



Illinois Department of Transportation

Office of Finance and Administration
2300 South Dirksen Parkway / Springfield, Illinois / 62764

October 1, 2026

In accordance with Public Act 104-0077 cited as the Government Advertising Spending Transparency Act; the Illinois Department of Transportation has the following information to report for FY2026:

VENDOR NAME	MEDIA TYPE	CONTRACT (Y/N)	CONTRACT AMOUNT	AMOUNT PAID	SUBJECT MATTER
BETTER NEWSPAPERS INC	Local News Outlet	N	N/A	\$ 203.55	Public Notice
CHICAGO TRIBUNE CO	Local News Outlet	N	N/A	\$ 286.32	Public Notice
COLUMN SOFTWARE PBC	Local News Outlet	N	N/A	\$ 1,106.84	Public Notice
DCC MARKETING LLC	TV, Radio, Print, Digital	Y	\$ 12,508,587.31	\$ 6,398,886.23	Public Safety Campaigns
E & M CONSULTING INC	Print or Digital - Directories, Guides, Magazines	N	N/A	\$ 426.95	Membership Directory and Resource Guides
E & R MEDIA LLC	Local News Outlet	N	N/A	\$ 376.80	Public Notice
GATEHOUSE MEDIA IL HOLDNGS INC	Local News Outlet	N	N/A	\$ 497.48	Public Notice
HEARST COMMUNICATIONS INC	Local News Outlet	N	N/A	\$ 475.00	Winter Help Search
ILLINOIS PRESS ASSOCIATION INC	Local News Outlet	N	N/A	\$ 1,569.46	Public Notice
IROQUOIS COUNTY BROADCAST CO	Local Radio	N	N/A	\$ 3,120.00	Winter Help Search
LAMPE JEFFREY D	Local News Outlet	N	N/A	\$ 167.64	Public Notice
LASALLE PUBLISHING COMPANY	Local News Outlet	N	N/A	\$ 2,227.64	Public Notice
MILNER MEDIA PARTNERS LLC	Local Radio	N	N/A	\$ 3,850.00	Winter Help Search
NRG RADIO LLC	Local Radio	N	N/A	\$ 2,520.00	Winter Help Search
PADDOCK PUBLICATIONS INC	Local News Outlet	N	N/A	\$ 220.80	Public Notice
SIJ HOLDINGS LLC	Local News Outlet	N	N/A	\$ 307.41	Public Notice
STARVED ROCK MEDIA INC	Local Radio	N	N/A	\$ 2,331.00	Winter Help Search
STATEWIDE PUBLISHING LLC	Local News Outlet	N	N/A	\$ 75.15	Public Notice
USA TODAY MEDIA CORP	Local News Outlet	N	N/A	\$ 273.00	Public Notice
WILLIS PUBLISHING INC	Local News Outlet	N	N/A	\$ 136.00	Public Meeting Notice
MOMENTIVE SOFTWARE INC	Digital	N	N/A	\$ 499.00	Job Posting
TOTAL SPEND ON ALL ADVERTISING			\$	6,419,556.27	

* A further breakdown of spending was provided by this vendor to show specific organizations that received the funds.
Please see additional breakdown on page 2

Occupant Protection Program:

Vendor	Gross Total
Audacy Operations, Inc	\$57,003.65
Athletes First	\$10,000.00
Chicago Sports Network	\$15,986.00
FOX 32 Chicago	\$22,110.75
Hubbard Radio	\$21,460.00
iHeartMedia	\$139,009.55
CTA/Intersection	\$20,000.00
Learfield Event Sponsorship LLC	\$27,000.00
Magnitude of Change	\$64,683.03
NBC Event Sponsorship Telemundo	\$42,656.47
Spectrum Reach	\$9,999.36
Wilkins Media	\$105,000.00
SOCIAL BUDGET (Meta, Snapchat, TikTok)	\$47,365.91

Impaired Driving Program:

Vendor	Gross Total
ABC/Disney	\$5,515.40
Athletes First	\$32,250.00
Audacy Operations, Inc	\$280,450.43
Cast Iron Media	\$32,250.00
CBS Chicago	\$32,249.89
CHGO Sports (ALLCITY)	\$5,375.00
Chicago Sports Network	\$34,071.05
CTA/Intersection	\$129,159.10
Cumulus Media	\$48,375.00
DePaul University	\$21,500.00
Drako Media Group	\$29,259.20
FOX 32 Chicago	\$107,682.35
Good Karma Broadcasting, LLC ESPN WMVP	\$5,375.00
Hubbard Radio	\$64,655.88
iHeartMedia	\$335,216.94
Learfield Event Sponsorship LLC	\$247,250.00
Magnitude of Change	\$95,375.38
Marquee Event Sponsorship Network	\$75,250.00
NBC Event Sponsorship Telemundo	\$98,631.47
Nexstar	\$6,272.63
Wilkins Media	\$138,675.00
Print Media	\$512.73
SOCIAL BUDGET (Meta, Snapchat, TikTok)	\$149,701.69
Festival Sponsor - RiotFest	\$23,650.00

Motorcycle Awareness Program:

Vendor	Gross Total
ABC/Disney	\$342.66
Audacy Operations, Inc	\$84,790.84
Cast Iron Media	\$5,375.00
Chicago Sports Network	\$17,909.50
CTA/Intersection	\$21,500.00
FOX 32 Chicago	\$39,639.00
Good Karma Broadcasting, LLC ESPN WMVP	\$5,375.00
Hubbard Radio	\$5,375.00
iHeartMedia	\$102,685.08
Magnitude of Change	\$64,532.60
Marquee Event Sponsorship Network	\$26,875.00
NBC Event Sponsorship Telemundo	\$19,031.35
Wilkins Media	\$50,166.66
SOCIAL BUDGET (Meta, Snapchat, TikTok)	\$31,102.63
Festival Sponsor - RiotFest	\$5,375.00

Distracted Driving Program:

Vendor	Gross Total
ABC/Disney	\$9,251.72
Audacy Operations, Inc	\$77,798.70
Chicago Sports Network	\$14,039.50
CTA/Intersection	\$21,500.00
FOX 32 Chicago	\$34,331.15
Good Karma Broadcasting, LLC ESPN WMVP	\$5,375.00
Hubbard Radio	\$3,504.50
iHeartMedia	\$137,907.51
Marquee Event Sponsorship Network	\$21,500.00
Magnitude of Change	\$36,281.38
NBC Event Sponsorship Telemundo	\$34,048.56
Wilkins Media	\$37,983.34
SOCIAL BUDGET (Meta, Snapchat, TikTok)	\$43,083.74
Festival Sponsor - RiotFest	\$5,375.00

Speeding Program:

Vendor	Gross Total
Audacy Operations, Inc	\$29,773.19
Chicago Sports Network	\$6,142.55
Comcast EffecTV	\$897.63
Cast Iron Media	\$16,125.00
CTA/Intersection	\$43,000.00
Drako Media Group	\$13,636.49
FOX 32 Chicago	\$24,387.61
iHeartMedia	\$135,834.46
Hubbard Radio	\$14,329.75
Invisibly, Inc.	\$3,638.77
Magnitude of Change	\$42,621.33
Marquee Event Sponsorship Network	\$32,250.00
NBC Event Sponsorship Telemundo	\$32,996.94
Wilkins Media	\$50,166.66
Print Media	\$512.72
SOCIAL BUDGET (Meta, Snapchat, TikTok)	\$47,380.40
Festival Sponsor - RiotFest	\$27,412.50
Festival Sponsor - WorldWide Technology Raceway (NASCAR)	\$10,750.00

Work Zones Program:

Vendor	Gross Total
Athletes First	\$10,750.00
Audacy Operations, Inc	\$108,879.11
Cast Iron Media	\$16,125.00
CBS Chicago	\$4,299.19
CHGO Sports (ALLCITY)	\$10,750.00
Chicago Sports Network	\$17,969.70
CTA/Intersection	\$21,500.00
Drako Media Group	\$16,950.09
FOX 32 Chicago	\$68,660.60
Good Karma Broadcasting, LLC ESPN WMVP	\$10,750.00
Hubbard Radio	\$7,095.00
iHeartMedia	\$163,590.96
Invisibly, Inc.	\$14,193.91
Learfield Event Sponsorship LLC	\$43,000.00
Magnitude of Change	\$91,238.52
Marquee Event Sponsorship Network	\$43,000.00
NBC Event Sponsorship Telemundo	\$7,447.06
Wilkins Media	\$53,391.67
SOCIAL BUDGET (Meta, Snapchat, TikTok)	\$85,167.22
Festival Sponsor - RiotFest	\$5,375.00
Festival Sponsor - WorldWide Technology Raceway (NASCAR)	\$10,750.00

Move Over Program:

Vendor	Gross Total
Audacy Operations, Inc	\$9,137.50
iHeartMedia	\$15,695.00
Midway Broadcasting	\$5,375.00