

2021 OOH Spend Rank by % Share of Local Ad Spend

<u>Total Local Ad Spend Rank</u>	<u>MARKET</u>	<u>Total Local Ad Spend</u>	<u>OOH Local Ad Spend</u>	<u>Total OOH Ad Spend Rank</u>	<u>OOH Share of Market Local Ad Spend</u>
37	ALL OTHER	\$214,005,488	\$150,346,820	5	70%
148	RAPID CITY	\$16,624,614	\$9,933,239	89	60%
160	CASPER	\$12,765,667	\$6,980,853	113	55%
190	VICTORIA	\$6,470,908	\$3,343,915	139	52%
186	MANKATO	\$7,248,890	\$3,584,544	138	49%
130	BILOXI	\$28,357,974	\$13,271,883	70	47%
144	CHICO	\$17,264,986	\$8,013,901	104	46%
149	SALISBURY	\$16,306,825	\$7,292,560	109	45%
136	ERIE	\$20,338,066	\$8,151,416	103	40%
150	PANAMA CITY	\$16,232,905	\$6,501,522	118	40%
153	JACKSON,TN	\$14,854,870	\$5,790,121	124	39%
155	WHEELING	\$14,495,187	\$5,526,684	125	38%
135	DULUTH	\$20,509,715	\$7,399,692	107	36%
163	ALEXANDRIA	\$12,009,686	\$4,212,838	133	35%
121	LA CROSSE	\$34,705,150	\$12,072,374	78	35%
142	ODESSA	\$17,917,913	\$6,184,346	121	35%
145	LAKE CHARLES	\$17,236,172	\$5,891,288	123	34%
170	BLUEFIELD	\$9,541,017	\$3,097,407	142	32%
133	BILLINGS	\$23,480,084	\$7,580,113	106	32%
73	FLINT	\$65,517,029	\$20,946,045	49	32%
65	MOBILE	\$87,862,407	\$27,795,023	36	32%
114	PALM SPRINGS	\$37,899,570	\$11,964,346	80	32%
49	HARRISBURG	\$143,115,334	\$44,952,866	24	31%
126	ALBANY,GA	\$31,449,485	\$9,745,703	91	31%
110	WILMINGTON	\$39,977,005	\$12,222,761	77	31%
93	MYRTLE BEACH	\$49,799,113	\$15,055,331	59	30%
83	HUNTSVILLE	\$52,443,124	\$15,609,214	57	30%
158	YUMA	\$13,583,233	\$3,957,111	136	29%
97	RENO	\$46,464,093	\$13,507,839	67	29%
152	ABILENE	\$15,004,188	\$4,285,831	130	29%
115	CHAMPAIGN	\$37,782,930	\$10,766,561	84	28%
94	BOISE	\$48,359,340	\$13,429,028	69	28%
154	TOPEKA	\$14,624,379	\$4,054,275	135	28%
91	CEDAR RAPIDS	\$50,068,880	\$13,441,997	68	27%
141	LUBBOCK	\$18,402,217	\$4,925,617	128	27%
96	SPOKANE	\$47,131,013	\$12,518,100	74	27%
113	MACON	\$38,543,943	\$10,186,972	88	26%
139	LAREDO	\$19,323,586	\$5,092,545	127	26%
132	TRAVERSE CITY	\$24,946,916	\$6,384,893	119	26%
78	CHARLESTON,SC	\$57,236,915	\$14,597,688	61	26%

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend. "All Other" market definition includes CBSAs that overlap multiple DMAs or include mobile OOH appearing in multiple markets.

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147	AMARILLO	\$16,924,912	\$4,244,854	132	25%
15	ORLANDO	\$494,290,011	\$120,750,726	9	24%
35	NASHVILLE	\$220,591,580	\$52,258,786	20	24%
111	MONTGOMERY	\$39,379,606	\$9,310,207	96	24%
48	GRAND RAPIDS	\$146,114,329	\$34,309,032	33	23%
85	WACO	\$52,128,615	\$12,229,161	76	23%
99	BAKERSFIELD	\$45,523,475	\$10,664,577	85	23%
64	WILKES BARRE	\$87,893,683	\$20,376,844	50	23%
183	JONESBORO	\$7,488,030	\$1,721,586	147	23%
161	HATTIESBURG	\$12,456,711	\$2,856,801	143	23%
157	MONROE	\$13,951,305	\$3,142,534	141	23%
89	FT SMITH	\$50,531,836	\$11,335,724	82	22%
68	BATON ROUGE	\$75,978,967	\$16,678,333	55	22%
2	LOS ANGELES	\$2,111,102,285	\$459,970,534	2	22%
54	BIRMINGHAM	\$118,069,758	\$25,599,155	39	22%
75	COLUMBIA,SC	\$58,537,269	\$12,503,568	75	21%
58	KNOXVILLE	\$108,394,284	\$23,059,580	44	21%
79	JACKSON,MS	\$56,524,784	\$12,001,212	79	21%
140	BEAUMONT	\$18,534,173	\$3,847,026	137	21%
69	EL PASO	\$71,832,883	\$14,827,521	60	21%
81	GREEN BAY	\$52,988,426	\$10,917,469	83	21%
182	MARQUETTE	\$7,669,821	\$1,572,514	148	21%
95	EVANSVILLE	\$47,206,415	\$9,676,992	94	20%
103	SPRINGFIELD,MO	\$44,549,705	\$9,084,671	97	20%
109	LANSING	\$40,937,277	\$8,311,514	102	20%
22	LAS VEGAS	\$361,640,767	\$72,001,309	15	20%
43	NEW ORLEANS	\$173,463,440	\$34,310,085	32	20%
60	FRESNO	\$103,741,368	\$20,269,755	51	20%
53	RICHMOND	\$122,357,019	\$23,875,994	41	20%
1	NEW YORK	\$2,917,379,336	\$568,415,101	1	19%
165	COLUMBUS,MS	\$11,265,446	\$2,174,838	144	19%
74	SAVANNAH	\$65,387,932	\$12,522,475	73	19%
116	JOHNSTOWN	\$37,745,260	\$7,192,415	111	19%
88	TYLER	\$51,390,832	\$9,733,142	92	19%
119	LINCOLN	\$35,018,305	\$6,534,738	117	19%
84	SHREVEPORT	\$52,346,093	\$9,732,247	93	19%
125	COLUMBUS,GA	\$32,628,636	\$6,026,896	122	18%
11	ATLANTA	\$763,494,019	\$138,789,404	8	18%
181	GREENWOOD	\$7,709,117	\$1,376,535	151	18%
67	HARLINGEN	\$76,270,958	\$13,521,011	66	18%
185	IDAHO FALLS	\$7,352,129	\$1,294,199	152	18%
173	SAN ANGELO	\$8,925,374	\$1,564,390	149	18%
30	SALT LAKE CITY	\$238,587,424	\$41,714,608	25	17%
14	TAMPA	\$512,706,674	\$89,189,030	12	17%

Source: Kantar

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2021 OOH Spend Rank by % Share of Local Ad Spend

107	LAFAYETTE,LA	\$42,152,920	\$7,215,994	110	17%
46	KANSAS CITY	\$163,519,162	\$27,437,772	37	17%
33	CHARLOTTE	\$222,648,339	\$37,305,568	29	17%
66	TUCSON	\$81,640,525	\$13,644,492	65	17%
80	TOLEDO	\$54,029,868	\$9,024,416	98	17%
71	MADISON	\$69,967,699	\$11,594,580	81	17%
8	MIAMI	\$866,903,506	\$143,281,772	7	17%
175	MERIDIAN	\$8,809,632	\$1,438,082	150	16%
101	WICHITA	\$45,350,235	\$7,373,998	108	16%
108	YOUNGSTOWN	\$41,644,416	\$6,595,039	115	16%
28	HARTFORD	\$262,009,767	\$41,024,878	26	16%
87	COLORADO SPRGS	\$51,429,446	\$7,968,834	105	15%
72	LEXINGTON	\$66,726,710	\$10,275,277	87	15%
57	ALBUQUERQUE	\$109,773,117	\$16,816,772	54	15%
61	GREENSBORO	\$101,649,756	\$15,549,624	58	15%
42	GREENVILLE,SC	\$177,475,590	\$26,869,127	38	15%
105	SYRACUSE	\$43,909,929	\$6,639,814	114	15%
40	JACKSONVILLE	\$197,940,401	\$29,767,121	34	15%
6	DALLAS	\$999,876,767	\$148,351,965	6	15%
4	SAN FRANCISCO	\$1,024,044,679	\$151,879,758	4	15%
18	MINNEAPOLIS	\$432,006,007	\$62,396,857	18	14%
62	TULSA	\$98,013,363	\$14,070,871	63	14%
76	ROANOKE	\$58,227,769	\$8,329,745	101	14%
47	MEMPHIS	\$151,912,945	\$21,629,175	48	14%
98	TALLAHASSEE	\$45,997,303	\$6,538,865	116	14%
21	ST LOUIS	\$369,382,449	\$51,605,714	21	14%
24	SACRAMENTO	\$342,271,519	\$47,305,740	22	14%
12	PHOENIX	\$626,946,409	\$84,718,556	14	14%
70	DES MOINES	\$70,947,753	\$9,568,245	95	13%
38	MILWAUKEE	\$213,118,818	\$28,399,784	35	13%
52	LOUISVILLE	\$131,236,000	\$17,381,642	53	13%
63	LITTLE ROCK	\$97,297,323	\$12,794,023	72	13%
3	CHICAGO	\$1,363,336,111	\$177,762,199	3	13%
124	PADUCAH	\$33,014,717	\$4,252,238	131	13%
26	PITTSBURGH	\$300,202,775	\$38,014,918	28	13%
106	CORPUS CHRISTI	\$43,521,952	\$5,477,622	126	13%
86	AUGUSTA	\$51,436,784	\$6,311,195	120	12%
55	ALBANY,NY	\$113,876,875	\$13,914,820	64	12%
77	DAYTON	\$57,749,061	\$6,987,170	112	12%
120	PEORIA	\$35,015,179	\$4,176,557	134	12%
9	PHILADELPHIA	\$851,044,215	\$99,083,023	11	12%
7	HOUSTON	\$909,533,478	\$105,692,504	10	12%
13	DETROIT	\$598,054,664	\$68,699,609	17	11%
17	SAN DIEGO	\$477,427,679	\$53,036,105	19	11%

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45	PROVIDENCE	\$165,454,159	\$18,229,352	52	11%
25	SAN ANTONIO	\$326,220,156	\$35,799,545	31	11%
10	BOSTON	\$792,911,917	\$86,999,698	13	11%
39	RALEIGH	\$211,020,561	\$22,903,890	46	11%
36	OKLAHOMA CITY	\$216,923,840	\$23,232,404	43	11%
51	BUFFALO	\$133,430,577	\$14,113,717	62	11%
32	CINCINNATI	\$228,617,877	\$23,825,530	42	10%
168	COLUMBIA,MO	\$10,320,993	\$1,046,935	153	10%
34	COLUMBUS,OH	\$221,855,655	\$22,425,735	47	10%
92	CHARLESTON,WV	\$49,815,066	\$4,879,014	129	10%
16	DENVER	\$488,600,026	\$46,661,779	23	10%
19	SEATTLE	\$430,198,944	\$39,912,069	27	9%
29	AUSTIN	\$254,664,923	\$22,938,690	45	9%
20	CLEVELAND	\$417,251,064	\$36,873,268	30	9%
59	FT MYERS	\$104,566,555	\$8,855,089	99	8%
56	ROCHESTER,NY	\$110,490,051	\$8,344,046	100	8%
44	NORFOLK	\$171,747,052	\$12,921,103	71	8%
5	WASHINGTON,DC	\$1,014,802,894	\$71,956,526	16	7%
23	INDIANAPOLIS	\$343,381,796	\$24,281,536	40	7%
50	OMAHA	\$139,734,231	\$9,857,543	90	7%
27	PORTLAND,OR	\$269,426,958	\$16,119,803	56	6%
117	FT WAYNE	\$37,479,624	\$1,986,416	145	5%
189	BUTTE	\$6,986,038	\$342,708	154	5%
31	BALTIMORE	\$230,607,051	\$10,593,875	86	5%
82	HONOLULU	\$52,519,286	\$1,906,993	146	4%
172	TERRE HAUTE	\$8,927,161	\$292,798	156	3%
193	HELENA	\$5,174,197	\$163,423	158	3%
177	GREAT FALLS	\$8,625,399	\$269,717	157	3%
191	GRAND JUNCTION	\$6,161,575	\$109,708	163	2%
41	WEST PALM BCH	\$187,908,858	\$3,181,647	140	2%
174	MISSOULA	\$8,846,131	\$145,450	160	2%
134	EUGENE	\$22,823,243	\$339,029	155	1%
167	MINOT	\$10,925,547	\$154,988	159	1%
171	MEDFORD	\$9,258,244	\$70,812	164	1%
202	CHEYENNE	\$3,276,409	\$21,782	170	1%
192	BOWLING GREEN	\$5,649,623	\$26,608	169	0%
131	SANTA BARBARA	\$26,143,632	\$121,532	162	0%
146	BANGOR	\$17,146,355	\$69,731	166	0%
138	GAINESVILLE	\$19,411,451	\$53,811	167	0%
102	SOUTH BEND	\$44,836,073	\$121,591	161	0%
112	PORTLAND,ME	\$39,340,325	\$70,279	165	0%
178	CLARKSBURG	\$8,480,130	\$13,704	171	0%
198	BEND	\$4,380,297	\$7,026	172	0%
201	PARKERSBURG	\$3,302,185	\$4,156	174	0%

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118	DAVENPORT	\$37,350,033	\$38,705	168	0%
204	ZANESVILLE	\$2,806,625	\$2,238	177	0%
164	WICHITA FALLS	\$11,937,610	\$2,822	176	0%
122	GREENVILLE,NC	\$33,924,283	\$5,448	173	0%
184	YAKIMA	\$7,448,852	\$858	180	0%
162	DOTHAN	\$12,432,883	\$986	179	0%
90	CHATTANOOGA	\$50,177,929	\$3,796	175	0%
180	UTICA	\$7,725,979	\$577	181	0%
123	SPRINGFIELD,MA	\$33,082,770	\$1,609	178	0%
151	CHARLOTTESVILL	\$15,229,829	\$531	182	0%
128	MONTEREY	\$28,653,165	\$276	183	0%
100	BURLINGTON	\$45,490,487			0%
104	TRI CITIES	\$44,062,550			0%
127	SIOUX FALLS	\$30,458,720			0%
129	FARGO	\$28,599,729			0%
137	ANCHORAGE	\$19,680,270			0%
143	WAUSAU	\$17,309,845			0%
156	SIOUX CITY	\$14,315,444			0%
159	ROCHESTER,MN	\$12,894,265			0%
166	ROCKFORD	\$11,216,526			0%
169	JOPLIN	\$9,804,587			0%
176	BINGHAMTON	\$8,715,076			0%
179	LAFAYETTE,IN	\$7,835,773			0%
187	SHERMAN	\$7,108,559			0%
188	NORTH PLATTE	\$7,066,685			0%
194	QUINCY	\$5,050,196			0%
195	ELMIRA	\$4,912,890			0%
196	FAIRBANKS	\$4,723,422			0%
197	LIMA	\$4,693,478			0%
199	OTTUMWA	\$4,299,830			0%
200	EUREKA	\$3,828,582			0%
203	ALPENA	\$2,860,099			0%
205	ST JOSEPH	\$2,720,232			0%
206	JUNEAU	\$1,904,397			0%
GRAND TOTAL		\$30,551,950,426	\$4,742,609,317		

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