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.

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The Advertising Appropriation

Jessica J Manson

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