**Local Ad Spend To Hit $174B In 2021**

Look for local advertising spending in the U.S. to grow 3.8% annually to $174 billion in 2021, according to BIA/Kelsey's mid-year projections on the market. The new report adjusts downward its projection for this year to $147.9 billion because of softer-than-expected economy. It also predicts shift of share from traditional media to digital and mobile.

***TVNewsCheck 7.12.17***

<http://www.tvnewscheck.com/article/105556/bia-local-ad-spend-to-hit-174b-in-2021?utm_source=Listrak&utm_medium=Email&utm_term=BIA%3a+Local+Ad+Spend+To+Hit+%24174B+In+2021&utm_campaign=Nexstar+Extends+Fox+Affiliations+Through+2019>