

San Diego Radio Top 10 Advertiser Categories

January – December 2011

CATEGORY	% TOTAL MARKET REVENUE	TOTAL YTD \$ INVESTED	VARIANCE TO YTD 2010
Auto Dealers	12.0	13,357,917	(4.7%)
Financial Services	7.9	8,711,780	(10.8)%
Restaurants	6.4	7,136,121	17.1%
Grocery/Convenience	5.5	6,092,116	(6.8)%
Health Care	4.8	5,272,351	(11.5%)
Insurance Companies	4.7	5,173,995	24.5%
Casinos/Lotteries	4.7	5,155,461	7.5%
Professional Services	4.4	4,908,822	7.0%
Television/Networks/ Cable Providers	4.0	4,407,805	(19.4)%
Communications/Cell Public Utilities	3.9	4,308,908	(33.3)%