

**18.18 Billings of advertising agencies, 1972-75 (thousand dollars)**

Type of medium or service	1972	1973	1974	1975
<b>Media billings</b>				
Print media	171,983	193,386	218,270	228,617
Television	171,359	192,171	229,950	248,167
Radio	58,428	63,045	73,185	77,361
Outdoor	13,480	13,923	14,450	16,204
<b>Total, media billings</b>	<b>415,250</b>	<b>462,525</b>	<b>535,855</b>	<b>570,349</b>
<b>Production cost</b>				
Print	48,485	47,380	47,924	49,901
Television	28,201	38,512	38,687	40,892
Radio	5,039	5,651	8,136	6,916
Outdoor	2,505	2,433	1,776	2,380
Direct mail	20,782	16,889	21,004	20,132
Other	2,942	3,727	3,827	6,470
<b>Total, production cost</b>	<b>107,954</b>	<b>114,592</b>	<b>121,354</b>	<b>126,691</b>
<b>Total, advertising billings</b>	<b>523,204</b>	<b>577,117</b>	<b>657,209</b>	<b>697,041</b>
<b>Research</b>				
Market surveys, etc.	11,862	9,045	18,591	24,096
<b>Total, gross billings</b>	<b>535,066</b>	<b>586,162</b>	<b>675,800</b>	<b>721,137</b>

**18.19 Revenue and expenditure of religious organizations, by province, 1972 and 1973**

Province	Establishments		Revenue		Expenditure		Difference	
	1972 No.	1973 No.	1972 \$'000	1973 \$'000	1972 \$'000	1973 \$'000	1972 \$'000	1973 \$'000
Newfoundland	446	450	11,619	12,841	9,733	10,341	+1,886	+2,500
Prince Edward Island	188	190	3,835	3,787	3,733	3,469	+102	+318
Nova Scotia	1,058	1,078	20,973	21,859	18,411	19,367	+2,562	+2,492
New Brunswick	946	958	18,189	19,527	16,006	16,679	+2,183	+2,848
Quebec	3,131	3,126	113,962	119,391	97,547	105,591	+16,415	+13,800
Ontario	8,283	8,311	286,294	318,238	243,504	272,972	+42,790	+45,266
Manitoba	1,356	1,389	32,366	37,856	28,761	32,354	+3,605	+5,502
Saskatchewan	2,086	2,090	30,051	36,095	26,063	30,263	+3,988	+5,832
Alberta	2,042	2,036	46,102	51,733	37,060	40,543	+9,042	+11,190
British Columbia	2,004	1,968	57,396	66,172	49,179	57,076	+8,217	+9,096
Yukon Territory	40	43	717	815	624	718	+93	+97
Northwest Territories	55	56	135	169	169	183	-34	-14
<b>Canada</b>	<b>21,635</b>	<b>21,695</b>	<b>621,639</b>	<b>688,481</b>	<b>530,790</b>	<b>589,554</b>	<b>+90,846</b>	<b>+98,927</b>

**18.20 Revenue and expenditure of trade associations, by province, 1973 and 1974<sup>1</sup>**

Province	Establishments		Revenue		Expenditure	
	1973 No.	1974 No.	1973 \$'000	1974 \$'000	1973 \$'000	1974 \$'000
Newfoundland	28	38	1,212	1,625	1,138	1,305
Prince Edward Island	44	41	394	454	389	493
Nova Scotia	82	120	2,016	3,136	1,983	2,922
New Brunswick	71	110	2,408	2,676	2,328	2,609
Quebec	259	516	48,566	49,436	48,400	47,021
Ontario	842	1,057	130,596	165,146	126,414	161,740
Manitoba	118	170	6,070	8,527	5,633	7,915
Saskatchewan	127	180	6,260	7,269	5,879	6,858
Alberta	169	254	18,794	19,024	17,357	17,794
British Columbia <sup>2</sup>	170	310	15,299	19,705	14,962	19,217
<b>Canada</b>	<b>1,910</b>	<b>2,796</b>	<b>231,615</b>	<b>276,998</b>	<b>224,483</b>	<b>267,874</b>

<sup>1</sup>Includes Chambers of Commerce, Boards of Trade and Jaycees which were not surveyed in 1973.<sup>2</sup>Includes the Yukon Territory and Northwest Territories.