	82,729	-21.3
Network radio	NA	571	NA
National spot radio	4,112	348	NA
Local radio	2,969	2,493	19.1
Outdoor	1,898	731	159.5
Internet	53,059	32,968	60.9
Measured media	321,227	361,678	-11.2
Unmeasured spending	542,518	463,129	17.1
Total	863,745	824,808	4.7

BY BRAND	2006	2005	% CHG
Capital One	319,541	352,002	-9.2

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$12,096	\$10,038	20.5
Earnings	2,414	1,809	33.5

NORTH AMERICA	2006	2005	% CHG
Sales	11,099	8,950	24.0
Net income	2,379	1,674	42.1

HEADQUARTERS

Capital One Financial Corp./1680 Capital One Dr., McLean, Va. 22102/Phone: (703) 720-1000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Richard D. Fairbank, chmn, pres & CEO; Bill McDonald, exec VP-brand mktg; David Wurfel, sr VP-brand adv; Peter Horst, sr VP-brand mktg.

- **DBB WORLDWIDE COMMUNICATIONS GROUP**, Chicago. Rick Carpenter, pres-DBB Chicago - Capital One.
- **MEDIAVEST USA**, New York. Greg Warren, exec VP & mg dir - media svcs.
- **AVENUE A/RAZORFISH**, New York. Jim Warner, acct exec - interactive mktg.

CITIGROUP 39

\$1.01 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$88,653	\$143,940	-38.4
Sunday magazine	10,952	26,031	-57.9
B2B magazines	3,587	2,779	29.1
Local magazines	128	468	-72.6
Spanish-language magazines	56	93	-40.0
Newspaper	66,509	64,485	3.1
National newspaper	17,486	23,373	-25.2
Spanish-language newspaper	3,299	2,432	35.7
Network TV	148,087	222,273	-33.4

BY MEDIA	2006	2005	% CHG
Spot TV	610	6,408	-90.5
Syndicated TV	7,188	12,289	-41.5
Cable TV networks	37,472	53,796	-30.3
Network radio	336	709	-52.7
National spot radio	2,682	4,412	-39.2
Local radio	5,926	9,990	-40.7
Outdoor	10,457	16,597	-37.0
Internet	24,753	33,742	-26.6
Measured media	428,181	623,815	-31.4
Unmeasured spending	584,067	376,690	55.1
Total	1,012,248	1,000,505	1.2

BY BRAND	2006	2005	% CHG
Citi	394,058	589,152	-33.1
Smith Barney	21,074	18,225	15.6

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$89,615	\$83,642	7.1
Earnings	21,538	24,589	-12.4

U.S.	2006	2005	% CHG
Sales	30,594	30,107	1.6
Net income	8,390	7,173	17.0

DIVISION SALES	2006	2005	% CHG
Global Consumer	50,299	48,245	4.3
Corp & Investment Bank	27,187	23,863	13.9
Global Wealth Management	10,177	8,684	17.2
Alternative Investments	2,901	3,430	-15.4

HEADQUARTERS

Citigroup/399 Park Ave., New York, N.Y. 10043/Phone: (212) 559-1000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Win Bischoff, chmn; Vikram Pandit, CEO.

- **PUBLICIS**, New York. Jeremy Bowles, exec VP & ww acct dir.

GLOBAL CONSUMER GROUP: 399 Park Ave., New York, N.Y. 10022/Phone: (212) 559-1000. Steven J. Freiberg, chmn & CEO-N. Amer.; Lisa Caputo, chief mktg, adv, and community relations officer; Bob O'Leary, mg dir-global adv.

- **PUBLICIS**, New York. Jeremy Bowles, mg dir.
- **DRAFTFCB**, Chicago & New York. Amanda Gosling, sr VP & grp mgmt dir.
- **ATMOSPHEREBDO**, New York. Andreas Combuechen, CEO & chief creative officer; Garrett Franklin, acct dir - brand mktg, cards, retail, all cards.
- **CRITICAL MASS**, New York. Kamal Syan, mg dir - interactive mktg, Citi cards, Citibank, Citi-thankyou.
- **EURO RSCG 4D**, Chicago. Joy Schwartz, dir client svcs - direct mktg, mktg svcs, AAdvantage (Relationship between Citi & American Airlines), Youth/College Cash, Driver's Edge, Hilton, Proactive Sales Management, Oil & Gas (Citi card partnerships), cons lending.
- **WUNDERMAN**, New York. Jennifer Lindstrom, sr VP & dir-client svcs - direct mktg, Corporate CitiCards, Citibank Retail.

MARKETS AND BANKING: 388 Greenwich St. 38th Fl., New York, N.Y. 10013/Phone: (212) 816-6000. Robert Druskin, pres & CEO-Citigroup corp & investment banking; Jo-Ann Daddio, sr VP & dir-branding & adv.

- **MERKLEY & PARTNERS**, New York. Coleen Cahill, grp acct dir.

SMITH BARNEY: 388 Greenwich St. 17th fl., New York, N.Y. 10013/Phone: (212) 816-6000. Charlie Johnston, pres & CEO-Smith Barney Global Private Client Grp; John Mittnacht, sr VP & dir-adv, Smith Barney.

- **MCCANN ERICKSON WORLDWIDE**, New York. Richard O'Leary, exec VP.
- **WUNDERMAN**, New York. Jennifer Lindstrom, sr VP & client svcs dir - direct mktg.

DAIMLERCHRYSLER* 13

\$1.95 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$150,609	\$297,917	-49.4
Sunday magazine	4,066	2,297	77.0
B2B magazines	10,479	8,407	24.6
Local magazines	152	261	-41.7
Spanish-language magazines	1,375	3,348	-58.9
Newspaper	125,354	193,913	-35.4
National newspaper	39,063	32,326	20.8
Spanish-language newspaper	1,515	1,824	-16.9
Network TV	291,495	241,277	20.8
Spot TV	500,436	526,767	-5.0
Syndicated TV	4,070	5,144	-20.9
Cable TV networks	167,060	164,714	1.4
Spanish-language TV	35,973	34,683	3.7
Network radio	1,601	2,439	-34.4
National spot radio	5,129	4,555	12.6
Local radio	29,079	27,901	4.2
Outdoor	13,101	11,270	16.2
Internet	44,555	33,246	34.0
Measured media	1,425,110	1,592,287	-10.5
Unmeasured spending	527,095	588,928	-10.5
Total	1,952,205	2,181,215	-10.5

BY BRAND	2006	2005	% CHG
Dodge	486,661	516,658	-5.8
Chrysler	454,203	605,931	-25.0
Jeep	303,155	298,153	1.7
Mercedes-Benz	153,165	147,846	3.6
DaimlerChrysler	19,788	17,120	15.6

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$189,470	\$185,348	2.2
Earnings	4,033	3,398	18.7

U.S.	2006	2005	% CHG
Sales	79,899	82,931	-3.7

DIVISION SALES	2006	2005	% CHG
Mercedes Car Group	62,115	57,456	8.1
Chrysler Group	58,731	61,981	-5.2
Truck Group	36,036	34,121	5.6
Financial services	17,932	15,838	13.2
Van, Bus, Other	14,656	15,951	-8.1

HEADQUARTERS

Daimler/225 Epplestrasse, 70546 Stuttgart, Germany /Phone: 49-711-17-0.

U.S. HEADQUARTERS

Chrysler/1000 Chrysler Dr., Auburn Hills, Mich. 48326-2766/Phone: (248) 576-5741.

*DaimlerChrysler sold Chrysler in August 2007.

PERSONNEL, BRANDS, AGENCIES

CHRYSLER: 1000 Chrysler Dr., Auburn Hills, Mich. 48326-2766/Phone: (248) 576-5741. Robert L. Nardelli, chmn & CEO; James E. Press, vice chmn & pres; Tom W. LaSorda, vice chmn & pres; Deborah Meyer, VP & chief mktg officer; Steven Landry, exec VP-N. Amer. sls; Frank O. Klegon, exec VP-prod devel; Steve Bartoli, VP-global prod mktg; David Rooney, dir-Chrysler brand & global comms; Michael Accavitti, dir-Dodge brand, SRT mktg comms & global comms; John Plecha, dir-Jeep mktg & global comms; Michael Manley, exec VP-int'l sls, mktg & bus devel.

■ **BBDO DETROIT,** Troy, Mich. Joe Garcia, pres - Chrysler, Dodge, Mopar, Jeep, corp, Chrysler Financial, fleet.

- **PHD,** New York. Michael O'Malley, pres - media svcs, Chrysler, Dodge, Jeep.
- **GEORGE P. JOHNSON CO.,** Auburn Hills, Mich. John Tulloch, sr VP-client svcs - event mktg, multi-brand events, Mopar.
- **GLOBALHUE,** Southfield, Mich. Allen Pugh, vice chmn - multicultural adv, Chrysler, Dodge, Jeep.
- **GMR MARKETING,** New Berlin, Wis. Marty Merrick, sr VP-ops - event mktg, Chrysler, Dodge, Jeep.
- **ORGANIC,** Detroit. Chuck Russo, exec VP & chief client devel officer - interactive mktg, Chrysler, Dodge Jeep.

DAIMLER (MERCEDES-BENZ): One Mercedes Dr., Montvale, N.J. 07645/Phone: (201) 573-0600. Dieter Zetsche, chmn; Ernst Lieb, pres & CEO-Mercedes-Benz U.S.A.; Drew Slaven, gm-mktg svcs; Steve Cannon, gm-mktg svcs; Michael Slagter, VP-sls; Norbert Litzgow, VP-finance.

- **MERKLEY & PARTNERS,** New York. Cynthia Davis, dir-client svcs - Mercedes-Benz.
- **PHD,** New York. Lee Wilson, sr VP & dir-Mercedes-Benz - media buying, Mercedes-Benz.
- **CRITICAL MASS,** Calgary & Chicago. Taro Ramberg, mg dir - interactive mktg, Mercedes-Benz.
- **FOOTSTEPS,** New York. Danielle Austin, grp acct dir; Rehana Dutta, acct dir - multicultural adv, Mercedes-Benz.
- **RAPP COLLINS WORLDWIDE,** New York. Gary VonKennel, Global CEO - direct mktg, Mercedes-Benz.

SMART USA: 1765 Telegraph Rd., Bloomfield Hills, Mich. 48302. David Schembri, pres; Smart is distributed in the U.S. by Penske Corp.

- **IN-HOUSE** - interactive mktg.

DELL 47

\$882.5 million

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$36,128	\$54,831	-34.1
Sunday magazine	113,211	103,059	9.9
B2B magazines	19,720	22,893	-13.9
Spanish-language magazines	68	62	9.1
Newspaper	73,384	115,419	-36.4
National newspaper	33,992	72,914	-53.4
Spanish-language newspaper	101	75	34.6
Network TV	95,329	76,565	24.5
Spot TV	354	705	-49.8
Syndicated TV	6,352	3	NA
Cable TV networks	209,459	172,518	21.4
Network radio	741	NA	NA
National spot radio	1,408	1,063	32.4
Local radio	1,486	2,622	-43.3
Outdoor	43	89	-51.1
Internet	137,754	158,971	-13.3
Measured media	729,530	781,788	-6.7
Unmeasured spending	153,014	163,975	-6.7
Total	882,545	945,763	-6.7

BY BRAND	2006	2005	% CHG
Dell	722,975	776,316	-6.9

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 2/2/07)

WORLDWIDE	2006	2005	% CHG
Sales	\$57,095	\$55,908	2.1
Earnings	2,583	3,572	NA

U.S.	2006	2005	% CHG
Sales	36,100	36,411	-0.9

HEADQUARTERS

Dell/1 Dell Way, Round Rock, Texas 78682-2222/Phone: (512) 338-4400.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Michael S. Dell, chmn & CEO; Michael R. Cannon, pres-global ops; Mark Jarvis, chief mktg officer; Casey Jones, VP-global mktg.

- **PROJECT DA VINCI.** Mitch Caplan, interim CEO - Dell in December 2007 said it would consolidate worldwide integrated marketing and communications (including advertising, PR, CRM and media planning; excluding media buying) at a newly created WPP agency effective March 1, 2008, following a sweeping holding-company review that Dell called Project Da Vinci. WPP as of mid-December 2007 hadn't named the new shop. Dell gave WPP a three-year contract with worldwide agency billings of \$4.5 billion over that period, or some \$1.5 billion a year. Revenue from Dell for the new agency was expected to be about \$150 million a year. The new agency will be free to pursue other accounts that don't conflict with Dell.
- **HILL HOLLIDAY,** Boston. Mark Mylan, sr VP & mg dir.
- **MATLOCK ADVERTISING & PUBLIC RELATIONS,** Atlanta. Sandra Waite, acct lead.
- **MCCLAIN FINLON ADVERTISING,** Austin, Texas. Belinda Ward, grp acct dir.
- **PROMETHEUS MEDIA,** Chicago. Robert Habeck, mg dir-Chicago - media svcs.
- **CRITICAL MASS,** Calgary. Chris Gokiart, mg dir - interactive mktg.
- **FOGARTY KLEIN MONROE,** Houston. Steve Speier, chief operating officer; Monique Martin, acct mgr - direct mktg, interactive mktg.
- **MERKLE,** Lanham, Md. Mike Savage, VP-mktg - mktg svcs.
- **MOTHER,** New York. Debra Sercy, acct exec - interactive mktg.
- **TOCQUIGNY,** Austin, Texas. Michael Aaron, acct dir - interactive mktg.

WALT DISNEY CO. 8

\$2.32 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$146,007	\$142,637	2.4
Sunday magazine	20,022	23,474	-14.7
B2B magazines	14,107	19,371	-27.2
Local magazines	1,127	541	108.5
Spanish-language magazines	1,043	322	224.3
Newspaper	136,313	173,568	-21.5
National newspaper	42,546	48,440	-12.2
Spanish-language newspaper	2,169	1,748	24.1
FSI	2,382	2,061	15.6
Network TV	294,858	323,544	-8.9
Spot TV	114,354	113,839	0.5
Syndicated TV	32,938	40,352	-18.4
Cable TV networks	203,494	202,386	0.5
Spanish-language TV	52,273	35,999	45.2
Network radio	10,044	13,419	-25.2
National spot radio	79,589	46,017	73.0
Local radio	106,402	96,462	10.3
Outdoor	45,548	45,859	-0.7
Internet	133,197	90,791	46.7
Measured media	1,438,413	1,420,829	1.2
Unmeasured spending	881,608	870,831	1.2
Total	2,320,020	2,291,660	1.2

BY BRAND	2006	2005	% CHG
Buena Vista movies	441,814	355,145	24.4
Disney	247,953	228,880	8.3
ABC	226,697	199,735	13.5
Disney video	196,723	241,466	-18.5
ESPN	160,285	98,498	62.7
Miramax movies	41,631	195,614	-78.7
Mundo de Ingles	28,796	15,639	84.1
ABC TV stations	17,873	15,413	16.0
SOAPnet	10,138	3,710	173.3

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 9/30/06)

WORLDWIDE	2006	2005	% CHG
Sales	\$34,285	\$31,944	7.3
Earnings	3,374	2,533	33.2
NORTH AMERICA	2006	2005	% CHG
Sales	26,565	24,806	7.1
Operating income	5,106	3,676	38.9
DIVISION SALES	2006	2005	% CHG
Media Networks	14,638	13,207	10.8
Parks & Resorts	9,925	9,023	10.0
Studio Entertainment	7,529	7,857	-4.2
Consumer Products	2,193	2,127	3.1

HEADQUARTERS

Walt Disney Co./500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Robert A. Iger, pres & CEO; Andy Bird, pres-Walt Disney International.

- **LEO BURNETT WORLDWIDE**, Chicago. Mark Burgess, sr VP & acct dir - Disney.
- **STARCOM USA**, Chicago & Los Angeles. Kathy Ring, pres & chief, West Coast ops; Rob Davis, sr VP & dir; Jeff Marshall, sr VP & digital dir - media svcs, Buena Vista Home Movies, Disney Channel, Disney Interactive Games, Walt Disney Records, Walt Disney Home Entertainment.
- **AVENUE A/RAZORFISH**, Seattle. Colin Kinsella, pres-west region - interactive mktg, Disney.

A&E TELEVISION NETWORKS (JOINT VENTURE OF ABC, HEARST & NBC): 235 E. 45th St., New York, N.Y. 10017/Phone: (212) 210-1400. Abbe Raven, pres & CEO; Robert DeBittetto, exec VP & gm-A&E Network; Lori Peterzell, VP-adv & cons mktg.

- **PERE PARTNERSHIP**, New York. Steve Keltz, sr VP-client svcs - A&E Television.
- **HORIZON MEDIA**, New York. Ruby Gottlieb, sr VP & interactive mg dir; Oliver Maletz, sr VP & mg dir-brand strategy; Heather Scamuzzi, acct super; Scott Flynn, media plng super - media svcs, A&E Television.

ABC CABLE NETWORKS GROUP: 3800 W. Alameda, Burbank, Calif. 91505/Phone: (818) 569-7500. Anne Sweeney, co-chmn Disney Media Networks & pres-Disney-ABC Television Group; Brian Frons, pres-daytime, Disney-ABC Television Group; Paul Lee, pres-ABC Family; Gary Marsh, pres-entertainment, Disney Channel Worldwide; Rich Ross, pres-Disney Channel Worldwide; Deborah Blackwell, exec VP & gm-SOAPnet; Laura Nathanson, exec VP-natl sls, ABC Family; Tricia Wilber, exec VP-Disney media adv sls & mktg grp; Kevin Brockman, sr VP-network sls, ABC Daytime & SOAPnet; Heidi Lobel, sr VP-network sls, ABC Daytime & SOAPnet; Richard Loomis, sr VP-mktg & creative, Disney Channel; Patti McTeague, VP-kids comms, Disney-ABC Television Group; Nicole Nichols, sr VP-entertainment comms, Disney-ABC Television Group; John Rood, sr VP-brand mktg, ABC Family; Adam Sanderson, sr VP-brand mktg.

- **WIEDEN & KENNEDY**, New York. Kevin Porter, media dir; Christine Mason, strategic media dir - media svcs, ABC Family.

ABC TELEVISION NETWORK: East Coast: 77 W. 66th St., New York, N.Y. 10023/Phone: (212)456-7777. West Coast: 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818)623-3200. Anne Sweeney, co-chmn Disney Media Networks & pres-ABC Entertainment Los Angeles; Stephen McPherson, pres-ABC Entertainment; Brian Frons, pres-Daytime, Disney-ABC Television Group; Mike Shaw, pres-sls & mktg; David Westin, pres-ABC News; Mike Benson, exec VP-mktg, ABC Entertainment; Marla Provencio, exec VP-mktg, ABC Entertainment; Kevin Brockman, sr VP-comms; Heidi Lobel, sr VP-network sls, ABC Daytime & SOAPnet; Dan Longest, sr VP-integrated mktg & promo; Nicole Nichols, sr VP-entertainment comms; Alan Ives, exec producer & creative dir-adv & promo ABC News.

- **BLT & ASSOCIATES**, Los Angeles. Clive Baillie, pres & CEO; Andi Delott, acct dir - print creative, ABC Entertainment.
- **WIEDEN & KENNEDY**, New York. Kevin Porter, media dir; Christine Mason, strategic media dir - media svcs, ABC Entertainment, ABC News, ABC Daytime, ABC.com.

DISNEY ABC DOMESTIC TELEVISION: 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000. Sal Sardo, exec VP-mktg; Sandra Brewer, VP-affiliate mktg & media; Blake Bryant, VP-creative svcs; Kim Harbin, VP-press & publicity; David Kite, VP-online & on-demand mktg; Sandra Szahun, VP-natl promo; Howard Levy, exec VP-adv sls; Norman Lesser, sr VP-adv sls, New York; Irv Schulman, sr VP-adv sls & mktg, New York; Deb Kerins, acct exec, New York; Megan McTeirnan, acct exec, New York; Cynthia Collins, sr VP-adv sls, Chicago; Katie Woodrick, acct exec, Chicago; Chris Cifarelli, digital acct exec, New York; Steve Calandra, VP-adv sls, rsch & mktg.

- **IN-HOUSE.** Howard Levy, exec VP-adv sls; Stacey Larson, acct exec-New York; Megan McTeirnan, acct exec-New York; Jim Engleman, sr VP-adv sls, Chicago; Jenny Born, VP-natl promo; Steve Calandra, VP-adv sls rsch & mktg.

DISNEY CONSUMER PRODUCTS: 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000. Andy Mooney, chmn-Disney cons prods; Russell Hampton, Jr., pres-Disney Publishing Worldwide; Graham Hopper, exec VP-Disney Interactive Studios; Jessica Dunne, exec VP-Global Toys; Harry Dolman, exec VP-food, health and beauty; Jim Calhoun, exec VP-Global Apparel; Susan McLain, VP & gm-Baby Einstein Co.

- **NO AGENCY.**

DISNEY DESTINATIONS: 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (407) 824-2222. Jay Rasulo, chmn; Michael Mendenhall, exec VP-global mktg; Marty Muller, sr VP-global mktg-adv, creative & media.

- **LEO BURNETT WORLDWIDE**, Chicago. Mark Burgess, sr VP & acct dir - Disney entertainment & resorts.
- **IN-HOUSE.** Jeff Larson, VP-global adv & creative - creative.
- **MCGARRYBOWEN**, New York. Mark Wills, grp mg dir - creative devel & prodn, strategic plng, Disney Parks and Resorts.
- **STARCOM USA**, Chicago & Los Angeles. Kathy Ring, pres & chief-West Coast ops; Rob Davis, sr VP & dir; Jeff Marshall, sr VP & digital dir - media svcs, Walt Disney theme parks.
- **ARC WORLDWIDE**, Chicago. Ben Gladstone, VP & acct dir - direct response TV & print, e-mail & direct mail, Walt Disney Parks & Resorts.

DISNEY PUBLISHING WORLDWIDE: 114 5th Ave, New York, N.Y. 10011/Phone: (212) 633-4400. R. Russell Hampton, pres; Raj Murari, sr VP & cfo; Jeanne Masure, sr VP-Global Book Group; Glenn Rosenbloom, sr VP-U.S. Consumer Magazine; Alessandro Belloni, sr VP-global magazines; Robin Eletto, VP-HR; April Hattori, VP-comms.

- **MK ADVERTISING**, New York. Michael Yuen, creative dir; Jessica Michaud, acct dir - Hyperion.
- **SPIER NY**, New York. Kim Hadney, VP & acct dir; Lori McCarthy, sr acct exec - Hyperion.

ESPN: 77 W. 66th St., New York, NY 10023/Phone: (212) 456-7777. George Bodenheimer, pres-ESPN and ABC Sports; Sean Bratches, exec VP-sls mktg; Katie Lacey, sr VP-mktg; Aaron Taylor, VP-sports mktg; Sharon Otterman, VP-customer experience, strategy & new media; Moira Davis, VP-media & synergy; Chris Brush, VP-brand extensions and devel; Jon Achar, VP-creative svcs.

- **THE CONCEPT FARM**, New York. Gregg Wasiak, co-creative dir; John Zellos, co-creative dir - ESPN.
- **GROUND ZERO**, Los Angeles. Jim Smith, chmn; Court Crandall, creative ptrn - ESPN.
- **WIEDEN & KENNEDY**, New York. Rich Weinstein, acct dir; John Parker, creative dir; Derek Barnes, creative dir; Kevin Porter, media dir; Fletcher Adamo, grp media dir - media svcs, ESPN.

- **STARCOM USA**, Chicago & Los Angeles. Kathy Ring, pres & chief-West Coast ops; Rob Davis, sr VP & dir; Jeff Marshall, sr VP & digital dir - media svcs, ESPN digital.

LIFETIME ENTERTAINMENT SERVICES (WALT DISNEY & HEARST JOINT VENTURE): 309 W. 49th St., New York, N.Y. 10019/Phone: (212) 424-7000. Andrea Wong, pres & CEO; Lynn Picard, pres-adv sls; Rob Jacobson, sr VP & exec creative dir; Aaron Royer, sr VP-integrated creative ops.

- **IN-HOUSE.**

RADIO DISNEY: 13725 Montfort Dr, Dallas, Texas 75240/Phone: (972) 991-9200. George Bodenheimer, co-chmn-Disney Media Networks.

- **IN-HOUSE.** Omar Thompson, VP-mktg svcs - media svcs.
- **STARCOM USA**, Chicago & Los Angeles. Kathy Ring, pres & chief-West Coast ops; Rob Davis, sr VP & dir; Jeff Marshall, sr VP & digital dir - media svcs, Radio Disney.

WALT DISNEY INTERNET GROUP: 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 623-3200. Steve Wadsworth, pres; Paul Yanover, exec VP & mg dir-Disney Online; Brad Davis, sr VP-West Coast multimedia lead Disney Online; Steve Parkis, VP-premium content, Disney Online; Dan Sherlock, VP-Movies.com; Emily Smith, VP-Family Network, Disney Online; Jodie Resnick, VP-acct mgmt Disney Online; Jason Davis, VP-online creative svcs, Disney Online; Petrina Walker, VP-mktg, Disney Online.

- **IN-HOUSE.**

WALT DISNEY STUDIOS: 500 S. Buena Vista St., Burbank, Calif. 91521/Phone: (818) 560-1000. Dick Cook, chmn; Alan Bergman, pres; Oren Aviv, pres-prodn; Brett Dicker, exec VP; Kristy Frudenberg, sr VP-media; John Sabel, sr VP-creative print svcs; Mark Zoradi, pres-Buena Vista Pictures mktg; Nic Crawley, sr VP-mktg; Teri Meyer, sr VP-publicity; Ticole Richards, VP-mktg & creative film svcs; Mari Gastineau, VP-mktg & creative print svcs; Robert Chapek, pres-Buena Vista Home Entertainment; Patrick Fitzgerald, exec VP-sls & distribution; Gordon Ho, exec VP-brand mktg; Andy Siditsky, sr VP-wm mktg svcs & DVD prodn; Lori MacPherson, sr VP-brand mktg; Jim Bowman, VP-rsch; Dennis Maguire, pres; Ludo Cremers, sr VP-mktg & bus devel; Walt Disney Music Group: Chris Montan, pres; Buena Vista Music Group: Bob Cavallo, chmn; David Agnew, exec VP & gm; Robert Marick, sr VP & gm-Walt Disney Records; Abbey Konowitch, sr VP & gm-Hollywood Records; Randy Goodman, pres-Lyric Street Records; Buena Vista Theatrical Group: Thomas Schumacher, pres; Heather Epple, exec VP-mktg Disney Theatrical Productions, London; Andrew Flatt, VP-mktg Disney Theatrical Productions, New York; Miramax: Daniel Battsek, pres; Jason Cassidy, exec VP-mktg; Emily Bear, exec VP-publicity; Walt Disney Feature Animation: John Lasseter, chief operating officer; Ed Catmull, pres; Pixar Animation: John Lasseter, chief operating officer.

- **SERINO COYNE**, New York. Joaquin Esteve, acct exec - Disney Theatrical Productions.
- **STARCOM USA**, Chicago & Los Angeles. Kathy Ring, pres & chief-West Coast ops; Rob Davis, sr VP & dir; Jeff Marshall, sr VP & digital dir - media svcs, Walt Disney Studios.
- **ALLIED ADVERTISING AGENCY**, Boston. Gerald Feldman, media buying - media buying, Buena Vista Motion Pictures.
- **MOROCH PARTNERS**, Dallas. Thomas F. Moroch, chmn; Patrick Kempf, CEO - media svcs, publicity & promo, Buena Vista Motion Pictures, Miramax.
- **NEMER FIEGER**, Minneapolis. James Fieger, pres & CEO - media buying, Buena Vista Motion Pictures.
- **PALISADES MEDIA GROUP**, Santa Monica, Calif. Roger A. Schaffner, pres - media buying, Miramax.
- **SOLOMON FRIEDMAN ADVERTISING**, Bloomfield Hills, Mich. Dean A. Friedman, pres - media svcs.
- **SMG SEARCH**, Chicago. Stephen Governale, sr VP & mg dir - search mktg.

FORD MOTOR CO. 6

\$2.58 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$326,176	\$323,824	0.7
Sunday magazine	3,037	5,367	-43.4
B2B magazines	5,109	6,765	-24.5
Local magazines	1,061	564	88.2
Spanish-language magazines	1,636	2,431	-32.7
Newspaper	80,740	122,173	-33.9
National newspaper	70,594	66,780	5.7
Spanish-language newspaper	478	950	-49.7
Network TV	524,052	461,709	13.5
Spot TV	278,839	240,634	15.9
Syndicated TV	35,581	41,753	-14.8
Cable TV networks	174,389	142,370	22.5
Spanish-language TV	39,689	34,846	13.9
Network radio	14,402	14,074	2.3
National spot radio	3,874	6,092	-36.4
Local radio	20,881	22,327	-6.5
Outdoor	21,112	19,391	8.9
Internet	99,064	55,019	80.1
Measured media	1,700,713	1,567,067	8.5
Unmeasured spending	876,125	1,044,711	-16.1
Total	2,576,837	2,611,779	-1.3

BY BRAND	2006	2005	% CHG
Ford	1,002,244	984,213	1.8
Lincoln	218,813	110,679	97.7
Mercury	189,281	165,170	14.6
Land Rover	111,120	109,752	1.2
Volvo	86,619	70,602	22.7
Jaguar	58,769	62,652	-6.2
Lincoln Mercury	21,761	23,533	-7.5

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$160,100	\$176,900	-9.5
Earnings	-12,600	1,400	NA

U.S.	2006	2005	% CHG
Sales	81,155	96,704	-16.1

DIVISION SALES	2006	2005	% CHG
Automotive	143,300	153,500	-6.6
Financial Services	16,800	23,400	-28.2

HEADQUARTERS

Ford Motor Co./World Headquarters, One American Rd., Dearborn, Mich. 48126/Phone: (313) 322-3000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: William Clay Ford, Jr., exec chmn; Alan R. Mulally, pres & CEO; Mark Fields, exec VP & pres-Americas; Jim Farley, grp VP-mktg & comms.

- **OGILVY & MATHER WORLDWIDE**, Detroit. Jan Starr, exec VP & mg dir - Ford.
- **Y&R**, Detroit. Paul Venn, mg ptrn - Ford Motor Credit.
- **FORD MOTOR MEDIA**, Detroit. Phil Cowdell, CEO-Ford Media Svcs - media buying.

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

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- **AVENUE A/RAZORFISH**, New York. Bob Lord, pres-east region - interactive mktg, Ford corp.
- **PANCOM INTERNATIONAL**, Los Angeles. Young M. Kim, chmn & CEO - Asian-American adv.
- **UNIWORLD GROUP**, Detroit. Chuck Morrison, exec VP & gm-automotive; Rick Bates, grp acct dir - African-American, multicultural diversity strategy, adv, direct & relationship mktg, events, promo, media & interactive, African-American, multicultural diversity strategy, adv, direct & relationship mktg, events, promo, media & interactive.
- **WUNDERMAN**, Detroit. Alexei Orlov, vice chmn - direct mktg, Ford Motor Credit.
- **ZUBI ADVERTISING SERVICES**, Coral Gables, Fla. Joe Zubizarreta, chief operating officer; Tim Swies, exec VP. - Hispanic adv & media buying.

FORD CUSTOMER SERVICE DIVISION: Regent Court Bldg., 16800 Executive Plaza Dr., Dearborn, Mich. 48126/Phone: (313) 322-3000. Al Giombetti, exec dir-Ford Customer Service div; Darryl Hazel, sr VP & pres-Ford Customer Service div.

- **OGILVY & MATHER WORLDWIDE**, Detroit. Jan Starr, exec VP & mg dir - Quality Care parts & service.
- **FORD MOTOR MEDIA**, Detroit. Phil Cowdell, CEO-Ford Media Svcs - media buying.
- **WUNDERMAN**, Detroit. Alexei Orlov, vice chmn - direct mktg.

FORD DIVISION: Regent Court, 16800 Executive Plaza Dr., Dearborn, Mich. 48126/Phone: (313) 322-3000. Barry Engle, gm-Ford mktg; Ted Cannis, dir-mktg comms; Randy Ortiz, gm-Ford/Lincoln Mercury sls; Mike Crowley, truck mktg mgr-Ford/Lincoln Mercury.

- **JWT**, Detroit. George Rogers, U.S. acct dir; Toby Barlow, exec creative dir - Ford, Mazda.
- **BERLIN CAMERON UNITED**, Detroit. Simon Little, ptrn & dir-acct svcs - Ford.
- **FORD MOTOR MEDIA**, Detroit. Phil Cowdell, CEO-Ford Media Svcs - media buying, Ford.
- **UNIWORLD GROUP**, Detroit. Chuck Morrison, exec VP & gm-automotive; James Malone, grp acct dir - African-American & urban strategy, adv, direct & relationship mktg, events & promo, media, brand integration, prod placement, interactive.
- **VML**, Kansas City, Mo. Pamela Sandler, grp acct dir - interactive mktg, ford.ca, emerging tech, web devel.
- **ZUBI ADVERTISING SERVICES**, Coral Gables, Fla. Joe Zubizarreta, chief operating officer; Tim Swies, exec VP. - Hispanic adv, media buying, Ford.

JAGUAR NORTH AMERICA: One Premier Pl., Irvine, Calif. 92618/Phone: (949) 341-5800. Mike O'Driscoll, mg dir & pres-Jaguar & Land Rover N. Amer.; Gary Temple, sr exec VP-ops, Jaguar & Land Rover N. Amer.; Marti Eulberg, exec VP-sls & mktg; Campbell MacArthur, VP-customer svc; Craig Samara, VP-retail ops; Tim Watson, VP-comms; Lee Maas, VP-franchising.

- **EURO RSCG WORLDWIDE**, New York. Carla Brand, grp acct dir.
- **FORD MOTOR MEDIA**, Detroit. Phil Cowdell, CEO-Ford Media Svcs - media buying.
- **MEDIAEDGE: CIA**, Irvine, Calif. Phil Cowdell, CEO-GroupM, Ford Media Svcs; Jennifer Reece, mg ptrn - media svcs.
- **A TEAM**, Irvine, Calif. Andrew Cohen, CEO - sls promo.
- **EURO RSCG 4D**, Chicago. John Kelly, acct super - digital mktg.
- **UNIWORLD GROUP**, Irvine, Calif. Chuck Morrison, exec VP & gm-automotive - African-American & urban strategy, adv, direct & relationship mktg, events & promo, media, brand integration, prod placement, interactive.
- **WITECK-COMBS COMMUNICATIONS**, Washington. Bob Witeck, CEO; Wesley Combs, pres - GLBT mktg.
- **WUNDERMAN**, Irvine, Calif. Alexi Orlov, vice chmn - direct mktg.
- **ZUBI ADVERTISING SERVICES**, Coral Gables, Fla. Joe Zubizarreta, chief operating officer; Tim Swies, exec VP. - Hispanic adv, media buying.

LAND ROVER NORTH AMERICA: One Premier Place, Irvine, Calif. 92618/Phone: (949) 341-6100. Mike O'Driscoll, pres-Jaguar & Land Rover N. Amer.; Chris Marchand, exec VP-sls & mktg; Gary Temple, sr exec VP-ops, Jaguar & Land Rover N. Amer.; Finbar McFall, VP-mktg; Jack Devine, VP-retail ops; Campbell MacArthur, VP-customer svc; Lee Maas, VP-franchising; Tim Watson, VP-comms.

- **Y&R**, Irvine, Calif. Rick Eiserman, mg ptrn.
- **FORD MOTOR MEDIA**, Detroit. Phil Cowdell, CEO-Ford Media Svcs - media buying.
- **MEDIAEDGE: CIA**, Irvine, Calif. Phil Cowdell, CEO-GroupM, Ford Media Svcs; Jennifer Reece, mg ptrn - media svcs.
- **A TEAM**, Irvine, Calif. Andrew Cohen, CEO - sls promo.
- **BRAVO GROUP**, Irvine, Calif. Zulema Arroyo, grp mg dir-BravoWest - Hispanic strategy & media plng, Land Rover.
- **UNIWORLD GROUP**, Irvine, Calif. Chuck Morrison, exec VP & gm-automotive - African-American adv, African-American & urban strategy, adv, direct & relationship mktg, events & promo, media, brand integration, prod placement, interactive media.
- **WITECK-COMBS COMMUNICATIONS**, Washington, D.C. Bob Witeck, CEO; Wesley Combs, pres - GLBT mktg.
- **WUNDERMAN**, Detroit. Alexei Orlov, vice chmn - direct mktg.
- **ZUBI ADVERTISING SERVICES**, Coral Gables, Fla. Joe Zubizarreta, chief operating officer; Tim Swies, exec VP. - Hispanic media buying.

LINCOLN MERCURY: Regent Court Bldg., 16800 Executive Plaza Dr., Dearborn, Mich. 48126/Phone: (313) 322-3000. Jim Farley, grp VP-mktg & comms; Mike Richards, genl mktg mgr.

- **Y&R**, Irvine, Calif. Paul Venn, mg ptrn - Lincoln, Mercury.
- **FORD MOTOR MEDIA**, Detroit. Phil Cowdell, CEO-Ford Media Svcs - media buying, Lincoln Mercury.
- **MEDIAEDGE: CIA**, Detroit. Phil Cowdell, CEO-GroupM, Ford Media Svcs - media svcs, Lincoln, Lincoln Mercury, Mercury.
- **UNIWORLD GROUP**, Detroit. Ed Boyd, grp acct dir - African-American adv, African-American & urban strategy, adv, direct & relationship mktg, events promo, media, brand integration, prod placement, interactive.
- **WUNDERMAN**, Detroit. Alexei Orlov, vice chmn - direct mktg, Lincoln Mercury.
- **ZUBI ADVERTISING SERVICES**, Coral Gables, Fla. Joe Zubizarreta, chief operating officer; Tim Swies, exec VP. - Hispanic adv, Hispanic media buying, Lincoln, Lincoln Mercury, Mercury.

VOLVO CARS OF NORTH AMERICA: One Premier Place, Irvine, Calif. 92618/Phone: (949) 341-6500. Anne Belec, pres & CEO; John Maloney, VP-comms; Linda Gangeri, natl adv mgr.

- **ARNOLD WORLDWIDE**, Boston. Don Lane, sr VP & grp acct dir.
- **MEDIAEDGE: CIA**, Detroit. Phil Cowdell, CEO-GroupM, Ford Media Svcs - media svcs.
- **MPC**, New York. Mark Means, sr VP & grp acct dir - media svcs.
- **EURO RSCG LATINO**, New York. Maria Tittarelli, acct super; Gustavo Razzetti, CEO & acct dir - Hispanic adv.
- **PANCOM INTERNATIONAL**, Los Angeles. Young M. Kim, pres & CEO; Paul Moon, pres & chief mktg officer - Asian-American adv.
- **UNIWORLD GROUP**, Irvine, Calif. Chuck Morrison, exec VP & gm-automotive - African-American & urban strategy, adv, direct & relationship mktg, events & promo, media, brand integration, prod placement, interactive.
- **WITECK-COMBS COMMUNICATIONS**, Washington. Bob Witeck, CEO; Wesley Combs, pres - GLBT mktg.
- **ZUBI ADVERTISING SERVICES**, Coral Gables, Fla. Joe Zubizarreta, chief operating officer; Tim Swies, exec VP. - Hispanic media buying.

GENERAL ELECTRIC CO. 14

\$1.86 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$109,265	\$112,563	-2.9
Sunday magazine	4,910	8,048	-39.0
B2B magazines	29,869	30,531	-2.2
Local magazines	209	231	-9.5
Spanish-language magazines	483	399	20.8
Newspaper	151,736	157,859	-3.9
National newspaper	56,845	50,118	13.4
Spanish-language newspaper	1,692	2,341	-27.7
FSI	2,513	1,259	99.7
Network TV	256,497	338,233	-24.2
Spot TV	47,270	55,034	-14.1
Syndicated TV	27,218	32,323	-15.8
Cable TV networks	145,830	145,002	0.6
Spanish-language TV	15,592	17,445	-10.6
Network radio	9,153	8,412	8.8
National spot radio	48,342	38,091	26.9
Local radio	106,457	89,746	18.6
Outdoor	22,845	33,157	-31.1
Internet	60,821	47,367	28.4
Measured media	1,097,546	1,168,158	-6.0
Unmeasured spending	762,701	811,771	-6.0
Total	1,860,247	1,979,929	-6.0

BY BRAND	2006	2005	% CHG
Universal movies	450,217	505,845	-11.0
GE	155,403	162,530	-4.4
NBC	154,496	116,715	32.4
Focus movies	130,711	74,442	75.6
NBC Universal video	105,976	172,080	-38.4
Universal Studios	20,142	15,062	33.7
Genworth	19,463	19,283	0.9
Bravo	15,872	17,431	-8.9
Telemundo	13,883	7,900	75.7
USA	12,185	17,410	-30.0
Sci Fi Channel	10,387	13,925	-25.4

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$163,391	\$147,956	10.4
Earnings	20,829	16,711	24.6

U.S.	2006	2005	% CHG
Sales	89,123	83,823	6.3

DIVISION SALES	2006	2005	% CHG
Infrastructure	47,429	41,803	13.5
Industrial	33,494	32,631	2.6
Commercial Finance	23,792	20,646	15.2
Consumer Finance	21,759	19,416	12.1
Healthcare	16,562	15,153	9.3
NBC Universal	16,188	14,689	10.2
Corp items and eliminations	4,167	3,618	15.2

HEADQUARTERS

General Electric Co./3135 Easton Turnpike, Fairfield, Conn. 06828/Phone: (203) 373-2211.

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

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PERSONNEL, BRANDS, AGENCIES

CORPORATE: Jeffrey R. Immelt, chmn & CEO; Dan Henson, chief mktg officer; Judy L. Hu, global exec dir-adv & branding.

■ **BBDO WORLDWIDE**, New York. Elizabeth Daggit, sr VP & ww acct dir - GE, intl & Olympics.

■ **VML**, Kansas City, Mo. Amy Winger, grp acct dir - interactive mktg.

GE CONSUMER & INDUSTRIAL: Appliance Park AP3-232, Louisville, Ky. 40225/Phone: (502) 452-4311. James P. Campbell, pres & CEO; Lynn S. Pendergrass, pres & CEO-Americas; Paul Klein, gm-brand & adv-cons & commercial lighting prods & major appliances.

■ **BBDO WORLDWIDE**, New York. Elizabeth Daggit, sr VP & ww acct dir - GE.

■ **OMD WORLDWIDE**, New York. Toni Racioppo, comms dir-New York - media svcs.

GE MONEY: 777 Long Ridge Rd., Stamford, Conn. 06905/Phone: (203) 357-4000. David R. Nissen, pres & CEO; Thomas Gentile, VP-global mktg.

■ **BBDO WORLDWIDE**, New York. Elizabeth Daggit, exec VP & ww acct dir - Genworth.

■ **VML**, Kansas City, Mo. Amy Winger, grp acct dir - interactive mktg, GE Care Credit.

NBC UNIVERSAL: 30 Rockefeller Plaza, New York, N.Y. 10112/Phone: (212) 664-4444. Jeff Zucker, pres & CEO; Ben Silverman, co-chmn-NBC Entertainment & Universal Media Studios; Marc Graboff, co-chmn-NBC Entertainment & Universal Media Studios; Beth Comstock, pres-NBC Universal Integrated Media.

■ **DDB WORLDWIDE COMMUNICATIONS GROUP**, Los Angeles. Nick Bishop, pres-DDB Los Angeles - Universal Pictures.

■ **IN-HOUSE** - Bravo, NBC TV Network, Sci-Fi Channel, USA Network, Telemundo.

■ **MOROCH PARTNERS**, Dallas. Pat Kempf, CEO; Tom Moroch, founder; Rob Boswell, pres; Brad Ball, sr ptrn - Focus Features.

■ **TERRY HINES & ASSOCIATES**, Los Angeles. Tim Kraus, acct exec - Focus Features, Rogue Pictures.

■ **OMD WORLDWIDE**, Los Angeles. Chris Geraci, dir; Susie Vye, acct exec (Focus Features) - media buying, bdcast buying, Universal Home Video, Universal Pictures, Universal Studio.

■ **FALLON WORLDWIDE**, Minneapolis. Amy Sheil, dir-media svcs - media plng & select buying, NBC, CNBC, MSNBC, USA, Sci Fi.

■ **SPARK**, Chicago. Shelby Saville, sr VP & media dir; David Turman, assoc media dir - interactive mktg & media svcs, Bravo, CNBC, MSNBC, NBC TV Network, Sci Fi Channel, USA Network.

GENERAL MILLS 44

\$920.5 million

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$75,060	\$67,666	10.9
Sunday magazine	3,167	5,644	-43.9
B2B magazines	3,385	3,955	-14.4
Spanish-language magazines	534	459	16.2
Newspaper	135	5,239	-97.4
National newspaper	NA	546	NA
Spanish-language newspaper	45	17	157.8
FSI	82,546	82,226	0.4
Network TV	86,817	88,303	-1.7
Spot TV	111,425	155,187	-28.2
Syndicated TV	1,864	95	NA
Cable TV networks	183,979	168,073	9.5
Spanish-language TV	11,330	9,789	15.7
Network radio	3,288	4,211	-21.9
National spot radio	364	259	40.5
Local radio	146	320	-54.5
Outdoor	156	346	-54.8
Internet	15,655	21,100	-25.8

Measured media	579,894	613,433	-5.5
Unmeasured spending	340,572	238,557	42.8
Total	920,466	851,990	8.0

BY BRAND	2006	2005	% CHG
General Mills	221,247	269,776	-18.0
Yoplait	77,813	64,190	21.2
Betty Crocker	54,165	44,259	22.4
Pillsbury	31,357	64,786	-51.6
Progresso	31,127	18,726	66.2
Nature Valley	20,761	12,158	70.8
Chex	14,168	17,903	-20.9
Totino's	14,127	9,848	43.4

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 5/2006)

WORLDWIDE	2006	2005	% CHG
Sales	\$11,640	\$11,244	3.5
Earnings	1,090	1,240	-12.1

U.S.	2006	2005	% CHG
Sales	9,803	9,519	3.0
U.S. retail operating profit	1,779	1,719	3.5

DIVISION SALES	2006	2005	% CHG
U.S. Retail	8,200	7,779	5.4
International	1,840	1,725	6.7
Bakeries & Foodservice	1,780	1,740	2.3

HEADQUARTERS

General Mills/1 General Mills Blvd., Minneapolis, Minn. 55426/Phone: (763) 764-7600.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Steve Sanger, chmn; Ken Powell, pres & CEO; Ian Friendly, exec VP & chief operating officer-U.S. retail; Mark Addicks, chief mktg officer; Rick Hosfield, VP-adv; Doug Moore, VP-adv & branding.

■ **IN-HOUSE.**

■ **NAS RECRUITMENT COMMUNICATIONS**, Philadelphia. Susan Walsh, exec dir-bus devel - recruitment comms.

CONSUMER FOODS: 1 General Mills Blvd., Minneapolis, Minn. 55426/Phone: (763) 764-7600. Jeff Harmening, sr VP & pres-Big G cereals; John Machusick, sr VP & pres-bakeries & food-service; Jim Murphy, sr VP-meals; Bob Waldron, sr VP-Yoplait & Colombo; Kim Nelson, VP & pres-Snacks Unlimited; Jeffrey Rotsch, sr VP-sls; Ann Simonds, pres-baking prods; Juliana Chugg, sr VP & pres-Pillsbury USA; Ian Friendly, sr exec VP & chief operating officer-U.S. retail; Christi Strauss, sr VP & CEO-cereal ptrns ww; Chris O'Leary, exec VP & chief operating officer-General Mills Intl; Marc Belton, exec VP-Worldwide Health, brand & new bus, 8th Continent.

■ **SAATCHI & SAATCHI**, New York. Peter Hubbell, exec VP & gm-GMI Worldwide; Keith Bunnell, exec VP & global equity dir - Cheerios, Apple Cinnamon Cheerios, Cheerios Crunch, Basic 4, Berry Burst Cheerios, Berry Burst Kix, Cheerios Clusters, Cinnamon Toast Crunch, Cocoa Puffs, Cookie Crisp, Count Chocula, FiberOne, FiberOne bars, FrankenBerry, Frosted Cheerios, Honey Nut Cheerios, Kix, Lucky Charms, Multi-Grain Cheerios, Raisin Nut Bran, Reese's Puffs, Total, Total Corn Flakes, Total Raisin Bran, Trix, Wheaties, Wheaties Energy Crunch, Yogurt Burst Cheerios, Old El Paso, Progresso, Fruit by the Foot, Fruit Gushers, Fruit Roll-ups, Fruit shapes, Pillsbury Big Deluxe Classics Cookies, Chub Cookies, Cinnamon Rolls, Crescents, Dinner Breads, Golden Layers Biscuits, Grand Biscuits, Grands Sweet Rolls, Holiday Shaped Cookies, Pie Crust, Ready to Bake cookies, Pillsbury Home Baked Classics, Pancakes, Toaster Scrambles, Toaster Strudel, Totino's Pizza Rolls, Waffle Sticks, Waffles, Colombo, Custard, Go-Gurt, Yoplait Light, Yoplait Original, Ultra Whips, Yoplait Smoothies, Nouriche, Trix Yogurt, Yoplait Expresse, Yumsters.

■ **CAMPBELL MITHUN**, Minneapolis. Mike Nelson, exec VP & global acct dir; Tom Tessman, sr VP & mgmt super; Lindsay

Ferris, VP & mgmt super; Karen Ryan, VP & mgmt super; Allison Seidl, acct super; Rob Hagemann, acct super; Jason Reed, acct super - 8th Continent Soy Milk, Betty Crocker Warm Delights, Betty Crocker Cake Mix and Frosting, Bisquick, Chex Cereal, Chex Snack Mix, Cinnamon Toast Crunch, French Toast Crunch, Frosted Mini Chex, Gardetto's Snack Mix, Golden Grahams, Hamburger Helper, Curves Cereal, Oatmeal Crisp Cereal, Honey Nut Chex Cereal, Nature Valley Cereal and Granola Bars, Morning Mix, Milk + Cereal Bars, Pop Secret, Specialty Potatoes.

- **COLLE & MCVOY**, Minneapolis. Bernice Neumann, acct dir - Cheerios, Pillsbury Crescent Rolls, Just Unroll Piecrust, Simply Bake Dessert Bars and Pillsbury Brownies.
- **ZENITH MEDIA USA**, New York. Neil Ascher, exec VP & mg dir-Zenith GPE; Becky Hom, sr VP & mg ptrn-Zenith GPE; Shelley Gayford, sr VP & mg ptrn-Zenith GPE - media svcs.
- **BURRELL COMMUNICATIONS GROUP**, Chicago. Fay Ferguson, co-CEO; Toni Midderhoff, VP & acct dir - African-American adv, Honey Nut Cheerios, Grands Biscuits, Yoplait, Reese's.
- **CASANOVA PENDRILL**, Costa Mesa, Calif. Dan Nance, pres & CEO - Hispanic adv, Hamburger Helper, Nature Valley, Betty Crocker.
- **BROMLEY COMMUNICATIONS**, San Antonio. Sue De Lopez, grp acct dir - Hispanic adv, Yoplait, Honey Nut Cheerios, Progresso, YoPlus, Que Rica Vida multibrand platform, Fruit by the Foot.
- **MANNING SELVAGE & LEE**, Atlanta, Chicago & London. Nancy Brennan, mg dir - pr, b to b, Betty Crocker, Old El Paso, Green Giant, Haagen-Dazs, Curves cereal, Nature Valley.
- **MRM WORLDWIDE**, Minneapolis. Tom Woldum, sr VP-interactive media - interactive mktg.
- **PUBLICIS DIALOG**, New York. Sean McCarthy, exec VP-interactive - interactive mktg, Cheerios, Cocoa Puffs, Cookie Crisp, Fruit By The Foot, Fruit Roll-Ups, Go-Gurt, Green Giant, Gushers, Honey Nut Cheerios, Millsberry, Pillsbury (Crescent, Freezer to Microwave, Grands!), Pie Crusts, Ready to Bake cookies, Toaster Strudel), Progresso, Totino's, Trix, Wheaties, Yoplait, Yoplait Healthy Heart.

SMALL PLANET FOODS: 719 Metcalf St., Sedro-Woolley, Wash. 98284/Phone: (800) 624-4123. Michelle Meyer, pres; Andy Dahlen, dir.

■ **STERLING RICE GROUP**, Boulder, Colo. Sheila Rosen, mg dir - Cascadian Farm, Muir Glen.

GENERAL MOTORS CORP. 3

\$3.30 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$389,849	\$473,162	-17.6
Sunday magazine	NA	5,099	NA
B2B magazines	6,774	7,691	-11.9
Local magazines	1,482	1,487	-0.3
Spanish-language magazines	3,613	6,361	-43.2
Newspaper	143,982	478,875	-69.9
National newspaper	74,215	98,916	-25.0
Spanish-language newspaper	1,363	2,779	-50.9
Network TV	808,286	846,398	-4.5
Spot TV	243,553	336,525	-27.6
Syndicated TV	14,634	42,107	-65.2
Cable TV networks	194,302	274,314	-29.2
Spanish-language TV	67,084	78,182	-14.2
Network radio	32,328	40,576	-20.3
National spot radio	19,134	15,108	26.6
Local radio	48,735	59,543	-18.2
Outdoor	40,833	48,017	-15.0
Internet	118,196	103,021	14.7
Measured media	2,208,363	2,918,158	-24.3
Unmeasured spending	1,087,701	1,191,924	-8.7
Total	3,296,064	4,110,082	-19.8

BY BRAND	2006	2005	% CHG
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BY BRAND	2006	2005	% CHG
Chevrolet	755,841	878,245	-13.9
GM	295,479	603,283	-51.0
GMC	261,510	300,523	-13.0
Cadillac	195,590	226,535	-13.7
Saturn	184,678	189,808	-2.7
Pontiac	146,031	240,253	-39.2
Buick	122,039	177,747	-31.3
Hummer	117,792	125,892	-6.4
OnStar	70,271	95,420	-26.4
Saab	55,569	76,383	-27.2

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$207,349	\$194,655	6.5
Earnings	-1,978	-10,417	NA

U.S.	2006	2005	% CHG
Sales	129,041	124,615	3.6

DIVISION SALES	2006	2005	% CHG
Automotive & other	172,927	160,228	7.9
Financial services	34,422	34,427	0.0

HEADQUARTERS

General Motors Corp./300 Renaissance Center, P.O. Box 300, Detroit, Mich. 48265-2000/Phone: (313) 556-5000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Rick Wagoner, chmn & CEO; Robert A. Lutz, vice chmn-global prod devel; Troy Clarke, pres-GM N. Amer.; Steven J. Harris, VP-comms; Mark LaNeve, VP-N. Amer. vehicle sls, service & mktg; John G. Middlebrook, VP-global sls, service & mktg opers; Elizabeth Lazar, exec dir-adv & media opers; Larry Hice, exec dir-vehicle sls, svc & mktg support; Sam Mancuso, dir-GM brand adv; Mike Devereux, genl dir-digital mktg & customer relationship mktg.

- **MCCANN ERICKSON WORLDWIDE**, Detroit. Garry Neel, exec VP & ww acct dir - GM corp adv.
- **MULLEN**, Wenham, Mass. Tom Jump, exec VP & mg ptrn - GM cardmember svcs, GM certified used vehicles, GM energy & environment comms.
- **STARCOM MEDIAVEST GROUP**, Detroit & New York. Dennis Donlin, pres-GM Planworks - media svcs.
- **ACCENTMARKETING**, Coral Gables, Fla. Vickie Gaston, sr VP & grp acct dir - Hispanic adv & pr.
- **CAMPBELL-EWALD**, Warren, Mich. Tracie Reihm, exec VP & acct dir - customer relationship mktg.
- **DIGITAS**, Boston. Glenn Engler, exec VP & relationship leader; Phil DeZutter, sr VP & relationship leader-digital production svcs - digital mktg, relationship mktg, digital prodn, GM Vehicle Showroom, GM.com, owners programs, onlygm.com, corp mktg, fleet & commercial.
- **GM R*WORKS**, Detroit. Ross Fleckenstein, sr VP & grp dir - sls promo & event mgmt.
- **MANNING SELVAGE & LEE**, Detroit. Kelly Kohagen, mg dir-Hass MS&L - prod comms, digital & tech comms, issues mgmt.
- **SMG SEARCH**, Chicago. Kevin Lange, search dir - search mktg.

BUICK-PONTIAC-GMC: 100 Renaissance Center, Detroit, Mich. 48265-1000/Phone: (313) 556-5000. Jim Bunnell, gm; Maria Rohrer, mktg dir-Buick; Larry Peck, golf mktg mgr-Buick; Jill Putnam, adv mgr-Buick; Heather Waszczenko, adv mgr-Buick; Craig Bierley, mktg dir-Pontiac; Dave Smidebush, prod dir-Buick & Pontiac; Chris Hornberger, adv mgr-Pontiac; Steve Rosenblum, mktg dir-GMC; Ayanna Waddell, asst adv mgr-GMC; Mary Kubitskey, adv mgr-GMC.

- **LEO BURNETT DETROIT**, Troy, Mich. Chris Balicki, sr VP & grp acct dir - Pontiac, Buick, GMC.
- **STARCOM MEDIAVEST GROUP**, Detroit & New York. Dennis Donlin, pres-GM Planworks - media svcs, Buick, GMC, Pontiac.
- **DIGITAS**, Boston. Glenn Engler, exec VP & relationship leader; Phil DeZutter, sr VP & relationship leader-digital prodn svcs - dir mktg, digital mktg, promo, retail mktg, Buick, Pontiac & GMC.

- **GM R*WORKS**, Detroit. Ross Fleckenstein, sr VP & grp dir - sls promo & event mgmt, Buick, Pontiac, GMC.
- **LAPIZ HISPANIC MARKETING**, Detroit. Jean Malley Vega, VP & acct dir - Hispanic adv, Buick, Pontiac, GMC.
- **LEO BURNETT DETROIT**, Detroit. Chris Balicki, sr VP & grp acct dir - African-American & Hispanic acct mgmt, Buick, Pontiac, GMC.
- **SMG SEARCH**, Chicago. Kevin Lange, search dir - search mktg, Buick, Pontiac, GMC.
- **VIGILANTE**, New York & Detroit. Larry Woodard, chief strategy officer; Sheila Minetola, mgmt super - African-American adv, Buick, Pontiac, GMC.

CADILLAC DIVISION: 100 Renaissance Center, Detroit, Mich. 48265/Phone: (313) 667-8678. James E. Taylor, mktg gm; John Howell, prod dir; Liz Vanzura, global mktg dir; Maureen Bickford, natl adv mgr; Tom D'Angelo, field adv mgr; John Gasloli, natl adv mgr.

- **MODERNISTA**, Boston. Gary Koepke, co-founder & exec creative dir; Lance Jensen, co-founder & exec creative dir - genl market & African-American adv, Cadillac SRX, CTS, V-series.
- **STARCOM MEDIAVEST GROUP**, Detroit & New York. Dennis Donlin, pres-GM Planworks - media svcs.
- **ACCENTMARKETING**, Coral Gables, Fla. Idalia San Juan, acct super - Hispanic adv, retail.
- **DIGITAS**, Boston. Glenn Engler, exec VP & relationship leader; Phil DeZutter, sr VP & relationship leader-digital prodn svcs - relationship mktg, digital prodn.
- **SMG SEARCH**, Chicago. Kevin Lange, search dir - search mktg.

CHEVROLET MOTOR DIVISION: 100 Renaissance Center, Detroit, Mich. 48265-1000/Phone: (313) 556-5000. Ed J. Peper, mktg gm; Jan Thomas, pr mgr-mktg & promo; Kim Kosak, genl dir-adv & sls promo; Paul Edwards, dir-adv & sls promo; Dan Adamcheck, dir-retail adv; Cheryl Catton, genl dir-car mktg; Russ Clark, genl dir-truck mktg.

- **CAMPBELL-EWALD**, Warren, Mich. Timothy Keaton, exec VP & acct dir.
- **STARCOM MEDIAVEST GROUP**, Detroit & New York. Dennis Donlin, pres-GM Planworks - media svcs.
- **ACCENTMARKETING**, Coral Gables, Fla. Joseph (Pepe) Machin, sr VP & grp acct dir - Hispanic adv, natl & retail, pr.
- **CAROL H. WILLIAMS ADVERTISING**, Oakland, Calif. Carol H. Williams, pres, CEO & chief creative officer - African-American adv, national & regional adv. In review with decision expected early 2008.
- **DIGITAS**, Boston. Phil DeZutter, sr VP & relationship leader-digital prodn svcs - digital prodn.
- **SMG SEARCH**, Chicago. Kevin Lange, search dir - search mktg.

GENERAL MOTORS SERVICE & PARTS OPERATIONS: 6200 Grand Pointe Dr., Grand Blanc, Mich. 48439/Phone: (810) 606-2000. Douglas J. Herberger, GMNA VP & gm.

- **CAMPBELL-EWALD**, Southfield, Mich. James P. Huchok, exec VP & acct dir - ACDelco.
- **LEO BURNETT DETROIT**, Troy, Mich. Skip Drayton, sr VP & integrated mktg grp dir - GM Parts, GM Goodwrench service, accessories, performance parts.
- **STARCOM MEDIAVEST GROUP**, Detroit & New York. Dennis Donlin, pres-GM Planworks - media svcs, General Motors Service.

HUMMER: 100 Renaissance Center, Detroit, Mich. 48265-1000/Phone: (313) 556-5000. Martin Walsh, gm; Ross Hendrix, prod dir; Megan Stooke, mktg dir; John Roth, sls dir; Stephen Garrity, intl opers dir.

- **MODERNISTA**, Boston. Gary Koepke, co-founder & exec creative dir; Lance Jensen, co-founder & exec creative dir - genl market & African-American adv.
- **STARCOM MEDIAVEST GROUP**, Detroit & New York. Dennis Donlin, pres-GM Planworks - media svcs.
- **ACCENTMARKETING**, Coral Gables, Fla. - Hispanic adv.
- **DIGITAS**, Boston. Phil DeZutter, sr VP & relationship leader-digital prodn svcs - digital prodn.
- **SMG SEARCH**, Chicago. Kevin Lange, search dir - search mktg.

ONSTAR CORP.: 400 Renaissance Center, P.O. Box 400, Detroit, Mich. 48265-400/Phone: (313) 665-2783. Chet Huber, pres; Tony DiSalle, VP-sls & mktg; Andrew Young, dir-mktg.

■ **CAMPBELL-EWALD**, Warren, Mich. Timothy Keaton, exec VP & acct dir.

■ **STARCOM MEDIAVEST GROUP**, Detroit & New York. Dennis Donlin, pres-GM Planworks - media svcs.

■ **ACCENTMARKETING**, Coral Gables, Fla. Ana Maria Montero, acct dir - Hispanic adv.

■ **DIGITAS**, Boston. Glenn Engler, exec VP & relationship leader - digital mktg, relationship mktg.

■ **SMG SEARCH**, Chicago. Kevin Lange, search dir-SMG Search - search mktg.

SAAB AUTOMOBILE USA: 100 Renaissance Center, Detroit, Mich. 48265-1000/Phone: (313) 556-5000. Steve Shannon, gm; Mike Colleran, dir-sls; Leslie Bublin, dir-mktg.

■ **MCCANN ERICKSON WORLDWIDE**, Detroit. Garry Neel, exec VP & ww acct dir.

■ **STARCOM MEDIAVEST GROUP**, Detroit & New York. Dennis Donlin, pres-GM Planworks - media svcs.

■ **DIGITAS**, Boston. Glenn Engler, exec VP & relationship leader; Phil DeZutter, sr VP & relationship leader- digital prodn svcs - digital mktg, relationship mktg, digital prodn.

■ **MRM WORLDWIDE**, Detroit. Brian Williams, sr VP & mg dir - digital mktg.

■ **SMG SEARCH**, Chicago. Kevin Lange, search dir - search mktg.

SATURN CORP.: 100 Renaissance Center, Detroit, Mich. 48265-1000/Phone: (313) 665-5000. Jill Lajdziak, gm; Dan Keller, dir-mktg; Scott McLaren, adv mgr-cars; David Koziara, adv mgr-trucks.

■ **DEUTSCH**, Los Angeles. Mike Sheldon, pres-Deutsch LA - creative & interactive.

■ **STARCOM MEDIAVEST GROUP**, Detroit & New York. Dennis Donlin, pres-GM Planworks - media svcs.

■ **SMG SEARCH**, Chicago. Kevin Lange, search dir - search mktg.

GLAXOSMITHKLINE 7

\$2.44 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$383,277	\$240,185	59.6
Sunday magazine	53,741	24,735	117.3
B2B magazines	2,077	1,550	34.0
Spanish-language magazines	246	129	90.6
Newspaper	28,249	20,893	35.2
National newspaper	4,348	2,045	112.6
Spanish-language newspaper	8	35	-75.9
FSI	23,179	22,342	3.7
Network TV	430,096	441,077	-2.5
Spot TV	33,641	48,354	-30.4
Syndicated TV	134,607	89,901	49.7
Cable TV networks	167,829	261,672	-35.9
Spanish-language TV	3,492	2,930	19.2
National spot radio	6,595	9,334	-29.3
Network radio	3,767	4,256	-11.5
Local radio	3,834	7,068	-45.8

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

Agencies owned by or affiliated with the largest U.S. agency companies are color coded as follows: ■ **OMNICOM GROUP** ■ **WPP GROUP** ■ **INTERPUBLIC GROUP** ■ **PUBLICIS GROUPE** ■ **HAVAS** ■ **OTHER**

BY MEDIA	2006	2005	% CHG
Outdoor	1,336	1,829	-27.0
Internet	15,120	14,075	7.4
Measured media	1,295,441	1,192,411	8.6
Unmeasured spending	1,148,787	1,057,421	8.6
Total	2,444,228	2,249,832	8.6

BY BRAND	2006	2005	% CHG
Advair	194,699	136,897	42.2
Boniva	100,480	66,447	51.2
Valtrex	99,464	72,108	37.9
Avodart	97,812	39,002	150.8
Glaxo	92,538	162,309	-43.0
Requip	91,625	26,777	242.2
Coreg	80,853	17,833	353.4
Imitrex	80,367	82,211	-2.2
Vesicare	68,205	54,341	25.5
Wellbutrin	56,128	108,137	-48.1
Nicoderm	30,543	29,185	4.7
Tums	29,696	35,730	-16.9
Commit	28,774	29,709	-3.1
Avandia	25,690	29,837	-13.9
Nicorette	22,511	24,096	-6.6
Abreva	22,303	19,528	14.2
Breathe Right	21,002	16,087	30.5
Aquafresh	19,475	18,132	7.4
Flonase	17,007	112,819	-84.9
Sensodyne	16,827	15,380	9.4
Fiber Choice	13,338	6,884	93.8
PoliGrip	10,470	16,423	-36.3

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$42,534	\$39,259	8.3
Earnings	8,177	6,047	35.2

U.S.	2006	2005	% CHG
Sales	18,961	16,505	14.9

DIVISION SALES	2006	2005	% CHG
Pharmaceuticals	36,771	33,823	8.7
Consumer healthcare	5,763	5,437	6.0

HEADQUARTERS

GlaxoSmithKline/980 Great West Rd., Brentford, Middlesex, United Kingdom TW8 9GS/Phone: 44-20-8047-5000.

U.S. HEADQUARTERS

GlaxoSmithKline/5 Moore Dr., P.O. Box 13398, Research Triangle Park, N.C. 27709/Phone: (919) 483-2100.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: J.P. Garnier, CEO; David Stout, pres-pharmaceutical opers; Chris Viehbacher, pres-U.S. pharmaceuticals.

■ **DRAFTFCB**, New York. Sarah Wilcox, exec VP & grp mgmt dir - Alli.

■ **MEDIAEDGE: CIA**, New York. Lee Doyle, CEO, N. Amer.; Matt Schwach, mg ptrn & acct dir - media svcs.

■ **PUBLICIS**, Dallas. Carter Keith, sr VP & grp acct dir - media buying, corp reputation.

■ **CASANOVA PENDRILL**, Costa Mesa, Calif. Dan Nance, pres & CEO - Hispanic adv, Alli, Aquafresh, Sensodyne, Tums.

GLAXOSMITHKLINE CONSUMER HEALTHCARE: 100 Beecham Dr., Pittsburgh, Pa. 15205/Phone: (412) 928-1000. John Clark, pres.

■ **ARNOLD WORLDWIDE**, New York. Barry Silverstein, exec VP & grp dir - Citrucel, Commit, Nicoderm CQ, Nicorette.

■ **COMMONHEALTH**, Parsippany. Matt Giegerich, pres & CEO; Dave Chapman, mg ptrn; Darlene Dobry, pres-Carbon, part of CommonHealth - Alli.

■ **GREY**, New York. Maureen Maldari, exec VP-acct mgmt - Abreva, Aquafresh Extreme Clean, Aquafresh toothpaste, Flex toothbrushes, Sensodyne, PoliGrip, Polident, ProNamel.

■ **PUBLICIS**, Dallas. Carter Keith, sr VP & grp acct dir - BC Analgesics, Beano food enzyme supplements, Goody's headache powder, Os-cal.

■ **CAMPBELL MITHUN**, Minneapolis. Earl Herzog, exec VP & media dir; Lee Baker, sr VP & grp media dir; Reid Sorenson, media super - media plng, Breathe Right, Fiber Choice.

■ **MEDIACOM**, New York. Matt Schwach, mg dir; Sal Sannino, sr VP & grp dir - media svcs, all OTC, Aquafresh toothpaste, Fiber Choice, Os-Cal calcium tablets, Polident denture cleaners, Sensodyne toothpaste.

■ **MPG**, New York. Scott Suky, sr VP & grp acct dir - media plng, Nicoderm, Nicorette, Commit, Tums, Citrucel, Alli.

■ **EURO RSCG 4D**, New York. Maryann Pulvirenti, dir-client svcs - direct mktg, mktg svcs, digital.

■ **FOOTSTEPS**, New York. Danielle Austen, grp acct dir; Maia Borus, acct super; Jackie Cruz, sr acct super - African-American adv, GlaxoSmithKline, Sensodyne, Poli-brands, Alli, NR-Commit.

■ **GOLINHARRIS**, Chicago & New York. Jeff Burnett, exec VP - pr, Nicorette, Nicoderm, FiberChoice, Citrucel, Tums, Os-Cal, Abreva, Breathe Right.

GLAXOSMITHKLINE PHARMACEUTICALS: 1 Franklin Plaza, 200 N. 16th St., Philadelphia, Pa. 19102/Phone: (888) 825-5249. Chris Viehbacher, pres-U.S. pharmaceuticals; David Stout, pres-pharmaceutical opers; Bob Ingram, vice chmn-pharmaceuticals.

■ **BBDO WORLDWIDE**, New York. Ray Hilton, exec VP & sr acct dir - Avandia, Levitra, Malarone, Twinrix.

■ **GREY**, New York. Maureen Maldari, exec VP-acct mgmt - Veramyst.

■ **IW GROUP**, New York. Hiroko Hatanaka, acct dir - Epiriv.

■ **MCCANN ERICKSON WORLDWIDE**, New York. Andrew Schirmer, exec VP-McCann Human Healthcare.

■ **MCCANN HUMANCARE**, New York. Parsippany, N.J., East Hanover, N.J. & Newtown, Pa. Maureen Regan, CEO-Regan Campbell Ward-McCann; Marci Piasecki, CEO-Torre Lazur McCann; Joe Poggi, pres-Echo-Torre Lazur; Gail Flockhart, CEO-Caudex Medical - Coreg, Avandia, Advair, Avodart, Requip PD, Requip RLS, oncology franchise, Veramyst. HIV franchise. flu franchise, Cervarix, Oncology supportive care portfolio.

■ **MEDIACOM**, New York. Matt Schwach, mg dir; Adam Krumwiede, sr ptrn & grp dir - media svcs, all DTC.

■ **DRAFTFCB HEALTHCARE**, New York. Sheri Rosenblatt, exec VP & grp mgmt dir; Kerry Dwyer, sr VP & grp mgmt dir; Bob Karczewski, sr VP & grp mgmt dir - mktg svcs, Augmentin XR, Boostrix, Energix-B, Havrix, Infanrix, Lamictal-Epilepsy, Lamictal-Bipolar, Timentin, Twinrix, Valtrex, Wellbutrin XL.

■ **EURO RSCG WORLDWIDE**, New York. Paul Klein, mg dir-Euro RSCG Tonic - mktg svcs, Advair, Boniva, Imitrex, Trexima, Valtrex, Vesicare.

■ **EURO RSCG 4D**, New York. Maryann Pulvirenti, dir-client svcs - direct mktg, mktg svcs, digital.

■ **G2**, New York. Larry Kimmel, chmn & CEO-G2 Direct & Digital - direct & digital mktg.

HOME DEPOT 30

\$1.12 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$32,159	\$49,207	-34.6
Sunday magazine	2,757	1,693	62.8
B2B magazines	628	531	18.1
Local magazines	52	143	-63.9
Spanish-language magazines	51	124	-58.8
Newspaper	106,186	90,714	17.1
National newspaper	6,343	3,901	62.6
Spanish-language newspaper	2,427	2,092	16.0
Network TV	143,020	140,453	1.8
Spot TV	7,343	7,893	-7.0

BY MEDIA	2006	2005	% CHG
Syndicated TV	1,460	2,165	-32.6
Cable TV networks	73,479	82,212	-10.6
Spanish-language TV	44,111	37,004	19.2
Network radio	34,161	16,869	102.5
National spot radio	42,458	66,460	-36.1
Local radio	36,190	49,533	-26.9
Outdoor	2,070	1,321	56.7
Internet	7,374	2,353	213.4
Measured media	542,267	554,667	-2.2
Unmeasured spending	575,809	554,667	3.8
Total	1,118,076	1,109,333	0.8

BY BRAND	2006	2005	% CHG
Home Depot	529,448	537,141	-1.4
Expo Design Center	12,810	17,419	-26.5

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 1/28/07)

WORLDWIDE	2006	2005	% CHG
Sales	\$90,837	\$81,511	11.4
Earnings	5,761	5,838	-1.3

U.S.	2006	2005	% CHG
Sales	84,437	73,211	15.3
Net income	5,761	5,838	-1.3

DIVISION SALES	2006	2005	% CHG
Retail	79,027	77,022	2.6
HD Supply	12,070	4,614	161.6

HEADQUARTERS

Home Depot/2455 Paces Ferry Rd., N.W., Atlanta, Ga. 30339/Phone: (770) 433-8211.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Frank Blake, chmn & CEO; John Ross, VP-adv & interim chief mktg officer.

■ **RICHARDS GROUP**, Dallas. Diane Fannon, principal; Doug Martin, principal; Gary Gibson, creative dir & group head - all genl market bdcst & magazine creative, Home Depot stores, Expo Design Center.

■ **INITIATIVE**, Atlanta. George Newi, exec VP-retail mktg - media buying, media plng-bdcst & magazine, Home Depot stores.

■ **STRATEGIC PRINT MARKETING**, Marietta, Ga. Gabrielle Austin, pres; Audra Jewell, client svcs dir; Thomas Carter, client svcs mgr - media buying, media buying-print, Home Depot stores.

■ **AMBROSI**, Chicago. Daniel Morrissey, pres - newspaper adv, Home Depot stores.

■ **DIGITAS**, Boston. Torrence Boone, pres; Huard Smith, sr VP & pres-strategy & analytics; Mick O'Brien, sr VP-creative - relationship mktg, online adv, digital media svcs, Home Depot stores.

■ **MANNING SELVAGE & LEE**, Atlanta, Ga. Rob Baskin, mg dir-MS&L Atlanta - pr & internal comms, Home Depot stores.

■ **MOXIE INTERACTIVE**, Atlanta. Rachel Pickett, VP & grp acct dir - interactive mktg, Home Depot stores.

■ **NEWSPAPER SERVICES OF AMERICA**, Chicago. Dave Walker, CEO - newspaper buying, Home Depot.

■ **OCTAGON**, Atlanta. Jeff Ehrenkratz, sr VP - mktg svcs, NFL, Nascar, USOC, College Football.

■ **USMP (A DIVISION OF MARKETING ARM)**, Los Angeles. Jack Driscoll, VP & acct dir - experiential & mobile mktg, Home Depot stores.

■ **VIDAL PARTNERSHIP**, New York. Susana Roel, grp acct dir - Hispanic adv, media svcs, pr, promo, digital, Home Depot stores.

■ **UNIWORLD GROUP**, New York. Loreen Williamson, grp acct dir - African-American adv, integration/product placement, events, Home Depot stores.

HONDA MOTOR CO. 21

\$1.35 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$185,351	\$153,981	20.4
Sunday magazine	3,808	3,553	7.2
B2B magazines	2,584	1,598	61.7
Local magazines	NA	17	NA
Spanish-language magazines	240	617	-61.2
Newspaper	8,647	9,454	-8.5
National newspaper	17,464	13,506	29.3
Spanish-language newspaper	240	88	172.8
Network TV	105,568	161,396	-34.6
Spot TV	377,017	338,402	11.4
Syndicated TV	12,694	15,315	-17.1
Cable TV networks	97,370	114,844	-15.2
Spanish-language TV	20,338	21,682	-6.2
Network radio	2,370	NA	NA
National spot radio	420	227	84.9
Local radio	2,375	2,241	5.9
Outdoor	7,237	5,365	34.9
Internet	34,295	12,370	177.3
Measured media	878,018	854,654	2.7
Unmeasured spending	472,779	460,198	2.7
Total	1,350,796	1,314,853	2.7

BY BRAND	2006	2005	% CHG
Honda	627,427	638,245	-1.7
Acura	250,186	215,910	15.9

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 3/31/07)

WORLDWIDE	2006	2005	% CHG
Sales	\$95,393	\$89,399	6.7
Earnings	5,096	5,387	-5.4

NORTH AMERICA	2006	2005	% CHG
Sales	51,648	50,676	1.9
Operating income	2,898	3,045	-4.8

DIVISION SALES	2006	2005	% CHG
Automotive	76,482	72,225	5.9
Motorcycles	11,793	11,060	6.6
Power products & other	3,594	3,344	7.5
Financial svcs	3,525	2,769	27.3

HEADQUARTERS

Honda Motor Co./1-1, 2-chome, Minami-Aoyama, Minato-ku, Tokyo, Japan 107-8556/Phone: 81-3-3423-1111.

U.S. HEADQUARTERS

Honda Motor Co./American Honda Motor Co., 1919 Torrance Blvd., Torrance, Calif. 90501-2746/Phone: (310) 783-2000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Takeo Fukui, pres & CEO-Honda Motor Co.; Tetsuo Iwamura, exec VP & dir; Barbara Ponce, mgr-corp & diversity adv-American Honda Motor Co.

■ **RPA**, Santa Monica, Calif. Bill Hagelstein, exec VP & chief operating officer; Joan Egan, sr VP & grp acct dir-Acura - corp adv.

AUTO DIVISION: 1919 Torrance Blvd., Torrance, Calif. 90501-2746/Phone: (310) 783-2000. John Mendel, exec VP-auto opers; Richard Colliver, exec VP-auto sls; Richard Szamborski, VP-natl sls, Honda; Steven Center, VP-sls, Acura; Jeff Conrad, VP-natl auto adv & pr; Tom Peyton, sr mgr-Honda adv; Susie Rossick, mgr-Acura adv; Barbara Ponce, mgr-corp & diversity adv.

■ **RPA**, Santa Monica, Calif. Bill Hagelstein, exec VP & chief operating officer; Brett Bender, sr VP & grp acct dir-Honda vehicles; Joan Egan, sr VP & grp acct dir-Acura vehicles - Acura, Honda vehicles.

■ **LA AGENCIA DE ORCI & ASOCIADOS**, Los Angeles. Robert Santiago, grp acct dir - Hispanic adv, Honda vehicles.

■ **MUSE**, Los Angeles. Jo Muse, chmn & CEO; Shelly Yamane, pres & chief strategic officer; Wilky Lau, exec creative dir; Sharon Jones, producer; Gina Cadres, acct dir - African-American & Asian-American adv, Honda vehicles.

HONDA POWER EQUIPMENT: 4900 Marconi Dr., Alpharetta, Ga. 30005/Phone: (678) 339-2600. Akira Imai, VP; Steve Bailey, VP; John Lally, mgr-natl adv.

■ **FRANK/BEST INTERNATIONAL**, Nashville, Tenn. Bobby Frank, pres; Gunnar Eng, exec VP-client svcs; Tim Best, exec VP & creative dir - Honda Power Equipment, Honda Marine, Honda Generators and Honda Engines.

MOTORCYCLE DIVISION: 1919 Torrance Blvd., Torrance, Calif. 90501-2746/Phone: (310) 783-2000. Raymond Blank, sr VP; Robert Gurga, asst VP-mktg; Wayne Toyota, sr mgr- motorcycle adv, shows & logistics; Lee Edmunds, mgr-motorcycle adv.

■ **DAILEY & ASSOCIATES**, West Hollywood, Calif. Steve Mitchell, sr VP & mgmt super - Honda all-terrain vehicles, motorcycles, personal watercraft, scooters & Honda Rider's Club of America.

JOHNSON & JOHNSON 9

\$2.29 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$316,559	\$385,649	-17.9
Sunday magazine	34,800	23,125	50.5
B2B magazines	2,468	3,450	-28.5
Local magazines	17	18	-7.8
Spanish-language magazines	2,040	3,119	-34.6
Newspaper	7,414	11,982	-38.1
National newspaper	5,680	3,431	65.6
Spanish-language newspaper	128	13	898.4
FSI	45,052	47,050	-4.2
Network TV	468,613	648,927	-27.8
Spot TV	25,478	38,432	-33.7
Syndicated TV	110,215	128,438	-14.2
Cable TV networks	188,476	243,871	-22.7
Spanish-language TV	69,945	68,877	1.6
Network radio	27,053	26,626	1.6
National spot radio	5,385	6,751	-20.2
Local radio	7,071	7,736	-8.6
Outdoor	848	2,265	-62.6
Internet	34,146	24,801	37.7
Measured media	1,351,386	1,674,560	-19.3
Unmeasured spending	939,099	994,832	-5.6
Total	2,290,485	2,669,392	-14.2

BY BRAND	2006	2005	% CHG
Tylenol	156,704	145,535	7.7
Neutrogena	152,035	177,925	-14.6
Aveeno	121,685	130,589	-6.8
Johnson & Johnson	100,465	101,254	-0.8
Listerine	99,474	90,715	9.7
Topamax	59,953	39,516	51.7
Benadryl	40,927	37,035	10.5
OneTouch	38,040	40,068	-5.1
Clean & Clear	37,422	34,357	8.9
Splenda	34,452	49,697	-30.7
Sudafed	31,857	27,493	15.9
K-Y	30,292	21,551	40.6
Acuvue	26,212	30,248	-13.3
Visine	25,720	26,158	-1.7
Neosporin	22,408	32,023	-30.0
Roc	21,701	19,147	13.3
Monistat	19,349	24,274	-20.3
Stayfree	18,945	22,190	-14.6
Rolaids	18,379	20,004	-8.1
Motrin	18,011	31,601	-43.0
Band-Aid	16,110	15,524	3.8

BY BRAND	2006	2005	% CHG
Reach	15,637	8,467	84.7
Sudacare	15,446	30,260	-49.0
Lubriderm	15,015	14,775	1.6
Cortaid	13,406	8,398	59.6
Janssen Ortho-McNeil Primary Care	13,057	141,450	-90.8
Purell	11,919	18,834	-36.7
EPT	11,359	13,357	-15.0
Ben-Gay	10,996	7,898	39.2

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$53,324	\$50,514	5.6
Earnings	11,053	10,060	9.9

U.S.	2006	2005	% CHG
Sales	29,775	28,377	4.9

DIVISION SALES	2006	2005	% CHG
Pharmaceutical	23,267	22,322	4.2
Medical devices & diagnostics	20,283	19,096	6.2
Consumer	9,774	9,096	7.5

HEADQUARTERS

Johnson & Johnson/1 Johnson & Johnson Plaza, New Brunswick, N.J. 08933/Phone: (732) 524-0400.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: William C. Weldon, chmn & CEO; Brian Perkins, VP-corporate affairs; Kimberly Kadlec, chief media officer & VP, ww; Joseph D. McCarthy, VP-ww adv.

- **MCCANN ERICKSON WORLDWIDE**, New York. Claire Roundal, exec VP & ww acct dir - Acuvue, Johnson & Johnson.
- **ATMOSPHEREBDDO**, New York. Andreas Combuechen, CEO & chief creative officer; Stephanie Fogle, acct dir - interactive mktg, Cordis, Ethicon.
- **OCTAGON**, Norwalk, Conn. Jeff Ehrenkranz, sr VP - sponsorship mktg.
- **R/GA**, New York. Richard Marks, grp acct dir - interactive mktg.

ALZA: 1900 Charleston Rd, Mountain View, Calif. 94039/Phone: (650) 564-5000. Michael R. Jackson, pres; Erik Wiberg, VP-bus devel.

■ **NO AGENCY.**

CENTOCOR: 800 Ridgeview Dr., Horsham, Pa. 19044/Phone: 215-325-6834. Neal Fowler, pres; Linda Brueckman, mgr-corp comms.

- **ID MEDIA**, New York. Jeff Hinz, sr VP & dir-client svcs - media svcs.
- **OGILVYONE WORLDWIDE**, New York. Donna Tuths, pres-Ogilvy Healthcare - direct mktg.
- **TRIBAL DDB**, New York. Tim Pantello, mg ptnr-Health - interactive mktg, Remicade.

DEPUY: 700 Orthopaedic Dr., Warsaw, Ind. 46581-0988/Phone: (574) 267-8143. Thomas Sullivan, US pres-DePuy Orthopaedics; Gordon van Ummerson, VP-mktg.

- **DDB WORLDWIDE COMMUNICATIONS GROUP**, New York. Peter Hempel, pres-DDB New York - Codman, Depuy Orthopaedics.
- **ID MEDIA**, New York. Jeff Hinz, sr VP & dir-client svcs - media svcs.

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

Agencies owned by or affiliated with the largest U.S. agency companies are color coded as follows: ■ **OMNICOM GROUP** ■ **WPP GROUP** ■ **INTERPUBLIC GROUP** ■ **PUBLICIS GROUPE** ■ **HAVAS** ■ **OTHER**

J&J/MERCK CONSUMER PHARMACEUTICALS CO.: 7050 Camp Hill Rd., Ft. Washington, Pa. 19034-2292/Phone: (215) 273-7700. Renaat Van den Hooff, ww pres; Jerry Hansen, VP-bus devel & cons rsch.

- **CONILL**, New York. Carla Poumian-Ruiz, grp acct dir - Hispanic adv, Mylanta, Pepcid.

JANSSEN PHARMACEUTICA PRODUCTS: 1125 Trenton-Harbourton Rd., Titusville, N.J. 08560-0200/Phone: (609) 730-2000. Janet N. Vergis, pres; Jeff Smith, pres-Janssen Ortho-McNeil Primary Care.

- **KPR**, Titusville, N.J. Marc Porter, sr VP & mgmt super - Janssen Ortho-McNeil Primary Care, Paliperidone, Risperdal Consta.

JOHNSON & JOHNSON CONSUMER PRODUCTS CO.: 199 Grandview Rd., Skillman, N.J. 08558/Phone: (908) 874-1000. Colleen Goggins, ww chmn-cons & personal care grp.

- **BDDO WORLDWIDE**, New York. Ray Hilton, exec VP & sr acct dir; Tom Lom, exec VP & sr acct dir - Stayfree, Monistat.
- **COLLE & MCOVY**, Minneapolis. Tom Lindell, dir-client svcs - Acuvue Oasys, Acuvue 1-day Moist, Acuvue for Astigmatism, The Vision Care Institute.
- **DDB WORLDWIDE COMMUNICATIONS GROUP**, New York & Chicago. Peter Hempel, pres-DDB New York; Rick Carpenter, Pres-DDB Chicago - Aveeno, Clean & Clear, Purpose, RoC, Shower to Shower.

- **INTEGRATED COMMUNICATIONS CORP.**, Parsippany, N.J. Ken Jordan, exec VP & mgmt super - Head to Toe baby wash, Bedtime Bath & Lotion, Desitin, Baby Lotion, J&J First Aid, J&J Band-Aid, Cortaid.

- **LOWE WORLDWIDE**, New York. Bob Hay, global acct dir - Johnson's baby prods.

- **COMMONHEALTH**, Parsippany & Morristown, N.J. Matt Giegerich, pres & CEO; Dave Chapman, mg ptnr; John Nosta, pres-Noesis, part of CommonHealth; Marc Weiner, pres-Conectics, part of CommonHealth - media buying, media plng, Listerine, Rogaine, Zyrtec, Lubriderm, Nicorette, Visine.

- **EURO RSCG 4D**, Chicago. Bill Meyer, CEO; Debbie Cheezum, VP & sr acct dir - direct mktg, mktg svcs.

- **UNIVERSAL MCCANN WORLDWIDE**, New York. Peggy Kelly, exec VP & global mgr; Guy Beach, sr VP & global dir - media svcs, Acuvue, Aveeno, Lifescan, Listerine, Vyrtec.

- **R/GA**, New York. Richard Marks, grp acct dir - interactive mktg.

- **TRIBAL DDB**, New York. Richard Guest, genl mgr; Stephan Nesle, acct exec - interactive mktg, Clean & Clear, Aveeno.

LIFESCAN: 1000 Gibraltar Dr., Milpitas, Calif. 95035/Phone: (408) 263-9789. Tom West, pres; John E. Klopp, VP- ww bus devel.

- **ID MEDIA**, New York. Jeff Hinz, sr VP & dir-client svcs - media svcs, Johnson & Johnson.

- **MERKLE**, Lanham, Md. Mike Savage, VP-mktg.

MCCANN ERICKSON & SPECIALTY PHARMACEUTICALS/NUTRITIONALS WORLDWIDE: 7050 Camp Hill Rd., Fort Washington, Pa. 19034-2210/Phone: (215) 273-7000. Paul Sturman, pres-cons health-care, N. Amer.; Bonnie Jacobs, media relations.

- **DEUTSCH**, New York. Val DiFebo, pres-Deutsch New York - St. Joseph aspirin, Tylenol prods, Ortho-Evra, Motrin, Imodium, DePuy.

- **JWT**, New York. Howard Cortemanche, CEO-Health@JWT - Benadryl, Ben-Gay, EPT, Listerine, Lubriderm, Neosporin, Purell, Roloids, Sudacare, Sudafed, Visine, Zyrtec.

- **CONILL**, New York. Roland Janisse, client svcs dir - Hispanic adv, Imodium, Motrin, Tylenol.

- **CAROL H. WILLIAMS ADVERTISING**, Oakland, Calif. Carol H. Williams, CEO & chief creative officer - African-American adv.

- **R/GA**, New York. Richard Marks, grp acct dir - interactive mktg.

MCCANN ERICKSON NUTRITIONALS: 601 Office Center Dr., Fort Washington, Pa. 19034/Phone: (215) 273-7000. Deb Sandler, pres-Nutritionals.

- **R/GA**, New York. Richard Marks, grp acct dir - interactive mktg.

NEUTROGENA CORP.: 5760 W. 96th St., Los Angeles, Calif. 90045/Phone: (310) 642-1150. Jim Colleran, pres-N. Amer.

- **ROBERTS & TARLOW**, Los Angeles. Karen Snook, VP & acct dir - Neutrogena, Acne, Hand B, FMT, Haircare, Cosmetics, Men's, Suncare.

- **ID MEDIA**, New York. Jeff Hinz, sr VP & dir-client svcs - media svcs.

- **UNIVERSAL MCCANN WORLDWIDE**, New York. Peggy Kelly, exec VP & global mg ptnr; Guy Beach, sr VP & global dir - media svcs, Neutrogena.

- **TRIBAL DDB**, New York. Richard Guest, GM; Stephan Nesle, acct exec - interactive mktg, Neutrogena.

ORTHO BIOTECH PRODUCTS: 430 Route #22 East, P.O. Box 6914, Bridgewater, N.J. 08807-0914/Phone: (908) 541-4000. Joaquin Duato, pres; Scott Siegel, dir-bus devel.

- **DDB WORLDWIDE COMMUNICATIONS GROUP**, New York. Dick Rogers, pres - Procrit Anemia Rx.

- **COMMONHEALTH**, Parsippany, N.J. Matt Giegerich, pres & CEO; Dave Chapman, mg ptnr; Michael Parisi, pres-Altum, part of CommonHealth; Marc Weiner, pres-Qi and Conectics, part of CommonHealth - media buying, media plng, Doxil, Procrit, Velcade, Dacogen, Yondelis (PGSM Global).

- **OGILVYONE WORLDWIDE**, New York. Donna Tuths, pres-Ogilvy Healthworld - direct mktg.

ORTHO-MCNEIL PHARMACEUTICAL: 1000 Route #202 South, Raritan, N.J. 08869/Phone: (908) 218-6000. Jeffrey Smith, pres.

- **INTEGRATED COMMUNICATIONS CORP.**, Parsippany, N.J. Ken Jordan, exec VP & mgmt super - Ortho TriCyclen Lo, Ortho Evra, Elmiron, Ultram ER.

- **KPR**, Whitehouse Station, N.J. Marc Porter, sr VP & mgmt super - Duragesic, Ultram ER, Ultram ODT.

- **COMMONHEALTH**, Parsippany, N.J. Matt Giegerich, pres & CEO; Dave Chapman, mg ptnr; Darlene Dobry, pres-Carbon, part of CommonHealth; Marc Weiner, pres-Qi and Conectics, part of CommonHealth - media buying, media plng, Levaquin, Levaquin IV, Cepftbiprole, Doripenem.

PERSONAL PRODUCTS CO.: 199 Granview Rd., Skillman, N.J. 08558-9418/Phone: (908) 874-1000. Michael Sneed, pres.

- **ID MEDIA**, New York. Jeff Hinz, sr VP & dir-client svcs - media svcs, KY Liquids, Act.

JPMORGAN CHASE & CO. 35

\$1.06 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$14,621	\$23,148	-36.8
Sunday magazine	229	4,538	-94.9
B2B magazines	2,514	3,579	-29.8
Local magazines	33	22	51.4
Spanish-language magazines	34	NA	NA
Newspaper	91,536	92,832	-1.4
National newspaper	9,075	12,628	-28.1
Spanish-language newspaper	181	622	-70.8
FSI	17,293	15,240	13.5
Network TV	93,818	73,808	27.1
Spot TV	44,009	35,629	23.5
Syndicated TV	NA	45	NA
Cable TV networks	49,511	25,422	94.8
Spanish-language TV	5,509	NA	NA
Network radio	125	1,882	-93.4
National spot radio	11,765	8,321	41.4
Local radio	17,403	15,245	14.2
Outdoor	18,925	14,011	35.1
Internet	27,795	17,462	59.2
Measured media	404,376	344,433	17.4
Unmeasured spending	658,093	577,743	13.9
Total	1,062,469	922,175	15.2

BY BRAND	2006	2005	% CHG
Chase	325,795	222,269	46.6
JPMorgan Chase	25,994	22,917	13.4
JPMorgan	15,541	13,542	14.8

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$61,437	\$53,748	14.3
Earnings	14,444	8,483	70.3

U.S.	2006	2005	% CHG
Sales	45,463	39,774	14.3

DIVISION SALES	2006	2005	% CHG
Investment Bank	18,277	14,613	25.1
Retail Financial Services	14,825	14,830	0.0
Card Services	14,745	15,366	-4.0
Asset Management	6,787	5,664	19.8
Treasury & Securities Services	6,109	5,539	10.3
Commercial Banking	3,800	3,488	8.9

HEADQUARTERS

JPMorgan Chase & Co./270 Park Ave., New York, N.Y. 10017-2070/Phone: 212-270-6000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: James Dimon, chmn & CEO.

■ **MCGARRYBOWEN**, New York. Bill Borrelle, grp mg dir – strategic plng, creative devel & prodn.

■ **ZENITH MEDIA USA**, New York. Erik Neubart, VP-comms plng – media svcs.

CHASE: 10 S. Dearborn, Chicago, Ill. 60603/Phone: (312) 732-4000. Gordon Smith, CEO-credit card svcs; Eileen Serra, dir-mktg, credit cards; Charlie Scharf, CEO-retail financial svcs; Ryan McInerney, dir-mktg, cons banking.

■ **MCGARRYBOWEN**, New York. Bill Borrelle, grp mg dir – strategic plng, creative devel & prodn.

■ **ZENITH MEDIA USA**, New York. Erik Neubart, VP-comms plng – media svcs.

■ **EURO RSCG 4D**, Baltimore. Edson Olds, mgmt super – digital mktg.

■ **LAPIZ HISPANIC MARKETING**, Chicago. Elizabeth Papisakelariou, acct super – Hispanic adv.

■ **MATLOCK ADVERTISING & PUBLIC RELATIONS**, Atlanta. Matilda Ivey, grp brand dir – interactive mktg, event mktg, pr.

JPMORGAN: 270 Park Ave, New York, N.Y. 10017. Steven Black, mg dir; Bill Winters, mg dir; Kristin Lemkau, dir-mktg.

■ **MCGARRYBOWEN**, New York. Bill Borrelle, grp mg dir.

■ **ZENITH MEDIA USA**, New York. Erik Neubart, VP-comms plng – media svcs.

■ **MANNING SELVAGE & LEE**, New York. Peter Harris, dir-corp practice, MS&L New York – pr, asset mgmt & private banking.

KRAFT FOODS 19

\$1.42 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$418,322	\$474,760	-11.9
Sunday magazine	16,161	28,723	-43.7
B2B magazines	3,630	4,172	-13.0
Local magazines	719	668	7.6
Spanish-language magazines	10	261	-96.0
Newspaper	6,165	8,981	-31.4
National newspaper	NA	992	NA
Spanish-language newspaper	NA	156	NA
FSI	38,469	50,724	-24.2
Network TV	152,757	142,910	6.9
Spot TV	69,286	64,554	7.3
Syndicated TV	18,923	26,963	-29.8
Cable TV networks	211,661	212,206	-0.3

BY MEDIA	2006	2005	% CHG
Spanish-language TV	24,835	31,077	-20.1
Network radio	5,959	7,037	-15.3
National spot radio	784	1,075	-27.1
Local radio	3,651	3,247	12.4
Outdoor	2,011	1,065	88.8
Internet	22,889	12,133	88.7
Measured media	996,233	1,071,704	-7.0
Unmeasured spending	426,957	357,235	19.5
Total	1,423,189	1,428,939	-0.4

BY BRAND	2006	2005	% CHG
Nabisco	211,915	220,572	-3.9
Kraft	139,531	163,076	-14.4
Post	104,792	136,730	-23.4
Oscar Mayer	46,510	46,086	0.9
Lunchables	42,453	33,177	28.0
Crystal Light	37,895	26,509	43.0
Jell-O	35,103	53,478	-34.4
DiGiorno	34,758	29,777	16.7
South Beach Diet	33,285	23,265	43.1
Planters	27,218	27,050	0.6
Capri Sun	25,775	37,226	-30.8
Philadelphia	24,304	23,081	5.3
Maxwell House	17,104	25,572	-33.1
Kool-Aid	16,348	22,548	-27.5
Cool Whip	16,265	24,802	-34.4
Miracle Whip	15,147	4,578	230.9
General Foods International	12,980	10,147	27.9
Good Seasons	12,283	24	NA

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$34,356	\$34,113	0.7
Earnings	3,060	2,632	16.3

U.S.	2006	2005	% CHG
Sales	20,931	21,054	-0.6

HEADQUARTERS

Kraft Foods/3 Lakes Dr., Northfield, Ill. 60093-2753/Phone: 847-646-2000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Irene B. Rosenfeld, chmn & CEO-Kraft Foods; Richard G. Searer, pres-N. Amer; Mary Beth West, exec VP & chief mktg officer; Carole Irgang, sr VP-integrated mktg; Don Miceli, VP-global media resources.

■ **EURO RSCG WORLDWIDE**, New York. Chris Foley, grp acct dir – Ritz, Toasted Chips, Triscuits, Cote d'Or.

■ **DRAFTFCB**, Chicago & New York. Tony Scopellito, exec VP & N. Amer. acct dir – A.I., Back to Nature, Boca Foods, Breakstone's, Bull's Eye Barbecue Sauce, Claussen, Cool Whip, Deluxe Mac & Cheese, Jell-O, Kraft Pizza Co. (California Pizza Kitchen), DiGiorno, Oscar Mayer Lunchables, Shake 'n Bake, South Beach Diet, Stove Top Stuffing, Taco Bell Home Originals, Velveeta, Oreo, Chips Ahoy!, Fig Newtons, 100 Calorie Packs, Planters, Teddy Grahams, Wheat Thins, Back to Nature, General Foods Intl Coffees, Gevalia, Honeymaid Grahams, Jet Puffed Marshmallows, Nutter Butter, SnackWell's, Starbucks grocery partnership, Tazo, Bistro Deluxe, Easy Mac, LiveActive, Velveeta.

■ **JWT**, Chicago. Tony Taylor, global bus dir – Philadelphia Cream Cheese.

■ **MCGARRYBOWEN**, New York. Julie Levin, acct mg dir – strategic plng, creative devel & prodn, Kraft Salad Dressing, Kraft Barbecue Sauce, Kraft Mayonnaise, Miracle Whip salad dressing.

■ **NITRO**, New York. Chris Clarke, CEO – Kraft Singles.

■ **OGILVY & MATHER WORLDWIDE**, New York. Jennifer Ogden, exec grp dir – Balance Bar, Capri Sun, Country Time, Crystal Light, Kool-Aid, Maxwell House, Post cereals, Tang, Yuban, Oscar Mayer, Tassimo.

■ **MEDIAVEST USA**, New York. Ken Sachrin, mg dir – media svcs, Kraft.

■ **AVENUE A/RAZORFISH**, Chicago. Dave Friedman, pres-central region – interactive mktg.

■ **BRAVO GROUP**, New York. Nilda Velez, VP & grp acct dir – Hispanic adv, Chips Ahoy, Oreo, Ritz, Teddy Grahams, Kraft, Kraft Natural Cheese, Jello Gelatin, Post.

■ **CAROL H. WILLIAMS ADVERTISING**, Oakland. Carol H. Williams, CEO & chief creative officer – multicultural adv, Deluxe Macaroni & Cheese, Kraft Barbecue Sauce, Kraft One Co.

■ **G2**, Chicago. Nick Hoadley, mg dir – promo & mktg.

■ **MOMENTUM WORLDWIDE**, Great Lakes. Linda Neff, mg dir – retail, promo, events, Kraft Macaroni & Cheese.

■ **OCTAGON**, Norwalk, Conn. David Parkes, sr VP – promo training.

■ **UNI WORLD GROUP**, New York. Ronny Mills, grp acct dir – African-American adv, urban mktg, Kool-Aid.

■ **TRIBAL DDB**, Chicago. Paul Gunning, pres – interactive mktg, Miracle Whip, Cool Whip, Stove Top, Kraft String Cheese.

■ **VIDAL PARTNERSHIP**, New York. Susan Roel, grp acct dir – Hispanic adv, promo, digital, corp multicultural initiative, Oscar Mayer, Kraft Macaroni & Cheese, DiGiorno Pizza, Tang, Lunchables Jr., Kraft One Co.

ESTEE LAUDER COS. 37

\$1.03 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$130,277	\$140,680	-7.4
Sunday magazine	2,998	3,033	-1.2
B2B magazines	625	1,091	-42.7
Local magazines	453	457	-1.0
Spanish-language magazines	1,160	1,319	-12.0
Newspaper	261	251	4.1
National newspaper	841	1,833	-54.1
Spanish-language newspaper	1	4	-86.4
Network TV	6,290	432	NA
Spot TV	12,567	22,250	-43.5
Syndicated TV	1,973	28	NA
Cable TV networks	2,557	1,341	90.7
Spanish-language TV	623	1,414	-55.9
National spot radio	202	408	-50.6
Local radio	696	419	66.2
Outdoor	1,300	1,186	9.6
Internet	1,671	483	245.6
Measured media	164,492	176,629	-6.9
Unmeasured spending	866,804	862,363	0.5
Total	1,031,296	1,038,992	-0.7

BY BRAND	2006	2005	% CHG
Clinique	40,155	45,770	-12.3
Estee Lauder	31,917	49,217	-35.2
Pleasures	17,932	15,908	12.7
Beautiful	11,691	8,466	38.1

SALES & EARNINGS (\$ IN MILLIONS; 2006 YEAR ENDED 6/30/06)

WORLDWIDE	2006	2005	% CHG
Sales	\$6,464	\$6,280	2.9
Earnings	244	406	-39.9

AMERICAS	2006	2005	% CHG
Sales	3,446	3,351	2.8
Operating income	344	366	-6.0

DIVISION SALES	2006	2005	% CHG
Makeup	2,504	2,367	5.8
Skin Care	2,401	2,352	2.1
Fragrance	1,213	1,261	-3.8
Hair Care	319	274	16.4
Other	27	27	0.0

HEADQUARTERS

Estee Lauder Cos./767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4200.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Leonard A. Lauder, chmn; Fred H. Langhammer, chmn-global affairs; William P. Lauder, pres & CEO; Dan Brestle, chief operating officer; Patrick Bousquet-Chavanne, grp pres; Philip Shearer, grp pres; Cedric Prouve, grp pres-intl; Sally Susman, exec VP-global comms.

■ **IN-HOUSE.**

■ **MINDSHARE WORLDWIDE,** New York. Carla Loffredo, pres & chief exec officer - media svcs.

ARAMIS & DESIGNER FRAGRANCE BRANDS: 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4200. Veronique Gabai-Pinsky, pres; Carol Russo, sr VP & gm-sls & mktg, N. Amer; Stephanie Bendetti, VP-mktg N. Amer; Diane Kim, sr VP-global mktg; Bari Seiden, VP-global comms-Donna Karan, DKNY, Misson, Kiton, Michael Kors, Aramis; Robin Mason, VP-global mktg-Tommy Hilfiger, Lab Series Skincare for Men, Mustang.

■ **IN-HOUSE.**

AVEDA CORP.: 4000 Pheasant Ridge Dr. NE, Blaine, Minn. 55449/Phone: (763) 783-4000. Dominique Conseil, pres; Suzanne Dawson, VP-mktg; Antoinette Beenders, global creative dir; Don Weisse, VP-sls distribution & education; Catherine Culotta, VP-retail sales; Chuck Bennett, VP-earth & community care.

■ **IN-HOUSE.**

BEAUTY BANK: 655 Madison Ave., New York, N.Y. 10021/Phone: (212)572-4200. Jane Hertzmark Hudis, pres; Jim Nevins, sr creative dir; Julie Howard, sr VP-global mktg & brand devel; John Brown, VP-sls.

■ **IN-HOUSE.**

BOBBI BROWN PROFESSIONAL COSMETICS: 575 Broadway, 4th fl., New York, N.Y. 10012/Phone: (646)613-6500. Maureen Case, pres; Rita Mangan, sr VP-sls, mktg & education, N. Amer; Sarah Robbins, VP-global prod devel & mktg; Ruba Abu-Nimah, VP & creative dir.

■ **IN-HOUSE.**

BUMBLE & BUMBLE: 415 W. 13th st., New York, N.Y. 10014/Phone: 917-606-5000. Peter Lichtenthal, pres & gm; Sylvie Kilduff, sr VP-mktg; Howard McLaren, VP-creative; Albie Cortes, VP-sls; Tom Seeberger, VP-sls; Connie Voines, VP-salons.

■ **IN-HOUSE.**

CLINIQUE LABORATORIES: 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-3800. Lynne Green, global pres; Jane Lauder, sr VP-global product mktg; Jim Nevins, sr VP & global creative dir; Kim Fiore, sr VP-sls & education, N. Amer.

■ **IN-HOUSE** - Clinique beauty prods.

DARPHIN: Vendome, 350 Rue St. Honore, Paris, 75001/Phone: 01-47-031607. Nicolas Maincent, genl mgr; Genevieve Du Parc, dir-intl pr; Anne Supplisson, mktg.

■ **IN-HOUSE.**

ESTEE LAUDER: 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4200. Thia Breen, pres-Estee Lauder ww; Elana Drell Szyfer, sr VP-global mktg; Aerin Lauder, sr VP & global creative dir; Donald Robertson, sr VP-creative devel; Daniel Annesse, sr VP & gm, Estee Lauder Intl.

■ **IN-HOUSE.**

■ **LLOYD & CO.,** New York. Doug Lloyd, acct exec - Creative, Estee Lauder.

JO MALONE: 575 Broadway, New York, N.Y. 10012/Phone: (646) 613-6100. Maureen Case, global pres; Mindy Grimes, VP & natl sls mgr; Loretta Miraglia, sr VP-prod devel; Abner Louissaint, VP-new launch mgmt; Carlota Macierira-Coeelho, VP-global mktg.

■ **IN-HOUSE.**

LA MER: 575 Broadway, New York, N.Y. 10012/Phone: (646) 613-6100. Maureen Case, global pres; Mindy Grimes, sr VP-sls & mktg; Loretta Miraglia, sr VP-prod devel; Stephanie Longworth, VP-global mktg; Abner Louissaint, VP-new launch mgmt.

■ **IN-HOUSE.**

M.A.C.: 130 Prince St. 2nd fl., New York, NY 10012/Phone: (212) 965-6300. John Dempsey, global pres; Caroline Geerlings, sr VP-global mktg; James Gager, sr VP & creative dir; Karen Buglisi, sr VP-sls & gm, Americas; Jennifer Balbier, sr VP-prod devel; Sandra Main, VP & gm, intl.

■ **IN-HOUSE.**

ORIGINS NATURAL RESOURCES: 767 Fifth Ave., New York, N.Y. 10153/Phone: (212) 572-4100. Daria Myers, pres; Jenny Belknap, VP-global mktg; Lynn Mazzella, VP-global product devel; Mary LaCasse, VP-department stores; Ken Stone, VP-retail stores; Yves LeBreton, VP, intl; Kathleen Diana, VP-new launch mgmt; Monroe Alechman, sr VP & creative dir.

■ **IN-HOUSE.**

L'OREAL 18

\$1.46 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$320,967	\$338,200	-5.1
Sunday magazine	111	941	-88.2
B2B magazines	2,095	3,203	-34.6
Local magazines	3	174	-98.2
Spanish-language magazines	2,283	1,869	22.2
Newspaper	2,268	509	345.6
National newspaper	1,476	1,585	-6.9
Spanish-language newspaper	7	15	-51.7
FSI	38,153	35,846	6.4
Network TV	186,386	183,175	1.8
Spot TV	7,386	10,039	-26.4
Syndicated TV	70,507	102,008	-30.9
Cable TV networks	77,583	80,584	-3.7
Spanish-language TV	32,824	28,250	16.2
National spot radio	1,168	367	217.9
Local radio	715	179	300.2
Outdoor	1,153	4,085	-71.8
Internet	7,847	6,945	13.0
Measured media	752,932	797,975	-5.6
Unmeasured spending	703,416	666,199	5.6
Total	1,456,348	1,464,174	-0.5

BY BRAND	2006	2005	% CHG
L'Oréal	312,031	328,062	-4.9
Garnier	142,215	135,725	4.8
Maybelline	121,573	118,879	2.3
Lancome	26,228	38,629	-32.1
Armani	19,285	14,782	30.5
Polo	16,603	14,314	16.0
Redken	13,018	20,703	-37.1
Hypnose	11,531	NA	NA
Acqua di Gio	10,655	10,263	3.8

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$19,736	\$17,985	9.7
Earnings	2,291	2,028	13.0
NORTH AMERICA	2006	2005	% CHG
Sales	4,942	5,061	-2.3

DIVISION SALES	2006	2005	% CHG
Consumer Products	9,879	9,280	6.5
Luxury Products	4,716	4,433	6.4
Professional Products	2,657	2,550	4.2
Active Cosmetics	1,410	1,220	15.6
Body Shop Branch	544	NA	NA
Dermatology Branch	430	394	9.1
Other Cosmetics	101	134	-24.6

HEADQUARTERS

L'Oreal/41, rue Martre, Clichy, France 92117/Phone: 33-1-47-56-70-00.

U.S. HEADQUARTERS

L'Oreal USA/575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Laurent Attal, pres & CEO; Rebecca Caruso, exec VP-external affairs & corp comms; David H. Greenberg, sr VP-HR; James P. Huether, sr VP-finance & corp controller; Vikki Schwartzman, VP-corp media.

■ **NO AGENCY.**

L'OREAL CONSUMER PRODUCTS: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Patrick Rabain, pres.

■ **ZENITHOPTIMEDIA,** New York. Bonnie Barest, exec VP & mg dir; Kris Magel, sr VP & acct dir-natl bdcst - media svcs, interactive mktg, Maybelline New York, Garnier.

L'OREAL LUXURY PRODUCTS: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Valerie Chapoulaud, pres; Eric Lauzat, pres-Lancome USA; Serge Jureidini, pres-designer fragrances div; Chris Salgado, pres-specialty brands; Signe Gammeltoft, ww pres-Ralph Lauren fragrances; Roberta Weiss, Kiehl's Since 1851 ww sr VP-mktg; Nina White, sr VP-mktg & deputy gm-Lancome USA; Leslie Marino, sr VP-sls, designer fragrances div; Ed Fox, sr VP-sls, specialty brands; Carol Pasley, sr VP-mktg, specialty brands.

■ **ROBERTS & TARLOW,** New York. Tanya English, dir-creative - Ralph Lauren fragrances, Polo Black, Polo Blue, Pure Turquoise, Romance, Glamorous, Ralph Lauren Style.

■ **EURO RSCG WORLDWIDE,** New York. Mary Perhach, grp acct dir - creative & strategic, Vichy.

■ **PUBLICIS,** New York. Linda Joselow, exec VP & grp acct dir - Biotherm, Lancome, Hypnose.

■ **OPTIMEDIA INTERNATIONAL U.S.,** New York. Bonnie Barest, exec VP & mg dir - media svcs, European designer fragrances, Giorgio Armani parfums, Giorgio Armani beauty, Lancome Paris.

L'OREAL PARIS DIVISION (DIV. OF L'OREAL USA): 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Carol J. Hamilton, pres; Lisa J. Capparelli, VP-integrated mktg comms.

■ **MCCANN ERICKSON WORLDWIDE,** New York. Robert Montagnese, exec VP & brand dir-U.S. - cosmetics, haircare, haircolor, skincare.

■ **ID MEDIA,** New York. Stephanie Thompson, acct dir - Coleur Experte, L'Oreal ReFinish, L'Oreal ReNoviste.

■ **UNIVERSAL MCCANN WORLDWIDE,** New York. David Cohen, exec VP & US dir-digital comms; Beth Egan, - media svcs, interactive media, L'Oreal Paris.

■ **LA MICELA NEW YORK,** New York. Nick La Micela, CEO & chief creative officer; Brenda Chassey, exec VP- client svcs - corp awareness adv, print & outdoor.

■ **R/GA,** New York. Barry Wacksman, - interactive mktg, L'Oreal Paris.

L'OREAL PROFESSIONAL PRODUCTS: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 984-4000. Jean-Jacques Lebel, pres; David Craggs, pres; Paul Sharnsky, sr VP & gm.

■ **PUBLICIS,** New York. Linda Joselow, exec VP & grp acct dir - Matrix.

- **IN-HOUSE.** Deborah Marquardt, VP-Matrix PR - L'Oreal Professional, Kerastase, Matrix.
- **GOTHAM.** New York. Shari Baron, pres - media buying, Redken.
- **INITIATIVE.** New York. Tim Spengler, chief activation officer - media buying, Redken.
- **PEDONE & PARTNERS.** New York. Walter Coyle, media dir - media svcs, Matrix.

MAYBELLINE WORLDWIDE: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500. Karen Fondou, pres-Maybelline New York-Garnier.

- **PUBLICIS.** New York. Linda Joselow, exec VP & grp acct dir - Nutrisse, Fructis, Nutritioniste.
- **GOTHAM.** New York. Sheri Baron, pres - media svcs, Maybelline.
- **ZENITHOPTIMEDIA.** New York. Bonnie Barest, exec VP & mg dir- strategic comms; Kris Magel, sr VP & acct dir-natl bdcst - media svcs, Garnier, Maybelline New York.
- **MOXIE INTERACTIVE.** Atlanta. Alyse Schwartz, VP & grp acct dir - digital creative and media svcs, Maybelline NY brands and Garnier brands.

SOFT SHEEN-CARSON CO.: 575 Fifth Ave., New York, N.Y. 10017/Phone: (212) 818-1500.

- **PUBLICIS NEW YORK.** New York. Linda Joselow, exec VP & grp acct dir - Dark & Lovely, Optimum, Hi-Rez, Let's Jam.
- **AVENUE A/RAZORFISH.** New York. Bob Lord, pres-east region - event plng, prod launches, publicity.
- **BRATSKAIR & CO.,** New York. Allyn Seidman, pres - event plng, prod launches, publicity.

LOWE'S COS. 50

\$838.5 million

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$33,163	\$21,528	54.0
Sunday magazine	NA	233	NA
B2B magazines	323	192	68.4
Local magazines	NA	2	NA
Spanish-language magazines	625	560	11.6
Newspaper	93,434	83,943	11.3
National newspaper	3,311	306	980.9
Spanish-language newspaper	1,195	379	215.1
Network TV	133,525	131,500	1.5
Spot TV	24,923	31,236	-20.2
Syndicated TV	19,955	10,871	83.6
Cable TV networks	57,786	50,573	14.3
Spanish-language TV	23,788	18,329	29.8
Network radio	3,999	2,258	77.1
National spot radio	5,597	23,587	-76.3
Local radio	39,484	39,506	-0.1
Outdoor	618	1,178	-47.5
Internet	19,470	7,959	144.6
Measured media	461,197	424,138	8.7
Unmeasured spending	377,343	354,097	6.6
Total	838,539	778,234	7.7

BY BRAND	2006	2005	% CHG
Lowe's	461,165	424,138	8.7

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 2/1/07)

WORLDWIDE & U.S.	2006	2005	% CHG
Sales	\$46,927	\$43,243	8.5
Earnings	3,405	2,765	23.1

HEADQUARTERS

Lowe's Cos./1000 Lowe's Blvd., Mooresville, N.C. 28117/Phone: (704) 758-1000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Robert A. Niblock, chmn & CEO; Larry D. Stone, pres & chief operating officer; Nick Canter, exec VP-merch; Mike Brown, exec VP-store ops.

■ **BBDO WORLDWIDE.** New York. Tom Sebok, exec VP & mg dir - Lowe's home improvement centers.

■ **CAMPBELL-EWALD.** Warren, Mich. Jeremy Morris, exec VP & acct exec.

■ **OMD WORLDWIDE.** New York. Mark Mirsky, acct dir - media svcs.

■ **ADMERASIA.** New York. Jeff Lin, chief mg officer - Asian-American adv.

■ **CULTURA GROUP.** Dallas. Greg Knipp, pres - Hispanic adv.

■ **FOOTSTEPS.** New York. Ingrid Almonte, grp acct dir; Jim Ward, acct exec - African-American adv.

■ **GMR MARKETING.** New Berlin, Wis. Greg Busch, sr VP-sports/events/partnership mktg - direct mktg.

■ **TRIBAL DDB.** Chicago. John Conmy, acct dir-digital & online adv.

MACY'S 20

\$1.36 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$77,002	\$58,907	30.7
Sunday magazine	3,782	2,375	59.3
B2B magazines	166	543	-69.5
Local magazines	2,823	2,458	14.8
Spanish-language magazines	297	180	64.7
Newspaper	657,014	738,866	-11.1
National newspaper	54,359	52,285	4.0
Spanish-language newspaper	3,404	2,191	55.3
Network TV	50,899	1,001	NA
Spot TV	77,966	178,550	-56.3
Syndicated TV	16,217	19	NA
Cable TV networks	26,228	5,487	378.0
Spanish-language TV	15,790	NA	NA
National spot radio	40,498	12,777	217.0
Local radio	54,710	58,338	-6.2
Outdoor	3,308	2,624	26.1
Internet	4,525	1,144	295.6
Measured media	1,088,987	1,117,743	-2.6
Unmeasured spending	272,247	228,935	18.9
Total	1,361,234	1,346,679	1.1

BY BRAND	2006	2005	% CHG
Macy's	987,816	1,024,205	-3.6
Bloomingdale's	92,724	86,970	6.6

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 2/3/07)

WORLDWIDE	2006	2005	% CHG
Sales	\$26,970	\$22,390	20.5
Earnings	995	1,406	-29.2

U.S.	2006	2005	% CHG
Operating income	1,836	2,424	-24.3

HEADQUARTERS

Macy's/7 W. Seventh St., Cincinnati, Ohio 45202/Phone: (513) 579-7000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Terry Lundgren, chmn, pres & CEO.

BLOOMINGDALE'S: 1000 Third Ave., New York, N.Y. 10022/Phone: (212) 705-2000. Michael Gould, chmn & CEO; John Funck, sr VP-creative.

■ **IN-HOUSE.**

MACY'S CORPORATE MARKETING: 11 Penn Plaza, New York, N.Y. 10001/Phone: 646-429-5000. Peter Sachse, chmn & CEO-Macys.com & pres & chief mktg officer-Macy's Corp Mktg; Martine Reardon, exec VP.

■ **IN-HOUSE.**

MACY'S EAST: 151 W. 34th St., New York, N.Y. 10001/Phone: (212) 695-4400. Ronald Klein, chmn & CEO; James Gray, pres & chief operating officer.

■ **IN-HOUSE.**

■ **JWT.** New York. Beth Waxman-Arteta, bus dir.

■ **SMG SEARCH.** Chicago. Mike Melone, search dir - search mktg.

MACY'S FLORIDA: 22 E. Flagler St., Miami, Fla. 33131/Phone: (305) 835-5151. Julie Grenier, chmn & CEO; J. David Scheiner, pres & chief operating officer; Lisa Kauffman, sr VP & dir- mktg; Gilbert Lorenzo, VP-mktg.

■ **IN-HOUSE.**

■ **JWT.** New York. Beth Waxman-Arteta, bus dir.

■ **SMG SEARCH.** Chicago. Mike Melone, search dir - search mktg.

MACY'S HOME STORE: 151 West 34th St., New York, N.Y. 10001/Phone: (212) 695-4400. Timothy Adams, chmn & CEO; John Harper, pres & chief operating officer; Michael Osborn, pres; Paul Cavalli, exec VP-mktg.

■ **IN-HOUSE.**

■ **JWT.** New York. Beth Waxman-Arteta, bus dir.

■ **SMG SEARCH.** Chicago. Mike Melone, search dir - search mktg.

MACY'S MIDWEST: 611 Olive St., St. Louis, Mo. 63101/Phone: 314-342-6300. William McNamara, chmn & CEO; Brian Keck, pres & chief operating officer; Laura Rutenis, sr VP-mktg; John Porporis, sr VP & dir-stores.

■ **IN-HOUSE.**

■ **JWT.** New York. Beth Waxman-Arteta, bus dir.

■ **SMG SEARCH.** Chicago. Mike Melone, search dir - search mktg.

MACY'S NORTH: 700 Nicollet Mall, Minneapolis, Minn. 55402/Phone: 612-375-2200. Frank Guzetta, chmn; Robert Soroka, pres & chief operating officer; Michelle Mesenburg, div VP- special events, publicity & pr; Bernice Clark, VP-market plng.

■ **IN-HOUSE.**

■ **JWT.** New York. Beth Waxman-Arteta, bus dir.

■ **SMG SEARCH.** Chicago. Mike Melone, search dir - search mktg.

MACY'S NORTHWEST: Third Ave. & Pine St., Seattle, Wash. 98181/Phone: (206) 344-2121. Jeffrey Gennette, chmn & CEO; Robert B. Harrison, pres & chief operating officer; Jack Arndt, sr VP-mktg & sls promo; Val Walser, VP-mktg prodn & ops.

■ **IN-HOUSE.**

■ **JWT.** New York. Beth Waxman-Arteta, bus dir.

■ **SMG SEARCH.** Chicago. Mike Melone, search dir - search mktg.

MACY'S SOUTH: 223 Perimeter Center Pkwy., Atlanta, Ga. 30346/Phone: (770) 913-4000. Edwin Holman, chmn & CEO; Andrew Pickman, pres & chief mktg officer; Michael Krauter, vice chmn & dir-stores; Diann Mahood, exec VP-mktg; Steve Weinbaum, div VP & dir-credit mktg; Robin Gagnon, VP-strategic mktg; Karen Martin, div VP-adv; Steven Cohen, div VP & creative dir.

■ **IN-HOUSE.**

■ **JWT.** New York. Beth Waxman-Arteta, bus dir.

■ **SMG SEARCH.** Chicago. Mike Melone, search dir - search mktg.

MACY'S WEST: 50 O'Farrell St., San Francisco, Calif. 94120/Phone: (415)397-3333. Robert Mettler, chmn & CEO; Daniel Edelman, pres & chief operating officer; Sheila Field, sr VP-mktg & sls promo; Mike Wirkkala, sr VP & cfo; Sally Cohen, VP-sls promo.

■ **IN-HOUSE.**

■ **JWT.** New York. Beth Waxman-Arteta, bus dir.

■ **SMG SEARCH.** Chicago. Mike Melone, search dir - search mktg.

MCDONALD'S CORP. 16

\$1.75 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$37,868	\$61,534	-38.5
Sunday magazine	1,091	2,398	-54.5
B2B magazines	147	314	-53.1
Local magazines	20	NA	NA
Spanish-language magazines	2,080	1,595	30.4
Newspaper	2,768	2,626	5.4
National newspaper	1,098	1,397	-21.4
Spanish-language newspaper	198	242	-18.0
FSI	757	396	91.2
Network TV	252,136	226,681	11.2
Spot TV	150,581	136,030	10.7
Syndicated TV	37,388	41,069	-9.0
Cable TV networks	89,820	91,331	-1.7
Spanish-language TV	66,743	56,741	17.6
Network radio	7,964	5,209	52.9
National spot radio	4,741	5,376	-11.8
Local radio	66,955	66,624	0.5
Outdoor	48,735	50,140	-2.8
Internet	13,917	12,436	11.9
Measured media	785,007	762,138	3.0
Unmeasured spending	963,338	894,683	7.7
Total	1,748,345	1,656,821	5.5

BY BRAND	2006	2005	% CHG
McDonald's	776,403	742,529	4.6

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$21,586	\$19,832	8.8
Earnings	3,544	2,602	36.2

U.S.	2006	2005	% CHG
Sales	7,464	6,955	7.3
U.S. operating income	2,657	2,442	8.8

DIVISION SALES	2006	2005	% CHG
U.S. systemwide sales	27,100	25,643	5.7

HEADQUARTERS

McDonald's Corp./2111 McDonald's Dr., Oak Brook, Ill. 60523/Phone: (630) 623-3000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Andrew McKenna, chmn; Jim Skinner, CEO; Mary Dillon, exec VP & global chief mktg officer; Dean Barrett, sr VP-alliances; Eric Leininger, sr VP-insights; Marlena Peleo-Lazar, VP & chief creative officer; J. Johan Jervøe, corp VP-global mktg; Cathy Nemeth, VP-family bus.

- **DDB WORLDWIDE COMMUNICATIONS GROUP**, Chicago. Rick Carpenter, pres-DDB Chicago - creative svcs, GCM, Women & Family brands.
- **OMD WORLDWIDE**, Chicago. Kate Stephenson, global acct dir - strategy, digital & print buying, McDonald's.
- **AKQA**, San Francisco. Gary Theut, grp acct dir - global digital mktg.
- **GOLINHARRIS**, Chicago. Kim Todd, sr VP - pr, McDonald's.
- **LEO BURNETT WORLDWIDE**, Chicago. Bob Raidt, exec VP & acct dir - youth mktg.

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

Agencies owned by or affiliated with the largest U.S. agency companies are color coded as follows: ■ **OMNICOM GROUP** ■ **WPP GROUP** ■ **INTERPUBLIC GROUP** ■ **PUBLICIS GROUPE** ■ **HAVAS** ■ **OTHER**

MCDONALD'S USA: 1 Kroc Dr, Oak Brook, Ill. 60523/Phone: (630) 623-3000. William Lamar, sr VP & chief mktg officer (through March 31, 2008); Neil Golden, sr VP & chief mktg officer (effective April 1, 2008); Dan Ryan, VP-mktg, U.S.; Marlena Peleo-Lazar, VP & chief creative officer, U.S.; Peter Sterling, VP-mktg & media svcs, U.S.; Karen Wells, VP-strategic innovation, U.S.; Wendy Cook, VP-menu features & design, U.S.; Wade Thoma, VP-menu innovation, U.S.; Steve Levigne, VP-cons & bus insights, U.S.; Tony Suarez, VP-ethnic mktg, U.S.; Greg Watson, VP-strategic mktg, U.S.

- **DDB WORLDWIDE COMMUNICATIONS GROUP**, Chicago. Rick Carpenter, pres-DDB Chicago - GCM women & family brands.
- **MOROCH PARTNERS**, Dallas. Tom Moroch, founder; Pat Kempf, pres; Rob Boswell, pres; Brad Ball, sr ptrn.
- **MPG**, Boston. Bob Galletti, sr VP & grp acct dir - media buying, media plng, McDonald's.
- **OMD WORLDWIDE**, New York. Kate Stephenson, global acct dir; Teri Bauer, dir-Seattle - media svcs, broadcast buying.
- **ADMERASIA**, New York. Hsin-Ling Chuang, comms dir; Sidney T. Yee, chief mktg & integration officer - Asian media, McDonald's.
- **ALMA DDB**, Coral Gables, Fla. Luis-Miguel Messianu, pres & chief creative officer; Angela Battistini, VP & grp acct dir - Hispanic adv, McDonald's.
- **ARC WORLDWIDE**, Chicago. Jenny Cacioppo, exec VP & client solutions ptrn; Jim Carlton, exec VP-creative - Retail mktg, promo mktg, & interactive/digital mktg, McDonald's.
- **ARNOLD WORLDWIDE**, Boston. Tom Lawson, mg ptrn; Jerrie Van Gelder, exec VP & grp acct dir - regional adv/mktg, various regional markets.
- **BURRELL COMMUNICATIONS GROUP**, Chicago. Fay Ferguson, co-CEO; James Patterson, VP & acct dir. - African-American adv, McDonald's.
- **CREATA**, Oak Brook, Ill. Geoff Rosenhain, chief operating officer; Mark Landolt, pres - sls promo.
- **GMR MARKETING**, Chicago. Bruce Florine, sr VP - comms.
- **GOLINHARRIS**, Chicago. Nicola Moore, sr VP - pr, McDonald's.
- **INTEGER GROUP**, Midwest. Greg Field, VP-Krash/Hagan; Joseph Hicks, acct super-Stern Advertising - field mktg, Mcdonald's.
- **IW GROUP**, San Francisco. Irene Cheung, VP - Asian-American adv, McDonald's.
- **LEO BURNETT WORLDWIDE**, Chicago. Bob Raidt, exec VP & ww dir - youth mktg.
- **MARKETING STORE**, Lombard, Ill. Ned Flanagan, sr VP-mktg - sls promo, multicultural mktg, youth mktg, Happy Meal, McDonald's, Monopoly program.
- **TRIBAL DDB**, New York. Paul Gunning, pres-Tribal East - interactive mktg.

MERCK & CO. 38

\$1.02 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$124,812	\$73,801	69.1
Sunday magazine	13,043	4,653	180.3
B2B magazines	206	146	40.8
Spanish-language magazines	282	688	-59.0
Newspaper	28,965	7,966	263.6
National newspaper	2,283	2,613	-12.6
Spanish-language newspaper	379	56	573.7
FSI	661	411	60.8
Network TV	207,653	108,366	91.6
Spot TV	8,017	2,736	193.0
Syndicated TV	39,508	16,679	136.9
Cable TV networks	59,925	36,024	66.3
Spanish-language TV	3,688	2,699	36.7
Network radio	2	4,749	NA
National spot radio	2,476	80	NA
Local radio	2,290	6	NA
Outdoor	10	22	-53.9
Internet	17,911	7,585	136.1
Measured media	512,110	269,279	90.2
Unmeasured spending	512,110	269,279	90.2
Total	1,024,220	538,558	90.2

BY BRAND	2006	2005	% CHG
Merck	172,144	61,468	180.1
Singulair	113,209	105,054	7.8
Zetia	93,638	58	NA
Fosamax	64,451	45,453	41.8
Gardasil	42,740	NA	NA

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$22,636	\$22,012	2.8
Earnings	4,434	4,631	-4.3

U.S.	2006	2005	% CHG
Sales	13,808	12,767	8.2

DIVISION SALES	2006	2005	% CHG
Pharmaceutical	20,375	20,679	-1.5
Vaccines	1,706	984	73.4
Other revenues	394	187	110.7
Other segment	162	161	0.6

HEADQUARTERS

Merck & Co./1 Merck Dr., P.O. Box 100, Whitehouse Station, N.J. 08889-0100/Phone: (908) 423-1000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Rickard T. Clark, pres & CEO; Wendy L. Yarno, chief mktg officer.

- **ID MEDIA**, New York. Faith Slan, VP & acct dir - Fosamax, Gardasil, Januvia, Singulair, Vytarin, Zetia, Merck.
- **INITIATIVE**, New York. Tim Spengler, chief activation officer - media buying & rsch, HPV, Fosamax, Singulair, Vytarin, Zetia.

GLOBAL PHARMACEUTICALS: P.O. Box 4, West Point, Pa. 19486/Phone: (215) 652-5000. Adam H. Schechter, pres-Global Pharmaceuticals.

- **COMMONHEALTH**, Parsippany & Morristown, N.J. Matt Giegerich, pres & CEO; Dave Chapman, mg ptrn; Meg Columbia-Walsh, mg ptrn; John Nosta, pres-Noesis, part of CommonHealth; Christopher Tama, pres-Ferguson, part of Common Health; Marc Weiner, pres-Qi, part of CommonHealth - Emend PONV, Janumet, Januvia, Oncology franchise, Propecia, Zolanza, Neurology franchise.
 - **DDB WORLDWIDE COMMUNICATIONS GROUP**, New York. Peter Hempel, pres-DDB New York - Arcoxia (DTC), Singulair (DTC), Vioxx (DTC).
 - **DRAFTFCB HEALTHCARE**, New York. Joe Jackson, grp mgmt dir - media, Cozaar/Hyzaar, Fosamax (DTC & healthcare professional), Janumet, Propecia, all Merck brands.
 - **HAL LEWIS GROUP**, Philadelphia. David Winograd, pres; James Boland, chief ops officer - Cosopt, Ophthalmics, Trusopt.
 - **OGILVY & MATHER WORLDWIDE**, New York. Donna Tuhs, pres-Ogilvy Healthworld - Zocor (DTC & direct mktg).
 - **INITIATIVE**, New York. Larry Orell, exec VP & gm - Media buying & rsch, HPV, Fosamax, Singulair, Vytarin, Zetia.
 - **PRIME ACCESS**, New York. Howard Buford, pres & CEO - Maxalt, Vytarin, Merck e-business, Zocor (African-American adv); ethnic, gay & lesbian media buying (DTC).
 - **DIGITAS HEALTH**, Philadelphia. Michael du Toit, exec VP-mktg & client svcs - interactive mktg, search mktg, media buying.
 - **G2**, Hatboro, Pa. John Paulson, pres-G2 Interactive - interactive mktg.
 - **TRIBAL DDB**, New York. Tim Pantello, mg ptrn - interactive mktg, Taranabant.
- VACCINE DIVISION:** 770 Summeytown Pike, West Point, Pa. 19486/Phone: (215) 652-5000. Adel A.F. Mahmoud, chief medical advisor; Margaret G. McGlynn, pres.
- **PRIME ACCESS**, New York. Howard Buford, pres & CEO - new assignment, ethnic.
 - **TRIBAL DDB**, New York. Tim Pantello, mg ptrn - interactive mktg, Remicade.

MICROSOFT CORP. 45

\$912.2 million

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$118,184	\$112,837	4.7
Sunday magazine	58	1,634	-96.5
B2B magazines	67,438	80,237	-16.0
Local magazines	9	NA	NA
Spanish-language magazines	122	378	-67.7
Newspaper	8,447	6,148	37.4
National newspaper	28,984	13,816	109.8
Spanish-language newspaper	54	72	-25.1
Network TV	68,819	41,303	66.6
Spot TV	6,593	15,405	-57.2
Syndicated TV	6	879	-99.3
Cable TV networks	32,830	66,399	-50.6
Spanish-language TV	7,192	1,891	280.3
Network radio	3,108	3,736	-16.8
National spot radio	1,459	2,627	-44.4
Local radio	5,003	7,681	-34.9
Outdoor	17,037	3,909	335.9
Internet	81,640	102,975	-20.7
Measured media	446,981	461,924	-3.2
Unmeasured spending	465,225	377,937	23.1
Total	912,206	839,861	8.6

BY BRAND	2006	2005	% CHG
Microsoft	376,006	357,194	5.3
Xbox	41,124	31,392	31.0
MSN	20,032	68,670	-70.8

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 6/30/06)

WORLDWIDE	2006	2005	% CHG
Sales	\$44,282	\$39,788	11.3
Earnings	12,599	12,254	2.8
U.S.	2006	2005	% CHG
Sales	29,730	26,949	10.3
Income before taxes	18,262	16,628	9.8
DIVISION SALES	2006	2005	% CHG
Client	13,001	11,972	8.6
Information Worker	12,380	11,702	5.8
Server and Tools	10,542	9,197	14.6
Home and Entertainment	4,292	3,110	38.0
MSN	2,488	2,486	0.1
Microsoft Business Solutions	906	776	16.8
Mobile and Embedded Devices	365	259	40.9

HEADQUARTERS

Microsoft Corp./1 Microsoft Way, Redmond, Wash. 98052-6399/Phone: (425) 882-8080.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: William H. Gates, III, chmn & chief software architect; Steve A. Ballmer, CEO; Mich Mathews, sr VP-central mktg grp; Michael Delman, corp VP-global mktg comms grp; Steve Petitpas, gm-global adv grp; Jeff Bell, VP-global mktg-Interactive entertainment bus.

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

Agencies owned by or affiliated with the largest U.S. agency companies are color coded as follows: ■ **OMNICOM GROUP** ■ **WPP GROUP**

■ **INTERPUBLIC GROUP** ■ **PUBLICIS GROUPE** ■ **HAVAS** ■ **OTHER**

■ **MCCANN WORLDGROUP**, San Francisco. Matt Ross, global chief exec-Microsoft brands; Nils Peyron, exec VP & global brand dir; John McNeil, exec VP & exec creative dir; Rob Bagot, exec VP & exec creative dir; Patricia Berns, exec VP & ww acct dir-MRM; Wing Pepper, exec VP & ww acct dir-MRM - Microsoft Software, MSN Internet Services, Xbox.

■ **Y&R**, New York. David Sable, mg ptrn - Mobility & Embedded Devices, MSN, Server & Tools, Xbox.

■ **UNIVERSAL MCCANN WORLDWIDE**, New York & San Francisco. Kristi Argylian, exec VP & global mg ptrn - media svcs, Windows, MSN, Xbox, Zune, Office, corporate, IT/dev brands.

■ **AVENUE A/RAZORFISH**, Seattle. Colin Kinsella, pres-west region - interactive mktg.

■ **CASANOVA PENDRILL**, Irvine, Calif. Dan Nance, pres & CEO - Hispanic adv, Xbox.

■ **GMR MARKETING**, New Berlin, Wis. Jon Steitenpohl, VP-client svcs - mktg svcs.

■ **MOMENTUM WORLDWIDE**, San Francisco. Matt Matzen, global acct dir - retail & event mktg.

■ **PUBLICIS MODEM**, San Francisco. Mark Williamson, relationship lead - interactive mktg, direct mktg.

■ **VML**, Seattle. Eric Campbell, delivery svcs mg dir - interactive mktg, MSN, Xbox, EED, WindowsMobile, Windows Live, Microsoft.com.

■ **WUNDERMAN**, New York. Kass Sells, global client lead - direct mktg, Server & Tools, Mobile Communications Business, Entertainment Devices Division, MSN, Windows Live.

NESTLE 25

\$1.31 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$138,673	\$113,833	21.8
Sunday magazine	8,403	4,942	70.0
B2B magazines	1,877	1,739	8.0
Local magazines	185	67	176.9
Spanish-language magazines	198	53	275.6
Newspaper	3,382	2,691	25.7
National newspaper	326	1,006	-67.6
Spanish-language newspaper	43	15	181.7
FSI	49,850	46,112	8.1
Network TV	154,427	162,376	-4.9
Spot TV	22,391	10,668	109.9
Syndicated TV	53,341	60,535	-11.9
Cable TV networks	110,586	88,159	25.4
Spanish-language TV	7,475	5,612	33.2
Network radio	6,548	10,723	-38.9
National spot radio	2,937	4,426	-33.6
Local radio	20,872	19,359	7.8
Outdoor	2,513	763	229.2
Internet	20,863	51,545	-59.5
Measured media	604,888	584,624	3.5
Unmeasured spending	710,086	686,297	3.5
Total	1,314,975	1,270,921	3.5

BY BRAND	2006	2005	% CHG
Purina	108,555	123,120	-11.8
Nestle	85,192	84,555	0.8
Stouffer's	46,751	37,540	24.5
Lean Cuisine	36,707	27,920	31.5
Hot Pockets	30,273	21,815	38.8
Edy's	29,552	34,201	-13.6
Fancy Feast	26,779	20,993	27.6
Friskies	21,264	20,335	4.6
Coffee-Mate	17,347	24,525	-29.3
Juicy Juice	17,146	18,203	-5.8
Tidy Cat	15,803	12,378	27.7
Buitoni	14,658	2,775	428.2
Carnation	13,361	8,826	51.4
Butterfinger	12,012	13,716	-12.4

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$78,327	\$72,843	7.5
Earnings	7,317	6,460	13.3

AMERICAS	2006	2005	% CHG
Sales	24,889	23,149	7.5
EBIT	3,935	3,489	12.8

DIVISION SALES	2006	2005	% CHG
Beverages	20,590	19,061	8.0
Milk prods, nutr & ice cream	20,233	18,576	8.9
Prepared dishes & cooking aids	14,029	13,330	5.2
Petcare	9,085	8,450	7.5
Choc, confection & biscuits	9,068	8,629	5.1
Pharmaceutical products	5,320	4,766	11.6

HEADQUARTERS

Nestle/Ave. Nestle 55, Vevey, Switzerland CH-1800/Phone: 41-21-924-2111.

U.S. HEADQUARTERS

Nestle USA/800 N. Brand Blvd., Glendale, Calif. 91203/Phone: (818) 549-6000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Peter Brabeck-Letmathe, chmn & CEO; Lars Olofsson, exec VP- strategic bus units & mktg.

■ **ZENITHOPTIMEDIA**, New York, Los Angeles & Dallas. Susan Eberhardt, exec VP, comms plng - media svcs.

ALCON LABORATORIES: 6201 South Fwy., Fort Worth, Texas 76134/Phone: (817) 293-0450. Cary Rayment, chmn, pres & CEO.

■ **CORBETT ACCEL HEALTHCARE GROUP**, Chicago. Gemma Bolech, sr VP - all pharmaceutical, surgical and cons prod brands.

DREYER'S GRAND ICE CREAM HOLDINGS: 5929 College Ave., Oakland, Calif. 94618/Phone: (800) 888-3442. Timothy F. Kahn, CEO & President; Tyler Johnston, exec VP-mktg; Deb Crew, sr VP-snacks.

■ **GOODBY, SILVERSTEIN & PARTNERS**, San Francisco. Leslie Barrett, acct dir - Dreyer's Grand Ice Cream, Edy's Grand Ice Cream, Haagen-Dazs.

■ **JWT**, Chicago. Rosemarie Ryan, bus dir - Dreyer's ice cream novelties brands, Drumstick, Push Up, Skinny Cow, Dibs.

GALDERMA: L.P 14501, Fort Worth, Texas 76177/Phone: (817) 961-5000. Anne Egger, VP-mktg.

■ **SUDLER & HENNESSEY**, New York. Cathy Midura, acct exec-Cetaphil; John Marchese, acct exec-Clobex - Cetaphil, Clobex.

■ **BRAND PHARM**, New York. Marge Nelson-Perry, grp acct dir - MetroGel, Triluma, Differin, Plagiis.

JENNY CRAIG: 5770 Fleet St, Carlsbad, Calif. 92008/Phone: 760-696-4000. Patti Larchet, CEO; Scott Parker, VP-mktg.

■ **Y&R**, Irvine, Calif. Rick Eiserman, mg ptrn - Jenny Craig.

NESTLE PURINA PETCARE: Checkboard Square, St. Louis, Mo. 63164/Phone: (314) 982-1000. W.P. McGinnis, CEO & pres; T.E. Block, pres-pet foods, N. Amer; S.L. Crimmins, VP-dog food & new prods; J.C. Vella, VP-cat food mktg; J.T. Quinn, VP-strategic plng, influential & treats; M.L. Crawford, VP-cons comms & insights; R. Watt, pres-golden prods & litter.

■ **AVRETT FREE GINSBERG**, New York. Frank Ginsberg, chmn; Stu Grau, dir-strategic plng; Gabe Miller, dir-acct svcs; Philippe Gousseland, grp acct dir; Rory Braunstein, grp creative dir - Cat Chow, Elegant Medley's Cat Foods, Friskies, Fancy Feast, Kitten Chow, Beggin' Strips, Mighty Dog, Latin Cat Chow, Latin Friskies.

■ **BERLIN CAMERON UNITED**, New York. Suzanne McDonnell, acct exec - Tidy Cats.

- **CHECKMARK COMMUNICATIONS (IN-HOUSE)**, J.K. Lucas, VP & gm – Alpo dog food, Mighty Dog, ProPlan.
- **COLLE & MCVOY**, Minneapolis. Tom Lindell, dir-acct svcs – Purina Veterinary Diets, Breeder.
- **FALLON WORLDWIDE**, Minneapolis. Greg Brinker, grp acct dir – Beneful, Dog Chow, ONE Dog, ONE Cat, Puppy Chow, Pro Plan.
- **ZENITHOPTIMEDIA**, New York. Susan Chen, comms plng super – media svcs, media plng.
- **ARC WORLDWIDE**, Chicago. Scott Clark, VP & acct dir – interactive mktg.

NESTLE USA: 800 N. Brand Blvd., Glendale, Calif. 91203/Phone: (818) 549-6000. Brad Alford, chmn & CEO; Rob Case, pres-beverage; Mike Mitchell, acting pres-food services, N. Amer.; Dave Hubinger, pres-confections & snacks; Angelo Iantosca, pres & CEO-prepared foods; Frank Higgins, VP & gm-emerging markets; Scott Remy, sr VP-comms; Karen Crawford, dir-media adv & relationship mktg; Jackie Lilley, VP-promos & event mktg; Laurie MacDonald, VP-corp & brand affairs; Mary Beth Rymers, dir-market intelligence; Beth Thomas-Kim, dir-cons svcs.

- **DAILEY & ASSOCIATES**, Los Angeles. Tom Lehr, exec VP & mg dir – Baby Ruth, Nestle Crunch prods, Willy Wonka prods.
- **GMR MARKETING**, New Berlin, Wis. Dave Rosenberg, exec VP – PowerBar, Baby Ruth.
- **JWT**, Chicago. Rosemarie Ryan, bus dir – Butterfinger brands, Carnation Condensed & Evaporated Milks, Stouffer's Red Box Single Serve, Stouffer's Red Box Multiserve.
- **MCCANN ERICKSON WORLDWIDE**, Los Angeles. Lisa Epstein, sr VP & grp mg dir – Carnation Coffee-Mate, Carnation Instant Breakfast, Nescafe Frothe, Good Start formulas, Nescafe, Taster's Choice, Nesquik.
- **MRM WORLDWIDE**, Minneapolis. Kelly Harmon-Schmidt, acct exec – Coffee Mate, Taster's Choice.
- **PUBLICIS**, Dallas. Carter Keith, sr VP & mgmt super; Mike Knowles, VP & mgmt super; Susan Scott, sr VP & mgmt super – Buitoni pasta, Croissant Pockets, Hot Pockets, Juicy Juice, Lean Pockets, Nestle PowerBar.
- **BURRELL COMMUNICATIONS GROUP**, Chicago. McGhee Williams Osse, co-CEO; Nikki Davis, VP & acct dir – media buying & promos, Coffee-Mate.
- **ZENITHOPTIMEDIA**, New York. Susan Eberhardt, exec VP-comms plng. – media svcs.
- **BROMLEY COMMUNICATIONS**, San Antonio. Luisa M. Donis, grp acct dir – Hispanic adv, Abuelita, NesCafe Clasico, Maggi, Coffee-Mate, La Lechera, Wonka, JuicyJuice, Nesquik (media planning), Dreyers/Edys ice cream, Nido, Multi-brand initiative.
- **CASANOVA PENDRILL**, Irvine, Calif. Dan Nance, pres & CEO – media buying & Hispanic bdcst, Nesquik.
- **EURO RSCG 4D**, New York. Jenifer Cameli, acct dir – digital mktg, Lean Cuisine.
- **MOXIE INTERACTIVE**, Atlanta. Shelley Bertsch, sr VP-client svcs – interactive mktg, Nestle.
- **PUBLICIS DIALOG**, Irvine, Calif. Mary Puls, mg dir – cons promo, Coffee-Mate, Juicy Juice, Nescafe Taster's Choice, Nesquik, Wonka, Multibrand.
- **MANNING SELVAGE & LEE**, New York. Vickie Fite, mg dir – pr, Nestle infant formulas.

NESTLE WATERS NORTH AMERICA: 777 W. Putnam Ave., Greenwich, Conn. 06830/Phone: (203) 531-4100. Kim Jeffery, pres & CEO; Robert Davino, VP-mktg.

- **MCCANN ERICKSON WORLDWIDE**, New York. Richard Donohoe, sr VP & grp mg dir – Arrowhead, Deer Park, Ozarka, Poland Spring, Zephyrhills.
- **OGILVY & MATHER WORLDWIDE**, New York. Debi Fineman, acct exec – Ice Mountain, Perrier, S. Pellegrino.
- **ZENITHOPTIMEDIA**, New York. Susan Eberhart, exec VP – comms & plng; JoAnn Accarino, sr VP comms plng grp dir – media svcs, Aqua Panna, Arrowhead, Contrex, Deer Park, Ice Mountain, Nestle Pure Life, NPL Splash, Ozarka, Perrier, Poland Springs, S. Pellegrino, Zephyrhills.
- **MEDIA HORIZONS**, Norwalk, Conn. Jim Reynolds, sr VP-mktg; James Kabakow, pres – direct response media.

NEWS CORP.* 26

\$1.24 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$48,672	\$57,629	-15.5
Sunday magazine	2,883	3,970	-27.4
B2B magazines	11,984	12,342	-2.9
Local magazines	62	46	35.2
Spanish-language magazines	36	104	-65.5
Newspaper	111,924	124,990	-10.5
National newspaper	30,185	31,293	-3.5
Spanish-language newspaper	728	411	76.8
FSI	9,621	7,241	32.9
Network TV	187,642	215,661	-13.0
Spot TV	58,212	51,376	13.3
Syndicated TV	21,557	19,470	10.7
Cable TV networks	151,439	128,152	18.2
Spanish-language TV	12,743	7,860	62.1
Network radio	3,508	3,859	-9.1
National spot radio	58,193	61,454	-5.3
Local radio	85,710	93,732	-8.6
Outdoor	20,337	18,849	7.9
Internet	55,686	48,005	16.0
Measured media	871,121	886,443	-1.7
Unmeasured spending	373,338	279,929	33.4
Total	1,244,459	1,166,373	6.7

BY BRAND	2006	2005	% CHG
20th Century Fox movies	447,199	458,962	-2.6
Fox	132,963	136,335	-2.5
News Corp. video	108,594	122,162	-11.1
Fox Searchlight movies	75,382	51,689	45.8
FX	23,210	32,793	-29.2
News Corp. TV stations	19,925	26,228	-24.0

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 6/30/06)

WORLDWIDE	2006	2005	% CHG
Sales	\$25,327	\$23,859	6.2
Earnings	2,314	2,128	8.7

U.S.	2006	2005	% CHG
Sales	14,102	12,884	9.5

DIVISION SALES	2006	2005	% CHG
Filmed Entertainment	6,199	5,919	4.7
Television	5,334	5,338	-0.1
Newspapers	4,095	4,083	0.3
Cable network programming	3,358	2,688	24.9
Direct Bdcst Cable Television	2,542	2,313	9.9
Other	1,397	1,123	24.4
Book publishing	1,312	1,327	-1.1
Magazines & inserts	1,090	1,068	2.1

HEADQUARTERS

News Corp./1211 Ave. of the Americas, 8th fl., New York, N.Y. 10036/Phone: (212) 852-7000.

*Excludes Dow Jones, which News Corp. acquired in December 2007. Dow Jones had 2006 worldwide revenue of \$1.78 billion.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: K. Rupert Murdoch, chmn & CEO; Peter Chernin, pres & chief operating officer; David DeVoe, sr exec VP & cfo; Lawrence A. Jacobs, sr exec VP & grp genl counsel; Anthea Disney, exec VP-content; Gary Ginsberg, exec VP-investor relations & corp comms; Leon Hertz, exec VP; Ian Moore, exec VP-HR; John Nallen, exec VP & deputy cfo; Martin Pompadur, exec VP; Michael Regan, exec VP- government affairs; Genie Gavenchak, sr VP, deputy genl counsel & chief compliance & ethics officer.

FOX BROADCASTING CO.: 10201 W. Pico Blvd., Los Angeles, Calif. 90035/Phone: (310) 369-1000. Tony Vinciguerra, pres & CEO-Fox Network Group; Peter Liguori, pres-entertainment, Fox Broadcasting Co.; Ed Wilson, pres-Fox Television Network; John Nesvig, pres-adv sls & exec VP, Fox Television; Joe Earley, exec VP-mktg & comm; Laurel Bernard, sr VP-mktg.

- **NO AGENCY** – Fox Broadcasting Co., Fox television stations, Fox television studios, Twentieth Century Television.

FOX CABLE NETWORKS GROUP: P.O. Box 900, Beverly Hills, Calif. 90213/Phone: (310) 369-1000. Anthony J. Vinciguerra, pres & CEO, Fox Networks Group; Lou LaTorre, pres-adv & sls, Fox Cable Networks; Mike Hopkins, exec VP-affiliate sls & mktg; Todd Schoen, sr VP-affiliate mktg; Jamie Bigalow, VP-affiliate mktg; Sol Doten, VP-affiliate mktg; Bruce Lefkowitz, exec VP-adv sls, Fox Cable Entertainment; Guy Sousa, exec VP-adv sls, Fox Cable Sports; John Landgraf, pres & gm-FX; Stephanie Gibbons, exec VP-mktg & promo-FX; Chuck Saffler, pres-Fox Regional Cable Sports Networks; David Hill, chmn & CEO-Fox Sports Television Group; Bob Thompson, pres-Fox Natl Cable Sports & Fox Sports Inatl; Randy Freer, pres-Fox Regional Cable Sports Networks; Erik Markgraf, exec VP-mktg, Fox Sports mktg group; Dan Dieffenbach, sr VP-mktg, FSN; Big Ten Network: Mark Silverman, pres; Erin Harvego, VP-mktg; Fox College Sports: Bob Thompson, pres; Fox Soccer Channel: David Sternberg, exec VP & gm; Dermot McQuarrie, asst gm & sr VP-prog & prod; Raul de Quesada, sr VP-mktg & comms; Veronica Alvarez, dir-mktg & comms; Fuel TV: C.J. Olivares, gm & sr VP; Jake Munsey, VP-mktg & OAP; National Geographic Channel: Steven Schiffman, acting gm; Kiera Kynnenen, sr VP-mktg; Rich Goldfarb, sr VP-media sls; Brad Dancer, VP-rs-ch & On-Demand; Speed: Hunter Nickell, pres; Lila Everett, sr VP-mktg; Nancy MacDonald, mktg dir-branding & event plng; Fox Movie Channel: Adam Lewinsohn, VP-prog; Fox Reality Channel: David Lyle, pres; Bob Boden, sr VP-prog; Edward Skolarus, VP-bus & opers; Lorey Zlotnik, sr VP-mktg & OAP; Fox Sports en Espanol: David Sternberg, exec VP & gm; Raul de Quesada, asst gm & sr VP-mktg, comms & creative svcs; Dermot McQuarrie, asst gm & sr VP-prodn & prog; Tom Maney, sr VP-adv sls.

- **IN-HOUSE** – FSN, Fox Reality, Fox Soccer Channel, Fox Sports en Español, Fuel TV, FX, National Geographic Channel, SPEED.
- **MEDIA STORM**, S. Norwalk, Conn. Craig Woerz, mg ptrn – media buying, FX, Speed.
- **MPG**, Miami & New York. Lisa Torres, sr VP & grp acct dir-MPG Diversity-Fox Sports en Espanol; Mark Means, sr VP & grp acct dir-Fox Soccer Channel – media buying, Fox Sports en Espanol, Fox Soccer Channel.
- **UNION**, New York. Nelson Martinez, ptrn; Bob Wyatt, ptrn – creative & strategic, National Geographic Channel.
- **H&M COMMUNICATIONS**, Los Angeles. Etienne Hernandez-Medina, pres – pr, Fox Soccer Channel, Fox Sports en Espanol.

FOX FILMED ENTERTAINMENT: 10201 W. Pico Blvd., Los Angeles, Calif. 90035/Phone: (310) 369-1000. Jim Gianopolous, chmn & CEO; Tom Rothman, chmn & CEO; Robert Harper, vice chmn-Twentieth Century Fox & exec VP-Fox Filmed Entertainment; Hutch Parker, pres-Twentieth Century Fox; Elizabeth Gabler, pres-Fox 2000 Pictures; Chris Meledandri, pres-Animation; Peter Rice, pres-Fox Searchlight & Fox Atomic; Bruce Snyder, pres-domestic distribution; Pamela Levine, co-pres-domestic distribution theatrical mktg; Tony Sella, co-pres-domestic distribution theatrical mktg; Cheryl Idell, exec VP-media & mktg plng.

- **ZENITH MEDIA USA**, Los Angeles. Julie Rieger, exec VP & dir-West Coast – media plng & buying, 20th Century Fox, 20th Century Fox Home Entertainment, 20th Century Fox Animation, Fox 2000 Pictures, Fox Searchlight, Fox Atomic, Fox Walden.
- **MOXIE INTERACTIVE**, Los Angeles. Jana Steckler, sr VP-client svcs – digital media, 20th Century Fox.

FOX INTERACTIVE MEDIA: 407 N Maple Dr, Beverly Hills, Calif. 90210/Phone: (310) 969-7000. Ross Levinson, pres-Fox Interactive Media; Joan Trimble, sr VP-adv sls; Heidi Browning, VP-strategic solutions; David Tokheim, VP-mktg solutions; Kelly Forese, VP-advopers.

■ **IN-HOUSE.**

FOX NEWS: 1211 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 301-3000. Roger Ailes, chmn & CEO; Paul Rittenberg, sr VP-adv sls; Roger Dormal, VP & natl sls dir; Michael Tammero, sr mgr-mktg.

■ **IN-HOUSE.** Michael Tammero, sr mgr-mktg.

FOX TELEVISION STATIONS: 1999 S. Bundy Dr., Los Angeles, Calif. 90025-5235/Phone: (310) 584-2000. Roger Ailes, chmn; Jack Abernethy, CEO; Dennis Swanson, pres-station opers; Leslie Lyndon, VP-adv & promo; Lori Terwell Asbury, VP-adv & promo.

■ **IN-HOUSE.**

HARPERCOLLINS PUBLISHERS: 10 E. 53rd St., New York, N.Y. 10022/Phone: (212) 207-7000. Jane Friedman, pres & CEO; Glenn D' Agnes, exec VP & chief operating officer.

■ **IN-HOUSE.** Debbie Mercer, dir-promo; Melissa Broder, dir-promo - Co-op & Niche mktg.

NEW YORK POST: 1211 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 930-8000. Paul Carlucci, pub; Jennifer Jehn, sr VP-mktg; Howard Adler, sr VP-adv; Patrick Judge, grp VP-adv; Lisa Barnett, promo dir.

■ **IN-HOUSE.**

■ **Y&R.** New York. Hamish McLennan, mg ptrn - New York Post.

NEWS AMERICA MARKETING: 1211 Ave. of the Americas, 5th fl., New York, N.Y. 10036/Phone: (212) 782-8000. Paul V. Carlucci, CEO; Chris Mixson, pres; Eugene Klein, chief operating officer; Martin Garafalo, exec VP-retail; Jesse Aversano, sr VP-mktg & bus mgmt.

■ **IN-HOUSE.**

THE WEEKLY STANDARD: 1150 17th St., NW, Suite 505, Washington, D.C., 20036/Phone: (202) 293-4900. Terry Eastland, pub; Peter Dunn, assoc pub; Nicholas Swezey, adv dir; Stephanie Decker, adv mgr; Catherine Daniel, print & online mktg.

■ **NO AGENCY.**

NISSAN MOTOR CO. 23

\$1.33 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$182,225	\$222,360	-18.0
Sunday magazine	1,843	5,497	-66.5
B2B magazines	797	1,599	-50.1
Local magazines	138	247	-44.0
Spanish-language magazines	427	452	-5.5
Newspaper	28,366	57,599	-50.8
National newspaper	8,938	12,135	-26.3
Spanish-language newspaper	786	621	26.6
Network TV	254,277	252,218	0.8
Spot TV	288,011	311,362	-7.5
Syndicated TV	159	6,447	-97.5
Cable TV networks	98,497	100,001	-1.5
Spanish-language TV	17,778	8,904	99.7
Network radio	NA	1,245	NA
National spot radio	843	1,126	-25.1
Local radio	15,690	15,310	2.5
Outdoor	16,154	19,600	-17.6
Internet	28,574	6,929	312.4
Measured media	943,502	1,023,650	-7.8
Unmeasured spending	385,374	418,111	-7.8
Total	1,328,875	1,441,761	-7.8
BY BRAND	2006	2005	% CHG
Nissan	740,523	813,522	-9.0
Infiniti	202,979	210,128	-3.4

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 3/31/07)

WORLDWIDE	2006	2005	% CHG
Sales	\$90,072	\$85,071	5.9
Earnings	3,965	4,674	-15.2
NORTH AMERICA	2006	2005	% CHG
Sales	39,153	38,251	2.4
DIVISION SALES	2006	2005	% CHG
Automotive	88,190	80,127	10.1
Financing	5,977	4,944	20.9

HEADQUARTERS

Nissan Motor Co./17-1, Ginza 6-chome, Chuo-ku, Tokyo, Japan 104-8023/Phone: 81-3-3543-5523.

U.S. HEADQUARTERS

Nissan Motor Co./Nissan N. Amer., 333 Commerce St., Nashville, Tenn. 37207/Phone: (615) 725-1000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Carlos Ghosn, pres & CEO; Norio Matsumura, exec VP-mktg; Ben Poore, VP-mktg; Nissan N. Amer.; Mark McNabb, sr VP-sls & mktg; Steve Kerho, dir-media & interactive; Larry Dominique, VP-prod plng & strategy.

INFINITI DIVISION: 333 Commerce St., Nashville, Tenn. 37201/Phone: (615) 725-1000. Mark Igo, VP & gm; Jim DeTrude, dir-mktg; Deb Thomas, sr mgr-media.

■ **TBWA WORLDWIDE,** Los Angeles. John McNeel, ww mg dir.

■ **OMD WORLDWIDE,** Los Angeles. Jim Helberg, exec dir-client comms, Los Angeles - media svcs.

■ **TRUE AGENCY,** Los Angeles. Valencia Gayles, pres & CEO; Monica Smith, acct dir - African-American adv.

NISSAN DIVISION: 333 Commerce St., Nashville, Tenn. 37201/Phone: (615) 725-1000. Bill Bosley, VP & gm; Mike Fischer, dir-mktg comms; Michelle Erwin, corp mgr-adv; Melissa Adams, sr mgr-media & multicultural.

■ **TBWA WORLDWIDE,** Los Angeles. John McNeel, ww mg dir.

■ **OMD WORLDWIDE,** Los Angeles. Jim Helberg, exec dir-client comms, Los Angeles; Kristi Lind, dir-client comms, Los Angeles - media svcs.

■ **TRUE AGENCY,** Los Angeles. Valencia Gayles, pres & CEO; Tracey Clenton, acct dir - African-American adv.

■ **VIDAL PARTNERSHIP,** New York. Susana Roel, grp acct dir - Hispanic adv, media svcs, pr, promo, digital.

NOVARTIS 36

\$1.05 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$58,326	\$78,975	-26.1
Sunday magazine	3,369	4,624	-27.1
B2B magazines	2,180	1,633	33.5
Local magazines	20	23	-16.3
Spanish-language magazines	142	145	-2.5
Newspaper	2,490	1,618	53.9
National newspaper	NA	12	NA
Spanish-language newspaper	1	NA	NA
FSI	17,139	15,174	12.9
Network TV	151,634	165,245	-8.2
Spot TV	6,118	10,473	-41.6
Syndicated TV	56,427	50,615	11.5
Cable TV networks	130,651	159,996	-18.3
Spanish-language TV	4,077	5,094	-20.0
Network radio	2,657	2,746	-3.2

BY MEDIA	2006	2005	% CHG
National spot radio	2,884	2,710	6.4
Local radio	7,788	4,238	83.8
Outdoor	287	19	NA
Internet	27,283	25,525	6.9
Measured media	473,470	528,864	-10.5
Unmeasured spending	578,686	646,390	-10.5
Total	1,052,156	1,175,254	-10.5

BY BRAND	2006	2005	% CHG
Lamisil	121,307	143,043	-15.2
Zelnorm	85,182	62,445	36.4
Excedrin	57,613	50,990	13.0
Gerber	45,147	80,767	-44.1
Benefiber	21,230	20,794	2.1
Theraflu	20,664	18,332	12.7
Triaminic	18,654	19,724	-5.4
Novartis	14,760	9,778	51.0
O2 Optix	14,436	26,971	-46.5
Gas-X	12,608	6,237	102.1
Maalox	11,426	11,714	-2.5
Femara	11,159	26,595	-58.0

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$37,020	\$32,212	14.9
Earnings	7,202	6,141	17.3

U.S.	2006	2005	% CHG
Sales	14,998	12,587	19.2

DIVISION SALES	2006	2005	% CHG
Pharmaceuticals	22,570	20,262	11.4
Consumer health	6,540	7,256	-9.9
Sandoz	5,959	3,694	61.3
Vaccines and Diagnostics	956	NA	NA

HEADQUARTERS

Novartis/Lischstrasse 35, Basel, Switzerland CH 4002/Phone: 41-61-324-1111.

U.S. HEADQUARTERS

Novartis/Novartis Corp., 608 Fifth Ave., New York, N.Y. 10020/Phone: (212) 307-1122.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Daniel Vasella, chmn & CEO.

■ **COMMONHEALTH,** Parsippany, N.J. Matt Giegerich, pres & CEO; Marc Weiner, pres-Connectics, part of CommonHealth - media buying & plng-b to b.

■ **MINDSHARE WORLDWIDE,** New York. Beth LeMasurier, mg ptrn & ww strategic plng dir - media svcs, Novartis.

CIBA VISION CORP.: 11460 Johns Creek Pkwy., Duluth, Ga. 30097/Phone: (770) 476-3937. Michael Kehoe, CEO; Francesco Balestrieri, pres-N. Amer.; Julie Collins, dir-N. Amer cons mktg.

■ **SAATCHI & SAATCHI,** New York. Mariana Sanchez, exec VP & global equity dir - Dailies, Night & Day, O2Optix, all contact lens brands.

NOVARTIS ANIMAL HEALTH U.S.: 3200 Northline Ave., Ste. 300, Greensboro, N.C. 27408/Phone: (336) 387-1000. Robert W. Jones, CEO.

■ **COLLE & MCVOY,** Minneapolis. Tom Lindell, dir-client svcs - Deramaxx dog Rx, Adequan.

■ **TRONE,** High Point, N.C. Doug Barton, mg ptrn - Sentinel, Interceptor.

■ **MORGAN & MYERS,** Milwaukee. Gary Myers, pres & CEO - Novartis.

NOVARTIS CONSUMER HEALTH: 200 Kimball Dr., Parsippany, N.J. 07054-0622/Phone: (973) 503-7760. Larry Allgaier, CEO; Brian McNamara, sr VP & gm.

- **EURO RSCG WORLDWIDE**, New York. Larry Pollare, global brand dir - Benefiber, Ex-lax, Gas X, Maalox, Nicotinell, Vagistat.
- **LIFEBRANDS**, New York, N.Y. Jeff Halpern, dir- strategic plng - healthcare adv, oncology new prods.
- **SAATCHI & SAATCHI**, New York. Merrie Harris, sr VP & global equity dir - Theraflu, Triaminic, Buckley's, Excedrin, Lamisil, Lamisilk.
- **COMMONHEALTH**, Parsippany, N.J. Matt Giegerich, pres & CEO; Dave Chapman, mg ptrn; Christopher Tama, pres-Ferguson, part of CommonHealth; John Nosta, pres-Noesis, part of CommonHealth; Marc Weiner, pres-Conectics, part of CommonHealth - media buying & plng-b to b, Excedrin, Voltaren Gel, Preactid.
- **MANNING SELVAGE & LEE**, New York. Kelly Dencker, healthcare practice dir - pr, Excedrin, Thrive, Triaminic, corp pr supprt.

NOVARTIS PHARMACEUTICALS CORP.: 1 Health Plaza, East Hanover, N.J. 07936/Phone: (973) 778-8300. Alex Gorsky, CEO, NPC & Head- Pharma, N. Amer.; Constance Mossop, exec dir-agency relations & opsers.

- **CLINE DAVIS & MANN**, New York. Erin Ellis, exec VP & dir-client svcs - Alb-interferon, Elidel, Indacaterol, Lumiracoxib, NVA/QVA, TOBI Xolair.
- **DDB WORLDWIDE COMMUNICATIONS GROUP**, New York. Peter Hempel, pres-DDB New York - Enablex, Tobi, Xolair.
- **DEUTSCH**, New York. Val Di Febo, pres - Tekturna, Preactid, Lotrel, Famvir.
- **HILL HOLLIDAY**, Boston. Scott Rabschnuk, sr VP & grp acct dir - Diovan.
- **INTEGRATED COMMUNICATIONS CORP.**, Parsippany, N.J. Colleen Katzman, exec VP & mgmt super - Diovan, Exforge, Rasilez global & U.S., BP Zone global & U.S., Starlix.
- **MCCANN ERICKSON WORLDWIDE**, New York. Andrew Schirmer, exec VP-McCann HumanCare - Reclast.
- **MCCANN HUMANCARE**, Parsippany, N.J. Joe Poggi, pres - Lumiracoxib.
- **MERKLEY & PARTNERS**, New York. Mandy Antoniaci, grp acct dir - Femara.
- **REGAN CAMPBELL WARD/MCCANN**, East Hanover, N.J. Maureen Regan, CEO - Aclasta.
- **TORRE LAZUR MCCANN**, Parsippany, N.J. Joe Poggi, pres; Marci Piasecki, CEO - Lumiracoxib, Tyzeka/Sebivo, Reclast.
- **COMMONHEALTH**, Parsippany, N.J. Matt Giegerich, pres & CEO; Marc Weiner, pres-Conectics, part of CommonHealth - media buying & plng-b to b, flu vaccine.
- **DRAFTFCB HEALTHCARE**, New York. Ellen Wasserman, pres-ProHealth - medical education, Gilvec.

NOVARTIS VACCINES AND DIAGNOSTICS: 350 Massachusetts Ave, Cambridge, Mass. 02139/Phone: (510) 923-6500. Rajiv DeSilva, head-Americas div & pres-Novartis Vaccines US.

- **DORLAND GLOBAL CORP.**, Philadelphia. Rita Sweeney, pres & chief operating officer.
- **COMMONHEALTH**, Parsippany, N.J. Matt Giegerich, pres & CEO; Meg Columbia-Walsh, mg ptrn - media buying & plng-b to b, flu vaccine.
- **CADIENT GROUP**, Conshohocken, Pa. Stephen Wray, pres & CEO.

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

Agencies owned by or affiliated with the largest U.S. agency companies are color coded as follows: ■ **OMNICOM GROUP** ■ **WPP GROUP** ■ **INTERPUBLIC GROUP** ■ **PUBLICIS GROUPE** ■ **HAVAS** ■ **OTHER**

J.C. PENNEY CO. 27

\$1.16 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$53,854	\$49,662	8.4
Sunday magazine	10,383	4,931	110.5
B2B magazines	253	232	8.7
Spanish-language magazines	372	208	78.4
Newspaper	155,184	152,903	1.5
National newspaper	4,833	1,178	310.2
Spanish-language newspaper	370	680	-45.5
FSI	1,529	1,367	11.9
Network TV	111,994	98,674	13.5
Spot TV	1,408	154	815.1
Syndicated TV	99	6,546	-98.5
Cable TV networks	29,960	26,780	11.9
Spanish-language TV	28,751	22,876	25.7
Network radio	12,337	15,911	-22.5
National spot radio	11,793	11,098	6.3
Local radio	8,563	8,162	4.9
Outdoor	98	140	-30.2
Internet	33,126	32,458	2.1
Measured media	464,905	433,961	7.1
Unmeasured spending	697,358	650,941	7.1
Total	1,162,263	1,084,901	7.1

BY BRAND	2006	2005	% CHG
JCPenney	462,510	422,719	9.4

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 2/3/07)

WORLDWIDE & U.S.	2006	2005	% CHG
Sales	\$19,903	\$18,781	6.0
Earnings	1,153	1,088	6.0

HEADQUARTERS

J.C. Penney Co./6501 Legacy Dr., Plano, Texas 75024-3698/Phone: (972) 431-1000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Mike Ullman, chmn & CEO; Ken Hicks, chmn, pres & chief mktg officer-J.C. Penney stores, catalog & internet; Mike Boylson, exec VP & chief mktg officer; Leslie Palmer, VP & dir-creative svcs; Todd Beurman, natl adv dir; Olivia Vela, mgr & multicultural mktg dir.

■ **SAATCHI & SAATCHI**, New York. Michael Zuna, exec VP & acct dir.

■ **OMD WORLDWIDE**, Chicago. Scot Butler, client comms dir-Chicago; Ed Hughes, client comms dir-Chicago - media svcs, media plng, broadcast & print.

■ **DIESTE HARMEL & PARTNERS**, Dallas. Salma Gottfried, exec dir-acct mgmt - Hispanic adv.

■ **INTERTREND COMMUNICATIONS**, Long Beach, Calif. Julia Huang, pres & CEO; Wade Guang, acct dir; Rita Cheng, sr acct super - Asian-American adv.

PEPSICO 24

\$1.32 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$191,640	\$188,627	1.6
Sunday magazine	7,331	4,805	52.6
B2B magazines	962	1,233	-22.0
Local magazines	NA	35	NA
Spanish-language magazines	121	316	-61.5
Newspaper	4,769	10,801	-55.8
National newspaper	477	1,200	-60.3
Spanish-language newspaper	331	109	203.0
FSI	20,462	21,205	-3.5
Network TV	354,462	443,633	-20.1
Spot TV	60,484	74,033	-18.3

BY MEDIA	2006	2005	% CHG
Syndicated TV	49,923	56,874	-12.2
Cable TV networks	156,629	166,105	-5.7
Spanish-language TV	49,124	61,313	-19.9
Network radio	7,955	12,274	-35.2
National spot radio	6,180	8,417	-26.6
Local radio	35,463	39,791	-10.9
Outdoor	4,960	15,120	-67.2
Internet	14,313	19,103	-25.1
Measured media	965,587	1,124,992	-14.2
Unmeasured spending	357,135	336,037	6.3
Total	1,322,721	1,461,029	-9.5

BY BRAND	2006	2005	% CHG
Pepsi	191,772	257,793	-25.6
Gatorade	182,994	206,256	-11.3
Quaker	182,924	193,549	-5.5
Propel	68,411	63,228	8.2
Lay's	68,331	74,749	-8.6
Mountain Dew	57,636	55,119	4.6
Sierra Mist	35,343	52,381	-32.5
Tostitos	35,332	29,051	21.6
Rice-A-Roni	18,562	16,783	10.6
Aquafina	18,205	27,205	-33.1
Tropicana	17,770	58,796	-69.8
Smart Spot	17,277	157	NA
Doritos	12,856	29,763	-56.8
Cheetos	12,825	10,262	25.0

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$35,137	\$32,562	7.9
Earnings	5,065	4,536	11.7

U.S.	2006	2005	% CHG
Sales	22,178	21,186	4.7
Income before taxes	3,844	3,175	21.1

DIVISION SALES	2006	2005	% CHG
PepsiCo International	12,959	11,376	13.9
Frito-Lay North America	10,844	10,322	5.1
PepsiCo Beverages N. Amer.	9,565	9,146	4.6
Quaker Foods N. Amer.	1,769	1,718	3.0

HEADQUARTERS

PepsiCo/700 Anderson Hill Rd., Purchase, N.Y. 10577/Phone: (914) 253-2000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Indra Nooyi, chmn & CEO.

■ **NO AGENCY.**

FRITO-LAY N. AMER.: 7701 Legacy Dr., Plano, Texas 75024/Phone: (972) 334-7000. Al Carey, pres & CEO; Jaya Kumar, chief mktg officer.

■ **ELEMENT 79 PARTNERS**, Chicago. Tracey Button, sr VP & mgmt dir - Tostitos, Fritos, Lays.

■ **GOODBY, SILVERSTEIN & PARTNERS**, San Francisco. Kelly Johnson, acct dir - Doritos, Frito-Lay, Cheetos.

■ **OMD WORLDWIDE**, Plano, Texas. Chris Hoopes, client comms dir; Jennifer Gardner, natl TV dir - media svcs.

PEPSI-COLA N. AMER.: 700 Anderson Hill Rd., Purchase, N.Y. 10577/Phone: 914-253-2000. Hugh Johnston, pres-Pepsi Cola, N. Amer.; Cie Nicholson, sr VP & chief mktg officer; Meena Mansharamani, sr VP-innovation & insights.

■ **BBDO WORLDWIDE**, New York. Cathy Isrealevitz, sr VP & sr acct dir - Amp, Aquafina, Code Red, Diet Pepsi Max, Pepsi, Mountain Dew, Sierra Mist, Wild Cherry Pepsi.

■ **DDB WORLDWIDE COMMUNICATIONS GROUP**, New York. Peter Hempel, pres-DDB, New York - Diet Pepsi.

■ **ELEMENT 79 PARTNERS**, Chicago. Nancy Spector, VP & mgmt dir - Tava.

- **OMD WORLDWIDE**, New York. Gail Stein, client comms dir; Jennifer Gardner, natl TV dir – media svcs.
- **DIESTE HARMEL & PARTNERS**, New York. Jose Pablo Rodriguez, acct dir – Hispanic adv.
- **EURO RSCG 4D**, New York. Bill Meyer, CEO; Annemarie Swope, sr acct dir – direct mktg, mktg svcs.
- **SPIKE DDB**, New York. Michael Whitaker, acct super – African-American adv.
- **TRACYLOCKE**, Dallas. Maria Zanghetti, VP-client svcs; Eric Ronshaugen, exec creative dir – sls promo, materials, brand platform, integrated svcs.
- **TRIBAL DDB**, New York. Christian Deitrich, grp acct dir – interactive mktg.

QUAKER TROPICANA GATORADE: 555 W. Monroe St., Chicago, Ill. 60661/Phone: 312-821-1000. Charles Maniscalco, CEO & pres-OTG; Todd Magazine, pres-Gatorade; Greg Shearson, pres-Tropicana Prods; Mark Schiller, pres-Quaker Foods & Snacks; Linda J. Caffarello, dir-media svcs.

- **ELEMENT 79 PARTNERS**, Chicago. Don Durbin, sr VP & mgmt dir; Kim Noles, sr VP & mgmt dir – Gatorade, Propel Fitness Water, Aunt Jemima, Cap'n Crunch, Rice-A-Roni, Life cereal, Quaker Snack Bars, Quaker Rice Snacks, Simple Harvest, Tropicana.
- **OMD WORLDWIDE**, New York & Chicago. Bob Porcaro, client comms dir; Jennifer Gardner, natl TV dir – media svcs, Quaker, Tropicana, Gatorade.
- **DIESTE HARMEL & PARTNERS**, Dallas. Jose Pablo Rodriguez, acct dir; Salma Godfried, exec dir – Hispanic adv.
- **TRACTIV**, Chicago. Chris Miller, co-pres – interactive mktg, Quaker Rice Snacks, Quaker Weight Control Instant Oatmeal, Quaker Simple Harvest.
- **TRIBAL DDB**, Chicago. Paul Gunning, pres-Tribal East – interactive mktg, Quaker Chewy Granola Bars.

SOBE BEVERAGE: 40 Richards Ave., Norwalk, Conn. 06854/Phone: (203) 899-7111. Jeff Dubiel, VP-mktg, premium beverages; Darrell Johnson, brand dir-SoBe 20 oz.; Jeff Dec, brand mgr-SoBe energy.

■ **JAGER DI PAOLA KEMP DESIGN**, Burlington, Vt. Leigh Horton, acct dir – SoBe Adrenaline Rush.

PFIZER 31

\$1.10 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$239,236	\$195,485	22.4
Sunday magazine	49,920	25,282	97.5
B2B magazines	2,004	1,919	4.4
Local magazines	28	3	762.5
Spanish-language magazines	78	52	48.9
Newspaper	45,185	27,065	67.0
National newspaper	18,012	18,286	-1.5
Spanish-language newspaper	187	316	-40.7
FSI	NA	23	NA
Network TV	156,957	116,795	34.4
Spot TV	24,281	12,554	93.4
Syndicated TV	29,568	18,381	60.9
Cable TV networks	65,635	54,396	20.7
Spanish-language TV	NA	8,604	NA
Network radio	4,407	6,084	-27.6
National spot radio	1,259	424	197.0
Local radio	1,974	2,697	-26.8
Outdoor	1,059	611	73.2
Internet	23,156	20,550	12.7
Measured media	662,946	509,525	30.1
Unmeasured spending	441,964	339,684	30.1
Total	1,104,909	849,209	30.1

BY BRAND	2006	2005	% CHG
Lipitor	142,695	93,537	52.6
Viagra	100,929	80,556	25.3
Pfizer	82,998	70,947	17.0

BY BRAND	2006	2005	% CHG
Zyrtec	59,022	52,951	11.5
Relpax	53,767	59,634	-9.8
Detrol	46,860	44,483	5.3
Caduet	43,442	8,133	434.1
Celebrex	39,764	3,586	NA
Lyrica	33,092	579	NA
Aricept	22,644	33,399	-32.2
Mytimetoquit.com	16,335	NA	NA
Zoloff	12,521	46,732	-73.2

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$48,371	\$47,405	2.0
Earnings	19,337	8,085	139.2

U.S.	2006	2005	% CHG
Sales	25,822	24,751	4.3

DIVISION SALES	2006	2005	% CHG
Pharmaceutical	45,083	44,269	1.8
Animal Health	2,311	2,206	4.8
Corporate/Other	977	930	5.1

HEADQUARTERS

Pfizer/235 E. 42nd St., New York, N.Y. 10017/Phone: (212) 573-2323.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Jeffrey Kindler, chmn & CEO; David Shedlarz, vice chmn; Rich Bagger, head-wv public affairs & policy; Frank D'Amelio, cfo; Joe Feczko, chief medical officer.

- **MEDIAEDGE: CIA**, New York. Rob Norman, ww CEO-MEC Interaction – media svcs, Pfizer.
- **DIESTE HARMEL & PARTNERS**, New York. Jose Pablo Rodriguez, acct dir – Hispanic adv, Pfizer.
- **IPSH! (A DIVISION OF MARKETING ARM)**, San Francisco. Bryon Morrison, pres – wireless mktg, Pfizer.

ANIMAL HEALTH GROUP: 150 E. 42nd St., New York, N.Y. 10017/Phone: (212) 573-2323. Juan Ramon Alaix, pres-Animal Health Grp.

- **CHARLESTON/ORWIG**, Hartland, Wis. Lyle Orwig, CEO; Marcy Tessmann, acct grp dir – livestock prods.
- **LYONHEART**, New York. Chris Morton, exec VP & dir-client svcs – Pfizer Animal Health, Sientrol, Cerenia, Improvac.
- **RHEA & KAISER MARKETING COMMUNICATIONS**, Naperville, Ill. Kim Cooke, VP & acct mgmt super; Diane Martin, VP & acct mgmt super – large animal, companion animal.

PFIZER PHARMACEUTICALS GROUP: 235 E. 42nd St., New York, N.Y. 10017/Phone: (212) 573-2323. Greg Duncan, pres-U.S. Pharmaceuticals.

- **EURO RSCG LIFE LM&P**, New York. David Paragiaman, pres; Marcy Leger, exec VP & mg dir; Robert Levine, exec VP & mg dir; Frank Cotugno, exec VP & exec creative dir; Barbara Patchefsky, sr VP-acct svcs; John Kelly, VP & assoc creative dir; Heather Breslow, sr VP-acct svcs; Deirdre Dempsey, VP & assoc creative dir; Beth Sabbatini, VP & assoc creative dir; Mark Arnold, sr VP-acct svcs; Mariette Gelfand, VP & assoc creative dir; Kevin King, sr VP-acct svcs; Christian Bauman, VP & assoc creative dir – Chantix/Champix, Genotropin, Xalatan, Selzentry, Lyrica, oncology.

- **CLINE DAVIS & MANN**, New York. Erin Ellis, exec VP & dir-client svcs – relationship mktg, Caduet, Exulet, Sutent, Vfend, Zyxon, Dalbavancin, Eraxis, Lipitor, Viagra.

- **COMMONHEALTH**, Parsippany, N.J. Matt Giegerich, pres & CEO; Meg Columbia-Walsh, mg ptnr – Chantix.

- **COMPLETE MEDICAL GROUP**, Parsippany, N.J. Charlie Buckwell, CEO – UK-451,061 (HIV), CP-690,550 (RA/transplant).

- **DRAFTFCB HEALTHCARE**, New York. Rob Stephen, sr VP & grp mgmt dir – Spiriva Handihaler.

- **GREY HEALTHCARE GROUP**, New York – Celebrex.

- **KAPLAN THALER GROUP**, New York. Robin Koval, pres – Zoloff, Celebrex, Lyrica, Lipitor, Caduet.

- **LYONHEART**, New York. Cris Morton, exec VP & dir-client svcs – Geodon, Aricept, Camptosar, Aromasin, Detrol LA.

- **MCCANN HUMANCARE**, New York. Andrew Schirmer, exec VP-McCann HumanCare – Aricept, Viagra, Chantix.

- **PACE**, New York. Tamra Micco, acct dir; Monica Bhatia, acct exec – Revatio.

- **MCGARRYBOWEN**, New York. Shari Wolfson, acct mg dir – Geodon.

- **SAATCHI & SAATCHI HEALTHCARE**, New York. Joanna Jacobs, sr VP & acct dir – Detrol LA.

- **CARAT**, New York. Christine Pineiro, grp acct dir – media plng, media buying, Pfizer pharmaceuticals.

- **DIGITAS HEALTH**, Boston. Michael du Toit, exec VP-mktg & client svcs – interactive mktg, search mktg & media buying.

- **G2**, New York. Larry Kimmel, chmn & CEO – interactive mktg, direct mktg.

- **MANNING SELVAGE & LEE**, New York & Milan. Wendy Lund, exec VP, dir-client & bus devel – pr, Aricept.

- **OGILVYONE WORLDWIDE**, New York. Belinda Ward, acct dir – relationship mktg, Zoloff, Relpax.

PROCTER & GAMBLE CO. 1

\$4.90 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$839,205	\$773,185	8.5
Sunday magazine	36,393	24,461	48.8
B2B magazines	5,368	4,925	9.0
Local magazines	27	56	-51.3
Spanish-language magazines	6,876	7,347	-6.4
Newspaper	26,352	14,212	85.4
National newspaper	5,187	2,560	102.6
Spanish-language newspaper	62	151	-58.8
FSI	175,193	181,085	-3.3
Network TV	967,990	861,178	12.4
Spot TV	105,540	152,983	-31.0
Syndicated TV	313,736	320,800	-2.2
Cable TV networks	809,064	824,950	-1.9
Spanish-language TV	144,803	140,819	2.8
Network radio	15,525	25,546	-39.2
National spot radio	6,627	11,498	-42.4
Local radio	8,241	11,265	-26.8
Outdoor	6,377	4,484	42.2
Internet	53,967	33,510	61.0
Measured media	3,526,531	3,395,014	3.9
Unmeasured spending	1,371,429	1,192,843	15.0
Total	4,897,959	4,587,856	6.8

BY BRAND	2006	2005	% CHG
Olay	357,715	359,335	-0.5
Crest	234,525	218,993	7.1
Gillette	211,217	205,544	2.8
Pantene	207,135	205,720	0.7
Swiffer	140,214	98,949	41.7
Febreze	135,390	121,873	11.1
Tide	108,786	86,339	26.0
Cover Girl	108,118	86,638	24.8
Dayquil & Nyquil	91,948	70,026	31.3
Mr. Clean	91,393	74,565	22.6
Head & Shoulders	85,885	52,580	63.3
Clairol	80,342	74,688	7.6
Oral-B	77,512	128,835	-39.8
Folgers	72,636	30,571	137.6
Iams	72,472	57,903	25.2
Duracell	71,943	85,802	-16.2
Pampers	68,768	88,087	-21.9
Prilosec	67,870	100,441	-32.4
Secret	66,495	62,021	7.2
Charmin	63,913	63,675	0.4
Bounty	63,455	74,252	-14.5

BY BRAND	2006	2005	% CHG
Always	60,828	54,644	11.3
Herbal Essences	60,372	28,599	111.1
Actonel	59,458	62,355	-4.6
Old Spice	52,772	71,302	-26.0
Downy	47,520	31,990	48.5
Tampax	41,289	52,490	-21.3
Dawn	38,317	43,545	-12.0
Cascade	37,790	29,019	30.2
Gain	36,884	22,644	62.9
ThermaCare	34,407	43,991	-21.8
Pepto-Bismol	29,791	24,040	23.9
Pringles	28,273	28,204	0.2
Procter & Gamble	26,147	30,333	-13.8
Max Factor	24,417	15,613	56.4
Tag Body Spray	24,110	25,114	-4.0
Pur	22,149	24,276	-8.8
Braun	21,212	30,046	-29.4
Puffs	19,898	27,900	-28.7
Metamucil	19,869	40,403	-50.8
Aussie	19,432	21,525	-9.7
Vicks	19,380	14,202	36.5
Fibersure	19,201	NA	NA
Noxzema	18,031	12,154	48.3
Lufs	14,536	27,656	-47.4
Bounce	12,844	10,001	28.4
Fixodent	11,770	14,080	-16.4
Cheer	11,682	4,001	192.0
Infusium	10,617	8,785	20.9

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 6/30/06)

WORLDWIDE	2006	2005	% CHG
Sales	\$68,222	\$56,741	20.2
Earnings	8,684	6,923	25.4
NORTH AMERICA	2006	2005	% CHG
Sales	29,462	25,342	16.3
Pre-tax income	7,410	6,266	18.3
DIVISION SALES	2006	2005	% CHG
Beauty	21,126	19,483	8.4
Fabric & home care	17,149	15,262	12.4
Baby care & family care	11,972	11,890	0.7
Health care	7,852	7,786	0.8
Snacks & Coffee	4,383	3,140	39.6

HEADQUARTERS

Procter & Gamble Co./1 Procter & Gamble Plaza, Cincinnati, Ohio 45202/Phone: (513) 983-1100.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: A.G. Lafley, chmn & CEO; Susan E. Arnold, pres-global bus; Robert McDonald, chief operating officer; Charles V. Bergh, grp pres-global personal care; Werner Geissler, vice chair-global ops; Steven D. Bishop, pres-N. Amer. market ops; Giovanni Ciserani, vice chair-global ops; James R. Stengel, global mktg officer.

- **STARCOM MEDIAVEST GROUP**, New York & Chicago. Sasa Savic, exec VP & global media dir - media svcs.
- **MEDIAVEST USA**, New York. Marla Kaplowitz, exec VP & mg dir - media buying, media plng, P&G brands.
- **ARC WORLDWIDE**, Chicago. Nina Monahan, acct dir - sls promo, shopper mktg.

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

Agencies owned by or affiliated with the largest U.S. agency companies are color coded as follows: ■ **OMNICOM GROUP** ■ **WPP GROUP** ■ **INTERPUBLIC GROUP** ■ **PUBLICIS GROUPE** ■ **HAVAS** ■ **OTHER**

BEAUTY CARE: 1 Procter & Gamble Plaza, Cincinnati, Ohio 45202/Phone: (513) 983-1100. Charles V. Bergh, grp pres-global personal care; Christopher de Lapuente, grp pres-global hair care; Hartwig Langer, pres-global prestige prods; Virginia C. Drosos, pres-global beauty.

- **ARNOLD WORLDWIDE**, Boston. Paul Nelson, sr VP & grp acct dir - Tag Body Spray.
- **GREY**, New York. Tamara Ingram, grp exec VP & exec mg dir - CoverGirl, Max Factor, Pantene, DDF, Fine Fragrances, Zest, Clairol, Hydrience, Natural Instincts, Nice 'n Easy, Ultress.
- **KAPLAN THALER GROUP**, New York. Robin Koval, pres - Aussie, Infusium 23.
- **LEO BURNETT WORLDWIDE**, Chicago. Catherine Guthrie, exec VP & mg dir - Max Factor, Noxzema, Secret.
- **SAATCHI & SAATCHI**, New York. Vaughan Emsley, exec VP & gm - Olay Skin Care prods, Olay Vitamins, Olay Personal Care Cleansing prods, Safeguard, Head & Shoulders.
- **WIEDEN & KENNEDY**, Portland, Ore. Shelley Stevens, Old Spice acct dir - Old Spice, Escada, Graham Webb.
- **BURRELL COMMUNICATIONS GROUP**, Chicago. McGhee Williams-Ossee, co-CEO; Jamila Carrington, acct dir; Nikki Davis, VP & acct dir; LT Cushon-Dillard, VP & acct dir - African-American adv, Olay.
- **CAROL H. WILLIAMS ADVERTISING**, Oakland, Calif. Carol H. Williams, CEO - African-American adv, Cover Girl, Pantene Relaxed & Natural, Pantene Total You Tour, health and beauty aids.
- **G2**, New York & Chicago. Larry Kimmel, chmn & CEO - interactive mktg, direct mktg, branding & design, Pantene, Cover Girl.
- **CONILL**, New York. Roland Janisse, client svcs dir - Hispanic adv, Olay, Head & Shoulders.
- **INTEGER GROUP**, Denver. Reyna Alishio, sr VP - sls promo, retail mktg, acct specific mktg, partnerships, Nice 'n Easy, Herbal Essences, Natural Instincts, Clairol.
- **LEO BURNETT WORLDWIDE**, Puerto Rico. Pablo Miro, acct dir - Hispanic adv, Herbal Essences.
- **MARKETING DRIVE**, Boston, Chicago & Bentonville, Ark. Craig Millon, gm-Boston; Shannon Shoptaw, gm-Bentonville; Brad Black, VP & acct dir-Chicago - special projects, Procter & Gamble for Wal-Mart, Aussie, Clairol, Cover Girl, Max Factor, Noxzema, Olay, Old Spice, Secret, Infusium, Tag Body Spray, Herbal Essences, Pantene.
- **MANNING SELVAGE & LEE**, New York. Allison Aaron, sr VP - pr, product launches, brand positioning, comms, entertainment & sports mktg, Max Factor, Herbal Essences, Oil of Olay.
- **WINGLATINO**, New York. Jackie Bird, CEO - Hispanic adv, Cover Girl, Max Factor, Clairol Hydrience, Clairol Nice 'n Easy.

GLOBAL HEALTH & WELL-BEING: 1 Procter & Gamble Plaza, Cincinnati, Ohio 45202/Phone: (513) 983-1100. Robert A. Steele, vice chair-Global Health & Well-Being; Charles V. Bergh, grp pres-global personal care; Melanie L. Healey, grp pres-global feminine & health care; Charles E. Pierce, grp pres-global oral care; Jamie P. Egasti, pres-coffee & snacks; Thomas M. Finn, pres-global health care.

- **GREY**, New York. Tamara Ingram, grp exec VP & exec mg dir - Pringles.
- **HILL HOLLIDAY**, Boston. Kerry Benson, sr VP & acct dir - Dunkin' Donuts coffee.
- **LEO BURNETT WORLDWIDE**, Chicago. Catherine Guthrie, exec VP & mg dir - Always, Tampax.
- **MEDICUS NY**, New York. Craig Narveson, VP & grp acct dir; Robert Batista, VP & grp acct dir; Tracy O'Brien, sr VP & grp acct dir - Asacol, Metamucil, oral care, Prilosec OTC, ThermaCare.
- **PUBLICIS USA**, New York. Gail Hollander, exec VP, global equity dir-P&G healthcare brands; Katie Bury, exec VP & global equity dir-P&G family brands; Angela Pasqualucci, exec VP & global equity dir-P&G oral care brands - Metamucil, DayQuil, DayQuil sinus, NyQuil, NyQuil cough, Oral-B, Pepto-Bismol, Prilosec, ThermaCare, Vicks VapoRub.

- **SAATCHI & SAATCHI**, New York. Vaughan Emsley, exec VP & gm - Folgers, Home Café, Millstone, Crest family, Fixodent, lams, Scope.
- **TBWA/CHIAT/DAY**, Los Angeles. - Pur.
- **BROMLEY COMMUNICATIONS**, San Antonio. Jose Velez-Silva, grp acct dir - Hispanic adv, Always.
- **BURRELL COMMUNICATIONS GROUP**, Chicago. McGhee Williams-Ossee, co-CEO; Jamila Carrington, acct dir; Nikki Davis, VP & acct dir; LT Cushon-Dillard, VP & acct dir - African-American adv, Always, Tampax, Crest.
- **CARAT**, New York. Martin Cass, exec VP & head-comms plng - comms plng, snacks & beverages, pet care.
- **CAROL H. WILLIAMS ADVERTISING**, Oakland, Calif. Carol H. Williams, CEO - African-American adv, Pringles.
- **CONILL**, New York. Roland Janisse, client svcs dir - Hispanic adv, Crest, Folgers.
- **INTEGER GROUP**, Denver. Reyna Alishio, sr VP - sls promo, retail mktg, acct specific mktg, partnerships, lams, Eukanuba.
- **MANNING SELVAGE & LEE**, New York. Allison Aaron, sr VP - pr, product launches, brand positioning, comms, entertainment & sports mktg, Always, Tampax, Metamucil, Pepto-Bismol, Prilosec OTC.
- **MARKETING DRIVE**, Boston, Chicago & Bentonville, Ark. Craig Millon, gm-Boston; Shannon Shoptaw, gm-Bentonville; Brad Black, VP & acct dir-Chicago - special projects, Procter & Gamble for Wal-Mart, Always, Crest, Dayquil & Nyquil, Oral-B, Pringles, Fibersure, Tampax, ThermaCare, Vicks, Pur, Fixodent, Pepto-Bismol, Prilosec, Folgers, lams, Metamucil.
- **SMG SEARCH**, New York. Neeraj Kochhar, VP & dir-search - search mktg, Oral-B.

HOUSEHOLD CARE: 1 Procter & Gamble Plaza, Cincinnati, Ohio 45202/Phone: (513) 983-1100. Dimitri Panayotopoulos, vice chair-global household care; Jorge Mesquita, grp pres-global fabric care; Martin Riant, grp pres-global baby care; David S. Taylor, grp pres-global home care; Mary Lynn Ferguson-McHugh, pres-family care.

- **BDDO WORLDWIDE**, New York. Mat Mildenhall, global leader-P&G - Braun, Gillette Fusion, Mach 3, Venus, Sensor3, Prestobarba, Slalom, Daisy, GoodNews, Custom Plus.
- **ACME IDEA CO.**, Norwalk, Conn. Carol Herman, dir-bus devel; Eva Page, dir-strategic devel - Duracell.
- **GREY**, New York. Tamara Ingram, grp exec VP & exec mg dir - Downy, Febreze.
- **KAPLAN THALER GROUP**, New York. Joanne Miserandino, global acct dir - Dawn, Swiffer.
- **LEO BURNETT**, Toronto. - Cheer, Gain.
- **PUBLICIS USA**, New York. Gail Hollander, exec VP & global equity dir-P&G healthcare brands; Katie Bury, exec VP & global equity dir-P&G family brands; Angela Pasqualucci, exec VP & global equity dir-P&G oral care brands - Bounty, Charmin, Puffs.
- **SAATCHI & SAATCHI**, New York. Vaughan Emsley, exec VP & gm - Cascade family, Tide family.
- **STARCOM MEDIAVEST GROUP**, Chicago & New York. Marla Kaplowitz, exec VP & mg dir-media - media svcs, Daisy, Gillette Fusion, Mach3, Prestobarba, Sensor3, Slalom, Venus.
- **BROMLEY COMMUNICATIONS**, San Antonio. Jose Velez-Silva, grp acct dir - Hispanic adv, Bounty, Charmin, Dawn.
- **BURRELL COMMUNICATIONS GROUP**, Chicago. McGhee Williams-Ossee, co-CEO; Jamila Carrington, acct dir; Nikki Davis, VP & acct dir; LT Cushon-Dillard, VP & acct dir - African-American adv, Bounty, Charmin, Tide, Pampers, Gain, Gillette.
- **CARAT**, New York. Martin Cass, exec VP & head-comms plng - comms plng, baby care, family care.
- **CAROL H. WILLIAMS ADVERTISING**, Oakland, Calif. Carol H. Williams, CEO - African-American adv, Downy.
- **CONILL**, New York. Roland Janisse, client svcs dir - Hispanic adv, Drefit, Tide, Pampers.
- **CRITICAL MASS**, Chicago. John McLaughlin, mg dir - interactive mktg, Pampers.

- **DAVIE BROWN ENTERTAINMENT (A DIVISION OF MARKETING ARM)**, Los Angeles. Tom Meyer, pres - entertainment mktg, Gillette, Duracell.
- **G2**, New York & Chicago. Larry Kimmel, chmn & CEO - interactive mktg, direct mktg, branding & design, Duracell.
- **GMR MARKETING**, Charlotte, N.C. Tamera Green, VP - mktg svcs, Gillette.
- **INTEGER GROUP**, Denver. Reyna Alishio, sr VP - sls promo, retail mktg, acct specific mktg, partnerships, Tide, Gain, Cheer, Downy, Bounce, Swiffer, Mr. Clean, Febreze, Dawn, Cascade, Bounty, Charmin, Puffs, Pampers, Kandoo, Luvs, Duracell.
- **LEO BURNETT WORLDWIDE**, Puerto Rico. Pablo Miro, acct dir - Hispanic adv, Ace, Gain.
- **MARKETING DRIVE**, Boston, Chicago & Bentonville, Ark. Craig Millon, gm-Boston; Shannon Shoptaw, gm-Bentonville; Brad Black, VP & acct dir-Chicago - special projects, Procter & Gamble for Wal-Mart, Dawn, Downy, Duracell, Febreze, Bounce, Bounty, Braun, Cascade, Charmin, Cheer, Gain, Gillette, Tide, Mr. Clean, Swiffer, Puffs, Luvs, Pampers, Venus.
- **MANNING SELVAGE & LEE**, New York. Allison Aaron, sr VP - pr, product launches, brand positioning, comms, entertainment & sports mktg, Swiffer, Febreze, Autodry, Mr. Clean Magic Eraser, Bounty, Charmin, Puffs.
- **WINGLATINO**, New York. Jackie Bird, CEO - Hispanic adv, Febreze, Downy.

SCHERING-PLOUGH CORP. 42

\$931.5 million

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$41,892	\$49,564	-15.5
Sunday magazine	5,352	2,606	105.4
B2B magazines	433	199	117.5
Spanish-language magazines	15	NA	NA
Newspaper	1,544	2,736	-43.6
National newspaper	139	NA	NA
Spanish-language newspaper	NA	9	NA
FSI	3,618	2,740	32.0
Network TV	230,603	221,395	4.2
Spot TV	19,667	12,178	61.5
Syndicated TV	41,254	26,725	54.4
Cable TV networks	70,048	56,402	24.2
Spanish-language TV	NA	6,020	NA
Network radio	5,171	3,573	44.7
National spot radio	1,386	1,593	-13.0
Local radio	1,687	1,232	36.9
Outdoor	839	1,094	-23.3
Internet	4,826	5,093	-5.3
Measured media	428,473	393,157	9.0
Unmeasured spending	502,990	461,532	9.0
Total	931,464	854,689	9.0

BY BRAND	2006	2005	% CHG
Claritin	125,978	113,575	10.9
Nasonex	111,847	124,163	-9.9
Levitra	54,759	50,349	8.8
Dr. Scholl's	48,232	36,463	32.3
Coppertone	15,268	11,020	38.6
Lotrimin	13,066	10,222	27.8
Asmanex	12,513	NA	NA

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$10,594	\$9,508	11.4
Earnings	1,057	183	477.6

U.S.	2006	2005	% CHG
Sales	4,192	3,589	16.8

DIVISION SALES	2006	2005	% CHG
Prescription Pharmaceuticals	8,561	7,564	13.2
Consumer Health Care	1,123	1,093	2.7
Animal Health	910	851	6.9

HEADQUARTERS

Schering-Plough Corp./2000 Galloping Hill Rd., Kenilworth, N.J. 07033/Phone: (908) 298-4000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Fred Hassan, chmn & CEO; Carrie Cox, exec VP & pres-global pharmaceuticals; Herb Ehrenthal, VP-adv & mktg.
■ LIFEBRANDS, New York. Clare Cheng, grp acct dir - Noxafil.

SCHERING-PLOUGH ANIMAL HEALTH CORP.: 566 Morris Ave, Summit, N.J. 07901/Phone: (800) 521-5767. Charles Broussard, dir-ww tech svcs; Marcelo Lang, dir-mktg, poultry.

■ **VML**, Kansas City, Mo. Steve McGinnis, acct dir - interactive mktg, Zubrin, Home Again.

SCHERING-PLOUGH HEALTHCARE PRODUCTS DIVISION: 556 Morris Ave., Summit, N.J. 07901/Phone: (908) 473-1640. Stanley Barshay, chmn-Consumer Health Care; T.J. Higgins, grp VP-mktg; James Mackey, sr VP-sls & opers; Stephen Neumann, VP-mktg svcs; Chris Meringolo, dir-media svcs & pr.

■ **BDO WORLDWIDE**, New York. Ray Hilton, acct exec - Levitra, Nasonex, Asmanex.

■ **CLINE DAVIS & MANN**, New York. Erin Ellis, exec VP & dir client svcs - Asmanex, Foradil, Proventil, MFF/QMF.

■ **EURO RSCG WORLDWIDE**, New York. Marty Susz, mg dir-Euro RSCG Tonic - A&D Ointment, Afrin, Claritin, Coppertone, Coricidin, Dr. Scholl's, Lotrimin, Tinactin.

■ **KPR**, New York. Denise Botteglieri, pres - Integriilin.

■ **LIFEBRANDS**, New York. Claire Cheng, grp acct dir, Noxafil; Eric Dickman, grp acct dir, Avelex - Noxafil, Avelex.

■ **OGILVY & MATHER WORLDWIDE**, Donna Tutts, pres-Ogilvy Healthworld - Claritin.

■ **MERKLEY & PARTNERS**, New York. Mandy Antoniaci, grp acct dir - MiraLax, CTM and Drixoral.

■ **SAATCHI & SAATCHI HEALTHCARE**, New York. Jim Joseph, mg dir.

■ **SURGE**, New York, N.Y. Carleen Kelly, pres - Nasonex.

■ **MPG**, New York. Sean Smith, sr VP & grp acct dir - media plng, A&D, Afrin, Animal Health, Claritin, Chlor-Trimeton, Coppertone, Coricidin, Drixoral, Dr. Scholl's, Lotrimin, Tinactin, Miralax.

■ **OMD WORLDWIDE**, New York. Eve LeShaw, sr plng comms dir - media svcs, Nasonex Asmanex, Levitra.

■ **ZENITH MEDIA USA**, New York. Cathy Feiner, sr VP & acct mgr-natl bdcast - media svcs, Afrin, Chlor-Trimeton, Claritin, Coppertone, Coricidin, Dr. Scholl's, Lotrimin, Nasonex, Tinactin, MiraLax, Asmanex.

■ **EURO RSCG 4D**, New York. Maryann Pulvirenti, dir-client svcs - direct mktg, mktg svcs.

■ **REYNARDUS & MOYA ADVERTISING**, New York. Jorge Reynardus, ptrn - Hispanic adv, Claritin.

SEARS HOLDINGS CORP. 17

\$1.65 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$30,853	\$48,066	-35.8
Sunday magazine	17,048	10,285	65.8
B2B magazines	428	536	-20.1
Local magazines	132	19	584.9
Spanish-language magazines	445	1,228	-63.8
Newspaper	218,015	231,664	-5.9
National newspaper	550	666	-17.4
Spanish-language newspaper	4,144	3,247	27.6
FSI	11,527	12,242	-5.8
Network TV	219,484	237,056	-7.4
Spot TV	26,179	29,955	-12.6
Syndicated TV	42,286	41,467	2.0

BY MEDIA	2006	2005	% CHG
Cable TV networks	87,109	95,951	-9.2
Spanish-language TV	75,206	76,114	-1.2
Network radio	14,450	6,818	111.9
National spot radio	4,872	4,741	2.8
Local radio	14,026	15,775	-11.1
Outdoor	2,310	1,151	100.6
Internet	24,298	6,353	282.5
Measured media	793,360	823,335	-3.6
Unmeasured spending	859,474	891,947	-3.6
Total	1,652,834	1,715,282	-3.6

BY BRAND	2006	2005	% CHG
Sears	441,193	484,934	-9.0
Kmart	224,657	190,302	18.1
Kenmore	48,299	52,499	-8.0
Craftsman	38,366	33,428	14.8
Orchard	14,579	20,254	-28.0

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 2/3/07)

WORLDWIDE & U.S.	2006	2005	% CHG
Sales	\$53,012	\$55,585	-4.6
Earnings	1,490	884	68.6

DIVISION SALES	2006	2005	% CHG
Sears Domestic	29,179	25,868	12.8
Kmart	18,647	19,094	-2.3
Sears Canada	5,186	4,162	24.6

HEADQUARTERS

Sears Holdings Corp./3333 Beverly Rd., Hoffman Estates, Ill. 60179/Phone: (847) 286-2500.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Aylwin B. Lewis, pres & CEO-Sears Holdings; Maureen McGuire, chief mktg officer & exec VP-mktg, Sears Holdings.

■ **WUNDERMAN**, Chicago. Dan Richlen, VP & grp acct dir - direct mktg, corp, Craftsman, Kenmore.

KMART CORP.: 3333 Beverly Rd., Hoffman Estates, Ill. 60179/Phone: 847-286-2500. Bill Stewart, sr VP & chief mktg officer-Kmart.

■ **DRAFTFCB**, Chicago. Mathieu Lignel, exec VP & grp acct dir - Kmart.

■ **MPG**, New York & Chicago. David Handelman, exec VP & mg dir - media buying, media plng.

■ **NEWSPAPER SERVICES OF AMERICA**, Chicago. Dave Walker, CEO - newspaper buying, Kmart.

■ **SCHAWK**, Chicago, IL. Davis A. Schawk, pres & CEO; Jerry Haback, VP-acct svcs - weekly adv circular, newspaper.

LANDS' END: 5 Lands' End Ln., Dodgeville, Wis. 53595/Phone: (608) 935-9341. David McCreight, pres.

■ **NO AGENCY.**

SEARS, ROEBUCK & CO.: 3333 Beverly Rd., Hoffman Estates, Ill. 60179/Phone: (847) 286-2500. Richard Gerstein, sr VP & chief mktg officer.

■ **Y&R**, Chicago. Kary McIlwain, mg ptrn - Craftsman, DieHard, Kenmore, Sears, The Great Indoors.

■ **MPG**, New York & Chicago. Kaki Hinton, exec VP & mg dir - media buying, media plng.

■ **NEWSPAPER SERVICES OF AMERICA**, Chicago. Dave Walker, CEO - newspaper buying, Sears.

■ **SCHAWK**, Des Plaines, Ill. David A. Schawk, pres & CEO; Gary Moss, VP-acct svcs - weekly adv circular, newspaper.

■ **WAHLSTROM GROUP**, Minneapolis. Debora Lance, VP & mg dir - directory adv buying.

SONY CORP. 12

\$1.99 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$95,816	\$99,401	-3.6
Sunday magazine	3,366	2,776	21.3
B2B magazines	27,719	44,899	-38.3
Local magazines	71	38	89.1
Spanish-language magazines	289	152	89.4
Newspaper	135,162	129,468	4.4
National newspaper	32,936	39,976	-17.6
Spanish-language newspaper	454	412	10.1
FSI	1,100	126	771.1
Network TV	345,881	291,746	18.6
Spot TV	90,628	70,312	28.9
Syndicated TV	38,329	43,816	-12.5
Cable TV networks	206,022	178,913	15.2
Spanish-language TV	11,797	8,866	33.1
Network radio	935	637	46.8
National spot radio	12,780	16,436	-22.2
Local radio	14,837	17,893	-17.1
Outdoor	24,927	18,781	32.7
Internet	73,594	44,377	65.8
Measured media	1,116,643	1,009,024	10.7
Unmeasured spending	877,362	792,804	10.7
Total	1,994,005	1,801,828	10.7

BY BRAND	2006	2005	% CHG
Sony movies	702,303	572,689	22.6
Sony	175,389	194,465	-9.8
Sony video	109,869	81,698	34.5
PlayStation	100,260	127,934	-21.6
989 Sports Games	11,328	5,739	97.4

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 3/31/07)

WORLDWIDE	2006	2005	% CHG
Sales	\$71,376	\$67,768	5.3
Earnings	1,087	1,115	-2.6

U.S.	2006	2005	% CHG
Sales	19,208	17,664	8.7

DIVISION SALES	2006	2005	% CHG
Electronics	52,058	44,021	18.3
Pictures	8,314	6,375	30.4
Games	8,248	8,193	0.7
Financial svcs	6,394	6,353	0.6
Other	3,665	3,495	4.9
Music	NA	NA	NA
Eliminations	-6,580	-4,544	NA

HEADQUARTERS

Sony Corp./6-7-35 Kitashinagawa, Shinagawa-ku, Tokyo, Japan 141-0001/Phone: 81-3-6748-2111.

U.S. HEADQUARTERS

Sony Corp. of America, 550 Madison Ave., New York, N.Y. 10022/Phone: (212) 833-6800.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Howard Stringer, chmn & CEO; Andrew House, chief mktg officer.

■ **UNIVERSAL MCCANN WORLDWIDE**, New York & Los Angeles. Lynn Lewis, exec VP & global mg ptrn; Karen Hunt, exec VP & global mg ptrn - Sony Corporate of America.

SONY COMPUTER ENTERTAINMENT AMERICA: 919 E. Hillsdale Blvd., 2nd fl., Foster City, Calif. 94404/Phone: (650) 655-8000. Kazuo Hirai, pres & grp chief mktg officer; Peter Dille, sr VP-mktg.

■ **DEUTSCH.** Eric Hirshberg, chief comms officer - PlayStation.

■ **TBWA WORLDWIDE**, Los Angeles. Stan Fiorito, acct dir - 989 Studios.

■ **OMD WORLDWIDE**, Los Angeles & New York. Mike Rose, acct dir-LA - media svcs.

SONY ELECTRONICS: 16530 Via Esprillo, San Diego, Calif. 92127/Phone: (858) 942-2400. Stan Glasgow, pres & chief operating officer; Stuart Redsun, sr VP-corp mktg.

■ **180 COMMUNICATIONS**, Los Angeles. - Sony Electronics.

■ **BBDO WORLDWIDE**, New York. Clayton Rubensaal, sr VP & sr acct dir - Sony.

■ **UNIVERSAL MCCANN WORLDWIDE**, New York & Los Angeles. Lynn Lewis, exec VP & global mg ptrn; Karen Hunt, exec VP & global mg ptrn - media svcs. Sony.

■ **G2**, Hatboro, Pa. John Paulson, pres-G2 Interactive - interactive mktg.

SONY PICTURES ENTERTAINMENT: 10202 W. Washington Blvd., Culver City, Calif. 90232/Phone: (310) 244-4000. Michael Lynton, chmn & CEO; David Bishop, pres; Jeff Blake, chmn-ww mktg & distribution; Valerie Van Galder, pres-domestic mktg, Columbia Tri-Star Grp; Stefanie Napoli, exec VP; Cindy Elfenbein, exec dir-retail devel & promos; Amy Pascal, co-chmn.

■ **UNIVERSAL MCCANN WORLDWIDE**, New York & Los Angeles, Calif. Karen Hunt, exec VP & global mg ptrn; Lynn Lewis, exec VP & global mg ptrn - media svcs, Sony Pictures Entertainment: Theatrical, Home Entertainment, Television, GSN.

■ **MOROCH PARTNERS**, Dallas. Pat Kempf, CEO; Tom Moroch, founder; Rob Boswell, pres; Brad Ball, sr ptrn - publicity & promo, Sony Pictures Entertainment, Sony Classics, Columbia Pictures.

SPRINT NEXTEL CORP. 15

\$1.78 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$25,213	\$33,264	-24.2
Sunday magazine	32,948	33,560	-1.8
B2B magazines	2,974	7,881	-62.3
Spanish-language magazines	62	NA	NA
Newspaper	412,907	476,555	-13.4
National newspaper	79,526	69,162	15.0
Spanish-language newspaper	3,138	5,410	-42.0
Network TV	283,147	364,795	-22.4
Spot TV	61,013	53,319	14.4
Syndicated TV	1,918	1,031	85.9
Cable TV networks	244,099	139,743	74.7
Spanish-language TV	17,408	14,149	23.0
Network radio	938	4,079	-77.0
National spot radio	9,767	21,273	-54.1
Local radio	14,371	38,771	-62.9
Outdoor	24,593	30,837	-20.2
Internet	37,515	26,904	39.4
Measured media	1,251,536	1,320,735	-5.2
Unmeasured spending	523,692	394,505	32.7
Total	1,775,228	1,715,241	3.5

BY BRAND	2006	2005	% CHG
Sprint	1,027,283	1,004,969	2.2
Nextel	188,863	279,031	-32.3
Boost Mobile	35,206	36,258	-2.9

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE & U.S.	2006	2005	% CHG
Sales	\$41,028	\$38,177	7.5
Earnings	1,329	NA	NA

DIVISION SALES	2006	2005	% CHG
Wireless	35,115	22,328	57.3
Long Distance	6,571	6,834	-3.8
Local	NA	6,527	NA

NAHEADQUARTERS

Sprint Nextel Corp./2001 Edmund Halley Dr., Reston, Va. 20191/Phone: (703) 443-4000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Dan Hesse, pres & CEO; Tim Kelly, chief mktg officer; William Morgan, sr VP-corp brand mktg; Mike Goff, VP-natl adv; Tom Murphy, VP-experiential mktg; Anita Newton, VP-media plng & integration; Michelle Emerson, VP-brand mgmt.

■ **VML**, Kansas City, Mo. Doug Newman, grp acct dir - interactive mktg, Sprint corporate, Sprint business, AIRAVE, Picture Mail, Power Vision.

SPRINT MARKETING: 6200 Sprint Pkwy., Overland Park, Kan. 66251/Phone: (913) 624-3000. Tim Kelly, chief mktg officer; John Garcia, sr VP-prod mgmt & devel; William Morgan, sr VP-corp brand mktg; Jeff Hallock, VP-market mgmt; Will Souder, VP-strategic pricing; Brett Conley and Bob Gibson, VP-mktg strategy & insights; Mike Finley, sr VP-natl field sls & genl bus.

■ **GOODBY, SILVERSTEIN & PARTNERS**, San Francisco. Rob Smith, grp acct dir; Rich Silverstein, co-chmn & ptrn - Sprint, Nextel.

■ **BERLIN CAMERON UNITED**, New York. Tamara Goodman, acct exec - Boost Mobile.

■ **MINDSHARE WORLDWIDE**, New York. Rob Reifenhiser, sr ptrn & strategic plng dir - media svcs, Sprint, Nextel.

■ **AAS MARKETING SERVICES**, Farmington Hills, Mich. Bill Koch, VP-client svcs - co-op prog mgmt, Sprint, Nextel.

■ **CALLAHAN CREEK**, Lawrence, Kan. John Kuefler, exec VP-client svcs & direct mktg - direct mktg, Sprint, Nextel.

■ **EURO RSCG 4D**, Chicago. Joy Schwartz, dir-client svcs - direct mktg, mktg svcs, Sprint.

■ **DIRIGO AGENCY**, Rockville, Md. Tim Fahey, pres - collateral, Sprint, Nextel.

■ **IW GROUP**, West Hollywood, Calif. Martina Lee, acct dir - Asian-American adv, Sprint, Nextel.

■ **TWO WEST**, Kansas City, Mo. Carey Callaway, VP-acct devel; Justin Shaw, VP-acct devel - co-op mktg & retail promo, Sprint, Nextel.

■ **VIDAL PARTNERSHIP**, New York. Victor Paredes, grp acct dir - Hispanic adv, media svcs, pr, promo, digital, direct, Sprint, Nextel.

■ **VML**, Kansas City, Mo. Sean Hogan, ptrn & grp acct dir - Sprint, Nextel.

TARGET CORP. 28

\$1.16 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$83,040	\$78,236	6.1
Sunday magazine	4,321	3,224	34.0
B2B magazines	589	1,052	-44.0
Local magazines	393	223	76.2
Spanish-language magazines	133	443	-69.9
Newspaper	155,771	150,102	3.8
National newspaper	12,440	11,099	12.1
Spanish-language newspaper	3,166	1,876	68.7
FSI	NA	2,111	NA
Network TV	183,066	164,215	11.5
Spot TV	71,219	79,840	-10.8
Syndicated TV	8,532	1,979	331.2
Cable TV networks	44,035	34,242	28.6
Spanish-language TV	24,035	15,773	52.4
Network radio	173	NA	NA
National spot radio	8,455	7,082	19.4
Local radio	8,070	6,842	18.0
Outdoor	6,846	9,304	-26.4
Internet	56,713	36,906	53.7
Measured media	670,997	604,547	11.0
Unmeasured spending	485,895	416,647	16.6
Total	1,156,892	1,021,193	13.3

BY BRAND	2006	2005	% CHG
Target	670,607	601,967	11.4

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 2/3/07)

WORLDWIDE & U.S.	2006	2005	% CHG
Sales	\$59,490	\$52,620	13.1
Earnings	2,787	2,408	15.7

HEADQUARTERS

Target Corp./1000 Nicollet Mall, Minneapolis, Minn. 55403/Phone: (612) 304-6073.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Robert Ulrich, chmn & CEO; Gregg Steinhafel, pres; Michael Francis, exec VP-mktg.

- **BBDO WORLDWIDE**, New York. Ted Gilvar, exec VP & mg acct dir - Target.
- **PETERSON MILLA HOOKS**, Minneapolis. Gayle Malcolm, acct dir - Target.
- **WIEDEN & KENNEDY**, Portland, Ore. - Target.
- **HAWORTH MARKETING & MEDIA**, Minneapolis. Gary Tobey, chmn & CEO - media svcs, interactive mktg, Target.
- **AKQA**, San Francisco. Charlie Taylor, grp acct dir - interactive mktg.
- **ATMOSPHEREBBDO**, New York. Andreas Combuechen, CEO & chief creative officer; Shawn Zupp, acct dir - interactive mktg, Target, Archer Farms.
- **FAME**, Minneapolis. Lynne Robertson, pres - retail mktg, Target.

TIME WARNER 4

\$3.09 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$258,553	\$309,546	-16.5
Sunday magazine	10,249	11,261	-9.0
B2B magazines	24,690	33,657	-26.6
Local magazines	246	202	21.4
Spanish-language magazines	296	742	-60.2
Newspaper	238,159	281,633	-15.4
National newspaper	58,043	78,437	-26.0
Spanish-language newspaper	908	1,199	-24.2
FSI	481	1,397	-65.6
Network TV	445,217	467,681	-4.8
Spot TV	157,528	124,990	26.0
Syndicated TV	54,009	75,975	-28.9
Cable TV networks	295,292	285,397	3.5
Spanish-language TV	22,282	19,257	15.7
Network radio	6,717	13,473	-50.1
National spot radio	52,424	58,806	-10.9
Local radio	68,299	76,816	-11.1
Outdoor	53,846	67,450	-20.2
Internet	90,572	167,867	-46.0
Measured media	1,837,808	2,075,787	-11.5
Unmeasured spending	1,250,945	1,442,496	-13.3
Total	3,088,753	3,518,282	-12.2

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

Agencies owned by or affiliated with the largest U.S. agency companies are color coded as follows: ■ **OMNICOM GROUP** ■ **WPP GROUP** ■ **INTERPUBLIC GROUP** ■ **PUBLICIS GROUPE** ■ **HAVAS** ■ **OTHER**

BY BRAND	2006	2005	% CHG
Warner Bros. movies	611,398	596,917	2.4
AOL	201,978	363,953	-44.5
Time Warner video	182,549	259,605	-29.7
New Line movies	164,966	197,125	-16.3
Time Warner Cable	156,590	109,224	43.4
HBO	69,255	76,474	-9.4
TNT	43,139	46,306	-6.8
GameTap	35,696	14,768	141.7
Sports Illustrated	32,887	32,885	0.0
Bamzu	32,125	17,996	78.5
TBS	31,072	25,009	24.2
CNN	25,157	24,532	2.5
People	21,364	14,949	42.9
WB	20,232	51,942	-61.0
Picturehouse movies	14,269	4,189	240.6
Netscape	13,634	42,237	-67.7
InStyle	13,167	12,659	4.0
Real Simple	11,672	5,739	103.4
TCM	11,256	10,347	8.8
Road Runner	10,364	20,070	-48.4
Cartoon Network	10,082	20,376	-50.5

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$44,224	\$42,401	4.3
Earnings	6,552	2,671	145.3

U.S.	2006	2005	% CHG
Sales	35,604	33,335	6.8

DIVISION SALES	2006	2005	% CHG
Cable Systems	11,767	8,812	33.5
Filmed Entertainment	10,625	11,924	-10.9
Networks	10,273	9,570	7.3
AOL	7,866	8,283	-5.0
Publishing	5,249	5,278	-0.5

HEADQUARTERS

Time Warner/1 Time Warner Center, New York, N.Y. 10019/Phone: (212) 484-8000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Richard D. Parsons, chmn; Jeffrey L. Bewkes, pres & CEO.

■ **NO AGENCY.**

AOL: 1 Time Warner Center, New York, N. Y. 10019/Phone: (212) 484-8000; 22000 AOL Way, Dulles, Va. 20166/Phone: (703) 265-1000. Randy Falco, chmn & CEO; Ron Grant, pres & chief operating officer; John Burbank, chief mktg officer; Nisha Kumar, exec VP & cfo.

■ **AGENCIES ASSIGNED ON A PROJECT BASIS.**

HOME BOX OFFICE: 1100 Ave. of the Americas, New York, N.Y. 10036/Phone: (212) 512-1000. Bill Nelson, chmn & CEO; Harold Akselrad, co-pres; Eric Kessler, co-pres; Richard Plepler, co-pres.

■ **BBDO WORLDWIDE**, New York. Rob Rawley, exec VP & sr acct dir.

■ **ID MEDIA**, New York. Faith Slan, acct exec - media svcs.

■ **PHD**, New York. Elizabeth Forber, acct exec - media plng.

NEW LINE CINEMA: 116 N. Robertson Blvd., Suite 200, Los Angeles, Calif. 90048/Phone: (310) 854-5811. Robert Shaye, co-chmn & co-CEO; Michael Lynne, co-chmn & co-CEO; Rolf Mittweg, pres & chief operating officer-ww mktg & distribution; Toby Emmerich, pres-New Line Prodn; Stephen Abramson, cfo;

Stephen L. Einhorn, pres-New Line Home Entertainment; Camela Galano, pres-New Line Intl Releasing; Jim Rosenthal, pres-New Line Television; Chris Carlisle, pres-domestic mktg; David Tuckerman, pres-Theatrical Distribution; Christina Kounelias, exec VP-mktg; Lara Kazandjian, exec VP-media.

■ **CARAT**, New York & Los Angeles. John Barnes, mg dir - media svcs, New Line Cinema, New Line Home Video, Fine Line Features.Time Inc.: Time & Life Building, Rockefeller Center, New York, N.Y. 10020/Phone: (212) 522-1212. Ann Moore, chmn & CEO; John Huey, editor-in-chief; Grant Schneider, chief mktg officer; Wayne Powers, pres-Time Inc. Media Grp.

■ **IN-HOUSE** - All You, CNNMoney.com, Coastal Living, Cooking Light, Cottage Living, Entertainment Weekly, Essence, Fortune, Fortune Small Business, Golf, Health, InStyle, Money, MyRecipes.com, MyHomelideas.com, People, People en Espanol, Real Simple, Southern Accents, Southern Living, Sports Illustrated, Sunset, Time, This Old House.

■ **FALLON WORLDWIDE**, New York. Susie Nam, acct dir - cons awareness adv, cons branding, Time.

■ **UNION**, New York. Nelson Martinez, ptrn; Bob Wyatt, ptrn - creative, strategic adv, digital design, custom pub, Sports Illustrated, SI.com, SI Kids, SI Latino, Golf, Golf.com, SI Golf Plus.

TIME WARNER CABLE: 290 Harbor Dr., Stamford, Conn. 06902/Phone: (203) 328-0600. Glenn A. Britt, pres & CEO; Landel C. Hobbs, chief operating officer; Robert D. Marcus, sr exec VP & cfo; Marc Lawrence-Apfelbaum, exec VP, genl counsel & secretary; Carl U.J. Rossetti, exec VP-corp devel; Mike L. LaJoie, exec VP & chief tech officer; Sam Howe, exec VP & chief mktg officer; Ellen East, exec VP-corp affairs; Joan Gillman, exec VP & pres-Time Warner Cable Media Sales.

■ **OGILVY & MATHER WORLDWIDE**, New York. Seth Farbman, exec grp dir - Time Warner Cable.

■ **BERNSTEIN-REIN ADVERTISING**, Kansas City, Mo. Joe Myers, VP & grp acct dir.

■ **RTC RELATIONSHIP MARKETING**, Washington. John Mullin, sr VP & acct dir - Road Runner high speed online, digital phone, digital cable.

TURNER BROADCASTING SYSTEM: 1 CNN Center, Atlanta, Ga. 30303/Phone: (404) 827-1700. Phil Kent, chmn & CEO-TBS, Inc.; Jim Walton, pres-CNN Worldwide; Greg D'Alba, chief operating officer-CNN adv sls & mktg; Mark Lazarus, pres-Turner Entertainment Group; David Levy, pres-Turner Entertainment adv sls & mktg, pres-Turner Sports; Andrew T. Heller, pres-domestic distribution.

■ **AGENCIES ASSIGNED ON A PROJECT BASIS** - CNN, TBS, TNT, TCM, Headline News, truTV, Cartoon Network.

WARNER BROS. ENTERTAINMENT: 4000 Warner Blvd., Burbank, Calif. 91522/Phone: (818) 954-6000. Barry Meyer, chmn & CEO-Warner Bros. Entertainment; Alan Horn, pres & chief operating officer-Warner Bros. Entertainment; Jeff Robinov, pres-Warner Bros. Pictures Grp; Bruce Rosenblum, pres-Warner Bros. Television Grp; Kevin Tsujihara, pres-Warner Bros. Home Entertainment Grp; Ron Sanders, pres-Warner Bros. Home Video; Paul Levitz, pres & pub-DC Comics; Brad Globe, Warner Bros. Worldwide Cons Prods; Lisa Judson, pres-Warner Bros. Animation; Millard Ochs, pres-Warner Bros. International Cinemas; Dawn Taubin, pres-domestic mktg-Warner Bros. Pictures; Lynn Whitney, sr VP-ww media adv, Warner Bros. Pictures; Laura Kim, exec VP-mktg & publicity, Warner Independent Pictures; Lisa Gregorian, exec VP-ww mktg, Warner Bros. Television Grp.

■ **MEDIACOM**, Burbank, Calif. Kris Coontz, pres - media svcs.

TOYOTA MOTOR CORP. 11

\$2.00 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$252,149	\$234,608	7.5
Sunday magazine	1,358	1,830	-25.8
B2B magazines	2,926	2,477	18.1
Local magazines	218	84	160.3
Spanish-language magazines	1,608	801	100.8
Newspaper	23,484	28,737	-18.3
National newspaper	27,637	47,709	-42.1
Spanish-language newspaper	316	158	100.6
FSI	1	122	-99.4
Network TV	351,113	336,983	4.2
Spot TV	262,416	178,721	46.8
Syndicated TV	6,491	5,350	21.3
Cable TV networks	118,733	114,253	3.9
Spanish-language TV	48,795	48,863	-0.1
Network radio	5,085	1,045	386.8
National spot radio	6,351	7,099	-10.5
Local radio	16,439	16,200	1.5
Outdoor	21,849	16,317	33.9
Internet	55,621	33,363	66.7
Measured media	1,202,589	1,074,717	11.9
Unmeasured spending	792,730	708,438	11.9
Total	1,995,318	1,783,155	11.9

BY BRAND	2006	2005	% CHG
Toyota	925,056	766,328	20.7
Lexus	247,056	262,707	-6.0
Scion	30,363	42,842	-29.1

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 3/31/07)

WORLDWIDE	2006	2005	% CHG
Sales	\$206,049	\$189,816	8.6
Earnings	14,145	12,381	14.2
NORTH AMERICA	2006	2005	% CHG
Sales	77,692	69,368	12.0
N. Amer. Operating income	4,264	4,038	5.6
DIVISION SALES	2006	2005	% CHG
Automotive	188,550	174,375	8.1
Financial svcs	10,996	8,819	24.7
Other	6,504	6,622	-1.8

HEADQUARTERS

Toyota Motor Corp./1 Toyota-cho, Toyota City, Aichi Prefecture, Japan 471-71/Phone: 81-565-28-2121.

U.S. HEADQUARTERS

Toyota Motor N. Amer./9 West 57th St., Ste. 4900, New York, N.Y. 10019/Phone: (212) 223-0303.

Toyota Motor Sales USA/19001 S. Western Ave., Torrance, Calif. 90501/Phone: (310) 468-4000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Toyota Motor Corp.: Fujio Cho, chmn; Katsuaki Watanabe, pres; Toyota Motor N. Amer.: Shigeru Hayakawa, pres & chief operating officer; Dian Ogilvie, sr VP & secretary;

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

Agencies owned by or affiliated with the largest U.S. agency companies are color coded as follows: **OMNICON GROUP** **WPP GROUP** **INTERPUBLIC GROUP** **PUBLICIS GROUPE** **HAVAS** **OTHER**

Steven Sturm, grp VP-Americas strategic rsch, plng & corp comms; Toyota Motor Sales USA: Yukitoshi Funo, CEO; James Lentz, pres.

■ **DENTSU AMERICA**, New York. Mike Wilson, exec VP & chief creative officer; Valerie Heine, sr VP & acct dir; Scott Daly, exec VP & exec media dir - corporate adv, Toyota Motor N. Amer.

LEXUS DIVISION: 19001 S. Western Ave., Torrance, Calif. 90501/Phone: (310) 468-4000. Mark Templin, grp VP & gm; David Nordstrom, VP-mktg.

■ **TEAM ONE ADVERTISING**, El Segundo, Calif. Brian Sheehan, CEO; Paul Mareski, exec dir; Chris Graves, exec creative dir - Lexus vehicles.

■ **ZENITH MEDIA USA**, New York. Peggy Green, pres-bdcast; Ava Jordhamo, sr VP-natl bdcast - media buying, Lexus, Lexus dealerships.

■ **CONILL**, Torrance, Calif. Beatriz del Amo, acct dir - Hispanic adv, Lexus.

■ **WALTON ISAACSON**, Beverly Hills, Calif. Aaron Walton, ptrn & co-founder - African-American adv, Lexus.

SCION DIVISION: 19001 S. Western Ave., Torrance, Calif. 90501/Phone: (310) 468-4000. Jack Hollis, VP.

■ **ATTIK**, San Francisco. Ric Peralta, CEO - Scion vehicles.

■ **ZENITH MEDIA USA**, New York. Jamie Rhind, sr VP-comms plng - media svcs, interactive mktg, Scion, Scion dealerships.

TOYOTA DIVISION: 19001 S. Western Ave., Torrance, Calif. 90501/Phone: (310) 468-4000. Robert Carter, grp VP & gm; Randy Pflughaupt, VP-mktg.

■ **SAATCHI & SAATCHI**, Torrance, Calif. Kurt Ritter, CEO-Saatchi & Saatchi LA - Toyota vehicles.

■ **ZENITH MEDIA USA**, New York. Peggy Green, pres-bdcast; Ava Jordhamo, sr VP-natl bdcast - media buying, Toyota, Toyota dealerships.

■ **BURRELL COMMUNICATIONS GROUP**, Chicago. Fay Ferguson, co-CEO; Garlanda Freeze, VP & acct dir. - African-American adv, Avalon, Camry, Corolla, Matrix, Yaris.

■ **CONILL**, Torrance, Calif. Carlos Martinez, exec VP & gm; Ana M. Rodriguez, dir-client svcs - Hispanic adv.

■ **GOLINHARRIS**, Los Angeles. Art Garner, sr VP - pr, Toyota.

■ **INTERTREND COMMUNICATIONS**, Long Beach, Calif. Wade Guang, mg dir-acct svcs & integrated mktg; Tanya Rakkuo, mg dir-strategic plng - Asian-American adv, Toyota.

UNILEVER 10

\$2.10 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$219,958	\$233,894	-6.0
Sunday magazine	12,996	12,390	4.9
B2B magazines	2,606	3,366	-22.6
Local magazines	6	NA	NA
Spanish-language magazines	1,424	1,142	24.7
Newspaper	684	285	139.9
National newspaper	726	708	2.5
Spanish-language newspaper	107	1	NA
FSI	39,213	36,831	6.5
Network TV	301,020	239,356	25.8
Spot TV	10,614	10,138	4.7
Syndicated TV	66,811	61,348	8.9
Cable TV networks	111,986	103,060	8.7
Spanish-language TV	37,018	22,067	67.8
Network radio	5,876	69	NA
National spot radio	1,204	4,411	-72.7
Local radio	4,737	6,575	-28.0
Outdoor	2,786	13,801	-79.8
Internet	27,944	13,379	108.9
Measured media	847,715	762,822	11.1
Unmeasured spending	1,250,589	1,180,673	5.9
Total	2,098,303	1,943,495	8.0

BY BRAND	2006	2005	% CHG
Dove	176,025	153,560	14.6
Lipton	57,359	52,820	8.6
Slim-Fast	51,724	38,416	34.6
Axe	48,462	52,131	-7.0
Degree	47,501	35,239	34.8
Sunsilk	45,212	NA	NA
Bertolli	36,417	28,424	28.1
Shedd's Country Crock	35,899	36,386	-1.3
Breyers	33,343	29,973	11.2
Suave	30,119	20,004	50.6
Knorr	29,133	6,375	357.0
Hellmann's	28,394	19,288	47.2
Vaseline	24,632	31,964	-22.9
I Can't Believe It's Not Butter	23,108	12,824	80.2
Caress	21,023	21,374	-1.6
All	17,456	33,968	-48.6
Promise	16,098	9,934	62.0
Wish-Bone	15,967	14,189	12.5
Ragu	11,636	14,168	-17.9
Unilever	11,348	20,659	-45.1

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$49,548	\$47,521	4.3
Earnings	5,481	3,533	55.1

AMERICAS	2006	2005	% CHG
Sales	17,222	16,309	5.6
Operating profit	2,722	2,127	28.0

DIVISION SALES	2006	2005	% CHG
Savory & dressings	17,207	16,776	2.6
Personal Care	13,901	12,975	7.1
Ice Cream & Beverages	9,471	9,073	4.4
Home and other	8,967	8,695	3.1

HEADQUARTERS

Unilever N.V./Weena 455, 3013AL, Rotterdam, Netherlands /Phone: 31-10-217-4000.

Unilever/Blackfriars, London, United Kingdom EC4P 4BQ /Phone: 44-20-7822-5252.

U.S. HEADQUARTERS

Unilever/800 Sylvan Ave., Englewood Cliffs, N.J. 07632/Phone: (201) 894-7760.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Patrick Cescou, grp chief exec.

UNILEVER NORTH AMERICAN ICE CREAM: 909 Packerland Dr., Green Bay, Wis. 54303/Phone: (920) 499-5151. Walt Freese, CEO-Ben & Jerry's Homemade; Eric Walsh, pres-Good Humor & Breyers; Dave Stever, dir-mktg, Ben & Jerry's Homemade; Dan Hammer, VP-mktg, Good Humor & Breyers.

■ **AMALGAMATED**, New York. Doug Cameron, ptrn & creative strategy dir - Ben & Jerry's.

■ **CAMPBELL MITHUN**, Minneapolis. Don Kvam, exec VP & grp mgmt super; Tom Tessman, sr VP & mgmt super - Breyers, Good Humor, Klondike, Popsicle.

■ **GOLINHARRIS**, Chicago. Carrie von der Sitt, sr VP; Shelley Ward, grp acct super - pr, Breyers, Good Humor, Klondike, Popsicle.

UNILEVER U.S.: 800 Sylvan Ave., Englewood Cliffs, N.J. 07632/Phone: (201) 567-8000. Michael B. Polk, pres-Americas; Kevin Havelock, pres-Unilever U.S. & grp VP; John LeBoutillier, VP & gm-ice cream; Luis DiComo, VP-media; Bauke Rouwers, sr VP & gm-savory, olive oil, chilled, frozen, Americas; Amanda Sourry, VP & gm-meal solutions & new vitality platforms; Mark Olney, VP-brand devel; Thom Braun, VP-brand devel, savory & frozen; Mike Bauer, VP & gm-spreads, dressings & beverages; Micheal Faherty, VP- brand devel, spreads & dressings-N. Amer.;

Esther Lem, VP-brand devel, hair care; Stan Cook, VP & gm-hair care; Christopher Luxon, VP-brand devel, deodorants; Kevin George, VP & gm-deodorants; Philippe Harousseau, VP-skin; Todd Tillemans, VP & gm-skin care; Nicholas Liabeuf, VP-brand devel, laundry; Bill Littlefield, VP & gm-laundry; Lisa Klauser, VP-brand building & mktg excellence.

- **BARTLE BOGLE HEGARTY**, New York. Sarah Thompson, head acct mgr; Emma Cookson, head acct mgr; Barney Robinson, head acct mgr - Axe, All Laundry detergent, Omo laundry detergent, Promise spread, Vaseline, Wisk laundry detergent.
- **DDB WORLDWIDE COMMUNICATIONS GROUP**, New York. Peter Hempel, pres-DDB New York - Knorr side dishes, Lipton tea, soups & prepared meals.
- **JWT**, Sao Paulo. Stefano Zunino, global bus dir; Rosemarie Ryan, pres-Sunsilk; Stephanie Hancock, acct mgr-Caress - Andrelon, Beseda, Brooke Bond, Caress, Coral, Hazeline, Knorr, Lipton, Lux, Mods, Saga, Sunsilk.
- **LOWE WORLDWIDE**, New York. Nancy Katz, mg dir; Nick McElwee, acct exec - Degree, Snuggle.
- **MCCANN ERICKSON WORLDWIDE**, New York. Linda Luca, exec VP & grp mg dir - Bertolli, I Can't Believe It's Not Butter.
- **OGILVY & MATHER WORLDWIDE**, New York. Darren Kapelus, grp acct dir-Hellmann's, Ragu, Slim Fast, Suave, Wishbone; Mike Hemingway, acct dir-Dove; Becky Getz, mg dir-Suave; Nora Larios, co-deputy mgr-Pond's - Dove, Hellmann's, Ponds, Promise, Rave, Slim Fast, Suave, Wishbone.
- **STONE & SIMONS ADVERTISING**, Southfield, Mich. Douglas Stone, pres; Victoria Webb, VP & acct super - Shedd's Country Crock.
- **MINDSHARE WORLDWIDE**, New York & Chicago. Nadine McHugh, mg ptrn & strategic plng dir - media svcs.
- **COLANGELO**, Darien, Conn. - mktg svcs, Lever 2000.

U.S. GOVERNMENT 29

\$1.13 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$107,987	\$132,343	-18.4
Sunday magazine	12,975	14,138	-8.2
B2B magazines	7,232	9,045	-20.0
Local magazines	118	86	37.5
Spanish-language magazines	2,225	3,140	-29.1
Newspaper	38,152	28,029	36.1
National newspaper	7,499	8,994	-16.6
Spanish-language newspaper	1,794	2,647	-32.2
Network TV	141,222	162,960	-13.3
Spot TV	29,731	22,917	29.7
Syndicated TV	24,032	24,836	-3.2
Cable TV networks	164,175	176,332	-6.9
Spanish-language TV	18,987	30,576	-37.9
Network radio	15,660	13,155	19.0
National spot radio	12,539	18,651	-32.8
Local radio	23,774	27,089	-12.2
Outdoor	5,134	3,676	39.7
Internet	43,736	34,931	25.2
Measured media	656,973	713,545	-7.9
Unmeasured spending	475,739	516,705	-7.9
Total	1,132,711	1,230,250	-7.9
BY BRAND	2006	2005	% CHG
U.S. Army	174,953	145,074	20.6
Office of Natl Drug Control Policy	116,549	140,035	-16.8
USPS	63,281	91,149	-30.6
BY BRAND	2006	2005	% CHG
U.S. Navy	41,308	31,167	32.5
U.S. Air Force	32,481	43,151	-24.7
U.S. Marines	27,845	31,020	-10.2
Amtrak	25,467	26,361	-3.4
U.S. Mint	21,975	13,456	63.3
HHS	16,865	28,790	-41.4
Over The Limit campaign	16,846	NA	NA
Medicare	13,682	20,771	-34.1
CDC	12,984	15,675	-17.2
Today's Military web site	10,036	9,767	2.7

HEADQUARTERS

U.S. Government/Washington

PERSONNEL, BRANDS, AGENCIES

AIR NATIONAL GUARD: NGB/AIR, Ste. 10510, 1411 Jefferson Davis Hwy., Arlington, Va. 22202/Phone: (703) 607-2913. Chief Master Sgt. Myrtle Gaynor, chief-recruiting & retention adv.

■ **LAUGHLIN MARINACCIO & OWENS ADVERTISING**, Arlington, Va. Kendria Perry, acct exec - U.S. Air National Guard.

AMTRAK: 10 G St., N.E./Ste. 3E-562, Washington, D.C. 20002/Phone: (202) 906-4000. Alex Kummant, CEO & pres; Emmett Fremaux, VP-mktg & prod mgmt; David Lim, chief mktg officer; Gail Reisman, sr dir-adv & mktg prog; Darlene Abubakar, dir-natl adv.

■ **ARNOLD WORLDWIDE**, McLean, Va. Sherryl Eklind, VP & grp acct dir - Amtrak.

■ **DDB WORLDWIDE COMMUNICATIONS GROUP**, West Coast. Nick Bishop, pres-DDB, Los Angeles - West Coast, Amtrak.

■ **IMAGES USA**, Atlanta. Bob McNeil, pres & CEO - multicultural adv, Southeast, Amtrak.

ARMY NATIONAL GUARD: NGB-ASM/1411 Jefferson Davis Hwy., Arlington, Va. 22202/Phone: (703) 607-3563. Lt. Gen. Clyde A. Vaughn, dir; Maj. Michael Baptiste, chief-adv.

■ **LAUGHLIN MARINACCIO & OWENS ADVERTISING**, Arlington, Va. Doug Laughlin, pres - Army National Guard.

■ **DOCUPAK**, Pelham, Ala. Philip Crane, pres - sls promo & direct mktg.

BUREAU OF ENGRAVING & PRINTING: 14th St. and C St. SW, Washington, D.C. 20228/Phone: (202) 874-3545. Larry R. Felix, dir; Dawn Haley, chief-external relations.

■ **BURSON-MARSTELLER**, Washington. Mary Crawford, mg dir - currency introduction campaign.

CENTERS FOR DISEASE CONTROL & PREVENTION: 1600 Clifton Road, NE, Atlanta, Ga. 30333/Phone: 404-639-3311. Christine Prue, tech monitor-Autism Awareness campaign; Calvin Teel, tech monitor-Natl Bone Health campaign.

■ **A PARTNERSHIP**, New York. Jeannie Yuen, pres & CEO - Asian-American adv, CDC.

■ **OGILVY PUBLIC RELATIONS WORLDWIDE**, New York. Cindy Gelb, tech monitor - pr, "Screen for Life" National Colorectal Cancer Action campaign.

■ **PORTER NOVELLI**, Washington. Katherine Lyon-Daniel, tech monitor-Autism Awareness campaign; Lee Ann Ramsay, tech monitor-Arthritis Pain Reliever campaign; Ann Forsythe, tech monitor-Natl Bone Health campaign - pr, Arthritis Pain Reliever campaign, Autism Awareness Campaign, Nat'l Bone Health campaign.

CENTRAL INTELLIGENCE AGENCY: CIA Recruitment Center, Washington, D.C. 20505/Phone: 703-482-0623. Gen. Michael Hayden, dir.

■ **IN-HOUSE.**

DEPT. OF ARMY: 111 Army Pentagon, Washington, D.C. 20310/Phone: 703-692-1297. Hon. Pete Geren, sec.-Army; Gen. George Casey, chief of staff-Army, manpower & reserve affairs; Ronald J. James, asst sec.-Army, manpower & reserve affairs; Edward W. Walters, depty asst sec-recruiting.

■ **CASANOVA PENDRILL**, Costa Mesa & New York, Calif. Dan Nance, pres & CEO - Hispanic adv.

■ **IW GROUP**, Los Angeles. Martina Lee, acct dir - Asian-American adv, U.S.

■ **MOMENTUM WORLDWIDE**, Chicago. Tom Boccuzzi, grp acct dir; Peter Office, exec VP-event mktg, N. Amer. - sponsorships & events.

■ **MRM WORLDWIDE**, New York. Lisa Ann Nocella, sr VP & dir-ops - direct mktg.

■ **NAS RECRUITMENT COMMUNICATIONS**, Cleveland. Jim Miller, co-chmn-recruiting - recruiting, U.S. army Medical.

■ **WEBER SHANDWICK**, Sara Gavin, acct exec - pr.

DEPT. OF HOMELAND SECURITY: Nebraska Ave. Complex (NAC), 3801 Nebraska Ave., N.W., Washington, D.C. 20528/Phone: (202) 282-8000. Michael Chertoff, sec.; Edward Fox, asst sec.-public affairs.

■ **AGENCIES ASSIGNED ON A PROJECT BASIS.**

HOUSING & URBAN DEVELOPMENT: 451 Seventh St. S.W., Washington, D.C. 20410/Phone: (202) 708-0417. Alphonso Jackson, sec.; Roy A. Bernardi, deputy sec.; Valerie Hayes, dir-office of small & disadvantaged bus utilization.

■ **AGENCIES ASSIGNED ON A PROJECT BASIS.**

INTERNAL REVENUE SERVICE: 1111 Constitution Ave. N.W., Washington, 20224/Phone: (202) 622-4010. Gail Ellis, chief-e-comms & mktg.

■ **DRAFTFCB**, New York. Jeff Tarakajian, exec VP & grp mgmt dir - mktg svcs.

■ **PORTER NOVELLI**, Washington. Betsy Stephenson, sr VP - pr.

JOINT ADVERTISING, MARKET RESEARCH & STUDIES: 4040 Fairfax Dr., Ste 200, Arlington, Va. 22203/Phone: (703) 696-7177. Matt Boehmer, prog mgr; Lt. Cmdr Brad K. Terrill (USCG), chief-joint adv; Maj. Andrew Morton (USA), project officer-pr; Capt. John Marksbury (USMC), project officer-interactive adv; Lt. Jasmine Gough (USN), project officer-direct mktg; Andrea Zucker, statistician-market rsch & studies.

■ **MULLEN**, Wenham. Tom Jump, exec VP & mg ptrn - Today's Military.

OFFICE OF NATIONAL DRUG CONTROL POLICY: 750 17th St. NW, Washington, 20503/Phone: (202) 395-6627. Robert Denniston, dir-natl youth anti-drug media campaign; Gem Benozza, deputy dir-natl youth anti-drug media campaign.

■ **DRAFTFCB**, New York. Kim Corrigan, exec VP & ww acct dir - mktg svcs.

■ **FLEISHMAN-HILLARD**, Washington. Ann Davison, sr VP, ptrn & acct dir-news media outreach - pr.

■ **IW GROUP**, Los Angeles. Irene Cheung, VP - Asian-American adv.

■ **LAGRANT COMMUNICATIONS**, Los Angeles. Keisha Brown, sr VP & gm - African-American adv.

■ **LATINVOX**, New York. Roberto Ramos, pres & acct dir - Hispanic adv.

U.S. AIR FORCE: Air Force Recruiting Service RSM, 550 D St. W., Ste 1, Randolph AFB, Texas 78150-4527/Phone: (210) 565-0500. Michael W. Wynne, sec.-Air Force; Gen. T. Michael Moseley, chief of staff; Brig. Gen. Suzanne M. Vautrinot, Cmdr-Air Force recruiting svcs; Col. Earl S. Chase, vice Cmdr; Col. Tim Hanson, chief-mktg div; Tim Talbert, deputy chief-mktg div.

■ **GSD&M'S IDEA CITY**, Austin, Texas. Lee Pilz, acct dir.

■ **VIRION**, Dallas. Jeff Erickson, dir-interactive client svcs.

■ **USMP**, Dallas. Mike Glover, acct dir-mobile mktg - experiential & mobile mktg.

■ **MERKLE**, Lanham, Md. David Williams, CEO; Mike Savage, VP-mktg - database mgmt.

U.S. AIR FORCE RESERVE: HQAFRC/RSAA, 1000 Corporate Pointe, Warner Robins, Ga. 31088/Phone: (478) 327-0655. Col. Francis M. Mungavin, Cmdr-recruiting; Lt. Col. Leslie Pratt, chief-adv & info systems; Chief Master Sgt. Roberty Starkey, chief-adv branch.

■ **BLAINE WARREN**, Las Vegas. Michael Sabatier, acct mgr - U.S. **ARMY ACCESSIONS COMMAND:** Strategic Communications, Marketing and Outreach, G7/9 ATAL-S, 232 Old Ironsides Ave, Fort Knox, Ky. 40121-5163/Phone: (502) 626-0853. Lt. Gen. Benjamin C. Freakley, commanding Gen.; Col. David A. Lee, deputy chief of staff.

■ **MRM WORLDWIDE**, New York. Lisa Ann Nocella, sr VP & dir; Anders Ekman, exec VP & acct dir - mktg svcs.

U.S. ARMY RESERVE: Advertising through U.S. Army Accessions Command, Strategic Communications Directorate, Advertising Division, 232 Old Ironsides, Fort Knox, Ky. 40121-5163/Phone: (502) 626-0853. Lt. Gen. Jack C. Stultz, chief; Brig. Gen. Richard Sherlock, deputy chief; Brig. Gen. Oscar R. Anderson, chief of staff.

- **MCCANN ERICKSON WORLDWIDE**, New York. Anders Ekman, exec VP & acct dir; Lisa Nocella, sr VP & grp mgmt dir.
- **CAROL H. WILLIAMS ADVERTISING**, Oakland, Calif. Carol Williams, pres & CEO – African-American adv.

U.S. CENSUS: 4700 Silver Hill Rd., Suitland, Md. Charles L. Kincannon, dir; Hermann Habermann, deputy dir & chief operating officer.

- **DRAFTFCB**, New York. Jeff Tarakajian, exec VP & grp mgmt dir.
- **GLOBALHUE**, New York. Laura Marella, vice-chmn – African-American adv, Hispanic.
- **IW GROUP**, San Francisco. Irene Cheung, VP – African-American adv.

U.S. COAST GUARD (DEPARTMENT OF HOMELAND SECURITY): U.S. Coast Guard Recruiting Command, 2300 Wilson Blvd., Ste. 500, Arlington, Va. 22201/Phone: (212)753-4700. Mauro Cooper, chief-recruitment adv.

- **COSSETTE COMMUNICATIONS**, New York. Katie Dooley, acct super.

U.S. DEPT. OF HEALTH & HUMAN SERVICES: 200 Independence Ave., S.W., Rm. 615F, Washington, D.C. 20201/Phone: (202) 690-7000. Michael O. Leavitt, sec.; Tevi Troy, deputy sec.; Rich McKeown, chief of staff.

- **CARTON DONOFRIO PARTNERS**, Baltimore. Chuck Donofrio, CEO – Medicare.
- **MCCANN ERICKSON WORLDWIDE**, New York. ToriAnn Bonade, sr VP & grp dir – Small Steps: Childhood Obesity Prevention campaign, Adult Obesity Prevention campaign.
- **AD COUNCIL**, New York. Anthony Signorelli, campaign mgr – special projects, Small Steps: Childhood Obesity Prevention campaign, Adult Obesity Prevention campaign.

U.S. DEPT. OF TRANSPORTATION: 1200 New Jersey Ave. SE, Washington, D.C. 20590/Phone: (202) 366-4000. Mary E. Peters, sec.-transportation; Adm. Thomas Barrett, deputy sec.

- **AGENCY IN REVIEW.**

U.S. MARINE CORPS: Marine Corps Recruiting Command, 3280 Russell Rd., Quantico, Va. 22134/Phone: (703) 784-9434. Maj. Gen Richard Tryon, commanding Gen.; Lt. Col. Michael Zeliff, asst chief of staff-adv.

- **MINDSHARE WORLDWIDE**, Atlanta. Andie Fox, mg dir-Atlanta – media svcs.
- **UNIWORLD GROUP**, Quantico, Va. Herman Morales, grp acct dir; Kelly Rodman, acct dir – African-American, Hispanic strategy, media & pr, Marine Corps Recruiting Command.

U.S. MINT: 801 9th St. NW, Washington, D.C. 20220/Phone: (202) 354-7200. Edmond C. Moy, dir; Gloria Eskridge, assoc dir-mktg.

- **CAMPBELL-EWALD**, Warren, Mich. James P. Huchok, exec VP & acct dir – natl adv prog.

U.S. NAVY: Navy Recruiting Command, 5722 Integrity Drive Bldg. 784, Millington, Tenn. 38054-5057/Phone: (901) 874-9393. Rear Adm. Joseph F. Kilkenny, Cmdr-Navy Recruiting Command; Capt. Thomas Buterbaugh, dir-adv & mktg.

- **CAMPBELL-EWALD**, Warren, Mich. M. Kathleen Donald, exec VP & acct dir – U.S. Navy Recruiting.
- **ACCENTMARKETING**, Coral Gables, Fla. Yaidi Sotolongo, acct dir – Hispanic adv, media events, pr.
- **GLOBALHUE**, Southfield, Mich. Allen Pugh, vice chmn – African-American adv.

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

Agencies owned by or affiliated with the largest U.S. agency companies are color coded as follows: ■ **OMNICOM GROUP** ■ **WPP GROUP** ■ **INTERPUBLIC GROUP** ■ **PUBLICIS GROUPE** ■ **HAVAS** ■ **OTHER**

U.S. POSTAL SERVICE: 475 L'Enfant Plaza SW, Room 1141, Washington, D.C. 20260-1019/Phone: (202) 268-3050. John E. Potter, postmaster general & CEO; Rod DeVar, adv mgr; Anita Bizzotto, chief mktg officer.

- **CAMPBELL-EWALD**, Warren, Mich. Mark Bellissimo, exec VP & acct dir.
- **GOLINHARRIS**, Washington. Cristi Barnett, VP – pr.

VERIZON COMMUNICATIONS 5

\$2.82 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$65,487	\$51,637	26.8
Sunday magazine	627	444	41.2
B2B magazines	9,579	4,216	127.2
Local magazines	41	9	340.2
Spanish-language magazines	543	1,043	-47.9
Newspaper	598,402	570,626	4.9
National newspaper	84,707	61,466	37.8
Spanish-language newspaper	4,514	3,503	28.9
FSI	111	91	22.4
Network TV	417,284	339,167	23.0
Spot TV	171,611	162,606	5.5
Syndicated TV	7,163	11,399	-37.2
Cable TV networks	153,554	126,779	21.1
Spanish-language TV	53,414	35,479	50.6
Network radio	1,852	5	NA
National spot radio	95,149	94,297	0.9
Local radio	101,809	101,245	0.6
Outdoor	57,624	53,684	7.3
Internet	123,567	144,013	-14.2
Measured media	1,947,039	1,761,708	10.5
Unmeasured spending	874,756	719,571	21.6
Total	2,821,795	2,481,279	13.7

BY BRAND	2006	2005	% CHG
Verizon	1,933,352	1,725,241	12.1
Superpages.com	13,226	31,275	-57.7

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE & U.S.	2006	2005	% CHG
Sales	\$88,144	\$69,518	26.8
Earnings	6,197	7,397	-16.2

DIVISION SALES	2006	2005	% CHG
Wireline	50,794	37,616	35.0
Domestic Wireless	38,043	32,301	17.8

HEADQUARTERS

Verizon Communications/140 West St., New York, N.Y. 10007/Phone: (212) 395-2121. **PERSONNEL, BRANDS, AGENCIES**

CORPORATE: Ivan Seidenberg, chmn & CEO; Denny Strigl, pres & chief operating officer; John Stratton, exec VP & chief mktg officer; John Harrobin, sr VP-mktg.

- **MCCANN ERICKSON WORLDWIDE**, New York. Thom Gruhler, exec VP & total comms dir.
- **MOXIE INTERACTIVE**, New York & Atlanta. Joel Lunenfeld, exec VP – digital creative, media buying, media plng.
- **R/GA**, New York. Ryan Denning, grp dir – digital design, retail.
- **LANDOR ASSOCIATES**, New York. Allen Adamson, mg dir – brand strategy & design.
- **ADASIA COMMUNICATIONS**, New York. Kevin Lee, pres & CEO; Annie Shih, sr VP & acct dir – multicultural adv, media plng & buying.
- **MRM WORLDWIDE**, New York. Fern Goldstein, sr VP & grp acct dir; Jen Doherty, sr VP & grp acct dir – direct mktg.

VERIZON BUSINESS: 1 Verizon Way, Basking Ridge, N.J. 07920/Phone: (908) 559-2000. John Killian, pres; Nancy Gofus, sr VP & chief mktg officer.

- **MCCANN ERICKSON WORLDWIDE**, New York & Salt Lake City. Thom Gruhler, exec VP & total comms dir.

- **UNIVERSAL MCCANN WORLDWIDE**, New York. Donald Morrison, sr VP & mg dir; Tom Telesco, sr VP & grp media dir; Scott Downs, VP & grp media dir – media plng.
- **R/GA**, New York. Ryan Denning, grp dir – digital design.

VERIZON TELECOM: 140 West St., New York, N.Y. 10007/Phone: (212) 395-2121. Virginia Ruesterholz, pres; Marilyn O'Connell, chief mktg officer; John Wimsatt, sr VP-cons mktg; Monte Beck, VP-bus mktg.

- **MCCANN ERICKSON WORLDWIDE**, New York. Thom Gruhler, exec VP & total comms dir.
- **UNIVERSAL MCCANN WORLDWIDE**, New York. Donald Morrison, sr VP & mg dir; Tom Telesco, sr VP & grp media dir; Scott Downs, VP & grp media dir – media plng.
- **ZENITH MEDIA USA**, New York. Dave Penski, sr VP & acct dir – media svcs, interactive, brand campaign, cons & bus DSL, FIOS (fiber optics), diversity, wholesale (trade) & Avenue (trade awareness), Yellow Pages.
- **R/GA**, New York. Ryan Denning, grp dir – digital design.
- **GLOBALHUE**, New York. Laura Marella, vice chmn – multicultural adv, African-American adv, Hispanic adv.
- **ADASIA COMMUNICATIONS**, New York. Kevin Lee, pres & CEO; Annie Shih, sr VP & acct dir – multicultural adv, media plng & buying.

VERIZON WIRELESS: 1 Verizon Way, Basking Ridge, N.J. 07920/Phone: 908-559-2000. Lowell McAdam, pres & CEO; Mike Lanman, VP & chief mktg officer.

- **MCCANN ERICKSON WORLDWIDE**, New York. Thom Gruhler, exec VP & total comms dir.
- **MOXIE INTERACTIVE**, Atlanta. Joel Lunenfeld, exec VP – digital creative, media buying, media plng.
- **UNIVERSAL MCCANN WORLDWIDE**, New York. Donald Morrison, sr VP & mg dir; Tom Telesco, sr VP & grp media dir; Scott Downs, VP & grp media dir – media plng.
- **ZENITH MEDIA USA**, New York. Wendy Marquardt, pres; Dave Penski, sr VP & acct dir – media buying.
- **HILL HOLIDAY**, Greenville, S. C. (Erwin-Penland) & New York. Allen Bosworth, exec VP & dir-client svcs – natl retail adv strategy & creative.
- **R/GA**, New York. Ryan Denning, grp dir – digital design & UI.
- **MOMENTUM WORLDWIDE**, New York & St. Louis. Sarah Freeman, acct dir – sls promo, retail & event sponsorships, entertainment mktg.
- **MRM WORLDWIDE**, New York. Fern Goldstein, sr VP & grp acct dir; Jen Doherty, sr VP & grp acct dir – direct mktg.

VIACOM 41

\$934.1 million

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$69,354	\$89,335	-22.4
Sunday magazine	5,818	6,398	-9.1
B2B magazines	15,095	19,664	-23.2
Local magazines	125	37	233.2
Spanish-language magazines	351	105	234.0
Newspaper	83,035	102,560	-19.0
National newspaper	22,365	31,107	-28.1
Spanish-language newspaper	632	584	8.3
Network TV	128,333	198,680	-35.4
Spot TV	49,133	45,859	7.1
Syndicated TV	14,113	23,449	-39.8
Cable TV networks	151,362	137,559	10.0
Spanish-language TV	10,817	7,380	46.6
Network radio	3,083	4,923	-37.4
National spot radio	15,801	22,785	-30.7
Local radio	31,376	52,491	-40.2
Outdoor	23,105	31,368	-26.3
Internet	30,002	32,305	-7.1
Measured media	653,898	806,588	-18.9
Unmeasured spending	280,242	286,863	4.2
Total	934,140	1,075,450	-13.1

BY BRAND	2006	2005	% CHG
Paramount movies	380,083	383,731	-1.0
Viacom video	109,247	118,420	-7.7
Dreamworks movies	41,283	139,332	-70.4
Nickelodeon	18,160	20,628	-12.0
BET	13,945	12,858	8.5
VH-1	12,696	17,501	-27.5
Comedy Central	12,543	18,861	-33.5
MTV	10,988	13,231	-17.0

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$11,467	\$9,610	19.3
Earnings	1,592	1,130	40.8

U.S.	2006	2005	% CHG
Sales	8,700	7,459	16.6

DIVISION SALES	2006	2005	% CHG
Media Networks	7,241	6,758	7.1
Filmed Entertainment	4,379	2,995	46.2

HEADQUARTERS

Viacom/1515 Broadway, New York, N.Y. 10036/Phone: (212) 258-6000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Sumner Redstone, exec chmn; Philippe P. Dauman, pres & CEO; Thomas Dooley, sr exec VP, chief admin officer & cfo; James Bombassei, sr VP-investor relations; Wade Davis, sr VP-strategy, mergers & acquisitions; Carl D. Folta, exec VP-corp comms; Michael D. Fricklas, exec VP, genl counsel & secretary; Denise White, exec VP-HR; DeDe Lea, exec VP-government affairs; Jacques Tortoroli, sr VP, corp controller & chief accounting officer.

BET NETWORKS: 1 BET Plaza, 1235 W St NE, Washington, D.C., 20018/Phone: (202) 608-2000. Debra Lee, chmn & CEO; Scott Mills, pres & chief operating officer; Louis Carr, pres-bdcast media sls; Michael Pickrum, cfo; Reginald Hudlin, pres-entertainment; Denmark West, pres-digital media; Stephen Hill, exec VP-entertainment prog, music & talent; Byron Marchant, exec VP, chief activation officer & genl counsel; Byron Phillips, exec VP-entertainment; Janet Rolle, exec VP & chief mktg officer; Michael Armstrong, sr VP-BET International; Jeanine Liburd, sr VP-corp comms; Alvin Bowles, sr VP-integrated mktg; Tom Reynolds, VP & chief of staff.

IN-HOUSE.

MTV NETWORKS: 1515 Broadway, New York, N.Y. 10039/Phone: (212) 258-8000. Judy McGrath, chmn & CEO-MTV Networks; Rich Eigendorff, exec VP & chief operating officer- MTV Networks and MTVN Music and Logo Grp; Doug Herzog, pres-MTVN Entertainment Grp; Van Toffler, pres-MTVN Music and Logo Grp; Cyma Zarghami, pres-MTVN Kids and Family Group; Bill Roedy, pres & vice chmn-MTV Networks & pres-MTV Int; Mika Salmi, pres-global digital media; Hank Close, pres-U.S. adv sls; Carolyn Everson, exec VP-strategy, ops & U.S. adv sls; Jeff Lucas, exec VP-MTVN Entertainment Group adv sls; Sean Moran, exec VP-MTVN Music & Logo Group adv sls; Jim Perry, exec VP-MTVN Kids and Family Group adv sls; Nada Stirratt, exec VP-digital adv; Peter Griffin, exec VP-MTVN Generator; Denise Dahldorf, exec VP-content distribution & mktg.

IN-HOUSE.

MPG, New York. Mark Means, sr VP & grp acct dir - media svcs, Comedy Central.

PARAMOUNT HOME ENTERTAINMENT: 5555 Melrose Ave., Los Angeles, Calif. 90038/Phone: (323) 956-5000. Kelly Avery, pres-ww home entertainment; Meagan Burrows, pres-domestic home entertainment; Michael Arkin, sr VP-mktg.

MEDIAEDGE: CIA, Los Angeles. Rino Scanzoni, chmn; Lee Doyle, CEO-N. Amer.; Jeff Killingsworth, mg ptrn - media svcs, Viacom video.

PARAMOUNT MOTION PICTURE GROUP: 5555 Melrose Ave., Los Angeles, Calif. 90038/Phone: (323) 956-5000. Brad Grey, chmn & CEO-Paramount Motion Picture Corp.

MEDIAEDGE: CIA, Los Angeles. Rino Scanzoni, chmn; Lee Doyle, CEO-N. Amer.; Jeff Killingsworth, mg ptrn - media svcs, Paramount Pictures, DreamWorks SKG.

WAL-MART STORES 34

\$1.07 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$91,560	\$40,610	125.5
Sunday magazine	4,931	10,679	-53.8
B2B magazines	671	1,229	-45.4
Spanish-language magazines	2,113	1,026	105.9
Newspaper	23,714	30,686	-22.7
National newspaper	2,718	2,007	35.4
Spanish-language newspaper	835	839	-0.5
FSI	635	2,930	-78.3
Network TV	137,819	205,800	-33.0
Spot TV	28,030	63,398	-55.8
Syndicated TV	24,111	49,968	-51.7
Cable TV networks	73,971	54,451	35.8
Spanish-language TV	57,853	56,659	2.1
Network radio	14,574	13,829	5.4
National spot radio	2,916	5,005	-41.7
Local radio	6,727	7,951	-15.4
Outdoor	1,980	856	131.2
Internet	61,158	34,238	78.6
Measured media	536,315	582,161	-7.9
Unmeasured spending	536,315	388,107	38.2
Total	1,072,630	970,268	10.5

BY BRAND	2006	2005	% CHG
Wal-Mart	515,382	563,858	-8.6
Sam's Club	20,298	15,342	32.3

SALES & EARNINGS (\$ IN MILLIONS; 2006 IS YEAR ENDED 1/31/07)

WORLDWIDE	2006	2005	% CHG
Sales	\$348,650	\$312,101	11.7
Earnings	11,284	11,231	0.5

U.S.	2006	2005	% CHG
Sales	271,534	252,864	7.4
Operating income	20,497	18,713	9.5

DIVISION SALES	2006	2005	% CHG
Wal-Mart	226,294	209,910	7.8
International	77,116	62,719	23.0
Sam's Club	41,582	39,798	4.5

HEADQUARTERS

Wal-Mart Stores/702 S.W. 8th St., Bentonville, Ark. 72716/Phone: (479) 273-4000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: S. Robson Walton, chmn; H. Lee Scott, Jr., pres & CEO.

SAM'S CLUB: 608 SW 8th St., Bentonville, Ark. 72716/Phone: (479) 273-4000. C. Douglas McMillon, pres & CEO; Greg Spragg, exec VP-merch.

STRAWBERRYFROG, New York. Scott Goodsen, CEO & chief creative officer - Sam's Club.

VML, Kansas City, Mo. Jon Cook, pres - interactive mktg, samsclub.com.

WAL-MART STORES, USA: 702 S.W. Eighth St., Bentonville, Ark. 72716/Phone: (479) 273-4000. Eduardo Castro-Wright, pres & CEO; John E. Fleming, exec VP & chief merch officer; Stephen Quinn, exec VP & chief mktg officer.

MARTIN AGENCY, Richmond, Va. Christine Branin, sr VP & mgmt super; Brad Armstrong, VP & grp mgmt super.

MEDIAVEST USA, New York. Greg Warren, exec VP & mg dir - media buying, media plng, digital buying and plng, Hispanic buying and plng.

42 DEGREES (STARCOM MEDIAVEST GROUP), New York. Jeanette Millan, activation dir - multicultural media svcs, Wal-Mart.

GLOBALHUE, Southfield, Mich. Allen Pugh, vice chmn - African-American adv.

IW GROUP, Los Angeles. Betty Kao, acct dir - Asian-American adv.

LOPEZ NEGRETE COMMUNICATIONS, Houston. Alex Lopez Negrete, pres, CEO & chief creative officer - Hispanic adv.

NEWSPAPER SERVICES OF AMERICA, Chicago. Dave Walker, CEO - newspaper buying.

SMG SEARCH, New York. Neeraj Kochhar, VP & dir of search - search mktg.

WYETH 33

\$1.08 billion

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$55,137	\$24,530	124.8
Sunday magazine	NA	2,461	NA
B2B magazines	2,535	1,889	34.2
Spanish-language magazines	175	NA	NA
Newspaper	6,514	188	NA
National newspaper	34	233	-85.6
FSI	9,944	7,730	28.6
Network TV	153,932	140,128	9.9
Spot TV	4,115	5,835	-29.5
Syndicated TV	73,609	84,466	-12.9
Cable TV networks	76,582	74,675	2.6
Spanish-language TV	17,896	14,177	26.2
Network radio	7,297	7,651	-4.6
National spot radio	11,531	374	NA
Local radio	12,365	275	NA
Outdoor	11	259	-95.8
Internet	17,848	18,991	-6.0
Measured media	449,523	383,861	17.1
Unmeasured spending	627,256	508,839	23.3
Total	1,076,779	892,699	20.6

BY BRAND	2006	2005	% CHG
Advil	108,079	96,976	11.4
Enbrel	69,942	49,878	40.2
Centrum	38,669	41,006	-5.7

BY BRAND	2006	2005	% CHG
Psoriasisinfo.com	27,290	NA	NA
Wyeth	26,470	14,730	79.7
Effexor XR	26,347	4,048	550.9
Robitussin	20,022	21,285	-5.9
Protonix	16,755	623	NA
Alavert	16,075	29,289	-45.1
ChapStick	15,265	11,419	33.7
Knowmenopause.com	12,205	NA	NA
YourTimeForChange.com	11,935	NA	NA
Synvisc	10,701	6,286	70.3

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$20,351	\$18,756	8.5
Earnings	4,197	3,656	14.8

U.S.	2006	2005	% CHG
Sales	11,054	10,344	6.9

DIVISION SALES	2006	2005	% CHG
Pharmaceuticals	16,884	15,321	10.2
Consumer Health Care	2,530	2,554	-0.9
Animal Health	936	881	6.2

HEADQUARTERS

Wyeth/5 Giralda Farms, Madison, N.J. 07940/Phone: (973) 660-5000.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: Robert Essner, chmn; Bernard Poussot, pres & CEO.
■ WYETH ADVERTISING (IN-HOUSE) Richard Feldheim, pres; Marianne McArdle, exec VP-natl TV.

FORT DODGE ANIMAL HEALTH: 9225 Indian Creek Pkwy. Ste. 400, Overland Park, Kan. 66210/Phone: (913) 664-7000. Richard DeLuca, pres.

■ LATORRA, PAUL & MCCANN ADVERTISING, Syracuse, N.Y. Lou Latorra, pres - Fort Dodge Animal Health.

WYETH CONSUMER HEALTHCARE: 5 Giralda Farms, Madison, N.J. 07940/Phone: (973) 660-5000. Cavan Redmond, pres; Doug Rogers, pres-US & global new bus.

■ COMMONHEALTH, Parsippany, N.J. Matt Giegerich, pres & CEO; Dave Chapman, mg ptrn; Darlene Dobry, pres-Carbon, a part of CommonHealth - Advil, Alavert, Caltrate, Centrum, Robitussin, Dimetapp.

■ CARRAFIELLO-DIEHL ASSOCIATES, Irvington, N.Y. Nancy Silverman, mgmt super - Caltrate, Centrum.

■ CLINE DAVIS & MANN, New York. Erin Ellis, exec VP & dir-client svcs - Wyeth Systems Healthcare Portfolio.

■ GREY, New York. Maureen Maldari, exec VP-acct mgmt - Alavert, ChapStick, Advil, Preparation-H, Robitussin.

■ KAPLAN THALER GROUP, New York. Robin Koval, pres - Centrum, Caltrate.

■ BRAVO GROUP, New York. Veronica Vela, acct super - Hispanic adv, Analgesic, Respiratory, Topicals & Nutritional Categories.

■ G2, Stamford, Conn. Nick Hoadley, mg dir-G2 promo & mktg - promo.

WYETH PHARMACEUTICALS: 500 Arcola Rd., Collegetown, Pa. 19426/Phone: (610)902-1200. Joseph Mahady, pres.

■ DORLAND GLOBAL CORP., Philadelphia. Harry Sweeney, chmn & CEO - institutional care, managed care, pharmaceutical care.
■ EURO RSCG LIFE CHELSEA, New York. Pamela Pinta, mg dir-all prods; Steven Nothel, exec VP & dir-client svcs; Eric Morse, VP & acct grp super-Effexor XR & Zosyn; Clare Starrs, sr VP & mgmt super-Enbrel; Nelson Figueroa, sr VP & mgmt super-Pristiq; Debbie Sutton Memmel, VP & acct grp super- Protonix - Enbrel, Effexor XR, Pristiq, Protonix, Zosyn.

■ EURO RSCG LIFE LM&P, New York. David Paragamian, pres; Marcy Leger, exec VP & mg dir; Frank Cotugno, exec VP & exec creative dir; Anna Kotis, sr VP-acct svcs; Kevin McHale, VP & assoc creative dir - HibTiter, Meningitec, Prevnar/Prevnar.

■ GREY, New York. Maureen Maldari, exec VP-acct mgmt - Lybrel.

■ MCCANN HEALTHCARE WORLDWIDE, Parsippany, N.J. Charles Buckwell, CEO-Complete Medical Group - Prevnar, Rapamune.

■ OGILVYONE WORLDWIDE, New York. Donna Tutts, pres-Ogilvy Healthworld - Lybrel.

■ SAATCHI & SAATCHI HEALTHCARE, New York. Dave Marek, mg dir - Enbrel.

■ OGILVY HEALTHWORLD, New York. Donna Tutts, pres-Ogilvy Healthworld - cons awareness adv, Bazedoxifene, Bazedoxifene CE, Premarin DTC, Premarin VC, Prempro, Protonix, Tygacil.

■ IN-HOUSE, Richard Feldheim, pres - media buying.

■ ZENITH MEDIA USA, New York. JoAnn Accarino, sr VP-comms plng - media plng, Altace, Effexor, Enbrel, Premarin/Prempro.

■ PUBLICIS MODEM, San Francisco. Candice Smith, relationship lead - interactive mktg, Enbrel.

■ DIGITAS HEALTH, Philadelphia. Michael du Toit, exec VP-mktg & client svcs - interactive mktg, search mktg, media buying.

YUM BRANDS 46

\$902.0 million

U.S. AD SPENDING (\$ IN THOUSANDS)

BY MEDIA	2006	2005	% CHG
Magazine	\$2,203	\$3,898	-43.5
B2B magazines	NA	169	NA
Spanish-language magazines	NA	16	NA
Newspaper	1,637	1,170	39.8
National newspaper	897	NA	NA
Spanish-language newspaper	79	26	200.4
FSI	2,207	3,262	-32.3
Network TV	294,275	307,285	-4.2
Spot TV	223,289	213,098	4.8
Syndicated TV	6,267	6,405	-2.2
Cable TV networks	157,913	130,681	20.8
Spanish-language TV	15,428	18,452	-16.4
Network radio	215	208	3.4
National spot radio	8,742	7,315	19.5
Local radio	26,953	20,717	30.1
Outdoor	5,778	5,728	0.9
Internet	2,815	921	205.8
Measured media	748,699	719,351	4.1
Unmeasured spending	153,348	147,337	4.1
Total	902,047	866,688	4.1

BY BRAND	2006	2005	% CHG
Taco Bell	260,226	231,777	12.3
KFC	251,405	245,987	2.2
Pizza Hut	206,434	213,405	-3.3
Long John Silver's	25,279	22,561	12.0

SALES & EARNINGS (\$ IN MILLIONS)

WORLDWIDE	2006	2005	% CHG
Sales	\$9,561	\$9,349	2.3
Earnings	824	762	8.1

U.S.	2006	2005	% CHG
Sales	5,603	5,929	-5.5
Operating profit	763	760	0.4

DIVISION SALES	2006	2005	% CHG
U.S. systemwide sales	17,800	17,700	0.6
U.S. company rest.	5,603	5,929	-5.5
International company rest.	2,320	2,124	9.2
China division	1,638	1,296	26.4

HEADQUARTERS

Yum Brands/1441 Gardiner Lane, Louisville, Ky. 40213/Phone: (502) 874-8300.

PERSONNEL, BRANDS, AGENCIES

CORPORATE: David C. Novak, chmn, pres & CEO; Graham D. Allan, pres-Yum Restaurants Intl; Jonathan D. Blum, sr VP & chief public affairs officer; Emil J. Brolick, pres-U.S. brand building; Ann P. Byerlein, chief people officer; Christian L. Campbell, sr VP, genl counsel & chief franchise policy officer; Richard T. Carucci, cfo; Peter R. Hearl, chief operating & devel officer; Ted F. Knopf, sr VP-finance & corp controller; Timothy P. Jerzyk, sr VP-investor relations & treasurer; Sam Su, pres-Yum Restaurants China.

■ MEDIAEDGE: CIA, New York. Rino Scanzoni, chmn; Lee Doyle, CEO-N. Amer.; Mindy Welsh, mg ptrn & acct dir - media buying, natl adult TV.

A&W ALL AMERICAN FOOD: 1900 Colonel Sanders Lane, Louisville, Ky. 40213/Phone: (502) 874-8300. Ben Butler, pres-Long John Silver's and A&W All American Food Restaurants; Andy Rosen, chief operating officer-Long John Silver's and A&W All American Food; Don Gates, sr dir-mktg-Long John Silver's and A&W All American Food.

■ CREATIVE ALLIANCE, Louisville, Ky. Luke Blackburn, VP-acct svcs; Zach McClave, acct exec - print & point of purchase.

■ EMPOWER MEDIAMARKETING, Cincinnati. Mitchell Dunn, acct officer; Emily Guthrie, acct super - natl & local media plng, local media buying.

KFC CORP.: 1441 Gardiner Lane, Louisville, Ky. 40213/Phone: (502) 874-8300. Gregg Dedrick, pres & chief concept officer; Harvey Brownlee Jr., chief operating officer; James O'Reilly, chief mktg officer.

■ DRAFFTCB, Chicago. Rahul Roy, exec VP & grp mgmt dir.

■ MEDIAEDGE: CIA, New York. Rino Scanzoni, chmn; Lee Doyle, CEO-N. Amer.; Mindy Welsh, mg ptrn & acct dir - media buying, media comms svcs.

■ CREATIVE ALLIANCE, Louisville, Ky. Carrie Frazier, VP-acct svcs; Ashley Blakemore, acct super-point of purchase; Brendan Jackson, dir-interactive - print & point of purchase.

LONG JOHN SILVER'S: 1900 Colonel Sanders Lane, Louisville, Ky. 40213/Phone: (502) 874-8300. Ben Butler, pres-Long John Silver's and A&W All American Food; Andy Rosen, chief operating officer-Long John Silver's and A&W All American Food; Don Gates, sr dir-mktg-Long John Silver's and A&W All American Food.

■ MEDIAEDGE: CIA, New York. Rino Scanzoni, chmn; Lee Doyle, CEO-N. Amer.; Mindy Welsh, mg ptrn & acct dir - media buying, natl & local media plng, local media buying.

■ EMPOWER MEDIAMARKETING, Cincinnati. Mitchell Dunn, acct super; Cathy Shaffner, acct officer - natl media buying.

■ CREATIVE ALLIANCE, Louisville, Ky. Luke Blackburn, VP-acct svcs; Mary Beth Baal, acct super - natl print creative, natl print & point of purchase & merch creative.

PIZZA HUT: 14841 Dallas Pkwy., Dallas, Texas 75254/Phone: (972) 338-7700. Scott Bergren, pres & chief concept officer; Patrick Murtha, chief operating officer; Brian Niccol, chief mktg officer.

■ BBDO WORLDWIDE, New York. Elizabeth Brady, sr VP & sr acct dir.

■ MEDIAEDGE: CIA, New York. Rino Scanzoni, chmn; Lee Doyle, CEO-N. Amer.; Mindy Welsh, mg ptrn & acct dir - media buying, media comms svcs.

■ TRACYLOCKE, Dallas. Timberly Paddon, dir-client svcs; Regan Holley, exec creative dir - sls promo, retail & field mktg.

■ DIESTE HARMEL & PARTNERS, Dallas. Yolanda Cassidy, exec dir - Hispanic adv.

■ MILLSPORT (A DIVISION OF MARKETING ARM), Dallas. Jeff Chown, pres-talent - entertainment mktg.

■ SWJ DALLAS, Plano, Texas. Judy Brooks, sr VP-client svcs - mktg svcs, branded prods.

TACO BELL: 17901 Von Karman, Irvine, Calif. 92614/Phone: (949) 863-4500. Greg Creed, pres & chief concept officer; Rob Savage, chief operating officer; David Owens, chief mktg officer.

■ DRAFFTCB, Orange County, Calif. Rahul Roy, exec VP & grp mgmt dir.

■ MEDIAEDGE: CIA, New York. Rino Scanzoni, chmn; Lee Doyle, CEO-N. Amer.; Mindy Welsh, mg ptrn & acct dir - media buying, media comms svcs.

■ DIESTE HARMEL & PARTNERS, Irvine, Calif. Yolanda Cassidy, exec dir - Hispanic adv, creative.

Measured media from TNS Media Intelligence, except FSIs from TNS's Marx Promotion Intelligence. Figures beneath each marketer's name are estimated total U.S. ad spending for calendar 2006. Ad spending and financials from 2007 Marketer Profiles Yearbook and 100 Leading National Advertisers, published June 25, 2007, on AdAge.com.

Agencies owned by or affiliated with the largest U.S. agency companies are color coded as follows: **■ OMNICOM GROUP** **■ WPP GROUP** **■ INTERPUBLIC GROUP** **■ PUBLICIS GROUPE** **■ HAVAS** **■ OTHER**