

1982 OUT-OF-HOME/TRANSIT ADVERTISING SCHEDULE
OF UNITS BY MARKET/BY MONTH

MARKET/STATE	MEDIA	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
NEW YORK/NEW JERSEY METRO	BLACK 8'S	359	359	359	359	359	359	359	359	359	359	359	359	215,530
	BUSES	6252	6252	6252	6252	6147	6147	6147	6147	2967	2967	2967	2967	1,063,754
	PERMANENTS	40	40	40	36	36	37	37	37	39	41	42	42	1,491,698
	POSTING	655	655	655	655	655	655	655	655	588	587	588	588	1,645,861
	BUS SHELTER	312	312	312	312	312	312	312	312	312	312	312	312	920,296
LOS ANGELES/LONG BEACH CA	SKI RESORT								116	116		116	116	44,210
	SPANISH	187	187	187	187	187	187	187	187	187	187	187	187	112,200
	SUBWAYS	8970	8970	8970	8970	8970	8970	8970	8970	8970	8970	8970	8970	283,421
	COMMUTER RR	10500	10500	10500	10500	10500	10500	10500	10500	10500	10500	10500	10500	285,099
CHICAGO IL	BLACK 8'S	100	100	100	100	100	100	100	100	100	100	100	100	90,000
	PERMANENTS	31	31	29	35	36	37	38	39	40	41	41	43	1,222,635
	POSTING	542	542	542	542	542	542	623	623	748	748	748	748	1,598,647
	SPANISH	60	60	60	60	60	60	60	60	60	60	60	60	54,000
PHILADELPHIA PA	BLACK 8'S	200	200	200	200	200	200	200	200	200	200	200	200	152,000
	BUSES	600	600	600	600	600	600	600	600	600	600	600	600	95,744
	PERMANENTS	16	16	15	16	17	18	18	19	20	20	20	20	556,983
	POSTING	574	574	574	574	574	574	574	574	574	574	574	574	1,476,496
	ROTARY	16	16											46,867
DETROIT MI	SPANISH	45	45	45	45	45	45	45	45	45	45	45	45	34,200
	BLACK 8'S	150	150	150	150	150	150	150	150	150	150	150	150	90,000
	TAXI CABS	440	440	440	440	440	440	440	440	440	400	400	400	183,600
	PERMANENTS	19	19	20	20	20	21	21	21	21	21	21	21	463,652
BOSTON/LOWELL/LAWRENCE/HAVERTHILL MA	POSTING	350	350	350	350	350	350	350	350	350	350	350	350	1,013,388
	ROTARY						10	35	35	10	13	13	13	169,313
	BLACK 8'S	227	227	227	227	227	227	227	227	227	227	227	227	152,450
	BUSES	450	450	450	450	450	450	450	450	450	450	450	450	25,246
SAN FRANCISCO/OAKLAND/SAN JOSE CA	PERMANENTS	19	20	22	22	22	22	22	22	22	22	22	22	427,146
	POSTING	198	198	198	198	198	198	259	259	259	259	259	259	741,605
	ROTARY							7	7					23,917
	BLACK 8'S	40	40	40	40	40	40	40	40	40	40	40	40	24,000
WASHINGTON DC	TAXI CABS	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	426,360
	DIORAMAS													
	PERMANENTS	8	9	9	9	9	9	9	9	9	9	9	9	16,667
	POSTING	250	250	250	250	250	250	250	250	250	250	250	250	311,099
														656,207
WASHINGTON DC	BLACK 8'S	45	45	45	45	45	45	45	45	45	45	45	45	40,375
	BLACK 30'S	18	18	18	18	18	18	18	18	18	18	18	18	48,240
	BUSES	1590	1590	1590	1590	1590	1590	1590	1590	2190	2190	2190	2190	358,411
	PERMANENTS	9	9	9	9	9	9	9	9	9	9	9	9	241,290
	POSTING	62	62	62	62	62	62	123	123	185	185	185	185	290,933
WASHINGTON DC	SPANISH	26	26	26	26	26	26	26	26	26	26	26	26	21,320
	SUBWAYS													2,720
	BLACK 8'S													