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## INTERNET ADS OUTSPEND NEWSPAPER ADS



Not that this will come as a surprise to anyone, but a new report out from eMarketer shows that 2010 marks the first year that advertising dollars spent online will exceed those spent on newspaper ads. Anyone paying attention to the publishing market as of late is well aware that digital methods of publishing are quickly overtaking those that use actual paper. According to the eMarketer report, newspaper ad spend, for both online and print versions, dropped from \$27.6 billion in 2009 to \$25.7 billion in 2010. Compare those numbers to an internet ad spend surge from \$22.7 billion in 2009 to \$25.8 billion. Additionally, while Newspaper ad spend is likely to dip to a projected \$24.6 billion, eMarketer expects that internet advertising will hit \$28.5 billion in 2011.

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