

RANKED BY TOTAL SPENDING

RANK	MEDIA	% OF TOTAL CATEGORY	CURRENT PERIOD \$	PRIOR PERIOD \$	% CHANGE
1.	NEWSPAPERS		30,058 48.0	6,705 39.5	348.3
2.	MAGAZINES		17,456 27.9	6,062 35.7	188.0
3.	OUTDOOR		7,208 11.5	1,597 9.4	351.3
4.	SYNDICATED SUPPLEMENTS		3,970 6.3	1,428 8.4	178.0
5.	INDEPENDENT SUPPLEMENTS		2,872 4.6	1,065 6.3	169.7
6.	TRANSIT		1,036 1.7	106 .6	877.4
	TOTAL CATEGORY		62,600	16,963	269.0