

Top 50 Advertisers by Media Value in November, 2007

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The top Internet advertisers by media value. The data are provided by [TNS Media Intelligence](#).

Top 50 Internet Advertisers by Media Value, November 2007			
Position	Advertiser	Media Value (\$000)	Sector
1	E-Trade Financial	16,421	Fin
2	LendingTre	13,659	Fin
3	Fidelity Brokerage Services: consumer service	13,522	Fin
4	Verizon ISP	9,424	Tech
5	University of Phoenix Online	8,664	Edu
6	Verizon Wireless	8,233	Tech
7	LowerMyBills.com	7,722	Fin
8	Scottrade: consumer services	6,800	Fin
9	Morningstar.net	6,200	Fin
10	Bank of America: consumer services	5,999	Fin
11	Privacy Matters Services	5,866	Fin
12	Classmates Online	5,770	Misc
13	State Farm Auto Insurance	5,621	Fin
14	ING Direct	5,399	Fin
15	BestBuy	5,148	Ret
16	Charles Schwab: consumer services	4,941	Fin
17	Target: disc electronics	4,937	Ret
18	Dice	4,897	Class
19	Chevrolet Autos: Malibu	4,635	Auto
20	University of Phoenix	4,378	Edu
21	Ebay	3,993	Auto
22	LasikPlus Laser Center	3,898	H/F

23	Pogo.com	3,756	M/E
24	Target: disc misc	3,755	Ret
25	LasikPlus Vision Center	3,646	H/F
26	Delta Airlines	3,571	T/H
27	True	3,560	Date
28	Monster.ca	3,486	Class
29	Infiniti Autos: M Series	3,367	Auto
30	Progressive Car Insurance	3,296	Fin
31	Progressive Direct	3,281	Fin
32	Dell: Inspiron computer	3,187	Tech
33	AT&T Wireless	3,186	Tech
34	BlackBerry Handheld Computer	3,160	Tech
35	Philips TV	3,120	Tech
36	Chevrolet: autos and trucks	3,114	Auto
37	MyCokeRewards	2,903	Misc
38	Wal-Mart: disc electronics	2,892	Ret
39	Holiday Inn Express	2,815	T/H
40	Freecreditreport.com	2,771	Fin
41	Saturn: Astra	2,763	Auto
42	Scotttrade Online	2,729	Fin
43	Circuit City	2,696	Ret
44	E-Trade Financial: consumer services	2,694	Fin
45	McDonald's	2,619	Misc
46	American Express	2,602	Fin
47	T-Mobile Wireless	2,565	Tech
48	Capital One: VAR credit cards	2,555	Fin
49	Sears: misc	2,537	Ret
50	The Wall Street Journal	2,516	M/E
	GRAND TOTAL	\$241,262	

Sectors: Auto - Automotive; Class - Classifieds; CPG - Consumer Package Goods; Date - Online Dating; Edu - Education; Fin - Financial Services; H/F - Health & Fitness; M/E - Media & Entertainment; Misc - Miscellaneous; Ret - Retail; Tech - Technology; T/H - Travel/Hospitality



View: Top 50 Internet Advertisers in October 2007

Methodology: The chart represents the value of display advertising in both standard and nonstandard ad formats using CPM-based methodology. Media expenditure estimates don't always take into account special considerations, including publisher discounts, barter agreements, cosponsorship, affiliate relationships, and the like.