

Preliminary Advertising Spend by City Agency FY24, Q1 (July - September 2023)

City Agency Name	City Agency Acronym	In-Scope (Print, Digital, Radio, and TV)			Out-of-Scope Total (OOH, Social Media, Job Boards, Digital Displays, and Other)	OVERALL TOTAL (In-Scope + Out-of-Scope)	ECM Spending Compliance [per Local Law 83 goal] (ECM Spending Divided by Total In-Scope Spending)
		ECM outlets (listed in the Citywide Marketing Directory)	Non-ECM outlets (Not in the Citywide Marketing Directory)	In-Scope Total			
Department of Health and Mental Hygiene	DOHMH	\$773,564	\$802,235	\$1,575,798	\$721,377	\$2,297,176	49%
Department of Transportation	DOT	\$248,244	\$461,052	\$709,296	\$346	\$709,641	35%
NYC Public Schools	NYC Public Schools	\$25,514	\$25,898	\$51,412	\$464,906	\$516,318	50%
Health and Hospitals	H+H	\$129,492	\$152,197	\$281,689	\$172,346	\$454,035	46%
Department of Correction	DOC	\$46,937	\$196,032	\$242,968	\$204,632	\$447,600	19%
New York City Police Department	NYPD	\$144,649	\$15,608	\$160,257	\$225,000	\$385,257	90%
Administration for Children's Services	ACS	\$76,261	\$75,993	\$152,254	\$182,233	\$334,487	50%
Mayor's Office of Media and Entertainment	MOME	\$72,584	\$10,194	\$82,778	\$127,187	\$209,965	88%
Department of Social Services	DSS	\$23,412	\$30,000	\$53,412	\$12,563	\$65,975	44%
Department for the Aging	DFTA	\$26,456	\$29,018	\$55,474	N/A	\$55,474	48%
Department of Sanitation	DSNY	N/A	N/A	N/A	\$40,000	\$40,000	N/A
NYC Emergency Management	OEM	\$30,843	N/A	\$30,843	\$8,134	\$38,977	100%
Mayor's Office of Climate and Environmental Justice	MOCEJ	N/A	\$2,800	\$2,800	\$28,181	\$30,981	0%
Civilian Complaint Review Board	CCRB	N/A	\$30,000	\$30,000	N/A	\$30,000	0%
Mayor's Office	MO	N/A	\$21,227	\$21,227	\$7,882	\$29,109	0%
Department of Parks and Recreation	DPR	\$2,957	\$5,249	\$8,206	\$15,438	\$23,644	36%
Department of Probation	DOP	N/A	\$20,394	\$20,394	N/A	\$20,394	0%
Department of Environmental Protection	DEP	N/A	\$17,031	\$17,031	N/A	\$17,031	0%
Department of Veteran Services	DVS	N/A	N/A	N/A	\$7,715	\$7,715	N/A
New York City Housing Authority	NYCHA	N/A	N/A	N/A	\$5,493	\$5,493	N/A
Department of Consumer And Worker Protection	DCWP	N/A	N/A	N/A	\$3,184	\$3,184	N/A
Department of Citywide Administrative Services	DCAS	N/A	N/A	N/A	\$2,878	\$2,878	N/A
Department of Investigation	DOI	N/A	N/A	N/A	\$2,850	\$2,850	N/A
Department of Housing Preservation and Development	HPD	N/A	\$433	\$433	\$1,320	\$1,754	0%
Department of Design and Construction	DDC	N/A	N/A	N/A	\$969	\$969	N/A
Department of Buildings	DOB	N/A	N/A	N/A	\$743	\$743	N/A
Law Department	LD	N/A	\$163	\$163	N/A	\$163	0%
Office of Chief Medical Examiner	OCME	N/A	N/A	N/A	\$68	\$68	N/A
GRAND TOTAL		\$1,600,912	\$1,895,524	\$3,496,436	\$2,235,444	\$5,731,881	46%

Notes:
- \$1.8M in advertising placement from Q1 was updated during Q2 due to late reporting from City agencies/offices.
- Cells with "N/A" represents no spend in the included categories in this dashboard.

Source: NYC Agencies / Offices
Data Analysis: The Mayor's Office of Ethnic and Community Media.
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