

Prudential has national *brand recognition*



THE
TONIGHT
SHOW
with JAY LENO

60
MINUTES



Lifetime

CBS

LATE SHOW
with David Letterman

abc **GOOD MORNING AMERICA**

ESPN

NIGHTLY NEWS
WITH BRIAN WILLIAMS

hulu

CNN

SATURDAY NIGHT LIVE



FOX NEWS
Channel



THE HISTORY CHANNEL

OWN
OPRAH WINFREY NETWORK

Prudential's 2011 Advertising Campaign "*Bring Your Challenges*" highlights some of the tough challenges facing the economy and Prudential's goal to help solve these. See our commercials on these major networks and popular shows.

Prudential | **Select Properties**

Your local choice