

Client **MEMO**

Local mobile advertising is on the move, so we thought you'd appreciate a market-by-market assessment of those changes. This memo is accompanied by local mobile advertising estimates for each U.S. market for 2012 and our forecast for 2013. But first, our assessment.

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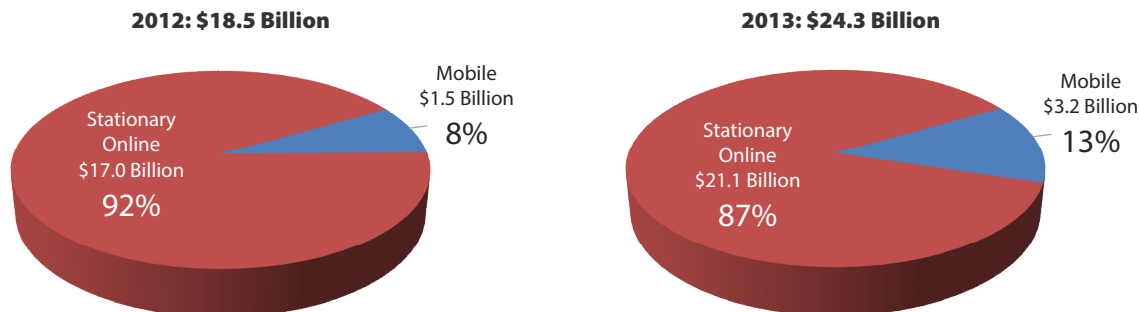
Local mobile advertising is doubling this year. In some markets the number may be in the tens of thousands of dollars; in the largest, it's \$100 million or more. The forecast is supported by our ongoing surveys of SMBs, as well as updated data that we filter into our local market Compass reports, to which many of you subscribe. (NOTE: We have added a "mobile" tab to the local data, estimating the number of smartphones and tablets in each market, as well as breakout of mobile ad spending by format, plus forecasts. If you don't have access and would like to see a demo of the data for your market, go to www.adspending.com and click on "test drive.")

A key data point we saw earlier this year showed that 37% of small and medium businesses (SMBs) who had not yet tried mobile advertising said they were likely to do so within the coming year. Moreover, a stunning 83% of those who had actually engaged in some sort of mobile campaign said they were likely to do so again.¹ We suspect that the word is getting out: Mobile marketing works.

Last year local advertisers spent \$1.5 billion on mobile media; this year we're forecasting it will be \$3.2 billion. So while total mobile advertising is likely to increase about 34%, we're expecting local to increase 105%. That's similar to the rush to buy banners and local search advertising that we saw in 2004 when Internet access had hit critical mass, or 50% of all households. Online advertising doubled that year.

Last year mobile ads accounted for 8% of the \$18.5 billion spent on local online advertising. This year's growth will put its share at 13% of \$24.3 billion.

LOCAL ONLINE



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Local is also becoming more important to the mobile advertising industry. The first adopters to any new medium tend to be national marketers. But their local counterparts are quickly coming on board, accounting for 13% of all mobile spending in 2012 and 20% this year. In 16 U.S. Digital Marketing Regions (DMRs), it will account for more than one-fourth of all mobile ad spending.

The attached appendix (also available in Excel format) shows national and local mobile advertising estimates for 2012 and 2013 for each of the 513 DMRs. (For a list of counties included in each DMR, visit www.borrellassociates.com/dmr.)

The market-by-market totals are still relatively small. They range from \$10,000 in Dupree, South Dakota, a region that includes six rural counties, to \$168 million in New York City. Markets like Seattle, Baltimore, Milwaukee and Miami will see about \$30 million this year, double what local advertisers spent in those markets last year. Midsize markets such as El Paso, Hartford, Birmingham and Syracuse will see about \$10 million.

Not all growth rates are the same. Of the 513 markets, 108 are seeing mobile advertising expenditures double. Only six markets will see less than 50% growth. Every market has its own nuances and unique makeup. Underlying factors include population, the prevalence of mobile device ownership and use in that market, the makeup of business types in the market and the amount of people coming into and out of the market for tourism, business travel, etc.

For example, a small market whose economy is based around a local college may have a higher growth in mobile advertising due to the predominately younger group of tech-savvy students and influx/outflow of parents coming to visit. In another example, a big market may have lower growth due to a high number of lower-income households and very little tourism.

We hope you find this information useful. If you have any questions, please don't hesitate to call us at 757-221-6641, or email us at info@borrellassociates.com

¹Source: Borrell Associates's December 2012/January 2013 survey of 1,756 SMBs. See Jan. 2013 report, "2013 Local Advertising Outlook: Get Ready for the Rebound."

APPENDIX

MOBILE AD SPENDING REPORT BY DIGITAL MARKETING REGION

IN \$ MILLIONS

DMR	2012			2013			2012 vs. 2013 % Change		
	Mobile National	Mobile Local	Total Mobile	Mobile National	Mobile Local	Total Mobile	National	Local	Total
Anchorage, AK	\$24.09	\$3.07	\$27.16	\$29.90	\$6.85	\$36.75	24.1	123.4	35.3
Fairbanks, AK	\$2.99	\$0.59	\$3.58	\$3.58	\$0.96	\$4.53	19.6	63.8	26.8
Juneau, AK	\$0.76	\$0.17	\$0.93	\$0.95	\$0.28	\$1.23	24.2	63.3	31.3
Ketchikan Gateway, AK	\$0.20	\$0.05	\$0.24	\$0.24	\$0.08	\$0.32	23.4	68.9	32.0
Anniston, AL	\$2.25	\$0.44	\$2.68	\$2.78	\$0.79	\$3.57	23.5	82.7	33.1
Birmingham, AL	\$28.84	\$5.02	\$33.86	\$35.60	\$9.72	\$45.32	23.4	93.7	33.9
Dothan, AL	\$4.71	\$0.87	\$5.58	\$5.81	\$1.60	\$7.41	23.5	83.3	32.8
Florence, AL	\$2.28	\$0.47	\$2.74	\$2.81	\$0.81	\$3.62	23.5	73.0	31.9
Hamilton, AL	\$5.29	\$1.75	\$7.04	\$6.53	\$2.41	\$8.94	23.5	37.4	27.0
Huntsville, AL	\$27.86	\$5.59	\$33.45	\$34.54	\$10.14	\$44.67	24.0	81.4	33.6
Mobile, AL	\$9.43	\$1.58	\$11.01	\$11.70	\$3.15	\$14.85	24.1	98.8	34.8
Mongtomery, AL	\$8.11	\$1.46	\$9.57	\$10.00	\$2.75	\$12.75	23.3	87.8	33.1
Monroeville, AL	\$0.66	\$0.14	\$0.80	\$0.81	\$0.25	\$1.05	22.8	74.5	31.9
Selma, AL	\$1.29	\$0.14	\$1.43	\$1.58	\$0.32	\$1.90	22.8	128.3	33.1
Bentonville, AR	\$27.21	\$4.55	\$31.77	\$32.78	\$8.58	\$41.36	20.5	88.4	30.2
Bluff City, AR	\$1.94	\$0.41	\$2.35	\$2.39	\$0.68	\$3.07	23.0	67.4	30.6
El Dorado, AR	\$0.39	\$0.09	\$0.48	\$0.48	\$0.16	\$0.64	23.4	73.3	32.9
Fayetteville, AR	\$4.24	\$0.69	\$4.94	\$5.18	\$1.35	\$6.53	22.2	93.9	32.2
Fort Smith, AR	\$5.06	\$1.00	\$6.06	\$6.26	\$1.79	\$8.05	23.8	78.6	32.9
Hope, AR	\$0.18	\$0.04	\$0.22	\$0.23	\$0.07	\$0.29	24.3	69.1	32.4
Hot Springs, AR	\$1.29	\$0.26	\$1.55	\$1.60	\$0.46	\$2.06	24.1	76.2	33.0
Jonesboro, AR	\$2.40	\$0.47	\$2.87	\$2.95	\$0.84	\$3.79	23.0	77.0	31.9
Little Rock, AR	\$19.99	\$3.32	\$23.31	\$24.53	\$6.53	\$31.06	22.7	96.5	33.2
Mountain Home, AR	\$4.99	\$1.54	\$6.53	\$6.06	\$2.32	\$8.38	21.6	49.9	28.3
Paragould, AR	\$0.50	\$0.11	\$0.61	\$0.62	\$0.18	\$0.81	24.4	69.5	32.5
Pine Bluff, AR	\$0.75	\$0.14	\$0.89	\$0.93	\$0.26	\$1.19	23.9	88.1	33.9
Russelville, AR	\$0.69	\$0.15	\$0.84	\$0.85	\$0.24	\$1.09	24.2	61.9	30.9
Phoenix, AZ	\$123.87	\$21.92	\$145.79	\$152.83	\$41.29	\$194.12	23.4	88.4	33.2
Tucson, AZ	\$22.66	\$4.07	\$26.73	\$27.99	\$7.80	\$35.78	23.5	91.7	33.9
Bakersfield, CA	\$14.73	\$2.22	\$16.94	\$18.33	\$4.73	\$23.07	24.5	113.6	36.1
Chico, CA	\$2.21	\$0.43	\$2.63	\$2.73	\$0.78	\$3.51	23.8	81.2	33.2
Eureka, CA	\$0.79	\$0.14	\$0.94	\$0.98	\$0.27	\$1.26	24.0	90.8	34.2
Fresno, CA	\$20.99	\$2.90	\$23.89	\$26.09	\$6.12	\$32.21	24.3	111.1	34.8
Lake Tahoe, CA	\$12.41	\$2.04	\$14.46	\$15.37	\$4.05	\$19.42	23.8	98.0	34.3
Los Angeles, CA	\$391.47	\$66.36	\$457.83	\$480.84	\$145.34	\$626.18	22.8	119.0	36.8
Modesto, CA	\$8.70	\$1.60	\$10.31	\$10.80	\$3.01	\$13.81	24.1	87.7	34.0
Oakland, CA	\$78.56	\$14.20	\$92.76	\$96.56	\$26.78	\$123.34	22.9	88.5	33.0
Redding, CA	\$2.50	\$0.48	\$2.98	\$3.13	\$0.87	\$4.00	25.3	81.3	34.3
Riverside, CA	\$64.36	\$12.35	\$76.71	\$79.70	\$22.94	\$102.64	23.8	85.7	33.8
Sacramento, CA	\$59.09	\$10.59	\$69.68	\$73.42	\$19.75	\$93.17	24.3	86.5	33.7
Salinas, CA	\$13.88	\$2.32	\$16.20	\$17.21	\$4.64	\$21.84	23.9	99.8	34.8

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IN \$ MILLIONS

DMR	2012			2013			2012 vs. 2013 % Change		
	Mobile National	Mobile Local	Total Mobile	Mobile National	Mobile Local	Total Mobile	National	Local	Total
San Diego, CA	\$85.31	\$14.22	\$99.53	\$105.49	\$29.40	\$134.89	23.7	106.7	35.5
San Francisco, CA	\$114.97	\$16.38	\$131.34	\$140.30	\$35.88	\$176.18	22.0	119.1	34.1
San Jose, CA	\$101.21	\$16.10	\$117.30	\$123.60	\$34.63	\$158.23	22.1	115.2	34.9
Santa Rosa, CA	\$20.16	\$3.26	\$23.41	\$24.85	\$6.64	\$31.49	23.3	103.7	34.5
Yuba City, CA	\$2.89	\$0.46	\$3.35	\$3.58	\$0.92	\$4.51	24.0	101.7	34.6
Alamosa, CO	\$1.96	\$0.11	\$2.07	\$2.42	\$0.24	\$2.66	23.5	123.6	28.7
Colorado Springs, CO	\$22.49	\$4.16	\$26.64	\$27.82	\$7.59	\$35.40	23.7	82.6	32.9
Columbine, CO	\$1.74	\$0.29	\$2.04	\$2.17	\$0.55	\$2.73	24.6	90.5	34.0
Denver, CO	\$164.09	\$25.02	\$189.11	\$202.14	\$52.37	\$254.51	23.2	109.3	34.6
Durango, CO	\$5.82	\$0.95	\$6.77	\$7.24	\$1.92	\$9.16	24.5	102.1	35.4
Fort Collins, CO	\$7.08	\$1.33	\$8.41	\$8.77	\$2.45	\$11.22	23.9	83.7	33.4
Greeley, CO	\$2.01	\$0.39	\$2.40	\$2.48	\$0.69	\$3.17	23.8	77.0	32.5
Hugo, CO	\$0.10	\$0.02	\$0.12	\$0.13	\$0.04	\$0.16	24.3	78.4	33.5
Montrose, CO	\$3.11	\$0.70	\$3.81	\$3.87	\$1.23	\$5.10	24.5	75.6	33.9
Rio Blanco, CO	\$5.72	\$0.58	\$6.30	\$7.14	\$1.49	\$8.62	24.7	157.4	36.9
Vail, CO	\$2.63	\$0.29	\$2.91	\$3.26	\$0.72	\$3.97	24.0	149.6	36.4
Hartford, CT	\$29.14	\$5.27	\$34.41	\$35.59	\$9.87	\$45.47	22.1	87.5	32.1
New Haven, CT	\$63.46	\$10.64	\$74.10	\$77.88	\$20.96	\$98.84	22.7	97.0	33.4
New London, CT	\$6.45	\$1.47	\$7.93	\$8.08	\$2.38	\$10.46	25.2	61.7	32.0
Washington, DC	\$352.45	\$62.62	\$415.07	\$434.76	\$122.49	\$557.26	23.4	95.6	34.3
Wilmington, DE	\$48.75	\$7.41	\$56.16	\$59.80	\$14.85	\$74.65	22.7	100.4	32.9
Cape Coral, FL	\$28.72	\$4.79	\$33.52	\$35.55	\$9.33	\$44.88	23.8	94.6	33.9
Daytona Beach, FL	\$17.31	\$3.07	\$20.38	\$21.36	\$5.76	\$27.12	23.4	87.5	33.0
Fort Walton Beach, FL	\$8.00	\$1.61	\$9.61	\$9.97	\$2.75	\$12.72	24.6	70.9	32.3
Gainesville, FL	\$6.62	\$1.11	\$7.73	\$7.99	\$2.08	\$10.07	20.7	87.7	30.3
Jacksonville, FL	\$36.87	\$6.39	\$43.26	\$45.23	\$12.46	\$57.69	22.7	95.1	33.4
Miami, FL	\$79.52	\$12.84	\$92.36	\$97.78	\$26.84	\$124.62	23.0	109.1	34.9
Ocala, FL	\$5.23	\$0.85	\$6.08	\$6.47	\$1.66	\$8.13	23.8	94.5	33.7
Orlando, FL	\$88.51	\$11.24	\$99.75	\$110.07	\$26.59	\$136.66	24.4	136.6	37.0
Panama City, FL	\$5.89	\$1.06	\$6.95	\$7.31	\$1.94	\$9.25	24.1	82.7	33.1
Pensacola, FL	\$58.21	\$4.31	\$62.53	\$72.11	\$14.35	\$86.46	23.9	232.8	38.3
Sarasota, FL	\$29.11	\$3.55	\$32.67	\$36.27	\$9.03	\$45.29	24.6	154.1	38.7
Tallahassee, FL	\$7.94	\$1.60	\$9.54	\$9.88	\$2.77	\$12.64	24.5	72.5	32.5
Tampa, FL	\$98.11	\$12.89	\$111.00	\$120.39	\$28.94	\$149.32	22.7	124.5	34.5
West Palm Beach, FL	\$48.75	\$7.64	\$56.38	\$60.26	\$15.91	\$76.17	23.6	108.3	35.1
Albany, GA	\$4.09	\$0.75	\$4.83	\$5.06	\$1.39	\$6.45	23.7	85.8	33.3
Americus, GA	\$0.71	\$0.13	\$0.84	\$0.88	\$0.24	\$1.11	23.4	78.0	32.0
Athens, GA	\$3.17	\$0.60	\$3.76	\$3.88	\$1.08	\$4.96	22.6	80.3	31.8
Atlanta, GA	\$302.36	\$34.61	\$336.96	\$373.96	\$81.51	\$455.47	23.7	135.6	35.2
Augusta, GA	\$8.63	\$1.66	\$10.29	\$10.72	\$3.04	\$13.75	24.2	82.9	33.7
Brunswick, GA	\$2.06	\$0.39	\$2.45	\$2.56	\$0.69	\$3.25	24.3	76.1	32.6

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Columbus, GA	\$10.32	\$1.35	\$11.67	\$12.89	\$3.14	\$16.03	25.0	132.2	37.4
Dublin, GA	\$1.26	\$0.24	\$1.50	\$1.56	\$0.43	\$1.99	23.7	80.9	32.8
Hazelhurst, GA	\$1.45	\$0.17	\$1.62	\$1.80	\$0.42	\$2.22	24.3	148.3	37.3
Hilton Head Island, GA	\$7.80	\$1.26	\$9.06	\$9.66	\$2.43	\$12.10	23.9	92.9	33.5
LaGrange, GA	\$1.17	\$0.20	\$1.36	\$1.45	\$0.40	\$1.85	24.2	102.5	35.5
Macon, GA	\$7.09	\$1.32	\$8.40	\$8.74	\$2.41	\$11.14	23.3	83.0	32.6
Mountain City, GA	\$1.15	\$0.23	\$1.38	\$1.42	\$0.45	\$1.87	23.5	90.1	34.8
Opelika, GA	\$1.41	\$0.26	\$1.67	\$1.71	\$0.45	\$2.15	21.2	73.7	29.3
Savannah, GA	\$20.27	\$2.04	\$22.31	\$25.42	\$5.74	\$31.16	25.4	181.5	39.7
Sparta, GA	\$1.26	\$0.23	\$1.49	\$1.57	\$0.43	\$2.00	24.5	86.7	34.1
Statesboro, GA	\$0.76	\$0.18	\$0.94	\$0.93	\$0.32	\$1.25	22.3	76.8	32.8
Tifton, GA	\$1.55	\$0.34	\$1.88	\$1.91	\$0.57	\$2.48	23.3	69.8	31.6
Valdosta, GA	\$13.47	\$1.06	\$14.53	\$16.69	\$3.65	\$20.34	23.9	245.1	40.0
Washington, GA	\$0.95	\$0.14	\$1.09	\$1.17	\$0.29	\$1.45	23.3	99.6	33.3
Waycross, GA	\$1.04	\$0.20	\$1.24	\$1.28	\$0.36	\$1.65	23.2	81.0	32.6
Honolulu, HI	\$38.24	\$6.14	\$44.38	\$47.19	\$12.58	\$59.77	23.4	104.7	34.7
Bedford, IA	\$0.50	\$0.11	\$0.62	\$0.62	\$0.19	\$0.82	23.8	71.6	32.5
Burlington, IA	\$1.39	\$0.30	\$1.69	\$1.71	\$0.49	\$2.20	23.6	60.0	30.1
Cedar Rapids, IA	\$24.60	\$4.24	\$28.84	\$29.96	\$7.99	\$37.94	21.8	88.4	31.5
Cresco, IA	\$1.02	\$0.18	\$1.20	\$1.24	\$0.33	\$1.57	21.4	89.1	31.3
Davenport, IA	\$8.99	\$1.81	\$10.81	\$11.09	\$3.29	\$14.38	23.4	81.2	33.1
Des Moines, IA	\$54.85	\$8.62	\$63.47	\$65.96	\$17.11	\$83.08	20.3	98.5	30.9
Dickinson, IA	\$2.65	\$0.27	\$2.91	\$3.27	\$0.61	\$3.88	23.5	128.8	33.1
Dubuque, IA	\$6.27	\$1.09	\$7.36	\$7.72	\$2.03	\$9.75	23.1	86.6	32.5
Fort Dodge, IA	\$5.75	\$0.95	\$6.69	\$7.12	\$1.73	\$8.85	23.9	82.5	32.2
Keokuk, IA	\$0.45	\$0.11	\$0.56	\$0.55	\$0.19	\$0.74	23.5	62.0	31.3
Lancaster, IA	\$27.41	\$1.78	\$29.19	\$34.08	\$5.29	\$39.37	24.3	196.9	34.9
Mason City, IA	\$3.25	\$0.40	\$3.65	\$3.95	\$0.88	\$4.83	21.5	118.7	32.3
Ottumwa, IA	\$2.26	\$0.44	\$2.69	\$2.78	\$0.79	\$3.58	23.4	81.8	32.9
Sheldon, IA	\$0.26	\$0.06	\$0.33	\$0.32	\$0.11	\$0.43	21.4	70.3	30.9
Sioux City, IA	\$4.69	\$0.90	\$5.59	\$5.78	\$1.63	\$7.40	23.2	81.2	32.5
Boise, ID	\$9.91	\$1.76	\$11.68	\$12.24	\$3.32	\$15.56	23.5	88.3	33.3
Coeur d'Alene, ID	\$23.17	\$3.65	\$26.82	\$28.28	\$6.95	\$35.23	22.1	90.2	31.4
Idaho Falls, ID	\$5.74	\$1.18	\$6.92	\$7.11	\$2.02	\$9.12	23.7	70.8	31.8
Moscow, ID	\$3.29	\$0.61	\$3.90	\$4.05	\$1.09	\$5.14	23.1	80.1	32.0
Nampa, ID	\$2.93	\$0.63	\$3.56	\$3.62	\$1.05	\$4.67	23.5	66.1	31.1
Pocatello, ID	\$1.38	\$0.23	\$1.61	\$1.69	\$0.45	\$2.14	22.7	91.9	32.8
Twin Falls, ID	\$2.04	\$0.43	\$2.47	\$2.51	\$0.72	\$3.23	23.2	68.0	31.0
Bloomington-Normal, IL	\$21.42	\$3.03	\$24.45	\$25.85	\$6.36	\$32.21	20.7	109.9	31.7
Carbondale, IL	\$1.78	\$0.35	\$2.14	\$2.16	\$0.61	\$2.76	20.8	72.8	29.4
Champaign, IL	\$9.09	\$1.69	\$10.78	\$11.13	\$2.98	\$14.10	22.4	75.7	30.8
Charleston, IL	\$2.95	\$0.32	\$3.27	\$3.53	\$0.77	\$4.30	19.6	145.4	31.7

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IN \$ MILLIONS

DMR	2012			2013			2012 vs. 2013 % Change		
	Mobile National	Mobile Local	Total Mobile	Mobile National	Mobile Local	Total Mobile	National	Local	Total
Chicago, IL	\$351.84	\$55.13	\$406.98	\$433.78	\$117.63	\$551.41	23.3	113.4	35.5
Harrisburg, IL	\$2.36	\$0.47	\$2.83	\$2.92	\$0.82	\$3.73	23.4	74.2	31.8
Moline, IL	\$6.04	\$1.32	\$7.36	\$7.53	\$2.17	\$9.70	24.6	64.7	31.8
Mount Vernon, IL	\$0.53	\$0.11	\$0.65	\$0.66	\$0.19	\$0.85	23.5	70.1	31.5
Newton, IL	\$0.66	\$0.17	\$0.83	\$0.81	\$0.27	\$1.08	22.9	60.9	30.7
Peoria, IL	\$12.35	\$2.25	\$14.60	\$15.17	\$4.13	\$19.29	22.8	83.3	32.1
Quincy, IL	\$2.95	\$0.61	\$3.56	\$3.62	\$1.05	\$4.67	22.9	72.7	31.4
Rockford, IL	\$37.64	\$7.69	\$45.33	\$45.52	\$14.00	\$59.52	20.9	82.1	31.3
Springfield, IL	\$12.43	\$2.44	\$14.87	\$15.41	\$4.29	\$19.69	24.0	75.6	32.5
Vandalia, IL	\$2.70	\$0.57	\$3.27	\$3.35	\$0.99	\$4.34	24.1	73.4	32.7
Vincennes, IL	\$0.67	\$0.14	\$0.81	\$0.82	\$0.24	\$1.06	23.1	66.4	30.7
Bloomington, IN	\$4.87	\$0.86	\$5.73	\$6.01	\$1.62	\$7.63	23.4	89.4	33.3
Elkhart, IN	\$6.97	\$1.86	\$8.83	\$8.41	\$3.19	\$11.60	20.7	71.5	31.4
Fort Wayne, IN	\$22.15	\$4.59	\$26.74	\$27.23	\$7.95	\$35.17	22.9	73.1	31.5
Gary, IN	\$14.72	\$2.88	\$17.60	\$18.19	\$5.07	\$23.26	23.6	76.1	32.2
Indianapolis, IN	\$75.29	\$14.22	\$89.51	\$92.64	\$26.40	\$119.04	23.0	85.7	33.0
Jasper, IN	\$2.65	\$0.67	\$3.32	\$3.30	\$1.10	\$4.40	24.4	64.6	32.5
Kokomo, IN	\$5.24	\$1.11	\$6.35	\$6.44	\$1.85	\$8.30	23.0	66.9	30.7
Lafayette, IN	\$16.20	\$2.54	\$18.74	\$19.81	\$4.64	\$24.45	22.3	82.5	30.5
Muncie, IN	\$10.56	\$1.85	\$12.41	\$12.89	\$3.47	\$16.36	22.1	87.1	31.8
Richmond, IN	\$4.28	\$0.65	\$4.93	\$5.30	\$1.35	\$6.65	23.8	107.7	34.9
South Bend, IN	\$18.43	\$3.66	\$22.09	\$22.40	\$6.42	\$28.82	21.6	75.4	30.5
Terre Haute, IN	\$5.23	\$0.97	\$6.20	\$6.43	\$1.72	\$8.15	22.9	77.3	31.4
Dodge City, KS	\$8.32	\$1.72	\$10.04	\$10.20	\$2.87	\$13.07	22.6	67.4	30.2
Emporia, KS	\$0.27	\$0.05	\$0.32	\$0.33	\$0.09	\$0.42	23.1	84.8	32.8
Fort Scott, KS	\$1.97	\$0.44	\$2.41	\$2.42	\$0.72	\$3.14	23.0	63.2	30.3
Garden City, KS	\$0.96	\$0.16	\$1.12	\$1.18	\$0.31	\$1.50	23.3	95.3	33.6
Grinnell, KS	\$0.30	\$0.08	\$0.38	\$0.38	\$0.11	\$0.49	24.4	49.3	29.3
Independence, KS	\$4.53	\$0.60	\$5.13	\$5.59	\$1.34	\$6.93	23.5	122.4	35.1
Lamed, KS	\$0.39	\$0.09	\$0.49	\$0.49	\$0.15	\$0.64	24.2	63.8	31.7
Liberal, KS	\$0.79	\$0.16	\$0.95	\$0.97	\$0.27	\$1.25	22.9	71.4	31.0
Manhattan, KS	\$5.17	\$0.99	\$6.16	\$6.28	\$1.73	\$8.01	21.4	75.4	30.1
Salina, KS	\$2.77	\$0.63	\$3.40	\$3.42	\$1.02	\$4.43	23.4	61.4	30.4
Seldon, KS	\$1.04	\$0.24	\$1.27	\$1.27	\$0.37	\$1.64	22.6	57.6	29.1
Stockton, KS	\$1.52	\$0.35	\$1.87	\$1.89	\$0.57	\$2.46	24.6	62.6	31.7
Wichita, KS	\$15.46	\$3.07	\$18.53	\$19.06	\$5.44	\$24.49	23.3	77.1	32.2
Bowling Green, KY	\$4.36	\$0.79	\$5.15	\$5.29	\$1.47	\$6.76	21.4	86.0	31.3
Columbia, KY	\$1.45	\$0.16	\$1.61	\$1.82	\$0.32	\$2.14	25.6	101.5	33.1
Danville, KY	\$2.07	\$0.38	\$2.45	\$2.53	\$0.68	\$3.21	22.5	76.1	30.9
Evansville, KY	\$9.22	\$1.81	\$11.04	\$11.30	\$3.23	\$14.54	22.5	78.5	31.7
Frankfort, KY	\$1.06	\$0.27	\$1.33	\$1.34	\$0.41	\$1.75	26.1	52.9	31.5
Greenville, KY	\$0.67	\$0.09	\$0.76	\$0.83	\$0.18	\$1.01	24.2	99.8	33.1

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MOBILE AD SPENDING REPORT BY DIGITAL MARKETING REGION

IN \$ MILLIONS

DMR	2012			2013			2012 vs. 2013 % Change		
	Mobile National	Mobile Local	Total Mobile	Mobile National	Mobile Local	Total Mobile	National	Local	Total
Hazard, KY	\$12.89	\$0.82	\$13.71	\$16.02	\$2.20	\$18.22	24.3	166.6	32.9
Hopkinsville, KY	\$2.78	\$0.58	\$3.36	\$3.42	\$0.98	\$4.40	23.0	69.6	31.0
Lexington, KY	\$20.03	\$3.53	\$23.56	\$24.37	\$6.69	\$31.06	21.6	89.5	31.8
Louisville, KY	\$54.31	\$9.34	\$63.65	\$67.05	\$18.15	\$85.20	23.5	94.2	33.9
Monticello, KY	\$1.65	\$0.26	\$1.91	\$2.03	\$0.54	\$2.57	22.8	108.0	34.3
Owensboro, KY	\$1.99	\$0.35	\$2.34	\$2.46	\$0.68	\$3.14	23.4	93.4	34.0
Paducah, KY	\$7.01	\$0.78	\$7.80	\$8.70	\$1.63	\$10.33	24.0	108.1	32.5
Paintsville, KY	\$0.77	\$0.17	\$0.94	\$0.94	\$0.32	\$1.26	22.1	89.0	34.1
Sandy Hook, KY	\$2.77	\$0.55	\$3.32	\$3.41	\$0.96	\$4.37	23.2	75.1	31.7
Williamsburg, KY	\$2.15	\$0.38	\$2.54	\$2.63	\$0.72	\$3.35	22.3	86.8	32.0
Alexandria, LA	\$3.81	\$0.69	\$4.50	\$4.70	\$1.33	\$6.03	23.3	92.2	33.9
Baton Rouge, LA	\$14.04	\$2.94	\$16.98	\$17.37	\$5.14	\$22.50	23.7	74.6	32.5
Houma, LA	\$3.98	\$0.90	\$4.88	\$4.89	\$1.54	\$6.43	22.9	71.5	31.9
La Place, LA	\$2.31	\$0.81	\$3.12	\$2.91	\$1.10	\$4.01	25.9	35.7	28.4
Lafayette, LA	\$10.07	\$1.60	\$11.67	\$12.45	\$3.16	\$15.61	23.6	97.0	33.7
Lake Charles, LA	\$4.63	\$0.85	\$5.49	\$5.70	\$1.56	\$7.26	23.0	82.7	32.3
Monroe, LA	\$5.78	\$0.92	\$6.69	\$7.16	\$1.83	\$8.99	23.9	99.5	34.3
Natchitoches, LA	\$1.45	\$0.38	\$1.83	\$1.81	\$0.57	\$2.39	25.3	51.4	30.7
New Orleans, LA	\$26.69	\$4.13	\$30.83	\$33.12	\$9.04	\$42.16	24.1	118.7	36.8
Shreveport, LA	\$12.19	\$1.58	\$13.77	\$14.56	\$3.45	\$18.01	19.4	118.8	30.8
St. Joseph, LA	\$1.75	\$0.60	\$2.36	\$2.12	\$1.30	\$3.42	20.8	114.9	44.9
Boston, MA	\$170.70	\$26.32	\$197.02	\$208.73	\$55.36	\$264.09	22.3	110.3	34.0
Springfield, MA	\$8.15	\$1.61	\$9.76	\$10.00	\$2.94	\$12.94	22.6	82.3	32.5
Worcester, MA	\$11.96	\$2.05	\$14.02	\$14.55	\$4.04	\$18.58	21.6	96.6	32.6
Baltimore, MD	\$92.97	\$13.09	\$106.06	\$114.65	\$29.41	\$144.06	23.3	124.7	35.8
Hagerstown, MD	\$50.59	\$7.64	\$58.23	\$61.61	\$15.37	\$76.98	21.8	101.2	32.2
Salisbury, MD	\$8.57	\$1.39	\$9.96	\$10.62	\$2.76	\$13.38	23.9	99.1	34.4
Aroostook, ME	\$0.37	\$0.07	\$0.44	\$0.46	\$0.13	\$0.59	24.5	81.2	34.0
Bangor, ME	\$2.80	\$0.55	\$3.35	\$3.45	\$0.99	\$4.44	23.3	78.9	32.5
Portland, ME	\$29.85	\$4.23	\$34.07	\$37.02	\$9.02	\$46.04	24.0	113.4	35.1
Battle Creek, MI	\$3.43	\$0.68	\$4.11	\$4.29	\$1.21	\$5.50	24.8	78.6	33.6
Bay City, MI	\$12.07	\$1.24	\$13.31	\$14.87	\$2.23	\$17.10	23.2	80.3	28.5
Benton Harbor, MI	\$3.00	\$0.60	\$3.60	\$3.72	\$1.11	\$4.83	23.8	85.6	34.1
Cheboygan, MI	\$1.03	\$0.20	\$1.23	\$1.29	\$0.35	\$1.64	24.9	77.0	33.3
Detroit, MI	\$151.73	\$28.00	\$179.73	\$186.49	\$54.01	\$240.50	22.9	92.9	33.8
Flint, MI	\$14.52	\$2.48	\$16.99	\$17.97	\$4.70	\$22.66	23.8	89.6	33.4
Grand Rapids, MI	\$46.18	\$8.31	\$54.49	\$57.20	\$15.81	\$73.01	23.9	90.2	34.0
Houghton, MI	\$0.43	\$0.08	\$0.52	\$0.53	\$0.15	\$0.68	22.4	77.0	31.2
Kalamazoo, MI	\$9.29	\$1.68	\$10.97	\$11.55	\$3.22	\$14.77	24.4	91.1	34.6
Lansing, MI	\$19.98	\$4.03	\$24.01	\$24.63	\$6.99	\$31.62	23.3	73.3	31.7
Marquette, MI	\$2.67	\$0.57	\$3.24	\$3.28	\$0.97	\$4.26	23.2	69.9	31.5
Mount Pleasant, MI	\$4.16	\$0.75	\$4.91	\$4.99	\$1.31	\$6.29	19.8	75.0	28.2

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MOBILE AD SPENDING REPORT BY DIGITAL MARKETING REGION

IN \$ MILLIONS

DMR	2012			2013			2012 vs. 2013 % Change		
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Roscommon, MI	\$1.00	\$0.21	\$1.21	\$1.23	\$0.36	\$1.59	23.7	66.2	31.2
Saginaw, MI	\$6.57	\$1.32	\$7.89	\$8.11	\$2.29	\$10.40	23.4	73.8	31.8
Sault Ste. Marie, MI	\$2.44	\$0.35	\$2.80	\$3.03	\$0.70	\$3.73	23.9	98.6	33.3
Traverse City, MI	\$5.93	\$1.19	\$7.12	\$7.29	\$2.12	\$9.41	22.9	78.7	32.2
Alpena, MI	\$1.99	\$0.24	\$2.23	\$2.46	\$0.59	\$3.05	23.7	141.2	36.5
Brainerd, MN	\$1.50	\$0.28	\$1.78	\$1.85	\$0.50	\$2.35	23.2	79.9	32.1
Detroit Lakes, MN	\$1.34	\$0.29	\$1.63	\$1.67	\$0.48	\$2.15	24.6	66.3	32.0
Duluth, MN	\$11.30	\$1.82	\$13.11	\$13.88	\$3.63	\$17.51	22.9	99.5	33.5
Fairmont, MN	\$0.20	\$0.04	\$0.24	\$0.24	\$0.07	\$0.31	24.0	66.2	31.6
Faribault, MN	\$1.27	\$0.25	\$1.52	\$1.51	\$0.43	\$1.95	19.2	73.0	28.1
Jackson, MN	\$4.95	\$1.01	\$5.96	\$6.06	\$1.73	\$7.79	22.4	72.1	30.8
Marshall, MN	\$1.51	\$0.36	\$1.87	\$1.87	\$0.57	\$2.45	24.2	58.8	30.9
Minneapolis-Saint Paul, MN	\$167.12	\$30.28	\$197.40	\$204.99	\$57.79	\$262.77	22.7	90.8	33.1
Mission Creek, MN	\$1.47	\$0.28	\$1.75	\$1.82	\$0.52	\$2.34	23.7	83.8	33.4
Owatonna, MN	\$2.82	\$0.51	\$3.32	\$3.40	\$0.92	\$4.32	20.8	81.6	30.1
Ponemah, MN	\$1.72	\$0.27	\$2.00	\$2.15	\$0.54	\$2.70	25.0	99.6	35.1
Rochester, MN	\$8.08	\$1.81	\$9.89	\$9.97	\$2.90	\$12.87	23.4	60.3	30.2
St. Cloud, MN	\$7.38	\$1.28	\$8.66	\$9.14	\$2.45	\$11.59	23.9	91.6	33.9
Willmar, MN	\$5.70	\$0.89	\$6.59	\$7.08	\$1.77	\$8.85	24.3	98.1	34.3
Woodbury, MN	\$2.28	\$0.50	\$2.79	\$2.83	\$0.84	\$3.66	23.8	65.8	31.4
Albany, MO	\$0.18	\$0.04	\$0.21	\$0.22	\$0.06	\$0.29	24.9	80.9	34.2
Cape Girardeau, MO	\$4.88	\$0.94	\$5.82	\$6.00	\$1.66	\$7.66	23.1	75.8	31.6
Columbia, MO	\$14.77	\$1.85	\$16.62	\$17.93	\$4.09	\$22.02	21.4	121.6	32.5
Forsyth, MO	\$59.49	\$2.60	\$62.09	\$73.44	\$11.80	\$85.24	23.4	353.7	37.3
Jefferson City, MO	\$3.89	\$1.01	\$4.91	\$4.88	\$1.52	\$6.41	25.3	50.5	30.5
Joplin, MO	\$3.53	\$0.68	\$4.21	\$4.37	\$1.21	\$5.58	23.7	78.1	32.4
Kansas City, MO	\$113.60	\$19.10	\$132.70	\$139.27	\$36.73	\$176.00	22.6	92.3	32.6
Kennett, MO	\$0.44	\$0.09	\$0.53	\$0.54	\$0.16	\$0.70	22.5	83.0	32.3
Mountain View, MO	\$0.30	\$0.06	\$0.36	\$0.38	\$0.11	\$0.48	23.3	85.6	33.3
New London, MO	\$0.48	\$0.08	\$0.56	\$0.59	\$0.16	\$0.75	23.7	93.9	34.3
Poplar Bluff, MO	\$3.55	\$0.33	\$3.89	\$4.33	\$0.66	\$4.99	21.9	97.8	28.4
Rolla, MO	\$3.15	\$0.59	\$3.74	\$3.88	\$1.03	\$4.91	23.3	73.7	31.3
Roubidoux, MO	\$0.76	\$0.16	\$0.92	\$0.93	\$0.27	\$1.20	22.3	71.3	30.9
Springfield, MO	\$15.26	\$2.24	\$17.50	\$18.84	\$4.62	\$23.46	23.5	105.9	34.0
St. Louis, MO	\$138.02	\$23.45	\$161.46	\$169.87	\$46.32	\$216.19	23.1	97.6	33.9
Warsaw, MO	\$0.16	\$0.03	\$0.19	\$0.20	\$0.06	\$0.26	24.6	80.9	33.9
Wildwood, MO	\$3.53	\$0.50	\$4.03	\$4.26	\$0.99	\$5.25	20.7	95.9	30.1
Biloxi, MS	\$7.38	\$1.32	\$8.70	\$9.14	\$2.41	\$11.55	23.8	82.4	32.7
Clarksdale, MS	\$9.08	\$1.49	\$10.58	\$11.19	\$2.73	\$13.92	23.2	82.7	31.6
Columbus, MS	\$1.78	\$0.26	\$2.04	\$2.07	\$0.52	\$2.59	16.4	97.0	26.8
Greenville, MS	\$1.35	\$0.24	\$1.59	\$1.66	\$0.46	\$2.12	23.2	89.1	33.3
Greenwood, MS	\$3.59	\$0.40	\$3.99	\$4.29	\$0.85	\$5.14	19.4	111.4	28.7

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Hattiesburg, MS	\$5.53	\$0.86	\$6.39	\$6.68	\$1.67	\$8.35	20.9	93.1	30.7
Jackson, MS	\$19.80	\$3.08	\$22.89	\$24.33	\$6.19	\$30.52	22.8	101.0	33.4
Meridian, MS	\$1.88	\$0.42	\$2.30	\$2.33	\$0.67	\$3.00	23.8	61.3	30.6
Tupelo, MS	\$2.58	\$0.56	\$3.14	\$3.18	\$0.96	\$4.14	23.3	71.0	31.8
Tylertown, MS	\$6.59	\$1.33	\$7.92	\$8.16	\$2.29	\$10.45	23.7	72.4	31.9
Water Valley, MS	\$3.15	\$0.51	\$3.66	\$3.72	\$0.97	\$4.70	18.1	92.9	28.4
Woodville, MS	\$1.25	\$0.21	\$1.46	\$1.53	\$0.41	\$1.94	22.2	95.8	32.8
Billings, MT	\$8.39	\$1.56	\$9.96	\$10.39	\$2.80	\$13.18	23.8	78.8	32.4
Bozeman, MT	\$1.70	\$0.30	\$2.00	\$2.08	\$0.56	\$2.64	22.4	87.7	32.1
Butte, MT	\$0.42	\$0.11	\$0.54	\$0.53	\$0.17	\$0.70	25.5	48.8	30.5
Glasgow, MT	\$0.44	\$0.09	\$0.53	\$0.55	\$0.15	\$0.70	24.2	68.9	31.9
Glendive, MT	\$10.01	\$0.88	\$10.88	\$11.99	\$2.13	\$14.11	19.8	142.5	29.7
Great Falls, MT	\$3.71	\$0.71	\$4.42	\$4.58	\$1.25	\$5.83	23.5	76.4	31.9
Hinsdale, MT	\$0.40	\$0.03	\$0.43	\$0.51	\$0.09	\$0.60	26.3	255.4	40.4
Missoula, MT	\$2.52	\$0.50	\$3.02	\$3.12	\$0.88	\$4.00	23.8	74.6	32.2
Redstone, MT	\$0.35	\$0.08	\$0.43	\$0.43	\$0.13	\$0.56	24.0	71.1	32.4
Sundance, MT	\$1.43	\$0.23	\$1.66	\$1.77	\$0.45	\$2.22	23.8	94.8	33.8
Ahoskie, NC	\$0.25	\$0.05	\$0.29	\$0.31	\$0.09	\$0.40	24.2	94.8	35.4
Asheville, NC	\$8.22	\$1.53	\$9.76	\$10.19	\$2.82	\$13.01	23.9	84.0	33.4
Boone, NC	\$4.01	\$0.75	\$4.76	\$4.87	\$1.39	\$6.26	21.7	84.7	31.6
Charlotte, NC	\$48.85	\$7.15	\$56.00	\$60.19	\$15.35	\$75.54	23.2	114.9	34.9
Cheoah, NC	\$0.09	\$0.02	\$0.11	\$0.11	\$0.03	\$0.15	23.3	116.9	36.8
Fayetteville, NC	\$8.37	\$1.66	\$10.04	\$10.33	\$2.92	\$13.25	23.4	75.4	32.0
Franklin, NC	\$2.75	\$0.36	\$3.11	\$3.32	\$0.75	\$4.07	20.5	111.1	30.9
Greensboro, NC	\$62.96	\$8.95	\$71.91	\$77.17	\$19.32	\$96.48	22.6	115.8	34.2
Greenville, NC	\$6.54	\$0.90	\$7.44	\$8.04	\$1.96	\$10.00	22.8	118.5	34.3
Havelock-New Bern, NC	\$1.74	\$0.31	\$2.05	\$2.17	\$0.57	\$2.75	24.5	86.9	33.9
Henderson, NC	\$0.28	\$0.06	\$0.34	\$0.35	\$0.10	\$0.45	21.8	80.1	31.6
Hickory, NC	\$4.51	\$1.09	\$5.60	\$5.52	\$1.85	\$7.37	22.3	70.1	31.6
Jacksonville, NC	\$3.66	\$0.72	\$4.38	\$4.50	\$1.26	\$5.76	22.9	75.2	31.5
Kinston, NC	\$5.06	\$1.07	\$6.13	\$6.20	\$1.85	\$8.05	22.5	73.5	31.3
Monroe, NC	\$2.71	\$0.52	\$3.23	\$3.36	\$0.95	\$4.31	24.0	82.1	33.3
Raleigh-Durham, NC	\$53.66	\$8.11	\$61.78	\$66.27	\$17.08	\$83.35	23.5	110.5	34.9
Rocky Mount, NC	\$1.69	\$0.37	\$2.06	\$2.07	\$0.62	\$2.69	23.0	66.6	30.9
Sanford, NC	\$3.75	\$0.67	\$4.42	\$4.63	\$1.30	\$5.92	23.5	92.7	34.0
Statesville, NC	\$4.17	\$0.80	\$4.97	\$5.16	\$1.49	\$6.65	23.8	85.7	33.7
Wilmington, NC	\$12.91	\$2.04	\$14.95	\$15.95	\$4.08	\$20.03	23.6	99.3	33.9
Bismarck, ND	\$4.92	\$0.86	\$5.79	\$6.14	\$1.60	\$7.74	24.8	85.1	33.8
Fargo, ND	\$7.16	\$1.35	\$8.51	\$8.84	\$2.48	\$11.32	23.4	84.3	33.0
Grand Forks, ND	\$10.94	\$1.85	\$12.80	\$13.09	\$3.34	\$16.42	19.6	79.9	28.3
Medina, ND	\$0.59	\$0.13	\$0.71	\$0.73	\$0.22	\$0.94	24.1	72.2	32.6
Minot, ND	\$2.01	\$0.42	\$2.42	\$2.50	\$0.70	\$3.20	24.5	67.7	31.9

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Rolette, ND	\$0.18	\$0.03	\$0.21	\$0.22	\$0.06	\$0.28	20.8	112.5	32.7
Columbus, NE	\$0.51	\$0.11	\$0.62	\$0.62	\$0.20	\$0.81	22.2	73.8	31.6
Grand Island, NE	\$2.96	\$0.63	\$3.59	\$3.63	\$1.03	\$4.66	22.8	63.6	30.0
Hastings, NE	\$1.73	\$0.31	\$2.04	\$2.16	\$0.53	\$2.69	24.5	73.7	31.9
Kearney, NE	\$2.72	\$0.58	\$3.30	\$3.38	\$0.96	\$4.34	24.2	67.1	31.7
Lincoln, NE	\$10.40	\$1.83	\$12.23	\$12.64	\$3.44	\$16.08	21.6	87.6	31.4
Norfolk, NE	\$1.56	\$0.33	\$1.90	\$1.94	\$0.55	\$2.49	23.7	65.4	31.1
North Platte, NE	\$1.73	\$0.35	\$2.08	\$2.14	\$0.60	\$2.74	23.5	71.8	31.6
Omaha, NE	\$88.94	\$14.67	\$103.61	\$110.15	\$31.88	\$142.02	23.8	117.2	37.1
Oxford, NE	\$0.12	\$0.03	\$0.15	\$0.15	\$0.05	\$0.19	24.1	67.0	32.2
Scottsbluff, NE	\$0.93	\$0.18	\$1.11	\$1.14	\$0.33	\$1.47	22.2	82.2	31.9
Sidney, NE	\$0.25	\$0.06	\$0.31	\$0.32	\$0.14	\$0.46	26.5	122.9	45.7
Stuart, NE	\$0.09	\$0.02	\$0.11	\$0.11	\$0.03	\$0.15	24.4	81.4	33.9
Keene, NH	\$2.01	\$0.51	\$2.52	\$2.49	\$0.81	\$3.30	24.0	57.1	30.7
Manchester, NH	\$35.16	\$4.80	\$39.96	\$43.00	\$9.98	\$52.99	22.3	108.1	32.6
Portsmouth, NH	\$16.66	\$2.90	\$19.56	\$20.59	\$5.60	\$26.19	23.6	92.8	33.9
Atlantic City, NJ	\$51.77	\$8.50	\$60.27	\$64.11	\$16.71	\$80.82	23.8	96.5	34.1
Edison, NJ	\$44.36	\$7.11	\$51.47	\$54.73	\$14.95	\$69.68	23.4	110.2	35.4
Newark, NJ	\$77.35	\$11.67	\$89.02	\$95.13	\$24.72	\$119.86	23.0	111.9	34.6
Trenton, NJ	\$22.83	\$4.17	\$26.99	\$27.94	\$7.75	\$35.69	22.4	86.0	32.2
Albuquerque, NM	\$23.98	\$5.06	\$29.04	\$29.69	\$8.59	\$38.27	23.8	69.5	31.8
Clovis, NM	\$5.27	\$0.97	\$6.24	\$6.30	\$1.71	\$8.01	19.5	76.0	28.3
Roswell, NM	\$0.64	\$0.12	\$0.76	\$0.77	\$0.22	\$1.00	21.6	79.3	31.0
Santa Fe, NM	\$4.04	\$0.74	\$4.78	\$4.99	\$1.32	\$6.31	23.5	77.4	31.9
Elko, NV	\$0.51	\$0.11	\$0.62	\$0.63	\$0.19	\$0.82	23.8	67.6	31.8
Las Vegas, NV	\$62.08	\$10.64	\$72.72	\$76.59	\$20.48	\$97.06	23.4	92.5	33.5
Reno, NV	\$17.97	\$3.17	\$21.15	\$22.03	\$6.00	\$28.04	22.6	89.1	32.6
Albany, NY	\$23.61	\$6.56	\$30.17	\$29.23	\$10.62	\$39.85	23.8	61.9	32.1
Binghamton, NY	\$9.01	\$1.58	\$10.59	\$11.14	\$3.04	\$14.19	23.7	92.4	33.9
Buffalo, NY	\$48.19	\$6.42	\$54.62	\$59.82	\$15.12	\$74.94	24.1	135.4	37.2
Kingston, NY	\$2.51	\$0.50	\$3.00	\$3.12	\$0.89	\$4.00	24.4	77.7	33.3
Lake Placid, NY	\$1.81	\$0.36	\$2.17	\$2.24	\$0.64	\$2.88	23.6	77.0	32.5
Massena, NY	\$0.95	\$0.20	\$1.16	\$1.16	\$0.35	\$1.52	22.4	72.4	31.3
Middletown, NY	\$4.81	\$0.91	\$5.72	\$5.93	\$1.67	\$7.60	23.3	84.2	33.0
New York, NY	\$549.83	\$70.39	\$620.22	\$672.33	\$168.95	\$841.28	22.3	140.0	35.6
Ostego, NY	\$0.72	\$0.14	\$0.86	\$0.90	\$0.25	\$1.15	24.3	78.7	33.2
Poughkeepsie, NY	\$3.50	\$0.69	\$4.19	\$4.33	\$1.24	\$5.57	23.8	79.3	33.0
Rochester, NY	\$25.12	\$4.76	\$29.88	\$31.18	\$8.87	\$40.05	24.1	86.4	34.1
Saratoga Springs, NY	\$407.14	\$14.62	\$421.76	\$504.19	\$66.79	\$570.98	23.8	356.8	35.4
Syracuse, NY	\$30.07	\$3.88	\$33.95	\$37.18	\$9.07	\$46.26	23.7	133.7	36.3
Utica, NY	\$3.92	\$0.73	\$4.65	\$4.88	\$1.35	\$6.23	24.4	84.5	33.9
Watertown, NY	\$2.66	\$0.59	\$3.25	\$3.29	\$0.95	\$4.24	23.8	60.5	30.5

APPENDIX

MOBILE AD SPENDING REPORT BY DIGITAL MARKETING REGION

IN \$ MILLIONS

DMR	2012			2013			2012 vs. 2013 % Change		
	Mobile National	Mobile Local	Total Mobile	Mobile National	Mobile Local	Total Mobile	National	Local	Total
Athens, OH	\$1.07	\$0.19	\$1.27	\$1.31	\$0.36	\$1.67	22.0	84.8	31.5
Canton, OH	\$12.48	\$2.39	\$14.87	\$15.25	\$4.37	\$19.62	22.2	83.0	32.0
Chillicothe, OH	\$1.61	\$0.35	\$1.96	\$2.00	\$0.57	\$2.58	24.2	65.4	31.5
Cincinnati, OH	\$70.83	\$13.11	\$83.94	\$87.57	\$24.86	\$112.43	23.6	89.5	33.9
Cleveland, OH	\$74.58	\$13.34	\$87.91	\$91.96	\$25.84	\$117.80	23.3	93.7	34.0
Columbus, OH	\$95.49	\$14.89	\$110.39	\$116.32	\$29.41	\$145.73	21.8	97.5	32.0
Dayton, OH	\$32.30	\$6.03	\$38.33	\$39.80	\$11.12	\$50.92	23.2	84.5	32.8
Findley, OH	\$12.39	\$1.90	\$14.29	\$15.38	\$3.89	\$19.28	24.1	105.4	34.9
Hamilton, OH	\$14.94	\$2.60	\$17.54	\$18.43	\$5.05	\$23.48	23.4	94.1	33.9
Lima, OH	\$5.15	\$1.01	\$6.16	\$6.31	\$1.83	\$8.14	22.7	80.4	32.2
Mansfield, OH	\$2.50	\$0.55	\$3.05	\$3.08	\$0.95	\$4.03	23.1	72.5	32.1
Portsmouth, OH	\$0.67	\$0.15	\$0.82	\$0.83	\$0.25	\$1.08	24.3	66.2	32.1
Sidney, OH	\$0.62	\$0.13	\$0.75	\$0.77	\$0.23	\$1.00	24.6	78.2	33.9
Toledo, OH	\$24.07	\$4.36	\$28.43	\$29.64	\$8.19	\$37.83	23.1	87.9	33.1
Youngstown, OH	\$12.08	\$2.08	\$14.16	\$14.83	\$4.03	\$18.86	22.7	94.2	33.2
Altus, OK	\$5.42	\$0.53	\$5.95	\$6.45	\$1.37	\$7.82	19.1	158.2	31.5
Alva, OK	\$0.46	\$0.10	\$0.57	\$0.57	\$0.17	\$0.74	23.3	66.4	31.1
Ardmore, OK	\$0.86	\$0.17	\$1.03	\$1.06	\$0.31	\$1.37	23.4	81.9	33.2
Broken Bow, OK	\$0.19	\$0.04	\$0.23	\$0.23	\$0.07	\$0.30	24.5	60.7	31.2
Cheyenne, OK	\$0.34	\$0.07	\$0.42	\$0.42	\$0.13	\$0.55	23.1	80.3	32.9
Enid, OK	\$1.09	\$0.22	\$1.31	\$1.35	\$0.40	\$1.74	23.3	82.4	33.1
Lawton, OK	\$3.90	\$0.80	\$4.70	\$4.81	\$1.45	\$6.26	23.3	81.8	33.2
McAlester, OK	\$0.98	\$0.19	\$1.17	\$1.21	\$0.34	\$1.55	23.3	79.4	32.5
Oklahoma City, OK	\$34.25	\$6.87	\$41.11	\$42.09	\$12.23	\$54.32	22.9	78.2	32.1
Tulsa, OK	\$25.78	\$4.62	\$30.39	\$31.88	\$8.84	\$40.72	23.7	91.6	34.0
Bend, OR	\$3.23	\$0.57	\$3.80	\$4.00	\$1.07	\$5.07	23.9	87.4	33.4
Corvallis, OR	\$1.51	\$0.26	\$1.77	\$1.83	\$0.50	\$2.33	21.0	94.7	31.7
Eugene, OR	\$8.46	\$1.68	\$10.15	\$10.40	\$3.02	\$13.42	22.8	79.5	32.2
Medford, OR	\$5.79	\$1.10	\$6.89	\$7.14	\$2.04	\$9.18	23.3	85.9	33.3
Moro, OR	\$0.51	\$0.12	\$0.62	\$0.63	\$0.19	\$0.82	23.4	62.9	30.7
Pendleton, OR	\$1.95	\$0.36	\$2.30	\$2.43	\$0.68	\$3.11	24.8	92.7	35.3
Portland, OR	\$42.36	\$8.31	\$50.67	\$52.19	\$15.29	\$67.48	23.2	84.0	33.2
Roseburg, OR	\$1.05	\$0.21	\$1.26	\$1.30	\$0.38	\$1.68	23.7	84.2	33.6
Salem, OR	\$6.16	\$1.33	\$7.49	\$7.60	\$2.26	\$9.87	23.3	70.3	31.7
Altoona, PA	\$2.48	\$0.49	\$2.97	\$3.04	\$0.86	\$3.90	22.5	74.8	31.2
Erie, PA	\$6.65	\$1.38	\$8.03	\$8.19	\$2.43	\$10.62	23.2	75.7	32.3
Harrisburg, PA	\$26.41	\$3.74	\$30.16	\$31.83	\$8.00	\$39.83	20.5	113.8	32.1
Johnstown, PA	\$2.41	\$0.42	\$2.83	\$2.98	\$0.83	\$3.80	23.5	97.9	34.5
Lebanon, PA	\$8.40	\$1.68	\$10.08	\$10.32	\$2.94	\$13.26	22.8	75.2	31.6
Philadelphia, PA	\$396.98	\$36.55	\$433.53	\$492.43	\$85.32	\$577.75	24.0	133.4	33.3
Pittsburgh, PA	\$56.89	\$9.95	\$66.84	\$70.00	\$19.17	\$89.17	23.1	92.6	33.4
State College, PA	\$15.00	\$2.75	\$17.74	\$17.65	\$5.04	\$22.69	17.7	83.5	27.9

APPENDIX

MOBILE AD SPENDING REPORT BY DIGITAL MARKETING REGION

IN \$ MILLIONS

DMR	2012			2013			2012 vs. 2013 % Change		
	Mobile National	Mobile Local	Total Mobile	Mobile National	Mobile Local	Total Mobile	National	Local	Total
Warren, PA	\$2.70	\$0.37	\$3.07	\$3.37	\$0.82	\$4.19	24.9	121.5	36.5
Wilkes Barre, PA	\$39.10	\$6.60	\$45.70	\$48.25	\$12.68	\$60.93	23.4	92.0	33.3
Williamsport, PA	\$2.64	\$0.54	\$3.18	\$3.24	\$0.99	\$4.23	22.7	82.9	32.9
York, PA	\$9.33	\$2.05	\$11.38	\$11.51	\$3.47	\$14.97	23.3	69.4	31.6
Providence, RI	\$19.90	\$3.68	\$23.58	\$24.44	\$7.02	\$31.46	22.8	90.8	33.5
Charleston, SC	\$18.33	\$2.84	\$21.16	\$22.68	\$5.62	\$28.30	23.8	98.1	33.7
Columbia, SC	\$37.67	\$5.17	\$42.84	\$46.77	\$10.87	\$57.65	24.2	110.4	34.6
Florence, SC	\$2.07	\$0.41	\$2.47	\$2.56	\$0.74	\$3.30	23.6	82.8	33.3
Greenville-Spartanburg, SC	\$22.12	\$3.63	\$25.75	\$27.32	\$7.56	\$34.88	23.5	108.0	35.5
Myrtle Beach, SC	\$11.85	\$1.60	\$13.45	\$14.58	\$3.51	\$18.09	23.0	119.8	34.5
Rock Hill, SC	\$6.02	\$0.90	\$6.92	\$7.23	\$1.78	\$9.01	20.2	97.5	30.3
Aberdeen, SD	\$1.83	\$0.38	\$2.21	\$2.25	\$0.64	\$2.89	22.9	67.8	30.6
Brookings, SD	\$3.78	\$0.90	\$4.68	\$4.65	\$1.42	\$6.07	22.9	58.7	29.8
Carlock, SD	\$0.09	\$0.01	\$0.11	\$0.11	\$0.03	\$0.14	19.3	106.5	30.9
Dupree, SD	\$0.03	\$0.01	\$0.03	\$0.03	\$0.01	\$0.05	24.5	62.9	31.9
Mitchell, SD	\$1.65	\$0.33	\$1.98	\$2.02	\$0.56	\$2.58	22.5	67.0	29.9
Pierre, SD	\$0.37	\$0.09	\$0.46	\$0.47	\$0.14	\$0.61	26.0	59.7	32.3
Rapid City, SD	\$4.18	\$0.71	\$4.89	\$5.14	\$1.34	\$6.48	22.9	88.1	32.4
Rosebud, SD	\$0.09	\$0.02	\$0.11	\$0.12	\$0.03	\$0.15	24.1	70.4	31.5
Sioux Falls, SD	\$20.46	\$2.94	\$23.41	\$24.74	\$6.05	\$30.79	20.9	105.6	31.6
Watertown, SD	\$0.06	\$0.01	\$0.07	\$0.08	\$0.02	\$0.10	24.5	86.9	34.7
Wesington Springs, SD	\$0.58	\$0.14	\$0.72	\$0.72	\$0.22	\$0.94	24.0	56.8	30.4
Yankton, SD	\$0.79	\$0.15	\$0.94	\$0.97	\$0.27	\$1.24	23.8	77.0	32.3
Bristol, TN	\$9.31	\$1.73	\$11.04	\$11.46	\$3.16	\$14.62	23.1	82.7	32.4
Chattanooga, TN	\$16.42	\$2.56	\$18.98	\$20.26	\$5.23	\$25.49	23.4	104.7	34.3
Clarksville, TN	\$4.97	\$1.06	\$6.03	\$6.10	\$1.74	\$7.84	22.6	64.7	30.0
Cookeville, TN	\$2.72	\$0.55	\$3.27	\$3.37	\$0.97	\$4.34	23.8	77.8	32.8
Jackson, TN	\$7.83	\$1.56	\$9.40	\$9.68	\$2.72	\$12.39	23.5	73.7	31.9
Knoxville TN	\$26.36	\$4.50	\$30.86	\$32.61	\$8.75	\$41.36	23.7	94.3	34.0
Memphis, TN	\$30.48	\$5.51	\$35.99	\$37.54	\$10.60	\$48.14	23.2	92.4	33.8
Morristown, TN	\$1.74	\$0.35	\$2.09	\$2.15	\$0.64	\$2.79	23.3	81.7	33.1
Nashville, TN	\$44.88	\$7.68	\$52.56	\$55.16	\$14.79	\$69.95	22.9	92.5	33.1
Union City, TN	\$0.92	\$0.19	\$1.11	\$1.15	\$0.33	\$1.47	23.9	73.8	32.4
Abilene, TX	\$5.55	\$0.66	\$6.21	\$7.01	\$1.65	\$8.66	26.3	148.8	39.4
Amarillo, TX	\$6.19	\$1.22	\$7.41	\$7.63	\$2.27	\$9.90	23.3	85.3	33.6
Austin, TX	\$45.90	\$6.19	\$52.10	\$56.28	\$13.90	\$70.19	22.6	124.6	34.7
Beaumont, TX	\$5.04	\$1.04	\$6.08	\$6.29	\$1.88	\$8.17	24.9	80.7	34.5
Bryan, TX	\$7.38	\$1.12	\$8.50	\$8.67	\$2.21	\$10.88	17.5	97.2	28.0
Copperas Cove, TX	\$0.92	\$0.11	\$1.03	\$1.13	\$0.22	\$1.35	23.3	103.9	31.8
Corpus Christi, TX	\$9.34	\$1.43	\$10.77	\$11.47	\$2.93	\$14.40	22.7	105.6	33.7
Dallas, TX	\$283.42	\$49.08	\$332.50	\$347.49	\$99.74	\$447.23	22.6	103.2	34.5
El Paso, TX	\$35.25	\$4.09	\$39.34	\$43.49	\$10.55	\$54.04	23.4	158.0	37.4

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MOBILE AD SPENDING REPORT BY DIGITAL MARKETING REGION

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DMR	2012			2013			2012 vs. 2013 % Change		
	Mobile National	Mobile Local	Total Mobile	Mobile National	Mobile Local	Total Mobile	National	Local	Total
Fort Worth, TX	\$41.82	\$7.42	\$49.24	\$51.39	\$14.15	\$65.54	22.9	90.8	33.1
Houston, TX	\$122.97	\$24.83	\$147.80	\$151.37	\$48.44	\$199.81	23.1	95.1	35.2
Laredo, TX	\$5.21	\$0.71	\$5.92	\$6.36	\$1.54	\$7.90	22.1	118.0	33.6
Llano, TX	\$0.35	\$0.08	\$0.43	\$0.44	\$0.13	\$0.57	24.3	74.9	33.2
Longview, TX	\$3.92	\$0.79	\$4.72	\$4.84	\$1.38	\$6.22	23.3	74.6	32.0
Lubbock, TX	\$8.58	\$1.28	\$9.86	\$10.36	\$2.60	\$12.96	20.7	104.1	31.5
Lufkin, TX	\$2.33	\$0.42	\$2.75	\$2.89	\$0.81	\$3.70	24.0	92.9	34.5
Marshall, TX	\$0.46	\$0.10	\$0.56	\$0.57	\$0.18	\$0.74	23.0	77.8	32.6
Matador, TX	\$0.37	\$0.08	\$0.45	\$0.46	\$0.13	\$0.59	24.3	65.9	31.4
McAllen, TX	\$7.38	\$1.26	\$8.63	\$9.12	\$2.40	\$11.52	23.6	91.1	33.5
Midland, TX	\$2.06	\$0.45	\$2.51	\$2.54	\$0.78	\$3.32	23.5	73.6	32.4
Mount Pleasant, TX	\$0.57	\$0.12	\$0.69	\$0.69	\$0.21	\$0.90	21.5	75.9	31.0
Nacogdoches, TX	\$0.35	\$0.07	\$0.43	\$0.44	\$0.13	\$0.57	23.4	74.8	32.3
Odessa, TX	\$1.15	\$0.23	\$1.38	\$1.42	\$0.42	\$1.84	23.4	82.6	33.3
Palestine, TX	\$1.25	\$0.24	\$1.49	\$1.55	\$0.43	\$1.98	23.3	83.2	32.9
Pampa, TX	\$0.29	\$0.06	\$0.36	\$0.36	\$0.11	\$0.47	23.0	70.3	31.6
Paris, TX	\$0.82	\$0.16	\$0.98	\$1.02	\$0.28	\$1.30	24.3	78.1	33.0
San Angelo, TX	\$5.30	\$0.71	\$6.01	\$6.57	\$1.61	\$8.18	24.1	125.5	36.1
San Antonio, TX	\$56.21	\$7.97	\$64.18	\$69.92	\$17.80	\$87.72	24.4	123.3	36.7
Sanderson, TX	\$0.57	\$0.10	\$0.66	\$0.70	\$0.19	\$0.89	22.8	94.8	33.3
Temple, TX	\$8.67	\$1.80	\$10.47	\$10.74	\$3.07	\$13.81	23.9	70.7	31.9
Texarkana, TX	\$3.01	\$0.63	\$3.64	\$3.73	\$1.05	\$4.78	23.9	67.0	31.3
Tyler, TX	\$9.65	\$1.37	\$11.03	\$11.89	\$2.99	\$14.88	23.2	117.2	35.0
Uvalde, TX	\$0.75	\$0.10	\$0.86	\$0.94	\$0.23	\$1.17	24.8	123.5	36.7
Victoria, TX	\$3.37	\$0.67	\$4.04	\$4.16	\$1.19	\$5.35	23.3	76.6	32.2
Waco, TX	\$3.22	\$0.57	\$3.79	\$3.98	\$1.10	\$5.08	23.8	92.4	34.1
Wichita Falls, TX	\$5.94	\$1.17	\$7.10	\$7.40	\$2.07	\$9.47	24.7	76.8	33.2
Ogden, UT	\$6.06	\$1.19	\$7.25	\$7.37	\$2.11	\$9.48	21.6	76.9	30.7
Richfield, UT	\$2.51	\$0.36	\$2.87	\$3.03	\$0.72	\$3.74	20.5	99.3	30.4
Salt Lake City, UT	\$76.60	\$13.45	\$90.05	\$93.91	\$25.87	\$119.78	22.6	92.3	33.0
St. George, UT	\$3.58	\$0.50	\$4.08	\$4.37	\$1.07	\$5.44	22.0	113.2	33.2
Blacksburg, VA	\$3.32	\$0.54	\$3.87	\$3.92	\$1.06	\$4.97	17.8	94.4	28.6
Charlottesville, VA	\$31.10	\$4.70	\$35.80	\$38.06	\$8.60	\$46.66	22.4	83.0	30.4
Covington, VA	\$0.89	\$0.18	\$1.07	\$1.09	\$0.31	\$1.40	22.1	70.7	30.4
Danville, VA	\$3.18	\$0.47	\$3.65	\$3.89	\$0.99	\$4.87	22.3	110.5	33.7
Fredericksburg, VA	\$7.53	\$1.52	\$9.05	\$9.27	\$2.57	\$11.84	23.1	69.4	30.9
Galax, VA	\$0.76	\$0.17	\$0.93	\$0.94	\$0.29	\$1.23	23.5	69.5	32.0
Gloucester, VA	\$1.19	\$0.22	\$1.41	\$1.46	\$0.40	\$1.86	22.6	80.4	31.7
Harrisonburg, VA	\$4.41	\$0.77	\$5.19	\$5.38	\$1.43	\$6.81	21.8	85.1	31.2
Lancaster, VA	\$1.07	\$0.26	\$1.34	\$1.32	\$0.41	\$1.73	23.4	54.7	29.6
Lynchburg, VA	\$4.06	\$0.66	\$4.72	\$4.89	\$1.32	\$6.21	20.4	101.2	31.6
Manassas, VA	\$15.68	\$3.28	\$18.96	\$19.44	\$5.57	\$25.00	23.9	69.6	31.8

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MOBILE AD SPENDING REPORT BY DIGITAL MARKETING REGION

IN \$ MILLIONS

DMR	2012			2013			2012 vs. 2013 % Change		
	Mobile National	Mobile Local	Total Mobile	Mobile National	Mobile Local	Total Mobile	National	Local	Total
Marion, VA	\$4.59	\$0.64	\$5.23	\$5.66	\$1.41	\$7.08	23.5	121.0	35.4
Martinsville, VA	\$1.41	\$0.28	\$1.69	\$1.74	\$0.52	\$2.26	23.3	87.7	33.9
Newport News, VA	\$20.20	\$4.34	\$24.54	\$25.01	\$8.42	\$33.43	23.8	93.9	36.2
Norfolk, VA	\$64.20	\$10.15	\$74.35	\$78.96	\$20.18	\$99.14	23.0	98.9	33.3
Norton City, VA	\$8.15	\$0.74	\$8.89	\$9.91	\$1.70	\$11.61	21.6	129.8	30.6
Petersburg, VA	\$6.91	\$1.56	\$8.48	\$8.43	\$2.82	\$11.26	22.0	80.6	32.8
Richmond, VA	\$84.28	\$12.22	\$96.50	\$102.15	\$25.31	\$127.46	21.2	107.0	32.1
Roanoke, VA	\$15.69	\$2.48	\$18.17	\$19.53	\$5.08	\$24.62	24.5	104.8	35.5
Staunton, VA	\$2.02	\$0.41	\$2.43	\$2.47	\$0.69	\$3.16	22.6	68.3	30.3
Suffolk, VA	\$10.44	\$1.29	\$11.73	\$13.08	\$2.95	\$16.04	25.3	128.4	36.7
Williamsburg, VA	\$10.88	\$1.73	\$12.61	\$13.40	\$3.41	\$16.80	23.1	96.5	33.2
Winchester, VA	\$14.95	\$2.64	\$17.59	\$18.38	\$4.80	\$23.19	23.0	82.1	31.8
Bennington, VT	\$0.92	\$0.17	\$1.09	\$1.13	\$0.34	\$1.47	23.2	98.1	34.9
Burlington, VT	\$7.57	\$1.34	\$8.91	\$9.33	\$2.50	\$11.83	23.3	86.8	32.8
Rutland, VT	\$1.29	\$0.22	\$1.51	\$1.59	\$0.45	\$2.04	23.8	99.2	35.0
Bainbridge Island, WA	\$4.99	\$1.29	\$6.28	\$6.25	\$1.93	\$8.18	25.2	49.7	30.2
Bellingham, WA	\$4.11	\$0.82	\$4.93	\$5.07	\$1.46	\$6.53	23.4	77.1	32.4
Okanogan, WA	\$0.12	\$0.02	\$0.15	\$0.15	\$0.05	\$0.20	23.9	87.3	34.5
Olympia, WA	\$6.38	\$1.42	\$7.80	\$7.92	\$2.32	\$10.24	24.2	63.0	31.3
Port Angeles, WA	\$0.74	\$0.13	\$0.87	\$0.91	\$0.25	\$1.16	23.8	88.2	33.6
Pullman, WA	\$0.84	\$0.18	\$1.02	\$1.02	\$0.31	\$1.33	21.1	74.2	30.4
Seattle, WA	\$93.87	\$16.20	\$110.08	\$115.79	\$30.54	\$146.33	23.3	88.5	32.9
Spokane, WA	\$7.85	\$1.54	\$9.38	\$9.70	\$2.75	\$12.45	23.7	78.7	32.7
Vancouver, WA	\$10.46	\$2.15	\$12.61	\$12.89	\$3.81	\$16.71	23.3	77.2	32.5
Walla Walla, WA	\$0.89	\$0.18	\$1.07	\$1.09	\$0.32	\$1.41	23.2	74.5	31.9
Yakima, WA	\$5.12	\$1.12	\$6.24	\$6.31	\$1.92	\$8.23	23.3	70.9	31.9
Eau Claire, WI	\$11.21	\$1.77	\$12.98	\$13.52	\$3.55	\$17.07	20.6	100.4	31.4
Florence, WI	\$0.48	\$0.09	\$0.56	\$0.60	\$0.16	\$0.76	24.5	90.8	34.6
Green Bay, WI	\$40.47	\$7.31	\$47.78	\$49.85	\$12.59	\$62.44	23.2	72.3	30.7
Iron Belt, WI	\$0.54	\$0.09	\$0.62	\$0.66	\$0.17	\$0.83	22.7	96.9	33.0
La Crosse, WI	\$16.55	\$2.10	\$18.64	\$20.08	\$4.51	\$24.59	21.4	115.2	31.9
Ladysmith, WI	\$2.70	\$0.50	\$3.20	\$3.28	\$0.90	\$4.18	21.6	78.7	30.6
Madison, WI	\$57.78	\$8.73	\$66.52	\$71.02	\$18.04	\$89.06	22.9	106.6	33.9
Milwaukee, WI	\$78.70	\$15.96	\$94.66	\$97.09	\$29.24	\$126.33	23.4	83.2	33.4
Oshkosh, WI	\$4.23	\$0.90	\$5.13	\$5.20	\$1.57	\$6.77	22.9	74.8	32.0
Steven's Point, WI	\$9.31	\$1.53	\$10.83	\$11.43	\$2.96	\$14.38	22.7	93.9	32.8
Wausau, WI	\$3.07	\$0.62	\$3.69	\$3.77	\$1.12	\$4.90	22.9	81.6	32.7
Bluefield, WV	\$1.64	\$0.28	\$1.92	\$2.04	\$0.54	\$2.57	24.2	91.5	34.0
Charleston, WV	\$12.40	\$2.33	\$14.74	\$15.35	\$4.18	\$19.53	23.8	79.0	32.5
Clarksburg, WV	\$3.09	\$0.62	\$3.71	\$3.82	\$1.06	\$4.88	23.4	71.4	31.5
Huntington, WV	\$2.92	\$0.55	\$3.47	\$3.55	\$0.99	\$4.54	21.9	79.6	31.0
Lewisburg, WV	\$0.37	\$0.08	\$0.45	\$0.46	\$0.15	\$0.61	23.0	82.1	33.7

APPENDIX

MOBILE AD SPENDING REPORT BY DIGITAL MARKETING REGION

IN \$ MILLIONS

DMR	2012			2013			2012 vs. 2013 % Change		
	Mobile National	Mobile Local	Total Mobile	Mobile National	Mobile Local	Total Mobile	National	Local	Total
Morgantown, WV	\$3.48	\$0.61	\$4.09	\$4.27	\$1.13	\$5.40	22.8	85.8	32.2
Parkersburg, WV	\$5.59	\$0.74	\$6.33	\$6.90	\$1.61	\$8.51	23.4	118.5	34.5
Parsons, WV	\$0.55	\$0.13	\$0.68	\$0.69	\$0.21	\$0.90	25.1	58.9	31.8
Weirton, WV	\$2.30	\$0.42	\$2.72	\$2.84	\$0.77	\$3.61	23.4	80.9	32.4
Wheeling, WV	\$7.67	\$1.17	\$8.84	\$9.36	\$2.27	\$11.63	22.1	93.9	31.6
Casper, WY	\$2.80	\$0.59	\$3.39	\$3.45	\$1.00	\$4.45	23.5	68.6	31.3
Cheyenne, WY	\$2.32	\$0.42	\$2.75	\$2.90	\$0.77	\$3.67	24.6	82.9	33.5
Cody, WY	\$0.49	\$0.10	\$0.59	\$0.61	\$0.17	\$0.77	23.6	71.3	31.4
Gillette, WY	\$0.97	\$0.23	\$1.21	\$1.20	\$0.39	\$1.59	23.5	67.9	32.0
Jackson, WY	\$1.18	\$0.18	\$1.36	\$1.47	\$0.36	\$1.83	24.3	104.2	34.7
Laramie, WY	\$1.93	\$0.28	\$2.21	\$2.22	\$0.53	\$2.75	14.9	86.6	24.2
US TOTALS	\$10,180.75	\$1,578.39	\$11,759.15	\$12,530.03	\$3,233.14	\$15,763.18	23.1	104.8	34.1

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