

TWICE and market research firm IFR Group have created this Holiday Price Watch, a weekly listing of the most advertised CE SKUs within key product categories. The list, based on current Sunday circulars covering 62 percent of the nation's readership, includes newly advertised models as well as previously advertised products showing the most price volatility (plus or minus 10 percent).

TVs (LCD & PDP)

Brand	Model	Retailer	Current Advertised Price	Last Advertised Price	Price Change
AOC	L-32W-761 (32" LCD)	Radio Shack	\$449.99	\$399.99 (11/28)	12.50%
INSIGNIA	NSLTDVD-1909 (19" LCD)	Best Buy	\$279.99	\$349.99 (10/26)	-20.00%
LG	19LG-30 (19" LCD)	Circuit City	\$309.99	\$399.99 (11/23)	-22.50%
LG	22LG-30 (22" LCD)	Circuit City	\$389.99	\$479.99 (11/30)	-18.75%
LG	42LG-50 (42" LCD)	Best Buy	\$1,049.99	\$1299.99 (12/07)	-19.23%
LG	47LG-50 (47" LCD)	Best Buy	\$1,239.99	\$1599.99 (12/07)	-22.50%
MAGNAVOX	19MF-338B-27 (19" LCD)	Target	\$229.00	\$298.00 (11/16)	-23.15%
PIONEER	PDP-5020FD (50" PDP)	Best Buy	\$3,499.99	\$3999.99 (11/30)	-12.50%
PROSCAN	26LB-30QD (26" LCD)	Circuit City	\$449.99	\$399.99 (11/28)	12.50%
SAMSUNG	LN-32A-550 (32" LCD)	Best Buy	\$699.99	\$949.99 (11/16)	-26.32%
SHARP	LC-19DV-24U (19" LCD)	Best Buy	\$349.99	\$449.99 (10/12)	-22.22%
SONY	KDL-40XBR-6 (40" LCD)	Best Buy	\$1,599.99	\$2199.99 (11/09)	-27.27%
SONY	KDL-42V-4100 (42" LCD)	Best Buy	\$999.99	\$1499.99 (11/28)	-33.33%
SONY	KDL-52W-4100 (52" LCD)	Best Buy	\$2,799.99	\$2199.99 (12/07)	27.27%
TOSHIBA	19AV-500U (19" LCD)	Circuit City	\$329.99	\$299.99 (10/26)	10.00%
TOSHIBA	37AV-502U (37" LCD)	Best Buy	\$649.99	\$749.99 (11/16)	-13.33%
TOSHIBA	40RV-525U (40" LCD)	Sears	\$899.99	\$999.99 (11/30)	-10.00%

Blu-Ray Disk Players

Brand	Model	Retailer	Current Advertised Price	Last Advertised Price	Price Change
PANASONIC	DMPBD-35	Sears	\$249.99	\$299.99 (12/07)	-16.67%
SAMSUNG	BDP-1500	Circuit City	\$299.99	\$249.99 (12/07)	20.00%
SAMSUNG	BDP-1500	Sears	\$299.99	\$249.99 (12/07)	20.00%
SONY	BDPS-350	Circuit City	\$249.99	\$299.99 (11/16)	-16.67%
SONY	BDPS-350	Target	\$249.99	\$299.00 (11/16)	-16.39%
SONY	BDPS-550	Circuit City	\$349.99	\$399.99 (11/16)	-12.50%
SYLVANIA	NB-501SL-9	Radio Shack	\$199.99	\$259.99 (11/09)	-23.08%

Laptops

Brand	Model	Retailer	Current Advertised Price	Last Advertised Price	Price Change
ACER	AOA1501987-IA/1600	Radio Shack	\$499.99	n/a	n/a
ACER	AS69306809-C2D/2000	Best Buy	\$549.99	n/a	n/a
DELL	INSP1318-C2D/2000	Staples	\$699.98	n/a	n/a
DELL	INSP1318141B-C2D/2000	Best Buy	\$599.99	n/a	n/a
TOSHIBA	SL305S5899-PDC/1860	Best Buy	\$399.99	n/a	n/a
ACER	AS4730-PDC/2000	Staples	\$449.98	\$499.98 (12/07)	-10.00%
GATEWAY	M7305U-PDC/2000	Radio Shack	\$599.99	\$499.99 (11/28)	20.00%
HP	DV71175NR-C2D/2000	Best Buy	\$999.99	\$899.99 (11/09)	11.11%

PNDs

Brand	Model	Retailer	Current Advertised Price	Last Advertised Price	Price Change
GARMIN	NUVI-200	Wal-Mart	\$129.88	\$97.00 (11/28)	33.90%
GARMIN	NUVI-205	Best Buy	\$149.99	\$169.99 (11/30)	-11.77%
GARMIN	NUVI-205	Staples	\$169.99	\$199.99 (11/09)	-15.00%
GARMIN	NUVI-205W	Office Depot	\$224.99	\$149.99 (11/28)	50.00%
GARMIN	NUVI-205W	Staples	\$199.99	\$149.99 (11/28)	33.34%
GARMIN	NUVI-205W	Wolf Camera	\$149.99	\$199.99 (11/28)	-25.00%
GARMIN	NUVI-255W	Office Depot	\$274.99	\$199.99 (11/28)	37.50%
GARMIN	NUVI-255W	Radio Shack	\$279.99	\$229.99 (11/28)	21.74%
GARMIN	NUVI-260C	Circuit City	\$199.99	\$179.99 (12/07)	11.11%
GARMIN	NUVI-780	Best Buy	\$299.99	\$349.99 (11/28)	-14.29%
INSIGNIA	NSCNV-10	Best Buy	\$199.99	\$299.99 (11/30)	-33.33%
MAGELLAN	ROADMATE-1212	Staples	\$169.99	\$119.99 (11/30)	41.67%
MAGELLAN	ROADMATE-1400	K-Mart	\$169.99	\$139.99 (11/28)	21.43%
MAGELLAN	ROADMATE-1412	Staples	\$199.99	\$149.99 (11/30)	33.34%
MIO TECHNOLOGY	MOOV-200	Sears	\$119.99	\$99.99 (12/04)	20.00%
MIO TECHNOLOGY	MOOV-500	Radio Shack	\$179.99	\$149.99 (11/28)	20.00%
OMNITECH	756295	Staples	\$99.99	\$119.99 (11/28)	-16.67%
TOMTOM	GO-720	Best Buy	\$299.99	\$249.99 (11/28)	20.00%
TOMTOM	ONE-125	Sears	\$129.99	\$99.99 (11/29)	30.00%

iPod Speaker Docks

Brand	Model	Retailer	Current Advertised Price	Last Advertised Price	Price Change
JENSEN	3019218	Menards	\$29.97	n/a	n/a
SENS	SWS-456	Circuit City	\$89.99	n/a	n/a
CURTIS	IP-1002	Toys 'R' Us	\$34.99	\$39.99 (11/09)	-12.50%
POLK AUDIO	ISONIC ES-2	Best Buy	\$349.99	\$399.99 (08/24)	-12.50%