

	Valores do Mês		Crescimento Decréscimo Horizontal	% de Participação	Valores Acumulados		Crescimento Decréscimo Horizontal	% de Participação
	2/2011	2/2012			2/2011	2/2012		
<b>Digital Out of Home</b>								
Fatur. Direto	3.968.095,91	3.835.153,04	-3,35	15,38	9.096.037,99	9.690.528,61	6,54	18,69
Fatur. Agencia	6.626.303,39	10.121.026,27	52,74	22,04	14.880.738,49	21.753.478,23	46,19	24,17
<b>Total</b>	<b>10.594.399,30</b>	<b>13.956.179,31</b>	<b>31,73</b>	<b>19,70</b>	<b>23.976.776,48</b>	<b>31.444.006,84</b>	<b>31,14</b>	<b>22,17</b>
<b>Mobiliário Urbano</b>								
Fatur. Direto	1.692.769,35	2.052.679,18	21,26	8,23	3.248.754,82	3.893.299,52	19,84	7,51
Fatur. Agencia	10.306.896,38	14.143.203,43	37,22	30,79	19.664.380,97	26.261.145,67	33,55	29,18
<b>Total</b>	<b>11.999.665,73</b>	<b>16.195.882,61</b>	<b>34,97</b>	<b>22,86</b>	<b>22.913.135,79</b>	<b>30.154.445,19</b>	<b>31,60</b>	<b>21,26</b>
<b>Móvel</b>								
Fatur. Direto	1.038.216,76	947.438,40	-8,74	3,80	2.168.052,89	2.142.761,48	-1,17	4,13
Fatur. Agencia	2.257.603,15	1.351.216,78	-40,15	2,94	4.366.393,81	2.341.482,37	-46,37	2,60
<b>Total</b>	<b>3.295.819,91</b>	<b>2.298.655,18</b>	<b>-30,26</b>	<b>3,24</b>	<b>6.534.446,70</b>	<b>4.484.243,85</b>	<b>-31,38</b>	<b>3,16</b>
<b>Outdoor</b>								
Fatur. Direto	16.240.744,84	16.486.572,08	1,51	66,13	32.142.025,42	32.659.286,48	1,61	62,99
Fatur. Agencia	21.460.936,61	19.399.558,31	-9,61	42,24	42.381.437,94	37.912.680,69	-10,54	42,13
<b>Total</b>	<b>37.701.681,45</b>	<b>35.886.130,39</b>	<b>-4,82</b>	<b>50,64</b>	<b>74.523.463,36</b>	<b>70.571.967,17</b>	<b>-5,30</b>	<b>49,75</b>
<b>Painel</b>								
Fatur. Direto	1.943.154,37	1.607.739,10	-17,26	6,45	4.026.433,55	3.466.096,54	-13,92	6,68
Fatur. Agencia	1.878.839,93	915.007,11	-51,30	1,99	3.899.659,34	1.727.795,66	-55,69	1,92
<b>Total</b>	<b>3.821.994,30</b>	<b>2.522.746,21</b>	<b>-33,99</b>	<b>3,56</b>	<b>7.926.092,89</b>	<b>5.193.892,20</b>	<b>-34,47</b>	<b>3,66</b>
<b>Total: Mídia Exterior</b>								
Fatur. Direto	24.882.981,23	24.929.581,80	0,19	100,00	50.681.304,67	51.851.972,63	2,31	100,00
Fatur. Agencia	42.530.579,46	45.930.011,90	7,99	100,00	85.192.610,55	89.996.582,62	5,64	100,00
<b>Total</b>	<b>67.413.560,69</b>	<b>70.859.593,70</b>	<b>5,11</b>	<b>100,00</b>	<b>135.873.915,22</b>	<b>141.848.555,25</b>	<b>4,40</b>	<b>100,00</b>