ATRA
American Tort
Reform Association

Legal Services Advertising

2023

GEORGIA

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INTRO

Introduction & Background

Trial lawyers and aggregators increasingly spend large sums of money on television, digital, and print advertising to recruit new clients. In 2023, it is estimated that $2.4 billion was spent on more than 26 million local legal services television, radio, print ads or billboards soliciting legal claims across the United States — an increase of more than 5% compared to these types of local ads in 2022. Much of this advertising is conducted by aggregators: businesses that recruit potential plaintiffs and then sell their information to law firms.

Consumers see doomsday ads about the lethal effects of medications or even general medical injury and can consequently stop use of medicines prescribed by their health care providers. This is often done without consulting their doctor, resulting in health problems for patients and increasing litigation risk for product manufacturers.

Additionally, these ads often tout dubious "scientific" evidence to bolster product liability contentions, further complicating the discourse surrounding legal advertising ethics and consumer perception.

These over-the-top advertisements from personal injury attorneys with catchy jingles and toll-free numbers pose a serious danger. These ads undermine the simple notion that physicians and health care providers – not personal injury lawyers or the "aggregators" who run the ads for the lawyer – should dispense medical advice.

Trial lawyers continue to pump significant money into these ad buys because, armed with more clients, they can boost settlements and payouts when they go after large corporations. This ultimately leads to larger contingency fees for the lawyers themselves.

The ads do more than help recruit clients, however. They can also influence the thinking of citizens who may serve on a jury in lawsuits. A survey conducted by Trial Partners, Inc. found that 90% of jurors would be somewhat or very concerned if they saw an advertisement claiming a company's product injured people. Additionally, 72% of jurors agreed somewhat or strongly that if there are lawsuits against a company claiming its products injured people, then there is probably truth to the claim – showing just how great an impact these ads can have.

Overview

In the evolving landscape of legal services advertising, this report dissects data from 2023 and compares it with data from the previous four years — 2019, 2020, 2021 and 2022. This analysis delves into nationwide trends and zooms in on Pennsylvania, with a special focus on Philadelphia. The aim is to offer nuanced insights into the legal advertising realm, exploring shifts, patterns, and implications.

Nationwide Legal Services Ads

In 2023, more than $609.7 million was spent on approximately 650,000 national legal services advertisements. This includes print, digital, network radio, cable television, network television, and syndicated television ads.

Notably, digital ads constituted approximately 65% of the total ad count and more than 70% of total ad spending in 2023.

At the time of the creation of this report, some available 2023 data was still preliminary, including cable television, network television, and syndicated television ads.

Top Advertisers Across All Mediums – Spending

ADVERTISER	ESTIMATED AMOUNT SPENT IN 2023
Legalzoom.com	$50 Million
Negligence Network Attorneys	$40 Million
Los Defensores	$39 Million
Camp Lejeune Victims Legal	$36 Million+
Morgan & Morgan	$35.5 Million
Maune Raichle Hartley French	$27 MIllion
Victims Justice Group Attorneys	$25 Million
National Injury Law Center	$18 Million+
Select Justice Legal Service	$16 Million+
White Heart Legal Services	$16 Million+

Nationwide Legal Services Advertisements

Top Advertisers Across All Mediums – Ad Quantity

ADVERTISER	ESTIMATED ADS IN 2023
Morgan & Morgan	130k+
Onder Law Firm	80k+
Legal Help Center	65k+
Camp Lejeune Victims Legal	55k+
Legalzoom.com	36k+
Maune Raichle Hartley French	28k+
Negligence Network Attorneys	22k+
Select Justice Legal Service	22k+
Los Defensores	22k+
Estey & Bomberger	19k+

Note: Legalzoom.com's ads are primarily for their legal services for small business owners and entrepreneurs to assist in the legal aspects of owning a business.

Georgia Legal Services Advertising

In 2023, approximately $168.6 million was spent on more than 2.2 million local legal services advertisements across Georgia's 11 media markets. This includes print, digital, local and national spot radio, outdoor, and spot TV.

At the time of the creation of this report, some available 2023 data was still preliminary, including Spot TV data, which only represents ads through November 30, 2023.

2023

MEDIUM	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Spot TV	$84,686,770	1,417,025
Print	$718,411	269
Radio	$21,874,302	408,946
Digital	$4,898,550	403,977
Outdoor	$56,507,164	N/A
TOTAL	**$168,685,196**	**2,230,217**

2023 Spending

2023 Ad Quantities

Note: Quantities for outdoor and out-of-home advertisements are not available.

Trends Over Time

Since 2019, overall spending on local legal services advertisements in Georgia increased 38.49%, far outpacing inflation. Notable trends include increases in both out-of-home and radio advertising.

Spending on outdoor advertising in Georgia in 2023 increased more than 113% when compared with spending in 2019 on legal services ads.

Georgia also saw a notable increase in both spending on and the quantity of radio ads. On average between 2019 and 2022, legal services advertisers spent $11.2 million on 191,796 radio ads each year. Utilizing this four-year average, radio ads increased more than 113% while spending on those ads increased nearly 94% when compared with 2023 data.

Trends Over Time

Ad Spending in Georgia

MEDIUM	2019	2020	2021	2022	2023
Spot TV	$81,546,913	$76,079,391	$90,827,037	$88,951,594	$84,686,770
Print	$1,215,209	$647,213	$718,711	$607,844	$718,411
Radio	$9,626,464	$11,857,210	$8,038,077	$15,656,606	$21,874,302
Digital	$2,912,135	$10,347,709	$4,584,760	$4,100,253	$4,898,550
Outdoor	$26,505,308	$28,295,987	$32,387,594	$40,342,377	$56,507,164
TOTAL	$121,806,029	$127,227,510	$136,556,179	$149,658,674	$168,685,196

Trends Over Time

Ad Quantity in Georgia

MEDIUM	2019	2020	2021	2022	2023
Spot TV	1,338,880	1,263,454	1,439,786	1,362,388	1,417,025
Print	632	438	339	173	269
Radio	161,252	190,263	137,962	277,707	408,946
Digital	1,253,294	953,525	815,954	667,658	403,977
TOTAL	2,754,058	2,407,680	2,394,041	2,307,926	2,230,217

Categories of Ads

An analysis of the Top 3 legal services advertising mediums in Georgia – radio, out-of-home, and spot television – was conducted to determine the top categories of legal services ads. Combined, these three categories accounted for 96.67% of all spending on local legal services advertisements in Georgia in 2023.

More than 76% of analyzed legal services ads in Georgia in 2023 were specific to personal injury, including ads for vehicle and motorcycle accident attorneys. More than 51% of all dollars spent on legal services ads in Georgia in 2023 was spent on personal injury ads.

An additional $1.575 million was spent on more than 25,000 product liability ads for legal services. Ads seeking claims related to chemical hair straighteners, Roundup, and prescription drugs were among the top targets.

Top Law Firm Advertisers

The top legal services advertisers in Georgia in 2023 in terms of the total amount spent on ads were:

Top Law Firm Advertisers – Spending

ADVERTISER	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Morgan & Morgan Attorneys	$24,413,237	351,519
John Foy & Assoc Attorneys	$11,545,303	139,930
Farah & Farah Attorneys	$10,132,961	336,518
Montlick & Assoc Attorneys	$9,579,106	90,360
Kenneth S Nugent Attorney	$8,474,108	133,320
George Sink Attorney	$5,313,150	89,604
Gary Martin Hays & Assoc Attorneys	$4,899,244	34,207
Kanner & Pintaluga Attorneys	$4,865,439	27,342
Mike Hostilo Attorney	$4,861,810	61,847
Monge & Assoc Attorneys	$4,448,496	14,850

Top Law Firm Advertisers

The top legal services advertisers in Georgia in 2023 in terms of quantity of ads were:

Top Law Firm Advertisers – Ad Quantity

ADVERTISER	ESTIMATED AD QUANTITY	ESTIMATED AMOUNT SPENT
Morgan & Morgan Attorneys	351,519	$24,413,237
Farah & Farah Attorneys	336,518	$10,132,961
John Foy & Assoc Attorneys	139,930	$11,545,303
Kenneth S Nugent Attorney	133,320	$8,474,108
Bader Scott Lawyers	91,593	$4,368,349
Montlick & Assoc Attorneys	90,360	$9,579,106
George Sink Attorney	89,604	$5,313,150
Mike Hostilo Attorney	61,847	$4,861,810
Hawk Law	38,174	$1,489,478
Hawk Law Group	37,227	$38,334

Top Law Firm Advertisers

Spot TV

The following law firms were the top advertisers specifically on spot television in Georgia in 2023 in terms of the total amount spent on ads:

Spending

ADVERTISER	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Morgan & Morgan Attorneys	$16,837,355	287,905
John Foy & Assoc Attorneys	$7,562,306	83,819
Kenneth S Nugent Attorney	$6,768,319	97,038
Farah & Farah Attorneys	$6,659,497	144,787
Montlick & Assoc Attorneys	$6,482,400	74,230
George Sink Attorney	$4,033,775	84,929
Mike Hostilo Attorney	$3,752,666	61,847
Gary Martin Hays & Assoc Attorneys	$2,454,146	23,330
Harrell & Harrell Attorneys	$2,150,364	22,254
Legal Help Center	$1,590,075	27,172

Top Law Firm Advertisers

Spot TV

The following were the top advertisers specifically on spot television in Georgia in 2023 in terms of quantity of ads:

Ad Quantity

ADVERTISER	ESTIMATED AD QUANTITY	ESTIMATED AMOUNT SPENT
Morgan & Morgan Attorneys	287,905	$16,837,355
Farah & Farah Attorneys	144,787	$6,659,497
Kenneth S Nugent Attorney	97,038	$6,768,319
George Sink Attorney	84,929	$4,033,775
John Foy & Assoc Attorneys	83,819	$7,562,306
Montlick & Assoc Attorneys	74,230	$6,482,400
Mike Hostilo Attorney	61,847	$3,752,666
Shelly Leeke Attorney	35,847	$826,079
Law Offices Of Gary Bruce	29,154	$697,120
Legal Help Center	27,172	$1,590,075

Atlanta Legal Services Advertisements

In Atlanta, more than $89.5 million was spent on more than 747,987 local legal services advertisements in 2023. Spending on outdoor and out-of-home advertisements, such as billboards, accounted for more than 37% of all advertising dollars spent on local legal services ads in Atlanta in 2023. Television and radio were the next two most popular mediums.

2023

MEDIUM	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Spot TV	$31,987,620	245,841
Print	$576,014	60
Radio	$20,652,471	408,946
Digital	$3,047,430	93,140
Outdoor	$33,308,793	N/A
TOTAL	**$89,572,328**	**747,987**

2023 Spending

2023 Ad Quantities

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Atlanta Legal Services Advertisements

The following law firms were the top advertisers overall in Atlanta in 2023 in terms of sheer dollars spent on legal services advertisements:

Top Law Firm Advertisers – Spending

LAW FIRM ADVERTISER	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Morgan & Morgan Attorneys	$11,948,299	108,156
John Foy & Assoc Attorneys	$9,862,016	96,410
Montlick & Assoc Attorneys	$7,745,346	53,674
Gary Martin Hays & Assoc Attorneys	$4,805,943	34,207
Kenneth S Nugent Attorney	$4,466,897	54,615
Bader Scott Lawyers	$4,368,349	91,593
Monge & Assoc Attorneys	$3,588,879	4,595
Kanner & Pintaluga Attorneys	$3,507,975	16,294
Glenda Mitchell Law Firm	$2,869,062	
Foy & Assoc Attorneys	$2,616,042	

Note: Quantities for outdoor and out-of-home advertisements are not available. Blanks in table are due to this unavailability of data.

Atlanta Legal Services Advertisements

The following law firms were the top advertisers in terms of the total quantity of local legal services ads placed in Atlanta in 2023:

Top Law Firm Advertisers – Quantity

LAW FIRM ADVERTISER	ESTIMATED AD QUANTITY	ESTIMATED AMOUNT SPENT
Morgan & Morgan Attorneys	108,156	$11,948,299
John Foy & Assoc Attorneys	96,410	$9,862,016
Bader Scott Lawyers	91,593	$4,368,349
Kenneth S Nugent Attorney	54,615	$4,466,897
Montlick & Assoc Attorneys	53,674	$7,745,346
Gary Martin Hays & Assoc Attorneys	34,207	$4,805,943
Julian Lewis Sanders & Assoc Attorneys	28,838	$1,709,558
My 25 Percent Lawyer	19,452	$2,114,291
Durham Law Group	19,185	$652,845
Greene Legal Group LLC	17,595	$1,433,820

ENDNOTES

Conclusion

The plaintiffs' bar pours millions of dollars into advertising in these locales to drum up new business.

While this study by the American Tort Reform Association is focused on Georgia, trial lawyer advertising is not an issue isolated in one community or in one state. Rather, trial lawyers across the United States identify jurisdictions friendly to their work and relentlessly pursue new clients in search of the next large payout from a trial or settlement.

The Federal Trade Commission sent letters to various law firms and others, flagging their ads soliciting clients for personal injury lawsuits against drug manufacturers as potentially "unlawful" in September 2019.

A Public Opinion Strategies survey found that 72% of Americans saw ads by law firms about pharmaceutical lawsuits in 2016. Further, the survey states that one-in-four people who saw one of these ads concerning a medicine they take, say they would immediately stop taking the medicine without consulting their doctor.

Such ads have been associated directly with patients' deaths. A 2019 FDA study shows the real-life consequences of these ads. The report found 66 reports of adverse events following patients discontinuing their blood thinner medication (Pradaxa, Xarelto, Eliquis or Savaysa) after viewing a lawyer advertisement. The median patient age was 70 and 98% stopped medication use without consulting with their doctor. Thirty-three patients experienced a stroke, 24 experienced another serious injury, and seven people died. Dr. Ilana Kutinsky who has testified before Congress on the issue and was doctor for one of the deceased, stated: "Patients are dying because they are afraid to take the medications prescribed for them due to the fear brought on by these negative and one-sided campaigns."

While there are not enough bandages to cover the injuries trial lawyer advertising has caused, we can take steps to inform the general public. Through education we can shine a spotlight on the aggregators who mislead consumers and sell their information to law firms. By arming everyday Americans with this knowledge, we can help push back against trial lawyers and engage with our local leaders for potential solutions and policy changes.

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Methodology

Analysis conducted by the American Tort Reform Association utilizing data provided by Vivvix.

VIVVIX METHODOLOGY

Cable Television
The Cable Television Network Service provides commercial occurrences and expenditure information for 124 cable television signals. Cable Television is monitored via satellite 24 hours a day, 365 days a year. West Coast satellite feeds of several networks are monitored to identify unique ad occurrences not appearing in the East Coast feeds. Expenditure estimates and ratings are not reported for this activity.

Network Television
The Network Television Service provides commercial occurrence and expenditure information for five terrestrial English-language broadcast networks and as of August 2022, twelve English-language digital multicast networks. East Coast satellite feeds of each broadcast & digital multicast network are monitored 24 hours a day, 365 days a year.

In addition, broadcast networks' affiliate stations are monitored in their local market, and this is used as a double-check on the network's commercials. The scope of our digital multicast network coverage is limited to national clearances. The identification of local affiliate clearances with Spot TV markets for digital multicast networks is unavailable.
West Coast satellite feeds of several broadcast networks are monitored to identify unique ad occurrences not appearing in the East Coast feeds (denoted by a "P" moniker at the end of their call letters).

Expenditure estimates and ratings are not reported for this activity.

Expenditure Data
Effective with January 2018 data, expenditures for Network and Cable TV advertising are primarily derived from data obtained through the SQAD NETCOSTS system. Vivvix receives a monthly report detailing the average cost of a 30-second spot broken out by network, daypart, program category, program sub-category and day of week. The report is based on actual spot purchases made by NETCOST contributors and reflects negotiated costs, the actual weighting of upfront and scatter buys, and the incidence of no-charge spots.

Vivvix supplements NETCOSTS data with program costs provided by contributing networks. These additional inputs are used to transform program sub-category costs from NETCOSTS into modeled estimates of specific program costs. Prior to January 2018, Network TV expenditures were derived from 30-second cost information supplied by contributing networks whenever possible. In the absence of network-supplied ad costs, program-level cost information from contributing media agencies was used.

(Caution: Expenditure estimates produced by these two methodologies are not directly comparable, thus causing trending disruption).

Vivvix normally applies a single average cost to all telecasts of a program during a given month. Source data sometimes indicates special costs for certain program telecasts or commercial pods within a program. Under these circumstances Vivvix may apply specific costs to the ad occurrences in the designated telecasts or pods. The calculated 30-second cost is initially applied to each commercial occurrence. For commercials longer or shorter than 30 seconds, a conversion factor is then applied to arrive at the reported dollar value for the occurrence.

The factors used are:
Spot Length (seconds) less than 20 20-40 41-50 51-75 76-105 greater than 105
Factor 0.50 1.00 1.50 2.00 3.00 (length/30)

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Methodology

Spot Television
Vivvix's Spot Television Service provides commercial occurrence and expenditure information for more than 950 English speaking stations and 100 Spanish speaking stations in 210 major markets. As of January 22nd, 2024, Spot Television is monitored 24 hours a day, 7 days a week, 365 days a year. The monitored stations constitute the principal stations in each market and typically include the network affiliates, major independents, and Spanish affiliates. Public Broadcasting stations are not monitored.

Vivvix reports commercial occurrence activity as monitored. Atypical situations, of which Vivvix is aware, may be reported differently. Vivvix will not assign activity aired on one station to another station in cases where the second station buys the time slot and sells the spots. However, adjustments may be made to expenditures when a program or slot of time is simulcast. If this is a permanent arrangement, the units will be reported on both stations, but expenditures will be reported only for the primary station. Network, Spanish Language Network, and Nationally Syndicated spots that air in the local markets are removed from the Spot TV medium.

Expenditure Data
Television stations, rep firms and agency sources are polled quarterly. These industry sources provide average 30-second daypart-level costs (and program costs for sports and specials) for the upcoming quarter. This information is used to estimate expenditures to be applied for that quarter.

Prime Time Expenditures
Prime Time expenditures are calculated separately for each day of the week. All other dayparts have one cost calculated for the entire broadcast month.

Sporting Events, Specials and Program Changes
Sporting events and special telecasts receive program costs rather than daypart costs. In the event of significant program changes, daypart costs are adjusted.

Internet Display
Vivvix's Internet Display measurement covers ads served on desktop / laptop browsers in the U.S.

Coverage: Vivvix systematically collects Internet Display advertising on approximately 4,300 main domains, subdomains and content pages. On an ongoing basis, Vivvix reviews coverage to continuously add sites, manage for redirects, confirm ad supported environments, and ensure URLs are still live.

Local Radio
Station-level occurrence detail for local radio advertising covers over 825 stations in 45 top radio markets. Prior to January 2021 reporting, station-level occurrence detail for local radio advertising covered 36 top radio markets.

Ad Expenditure Estimation
Local radio station advertising costs are developed through the application of SQAD costs and audience impression data. Average costs are developed for each standard radio daypart and applied on a per spot basis within each daypart. Costs are updated monthly.

Please note that while the Local Radio Service and the National Spot Radio Service each provide marketlevel brand expenditures, National Spot Radio does not have station occurrence detail. In this way, an unknown proportion of the ad activity captured by the Local Radio Service is also reflected in the National Spot Radio Service, and vice-versa, resulting in the same advertising spot is being reported multiple times. National Advertising for Syndicated/Network programming which clears on a monitored local market station is also included in reporting as part of the Local Radio Service.

Because of the different reporting bases (market level vs. station-level), it is not possible to determine the amount of duplication between services, nor is it possible to integrate occurrences with expenditures for National Spot Radio.

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Methodology

National Spot Radio
Vivvix's National Spot Radio Service provides nationally placed spot radio data for approximately 4,000 stations in more than 225 markets. Reported expenditures are based on audited billings from contract information provided by major national station representative organizations.

Summarized monthly expenditure information is collected by market, and is classified according to parent, brand and category. Radio data are mapped to the 210 monitored TV markets, and to the All Other designation when appearing outside these markets. Monthly expenditures are pro-rated across broadcast calendar weeks, according to the number of days in each week that fall within the standard calendar month.

The National Spot Radio Service and the Local Radio Historical Service each provide market-level brand expenditures, but no station occurrence detail. The Local Radio Service reports station-level occurrences and dollars for advertised brands. Some advertising expenditures contained within the National Spot Radio Service are also reported in the Local Radio or Local Radio Historical media. The overlap occurs because the same advertising spot may be reported twice, once by the local station and once by the station's national sales rep. The magnitude of the overlap is not known by Vivvix because the National Spot Radio expenditure information is provided at the market-level, not the station-level.

Outdoor
Vivvix's Outdoor Advertising Service reports billboard expenditures (poster and paint) in over 200 plant operator markets in the United States. Outdoor data collection reports other types of out-of-home advertising beyond posters and paints; our current coverage includes 8 sheets, 30 sheets, bulletins, painted walls, transit/bus shelters, in-store displays, convenience stores, shopping malls, airport, taxi displays and truck/mobile advertising.

Brand expenditure data are provided by participating plant operators. The market-by-market dollar figures are not projected and represent actual gross sales volume for participating plant operators only. Markets are defined according to Standard Metropolitan Statistical Areas (SMSAs). Outdoor data are mapped to monitored TV markets where applicable, and to the All Other designation when appearing outside these markets.

Outdoor market activity and revenue data is available on a monthly basis. When first released, each month's data is considered "preliminary"; meaning, at the time of the initial load we will have not yet completed the collection of the month's data. Also note at the time of the initial load, these preliminary data represent on average about 60% of the month's final, total revenue reported.

For the first 2 months of each quarter, data will be available approximately 5 to 6 weeks after the end of each reporting month. Data for the 3rd month will be available 6 to 8 weeks after the end of each quarter.

Prior months within a quarter are updated on a weekly basis until all months within the quarter are considered "final". This final status is typically reached by the time we load the last month of the current reportable quarter.