

Table 1251. Advertising—Estimated Expenditures by Medium: 1990 to 2006

[In millions of dollars (129,968 represents \$129,968,000,000). See source for definitions of types of advertising]

Medium	1990	1995	2000	2001	2002	2003	2004	2005	2006 ¹
Total	129,968	165,147	247,472	231,287	236,875	245,477	263,766	271,074	285,106
National	73,638	96,933	151,664	141,797	145,429	152,482	167,096	172,797	184,696
Local	56,330	68,214	95,808	89,490	91,446	92,995	96,670	98,277	100,410
Newspapers	32,281	36,317	49,050	44,255	44,031	44,843	46,614	47,335	47,709
National	3,867	3,996	7,229	6,615	6,806	7,357	7,629	7,465	7,241
Local	28,414	32,321	41,821	37,640	37,225	37,486	38,985	39,870	40,468
Magazines	6,803	8,580	12,370	11,095	10,995	11,435	12,247	12,847	13,425
Broadcast TV	26,616	32,720	44,802	38,881	42,068	41,932	46,264	44,293	47,109
Four TV networks	9,863	11,600	15,888	14,300	15,000	15,030	16,713	16,128	16,934
Syndication	1,109	2,016	3,108	3,102	3,034	3,434	3,674	3,865	4,058
Spot (national)	7,788	9,119	12,264	9,223	10,920	9,948	11,370	10,040	11,144
Spot (local)	7,856	9,985	13,542	12,256	13,114	13,520	14,507	14,260	14,973
Cable TV	2,631	6,166	15,455	15,736	16,297	18,814	21,527	23,654	24,879
Cable TV networks	2,000	4,500	11,765	11,777	12,071	13,954	16,424	18,296	19,119
Spot (local)	631	1,666	3,690	3,959	4,226	4,860	5,103	5,358	5,760
Radio	8,726	11,338	19,295	17,861	18,877	19,100	19,581	19,640	19,614
Network	482	480	780	711	775	798	836	814	838
Spot (national)	1,635	1,959	3,668	2,956	3,340	3,540	3,540	3,469	3,573
Spot (local)	6,609	8,899	14,847	14,194	14,762	14,762	15,205	15,357	15,203
Yellow Pages	8,926	10,236	13,228	13,592	13,776	13,896	14,002	14,229	14,372
National	1,132	1,410	2,093	2,087	2,087	2,114	2,110	2,163	2,185
Local	7,794	8,826	11,135	11,505	11,689	11,782	11,892	12,066	12,187
Direct mail	23,370	32,866	44,591	44,725	46,067	48,370	52,191	55,218	59,912
Business papers	2,875	3,559	4,915	4,468	3,976	4,004	4,072	4,170	4,253
Out-of-home ²	1,084	1,263	5,176	5,134	5,175	5,443	5,770	6,232	6,731
National	640	701	2,068	2,051	2,061	2,298	2,530	2,736	2,955
Local	444	562	3,108	3,083	3,114	3,145	3,240	3,496	3,776
Internet ³	(NA)	(NA)	6,507	5,645	4,883	5,650	6,853	7,764	9,317
Miscellaneous ⁴	16,656	22,102	32,083	29,895	30,730	31,990	34,645	35,692	37,785
National	12,074	16,147	24,418	23,042	23,414	24,550	26,907	27,822	29,742
Local	4,582	5,955	7,665	6,853	7,316	7,440	7,738	7,870	8,043

NA Not available. ¹ Preliminary data. ² Prior to 2000, represents only "outdoor" billboards. Beginning 2000, includes other forms of outdoor advertising (i.e. transportation vehicles, bus shelters, telephone kiosks, etc.) previously covered under "Miscellaneous." ³ Excludes search revenue. ⁴ Beginning 2000, part of miscellaneous now included under Out-of-home advertising. See footnote 2.

Source: Universal McCann, New York, N.Y. (copyright). See also <<http://www.universalmccann.com>>.