



**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

**For more information, contact us at (703) 818-2425 or [advantage@bia.com](mailto:advantage@bia.com).**