

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, July 2004

Top 10 Advertised Drug Classes (\$ Millions) January—July 2004

Cholesterol Reducers	\$4.774 (+23%)
COX-2 Inhibitors	\$4.432 (+4%)
Antidepressants	\$3.728 (+40%)
Angiotensin II Antagonists	\$3.681 (-14%)
Ulcer Therapy	\$3.326 (+24%)
Antibiotics	\$2.452 (+85%)
Anti-asthmatics/Bronchodilators	\$2.293 (-21%)
ACE Inhibitors	\$2.050 (+19%)
Diabetes Diagnosis & Therapy	\$1.518 (-)
Vaccines	\$1.227 (+73%)

Top 10 Advertised Products January—July 2004

Crestor	\$1,948,000 (-6%)
Vioxx	\$1,638,000 (-)
Celebrex	\$1,418,000 (+17%)
Bextra	\$1,376,000 (-1%)
Lipitor	\$1,369,000 (-3%)
Effexor XR	\$1,329,000 (+4%)
Altace	\$1,111,000 (+27%)
Wellbutrin SR	\$1,025,000 (+999%)
Ezetrol	\$1,005,000 (+999%)
Advair	\$985,000 (+25%)

To find out more about these figures, contact your STA representative.

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