

## Insights Into Local Advertising:

# HEALTHCARE

# REPORT



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The forecast data in this report is based on BIA's 2024 U.S. Local Advertising Forecast, issued Oct. 2023.

The report features local advertising intelligence from BIA Advisory Services' local market intelligence dashboard, [BIA ADVantage™](#), including:

- 2024 U.S. Local Advertising Forecast (Nationwide)
- 2023-2027 Healthcare Category Advertising Forecasts
- Local Television Market Forecasts
- Station data from [MEDIA Access Pro™](#), BIA's database of the broadcast and publishing industries.

## About This Report

This report forecasts the ad spend of BIA's Healthcare Category and seven of its verticals for 2023-2027 (the Veterinary Services vertical has been omitted from this report). The verticals that make up the Healthcare Category in this report include:

- Health & Personal Care Stores
- Hospitals
- Nursing & Residential Care Facilities
- Offices of Optometrists
- Offices of Physicians/Dentists/Chiropractors
- Personal Care Services
- Pharmaceutical & Medicine Manufacturers

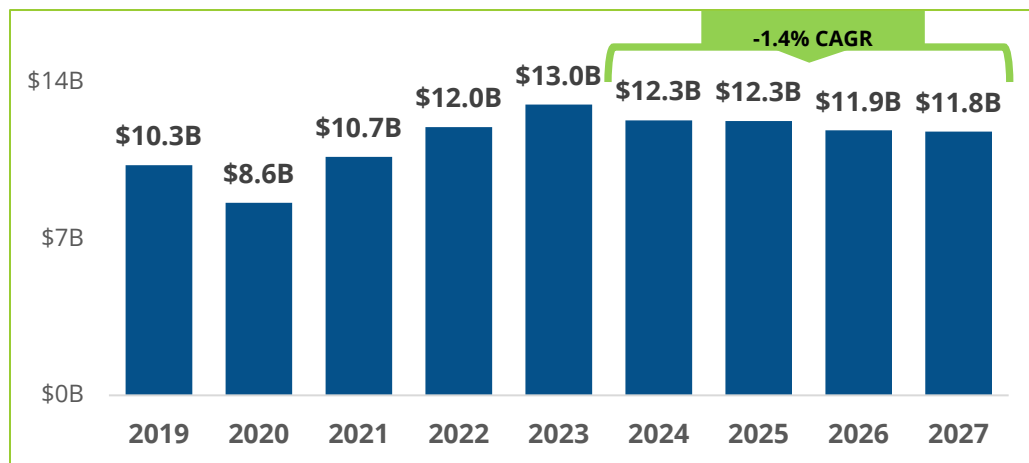
The 16 local media reported in our ad spending forecast include:

- Cable TV (MVPD)
- CTV/OTT
- Direct Mail
- Directories
- Email
- Magazines Digital
- Magazines Print
- Mobile
- Newspapers Digital
- Newspapers Print
- Out of Home (OOH)
- PC/Laptop
- Radio Digital
- Radio OTA (broadcast)
- TV Digital
- TV OTA (broadcast)

# Forecast for Healthcare Category

The total local ad spending for the Healthcare category will decrease by 5.4% YoY in 2024, dropping to \$12.3 billion, down from \$13.0 billion in 2023. Spending in the Healthcare category in 2024 is still up from pre-pandemic spending of \$10.3 billion in 2019 by 19.5%.

**Figure 1: 2019-2027 Total U.S. Healthcare Category Spending (\$000s)**



**\$12.3B**  
2024 Spend

**\$11.8B**  
2027 Spend

Source: BIA 2024 U.S. Local Advertising Forecast. Issued Oct. 2023, Numbers are rounded.

## Increased spending in healthcare category due to COVID-19 has ended.

On May 5, 2023, the World Health Organization (WHO) declared an end to the global Public Health Emergency (PHE) for COVID-19.

Physicians and Hospitals account for 84% of the reduced spending in the Healthcare category.

In 2022, Offices of Physicians/Dentists/Chiropractors and Hospitals increased spending due to Pandemic and informing consumers that it was okay to come back to their offices and have voluntary procedures. Both verticals have now begun to return to normal spending levels.

### Overall Trends for 2023-2027

- Traditional Media will decrease 8.9% YoY in 2024.
- Digital Media will grow 1.2% YoY in 2024.
- Media with highest annual growth (CAGR 2024-2027): PC/Laptop (+6.1%), CTV/OTT (+4.7%), Magazines Digital (+4.6%), Email (+2.4%), and TV OTA (+1.3%).
- CTV/OTT is the #1 media in terms of top relative YoY (2023 to 2024) share growth in Healthcare spending, however the CTV/OTT share of total wallet will only account for 2.2% of the total spending.



Overall budgets and trends are insightful but get deeper local market knowledge in [BIA ADVantage](#). Clients can log in to view their market specific insights.

# Healthcare Vertical Trends

In 2024 88.7% of total spend is coming from three verticals: Hospitals, Offices of Physicians/Dentists/Chiropractors, and Pharmaceutical & Medicine Manufacturers. These three largest spenders are all forecast to decrease spending from 2023 to 2024. Offices of Optometrists (+1.2%) are the only vertical forecast to increase, and Nursing & Residential Care Facilities will remain flat.

**Table 1: BIA Alert: Healthcare Verticals Advertising Spend 2023-2024**

<b>Biggest Decreases in Spend 2023-2024</b>	<b>Biggest Spenders 2023</b>	<b>Biggest Spenders 2024</b>
Offices of Physicians/Dentists/Chiropractors (-9.3%)	Hospitals (\$4.8B)	Hospitals (\$4.6B)
Pharmaceutical & Medicine Manufacturers (-4.2%)	Offices of Physicians/Dentists/Chiropractors (\$4.5B)	Offices of Physicians/Dentists/Chiropractors (\$4.1B)
Health & Personal Care Stores (-3.6%)	Pharmaceutical & Medicine Manufacturers (\$2.3B)	Pharmaceutical & Medicine Manufacturers (\$2.2B)

**Table 2: 2023-2025 Healthcare Spending by Vertical (\$000s)**

<b>Healthcare Vertical</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>23-24 Percent Change</b>	<b>23-24 Dollar Change</b>
<i>Offices of Optometrists</i>	\$226,136	\$228,963	\$238,409	1.2%	\$2,827
<i>Nursing and Residential Care Facilities</i>	\$643,284	\$643,193	\$663,144	0.0%	-\$91
<i>Personal Care Services</i>	\$161,309	\$156,614	\$159,113	-2.9%	-\$4,695
<i>Hospitals</i>	\$4,791,386	\$4,619,675	\$4,693,661	-3.6%	-\$171,711
<i>Health and Personal Care Stores</i>	\$376,768	\$363,237	\$368,358	-3.6%	-\$13,530
<i>Pharmaceutical and Medicine Manufacturers</i>	\$2,294,659	\$2,197,207	\$2,269,885	-4.2%	-\$97,453
<i>Offices of Physicians/Dentists/Chiropractors</i>	\$4,510,211	\$4,092,412	\$3,879,166	-9.3%	-\$417,798
<b>Grand Total</b>	<b>\$13,003,754</b>	<b>\$12,301,302</b>	<b>\$12,271,735</b>	<b>-5.4%</b>	<b>-\$702,452</b>

Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023. Numbers are rounded.



Verticals with the highest growth show a predisposition from these advertisers to increase their advertising spend. Look for the media channels where the spending increases are coming from and develop plans for these advertisers utilizing these media channels.

# Healthcare Spending by Media

In 2024, we are forecasting spending increases in only three of the sixteen media platforms, all three are digital as digital ad spend will increase by \$52.7 million. Direct Mail remains the top billing media channel in 2024, however will decrease in share of wallet (SOW) from 31.3% in 2023 to 24.7% in 2027.

**Table 3: BIA Alert: Healthcare Advertisers Media Channels 2023-24**

<b>Biggest Decreases in Spend 2023-24</b>	<b>Top Media Channels 2023</b>	<b>Top Media Channels 2024</b>
Direct Mail (-\$522M)	Direct Mail (\$4.1B)	Direct Mail (\$3.6B)
Newspapers Print (-\$59M)	PC/Laptop (\$2.0B)	PC/Laptop (\$2.0B)
Cable TV (-\$49M)	TV OTA (\$1.9B)	TV OTA (\$1.8B)

**Table 4: 2023-2025 Healthcare Ad Spending by Media Channel (\$000s)**

<b>Media Channel</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>23-24 % Change</b>	<b>23-24 \$ Change</b>
CTV/OTT	\$253,944	\$275,113	\$289,760	8.3%	\$21,169
PC/Laptop	\$1,986,197	\$2,047,142	\$2,238,823	3.1%	\$60,945
TV Digital	\$204,451	\$210,681	\$218,974	3.0%	\$6,230
Magazines Digital	\$191,882	\$191,146	\$203,833	-0.4%	-\$736
Radio Digital	\$234,921	\$232,089	\$230,993	-1.2%	-\$2,832
OOH	\$207,191	\$203,934	\$204,211	-1.6%	-\$3,258
TV OTA	\$1,856,996	\$1,817,687	\$1,848,948	-2.1%	-\$39,309
Newspapers Digital	\$500,161	\$488,974	\$473,581	-2.2%	-\$11,188
Mobile	\$833,366	\$811,122	\$825,611	-2.7%	-\$22,244
Directories	\$302,916	\$293,166	\$291,378	-3.2%	-\$9,750
Radio OTA	\$918,758	\$876,729	\$827,044	-4.6%	-\$42,029
Email	\$77,567	\$73,393	\$76,450	-5.4%	-\$4,174
Newspapers Print	\$682,897	\$624,231	\$579,261	-8.6%	-\$58,666
Cable TV	\$558,689	\$509,317	\$471,172	-8.8%	-\$49,372
Direct Mail	\$4,074,339	\$3,552,767	\$3,407,239	-12.8%	-\$521,572
Magazines Print	\$119,480	\$93,812	\$84,456	-21.5%	-\$25,668
<b>Healthcare Total</b>	<b>\$13,003,754</b>	<b>\$12,301,302</b>	<b>\$12,271,735</b>	<b>-5.4%</b>	<b>-\$702,452</b>

Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023. Numbers are rounded.



Healthcare advertisers are spending an increasing amount of their advertising dollars on Digital media channels including PC/Laptop, CTV/OTT, and TV Digital. [Talk to your clients about their media mix and offer packages to include these media channels.](#)

# Sales Strategies: Healthcare Category

Where do you go from here? There are several key insights to take away from this report as concluding thoughts.

## 01. Prioritize the largest verticals.

Although the largest verticals are leaning back to pre-pandemic advertising levels, the top two Hospitals, and Offices of Physicians/Dentists/Chiropractors still account for over 70% of the spending in the Healthcare category. In a category that is down year to year, focusing on these top verticals to maintain or increase revenue is the best course to keep your revenue from decreasing.

## 02. Develop advertising plans that highlight media that is increasing from year to year.

CTV/OTT, PC/Laptop, and TV Digital are the media channels forecast to increase between 2023 and 2024. These are the media channels that can capture the Healthcare advertiser's attention and should be the lead into the Traditional media that still garner a large proportion of the advertising dollars.

## 03. Present annual or quarterly plans to keep advertisers safe during the strong Political periods in 2024.

The Healthcare category has been slower than some other categories in shifting dollars to digital advertising. In 2024, Healthcare advertisers will place almost two-thirds of their advertising dollars into Traditional media. During times of heavy Political spending in 2024, the advertising plans need to show these advertisers why a larger portion of their dollars will need to be shifted to the digital media you have available to protect them from disrupted advertising schedules.

## 04. Grow Digital advertising spend by weaning clients off Direct Mail.

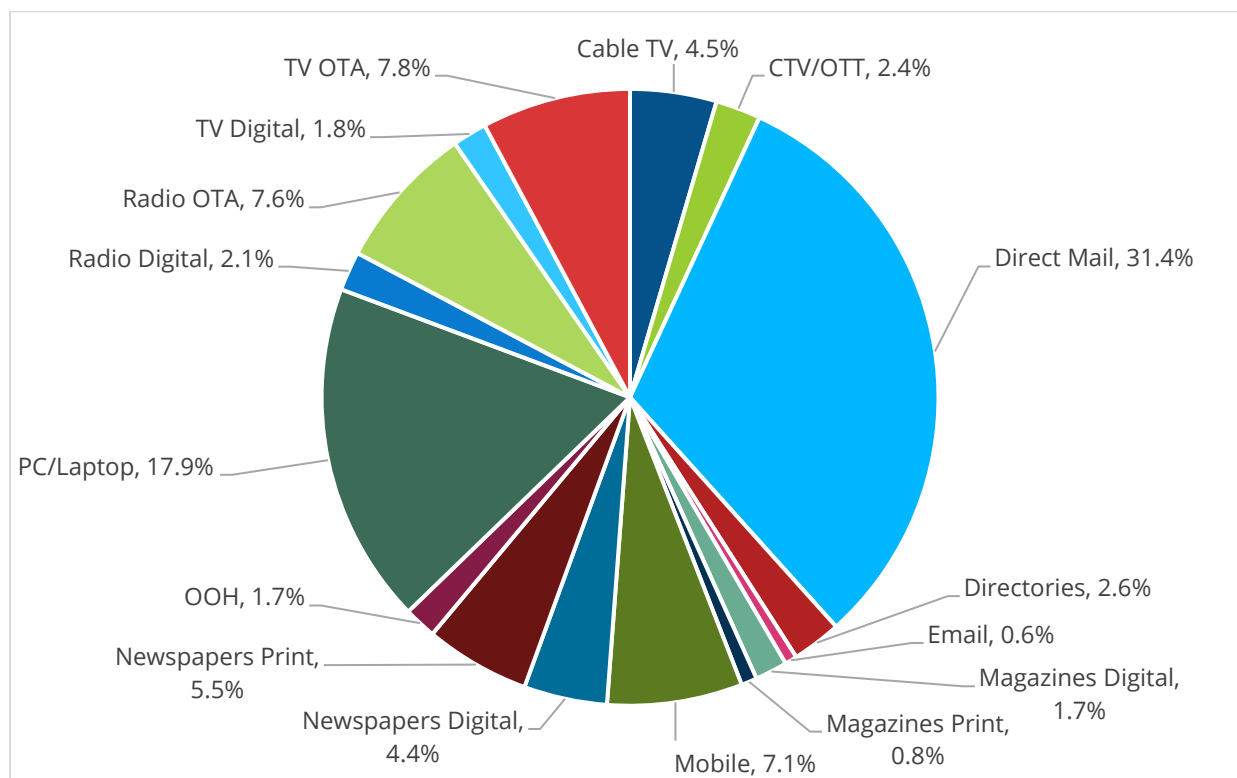
From 2023 to 2027, Direct Mail is forecast to decrease at a compound annual growth rate (CAGR) of -8.0%, from over \$4 million dollars in 2023 to just under \$3 million in 2027. The -8.0% decrease for Direct Mail far outweighs the -2.4% decrease for the Healthcare category as a whole. Show how moving these dollars to your digital media assets can continue to target local customers and provide a higher ROI for their advertising budgets.



# 2023 to 2027: Hospitals

Direct Mail will continue to be the top media channel for Hospitals in 2024 (See Figure 2) receiving over 31% of the local advertising dollars but will decrease in share of wallet to 27.1% by 2027.

**Figure 2: 2024 Hospitals Spending by Media Channel**



Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023.

Six of the sixteen media channels will see year over year increases in 2024 with the largest dollar increases going to PC/Laptop (+\$42 million), CTV/OTT (+\$11 million) and TV OTA (+\$9 million). Radio OTA+Digital will see a decrease of \$8 million and Newspapers Print+Digital will decrease by \$19 million.

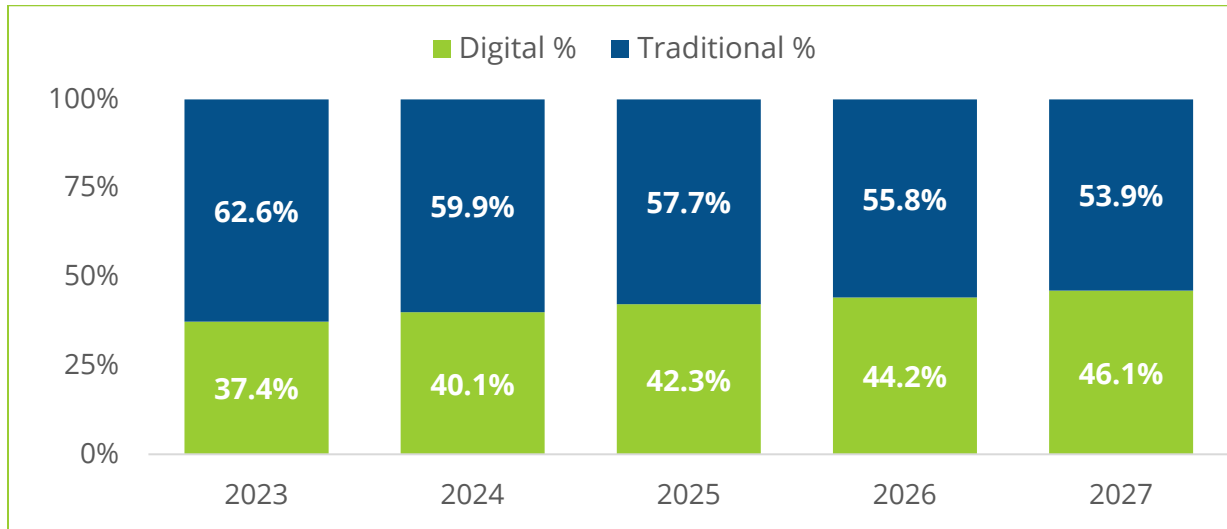
**Table 5: BIA Opportunity Alert: Hospitals Top Media Channels 2023-24**

Biggest Increases in Spend 2023-24	Top Media Channels 2023	Top Media Channels 2024
CTV/OTT +10.7%	Direct Mail \$1.6B	Direct Mail \$1.5B
PC/Laptop +5.4%	PC/Laptop \$786M	PC/Laptop \$828M
TV Digital +5.3%	Radio OTA \$362M	TV OTA \$361M

Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023.

Hospitals advertising spend is shifting to digital channels. The top four, and eight of the top ten, media channels with the largest compound annual growth rates (CAGRs) between 2024 and 2027 are digital channels. Television OTA and OOH are the only traditional channels to break into the top ten at numbers five and ten, respectively.

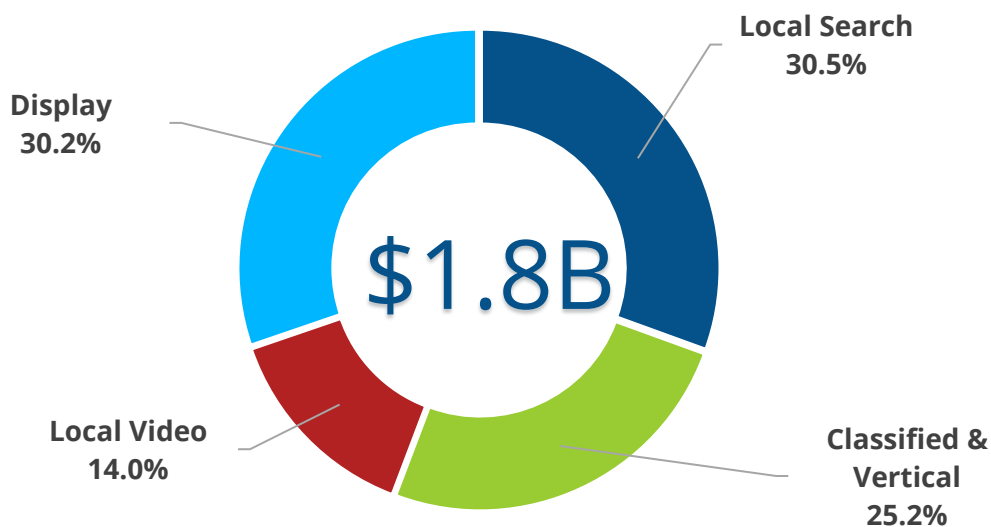
**Figure 3: Hospitals 2023 through 2027 Traditional vs. Digital**



Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023.

Local Search and Display are the anchor categories in digital spending and will continue to attract more spending through 2027 but will lose share of wallet to Local Video as that grows from controlling 14.0% of the dollars in 2024 to 17.9% of the dollars in 2027.

**Figure 4: Hospitals 2024 Digital Spending by Ad Platform**



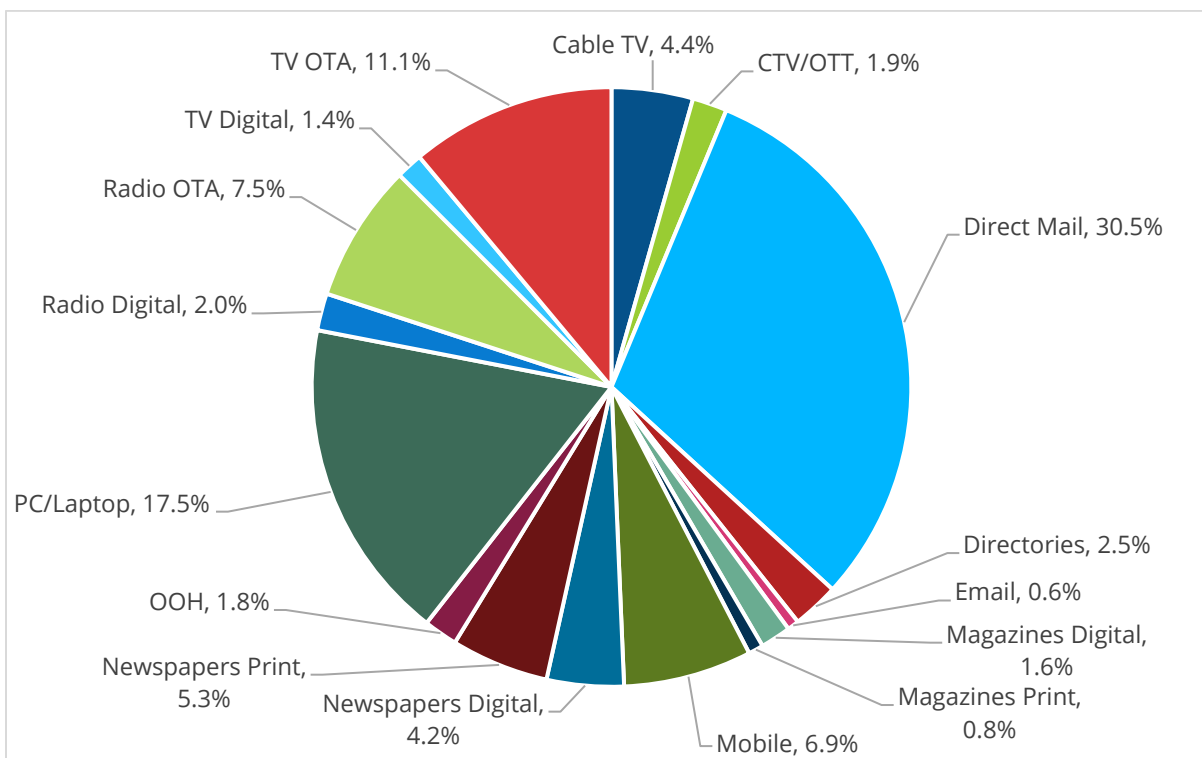
Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023.



# 2023 to 2027: Offices of Physicians/Dentists/Chiropractors

Direct Mail will continue to be the top media channel for Offices of Physicians/Dentists/Chiropractors in 2024 (See Figure 5) receiving over 30% of the local advertising dollars but will lose ground to PC/Laptop as PC/Laptop's share of wallet grows from 17.5% in 2024 to 21.8% in 2027.

**Figure 5: 2024 Offices of Physicians/Dentists/Chiropractors Spending by Media Channel**



Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023.

The only media channel to grow year over year in 2024 is forecast to be CTV/OTT (+\$3M). Sellers will need to be creative with their offers to maintain or grow revenue in 2024. TV OTA+Digital will decrease by \$20M, Radio OTA+Digital will decrease by \$33 million and Newspapers Print+Digital will decrease by \$42 million.

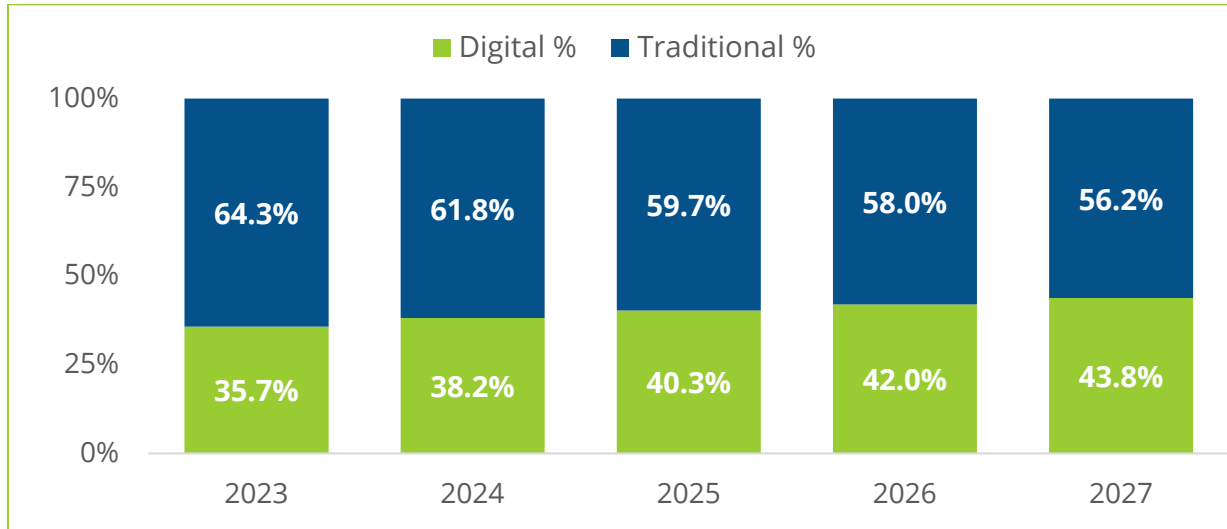
**Table 6: BIA Alert: Offices of Physicians/Dentists/Chiropractors Top Media Channels 2023-24**

Biggest Decreases in Spend 2023-24	Top Media Channels 2023	Top Media Channels 2024
Magazines Print -24.8%	Direct Mail \$1.5B	Direct Mail \$1.2B
Direct Mail -16.4%	PC/Laptop \$723M	PC/Laptop \$715M
Cable TV -12.6%	TV OTA \$473M	TV OTA \$453M

Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023.

Offices of Physicians/Dentists/Chiropractors advertising spend is slowly shifting to digital channels. Only three of the sixteen media channels are forecast to have positive compound annual growth rates (CAGRs) between 2024 and 2027, with all three being digital channels (PC/Laptop, Magazines Digital, and CTV/OTT).

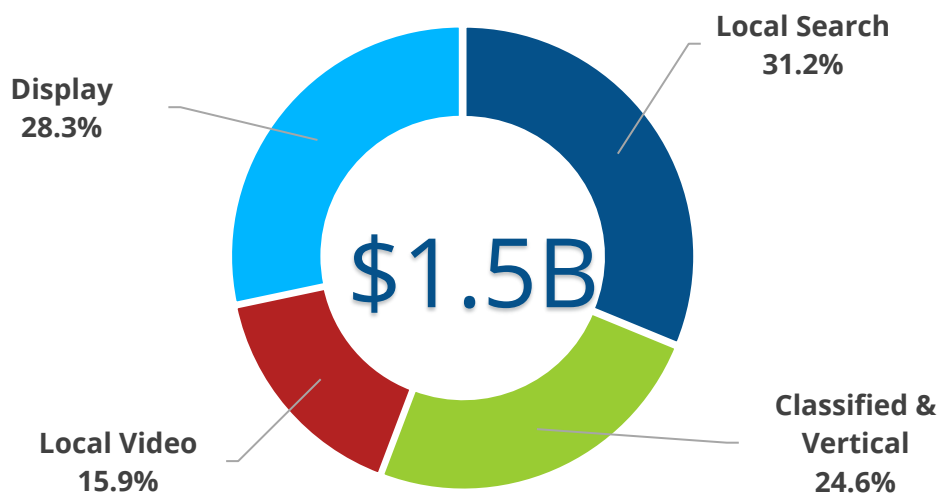
**Figure 6: Offices of Physicians/Dentists/Chiropractors 2023 through 2027 Traditional vs. Digital**



Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023.

Local Video trails Search, Display and Classifieds but is on the rise. Video is forecast to grow from 15.9% of the Digital spend in 2024 to 20.5% by 2027 while Search and Display lose share. Classified will remain flat.

**Figure 7: Offices of Physicians/Dentists/Chiropractors 2024 Digital Spending by Ad Platform**

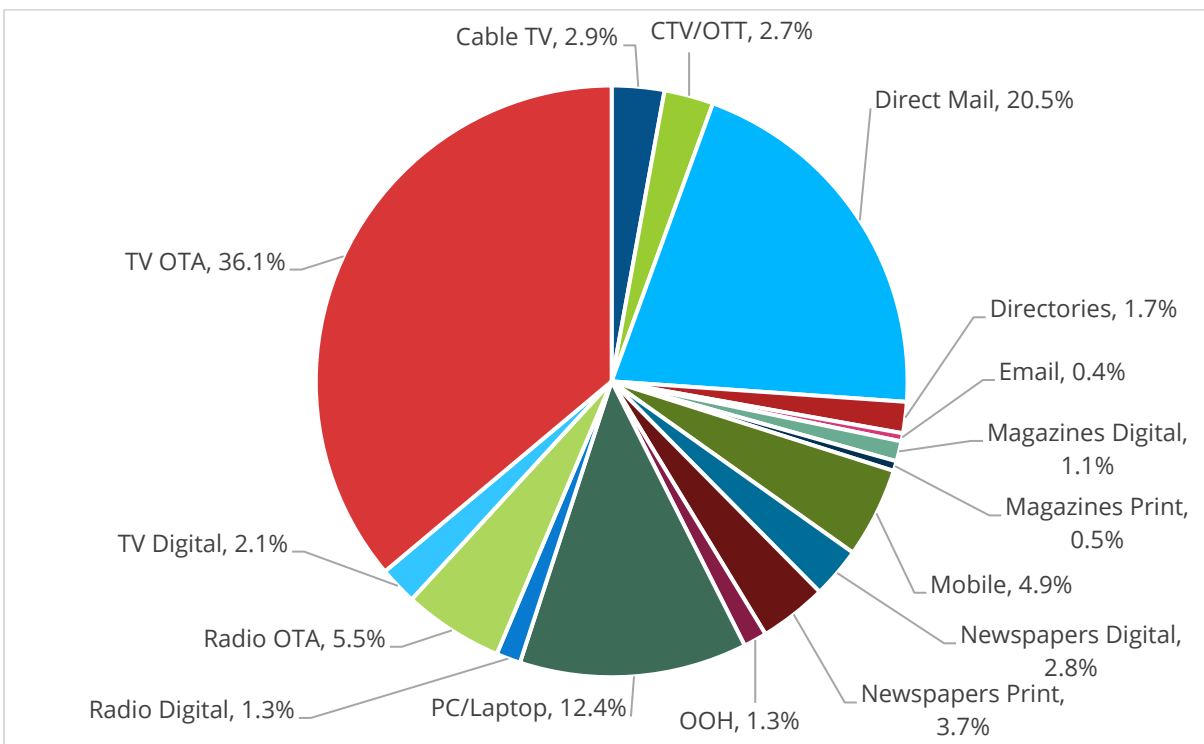


Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023.

# 2023 to 2027: Pharmaceutical & Medicine Manufacturers

TV OTA will continue to be the top media channel for Pharmaceutical and Medicine Manufacturers in 2024 (See Figure 8) receiving just over 36% of the local advertising dollars in 2024 and is forecast to slightly increase its share of wallet to 37.3% by 2027.

**Figure 8: 2024 Pharmaceutical & Medicine Manufacturers Spending by Media Channel**



Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023.

The only four media channels forecast to grow year over year in 2024 are PC/Laptop (+\$10M), CTV/OTT (+\$4M), TV Digital (+\$1M) and Magazines Digital (+\$406,000). Sellers will need to be creative with their offers to maintain or grow revenue in 2024. TV OTA will decrease by \$35M, Radio OTA+Digital will decrease by \$5 million and Newspapers Print+Digital will decrease by \$7 million.

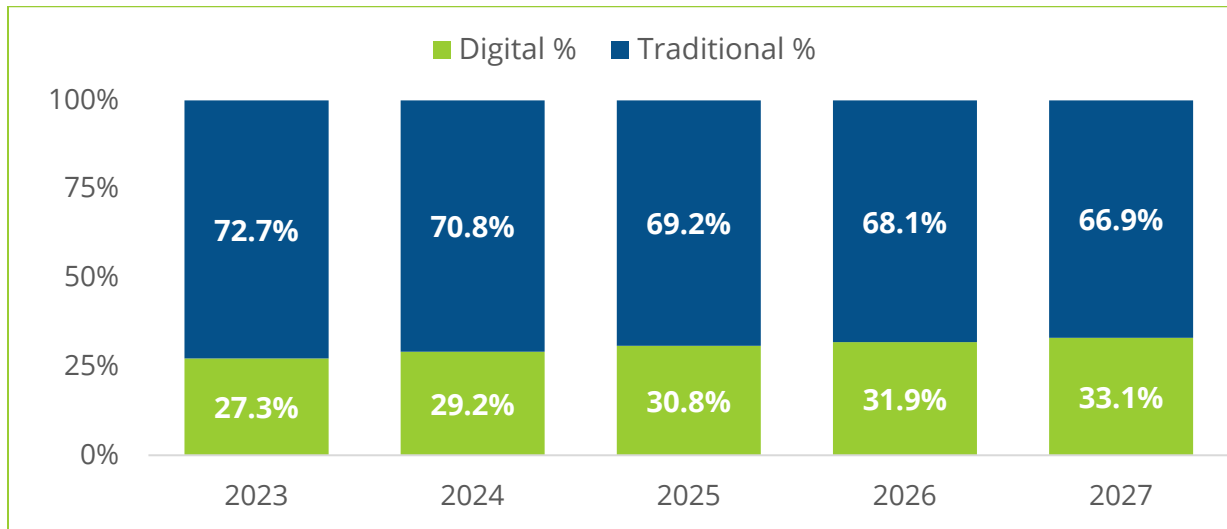
**Table 7: BIA Alert: Pharmaceutical & Medicine Manufacturers Top Media Channels 2023-24**

<b>Biggest Decreases in Spend 2023-24</b>	<b>Top Media Channels 2023</b>	<b>Top Media Channels 2024</b>
Magazines Print -19.8%	TV OTA \$829M	TV OTA \$793M
Direct Mail -11.1%	Direct Mail \$507M	Direct Mail \$451M
Newspapers Print -7.8%	PC/Laptop \$263M	PC/Laptop \$273M

Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023.

Pharmaceutical and Medicine Manufacturers advertising spend is predominantly traditional and although digital is growing, traditional is forecast to still command over two-thirds of the advertising dollars through 2027.

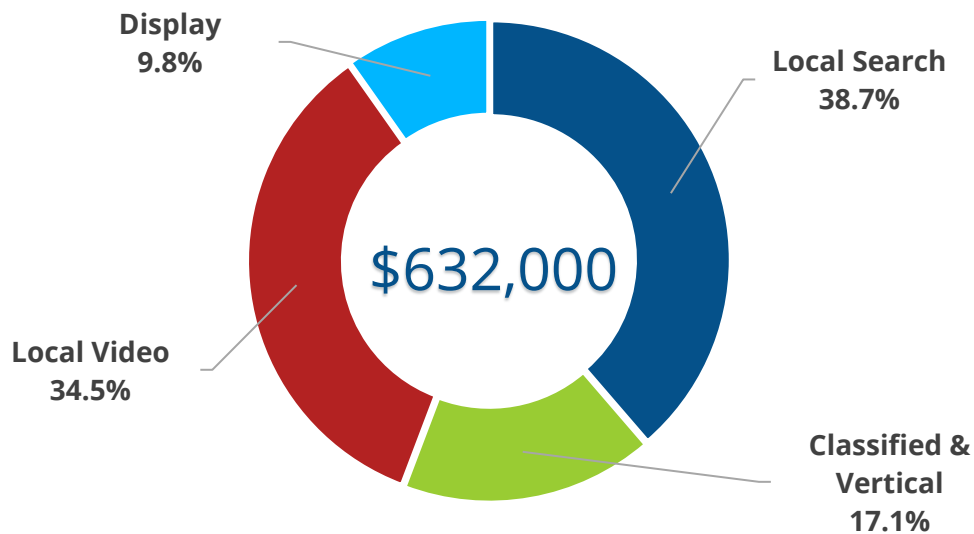
**Figure 9: Pharmaceutical & Medicine Manufacturers 2023 through 2027 Traditional vs. Digital**



Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023.

Local Search and Local Video are the anchor categories in digital spending and will continue to attract more spending through 2027, growing slightly from controlling 73.1% of the spending in 2024 to 74.1% in 2027.

**Figure 10: Pharmaceutical & Medicine Manufacturers 2024 Digital Spending by Ad Platform**



Source: BIA 2024 U.S. Local Advertising Forecast. Issued October 2023.

# BIA Local Ad Forecasts & Analysis



This report and market specific spend and trends in other verticals are available in BIA ADVantage.

BIA ADVantage, the leading local advertising revenue intelligence platform, provides extensive, quality data along with expert analysis to reveal the advertising trends and opportunities in local markets and nationwide.

Realize local ad revenue with BIA ADVantage. Learn more about [BIA ADVantage](#). Interested in a demo? Email [advantage@bia.com](mailto:advantage@bia.com).

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At BIA Advisory Services, we are committed to providing unique data to analyze traditional and digital advertising, advertiser behavior, local market profiles, and station ownership/operational details. Our comprehensive local and nationwide advertising research, competitive intelligence services, and strategic and valuation consulting cater to all your needs.

Get quick access to our local advertising intelligence platform – BIA ADVantage – to explore our forecasts and projections, industry intelligence, and quarterly briefings. We pride ourselves on combining top-notch data with high-powered analytics to help clients take advantage of our social, web, and podcast platforms.

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 [www.bia.com](http://www.bia.com)

## Appendix A: Description of Healthcare Verticals

**Health & Personal Care Stores:** Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs.

**Hospitals:** Industries in the Hospitals subsector provide medical, diagnostic, and treatment services that include physician, nursing, and other health services to inpatients and the specialized accommodation services required by inpatients. Hospitals may also provide outpatient services as a secondary activity. Establishments in the Hospitals subsector provide inpatient health services, many of which can only be provided using the specialized facilities and equipment that form a significant and integral part of the production process.

**Nursing & Residential Care Facilities:** This industry comprises establishments primarily engaged in providing inpatient nursing and rehabilitative services. This industry also comprises establishments (e.g., group homes, hospitals, intermediate care facilities) primarily engaged in providing residential care services for persons diagnosed with intellectual and developmental disabilities, and the elderly and other persons who are unable to fully care for themselves and/or the elderly and other persons who do not desire to live independently.

**Offices of Optometrists:** This industry comprises establishments of health practitioners having the degree of O.D. (Doctor of Optometry) primarily engaged in the independent practice of optometry. These practitioners examine, diagnose, treat, and manage diseases and disorders of the visual system, the eye, and associated structures as well as diagnose related systemic conditions. Offices of optometrists prescribe and/or provide eyeglasses, contact lenses, low vision aids, and vision therapy.

**Offices of Physicians/Dentists/Chiropractors:** This industry comprises establishments of health practitioners primarily engaged in the independent practices of general specialized medicine/surgery, or specialized dentistry, and chiropractic.

**Personal Care Services:** This industry comprises establishments primarily engaged in providing personal care services (including hair, nail, facial, nonpermanent makeup, or non-medical diet and weight reducing services).

**Pharmaceutical & Medicine Manufacturers:** This industry comprises establishments primarily engaged in (1) manufacturing uncompounded medicinal chemicals and their derivatives (i.e., generally for use by pharmaceutical preparation manufacturers). Also includes establishments primarily engaged in manufacturing in-vivo diagnostic substances and pharmaceutical preparations (except biological) intended for internal and external consumption in dose forms, such as ampoules, tablets, capsules, vials, ointments, powders, solutions, and suspensions.

## Appendix B: Media Definitions Traditional & Digital

**Cable Television:** All revenues generated by local cable systems for the sale of time to either national or local advertisers on all their aired networks. Does not include any advertising sold by national cable networks.

**Direct Mail:** All revenue spent (including postage and production) by direct mail local and direct mail national advertisers in promoting their products/services through printed mailings and catalogs. The average split of national/local is 90/10.

**Magazines Print:** All revenues generated by local market magazines from either national or local advertisers from their print editions. Does not include any advertising generated by magazines with a national subscriber base.

**Newspapers Print:** All revenues generated by local daily and weekly newspapers from national and local advertisers from their print editions. Does not include any revenue generated from subscriptions.

**Out-Of-Home (OOH):** All revenues generated from sales of advertising in locations outside of homes. Includes traditional billboards, digital billboards, digital signage, taxi cabs, and digital cinema.

**Radio Over-the-Air (OTA):** All revenues generated by local radio stations for sale of time to either national or local advertisers from their over-the-air broadcasts. Does not include any advertising sold by the national radio networks.

**Television Over-the-Air (OTA):** All revenues generated by local television stations for sale of time to either national or local advertisers. Does not include any advertising sold by the over-the-air national networks, nor any retransmission consent revenues generated by these local television stations.

**Directories:** All revenues generated by local directory companies for their printed and digital/online listings.

**E-mail:** All revenues spent by national and local advertisers in e-mail solicitation.

**Magazines Digital:** All revenues generated by local market magazines from either national or local advertisers from their digital activities. Includes the share retained by local magazines after reselling other online platforms (e.g., Google AdWords). Does not include any advertising generated by magazines with a national subscriber base.

**Mobile:** All revenues generated from advertising on mobile devices and targeted devices are Phones, tablets. This includes in-app advertising as well as mobile web and messaging advertising. Formats include display, search, SMS, video, and native social advertising (i.e., Facebook news feed ads).

**Newspapers Digital:** All revenues generated by local daily and weekly newspapers from national and local advertisers from their online editions. Includes the share retained by local newspapers after reselling other online platforms (e.g., Google AdWords). Does not include revenues generated from subscriptions.

**Connected TV/Over-the-Top Media (CTV/OTT):** CTV/OTT advertising is local targeted advertising included on streaming video delivered to TV sets via Internet connections and includes both IP set top boxes that receive signals from digital video ad servers (and widgets on them) as well as USB and HDMI multimedia devices.

**PC/Laptop:** All revenues generated by online companies selling locally targeted advertisements to be displayed on a PC/laptop. These advertisements could be sold by local pure-play online companies, or national companies selling geo-targeted advertising. Includes search, display, and classified/vertical

advertising. Search includes dollars spent on online local inquiries with search engine sites (such as Google, Microsoft, Facebook, Yahoo, Ask, AOL).

**PC/Laptop and Mobile sub-categories are:**

**-Search** Includes all advertising spending with online local inquiries with search engine sites (such as Google, Microsoft, Yahoo, Ask, AOL).

**-Other Display** include amounts spent targeting local audiences on various sites through banners surrounding content.

**-Video Display** includes amounts spent targeting local audiences with online video ads that launch before, during or after other video programs.

**Classified/Verticals** advertising is a wide category that includes advertising on vertical websites (e.g., AutoTrader.com, Trulia, etc.), as

well as purchased classified advertising on various websites.

**Radio Digital:** Digital radio advertising includes local advertising sold by local stations (streaming and website advertisements) and pure play streaming services. Includes the share retained by local radio stations after reselling other online platforms (e.g., Google AdWords).

**Television Digital:** TV digital advertising includes local advertising sold by local broadcast stations (owned and operated streaming and website advertisements). Includes the share retained by local television stations after reselling other online platforms and products (Not owned and operated e.g., Google AdWords, targeted display, social media advertising).