

199 Advertising

State Contract Spend Summary

	Aggregate Total Contract Spend					Total Agency Contract Spend					Total School Contract Spend					Total Municipality Contract Spend				
	FY13	FY14	FY15	FY16	FY17	FY13	FY14	FY15	FY16	FY17	FY13	FY14	FY15	FY16	FY17	FY13	FY14	FY15	FY16	FY17
JUL	\$ 348,250	\$ 121,918	\$ 103,011	\$ 102,473	\$ 78,847	\$ 63,421	\$ 49,970	\$ 58,272	\$ 45,742	\$ 45,009	\$ 4,046	\$ 6,838	\$ 2,730	\$ 6,360	\$ 6,406	\$ 280,782	\$ 65,109	\$ 42,009	\$ 50,371	\$ 27,432
AUG	\$ 108,002	\$ 91,962	\$ 74,812	\$ 80,057	\$ 104,036	\$ 44,264	\$ 34,031	\$ 37,740	\$ 39,012	\$ 57,199	\$ 6,164	\$ 4,844	\$ 3,438	\$ 3,518	\$ 926	\$ 57,574	\$ 53,087	\$ 33,634	\$ 37,528	\$ 45,911
SEP	\$ 119,973	\$ 91,463	\$ 15,408	\$ 71,492	\$ 83,727	\$ 60,486	\$ 35,326	\$ 8,223	\$ 42,749	\$ 47,187	\$ 5,193	\$ 2,903	\$ 178	\$ 1,454	\$ 1,464	\$ 54,294	\$ 53,234	\$ 7,007	\$ 27,290	\$ 35,077
OCT	\$ 287,367	\$ 285,620	\$ 19,513	\$ 344,664	\$ 44,719	\$ 229,453	\$ 37,593	\$ 11,172	\$ 281,826	\$ 8,361	\$ 6,391	\$ 4,372	\$ 825	\$ 1,302	\$ 793	\$ 51,523	\$ 243,655	\$ 7,515	\$ 61,536	\$ 35,565
NOV	\$ 84,911	\$ 85,023	\$ 81,076	\$ 87,584	\$ 103,390	\$ 41,398	\$ 31,675	\$ 69,399	\$ 46,439	\$ 54,403	\$ 6,995	\$ 5,259	\$ 5,693	\$ 4,911	\$ 6,199	\$ 36,518	\$ 48,089	\$ 5,984	\$ 36,233	\$ 42,788
DEC	\$ 78,706	\$ 64,291	\$ 61,550	\$ 61,647	\$ 36,576	\$ 45,628	\$ 32,786	\$ 38,585	\$ 51,452	\$ 6,114	\$ 7,466	\$ 1,150	\$ 920	\$ 326	\$ -	\$ 25,612	\$ 30,355	\$ 22,045	\$ 9,869	\$ 30,461
JAN	\$ 110,939	\$ 118,242	\$ 16,996	\$ 122,560	\$ 36,252	\$ 57,222	\$ 28,361	\$ 7,097	\$ 55,918	\$ 9,145	\$ 964	\$ 6,816	\$ 339	\$ 588	\$ 146	\$ 52,754	\$ 83,066	\$ 9,560	\$ 66,054	\$ 26,961
FEB	\$ 99,855	\$ 99,422	\$ 99,447	\$ 100,058	\$ 92,102	\$ 37,598	\$ 39,360	\$ 38,246	\$ 46,856	\$ 50,705	\$ 8,933	\$ 3,792	\$ 9,487	\$ 2,357	\$ 3,957	\$ 53,323	\$ 56,270	\$ 51,713	\$ 50,845	\$ 37,441
MAR	\$ 102,188	\$ 117,709	\$ 81,667	\$ 80,524	\$ -	\$ 48,404	\$ 43,592	\$ 40,052	\$ 46,390	\$ -	\$ 1,600	\$ 5,132	\$ 2,337	\$ 10,618	\$ -	\$ 52,184	\$ 68,986	\$ 39,278	\$ 23,516	\$ -
APR	\$ 118,391	\$ 109,651	\$ 132,500	\$ 139,165	\$ -	\$ 54,598	\$ 44,963	\$ 50,596	\$ 63,942	\$ -	\$ 7,778	\$ 3,551	\$ 2,708	\$ 4,693	\$ -	\$ 56,014	\$ 61,137	\$ 79,196	\$ 70,529	\$ -
MAY	\$ 112,549	\$ 90,820	\$ 113,559	\$ 80,665	\$ -	\$ 38,735	\$ 37,715	\$ 45,055	\$ 41,732	\$ -	\$ 10,870	\$ 2,580	\$ 6,127	\$ 2,912	\$ -	\$ 62,945	\$ 50,525	\$ 62,377	\$ 36,021	\$ -
JUN	\$ 100,070	\$ 86,436	\$ 80,097	\$ 100,685	\$ -	\$ 43,335	\$ 33,820	\$ 41,007	\$ 53,452	\$ -	\$ 4,257	\$ 6,552	\$ 1,718	\$ 1,533	\$ -	\$ 52,478	\$ 46,064	\$ 37,372	\$ 45,700	\$ -
YTD Comparative Mo. Avg	\$ 139,267	\$ 113,546	\$ 73,303	\$ 114,298	\$ 72,456	\$ 63,712	\$ 37,433	\$ 37,120	\$ 67,959	\$ 23,177	\$ 5,888	\$ 4,482	\$ 3,042	\$ 3,381	\$ 2,842	\$ 69,667	\$ 71,631	\$ 33,141	\$ 42,958	\$ 23,470
YTD Comparative Total	\$ 1,671,201	\$ 1,362,557	\$ 879,634	\$ 1,371,574	\$ 579,650	\$ 764,543	\$ 449,191	\$ 445,444	\$ 815,510	\$ 278,124	\$ 70,656	\$ 53,788	\$ 36,499	\$ 40,571	\$ 19,891	\$ 836,002	\$ 859,578	\$ 397,691	\$ 515,492	\$ 281,635
% Increase		-18.5%	-35.4%	55.9%	-36.6%		-41.2%	-0.8%	83.1%	-65.9%		-23.9%	-32.1%	11.2%	-16.0%		2.8%	-53.7%	29.6%	-45.4%
Overall Mo. Avg	\$ 139,267	\$ 113,546	\$ 73,303	\$ 114,298	\$ 48,304	\$ 63,712	\$ 37,433	\$ 37,120	\$ 67,959	\$ 23,177	\$ 5,888	\$ 4,482	\$ 3,042	\$ 3,381	\$ 1,658	\$ 69,667	\$ 71,631	\$ 33,141	\$ 42,958	\$ 23,470
Overall Year Total	\$ 1,671,201	\$ 1,362,557	\$ 879,634	\$ 1,371,574	\$ 579,650	\$ 764,543	\$ 449,191	\$ 445,444	\$ 815,510	\$ 278,124	\$ 70,656	\$ 53,788	\$ 36,499	\$ 40,571	\$ 19,891	\$ 836,002	\$ 859,578	\$ 397,691	\$ 515,492	\$ 281,635
Overall % Increase		-18.5%	-35.4%	55.9%	-36.6%		-41.2%	-0.8%	83.1%	-65.9%		-23.9%	-32.1%	11.2%	-16.0%		2.8%	-53.7%	29.6%	-45.4%

(based on monthly average)

