BIA ADVantage offers comprehensive examination of ad spend across top media and 94 business verticals.

- Cable TV
- Direct Mail
- Email
- Internet Yellow Pages
- Magazines
- Mobile
- Newspaper (Print & Online)
- Online
- Out-of-Home
- Print Yellow Pages
- Radio (OTA & Online)
- Television (OTA & Online)

Automotive
- Automobile Dealers & Manufacturers
- Other Motor Vehicle Dealers
- Automotive Parts & Accessories Stores
- Tire Dealers
- Gas Stations & Automotive Repair

Education
- Business Schools and Computer and Management Training
- Technical and Trade Schools
- Other Schools and Instruction
- Educational Support Service

Financial/Insurance
- Commercial Banking
- Savings Institutions
- Credit Unions, Federally Chartered
- Securities Brokerages
- Portfolio Management
- Investment Advice
- Direct Life Insurance Carriers
- Direct Health and Medical Insurance Carriers
- Auto Insurance
- Direct Property and Casualty Insurance Carriers
- Insurance Agencies and Brokerages

General Services
- Legal Services
- Accounting, Tax Preparation, Bookkeeping, and Payroll Services
- Architectural, Engineering, Related Services
- Specialized Design Services
- Computer Systems Design and Related Services
- Management, Scientific, Technical Consulting Services
- Scientific Research and Development Services
- Advertising, Public Relations, Related Services
- Other Professional, Scientific, Technical Services
- Temporary Help Services
- Janitorial Services
- Landscaping Services

Government/Political/Religion

Health Care
- Offices of Physicians
- Offices of Dentists
- Offices of Chiropractors
- Offices of Optometrists
- Hospitals
- Nursing and Residential Care Facilities
- Veterinary Services
- Pharmacies and Drug Stores and Drug Advertising

Leisure/Recreation
- Traveler Accommodation: Hotels-Motels
- Airline Transportation
- RV (Recreational Vehicle) Parks and Recreational Camps
- Performing Arts Companies
- Spectator Sports
- Museums, Historical Sites, Similar Institutions
- Amusement Parks and Arcades
- Gambling Industries
- Other Amusement and Recreation Industries
- Motion Picture and Video Exhibition

Media
- Newspaper Publishers
- Periodical Publishers
- Radio Stations
- Television Broadcasting
- Cable and Other Subscription Programming

Real Estate

Restaurants/Food Services
- Full-Service Restaurants
- Quick Service/Fast Food Restaurants
- Special Food Services
- Bars
- Supermarkets and Other Grocery (except Convenience) Stores
- Convenience Stores
- Beer and Wine, and Liquor Stores

Retail
- Furniture Stores
- Home Furnishings Stores
- Floor Covering Stores
- Other Home Furnishings Stores
- Household Appliance Stores
- Radio, Television, and Other Electronics Stores
- Computer and Software Stores
- Home Centers
- Paint and Wallpaper Stores
- Hardware Stores
- Lawn & Garden Equipment, Supply Stores
- Men's Clothing Stores
- Women's Clothing Stores
- Children's and Infants' Clothing Stores
- Family Clothing Stores
- Clothing Accessories Stores
- Other Clothing Stores
- Shoe Stores
- Jewelry, Luggage, and Leather Goods Stores
- Sporting Goods Stores
- Hobby, Toy, and Game Stores
- Book Stores
- Department Stores (except Discount Department Stores)
- Discount Department Stores
- Warehouse Clubs and Supercenters
- All Other General Merchandise Stores
- Office Supplies and Stationery Stores
- Gift, Novelty, and Souvenir Stores

Technology
- Wired Telecommunications Carriers
- Wireless Telecommunications Carriers (not Satellite)
- Other Telecommunications

For more information, contact us at (703) 818-2425 or advantage@bia.com.