

BTOB SPECIAL REPORT TOP B-TO-B ADVERTISERS

Rank 2007	Rank 2006	Advertiser	Total '07 spending (\$000)	'07-'06 % chg	Business publications	Internet	Network TV	Spot TV	Spanish-language TV networks	Cable TV networks	Syndicated TV	Consumer magazines	Sunday magazines	Local magazines	Hispanic magazines	Nat'l newspapers	Local newspapers	Hispanic newspapers	Network spot radio	Nat'l spot radio	Local spot radio	Outdoor
1	2	Verizon Communications	\$407,875.5	10.4%	\$7,664.9	\$25,767.4	\$70,180.9	\$20,295.7	\$7,666.9	\$24,052.4	\$5,356.3	\$12,944.6	\$704.9	\$32.7	\$102.8	\$11,413.2	\$100,242.1	\$805.7	\$175.9	\$14,352.1	\$92,891.9	\$13,225.2
2	1	AT&T	364,121.7	-12.9	9,254.2	20,860.7	106,999.3	30,786.9	8,317.9	27,947.5	572.1	9,312.3	0.0	9.4	201.7	10,163.4	68,581.0	852.4	284.1	16,330.5	32,665.7	20,982.6
3	3	Sprint Nextel Corp.	283,462.2	-2.3	5,703.6	11,332.4	50,736.8	6,044.6	6,461.9	33,009.7	157.7	7,380.4	162.1	4.8	27.9	17,412.7	102,934.6	606.9	140.6	9,837.3	8,310.7	23,197.7
4	4	Hewlett-Packard Co.	228,111.7	-10.7	31,122.5	51,027.8	30,604.3	498.3	0.0	25,516.5	1,032.1	22,262.0	8,310.6	0.0	21.8	12,893.3	43,669.8	5.4	0.0	237.5	838.5	71.5
5	5	IBM Corp.	195,259.8	-14.9	67,960.8	18,660.0	53,658.7	69.9	0.0	20,424.2	70.0	18,891.8	0.0	0.0	304.8	7,454.3	2,700.5	0.0	9.4	772.3	16.8	4,266.6
6	6	Microsoft Corp.	171,081.0	-16.2	55,852.2	39,224.5	10,874.3	708.8	0.0	4,398.2	0.0	40,095.3	0.0	0.0	12.8	8,338.9	1,883.4	40.6	0.0	976.3	2,651.6	6,024.3
7	20	Citigroup	149,461.9	75.7	4,298.0	3,964.0	48,626.0	111.8	195.5	12,450.4	1,419.8	61,227.1	115.1	20.3	0.0	4,673.2	8,197.4	158.6	946.5	1,107.0	919.3	1,032.0
8	7	Monster Worldwide	142,014.7	-8.5	760.6	92,438.6	28,158.4	563.5	0.0	18,397.3	848.3	651.2	0.0	0.0	65.6	0.0	93.2	0.0	0.0	1.6	9.5	26.8
9	8	Dell	123,196.3	-7.4	18,113.5	16,638.8	17,263.5	2,206.7	0.0	14,620.7	673.7	12,965.0	17,166.4	0.0	99.7	10,360.6	12,021.6	15.1	0.0	219.5	414.1	417.8
10	9	Staples Inc.	116,572.8	-8.4	58.0	3,263.2	53,510.6	6,554.1	0.0	13,920.9	4,102.5	2,537.3	0.0	6.6	0.0	1,762.5	22,030.7	317.4	3,715.5	2,029.2	2,727.0	37.4
11	11	Fedex Corp.	114,589.4	-6.8	1,294.9	5,819.5	68,136.2	442.8	0.0	10,800.5	0.0	14,591.0	0.0	20.0	275.1	9,676.3	620.1	186.9	0.0	420.5	1,887.5	418.2
12	10	United Parcel Service of America	114,465.7	-7.9	993.4	7,265.4	59,141.0	321.9	0.0	13,757.7	0.0	10,161.1	0.0	0.0	87.5	3,274.2	502.2	2.8	893.6	7,357.8	9,695.7	1,011.5
13	16	General Electric Co.	103,860.1	11.2	25,914.4	4,286.2	37,597.9	1,068.3	0.0	17,759.8	0.0	10,124.8	1,263.9	81.4	71.5	3,682.1	674.0	2.8	0.0	867.3	214.3	251.3
14	15	Deutsche Telekom	101,257.5	3.6	0.0	7,164.5	20,895.2	12,281.7	6,840.4	11,193.1	8,331.2	908.0	0.0	0.0	0.0	4,317.6	23,610.7	47.1	0.0	1,092.9	3,328.2	1,246.9
15	18	Apple Computer	91,136.4	3.2	1,349.6	2,624.3	48,787.7	84.7	0.0	7,940.8	0.0	2,779.5	255.5	0.0	0.0	207.8	13.9	0.0	0.0	224.1	7,872.5	18,996.2
16	33	Bank of America Corp.	89,117.8	63.8	2,946.6	16,771.2	12,484.2	6,172.0	1,507.3	5,969.7	378.8	6,241.0	710.9	21.7	95.1	7,103.1	16,999.8	488.4	0.0	3,621.7	6,243.2	1,362.9
17	17	Southwest Airlines	86,187.9	-2.7	479.4	5,663.9	33,212.6	14,782.2	7,726.4	4,625.7	261.9	2,395.2	0.0	0.0	34.0	1,144.2	3,862.7	56.9	1,447.6	3,497.8	3,300.3	3,697.2
18	19	American Express Co.	86,120.1	-0.5	7,216.9	15,640.0	19,545.8	3,881.3	0.0	12,473.3	454.8	14,308.7	716.2	2.3	19.6	3,821.9	5,650.5	11.1	91.4	161.5	914.2	1,210.9
19	27	Conseco Inc.	83,507.3	29.9	260.5	1.8	9,623.4	3,556.4	0.0	67,027.5	2,949.5	12.8	44.2	0.0	0.0	0.0	28.7	0.0	0.0	0.0	0.0	2.5
20	23	Cisco Systems	83,361.4	13.4	5,581.6	14,276.0	41,870.0	171.1	0.0	7,007.8	137.6	11,195.7	738.1	0.0	0.0	2,232.0	48.6	8.4	0.0	0.0	17.1	77.5
21	38	Zurich Financial Services Group	82,596.0	67.7	3,346.9	1,441.9	24,888.7	1,629.0	1,538.0	9,422.1	784.8	25,740.6	218.3	0.0	422.7	8,755.6	977.5	39.7	323.2	1,160.8	1,435.7	470.8
22	12	Office Depot	77,625.2	-34.8	6.7	5,592.1	8,449.8	327.3	0.0	7,771.8	0.0	868.2	633.0	0.0	65.3	294.5	35,637.9	234.0	15,770.8	94.8	1,879.0	0.0
23	14	Blue Cross & Blue Shield Assn.	75,472.3	-24.6	197.5	1,899.0	0.0	36,747.0	0.0	3.6	0.0	562.5	0.0	114.8	0.0	572.0	12,622.1	157.4	0.0	3,818.3	9,454.0	9,324.5
24	21	Blackstone Group	72,539.1	-10.8	3,282.7	11,885.3	902.1	259.2	0.0	15,751.2	0.0	16,891.3	612.8	153.9	21.9	12,871.4	2,566.3	24.8	481.8	36.5	514.4	6,283.6
25	39	Capital One Financial Corp.	68,464.8	40.6	551.6	16,115.5	15,848.5	847.5	0.0	23,874.3	4,047.8	4,620.6	0.0	0.0	0.0	433.4	936.5	0.0	0.9	861.2	267.4	59.7
26	24	Berkshire Hathaway	63,660.2	-5.1	4,034.2	2,699.5	6,281.7	11,520.2	0.0	16,863.5	5,062.4	456.3	59.2	0.0	0.0	4.1	1,528.9	1.1	9.4	0.0	10,005.0	5,135.0
27	22	JPMorgan Chase & Co.	63,405.7	-21.8	2,932.5	6,355.4	16,468.4	6,941.0	1,103.7	8,351.1	0.0	621.7	0.0	128.5	0.0	1,234.8	4,124.0	17.3	25.0	2,949.4	9,328.2	2,824.5
28	25	Visa USA	61,701.1	-6.2	2,123.0	4,193.7	22,560.3	350.2	3,092.2	6,803.8	594.6	15,032.6	148.0	80.2	163.5	1,534.9	1,720.6	5.2	183.4	483.8	2,086.2	545.2
29	59	Accenture	58,403.3	62.4	5,813.8	1,254.1	4,737.0	259.8	0.0	2,284.5	27.0	25,776.8	0.0	0.0	0.0	7,981.9	381.7	1.5	0.0	122.5	0.0	9,762.7
30	30	Aflac	56,979.4	0.1	53.3	278.8	38,415.7	535.5	3,053.7	8,463.2	9.9	3,146.9	0.0	2.6	0.0	97.0	182.9	0.4	2,683.8	12.6	10.2	32.9
31	31	Intel Corp.	54,824.7	-2.1	10,266.9	7,329.5	12,201.9	13.7	0.0	4,726.7	0.0	11,138.1	343.1	0.0	6.3	4,361.9	594.0	0.0	0.0	664.4	1,164.4	2,014.1
32	29	Marriott International	53,823.4	-8.0	2,012.0	4,702.2	2,991.0	467.4	0.0	9,167.1	0.0	19,372.5	950.1	359.2	272.8	4,117.4	4,916.0	7.3	0.0	0.0	154.5	4,334.3
33	36	CareerBuilder	52,765.3	-0.8	630.5	15,556.0	29,006.5	782.7	0.0	3,841.8	0.0	1,927.8	0.0	0.0	0.0	463.5	315.1	0.0	17.4	0.0	214.0	10.0
34	41	CDW Computer Centers	50,573.3	5.1	19,510.9	6,355.2	8,513.3	47.6	0.0	9,288.7	0.0	4,224.7	0.0	0.0	0.0	2,107.5	41.8	0.0	0.0	359.8	120.3	3.7
35	28	Dow Chemical Co.	50,410.7	-17.3	1,129.6	5,548.3	2,512.8	338.8	0.0	10,431.1	0.0	27,848.5	0.0	0.0	0.0	1,995.4	43.8	0.0	0.0	0.0	263.2	299.0
36	62	Sony Corp.	47,520.5	36.8	21,403.7	7,623.5	0.0	9.9	0.0	11.8	44.1	14,985.2	0.0	0.0	11.0	31.4	640.3	0.0	0.0	0.0	1,266.3	1,493.4
37	51	Canon Inc.	47,200.9	19.1	6,701.2	2,961.9	137.0	34.0	0.0	0.0	0.0	22,869.6	0.0	20.2	0.0	6,572.4	1,885.5	1.6	0.0	1,389.9	3,155.3	1,472.4
38	32	MasterCard International	47,194.2	-14.2	1,839.2	1,802.3	24,045.1	270.1	980.3	5,403.1	3,478.5	3,382.8	406.7	0.0	10.7	835.2	625.2	1.5	86.6	1,365.7	2,018.7	642.7
39	43	Dice	44,034.3	-4.8	0.0	43,655.3	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.9	0.0	0.0	0.0	0.0	325.9
40	35	Wells Fargo & Co.	43,898.0	-18.6	3,434.0	3,161.5	8.3	3,006.0	1.7	0.8	0.0	1,180.0	0.0	107.0	12.8	1,778.0	6,445.2	148.4	3,877.8	3,224.5	11,727.4	5,784.6
41	37	UnitedHealth Group	43,595.7	-17.5	1,059.9	705.7	866.1	10,320.0	0.0	522.1	3,996.3	6,251.7	2,055.5	0.0	91.0	329.4	12,365.3	94.3	1.8	1,555.4	1,814.7	1,566.7
42	26	Time Warner	42,394.5	-35.0	28,053.0	2,389.8	0.0	3,847.3	0.0	85.6	0.0	6,334.6	263.9	15.8	0.0	613.2	438.1	0.9	0.9	0.0	20.6	330.8
43	NA	London Insurance Group	42,288.5	840.0	0.0	0.0	0.0	98.2	0.0	42,190.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
44	47	Experian Group	42,215.6	-0.2	473.5	14,672.8	1,446.8	19.1	0.0	20,776.9	439.2	0.0	0.0	0.0	0.0	131.4	0.0	0.0	4,256.1	0.0	0.0	0.0
45	46	Walt Disney Co.	40,851.4	-7.3	14,118.0	4,421.9	62.8	4,286.5	0.0	680.2	29.4	5,588.7	0.0	15.9	73.4	386.0	7,418.1	210.7	76.9	1,138.9	1,786.1	558.0
46	49	InterContinental Hotels Group	40,620.5	-2.5	1,632.1	6,334.9	7,976.6	515.8	0.0	6,921.2	0.0	4,559.6	307.9	103.2	0.0	2,940.5	1,504.4	34.1	62.5	0.0	76.1	7,651.9
47	44	Expedia Inc.	39,425.8	-14.0	164.8	2,363.5	9,168.6	3,114.4	0.0	14,611.0	21.4	2,194.1	0.0	0.0	0.0	841.3	254.3	16.6	0.0	2,723.0	3,695.4	257.4
48	91	Intuit Inc.	38,459.7	77.6	486.2	4,763.7	16,911.7	978.0	0.0	4,642.8	5,825.7	583.1	0.0	0.0	0.0	37.9	0.0	3,797.7	204.8	64.5	163.8	
49	67	Citrix Systems	38,180.5	21.1	1,546.1	20,372.0	0.0	727.1	0.0	5,411.2	0.0	2,723.6	0.0	0.0	0.0	333.4	3,140.1	0.0	2,783.9	530.5	562.5	50.3
50	50	AMR Corp.	38,176.9	-6.2	1,051.1	5,652.1	760.1	4,368.1	0.0	3,694.3	12.5	11,258.8	680.3	236.4	92.6	1,784.3	5,177.2	272.8	385.2	578.4	776.5	1,396.8

Note: Totals are BtoB estimates. Source: BtoB analysis of data from TNS Media Intelligence. Ranking for 2006 is based on data collected in 2008.

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51	60	Washington Mutual	\$37,127.8	3.8%	\$43.6	\$7,211.7	\$0.0	\$6,774.6	\$936.8	\$3,194.6	\$0.0	\$133.1	\$0.0	\$23.2	\$0.0	\$2.7	\$10,275.0	\$356.9	\$0.0	\$2,491.2	\$2,611.5	\$3,073.0
52	55	Wyndham Worldwide Corp.	36,847.3	-3.3	3,440.6	1,800.6	2,485.3	632.2	0.0	6,756.1	953.7	7,382.7	653.3	12.0	21.3	1,934.8	2,061.0	11.9	515.4	279.3	165.3	7,742.2
53	57	Humana	36,496.7	-0.2	0.0	1,683.2	0.0	9,976.9	0.0	3,475.6	0.0	0.0	0.0	20.3	0.0	0.0	18,058.5	1,260.3	0.0	17.5	1,222.8	781.8
54	53	Deutsche Post	35,842.2	-7.7	763.7	2,404.7	11,998.6	123.5	0.0	4,193.4	0.0	12,092.6	0.0	0.0	0.0	3,202.5	697.7	15.9	0.0	19.2	9.6	320.9
55	66	American Petroleum Institute	35,076.2	9.0	32.7	0.0	13,002.9	554.7	0.0	3,326.5	0.0	11,675.6	1,069.3	0.0	0.0	1,968.4	3,446.1	0.0	0.0	0.0	0.0	0.0
56	64	Choice Hotels International	34,947.1	4.8	1,525.6	2,227.0	7,840.4	63.3	0.0	7,828.5	57.5	4,656.3	0.0	6.5	249.1	2,424.8	283.3	0.1	1,627.9	47.4	68.1	6,041.4
57	13	Vonage Holdings Corp.	34,418.7	-70.6	99.3	8,400.4	8,880.3	2,326.2	0.0	10,168.4	3,199.3	298.9	135.4	0.0	0.0	427.7	482.8	0.0	0.0	0.0	0.0	0.0
58	42	Xerox Corp.	34,194.1	-28.1	3,999.0	2,314.6	7,536.6	23.7	0.0	2,909.7	17.6	13,115.6	0.0	0.0	61.6	2,489.3	21.0	0.0	112.5	0.0	0.0	1,592.9
59	45	Texas Instruments	33,706.7	-23.6	8,822.3	2,965.3	15,457.4	19.8	0.0	5,309.1	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.9	400.0	273.3	430.6	23.7
60	72	Enterprise Rent-A-Car Co.	32,406.9	15.2	884.6	511.1	23,429.7	225.9	0.0	3,806.4	0.0	325.9	1,319.3	0.0	0.0	1,506.1	242.7	0.4	0.0	12.5	3.1	139.5
61	61	Hertz Global Holdings	31,134.4	-11.2	395.7	6,479.9	8,659.1	34.9	0.0	4,422.0	0.0	5,959.1	0.0	0.0	32.8	3,318.9	1,410.7	0.0	0.0	0.0	83.7	337.9
62	34	United Internet	30,563.6	-43.8	12,397.9	6.4	0.0	0.0	0.0	0.0	0.0	17,939.3	0.0	0.0	219.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
63	52	Samsung Group	30,549.0	-21.4	12,143.2	6,444.1	160.0	0.0	0.0	515.1	0.0	6,952.2	311.9	0.0	16.7	1,664.4	48.4	0.3	0.0	11.1	0.0	2,281.8
64	102	AIG American International Group	30,350.7	60.2	4,346.7	251.9	6,411.2	196.6	0.0	14,465.8	137.3	2,758.9	66.0	5.6	27.6	809.2	269.9	0.0	0.0	44.5	33.1	526.5
65	79	Alltel Corp.	30,069.1	18.5	17.1	1,559.1	128.7	11,155.4	0.0	9,107.3	2.2	0.0	0.0	0.7	0.0	0.0	6,381.5	36.0	0.0	545.6	182.1	953.6
66	NA	Wal-Mart Stores	29,957.8	382.7	62.4	38.6	6,510.7	207.8	7,448.5	4,004.9	1,422.5	5,779.7	2,303.4	0.0	10.0	0.0	2,017.1	30.4	76.6	45.1	0.0	0.0
67	70	Boise Cascade Products Corp.	29,663.5	4.0	445.5	2,439.5	133.6	1,205.4	0.0	42.6	0.0	529.0	0.0	0.0	0.0	2,617.7	19,771.6	219.1	1,900.3	73.6	285.6	0.0
68	69	Morgan Stanley	29,080.9	0.8	2,123.7	4,147.2	3,701.4	6.4	0.0	3,902.6	335.0	9,473.1	975.6	14.3	11.7	2,890.6	712.5	0.0	0.0	86.6	55.5	644.8
69	132	American Power Conversion Corp.	29,041.5	126.1	15,210.7	764.8	0.0	0.0	0.0	0.0	0.0	11,660.3	1,123.8	0.0	0.0	198.7	0.0	0.0	0.0	0.0	5.7	77.6
70	116	BASF	28,414.8	89.7	2,018.9	1,259.9	0.0	0.1	0.0	65.7	0.0	20,386.1	0.0	0.0	0.0	3,786.6	0.0	0.0	0.0	897.5	0.0	0.0
71	48	Starwood Hotels & Resorts Worldwide	28,129.8	-33.2	2,374.1	5,110.6	0.0	311.9	0.0	302.5	0.0	10,881.9	748.4	292.6	12.0	1,716.4	3,406.7	26.6	0.0	0.0	19.2	2,927.2
72	82	MetLife	28,118.0	17.6	2,371.5	378.2	11,859.9	1,392.0	0.0	1,697.5	1,450.4	5,922.5	88.0	0.0	10.0	158.3	1,555.0	32.7	356.5	483.0	307.4	55.2
73	88	ING Groep	28,050.9	25.1	1,609.7	12,509.9	3,966.7	2,637.4	0.0	2,785.8	0.0	3,098.1	0.0	0.0	0.0	184.1	141.2	13.4	0.0	195.7	202.5	706.6
74	80	Comcast Corp.	27,938.0	13.2	3,230.3	3,774.1	3,853.9	9,226.6	0.0	14.8	0.0	1,350.0	0.0	115.1	76.4	0.0	4,159.3	87.1	28.7	489.5	1,136.9	395.4
75	95	Panasonic Corp.	27,863.9	33.7	7,269.3	3,304.6	179.9	5,375.7	0.0	1,564.3	0.0	4,615.4	0.0	0.0	0.0	2,376.9	2,025.2	0.0	100.0	0.0	0.0	1,052.8
76	73	Delta Air Lines	27,744.8	-0.2	266.1	7,732.9	41.5	2,172.3	0.0	305.5	6.5	6,502.0	0.0	45.7	0.0	3,986.3	1,737.8	130.3	0.0	108.4	856.8	3,852.8
77	58	Wachovia Corp.	26,809.0	-25.7	3,748.5	4,579.5	2,965.4	2,276.4	0.0	4,154.9	1.2	3,056.7	0.0	109.0	57.0	1,686.7	2,075.7	2.1	1,191.3	33.3	799.7	71.7
78	96	Siemens	26,348.1	28.6	2,443.7	666.7	338.4	74.9	0.0	2,053.7	4.4	13,344.6	0.0	0.0	0.0	5,036.9	1,479.1	4.6	0.0	5.4	0.0	895.7
79	NA	Eastman Kodak Co.	25,093.8	442.6	1,310.2	3,318.4	0.0	0.0	0.0	0.0	0.0	11,672.5	5,772.2	0.0	31.5	619.5	543.5	0.0	0.0	0.0	1,825.8	0.0
80	77	Nationwide Mutual Insurance Co.	25,034.3	-2.3	2,745.7	1,405.1	1,393.2	1,390.7	0.0	536.1	0.0	7,347.3	0.0	0.0	0.0	2,604.0	1,842.3	3.8	0.0	1,318.9	3,156.3	1,291.1
81	56	Avis Budget Group	24,540.2	-35.3	598.0	7,348.7	3,043.8	40.1	0.0	6,901.0	0.0	3,080.5	0.0	10.0	4.0	1,625.7	630.6	22.5	608.0	285.4	188.1	154.1
82	NA	Fairfield Language Technologies	23,532.7	251.9	535.8	65.5	41.8	16.2	0.0	16,461.5	811.6	3,586.2	254.0	3.3	0.0	450.9	1,025.2	3.4	1.9	0.0	252.9	22.8
83	84	Toshiba Corp.	23,243.6	-1.6	8,540.1	7,052.1	0.0	236.3	0.0	5.8	0.0	5,577.1	0.0	0.0	0.0	747.3	93.5	8.7	0.0	0.0	973.1	9.5
84	92	H Group Holding	22,823.4	6.7	2,943.3	2,809.9	318.2	4.9	0.0	2,569.1	0.0	5,040.6	273.0	292.0	3.7	3,987.0	1,056.2	8.6	1,221.8	39.3	200.4	2,055.7
85	NA	Target Corp.	22,417.9	997.3	430.3	37.3	11,574.7	4,901.0	0.0	2,152.5	847.3	1,303.1	233.3	0.0	0.0	0.0	511.9	6.0	0.0	368.0	52.3	0.0
86	63	Symantec Corp.	22,182.8	-34.3	9,992.9	3,571.1	0.0	0.0	0.0	0.0	0.0	7,000.9	0.0	0.0	0.0	70.5	219.8	0.0	0.0	0.0	1.9	1,325.7
87	65	U.S. Government	21,889.8	-32.9	7,480.1	1,512.0	0.0	1,640.4	0.0	1.5	0.0	1,640.4	594.2	54.3	108.6	278.5	2,157.7	34.8	2,785.1	2,042.5	1,520.8	39.3
88	87	Cargill Inc.	21,878.0	-3.8	3,789.7	794.8	292.6	2,858.0	0.0	3,344.6	63.4	7,226.8	0.0	0.0	109.3	3,310.4	0.0	0.0	0.0	0.0	88.2	0.0
89	81	Travelers Cos.	21,561.2	-12.1	1,297.0	182.9	7,705.1	149.3	0.0	3,097.9	6.4	8,117.6	0.0	0.0	0.0	789.5	123.9	0.0	0.0	8.5	26.6	56.6
90	100	NYSE Group	20,274.1	2.4	451.4	235.0	2,365.2	8.6	0.0	3,412.9	0.0	2,265.4	0.0	0.0	0.0	11,211.1	0.0	0.0	0.0	0.0	0.0	324.5
91	75	Acer Inc.	20,080.2	-26.7	8,626.2	9,345.9	0.0	0.0	0.0	0.0	0.0	915.3	0.0	0.0	0.0	1,170.3	0.0	0.0	0.0	0.0	0.0	22.5
92	54	CompUSA	19,948.8	-47.7	33.0	704.7	0.0	0.0	0.0	0.0	0.0	373.7	0.0	0.0	0.0	1,786.2	13,453.2	216.5	83.0	2,205.8	1,072.0	20.8
93	89	Kaiser Permanente	19,793.4	-11.1	11.7	231.7	0.0	8,803.4	0.0	1.2	0.0	91.1	119.0	61.8	13.4	163.2	3,501.2	34.4	0.0	2,698.7	3,975.9	86.6
94	159	InfoGROUP	19,542.4	97.0	2,502.5	713.1	11,844.6	0.5	0.0	2,494.4	0.0	1,897.1	0.0	0.0	0.0	0.0	62.3	0.0	0.0	0.0	28.0	0.0
95	74	Oracle Corp.	18,678.7	-32.2	7,109.0	3,717.8	0.0	11.7	0.0	0.0	0.0	1,196.5	0.0	0.0	0.0	3,171.4	153.1	0.0	0.0	0.0	23.6	3,295.9
96	40	Dollar Thrifty Automotive Group	18,547.8	-61.8	585.4	15,346.3	0.0	85.1	0.0	0.0	0.0	1,146.6	114.4	1.8	0.0	942.9	35.4	0.0	0.0	0.0	41.1	249.2
97	126	Barclays	18,162.1	29.8	4,147.3	798.9	2,109.2	143.7	0.0	999.2	0.0	2,596.5	200.1	3.7	0.0	6,701.6	214.9	0.0	0.0	0.0	0.0	247.1
98	NA	Research in Motion	18,089.9	139.6	1,410.2	9,195.2	0.0	21.6	0.0	0.0	0.0	6,640.6	0.0	0.0	7.0	76.3	414.3	3.7	0.0	70.4	239.2	11.4
99	123	Thomson Reuters Corp.	17,853.8	24.6	17,538.4	156.6	0.0															

BTOB SPECIAL REPORT TOP B-TO-B ADVERTISERS

TOP 50 INTERNET ADVERTISERS

Rank	Advertiser	2007 (\$000)	2006 (\$000)	% chg	Rank	Advertiser	2007 (\$000)	2006 (\$000)	% chg
1	Monster Worldwide	\$92,438.6	\$101,636.6	-9.0%	26	ProductTestPanel.com	\$8,688.5	\$6,301.9	37.9%
2	Hewlett-Packard Co.	51,027.8	62,607.8	-18.5	27	Vonage Holdings Corp.	8,400.4	46,414.4	-81.9
3	Dice	43,655.3	46,243.1	-5.6	28	Delta Air Lines	7,732.9	5,294.3	46.1
4	Microsoft Corp.	39,224.5	24,730.7	58.6	29	Sony Corp.	7,623.5	2,064.9	269.2
5	Verizon Communications	25,767.4	18,430.5	39.8	30	Avis Budget Group	7,348.7	8,580.6	-14.4
6	AT&T	20,860.7	27,553.6	-24.3	31	Intel Corp.	7,329.5	8,513.3	-13.9
7	Citrix Systems	20,372.0	16,311.4	24.9	32	United Parcel Service of America	7,265.4	2,572.1	182.5
8	IBM Corp.	18,660.0	11,030.2	69.2	33	Washington Mutual	7,211.7	3,355.1	114.9
9	Bank of America Corp.	16,771.2	9,565.5	75.3	34	Deutsche Telekom	7,164.5	5,505.1	30.1
10	Dell	16,638.8	22,867.6	-27.2	35	YF Direct	7,151.5	3,642.5	96.3
11	Capital One Financial Corp.	16,115.5	11,190.9	44.0	36	Toshiba Corp.	7,052.1	3,504.0	101.3
12	American Express Co.	15,640.0	12,011.8	30.2	37	HLTH Corp.	6,731.7	745.0	803.6
13	CareerBuilder	15,556.0	18,778.3	-17.2	38	CCMG Holdings	6,479.9	12,277.2	-47.2
14	Dollar Thrifty Automotive Group	15,346.3	43,854.8	-65.0	39	Samsung Group	6,444.1	2,104.8	206.2
15	Experian Group	14,672.8	15,423.5	-4.9	40	JPMorgan Chase & Co.	6,355.4	4,219.8	50.6
16	Cisco Systems	14,276.0	6,510.4	119.3	41	CDW Computer Centers	6,355.2	5,663.9	12.2
17	ink2all.com	14,230.9	15,860.5	-10.3	42	InterContinental Hotels Group	6,334.9	9,705.9	-34.7
18	ING Groep	12,509.9	12,218.6	2.4	43	Fedex Corp.	5,819.5	5,977.9	-2.6
19	Blackstone Group	11,885.3	12,478.7	-4.8	44	Pivotal Group	5,728.9	1,279.4	347.8
20	Equifax	11,530.7	8,426.4	36.8	45	Southwest Airlines	5,663.9	3,085.5	83.6
21	Sprint Nextel Corp.	11,332.4	5,880.6	92.7	46	AMR Corp.	5,652.1	6,056.9	-6.7
22	Dynamic Logic Systems	9,365.2	11,338.6	-17.4	47	eWork Markets	5,641.2	3,338.4	69.0
23	Acer Inc.	9,345.9	1,889.5	394.6	48	Office Depot	5,592.1	11,833.3	-52.7
24	Research in Motion	9,195.2	864.9	963.2	49	Dow Chemical Co.	5,548.3	3,549.5	56.3
25	IAC/InterActiveCorp	8,734.2	1,416.4	516.7	50	Sun Microsystems	5,347.2	13,318.3	-59.9

Note: Totals are BtoB estimates. Source: BtoB analysis of data from TNS Media Intelligence. Ranking for 2006 is based on data collected in 2008.

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