

<b>AGENCIAS DE PUBLICIDAD</b>	<b>€Inversión Imputada 2007</b>
MCCANN-ERICKSON	483.100.646
BASSAT OGILVY & MATHER	309.653.811
DDB	277.803.835
PUBLICIS ESPAÑA	255.818.603
GREY	245.980.853
TAPSA	225.054.811
EURO RSCG ESPAÑA	216.320.201
SEÑORA RUSHMORE	209.353.606
TBWA\ESPAÑA	169.730.360
YOUNG & RUBICAM	150.912.215
VITRUVIO LEO BURNETT	111.177.518
CONTRAPUNTO	107.960.986
TIEMPO BBDO	95.358.979
DELVICO	86.262.272
SAATCHI & SAATCHI	79.116.966
JWT SPAIN	62.026.088
LA AG.PUB.QUE TIENE NOMBRE KITCHEN	53.294.110
AD180 GRUPO DE COMUNICACION	45.994.631
EL LABORATORIO SPRINGER & JACOBY	35.511.193
RICARDO PEREZ ASOCIADOS	33.347.214
GRUPO ZAPPING COMUNICACION	32.614.929
GRUPO RUIZ NICOLI LINEAS	32.487.415
ROAD	26.742.142
SINTESIS SPC	25.878.375
ARNOLDFUEL	25.652.983
RESTO AGENCIAS	224.456.217
<b>Total general</b>	<b>3.621.610.959</b>

<b>AGENCIAS DE MEDIOS</b>	<b>€ Inversión Imputada 2007</b>
MEDIA PLANNING	1.031.072.358
OPTIMEDIA	507.078.025
MEDIAEDGE:CIA ( <i>total compra</i> )	500.013.819
FOCUS MEDIA	88.380.972
MEDIACOM IBERIA	440.906.797
ZENITH MEDIA	396.134.861
OMD	379.055.449
MINDSHARE SPAIN	363.673.602
ARENA MEDIA COMUNICATIONS	296.221.994
STARCOM	289.418.175
UNIVERSAL MCCANN	266.517.173
EQUUMEDIA XL	188.870.264
INITIATIVE	131.781.593
ICEBERG MEDIA	107.780.619
YMEDIA	107.063.052
CICM	83.649.015
VERITAS	56.320.091
MEDIA BY DESIGN SPAIN	35.123.802
ORANGE MEDIA	31.856.507
DATAPLANNING	26.420.743
OUTDOOR MEDIA	6.416.674
GRP	556.921
<b>Total general</b>	<b>5.245.931.534</b>