

Meios	2000	2001	2002	2003	2004	2005	2006
<b>TELEVISÃO</b>	715.293.953,23	845.368.382,14	701.029.092,23	623.688.083,70	853.170.995,43	893.060.664,25	998.319.732,57
<b>JORNAL</b>	277.703.546,87	216.754.396,16	171.141.735,41	105.258.685,65	187.201.037,69	186.496.183,80	158.905.338,62
<b>RÁDIO</b>	130.248.147,15	168.610.761,14	103.696.269,31	97.107.500,37	149.754.069,64	147.579.825,05	187.266.488,84
<b>REVISTA</b>	119.845.301,63	129.557.354,59	117.800.113,48	116.973.194,59	147.126.639,28	162.007.641,67	135.160.383,44
<b>INTERNET</b>	17.508.111,44	20.956.425,72	17.596.476,58	14.702.650,51	19.477.003,15	21.208.582,33	25.550.062,97
<b>OUTDOOR</b>	21.052.371,14	23.420.389,19	12.606.691,85	10.489.889,89	27.076.232,49	9.994.133,31	25.630.383,08
<b>CINEMA</b>	9.061.775,99	5.996.804,77	9.543.680,91	5.372.450,33	6.215.987,27	2.187.348,39	4.754.519,24
<b>MÍDIA EXTERIOR</b>	24.280.267,37	50.920.772,51	33.225.469,40	49.655.594,96	75.379.351,31	59.280.726,11	93.226.320,12
<b>TOTAL GERAL</b>	1.314.993.474,82	1.461.585.286,22	1.166.639.529,17	1.023.248.050,00	1.465.401.316,26	1.481.815.104,90	1.628.813.228,87

	2007	2008	2009	2010	2011	2012	2013
<b>TELEVISÃO</b>	841.914.855,30	925.783.149,69	1.359.401.818,50	1.275.609.506,07	1.167.503.371,67	1.391.214.549,20	1.500.650.213,94
<b>JORNAL</b>	160.258.884,08	185.903.068,63	205.344.306,56	176.760.939,09	162.970.570,62	159.150.138,53	162.383.587,20
<b>RÁDIO</b>	117.985.530,47	133.924.587,18	205.085.226,76	175.089.000,36	150.895.864,20	161.383.897,92	175.781.644,24
<b>REVISTA</b>	120.901.775,40	113.145.829,95	183.669.496,75	156.611.139,08	162.552.421,95	157.533.653,22	146.791.973,65
<b>INTERNET</b>	31.458.737,11	38.599.064,97	78.511.533,62	73.433.781,18	95.740.226,91	113.681.364,20	138.970.888,21
<b>OUTDOOR</b>	4.417.890,91	8.129.054,50	11.490.703,72	10.856.156,28	12.521.590,86	8.615.658,02	7.924.149,65
<b>CINEMA</b>	11.174.618,28	8.894.866,09	16.303.250,13	13.045.209,11	15.162.835,89	14.432.116,31	13.060.575,85
<b>MÍDIA EXTERIOR</b>	60.120.572,50	62.372.199,51	101.006.907,08	119.608.374,71	116.634.420,06	148.346.185,00	167.679.101,05
<b>TOTAL GERAL</b>	1.348.232.864,06	1.476.751.820,53	2.160.813.243,12	2.001.014.105,89	1.883.981.302,16	2.154.357.562,40	2.313.242.133,80