

# Total Measured Media Advertising Spending Figures:

Source: Robert Coen, Universal McCann

<u>Medium</u>	<u>Dollars</u>	<b>2006</b> <u>Share</u>
Radio Local	\$16.13 Bil	17.75 %
TV Local	\$14.71 Bil	16.19 %
Local Cable TV	\$ 6.18 Bil	6.80 %
Local Yellow Pages	\$12.49 Bil	13.74 %
<u>Local Newspaper</u>	<u>\$41.36 Bil</u>	<u>45.52 %</u>
<b>Total of these 5</b>	<b>\$90.87 Bil</b>	<b>100 %</b>