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**PRESENTED BY:**

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## The Most Followed Name on Wall Street

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- » The Dow Jones Industrial Average is the nation's #1 economic indicator.
- » The leading provider of global business news and information services.
- » Publisher of The Wall Street Journal
- » Over 1,900 news and editorial staff worldwide supply the power of the #1 business news brand.



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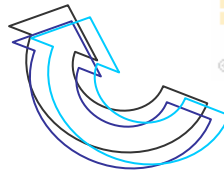
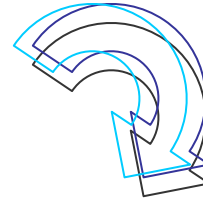
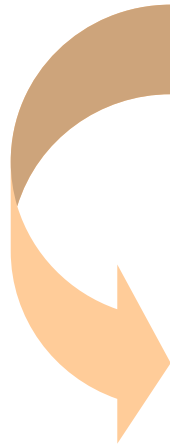
# THE WALL STREET JOURNAL & DOW JONES: *SELL THE BRAND*

integrity

reliability

authority

success






**DOWJONES**  
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**LIVE! ON**

**Business News. On the radio.**

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- » The *Dow Jones Report* is the broadcast arm of Dow Jones and The Wall The Street Journal - Pulitzer Prize recipient 33 times.
  - » One-minute business news reports from Dow Jones throughout the day.
  - » LIVE from the Dow Jones newsroom, our anchors with your on-air talent.
- 




**DOWJONES**  
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## THE BENEFITS

- » Specific daily program times mean appointment listening at work, at home, in the car and online.
  - » High-end advertisers trust **Dow Jones**. In-program ads pop!
  - » Get premium rates for premium programming. *Dow Jones Money Reports* provide an exclusive, upscale showcase for select advertisers.
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# Top Local Sales Categories

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## **AUTOMOTIVE**

Car dealerships selling: Mercedes Benz, BMW, Lincoln Mercury, Jaguar, Infiniti, Lexus, Mazda, Volvo, Audi, Austin Martin, Porsche, Ferrari, Maserati, Toyota



## **BANKS**

Chase, Comerica, NCI Corp, First Niagara, East West Bank, Citizen's, Sovereign, First Republic Bank, The Bank of NY, Franklin, North Fork Bank

## **FINANCIAL SERVICES**

American Express, Fidelity, Raymond James, NIPS, RBC Dain Rauscher, Coastal Federal Credit Union, Western Bank, Western Federal Credit Union, Wescom Credit Union, Lake Shore Savings, RSM McGladrey, Edward Jones

## **CONSUMER/RETAIL**

Men's Wearhouse, Harvey Electronics, Simon Malls, UPS, Bay Alarm, McRoskey Mattress Company, Westchester Medical Center, US Postal Service, Foremost Furniture, Wine Spectator, Bonfish Grille, Hotwire.com



## **BUSINESS TO BUSINESS**

Constellation New Energy, Administaff, Womble Carlyle Law Firm, Staples Business Delivery, Avery, RSM McGladrey (accounting, tax, and business consulting)

## **TELECOMMUNICATIONS/TECHNOLOGY**

Intel Internet Access, Covad, Verizon Wireless, Cisco Systems, AT&T, U.S. Cellular

## **INSURANCE**

Nationwide, Country Insurance, One Beacon, Perfect Health, Aetna

# Top 5 National Sales Categories

## BUSINESS TO BUSINESS

Barracuda Networks, Royal Bank of Scotland, Cendant, Exergen Corporation, Michigan Economic Development, American Institute of Architects, Constant Contact, American Academy of Family Physicians, CompuWare

## FINANCIAL

Vanguard, Ameriprise, Fidelity, Principal Financial, Discover, Guardian Life Insurance, New York Life, Progressive Insurance, Prudential, Select Quote, UBS Paine Webber, Wells Fargo, Geico Insurance, Mastercard International, Franklin Templeton Investments, Lending Tree

## AUTOMOTIVE

Onstar, Goodyear, GM, Lincoln-Mercury, GMAC, American Honda, Ford, Volkswagen of America, Acura, Mercedes-Benz

## CONSUMER

Microsoft, General Mills, Home Depot, USPS, Zales, Turbo Tax, Sam's Club, NAR, Tomtom.com, ABC-TV, Hewlett Packard, Bose, Dell, Gateway, Hoover, I Sold It, Lowe's, Match.com, NAPA, Office Depot, Office Max, Outback Steakhouse, Philips, Sara Lee, McNeil Specialty Products, Showtime, Tempur-Pedic, The Wine Group, Verizon, National Pest Management, Welch's, ConsumerInfo.com, Emerson Electric

## PHARMACEUTICAL

Nexium, Merck, Glaxo SmithKline, Blue Cross/Blue Shield, Ganden Biotech, Pfizer, Takeda, National Foundation for Diseases

