

	Ad Pages								Ad Revenue							
	NOV		NOV		YTD		YTD		NOV		NOV		YTD		YTD	
	2006	2005	VAR	% VAR	2006	2005	VAR	% VAR	2006 REV	2005REV	VAR	% VAR	2006 REV	2005REV	VAR	% VAR
AGRICULTURE Total	1420.47	1843.5	-423.03	-22.95%	16446.35	16525.55	-79.2	-0.48%	\$ 17,139,525	\$ 21,016,311	-\$ 3,876,786	-18.45%	\$ 173,539,811	\$ 183,596,161	-\$ 10,056,350	-5.48%
ARCHITECTURE, DESIGN, LIGHTING Total	1700.09	1604.1	95.99	5.98%	18644.68	17322.17	1322.51	7.63%	\$ 16,970,765	\$ 16,936,834	\$ 33,931	0.20%	\$ 216,418,140	\$ 195,163,978	\$ 21,254,162	10.89%
AUTOMOTIVE Total	3920.85	3883.41	37.44	0.96%	38890.16	37765.85	1124.31	2.98%	\$ 44,334,281	\$ 40,769,184	\$ 3,565,098	8.74%	\$ 451,411,443	\$ 419,238,613	\$ 32,172,830	7.67%
AVIATION, AEROSPACE & MILITARY Total	1359.84	2009.39	-649.55	-32.33%	16082.04	15638.43	443.61	2.84%	\$ 13,744,029	\$ 22,067,293	-\$ 8,323,264	-37.72%	\$ 167,490,781	\$ 163,291,450	\$ 4,199,331	2.57%
BANKING, FINANCIAL, INSURANCE Total	3432.99	3452.93	-19.94	-0.58%	33012.91	32949.85	63.06	0.19%	\$ 40,243,756	\$ 39,303,958	\$ 939,798	2.39%	\$ 388,173,929	\$ 374,223,745	\$ 13,950,184	3.73%
BUILDING, ENGINEERING, CONSTRUCTION Total	6287.26	5755.82	531.44	9.23%	70372.37	66180.89	4191.48	6.33%	\$ 55,224,048	\$ 50,268,759	\$ 4,955,289	9.86%	\$ 647,189,232	\$ 598,139,880	\$ 49,049,352	8.20%
BUSINESS, ADVERTISING & MARKETING Total	2711.6	2717.28	-5.68	-0.21%	29539.15	30189.35	-650.2	-2.15%	\$ 80,032,401	\$ 80,521,586	-\$ 489,184	-0.61%	\$ 786,274,976	\$ 780,474,233	\$ 5,800,743	0.74%
COMPUTING, SOFTWARE, TELECOMM Total	3568.66	3999.84	-431.18	-10.78%	38715.21	40960.4	-2245.19	-5.48%	\$ 119,857,067	\$ 138,024,275	-\$ 18,167,207	-13.16%	\$ 1,284,991,918	\$ 1,371,546,793	-\$ 86,554,875	-6.31%
ELECTRONIC ENGINEERING Total	2137.78	2184.96	-47.18	-2.16%	23795.16	24160.47	-365.31	-1.51%	\$ 36,876,650	\$ 37,145,061	-\$ 268,411	-0.72%	\$ 422,289,991	\$ 419,805,710	\$ 2,484,281	0.59%
GOVERNMENT (LOCAL, STATE, FEDERAL) Total	2627.48	2669.48	-42	-1.57%	24355.56	24756.49	-400.93	-1.62%	\$ 26,651,122	\$ 28,021,521	-\$ 1,370,399	-4.89%	\$ 294,809,545	\$ 295,265,192	-\$ 455,647	-0.15%
HEALTHCARE Total	16656.74	18140.59	-1483.85	-8.18%	177866.66	175529.81	2336.85	1.33%	\$ 103,864,663	\$ 111,836,928	-\$ 7,972,265	-7.13%	\$ 215,450,334	\$ 203,014,457	\$ 12,435,877	6.13%
MFG, PROCESSING Total	7483.49	7669.35	-185.86	-2.42%	85702.22	83532.82	2169.4	2.60%	\$ 76,730,191	\$ 76,606,312	\$ 123,879	0.16%	\$ 874,777,265	\$ 852,117,425	\$ 22,659,840	2.66%
MISCELLANEOUS Total	752.34	734.73	17.61	2.40%	9018.42	9046.54	-28.12	-0.31%	\$ 5,637,251	\$ 5,266,985	\$ 370,266	7.03%	\$ 71,059,787	\$ 69,345,951	\$ 1,713,836	2.47%
MOVIES, RADIO, TV & VIDEO Total	3490.36	3970.29	-479.93	-12.09%	37769.36	39161.21	-1391.85	-3.55%	\$ 42,360,227	\$ 46,208,744	-\$ 3,848,517	-8.33%	\$ 462,602,464	\$ 475,425,175	-\$ 12,822,711	-2.70%
PHARMACEUTICALS Total	1151.84	1131.54	20.3	1.79%	11954.13	11459.51	494.62	4.32%	\$ 13,232,268	\$ 12,206,009	\$ 1,026,259	8.41%	\$ 137,793,014	\$ 127,474,315	\$ 10,318,700	8.09%
PROFESSIONAL SERVICES Total	5726.48	5541.86	184.62	3.33%	61852.25	59915.09	1937.16	3.23%	\$ 66,576,465	\$ 61,610,274	\$ 4,966,191	8.06%	\$ 690,330,546	\$ 664,479,867	\$ 25,850,679	3.89%
RESOURCES, ENVIRONMENT, UTILITIES Total	1931.72	1902.52	29.2	1.53%	20950.36	19704.63	1245.73	6.32%	\$ 16,151,176	\$ 15,434,453	\$ 716,723	4.64%	\$ 174,660,988	\$ 161,930,838	\$ 12,730,150	7.86%
RESTAURANTS, FOODSERVICE, LODGING,GAMING Total	1617.92	1567.24	50.68	3.23%	14913.41	15368.12	-454.71	-2.96%	\$ 20,761,973	\$ 22,435,117	-\$ 1,673,143	-7.46%	\$ 220,700,272	\$ 237,629,089	-\$ 16,928,817	-7.12%
RETAIL, SERVICES Total	6796	7066.69	-270.69	-3.83%	82338.06	84431.06	-2093	-2.48%	\$ 64,415,103	\$ 69,835,466	-\$ 5,420,364	-7.76%	\$ 853,480,920	\$ 868,559,505	-\$ 15,078,585	-1.74%
SCIENCE, RESEARCH & DEVELOPMENT Total	1664.47	1533.62	130.85	8.53%	16883.04	17630.18	-747.14	-4.24%	\$ 19,103,559	\$ 17,180,184	\$ 1,923,375	11.20%	\$ 190,364,888	\$ 197,093,473	-\$ 6,728,585	-3.41%
TRANSPORTATION, LOGISTICS Total	1147.92	1230.6	-82.68	-6.72%	13536.26	13969.23	-432.97	-3.10%	\$ 8,706,213	\$ 9,825,027	-\$ 1,118,814	-11.39%	\$ 105,218,499	\$ 111,165,988	-\$ 5,947,489	-5.35%
TRAVEL, BUSINESS CONVENTIONS & MEETINGS Total	2337.24	2071.62	265.62	12.82%	20183.07	20266.58	-83.51	-0.41%	\$ 46,258,331	\$ 41,272,735	\$ 4,985,597	12.08%	\$ 421,711,274	\$ 426,545,172	-\$ 4,833,898	-1.13%
Grand Total	79923.54	82681.36	-2757.82	-3.34%	862820.83	856464.23	6356.6	0.74%	\$ 934,871,066	\$ 963,793,014	-\$ 28,921,948	-3.00%	\$ 9,250,740,016	\$ 9,195,527,010	\$ 55,213,006	0.60%