

FIRST HALF 2004

# MEGA BRANDS

Top 200 push their media take 14.4% to \$22.8 bil

**TOP 10:** 1. Verizon 2. AT&T 3. Nissan 4. Chevrolet 5. Ford  
6. Toyota 7. Sprint 8. Cingular 9. Dodge 10. Home Depot

## INSIDE

**Mega-category dynamics**  
Share of market leaders  
Verizon, McDonald's dominate  
segment ad spending Page **S-2**

**Top 200 power**  
Megabrands hold onto  
one-third of the nation's total  
media pie Page **S-6**

**Main ranking**  
At \$730.8 mil, Verizon tops  
list that stretches to Six Flags  
at \$43.3 mil Pages **S-8, S-10**

**Online**  
Download the full PDF version  
of this report. Use QwikFIND  
aaq2e At **AdAge.com**

# AdAge SPECIAL REPORT MEGABRANDS

## TOP MEGABRANDS IN 4 MAJOR CATEGORIES

BY MEASURED U.S. AD SPENDING FOR FIRST HALF 2004

RANK	MEGABRAND	MEDIA SPENDING	'04-'03 % CHG	SHARE OF SPENDING	FIRST HALF SALES	MARKET SHARE	AD SPENDING PER SHARE PT
<b>AUTOMOTIVE</b>							
					UNITS		
1	Nissan vehicles	\$456.3	32.9%	9.0%	410,475	4.9%	\$93.5
2	Chevrolet vehicles	429.9	7.0	8.5	1,304,918	15.5	27.7
3	Ford vehicles	411.4	0.6	8.1	1,412,075	16.8	24.5
4	Toyota vehicles	386.2	4.4	7.6	835,244	9.9	38.9
5	Dodge vehicles	332.1	17.0	6.5	623,154	7.4	44.8
6	Chrysler vehicles	292.7	12.5	5.8	286,598	3.4	85.9
7	Honda vehicles	255.9	2.8	5.0	589,286	7.0	36.5
8	Hyundai vehicles	178.4	50.7	3.5	205,011	2.4	73.2
9	Mitsubishi vehicles	166.5	-7.2	3.3	101,802	1.2	137.6
10	Volkswagen vehicles	162.5	-15.4	3.2	126,374	1.5	108.2
	<b>Total market</b>	<b>5,085.5</b>	<b>5.8</b>	<b>100.0</b>	<b>8,412,301</b>	<b>100.0</b>	<b>50.9</b>

Notes: Dollars are in millions. Media spending from TNS Media Intelligence/CMR and megabrands shown are the top 10 media spenders in the auto category. Auto market share based on unit sales in first-half 2004 reported by Ad Age sibling, *Automotive News*. Pie charts at right illustrate that the top three media spenders in categories shown are not necessarily the top three market share leaders.

RANK	MEGABRAND	MEDIA SPENDING	'04-'03 % CHG	SHARE OF SPENDING	FIRST HALF SALES	MARKET SHARE	AD SPENDING PER SHARE PT
<b>GENERAL RETAIL</b>							
					DOLLARS		
1	Sears	\$271.9	-5.5%	14.3%	\$14,462	6.3%	\$43.4
2	Wal-Mart	240.0	22.3	12.6	90,485	39.2	6.1
3	Macy's	227.2	26.3	11.9	6,015	2.6	87.1
4	Target	188.8	17.1	9.9	20,736	9.0	21.0
5	J.C. Penney Co.	176.4	-1.3	9.2	7,890	3.4	51.6
6	Kohl's	133.2	16.4	7.0	4,878	2.1	63.0
7	Dillard's	107.5	-7.6	5.6	3,526	1.5	70.4
8	Kmart	65.9	-29.5	3.5	9,400	4.1	16.2
9	Robinson's May	50.7	-4.0	2.7	1,085	0.5	107.8
10	Foley's	47.6	0.7	2.5	876	0.4	125.3
	<b>Total market</b>	<b>1,907.7</b>	<b>3.0</b>	<b>100.0</b>	<b>230,728</b>	<b>100.0</b>	<b>19.1</b>

Notes: Dollars are in millions. Media spending from TNS Media Intelligence/CMR and megabrands shown are the top 10 media spenders in the general retail category. First-half sales of individual retailers obtained from public documents. Total market is first-half 2004 sales from general merchandise stores obtained from U.S. Department of Commerce.

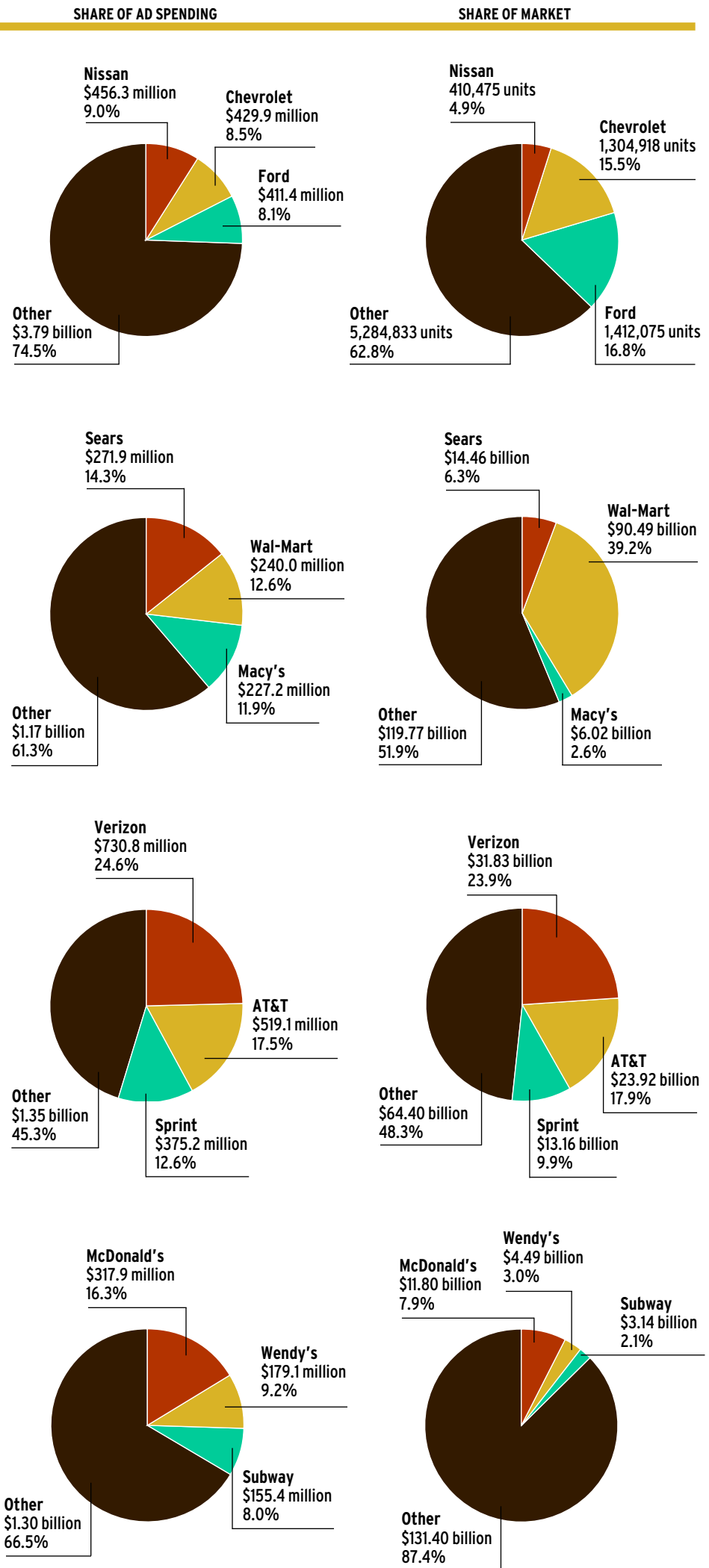
RANK	MEGABRAND	MEDIA SPENDING	'04-'03 % CHG	SHARE OF SPENDING	FIRST HALF SALES	MARKET SHARE	AD SPENDING PER SHARE PT
<b>TELECOMMUNICATIONS</b>							
					DOLLARS		
1	Verizon	\$730.8	19.3%	24.6%	\$31,828	23.9%	\$30.6
2	AT&T	519.1	9.5	17.5	23,920	17.9	28.9
3	Sprint	375.2	12.8	12.6	13,155	9.9	38.0
4	Cingular	359.0	17.3	12.1	8,097	6.1	59.1
5	SBC	207.4	-0.4	7.0	18,252	13.7	15.1
6	T-Mobile	188.1	27.6	6.3	5,213	3.9	48.1
7	Nextel	183.9	47.4	6.2	6,392	4.8	38.4
8	BellSouth	76.7	16.6	2.6	9,070	6.8	11.3
9	Qwest	54.0	-9.4	1.8	6,902	5.2	10.4
10	Alltel	52.1	2.0	1.8	3,003	2.3	23.1
	<b>Total market</b>	<b>2,973.2</b>	<b>5.5</b>	<b>100.0</b>	<b>133,300</b>	<b>100.0</b>	<b>31.5</b>

Notes: Dollars are in millions. Media spending from TNS Media Intelligence/CMR and megabrands shown are the top 10 media spenders in telecom carrier category. Market and shares are just for consumer, business and wireless activity. Directory and international excluded. Total market for carriers at mid-year 2004 estimated by Ad Age from Yankee Group's year-end industry totals. AT&T is AT&T Corp. and AT&T Wireless combined.

RANK	MEGABRAND	MEDIA SPENDING	'04-'03 % CHG	SHARE OF SPENDING	FIRST HALF SALES	MARKET SHARE	AD SPENDING PER SHARE PT
<b>DINING</b>							
					DOLLARS		
1	McDonald's	\$317.9	-5.6%	16.3%	\$11,800	7.9%	\$40.2
2	Wendy's	179.1	10.9	9.2	4,488	3.0	59.9
3	Subway	155.4	16.8	8.0	3,135	2.1	74.5
4	Burger King	150.5	2.2	7.7	3,812	2.5	59.3
5	KFC	109.7	-4.8	5.6	2,407	1.6	68.5
6	Pizza Hut	95.3	-2.4	4.9	2,642	1.8	54.2
7	Taco Bell	94.2	-11.9	4.8	2,807	1.9	50.4
8	Domino's Pizza	73.4	10.2	3.8	1,589	1.1	69.4
9	Applebees	63.8	14.3	3.3	2,013	1.3	47.6
10	Chili's	50.1	11.5	2.6	1,355	0.9	55.6
	<b>Total market</b>	<b>1,947.4</b>	<b>0.0</b>	<b>100.0</b>	<b>150,257</b>	<b>100.0</b>	<b>19.5</b>

Notes: Dollars are in millions. Media spending from TNS Media Intelligence/CMR and megabrands shown are the top 10 media spenders in the dining category. Dining sales for the megabrands are systemwide estimates by Ad Age for first-half 2004 based on mid-year growth in corporate sales as a factor of year-end 2003 systemwide totals reported by Technomic Information Services.

SHARE OF TOP THREE ADVERTISED MEGABRANDS BY CATEGORY AD SPENDING AND MARKET SEGMENT



# Verizon, AT&T top brand spenders

Nissan brand races into third in first half;  
TV gains 11% overall,  
print increases 7%

By MARK SCHUMANN

**P**OWERED BY ITS wireless unit, the Verizon megabrand drew \$730.8 million in first-half 2004 measured advertising to lead all U.S. brand spending during the period.

Verizon has led every half-year analysis of the Top 200 Megabrand's spending by *Advertising Age* since replacing AT&T the end of 2002. AT&T claimed the No. 2 spot at \$519.1 million this time, although its total outlays are sure to erode when AT&T Wireless, which

is included in the brand, is folded into Cingular Wireless operations later this year.

Of the Verizon total, 83% of that media spending backed its wireless efforts that helped the carrier expand its wireless customer base to 40.4 million. Verizon netted

3 million new customers from January through June of this year.

Spending for the 200 Megabrand grew 14.4% to \$22.82 billion in the first half, accounting for 33.7% of \$67.63 billion (up 9.1%) attributed to all advertisers by TNS Media Intelligence/CMR, whose media data are collated for this report by *Ad Age*. Television (broadcast, cable and syndication) spending for the 200 grew 16.8% to \$13.80 billion, with auto megabrand contributing \$3.26 billion of that total. All TV ads advanced 11.1% to \$27.84 billion.

Retailers' ad budgets helped keep print media healthy, contributing \$1.17 billion of print's 200 megabrand total of \$6.62 billion, up 11%. Automakers from the 200 bought \$1.42 billion in print. All advertisers spent \$26.86 billion in print, up 7.1%. Internet, radio and outdoor advertising rose 10.6% to a combined \$2.40 billion for the 200.

## DOUBLE DIGIT GROWTH SEEN

The 9.1% growth in overall media spending at the half-way point is sure to reach double-digits for the full year with second-half stimuli coming from the 2004 Olympic Games in Athens and the U.S. presidential election.

The 200 Megabrand largely define the U.S. consumer marketplace. The top 10 general retail megabrand accounted for 69.1% of sales in that industry category at mid-year; the top 10 auto megabrand generated 70% of unit sales of light vehicles in the period; and the top 10 telecom megabrand claimed 94.5% of U.S. telecom sales (see charts on Page S-2).

Nissan, the top-spending auto megabrand, increased its media budget 32.9% in the first six months as it heavily supported its Titan pickup truck, Armada sports utility vehicle and Quest minivan. As its ad budget rose, so did its market share, from 4.1% of market at the end of 2003 to 4.9% at mid-year. Detroit's share continues to erode: Ford dropped from a 17.3% to a 16.8% share in the half-year period; Chevrolet slipped from 15.8% to 15.5%.

Prescription drugs, another substantial Top 200 category, drew \$1.47 billion in combined first-half spending from 20 brands, up 63.7% over their totals in the same period in 2003. Such growth, coupled with this month's decision by Merck & Co. to remove its osteoarthritis drug Vioxx from the market, has fed the debate over the use of advertising to create instant demand for drugs that may be potentially ineffective or unsafe without a long period of time to observe usage. ■

THE DO-NOT-CALL LIST  
GOT A GREAT RESPONSE.

DID YOUR TRACKING STUDY?

## ONLINE TRACKING. IT USED TO BE AN OPTION. NOW IT'S A NECESSITY.

The switch has started, and more and more researchers are moving to the way we've been working since 1994. Online. Traditional methods are no longer efficient or cost-effective, and can keep you from being competitive in the marketplace.

With global offices and one of the industry's largest, most robust and demographically diverse panels - access to 8.8+ million individuals - Greenfield Online enables the industry's top marketing research companies conduct surveys via the Internet. Give us a call when you've made up your mind to move your tracking study online. We're the kind of power you want in your corner.



■ United States ■ Toronto ■ London ■ Munich

www.greenfield.com 1-866-899-1017 NASDAQ: SRVY

# AdAge SPECIAL REPORT MEGABRANDS

## TOP 200 MEGABRANDS

RANKED BY TOTAL MEASURED U.S. ADVERTISING SPENDING FOR THE FIRST HALF OF 2004

1ST HALF RANK		MEGABRAND	PARENT COMPANY	MEASURED MEDIA SPENDING		1ST HALF RANK		MEGABRAND	PARENT COMPANY	MEASURED MEDIA SPENDING	
2004	2003			2004	% CHG	2004	2003			2004	% CHG
1	1	Verizon telecommunications	Verizon Communications	\$730.8	19.3	51	55	Nexium heartburn Rx	AstraZeneca	\$128.8	11.7
2	2	AT&T telecommunications*	AT&T Corp.	519.1	9.5	52	37	Visa credit cards	Visa International	128.7	-9.6
3	6	Nissan vehicles	Nissan Motor Co.	456.3	32.9	53	32	Jeep vehicles	DaimlerChrysler	126.9	-18.5
4	4	Chevrolet vehicles	General Motors Corp.	429.9	7.0	54	46	Crest dental products	Procter & Gamble Co.	124.5	-6.8
5	3	Ford vehicles	Ford Motor Co.	411.4	0.6	55	86	Tylenol pain remedies	Johnson & Johnson	122.6	47.2
6	5	Toyota vehicles	Toyota Motor Corp.	386.2	4.4	56	150	Gillette shaving products	Gillette Co.	122.3	149.3
7	8	Sprint telecommunications	Sprint Corp.	375.2	12.8	57	82	Geico insurance	Berkshire Hathaway	121.9	40.9
8	10	Cingular telecommunications**	SBC Communications	359.0	17.3	58	125	Comcast cable services	Comcast Corp.	119.1	97.9
9	12	Dodge vehicles	DaimlerChrysler	332.1	17.0	59	58	Office of National Drug Control	U.S. Government	115.9	3.4
10	9	Home Depot building supply stores	Home Depot	330.7	0.4	60	80	Sony electronics	Sony Corp.	114.5	29.4
11	7	McDonald's restaurants	McDonald's Corp.	317.9	-5.6	61	43	Lexus vehicles	Toyota Motor Corp.	114.0	-16.5
12	13	Chrysler vehicles	DaimlerChrysler	292.7	12.5	62	70	Disney entertainment & resorts	Walt Disney Co.	112.9	14.9
13	11	Sears department stores	Sears, Roebuck & Co.	271.9	-5.5	63	56	KFC restaurants	Yum Brands	109.7	-4.8
14	15	Honda vehicles	Honda Motor Co.	255.9	2.8	64	35	General Mills cereals	General Mills	109.0	-24.7
15	16	Dell computers	Dell Computer Corp.	244.6	12.2	65	65	Cadillac vehicles	General Motors Corp.	108.1	6.0
16	19	Wal-Mart discount stores	Wal-Mart Stores	240.0	22.3	66	52	Claritin allergy Rx	Schering-Plough Corp.	107.9	-8.5
17	18	General Motors corporate	General Motors Corp.	238.2	18.6	67	54	Dillard's department stores	Dillard's	107.5	-7.6
18	69	Citibank financial services	CitiGroup	233.9	133.8	68	90	Bank of America financial services	Bank of America Corp.	106.6	33.3
19	23	Macy's department stores	Federated Department Stores	227.2	26.3	69	104	DirecTV satellite television	DirecTV Group	105.1	52.0
20	21	Hewlett-Packard computers	Hewlett-Packard Co.	225.7	17.5	70	83	GMC vehicles	General Motors Corp.	104.2	21.2
21	14	Microsoft software	Microsoft Corp.	212.9	-14.8	71	64	Kraft packaged foods	Altria Group	101.7	-0.9
22	17	SBC telecommunications	SBC Communications	207.4	-0.4	72	NA	Cialis erectile dysfunction Rx	Eli Lilly & Co./ICOS Corp.	101.1	NA
23	22	IBM computers & services	IBM Corp.	193.6	3.5	73	75	UPS shipping services	United Parcel Service	100.3	5.9
24	30	Target discount stores	Target Corp.	188.8	17.1	74	NA	Crestor cholesterol Rx	AstraZeneca	99.9	NA
25	33	T-Mobile telecommunications	Deutsche Telekom	188.1	27.6	75	77	Nabisco cookies & crackers	Altria Group	99.7	8.1
26	31	Lowe's building supply stores	Lowe's Cos.	184.0	14.2	76	59	Clorox bleaches & cleaners	Clorox Co.	98.1	-11.6
27	50	Nextel telecommunications	Nextel Communications	183.9	47.4	77	74	Pantene hair products	Procter & Gamble Co.	98.0	3.4
28	29	Wendy's restaurants	Wendy's International	179.1	10.9	78	72	GE appliances, lighting, & financial svcs.	General Electric Co.	98.0	1.1
29	51	Hyundai vehicles	Hyundai Motor Co.	178.4	50.7	79	66	Nike shoes & apparel	Nike	97.9	-2.7
30	25	J.C. Penney department stores	J.C. Penney Corp.	176.4	-1.3	80	112	Mercedes-Benz vehicles	DaimlerChrysler	96.4	46.8
31	39	Kellogg cereals	Kellogg Co.	176.2	25.1	81	111	Progressive auto insurance	Progressive Corp.	95.5	45.2
32	24	Mitsubishi vehicles	Mitsubishi Motors Corp.	166.5	-7.2	82	71	Pizza Hut restaurants	Yum Brands	95.3	-2.4
33	28	American Express financial services	American Express Co.	165.0	2.0	83	61	Taco Bell restaurants	Yum Brands	94.2	-11.9
34	20	Volkswagen vehicles	Volkswagen	162.5	-15.4	84	186	Wachovia financial services	Wachovia Corp.	93.3	120.4
35	26	Mazda vehicles	Mazda Motor Corp.	161.9	-4.9	85	67	Infiniti vehicles	Nissan Motor Co.	93.3	-6.9
36	36	Miller beers	SABMiller	160.8	11.8	86	63	Clairel hair products	Procter & Gamble Co.	93.2	-11.0
37	47	Subway restaurants	Doctor's Associates	155.4	16.8	87	62	Acura vehicles	Honda Motor Co.	92.5	-12.2
38	27	L'Oreal cosmetics	L'Oreal	153.6	-5.8	88	45	Saturn vehicles	General Motors Corp.	92.3	-31.0
39	48	Best Buy retail stores	Best Buy Co.	153.3	16.0	89	133	Expedia.com online travel service	IAC/InterActiveCorp	91.3	69.3
40	38	MasterCard credit cards	MasterCard International	150.7	5.9	90	78	Neutrogena skincare products	Johnson & Johnson	89.4	-1.8
41	34	Burger King restaurants	Texas Pacific Group	150.5	2.2	91	NA	Levitra erectile dysfunction Rx	Bayer/GlaxoSmithKline	88.7	NA
42	42	Budweiser & Bud Light beers	Anheuser-Busch Cos.	147.9	7.6	92	84	Capital One financial services	Capital One Financial Corp.	87.8	2.2
43	44	AOL Internet service	Time Warner	144.7	6.2	93	101	Dove skincare products	Unilever	86.5	23.0
44	49	Coke & Diet Coke soft drinks	Coca-Cola Co.	137.8	4.3	94	113	Fry's electronics stores	Fry's Electronics	84.4	28.7
45	68	Olay skincare products	Procter & Gamble Co.	134.7	34.6	95	79	Coors & Coors Light beers	Adolph Coors Co.	83.7	-6.8
46	57	Kohl's department stores	Kohl's Corp.	133.2	16.4	96	89	Gatorade sports drinks	PepsiCo	83.3	3.6
47	127	Allstate insurance	Allstate Corp.	132.1	125.6	97	93	Quaker cereals	PepsiCo	83.2	9.3
48	41	Pepsi & Diet Pepsi soft drinks	PepsiCo	131.9	-5.0	98	88	Circuit City stores	Circuit City Stores	83.1	1.2
49	40	Kia vehicles	Hyundai Motor Co.	131.7	-5.5	99	164	Charles Schwab financial services	Charles Schwab & Co.	83.0	81.4
50	73	State Farm insurance	State Farm Mutual Auto Insurance Co.	131.5	37.6	100	177	Fidelity financial services	FMR Corp.	81.3	84.8

Notes: Dollars are in millions. Primary data from TNS Media Intelligence/CMR. Figures are Advertising Age estimates and include TV, radio, newspaper, magazine, outdoor and Internet. For a media breakout and methodology, go to [AdAge.com](http://AdAge.com) QwikFIND aaqo2e. \* AT&T Corp. spun off AT&T Wireless, but the two are considered a single megabrand because both use the AT&T brand to market their products. Cingular Wireless is in the process of buying AT&T Wireless. \*\*SBC Communications owns 60% of Cingular and BellSouth Corp. 40%.

# AdAge SPECIAL REPORT MEGABRANDS

## TOP 200 MEGABRANDS

RANKED BY TOTAL MEASURED U.S. ADVERTISING SPENDING FOR THE FIRST HALF OF 2004

1ST HALF RANK		MEGABRAND	PARENT COMPANY	MEASURED MEDIA SPENDING		1ST HALF RANK		MEGABRAND	PARENT COMPANY	MEASURED MEDIA SPENDING	
2004	2003			2004	% CHG	2004	2003			2004	% CHG
101	180	Ortho pharmaceuticals	Johnson & Johnson	\$81.1	86.5	151	123	ABC television network	Walt Disney Co.	\$58.1	-4.4
102	142	Travelocity online travel service	Sabre Holdings Corp.	81.1	57.0	152	179	CVS drug stores	CVS Corp.	57.3	31.3
103	107	H&R Block tax services	H&R Block	80.9	20.3	153	197	Swiffer cleaning products	Procter & Gamble Co.	57.1	45.7
104	119	Flonase allergy Rx	GlaxoSmithKline	79.5	26.6	154	147	FedEx shipping services	FedEx Corp.	56.6	14.1
105	103	Prevacid heartburn Rx	Tap Pharmaceuticals	78.5	13.2	155	114	Purina pet foods	Nestle	56.3	-14.0
106	95	BMW vehicles	BMW	78.4	6.6	156	258	Ameritrust Mortgage financial svcs	Ameritrust Mortgage Co.	55.5	82.7
107	81	RadioShack electronics stores	RadioShack Corp.	78.1	-9.9	157	160	Aveeno skincare products	Johnson & Johnson	55.4	19.3
108	106	Subaru vehicles	Fuji Heavy Industries	77.7	13.1	158	170	Advil pain remedies	Wyeth	55.1	22.4
109	53	Pontiac vehicles	General Motors Corp.	77.5	-33.6	159	126	Qwest telecommunications	Qwest Communications Intl.	54.0	-9.4
110	131	Walgreens drug stores	Walgreen Co.	76.9	40.3	160	129	Post cereals	Altria Group	53.8	-5.5
111	110	BellSouth telecommunications	BellSouth Corp.	76.7	16.6	161	201	Zocor cholesterol Rx	Merck & Co.	53.7	38.1
112	NA	Zelnorm constipation Rx	Novartis	76.3	NA	162	159	Re/Max realtors	Re/Max Intl.	52.5	11.5
113	206	Gap clothing stores	Gap	76.1	100.0	163	143	Alltel telecommunications	Alltel Corp.	52.1	2.0
114	263	United Airlines	UAL Corp.	75.9	154.0	164	109	Cover Girl cosmetics	Procter & Gamble Co.	51.7	-21.9
115	161	Garnier hair products	L'Oreal	75.8	64.7	165	167	Lamisil nail fungus Rx	Novartis	51.2	12.5
116	98	Zyrtec allergy Rx	Pfizer	75.7	5.6	166	153	Sylvan Learning centers	Sylvan Learning Systems	51.0	5.7
117	96	Allegra allergy Rx	Aventis	75.4	3.1	167	136	Robinson's May department stores	May Department Stores Co.	50.7	-4.0
118	102	MSN Internet services	Microsoft Corp.	75.3	7.7	168	174	Bose audio equipment	Bose Corp.	50.5	13.5
119	60	Lincoln vehicles	Ford Motor Co.	74.4	-32.9	169	414	Strattera ADHD Rx	Eli Lilly & Co.	50.1	216.3
120	115	Canon cameras & office equipment	Canon	74.3	14.8	170	171	Chili's restaurants	Brinker International	50.1	11.5
121	118	Netflix online video rental	Netflix	73.8	17.2	171	195	Yoplait yogurt	General Mills	49.7	26.2
122	108	Domino's pizza restaurants	Domino's Pizza	73.4	10.2	172	162	Office Depot office supply stores	Office Depot	49.7	8.6
123	135	Washington Mutual financial services	Washington Mutual	71.9	35.2	173	155	Olive Garden restaurants	Darden Restaurants	49.6	4.0
124	NA	Wellbutrin anti-depression Rx	GlaxoSmithKline	71.3	NA	174	269	Ameritrade financial services	Ameritrade Holding Corp.	49.4	68.8
125	176	Lipitor cholesterol Rx	Pfizer	69.9	58.9	175	178	American Airlines	AMR Corp.	49.1	12.4
126	100	Old Navy clothing stores	Gap	69.8	-1.2	176	168	Royal Caribbean cruise lines	Royal Caribbean Cruises	48.7	7.4
127	182	Hershey's candy	Hershey Foods Corp.	68.9	60.4	177	169	Safeway grocery stores	Safeway	48.4	7.4
128	85	Gateway computers	Gateway	67.9	-19.2	178	173	Viagra impotence Rx	Pfizer	48.2	8.1
129	122	U.S. Army	U.S. Government	67.8	11.3	179	184	Jaguar vehicles	Ford Motor Co.	48.1	13.3
130	99	Southwest Airlines	Southwest Airlines	67.4	-5.3	180	163	Vioxx osteoarthritis Rx	Merck & Co.	47.8	4.5
131	248	Carnival cruise lines	Carnival Corp.	67.4	110.9	181	158	Foley's department stores	May Department Stores Co.	47.6	0.7
132	132	Hallmark cards & gifts	Hallmark Cards	66.8	22.9	182	336	Febreze fabric refresher	Procter & Gamble Co.	47.4	115.4
133	152	Petmed Express pet supplies	Petmed Express	66.2	36.9	183	194	Listerine mouthwash & PocketPaks	Pfizer	47.2	19.1
134	222	Mercury vehicles	Ford Motor Co.	65.9	84.1	184	234	Plavix blood thinner Rx	Bristol-Myers Squibb Co.	46.5	38.5
135	76	Kmart discount stores	Kmart Corp.	65.9	-29.5	185	198	Nivea skincare products	Beiersdorf	46.2	18.0
136	92	Bank One financial services	J.P. Morgan Chase & Co.	65.8	-14.9	186	105	Kodak cameras & film	Eastman Kodak Co.	46.1	-33.4
137	116	Buick vehicles	General Motors Corp.	65.6	2.4	187	374	Lysol cleaners	Reckitt Benckiser	46.0	145.4
138	87	Singulair allergy Rx	Merck & Co.	65.1	-21.3	188	187	Cisco Systems networking equipment	Cisco Systems	45.8	11.4
139	130	Applebee's restaurants	Applebee's International	63.8	14.3	189	200	Nokia wireless phones	Nokia Corp.	45.8	17.9
140	139	Milk	U.S. dairy producers & processors	63.4	21.5	190	240	Nestle candy, food & beverages	Nestle	45.7	40.1
141	134	Rooms to Go furniture stores	Rooms To Go	62.9	17.0	191	262	AARP	American Association of Retired Persons	45.4	51.9
142	128	Maybelline cosmetics	L'Oreal	62.3	8.2	192	94	Intel processors	Intel Corp.	45.3	-40.1
143	457	NetZero Internet services	United Online	61.7	386.1	193	191	Time Warner cable services	Time Warner	45.1	12.1
144	425	Mr. Clean household cleaners	Procter & Gamble Co.	61.6	317.5	194	149	Arby's restaurants	Triarc Cos.	45.0	-8.2
145	124	Dr Pepper soft drinks	Cadbury Schweppes	61.5	1.6	195	204	Albertson's food stores	Albertson's	45.0	17.4
146	193	Valtrex herpes Rx	GlaxoSmithKline	61.4	54.3	196	295	UBS financial services	UBS	45.0	71.9
147	NA	Atkins Nutritionals foods	Atkins Nutritionals	60.8	NA	197	276	Snickers candy bar	Mars Inc.	44.6	55.6
148	97	Wrigley's chewing gum	Wm. Wrigley Jr. Co.	60.2	-17.6	198	257	AutoZone auto parts store	AutoZone	44.5	44.4
149	117	Fox broadcast & cable television	News Corp.	59.7	-6.6	199	236	Dannon yogurt	Danone Groupe	43.8	31.8
150	121	Revlon cosmetics	Revlon	59.4	-3.3	200	210	Six Flags theme parks	Six Flags	43.3	15.5

Notes: Dollars are in millions. Primary data from TNS Media Intelligence/CMR. Figures are Advertising Age estimates and include TV, radio, newspaper, magazine, outdoor and Internet. For a media breakout and methodology, go to [AdAge.com](http://AdAge.com) QwikFIND aaqo2e.