

**MARYLAND LOTTERY  
ESTIMATED MEDIA BUDGET & MEDIA SPEND FY'23 - FY'25**

	<b>FY'23</b>		<b>FY'24</b>		<b>FY'25</b>	
<b>Media Budget</b>	\$14,100,000		\$13,823,413		\$13,544,524	

<b>Media Category</b>	<b>FY'23 Spend by Media</b>	<b>% of Total</b>	<b>FY'24 Spend by Media</b>	<b>% of Total</b>	<b>FY'25 Projected Spend by Media</b>	<b>% of Total</b>
TV	\$3,227,645	25%	\$3,456,081	26%	\$3,521,576	26%
Radio	\$2,548,543	20%	\$2,390,444	18%	\$2,438,014	18%
Newspapers/Magazines	\$515,497	4%	\$527,033	4%	\$541,781	4%
Digital & Social Media	\$2,239,503	18%	\$2,722,526	20%	\$2,708,905	20%
Out-of-Home	\$1,945,803	15%	\$2,055,313	15%	\$2,031,679	15%
Sports/Events Sponsorships	\$2,212,715	17%	\$2,335,295	17%	\$2,302,569	17%
<b>Total Estimated Media Spend</b>	<b>\$12,689,707</b>	<b>100%</b>	<b>\$13,486,691</b>	<b>100%</b>	<b>\$13,544,524</b>	<b>100%</b>

*All figures are estimated and subject to change.*