

PENNSYLVANIA



**Legal
Services
Advertising**

2023

Introduction & Background

Trial lawyers and aggregators increasingly spend large sums of money on television, digital, and print advertising to recruit new clients. In 2023, it is estimated that \$2.4 billion was spent on more than 26 million local legal services television, radio, print ads or billboards soliciting legal claims across the United States — an increase of more than 5% compared to these types of local ads in 2022. 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.

Additionally, these ads often tout dubious "scientific" evidence to bolster product liability contentions, further complicating the discourse surrounding legal advertising ethics and consumer perception.

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.

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.

Overview

In the evolving landscape of legal services advertising, this report dissects data from 2023 and compares it with data from the previous four years — 2019, 2020, 2021 and 2022. This analysis delves into nationwide trends and zooms in on Pennsylvania, with a special focus on Philadelphia. The aim is to offer nuanced insights into the legal advertising realm, exploring shifts, patterns, and implications.

Nationwide Legal Services Ads

In 2023, more than \$609.7 million was spent on approximately 650,000 national legal services advertisements. This includes print, digital, network radio, cable television, network television, and syndicated television ads.

Notably, digital ads constituted approximately 65% of the total ad count and more than 70% of total ad spending in 2023.

At the time of the creation of this report, some available 2023 data was still preliminary, including cable television, network television, and syndicated television ads.

Top Advertisers Across All Mediums – Spending

ADVERTISER	ESTIMATED AMOUNT SPENT IN 2023
Legalzoom.com	\$50 Million
Negligence Network Attorneys	\$40 Million
Los Defensores	\$39 Million
Camp Lejeune Victims Legal	\$36 Million+
Morgan & Morgan	\$35.5 Million
Maune Raichle Hartley French	\$27 Million
Victims Justice Group Attorneys	\$25 Million
National Injury Law Center	\$18 Million+
Select Justice Legal Service	\$16 Million+
White Heart Legal Services	\$16 Million+

Nationwide Legal Services Advertisements

Top Advertisers Across All Mediums – Ad Quantity

ADVERTISER	ESTIMATED ADS IN 2023
Morgan & Morgan	130k+
Onder Law Firm	80k+
Legal Help Center	65k+
Camp Lejeune Victims Legal	55k+
Legalzoom.com	36k+
Maune Raichle Hartley French	28k+
Negligence Network Attorneys	22k+
Select Justice Legal Service	22k+
Los Defensores	22k+
Estey & Bomberger	19k+

Note: Legalzoom.com's ads are primarily for their legal services for small business owners and entrepreneurs to assist in the legal aspects of owning a business.

Pennsylvania Legal Services Advertising

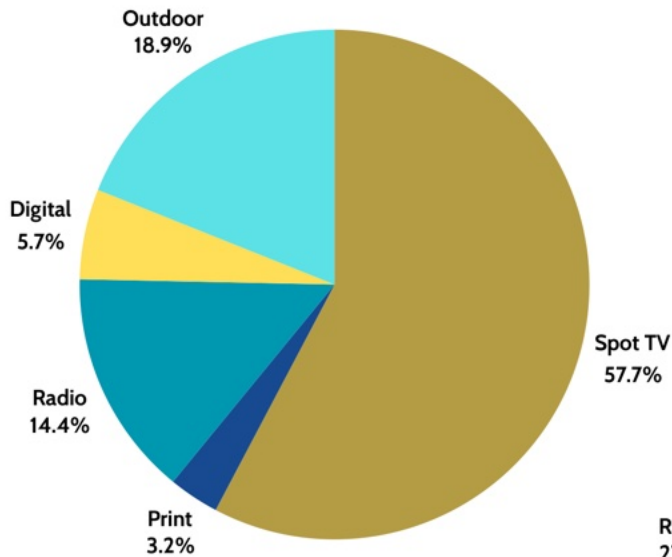
2023

In 2023, approximately \$161.9 million was spent on more than 1.4 million local legal services advertisements in Pennsylvania’s 11 media markets. This includes print, digital, local and national spot radio, outdoor, and spot TV.

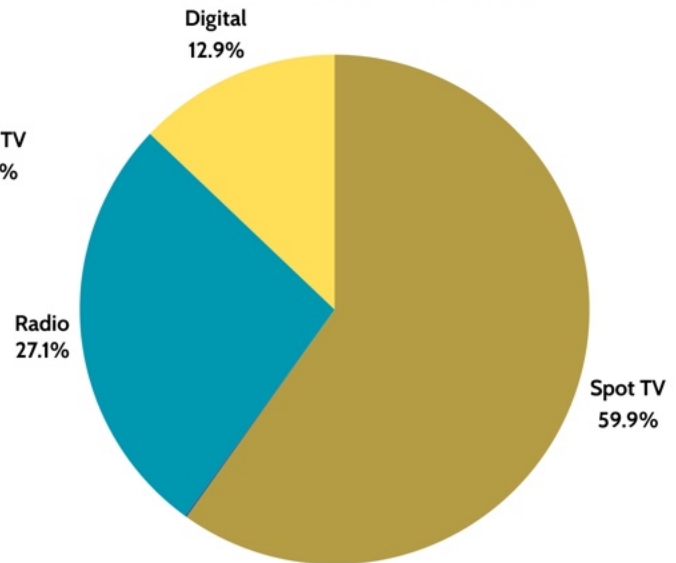
At the time of the creation of this report, some available 2023 data was still preliminary, including Spot TV data, which only represents ads through November 30, 2023.

MEDIUM	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Spot TV	\$93,517,257	858,742
Print	\$5,179,130	1,243
Radio	\$23,331,909	389,301
Digital	\$9,279,855	184,934
Outdoor	\$30,691,199	N/A
TOTAL	\$161,999,351	1,434,220

2023 Spending



2023 Ad Quantities



Note: Quantities for outdoor and out-of-home advertisements are not available.

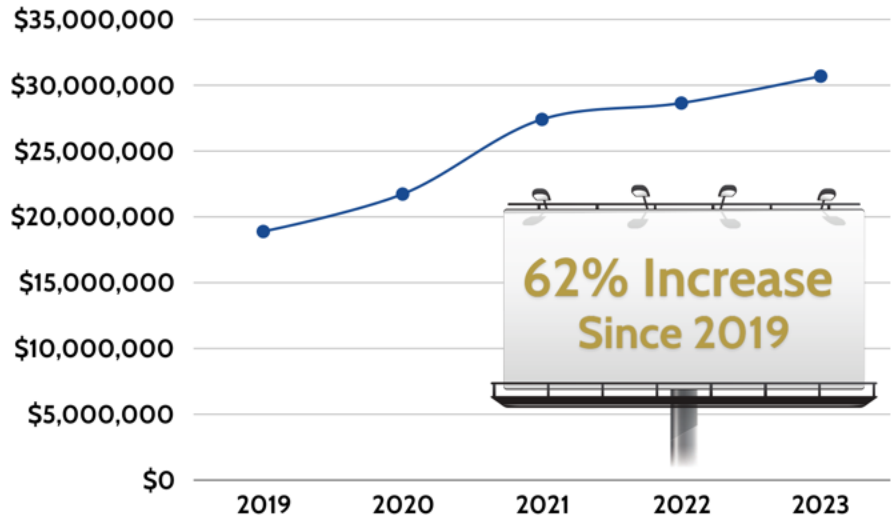
Trends Over Time

Notable trends in legal services advertising in Pennsylvania include increases in both out-of-home and radio advertising.

In 2023, spending on outdoor advertising in Pennsylvania increased more than 62% when compared with spending in 2019 on legal services ads, far outpacing inflation.

Pennsylvania also saw a notable increase in both spending on and the quantity of radio ads.

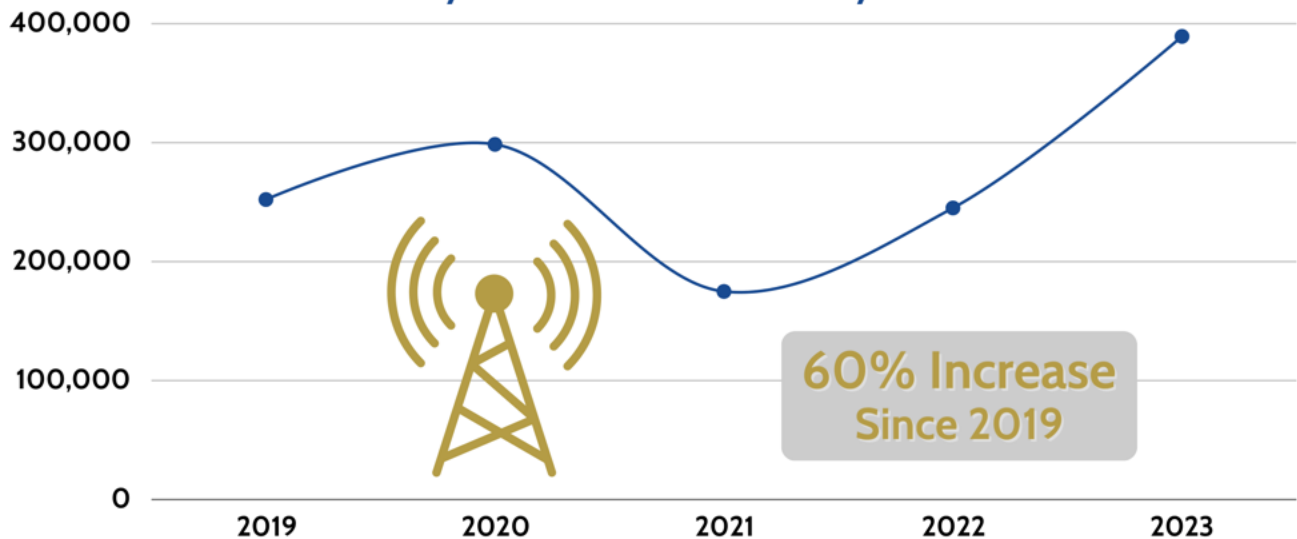
Spending on Outdoor Ads in Pennsylvania



On average between 2019 and 2022, legal services advertisers spent \$15.4 million on 242,685 radio ads each year. Utilizing this four-year average, radio ads increased more than 60% while spending on those ads increased more than 51% in 2023.

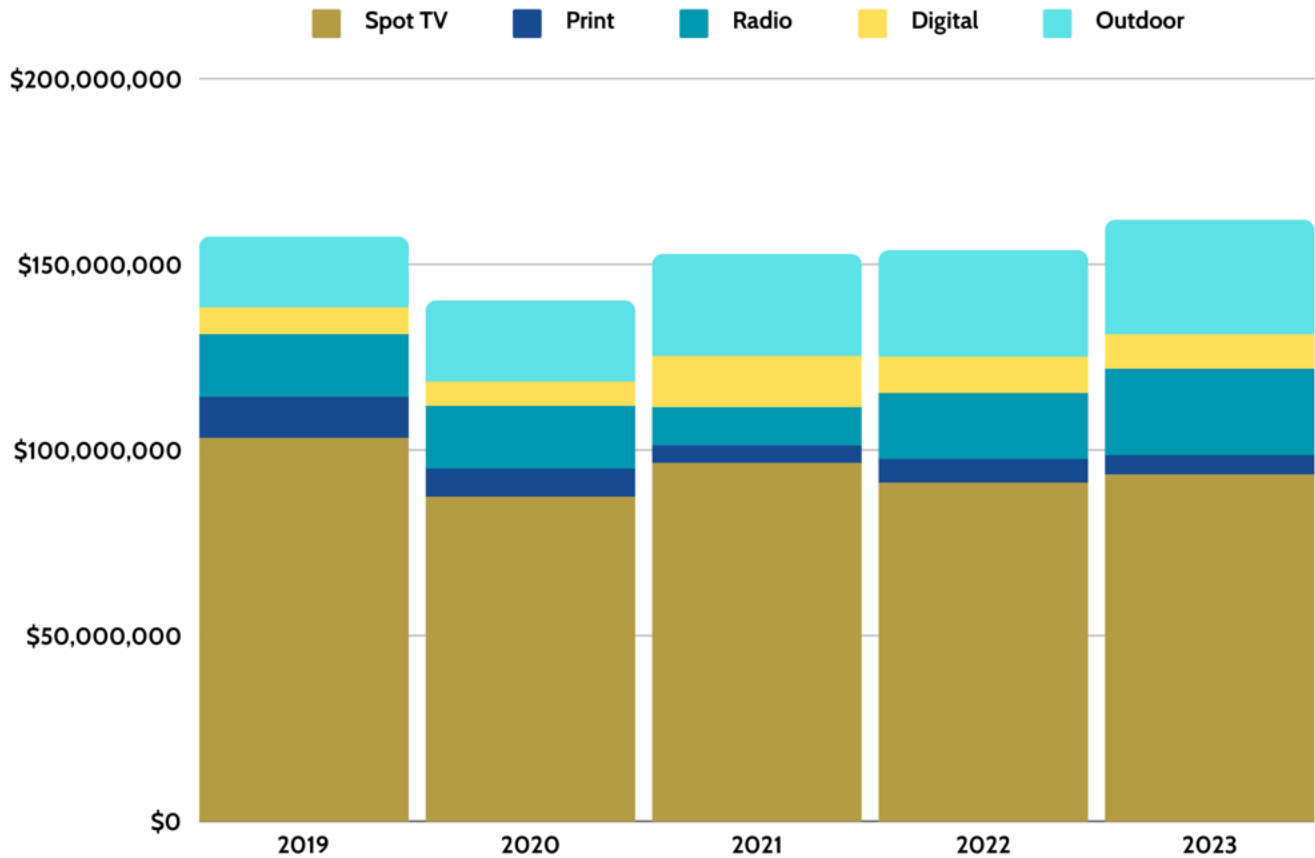
When compared with average spending from 2019 through 2022, overall spending on local legal services advertisements in Pennsylvania’s media markets increased by more than 7%, while the total number of ads decreased approximately 19%. This is due primarily to the increased cost of digital advertising, which peaked in 2021 at \$13.8 million for 733,709 ads.

Quantity of Radio Ads in Pennsylvania



Trends Over Time

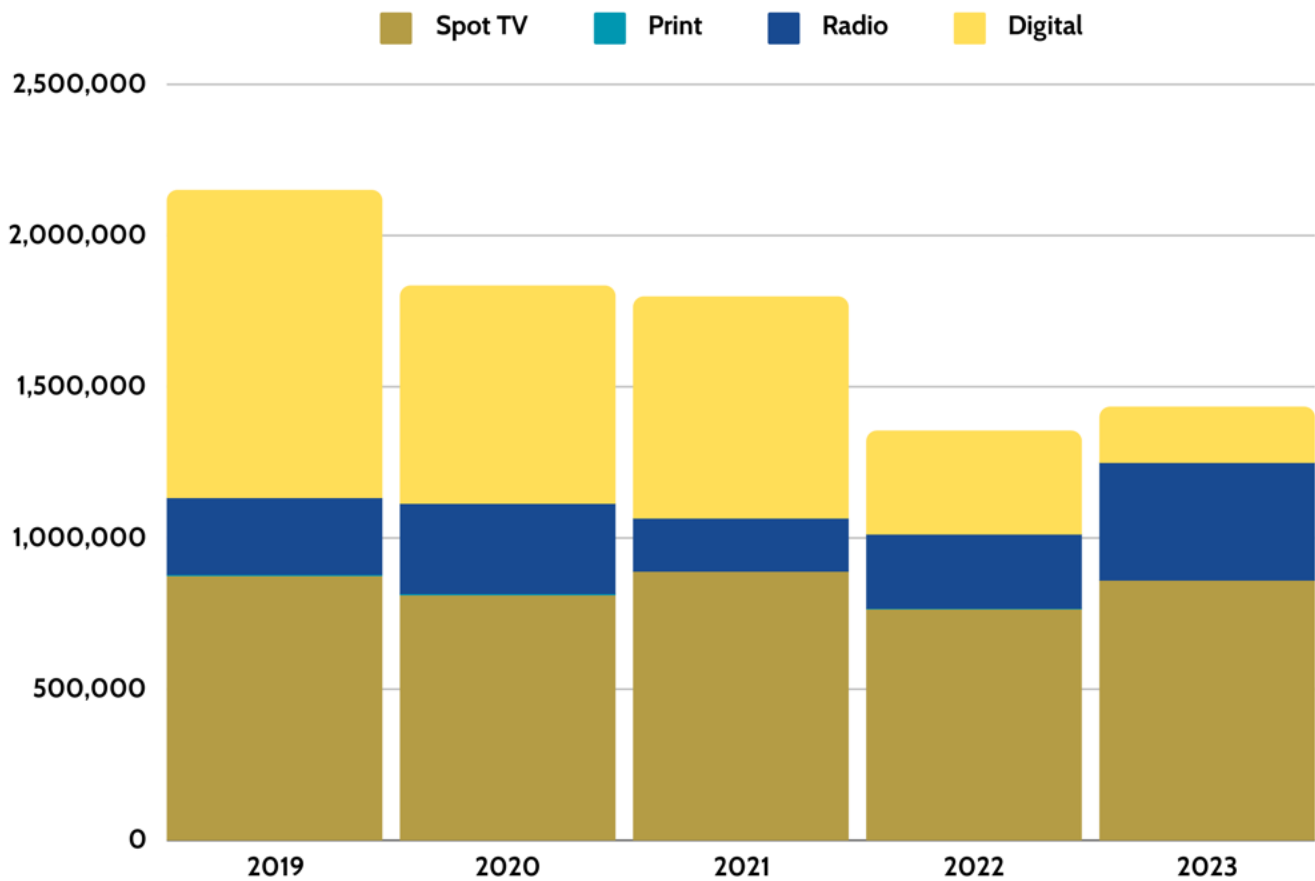
Ad Spending in Pennsylvania



MEDIUM	2019	2020	2021	2022	2023
Spot TV	\$103,404,097	\$87,554,682	\$96,703,890	\$91,362,196	\$93,517,257
Print	\$10,981,878	\$7,521,738	\$4,630,875	\$6,282,468	\$5,179,130
Radio	\$16,838,002	\$16,858,897	\$10,226,575	\$17,714,837	\$23,331,909
Digital	\$7,344,368	\$6,609,956	\$13,807,422	\$9,809,304	\$9,279,855
Outdoor	\$18,890,106	\$21,731,665	\$27,407,899	\$28,646,801	\$30,691,199
TOTAL	\$157,458,451	\$140,276,938	\$152,776,661	\$153,815,606	\$161,999,351

Trends Over Time

Ad Quantity in Pennsylvania



MEDIUM	2019	2020	2021	2022	2023
Spot TV	874,176	811,210	888,931	765,016	858,742
Print	5,462	3,354	1,280	1,425	1,243
Radio	252,192	298,554	174,907	245,085	389,301
Digital	1,019,228	721,895	733,709	343,648	184,934
TOTAL	2,151,058	1,835,013	1,798,827	1,355,174	1,434,220

Categories of Ads

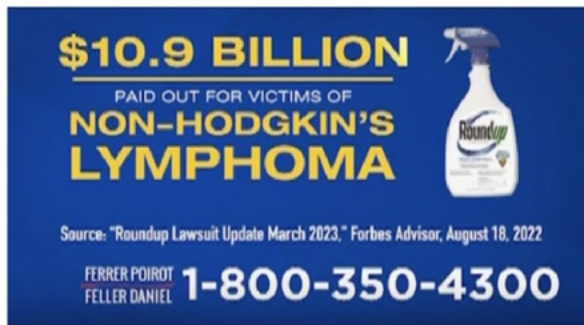
An analysis of the Top 3 legal services advertising mediums in Pennsylvania – radio, out-of-home, and spot television – was conducted to determine the top categories of legal services ads. These three mediums accounted for 87% of all legal services ads in Pennsylvania in 2023 and 91% of ad spending.



More than 58% of legal services ads in Pennsylvania in 2023 were ads for personal injury attorneys, including ads for motorcycle, vehicle, and construction accident attorneys. More than 43% of all dollars spent on legal services ads in Pennsylvania in 2023 were spent on personal injury ads. Personal injury ads were the top category of legal services ads, with personal injury lawyers spending more than \$63.8 million on nearly 730,000 ads.

An additional \$19.43 million was spent on approximately 51,303 product liability ads for legal services. Of those analyzed, the top categories for product liability advertisements in Pennsylvania in 2023 were ads seeking claimants for suits related to Roundup®, talcum powder, acetaminophen, and social media addiction. Also included are ads related to vehicle recalls, medical devices, pharmaceutical drugs, firefighting foam, chemical hair straighteners, and mesothelioma claims.

An additional \$1.1 million was spent on more than 18,200 ads related to environmental disaster claims, including Camp Lejeune water contamination claims.



Advertising Image Source: Vivvix

Top Law Firm Advertisers

The top legal services advertisers in Pennsylvania in 2023 in terms of the total amount spent on ads were:

Top Law Firm Advertisers – Spending

ADVERTISER	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Morgan & Morgan Attorneys	\$25,147,962	171,866
Barnes Firm Attorneys	\$4,763,079	75,873
Gorayeb & Assoc Attorneys	\$4,130,745	10,603
Cellino Law Firm	\$3,945,162	34,044
Weitz & Luxenberg Attorneys	\$3,262,130	15,170
Rosenbaum & Assoc Attorneys	\$3,185,325	27,401
Lundy Law	\$3,003,612	24,923
Rand Spear Attorney	\$2,969,682	35,187
Pond Lehocky Law Firm	\$2,667,152	10,232
Harris Keenan & Goldfarb Law Firm	\$2,653,376	8,532
Edgar Snyder & Assoc Attorneys	\$2,575,783	27,565
Oresky & Assoc Attorneys	\$2,568,256	6,231
TopDog Law Firm	\$2,334,526	55,669
Jacoby & Meyers Attorneys	\$2,271,699	26,744
Mike Slocumb Law Firm	\$2,152,774	23,968
Kline & Specter Attorneys	\$2,032,052	16,343
Rubenstein Law	\$1,941,059	5,709
Suarez Law Group	\$1,885,000	N/A
William Mattar Attorney	\$1,737,858	29,759
Ginarte Attorney	\$1,692,498	4,709

Top Law Firm Advertisers

The top legal services advertisers in Pennsylvania in 2023 in terms of quantity of ads were:

Top Law Firm Advertisers – Ad Quantity

ADVERTISER	ESTIMATED AD QUANTITY	ESTIMATED AMOUNT SPENT
Morgan & Morgan Attorneys	171,866	\$25,147,962
Barnes Firm Attorneys	75,873	\$4,763,079
TopDog Law Firm	55,669	\$2,334,526
Rand Spear Attorney	35,187	\$2,969,682
Cellino Law Firm	34,044	\$3,945,162
Handler Henning & Rosenberg Attorneys	31,353	\$941,502
William Mattar Attorney	29,759	\$1,737,858
Metzger Wickersham Attorneys	28,258	\$960,804
Edgar Snyder & Assoc Attorneys	27,565	\$2,575,783
Rosenbaum & Assoc Attorneys	27,401	\$3,185,325
Jacoby & Meyers Attorneys	26,744	\$2,271,699
Berger & Green Attorneys	25,075	\$1,290,243
Lundy Law	24,923	\$3,003,612
Mike Slocumb Law Firm	23,968	\$2,152,774
Harold Shepley & Assoc Attorneys	21,259	\$1,060,903
Gervelis Law Firm	19,722	\$345,234
Saiontz & Kirk Attorneys	17,072	\$1,223,423
Schmidt Kramer Attorney	16,750	\$805,970
Kline & Specter Attorneys	16,343	\$2,032,052
Cordell & Cordell Attorneys	15,199	\$928,475

Top Law Firm Advertisers

Spot TV



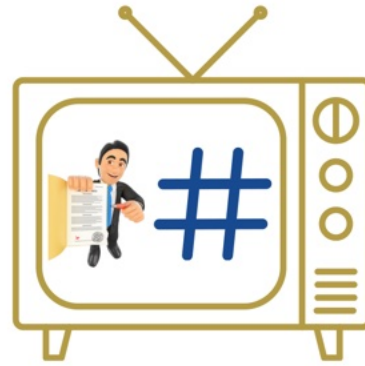
The following were the top advertisers specifically on spot television in Pennsylvania in 2023 in terms of the total amount spent on ads:

Spending

ADVERTISER	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Morgan & Morgan Attorneys	\$16,359,070	100,483
Gorayeb & Assoc Attorneys	\$3,799,133	7,725
Barnes Firm Attorneys	\$3,372,782	45,713
Rosenbaum & Assoc Attorneys	\$2,933,560	18,634
Weitz & Luxenberg Attorneys	\$2,921,924	13,721
Lundy Law	\$2,701,546	24,804
Oresky & Assoc Attorneys	\$2,547,776	6,003
Cellino Law Firm	\$2,535,474	30,764
Harris Keenan & Goldfarb Law Firm	\$2,365,720	8,532
Mike Slocumb Law Firm	\$2,152,774	23,968
Rand Spear Attorney	\$2,042,797	23,738
Kline & Specter Attorneys	\$1,971,219	15,196
William Mattar Attorney	\$1,737,143	29,758
Jacoby & Meyers Attorneys	\$1,658,650	6,887
Knightline Legal	\$1,587,731	2,871
Edgar Snyder & Assoc Attorneys	\$1,460,878	14,347
Pond Lehocky Law Firm	\$1,448,106	10,095
Andrew Van Arsdale Law Group	\$1,421,544	2,316
Greenberg & Bederman Attorneys	\$1,380,452	7,771
Ginarte Attorney	\$1,322,352	3,340

Top Law Firm Advertisers

Spot TV



The following were the top advertisers specifically on spot television in Pennsylvania in 2023 in terms of quantity of ads:

Ad Quantity

ADVERTISER	ESTIMATED AD QUANTITY	ESTIMATED AMOUNT SPENT
Morgan & Morgan Attorneys	100,483	\$16,359,070
Barnes Firm Attorneys	45,713	\$3,372,782
Handler Henning & Rosenberg Attorneys	31,353	\$799,543
Cellino Law Firm	30,764	\$2,535,474
William Mattar Attorney	29,758	\$1,737,143
Metzger Wickersham Attorneys	28,236	\$825,393
Lundy Law	24,804	\$2,701,546
Berger & Green Attorneys	24,418	\$1,205,164
Mike Slocumb Law Firm	23,968	\$2,152,774
Rand Spear Attorney	23,738	\$2,042,797
Gervelis Law Firm	19,722	\$341,985
Rosenbaum & Assoc Attorneys	18,634	\$2,933,560
Saiontz & Kirk Attorneys	17,072	\$1,040,841
Schmidt Kramer Attorney	16,747	\$624,248
Kline & Specter Attorneys	15,196	\$1,971,219
Edgar Snyder & Assoc Attorneys	14,347	\$1,460,878
Weitz & Luxenberg Attorneys	13,721	\$2,921,924
Kisling Nestico & Redick Attorneys	13,256	\$322,005
Marks & Harrison Attorneys	11,430	\$976,847
Dietrich Law Firm	11,320	\$415,797

Philadelphia Legal Services Advertisements



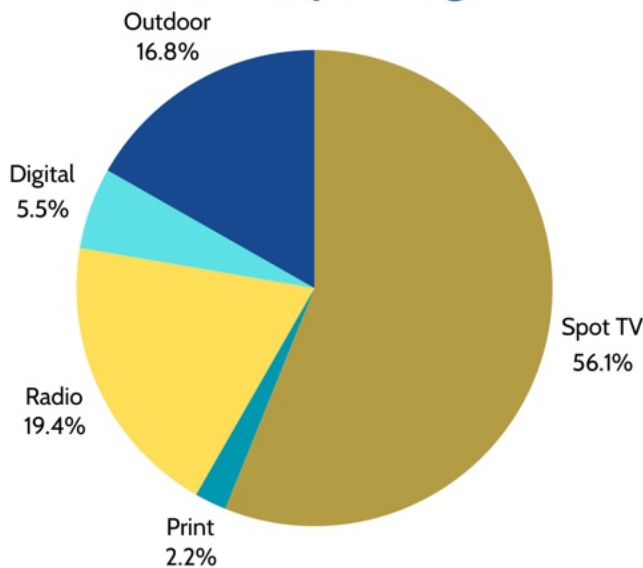
2023

In Philadelphia, more than \$33 million was spent on approximately 327,835 local legal services advertisements in 2023. Philadelphia accounted for approximately 20% of all local legal services ads in Pennsylvania’s 11 media markets in 2023, which notably includes the media markets for New York City and Washington, DC. In Philadelphia, more than \$33 million was spent on approximately 327,835 local legal services advertisements in 2023. Philadelphia accounted for approximately 20% of all local legal services ads in Pennsylvania’s 11 media markets in 2023, which notably includes the media markets for New York City and Washington, DC.

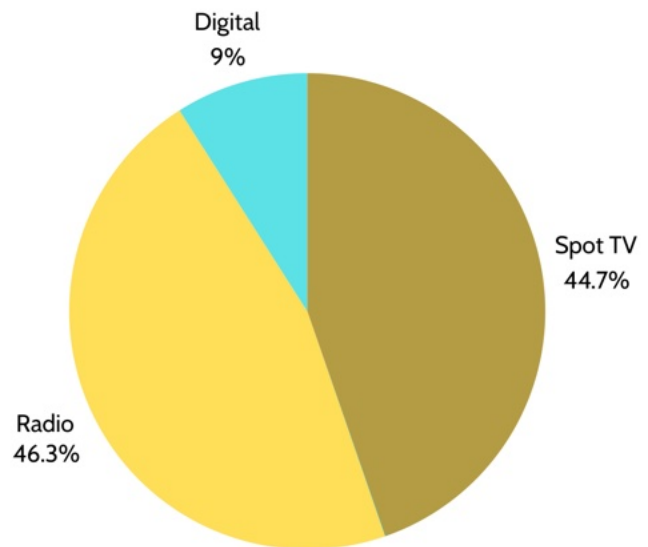
MEDIUM	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Spot TV	\$18,623,795	146,380
Print	\$716,982	123
Radio	\$6,443,653	151,760
Digital	\$1,834,427	29,572
Outdoor	\$5,563,585	N/A
TOTAL	\$33,182,442	327,835

In an analysis of the quantity of ads placed on specific mediums in Philadelphia, spot television and radio are the two most popular mediums, accounting for approximately 146,000 and 151,000 ads respectively. Radio ads are particularly popular in Philadelphia, as radio ads in the city accounted for nearly 40% of all local legal services radio ads placed within the state’s media markets in 2023 whereas other mediums hovered between 9% and 17% of total ads.

2023 Spending



2023 Ad Quantities



Philadelphia Categories of Ads



An analysis of the Top 3 legal services advertising mediums in Philadelphia – radio, out-of-home, and spot television – was conducted to determine the top categories of legal services ads. These three mediums accounted for more than 90% of all legal services ads in Philadelphia in 2023 and 92% of ad spending.

More than 57% of legal services ads in Philadelphia in 2023 were ads for personal injury attorneys, including ads for accident attorneys. Nearly half of the total amount spent on legal services ads in Pennsylvania in 2023 was spent on personal injury ads.

Personal injury ads were the top category of legal services ads in Philadelphia in 2023, with personal injury lawyers spending more than \$15.1 million on more than 170,000 ads.



Advertising Image Source: Vivvix

Philadelphia Legal Services Advertisements



The following law firms were the top advertisers overall in Philadelphia in 2023 in terms of the total amount spent on ads:

Top Law Firm Advertisers – Spending

LAW FIRM ADVERTISER	ESTIMATED AMOUNT SPENT	EESTIMATED AD QUANTITY
Morgan & Morgan Attorneys	\$8,540,422	74,053
Rosenbaum & Assoc Attorneys	\$3,065,328	27,401
Rand Spear Attorney	\$2,969,682	35,186
Lundy Law	\$2,936,979	24,805
Pond Lehocky Law Firm	\$2,144,005	7,112
Kline & Specter Attorneys	\$2,032,026	16,342
TopDog Law Firm	\$1,645,504	45,477
1-800-Hurt-123 Attorney	\$668,348	11,207
Krasno Krasno & Onwudinjo Attorneys	\$559,906	1,511
Martin Law Firm	\$558,717	3,332
Stern & Cohen Attorneys	\$487,123	3,343
Cordell & Cordell Attorneys	\$392,589	5,294
Swartz Culleton Attorneys	\$320,531	1,710
Rothenberg Law Firm	\$295,619	1,620
Saltz Mongeluzzi & Bendesky Attorneys	\$283,148	872
HELM LAW FIRM	\$261,925	
Stark & Stark Attorneys	\$261,311	1,979
Silver & Silver Attorneys At Law	\$204,781	1,998
MyPhillyLawyer	\$196,308	5,177
Pond Lehocky Stern Giordano Attorneys	\$187,717	9,234

Philadelphia Legal Services Advertisements



The following were the top advertisers in Philadelphia in 2023 in terms of quantity of ads:

Top Law Firm Advertisers – Quantity

LAW FIRM ADVERTISER	ESTIMATED AD QUANTITY	ESTIMATED AMOUNT SPENT
Morgan & Morgan Attorneys	74,053	\$8,540,422
TopDog Law Firm	45,477	\$1,645,504
Rand Spear Attorney	35,186	\$2,969,682
Rosenbaum & Assoc Attorneys	27,401	\$3,065,328
Lundy Law	24,805	\$2,936,979
Kline & Specter Attorneys	16,342	\$2,032,026
1-800-Hurt-123 Attorney	11,207	\$668,348
Pond Lehocky Stern Giordano Attorneys	9,234	\$187,717
Pond Lehocky Law Firm	7,112	\$2,144,005
Cordell & Cordell Attorneys	5,294	\$392,589
MyPhillyLawyer	5,177	\$196,308
Stern & Cohen Attorneys	3,343	\$487,123
Martin Law Firm	3,332	\$558,717
Motley Rice Attorneys	3,230	\$72,468
WIPFLI CPAs & Consultants	3,134	\$147,440
David M Offen Attorney	2,618	\$41,133
Select Justice Legal Service	2,362	\$89,328
Silver & Silver Attorneys At Law	1,998	\$204,781
Stark & Stark Attorneys	1,979	\$261,311
1-800-Hurt-Now Attorneys	1,962	\$84,154

Conclusion

The plaintiffs' bar pours millions of dollars into advertising in these locales to drum up new business.

While this study by the American Tort Reform Association is focused on Pennsylvania, trial lawyer advertising is not an issue isolated in one community or in one state. Rather, 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.

ENDNOTES

Methodology

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

VIVVIX METHODOLOGY

Cable Television

The Cable Television Network Service provides commercial occurrences and expenditure information for 124 cable television signals. Cable Television is monitored via satellite 24 hours a day, 365 days a year. West Coast satellite feeds of several networks are monitored to identify unique ad occurrences not appearing in the East Coast feeds. Expenditure estimates and ratings are not reported for this activity.

Network Television

The Network Television Service provides commercial occurrence and expenditure information for five terrestrial English-language broadcast networks and as of August 2022, twelve English-language digital multicast networks. East Coast satellite feeds of each broadcast & digital multicast network are monitored 24 hours a day, 365 days a year.

In addition, broadcast networks' affiliate stations are monitored in their local market, and this is used as a double-check on the network's commercials. The scope of our digital multicast network coverage is limited to national clearances. The identification of local affiliate clearances with Spot TV markets for digital multicast networks is unavailable.

West Coast satellite feeds of several broadcast networks are monitored to identify unique ad occurrences not appearing in the East Coast feeds (denoted by a "P" moniker at the end of their call letters).

Expenditure estimates and ratings are not reported for this activity.

Expenditure Data

Effective with January 2018 data, expenditures for Network and Cable TV advertising are primarily derived from data obtained through the SQAD NETCOSTS system. Vivvix receives a monthly report detailing the average cost of a 30-second spot broken out by network, daypart, program category, program sub-category and day of week. The report is based on actual spot purchases made by NETCOST contributors and reflects negotiated costs, the actual weighting of upfront and scatter buys, and the incidence of no-charge spots.

Vivvix supplements NETCOSTS data with program costs provided by contributing networks. These additional inputs are used to transform program sub-category costs from NETCOSTS into modeled estimates of specific program costs. Prior to January 2018, Network TV expenditures were derived from 30-second cost information supplied by contributing networks whenever possible. In the absence of network-supplied ad costs, program-level cost information from contributing media agencies was used.

(Caution: Expenditure estimates produced by these two methodologies are not directly comparable, thus causing trending disruption).

Vivvix normally applies a single average cost to all telecasts of a program during a given month. Source data sometimes indicates special costs for certain program telecasts or commercial pods within a program. Under these circumstances Vivvix may apply specific costs to the ad occurrences in the designated telecasts or pods. The calculated 30-second cost is initially applied to each commercial occurrence. For commercials longer or shorter than 30 seconds, a conversion factor is then applied to arrive at the reported dollar value for the occurrence.

The factors used are:

Spot Length (seconds) less than 20 20-40 41-50 51-75 76-105 greater than 105
Factor 0.50 1.00 1.50 2.00 3.00 (length/30)

ENDNOTES

Methodology

Spot Television

Vivix's Spot Television Service provides commercial occurrence and expenditure information for more than 950 English speaking stations and 100 Spanish speaking stations in 210 major markets. As of January 22nd, 2024, Spot Television is monitored 24 hours a day, 7 days a week, 365 days a year. The monitored stations constitute the principal stations in each market and typically include the network affiliates, major independents, and Spanish affiliates. Public Broadcasting stations are not monitored.

Vivix reports commercial occurrence activity as monitored. Atypical situations, of which Vivix is aware, may be reported differently. Vivix will not assign activity aired on one station to another station in cases where the second station buys the time slot and sells the spots. However, adjustments may be made to expenditures when a program or slot of time is simulcast. If this is a permanent arrangement, the units will be reported on both stations, but expenditures will be reported only for the primary station. Network, Spanish Language Network, and Nationally Syndicated spots that air in the local markets are removed from the Spot TV medium.

Expenditure Data

Television stations, rep firms and agency sources are polled quarterly. These industry sources provide average 30-second daypart-level costs (and program costs for sports and specials) for the upcoming quarter. This information is used to estimate expenditures to be applied for that quarter.

Prime Time Expenditures

Prime Time expenditures are calculated separately for each day of the week. All other dayparts have one cost calculated for the entire broadcast month.

Sporting Events, Specials and Program Changes

Sporting events and special telecasts receive program costs rather than daypart costs. In the event of significant program changes, daypart costs are adjusted.

Internet Display

Vivix's Internet Display measurement covers ads served on desktop / laptop browsers in the U.S.

Coverage: Vivix systematically collects Internet Display advertising on approximately 4,300 main domains, subdomains and content pages. On an ongoing basis, Vivix reviews coverage to continuously add sites, manage for redirects, confirm ad supported environments, and ensure URLs are still live.

Local Radio

Station-level occurrence detail for local radio advertising covers over 825 stations in 45 top radio markets. Prior to January 2021 reporting, station-level occurrence detail for local radio advertising covered 36 top radio markets.

Ad Expenditure Estimation

Local radio station advertising costs are developed through the application of SQAD costs and audience impression data. Average costs are developed for each standard radio daypart and applied on a per spot basis within each daypart. Costs are updated monthly.

Please note that while the Local Radio Service and the National Spot Radio Service each provide marketlevel brand expenditures, National Spot Radio does not have station occurrence detail. In this way, an unknown proportion of the ad activity captured by the Local Radio Service is also reflected in the National Spot Radio Service, and vice-versa, resulting in the same advertising spot is being reported multiple times. National Advertising for Syndicated/Network programming which clears on a monitored local market station is also included in reporting as part of the Local Radio Service.

Because of the different reporting bases (market level vs. station-level), it is not possible to determine the amount of duplication between services, nor is it possible to integrate occurrences with expenditures for National Spot Radio.

Methodology

National Spot Radio

Vivix's National Spot Radio Service provides nationally placed spot radio data for approximately 4,000 stations in more than 225 markets. Reported expenditures are based on audited billings from contract information provided by major national station representative organizations.

Summarized monthly expenditure information is collected by market, and is classified according to parent, brand and category. Radio data are mapped to the 210 monitored TV markets, and to the All Other designation when appearing outside these markets. Monthly expenditures are pro-rated across broadcast calendar weeks, according to the number of days in each week that fall within the standard calendar month.

The National Spot Radio Service and the Local Radio Historical Service each provide market-level brand expenditures, but no station occurrence detail. The Local Radio Service reports station-level occurrences and dollars for advertised brands. Some advertising expenditures contained within the National Spot Radio Service are also reported in the Local Radio or Local Radio Historical media. The overlap occurs because the same advertising spot may be reported twice, once by the local station and once by the station's national sales rep. The magnitude of the overlap is not known by Vivix because the National Spot Radio expenditure information is provided at the market-level, not the station-level.

Outdoor

Vivix's Outdoor Advertising Service reports billboard expenditures (poster and paint) in over 200 plant operator markets in the United States. Outdoor data collection reports other types of out-of-home advertising beyond posters and paints; our current coverage includes 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.

Outdoor market activity and revenue data is available on a monthly basis. When first released, each month's data is considered "preliminary"; meaning, at the time of the initial load we will have not yet completed the collection of the month's data. Also note at the time of the initial load, these preliminary data represent on average about 60% of the month's final, total revenue reported.

For the first 2 months of each quarter, data will be available approximately 5 to 6 weeks after the end of each reporting month. Data for the 3rd month will be available 6 to 8 weeks after the end of each quarter.

Prior months within a quarter are updated on a weekly basis until all months within the quarter are considered "final". This final status is typically reached by the time we load the last month of the current reportable quarter.