

## As Seen on TV — and in Print

The pharmaceutical industry spent an estimated \$4.78 billion on consumer advertising last year. Here are the 10 brands on which the most advertising money was spent.

DRUG	USED AGAINST	COMPANY	2008 ADVERTISING in millions	2008 U.S. SALES in billions
<b>Advair</b>	Asthma	GlaxoSmithKline	<b>\$189</b>	\$4.5 
<b>Plavix</b>	Heart disease, stroke	Bristol-Myers Squibb/Sanofi	<b>176</b>	4.8 
<b>Cialis</b>	Erectile dysfunction	Eli Lilly	<b>172</b>	0.6 
<b>Ambien</b>	Insomnia	Sanofi-Aventis	<b>170</b>	1.0 
<b>Cymbalta</b>	Depression, anxiety disorder	Eli Lilly	<b>164</b>	2.4 
<b>Abilify</b>	Depression, bipolar disorder	Otsuka Pharmaceutical	<b>161</b>	3.0 
<b>Viagra</b>	Erectile dysfunction	Pfizer	<b>147</b>	0.9 
<b>Lyrica</b>	Fibromyalgia	Pfizer	<b>147</b>	1.4 
<b>Flomax</b>	Male urinary symptoms	Boehringer Ingelheim	<b>126</b>	1.6 
<b>Crestor</b>	High cholesterol	AstraZeneca	<b>125</b>	2.1 

Source: Nielsen/IMS Health, IMS National Sales Perspective

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