

Illinois Department of Agriculture FY26 Advertising Spend Report

[pursuant to 5 ILCS 176](#)

<u>Bureau</u>	<u>Name of Vendor</u>	<u>Media Type (search platforms, national news outlets, digital platforms, and local news outlets)</u>	<u>General Subject Matter of the Advertising Placement</u>	<u>Contract Or Service Start Date</u>	<u>Contract or Service End Date</u>	<u>Maximum Possible Cost in Contract</u>	<u>Amount spent in FY26 (7/1/25-6/30/26)</u>
Marketing	Capitol Radio Group	local news outlets (radio)	2025 Illinois Products Holiday Market, 2025 Illinois Products Expo, 2025 Illinois Products Farmers Market	2/8/2025	12/31/2025	\$16,582.00	\$10,263.00
Marketing	Sinclair Broadcasting	digital platforms, local news outlets (radio, television, website)	2025 Illinois Products Holiday Market, 2025 Illinois Products Expo, 2025 Du Quoin Illinois Products Farmers Market	2/8/2025	12/31/2025	\$12,000.00	\$7,500.00
Marketing	Illinois Times	local news outlets (email, print, television)	2025 Illinois Products Holiday Market, 2025 Illinois Products Expo, 2025 Illinois Products Fall Market	2/8/2025	12/31/2025	\$3,900.00	\$2,660.00
Marketing	Woodward Community Media	digital platforms, local news outlets (radio, television, website)	2025 Illinois Products Holiday Market, 2025 Illinois Products Expo	2/8/2025	12/31/2025	\$16,250.00	\$10,525.00
Marketing	U of I on behalf of UIS NPR Illinois	local news outlets (radio)	2025 Illinois Products Holiday Market, 2025 Illinois Products Expo, 2025 Illinois Products Farmers Market	2/24/2025	12/31/2025	\$4,000.00	\$2,960.00
Marketing	DCC Marketing	digital platforms (radio streaming, social media), search platforms	Illinois Grown Program	4/14/2025	12/31/2026	\$449,000.00	\$266,420.00
Marketing	Sinclair Broadcasting	local news outlets (email, television), digital platforms	2025 Illinois Products Farmers Market, 2025 Illinois Products Fall Market	5/1/2025	11/31/25	\$15,800.00	\$6,070.00
Illinois State Fair	CUMULUS MEDIA INC	regional news outlets (radio)	2025 Illinois State Fair	7/1/2025	8/17/2025		\$3,440.00
Illinois State Fair	CUMULUS MEDIA INC	regional news outlets (radio)	2025 Illinois State Fair	7/1/2025	8/17/2025		\$3,310.00
Illinois State Fair	GREAT PLAINS MEDIA INC	regional news outlets (radio)	2025 Illinois State Fair	7/1/2025	8/17/2025		\$4,800.00
Illinois State Fair	SINCLAIR TELEVISION	regional news outlets (television)	2025 Illinois State Fair	7/1/2025	8/17/2025		\$7,500.00
Illinois State Fair	TALLEY BROADCASTING CORP	regional news outlets (radio)	2025 Illinois State Fair	7/1/2025	8/17/2025		\$1,507.50
Illinois State Fair	WAND TV	local news outlet (television)	2025 Illinois State Fair	7/1/2025	8/17/2025		\$4,000.00
Land and Water Resources	Indeed	Job search platform	Job Postings	7/1/2025	1/31/2026		\$2,154.64
Illinois State Fair	ACE SIGN COMPANY	digital platforms	2025 Illinois State Fair	7/3/2025	7/3/2025		\$5,800.00
Illinois State Fair	NEWS-GAZETTE INC	regional news outlets (radio)	2025 Illinois State Fair	7/7/2025	8/10/2025		\$1,850.00
Illinois State Fair	THE CROMWELL GROUP INC OF	regional news outlets (radio)	2025 Illinois State Fair	7/7/2025	7/7/2025		\$3,600.00
Illinois State Fair	ADVANCED MEDIA PARTNERS LLC	regional news outlets (radio)	2025 Illinois State Fair	7/8/2025	7/8/2025		\$1,700.00

<u>Bureau</u>	<u>Name of Vendor</u>	<u>Media Type (search platforms, national news outlets, digital platforms, and local news outlets)</u>	<u>General Subject Matter of the Advertising Placement</u>	<u>Contract Or Service Start Date</u>	<u>Contract or Service End Date</u>	<u>Maximum Possible Cost in Contract</u>	<u>Amount spent in FY26 (7/1/25-6/30/26)</u>
Illinois State Fair	NEWS-GAZETTE INC CIMG-WDZQ/WSOY/WSOY FM/WDZ	regional news outlets (radio)	2025 Illinois State Fair	7/9/2025	8/6/2025		\$3,996.16
Illinois State Fair	CASS CABLE TV INC	local news outlets (television)	2025 Illinois State Fair	7/10/2025	8/17/2025		\$4,500.00
Illinois State Fair	SAGA COMMUNICATIONS INC	regional news outlets (radio)	2025 Illinois State Fair	7/10/2025	8/17/2025		\$8,167.00
Illinois State Fair	Woodward Community Media	regional news outlet (radio)	2025 Illinois State Fair	7/11/2025	8/17/2025		\$20,000.00
Illinois State Fair	Woodward Community Media	digital platforms	2025 Illinois State Fair	7/14/2025	8/17/2025	\$50,000.00	\$50,000.00
Illinois State Fair	SAGA COMMUNICATIONS INC	regional news outlets (radio)	2025 Illinois State Fair	7/14/2025	8/10/2025		\$3,750.00
Illinois State Fair	PADDOCK PUBLICATIONS INC	regional news outlets (print)	2025 Illinois State Fair	7/15/2025	7/15/2025		\$5,496.30
Illinois State Fair	STARADIO CORP	regional news outlets (radio)	2025 Illinois State Fair	7/15/2025	7/15/2025		\$1,200.00
Du Quoin State Fair	Bristol Broadcasting Co Inc	regional news outlet (radio)	2025 Du Quoin State Fair	7/16/2025	9/2/2025	\$4,000.00	\$3,941.58
Illinois State Fair	NEXSTAR BROADCASTING INC	local news outlets (television)	2025 Illinois State Fair	7/17/2025	8/17/2025		\$5,000.00
Illinois State Fair	RICHMOND RANDY / WITY 99.5 Radio	regional news outlets (radio)	2025 Illinois State Fair	7/17/2025	7/17/2025		\$700.00
Illinois State Fair	Lamar Advertising	digital platforms (billboards)	2025 Illinois State Fair	7/22/2025	8/17/2025	\$2,900.00	\$2,900.00
Du Quoin State Fair	Gray Local Media dba KFVS12 Family of Media Services / Gray Media Group Inc	local news oulets (television), regional news outlets (television)	2025 Du Quoin State Fair	7/24/2025	9/2/2025	\$4,000.00	\$4,000.00
Du Quoin State Fair	Paxton Media Group	regional news outlet (television)	2025 Du Quoin State Fair	7/28/2025	9/2/2025	\$5,000.00	\$4,999.80
Du Quoin State Fair	KTRS	regional news outlet (radio)	2025 Du Quoin State Fair	7/30/2025	9/2/2025	\$3,000.00	\$3,000.00
Du Quoin State Fair	WSIL / WSIL 3 Allen Media	regional news outlets (television)	2025 Du Quoin State Fair	8/1/2025	8/31/2025	\$13,000.00	\$13,000.00
Marketing	Paducah Sun, Mayfield Messenger	regional news outlets (digital, print)	2025 Du Quoin Illinois Products Farmers Market	8/2/2025	8/31/2025		\$1,150.00
Du Quoin State Fair	Paxton Media Group dba Southern Illinoisian	regional news outlet (print, social media, website)	2025 Du Quoin State Fair	8/4/2025	9/2/2025	\$5,500.00	\$5,500.00
Du Quoin State Fair	WSIU Public Broadcasting / Southern Illinois University	local news outlets (radio, television)	2025 Du Quoin State Fair	8/5/2025	9/2/2025	\$4,336.00	\$4,336.00
Du Quoin State Fair	Idea Creative Marketing	local news oulets (television), regional news outlets (television)	2025 Du Quoin State Fair	8/11/2025	9/2/2025	\$10,000.00	\$9,694.25

<u>Bureau</u>	<u>Name of Vendor</u>	<u>Media Type (search platforms, national news outlets, digital platforms, and local news outlets)</u>	<u>General Subject Matter of the Advertising Placement</u>	<u>Contract Or Service Start Date</u>	<u>Contract or Service End Date</u>	<u>Maximum Possible Cost in Contract</u>	<u>Amount spent in FY26 (7/1/25-6/30/26)</u>
Du Quoin State Fair	Mississippi River Radio	local news outlet (radio), regional news outlet (radio)	2025 Du Quoin State Fair	8/11/2025	9/2/2025	\$10,000.00	\$10,000.00
Du Quoin State Fair	Withers Broadcasting	local news outlets (radio)	2025 Du Quoin State Fair	8/31/2025	8/31/2025	\$1,500.00	\$1,500.00
Land and Water Resources	LinkedIn	Job search platform	Job Postings	9/1/2025	10/31/2025		\$15.00
Marketing	Woodward Community Media	regional news outlets (radio)	2025 Illinois Products Fall Market	10/1/2025	10/11/2025		\$1,505.00
Marketing	Capitol Radio Group	local news outlets (radio)	2025 Illinois Products Fall Market	10/1/2025	10/11/2025		\$1,000.00
Animal Health and Welfare	Illinois State Veterinary Medical Association / Momentive Software Inc		Department of Agriculture job postings	10/7/2025	11/6/2025	\$99.00	\$99.00
Illinois State Fair	ACE SIGN COMPANY	digital platforms	2026 Illinois State Fair	11/1/2025	12/31/2025		\$3,250.00
Illinois State Fair	SAGA COMMUNICATIONS INC / Capitol Radio Group	local news outlets (radio)	2026 Illinois State Fair	11/1/2025	12/31/2025		\$1,008.00
Illinois State Fair	Woodward Community Media	regional news outlet (radio)	2026 Illinois State Fair	12/9/2025	6/26/2026		\$23,540.00
Marketing	Woodward Community Media	local news outlets (radio)	2026 Illinois Products Holiday Market, 2026 Illinois Products Expo, 2026 Illinois Products Farmers Market, 2026 Illinois Products Fall Market	1/14/2026	12/6/2026	\$17,000.00	\$6,750.00
Marketing	Board of Trustees of the University of Illinois/UIS NPR Illinois	local news outlets (radio)	2026 Illinois Products Holiday Market, 2026 Illinois Products Expo, 2026 Illinois Products Farmers Market	1/14/2026	12/6/2026	\$4,000.00	\$1,560.00
Animal Health and Welfare	Illinois State Veterinary Medical Association / Momentive Software Inc	digital platform	Department of Agriculture job postings	2/11/2026	3/13/2026	\$299.00	\$299.00
Marketing	DCC Marketing	digital platforms	2026 Illinois Products Holiday Market, 2026 Illinois Products Expo, 2026 Illinois Products Farmers Market	2/14/2026	12/6/2026	\$11,150.00	\$9,190.00
Marketing	Rincon Broadcasting Group	digital platforms, local news outlets (email, radio, television, website)	2026 Illinois Products Holiday Market, 2026 Illinois Products Expo, 2026 Illinois Products Farmers Market, 2026 Illinois Products Fall Market	2/16/2026	12/6/2026	\$25,800.00	\$7,500.00

<u>Bureau</u>	<u>Name of Vendor</u>	<u>Media Type (search platforms, national news outlets, digital platforms, and local news outlets)</u>	<u>General Subject Matter of the Advertising Placement</u>	<u>Contract Or Service Start Date</u>	<u>Contract or Service End Date</u>	<u>Maximum Possible Cost in Contract</u>	<u>Amount spent in FY26 (7/1/25-6/30/26)</u>
Marketing	Gatehouse Media Illinois Holdings Inc	digital platforms, local news outlet (email, print)	2026 Illinois Products Holiday Market, 2026 Illinois Products Expo	2/16/2026	12/6/2026	\$4,428.58	\$2,214.29
Marketing	Illinois Times/Springfield Business Journal	local news outlets (email, print, website)	2026 Illinois Products Holiday Market, 2026 Illinois Products Expo, 2026 Illinois Products Farmers Market, 2026 Illinois Products Fall Market	2/16/2026	12/6/2026	\$5,850.00	\$1,150.00
Marketing	Capitol Media Group	local news outlets (radio)	2026 Illinois Products Holiday Market, 2026 Illinois Products Expo	2/16/2026	12/6/2026	\$17,582.00	\$4,791.00
Illinois State Fair	ACE SIGN COMPANY	digital platforms	2026 Illinois State Fair	4/21/2026	5/5/2026		\$790.00
Illinois State Fair	PREMIER BROADCASTING INC	regional news outlets (radio)	2026 Illinois State Fair	6/22/2026	6/26/2026		\$630.00
Illinois State Fair	TALLEY BROADCASTING CORP	regional news outlets (radio)	2026 Illinois State Fair	6/22/2026	6/22/2026		\$1,507.50
Illinois State Fair	CASS CABLE TV INC	local news outlets (television)	2026 Illinois State Fair	6/23/2026	6/23/2026		\$4,500.00
Illinois State Fair	Woodward Community Media	digital platforms	2026 Illinois State Fair	6/24/2026	8/30/2026	\$50,000.00	\$50,000.00
Illinois State Fair	Woodward Community Media	digital platforms	2026 Illinois State Fair	6/24/2026	8/30/2026		\$5,040.00
Illinois State Fair	SAGA COMMUNICATIONS INC / Capitol Media Group Radio	local news outlets (radio)	2026 Illinois State Fair	6/24/2026	6/24/2026		\$9,000.00
Illinois State Fair	ADVANCED MEDIA PARTNERS LLC	regional news outlets (radio)	2026 Illinois State Fair	6/25/2026	6/25/2026		\$1,700.00
Illinois State Fair	CUMULUS MEDIA INC	regional news outlets (radio)	2026 Illinois State Fair	6/25/2026	6/25/2026		\$3,440.00
Illinois State Fair	CUMULUS MEDIA INC	regional news outlets (radio)	2026 Illinois State Fair	6/25/2026	6/25/2026		\$3,310.00
Illinois State Fair	PLATINUM CONNECTIONS LLC / Illinois Radio network	regional news outlets (radio)	2026 Illinois State Fair	6/25/2026	6/25/2026		\$4,000.00
Illinois State Fair	RICHMOND RANDY / Illiana Media - Danville Taylorville	regional news outlets (radio)	2026 Illinois State Fair	6/25/2026	6/25/2026		\$750.00
Illinois State Fair	RINCON BROADCASTING GROUP LLC / News Channel 20	local news outlet (television)	2026 Illinois State Fair	6/25/2026	6/25/2026		\$7,500.00
Illinois State Fair	SAGA COMMUNICATIONS INC	regional news outlets (radio)	2026 Illinois State Fair	6/25/2026	6/25/2026		\$3,750.00
Illinois State Fair	STARADIO CORP	regional news outlets (radio)	2026 Illinois State Fair	6/25/2026	6/25/2026		\$1,200.00
Illinois State Fair	THE CROMWELL GROUP INC OF	regional news outlets (radio)	2026 Illinois State Fair	6/25/2026	6/25/2026		\$3,500.00
Illinois State Fair	WAND TV	local news outlet (television)	2026 Illinois State Fair	6/25/2026	6/25/2026		\$4,000.00
Illinois State Fair	NEWS-GAZETTE INC	regional news outlets (print)	2026 Illinois State Fair	6/26/2026	6/26/2026		\$1,850.00
Illinois State Fair	CHAMPAIGN MULTIMEDIA GROUP LLC	regional news outlets (radio)	2026 Illinois State Fair	6/28/2026	6/28/2026		\$4,000.00

<u>Bureau</u>	<u>Name of Vendor</u>	<u>Media Type (search platforms, national news outlets, digital platforms, and local news outlets)</u>	<u>General Subject Matter of the Advertising Placement</u>	<u>Contract Or Service Start Date</u>	<u>Contract or Service End Date</u>	<u>Maximum Possible Cost in Contract</u>	<u>Amount spent in FY26 (7/1/25-6/30/26)</u>
Illinois State Fair	GREAT PLAINS MEDIA INC	regional news outlets (radio)	2026 Illinois State Fair	6/29/2026	6/29/2026		\$4,500.00
Illinois State Fair	NEXSTAR BROADCASTING INC / WCIA	local news outlets (television)	2026 Illinois State Fair	6/29/2026	6/29/2026		\$5,000.00
FY 26 Total:							\$696,730.02

Notes on report content

- This report includes:
 - contracts and invoices paid for in FY26
 - contracts and invoices where advertising services were *paid* for by IDOA
- This report does not include agreements or invoices of costs associated with:
 - announcement or promotion of IDOA programs on IDOA websites or social media pages, or the requisite personnel or software
 - public notices required to be published in newspapers under any state statute or rule
 - participation in trade shows, where IDOA may have signage or information about its programs, or the tradeshow itself may advertise its event and or IDOA's participation
 - materials or servies costs to create a promotional item for IDOA, such as a bag or banner
- If there are multiple names in the Vendor Name column, that reflects the information in the contract/IDOA files and the name of the entity to which payment was ultimately issued
- This report was created through a compilation of: review of agency-wide contract information stored by IDOA Legal, creation and review of agency-wide fiscal reports for advertising expenditures and all expenditures in FY26 in SAP HANA, creation and review of reports in QuickBooks, and program area review and identification of advertising spending.