

BTOB SPECIAL REPORT TOP B-TO-B ADVERTISERS

| Rank 2008 | Rank 2007 | Advertiser | Total '08 spending (\$000) | '08-'07 % 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 | 1 | Verizon Communications | \$357,935 | -15.3 | \$8,807 | \$17,409 | \$75,734 | \$23,008 | \$9,078 | \$37,469 | \$9,423 | \$15,263 | \$125 | \$62 | \$122 | \$4,781 | \$105,826 | \$1,336 | \$801 | \$14,997 | \$15,637 | \$18,059 |
| 2 | 2 | AT&T | 328,511 | -14.4 | 3,390 | 9,975 | 105,148 | 21,465 | 6,640 | 35,960 | 5,687 | 11,603 | 23 | 0 | 77 | 4,747 | 72,951 | 168 | 63 | 6,476 | 31,992 | 12,147 |
| 3 | 5 | IBM Corp. | 158,889 | -11.9 | 50,680 | 9,313 | 33,785 | 54 | 0 | 17,394 | 36 | 26,651 | 0 | 0 | 178 | 9,505 | 7,347 | 0 | 63 | 1,213 | 166 | 2,504 |
| 4 | 3 | Sprint Nextel Corp. | 157,363 | -39.0 | 4,740 | 8,888 | 57,122 | 1,439 | 7,269 | 19,138 | 322 | 9,539 | 3,553 | 0 | 14 | 6,915 | 25,592 | 155 | 868 | 1,333 | 2,061 | 8,414 |
| 5 | 7 | Microsoft Corp. | 148,870 | 7.0 | 45,905 | 11,966 | 25,884 | 406 | 0 | 16,954 | 8,154 | 18,006 | 354 | 0 | 11 | 5,698 | 2,060 | 0 | 37 | 847 | 7,770 | 4,820 |
| 6 | 4 | Hewlett-Packard Co. | 135,840 | -31.6 | 29,833 | 34,906 | 18,596 | 54 | 373 | 12,896 | 90 | 19,708 | 3,216 | 0 | 133 | 8,999 | 3,004 | 20 | 0 | 1,815 | 1,934 | 265 |
| 7 | 15 | General Electric Co. | 117,000 | 19.3 | 19,100 | 1,646 | 66,514 | 24 | 0 | 9,988 | 0 | 12,058 | 0 | 33 | 48 | 3,456 | 3,060 | 3 | 39 | 4 | 24 | 1,004 |
| 8 | 14 | Deutsche Telekom | 115,597 | 16.4 | 4 | 11,124 | 27,167 | 6,994 | 7,214 | 13,372 | 8,753 | 1,801 | 0 | 0 | 0 | 2,454 | 23,465 | 18 | 0 | 1,987 | 10,871 | 373 |
| 9 | 12 | JPMorgan Chase & Co. | 111,616 | -0.9 | 920 | 7,603 | 13,700 | 14,561 | 542 | 8,951 | 10 | 3,731 | 0 | 9 | 22 | 4,253 | 32,323 | 738 | 363 | 4,709 | 13,755 | 5,426 |
| 10 | 9 | United Parcel Service of America | 106,770 | -11.1 | 374 | 31,364 | 40,899 | 161 | 0 | 13,548 | 0 | 6,696 | 0 | 2 | 34 | 1,081 | 903 | 3 | 796 | 3,748 | 6,913 | 248 |
| 11 | 13 | Bank of America Corp. | 103,639 | 3.0 | 1,962 | 15,837 | 10,998 | 13,268 | 1,693 | 6,234 | 208 | 6,977 | 851 | 62 | 183 | 9,503 | 30,503 | 820 | 0 | 4,255 | 267 | 17 |
| 12 | 21 | Apple Computer | 100,354 | 29.5 | 1,590 | 522 | 74,841 | 92 | 0 | 7,455 | 0 | 2,185 | 179 | 0 | 0 | 964 | 11 | 0 | 0 | 66 | 1,106 | 11,346 |
| 13 | 19 | Southwest Airlines | 96,838 | 16.4 | 442 | 3,656 | 48,100 | 13,879 | 7,476 | 4,603 | 7 | 2,746 | 0 | 0 | 151 | 2,257 | 2,116 | 24 | 1,340 | 3,674 | 3,458 | 2,913 |
| 14 | 8 | FedEx Corp. | 89,220 | -26.1 | 247 | 7,816 | 59,409 | 629 | 0 | 13,453 | 0 | 1,307 | 0 | 9 | 295 | 4,026 | 1,107 | 289 | 0 | 68 | 96 | 469 |
| 15 | 11 | Dell | 83,917 | -26.5 | 14,358 | 10,615 | 12,069 | 455 | 0 | 7,663 | 3 | 16,494 | 4,330 | 0 | 103 | 8,212 | 9,238 | 1 | 292 | 13 | 20 | 53 |
| 16 | 28 | Blackstone Group | 78,367 | 15.7 | 3,717 | 8,589 | 7,224 | 512 | 0 | 13,413 | 85 | 21,767 | 1,057 | 139 | 81 | 10,251 | 3,227 | 74 | 1,369 | 19 | 535 | 6,310 |
| 17 | 6 | Citigroup | 78,006 | -47.6 | 2,310 | 3,565 | 15,768 | 82 | 0 | 5,858 | 593 | 15,641 | 0 | 40 | 0 | 8,651 | 23,285 | 228 | 766 | 207 | 678 | 335 |
| 18 | 23 | Blue Cross & Blue Shield Association | 72,254 | -3.7 | 369 | 1,783 | 0 | 33,590 | 0 | 7 | 0 | 1,711 | 106 | 57 | 3 | 1,096 | 13,136 | 233 | 0 | 4,566 | 8,192 | 7,407 |
| 19 | 16 | Monster Worldwide | 69,914 | -28.4 | 617 | 38,833 | 18,785 | 1,330 | 0 | 4,375 | 218 | 4,755 | 236 | 0 | 26 | 192 | 146 | 0 | 0 | 61 | 250 | 90 |
| 20 | 10 | Staples | 67,399 | -41.7 | 0 | 3,763 | 20,195 | 3,089 | 0 | 7,475 | 3,389 | 598 | 661 | 122 | 0 | 1,556 | 16,678 | 227 | 6,837 | 1,492 | 1,313 | 4 |
| 21 | 38 | CDW Computer Centers | 65,143 | 39.2 | 26,045 | 4,114 | 19,851 | 8 | 0 | 10,042 | 0 | 2,649 | 0 | 0 | 14 | 1,524 | 19 | 0 | 0 | 338 | 538 | 0 |
| 22 | 29 | Aflac | 57,975 | -7.1 | 337 | 132 | 40,443 | 328 | 3,475 | 8,005 | 3 | 1,942 | 0 | 0 | 23 | 756 | 63 | 4 | 2,432 | 26 | 9 | 0 |
| 23 | 26 | Wells Fargo & Co. | 56,260 | -17.4 | 3,098 | 5,635 | 3,466 | 5,898 | 0 | 5,451 | 20 | 4,620 | 501 | 51 | 74 | 6,162 | 14,361 | 351 | 862 | 1,945 | 1,258 | 2,511 |
| 24 | 36 | Experian Group | 55,413 | 13.9 | 417 | 24,167 | 1,447 | 23 | 0 | 24,885 | 856 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 3,618 | 0 | 0 | 0 |
| 25 | 60 | State Farm Mutual Auto Insurance Co. | 55,339 | 81.9 | 318 | 6,891 | 12,523 | 737 | 4,191 | 5,877 | 237 | 6,681 | 0 | 0 | 439 | 265 | 2,526 | 260 | 1,949 | 1,332 | 4,214 | 6,902 |
| 26 | 17 | Conseco | 54,987 | -34.3 | 255 | 2 | 9,382 | 4,914 | 0 | 36,349 | 3,973 | 0 | 0 | 0 | 0 | 0 | 110 | 0 | 0 | 0 | 2 | 0 |
| 27 | 20 | Capital One Financial Corp. | 54,871 | -32.8 | 158 | 18,040 | 12,545 | 2,513 | 0 | 6,424 | 2,912 | 295 | 0 | 0 | 0 | 1,751 | 8,613 | 20 | 0 | 698 | 366 | 537 |
| 28 | 22 | American Express Co. | 53,856 | -29.4 | 1,744 | 5,442 | 13,552 | 3,933 | 0 | 12,421 | 310 | 10,174 | 94 | 4 | 0 | 1,790 | 3,152 | 4 | 142 | 28 | 232 | 834 |
| 29 | 50 | Humana | 53,361 | 47.1 | 13 | 819 | 85 | 13,997 | 0 | 11,163 | 207 | 62 | 589 | 0 | 0 | 0 | 23,711 | 1,196 | 51 | 58 | 1,052 | 360 |
| 30 | 31 | Accenture | 49,633 | -12.8 | 2,482 | 1,678 | 4,580 | 4 | 0 | 1,247 | 20 | 23,055 | 0 | 0 | 0 | 6,825 | 830 | 0 | 0 | 0 | 0 | 8,912 |
| 31 | 30 | Visa | 49,451 | -18.7 | 1,883 | 1,733 | 25,396 | 512 | 2,303 | 6,605 | 3 | 7,510 | 34 | 18 | 74 | 359 | 370 | 0 | 1,374 | 86 | 1,003 | 188 |
| 32 | 42 | Intuit | 48,736 | 11.2 | 994 | 5,911 | 12,805 | 356 | 0 | 9,790 | 5,258 | 8,219 | 0 | 0 | 11 | 110 | 0 | 0 | 5,283 | 0 | 1 | 0 |
| 33 | 27 | Berkshire Hathaway | 47,364 | -30.2 | 3,244 | 1,627 | 3,808 | 5,097 | 0 | 10,545 | 2,797 | 1,682 | 61 | 21 | 0 | 104 | 759 | 0 | 0 | 18 | 11,577 | 6,024 |
| 34 | 108 | Research In Motion | 47,110 | 270.2 | 766 | 2,982 | 28,370 | 131 | 1,338 | 5,949 | 0 | 5,271 | 54 | 0 | 0 | 603 | 1,019 | 6 | 0 | 85 | 424 | 115 |
| 35 | 25 | Cisco Systems | 44,139 | -38.0 | 1,990 | 6,754 | 23,793 | 92 | 0 | 9,153 | 0 | 535 | 0 | 0 | 0 | 581 | 0 | 6 | 861 | 31 | 345 | 0 |
| 36 | 33 | Marriott International | 43,697 | -15.6 | 1,941 | 5,707 | 923 | 1,010 | 0 | 8,719 | 0 | 13,650 | 292 | 403 | 182 | 3,258 | 4,385 | 11 | 0 | 20 | 95 | 3,104 |
| 37 | 52 | American Petroleum Institute | 43,484 | 23.9 | 16 | 0 | 15,677 | 2,189 | 0 | 4,918 | 0 | 10,676 | 825 | 0 | 0 | 637 | 8,064 | 0 | 0 | 0 | 482 | 0 |
| 38 | 34 | CareerBuilder | 43,189 | -15.5 | 661 | 15,858 | 17,832 | 20 | 0 | 4,654 | 0 | 2,403 | 0 | 0 | 0 | 459 | 177 | 0 | 13 | 0 | 138 | 974 |
| 39 | 47 | Intercontinental Hotels Group | 42,865 | 9.7 | 1,412 | 932 | 16,060 | 596 | 212 | 9,716 | 0 | 1,946 | 820 | 177 | 0 | 2,250 | 2,734 | 24 | 0 | 12 | 71 | 5,905 |
| 40 | 18 | Zurich Financial Services Group | 41,625 | -50.2 | 4,158 | 3,633 | 5,603 | 5,863 | 1,568 | 7,471 | 49 | 3,777 | 0 | 2 | 229 | 5,516 | 440 | 12 | 16 | 1,486 | 1,535 | 268 |
| 41 | 39 | MasterCard International | 39,252 | -14.2 | 369 | 1,304 | 21,114 | 1,192 | 1 | 4,270 | 3,063 | 3,830 | 146 | 0 | 2 | 405 | 164 | 0 | 0 | 1,294 | 1,409 | 688 |
| 42 | 24 | Office Depot | 37,778 | -49.6 | 0 | 2,515 | 0 | 2,572 | 0 | 0 | 0 | 39 | 0 | 0 | 18 | 187 | 21,333 | 41 | 5,957 | 1,342 | 3,742 | 32 |
| 43 | 35 | Intel Corp. | 37,347 | -23.9 | 7,813 | 7,040 | 699 | 16 | 0 | 152 | 32 | 13,157 | 1,408 | 0 | 53 | 5,190 | 716 | 1 | 0 | 18 | 87 | 971 |
| 44 | 43 | Sony Corp. | 37,072 | -15.3 | 19,014 | 2,562 | 299 | 85 | 0 | 1,785 | 34 | 10,376 | 0 | 0 | 10 | 839 | 418 | 0 | 511 | 108 | 37 | 995 |
| 45 | 49 | Choice Hotels International | 36,898 | 1.0 | 2,870 | 3,588 | 5,786 | 42 | 0 | 10,289 | 18 | 5,362 | 0 | 7 | 235 | 1,883 | 273 | 16 | 1,297 | 128 | 49 | 5,060 |
| 46 | 32 | Expedia | 36,802 | -31.0 | 283 | 9,811 | 5,453 | 3,844 | 0 | 8,904 | 2,251 | 671 | 0 | 0 | 0 | 1,674 | 758 | 0 | 60 | 1,436 | 1,657 | 0 |
| 47 | 80 | Citrix Systems | 36,385 | 74.9 | 2,492 | 2,110 | 0 | 446 | 0 | 12,191 | 0 | 9,111 | 0 | 0 | 0 | 224 | 3,121 | 0 | 3,911 | 1,714 | 788 | 279 |
| 48 | 62 | Hertz Global Holdings | 35,379 | 22.5 | 927 | 8,586 | 9,038 | 242 | 0 | 5,424 | 0 | 6,208 | 0 | 0 | 11 | 3,158 | 1,304 | 1 | 0 | 0 | 39 | 445 |
| 49 | 51 | Delta Air Lines | 32,400 | -10.6 | 1,078 | 9,329 | 0 | 654 | 0 | 0 | 11 | 6,455 | 544 | 67 | 60 | 3,750 | 6,669 | 70 | 0 | 46 | 105 | 3,564 |
| 50 | 67 | Starwood Hotels & Resorts Worldwide | 32,316 | 24.7 | 3,166 | 5,311 | 3,870 | 361 | 0 | 1,858 | 0 | 10,181 | 1,003 | 207 | 0 | 1,625 | 3,062 | 32 | 0 | 62 | 14 | 1,567 |

Note: Totals are BtoB estimates. Source: BtoB analysis of data from TNS Media Intelligence. Rankings for 2007 are restated and are based on data collected in 2009. TNS in 2009 revised methodology for measuring Internet advertising and restated its Internet figures for 2008 and 2007.

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|-----------|-----------|---|----------------------------|---------------|-----------------------|----------|------------|---------|------------------------------|-------------------|---------------|--------------------|------------------|-----------------|--------------------|------------------|------------------|---------------------|--------------------|------------------|------------------|---------|
| 51 | 56 | Vonage Holdings Corp. | \$31,955 | 0.8 | \$0 | \$5,724 | \$4,995 | \$1,351 | \$0 | \$16,553 | \$3,273 | \$0 | \$0 | \$0 | \$0 | \$0 | \$59 | \$1 | \$0 | \$0 | \$0 | \$0 |
| 52 | 40 | Enterprise Rent-A-Car Co. | 30,168 | -33.1 | 1,153 | 469 | 23,172 | 43 | 0 | 4,580 | 0 | 86 | 0 | 0 | 8 | 516 | 44 | 0 | 0 | 0 | 0 | 98 |
| 53 | 46 | Time Warner | 30,099 | -24.7 | 23,334 | 709 | 25 | 33 | 0 | 282 | 0 | 3,924 | 0 | 46 | 0 | 0 | 39 | 3 | 0 | 100 | 0 | 1,604 |
| 54 | 61 | AIG American International Group | 29,836 | 1.6 | 3,850 | 399 | 3,727 | 315 | 1,009 | 16,552 | 943 | 901 | 18 | 50 | 0 | 808 | 848 | 0 | 76 | 0 | 330 | 13 |
| 55 | 57 | United Internet | 28,752 | -8.4 | 16,899 | 17 | 0 | 0 | 0 | 0 | 0 | 11,435 | 0 | 0 | 401 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 56 | 41 | Canon | 28,638 | -35.1 | 8,502 | 2,537 | 0 | 7 | 0 | 12 | 0 | 11,216 | 0 | 0 | 0 | 1,076 | 4,831 | 0 | 0 | 0 | 268 | 190 |
| 57 | 48 | Wyndham Worldwide Corp. | 28,625 | -22.5 | 2,266 | 2,394 | 2,553 | 350 | 0 | 3,384 | 777 | 7,225 | 1,043 | 10 | 0 | 1,968 | 567 | 2 | 322 | 84 | 96 | 5,589 |
| 58 | 68 | Siemens | 28,375 | 10.7 | 2,727 | 1,325 | 1,026 | 127 | 0 | 435 | 58 | 17,647 | 0 | 0 | 0 | 3,629 | 467 | 3 | 0 | 82 | 0 | 849 |
| 59 | 53 | AMR Corp. | 27,391 | -20.9 | 247 | 2,310 | 321 | 5,598 | 0 | 3,044 | 7 | 9,103 | 817 | 58 | 141 | 721 | 2,121 | 86 | 416 | 289 | 798 | 1,319 |
| 60 | 71 | Samsung Group | 27,065 | 13.5 | 8,297 | 3,522 | 2,865 | 8 | 0 | 1,795 | 503 | 6,243 | 0 | 0 | 11 | 1,269 | 681 | 0 | 177 | 86 | 0 | 1,611 |
| 61 | 73 | PNC Financial Services Group | 27,009 | 19.1 | 498 | 1,971 | 0 | 4,827 | 0 | 3 | 0 | 170 | 0 | 45 | 0 | 326 | 8,938 | 63 | 0 | 5,616 | 3,274 | 1,279 |
| 62 | 110 | Telephone & Data Systems | 26,534 | 110.6 | 0 | 32 | 0 | 9,039 | 0 | 0 | 0 | 29 | 0 | 25 | 0 | 0 | 12,705 | 102 | 0 | 2,041 | 953 | 1,607 |
| 63 | 44 | UnitedHealth Group | 26,318 | -38.8 | 200 | 1,443 | 0 | 1,669 | 1 | 2 | 0 | 9,709 | 975 | 25 | 140 | 1,129 | 7,556 | 61 | 0 | 798 | 674 | 1,937 |
| 64 | 72 | ING Groep | 25,679 | 10.5 | 763 | 15,698 | 273 | 2,921 | 0 | 1,743 | 0 | 3,311 | 0 | 5 | 0 | 553 | 303 | 18 | 0 | 42 | 49 | 0 |
| 65 | 81 | Kaiser Permanente | 25,618 | 23.9 | 69 | 196 | 0 | 10,451 | 0 | 0 | 0 | 953 | 0 | 115 | 49 | 387 | 3,905 | 18 | 0 | 5,358 | 3,776 | 342 |
| 66 | 59 | Boise Cascade Products Corp. | 25,191 | -18.5 | 99 | 480 | 380 | 5 | 0 | 918 | 0 | 676 | 0 | 0 | 0 | 1,636 | 18,371 | 106 | 1,125 | 464 | 427 | 504 |
| 67 | 37 | Dow Chemical Co. | 25,086 | -47.2 | 743 | 360 | 2,826 | 906 | 0 | 8,315 | 51 | 10,111 | 236 | 0 | 16 | 962 | 9 | 1 | 0 | 8 | 186 | 356 |
| 68 | 63 | Comcast Corp. | 24,714 | -10.7 | 2,155 | 3,644 | 617 | 11,649 | 0 | 0 | 0 | 454 | 0 | 169 | 22 | 363 | 3,909 | 43 | 0 | 601 | 914 | 174 |
| 69 | 85 | Assurant | 23,102 | 31.2 | 435 | 47 | 571 | 1,251 | 0 | 20,615 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 84 | 5 | 42 | 48 |
| 70 | 65 | American Power Conversion Corp. | 22,350 | -17.7 | 17,274 | 138 | 0 | 0 | 0 | 0 | 0 | 4,826 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 111 |
| 71 | 74 | Avis Budget Group | 22,326 | 2.2 | 619 | 4,898 | 370 | 25 | 0 | 7,948 | 0 | 3,338 | 0 | 11 | 0 | 1,781 | 1,606 | 7 | 1,513 | 1 | 1 | 211 |
| 72 | 76 | Cargill | 21,876 | 3.5 | 2,207 | 1,877 | 828 | 3,097 | 0 | 2,878 | 144 | 7,168 | 0 | 0 | 0 | 3,628 | 4 | 0 | 0 | 44 | 2 | 0 |
| 73 | 90 | Aetna | 21,592 | 29.0 | 1,459 | 803 | 0 | 5,697 | 0 | 0 | 0 | 1,131 | 0 | 0 | 32 | 3,040 | 1,600 | 451 | 5,519 | 456 | 634 | 773 |
| 74 | 79 | H Group Holding | 21,217 | 1.4 | 1,485 | 1,720 | 2,423 | 3 | 0 | 269 | 0 | 6,849 | 82 | 327 | 0 | 1,982 | 2,777 | 13 | 960 | 14 | 241 | 2,078 |
| 75 | 112 | HSBC Holdings | 20,947 | 69.7 | 822 | 2,674 | 26 | 2,093 | 0 | 2,578 | 0 | 2,333 | 223 | 4 | 7 | 1,400 | 4,271 | 122 | 0 | 214 | 781 | 3,397 |
| 76 | 87 | Waste Management | 20,840 | 22.0 | 7 | 228 | 2,481 | 129 | 0 | 10,478 | 0 | 6,962 | 0 | 0 | 0 | 218 | 148 | 0 | 0 | 0 | 186 | 3 |
| 77 | 86 | Nationwide Mutual Insurance Co. | 20,649 | 18.0 | 3,674 | 3,680 | 82 | 740 | 0 | 743 | 0 | 1,243 | 0 | 0 | 48 | 3,020 | 424 | 0 | 150 | 638 | 5,657 | 551 |
| 78 | 91 | Best Western International | 20,378 | 24.6 | 943 | 6,522 | 447 | 44 | 0 | 7,417 | 470 | 446 | 0 | 26 | 0 | 1,050 | 376 | 2 | 0 | 0 | 2 | 2,636 |
| 79 | 98 | Metro PCS | 20,000 | 44.5 | 0 | 39 | 0 | 2,728 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 429 | 95 | 0 | 826 | 13,657 | 2,227 |
| 80 | NA | Vestas Wind Systems | 19,996 | N/A | 130 | 1,877 | 1,837 | 2 | 0 | 613 | 0 | 7,828 | 0 | 0 | 0 | 4,846 | 2,536 | 0 | 0 | 112 | 54 | 161 |
| 81 | 66 | Allstate Corp. | 19,960 | -23.6 | 52 | 734 | 1,061 | 184 | 7 | 1,409 | 311 | 3,516 | 0 | 15 | 17 | 1,385 | 1,942 | 45 | 542 | 2,694 | 4,345 | 1,702 |
| 82 | 77 | Travelers Cos. | 18,811 | -10.3 | 1,119 | 21 | 9,803 | 17 | 0 | 3,539 | 0 | 2,782 | 0 | 0 | 0 | 781 | 292 | 0 | 0 | 26 | 310 | 123 |
| 83 | 92 | Barclays | 18,449 | 12.9 | 4,576 | 655 | 1,933 | 337 | 0 | 722 | 0 | 4,975 | 18 | 2 | 0 | 4,937 | 138 | 1 | 0 | 0 | 0 | 156 |
| 84 | NA | Sharp Corp. | 18,250 | 53.3 | 1,181 | 149 | 5,583 | 689 | 0 | 4,022 | 0 | 4,209 | 0 | 0 | 0 | 1,067 | 879 | 0 | 0 | 0 | 0 | 470 |
| 85 | NA | Lenovo Group | 18,205 | 230.7 | 298 | 3,681 | 9,146 | 1 | 0 | 528 | 0 | 1,251 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2,328 | 974 |
| 86 | NA | Reliant Energy | 17,917 | 49.9 | 0 | 69 | 0 | 9,229 | 0 | 0 | 0 | 247 | 0 | 0 | 0 | 0 | 1,231 | 1 | 0 | 1,416 | 4,485 | 1,239 |
| 87 | NA | Network Associates | 17,851 | N/A | 2,250 | 14,596 | 0 | 0 | 0 | 0 | 0 | 480 | 0 | 0 | 0 | 160 | 0 | 0 | 0 | 0 | 11 | 355 |
| 88 | NA | Cinergy Health | 17,536 | 92.5 | 0 | 0 | 1,254 | 1,535 | 80 | 10,428 | 4,224 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 15 | 0 | 0 | 0 |
| 89 | 75 | Prudential Financial | 16,895 | -21.6 | 5,763 | 662 | 4,649 | 336 | 222 | 295 | 0 | 1,430 | 151 | 9 | 13 | 2,025 | 1,205 | 1 | 0 | 0 | 2 | 135 |
| 90 | 114 | 3M Co. | 16,821 | 40.1 | 1,285 | 7,340 | 1,155 | 31 | 0 | 5,317 | 49 | 1,442 | 0 | 0 | 0 | 0 | 26 | 0 | 0 | 84 | 48 | 46 |
| 91 | 69 | Metlife | 16,433 | -34.5 | 1,811 | 299 | 6,885 | 279 | 0 | 1,176 | 1,680 | 2,334 | 9 | 0 | 0 | 313 | 1,461 | 2 | 0 | 0 | 63 | 123 |
| 92 | NA | Ascentive | 15,579 | N/A | 839 | 28 | 0 | 38 | 0 | 14,612 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 60 | 0 | 0 | 0 |
| 93 | 55 | Xerox Corp. | 15,436 | -52.0 | 1,443 | 1,550 | 4,607 | 5 | 0 | 832 | 5 | 6,319 | 0 | 0 | 33 | 435 | 168 | 0 | 0 | 0 | 40 | 1 |
| 94 | 82 | InfoUSA | 15,332 | -19.4 | 2,963 | 1,084 | 8,150 | 0 | 0 | 1,755 | 0 | 629 | 0 | 0 | 0 | 141 | 601 | 0 | 0 | 0 | 9 | 0 |
| 95 | NA | Google | 15,153 | N/A | 1,211 | 13,893 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 50 | 0 | 0 | 0 | 0 | 0 |
| 96 | NA | UAL Corp. | 14,958 | 37.3 | 0 | 1,107 | 7,135 | 1,987 | 0 | 871 | 0 | 2,676 | 0 | 0 | 0 | 196 | 657 | 0 | 0 | 9 | 49 | 272 |
| 97 | 83 | Pythian Group | 14,738 | -20.9 | 0 | 14,738 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 98 | NA | Massachusetts Mutual Life Insurance Co. | 14,602 | 25.3 | 1,090 | 3,931 | 1,983 | 241 | 0 | 2,578 | 14 | 3,342 | 0 | 7 | 0 | 1,255 | 64 | 22 | 7 | 28 | 28 | 14 |
| 99 | 64 | BASF | 14,543 | -47.2 | 1,146 | 987 | 0 | 0 | 0 | 0 | 0 | 10,609 | 0 | 0 | 0 | 1,369 | 0 | 1 | 0 | 432 | 0 | 0 |
| 100 | NA | CSX Corp. | 14,357 | 116.3 | 216 | 1,172 | 193 | 20 | 0 | 5,377 | 0 | 123 | 0 | 0 | 0 | 480 | 1,629 | 0 | 3,152 | 902 | 1,002 | 92 |

Note: Totals are BtoB estimates. Source: BtoB analysis of data from TNS Media Intelligence. Rankings for 2007 are restated and are based on data collected in 2009. TNS in 2009 revised methodology for measuring Internet advertising and restated its Internet figures for 2008 and 2007.