**US Ad Sales Continue Rebound**

US ad sales increased for the fourth consecutive month in October with a 3.2% year-over-year gain, per Guideline's US Ad Market Tracker, as the top 10 and the remaining ad categories saw consistent increases of 3.3% and 3.1% respectively. Digital's share dropped from 64% in September to 62% in October, while traditional advertising's share increased from 36% to 38%.

***MediaPost Communications (free registration) 11/27/23***

[*https://www.mediapost.com/publications/article/391390/ad-market-expands-for-fourth-consecutive-month-in.html*](https://www.mediapost.com/publications/article/391390/ad-market-expands-for-fourth-consecutive-month-in.html)

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