



**AdRelevance, a division of Media Metrix Top 25 Advertisers**  
**Spanning Across All Industries**  
 .Ranked by Ad Impressions  
 June 2000

<b>Rank</b>	<b>Company</b>	<b>Ad Impressions (000)</b>
1	Capital One	570,000
2	AmeriDebt	380,000
3	MSN	340,000
4	Fidelity Investments	320,000
5	NextCard	280,000
6	Corbis	280,000
7	One&Only	280,000
8	ServiceMagic	270,000
9	Citicorp	250,000
10	Amazon.com	240,000
11	WebMD	228,000
12	MP3.com	228,000
13	E*TRADE	209,974
14	AskMe.com	200,000
15	Ubid	196,400
16	WingspanBank.com	190,000
17	RadioShack	170,000
18	ZDNet	167,000
19	Lowestfare.com	150,000
20	Ameritrade	140,000
21	Driveway	139,949
22	AT&T	130,000
23	Ebay	130,000
24	K-Mart	130,000
25	USWest	130,000



**Definition for Top 25 Advertisers List from AdRelevance, A Division of Media Metrix**

Ad Impressions: The number of times an ad is rendered for viewing -- the accepted standard for buying and selling online advertising space. A calculation of traffic times rotation.

