

JOBS

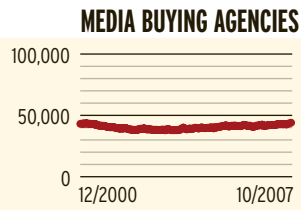
MIXED BAG: U.S. combined advertising and media employment in June reached its highest level (1.63 million) since the 2001 recession, but jobs fell in July, August and September before recovering a bit in October. Advertising/marketing-services employment is down just 1.1% from its 2000 bubble-era peak. The problem is in media, where one in eight jobs have disappeared since '00. Ad and media jobs are an early economic indicator; industry jobs (and ad spending) began falling several months before the start of the '01 recession. The job recovery didn't begin until 2004.

ADVERTISING AND MARKETING SERVICES

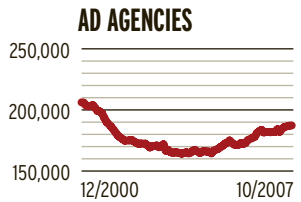
Employment change, in % and in number of jobs, Oct. '07 vs. Dec. '00



+62.4%
+54,500



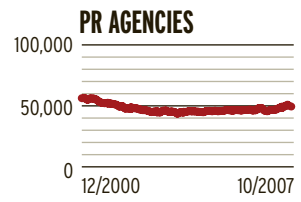
+3.2%
+1,400



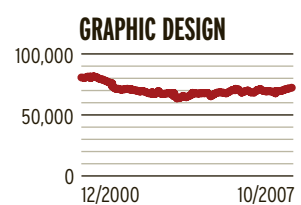
-8.3%
-17,000



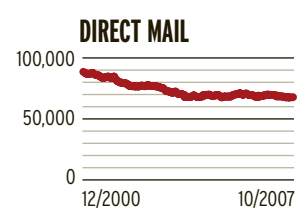
-11.1%
-13,300



-12.6%
-7,100



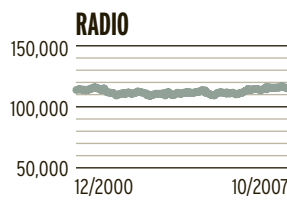
-12.8%
-10,500



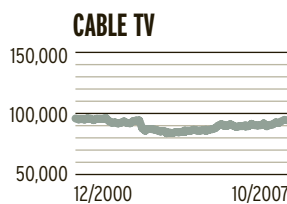
-22.2%
-19,700

MEDIA

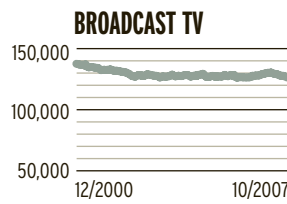
Employment change, in % and in number of jobs, Oct. '07 vs. Dec. '00



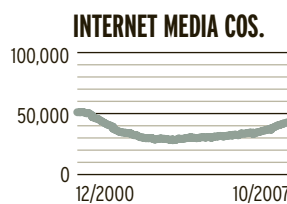
+0.4%
+500



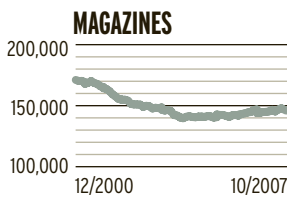
-2.9%
-2,800



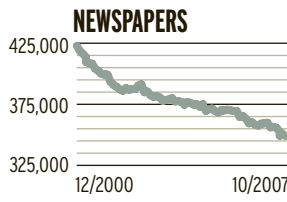
-7.2%
-9,900



-12.3%
-6,300



-15.1%
-25,800

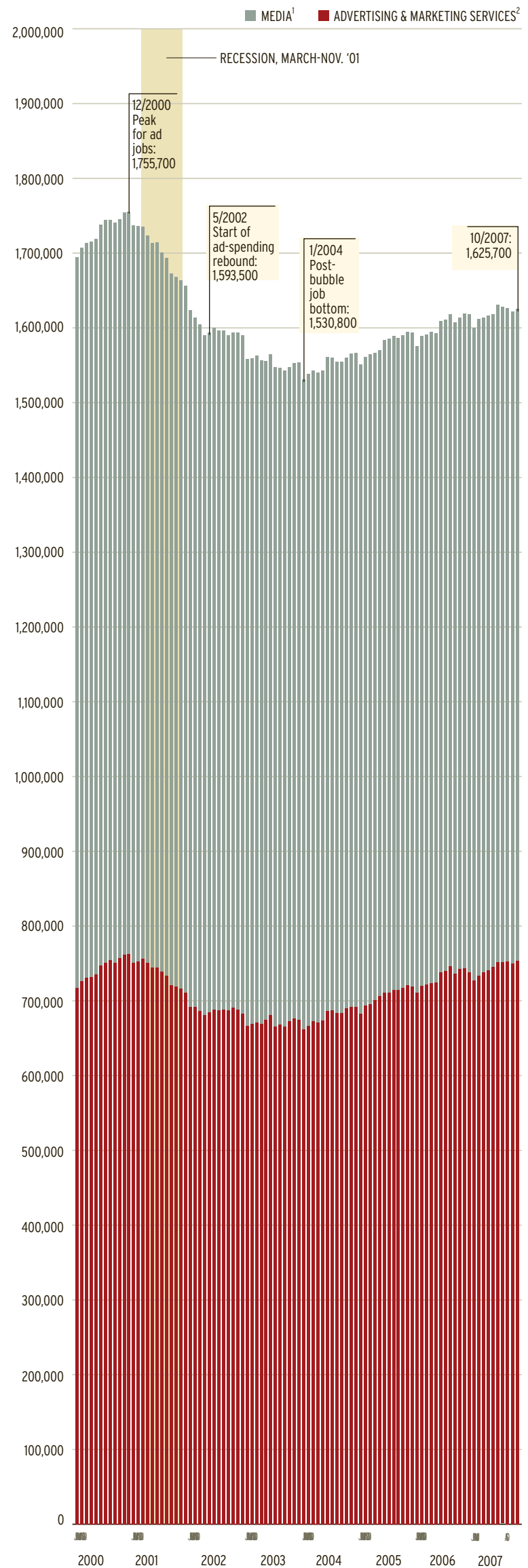


-18.2%
-77,000

MORE INFO

For more jobs info, visit TalentWorks at AdAge.com. For jobs data, go to AdAge.com's DataCenter.

U.S. AD AND MEDIA EMPLOYMENT



1. TV, radio, newspaper, magazine, internet media cos. 2. Ad, media, direct and PR agencies; graphic design; marketing consultants; market research; and other ad/marketing services. Source: Ad Age DataCenter analysis of Bureau of Labor Statistics data