

# OOH Campaign Plan Equivalent to Super Bowl :30 Second Ad Cost



Outdoor Advertising Association of America

	Media Type	Panels	Weeks	Plan Cost	Plan Imps	CPP	Plan Reach (%)	Plan Avg Freq	Plan TRP	Weekly TRP
Market : Atlanta-Sandy Springs-Marietta, GA	[Multiple]	47	4	\$110,951.00	24076000	\$185.34	68.9	8.7	598.6	149.7
Market : Austin-Round Rock, TX	[Multiple]	14	4	\$37,243.00	7885000	\$65.06	67.3	8.5	572.5	143.1
Market : Baltimore-Towson, MD	[Multiple]	50	4	\$71,995.00	12467000	\$121.44	65.9	9	592.8	148.2
Market : Boston-Cambridge-Quincy, MA-NH	[Multiple]	69	4	\$162,542.00	21539000	\$272.01	67.7	8.8	597.6	149.4
Market : Charlotte-Gastonia-Concord, NC-SC	[Multiple]	17	4	\$50,340.00	7991000	\$85.50	67.7	8.7	588.8	147.2
Market : Chicago-Naperville-Joliet, IL-IN-WI	[Multiple]	104	4	\$223,673.00	43098000	\$371.19	67.5	8.9	602.6	150.6
Market : Cincinnati-Middletown, OH-KY-IN	[Multiple]	29	4	\$32,184.00	9413000	\$54.81	66.3	8.9	587.2	146.8
Market : Cleveland-Elyria-Mentor, OH	[Multiple]	34	4	\$69,410.00	9516000	\$115.01	70.4	8.6	603.5	150.9
Market : Columbus, OH	[Multiple]	31	4	\$54,604.00	8772000	\$87.25	68.5	9.1	625.8	156.5
Market : Dallas-Fort Worth-Arlington, TX	[Multiple]	37	4	\$167,373.00	28794000	\$280.55	67.3	8.9	596.6	149.1
Market : Denver-Aurora, CO	[Multiple]	34	4	\$82,537.00	11980000	\$137.81	70.1	8.5	598.9	149.7
Market : Detroit-Warren-Livonia, MI	[Multiple]	34	4	\$127,149.00	19429000	\$213.65	67.3	8.8	595.1	148.8
Market : Houston-Sugar Land-Baytown, TX	[Multiple]	29	4	\$121,577.00	26627000	\$204.73	67.7	8.8	593.8	148.5
Market : Indianapolis-Carmel, IN	[Multiple]	23	4	\$63,974.00	7963000	\$106.29	65.3	9.2	601.9	150.5
Market : Jacksonville, FL	[Multiple]	12	4	\$32,126.00	6032000	\$55.84	67.2	8.6	575.3	143.8
Market : Kansas City, MO-KS	[Multiple]	24	4	\$45,847.00	9423000	\$74.73	66.5	9.2	613.5	153.4
Market : Las Vegas-Paradise, NV	[Multiple]	12	4	\$38,900.00	8935000	\$64.93	71.2	8.4	599.1	149.8
Market : Los Angeles-Long Beach-Santa Ana, CA	[Multiple]	150	4	\$303,860.00	60113000	\$501.10	70.2	8.6	606.4	151.6
Market : Louisville/Jefferson County, KY-IN	[Multiple]	18	4	\$29,387.00	5953000	\$48.79	68.7	8.8	602.3	150.6
Market : Memphis, TN-MS-AR	[Multiple]	16	4	\$35,041.00	5931000	\$57.76	70.3	8.6	606.7	151.7
Market : Miami-Fort Lauderdale-Pompano Beach, FL	[Multiple]	49	4	\$133,451.00	27122000	\$223.25	72	8.3	597.8	149.4
Market : Milwaukee-Waukesha-West Allis, WI	[Multiple]	23	4	\$35,803.00	7142000	\$58.99	65.5	9.3	606.9	151.7
Market : Minneapolis-St. Paul-Bloomington, MN-WI	[Multiple]	38	4	\$96,242.00	15526000	\$156.16	69.7	8.8	616.3	154.1
Market : Nashville-Davidson-Murfreesboro-Franklin, TN	[Multiple]	15	4	\$32,740.00	7224000	\$56.05	66.6	8.8	584.1	146
Market : New York-Northern New Jersey-Long Island, NY-NJ-PA	[Multiple]	242	4	\$377,932.00	88184000	\$631.32	70.7	8.5	598.6	149.7
Market : Orlando-Kissimmee, FL	[Multiple]	23	4	\$79,200.00	10077000	\$133.04	68.5	8.7	595.3	148.8
Market : Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	[Multiple]	66	4	\$144,881.00	27331000	\$242.58	67.6	8.8	597.2	149.3
Market : Phoenix-Mesa-Scottsdale, AZ	[Multiple]	61	4	\$99,949.00	19185000	\$166.25	53.6	11.2	601.2	150.3
Market : Pittsburgh, PA	[Multiple]	63	4	\$95,222.00	11260000	\$158.46	69.2	8.7	600.9	150.2
Market : Portland-Vancouver-Beaverton, OR-WA	[Multiple]	26	4	\$64,151.00	10619000	\$106.65	67.9	8.9	601.5	150.4
Market : Providence-New Bedford-Fall River, RI-MA	[Multiple]	18	4	\$52,865.00	7549000	\$87.00	73.8	8.2	607.7	151.9
Market : Riverside-San Bernardino-Ontario, CA	[Multiple]	29	4	\$142,618.00	19008000	\$235.57	68.6	8.8	605.4	151.4
Market : Sacramento-Arden-Arcade-Roseville, CA	[Multiple]	24	4	\$54,745.00	9870000	\$92.19	69	8.6	593.8	148.5
Market : San Antonio, TX	[Multiple]	20	4	\$40,742.00	9338000	\$71.57	69	8.3	569.3	142.3
Market : San Diego-Carlsbad-San Marcos, CA	[Multiple]	28	4	\$95,545.00	14573000	\$159.67	68.9	8.7	598.4	149.6
Market : San Francisco-Oakland-Fremont, CA	[Multiple]	70	4	\$89,586.00	21425000	\$146.25	70.1	8.7	612.5	153.1
Market : San Jose-Sunnyvale-Santa Clara, CA	[Multiple]	32	4	\$39,929.00	8678000	\$66.15	71.9	8.4	603.6	150.9
Market : Seattle-Tacoma-Bellevue, WA	[Multiple]	55	4	\$122,698.00	16367000	\$206.71	65.6	9.1	593.6	148.4
Market : St. Louis, MO-IL	[Multiple]	24	4	\$75,306.00	12471000	\$129.35	65.8	8.8	582.2	145.6
Market : Tampa-St. Petersburg-Clearwater, FL	[Multiple]	30	4	\$70,431.00	13396000	\$119.23	69.3	8.5	590.7	147.7
Market : Virginia Beach-Norfolk-Newport News, VA-NC	[Multiple]	21	4	\$41,659.00	7690000	\$69.54	64.9	9.2	599.1	149.8
Market : Washington-Arlington-Alexandria, DC-VA-MD-WV	[Multiple]	138	4	\$159,467.00	26694000	\$265.41	65.6	9.2	600.8	150.2
<b>Grand Totals</b>				<b>\$4,005,875.00</b>	<b>726666000</b>					