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| **Harris Secondary Category** | **Harris Tertiary Category** | **Brand** |
| Foods | Candy - Chocolate | 3 Musketeers Chocolate Candy |
| Beer, Wine, Liquor | Liquor-Vodka | 3 Olives Vodka |
| Technology-Related Products | MasterBrand | 3M Corporation |
| Non-Profit Corporations | Youth & Children | 4-H |
| Foods | Candy-Gum | 5 Gum |
| Beverages | Energy Drink | 5-Hour Energy Shot |
| Retail | Retail-Convenience Store | 7-Eleven Convenience Store |
| Beverages | Carbonated Beverage-Regular | 7-Up |
| Household Products Other | Pet Care-Cat Food | 9 Lives Cat Food |
| Media Television | Variety TV Programming | A&E Television Network |
| Financial Services/Insurance | Insurance | AAA-American Automobile Insurance |
| Automotive Service Centers | Automotive Service Centers | AAMCO Transmission |
| Non-Profit Corporations | Public Policy/Legislative | AARP |
| Non-Profit Corporations | Social Service  | AARP Foundation |
| Media Magazine | Magazine-General Interest | AARP The Magazine |
| Media Television | Variety TV Programming | ABC Family Television Network |
| Media Television | Broadcast Network | ABC Television Network |
| Retail | Retail-Clothing/Accessories | Abercrombie and Fitch Retail Store |
| Beer, Wine, Liquor | Liquor-Vodka | Absolut Vodka |
| Beverages | Water-Sports Drink | Accelerade\* |
| Computer-Related Products | Computer | Acer Computers |
| Computer-Related Products | Computer Tablet | Acer Iconia Tab (Tablet)\* |
| Foods | Popcorn | ACT II Popcorn |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Actifed |
| Automotive Manufacturers | Automotive-Luxury | Acura Vehicles |
| Apparel/Accessories | Footwear-Athletic or Casual | Adidas Athletic Footwear |
| Car Rentals | Car Rental | Advantage Rent a Car |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Advil Cold and Sinus |
| Over-the-Counter Products | OTC Pain Reliever | Advil Pain Reliever |
| Over-the-Counter Products | OTC Sleep Aids | Advil PM |
| Retail | Retail-Clothing/Accessories | Aeropastale Retail Store |
| Health Insurance | Health Insurance | Aetna |
| Financial Services/Insurance | Insurance | Aflac Insurance |
| Airlines | Airline-Full Service | Air Canada |
| Foods | Candy- Non Chocolate | Airheads |
| Airlines | Airline-Value | AirTran |
| Apparel/Accessories | Footwear-Athletic or Casual | Airwalk Footwear |
| Household Products Other | Carpet | Aladdin Carpet |
| Car Rentals | Car Rental | Alamo Rent A Car |
| Airlines | Airline-Full Service | Alaska/ Horizon Airlines |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Alavert |
| Telecommunications | Mobile Phone | Alcatel ONE TOUCH\* |
| Over-the-Counter Products | OTC Pain Reliever | Aleve Pain Reliever |
| Over-the-Counter Products | OTC Digestive Aid | Alka-Seltzer |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Alka-Seltzer Plus Cold Medicine |
| Household Products Other | Cookware | All-Clad Cookware |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Allegra-Allergy Medication |
| Financial Services/Insurance | Insurance | Allstate Insurance Company |
| Telecommunications | Mobile Network | Alltel Mobile Network |
| Financial Services/Insurance | Retail Bank-Super Regional | Ally Bank |
| Beer, Wine, Liquor | Wine-Value | Almaden Wine |
| Health and Beauty Products | Cosmetics-Mass Merchant | Almay Cosmetics |
| Foods | Candy - Chocolate | Almond Joy Chocolate Candy |
| Consumer Electronics | Car Audio | Alpine In-Vehicle Audio |
| Household Products Other | Pet Care-Dog Food | Alpo Dog Food |
| Non-Profit Corporations | Health | Alzheimer's Association |
| Appliances | Major Appliances | Amana Appliances |
| Computer-Related Products | E-Readers | Amazon Kindle e-reader |
| Online Organizations | Shopping Site | Amazon.com |
| Other Products | Greeting Cards | Ambassador Greeting Cards |
| Media Television | Variety TV Programming | AMC Television Network (American Movie Classics) |
| Airlines | Airline-Full Service | American Airlines |
| Non-Profit Corporations | Health | American Cancer Society |
| Non-Profit Corporations | Public Policy/Legislative | American Civil Liberties Union (ACLU) Foundation |
| Household Products Other | Kitchen Cabinetry | American Classic Cabinetry\* |
| Non-Profit Corporations | Health | American Diabetes Association |
| Retail | Retail-Clothing/Accessories | American Eagle Outfitters |
| Financial Services/Insurance | Payment Card | American Express |
| Other Products | Greeting Cards | American Greetings Cards |
| Non-Profit Corporations | Health | American Heart Association |
| Non-Profit Corporations | Health | American Lung Association |
| Non-Profit Corporations | Social Service  | American Red Cross |
| Non-Profit Corporations | Animals Welfare | American Society for the Prevention of Cruelty to Animals (ASPCA) |
| Household Products Other | Faucets | American Standard Faucets |
| Household Products Other | Kitchen Cabinetry | American Woodmark Cabinets |
| Non-Profit Corporations | International Needs | AmeriCares\* |
| Hotels | Economy Hotel | America's Best Value Inn |
| Health Insurance | Health Insurance | Amerigroup |
| Financial Services/Insurance | Investment | Ameriprise Financial Services |
| Beverages | Energy Drink | AMP Energy Drink |
| Over-the-Counter Products | OTC Pain Reliever | Anacin Pain Reliever? |
| Telecommunications | Mobile Phone Operating System | Android |
| Media Television | Topical interest TV programming | Animal Planet Television Network |
| Household Products Other | Cookware | Anolon Cookware |
| Computer-Related Products | MasterBrand | Apple |
| Computer-Related Products | Computer | Apple Computers |
| Computer-Related Products | Computer Tablet | Apple iPad (Tablet) |
| Telecommunications | Mobile Phone | Apple iPhone |
| Restaurants | Restaurant-Casual Dining-American | Applebee's |
| Beverages | Water-Bottled | Aquafina Bottled Water |
| Restaurants | Restaurant-Quick Service | Arby's Restaurants |
| Foods | Cookies | Archway Cookies |
| Retail | Retail-Convenience Store | Arco am/pm Convenience Store |
| Retail Gasoline | Retail Gasoline | Arco Gasoline |
| Household Products Other | Kitchen Cabinetry | Aristocraft Cabinets\* |
| Beverages | Bottled Iced Teas | AriZona Beverages |
| Household Products Other | Kitchen Cabinetry | Armstrong Cabinetry\* |
| Beverages | Water-Bottled | Arrowhead Bottled Water |
| Non-Profit Corporations | Health | Arthritis Foundation |
| Apparel/Accessories | Footwear-Running Shoes | Asics Running Shoes |
| Media News service | Media News service | Associated Press (AP) |
| Computer-Related Products | Computer Tablet | Asus EeePad Transformer (Tablet)\* |
| Telecommunications | Wireless No-Contract Carriers | AT&T GoPhone (no contract wireless phone) |
| Telecommunications | Mobile Network | AT&T Mobile Network |
| Foods | Energy Bars | Atkins Energy Bar |
| Foods | Meal Replacement Drink | Atkins Meal Replacement Drink |
| Media Magazine | Magazine-General Interest | Atlantic Monthly Magazine |
| Automotive Manufacturers | Automotive-Luxury | Audi Vehicles |
| Non-Profit Corporations | Conservation & Environmental  | Audubon |
| Non-Profit Corporations | Social Service - Disability | Autism Society |
| Non-Profit Corporations | Social Service - Disability | Autism Speaks |
| Online Organizations | Auto Sales | AutoTrader.com |
| Car Rentals | Car Rental | Avis Rent A Car |
| Health and Beauty Products | Cosmetics-Premium  | Avon Cosmetics |
| Non-Profit Corporations | Health | Avon Foundation for Women |
| Financial Services/Insurance | Investment | AXA/Equitable\* |
| Foods | Candy - Chocolate | Baby Ruth Chocolate Candy |
| Restaurants | Restaurant-Casual Dining-American | Bahama Breeze |
| Foods | Energy Bars | Balance Bar Energy Bar |
| Household Products Other | Window Coverings | Bali Blinds & Shades |
| Health and Beauty Products | Sun Screen | Banana Boat Suncare |
| Retail | Retail-Clothing/Accessories | Banana Republic Retail Store |
| Consumer Electronics | Car Audio | Bang and Olufsen In-Vehicle Audio\* |
| Financial Services/Insurance | Retail Bank-National | Bank of America |
| Financial Services/Insurance | Investment | Bank of America/Merrill Lynch Wealth Management |
| Financial Services/Insurance | Investment | Bank of New York Mellon |
| Health and Beauty Products | Cosmetics-Premium  | Bare Escentuals Cosmetics |
| Beer, Wine, Liquor | Wine-Popular | Barefoot Wine |
| Retail | Retail-Books | Barnes & Noble Booksellers |
| Computer-Related Products | E-Readers | Barnes & Noble Nook e-reader |
| Health Care | Hospitals | Barnes Jewish Hospital\* |
| Beverages | Energy Drink | Base Energy\* |
| Household Products Other | Mattress-Innerspring | Bassett Mattress |
| Over-the-Counter Products | OTC Pain Reliever | Bayer Pain Reliever |
| Financial Services/Insurance | Retail Bank-Super Regional | BB&T Bank |
| Media Television | Broadcast Network | BBC America Television Network |
| Media News service | Media News service | BBC News |
| Financial Services/Insurance | Retail Bank-Super Regional | BBVA Compass Bank\* |
| Over-the-Counter Products | OTC Pain Reliever | BC Powder Pain Reliever |
| Beer, Wine, Liquor | Beer Full Calorie | Becks Beer |
| Retail | Retail-Home | Bed Bath & Beyond Stores |
| Household Products Other | Paint | Behr |
| Computer-Related Products | MasterBrand | Belkin |
| Beer, Wine, Liquor | Wine-Popular | Bella Sera Wine\* |
| Automotive Service Centers | Automotive Service Centers | Belle Tire\* |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Benadryl |
| Over-the-Counter Products | OTC Fiber supplement | Benefiber |
| Household Products Other | Pet Care-Dog Food | BenEful Dog Food |
| Household Products Other | Paint | Benjamin Moore |
| Retail | Retail-Electronic | Best Buy Stores |
| Non-Profit Corporations | Animals Welfare | Best Friends Animal Society |
| Hotels | Mid-Market Hotel | Best Western Hotels |
| Media Television | Variety TV Programming | BET (Black Entertainment Television) |
| Media Magazine | Magazine-Women's | Better Homes and Gardens Magazine |
| Automotive Tires | Automotive Tires | BF Goodrich Automobile Tires |
| Other Products | Office Supply-Pens | Bic |
| Non-Profit Corporations | Youth & Children | Big Brothers Big Sisters |
| Beverages | Tea Bags  | Bigelow Tea |
| Media Television | Topical interest TV programming | Bio Channel Television Network |
| Household Products Other | Vacuum Cleaners | Bissell Vacuum |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | Black & Decker Coffee Maker |
| Household Products Other | Lawn Mowers | Black & Decker Lawn Mower |
| Appliances | Small Kitchen Appliances | Black & Decker Small Appliances |
| Household Products Other | Tools-Power | Black & Decker Tools |
| Household Products Other | Vacuum Cleaners | Black & Decker Vacuum |
| Beer, Wine, Liquor | Wine-Popular | Black Swan Wine\* |
| Telecommunications | Mobile Phone | Blackberry Phone |
| Computer-Related Products | Computer Tablet | Blackberry Playbook (Tablet) |
| Entertainment/Recreation | Video  | Blockbuster OnLine |
| Media News service | Media News service | Bloomberg |
| Retail | Retail-Department Store Retail-Upper Tier | Bloomingdales |
| Health Insurance | Health Insurance | Blue Cross/Blue Shield |
| Beer, Wine, Liquor | Beer Full Calorie | Blue Moon Beer |
| Automotive Manufacturers | Automotive-Luxury | BMW Vehicles |
| Health and Beauty Products | Cosmetics-Premium  | Bobbi Brown Cosmetics |
| Household Products Other | Mattress-Memory Foam | Bodipedic Memory Foam Mattress |
| Restaurants | Restaurant-Casual Dining-American | Bonefish Grill |
| Media Television | Kids TV programming | Boomerang Television Network |
| Telecommunications | Wireless No-Contract Carriers | Boost Mobile (no contract wireless phone) |
| Appliances | Major Appliances | Bosch Appliances |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | Bosch Coffee Maker |
| Household Products Other | Tools-Power | Bosch Power Tools |
| Consumer Electronics | Car Audio | Bose In-Vehicle Audio |
| Consumer Electronics | Car Audio | Boston Acoustics In-Vehicle Audio |
| Consumer Electronics | Car Audio | Bowers & Wilkins In-Vehicle Audio\* |
| Non-Profit Corporations | Youth & Children | Boy Scouts of America |
| Non-Profit Corporations | Youth & Children | Boys & Girls Clubs of America |
| Retail | Retail-Convenience Store | BP am/pm Convenience Store |
| Retail Gasoline | Retail Gasoline | BP Gasoline |
| Media Television | Variety TV Programming | Bravo Television Network |
| Non-Profit Corporations | Health | Breast Cancer Research Foundation |
| Appliances | Small Kitchen Appliances | Breville Small Appliances\* |
| Automotive Tires | Automotive Tires | Bridgestone Automobile Tires |
| Household Products Other | Lawn Mowers | Briggs & Stratton Lawn Mower |
| Health Care | Hospitals | Brigham and Women’s Hospital |
| Household Products Other | Gas Grills | Brinkmann Gas Grill |
| Apparel/Accessories | Footwear-Running Shoes | Brooks Running Shoes |
| Retail | Retail-Electronic | Brookstone Retail Stores |
| Computer-Related Products | Printing & Imaging | Brother Printing and Imaging |
| Restaurants | Restaurant-Quick Service-Beverage/Light Meal | Bruegger's Bagels |
| Foods | Candy-Gum | BubbleYum Gum |
| Foods | Candy-Gum | Bubblicious |
| Beer, Wine, Liquor | Beer Light | Bud Light Beer |
| Car Rentals | Car Rental | Budget Rent A Car |
| Beer, Wine, Liquor | Beer Full Calorie | Budweiser Beer |
| Beer, Wine, Liquor | Beer Light | Budweiser Select Beer |
| Entertainment/Recreation | Movie Studio | Buena Vista Movie Studio |
| Over-the-Counter Products | OTC Pain Reliever | Bufferin Pain Reliever? |
| Automotive Manufacturers | Automotive-Full Line | Buick Vehicles |
| Health and Beauty Products | Sun Screen | Bull Frog Suncare |
| Restaurants | Restaurant-Quick Service | Burger King Restaurants |
| Beer, Wine, Liquor | Beer Full Calorie | Busch Beer |
| Resorts/Attractions | Amusement Attraction | Busch Gardens |
| Beer, Wine, Liquor | Beer Light | Busch Light Beer |
| Beer, Wine, Liquor | Liquor-Scotch Whiskey | Bushmills Irish Whiskey |
| Media Magazine | Magazine-Business Financial | BusinessWeek Magazine |
| Foods | Candy - Chocolate | Butterfinger Chocolate Candy |
| Online Organizations | Daily Deal Sites | BuyWithMe.com\* |
| Foods | Candy-Premium Chocolate | Cadbury Chocolate Candy |
| Automotive Manufacturers | Automotive-Luxury | Cadillac Vehicles |
| Household Products Other | Cookware | Calphalon Cookware |
| Appliances | Small Kitchen Appliances | Calphalon Small Appliances |
| Apparel/Accessories | Apparel/Accessories-Jeans | Calvin Klein Jeans |
| Apparel/Accessories | Apparel/Accessories-Intimate | Calvin Klein Women's Underwear |
| Tobacco | Tobacco | Camel Cigarettes |
| Household Products Other | Tools-Power | Campbell Hausfeld Tools |
| Health Care | Hospitals | Cancer Treatment Centers of America |
| Hotels | Extended Stay Hotel | Candlewood Suites |
| Consumer Electronics | Digital Cameras | Canon Digital Camera |
| Computer-Related Products | Printing & Imaging | Canon Printing & Imaging |
| Foods | Salty Snack | Cape Cod Chips |
| Financial Services/Insurance | Retail Bank-National | Capital One |
| Beverages | Fruit Flavored Drink | Capri Sun |
| Non-Profit Corporations | International Needs | CARE |
| Online Organizations | Jobs/Career | CareerBuilder.com |
| Apparel/Accessories | Apparel/Accessories | Carhartt |
| Beverages | Coffee-Ground | Caribou Ground Coffee |
| Beer, Wine, Liquor | Wine-Value | Carlo Rossi Wine |
| Other Products | Greeting Cards | Carlton Greeting Cards |
| Cruise Line | Cruise Line | Carnival Cruise Lines |
| Restaurants | Restaurant-Casual Dining-Italian | Carrabba's Restaurant |
| Online Organizations | Auto Sales | Cars.com |
| Media Television | Kids TV programming | Cartoon Network |
| Consumer Electronics | Digital Cameras | Casio Digital Camera |
| Other Products | Motor Oil | Castrol Motor Oil |
| Non-Profit Corporations | Social Service  | Catholic Charities USA |
| Non-Profit Corporations | International Needs | Catholic Relief Services |
| Beer, Wine, Liquor | Wine-Popular | Cavit Wine |
| Media Television | Broadcast Network | CBS Television Network |
| Health Care | Hospitals | Cedars-Sinai Medical Center |
| Cruise Line | Cruise Line | Celebrity Cruises |
| Beverages | Tea Bags  | Celestial Seasonings Tea |
| Telecommunications | Mobile Network | CenturyLink Mobile Network |
| Household Products Other | Pet Care-Dog Food | Cesar Canine Cuisine |
| Health and Beauty Products | Cosmetics-Premium  | Chanel Cosmetics |
| Household Products Other | Gas Grills | Char•Broil Gas Grill |
| Non-Profit Corporations | International Needs  | Charity Water\* |
| Financial Services/Insurance | Investment | Charles Schwab Financial Services |
| Retail | Retail-Clothing/Accessories | Charlotte Russe Retail Store |
| Financial Services/Insurance | Retail Bank-National | Chase Bank |
| Financial Services/Insurance | Investment | Chase Investment Services |
| Foods | Salty Snack | Cheetos Snacks |
| Foods | Salty Snack | Cheez-It Crackers |
| Automotive Manufacturers | Automotive-Full Line | Chevrolet Vehicles |
| Retail | Retail-Convenience Store | Chevron Food Mart |
| Retail Gasoline | Retail Gasoline | Chevron Gasoline |
| Automotive Manufacturers | Automotive-Specialty | Chevy Volt |
| Foods | Cookies | Chewy Chips Ahoy Cookies |
| Foods | Salty Snack | Chex Mix |
| Household Products Other | Baby/Children | Chicco |
| Restaurants | Restaurant-Quick Service | Chik-fil-A |
| Non-Profit Corporations | International Needs | ChildFund International |
| Non-Profit Corporations | Social Service  | Children's Defense Fund |
| Health Care | Hospitals | Children's Hospital Boston |
| Health Care | Hospitals | Children's Hospital of Philadelphia |
| Non-Profit Corporations | Health | Children's Miracle Network |
| Restaurants | Restaurant-Casual Dining-American | Chili's Restaurant |
| Restaurants | Restaurant-Quick Service | Chipotle |
| Foods | Cookies | Chips Ahoy Cookies |
| Beer, Wine, Liquor | Liquor-Scotch Whiskey | Chivas Regal Scotch Whisky |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Chlor-trimeton |
| Foods | Yogurt | Chobani Greek Yogurt |
| Beverages | Coffee-Ground | Chock Full O'Nuts Ground Coffee |
| Non-Profit Corporations | International Needs | Christian Children's Fund |
| Automotive Manufacturers | Automotive-Full Line | Chrysler Vehicles |
| Foods | Cookies | Chunky Chips Ahoy Cookies |
| Restaurants | Restaurant-Quick Service | Church’s Chicken |
| Health Insurance | Health Insurance | CIGNA |
| Health Care | Hospitals | Cincinnati Children's Hospital Medical Center\* |
| Media Television | Pay Cable Networks | Cinemax |
| Retail | Retail-Convenience Store | Circle K Convenience Store |
| Household Products Other | Cookware | Circulon Cookware |
| Computer-Related Products | MasterBrand | Cisco Systems |
| Retail Gasoline | Retail Gasoline | Citgo Gasoline |
| Financial Services/Insurance | Retail Bank-National | Citibank |
| Financial Services/Insurance | Investment | Citigroup Financial Services |
| Over-the-Counter Products | OTC Fiber supplement | Citrucel |
| Retail | Retail-Clothing/Accessories | Claire's Store |
| Hotels | Full Service Hotel | Clarion Hotels |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Claritin Allergy Medication |
| Health Care | Hospitals | Cleveland Clinic |
| Foods | Energy Bars | Clif Energy Bars |
| Health and Beauty Products | Cosmetics-Premium  | Clinique Cosmetics |
| Household Products Other | Household Cleaner | Clorox Clean-Up |
| Household Products Other | Household Cleaner | Clorox Green Works Cleaner |
| Media Television | TV News Programming | CNBC Television Network |
| Media News service | Media News service | CNN Online |
| Media Television | TV News Programming | CNN Television Network |
| Beverages | Carbonated Beverage-Regular | Coca-Cola |
| Beverages | Carbonated Beverage-Diet | Coke Zero |
| Apparel/Accessories | Apparel/Accessories | Columbia Apparel |
| Beer, Wine, Liquor | Wine-Popular | Columbia Crest Wine |
| Foods | Salty Snack | Combos |
| Media Television | Variety TV Programming | Comedy Central Television Network |
| Household Products Other | Mattress-Memory Foam | Comfort Dreams Memory Foam Mattress |
| Hotels | Mid-Market Hotel | Comfort Inns & Suites |
| Hotels | Mid-Market Hotel | Comfort Suites |
| Computer-Related Products | Computer  | Compaq Computers |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Comtrex |
| Health and Beauty Products | Hair Care | Conair |
| Retail Gasoline | Retail Gasoline | ConocoPhillips Gasoline |
| Hotels | Luxury Hotel | Conrad Hotels & Resorts |
| Financial Services/Insurance | Insurance | Conseco Insurance Company\* |
| Non-Profit Corporations | Conservation & Environmental  | Conservation International Foundation\* |
| Airlines | Airline-Full Service | Continental Airlines |
| Automotive Tires | Automotive Tires | Continental Automobile Tires |
| Apparel/Accessories | Footwear-Athletic or Casual | Converse Athletic Footwear |
| Automotive Tires | Automotive Tires | Cooper Automobile Tires |
| Beer, Wine, Liquor | Beer Full Calorie | Coors Beer |
| Beer, Wine, Liquor | Beer Light | Coors Light Beer |
| Health and Beauty Products | Sun Screen | Coppertone Suncare |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Corcidin HBP |
| Household Products Other | Everyday Dinnerware | Corelle Tableware |
| Beer, Wine, Liquor | Beer Full Calorie | Corona Extra Beer |
| Beer, Wine, Liquor | Beer Light | Corona Light Beer |
| Over-the-Counter Products | OTC Laxative | Correctol |
| Media Magazine | Magazine-Women's | Cosmopolitan Magazine |
| Retail Gasoline | Retail Gasoline | Costco Gasoline |
| Retail | Retail-Drug Store | Costco Pharmacy |
| Hotels | Mid-Market Hotel | Country Inns and Suites by Carlson |
| Hotels | Full Service Hotel | Courtyard by Marriott Hotels |
| Health Insurance | Health Insurance | Coventry Health Care\* |
| Health and Beauty Products | Cosmetics-Mass Merchant | Cover Girl Cosmetics |
| Household Products Other | Lawn Mowers | Craftsman Lawn Mowers |
| Household Products Other | Tools-Power | Craftsman Tools |
| Financial Services/Insurance | Investment | Credit Suisse Financial Services |
| Telecommunications | Wireless No-Contract Carriers | Cricket (no contract wireless phone) |
| Telecommunications | Mobile Network | Cricket Mobile Network |
| Media Television | Topical interest TV programming | Crime & Investigation Television Network |
| Appliances | Small Kitchen Appliances | Crock-Pot Small Appliances |
| Beer, Wine, Liquor | Liquor-Scotch Whiskey | Crown Royal Whiskey |
| Hotels | Full Service Hotel | Crowne Plaza Hotels & Resorts |
| Beverages | Water-Bottled | Crystal Geyser Bottled Water |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | Cuisinart Coffee Maker |
| Household Products Other | Cookware | Cuisinart Cookware |
| Appliances | Small Kitchen Appliances | Cuisinart Small Appliances |
| Retail | Retail-Drug Store | CVS Pharmacy Drug Store |
| Non-Profit Corporations | Health | Cystic Fibrosis Foundation |
| Restaurants | Restaurant-Quick Service | Dairy Queen |
| Health Care | Hospitals | Dana-Farber Cancer Institute |
| Foods | Yogurt | Danimals Yogurt |
| Foods | Yogurt | Dannon Activia |
| Foods | Yogurt | Dannon DanActive |
| Foods | Yogurt | Dannon Refrigerated Yogurt |
| Household Products Other | Everyday Dinnerware | Dansk |
| Beverages | Water-Bottled | Dasani Bottled Water |
| Other Products | Greeting Cards | DaySpring Greeting Cards\* |
| Household Products Other | Tools-Power | De Walt Tools |
| Online Organizations | Daily Deal Sites | DealOn.com\* |
| Online Organizations | Daily Deal Sites | Dealster.com\* |
| Beverages | Water-Bottled | Deer Park Bottled Water |
| Retail | Retail-Clothing/Accessories | Delia\*s Retail Store |
| Computer-Related Products | Computer  | Dell Computers |
| Computer-Related Products | Printing & Imaging | Dell Printing & Imaging |
| Computer-Related Products | Computer Tablet | Dell Streak Tablet (Tablet)\* |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | DeLonghi Coffee Maker |
| Airlines | Airline-Full Service | Delta Air Lines |
| Household Products Other | Faucets | Delta Faucets |
| Household Products Other | Everyday Dinnerware | Denby Tableware\* |
| Restaurants | Restaurant-Casual Dining-American | Denny's |
| Foods | Candy-Gum | Dentyne Gum |
| Household Products Other | Window Coverings | Design View Blinds & Shades\* |
| Universities/Online Degrees | For-Profit University | DeVry University |
| Apparel/Accessories | Footwear-Athletic or Casual | Dexter Shoes |
| Online Organizations | Jobs/Career | Dice.com\* |
| Apparel/Accessories | Apparel/Accessories | Dickies Apparel |
| Beverages | Carbonated Beverage-Diet | Diet Coke |
| Beverages | Carbonated Beverage-Diet | Diet Dr Pepper |
| Beverages | Carbonated Beverage-Diet | Diet Mountain Dew |
| Beverages | Carbonated Beverage-Diet | Diet Pepsi |
| Entertainment/Recreation | Movie Studio | Dimension Films Movie Studio |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Dimetapp |
| Health and Beauty Products | Cosmetics-Premium  | Dior Cosmetics |
| Household Products Other | Vacuum Cleaners | Dirt Devil Vacuum |
| Automotive Service Centers | Automotive Service Centers | Discount Tires |
| Financial Services/Insurance | Payment Card | Discover Card |
| Media Television | Topical interest TV programming | Discovery (en Espanol) Television Network |
| Media Television | Topical interest TV programming | Discovery Channel |
| Media | MasterBrand | Discovery Communications, Inc. |
| Media Television | Kids TV programming | Disney Channel |
| Media Television | Kids TV programming | Disney Junior |
| Resorts/Attractions | Amusement Attraction | Disney World |
| Media Television | Kids TV programming | Disney XD |
| Resorts/Attractions | Amusement Attraction | Disneyland |
| Apparel/Accessories | Apparel/Accessories-Intimate | DKNY (Women's Underwear) |
| Apparel/Accessories | Apparel/Accessories | Dockers Apparel |
| Non-Profit Corporations | International Needs | Doctors Without Borders/Medecins Sans Frontieres (MSF) |
| Automotive Manufacturers | Automotive-Full Line | Dodge Vehicles |
| Beverages | Fruit Juice | Dole Juices |
| Retail | Retail-Value | Dollar General Store |
| Car Rentals | Car Rental | Dollar Rental Car |
| Restaurants | Restaurant-Quick Service-Pizza | Domino's Pizza |
| Foods | Salty Snack | Doritos Chips |
| Household Products Other | Mattress-Memory Foam | Dormia Memory Foam Mattress\* |
| Foods | Candy-Gum | Double Bubble |
| Hotels | Full Service Hotel | Doubletree by Hilton |
| Foods | Candy-Premium Chocolate | Dove Milk Chocolate Candy |
| Beverages | Carbonated Beverage-Regular | Dr Pepper |
| Entertainment/Recreation | Movie Studio | DreamWorks Movie Studio |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Drixoral |
| Retail | Retail-Shoes | DSW Shoes |
| Household Products Other | Gas Grills | Ducane Gas Grill |
| Health Care | Hospitals | Duke University Medical Center |
| Over-the-Counter Products | OTC Laxative | Dulcolax |
| Beverages | Coffee-Ground | Dunkin' Donuts Ground Coffee |
| Restaurants | Restaurant-Quick Service-Beverage/Light Meal | Dunkin' Donuts Stores |
| Household Products Other | Paint | Dutch Boy |
| Household Products Other | Mattress-Innerspring | Duxiana Mattress\* |
| Other Products | Office Supply | DYMO\* |
| Consumer Electronics | Consumer Electronics | Dynex Home Electronics |
| Household Products Other | Vacuum Cleaners | Dyson Vacuum |
| Media Television | Variety TV Programming | E! Entertainment Television |
| Financial Services/Insurance | Investment | E\*Trade |
| Non-Profit Corporations | Social Service - Disability | Easter Seals |
| Online Organizations | Travel Services | easyCruise.com\* |
| Online Organizations | Shopping Site | eBay |
| Online Organizations | Auto Sales | eBay Motors |
| Media Magazine | Magazine-General Interest | Ebony Magazine |
| Hotels | Economy Hotel | Econo Lodge |
| Health and Beauty Products | Weight Management | eDiets.com\* |
| Online Organizations | Auto Sales | Edmunds.com |
| Financial Services/Insurance | Investment | Edward Jones |
| Online Organizations | Online Dating Site | eHarmony.com |
| Beverages | Coffee-Ground | Eight O'clock Ground Coffee |
| Restaurants | Restaurant-Quick Service-Beverage/Light Meal | Einstein Bagels |
| Appliances | Major Appliances | Electrolux Appliances |
| Household Products Other | Vacuum Cleaners | Electrolux Vacuum |
| Health and Beauty Products | Cosmetics-Premium  | Elizabeth Arden Cosmetics |
| Hotels | Full Service Hotel | Embassy Suites |
| Household Products Other | Cookware | Emerilware Cookware |
| Household Products Other | Mattress-Innerspring | Englander Mattress\* |
| Car Rentals | Car Rental | Enterprise Rent-A-Car |
| Media Magazine | Magazine-General Interest | Entertainment Weekly Magazine |
| Non-Profit Corporations | Conservation & Environmental  | Environmental Defense Fund |
| Consumer Electronics | Consumer Electronics | Epson Home Electronics |
| Computer-Related Products | Printing & Imaging | Epson Printing & Imaging |
| Health and Beauty Products | Cosmetics-Premium  | Estee Lauder Cosmetics |
| Household Products Other | Pet Care-Cat Food | Eukanuba Cat Food |
| Household Products Other | Pet Care-Dog Food | Eukanuba Dog Food |
| Household Products Other | Vacuum Cleaners | Eureka Vacuum |
| Online Organizations | Daily Deal Sites | Eversave.com |
| Beverages | Water-Bottled | Evian Bottled Water |
| Online Organizations | Greeting Cards | Evite.com |
| Over-the-Counter Products | OTC Pain Reliever | Excedrin Pain Reliever |
| Over-the-Counter Products | OTC Laxative | ExLax |
| Online Organizations | Travel Services | Expedia.com |
| Hotels | Extended Stay Hotel | Extended Stay America |
| Foods | Candy-Gum | Extra Gum |
| Retail Gasoline | Retail Gasoline | ExxonMobil Gasoline |
| Online Organizations | Social Networking Site | Facebook.com |
| Hotels | Mid-Market Hotel | Fairfield Inns and Suites |
| Media Magazine | Magazine-Women's | Family Circle Magazine |
| Retail | Retail-Value | Family Dollar Store |
| Foods | Cookies | Famous Amos Chocolate Chip Cookies |
| Retail | Retail-Shoes | Famous Footwear |
| Household Products Other | Pet Care-Cat Food | Fancy Feast Cat Food |
| Financial Services/Insurance | Other Financial Services | Fannie Mae |
| Household Products Other | Household Cleaner | FantastiK Cleaner |
| Household Products Other | Cookware | Farberware Cookware |
| Financial Services/Insurance | Insurance | Farmers Insurance |
| Media Magazine | Magazine-Business Financial | Fast Company Magazine\* |
| Other Products | Package Delivery | FedEx |
| Other Products | Package Delivery-Retail | FedEx Office |
| Non-Profit Corporations | Social Service  | Feed The Children |
| Non-Profit Corporations | Social Service  | Feeding America |
| Foods | Candy-Premium Chocolate | Ferrero Roche Chocolate Candy |
| Beer, Wine, Liquor | Wine-Popular | Fetzer Wine |
| Automotive Manufacturers | Automotive-Full Line | Fiat Vehicles |
| Over-the-Counter Products | OTC Fiber supplement | Fibercon |
| Financial Services/Insurance | Investment | Fidelity Investments Financial Services |
| Household Products Other | Gas Grills | Fiesta Gas Grill\* |
| Household Products Other | Everyday Dinnerware | Fiesta Tableware |
| Beverages | Water-Bottled | Fiji Bottled Water |
| Automotive Tires | Automotive Tires | Firestone Automobile Tires |
| Automotive Service Centers | Automotive Service Centers | Firestone Automotive Service Centers |
| Media Television | Topical interest TV programming | FitTV |
| Beverages | Fruit Flavored Drink | Five Alive Juice |
| Restaurants | Restaurant-Quick Service | Five Guys Burgers and Fries |
| Beer, Wine, Liquor | Wine-Value | Five Oaks Wine\* |
| Over-the-Counter Products | OTC Laxative | Fleet |
| Health Care | Hospitals | Floating Hospital for Children at Tufts Medical Center\* |
| Beverages | Fruit Juice | Florida Natural Juices |
| Beverages | Coffee-Ground | Folger's Ground Coffee |
| Household Products Other | Cookware | Fontignac Cookware\* |
| Non-Profit Corporations | International Needs | Food for the Poor |
| Media Television | Topical interest TV programming | Food Network Television Network |
| Media Magazine | Magazine-Business Financial | Forbes Magazine |
| Automotive Manufacturers | Automotive-Full Line | Ford Vehicles |
| Retail | Retail-Clothing/Accessories | Forever21 Retail Store |
| Household Products Other | Household Cleaner | Formula 409 Household Cleaner |
| Sports | Sports | Formula One Racing |
| Media Magazine | Magazine-Business Financial | Fortune Magazine |
| Beer, Wine, Liquor | Beer Full Calorie | Fosters Lager Beer |
| Hotels | Luxury Hotel | Four Seasons Hotels and Resorts |
| Beer, Wine, Liquor | Wine-Value | Fox Brook Wine\* |
| Media Television | TV News Programming | Fox News Channel |
| Media News service | Media News service | Fox News Online |
| Media Television | Broadcast Network | Fox Television Network |
| Beer, Wine, Liquor | Wine-Value | Foxhorn Wine\* |
| Financial Services/Insurance | Investment | Franklin Templeton Investments |
| Beer, Wine, Liquor | Wine-Value | Franzia Wine |
| Financial Services/Insurance | Other Financial Services | Freddie Mac |
| Appliances | Major Appliances | Frigidaire Appliances |
| Household Products Other | Pet Care-Cat Food | Friskies Cat Food |
| Foods | Salty Snack | Fritos |
| Airlines | Airline-Value | Frontier / Midwest Airlines |
| Consumer Electronics | Digital Cameras | Fujifilms Digital Camera |
| Computer-Related Products | Computer  | Fujitsu Computers |
| Beverages | Energy Drink | Full Throttle Energy Drink |
| Media Television | Variety TV Programming | FX Television Network |
| Media Television | Variety TV Programming | G4 (Television Channel) |
| Beer, Wine, Liquor | Wine-Popular | Gallo Wine |
| Retail | Retail-Electronic | Game Stop Retail Store |
| Consumer Electronics | Navigation Systems | Garmin Navigation System |
| Computer-Related Products | Computer  | Gateway Computers |
| Beverages | Water-Sports Drink | Gatorade |
| Over-the-Counter Products | OTC Digestive Aid | Gaviscon |
| Appliances | Major Appliances | GE Appliances |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | GE Coffee Maker |
| Appliances | Small Kitchen Appliances | GE Small Appliances |
| Financial Services/Insurance | Insurance | Geico Auto Insurance |
| Automotive Tires | Automotive Tires | General Automobile Tires |
| Automotive Manufacturers | MasterBrand | General Motors |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | Gevalia Coffee Maker |
| Foods | Candy-Premium Chocolate | Ghirardelli Chocolate |
| Household Products Other | Everyday Dinnerware | Gibson Tableware\* |
| Online Organizations | Daily Deal Sites | Giltcity.com\* |
| Non-Profit Corporations | Youth & Children | Girl Scouts of the USA |
| Beverages | Water-Enhanced | Glaceau vitaminwater |
| Household Products Other | Faucets | Glacier Bay Faucets |
| Household Products Other | Food storage containers | Glad Food Storage |
| Media Magazine | Magazine-Women's | Glamour Magazine |
| Beer, Wine, Liquor | Liquor-Scotch Whiskey | Glenfiddich Scotch |
| Beer, Wine, Liquor | Liquor-Scotch Whiskey | Glenlivet Single Malt Scotch Whisky |
| Household Products Other | Paint | Glidden Paint |
| Automotive Manufacturers | Automotive-Trucks  | GMC Vehicles |
| Foods | Yogurt | Go Gurt Yogurt |
| Foods | Candy-Premium Chocolate | Godiva Chocolate |
| Beer, Wine, Liquor | Wine-Value | Golden Gate Wine\* |
| Foods | Salty Snack | Goldfish Crackers |
| Financial Services/Insurance | Investment | Goldman Sachs |
| Foods | Candy- Non Chocolate | Good & Plenty Candy |
| Non-Profit Corporations | International Needs | Good 360\* |
| Media Magazine | Magazine-Women's | Good Housekeeping Magazine |
| Non-Profit Corporations | Social Service - Disability | Goodwill |
| Health and Beauty Products | Hair Care | Goody |
| Automotive Tires | Automotive Tires | Goodyear Automobile Tires |
| Automotive Service Centers | Automotive Service Centers | Goodyear Tire and Service Network |
| Media News service | Media News service | Google News |
| Online Organizations | Daily Deal Sites | Google Offers |
| Online Organizations | Portal Site | Google.com |
| Beverages | Water-Coconut | Goya Coco Water |
| Household Products Other | Baby/Children | Graco |
| Household Products Other | Pet Care-Dog Food | Gravy Train Dog Food |
| Automotive Service Centers | Automotive Service Centers | Grease Monkey Automotive Service Centers\* |
| Beverages | Coffee-Ground | Green Mountain Coffee |
| Non-Profit Corporations | Conservation & Environmental  | Greenpeace USA |
| Beer, Wine, Liquor | Liquor-Vodka | Grey Goose Vodka |
| Online Organizations | Daily Deal Sites | Groupon |
| Financial Services/Insurance | Insurance | Guardian Life Insurance |
| Beer, Wine, Liquor | Beer Full Calorie | Guinness Stout |
| Retail Gasoline | Retail Gasoline | Gulf Oil |
| Retail | Retail-Clothing/Accessories | H&M Retail Store |
| Media Television | Topical interest TV programming | H. I. (History International) |
| Non-Profit Corporations | Social Service  | Habitat for Humanity |
| Appliances | Major Appliances | Haier Appliances |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | Haier Coffee Maker\* |
| Media Television | Variety TV Programming | Hallmark Channel |
| Other Products | Greeting Cards | Hallmark Greeting Cards |
| Media Magazine | Magazine-Women's | Hallmark Magazine |
| Other Products | Greeting Cards | Hallmark Shoebox Greeting Cards |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | Hamilton Beach Coffee Maker |
| Appliances | Small Kitchen Appliances | Hamilton Beach Small Appliances |
| Household Products Other | Window Coverings | Hampton Bay Blinds & Shades |
| Hotels | Mid-Market Hotel | Hampton Inn/Hampton Inn & Suites |
| Automotive Tires | Automotive Tires | Hankook Automobile Tires |
| Restaurants | Restaurant-Quick Service | Hardees |
| Foods | Candy- Non Chocolate | Haribo Gummi Bears |
| Motorcycles | Motorcycles | Harley Davidson Motorcycles |
| Consumer Electronics | Car Audio | Harman/Kardon In-Vehicle Audio |
| Beverages | Water-Coconut | Harvest Bay Coconut Water\* |
| Other Products | Motor Oil | Havoline Motor Oil |
| Airlines | Airline-Full Service | Hawaiian Airlines |
| Beverages | Fruit Flavored Drink | Hawaiian Punch |
| Health and Beauty Products | Sun Screen | Hawaiian Tropic Suncare |
| Media Television | Pay Cable Networks | HBO |
| Media Television | Variety TV Programming | HD Theater |
| Health Insurance | Health Insurance | HealthNet |
| Foods | Candy - Chocolate | Heath Bar Candy |
| Non-Profit Corporations | International Needs | Heifer International |
| Beer, Wine, Liquor | Beer Full Calorie | Heineken Beer |
| Beer, Wine, Liquor | Beer Light | Heineken Premium Light Beer |
| Resorts/Attractions | Amusement Attraction | Hershey Park |
| Foods | Candy - Chocolate | Hershey's Kisses Chocolate Candy |
| Foods | Candy - Chocolate | Hershey's Milk Chocolate Candy Bars |
| Car Rentals | Car Rental | Hertz Car Rental |
| Retail Gasoline | Retail Gasoline | Hess Gasoline |
| Computer-Related Products | Computer  | Hewlett-Packard (HP) Computers |
| Beverages | Fruit Flavored Drink | Hi-C |
| Household Products Other | Pet Care-Cat Food | Hills Science Diet Cat Food |
| Household Products Other | Pet Care-Dog Food | Hills Science Diet Dog Food |
| Household Products Other | Tools-Power | Hilti Tools |
| Hotels | Full Service Hotel | Hilton Garden Inn |
| Hotels | Full Service Hotel | Hilton Hotels and Resorts |
| Media Television | Topical interest TV programming | History Channel |
| Household Products Other | Tools-Power | Hitachi Tools |
| Hotels | Mid-Market Hotel | Holiday Inn Express |
| Hotels | Mid-Market Hotel | Holiday Inn Hotels & Resorts |
| Retail | Retail-Clothing/Accessories | Hollister Co. Retail Store |
| Media Television | Topical interest TV programming | Home & Garden TV (HGTV) |
| Retail | Retail-OnLine | Home Shopping Network (HSN) |
| Hotels | Extended Stay Hotel | Homewood Suites by Hilton |
| Household Products Other | Lawn Mowers | Honda Lawn Mower |
| Motorcycles | Motorcycles | Honda Motorcycles |
| Automotive Manufacturers | Automotive-Full Line | Honda Vehicles |
| Household Products Other | Vacuum Cleaners | Hoover Vacuum |
| Online Organizations | Travel Services | Hotels.com |
| Hotels | Mid-Market Hotel | Howard Johnson |
| Consumer Electronics | Digital Cameras | HP (Hewlett-Packard) Digital Camera |
| Computer-Related Products | Printing & Imaging | HP Printing & Imaging |
| Computer-Related Products | Computer Tablet | HP Touchpad (Tablet) |
| Computer-Related Products | Computer Tablet | HTC Evo (Tablet) |
| Computer-Related Products | Computer Tablet | HTC Flyer (Tablet)\* |
| Computer-Related Products | Computer Tablet | HTC Jetstream (Tablet)\* |
| Telecommunications | Mobile Phone | HTC Phone |
| Media News service | Media News service | Huffington Post |
| Entertainment/Recreation | Video | Hulu |
| Health Insurance | Health Insurance | Humana |
| Household Products Other | Window Coverings | Hunter Douglas Blinds & Shades |
| Household Products Other | Lawn Mowers | Husqvarna Lawn Mower |
| Hotels | Full Service Hotel | Hyatt Hotels and Resorts |
| Automotive Manufacturers | Automotive-Full Line | Hyundai Vehicles |
| Household Products Other | Pet Care-Cat Food | Iams Cat Food |
| Household Products Other | Pet Care-Dog Food | Iams Dog Food |
| Computer-Related Products | MasterBrand | IBM |
| Beverages | Water-Enhanced | Ice Botanicals\* |
| Foods | Candy-Gum | Ice Breakers Gum |
| Beverages | Water-Bottled | Ice Mountain Bottled Water |
| Media Television | Topical interest TV programming | ID (Investigation Discovery) Television Network |
| Media Television | Variety TV Programming | IFC (Independent Film Channel) |
| Media Radio | Media-Internet Radio | Iheartradio |
| Restaurants | Restaurant-Casual Dining-American | IHOP (International House of Pancakes) |
| Household Products Other | Kitchen Cabinetry | IKEA Cabinetry |
| Beverages | Coffee-Ground | illy Ground Coffee\* |
| Over-the-Counter Products | OTC Antidiarrheal Medication | Imodium AD |
| Media Magazine | Magazine-Business Financial | Inc. Magazine |
| Online Organizations | Jobs/Career | Indeed.com\* |
| Automotive Manufacturers | Automotive-Luxury | Infiniti Vehicles |
| Consumer Electronics | Car Audio | Infinity In-Vehicle Audio |
| Financial Services/Insurance | Investment | ING DIRECT |
| Financial Services/Insurance | Investment | ING ShareBuilder |
| Beer, Wine, Liquor | Wine-Value | Inglenook Vineyards and Winery Wine |
| Consumer Electronics | Consumer Electronics | Insignia Home Electronics |
| Computer-Related Products | MasterBrand | Intel |
| Hotels | Luxury Hotel | Inter-Continental Hotels |
| Non-Profit Corporations | International Needs  | International Medical Corps\* |
| Household Products Other | Tools-Power | Irwin Industrial Tools |
| Universities/Online Degrees | For-Profit University | ITT Technical Institute |
| Beer, Wine, Liquor | Liquor-Scotch Whiskey | J&B Scotch |
| Financial Services/Insurance | Investment | J.P. Morgan Chase & Co. |
| Beer, Wine, Liquor | Liquor-Scotch Whiskey | Jack Daniel's Whiskey |
| Restaurants | Restaurant-Quick Service | Jack in the Box Restaurants |
| Automotive Manufacturers | Automotive-Luxury | Jaguar Vehicles |
| Beer, Wine, Liquor | Liquor-Scotch Whiskey | Jameson Irish Whiskey |
| Foods | Salty Snack | Jay's Chips |
| Consumer Electronics | Car Audio | JBL In-Vehicle Audio |
| Retail | Retail-Department Store Retail-Mid-Tier | JCPenney Department Stores |
| Automotive Manufacturers | Automotive-Trucks  | Jeep Vehicles |
| Appliances | Major Appliances | Jenn-Air Appliances |
| Household Products Other | Gas Grills | Jenn-Air Gas Grill |
| Health and Beauty Products | Weight Management | Jenny Craig |
| Airlines | Airline-Value | JetBlue Airways |
| Automotive Service Centers | Automotive Service Centers | Jiffy Lube Oil Change Centers |
| Foods | Popcorn | Jiffy Pop Popcorn |
| Beer, Wine, Liquor | Liquor-Scotch Whiskey | Jim Beam Whiskey |
| Household Products Other | Lawn Mowers | John Deere Lawn Mower |
| Financial Services/Insurance | Investment | John Hancock Financial Services |
| Beer, Wine, Liquor | Liquor-Scotch Whiskey | Johnnie Walker Black Scotch |
| Health Care | Hospitals | Johns Hopkins Hospital |
| Foods | Candy- Non Chocolate | Jolly Rancher Candy |
| Foods | Popcorn | Jolly Time Popcorn |
| Foods | Candy-Gum | Juicy Fruit Gum |
| Beverages | Fruit Flavored Drink | Juicy Juice |
| Non-Profit Corporations | Youth & Children | Junior Achievement |
| Foods | Candy - Chocolate | Junior Mints Candy |
| Other Products | Greeting Cards | Just for You from American Greetings Cards |
| Retail | Retail-Clothing/Accessories | Justice Retail Store |
| Non-Profit Corporations | Health | Juvenile Diabetes Research Foundation International |
| Consumer Electronics | Consumer Electronics | JVC Home Electronics |
| Health Insurance | Health Insurance | Kaiser Permanente |
| Over-the-Counter Products | OTC Antidiarrheal Medication | Kaopectate |
| Universities/Online Degrees | For-Profit University | Kaplan University |
| Foods | Energy Bars | Kashi Go Lean Energy Bar |
| Motorcycles | Motorcycles | Kawasaki Motorcycles |
| Online Organizations | Travel Services | Kayak.com |
| Apparel/Accessories | Footwear-Athletic or Casual | Keds Footwear |
| Foods | Cookies | Keebler Chips Deluxe |
| Foods | Cookies | Keebler Pecan Sandies |
| Foods | Cookies | Keebler Vanilla Wafers |
| Foods | Cookies | Keebler Vienna Fingers |
| Foods | Cookies | Keebler  Fudge Shoppe Fudge Stripes Cookies |
| Online Organizations | Auto Sales | Kelly Blue Book (KBB.com) |
| Automotive Tires | Automotive Tires | Kelly Tires |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | Kenmore Coffee Maker |
| Household Products Other | Gas Grills | Kenmore Gas Grill |
| Appliances | Major Appliances | Kenmore Major Appliances |
| Household Products Other | Vacuum Cleaners | Kenmore Vacuum |
| Beer, Wine, Liquor | Liquor-Vodka | Ketel One |
| Foods | Salty Snack | Kettle Chips |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | Keurig Coffee Maker |
| Financial Services/Insurance | Retail Bank-Super Regional | KeyBank |
| Restaurants | Restaurant-Quick Service | KFC Restaurants (Kentucky Fried Chicken) |
| Automotive Manufacturers | Automotive-Full Line | Kia Vehicles |
| Household Products Other | Pet Care-Dog Food | Kibbles 'n Bits Dog Food |
| Household Products Other | Paint | KILZ |
| Household Products Other | Mattress-Innerspring | Kingsdown Mattress\* |
| Household Products Other | Window Coverings | Kirsch Blinds & Shades |
| Foods | Candy - Chocolate | Kit Kat Chocolate Candy |
| Household Products Other | Cookware | KitchenAid Cookware |
| Appliances | Major Appliances | KitchenAid Major Appliances |
| Appliances | Small Kitchen Appliances | KitchenAid Small Appliances |
| Retail | Retail-Drug Store | Kmart Pharmacy |
| Retail | Retail-Value | Kmart Stores |
| Computer-Related Products | E-Readers | Kobo e-Reader\* |
| Computer-Related Products | E-Readers | Kobo Vox e-Reader\* |
| Consumer Electronics | Digital Cameras | Kodak Digital Camera |
| Computer-Related Products | Printing & Imaging | Kodak Printing & Imaging |
| Household Products Other | Faucets | Kohler Faucets |
| Retail | Retail-Department Store Retail-Mid-Tier | Kohl's Department Store |
| Computer-Related Products | Printing & Imaging | Konica Minolta Printing & Imaging |
| Tobacco | Tobacco | Kool Cigarettes |
| Beverages | Fruit Flavored Drink | Kool-Aid |
| Household Products Other | Kitchen Cabinetry | KraftMaid Cabinets |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | Krups Coffee Maker |
| Apparel/Accessories | Footwear-Athletic or Casual | K-Swiss Athletic Footwear |
| Computer-Related Products | Printing & Imaging | Kyocera Mita Printing & Imaging |
| Telecommunications | Mobile Phone | Kyocera Phone |
| Health and Beauty Products | Cosmetics-Premium  | La Mer Cosmetics\* |
| Health and Beauty Products | Weight Management | LA Weight Loss |
| Media Magazine | Magazine-Women's | Ladies' Home Journal |
| Health and Beauty Products | Cosmetics-Premium  | Lancôme Cosmetics |
| Automotive Manufacturers | Automotive-Luxury | Land Rover Vehicles |
| Retail | Retail-OnLine | Land's End |
| Hotels | Mid-Market Hotel | LaQuinta Inns & Suites |
| Foods | Salty Snack | Lay's Chips |
| Household Products Other | Cookware | LeCreuset Cookware |
| Apparel/Accessories | Apparel/Accessories-Jeans | Lee Apparel |
| Computer-Related Products | Computer | Lenovo Computers |
| Computer-Related Products | Computer Tablet | Lenovo IdeaPad (Tablet) |
| Computer-Related Products | Computer Tablet | Lenovo ThinkPad (Tablet) |
| Non-Profit Corporations | Health | Leukemia & Lymphoma Society |
| Apparel/Accessories | Apparel/Accessories-Jeans | Levi's Apparel |
| Household Products Other | Window Coverings | Levolor Blinds & Shades |
| Computer-Related Products | Printing & Imaging | Lexmark Printing & Imaging |
| Automotive Manufacturers | Automotive-Luxury | Lexus Vehicles |
| Appliances | Major Appliances | LG Appliances |
| Consumer Electronics | Consumer Electronics | LG Home Electronics |
| Telecommunications | Mobile Phone | LG Phone |
| Household Products Other | Vacuum Cleaners | LG Vacuum |
| Beer, Wine, Liquor | Wine-Value | Liberty Creek Wine\* |
| Financial Services/Insurance | Insurance | Liberty Mutual Insurance |
| Foods | Candy- Non Chocolate | Lifesavers Candy |
| Media Television | Variety TV Programming | Lifetime Television |
| Financial Services/Insurance | Investment | Lincoln Financial |
| Automotive Manufacturers | Automotive-Luxury | Lincoln Vehicles |
| Beer, Wine, Liquor | Wine-Popular | Lindemans Wine\* |
| Online Organizations | Social Networking Site | LinkedIn |
| Computer-Related Products | MasterBrand | Linksys |
| Entertainment/Recreation | Movie Studio | Lionsgate Entertainment Movie Studio |
| Beverages | Bottled Iced Teas | Lipton Iced Tea |
| Beverages | Tea Bags  | Lipton Teas |
| Restaurants | Restaurant-Quick Service-Pizza | Little Caesar's Pizza |
| Non-Profit Corporations | Health | LiveStrong |
| Online Organizations | Daily Deal Sites | Living Social |
| Beer, Wine, Liquor | Wine-Value | Livingston Cellars Wine |
| Media Television | Topical interest TV programming | LMN (Lifetime Movie Network) |
| Foods | Cookies | Lofthouse Frosted Sugar Cookies |
| Computer-Related Products | MasterBrand | Logitech |
| Media Television | Variety TV Programming | Logo TV |
| Restaurants | Restaurant-Quick Service | Long John Silvers Restaurant |
| Restaurants | Restaurant-Casual Dining-American | Longhorn Steakhouse |
| Household Products Other | Carpet | Looptex Carpet\* |
| Retail | Retail-Department Store Retail-Upper Tier | Lord and Taylor Department Store |
| Health and Beauty Products | Cosmetics-Mass Merchant | L'Oreal Cosmetics |
| Retail | Retail-Home | Lowe's Home Improvement Warehouses |
| Foods | Energy Bars | Luna Energy Bar |
| Beverages | Bottled Iced Teas | Luzianne Tea |
| Household Products Other | Household Cleaner | Lysol All Purpose Cleaner |
| Foods | Candy - Chocolate | M&M Peanut Chocolate Candy |
| Foods | Candy - Chocolate | M&M Plain Chocolate Candy |
| Financial Services/Insurance | Retail Bank-Super Regional | M&T Bank |
| Over-the-Counter Products | OTC Digestive Aid | Maalox Antacids |
| Health and Beauty Products | Cosmetics-Premium  | MAC Cosmetics |
| Retail | Retail-Department Store Retail-Mid-Tier | Macy's Department Stores |
| Consumer Electronics | Navigation Systems | Magellan Navigation System |
| Restaurants | Restaurant-Casual Dining-Italian | Maggiano's Little Italy Restaurant |
| Other Products | Greeting Cards | Mahogany Greeting Cards |
| Apparel/Accessories | Apparel/Accessories-Intimate | MaidenForm Women's Underwear |
| Hotels | Extended Stay Hotel | MainStay Suites |
| Non-Profit Corporations | Health | Make-A-Wish Foundation |
| Household Products Other | Tools-Power | Makita Tools |
| Retail Gasoline | Retail Gasoline | Marathon Gasoline |
| Non-Profit Corporations | Social Service - Disability | March of Dimes |
| Tobacco | Tobacco | Marlboro Cigarettes |
| Hotels | Full Service Hotel | Marriott Hotels |
| Retail | Retail-Value | Marshalls Stores |
| Household Products Other | Household Cleaner | Martha Stewart All Purpose Cleaner |
| Household Products Other | Kitchen Cabinetry | Martha Stewart Cabinetry |
| Household Products Other | Carpet | Martha Stewart Carpet |
| Media Magazine | Magazine-Women's | Martha Stewart Living Magazine |
| Household Products Other | Paint | Martha Stewart Paint |
| Health Care | Hospitals | Massachusetts (Mass) General Hospital |
| Financial Services/Insurance | Insurance | MassMutual Insurance |
| Household Products Other | Gas Grills | Master Forge Gas Grill\* |
| Financial Services/Insurance | Payment Card | MasterCard |
| Health and Beauty Products | Cosmetics-Mass Merchant | Max Factor Cosmetics |
| Beverages | Coffee-Ground | Maxwell House Ground Coffee |
| Health and Beauty Products | Cosmetics-Mass Merchant | Maybelline Cosmetics |
| Health Care | Hospitals | Mayo Clinic |
| Appliances | Major Appliances | Maytag Appliances |
| Automotive Manufacturers | Automotive-Full Line | Mazda Vehicles |
| Restaurants | Restaurant-Quick Service | McDonald's Restaurants |
| Household Products Other | Kitchen Cabinetry | Medallion Cabinetry\* |
| Automotive Service Centers | Automotive Service Centers | Meineke Automotive Service Centers |
| Health Care | Hospitals | Memorial Sloan-Kettering Cancer Center |
| Household Products Other | Pet Care-Cat Food | Meow Mix Cat Food |
| Automotive Manufacturers | Automotive-Luxury | Mercedes-Benz Vehicles |
| Non-Profit Corporations | International Needs  | Mercy Corps\* |
| Beer, Wine, Liquor | Wine-Popular | Meridian Wine\* |
| Household Products Other | Kitchen Cabinetry | Merillat Cabinetry\* |
| Apparel/Accessories | Footwear-Running Shoes | Merrell Running Shoes |
| Financial Services/Insurance | Investment | Merrill Lynch |
| Over-the-Counter Products | OTC Fiber supplement | Metamucil |
| Financial Services/Insurance | Insurance | MetLife Insurance Company |
| Telecommunications | Wireless No-Contract Carriers | Metro PCS (no contract wireless phone) |
| Entertainment/Recreation | Movie Studio | MGM Movie Studio |
| Automotive Tires | Automotive Tires | Michelin Automobile Tires |
| Beer, Wine, Liquor | Beer Full Calorie | Michelob Beer |
| Beer, Wine, Liquor | Beer Light | Michelob Light Beer |
| Beer, Wine, Liquor | Beer Light | Michelob Ultra Beer |
| Computer-Related Products | MasterBrand | Microsoft |
| Entertainment/Recreation | Gaming Platform | Microsoft Kinect for Xbox 360 |
| Entertainment/Recreation | Gaming Platform | Microsoft Xbox 360 |
| Automotive Service Centers | Automotive Service Centers | Midas Auto Service Express |
| Household Products Other | Pet Care-Dog Food | Mighty Dog Dog Food |
| Household Products Other | Everyday Dinnerware | Mikasa |
| Media Television | Topical interest TV programming | Military Channel |
| Media Television | Topical interest TV programming | Military History Channel |
| Foods | Candy - Chocolate | Milk Duds Candy |
| Foods | Candy - Chocolate | Milky Way Chocolate Candy |
| Beer, Wine, Liquor | Beer Full Calorie | Miller High Life Beer |
| Beer, Wine, Liquor | Beer Light | Miller High Life Light Beer |
| Beer, Wine, Liquor | Beer Light | Miller Lite Beer |
| Beverages | Coffee-Ground | Millstone Ground Coffee |
| Household Products Other | Tools-Power | Milwaukee Tools |
| Beer, Wine, Liquor | Beer Full Calorie | Milwaukee's Best Beer |
| Beer, Wine, Liquor | Beer Light | Milwaukee's Best Light Beer |
| Automotive Manufacturers | Automotive-Full Line | MINI Cooper |
| Beverages | Fruit Juice | Minute Maid Juices |
| Over-the-Counter Products | OTC Laxative | MiraLax |
| Entertainment/Recreation | Movie Studio | Miramax Movie Studio |
| Foods | Salty Snack | Mission Chips |
| Consumer Electronics | Consumer Electronics | Mitsubishi Home Electronics |
| Automotive Manufacturers | Automotive-Full Line | Mitsubishi Vehicles |
| Household Products Other | Cutlery-Premium  | Miyabi Cutlery\* |
| Sports | Sports | MLB (Major League Baseball) |
| Sports | Sports | MLS (Major League Soccer) |
| Automotive Service Centers | Automotive Service Centers | Mobil 1 Lube Express |
| Other Products | Motor Oil | Mobil 1 Motor Oil |
| Other Products | Motor Oil | Mobil Motor Oil |
| Beer, Wine, Liquor | Beer Full Calorie | Modelo Especial Beer |
| Household Products Other | Faucets | Moen Faucets |
| Household Products Other | Carpet | Mohawk Carpet |
| Foods | Energy Bars | MoJo Energy Bar\* |
| Beer, Wine, Liquor | Wine-Popular | Mondavi Wine |
| Media Magazine | Magazine-Business Financial | Money Magazine |
| Beverages | Energy Drink | Monster Energy Drink |
| Online Organizations | Jobs/Career | Monster.com |
| Media Magazine | Magazine-Women's | More Magazine\* |
| Financial Services/Insurance | Investment | Morgan Stanley Smith Barney Financial Services |
| Hotels | Economy Hotel | Motel 6 |
| Foods | Cookies | Mother's Cookies |
| Telecommunications | Mobile Phone | Motorola Phone |
| Computer-Related Products | Computer Tablet | Motorola Xoom (Tablet) |
| Over-the-Counter Products | OTC Pain Reliever | Motrin Pain Relievers |
| Beverages | Fruit Juice | Mott's Juices |
| Health Care | Hospitals | Mount Sinai Medical Center |
| Beverages | Carbonated Beverage-Regular | Mountain Dew |
| Household Products Other | Household Cleaner | Mr. Clean Multi-Purpose Cleaner |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | Mr. Coffee Coffee Maker |
| Foods | Cookies | Mrs. Fields Cookies |
| Media Television | TV News Programming | MSNBC News Channel |
| Media News service | Media News service | MSNBC Online |
| Household Products Other | Lawn Mowers | MTD Lawn Mower |
| Household Products Other | Household Cleaner | Murphy All Purpose Cleaner |
| Non-Profit Corporations | Health | Muscular Dystrophy Association |
| Over-the-Counter Products | OTC Digestive Aid | Mylanta |
| Foods | Cookies | Nabisco Newtons |
| Foods | Cookies | Nabisco Nutter Butter Cookies |
| Foods | Cookies | Nabisco SnackWells |
| Beverages | Water-Coconut | Naked Coconut Water |
| Automotive Service Centers | Automotive Service Centers | Napa AutoCare Center |
| Sports | Sports | NASCAR (auto racing) |
| Non-Profit Corporations | Social Service - Disability | National Autism Association |
| Car Rentals | Car Rental | National Car Rental |
| Non-Profit Corporations | Social Service - Disability | National Down Syndrome Congress\* |
| Non-Profit Corporations | Social Service - Disability | National Down Syndrome Society |
| Media Television | Topical interest TV programming | National Geographic – Wild (Nat Geo WILD) |
| Media Television | Topical interest TV programming | National Geographic Channel |
| Media Magazine | Magazine-General Interest | National Geographic Magazine |
| Government | U.S. Government - Military Service | National Guard |
| Non-Profit Corporations | Health | National Kidney Foundation |
| Non-Profit Corporations | Health | National Multiple Sclerosis Society |
| Media News service | Media News service | National Public Radio (NPR) |
| Non-Profit Corporations | Public Policy/Legislative | National Rifle Association |
| Non-Profit Corporations | Health | National Stroke Association |
| Automotive Service Centers | Automotive Service Centers | National Tire and Battery |
| Non-Profit Corporations | Conservation & Environmental  | National Wildlife Federation |
| Financial Services/Insurance | Insurance | Nationwide Insurance Company |
| Non-Profit Corporations | Conservation & Environmental  | Natural Resources Defense Council (NRDC) |
| Non-Profit Corporations | Conservation & Environmental  | Nature Conservancy |
| Over-the-Counter Products | OTC Sleep Aids | Nature Made Sleep |
| Foods | Granola Bars | Nature Valley Granola Bars |
| Sports | Sports | NBA (National Basketball Association) |
| Media Television | Broadcast Network | NBC Television Network |
| Sports | Sports | NCAA Basketball (college basketball) |
| Sports | Sports | NCAA Football (college football) |
| Retail | Retail-Department Store Retail-Upper Tier | Neiman Marcus |
| Beverages | Coffee-Ground | Nescafe Ground Coffee |
| Beverages | Bottled Iced Teas | Nestea |
| Foods | Candy - Chocolate | Nestle Crunch Chocolate Candy |
| Beverages | Water-Bottled | Nestle Pure Life Bottled Water |
| Telecommunications | Wireless No-Contract Carriers | Net10 (no contract wireless phone) |
| Entertainment/Recreation | Video | Netflix |
| Health and Beauty Products | Cosmetics-Mass Merchant | Neutrogena Cosmetics |
| Health and Beauty Products | Sun Screen | Neutrogena Suncare |
| Apparel/Accessories | Footwear-Running Shoes | New Balance Running Shoes |
| Entertainment/Recreation | Movie Studio | New Line Cinema Movie Studio |
| Financial Services/Insurance | Insurance | New York Life Insurance Company |
| Media News service | Media News service | New York Times |
| Health Care | Hospitals | New York-Presbyterian Medical Center |
| Beer, Wine, Liquor | Beer Full Calorie | Newcastle Brown Ale Beer |
| Household Products Other | Pet Care-Cat Food | Newman's Own Cat Food |
| Household Products Other | Pet Care-Dog Food | Newman's Own Dog Food |
| Beverages | Coffee-Ground | Newman's Own Ground Coffee |
| Foods | Popcorn | Newman's Own Popcorn |
| Tobacco | Tobacco | Newport Cigarettes |
| Media Magazine | Magazine-Weekly News | Newsweek Magazine |
| Sports | Sports | NFL (National Football League) |
| Sports | Sports | NHL (National Hockey League) |
| Media Television | Variety TV Programming | Nick at Nite |
| Media Television | Kids TV programming | Nick Jr. |
| Media Television | Kids TV programming | Nickelodeon |
| Media Television | Kids TV programming | Nicktoons |
| Household Products Other | Mattress-Memory Foam | Night Therapy Memory Foam Mattress |
| Apparel/Accessories | Apparel/Accessories | Nike Apparel |
| Apparel/Accessories | Footwear-Running Shoes | Nike Running Shoes |
| Consumer Electronics | Digital Cameras | Nikon Digital Camera |
| Foods | Cookies | Nilla Wafers |
| Entertainment/Recreation | Gaming Platform | Nintendo DS |
| Entertainment/Recreation | Gaming Platform | Nintendo Wii |
| Automotive Manufacturers | Automotive-Specialty | Nissan Leaf |
| Automotive Manufacturers | Automotive-Full Line | Nissan Vehicles |
| Health and Beauty Products | Sun Screen | No-Ad Suncare |
| Telecommunications | Mobile Phone | Nokia Phone |
| Retail | Retail-Department Store Retail-Upper Tier | Nordstrom's Department Store |
| Financial Services/Insurance | Investment | Northern Trust\* |
| Beverages | Fruit Juice | Northland Juice |
| Financial Services/Insurance | Insurance | Northwestern Mutual |
| Cruise Line | Cruise Line | Norwegian Cruise Line |
| Household Products Other | Mattress-Memory Foam | Novaform/ Sleep Innov Memory Foam Mattress |
| Media Radio | Media-Internet Radio | NPR Music |
| Health and Beauty Products | Weight Management | NutriSystem |
| Over-the-Counter Products | OTC Sleep Aids | Nytol |
| Media Magazine | Magazine-Women's | O, The Oprah Magazine |
| Beverages | Water-Coconut | O.N.E Coconut Water\* |
| Health and Beauty Products | Sun Screen | Ocean Potion Suncare\* |
| Beverages | Fruit Juice | Ocean Spray Juices |
| Foods | Energy Bars | Odwalla Energy Bar |
| Beverages | Fruit Juice | Odwalla Fruit Juices and Smoothies |
| Retail | Retail-Office Supply | Office Depot |
| Retail | Retail-Office Supply | Office Max |
| Health and Beauty Products | Cosmetics-Mass Merchant | Olay Cosmetics |
| Retail | Retail-Clothing/Accessories | Old Navy Retail Store |
| Apparel/Accessories | Apparel/Accessories-Intimate | Olga Women's Underwear\* |
| Restaurants | Restaurant-Casual Dining-Italian | Olive Garden |
| Household Products Other | Paint | Olympic Paint |
| Sports | Sports | Olympics |
| Consumer Electronics | Digital Cameras | Olympus Digital Camera |
| Hotels | Luxury Hotel | Omni Hotels & Resorts |
| Household Products Other | Everyday Dinnerware | Oneida |
| Consumer Electronics | Consumer Electronics | Onkyo Home Electronics |
| Media Television | Variety TV Programming | Oprah Winfrey Network (OWN) |
| Foods | Candy-Gum | Orbit Gum |
| Online Organizations | Travel Services | Orbitz.com |
| Household Products Other | Vacuum Cleaners | Oreck Vacuum |
| Foods | Cookies | Oreo Cookies |
| Health and Beauty Products | Cosmetics-Premium  | Origins Cosmetics |
| Foods | Popcorn | Orville Redenbacher Popcorn |
| Appliances | Small Kitchen Appliances | Oster Small Appliances |
| Restaurants | Restaurant-Casual Dining-American | Outback Steakhouse |
| Non-Profit Corporations | International Needs | Oxfam America\* |
| Media Television | Variety TV Programming | Oxygen (Television Network) |
| Beer, Wine, Liquor | Beer Full Calorie | Pabst Blue Ribbon Beer |
| Retail | Retail-Clothing/Accessories | Pac Sun Retail Store |
| Financial Services/Insurance | Insurance | Pacific Life Insurance |
| Consumer Electronics | Digital Cameras | Panasonic Digital Camera |
| Consumer Electronics | Consumer Electronics | Panasonic Home Electronics |
| Consumer Electronics | Car Audio | Panasonic In-Vehicle Audio |
| Computer-Related Products | Printing & Imaging | Panasonic Printing & Imaging |
| Household Products Other | Vacuum Cleaners | Panasonic Vacuum |
| Media Radio | Media-Internet Radio | Pandora Radio |
| Restaurants | Restaurant-Casual Dining-American | Panera Bread Restaurant |
| Telecommunications | Mobile Phone | Pantech Phone |
| Restaurants | Restaurant-Quick Service-Pizza | Papa John's Pizza |
| Other Products | Office Supply-Pens | PaperMate |
| Other Products | Greeting Cards | Papyrus Greeting Cards & Stationery |
| Entertainment/Recreation | Movie Studio | Paramount Pictures Movie Studio |
| Media Magazine | Magazine-Women's | Parents Magazine |
| Other Products | Office Supply-Pens | Parker |
| Non-Profit Corporations | International Needs  | Partners in Health\* |
| Apparel/Accessories | Apparel/Accessories | Patagonia Apparel |
| Household Products Other | Cookware | Paula Dean Cookware |
| Foods | Candy - Chocolate | PayDay Chocolate Candy |
| Retail | Retail-Shoes | Payless ShoeSource |
| Media Television | Broadcast Network | PBS (Public Broadcasting Service) |
| Media Television | Kids TV programming | PBS Kids |
| Media Television | Kids TV programming | PBS KIDS Sprout |
| Household Products Other | Pet Care-Dog Food | Pedigree Dog Food |
| Household Products Other | Faucets | Peerless Faucets |
| Household Products Other | Faucets | Pegasus Faucets\* |
| Automotive Service Centers | Automotive Service Centers | Pennzoil 10 Minute Oil Change Center |
| Other Products | Motor Oil | Pennzoil Motor Oil |
| Consumer Electronics | Digital Cameras | PENTAX Digital Camera |
| Non-Profit Corporations | Animals Welfare | People for the Ethical Treatment of Animals (PETA) |
| Media Magazine | Magazine-General Interest | People Magazine |
| Automotive Service Centers | Automotive Service Centers | PepBoys Automotive Service Centers |
| Over-the-Counter Products | OTC Digestive Aid | Pepcid |
| Foods | Cookies | Pepperidge Farm Milano Cookies |
| Foods | Cookies | Pepperidge Farm Soft Baked Cookies |
| Beverages | Carbonated Beverage-Regular | Pepsi-Cola |
| Over-the-Counter Products | OTC Digestive Aid | Pepto-Bismol Stomach Remedy |
| Over-the-Counter Products | OTC Laxative | Perdiem Fiber Caplet\* |
| Over-the-Counter Products | OTC Laxative | Pericolace\* |
| Retail | Retail-Pet Supply | PETCO Stores |
| Beer, Wine, Liquor | Wine-Value | Peter Vella Box Wine\* |
| Retail | Retail-Pet Supply | PetSmart Stores |
| Household Products Other | Everyday Dinnerware | Pfaltzgraff |
| Sports | Sports | PGA Tour (Professional Golfers' Association) |
| Consumer Electronics | Consumer Electronics | Philips Home Electronics |
| Over-the-Counter Products | OTC Laxative | Phillips Milk of Magnesia |
| Health and Beauty Products | Cosmetics-Mass Merchant | Physicians Formula Cosmetics |
| Household Products Other | Household Cleaner | Pine-Sol Household Cleaner |
| Consumer Electronics | Consumer Electronics | Pioneer Home Electronics |
| Consumer Electronics | Car Audio | Pioneer In-Vehicle Audio |
| Automotive Tires | Automotive Tires | Pirelli Automobile Tires |
| Household Products Other | Paint | Pittsburgh Paints |
| Restaurants | Restaurant-Quick Service-Pizza | Pizza Hut |
| Media Television | Topical interest TV programming | Planet Green Television Network |
| Non-Profit Corporations | Health | Planned Parenthood Federation |
| Apparel/Accessories | Apparel/Accessories-Intimate | Playtex Women's Underwear |
| Household Products Other | Household Cleaner | Pledge Multi-Surface Cleaner |
| Financial Services/Insurance | Retail Bank-Super Regional | PNC Bank |
| Beverages | Water-Bottled | Poland Spring Bottled Water |
| Beverages | Fruit Juice | Pom Wonderful |
| Foods | Popcorn | Pop Secret Popcorn |
| Household Products Other | Tools-Power | Porter-Cable Tools |
| Foods | Energy Bars | Power Bar Energy Bar |
| Beverages | Water-Sports Drink | Powerade |
| Beverages | Energy Drink | Powertrip Energy Drink\* |
| Household Products Other | Paint | Pratt & Lambert |
| Automotive Service Centers | Automotive Service Centers | Precision Tune Auto Care |
| Over-the-Counter Products | OTC Digestive Aid | Prevacid OTC |
| Media Magazine | Magazine-Women's | Prevention Magazine |
| Household Products Other | Faucets | Price Pfister Faucets |
| Online Organizations | Travel Services | Priceline.com |
| Over-the-Counter Products | OTC Digestive Aid | Prilosec OTC |
| Cruise Line | Cruise Line | Princess Cruises |
| Financial Services/Insurance | Investment | Principal Financial |
| Foods | Salty Snack | Pringles potato chips |
| Automotive Service Centers | Automotive Service Centers | Pro Care Auto Service\* |
| Foods | Energy Bars | ProBar Energy Bar |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | Proctor-Silex Coffee Maker |
| Appliances | Small Kitchen Appliances | Proctor-Silex Small Appliances |
| Financial Services/Insurance | Insurance | Progressive Auto Insurance |
| Beverages | Water-Sports Drink | Propel Fitness Water |
| Financial Services/Insurance | Investment | Prudential Financial |
| Apparel/Accessories | Footwear-Athletic or Casual | Puma Athletic Footwear |
| Household Products Other | Pet Care-Cat Food | Purina Cat Food |
| Household Products Other | Pet Care-Dog Food | Purina Dog Food |
| Beer, Wine, Liquor | Wine-Value | Quail Oak Wine\* |
| Foods | Granola Bars | Quaker Chewy Granola Bars |
| Other Products | Motor Oil | Quaker State Motor Oil |
| Hotels | Mid-Market Hotel | Quality Inn |
| Restaurants | Restaurant-Quick Service | Quiznos Restaurants |
| Retail | Retail-OnLine | QVC |
| Household Products Other | Cookware | Rachael Ray Cookware |
| Retail | Retail-Electronic | Radio Shack |
| Hotels | Full Service Hotel | Radisson Hotels & Resorts |
| Automotive Manufacturers | Automotive-Trucks  | Ram Vehicles |
| Hotels | Mid-Market Hotel | Ramada Worldwide |
| Consumer Electronics | Consumer Electronics | RCA Home Electronics |
| Media Magazine | Magazine-General Interest | Reader's Digest Magazine |
| Non-Profit Corporations | Youth & Children | Reading is Fundamental (RIF) |
| Media Magazine | Magazine-Women's | Real Simple Magazine |
| Other Products | Greeting Cards | Recycled Paper Greetings Cards |
| Beverages | Energy Drink | Red Bull Energy Drink |
| Restaurants | Restaurant-Casual Dining-American | Red Lobster Restaurants |
| Hotels | Economy Hotel | Red Roof Inns |
| Beverages | Tea Bags  | Red Rose Tea |
| Foods | Candy- Non Chocolate | Red Vines Candy |
| Media Magazine | Magazine-Women's | Redbook Magazine |
| Entertainment/Recreation | Video | RedBox |
| Beer, Wine, Liquor | Wine-Popular | Redwood Creek Wine\* |
| Apparel/Accessories | Footwear-Running Shoes | Reebok Running Shoes |
| Foods | Candy - Chocolate | Reese's Peanut Butter Cups Chocolate Candy |
| Foods | Candy - Chocolate | Reese's Pieces Chocolate Candy |
| Financial Services/Insurance | Retail Bank-Super Regional | Regions Bank |
| Hotels | Full Service Hotel | Renaissance Hotels |
| Hotels | Extended Stay Hotel | Residence Inn |
| Media News service | Media News service | Reuters |
| Health and Beauty Products | Cosmetics-Mass Merchant | Revlon Cosmetics |
| Consumer Electronics | Digital Cameras | RICOH Digital Camera |
| Computer-Related Products | Printing & Imaging | Ricoh Printing & Imaging |
| Household Products Other | Tools-Power | Ridgid Power Tools |
| Health and Beauty Products | Cosmetics-Mass Merchant | Rimmel Cosmetics |
| Retail | Retail-Drug Store | Rite Aid Drug Store |
| Hotels | Luxury Hotel | Ritz Carlton |
| Appliances | Small Kitchen Appliances | Rival Small Appliances |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Robitussin |
| Beverages | Energy Drink | Rock Star Energy Drink |
| Hotels | Economy Hotel | Rodeway Inn |
| Over-the-Counter Products | OTC Digestive Aid | Rolaids |
| Foods | Salty Snack | Rold Gold Pretzels |
| Media Magazine | Magazine-General Interest | Rolling Stone Magazine |
| Restaurants | Restaurant-Casual Dining-Italian | Romano's Macaroni Grill |
| Other Products | Motor Oil | Rotella Motor Oil |
| Cruise Line | Cruise Line | Royal Caribbean International |
| Household Products Other | Vacuum Cleaners | Royal Vacuum\* |
| Household Products Other | MasterBrand | Rubbermaid |
| Household Products Other | Food storage containers | Rubbermaid Food Storage |
| Foods | Salty Snack | Ruffles Chips |
| Foods | Candy-Premium Chocolate | Russell Stover Chocolate Candy |
| Household Products Other | Tools-Power | Ryobi Tools |
| Automotive Manufacturers | Automotive-Luxury | Saab Vehicles |
| Retail | Retail-Department Store Retail-Upper Tier | Sak's Department Store |
| Tobacco | Tobacco | Salem Cigarettes |
| Non-Profit Corporations | Social Service  | Salvation Army |
| Retail Gasoline | Retail Gasoline | Sam's Club Gasoline |
| Appliances | Major Appliances | Samsung Appliances |
| Computer-Related Products | Computer  | Samsung Computers |
| Consumer Electronics | Digital Cameras | Samsung Digital Camera |
| Computer-Related Products | Computer Tablet | Samsung Galaxy (Tablet) |
| Consumer Electronics | Consumer Electronics | Samsung Home Electronics |
| Telecommunications | Mobile Phone | Samsung Phone |
| Computer-Related Products | Printing & Imaging | Samsung Printing & Imaging |
| Beer, Wine, Liquor | Beer Full Calorie | Samuel Adams Lager |
| Non-Profit Corporations | Conservation & Environmental  | San Diego Zoo Global |
| Consumer Electronics | Consumer Electronics | Sanyo Home Electronics |
| Telecommunications | Mobile Phone | Sanyo Phone |
| Apparel/Accessories | Footwear-Running Shoes | Saucony Running Shoes |
| Non-Profit Corporations | International Needs | Save the Children |
| Retail | Retail-Thrift Store | Savers Thrift Store/ Value Village |
| Beer, Wine, Liquor | Wine-Popular | Schmitt Sohne Wine\* |
| Media Television | Topical interest TV programming | Science Channel Television Network |
| Automotive Manufacturers | Automotive-Specialty | Scion Vehicles |
| Computer-Related Products | MasterBrand | Seagate |
| Beer, Wine, Liquor | Liquor-Scotch Whiskey | Seagram's 7 Crown Blended Whiskey |
| Household Products Other | Mattress-Innerspring | Sealy Mattress |
| Automotive Service Centers | Automotive Service Centers | Sears Automotive Centers |
| Retail | Retail-Department Store Retail-Mid-Tier | Sears Department Stores |
| Household Products Other | Paint | Sears Easy Living Paint |
| Beverages | Coffee-Ground | Seattle's Best Ground Coffee |
| Resorts/Attractions | Amusement Attraction | SeaWorld |
| Over-the-Counter Products | OTC Laxative | Senocot |
| Health and Beauty Products | Cosmetics-Premium  | Sephora Brand Cosmetics |
| Household Products Other | Mattress-Innerspring | Serta Mattress |
| Household Products Other | Household Cleaner | Seventh Generation All Purpose Cleaner |
| Household Products Other | Vacuum Cleaners | Shark Vacuum |
| Computer-Related Products | Computer Tablet | Sharp Galapagos (Tablet)\* |
| Consumer Electronics | Consumer Electronics | Sharp Home Electronics |
| Telecommunications | Mobile Phone | Sharp Phone |
| Computer-Related Products | Printing & Imaging | Sharp Printing & Imaging |
| Other Products | Office Supply-Pens | Sharpie |
| Household Products Other | Carpet | Shaw Carpet |
| Retail | Retail-Convenience Store | Shell Convenience Store |
| Retail Gasoline | Retail Gasoline | Shell Gasoline |
| Other Products | Motor Oil | Shell Motor Oil |
| Hotels | Full Service Hotel | Sheraton Hotels & Resorts |
| Household Products Other | Paint | Sherwin-Williams |
| Health and Beauty Products | Cosmetics-Premium  | Shiseido Cosmetics |
| Restaurants | Restaurant-Casual Dining-American | Shoney’s |
| Media Television | Pay Cable Networks | Showtime Television |
| Health Care | Hospitals | Shriners Hospitals for Children |
| Household Products Other | Cutlery-Premium | Shun Cutlery\* |
| Non-Profit Corporations | Conservation & Environmental  | Sierra Club |
| Beverages | Carbonated Beverage-Regular | Sierra Mist |
| Beer, Wine, Liquor | Beer Full Calorie | Sierra Nevada Pale Ale Beer |
| Household Products Other | Mattress-Innerspring | Simmons Innerspring Mattress |
| Household Products Other | Mattress-Memory Foam | Simmons Memory Foam Mattress |
| Household Products Other | Lawn Mowers | Simplicity Lawn Mower\* |
| Household Products Other | Vacuum Cleaners | Simplicity Vacuum\* |
| Beverages | Fruit Juice | Simply Juice |
| Over-the-Counter Products | OTC Sleep Aids | Simply Sleep\* |
| Online Organizations | Jobs/Career | Simplyhired.com\* |
| Other Products | Greeting Cards | Sinceramente Hallmark Greeting Cards |
| Resorts/Attractions | Amusement Attraction | Six Flags |
| Apparel/Accessories | Footwear-Athletic or Casual | Skechers Footwear |
| Household Products Other | Tools-Power | Skil Tools |
| Foods | Candy- Non Chocolate | Skittles Candy |
| Online Organizations | Telecommunications | Skype.com |
| Beer, Wine, Liquor | Liquor-Vodka | Skyy Vodka |
| Hotels | Mid-Market Hotel | Sleep Inn |
| Foods | Meal Replacement Drink | Slim Fast Meal Replacement Drink |
| Foods | Popcorn | Smart Balance Popcorn |
| Automotive Manufacturers | Automotive-Specialty | Smart Car |
| Beverages | Water-Enhanced | Smart water |
| Non-Profit Corporations | International Needs | Smile Train |
| Beer, Wine, Liquor | Liquor-Vodka | Smirnoff Vodka |
| Beer, Wine, Liquor | Wine-Popular | Smooking Loon Wine\* |
| Online Organizations | Jobs/Career | Snagajob.com\* |
| Household Products Other | Lawn Mowers | Snapper Lawn Mower |
| Beverages | Bottled Iced Teas | Snapple Beverages |
| Foods | Candy - Chocolate | Snickers Chocolate Candy |
| Foods | Salty Snack | Snyder's of Hanover Pretzels |
| Beverages | Energy Drink | SoBe Adrenaline Rush Energy Drink |
| Beverages | Water-Enhanced | SoBe Life Water |
| Online Organizations | Daily Deal Sites | SocialBuy.com\* |
| Over-the-Counter Products | OTC Sleep Aids | Sominex |
| Restaurants | Restaurant-Quick Service | Sonic America's Drive-In Restaurants |
| Computer-Related Products | Computer  | Sony Computers |
| Consumer Electronics | Digital Cameras | Sony Digital Camera |
| Computer-Related Products | E-Readers | Sony e-reader |
| Consumer Electronics | Consumer Electronics | Sony Home Electronics |
| Consumer Electronics | Car Audio | Sony In-Vehicle Audio |
| Entertainment/Recreation | Movie Studio | Sony Pictures Movie Studio |
| Entertainment/Recreation | Gaming Platform | Sony Playstation 3 |
| Entertainment/Recreation | Gaming Platform | Sony PSP |
| Computer-Related Products | Computer Tablet | Sony Tablet |
| Telecommunications | Mobile Phone | SonyEricsson Phone |
| Foods | Candy- Non Chocolate | Sour Patch Candy |
| Foods | Candy- Non Chocolate | Sour Punch Candy |
| Media Magazine | Magazine-Women's | Southern Living Magazine |
| Airlines | Airline-Value | Southwest Airlines |
| Household Products Other | Mattress-Memory Foam | Spa Sen- sations Memory Foam Mattress\* |
| Foods | Granola Bars | Special K Energy Bar |
| Foods | Meal Replacement Drink | Special K Meal Replacement Drink |
| Non-Profit Corporations | Social Service - Disability | Special Olympics |
| Media Television | Topical interest TV programming | Speed TV Network |
| Retail | Retail-Convenience Store | Speedway Convenience Store |
| Retail Gasoline | Retail Gasoline | Speedway Gasoline |
| Apparel/Accessories | Footwear-Athletic or Casual | Sperry Top Sider Footwear |
| Household Products Other | Household Cleaner | Spic and Span Household Cleaner |
| Media Television | Variety TV Programming | Spike TV Network |
| Airlines | Airline-Value | Spirit Airlines |
| Media Magazine | Magazine-Weekly News | Sports Illustrated Magazine |
| Media Radio | Media-Internet Radio | Spotify Radio\* |
| Household Products Other | Mattress-Innerspring | Spring Air Mattress |
| Hotels | Full Service Hotel | SpringHill Suites |
| Telecommunications | Mobile Network | Sprint Mobile Network |
| Beverages | Carbonated Beverage-Regular | Sprite |
| Beverages | Carbonated Beverage-Diet | Sprite Zero |
| Health Care | Hospitals | St. Jude Children's Research Hospital |
| Non-Profit Corporations | Health | Stand Up To Cancer |
| Retail | Retail-Office Supply | Staples Stores |
| Restaurants | Restaurant-Quick Service-Beverage/Light Meal | Starbucks Coffee Shops |
| Beverages | Coffee-Ground | Starbucks Ground Coffee |
| Foods | Candy- Non Chocolate | Starburst Candy |
| Hotels | Luxury Hotel | Starwood Hotels & Resorts |
| Media Television | Pay Cable Networks | Starz |
| Beverages | Tea Bags  | Stash Tea |
| Financial Services/Insurance | Insurance | State Farm Insurance |
| Financial Services/Insurance | Investment | State Street |
| Household Products Other | Home Storage/Organization | Sterilite |
| Household Products Other | Mattress-Innerspring | Sterns & Foster Mattress |
| Beer, Wine, Liquor | Liquor-Vodka | Stolichnaya Vodka |
| Foods | Yogurt | Stonyfield Farm Refrigerated Yogurt |
| Foods | Yogurt | Stonyfield Oikos-O Greek Yogurt |
| Universities/Online Degrees | For-Profit University | Strayer University |
| Other Products | Package Delivery | StreamLite Package Delivery\* |
| Foods | Candy-Gum | Stride Gum |
| Apparel/Accessories | Footwear-Athletic or Casual | Stride Rite Footwear |
| Appliances | Major Appliances | Sub Zero Appliances |
| Automotive Manufacturers | Automotive-Full Line | Subaru Vehicles |
| Restaurants | Restaurant-Quick Service | Subway Restaurants |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Sudafed |
| Foods | Salty Snack | Sun Chips |
| Financial Services/Insurance | Investment | Sun Life Financial |
| Appliances | Small Kitchen Appliances | Sunbeam Small Appliances |
| Media Television | Variety TV Programming | Sundance Channel |
| Beverages | Fruit Flavored Drink | Sunny Delight |
| Retail Gasoline | Retail Gasoline | Sunoco Gasoline |
| Hotels | Economy Hotel | Super 8 |
| Non-Profit Corporations | Health | Susan G Komen for the Cure |
| Beer, Wine, Liquor | Wine-Popular | Sutter Home Wine |
| Motorcycles | Motorcycles | Suzuki Motorcycles |
| Automotive Manufacturers | Automotive-Full Line | Suzuki Vehicles |
| Beer, Wine, Liquor | Liquor-Vodka | Svedka Vodka |
| Media Television | Variety TV Programming | Syfy Television Network |
| Consumer Electronics | Consumer Electronics | Sylvania Home Electronics |
| Financial Services/Insurance | Investment | T. Rowe Price Financial Services |
| Restaurants | Restaurant-Quick Service | Taco Bell Restaurants |
| Over-the-Counter Products | OTC Digestive Aid | Tagamet HB |
| Retail | Retail-Drug Store | Target Pharmacy |
| Retail | Retail-Value | Target Stores |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Tavist\* |
| Beer, Wine, Liquor | Wine-Value | Taylor Lake Country Wine\* |
| Beverages | Tea Bags  | Tazo Tea |
| Media Television | Variety TV Programming | TBS Television Network |
| Financial Services/Insurance | Investment | TD AMERITRADE |
| Media Television | Kids TV programming | TeenNick |
| Household Products Other | Cookware | Teflon Cookware |
| Household Products Other | Mattress-Memory Foam | Tempur-Pedic Memory Foam Mattress |
| Beverages | Tea Bags  | Tetley Tea |
| Retail Gasoline | Retail Gasoline | Texaco Gasoline |
| Automotive Service Centers | Automotive Service Centers | Texaco/Havoline Express Lube |
| Health Care | Hospitals | Texas Children's Hospital\* |
| Household Products Other | Cookware | T-fal Cookware |
| Non-Profit Corporations | Social Service - Disability | The American Association of People with Disabilities (AAPD) |
| Non-Profit Corporations | Social Service - Disability | The Arc\* |
| Universities/Online Degrees | For-Profit University | The Art Institutes (Ai) |
| Media Television | Broadcast Network | The CW Television Network |
| Media Magazine | Magazine-Weekly News | The Economist Magazine |
| Retail | Retail-Clothing/Accessories | The Gap Clothing Stores |
| Financial Services/Insurance | Insurance | The Hartford |
| Non-Profit Corporations | Health | The Hole in the Wall Gang Camp |
| Retail | Retail-Home | The Home Depot |
| Media Television | Kids TV programming | The Hub (Television Channel) |
| Non-Profit Corporations | Animals Welfare | The Humane Society of the United States |
| Media News service | Media News service | The LA Times |
| Media Magazine | Magazine-General Interest | The New Yorker Magazine |
| Apparel/Accessories | Apparel/Accessories | The North Face Apparel |
| Other Products | Package Delivery-Retail | The UPS Store |
| Media News service | Media News service | The Washington Post |
| Media Television | TV News Programming | The Weather Channel |
| Non-Profit Corporations | Youth & Children | The Y-YMCA |
| Over-the-Counter Products | OTC Cold / Allergy Medication | TheraFlu |
| Appliances | Major Appliances | Thermador Appliances |
| Household Products Other | Kitchen Cabinetry | Thomasville Cabinetry |
| Car Rentals | Car Rental | Thrifty Car Rental |
| Financial Services/Insurance | Investment | TIAA-CREF |
| Restaurants | Restaurant-Quick Service-Beverage/Light Meal | Tim Horton’s |
| Apparel/Accessories | Footwear-Athletic or Casual | Timberland Footwear |
| Media Magazine | Magazine-Weekly News | Time Magazine |
| Other Products | Greeting Cards | Tiny Prints Greeting Cards\* |
| Beer, Wine, Liquor | Wine-Value | Tisdale Wine\* |
| Retail | Retail-Value | TJ Maxx Stores |
| Media Television | Topical interest TV programming | TLC Television Network |
| Computer-Related Products | Computer Tablet | T-Mobile G-Slate (Tablet) |
| Telecommunications | Mobile Network | T-Mobile Mobile Network |
| Media Television | Variety TV Programming | TNT (Turner Network Television) |
| Consumer Electronics | Navigation Systems | TomTom Navigation System |
| Foods | Candy- Non Chocolate | Tootsie Pops Candy |
| Foods | Candy - Chocolate | Tootsie Roll Candy |
| Household Products Other | Lawn Mowers | Toro Lawn Mower |
| Consumer Electronics | Consumer Electronics | Toshiba Home Electronics |
| Computer-Related Products | Printing & Imaging | Toshiba Printing & Imaging |
| Computer-Related Products | Computer Tablet | Toshiba Thrive (Tablet)\* |
| Foods | Salty Snack | Tostitos Chips |
| Automotive Manufacturers | Automotive-Full Line | Toyota Vehicles |
| Retail | Retail-Toys | Toys ‘R’ Us Stores |
| Telecommunications | Wireless No-Contract Carriers | Tracfone (no contract wireless phone) |
| Financial Services/Insurance | Insurance | Transamerica Life Insurance Company |
| Media Television | Topical interest TV programming | Travel Channel |
| Financial Services/Insurance | Insurance | Travelers Insurance |
| Online Organizations | Travel Services | Travelocity.com |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Triaminic Cold Medicine |
| Non-Profit Corporations | International Needs | Trickle Up\* |
| Foods | Candy-Gum | Trident Gum |
| Foods | Yogurt | Trix Yogurt |
| Beverages | Fruit Juice | Tropicana Juices |
| Non-Profit Corporations | Conservation & Environmental  | Trust for Public Land (TPL)\* |
| Media Television | Topical interest TV programming | truTV |
| Over-the-Counter Products | OTC Digestive Aid | Tums |
| Household Products Other | Food storage containers | Tupperware Food Storage |
| Beverages | Bottled Iced Teas | Turkey Hill Tea |
| Beer, Wine, Liquor | Wine-Popular | Turning Leaf Wine |
| Media Magazine | Magazine-General Interest | TV Guide Magazine |
| Media Television | Variety TV Programming | TV Land Television Network |
| Entertainment/Recreation | Movie Studio | Twentieth Century Fox Movie Studio |
| Beverages | Tea Bags  | Twinnings Tea |
| Online Organizations | Social Networking Site | Twitter |
| Foods | Candy - Chocolate | Twix Chocolate Candy |
| Foods | Candy- Non Chocolate | Twizzlers Candy |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Tylenol Allergy and Cold Medications |
| Over-the-Counter Products | OTC Pain Reliever | Tylenol Pain Relievers |
| Over-the-Counter Products | OTC Sleep Aids | Tylenol PM |
| Government | U.S. Government - Military Service | U.S. Air Force |
| Government | U.S. Government - Military Service | U.S. Army |
| Government | U.S. Government - Military Service | U.S. Coast Guard |
| Government | U.S. Government - Military Service | U.S. Marines |
| Government | U.S. Government - Military Service | U.S. Navy |
| Financial Services/Insurance | Investment | UBS |
| Health Care | Hospitals | UCLA Medical Center |
| Apparel/Accessories | Apparel/Accessories | UnderArmour Apparel |
| Non-Profit Corporations | International Needs | UNICEF |
| Automotive Tires | Automotive Tires | Uniroyal Automobile Tires |
| Over-the-Counter Products | OTC Sleep Aids | Unisom |
| Airlines | Airline-Full Service | United Airlines |
| Non-Profit Corporations | Social Service - Disability | United Cerebral Palsy (UCP) |
| Media News service | Media News service | United Press International (UPI) |
| Other Products | Package Delivery | United States Postal Service (USPS) |
| Non-Profit Corporations | Social Service  | United Way |
| Health Insurance | Health Insurance | UnitedHealthcare |
| Entertainment/Recreation | Movie Studio | Universal Movie Studio |
| Resorts/Attractions | Amusement Attraction | Universal Studios |
| Universities/Online Degrees | For-Profit University | University of Phoenix |
| Media Television | Variety TV Programming | Univision Television Network |
| Other Products | Package Delivery | UPS (United Parcel Service) |
| Retail | Retail-Clothing/Accessories | Urban Outfitters Retail Store |
| Airlines | Airline-Full Service | US Airways |
| Financial Services/Insurance | Retail Bank-Super Regional | US Bank |
| Media Television | Variety TV Programming | USA Television Network |
| Media News service | Media News service | USA Today |
| Financial Services/Insurance | Insurance | USAA Financial Services |
| Online Organizations | Jobs/Career | USAJobs.com |
| Foods | Salty Snack | Utz Chips |
| Foods | Salty Snack | Utz Pretzels |
| Beverages | Fruit Juice | V8 V-Fusion |
| Retail Gasoline | Retail Gasoline | Valero Gasoline |
| Household Products Other | Paint | Valspar |
| Automotive Service Centers | Automotive Service Centers | Valvoline Instant Oil Change |
| Other Products | Motor Oil | Valvoline Motor Oil |
| Financial Services/Insurance | Investment | Vanguard Group |
| Apparel/Accessories | Apparel/Accessories-Intimate | Vanity Fair Women's Underwear |
| Online Organizations | Auto Sales | Vehix.com |
| Telecommunications | Mobile Network | Verizon Mobile Network |
| Telecommunications | Wireless No-Contract Carriers | Verizon Wireless (no contract wireless phone) |
| Household Products Other | Gas Grills | Vermont Castings Gas Grill\* |
| Apparel/Accessories | Footwear-Running Shoes | Vibram FiveFingers Footwear\* |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Vicks Cold Medications |
| Apparel/Accessories | Apparel/Accessories-Intimate | Victoria's Secret Women's Underwear |
| Appliances | Major Appliances | Viking Appliances |
| Telecommunications | Wireless No-Contract Carriers | Virgin Mobile (no contract wireless phone) |
| Telecommunications | Mobile Network | Virgin Mobile Network |
| Tobacco | Tobacco | Virginia Slims Cigarettes |
| Financial Services/Insurance | Payment Card | Visa |
| Beverages | Water-Coconut | Vita Coco Coconut Water |
| Beverages | Water-Enhanced | Vitazest Vitamin and Fruit enhanced Water\* |
| Consumer Electronics | Consumer Electronics | Vizio Home Electronics |
| Media Magazine | Magazine-Women's | Vogue Magazine |
| Automotive Manufacturers | Automotive-Full Line | Volkswagen Vehicles |
| Non-Profit Corporations | Social Service  | Volunteers of America |
| Automotive Manufacturers | Automotive-Luxury | Volvo Vehicles |
| Telecommunications | Mobile Network | Vonage Mobile Network |
| Foods | Cookies | Voortman Cookies |
| Hotels | Luxury Hotel | W Hotels |
| Apparel/Accessories | Apparel/Accessories-Intimate | Wacoal Women's Underwear\* |
| Universities/Online Degrees | For-Profit University | Walden University\* |
| Hotels | Luxury Hotel | Waldorf Astoria Hotels and Resorts |
| Retail | Retail-Drug Store | Walgreen's Drugstores |
| Media News service | Media News service | Wall Street Journal |
| Retail | Retail-Value | Walmart Discount Stores |
| Retail | Retail-Drug Store | Walmart Pharmacy |
| Automotive Service Centers | Automotive Service Centers | WalMart Tire & Lube Express |
| Appliances | Small Kitchen Appliances-Drip Coffee Maker | Waring Coffee Maker |
| Appliances | Small Kitchen Appliances | Waring Small Appliances |
| Entertainment/Recreation | Movie Studio | Warner Brothers Movie Studio |
| Apparel/Accessories | Apparel/Accessories-Intimate | Warners Women's Underwear |
| Media Television | Variety TV Programming | WE (Women's Entertainment) Television Network |
| Household Products Other | Gas Grills | Weber Gas Grill |
| Health and Beauty Products | Weight Management | Weight Watchers |
| Beverages | Fruit Juice | Welch's Juices |
| Health Insurance | Health Insurance | Wellpoint\* |
| Financial Services/Insurance | Retail Bank-National | Wells Fargo Bank |
| Restaurants | Restaurant-Quick Service | Wendy's Restaurants |
| Hotels | Full Service Hotel | Westin Hotels & Resorts |
| Airlines | Airline-Value | WestJet Airlines\* |
| Appliances | Major Appliances | Whirlpool Appliances |
| Household Products Other | Pet Care-Cat Food | Whiskas Cat Food |
| Restaurants | Restaurant-Quick Service | White Castle |
| Non-Profit Corporations | Conservation & Environmental  | Wildlife Conservation Society |
| Foods | Candy- Non Chocolate | Willy Wonka Nerds Candy |
| Tobacco | Tobacco | Winston Cigarettes |
| Media Magazine | Magazine-General Interest | Wired Magazine |
| Appliances | Major Appliances | Wolf Appliances\* |
| Household Products Other | Cookware | Wolfgang Puck Cookware |
| Media Magazine | Magazine-Women's | Woman's Day Magazine |
| Media Magazine | Magazine-Women's | Women’s Health Magazine |
| Beer, Wine, Liquor | Wine-Popular | Woodbridge Wine |
| Online Organizations | Daily Deal Sites | Woot.com |
| Non-Profit Corporations | Health | World Health Organization |
| Non-Profit Corporations | Health | World Stroke Organization\* |
| Non-Profit Corporations | International Needs | World Vision |
| Non-Profit Corporations | Conservation & Environmental  | World Wildlife Fund |
| Apparel/Accessories | Apparel/Accessories-Jeans | Wrangler Apparel |
| Household Products Other | Cutlery-Premium | Wusthof Cutlery |
| Hotels | Full Service Hotel | Wyndham Hotels & Resorts |
| Computer-Related Products | Printing & Imaging | Xerox Printing & Imaging |
| Media News service | Media News service | Yahoo News |
| Online Organizations | Portal Site | Yahoo! |
| Online Organizations | Jobs/Career | Yahoo! HotJobs.com |
| Consumer Electronics | Consumer Electronics | Yamaha Home Electronics |
| Motorcycles | Motorcycles | Yamaha Motorcycles |
| Beer, Wine, Liquor | Wine-Popular | Yellow Tail Wine |
| Automotive Tires | Automotive Tires | Yokohama Automobile Tires |
| Foods | Yogurt | Yoplait Refrigerated Yogurt |
| Foods | Candy - Chocolate | York Peppermint Patty Chocolate Candy |
| Entertainment/Recreation | Video | YouTube.com |
| Beer, Wine, Liquor | Beer Full Calorie | Yuengling Traditional Lager Beer |
| Over-the-Counter Products | OTC Digestive Aid | Zantac |
| Over-the-Counter Products | OTC Digestive Aid | Zegerid OTC |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Zicam |
| Beverages | Water-Coconut | Zico Pure Premium Coconut Water\* |
| Household Products Other | Paint | Zinsser\* |
| Foods | Energy Bars | Zone Perfect Energy Bar |
| Household Products Other | Cutlery-Premium  | Zwilling J.A. Henckels Cutlery |
| Over-the-Counter Products | OTC Cold / Allergy Medication | Zyrtec |