

2009 April - June
Outdoor Advertising Expenditures
 Ranked By Total Spending

Industry Categories	April - June 2009 (\$m)	Percent of Total Revenue	Rank	April - June 2008 (\$m)	Rank	Category Growth April - June 09 vs '08 (\$m)	Percentage Change April - June 09 vs '08 (%)
MISC SERVICES & AMUSEMENTS	\$296,182.9	16.3%	1	\$330,175.5	1	-33,992.6	-10.3%
PUBLIC TRANS., HOTELS & RESORTS	\$165,353.7	9.1%	2	\$200,458.9	2	-35,105.2	-17.5%
RESTAURANTS	\$161,719.5	8.9%	3	\$172,133.2	6	-10,413.7	-6.0%
RETAIL	\$152,634.1	8.4%	4	\$176,491.0	5	-23,856.9	-13.5%
COMMUNICATIONS	\$148,100.0	8.2%	5	\$161,238.7	7	-13,138.7	-8.1%
MEDIA & ADVERTISING	\$132,646.3	7.3%	6	\$180,848.8	4	-48,202.5	-26.7%
INSURANCE AND REAL ESTATE	\$121,743.9	6.7%	7	\$183,027.7	3	-61,283.8	-33.5%
FINANCIAL	\$103,573.2	5.7%	8	\$119,839.6	8	-16,266.4	-13.6%
GOVERNMENT, POLITICS & ORGS	\$81,768.3	4.5%	9	\$93,692.8	10	-11,924.5	-12.7%
AUTOMOTIVE DEALERS & SERVICES	\$79,951.2	4.4%	10	\$104,587.3	9	-24,636.1	-23.6%
Total Top Ten Categories	1,443,673.1	79.50%		1,722,493.5		(278,820.4)	

Total 2009 Outdoor Expenditures April - June \$1,817,073,083
 Overall Percentage Change Apr - June '09 vs '08 -18.0%

2009 January - June
Outdoor Advertising Expenditures
 Ranked By Total Spending

Industry Categories	Jan - June 2009 (\$m)	Percent of Total Revenue	Rank	Jan - June 2008 (\$m)	Rank	Category Growth Jan - June 09 vs '08 (\$m)	Percentage Change Jan - June 09 vs '08 (%)
MISC SERVICES & AMUSEMENTS	\$ 521,899.2	16.6%	1	\$ 590,453.1	1	-68,553.9	-11.6%
PUBLIC TRANS., HOTELS & RESORTS	\$ 301,821.2	9.6%	2	\$ 352,738.2	2	-50,917.0	-14.4%
RETAIL	\$ 264,093.6	8.4%	3	\$ 314,397.1	4	-50,303.5	-16.0%
RESTAURANTS	\$ 257,805.6	8.2%	4	\$ 276,056.0	7	-18,250.4	-6.6%
COMMUNICATIONS	\$ 257,805.6	8.2%	5	\$ 291,392.5	6	-33,586.9	-11.5%
MEDIA & ADVERTISING	\$ 226,365.9	7.2%	6	\$ 310,563.0	5	-84,197.1	-27.1%
INSURANCE AND REAL ESTATE	\$ 210,646.1	6.7%	7	\$ 329,733.6	3	-119,087.5	-36.1%
FINANCIAL	\$ 185,494.3	5.9%	8	\$ 241,549.0	8	-56,054.7	-23.2%
AUTOMOTIVE DEALERS & SERVICES	\$ 147,766.6	4.7%	9	\$ 187,871.5	9	-40,104.9	-21.3%
GOVERNMENT, POLITICS & ORGS	\$ 138,334.7	4.4%	10	\$ 161,032.7	10	-22,698.0	-14.1%
Total Top Ten Categories	2,512,032.8	79.9%		3,055,786.7		(543,753.9)	

Total 2009 Outdoor Expenditures Jan - June \$ 3,143,971,216
 Overall Percentage Change Jan - June '09 vs '08 -18.0%