

**2011 October - December
Outdoor Advertising Expenditures**
Ranked by Total Spending

Industry Categories	Oct - Dec 2011 (000)	Percent of Total Revenue	Rank	Oct - Dec 2010 (000)	Rank	Category Growth Oct - Dec 11 vs '10 (000)	Percentage Change Oct - Dec 11 vs '10 (%)
MISC SERVICES & AMUSEMENTS	\$271,328.9	17.5%	1	\$237,742.2	1	\$33,586.7	14.1%
RETAIL	\$156,595.5	10.1%	2	\$136,970.2	2	19,625.3	14.3%
MEDIA & ADVERTISING	\$142,641.5	9.2%	3	\$129,444.3	3	13,197.2	10.2%
FINANCIAL	\$128,687.4	8.3%	4	\$123,423.7	4	5,263.7	4.3%
PUBLIC TRANS., HOTELS & RESORTS	\$113,182.9	7.3%	5	\$115,897.8	5	-2,714.9	-2.3%
RESTAURANTS	\$102,329.7	6.6%	7	\$94,825.5	7	7,504.2	7.9%
COMMUNICATIONS	\$99,228.8	6.4%	6	\$112,887.5	6	-13,658.7	-12.1%
INSURANCE & REAL ESTATE	\$85,274.8	5.5%	8	\$93,320.3	8	-8,045.5	-8.6%
GOVERNMENT, POLITICS & ORGS	\$66,669.4	4.3%	9	\$69,237.7	9	-2,568.3	-3.7%
SCHOOLS, CAMPS, SEMINARS	\$62,018.0	4.0%	10	\$52,680.8	11	9,337.2	17.7%
Total Top Ten Categories	\$1,227,956.9	79.2%		\$1,166,430.0		\$61,526.9	

Total 2011 (Oct - Dec) Outdoor Expenditures \$1,550,450,680
Overall Percentage Change Oct - Dec '11 vs '10 3.0%

2011 January - December
Outdoor Advertising Expenditures
 Ranked By Total Spending

Industry Categories	Jan -Dec 2011 (000)	Percent of Total Revenue	Rank	Jan - Dec 2010 (000)	Rank	Category Growth Jan - Dec 11 vs '10 (000)	Percentage Change Jan - Dec 11 vs '10 (%)
MISC SERVICES & AMUSEMENTS	\$1,130,743.9	17.7%	1	\$1,013,541.7	1	117,202.2	11.6%
MEDIA & ADVERTISING	\$626,061.6	9.8%	2	\$546,698.2	2	79,363.4	14.5%
RETAIL	\$536,624.2	8.4%	3	\$522,127.5	3	14,496.7	2.8%
FINANCIAL	\$504,682.3	7.9%	4	\$448,415.4	7	56,266.9	12.5%
RESTAURANTS	\$491,905.5	7.7%	5	\$466,843.4	5	25,062.1	5.4%
PUBLIC TRANS., HOTELS & RESORTS	\$485,517.2	7.6%	6	\$509,842.2	4	-24,325.0	-4.8%
COMMUNICATIONS	\$447,186.9	7.0%	7	\$448,415.4	6	-1,228.5	-0.3%
INSURANCE & REAL ESTATE	\$344,972.7	5.4%	8	\$362,417.9	8	-17,445.2	-4.8%
GOVERNMENT, POLITICS & ORGS	\$274,700.5	4.3%	9	\$294,848.5	9	-20,148.0	-6.8%
SCHOOLS, CAMPS, SEMINARS	\$255,535.4	4.0%	10	\$208,851.0	11	46,684.4	22.4%
Total Top Ten Categories	\$ 5,097,930	79.8%		\$4,822,001.2		\$275,929.0	

Total 2011 (Jan - Dec) Outdoor Expenditures \$6,388,383,755
 Overall Percentage Change Jan - Dec '11 vs '10 4.0%