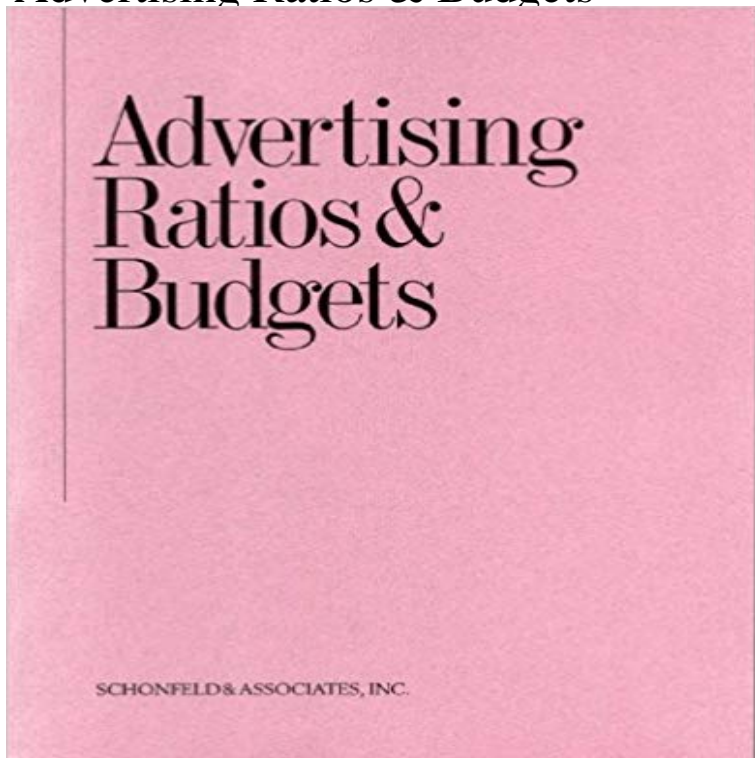


## Advertising Ratios & Budgets



The detailed annual report by Schonfeld & Associates, Inc. covers over 4,700 companies and 300 industries with information on 2009 advertising budgets, 2010 ad to sales ratios and ad to gross margin ratios, as well as 2010 and 2010 budgets and growth rate forecasts. Use it to track competition, win new ad agency clients, set and justify ad budgets, sell space and time or plan new media ventures and new products. Includes industry and advertiser ad spending rankings.

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