

2006 Market Projections for Top 20 "Local Local" Online Ad Categories
All Projections in \$ Millions As of Q3 Data

Category Description	"Local Owned" Online Ad \$	Category Share	Cumulative Share
Real Estate Services	\$545.556	22.5%	22.5%
Automotive Sales	\$172.598	7.1%	29.7%
Credit & Mortgage Services	\$164.527	6.8%	36.5%
DotCom Businesses	\$92.318	3.8%	40.3%
General Merchandise Stores	\$88.384	3.7%	43.9%
Hospitals	\$81.115	3.4%	47.3%
Computer-related Services	\$69.561	2.9%	50.2%
Eating and Drinking Places	\$65.640	2.7%	52.9%
Other Medical Professionals	\$56.821	2.3%	55.2%
Telecommunications	\$43.735	1.8%	57.0%
Miscellaneous Retail	\$43.518	1.8%	58.8%
Financial Services	\$41.844	1.7%	60.5%
Retail Home Improvement	\$41.355	1.7%	62.3%
Pharmacies	\$40.213	1.7%	63.9%
Medical Doctors	\$39.801	1.6%	65.6%
Government	\$35.076	1.4%	67.0%
Food Stores	\$27.326	1.1%	68.1%
Furniture Stores	\$26.912	1.1%	69.2%
Banks	\$26.592	1.1%	70.3%
Hotels/Motels	\$26.458	1.1%	71.4%
Business to Business	\$263.156	10.9%	82.3%
All Other Local Advertisers	\$428.244	17.7%	100%
Market Totals	\$2,420.750	100%	

Source: Borrell Associates