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Advertising Job	January 06	February 06	march 06	April 06	May 06	June 06	July 06	August 06	September 06	October 06	November 06	December 06	January 07	February
AD AGENCIES	172.2	173	175.3	177.1	178	181.1	182.6	183.7	181.6	182	181.8	182	181.9	18
MEDIA BUYING AGENCIES, MEDIA REPS	41.3	42.3	41.6	41.5	40.5	41.5	41.9	42.4	41.8	41.5	42	42.2	42.1	4
DIRECT MAIL	69.8	70.8	69.6	69.6	68.3	69	68.1	68.8	69.3	69.9	69.7	69.5	69.1	6
PUBLIC RELA	46.6	46.6	46.9	46.2	46.4	47.8	48	48.3	46.2	45.6	46.6	46.6	47	4

TIONS AGENCIES														
ADV. MATERIAL DISTRIB. & OTHER ADV. SERVICES	84.7	85	83.2	86.1	87.2	89.4	88.9	90	89	91.6	90.4	87.1	83.3	
GRAPHIC DESIGN SERVICES	68.3	69.3	70	68.5	68.3	70.4	70	71.3	69.7	69.3	69.5	69	67.7	6
MKTG CONSULTING SERVICES	122.1	124.3	125.8	126.4	127.8	129.5	132.3	131.5	130.3	131.8	133.9	134.1	133.4	13
MARKET RESEARCH	106.4	108.7	109.2	108.4	108	109.3	108.5	110.6	108.7	110.6	110	107.4	103	10
ADV./ MKTG SERVICES1	711.4	720	721.6	723.8	724.5	738	740.3	746.6	736.6	742.3	743.9	737.9	727.5	73
TV BROADCASTING	126.2	126.7	126.5	126.4	126.5	127.8	127.3	128	128	129	129.6	130.2	130.3	13
CABLE & OTHER SUBSCRIPTION	88.9	89.6	89.6	90.3	89.3	89.6	91.5	90.4	90.1	90.4	90.8	91.9	89.5	9

PROGRAMMING														
RADIO B'CASTING	110.3	110.9	111.5	112.9	113.9	114.6	113.9	114.6	114.6	113.5	114.5	116.2	114.4	11
NEWSPAPERS	364.6	365.7	365.5	363.3	359.4	360.3	358.3	357.6	359.2	358.9	359.5	359.9	356.1	35
MAGAZINES	141.8	142.6	143.1	143.7	144.4	144.8	146.5	146.9	144	144	144.8	144.9	145.3	14
INTERNET PUBLISHING & B'CASTING	32.2	33.7	33.5	34	34.4	34.3	33.2	34.4	34.9	35.7	36.3	37	36.8	3
MEDIA2	864	869.2	869.7	870.6	867.9	871.4	870.7	871.9	870.8	871.5	875.5	880.1	872.4	87
TOTAL AD INDUSTRY 3	1,575.4	1,589.2	1,591.3	1,594.4	1,592.4	1,609.4	1,611.0	1,618.5	1,607.4	1,613.8	1,619.4	1,618.0	1,599.9	1,6

