

# OREGON



**Local Legal  
Services Advertising  
2021-2025**

## Introduction & Background

Trial lawyers and aggregators increasingly spend large sums of money on television, digital, and print advertising to recruit new clients. In 2025, it is estimated that \$4 billion was spent on more than 30 million legal services ads across television, radio, print, digital, and outdoor ads, soliciting legal claims across the United States — a spending increase of approximately 44% compared to these types of local ads in 2024. 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.

This report specifically focuses on local legal services ads in Oregon and nearby ad markets that reach Oregonians (Portland, OR; Eugene-Springfield, OR; Medford–Klamath Falls, OR; Bend, OR; Yakima–Pasco–Richland–Kennewick, WA; Boise, ID; and, Spokane, WA). This report includes Spot TV, Radio, Outdoor and Digital advertising data; it does not include print or social media; data on quantity of outdoor ads was not available.

# Overview

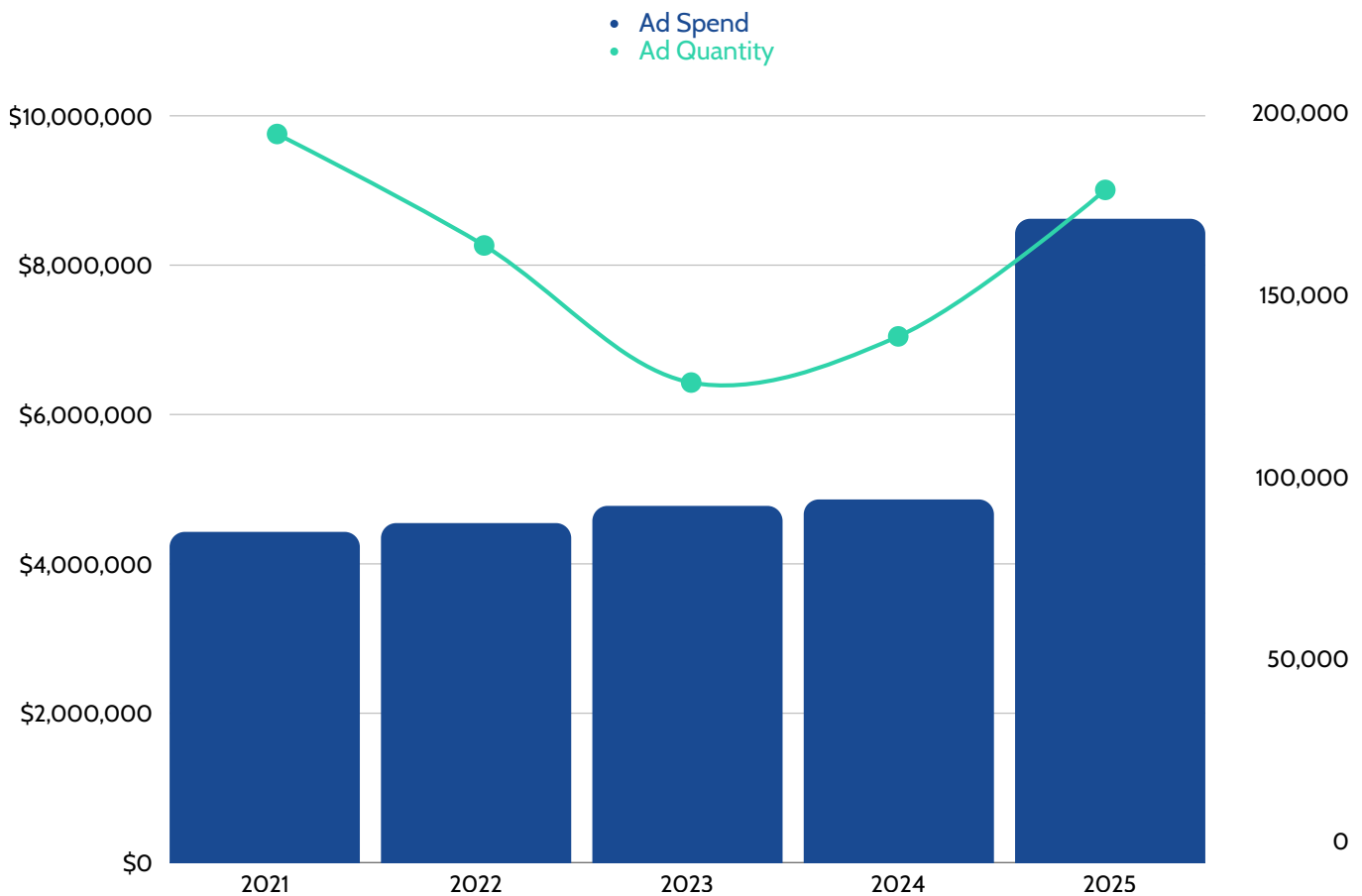
Between 2021 and 2025, legal services advertisers nearly doubled their media budgets in Oregon. Spending climbed from a roughly \$4.4 million total spend in 2021 to more than \$8.6 million in 2025.

Even as total spending surged, Oregon’s legal ads became more selective: 2025 saw roughly 181,000 local legal services ads — approximately 15,000 fewer ads than in 2021, suggesting a meaningful increase in cost per ad and likely more premium inventory.

This higher-budget, lower-volume strategy signals a possible shift toward higher-priced, higher-impact placements, or rising media costs.

# Trends Over Time

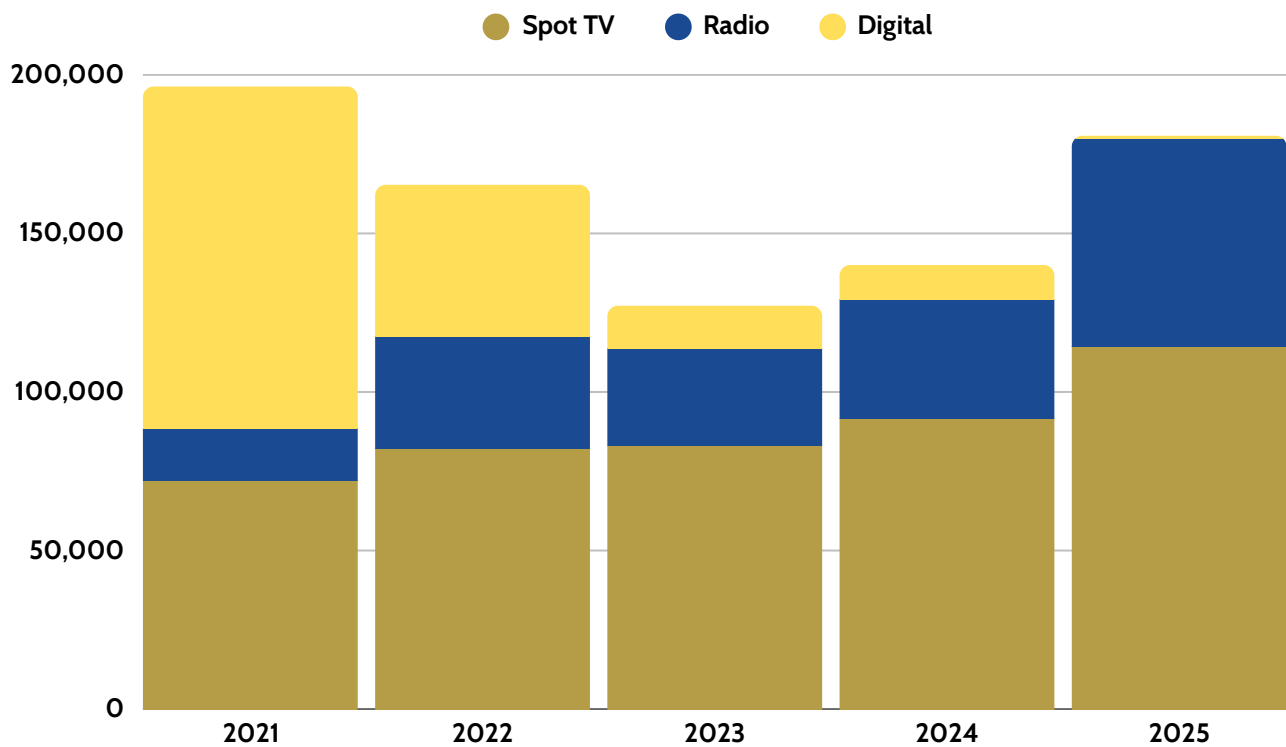
### Oregon Local Legal Services Ad Spending and Quantity 2021-2025



# Local Legal Services – Ad Quantity

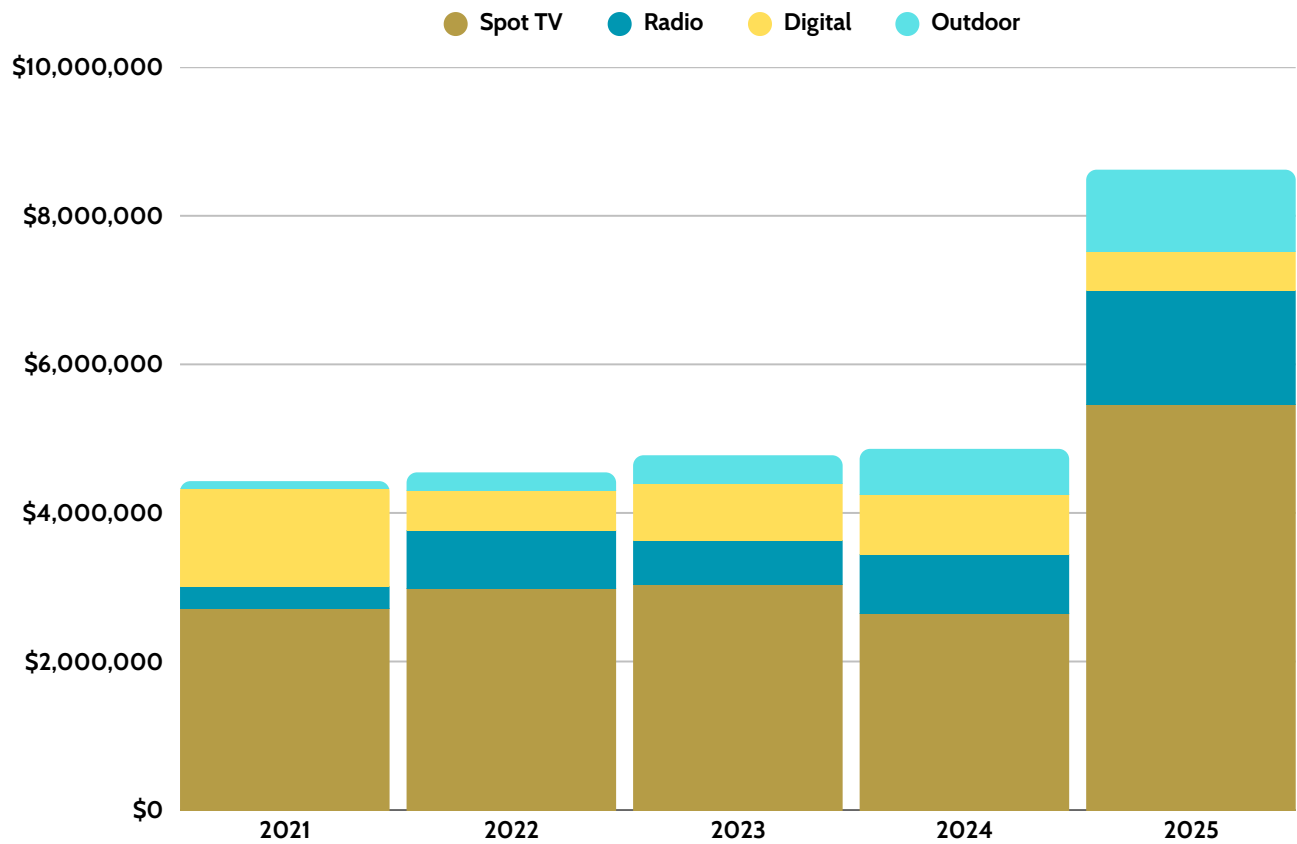
Oregon’s legal advertisers are clearly betting on the power of screen and sound: TV and radio dominate the budget, while digital — once a volume play in 2021 — has shifted to far fewer but likely higher priced impressions.

After flooding digital channels with more than 100,000 ads in 2021, Oregon’s legal marketers pulled back sharply online in later years, favoring TV and radio instead.



MEDIUM	2021	2022	2023	2024	2025
Spot TV	72,037	82,282	83,243	91,590	114,478
Radio	16,505	35,324	30,332	37,687	65,421
Digital	107,785	47,729	13,631	10,767	885
TOTAL	196,327	165,335	127,206	140,044	180,784

# Local Legal Services – Ad Spending



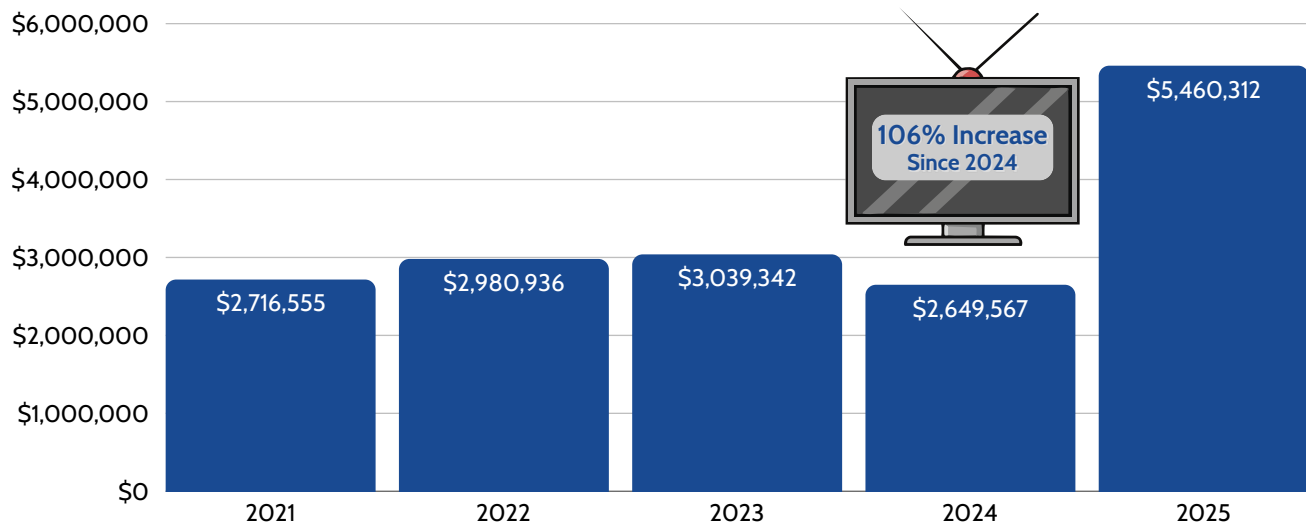
MEDIUM	2021	2022	2023	2024	2025
Spot TV	\$2,716,555	\$2,980,936	\$3,039,342	\$2,649,567	\$5,460,312
Radio	\$288,621	\$785,236	\$592,077	\$787,777	\$1,540,190
Digital	\$1,321,117	\$537,435	\$768,099	\$805,789	\$522,779
Outdoor	\$102,026	\$242,393	\$376,925	\$619,427	\$1,097,750
<b>TOTAL</b>	<b>\$4,428,319</b>	<b>\$4,546,000</b>	<b>\$4,776,442</b>	<b>\$4,862,561</b>	<b>\$8,621,031</b>

# Spot TV

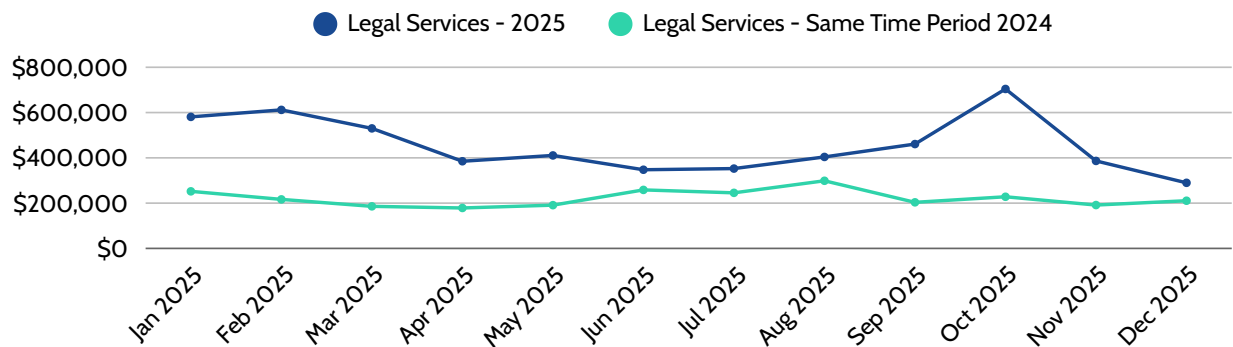
Spot TV consistently was the most popular medium for local legal services advertisers in Oregon over the five-year span, absorbing well over half of total spend every year.

Spending on Spot TV more than doubled from 2024 to 2025 alone when it reached its highest level at roughly \$5.46 million.

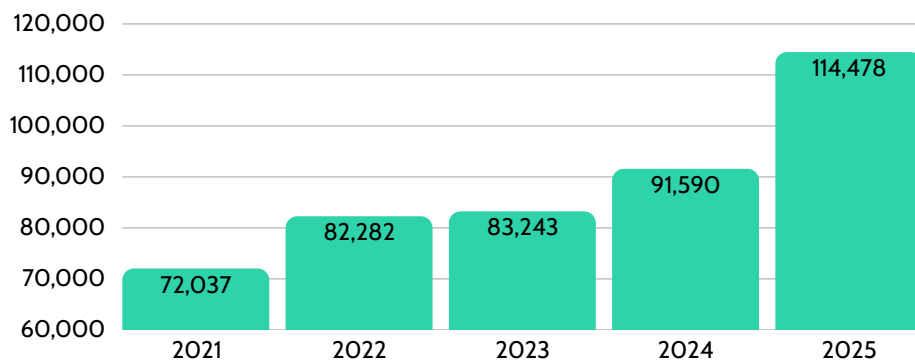
## Spending on Local Legal Services Spot TV Ads in Oregon



## 2025 vs. 2024 Spending on Local Legal Services Spot TV Ads in Oregon



## Quantity of Local Legal Services Spot TV Ads in Oregon



Ad volume also increased each year, leading to a nearly 60% increase overall in the number of Spot TV local legal services ads.

# 2025 Top Spot TV Advertisers

ADVERTISER	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Advocates Injury Attorneys	\$1,154,395	17,749
Craig Swapp & Assoc Attorneys	\$652,056	16,890
Hear My Claim Legal Services	\$615,238	3,476
Gatti Law Firm	\$530,550	10,927
Russell & Hill Attorneys	\$377,511	18,259
Dwyer Williams Cherkoss Attorneys	\$304,709	6,869
Warren Allen Attorneys At Law	\$259,638	4,366
Patrick G Cadiz Attorney	\$216,241	2,615
Wells Manning Eitenmiller & Taylor Attorneys	\$204,184	6,755



*Sorted by Top Advertising Spenders*



*Example TV Ad from Advocates Injury Attorneys*



*Example TV Ad from Craig Swapp & Assoc Attorneys*



*Example TV Ad from Hear My Claim Legal Services*



*Example TV Ad from Gatti Law Firm*

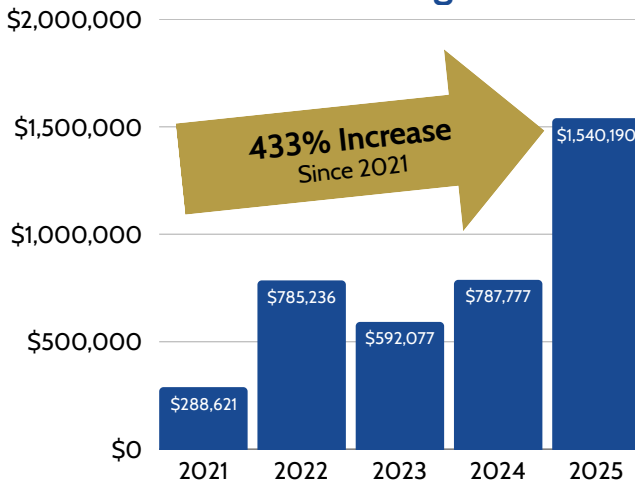
# Radio

Radio advertising by local legal services advertisers in Oregon grew sharply in both spending — a more than five-fold increase — and volume — which nearly quadrupled — since 2021, with the most dramatic jump occurring between 2024 and 2025. Spending on radio rose from approximately \$289,000 in 2021 to approximately \$1.54 million in 2025 while spot counts grew from roughly 16,500 radio ads in 2021 to more than 65,000 by 2025.

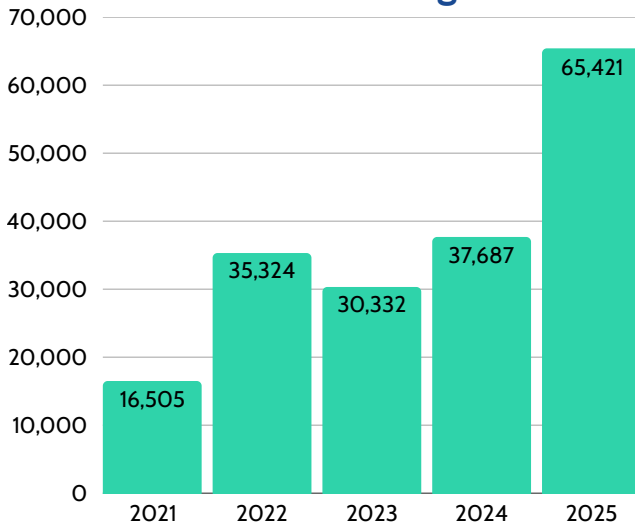
The steepest year over year increases are 2021 to 2022 (both spend and spots more than doubled) and 2024 to 2025, when spend and spots again roughly doubled.

Local radio’s share of total Oregon legal services ad spending climbed from approximately 7% percent in 2021 to nearly 18% in 2025, indicating that advertisers are allocating a larger slice of their budgets to this medium.

## Spending on Local Legal Services Radio Ads in Oregon



## Quantity of Local Legal Services Radio Ads in Oregon



## 2025 Top Radio Advertisers

ADVERTISER	ESTIMATED AMOUNT SPENT	ESTIMATED AD QUANTITY
Goldberg Jones Attorneys	\$363,859	17,444
Advocates Injury Attorneys	\$280,084	9,872
1-800-Ask-Gary Referral Service	\$141,162	
1-800 Ask-Gary Lawyer	\$111,554	5,431
Warren Allen Attorneys At Law	\$109,127	6,339
Reynolds Defense Firm	\$96,395	6,849
Trust & Will Estate Planning Service	\$68,973	3,661
Philbrook Law Office	\$59,856	2,824
Diana Bailey Attorney	\$55,123	1,494
Morgan & Morgan Attorneys	\$53,468	2,500

*Sorted by Top Advertising Spenders*

## 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 Oregon, 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.

# ENDNOTES

## Methodology

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

[MediaRadar's detailed methodology is available here.](#)

This report analyzes the following ad types:

### Television

- Spot TV

### Digital

- Internet Display
- Mobile Web
- Online Video
- Mobile Web Video
- Mobile App

### Radio

- Local Radio
- National Spot Radio

### Out of Home (OOH)

- Outdoor

Data analyzed from local legal services ads which appeared in the following markets:

### Television and Radio Markets:

- Portland, OR DMA
- Eugene-Springfield, OR DMA
- Medford-Klamath Falls, OR DMA
- Bend, OR DMA
- Yakima-Pasco-Richland-Kennewick, WA DMA
- Boise, ID DMA
- Spokane, WA DMA

### Outdoor and Digital Advertising Markets:

- Portland, OR DMA
- Eugene-Springfield, OR DMA
- Medford-Klamath Falls, OR DMA
- Bend, OR DMA