



BIA ADVantage offers comprehensive examination of ad spend across top media and 94 business verticals.

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

Automotive

Automobile Dealers & Manufacturers
Other Motor Vehicle Dealers
Automotive Parts & Accessories Stores
Tire Dealers
Gas Stations & Automotive Repair

Education

Business Schools and Computer and Management Training
Technical and Trade Schools
Other Schools and Instruction
Educational Support Service

Financial/Insurance

Commercial Banking
Savings Institutions
Credit Unions, Federally Chartered
Securities Brokerages
Portfolio Management
Investment Advice
Direct Life Insurance Carriers
Direct Health and Medical Insurance Carriers
Auto Insurance
Direct Property and Casualty Insurance Carriers
Insurance Agencies and Brokerages

General Services

Legal Services
Accounting, Tax Preparation, Bookkeeping, and Payroll Services
Architectural, Engineering, Related Services
Specialized Design Services

Computer Systems Design and Related Services
Management, Scientific, Technical Consulting Services
Scientific Research and Development Services
Advertising, Public Relations, Related Services
Other Professional, Scientific, Technical Services
Temporary Help Services
Janitorial Services
Landscaping Services

Government/Political/Religion

Health Care

Offices of Physicians
Offices of Dentists
Offices of Chiropractors
Offices of Optometrists
Hospitals
Nursing and Residential Care Facilities
Veterinary Services
Pharmacies and Drug Stores and Drug Advertising

Leisure/Recreation

Traveler Accommodation: Hotels-Motels
Airline Transportation
RV (Recreational Vehicle) Parks and Recreational Camps
Performing Arts Companies
Spectator Sports
Museums, Historical Sites, Similar Institutions
Amusement Parks and Arcades
Gambling Industries
Other Amusement and Recreation Industries
Motion Picture and Video Exhibition

Media

Newspaper Publishers
Periodical Publishers
Radio Stations
Television Broadcasting
Cable and Other Subscription Programming

Real Estate

Restaurants/Food Services

Full-Service Restaurants
Quick Service/Fast Food Restaurants
Special Food Services
Bars
Supermarkets and Other Grocery (except Convenience) Stores
Convenience Stores
Beer and Wine, and Liquor Stores

Retail

Furniture Stores
Home Furnishings Stores
Floor Covering Stores
Other Home Furnishings Stores
Household Appliance Stores
Radio, Television, and Other Electronics Stores
Computer and Software Stores
Home Centers
Paint and Wallpaper Stores
Hardware Stores
Lawn & Garden Equipment, Supply Stores
Men's Clothing Stores
Women's Clothing Stores
Children's and Infants' Clothing Stores
Family Clothing Stores
Clothing Accessories Stores
Other Clothing Stores
Shoe Stores
Jewelry, Luggage, and Leather Goods Stores
Sporting Goods Stores
Hobby, Toy, and Game Stores
Book Stores
Department Stores (except Discount Department Stores)
Discount Department Stores
Warehouse Clubs and Supercenters
All Other General Merchandise Stores
Office Supplies and Stationery Stores
Gift, Novelty, and Souvenir Stores

Technology

Wired Telecommunications Carriers
Wireless Telecommunications Carriers (not Satellite)
Other Telecommunications