

2019 Total Local Ad Spend by Market by Medium

(figures in thousands; OAAA estimates Kantar captures approximately 70% of total OOH spend)

Total Local Ad Spend Rank	Market	Total Ad Spend (\$000)	OOH Local Ad Spend (\$000)	Total OOH Spend Rank	% of Local Market Ad Spend	Spot TV Local Ad Spend (\$000)	% of Local Market Ad Spend	Radio Local Ad Spend (\$000)	% of Local Market Ad Spend	National Spot Radio Local Ad Spend (\$000)	% of Local Market Ad Spend	Newspaper Local Ad Spend (\$000)	% of Local Market Ad Spend	Hispanic Newspaper Local Ad Spend (\$000)	% of Local Market Ad Spend	Magazine Local Ad Spend (\$000)	% of Local Market Ad Spend	Internet Display Local Ad Spend (\$000)	% of Local Market Ad Spend	Mobile Web Local Ad Spend (\$000)	% of Local Market Ad Spend	Online Video Local Ad Spend (\$000)	% of Local Market Ad Spend	Total Digital % of Local Market Ad Spend
1	NEW YORK	3309277.1	842766.7	1	25.5%	949966.5	28.7%	386438.4	11.7%	133357.2	4.0%	744227.8	22.5%	6402.8	0.2%	2764.3	0.1%	112096.8	3.4%	108048.7	3.3%	23007.9	0.7%	7.3%
2	LOS ANGELES	2796662.8	563006	2	20.1%	928722.1	33.2%	554960.6	19.8%	141647	5.1%	475111.1	17.0%	10873.2	0.4%	18817.4	0.7%	57719.5	2.1%	37412.2	1.3%	8393.8	0.3%	3.7%
3	CHICAGO	1911059.4	265906.2	3	13.9%	586671.8	30.7%	276198.1	14.5%	89335.4	4.7%	575641.2	30.1%	12277.8	0.6%	20950.8	1.1%	27758.2	1.5%	46816.5	2.4%	9503.4	0.5%	4.4%
4	SAN FRANCISCO	1308456.8	224292.7	4	17.1%	418632.4	32.0%	240362.9	18.4%	92023.9	7.0%	232405.4	17.8%	1942.4	0.2%	4005.3	0.3%	65265.6	5.0%	19597.4	1.5%	9744.6	0.7%	7.2%
5	DALLAS	1216972.8	165705.8	5	13.6%	486038.9	39.9%	238174.2	19.6%	94883	7.8%	148213.2	12.2%	1478.9	0.2%	0.0%	43042.2	3.5%	36704.8	3.0%	2268.4	0.2%	6.7%	
6	WASHINGTON,DC	1188181.1	136621.2	8	11.5%	432372.7	36.4%	169528	14.3%	70348.3	5.9%	265016.2	22.3%	4673	0.4%	26998.2	2.3%	31215	2.7%	37036.6	3.1%	13401.8	1.1%	7.0%
7	HOUSTON	1176280.7	124879.7	12	10.6%	425628.3	36.2%	236145	20.1%	88792.1	7.5%	255434.1	21.7%	10690.4	0.9%	0.0%	16259.5	1.4%	14423.6	1.2%	4027.9	0.3%	3.0%	
8	MIAMI	1076858.0	153413.4	7	14.2%	425285.9	39.5%	145080.9	13.5%	53613.2	5.0%	215018.8	20.0%	27971.4	2.6%	10184.7	0.9%	22429.4	2.1%	18874.5	1.8%	4985.8	0.5%	4.3%
9	PHILADELPHIA	1074775.2	135024.1	10	12.6%	425282.6	39.6%	175070.2	16.3%	76306.4	7.1%	210777.4	19.6%	2209	0.2%	20306.7	1.9%	9397.4	0.9%	17354.6	1.6%	3046.9	0.3%	2.8%
10	BOSTON	95181.0	135288.8	9	14.2%	371558.8	39.0%	185937.9	19.5%	67551.7	7.1%	83637.3	8.8%	0.0%	19008.3	2.0%	46014.2	4.8%	33848.1	3.6%	9017	0.9%	9.3%	
11	ATLANTA	859779.7	159751.4	6	18.6%	309741.9	36.0%	157349	18.3%	69924.9	8.1%	106764.3	12.4%	0.0%	13415.6	1.6%	14926.9	1.7%	21410.8	2.5%	6495	0.8%	5.0%	
12	PHOENIX	637575.7	80209.1	16	12.6%	244063.1	38.3%	146974.6	23.1%	49315.9	7.7%	67976.1	10.7%	1478.9	0.2%	11375.3	1.8%	15730.2	2.5%	16062.4	2.5%	4390.1	0.7%	5.7%
13	SAN DIEGO	595583.6	60589.3	19	10.2%	192122.7	32.3%	96036	16.1%	35032.2	5.9%	192294.8	32.3%	3398.8	0.6%	5922.1	1.0%	3843.6	0.6%	5763.3	1.0%	580.9	0.1%	1.7%
14	TAMPA	593760.6	82758.7	15	13.9%	246903.7	41.6%	84723.3	14.3%	32352.2	5.4%	122761.4	20.7%	0.0%	3627.2	0.6%	9537.3	1.6%	8946.8	1.5%	2150	0.4%	3.5%	
15	ORLANDO	590007.6	126562.4	11	21.5%	240158.6	40.7%	93897.4	15.9%	37964	6.4%	72424.5	12.3%	0.0%	3553.4	0.6%	6194.1	1.0%	7341.3	1.2%	1911.9	0.3%	2.6%	
16	DETROIT	574672.6	63423.9	18	11.0%	256551.1	44.6%	109647.2	19.1%	34679.8	6.0%	52418.4	9.1%	0.0%	4790.6	0.8%	23315	4.1%	19483.3	3.4%	10363.3	1.8%	9.3%	
17	SEATTLE	526947.7	58282.3	20	11.1%	207192.2	39.3%	102071.6	19.4%	37291.7	7.1%	83272.7	15.8%	0.0%	4691.2	0.9%	13672.8	2.6%	17022.4	3.2%	3450.7	0.7%	6.5%	
18	DENVER	514436.3	52371.2	21	10.2%	228620	44.4%	100292.1	19.5%	40218.8	7.8%	61224.8	11.9%	251.5	0.0%	1620.3	0.3%	13148.9	2.6%	12398.1	2.4%	4290.6	0.8%	5.8%
19	MINNEAPOLIS	507309.1	67674.6	17	13.3%	147138.6	29.0%	102720.3	20.2%	34112.6	6.7%	111308	21.9%	0.0%	17308	3.4%	12089.7	2.4%	11927.8	2.4%	3029.5	0.6%	5.3%	
20	CLEVELAND	480388.8	37171.7	28	7.7%	210379.9	43.8%	61775.3	12.9%	22637.5	4.7%	92788.4	19.3%	0.0%	4982.4	1.0%	5846.1	1.2%	13197.3	2.7%	31610.3	6.6%	10.5%	
21	LAS VEGAS	440726.0	82982.8	14	18.8%	210576.4	47.8%	57950.7	13.1%	16385.7	3.7%	64577	14.7%	0.0%	0.0%	3928.3	0.9%	4024.5	0.9%	300.4	0.1%	1.9%		
22	SACRAMENTO	384279.3	46179.6	23	12.0%	168051.8	43.7%	67712.3	17.6%	35732	9.3%	48589.8	12.6%	0.0%	3694	1.0%	4833.1	1.3%	9074.5	2.4%	412.3	0.1%	3.7%	
23	ST LOUIS	371893.5	34401.4	30	9.3%	126755.3	34.1%	74550.3	20.0%	17895.7	4.8%	88193.1	23.7%	0.0%	1127.1	0.3%	10267.7	2.8%	12190.1	3.3%	6513	1.8%	7.8%	
24	SAN ANTONIO	359906.1	37496.2	27	10.4%	164027.2	45.6%	65939.3	18.3%	25133.1	7.0%	58010.2	16.1%	0.0%	0.0%	4070.9	1.1%	4526.8	1.3%	702.4	0.2%	2.6%		
25	SALT LAKE CITY	335240.2	98638.8	13	29.4%	98490.8	29.4%	55636.4	16.6%	15419.9	4.5%	37535.7	11.2%	0.0%	0.0%	13287.3	4.0%	11966.5	3.6%	4534.7	1.4%	8.9%		
26	PITTSBURGH	333306.7	40815.3	25	12.2%	151357.1	45.4%	606273.3	18.2%	18643.1	5.6%	29043.2	8.7%	0.0%	7050.8	2.1%	8487.4	2.5%	15162.3	4.5%	2120.2	0.6%	7.7%	
27	INDIANAPOLIS	320893.7	31360.7	32	9.8%	147433.4	45.9%	0.0%	16885.4	5.3%	104015.7	32.4%	0.0%	4751.2	1.5%	5590	1.7%	8675.2	2.7%	2182.1	0.7%	5.1%		
28	HARTFORD	298564.2	39756.2	26	13.3%	155007.6	51.9%	0.0%	15979.4	5.4%	73817.2	24.7%	0.0%	0.0%	4485.1	1.5%	8174.8	2.7%	1343.9	0.5%	4.7%			
29	BALTIMORE	289877.4	30413.3	93	1.0%	138071.5	47.6%	67997.6	23.5%	22617.2	7.8%	31032.7	10.7%	0.0%	7318.6	2.5%	6030.2	2.1%	11971.4	4.1%	1796.8	0.6%	6.8%	
30	PORTLAND,OR	284393.4	19485.4	46	6.9%	134930.6	47.4%	65854.2	23.2%	18234.6	6.4%	30024.8	10.6%	0.0%	241.3	0.1%	6220.8	2.2%	8055.7	2.8%	1346.2	0.5%	5.5%	
31	CINCINNATI	276818.4	24097.8	40	8.7%	106047.7	38.3%	61263.7	22.1%	18714.6	6.8%	55296.4	20.0%	0.0%	0.0%	4048.7	1.5%	5210.9	1.9%	2138.8	0.8%	4.1%		
32	CHARLOTTE	266745.2	35925	29	13.5%	164811.6	61.8%	0.0%	19379.9	7.3%	38018.7	14.3%	0.0%	0.0%	3528.7	1.3%	4029.6	1.5%	1051.8	0.4%	3.2%			
33	AUSTIN	246671.6	23097.8	41	9.4%	99413	40.3%	69245.5	28.1%	21280.3	8.6%	23248.4	9.4%	0.0%	0.0%	3352.8	1.4%	3362.3	1.4%	3671.6	1.5%	4.2%		
34	MILWAUKEE	230367.6	29487.4	34	12.8%	120285.8	52.2%	0.0%	9623.5	4.2%	53286.2	23.1%	0.0%	0.0%	5589.5	2.4%	8785.6	3.8%	3309.6	1.4%	7.7%			
35	RALEIGH	223987.8	22250.7	43	9.9%	149594.3	66.8%	0.0%	15141.7	6.8%	20902.5	9.3%	0.0%	0.0%	7316.1	3.3%	6870.4	3.1%	1912.2	0.9%	7.2%			
36	NASHVILLE	222417.1	48784.8	22	21.9%	111283.2	50.0%	0.0%	19178.2	8.6%	33465.3	15.0%	0.0%	0.0%	4130	1.9%	4381.1	2.0%	1194.5	0.5%	4.4%			
37	PROVIDENCE	211020.1	17092.2	54	8.1%	68887.2	32.6%	33350	15.8%	8625.6	4.1%	79351.3	37.6%	0.0%	0.0%	1667.2	0.8%	2046.7	1.0%	0.0%	0.0%	1.8%		
38	COLUMBUS,OH	204010.4	21751	44	10.7%	101982.9	50.0%	0.0%	16822.6	8.2%	35675.5	17.5%	0.0%	0.0%	21946.7	10.8%	4683.5	2.3%	1148.2	0.6%	13.6%			
39	WEST PALM BCH	201515.0	3514.3	91	1.7%	97164	48.2%	34564.3	17.2%	12627.9	6.3%	49368.2	24.5%	379.3	0.2%	0.0%	1432	0.7%	2138.4	1.1%	326.5	0.2%	1.9%	
40	OKLAHOMA CITY	180247.2	22839.2	42	12.7%	108204.8	60.0%	0.0%	8802.4	4.9%	34377	19.1%	0.0%	0.0%	2054.8	1.1%	3374.1	1.9%	594.9	0.3%	3.3%			
41	GREENVILLE,SC	175705.3	28298.8	36	16.1%	87660.8	49.9%	0.0%	8571.3	4.9%	42611.2	24.3%	0.0%	0.0%	3519.6	2.0%	4433.9	2.5%	609.7	0.3%	4.9%			
42	JACKSONVILLE	168859.4	279076.7	37	16.5%	79095.6	46.8%	0.0%	14619	8.7%	39276.5	23.3%	0.0%	0.0%	3127.4	1.9%	3845.1	2.3%	989.1	0.6%	4.7%			
43	NORFOLK	168614.4	12906	65	7.7%	83442.1	49.5%	0.0%	10484.4	6.2%	56431.9	33.5%	0.0%	0.0%	1946	1.2%	1958.2	1.2%	1445.7	0.9%	3.2%			
44	KANSAS CITY	164578.3	29661.1	33	18.0%	86533.5	52.6%	0.0%	15112.3	9.2%	24435.9	14.8%	0.0%	0.0%	2613.8	1.6%	5603.2	3.4%	618.5	0.4%	5.4%			
45	LOUISVILLE	163429.3	18245.9	51	11.2%	86957.8	53.2%	0.0%	7311.4	4.5%	43884	26.9%	0.0%	0.0%	3033.5	1.9%	2597.5	1.6%	1399.2	0.9%	4.3%			
46	NEW ORLEANS	157566.9	31896.7	31	20.2%	85993.1	54.6%	0.0%</td																

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60	TULSA	105365.5	13374.4	64	12.7%	65434	62.1%		0.0%	4245.1	4.0%	19556.1	18.6%		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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	0.6%	394	0.6%		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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	2.7%	180.5	0.4%		0.0%	3.1%		
87	CHATTANOOGA	51111.2	14041.1	95	2.7%	45291.3	88.6%		0.0%	2558	5.0%		0.0%		0.0%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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%	2015	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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