



**Local Legal
Services Advertising**

2018 – Quarters 2 and 3

Kentucky

Local legal services television advertising in top media markets in Kentucky
2nd & 3rd Quarters of 2018

January 2019

In the second and third quarters of 2018, from April through September, nearly 6 million advertisements for legal services and/or soliciting legal claims aired on local broadcast networks in the 210 local media markets across the United States.¹ It is estimated that \$412 million were spent purchasing these ads.² Eight percent of the locally broadcasted legal services ads during this six month period aired in seven media markets in three states across the United States. These markets – Dallas, Houston, and San Antonio, Texas; New Orleans and Shreveport, Louisiana; and Lexington and Louisville, Kentucky – also accounted for nine percent of all local legal services television advertising spending during this time period. An analysis and discussion of the legal services advertising volumes in the Kentucky markets follows.

¹ The total estimated number of local legal services TV ads broadcast during this time period was 5,929,759.

This total and other TV advertising data cited in this report does not include legal services TV advertisements broadcast nationally on national cable and broadcast networks or during nationally syndicated programming nor does it include local cable television broadcasts.

Data and analysis on television advertisements in this report are provided by X Ante using Kantar CMAG data.

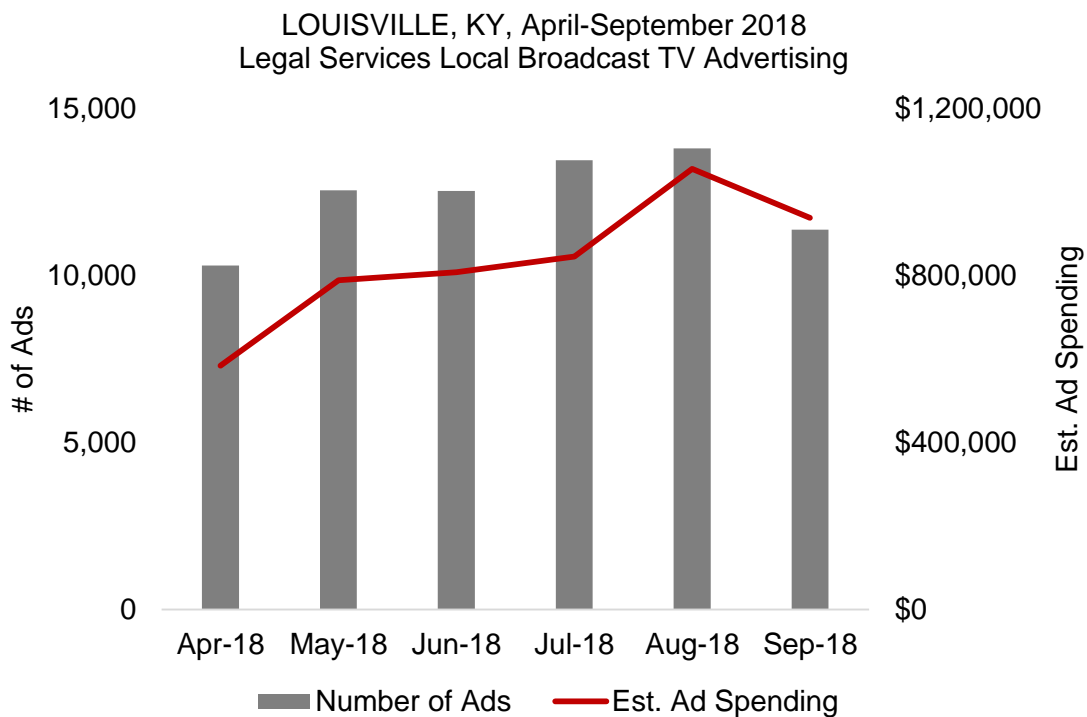
² An estimated \$411,983,301 were spent on legal services TV ads during this period. Ad spending figures are estimates based on publicly-available ad rate information. Data are estimates and may vary over time due to revisions to account for duplicates or errors and the availability of updated ad rate information.

KENTUCKY

Louisville and Lexington, the two largest media markets in Kentucky and the 48th and 63rd largest in the country, also saw heavy local legal services TV advertising in the second and third quarters of 2018. A high number of these ads aired in Louisville, in particular. The number of ads that aired in Louisville during this time period – 74,000 – is more than aired in the larger Texas markets previously mentioned. Local advertisers for legal services sponsored a daily average of more than 230 ads in Lexington and more than 400 ads in Louisville at a total estimated cost of \$7 million from April through September.

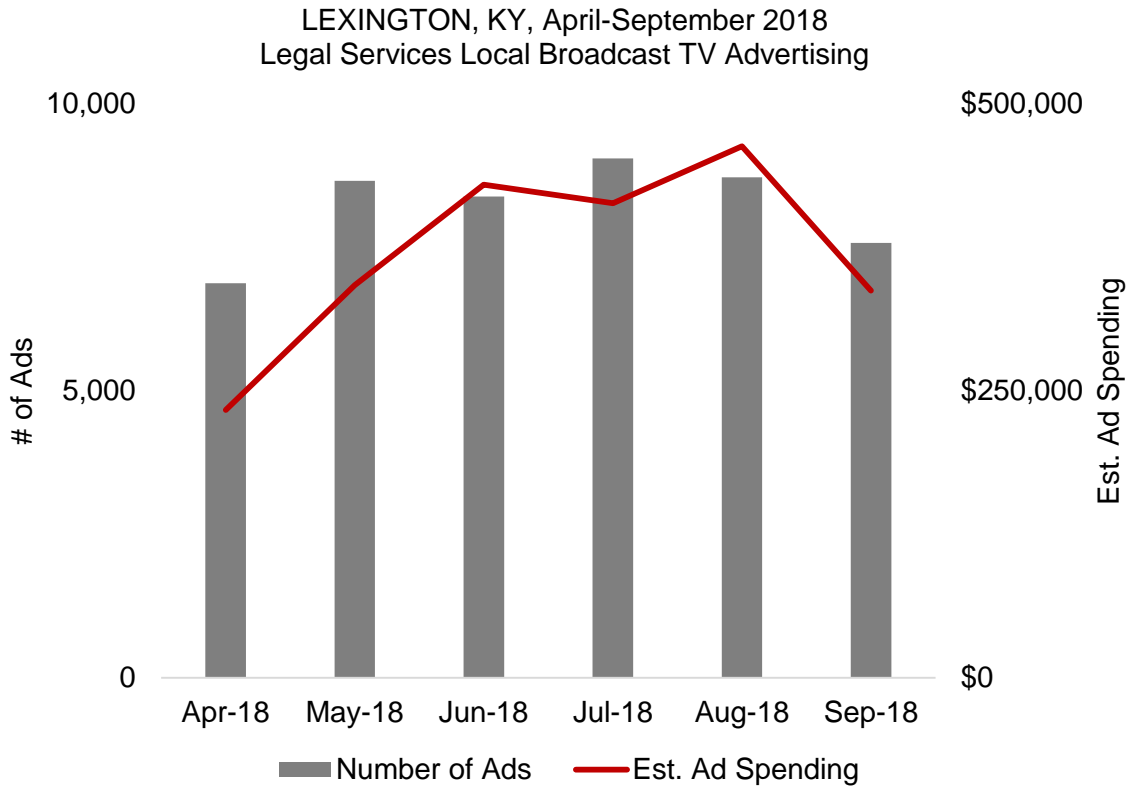
Louisville

Estimated spending on locally broadcast legal services advertising in Louisville jumped 30 percent from the second to the third quarters of 2018 when \$660,000 more were spent. The \$2.8 million spent from July through September purchased 3,300 or nine percent more ads than aired from April through June. About 420 legal services ads aired every day in the third quarter in the Louisville market – 17 times the number of local ads for pizza delivery and restaurants.



Lexington

While more legal services ads aired in Louisville than in Lexington, Lexington experienced a greater quarterly increase with nearly 50 percent or more than 8,000 more ads in the third quarter than in the second. Estimated spending on these ads jumped by 57 percent or \$442,000. This amount is equal to a daily average of \$13,000 spent to sponsor 275 ads per day during the third quarter. A total of \$2.2 million were spent to air 49,000 legal services from April through September 2018. These ads ran nine times as often as local TV ads for home centers and hardware stores in Lexington during the third quarter.



Source material

Data analysis in this report provided by X Ante used data from Kantar Media CMAG. X Ante monitors and reports on advertising and monitoring by lawyers, law firms and other soliciting legal claims on television, radio, online, social media and elsewhere. The television advertising coverage includes expenditures and commercial occurrences by attorneys and law firms in 210 media markets and on 12 national broadcast networks, eight Spanish-language networks and more than 80 national cable networks. X Ante has provided this data and analysis to prominent law firms and Fortune 500 companies.

Materials reviewed

In compiling this report, X Ante examined comprehensive data sets on commercial occurrence and expenditure information for television advertisements sponsored by attorneys and/or law firms seeking claimants on local broadcast television networks in the selected media markets.

The data examined included monthly totals of estimated spending on legal services advertising and the number of times these ads aired each month from April 2018 through September 2018.

The data was gathered and provided by the Campaign Media Analysis Group (CMAG), a Kantar Media Solution, that monitors, codes and aggregates television advertising information 21 hours a day (5:00 AM - 2:00 AM) utilizing the MediaWatch Technology – an automated, patented and proprietary system. The monitored stations constitute the principal stations in each market, typically including the network affiliates and major independents.

CMAG staff watch, review, and code every ad to determine the messages used in each and the content information is merged with the automated placement and spending information.

The system is designed to capture new commercials as they first air and then track every succeeding airing of each commercial across the universe of TV platforms outlined above.

The spot occurrence and placement data are automatically assigned by the system. The spending rates are estimated according to quarterly polling by Kantar Media of television stations and advertising industry sources to determine average 30-second advertising daypart-level rates and program rates for sports and special programming for the upcoming quarter. To account for the time it takes for any given rate to populate within the system, CMAG uses an average cost function based on rates from historical program averages airing in the same market on the same station during the same daypart. These temporary estimates are updated with actual sourced rates when they become available.

Several weeks after the local data is produced, Kantar Media receives the results from a national broadcasting industry survey conducted monthly by the Television Bureau of Advertising (TVB). This new information provides a national advertising growth trend as reported by responding stations. Expenditures are adjusted to reflect these industry spot revenue patterns. Once this final rate data is available, all temporary rates calculated using the average cost function are replaced with the final data.