

Ad-To-Sales Ratios
Industry Gross Margins
2009

2009 Ad-To-Sales Ratios And Gross Margins

Industry	SIC No.	Ad Dollars as Percent of Sales	Annual Ad Growth Rate (%)	Annual Sales Growth Rate (%)	Gross Margin As Percent of Sales*	Ad Dollars as Percent of Margin
ABRASIVE,ASBESTOS,MISC MINRL	3290	0.4	0	-4.8	22.2	1.8
ACCIDENT & HEALTH INSURANCE	6321	1.1	5.9	5.3	9.4	11.7
ACCOUNT,AUDIT,BOOKKEEP SVCS	8721	1	28	10.4	47.6	2.1
ADVERTISING	7310	2.3	12.1	12.8	42.6	5.4
ADVERTISING AGENCIES	7311	12.8	13.4	5.1	17.0	75.1
AGRIC PROD-LVSTK,ANIMAL SPEC	200	1.4	18.3	16.6	35.9	3.9
AGRICULTURAL CHEMICALS	2870	6.4	24.1	19.2	45.1	14.2
AGRICULTURAL SERVICES	700	0.2	2.1	10.7	25.0	0.8
AGRICULTURE PRODUCTION-CROPS	100	0.8	6.5	9.2	38.1	2.1
AIR COURIER SERVICES	4513	0.9	7.5	6.1	19.6	4.6
AIR TRANSPORT, SCHEDULED	4512	0.9	7.1	8	14.1	6.4
AIR-COND,HEATING,REFRIG EQ	3585	1.5	-3.5	-2.5	24.6	6.1
AIRCRAFT	3721	0.2	5.6	3.8	20.0	1
AIRCRAFT AND PARTS	3720	0	21.4	9.2	0.0	0.2
AIRCRAFT PARTS, AUX EQ, NEC	3728	0	-11.2	9	N/A	0
AIRPORTS & TERMINAL SERVICES	4581	1.5	8.9	18	10.9	13.8
AMUSEMENT & RECREATION SVCS	7900	4.2	7.4	6.4	19.5	21.5
AMUSEMENT PARKS	7996	7.5	7.5	6.3	50.0	15
APPAREL & OTHER FINISHED PDS	2300	4.7	7	7.6	46.1	10.2
APPAREL AND ACCESSORY STORES	5600	5	3.9	1.1	39.7	12.6
APPAREL,PIECE GDS,NOTNS-WHSL	5130	4.4	2.4	4	28.2	15.6
ARRANGE TRANS-FREIGHT, CARGO	4731	0.1	8.4	9.6	50.0	0.2
ASPHALT PAVING,ROOFING MATLS	2950	0.7	9.1	13.3	33.3	2.1
AUTO AND HOME SUPPLY STORES	5531	1.7	1.5	5.7	50.0	3.4
AUTO DEALERS, GAS STATIONS	5500	0.8	-2.5	0.5	13.8	5.8
AUTO RENT & LEASE,NO DRIVERS	7510	3.3	-2.5	1.9	38.8	8.5
AUTO REPAIR,SERVICES,PARKING	7500	9.2	1.5	6.9	27.9	33
AUTOMATIC REGULATNG CONTROLS	3822	5	24.8	24.9	47.6	10.5
BAKERY PRODUCTS	2050	0.6	-18.6	3.2	46.2	1.3
BALL AND ROLLER BEARINGS	3562	0.6	6.9	5.2	37.5	1.6
BEVERAGES	2080	6.1	6.8	10.3	60.4	10.1
BIOLOGICAL PDS,EX DIAGNSTICS	2836	1.4	6.7	10.3	70.0	2
BITMNS COAL,LIGNITE SURF MNG	1221	0.6	28.9	9.3	-150.0	-0.4
BITUMINOUS COAL, LIGNITE MNG	1220	0.2	10.2	11.9	40.0	0.5
BLANKBOOKS,BINDERS,BOOKBIND	2780	5.9	7.5	7	47.6	12.4
BLDG MATL,HARDWR,GARDEN-RETL	5200	1.9	7.9	10.3	29.7	6.4
BOOKS: PUBG, PUBG & PRINTING	2731	3.2	1	12.5	41.6	7.7
BRDWOVEN FABRIC MILL, COTTON	2211	0.1	17.3	11.5	6.3	1.6
BTLD & CAN SOFT DRINKS,WATER	2086	3.6	7.5	8.1	46.2	7.8
BUSINESS SERVICES, NEC	7389	1.8	7.7	5.7	36.0	5
CABLE AND OTHER PAY TV SVCS	4841	6.2	1.1	9.9	53.9	11.5
CACULATE,ACCT MACH,EX COMP	3578	0.4	-6.8	1.3	26.7	1.5
CAN FRUIT,VEG,PRESRV,JAM,JEL	2033	1.9	5.1	6.9	25.7	7.4
CAN,FROZN,PRESRV FRUIT & VEG	2030	3	3.9	5.8	36.6	8.2
CARPETS AND RUGS	2273	0.9	1.5	-6.6	31.0	2.9
CATALOG, MAIL-ORDER HOUSES	5961	4	11.3	12.2	26.8	14.9
CHEMICALS & ALLIED PDS-WHSL	5160	1.6	1.7	8.7	16.7	9.6
CHEMICALS & ALLIED PRODUCTS	2800	6.6	15.9	9.5	61.1	10.8
CIGARETTES	2111	0.8	-1.6	8.5	34.8	2.3
CMP AND CMP SOFTWARE STORES	5734	0.6	18.2	15.5	27.3	2.2

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CMP INTEGRATED SYS DESIGN	7373	0.6	11.7	10.4	42.9	1.4
CMP PROCESSING,DATA PREP SVC	7374	1.6	6.8	5	34.8	4.6
CMP PROGRAMMING,DATA PROCESS	7370	3.5	9.4	9.3	51.5	6.8
COML PHYSICAL, BIOLOGCL RESH	8731	0.3	2.3	13	42.9	0.7
COMMERCIAL PRINTING	2750	0.1	2	3.8	16.7	0.6
COMMUNICATIONS EQUIP, NEC	3669	2.6	9.8	13	38.8	6.7
COMMUNICATIONS SERVICES, NEC	4899	4.1	5.6	11.8	42.3	9.7
COMPUTER & OFFICE EQUIPMENT	3570	0.9	3.7	8.4	25.0	3.6
COMPUTER COMMUNICATION EQUIP	3576	0.2	8.8	12.9	100.0	0.2
COMPUTER PERIPHERAL EQ, NEC	3577	2.8	7.2	7.6	49.1	5.7
COMPUTER PROGRAMMING SERVICE	7371	0.1	4.8	12.8	50.0	0.2
COMPUTER STORAGE DEVICES	3572	0.3	14.6	12.7	37.5	0.8
COMPUTERS & SOFTWARE-WHSL	5045	0.3	7.4	5.8	8.1	3.7
CONCRETE PDS, EX BLOCK,BRICK	3272	1.2	8.9	1.9	31.6	3.8
CONCRETE,GYPSUM,PLASTER PDS	3270	0.5	2	4.7	27.8	1.8
CONGLOMERATE	9997	0.5	23.2	6.7	12.8	3.9
CONSTR,MINING,MATL HANDLE EQ	3530	1.3	13.1	15	29.5	4.4
CONSTR,MNG (EX PETE) EQ-WHSL	5082	0.2	9.3	-12.4	1.3	15.5
CONSTRUCTION MACHINERY & EQ	3531	0.2	4.6	9.3	33.3	0.6
CONSTRUCTION-SPECIAL TRADE	1700	0	6.2	18.5	0.0	0.3
CONVENIENCE STORES	5412	0.6	21.8	0.9	25.0	2.4
CONVRT PAPR,PAPRBRD,EX BOXES	2670	1	3	5.1	38.5	2.6
COOKIES AND CRACKERS	2052	0.1	-48.5	6.8	33.3	0.3
CREDIT REPORTING AGENCIES	7320	1.3	10.9	5.2	54.2	2.4
CRUDE PETROLEUM & NATURAL GS	1311	0.3	25.8	17.4	75.0	0.4
CUTLERY, HANDTOOLS,GEN HRDWR	3420	1.6	8.3	4.2	44.4	3.6
DAIRY PRODUCTS	2020	2.4	11.7	14.1	22.6	10.6
DENTAL EQUIPMENT & SUPPLIES	3843	4.5	9.9	10.4	58.4	7.7
DEPARTMENT STORES	5311	5.6	3.2	-1.8	35.4	15.8
DETECT,GUARD,ARMOR CAR SVCS	7381	1.2	10.7	3.1	26.7	4.5
DIRECT MAIL ADVERTISING SVCS	7331	2	11.3	-4.4	16.9	11.8
DISTILLED AND BLENDED LIQUOR	2085	14.1	7.9	7.9	64.1	22
DOLLS AND STUFFED TOYS	3942	11	4.3	3.5	46.4	23.7
DRAWNG,INSULATNG NONFER WIRE	3357	0.4	13.2	18.7	23.5	1.7
DRILLING OIL AND GAS WELLS	1381	0.1	25.9	16.6	25.0	0.4
DRUG & PROPRIETARY STORES	5912	0.6	7.5	14.8	21.4	2.8
DRUGS AND PROPRIETARY-WHSL	5122	0.2	-0.9	5.8	6.1	3.3
DURABLE GOODS-WHOLESALE	5000	0.3	9.1	13.2	23.1	1.3
EATING AND DRINKING PLACES	5810	4	20.1	6.5	66.7	6
EATING PLACES	5812	2.7	6.8	7	24.8	10.9
EDUCATIONAL SERVICES	8200	12.2	8.2	10	52.8	23.1
ELEC APPARATUS & EQUIP-WHSL	5063	0.2	3.9	7.1	22.2	0.9
ELEC MEAS & TEST INSTRUMENTS	3825	0.7	6.8	7.4	58.3	1.2
ELECTR COIL,TRANSFRM,INDUCTR	3677	0.3	12	0.9	37.5	0.8
ELECTR, OTH ELEC EQ, EX CMP	3600	2.7	6.7	5.9	35.1	7.7
ELECTRIC HOUSEWARES AND FANS	3634	2.5	9.9	12.5	32.5	7.7
ELECTRIC LIGHTING, WIRING EQ	3640	0.7	6.8	7.8	36.8	1.9
ELECTRIC SERVICES	4911	0.5	13.4	8.4	16.1	3.1
ELECTRICAL INDL APPARATUS	3620	0.1	18.6	15.2	50.0	0.2
ELECTRICAL WORK	1731	0.2	-19.2	12.3	28.6	0.7

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ELECTROMEDICAL APPARATUS	3845	1.1	8	7.9	68.8	1.6
ELECTRONIC COMP, ACCESSORIES	3670	0.8	31.7	6.4	40.0	2
ELECTRONIC COMPONENTS, NEC	3679	0.4	3.6	8.1	40.0	1
ELECTRONIC COMPUTERS	3571	1.3	6.6	7.5	30.2	4.3
ELECTRONIC CONNECTORS	3678	0.2	6.5	7.3	33.3	0.6
ELECTRONIC PARTS,EQ-WHSL,NEC	5065	0.1	6.7	10.8	14.3	0.7
EMPLOYMENT AGENCIES	7361	2.1	10.2	4.6	34.4	6.1
ENGINEERING SERVICES	8711	0.1	21.2	18.1	16.7	0.6
ENGINES AND TURBINES	3510	1.5	5.4	9.9	21.7	6.9
ENGR,ACC,RESH,MGMT,REL SVCS	8700	0.2	2.7	7.6	50.0	0.4
EQUIP RENTAL & LEASING, NEC	7359	2.3	-1.9	13.8	79.3	2.9
FABRICATED PLATE WORK	3443	0.5	6.7	11.3	33.3	1.5
FABRICATED RUBBER PDS, NEC	3060	1.2	7.3	6.5	34.3	3.5
FAMILY CLOTHING STORES	5651	1.8	0	1.4	35.3	5.1
FARM MACHINERY AND EQUIPMENT	3523	0.8	10.2	11.7	28.6	2.8
FARM-PRODUCT RAW MATL-WHSL	5150	0.1	15.8	22.4	6.3	1.6
FATS AND OILS	2070	9.2	32	19.6	44.2	20.8
FINANCE LESSORS	6172	1.1	9	-9.9	61.1	1.8
FIRE, MARINE, CASUALTY INS	6331	1.1	-6.1	0.2	-12.4	-8.9
FOOD AND KINDRED PRODUCTS	2000	13.3	14.6	8.5	51.0	26.1
FOOTWEAR, EXCEPT RUBBER	3140	4.2	2.2	-1.8	41.2	10.2
FUNCTIONS REL TO DEP BKG,NEC	6099	6	6.8	13.8	41.7	14.4
FURNITURE STORES	5712	7.8	-8.4	-12.1	52.0	15
GAMES,TOYS,CHLD VEH,EX DOLLS	3944	9.8	19.1	18.7	44.1	22.2
GEN BLDG CONTRACTOR-RESIDNTL	1520	1.5	10.5	2.9	-83.3	-1.8
GEN MED & SURGICAL HOSPITALS	8062	0.5	-19.2	8.3	11.9	4.2
GENERAL INDL MACH & EQ, NEC	3569	1.4	8.7	10	51.9	2.7
GENERAL INDUSTRIAL MACH & EQ	3560	0.5	10.5	10.2	33.3	1.5
GLASS PD,MADE OF PURCH GLASS	3231	0.1	-0.6	7.1	20.0	0.5
GOLD AND SILVER ORES	1040	51	28.4	13.7	-0.5	-10000
GRAIN MILL PRODUCTS	2040	7	-0.5	16.7	38.0	18.4
GREETING CARDS	2771	1.9	-4.5	-3.1	54.3	3.5
GROCERIES & RELATED PDS-WHSL	5140	0.2	6.7	6.7	25.0	0.8
GROCERIES, GENERAL LINE-WHSL	5141	1	4.5	5.9	11.6	8.6
GROCERY STORES	5411	0.8	2.5	1.8	27.6	2.9
HARDWR, PLUMB, HEAT EQ-WHSL	5070	0.1	-0.2	13.7	50.0	0.2
HAZARDOUS WASTE MANAGEMENT	4955	0.2	30.6	19.4	11.1	1.8
HEALTH SERVICES	8000	1.3	-5.3	5.3	44.8	2.9
HELP SUPPLY SERVICES	7363	0.6	0.6	6.6	24.0	2.5
HOBBY, TOY, AND GAME SHOPS	5945	4	8.6	2.1	36.4	11
HOME FURNITURE & EQUIP STORE	5700	5.6	0.9	-0.1	34.8	16.1
HOME HEALTH CARE SERVICES	8082	1.5	-2.7	11.5	42.9	3.5
HOSPITAL & MEDICAL SVC PLANS	6324	0.3	1.6	7.2	17.6	1.7
HOSPITALS	8060	0.6	-4.9	-4.3	18.8	3.2
HOTELS AND MOTELS	7011	1.9	0.2	2.2	21.1	9
HOTELS, OTHER LODGING PLACES	7000	1.2	10.5	5.2	92.3	1.3
HOUSEHOLD APPLIANCES	3630	2	9	0.1	16.5	12.1
HOUSEHOLD AUDIO & VIDEO EQ	3651	5.2	7.6	10.9	7.2	72.1
HOUSEHOLD FURNITURE	2510	6	-9.1	-14.1	28.8	20.8
ICE CREAM & FROZEN DESSERTS	2024	1.7	13.1	15	42.5	4

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IN VITRO,IN VIVO DIAGNOSTICS	2835	0.9	3.5	18	69.2	1.3
INDL COML FANS,BLOWRS,OTH EQ	3564	0.2	11.6	10.5	28.6	0.7
INDL INORGANIC CHEMICALS	2810	0.6	10.7	7.7	27.3	2.2
INDL TRUCKS,TRACTORS,TRAILRS	3537	0.7	-0.2	5.8	17.1	4.1
INDUSTRIAL MACH & EQ-WHSL	5084	1.8	13.5	11	47.4	3.8
INDUSTRIAL MEASUREMENT INSTR	3823	0.3	11.8	11.1	50.0	0.6
INDUSTRIAL ORGANIC CHEMICALS	2860	0	4	7.4	0.0	0.3
INS AGENTS,BROKERS & SERVICE	6411	0.4	10.1	4.8	16.0	2.5
INVESTMENT ADVICE	6282	1.8	-3	-17.1	37.5	4.8
INVESTORS, NEC	6799	0.3	19.3	16.5	21.4	1.4
IRON AND STEEL FOUNDRIES	3320	0.4	14.6	-1.6	22.2	1.8
JEWELRY & WATCHES-WHSL	5094	1	3.2	-15.3	33.3	3
JEWELRY STORES	5944	6.3	2.8	-2.9	51.2	12.3
JEWELRY, PRECIOUS METAL	3911	0	27.6	31.5	0.0	0.3
JEWELRY,SILVERWR,PLATED WARE	3910	0.6	7	7	28.6	2.1
KNIT OUTERWEAR MILLS	2253	0.8	-23.8	-23.9	19.5	4.1
KNITTING MILLS	2250	4.4	-1.2	-2.2	34.9	12.6
LAB ANALYTICAL INSTRUMENTS	3826	0.8	14.4	18.9	57.1	1.4
LAB APPARATUS AND FURNITURE	3821	0.8	0.2	0.7	38.1	2.1
LAWN, GARDEN TRACTORS, EQUIP	3524	15.1	26.9	24.6	39.2	38.5
LEATHER AND LEATHER PRODUCTS	3100	2.1	14	14.2	70.0	3
LIFE INSURANCE	6311	2	17.4	-3.6	-50.0	-4
LOAN BROKERS	6163	0.8	-39.8	7.3	12.9	6.2
LUMBER & OTH BLDG MATL-RETL	5211	1.7	-3.9	-5.4	34.0	5
LUMBER AND WOOD PDS, EX FURN	2400	1.3	6.4	-29.4	0.0	-10000
LUMBER, PLYWD, MILLWORK-WHSL	5031	0.5	-19.8	-26.7	14.3	3.5
MACHINE TOOLS, METAL CUTTING	3541	0.2	4.4	4	16.7	1.2
MACHINERY AND EQUIPMENT-WHSL	5080	0.7	7.4	8.6	29.2	2.4
MAGNETC,OPTIC RECORDNG MEDIA	3695	0.9	11.4	10.4	16.7	5.4
MAILING,REPRO,COMML ART SVCS	7330	15.1	19.9	18.8	60.2	25.1
MALT BEVERAGES	2082	5.2	6.4	17.5	49.5	10.5
MANAGEMENT CONSULTING SVCS	8742	1.2	6.1	11.6	30.0	4
MANAGEMENT SERVICES	8741	0.2	15.5	13.2	14.3	1.4
MANIFOLD BUSINESS FORMS	2761	0.3	0.2	-3.6	27.3	1.1
MEAS & CONTROLLING DEV, NEC	3829	1	12.6	12.4	43.5	2.3
MEAT PACKING PLANTS	2011	1.7	2.7	2.8	11.9	14.3
MED, DENTAL, HOSP EQ-WHSL	5047	0.3	6.2	9.4	21.4	1.4
MEDICAL LABORATORIES	8071	0.4	21	9.1	50.0	0.8
MEDICINAL CHEMS,BOTANICL PDS	2833	0.7	10.1	-6.8	41.2	1.7
MEMBERSHIP SPORT & REC CLUBS	7997	3.3	14.3	12.4	34.4	9.6
MENS,BOYS FRNSH, WORK CLTHNG	2320	3.7	2.3	4.5	49.3	7.5
METAL DOORS,FRAMES,MOLD,TRIM	3442	1.6	-12.7	-20.1	25.0	6.4
METAL MINING	1000	0.4	19.7	19.4	57.1	0.7
METALWORKING MACHINERY & EQ	3540	1.5	3.9	5.5	37.5	4
MILLWORK,VENEER,PLYWOOD	2430	0.2	-4.1	-18.6	22.2	0.9
MISC AMUSEMENT & REC SERVICE	7990	2.2	7.6	8.5	39.3	5.6
MISC BUSINESS CREDIT INSTN	6159	0.1	-42.7	6.6	50.0	0.2
MISC BUSINESS SERVICES	7380	1.3	18.7	11.6	50.0	2.6
MISC CHEMICAL PRODUCTS	2890	1	8.1	9.5	35.7	2.8
MISC DURABLE GOODS-WHSL	5090	0.4	-2.3	-2.1	28.6	1.4

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MISC ELEC MACHY,EQ,SUPPLIES	3690	4.2	12.1	11.3	30.9	13.6
MISC EQUIP RENTAL & LEASING	7350	1.3	3.8	3	48.1	2.7
MISC FABRICATED METAL PRODS	3490	6.1	11.1	5.2	33.0	18.5
MISC FABRICATED TEXTILE PDS	2390	1	14.3	-17.4	17.9	5.6
MISC FOOD PREPS, KINDRED PDS	2090	2.5	8.7	9.4	36.2	6.9
MISC FURNITURE AND FIXTURES	2590	0.5	-15	-16	55.6	0.9
MISC HEALTH & ALLIED SVC,NEC	8090	0.1	10.7	8.8	100.0	0.1
MISC INDL, COML, MACHY & EQ	3590	0.3	4.2	8.2	23.1	1.3
MISC MANUFACTURNG INDUSTRIES	3990	2.1	9.5	7.4	53.8	3.9
MISC NONDURABLE GOODS-WHSL	5190	0.5	9.1	5.2	12.5	4
MISC PDS OF PETROLEUM & COAL	2990	0.6	1.3	7.1	26.1	2.3
MISC PLASTICS PRODUCTS	3080	0.5	-6.1	-1.3	38.5	1.3
MISC SHOPPING GOODS STORES	5940	3.2	5.4	4.3	29.6	10.8
MISC TRANSPORTATION EQUIP	3790	1.2	6.2	6.3	18.8	6.4
MISCELLANEOUS PUBLISHING	2741	2.3	-3.9	-2.7	74.2	3.1
MISCELLANEOUS RETAIL	5900	1.1	9.5	9.6	23.9	4.6
MNG, QUARRY NONMTL MINERALS	1400	0.2	-0.2	7	28.6	0.7
MOBILE HOMES	2451	0.3	-15.9	-16.6	12.0	2.5
MORTGAGE BANKERS & LOAN CORR	6162	1.7	-4	1.9	-10.8	-15.8
MOTION PIC, VIDEOTAPE PRODTN	7812	25.1	21.1	13.2	67.7	37.1
MOTION PICT, VIDEOTAPE DISTR	7822	2.2	5	11.7	40.0	5.5
MOTION PICTURE THEATERS	7830	0.9	1.1	9.1	22.5	4
MOTOR VEH PARTS, SUPPLY-WHSL	5010	0.2	-2.3	17.6	50.0	0.4
MOTOR VEH SUPLY,NEW PTS-WHSL	5013	0.4	2.2	2.4	30.8	1.3
MOTOR VEHICLE PART,ACCESSORY	3714	0.5	8.4	2.6	17.2	2.9
MOTOR VEHICLES & CAR BODIES	3711	2.5	4.8	2.9	22.1	11.3
MOTORCYCLES,BICYCLES & PARTS	3751	1.6	7.2	-1.5	38.1	4.2
MOTORS AND GENERATORS	3621	0.1	14.2	15.5	50.0	0.2
MUSICAL INSTRUMENTS	3931	1.8	1.2	1.2	32.7	5.5
NEWSPAPER:PUBG, PUBG & PRINT	2711	0.2	2.1	-5.5	50.0	0.4
NON-OPERATING ESTABLISHMENTS	9995	5.3	8.1	38.5	35.3	15
NURSING & PERSONAL CARE FAC	8050	0.2	21.4	10.5	40.0	0.5
OFFICE FURNITURE	2520	0.2	5.5	5.9	50.0	0.4
OFFICES OF MEDICAL DOCTORS	8011	0.6	13.7	16.2	9.4	6.4
OIL & GAS FIELD MACHY, EQUIP	3533	0	12.4	15.8	0.0	0.1
OIL & GAS FIELD SERVICES,NEC	1389	0.1	16.2	6.9	25.0	0.4
OIL AND GAS FIELD EXPL SVCS	1382	0.1	10.8	20.8	100.0	0.1
OIL ROYALTY TRADERS	6792	0	-100	9.5	N/A	0
OPERATIVE BUILDERS	1531	1.7	-67.6	-59.7	-39.5	-4.3
OPERATORS-APARTMENT BLDGS	6513	0.1	-0.8	1.3	25.0	0.4
OPERATORS-NONRES BLDGS	6512	1	16.3	16.5	47.6	2.1
OPHTHALMIC GOODS	3851	4.9	12.1	11.1	72.1	6.8
OPTICAL INSTRUMENTS & LENSES	3827	0.7	2.8	7.6	58.3	1.2
ORDNANCE AND ACCESSORIES	3480	11.5	13.9	10.3	25.3	45.4
ORTHO,PROSTH,SURG APPL,SUPLY	3842	1.3	7.2	9.7	65.0	2
PAINTS, VARNISHES, LACQUERS	2851	2.4	7.7	7.9	36.4	6.6
PAPER & PAPER PRODUCTS-WHSL	5110	2	-4.2	-2.4	18.2	11
PAPER MILLS	2621	0.8	-8.9	7.1	15.7	5.1
PAPERBOARD CONTAINERS, BOXES	2650	0.8	29.1	9.9	44.4	1.8
PAPERBOARD MILLS	2631	0	-100	1.1	N/A	0

2009 Ad-To-Sales Ratios And Gross Margins

Industry	SIC No.	Ad Dollars as Percent of Sales	Annual Ad Growth Rate (%)	Annual Sales Growth Rate (%)	Gross Margin As Percent of Sales	Ad Dollars as Percent of Margin
PARTITIONS,SHELVING,LOCKERS	2540	6.7	-3.4	-61.9	22.6	29.6
PATENT OWNERS AND LESSORS	6794	6	9.5	12.5	80.0	7.5
PERFUME,COSMETIC,TOILET PREP	2844	20.3	10.9	10.3	70.2	28.9
PERIODICAL:PUBG,PUBG & PRINT	2721	6	2.9	2.2	59.4	10.1
PERSONAL CREDIT INSTITUTIONS	6141	0.8	-9.9	4.6	33.3	2.4
PERSONAL SERVICES	7200	5.7	5.6	4	33.1	17.2
PETROLEUM REFINING	2911	0.1	7	13.2	25.0	0.4
PETROLEUM,EX BULK STATN-WHSL	5172	0.2	23.2	21.8	7.7	2.6
PHARMACEUTICAL PREPARATIONS	2834	4.2	5.9	7	76.4	5.5
PHONE COMM EX RADIOTELEPHONE	4813	2.7	9.1	8.2	50.0	5.4
PHONO RECRDS,AUDIO TAPE,DISK	3652	3.6	-12.1	-0.4	46.8	7.7
PHOTOFINISHING LABORATORIES	7384	6.8	20.9	20.4	67.3	10.1
PHOTOGRAPHIC EQUIP & SUPPLY	3861	1.1	-8.2	4.4	42.3	2.6
PLASTC,SYNTH MATLS;EX GLASS	2820	0	-100	3.8	N/A	0
PLASTICS PRODUCTS, NEC	3089	1.7	6.8	7.4	30.4	5.6
PLASTICS,RESINS,ELASTOMERS	2821	0.5	21.8	5.1	41.7	1.2
POTTERY AND RELATED PRODUCTS	3260	13.1	20.4	10.5	47.3	27.7
POULTRY SLAUGHTER & PROCESS	2015	0	-100	14.9	N/A	0
PREFAB METAL BLDGS AND COMP	3448	0.4	8.7	5.3	25.0	1.6
PREFAB WOOD BLDGS,COMPONENTS	2452	0.2	-13.9	-21.9	20.0	1
PREPACKAGED SOFTWARE	7372	2.4	13.6	11.9	75.0	3.2
PRIM PRODUCTION OF ALUMINUM	3334	0	19.5	15.8	N/A	0
PRIM SMELT,REFIN NONFER METL	3330	0.3	-0.9	16.2	20.0	1.5
PRINTED CIRCUIT BOARDS	3672	0.1	-1.1	8.6	20.0	0.5
PRINTING TRADES MACHY, EQUIP	3555	0.2	-13.8	-1.6	33.3	0.6
PROF & COML EQ & SUPPLY-WHSL	5040	0	-100	-8.4	N/A	0
PUBLIC BLDG & REL FURNITURE	2531	1	-0.2	2.4	32.3	3.1
PUMPS AND PUMPING EQUIPMENT	3561	0.1	3.5	10.1	50.0	0.2
PWR,DISTR,SPECL TRANSFORMERS	3612	1.1	14.3	12.3	31.4	3.5
RACING,INCL TRACK OPERATIONS	7948	3.8	3.1	1.5	37.3	10.2
RADIO BROADCASTING STATIONS	4832	3.6	4.1	4.1	51.4	7
RADIO, TV BROADCAST, COMM EQ	3663	3	4	7.3	34.9	8.6
RADIO,TV,CONS ELECTR STORES	5731	2.4	5.3	6.4	26.4	9.1
RADIOTELEPHONE COMMUNICATION	4812	2.7	8.1	11.7	55.1	4.9
RAILROAD EQUIPMENT	3743	0.3	10.8	5.9	33.3	0.9
REAL ESTATE	6500	2.9	14.5	13.3	13.1	22.1
REAL ESTATE AGENTS & MGRS	6531	6.1	4.4	-0.1	32.8	18.6
REAL ESTATE INVESTMENT TRUST	6798	3.7	1.2	9.7	33.3	11.1
RECORD AND TAPE STORES	5735	1.9	0.9	0.5	38.8	4.9
REFRIG & SERVICE IND MACHINE	3580	0.6	3.3	11.8	40.0	1.5
REFUSE SYSTEMS	4953	0.1	0.4	2.7	50.0	0.2
RETAIL STORES, NEC	5990	3.6	6.2	7.2	38.7	9.3
ROLLING & DRAW NONFER METAL	3350	0.2	21.6	0.8	16.7	1.2
RUBBER AND PLASTICS FOOTWEAR	3021	11.9	8.4	8.9	47.4	25.1
SAWMILLS, PLANING MILLS, GEN	2421	1.2	11.2	-9.7	27.3	4.4
SCRAP & WASTE MATERIALS-WHSL	5093	0.1	15.3	22.4	25.0	0.4
SECURITY & COMMODITY BROKERS	6200	0.2	6.3	32.1	18.2	1.1
SECURITY BROKERS & DEALERS	6211	1.1	-1.2	-9.9	42.3	2.6
SEMICONDUCTOR,RELATED DEVICE	3674	1.6	-2.5	5.1	45.7	3.5
SHIP & BOAT BLDG & REPAIRING	3730	0.9	3.3	8.2	19.1	4.7

2009 Ad-To-Sales Ratios And Gross Margins

Industry	SIC No.	Ad Dollars as Percent of Sales	Annual Ad Growth Rate (%)	Annual Sales Growth Rate (%)	Gross Margin As Percent of Sales	Ad Dollars as Percent of Margin
SHOE STORES	5661	2.6	4.5	1	32.1	8.1
SHORT-TERM BUS CREDIT, EX AG	6153	0	-100	6.6	N/A	0
SKILLED NURSING CARE FAC	8051	0.4	8.7	9.2	20.0	2
SOAP,DETERGENT,TOILET PREPS	2840	9.8	9.7	8.3	53.6	18.3
SOCIAL SERVICES	8300	0.5	-1.6	6.8	12.8	3.9
SPEC OUTPATIENT FACILITY,NEC	8093	0.3	10.5	14.9	25.0	1.2
SPECIAL CLEAN,POLISH PREPS	2842	10.3	7.2	7.5	50.0	20.6
SPECIAL INDUSTRY MACHINERY	3550	0.2	-25.5	4.2	50.0	0.4
SPECIAL INDUSTRY MACHY, NEC	3559	0.2	-3.1	0.7	40.0	0.5
SPORTING & ATHLETIC GDS, NEC	3949	9	-2	-3.7	43.3	20.8
SRCH,DET,NAV,GUID,AERO SYS	3812	3.5	10.4	8.3	22.3	15.7
STEEL WORKS & BLAST FURNACES	3312	0.3	21.8	19.2	25.0	1.2
STEEL WRK, ROLL&FINISH MILL	3310	0.3	0.3	3.6	20.0	1.5
SUBDIVIDE, DEV, EX CEMETERY	6552	0.3	13.7	11.2	20.0	1.5
SUGAR & CONFECTIONERY PRODS	2060	4.1	-22.8	-14.3	27.2	15.1
SURGICAL,MED INSTR,APPARATUS	3841	0.2	8	5.9	50.0	0.4
SVC TO MOTION PICTURE PRODTN	7819	1.6	-3	-0.2	24.2	6.6
SVCS TO DWELLINGS, OTH BLDGS	7340	4	4.9	10.5	48.2	8.3
SWITCHGEAR & SWITCHBOARD APP	3613	0	-3.6	13.8	0.0	0.1
TELE & TELEGRAPH APPARATUS	3661	2.1	12.7	10.4	42.0	5
TELEVISION BROADCAST STATION	4833	8.2	7.8	4.4	34.2	24
TESTING LABORATORIES	8734	0.5	3.1	9.2	55.6	0.9
TIRES AND INNER TUBES	3011	1.9	-1.2	-1.2	19.8	9.6
TOBACCO PRODUCTS	2100	1.3	6.1	6.1	50.0	2.6
TOTALIZING FLUID METERS	3824	0.1	7	14.8	33.3	0.3
TRANSIT & PASSENGER TRANS	4100	0.1	20.2	15.2	8.3	1.2
TRANSPORTATION SERVICES	4700	25.4	8.9	10.3	72.2	35.2
TRUCK AND BUS BODIES	3713	0.7	-12.8	2.9	14.3	4.9
TRUCKING, EXCEPT LOCAL	4213	0.3	0.7	1.9	13.6	2.2
TRUCKING,COURIER SVC,EX AIR	4210	0.5	20.9	5.3	10.9	4.6
VARIETY STORES	5331	1.2	4.1	4.8	26.1	4.6
VIDEO TAPE RENTAL	7841	4.2	4.8	3.3	44.2	9.5
WATCHES, CLOCKS AND PARTS	3873	9.2	5.2	7.3	59.4	15.5
WATER TRANSPORTATION	4400	3.9	7.1	9.9	36.1	10.8
WATER,SEWER,PIPELINE CONSTR	1623	0	-2.7	10.3	0.0	0.2
WINE,BRANDY & BRANDY SPIRITS	2084	5.2	-10.5	-24.2	55.3	9.4
WMNS,MISS,CHLD,INFNT UNDGRMT	2340	5.9	6.1	4.9	48.0	12.3
WOMEN'S CLOTHING STORES	5621	3.5	-6.5	-5.7	35.0	10
WOMENS,MISSES,JRS OUTERWEAR	2330	8.9	12.3	5.2	58.9	15.1
WOOD HSHLD FURN, EX UPHOLSRD	2511	3.8	18.2	2	33.3	11.4
X-RAY & RELATED APPARATUS	3844	0.7	20.8	29.6	58.3	1.2

2009 Ad-To-Sales Ratios And Gross Margins

NOTES:

Advertising Ratios & Budgets are based on data from government filings and published financial records. Three accounting measures are reviewed: Advertising Expenditures, Net Sales and Cost of Goods Sold.

SIC No. = Standard Industrial Classification Number as established by the U.S. Department of Commerce.

Ad Dollars as Percent of Sales = Advertising Expense Divided by Net Sales (after returns, allowances, discounts). For practical purposes, Net Sales can be thought of as the "Top Line" of the company's income statement.

The ratio shown is an estimate for the current year based on forecasting models. It can be thought of as the "most likely" advertising-to-sales ratio for the specified industry.

Ad Dollars as Percent of Margin = Advertising Expense Divided by Net Sales Minus Cost of Goods Sold. (Includes production, labor, materials and appropriate overhead; does not include non-production expenses, taxes, interest, depreciation, amortization, selling, general and administrative expenses. For Non-Manufacturing companies, cost of goods sold represent total operating costs.)

The ratio shown is an estimate for the current year based on forecasting models. It can be thought of as the "most likely" advertising-to-gross margin ratio for the specified industry.

Annual Ad Growth Rate (%) and Annual Sales Growth Rate (%): Two growth rates are reported for each industry. These growth rates are based on forecasted advertising spending and forecasted sales from the models applied to historical data. They are the average annual compound growth rate in advertising and in net sales expressed as a percentage, calculated over the current period, last year to next year.

In some instances, the growth rate of advertising and the growth rate of net sales will be the same. This event indicates that the Constant Ratio Model was mainly or entirely used to estimate advertising spending. Since this model uses forecasted sales to estimate advertising spending, the growth rates will be the same or similar.

In this report, a zero value such as 0 or 0.0 are "legitimate" numeric values which indicate that spending for the year was under \$1,000. N/A is used to indicate missing data (ad spending not published or released; or the forecasting models were not able to derive estimates).

In the industry summary tables, where figures are composites of data values for the set of all firms in the industry, the difference between N/A and "zero" is important: In calculating industry summary figures, N/A values are omitted from the calculations while "zero" values are included.

Source : Schonfeld & Associates, Inc. – Advertising Ratios & Budgets – August, 2009

* Gross Margins are calculated based on Schonfeld & Associates, Inc using a formula of dividing ad dollars as percent of sales by ad dollars as percent of margin.