

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, February 2008

Top 10 Advertised Drug Classes January-February 2008

Cholesterol reducers \$1,076,500 (-15%)

Angiotensin II antagonists \$768,100 (-22%)

Diabetes diagnosis and therapy \$585,600 (+14%)

Analgesics-narcotics \$551,100 (-20%)

Ulcer therapy \$418,200 (-43%)

Contraceptives \$359,300 (-24%)

Antiasthmatics/bronchodilators \$295,400 (-63%)

Antidepressants \$268,400 (-52%)

Antiviral, systemic \$250,400 (-1%)

Anti-allergy/rhinitis therapy \$247,400 (-9%)

Top 10 Advertised Products January-February 2008

Crestor \$497,000 (+53%)

Lipitor \$380,200 (-11%)

Avapro \$369,000 (-3%)

Alvesco \$295,400 (-34%)

Nexium \$ 280,200 (+20%)

Januvia \$247,100 (+999%)

Lyrica \$233,800 (-11%)

Celebrex \$227,100 (+999%)

Valtrex \$207,500 (+999%)

Champix \$205,800 (+999%) **CPM**

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

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