

# New York DMA Banks Spending Summary by Advertiser

Full Year 2008 - Full Year 2009

Rank / Advertiser	Full Year 2009		Full Year 2008		% Change		
	Spending	% Mkt	Spending	% Mkt	Spending	% Mkt	
1 Capital One Bank	\$22,085,756	17.7	\$18,380,548	10.5	20.2	68.6	
2 JPMorgan Chase & Co	\$15,678,451	12.6	\$20,275,782	11.5	(22.7)	9.6	
3 Bank of America	\$14,195,828	11.4	\$33,539,435	19.1	(57.7)	(40.3)	
4 Citibank	\$12,865,112	10.3	\$16,289,317	9.3	(21.0)	10.8	
5 PNC	\$9,044,811	7.3	\$9,207,213	5.2	(1.8)	40.4	
6 TD Bank	\$7,482,964	6.0	\$4,931,606	2.8	51.7	114.3	
7 HSBC	\$7,371,283	5.9	\$8,676,387	4.9	(15.0)	20.4	
8 Wells Fargo	\$3,509,334	2.8	\$639,201	0.4	449.0	600.0	
9 Barclay's Bank	\$2,879,526	2.3	\$3,094,405	1.8	(6.9)	27.8	
10 New York Community Bank	\$1,510,704	1.2	\$1,011,078	0.6	49.4	100.0	
11 Sovereign Bank	\$1,494,165	1.2	\$5,484,059	3.1	(72.8)	(61.3)	
12 Deutsche Bank	\$1,423,467	1.1	\$121,839	0.1	1068.3	1000.0	
13 First Republic	\$1,370,764	1.1	\$689,203	0.4	98.9	175.0	
14 U.S. Bank, N.A.	\$1,276,501	1.0	\$229,071	0.1	457.3	900.0	
15 Banco Santander Puerto Rico	\$1,179,051	0.9	\$310,136	0.2	280.2	350.0	
16 Hudson City Savings	\$1,108,901	0.9	\$1,341,647	0.8	(17.3)	12.5	
17 Ridgewood Savings	\$1,086,202	0.9	\$1,349,262	0.8	(19.5)	12.5	
18 Provident Bank Jersey City	\$1,086,198	0.9	\$814,687	0.5	33.3	80.0	
19 Credit Suisse	\$938,940	0.8	\$1,790,555	1.0	(47.6)	(20.0)	
20 Webster Bank	\$891,087	0.7	\$905,795	0.5	(1.6)	40.0	
21 Wachovia Bank	\$825,626	0.7	\$8,069,248	4.6	(89.8)	(84.8)	
22 People's United Bank	\$712,163	0.6	\$1,273,179	0.7	(44.1)	(14.3)	
23 Valley National	\$690,020	0.6	\$1,340,169	0.8	(48.5)	(25.0)	
24 Bessemer Trust Company	\$672,725	0.5	\$727,269	0.4	(7.5)	25.0	
25 Astoria Federal Savings	\$646,882	0.5	\$1,627,739	0.9	(60.3)	(44.4)	
26 Flushing Bank	\$626,822	0.5	\$499,552	0.3	25.5	66.7	
27 Bank of New York Mellon	\$607,602	0.5	\$329,460	0.2	84.4	150.0	
28 State Street Bank & Trust	\$574,068	0.5	\$325,684	0.2	76.3	150.0	
29 Provident Bank Montebello	\$540,797	0.4	\$1,074,188	0.6	(49.7)	(33.3)	
30 Apple Bank For Savings	\$479,570	0.4	\$398,020	0.2	20.5	100.0	

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# New York DMA Banks Historical Spending by Advertiser

1st Qtr '08 - 4th Qtr '09

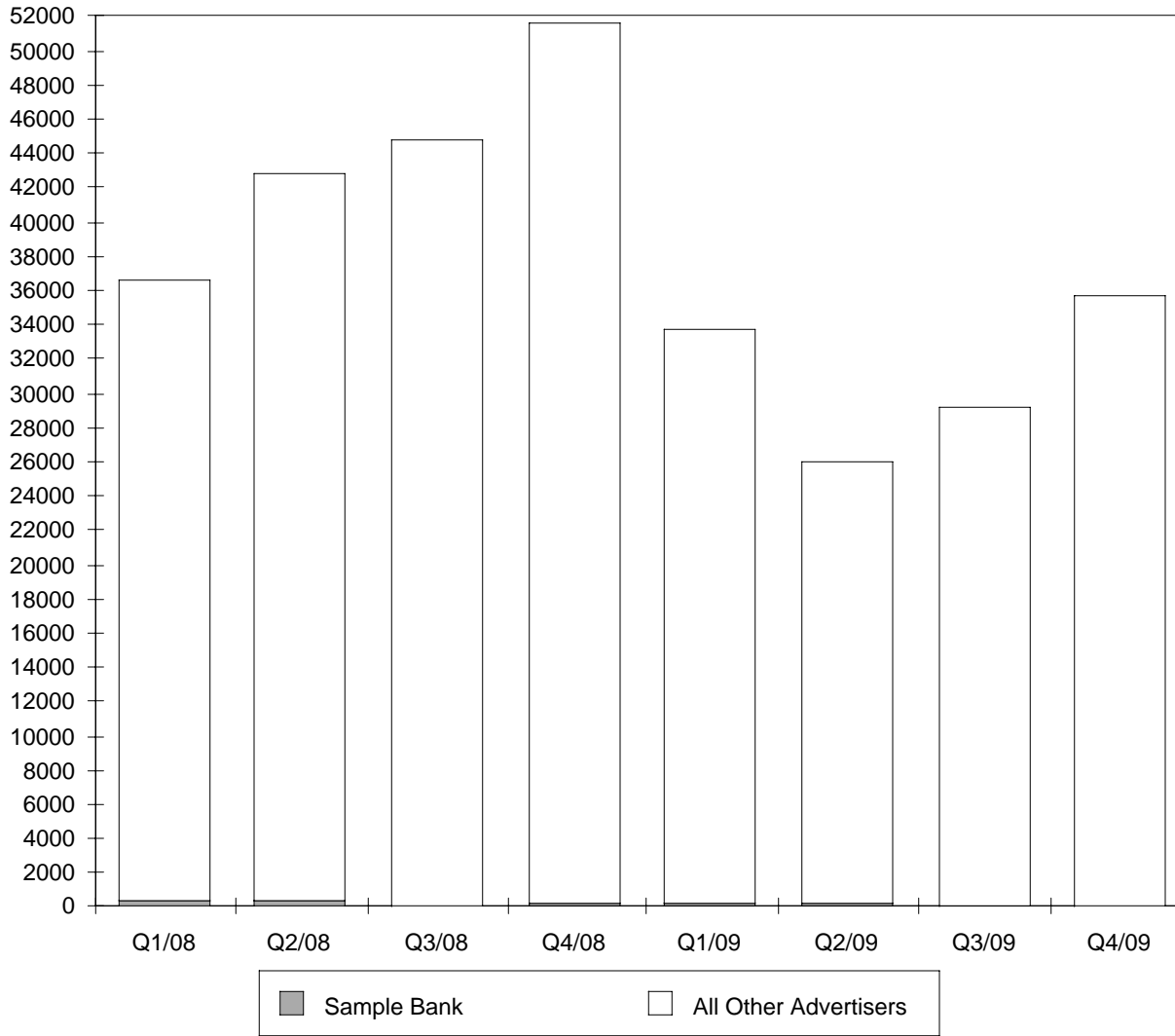
4th Qtr '09 Rank / Advertisers	Share of Voice (% of Market Spending)										Year to Year % Change
	Q1/08	Q2/08	Q3/08	Q4/08	Year Total	Q1/09	Q2/09	Q3/09	Q4/09	Year Total	
1 Capital One Bank	0.3	12.3	12.6	14.2	10.5	17.0	17.5	13.8	21.8	17.7	68.6
2 JPMorgan Chase & Co	15.8	13.6	10.7	7.5	11.5	10.1	13.6	13.5	13.5	12.6	9.6
3 Bank of America	28.3	10.8	19.9	18.6	19.1	11.3	10.8	12.9	10.6	11.4	(40.3)
4 Citibank	5.1	10.4	6.8	13.4	9.3	17.6	7.0	6.4	9.1	10.3	10.8
5 TD Bank	0.4	0.2	1.2	8.1	2.8	3.8	4.0	7.2	8.7	6.0	114.3
6 HSBC	2.0	3.3	7.0	6.5	4.9	4.3	3.9	8.9	6.5	5.9	20.4
7 Barclay's Bank	0.9	2.7	1.4	1.8	1.8	2.1	0.3	2.2	4.1	2.3	27.8
8 PNC	6.8	6.0	6.3	2.6	5.2	8.8	10.1	7.1	3.8	7.3	40.4
9 Wells Fargo	0.2	0.2	0.1	0.8	0.4	2.8	0.9	5.1	2.3	2.8	600.0
10 Credit Suisse	1.2	1.1	0.7	1.1	1.0	0.2	0.7	0.7	1.4	0.8	(20.0)
11 Ridgewood Savings	0.4	1.1	0.1	1.3	0.8	0.4	1.9	--	1.2	0.9	12.5
12 Deutsche Bank	--	--	0.1	0.1	0.1	--	2.2	1.5	1.2	1.1	1,000.0
13 Valley National	--	0.1	1.5	1.2	0.8	0.6	--	0.4	1.1	0.6	(25.0)
14 New York Community Bank	0.4	0.6	0.6	0.6	0.6	1.0	1.9	1.1	1.1	1.2	100.0
15 Bank of New York Mellon	--	0.2	0.3	0.2	0.2	--	0.4	0.5	1.0	0.5	150.0
16 State Street Bank &	0.2	0.3	0.2	0.1	0.2	0.1	0.1	0.6	1.0	0.5	150.0
17 U.S. Bank, N.A.	--	--	0.3	0.2	0.1	--	0.1	3.2	0.9	1.0	900.0
18 First Republic	0.4	0.4	0.4	0.4	0.4	1.2	1.6	0.9	0.8	1.1	175.0
19 Astoria Federal Savings	0.7	1.0	1.2	0.8	0.9	0.4	0.7	0.2	0.7	0.5	(44.4)
20 Bessemer Trust Company	0.6	0.8	0.1	0.2	0.4	0.4	1.3	--	0.5	0.5	25.0
21 Hudson City Savings	0.8	0.9	0.6	0.7	0.8	1.2	1.2	0.7	0.5	0.9	12.5
22 People's United Bank	0.8	0.7	0.8	0.6	0.7	0.5	0.9	0.5	0.5	0.6	(14.3)
23 Webster Bank	0.4	0.8	0.5	0.4	0.5	0.5	1.1	1.0	0.4	0.7	40.0
24 Northfield Bank	0.2	--	--	--	--	0.1	0.4	0.3	0.4	0.3	--
25 M&T Bank	--	--	--	--	--	0.1	--	0.2	0.4	0.2	--

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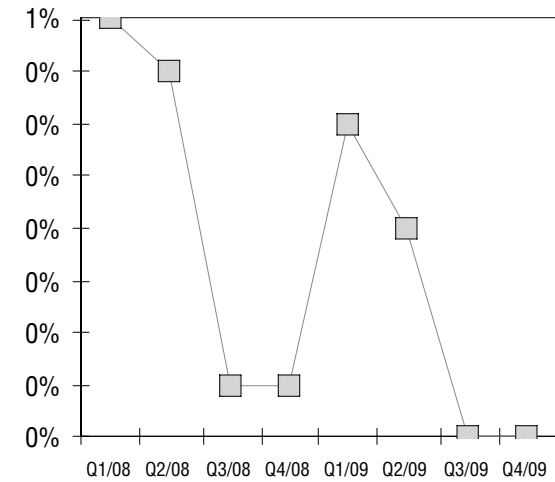
# New York DMA Banks Historical Category Spending

1st Qtr '08 - 4th Qtr '09

(Spending in thousands of dollars)



Sample Bank SOV



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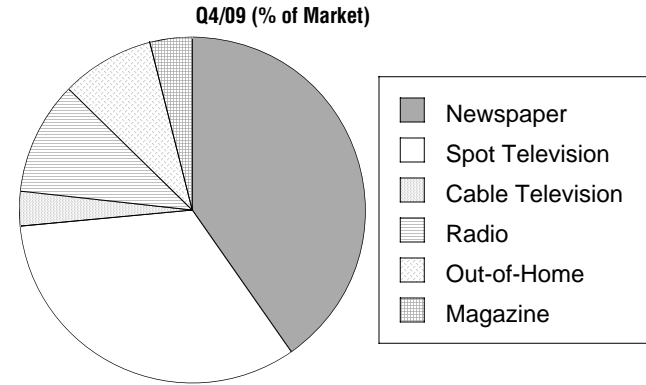
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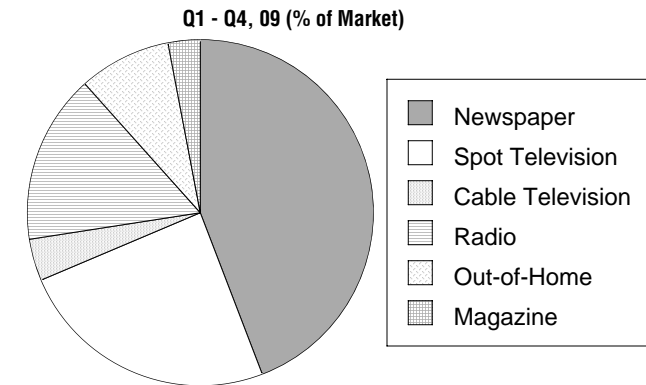
# New York DMA Banks Category Spending by Medium

4th Qtr '09

	Q4/09		Q4/08		% Change	
	Spending	% Mkt	Spending	% Mkt	Spending	% Mkt
Newspaper	\$14,437,649	40.4	\$27,389,240	53.0	(47.3)	(23.8)
Spot Television	\$11,933,410	33.4	\$7,150,220	13.8	66.9	142.0
Cable Television	\$1,009,720	2.8	\$2,108,164	4.1	(52.1)	(31.7)
Radio	\$3,797,362	10.6	\$7,919,308	15.3	(52.0)	(30.7)
Out-of-Home	\$3,195,996	9.0	\$5,776,265	11.2	(44.7)	(19.6)
Magazine	\$1,327,328	3.7	\$1,300,138	2.5	2.1	48.0
<b>Total</b>	<b>\$35,701,465</b>	<b>100.0</b>	<b>\$51,643,335</b>	<b>53.0</b>	<b>(30.9)</b>	<b>--</b>



	Q1 - Q4, 09		Q1 - Q4, 08		% Change	
	Spending	% Mkt	Spending	% Mkt	Spending	% Mkt
Newspaper	\$55,183,201	44.3	\$81,318,423	46.2	(32.1)	(4.1)
Spot Television	\$30,559,681	24.5	\$34,657,893	19.7	(11.8)	24.4
Cable Television	\$4,717,688	3.8	\$7,033,792	4.0	(32.9)	(5.0)
Radio	\$19,800,977	15.9	\$27,206,474	15.5	(27.2)	2.6
Out-of-Home	\$10,706,627	8.6	\$22,167,812	12.6	(51.7)	(31.7)
Magazine	\$3,658,518	2.9	\$3,457,983	2.0	5.8	45.0
<b>Total</b>	<b>\$124,626,692</b>	<b>100.0</b>	<b>\$175,842,377</b>	<b>100.0</b>	<b>(29.1)</b>	<b>--</b>



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# New York DMA Banks Spending (\$000)

Full Year 2008 / Full Year 2009

Rank / Advertiser		Newspaper		Spot Television		Cable Television		Radio		Out-of-Home		Magazine		Total		% Change
1 Capital One Bank	Q1 - Q4, 09	\$5,093	23.1	\$12,218	55.3	\$518	2.3	\$2,099	9.5	\$1,876	8.5	\$281	1.3	\$22,086	17.7	20.2
	Q1 - Q4, 08	\$8,073	43.9	\$5,676	30.9	\$325	1.8	\$2,552	13.9	\$1,561	8.5	\$193	1.0	\$18,381	10.5	
2 JPMorgan Chase & Co	Q1 - Q4, 09	\$5,438	34.7	\$5,434	34.7	\$216	1.4	\$3,228	20.6	\$903	5.8	\$460	2.9	\$15,678	12.6	(22.7)
	Q1 - Q4, 08	\$6,540	32.3	\$6,597	32.5	\$341	1.7	\$2,877	14.2	\$3,518	17.4	\$403	2.0	\$20,276	11.5	
3 Bank of America	Q1 - Q4, 09	\$6,987	49.2	\$1,990	14.0	\$12	0.1	\$2,333	16.4	\$2,375	16.7	\$499	3.5	\$14,196	11.4	(57.7)
	Q1 - Q4, 08	\$10,122	30.2	\$12,234	36.5	\$92	0.3	\$6,282	18.7	\$4,479	13.4	\$331	1.0	\$33,539	19.1	
4 Citibank	Q1 - Q4, 09	\$8,718	67.8	\$1,881	14.6	\$33	0.3	\$1,789	13.9	\$386	3.0	\$58	0.5	\$12,865	10.3	(21.0)
	Q1 - Q4, 08	\$14,653	90.0	\$0	--	\$128	0.8	\$1,073	6.6	\$291	1.8	\$144	0.9	\$16,289	9.3	
5 PNC	Q1 - Q4, 09	\$1,692	18.7	\$2,550	28.2	\$1,674	18.5	\$3,033	33.5	\$15	0.2	\$81	0.9	\$9,045	7.3	(1.8)
	Q1 - Q4, 08	\$950	10.3	\$2,599	28.2	\$1,977	21.5	\$3,553	38.6	\$79	0.9	\$49	0.5	\$9,207	5.2	
6 TD Bank	Q1 - Q4, 09	\$2,521	33.7	\$3,773	50.4	\$425	5.7	\$619	8.3	\$69	0.9	\$76	1.0	\$7,483	6.0	51.7
	Q1 - Q4, 08	\$1,822	36.9	\$864	17.5	\$357	7.2	\$838	17.0	\$1,019	20.7	\$31	0.6	\$4,932	2.8	
7 HSBC	Q1 - Q4, 09	\$3,084	41.8	\$1,387	18.8	\$172	2.3	\$666	9.0	\$1,093	14.8	\$969	13.1	\$7,371	5.9	(15.0)
	Q1 - Q4, 08	\$4,018	46.3	\$1,243	14.3	\$478	5.5	\$1,509	17.4	\$730	8.4	\$698	8.0	\$8,676	4.9	
8 Wells Fargo	Q1 - Q4, 09	\$1,717	48.9	\$777	22.1	\$8	0.2	\$849	24.2	\$0	--	\$158	4.5	\$3,509	2.8	449.1
	Q1 - Q4, 08	\$456	71.4	\$0	--	\$10	1.6	\$71	11.1	\$0	--	\$103	16.1	\$639	0.4	
9 Barclay's Bank	Q1 - Q4, 09	\$2,631	91.4	\$145	5.0	\$0	--	\$104	3.6	\$0	--	\$0	--	\$2,880	2.3	(6.9)
	Q1 - Q4, 08	\$2,548	82.4	\$77	2.5	\$0	--	\$0	--	\$290	9.4	\$180	5.8	\$3,094	1.8	
10 New York Community Bank	Q1 - Q4, 09	\$804	53.2	\$0	--	\$86	5.7	\$400	26.5	\$214	14.2	\$7	0.5	\$1,511	1.2	49.5
	Q1 - Q4, 08	\$546	54.0	\$0	--	\$0	--	\$334	33.0	\$130	12.9	\$0	--	\$1,011	0.6	
11 Sovereign Bank	Q1 - Q4, 09	\$688	46.1	\$0	--	\$0	--	\$475	31.8	\$327	21.9	\$4	0.3	\$1,494	1.2	(72.8)
	Q1 - Q4, 08	\$3,451	62.9	\$0	--	\$0	--	\$981	17.9	\$971	17.7	\$80	1.5	\$5,484	3.1	
12 Deutsche Bank	Q1 - Q4, 09	\$72	5.1	\$0	--	\$0	--	\$0	--	\$1,351	94.9	\$0	--	\$1,423	1.1	1066.4
	Q1 - Q4, 08	\$102	83.6	\$0	--	\$0	--	\$0	--	\$0	--	\$20	16.4	\$122	0.1	
13 First Republic	Q1 - Q4, 09	\$987	72.0	\$0	--	\$0	--	\$384	28.0	\$0	--	\$0	--	\$1,371	1.1	99.0
	Q1 - Q4, 08	\$161	23.4	\$0	--	\$0	--	\$528	76.6	\$0	--	\$0	--	\$689	0.4	
14 U.S. Bank, N.A.	Q1 - Q4, 09	\$1,239	97.0	\$38	3.0	\$0	--	\$0	--	\$0	--	\$0	--	\$1,277	1.0	457.6
	Q1 - Q4, 08	\$217	94.8	\$0	--	\$0	--	\$0	--	\$12	5.2	\$0	--	\$229	0.1	
15 Banco Santander Puerto Rico	Q1 - Q4, 09	\$1,179	100.0	\$0	--	\$0	--	\$0	--	\$0	--	\$0	--	\$1,179	0.9	280.3
	Q1 - Q4, 08	\$310	100.0	\$0	--	\$0	--	\$0	--	\$0	--	\$0	--	\$310	0.2	
16 Hudson City Savings	Q1 - Q4, 09	\$1,097	98.9	\$0	--	\$0	--	\$12	1.1	\$0	--	\$0	--	\$1,109	0.9	(17.4)
	Q1 - Q4, 08	\$1,330	99.1	\$0	--	\$0	--	\$12	0.9	\$0	--	\$0	--	\$1,342	0.8	
17 Ridgewood Savings	Q1 - Q4, 09	\$57	5.2	\$305	28.1	\$211	19.4	\$492	45.3	\$21	1.9	\$0	--	\$1,086	0.9	(19.5)
	Q1 - Q4, 08	\$240	17.8	\$100	7.4	\$433	32.1	\$565	41.9	\$12	0.9	\$0	--	\$1,349	0.8	
18 Provident Bank Jersey City	Q1 - Q4, 09	\$707	65.1	\$0	--	\$45	4.1	\$0	--	\$311	28.6	\$23	2.1	\$1,086	0.9	33.3
	Q1 - Q4, 08	\$306	37.5	\$0	--	\$108	13.3	\$22	2.7	\$368	45.2	\$11	1.3	\$815	0.5	

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