

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, April 2007

Top 10 Advertised Drug Classes January-April 2007

COX-2 inhibitors	\$2,556,900 (+296%)
Cholesterol reducers	\$2,403,500 (-18%)
Antiasthmatics/bronchodilators	\$2,176,400 (+17%)
Angiotensin II antagonists	\$1,836,500 (-5%)
Diabetes diagnosis and therapy	\$1,501,000 (+12%)
Ulcer therapy	\$1,327,400 (-18%)
Analgesics-narcotics	\$1,325,900 (+11%)
Vaccines	\$1,298,300 (+249%)
Contraceptives	\$928,300 (-14%)
ACE inhibitors	\$880,100 (+15%)

Top 10 Advertised Products January-April 2007

Prexige	\$2,286,300 (+999%)
Alvesco	\$874,200 (+999%)
Crestor	\$778,200 (-26%)
Lipitor	\$750,500 (-18%)
Avapro	\$695,200 (+17%)
Avandia	\$675,600 (+48%)
Diovan	\$642,000 (-17%)
Caduet	\$562,800 (-18%)
Lyrica	\$519,300 (-20%)
Altace	\$513,900 (-18%)

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

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