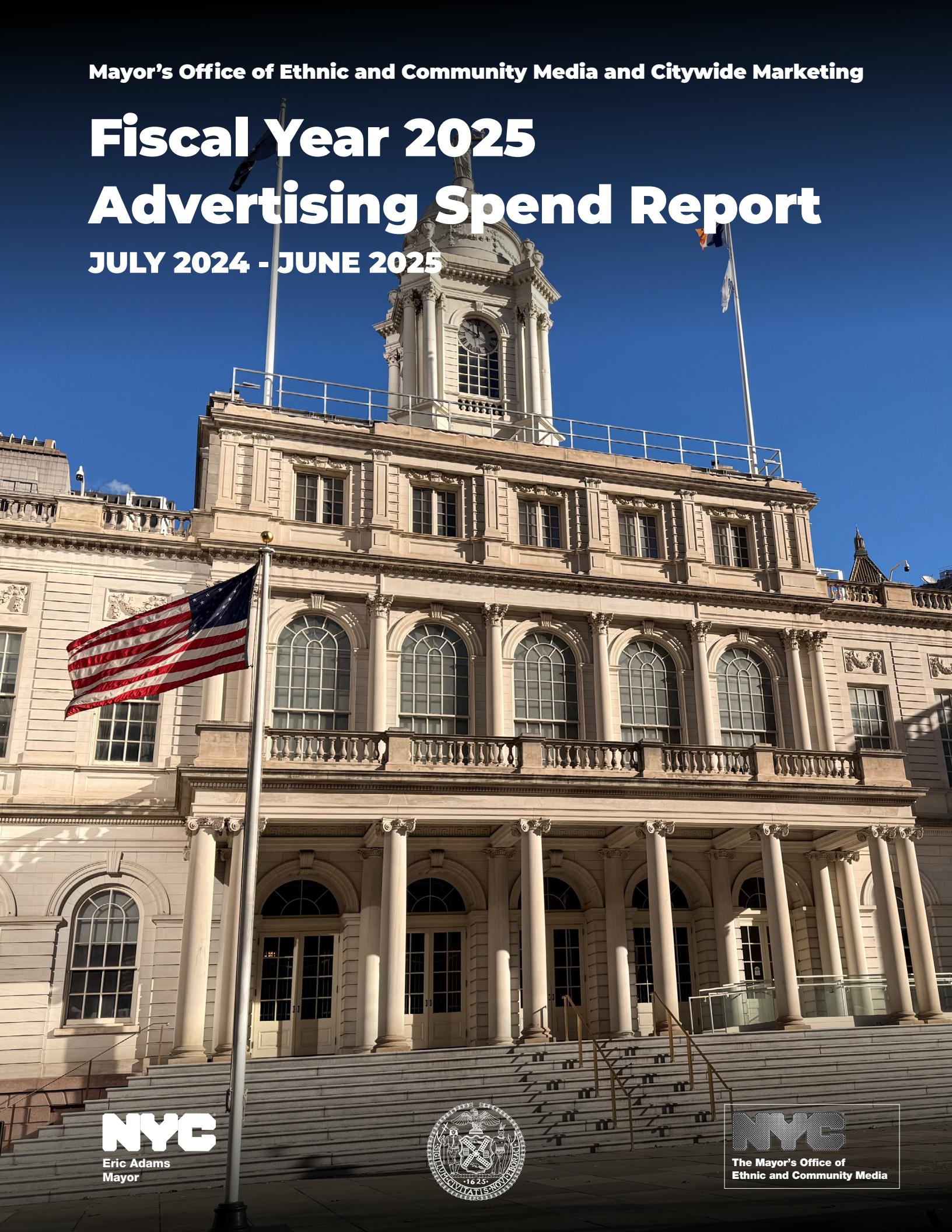


Mayor's Office of Ethnic and Community Media and Citywide Marketing

# Fiscal Year 2025 Advertising Spend Report

JULY 2024 - JUNE 2025



**NYC**  
Eric Adams  
Mayor



**NYC**  
The Mayor's Office of  
Ethnic and Community Media



© The Mayor's Office of Ethnic and Community Media (MOECM) December 2025

Permission is required to reproduce any part of this report.

Contact:

Mayor's Office of Ethnic and Community Media  
253 Broadway, 9th Floor  
New York, NY, 10007, USA

Email: [ethnicmedia@cityhall.nyc.gov](mailto:ethnicmedia@cityhall.nyc.gov)

This report covers City of New York media placement spend during Fiscal Year 2025 (from July 1, 2024 through June 30, 2025)

Data utilized in this document was self-reported by contracted media placement vendors and city agencies, with analysis completed by MOECM.

Raw data is accessible at [New York City Open Data](#).

Suggested Citation:

**MOECM. New York, NY, 2025, Fiscal Year 2025 Advertising Spend Report**

# TABLE OF CONTENTS

MESSAGE FROM THE EXECUTIVE DIRECTOR	2
INTRODUCTION	3
BACKGROUND - LOCAL LAW 83	5
Office of Ethnic and Community Media	
Annual Agency Fiscal Year Report	
Training and Compliance	
CITYWIDE MARKETING DIRECTORY	6
FISCAL YEAR 2025 RECAP	7
WAIVED CITY AGENCIES	8
ANALYSIS OF APPLICABLE AD SPEND	10
Summary of Media Placement Spend	10
Print Publication Media Placement Spend Analysis	12
Digital Publication Media Placement Spend Analysis	13
Radio and Audio Broadcast Media Placement Spend Analysis	14
TV and Video Broadcast Media Placement Spend Analysis	15
Overall Citywide Alignment with LL83	16
MEDIA PLACEMENT SPEND BY CITY AGENCY	17
LANGUAGE ACCESSIBILITY	20
CITYWIDE AD PLACEMENT MASTER AGREEMENT	21
APPENDIX	22
Public Access	
Acknowledgements	

# MESSAGE FROM THE EXECUTIVE DIRECTOR

For over 100 years, hundreds of newsstands dotted the corners of New York City streets offering dozens of publications; a mosaic of perspectives, voices, and languages mirroring the rich variety of cultures at home in the five boroughs.

Though newsstands such as that are gone, the Mayor's Office of Ethnic and Community Media (MOECM) proudly displays our own collection of over 100 current local publications, while our Citywide Marketing Directory offers an incredible range of radio, television, and digital outlets. We are proud to be the City of New York's communication hub, working closely with city agencies to ensure that vital information regarding affordability, quality-of-life, education, health, and safety is available and clearly communicated to every resident of the five boroughs.

Four years ago, our original charter stated specific goals: streamline the city's advertising process, engage a wider representation of media placement vendors, and facilitate direct city government access for ethnic and community outlets. Local Law 83 (LL83) tasked us with the creation and maintenance of a Citywide Marketing Directory (CMD), the establishment of a citywide advertising training program, and the annual publishing of a report outlining city media spend and ethnic and community media (ECM) engagement.

This office has met all of these goals, as well as successfully brought the authenticity and impact of ECM outlets to the heart of New York City's messaging.

MOECM provides clear oversight of the media placement process, offers strategic insights that better focus and amplify city agency marketing, and assists with every point of the city's advertising workflow. Every day, our office brings city agencies, media outlets, and placement vendors together — to harmonize what works and adjust what needs improvement.

This report outlines the results of our efforts. LL83's goal that city agencies seek to spend 50 percent of their applicable media budgets with ECM outlets has been surpassed by the city for the second year in a row. More agencies than ever have increased their ECM engagement. Our local media placement vendors have now been fully engaged, including many partners at minority- and women-owned business enterprises (M/WBE). And the city is communicating in more languages than ever before, including regular videos in American Sign Language.

You may no longer be able to find the world of publishing on every corner of the city, but it still lives on in our office; the essential voices of New York City's neighborhoods and communities, a spectrum of culture and expression that our team is honored to serve.



Jd Michaels  
Executive Director, Mayor's Office of Ethnic and Community Media and Citywide Marketing



# INTRODUCTION

In June 2021, the New York City Council created MOECM through LL83, and official operations began on January 1, 2022, upon the inauguration of Mayor Eric Adams.

The first mayoral office of its kind in the United States, MOECM was created to advocate for and engineer robust and equitable engagement with New York City's local ECM outlets.

MOECM functions as financial oversight for all City of New York media placement spend, providing guidance on marketing efficiency and strategy, as well as, monitoring alignment with the budgetary goals set out in LL83, where each city agency should seek to spend at least 50 percent of applicable media placement budgets with ECM outlets.

City agencies inform New Yorkers about their rights and benefits, promote opportunities available across the city, explain new city policy changes, prepare them for citywide emergencies, and so much more. Advertising is important for the clear communication of city agency messaging and is made more powerful when combined with the languages, cultures, and individual priorities of New York City's neighborhoods.

As city agencies conceptualize and create their advertising, MOECM serves as a central hub formalizing the city's advertising process and serving as both a central resource for advertising data and information and a bridge between agency marketing staff, media placement vendors, and ECM outlets.

MOECM helps city agencies:

- Effectively allocate their advertising budgets,
- Create scalable media plans focused on their target audiences,
- Monitor media placement budget distribution across media categories,
- Prioritize the significant engagement of ECM outlets, and
- Collect, analyze, and disseminate all media placement spend data.

In its four years of operation, MOECM has successfully completed its key priorities, and expanded its utility as a central hub of information, workflow, and advertising campaign management. In addition, the office works to:

## **Promote ECM Engagement**

MOECM distributes city releases and communications directly to ECM outlets — often translated into other languages — to better reach all residents of New York City, particularly those who may not feel well-served by general media.

## Educate About ECM Significance

Through the creation of the CMD and annual trainings, MOECM offers city agencies a spectrum of powerful communication options that mirror the unique cultural mosaic of New York City.

## Maintain Cultural Authenticity

As many of New York City's local neighborhoods rely heavily on media outlets in specific languages or within certain cultural contexts, MOECM helps city agencies navigate translation and design details to enhance the connection and relevance of their messages.

Additional details on [MOECM](#) and [LL83](#) can be found online.



# BACKGROUND - LOCAL LAW 83

## OFFICE OF ETHNIC AND COMMUNITY MEDIA

*LL83 mandates the establishment of the Mayor's Office of Ethnic and Community Media, which began operations in January 2022.*

The executive director and the office::

- Advise the mayor about the coordination of government messaging to the public,
- Facilitate communication with city agencies regarding ECM outlets, and
- Serve as a point of contact between ECM outlets and media placement vendors.

## ANNUAL AGENCY FISCAL YEAR REPORT

*LL83 mandates the creation of an advertising spend report analyzing the total city agency spend on media placement for advertising, displaying each agency's spending and alignment toward the applicable ECM 50 percent budget goal.*

This document represents the report for Fiscal Year (FY) 2025. Previous reports can be accessed on the [MOECM website](#).

## TRAINING AND COMPLIANCE

*LL83 mandates an annual training for city agency officers and employees responsible for advertising, marketing, and procurement.*

Throughout the year, MOECM holds training sessions and provides operational and strategic guidance for agency marketing and procurement staff. As a year-round informational resource, online training materials have also been produced.





# CITYWIDE MARKETING DIRECTORY

*LL83 mandates the creation of a list of ECM outlets as a reference for city agencies when planning marketing campaigns.*

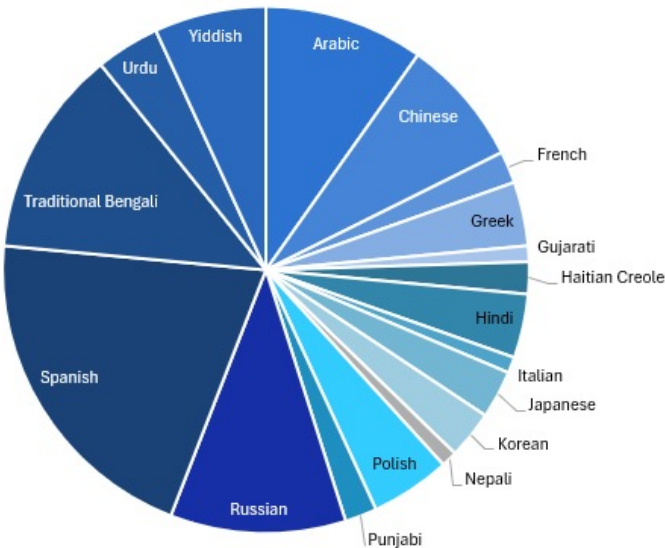
MOECM is responsible for maintaining the CMD, a carefully vetted resource of ECM print and digital publications, radio shows and stations (both terrestrial and streaming), and television/online video broadcasts. City agencies refer to the CMD to more equitably and effectively communicate their messages to the public.

MOECM’s extensive auditing and vetting process of ECM applications ensures that all outlets listed are active businesses with verified community reach and current publication/broadcasting data. The calculation of city agencies’ alignment with LL83 is directly linked to the CMD, as only engagement with these outlets counts toward the LL83 goal.

Most of the media outlets listed in the CMD provide content specifically catered to their audience and community, publishing news, local information, and advertisements in their native language. The pie chart below represents the range and proportion of non-English languages included in the CMD’s roster.

The CMD is updated on a quarterly basis and can be accessed through the [MOECM website](#) and [New York City Open Data](#).

## NON-ENGLISH LANGUAGES REPRESENTED IN THE CITYWIDE MARKETING DIRECTORY



**Figure 1.** The range and proportion of non-English languages included in the Citywide Marketing Directory's roster.

# FISCAL YEAR 2025 RECAP

Fiscal Year (FY) 2025 represents a fresh start after years of marketing challenges.

COVID-19 messaging dominated FY 2022 and the addition of \$250 million dollars in federal funds, poured into the city’s advertising budget to address the health crisis, generated an entirely unprecedented total media placement spend which exceeded \$270 million.

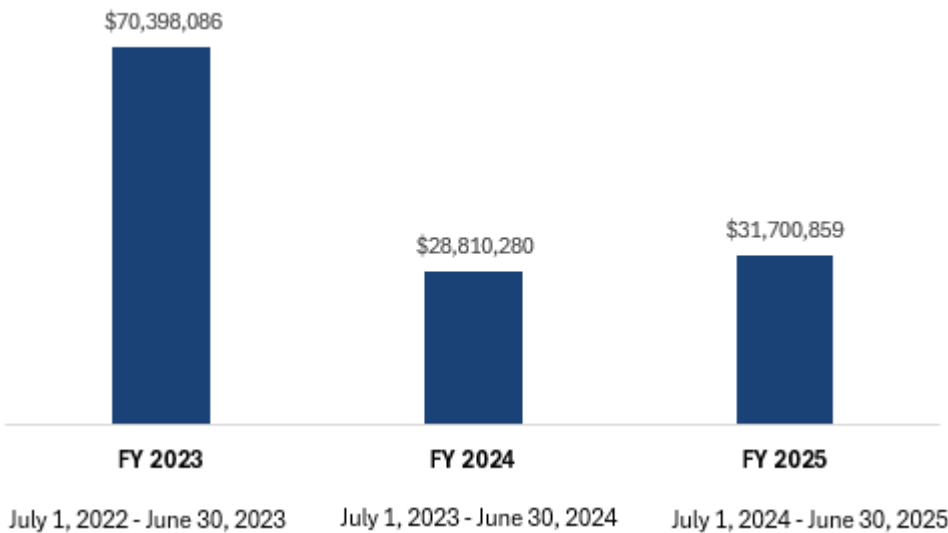
As federal funds were pulled back in FY 2023, city advertising stabilized and more traditional messaging resumed, resulting in the total media placement spend settling at \$70 million.

During FY 2024, New York City weathered new economic burdens, directly impacting all city agency budgets and essentially “freezing” all projected advertising spend. After more than six months of drastically reduced marketing, total city media placement spend was just under \$29 million.

With no extraordinary budgetary impediments in FY 2025, city agencies carefully resumed creating advertising campaigns to communicate their vital messaging and total media placement spend for this fiscal year rose to nearly \$32 million.

The chart below displays New York City’s total media placement spend over the past three fiscal years.

## NEW YORK CITY AGENCIES TOTAL APPLICABLE MEDIA PLACEMENT SPEND



**Figure 2.** City agency media placement spend in FY 2023, FY 2024, and FY 2025.

# WAIVED CITY AGENCIES

MOECM grants two types of waivers for city agencies:

- **Legal Mandate Waiver**

Some city agencies are required by statute, court order, or other legal mandates to publish information in general media outlets to reach all New Yorkers. As these requirements conflict with LL83's goals but are unavoidable, such notices are granted a legal mandate waiver and are excluded from spending calculations.

- **Full Mandate Waiver**

City agencies with a very limited marketing presence representing a total media placement spend of less than \$5,000 per fiscal year (across all types of media) are granted a full agency waiver from compliance with LL83's goals.

FY 2025 waiver spend totaled \$416,302. This represents 1.3 percent of the total media placement spend of \$32,117,161.

## **THE FOLLOWING CITY AGENCIES RECEIVED A WAIVER FROM MOECM FOR FY 2025.**

### **LEGAL MANDATE WAIVERS GRANTED FOR FY25**

- Department of City Planning
- Department of Design and Construction
- Department of Finance
- Department for the Aging
- Office of Management & Budget
- Office of the Mayor

### **FULL AGENCY WAIVERS GRANTED FOR FY25**

- Board of Standards and Appeals
- Business Integrity Commission
- Citywide Event Coordination and Management
- Community Affairs Unit
- Conflict of Interest Board
- Department of Cultural Affairs
- Department of Probation
- Department of Records and Information Services
- Department of Sanitation
- Department of Youth and Community Development
- Economic Development Corporation
- Housing Recovery Operations



- Landmarks Preservation Commission
- Mayor's Office of Sports, Wellness, and Recreation
- Mayor's Office for Economic Opportunity
- Mayor's Office for People with Disabilities
- Mayor's Office of Community Mental Health
- Mayor's Office of Contract Services
- Mayor's Office of Criminal Justice
- Mayor's Office of Food Policy
- Mayor's Office of Immigrant Affairs
- Mayor's Office of Policy and Planning
- Mayor's Office of Workforce Development
- Mayor's Office to End Domestic and Gender-Based Violence
- New York City Housing Authority
- Office of Administrative Trials and Hearings
- Office of Chief Medical Examiner
- Office of Labor Relations
- Office of Technology and Innovation
- Office of the City Clerk
- Public Engagement Unit
- Taxi and Limousine Commission New York City Taxi and Limousine Commission



# ANALYSIS OF APPLICABLE AD SPEND

## SUMMARY OF MEDIA PLACEMENT SPEND

Once waiver calculations are calculated and subtracted from the total media placement spend, the remaining budget is categorized into two classifications:

### IN-SCOPE

#### INCLUDES ALL MEDIA PLACED WITH:

- print publications
- digital websites/publications/blogs
- radio and audio broadcasts (terrestrial or streaming)
- TV and video broadcasts (terrestrial or streaming)

In the marketplace, these media categories include many options whose primary focus is a specific community within New York City, making them eligible for ECM status and inclusion in the CMD. “In-scope” represents the spend considered when determining a city agency’s alignment with LL83’s 50 percent spend goal.

This category breaks down further into two categories:

**ECM:** includes all media placement spend with ECM outlets that have applied for and fulfilled the requirements to be listed in the CMD.

**General:** includes media placement spend with outlets with a general market focus (not a specific community as defined by LL83). These outlets are not included in the CMD.

### OUT-OF-SCOPE

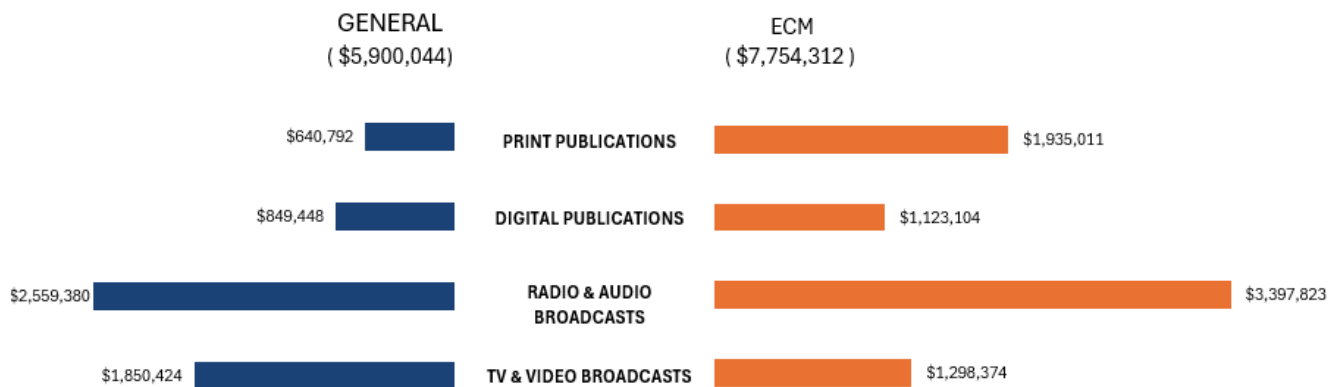
#### INCLUDES ALL MEDIA PLACED OUTSIDE OF IN-SCOPE CATEGORIES, INCLUDING BUT NOT LIMITED TO

- out-of-home
- social media
- online search
- job postings
- programmatic
- sports
- promotional

These media categories are dominated largely by corporations with a national focus which have no comparable ECM alternatives in the market. Therefore, spend toward these categories is not applicable to the calculation of LL83's goal alignment.

During FY 2025, city agencies' media placement spend with ECM outlets (\$7.7 M) was 24 percent higher than spend with general media outlets (\$5.9 M). Additionally, three out of four in-scope categories displayed higher spending with ECM outlets than general outlets.

## FY 2025 IN-SCOPE MEDIA PLACEMENT SPEND BREAKDOWN



**Figure 3.** Breakdown of FY 2025 in-scope spend by type of media..





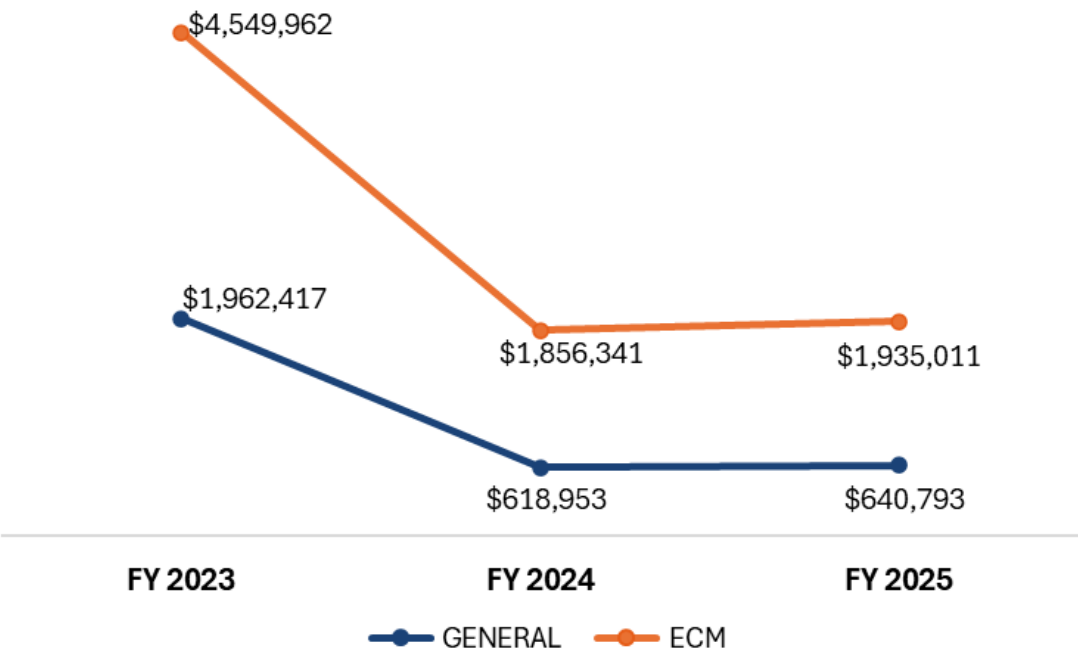
# PRINT PUBLICATION MEDIA PLACEMENT SPEND ANALYSIS

The graph below displays higher print media placement spend with ECM than general categories for FY 2023, FY 2024, and FY 2025, as well as the consistent city trend to advertise more frequently in ECM than general outlets.

- Between FY 2024 and FY 2025, there was a 2-percent increase in overall print media placement spend.
- In FY 2025, ECM print spend is 202 percent higher than general print.
- Out of FY 2025’s total 116 marketing campaigns, 67 advertised in print publications, and 24 of those campaigns allocated spend exclusively to ECM outlets.

While the reach of new marketing technologies continues to expand, New York City’s agencies recognize the continued importance of print publications and their power to unite their audiences. Partnership with these ECM publications surrounds desired messaging with a sense of community trust, whether discussing education, health, or other local priorities.

## NEW YORK CITY MEDIA PLACEMENT SPEND TRENDS IN PRINT PUBLICATIONS



**Figure 4.** Year-over-year comparison of in-scope ECM and general media placement spend on print publications for FY 2023, FY 2024, and FY 2025.

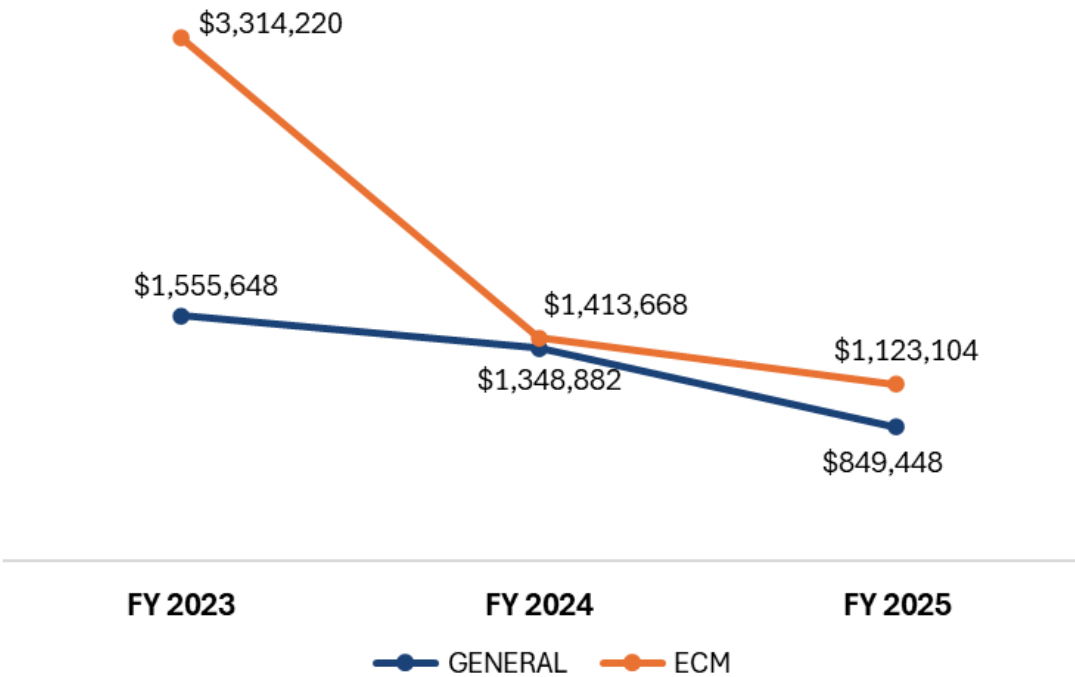
# DIGITAL PUBLICATION MEDIA PLACEMENT SPEND ANALYSIS

The graph below displays digital media placement spend with ECM and general outlets. Once again, the data for FY 2023, FY 2024, and FY 2025 is weighted toward ECM outlets.

- In FY 2025, ECM digital spend is 32 percent higher than general digital.
- When compared to the previous year, city agencies media placement spends in ECM digital resulted in a 27-percent gain over general digital.
- Out of FY 2025's total 116 marketing campaigns, 57 advertised in digital publications, and 20 of those campaigns allocated spend exclusively to ECM outlets.

Digital media remains extremely important to city agencies, offering immediacy in messaging and are often paired with companion ads in associated print publications, which further enhance the campaign's efficacy.

## NEW YORK CITY MEDIA PLACEMENT SPEND TRENDS IN DIGITAL PUBLICATIONS



**Figure 5.** Year-over-year comparison of in-scope ECM and general media placement spend on digital publications for FY 2023, FY 2024, and FY 2025.

# RADIO AND AUDIO BROADCAST MEDIA PLACEMENT SPEND ANALYSIS

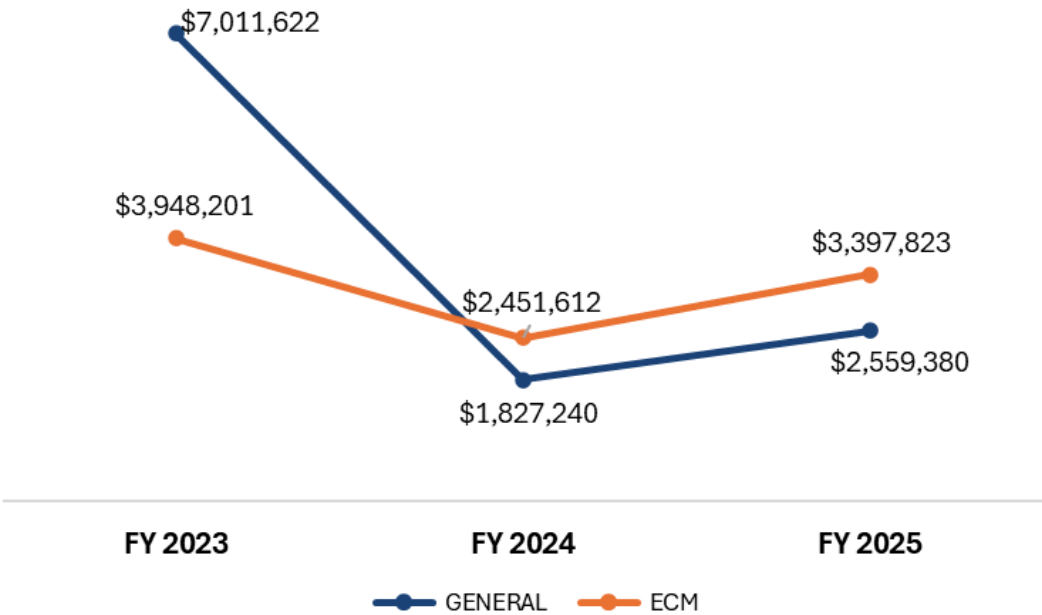
The graph below displays radio and audio broadcast media placement spend with ECM and general outlets. In FY 2024 and FY 2025 ECM outlet spend surpasses general outlet spend.

- Between FY 2024 and FY 2025, there was a 28-percent increase in overall radio and audio media placement spend.
- In FY 2025, ECM radio and audio spend is 24.7 percent higher than general radio and audio.
- Out of FY 2025's total 116 marketing campaigns, 40 advertised in radio and audio broadcasts, and 10 of those campaigns allocated spend exclusively to ECM outlets.

Considering the cost of advertising on general radio and audio is more expensive, the increase in ECM media placement spend represents greater engagement.

Radio and audio broadcasts remain an extremely important source of entertainment, music, and information distribution, as many New Yorkers commute to work while listening to the local news or music stations. Often, city messages are translated by on-air talent and read live, adding cultural connection and authenticity to these advertisements.

## NEW YORK CITY MEDIA PLACEMENT SPEND TRENDS IN RADIO AND AUDIO BROADCASTS



**Figure 6.** Year-over-year comparison of in-scope ECM and general media placement spend on radio and audio broadcasts for FY 2023, FY 2024, and FY 2025..



# TV AND VIDEO BROADCAST MEDIA PLACEMENT SPEND ANALYSIS

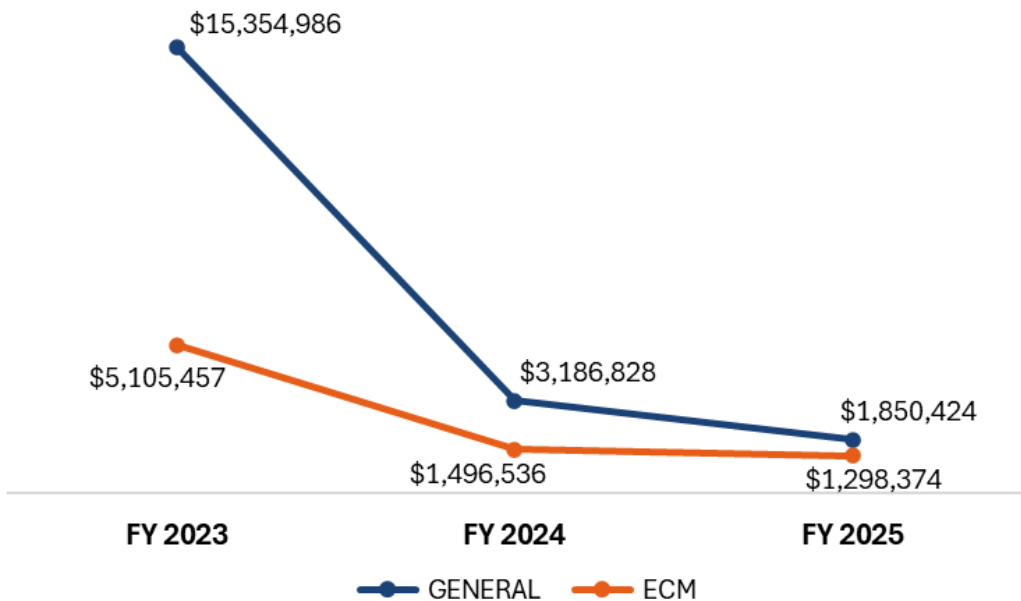
The graph below displays TV and video broadcast media placement spend with ECM and general outlets.

- Between FY 2024 and FY 2025, there was a 34-percent decrease in overall TV and video media placement spend.
- When compared to the previous year, general TV and video media placement spend decreased by 42 percent while ECM TV and video only decreased by 13 percent.
- However, the gap between general and ECM TV and video media placement spend has dramatically decreased over the last three years, from 67 percent more spend assigned to general outlets than ECM in FY 2023 to only 30 percent in FY 2025.
- Out of FY 2025's total 116 marketing campaigns, 21 advertised in TV and video broadcasts, and 4 of those campaigns allocated spend exclusively to ECM outlets.

Due to cost concerns and shifts in media consumption habits, advertising on TV and video broadcasts has decreased overall from year to year. However, city agencies have continued to place informative communications with the medium, using it strategically to balance limited budgets while still utilizing its wide target potential.

ECM options in this category are recognized as having a stronger connection with audiences who consume news and entertainment in languages other than English.

## NEW YORK CITY MEDIA PLACEMENT SPEND TRENDS IN TV AND VIDEO BROADCASTS



**Figure 7.** Year-over-year comparison of in-scope ECM and general media placement spend on radio and audio broadcasts for FY 2023, FY 2024, and FY 2025..

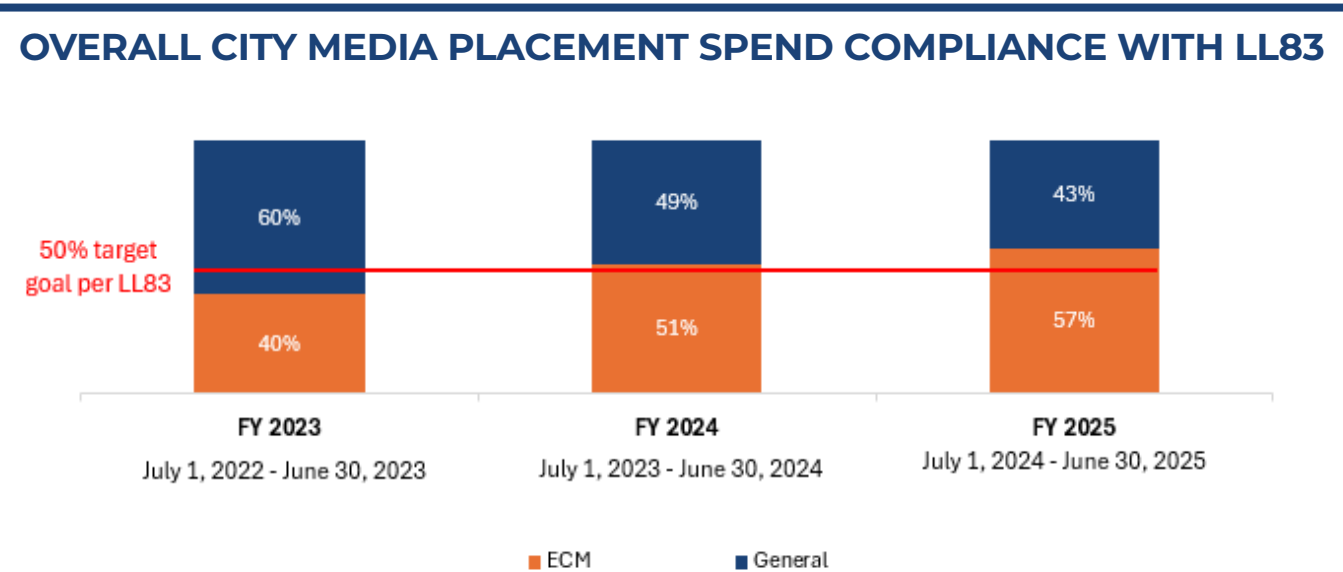
## OVERALL CITYWIDE ALIGNMENT WITH LL83

The consistent engagement of ECM outlets is encouraging, as city agencies evolve MOECM’s policies into their core communication philosophies.

The bar graph below depicts overall city agency media placement spend compliance over the past three fiscal years. The red line represents the 50 percent target goal established in LL83.

FY 2025 represents a 17-percent increase in city agency alignment with this goal over the last three fiscal years, with 57 percent of in-scope spend allocated to ECM outlets vs. 51 percent in FY 2024 and 40 percent in FY 2023.

This highlights the efforts made by MOECM and city agencies to ensure all communities receive vital information about New York City’s programs and services, in an array of languages, through their local media outlets.



**Figure 8.** Overall citywide compliance with LL83 for FY 2023, FY 2024, and FY 2025.

## MEDIA PLACEMENT SPEND BY CITY AGENCY

MOECM works closely with media placement vendors and city agencies to gather accurate media placement spend data through reports, effectively tracking each paid advertisement placed on behalf of the City of New York. This data is collected, analyzed, and publicly posted to promote transparency regarding media placement budget allocation.

The dashboard on the next page outlines the FY 2025 media placement spend of city agencies that had marketing campaigns (excluding waivers) and their individual alignment with LL83's goals.

In FY 2025, ECM media placement spend totaled \$7.7 million, with general outlet spend at \$5.9 million. This is the second fiscal year that ECM spend surpassed that of general media, again fulfilling the goals of LL83.

The compliance column displays the percentage of ECM spend of the in-scope total.

The total column sums all FY 2025 media placement spend for each city agency.

Out of the 29 city agencies that had in-scope spend, 19 of them met the LL83 goal, while three are within 10 points of their goal. In addition, 16 city agencies successfully increased their compliance percentage from FY 2024 to FY 2025.



City Agency	In-Scope (Print, Digital Publications, Radio, and TV)			Compliance (50% Spending Goal per LL 83)	Out-of-Scope (all other mediums)	Total
	ECM	General	Total In-Scope			
Department of Health and Mental Hygiene	\$ 2,303,221	\$ 1,224,275	\$ 3,527,496	65%	\$ 3,083,751	\$ 6,611,246
Department of Transportation	\$ 1,554,159	\$ 505,524	\$ 2,059,683	75%	\$ 2,603,406	\$ 4,663,088
NYC Public Schools	\$ 674,766	\$ 643,122	\$ 1,317,888	51%	\$ 3,362,974	\$ 4,680,862
Department of Social Services	\$ 612,267	\$ 52,189	\$ 664,456	92%	\$ 1,095,137	\$ 1,759,593
Department of Correction	\$ 433,678	\$ 1,524,150	\$ 1,957,827	22%	\$ 1,813,426	\$ 3,771,254
Fire Department of New York	\$ 351,638	\$ 323,930	\$ 675,568	52%	\$ 1,995,203	\$ 2,670,771
Department of Citywide Administrative Services	\$ 321,698	\$ 98,560	\$ 420,258	77%	\$ 498,440	\$ 918,698
New York City Police Department	\$ 211,125	\$ 367,375	\$ 578,500	36%	\$ 501,500	\$ 1,080,000
Administration for Children's Services	\$ 198,209	\$ 643,499	\$ 841,708	24%	\$ 1,520,556	\$ 2,362,263
Department of Consumer And Worker Protection	\$ 169,750	\$ 15,000	\$ 184,750	92%	\$ 181,382	\$ 366,132
Mayor's Office	\$ 136,600	\$ -	\$ 136,600	100%	\$ -	\$ 136,600
Department for the Aging	\$ 135,821	\$ 27,341	\$ 163,162	83%	\$ 72,052	\$ 235,213
Law Department	\$ 132,030	\$ 164,580	\$ 296,610	45%	\$ 20,000	\$ 316,610
Mayor's Office of Minority and Women-owned Business Enterprise	\$ 107,413	\$ 19,887	\$ 127,300	84%	\$ 129,200	\$ 256,500
Mayor's Office of Equity & Racial Justice / Young Men's Initiative	\$ 75,314	\$ 10,872	\$ 86,186	87%	\$ -	\$ 86,186
NYC Emergency Management	\$ 65,115	\$ 13,032	\$ 78,147	83%	\$ 65,452	\$ 143,599
Civic Engagement Commission	\$ 64,347	\$ 9,645	\$ 73,992	87%	\$ 156,902	\$ 230,894
Mayor's Office of Media and Entertainment	\$ 50,380	\$ 123,456	\$ 173,836	29%	\$ 91,625	\$ 265,462
Small Business Services	\$ 30,000	\$ -	\$ 30,000	100%	\$ 262,500	\$ 292,500
Civilian Complaint Review Board	\$ 27,260	\$ 24,200	\$ 51,460	53%	\$ -	\$ 51,460
New York City Commission on Human Rights	\$ 23,020	\$ 7,824	\$ 30,844	75%	\$ 85,956	\$ 116,800
Department of Housing Preservation and Development	\$ 20,173	\$ 27,329	\$ 47,502	42%	\$ 7,360	\$ 54,862
Department of Finance	\$ 17,916	\$ -	\$ 17,916	100%	\$ -	\$ 17,916
Department of Parks and Recreation	\$ 15,343	\$ 25,173	\$ 40,516	43%	\$ 52,525	\$ 93,040
Department of Environmental Protection	\$ 14,850	\$ 38,565	\$ 53,415	28%	\$ 64,350	\$ 117,765
Office of Management & Budget*	\$ 3,525	\$ -	\$ 3,525	100%	\$ -	\$ 3,525
Department of City Planning*	\$ 2,994	\$ -	\$ 2,994	100%	\$ -	\$ 2,994
Department of Veteran Services	\$ 1,700	\$ 2,819	\$ 4,519	38%	\$ 4,463	\$ 8,982
Health and Hospitals	\$ -	\$ 7,700	\$ 7,700	0%	\$ 244,154	\$ 251,854
Department of Buildings	\$ -	\$ -	\$ -	N/A	\$ 18,000	\$ 18,000
Department of Investigation	\$ -	\$ -	\$ -	N/A	\$ 10,322	\$ 10,322
Mayor's Office of Climate and Environmental Justice	\$ -	\$ -	\$ -	N/A	\$ 51,867	\$ 51,867
NYC Service	\$ -	\$ -	\$ -	N/A	\$ 54,000	\$ 54,000
<b>TOTAL</b>	<b>\$ 7,754,312</b>	<b>\$ 5,900,044</b>	<b>\$ 13,654,356</b>	<b>57%</b>	<b>\$ 18,046,503</b>	<b>\$ 31,700,859</b>

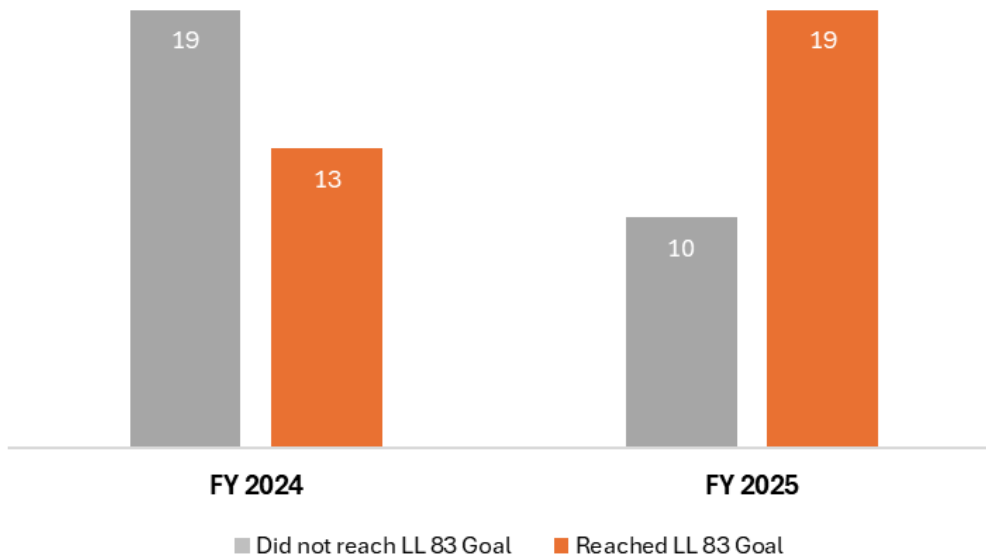
\*Amount displayed represents the remaining spend after legal mandate waivers: MOECM only grants one waiver per city agency per fiscal year.

**Figure 9.** FY 2025 media placement spend and LL83 compliance by New York City agency.

\*



As seen in the bar graph below, from FY 2024 to FY 2025, the total number of city agencies reaching LL83’s goal was inverted from a deficit of six to a surplus of nine.



**Figure 10.** Number of New York City agencies reaching LL83’s goals year-over-year.

The core focus of MOECM continues to be the education of city agencies and media placement vendors as to the relevance and essential importance of the ECM outlets in New York City.

The upward trends in city agency media placement spend and alignment with LL83’s goal is evidence that the workflows, policies, strategic thinking, and inter-agency communication MOECM provides has made a positive influence.



# LANGUAGE ACCESSIBILITY

New York City is the most linguistically diverse city in the world, where nearly half its residents speak a language other than English. Local Law 30 of 2017 encourages city agencies to provide their public communications, including advertising campaigns, in the 10 languages listed below:

- Arabic
- Bengali
- Chinese
- French
- Haitian Creole
- Korean
- Polish
- Russian
- Spanish
- Urdu

MOECM engages directly with media outlets that publish or broadcast in the above languages and further encourages city agencies to translate into the below languages as well:

- American Sign Language
- Greek
- Japanese
- Yiddish

MOECM verifies that, wherever applicable, advertising campaigns are translated into various languages, and monitors the distribution of those advertising materials to ECM outlets.

# CITYWIDE AD PLACEMENT MASTER AGREEMENTS

During FY 2025, MOECM worked with the Department of Citywide Administrative Services, the Mayor's Office of Management and Budget, and the Mayor's Office of Contract Services to engage the Citywide Ad Placement Master Agreements with a rotating roster of six contracted media placement vendors.



# APPENDIX

## PUBLIC ACCESS

Per LL83, city agency advertising spend must be placed on [NYC Open Data](#) annually.

This FY 2025 report, and previous reports, may be found on the [MOECM website](#).

## ACKNOWLEDGEMENTS

This report was prepared by MOECM.

### REPORT TEAM

- Authors: Yesenny Fernandez, Orchida Harizaj, Jd Michaels
- Direction / Design : Jd Michaels
- Review: The Mayor's Office of Communications

Thanks to all city agencies, media placement vendors, and media outlets for their determination and commitment during FY 2025.

We wish to especially recognize Mayor Eric Adams and the entire New York City Mayor's Office for their support and guidance.





