

Preliminary Advertising Spend by City Agency FY24, Q2 (October - December 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	\$694,983	\$736,491	\$1,431,475	\$1,174,302	\$2,605,777	49%
Administration for Children's Services	ACS	\$238,111	\$115,170	\$353,281	\$274,125	\$627,407	67%
Health and Hospitals	H+H	\$114,687	\$24,219	\$138,906	\$255,554	\$394,461	83%
New York City Police Department	NYPD	\$116,919	\$11,250	\$128,169	\$171,000	\$299,169	91%
Mayor's Office of Climate and Environmental Justice	MOCEJ	\$29,750	\$28,995	\$58,745	\$65,645	\$124,390	51%
Department of Correction	DOC	\$7,800	\$81,050	\$88,850	\$10,950	\$99,800	9%
Department of Social Services	DSS	\$18,000	N/A	\$18,000	\$37,939	\$55,939	100%
Department of Transportation	DOT	\$27,758	\$10,680	\$38,438	N/A	\$38,438	72%
Department of Housing Preservation and Development	HPD	\$6,713	\$22,998	\$29,710	\$5,628	\$35,338	23%
Department of City Planning	DCP	\$2,942	\$22,916	\$25,858	N/A	\$25,858	11%
NYC Public Schools	NYC Public Schools	N/A	N/A	N/A	\$15,225	\$15,225	N/A
Mayor's Office	MO	N/A	\$12,234	\$12,234	N/A	\$12,234	0%
Department of Environmental Protection	DEP	N/A	\$10,914	\$10,914	N/A	\$10,914	0%
Department of Finance	DOF	N/A	\$3,529	\$3,529	N/A	\$3,529	0%
Department of Investigation	DOI	N/A	N/A	N/A	\$2,854	\$2,854	N/A
Department of Design and Construction	DDC	\$2,358	N/A	\$2,358	N/A	\$2,358	100%
Department of Veteran Services	DVS	N/A	N/A	N/A	\$2,320	\$2,320	N/A
Law Department	LD	N/A	\$1,707	\$1,707	N/A	\$1,707	0%
Department of Buildings	DOB	N/A	N/A	N/A	\$1,000	\$1,000	N/A
GRAND TOTAL		\$1,260,021	\$1,082,153	\$2,342,174	\$2,016,542	\$4,358,716	54%

Note:

- 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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