

Monthly Spend Index Rankings

TOP 10 BRAND/LEAD-GEN SHORT-FORM CAMPAIGNS

RANK	BRAND	ADVERTISER	AIRINGS	SPEND INDEX	% OF NATIONAL	ASD
1	Progressive	The Progressive Corp.	17,912	100	100%	24 sec.
2	Liberty Mutual	Liberty Mutual Group	14,750	76.89	100%	23 sec.
3	Rinvoq	AbbVie Inc.	5,806	74.36	100%	60 sec.
4	St. Jude Children's Research Hospital	St. Jude Children's Research Hospital	5,481	62.08	100%	100 sec.
5	SOTYKTU	Bristol-Myers Squibb Co.	4,487	57.64	100%	60 sec.
6	Max	Warner Bros. Discovery	11,010	54.99	99%	25 sec.
7	Weight Watchers	Weight Watchers Intl. Inc.	24,821	53.12	100%	20 sec.
8	Vraylar	AbbVie Inc.	7,181	52.89	95%	60 sec.
9	Dupixent	Sanofi-Aventis U.S. LLC	6,564	49.89	100%	50 sec.
10	Turbo Tax	Intuit Inc.	9,892	42.89	94%	22 sec.

TOP 10 TRADITIONAL SHORT-FORM DR PRODUCTS

RANK	BRAND	ADVERTISER	PRICE	AIRINGS	SPEND INDEX	% OF NATIONAL	ASD
1	Omega XL	Great Healthworks Inc.	\$39.95	2,411	9.12	99%	131 sec.
2	AARP	AARP	\$12	84	6.41	100%	42 sec.
3	Pooph	Ikigai Holdings LLC	\$24.95	912	5.83	100%	120 sec.
4	Miracle Smile	Ontel Products Inc.	\$39.99	1,018	5.22	99%	120 sec.
5	Meaningful Beauty Supreme System	Meaningful Beauty LLC	\$49.95 (continuity)	387	5.16	100%	272 sec.
6	Bullseye Pro	E. Mishan & Sons Inc.	\$79.99	1,283	4.53	99%	95 sec.
7	GraniteStone Piezano	E. Mishan & Sons Inc.	(3-pay of) \$39.99	1,420	4.52	73%	100 sec
8	GraniteStone Blue	E. Mishan & Sons Inc.	(4-pay of) \$49.99	760	3.82	100%	118 sec.
9	Plexaderm	True Earth Health Products LLC	\$14.95	2,064	3.65	98%	42 sec.
10	National Collector's MInt	National Collector's Mint Inc.	\$9.95	962	3.25	91%	109 sec.

TOP 10 LONG-FORM PRODUCTS

RANK	BRAND	ADVERTISER	PRICE	AIRINGS	SPEND INDEX	NETWORKS AIRED
1	LifeLock by Norton	LifeLock Inc.	Lead-generating	903	100	84
2	Shark CarpetXpert	SharkNinja Operating LLC	(5-pay of) \$39.99	527	45.13	42
3	Shark Stratos	SharkNinja Operating LLC	(6-pay of) \$49.95	373	29.12	39
4	Shark Matrix Plus	SharkNinja Operating LLC	(6-pay of) \$49.95	310	27.84	31
5	Meaningful Beauty Supreme System	Meaningful Beauty LLC	\$49.95 (continuity)	283	26.97	60
6	Inogen One	Inogen Inc.	Lead-generating	290	26.34	62
7	Rare Collectibles TV	Rare Collectibles TV LLC	(2-pay of) \$1,247.50	314	26.12	22
8	Omega XL	Great Healthworks Inc.	\$39.95	285	23.37	59
9	Total Gym	Total Gym Fitness	Lead-generating	201	21.76	36
10	InMit	Interfast Nutrition Inc.	\$19.95	131	16.96	25

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