

Table 1243. Advertising—Estimated Expenditures by Medium: 1990 to 2008

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

Medium	1990	2000	2002	2003	2004	2005	2006	2007	2008 ¹
Total	129,968	247,472	236,875	245,477	263,766	271,074	281,653	279,612	270,767
National	73,638	151,664	145,429	152,482	167,096	172,797	182,483	185,280	185,049
Local	56,330	95,808	91,446	92,995	96,670	98,277	99,170	94,332	85,718
Newspapers	32,281	49,050	44,031	44,843	46,614	47,335	46,555	42,133	35,788
National	3,867	7,229	6,806	7,357	7,629	7,465	7,084	6,609	5,948
Local	28,414	41,821	37,225	37,486	38,985	39,870	39,471	35,524	29,840
Magazines	6,803	12,370	10,995	11,435	12,247	12,847	13,168	13,787	12,960
Broadcast TV	26,616	44,802	42,068	41,932	46,264	44,293	46,880	44,521	43,734
Four TV networks	9,863	15,888	15,000	15,030	16,713	16,128	16,676	16,643	17,226
Syndication	1,109	3,108	3,034	3,434	3,674	3,865	3,691	3,329	3,560
Spot (national)	7,788	12,264	10,920	9,948	11,370	10,040	11,626	10,138	9,834
Spot (local)	7,856	13,542	13,114	13,520	14,507	14,260	14,887	14,411	13,114
Cable TV	2,631	15,455	16,297	18,814	21,527	23,654	25,025	26,319	27,544
Cable TV networks	2,000	11,765	12,071	13,954	16,424	18,296	19,320	20,614	21,440
Spot (local)	631	3,690	4,226	4,860	5,103	5,358	5,705	5,705	6,104
Radio	8,726	19,295	18,877	19,100	19,581	19,640	19,643	19,152	17,535
Network	482	780	775	798	836	814	798	830	765
Spot (national)	1,635	3,668	3,340	3,540	3,540	3,469	3,642	3,423	3,063
Spot (local)	6,609	14,847	14,762	14,762	15,205	15,357	15,203	14,899	13,707
Yellow Pages	8,926	13,228	13,776	13,896	14,002	14,229	14,393	14,250	13,844
National	1,132	2,093	2,087	2,114	2,110	2,163	2,206	2,185	2,141
Local	7,794	11,135	11,689	11,782	11,892	12,066	12,187	12,065	11,703
Direct mail	23,370	44,591	46,067	48,370	52,191	55,218	58,642	60,225	59,622
Business papers	2,875	4,915	3,976	4,004	4,072	4,170	4,195	4,111	4,111
Out-of-home ²	1,084	5,176	5,175	5,443	5,770	6,232	6,731	7,202	7,562
National	640	2,068	2,061	2,298	2,530	2,736	2,955	3,027	3,178
Local	444	3,108	3,114	3,145	3,240	3,496	3,776	4,175	4,384
Internet ³	(NA)	6,507	4,883	5,650	6,853	7,764	9,100	10,529	11,371
Miscellaneous ⁴	16,656	32,083	30,730	31,990	34,645	35,692	37,321	37,383	36,696
National	12,074	24,418	23,414	24,550	26,907	27,822	29,380	29,830	29,830
Local	4,582	7,665	7,316	7,440	7,738	7,870	7,941	7,553	6,866

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.