

2009 July - September Outdoor Advertising Expenditures Ranked by Total Spending

Industry Categories	July - Sept 2009 (000)	Percent of Total Revenue	Rank	July - Sept 2008 (000)	Rank	Category Growth July - Sept 09 vs '08 (\$m)	Percentage Change July - Sept 09 vs '08 (%)
MISC SERVICES & AMUSEMENTS	\$221,657.1	16.5%	1	\$261,212.1	1	-\$39,555.0	-15.1%
MEDIA & ADVERTISING	132,994.3	8.9%	2	160,621.1	2	-27,626.8	-17.2%
COMMUNICATIONS	119,560.5	8.6%	3	144,396.7	3	-24,836.2	-17.2%
PUBLIC TRANS., HOTELS & RESORTS	114,187.0	8.5%	4	133,039.7	4	-18,852.7	-14.2%
RESTAURANTS	107,470.1	8.0%	5	121,682.6	7	-14,212.5	-11.7%
RETAIL	107,470.1	8.0%	6	126,549.9	5	-19,079.8	-15.1%
INSURANCE AND REAL ESTATE	91,349.6	6.8%	7	124,927.5	6	-33,577.9	-26.9%
FINANCIAL	81,946.0	6.1%	8	85,989.1	9	-4,043.1	-4.7%
BEER & WINE	59,108.6	4.4%	9	63,275.0	11	-4,166.4	-6.6%
GOVERNMENT, POLITICS & ORGS	59,108.6	4.4%	10	74,632.0	10	-15,523.4	-20.8%
Total Top Ten Categories	\$1,094,851.9	80.2%		\$1,296,325.7		(\$201,473.8)	

Total 2009 Outdoor Expenditures July - September \$1,343,376,284
Overall Percentage Change July - September '09 vs '08 -17.20%

2009 January - September Outdoor Advertising Expenditures Ranked By Total Spending

Industry Categories	Jan - Sept 2009 (000)	Percent of Total Revenue	Rank	Jan - Sept 2008 (000)	Rank	Category Growth Jan - Sept 09 vs '08 (000)	Percentage Change Jan - Sept 09 vs '08 (%)
MISC SERVICES & AMUSEMENTS	\$744,899.7	16.6%	1	\$856,712.6	1	-\$111,812.9	-13.1%
PUBLIC TRANS., HOTELS & RESORTS	\$412,836.0	9.2%	2	\$485,652.3	2	-\$72,816.3	-15.0%
COMMUNICATIONS	\$372,449.8	8.3%	3	\$431,084.7	6	-\$58,634.9	-13.6%
RETAIL	\$372,449.8	8.3%	4	\$436,541.4	5	-\$64,091.6	-14.7%
RESTAURANTS	\$363,475.1	8.1%	5	\$403,800.8	7	-\$40,325.7	-10.0%
MEDIA & ADVERTISING	\$350,013.1	7.8%	6	\$447,455.0	4	-\$97,441.9	-21.8%
INSURANCE AND REAL ESTATE	\$300,652.3	6.7%	7	\$458,368.5	3	-\$157,716.2	-34.4%
FINANCIAL	\$269,240.9	6.0%	8	\$321,949.3	8	-\$52,708.4	-16.4%
AUTOMOTIVE DEALERS AND SVCS	\$206,418.0	4.6%	9	\$278,295.2	9	-\$71,877.2	-25.8%
GOVERNMENT, POLITICS & ORGS	\$197,443.3	4.4%	10	\$240,097.8	10	-\$42,654.5	-17.8%
Total Top Ten Categories	\$3,589,878.0	80.0%		\$4,359,957.6		(\$770,079.6)	

Total 2009 Outdoor Expenditures January - September \$4,487,347,500
Overall Percentage Change January - September '09 vs '08 -17.7%