**Digital Ads Will Bring Radio $2B In 2023, Experts Say**

Radio stations will get $2 billion from digital ad sales this year, the Radio Advertising Bureau and Borrell Associates predict. More stations are hiring sales representatives who specialize in the format.

***Radio World 2/9/23***

[*https://www.radioworld.com/news-and-business/programming-and-sales/report-digital-sales-expected-to-hit-2b-in-2023?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\_medium=email&utm\_content=A1B0568E-3944-447E-8CD2-19EB26174460&utm\_source=SmartBrief*](https://www.radioworld.com/news-and-business/programming-and-sales/report-digital-sales-expected-to-hit-2b-in-2023?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_medium=email&utm_content=A1B0568E-3944-447E-8CD2-19EB26174460&utm_source=SmartBrief)

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