

YOUR DAILY SNAPSHOT OF WASHINGTON, DC INFLUENCER-FOCUSED PRINT ADVERTISING

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AMERICA'S BEVERAGE COMPANIES ARE DELIVERING. From sodas, fruit juices, and iced teas to sports drinks and waters, we offer **MORE CHOICES** for everyone. We've added clear calorie labels to the front of our packaging, created **SMALLER PORTIONS**, and replaced full-calorie soft drinks in schools with lower-calorie choices. Offering such a wide range of low- and no-calorie options means on average there are now **23% FEWER CALORIES** per serving. America's beverage companies are dedicated to helping you choose what's right for you.

To learn more, visit DeliveringChoices.org

AMERICAN BEVERAGE ASSOCIATION

Roll Call, 27 | Politico, 15

Millions are FIGHTING CANCER out there while new LIFESAVING TREATMENTS SIT IN HERE.

Federal funding is helping researchers at cancer centers nationwide discover new treatments. But it's taking too long to get them to market. Patients are waiting for new treatments that could mean the difference between life and death. Congress, protect cancer research funding and save lives.

AMERICAN CANCER SOCIETY

Roll Call, 5

She dreams of the day when we finally **Stop Diabetes**.

Today, over 100 million Americans, like her, either have or are at risk of developing this life-threatening disease.

Sadly, as diabetes rates continue to climb, some in Congress want to limit support for diabetes research and prevention.

Doing so will diminish our ability to **Stop Diabetes**, a disease that is expected to impact one out of every three adults by the middle of this century.

Will Congress live from their lips?

STOP DIABETES Congress must support funding for diabetes research and prevention. diabetes.org/federal

AMERICAN DIABETES ASSOCIATION

The Hill, 7

WALK

Walk at work, walk with a friend, walk your dog, take your kids for a walk, hold a walking meeting, walk with your family, walk with someone you love... whatever you do... make sure you **WALK** on National Walking Day April 4, 2012.

For more information about the American Heart Association and our resources for walking, wellness and the Greater Washington Region Heart Walk please contact (202) 638-1715. To be part of the 2012 Greater Washington Heart Walk at Nationals Park on November 10 please sign up to participate at www.greaterwashingtonheartwalk.org

AMERICAN HEART ASSOCIATION

The Hill, 11

THE MARCH TOWARD MADNESS

U.S. CORPORATE TAX RATE SOON TO BE THE HIGHEST?

On April 1, 2013 the United States will have the highest corporate tax rate in the developed world.

It's an unenviable #1 ranking, and a long proposition any way you look at it.

In 1986, the U.S. shifted its corporate tax rate from 46% to 35% to remain competitive. Since then other countries have followed suit... keeping our highest higher tax rates make American companies less competitive, discourage foreign investment in the U.S. and drive jobs abroad.

Business Roundtable, leading factor for America's job growth, is planning to increase economic growth and job creation.

Working together we can help our shared dream. The time for comprehensive tax reform is now.

Support our plan at taxreform.org

BUSINESS ROUNDTABLE

Roll Call, 2

BIG OIL SHOULD SUPPORT LOCAL SCHOOLS.

WE AGREE.

CHEVRON

The Hill, 2

Speak up

Make your VOICE heard.

Introducing the new **Congress.org**

- Communicate with Members of Congress
- Stay informed and get involved with government
- Read our blog, updated throughout the day with trusted information from CQ Roll Call

CONGRESS.ORG

Roll Call, 17

To better manage chronic disease, we needed a new kind of pharmacy.

CVS CAREMARK

As a pharmacy innovation company, we are continuously developing new ways to improve health and lower costs.

Improving patient care and lowering costs is a priority. At CVS Caremark, we're not just a pharmacy. We're a pharmacy that's part of a larger, integrated health system. We're a pharmacy that's part of a larger, integrated health system. We're a pharmacy that's part of a larger, integrated health system.

CVS

National Journal Daily, 2

Working for America.

FINMECCANICA

FINMECCANICA is a leading provider of financial and economic intelligence. We provide the most comprehensive and accurate financial and economic intelligence available. We provide the most comprehensive and accurate financial and economic intelligence available.

FINMECCANICA

Politico, 11

Founded by families like yours... Dedicated to finding a cure

RESEARCH AMERICA

Research America is a leading provider of research and development services. We provide the most comprehensive and accurate research and development services available. We provide the most comprehensive and accurate research and development services available.

FOOD ALLERGY INITIATIVE

Politico, 5

Goldman Sachs is committed to helping **10,000 Small Businesses** create jobs and drive economic growth.

Goldman Sachs is helping small business owners such as Richard grow their companies. Through the 10,000 Small Businesses initiative, we're providing business skills and capital to entrepreneurs across the country. Those participating in the program, Richard has grown his business and his workforce.

Now his small business is driving economic progress in his community.

Learn more at goldmansachs.com/10000smallbusiness

GOLDMAN SACHS

Politico, 32

MAIN STREET PHARMACY

We're Ready for a Fair Fight. Are They?

- When we put our small business (100,000+ independent pharmacies) against the giant (100,000+ independent pharmacies), we're ready for a fair fight.
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NCPA

NATIONAL COMMUNITY PHARMACISTS ASSOCIATION

The Hill, 9

This daily snapshot includes advertisements that appear in the front section of the New York Times, the Wall Street Journal, and the Washington Post. It includes ads that appear throughout The Hill, National Journal, National Journal Daily, Politico, and Roll Call

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