

	Ad Pages								Ad Revenue							
	FEB 2007	FEB 2006	VAR 2007	% VAR 2006	YTD 2007	YTD 2006	VAR 2007	% VAR 2006	FEB 2007 REV	FEB 2006REV	VAR 2007	% VAR 2006	YTD 2007 REV	YTD 2006REV	VAR 2007	% VAR 2006
<b>AGRICULTURE Total</b>	1815.88	1808.76	7.12	0.39%	3387.74	3428.46	-40.72	-1.19%	\$ 22,102,654	\$ 22,846,690	-\$ 744,037	-3.26%	\$ 39,838,590	\$ 40,736,361	-\$ 897,771	-2.20%
<b>ARCHITECTURE, DESIGN, LIGHTING Total</b>	1113.54	1075.65	37.89	3.52%	2877.46	2722.77	154.69	5.68%	\$ 11,058,778	\$ 10,937,254	\$ 121,524	1.11%	\$ 29,974,678	\$ 27,501,361	\$ 2,473,317	8.99%
<b>AUTOMOTIVE Total</b>	3239.80	3437.99	-198.19	-5.76%	6358.67	6549.67	-191	-2.92%	\$ 38,482,802	\$ 40,346,176	-\$ 1,863,374	-4.62%	\$ 72,913,363	\$ 73,199,777	-\$ 286,414	-0.39%
<b>AVIATION, AEROSPACE &amp; MILITARY Total</b>	1251.69	1528.03	-276.34	-18.08%	2542.21	2828.20	-285.99	-10.11%	\$ 11,979,498	\$ 16,193,171	-\$ 4,213,673	-26.02%	\$ 25,000,001	\$ 30,320,357	-\$ 5,320,356	-17.55%
<b>BANKING, FINANCIAL, INSURANCE Total</b>	2859.13	2885.68	-26.55	-0.92%	5661.44	5633.88	27.56	0.49%	\$ 34,855,762	\$ 34,220,219	\$ 635,544	1.86%	\$ 68,322,809	\$ 65,248,025	\$ 3,074,784	4.71%
<b>BUILDING, ENGINEERING, CONSTRUCTION Total</b>	5461.07	5458.44	2.63	0.05%	12433.21	12553.72	-120.51	-0.96%	\$ 52,194,254	\$ 47,288,199	\$ 4,906,056	10.37%	\$ 117,252,295	\$ 113,463,484	\$ 3,788,811	3.34%
<b>BUSINESS, ADVERTISING &amp; MARKETING Total</b>	2026.06	2208.47	-182.41	-8.26%	4229.51	4590.18	-360.67	-7.86%	\$ 57,282,393	\$ 55,621,195	\$ 1,661,199	2.99%	\$ 108,594,058	\$ 110,897,877	-\$ 2,303,819	-2.08%
<b>COMPUTING, SOFTWARE, TELECOMM Total</b>	2841.90	3147.12	-305.22	-9.70%	5748.64	6199.78	-451.14	-7.28%	\$ 91,594,113	\$ 108,726,842	-\$ 17,132,729	-15.76%	\$ 171,853,001	\$ 208,384,656	-\$ 36,531,656	-17.53%
<b>ELECTRONIC ENGINEERING Total</b>	1812.65	1861.09	-48.44	-2.60%	3770.19	3915.21	-145.02	-3.70%	\$ 32,481,251	\$ 31,980,771	\$ 500,480	1.56%	\$ 66,793,527	\$ 66,897,166	-\$ 103,639	-0.15%
<b>GOVERNMENT (LOCAL, STATE, FEDERAL) Total</b>	1977.14	2062.33	-85.19	-4.13%	4177.38	4274.27	-96.89	-2.27%	\$ 21,430,303	\$ 21,232,955	\$ 197,348	0.93%	\$ 43,647,235	\$ 47,976,607	-\$ 4,329,372	-9.02%
<b>HEALTHCARE Total</b>	14624.31	15146.60	-522.29	-3.45%	29086.13	30512.10	-1425.97	-4.67%	\$ 96,220,682	\$ 96,920,627	-\$ 699,945	-0.72%	\$ 189,400,441	\$ 195,386,204	-\$ 5,985,763	-3.06%
<b>MFG, PROCESSING Total</b>	6274.60	6224.85	49.75	0.80%	13389.75	13609.43	-219.68	-1.61%	\$ 63,488,660	\$ 62,300,776	\$ 1,187,884	1.91%	\$ 134,526,033	\$ 133,373,959	\$ 1,152,074	0.86%
<b>MISCELLANEOUS Total</b>	695.81	721.65	-25.84	-3.58%	1383.69	1339.73	43.96	3.28%	\$ 5,240,765	\$ 5,705,052	-\$ 464,287	-8.14%	\$ 10,862,099	\$ 10,419,463	\$ 442,636	4.25%
<b>MOVIES, RADIO, TV &amp; VIDEO Total</b>	3208.90	3322.45	-113.55	-3.42%	7446.11	8072.10	-625.99	-7.75%	\$ 44,896,531	\$ 41,637,905	\$ 3,258,626	7.83%	\$ 103,386,700	\$ 103,840,969	-\$ 454,270	-0.44%
<b>PHARMACEUTICALS Total</b>	839.76	841.12	-1.36	-0.16%	1665.65	1638.33	27.32	1.67%	\$ 10,050,353	\$ 10,185,231	-\$ 134,878	-1.32%	\$ 20,078,869	\$ 19,515,504	\$ 563,364	2.89%
<b>PROFESSIONAL SERVICES Total</b>	5209.94	5453.37	-243.43	-4.46%	10823.76	11163.97	-340.21	-3.05%	\$ 56,280,266	\$ 57,678,962	-\$ 1,398,697	-2.42%	\$ 122,488,137	\$ 119,445,197	\$ 3,042,940	2.55%
<b>RESOURCES, ENVIRONMENT, UTILITIES Total</b>	1717.55	1662.24	55.31	3.33%	3451.29	3331.23	120.06	3.60%	\$ 14,015,765	\$ 13,911,448	\$ 104,317	0.75%	\$ 27,678,537	\$ 27,310,544	\$ 367,993	1.35%
<b>RESTAURANTS, FOODSERVICE, LODGING,GAMING Total</b>	1123.58	1057.48	66.1	6.25%	2304.13	2210.24	93.89	4.25%	\$ 15,772,605	\$ 15,485,896	\$ 286,709	1.85%	\$ 32,439,893	\$ 31,798,355	\$ 641,538	2.02%
<b>RETAIL, SERVICES Total</b>	7193.98	7484.13	-290.15	-3.88%	15775.63	16030.54	-254.91	-1.59%	\$ 77,091,370	\$ 75,486,430	\$ 1,604,940	2.13%	\$ 164,601,658	\$ 159,720,600	\$ 4,881,058	3.06%
<b>SCIENCE, RESEARCH &amp; DEVELOPMENT Total</b>	1720.03	1741.56	-21.53	-1.24%	3002.66	2892.65	110.01	3.80%	\$ 20,613,894	\$ 20,016,834	\$ 597,060	2.98%	\$ 37,100,493	\$ 33,298,112	\$ 3,802,382	11.42%
<b>TRANSPORTATION, LOGISTICS Total</b>	925.22	981.67	-56.45	-5.75%	2225.60	2370.29	-144.69	-6.10%	\$ 6,680,425	\$ 6,665,024	\$ 15,400	0.23%	\$ 17,037,020	\$ 17,889,342	-\$ 852,323	-4.76%
<b>TRAVEL, BUSINESS CONVENTIONS &amp; MEETINGS Total</b>	1656.54	1466.71	189.83	12.94%	3176.36	2995.06	181.3	6.05%	\$ 35,247,321	\$ 29,749,103	\$ 5,498,219	18.48%	\$ 65,697,936	\$ 60,243,322	\$ 5,454,614	9.05%
<b>Grand Total</b>	<b>69589.08</b>	<b>71577.39</b>	<b>-1988.31</b>	<b>-2.78%</b>	<b>144917.21</b>	<b>148861.81</b>	<b>-3944.6</b>	<b>-2.65%</b>	<b>\$ 819,060,448</b>	<b>\$ 825,136,762</b>	<b>-\$ 6,076,314</b>	<b>-0.74%</b>	<b>\$ 1,669,487,374</b>	<b>\$ 1,696,867,245</b>	<b>-\$ 27,379,870</b>	<b>-1.61%</b>