

>> Fig. 6

1Q 2009 Top 10 DR Radio Campaigns



Rank	Brand	Total Category	Dollars (000)
1.	Select Comfort	Household, furniture and appliances	\$3,000.8
2.	Purity Products	Multiple category ad	\$1,277.9
3.	Evercleanse	Drug and toiletry	\$785.9
4.	Pajamagram	General	\$704.2
5.	Vermont Teddy Bear Co.	General	\$637.5
6.	NAC Vitamin Co.	Drug and toiletry	\$569.4
7.	Bose Wave	Audio supplies and equipment	\$414.0
8.	Hershey Chocolate USA	Multiple category ad	\$398.5
9.	Blanchard & Co. Coins	General	\$389.8
10.	Tempur-Pedic Inc.	Household, furniture and appliances	\$372.3
Total Top-10 Radio DR Campaigns:			\$8,550.3