



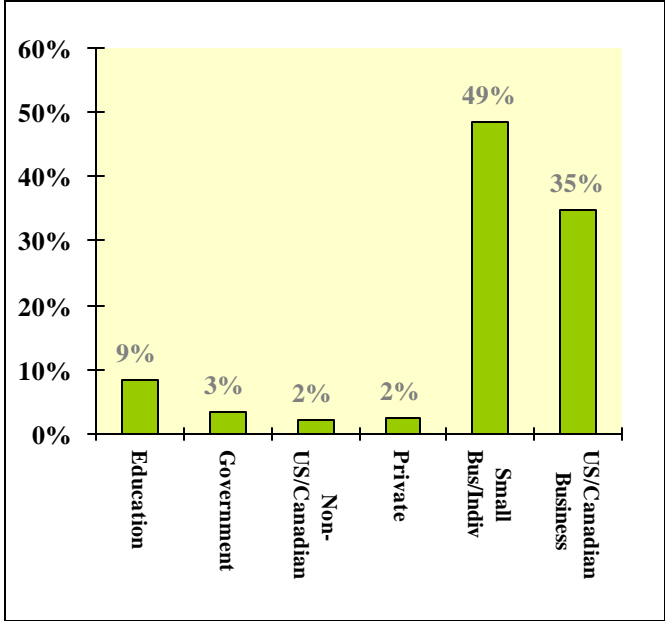
GREENBOOK

Worldwide Directory of Marketing Research Companies and Focus Group Facilities

Marketing Research Associates, Inc. Advertiser Activity Report

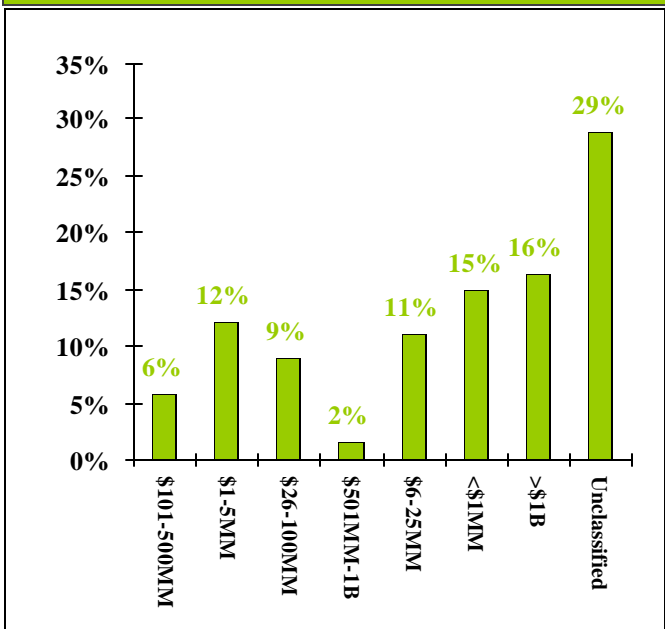
Reporting Period:	Q2 2008	Total Impressions Delivered:	8,821
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Company Composition by Type



Visitor Type	Companies	Impressions	Company %
Small Bus/Indiv	610	6,092	49%
US/Canadian Business	435	843	35%
Education	107	237	9%
Government	43	101	3%
Private	31	90	2%
Non-US/Canadian	28	1,458	2%
Totals	1,254	8,821	

Company Composition by Revenue (United States / Canada)



Revenue Range	Companies	Impressions	Impression %
>\$1B	52	138	16%
\$501MM-1B	10	14	2%
\$101-500MM	27	49	6%
\$26-100MM	37	76	9%
\$6-25MM	45	94	11%
\$1-5MM	61	103	12%
<\$1MM	74	126	15%
Unclassified	129	243	29%
Totals	435	843	



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UNDERSTANDING YOUR ADVERTISER ACTIVITY REPORT

- Total Impression Delivered** The number of times any information associated with your company was viewed by a visitor. This includes the times when a visitor:
 - viewed your detailed company listing,
 - searched on a research service (category) or location (metropolitan area, state, country) and viewed your company name as a result of such search,
 - viewed your company in an online advertising position (banner ad, Featured Specialist position).
- Company** A company and its individuals that access www.GreenBook.org. They are identified by their unique Internet Protocol (IP) addresses. Since multiple employees at a particular business location typically share a single IP address, these counts may be conservative.
- Reporting Period** The period of time for which web site traffic on www.GreenBook.org was analyzed to compile this report.

COMPANY TYPES

- Business (US/Canadian)** Businesses and non-profit entities physically located in the United States or Canada whose names were identified through their IP addresses.
- Small Business/Individual** Businesses, non-profit entities, and individuals in the United States or Canada whose names were not identified. The majority of visitors in this category connect to the Internet through Internet Service Providers (e.g. Verizon).
- Education** Educational entities in the United States and Canada.
- Foreign** Businesses and individuals not located in the United States and Canada.
- Government** Government entities in the United States and Canada.
- Private** Individuals/companies who do not want to be identified.

BUSINESS INFORMATION (US/CANADIAN)

- Revenue Range** Revenue as reported by Dun & Bradstreet for that company location.
- Line Of Business** The primary Line Of Business as reported by Dun & Bradstreet for a particular company location.
- Top Lead** Business and Non-Profit Entities physically located in the United States or Canada that viewed your company information on multiple occasions.
- Questions?** Please call 1-212-849-2753 or send an email to lpospichal@greenbook.org.





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Business and Non-Profit Companies by Action Importance and Activity Volume (United States / Canadian)

<i>Company Name</i>	<i>Revenue Range</i>	<i>Line Of Business</i>	<i>Top Lead</i>
IPSOS-REID WASHINGTON, DC 20036 US	<\$1MM	Commercial nonphysical research	Y
Epstone Inc Secaucus, NJ 07094 US	\$6-25MM	Brick, stone, and related material	Y
Morgan Stanley Group Inc. New York, NY 10036 US	\$101-500MM	Commodity contracts brokers, dealers	Y
Automation Group Redwood City, CA 94065 US	Unclassified	Computer related services, nec, nsk	Y
DeCotis, Fitzpatrick& Glu Teaneck, NJ 07666 US	\$6-25MM	Legal services, nsk	Y
Millward Brown, Inc. Naperville, IL 60563 US	\$26-100MM	Commercial nonphysical research	Y
MERIDIAN HEALTH SYSTEM NEPTUNE, NJ 07753 US	<\$1MM	Health and allied services, nec, nsk	Y
Aeffect Deerfield, IL 60015-5271 US	\$1-5MM	Commercial nonphysical research	Y
MPS Group, Inc. Jacksonville, FL 32202 US	>\$1B	Help supply services	Y
Idaho Department of Labor Boise, ID 83735 US	N/A	Government	Y
National Institutes of Health Bethesda, MD 20892 US	N/A	Government	Y
Hewlett-Packard Company Palo Alto, CA 94304 US	>\$1B	Electronic computers, nsk	
New York City Public Schools Brooklyn, NY 11201 US	N/A	Government	
CoreExpress St. Louis, MO 63141 US	\$6-25MM	Telephone communication, except radio	
Boston University Boston, MA 02215 US	N/A	Education	
Global Webstation Toronto, ON M6C-1C8 CA	<\$1MM	Business services, nec, nsk	
Mequon Thiensville School District Mequon, WI 53092 US	N/A	Education	
Kinnelon BoE Kinnelon, NJ 07405 US	N/A	Education	
American International Group Data Center, Inc. Livingston, NJ 07039 US	\$1-5MM	Data processing and preparation	
In-Sync Consumer Insight Corporation Toronto, Ontario M4S 1V6 CA	\$1-5MM	Commercial nonphysical research	
Wausau Insurance Companies Wausau, WI 54402-8017 US	\$26-100MM	Fire, marine, and casualty insurance	



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State of Missouri Office of Administration Jefferson City, MO 65101 US	N/A	Government
University of Maryland College Park, MD 20742 US	N/A	Education
Hewlett-Packard Labs, MS 2L-3 Palo Alto, CA 94304 US	>\$1B	Electronic computers, nsk
Hackensack University Hackensack, NJ 07601 US	N/A	Education
Raytheon Company, Executive Office Lexington, MA 02421 US	>\$1B	Search and navigation equipment, nsk
PaineWebber Group Inc. Weehawken, NJ 08076 US	Unclassified	Flat glass, nsk
Fordham University Bronx, NY 10458 US	N/A	Education
Manhattanville College Purchase, NY 10577 US	N/A	Education
THOMSON MEDIA NEW YORK, NY 10004 US	Unclassified	Newspapers
New York University New York, NY 10012 US	N/A	Education
American Express Phoenix, AZ 85027 US	Unclassified	Business services, nec, nsk
City of Odessa Odessa, TX 79761 US	N/A	Government
Davis Polk & Wardwell New York, NY 10017 US	\$26-100MM	Legal services, nsk
Bank One, Columbus, NA Columbus, OH 43271-0038 US	Unclassified	Nonclassifiable establishments
Accounts Payable Watsonville, CA 95076-2453 US	Unclassified	Nonclassifiable establishments
Macmillan/McGraw-Hill School Publishing Company Hightstown, NJ 08520 US	Unclassified	Computer and software stores, nsk
Disney Worldwide Services, Inc. Burbank, CA 91521 US	\$101-500MM	Electrical repair shops, nsk
Pepsi Cola Company / North America (PCNA) Somers, NY 10589 US	>\$1B	Bottled and canned soft drinks, nsk
Bank One, Columbus, NA Columbus, OH 43271-0038 US	\$101-500MM	National commercial banks, nsk
Dreman Value Management Jersey City, NJ 07302-3913 US	\$6-25MM	Investment advice
Bear Stearns Security Corporation Whippany, NJ 07981 US	\$26-100MM	Security brokers and dealers, nsk
Johnson & Johnson Raritan, NJ 08869-0608 US	Unclassified	Pharmaceutical preparations
Alliance Capital Management New York, NY 10105 US	>\$1B	Investment advice



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eNom Bellevue, WA 98008 US	\$6-25MM	Computer related services, nec, nsk
Wyeth-Ayerst Research Frazer, PA 19355 US	Unclassified	Nonclassifiable establishments
Citicorp Global Information Network New York, NY 10013 US	Unclassified	National commercial banks, nsk
Applied Technology Center/Kansas City st louis, KS 77123 US	Unclassified	Not Specified
Hillel Foundation Washington, DC 20036 US	\$1-5MM	Religious organizations
Jefferies & Company, Inc. Los Angeles, CA 90025 US	Unclassified	Security brokers and dealers, nsk
City of New York Brooklyn, NY 11201 US	N/A	Government
Albert Einstein College of Medicine Bronx, NY 10461 US	N/A	Education
Rutgers University Piscataway, NJ 08854-8089 US	N/A	Education
Equitable Life Assurance New York, NY 10104 US	Unclassified	Life insurance, nsk
Global Compass, Inc. Atlanta, GA 30303 US	<\$1MM	Telephone communication, except radio
The Procter and Gamble Company Cincinnati, OH 45201 US	>\$1B	Sanitary paper products
The Art Institutes International Pittsburgh, PA 15222 US	<\$1MM	Noncommercial research organizations, nsk
NORTH EAST CAR CONNECTION PHILADELPHIA, PA 19116 US	\$1-5MM	New and used car dealers, nsk
The Whitney Museum Of American Art NEW YORK, NY 10021 US	\$26-100MM	Museums and art galleries, nsk
Salomon Inc. New York, NY 10013 US	\$6-25MM	Custom computer programming services, nsk
Morgan Stanley Group Inc. New York, NY 10036 US	\$101-500MM	Commodity contracts brokers, dealers
PDA Inc. New York, NY 10004 US	<\$1MM	Business services, nec, nsk
Apollo Travel Services Englewood, CO 80111 US	<\$1MM	Travel agencies, nsk
MARKETRX, INC. BRIDGEWATER, NJ 08807 US	\$6-25MM	Drug stores and proprietary stores
Staples, Inc Framingham, MA 01702 US	>\$1B	Stationery stores, nsk
D'arcy Masius Bention & Bowles Troy, MI 48084 US	Unclassified	Not Specified
Deutsche Bank Jersey City, NJ 07302-3991 US	<\$1MM	Functions related to deposit banking, nsk



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Harte-Hanks Response Management/Austin L.P. Austin, TX 78728 US	\$26-100MM	Management consulting services
Amazon.com, Inc. Seattle, WA 98144 US	>\$1B	Catalog and mail-order houses
SpectraEast Rockleigh, NJ 07647 US	\$6-25MM	Medical laboratories
Columbia-Presbyterian Medical Center New York, NY 10032 US	\$6-25MM	Business consulting, nec, nsk
HIP Health Plans New York, NY 10005 US	<\$1MM	Insurance carriers, nec, nsk
Stanford University Stanford, CA 94305 US	N/A	Education
Iona College New Rochelle, NY 10801 US	N/A	Education
Marsh Incorporated New York, NY 10048 US	<\$1MM	Commercial nonphysical research
Simlab Cedar Grove, NJ 07009 US	\$1-5MM	Data processing and preparation
Cunningham Lindsey US, Inc. Lewisville, TX 75067 US	\$26-100MM	Insurance agents, brokers, and service, n
Schering-Plough Research Institute Kenilworth, NJ 07033 US	\$6-25MM	Noncommercial research organizations, nsk
Memorial Sloan Kettering New York, NY 10021 US	>\$1B	Hospital specialty, except psychiatric
Samaritan Health Systems Phoenix, AZ 85006 US	\$501MM-1B	General medical and surgical hospitals, n
WNYC RADIO NEW YORK, NY 20151 US	Unclassified	Nonclassifiable establishments
Client Logic Corporation Buffalo, NY 14207 US	Unclassified	Computers, peripherals, and software, nsk
Public Service Electric and Gas Newark, NJ 07102 US	>\$1B	Electric services, nsk
COUNTRYWIDE HOME LOANS Simi Valley, CA US	Unclassified	Mortgage bankers and correspondents, nsk
Hearst Corporation New York, NY 10019 US	Unclassified	Not Specified
Pfizer Inc. Groton, CT 06340 US	Unclassified	Nonclassifiable establishments
EURO RSCG MVBMS PARTNERS NEW YORK, NY 10014-4504 US	>\$1B	Advertising agencies, nsk
Oracle Datenbanksysteme GmbH Redwood Shores, CA 94065 US	>\$1B	Prepackaged software
Blue Cross Blue Shield of North Carolina Durham, NC 27702 US	>\$1B	Hospital and medical service plans, nsk
Kaiser Permanente Medical Care Program Walnut Creek, CA 94598 US	Unclassified	Hospital and medical service plans, nsk



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Nysernet/Brooklyn Public Library Brooklyn, NY 11226 US	N/A	Government
Westchester Library System Elmsford, NY 10523 US	N/A	Government
Health and Welfare Agency Data Center Sacramento, CA 95816 US	N/A	Government
Columbia University NEW YORK, NY 10025 US	N/A	Education
Drew University Madison, NJ 07940 US	N/A	Education
Mount Sinai School of Medicine New York, NY 10029-6574 US	N/A	Education
Emory University Atlanta, GA 30322 US	N/A	Education
L'Oreal USA Clark, NJ 07066 US	Unclassified	Toilet preparations
LABOR READY, INC. Tacoma, WA 98402 US	\$26-100MM	Help supply services
Harman Consumer Group Woodbury, NY 11797 US	\$26-100MM	Household audio and video equipment
Resources Connection Costa Mesa, CA 92626 US	\$1-5MM	Employment agencies, nsk
Robert Half International, Inc. Pleasanton, CA 94588 US	Unclassified	Help supply services
Deloitte & Touche Hermitage, TN 37076 US	Unclassified	Accounting, auditing, and bookkeeping
Defran Systems, Inc. New York, NY 10011 US	\$1-5MM	Prepackaged software
Accenture Dallas, TX 75207 US	Unclassified	Custom computer programming services, nsk
Lansminds Berkeley, CA 94709 US	\$1-5MM	Computer related services, nec, nsk
Arrow Electronics Melville, NY 11747 US	>\$1B	Electronic parts and equipment, nec, nsk
Midland Walwyn Capital Inc Toronto, ON M5H 2W6 CA	Unclassified	Security brokers and dealers, nsk
CS First Boston New York, NY 10010 US	<\$1MM	Security brokers and dealers, nsk
Dow Jones-Telerate Jersey City, NJ 07978 US	Unclassified	Security and commodity services, nec, nsk
Experian Information Solutions, Inc. Orange, CA 92868 US	<\$1MM	Computer related services, nec, nsk
Data General Corporation Westboro, MA 01580 US	Unclassified	Electronic parts and equipment, nec, nsk
Adept Consumer Testing Encino, CA 90071 US	\$1-5MM	Commercial nonphysical research



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Forbes, Inc. (NY) New York, NY 10011 US	\$26-100MM	Periodicals
FLYCELL, INC. NEW YORK CITY, NY 10001 US	\$26-100MM	Radio and t.v. communications equipment,
AIC Communications, Inc. Trenton, NJ 08638 US	\$6-25MM	Telephone and telegraph apparatus
Isreal Berger & Associates Llc Manhattan, NY 90292-6695 US	\$1-5MM	Engineering services, nsk
WA LLC New York, NY 10016 US	Unclassified	Management services, nsk
Pershing LLC Jersey City, NJ 07399 US	\$101-500MM	Security brokers and dealers, nsk
National Telephone Directory Somerset, NJ 08875 US	Unclassified	Advertising, nec, nsk
Montefiore Medical Center Yonkers, NY 10701 US	Unclassified	Offices and clinics of medical doctors, n
Elliott Design Group FREDERICK, MD 21701 US	<\$1MM	Business services, nec, nsk
Electronic Data Management Systems Houston, TX 77060 US	Unclassified	Computer integrated systems design, nsk
EIS GROUP, INC. TOLEDO, OH 43614 US	<\$1MM	Prepackaged software
Papa Johns International, Inc. Louisville, KY 40299 US	>\$1B	Eating places
Hewitt Associates Lincolnshire, IL US	>\$1B	Management consulting services
Utendahl Capital Partners New York, NY 10004 US	Unclassified	Security brokers and dealers, nsk
Visiting Nurse Service of New York New York, NY 10001 US	Unclassified	Management services, nsk
PARSONS BRINCKERHOFF Q&D NEW YORK, NY 10119 US	>\$1B	Management consulting services
Advantiv Phoenix, AZ 85008 US	<\$1MM	Management consulting services
MetLife New York, NY 10010 US	\$101-500MM	Insurance agents, brokers, and service, n
Q Research Solutions Red Bank, NJ 07760 US	\$6-25MM	Commercial nonphysical research
Allstate Insurance Company Northbrook, IL 60062-7127 US	>\$1B	Fire, marine, and casualty insurance
Jac Vanderberg Incor Yonkers, NY 10701-6807 US	\$101-500MM	Fresh fruits and vegetables
KPMG Peat Marwick Montvale, NJ 07645-0435 US	<\$1MM	Accounting, auditing, and bookkeeping
KHNOC Dallas, TX 75247 US	Unclassified	Nonclassifiable establishments



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First Union National Bank Corporation Charlotte, NC 28288-1205 US	Unclassified	National commercial banks, nsk
Toys R Us Paramus, NJ 07652 US	>\$1B	Hobby, toy, and game shops, nsk
Transamerica Telecommunications Corporation Los Angeles, CA 90015 US	>\$1B	Life insurance, nsk
Automatic Data Processing - Employer Services Roseland, NJ 07068 US	>\$1B	Data processing and preparation
XE Capital Management LLC New York, NY 10018 US	\$1-5MM	Management services, nsk
STATE FARM INSURANCE Bloomington, IL 95602 US	>\$1B	Fire, marine, and casualty insurance
Mass Mutual New York, NY 10048 US	Unclassified	Services, nec, nsk
Automation Group Redwood City, CA 94065 US	Unclassified	Computer related services, nec, nsk
TRIALGRAPHIX, INC.-CHICAGO CHICAGO, IL US	<\$1MM	Commercial printing, lithographic
The Depository Trust Company New York, NY 10041 US	\$101-500MM	Security and commodity services, nec, nsk
Colgate-Palmolive Company Piscataway, NJ 08855 US	Unclassified	Toilet preparations
Markwins International City of Industry, CA US	\$6-25MM	Toilet preparations
United Airlines Schaumburg, IL 60173 US	Unclassified	Air transportation, scheduled, nsk
IMAGISTICS INTERNATIONAL INC Trumbull, CT 06611 US	\$101-500MM	Stationery and office supplies
JONES APPAREL GROUP BRISTOL, PA 19007 US	Unclassified	Womens and misses outerwear, nec
Town&CountryLiving New York, NY 10016 US	Unclassified	Homefurnishings
Calvin Klein Cosmetics Trumbull, CT 06614 US	<\$1MM	Business services, nec, nsk
ICONOCULTURE Minneapolis, MN 55401 US	\$1-5MM	Commercial nonphysical research
TMR INC. HNVR TWP, NJ 07927 US	\$1-5MM	Commercial nonphysical research
Syntex USA Inc. Palo Alto, CA 94304 US	>\$1B	Pharmaceutical preparations
BANKNORTH, N.A. LEWISTON, ME 04240 US	Unclassified	State commercial banks
Lucid Tech Henrietta, NY 14603 US	<\$1MM	Business services, nec, nsk
A Point Of View Research Service HUNTINGTON BEACH, CA US	<\$1MM	Management consulting services



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Logistics Management Institute Bethesda, MD 20817-5886 US	<\$1MM	Business consulting, nec, nsk
Leo Burnett Chicago, IL 60601 US	\$501MM-1B	Advertising agencies, nsk
Skadden, Arps, Slate, Meagher & Flom New York, NY US	Unclassified	Legal services, nsk
The Limited Inc. Columbus, OH 43230 US	\$501MM-1B	Womens clothing stores
COPPERFAST SHELBY, OH 44975 US	<\$1MM	Data processing and preparation
HORIZON BCBSNJ NEWARK, NJ 07105 US	>\$1B	Hospital and medical service plans, nsk
Bayer Corporation Pittsburgh, PA 15205 US	>\$1B	Plastics materials or resins, nec
MEDIQ PRN PENNSAUKEN, NJ 08110 US	\$26-100MM	Medical equipment rental
Hotwire Communications Private Customer New York, NY 10019 US	<\$1MM	Plumbing, heating, air-conditioning, nsk
Simon & Schuster Upper Saddle River, NJ US	Unclassified	Book publishing, nsk
St Martins Press NY, NY 10010 US	\$26-100MM	Book publishing, nsk
LEXIS-NEXIS Miamisburg, OH 45342 US	Unclassified	Nonclassifiable establishments
Newmark & Company New York, NY 10017 US	\$6-25MM	Nonresidential building operators
MAXTEK CORP Beaverton, OR 98005 US	\$6-25MM	Semiconductors and related devices, nsk
SSAI Greenbelt, VA 20706 US	Unclassified	Nonclassifiable establishments
Insurance Services Office Jersey City, NJ 07310 US	\$101-500MM	Insurance agents, brokers, and service, n
SHUTTLE AMERICA WINDSOR LOCKS, CT 06096 US	Unclassified	Air transportation, scheduled, nsk
NY State Department of Taxation and Finance Albany, NY 12227 US	N/A	Government
New York State Albany, NY 12243-0001 US	N/A	Government
U.S. Environmental Protection Agency Research Triangle Park, NC US	N/A	Government
Internal Revenue Service Washington, DC 20224 US	N/A	Government
U.S. Postal Service Raleigh, NC 27668-7800 US	N/A	Government
Department of Veterans Affairs Washington, DC 20420 US	N/A	Government



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