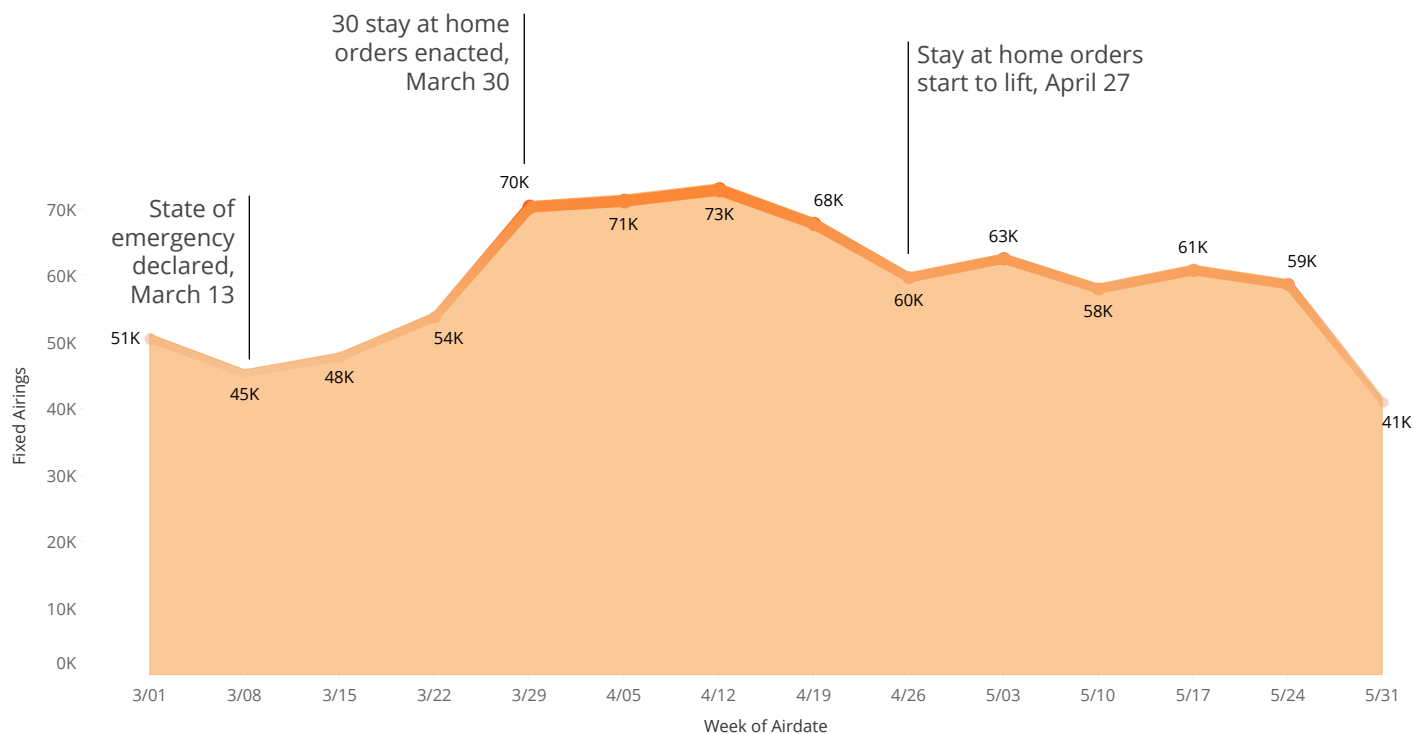







With all 50 states almost open, Covid-19 is largely out of the headlines. We included data from the beginning of March for context, but will be focusing on May advertising activity for the Health Insurance industry.



May Top Lines - Top Advertisers

The Health Insurance industry aired **258.2K** ads in May, a **14%** decrease in airings from April. Spending also decreased by **10%**, dropping from **\$155M** in April to **\$138M** in May.

Advertiser	Airings	Spend	Top Ad
Medicare Coverage Helpline	57.7K (-43% from April)	\$17.3M (-45% from April)	 <p>22.9K airings</p> <p>Click to view ad</p>
eHealth Medicare	24.7K (-4% from April)	\$9.0M (No change from April)	 <p>23.8K airings</p> <p>Click to view ad</p>
WellCare	19.4K (+19% from April)	\$14.1M (+132% from April)	 <p>3.8K airings</p> <p>Click to view ad</p>
GoMedicare.com	17.2K (-2% from April)	\$6.2M (-4% from April)	 <p>14.2K airings</p> <p>Click to view ad</p>
MedicareAdvantage.com	16.6K (-23% from April)	\$33.2M (-10% from April)	 <p>7.2K airings</p> <p>Click to view ad</p>