Advertising Appropriation

TABLE 16.1 Top Ten National Advertisers

| Organization | Advertising Expenditures (\$ millions) |
|-------------------------|--|
| 1. Procter & Gamble | 4,898 |
| 2. AT&T | 3,344.7 |
| 3. General Motors Corp. | 3,296.1 |
| 4. Time Warner | 3,088.8 |
| 5. Verizon | 2,821.8 |
| 6. Ford Motor Co. | 2,576.8 |
| 7. GlaxoSmithKline | 2,444.2 |
| 8. Walt Disney | 2,320 |
| 9. Johnson & Johnson | 2,290.5 |
| 10. Unilever | 2,098.3 |

Source: Advertising Age, June 23, 2008, Vol. 79, Issue 25, p. C10.

The Advertising Appropriation

L Cohen

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