

2011 RANK (2010 RANK)	COMPANY / BRAND	2011 SPORTS AD SPENDING	2011 TOTAL AD SPENDING	% OF AD SPENDING DEVOTED TO SPORTS	CHANGE IN SPORTS SPENDING VS. 2010	CHANGE IN SPORTS SPENDING VS. 2009
1 (3)	Verizon	\$345,438,719	\$1,523,982,375	23%	1%	40%
2 (2)	Anheuser-Busch	\$299,721,969	\$456,239,625	66%	-16%	-4%
3 (1)	AT&T Mobility	\$296,940,250	\$1,310,781,500	23%	-19%	64%
4 (4)	Ford	\$263,507,645	\$1,371,668,594	19%	-14%	6%
5 (6)	Chevrolet	\$249,866,151	\$1,029,529,844	24%	5%	50%
6 (5)	Toyota	\$218,603,617	\$1,067,944,875	21%	-9%	8%
7 (8)	MillerCoors	\$203,025,062	\$360,294,438	56%	-5%	-10%
8 (10)	Sprint	\$171,090,500	\$558,439,000	31%	-5%	-15%
9 (15)	Southwest Airlines	\$165,499,688	\$240,861,062	69%	26%	29%
10 (7)	Geico Direct	\$163,494,641	\$766,306,750	21%	-25%	-4%
11 (12)	Nissan	\$153,167,485	\$577,850,691	27%	-5%	97%
12 (11)	DirecTV	\$137,980,781	\$356,739,531	39%	-21%	-18%
13 (9)	McDonald's	\$127,131,258	\$996,054,375	13%	-37%	-18%
14 (16)	State Farm	\$125,383,266	\$523,524,906	24%	-3%	8%
15 (14)	Warner Bros. Ent.	\$123,810,031	\$652,460,688	19%	-11%	12%
16 (19)	Lexus	\$120,587,471	\$323,716,125	37%	-4%	NA
17 (25)	Mercedes-Benz	\$101,405,853	\$287,888,226	35%	-7%	56%
18 (NR)	Chrysler	\$96,888,814	\$405,599,655	24%	NA	NA
19 (18)	Subway	\$96,174,164	\$513,575,031	19%	-23%	-3%
20 (23)	Apple	\$95,068,961	\$338,849,031	28%	-14%	1%
21 (29)	Honda	\$94,147,979	\$630,150,868	15%	-6%	30%
22 (41)	Volkswagen	\$93,320,194	\$387,565,754	24%	30%	82%
23 (28)	Hyundai	\$88,229,366	\$517,189,031	17%	-13%	3%
24 (13)	Coca-Cola	\$86,550,656	\$239,212,750	36%	-40%	6%
25 (38)	Capital One Bank	\$85,617,227	\$339,769,281	25%	10%	92%
26 (46)	Audi	\$85,517,109	\$252,945,844	34%	33%	131%
27 (34)	T-Mobile	\$84,826,672	\$454,587,062	19%	-2%	53%
28 (20)	Taco Bell	\$84,553,133	\$253,149,594	33%	-29%	-26%
29 (30)	Pfizer	\$83,297,672	\$628,068,438	13%	-14%	-36%
30 (37)	Universal Pictures	\$73,726,648	\$406,595,625	18%	-8%	19%
31 (32)	Lowe's	\$73,050,992	\$347,208,656	21%	-19%	-29%
32 (36)	Allstate	\$71,715,031	\$398,728,812	18%	-15%	62%
33 (17)	NFL	\$70,758,070	\$90,372,641	78%	-44%	-10%
34 (76)	JPMorgan Chase	\$70,541,906	\$534,394,750	13%	63%	88%
35 (67)	Cadillac	\$67,500,812	\$269,792,774	25%	41%	26%
36 (21)	Microsoft	\$67,184,438	\$352,056,812	19%	-44%	-28%
37 (50)	Paramount Pictures	\$64,470,188	\$500,229,594	13%	13%	125%
38 (97)	Buick	\$64,464,672	\$214,317,129	30%	105%	307%
39 (27)	GMC Trucks	\$63,860,890	\$193,170,317	33%	-40%	-29%
40 (61)	Jeep	\$63,280,872	\$328,192,018	19%	26%	125%
41 (40)	Home Depot	\$63,227,402	\$434,258,188	15%	-15%	-7%
42 (24)	Dodge	\$61,824,470	\$339,502,712	18%	-43%	-29%
43 (72)	Best Buy	\$60,000,355	\$280,021,406	21%	32%	79%
44 (47)	Unilever	\$59,547,223	\$322,485,812	19%	-6%	22%
45 (35)	Burger King	\$58,906,398	\$272,637,781	22%	-32%	-22%
46 (42)	Pizza Hut	\$58,641,305	\$233,514,531	25%	-14%	43%
47 (NR)	Ram	\$58,501,131	\$269,079,493	22%	NA	NA
48 (44)	E*Trade Securities	\$57,757,773	\$128,684,812	45%	-15%	47%
49 (45)	Acura	\$56,203,571	\$209,607,530	27%	-15%	12%
50 (48)	AT&T Inc.	\$55,336,977	\$437,700,125	13%	-12%	5%

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1 (7)	AT&T Mobility	\$366,313,812	\$1,129,589,500	32%	103%	37%
2 (1)	Anheuser-Busch	\$356,205,906	\$440,676,094	81%	14%	9%
3 (3)	Verizon	\$340,529,688	\$1,134,530,125	30%	38%	46%
4 (2)	Ford	\$304,976,281	\$1,026,098,032	30%	23%	70%
5 (5)	Toyota	\$240,029,368	\$983,938,875	24%	18%	8%
6 (10)	Chevrolet	\$238,965,192	\$758,333,376	32%	43%	4%
7 (8)	Geico	\$216,789,219	\$544,623,000	40%	27%	59%
8 (4)	MillerCoors	\$214,447,797	\$284,931,469	75%	-5%	95%
9 (11)	McDonald's	\$202,887,766	\$721,521,000	28%	30%	18%
10 (6)	Sprint	\$179,083,297	\$512,211,688	35%	-11%	-4%
11 (9)	DirecTV	\$175,414,641	\$381,546,125	46%	4%	14%
12 (25)	Nissan	\$160,993,935	\$400,248,382	40%	106%	0%
13 (24)	Coca-Cola	\$144,664,359	\$227,839,172	64%	78%	20%
14 (16)	Warner Bros. Ent.	\$138,607,172	\$537,765,438	26%	25%	100%
15 (13)	Southwest Airlines	\$131,300,672	\$180,044,609	73%	2%	-1%
16 (14)	State Farm	\$129,327,820	\$392,475,125	33%	11%	15%
17 (35)	NFL	\$125,642,688	\$138,397,391	91%	-3%	-3%
18 (18)	Subway	\$125,315,508	\$432,709,188	29%	27%	22%
19 (17)	Lexus	\$124,981,059	\$273,876,320	46%	22%	68%
20 (15)	Taco Bell	\$119,644,273	\$387,065,312	31%	5%	17%
21 (20)	Microsoft	\$119,003,953	\$410,796,500	29%	28%	226%
22 (59)	Procter & Gamble	\$118,465,086	\$1,823,321,625	7%	160%	57%
23 (19)	Apple	\$110,513,805	\$375,869,344	29%	17%	19%
24 (22)	Dodge	\$108,997,629	\$383,757,424	28%	25%	-12%
25 (32)	Mercedes-Benz	\$108,950,896	\$236,049,964	46%	68%	52%
26 (33)	Visa	\$106,875,414	\$169,094,719	63%	69%	-16%
27 (21)	GMC Truck Division	\$105,901,206	\$246,401,811	43%	18%	42%
28 (23)	Hyundai	\$100,834,226	\$405,273,016	25%	18%	48%
29 (29)	Honda	\$99,909,714	\$530,985,172	19%	38%	18%
30 (12)	Pfizer	\$97,108,680	\$481,265,062	20%	-25%	31%
31 (85)	BMW	\$90,745,600	\$194,013,543	47%	176%	473%
32 (26)	Lowe's	\$90,286,453	\$268,903,969	34%	18%	25%
33 (88)	Bank of America	\$89,874,195	\$207,929,609	43%	192%	256%
34 (42)	T-Mobile	\$86,781,234	\$246,833,281	35%	57%	55%
35 (27)	Burger King	\$86,026,078	\$265,710,688	32%	15%	30%
36 (64)	Allstate	\$84,076,445	\$286,478,781	29%	89%	37%
37 (34)	Universal Pictures	\$80,218,539	\$338,577,531	24%	29%	4%
38 (63)	Capital One	\$78,049,758	\$238,592,875	33%	75%	54%
39 (28)	Lilly Icos	\$75,084,906	\$159,878,562	47%	2%	18%
40 (30)	Home Depot	\$74,251,469	\$317,885,906	23%	9%	-9%
41 (50)	Volkswagen	\$72,067,022	\$254,459,219	28%	41%	2%
42 (67)	Pizza Hut	\$67,984,398	\$227,654,281	30%	65%	38%
43 (43)	Nike	\$67,784,867	\$74,094,281	92%	24%	-25%
44 (72)	E*Trade Securities	\$67,655,688	\$98,736,430	69%	73%	33%
45 (52)	Acura	\$66,009,981	\$198,336,977	33%	32%	-1%
46 (77)	Audi	\$64,296,166	\$126,588,887	51%	74%	46%
47 (53)	Unilever	\$63,642,496	\$306,353,625	21%	30%	139%
48 (45)	AT&T Inc.	\$63,149,543	\$437,857,000	14%	19%	-8%
49 (NR)	General Electric	\$61,354,465	\$95,706,039	64%	NA	59%
50 (92)	Paramount Pictures	\$57,051,469	\$285,949,125	20%	99%	

2009 RANK (2008 RANK)	COMPANY / BRAND	2009 SPORTS AD SPENDING	2009 TOTAL AD SPENDING	% OF AD SPENDING DEVOTED TO SPORTS	CHANGE IN SPORTS SPENDING VS. 2008	CHANGE IN SPORTS SPENDING VS. 2007
1 (1)	Anheuser-Busch	\$309,178,656	\$408,024,258	76%	-6%	16%
2 (3)	Verizon Communications	\$228,150,391	\$1,131,202,308	20%	-2%	5%
3 (6)	Sprint Nextel	\$204,961,328	\$569,360,813	36%	10%	16%
4 (7)	Ford	\$197,345,266	\$599,444,324	33%	10%	-1%
5 (2)	AT&T Wireless	\$180,919,156	\$757,939,851	24%	-32%	NA
6 (11)	Geico Direct	\$171,272,922	\$431,404,936	40%	26%	106%
7 (5)	Toyota Motor Sales USA	\$166,766,578	\$509,332,621	33%	-25%	-18%
8 (10)	DirecTV	\$166,741,438	\$382,974,240	44%	9%	66%
9 (4)	Chevrolet Motor Division	\$160,307,422	\$450,917,384	36%	-30%	-25%
10 (8)	McDonald's	\$155,405,203	\$724,494,765	22%	-9%	25%
11 (31)	Pfizer Pharmaceuticals Group	\$129,212,773	\$648,390,439	20%	75%	216%
12 (12)	Southwest Airlines	\$126,540,508	\$196,790,087	64%	-4%	11%
13 (16)	State Farm	\$117,084,953	\$268,157,545	44%	4%	38%
14 (17)	MillerCoors	\$116,787,562	\$173,106,248	68%	6%	10%
15 (18)	Coors Brewing	\$115,199,250	\$143,190,014	81%	7%	1%
16 (20)	Taco Bell	\$112,211,344	\$226,736,065	50%	10%	28%
17 (36)	Warner Bros. Entertainment	\$111,135,266	\$459,223,023	24%	60%	94%
18 (19)	Subway	\$98,645,367	\$377,199,067	26%	-4%	28%
19 (21)	Apple	\$97,074,844	\$384,500,007	25%	5%	9%
20 (74)	Microsoft	\$94,903,898	\$358,776,419	27%	160%	287%
21 (29)	GMC Truck Division	\$89,820,594	\$190,811,181	47%	21%	9%
22 (14)	Dodge Car-Truck Division	\$86,964,750	\$275,924,876	32%	-30%	-24%
23 (15)	Coca-Cola	\$79,827,586	\$158,971,153	50%	-34%	-4%
24 (30)	Lexus	\$78,659,344	\$177,049,043	44%	6%	23%
25 (42)	Lilly Icos	\$78,073,695	\$144,032,517	54%	23%	28%
26 (32)	Lowe's Home Centers	\$77,902,531	\$229,033,043	34%	8%	18%
27 (9)	Nissan North America	\$77,808,398	\$263,516,480	30%	-52%	-51%
28 (38)	Hyundai Motor America	\$77,402,711	\$238,668,654	32%	14%	121%
29 (40)	Burger King	\$75,750,852	\$245,066,715	31%	15%	36%
30 (64)	NFL	\$68,119,312	\$76,609,153	89%	57%	23%
31 (26)	Home Depot	\$67,848,250	\$255,387,473	27%	-17%	-6%
32 (24)	American Honda	\$67,409,805	\$414,105,871	16%	-21%	-19%
33 (13)	Visa	\$63,944,215	\$183,781,722	35%	-50%	3%
34 (95)	Adaptive Marketing	\$63,437,117	\$123,317,128	51%	310%	24660%
35 (33)	Mercedes-Benz USA	\$63,271,363	\$167,467,325	38%	-12%	38%
36 (41)	Boehringer Ingelheim Pharm.	\$62,712,055	\$163,379,001	38%	-5%	27%
37 (58)	IBM	\$62,533,137	\$75,189,313	83%	30%	1%
38 (27)	Universal Pictures	\$61,372,328	\$312,833,688	20%	-20%	41%
39 (22)	Nike	\$58,057,645	\$61,632,464	94%	-36%	8%
40 (47)	Wendy's	\$57,570,266	\$245,646,933	23%	0%	-21%
41 (80)	Wal-Mart	\$57,459,426	\$749,852,647	8%	81%	206%
42 (23)	NFL Properties	\$56,636,363	\$57,094,617	99%	-34%	-41%
43 (69)	Sony of America	\$56,112,609	\$112,016,742	50%	46%	10%
44 (25)	Cadillac	\$54,002,758	\$160,887,225	34%	-36%	-15%
45 (57)	KFC	\$54,001,129	\$250,300,505	22%	10%	42%
46 (60)	Am. Ex. Travel Related Services	\$53,700,125	\$146,153,523	37%	16%	10%
47 (72)	Progressive	\$53,055,922	\$356,384,450	15%	44%	39%
48 (62)	FedEx	\$51,575,070	\$56,056,166	92%	14%	1%
49 (49)	T-Mobile	\$51,562,121	\$340,990,507	15%	-8%	1%
50 (88)	Unilever	\$50,026,305	\$327,698,594	15%	88%	77%