

2019 Total Local Ad Spend by Market by Medium
 (figures in thousands; OAAA estimates Kantar captures approximately 70% of total OOH spend)

60	TULSA	105365.5	13374.4	64	12.7%	65434	62.1%		0.0%	4245.1	4.0%	19556.1	18.6%		0.0%	0.0%	2015	1.9%	730.7	0.7%	10.3	0.0%	2.6%	
61	LITTLE ROCK	102135.7	12045.1	68	11.8%	67944.7	66.5%		0.0%	4191.8	4.1%	15811.8	15.5%		0.0%	0.0%	1383.9	1.4%	758.4	0.7%		0.0%	2.1%	
62	MOBILE	98133.3	25921.2	38	26.4%	59654	60.8%		0.0%	6404.1	6.5%		0.0%		0.0%	0.0%	5892.2	6.0%	261.8	0.3%		0.0%	6.3%	
63	GREENSBORO	94890.3	15544.9	59	16.4%	51446.2	54.2%		0.0%	7271	7.7%	15136.8	16.0%		0.0%	0.0%	1812.5	1.9%	2938.7	3.1%	740.3	0.8%	5.8%	
64	WILKES BARRE	89867.6	19029.1	50	21.2%	43436.9	48.3%		0.0%	3183.9	3.5%	22130.8	24.6%		0.0%	0.0%	1851.9	2.1%	164	0.2%	70.9	0.1%	2.3%	
65	BATON ROUGE	86825.0	16536.7	55	19.0%	63296	72.9%		0.0%	4386.5	5.1%		0.0%		0.0%	0.0%	2605.9	3.0%		0.0%		0.0%	3.0%	
66	EL PASO	83166.0	14490.5	61	17.4%	52335.5	62.9%		0.0%	3704.4	4.5%		0.0%	12043.8	14.5%	0.0%	553.4	0.7%	38.4	0.0%		0.0%	0.7%	
67	TUCSON	82897.1	12625.8	66	15.2%	62550.2	75.5%		0.0%	6557.5	7.9%		0.0%		0.0%	0.0%	1163.6	1.4%		0.0%		0.0%	1.4%	
68	DES MOINES	75455.4	8932.4	77	11.8%	53980.9	71.5%		0.0%	6307.4	8.4%		0.0%		0.0%	0.0%	3504.5	4.6%	2296.3	3.0%	433.9	0.6%	8.3%	
69	DAYTON	72154.6	6123	88	8.5%	43390.3	60.1%		0.0%	4953.7	6.9%	14808.5	20.5%		0.0%	0.0%	2229.8	3.1%	649.2	0.9%		0.0%	4.0%	
70	MADISON	70445.0	13510.8	63	19.2%	49826.8	70.7%		0.0%	3111.5	4.4%		0.0%		0.0%	0.0%	3995.9	5.7%		0.0%		0.0%	5.7%	
71	FLINT	68668.0	19257	49	28.0%	45141.9	65.7%		0.0%	3017.1	4.4%		0.0%		0.0%	0.0%	1179.1	1.7%	72.9	0.1%		0.0%	1.8%	
72	LEXINGTON	67803.5	10046.4	74	14.8%	52963.9	78.1%		0.0%	3532.7	5.2%		0.0%		0.0%	0.0%	1034.6	1.5%	226	0.3%		0.0%	1.9%	
73	GREEN BAY	67468.1	9590.7	75	14.2%	51949.9	77.0%		0.0%	2589.6	3.8%		0.0%		0.0%	0.0%	2877.4	4.3%	460.5	0.7%		0.0%	4.9%	
74	HONOLULU	61606.2	3086.4	92	5.0%	50469.8	81.9%		0.0%	3612	5.9%		0.0%		0.0%	0.0%	4273.9	6.9%	164.2	0.3%		0.0%	7.2%	
75	SAVANNAH	61080.5	11451.5	71	18.7%	45321.1	74.2%		0.0%	3913.9	6.4%		0.0%		0.0%	0.0%	394	0.6%		0.0%		0.0%	0.6%	
76	COLUMBIA,SC	60319.4	14349	62	23.8%	40695.4	67.5%		0.0%	3826.8	6.3%		0.0%		0.0%	0.0%	1018.7	1.7%	280	0.5%	149.5	0.2%	2.4%	
77	JACKSON,MS	59002.3	11482.4	70	19.5%	44078.7	74.7%		0.0%	2773.6	4.7%		0.0%		0.0%	0.0%	521.9	0.9%	122.4	0.2%	23.3	0.0%	1.1%	
78	ROANOKE	57006.9	7590.2	82	13.3%	44684.3	78.4%		0.0%	2528.3	4.4%		0.0%		0.0%	0.0%	1588.2	2.8%	615.8	1.1%		0.0%	3.9%	
79	HUNTSVILLE	56870.7	14858.8	60	26.1%	38269.2	67.3%		0.0%	2833.2	5.0%		0.0%		0.0%	0.0%	849.5	1.5%	59.9	0.1%		0.0%	1.6%	
80	SHREVEPORT	56410.2	10572.7	72	18.7%	43563.9	77.2%		0.0%	1854.7	3.3%		0.0%		0.0%	0.0%	418.9	0.7%		0.0%		0.0%	0.7%	
81	TOLEDO	56134.5	8754.7	78	15.6%	42603.9	75.9%		0.0%	3902.8	7.0%		0.0%		0.0%	0.0%	649.6	1.2%	223.6	0.4%		0.0%	1.6%	
82	WACO	53973.1	12197.1	67	22.6%	36999.8	68.6%		0.0%	3476.4	6.4%		0.0%		0.0%	0.0%	976.9	1.8%	323	0.6%		0.0%	2.4%	
83	COLORADO SPRGS	52708.7	7008.5	86	13.3%	39432.3	74.8%		0.0%	4320.9	8.2%		0.0%		0.0%	0.0%	1529.3	2.9%	417.7	0.8%		0.0%	3.7%	
84	CEDAR RAPIDS	52327.2	11747.4	69	22.4%	37311.8	71.3%		0.0%	2618	5.0%		0.0%		0.0%	0.0%	430.5	0.8%	219.6	0.4%		0.0%	1.2%	
85	EVANSVILLE	51419.6	9264.9	76	18.0%	40630.1	79.0%		0.0%	730.5	1.4%		0.0%		0.0%	0.0%	738.9	1.4%	55.3	0.1%		0.0%	1.5%	
86	SPOKANE	51195.6	15806.4	57	30.9%	31429.4	61.4%		0.0%	2395.1	4.7%		0.0%		0.0%	0.0%	1384.2	2.7%	180.5	0.4%		0.0%	3.1%	
87	CHATTANOOGA	51111.2	1404.1	95	2.7%	45291.3	88.6%		0.0%	2558	5.0%		0.0%		0.0%	0.0%	1295.2	2.5%	562.6	1.1%		0.0%	3.6%	
88	SYRACUSE	50928.7	7053	85	13.8%	37653.4	73.9%		0.0%	3053.7	6.0%		0.0%		0.0%	0.0%	2740	5.4%	428.5	0.8%		0.0%	6.2%	
89	SOUTH BEND	49825.8	85.8	96	0.2%	47279.1	94.9%		0.0%	1253.3	2.5%		0.0%		0.0%	0.0%	941.9	1.9%	250.4	0.5%	15.3	0.0%	2.4%	
90	CHARLESTON,WV	49508.5	4565.1	89	9.2%	42062.1	85.0%		0.0%	1860.5	3.8%		0.0%		0.0%	0.0%	905.4	1.8%	115.4	0.2%		0.0%	2.1%	
91	BURLINGTON	45835.8		101	0.0%	43670	95.3%		0.0%	1435.8	3.1%		0.0%		0.0%	0.0%	729.9	1.6%		0.0%		0.0%	1.6%	
92	SPRINGFIELD,MO	44194.8	8122.6	80	18.4%	33660.1	76.2%		0.0%	1422.1	3.2%		0.0%		0.0%	0.0%	857.5	1.9%	132.5	0.3%		0.0%	2.2%	
93	WICHITA	44029.0	2374.7	94	5.4%	38099.5	86.5%		0.0%	2322.8	5.3%		0.0%		0.0%	0.0%	711.3	1.6%	520.7	1.2%		0.0%	2.8%	
94	TRI CITIES	43830.7	76.9	97	0.2%	40683.6	92.8%		0.0%	1099.6	2.5%		0.0%		0.0%	0.0%	1742.5	4.0%	228.2	0.5%		0.0%	4.5%	
95	YOUNGSTOWN	42924.0	6325.3	87	14.7%	33205.8	77.4%		0.0%	2284.2	5.3%		0.0%		0.0%	0.0%	826.3	1.9%	282.3	0.7%		0.0%	2.6%	
96	PORTLAND,ME	42550.3	12.7	100	0.0%	38234.2	89.9%		0.0%	3461	8.1%		0.0%		0.0%	0.0%	838.4	2.0%		0.0%	4.2	0.0%	2.0%	
97	JOHNSTOWN	41013.1	7071	84	17.2%	32157.3	78.4%		0.0%	1112.2	2.7%		0.0%		0.0%	0.0%	601.8	1.5%	70.9	0.2%		0.0%	1.6%	
98	DAVENPORT	39665.1	25.4	99	0.1%	36890.6	93.0%		0.0%	1806.5	4.6%		0.0%		0.0%	0.0%	942.6	2.4%		0.0%		0.0%	2.4%	
99	CHAMPAIGN	38340.6	10328.1	73	26.9%	25218.3	65.8%		0.0%	1733.7	4.5%		0.0%		0.0%	0.0%	908.3	2.4%	152.1	0.4%		0.0%	2.8%	
100	PADUCAH	37314.3	4082.8	90	10.9%	31549.5	84.6%		0.0%	1060.5	2.8%		0.0%		0.0%	0.0%	479.7	1.3%	138	0.4%	3.8	0.0%	1.7%	
101	SPRINGFIELD,MA	34501.9	28.8	98	0.1%	30701	89.0%		0.0%	2694.2	7.8%		0.0%		0.0%	0.0%	1033.9	3.0%	44	0.1%		0.0%	3.1%	
	GRAND TOTAL	129223949.6	5002052		3.9%	13547694	10.5%	4469480	3.5%	1938901	1.5%	5818162.7	4.5%	97717.8	0.1%	218504.7	0.2%	11734072	9.1%	7838196	6.1%	4157667	3.2%	18.4%

Reported Time Period: 1/1/2019-12/31/2019

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