

## Outdoor Advertising Expenditures 1970 - 2010

Year	Street Furniture / Transit /		Total Outdoor (\$000)	Growth %
	Billboard (\$000)	Alternative (\$000)		
'70	205,000.0	55,000.0	260,000.0	
'71	233,000.0	66,000.0	299,000.0	15.0%
'72	268,000.0	81,000.0	349,000.0	16.7%
'73	289,000.0	92,000.0	381,000.0	9.2%
'74	303,000.0	101,000.0	404,000.0	6.0%
'75	333,000.0	117,000.0	450,000.0	11.4%
'76	389,000.0	144,000.0	533,000.0	18.4%
'77	438,000.0	171,000.0	609,000.0	14.3%
'78	499,000.0	205,000.0	704,000.0	15.6%
'79	591,000.0	254,000.0	845,000.0	20.0%
'80	690,000.0	310,000.0	1,000,000.0	18.3%
'81	754,000.0	355,000.0	1,109,000.0	10.9%
'82	807,000.0	398,000.0	1,205,000.0	8.7%
'83	897,000.0	463,000.0	1,360,000.0	12.9%
'84	963,000.0	520,000.0	1,483,000.0	9.0%
'85	1,024,000.0	576,000.0	1,600,000.0	7.9%
'86	1,124,000.0	661,000.0	1,785,000.0	11.6%
'87	1,241,000.0	761,000.0	2,002,000.0	12.2%
'88	1,373,000.0	878,000.0	2,251,000.0	12.4%
'89	1,488,000.0	972,000.0	2,460,000.0	9.3%
'90	1,560,000.0	1,040,000.0	2,600,000.0	5.7%
'91	1,636,800.0	1,091,200.0	2,728,000.0	4.9%
'92	1,582,800.0	1,055,200.0	2,638,000.0	-3.3%
'93	1,720,200.0	1,146,800.0	2,867,000.0	8.7%
'94	1,895,400.0	1,263,600.0	3,159,000.0	10.2%
'95	2,100,000.0	1,400,000.0	3,500,000.0	10.8%
'96	2,256,000.0	1,504,000.0	3,760,000.0	7.4%
'97	2,428,200.0	1,618,800.0	4,047,000.0	7.6%
'98	2,647,800.0	1,765,200.0	4,413,000.0	9.04%
'99	2,899,200.0	1,932,800.0	4,832,000.0	9.49%
'00	3,141,000.0	2,094,000.0	5,235,000.0	8.34%
'01	3,115,872.0	2,077,248.0	5,193,120.0	-0.8%
'02	3,139,261.3	2,092,840.9	5,232,102.2	0.8%
'03	3,412,586.3	2,091,585.2	5,504,171.5	5.2%
'04	3,617,341.5	2,217,080.2	5,834,421.7	6.0%
'05	4,032,774.2	2,268,435.5	6,301,209.6	8.0%
'06	4,335,232.2	2,470,074.1	6,805,306.3	8.0%
'07	4,806,590.5	2,476,122.3	7,282,712.8	7.0%
'08	4,614,327.5	2,377,077.8	6,991,405.3	-4.0%
'09	3,835,485.0	2,065,261.1	5,900,746.1	-15.6%
'10	3,992,739.9	2,149,936.8	6,142,676.7	4.1%

Source: OAAA