

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, August 2007

Top 10 Advertised Drug Classes January-August 2007

COX-2 inhibitors \$4,147,300 (+288%)

Cholesterol reducers \$4,071,200 (-15%)

Angiotensin II antagonists \$3,900,700 (+16%)

Antiasthmatics/bronchodilators \$3,477,600 (+19%)

Diabetes diagnosis and therapy \$2,583,600 (+22%)

Analgesics-narcotics \$2,198,000 (+21%)

Vaccines \$2,004,100 (+307%)

Ulcer therapy \$1,762,700 (-33%)

Contraceptives \$1,397,700 (-27%)

Anti-allergy/rhinitis therapy \$1,138,700 (-50%)

Top 10 Advertised Products January-August 2007

Prexige \$3,277,600 (+999%)

Crestor \$1,702,700 (-9%)

Alvesco \$1,494,900 (+999%)

Avapro \$1,271,000 (+18%)

Lipitor \$1,228,100 (-7%)

Lyrica \$953,000 (-2%)

Micardis \$909,700 (+283%)

Diovan \$899,200 (-1%)

Celebrex \$869,700 (-19%)

Avandia \$852,200 (+18%)

CPM

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

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