

Appendix B: 2011 Expenditures

CATEGORY	DOLLAR VALUE (000)
Television Advertising: National Broadcast	
Television Advertising: National Cable	
Television Advertising: National Satellite	
TV NATIONAL TOTAL	
Television Advertising: Regional/Local Broadcast	
Television Advertising: Regional/Local Cable	
Television Advertising: Regional/Local Satellite	
TV REGIONAL/LOCAL TOTAL	
Radio Advertising: Subscription-based Satellite	
Radio Advertising: Measured Markets	
Radio Advertising: Unmeasured Markets	
RADIO TOTAL	
Magazine Advertising	
Newspaper Advertising	
Transit Advertising	
Outdoor Advertising	
Direct Mail Advertising	
Company-Sponsored Internet Sites	
Other Internet Site Advertising	
Other Digital Advertising	
Point of Sale Advertising: Logo-bearing Items	
Point of Sale Advertising: Non-logo Bearing Items	
Point of Sale Advertising: Retail Value-Added Expenditures	
Point of Sale Advertising: Other	
POS TOTAL	
Promotional Allowances	
Public Entertainment Events: Non Sports-Related Adult-Only	
Public Entertainment Events: Non Sports-Related General Audience	
PUBLIC ENTERTAINMENT TOTAL	
Sponsorship of Sporting Events, Sports Teams, or Individual Athletes	
Spring Break Promotions	
Product Placements	
In-Cinema Advertising	
Telemarketing	
<i>Cross Categories</i>	
Sports and Sporting Events	
Social Responsibility Programs and Messages	

Note. See Appendix A for category definitions