

# ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, June 2005

## Top 10 Advertised Drug Classes (\$ Millions) January-June 2005

Cholesterol Reducers	\$3.019 (-30%)
Ulcer Therapy	\$2.977 (-5%)
Angiotensin II Antagonists	\$2.819 (-19%)
Anti-asthmatics/Bronchodilators	\$2.373 (+10%)
Antidepressants	\$2.169 (-39%)
ACE Inhibitors	\$1.736 (-11%)
Diabetes Diagnosis and Therapy	\$1.640 (+20%)
Contraceptives	\$1.594 (+55%)
Antibiotics	\$1.567 (-33%)
Alzheimer's Disease Therapy	\$1.222 (+121%)

## Top 10 Advertised Products January-June 2005

Nexium	\$1,354,000 (+98%)
Lipitor	\$1,296,000 (+4%)
Crestor	\$1,141,000 (-36%)
Effexor-XR	\$1,125,000 (-17%)
Altace	\$1,032,000 (-4%)
Avapro	\$983,000 (+47%)
Advair	\$852,000 (-6%)
Ciprallex	\$816,000 (+999%)
Symbicort	\$800,000 (+43%)
Pantoloc	\$690,000 (-13%)

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

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