

Fiscal Year 2024 Advertising Spend by City Agency

| City Agency | In-Scope (Print, Digital Publications, Radio, and TV) | | | 50% Spending Goal Compliance per LL 83 | Out-of-Scope (all other mediums) | Overall Total |
|---|--|-------------|----------------|---|-------------------------------------|---------------|
| | ECM | General | Total In-Scope | | | |
| Administration for Children’s Services | \$621,441 | \$401,827 | \$1,023,269 | 61% | \$733,516 | \$1,756,784 |
| City Commission on Human Rights | N/A | N/A | N/A | N/A | \$19,865 | \$19,865 |
| Civic Engagement Commission | \$12,000 | \$22,000 | \$34,000 | 35% | \$74,472 | \$108,472 |
| Civilian Complaint Review Board | \$12,040 | \$33,000 | \$45,040 | 27% | N/A | \$45,040 |
| Department for the Aging | \$46,842 | \$90,128 | \$136,970 | 34% | \$78,061 | \$215,031 |
| Department of City Planning | \$9,755 | \$2,608 | \$12,363 | 79% | N/A | \$12,363 |
| Department of Citywide Administrative Services | \$165,759 | \$106,789 | \$272,547 | 61% | \$151,956 | \$424,503 |
| Department of Consumer and Worker Protection | \$175,257 | \$94,778 | \$270,035 | 65% | \$255,080 | \$525,116 |
| Department of Correction | \$217,034 | \$1,127,372 | \$1,344,406 | 16% | \$487,088 | \$1,831,494 |
| Department of Design and Construction | \$2,358 | N/A | \$2,358 | 100% | \$4,208 | \$6,567 |
| Department of Environmental Protection | N/A | \$43,605 | \$43,605 | 0% | \$74,788 | \$118,393 |
| Department of Finance | N/A | \$5,529 | \$5,529 | 0% | N/A | \$5,529 |
| Department of Health and Mental Hygiene | \$2,811,380 | \$2,019,964 | \$4,831,344 | 58% | \$4,155,979 | \$8,987,323 |
| Department of Housing Preservation and Development | \$11,292 | \$62,965 | \$74,257 | 15% | \$12,587 | \$86,844 |
| Department of Investigation | N/A | N/A | N/A | N/A | \$13,342 | \$13,342 |
| Department of Parks and Recreation | \$4,513 | \$15,508 | \$20,021 | 23% | \$27,843 | \$47,864 |
| Department of Probation | N/A | \$20,394 | \$20,394 | 0% | \$345 | \$20,739 |
| Department of Sanitation | N/A | N/A | N/A | N/A | \$40,000 | \$40,000 |
| Department of Social Services | \$263,533 | \$274,276 | \$537,809 | 49% | \$1,095,503 | \$1,633,312 |
| Department of Transportation | \$1,479,943 | \$986,762 | \$2,466,705 | 60% | \$1,171,083 | \$3,637,787 |
| Department of Veterans' Services | N/A | \$4,964 | \$4,964 | 0% | \$10,035 | \$14,999 |
| Law Department | N/A | \$5,197 | \$5,197 | 0% | N/A | \$5,197 |
| Mayor’s Office of Contract Services | \$2,131 | \$3,336 | \$5,467 | 39% | N/A | \$5,467 |
| Mayor’s Office of Media and Entertainment | \$72,584 | \$10,194 | \$82,778 | 88% | \$127,187 | \$209,965 |
| Mayor's Office | N/A | \$58,884 | \$58,884 | 0% | \$8,563 | \$67,447 |
| Mayor's Office of Climate and Environmental Justice | \$29,750 | \$124,821 | \$154,571 | 19% | \$1,600 | \$156,171 |
| Mayor's Office of Community Mental Health | N/A | \$133,750 | \$133,750 | 0% | N/A | \$133,750 |
| Mayor's Office of Management and Budget | \$1,745 | \$4,554 | \$6,299 | 28% | N/A | \$6,299 |
| New York City Emergency Management | \$30,843 | N/A | \$30,843 | 100% | \$8,134 | \$38,977 |
| New York City Health + Hospitals | \$267,840 | \$188,610 | \$456,451 | 59% | \$462,210 | \$918,661 |
| New York City Housing Authority | \$12,150 | \$16,516 | \$28,666 | 42% | \$5,493 | \$34,159 |
| New York City Police Department | \$371,432 | \$201,621 | \$573,052 | 65% | \$580,376 | \$1,153,429 |
| New York City Public Schools | \$511,274 | \$863,128 | \$1,374,402 | 37% | \$4,931,340 | \$6,305,742 |
| New York City Service | \$10,550 | \$5,542 | \$16,092 | 66% | \$19,908 | \$36,000 |
| Small Business Services | \$74,710 | \$53,282 | \$127,992 | 58% | \$59,659 | \$187,651 |
| TOTAL | \$7,218,157 | \$6,981,903 | \$14,200,060 | 51% | \$14,610,220 | \$28,810,280 |