

Total Measured Media Advertising Volume in the U.S.

Source: Universal McCann, as published in the MediaWeek Marketer's Guide to Media

<u>2007 Estimate as of Dec. 2006</u>			<u>5 years ago, 2002</u>		<u>10 years ago, 1997</u>	
	\$ mils	Share %	\$ mils	Share %	\$ mils	Share%
Newspaper Total	48,590	16.3	44,031	18.6	44,292	22.0
National	7,313	2.4	6,806	2.9	5,402	2.7
Local	41,277	13.8	37,225	15.7	38,890	19.3
Broadcast TV Total	48,459	16.2	42,068	17.8	39,173	19.4
Nat. Spot	11,144	3.7	10,920	4.6	10,659	5.3
Local Spot	15,572	5.2	13,144	5.5	12,169	6.0
(Remainder Network and Syndication)						
Cable TV Total	26,583	8.9	16,297	6.9	10,340	5.0
Networks	20,362	6.8	12,071	5.1	7,649	3.7
Local Spot	6,221	2.1	4,226	1.8	2,700	1.3
Radio Total	19,943	6.7	18,877	8.0	15,073	7.3
Networks	872	0.3	775	0.3	622	0.3
Nat, Spot	3,716	1.2	3,340	1.4	2,823	1.4
Local Spot	12,370	5.1	14,762	6.2	11,628	5.6
Yellow Pages Total	14,599	4.9	13,776	5.8	11,990	5.9
National	2,229	0.7	2,087	0.9	1,870	0.9
Local	12,370	4.1	11,689	4.9	10,120	5.0
Internet Total	10,715	3.6	4,883	2.1	1,383	0.7
Grand Total	298,773	100	236,875	100	191,307	100
(Grand total includes all of the above, plus Magazines, Direct Mail, Business Papers, Out-Of-Home and Miscellaneous)						