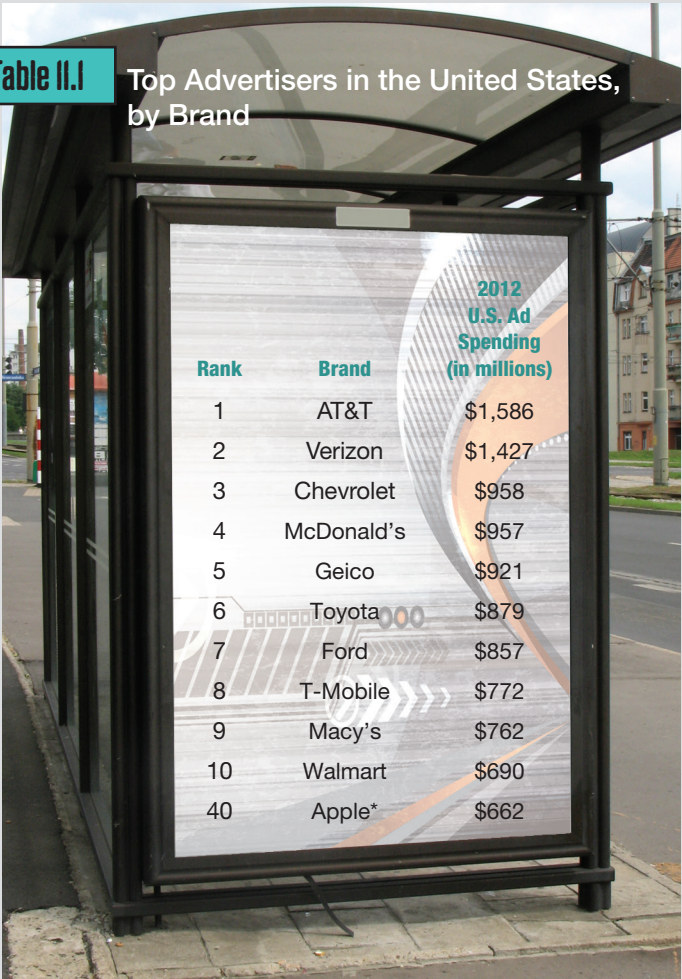


**Table II.1****Top Advertisers in the United States,  
by Brand**

2012 U.S. Ad Spending (in millions)		
Rank	Brand	
1	AT&T	\$1,586
2	Verizon	\$1,427
3	Chevrolet	\$958
4	McDonald's	\$957
5	Geico	\$921
6	Toyota	\$879
7	Ford	\$857
8	T-Mobile	\$772
9	Macy's	\$762
10	Walmart	\$690
40	Apple*	\$662

\*For comparison, Apple is the world's highest-valued corporation. It is ranked number twelve in terms of advertising spending.

Source: Data from the *Advertising Age Top 200 Megabrands*. Reprinted with permission from *Advertising Age/American Demographics*. Copyright, Crain Communications Inc., 2014.