

**2011 January - March**  
**Outdoor Advertising Expenditures**  
 Ranked By Total Spending

Industry Categories	Jan - Mar 2011 (\$m)	Percent of Total Revenue	Rank	Jan - Mar 2010 (\$m)	Rank	Category Growth Jan - Mar 11 vs '10 (\$m)	Percentage Change Jan - Mar 11 vs '10 (%)
MISC SERVICES & AMUSEMENTS	244,385.0	17.8%	1	227,946.5	1	16,438.5	7.2%
MEDIA & ADVERTISING	138,667.9	10.1%	2	109,361.6	4	29,306.3	26.8%
FINANCIAL	113,954.8	8.3%	3	88,279.9	7	25,674.9	29.1%
PUBLIC TRANS., HOTELS & RESORTS	109,836.0	8.0%	4	130,443.4	2	-20,607.4	-15.8%
RETAIL	108,463.0	7.9%	5	115,949.7	3	-7,486.7	-6.5%
COMMUNICATIONS	102,971.2	7.5%	6	98,820.7	6	4,150.5	4.2%
RESTAURANTS	101,598.3	7.4%	7	101,456.0	5	142.3	0.1%
INSURANCE & REAL ESTATE	72,766.3	5.3%	8	79,056.6	8	-6,290.3	-8.0%
GOVERNMENT, POLITICS & ORGS	60,409.8	4.4%	9	71,150.9	9	-10,741.1	-15.1%
SCHOOLS, CAMPS, SEMINARS	59,036.8	4.3%	10	48,751.6	11	10,285.2	21.1%
<b>Total Top Ten Categories</b>	<b>1,112,089.1</b>	<b>81.0%</b>		<b>1,071,216.9</b>		<b>40,872.2</b>	

Total 2011 1st Quarter - Outdoor Revenue      \$1,372,949,460  
 Overall Percentage Change 1st Quarter '11 vs '10      4.2%