

BIA ADVantage examines ad spend across top media and 95 business verticals.

1. Cable TV
2. Direct Mail
3. Directories (Print & Internet)
4. Email
5. Magazines (Print & Online)
6. Mobile
7. Newspaper (Print & Online)
8. Online
9. Out-of-Home
10. Over-the-Top (OTT) (New)
11. Radio (OTA & Online)
12. Television (OTA & Online)

## Automotive

Automotive Repair Services  
Gas Stations & Petroleum  
Other Motor Vehicle Dealers  
Tier 1 – Auto Manufacturers  
Tier 2 – Auto Dealers Automobile  
Tier 3 – New Car Dealers  
Tier 3 – Used Car Dealers  
Tires, Automotive Parts, and Accessories

## Education

Business and Trade Education (New)  
Colleges & Universities (New)  
Educational Support Services  
Other Schools and Instruction

## Financial/Insurance

Auto & Direct Property Insurance  
Commercial Banking  
Consumer Lending & Mortgages  
Credit Cards  
Direct Health and Medical Insurance Carriers  
Direct Life Insurance Carriers  
Insurance Agencies and Brokerages  
Investment & Retirement Advice  
Saving/Credit Institutions and Other Loan Services

## General Services

Accounting, Tax Preparation, Bookkeeping, and Payroll Services  
Architectural, Engineering, Related Services

Computer Systems Design and Related Services  
Employment Services  
Funeral Homes & Services  
Legal Services  
Maintenance Services  
Management, Scientific, Technical Consulting Services  
Other Home Building Services  
Plumbers and HVAC  
Utilities

## Government/Political/Religion

Government, Unions & Other Organizations  
Political  
Religious & Charitable

## Health Care

Health and Personal Care Stores  
Hospitals  
Nursing and Residential Care Facilities  
Offices of Optometrists  
Offices of Physicians/Dentists/Chiropractors  
Personal Care Services  
Pharmaceutical and Medicine Mnftrs  
Veterinary Services

## Leisure/Recreation

Airport, Cruises and Other Travel  
Amusement Parks and Arcades  
Fitness and Recreational Sports Centers  
Gambling and Lotteries  
Motion Picture and Video Exhibition  
Museums, Historical Sites and Other Venues  
Other Amusement and Recreation Industries  
Performing Arts Companies  
Spectator Sports  
Tourism and Travel Services  
Traveler Accommodation: Hotels-Motels

## Media

Cable and Other Subscription Programming  
Internet Publishers  
Newspaper & Print Publishers  
Radio Stations and Networks  
Television Broadcasting and Networks

## Real Estate

Real Estate Development  
Realtors

## Restaurants/Food Services

Beer and Wine, and Liquor Stores  
Convenience Stores  
Full-Service Restaurants and Bars  
Quick Service Restaurants/Fast Foods  
Special Restaurants, Food & Beverage Stores  
Supermarkets and Other Grocery Stores

## Retail

All Other General Merchandise Stores  
Book Stores  
Clothing Stores  
Department Stores  
Discount Department Stores  
Electronic Stores  
Floor Covering Stores  
Furniture Stores  
Gift, Novelty and Souvenir Stores  
Hardware Stores  
Hobby, Toy and Game Stores  
Home Centers  
Household Appliance Stores  
Jewelry, Luggage, and Leather Goods Stores  
Lawn and Garden Equipment and Supplies  
Stores  
Mattress and Sleep Centers  
Office Supplies and Stationary Stores  
Other Home Furnishings Stores  
Paint and Wallpaper Stores

## Technology

Cable and Satellite Delivery  
Internet Service Providers  
Other Telecommunications  
Wired/Bundled Services  
Wireless Telecommunications Carriers (except  
Satellite)