

## 2011 AD-TO-SALES RATIOS

Industry Name	SIC Code No.	2010 Ad Spending (\$000)	2011 Ad Spending (\$000)	Annual Ad Growth Rate (%)	Annual	2011 Ad \$	2011 Ad \$
					Sales Growth Rate	as % of Sales	as % of Margin
ABRASIVE,ASBESTOS,MISC MINRL	3290	2.967	2.325	-9	0.6	0	0.1
ACCIDENT & HEALTH INSURANCE	6321	543.386	573.102	4.7	5.4	1.2	6.6
ADVERTISING	7310	130.524	144.303	10.2	0.7	1.7	3.5
ADVERTISING AGENCIES	7311	0.126	0	-100	3.7	0	0
AGRIC PROD-LVSTK,ANIMAL SPEC	200	3.702	4.128	10.9	-1.9	0.2	0.7
AGRICULTURAL CHEMICALS	2870	2283.702	1864.464	-13.7	-7.2	4.6	12.3
AGRICULTURE PRODUCTION-CROPS	100	306.32	309.87	1.1	-3.2	1.2	4.2
AIR COURIER SERVICES	4513	424.499	402.049	-5.4	-6.3	0.8	5
AIR TRANSPORT, NONSCHEDULED	4522	0.013	0	-100	-1.9	0	0
AIR TRANSPORT, SCHEDULED	4512	2070.794	2098.334	1.8	1.7	0.8	3.2
AIR-COND,HEATING,REFRIG EQ	3585	161.135	153.769	-4.5	-5.2	1.7	5.6
AIRCRAFT	3721	1010.606	1039.806	6	5.2	0.8	4.7
AIRCRAFT AND PARTS	3720	0.007	0.008	9.3	-4.2	0	0.3
AIRPORTS & TERMINAL SERVICES	4581	1.827	1.876	2.7	-2.8	1.1	3.3
AMUSEMENT & RECREATION SVCS	7900	269.681	286.551	6.4	6.8	4	12.9
AMUSEMENT PARKS	7996	121.1	104.247	-14.9	-2	5.5	11.1
APPAREL & OTHER FINISHED PDS	2300	1665.695	1767.005	5.6	5.7	5.3	10.6
APPAREL AND ACCESSORY STORES	5600	430.855	446.875	3.5	4.9	3.7	8.2
APPAREL,PIECE GDS,NOTNS-WHSL	5130	22.944	23.849	3.7	6.9	3.1	9.9
ARRANGE TRANS-FREIGHT, CARGO	4731	3.225	3.312	2.7	0.4	0.1	0.2
AUTO AND HOME SUPPLY STORES	5531	286.016	303.826	5.2	8.3	1.3	2.6
AUTO DEALERS, GAS STATIONS	5500	566.233	521.179	-7.1	-2.9	0.7	4.3
AUTO RENT & LEASE,NO DRIVERS	7510	314.718	271.424	-15.2	-7.5	1.4	3.4
AUTO REPAIR,SERVICES,PARKING	7500	84.66	82.855	0.6	4.3	4.8	16
AUTOMATIC REGULATNG CONTROLS	3822	3.503	4.159	15.5	16.4	3	7.3
BAKERY PRODUCTS	2050	4.508	2.922	-19.2	3.7	0.1	0.2
BALL AND ROLLER BEARINGS	3562	58.267	56.836	-1.9	-3.7	0.4	1.3
BEVERAGES	2080	4817	5139.349	6.8	8.7	5.1	8.1
BIOLOGICAL PDS,EX DIAGNSTICS	2836	772.421	826.769	6.2	6.8	1.3	1.8
BITUMINOUS COAL, LIGNITE MNG	1220	22.446	23.88	6.4	8.6	0.1	0.3
BLANKBOOKS,BINDERS,BOOKBIND	2780	206.4	173.714	-16.4	-5.6	4.1	7.7
BLDG MATL,HARDWR,GARDEN-RETL	5200	77.467	74.302	-3.8	4.3	1.2	3.5
BOOKS: PUBG, PUBG & PRINTING	2731	4341.213	3903.797	-8.8	5.2	12.4	27.9
BRDWOVEN FABRIC MILL, COTTON	2211	0.2	0	-100	-28.3	0	0
BTLD & CAN SOFT DRINKS,WATER	2086	1814.686	1887.477	3.9	5.8	4	8.5
BUSINESS SERVICES, NEC	7389	397.5	414.107	4.8	6.7	1.6	4.9
CABLE AND OTHER PAY TV SVCS	4841	3259.658	3407.516	4.1	4.4	2	3.7
CALCULATE,ACCT MACH,EX COMP	3578	44.516	43.263	-2.4	-1.1	0.4	1.5
CAN FRUIT,VEG,PRESRV,JAM,JEL	2033	177.15	203.744	14	14.5	2.1	5.3
CAN,FROZN,PRESRV FRUIT & VEG	2030	787.484	809.705	2.8	2.9	3.2	8.5
CARPETS AND RUGS	2273	38.553	32.358	-17.7	-14.6	0.7	2.1
CATALOG, MAIL-ORDER HOUSES	5961	2066.343	2253.137	9.2	13.5	3.1	11.9
CHEMICALS & ALLIED PDS-WHSL	5160	256.315	259.72	1.3	3.2	2.4	8.2
CHEMICALS & ALLIED PRODUCTS	2800	2329.556	2341.73	0.7	-1.2	5	8.5
CIGARETTES	2111	1176.47	1172.401	0	6.7	1.1	2.2
CMP AND CMP SOFTWARE STORES	5734	99.556	117.552	16.7	3.4	1.2	4.2
CMP INTEGRATED SYS DESIGN	7373	905.243	905.04	0	-1.8	0.7	1.7
CMP PROCESSING,DATA PREP SVC	7374	250.247	263.348	7.2	5.2	0.6	1.5
CMP PROGRAMMING,DATA PROCESS	7370	8617.528	9041.33	5.4	2.1	4.2	7.9

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COGENERATN-SM POWER PRODUCER	4991	242.957	259.325	6.7	-6.8	0.7	1.8
COML PHYSICAL, BIOLOGCL RESH	8731	16.95	18.041	5.6	2.1	0.2	0.6
COMMERCIAL BANKS	6020	0.007	0.01	39.9	3.2	0.4	0.5
COMMERCIAL PRINTING	2750	5.99	6.155	2.6	9.4	0	0.1
COMMUNICATIONS EQUIP, NEC	3669	29.699	26.675	-6.3	1	1.3	3.3
COMMUNICATIONS SERVICES, NEC	4899	2085.769	2250.3	8	8.3	4.8	12
COMPUTER & OFFICE EQUIPMENT	3570	1171.232	1108.854	-5.5	4	0.4	1.5
COMPUTER COMMUNICATION EQUIP	3576	349.221	355.072	1.7	2.4	0.7	1
COMPUTER PERIPHERAL EQ, NEC	3577	1776.396	1733.784	-1.1	2.5	2.2	4.5
COMPUTER PROGRAMMING SERVICE	7371	2.789	2.881	4.6	10.2	0	0.1
COMPUTER STORAGE DEVICES	3572	109.315	111.032	3.6	5.6	0.2	0.4
COMPUTERS & SOFTWARE-WHSL	5045	227.376	225.902	-0.4	0	0.3	3.6
CONCRETE PDS, EX BLOCK,BRICK	3272	0.373	0.406	8.1	2.7	1.2	3.8
CONCRETE,GYPSUM,PLASTER PDS	3270	42.064	29.897	-25.8	-6.4	0.1	0.4
CONGLOMERATE	9997	548.504	495.98	-9.5	-1.1	0.4	1.9
CONSTR,MINING,MATL HANDLE EQ	3530	1.174	0	-100	-15.1	0	0
CONSTRUCTION MACHINERY & EQ	3531	116.96	108.615	-6.5	-6.5	0.2	0.5
CONSTRUCTION-SPECIAL TRADE	1700	13.452	16.044	19.3	-18.1	0.3	3.8
CONVENIENCE STORES	5412	0.077	0.079	2.9	2.6	0.3	0.8
CONVRT PAPR,PAPRBRD,EX BOXES	2670	971.037	1003.814	3.7	3.3	1.6	4.3
COOKIES AND CRACKERS	2052	5	5.629	10.3	6.4	0.5	1.2
CREDIT REPORTING AGENCIES	7320	105.24	110.881	5.1	2	1.7	2.8
CRUDE PETROLEUM & NATURAL GS	1311	0.35	0.418	18.5	-2.1	0.6	0.9
CUTLERY, HANDTOOLS,GEN HRDWR	3420	388.773	445.125	15.4	11	3	7.2
DAIRY PRODUCTS	2020	632.503	639.804	1.1	1.8	2.1	8.2
DENTAL EQUIPMENT & SUPPLIES	3843	103.449	103.592	0.2	1.4	2.9	4.8
DEPARTMENT STORES	5311	3471.901	3399.87	-2.1	0.2	4.4	10.8
DETECT,GUARD,ARMOR CAR SVCS	7381	0.083	0.088	6.2	-0.2	0	0.3
DISTILLED AND BLENDED LIQUOR	2085	2413.804	2251.234	-7	-4.9	14	23.4
DIVERSIFIED MULTI-MEDIA	4888	15699.157	15543.316	-0.6	-7.9	13.3	41.3
DOLLS AND STUFFED TOYS	3942	662.67	638.888	-3.3	-2	9.9	18.5
DRAWNG,INSULATNG NONFER WIRE	3357	20.224	18.106	-9.9	-7.5	0.5	1.9
DRUG & PROPRIETARY STORES	5912	2119.395	2113.116	-0.6	6.2	0.7	3.6
DRUGS AND PROPRIETARY-WHSL	5122	250.394	252.731	6.3	3.4	0.1	1.7
DURABLE GOODS-WHOLESALE	5000	181.769	175.157	-3.4	-17.9	0.5	1.8
EATING AND DRINKING PLACES	5810	8.135	10.002	20.8	-4.2	10.1	15.2
EATING PLACES	5812	2918.853	2924.659	1.5	1.1	2.2	8
EDUCATIONAL SERVICES	8200	2294.957	2559.547	10.8	15.8	9.8	16.3
ELEC APPARATUS & EQUIP-WHSL	5063	24.693	21.702	-11.9	-9.3	0.2	0.7
ELEC MEAS & TEST INSTRUMENTS	3825	62.978	61.969	-0.1	7.9	0.4	0.8
ELECTR, OTH ELEC EQ, EX CMP	3600	6757.277	6718.63	-0.6	2.5	2.9	9.2
ELECTRIC HOUSEWARES AND FANS	3634	54.44	59.541	9	13.6	4.2	8.9
ELECTRIC LIGHTING, WIRING EQ	3640	92.196	84.612	-8.8	-11.6	0.7	1.9
ELECTRIC SERVICES	4911	320	334.089	3.3	4.1	0.5	2.7
ELECTRICAL INDL APPARATUS	3620	151.369	165.311	9.1	-6.2	0.8	2.7
ELECTRICAL WORK	1731	1.264	1.336	5.6	-10.4	0.3	2.1
ELECTROMEDICAL APPARATUS	3845	421.839	440.864	4.6	5	0.9	1.3
ELECTRONIC COMP, ACCESSORIES	3670	0.09	0.075	-18.2	-0.4	0.2	0.4
ELECTRONIC COMPONENTS, NEC	3679	183.324	194.53	6.8	11.1	0.4	1.3

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ELECTRONIC COMPUTERS	3571	1376.022	1423.465	3.4	12	1	2.9
ELECTRONIC CONNECTORS	3678	38.891	36.775	-5.5	-8.6	0.2	0.6
ELECTRONIC PARTS,EQ-WHSL,NEC	5065	137.509	140.232	1.9	6.1	0.3	2.3
EMPLOYMENT AGENCIES	7361	129.225	191.124	-25.4	-8.4	3.8	8.2
ENGINEERING SERVICES	8711	84.851	92.405	8.9	0.8	0.3	0.9
ENGINES AND TURBINES	3510	324.346	313.904	-2.4	-4	1.2	4.4
ENGR,ACC,RESH,MGMT,REL SVCS	8700	38.756	30.604	-23.1	0.6	0.4	0.7
EQUIP RENTAL & LEASING, NEC	7359	356.57	391.086	9.5	3.3	2.8	3.7
FABRICATED PLATE WORK	3443	76.929	57.378	-18.7	-9.3	3.2	9.8
FABRICATED RUBBER PDS, NEC	3060	0.924	0.92	-0.3	2.1	0.1	0.2
FAMILY CLOTHING STORES	5651	1318.557	1325.44	0.8	3.9	1.7	4.3
FARM MACHINERY AND EQUIPMENT	3523	471.086	447	-4.6	-6.5	0.8	2.6
FARM-PRODUCT RAW MATL-WHSL	5150	4.1	3.978	-2.7	-12.3	0.1	1.2
FATS AND OILS	2070	121.511	136.225	11.9	-6.8	11.6	23.1
FINANCE LESSORS	6172	19.547	0	-100	-8.6	0	0
FIRE, MARINE, CASUALTY INS	6331	306.249	206.526	-27.3	12.5	0	0.1
FOOD AND KINDRED PRODUCTS	2000	32925.066	34050.234	3.7	4.2	11.3	22.7
FOOD STORES	5400	272.315	288.169	5	6.6	5.5	15
FOOTWEAR, EXCEPT RUBBER	3140	415.964	430.549	4.3	5.1	4.3	9.7
FUNCTIONS REL TO DEP BKG,NEC	6099	2159.037	2405.607	10.6	5.7	9	17.5
FURNITURE STORES	5712	50.86	44.042	-13.6	-9.3	7	13.7
GAMES,TOYS,CHLD VEH,EX DOLLS	3944	1370.984	1255.528	-8.8	-3.7	6.5	14.9
GEN MED & SURGICAL HOSPITALS	8062	2.457	1.968	-22.4	5.1	0.5	-26.4
GENERAL INDL MACH & EQ, NEC	3569	28.525	27.947	-2.1	-4.7	0.8	1.4
GENERAL INDUSTRIAL MACH & EQ	3560	194.245	202.754	4.7	2	0.6	1.7
GLASS PD,MADE OF PURCH GLASS	3231	0.787	0.553	-36.3	-53.9	0.2	17.6
GRAIN MILL PRODUCTS	2040	2615.654	2777.462	5.8	-3.6	7.3	17.2
GREETING CARDS	2771	9.37	0	-100	-3	0	0
GROCERIES & RELATED PDS-WHSL	5140	587.225	584.361	-0.5	0.1	1.3	6.5
GROCERIES, GENERAL LINE-WHSL	5141	105.795	110.861	4.4	1.3	1.2	15.9
GROCERY STORES	5411	2507.678	2586.142	2.9	2.5	0.8	2.9
HARDWR, PLUMB, HEAT EQ-WHSL	5070	547.576	357.55	-42.1	-29.2	2.2	7.5
HAZARDOUS WASTE MANAGEMENT	4955	23.288	22.355	-0.8	8.1	0.4	1.2
HEALTH SERVICES	8000	9.03	7.489	-18.8	-1.2	4.5	14.7
HEAVY CONSTR-NOT BLDG CONSTR	1600	63	70.939	12	-6.2	17.8	76.4
HELP SUPPLY SERVICES	7363	141.847	108.969	-24.1	-9.5	0.3	1.7
HOBBY, TOY, AND GAME SHOPS	5945	491.877	487.758	-0.9	-0.1	3.3	9
HOME FURNITURE & EQUIP STORE	5700	586.508	560.658	-4.5	5.2	3.4	7.8
HOME HEALTH CARE SERVICES	8082	52	54.521	5.7	8.8	0.8	1.9
HOSPITAL & MEDICAL SVC PLANS	6324	1195.899	1236.912	3	4.1	0.4	1.9
HOSPITALS	8060	20.529	21.029	2.1	8.1	0.3	1.1
HOTELS AND MOTELS	7011	479.691	469.222	-2.2	-4.5	1.8	9.4
HOTELS, OTHER LODGING PLACES	7000	0.059	0.06	1.7	1.5	1	1.1
HOUSEHOLD APPLIANCES	3630	659.366	705.833	7.4	1.7	1.9	8.5
HOUSEHOLD AUDIO & VIDEO EQ	3651	4957.812	4603.247	-7.5	-8.9	7.1	85.9
HOUSEHOLD FURNITURE	2510	586.87	528.278	-10	-11.7	6.2	16
ICE CREAM & FROZEN DESSERTS	2024	0.295	0.378	20.4	-5.5	2.3	6.9
IN VITRO,IN VIVO DIAGNOSTICS	2835	49.505	41.77	-10.4	8.7	0.6	1
INDL COML FANS,BLOWRS,OTH EQ	3564	69.712	65.939	-5	-5	1.9	5.1

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INDL INORGANIC CHEMICALS	2810	140.462	138.659	-1.3	-3	0.3	0.9
INDL TRUCKS,TRACTORS,TRAILRS	3537	19.474	16.655	-14.1	-16.6	0.6	2.2
INDUSTRIAL MACH & EQ-WHSL	5084	104.059	101.915	-1.6	-4.3	1.5	3.1
INDUSTRIAL MEASUREMENT INSTR	3823	66.784	68.826	3.1	1.9	0.3	0.6
INDUSTRIAL ORGANIC CHEMICALS	2860	64.434	64.636	0.4	3.1	0.1	0.3
INFORMATION RETRIEVAL SVCS	7375	2.699	3.585	27.2	15	1.2	2.2
INS AGENTS,BROKERS & SERVICE	6411	601.266	634.161	10.6	15.1	0.7	5.4
INVESTMENT ADVICE	6282	1706.597	1774.993	5	0.1	2	5.1
INVESTORS, NEC	6799	6.623	6.217	-1.3	4.9	0.4	1.6
IRON AND STEEL FOUNDRIES	3320	4.532	3.427	-28.4	-24.2	0.3	2.1
JEWELRY STORES	5944	465.124	453.95	-2.4	-1.3	5.3	10.3
JEWELRY,SILVERWR,PLATED WARE	3910	1.544	1.573	3.3	1	1.1	2.5
KNIT OUTERWEAR MILLS	2253	1	0.553	-63	-55.9	0.7	3.3
KNITTING MILLS	2250	185.488	185.803	0.2	0.5	4.3	12.5
LAB ANALYTICAL INSTRUMENTS	3826	134.973	140.794	1.2	2.9	0.5	1
LAB APPARATUS AND FURNITURE	3821	7.011	6.978	-0.6	3.1	1.1	2.5
LAWN, GARDEN TRACTORS, EQUIP	3524	0.131	0	-100	-28.5	0	0
LEATHER AND LEATHER PRODUCTS	3100	118.567	124.166	4.4	8	2.1	3.2
LIFE INSURANCE	6311	13063.267	9794.848	-25.4	18	1	4.5
LOAN BROKERS	6163	261.161	204.654	-16.2	10.8	6.5	17.7
LUMBER & OTH BLDG MATL-RETL	5211	1944.747	1876.931	-3.6	-0.1	1.4	3.9
LUMBER AND WOOD PDS, EX FURN	2400	72.719	61.396	-16	3.8	0.5	1.8
LUMBER, PLYWD, MILLWORK-WHSL	5031	188.945	190.559	0.1	-20	5.7	42.7
MACHINERY AND EQUIPMENT-WHSL	5080	34.758	33.054	-4.8	-3.8	0.6	2.2
MAGNETC,OPTIC RECORDNG MEDIA	3695	4.11	0.069	-91.6	-29.7	0	0
MAILING,REPRO,COMML ART SVCS	7330	148.887	177.588	17.7	16.9	20.4	28.4
MALT BEVERAGES	2082	4600.708	4739.035	2.7	13	3.8	7.2
MANAGEMENT CONSULTING SVCS	8742	272.596	281.925	-3.2	-2.5	0.9	2.7
MANAGEMENT SERVICES	8741	3.049	2.636	-11.7	11.6	0	0.3
MANIFOLD BUSINESS FORMS	2761	4.046	3.438	-15.6	-7	0.3	0.9
MEAS & CONTROLLING DEV, NEC	3829	34.172	32.714	-2.6	-2.3	1	2
MEAT PACKING PLANTS	2011	738.124	755.039	2.3	2.4	1.5	13.7
MED, DENTAL, HOSP EQ-WHSL	5047	59.852	57.63	-3.6	6.2	0.2	1.1
MEDICAL LABORATORIES	8071	18.884	20.018	5.7	3.3	0.1	0.3
MEDICINAL CHEMS,BOTANICL PDS	2833	0.213	0.224	2.6	6.6	3	6.8
MEMBERSHIP SPORT & REC CLUBS	7997	43.728	45.579	4.2	3.6	3.1	10.3
MENS,BOYS FRNSH, WORK CLTHNG	2320	421.147	408.952	-2.9	-0.8	3.5	6.3
METAL DOORS,FRAMES,MOLD,TRIM	3442	26.501	25.281	-4.2	0.7	1.2	4.7
METAL MINING	1000	640.423	741.501	15.7	2.3	0.3	0.4
METALWORKING MACHINERY & EQ	3540	152.384	132.557	-13.6	-2.5	0.6	1.6
MILLWORK,VENEER,PLYWOOD	2430	15.861	11.96	-28.3	-24.5	3.2	16
MISC AMUSEMENT & REC SERVICE	7990	816.038	796.523	-2.8	1.3	1.8	4.6
MISC BUSINESS CREDIT INSTN	6159	166.515	156.692	-5.4	-25.1	0.2	0.3
MISC BUSINESS SERVICES	7380	2.364	2.664	12.1	17.7	0.8	2.5
MISC CHEMICAL PRODUCTS	2890	204.037	207.926	2.2	-4.8	1.3	3.2
MISC DURABLE GOODS-WHSL	5090	5.781	4.314	-27.6	-6.6	0.3	0.9
MISC ELEC MACHY,EQ,SUPPLIES	3690	829.713	853.833	3.5	-3.5	5.1	12.6
MISC EQUIP RENTAL & LEASING	7350	194.231	182.093	-5.8	-13.3	2.9	6.6
MISC FABRICATED METAL PRODS	3490	1348.965	1240.257	-8.1	-8.2	6.4	18

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MISC FOOD PREPS, KINDRED PDS	2090	256.727	287.859	11.5	10.5	3.5	8.6
MISC FURNITURE AND FIXTURES	2590	3.798	2.419	-47.7	-1.3	0.2	0.3
MISC GENERAL MDSE STORES	5399	3.796	4.795	23.5	3.4	3.6	10.1
MISC HEALTH & ALLIED SVC,NEC	8090	12.077	12.665	5.4	5.7	0.1	0.1
MISC INDL, COML, MACHY & EQ	3590	2.919	1.798	-38.4	-16.9	0.1	0.3
MISC MANUFACTURNG INDUSTRIES	3990	140.226	131.617	-5.5	-2.4	2.1	3.7
MISC NONDURABLE GOODS-WHSL	5190	8.081	9.476	16	7.1	0.1	0.9
MISC PDS OF PETROLEUM & COAL	2990	60.915	61.211	1.8	1.3	0.9	2.3
MISC PLASTICS PRODUCTS	3080	1.4	1.262	-9.8	-11.7	0.3	0.8
MISC SHOPPING GOODS STORES	5940	2014.481	1983.501	-1.5	-0.9	3.4	11
MISC TRANSPORTATION EQUIP	3790	1041.222	1091.042	4.6	3.8	2.8	13.5
MISCELLANEOUS PUBLISHING	2741	39.969	43.496	8.3	2.2	2.3	3.6
MISCELLANEOUS RETAIL	5900	181.337	178.986	-2	-4.3	1.7	4.8
MORTGAGE BANKERS & LOAN CORR	6162	15.137	11.94	-23.3	-15.7	2	-5.5
MOTION PIC, VIDEOTAPE PRODTN	7812	464.908	472.052	1.4	4.5	13.6	31.2
MOTION PICT, VIDEOTAPE DISTR	7822	1.715	1.704	-0.6	9.3	1.9	4.6
MOTION PICTURE THEATERS	7830	83.794	79.03	-3	4.1	0.7	3.5
MOTOR VEH PARTS, SUPPLY-WHSL	5010	33.051	36.927	13.1	6.8	0.4	1
MOTOR VEH SUPPLY,NEW PTS-WHSL	5013	36.8	36.752	-1.7	0.4	0.3	1.1
MOTOR VEHICLE PART,ACCESSORY	3714	1069.383	1217.1	13.3	1.1	0.8	3.3
MOTOR VEHICLES & CAR BODIES	3711	20925.158	17812.402	-12.9	-4.4	1.7	7.6
MOTORCYCLES,BICYCLES & PARTS	3751	75.8	67.065	-11.8	-8.8	1.6	2.9
MOTORS AND GENERATORS	3621	41.009	43.151	4.8	9.6	0.3	0.9
MUSICAL INSTRUMENTS	3931	5.2	3.812	-29.7	-12.2	1.4	4.2
NEWSPAPER:PUBG, PUBG & PRINT	2711	115.158	118.996	10.5	-8.5	1.1	2.2
NON-OPERATING ESTABLISHMENTS	9995	0.017	0.025	39.9	19	0.3	1.1
OFFICE FURNITURE	2520	1.645	1.182	-33.8	-69	0.3	1
OFFICES OF MEDICAL DOCTORS	8011	2.329	1.527	-9.9	-14.1	0	0
OIL & GAS FIELD MACHY, EQUIP	3533	91.362	87.207	-3.9	-1.4	0.2	0.7
OIL & GAS FIELD SERVICES,NEC	1389	68.465	72.525	6	-4.3	0.1	0.3
OIL AND GAS FIELD EXPL SVCS	1382	6.685	6.598	-1.3	-10.6	0.1	0.3
OIL ROYALTY TRADERS	6792	0.011	0.015	17.7	-38.9	28.4	37.6
OPERATIVE BUILDERS	1531	244.55	92.297	-47.9	-29.6	0.6	1.3
OPERATORS-APARTMENT BLDGS	6513	0.686	0.67	-1	4.8	0.1	0.2
OPERATORS-NONRES BLDGS	6512	58.556	59.109	1.6	3.2	0.3	1.2
OPHTHALMIC GOODS	3851	559.159	527.598	-5.8	4.2	3.1	4.5
OPTICAL INSTRUMENTS & LENSES	3827	2.818	1.695	-23.4	-16.6	0.1	0.2
ORDNANCE AND ACCESSORIES	3480	121.003	125.052	3.2	3.9	1.9	7.4
ORTHO,PROSTH,SURG APPL,SUPLY	3842	1026.359	1012.189	-0.9	0.7	3.3	5.2
PAINTS, VARNISHES, LACQUERS	2851	1193.627	1195.686	-0.3	-6.1	2.8	6.2
PAPER & PAPER PRODUCTS-WHSL	5110	377.586	368.133	-2.5	1.4	2.5	15.4
PAPER MILLS	2621	1430.816	1600.568	11.8	-2.6	1.9	7.6
PAPERBOARD CONTAINERS, BOXES	2650	445.249	449.507	1	-0.4	3.1	11.8
PAPERBOARD MILLS	2631	195.6	39.016	-80.1	-1.5	0.1	0.3
PARTITIONS,SHELVING,LOCKERS	2540	0.134	0	-100	-9	0	0
PATENT OWNERS AND LESSORS	6794	216.388	232.668	6.1	11.4	6.5	9.2
PERFUME,COSMETIC,TOILET PREP	2844	13065.167	13273.376	1.7	1.3	19.8	28.4
PERIODICAL:PUBG,PUBG & PRINT	2721	113.541	99.555	-12.9	-4	3.1	4.6
PERSONAL CREDIT INSTITUTIONS	6141	163.333	145.148	-8.5	2.2	0.3	0.7

## 2011 AD-TO-SALES RATIOS

Industry Name	SIC Code No.	2010 Ad Spending (\$000)	2011 Ad Spending (\$000)	Annual Ad Growth Rate (%)	Annual	2011 Ad \$ as % of Sales	2011 Ad \$ as % of Margin
					Sales Growth Rate		
PERSONAL SERVICES	7200	876.823	853.956	-3.1	-5.1	7.2	19.6
PETROLEUM REFINING	2911	2051.269	1901.772	-7.3	-6.4	0.1	0.4
PETROLEUM,EX BULK STATN-WHSL	5172	213.574	271.139	25	11	0.3	3.1
PHARMACEUTICAL PREPARATIONS	2834	24817.227	26786.535	7.6	8.3	4.3	5.5
PHONE COMM EX RADIOTELEPHONE	4813	19462.561	19592.646	0.7	0.6	2.7	5.1
PHONO RECRDS,AUDIO TAPE,DISK	3652	104.271	90.955	-13.7	-17.7	3.4	7.3
PHOTOFINISHING LABORATORIES	7384	15.849	17.846	11.1	14.1	5	7.9
PHOTOGRAPHIC EQUIP & SUPPLY	3861	696.416	590.325	-12.8	-4.5	1.1	2.5
PLASTICS PRODUCTS, NEC	3089	207.056	214.415	3.8	2.7	0.9	2.9
PLASTICS,RESINS,ELASTOMERS	2821	101.976	118.093	17.7	-3.7	0.2	0.6
POULTRY SLAUGHTER & PROCESS	2015	4.901	3.825	-16.7	-4.1	0	0.2
PREFAB WOOD BLDGS,COMPONENTS	2452	0.391	0.451	14.3	-17.3	0.2	1.2
PREP FRESH,FROZN FISH, SEAFD	2092	1.069	1.342	24.7	26.1	0.8	2.8
PREPACKAGED SOFTWARE	7372	6917.416	7363.2	6	3.2	3.6	4.7
PRIM SMELT,REFIN NONFER METL	3330	13.817	19.932	30	-1.2	0.3	1.3
PRINTED CIRCUIT BOARDS	3672	0.906	0.892	-0.3	19.7	0	0
PRINTING TRADES MACHY, EQUIP	3555	1.9	1.718	-4.4	-14.8	0.5	1.2
PROF & COML EQ & SUPPLY-WHSL	5040	0.064	0.061	-3.4	0.2	0.2	0.9
PUBLIC BLDG & REL FURNITURE	2531	1.051	0.84	-22.6	-6.3	0.6	2.1
PUMPS AND PUMPING EQUIPMENT	3561	91.651	88.204	-4	-4.8	0.9	2.3
PWR,DISTR,SPECL TRANSFORMERS	3612	43.053	37.432	-13	-10	0.8	2.5
RACING,INCL TRACK OPERATIONS	7948	42.816	41.729	-2.5	-4.1	2.3	6.6
RADIO BROADCASTING STATIONS	4832	308.968	298.858	-3.1	-0.6	2.7	4.6
RADIO, TV BROADCAST, COMM EQ	3663	6859.497	6623.961	-3	-5.9	3.2	8.7
RADIO,TV,CONS ELECTR STORES	5731	1244.261	1308.899	5.1	4.6	2.1	7.1
RADIOTELEPHONE COMMUNICATION	4812	19501.363	20102.33	2.8	6.6	2.7	5.1
REAL ESTATE	6500	83.784	67.384	-21.4	-1.2	1.2	7.6
REAL ESTATE AGENTS & MGRS	6531	720.665	640.094	-7.8	-0.9	4.5	13
REAL ESTATE INVESTMENT TRUST	6798	2884.346	2843.927	-1.9	-0.6	4	10.6
RECORD AND TAPE STORES	5735	10.43	8.511	-8	-19.3	1	2.7
REFRIG & SERVICE IND MACHINE	3580	19.324	22.146	13.6	1	1.1	2.7
REFUSE SYSTEMS	4953	153.98	200.022	29.5	9.8	0.7	1.7
RETAIL STORES, NEC	5990	363.075	354.667	-2.3	3.7	2.5	6.6
ROLLING & DRAW NONFER METAL	3350	58.62	53.761	-7.8	-10.3	0.1	0.9
RUBBER AND PLASTICS FOOTWEAR	3021	2591.474	2693.968	3.9	1.1	13.1	26.3
SAUSAGE,OTH PREPARED MEAT PD	2013	3.565	3.523	-1.2	-1.4	3	6.3
SAWMILLS, PLANING MILLS, GEN	2421	0.982	0.941	-4	-5.3	0.6	1.8
SCRAP & WASTE MATERIALS-WHSL	5093	1.197	1.57	29.7	-13.3	0.1	0.8
SECURITY & COMMODITY BROKERS	6200	150.152	146.921	-1.9	18.6	1.1	2.6
SECURITY BROKERS & DEALERS	6211	2868.318	3241.022	9.2	0.9	1.7	3.3
SEMICONDUCTOR,RELATED DEVICE	3674	3944.918	4139.67	6.3	12.4	1.4	2.7
SHIP & BOAT BLDG & REPAIRING	3730	1.03	0	-100	5.1	0	0
SHOE STORES	5661	531.451	548.704	3.2	2.5	3.2	8
SHORT-TERM BUS CREDIT, EX AG	6153	54.729	59.147	8.3	30.1	1.1	1.5
SKILLED NURSING CARE FAC	8051	64.875	69.04	6.4	4.4	0.5	2.4
SOAP,DETERGENT,TOILET PREPS	2840	8722.143	8480.109	-2.8	-2.7	10.3	18.5
SOCIAL SERVICES	8300	60.727	54.352	-8.9	0.3	1.4	7.1
SPEC OUTPATIENT FACILITY,NEC	8093	16.938	20.232	20.1	7.4	2.8	20.8
SPECIAL CLEAN,POLISH PREPS	2842	1239.695	1262.845	1.9	0.7	10.1	19.1

## 2011 AD-TO-SALES RATIOS

Industry Name	SIC Code No.	2010 Ad Spending (\$000)	2011 Ad Spending (\$000)	Annual Ad Growth Rate (%)	Annual	2011 Ad \$ as % of Sales	2011 Ad \$ as % of Margin
					Sales Growth Rate		
SPECIAL INDUSTRY MACHINERY	3550	1.108	0.825	-27.5	-9.8	0.2	0.4
SPECIAL INDUSTRY MACHY, NEC	3559	68.583	46.348	-32.9	6.7	0.1	0.2
SPORTING & ATHLETIC GDS, NEC	3949	128.115	123.899	-3.2	-6.8	7.1	17.5
SRCH,DET,NAV,GUID,AERO SYS	3812	3549.521	3566.248	0.6	1.4	4.5	18.8
STEEL WORKS & BLAST FURNACES	3312	449.41	417.167	-4.4	-9.6	0.2	1.4
STEEL WRK, ROLL&FINISH MILL	3310	0.001	0.001	22.5	-36.7	0	0
SUBDIVIDE, DEV, EX CEMETERY	6552	24.928	27.797	10.9	18.3	0.4	1.1
SUGAR & CONFECTIONERY PRODS	2060	492.648	581.408	18.5	-2.2	4.7	16.4
SURGICAL,MED INSTR,APPARATUS	3841	145.573	170.304	16.5	0.1	0.6	0.9
SVC TO MOTION PICTURE PRODTN	7819	6.871	7.203	4.7	-2.9	7.1	39.3
SVCS TO DWELLINGS, OTH BLDGS	7340	43.119	45.933	5.3	1.5	3.8	7.8
SWITCHGEAR & SWITCHBOARD APP	3613	3.444	2.998	-10.2	-0.4	0	0
TELE & TELEGRAPH APPARATUS	3661	430.78	410.868	-4.2	-3.9	1.4	3.3
TELEGRAPH & OTH MESSAGE COMM	4822	36.3	37.721	4.3	2.6	14.4	16.1
TELEVISION BROADCAST STATION	4833	1488.377	1235.491	-18.6	-18.5	8.9	16.3
TESTING LABORATORIES	8734	0.769	0.875	13	8.5	0.7	1.1
TEXTILE MILL PRODUCTS	2200	0.026	0.034	28.8	-5	0.1	0.2
TIRES AND INNER TUBES	3011	444.432	434.718	-1.6	-1	2	9.2
TOBACCO PRODUCTS	2100	35	28.994	-18.8	6.6	0.7	1.2
TOTALIZING FLUID METERS	3824	6.257	5.618	-9.9	-1.7	0.2	0.7
TRANSIT & PASSENGER TRANS	4100	0.65	0.75	14.4	11.2	0.1	0.9
TRANSPORTATION SERVICES	4700	1192.61	1195.697	0.5	2.1	20.5	27.2
TRUCK AND BUS BODIES	3713	1.145	0	-100	-2.9	0	0
TRUCKING, EXCEPT LOCAL	4213	29.748	28.05	-4	-5.9	0.2	1.2
TRUCKING,COURIER SVC,EX AIR	4210	274.511	267.631	-2.5	-4.5	0.2	-1.7
VARIETY STORES	5331	6860.387	7085.845	3.1	2.5	1.1	4
VIDEO TAPE RENTAL	7841	289.108	300.74	4.1	-6.1	5.6	9.2
WATCHES, CLOCKS AND PARTS	3873	175.191	178.851	2.6	7.1	7.1	12.5
WATER TRANSPORTATION	4400	1504.719	1498.764	-0.3	-0.9	3.7	10.5
WATER,SEWER,PIPELINE CONSTR	1623	2.995	2.994	-2.2	-0.8	0	0.1
WINE,BRANDY & BRANDY SPIRITS	2084	507.158	458.313	-9.6	-2.4	11.8	31.4
WMNS,MISS,CHLD,INFNT UNDGRMT	2340	153.515	160.721	4.6	3.6	5.1	11.3
WOMEN'S CLOTHING STORES	5621	912.111	913.163	0.1	2.4	3.4	6.9
WOMENS,MISSES,JRS OUTERWEAR	2330	3222.32	3341.008	4.2	1.8	8.4	13.9
WOOD HSHLD FURN, EX UPHOLSRD	2511	95	85.524	0.7	-7.4	2.9	10.6
X-RAY & RELATED APPARATUS	3844	13.579	14.398	5.8	1.2	0.7	1.1

## 2010 AD-TO-SALES RATIOS AND GROSS MARGINS

### NOTES:

Advertising Ratios & Budgets are based on data from government filings and published financial records. Three accounting measures are reviewed: Advertising Expenditures, Net Sales and Cost of Goods Sold.

SIC No. = Standard Industrial Classification Number as established by the U.S. Department of Commerce.

Ad Spending (in millions of dollars) = Include an estimate for the current year and an historical figure for last year. Last-year figures are estimated if no historical data is available. Advertising includes media, direct mail, point-of-purchase, production, ad department operations, research and other direct costs as reported in government filings.

Ad Dollars as Percent of Sales = Advertising Expense Divided by Net Sales (after returns, allowances, discounts). For practical purposes, Net Sales can be thought of as the "Top Line" of the company's income statement.

The ratio shown is an estimate for the current year based on forecasting models. It can be thought of as the "most likely" advertising-to-sales ratio for the specified industry.

Ad Dollars as Percent of Margin - Advertising Expense Divided by Net Sales Minus Cost of Goods Sold. (Includes production, labor, materials, and appropriate overhead; does not include non-production expenses, taxes, interest, depreciation, amortization, selling, general, and administrative expenses. For Non-Manufacturing companies, cost of goods sold represent total operating costs.)

The ratio shown is an estimate for the current year based on forecasting models. It can be thought of as the "most likely" advertising-to-gross margin ratio for the specified industry.

Annual Ad Growth Rate (%) and Annual Sales Growth Rate (%): Two growth rates are reported for each industry. These growth rates are based on forecasted advertising spending and forecasted sales from the models applied to historical data. They are the average annual compound growth rate in advertising and in net sales expressed as a percentage, calculated over the current period, last year to next year.

In some instances, the growth rate of advertising and the growth rate of net sales will be the same. This event indicates that the Constant Ratio Model was mainly or entirely used to estimate advertising spending. Since this model uses forecasted sales to estimate advertising spending, the growth rates will be the same or similar.

In this report, a zero value such as 0 or 0.0 are "legitimate" numeric values which indicate that spending for the year was under \$1,000. N/A is used to indicate missing data (ad spending not published or released; or the forecasting models were not able to derive estimates).

In the industry summary tables, where figures are composites of data values for the set of all firms in the industry, the difference between N/A and "zero" is important. In calculating industry summary figures, N/A values are omitted from the calculations while "zero" values are included.

Source: Schonfeld & Associates - Advertising Ratios & Budgets - July, 2011