



Table of Contents

- About the Forecast
- Objectives
- Methodology
- Executive Summary
 - Overall Local Media/Advertising Platforms
 - U.S. Local Advertising Forecast 2017 & 2021
- National & Specific Media Overview
 - National Advertising Five-Year Forecast
 - Individual Media Share of Local Advertising Revenues
 - Local Online/Interactive Revenue and Share
 - Traditional Media Revenue and Share
 - Media Highlights
 - Key Media Takeaways
- Specific Media Forecasts *(Each forecast includes five-year forecast, annual revenue changes and individual content as specified for each media)*
 - Direct Mail
 - Local Video Revenues
 - Local Over-the-Air Television
 - Local Cable Television
 - Out-of-Home Video
 - Mobile Video
 - Online / Interactive
 - Local Online/Interactive
 - Local Search
 - Local Display
 -
 - Newspapers
 - Mobile
 - Location Targeted Mobile Ad Spend and Revenues
 - Location-Targeted vs. Non-Location-Targeted
 - Mobile Advertising Revenue Drivers
 - Local-Targeted Mobile Ad Spend by Format 2017, 2021
 - Radio
 - Distribution of 2017 Local Radio Station Advertising
 - Distribution of Local Radio Station Advertising Revenues
 - Out-Of-Home
 - Out-of-Home Trends
 - Directories
 - Print and Internet Yellow Pages
 - Social
 - Mobile Social vs. Desktop/Tablet
 - Social Media Advertising by Company
 - Local Magazines