

TO HELP PUT GOOGLE OUT OF BUSINESS, THESE ARE THEIR ADVERTISERS YOU NEED TO WRITE TO AND TWEET ABOUT

Write these advertisers. Phone these advertisers. Tell the world to boycott these advertisers for supporting Google's political, racist, spying, misogynistic, corrupt company!

GOOGLE THIS YOU TONE DEAF ADVERTISERS:

| Rank | Advertiser | Ad Spending |
|-------------|--|--------------------|
| 1 | Amazon | \$157.7 |
| 2 | Priceline Group | \$82.3 |
| 3 | AT&T | \$81.9 |
| 4 | Expedia | \$71.6 |
| 5 | Microsoft Corp. | \$67.1 |
| 6 | Experian | \$61.7 |
| 7 | Walmart Stores | \$59.7 |
| 8 | Sears Holdings Corp. | \$59.2 |
| 9 | IAC1 | \$53.9 |
| 10 | Apollo Education Group University of Phoenix | \$53.5 |
| 11 | Bankrate | \$51.9 |
| 12 | Fiat Chrysler Automobiles | \$47.5 |
| 13 | Berkshire Hathaway | \$45.7 |
| 14 | Comcast Corp. | \$45.2 |
| 15 | Home Depot | \$40.2 |
| 16 | Blucora | \$39.1 |

| | | |
|----|--------------------------------------|--------|
| 17 | Verizon Communications | \$38.4 |
| 18 | Best Buy | \$38.0 |
| 19 | Yahoo | \$36.2 |
| 20 | Target Corp. | \$35.8 |
| 21 | Bank of America Corp. | \$35.8 |
| 22 | General Motors Co. | \$35.5 |
| 23 | Macy's | \$35.1 |
| 24 | Allstate Corp. | \$35.0 |
| 25 | State Farm Mutual Auto Insurance Co. | \$33.3 |

1. IAC/INTERACTIVECORP EXCLUDING ASK.COM. SOURCE: AD AGE DATACENTER ANALYSIS OF DATA FROM ADGOOROO, A KANTAR MEDIA COMPANY. ESTIMATED 2013 U.S. SPENDING ON DESKTOP SEARCH ADS ON GOOGLE PROPERTIES. FIGURES EXCLUDE MOBILE SEARCH ADS AND PRODUCT LISTING ADS. FIGURES ALSO EXCLUDE SEARCH ADS SHOWN ON THIRD-PARTY PROPERTIES THAT USE GOOGLE AS SEARCH ENGINE. MORE INFO: ADGOOROO.COM.

WANT TO DO MORE? CONTACT THESE GOOGLE ADVERTISERS AND TELL THEM THEY ARE SCUMBAGS FOR SUPPORTING THE CRIMINALLY CORRUPT GOOGLE AND FEEDING OFF OF GOOGLE'S SPYING ON YOU!



TOP 5 Advertisers IN EACH INDUSTRY and common keywords

1. Finance & Insurance

EST. ANNUAL SPENDING ON GOOGLE ADWORDS

- StateFarm \$43.7 Million
- PROGRESSIVE \$43.1 Million
- GEICO \$23.7 Million
- Quicken Loans \$21.1 Million
- eHealthInsurance \$20.6 Million

COMMONLY USED KEYWORDS & COST PER CLICK

| | | |
|--------------------------------|---------|--------|
| Self Employed Health Insurance | \$43.39 | Search |
| Cheap Car Insurance | \$33.97 | |
| Affordable Life Insurance | \$28.53 | |
| Credit Cards for Bad Credit | \$19.64 | |
| Refinance Mortgage | \$8.15 | |

2. Retailers & General Merchandise

EST. ANNUAL SPENDING ON GOOGLE ADWORDS

- amazon.com \$55.2 Million
- eBay \$42.8 Million
- macy's \$35.6 Million
- SEARS \$34.3 Million
- Target \$30.9 Million

COMMONLY USED KEYWORDS & COST PER CLICK

| | | |
|-------------------------|--------|--------|
| zumba dance dvd | \$5.18 | Search |
| proform treadmill | \$3.80 | |
| weber grill accessories | \$1.95 | |
| lego activity table | \$3.02 | |
| barbie doll | \$1.20 | |

3. Travel & Tourism

EST. ANNUAL SPENDING ON GOOGLE ADWORDS

- BOOKING.COM \$40.4 Million
- Expedia \$28.9 Million
- KAYAK \$28.7 Million
- Norfolk \$20.9 Million
- priceline.com \$19.6 Million

COMMONLY USED KEYWORDS & COST PER CLICK

| | | |
|---------------------|--------|--------|
| new york hotels | \$7.68 | Search |
| plane tickets | \$6.95 | |
| cheap hotels | \$5.94 | |
| rental car deals | \$5.37 | |
| last minute flights | \$2.46 | |

4. Jobs & Education

EST. ANNUAL SPENDING ON GOOGLE ADWORDS

- University of Phoenix \$46.9 Million
- ITT Technical Institute ITT \$29.9 Million
- DeVry \$19.7 Million
- Capella University \$17.0 Million
- classesUSA \$16.3 Million

COMMONLY USED KEYWORDS & COST PER CLICK

| | | |
|-----------------------------------|---------|--------|
| accredited online college degrees | \$34.87 | Search |
| online nursing degree | \$18.11 | |
| online certificate programs | \$14.02 | |
| unemployment benefits | \$1.37 | |
| entry level jobs | \$1.31 | |

6. Computers & Consumer Electronics

EST. ANNUAL SPENDING ON GOOGLE ADWORDS

- HEWLETT PACKARD \$33.3 Million
- DELL \$26.3 Million
- eBay \$23.7 Million
- Apple \$17.9 Million
- Microsoft \$16.3 Million

COMMONLY USED KEYWORDS & COST PER CLICK

| | | |
|------------------------------------|---------|--------|
| Online Video Conferencing Software | \$35.53 | Search |
| Ink Cartridges Discount | \$26.79 | |
| Email Marketing Software | \$22.18 | |
| PC Memory | \$13.13 | |
| Anti-Virus Programs | \$11.89 | |

5. Home & Garden

EST. ANNUAL SPENDING ON GOOGLE ADWORDS

- LOWE'S \$59.1 Million
- THE HOME DEPOT \$50.3 Million
- servicesmagic.com \$21.4 Million
- Sears Home Services \$20.7 Million
- LIGHTING UNIVERSE (purchased by Lowe's) \$15.0 Million

COMMONLY USED KEYWORDS & COST PER CLICK

| | | |
|--------------------------|--------|--------|
| Home Air Conditioners | \$8.67 | Search |
| Replacement Windows Cost | \$8.03 | |
| Appliance Repair | \$7.06 | |
| Cabinet Refacing | \$6.07 | |
| Window Installation | \$5.55 | |

8. Internet & Telecom

EST. ANNUAL SPENDING ON GOOGLE ADWORDS

- at&t \$40.8 Million
- verizon \$22.9 Million
- GoDaddy \$21.7 Million
- Comcast \$19.0 Million
- DIRECTV \$18.4 Million

COMMONLY USED KEYWORDS & COST PER CLICK

| | | |
|---------------------------|---------|--------|
| High Speed Internet Deals | \$26.74 | Search |
| Pre Paid Cell Phones | \$25.38 | |
| Domain Registration | \$20.13 | |
| Fios Availability | \$19.99 | |
| Cable Internet Providers | \$8.60 | |

7. Vehicles

EST. ANNUAL SPENDING ON GOOGLE ADWORDS

- cars.com \$21.3 Million
- AutoTrader.com \$20.4 Million
- Firestone \$16.9 Million
- AAA.com \$16.3 Million
- CHEVROLET \$15.5 Million

COMMONLY USED KEYWORDS & COST PER CLICK

| | | |
|-------------------------------|---------|--------|
| cheap hybrid cars | \$15.57 | Search |
| certified used cars | \$8.54 | |
| bridgestone tires | \$5.03 | |
| discount tires | \$3.67 | |
| emergency roadside assistance | \$2.75 | |

10. Occasions & Gifts

EST. ANNUAL SPENDING ON GOOGLE ADWORDS

- 1-800-flowers.com \$30.8 Million
- FTD \$30.7 Million
- proflowers.com \$27.2 Million
- Teleflora \$24.8 Million
- gifts.com \$10.1 Million

COMMONLY USED KEYWORDS & COST PER CLICK

| | | |
|------------------------------|---------|--------|
| Funeral Flowers Arrangements | \$20.95 | Search |
| flower delivery | \$3.88 | |
| wedding gift registry | \$3.85 | |
| gift baskets | \$3.53 | |
| bridal registry | \$2.56 | |

9. Business & Industrial

EST. ANNUAL SPENDING ON GOOGLE ADWORDS

- ULINE \$35.1 Million
- vistaprint \$26.9 Million
- Office DEPOT \$17.3 Million
- STAPLES \$15.2 Million
- United Business Products \$14.3 Million

COMMONLY USED KEYWORDS & COST PER CLICK

| | | |
|--------------------------|---------|--------|
| Custom Business Cards | \$13.83 | Search |
| Cheap Office Supplies | \$10.28 | |
| Label Printing Companies | \$10.01 | |
| Foam Packing | \$6.07 | |
| Office Furniture | \$4.34 | |

Note: Advertiser, industry and keyword data is based on our own research and was not included in the Google earnings report. Sources: include WordStream's Keyword Research Suite, SpyFu.com, Google, and our own analysis and projections based on this data.