

2017-2021

**Legal Services
Advertising in the
United States**

Introduction & Background

Trial lawyers and aggregators increasingly spend large sums of money on advertising to recruit new clients for class action lawsuits. In 2021, it is estimated that more than \$971.6 million were spent on more than 15.1 million television ads for local legal services or soliciting legal claims across the United States. When compared with the same time period in 2020, spending on these ads increased more than 11% while the quantity of ads increased more than 9%. Much of this advertising is conducted by aggregators: businesses that recruit potential plaintiffs and then sell their information to law firms.

Consumers see doomsday ads about the lethal effects of medications or even general medical injury and can consequently stop use of medicines prescribed by their health care providers. This is often done without consulting their doctor, resulting in health problems for patients and increasing litigation risk for product manufacturers.

These over-the-top advertisements from personal injury attorneys with catchy jingles and toll-free numbers pose a serious danger. These ads undermine the simple notion that physicians and health care providers – not personal injury lawyers or the “aggregators” who run the ads for the lawyer – should dispense medical advice.

Trial lawyers continue to pump significant money into these ad buys because, armed with more clients, they can boost settlements and payouts when they go after large corporations. This ultimately leads to larger contingency fees for the lawyers themselves.

INTRO

The ads do more than help recruit clients, however. They can also influence the thinking of citizens who may serve on a jury in lawsuits. A survey conducted by Trial Partners, Inc. found that 90% of jurors would be somewhat or very concerned if they saw an advertisement claiming a company’s product injured people. Additionally, 72% of jurors agreed somewhat or strongly that if there are lawsuits against a company claiming its products injured people, then there is probably truth to the claim – showing just how great an impact these ads can have.

FEBRUARY 2022

AMERICAN TORT REFORM ASSOCIATION •
 WWW.ATRA.ORG

INTRO

National Data & Analysis

National TV Ads

Year	\$ Spent	# of Ads
2017	\$152,303,252	127,388
2018	\$143,028,535	102,208
2019	\$217,616,256	136,611
2020	\$151,718,241	97,783
2021*	\$97,007,826	71,187
TOTAL	\$761,674,110	535,177

**Thru November*

All Ads

Year	\$ Spent	# of Ads
2017	\$1,225,214,253	13,321,998
2018	\$1,302,718,564	13,899,679
2019	\$1,505,440,140	16,162,873
2020	\$1,395,858,877	16,480,065
2021*	\$1,420,747,547	17,378,165
TOTAL	\$6,849,979,381	77,242,780

**Thru November*

National Data & Analysis

Between 2017 and 2021, \$6.8 billion was spent on more than 77 million national and local ads.

In 2021, more than 15 million ads for legal services aired on local television broadcast networks in the 210 media markets across the U.S., totaling approximately \$971.6 million spent. By comparison, pizza restaurants spent \$67.4 million on a mere 845,000 ads while furniture retailers spent \$589 million on 4.8 million ads aired on local television broadcast networks.

Additionally, trial lawyer groups aired more than 71,000 ads on national cable television at an estimated cost of \$97 million in 2021.

The number of ads aired by trial lawyer groups across local and cable television, radio, and outdoor billboards has increased more than 30% since 2017.

State Data & Analysis

Local TV

On average, spending on local legal services television ads increased nationwide by nearly 10% between 2017 and 2021. Spending in most states increased, with only nine states showing overall decreases over the five-year span. Florida, Texas, California, New York and Georgia spent the most by dollar amount over the five-year span. In terms of average yearly percentage increases, Wyoming, Montana, South Dakota, Alaska and New Mexico saw the largest percentage increases in spending on local legal services ads between 2017 and 2021.

The quantity of ads airing also increased by an average of nearly 12%. Again, the majority of states saw increases in ads, with only seven states seeing a decrease in local legal services ads airing on television. Over the five-year span, viewers in Florida, Texas, Alabama, Georgia and Louisiana saw the most local legal services ads on television. In terms of average yearly percentage increases, Wyoming, South Dakota, Alaska, New Mexico and Montana saw the largest percentage increases in the quantity of ads aired between 2017 and 2021.

All U.S. Spot TV

Year	\$ Spent	# of Ads
2017	\$794,368,684	11,309,457
2018	\$852,786,334	11,946,492
2019	\$922,755,482	13,852,765
2020	\$874,394,062	13,851,931
2021	\$971,609,299	15,108,478
TOTAL	\$4,415,913,861	66,069,123

State Data & Analysis

Outdoor Ads

On average, spending on local outdoor advertisements for legal services increased by more than 33% between 2017 and 2021. Spending in most states increased, with only four states seeing a decrease in spending on these ads. Florida, California, Georgia, Texas and Louisiana spent the most by dollar amount over the five-year span. In terms of average yearly percentage increases, Kansas, Maryland, Washington, Maine and Nebraska saw the largest percentage increases in spending on local outdoor ads for legal services between 2017 and 2021.

All Outdoor Ads

Year	\$ Spent
2017	\$150,304,939
2018	\$181,256,992
2019	\$220,972,101
2020	\$232,086,175
2021*	\$253,135,539
TOTAL	\$1,037,755,746

**Thru November*

State Data & Analysis

Radio Ads

On average, spending decreased on both national and local legal services radio ads, while the quantity of ads remained relatively steady. California, Texas, Florida, Georgia and New York had the largest spends by dollar amount over the five-year span. In terms of average yearly percentage increases, Iowa, Kentucky, Indiana, Alaska and Louisiana saw the largest percentage increases in spending on radio ads for legal services between 2017 and 2021.

Florida, Texas, California, Georgia and Nevada heard the most legal services radio ads by sheer quantity between 2017 and 2021. In terms of average yearly percentage increases, Arizona, Washington, Nevada, Massachusetts and Texas saw the largest percentage increases in the quantity of ads aired during the five-year period.

All Radio Ads

Year	\$ Spent	# of Ads
2017	\$128,237,378	1,885,153
2018	\$125,646,703	1,850,979
2019	\$144,096,301	2,173,497
2020	\$137,660,399	2,530,351
2021*	\$98,994,883	2,198,500
TOTAL	\$634,635,664	10,638,480

**Thru November*

State Data & Analysis

The following includes data from nearly every U.S. state and the District of Columbia. The data included are estimates based on best available data in early 2022, thus not all 2021 data may be fully accounted for, and that is noted where applicable.

States not included are Delaware, which is encompassed in the Philadelphia, PA media market; New Hampshire, which is encompassed in the Boston, MA; Burlington Plattsburgh, VT; and, Portland Auburn, ME media markets; and, New Jersey, which is encompassed in the Philadelphia, PA and New York, NY media markets.

Alabama

Alabama Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$27,810,725	811,987
2018	\$28,755,596	810,151
2019	\$27,664,478	849,873
2020	\$29,659,895	868,266
2021	\$33,380,673	970,639

Alabama Radio Ads**

Year	\$ Spent	# of Ads
2017	\$148,403	Not
2018	\$296,691	Available
2019	\$516,915	
2020	\$609,812	
2021*	\$468,034	

*Thru November

** National ads only

Alabama Outdoor Ads

Year	\$ Spent
2017	\$8,159,669
2018	\$8,366,372
2019	\$8,712,943
2020	\$8,269,667
2021*	\$7,725,769

*Thru November

Total – Alabama Local Legal Services Advertising

Year	\$ Spent
2017	\$36,118,797
2018	\$37,418,659
2019	\$36,894,336
2020	\$38,539,374
2021	\$41,574,476
TOTAL	\$190,545,642

Alaska

Alaska Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$249,247	7,933
2018	\$317,342	8,499
2019	\$382,617	15,273
2020	\$379,220	17,400
2021	\$410,990	18,221

Alaska Radio Ads**

Year	\$ Spent	# of Ads
2017	\$2,467	Not
2018	\$290	Available
2019	\$1,480	
2020	\$510	
2021*	\$4,747	

*Thru November

** National ads only

Total – Alaska Local Legal Services Advertising

Year	\$ Spent
2017	\$251,714
2018	\$317,632
2019	\$384,097
2020	\$379,730
2021	\$415,737
TOTAL	\$1,748,910

Arizona

Arizona Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$17,665,576	240,797
2018	\$18,642,151	246,695
2019	\$20,863,055	330,707
2020	\$18,114,246	298,783
2021	\$24,393,414	358,599

Arizona Radio Ads

Year	\$ Spent	# of Ads
2017	\$1,826,538	55,922
2018	\$1,956,158	59,681
2019	\$2,910,732	77,531
2020	\$5,273,340	124,905
2021*	\$3,931,172	113,677

*Thru November

Arizona Outdoor Ads

Year	\$ Spent
2017	\$3,920,122
2018	\$5,975,555
2019	\$7,838,417
2020	\$12,696,889
2021*	\$13,948,273

*Thru November

Total – Arizona Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$23,412,236	296,719
2018	\$26,573,864	306,376
2019	\$31,612,204	408,238
2020	\$36,084,475	423,688
2021	\$42,272,859	472,276
TOTAL	\$159,955,638	1,907,297

Arkansas

Arkansas Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$4,118,893	88,082
2018	\$5,904,058	143,267
2019	\$5,631,039	134,801
2020	\$4,990,526	110,092
2021	\$5,921,218	143,853

Arkansas Radio Ads**

Year	\$ Spent	# of Ads
2017	\$85,095	Not
2018	\$85,584	Available
2019	\$96,487	
2020	\$104,407	
2021*	\$21,278	

*Thru November

** National ads only

Arkansas Outdoor Ads

Year	\$ Spent
2017	\$257,377
2018	\$630,723
2019	\$853,755
2020	\$1,153,350
2021*	\$1,252,178

*Thru November

Total – Arkansas Local Legal Services Advertising

Year	\$ Spent
2017	\$4,461,365
2018	\$6,620,365
2019	\$6,581,281
2020	\$6,248,283
2021	\$7,194,674
TOTAL	\$31,105,968

California

California Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$63,307,010	517,732
2018	\$58,734,851	546,305
2019	\$72,105,411	698,141
2020	\$70,510,992	711,311
2021	\$85,366,005	809,751

California Radio Ads

Year	\$ Spent	# of Ads
2017	\$32,366,796	339,978
2018	\$34,495,542	390,658
2019	\$40,065,284	467,072
2020	\$30,740,045	444,221
2021*	\$22,235,180	382,364

*Thru November

California Outdoor Ads

Year	\$ Spent
2017	\$9,484,652
2018	\$11,837,495
2019	\$17,923,946
2020	\$20,282,090
2021*	\$24,963,369

*Thru November

Total – California Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$105,158,458	857,710
2018	\$105,067,888	936,963
2019	\$130,094,641	1,165,213
2020	\$121,533,127	1,155,532
2021	\$132,564,554	1,192,115
TOTAL	\$594,418,668	5,307,533

Colorado

Colorado Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$25,972,830	290,523
2018	\$29,354,770	328,399
2019	\$26,544,045	353,409
2020	\$21,847,711	314,808
2021	\$22,598,417	317,605

Colorado Radio Ads

Year	\$ Spent	# of Ads
2017	\$3,128,374	98,262
2018	\$3,201,635	112,938
2019	\$3,089,424	108,823
2020	\$2,771,181	106,120
2021*	\$1,660,957	78,298

*Thru November

Colorado Outdoor Ads

Year	\$ Spent
2017	\$930,906
2018	\$1,113,932
2019	\$2,646,198
2020	\$4,145,366
2021*	\$4,598,709

*Thru November

Total – Colorado Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$30,032,110	388,785
2018	\$33,670,337	441,337
2019	\$32,279,667	462,232
2020	\$28,764,258	420,928
2021	\$28,858,083	395,903
TOTAL	\$153,604,455	2,109,185

Connecticut

Connecticut Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$6,674,122	92,734
2018	\$6,678,209	89,040
2019	\$7,077,724	88,372
2020	\$6,605,614	79,909
2021	\$6,595,599	87,336

Connecticut Radio Ads**

Year	\$ Spent	# of Ads
2017	\$57,951	Not
2018	\$72,990	Available
2019	\$76,960	
2020	\$93,698	
2021*	\$1,433	

*Thru November

**National ads only

Connecticut Outdoor Ads

Year	\$ Spent
2017	\$694,190
2018	\$951,273
2019	\$1,189,832
2020	\$1,429,059
2021*	\$1,677,417

*Thru November

Total – Connecticut Local Legal Services Advertising

Year	\$ Spent
2017	\$7,426,263
2018	\$7,702,472
2019	\$8,344,516
2020	\$8,128,371
2021	\$8,274,449
TOTAL	\$39,876,071

District of Columbia

District of Columbia Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$10,250,553	88,672
2018	\$11,013,610	91,351
2019	\$11,047,094	86,010
2020	\$9,421,406	70,303
2021	\$14,163,484	98,118

District of Columbia Radio Ads

Year	\$ Spent	# of Ads
2017	\$1,957,370	40,990
2018	\$1,328,430	28,256
2019	\$1,628,038	35,649
2020	\$1,695,066	36,941
2021*	\$718,781	18,062

*Thru November

District of Columbia Outdoor Ads

Year	\$ Spent
2017	\$1,411,121
2018	\$1,565,293
2019	\$1,337,759
2020	\$1,088,211
2021*	\$726,695

*Thru November

Total – District of Columbia Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$13,619,044	129,662
2018	\$13,907,333	119,607
2019	\$14,012,891	121,659
2020	\$12,204,683	107,244
2021	\$15,608,960	116,180
TOTAL	\$69,352,911	594,352

Florida

Florida Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$96,110,989	999,010
2018	\$99,486,447	967,747
2019	\$110,066,319	1,180,356
2020	\$122,111,683	1,377,055
2021	\$137,508,087	1,458,809

Florida Radio Ads

Year	\$ Spent	# of Ads
2017	\$20,743,285	690,807
2018	\$20,379,017	619,138
2019	\$19,291,248	588,429
2020	\$18,411,385	703,031
2021*	\$18,580,212	764,763

*Thru November

Florida Outdoor Ads

Year	\$ Spent
2017	\$32,322,291
2018	\$39,969,313
2019	\$46,448,239
2020	\$51,550,200
2021*	\$52,796,197

*Thru November

Total – Florida Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$149,176,565	1,689,817
2018	\$159,834,777	1,586,885
2019	\$175,805,806	1,768,785
2020	\$192,073,268	2,080,086
2021	\$208,884,496	2,223,572
TOTAL	\$885,774,912	9,349,145

Georgia

Georgia Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$44,406,991	570,358
2018	\$53,612,448	662,371
2019	\$55,469,038	846,835
2020	\$49,089,937	720,866
2021	\$60,650,125	859,349

Georgia Radio Ads

Year	\$ Spent	# of Ads
2017	\$8,743,087	150,366
2018	\$8,671,891	150,356
2019	\$8,910,130	161,224
2020	\$11,264,894	190,104
2021*	\$7,481,072	137,926

*Thru November

Georgia Outdoor Ads

Year	\$ Spent
2017	\$10,065,369
2018	\$13,292,238
2019	\$18,567,209
2020	\$20,096,543
2021*	\$20,989,329

*Thru November

Total – Georgia Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$63,215,447	720,724
2018	\$75,576,577	812,727
2019	\$82,946,377	1,008,059
2020	\$80,451,374	910,970
2021	\$89,120,526	997,275
TOTAL	\$391,310,301	4,449,755

Hawaii

Hawaii Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$870,964	11,840
2018	\$1,245,402	15,875
2019	\$1,164,597	19,574
2020	\$809,384	14,366
2021	\$1,030,700	17,172

Hawaii Radio Ads**

Year	\$ Spent	# of Ads
2017	\$39,156	Not
2018	\$70	Available
2019	\$58,173	
2020	\$3,110	
2021*	\$649	

*Thru November

**National ads only

Total – Hawaii Local Legal Services Advertising

Year	\$ Spent
2017	\$910,120
2018	\$1,245,472
2019	\$1,222,770
2020	\$812,494
2021	\$1,031,349
TOTAL	\$5,222,205

Idaho

Idaho Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$797,634	23,460
2018	\$799,152	26,300
2019	\$1,176,605	32,625
2020	\$1,103,711	38,158
2021	\$956,242	33,079

Idaho Radio Ads**

Year	\$ Spent	# of Ads
2017	\$66,000	Not
2018	\$62,700	Available
2019	\$56,610	
2020	\$39,376	
2021*	\$852	

*Thru November

**National ads only

Idaho Outdoor Ads

Year	\$ Spent
2017	\$105,558
2018	\$115,880
2019	\$124,867
2020	\$187,205
2021*	\$255,654

*Thru November

Total – Idaho Local Legal Services Advertising

Year	\$ Spent
2017	\$969,192
2018	\$977,732
2019	\$1,358,082
2020	\$1,330,292
2021	\$1,212,748
TOTAL	\$5,848,046

Illinois

Illinois Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$25,034,501	173,574
2018	\$28,722,558	206,819
2019	\$33,351,302	266,163
2020	\$38,445,344	249,447
2021	\$30,073,141	248,708

Illinois Radio Ads

Year	\$ Spent	# of Ads
2017	\$6,093,449	94,102
2018	\$7,112,980	105,935
2019	\$7,359,748	117,067
2020	\$8,035,996	144,111
2021*	\$4,180,815	95,887

*Thru November

Illinois Outdoor Ads

Year	\$ Spent
2017	\$2,416,246
2018	\$3,548,153
2019	\$3,648,450
2020	\$3,217,009
2021*	\$3,697,631

*Thru November

Total – Illinois Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$33,544,196	267,676
2018	\$39,383,691	312,754
2019	\$44,359,500	383,230
2020	\$49,698,349	393,558
2021	\$37,951,587	344,595
TOTAL	\$204,937,323	1,701,813

Indiana

Indiana Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$18,066,121	295,059
2018	\$19,126,109	272,853
2019	\$20,679,581	303,925
2020	\$18,359,917	317,391
2021	\$21,168,093	337,294

Indiana Radio Ads**

Year	\$ Spent	# of Ads
2017	\$32,381	Not
2018	\$4,785	Available
2019	\$28,811	
2020	\$26,091	
2021*	\$26,985	

*Thru November

**National ads only

Indiana Outdoor Ads

Year	\$ Spent
2017	\$1,868,888
2018	\$2,535,909
2019	\$3,294,380
2020	\$2,295,203
2021*	\$2,228,889

*Thru November

Total – Indiana Local Legal Services Advertising

Year	\$ Spent
2017	\$19,967,390
2018	\$21,666,803
2019	\$24,002,772
2020	\$20,681,211
2021	\$23,423,967
TOTAL	\$109,742,143

Iowa

Iowa Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$3,436,953	125,826
2018	\$3,093,530	106,321
2019	\$4,340,819	146,959
2020	\$2,858,992	117,605
2021	\$2,419,261	89,753

Iowa Radio Ads**

Year	\$ Spent	# of Ads
2017	\$137,426	Not
2018	\$79,677	Available
2019	\$1,082,559	
2020	\$65,851	
2021*	\$41,097	

*Thru November

**National ads only

Iowa Outdoor Ads

Year	\$ Spent
2017	\$149,174
2018	\$165,273
2019	\$145,925
2020	\$287,288
2021*	\$112,654

*Thru November

Total – Iowa Local Legal Services Advertising

Year	\$ Spent
2017	\$3,723,553
2018	\$3,338,480
2019	\$5,569,303
2020	\$3,212,131
2021	\$2,573,012
TOTAL	\$18,416,479

Kansas

Kansas Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$3,479,892	133,792
2018	\$4,501,291	169,238
2019	\$4,670,909	196,864
2020	\$4,945,639	221,934
2021	\$4,765,350	224,252

Kansas Radio Ads**

Year	\$ Spent	# of Ads
2017	Not Available	Not
2018	\$38,222	Available
2019	\$28,488	
2020	\$29,400	
2021*	\$14,260	

*Thru November

**National ads only

Kansas Outdoor Ads

Year	\$ Spent
2017	\$22,545
2018	\$19,677
2019	\$186,022
2020	\$639,584
2021*	\$747,203

*Thru November

Total – Kansas Local Legal Services Advertising

Year	\$ Spent
2017	\$3,502,437
2018	\$4,559,190
2019	\$4,885,419
2020	\$5,614,623
2021	\$5,526,813
TOTAL	\$24,088,482

Kentucky

Kentucky Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$13,451,076	264,443
2018	\$15,544,152	269,268
2019	\$16,124,648	325,260
2020	\$13,659,977	321,826
2021	\$14,813,451	325,664

Kentucky Radio Ads**

Year	\$ Spent	# of Ads
2017	\$60,672	Not
2018	\$347,363	Available
2019	\$103,788	
2020	\$108,985	
2021*	\$23,104	

*Thru November

**National ads only

Kentucky Outdoor Ads

Year	\$ Spent
2017	\$1,658,650
2018	\$2,268,656
2019	\$2,785,482
2020	\$2,571,472
2021*	\$2,641,791

*Thru November

Total – Kentucky Local Legal Services Advertising

Year	\$ Spent
2017	\$15,170,398
2018	\$18,160,171
2019	\$19,013,918
2020	\$16,340,434
2021	\$17,478,346
TOTAL	\$86,163,267

Louisiana

Louisiana Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$32,830,061	567,377
2018	\$37,949,020	696,875
2019	\$35,595,008	746,790
2020	\$33,269,725	716,035
2021	\$34,891,664	783,856

Louisiana Radio Ads**

Year	\$ Spent	# of Ads
2017	\$104,467	Not
2018	\$93,736	Available
2019	\$276,338	
2020	\$333,217	
2021*	\$165,471	

*Thru November

**National ads only

Louisiana Outdoor Ads

Year	\$ Spent
2017	\$9,587,279
2018	\$11,175,458
2019	\$12,303,446
2020	\$11,269,219
2021*	\$11,572,793

*Thru November

Total – Louisiana Local Legal Services Advertising

Year	\$ Spent
2017	\$42,521,807
2018	\$49,218,214
2019	\$48,174,792
2020	\$44,872,161
2021	\$46,629,928
TOTAL	\$231,416,902

Maryland

Maryland Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$9,570,980	121,994
2018	\$10,107,131	123,675
2019	\$12,148,347	141,375
2020	\$10,310,646	126,866
2021	\$9,470,726	124,775

Maryland Radio Ads

Year	\$ Spent	# of Ads
2017	\$1,344,507	24,306
2018	\$1,128,479	27,857
2019	\$1,358,252	36,827
2020	\$1,230,170	35,976
2021*	\$409,023	17,173

*Thru November

Maryland Outdoor Ads

Year	\$ Spent
2017	\$3,778
2018	\$16,671
2019	\$23,745
2020	\$78,445
2021*	\$235,710

*Thru November

Total – Maryland Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$10,919,265	146,300
2018	\$11,252,281	151,532
2019	\$13,530,344	178,202
2020	\$11,619,261	162,842
2021	\$10,115,459	141,948
TOTAL	\$57,436,610	780,824

Massachusetts

Massachusetts Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$10,346,710	108,038
2018	\$12,050,925	122,014
2019	\$11,747,716	132,226
2020	\$10,352,733	123,640
2021	\$12,053,718	123,081

Massachusetts Radio Ads

Year	\$ Spent	# of Ads
2017	\$1,529,622	19,450
2018	\$1,444,092	21,733
2019	\$2,031,955	23,280
2020	\$2,674,052	33,129
2021*	\$1,265,394	23,502

*Thru November

Massachusetts Outdoor Ads

Year	\$ Spent
2017	\$1,346,363
2018	\$1,458,023
2019	\$1,594,750
2020	\$931,365
2021*	\$937,425

*Thru November

Total – Massachusetts Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$13,222,695	127,488
2018	\$14,953,040	143,747
2019	\$15,374,421	155,506
2020	\$13,958,150	156,769
2021	\$14,256,537	146,583
TOTAL	\$71,764,843	730,093

Michigan

Michigan Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$32,258,122	334,328
2018	\$33,764,348	329,164
2019	\$32,680,749	324,491
2020	\$29,206,576	307,590
2021	\$31,697,874	326,351

Michigan Radio Ads

Year	\$ Spent	# of Ads
2017	\$2,982,943	48,821
2018	\$1,737,946	37,015
2019	\$1,683,772	31,559
2020	\$1,124,825	28,254
2021*	\$455,240	17,364

*Thru November

Michigan Outdoor Ads

Year	\$ Spent
2017	\$1,087,998
2018	\$1,799,370
2019	\$3,451,629
2020	\$2,770,188
2021*	\$3,584,005

*Thru November

Total – Michigan Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$36,329,063	383,149
2018	\$37,301,664	366,179
2019	\$37,816,150	356,050
2020	\$33,101,589	335,844
2021	\$35,737,119	343,715
TOTAL	\$180,285,585	1,784,937

Maine

Maine Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$2,087,781	78,926
2018	\$1,535,683	58,832
2019	\$1,617,050	62,417
2020	\$1,000,214	42,052
2021	\$1,696,305	69,132

Maine Radio Ads**

Year	\$ Spent	# of Ads
2017	Not Available	Not
2018	Not Available	Available
2019	\$4,710	
2020	\$42,865	
2021*	\$6,728	

*Thru November

**National ads only

Maine Outdoor Ads

Year	\$ Spent
2017	\$484
2018	\$2,527
2019	Not Available
2020	\$4,323
2021*	\$1,098

*Thru November

Total – Maine Local Legal Services Advertising

Year	\$ Spent
2017	\$2,088,265
2018	\$1,538,210
2019	\$1,621,760
2020	\$1,047,402
2021	\$1,704,131
TOTAL	\$7,999,768

Minnesota

Minnesota Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$4,593,055	74,968
2018	\$3,746,295	66,098
2019	\$4,406,416	79,465
2020	\$4,156,392	81,021
2021	\$3,872,839	72,720

Minnesota Radio Ads

Year	\$ Spent	# of Ads
2017	\$1,228,070	19,454
2018	\$942,738	15,405
2019	\$1,207,002	20,835
2020	\$1,014,791	21,547
2021*	\$532,931	18,094

*Thru November

Minnesota Outdoor Ads

Year	\$ Spent
2017	\$1,399,610
2018	\$1,465,222
2019	\$1,426,687
2020	\$1,410,393
2021*	\$1,445,596

*Thru November

Total – Minnesota Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$7,220,735	94,422
2018	\$6,154,255	81,503
2019	\$7,040,105	100,300
2020	\$6,581,576	102,568
2021	\$5,851,366	90,814
TOTAL	\$32,848,037	469,607

Mississippi

Mississippi Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$8,468,226	215,139
2018	\$9,595,906	243,559
2019	\$9,420,517	279,675
2020	\$10,388,444	284,584
2021	\$10,981,004	321,517

Mississippi Radio Ads**

Year	\$ Spent	# of Ads
2017	\$20,308	Not
2018	\$53,437	Available
2019	\$132,820	
2020	\$64,838	
2021*	\$154,496	

*Thru November

**National ads only

Mississippi Outdoor Ads

Year	\$ Spent
2017	\$2,104,675
2018	\$2,166,476
2019	\$2,274,503
2020	\$2,628,178
2021*	\$2,666,699

*Thru November

Total – Mississippi Local Legal Services Advertising

Year	\$ Spent
2017	\$10,593,209
2018	\$11,815,819
2019	\$11,827,840
2020	\$13,081,460
2021	\$13,802,199
TOTAL	\$61,120,527

Missouri

Missouri Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$12,345,530	224,418
2018	\$12,141,296	202,761
2019	\$13,896,867	249,627
2020	\$14,026,968	283,211
2021	\$17,008,181	308,372

Missouri Radio Ads

Year	\$ Spent	# of Ads
2017	\$1,753,087	64,564
2018	\$1,750,951	62,196
2019	\$1,637,221	54,027
2020	\$1,549,152	55,460
2021*	\$981,649	42,054

*Thru November

Missouri Outdoor Ads

Year	\$ Spent
2017	\$2,306,139
2018	\$3,151,143
2019	\$4,459,554
2020	\$4,497,488
2021*	\$6,177,371

*Thru November

Total – Missouri Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$16,404,756	288,982
2018	\$17,043,390	264,957
2019	\$19,993,642	303,654
2020	\$20,073,608	338,671
2021	\$24,167,201	350,426
TOTAL	\$97,682,597	1,546,690

Montana

Montana Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$225,373	7,691
2018	\$391,023	9,595
2019	\$676,637	17,684
2020	\$644,823	17,429
2021	\$445,524	12,506

Montana Outdoor Ads

Year	\$ Spent
2017	\$30,976
2018	\$17,226
2019	\$22,003
2020	\$37,545
2021*	\$70,912

*Thru November

Total – Montana Local Legal Services Advertising

Year	\$ Spent
2017	\$256,349
2018	\$408,249
2019	\$698,640
2020	\$682,368
2021	\$516,436
TOTAL	\$2,562,042

Nebraska

Nebraska Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$985,791	20,987
2018	\$1,031,159	20,849
2019	\$1,306,542	31,680
2020	\$1,505,747	34,500
2021	\$1,596,653	29,357

Nebraska Radio Ads

Year	\$ Spent	# of Ads
2017	\$267,021	18,483
2018	\$224,931	16,554
2019	\$313,893	18,372
2020	\$278,131	20,403
2021*	\$172,657	17,092

*Thru November

Nebraska Outdoor Ads

Year	\$ Spent
2017	\$83,871
2018	\$104,902
2019	\$115,596
2020	\$303,643
2021*	\$587,918

*Thru November

Total – Nebraska Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$1,336,683	39,470
2018	\$1,360,992	37,403
2019	\$1,736,031	50,052
2020	\$2,087,521	54,903
2021	\$2,357,228	46,449
TOTAL	\$8,878,455	228,277

Nevada

Nevada Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$23,867,572	232,808
2018	\$19,967,298	203,181
2019	\$20,743,654	229,277
2020	\$19,971,819	242,184
2021	\$20,515,784	280,297

Nevada Radio Ads

Year	\$ Spent	# of Ads
2017	\$1,942,272	98,629
2018	\$1,731,799	111,055
2019	\$2,290,205	140,268
2020	\$2,839,114	233,948
2021*	\$1,881,600	123,709

*Thru November

Nevada Outdoor Ads

Year	\$ Spent
2017	\$6,466,058
2018	\$7,003,777
2019	\$8,590,723
2020	\$8,303,746
2021*	\$10,484,346

*Thru November

Total – Nevada Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$32,275,902	331,437
2018	\$28,702,874	314,236
2019	\$31,624,582	369,545
2020	\$31,114,679	476,132
2021	\$32,881,730	404,006
TOTAL	\$156,599,767	1,895,356

New Mexico

New Mexico Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$4,203,749	99,537
2018	\$5,309,722	141,744
2019	\$5,974,240	176,442
2020	\$5,334,826	212,568
2021	\$6,740,680	239,661

New Mexico Radio Ads**

Year	\$ Spent	# of Ads
2017	\$82,371	Not
2018	\$89,795	Available
2019	\$113,717	
2020	\$61,464	
2021*	\$22,166	

*Thru November

**National ads only

New Mexico Outdoor Ads

Year	\$ Spent
2017	\$970,036
2018	\$1,328,525
2019	\$1,800,459
2020	\$1,878,027
2021*	\$1,693,515

*Thru November

Total – New Mexico Local Legal Services Advertising

Year	\$ Spent
2017	\$5,256,156
2018	\$6,728,042
2019	\$7,888,416
2020	\$7,274,317
2021	\$8,456,361
TOTAL	\$35,603,292

New York

New York Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$46,941,967	549,770
2018	\$52,176,199	570,082
2019	\$58,574,441	634,934
2020	\$53,207,561	691,587
2021	\$59,391,122	833,297

New York Radio Ads

Year	\$ Spent	# of Ads
2017	\$6,356,414	70,201
2018	\$6,882,211	64,020
2019	\$10,738,859	94,024
2020	\$9,733,445	101,536
2021*	\$7,175,596	75,120

*Thru November

New York Outdoor Ads

Year	\$ Spent
2017	\$6,435,250
2018	\$6,421,825
2019	\$9,056,978
2020	\$11,350,687
2021*	\$16,241,586

*Thru November

Total – New York Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$59,733,631	619,971
2018	\$65,480,235	634,102
2019	\$78,370,278	728,958
2020	\$74,291,693	793,123
2021	\$82,808,304	908,417
TOTAL	\$360,684,141	3,684,571

North Carolina

North Carolina Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$22,439,950	415,184
2018	\$25,593,243	482,302
2019	\$25,800,255	535,779
2020	\$21,382,973	513,808
2021	\$24,705,906	555,481

North Carolina Radio Ads**

Year	\$ Spent	# of Ads
2017	\$195,475	Not
2018	\$187,170	Available
2019	\$265,178	
2020	\$312,327	
2021*	\$115,432	

*Thru November

**National ads only

North Carolina Outdoor Ads

Year	\$ Spent
2017	\$1,167,022
2018	\$1,061,659
2019	\$1,676,644
2020	\$1,683,431
2021*	\$2,493,181

*Thru November

Total – North Carolina Local Legal Services Advertising

Year	\$ Spent
2017	\$23,802,447
2018	\$26,842,072
2019	\$27,742,077
2020	\$23,378,731
2021	\$27,314,519
TOTAL	\$129,079,846

North Dakota

North Dakota Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$355,343	10,364
2018	\$487,858	16,439
2019	\$392,087	10,577
2020	\$378,905	11,080
2021	\$393,468	9,711

North Dakota Radio Ads**

Year	\$ Spent	# of Ads
2017	\$21,223	Not
2018	\$17,701	Available
2019	\$6,200	
2020	\$2,860	
2021*	\$10,538	

*Thru November

**National ads only

North Dakota Outdoor Ads

Year	\$ Spent
2017	Not Available
2018	Not Available
2019	Not Available
2020	Not Available
2021*	\$5,657

*Thru November

Total – North Dakota Local Legal Services Advertising

Year	\$ Spent
2017	\$376,566
2018	\$505,559
2019	\$398,287
2020	\$381,765
2021	\$409,663
TOTAL	\$2,071,840

Ohio

Ohio Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$16,804,267	294,078
2018	\$19,232,007	319,166
2019	\$21,308,365	372,541
2020	\$22,189,202	395,767
2021	\$23,014,409	395,540

Ohio Radio Ads

Year	\$ Spent	# of Ads
2017	\$1,460,878	42,491
2018	\$1,607,101	58,293
2019	\$1,771,468	62,516
2020	\$1,953,150	78,281
2021*	\$864,778	43,870

*Thru November

Ohio Outdoor Ads

Year	\$ Spent
2017	\$718,390
2018	\$731,625
2019	\$1,525,245
2020	\$2,333,200
2021*	\$1,761,550

*Thru November

Total – Ohio Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$18,983,535	336,569
2018	\$21,570,733	377,459
2019	\$24,605,078	435,057
2020	\$26,475,552	474,048
2021	\$25,640,737	439,410
TOTAL	\$117,275,635	2,062,543

Oklahoma

Oklahoma Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$6,644,119	152,679
2018	\$6,834,489	156,182
2019	\$6,931,176	180,177
2020	\$6,339,134	168,258
2021	\$6,855,732	176,567

Oklahoma Radio Ads**

Year	\$ Spent	# of Ads
2017	\$191,962	Not
2018	\$140,417	Available
2019	\$199,549	
2020	\$178,619	
2021*	\$112,548	

*Thru November

**National ads only

Oklahoma Outdoor Ads

Year	\$ Spent
2017	\$127,574
2018	\$312,969
2019	\$445,158
2020	\$521,773
2021*	\$443,778

*Thru November

Total – Oklahoma Local Legal Services Advertising

Year	\$ Spent
2017	\$6,963,655
2018	\$7,287,875
2019	\$7,575,883
2020	\$7,039,526
2021	\$7,412,058
TOTAL	\$36,278,997

Oregon

Oregon Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$1,228,956	20,529
2018	\$1,350,203	23,835
2019	\$2,172,452	30,248
2020	\$1,726,160	40,330
2021	\$1,314,693	32,080

Oregon Radio Ads

Year	\$ Spent	# of Ads
2017	\$557,189	24,987
2018	\$640,351	33,726
2019	\$838,600	37,348
2020	\$827,299	42,317
2021*	\$266,532	16,566

*Thru November

Oregon Outdoor Ads

Year	\$ Spent
2017	\$97,084
2018	\$85,804
2019	\$192,008
2020	\$94,812
2021*	\$93,213

*Thru November

Total – Oregon Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$1,883,229	45,516
2018	\$2,076,358	57,561
2019	\$3,203,060	67,596
2020	\$2,648,271	82,647
2021	\$1,674,438	48,646
TOTAL	\$11,485,356	301,966

Pennsylvania

Pennsylvania Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$36,031,626	423,426
2018	\$37,656,322	394,664
2019	\$44,443,035	471,955
2020	\$35,875,388	426,217
2021	\$36,260,553	416,213

Pennsylvania Radio Ads

Year	\$ Spent	# of Ads
2017	\$4,963,525	114,201
2018	\$4,339,133	116,606
2019	\$4,886,771	122,517
2020	\$5,579,480	159,942
2021*	\$2,381,543	81,985

*Thru November

Pennsylvania Outdoor Ads

Year	\$ Spent
2017	\$7,644,401
2018	\$8,649,894
2019	\$9,101,362
2020	\$9,883,957
2021*	\$9,164,138

*Thru November

Total – Pennsylvania Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$48,639,552	537,627
2018	\$50,645,349	511,270
2019	\$58,431,168	594,472
2020	\$51,338,825	586,159
2021	\$47,806,234	498,198
TOTAL	\$256,861,128	2,727,726

Rhode Island

Rhode Island Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$5,024,347	115,524
2018	\$4,838,037	116,623
2019	\$5,730,579	133,759
2020	\$4,661,977	125,704
2021	\$5,339,051	150,714

Rhode Island Radio Ads

Year	\$ Spent	# of Ads
2017	\$257,616	19,386
2018	\$312,808	23,583
2019	\$349,922	24,772
2020	\$542,386	29,941
2021*	\$54,148	9,016

*Thru November

Rhode Island Outdoor Ads

Year	\$ Spent
2017	\$1,164,241
2018	\$1,227,737
2019	\$1,367,264
2020	\$1,322,021
2021*	\$1,221,036

*Thru November

Total – Rhode Island Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$6,446,204	134,910
2018	\$6,378,582	140,206
2019	\$7,447,765	158,531
2020	\$6,526,384	155,645
2021	\$6,614,235	159,730
TOTAL	\$33,413,170	749,022

South Carolina

South Carolina Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$18,499,322	411,341
2018	\$22,190,286	470,651
2019	\$23,064,100	551,388
2020	\$20,846,194	549,077
2021	\$25,695,516	658,198

South Carolina Radio Ads**

Year	\$ Spent	# of Ads
2017	\$473,120	Not
2018	\$341,958	Available
2019	\$215,983	
2020	\$179,383	
2021*	\$21,415	

*Thru November

**National ads only

South Carolina Outdoor Ads

Year	\$ Spent
2017	\$3,599,093
2018	\$4,695,124
2019	\$6,443,681
2020	\$5,700,145
2021*	\$8,161,642

*Thru November

Total – South Carolina Local Legal Services Advertising

Year	\$ Spent
2017	\$22,571,535
2018	\$27,227,368
2019	\$29,723,764
2020	\$26,725,722
2021	\$33,878,573
TOTAL	\$140,126,962

South Dakota

South Dakota Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$252,064	6,192
2018	\$183,222	4,835
2019	\$376,688	10,949
2020	\$492,412	18,921
2021	\$272,233	11,638

South Dakota Outdoor Ads

Year	\$ Spent
2017	\$32,214
2018	\$35,138
2019	\$55,338
2020	\$47,290
2021*	\$56,098

**Thru November*

Total – South Dakota Local Legal Services Advertising

Year	\$ Spent
2017	\$284,278
2018	\$218,360
2019	\$432,026
2020	\$539,702
2021	\$328,331
TOTAL	\$1,802,697

Tennessee

Tennessee Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$23,601,118	388,852
2018	\$24,330,298	399,387
2019	\$26,039,136	468,985
2020	\$27,212,229	530,886
2021	\$29,665,014	571,923

Tennessee Radio Ads

Year	\$ Spent	# of Ads
2017	\$1,875,441	98,734
2018	\$1,765,817	96,548
2019	\$1,568,352	74,642
2020	\$1,437,227	81,160
2021*	\$497,609	30,327

*Thru November

Tennessee Outdoor Ads

Year	\$ Spent
2017	\$3,978,114
2018	\$4,141,499
2019	\$4,228,085
2020	\$4,895,379
2021*	\$5,113,227

*Thru November

Total – Tennessee Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$29,454,673	487,586
2018	\$30,237,614	495,935
2019	\$31,835,573	543,627
2020	\$33,544,835	612,046
2021	\$35,275,850	602,250
TOTAL	\$160,348,545	2,741,444

Texas

Texas Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$68,819,335	750,899
2018	\$77,589,974	887,103
2019	\$90,126,966	1,054,425
2020	\$85,753,946	1,103,805
2021	\$94,681,542	1,135,057

Texas Radio Ads

Year	\$ Spent	# of Ads
2017	\$22,653,311	409,917
2018	\$19,785,081	366,593
2019	\$24,184,606	497,439
2020	\$22,583,593	562,630
2021*	\$19,991,935	497,737

*Thru November

Texas Outdoor Ads

Year	\$ Spent
2017	\$11,447,354
2018	\$15,786,269
2019	\$16,112,363
2020	\$15,989,415
2021*	\$17,594,825

*Thru November

Total – Texas Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$102,920,000	1,160,816
2018	\$113,161,324	1,253,696
2019	\$130,423,935	1,551,864
2020	\$124,326,954	1,666,435
2021	\$132,268,302	1,632,794
TOTAL	\$603,100,515	7,265,605

Utah

Utah Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$5,239,923	75,769
2018	\$5,450,002	72,383
2019	\$5,164,864	71,577
2020	\$4,235,035	64,436
2021	\$4,643,323	73,414

Utah Radio Ads

Year	\$ Spent	# of Ads
2017	\$1,075,136	48,856
2018	\$852,977	39,062
2019	\$955,088	44,735
2020	\$977,136	46,364
2021*	\$318,928	28,600

*Thru November

Utah Outdoor Ads

Year	\$ Spent
2017	\$8,276,086
2018	\$8,323,318
2019	\$9,168,416
2020	\$4,839,640
2021*	\$2,753,393

*Thru November

Total – Utah Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$14,591,145	124,625
2018	\$14,626,297	111,445
2019	\$15,288,368	116,312
2020	\$10,051,811	110,800
2021	\$7,715,644	102,014
TOTAL	\$62,273,265	565,196

Vermont

Vermont Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$900,436	18,645
2018	\$1,013,648	20,336
2019	\$988,113	19,895
2020	\$894,400	17,738
2021	\$841,033	16,846

Virginia

Virginia Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$12,902,417	335,921
2018	\$12,720,335	325,897
2019	\$13,212,679	344,981
2020	\$11,599,862	323,532
2021	\$11,910,848	328,993

Virginia Radio Ads**

Year	\$ Spent	# of Ads
2017	\$201,453	Not
2018	\$187,136	Available
2019	\$231,142	
2020	\$263,440	
2021*	\$168,400	

*Thru November

**National ads only

Virginia Outdoor Ads

Year	\$ Spent
2017	\$758,153
2018	\$983,871
2019	\$1,310,605
2020	\$2,018,268
2021*	\$2,262,869

*Thru November

Total – Virginia Local Legal Services Advertising

Year	\$ Spent
2017	\$13,862,023
2018	\$13,891,342
2019	\$14,754,426
2020	\$13,881,570
2021	\$14,342,117
TOTAL	\$70,731,478

Washington

Washington Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$5,050,798	71,075
2018	\$5,256,649	64,263
2019	\$5,981,956	74,011
2020	\$5,395,462	61,009
2021	\$6,030,742	63,722

Washington Radio Ads

Year	\$ Spent	# of Ads
2017	\$1,072,376	42,185
2018	\$1,049,240	36,450
2019	\$1,373,822	47,017
2020	\$2,376,313	80,992
2021*	\$1,562,373	57,756

*Thru November

Washington Outdoor Ads

Year	\$ Spent
2017	\$131,265
2018	\$245,992
2019	\$826,647
2020	\$591,222
2021*	\$881,565

*Thru November

Total – Washington Local Legal Services Advertising

Year	\$ Spent	# of Ads
2017	\$6,254,439	113,260
2018	\$6,551,881	100,713
2019	\$8,182,425	121,028
2020	\$8,362,997	142,001
2021	\$8,474,680	121,478
TOTAL	\$37,826,422	598,480

West Virginia

West Virginia Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$4,957,604	118,454
2018	\$6,455,007	141,914
2019	\$6,987,780	181,894
2020	\$6,141,756	152,090
2021	\$6,702,898	171,202

West Virginia Radio Ads**

Year	\$ Spent	# of Ads
2017	\$53,186	Not
2018	\$3,540	Available
2019	\$8,055	
2020	\$3,714	
2021*	\$915	

*Thru November

**National ads only

West Virginia Outdoor Ads

Year	\$ Spent
2017	\$319,086
2018	\$402,475
2019	\$416,785
2020	\$417,015
2021*	\$604,173

*Thru November

Total – West Virginia Local Legal Services Advertising

Year	\$ Spent
2017	\$5,329,876
2018	\$6,861,022
2019	\$7,412,620
2020	\$6,562,485
2021	\$7,307,986
TOTAL	\$33,473,989

Wisconsin

Wisconsin Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$15,161,170	327,784
2018	\$16,294,736	301,100
2019	\$16,798,765	355,584
2020	\$12,622,193	324,890
2021	\$16,530,719	412,520

Wisconsin Radio Ads**

Year	\$ Spent	# of Ads
2017	\$85,955	Not
2018	\$203,133	Available
2019	\$147,946	
2020	\$224,261	
2021*	\$18,911	

*Thru November

**National ads only

Wisconsin Outdoor Ads

Year	\$ Spent
2017	\$925,136
2018	\$645,359
2019	\$762,479
2020	\$1,090,537
2021*	\$1,147,513

*Thru November

Total – Wisconsin Local Legal Services Advertising

Year	\$ Spent
2017	\$16,172,261
2018	\$17,143,228
2019	\$17,709,190
2020	\$13,936,991
2021	\$17,697,143
TOTAL	\$82,658,813

Wyoming

Wyoming Spot TV Ads

Year	\$ Spent	# of Ads
2017	\$26,895	938
2018	\$12,337	484
2019	\$89,021	2,810
2020	\$356,166	11,596
2021	\$175,295	5,535

Wyoming Outdoor Ads

Year	\$ Spent
2017	\$43,978
2018	\$20,436
2019	\$88,461
2020	\$71,630
2021*	\$83,703

*Thru November

Total – Wyoming Local Legal Services Advertising

Year	\$ Spent
2017	\$70,873
2018	\$32,773
2019	\$177,482
2020	\$427,796
2021	\$258,998
TOTAL	\$967,922

Conclusion

Trial lawyers across the United States identify jurisdictions friendly to their work and relentlessly pursue new clients in search of the next large payout from a trial or settlement.

The Federal Trade Commission sent letters to various law firms and others, flagging their ads soliciting clients for personal injury lawsuits against drug manufacturers as potentially “unlawful” in September 2019.

A Public Opinion Strategies survey found that 72% of Americans saw ads by law firms about pharmaceutical lawsuits in 2016. Further, the survey states that one-in-four people who saw one of these ads concerning a medicine they take, say they would immediately stop taking the medicine without consulting their doctor.

Such ads have been associated directly with patients’ deaths. A 2019 FDA study shows the real-life consequences of these ads. The report found 66 reports of adverse events following patients discontinuing their blood thinner medication (Pradaxa, Xarelto, Eliquis or Savaysa) after viewing a lawyer advertisement. The median patient age was 70 and 98% stopped medication use without consulting with their doctor. Thirty-three patients experienced a stroke, 24 experienced another serious injury, and seven people died. Dr. Ilana Kutinsky who has testified before Congress on the issue and was doctor for one of the deceased, stated: “Patients are dying because they are afraid to take the medications prescribed for them due to the fear brought on by these negative and one-sided campaigns.”

While there are not enough bandages to cover the injuries trial lawyer advertising has caused, we can take steps to inform the general public. Through education we can shine a spotlight on the aggregators who mislead consumers and sell their information to law firms. By arming everyday Americans with this knowledge, we can help push back against trial lawyers and engage with our local leaders for potential solutions and policy changes.

Methodology

Analysis conducted by the American Tort Reform Association utilizing data provided by Kantar.

State and city 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.

Ad spending figures are estimates based on publicly-available ad rate information and industry surveys. 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.

National TV advertising includes: Cable TV - ads airing nationally on any of the monitored cable networks (e.g. USA, AMC, CNN); Network TV - ads airing nationally on any of the national broadcast networks (e.g. ABC, CBS, FOX, NBC); Spanish Lang Network - ads airing nationally on any of the Spanish-language national broadcast networks (e.g. Telemundo, Univision); and Syndication - ads airing nationally on syndicated programs wherever they are broadcast across the country. Local broadcast TV advertising or “Spot TV” includes ads airing on local broadcast networks (e.g. A TV ad that airs on WJLA during the 5PM evening news is seen only by viewers in the Washington, DC media market or designated market area (DMA)).

Data on Outdoor Advertising Service is provided by Kantar and reports billboard expenditures (poster and paint) in over 200 plant operator markets in the United States. Outdoor data collection reports include 8 sheets, 30 sheets, bulletins, painted walls, transit/bus shelters, in-store displays, convenience stores, shopping malls, airport, taxi displays and truck/mobile advertising. Brand expenditure data are provided by participating plant operators. The market-by-market dollar figures are not projected and represent actual gross sales volume for participating plant operators only. Markets are defined according to Standard Metropolitan Statistical Areas (SMSAs). Outdoor data are mapped to monitored TV markets where applicable, and to the All Other designation when appearing outside these markets.

ENDNOTES

Station-level occurrence detail for local radio advertising, provided to Kantar by Media Monitors. Media Monitors's local radio monitoring uses proprietary, patent-protected audio pattern matching technology to detect and identify radio advertisements. The software algorithm processes radio station recordings, detects known patterns and repeating unknown patterns. Known ads are automatically added to the database, while new ads discovered are then reviewed for classification. All Local Radio reporting will include detections that are 10 seconds or longer. Live spots are not monitored.