**US Ad Market Contracts Slightly In June**

The US ad market declined for the first month since last February with a 3% contraction in June, MediaPost analysis of Standard Media Index's US Ad Market Tracker shows. The decrease is primarily attributed to traditional media, which saw a 16.6% drop for the month, while digital media increased 8.6% to account for 62% of all media spending.

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[*https://www.mediapost.com/publications/article/375763/the-expansion-is-over-ad-economy-recedes-for-firs.html*](https://www.mediapost.com/publications/article/375763/the-expansion-is-over-ad-economy-recedes-for-firs.html)

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[*https://www.liveadmins.com/wp-content/uploads/2015/05/advertising-672x372.jpg*](https://www.liveadmins.com/wp-content/uploads/2015/05/advertising-672x372.jpg)