

# San Diego Radio Top 10 Advertiser Categories

Jan – Dec 2010

CATEGORY	% TOTAL MARKET REVENUE	TOTAL YTD \$ INVESTED	VARIANCE TO YTD 2009
Auto Dealers	11.8	14,015,371	22.0%
Financial Services	8.0	9,514,100	2.0%
Grocery/Convenience	5.5	6,535,431	18.6%
Communications/Cell Public Utilities	5.4	6,461,788	(10.7%)
Restaurants	5.1	6,074,707	(13.5%)
Political	4.9	5,762,847	528.6%
Health Care	4.7	5,633,084	(0.7%)
Television/Cable	4.6	5,462,094	8.1%
Professional Services	4.1	4,861,551	10.0%
Casinos/Lotteries	4.1	4,828,558	(16.9%)