

Media Ad View Plus Reports

Media Ad View Plus Reports show the distribution of ad dollars in local markets across 12 media sectors, 12 advertiser verticals and 94 vertical subcategories. Details as follows:

Media

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

Verticals and Vertical Subcategories

Automotive

1. Automobile Dealers and Automotive Manufacturers
2. Other Motor Vehicle Dealers
3. Automotive Parts and Accessories Stores
4. Tire Dealers
5. Gasoline Stations and Automotive Repair

Education

1. Business Schools and Computer and Management Training
2. Technical and Trade Schools
3. Other Schools and Instruction
4. Educational Support Service

Financial/Insurance

1. Commercial Banking
2. Savings Institutions
3. Credit Unions, Federally Chartered
4. Securities Brokerages
5. Portfolio Management
6. Investment Advice
7. Direct Life Insurance Carriers
8. Direct Health and Medical Insurance Carriers
9. Auto Insurance
10. Direct Property and Casualty Insurance Carriers
11. Insurance Agencies and Brokerages

General Services

1. Legal Services
2. Accounting, Tax Preparation, Bookkeeping, and Payroll Services
3. Architectural, Engineering, and Related Services

4. Specialized Design Services
5. Computer Systems Design and Related Services
6. Management, Scientific, and Technical Consulting Services
7. Scientific Research and Development Services
8. Advertising, Public Relations, and Related Services
9. Other Professional, Scientific, and Technical Services
10. Temporary Help Services
11. Janitorial Services
12. Landscaping Services

Government/Political/Religion and Health Care

1. Offices of Physicians
2. Offices of Dentists
3. Offices of Chiropractors
4. Offices of Optometrists
5. Hospitals
6. Nursing and Residential Care Facilities
7. Veterinary Services
8. Pharmacies and Drug Stores and Drug Advertising

Leisure/Recreation

1. Traveler Accommodation: Hotels-Motels
2. Airline Transportation
3. RV (Recreational Vehicle) Parks and Recreational Camps
4. Performing Arts Companies
5. Spectator Sports
6. Museums, Historical Sites and Similar Institutions

7. Amusement Parks and Arcades
8. Gambling Industries
9. Other Amusement and Recreation Industries
10. Motion Picture and Video Exhibition

Media

1. Newspaper Publishers
2. Periodical Publishers
3. Radio Stations
4. Television Broadcasting
5. Cable and Other Subscription Programming

Real Estate

1. Standalone

Restaurants/Food Services

1. Full-Service Restaurants
2. Quick Service/Fast Food Restaurants
3. Special Food Services
4. Bars
5. Supermarkets and Other Grocery (except Convenience) Stores
6. Convenience Stores
7. Beer and Wine, and Liquor Stores

Retail

1. Furniture Stores
2. Home Furnishings Stores
3. Floor Covering Stores
4. Other Home Furnishings Stores

5. Household Appliance Stores
6. Radio, Television, and Other Electronics Stores
7. Computer and Software Stores
8. Home Centers
9. Paint and Wallpaper Stores
10. Hardware Stores
11. Lawn and Garden Equipment and Supplies Stores
12. Men's Clothing Stores
13. Women's Clothing Stores
14. Children's and Infants' Clothing Stores
15. Family Clothing Stores
16. Clothing Accessories Stores
17. Other Clothing Stores
18. Shoe Stores
19. Jewelry, Luggage, and Leather Goods Stores
20. Sporting Goods Stores
21. Hobby, Toy, and Game Stores
22. Book Stores
23. Department Stores (except Discount Department Stores)
24. Discount Department Stores
25. Warehouse Clubs and Supercenters
26. All Other General Merchandise Stores
27. Office Supplies and Stationery Stores
28. Gift, Novelty, and Souvenir Stores

Technology

1. Wired Telecommunications Carriers
2. Wireless Telecommunications Carriers (except Satellite)
3. Other Telecommunications

