

National Advertisers - Non-YP Spenders in Top 300 Headings

\$5M+ Total Ad Spending - Traditional Opportunities

Ranked by Heading

Rank	Heading	Advertiser	Business Description	Total Ad Spending	Location	Agency
1	Restaurants	American Dairy Queen Corporation	- Hard Ice Cream, Soft Serve Treats, Hot Foods, Novelties, Frozen Cakes & Logs	\$63,500,000	Minneapolis, MN	Grey Worldwide: Latin America
		Carrols Corporation	- Operator of Quick-Service Restaurants & Franchises	\$5,000,000	Syracuse, NY	Quanta Advertising
		CKE Restaurants Inc.	- Operator & Franchisor of Restaurants	\$10,000,000	Anaheim, CA	Anita Santiago Advertising, Inc. Johnson/Ukropina Mendelsohn/Zien Advertising, In
		Davco Restaurants Inc.	- Restaurant Franchise	\$6,500,000	Crofton, MD	
		Doctors Associates Inc	- Franchiser of Subway Restaurant Systems	\$80,000,000	Milford, CT	Euro RSCG MVBMS Partners Fuel North America MediaCom
		Dunkin' Donuts Incorporated	- Sales of Donuts & other Food	\$58,000,000	Randolph, MA	Hill, Holliday, Connors, Cosmop
		Eat 'N Park Hospitality Group	- Operator of Family Restaurants	\$5,000,000	Pittsburgh, PA	MARC USA/Pittsburgh
		Helmsley Enterprises, Inc.	- Owner & Operator of Lodging, Restaurants, Food Service, Real Estate Development & Management	\$5,000,000	New York, NY	Beber Silverstein Group
		Krispy Kreme Doughnut Corporation	- Producer & Sales of Doughnuts; Owner & Operator of Doughnut Shops	\$5,000,000	Winston Salem, NC	GSD&M
		Star Buffet, Inc.	- Owner & Operater of Restaurants & Eating Places	\$5,000,000	Salt Lake City, UT	

Rank	Heading	Advertiser	Business Description	Total Ad Spending	Location	Agency
1	Restaurants					
	Total for Restaurants					10
6	Automobile Dealers-New & Used					
		Curtis C. Gunn, Inc.		\$5,000,000	San Antonio, TX	
			- Automobile Dealerships; Nonresidential Building Operator			
	Total for Automobile Dealers-New & Used					1
11	Insurance					
		American Financial Group, Inc.		\$22,891,800	Cincinnati, OH	
			- Holding Company; Owner of Private Passenger Automobile Special Property & Casualty Insurance Providers & Tax-Deferred Annuities & Life & Health Insurance Products Dealers			
		FMR Corporation		\$87,414,000	Boston, MA	Arnold Worldwide Fidelity Advertising Agency Gotham Incorporated
			- Financial Services Company With Interests in Mutual Funds, Life Insurance, Banking & Retirement Services			
		Mutual of America Life Insurance Company		\$5,627,700	New York, NY	
			- Provider of Group & Individual Variable Annuities & Related Services for the Pension, Retirement & Long-Range Savings Needs of Various Organizations & Their Employees			
		Old American Insurance Company		\$5,715,000	Kansas City, MO	
			- Life Insurance			
	Total for Insurance					4
13	Department Stores					
		Boscov's Department Store, LLC		\$50,000,000	Reading, PA	
			- Department Store			
		Duckwall-ALCO Stores, Inc.		\$6,500,000	Abilene, KS	
			- Discount Retail Chain			

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13	Department Stores			
Gottschalks Inc.		\$15,500,000	Fresno, CA	
	- Operator of Department Stores & Specialty Stores			
Home Shopping Network, Inc.		\$30,000,000	Saint Petersburg, FL	Don Jagoda Associates, Inc.
	- Specialty Retailer of Discount Consumer Products to Television Viewers			
Stage Stores, Inc.		\$11,774,600	Houston, TX	Brownchild Reynolds Media Services
	- Holding Company			
Total for Department Stores				5
14	Banks			
The Bank of Nova Scotia		\$10,000,000	Toronto	
	- International Banking			
Total for Banks				1
18	Airline Companies			
Gulf Air		\$5,000,000	Houston, TX	Kupper Parker Communications
	- Provider of Commercial Air Line Services			
Total for Airline Companies				1
21	Hotels			
Ameristar Casinos, Inc.		\$7,819,000	Las Vegas, NV	
	- Owner & Operator of Casinos & Related Hotel, Food & Beverage, Entertainment & Other Facilities			
Gal-Tex Hotel Corporation		\$12,000,000	Galveston, TX	MH&T Advertising Agency
	- Hotel Management			
Helmsley Enterprises, Inc.		\$5,000,000	New York, NY	Beber Silverstein Group
	- Owner & Operator of Lodging, Restaurants, Food Service, Real Estate Development & Management			

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21	Hotels	hotels.com	- Discount Hotel Reservations Through Internet	\$10,000,000	Dallas, TX	
Total for Hotels						4
24	Real Estate	Curtis C. Gunn, Inc.	- Automobile Dealerships; Nonresidential Building Operator	\$5,000,000	San Antonio, TX	
		Del Webb Corporation	- Real Estate Company, Primarily Involved in Designing, Developing & Marketing Large-Scale, Master-Planned, Residential Communities for Active Adults 55 & Over	\$6,400,000	Sun City West, AZ	Young & Associates
		Gal-Tex Hotel Corporation	- Hotel Management	\$12,000,000	Galveston, TX	MH&T Advertising Agency
		Helmsley Enterprises, Inc.	- Owner & Operator of Lodging, Restaurants, Food Service, Real Estate Development & Management	\$5,000,000	New York, NY	Beber Silverstein Group
		KB Home	- Builder of Homes & Commercial Projects	\$11,800,000	Los Angeles, CA	Dailey & Associates
Total for Real Estate						5
25	Furniture (Retail & Non-Specific)	Huffman Koos Inc.	- Home Furnishings Store	\$7,500,000	River Edge, NJ	Breumers
		Strouds, Inc.	- Specialty Retailer of Better Quality Bedding, Bath, Tabletop & Other Home Textile Products, Decorative Accessories, Window Treatments & Other Selected Home Furnishings	\$8,000,000	City of Industry, CA	Chandler & Chandler
Total for Furniture (Retail & Non-Specific)						2

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26	Pharmacies or Drugstore	The Jean Coutu Group (PJC) Inc.		\$6,000,000	Longueuil	
		- Franchising of Retail Stores Featuring Pharmaceutical, Health & Beauty Cosmetics & Food				
	Total for Pharmacies or Drugstore					1
28	Schools-Academic-Secondary & Elementary	click2learn.com, inc.		\$16,800,000	Bellevue, WA	
		- Provider of Online Computer Learning Solutions				
	Total for Schools-Academic-Secondary & Elementary					1
30	Grocers-Retail	7-Eleven, Inc.		\$20,000,000	Dallas, TX	Coffee/Black Advertising The Richards Group, Inc.
		- Convenience Stores				
		American Dairy Queen Corporation		\$63,500,000	Minneapolis, MN	Grey Worldwide: Latin America
		- Hard Ice Cream, Soft Serve Treats, Hot Foods, Novelties, Frozen Cakes & Logs				
		Bashas' Supermarkets		\$8,350,000	Chandler, AZ	Arvizu Advertising & Promotions
		- Retail Grocery Stores				
		Farm Fresh Inc.		\$5,000,000	Virginia Beach, VA	Supermarketing & Advertising
		- Supermarkets				
		Sedano's Management, Inc.		\$5,000,000	Hialeah, FL	
		- Grocery Store Chain				
		The Penn Traffic Company		\$26,000,000	Syracuse, NY	Ron Foth Advertising
		- Retail Supermarkets, Wholesale Food Distribution, Dairy Food Processing Plant, Discount Department Stores, Bakeries				
		Ukrop's Super Markets		\$15,000,000	Richmond, VA	
		- Supermarkets				

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Advertiser	Business Description	Total Ad Spending	Location	Agency
30	Grocers-Retail			
Village Super Market Inc. - Supermarkets Located in NJ & PA		\$6,952,000	Springfield, NJ	Gianettino & Meredith Advertisin
Wawa, Inc. - Operator of Convenience Stores		\$14,000,000	Wawa, PA	Ritter Inc.
Total for Grocers-Retail				9
31	Sporting Goods-Retail			
Sharper Image Corporation - Introduces Products That Provide Quality, Innovation & Entertainment Through Its Stores, Catalogs & Other Marketing Channels		\$22,150,000	San Francisco, CA	Novus Print Media Inc.
Total for Sporting Goods-Retail				1
39	Contractors-General			
Del Webb Corporation - Real Estate Company, Primarily Involved in Designing, Developing & Marketing Large-Scale, Master-Planned, Residential Communities for Active Adults 55 & Over		\$6,400,000	Sun City West, AZ	Young & Associates
KB Home - Builder of Homes & Commercial Projects		\$11,800,000	Los Angeles, CA	Dailey & Associates
M&I Schottenstein Homes, Inc. - Homebuilders		\$35,800,000	Columbus, OH	
Technical Olympic USA, Inc. - Holding Company of Homebuilding Companies; Designs, Builds & Sells Single-Family Homes		\$7,400,000	Sugar Land, TX	
Total for Contractors-General				4
42	Travel Agencies & Bureaus			
Apple Vacations Inc. - Retailer of Package Tours & Travel Plans		\$20,477,000	Newtown Square, PA	Janine

Rank	Heading			
Advertiser	Business Description	Total Ad Spending	Location	Agency
42	Travel Agencies & Bureaus			
The Thomson Corporation		\$10,000,000	Stamford, CT	
	- Holding Company; Newspaper Publishing & Information Company With Strong Interests in Travel			
Total for Travel Agencies & Bureaus				2
44	Computers-Dealers			
Casio, Inc.		\$8,800,000	Dover, NJ	BlastRadius Rotter-Kantor Inc. TSR
	- Mfr. of Electronics			
eMachines, Inc.		\$8,500,000	Irvine, CA	Leo Burnett Worldwide, Inc.
	- Mfr. & Retailer of Personal Computers & Peripherals			
Palm, Inc.		\$103,100,000	Milpitas, CA	AKQA, Inc. The Jeffrey Group
	- Provider of Handheld Computing Products & Industry Standard Platforms			
Total for Computers-Dealers				3
45	Appliances-Household-Major-Dealers (Dealers & Non-Sp)			
Casio, Inc.		\$8,800,000	Dover, NJ	BlastRadius Rotter-Kantor Inc. TSR
	- Mfr. of Electronics			
Kraco Enterprises, Inc.		\$8,500,000	Compton, CA	Kraco Enterprises
	- Car Stereo Players, Speakers & Antennas, Carpeted, Rubber & Vinyl Automotive Car Mats, Car Security Systems; Manufacturer of Citizens Band Radios; Mobile Security System, Radar Dectectors, Auto Sound Packages			
LG Electronics U.S.A., Inc.		\$10,000,000	Englewood Cliffs, NJ	Giacalone & Wood
	- Mfr. of Refrigerators, Washing Machines, Micowave Ovens, Room Air Conditioners & Computer Monitors & Storage Devices			

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45	Appliances-Household-Major-Dealers (Dealers & Non-Sp)					
		Pioneer Electronics (USA) Inc.		\$10,000,000	Long Beach, CA	BBDO West
			- Sales of Consumer Electronics, Home & Car Stereo Systems, Home & Car Speakers, Hi Fidelity Components, SYSCOM Pre-Matched Component Systems, Video Products Including Laser Disc Players, DVD Players & Projection Televisions			
	Total for Appliances-Household-Major-Dealers (Dealers & Non-Sp)					4
46	Motels					
		Ameristar Casinos, Inc.		\$7,819,000	Las Vegas, NV	
			- Owner & Operator of Casinos & Related Hotel, Food & Beverage, Entertainment & Other Facilities			
		Gal-Tex Hotel Corporation		\$12,000,000	Galveston, TX	MH&T Advertising Agency
			- Hotel Management			
		Helmsley Enterprises, Inc.		\$5,000,000	New York, NY	Beber Silverstein Group
			- Owner & Operator of Lodging, Restaurants, Food Service, Real Estate Development & Management			
		hotels.com		\$10,000,000	Dallas, TX	
			- Discount Hotel Reservations Through Internet			
	Total for Motels					4
49	Electronic Equipment & Supplies-Dealers					
		Sharper Image Corporation		\$22,150,000	San Francisco, CA	Novus Print Media Inc.
			- Introduces Products That Provide Quality, Innovation & Entertainment Through Its Stores, Catalogs & Other Marketing Channels			
		Sixth Avenue Electronics City		\$6,000,000	Springfield, NJ	T'Leon Advertising
			- Retail Consumer Electronics			
	Total for Electronic Equipment & Supplies-Dealers					2

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56	Carpet & Rug-Dealers			
Gallery Furniture		\$9,121,100	Houston, TX	Love Advertising Inc.
	- Retailer of Home Furnishings & Electronics			
Total for Carpet & Rug-Dealers				1
63	Internet Service Provider (2001-02)			
MSN TV Services		\$9,968,900	Mountain View, CA	Venables, Bell & Partners
	- Internet Service Provider			
Total for Internet Service Provider (2001-02)				1
73	Employment Agencies			
HotJobs.com, Ltd.		\$20,000,000	New York, NY	Brand Architecture International Horizon Media, Inc.
	- Online Job Recruiting			
Total for Employment Agencies				1
78	Office Supplies			
Artistic Direct, Inc.		\$50,000,000	Elmira, NY	
	- Direct Marketing of Personalized Stationery, Gifts & Business Accessories			
Casio, Inc.		\$8,800,000	Dover, NJ	BlastRadius Rotter-Kantor Inc. TSR
	- Mfr. of Electronics			
Total for Office Supplies				2
81	Videotapes & Discs-Renting & Leasing			
The Penn Traffic Company		\$26,000,000	Syracuse, NY	Ron Foth Advertising
	- Retail Supermarkets, Wholesale Food Distribution, Dairy Food Processing Plant, Discount Department Stores, Bakeries			
Total for Videotapes & Discs-Renting & Leasing				1

Rank	Heading	Advertiser	Business Description	Total Ad Spending	Location	Agency
88	Shoes-Retail	Fila USA, Inc.	- Mfr. & Distributor of Footwear	\$20,000,000	Sparks, MD	Merkley Newman Harty & Partn
		G.H. Bass & Co.	- Footwear Manufacturer & Retailer	\$15,000,000	South Portland, ME	Bolt Advertising
		K-Swiss Inc.	- Mfr. of Men's, Women's & Children's Athletic & Casual Shoes, Socks, Apparel & Caps	\$18,000,000	Westlake Village, CA	
		New Balance Athletic Shoe, Inc.	- Mfr. of Athletic Footwear and Apparel	\$18,000,000	Boston, MA	Euro RSCG MVBMS Partners Fuel North America
		Reebok International Ltd.	- Designer & Marketer of Footwear & Apparel	\$150,000,000	Canton, MA	Grey Worldwide: Latin America Red Advertising The Arnell Group
	Total for Shoes-Retail					5
90	Bicycles-Dealers	Sharper Image Corporation	- Introduces Products That Provide Quality, Innovation & Entertainment Through Its Stores, Catalogs & Other Marketing Channels	\$22,150,000	San Francisco, CA	Novus Print Media Inc.
	Total for Bicycles-Dealers					1
98	Mufflers & Exhaust Systems-Engines	Kraco Enterprises, Inc.	- Car Stereo Players, Speakers & Antennas, Carpeted, Rubber & Vinyl Automotive Car Mats, Car Security Systems; Manufacturer of Citizens Band Radios; Mobile Security System, Radar Dectectors, Auto Sound Packages	\$8,500,000	Compton, CA	Kraco Enterprises
	Total for Mufflers & Exhaust Systems-Engines					1

Rank	Heading	Advertiser	Business Description	Total Ad Spending	Location	Agency
99	Cellular Telephone Equipment & Supplies					
		Sharper Image Corporation	- Introduces Products That Provide Quality, Innovation & Entertainment Through Its Stores, Catalogs & Other Marketing Channels	\$22,150,000	San Francisco, CA	Novus Print Media Inc.
		Sixth Avenue Electronics City	- Retail Consumer Electronics	\$6,000,000	Springfield, NJ	T'Leon Advertising
		US Unwired Inc.	- Provides Digital & Analog Mobile Phone Services	\$14,027,000	Lake Charles, LA	
	Total for Cellular Telephone Equipment & Supplies					3
99	Jewelers-Retail					
		Tiffany & Co.	- Retailer of Fine Jewelry, China, Crystal, Sterling Silver, Timepieces, Clocks, Stationery, Leather, Scarves & Fragrance	\$10,362,108	New York, NY	
	Total for Jewelers-Retail					1
105	Mortgages					
		Bank of Montreal	- Retail, Commercial, Corporate, Government, International & Merchant Banking	\$18,989,200	Toronto	
		Helmsley Enterprises, Inc.	- Owner & Operator of Lodging, Restaurants, Food Service, Real Estate Development & Management	\$5,000,000	New York, NY	Beber Silverstein Group
		KB Home	- Builder of Homes & Commercial Projects	\$11,800,000	Los Angeles, CA	Dailey & Associates
	Total for Mortgages					3

Rank	Heading	Advertiser	Business Description	Total Ad Spending	Location	Agency
107	Newspapers	The Thomson Corporation		\$10,000,000	Stamford, CT	
		<i>- Holding Company; Newspaper Publishing & Information Company With Strong Interests in Travel</i>				
Total for Newspapers						1
117	Optical Goods-Retail	Strouds, Inc.		\$8,000,000	City of Industry, CA	Chandler & Chandler
		<i>- Specialty Retailer of Better Quality Bedding, Bath, Tabletop & Other Home Textile Products, Decorative Accessories, Window Treatments & Other Selected Home Furnishings</i>				
Total for Optical Goods-Retail						1
134	Gas Companies	Amerada Hess Corporation		\$9,000,000	New York, NY	Grey Worldwide New York
		<i>- Franchised Service Stations; Crude Oil & Gas Producer & Refiner</i>				
		BP Western Region Office		\$25,000,000	Los Angeles, CA	
		<i>- Petroleum Refining, Transportation & Marketing, Oil & Gas Exploration & Production; Engineering & Construction; Coal Mining; Chemicals</i>				
		Northwestern Corporation		\$35,000,000	Sioux Falls, SD	
		<i>- Electric, Natural Gas & Propane Distribution; HVAC & Communication Services</i>				
		Plains Resources Inc.		\$15,000,000	Houston, TX	Easterly & Co.
		<i>- Oil & Gas Producer; Exploration</i>				
Total for Gas Companies						4
139	Craft Supplies	A.C. Moore Arts & Crafts, Inc.		\$6,689,940	Blackwood, NJ	
		<i>- Operator of Arts & Crafts Superstores that Offer an Assortment of Traditional & Contemporary Arts & Crafts Merchandise</i>				

Rank	Heading	Advertiser	Business Description	Total Ad Spending	Location	Agency
139	Craft Supplies					
	Total for Craft Supplies					1
149	Truck Equipment & Parts					
		Curtis C. Gunn, Inc.		\$5,000,000	San Antonio, TX	
		- Automobile Dealerships; Nonresidential Building Operator				
	Total for Truck Equipment & Parts					1
159	Loans					
		Bank of Montreal		\$18,989,200	Toronto	
		- Retail, Commercial, Corporate, Government, International & Merchant Banking				
		KB Home		\$11,800,000	Los Angeles, CA	Dailey & Associates
		- Builder of Homes & Commercial Projects				
	Total for Loans					2
176	Hobby & Model Construction Supplies-Retail					
		A.C. Moore Arts & Crafts, Inc.		\$6,689,940	Blackwood, NJ	
		- Operator of Arts & Crafts Superstores that Offer an Assortment of Traditional & Contemporary Arts & Crafts Merchandise				
	Total for Hobby & Model Construction Supplies-Retail					1
178	Computer Software & Service (2001-02)					
		Palm, Inc.		\$103,100,000	Milpitas, CA	AKQA, Inc.
		- Provider of Handheld Computing Products & Industry Standard Platforms				
	Total for Computer Software & Service (2001-02)					1

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190	Ticket Sales-Entertainment & Sports					
		Ameristar Casinos, Inc.		\$7,819,000	Las Vegas, NV	
			- Owner & Operator of Casinos & Related Hotel, Food & Beverage, Entertainment & Other Facilities			
		Trump's Marina Casino Resort		\$6,000,000	Atlantic City, NJ	Trump Communications
			- Gaming Casino & Resort			
	Total for Ticket Sales-Entertainment & Sports					2
194	Golf Equipment & Supplies-Retail					
		Kellwood Company		\$5,000,000	Chesterfield, MO	Bank One, NA
			- Mfr., Marketer & Retailer of Men's & Women's Apparel, Intimate Apparel, Soft Goods & Recreation Products			
		Sharper Image Corporation		\$22,150,000	San Francisco, CA	Novus Print Media Inc.
			- Introduces Products That Provide Quality, Innovation & Entertainment Through Its Stores, Catalogs & Other Marketing Channels			
	Total for Golf Equipment & Supplies-Retail					2
196	Women's Apparel-Retail					
		A.J. Wright		\$5,407,000	Framingham, MA	Hill Holiday Connors Cosmopol
			- Retailer of Off-Price Apparel & Footwear			
		Ann Taylor Stores Corporation		\$5,305,500	New York, NY	
			- Women's Apparel, Shoes & Accessories			
		Barneys Inc.		\$7,500,000	New York, NY	
			- Retailer of Specialty Clothing			
		Charming Shoppes, Inc.		\$32,000,000	Bensalem, PA	Doner
			- Operator of Retail Specialty Stores Selling Women's & Plus Sized Women's Sportswear, Dresses, Coats, Lingerie, Accessories & Footwear			
		Frederick's of Hollywood, Inc.		\$12,600,000	Hollywood, CA	Walgers & Assoc., Inc.
			- Retailer of Women's Apparel Merchandise Through Mail Order Catalogs & Boutique Specialty Stores			

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196	Women's Apparel-Retail					
		K-Swiss Inc.	- Mfr. of Men's, Women's & Children's Athletic & Casual Shoes, Socks, Apparel & Caps	\$18,000,000	Westlake Village, CA	
		Kellwood Company	- Mfr., Marketer & Retailer of Men's & Women's Apparel, Intimate Apparel, Soft Goods & Recreation Products	\$5,000,000	Chesterfield, MO	Bank One, NA
		Levi Strauss & Co.	- Mfr. & Marketer Jeans & Apparel	\$129,400,000	San Francisco, CA	Bartle Bogle Hegarty US FCB Toronto Foote, Cone & Belding San Fra
		Reebok International Ltd.	- Designer & Marketer of Footwear & Apparel	\$150,000,000	Canton, MA	Grey Worldwide: Latin America Red Advertising The Arnell Group
		Syms Corporation	- Retailer of Apparel & Footwear	\$10,000,000	Secaucus, NJ	Corinthian Media, Inc. Syms Advertising
		Talbots, Inc.	- Mail Order & Store Retailer of Updated Womens Classic Clothing	\$6,000,000	Hingham, MA	Arnold Worldwide
		The Cato Corporation	- Women's Fashion Specialty Retailer	\$8,000,000	Charlotte, NC	The Alpha Group The Newspaper Network
		The Tog Shop	- Apparel Mail Order	\$8,000,000	Americus, GA	Davenport Agency
		VF Playwear, Inc.	- Mfr. & Retailer of Infant & Childrens Wear	\$5,000,000	Greensboro, NC	Nunez Communications
		Victoria's Secret Stores	- Intimate Apparel Stores	\$34,000,000	Reynoldsburg, OH	KSL Media, Inc.
	Total for Women's Apparel-Retail					15
199	Records/CD's-Retail					
		MediaBay, Inc.	- Retail & Internet Distribution of Spoken Word Entertainment	\$8,118,000	Cedar Knolls, NJ	

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199	Records/CD's-Retail			
Musicland Group		\$30,000,000	Hopkins, MN	
	- Retailer of Pre-Recorded Audio Tapes, Compact Discs, Video Tapes & Accessories			
Total for Records/CD's-Retail				2
224	Banquet Rooms			
Ameristar Casinos, Inc.		\$7,819,000	Las Vegas, NV	
	- Owner & Operator of Casinos & Related Hotel, Food & Beverage, Entertainment & Other Facilities			
Gal-Tex Hotel Corporation		\$12,000,000	Galveston, TX	MH&T Advertising Agency
	- Hotel Management			
Helmsley Enterprises, Inc.		\$5,000,000	New York, NY	Beber Silverstein Group
	- Owner & Operator of Lodging, Restaurants, Food Service, Real Estate Development & Management			
hotels.com		\$10,000,000	Dallas, TX	
	- Discount Hotel Reservations Through Internet			
Total for Banquet Rooms				4
234	Stock & Bond Brokers			
Ameritrade Holding Corporation		\$150,000,000	Omaha, NE	Ervin & Smith OgilvyOne Worldwide
	- Provider of Retail Discount Brokerage Services & Related Financial Services Including Electronic Trading, Market Data & Research			
Barclays Global Investors		\$20,000,000	San Francisco, CA	
	- Providers of Investment Advisory Services & Risk-Management			
ETRADE Group, Inc.		\$301,700,000	Menlo Park, CA	Fastbridge Goodby, Silverstein & Partners, M-Factor
	- Online Brokerage & Financial Services Firm			
The John Nuveen Company		\$15,000,000	Chicago, IL	Fallon Worldwide
	- Investment Banker			

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234	Stock & Bond Brokers			
	Total for Stock & Bond Brokers			4
242	Employment Contractors-Temporary Help			
HotJobs.com, Ltd.		\$20,000,000	New York, NY	Brand Architecture International
- Online Job Recruiting				Horizon Media, Inc.
	Total for Employment Contractors-Temporary Help			1
242	Paging & Signaling Equipment & Systems			
US Unwired Inc.		\$14,027,000	Lake Charles, LA	
- Provides Digital & Analog Mobile Phone Services				
	Total for Paging & Signaling Equipment & Systems			1
258	Mobile Homes-Dealers			
Mark III Industries, Inc.		\$5,000,000	Tampa, FL	
- Produces Conversion Vehicles				
	Total for Mobile Homes-Dealers			1
258	Telephone Equipment & Systems-Dealers			
Sharper Image Corporation		\$22,150,000	San Francisco, CA	Novus Print Media Inc.
- Introduces Products That Provide Quality, Innovation & Entertainment Through Its Stores, Catalogs & Other Marketing Channels				
Sixth Avenue Electronics City		\$6,000,000	Springfield, NJ	T'Leon Advertising
- Retail Consumer Electronics				
US Unwired Inc.		\$14,027,000	Lake Charles, LA	
- Provides Digital & Analog Mobile Phone Services				
	Total for Telephone Equipment & Systems-Dealers			3

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271	Mattresses			
Sealy, Inc.	- Mfr. of Mattresses, Box Springs & Sofa Beds	\$5,900,000	Trinity, NC	Leo Burnett Worldwide, Inc.
Serta, Inc.	- Mfr. of Mattresses & Foundations	\$26,300,000	Itasca, IL	Doner
The Spring Air Company	- Mfr. of Mattresses & Matching Foundations	\$7,462,500	Des Plaines, IL	
Total for Mattresses				3
284	Men's Clothing & Furnishings-Retail			
A.J. Wright	- Retailer of Off-Price Apparel & Footwear	\$5,407,000	Framingham, MA	Hill Holiday Connors Cosmopol
Barneys Inc.	- Retailer of Specialty Clothing	\$7,500,000	New York, NY	
Hart Schaffner & Marx Clothes	- Mfr. of Men's Apparel	\$28,000,000	Chicago, IL	Hart Services, Inc.
K-Swiss Inc.	- Mfr. of Men's, Women's & Children's Athletic & Casual Shoes, Socks, Apparel & Caps	\$18,000,000	Westlake Village, CA	
Kellwood Company	- Mfr., Marketer & Retailer of Men's & Women's Apparel, Intimate Apparel, Soft Goods & Recreation Products	\$5,000,000	Chesterfield, MO	Bank One, NA
Levi Strauss & Co.	- Mfr. & Marketer Jeans & Apparel	\$129,400,000	San Francisco, CA	Bartle Bogle Hegarty US FCB Toronto Foote, Cone & Belding San Fra
New Balance Athletic Shoe, Inc.	- Mfr. of Athletic Footwear and Apparel	\$18,000,000	Boston, MA	Euro RSCG MVBMS Partners Fuel North America
Reebok International Ltd.	- Designer & Marketer of Footwear & Apparel	\$150,000,000	Canton, MA	Grey Worldwide: Latin America Red Advertising The Arnell Group

Rank	Heading			
Advertiser	Business Description	Total Ad Spending	Location	Agency
284	Men's Clothing & Furnishings-Retail			
Syms Corporation - Retailer of Apparel & Footwear		\$10,000,000	Secaucus, NJ	Corinthian Media, Inc. Syms Advertising
VF Playwear, Inc. - Mfr. & Retailer of Infant & Childrens Wear		\$5,000,000	Greensboro, NC	Nunez Communications
Total for Men's Clothing & Furnishings-Retail				10
Total Unique Advertisers				93