

2010 October - December
Outdoor Advertising Expenditures
 Ranked by Total Spending

Industry Categories	Oct - Dec 2010 (000)	Percent of Total Revenue	Rank	Oct - Dec 2009 (000)	Rank	Category Growth Oct - Dec 10 vs '09 (000)	Percentage Change Oct - Dec 10 vs '09 (%)
MISC SERVICES & AMUSEMENTS	\$237,742.2	15.8%	1	\$223,247.4	1	\$14,494.8	6.5%
RETAIL	\$136,970.2	9.1%	2	\$145,580.1	2	-8,609.9	-5.9%
MEDIA & ADVERTISING	\$129,444.3	8.6%	3	\$111,658.5	5	17,785.8	15.9%
FINANCIAL	\$123,423.7	8.2%	4	\$94,697.7	6	28,726.0	30.3%
PUBLIC TRANS., HOTELS & RESORTS	\$115,897.8	7.7%	5	\$117,312.1	3	-1,414.3	-1.2%
COMMUNICATIONS	\$112,887.5	7.5%	6	\$115,898.7	4	-3,011.2	-2.6%
RESTAURANTS	\$94,825.5	6.3%	7	\$94,697.7	8	127.8	0.1%
INSURANCE & REAL ESTATE	\$93,320.3	6.2%	8	\$94,697.7	7	-1,377.4	-1.5%
GOVERNMENT, POLITICS & ORGS	\$69,237.7	4.6%	9	\$57,949.3	9	11,288.4	19.5%
AUTOMOTIVE DEALERS & SERVICES	\$55,691.2	3.7%	10	\$53,709.1	10	1,982.1	3.7%
Total Top Ten Categories	\$1,169,440.4	77.7%		\$1,109,448.3		\$59,992.1	

Total 2010 (Oct - Dec) Outdoor Expenditures \$1,505,166,503
 Overall Percentage Change Oct - Dec '10 vs '09 6.5%

2010 January - December
Outdoor Advertising Expenditures
 Ranked By Total Spending

Industry Categories	Jan -Dec 2010 (000)	Percent of Total Revenue	Rank	Jan - Dec 2009 (000)	Rank	Category Growth Jan - Dec 10 vs '09 (000)	Percentage Change Jan - Dec 10 vs '09 (%)
MISC SERVICES & AMUSEMENTS	\$1,013,541.7	16.5%	1	\$961,821.6	1	51,720.1	5.4%
MEDIA & ADVERTISING	\$546,698.2	8.9%	2	\$460,258.2	5	86,440.0	18.8%
RETAIL	\$522,127.5	8.5%	3	\$519,265.7	3	2,861.8	0.6%
PUBLIC TRANS., HOTELS & RESORTS	\$509,842.2	8.3%	4	\$531,067.1	2	-21,224.9	-4.0%
RESTAURANTS	\$466,843.4	7.6%	5	\$460,258.2	6	6,585.2	1.4%
COMMUNICATIONS	\$448,415.4	7.3%	6	\$489,761.9	4	-41,346.5	-8.4%
FINANCIAL	\$448,415.4	7.3%	7	\$365,846.3	8	82,569.1	22.6%
INSURANCE & REAL ESTATE	\$362,417.9	5.9%	8	\$395,350.0	7	-32,932.1	-8.3%
GOVERNMENT, POLITICS & ORGS	\$294,848.5	4.8%	9	\$253,732.1	10	41,116.4	16.2%
AUTOMOTIVE DEALERS & SERVICES	\$245,707.1	4.0%	10	\$253,732.1	9	-8,025.0	-3.2%
Total Top Ten Categories	\$ 4,858,857	79.1%		\$4,691,093.2		\$167,764.1	

Total 2010 (Jan - Dec) Outdoor Expenditures \$6,142,676,687
 Overall Percentage Change Jan - Dec '10 vs '09 4.1%