

## 2021 Total OOH Ad Spend Rank by Market

MARKET	Total OOH Ad Spend	Total OOH Ad Spend Market Rank
NEW YORK	\$568,415,101	1
LOS ANGELES	\$459,970,534	2
CHICAGO	\$177,762,199	3
SAN FRANCISCO	\$151,879,758	4
ALL OTHER	\$150,346,820	5
DALLAS	\$148,351,965	6
MIAMI	\$143,281,772	7
ATLANTA	\$138,789,404	8
ORLANDO	\$120,750,726	9
HOUSTON	\$105,692,504	10
PHILADELPHIA	\$99,083,023	11
TAMPA	\$89,189,030	12
BOSTON	\$86,999,698	13
PHOENIX	\$84,718,556	14
LAS VEGAS	\$72,001,309	15
WASHINGTON,DC	\$71,956,526	16
DETROIT	\$68,699,609	17
MINNEAPOLIS	\$62,396,857	18
SAN DIEGO	\$53,036,105	19
NASHVILLE	\$52,258,786	20
ST LOUIS	\$51,605,714	21
SACRAMENTO	\$47,305,740	22
DENVER	\$46,661,779	23
HARRISBURG	\$44,952,866	24
SALT LAKE CITY	\$41,714,608	25
HARTFORD	\$41,024,878	26
SEATTLE	\$39,912,069	27
PITTSBURGH	\$38,014,918	28
CHARLOTTE	\$37,305,568	29
CLEVELAND	\$36,873,268	30
SAN ANTONIO	\$35,799,545	31
NEW ORLEANS	\$34,310,085	32
GRAND RAPIDS	\$34,309,032	33
JACKSONVILLE	\$29,767,121	34
MILWAUKEE	\$28,399,784	35
MOBILE	\$27,795,023	36
KANSAS CITY	\$27,437,772	37
GREENVILLE,SC	\$26,869,127	38
BIRMINGHAM	\$25,599,155	39
INDIANAPOLIS	\$24,281,536	40
RICHMOND	\$23,875,994	41

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.

## 2021 Total OOH Ad Spend Rank by Market

CINCINNATI	\$23,825,530	42
OKLAHOMA CITY	\$23,232,404	43
KNOXVILLE	\$23,059,580	44
AUSTIN	\$22,938,690	45
RALEIGH	\$22,903,890	46
COLUMBUS,OH	\$22,425,735	47
MEMPHIS	\$21,629,175	48
FLINT	\$20,946,045	49
WILKES BARRE	\$20,376,844	50
FRESNO	\$20,269,755	51
PROVIDENCE	\$18,229,352	52
LOUISVILLE	\$17,381,642	53
ALBUQUERQUE	\$16,816,772	54
BATON ROUGE	\$16,678,333	55
PORTLAND,OR	\$16,119,803	56
HUNTSVILLE	\$15,609,214	57
GREENSBORO	\$15,549,624	58
MYRTLE BEACH	\$15,055,331	59
EL PASO	\$14,827,521	60
CHARLESTON,SC	\$14,597,688	61
BUFFALO	\$14,113,717	62
TULSA	\$14,070,871	63
ALBANY,NY	\$13,914,820	64
TUCSON	\$13,644,492	65
HARLINGEN	\$13,521,011	66
RENO	\$13,507,839	67
CEDAR RAPIDS	\$13,441,997	68
BOISE	\$13,429,028	69
BILOXI	\$13,271,883	70
NORFOLK	\$12,921,103	71
LITTLE ROCK	\$12,794,023	72
SAVANNAH	\$12,522,475	73
SPOKANE	\$12,518,100	74
COLUMBIA,SC	\$12,503,568	75
WACO	\$12,229,161	76
WILMINGTON	\$12,222,761	77
LA CROSSE	\$12,072,374	78
JACKSON,MS	\$12,001,212	79
PALM SPRINGS	\$11,964,346	80
MADISON	\$11,594,580	81
FT SMITH	\$11,335,724	82
GREEN BAY	\$10,917,469	83
CHAMPAIGN	\$10,766,561	84
BAKERSFIELD	\$10,664,577	85

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.

## 2021 Total OOH Ad Spend Rank by Market

BALTIMORE	\$10,593,875	86
LEXINGTON	\$10,275,277	87
MACON	\$10,186,972	88
RAPID CITY	\$9,933,239	89
OMAHA	\$9,857,543	90
ALBANY,GA	\$9,745,703	91
TYLER	\$9,733,142	92
SHREVEPORT	\$9,732,247	93
EVANSVILLE	\$9,676,992	94
DES MOINES	\$9,568,245	95
MONTGOMERY	\$9,310,207	96
SPRINGFIELD,MO	\$9,084,671	97
TOLEDO	\$9,024,416	98
FT MYERS	\$8,855,089	99
ROCHESTER,NY	\$8,344,046	100
ROANOKE	\$8,329,745	101
LANSING	\$8,311,514	102
ERIE	\$8,151,416	103
CHICO	\$8,013,901	104
COLORADO SPRGS	\$7,968,834	105
BILLINGS	\$7,580,113	106
DULUTH	\$7,399,692	107
WICHITA	\$7,373,998	108
SALISBURY	\$7,292,560	109
LAFAYETTE,LA	\$7,215,994	110
JOHNSTOWN	\$7,192,415	111
DAYTON	\$6,987,170	112
CASPER	\$6,980,853	113
SYRACUSE	\$6,639,814	114
YOUNGSTOWN	\$6,595,039	115
TALLAHASSEE	\$6,538,865	116
LINCOLN	\$6,534,738	117
PANAMA CITY	\$6,501,522	118
TRAVERSE CITY	\$6,384,893	119
AUGUSTA	\$6,311,195	120
ODESSA	\$6,184,346	121
COLUMBUS,GA	\$6,026,896	122
LAKE CHARLES	\$5,891,288	123
JACKSON,TN	\$5,790,121	124
WHEELING	\$5,526,684	125
CORPUS CHRISTI	\$5,477,622	126
LAREDO	\$5,092,545	127
LUBBOCK	\$4,925,617	128
CHARLESTON,WV	\$4,879,014	129

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.

## 2021 Total OOH Ad Spend Rank by Market

ABILENE	\$4,285,831	130
PADUCAH	\$4,252,238	131
AMARILLO	\$4,244,854	132
ALEXANDRIA	\$4,212,838	133
PEORIA	\$4,176,557	134
TOPEKA	\$4,054,275	135
YUMA	\$3,957,111	136
BEAUMONT	\$3,847,026	137
MANKATO	\$3,584,544	138
VICTORIA	\$3,343,915	139
WEST PALM BCH	\$3,181,647	140
MONROE	\$3,142,534	141
BLUEFIELD	\$3,097,407	142
HATTIESBURG	\$2,856,801	143
COLUMBUS,MS	\$2,174,838	144
FT WAYNE	\$1,986,416	145
HONOLULU	\$1,906,993	146
JONESBORO	\$1,721,586	147
MARQUETTE	\$1,572,514	148
SAN ANGELO	\$1,564,390	149
MERIDIAN	\$1,438,082	150
GREENWOOD	\$1,376,535	151
IDAHO FALLS	\$1,294,199	152
COLUMBIA,MO	\$1,046,935	153
BUTTE	\$342,708	154
EUGENE	\$339,029	155
TERRE HAUTE	\$292,798	156
GREAT FALLS	\$269,717	157
HELENA	\$163,423	158
MINOT	\$154,988	159
MISSOULA	\$145,450	160
SOUTH BEND	\$121,591	161
SANTA BARBARA	\$121,532	162
GRAND JUNCTION	\$109,708	163
MEDFORD	\$70,812	164
PORTLAND,ME	\$70,279	165
BANGOR	\$69,731	166
GAINESVILLE	\$53,811	167
DAVENPORT	\$38,705	168
BOWLING GREEN	\$26,608	169
CHEYENNE	\$21,782	170
CLARKSBURG	\$13,704	171
BEND	\$7,026	172
GREENVILLE,NC	\$5,448	173

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.

## 2021 Total OOH Ad Spend Rank by Market

PARKERSBURG	\$4,156	174
CHATTANOOGA	\$3,796	175
WICHITA FALLS	\$2,822	176
ZANESVILLE	\$2,238	177
SPRINGFIELD,MA	\$1,609	178
DOTHAN	\$986	179
YAKIMA	\$858	180
UTICA	\$577	181
CHARLOTTESVILL	\$531	182
MONTEREY	\$276	183
<b>GRAND TOTAL</b>	<b>4,742,609,317</b>	

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.