

2021 Total Local Ad Spend Rank by Market

<u>Total Local Ad Spend Rank</u>	<u>MARKET</u>	<u>Total Local Ad Spend</u>
1	NEW YORK	\$2,917,379,336
2	LOS ANGELES	\$2,111,102,285
3	CHICAGO	\$1,363,336,111
4	SAN FRANCISCO	\$1,024,044,679
5	WASHINGTON,DC	\$1,014,802,894
6	DALLAS	\$999,876,767
7	HOUSTON	\$909,533,478
8	MIAMI	\$866,903,506
9	PHILADELPHIA	\$851,044,215
10	BOSTON	\$792,911,917
11	ATLANTA	\$763,494,019
12	PHOENIX	\$626,946,409
13	DETROIT	\$598,054,664
14	TAMPA	\$512,706,674
15	ORLANDO	\$494,290,011
16	DENVER	\$488,600,026
17	SAN DIEGO	\$477,427,679
18	MINNEAPOLIS	\$432,006,007
19	SEATTLE	\$430,198,944
20	CLEVELAND	\$417,251,064
21	ST LOUIS	\$369,382,449
22	LAS VEGAS	\$361,640,767
23	INDIANAPOLIS	\$343,381,796
24	SACRAMENTO	\$342,271,519
25	SAN ANTONIO	\$326,220,156
26	PITTSBURGH	\$300,202,775
27	PORTLAND,OR	\$269,426,958
28	HARTFORD	\$262,009,767
29	AUSTIN	\$254,664,923
30	SALT LAKE CITY	\$238,587,424
31	BALTIMORE	\$230,607,051
32	CINCINNATI	\$228,617,877
33	CHARLOTTE	\$222,648,339
34	COLUMBUS,OH	\$221,855,655
35	NASHVILLE	\$220,591,580
36	OKLAHOMA CITY	\$216,923,840
37	ALL OTHER	\$214,005,488
38	MILWAUKEE	\$213,118,818
39	RALEIGH	\$211,020,561
40	JACKSONVILLE	\$197,940,401
41	WEST PALM BCH	\$187,908,858
42	GREENVILLE,SC	\$177,475,590

Source: Kantar

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43	NEW ORLEANS	\$173,463,440
44	NORFOLK	\$171,747,052
45	PROVIDENCE	\$165,454,159
46	KANSAS CITY	\$163,519,162
47	MEMPHIS	\$151,912,945
48	GRAND RAPIDS	\$146,114,329
49	HARRISBURG	\$143,115,334
50	OMAHA	\$139,734,231
51	BUFFALO	\$133,430,577
52	LOUISVILLE	\$131,236,000
53	RICHMOND	\$122,357,019
54	BIRMINGHAM	\$118,069,758
55	ALBANY,NY	\$113,876,875
56	ROCHESTER,NY	\$110,490,051
57	ALBUQUERQUE	\$109,773,117
58	KNOXVILLE	\$108,394,284
59	FT MYERS	\$104,566,555
60	FRESNO	\$103,741,368
61	GREENSBORO	\$101,649,756
62	TULSA	\$98,013,363
63	LITTLE ROCK	\$97,297,323
64	WILKES BARRE	\$87,893,683
65	MOBILE	\$87,862,407
66	TUCSON	\$81,640,525
67	HARLINGEN	\$76,270,958
68	BATON ROUGE	\$75,978,967
69	EL PASO	\$71,832,883
70	DES MOINES	\$70,947,753
71	MADISON	\$69,967,699
72	LEXINGTON	\$66,726,710
73	FLINT	\$65,517,029
74	SAVANNAH	\$65,387,932
75	COLUMBIA,SC	\$58,537,269
76	ROANOKE	\$58,227,769
77	DAYTON	\$57,749,061
78	CHARLESTON,SC	\$57,236,915
79	JACKSON,MS	\$56,524,784
80	TOLEDO	\$54,029,868
81	GREEN BAY	\$52,988,426
82	HONOLULU	\$52,519,286
83	HUNTSVILLE	\$52,443,124
84	SHREVEPORT	\$52,346,093
85	WACO	\$52,128,615
86	AUGUSTA	\$51,436,784

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87	COLORADO SPRGS	\$51,429,446
88	TYLER	\$51,390,832
89	FT SMITH	\$50,531,836
90	CHATTANOOGA	\$50,177,929
91	CEDAR RAPIDS	\$50,068,880
92	CHARLESTON,WV	\$49,815,066
93	MYRTLE BEACH	\$49,799,113
94	BOISE	\$48,359,340
95	EVANSVILLE	\$47,206,415
96	SPOKANE	\$47,131,013
97	RENO	\$46,464,093
98	TALLAHASSEE	\$45,997,303
99	BAKERSFIELD	\$45,523,475
100	BURLINGTON	\$45,490,487
101	WICHITA	\$45,350,235
102	SOUTH BEND	\$44,836,073
103	SPRINGFIELD,MO	\$44,549,705
104	TRI CITIES	\$44,062,550
105	SYRACUSE	\$43,909,929
106	CORPUS CHRISTI	\$43,521,952
107	LAFAYETTE,LA	\$42,152,920
108	YOUNGSTOWN	\$41,644,416
109	LANSING	\$40,937,277
110	WILMINGTON	\$39,977,005
111	MONTGOMERY	\$39,379,606
112	PORTLAND,ME	\$39,340,325
113	MACON	\$38,543,943
114	PALM SPRINGS	\$37,899,570
115	CHAMPAIGN	\$37,782,930
116	JOHNSTOWN	\$37,745,260
117	FT WAYNE	\$37,479,624
118	DAVENPORT	\$37,350,033
119	LINCOLN	\$35,018,305
120	PEORIA	\$35,015,179
121	LA CROSSE	\$34,705,150
122	GREENVILLE,NC	\$33,924,283
123	SPRINGFIELD,MA	\$33,082,770
124	PADUCAH	\$33,014,717
125	COLUMBUS,GA	\$32,628,636
126	ALBANY,GA	\$31,449,485
127	SIOUX FALLS	\$30,458,720
128	MONTEREY	\$28,653,165
129	FARGO	\$28,599,729
130	BILOXI	\$28,357,974

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131	SANTA BARBARA	\$26,143,632
132	TRAVERSE CITY	\$24,946,916
133	BILLINGS	\$23,480,084
134	EUGENE	\$22,823,243
135	DULUTH	\$20,509,715
136	ERIE	\$20,338,066
137	ANCHORAGE	\$19,680,270
138	GAINESVILLE	\$19,411,451
139	LAREDO	\$19,323,586
140	BEAUMONT	\$18,534,173
141	LUBBOCK	\$18,402,217
142	ODESSA	\$17,917,913
143	WAUSAU	\$17,309,845
144	CHICO	\$17,264,986
145	LAKE CHARLES	\$17,236,172
146	BANGOR	\$17,146,355
147	AMARILLO	\$16,924,912
148	RAPID CITY	\$16,624,614
149	SALISBURY	\$16,306,825
150	PANAMA CITY	\$16,232,905
151	CHARLOTTESVILL	\$15,229,829
152	ABILENE	\$15,004,188
153	JACKSON,TN	\$14,854,870
154	TOPEKA	\$14,624,379
155	WHEELING	\$14,495,187
156	SIOUX CITY	\$14,315,444
157	MONROE	\$13,951,305
158	YUMA	\$13,583,233
159	ROCHESTER,MN	\$12,894,265
160	CASPER	\$12,765,667
161	HATTIESBURG	\$12,456,711
162	DOTHAN	\$12,432,883
163	ALEXANDRIA	\$12,009,686
164	WICHITA FALLS	\$11,937,610
165	COLUMBUS,MS	\$11,265,446
166	ROCKFORD	\$11,216,526
167	MINOT	\$10,925,547
168	COLUMBIA,MO	\$10,320,993
169	JOPLIN	\$9,804,587
170	BLUEFIELD	\$9,541,017
171	MEDFORD	\$9,258,244
172	TERRE HAUTE	\$8,927,161
173	SAN ANGELO	\$8,925,374
174	MISSOULA	\$8,846,131

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175	MERIDIAN	\$8,809,632
176	BINGHAMTON	\$8,715,076
177	GREAT FALLS	\$8,625,399
178	CLARKSBURG	\$8,480,130
179	LAFAYETTE,IN	\$7,835,773
180	UTICA	\$7,725,979
181	GREENWOOD	\$7,709,117
182	MARQUETTE	\$7,669,821
183	JONESBORO	\$7,488,030
184	YAKIMA	\$7,448,852
185	IDAHO FALLS	\$7,352,129
186	MANKATO	\$7,248,890
187	SHERMAN	\$7,108,559
188	NORTH PLATTE	\$7,066,685
189	BUTTE	\$6,986,038
190	VICTORIA	\$6,470,908
191	GRAND JUNCTION	\$6,161,575
192	BOWLING GREEN	\$5,649,623
193	HELENA	\$5,174,197
194	QUINCY	\$5,050,196
195	ELMIRA	\$4,912,890
196	FAIRBANKS	\$4,723,422
197	LIMA	\$4,693,478
198	BEND	\$4,380,297
199	OTTUMWA	\$4,299,830
200	EUREKA	\$3,828,582
201	PARKERSBURG	\$3,302,185
202	CHEYENNE	\$3,276,409
203	ALPENA	\$2,860,099
204	ZANESVILLE	\$2,806,625
205	ST JOSEPH	\$2,720,232
206	JUNEAU	\$1,904,397
	GRAND TOTAL	\$30,551,950,426

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