



The Industry Standard for Coding Digital Advertising Assets

Ad-ID Usage (12 Months Ending December 31, 2011)

Heavy Users (301+ Ad-ID Codes)

ABBOTT LABORATORIES INC	LIBERTY MUTUAL INSURANCE CO
ACTIVISION BLIZZARD INC	LOREAL SA
ADIDAS AG	LOWES COS INC
ADVERTISING COUNCIL INC	MACYS INC
ALLSTATE CORP	MARS INC
AMERICAN EXPRESS CO	MATTEL INC
AT&T INC	MAZDA MOTOR CORP
AVON PRODUCTS INC	MENS WEARHOUSE INC
BANK OF AMERICA CORP	MICROSOFT CORP
BAYER AG	NATIONWIDE MUTUAL INSURANCE CO
BAYERISCHE MOTOREN WERKE AG	NESTLE SA
BP PLC	NEW YORK STATE DIVISION OF LOTTERY
BRISTOL-MYERS SQUIBB CO	NINTENDO CO LTD
BURGER KING CORP	PEPSICO INC
CARL KARCHER ENTERPRISES INC	PETSMART INC
CHARLES SCHWAB CORP	PFIZER INC
CLEAR CHANNEL COMMUNICATIONS INC	PIZZA HUT INC
CONAGRA FOODS INC	PNC BANK NA
DELL INC	POLARIS INDUSTRIES INC
DEVRY INC	PROCTER & GAMBLE CO
DISCOVERY HOLDING CO	RAINBOW MEDIA HOLDINGS INC
DOMINOS PIZZA INC	RECKITT BENCKISER PLC
DUNKIN BRANDS INC	RELATIVITY MEDIA LLC
ESTEE LAUDER COS INC	SAMSUNG ELECTRONICS CO LTD
FORD MOTOR CO	SCOTTS MIRACLE-GRO CO
GAP STORES DIVISION	SEARS ROEBUCK & CO
GENERAL MOTORS	SEAWORLD PARKS AND ENTERTAINMENT INC
GLAXOSMITHKLINE PLC	SIX FLAGS ENTERTAINMENT CORP
GOOGLE INC	SONIC CORP
H&R BLOCK INC	SOUTH UNIVERSITY INC
HARDEES FOOD SYSTEMS INC	SOUTHWEST AIRLINES CO
HASBRO INC	SUPERVALU INC
HEWLETT-PACKARD CO	TATA SONS LTD
HOME BOX OFFICE INC	TD BANK NA
HOME DEPOT INC	TJX COS INC
JOHNSON & JOHNSON	TOYOTA MOTOR CORP
KELLOGG CO	TUFF SHED INC
KIA MOTORS CORP	UNILEVER
KOHL'S CORP	US CELLULAR CORP

Heavy Users (301+ Ad-ID Codes)

VERIZON COMMUNICATIONS INC	WELLPOINT INC
VOLKSWAGEN AG	WENDYS INTL INC
WAL-MART STORES INC	
WEIGHT WATCHERS INTL INC	

Medium Users (101 - 300 Ad-ID Codes)

3M CO	G4 MEDIA INC
AB ELECTROLUX	GENERAL ELECTRIC CO
ACE HARDWARE CORP	GMAC FINANCIAL SVCS
AFLAC INC	GOLDEN CORRAL CORP
AMERICAN ASSN OF RETIRED PERSONS	GOLFSMITH INTL HOLDINGS INC
ANCHOR BAY ENTERTAINMENT	GREAT WOLF RESORTS INC
APPLEBEES INTL INC	GRUPO MODELO SA DE CV
BEST BUY CO INC	HALLMARK CARDS INC
BLOOMBERG NEWS CORP	HARRAHS ENTERTAINMENT INC
BLUE CROSS & BLUE SHIELD OF TN INC	HARTFORD FINANCIAL SVCS GROUP INC
BOEHRINGER INGELHEIM CORP	HERSCHEND FAMILY ENTERTAINMENT
BRITISH BROADCASTING CORP	CORP
BROWN-FORMAN CORP	HERSHEY CO
BURLINGTON COAT FACTORY WRHSE	HTC AMERICA INC
CORP	HUMANA INC
CALIFORNIA LOTTERY COMMISSION	IKEA SVENSKA AB
CAMPBELL SOUP CO	INTL BUSINESS MACHINES CORP
CANNONBALL AGENCY	INTL SPEEDWAY CORP
CAPITAL ONE FINANCIAL CORP	INTUIT INC
CARNIVAL CRUISE LINES INC	JIFFY LUBE INTL INC
CHANEL INC	JM SMUCKER CO
CHECKERS DRIVE-IN RESTAURANTS INC	LG GROUP
CHILIS INC	LIVINGSOCIAL
CHURCH & DWIGHT CO INC	LL BEAN INC
CITIGROUP INC	MASTERCARD INC
CITIZENS COMMUNICATIONS CO-CO	MERCK & CO INC
CITIZENS FINANCIAL GROUP INC	MIDAS INC
CONAIR CORP	MOHEGAN SUN
CURVES INTL INC	MONSANTO CO
CVS/CAREMARK CORP	NATL HIGHWAY TRAFFC SFTY ADMNSN
DANNON CO INC	NEW BALANCE INC
DEAN FOODS CO	NIKON CORP
DEERE & CO	NOVARTIS AG
DIRECTV INC	OCEAN SPRAY CRANBERRIES INC
DR PEPPER SNAPPLE GROUP INC	OFFICE DEPOT INC
DSW DESIGNER SHOE WAREHOUSE INC	OLIVE GARDEN ITALIAN RESTAURANTS
ENTERPRISE RENT-A-CAR CO	OSI RESTAURANT PARTNERS LLC-SD
EXXON MOBIL CORP	PANASONIC CORP
EYE CARE CTRS OF AMERICA INC	PARTNERSHIP FOR A DRUG-FREE
FEDEX CORP	AMERICA
FORTUNE BRANDS INC	PEARLE VISION
FRESH & EASY NEIGHBORHOOD MARKT	PERKINS RESTAURANT & BAKERY INC

Medium Users (101 - 300 Ad-ID Codes)

PETCO ANIMAL SUPPLIES INC	SYMANTEC CORP
POPEYES CHICKEN & BISCUITS	T ROWE PRICE ASSOC INC
PULTEGROUP INC	TELEPAK INC
RADIOSHACK CORP	THQ INC
RED LOBSTER USA	TOYS R US INC
REVLON INC	TRAVELCITY.COM INC
ROYAL CARIBBEAN CRUISES LTD	UNITED PARCEL SVC OF AMERICA INC
SONY CORP	UNITED TECHNOLOGIES CORP
STAPLES INC	WHITEWAVE FOOD CO
STARBUCKS CORP	WYNDHAM WORLDWIDE CORP
SUSAN G KOMEN FOR THE CURE	ZALE CORP
SYLVAN LEARNING CTR	

Light Users (10 - 100 Ad-ID Codes)

365 INC	BAUSCH & LOMB INC
7-ELEVEN INC	BENJAMIN MOORE & CO LTD
ACCENTURE LTD	BIG LOTS INC
ADVANCED BEAUTY SYSTEMS INC	BIGPOINT GMBH
AIRTRAN AIRWAYS INC	BJ'S WHOLESALE CLUB INC
ALDI INC	BLACK & DECKER CORP
ALIGN TECHNOLOGY INC	BLISTEX INC
ALLERGAN INC	BLUE & WHITE FOOD PRODUCTS CORP
ALMAY INC	BLUE SHIELD OF CALIFORNIA
ALZHEIMERS DISEASE RTD DSR ASSN INC	BOARS HEAD PROVISIONS CO INC
AMERICAN AIRLINES INC	BOSSA NOVA ROBOTICS
AMERICAN EGG BOARD	BOSTON BEER CO INC
AMERICAN FAMILY INSURANCE CO	BOSTON RED SOX BSBLL CLB LTD PTNRSP
AMERICAN INST OF GASTRIC BANDING	BOY SCOUTS OF AMERICA
AMERICAN LEGACY FNDN	BOYS & GIRLS CLUBS OF AMERICA
AMERICAN PUBLIC UNIVERSITY SYSTEM	BREEDERS CUP LTD
AMERICAN RED CROSS	BRIDGESTONE GOLF INC
AMERICAN SPORTING GOODS CORP	CABLE & TELECOMMNCTN ASSN FR MG
AMERIPRISE FINANCIAL INC	INC
AMWAY CORP	CAESARS WORLD INC
ANN TAYLOR CORP	CALVIN KLEIN INC
ARUBA TOURISM AUTHORITY	CAPCOM CO LTD
ASTRAZENECA PLC	CARRIER CORP
AUXILIUM PHARMACEUTICALS INC	CASELLA WINES PTY LTD
AVIS BUDGET GROUP INC	CENTRAL DUPAGE HOSPITAL ASSN
BACARDI LTD	CHESAPEAKE ENERGY CORP
BAPTIST HEALTH-LR	CHEVRON CORP
BARILLA AMERICA INC	CHICOS FAS INC
BARNES & NOBLE INC	CHILDRENS HOSPITAL MEDICAL CTR AKRN
BARR LABORATORIES INC	CHRISTIAN DIOR PERFUMES INC
BASF SE	CICIS PIZZA RESTAURANT INC

Light Users (10 - 100 Ad-ID Codes)

CIGNA CORP
CISCO SYSTEMS INC
CITIZEN WATCH CO OF AMERICA INC
COLDWATER CREEK INC
COLDWELL BANKER REAL ESTATE CORP
COLGATE-PALMOLIVE CO
COLONIAL WILLIAMSBURG FNDN INC
COMCAST CORP
COMMERCE BANK
CONCERN WORLDWIDE US INC
CONSOLIDATED EDISON INC
CONSTELLATION BRANDS INC
COTTON INC
COUPONS INC
CREATIVE COALITION
CUMBERLAND PACKING CORP
DADS PET CARE INC
DEL MONTE FOODS CO
DELTA FAUCET CO
DENNYS CORP
DIAL CORP
DIRECT INSURANCE CO INC
DISNEY INTERACTIVE STUDIOS
DONATOS PIZZERIA CORP
DUFF & PHELPS LLC
DYSON INC
E TRADE FINANCIAL CORP
E&J GALLO WINERY
EASTERN BANK CORP
EBAY INC
EDIBLE ARRANGEMENTS LLC
ELI LILLY & CO INC
EMBLEMHEALTH INC
ENERGY CORP
ENVIRONMENTAL DEFENSE FUND INC
EXELON CORP
EXPRESS LLC
FAGE SA
FAMILY DOLLAR STORES INC
FAMILY VIOLENCE PREVENTION FUND
FARMLAND FOODS INC
FEDERAL EMERGENCY MANAGEMENT
AGENCY
FEMSA CERVEZA SA DE CVFGX INTL INC
FGX INTL INC
FIDELITY BROKERAGE SVCS INC
FIDOPHARM
FISHER INVESTMENTS INC-SF
FLORISTS TRANSWORLD DELIVERY INC
FOOT LOCKER INC
FRANKLIN TEMPLETON DISTRIBUTORS INC
FUJIFILM USA INC
GARAN INC
GEL TECH LLC
GEORGIA-PACIFIC CORP
GIVE BACK BRANDS
GLIDDEN CO
GOLDMAN SACHS GROUP INC
GOLDS GYM INTL INC
GOODYEAR TIRE & RUBBER CO
GORTONS INC
GOYA FOODS INC
GROUPON INC
HANKOOK TIRE AMERICA CORP
HARLEY-DAVIDSON INC
HARRIS NA
HARVARD PILGRIM HEALTH CARE INC
HERTZ CORP
HESS CORP
HILTON HOTELS CORP
HISAMITSU PHARMACEUTICAL CO INC
HJ HEINZ CO
HOSPITAL FOR SPECIAL SURGERY-NY
HUNTER DOUGLAS NV
HUNTINGTON BANCSHARES INC
IAC/INTERACTIVECORP
ICM REGISTRY LLC
IDELLE LABS LTD
ILLINOIS BUREAU OF TOURISM
INDEPENDENCE BLUE CROSS
INNOVATION FIRST INC
INTEL CORP
INTERCONTINENTAL HOTELS GROUP PLC
INTL DAIRY QUEEN INC
IZOD GOLF & TENNIS
JACKSONVILLE ELECTRIC AUTHORITY
JETBLUE AIRWAYS CORP
JOHN HANCOCK LIFE INSURANCE CO
JOHN MUIR HEALTH
KAO CORP
KAYAK SOFTWARE CORP
KEURIG INC
KOHLER CO
KRAFT FOODS INC
LA QUINTA PROPERTIES INC
LALA
LEAPFROG ENTERPRISES INC
LENNOX INTL INC

Light Users (10 - 100 Ad-ID Codes)

LENOVO GROUP LTD
LIDESTRI FOODS INC
LINCOLN FINANCIAL GROUP
LISTEN.COM INC
LOCKHEED MARTIN CORP
LOGITECH INTL SA
LONGHORN STEAKS INC
LUXOTTICA GROUP SPA
MARRIOTT INTL INC
MASHANTUCKET PEQUOT GMNG ENTPRS
INC
MASSACHUSETTS MUTUAL LIFE INS CO
MCILHENNY CO
MEAD JOHNSON NUTRITIONAL GROUP
MEDEXPRESS URGENT CARE PLLC
MEINEKE CAR CARE CTRS INC
METROPOLITAN LIFE INSURANCE CO
METRO-THEBE INC
MEXICO TOURISM BOARD
MF GLOBAL LTD
MICHIGAN ECONOMIC DEVELOPMENT
CORP
MIKES HARD BEVERAGE CO
MISSISSIPPI BAND OF CHOCTAW INDIANS
MONSTER WORLDWIDE INC
MOTOROLA INC
MOVADO GROUP INC
MTD PRODUCTS INC
MYLAN INC
NATIONSHEALTH INC
NATL RAILROAD PASSENGER CORP
NCL CORP LTD
NEW MEXICO TOURISM BOARD
NEW YORK LIFE INSURANCE CO
NEW YORK-PRESBYTERIAN HELTHCR
SYSTEM
NEWELL RUBBERMAID INC
NORTHROP GRUMMAN CORP
NOVO NORDISK A/S
NYC & CO INC
OCHARLEYS INC
OFFICEMAX INC
ORBITZ LLC
O'REILLY AUTOMOTIVE INC
PANERA BREAD CO
PANTELION FILMS
PARAMOUNT FARMS INC
PARTNERS HEALTHCARE SYSTEM INC
PECO ENERGY CO
PELLA CORP
PERDUE FARMS INC
PERFETTI VAN MELLE
PERNOD RICARD SA
PGA TOUR INC
PHARMAVITE LLC
PIER 1 IMPORTS INC
PINNACLE FOODS GROUP LLC
PISCO PORTON
PORSCHE CARS NORTH AMERICA INC
POST FOODS LLC
PREMIERE GLOBAL SVCS INC
PROFESSIONAL GOLFERS ASSN OF
AMERCA
PROFESSOR CONNORS INC
PRUDENTIAL FINANCIAL INC
PUBLISHERS CLEARING HOUSE INC
PUMA NORTH AMERICA INC
PURDUE FREDERICK CO
QANTAS AIRWAYS LTD
RANDOM HOUSE INC
RE/MAX INTL INC
RESEARCH IN MOTION LTD
ROCKSTAR INC
ROLEX WATCH CO LTD
RSM MCGLADREY INC
RUBY TUESDAY INC
SAAB CARS USA INC
SAMUEL CABOT INC
SAN DIEGO COUNTY CREDIT UNION INC
SANOFI-AVENTIS
SAP AG
SCA PERSONAL CARE INC
SCANA CORP
SCERENE HEALTHCARE
SDI TECHNOLOGIES INC
SEALY INC
SHELL OIL CO
SHERWIN-WILLIAMS CO
SHIRE PHARMACEUTICALS GROUP PLC
SKYHAWKE TECHNOLOGIES LLC
SOLVAY SA
SONIC AUTOMOTIVE INC
SONOSITE INC

Light Users (10 - 100 Ad-ID Codes)

SONY ERICSSON MOBILE COMMUNICTNS	UNITED CONTINENTAL HOLDINGS INC
AB	UNITED ONLINE INC
SPORT CLIPS INTL INC	UNITEDHEALTH GROUP INC
SPORTS ENDEAVORS INC	UPMC HEALTH SYSTEM
SPOT WISE INC	US AIR FORCE
ST JUDE CHILDRENS RESERCH HSPTL INC	US AIR NATL GUARD
ST MAARTEN SPIRITS LTD	US ARMY
STEAK N SHAKE OPERATIONS INC	US BANK NA
STEIN MART INC	US COAST GUARD
STRAYER UNIVERSITY	US FUND FOR UNICEF
STUBHUB INC	US MARINE CORPS
SUN PRODUCTS CORP	US VIRGIN ISLANDS DEPT OF TOURISM
SUNCORE PRODUCTS LLC	VALVOLINE OIL CO
SUNNY DELIGHT BEVERAGES CO	VANGUARD GROUP INC
SUPERCUTS INC	VERTEX PHARMACEUTICALS INC
SUPERMEDIA INC	VF CORP
SVCS FOR THE UNDERSERVED INC-NY	VISITING NURSE SVC ASSN
TACHIKARA USA INC	WARNER CHILCOTT PLC
TAKEDA PHARMACEUTICAL CO LTD	WATERFRONT MEDIA INC
TAPOUT HOLDINGS INC	WEBROOT SOFTWARE INC
TD AMERITRADE INC	WEST VIRGINIA UNIVERSITY
TERMINIX INTL CO INC	WESTERN UNION CO
TGI FRIDAYS INC	WESTIN HOTEL CO
TICKET CITY INC	WHIRLPOOL CORP
TIMBERLAND CO	WHOLE FOODS MARKET INC
TORO CO	WINGSTOP RESTAURANTS INC
TOUCHSTONE HEALTH HMO INC	WW GRAINGER INC
TOURISM IRELAND	XEROX CORP
TRANSAMERICA FINANCIAL ADVISORS INC	YAHOO! INC
TRAVEL MONTANA INC	YAMAHA MOTORS CORP USA
TRAVELERS COS INC	YONKERS RACING CORP
TRUGREEN COS LLC	ZATARAINS INC
TYSON FOODS INC	ZOOLOGICAL SOCIETY OF SAN DIEGO
UJA FEDN-NY	