

ADVERTISING ANALYSIS REVIEW

Source: Advertising Analysis Report, November 2007

Top 10 Advertised Drug Classes January-November 2007

Angiotensin II antagonists	\$5,914,200 (+36%)
Cholesterol reducers	\$5,650,600 (-11%)
Antiasthmatics/bronchodilators	\$5,157,600 (+6%)
COX-2 inhibitors	\$5,086,100 (+274%)
Analgesics-narcotics	\$3,428,300 (+37%)
Diabetes diagnosis and therapy	\$3,315,700 (+6%)
Vaccines	\$2,667,000 (+64%)
Ulcer therapy	\$2,613,500 (-27%)
Contraceptives	\$1,757,500 (-28%)
Anti-allergy/rhinitis therapy	\$1,641,000 (+82%)

Top 10 Advertised Products January-November 2007

Preige	\$3,739,100 (+999%)
Cresor	\$2,476,100 (+3%)
Alveso	\$2,243,800 (+599%)
Lipitor	\$1,844,200 (-6%)
Avapro	\$1,764,800 (+17%)
Lyrica	\$1,575,300 (+15%)
Symbicort Smart	\$1,373,300 (+999%)
Celebrex	\$1,347,000 (-%)
Micardis	\$1,309,900 (+325%)
Nexium	\$1,233,700 (+5%)

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