

Detailed Monthly Revenue Figures (By Category)

	YTD	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year													
<u>Gross Revenues</u>													
Roadside - Billboards	\$ 178,457,663	\$ 19,725,918	\$ 18,065,696	\$ 21,072,485	\$ 19,122,288	\$ 19,462,349	\$ 19,291,084	\$ 18,653,617	\$ 19,881,809	\$ 23,182,417	\$ -	\$ -	\$ -
Roadside - Other	\$ 158,242,826	\$ 13,601,981	\$ 17,813,617	\$ 20,623,987	\$ 16,515,446	\$ 18,071,396	\$ 18,310,117	\$ 16,144,728	\$ 17,057,711	\$ 20,103,843	\$ -	\$ -	\$ -
Transport	\$ 96,707,954	\$ 8,560,334	\$ 10,420,146	\$ 12,443,667	\$ 8,962,029	\$ 11,107,537	\$ 11,940,182	\$ 9,842,009	\$ 10,549,249	\$ 12,882,801	\$ -	\$ -	\$ -
Retail/ Lifestyle/Other	\$ 74,121,938	\$ 4,697,865	\$ 6,068,979	\$ 9,242,016	\$ 8,956,174	\$ 9,002,915	\$ 9,266,783	\$ 7,767,684	\$ 9,153,818	\$ 9,965,704	\$ -	\$ -	\$ -
	\$ 507,530,381	\$ 46,586,098	\$ 52,368,438	\$ 63,382,155	\$ 53,555,937	\$ 57,644,197	\$ 58,808,166	\$ 52,408,038	\$ 56,642,587	\$ 66,134,765	\$ -	\$ -	\$ -
<u>Net Revenues</u>													
Roadside - Billboards	\$ 163,109,890	\$ 17,885,591	\$ 16,476,089	\$ 19,294,386	\$ 17,513,152	\$ 17,776,348	\$ 17,662,027	\$ 17,105,517	\$ 18,173,330	\$ 21,223,450	\$ -	\$ -	\$ -
Roadside - Other	\$ 144,030,552	\$ 12,399,616	\$ 16,208,936	\$ 18,744,377	\$ 15,032,700	\$ 16,431,789	\$ 16,646,472	\$ 14,710,663	\$ 15,530,183	\$ 18,325,816	\$ -	\$ -	\$ -
Transport	\$ 88,410,725	\$ 7,823,121	\$ 9,523,919	\$ 11,370,034	\$ 8,207,955	\$ 10,137,194	\$ 10,907,604	\$ 9,019,455	\$ 9,639,259	\$ 11,782,184	\$ -	\$ -	\$ -
Retail/ Lifestyle/Other	\$ 67,365,227	\$ 4,304,509	\$ 5,501,503	\$ 8,374,303	\$ 8,123,123	\$ 8,180,123	\$ 8,420,524	\$ 7,075,445	\$ 8,319,045	\$ 9,066,652	\$ -	\$ -	\$ -
	\$ 462,916,394	\$ 42,412,837	\$ 47,710,447	\$ 57,783,100	\$ 48,876,930	\$ 52,525,454	\$ 53,636,627	\$ 47,911,080	\$ 51,661,817	\$ 60,398,102	\$ -	\$ -	\$ -
Last Year													
<u>Gross Revenues</u>													
Roadside - Billboards	\$ 149,395,870	\$ 14,639,075	\$ 14,387,491	\$ 16,960,321	\$ 16,547,151	\$ 17,231,415	\$ 16,632,172	\$ 16,411,724	\$ 17,901,417	\$ 18,685,104	\$ 20,997,911	\$ 24,372,493	\$ 21,117,411
Roadside - Other	\$ 153,164,218	\$ 14,134,417	\$ 16,983,219	\$ 18,577,946	\$ 14,385,980	\$ 18,306,825	\$ 17,793,143	\$ 16,065,645	\$ 18,806,569	\$ 18,110,474	\$ 21,887,570	\$ 23,149,087	\$ 21,267,073
Transport	\$ 75,215,739	\$ 6,551,604	\$ 6,428,630	\$ 8,159,540	\$ 7,676,772	\$ 9,730,967	\$ 8,987,579	\$ 8,894,690	\$ 9,111,874	\$ 9,674,083	\$ 13,097,807	\$ 14,989,939	\$ 12,483,364
Retail/ Lifestyle/Other	\$ 55,599,110	\$ 3,862,153	\$ 4,705,992	\$ 7,480,037	\$ 6,075,184	\$ 5,894,041	\$ 6,543,871	\$ 6,583,837	\$ 7,218,509	\$ 7,235,486	\$ 9,556,720	\$ 11,656,094	\$ 11,245,145
	\$ 433,374,937	\$ 39,187,249	\$ 42,505,332	\$ 51,177,844	\$ 44,685,087	\$ 51,163,248	\$ 49,956,765	\$ 47,955,896	\$ 53,038,369	\$ 53,705,147	\$ 65,540,008	\$ 74,167,613	\$ 66,112,993
<u>Net Revenues</u>													
Roadside - Billboards	\$ 136,948,092	\$ 13,471,628	\$ 13,240,658	\$ 15,557,872	\$ 15,190,846	\$ 15,777,536	\$ 15,276,252	\$ 15,014,822	\$ 16,349,368	\$ 17,069,110	\$ 19,216,795	\$ 22,268,591	\$ 19,408,316
Roadside - Other	\$ 139,435,903	\$ 12,852,378	\$ 15,425,393	\$ 17,004,670	\$ 13,126,613	\$ 16,645,297	\$ 16,150,724	\$ 14,612,731	\$ 17,111,038	\$ 16,507,059	\$ 19,862,356	\$ 21,053,485	\$ 19,301,389
Transport	\$ 69,060,887	\$ 6,019,330	\$ 5,917,258	\$ 7,567,568	\$ 7,038,389	\$ 8,903,612	\$ 8,224,382	\$ 8,140,436	\$ 8,363,385	\$ 8,886,527	\$ 11,960,366	\$ 13,699,302	\$ 11,428,601
Retail/ Lifestyle/Other	\$ 50,864,274	\$ 3,524,690	\$ 4,291,921	\$ 6,789,512	\$ 5,529,678	\$ 5,374,089	\$ 5,985,332	\$ 5,996,945	\$ 6,757,947	\$ 6,614,160	\$ 8,686,273	\$ 10,589,548	\$ 10,222,311
	\$ 396,309,156	\$ 35,868,026	\$ 38,875,230	\$ 46,919,622	\$ 40,885,526	\$ 46,700,534	\$ 45,636,690	\$ 43,764,934	\$ 48,581,738	\$ 49,076,856	\$ 59,725,790	\$ 67,610,926	\$ 60,360,617
Variance													
<u>Gross Revenues</u>													
Roadside - Billboards	19.45%	34.75%	25.57%	24.25%	15.56%	12.95%	15.99%	13.66%	11.06%	24.07%	N/A	N/A	N/A
Roadside - Other	3.32%	-3.77%	4.89%	11.01%	14.80%	-1.29%	2.91%	0.49%	-9.30%	11.01%	N/A	N/A	N/A
Transport	28.57%	30.66%	62.09%	52.50%	16.74%	14.15%	32.85%	10.65%	15.77%	33.17%	N/A	N/A	N/A
Retail/ Lifestyle/Other	33.31%	21.64%	28.96%	23.56%	47.42%	52.75%	41.61%	17.98%	26.81%	37.73%	N/A	N/A	N/A
	17.11%	18.88%	23.20%	23.85%	19.85%	12.67%	17.72%	9.28%	6.80%	23.14%	N/A	N/A	N/A
<u>Net Revenues</u>													
Roadside - Billboards	19.10%	32.76%	24.44%	24.02%	15.29%	12.67%	15.62%	13.92%	11.16%	24.34%	N/A	N/A	N/A
Roadside - Other	3.30%	-3.52%	5.08%	10.23%	14.52%	-1.28%	3.07%	0.67%	-9.24%	11.02%	N/A	N/A	N/A
Transport	28.02%	29.97%	60.95%	50.25%	16.62%	13.85%	32.63%	10.80%	15.26%	32.58%	N/A	N/A	N/A
Retail/ Lifestyle	32.44%	22.12%	28.18%	23.34%	46.90%	52.21%	40.69%	17.98%	23.10%	37.08%	N/A	N/A	N/A
	16.81%	18.25%	22.73%	23.15%	19.55%	12.47%	17.53%	9.47%	6.34%	23.07%	N/A	N/A	N/A

Note: The figures have been adjusted for 2014 revenue to reflect changes within categories, allowing direct comparisons in revenue year-on-year.