

2018 Total Local Spend By Market by Medium

Reported Time Period: 1/1/2018 - 12/31/2018

(Note: figures in thousands; due to under-reporting, OAAA projects total spend figures underestimate. OOH spend by approximately 32%)

TOTAL RANK-DOLS	MARKET	TOTAL DOLS (000)	OOH Local Ad Spend (000)	OOH Rank - Ad Spend	OOH % of Local Market Spend	Spot TV Local Ad Spend (000)	% of Local Market Spend	Magazine Local Ad Spend (000)	% of Local Market Spend	Newspaper Local Ad Spend (000)	% of Local Market Spend	Hispanic Newspaper Local Ad Spend (000)	% of Local Market Spend	National Spot Radio Local Ad Spend (000)	% of Local Market Spend	Radio Local Ad Spend (000)	% of Local Market Spend	Internet Display Local Ad Spend (000)	% of Local Market Spend	Mobile Web Local Ad Spend (000)	% of Local Market Spend	Online Video Local Ad Spend (000)	% of Local Market Spend
64	TUCSON	102299.7	12664.4	64	12.4	81217.4	79.4							6975.6	6.8			1442.4	1.4				
65	BATON ROUGE	100103.8	16483.9	56	16.5	72516.3	72.4							4100.4	4.1			7003.2	7				
66	WILKES BARRE	98507.2	18226.6	48	18.5	52141.6	52.9			20550.1	20.9			2434.4	2.5			5154.5	5.2				
67	EL PASO	83159.4	14218.3	59	17.1	50928.6	61.2					13916.7	16.7	3675.5	4.4			420.3	0.5				
68	MADISON	81752.0	19244.0	45	23.5	57516.0	70.4							3131.2	3.8			1860.8	2.3				
69	DAYTON	80214.6	6119.9	89	7.6	49132.4	61.3			17513.7	21.8			5196.8	6.5			2251.9	2.8				
70	GREEN BAY	77707.0	9340.9	77	12.0	61756.6	79.5							3516.6	4.5			3092.9	4				
71	DES MOINES	77437.9	8029.3	81	10.4	59572.5	76.9							6188.7	8			3557.8	4.6	78.2	0.1	11.5	0
72	LEXINGTON	76977.7	9376.8	76	12.2	61957.2	80.5							4061.2	5.3			1582.4	2.1				
73	FLINT	75080.8	16985.4	54	22.6	53627.7	71.4							3842.2	5.1			625.5	0.8				
74	HONOLULU	73634.4	2730.2	94	3.7	61937.7	84.1							3729.9	5.1			5236.6	7.1				
75	COLUMBIA, SC	69732.0	13386.0	62	19.2	49509.8	71							5175.9	7.4			1660.3	2.4				
76	SAVANNAH	68482.4	10762.3	70	15.7	52325.2	76.4							4541.2	6.6			853.6	1.2				
77	JACKSON, MS	65492.7	11971.5	68	18.3	49142.6	75							3352.7	5.1			1025.9	1.6				
78	CHATTANOOGA	65159.3	3042.0	93	4.7	54445.3	83.6							2874.5	4.4			4797.6	7.4				
79	HUNTSVILLE	63578.5	14125.5	60	22.2	45829.1	72.1							2886.4	4.5			737.4	1.2				
80	TOLEDO	61836.3	9082.9	78	14.7	48060.8	77.7							3641.7	5.9			1051.0	1.7				
81	SYRACUSE	60613.5	7518.4	84	12.4	46186.9	76.2							3692.7	6.1			3215.5	5.3				
82	SOUTH BEND	59707.5	136.1	98	0.2	56970.0	95.4							1814.0	3			787.5	1.3				
83	ROANOKE	58591.3	7655.9	83	13.1	45328.2	77.4							3043.7	5.2			2563.5	4.4				
84	CHARLESTON, WV	57536.5	4412.7	90	7.7	49172.8	85.5							3079.3	5.4			871.7	1.5				
85	COLORADO SPRGS	57316.7	6608.6	87	11.5	45388.3	79.2							4284.7	7.5			1035.1	1.8				
86	CEDAR RAPIDS	57093.8	10995.5	69	19.3	41660.2	73							2837.4	5			1600.7	2.8				
87	SHREVEPORT	56350.1	10207.4	71	18.1	43926.1	78							1753.3	3.1			463.4	0.8				
88	WACO	55753.6	12327.2	65	22.1	38943.4	69.8							3594.4	6.4			888.7	1.6				
89	EVANSVILLE	55566.7	8879.3	79	16.0	44684.1	80.4							1117.1	2			886.3	1.6				
90	SPRINGFIELD, MO	55443.6	7658.6	82	13.8	45031.6	81.2							1809.3	3.3			944.1	1.7				
91	PADUCAH	53131.8	3574.0	91	6.7	47064.3	88.6							2048.5	3.9			445.1	0.8				
92	PORTLAND, ME	52542.9	158.7	97	0.3	46903.6	89.3							3761.2	7.2			1719.5	3.3				
93	SPOKANE	51246.4	9503.4	74	18.5	37077.3	72.4							3340.0	6.5			1325.7	2.6				
94	TRI CITIES	50959.8	70.3	99	0.1	48614.6	95.4							1262.7	2.5			1012.2	2				
95	DAVENPORT	48621.6	15.5	101	0.0	45537.3	93.7							1871.0	3.8			1197.7	2.5				
96	YOUNGSTOWN	48575.6	6447.6	88	13.3	39156.3	80.6							1999.1	4.1			972.7	2				
97	WICHITA	48230.9	625.3	96	1.3	43950.4	91.1							2202.4	4.6			1452.8	3			0	
98	BURLINGTON	48151.0				44957.3	93.4							1684.8	3.5			1508.9	3.1				
99	CHAMPAIGN	46861.1	8442.7	80	18.0	34549.7	73.7							2212.0	4.7			1656.7	3.5				
100	SPRINGFIELD, MA	39616.6	35.8	100	0.1	35370.8	89.3							2716.4	6.9			1493.5	3.8				
101	JOHNSTOWN	39175.0	7460.7	85	19.0	30336.1	77.4							650.5	1.7			727.7	1.9				
	GRAND TOTAL	74732760.6	4806820.9		6.4	15739370.7	21.1	237503.6	0.3	6740985.8	9	119432.2	0.2	1983593.7	2.7	4457544.5	6	11426466.9	15.3	2988476.7	4	810710.2	1.1