

**Marketing Campaign on Google, Yahoo!, and
WebMD for the CDC Breast Cancer Web Site –
2006**

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Final Report

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Prepared by

Information Ventures, Inc.
42 South 15th Street, Suite 700
Philadelphia, PA 19102
Phone: 215-569-2300
e-mail: webteam@infoventures.com

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FINAL REPORT

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Overview

A 6-week, Web-based marketing campaign was conducted for the Centers for Disease Control and Prevention (CDC), Division of Cancer Prevention and Control's (DCPC) new breast cancer Web site. The campaign was timed to coincide with the United States' National Breast Cancer Awareness Month (October). The campaign goals were to promote the CDC's new breast cancer Web site, which went live on September 28, 2006, and to drive traffic to the site where people could:

- learn about early detection and screening (including mammography),
- find local resources for free and low cost mammography services, and
- learn about breast cancer statistics that are available through CDC.

The campaign involved keyword marketing on Google and Yahoo! and a banner ad on WebMD. The Google campaign was activated by Information Ventures, Inc. (IVI) on Sunday, October 1, 2006. The Yahoo! campaign started on Tuesday, October 3, 2006. Both campaigns were turned off by IVI staff at midnight on Saturday, November 11, 2006. The banner ad campaign on WebMD ran for 1 week starting midnight, Sunday, October 15, 2006 and ending at midnight, Saturday, October 21, 2006. The WebMD campaign involved banner ads on the WebMD site and on WebMD's partner sites.

Definitions

Keyword marketing is the process of paying search engines like Google and Yahoo! to display an ad related to a search term (keyword) on their search results pages. A *keyword marketing campaign* is composed of a carefully researched set of keywords, prepared ad copy, and destination Web pages for each ad. Web searchers who click on an ad are directed to the associated Web page. Each time an ad is displayed on a search results page, it is considered to be an *impression* and each time an ad is clicked on, it is considered to be a *click-through* to the destination Web page.

A banner ad is a graphical ad displayed on a Web page.

Methods

Keyword lists and ads customized for Google and Yahoo! were developed by IVI in collaboration with CDC and Northrop Grumman after the new breast cancer Web pages were finalized and campaign goals and campaign target pages were determined. During the process of finalizing the new Web pages, IVI was responsible for developing metatag content for the Web page keywords, titles, and description

elements with input from the Northrop Grumman Web team and CDC subject matter experts. These metatags were used as a starting point for developing the keyword lists and ad copy for the Google and Yahoo! campaigns. The steps followed for identification of keyword metatag content and campaign keyword lists are outlined in Appendix I. To facilitate campaign management, ads and keywords were grouped into topical sets referred to as ad groups; a single ad group has one destination Web page, but multiple ad groups may have the same destination. A list of the final 9 Google ad groups, 5 destination URLs, 29 ads, and 135 keywords is given in Appendix II. The Yahoo! campaign management system does not include ad grouping. The keyword set for Google included misspellings to account for the inaccuracy of search term entry (mamogram, brest, etc.), but the Yahoo! system automatically includes misspellings for each term and thus misspellings were not included in the keyword list for Yahoo! (11 ads and 74 unique keywords for Yahoo!).

Post-campaign reports from Google, Yahoo!, and WebMD were used to document the number of ad impressions, number of clicks (click-through to CDC Web page), and cost per click, with breakdown by ad groups and keywords (Table I & Appendix III). Omniture SiteCatalyst reporting was used post-campaign to evaluate Web site traffic during and after the campaign. Before the campaign, the Web site did not exist in its current form and precampaign Web site traffic data is thus not available. Omniture reports generated for the five target pages were page summaries, referring domains, and next page.

Five specific pages in the new Breast Cancer Web site were targeted as destination pages for the ads:

- *Screening for Breast Cancer:*
http://www.cdc.gov/cancer/breast/basic_info/screening.htm
- *Breast Cancer Statistics:*
<http://www.cdc.gov/cancer/breast/statistics/index.htm>
- *Risk of Breast Cancer by Age:*
<http://www.cdc.gov/cancer/breast/statistics/age.htm>
- *Comparing Breast Cancer in Different U.S. States:*
<http://www.cdc.gov/cancer/breast/statistics/state.htm>
- *Comparing Breast Cancer by Race and Ethnicity:*
<http://www.cdc.gov/cancer/breast/statistics/race.htm>
[ads and keywords referring to this Web page were canceled during the campaign due to lack of activity]

The budget for the 6-week keyword campaign was \$10,000, split evenly between Google and Yahoo! In addition, the 7-day WebMD banner ad campaign during October had a budget of \$3,000.

Results

Together, the campaigns on Google and Yahoo! provided 1,658,130 impressions of the various breast cancer related text ads (Fig. I & II; Table I) and 16,123 click-throughs on those ads to the CDC breast cancer Web site (Fig. III, IV, & V). These

totals include impressions and click-throughs from both sponsored searches and content matches on Google and Yahoo! partner sites (Fig. II & IV; Table I). The overall click-through rate (CTR – number clicks per number of impressions) for the Google and Yahoo! ads together was 1 percent. However, certain combinations of keywords and ads (referred to as ad groups in Google) had much higher click-through rates. For example, among those with significant numbers of impressions, “free mammograms” and “breast cancer statistics” had click through rates of 13.8% and 14.6%, respectively (Appendix III).

Google and Yahoo! ads were distributed among their own search results pages (sponsored search), as well as on pages of their content partners such as AOL, New York Times, CNN.com, ask.com, iVillage and other major Web sites (content match). Content partner ads are pushed to users based on general topic matching, not exact keyword matching. Overall, for Google plus Yahoo!, 40% of the impressions were on search results Web pages and 60% of the impressions were on content partner Web sites (Fig. III, IV, & V). The CTR was 2.1% overall for sponsored search results and 0.2 percent for partner content matches (Table I). Note that click throughs on Yahoo! content partner ads were essentially nil (only 99 total) for reasons that remain to be determined.

The 7-day WebMD banner ad campaign added an additional 394 click-throughs from 333,820 banner ad impressions, a CTR of 0.12% (Table II).

Including both the keyword and banner ad campaigns, the campaign garnered 1,991,950 impressions of the ads and 16,517 click-throughs on those ads to the CDC breast cancer Web site. Significantly, almost 2 million people were exposed to text or banner ad messages concerning breast cancer and approximately 1% clicked on the ads and visited DCPC’s Breast Cancer Web site (Table I).

As of the end of the campaign, the actual expenditure for Google was \$4,993.38, averaging \$0.47 per click; the actual expenditure for Yahoo! was \$4,281.89, averaging \$0.76 cents per click. Total expenditure for Google and Yahoo! was, therefore, \$9,275.27; or \$724.30 under the planned budget. Including WebMD, the total breast cancer Web site promotion cost was \$12,275.27. Overall, the average cost per click was \$0.57 for the 16,517 clicks received (Table I & Table II; Fig. VII).

Position of the text ads on search result and content partner Web pages is counted from the top of a Web page, where there may be several text ads, then down the right side of a Web page (see Appendices VII and VIII). On Google search results pages, the average position of the ads was 3.6 (essentially at the first position on the right); and on Google content partner pages, the average position was 3.9; the overall position was 3.8 for Google. On Yahoo! search results pages, the average position of the ads was 5 (essentially the second position on the right); and on Yahoo! content partner pages, the average position was 2; the overall average position was 3.7 for Yahoo! (see Table I & Fig. VI).

Individual keywords varied widely in their productivity, that is, in the number of click-throughs for ads associated with each keyword. The most productive keyword in the Google campaign was “breast cancer facts,” which accounted for 1,031 of the

10,518 clicks received for all 135 keywords during the Google campaign, or 9.8% of the total. The other top keywords for Google were "free mammograms" (1,016 clicks; 9.7%), "statistics breast cancer" (939 clicks; 8.9%), and "mammogram" (773 clicks; 7.3%). Together, these top four keywords accounted for 35.7% of all click-throughs in the Google campaign. (See Appendix III: Campaign Summary – Google Ad Report and Appendices IV & V: Google Ad Group and Keyword Reports). The most productive keyword of the 74 keywords in the Yahoo! campaign was "breast cancer," which accounted for 2,300 of the 5,605 clicks received for all keywords during the Yahoo! campaign, or 41% of the total. The other top keywords for Yahoo! were "women's health" (873 clicks; 16%), "free mammogram" (594 clicks; 11%), and "mammogram" (571 clicks; 10%). Together, these top four keywords accounted for 77% of all click-throughs in the Yahoo! campaign. (See Appendix VI: Campaign Summary – Yahoo! keyword Report).

When looking at ad groups targeting individual pages (see Tables III & IV), on Google, ads related to breast cancer screening received 255,918 impressions and 5,852 clicks, resulting in a CTR of 2.3%, and ads related explicitly to mammograms received 119,061 impressions and 2,160 clicks, for a CTR of 1.8%. When ads mentioned free or low cost screening, out of 54,409 impressions there were 2,495 clicks for a CTR of 4.6%. In comparison, ads not related to screening, the second most popular group was general breast cancer facts (e.g. "Get the Facts on Breast Cancer") which got 3,994 clicks for 234,004 impressions or a click-through rate of 1.7%. During the campaign, pages related to statistics received the fewest clicks; "breast cancer statistics for your state" got 30 clicks for 52,875 impressions for a click-through rate of 0.057%; "breast cancer diagnosis incidence" got 305 clicks for 37,023 impressions for a click-through rate of 0.82%; "breast cancer trends" got 19 clicks for 62,042 impressions for a click-through rate of 0.031%; "breast cancer risk by age" got 310 clicks for 117,175 impressions for a click-through rate of 0.26%; and "breast cancer statistics for men" got 8 clicks for 6,251 impressions for a click-through rate of 0.13% (Appendix II). Similar results were seen for Yahoo! where "free screening," "free mammogram," and the general term "breast cancer" had the highest click-through rates (Appendix III). Clearly, ads related to screening, mammograms, and general facts resulted in a higher click-through rate than ads related to other breast cancer topics during the campaign. As discussed later below, this result was reversed after the campaign ended.

To determine whether the campaign brought an increase in traffic to the breast cancer Web site compared to normal traffic, IVI conducted an analysis using Omniture SiteCatalyst reporting to compare the 6 week campaign period, 1 October to 11 November 2006, to the 6 week period immediately after the campaign, 12 November to 23 December 2006 (Tables III & V). It was not possible to do a comparison to the time period prior to the campaign because the Breast Cancer Web site was new as of the start of the campaign. Greater depth of analysis with Omniture will be possible for future campaigns when certain Omniture tracking code is implemented on the breast cancer Web site; such analysis might reveal specific Web site navigation patterns for visitors who had searched on individual keywords.

Omniture reports gave total page visits to the five campaign destination Web pages during the campaign and for the following 6 week period. Reports from Google, Yahoo! and WebMD provided the total number of click-throughs to the destination Web pages during the campaign. Strikingly, 51.6% of the visitors to the screening for breast cancer Web page during the campaign arrived there as a result of clicking on a text or banner ad: 11,179 click-throughs out of 21,659 total page visits. The breast cancer statistics page also saw a significant 36.4% of visitors due to click-throughs on text ads: 4,964 click-throughs out of 13,639 total page visits. Click-through visitors to the risk of cancer by age Web page represented 11.1% of total visitors: 316 click-throughs out of 2,856 total visitors. Traffic to the remaining two destination Web pages was not significantly impacted by the campaign: 0.9% and 1.6% of visitors were click throughs for the race and ethnicity statistics and state statistics Web pages. (Table III).

During the campaign, search engines accounted for approximately 55% of the Web traffic to the five campaign pages, while 30.3% came from clicks from other Web pages both on the CDC Breast Cancer site and on other sites (Table V). Of the referring Web sites, while Google and Yahoo! accounted for the vast majority of referrals, referrals also came from approximately 50 other sites such as about.com, aol.com, msn.com, webmd.com, ask.com, gsa.gov, nih.gov, etc. In the 6-week period after the campaign, 61.2% of the Web traffic came from search engines and 14.8% came from links from other pages (Table V).

One of the campaign goals was to steer visitors to information on how to get screened for breast cancer. By far, the largest numbers of visitors to the breast cancer Web site were brought in by the advertisement for "free mammograms" which brought visitors to the Breast Cancer Screening page, the most heavily viewed page on the breast cancer Web site during the campaign. During the campaign 2,793 visitors (15.2%) to the "Screening for Breast Cancer" page clicked on the link to "call your local program" and this was the most frequently clicked link on the screening page. In the 6 weeks after the campaign, the number of visitors to the screening page who clicked on the link to "call your local program" fell to 90 (4.3%) and this became the seventh most frequently clicked link on the screening page.

Notably, overall visits from individuals who typed or bookmarked the Breast Cancer site pages and were returning increased from 14.7% during the campaign to 24.0% after the campaign, suggesting that visitors during the campaign may have returned after the campaign ended for additional information (Table V).

During the 6-week follow-up period, the "Breast Cancer Statistics" page received the highest number of visits, 4,191 visits, which was a 64% decrease from the 13,639 visits during the campaign. The "Screening for Breast Cancer" page received 2,500 visits during the 6-week follow-up period, which was a decline of 88% from the 21,659 visits during the campaign (Table III). Thus, the statistics Web page retained considerably more traffic after the campaign ended than did the breast cancer screening Web page. Visitors with an immediate need to get information on screening may have satisfied that need with their first visit, whereas visitors with

an interest in statistics may have had more long-term needs. Clearly the campaign succeeded in bringing in large numbers of visitors who were interested in breast cancer screening during the campaign.

Conclusions

During the 6 weeks of the Breast Cancer Web site marketing campaign, the target pages received significantly more page views than during the 6 weeks after the campaign (see Tables III & V). This is surmised to be due to three reasons: (1) the Breast Cancer keyword campaign brought a large number of viewers to the Breast Cancer Web site; (2) the Breast Cancer keyword campaign took place during October, which was officially designated Breast Cancer Awareness Month, so that many more people were looking for breast cancer information than normal; (3) the 6 week period after the campaign included the Thanksgiving holiday and the days immediately preceding Christmas, two time periods when people may search less for health information.

We note that keyword marketing, which provides links for people who are specifically looking for Web pages related to the marketing campaign, such as on Google or Yahoo!, is different from the pushed content of a randomly appearing banner ad, such as on WebMD and its partner sites. The lower click-through rate for the banner ads than for the text ads may be explained by this point. Individuals viewing ads on Google and Yahoo! are viewing ads placed on the Web page in response to a search for a specific related term. Viewers of ads on WebMD are viewing ads which, although health-related, may not be as closely related to the viewers' needs of the moment. The higher click-through rate for the banner ad on the main WebMD site than for the external, or partner, sites (see Table II), may be explainable by the fact that, according to WebMD publicity materials, although 70% of WebMD users are female and 72% of them are between the ages of 25 and 54 years and thus are in the range for receiving a mammogram reminder message, the WebMD users also have a median household income of approximately \$60,000 and, thus, may already be aware of the need for regular breast screening. Users on the external/partner sites most likely skew towards a more typical Internet user and thus include more individuals with lower incomes and more need for health messaging.

On Google and Yahoo! the campaign brought in large numbers of users who were motivated to learn about breast cancer. After the campaign about 24% of the visitors who previously viewed the breast cancer Web site had bookmarked the site and returned for additional information.

The campaign made a significant contribution to steering visitors to resources for obtaining mammograms, a goal of the campaign. One indicator of the success of the campaign is the very large number of visitors to the screening for breast cancer page during the campaign who clicked on the link to find their local program for obtaining a free or low-cost mammogram compared to the number who clicked on the link after the campaign ended. Note that the link to find a local program also includes a toll-free phone number, so visitors do not necessarily proceed to the find a program Web page.

After the campaign ended, more visitors looking for information about breast cancer statistics returned for additional information than did visitors looking for screening information. We surmise that the arrival of Breast Cancer Month and the publicity it engendered concerning getting screened led women to search for information on screening. The campaign's ads led women to get that information from the CDC's Breast Cancer Web site. Once that need was satisfied and the publicity surrounding Breast Cancer Month ended, visitors were less likely to be looking for screening information as much as other information about breast cancer. Clearly the campaign succeeded in bringing in large numbers of visitors who were interested in breast cancer screening during the campaign.

The ad impressions in themselves are promotional tools that may increase awareness of the breast cancer screening message. Even those people who did not click on the ads may have been influenced to think of screening for themselves and for their loved ones, having seen the message. We are pleased with having been able to expose almost 2 million Internet searchers to important messages about breast cancer, especially the messages that encouraged women to get mammograms.



Figures and tables are followed by these appendices:

Appendix I: Breast Cancer Web Site Keyword Metatag Content Development

Appendix II: Ad Groups, Destination URLs, and Final Keyword Lists

Appendix III: Campaign Summary – Google Ad Report

Appendix IV: Campaign Summary - Google Ad Group Report

Appendix V: Campaign Summary – Google Keyword Report

Appendix VI: Campaign Summary – Yahoo! Keyword Report

Appendix VII: Screenshots – Google

Appendix VIII: Screenshots – Yahoo!

Appendix IX: Screenshots – WebMD

FIGURES

Figure I.

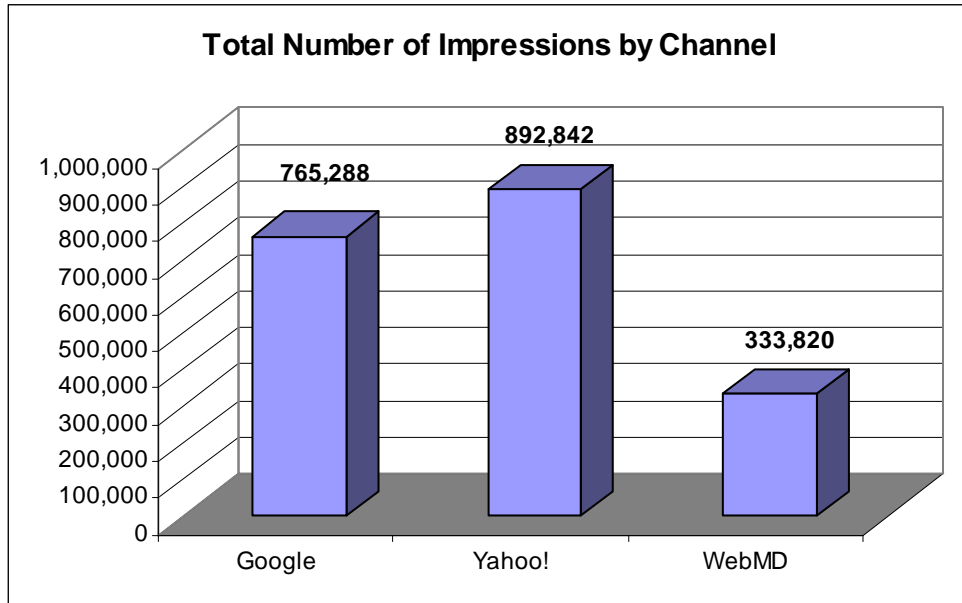


Figure II.

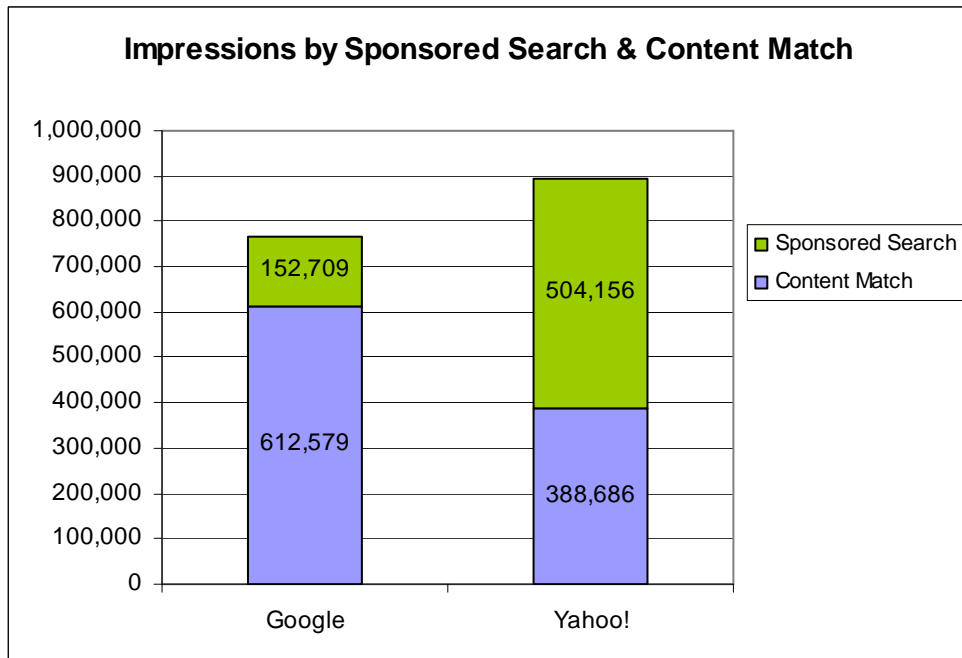


Figure III.

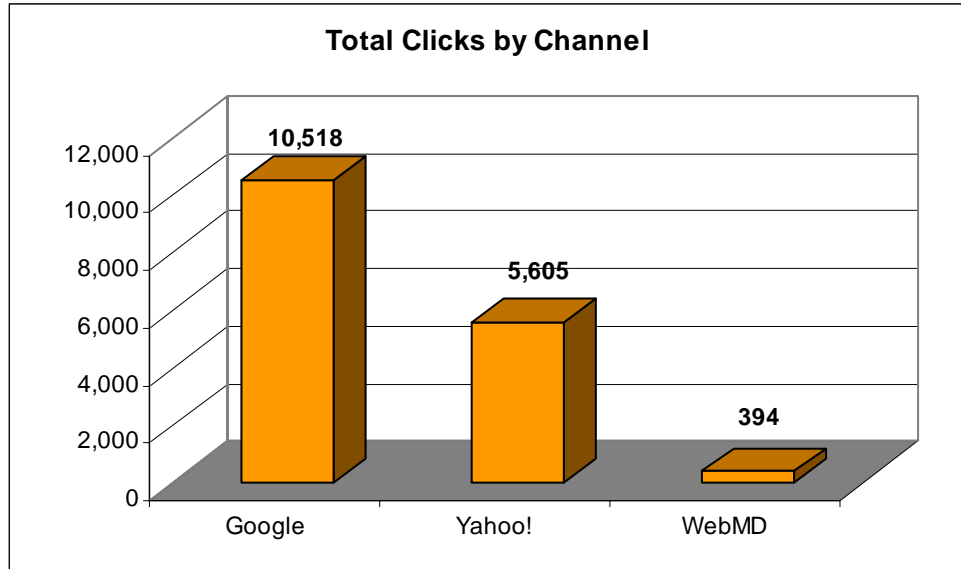


Figure IV.

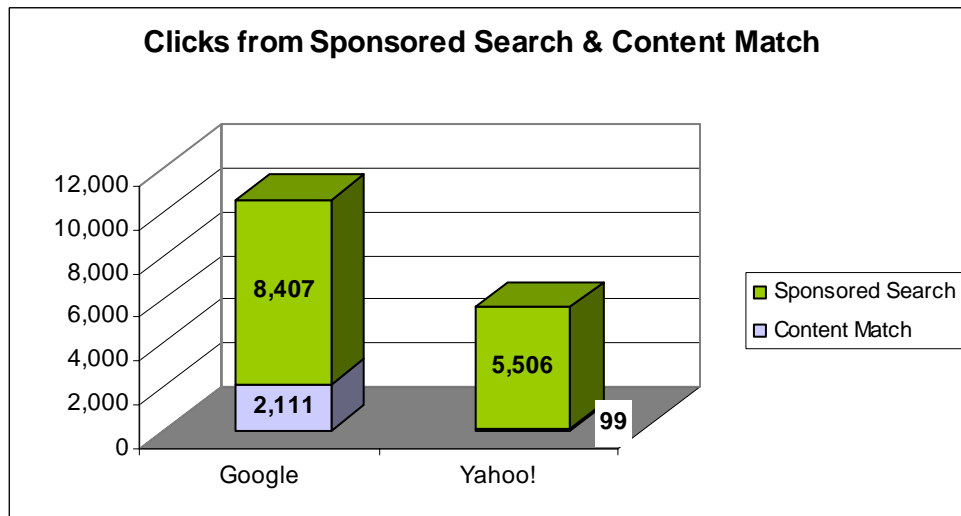


Figure V.

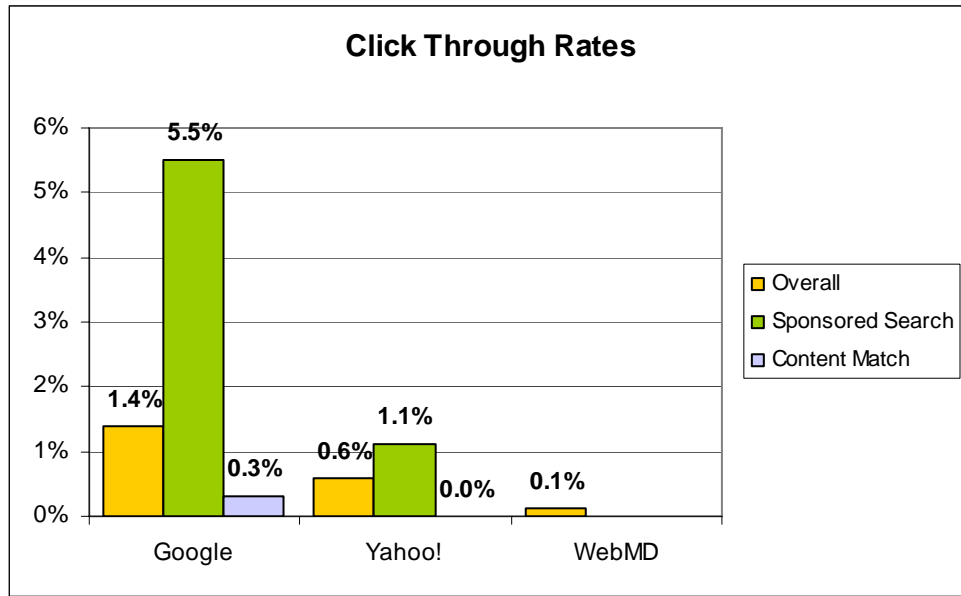


Figure VI.

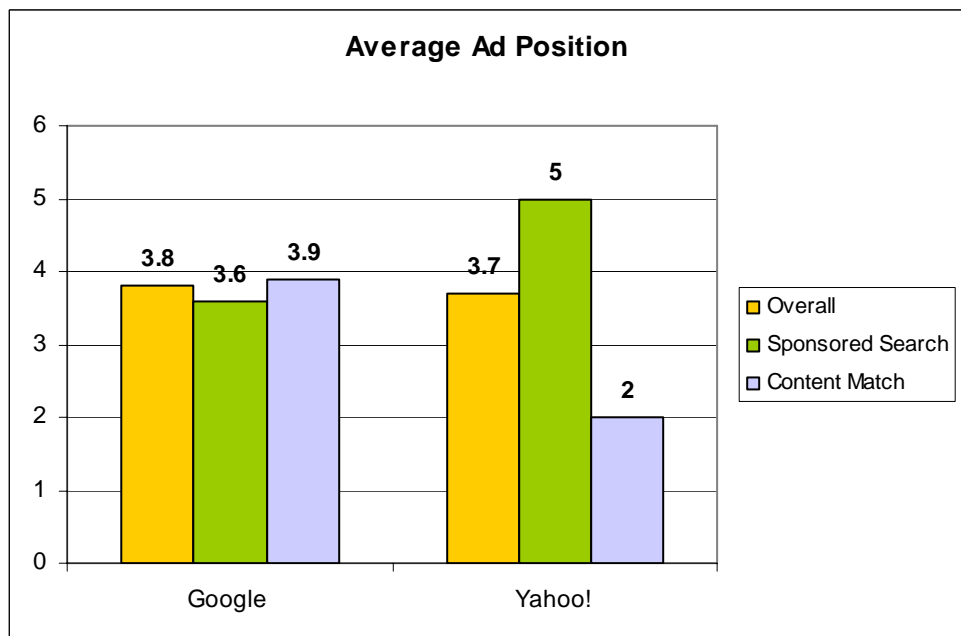
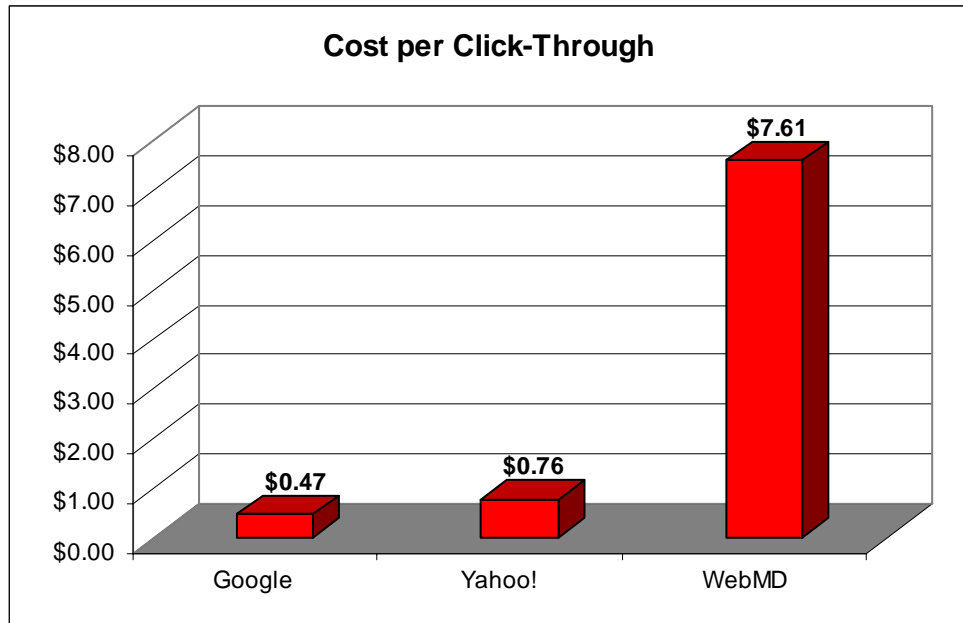


Figure VII.



TABLES

Table I. Campaign Summary Results.

	Average Position	Impressions	Clicks	Click-Through Rate	Ave Cost per Click	Total Cost
Google						
<u>Overall</u>	3.8	765,288	10,518	1.4%	\$0.47	\$4,993.38
<i>Content</i>	3.9	612,579	2,111	0.3%	0.43	905.08
<i>Search</i>	3.6	152,709	8,407	5.5%	0.49	4,088.30
Yahoo!						
<u>Overall</u>	3.7	892,842	5,605	0.6%	\$0.76	\$4,281.89
<i>Content</i>	2.0	388,686	99	0.0%	0.51	50.54
<i>Search</i>	5.0	504,156	5,506	1.1%	0.76	4,231.35
Google + Yahoo!						
<u>Overall</u>	–	1,658,130	16,123	1.0%	\$0.57	\$9,275.27
<i>Content</i>	–	1,001,265	2,210	0.2%		
<i>Search</i>	–	656,865	13,913	2.1%		
WebMD						
<u>Overall</u>	–	333,820	394	0.12%	\$7.61	\$3,000.00
Overall*		1,991,950	16,517	0.8%	\$0.74	\$12,275.27

Note:

Average Position counts ads at top of page then on right side.

Content = Appearance of ads on content partner pages.

Search = Appearance of ads on search result pages.

*Overall indicates results for keyword plus banner ad channels

Table II. Campaign Summary for WebMD & Affiliated Sites.

Site	Impressions	Clicks	Click Rate
WebMD Core Site	190,542	138	0.07%
WebMD Network External	111,045	212	0.19%
eMedicineHealth	18,518	30	0.16%
AOL Service Health Guide	11,916	11	0.09%
WebMD Mini-brands	1,201	2	0.17%
AOL Network Health Guides	405	0	0.00%
OnHealth	188	1	0.53%
(Unknown/Other Site)	5	0	0.00%
Total	333,820	394	0.12%

Table III. Page Visits to Destination Pages for 6 Weeks during and 6 Weeks after the Campaign.

Web Page	1 October to 11 November 2006								12 Nov to 23 Dec 2006	
	Total page visits	Click-throughs from Google Campaign & Percent of Total Page Visits		Click-throughs from Yahoo! Campaign & Percent of Total Page Visits		Click-throughs from WebMD Campaign & Percent of Total Page Visits		Total Campaign Click-throughs & Percent of Total Page Visits	Total page visits	
Screening for Breast Cancer	21,659	5,852	27.0%	4,933	22.8%	394	1.8%	11,179	51.6%	2,500
Breast Cancer Statistics	13,639	4,307	31.6%	657	4.8%	–	–	4,964	36.4%	4,191
Comparing Breast Cancer by Race and Ethnicity	2,674	19	0.7%	6	0.2%	–	–	25	0.9%	1,651
Comparing Breast Cancer in Various U.S. States	2,009	30	1.5%	3	0.1%	–	–	33	1.6%	955
Risk of Breast Cancer by Age	2,856	310	10.9%	6	0.2%	–	–	316	11.1%	1,004
All Target Pages	42,837	10,518	24.6%	5,605	13.1%	394	0.9%	16,517	38.6%	10,301
Cost Per Click		\$0.47		\$0.76		\$7.61		\$0.74		

Table data derived from Omniture SiteCatalyst reports for total visits, Google and Yahoo! campaign reporting, plus campaign results provided by WebMD.

Table IV. Google Campaign Summary per Ad Group.

Ad Group	Impressions	Clicks	Click Rate
BreastScreen	82,448	1,197	1.45%
BreastScreenMammogram	119,061	2,160	1.81%
BreastScreenFree	54,409	2,495	4.59%
Total Screening	255,918	5,852	2.29%
BreastStats	234,004	3,994	1.71%
BreastStatsIncidence	37,023	305	0.82%
BreastStatsMale	6,251	8	0.13%
BreastStatsTrends	62,042	19	0.03%
BreastStatsState	52,875	30	0.06%
BreastStatsAge	117,175	310	0.26%
Total Statistics	509,370	4,666	0.92%
Total	765,288	10,518	1.37%

Table V. Page View Data and Sources of Page Visits to Five Target Pages for 6 Weeks during the Campaign and for 6 Weeks after the Campaign

Web Page	1 October to 11 November 2006 (Campaign Period)					12 November to 23 December 2006				
	Page Views	Time Spent (min)	Search Engine Referrals	Referrals from other pages or Web sites	Typed or Bookmarked	Page Views	Time Spent (min)	Search Engine Referrals	Referrals from other pages or Web sites	Typed or Bookmarked
Screening for Breast Cancer	21,659	1.4	41.1%	39.2%	19.7%	2,500	1.6	81.8%	5.9%	12.3%
Breast Cancer Statistics	13,639	1.7	78.1%	12.8%	9.1%	4,191	1.7	55.6%	13.5%	31.0%
Comparing Breast Cancer by Race and Ethnicity	2,674	1.6	66.2%	22.5%	11.3%	1,651	2.0	43.0%	38.8%	18.2%
Comparing Breast Cancer in Various U.S. States	2,009	1.4	60.6%	22.4%	17.0%	955	1.7	54.7%	6.3%	39.1%
Risk of Breast Cancer by Age	2,856	1.3	35.5%	59.8%	4.7%	1,004	1.6	69.4%	11.1%	19.4%
Total Overall Time Spent Overall Percent Referrals	42,837	1.5	55.0%	30.3%	14.7%	10,301	1.7	61.2%	14.8%	24.0%

Table data derived from Omniture SiteCatalyst reports.

APPENDICES

Appendix I. Breast Cancer Web Site Keyword Metatag Content Development

IVI staff developed keyword and title metatag content for the new breast cancer Web site, as per CDC/DCPC request. The following are the steps taken by IVI senior information specialists in performing this task.

1. Reviewed the content of the new breast cancer Web site, assigned a title and keywords for each page based on IVI's expert knowledge of the subject.

The keywords were then refined and expanded using a number of resources as follows.

2. Reviewed keyword terms used for the current National Breast and Cervical Cancer Early Detection Program Web site.
3. Reviewed CDC Search Terms (Top 1000 queries) for relevant terms.
4. Reviewed the results of the analysis of CDC breast cancer search terms for August 2005, as provided by Jeanie Barker.
5. Used Google AdWords Keyword Tool to identify useful terms relevant to breast cancer and mammograms (Keyword Variations).
6. Used Google AdWords Keyword Tool to identify terms currently used by other organization Web sites such as the American Cancer Society (Site-Related Key).
7. Used Yahoo! Overture Keyword Selector Tool to identify useful terms relevant to breast cancer and mammograms.
8. Searched through AOL leaked database using two sites (aoldb.unwieldy.net and aolsearchdatabase.com).
9. Used Ask.com Sponsored Listings Keyword Tool to identify useful terms relevant to breast cancer and mammograms.

Appendix II. Ad Groups, Destination URLs, and Final Keyword Lists

BreastScreen

http://www.cdc.gov/cancer/breast/basic_info/screening.htm

breast and cervical cancer screening
breast cancer
breast cancer detection
breast cancer early detection
breast cancer information
breast cancer screening
breast cancer screening program
breast cancer test
breast exam
breast screening
breast self exam
breast test
breast x-ray
breast cancer
breast cancer detection
breast cancer screening
breast cancer screening program
breast cancer test
breast exam
breast screening
breast self exam
breast test
breast x-ray
cancer screening
clinical breast exam
clinical breast exam
detecting breast cancer
detecting breast cancer
detection of breast cancer
detection of breast cancer
elder health
health screening
screening for breast cancer
screening for breast cancer
senior health
test for breast cancer
test for breast cancer
womens health

BreastScreenMammogram

http://www.cdc.gov/cancer/breast/basic_info/screening.htm

breast cancer mammogram
breast cancer mamogram
breast mammogram
breast cancer mammogram

breast cancer mamogram
mamogram
mamogram

BreastScreenFree

http://www.cdc.gov/cancer/breast/basic_info/screening.htm

free breast cancer screening
free mammograms
free mamogram
low cost mammogram

BreastStats

<http://www.cdc.gov/cancer/breast/statistics/index.htm>

breast cancer data
breast cancer death
breast cancer death rate
breast cancer dying
breast cancer fact and figure
breast cancer facts
breast cancer life expectancy
breast cancer mortality
breast cancer mortality rate
breast cancer screening rates
breast cancer statistics
breast cancer survival rate
breast cancer data
breast cancer death rate
breast cancer facts
breast cancer incidence
breast cancer mortality
breast cancer mortality rate
breast cancer statistics
facts about breast cancer
facts about breast cancer
facts on breast cancer
facts on breast cancer
male breast cancer and statistics
male breast cancer rate
mortality breast cancer
mortality breast cancer
statistics about breast cancer
statistics about breast cancer
statistics breast cancer
statistics breast cancer
statistics for breast cancer
statistics for breast cancer
statistics on breast cancer

statistics on breast cancer
surviving breast cancer

BreastStatsState

<http://www.cdc.gov/cancer/breast/statistics/state.htm>

breast cancer rates by state
breast cancer risk by state
breast cancer state
breast cancer statistics by state

BreastStatsIncidence

<http://www.cdc.gov/cancer/breast/statistics/index.htm>

breast cancer incidence
breast cancer incidence rate
breast cancer rate
breast cancer incidence rate
breast cancer rate
incidence of breast cancer
rate of breast cancer
rate of breast cancer

BreastStatsTrends [ad group was discontinued during campaign]

<http://www.cdc.gov/cancer/breast/statistics/index.htm>

breast cancer african american
breast cancer asian

breast cancer black
breast cancer by ethnic group
breast cancer by race
breast cancer ethnic data
breast cancer hispanic
breast cancer latino
breast cancer race data
breast cancer white

BreastStatsAge

<http://www.cdc.gov/cancer/breast/statistics/age.htm>

breast cancer age group
breast cancer data age
breast cancer data by age
breast cancer elderly
breast cancer rate age
breast cancer rate by age
breast cancer risk age
breast cancer risk by age
breast cancer statistics by age

BreastStatsMale

<http://www.cdc.gov/cancer/breast/statistics/index.htm>

male breast cancer incidence
male breast cancer incidence
male breast cancer rate

Appendix III. Campaign Summary - Google Ad Report

Ad Group	Ad Preview	Ad Distribu- tion	Destination URL (http://www.cdc.gov/cancer/breast/)	Impres- sions	Clicks	CTR ¹	Avg CPC ²	Cost	Avg Posi- tion
BreastScreenFree	Breast Cancer Screening You May Qualify for Free or Low-Cost Mammograms. Learn More. www.CDC.gov/Cancer/Breast	Content Only	/basic_info/screening.htm	2,259	42	1.9%	\$0.50	\$21.08	3.5
BreastScreenFree	Breast Cancer Screening You May Qualify for Free or Low-Cost Mammograms. Learn More. www.CDC.gov/Cancer/Breast	Search Only	/basic_info/screening.htm	630	77	12.2%	\$0.43	\$32.73	1.6
BreastScreenFree	Breast Cancer Screening Find Out About Mammograms for Low-Income Women. www.CDC.gov/Cancer/Breast	Content Only	/basic_info/screening.htm	6,737	54	0.8%	\$0.32	\$17.49	1.8
BreastScreenFree	Breast Cancer Screening Find Out About Mammograms for Low-Income Women. www.CDC.gov/Cancer/Breast	Search Only	/basic_info/screening.htm	2,738	353	12.9%	\$0.38	\$134.99	1.5
BreastScreenFree	Free/Low-Cost Mammogram Can Save Your Life! Find Out if You Qualify. www.CDC.gov/Cancer/Breast	Content Only	/basic_info/screening.htm	19,433	291	1.5%	\$0.34	\$100.25	2.0
BreastScreenFree	Free/Low-Cost Mammogram Can Save Your Life! Find Out if You Qualify. www.CDC.gov/Cancer/Breast	Search Only	/basic_info/screening.htm	5,894	996	16.9%	\$0.38	\$377.36	1.5
BreastScreenFree	Mammograms Save Lives If You're 40 or Older, Get One Now! Low-Cost Mammograms Available. www.CDC.gov/Cancer/Breast	Content Only	/basic_info/screening.htm	3,565	44	1.2%	\$0.38	\$16.88	2.0

¹ Click-Through Rate

² Cost Per Click

Ad Group	Ad Preview	Ad Distribu- tion	Destination URL (http://www.cdc.gov/cancer/breast/)	Impres- sions	Clicks	CTR ¹	Avg CPC ²	Cost	Avg Posi- tion
BreastScreenFree	Mammograms Save Lives If You're 40 or Older, Get One Now! Low-Cost Mammograms Available. www.CDC.gov/Cancer/Breast	Search Only	/basic_info/screening.htm	2,289	243	10.6%	\$0.39	\$95.31	1.5
BreastScreenFree	Find Breast Cancer Find Out if You Qualify for a Free or Low-Cost Mammogram. www.CDC.gov/Cancer/Breast	Content Only	/basic_info/screening.htm	7,833	45	0.6%	\$0.31	\$13.82	1.6
BreastScreenFree	Find Breast Cancer Find Out if You Qualify for a Free or Low-Cost Mammogram. www.CDC.gov/Cancer/Breast	Search Only	/basic_info/screening.htm	3,031	350	11.5%	\$0.38	\$131.48	1.5
BreastScreen	Breast Cancer Screening Mammograms Could Save Your Life! Get the Facts Now. www.CDC.gov/Cancer/Breast	Content Only	/basic_info/screening.htm	4,909	0	0.0%	\$0.00	\$0.00	2.3
BreastScreen	Breast Cancer Screening Mammograms Could Save Your Life! Get the Facts Now. www.CDC.gov/Cancer/Breast	Search Only	/basic_info/screening.htm	4,840	77	1.6%	\$0.52	\$40.35	4.0
BreastScreen	Mammograms Breast Cancer Screening Could Save Your Life! Get the Facts. www.CDC.gov/Cancer/Breast	Content Only	/basic_info/screening.htm	768	3	0.4%	\$1.02	\$3.05	5.5
BreastScreen	Mammograms Breast Cancer Screening Could Save Your Life! Get the Facts. www.CDC.gov/Cancer/Breast	Search Only	/basic_info/screening.htm	5,666	101	1.8%	\$0.50	\$50.96	4.2
BreastScreen	Breast Cancer Screening Mammograms and Breast Exams Could Save Your Life! Learn More. www.CDC.gov/Cancer/Breast	Content Only	/basic_info/screening.htm	629	0	0.0%	\$0.00	\$0.00	5.0

Ad Group	Ad Preview	Ad Distribu- tion	Destination URL (http://www.cdc.gov/cancer/breast/)	Impres- sions	Clicks	CTR ¹	Avg CPC ²	Cost	Avg Posi- tion
BreastScreen	Breast Cancer Screening Mammograms and Breast Exams Could Save Your Life! Learn More. www.CDC.gov/Cancer/Breast	Search Only	/basic_info/screening.htm	5,904	112	1.9%	\$0.54	\$60.96	4.1
BreastScreen	Screening Saves Lives Screening Can Find Breast Cancer In Its Early Stages. Learn More. www.CDC.gov/Cancer/Breast	Content Only	/basic_info/screening.htm	101	1	1.0%	\$0.84	\$0.84	3.3
BreastScreen	Screening Saves Lives Screening Can Find Breast Cancer In Its Early Stages. Learn More. www.CDC.gov/Cancer/Breast	Search Only	/basic_info/screening.htm	109	2	1.8%	\$0.38	\$0.76	4.6
BreastScreen	Breast Cancer Screening If You Are Aged 40 or Older, Get Screened Now. Learn More. www.CDC.gov/Cancer/Breast	Content Only	/basic_info/screening.htm	6,953	8	0.1%	\$0.66	\$5.32	5.5
BreastScreen	Breast Cancer Screening If You Are Aged 40 or Older, Get Screened Now. Learn More. www.CDC.gov/Cancer/Breast	Search Only	/basic_info/screening.htm	31,726	593	1.9%	\$0.44	\$258.41	5.0
BreastScreen	Screening Saves Lives Screening Can Find Breast Cancer in Its Early Stages. Learn More. www.CDC.gov/Cancer/Breast	Content Only	/basic_info/screening.htm	3,739	3	0.1%	\$0.60	\$1.81	5.6
BreastScreen	Screening Saves Lives Screening Can Find Breast Cancer in Its Early Stages. Learn More. www.CDC.gov/Cancer/Breast	Search Only	/basic_info/screening.htm	17,104	297	1.7%	\$0.48	\$141.95	4.8
BreastStats	Breast Cancer Statistics A Leading Cause of Cancer Death In Women In the U.S. Get the Facts. www.CDC.gov/Cancer/Breast	Content Only	/statistics/index.htm	34,253	20	0.1%	\$0.51	\$10.16	3.7

Ad Group	Ad Preview	Ad Distribu- tion	Destination URL (http://www.cdc.gov/cancer/breast/)	Impres- sions	Clicks	CTR ¹	Avg CPC ²	Cost	Avg Posi- tion
BreastStats	Breast Cancer Statistics A Leading Cause of Cancer Death In Women In the U.S. Get the Facts. www.CDC.gov/Cancer/Breast	Search Only	/statistics/index.htm	1,360	136	10.0%	\$0.61	\$82.65	3.1
BreastStats	Breast Cancer Key Statistics on Breast Cancer Get the Numbers. www.CDC.gov/Cancer/Breast	Content Only	/statistics/index.htm	7,028	8	0.1%	\$0.70	\$5.61	4.8
BreastStats	Breast Cancer Key Statistics on Breast Cancer Get the Numbers. www.CDC.gov/Cancer/Breast	Search Only	/statistics/index.htm	2,905	151	5.2%	\$0.55	\$82.77	3.5
BreastStats	Breast Cancer Facts Key Statistics on Breast Cancer Get the Facts. www.CDC.gov/Cancer/Breast	Content Only	/statistics/index.htm	68,649	42	0.1%	\$0.68	\$28.43	4.6
BreastStats	Breast Cancer Facts Key Statistics on Breast Cancer Get the Facts. www.CDC.gov/Cancer/Breast	Search Only	/statistics/index.htm	15,364	1,643	10.7%	\$0.60	\$979.15	2.8
BreastStats	Get Breast Cancer Facts Statistics by Race and Ethnicity, Age, State, and Education Level. www.CDC.gov/Cancer/Breast	Content Only	/statistics/index.htm	18,923	14	0.1%	\$0.98	\$13.70	4.3
BreastStats	Get Breast Cancer Facts Statistics by Race and Ethnicity, Age, State, and Education Level. www.CDC.gov/Cancer/Breast	Search Only	/statistics/index.htm	5,237	401	7.7%	\$0.59	\$234.94	3.0
BreastStats	Breast Cancer Statistics Get Breast Cancer Facts and Figures for the U.S. www.CDC.gov/Cancer/Breast	Content Only	/statistics/index.htm	44,852	31	0.1%	\$0.65	\$20.13	4.4

Ad Group	Ad Preview	Ad Distribu- tion	Destination URL (http://www.cdc.gov/cancer/breast/)	Impres- sions	Clicks	CTR ¹	Avg CPC ²	Cost	Avg Posi- tion
BreastStats	Breast Cancer Statistics Get Breast Cancer Facts and Figures for the U.S. www.CDC.gov/Cancer/Breast	Search Only	/statistics/index.htm	9,081	1,050	11.6%	\$0.60	\$625.03	2.7
BreastStats	Breast Cancer Data Get Breast Cancer Facts and Figures for the U.S. www.CDC.gov/Cancer/Breast	Content Only	/statistics/index.htm	20,101	7	0.0%	\$0.71	\$4.98	4.3
BreastStats	Breast Cancer Data Get Breast Cancer Facts and Figures for the U.S. www.CDC.gov/Cancer/Breast	Search Only	/statistics/index.htm	6,251	491	7.9%	\$0.60	\$296.34	3.0
BreastStatsState	Breast Cancer Statistics Get Breast Cancer Statistics For Your State. www.CDC.gov/Cancer/Breast	Content Only	/statistics/state.htm	15	0	0.0%	\$0.00	\$0.00	6.5
BreastStatsState	Breast Cancer Deaths Get Breast Cancer Statistics for Your State. www.CDC.gov/Cancer/Breast	Content Only	/statistics/state.htm	7,362	1	0.0%	\$0.42	\$0.42	5.4
BreastStatsState	Breast Cancer Deaths Get Breast Cancer Statistics for Your State. www.CDC.gov/Cancer/Breast	Search Only	/statistics/state.htm	17	0	0.0%	\$0.00	\$0.00	2.5
BreastStatsState	Breast Cancer Incidence Get Breast Cancer Statistics for Your State. www.CDC.gov/Cancer/Breast	Content Only	/statistics/state.htm	15,996	8	0.1%	\$0.52	\$4.18	4.4
BreastStatsState	Breast Cancer Incidence Get Breast Cancer Statistics for Your State. www.CDC.gov/Cancer/Breast	Search Only	/statistics/state.htm	13	1	7.7%	\$0.10	\$0.10	2.5

Ad Group	Ad Preview	Ad Distribu- tion	Destination URL (http://www.cdc.gov/cancer/breast/)	Impres- sions	Clicks	CTR ¹	Avg CPC ²	Cost	Avg Posi- tion
BreastStatsState	Breast Cancer Statistics Get Breast Cancer Statistics for Your State. www.CDC.gov/Cancer/Breast	Content Only	/statistics/state.htm	16,567	13	0.1%	\$0.48	\$6.21	4.5
BreastStatsState	Breast Cancer Statistics Get Breast Cancer Statistics for Your State. www.CDC.gov/Cancer/Breast	Search Only	/statistics/state.htm	19	2	10.5%	\$0.66	\$1.32	2.8
BreastStatsState	Breast Cancer Rates Get Breast Cancer Statistics for Your State. www.CDC.gov/Cancer/Breast	Content Only	/statistics/state.htm	12,866	5	0.0%	\$0.52	\$2.60	4.3
BreastStatsState	Breast Cancer Rates Get Breast Cancer Statistics for Your State. www.CDC.gov/Cancer/Breast	Search Only	/statistics/state.htm	20	0	0.0%	\$0.00	\$0.00	2.8
BreastStatsIncidence	Facts About Breast Cancer Find Out How Many Women Are Diagnosed with Breast Cancer. www.CDC.gov/Cancer/Breast	Content Only	/statistics/index.htm	6,987	11	0.2%	\$0.55	\$6.09	4.0
BreastStatsIncidence	Facts About Breast Cancer Find Out How Many Women Are Diagnosed with Breast Cancer. www.CDC.gov/Cancer/Breast	Search Only	/statistics/index.htm	144	8	5.6%	\$0.45	\$3.57	2.0
BreastStatsIncidence	Breast Cancer Rate Find Out How Many Women Are Diagnosed with Breast Cancer. www.CDC.gov/Cancer/Breast	Content Only	/statistics/index.htm	7,617	5	0.1%	\$0.75	\$3.76	4.0
BreastStatsIncidence	Breast Cancer Rate Find Out How Many Women Are Diagnosed with Breast Cancer. www.CDC.gov/Cancer/Breast	Search Only	/statistics/index.htm	726	58	8.0%	\$0.37	\$21.22	2.1

Ad Group	Ad Preview	Ad Distribu- tion	Destination URL (http://www.cdc.gov/cancer/breast/)	Impres- sions	Clicks	CTR ¹	Avg CPC ²	Cost	Avg Posi- tion
BreastStatsIncidence	Male Breast Cancer Find Out How Many Men Are Diagnosed With or Die From Breast Cancer. www.CDC.gov/Cancer/Breast	Content Only	/statistics/index.htm	31	0	0.0%	\$0.00	\$0.00	3.3
BreastStatsIncidence	Male Breast Cancer Find Out How Many Men Are Diagnosed With or Die From Breast Cancer. www.CDC.gov/Cancer/Breast	Search Only	/statistics/index.htm	67	1	1.5%	\$1.61	\$1.61	1.9
BreastStatsIncidence	Facts On Breast Cancer How Many Women Are Diagnosed With Breast Cancer In The US Each Year? www.CDC.gov/Cancer/Breast	Content Only	/statistics/index.htm	12	0	0.0%	\$0.00	\$0.00	2.2
BreastStatsIncidence	Facts On Breast Cancer How Many Women Are Diagnosed With Breast Cancer In The US Each Year? www.CDC.gov/Cancer/Breast	Search Only	/statistics/index.htm	9	1	11.1%	\$1.86	\$1.86	3.4
BreastStatsIncidence	Facts On Breast Cancer How Many Women Are Diagnosed With Breast Cancer in the US Each Year? www.CDC.gov/Cancer/Breast	Content Only	/statistics/index.htm	18,453	21	0.1%	\$0.50	\$10.42	4.1
BreastStatsIncidence	Facts On Breast Cancer How Many Women Are Diagnosed With Breast Cancer in the US Each Year? www.CDC.gov/Cancer/Breast	Search Only	/statistics/index.htm	2,977	200	6.7%	\$0.40	\$79.33	2.1
BreastStatsTrends	Breast Cancer Trends Get Breast Cancer Statistics By Race and Ethnic Group. www.CDC.gov/Cancer/Breast	Content Only	/statistics/race.htm	61,909	13	0.0%	\$0.26	\$3.42	3.6
BreastStatsTrends	Breast Cancer Trends Get Breast Cancer Statistics By Race and Ethnic Group. www.CDC.gov/Cancer/Breast	Search Only	/statistics/race.htm	133	6	4.5%	\$0.33	\$1.98	1.8

Ad Group	Ad Preview	Ad Distribu- tion	Destination URL (http://www.cdc.gov/cancer/breast/)	Impres- sions	Clicks	CTR ¹	Avg CPC ²	Cost	Avg Position
BreastStatsAge	Breast Cancer Risk Get Statistics On Breast Cancer Risk For Your Age Group. www.CDC.gov/Cancer/Breast	Content Only	/statistics/age.htm	26,773	39	0.1%	\$0.52	\$20.41	3.6
BreastStatsAge	Breast Cancer Risk Get Statistics On Breast Cancer Risk For Your Age Group. www.CDC.gov/Cancer/Breast	Search Only	/statistics/age.htm	125	5	4.0%	\$0.31	\$1.57	2.0
BreastStatsAge	Breast Cancer By Age Get Statistics on Breast Cancer Risk for Your Age Group. www.CDC.gov/Cancer/Breast	Content Only	/statistics/age.htm	89,763	212	0.2%	\$0.50	\$105.82	3.6
BreastStatsAge	Breast Cancer By Age Get Statistics on Breast Cancer Risk for Your Age Group. www.CDC.gov/Cancer/Breast	Search Only	/statistics/age.htm	514	54	10.5%	\$0.41	\$22.04	1.9
BreastStatsMale	Male Breast Cancer Find Out How Many Men Are Diagnosed With or Die From Breast Cancer. www.CDC.gov/Cancer/Breast	Content Only	/statistics/index.htm	6,236	7	0.1%	\$0.62	\$4.36	5.9
BreastStatsMale	Male Breast Cancer Find Out How Many Men Are Diagnosed With or Die From Breast Cancer. www.CDC.gov/Cancer/Breast	Search Only	/statistics/index.htm	15	1	6.7%	\$0.52	\$0.52	1.3
BreastScreenMammo- gram	Breast Cancer Screening Mammograms Could Save Your Life! Get the Facts Now. www.CDC.gov/Cancer/Breast/	Content Only	/basic_info/screening.htm	11,206	122	1.1%	\$0.43	\$52.02	3.6
BreastScreenMammo- gram	Breast Cancer Screening Mammograms Could Save Your Life! Get the Facts Now. www.CDC.gov/Cancer/Breast/	Search Only	/basic_info/screening.htm	3,330	116	3.5%	\$0.36	\$41.72	3.0

Ad Group	Ad Preview	Ad Distribu- tion	Destination URL (http://www.cdc.gov/cancer/breast/)	Impres- sions	Clicks	CTR ¹	Avg CPC ²	Cost	Avg Posi- tion
BreastScreenMammo- gram	Mammograms Breast Cancer Screening Could Save Your Life! Get the Facts. www.CDC.gov/Cancer/Breast/	Content Only	/basic_info/screening.htm	33,061	488	1.5%	\$0.41	\$199.94	3.4
BreastScreenMammo- gram	Mammograms Breast Cancer Screening Could Save Your Life! Get the Facts. www.CDC.gov/Cancer/Breast/	Search Only	/basic_info/screening.htm	6,736	242	3.6%	\$0.35	\$84.21	3.7
BreastScreenMammo- gram	Breast Cancer Screening Mammograms Could Save Your Life! Get the Facts Now. www.CDC.gov/Cancer/Breast/	Content Only	/basic_info/screening.htm	32	0	0.0%	\$0.00	\$0.00	3.1
BreastScreenMammo- gram	Breast Cancer Screening Mammograms Could Save Your Life! Get the Facts Now. www.CDC.gov/Cancer/Breast/	Search Only	/basic_info/screening.htm	25	2	8.0%	\$0.54	\$1.08	2.2
BreastScreenMammo- gram	Breast Cancer Screening A Mammogram Could Save Your Life! Get the Facts Now. www.CDC.gov/Cancer/Breast/	Content Only	/basic_info/screening.htm	46,961	553	1.2%	\$0.40	\$221.88	3.4
BreastScreenMammo- gram	Breast Cancer Screening A Mammogram Could Save Your Life! Get the Facts Now. www.CDC.gov/Cancer/Breast/	Search Only	/basic_info/screening.htm	17,710	637	3.6%	\$0.31	\$200.03	3.0
Totals and Overall Averages				765,288	10,518	1.4%	\$0.47	\$4,993.38	3.8

¹ CTR: Click-Through Rate

² CPC: Cost per Click

Appendix IV. Campaign Summary - Google Ad Group Report

Ad Group	Ad Distribu- tion	Avg Position	Total Impressions	Total Clicks	CTR ¹	Avg CPC ²	Cost
BreastStatsState	Content Only	4.5	52,806	27	0.10%	\$0.50	\$13.41
BreastStatsTrends	Content Only	3.6	61,909	13	0.00%	\$0.26	\$3.42
BreastStatsMale	Content Only	5.9	6,236	7	0.10%	\$0.62	\$4.36
BreastScreen	Search Only	4.7	65,349	1,182	1.80%	\$0.47	\$553.39
BreastStatsState	Search Only	2.7	69	3	4.30%	\$0.47	\$1.42
BreastStatsTrends	Search Only	1.8	133	6	4.50%	\$0.33	\$1.98
BreastStatsMale	Search Only	1.3	15	1	6.70%	\$0.52	\$0.52
BreastScreenFree	Content Only	2	39,827	476	1.20%	\$0.36	\$169.52
BreastStats	Content Only	4.4	193,806	122	0.10%	\$0.68	\$83.01
BreastStatsIncidence	Content Only	4	33,100	37	0.10%	\$0.55	\$20.27
BreastStatsAge	Content Only	3.6	116,536	251	0.20%	\$0.50	\$126.23
BreastScreenMammogram	Content Only	3.5	91,260	1,163	1.30%	\$0.41	\$473.84
BreastScreenFree	Search Only	1.5	14,582	2,019	13.80%	\$0.38	\$771.87
BreastStats	Search Only	2.9	40,198	3,872	9.60%	\$0.59	\$2,300.88
BreastStatsIncidence	Search Only	2.1	3,923	268	6.80%	\$0.40	\$107.59
BreastStatsAge	Search Only	1.9	639	59	9.20%	\$0.40	\$23.61
BreastScreenMammogram	Search Only	3.2	27,801	997	3.60%	\$0.33	\$327.04
BreastScreen	Content Only	4.6	17,099	15	0.10%	\$0.73	\$11.02
Totals & Overall Averages		3.8	765,288	10,518	1.40%	\$0.47	\$4,993.38

¹ Click-Through Rate

² Cost Per Click

Appendix V. Campaign Summary - Google Keyword Report

Ad Group	Keyword	Max CPC ²	Impressions	Clicks	CTR ¹	Avg CPC ²	Cost	Avg Position
Target URL: http://www.cdc.gov/cancer/breast/basic_info/screening.htm								
BreastScreenFree	free breast cancer screening	\$0.71	363	75	20.66%	\$0.49	\$36.49	2.4
BreastScreenFree	free mammogram	\$0.85	5478	723	13.20%	\$0.38	\$278.27	1.6
BreastScreenFree	free mammograms	\$0.85	7379	1016	13.77%	\$0.38	\$384.08	1.4
BreastScreenFree	free mamogram	\$0.71	856	103	12.03%	\$0.31	\$31.43	1.6
BreastScreenFree	low cost mammogram	\$0.71	489	98	20.04%	\$0.41	\$39.78	1.9
BreastScreenFree	low cost mamogram	\$0.71	17	4	23.53%	\$0.46	\$1.82	2.2
BreastScreen	breast and cervical cancer screening	\$0.71	5	1	20.00%	\$0.06	\$0.06	1
BreastScreen	breast cancer	\$0.70	14734	119	0.81%	\$0.78	\$92.57	8.5
BreastScreen	breast cancer detection	\$0.68	59	1	1.69%	\$0.66	\$0.66	3.6
BreastScreen	breast cancer detection	\$0.70	519	5	0.96%	\$0.70	\$3.49	7.3
BreastScreen	breast cancer early detection	\$0.55	473	1	0.21%	\$0.53	\$0.53	5.8
BreastScreen	breast cancer early detection	\$0.60	698	17	2.44%	\$0.37	\$6.37	3.5
BreastScreen	breast cancer information	\$0.77	2406	35	1.45%	\$0.70	\$24.52	5.7
BreastScreen	breast cancer mammo-gram ³		151	7	4.64%	\$0.45	\$3.13	1.8
BreastScreen	breast cancer mamogram ³		7	0	0.00%	\$0.00	\$0.00	1.7
BreastScreen	breast cancer screening	\$0.63	2032	95	4.68%	\$0.45	\$43.05	2.2
BreastScreen	breast cancer screening	\$0.79	689	42	6.10%	\$0.64	\$27.04	4.4
BreastScreen	breast cancer screening program	\$0.71	4	0	0.00%	\$0.00	\$0.00	2.2
BreastScreen	breast cancer test	\$0.56	1527	32	2.10%	\$0.45	\$14.34	4.2
BreastScreen	breast exam	\$0.66	8775	243	2.77%	\$0.29	\$70.12	2
BreastScreen	breast mammogram ³		70	2	2.86%	\$0.10	\$0.19	2.6
BreastScreen	breast screening	\$0.71	2525	126	4.99%	\$0.44	\$55.01	2
BreastScreen	breast self exam	\$0.60	2768	52	1.88%	\$0.43	\$22.22	2.2
BreastScreen	breast self-exam	\$0.71	4113	55	1.34%	\$0.55	\$30.21	2.8
BreastScreen	breast test	\$0.71	2290	46	2.01%	\$0.25	\$11.58	2

¹ Click-Through Rate

² Cost Per Click

³ Deleted

BreastScreen	breast x-ray	\$0.71	576	6	1.04%	\$0.34	\$2.05	1.6
BreastScreen	breast cancer	\$0.81	2445	23	0.94%	\$0.79	\$18.06	5.2
BreastScreen	breast cancer detection	\$0.71	3	0	0.00%	\$0.00	\$0.00	6.3
BreastScreen	breast cancer screening	\$0.71	6	1	16.67%	\$0.49	\$0.49	3.7
BreastScreen	breast cancer screening program	\$0.71	0	0	0.00%	\$0.00	\$0.00	0
BreastScreen	breast cancer test	\$0.71	3	0	0.00%	\$0.00	\$0.00	4.7
BreastScreen	breast exam	\$0.49	85	6	7.06%	\$0.34	\$2.03	2.1
BreastScreen	breast screening	\$0.71	2	0	0.00%	\$0.00	\$0.00	1
BreastScreen	breast self exam	\$0.71	51	1	1.96%	\$0.72	\$0.72	2.5
BreastScreen	breast self-exam	\$0.71	32	0	0.00%	\$0.00	\$0.00	3.2
BreastScreen	breast test	\$0.71	19	1	5.26%	\$0.15	\$0.15	1.6
BreastScreen	breast x-ray	\$0.71	1	0	0.00%	\$0.00	\$0.00	3
BreastScreen	cancer screening	\$0.63	3567	47	1.32%	\$0.47	\$21.95	2.9
BreastScreen	clinical breast exam	\$0.47	871	15	1.72%	\$0.46	\$6.89	1.7
BreastScreen	clinical breast exam	\$0.71	0	0	0.00%	\$0.00	\$0.00	0
BreastScreen	detecting breast cancer	\$0.57	215	2	0.93%	\$0.22	\$0.45	5
BreastScreen	detecting breast cancer	\$0.71	4	0	0.00%	\$0.00	\$0.00	5.8
BreastScreen	detection of breast cancer	\$0.71	31	1	3.23%	\$0.69	\$0.69	4.2
BreastScreen	detection of breast cancer	\$0.71	0	0	0.00%	\$0.00	\$0.00	0
BreastScreen	elder health	\$0.40	688	0	0.00%	\$0.00	\$0.00	4.7
BreastScreen	health screening	\$0.55	1229	8	0.65%	\$0.94	\$7.48	3.9
BreastScreen	mammogram ³		4307	140	3.25%	\$0.40	\$56.29	3.2
BreastScreen	mamogram ³		656	29	4.42%	\$0.44	\$12.69	3.1
BreastScreen	screening for breast cancer	\$0.71	40	2	5.00%	\$0.18	\$0.36	2.4
BreastScreen	screening for breast cancer ³		1	0	0.00%	\$0.00	\$0.00	6
BreastScreen	screening for breast cancer	\$0.71	1	0	0.00%	\$0.00	\$0.00	5
BreastScreen	senior health	\$0.71	341	0	0.00%	\$0.00	\$0.00	10.1
BreastScreen	test for breast cancer	\$0.71	45	4	8.89%	\$0.56	\$2.25	4
BreastScreen	test for breast cancer	\$0.71	2	0	0.00%	\$0.00	\$0.00	3.5
BreastScreen	womens health	\$0.63	6283	17	0.27%	\$0.93	\$15.75	7.3
Target URL: http://www.cdc.gov/cancer/breast/statistics/index.htm								
BreastStats	breast cancer data	\$0.47	46	4	8.70%	\$0.23	\$0.92	2.3
BreastStats	breast cancer data	\$0.75	411	31	7.54%	\$0.40	\$12.46	1.7
BreastStats	breast cancer death	\$0.84	1271	94	7.40%	\$0.28	\$26.12	1.7

BreastStats	breast cancer death rate	\$0.71	258	29	11.24%	\$0.35	\$10.04	1.5
BreastStats	breast cancer dying	\$0.71	26	0	0.00%	\$0.00	\$0.00	1.2
BreastStats	breast cancer fact and figure	\$0.71	1	0	0.00%	\$0.00	\$0.00	5
BreastStats	breast cancer facts	\$0.85	11999	1031	8.59%	\$0.76	\$786.29	3.3
BreastStats	breast cancer life expectancy	\$0.71	433	30	6.93%	\$0.47	\$14.20	2.8
BreastStats	breast cancer mortality	\$0.85	827	88	10.64%	\$0.45	\$39.75	1.7
BreastStats	breast cancer mortality rate	\$0.71	345	33	9.57%	\$0.29	\$9.67	1.5
BreastStats	breast cancer screening rates	\$0.71	9	0	0.00%	\$0.00	\$0.00	1.7
BreastStats	breast cancer statistics	\$0.84	2274	293	12.88%	\$0.53	\$156.34	2.1
BreastStats	breast cancer statistics	\$0.85	4346	633	14.57%	\$0.74	\$466.27	3.2
BreastStats	breast cancer survival rate	\$0.62	5419	497	9.17%	\$0.50	\$250.16	1.9
BreastStats	breast cancer data	\$0.71	0	0	0.00%	\$0.00	\$0.00	0
BreastStats	breast cancer death rate	\$0.71	0	0	0.00%	\$0.00	\$0.00	0
BreastStats	breast cancer facts	\$0.71	24	0	0.00%	\$0.00	\$0.00	3.8
BreastStats	breast cancer incidence	\$0.71	0	0	0.00%	\$0.00	\$0.00	0
BreastStats	breast cancer mortality	\$0.71	0	0	0.00%	\$0.00	\$0.00	0
BreastStats	breast cancer mortality rate	\$0.71	1	1	100.00%	\$0.51	\$0.51	1
BreastStats	breast cancer statistics	\$0.71	2	0	0.00%	\$0.00	\$0.00	4.5
BreastStats	facts about breast cancer	\$0.77	739	85	11.50%	\$0.64	\$54.14	3.3
BreastStats	facts about breast cancer ³		14	1	7.14%	\$0.70	\$0.70	6.1
BreastStats	facts about breast cancer	\$0.71	11	0	0.00%	\$0.00	\$0.00	3.5
BreastStats	facts on breast cancer	\$0.71	248	22	8.87%	\$0.55	\$12.19	3.8
BreastStats	facts on breast cancer ³		2	2	100.00%	\$1.93	\$3.86	3
BreastStats	facts on breast cancer	\$0.71	4	0	0.00%	\$0.00	\$0.00	6.5
BreastStats	male breast cancer and statistics	\$0.71	0	0	0.00%	\$0.00	\$0.00	0
BreastStats	male breast cancer rate	\$0.71	17	1	5.88%	\$0.52	\$0.52	1.9
BreastStats	mortality breast cancer	\$0.71	3	0	0.00%	\$0.00	\$0.00	1.3
BreastStats	mortality breast cancer	\$0.71	0	0	0.00%	\$0.00	\$0.00	0
BreastStats	statistics about breast cancer	\$0.71	67	7	10.45%	\$0.53	\$3.70	3.5
BreastStats	statistics about breast cancer ³		2	0	0.00%	\$0.00	\$0.00	7
BreastStats	statistics about breast cancer	\$0.71	1	0	0.00%	\$0.00	\$0.00	3

BreastStats	statistics breast cancer	\$0.71	10517	939	8.93%	\$0.45	\$425.91	3.1
BreastStats	statistics brest cancer	\$0.71	20	1	5.00%	\$0.59	\$0.59	3.3
BreastStats	statistics for breast cancer	\$0.71	80	11	13.75%	\$0.31	\$3.38	4.2
BreastStats	statistics for brest cancer	\$0.71	1	0	0.00%	\$0.00	\$0.00	3
BreastStats	statistics on breast cancer	\$0.71	244	8	3.28%	\$0.40	\$3.17	5
BreastStats	statistics on breast cancer ³		3	0	0.00%	\$0.00	\$0.00	4.7
BreastStats	statistics on brest cancer	\$0.71	2	0	0.00%	\$0.00	\$0.00	7
BreastStats	surviving breast cancer	\$0.59	531	31	5.84%	\$0.64	\$19.99	2.6
BreastStatsState	breast cancer rates by state	\$0.71	8	0	0.00%	\$0.00	\$0.00	2.8
BreastStatsState	breast cancer risk by state	\$0.71	1	0	0.00%	\$0.00	\$0.00	4
BreastStatsState	breast cancer state	\$0.71	42	1	2.38%	\$0.10	\$0.10	2.2
BreastStatsState	breast cancer statistics by state	\$0.71	18	2	11.11%	\$0.66	\$1.32	3.8
BreastStatsIncidence	breast cancer incidence	\$0.20	1003	65	6.48%	\$0.39	\$25.50	2.3
BreastStatsIncidence	breast cancer incidence rate	\$0.71	64	7	10.94%	\$0.27	\$1.91	1.7
BreastStatsIncidence	breast cancer rate	\$0.55	2000	119	5.95%	\$0.42	\$49.86	2.1
BreastStatsIncidence	brest cancer incidence rate	\$0.51	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsIncidence	brest cancer rate	\$0.71	1	0	0.00%	\$0.00	\$0.00	3
BreastStatsIncidence	incidence of breast cancer	\$0.71	565	60	10.62%	\$0.37	\$22.26	2
BreastStatsIncidence	male breast cancer incidence ³		5	0	0.00%	\$0.00	\$0.00	1.6
BreastStatsIncidence	rate of breast cancer	\$0.71	284	17	5.99%	\$0.47	\$8.06	2.1
BreastStatsIncidence	rate of brest cancer	\$0.71	1	0	0.00%	\$0.00	\$0.00	2
Target URL: http://www.cdc.gov/cancer/breast/statistics/race.htm								
BreastStatsTrends	breast cancer african american	\$0.82	103	4	3.88%	\$0.28	\$1.11	1.8
BreastStatsTrends	breast cancer asian	\$0.61	9	1	11.11%	\$0.46	\$0.46	1.3
BreastStatsTrends	breast cancer black	\$0.61	12	1	8.33%	\$0.41	\$0.41	2
BreastStatsTrends	breast cancer by ethnic group	\$0.61	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsTrends	breast cancer by race	\$0.61	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsTrends	breast cancer ethnic data	\$0.05	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsTrends	breast cancer hispanic	\$0.61	2	0	0.00%	\$0.00	\$0.00	2
BreastStatsTrends	breast cancer latino	\$0.61	1	0	0.00%	\$0.00	\$0.00	1
BreastStatsTrends	breast cancer race data	\$0.61	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsTrends	breast cancer white	\$0.61	6	0	0.00%	\$0.00	\$0.00	2.2

Target URL: http://www.cdc.gov/cancer/breast/statistics/age.htm								
BreastStatsAge	breast cancer age group	\$0.71	15	2	13.33%	\$0.24	\$0.48	1.9
BreastStatsAge	breast cancer data age	\$0.71	1	0	0.00%	\$0.00	\$0.00	1
BreastStatsAge	breast cancer data by age	\$0.71	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsAge	breast cancer elderly	\$0.71	468	26	5.56%	\$0.38	\$9.96	1.9
BreastStatsAge	breast cancer rate age	\$0.71	2	1	50.00%	\$0.20	\$0.20	1
BreastStatsAge	breast cancer rate by age	\$0.71	2	1	50.00%	\$0.65	\$0.65	1
BreastStatsAge	breast cancer risk age	\$0.71	103	16	15.53%	\$0.38	\$6.04	1.4
BreastStatsAge	breast cancer risk by age	\$0.71	21	5	23.81%	\$0.49	\$2.44	1.9
BreastStatsAge	breast cancer statistics by age	\$0.71	27	8	29.63%	\$0.48	\$3.84	2.9
Target URL: http://www.cdc.gov/cancer/breast/statistics/screening.htm								
BreastStatsScreening	mammogram by education level	\$0.05	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsScreening	mammogram by ethnicity	\$0.51	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsScreening	mammogram by race	\$0.51	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsScreening	mammogram by state	\$0.51	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsScreening	mammogram statistics	\$1.27	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsScreening	mammography statistics	\$0.18	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsScreening	mammography trends	\$0.51	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsMale	male breast cancer incidence	\$0.71	15	1	6.67%	\$0.52	\$0.52	1.3
BreastStatsMale	male breast cancer incidence	\$0.71	0	0	0.00%	\$0.00	\$0.00	0
BreastStatsMale	male breast cancer rate	\$0.71	0	0	0.00%	\$0.00	\$0.00	0
Target URL: http://www.cdc.gov/cancer/breast/basic_info/screening.htm								
BreastScreenMammogram	breast cancer mammogram	\$0.79	1581	55	3.48%	\$0.47	\$26.01	2.3
BreastScreenMammogram	breast cancer mamogram	\$0.71	27	0	0.00%	\$0.00	\$0.00	2.6
BreastScreenMammogram	breast mammogram	\$0.81	360	17	4.72%	\$0.44	\$7.55	2.5
BreastScreenMammogram	breast cancer mammogram	\$0.71	3	0	0.00%	\$0.00	\$0.00	2
BreastScreenMammogram	breast cancer mamogram	\$0.71	1	0	0.00%	\$0.00	\$0.00	4
BreastScreenMammogram	mammogram	\$0.48	22378	773	3.45%	\$0.31	\$241.08	3.3
BreastScreenMammogram	mamogram	\$0.82	3451	152	4.40%	\$0.34	\$52.40	3.2
Totals and Overall Averages:			765288	10518	1.37%	\$0.47	\$4,993.38	3.8

Appendix VI. Campaign Summary - Yahoo Keyword Report

From Date	To Date	Keyword	Avg Position	Total Impressions	Total Clicks	CTR ¹	Avg Bid \$	Total Cost \$	CPC ²
10/20/2006	11/11/2006	breast and cervical cancer screening	3	72	0	0	\$0.10	0	0
10/3/2006	11/11/2006	breast cancer	7	248,986	2,300	0.9%	\$0.93	\$2,936.31	\$1.27
10/3/2006	11/11/2006	breast cancer african american	2	258	4	1.6%	\$0.11	\$0.40	\$0.10
10/19/2006	11/10/2006	breast cancer age group	6	58	3	5.2%	\$0.10	\$0.30	\$0.10
10/21/2006	11/11/2006	breast cancer asian	2	52	0	0	\$0.10	0	0
10/3/2006	11/11/2006	breast cancer black	6	104	1	1%	\$0.11	\$0.10	\$0.10
10/18/2006	11/11/2006	breast cancer by ethnic group	2	176	0	0	\$0.10	0	0
10/22/2006	11/10/2006	breast cancer by race	4	73	0	0	\$0.10	0	0
10/19/2006	11/10/2006	breast cancer data	2	18	1	5.6%	\$0.10	\$0.10	\$0.10
10/3/2006	11/10/2006	breast cancer death	2	99	12	12.1%	\$0.18	\$2.61	\$0.21
10/18/2006	11/9/2006	breast cancer death rate	1	33	6	18.2%	\$0.10	\$0.60	\$0.10
10/3/2006	10/19/2006	breast cancer detection	5	223	17	7.6%	\$0.70	\$19.08	\$1.12
10/7/2006	11/11/2006	breast cancer dying	4	230	2	0.9%	\$0.10	\$0.20	\$0.10
10/3/2006	11/11/2006	breast cancer early detection	3	371	13	3.5%	\$0.15	\$1.93	\$0.14
10/8/2006	11/11/2006	breast cancer elderly	2	155	1	0.6%	\$0.10	\$0.10	\$0.10
10/26/2006	11/9/2006	breast cancer ethnic data	3	15	0	0	\$0.10	0	0
10/3/2006	11/11/2006	breast cancer fact	4	3,436	137	4%	\$0.57	\$103.38	\$0.75
10/3/2006	11/11/2006	breast cancer fact and figure	2	138	6	4.3%	\$0.10	\$0.60	\$0.10
10/19/2006	11/10/2006	breast cancer hispanic	2	30	1	3.3%	\$0.10	\$0.10	\$0.10
10/3/2006	11/11/2006	breast cancer incidence	2	345	15	4.3%	\$0.14	\$1.87	\$0.12
10/18/2006	11/11/2006	breast cancer incidence rate	2	24	1	4.2%	\$0.10	\$0.10	\$0.10
10/3/2006	11/11/2006	breast cancer information	3	30,949	89	0.3%	\$0.79	\$126.87	\$1.42
10/18/2006	11/11/2006	breast cancer latino	1	6	0	0	\$0.10	0	0
10/4/2006	11/11/2006	breast cancer life expectancy	5	134	8	6%	\$0.10	\$0.80	\$0.10
10/3/2006	11/11/2006	breast cancer mammogram	2	372	14	3.8%	\$0.17	\$2.26	\$0.16
10/9/2006	11/11/2006	breast cancer mortality	2	79	7	8.9%	\$0.10	\$0.71	\$0.10
10/3/2006	11/11/2006	breast cancer mortality rate	2	209	6	2.9%	\$0.10	\$0.60	\$0.10
10/18/2006	11/9/2006	breast cancer race data	3	12	0	0	\$0.10	0	0
10/3/2006	10/19/2006	breast cancer rate	3	158	3	1.9%	\$0.12	\$0.33	\$0.11
10/24/2006	11/10/2006	breast cancer rate age	3	18	0	0	\$0.10	0	0

¹ Click-Through Rate

² Cost Per Click

From Date	To Date	Keyword	Avg Position	Total Impressions	Total Clicks	CTR ¹	Avg Bid \$	Total Cost \$	CPC ²
10/26/2006	10/27/2006	breast cancer rate by age	1	2	0	0	\$0.10	0	0
10/27/2006	11/11/2006	breast cancer rate by state	2	33	0	0	\$0.10	0	0
10/18/2006	11/6/2006	breast cancer risk age	2	11	1	9.1%	\$0.10	\$0.10	\$0.10
10/21/2006	11/9/2006	breast cancer risk by age	3	27	1	3.7%	\$0.10	\$0.10	\$0.10
11/9/2006	11/9/2006	breast cancer risk by state	1	1	0	0	\$0.10	0	0
10/3/2006	10/19/2006	breast cancer screening	4	338	23	6.8%	\$0.83	\$21.28	\$0.92
10/25/2006	11/2/2006	breast cancer screening program	1	6	0	0	\$0.10	0	0
10/30/2006	11/8/2006	breast cancer screening rate	1	3	1	33.3%	\$0.10	\$0.10	\$0.10
10/26/2006	11/11/2006	breast cancer state	4	51	0	0	\$0.10	0	0
10/3/2006	10/19/2006	breast cancer statistics	2	1,000	133	13.3%	\$0.19	\$26.45	\$0.19
10/18/2006	11/11/2006	breast cancer statistics by age	3	74	0	0	\$0.10	0	0
10/28/2006	11/11/2006	breast cancer statistics by state	2	356	3	0.8%	\$0.10	\$0.30	\$0.10
10/3/2006	11/11/2006	breast cancer survival rate	3	2,153	124	5.8%	\$0.17	\$19.53	\$0.15
10/3/2006	11/11/2006	breast cancer test	3	1,165	6	0.5%	\$0.42	\$3.50	\$0.58
10/20/2006	11/10/2006	breast cancer white	6	17	0	0	\$0.10	0	\$0
10/3/2006	11/11/2006	breast exam	2	8,469	125	1.5%	\$0.24	\$33.42	\$0.26
10/3/2006	11/11/2006	breast mammogram	2	385	25	6.5%	\$0.20	\$6.18	\$0.24
10/3/2006	11/11/2006	breast screening	1	755	50	6.6%	\$0.14	\$7.06	\$0.14
10/3/2006	11/11/2006	breast self exam	3	4,407	59	1.3%	\$0.29	\$16.75	\$0.28
10/3/2006	11/11/2006	breast test	2	568	3	0.5%	\$0.10	\$0.30	\$0.10
10/3/2006	11/11/2006	breast x ray	5	793	8	1%	\$0.10	\$0.80	\$0.10
10/3/2006	11/11/2006	cancer screening	3	2,258	16	0.7%	\$0.30	\$6.65	\$0.41
10/3/2006	11/11/2006	clinical breast exam	2	173	0	0	\$0.14	0	0
10/3/2006	11/11/2006	detecting breast cancer	1	300	10	3.3%	\$0.14	\$1.42	\$0.14
10/20/2006	11/11/2006	detection of breast cancer	5	620	11	1.8%	\$0.39	\$3.77	\$0.34
10/3/2006	11/11/2006	elder health	2	2,104	1	0	\$0.12	\$0.16	\$0.16
10/20/2006	10/20/2006	fact on breast cancer	3	73	4	5.5%	\$1.01	\$4.82	\$1.20
10/3/2006	11/10/2006	free breast cancer screening	1	64	13	20.3%	\$0.11	\$1.30	\$0.10
10/3/2006	11/11/2006	free mammogram	2	3,635	594	16.3%	\$0.11	\$68.13	\$0.11
10/3/2006	11/11/2006	health screening	2	5,773	41	0.7%	\$0.40	\$20.07	\$0.48
10/18/2006	10/19/2006	incidence of breast cancer	2	7	0	0	\$0.13	0	0
10/19/2006	11/11/2006	low cost mammogram	2	248	22	8.9%	\$0.10	\$2.20	\$0.10
10/4/2006	11/9/2006	male breast cancer and statistics	2	84	1	1.2%	\$0.10	\$0.10	\$0.10

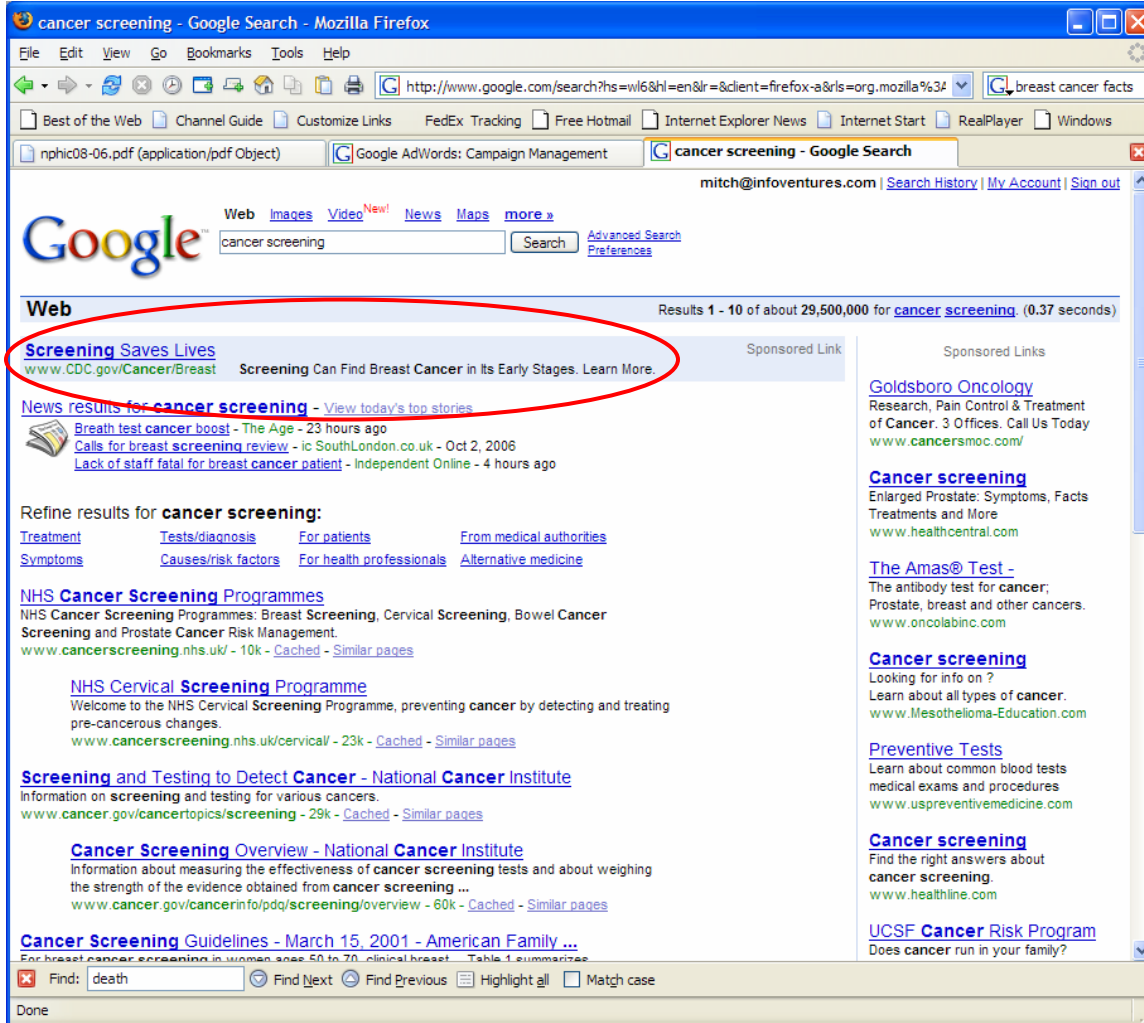
From Date	To Date	Keyword	Avg Position	Total Impressions	Total Clicks	CTR ¹	Avg Bid \$	Total Cost \$	CPC ²
10/29/2006	11/11/2006	male breast cancer incidence	2	11	0	0	\$0.10	0	0
10/22/2006	11/11/2006	male breast cancer rate	2	20	0	0	\$0.10	0	0
10/3/2006	11/11/2006	mammogram	1	14,697	571	3.9%	\$0.17	\$105.91	\$0.18
10/18/2006	10/18/2006	mortality breast cancer	1	2	0	0	\$0.10	0	0
10/20/2006	11/11/2006	rate of breast cancer	5	381	4	1%	\$0.10	\$0.40	\$0.10
10/20/2006	11/11/2006	screening for breast cancer	4	937	43	4.6%	\$0.57	\$25.94	\$0.60
10/3/2006	11/11/2006	senior health	3	22,262	6	0	\$0.54	\$4.20	\$0.70
10/20/2006	11/11/2006	statistics about breast cancer	3	2,210	182	8.2%	\$0.20	\$38.05	\$0.20
10/3/2006	11/11/2006	surviving breast cancer	4	190	4	2.1%	\$0.20	\$0.57	\$0.14
10/18/2006	10/19/2006	test for breast cancer	4	47	0	0	\$0.64	0	0
10/3/2006	11/11/2006	womens health	3	529,299	873	0.2%	\$0.52	\$662.98	\$0.75
Totals and Overall Averages			4	892,842	5,605	0.6%	\$0.63	\$4,281.89	\$0.76

¹ CTR: Click-Through Rate

² CPC: Cost per Click

Appendix VII. Screenshots - Google Google Search

Keyword: "cancer screening"
CDC Sponsored Ad Position: #1
10/4/06 9:51 AM



Google Search

Keyword: "mammogram"

CDC Sponsored Ad Position: #5

10/4/06 9:51 AM

The screenshot shows a Mozilla Firefox browser window with the title "mammogram - Google Search - Mozilla Firefox". The address bar contains the URL "http://www.google.com/search?hs=d8l&hl=en&lr=&client=" and the search term "breast cancer facts". The search results are displayed on the "Web" tab, showing "Results 1 - 10 of about 2,220,000 for mammogram [definition]. (0.08 seconds)".

The search results include several links, with the following links circled in red:

- [Mammogram Information](http://www.cancer.org) - Sponsored Links. Screening Guidelines & More. Find the Answers You Need, Here.
- [Mammogram Information](http://www.breastcancer.org) - Sponsored Links. Mammograms show calcifications, fibroadenomas, cysts-and cancer.
- [Mammography](http://www.radiologyinfo.org/en/info.cfm?pg=mammo) - A mammography exam, called a **mammogram**, is used to aid in the diagnosis of ... Mammograms are used as a screening tool to detect early breast cancer in ...
- [The Breast Cancer Site](http://www.thebreastcancersite.com/) - Founded to help offer free **mammograms** to underprivileged women nationwide. With a simple, daily "click" visitors help provide **mammograms** to those in need.
- [Mammography](http://www.x-rayinfo.com/en/info.cfm?pg=mammo) - A mammography exam, called a **mammogram**, is used as a screening tool to detect ... American Cancer Society: **Mammograms** and other Breast Imaging Procedures ...
- [Mammogram - Cancer information on MedicineNet.com](http://www.medicinenet.com/mammogram/article.htm) - Information on many different cancers includes symptoms, cancer detection and prevention, and treatment options.
- [MedlinePlus Interactive Tutorials: Mammogram](http://www.nlm.nih.gov/medlineplus/tutorials/mammogram/htm/index.htm) - **Mammogram**. Start Tutorial. Starts multimedia presentation with questions. Requires Flash Player. Download Flash. download button for flash player. ...
- [The mammogram](http://www.cancerhelp.org.uk/help/default.asp?page=3302) - This page tells you about **mammograms** used in breast cancer screening. You can scroll down the page to read all the information here.

The search results also include several sponsored links on the right side:

- [Digital Mammography](http://www.fujimed.com) - Fuji CR for Mammography has been approved for use in the U.S.
- [Imaging Medical Solutions](http://www.imagingmedical.com) - Your Fuji digital mammography & film distributor in South Florida
- [Screening Saves Lives](http://www.CDC.gov/Cancer/Breast) - Screening Can Find Breast Cancer in its Early Stages. Learn More.
- [NU Design Medical](http://www.ndmti.com) - NU Design Medical Technologies, Inc Mammography Software and Services
- [Breast Cancer Treatment](http://www.Cetmc.com) - Effective, No Tissue Removal All in One Week
- [Mammogram](http://www.UCompareHealthCare.com) - Get free reports on mammography centers. See FDA warning letters.
- [Breast Cancer Info](http://www.TheBreastGuide.com) - Free breast cancer info Find what you're looking for!

The search results also include a search bar at the bottom with the text "Find: death" and buttons for "Find Next", "Find Previous", "Highlight all", and "Match case".

Google Search

Keyword: "breast cancer Asian"

CDC Sponsored Ad Position: #1

10/5/2006 3:16pm

The screenshot shows a Mozilla Firefox browser window displaying a Google search for "breast cancer asian". The search results are as follows:

- Web** Results 1 - 10 of about 4,340,000 for **breast cancer asian**. (0.15 seconds)
- ACS :: Breast Cancer Rates On The Rise Among Asian Americans**
Breast cancer rates among Asian Americans have traditionally been lower than ... The rates of breast cancer among some women of Asian-American descent, ...
www.cancer.org/docroot/NWS/content/NWS_1_1x_Breast_Cancer_Rates_On_The_Rise_Among_Asian_Americans.asp - 27k - [Cached](#) - [Similar pages](#)
- ICC - Asian Americans & Cancer**
Houn F. Breast cancer in Asian Americans. Presented at the First Annual Conference of ... Migration patterns and breast cancer risk in Asian American women. ...
iccnetwork.org/cancerfacts/cfs3.htm - 30k - [Cached](#) - [Similar pages](#)
- EthnoMed: Breast Cancer in Asian Women**
Breast Cancer in Asian Women. Denise Little, Author ... (1993) determined that Asian-American women born in the West had a breast cancer risk 60% higher ...
ethnomed.org/clin_topics/asian_br_cancer.html - 16k - [Cached](#) - [Similar pages](#)
- Research Page: Case-Control Study of Breast Cancer in Asian ...**
An equal number of Asian Americans without breast cancer, matched to cases on age, ethnicity, ... Breast Cancer among Asian Americans & Pacific Islanders. ...
www.cbcrp.org/research/PageGrant.asp?grant_id=63 - 23k - [Cached](#) - [Similar pages](#)
- Research Page: South Asian Women with Breast Cancer: What are ...**
Increasing numbers of South Asian women are diagnosed with breast cancer each year; however, no previous studies have assessed the psychosocial and ...
www.cbcrp.org/research/PageGrant.asp?grant_id=4029 - 22k - [Cached](#) - [Similar pages](#)
- BBC NEWS | Health | UK Asians' low breast cancer risk**
Researchers found nearly a third fewer women in the south Asian community in England and Wales develop breast cancer than among all other ethnic groups. ...
news.bbc.co.uk/1/hi/health/4441507.stm - 35k - [Cached](#) - [Similar pages](#)
- Phytoestrogens and Breast Cancer**

On the right side of the page, there is a "Sponsored Links" section with a red circle around it. The sponsored link is:

- Breast Cancer Trends**
Get Breast Cancer Statistics By Race and Ethnic Group.
www.CDC.gov/Cancer/Breast

Google Search

Keyword: "breast cancer screening"

CDC Sponsored Ad Position: #4

10/6/2006 12:20pm

The screenshot shows a Mozilla Firefox browser window with the address bar displaying the search URL. The search results are for 'breast cancer screening' with approximately 12,400,000 results. The main content area lists various search results, including news articles and official government websites. On the right side, there is a 'Sponsored Links' section. The link 'Screening Saves Lives' from the CDC website is circled in red, indicating it is the CDC-sponsored ad mentioned in the text above.

Screening Saves Lives
Screening Can Find Breast Cancer in its Early Stages. Learn More.
www.CDC.gov/Cancer/Breast

Google Search

Keyword: "breast cancer African American"

CDC Sponsored Ad Position: #1

10/6/2006 12:20pm

breast cancer african american - Google Search - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.google.com/search?q=+++%09+breast+cancer-... cancer african american

Best of the Web Channel Guide Customize Links FedEx Tracking Free Hotmail Internet Explorer News Internet Start

Google AdWords: Campaign Management breast cancer african american - Goo...

mitch@infoventures.com | Search History | My Account | Sign out

Google Web Images Video New! News Maps more »

breast cancer african american Search Advanced Search Preferences

Web Results 1 - 10 of about 5,120,000 for **breast cancer african american**. (0.05 seconds)

Breast Cancer Trends Sponsored Link
www.CDC.gov/Cancer/Breast Get Breast Cancer Statistics By Race and Ethnic Group.

News results for **breast cancer african american** - View today's top stories

Study includes free health services for African-Americans on ... - Detroit Free Press - 3 hours ago
Lifestyle affects risk of cancer - Arizona Republic - Oct 2, 2006

A National African-American Breast Cancer Survivorship Organization
A National African-American Breast Cancer Survivorship Organization.
www.sistersnetworkinc.org/ - 6k - Cached - Similar pages

NPR: Breast Cancer Differences in African-American Women
Recent studies suggest breast cancer is biologically different in African-American women compared to other groups. The implications of recent research ...
www.npr.org/templates/story/story.php?storyId=4540688 - Similar pages

ACS: Statistics for 2006
The American Cancer Society tracks cancer occurrence, including the number of deaths, ... Provides estimates of new breast cancer cases and deaths for 2005, ...
www.cancer.org/docroot/stt/stt_0.asp - 25k - Cached - Similar pages

ACS: What Are the Risk Factors for Breast Cancer?
Race: White women are slightly more likely to develop breast cancer than are African-American women. African-American women are more likely to die of this ...
www.cancer.org/docroot/CRI/content/CRI_2_4_2X_What_are_the_risk_factors_for_breast_cancer_5.asp - 57k - Cached - Similar pages

Breast Cancer
The poorer outcomes with regard to breast cancer in African American women have been historically attributed to the more advanced stage of disease at the ...
www.blackwomenshealth.com/breast_cancer.htm - 50k - Cached - Similar pages

Info
Expert advice on treatment options
Get member support for coping.
www.EverydayHealth.com

African American Women:
April 15, 2004 study shows delayed diagnosis, treatment lower survival
www.breastcancer.org

Answers To Your Questions
Read the latest research about
Breast cancer african american
www.righthealth.com

Done

Google Search

Keyword: "facts about breast cancer"

CDC Sponsored Ad Position: #6

10/21/2006

facts about breast cancer - Google Search - Microsoft Internet Explorer

http://www.google.com/search?q=facts+about+breast+cancer&rl: facts about breast cancer

File Edit View Favorites Tools Help

facts about breast cancer - Google ...

Sign in

Google Web Images Video News Maps more »

facts about breast cancer Search Advanced Search Preferences

Web Results 1 - 10 of about 5,650,000 for facts about breast cancer. (0.19 seconds)

Facts about Breast Cancer Sponsored Links
www.getBCfacts.com Sign up for Up-to-Date Info about Breast Cancer Diagnosis & Treatment

Breast Cancer Information
www.Femara.com Online Resource for Women with Breast Cancer. Review Treatments.

Breast Cancer Facts & Information
Resources and facts about breast cancer, treatment and awareness.
www.internetbasedmoms.com/breast-cancer-awareness/breast-cancer-facts.html - 18k - Cached - Similar pages

Breast cancer
The breast is a gland that consists of breast tissue supported by connective tissue (flesh) surrounded by fat.
www.netdoctor.co.uk/diseases/facts/breastcancer.htm - 96k - Cached - Similar pages

NBCC - Facts About Breast Cancer in the United States: Year 2006
Breast Cancer; Cancer; Advocacy; Grassroots; Activist; Clinical Trials; Quality Care; women; non-profit organization; Fran Visco;
www.natlbcc.org/bin/index.asp?strid=427&depid= - 23k - Cached - Similar pages

Arizona Cancer Center: A National Cancer Institute-designated ...
Fast Facts About Breast Cancer. One in eight women will develop breast cancer during her lifetime. Mammograms can detect cancer up to two years before a ...
www.azcc.arizona.edu/prevent/Breast-cancer01.htm - 40k - Cached - Similar pages

Inflammatory Breast Cancer. Cancer Facts 6.2
National Cancer Institute. Cancer Facts. NCI Home - CIS Home - Dictionary. This page has moved to a new location. You will be automatically redirected to ...
cis.nci.nih.gov/fact/6_2.htm - 2k - Cached - Similar pages

breast cancer facts
Facts for Life about breast cancer ... (Breast health and breast cancer information needs of young women and women of color 40 and older) ...
www.komen.org/intradoc.cgi/idc.cgi_isapi.dll?IdcService=SS_GET_PAGE&nodId=484 - 76k - Cached - Similar pages

Inflammatory Breast Cancer: Questions and Answers - National ...
A fact sheet about the diagnosis and treatment of an uncommon type of breast cancer in which the breast becomes red, swollen, and warm.
www.cancer.gov/cancertopics/factsheet/Sites-Types/IBC - 48k - Cached - Similar pages

Breast Cancer Information Sponsored Links
Advanced Breast Cancer Treatment Visit Here for Treatment Options
www.seek-your-options.info

Facts about breast cancer
A Resource Center Including Facts, Symptoms, Treatment and More
www.healthcentral.com

Breast Cancer Information
Get the Facts, Resources & Support, From the American Cancer Society.
www.cancer.org

Breast Cancer Facts
Key Statistics on Breast Cancer Get the Facts.
www.CDC.gov/Cancer/Breast

Breast Cancer Facts
MSN Health gives you the facts on Women's Health—Find out more.
Health.MSN.com/Womens_Health

All About Breast Cancer
Symptoms, prevention, treatment, support, online forums, & more.
www.breastcancer.org

Breast Cancer Information
Nonprofit site offering free info, articles, e-newsletters & more.
www.healthywomen.org

Breast Cancer Donations
Join Yoplait in the Fight Save Lids to Save Lives®
Yoplait.com

Internet 100%

Google Search

Keyword: "breast cancer mammograms"

CDC Sponsored Ad Position: #2

10/21/2006

breast cancer mammograms - Google Search - Microsoft Internet Expl...

http://www.google.com/search?q=breast+cancer+mammograms&... east cancer mammograms

File Edit View Favorites Tools Help

breast cancer mammograms - Goo...

Sign in

Google Web Images Video News Maps more »

breast cancer mammograms Search Advanced Search Preferences

Web Results 1 - 10 of about 2,690,000 for **breast cancer mammograms**. (0.22 seconds)

The Breast Cancer Site
Founded to help offer free **mammograms** to underprivileged women nationwide. With a simple, daily "click" visitors help provide **mammograms** to those in need.
www.thebreastcancersite.com/ - Similar pages

Breast Cancer Information from National Breast Cancer Foundation Inc
Breast Cancer Symptoms and Information on **Breast Cancer**. Saving lives by increasing awareness through **breast cancer** education and providing **mammograms** for ...
www.nationalbreastcancer.org/ - 20k - Cached - Similar pages

ACS :: Mammograms and Other Breast Imaging Procedures
A **mammogram** is an x-ray exam of the **breast**. It is used to detect and diagnose **breast** disease...
www.cancer.org/docroot/PED/content/PED_2_3X_Mammography_and_Other_Breast_Imaging_Procedures.asp - 75k - Cached - Similar pages

ACS :: Can Breast Cancer Be Found Early?
The goal of screening exams, such as **mammograms**, for early **breast cancer** detection is to find **cancers** before they start to cause symptoms. ...
www.cancer.org/docroot/CRI/content/CRI_2_4_3X_Can_breast_cancer_be_found_early_5.asp - 58k - Cached - Similar pages
[More results from www.cancer.org]

Mammograms: A Consumer Guide to Breast Cancer Detection
This page will help you understand the process of mammography and will answer common questions about **mammograms** and **breast cancer**. But it should not replace ...
www.nclnet.org/mammogram.htm - 21k - Cached - Similar pages

Breast Cancer: Steps to Finding Breast Lumps Early -- familydoctor.org
If you have risk factors for **breast cancer**, such as a family history of **breast cancer**, your doctor may want you to have **mammograms** more often or start ...
familydoctor.org/018.xml - 22k - Cached - Similar pages

Mammograms and Breast Cancer
A **mammogram** is a special kind of X-ray of the breasts. **Mammograms** are used to help find **breast cancer** early, when it can still be cured. ...
www.fda.gov/opacom/lowlit/mammo.html - 13k - Cached - Similar pages

Mammograms cause breast cancer (and other cancer facts you ...
However, constant screening still can miss **breast cancer**. **mammograms** are at their poorest in detecting **breast cancer** when the woman is under 50. ...

Sponsored Links

Facts about Breast Cancer
Sign up for Up-to-Date Info about **Breast Cancer** Diagnosis & Treatment
www.getBCfacts.com

Breast Cancer Screening
A Mammogram Could Save Your Life! Get the Facts Now.
www.CDC.gov/Cancer/Breast/

Breast cancer mammograms
A Resource Center Including Facts, Symptoms, Treatment and More
www.healthcentral.com

Mammogram Information
Screening Guidelines & More. Find the Answers You Need, Here.
www.cancer.org

Mammogram Information
Mammograms show calcifications, fibroadenomas, cysts-and **cancer**.
www.breastcancer.org

Pink Ribbon Store
Shop to save lives! Every order funds **mammograms** for women in need.
www.TheBreastCancerSite.com

Breast Cancer Donations
Join Yoplait in the Fight Against **Breast Cancer** - Learn More!
Yoplait.com

Breast Cancer Mammograms
A Complete Website Dedicated To Free **Breast Cancer Mammograms** Info.
tips2info.com

Done Internet 100%

Google ad on ScienceDaily

Keyword: "facts on breast cancer"

CDC Sponsored Ad Position: #5

11/3/2006 8:32am

The screenshot shows a web browser window displaying a ScienceDaily article titled "T-ray Breakthrough Could Make Detecting Disease Far Easier". The article text discusses the use of terahertz radiation for detection. A red circle highlights a Google Ad for "Facts On Breast Cancer" located in the right sidebar. The ad text reads: "Facts On Breast Cancer: How Many Women Are Diagnosed With Breast Cancer in the US Each Year? www.CDC.gov/Cancer/Breast". The ad is positioned between the "Radiation for AIPC" link and the "Prostate Cancer" link. The ScienceDaily page includes a navigation menu, a search bar, and various news and health-related links.

Google ad on ScienceDaily
Keyword: "breast cancer screening"
CDC Sponsored Ad Position: #4
11/3/2006 8:32am

The screenshot shows a web browser window titled "mammograms - Google Search - Opera". The address bar contains the URL "http://www.google.com/custom?domains=ScienceDaily.com&q=mammogra". The search results are displayed on the ScienceDaily website. The search term "mammograms" is entered in the search box, and the results are powered by Google. The search options are "Search the Web" and "Search ScienceDaily.com", with "Search ScienceDaily.com" selected. The results are categorized as "Web" and show "Results 1 - 10 of about 36,900 from sciencedaily.com for mammograms with Safesearch on. (0.20 seconds)". The first result is "ScienceDaily: Mammograms Reduce Breast Cancer Deaths, But Increase ...". The second result is "ScienceDaily: How Often Should Women Get Mammograms?". The third result is "ScienceDaily: Women With Mental Disorders Less Likely To Have ...". The fourth result is "ScienceDaily: Study: Mammogram education is vital". The fifth result is "ScienceDaily: Study: Mammogram education is vital". The link "Breast Cancer Screening" from "www.CDC.gov/Cancer/Breast/" is circled in red.

Ads by Google

- [South Jersey Radiology](#)
sjra.com Complete Radiology Imaging Services MRI, CT Scan, PET scan, Ultrasound
- [Mammograms at Kennedy](#)
www.KennedyHealth.org Early Diagnosis of Breast Cancer Top Healthcare In Your Neighborhood
- [Digital Mammography Exams](#)
www.SouthEastRadiology.com Doctors Detect & Diagnose Breast Cancer Earlier & More Accurate.
- [Breast Cancer Screening](#)
www.CDC.gov/Cancer/Breast/ A Mammogram Could Save Your Life! Get the Facts Now.

Web Results 1 - 10 of about 36,900 from sciencedaily.com for mammograms with Safesearch on. (0.20 seconds)

ScienceDaily: [Mammograms Reduce Breast Cancer Deaths, But Increase ...](#)
A new review of studies offers good news and bad news for women faced with the decision about whether to get regular **mammograms**.
[www.sciencedaily.com/releases/2006/10/061018150522.htm](#) - [Similar pages](#)

ScienceDaily: [How Often Should Women Get Mammograms?](#)
Researchers at Dana-Farber Cancer Institute in Boston have devised a mathematical tool that predicts how the frequency of **mammograms** affects the number of ...
[www.sciencedaily.com/releases/2005/02/050223162751.htm](#) - [Similar pages](#)

ScienceDaily: [Women With Mental Disorders Less Likely To Have ...](#)
Women with mental disorders are less likely to have screening **mammograms** than women without mental illness, although the nature of the mental illness does ...
[www.sciencedaily.com/releases/2006/10/061026185101.htm](#) - [Similar pages](#)

ScienceDaily: [Study: Mammogram education is vital](#)
COX-2 selective inhibitor is a form of Non-steroidal anti-inflammatory drug (NSAID) that directly targets COX-2, an enzyme responsible for inflammation and.
[www.sciencedaily.com/upi/index.php?feed=Science& article=UPI-1-20061026-15385600-bc-](#)

Google ad in USA Today
Keyword: "facts about breast cancer"
CDC Sponsored Ad Position: #1
10/22/2006 11:00 pm

USA TODAY.com - Microsoft Internet Explorer
http://search.usatoday.com/search/yahoo/search.aspx?qt=both&nr=5&kw=fr
Search: free+mammogram
Advertisement: Capital One No Hassle Miles Card
USA TODAY navigation: Home, News, Travel, Money, Sports, Life, Tech, Weather
Search Results: Sponsored Links
Free/Low-Cost Mammogram - www.cdc.gov Can Save Your Life. Find Out if You Qualify.
NYU Clinical Cancer Center - Mammograms - www.nyucc.org NYU Clinical Cancer Center meets the needs of people with cancer in one convenient and comfortable state-of-the-art facility.
Mammogram - Wake Radiology - www.wakeradiology.com Information on breast MRIs. Learn more about getting a breast MRI. Wake Radiology is a recognized leader of cancer detection in North Carolina. Find out about advances in nuclear medicine.
Search: free mammogram
Search results for "free mammogram" from USA TODAY.com
Your USATODAY.com Site search returned no results.
Web search results: 1 - 5 of more than 1000
1. The Breast Cancer Site - Oct 22, 2006
Founded to help offer free mammograms to underprivileged women nationwide. With a simple, daily "click" visitors help provide mammograms to those in need.
2. the breast cancer site - Oct 21, 2006
3. ACS :: Free Mammograms - Oct 21, 2006
is a free mammogram available at the click of a mouse? Not exactly. Free Mammograms. Rumor: All of us want to feel like we're doing something to care for those in need. ... simply clicking on a breast cancer Web site, "a woman gets a free mammogram at no cost to you ..."
4. Free Mammogram Screenings Available - Mar 20, 2006
Advertisement: HomeAway.com - Visit HomeAway.com and Live the Destination.

Appendix VIII. Screenshots – Yahoo!

Yahoo! Search

Keyword: “breast cancer mammograms”

CDC Sponsored Ad Position: #7

10/21/2006

The screenshot shows a Microsoft Internet Explorer browser window displaying the Yahoo! search results for the query "breast cancer mammograms". The browser's address bar shows the URL "http://search.yahoo.com/search?p=breast+cancer+mammograms". The search results page features the Yahoo! logo and a search bar containing the query. Below the search bar, there are navigation links for "Web", "Images", "Video", "Audio", "Directory", "Local", "News", "Shopping", and "More". The search results are displayed in a list format, with a "SPONSOR RESULTS" section at the top. The sponsored results include "Breast Cancer Donations" from yoplait.com, "Non-Invasive Breast Health Test" from www.infraredsciences.com, "Breast Cancer Information" from www.seek-your-options.com, "Breast Cancer Treatment" from www.xeloda.com, "Metastatic Breast Cancer" from www.herconnection.com, "Breast Cancer Treatment Options Tool" from www.cancerfacts.com, "Breast Cancer Screening Mammograms Could Save Your Life. Get the Facts Now." from www.cdc.gov (circled in red), "Breast Cancer: Ease Nausea and Vomiting" from www.aloxi.com, and "Effective Cancer Fighting Strategies" from cancer-prevention.net. The main search results list includes "The Breast Cancer Site", "Mammograms", "Breast Cancer Brouhaha: Mammograms Oversold - The Breast Cancer Fund", "What You Need To Know About Breast Cancer - National Cancer Institute", "National Cancer Institute: Breast Cancer", and "FCIC: Breast Cancer and Mammograms". The browser's status bar at the bottom shows "Internet" and "100%".

Yahoo! Search

Keyword: "womens health"

CDC Sponsored Ad Position: #4

11/1/2006

womens health - Yahoo! Search Results - Microsoft Internet Explorer

http://search.yahoo.com/search?p=womens+health&fr=yfp-t-501&to= Google

File Edit View Favorites Tools Help

womens health - Yahoo! Search Res...

Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Search Home Help

Web Images Video Audio Directory Local News Shopping More »

YAHOO! SEARCH womens health Search

Answers Search Services Advanced Search Preferences

Search Results 1 - 10 of about 14,500,000 for **womens health** - 0.02 sec. (About this page)

Did you mean: [womens health](#)

SPONSOR RESULTS

- [Women's Health - Recovery in Florida](#)
www.orchidrecoverycenter.com - Women's recovery center for alcohol and drug addiction in beautiful Florida.
- [New Women's Health Product for Menopause](#)
www.changesforwomen.com - Safe all natural relief for menopause.

Information about Women's Health on Yahoo! Health
Yahoo! Shortcut - About

- [Womens Health and Medical Information on MedicineNet.com](#)
... Health information covers breast, cancer, heart, pregnancy, sexual health, and ... to the spectrum of women's health issues, not only about her reproductive ...
www.medicinenet.com/womens_health/focus.htm - 39k - Cached - More from this site
- [Women's Health Interactive](#)
... learn about their health and health-related issues. ... Womens-Health.com. Web. Multimedia Library. It's ABSOLUTELY, 100% FREE!! JOIN NOW!!! Username: Password: Not a member yet? ...
Category: [Women's Health](#)
www.womens-health.com - More from this site
- [Forum for Women's Health](#)
... written, and developed by a woman physician and along with other women's health professionals. ... We have been chosen as a top women's health site by healthtoz.com. LOOK! We'd like to ...
Category: [Women's Health](#)
www.womenshealth.org - More from this site
- [Women's Health Information](#)
Includes information on morning sickness, pregnancy, and infertility.
Category: [United Kingdom > Health > Women's Health](#)
www.womens-health.co.uk - 16k - Cached - More from this site
- [Women's Health Issues - Women's Sexual Health - Pregnancy - Menopause - Symptoms](#)
Daily updates provide the latest health news and information. ... HealthMenopauseSexual HealthBreast Health and DiseasesFemale Reproductive ...
womenshealth.about.com - 39k - Cached - More from this site
- [The New York Times Women's Health](#)

SPONSOR RESULTS

- [Women's Health Insurance](#)
Find out about SecureHorizons affordable health benefits today...
www.securehorizonsbyunited.com
- [Women's Health - Breast Cancer Screening](#)
Mammograms could save your life. Get the facts now.
www.cdc.gov
- [Women's Health Magazine Now \\$14.97/Year](#)
Buy Women's Health Magazine publisher direct. Save up to 92% on...
www.magazinecity.com
- [Women's Health - the Keeper and MoonCup](#)
Try a reusable menstrual cup. Three month money back guarantee.
www.thekeeperstore.com
- [Women's Health, Naturally](#)
We help millions of women deal with menopause, perimenopause and PMS.
www.womentowomen.com
- [Resist Incontinence, Rejuvenate Sexually](#)
Kegelmaster is a paradigm shift in the way women should be caring...
www.mykm.com
- [Menopause? PMS? Try Olivia's Secret!](#)
This natural alternative to hormone therapy provides safe,...
www.oliviasecret.com

Internet 100%

Yahoo! Search

Keyword: "breast cancer"

CDC Sponsored Ad Position: #7

11/1/2006

breast cancer - Yahoo! Search Results - Microsoft Internet Explorer

http://search.yahoo.com/search?p=breast+cancer&ei=UTF-8&fr=yfp- Google

File Edit View Favorites Tools Help

breast cancer - Yahoo! Search Results

Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Search Home Help

Web Images Video Audio Directory Local News Shopping More »

YAHOO! SEARCH breast cancer Search

Answers Search Services Advanced Search Preferences

Search Results 1 - 10 of about 48,800,000 for **breast cancer** - 0.11 sec. (About this page)

SPONSOR RESULTS

- Breast Cancer Treatment**
www.xeloda.com - Learn more about **breast cancer** and treatment options.
- National Breast Cancer Foundation**
www.nationalbreastcancer.org - Explore the complete site on **breast cancer** facts.
- Breast Cancer Studies**
www.breastcancerresearchstudy.com - Participate in clinical trials for **breast cancer** research. More here.
- Metastatic Breast Cancer**
www.herconnection.com - Get information on HER2+ metastatic **breast cancer** and support options.

Information about **Breast Cancer** on Yahoo! Health
Yahoo! Shortcut - About

- Breast Cancer: The Basics**
Explains what **breast cancer** is, risk factors, prevention, screening, symptoms, and more.
www.oncolink.org/types/article.cfm?c=2&s=4&ss=25&id=9537 - 19k - Cached - More from this site
- American Cancer Society: All About Breast Cancer**
Provides guides to understanding what **breast cancer** is, including causes, risk factors, detection, treatment options, and what to expect after treatment.
Category: **Breast Cancer**
www.cancer.org/docroot/CRI/CRI_2x.asp?sitearea=LRN&dt=5 - 21k - Cached - More from this site
- Susan G. Komen Breast Cancer Foundation**
Dedicated to eradicating **breast cancer** as a life-threatening disease by advancing research, education, screening, and treatment.
Category: **Susan G. Komen Breast Cancer Foundation**
www.komen.org - 72k - Cached - More from this site
- What You Need to Know About Breast Cancer**
Information from the National **Cancer** Institute to help people understand and cope with the illness.
Category: **Breast Cancer**
www.cancer.gov/cancerinfo/wyntk/breast - 52k - Cached - More from this site
- BreastCancer.org**
Features extensive resources related to **breast cancer**.

SPONSOR RESULTS

- Breast Cancer: Ease Nausea and Vomiting**
The power of Aloxi® (palonosetron hcl) injection can help you say...
www.aloxi.com
- Breast Cancer**
Avoid chemo and radiation with natural therapies. Click here to...
www.nutrition2000.com
- Breast Cancer Screening**
Mammograms Could Save Your Life. Get the Facts Now.
www.cdc.gov
- Effective Cancer Fighting Strategies**
11 effective, natural strategies to attack **breast cancer** using...
cancer-prevention.net
- Breast Cancer Information**
Learn about **breast cancer** and how to treat common chemo side...
www.caring4cancer.com
- TCM Fighting Cancer**
Breast cancer. FDA IND permitted; TCM doctor online; China SFDA...
www.sunrecome.com
- Breast Cancer Items: Yahoo! Shopping**
Compare prices, read reviews and more. Yahoo! Shopping. Find books...
shopping.yahoo.com
- Xmas Cards Help The Breast Cancer Fund**

Internet 100%

Yahoo! Search

Keyword: "breast cancer facts"

CDC Sponsored Ad Position: #3

11/1/2006

breast cancer facts - Yahoo! Search Results - Microsoft Internet Explorer

http://search.yahoo.com/search;_ylt=A0oGkJEDcEIFyR0B5jtXNyoA?p= Google

File Edit View Favorites Tools Help

breast cancer facts - Yahoo! Search ...

Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Search Home Help

Web Images Video Audio Directory Local News Shopping More »

YAHOO! SEARCH breast cancer facts Search

Answers Search Services | Advanced Search Preferences

Search Results 1 - 10 of about 5,640,000 for **breast cancer facts** - 0.19 sec. (About this page)

SPONSOR RESULTS

Breast Cancer Statistics
Breast cancer facts. A leading cause of cancer death in women in...
www.cdc.gov

Breast Cancer Facts and Videos
Free breast cancer and videos videos and articles at YourHealthPortal.
www.breastcancerfocus.com

Breast Cancer Facts
Find cancer articles, FAQs, lifestyle tips and more at Prevention.com.
www.prevention.com

Breast Cancer Facts & Information
Information and links on breast cancer and breast cancer treatment.
boogieboomer.com

Breast Cancer Facts Information
Helpful breast cancer facts and information at EverydayHealth.com.
everydayhealth.com

Breast Cancer Treatment
Learn more about breast cancer and treatment options.
www.xeloda.com

Breast Cancer Studies
Participate in clinical trials for breast cancer research. More here.
www.breastcancerresearchstudy.com

SPONSOR RESULTS

- Metastatic Breast Cancer**
www.herconnection.com - Get information on HER2+ metastatic breast cancer and support options.
- Breast Cancer Facts**
www.caring4cancer.com - Learn about breast cancer and how to treat common chemo side effects.

Y! **Breast Cancer Facts on Yahoo! Health**
Yahoo! Shortcut - About

- Breast Cancer Facts**
Get the facts about breast cancer. ... About>Health>Women's Health> Female Reproductive Health> Breast Conditions> Breast Cancer Facts ...
womenshealth.about.com/cs/breastcancer/a/breastcancfacts.htm - 28k - Cached - More from this site
- Breast Cancer Facts**
... access to the Breast, Cervical and Prostate Cancer Screening and Treatment ... for breast cancer and what ... Quick facts about breast cancer in California ...
www.dhs.ca.gov/cancerdetection/breastcancer/bcfacts.htm - 25k - Cached - More from this site
- ACS :: Breast Cancer Facts & Figures 2003-2004**
Provides estimates of new breast cancer cases and deaths for 2003, as well as ... Breast Cancer Facts & Figures 2003-2004. File name. CAFF2003BrFPWSecured.pdf ...
cancer.org/.../STT_1x_Breast_Cancer_Facts_Figures_2003-2004.asp - 22k - Cached - More from this site
- Breast Cancer Facts**
Breast Cancer Facts. Facts About Breast Cancer in the USA from the National ... 500 new cases of female invasive breast cancer will be diagnosed, and 39,600 ...
www.breastcentermwa.com/resource/facts.html - 33k - Cached - More from this site
- Breast Cancer Facts & Figures 2003-2004 (PDF)**
Breast Cancer Facts and Figures is a publication of the American Cancer Society, ... Breast Cancer Facts & Figures. A Comment About Relative Risk ...
www.cancer.org/downloads/STT/CAFF2003BrFPWSecured.pdf - 479k - View as html - More from this site
- Arizona Cancer Center: A National Cancer Institute-designated Comprehensive Cancer Center**
... commitment to prevent cancer, advance diagnosis, carry ... Fast Facts About Breast

http://us.ard.yahoo.com/SIG=12kmvtc1m/M=289534.6742900.7689521.6551551/C Internet 100%

Yahoo! Search

Keyword: "breast cancer"

CDC Sponsored Ad Position: #9

11/8/2006

The screenshot shows a Mozilla Firefox browser window displaying Yahoo! search results for the keyword "breast cancer". The address bar shows the URL: <http://search.yahoo.com/search?p=breast+cancer>. The search results page includes a search bar with "breast cancer" entered and a search button. Below the search bar, there are navigation links for "Web", "Images", "Video", "Audio", "Directory", "Local", "News", "Shopping", and "More". The search results are displayed in a list format, with a "SPONSOR RESULTS" section on the right. The sponsored ad for "Breast Cancer Screening" is circled in red. The ad text reads: "Breast Cancer Screening Mammograms Could Save Your Life. Get the Facts Now. www.cdc.gov". Other search results include "Breast Cancer Information" from gemzar.com, "Metastatic Breast Cancer" from herceptin.com and herconnection.com, and "Breast Cancer Awareness" from getbcfacts.com. The page also features a "National Breast Cancer Foundation" link and a "Breast Cancer Studies" link. The bottom of the browser window shows the system tray with weather information: "Now: Cloudy, 57° F", "Thu: 70° F", and "Fri: 67° F".

Yahoo! Search

Keyword: "breast cancer screening rates"

CDC Sponsored Ad Position: #1

11/8/2006

breast cancer screening rates - Yahoo! Search Results - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://search.yahoo.com/search;_ylt=A0geusMg

Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Search Home Help

Web Images Video Audio Directory Local News Shopping More »

YAHOO! SEARCH breast cancer screening rates Search

Answers Search Services Advanced Search Preferences

Search Results 1 - 10 of about 1,420,000 for **breast cancer screening rates** - 0.15 sec. (About this page)

SPONSOR RESULTS

- [Breast Cancer Statistics](#)
www.cdc.gov - A Leading Cause of **Cancer** Death In Women In the U.S. Get the Facts.
- [Breast Cancer Screening](#)
www.seek-your-options.com - Advanced **breast cancer** treatment. Visit here for treatment options.

1. [Research News on Screening](#)
Whole-Body PET Scans Have High False Positive **Rates** for **Breast Cancer** ...
Screening Does Not Eliminate Late Stage **Breast Cancer** ...
www.breastcancer.org/research_screening.html - 16k - Cached - More from this site

2. [Revised Guidelines for Breast Cancer Screening](#)
ACS revises guidelines for **breast cancer screening** ... Whole-Body PET Scans Have High False Positive **Rates** for **Breast Cancer** ... Late Stage **Breast Cancer** ...
www.breastcancer.org/research_screening_060003.html - 22k - Cached - More from this site

3. [Breast Cancer Screening - National Cancer Institute](#)
... information summary about tests used to detect or screen for **breast cancer**. ...
Breast cancer detection and death **rates** among women aged 50 to 59 years. ...
www.cancer.gov/cancertopics/pdq/screening/breast/healthprofessional - 61k - Cached - More from this site

4. [NHS Breast Screening Programme \(NHSBSP\)](#)
... the **screening** programme had lowered mortality **rates** from **breast cancer** in the 55-69 age group1. ... Guidelines for **Breast Cancer Screening** Radiology ...
www.cancerscreening.nhs.uk/breastscreen/index.html - 21k - Cached - More from this site

5. [Breast Cancer Care](#)
... American women have lower **screening rates** and higher **breast cancer** mortality. ...
Native Americans have the poorest **cancer screening rates** of any racial group in ...
breastcancercare.org/index.php?module=announce&...&ANN_id=62 - 29k - Cached - More from this site

6. [Breast Cancer Research | Full text | Overdiagnosis and breast cancer screening](#)
Experience of **screening** for several types of **cancer** (**breast**, cervix uteri or ... in lung **cancer** mortality **rates** was seen among those randomised to **screening**. ...
breast-cancer-research.com/content/7/5/228 - More from this site

SPONSOR RESULTS

[Breast Cancer Detection](#)
Early **screening** saves lives.
Sign up for more **breast cancer** info.
www.getbcfacts.com

[Breast Cancer Screening](#)
Learn the signs and symptoms of DVT and how to prevent this condition.
www.dvt.net

[Breast Cancer Screening](#)
Find **cancer** articles, FAQs, lifestyle tips and more at Prevention.com.
www.prevention.com

[Breast Cancer Screening - Wake Radiology](#)
Information on **breast** MRIs. Learn more about getting a **breast** MRI....
www.wakeradiology.com

[Find Breast Cancer Screening](#)
Breast Cancer Screening at great prices.
www.findstuff.com

[See your message here...](#)

Done Now: Cloudy, 57° F Thu: 70° F Fri: 67° F

Yahoo! Search

Keyword: "breast cancer incidence"

CDC Sponsored Ad Position: #1

11/8/2006

The screenshot shows a Mozilla Firefox browser window displaying Yahoo! search results for the keyword "breast cancer incidence". The browser's address bar shows the URL "http://search.yahoo.com/search;_ylt=A0geutnCc". The search results page includes a navigation bar with links for "Web", "Images", "Video", "Audio", "Directory", "Local", "News", "Shopping", and "More". The search results are displayed in a list format, with the top result circled in red. The circled result is a sponsored link titled "Facts on Breast Cancer" from "www.cdc.gov", with a description: "How Many Women Are Diagnosed With Breast Cancer In The US Each Year?". Below this are several organic search results, including "Cancer Research UK: UK Breast Cancer incidence statistics", "Breast cancer incidence and mortality trends in an affluent population: Marin County, California, USA, 1990-1999", "SEER Fast Stats - Breast Cancer, Incidence", "Imaginis - Breast Cancer: Statistics on Incidence, Survival, and Screening", "Breast Cancer Care", and "Demographics of Breast Cancer - BCF Template Test". The browser's status bar at the bottom shows the weather: "Now: Cloudy, 57° F", "Thu: 70° F", and "Fri: 67° F".

breast cancer incidence - Yahoo! Search Results - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://search.yahoo.com/search;_ylt=A0geutnCc

Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Search Home Help

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YAHOO! SEARCH breast cancer incidence Search

Answers Search Services Advanced Search Preferences

Search Results 1 - 10 of about 2,770,000 for **breast cancer incidence** - 0.19 sec. (About this page)

SPONSOR RESULTS

- [Facts on Breast Cancer](#)
www.cdc.gov - How Many Women Are Diagnosed With **Breast Cancer** In The US Each Year?
- [Incidence Of Breast Cancer](#)
www.prevention.com - Find **cancer** articles, FAQs, lifestyle tips & more at Prevention.com.

1. [Cancer Research UK : UK Breast Cancer incidence statistics](#)
... **breast cancer incidence** statistics from the Statistics team at **Cancer** Research UK
... **Breast cancer incidence** rates continue to increase with age, with the greatest ...
info.cancerresearchuk.org/cancerstats/types/breast/incidence - 81k - Cached - More from this site
2. [Breast cancer incidence and mortality trends in an affluent population: Marin County, California, USA, 1990-1999](#)
Breast cancer incidence and mortality trends in an affluent population: Marin County, California, USA, 1990-1999 **Breast cancer incidence** and mortality trends in an ...
breast-cancer-research.com/content/4/6/R13 - More from this site
3. [SEER Fast Stats - Breast Cancer, Incidence](#)
Fast Stats: **Breast Cancer** ... **Cancer** Site-- All Sites Bones and Joints Brain and Other Nervous System **Breast** ... Age-Adjusted **Incidence** Rates for Individual Years ...
seer.cancer.gov/faststats/sites.php?site=**Breast+Cancer**&stat=**Incidence** - 73k - Cached - More from this site
4. [Imaginis - Breast Cancer: Statistics on Incidence, Survival, and Screening](#)
Imaginis also covers related **breast cancer** health topics such as hormone ... women have the highest **incidence** of invasive **breast cancer** in the United States ...
www.imaginis.com/breasthealth/statistics.asp - 51k - Cached - More from this site
5. [Breast Cancer Care](#)
... High Levels of Stress Associated with a Decreased **Incidence** of **Breast Cancer**. ... associated with a lower **incidence** of **breast cancer** runs counter to commonly held ...
breastcancer.org/index.php?module=announce&...&ANN_id=169 - 23k - Cached - More from this site
6. [Demographics of Breast Cancer - BCF Template Test](#)
A fact sheet comparing **breast cancer incidence** and mortality among different ... **Breast cancer incidence** has been rising steadily in African-American women since ...
www.breastcancerfund.org/site/pp.asp?c=nwKZLaP7E&b=89565 - 23k - Cached - More from this site

Done Now: Cloudy, 57° F Thu: 70° F Fri: 67° F

Yahoo! Search

Keyword: "womens health"

CDC Sponsored Ad Position: #3

11/8/2006

womens health - Yahoo! Search Results - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://search.yahoo.com/search;_ylt=A0geutkAr Google

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Web Images Video Audio Directory Local News Shopping More »

YAHOO! SEARCH womens health Search

Answers Search Services Advanced Search Preferences

Search Results 1 - 10 of about 14,300,000 for **womens health** - 0.11 sec. (About this page)

Did you mean: [women's health](#)

SPONSOR RESULTS

- Women's Health Insurance**
www.securehorizonsbyunited.com - Find out about SecureHorizons affordable health benefits today.
- New Women's Health Product for Menopause**
www.changesforwomen.com - Safe all natural relief for menopause.

Information about Women's Health on Yahoo! Health
Yahoo! Shortcut - About

- Womens Health and Medical Information on MedicineNet.com**
... Health information covers breast, cancer, heart, pregnancy, sexual health, and ... to the spectrum of women's health issues, not only about her reproductive ...
www.medicinenet.com/womens_health/focus.htm - 38k - Cached - More from this site
- Women's Health Interactive**
Place for women to proactively learn about their health and health-related issues. ...
Womens-Health.com. Web. Multimedia Library ... © Womens-Health.com 2006 ...
Category: [Women's Health](#)
www.womens-health.com - More from this site
- Forum for Women's Health**
... developed by a woman physician and along with other women's health professionals. ...
... Awards/News. We have been chosen as a top women's health site by healthatoz.com ...
Category: [Women's Health](#)
www.womenshealth.org - More from this site
- Women's Health Information**
Includes information on morning sickness, pregnancy, and infertility.
Category: [United Kingdom](#) > [Health](#) > [Women's Health](#)
www.womens-health.co.uk - 16k - Cached - More from this site
- Women's Health Issues - Women's Sexual Health - Pregnancy - Menopause - Symptoms**
Daily updates provide the latest health news and information.
HealthMenopauseSexual HealthBreast Health and DiseasesFemale Reproductive ...
womenshealth.about.com - 40k - Cached - More from this site
- Menopause Perimenopause Surgical Menopause**

SPONSOR RESULTS

- Women's Health - Breast Cancer Screening**
Mammograms could save your life. Get the facts now.
www.cdc.gov
- Women's Health**
FamilyMDLinx collects articles from family medical journals, ...
www.mdlinx.com
- Women's Health Magazine**
Now \$14.97/Year
Buy **Women's Health Magazine** publisher direct. Save up to 92% on ...
www.magazinecity.com
- Women's Health - the Keeper and MoonCup**
Try a reusable menstrual cup. Three month money back guarantee.
www.thekeeperstore.com
- Women's Health Naturally**
We help millions of women deal with menopause, perimenopause and PMS.
www.womentowomen.com
- Menopause? PMS? Try Olivia's Secret!**
This natural alternative to hormone therapy provides safe, ...
www.oliviasecret.com
- Innerlight Women and Men Formulas**

Done Now: Cloudy, 57° F Thu: 70° F Fri: 67° F

Yahoo! Search

Keyword: "breast cancer screening"

CDC Sponsored Ad Position: #4

11/8/2006

The screenshot shows a Mozilla Firefox browser window displaying Yahoo! search results for "breast cancer screening". The browser's address bar shows the search URL. The page includes a search bar with the keyword, navigation links, and a list of search results. A red circle highlights a sponsored result from the CDC website. The weather bar at the bottom indicates the current weather and forecast for the day.

breast cancer screening - Yahoo! Search Results - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://search.yahoo.com/search;_ylt=A0geuscvrl Google

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YAHOO! SEARCH breast cancer screening Search

Answers Search Services Advanced Search Preferences

Search Results 1 - 10 of about 5,080,000 for **breast cancer screening** - 0.15 sec. (About this page)

SPONSOR RESULTS

- Breast Cancer Stages & Treatment Options**
www.gemzar.com - Find information on **breast cancer** and a treatment option.
- Breast Cancer Treatment**
www.genomichealth.com - New genomic test can help you make more confident therapy choices.

Information about **Breast Cancer Screening** on Yahoo! Health
Yahoo! Shortcut - About

- Breast Cancer Screening - National Cancer Institute**
Expert-reviewed information summary about tests used to detect or screen for **breast cancer**. ... **Breast Cancer** (PDQ®): **Screening**. Last Modified: 07/20/2006. What ...
www.cancer.gov/cancerinfo/pdq/screening/breast/patient - 41k - Cached - More from this site
- NHS Breast Screening Programme (NHSBSP)**
... **Breast Screening** Programme Home Page provides information about the **screening** ... Clinical Guidelines for **Breast Cancer Screening** Assessment ...
www.cancerscreening.nhs.uk/breastscreen/index.html - 21k - Cached - More from this site
- Screening for Breast Cancer**
screening tests for **breast cancer** ... **Screening for Breast Cancer**. Expert Quote " ... With **breast cancer**, there's a misconception that if you feel fine, don't have a ...
www.breastcancer.org/testing_screening.html - 17k - Cached - More from this site
- Breast Cancer Screening**
... most recent discoveries in this field involve **breast cancer**. ... **Breast Cancer**. **Screening**. Air. Pollution. Genetic. Patents. Medical. Privacy. Sustainable ...
www.lbl.gov/Education/ELSI/screening-main.html - 7k - Cached - More from this site
- Research News on Screening**
Screening Does Not Eliminate Late Stage **Breast Cancer** ... Revised Guidelines for **Breast Cancer Screening**. Routine Mammograms Increase Survival ...
www.breastcancer.org/research_screening.html - 16k - Cached - More from this site
- ACS :: Can Breast Cancer Be Found Early?**
Following the American **Cancer** Society's guidelines for the early ... of **screening** exams, such as mammograms, for early **breast cancer** detection is ...
cancer.org/docroot/CRI/content/CRI_2_4_3X_Can_breast_cancer_be_foun... - 58k - Cached - More from this site

SPONSOR RESULTS

- Breast Cancer Screening**
Advanced **breast cancer** treatment. Visit here for treatment options.
www.seek-your-options.com
- Breast Cancer Screening**
Mammograms could save your life. Get the facts now.
www.cdc.gov
- Breast Cancer Screening**
Learn the signs and symptoms of DVT and how to prevent this condition.
www.dvt.net
- Non-Invasive Breast Cancer Screening**
Sentinel BreastScan offers reliable early **breast cancer** detection...
www.infrareddsciences.com
- Breast Cancer Screening**
Find **cancer** articles, FAQs, lifestyle tips and more at Prevention.com.
www.prevention.com
- Breast Cancer Screening - Wake Radiology**
Information on **breast** MRIs. Learn more about getting a **breast** MRI...
www.wakeradiology.com
- Find Breast Cancer Screening**
Breast Cancer Screening at

Done Now: Cloudy, 57° F Thu: 70° F Fri: 67° F

Yahoo! Search

Keyword: "breast cancer detection"

CDC Sponsored Ad Position: #7

11/8/2006

breast cancer detection - Yahoo! Search Results - Mozilla Firefox

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http://search.yahoo.com/search;_ylt=A0geup.Fri Google

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YAHOO! SEARCH breast cancer detection Search

Answers Search Services Advanced Search Preferences

Search Results 1 - 10 of about 3,320,000 for **breast cancer detection** - 0.12 sec. (About this page)

SPONSOR RESULTS

- Breast Cancer Information**
www.gemzar.com - Find **breast cancer** treatment information and useful tools. Learn more.
- Breast Cancer Signs**
www.getbcfacts.com - Review **breast cancer** symptoms & sign up for free **breast cancer** info.
- Metastatic Breast Cancer**
www.herceptin.com - HER2+ metastatic **breast cancer** therapy: Herceptin from Genentech.

Breast Cancer Awareness 2006 on Yahoo! Health
Yahoo! Shortcut - About

- Cancer - National Breast and Cervical Cancer Early Detection Program (NBCCEDP)**
... women through the National **Breast** and Cervical **Cancer** Early **Detection** Program. ... the NBCCEDP, representing **breast** and cervical **cancer** screening services provided
www.cdc.gov/cancer/nbccedp - 32k - Cached - More from this site
- Breast Cancer Detection - The Breast Cancer Fund**
... on **breast cancer detection**, including mammography and **breast** self-exam. ... **Breast Cancer** Detection. The Mammography Debate. • **Breast Cancer** Fund's Position ...
www.breastcancerfund.org/site/pp.asp?c=kwKXLdPaE&b=84625 - 23k - Cached - More from this site
- Breast cancer detection**
Screening for **cancer** is examination (or testing) of people for early stages in ... Male **Breast Cancer**. Message Boards. Useful Links. Survivor Stories. BiImmune ...
breast.bioimmune.com/detection - 15k - Cached - More from this site
- American Cancer Society: All About Breast Cancer**
Provides guides to understanding what **breast cancer** is, including causes, risk factors, **detection**, treatment options, and what to expect after treatment.
Category: **Breast Cancer**
www.cancer.org/docroot/CRI/CRI_2x.asp?sitearea=LRN&dt=5 - 21k - Cached - More from this site
- ACS: Can Breast Cancer Be Found Early?**

SPONSOR RESULTS

- Breast Cancer Detection**
Test can predict risk of recurrence in women with early stage disease.
www.genomichealth.com
- Breast Cancer Diagnosis**
Learn about hormonal, biological, radiation and chemo therapies.
www.seek-your-options.com
- Breast Cancer Information**
Learn about treatment, therapies, questions to ask your doctor.
www.femara.com
- Breast Cancer Screening**
Mammograms could save your life. Get the facts now.
www.cdc.gov
- Breast Care Specialist of the Blue Ridge**
The only dedicated **breast** health practice in Southwest Virginia...
www.breastcarespecialists.com
- Breast Cancer Detection Information**
Free **breast cancer detection** videos and articles at YourHealthPortal.
www.breastcancerfocus.com
- Non-Invasive Breast Cancer Detection**
Sentinel BreastScan offers reliable early **breast cancer**

Done Now: Cloudy, 57° F Thu: 70° F Fri: 67° F

Yahoo! Search

Keyword: "rate of breast cancer"

CDC Sponsored Ad Position: #1

11/8/2006

rate of breast cancer - Yahoo! Search Results - Mozilla Firefox

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http://search.yahoo.com/search;_ylt=A0geupq_... Google

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YAHOO! SEARCH rate of breast cancer Search

Answers Search Services Advanced Search Preferences

Search Results 1 - 10 of about 9,200,000 for **rate of breast cancer** - 0.19 sec. (About this page)

- Breast Cancer Survival Rate and Prognosis**
Breast cancer survival rate by stage is included in this FAQ about prognosis. ... These figures represent a five or more year survival rate of breast cancer. ...
[cancer.about.com/od/breastcancer/f/survivalrate.htm?...+rate](#) - 24k - Cached - More from this site
- ACS :: What Are the Key Statistics for Breast Cancer?**
Breast cancer is the most common cancer among women, excluding ... Women living in North America have the highest rate of breast cancer in the world. ...
[cancer.org/docroot/CRI/content/CRI_2_4_1X_What_are_the_key_statistics_for_breast_cancer...](#) - 35k - Cached - More from this site
- Radiation improves breast cancer survival rate: study**
High-risk breast cancer patients who receive radiation in addition to a ... Women at high risk of recurring breast cancer who receive radiation in addition ...
[www.cbc.ca/health/story/2005/01/19/breastcancer-study0119.html](#) - 30k - Cached - More from this site
- Breast cancer rate may have leveled off - The Boston Globe**
... long rise in the rate of new breast cancer cases in American women appears ... Although the death rate from breast cancer has been declining because of earlier ...
[boston.com/news/nation/washington/articles/2006/09/07/...+News](#) - More from this site
- Recent Publications - The Breast Cancer Fund**
The Breast Cancer Fund is the only national non-profit organization whose sole ... The incidence and death rate of breast cancer increases with age. ...
[breastcancerfund.org/site/apps/ni/content.asp?c=kwKXLdPaE&...¬oc=1](#) - 23k - Cached - More from this site
- ACS :: Study: Birth Control Pills Increase Breast Cancer Risk**
... therapy to an increased rate of breast cancer in postmenopausal women. ... Their already high rate of breast cancer was increased by 20 ...
[cancer.org/docroot/NWS/content/NWS_1_1x_Study_Birth_Control_Pills_Incr_ease_Breast_Cancer...](#) - 26k - Cached - More from this site
- CNN.com - Gupta: Progress, hurdles in breast cancer fight - Oct 11, 2005**
As part of National Breast Cancer Awareness Month, CNN's Dr. ... year relative survival rate for women diagnosed with breast cancer is 88 percent. ...
[www.cnn.com/2005/HEALTH/10/10/breast_cancer_QA/index.html](#) - 43k - Cached - More from this site
- Network for Good :: Fighting Breast Cancer**
... early, breast cancer is beaten by courageous women, every hour of every day ...

SPONSOR RESULTS

Facts on Breast Cancer
How Many Women Are Diagnosed With Breast Cancer In The US Each Year?
[www.cdc.gov](#)

Metastatic Breast Cancer
Information on a treatment option for HER2+ metastatic breast cancer.
[www.herceptin.com](#)

Metastatic Breast Cancer
Get information on HER2+ metastatic breast cancer and support options.
[www.herconnection.com](#)

Breast Cancer Treatment
Learn more about breast cancer and treatment options.
[www.xeloda.com](#)

Breast Cancer Information
Learn about advanced breast cancer. Find treatment options and...
[www.seek-your-options.com](#)

Breast Cancer: Ease Nausea and Vomiting
The power of Aloxi® (palonosetron hcl) injection can help you say...
[www.aloxi.com](#)

Effective Cancer Fighting Strategies
11 effective, natural strategies to attack breast cancer using...

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Yahoo! Search

Keyword: "breast cancer African American"

CDC Sponsored Ad Position: #1

11/8/2006

The screenshot shows a Mozilla Firefox browser window displaying Yahoo! search results for the query "breast cancer african american". The browser's address bar shows the search URL. The page header includes navigation links like "File", "Edit", "View", "History", "Bookmarks", "Tools", and "Help". The search bar contains the query, and the results section shows a list of search results. A sponsored advertisement for "Breast Cancer Trends" is highlighted with a red circle. The ad text reads: "Breast Cancer Trends Get Breast Cancer Statistics By Race and Ethnic Group. www.cdc.gov". Other search results include links to news articles and organizations like the Breast Cancer Fund and the National African-American Breast Cancer Survivorship Organization. The bottom of the browser window shows the system tray with weather information: "Now: Cloudy, 57° F", "Thu: 70° F", and "Fri: 67° F".

breast cancer african american - Yahoo! Search Results - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://search.yahoo.com/search;_ylt=A0geutMKr

Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Search Home Help

Web Images Video Audio Directory Local News Shopping More »

YAHOO! SEARCH breast cancer african american Search

Answers Search Services Advanced Search Preferences

Search Results 1 - 10 of about 2,260,000 for **breast cancer african american** - 0.16 sec. (About this page)

News Results for **breast cancer african american**
Younger **African-American** women at significantly higher risk for **breast cancer** - EurekAlert! - Nov 07 1:47 PM
Yahoo! Shortcut - About

1. **Demographics of Breast Cancer - BCF Template Test**
Breast cancer incidence has been rising steadily in **African-American** ... lower incidence of **breast cancer** than **African-American**, Asian/Pacific Islander ...
www.breastcancerfund.org/site/pp.asp?c=nwKZLaP7E&b=89565 - 23k - Cached - More from this site

2. **A National African-American Breast Cancer Survivorship Organization**
A National **African-American Breast Cancer** Survivorship Organization
www.sistersnetworkinc.org - 5k - Cached - More from this site

3. **ACS :: Tall African-American Women May Have Increased Breast Cancer Risk**
Do tall women have a greater chance of developing **breast cancer**? ... Tall **African-American** Women May Have Increased **Breast Cancer** Risk ...
cancer.org/eprise/main/docroot/NWS/content/ ... - 25k - Cached - More from this site

4. **Demographics of Breast Cancer - The Breast Cancer Fund**
Breast cancer incidence has been rising steadily in **African-American** ... lower incidence of **breast cancer** than **African-American**, Asian/Pacific Islander ...
www.breastcancerfund.org/site/pp.asp?c=kwKXLdPaE&b=84427 - 27k - Cached - More from this site

5. **Breast Cancer Care**
... **African-American** women have lower screening rates and higher **breast** ... most about developing **breast cancer** and **African-American** women worried the least. ...
breastcancercare.org/index.php?module=announce&...&ANN_id=62 - 29k - Cached - More from this site

6. **CBS.com**
Debbie Saslow, **American Cancer Society**. WHAT IS **BREAST CANCER**? ... likely to develop **breast cancer** than **African American** or Hispanic women, but ...
www.cbs.com/cbs_cares/breast_cancer - 23k - Cached - More from this site

7. **Diagnosis and Treatment Delayed for African American Women**
african american women and delayed treatment for **breast cancer** ... Improvements Needed in Treatment of **African American** Women with **Breast Cancer** ...
www.breastcancer.org/african_american_treatment.html - 24k - Cached - More from this site

SPONSOR RESULTS

Breast Cancer Trends
Get **Breast Cancer** Statistics By Race and Ethnic Group.
www.cdc.gov

Homes of Color Limited Time Offer
African American magazine: Get Homes of Color Magazine up to 58%...
homesofcolor.net

The Ebony Treasure Map Book
This book was written by Myron Golden, an **African American** who went...
www.ebonytreasuremap.com

BlackSingles.com: African Americans
View photos of black singles. Enjoy chat, IM, and more. Join free...
www.blacksingles.com

African American Hair and Skin Products
Our hair and skin baby care products are specifically formulated to...
www.softandprecious.com

African Americans
Free to Register. View Attractive Black singles in the USA & Canada.
www.blackpeoplemeet.com

Online Degree - African

Done Now: Cloudy, 57° F Thu: 70° F Fri: 67° F

Yahoo! Search

Keyword: "breast cancer death"

CDC Sponsored Ad Position: #1

11/8/2006

breast cancer death - Yahoo! Search Results - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://search.yahoo.com/search;_ylt=A0geutWLi

Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Search Home Help

Web Images Video Audio Directory Local News Shopping More »

YAHOO! SEARCH breast cancer death Search

Answers Search Services Advanced Search Preferences

Search Results 1 - 10 of about 9,460,000 for **breast cancer death** - 0.13 sec. (About this page)

SPONSOR RESULTS

- [Breast Cancer Statistics](#)
www.cdc.gov - A Leading Cause of **Cancer Death** In Women In the U.S. Get the Facts.
- [Breast Cancer Deaths](#)
www.dvt.net - Learn the signs and symptoms of DVT and how to prevent this condition.

SPONSOR RESULTS

- [Breast Cancer Death](#)
Find **cancer** articles, Faqs, lifestyle tips & more at Prevention.com.
www.prevention.com
- [Breast-Cancer Deaths](#)
Read about **Breast-Cancer Deaths** in Newsweek. KeepMedia - current...
www.keepmedia.com

See your message here...

1. [ACS :: Breast Cancer Death Rates Dropping](#)
... drive down **breast cancer death** rates, American **Cancer** Society researchers report. ... **Breast Cancer Death** Rates Dropping. ACS Report Shows Steady Decline Among ...
cancer.org/docroot/.../NWS_1_1x_Breast_Cancer_Death_Rates_Dropping.asp - 26k -
Cached - More from this site
2. [Breast Cancer Research | Full text | Breast implants following mastectomy in women with early-stage breast cancer: ...](#)
... of nonbreast **cancer** mortality and **death** due to **breast cancer** were modeled using ...
... were significant predictors of **breast cancer death** in this cohort, as they ...
breast-cancer-research.com/content/7/2/R184 - 108k - Cached - More from this site
3. [ACS :: Breast Cancer Death Rates Continue to Decline](#)
... of data that show **breast cancer death** rates declining — and that decline ... study in
which they looked at **breast cancer death** rates among Swedish women at a ...
cancer.org/docroot/NWS/content/NWS_1_1x_Breast_Cancer_Death_Rates_C... - 26k
- Cached - More from this site
4. [Recent Publications - The Breast Cancer Fund](#)
... elimination of — environmental and other preventable causes of **breast cancer**. ...
women have the highest **death** rate from **breast cancer** (14 percent higher than ...
breastcancerfund.org/site/apps/ni/content.asp?c=kwKXLdPaE&...¬oc=1 - 23k -
Cached - More from this site
5. [Breast Cancer Screening - National Cancer Institute](#)
... summary about tests used to detect or screen for **breast cancer**. ... **Breast cancer** is
the second leading cause of **death** from **cancer** in American women. ...
www.cancer.gov/cancertopics/pdq/screening/breast/Patient/page2 - 50k - Cached -
More from this site
6. [What's Your Risk of Breast Cancer?](#)
What's Your Risk of **breast cancer**? Factors that you cannot control, and ... However,
breast cancer death rates are decreasing, and survival rates are on the ...
breastcancer.about.com/od/whatisyourrisk/a/risk_factors.htm - 27k - Cached - More
from this site

Done Now: Cloudy, 57° F Thu: 70° F Fri: 67° F

Yahoo! Search

Keyword: "senior health"

CDC Sponsored Ad Position: #3

11/8/2006

senior health - Yahoo! Search Results - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://search.yahoo.com/search;_ylt=A0geus7nr

Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Search Home Help

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YAHOO! SEARCH senior health Search

Answers Search Services Advanced Search Preferences

Search Results 1 - 10 of about 110,000,000 for **senior health** - 0.18 sec. (About this page)

Also try: [senior health management](#), [senior health issues](#) More...

SPONSOR RESULTS

- [Gerovital H3-gh3 Life Extension Formula](#)
www.realgerovital.com - Gerovital H3 has been established as possibly the most exciting remedial discovery for mankind, since the principles of hygiene were reluctantly accepted by the medical profession.
- [Nova Walkers- Cruiser Deluxe \\$129](#)
www.scooterville.net - Scooterville - 4 - wheel walkers with brakes, seat and basket.
- [Breast Cancer Screening](#)
www.cdc.gov - Mammograms Could Save Your Life. Get the Facts Now.

News Results for senior health

- [Nationwide Health sells senior communities](#) - Orange County Register - Nov 08 3:17 AM
- [Three senior health officials transferred](#) - Bangkok Post - Nov 02 11:00 AM

Yahoo! Shortcut - About

1. [Healthy Aging Senior Health](#)
Links, articles, and information on **senior health** and fitness. ... ConditionsBone **Health** and ... Nursing Shortage May Lead to **Senior Health** Problems ...
seniorhealth.about.com - 34k - Cached - More from this site
2. [MedlinePlus: Seniors' Health Issues](#)
Seniors' **Health** Issues ... Gum Disease May Raise Stroke Risk in the Elderly (11/02/2006, Reuters **Health**) ... Demonstrates Improved **Health**. Survival in Aged ...
www.nlm.nih.gov/medlineplus/seniorshealthissues.html - 59k - Cached - More from this site
3. [Diet and Nutrition](#)
... that is necessary for seniors to improve and maintain **health**. ... Sign Up Now for the **Senior Health** newsletter! See Online Courses > Healthy Living> Diet ...
seniorhealth.about.com/od/eatingwell - 22k - Cached - More from this site
4. [Senior Health Center - MayoClinic.com](#)
Senior Health Center — reliable information on healthy aging, anti-aging and the aging parent. ... **Senior health** concerns. Living longer, living healthy ...
www.mayoclinic.com/health/senior-health/HA99999 - 17k - Cached - More from this site
5. [NIHSeniorHealth Health Information for Older Adults; NIHSeniorHealth.gov](#)
NIHSeniorHealth **Health** information for Older Adults; NIHSeniorHealth.gov

SPONSOR RESULTS

- [Senior Health Benefits - Secure Horizons](#)
Find out about SecureHorizons affordable **health** benefits today....
www.securehorizonsbyunited.com
- [Maintain Your Active Senior Health](#)
Enjoy your mature years by getting the right compliment of vitamins...
www.rewardbuying.com
- [iCare Health Monitoring](#)
Electronic assistance for **senior health**. Home **health** monitoring...
www.icarehealthmonitoring.com
- [Senior Health Products - SHOP.COM](#)
Thousands of Brands, Hundreds of Stores, The Convenience of OneCart™.
www.shop.com
- [Affordable Senior Health Care Alert](#)
Listed by AARP's "My Generation" as a resource for personal alarms.
www.seniorsafety.com
- [Senior Health - Try eBay](#)
Find a huge variety of nonfiction books at eBay. From art and...
www.ebay.com

Senior Health at

Done Now: Cloudy, 57° F Thu: 70° F Fri: 67° F

Yahoo! Search

Keyword: "breast cancer rate"
CDC Sponsored Ad Position: #1
11/8/2006

The screenshot shows a Mozilla Firefox browser window titled "breast cancer rate - Yahoo! Search Results". The address bar shows the URL "http://search.yahoo.com/search;_ylt=A0geutErr:". The search bar contains the text "breast cancer rate". The search results are displayed in a list format. The first result is "Long Island Breast Cancer Study Project Results" from www.breastcancer.org. The second result is "Breast Cancer Survival Rate and Prognosis" from cancer.about.com. The third result is "Stages of Breast Cancer" from www.breastcancer.org. The fourth result is "Breast Cancer Week - Comprehensive source for Breast Cancer" from www.breastcancerweek.org. The fifth result is "Recent Publications - The Breast Cancer Fund" from breastcancerfund.org. The sixth result is "BreastCancer.Net" from www.breastcancer.net. The seventh result is "Breast Cancer Care" from breastcancercare.org. The eighth result is "The Breast Cancer Network" from www.breastcancer.net. On the right side of the page, there is a "SPONSOR RESULTS" section. The first sponsored result is "Facts on Breast Cancer" from www.cdc.gov, which is circled in red. Other sponsored results include "Metastatic Breast Cancer" from www.herconnection.com, "Metastatic Breast Cancer" from www.herceptin.com, "Breast Cancer Treatment" from www.xeloda.com, "Breast Cancer Information" from www.seek-your-options.com, "Breast Cancer: Ease Nausea and Vomiting" from www.aloxi.com, and "Effective Cancer Fighting Strategies" from an unnamed source.

Appendix IX. Screenshots - WebMD

The first frame of the two-frame animated gif appears as follows:



Screen Shot from the WebMD home page, October 16, 2006
The second frame of the animated gif image is illustrated.

WebMD - Better Information. Better Health. - Mozilla Firefox

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October 16, 2006

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- About the WebMD Redesign

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You're not alone. New incontinence treatments can help.

WOMEN

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Get quick info on 250+ topics

DRUG SEARCH
Find Rx and OTC medications

FIND IT FAST
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Tips for Keeping Healthy Bones
Sports Injuries: Head to Toe

SYMPTOM checker
MALE FEMALE

Now Playing
Awesome Abs - Tired of sit-ups?
These moves tone your tummy, too.

WATCH VIDEO

TOP 12 Health Topics

- 1 Pregnancy
- 2 Anxiety
- 3 Diabetes
- 4 Gout
- 5 Herpes

Latest Headlines

- Celiac Disease Linked to Dementia
- Designer Antibodies Fight Bird Flu
- More Want Body Contour Surgery
- Taking Supplements? Tell Your Doctor
- Farrah Fawcett Is Fighting Cancer
- 1 in 823 U.S. Kids Has Diabetes
- This Week's Top Stories
- Reinjury Risk Is High Among Teens
- Bigger Head, Smarter Baby?
- Q&A: WebMD Health News

ADVERTISEMENT

Get answers to some common questions about **Enblex.**

Done

Another example of the CDC/DCPC breast cancer banner ad on WebMD follows:

Ask WebMD Medical Experts - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.webmd.com/diseases_and_conditions/medical_ex

ADVERTISEMENT

CDC Supports
Free & Low-Cost Mammograms
Learn More!

October 16, 2006

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What If You Could

BIPOLAR DISORDER
If Manic Symptoms Keep Disrupting Your Life . . .
Could a Proven Therapy Be

ADD/ADHD
Richard Sogn, MD
[Board](#) | [Blog](#) | [Support Group](#)

Anxiety and Panic Disorders
Patricia A. Farrell, PhD
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Asthma
Paul Enright, MD
[Board](#) | [Blog](#) | [Support Group](#)

Cancer Treatments and Advances
Harold Burstein, MD
[Board](#) | [Support Group](#)

Cancer: Daily Coping

Done

The ad rotated throughout all of the WebMD content pages for the week.