**U.S. Ad Spending Growing at Best Pace in Six Years**

Magna Global expects 2016 to see the largest increase in United States ad spending in six years. The IPG Mediabrands' agency revised its forecast for the year on Wednesday, predicting ad revenue in the U.S. will grow to $179 billion, a 6.5% increase. In June, Magna Global had predicted a 6.2% jump in ad revenue. A 6.5% jump would represent the strongest growth rate since 2010, when revenue increased 6.6%.

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<http://adage.com/article/cmo-strategy/magna-global-predicts-biggest-ad-growth-years/306239/>