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Marcy is at the start of her new modeling career. Visit **C-Note** on your credit union's website and click on "Wheels" to follow the serial comic and get in on our wheeled hero's newest adventure.

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### What Are You Looking For?

You've heard the stories about massive corporate expenditures for a few precious seconds of TV airtime, but how much do you know about corporate spending to purchase online ads in Google's search results?

#### 1 Big Gusher

In the month of June, 2010, during the Gulf oil spill, how much did BP increase spending to buy ads in Google's search results?

- From \$2,000 to \$100,000
- From \$57,000 to \$3.6 million
- From \$500,000 to \$10 million
- From \$1 million to \$94 million

#### 2 This changes everything—again

That same month, how much did AT&T mobile spend on Google search to support its launch of the iPhone 4?

- \$2.46 million
- \$4.25 million
- \$5.85 million
- \$8.08 million



#### 3 Try to do without it!

AT&T and other big spenders for Google's ads depend on search traffic to bring consumers to their websites. What percentage of all web searches in the U.S. does Google control?

- 18%
- 34%
- 65%
- 98%

#### 4 Wanna spend some money?

Google has become a major player in the battle for consumer shopping dollars. Along with AT&T and BP, what e-commerce site was a top-10 advertiser on Google in 2010?

- Amazon
- Aeropostale
- Caribou Coffee
- Mozilla Store



Answers:  
 1. B. At the same time, BP spent even more—\$100 million—for advertising in other media, mostly on network TV.  
 2. D. AT&T is the third-largest advertiser in the U.S. In 2009, it spent almost \$1.3 billion to advertise on TV alone.  
 3. C. Google uses complex algorithms to determine what information shows up on the Web. Anyone who can pay the price can buy an ad on Google.  
 4. A. Amazon spent at least \$5.8 million in June, 2010, right in between BP and AT&T.  
 Source: Advertising Age digital