

Revenue Reporting



For the quarters ended 2024

	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Total
Total Revenue					
Total Classic Revenue	74,539,846	91,737,889	93,198,527	94,475,074	353,951,336
Total Digital Revenue	85,097,394	104,916,667	102,756,282	143,012,826	435,783,168
	159,637,240	196,654,556	195,954,808	237,487,900	789,734,504
Total Roadside/Outdoor Revenue					
Total Classic Revenue	45,884,670	58,228,923	56,723,985	58,424,493	219,262,071
Total Digital Revenue	58,257,368	75,245,145	71,929,965	85,247,910	290,680,389
	104,142,038	133,474,068	128,653,951	143,672,404	509,942,460
Total Place Based Revenue					
Total Classic Revenue	3,003,318	2,533,280	3,022,405	3,606,267	12,165,270
Total Digital Revenue	17,570,129	18,565,797	18,661,125	38,554,788	93,351,839
	20,573,447	21,099,077	21,683,530	42,161,055	105,517,109
Total Transit Revenue					
Total Classic Revenue	25,651,859	30,975,686	33,452,137	32,444,314	122,523,996
Total Digital Revenue	9,269,896	11,105,725	12,165,191	19,210,128	51,750,941
	34,921,755	42,081,412	45,617,328	51,654,442	174,274,936
Total Programmatic Revenue	12,948,987	16,190,171	17,790,014	18,054,628	64,983,800