

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, December 2004

Top 10 Advertised Drug Classes (\$ Millions) January-December 2004

Cholesterol Reducers	\$7.015 (-14%)
COX-2 Inhibitors	\$6.911 (-7%)
Antidepressants	\$5.673 (+11%)
Angiotensin II Antagonists	\$5.612 (-17%)
Anti-asthmatics/Bronchodilators	\$4.858 (-4%)
Ulcer Therapy	\$4.793 (+13%)
Antibiotics	\$4.517 (+93%)
ACE Inhibitors	\$3.513 (+3%)
Diabetes Diagnosis & Therapy	\$2.680 (+11%)
Vaccines	\$1.459 (+17%)

Top 10 Advertised Products January-December 2004

Crestor	\$2,544,000 (-21%)
Celebrex	\$2,445,000 (-8%)
Bextra	\$2,304,000 (+2%)
Lipitor	\$2,237,000 (-23%)
Vioxx	\$2,162,000 (-15%)
Advair	\$2,104,000 (+16%)
Effexor XR	\$2,038,000 (-24%)
Altace	\$1,682,000 (-2%)
Symbicort	\$1,577,000 (+8%)
Wellbutrin SR	\$1,444,000 (+999%)

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

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