

\_DISCLOSURE STATEMENTS FOR "PRICING POWER IN ADVERTISING MARKETS" \_

\*\*\* DISCLOSURE STATEMENT FOR ALI YURUKOGLU \*\*\*

I have consulted and currently consult on matters related to antitrust and securities law for a number of media, technology, and entertainment companies through the consulting companies Compass Lexecon and Brattle Group. Those parties had no say or influence on the results and directions of research of this paper.