

Marketplace

COLOR KEY

TRENDING
UPWARD

TRENDING
DOWNWARD

LOCAL AD REVENUE (MIL.)

	2006	2007	% YTD
Spot TV	\$214.4	\$251.7	17%
Newspapers	\$150.7	\$140.5	-7%
Radio	\$50.2	\$56.0	11%
Outdoor	\$32.9	\$35.4	8%
Local Magazines	n/a	n/a	n/a
Total	\$448.1	\$483.5	8%

Source: Nielsen

LOCAL ONLINE AD REVENUE (MIL.)

	LOCAL	NAT'L	TOTAL	SHARE
Pure Play	\$34.0	\$177.4	\$211.4	77.1%
Newspapers	\$16.9	\$2.4	\$19.4	7.1%
Magazines	\$3.7	\$14.2	\$17.9	6.5%
Television	\$3.1	\$10.3	\$13.4	4.9%
Directories	\$8.9	\$1.1	\$9.9	3.6%
Radio	\$1.2	\$0.2	\$1.3	0.5%
Other Print	\$0.7	\$0.3	\$1.0	0.4%
Total:	\$68.4	\$205.9	\$274.3	

Source: Borrell Associates 2008 Q4

SQAD COST PER POINT TV MONITOR

TV P25-54	EARLY AM	EARLY NEWS	PRIME	LATE NEWS
Feb-13	103	181	279	177
Jan-13	109	184	295	181
Dec-12	124	245	378	207
Sept-12	127	209	375	203

Source: SQAD 2009, Q1

SQAD COST PER POINT RADIO MONITOR

RADIO P18-49	AM DRIVE	MIDDAY	PM DRIVE
Feb-13	100	100	104
Jan-13	96	98	103
Dec-12	105	104	111
Sept-12	105	106	112

Source: SQAD 2009, Q1