

## 2025 local news advertising by Labor and Industry

### Advertising dollars spent by Labor and Industry in 2025

Total advertising spent: \$281,938

- Local news organizations: 37.7%
- Local newspapers: 1.4%
- Local radio: 9.3%
- Local television: 7.1%
- Locally targeted digital: 19.7%

### Local news organization advertising by state agencies

[Minnesota Statutes 15.442](#) Subd. 2. Transparency.

By Feb. 1, 2026, and each year thereafter, all agencies must publish the following information on their website for the previous fiscal year:

- (1) the total advertising spending by the agency; and
- (2) the total percentage of advertising spending in local news organizations, including a breakdown of the total percentage of advertising spending in local newspapers, radio and television.

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