

# The 2023-2028 Outlook for Advertising Agencies for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for advertising agencies across the states and zip codes of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 10,833 zip codes in the United States. For each zip code in question, the percent share the zip code is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a zip code vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state and zip code, latent demand estimates are created for advertising agencies. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study covers advertising agencies as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for advertising agencies is 54181. It is for this definition that aggregate latent demand estimates are derived. Advertising agencies is specifically defined as follows:

54181 See industry description for 541810.

541810 This industry comprises establishments primarily engaged in creating advertising campaigns and placing such advertising in periodicals, newspapers, radio and television, or other media. These establishments are organized to provide a full

range of services (i.e., through in-house capabilities or subcontracting), including advice, creative services, account management, production of advertising material, media planning, and buying (i.e., placing advertising).

5418101 Ad creation, billed separately

5418102 Media placement, incl. ad creation not billed separately

541810P Primary services

541810SM Other receipts

541810201 Newspapers

541810202 Periodicals

541810203 Television

541810204 Radio, Internet, and other media placements

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