

MARKETPLACE

Local Ad Revenue (Mil)

	2006	2007	% CHG
Newspaper	\$285.0	\$285.2	0%
Spot Television	\$439.2	\$281.0	-36%
Radio	\$139.1	\$160.8	16%
Outdoor	\$61.8	\$69.9	13%
Local Magazine	\$5.6	\$5.5	-2%
Total:	\$930.7	\$802.5	-14%

SOURCE: NIELSEN MONITOR-PLUS

Local Online Ad Revenue (Mil)

	LOCAL	NAT'L	TOTAL	SHARE
Pureplay	\$74.2	\$297.0	\$371.2	68.3%
Newspaper	\$43.5	\$12.6	\$56.1	10.3%
Magazines	\$1.2	\$48.1	\$49.3	9.1%
Television	\$6.5	\$33.1	\$39.6	7.3%
Directories	\$13.0	\$8.5	\$21.5	4.0%
Radio	\$2.1	\$1.3	\$3.5	0.6%
Other Print	\$1.8	\$0.2	\$2.0	0.4%
Total	\$142.3	\$400.8	\$543.1	

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SQAD Cost Per Point TV Monitor

TV P25-54	EARLY AM	EARLY NEWS	PRIME	LATE NEWS
Mar	279	344	602	408
Feb	271	327	584	395
Dec	294	361	676	420
Sep	254	299	562	357

SOURCE: SQAD Q1 2008

SQAD Cost Per Point Radio Monitor

RADIO P18-49	AM DRIVE	MIDDAY	PM DRIVE
Mar	268	255	272
Feb	261	247	268
Dec	273	253	285
Sep	288	251	299

SOURCE: SQAD Q1 2008

COLOR KEY



TRENDING UPWARD

TRENDING DOWNWARD