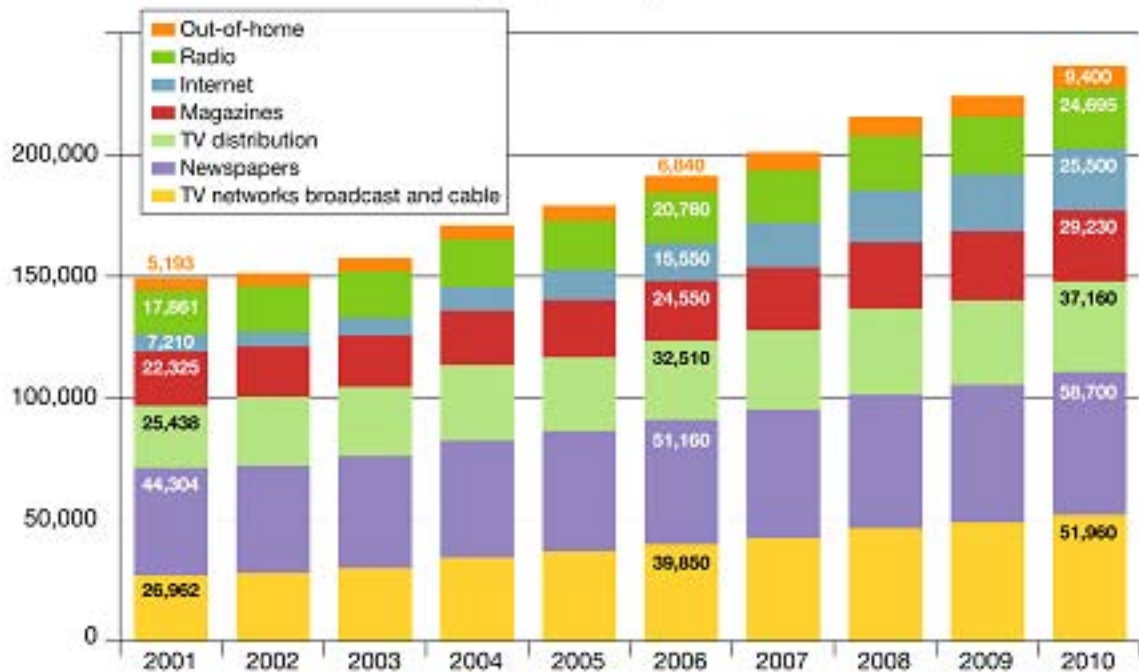


## Advertising spending in US (US\$ millions)



Note: Beginning in 2003, newspaper Web site advertising in the United States is included in both the newspaper and Internet segments but is counted only once in the overall total. Prior to 2003, newspaper Web site advertising in the U.S. is included only in the Internet segment.

Sources: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates