

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Walt Disney Pictures	\$22,706,716	9	\$10,756,903	\$11,949,813
William Hill Sports Betting	\$9,866,201	39	\$138,664	\$9,727,537
McDonald's Restaurant	\$69,494,019	1	\$59,946,533	\$9,547,486
ClickUp	\$11,193,752	33	\$1,799,456	\$9,394,296
Uber	\$13,679,174	21	\$5,138,778	\$8,540,396
BetMGM	\$11,637,008	31	\$3,256,581	\$8,380,427
Apple	\$64,859,238	2	\$56,545,225	\$8,314,013
DuckDuckGo.com	\$12,058,836	29	\$4,118,210	\$7,940,626
DoorDash	\$10,228,935	35	\$2,345,783	\$7,883,152
AT&T	\$12,805,581	26	\$5,306,704	\$7,498,877
T-Mobile	\$16,982,315	17	\$9,732,225	\$7,250,090
Amazon	\$38,639,865	4	\$31,444,507	\$7,195,358
Capital One	\$8,394,747	44	\$1,398,714	\$6,996,033
Molson	\$6,638,066	66	\$41,435	\$6,596,631
Barclays	\$17,283,762	16	\$10,690,603	\$6,593,159
American Express	\$26,811,753	5	\$20,403,491	\$6,408,262
Credit Karma	\$5,959,104	74		\$5,959,104
Google	\$23,091,567	8	\$17,262,103	\$5,829,464
Universal Pictures	\$18,096,992	15	\$12,392,316	\$5,704,676
Warner Bros Pictures	\$16,786,389	19	\$11,300,211	\$5,486,178
FX	\$9,670,988	40	\$4,556,357	\$5,114,631
CBS	\$12,519,376	27	\$7,471,724	\$5,047,652
LVMH	\$7,941,732	50	\$3,165,403	\$4,776,329
Cartier	\$5,342,024	82	\$585,389	\$4,756,635
State Farm	\$12,371,161	28	\$7,746,962	\$4,624,199
Kroger	\$13,653,670	22	\$9,035,174	\$4,618,496
Webull	\$4,605,650	96		\$4,605,650
Chevron	\$8,235,458	47	\$3,778,102	\$4,457,356
DraftKings	\$9,598,679	41	\$5,169,572	\$4,429,107
Postmates	\$5,044,290	88	\$852,626	\$4,191,664
Dunkin Donuts Restaurant	\$21,327,643	11	\$17,174,565	\$4,153,078
Brown-Forman	\$7,446,065	55	\$3,294,888	\$4,151,177
GrubHub	\$8,074,698	49	\$3,941,369	\$4,133,329
FanDuel	\$6,692,935	65	\$2,608,589	\$4,084,346
Grayscale Bitcoin Trust	\$4,042,089	116	\$7,500	\$4,034,589
Pacaso Real Estate Services	\$4,027,357	120		\$4,027,357
New York City Department Of Health & Mental Hygiene	\$15,164,514	20	\$11,154,609	\$4,009,905
CURATIVE HEALTH CARE	\$4,426,887	98	\$570,766	\$3,856,121
Morgan & Morgan Attorneys	\$13,395,688	24	\$9,585,720	\$3,809,968
Chrysler	\$5,130,707	87	\$1,394,445	\$3,736,262
CarMax Local Dealer	\$7,437,637	56	\$3,729,313	\$3,708,324

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Boston Beer	\$5,215,147	85	\$1,619,512	\$3,595,635
Fred Loya Insurance	\$7,152,570	59	\$3,587,167	\$3,565,403
Johnson & Johnson	\$3,684,335	135	\$139,244	\$3,545,091
Constellation Brands Inc	\$5,314,692	83	\$1,810,190	\$3,504,502
At Home Furnishings	\$5,679,893	76	\$2,189,951	\$3,489,942
Allstate	\$26,152,108	7	\$22,702,767	\$3,449,341
Evolus	\$3,447,938	145	\$5,786	\$3,442,152
Gallo	\$4,375,309	101	\$975,780	\$3,399,529
Womply Loan Service	\$3,280,493	153		\$3,280,493
UnitedHealthcare	\$5,032,717	90	\$1,827,954	\$3,204,763
Bank Of America	\$4,039,231	117	\$874,918	\$3,164,313
United Artists Pictures	\$3,177,070	159	\$41,250	\$3,135,820
MARK ANTHONY BRANDS DSTR	\$3,161,391	161	\$73,490	\$3,087,901
GoodRx	\$3,739,277	131	\$746,638	\$2,992,639
Heineken	\$6,294,925	69	\$3,340,709	\$2,954,216
Adidas	\$3,774,020	127	\$834,700	\$2,939,320
UiPath	\$2,825,848	179		\$2,825,848
Coca-Cola	\$26,276,571	6	\$23,512,915	\$2,763,656
Expensify Inc	\$5,301,879	84	\$2,578,407	\$2,723,472
JP Morgan	\$6,823,744	63	\$4,124,306	\$2,699,438
Cue Health	\$2,698,115	189		\$2,698,115
Hague Partners Real Estate Group	\$2,926,537	175	\$266,856	\$2,659,681
Beyond Meat	\$2,641,252	195	\$1,200	\$2,640,052
Audible	\$4,732,592	94	\$2,120,179	\$2,612,413
Zillow	\$3,978,370	122	\$1,488,723	\$2,489,647
L'Oreal Paris	\$3,154,935	162	\$679,265	\$2,475,670
Eaze Marijuana Delivery	\$4,332,408	103	\$1,895,251	\$2,437,157
Paramount Pictures	\$10,361,741	34	\$7,931,405	\$2,430,336
Searchlight Pictures	\$2,547,453	201	\$123,161	\$2,424,292
Hulu	\$10,030,270	37	\$7,630,531	\$2,399,739
New Jersey Department Of Health	\$2,809,564	181	\$420,271	\$2,389,293
Remy	\$2,573,841	199	\$204,841	\$2,369,000
Candid Co	\$2,333,580	223		\$2,333,580
Microsoft	\$3,010,525	172	\$718,381	\$2,292,144
Omega	\$2,641,783	194	\$376,580	\$2,265,203
Disney	\$13,637,246	23	\$11,386,425	\$2,250,821
Brex	\$2,237,129	232		\$2,237,129
Fors Marsh Group Service	\$2,166,220	242		\$2,166,220
Truist Bank	\$2,477,687	206	\$329,827	\$2,147,860
GoPuff	\$4,029,978	119	\$1,895,072	\$2,134,906
New York State Lottery	\$2,369,729	218	\$270,818	\$2,098,911

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Meijer	\$6,907,063	61	\$4,809,564	\$2,097,499
Enphase Energy	\$2,096,428	252		\$2,096,428
California Department Of Social Services	\$2,079,364	258		\$2,079,364
Peloton Bicycle Shop	\$2,200,925	237	\$124,866	\$2,076,059
Panera Bread Bakery Cafe	\$7,365,843	57	\$5,317,297	\$2,048,546
ADT	\$3,240,567	156	\$1,208,728	\$2,031,839
SDG&E Utility Co	\$2,356,581	219	\$335,455	\$2,021,126
UPMC	\$4,157,803	113	\$2,143,556	\$2,014,247
BTL	\$2,011,410	268		\$2,011,410
Barclays Bank Of DE	\$2,371,362	217	\$379,272	\$1,992,090
Just Egg	\$1,991,323	274		\$1,991,323
Altice	\$1,986,682	275	\$2,850	\$1,983,832
Cellino Law Firm	\$2,465,328	208	\$511,318	\$1,954,010
Janssen	\$1,952,315	283		\$1,952,315
ABC	\$7,520,844	53	\$5,573,805	\$1,947,039
Discovery Federal Credit Union	\$2,005,415	270	\$65,515	\$1,939,900
Caesars Hotels & Casinos	\$2,077,680	260	\$149,923	\$1,927,757
Emsculpt	\$1,960,686	282	\$35,452	\$1,925,234
Richard Mille	\$1,912,335	289		\$1,912,335
House Of John Productions	\$1,865,431	298		\$1,865,431
Samsung	\$6,223,168	70	\$4,392,538	\$1,830,630
Gucci	\$6,469,034	67	\$4,653,960	\$1,815,074
Sweet James Attorneys	\$3,422,079	147	\$1,623,906	\$1,798,173
Affirm	\$1,794,701	309		\$1,794,701
Discovery	\$2,298,155	225	\$507,179	\$1,790,976
California State Lottery	\$4,924,220	93	\$3,177,820	\$1,746,400
Patron	\$3,635,612	137	\$1,902,557	\$1,733,055
Aarons	\$2,171,260	241	\$440,084	\$1,731,176
Canva Graphic Design	\$1,721,941	323		\$1,721,941
Zaxbys Restaurant	\$3,042,634	169	\$1,332,499	\$1,710,135
NexGen Air Conditioning & Heating	\$1,869,585	296	\$168,532	\$1,701,053
Roku	\$1,693,695	331		\$1,693,695
Aspiration	\$1,677,553	336		\$1,677,553
CarLotz	\$1,772,430	313	\$95,759	\$1,676,671
Lidl Grocery Store	\$2,462,492	210	\$795,300	\$1,667,192
Toyota Dealer Assn	\$12,934,352	25	\$11,289,095	\$1,645,257
Federal Bureau Of Investigation	\$1,655,223	342	\$11,600	\$1,643,623
Genesys	\$1,822,624	306	\$189,018	\$1,633,606
MailChimp	\$1,625,731	346		\$1,625,731
Chick-Fil-A Restaurant	\$11,465,303	32	\$9,857,912	\$1,607,391
Immersive Van Gogh Exhibition	\$1,599,417	352	\$9,288	\$1,590,129

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Peacock TV	\$1,586,683	357		\$1,586,683
Rush Street Interactive Gaming	\$2,348,608	220	\$767,175	\$1,581,433
Christian Dior	\$3,087,712	167	\$1,528,163	\$1,559,549
Walmart	\$3,118,930	163	\$1,562,016	\$1,556,914
Shift Local Dealer	\$1,592,749	355	\$36,519	\$1,556,230
1520	\$1,553,500	362		\$1,553,500
Capsule Pharmacy	\$2,421,942	214	\$884,859	\$1,537,083
Lighthouse Immersive Venue	\$1,540,645	365	\$12,500	\$1,528,145
Richemont Watch Store	\$1,637,225	344	\$123,918	\$1,513,307
Barnes Firm Attorneys	\$2,372,244	216	\$859,718	\$1,512,526
Eichen Crutchlow Zaslow & McElroy Attorneys	\$1,616,164	347	\$104,501	\$1,511,663
XPRESS SPA	\$1,520,357	372	\$23,482	\$1,496,875
Meow Wolf Entertainment	\$1,497,309	379	\$928	\$1,496,381
HiBid Auctions	\$1,490,476	383		\$1,490,476
Centers For Medicare & Medicaid Services	\$1,488,399	384		\$1,488,399
Tory Burch	\$1,488,379	385		\$1,488,379
Steinger Greene & Feiner Attorneys	\$1,702,756	327	\$218,998	\$1,483,758
Social Security Administration	\$1,460,847	393		\$1,460,847
Yuengling	\$4,214,128	108	\$2,761,936	\$1,452,192
Outsystems	\$1,445,925	398		\$1,445,925
University Of TX	\$3,755,162	130	\$2,337,564	\$1,417,598
2nd Chance Investment Group	\$1,417,501	406		\$1,417,501
Odoo	\$1,515,524	374	\$110,340	\$1,405,184
CMS Centers For Medicare & Medicaid Services	\$1,412,251	411	\$11,041	\$1,401,210
Giant Eagle	\$4,158,436	112	\$2,761,776	\$1,396,660
Osmo	\$1,387,009	415		\$1,387,009
Rubenstein Law	\$7,343,761	58	\$5,962,130	\$1,381,631
Sony Pictures	\$2,163,012	243	\$791,226	\$1,371,786
Memorial Hermann Healthcare	\$2,703,545	188	\$1,333,174	\$1,370,371
AHF AIDS HealthCare Foundation	\$5,999,181	72	\$4,640,386	\$1,358,795
Asurion	\$1,358,380	426		\$1,358,380
New Patient Source Marketing Service	\$1,354,529	427		\$1,354,529
Focus Features Pictures	\$1,352,970	430		\$1,352,970
Clorox	\$1,468,415	391	\$124,151	\$1,344,264
Holy Name Medical Center	\$1,342,446	434	\$449	\$1,341,997
Kate Spade	\$1,372,275	420	\$31,250	\$1,341,025
QuikTrip Convenience Store	\$4,944,266	92	\$3,614,631	\$1,329,635
JobsOhio	\$1,378,857	419	\$59,040	\$1,319,817
Target	\$3,474,988	140	\$2,157,346	\$1,317,642
California Department Of Health Care Services	\$1,412,512	410	\$98,541	\$1,313,971
GABB	\$1,595,824	353	\$287,563	\$1,308,261

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
William Grant	\$1,306,856	445		\$1,306,856
Laurel Road Bank	\$1,306,125	447		\$1,306,125
Old Navy	\$1,318,624	438	\$20,156	\$1,298,468
Wall Street Journal	\$1,438,000	401	\$141,888	\$1,296,112
Paramount	\$1,294,356	450		\$1,294,356
Van Cleef & Arpels	\$1,270,113	460		\$1,270,113
Loves Travel Stops & Country Stores	\$7,474,121	54	\$6,206,459	\$1,267,662
BlockFi	\$1,260,490	467		\$1,260,490
Ally Bank	\$1,370,765	422	\$111,250	\$1,259,515
Not Milk	\$1,251,188	475		\$1,251,188
Buc-Ees Service Station	\$2,341,161	221	\$1,093,187	\$1,247,974
Avail Car Sharing Car Rental	\$1,246,287	481		\$1,246,287
General Dynamics Information Technology	\$1,226,532	492	\$3,279	\$1,223,253
Seated	\$1,267,823	463	\$58,042	\$1,209,781
Adler Planetarium & Astronomy Museum	\$1,217,063	496	\$18,750	\$1,198,313
Chicago Department Of Public Health	\$1,210,757	499	\$27,000	\$1,183,757
Verano	\$1,232,232	488	\$51,944	\$1,180,288
Montefiore Health System	\$4,208,287	109	\$3,030,432	\$1,177,855
Sony	\$3,566,265	139	\$2,392,258	\$1,174,007
United Artists Releasing Pictures	\$1,167,132	522		\$1,167,132
Electronic Arts	\$1,165,783	524		\$1,165,783
Florida Department Of Transportation	\$3,300,522	151	\$2,138,433	\$1,162,089
National Institutes Of Health	\$1,160,912	526		\$1,160,912
Dr Martens Shoe Store	\$1,318,533	439	\$162,159	\$1,156,374
Campari	\$1,578,969	359	\$426,913	\$1,152,056
California State	\$1,269,745	461	\$122,733	\$1,147,012
Centene	\$1,185,017	511	\$49,000	\$1,136,017
Spectrum	\$1,495,249	381	\$364,478	\$1,130,771
Mikes Hard	\$1,224,924	493	\$99,551	\$1,125,373
New York Presbyterian	\$3,764,702	128	\$2,640,741	\$1,123,961
Coldwell Banker	\$2,286,691	227	\$1,163,306	\$1,123,385
Adventist Health	\$2,044,149	264	\$923,884	\$1,120,265
Netflix	\$18,267,138	13	\$17,148,355	\$1,118,783
Montlick & Assoc Attorneys	\$1,735,560	319	\$619,962	\$1,115,598
Hyundai	\$2,468,586	207	\$1,357,183	\$1,111,403
Current Bank	\$1,110,749	544		\$1,110,749
Farmers Insurance	\$1,298,222	449	\$187,757	\$1,110,465
New Mexico State	\$1,772,629	312	\$667,648	\$1,104,981
Cirque Du Soleil	\$1,735,705	318	\$632,684	\$1,103,021
Resorts World	\$3,469,155	142	\$2,366,178	\$1,102,977
Betrivers.com	\$1,455,819	396	\$362,492	\$1,093,327

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Live Casino & Hotel	\$1,268,690	462	\$175,790	\$1,092,900
Louisiana Office Of Tourism	\$1,091,543	558		\$1,091,543
UBreakIFix Smartphone Repair Store	\$1,096,527	555	\$12,125	\$1,084,402
Molson Brewery	\$1,173,546	519	\$98,936	\$1,074,610
Snapchat	\$1,683,558	333	\$609,900	\$1,073,658
Marriott	\$6,003,623	71	\$4,930,689	\$1,072,934
Hewlett Packard Enterprise	\$1,963,459	280	\$891,224	\$1,072,235
Godaddy	\$1,070,854	565		\$1,070,854
Papa Johns Pizza Restaurant	\$1,607,291	350	\$538,978	\$1,068,313
Airbnb.com	\$1,057,052	573	\$1,123	\$1,055,929
California Business Consumer Services & Housing Agency	\$1,053,056	575		\$1,053,056
Yeti	\$1,108,374	547	\$70,400	\$1,037,974
Moderna	\$1,029,887	586		\$1,029,887
Twinspires	\$1,027,849	587		\$1,027,849
Energy Upgrade CA	\$1,026,312	588		\$1,026,312
Alzheimers Assn	\$1,197,447	507	\$175,832	\$1,021,615
HealthPartners	\$1,072,528	562	\$51,148	\$1,021,380
Larry H Parker Attorney	\$2,249,546	230	\$1,234,760	\$1,014,786
Jacoby & Meyers Attorneys	\$3,040,655	170	\$2,035,704	\$1,004,951
RaceTrac	\$2,142,498	245	\$1,137,797	\$1,004,701
Recovery Centers Of America	\$2,131,369	248	\$1,130,503	\$1,000,866
Canada	\$997,187	607		\$997,187
Discount Tire Centers	\$1,385,676	416	\$392,106	\$993,570
CapCenter	\$1,105,057	549	\$111,755	\$993,302
Monge & Assoc Attorneys	\$4,225,539	107	\$3,233,166	\$992,373
Checkr	\$990,860	612		\$990,860
Fresh Market Food Store	\$2,803,894	183	\$1,816,813	\$987,081
Globalization Partners Service	\$985,323	618		\$985,323
Sam Bernstein Law Firm	\$1,256,798	471	\$273,097	\$983,701
Westime Extraordinary Watch Store	\$1,308,598	444	\$327,705	\$980,893
Netstar	\$976,954	628		\$976,954
Stanbridge University	\$978,827	624	\$4,371	\$974,456
Proximo	\$966,751	634		\$966,751
Rio Vista Farms Cannabis Dispensary	\$966,682	635		\$966,682
Emory University	\$1,097,869	554	\$131,856	\$966,013
Spectrum Health Systems	\$1,065,959	568	\$100,535	\$965,424
Oregon Health Authority	\$963,479	637		\$963,479
Dan Newlin & Partners Attorneys	\$1,191,927	509	\$229,911	\$962,016
Traeger	\$969,896	632	\$8,180	\$961,716
Allegheny Health Network	\$3,044,081	168	\$2,082,621	\$961,460
Niantic Inc	\$956,893	645		\$956,893

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Thorne	\$956,674	646		\$956,674
Food & Drug Administration	\$985,505	617	\$30,000	\$955,505
George Sink Attorney	\$2,612,759	196	\$1,663,611	\$949,148
Bright Health Insurance	\$1,022,981	589	\$77,460	\$945,521
PointsBet Betting Service	\$1,288,394	453	\$355,297	\$933,097
Green Thumb Industries	\$1,166,113	523	\$233,417	\$932,696
New York City Department Of Education	\$1,848,594	302	\$920,607	\$927,987
Mark Spain Real Estate	\$2,576,746	198	\$1,661,392	\$915,354
Bally	\$907,016	682		\$907,016
Vivid Seats Ticket Service	\$905,328	684		\$905,328
Daves Killer	\$1,108,626	546	\$204,676	\$903,950
Arizona State	\$1,250,755	476	\$347,302	\$903,453
Molina Healthcare	\$1,500,924	376	\$600,982	\$899,942
US Department Of Homeland Security	\$911,496	677	\$16,500	\$894,996
Three By Berkshire Hathaway Insurance Co	\$893,176	693		\$893,176
SEPTA	\$1,395,062	414	\$509,047	\$886,015
Glenda Mitchell Law Firm	\$1,666,243	339	\$780,248	\$885,995
Jackpocket Lottery	\$876,175	707		\$876,175
SiriusXM	\$904,544	685	\$30,000	\$874,544
New York Times	\$861,456	717		\$861,456
NewsNation	\$860,047	718		\$860,047
Pirnia Law Group	\$909,570	679	\$50,490	\$859,080
Peddle.com Local Advertiser	\$858,585	720		\$858,585
Home Depot	\$1,539,143	367	\$685,429	\$853,714
Brown & Crouppen Attorneys	\$1,869,973	295	\$1,017,673	\$852,300
ESPN	\$1,540,554	366	\$692,946	\$847,608
San Manuel Entertainment Authority	\$2,287,175	226	\$1,445,917	\$841,258
iFuel Interactive Agency	\$837,207	739		\$837,207
Dietz & Watson	\$1,254,587	473	\$424,313	\$830,274
Envoy	\$845,921	728	\$16,050	\$829,871
Vanguard	\$831,555	743	\$6,000	\$825,555
Asian Union Pictures	\$825,346	749		\$825,346
WeedMaps.com	\$869,745	714	\$54,350	\$815,395
Speedway	\$3,907,696	124	\$3,096,055	\$811,641
DePaul University	\$1,138,295	533	\$327,532	\$810,763
Hims	\$864,125	715	\$56,950	\$807,175
Food Network	\$851,169	726	\$45,324	\$805,845
NBA TV Cable Channel	\$829,520	745	\$25,000	\$804,520
Gordon McKernan Attorney	\$3,652,689	136	\$2,853,509	\$799,180
Scandinavian Designs Furniture Store	\$1,669,724	337	\$877,942	\$791,782
IHG	\$788,439	786		\$788,439

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
North America Local Dealer	\$2,412,317	215	\$1,624,897	\$787,420
Mohegan Sun Casino Hotel	\$1,664,103	341	\$876,715	\$787,388
Crown Imports	\$4,020,302	121	\$3,241,303	\$778,999
NJM Insurance Group	\$2,135,526	247	\$1,362,837	\$772,689
Clubhouse	\$772,113	804		\$772,113
Oculus	\$876,142	708	\$110,920	\$765,222
Virginia Department Of Health	\$1,220,098	495	\$455,631	\$764,467
DHL	\$925,215	663	\$161,198	\$764,017
Next Insurance Service	\$763,554	811		\$763,554
Tourneau Store	\$1,416,679	407	\$653,983	\$762,696
Keller Williams	\$1,293,159	451	\$534,582	\$758,577
Vision Precision Holdings	\$777,005	798	\$19,299	\$757,706
Tubi TV	\$756,980	821		\$756,980
Kanner & Pinaluga Attorneys	\$3,467,447	143	\$2,712,390	\$755,057
Choctaw Casino Resort	\$2,243,913	231	\$1,491,791	\$752,122
Glaceau	\$1,803,616	308	\$1,052,458	\$751,158
Lions Gate	\$744,310	833		\$744,310
Compass Real Estate	\$1,496,620	380	\$754,119	\$742,501
USTA US Tennis Assn	\$742,423	835	\$672	\$741,751
Burberry	\$1,055,428	574	\$314,761	\$740,667
Versace	\$739,999	837		\$739,999
Gary Martin Hays & Assoc Attorneys	\$857,915	722	\$118,528	\$739,387
St Lukes Health System	\$790,508	783	\$51,433	\$739,075
St Petersburg/Clearwater FL	\$1,896,296	292	\$1,160,868	\$735,428
Middlesex County NJ	\$882,940	701	\$148,222	\$734,718
NYC & Co Organization	\$779,006	795	\$44,860	\$734,146
C3 Technologies Computer Service	\$731,960	846		\$731,960
BMO Bank Of Montreal	\$758,132	820	\$31,619	\$726,513
Annapurna Pictures	\$975,496	629	\$252,122	\$723,374
Jim Adler & Assoc Attorneys	\$1,590,891	356	\$867,600	\$723,291
New York State Department Of Education	\$762,778	812	\$43,306	\$719,472
LA Fitness Center	\$802,644	770	\$83,261	\$719,383
Conservative Christians Of AL	\$718,314	863		\$718,314
DiPasquale & Moore Attorneys	\$1,010,202	600	\$293,929	\$716,273
Opendoor Labs Real Estate	\$715,376	870		\$715,376
Powerhome Solar	\$715,099	871		\$715,099
Realtor.com	\$713,699	875		\$713,699
20th Century Studios Pictures	\$1,312,338	442	\$602,052	\$710,286
PNC	\$1,341,485	436	\$632,757	\$708,728
Snapple	\$854,298	725	\$146,127	\$708,171
MolsonCoors	\$855,504	724	\$148,492	\$707,012

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Health Sun Health Plans	\$1,477,309	388	\$773,017	\$704,292
TikTok	\$1,066,550	567	\$363,688	\$702,862
TORRID CLOTHING STORE	\$702,063	887		\$702,063
DocuSign	\$700,682	888		\$700,682
Remote Computer Support	\$699,750	889		\$699,750
NBC	\$10,079,427	36	\$9,380,850	\$698,577
Regions	\$1,143,111	531	\$445,483	\$697,628
Pfizer	\$895,331	690	\$201,718	\$693,613
Cricket	\$749,299	829	\$57,074	\$692,225
Youth To The People	\$690,840	899		\$690,840
Ria Money Transfer	\$690,011	902		\$690,011
Fly Blade	\$689,100	904		\$689,100
Cookies Hayward Cannabis Store	\$708,191	881	\$20,023	\$688,168
Shiner	\$925,626	662	\$238,397	\$687,229
Aerie	\$723,300	853	\$36,800	\$686,500
Rafi Law Group	\$1,975,487	278	\$1,289,342	\$686,145
Nate	\$684,500	908		\$684,500
Topo Chico	\$683,800	909		\$683,800
Trade Desk Inc	\$957,906	644	\$274,632	\$683,274
NRG Home Solar	\$679,647	919		\$679,647
New York State Department Of Health	\$1,460,009	394	\$785,472	\$674,537
Gila River Hotels & Casinos	\$2,082,213	257	\$1,408,862	\$673,351
MGM/UA Pictures	\$669,037	932		\$669,037
POL-Governor	\$894,742	691	\$227,137	\$667,605
One Vanderbilt Real Estate Development	\$665,800	937		\$665,800
ExxonMobil	\$720,638	858	\$55,264	\$665,374
Southern CA Edison Co	\$1,945,391	284	\$1,282,699	\$662,692
Wynn Hotel	\$1,846,324	303	\$1,185,980	\$660,344
Providence Health & Services	\$903,959	686	\$251,480	\$652,479
Hard Rock Hotel	\$4,242,745	106	\$3,590,361	\$652,384
CALIFORNIA DEPT/HSG&CMTY	\$651,731	952		\$651,731
AdventHealth	\$6,730,839	64	\$6,084,923	\$645,916
Dennis Hernandez Attorney	\$1,785,115	311	\$1,140,197	\$644,918
MasterClass School	\$671,694	931	\$27,000	\$644,694
Loud Lemon	\$641,872	963		\$641,872
South State Bank	\$639,921	966		\$639,921
Hospital For Special Surgery	\$948,543	652	\$308,631	\$639,912
John Foy & Assoc Attorneys	\$1,071,849	564	\$434,025	\$637,824
PrettyLittleThing.com Clothing Store	\$634,265	976		\$634,265
Pinterest	\$634,013	980		\$634,013
Mount Sinai	\$1,937,985	286	\$1,304,947	\$633,038

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Truly	\$827,939	746	\$195,000	\$632,939
Sarasota Bradenton Intl Airport	\$631,960	983		\$631,960
Tyson	\$749,920	827	\$118,268	\$631,652
San Manuel Casino	\$3,470,951	141	\$2,840,550	\$630,401
Los Angeles Department Of Health Services	\$746,188	831	\$116,285	\$629,903
Chase	\$2,122,139	249	\$1,493,446	\$628,693
99 Cent Floor Store	\$627,307	988		\$627,307
AKA Media Services	\$627,261	989		\$627,261
Buyk Delivery Service	\$623,615	1000		\$623,615
CarePlus Health Plans	\$652,478	951	\$31,426	\$621,052
Breyer Law Offices	\$922,969	668	\$303,903	\$619,066
OpenTable	\$618,286	1007		\$618,286
Crypto.com	\$617,475	1010		\$617,475
Stella Rosa	\$1,840,196	304	\$1,223,572	\$616,624
Habbas Nasser & Assoc Attorneys	\$615,931	1016		\$615,931
Adomni Advertising Service	\$611,586	1020		\$611,586
Cacti	\$610,175	1022		\$610,175
CSL Plasma	\$1,702,176	328	\$1,092,392	\$609,784
Miami Cocktail Co	\$609,315	1026		\$609,315
72 SOLD Realty	\$608,996	1027		\$608,996
Hydrow	\$608,400	1030		\$608,400
Celebrity Cruises	\$636,000	970	\$32,000	\$604,000
Fitness Intl	\$1,206,376	502	\$604,078	\$602,298
Frontier Communications	\$1,855,727	301	\$1,254,731	\$600,996
First Media	\$624,962	995	\$24,888	\$600,074
De Beers	\$601,793	1040	\$5,580	\$596,213
Self Financial	\$594,457	1060		\$594,457
Douglas Elliman Real Estate	\$689,227	903	\$97,729	\$591,498
Aetna	\$1,398,755	413	\$813,930	\$584,825
Virgin Voyages	\$718,175	866	\$134,900	\$583,275
Country Financial	\$812,942	758	\$230,330	\$582,612
Chukchansi Gold Resort & Casino	\$1,174,847	518	\$593,676	\$581,171
Menards Building Supply	\$6,358,405	68	\$5,779,369	\$579,036
Tunnel To Towers Foundation	\$578,650	1092		\$578,650
SIERRA HEALTH FOUNDATION	\$911,033	678	\$332,960	\$578,073
Window World	\$3,689,188	134	\$3,111,122	\$578,066
Pennsylvania Department Of Health	\$778,919	796	\$202,467	\$576,452
Thirteenth Floor Entertainment Group	\$586,113	1080	\$9,900	\$576,213
Dr Pepper	\$2,456,031	211	\$1,880,167	\$575,864
Diageo Winery	\$2,075,891	261	\$1,502,094	\$573,797
Upwork	\$801,922	771	\$228,392	\$573,530

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
GreenStar Herbals Cannabis Dispensary	\$666,110	936	\$94,282	\$571,828
NJ Department Of Banking & Insurance	\$782,549	790	\$210,756	\$571,793
Bank Of The West	\$1,258,753	469	\$687,559	\$571,194
General Mills	\$844,917	730	\$275,180	\$569,737
Garden Remedies	\$794,644	778	\$225,054	\$569,590
Pala Casino Resort & Spa	\$2,860,585	177	\$2,291,172	\$569,413
Italic Italian Imports Store	\$568,050	1109		\$568,050
San Antonio Winery	\$1,428,297	403	\$863,690	\$564,607
Sunoco	\$565,379	1115	\$3,960	\$561,419
Latino Film Festival	\$560,975	1118		\$560,975
Afterpay	\$793,726	779	\$234,899	\$558,827
Centrum Health	\$557,479	1122		\$557,479
Bryant & Stratton College	\$826,712	748	\$270,969	\$555,743
Dignity Health	\$3,384,510	148	\$2,830,765	\$553,745
Florida State	\$782,698	789	\$228,953	\$553,745
Caresource	\$1,037,669	581	\$486,504	\$551,165
Robinhood Financial	\$548,016	1136		\$548,016
Eli Lilly	\$551,225	1131	\$5,550	\$545,675
Elements Global Services	\$544,390	1142		\$544,390
Podium	\$543,859	1143		\$543,859
Advocate Aurora Health	\$1,165,495	525	\$627,944	\$537,551
Weichert	\$1,342,316	435	\$806,082	\$536,234
Dollar General Store	\$596,720	1056	\$61,740	\$534,980
Gage Cannabis	\$611,707	1019	\$76,813	\$534,894
Boot Barn	\$1,727,332	321	\$1,193,427	\$533,905
US Foods	\$534,263	1160	\$1,740	\$532,523
Petey's Summertime Seafood & Bar Restaurant	\$586,165	1079	\$54,625	\$531,540
National Heritage Academies	\$587,213	1076	\$55,710	\$531,503
Fedex	\$955,579	647	\$427,092	\$528,487
Planet 13 Marijuana Dispensary Shop	\$615,557	1017	\$87,633	\$527,924
Kayal Orthopaedic Center	\$714,557	874	\$188,017	\$526,540
Pernod	\$1,352,910	431	\$826,500	\$526,410
Fetch Rewards	\$525,545	1178		\$525,545
SignatureCare Emergency Center	\$2,695,615	190	\$2,170,669	\$524,946
Columbia Care Medical Marijuana Dispensary	\$703,872	885	\$179,219	\$524,653
Shipt	\$1,184,874	512	\$661,918	\$522,956
First Horizon Bank	\$521,932	1189		\$521,932
National Realty Investment Advisors	\$1,522,300	371	\$1,001,589	\$520,711
Fisher Investments	\$738,785	839	\$218,234	\$520,551
Haagen-Dazs	\$519,087	1197		\$519,087
Phillips & Assoc Attorney	\$601,379	1042	\$82,589	\$518,790

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Mark Anthony Wine & Spirits	\$544,679	1141	\$26,000	\$518,679
Functional Software	\$518,451	1200		\$518,451
CityMD Urgent Care	\$517,250	1204		\$517,250
PacificSource	\$517,064	1206		\$517,064
Crosscountry Mortgage	\$593,013	1068	\$76,872	\$516,141
Texas Department Of Transportation	\$1,581,719	358	\$1,066,194	\$515,525
Sundae Realtor	\$511,071	1229		\$511,071
Mayors Jewelers	\$2,095,660	253	\$1,584,867	\$510,793
Zelle	\$1,810,517	307	\$1,299,770	\$510,747
Barracuda	\$792,685	781	\$283,453	\$509,232
Pennsylvania Health Insurance Exchange	\$506,016	1244		\$506,016
Activision	\$505,250	1247		\$505,250
Black Rifle Coffee Co	\$618,269	1008	\$114,013	\$504,256
Ohmconnect	\$504,129	1251		\$504,129
Circa Resort & Casino	\$696,860	891	\$193,299	\$503,561
WJIS	\$522,115	1188	\$18,582	\$503,533
GoForward.com Medical Organization	\$501,738	1260		\$501,738
Mocni Restaurant	\$526,842	1174	\$27,500	\$499,342
Discover	\$498,678	1270		\$498,678
Whataburger Restaurant	\$4,636,473	95	\$4,138,403	\$498,070
Ozy	\$497,911	1274		\$497,911
Riot Games	\$497,309	1276		\$497,309
Brad Bradshaw Attorney	\$594,098	1062	\$96,938	\$497,160
Cabot	\$514,472	1215	\$18,000	\$496,472
ITALIAN GOVT TOURIST BRD	\$494,749	1280		\$494,749
Hawk Law	\$1,129,483	538	\$635,020	\$494,463
Brown Distributing Co	\$533,640	1161	\$39,860	\$493,780
Yves St Laurent	\$493,359	1283		\$493,359
Robert Wood Johnson	\$958,916	642	\$466,840	\$492,076
Notion	\$491,311	1290		\$491,311
San Diego Zoo	\$573,488	1101	\$82,533	\$490,955
Cookies	\$517,065	1205	\$27,300	\$489,765
Altice Mobile	\$488,712	1299		\$488,712
Berline Advertising & Marketing Service	\$511,729	1225	\$23,557	\$488,172
Corcoran Group Real Estate Agency	\$837,929	738	\$350,081	\$487,848
WNYW	\$592,536	1070	\$105,000	\$487,536
AEG Live Entertainment	\$1,464,912	392	\$978,608	\$486,304
Penfolds	\$485,700	1306		\$485,700
Jack Daniels	\$983,140	622	\$497,461	\$485,679
Herb Chambers Local Dealer	\$958,000	643	\$473,529	\$484,471
Viejas Casino	\$822,828	752	\$338,429	\$484,399

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Topgolf	\$499,738	1268	\$16,080	\$483,658
Illinois Communications Wireless Store	\$483,029	1316		\$483,029
Cedars-Sinai	\$2,543,616	202	\$2,061,009	\$482,607
Klaviyo	\$482,142	1318		\$482,142
Turo Car Rental Service	\$481,975	1319		\$481,975
Adrenaline Shoc	\$488,669	1302	\$8,000	\$480,669
Van Gogh Exhibit	\$495,178	1278	\$14,895	\$480,283
Combat COVID	\$479,993	1323		\$479,993
Landmark Recovery	\$616,793	1012	\$137,534	\$479,259
Milk Processor Education	\$478,494	1330		\$478,494
AutoZone	\$629,174	986	\$151,399	\$477,775
Intl Union Of Operating Engineers	\$488,622	1303	\$14,272	\$474,350
Shelter	\$1,602,713	351	\$1,129,506	\$473,207
Sam & Ash Attorneys	\$1,177,337	516	\$704,936	\$472,401
Green Solution Marijuana Dispensary	\$761,932	814	\$291,127	\$470,805
Covid Clinic	\$690,353	901	\$219,859	\$470,494
Phantom Fireworks Store	\$1,309,035	443	\$840,256	\$468,779
Biohaven Pharmaceuticals	\$468,750	1358		\$468,750
Cresco Labs	\$1,094,385	557	\$626,041	\$468,344
Ayr Wellness Dispensary Cannabis Store	\$468,029	1362		\$468,029
United Methodist Church	\$698,643	890	\$230,838	\$467,805
Zevia	\$465,633	1364		\$465,633
Warner Bros	\$859,670	719	\$394,487	\$465,183
Lalamove Delivery Service	\$475,000	1339	\$10,000	\$465,000
Viacom	\$463,990	1367		\$463,990
Ashley Furniture	\$2,773,048	184	\$2,309,283	\$463,765
Blue Apron	\$461,452	1371	\$291	\$461,161
Berni Consulting	\$460,479	1374		\$460,479
Justworks	\$593,670	1064	\$134,750	\$458,920
Aronson Media Group	\$568,438	1107	\$110,380	\$458,058
Steven Lee Attorney	\$456,908	1389		\$456,908
King Aminpour Attorneys	\$898,375	689	\$441,554	\$456,821
CLEAN ENERGY FUELS	\$456,001	1392		\$456,001
Pisa BioPharm	\$638,181	968	\$182,515	\$455,666
Blue Man Group Personal Appearance	\$579,993	1090	\$125,505	\$454,488
Berkshire Hathaway	\$840,218	736	\$386,672	\$453,546
Athena Club Beauty Store	\$453,000	1397		\$453,000
Ascend Cannabis Dispensary	\$452,165	1398		\$452,165
HSBC	\$3,763,342	129	\$3,311,503	\$451,839
Summit Credit Union	\$1,148,876	529	\$697,048	\$451,828
Community Health & Wellness Center	\$585,860	1081	\$134,602	\$451,258

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Brandon J Broderick Attorney	\$451,000	1401		\$451,000
CAN Community Health Clinic	\$732,853	843	\$282,308	\$450,545
Harmless Harvest	\$450,000	1404		\$450,000
Tampa General Hospital	\$900,685	687	\$450,825	\$449,860
Childrens Hospital	\$683,279	911	\$233,631	\$449,648
Mrs Doubtfire	\$449,314	1405		\$449,314
Golden Corral Restaurant	\$843,167	732	\$395,286	\$447,881
Ascension Health	\$3,117,395	164	\$2,669,954	\$447,441
California Milk Advisory Board	\$454,679	1395	\$7,500	\$447,179
SC Department Of Health & Environmental Control	\$459,293	1379	\$12,252	\$447,041
Incyte	\$446,315	1418		\$446,315
Lego	\$446,224	1419		\$446,224
Homestead Road	\$1,016,975	595	\$570,950	\$446,025
NATIONAL ARTISTS MGT	\$445,987	1420		\$445,987
Ameristar Casino Hotel	\$1,457,619	395	\$1,012,033	\$445,586
CORKYS PEST CONTROL	\$622,127	1002	\$177,592	\$444,535
Wash DC Department Of Behavioral Health	\$473,989	1342	\$29,700	\$444,289
Summersalt	\$443,500	1431		\$443,500
Culvers Frozen Custard & Butterburger Restaurant	\$3,735,284	133	\$3,293,102	\$442,182
Truebill	\$441,901	1432		\$441,901
Los Defensores Attorneys	\$444,000	1427	\$2,980	\$441,020
Pabst	\$439,937	1439		\$439,937
Tipalti	\$437,011	1449		\$437,011
Rent The Runway Clothing Store	\$435,770	1453		\$435,770
Cepheid	\$435,570	1454		\$435,570
HRF Heating & Air	\$435,000	1460		\$435,000
Hughes & Coleman Attorneys	\$624,251	998	\$189,311	\$434,940
BET	\$985,286	619	\$551,045	\$434,241
CAMP STORE	\$433,650	1463		\$433,650
1800	\$433,244	1465		\$433,244
State University Of NY	\$948,501	653	\$515,597	\$432,904
Miami Dade County Community Info & Outreach	\$1,005,618	603	\$573,451	\$432,167
OseaMalibu.com Skincare Store	\$431,918	1472		\$431,918
WalkMe	\$431,500	1476		\$431,500
Massachusetts General Hospital	\$492,048	1286	\$61,130	\$430,918
Tenet	\$1,175,075	517	\$745,104	\$429,971
Ballys Casino Hotels	\$429,333	1481		\$429,333
Georgia Department Of Public Health	\$1,033,344	585	\$604,638	\$428,706
California Citizens Redistricting Commission	\$428,097	1490		\$428,097
2U.com	\$427,810	1492		\$427,810
Nuleaf Naturals Medical Marijuana Dispensary	\$552,090	1129	\$124,659	\$427,431

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Borgata Hotel Casino & Spa	\$443,599	1430	\$16,200	\$427,399
Pittsburgh Brewing Co	\$770,963	806	\$344,088	\$426,875
Illumina	\$426,739	1495		\$426,739
Celonis	\$426,643	1496		\$426,643
Hernandez Law Group	\$537,763	1155	\$112,053	\$425,710
Maestro	\$425,533	1499		\$425,533
Electrolux	\$519,203	1195	\$93,784	\$425,419
Climate Pledge	\$424,992	1500		\$424,992
Desert Diamond Casino & Entertainment	\$1,250,416	477	\$826,137	\$424,279
Arco	\$1,248,149	480	\$823,946	\$424,203
POL-City Council	\$838,613	737	\$414,510	\$424,103
Kennesaw State University	\$749,800	828	\$325,845	\$423,955
Baptist Health System	\$1,513,817	375	\$1,089,885	\$423,932
SNAP Supplemental Nutrition Assistance Program	\$876,707	706	\$453,063	\$423,644
Nasdaq Stock Exchange	\$449,084	1407	\$25,700	\$423,384
Swatch	\$472,567	1348	\$50,000	\$422,567
Ken Garff Local Dealer	\$1,261,017	466	\$838,840	\$422,177
Four Corners Brewing Co	\$422,025	1504		\$422,025
Vrdolyak Law Group	\$1,060,771	572	\$639,149	\$421,622
QATAR	\$419,114	1516		\$419,114
Route Technologies	\$418,628	1517		\$418,628
Greater WI Agency On Aging Resources	\$417,018	1525		\$417,018
Understance	\$415,656	1532		\$415,656
North Dakota State	\$593,884	1063	\$179,906	\$413,978
Mississippi State Department Of Health	\$435,350	1457	\$22,300	\$413,050
AquaGuard Foundation Solutions	\$412,008	1541		\$412,008
Athenahealth Medical Services	\$411,839	1542		\$411,839
Kia	\$2,002,818	271	\$1,591,376	\$411,442
Headspace	\$411,032	1545		\$411,032
David Yurman	\$1,627,056	345	\$1,216,153	\$410,903
Fresh Thyme Farmers Market	\$1,515,572	373	\$1,106,810	\$408,762
Hilco Redevelopment Partners Real Estate	\$443,600	1429	\$35,540	\$408,060
Friday Health Plans	\$724,197	851	\$316,785	\$407,412
Iora Health Service	\$407,314	1553		\$407,314
Zamora Bottling Service	\$718,227	864	\$311,877	\$406,350
Tommy Hilfiger	\$406,250	1558		\$406,250
Amtrak	\$624,942	996	\$219,458	\$405,484
TATTOOED KINGPIN SERVICE	\$683,291	910	\$277,996	\$405,295
Hawaiian Airlines	\$552,573	1127	\$147,395	\$405,178
Christian Aid Ministries	\$3,936,515	123	\$3,531,524	\$404,991
Pilgrims Pride	\$526,142	1175	\$121,295	\$404,847

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Glue-IQ Marketing Service	\$404,750	1562		\$404,750
H&E Equipment Services	\$434,640	1461	\$29,903	\$404,737
Robbins Brothers Jewelers	\$404,602	1565		\$404,602
Community Medical Group	\$420,412	1512	\$16,215	\$404,197
TJ Maxx	\$596,465	1057	\$193,139	\$403,326
Insurance Navy	\$562,517	1117	\$159,790	\$402,727
Northfield Bank	\$495,190	1277	\$96,520	\$398,670
Oregon State	\$539,869	1150	\$141,271	\$398,598
Hulett Environmental Services	\$643,011	962	\$244,850	\$398,161
Supreme	\$501,625	1261	\$104,000	\$397,625
UBS Arena	\$397,251	1596		\$397,251
KPMG	\$473,986	1343	\$77,001	\$396,985
Sheln Clothing Store	\$396,574	1600		\$396,574
Hastings & Hastings Attorneys	\$1,125,145	539	\$729,691	\$395,454
Stash	\$420,523	1511	\$25,731	\$394,792
Brother Intl	\$394,770	1609		\$394,770
Stephen Siller Tunnel To Towers Foundation	\$393,535	1615		\$393,535
FirstEnergy Corp	\$499,688	1269	\$107,160	\$392,528
STRAT Hotel Casino & Skypod	\$596,058	1059	\$203,824	\$392,234
Greenacres Local Dealer	\$391,637	1625		\$391,637
Utah Grizzlies Hockey	\$393,954	1613	\$2,765	\$391,189
Discord	\$390,324	1631		\$390,324
Sees	\$390,153	1632		\$390,153
Solis Health Plans	\$522,305	1187	\$133,244	\$389,061
Jacks Restaurant	\$388,436	1639		\$388,436
Flyhomes Real Estate Services	\$436,046	1451	\$48,361	\$387,685
Australia	\$387,500	1642		\$387,500
Balcones Distilling Co	\$397,237	1597	\$10,074	\$387,163
Yaamava Resort & Casino At San Manuel	\$386,205	1646		\$386,205
Anthem Health Plan	\$385,260	1650		\$385,260
Museum Of Modern Art	\$760,144	815	\$374,966	\$385,178
Leon Medical Centers	\$626,474	992	\$243,429	\$383,045
Hyperwolf Dispensary	\$607,687	1032	\$224,999	\$382,688
California Community College	\$384,400	1652	\$1,750	\$382,650
Bogin Munns & Munns Attorneys	\$1,549,218	363	\$1,166,802	\$382,416
Berry Law Firm	\$541,640	1148	\$159,297	\$382,343
Xperience Restaurant Group	\$447,917	1410	\$65,960	\$381,957
Oscar	\$381,343	1666		\$381,343
Invest Puerto Rico	\$381,275	1667		\$381,275
Verkada	\$381,134	1668		\$381,134
Jim Beam	\$971,764	630	\$590,663	\$381,101

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Walgreens	\$500,027	1265	\$121,813	\$378,214
Bacardi	\$691,096	898	\$313,521	\$377,575
Trillium Health Resources	\$377,521	1693		\$377,521
Christiana Care Health System	\$722,242	856	\$345,213	\$377,029
Arizona Organix Medical Marijuana Dispensary	\$382,686	1658	\$6,283	\$376,403
GYK Antler Marketing	\$524,099	1180	\$147,810	\$376,289
Michigan Department Of Health & Human Services	\$928,943	661	\$552,986	\$375,957
Wattel & York Attorneys At Law	\$433,219	1466	\$57,588	\$375,631
Youngstown State University	\$405,263	1560	\$30,065	\$375,198
Les Mills Studio	\$374,413	1710		\$374,413
Virgin Hotels	\$373,961	1715		\$373,961
Natural Grocers Store	\$2,096,628	251	\$1,722,954	\$373,674
Shoreline Sightseeing Boat Tour	\$373,663	1716		\$373,663
KSTP	\$398,246	1591	\$24,821	\$373,425
Seminole Hard Rock Hotel & Casino	\$1,762,370	314	\$1,389,130	\$373,240
Living Spaces Furniture Store	\$1,449,775	397	\$1,076,613	\$373,162
Twin Cities Orthopedics	\$549,512	1132	\$176,931	\$372,581
Herms Sport Exchange	\$500,000	1266	\$128,036	\$371,964
SCHILLER KESSLER/ATTY	\$386,790	1644	\$15,204	\$371,586
CoCo Farms Cannabis Dispensary	\$439,864	1440	\$68,587	\$371,277
William Penn Foundation	\$371,058	1723		\$371,058
CBRE Group	\$370,733	1727	\$244	\$370,489
Summit One Vanderbilt Skyscraper	\$370,071	1729		\$370,071
Florida Education Champions	\$370,001	1730		\$370,001
Dominos Pizza Restaurant	\$4,412,243	99	\$4,042,498	\$369,745
NYC Mayors Office Of Media & Entertainment	\$368,928	1739		\$368,928
Zip	\$367,968	1745		\$367,968
Founders Brewing Co	\$431,707	1473	\$64,291	\$367,416
UNITED ARTISTS	\$367,239	1751		\$367,239
Flow Local Dealer	\$383,934	1653	\$17,067	\$366,867
BetAmerica.com	\$365,935	1756		\$365,935
Impossible Foods	\$362,600	1766		\$362,600
Canadian Pacific	\$362,500	1767		\$362,500
Shriners Hospitals For Children	\$1,065,151	570	\$703,317	\$361,834
UNT Health Science Center	\$432,235	1470	\$70,577	\$361,658
SumUp	\$361,596	1771		\$361,596
Metropolitan Transportation Commission	\$429,189	1483	\$67,646	\$361,543
Holiday World	\$359,094	1781		\$359,094
Thrive Market	\$372,126	1720	\$13,125	\$359,001
Kylie Cosmetics	\$358,650	1784		\$358,650
Badcock	\$431,524	1475	\$73,189	\$358,335

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Slumberland Furniture Store	\$432,120	1471	\$75,576	\$356,544
New York City Police	\$356,250	1801		\$356,250
Credit One Bank	\$356,121	1802		\$356,121
Velo	\$355,931	1803		\$355,931
Clarins Americas Export & Travel Retail	\$472,028	1349	\$116,385	\$355,643
Utah Department Of Workforce Services	\$355,030	1806		\$355,030
Clipper Card	\$441,231	1435	\$86,742	\$354,489
Northern Tool & Equipment Store	\$502,558	1258	\$149,051	\$353,507
YMCA	\$1,900,104	291	\$1,547,044	\$353,060
Hive Home Automation Service	\$352,946	1814		\$352,946
Palermos Pizza Restaurant	\$557,256	1124	\$204,988	\$352,268
Panda Express Restaurant	\$878,912	703	\$526,821	\$352,091
Deep Eddy	\$1,013,925	597	\$663,478	\$350,447
Jewel-Osco	\$798,454	772	\$448,252	\$350,202
SAN DIEGO ZOO WILD/PARK	\$398,373	1590	\$48,428	\$349,945
Wickr	\$348,650	1832		\$348,650
NTWRK	\$348,346	1833		\$348,346
Westlake Dermatology	\$450,756	1402	\$103,152	\$347,604
Fridge No More Grocery Delivery Service	\$347,515	1836		\$347,515
Ubimo Advertising Services	\$812,758	759	\$465,675	\$347,083
HomeVestors	\$2,257,797	229	\$1,910,739	\$347,058
Nature Valley	\$346,875	1841		\$346,875
Climate Power Organization	\$346,662	1845		\$346,662
Figs	\$739,670	838	\$393,838	\$345,832
Crook & Marker	\$353,748	1812	\$8,272	\$345,476
Shoot Point Blank Indoor Gun Range & Shop	\$599,101	1050	\$253,982	\$345,119
Republican Accountability Project	\$344,945	1855		\$344,945
Century 21	\$1,022,900	590	\$678,213	\$344,687
Ben & Jerrys	\$912,755	676	\$568,282	\$344,473
KYW	\$357,850	1792	\$13,402	\$344,448
Northern Trust Bank	\$344,315	1860		\$344,315
Foundation Recovery Systems	\$410,450	1546	\$66,154	\$344,296
Pendleton	\$444,164	1426	\$100,709	\$343,455
Gesa Credit Union	\$456,666	1391	\$113,878	\$342,788
Georgia Department Of Community Affairs	\$342,325	1871		\$342,325
Skymint Dispensary	\$487,419	1305	\$146,137	\$341,282
University Of South FL	\$521,348	1192	\$180,780	\$340,568
Puget Law Group	\$416,140	1529	\$75,754	\$340,386
Lyft	\$503,265	1254	\$163,205	\$340,060
Ava Labs	\$340,000	1888		\$340,000
Okcupid.com Dating Service	\$678,662	922	\$339,000	\$339,662

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
PointClickCare	\$374,750	1709	\$35,474	\$339,276
Public	\$338,900	1894		\$338,900
Missouri Department Of Health	\$400,091	1584	\$62,228	\$337,863
Michael A DeMayo Attorney	\$370,910	1725	\$33,500	\$337,410
Atlanta Braves Baseball Team	\$451,085	1400	\$113,696	\$337,389
Bachus & Schanker Attorneys	\$531,085	1168	\$193,800	\$337,285
Monday.com	\$1,156,220	527	\$818,937	\$337,283
University Of WA	\$672,827	929	\$335,699	\$337,128
North Face	\$342,571	1869	\$5,476	\$337,095
ABM Industries	\$336,317	1917		\$336,317
Houston Community College	\$340,606	1882	\$4,572	\$336,034
Gold Peak	\$363,223	1764	\$27,239	\$335,984
Ocean Resort Casino Atlantic City	\$335,412	1922		\$335,412
Shoot Straight Gun Range & Store	\$334,908	1926		\$334,908
Banana Republic	\$334,375	1930		\$334,375
DETROIT DEPT OF HEALTH	\$344,352	1859	\$10,000	\$334,352
Holistic Industries Dispensary	\$458,905	1382	\$124,665	\$334,240
Midwest Express Clinic	\$727,648	849	\$393,423	\$334,225
Crystal Farms Dairy	\$333,736	1937		\$333,736
Inspire Brands	\$354,084	1810	\$20,867	\$333,217
Fresno County Department Of Public Health	\$411,043	1544	\$79,370	\$331,673
Cracker Barrel Old Country Restaurant	\$20,266,143	12	\$19,934,698	\$331,445
South Carolina Department Of Parks & Tourism	\$438,223	1446	\$107,229	\$330,994
Milan Laser Hair Removal	\$330,376	1948		\$330,376
University Of MI	\$378,713	1682	\$48,568	\$330,145
Visiting Nurse Service Of NY	\$391,058	1626	\$60,925	\$330,133
Betfred Sports Betting	\$346,553	1846	\$18,670	\$327,883
Post Oak Local Dealer	\$731,985	845	\$404,415	\$327,570
BLUE BEACON TRUCK WASH	\$2,487,186	205	\$2,160,050	\$327,136
Atlantic Health System	\$924,821	664	\$598,377	\$326,444
UKG Employment Service	\$325,645	1982		\$325,645
Firestone Walker Brewing Co	\$369,196	1734	\$44,910	\$324,286
PROLIFE ACROSS AMERICA	\$2,809,480	182	\$2,485,365	\$324,115
Guinness	\$370,875	1726	\$46,875	\$324,000
St Lucia	\$323,389	1993		\$323,389
Natures Medicines Dispensary	\$421,866	1507	\$98,511	\$323,355
Casa Komos Beverage Group	\$368,390	1744	\$45,344	\$323,046
Covid-19 Vaccine Study	\$322,605	2001		\$322,605
LAWYERS FOR JUSTICE	\$435,031	1459	\$112,809	\$322,222
Butcher Box Meat Delivery Service	\$338,277	1902	\$16,175	\$322,102
CDC Centers For Disease Control & Prevention	\$708,935	878	\$386,913	\$322,022

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Hadestown	\$429,075	1484	\$107,151	\$321,924
Lake Effect Medical Marijuana Dispensary	\$336,527	1916	\$15,057	\$321,470
Uncle Nearest	\$335,783	1921	\$14,875	\$320,908
TMP Worldwide Advertising & Communications	\$320,860	2008		\$320,860
BetterHelp	\$320,711	2009		\$320,711
Art Of Banksy Art Gallery	\$320,429	2011		\$320,429
Ensurem Insurance Marketplace	\$320,284	2014		\$320,284
Lord Jones CBD Rituals Store	\$320,250	2015		\$320,250
Nova Home Loans	\$394,922	1608	\$75,378	\$319,544
Lion King	\$440,929	1436	\$121,720	\$319,209
Boston Market Restaurant	\$359,837	1778	\$40,688	\$319,149
Vacheron Constantin	\$318,925	2021		\$318,925
Idemia	\$318,306	2026		\$318,306
Geico Federal Credit Union	\$328,175	1970	\$10,307	\$317,868
Lili	\$317,750	2029		\$317,750
GENESYS HEALTH SYSTEM	\$317,700	2030		\$317,700
Wellmax Medical Centers	\$679,060	920	\$361,748	\$317,312
Childrens Healthcare Of Atlanta	\$393,809	1614	\$77,340	\$316,469
Fine Art America	\$332,090	1941	\$15,786	\$316,304
Biolife Plasma Service	\$511,801	1224	\$196,118	\$315,683
Vaccinations Protect	\$315,675	2044		\$315,675
Jameson	\$439,672	1441	\$124,000	\$315,672
Ripa & Assoc Construction Co	\$321,195	2006	\$5,750	\$315,445
Karen Millen	\$315,297	2048		\$315,297
PENNSYLVANIA DEPT/TRANS	\$345,950	1849	\$31,540	\$314,410
Radio One Radio	\$314,032	2052		\$314,032
Los Angeles Apparel Clothing Store	\$406,870	1557	\$92,961	\$313,909
Chicago Department Of Aviation	\$1,267,074	464	\$953,270	\$313,804
Corona	\$1,060,854	571	\$747,913	\$312,941
Craig Swapp & Assoc Attorneys	\$858,432	721	\$546,326	\$312,106
EG GROUP SERVICE	\$311,935	2062		\$311,935
Cincoro	\$336,937	1910	\$26,000	\$310,937
Penn Medicine	\$1,638,889	343	\$1,328,189	\$310,700
Steven Singer Jewelers	\$638,197	967	\$327,938	\$310,259
Texas Christian University	\$798,187	774	\$488,272	\$309,915
Ally Financial	\$619,837	1006	\$310,000	\$309,837
Multicultural Health Foundation	\$382,135	1664	\$72,559	\$309,576
Cortland Apartments	\$744,905	832	\$435,704	\$309,201
Fun Spot America	\$667,467	934	\$358,650	\$308,817
Harris Law Firm	\$404,508	1566	\$96,100	\$308,408
Nemours	\$511,310	1227	\$203,041	\$308,269

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Republic National Distributing Co	\$344,445	1858	\$36,222	\$308,223
Maverik Gas Station	\$796,546	776	\$488,448	\$308,098
Dreyers	\$307,617	2082		\$307,617
Mint Dentistry	\$635,050	974	\$327,500	\$307,550
Collaborative Drug Discovery	\$307,211	2088		\$307,211
USPS	\$505,221	1248	\$198,356	\$306,865
Dolce & Gabbana	\$576,522	1096	\$270,000	\$306,522
Off	\$305,511	2094		\$305,511
Kraft	\$987,384	616	\$682,391	\$304,993
Goldblatt & Singer Attorneys	\$465,341	1365	\$161,698	\$303,643
Cloud Cannabis Dispensary	\$359,087	1782	\$55,479	\$303,608
White Claw	\$456,709	1390	\$153,251	\$303,458
Christus Health	\$1,098,150	553	\$795,356	\$302,794
Eagle Eye Medical Marijuana Dispensary	\$302,690	2111		\$302,690
Arkansas Department Of Health	\$317,535	2031	\$15,000	\$302,535
MMM HEALTHCARE	\$1,079,121	560	\$777,077	\$302,044
Abilene Christian University	\$322,850	1998	\$21,727	\$301,123
American Ballet Theatre	\$312,178	2059	\$11,250	\$300,928
REALI REALTY	\$300,866	2126		\$300,866
WellSpan	\$502,853	1255	\$202,023	\$300,830
Jack Bernstein & Assoc Attorneys	\$446,986	1416	\$146,250	\$300,736
Health Care	\$301,169	2123	\$600	\$300,569
Bronx Zoo	\$320,473	2010	\$20,000	\$300,473
Law Offices Of Joumana B Kayrouz Pllc	\$299,557	2136		\$299,557
K Health	\$298,800	2141		\$298,800
Jackery	\$298,639	2144		\$298,639
Touro College	\$792,500	782	\$494,500	\$298,000
Stanford Health Care Center	\$577,590	1094	\$279,629	\$297,961
Markforged	\$297,926	2152		\$297,926
Harrahs Casino Hotels	\$2,496,715	204	\$2,198,850	\$297,865
Chateau Ste Michelle	\$440,225	1438	\$142,500	\$297,725
Sproud	\$297,625	2155		\$297,625
Chicago Automobile Trade Assn	\$297,315	2156		\$297,315
Sentry Data Systems	\$297,000	2159		\$297,000
Invitae	\$340,580	1883	\$43,750	\$296,830
Specs Wines Spirits & Finer Foods	\$1,354,038	428	\$1,057,669	\$296,369
Myrtle Beach SC	\$345,176	1854	\$49,339	\$295,837
Sea World Parks & Entertainment	\$294,873	2176		\$294,873
Atmos Energy	\$351,075	1822	\$56,850	\$294,225
Wawanesa Insurance Agency	\$348,000	1835	\$54,000	\$294,000
Estrella Insurance	\$913,101	675	\$619,301	\$293,800

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Edna Valley	\$325,694	1981	\$32,410	\$293,284
Orlando Health	\$3,198,480	158	\$2,905,304	\$293,176
Mississippi State	\$292,950	2194		\$292,950
Cigna	\$666,462	935	\$373,708	\$292,754
Nova	\$344,135	1861	\$52,000	\$292,135
New York State Department Of Labor	\$291,887	2201		\$291,887
Air Line Pilots Assn	\$337,442	1906	\$46,133	\$291,309
Pure Leaf	\$291,038	2207		\$291,038
Edgar Snyder & Assoc Attorneys	\$992,340	611	\$701,316	\$291,024
XpresCheck COVID-19 Testing	\$290,325	2214		\$290,325
Green Firefly Cannabis Store	\$290,000	2219		\$290,000
Avelo Airlines	\$289,487	2225		\$289,487
ANTHONY SUAREZ&ASSOC ATY	\$289,319	2226		\$289,319
Albuquerque NM	\$290,908	2209	\$2,187	\$288,721
Saracen Casino Resort	\$311,164	2063	\$22,617	\$288,547
Hy-Vee	\$941,884	657	\$653,754	\$288,130
Encore Resort	\$379,191	1678	\$91,250	\$287,941
Dropbox	\$398,005	1593	\$110,215	\$287,790
EG America Convenience Store	\$401,643	1579	\$114,938	\$286,705
Virgin Atlantic Airways	\$286,230	2245		\$286,230
DALLAS COLLEGE	\$286,105	2247		\$286,105
Massachusetts Department Of Public Health	\$659,032	946	\$373,059	\$285,973
Best Buy	\$285,858	2249		\$285,858
RPM Advertising	\$285,823	2250		\$285,823
MedMen	\$328,772	1966	\$43,135	\$285,637
Kelloggs	\$338,642	1897	\$53,315	\$285,327
Nasdaq Omx Trade Services	\$285,250	2257		\$285,250
Glossier	\$320,119	2016	\$35,000	\$285,119
Tiemann Law Firm	\$289,490	2224	\$4,659	\$284,831
Legends Sports Bar Restaurant	\$283,486	2272		\$283,486
TEGNA Inc	\$282,390	2278		\$282,390
Mass Save Services	\$281,740	2281		\$281,740
Paycom	\$747,953	830	\$466,442	\$281,511
AFS Foundation & Waterproofing Specialists	\$1,203,421	504	\$922,226	\$281,195
University Of North GA	\$357,363	1794	\$76,419	\$280,944
Empire Records	\$323,268	1994	\$43,175	\$280,093
Pocono Mountains PA	\$388,550	1637	\$108,664	\$279,886
American Care Center	\$286,568	2244	\$7,140	\$279,428
City Colleges Of Chicago	\$493,411	1282	\$214,399	\$279,012
Poppy & Rose Restaurant	\$279,012	2299		\$279,012
MetroMile	\$278,611	2304		\$278,611

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Revel Stoke	\$278,394	2306		\$278,394
Pasteur Medical Center	\$469,887	1354	\$191,520	\$278,367
Alabama Professional Services	\$460,040	1376	\$181,717	\$278,323
Office Depot	\$281,636	2283	\$3,575	\$278,061
Kushy Punch	\$438,783	1443	\$162,048	\$276,735
Newsbreak	\$291,661	2203	\$15,000	\$276,661
Estrella TV Network	\$368,799	1741	\$92,259	\$276,540
Mars	\$413,028	1539	\$137,017	\$276,011
Lovehoney Adult Store	\$275,668	2328		\$275,668
Marcos Pizza Restaurant	\$300,897	2125	\$25,646	\$275,251
Southern IL University	\$390,827	1629	\$115,588	\$275,239
Watches Of Switzerland Store	\$274,213	2338		\$274,213
Young Local Dealer	\$534,915	1158	\$260,767	\$274,148
Pechanga Resort & Casino Temecula	\$2,095,502	254	\$1,821,490	\$274,012
Sarasota Memorial Health Care System	\$273,221	2344		\$273,221
Starvox Entertainment	\$272,579	2349		\$272,579
Spitzer Local Dealer	\$316,204	2041	\$44,588	\$271,616
Connecticut Department Of Public Health	\$271,500	2360		\$271,500
St Francis Hospital & Medical Center	\$346,999	1838	\$75,575	\$271,424
SOBEWFF South Beach Wine & Food Festival	\$271,101	2364		\$271,101
Houston Museum Of Natural Science	\$334,611	1928	\$63,684	\$270,927
Supermicro	\$270,615	2370		\$270,615
Umpqua Bank	\$346,862	1842	\$76,327	\$270,535
Lululemon	\$448,999	1408	\$178,500	\$270,499
Green Chamber Dispensary	\$270,464	2371		\$270,464
Dietrich Law Firm	\$289,164	2227	\$18,851	\$270,313
Territory Medical Marijuana Dispensary	\$294,789	2177	\$24,560	\$270,229
Negrete Law Firm	\$448,609	1409	\$178,525	\$270,084
VMLY&R	\$270,039	2375		\$270,039
BioSpine Institute	\$716,000	869	\$446,095	\$269,905
Sysco Food Distributor	\$280,512	2291	\$10,950	\$269,562
Villian Arts	\$269,518	2379		\$269,518
Dominguez Law Firm	\$308,460	2075	\$39,019	\$269,441
Black Duck Partners	\$318,231	2027	\$48,979	\$269,252
California Secretary Of State	\$281,737	2282	\$12,952	\$268,785
Seven Feathers Casino Resort	\$819,775	753	\$551,374	\$268,401
New Mexico Department Of Health	\$323,059	1996	\$54,859	\$268,200
PHILLIPS DISTILLING	\$267,890	2390		\$267,890
Pella	\$521,605	1190	\$253,944	\$267,661
Chewy.com	\$668,901	933	\$401,295	\$267,606
Seminole Casino	\$516,654	1207	\$249,294	\$267,360

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
WFLC	\$267,000	2396		\$267,000
JewBelong.com	\$294,425	2178	\$27,760	\$266,665
BUCCANEERS TEAM STORE	\$334,321	1931	\$68,809	\$265,512
Taco Bell Restaurant	\$1,280,494	456	\$1,015,829	\$264,665
Tincup	\$278,721	2303	\$14,920	\$263,801
OMS	\$263,778	2425		\$263,778
Metra Commuter Trains	\$274,215	2337	\$10,500	\$263,715
Hooters Restaurant	\$1,499,621	377	\$1,236,067	\$263,554
Basf	\$568,379	1108	\$305,560	\$262,819
Highland Park Emergency Room	\$261,615	2441		\$261,615
Beacon Orthopaedics & Sports Medicine	\$336,636	1914	\$75,050	\$261,586
Dreem Green Medical Marijuana Dispensary	\$260,980	2447		\$260,980
Curaleaf Medical Marijuana Dispensary	\$905,780	683	\$645,046	\$260,734
SOUTHCOAST HOSP GROUP	\$512,593	1221	\$251,963	\$260,630
Kinecta Federal Credit Union	\$315,795	2043	\$55,250	\$260,545
Lloyd Baker Attorney	\$548,125	1134	\$287,698	\$260,427
Leidos Engineering	\$303,345	2108	\$43,011	\$260,334
Alpine Local Dealer	\$304,082	2103	\$43,796	\$260,286
ABM Mgt Group	\$260,159	2452		\$260,159
Idaho Department Of Health & Welfare	\$298,388	2148	\$38,420	\$259,968
New York Stock Exchange	\$507,565	1240	\$247,687	\$259,878
H&M Clothing Store	\$260,459	2450	\$900	\$259,559
Nutrabolt	\$259,438	2463		\$259,438
Hensley Legal Group	\$608,675	1028	\$349,351	\$259,324
Orchard.com	\$259,300	2465		\$259,300
Michaels Arts & Crafts Store	\$280,197	2294	\$20,901	\$259,296
Cure	\$408,714	1550	\$149,494	\$259,220
Canopy Health Organization	\$258,978	2471		\$258,978
Markup Media Organization	\$330,975	1945	\$72,000	\$258,975
University Of NC	\$659,603	944	\$401,342	\$258,261
SEIU Service Employees Intl Union	\$300,573	2129	\$42,600	\$257,973
TIAA Bank	\$277,975	2310	\$20,056	\$257,919
iRobot	\$257,601	2484		\$257,601
Ben E Keith	\$935,221	659	\$677,828	\$257,393
Valentino	\$539,239	1153	\$282,387	\$256,852
AMP Bank	\$256,546	2493		\$256,546
IFC Pictures	\$256,413	2498		\$256,413
IWA Local Dealer	\$706,070	882	\$449,824	\$256,246
Black Bear Diner	\$535,401	1157	\$279,585	\$255,816
Athletic Greens	\$255,425	2510		\$255,425
Ohio Department Of Health	\$374,120	1713	\$118,736	\$255,384

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Casetify	\$255,000	2512		\$255,000
Zevo	\$254,944	2516		\$254,944
Knotts Berry Farm	\$491,544	1287	\$237,339	\$254,205
New York Clinical Trials	\$253,770	2525		\$253,770
Detroit Lions Football Team	\$253,651	2528		\$253,651
Buff City Soap	\$326,266	1978	\$72,739	\$253,527
Farah & Farah Attorneys	\$2,187,678	240	\$1,934,233	\$253,445
EXECUTIVE HOMES	\$649,366	955	\$396,421	\$252,945
Law Offices Of J Chrisp	\$523,568	1182	\$270,926	\$252,642
Haven Creative Hub	\$252,075	2551		\$252,075
Boom Supercreative Marketing Service	\$251,883	2554		\$251,883
Natural Diamond Council	\$251,728	2557		\$251,728
Judge Group	\$251,505	2560		\$251,505
Criterion Global For Gorillas	\$251,250	2562		\$251,250
C3 Ai	\$1,016,843	596	\$765,654	\$251,189
William Raveis	\$369,891	1731	\$119,128	\$250,763
Immunize NV Organization	\$281,002	2290	\$30,295	\$250,707
Suarez Law Group	\$271,218	2363	\$20,834	\$250,384
Pekoe Group Marketing & Advertising Co	\$250,000	2577		\$250,000
Air Pros AC & Heating Contractor	\$249,536	2577		\$249,536
CrowdStrike	\$249,250	2581		\$249,250
Canela.TV	\$249,113	2582		\$249,113
All Seasons Imports Store	\$248,871	2585		\$248,871
GMT LOC DLR	\$328,868	1965	\$80,207	\$248,661
Autodesk	\$248,483	2591		\$248,483
Crab Du Jour Seafood Restaurant	\$317,977	2028	\$69,702	\$248,275
Fire Creek Cannabis Provisioning Center	\$294,029	2184	\$46,021	\$248,008
Freeburn & Hamilton Attorneys	\$499,825	1267	\$251,862	\$247,963
Insa Medical & Recreational Marijuana Dispensary	\$354,789	1808	\$106,963	\$247,826
Baylor Scott & White Health System	\$2,303,397	224	\$2,055,972	\$247,425
My Mochi	\$247,209	2606		\$247,209
Prada	\$1,786,869	310	\$1,539,749	\$247,120
Curacao Store	\$341,800	1876	\$95,400	\$246,400
Valley Health System	\$274,029	2340	\$27,778	\$246,251
Georgia Governors Office Of Highway Safety	\$335,399	1924	\$89,160	\$246,239
C3 Industries Medical Marijuana Dispensary	\$274,516	2334	\$28,357	\$246,159
Interactive College Of Technology	\$257,325	2487	\$11,235	\$246,090
Air Around The Clock AC & Appliance Service	\$400,002	1586	\$154,235	\$245,767
American Family Assn	\$338,802	1895	\$93,145	\$245,657
Empire Distribution	\$435,796	1452	\$190,569	\$245,227
Club Carwash	\$257,695	2481	\$13,237	\$244,458

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
NuMale Medical Center	\$892,459	694	\$648,141	\$244,318
SoundCloud	\$244,505	2634	\$600	\$243,905
Frame	\$243,325	2645		\$243,325
Hendricks	\$243,299	2647		\$243,299
Howard Hanna Realty	\$504,374	1250	\$261,179	\$243,195
KRE Kushner Real Estate Mgt	\$252,939	2538	\$10,570	\$242,369
FishBrain	\$242,052	2664		\$242,052
Hikei Modern Cannabis Dispensary	\$244,491	2635	\$2,621	\$241,870
NEWS BREAK	\$241,600	2666		\$241,600
Jim Ellis Local Dealer	\$339,284	1890	\$97,868	\$241,416
Zoo Miami	\$303,994	2104	\$62,642	\$241,352
Bridgewater Bank	\$331,565	1943	\$90,257	\$241,308
Beaumont Health System	\$256,688	2490	\$15,459	\$241,229
New York City Department For The Aging	\$241,071	2669		\$241,071
Chatham Parkway Local Dealer	\$382,595	1659	\$141,643	\$240,952
Silver Slipper Casino	\$369,430	1733	\$128,843	\$240,587
Cassena Care At New Britain	\$240,500	2677		\$240,500
MMM Of FL	\$597,682	1053	\$357,309	\$240,373
Main Event Entertainment Center	\$329,515	1954	\$89,156	\$240,359
Hulett Pest Control	\$239,711	2689		\$239,711
Juniper	\$248,500	2590	\$8,800	\$239,700
Peoples First Choice Recreational Marijuana Shop	\$254,950	2515	\$15,400	\$239,550
Sacramento Stormwater Quality Partnership	\$239,340	2691		\$239,340
Lerner & Rowe Attorneys	\$4,055,677	115	\$3,816,359	\$239,318
Snowflake Cloud Services	\$239,300	2692		\$239,300
Leafly	\$246,228	2617	\$7,000	\$239,228
Joel Osteen Ministries	\$239,214	2694		\$239,214
Theisens Home Farm Auto Center	\$284,006	2268	\$45,025	\$238,981
C&L Ward Bros Windows & Doors	\$237,570	2708		\$237,570
William Hill Sports Book	\$237,512	2709		\$237,512
Lee	\$237,200	2714		\$237,200
Dudley DeBosier Attorneys	\$1,135,684	534	\$898,663	\$237,021
ABT	\$1,244,680	482	\$1,007,879	\$236,801
CommonSpirit Health Organization	\$236,533	2716		\$236,533
Peloton Cycle	\$236,250	2722		\$236,250
University Of NM	\$480,461	1322	\$244,342	\$236,119
New Belgium	\$277,107	2320	\$41,000	\$236,107
Coop Ale Works Brewery	\$307,813	2081	\$71,800	\$236,013
Atkinson Watkins & Hoffmann Law Office	\$250,261	2573	\$14,500	\$235,761
Moomoo Brokerage	\$235,655	2728		\$235,655
Roman	\$235,481	2730		\$235,481

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Vanta	\$235,250	2732		\$235,250
Jove	\$235,075	2735		\$235,075
Stamford Health System	\$325,416	1983	\$90,780	\$234,636
Colorado State	\$246,875	2609	\$13,000	\$233,875
GetYourGuide	\$233,514	2753		\$233,514
POL-Mayor	\$1,109,130	545	\$876,351	\$232,779
Joel Bieber Attorney	\$634,173	977	\$401,421	\$232,752
Reifkind Thompson & Rudzinski Attorneys	\$341,987	1874	\$109,265	\$232,722
ZoomInfo	\$236,360	2720	\$3,661	\$232,699
Dulce Vida	\$547,147	1138	\$314,485	\$232,662
TruTV	\$270,716	2367	\$38,988	\$231,728
Brother	\$231,600	2775		\$231,600
California Department Of Public Health	\$775,418	799	\$544,055	\$231,363
Office Of The Secretary Of Higher Education	\$231,314	2780		\$231,314
Rolex	\$2,155,289	244	\$1,924,004	\$231,285
American Dream Meadowlands Shopping Center	\$380,374	1671	\$149,351	\$231,023
Fendi	\$271,882	2355	\$40,900	\$230,982
Cumberland Farms Food Store	\$402,681	1573	\$171,975	\$230,706
Herschel Supply Co	\$230,555	2787		\$230,555
Cancer Institute Of NJ	\$230,352	2790		\$230,352
Naqvi Injury Law Attorney	\$1,035,615	583	\$805,282	\$230,333
Ria Federal Credit Union	\$248,601	2589	\$18,776	\$229,825
Phreesia	\$251,895	2553	\$22,151	\$229,744
PMX Digital Marketing Agency	\$229,531	2794		\$229,531
DESERT SKY MALL	\$665,099	938	\$435,603	\$229,496
Womac Law Firm	\$229,292	2797		\$229,292
Puig	\$229,107	2801		\$229,107
Golightly & Vannah Attorneys	\$485,040	1309	\$255,985	\$229,055
Closets By Design	\$324,755	1987	\$95,785	\$228,970
Walt Disney	\$490,913	1291	\$262,113	\$228,800
Milk Handmade Clothing Store	\$228,656	2805		\$228,656
Carichoff Law Group	\$302,942	2110	\$74,378	\$228,564
AptDeco Furniture Store	\$261,246	2446	\$32,970	\$228,276
Inter Parfums	\$227,770	2816		\$227,770
Entercom	\$257,391	2486	\$30,000	\$227,391
US Coast Guard	\$271,569	2359	\$44,339	\$227,230
Brave Robot Ice Cream Shop	\$226,820	2824		\$226,820
Wake Forest Baptist Health	\$998,963	605	\$772,290	\$226,673
NEDERLANDER CONCERT	\$226,612	2829		\$226,612
Los Angeles County Superior Court	\$226,475	2833		\$226,475
Qatar Airways	\$360,861	1774	\$134,419	\$226,442

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Freddys Frozen Custard & Steakburgers Restaurant	\$1,009,022	601	\$782,868	\$226,154
Golden Nugget Casino	\$225,908	2840		\$225,908
Keen	\$229,506	2795	\$3,600	\$225,906
Revolve Fashion Clothing Store	\$225,840	2841		\$225,840
Viral Solutions COVID-19 Testing Service	\$252,310	2548	\$27,113	\$225,197
Reali.com	\$246,557	2615	\$21,435	\$225,122
Tipico Sportsbook	\$224,987	2854		\$224,987
Kutztown University	\$255,723	2507	\$31,402	\$224,321
Oakland Spine & Rehabilitation Center	\$223,709	2879		\$223,709
Hoag Hospital	\$312,784	2058	\$89,250	\$223,534
House Of Dank Dispensary	\$256,616	2492	\$33,094	\$223,522
Lees Air Conditioning & Heating Service	\$296,423	2165	\$72,935	\$223,488
Lauberge Hotel Casino Baton Rouge	\$223,220	2882		\$223,220
North TX Tollway Authority	\$316,690	2037	\$93,575	\$223,115
Church & Dwight	\$256,407	2499	\$33,300	\$223,107
SBLI USA	\$254,200	2522	\$31,211	\$222,989
SignalWire	\$222,963	2887		\$222,963
Deckers	\$222,290	2894		\$222,290
Together Credit Union	\$222,247	2895		\$222,247
CenterWell Senior Primary Care	\$221,696	2902		\$221,696
GROUNDWORKS CONTRACTOR	\$294,030	2183	\$72,535	\$221,495
Phil DiLucente & Assoc Attorneys	\$296,910	2160	\$75,500	\$221,410
Macys	\$1,694,914	330	\$1,473,589	\$221,325
Gametime	\$237,500	2710	\$16,250	\$221,250
Recruitics	\$221,050	2911		\$221,050
Chicago IL	\$220,894	2914		\$220,894
Twisted Tea	\$407,650	1552	\$187,198	\$220,452
Modern Ad Media Service	\$503,392	1252	\$283,146	\$220,246
Spirit Halloween Store	\$510,463	1231	\$290,709	\$219,754
Morris Bart Attorney	\$2,905,216	176	\$2,685,769	\$219,447
Frida Art Show	\$219,233	2931		\$219,233
Life Savers Emergency Room	\$366,936	1752	\$147,746	\$219,190
Washington State Department Of Health	\$400,076	1585	\$180,890	\$219,186
City Ventures Real Estate Developer	\$463,268	1369	\$244,802	\$218,466
Wash DC Department Of General Services	\$218,450	2940		\$218,450
Customer Wow Car Rental	\$218,107	2947		\$218,107
Armanino Accounting	\$218,031	2948		\$218,031
WSFL	\$217,929	2951		\$217,929
Intel	\$1,433,364	402	\$1,215,507	\$217,857
VIENNA AUSTRIA	\$217,820	2953		\$217,820
Restoration	\$217,750	2954		\$217,750

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Refloor Store	\$216,868	2967		\$216,868
Calm Assoc	\$216,666	2970		\$216,666
MetroPlus Health Plan	\$215,651	2988		\$215,651
Palm Beaches FL	\$215,344	2995		\$215,344
New York Yankees Baseball Team	\$252,907	2540	\$37,594	\$215,313
Beau Rivage Resort & Casino Biloxi	\$915,704	674	\$700,634	\$215,070
JOKR	\$215,000	3002		\$215,000
Harvard University	\$214,850	3003		\$214,850
New York Department Of Transportation	\$214,756	3004		\$214,756
Legoland	\$601,472	1041	\$386,952	\$214,520
Rubenstein & Rynecki Attorneys	\$214,366	3009		\$214,366
Dayan-Houman Professional Law	\$833,979	741	\$619,655	\$214,324
Gateway Health & Wellness Center	\$214,243	3012		\$214,243
HomeServe USA	\$300,292	2131	\$86,625	\$213,667
La Curacao Store	\$274,277	2336	\$60,986	\$213,291
Bombardier	\$234,545	2742	\$21,390	\$213,155
Southern Methodist University	\$359,827	1780	\$146,699	\$213,128
New Tang Dynasty	\$220,314	2918	\$7,211	\$213,103
St Jude Childrens Research Hospital	\$278,941	2301	\$65,900	\$213,041
Complete Basement Systems Contractor	\$212,992	3031		\$212,992
LIBRARY GENTLEMENS CLUB	\$212,822	3034		\$212,822
Oak Grove Racing Gaming & Hotel	\$383,909	1654	\$171,326	\$212,583
FMW Media Works	\$212,380	3040		\$212,380
Akamai	\$417,644	1520	\$205,573	\$212,071
Sound Transit Service	\$218,373	2942	\$6,470	\$211,903
Community Medical Centers	\$250,849	2568	\$38,993	\$211,856
Windy City Cannabis Club	\$223,882	2876	\$12,150	\$211,732
WPOZ	\$916,178	672	\$704,582	\$211,596
Wisconsin Department Of Tourism	\$284,916	2259	\$73,475	\$211,441
Mint Gaming Hall	\$281,428	2286	\$70,225	\$211,203
BIC Media Solutions	\$211,199	3048		\$211,199
Contractor Nation Service	\$217,953	2950	\$6,963	\$210,990
JumpCloud	\$210,828	3055		\$210,828
Richard Harris Law Firm	\$741,160	836	\$530,794	\$210,366
Wempe	\$331,561	1944	\$121,245	\$210,316
St Louis Cardinals Baseball Team	\$223,792	2877	\$13,493	\$210,299
Silver Eagle Distributors	\$490,407	1296	\$280,303	\$210,104
Sahara Hotel & Casino Las Vegas	\$336,777	1911	\$126,675	\$210,102
Boricua College	\$210,000	3061		\$210,000
Club One Casino	\$210,000	3062		\$210,000
Bravo Local Dealer	\$219,557	2929	\$9,779	\$209,778

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Kris Lindahl Real Estate Agent	\$450,004	1403	\$240,270	\$209,734
First Guaranty Bank	\$222,088	2897	\$12,390	\$209,698
Ochsner Health System	\$1,190,737	510	\$981,051	\$209,686
EXP	\$263,233	2429	\$53,585	\$209,648
CIA	\$209,491	3071		\$209,491
Panorama Tower Real Estate Development	\$209,340	3072		\$209,340
Milwaukee Brewers Baseball Team	\$313,223	2055	\$103,976	\$209,247
Franklin D Azar & Assoc Attorney	\$2,963,861	173	\$2,754,634	\$209,227
D&V Legal Advertising Service	\$209,216	3074		\$209,216
NASCAR	\$329,135	1960	\$120,422	\$208,713
Northfield Park Race Track	\$532,809	1163	\$324,219	\$208,590
DJ & Lindsey Realty	\$208,516	3081		\$208,516
MD Anderson Cancer Center	\$4,317,170	105	\$4,108,764	\$208,406
EUROPRO TANNING SALON	\$271,225	2362	\$63,296	\$207,929
Utah Department Of Health Services	\$481,731	1320	\$273,981	\$207,750
WoodSpoon Food Delivery	\$207,738	3089		\$207,738
Foundation Systems Of MI	\$258,685	2474	\$51,196	\$207,489
Mattress Firm Store	\$447,359	1414	\$240,197	\$207,162
Lonza	\$207,157	3097		\$207,157
Caddell Reynolds Law Firm	\$237,372	2711	\$30,240	\$207,132
Foothill Family Services	\$207,013	3100		\$207,013
New York Bariatric Group	\$634,276	975	\$427,433	\$206,843
H&M	\$584,155	1084	\$377,320	\$206,835
VentiSwap	\$206,655	3106		\$206,655
NAMCO National Artists Mgt Co	\$206,623	3107		\$206,623
Amazon Delivery Service	\$206,250	3111		\$206,250
Keeps	\$206,133	3113		\$206,133
University Of ME	\$457,401	1387	\$251,515	\$205,886
US Cellular	\$1,067,677	566	\$861,796	\$205,881
TSA Transportation Security Administration	\$212,633	3036	\$6,805	\$205,828
ZocDoc Medical Service	\$205,387	3124		\$205,387
Viega	\$205,373	3125		\$205,373
Moran Local Dealer	\$253,330	2533	\$47,992	\$205,338
Sawaya Law Firm	\$733,835	842	\$528,504	\$205,331
AMI Paris Clothing Store	\$205,165	3128		\$205,165
ECPI University	\$1,249,944	479	\$1,044,857	\$205,087
Jackson Health System	\$491,469	1288	\$286,510	\$204,959
Gettacar Local Dealer	\$441,769	1434	\$236,909	\$204,860
SCL Health System	\$755,597	823	\$550,763	\$204,834
Scott Warmuth Attorney	\$204,646	3136		\$204,646
Fabric Commerce	\$204,643	3137		\$204,643

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
US Drug Enforcement Administration	\$204,290	3141		\$204,290
Access Community Health Network	\$288,013	2236	\$83,750	\$204,263
Logix Federal Credit Union	\$310,870	2064	\$106,740	\$204,130
Shane Smith Attorney	\$204,039	3145		\$204,039
Tim Hortons Donut Shop	\$1,679,461	335	\$1,475,580	\$203,881
Harborside Health Center	\$203,683	3151		\$203,683
Wisconsin State	\$268,321	2388	\$64,884	\$203,437
Tampa Bay Lightning Hockey Team	\$232,908	2760	\$29,701	\$203,207
Communicare Health Service	\$403,606	1570	\$200,414	\$203,192
Detroit Wayne Mental Health Authority Organization	\$203,189	3160		\$203,189
Chicago Police Memorial Foundation	\$205,799	3117	\$2,630	\$203,169
McBride & Son Home Builder	\$326,184	1979	\$123,106	\$203,078
Bartenura	\$202,950	3168		\$202,950
Gabes	\$202,744	3171		\$202,744
Savannah Hilton Head Intl Airport	\$221,580	2905	\$18,929	\$202,651
Alvin Ailey American Dance Theater	\$202,500	3176		\$202,500
CO Department Of Public Health & Environment	\$253,700	2527	\$51,630	\$202,070
Urban Alternative Org	\$202,067	3182		\$202,067
Delta Dental	\$1,033,459	584	\$831,443	\$202,016
University Of ND	\$293,491	2187	\$91,547	\$201,944
Bittrex Global	\$201,609	3189		\$201,609
1-800-Ask-Gary Referral Service	\$823,929	751	\$622,535	\$201,394
Englewood Health Center	\$611,538	1021	\$410,190	\$201,348
Island View Casino Resort	\$1,468,640	390	\$1,267,475	\$201,165
Missoma Jewelry Store	\$200,622	3204		\$200,622
Dennis Law Firm	\$518,169	1202	\$317,553	\$200,616
LIBERTY HARBOR CONDO	\$200,590	3205		\$200,590
HURT BUILDING	\$200,357	3207		\$200,357
Southern Glazers Wine & Spirits	\$232,452	2767	\$32,158	\$200,294
SMSC Gaming	\$200,079	3210		\$200,079
Publicis Media	\$200,000	3214		\$200,000
FIRST STUDENT TRANS SVC	\$246,437	2616	\$46,527	\$199,910
IDEMIA National Security Solutions	\$199,856	3218		\$199,856
Holiday Builders	\$370,194	1728	\$170,361	\$199,833
Crosswinds Casino	\$199,717	3220		\$199,717
Los Angeles Philharmonic	\$199,622	3222		\$199,622
First Tech Federal Credit Union	\$199,620	3223		\$199,620
Varo Bank	\$376,047	1701	\$176,488	\$199,559
Just Works Computer Service	\$199,167	3229		\$199,167
ICON INTL SERVICES	\$199,055	3233		\$199,055
Atlantic Medical Group	\$244,214	2640	\$45,202	\$199,012

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Kickapoo Lucky Eagle Casino Hotel Eagle Pass	\$470,367	1353	\$271,447	\$198,920
Bloomingdales	\$198,884	3237		\$198,884
Studs.com Jewelry Store	\$198,742	3241		\$198,742
Paramount Real Estate Agency	\$356,635	1798	\$158,047	\$198,588
Phoong Law Corp	\$578,826	1091	\$380,415	\$198,411
Finks Jewelers	\$1,114,276	542	\$915,876	\$198,400
Outback Steakhouse	\$427,114	1494	\$228,997	\$198,117
Thomas J Henry Attorney	\$842,392	733	\$644,332	\$198,060
SANTA CLARA COUNTY CA	\$840,405	735	\$642,787	\$197,618
Epicor	\$197,494	3261		\$197,494
Johns Hopkins University	\$626,788	990	\$429,433	\$197,355
KTTV	\$197,260	3262		\$197,260
Durango	\$219,671	2927	\$22,500	\$197,171
Ulla Johnson	\$205,989	3116	\$9,375	\$196,614
GoSite	\$196,000	3285		\$196,000
Institute Of Police Technology & Mgt	\$600,506	1046	\$404,516	\$195,990
KelseyCare	\$195,958	3287		\$195,958
Optimum RV	\$353,895	1811	\$158,020	\$195,875
DC Department Of Health	\$195,765	3288		\$195,765
Gap	\$198,620	3244	\$3,044	\$195,576
Touch Squared Marketing	\$219,190	2932	\$23,630	\$195,560
Southwest Regional Council Of Carpenters	\$195,521	3293		\$195,521
MCM	\$195,338	3296		\$195,338
PATH MEDICAL CENTER	\$1,414,214	409	\$1,218,958	\$195,256
Apollo Health Care Center	\$196,266	3279	\$1,047	\$195,219
WLS	\$263,250	2427	\$68,060	\$195,190
Seamless	\$288,839	2231	\$93,750	\$195,089
Live Action Organization	\$194,930	3300		\$194,930
Greenbrook TMS NeuroHealth Centers	\$250,481	2571	\$55,589	\$194,892
Automotive Avenue Local Dealer	\$290,231	2217	\$95,347	\$194,884
Metro Credit Union	\$215,100	3000	\$20,250	\$194,850
Finland Financial Consulting Service	\$194,580	3310		\$194,580
Gordon & Partners Law Firm	\$704,873	884	\$510,707	\$194,166
AdQuick Advertising	\$407,301	1554	\$213,437	\$193,864
George Fox University	\$473,079	1347	\$279,220	\$193,859
Summit Medical Group	\$346,125	1849	\$152,277	\$193,848
Pilot Bookkeeping & Tax	\$193,741	3326		\$193,741
La Mesa RV Center	\$491,352	1289	\$297,670	\$193,682
Empire Medical & Recreational Marijuana Dispensary	\$276,366	2322	\$83,002	\$193,364
Cook County Health & Hospitals System	\$226,508	2831	\$33,214	\$193,294
Trinchero	\$214,450	3007	\$21,425	\$193,025

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Clear	\$224,212	2867	\$31,461	\$192,751
Golden Oak Lending Co	\$378,564	1683	\$185,844	\$192,720
Players Casino	\$506,747	1242	\$314,288	\$192,459
Elite Care Emergency Center	\$281,255	2289	\$88,853	\$192,402
Utah College Of Dental Hygiene	\$215,811	2985	\$23,498	\$192,313
Clif Bar & Co	\$192,179	3353		\$192,179
Vitalink Research	\$191,962	3357		\$191,962
Blaze Pizza Restaurant	\$218,511	2938	\$26,908	\$191,603
Smarte Carte	\$650,090	954	\$458,490	\$191,600
DeVry	\$191,409	3367		\$191,409
Rudys Country Store & Barbeque	\$505,484	1245	\$314,506	\$190,978
WorldRemit	\$190,825	3373		\$190,825
Tropical Smoothie Cafe	\$360,935	1772	\$170,313	\$190,622
Air Comfort Solutions Heat & Air	\$683,000	913	\$492,500	\$190,500
SEVIERVILLE TN	\$190,300	3380		\$190,300
3M	\$228,363	2811	\$38,066	\$190,297
Veronicas Insurance Agency	\$626,105	994	\$435,856	\$190,249
Precision Air & Plumbing Service	\$190,200	3383		\$190,200
Dry Pro Foundation & Crawlspace Specialists	\$198,357	3250	\$8,592	\$189,765
Austin Public Health	\$231,875	2773	\$42,125	\$189,750
Bombardier Recreational Products Store	\$305,236	2097	\$115,733	\$189,503
PETSENSE FACTORY OUTLET	\$189,283	3401		\$189,283
National CASA Assn	\$189,239	3402		\$189,239
Illinois Department Of Health	\$192,981	3340	\$3,951	\$189,030
SPOTCO THEATER	\$396,922	1599	\$207,900	\$189,022
MARCOM GROUP ADV SERVICE	\$188,798	3411		\$188,798
First Home Bank	\$240,290	2681	\$51,569	\$188,721
RV One Superstores	\$358,137	1788	\$169,736	\$188,401
London Jewelers	\$758,931	818	\$570,576	\$188,355
Harman	\$188,228	3418		\$188,228
Canopy Growth	\$187,980	3421		\$187,980
Ergatta	\$187,831	3424		\$187,831
West Chester University	\$277,607	2317	\$89,807	\$187,800
Pangaia	\$187,800	3425		\$187,800
Funimation	\$274,511	2335	\$86,750	\$187,761
Vizzy	\$1,385,316	417	\$1,197,620	\$187,696
Arena Media	\$187,550	3431		\$187,550
Central Park	\$187,500	3434		\$187,500
One World Observatory	\$187,500	3435		\$187,500
Downtown Seattle Assn	\$187,425	3435		\$187,425
Farm Bureau	\$730,828	848	\$543,441	\$187,387

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
TeamViewer	\$187,295	3441		\$187,295
Lithia Local Dealer	\$318,995	2020	\$131,896	\$187,099
University Of UT	\$492,807	1285	\$305,829	\$186,978
South Carolina Department Of Agriculture	\$202,673	3174	\$16,197	\$186,476
ChowNow Ordering System	\$186,383	3451		\$186,383
HOMEVEST RE AGENCY	\$438,445	1445	\$252,096	\$186,349
Chicago School Of Professional Psychology	\$270,704	2368	\$84,521	\$186,183
Atkinson & Watkins Attorney	\$258,639	2475	\$72,500	\$186,139
Clements Local Dealer	\$185,779	3458		\$185,779
HarborOne Bank	\$208,751	3077	\$23,025	\$185,726
Flores Tawney & Acosta Attorneys At Law	\$275,394	2329	\$89,696	\$185,698
Amyris Biotechnology	\$185,693	3459		\$185,693
JotForm	\$185,604	3464		\$185,604
Steven A Bagen & Assoc Attorney	\$774,654	800	\$589,077	\$185,577
HLK Advertising Agency	\$193,297	3334	\$8,306	\$184,991
J Crew	\$262,535	2435	\$78,033	\$184,502
Valparaiso University	\$340,162	1887	\$155,680	\$184,482
Elite Casino Resorts	\$254,011	2523	\$69,613	\$184,398
RPM RACEWAY INDOOR	\$413,049	1538	\$228,660	\$184,389
Authentic Brands Group	\$194,161	3319	\$10,000	\$184,161
California State Coastal Conservancy	\$187,650	3427	\$3,500	\$184,150
Simmons University	\$184,120	3487		\$184,120
University Of San Diego	\$304,297	2102	\$120,325	\$183,972
Golden Valley Health Centers	\$183,899	3490		\$183,899
Loewe	\$308,875	2074	\$125,000	\$183,875
Illy	\$183,750	3491		\$183,750
Virtua Healthcare System	\$268,864	2384	\$85,407	\$183,457
Jakes 58 Hotel & Casino	\$183,448	3496		\$183,448
Workday	\$192,650	3345	\$9,233	\$183,417
Summerfest	\$196,014	3283	\$12,600	\$183,414
MGM	\$183,380	3498		\$183,380
San Diego County District Attorney	\$211,826	3043	\$28,510	\$183,316
North Central TX Council Of Governments	\$183,276	3500		\$183,276
SWISSPORT CARGO SERVICE	\$183,271	3501		\$183,271
Starbucks Coffee Shop	\$766,429	809	\$583,212	\$183,217
Scratch Distillery	\$183,112	3505		\$183,112
Ceva Logistics	\$185,609	3463	\$2,500	\$183,109
Giordanos Restaurant	\$184,600	3479	\$1,500	\$183,100
Rowe Plastic Surgery Center	\$330,279	1949	\$147,304	\$182,975
Baptist Health	\$266,304	2404	\$83,740	\$182,564
CBD Kratom Shop	\$205,546	3120	\$22,985	\$182,561

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
McLane Food Service	\$220,159	2920	\$37,659	\$182,500
Prestige Wine Imports	\$208,732	3079	\$26,306	\$182,426
Berry Global	\$329,345	1955	\$146,924	\$182,421
First Community Credit Union	\$349,339	1827	\$166,960	\$182,379
World Games	\$184,623	3478	\$2,250	\$182,373
Colgate-Palmolive	\$182,295	3517		\$182,295
Brave Robot	\$182,150	3519		\$182,150
Connecticut State Lottery	\$1,444,864	399	\$1,262,776	\$182,088
Standard Heating & Air Conditioning Co	\$221,321	2907	\$39,357	\$181,964
Broward County Office Of Public Communications	\$181,680	3532		\$181,680
Blu Cigs	\$181,493	3536		\$181,493
Kissel Entertainment	\$191,916	3359	\$10,430	\$181,486
WholesomeCo Medical Marijuana Dispensary	\$181,363	3539		\$181,363
Gaylord Hotels	\$341,118	1880	\$159,846	\$181,272
TIAA	\$181,266	3540		\$181,266
Mad City Windows	\$362,439	1768	\$181,176	\$181,263
Tri-Star Pictures	\$181,250	3541		\$181,250
Lincoln	\$193,208	3336	\$12,000	\$181,208
Norcanna Medical Marijuana Dispensary	\$181,079	3542		\$181,079
Glenmorangie	\$269,216	2381	\$88,393	\$180,823
Ankin Law Office	\$263,157	2430	\$82,500	\$180,657
CleanSky Energy	\$180,578	3549		\$180,578
Fourtane Rolex Boutique	\$180,545	3551		\$180,545
New Hampshire State	\$308,352	2076	\$127,903	\$180,449
Apollo Heating & Air Conditioning	\$205,555	3119	\$25,404	\$180,151
Arizona Department Of Transportation	\$184,203	3485	\$4,200	\$180,003
MANHATTAN WEST RE DEV	\$180,000	3559		\$180,000
Network Capital Funding Corp	\$247,738	2599	\$68,000	\$179,738
Media Bridge Advertising	\$189,416	3400	\$9,714	\$179,702
Smith & Ball Injury Law	\$179,672	3565		\$179,672
Rad Law Firm	\$366,867	1753	\$187,299	\$179,568
Oquirrh Mountain Services	\$179,400	3571		\$179,400
Interscope Records	\$357,989	1790	\$178,591	\$179,398
Michigan Department Of Environment	\$183,187	3502	\$3,800	\$179,387
DAVIS-ELEN	\$179,325	3574		\$179,325
Fortis	\$724,742	850	\$545,615	\$179,127
Freshdirect.com	\$243,749	2642	\$64,750	\$178,999
Related Group Of FL Real Estate Developer	\$178,908	3582		\$178,908
Lockheed Martin	\$337,120	1908	\$158,307	\$178,813
Miami Dade County Government Information	\$184,263	3482	\$5,505	\$178,758
NYSUT NY State United Teachers Organization	\$178,661	3586		\$178,661

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Shoshone-Bannock Casino Hotel	\$178,596	3587		\$178,596
Kelley Blue Book	\$178,560	3588		\$178,560
Palm Angels Clothing Store	\$178,438	3591		\$178,438
Fort Worth Transportation Authority	\$273,890	2341	\$95,603	\$178,287
Aldi Food Store	\$306,883	2090	\$128,690	\$178,193
Waitr	\$223,201	2883	\$45,070	\$178,131
Farmers Dog	\$177,500	3610		\$177,500
Canela Media	\$177,462	3611		\$177,462
Todd Miner Attorney	\$648,763	957	\$471,873	\$176,890
Sexton	\$176,875	3622		\$176,875
HealthFirst	\$205,993	3115	\$29,254	\$176,739
Current TV Cable TV	\$176,660	3627		\$176,660
New Jersey Department Of Community Affairs	\$176,620	3629		\$176,620
Anchor	\$176,580	3631		\$176,580
Insperty	\$189,682	3394	\$13,125	\$176,557
Blood Connection Community Blood Center	\$209,947	3064	\$33,574	\$176,373
Fila	\$189,800	3393	\$13,433	\$176,367
Milos	\$510,699	1230	\$334,341	\$176,358
William Hill Casino	\$223,489	2881	\$47,445	\$176,044
Tennessee Safari Park	\$401,809	1577	\$226,056	\$175,753
Alion Science & Technology	\$175,665	3641		\$175,665
Comprehensive Healthcare Solutions	\$175,649	3642		\$175,649
PIERCING PAGODA JEWELRY	\$175,598	3645		\$175,598
William Hill Race & Sports Book	\$180,736	3547	\$5,489	\$175,247
Mercury Insurance	\$175,115	3650		\$175,115
Walner Law Firm	\$175,000	3652		\$175,000
Texas Tech University	\$773,160	803	\$598,181	\$174,979
Minnesota Timberwolves Basketball Team	\$195,625	3290	\$20,673	\$174,952
Cleveland Cavaliers Basketball Team	\$192,569	3350	\$17,644	\$174,925
Lalezary Law Firm	\$393,271	1616	\$218,407	\$174,864
LA Cannabis Co Shop	\$174,733	3658		\$174,733
Spanish Broadcasting System	\$227,650	2817	\$53,125	\$174,525
New York City Department Of Buildings	\$174,500	3662		\$174,500
Gonzaba Medical Group	\$295,333	2173	\$120,877	\$174,456
Coinflip	\$174,430	3663		\$174,430
Milestone Electric Co	\$538,219	1154	\$363,838	\$174,381
Diamond Braces Center	\$174,329	3666		\$174,329
Petoskey Area MI	\$190,007	3388	\$15,700	\$174,307
Simply Healthcare Plans	\$998,886	606	\$824,682	\$174,204
Levis	\$183,690	3493	\$9,707	\$173,983
US Department Of Labor	\$196,565	3276	\$22,600	\$173,965

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Altair	\$173,950	3675		\$173,950
Rebate Haus Real Estate	\$209,040	3076	\$35,178	\$173,862
Homie Real Estate Service	\$2,552,505	200	\$2,378,827	\$173,678
Texas State Aquarium	\$322,192	2003	\$148,643	\$173,549
Dobi Healthcare Services	\$173,425	3689		\$173,425
ROYAL WINE CORP	\$199,554	3224	\$26,250	\$173,304
Driveway Local Dealer	\$173,250	3694		\$173,250
Remedy Room Treatment Center	\$219,895	2923	\$46,802	\$173,093
Nova Farms	\$305,840	2093	\$132,748	\$173,092
Rooter Hero Plumbing Service	\$185,010	3470	\$12,000	\$173,010
Level Up Ventures	\$172,993	3698		\$172,993
CPC LOGISTICS INC	\$254,770	2518	\$81,798	\$172,972
Louisville Regional Airport	\$172,614	3702		\$172,614
NRW Global Business	\$172,290	3708		\$172,290
Carabin Shaw Injury Lawyers	\$277,678	2314	\$105,469	\$172,209
Follow Your Heart Market & Cafe	\$171,935	3715		\$171,935
Zero Fatalities Organization	\$175,213	3649	\$3,361	\$171,852
OneWheel	\$181,730	3530	\$10,000	\$171,730
Shea Local Dealer	\$171,666	3720		\$171,666
Houston Independent School District	\$252,530	2543	\$81,000	\$171,530
PG&E Pacific Gas & Electric Co	\$171,500	3724		\$171,500
Jungle Law Group	\$218,984	2936	\$47,562	\$171,422
NEWHALL LAND & FARMING	\$171,405	3727		\$171,405
Peelz	\$171,405	3728		\$171,405
MI Department Of Environment Great Lakes & Energy	\$199,650	3221	\$28,350	\$171,300
Major League Soccer	\$175,610	3644	\$4,500	\$171,110
Childrens Hospital Of Philadelphia	\$171,542	3723	\$467	\$171,075
#SAVEARTSPACE Organization	\$177,721	3602	\$6,701	\$171,020
Svedka	\$178,418	3592	\$7,550	\$170,868
Bonfes Plumbing & Heating Service	\$429,237	1482	\$258,552	\$170,685
Mission Partners Cannabis Dispensary	\$177,461	3612	\$6,823	\$170,638
Forevermark	\$170,550	3746		\$170,550
Central FL Expressway Authority	\$630,205	985	\$459,658	\$170,547
Ripleys Aquarium	\$185,885	3456	\$15,491	\$170,394
Waste Mgt Inc	\$195,019	3298	\$24,629	\$170,390
PinkCherry.ca	\$200,000	3213	\$29,700	\$170,300
University Of SC	\$330,183	1950	\$159,991	\$170,192
Opendoor Real Estate Service	\$170,056	3757		\$170,056
Texas Childrens Hospital	\$211,514	3046	\$41,713	\$169,801
Concern Worldwide Organization	\$169,775	3765		\$169,775
St Vincent Hospital	\$294,910	2175	\$125,339	\$169,571

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Shavelogic	\$169,553	3768		\$169,553
Turnberry Isle Resort Miami	\$169,499	3770		\$169,499
Elisa Nicholson Personal Appearance	\$169,362	3776		\$169,362
Shook & Stone Attorneys	\$305,078	2099	\$135,854	\$169,224
UHY LLP Certified Public Accountants	\$196,969	3269	\$27,878	\$169,091
Methodist Hospitals	\$1,328,510	437	\$1,159,473	\$169,037
Crawl Space Ninja Contractor	\$206,789	3105	\$37,800	\$168,989
Southeastern College	\$168,863	3782		\$168,863
Prospect Home Finance	\$168,832	3784		\$168,832
Nova Southeastern University	\$401,774	1578	\$232,948	\$168,826
Edge At Hudson Yards Observation Deck	\$177,627	3604	\$8,866	\$168,761
Vivo	\$168,750	3786		\$168,750
Xmondo Hair Supply Store	\$168,400	3796		\$168,400
Rippling	\$907,277	681	\$738,995	\$168,282
Kwik Shop Convenience Store	\$242,411	2660	\$74,312	\$168,099
Promedica Health System	\$324,311	1989	\$156,497	\$167,814
Performance Foodservice Store	\$201,667	3186	\$33,913	\$167,754
Serra Local Dealer	\$407,011	1556	\$239,540	\$167,471
Ilia	\$189,500	3398	\$22,287	\$167,213
Merck	\$633,222	982	\$466,197	\$167,025
Atrium Health	\$1,991,922	273	\$1,825,084	\$166,838
Hoffman Beverage Co	\$166,753	3829		\$166,753
Loud & Live	\$199,506	3225	\$32,772	\$166,734
Florida Intl University	\$307,105	2089	\$140,411	\$166,694
USA Health Network	\$181,027	3544	\$14,495	\$166,532
Polaris Project Organization	\$3,311,513	150	\$3,144,989	\$166,524
Zenleaf Medical Marijuana Dispensary	\$166,322	3832		\$166,322
Citgo Service Station	\$760,039	816	\$594,232	\$165,807
Rad Power Bikes	\$345,766	1851	\$179,991	\$165,775
Illy Issimo	\$165,625	3844		\$165,625
University Of Pittsburgh	\$171,587	3721	\$6,007	\$165,580
Richard Schwartz & Assoc Attorney	\$672,572	930	\$506,998	\$165,574
ONeill Vintners & Distillers	\$165,545	3846		\$165,545
Consolidated Communications	\$201,651	3187	\$36,344	\$165,307
Lanvin	\$175,276	3648	\$10,000	\$165,276
Claro	\$165,210	3854		\$165,210
St Kitts	\$165,000	3860		\$165,000
Huynh Law Firm	\$164,896	3864		\$164,896
Canadian Imperial Bank/Commerce	\$164,664	3871		\$164,664
COMMUNITY COFFEE SHOP	\$202,500	3177	\$38,175	\$164,325
Enchant Christmas Light Maze & Market	\$164,052	3884		\$164,052

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Nuclear Powers IL	\$164,010	3886		\$164,010
Alabama A&M University	\$318,730	2023	\$155,045	\$163,685
Purple	\$274,843	2331	\$111,372	\$163,471
US Waterproofing Co	\$198,148	3252	\$34,846	\$163,302
Longs Jewelers	\$479,249	1328	\$316,021	\$163,228
Duracell	\$163,172	3900		\$163,172
Bloom City Club Dispensary	\$192,645	3347	\$29,484	\$163,161
Childrens Medical Center	\$737,182	841	\$574,347	\$162,835
KeyBank	\$716,377	868	\$553,607	\$162,770
SafeBasements Of MN Contractor	\$185,655	3460	\$23,000	\$162,655
Glacier Equities Real Estate	\$162,499	3915		\$162,499
Messina Touring Group	\$162,450	3917		\$162,450
Adam & Eve Adult Store	\$753,016	824	\$590,887	\$162,129
Disparti Law Group	\$663,017	941	\$500,971	\$162,046
Chefs Store	\$161,997	3926		\$161,997
Luxottica	\$283,644	2270	\$121,650	\$161,994
RF Moeller Jewelers	\$251,172	2564	\$89,179	\$161,993
Legacy Health Systems	\$242,108	2663	\$80,149	\$161,959
Guaranteed Rate Mortgage	\$678,726	921	\$516,877	\$161,849
Touchstone Living Real Estate Developer	\$162,715	3911	\$1,100	\$161,615
Choiceone Bank	\$178,009	3600	\$16,438	\$161,571
DOWNTOWN ALLIANCE	\$161,500	3936		\$161,500
Orange Barrel Media	\$161,494	3937		\$161,494
Gatlinburg TN	\$603,714	1036	\$442,256	\$161,458
Summit Orthopedics	\$363,213	1765	\$201,825	\$161,388
Lenscrafters	\$161,197	3942		\$161,197
Teampay	\$161,160	3944		\$161,160
Seneca Resort & Casino	\$539,893	1149	\$378,766	\$161,127
Tampa Bay FL	\$379,951	1676	\$218,925	\$161,026
San Francisco Department Of Public Health	\$160,995	3946		\$160,995
Memorial Hospital At Gulfport	\$160,961	3947		\$160,961
FIRST STUDENT ORG	\$194,522	3311	\$33,580	\$160,942
Dallas Morning News	\$292,707	2196	\$131,778	\$160,929
BB&T Center	\$200,770	3202	\$40,000	\$160,770
Wisers	\$160,750	3951		\$160,750
San Manuel Band Of Mission Indians	\$313,510	2054	\$152,949	\$160,561
Centrum Medical Center West Hieleah	\$160,518	3955		\$160,518
Hanteo Global	\$182,016	3521	\$21,562	\$160,454
Off The Hook Yacht Sales	\$160,177	3964		\$160,177
New York Road Runners Organization	\$239,864	2686	\$80,000	\$159,864
YWCA	\$438,183	1447	\$278,407	\$159,776

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Jurassic Quest Event	\$190,444	3378	\$30,670	\$159,774
Madison Reed	\$165,382	3849	\$5,625	\$159,757
Monmouth Medical Center	\$289,623	2222	\$129,905	\$159,718
Southern CA Gas Co	\$173,759	3681	\$14,100	\$159,659
Western Regional Tourism District	\$159,623	3975		\$159,623
Columbus Vegetable Oils	\$206,838	3104	\$47,383	\$159,455
Philadelphia Eagles Football Team	\$255,959	2502	\$96,757	\$159,202
Parkview Health System	\$159,188	3986		\$159,188
Arculus	\$158,852	3990		\$158,852
Fiery Crab Restaurant	\$338,478	1898	\$179,686	\$158,792
Beyond Van Gogh Exhibition	\$158,766	3992		\$158,766
Gainesville FL	\$162,321	3919	\$3,578	\$158,743
RWJBarnabas Health System	\$1,017,012	594	\$858,283	\$158,729
Matforce	\$158,579	3995		\$158,579
Nevada Organic Remedies Marijuana Dispensary	\$280,292	2293	\$121,783	\$158,509
Lazy River Products Recreational Marijuana Dispensary	\$158,498	3997		\$158,498
Nations Lending	\$182,860	3507	\$24,708	\$158,152
Nexstar Media Group	\$195,602	3291	\$37,571	\$158,031
Martin Harding & Mazzotti Attorneys	\$341,625	1877	\$183,595	\$158,030
Washington State Department Of Veterans Affairs	\$158,000	4006		\$158,000
Allina Health Systems	\$230,833	2785	\$72,850	\$157,983
Hormel	\$173,366	3692	\$15,413	\$157,953
Bally Bet	\$157,860	4016		\$157,860
Texas Public Policy Foundation	\$161,174	3943	\$3,465	\$157,709
Klarna	\$271,840	2356	\$114,456	\$157,384
San Joaquin Valley College	\$435,479	1456	\$278,386	\$157,093
REEDS METALS RFNG&SDNG	\$429,016	1485	\$271,959	\$157,057
15Five Employee Feedback System	\$156,900	4035		\$156,900
Oracle	\$161,993	3927	\$5,200	\$156,793
THEATRE UNDER THE STARS	\$168,025	3807	\$11,375	\$156,650
Brooklyn Nets Basketball Team	\$156,620	4042		\$156,620
Oris	\$156,326	4050		\$156,326
Bella All Natural Store	\$156,000	4059		\$156,000
Lloyd Baker Powerhouse Injury Attorneys	\$156,000	4060		\$156,000
Allen Law Firm	\$1,198,057	506	\$1,042,169	\$155,888
Table Group Business Service	\$155,886	4064		\$155,886
Byrna	\$155,740	4070		\$155,740
SolutionHealth Cancer Institute	\$155,659	4075		\$155,659
Ich Enterprises Shipping Service	\$155,658	4076		\$155,658
Ligori & Ligori Attorneys	\$339,970	1889	\$184,425	\$155,545
Minnesota State Fair	\$155,437	4081		\$155,437

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Eataly	\$254,433	2520	\$99,519	\$154,914
Laurie Finkelstein Reader Realty	\$187,613	3429	\$32,710	\$154,903
Ohio Basement Systems	\$154,873	4096		\$154,873
Carter Mario Attorney	\$328,638	1968	\$174,100	\$154,538
Loria Medical Center	\$154,354	4110		\$154,354
Care New England Health System	\$189,844	3391	\$35,515	\$154,329
William Benefield & Assoc Contractor	\$247,610	2600	\$93,510	\$154,100
Austrian Airlines	\$243,400	2644	\$89,353	\$154,047
Yubo	\$154,025	4117		\$154,025
Sames Media Group	\$179,359	3572	\$25,355	\$154,004
Wondery	\$154,000	4119		\$154,000
Maier Gutierrez & Assoc Attorneys	\$153,950	4121		\$153,950
Wings Etc Grill & Pub	\$155,481	4079	\$1,665	\$153,816
United Wholesale Mortgage	\$153,720	4126		\$153,720
Perfect Union Cannabis Dispensary	\$153,708	4127		\$153,708
Edkey Organization	\$252,688	2541	\$98,992	\$153,696
Frenchys Bistro	\$153,628	4128		\$153,628
Lamacchia Realty	\$300,634	2128	\$147,150	\$153,484
Oilly	\$203,000	3166	\$49,810	\$153,190
HOLSTON MEDICAL GROUP	\$240,231	2683	\$87,109	\$153,122
First Baptist Church Of Dallas	\$233,816	2749	\$80,843	\$152,973
Food Rocket	\$152,940	4136		\$152,940
Home Record Jewelry Store	\$170,608	3744	\$17,732	\$152,876
Wisconsin Dells WI	\$449,099	1406	\$296,446	\$152,653
Union Group Of IL Medical Marijuana Dispensary	\$190,036	3386	\$37,451	\$152,585
Orlin & Cohen Orthopedic Group	\$329,225	1959	\$176,685	\$152,540
Biggby Coffee Shop	\$695,454	892	\$542,919	\$152,535
Gold Country Casino	\$199,808	3219	\$47,400	\$152,408
Misfits Market	\$157,874	4013	\$5,500	\$152,374
Zenith Insurance Co	\$152,286	4157		\$152,286
Pioneer Car Wash	\$177,425	3613	\$25,203	\$152,222
LOVERS ADULT SHOP	\$152,211	4158		\$152,211
Fujifilm	\$152,175	4160		\$152,175
IMP Concerts Venue	\$152,150	4160		\$152,150
Kwik Trip	\$1,984,116	277	\$1,832,092	\$152,024
Checkers Restaurant	\$623,551	1001	\$471,535	\$152,016
Curogram	\$152,000	4166		\$152,000
Swimply Rental Service	\$151,992	4167		\$151,992
Siegel Group Hotels	\$315,658	2045	\$163,824	\$151,834
James Cancer Hospital	\$489,834	1298	\$338,002	\$151,832
Orca Security	\$151,800	4175		\$151,800

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Evolution Gaming	\$159,289	3983	\$7,608	\$151,681
San Jose State University	\$151,663	4178		\$151,663
Del Rio & Caraway Attorneys	\$218,352	2943	\$66,778	\$151,574
Michigan Credit Union League	\$151,547	4183		\$151,547
Michigan State	\$212,563	3038	\$61,054	\$151,509
Yellow Rose Distilling	\$151,500	4185		\$151,500
Cook Out Restaurant	\$1,130,684	537	\$979,217	\$151,467
Cars.com Local Dealer	\$151,426	4186		\$151,426
Akcess24homes Realty	\$158,534	3996	\$7,293	\$151,241
Mr & Mrs Crab Restaurant	\$616,029	1015	\$464,853	\$151,176
SCE Federal Credit Union	\$151,100	4195		\$151,100
Music.com	\$177,225	3617	\$26,355	\$150,870
Mosquito Squad	\$173,629	3685	\$22,879	\$150,750
Aviation	\$150,587	4208		\$150,587
Prisma Health	\$242,147	2662	\$91,709	\$150,438
Pintas & Mullins Law Firm	\$626,766	991	\$476,333	\$150,433
James Scott Farrin Attorney	\$256,220	2500	\$105,787	\$150,433
Lattice	\$150,150	4221		\$150,150
Freeman Health System	\$609,356	1025	\$459,255	\$150,101
15Five	\$150,100	4223		\$150,100
Forever Collectibles	\$150,001	4226		\$150,001
Catholic Health Services Of Long Island	\$150,000	4227		\$150,000
Localize.city	\$150,000	4228		\$150,000
Teeling	\$150,000	4228		\$150,000
Nomi Health	\$149,961	4232		\$149,961
Tom McGraths Motorcycle Law Group	\$191,677	3363	\$41,780	\$149,897
Seaport	\$149,800	4239		\$149,800
Hook & Reel Restaurant	\$355,408	1805	\$205,666	\$149,742
MSC	\$369,484	1732	\$219,750	\$149,734
EVERGLADES HOLIDAY PARK	\$299,124	2138	\$149,416	\$149,708
Ivory Homes Real Estate Developer	\$186,783	3446	\$37,105	\$149,678
Hoskins Turco Lloyd & Lloyd Attorneys	\$170,049	3758	\$20,633	\$149,416
CarGroup Local Dealer	\$149,400	4246		\$149,400
California Highway Patrol	\$242,651	2657	\$93,310	\$149,341
Washington State Fair	\$152,764	4143	\$3,430	\$149,334
Government Of Canada	\$149,333	4248		\$149,333
Rana Furniture Store	\$252,125	2550	\$102,886	\$149,239
District Department Of Transportation	\$182,760	3511	\$33,600	\$149,160
Kentucky Kingdom Amusement Park	\$296,680	2164	\$147,695	\$148,985
YAMAHA MOTORS	\$197,008	3268	\$48,027	\$148,981
Chanel	\$6,849,249	62	\$6,700,376	\$148,873

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
ROBERT CHICK FRITZ DIST	\$159,946	3968	\$11,140	\$148,806
Pure Roots Cannabis Dispensary	\$148,806	4258		\$148,806
WKCF	\$148,760	4259		\$148,760
Florida Power Corp	\$178,056	3597	\$29,368	\$148,688
City Of Chicago IL	\$168,025	3806	\$19,367	\$148,658
VSP	\$150,425	4214	\$1,772	\$148,653
JARS Cannabis Dispensary	\$180,012	3558	\$31,404	\$148,608
MyBambu	\$148,518	4266		\$148,518
Sprig.com	\$148,385	4269		\$148,385
Mississippi State Medical Assn	\$188,150	3419	\$40,000	\$148,150
Uvalle Law Firm	\$683,151	912	\$535,060	\$148,091
Museum Of Arts & Design	\$148,000	4278		\$148,000
Bordas & Bordas Attorneys	\$167,852	3809	\$19,944	\$147,908
Ruggable	\$147,794	4283		\$147,794
Genesys Software	\$203,414	3157	\$55,700	\$147,714
Singing River Health System	\$264,292	2421	\$116,718	\$147,574
New York Mets Baseball Team	\$525,872	1176	\$378,327	\$147,545
Northeast Alternatives Marijuana Dispensary	\$343,808	1864	\$196,273	\$147,535
Childrens Home Society	\$147,419	4295		\$147,419
Coon Rapids Local Dealer	\$198,533	3246	\$51,270	\$147,263
Cuddl Duds	\$147,233	4297		\$147,233
KSBJ	\$759,939	817	\$612,722	\$147,217
Tabor Mortgage Group	\$188,107	3420	\$41,000	\$147,107
BPL Plasma Center	\$188,521	3415	\$41,434	\$147,087
Casa Del Sol	\$147,043	4302		\$147,043
St Marys County Health Department	\$203,042	3163	\$56,059	\$146,983
Loewy Law Firm	\$216,166	2981	\$69,200	\$146,966
Clark Pest Control	\$299,924	2133	\$152,987	\$146,937
BREX HEATING & AC CONTR	\$479,417	1326	\$332,536	\$146,881
TransparentBusiness Services	\$146,780	4310		\$146,780
Chicago Public Schools	\$297,967	2151	\$151,263	\$146,704
Berman Law Group	\$146,560	4318		\$146,560
Harmony Senior Services Facility	\$146,394	4325		\$146,394
Modern Health Mental Health Care	\$146,384	4326		\$146,384
UBS	\$157,837	4017	\$11,494	\$146,343
Mint Mobile	\$146,343	4329		\$146,343
Bobs Discount Furniture	\$680,236	918	\$533,900	\$146,336
Thomas Markle Jewelers	\$216,932	2966	\$70,612	\$146,320
OOIDA Owner-Operator Independent Drivers Assn	\$149,642	4242	\$3,500	\$146,142
Debbies Dispensary	\$156,253	4052	\$10,155	\$146,098
Field Museum	\$364,099	1763	\$218,038	\$146,061

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Lucky Leaf Expo	\$146,060	4333		\$146,060
Figure Technologies Financial	\$170,887	3738	\$25,000	\$145,887
AmeriHealth Caritas	\$145,733	4338		\$145,733
Nautilus 220 Real Estate Development	\$188,838	3409	\$43,314	\$145,524
District Of Columbia Lottery	\$588,043	1075	\$442,521	\$145,522
WBUR	\$145,400	4347		\$145,400
Liv Wellness Dispensary	\$212,729	3035	\$67,342	\$145,387
Bryant University	\$145,322	4353		\$145,322
Chicken Ranch Casino	\$145,235	4355		\$145,235
Falun Dafa Assn	\$571,166	1105	\$426,007	\$145,159
Pure Storage	\$159,320	3981	\$14,230	\$145,090
Dont Quit	\$145,008	4360		\$145,008
Stratton Mountain Resort	\$145,000	4361		\$145,000
Crystal	\$308,049	2079	\$163,070	\$144,979
Consume Cannabis Co	\$149,638	4243	\$4,688	\$144,950
Community	\$167,131	3821	\$22,250	\$144,881
Talking Stick Resort Casino Scottsdale	\$186,059	3454	\$41,259	\$144,800
Vivint	\$144,768	4367		\$144,768
Good Samaritan Hospital	\$189,963	3389	\$45,201	\$144,762
Madison Square Garden	\$258,524	2476	\$113,829	\$144,695
Northwell Health	\$788,584	785	\$643,921	\$144,663
Whitetail Properties Realty	\$178,014	3599	\$33,537	\$144,477
Little Cottage Caregivers Medical Marijuana Dispensary	\$144,100	4383		\$144,100
Sprig	\$144,082	4384		\$144,082
Quick Quack Car Wash	\$261,865	2440	\$117,786	\$144,079
Shrees Truck Stop	\$143,930	4392		\$143,930
Massachusetts Health Connector	\$161,230	3941	\$17,500	\$143,730
RCN	\$809,127	762	\$665,458	\$143,669
KQCA	\$184,747	3476	\$41,080	\$143,667
DOC STORE	\$152,755	4145	\$9,132	\$143,623
Boston MA	\$143,595	4401		\$143,595
Detroit Pistons Basketball Team	\$196,235	3280	\$52,705	\$143,530
Marianos Fresh Market	\$143,518	4403		\$143,518
Heal.com	\$143,271	4410		\$143,271
Pura	\$143,095	4413		\$143,095
Devils River	\$142,989	4417		\$142,989
Crafty Crab Restaurant	\$420,024	1513	\$277,178	\$142,846
Acceptance Insurance	\$146,400	4324	\$3,725	\$142,675
Biscuitville Restaurant	\$522,445	1186	\$379,884	\$142,561
Sixt Car Rentals	\$494,814	1279	\$352,309	\$142,505
Lumiere Place Casino & Hotels	\$306,861	2091	\$164,364	\$142,497

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Smiths Market	\$286,086	2248	\$143,800	\$142,286
SameDay Heating & Air	\$177,625	3605	\$35,365	\$142,260
Claro Enterprise Solutions	\$142,237	4446		\$142,237
Univera Healthcare	\$142,231	4447		\$142,231
Park Place Local Dealer	\$204,387	3139	\$62,244	\$142,143
TNT Fireworks Store	\$277,821	2313	\$135,696	\$142,125
WEBG	\$142,611	4429	\$500	\$142,111
Companion Medical Service	\$142,107	4456		\$142,107
Pure Options Recreational Marijuana Shop	\$144,711	4369	\$2,650	\$142,061
El Paso TX	\$230,319	2791	\$88,303	\$142,016
Columbia	\$289,078	2229	\$147,257	\$141,821
Albright College	\$171,715	3719	\$30,000	\$141,715
BPC Plasma Service	\$346,693	1844	\$205,035	\$141,658
Speed Raceway	\$206,864	3103	\$65,224	\$141,640
McLaren Macomb Hospital	\$141,571	4469		\$141,571
Casino Law Group	\$293,910	2185	\$152,357	\$141,553
McLaren Flint Medical Center	\$154,388	4109	\$13,175	\$141,213
Advanced Training Institute	\$163,632	3891	\$22,435	\$141,197
Watters Intl Realty	\$208,301	3083	\$67,150	\$141,151
Consumers Energy	\$246,097	2621	\$104,947	\$141,150
Chicago HIDTA Organization	\$156,000	4060	\$14,880	\$141,120
WESTERN STONE&METAL CORP	\$141,006	4488		\$141,006
New York Blood Center	\$202,542	3175	\$61,583	\$140,959
Providence Healthcare	\$509,477	1235	\$368,619	\$140,858
Casino Miami	\$411,659	1543	\$270,803	\$140,856
PROJECT BREAD ORG	\$246,105	2620	\$105,315	\$140,790
Store No8 Service	\$140,707	4498		\$140,707
Floki Inu	\$140,595	4501		\$140,595
New Jersey Department Of Environmental Protection	\$140,305	4508		\$140,305
BronxCare Health System	\$140,300	4509		\$140,300
Citizens Equity First Credit Union	\$344,611	1857	\$204,396	\$140,215
Naloxone	\$140,177	4512		\$140,177
Swiss Intl Airlines	\$140,000	4518		\$140,000
New Zealand	\$139,946	4521		\$139,946
Penn State Univ Hosp	\$1,102,811	551	\$962,902	\$139,909
CrumbI Cookies Bakery	\$224,919	2857	\$85,153	\$139,766
Bailey & Wood Financial Group	\$149,147	4251	\$9,410	\$139,737
Pennsylvania Department Of Human Services	\$224,049	2870	\$84,364	\$139,685
Massachusetts State Lottery	\$240,487	2678	\$100,830	\$139,657
Northwestern Medicine	\$397,301	1595	\$257,687	\$139,614
Montgomery County Dept Of Health & Human Services	\$139,485	4534		\$139,485

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
J&R Adventures	\$187,383	3438	\$48,078	\$139,305
Adlers Jewelers	\$217,631	2957	\$78,336	\$139,295
Marcus Theatres	\$168,577	3791	\$29,338	\$139,239
National Flood Insurance	\$139,013	4548		\$139,013
Certified Angus	\$139,000	4549		\$139,000
Dicks Sporting Goods	\$209,175	3075	\$70,200	\$138,975
Steve Dimopoulos Attorney	\$300,955	2124	\$162,076	\$138,879
Lazydays RV Center	\$239,368	2690	\$100,497	\$138,871
Islamic Relief Organization	\$235,365	2731	\$96,631	\$138,734
Richie Litigation Attorney	\$198,700	3242	\$60,000	\$138,700
Rosemarie Arnold Attorney	\$138,693	4554		\$138,693
Wnдр Museum	\$138,603	4555		\$138,603
SingleStore	\$138,572	4558		\$138,572
Rothenberg Law Firm	\$251,226	2563	\$112,668	\$138,558
Chapman Local Dealer	\$155,349	4084	\$16,881	\$138,468
Skyy	\$138,389	4566		\$138,389
Meerkat Pest Control	\$207,321	3093	\$69,011	\$138,310
National Fuel Gas Co	\$146,800	4309	\$8,627	\$138,173
Nexio Computer Service	\$213,783	3019	\$75,744	\$138,039
Auburn University	\$395,585	1606	\$257,571	\$138,014
Mount Valley Foundation Services	\$137,882	4579		\$137,882
Pigeon Forge TN	\$351,436	1820	\$213,657	\$137,779
Forty North Media Advertising Services	\$137,500	4587		\$137,500
TruStone	\$137,340	4594		\$137,340
Tomo Mortgage	\$137,280	4596		\$137,280
Insomniac Event	\$144,250	4380	\$7,000	\$137,250
LA State Board Of Licensed Professional Counselors	\$137,158	4601		\$137,158
University System Of GA	\$195,573	3292	\$58,419	\$137,154
Apollo Insurance Agency	\$137,125	4604		\$137,125
Pennsylvania Department Of Treasury	\$155,412	4082	\$18,300	\$137,112
Solar Shoppers Contractor	\$211,462	3047	\$74,351	\$137,111
Tommys Express Car Wash	\$232,100	2770	\$95,004	\$137,096
Miami Intl Film Festival	\$166,107	3838	\$29,054	\$137,053
Great Lakes MI Jobs Coalition	\$136,898	4615		\$136,898
Mono Wind Casino	\$259,526	2462	\$122,636	\$136,890
Montecito Bank & Trust	\$196,800	3272	\$60,000	\$136,800
Jurassic World The Exhibition	\$136,784	4619		\$136,784
Trinity Health System	\$272,666	2347	\$136,109	\$136,557
First Light Fed Crdt Un	\$147,180	4298	\$10,832	\$136,348
M&T Bank	\$522,458	1185	\$386,140	\$136,318
Meldon Law Firm	\$136,125	4635		\$136,125

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Avalanche	\$136,100	4636		\$136,100
Billups Worldwide	\$138,512	4560	\$2,500	\$136,012
Dino Safari	\$145,218	4356	\$9,231	\$135,987
Ecobee	\$135,950	4638		\$135,950
Bonneville Communications	\$135,917	4640		\$135,917
Augusta University	\$175,000	3651	\$39,185	\$135,815
Ivy League Cannabis	\$135,644	4645		\$135,644
Rudolph Baker & Assoc Attorneys	\$184,994	3472	\$49,408	\$135,586
Cargill	\$205,287	3126	\$69,884	\$135,403
Brown Bear Car Wash	\$135,350	4651		\$135,350
Confluence Academy	\$165,650	3843	\$30,500	\$135,150
Mountain Health Network	\$135,148	4658		\$135,148
SFMTA San Francisco Municipal Transportation Agency	\$146,614	4316	\$11,538	\$135,076
Small Business Assn Of MI	\$135,058	4662		\$135,058
Schmidt Law Office	\$342,778	1868	\$207,738	\$135,040
Fotografiska Museum	\$135,000	4665		\$135,000
Los Angeles Kings Hockey	\$135,000	4666		\$135,000
Paul Wilkinson Attorney	\$135,000	4666		\$135,000
Arizona Diamondbacks Baseball Team	\$224,829	2860	\$89,962	\$134,867
Pennsylvania State	\$172,250	3709	\$37,429	\$134,821
Oakland Athletics Baseball Team	\$144,736	4368	\$9,950	\$134,786
Start Early	\$134,518	4683		\$134,518
Coulter Harsh Law Firm	\$147,020	4303	\$12,540	\$134,480
M&C Agency Corp	\$155,662	4074	\$21,213	\$134,449
San Diego Tourism Authority	\$134,443	4686		\$134,443
Sandos Hotels & Resorts	\$134,413	4687		\$134,413
POL-Lieutenant Governor	\$158,787	3991	\$24,400	\$134,387
Valdosta State University	\$134,362	4691		\$134,362
Utah First Credit Union	\$360,884	1773	\$226,554	\$134,330
Sirius Federal IT Solutions	\$134,326	4693		\$134,326
Nespresso	\$171,780	3718	\$37,508	\$134,272
Choctaw Nation Of OK	\$260,333	2451	\$126,136	\$134,197
M&R Residential Home Improvement	\$182,797	3509	\$48,650	\$134,147
AULTMAN HEALTH FNDRN	\$134,045	4703		\$134,045
Celsius	\$134,024	4705		\$134,024
State Of UT	\$135,914	4641	\$1,959	\$133,955
SMALL BUSINESS ASSN	\$133,908	4711		\$133,908
Norton HealthCare	\$426,205	1497	\$292,768	\$133,437
Ohio ENT & Allergy Physicians	\$133,400	4722		\$133,400
RTG FURNITURE STORE	\$245,238	2630	\$111,891	\$133,347
DB Real Estate	\$278,086	2309	\$144,750	\$133,336

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
CPS Energy	\$368,998	1737	\$235,684	\$133,314
JES CONSTRUCTION	\$146,057	4334	\$12,801	\$133,256
Mister Sparky Electrician	\$294,179	2182	\$160,939	\$133,240
Farfetch'd Apparel Clothing Store	\$133,100	4733		\$133,100
InterContinental Hotels	\$1,471,315	389	\$1,338,413	\$132,902
Triller	\$132,683	4746		\$132,683
NTI National Technical Institute	\$141,492	4473	\$8,857	\$132,635
Tampa Bay Buccaneers Football Team	\$140,760	4495	\$8,250	\$132,510
Covid-19 Anti-Vaxxer Campaign	\$132,500	4749		\$132,500
San Diego CA	\$567,199	1111	\$434,928	\$132,271
Akua Mind & Body Addiction Center	\$142,145	4453	\$10,006	\$132,139
Bosak Local Dealer	\$500,401	1264	\$368,376	\$132,025
Brooklyn Museum	\$132,000	4759		\$132,000
Indiana Family & Social Service Administration	\$131,950	4760		\$131,950
Dime Community Bank	\$133,150	4731	\$1,233	\$131,917
FWD.us Organization	\$131,826	4765		\$131,826
Fifco USA	\$135,288	4654	\$3,482	\$131,806
Regency Furniture Store	\$464,329	1366	\$332,537	\$131,792
METRO HEALTH	\$416,526	1527	\$284,869	\$131,657
Coming To America	\$131,602	4769		\$131,602
ZooTampa At Lowry Park	\$758,653	819	\$627,115	\$131,538
NFL	\$180,867	3546	\$49,419	\$131,448
Jerrys Home Improvement Center	\$131,419	4772		\$131,419
Tennessee Valley Oral Surgery	\$131,237	4778		\$131,237
Colorado Coalition Against Sexual Assault	\$131,150	4781		\$131,150
Stromega Services	\$131,145	4782		\$131,145
Virginia Commonwealth University	\$456,918	1388	\$325,836	\$131,082
FEMA	\$131,074	4784		\$131,074
Long & Foster	\$237,294	2712	\$106,265	\$131,029
Webuyanycar.com Local Dealer	\$435,120	1458	\$304,130	\$130,990
Verilife Medical Marijuana Dispensary	\$644,460	961	\$513,534	\$130,926
Pisa Farmaceutica Mex	\$329,089	1961	\$198,177	\$130,912
Feather Falls Casino	\$215,506	2992	\$84,640	\$130,866
ROW	\$130,849	4791		\$130,849
Marcolin	\$130,782	4795		\$130,782
Maille	\$130,724	4797		\$130,724
Plum Market	\$193,758	3325	\$63,238	\$130,520
South Carolina Department Of Public Safety	\$222,423	2892	\$91,964	\$130,459
What Waist	\$130,450	4807		\$130,450
OptumCare Medical Group	\$257,278	2488	\$126,832	\$130,446
Legacy Community Health Services	\$604,846	1035	\$474,483	\$130,363

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Latitude Margaritaville Real Estate Development	\$130,221	4815		\$130,221
WOODBIDGE WINERY	\$136,967	4614	\$6,750	\$130,217
Froneri	\$130,200	4816		\$130,200
Refined Lending	\$130,200	4817		\$130,200
Meds Cafe Center	\$194,199	3318	\$64,019	\$130,180
One Casino Resort	\$130,170	4817		\$130,170
BAKER ROOFING SERVICES	\$142,411	4435	\$12,262	\$130,149
Los Angeles Unified School District	\$130,118	4820		\$130,118
West County Local Dealer	\$523,701	1181	\$393,684	\$130,017
Ramos Injury Firm	\$130,000	4824		\$130,000
TalkDesk	\$130,000	4824		\$130,000
Premier America Credit Union	\$129,975	4824		\$129,975
District Of Columbia Department Of Health	\$349,725	1826	\$219,780	\$129,945
Direct Energy	\$1,211,443	498	\$1,081,518	\$129,925
Ace Hardware	\$510,095	1233	\$380,197	\$129,898
Spinx Convenience Store	\$609,787	1024	\$479,947	\$129,840
10K Projects	\$257,950	2478	\$128,110	\$129,840
Benenati Law Firm	\$129,713	4837		\$129,713
Pittsburgh Penguins Hockey Team	\$129,625	4840		\$129,625
Thule	\$130,610	4800	\$1,000	\$129,610
Augusta Vin	\$129,582	4842		\$129,582
Mission Federal Credit Union	\$259,370	2464	\$129,800	\$129,570
MediGold	\$151,076	4196	\$21,581	\$129,495
Aristocrat Technologies	\$140,741	4496	\$11,349	\$129,392
Influence Church	\$139,160	4544	\$10,000	\$129,160
Lowes Foods Store	\$1,035,961	582	\$906,861	\$129,100
El Dorado Furniture Store	\$273,620	2343	\$144,525	\$129,095
Vanderbilt University Medical Center	\$493,301	1284	\$364,233	\$129,068
Perry & Young Attorney At Law	\$242,662	2656	\$113,605	\$129,057
BRANSON/LAKES AREA	\$129,000	4856		\$129,000
Advance Auto Parts Store	\$128,888	4860		\$128,888
Mad Genius Advertising Agency	\$128,859	4861		\$128,859
Wyandotte Casino	\$128,825	4863		\$128,825
Kettering Health Network	\$268,586	2386	\$139,890	\$128,696
University Of NV	\$219,939	2921	\$91,330	\$128,609
DELAWARE DEPT/PUB HLTH	\$283,285	2274	\$154,697	\$128,588
Ozy Media	\$128,475	4872		\$128,475
Anthem	\$134,173	4697	\$5,700	\$128,473
SAN JOSE CA	\$176,146	3636	\$47,854	\$128,292
Bottega Veneta	\$159,750	3973	\$31,500	\$128,250
Big Night Entertainment Group	\$141,180	4481	\$13,000	\$128,180

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
ECO Cannabis Medical Marijuana Dispensary	\$128,170	4882		\$128,170
Weis Store	\$875,928	709	\$748,017	\$127,911
Hornblower Cruises & Events	\$205,448	3122	\$77,549	\$127,899
Kirtland Federal Credit Union	\$291,769	2202	\$163,966	\$127,803
Maimonides Medical Center	\$756,497	822	\$628,722	\$127,775
Victaulic	\$127,726	4893		\$127,726
KTAZ	\$127,603	4896		\$127,603
Terry Bryant Attorney	\$251,143	2565	\$123,641	\$127,502
Derrick Law Firm	\$203,469	3155	\$75,985	\$127,484
Media Fortitude Partners Marketing	\$127,680	4895	\$200	\$127,480
Darya Hope	\$127,450	4900		\$127,450
Amon Carter Museum	\$532,617	1164	\$405,283	\$127,334
WAEPA Worldwide Assurance	\$246,701	2612	\$119,399	\$127,302
COOK COUNTY BUR/HLTH SVC	\$188,269	3417	\$61,180	\$127,089
Patricia Cornwell	\$126,998	4908		\$126,998
Losavio Law Office	\$161,757	3933	\$34,889	\$126,868
UNFI United Natural Foods	\$164,361	3876	\$37,500	\$126,861
Norms Restaurants	\$325,325	1984	\$198,514	\$126,811
Cybereason	\$161,925	3928	\$35,130	\$126,795
Homeland Security & Emergency Mgt Agency	\$143,475	4406	\$16,728	\$126,747
A1 Garage Door Service	\$235,172	2733	\$108,557	\$126,615
Stubbs Dental Center	\$260,128	2453	\$133,516	\$126,612
Wisconsin State Fair	\$134,165	4699	\$7,578	\$126,587
CLUB FUGAZI	\$126,585	4933		\$126,585
Avid Hotels	\$148,863	4257	\$22,490	\$126,373
Old National Bank	\$142,300	4444	\$15,950	\$126,350
Reprise	\$126,308	4940		\$126,308
BAILEY NURSERIES	\$265,698	2407	\$139,412	\$126,286
Monsour Law Firm	\$207,154	3098	\$80,944	\$126,210
JBS	\$138,773	4553	\$12,632	\$126,141
Nebraska State	\$284,024	2266	\$158,003	\$126,021
USA Mitchell Cancer Institute	\$126,021	4951		\$126,021
Infiniti	\$137,500	4588	\$11,586	\$125,914
St Louis City SC	\$131,430	4771	\$5,542	\$125,888
Lexus Dealer Assn	\$334,688	1927	\$208,804	\$125,884
BYU TV	\$485,226	1308	\$359,564	\$125,662
Smoothie King	\$403,730	1569	\$278,140	\$125,590
Joe Bonamassa Personal Appearance	\$163,509	3895	\$38,073	\$125,436
Femminineo Attorneys	\$295,924	2167	\$170,537	\$125,387
Brandsmart	\$551,512	1130	\$426,258	\$125,254
Boot Factory Outlet	\$125,085	4980		\$125,085

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Cantazo Media Group	\$125,000	4984		\$125,000
Dame	\$125,000	4985		\$125,000
Hornblower Niagara Cruises	\$125,000	4985		\$125,000
Roman & Roman Law Firm	\$125,000	4985		\$125,000
Tampa Bay Superbowl Host Committee	\$125,000	4985		\$125,000
Today Tix	\$125,000	4985		\$125,000
Dr Scholls	\$124,945	4985		\$124,945
Bernstein & Maryanoff Attorneys	\$124,788	4997		\$124,788
Lighthouse Group	\$139,953	4520	\$15,300	\$124,653
Medica	\$377,092	1694	\$252,465	\$124,627
Walser Local Dealer	\$128,223	4878	\$3,600	\$124,623
Vision Services Plan	\$124,620	5002		\$124,620
Bespoke Theatricals	\$164,285	3878	\$39,706	\$124,579
Derby City Gaming Casino	\$405,543	1559	\$281,029	\$124,514
NEWARK BETH ISRL MED CTR	\$269,944	2377	\$145,466	\$124,478
Strategic America Marketing Agency	\$151,002	4197	\$26,558	\$124,444
Lou Fusz Local Dealer	\$326,351	1976	\$202,056	\$124,295
California Pizza Kitchen Restaurant	\$124,240	5016		\$124,240
Route 66 Casino Hotel	\$598,884	1051	\$474,681	\$124,203
Newport Racing & Gaming	\$198,285	3251	\$74,085	\$124,200
Durkin Tactical Store	\$124,177	5018		\$124,177
Neighborly Home Care	\$124,057	5022		\$124,057
Pinay	\$124,000	5027		\$124,000
Beacon Plumbing Heating & Mechanical	\$153,983	4120	\$30,000	\$123,983
Arkansas Department Of Human Services	\$125,908	4954	\$1,930	\$123,978
iTranslate	\$123,880	5029		\$123,880
FLAGSTOP CAR WASH	\$143,828	4396	\$19,968	\$123,860
Domingo Garcia Attorney	\$356,549	1799	\$232,841	\$123,708
Landmark Recovery Of Louisville Clinic	\$123,679	5035		\$123,679
Ingles Supermarkets	\$341,321	1879	\$217,710	\$123,611
Miami Beach Medical Group	\$241,145	2668	\$117,725	\$123,420
Del Real	\$123,250	5052		\$123,250
VINSON ADV	\$168,753	3785	\$45,646	\$123,107
AMC	\$511,270	1228	\$388,311	\$122,959
PROJECT PROTECT ORG	\$122,768	5061		\$122,768
Broward County Public Schools	\$124,129	5021	\$1,400	\$122,729
Cano Health & Rehabilitation Clinic	\$424,063	1502	\$301,342	\$122,721
Mohican North Star Casino Hotel	\$122,626	5065		\$122,626
818 Tequila	\$122,550	5068		\$122,550
Grassdoor	\$155,100	4092	\$32,600	\$122,500
American Assn Of Senior Citizens	\$122,500	5070		\$122,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Mirsch-Alpha Pictures	\$124,491	5006	\$2,041	\$122,450
KTRK	\$132,432	4750	\$10,000	\$122,432
GRACIE SQUARE HOSPITAL	\$122,380	5075		\$122,380
King Jewelers Ltd	\$419,757	1514	\$297,414	\$122,343
New York State Energy Coalition	\$122,336	5077		\$122,336
California Assn Of Food Banks	\$122,259	5081		\$122,259
DCU Digital Federal Credit Union	\$122,249	5083		\$122,249
Veryable Service	\$122,200	5085		\$122,200
Metropolitan State University	\$218,381	2941	\$96,199	\$122,182
Kelly Local Dealer	\$663,110	940	\$541,083	\$122,027
Emerus Hospital Partners	\$490,744	1294	\$368,821	\$121,923
Land O Lakes	\$123,213	5053	\$1,478	\$121,735
New York Life	\$137,495	4588	\$15,770	\$121,725
Wisconsin Department Of Natural Resources	\$121,666	5102		\$121,666
Fox	\$10,018,182	38	\$9,896,537	\$121,645
Puff Cannabis Co Dispensary	\$259,701	2458	\$138,065	\$121,636
Evinrude	\$254,968	2514	\$133,356	\$121,612
Seguin Local Dealer	\$212,823	3033	\$91,214	\$121,609
Higher Level Medical Marijuana Dispensary	\$124,577	5004	\$3,013	\$121,564
Gobi	\$121,545	5110		\$121,545
111 Salvage Used Auto Parts Store	\$190,986	3372	\$69,551	\$121,435
Mod Pizza Restaurant	\$401,535	1580	\$280,114	\$121,421
Utah Therapeutic Health Center	\$124,784	4998	\$3,493	\$121,291
Garces Grabler & LeBrocq Law Firm	\$121,250	5122		\$121,250
FACE Amusement Group	\$121,245	5123		\$121,245
PAL Consulting Mgt	\$137,667	4583	\$16,428	\$121,239
Delaware County Transportation	\$137,001	4611	\$15,771	\$121,230
Cardinal Local Dealer	\$125,455	4970	\$4,250	\$121,205
Highland Dunes Assoc Property	\$121,042	5134		\$121,042
Indiana Commission On Higher Education	\$120,976	5137		\$120,976
Universal Sports Auctions	\$120,950	5140		\$120,950
Top Tracking System	\$252,615	2542	\$131,776	\$120,839
Faubourg Brewing Co	\$120,748	5151		\$120,748
National Gallery Of Art	\$120,707	5154		\$120,707
Northern Quest Resort & Casino	\$552,171	1128	\$431,527	\$120,644
Luar Media Marketing	\$254,000	2524	\$133,400	\$120,600
Cleveland Indians Baseball Team	\$127,231	4904	\$6,650	\$120,581
Annex Wealth Mgt	\$299,559	2135	\$179,000	\$120,559
Grand Ole Opry House	\$314,165	2051	\$193,614	\$120,551
Yakama Legends Casino	\$126,705	4925	\$6,240	\$120,465
Envoy Mortgage Co	\$120,900	5142	\$692	\$120,208

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Roper St Francis Healthcare	\$415,974	1531	\$295,934	\$120,040
Cruz & Assoc Attorney	\$555,372	1126	\$435,335	\$120,037
Renova Smiles Family & Cosmetic Dentistry	\$165,000	3859	\$45,000	\$120,000
Mega Millions Lottery	\$162,170	3924	\$42,176	\$119,994
I3 Broadband	\$122,412	5071	\$2,494	\$119,918
St Joseph Mercy Health System	\$203,094	3162	\$83,358	\$119,736
Razny Jewelers	\$686,000	906	\$566,280	\$119,720
Polaris Adventures	\$133,733	4715	\$14,022	\$119,711
Deans Professional Plumbing Heating & Air	\$224,897	2858	\$105,213	\$119,684
ESL Federal Credit Union	\$149,625	4244	\$29,950	\$119,675
Sierra Health & Life Insurance	\$133,570	4718	\$13,975	\$119,595
Law Office Of Attorneys	\$506,167	1243	\$386,595	\$119,572
American Eagle Outfitters	\$136,750	4620	\$17,210	\$119,540
Brown & Brown Attorneys	\$317,178	2034	\$197,789	\$119,389
Valley Childrens	\$555,795	1125	\$436,478	\$119,317
Vault Cannabis Shop	\$139,721	4529	\$20,446	\$119,275
Las Vegas Raiders Football Team	\$194,257	3317	\$75,000	\$119,257
Begum & Cowen Attorneys	\$119,251	5198		\$119,251
Aegis Living Assisted Living	\$144,250	4379	\$25,000	\$119,250
Harbin Clinic	\$119,104	5203		\$119,104
Oldcastle	\$119,594	5188	\$500	\$119,094
Greenlight Financial Services	\$157,015	4031	\$37,971	\$119,044
Yardbird Outdoor Furniture Store	\$147,687	4286	\$28,650	\$119,037
Music & Event Mgt	\$119,000	5207		\$119,000
GREATER BOSTON FOOD BANK	\$164,996	3860	\$46,000	\$118,996
Alliant Energy	\$129,663	4839	\$10,700	\$118,963
Physician Partners Of America	\$118,908	5211		\$118,908
Trucenta Medical Cannabis Dispensary	\$139,977	4519	\$21,126	\$118,851
PRA Group Debt Collections	\$118,728	5218		\$118,728
Parade	\$118,724	5219		\$118,724
Stablegold Hospitality	\$131,500	4770	\$12,800	\$118,700
STATE OF CT	\$118,605	5221		\$118,605
Burns & Harris Law Firm	\$732,061	844	\$613,513	\$118,548
Great Oaks Charter School	\$132,792	4742	\$14,275	\$118,517
Bask Cannabis Dispensary	\$118,432	5225		\$118,432
Crown Theaters	\$134,300	4694	\$16,000	\$118,300
Charles Tyrwhitt	\$300,815	2127	\$182,550	\$118,265
Sandhills Publishing	\$118,208	5232		\$118,208
Pain Center	\$201,000	3196	\$82,800	\$118,200
MedCare Farms	\$184,345	3480	\$66,160	\$118,185
College Of The Sequoias	\$118,038	5236		\$118,038

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Save-A-Lot	\$196,359	3278	\$78,323	\$118,036
ADUSA Distribution	\$118,020	5237		\$118,020
HEP Heating & Air Electric & Plumbing Contractor	\$253,620	2529	\$135,680	\$117,940
SANDAG San Diego Assn Of Governments	\$135,500	4648	\$17,650	\$117,850
Kyle Leighton Marketing Service	\$117,846	5240		\$117,846
Seattle Childrens Hospital	\$158,015	4005	\$40,214	\$117,801
AMITA Health	\$547,180	1137	\$429,519	\$117,661
Hunter Local Dealer	\$154,892	4095	\$37,281	\$117,611
Phase Three Star	\$184,020	3488	\$66,442	\$117,578
Central Health Plan Of CA	\$117,500	5250		\$117,500
Bob Evans Restaurant	\$329,808	1951	\$212,411	\$117,397
Houston Health Department	\$250,758	2569	\$133,415	\$117,343
Zambrano Law Firm	\$253,427	2531	\$136,085	\$117,342
Atlanta Hawks Basketball Team	\$242,884	2654	\$125,573	\$117,311
Stomp	\$118,771	5215	\$1,495	\$117,276
ADMA Biologics	\$117,263	5265		\$117,263
At-Bay Insurance Co	\$117,250	5266		\$117,250
Bitcoin Media Group	\$117,187	5271		\$117,187
Angel City Football Club	\$117,168	5272		\$117,168
Chicago Office Of Public Safety Administration	\$117,137	5275		\$117,137
Michigan First Credit Union	\$117,003	5284		\$117,003
DDB ADV AGENCY	\$117,000	5285		\$117,000
Pacific Office Automation Inc	\$303,772	2106	\$186,794	\$116,978
State Employees Credit Union	\$116,962	5289		\$116,962
Terpene Tanks Cannabis Store	\$116,945	5291		\$116,945
Centreville Bank	\$136,812	4618	\$20,000	\$116,812
Hublot	\$329,062	1963	\$212,284	\$116,778
Benjamin Moore	\$118,746	5217	\$2,015	\$116,731
Trulieve Marijuana Dispensary	\$116,703	5297		\$116,703
XpresSpa	\$290,241	2216	\$173,590	\$116,651
Mercy Of Jesus Inc	\$116,500	5306		\$116,500
Ikea	\$121,902	5092	\$5,551	\$116,351
Bexar County Courthouse	\$116,324	5313		\$116,324
Eyemart Express Store	\$188,926	3407	\$72,620	\$116,306
Frank Pepe Pizzeria Napoletana Restaurant	\$119,106	5202	\$2,800	\$116,306
Audacity	\$116,250	5318		\$116,250
Jimmy Buffett Personal Appearance	\$133,748	4714	\$17,515	\$116,233
Fidelity Bank	\$342,061	1873	\$225,895	\$116,166
Alaskan Air Conditioning & Heating	\$126,538	4934	\$10,405	\$116,133
KDAF	\$149,819	4238	\$33,695	\$116,124
Jeff Ruby Restaurant	\$166,277	3833	\$50,257	\$116,020

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Win-River Resort & Casino	\$116,007	5331		\$116,007
MSK Products	\$116,000	5333		\$116,000
Rhythm Utility Co	\$116,000	5334		\$116,000
Birmingham Race Course	\$232,410	2768	\$116,480	\$115,930
Republic Services	\$144,341	4378	\$28,721	\$115,620
Deep Roots Harvest Cannabis Store	\$115,603	5354		\$115,603
Vein & Vascular Experts	\$115,532	5359		\$115,532
Academy Museum Of Motion Pictures	\$115,508	5360		\$115,508
AUTOBAHN AUTO REPAIR SVC	\$115,701	5348	\$252	\$115,449
Amerant Bank	\$115,438	5361		\$115,438
Joshuas Pest Control	\$115,435	5362		\$115,435
Moran Automotive Repair Shop	\$198,472	3249	\$83,086	\$115,386
Philadelphia Museum Of Art	\$145,276	4354	\$29,962	\$115,314
Lowman Law Firm	\$447,393	1413	\$332,084	\$115,309
Shake Shack Restaurant	\$153,357	4134	\$38,048	\$115,309
Zayas Law	\$154,431	4106	\$39,137	\$115,294
Detroit Public Schools Community District	\$115,284	5369		\$115,284
Tejon Ranch Commerce Center	\$115,222	5372		\$115,222
University Of Louisville	\$601,121	1043	\$485,904	\$115,217
Minit Mart Food Store	\$121,497	5111	\$6,305	\$115,192
Acme Markets	\$322,201	2002	\$207,157	\$115,044
NASDAQ	\$115,041	5378		\$115,041
Apotho Therapeutics Cannabis Store	\$115,018	5380		\$115,018
Nahon Saharovich & Trotz Attorneys	\$588,312	1074	\$473,408	\$114,904
Pigeon Forge Snow Amusement Park	\$114,585	5398		\$114,585
Essilor	\$114,321	5406		\$114,321
Tachi Palace Hotel & Casino Lemoore	\$433,569	1464	\$319,287	\$114,282
Franklin Institute Science Museum	\$160,304	3959	\$46,068	\$114,236
Maricopa County Public Health	\$114,013	5416		\$114,013
EECU Credit Union	\$394,737	1610	\$280,729	\$114,008
DAGostino & Assoc Attorneys	\$175,849	3638	\$61,847	\$114,002
Get Your Nest	\$113,998	5418		\$113,998
Jon Wayne Service Co Heating AC & Plumbing	\$135,515	4647	\$21,560	\$113,955
Texas Teachers Org	\$113,671	5434		\$113,671
Indiana Department Of Health	\$113,622	5438		\$113,622
White Fire Dispensary	\$113,535	5440		\$113,535
Trenton Health Team	\$139,189	4543	\$25,700	\$113,489
Roc Nation	\$174,753	3657	\$61,350	\$113,403
Conemaugh Health System	\$130,396	4810	\$16,994	\$113,402
Bulwark	\$113,362	5448		\$113,362
Modelo	\$147,834	4282	\$34,500	\$113,334

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Burnetti Pa Attorney	\$509,817	1234	\$396,664	\$113,153
Pricewaterhousecoopers	\$113,049	5462		\$113,049
NBCE Organization	\$113,025	5465		\$113,025
GXO Logistics	\$112,933	5469		\$112,933
Christ Hospital	\$431,447	1477	\$318,721	\$112,726
Amazon Studios Pictures	\$114,844	5388	\$2,340	\$112,504
Cabot St Lucia Real Estate Development	\$112,500	5487		\$112,500
Meridian Health Plan	\$112,500	5488		\$112,500
Tom & Jerry	\$112,500	5488		\$112,500
Colonial Downs Race Track	\$350,561	1825	\$238,095	\$112,466
Eternal Hair & Esthetics	\$112,375	5492		\$112,375
Chinese Community Health Plan	\$143,290	4409	\$30,958	\$112,332
Mobile County Health Department	\$143,800	4397	\$31,600	\$112,200
Gulfstream	\$112,176	5496		\$112,176
Oquirrh Mountain Hearing	\$112,125	5497		\$112,125
I Accident Lawyer	\$675,000	926	\$562,900	\$112,100
JSX Airlines	\$112,080	5500		\$112,080
Missouri Western State University	\$155,137	4090	\$43,212	\$111,925
Dry Eye Center	\$114,125	5412	\$2,200	\$111,925
Maluma Personal Appearance	\$112,910	5470	\$1,000	\$111,910
Strata Tech Education Group	\$796,249	777	\$684,343	\$111,906
Mejuri Jewelry Store	\$206,216	3112	\$94,313	\$111,903
DataRobot IT Services	\$111,747	5513		\$111,747
Lorenz & Lorenz Attorneys	\$297,025	2158	\$185,319	\$111,706
Northerns One Hour Heating & AC Services	\$111,577	5523		\$111,577
Hive Home	\$565,350	1116	\$453,780	\$111,570
Sheetz	\$5,207,706	86	\$5,096,406	\$111,300
Vanderbilt University	\$360,571	1775	\$249,278	\$111,293
Brookline Bank	\$316,895	2035	\$205,639	\$111,256
Wallys Markets	\$125,307	4975	\$14,115	\$111,192
Outback Presents Entertainment Service	\$111,190	5537		\$111,190
Aramark Educational Services	\$150,798	4202	\$39,643	\$111,155
Salt Lake County Health Department	\$138,490	4562	\$27,506	\$110,984
Annapolis & Anne Arundel County	\$110,953	5548		\$110,953
Benson & Bingham Attorneys	\$288,989	2230	\$178,051	\$110,938
Stryker	\$240,954	2671	\$130,073	\$110,881
Gamez Law Firm	\$248,759	2586	\$137,893	\$110,866
Perdue	\$140,998	4489	\$30,186	\$110,812
Vasilaros Wagner Attorneys	\$110,758	5557		\$110,758
Alamo Colleges District	\$281,561	2285	\$170,807	\$110,754
Horizon Credit Union	\$137,047	4609	\$26,344	\$110,703

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Greater St Charles County Chamber Of Commerce	\$129,716	4836	\$19,079	\$110,637
Nations Finest	\$110,597	5564		\$110,597
PODS Moving & Storage	\$126,847	4920	\$16,330	\$110,517
Greenwich Hospital	\$110,512	5567		\$110,512
Seagrams	\$115,100	5376	\$4,661	\$110,439
Our Lady Of Guadalupe Church	\$241,681	2665	\$131,246	\$110,435
Park Dental Center	\$224,613	2862	\$114,248	\$110,365
Chicago Bears Football Team	\$110,348	5577		\$110,348
Bayfront Health System	\$110,281	5583		\$110,281
Penteledata Solutions Co	\$216,485	2974	\$106,207	\$110,278
Merricks Law Group	\$136,090	4637	\$25,812	\$110,278
KPLR	\$177,048	3618	\$66,905	\$110,143
TrueCare Wellness Center	\$110,105	5590		\$110,105
SANTAS ENCHANTED FOREST	\$110,086	5591		\$110,086
Jardin Premium Cannabis Dispensary	\$207,000	3101	\$96,915	\$110,085
Reef Cannabis Medical Marijuana Dispensary	\$126,035	4950	\$16,019	\$110,016
One Drop Diabetes Mgt	\$110,000	5596		\$110,000
Pacific Northwest Local Dealer	\$110,000	5596		\$110,000
Englewood Hospital & Medical Center	\$109,996	5599		\$109,996
Pittsburgh Panthers Football Team	\$109,852	5606		\$109,852
Great Plains Communications	\$145,476	4344	\$35,646	\$109,830
REV Federal Credit Union	\$334,176	1932	\$224,391	\$109,785
Amalie Arena	\$203,015	3164	\$93,367	\$109,648
LiveAction	\$109,589	5619		\$109,589
MISSISSIPPI HOME CORP LN	\$109,499	5621		\$109,499
Redbud Roots Marijuana Dispensary	\$170,327	3753	\$60,856	\$109,471
Tennessee Titans Football Team	\$200,849	3199	\$91,385	\$109,464
Donaghy Sales	\$377,596	1691	\$268,211	\$109,385
Matthews Local Dealer	\$114,424	5403	\$5,050	\$109,374
WestRock	\$113,208	5454	\$3,850	\$109,358
Greenlight Financial Technology	\$146,252	4331	\$37,007	\$109,245
Z Ministries	\$109,210	5632		\$109,210
Adobe	\$110,256	5585	\$1,207	\$109,049
Georgia Aquarium	\$968,483	633	\$859,513	\$108,970
SBS Cable TV	\$171,402	3728	\$62,500	\$108,902
Dedicated Senior Medical Center	\$108,896	5646		\$108,896
Lund Food Store	\$112,767	5478	\$3,900	\$108,867
SOUTHERN BEVERAGE CO	\$201,600	3190	\$92,900	\$108,700
San Diego Community College	\$115,629	5352	\$6,942	\$108,687
TerraVida Holistic Center Dispensary	\$216,714	2969	\$108,063	\$108,651
FASTRAC GAS STATION	\$157,223	4029	\$48,579	\$108,644

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Palm Beach County FL	\$583,463	1086	\$474,849	\$108,614
Greene Legal Group LLC	\$150,881	4201	\$42,300	\$108,581
Kolas Cannabis Store	\$115,170	5374	\$6,600	\$108,570
Elgin Riverboat Casino	\$394,141	1612	\$285,591	\$108,550
Patrick Cordero Attorney	\$140,312	4507	\$31,765	\$108,547
New England Revolution Soccer Team	\$158,032	4003	\$49,500	\$108,532
HOGAN GROUP REAL ESTATE	\$108,528	5660		\$108,528
3 Day Blinds Co	\$108,525	5661		\$108,525
Five Tier Marketing	\$114,056	5413	\$5,547	\$108,509
Ragsdale Heating & Air	\$284,685	2261	\$176,190	\$108,495
MIDDLESEX MGT RE DEV	\$108,378	5669		\$108,378
Cinemark Theatres	\$114,664	5394	\$6,300	\$108,364
Calm.com Meditation Service	\$108,333	5671		\$108,333
Greenfoot Cannabis Store	\$108,320	5672		\$108,320
CHI Franciscan Health System	\$164,400	3875	\$56,162	\$108,238
CNA Stores	\$112,186	5495	\$4,000	\$108,186
Wienerschnitzel Restaurant	\$185,988	3455	\$77,853	\$108,135
Global Life Sciences Solutions USA	\$136,525	4624	\$28,450	\$108,075
Quay	\$107,900	5683		\$107,900
Friedman & Friedman Attorneys	\$262,270	2438	\$154,482	\$107,788
East Of Eden Boutique Clothing Store	\$107,768	5687		\$107,768
Colonial Marble & Granite Center	\$189,660	3395	\$81,971	\$107,689
AR Cannabis Clinic	\$107,579	5694		\$107,579
Florida Council On Compulsive Gambling	\$288,379	2233	\$180,806	\$107,573
Sharp Health Plan	\$680,312	917	\$572,750	\$107,562
Wavelength Productions	\$107,489	5702		\$107,489
Ghirardelli	\$128,276	4877	\$20,800	\$107,476
Alpha Foundations Contractor	\$180,639	3548	\$73,174	\$107,465
TLC PLUMBING CO	\$228,910	2802	\$121,505	\$107,405
Fulton County Board Of Health	\$124,232	5017	\$16,875	\$107,357
World Business Chicago	\$107,345	5710		\$107,345
Adagio Health Clinic	\$114,780	5390	\$7,520	\$107,260
Radius Bank	\$240,000	2685	\$132,750	\$107,250
WSKQ	\$126,637	4930	\$19,393	\$107,244
ROUTE SMRT TECH CMPTR SV	\$107,180	5716		\$107,180
Biomat USA Plasma Donations	\$253,721	2526	\$146,580	\$107,141
Mast General Store	\$127,684	4894	\$20,616	\$107,068
Hopin	\$107,063	5721		\$107,063
Versiti Medical Center	\$120,903	5141	\$13,878	\$107,025
Toll Roads Service Center	\$107,000	5723		\$107,000
YOST & CAMPBELL FUEL	\$107,000	5724		\$107,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
VISION MEDIA GROUP	\$239,827	2688	\$132,842	\$106,985
Fortinet	\$106,982	5724		\$106,982
Pembroke Pines Local Dealer	\$255,185	2511	\$148,525	\$106,660
Calvin Klein	\$2,435,467	213	\$2,328,815	\$106,652
United Shore Financial Services	\$364,170	1762	\$257,535	\$106,635
Maryland Transportation Authority	\$236,374	2719	\$129,800	\$106,574
Horizon Therapeutics	\$106,574	5739		\$106,574
Aiello Home Re Dev	\$106,550	5740		\$106,550
Bridgestone	\$120,472	5162	\$13,928	\$106,544
Rimas Entertainment	\$115,020	5380	\$8,482	\$106,538
Catholic Health Initiatives	\$382,453	1660	\$275,931	\$106,522
B Braun	\$118,749	5216	\$12,228	\$106,521
Twin Peaks Restaurant	\$174,565	3661	\$68,088	\$106,477
Jackson North Medical Center	\$151,743	4177	\$45,313	\$106,430
Northwest Nazarene Univ	\$169,449	3772	\$63,036	\$106,413
Searcy Denney Scarola Barnhart & Shipley Attorneys	\$454,754	1394	\$348,392	\$106,362
Grane Hospice Care Service	\$235,820	2725	\$129,464	\$106,356
WPLN	\$106,350	5747		\$106,350
Birks Jewellery Store	\$137,000	4612	\$30,670	\$106,330
Scana Energy	\$246,787	2611	\$140,521	\$106,266
EAST LOS ANGELES COLLEGE	\$106,258	5751		\$106,258
EC Barton & Co Home Center	\$147,427	4293	\$41,257	\$106,170
Laugh Factory Comedy Club	\$120,134	5172	\$14,090	\$106,044
Amuse Cannabis Delivery	\$126,225	4944	\$20,232	\$105,993
Yacht Starship	\$113,984	5420	\$8,000	\$105,984
Southern Smoke Foundation	\$105,976	5767		\$105,976
Solve Advertising	\$197,964	3258	\$92,000	\$105,964
Gomelb Vascular Clinic	\$111,960	5505	\$6,000	\$105,960
St Pierre	\$105,854	5771		\$105,854
7 Points OR Medical Marijuana Dispensary	\$140,720	4497	\$34,916	\$105,804
Happy Valley Medical Marijuana Dispensary	\$113,400	5446	\$7,600	\$105,800
NOCCO No Carbs Co	\$105,773	5774		\$105,773
Caci	\$149,384	4247	\$43,650	\$105,734
Maribis Medical Marijuana Dispensary	\$105,665	5781		\$105,665
Trillium On Grand Contractor	\$105,654	5783		\$105,654
One Hour Heating & AC	\$416,035	1530	\$310,402	\$105,633
Fernish Store	\$105,575	5787		\$105,575
Diamond Air Heating & Cooling Contractor	\$105,483	5790		\$105,483
Maricopa County Home & Garden Show	\$248,174	2596	\$142,750	\$105,424
Michigan Economic Development Corp	\$247,958	2597	\$142,601	\$105,357
Westfield Garden State Plaza Shopping Center	\$105,313	5795		\$105,313

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Indiana Criminal Justice Institute	\$105,300	5795		\$105,300
Levenbaum Trachtenberg Attorneys	\$156,686	4039	\$51,463	\$105,223
Wilmington Health Assoc	\$126,912	4916	\$21,744	\$105,168
Iona College	\$117,134	5276	\$12,000	\$105,134
City University Of Seattle	\$105,091	5806		\$105,091
AAF Intl	\$114,454	5402	\$9,400	\$105,054
Floor & Decor Outlet	\$891,513	695	\$786,491	\$105,022
East TN State University	\$225,020	2853	\$120,012	\$105,008
Newhall Land Real Estate Developer	\$105,000	5811		\$105,000
Serena & Lily	\$105,000	5811		\$105,000
Miami Valley Gaming	\$398,604	1588	\$293,608	\$104,996
Silicon Slopes Technology Organization	\$125,496	4968	\$20,533	\$104,963
Seneca Buffalo Creek Casino	\$104,904	5818		\$104,904
California Labor & Workforce Development Agency	\$104,800	5822		\$104,800
Autograph Collection Hotels	\$140,163	4513	\$35,460	\$104,703
Auto Connection Local Dealer	\$104,619	5833		\$104,619
Christs Church Of The Valley	\$115,584	5358	\$11,000	\$104,584
Holland Home Care Service	\$122,571	5066	\$18,006	\$104,565
High Desert Medical College	\$137,058	4608	\$32,500	\$104,558
APS UTILITY CO	\$109,597	5618	\$5,084	\$104,513
IN-SHAPE FITNESS SPORTIN	\$104,505	5839		\$104,505
Messika	\$138,500	4561	\$34,000	\$104,500
Rose Inc	\$104,393	5843		\$104,393
Tennessee Shine Co	\$104,371	5845		\$104,371
Kyndryl IT Services	\$104,351	5846		\$104,351
Crossroads Of The West Gun Show	\$181,781	3529	\$77,433	\$104,348
Paul Miller Local Dealer	\$469,500	1356	\$365,172	\$104,328
PRIMO ENTERTAINMENT	\$104,313	5851		\$104,313
Superior Lawn Service	\$107,945	5682	\$3,699	\$104,246
Skogers Foodliner Store	\$145,337	4351	\$41,097	\$104,240
GABES STORE	\$104,233	5855		\$104,233
JEWISH HEALTHCARE FNDR	\$133,925	4710	\$29,750	\$104,175
Deseret Industries	\$117,108	5277	\$13,000	\$104,108
St Catherine University	\$114,600	5397	\$10,500	\$104,100
Coralogix Platform	\$104,000	5864		\$104,000
Swing Media	\$336,719	1913	\$232,735	\$103,984
Northeast Spine & Sports Medicine PC	\$103,950	5864		\$103,950
Northwest AR Council	\$127,900	4890	\$24,000	\$103,900
Mimecast	\$103,875	5869		\$103,875
Premier Health	\$114,189	5410	\$10,328	\$103,861
Imperial Health Plan Of AZ	\$103,820	5871		\$103,820

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Modern Mortgage	\$103,818	5872		\$103,818
Health Plan Of San Joaquin	\$103,808	5873		\$103,808
Texas Disposal Systems	\$160,695	3953	\$56,893	\$103,802
Duly Health & Care Clinic	\$103,751	5875		\$103,751
Lone Star Park Race Track	\$175,837	3639	\$72,120	\$103,717
Bud Hut Marijuana Store	\$103,625	5877		\$103,625
HYDE PARK RE DEV	\$108,825	5650	\$5,252	\$103,573
Resorts Casino Hotel	\$224,593	2863	\$121,062	\$103,531
Icelandair	\$203,522	3154	\$100,000	\$103,522
SSS Education School	\$103,518	5883		\$103,518
STEPHEN COOLEY RE AGENT	\$384,463	1651	\$281,090	\$103,373
Car Pros Local Dealer	\$118,527	5223	\$15,292	\$103,235
Methodist Hospital System	\$177,546	3608	\$74,349	\$103,197
Cubework	\$152,834	4139	\$49,640	\$103,194
Power Wizard	\$280,376	2292	\$177,196	\$103,180
Smithfields Chicken N Bar-B-Q Restaurant	\$392,026	1623	\$288,915	\$103,111
Murphy Jewelers	\$382,264	1663	\$279,174	\$103,090
Grifols Biomat USA Plasma Center	\$121,443	5116	\$18,374	\$103,069
US Pest Protection Service	\$105,045	5808	\$2,000	\$103,045
MidMichigan Health	\$178,228	3595	\$75,256	\$102,972
RVA Entertainment Holdings Casino Hotel	\$102,750	5904		\$102,750
Ohio Department Of Job & Family Services	\$102,725	5905		\$102,725
DCI MARKETING	\$102,501	5918		\$102,501
Tampa Aesthetic & Plastic Surgery Center	\$102,489	5921		\$102,489
Soaring Eagle Casino & Resort	\$468,723	1359	\$366,237	\$102,486
Clear Choice Lending	\$102,465	5923		\$102,465
ELLWOOD NATIONAL STEEL	\$103,059	5894	\$650	\$102,409
Ascend Medical Cannabis Dispensary	\$102,340	5931		\$102,340
MINNESOTA ORCHESTRA	\$117,844	5241	\$15,600	\$102,244
Wine & Spirits Store	\$108,805	5652	\$6,580	\$102,225
Triple P Positive Parenting Program	\$111,997	5503	\$9,800	\$102,197
Pure Energy Window Contractor	\$102,190	5937		\$102,190
Evolv Cannabis Dispensary	\$104,623	5832	\$2,500	\$102,123
Estrella Media	\$102,113	5942		\$102,113
Foxy	\$459,100	1380	\$357,042	\$102,058
Perenich The Law Firm	\$114,485	5401	\$12,448	\$102,037
New Mexico Department Of Finance & Administration	\$102,003	5947		\$102,003
Nevada Department Of Public Safety	\$122,321	5079	\$20,350	\$101,971
TickPick Ticketing Service	\$101,955	5951		\$101,955
Tanner Gun Show	\$130,604	4801	\$28,750	\$101,854
Troy University	\$444,665	1425	\$342,847	\$101,818

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Metro Corral Restaurant	\$109,320	5628	\$7,528	\$101,792
Parke Law Firm	\$106,603	5738	\$4,840	\$101,763
Vanderbilt Hospital	\$101,760	5966		\$101,760
SCOOTERS COFFEE HOUSE	\$201,134	3195	\$99,379	\$101,755
Adams Local Dealer	\$142,581	4430	\$40,947	\$101,634
South Shore Bank	\$123,263	5051	\$21,686	\$101,577
Sugarbudz Recreational Marijuana Shop	\$101,500	5979		\$101,500
Tampa Bay Area Regional Transit Authority	\$101,500	5980		\$101,500
Malibu	\$101,443	5984		\$101,443
Microsoft Theater	\$101,441	5985		\$101,441
Rodriguez Law Firm	\$101,321	5992		\$101,321
Froedtert & Medical College Of WI	\$1,209,556	500	\$1,108,271	\$101,285
Georgia Peanut Commission	\$109,775	5608	\$8,500	\$101,275
Frito-Lay	\$428,670	1488	\$327,416	\$101,254
CodeUp Institute	\$378,745	1681	\$277,526	\$101,219
EverBank	\$101,080	6008		\$101,080
John G Shedd Aquarium	\$203,798	3149	\$102,747	\$101,051
Terrible Herbst Car Wash	\$150,467	4212	\$49,429	\$101,038
WGL Energy Co	\$128,078	4886	\$27,040	\$101,038
NEW YORK DEPT/MTR VHCLS	\$101,000	6014		\$101,000
Rose Beauty Supply Store	\$100,965	6017		\$100,965
Stop The Republican Recall of Gov. Newsom Committee	\$100,801	6025		\$100,801
HELP AT HAND SERVICES	\$100,800	6026		\$100,800
Evolve Retail Energy	\$100,766	6029		\$100,766
Connecticut Orthopedic Specialist	\$121,332	5119	\$20,693	\$100,639
8x8 Inc Business Service	\$100,625	6033		\$100,625
Stark State College Akron	\$100,620	6034		\$100,620
Webster Bank	\$119,000	5208	\$18,400	\$100,600
Shelly Leeke Attorney	\$463,570	1368	\$363,027	\$100,543
David & Assoc Center For Cosmetic & Implant Dentistry	\$130,493	4804	\$29,971	\$100,522
Lake Trust Credit Union	\$138,572	4557	\$38,056	\$100,516
New Jersey Board Of Public Utilities	\$100,500	6042		\$100,500
Nu World Title Service	\$100,500	6043		\$100,500
New York State Office Of Addiction Services & Supports	\$100,446	6047		\$100,446
Health Collaborative Organization	\$115,350	5366	\$15,000	\$100,350
Deel	\$100,275	6054		\$100,275
New York Project Hope Organization	\$100,255	6055		\$100,255
TriHealth	\$338,464	1899	\$238,214	\$100,250
Time To Shine Car Wash	\$114,642	5395	\$14,515	\$100,127
Federal Motor Carrier Safety Administration	\$116,957	5290	\$16,838	\$100,119
Florida Cancer Specialists & Research Institute	\$918,836	671	\$818,741	\$100,095

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Texas Oncology	\$181,938	3524	\$81,858	\$100,080
SC2 Supply Chain Services & Solutions	\$100,069	6068		\$100,069
Neste Oil	\$100,040	6071		\$100,040
Smith & Hassler Attorneys	\$125,500	4967	\$25,500	\$100,000
Diana The Musical	\$100,000	6079		\$100,000
Infinity Festival Hollywood	\$100,000	6079		\$100,000
National Summer Learning Assn	\$100,000	6079		\$100,000
New York City Football Club	\$100,000	6079		\$100,000
Xhale City Tobacco Store	\$100,000	6079		\$100,000
Delta Band	\$99,999	6079		\$99,999
Masterclass Series	\$254,981	2513	\$155,000	\$99,981
Smirnoff	\$99,972	6094		\$99,972
County Of San Diego Health & Human Services Agency	\$219,564	2928	\$119,657	\$99,907
Bayard Advertising Agency Inc	\$99,888	6098		\$99,888
James & Sons Fine Jewelers	\$107,036	5722	\$7,163	\$99,873
Nature Conservancy	\$104,349	5848	\$4,500	\$99,849
Gregory Spektor & Assoc Attorneys	\$240,751	2674	\$140,909	\$99,842
Fine Wine & Good Spirits Store	\$279,922	2295	\$180,096	\$99,826
Olive	\$138,513	4558	\$38,750	\$99,763
Endo Aesthetics	\$99,754	6103		\$99,754
Deadstock LA	\$99,750	6104		\$99,750
Southwind Mgt	\$99,750	6105		\$99,750
Universal Nutrition	\$99,691	6109		\$99,691
Brookfield Properties Real Estate Agency	\$357,876	1791	\$258,270	\$99,606
Viasat	\$162,210	3922	\$62,680	\$99,530
WFTV	\$127,462	4900	\$27,949	\$99,513
Chicago Symphony Orchestra	\$99,418	6125		\$99,418
Daytona Beach Racing & Card Club	\$100,496	6045	\$1,100	\$99,396
Thomas	\$99,376	6126		\$99,376
Rusty Wallace Local Dealer	\$204,659	3135	\$105,286	\$99,373
Quality Roots Medical Marijuana Dispensary	\$102,656	5911	\$3,290	\$99,366
Embassy Of The United Arab Emirates	\$99,200	6132		\$99,200
CARTER BLOODCARE ORG	\$142,326	4440	\$43,176	\$99,150
Carls Jr Restaurant	\$4,369,374	102	\$4,270,328	\$99,046
Embry Womens Health Clinic	\$99,000	6140		\$99,000
Voters Organized To Educate	\$98,979	6142		\$98,979
Ninety Nine Restaurant & Pub	\$152,450	4152	\$53,500	\$98,950
SHREVE CRUMP & LOW STORE	\$223,928	2874	\$125,000	\$98,928
Vendr	\$98,884	6152		\$98,884
TIMES SQUARE PLAZA RE	\$932,832	660	\$834,000	\$98,832
HealthMarkets	\$173,089	3696	\$74,291	\$98,798

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
McDivitt Law Firm	\$434,564	1462	\$335,767	\$98,797
Mahalo Heating & Air Conditioning	\$115,652	5351	\$16,872	\$98,780
LMG PROGRAMS ORG	\$98,750	6160		\$98,750
Silver Dollar City Amusement	\$186,932	3445	\$88,197	\$98,735
Sunset Novelties Store	\$161,403	3939	\$62,706	\$98,697
Devsisters	\$98,586	6167		\$98,586
GitLab Information Technology Services	\$228,567	2808	\$130,000	\$98,567
Huntington National Bank	\$110,678	5558	\$12,164	\$98,514
Everlight Solar Contractor	\$98,501	6170		\$98,501
Center For NYC Neighborhoods	\$98,500	6171		\$98,500
Internova Travel Group	\$98,452	6175		\$98,452
FORESTAR RE GROUP	\$98,432	6177		\$98,432
Stiiizy	\$226,633	2827	\$128,231	\$98,402
Current	\$98,401	6179		\$98,401
RedisLabs	\$228,362	2812	\$130,013	\$98,349
BAY OAKS APARTMENTS	\$98,328	6183		\$98,328
My Labs Direct	\$98,230	6190		\$98,230
ConnectLife Blood Bank	\$98,220	6191		\$98,220
My Spine Relief	\$98,211	6194		\$98,211
Harvest Christian Fellowship	\$101,950	5952	\$3,750	\$98,200
Bank Of UT	\$98,159	6200		\$98,159
Sewell Local Dealer	\$599,751	1049	\$501,602	\$98,149
Superior Water Co	\$265,369	2410	\$167,285	\$98,084
Portillos Restaurant	\$101,091	6007	\$3,022	\$98,069
Davines Hair Salon	\$98,000	6207		\$98,000
Casino Pauma	\$458,468	1385	\$360,479	\$97,989
SAMHSA Substance Abuse & Mental Health Services	\$119,575	5189	\$21,592	\$97,983
Eddie Farah Attorney	\$1,108,144	548	\$1,010,231	\$97,913
Dons Appliances Store	\$97,894	6210		\$97,894
Rendon Center Dermatology & Aesthetic Medicine	\$97,800	6219		\$97,800
Hyman	\$133,729	4716	\$35,980	\$97,749
Kalfus & Nachman Attorneys	\$120,984	5136	\$23,370	\$97,614
MMGY Global	\$97,511	6232		\$97,511
Anine Bing Clothing Store	\$97,500	6233		\$97,500
World Wildlife Fund	\$97,425	6237		\$97,425
SPEEDWAY SERVICE STATION	\$97,408	6239		\$97,408
Off The Charts Cannabis Medical Marijuana Dispensary	\$97,389	6241		\$97,389
SpartanNash Co	\$421,954	1505	\$324,650	\$97,304
WhiplashMD Pain Clinic	\$109,213	5631	\$12,000	\$97,213
ReliaQuest	\$102,847	5902	\$5,679	\$97,168
Waunakee Manor Assisted Living Facility	\$99,920	6097	\$2,768	\$97,152

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Too Good To Go	\$97,125	6254		\$97,125
Primera Healthcare	\$97,120	6254		\$97,120
Meathead Movers	\$97,108	6256		\$97,108
Vistancia Real Estate Development	\$97,105	6257		\$97,105
Sun Country Airlines	\$120,519	5160	\$23,420	\$97,099
Shady Rays	\$97,098	6258		\$97,098
Apex Healthcare Home Service	\$97,000	6262		\$97,000
League Of Conservation Voters	\$96,938	6267		\$96,938
Miami-Dade County Public School	\$142,041	4458	\$45,125	\$96,916
University Medical Center	\$397,207	1598	\$300,352	\$96,855
Gannett	\$96,850	6270		\$96,850
ABC ENTERTAINMENT CENTER	\$203,644	3153	\$106,837	\$96,807
HOLLAND HOME SENIOR CARE	\$96,804	6273		\$96,804
Phillips	\$96,681	6281		\$96,681
HopeHealth	\$96,675	6282		\$96,675
Southern Nazarene University	\$151,918	4170	\$55,270	\$96,648
Family First ER Baytown Emergency Room	\$96,625	6285		\$96,625
Meybohm Realtor	\$214,043	3013	\$117,513	\$96,530
Atlantic	\$145,889	4336	\$49,360	\$96,529
Santoro Oil Co	\$185,864	3457	\$89,357	\$96,507
Quinnipiac University	\$107,625	5693	\$11,122	\$96,503
Strong Tie Insurance	\$436,500	1450	\$340,000	\$96,500
Hospitality Health ER	\$1,047,825	580	\$951,358	\$96,467
Dana Local Dealer	\$96,398	6299		\$96,398
Home Chef	\$96,382	6300		\$96,382
Five Star Local Dealer	\$177,412	3614	\$81,035	\$96,377
Cutty Sark	\$96,201	6311		\$96,201
Cline Avenue Bridge	\$101,025	6011	\$4,850	\$96,175
Mitsubishi Local Dealer	\$96,154	6316		\$96,154
New Era Cultural Organization	\$150,439	4213	\$54,375	\$96,064
Grady Health System	\$316,321	2040	\$220,320	\$96,001
BayCoast Bank	\$96,000	6329		\$96,000
Pacific Lutheran University	\$95,910	6334		\$95,910
Ford Dealer Assn	\$548,060	1135	\$452,217	\$95,843
Norton Transport	\$95,829	6340		\$95,829
Purdue University	\$264,095	2423	\$168,274	\$95,821
Capano Mgt Real Estate Co	\$225,429	2848	\$129,665	\$95,764
Blue Hat Productions Service	\$95,753	6343		\$95,753
Aging Ahead	\$95,750	6344		\$95,750
MUSIC CITY GRAND PRIX	\$95,738	6345		\$95,738
Lane Home Furnishings	\$189,650	3396	\$93,950	\$95,700

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
CJs Tire & Auto Service	\$112,617	5480	\$16,918	\$95,699
Alternative Therapies Group Cannabis Store	\$95,691	6350		\$95,691
King Of The Road Kitchen Restaurant	\$95,675	6353		\$95,675
Reflections Of Christs Kingdom World	\$95,646	6354		\$95,646
Joint Chiropractic	\$417,569	1521	\$321,942	\$95,627
New Amsterdam	\$139,784	4528	\$44,180	\$95,604
SYL Roofing Supply Store	\$95,576	6356		\$95,576
Miami Dade College	\$226,261	2835	\$130,715	\$95,546
Monroe College	\$95,500	6361		\$95,500
Philadelphia Ballet	\$95,436	6365		\$95,436
Boulevard Dispensary Store	\$210,450	3059	\$115,050	\$95,400
Imagine Staffing	\$95,360	6372		\$95,360
John Wagner MD	\$144,860	4364	\$49,502	\$95,358
Dented Brick Distillery	\$141,143	4485	\$45,823	\$95,320
Mad City Home Improvement	\$95,189	6383		\$95,189
BAY AREA AIR QUALITY MGT	\$147,895	4281	\$52,708	\$95,187
Rodriguez Trial Law	\$95,122	6386		\$95,122
Infinium Spirits	\$119,663	5185	\$24,624	\$95,039
Marc Jacobs	\$502,495	1259	\$407,472	\$95,023
Kris	\$95,019	6389		\$95,019
Charles H Thorne MD	\$95,000	6391		\$95,000
Critical Role Productions	\$95,000	6391		\$95,000
Quad Marketing Service	\$94,994	6391		\$94,994
Summacare	\$97,000	6263	\$2,025	\$94,975
Scarlet Pearl Casino Resort	\$481,220	1321	\$386,261	\$94,959
Exclusive Furniture Store	\$186,440	3449	\$91,482	\$94,958
Cycle Gear Sporting Goods	\$94,957	6396		\$94,957
Jae Lee Law	\$333,300	1939	\$238,398	\$94,902
WKMG	\$194,011	3322	\$99,114	\$94,897
WDAF	\$232,778	2762	\$138,011	\$94,767
Ashland Beverages	\$103,899	5868	\$9,134	\$94,765
Michigan State Lottery	\$1,479,573	387	\$1,384,822	\$94,751
Palmetto State Armory Ammunition Store	\$189,600	3397	\$94,851	\$94,749
Allblk	\$94,653	6408		\$94,653
Dayco Heating & Air Conditioning Services	\$107,125	5719	\$12,500	\$94,625
Mississippi State Lottery	\$617,400	1011	\$522,827	\$94,573
Washington DC Department Of Public Works	\$182,610	3513	\$88,050	\$94,560
Riot Swim	\$94,550	6411		\$94,550
Weill Cornell Medical Center	\$94,541	6413		\$94,541
Living Planet Aquarium	\$210,827	3056	\$116,294	\$94,533
Bexar County	\$94,500	6417		\$94,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Dunkin Brands	\$94,500	6418		\$94,500
New Jersey Department Of Transportation	\$94,500	6418		\$94,500
Abrahamson & Uiterwyk Attorneys	\$269,170	2382	\$174,688	\$94,482
Oak Essentials	\$94,450	6424		\$94,450
Billy Graham Evangelistic Assn	\$326,876	1974	\$232,456	\$94,420
Fraser Property & Adjusting	\$101,910	5957	\$7,500	\$94,410
Convergent Dental	\$94,403	6426		\$94,403
Von Borstel & Assoc	\$98,598	6166	\$4,220	\$94,378
Los Angeles Trade Technical College	\$116,251	5317	\$21,876	\$94,375
Nationwide	\$264,992	2416	\$170,627	\$94,365
Textron	\$97,798	6220	\$3,500	\$94,298
Nevada Medical Marijuana Program Assistance	\$215,759	2987	\$121,462	\$94,297
Simon Malls	\$343,354	1865	\$249,129	\$94,225
Jersey City Medical Center	\$141,250	4480	\$47,075	\$94,175
Mission Cannabis Club	\$100,165	6063	\$6,000	\$94,165
Geisinger	\$310,730	2065	\$216,634	\$94,096
Central OH Primary Care	\$126,872	4919	\$32,832	\$94,040
Jtech Institute	\$94,000	6453		\$94,000
@Properties	\$114,898	5386	\$20,938	\$93,960
Bolt Financial Group	\$93,838	6459		\$93,838
Puget Sound Energy Co	\$93,757	6464		\$93,757
La Clinica SC	\$93,750	6465		\$93,750
WCAU	\$93,692	6470		\$93,692
Ontime Service Electrical Heating & Cooling	\$93,649	6471		\$93,649
Lowell Farms Cannabis Market	\$93,568	6476		\$93,568
American Migraine Foundation	\$93,567	6477		\$93,567
Flagstar Bank	\$506,954	1241	\$413,481	\$93,473
Neft	\$93,466	6481		\$93,466
H Lee Moffitt Cancer Center	\$262,290	2437	\$168,851	\$93,439
CountyCare	\$140,051	4515	\$46,632	\$93,419
Bufete Rosales Law Firm	\$96,485	6291	\$3,077	\$93,408
Homegrown Cannabis Co	\$93,389	6487		\$93,389
Driscoll Health System	\$93,335	6495		\$93,335
DUNCAN & CHANNON ADV	\$334,525	1929	\$241,194	\$93,331
Apollo Healthcare	\$93,273	6498		\$93,273
WHITEWATER VLY RLRD RD	\$319,309	2018	\$226,077	\$93,232
Exploria Resorts	\$93,219	6504		\$93,219
Abilene Motor Express	\$164,125	3882	\$70,934	\$93,191
Come From Away Musical	\$94,128	6444	\$1,000	\$93,128
St Xavier University	\$116,181	5322	\$23,083	\$93,098
VersaPay	\$93,036	6518		\$93,036

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Piedra London Attorneys	\$93,000	6520		\$93,000
Judd Shaw Injury Law Firm	\$92,981	6522		\$92,981
Bridgeway Hospice Service	\$205,417	3123	\$112,472	\$92,945
Exhale Cannabis Co Medical Marijuana Dispensary	\$92,906	6526		\$92,906
Preferred Roofing Supply Store	\$92,900	6528		\$92,900
Challenge Accepted Escape Room	\$92,857	6532		\$92,857
Express Store	\$92,854	6534		\$92,854
Ben Crump Law Pllc	\$92,850	6535		\$92,850
Keysight Technologies	\$951,639	650	\$858,809	\$92,830
Crime Stoppers	\$307,415	2085	\$214,620	\$92,795
Mycash	\$92,783	6540		\$92,783
MOORPARK COLLEGE	\$92,720	6545		\$92,720
Tangy Crab Seafood Restaurant	\$95,541	6359	\$2,825	\$92,716
National Corn Growers Assn	\$94,400	6427	\$1,700	\$92,700
District Of Columbia Public Library	\$99,999	6091	\$7,360	\$92,639
Plug Talk Media Advertising Service	\$92,627	6552		\$92,627
Westminster College	\$92,619	6554		\$92,619
One Championship	\$92,600	6555		\$92,600
We-Ko-Pa Resort & Casino AZ	\$158,024	4004	\$65,447	\$92,577
Oakland County Health Division	\$92,533	6559		\$92,533
Akron Childrens Hospital	\$612,867	1018	\$520,340	\$92,527
Mott Community College	\$131,259	4777	\$38,732	\$92,527
Big O Tires	\$656,214	948	\$563,699	\$92,515
NEW YORK CITY CENTER	\$92,500	6561		\$92,500
Fritz Co	\$92,484	6563		\$92,484
Daggett Shuler Attorneys	\$265,991	2406	\$173,517	\$92,474
Justin	\$140,947	4490	\$48,505	\$92,442
LEE READ JEWELERS	\$92,433	6565		\$92,433
Southwestern Furniture Of WI Furniture Store	\$109,142	5638	\$16,727	\$92,415
Champion Local Dealer	\$322,849	1999	\$230,459	\$92,390
VA Department Of Housing & Community Development	\$92,250	6576		\$92,250
VERMONT DEPT OF TOURISM	\$92,200	6581		\$92,200
Independent Health	\$507,887	1239	\$415,719	\$92,168
Daytona Intl Speedway	\$194,432	3314	\$102,275	\$92,157
Slomins	\$92,144	6582		\$92,144
Ark Encounter	\$91,999	6593		\$91,999
Interiors Furniture Store	\$120,813	5149	\$28,830	\$91,983
Hubilo	\$91,940	6598		\$91,940
Health Center Marijuana Dispensary	\$91,919	6599		\$91,919
Dr Praegers	\$91,849	6604		\$91,849
Donovan Local Dealer	\$91,799	6608		\$91,799

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Carti Radiation Therapy	\$283,938	2269	\$192,155	\$91,783
Envision Spine Surgery	\$91,743	6610		\$91,743
Community Health Plan	\$99,705	6108	\$8,025	\$91,680
Munster Distinctive Dentistry	\$163,000	3904	\$71,350	\$91,650
Centerpoint Properties	\$150,993	4199	\$59,361	\$91,632
RIDEAMIGOS.COM RD SHRNG	\$91,453	6630		\$91,453
Starcom	\$91,437	6632		\$91,437
Blue Federal Credit Union	\$128,721	4867	\$37,292	\$91,429
Evergreen Home Loans	\$161,892	3929	\$70,482	\$91,410
Advia Credit Union	\$196,035	3282	\$104,631	\$91,404
BILLIE SWAMP SAFARI	\$156,650	4040	\$65,286	\$91,364
MLS Major League Soccer	\$91,363	6643		\$91,363
Georgia Way	\$96,162	6315	\$4,857	\$91,305
RK Gun Show	\$166,914	3825	\$75,645	\$91,269
Bradley University	\$97,746	6222	\$6,492	\$91,254
Bazonzoes Provisioning Center	\$91,181	6652		\$91,181
COLUMBIA REAL ESTATE	\$111,717	5515	\$20,549	\$91,168
Machine Gun America Attraction	\$126,714	4924	\$35,547	\$91,167
Lit La Mesa Dispensary Cannabis Store	\$91,125	6656		\$91,125
Ultimate Kronos Group	\$91,095	6662		\$91,095
Ollies Bargain Outlet Store	\$150,090	4224	\$59,000	\$91,090
Stine Lumber Co	\$201,480	3193	\$110,399	\$91,081
Westmoreland Patterson Moseley & Hinson Attorneys	\$129,420	4846	\$38,370	\$91,050
Outlets Of MS	\$166,900	3828	\$75,875	\$91,025
Just Salad Restaurant	\$97,500	6234	\$6,500	\$91,000
Blue Bunny Ice Cream Parlor	\$90,999	6670		\$90,999
Valley Strong Credit Union	\$179,468	3569	\$88,480	\$90,988
New York Botanical Garden	\$222,750	2889	\$131,791	\$90,959
Liberty Bank	\$324,744	1988	\$233,794	\$90,950
Own A Car Local Dealer	\$530,546	1170	\$439,638	\$90,908
Johnny Londoff Local Dealer	\$116,522	5305	\$25,630	\$90,892
Our Neighborhoods First	\$90,880	6678		\$90,880
Saltwater Collective Marketing Service	\$90,800	6682		\$90,800
Silverbell Investments	\$121,546	5109	\$30,750	\$90,796
Beverage USA	\$90,792	6683		\$90,792
Stern & Cohen Attorneys	\$90,791	6684		\$90,791
Jefferson County Department Of Health	\$122,737	5062	\$32,019	\$90,718
TOMBRAS ADVERTISING SVC	\$90,702	6688		\$90,702
Cincinnati Bengals Football Team	\$90,598	6695		\$90,598
OK Media Solutions Service	\$90,595	6697		\$90,595
Wrigleys	\$90,515	6704		\$90,515

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Sun River Health Care	\$95,925	6332	\$5,489	\$90,436
Spire Credit Union	\$97,238	6248	\$6,816	\$90,422
Black Hawk Casino	\$230,646	2786	\$140,226	\$90,420
American First Credit Union	\$90,414	6709		\$90,414
Center For Wellness & Pain Care Of Las Vegas	\$95,200	6382	\$4,800	\$90,400
Garnet Health Medical Center	\$105,760	5776	\$15,361	\$90,399
Grocery Outlet	\$125,513	4966	\$35,133	\$90,380
Ready Nutrition	\$107,550	5698	\$17,220	\$90,330
Once Upon A Farm	\$90,284	6714		\$90,284
LA Opera	\$90,252	6717		\$90,252
Bergen New Bridge Medical Center	\$90,150	6729		\$90,150
200 Amsterdam Condominiums	\$92,344	6570	\$2,277	\$90,067
St Marys Hospital	\$213,299	3025	\$123,251	\$90,048
Wristcam	\$135,000	4666	\$45,000	\$90,000
Laundry-4U Laundry Service	\$90,000	6735		\$90,000
Lunsford Baskin & Priebe Attorneys	\$90,000	6736		\$90,000
Visier	\$90,000	6736		\$90,000
Law Office Of Donald DAunoy	\$89,994	6742		\$89,994
Chiquita	\$89,988	6744		\$89,988
Brown Harris Stevens	\$162,786	3910	\$72,800	\$89,986
PVC	\$89,928	6749		\$89,928
Olympic Local Dealer	\$94,708	6405	\$4,808	\$89,900
Hard Rock Casino	\$888,729	697	\$799,010	\$89,719
HydraFacial MD	\$113,788	5428	\$24,083	\$89,705
JuneShine	\$102,600	5914	\$12,900	\$89,700
Reef Technology	\$89,700	6770		\$89,700
Boston Ballet	\$159,215	3984	\$69,560	\$89,655
Rolling Hills Casino	\$558,656	1121	\$469,012	\$89,644
Alexander Shunnarah & Assoc Attorneys	\$4,326,613	104	\$4,237,002	\$89,611
Isabel Marant	\$121,545	5111	\$32,000	\$89,545
Frank Penney Attorney	\$183,420	3497	\$93,924	\$89,496
Senior LIFE	\$90,487	6707	\$1,000	\$89,487
Outdoor Nation Advertising Agency	\$141,295	4479	\$51,835	\$89,460
Ascend Wellness Holdings	\$89,450	6782		\$89,450
Scott Local Dealer	\$89,426	6784		\$89,426
Highspot	\$89,364	6791		\$89,364
Tennessee Board Of Regents	\$121,031	5135	\$31,750	\$89,281
Engel & Volkers Real Estate Agency	\$152,109	4163	\$62,851	\$89,258
Cannabis Connection Medical Marijuana Dispensary	\$97,526	6228	\$8,286	\$89,240
Informatica	\$89,233	6798		\$89,233
Rebel	\$89,180	6801		\$89,180

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
United Concordia Dental Insurance	\$89,149	6802		\$89,149
Americas Home Place Builder	\$216,237	2980	\$127,108	\$89,129
Med Plan	\$89,100	6804		\$89,100
Herman Law Firm	\$89,095	6806		\$89,095
3Fifteen Dispensary	\$106,895	5728	\$17,812	\$89,083
CHRISTMAS PLACE STORE	\$112,800	5475	\$23,765	\$89,035
Sound Credit Union	\$89,000	6814		\$89,000
LeBlanc Local Dealer	\$88,936	6816		\$88,936
LCMC Health Urgent Care	\$148,222	4271	\$59,313	\$88,909
Neighborhood Healthcare	\$107,545	5699	\$18,676	\$88,869
Teamsters Local Unions	\$247,280	2603	\$158,502	\$88,778
PHOENIX THEATRE	\$92,759	6542	\$4,000	\$88,759
LOAN FACTORY	\$298,905	2140	\$210,158	\$88,747
NevadaPURE Marijuana Dispensary	\$211,067	3051	\$122,388	\$88,679
Uplift Education	\$121,856	5094	\$33,235	\$88,621
NFM NE Furniture Mart	\$221,805	2901	\$133,211	\$88,594
Built Bar	\$88,588	6844		\$88,588
Tribune Media Services	\$88,572	6845		\$88,572
Nirvana Center Cannabis Store	\$91,118	6657	\$2,630	\$88,488
Asiul Cabinetry Contractor	\$88,450	6854		\$88,450
Generation V E-Cigarettes & Vape Bar	\$88,445	6855		\$88,445
Farrow & Ball	\$88,411	6857		\$88,411
Chopra & Nocerino Attorneys	\$88,396	6858		\$88,396
Texas Monthly	\$88,380	6861		\$88,380
ACCIDENT & INJURY CENTER	\$88,372	6862		\$88,372
Budget Blinds	\$195,674	3289	\$107,303	\$88,371
5 Under Golf Center	\$88,312	6864		\$88,312
Clinica Las Mercedes	\$88,273	6865		\$88,273
Great Outdoors CO Organization	\$88,250	6867		\$88,250
PR&B Marketing Fund	\$242,237	2661	\$154,041	\$88,196
3Bs Restaurant	\$88,125	6873		\$88,125
ROCKET CAR WASH	\$88,100	6876		\$88,100
FanX Salt Lake Comic Convention	\$88,086	6879		\$88,086
Spa Trouve	\$105,969	5768	\$17,904	\$88,065
SAN DIEGO SYMPHONY	\$88,059	6881		\$88,059
RCB Bank	\$161,602	3935	\$73,611	\$87,991
Midamerica Hotels Corp	\$91,096	6661	\$3,151	\$87,945
Pollo Tropical Restaurant	\$192,763	3342	\$104,860	\$87,903
ASPA American Society For Public Administration	\$920,210	669	\$832,387	\$87,823
Colonial Cannabis Co Dispensary	\$151,523	4184	\$63,707	\$87,816
Patriot Home Care	\$239,209	2695	\$151,399	\$87,810

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Blip Billboard Advertising	\$144,040	4385	\$56,270	\$87,770
Primo Hoagies Restaurant	\$259,556	2461	\$171,838	\$87,718
Lipman Brothers Beverage Distributors	\$385,273	1649	\$297,590	\$87,683
Center For Independence Of The Disabled Organization	\$88,965	6815	\$1,315	\$87,650
VIVALDI STONE CENTER	\$87,600	6910		\$87,600
Raritan Bay Medical Center	\$110,674	5559	\$23,300	\$87,374
Evian	\$87,301	6925		\$87,301
Vans	\$87,292	6926		\$87,292
King County Department Of Public Health	\$94,536	6416	\$7,272	\$87,264
Schultz & Myers Attorneys	\$187,255	3442	\$100,000	\$87,255
Green Gold Marijuana Dispensary	\$87,150	6942		\$87,150
High Times	\$87,134	6943		\$87,134
JJ ELEK REALTY	\$87,075	6947		\$87,075
Sameday Health Clinic	\$87,053	6949		\$87,053
Hometown Lenders	\$96,127	6318	\$9,125	\$87,002
Hungry Harvest Food Delivery	\$87,000	6952		\$87,000
Sepsis Alliance Org	\$87,000	6953		\$87,000
Smokey Bear Organization	\$87,000	6953		\$87,000
Vital Air Services	\$87,000	6953		\$87,000
Biossance	\$91,993	6594	\$5,000	\$86,993
Carvana Local Dealer	\$3,099,931	166	\$3,012,953	\$86,978
Hoffman Electrical & Air Conditioning	\$86,949	6959		\$86,949
Combe	\$86,839	6965		\$86,839
Wentzville Local Dealer	\$86,714	6969		\$86,714
Ideal Nutrition Meal Delivery	\$86,705	6970		\$86,705
Journal Squared Apartments	\$86,670	6972		\$86,670
Resinate Medical Marijuana Dispensary	\$113,988	5419	\$27,348	\$86,640
Paradise Local Dealer	\$86,598	6979		\$86,598
Iliad Media Group	\$125,700	4959	\$39,160	\$86,540
LOS ANGELES AUTO SHOW	\$86,500	6982		\$86,500
Guiding Light Mission	\$86,497	6984		\$86,497
Better Business Bureau	\$641,234	964	\$554,758	\$86,476
Trico	\$86,475	6986		\$86,475
Texas Rangers Baseball Team	\$200,783	3201	\$114,400	\$86,383
Green Realty Properties	\$132,105	4756	\$45,815	\$86,290
ASML	\$86,286	7005		\$86,286
Vice	\$86,276	7007		\$86,276
Tweed Medical Cannabis Dispensary	\$86,260	7010		\$86,260
New York City Department Of Transportation	\$91,488	6627	\$5,303	\$86,185
United Community Bank	\$156,847	4036	\$70,708	\$86,139
New York Jets Football Team	\$101,030	6010	\$15,000	\$86,030

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Game Day	\$397,309	1594	\$311,331	\$85,978
Cairn University	\$85,958	7023		\$85,958
University Of Denver	\$200,141	3210	\$114,248	\$85,893
King Richards Faire	\$85,890	7025		\$85,890
Bellin Health Systems	\$226,506	2832	\$140,626	\$85,880
Kenny Perez Law Firm	\$85,827	7030		\$85,827
DAZN	\$85,821	7031		\$85,821
Cincinnati Reds Baseball	\$146,762	4311	\$60,949	\$85,813
Springfield College	\$99,792	6100	\$14,000	\$85,792
Highland Park Village Shopping Mall	\$209,977	3062	\$124,206	\$85,771
La Fe	\$133,046	4735	\$47,293	\$85,753
Arendsen Braddock Attorney At Law	\$85,750	7038		\$85,750
Voda	\$85,750	7039		\$85,750
US National Whitewater Center	\$170,418	3751	\$84,722	\$85,696
Kansas State University	\$111,859	5509	\$26,194	\$85,665
Great Lakes Bay Region MI	\$93,449	6482	\$7,800	\$85,649
GetMyDNA	\$85,611	7045		\$85,611
PHOENIX SUNS ATHLTC CLB	\$86,355	6998	\$750	\$85,605
Franciscan St James Health Center	\$85,552	7051		\$85,552
Mystic Aquarium	\$102,450	5924	\$16,900	\$85,550
Lancaster General Health	\$317,357	2032	\$231,863	\$85,494
Lifearth Cabinetry Contractor	\$150,403	4215	\$64,952	\$85,451
Perfect Air & Home Improvement	\$127,070	4907	\$41,653	\$85,417
Wilmington University	\$408,983	1549	\$323,583	\$85,400
Grow Financial Federal Credit Union	\$85,334	7064		\$85,334
Play Media Marketing Service	\$85,320	7064		\$85,320
UNITY HEALTH CARE	\$109,374	5626	\$24,127	\$85,247
Eastown Distributors	\$85,236	7068		\$85,236
LUXOTTICA RETAIL STORE	\$85,100	7080		\$85,100
Cardinal Heating & AC	\$91,325	6647	\$6,250	\$85,075
CATHOLIC DIOCESE/BILOXI	\$85,025	7086		\$85,025
Appliance Direct Store	\$102,051	5944	\$17,038	\$85,013
Veeam	\$85,000	7090		\$85,000
GSTQ	\$84,963	7093		\$84,963
Sherwin-Williams	\$178,349	3593	\$93,394	\$84,955
Alverno College	\$329,084	1962	\$244,152	\$84,932
OneBlood Blood Center	\$84,906	7096		\$84,906
PBS	\$107,985	5681	\$23,106	\$84,879
Affinity Plus Federal Credit Union	\$84,868	7100		\$84,868
AQUARIUS WATER CNDTN SVC	\$313,206	2056	\$228,365	\$84,841
GoAuto Insurance	\$120,000	5175	\$35,200	\$84,800

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Silverman Chiropractic & Rehabilitation Center	\$84,800	7108		\$84,800
Tampa Bay Rays Baseball	\$98,917	6147	\$14,250	\$84,667
Childrens Hospital Of Orange County	\$181,037	3543	\$96,440	\$84,597
Osadia	\$84,566	7123		\$84,566
Parr Realty	\$91,102	6659	\$6,548	\$84,554
POLESTAR PLUMBING HTG&AC	\$84,550	7124		\$84,550
Tres Agaves	\$84,500	7126		\$84,500
Ron Bell Attorney	\$260,893	2448	\$176,412	\$84,481
WELL Health Medical Clinic	\$121,821	5099	\$37,356	\$84,465
Water Works & Sewer Board Of The City Of Prichard	\$85,908	7024	\$1,500	\$84,408
CommCan	\$84,400	7133		\$84,400
Olive Marketing Consulting Services	\$84,399	7134		\$84,399
MTS Metropolitan Transit System	\$142,483	4433	\$58,087	\$84,396
Mind & Body Wellness Medical Center	\$84,385	7135		\$84,385
Western Carolina University	\$174,758	3656	\$90,428	\$84,330
Viola	\$84,303	7141		\$84,303
Redemption Christian Center	\$113,721	5430	\$29,462	\$84,259
Helen DeVos Childrens Hospital	\$84,165	7152		\$84,165
D Las Vegas Hotel & Casino	\$401,907	1576	\$317,752	\$84,155
Alcock & Assoc Attorney	\$198,633	3243	\$114,496	\$84,137
Paragon Casino Resort	\$435,488	1455	\$351,386	\$84,102
Crash To Cash Law Firm	\$84,089	7159		\$84,089
Woodies Wash Shack Car Wash	\$84,075	7162		\$84,075
Davidson & Licht Jewelry	\$190,998	3371	\$106,985	\$84,013
ecoATM Service	\$84,000	7165		\$84,000
Accel Entertainment	\$233,397	2754	\$149,417	\$83,980
Molloy College	\$128,450	4876	\$44,650	\$83,800
First Choice Urgent Care	\$83,744	7176		\$83,744
St Johns County Fl	\$105,758	5777	\$22,121	\$83,637
Sunnyside Cannabis Shop	\$121,645	5103	\$38,048	\$83,597
Skyline Chili Restaurant	\$343,340	1866	\$259,778	\$83,562
Client X Market Research	\$83,557	7194		\$83,557
Theory Wellness Medical & Recreational Dispensary	\$214,581	3006	\$131,054	\$83,527
Galpao Gaucho Churrascaria Do Brasil Restaurant	\$110,371	5576	\$26,893	\$83,478
Hakim Toma & Yaldoo Attorneys At Law	\$98,441	6176	\$14,980	\$83,461
Quit Partner MN	\$149,657	4241	\$66,250	\$83,407
Golden Entertainment	\$290,895	2210	\$207,500	\$83,395
Phillips Distributing Co	\$83,370	7203		\$83,370
Stonewall Kitchen	\$89,526	6778	\$6,186	\$83,340
Ibotta	\$83,268	7207		\$83,268
Rhino Roofers Contractor	\$83,244	7209		\$83,244

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Childrens Trust Organization	\$163,509	3894	\$80,292	\$83,217
Tradecraft Farms Cannabis Dispensary	\$83,200	7210		\$83,200
Thomas Edison State University	\$181,816	3527	\$98,625	\$83,191
Bojangles Restaurant	\$2,051,615	263	\$1,968,435	\$83,180
Health New England	\$195,511	3294	\$112,332	\$83,179
Ohio Renaissance Festival	\$86,412	6990	\$3,250	\$83,162
Edina Realty	\$389,741	1634	\$306,600	\$83,141
EYEWEAR GALLERY	\$83,125	7215		\$83,125
Villain Arts Tattoo Parlor	\$166,152	3836	\$83,065	\$83,087
Dynatrace	\$83,062	7219		\$83,062
Americas Thrift Store	\$126,945	4913	\$43,932	\$83,013
Law Enforcement Action Partnership	\$83,000	7223		\$83,000
SOLOMON R GUGGENHEIM MSM	\$83,000	7224		\$83,000
Fulton County Department Of Health & Wellness	\$144,450	4375	\$61,499	\$82,951
Seay & Felton Attorneys	\$82,924	7229		\$82,924
Monarch Casino & Resort	\$351,511	1819	\$268,623	\$82,888
Whitley Law Firm	\$101,450	5983	\$18,580	\$82,870
Equality Health Foundation	\$82,857	7232		\$82,857
Action Termite & Pest Control	\$86,247	7011	\$3,400	\$82,847
MOSES CONE HOSPITAL	\$597,441	1055	\$514,597	\$82,844
East Baton Rouge Parish School System	\$457,706	1386	\$374,896	\$82,810
Lifeworks Services	\$82,800	7235		\$82,800
Abercrombie Attorney	\$240,468	2679	\$157,679	\$82,789
WaBa Grill	\$90,125	6730	\$7,369	\$82,756
ESD Environmental Services Dept	\$82,749	7239		\$82,749
PrizePicks Daily Fantasy Game	\$82,730	7241		\$82,730
Polestar	\$541,883	1147	\$459,186	\$82,697
Joel Bieber Law Firm	\$169,975	3759	\$87,320	\$82,655
Driscoll Childrens Hospital	\$121,201	5125	\$38,559	\$82,642
Shell Federal Credit Union	\$82,621	7253		\$82,621
Ste Michelle	\$82,610	7254		\$82,610
JP Travel Center	\$88,813	6828	\$6,227	\$82,586
Nightingale College	\$252,984	2537	\$170,442	\$82,542
IC Labs	\$82,500	7264		\$82,500
Innovative Basement Authority Contractor	\$82,500	7264		\$82,500
Sumo Citrus	\$82,500	7264		\$82,500
Pat Lobb Local Dealer	\$82,478	7264		\$82,478
EASTERN CONSTRUCTION	\$89,067	6809	\$6,608	\$82,459
St Lucie County	\$100,006	6077	\$17,550	\$82,456
LONZA INC	\$82,436	7270		\$82,436
Workrise Employment Service	\$82,423	7271		\$82,423

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Local Favorite Restaurant	\$82,384	7273		\$82,384
Icelandic Glacial	\$155,953	4060	\$73,584	\$82,369
Clearwater Marine Aquarium	\$164,773	3867	\$82,427	\$82,346
Ciocca Local Dealer	\$461,438	1372	\$379,171	\$82,267
Garavel Local Dealer	\$82,250	7280		\$82,250
Scranton Law Firm	\$86,280	7006	\$4,066	\$82,214
Kiah	\$82,208	7282		\$82,208
SEWELL VILLAGE LOC DLR	\$327,398	1972	\$245,253	\$82,145
St Alphonsus/Medical Center	\$385,909	1647	\$303,788	\$82,121
Trantolo & Trantolo Attorneys	\$232,812	2761	\$150,749	\$82,063
HomeTrust Bank	\$97,872	6212	\$15,843	\$82,029
Health For Life Marijuana Dispensary	\$168,498	3793	\$86,553	\$81,945
Tock	\$81,920	7300		\$81,920
Original Tommys Hamburger Restaurant	\$210,472	3057	\$128,577	\$81,895
Shelbourne & Assoc Oral & Facial Surgery	\$81,894	7303		\$81,894
Herzog Wine Cellars Store	\$81,875	7305		\$81,875
Firewood Marketing	\$81,829	7310		\$81,829
Holz Local Dealer	\$108,393	5668	\$26,571	\$81,822
Tacoma-Pierce County Health Department	\$274,215	2338	\$192,407	\$81,808
Caliva Coastal Grown Cannabis Shop	\$146,745	4312	\$64,969	\$81,776
TruMark Financial Credit Union	\$313,613	2053	\$231,838	\$81,775
Black Oak Inn	\$81,730	7313		\$81,730
Ting	\$81,715	7316		\$81,715
Dekalb County Board Of Commissioners	\$81,700	7318		\$81,700
SCHOOL DISTRICT	\$88,925	6819	\$7,250	\$81,675
Supermodels Unlimited	\$84,447	7129	\$2,800	\$81,647
COS Clothing Store	\$81,625	7322		\$81,625
PLAY FAIRE PRODUCTIONS	\$81,597	7325		\$81,597
Bumble	\$476,588	1334	\$395,021	\$81,567
Sun West Mortgage Co Inc	\$81,537	7329		\$81,537
Steelseries	\$81,470	7336		\$81,470
Hardees Restaurant	\$2,210,944	236	\$2,129,541	\$81,403
Center For Family Services	\$85,113	7077	\$3,750	\$81,363
Caresify Home Care Agency	\$189,459	3399	\$108,164	\$81,295
Trustco Bank	\$174,823	3652	\$93,547	\$81,276
Genesee Intermediate School District	\$105,132	5805	\$23,881	\$81,251
Port Of Oakland	\$105,150	5803	\$23,900	\$81,250
Restore Integrative Wellness Center	\$170,601	3745	\$89,364	\$81,237
Slim Chickens Restaurant	\$214,316	3010	\$133,154	\$81,162
Ohio Means Jobs Center	\$104,236	5855	\$23,100	\$81,136
Lower Manhattan Hospital	\$81,127	7361		\$81,127

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Service Professor	\$81,116	7362		\$81,116
UNIBET	\$81,075	7369		\$81,075
Philadelphia Phillies Baseball Team	\$92,911	6524	\$11,866	\$81,045
Memphis Grizzlies Basketball Team	\$119,035	5206	\$38,020	\$81,015
Rhode Island State Lottery	\$377,568	1692	\$296,561	\$81,007
MARSCare Home Health Care Service	\$81,004	7374		\$81,004
Southland Credit Union	\$80,971	7383		\$80,971
Village Of Rosemont	\$102,391	5928	\$21,429	\$80,962
Ocean Bank	\$362,307	1769	\$281,384	\$80,923
Paper Co Stationery Store	\$80,820	7392		\$80,820
Texas State University	\$84,633	7119	\$3,840	\$80,793
Haven Real Estate Group	\$80,750	7397		\$80,750
Flipflop	\$80,704	7401		\$80,704
Office Of Juvenile Justice & Delinquency Programs	\$80,700	7402		\$80,700
Steady	\$80,654	7409		\$80,654
DELAWARE CNTY WRKFRC/BRD	\$80,625	7411		\$80,625
Pond Lehocky Law Firm	\$887,537	699	\$807,039	\$80,498
WFLA	\$138,381	4567	\$57,973	\$80,408
Osborne Law Firm	\$80,400	7426		\$80,400
Philadelphia Gas Works	\$151,250	4192	\$70,876	\$80,374
Zoo Atlanta	\$161,830	3930	\$81,470	\$80,360
REALTY EXEC/BOCA RATON	\$106,367	5746	\$26,039	\$80,328
SACRAMENTO DEPT/HLTH&HMN	\$80,285	7434		\$80,285
USA Mortgage Co	\$121,623	5104	\$41,397	\$80,226
Liberty Financial	\$129,213	4851	\$49,038	\$80,175
Houwzer Realty	\$80,141	7454		\$80,141
Andrea Bocelli Personal Appearance	\$80,069	7460		\$80,069
Denver Gazette	\$80,066	7461		\$80,066
NBA Store	\$80,061	7463		\$80,061
Anschutz Entertainment Group	\$80,000	7468		\$80,000
Naadam	\$80,000	7469		\$80,000
Primavera Online School	\$80,000	7469		\$80,000
Gold Medal Plumbing Heating Cooling Electric	\$246,890	2608	\$166,902	\$79,988
Mahatma	\$90,700	6689	\$10,800	\$79,900
MemSQL	\$132,859	4739	\$53,000	\$79,859
Connecticut In-Home Assistance	\$147,961	4279	\$68,103	\$79,858
Bahamas Ministry/Tourism	\$100,000	6079	\$20,148	\$79,852
Napleton Local Dealer	\$217,000	2964	\$137,199	\$79,801
Euroview Contractor	\$126,600	4932	\$46,800	\$79,800
WWE Live Wrestling Match	\$79,800	7488		\$79,800
Student Transportation Of America	\$93,036	6516	\$13,300	\$79,736

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Peace Of Mind Medical Marijuana Center	\$79,736	7493		\$79,736
CARE SOURCE CENTER	\$96,361	6302	\$16,669	\$79,692
Trust20 Restaurant Certification	\$82,187	7283	\$2,500	\$79,687
Pioneer Cabinetry Inc	\$87,536	6913	\$7,899	\$79,637
Allegiant Airlines	\$523,352	1183	\$443,722	\$79,630
Kuiu	\$79,595	7503		\$79,595
Carolines Cannabis Store	\$84,578	7122	\$5,000	\$79,578
Northern Trust Corp	\$79,563	7504		\$79,563
Herbert Law Offices	\$79,555	7505		\$79,555
North Carolina Dept Of Health & Human Services	\$79,555	7506		\$79,555
Better Homes & Gardens	\$219,832	2925	\$140,298	\$79,534
Strack & Van Til	\$184,783	3475	\$105,264	\$79,519
Service Credit Union	\$88,101	6875	\$8,600	\$79,501
HAIR RESTORATION/ATLNT	\$94,500	6418	\$15,000	\$79,500
Girl From The North Country	\$79,500	7509		\$79,500
Well Design Studio	\$79,492	7510		\$79,492
Cocktail Courier Liquor Store	\$79,464	7515		\$79,464
Dekalb County Board Of Health	\$171,368	3730	\$91,917	\$79,451
Centene Corp Organization	\$79,904	7482	\$500	\$79,404
Experience Real Estate Group	\$79,388	7518		\$79,388
Palmers Restaurant & Tavern	\$80,227	7442	\$850	\$79,377
Liquor Barn Liquor Store	\$178,995	3580	\$99,645	\$79,350
Gofundme.com	\$79,340	7523		\$79,340
Summit Health Care Center	\$79,325	7524		\$79,325
Law Firm Of Eddie Clark & Assoc	\$100,144	6064	\$20,828	\$79,316
Sacramento Metropolitan Air Quality Mgt District	\$92,648	6550	\$13,340	\$79,308
KJOC	\$79,275	7527		\$79,275
New Jersey Performing Arts Center	\$128,754	4866	\$49,525	\$79,229
Great Hearts Academies	\$134,624	4681	\$55,410	\$79,214
Freshies	\$79,190	7532		\$79,190
Blaster	\$145,035	4359	\$65,848	\$79,187
J BROWN JEWELERS	\$79,099	7540		\$79,099
Harvey L Walner & Assoc	\$97,060	6260	\$18,000	\$79,060
Ritas Water Ice	\$110,654	5560	\$31,605	\$79,049
A-Authentic Garage Door Service Co	\$191,648	3364	\$112,602	\$79,046
LifeStraw	\$79,000	7549		\$79,000
Orange County Community Colleges	\$79,000	7550		\$79,000
Deepwater Productions	\$93,804	6462	\$14,821	\$78,983
Orr Local Dealer	\$244,454	2637	\$165,484	\$78,970
CIVIC & CHARITABLE ORG	\$91,823	6607	\$12,865	\$78,958
SUMMIT DISTRIBUTING	\$136,142	4633	\$57,188	\$78,954

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
JTB HI TRAVEL SERVICES	\$128,454	4875	\$49,533	\$78,921
Florida Citrus Sports	\$89,451	6781	\$10,589	\$78,862
PGR Media	\$78,838	7560		\$78,838
One Hour Air Conditioning & Heating	\$275,832	2326	\$197,064	\$78,768
Edward Rose & Sons Real Estate Development	\$135,064	4661	\$56,305	\$78,759
TMP Worldwide	\$100,104	6066	\$21,350	\$78,754
Marqeta	\$202,500	3177	\$123,750	\$78,750
MARSHFIELD CLINIC	\$213,109	3028	\$134,375	\$78,734
Rums Of PR	\$78,700	7570		\$78,700
Otter Creek Productions	\$78,660	7574		\$78,660
TGK Automotive Repair Service	\$78,659	7575		\$78,659
Tate Law Offices	\$78,600	7582		\$78,600
Cole Scott & Kissane Attorneys	\$78,599	7582		\$78,599
Claw Cannabis	\$78,593	7586		\$78,593
Stuckeys Gas Station	\$78,591	7587		\$78,591
Kraft Heinz	\$204,098	3143	\$125,533	\$78,565
Temescal Wellness Dispensary	\$92,515	6560	\$13,951	\$78,564
Global Mgt Booking & Event Planning	\$78,550	7589		\$78,550
Utah Department Of Transportation	\$78,534	7591		\$78,534
Wasatch Medical Clinic	\$101,753	5967	\$23,238	\$78,515
Charleston County School District	\$98,044	6205	\$19,531	\$78,513
AMERICAN SOCIETY	\$80,358	7429	\$1,850	\$78,508
Jacksons Food Store	\$302,366	2114	\$223,892	\$78,474
Hill Country Furniture Partners Store	\$392,294	1621	\$313,840	\$78,454
Spotlight 29 Casino	\$309,002	2073	\$230,565	\$78,437
Luminis Health	\$78,425	7600		\$78,425
VF	\$102,713	5906	\$24,307	\$78,406
Sunburst Shutters & Window Fashions Store	\$91,341	6645	\$12,938	\$78,403
Leslies Swimming Pool Supplies	\$78,399	7604		\$78,399
Alro Steel Co	\$82,583	7260	\$4,200	\$78,383
Little Tijuana Mexican Restaurant	\$78,373	7611		\$78,373
Express Employment Professionals	\$124,252	5015	\$45,887	\$78,365
Milt Guggia Enterprises Restaurant	\$78,358	7612		\$78,358
HIGH SPEED PRODUCTIONS	\$78,290	7620		\$78,290
San Antonio Economic Development Foundation	\$78,274	7623		\$78,274
Electra Meccanica	\$137,097	4606	\$58,844	\$78,253
Cagigas Healthy Activities Center	\$91,728	6612	\$13,480	\$78,248
Area 15 Shopping Center	\$78,245	7626		\$78,245
Bobby Rahal Local Dealer	\$255,876	2505	\$177,635	\$78,241
Jacob Emrani Attorney	\$946,334	656	\$868,132	\$78,202
Doherty Enterprises	\$78,200	7631		\$78,200

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Fairfield Local Dealer	\$154,181	4114	\$76,030	\$78,151
Wayne Professional Pharmacy	\$78,140	7634		\$78,140
Five9	\$83,850	7169	\$5,714	\$78,136
WHEEL PROS	\$78,135	7635		\$78,135
Timbertech	\$102,351	5930	\$24,224	\$78,127
REX Real Estate Agency	\$78,120	7638		\$78,120
Stockton Local Dealer	\$122,258	5082	\$44,142	\$78,116
Angi	\$78,109	7640		\$78,109
DMC Doctors Medical Center	\$78,100	7641		\$78,100
California Office Of The Governor	\$78,095	7642		\$78,095
SAN DIEGO CITY COLLEGE	\$78,011	7648		\$78,011
Harding RV Dealer	\$106,891	5729	\$28,890	\$78,001
Quadpay	\$78,000	7650		\$78,000
Rothman Institute Orthopaedic Center	\$307,894	2080	\$230,012	\$77,882
Jobility Employment Service	\$77,865	7666		\$77,865
Store Local Dealer	\$120,350	5165	\$42,499	\$77,851
Nova Brazil Brewing Co	\$77,814	7670		\$77,814
American Freedom Distillery	\$152,756	4144	\$75,036	\$77,720
NEW ENGLAND DENTAL GROUP	\$105,589	5786	\$27,901	\$77,688
PALM BEACH OUTLET MALL	\$77,643	7688		\$77,643
Royal Furniture Co	\$82,587	7259	\$4,952	\$77,635
Responsible Gambling Council	\$77,625	7689		\$77,625
Evereve Clothing Store	\$111,804	5511	\$34,181	\$77,623
Ray-Ban	\$77,585	7693		\$77,585
Sunlogix Energy Contractor	\$77,569	7695		\$77,569
Buffalo Wild Wings Grill	\$593,045	1067	\$515,523	\$77,522
Old Spice	\$77,500	7703		\$77,500
Port Authority Of Pittsburgh	\$77,500	7704		\$77,500
SCHUSTERS HOME FURN	\$77,435	7713		\$77,435
EARTH MED MEDICAL CENTER	\$85,856	7027	\$8,443	\$77,413
HOME SERVICE OIL CO	\$101,579	5975	\$24,231	\$77,348
Houston Rockets Basketball	\$77,300	7722		\$77,300
LMTA Foundation	\$77,270	7724		\$77,270
BELLA VISTA HOMES	\$98,863	6154	\$21,600	\$77,263
Tucker Hill Air Plumbing & Electric	\$77,252	7725		\$77,252
Lifesprk Home Care	\$79,010	7547	\$1,800	\$77,210
Healthy Herbal Care Cannabis Store	\$102,660	5910	\$25,452	\$77,208
Archwell Health Nursing Home	\$77,190	7728		\$77,190
51 For 51 Organization	\$77,185	7729		\$77,185
OZ Recreational Cannabis Shop	\$95,370	6370	\$18,204	\$77,166
Rich Music	\$77,151	7732		\$77,151

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Sans	\$77,139	7734		\$77,139
Robert Morris University	\$99,736	6107	\$22,600	\$77,136
Vape City Tobacco Shop	\$117,375	5260	\$40,250	\$77,125
WaterView Casino & Hotel	\$192,300	3352	\$115,186	\$77,114
Excitement Smokin Glass Shop	\$92,725	6544	\$15,653	\$77,072
MARYLAND HIGHWAY SAFETY	\$135,417	4649	\$58,350	\$77,067
INTL DRIVE RESORT AREA	\$77,018	7747		\$77,018
DR SEUSS NATL MEMORIAL	\$77,000	7749		\$77,000
La Prairie	\$77,000	7750		\$77,000
TrustDale.com	\$180,180	3555	\$103,208	\$76,972
Amick Farms	\$100,539	6039	\$23,582	\$76,957
Cenvar Roofing Contractor	\$115,940	5336	\$38,997	\$76,943
Auto Intl Insurance Agency	\$81,053	7372	\$4,131	\$76,922
Whitehaven	\$76,875	7765		\$76,875
Sol De Janeiro	\$76,859	7767		\$76,859
Sanders Team Realty	\$108,760	5654	\$31,916	\$76,844
FIDOS FENCES	\$76,800	7776		\$76,800
Shippo	\$76,750	7777		\$76,750
CoreCivic Inc	\$149,070	4253	\$72,330	\$76,740
St Francis Reflections Lifestage Care	\$76,723	7780		\$76,723
DNT Home Buyers	\$76,700	7783		\$76,700
UnionMain Homes Contractor	\$76,682	7786		\$76,682
Traverse City MI	\$690,775	900	\$614,122	\$76,653
Dean Health System	\$135,907	4642	\$59,312	\$76,595
SANDALS FACTORY OTLT STR	\$600,606	1045	\$524,018	\$76,588
Downtown Resource Group	\$76,537	7799		\$76,537
Aucoin Hart Jewelers	\$267,387	2394	\$190,851	\$76,536
Freshpet	\$156,530	4043	\$79,999	\$76,531
Schicker Local Dealer	\$114,053	5414	\$37,525	\$76,528
RANLife Home Loans	\$156,142	4055	\$79,616	\$76,526
TripSavvy	\$76,500	7803		\$76,500
Ciresi Walburn Foundation For Children	\$76,464	7810		\$76,464
SenesTech	\$76,464	7811		\$76,464
Metrohealth System	\$80,230	7440	\$3,800	\$76,430
Physicians Immediate Care Clinic	\$76,418	7814		\$76,418
Color Health	\$76,397	7815		\$76,397
Columbia College	\$87,630	6908	\$11,250	\$76,380
Show Grow Medical Marijuana Dispensary	\$86,872	6963	\$10,500	\$76,372
My529	\$98,176	6199	\$21,837	\$76,339
North Shore Urgent Care	\$93,345	6494	\$17,009	\$76,336
Beach Plum Restaurant	\$215,021	3001	\$138,732	\$76,289

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Green Meadow Farms	\$77,956	7659	\$1,700	\$76,256
Mountain Creek Resort	\$76,206	7823		\$76,206
ALAMEDA ALLIANCE/HEALTH	\$76,196	7827		\$76,196
Virginia Department Of Social Services	\$128,096	4885	\$51,909	\$76,187
Winebow	\$76,150	7831		\$76,150
Serene Behavioral Health Center	\$76,106	7836		\$76,106
UCare Health Center	\$76,092	7838		\$76,092
American Deli Restaurant	\$76,979	7754	\$900	\$76,079
Weill Cornell Medicine	\$76,062	7840		\$76,062
Glamnetic	\$76,051	7844		\$76,051
Englewood Local Dealer	\$76,000	7849		\$76,000
Dermatology Assoc	\$116,601	5302	\$40,636	\$75,965
Upland	\$75,930	7856		\$75,930
Ovadia Law Group	\$133,476	4720	\$57,560	\$75,916
Thorntons	\$75,873	7861		\$75,873
Johnnys Pizza House	\$88,220	6871	\$12,360	\$75,860
Breslin & Breslin Attorneys	\$90,996	6671	\$15,166	\$75,830
Mission Regional Medical Center	\$185,092	3469	\$109,287	\$75,805
J&S Furniture Store	\$109,209	5633	\$33,489	\$75,720
To Kill A Mockingbird	\$75,703	7881		\$75,703
Kansas Department Of Health & Environment	\$112,984	5467	\$37,293	\$75,691
National Mill Maintenance Service	\$75,681	7884		\$75,681
Barrett-Jackson Local Dealer	\$80,675	7404	\$5,000	\$75,675
Oregon City	\$75,675	7885		\$75,675
Regent University	\$364,860	1760	\$289,303	\$75,557
Visions Federal Credit Union	\$75,532	7895		\$75,532
Advertising Week Event	\$75,450	7901		\$75,450
DriveTime Local Dealer	\$75,450	7902		\$75,450
Vistra Communications Marketing	\$232,627	2764	\$157,201	\$75,426
Bowman Local Dealer	\$75,415	7904		\$75,415
RAPIDCARE MEDICAL CLINIC	\$75,394	7910		\$75,394
Hoffy Brand	\$247,307	2602	\$171,915	\$75,392
HOSPICE OF ST FRANCIS	\$102,688	5908	\$27,355	\$75,333
Home Paramount Pest Control	\$1,726,854	322	\$1,651,527	\$75,327
Fisher College	\$75,300	7916		\$75,300
Fields Local Dealer	\$94,582	6410	\$19,288	\$75,294
Certified Piedmontese	\$119,568	5190	\$44,296	\$75,272
LD Promotions	\$98,220	6192	\$22,962	\$75,258
Indiana State	\$78,325	7618	\$3,075	\$75,250
Keolis Commuter Services	\$82,737	7240	\$7,500	\$75,237
Integral Communities	\$75,200	7925		\$75,200

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
David Taylor Local Dealer	\$89,909	6752	\$14,736	\$75,173
Boomtown Biloxi Casino	\$75,048	7938		\$75,048
Pure Canna Medical Marijuana Dispensary	\$75,038	7939		\$75,038
Detroit Institute Of Arts	\$138,409	4565	\$63,373	\$75,036
Borough Of Manhattan Community College	\$75,000	7944		\$75,000
Day & Night Cooling & Heating Services	\$75,000	7944		\$75,000
Human Rights Foundation	\$75,000	7944		\$75,000
Lancome	\$75,000	7944		\$75,000
New York City Department Of Consumer Affairs	\$75,000	7944		\$75,000
New York City Emergency Mgt	\$75,000	7944		\$75,000
Hunger Games The Exhibition	\$74,997	7944		\$74,997
Marvel Avengers S.T.A.T.I.O.N. Exhibition	\$74,997	7959		\$74,997
Byblos Cafe	\$132,375	4751	\$57,400	\$74,975
Seven 88 West Midtown Condominiums	\$90,000	6736	\$15,054	\$74,946
Artist Tree Dispensary	\$87,920	6889	\$13,000	\$74,920
South Jersey Radiology Assoc PA	\$144,530	4373	\$69,616	\$74,914
Spring Hill College	\$82,700	7245	\$7,800	\$74,900
Dolly Partons Dixie Stampede Dinner Attraction	\$74,900	7962		\$74,900
Council On Alcohol & Drugs	\$144,957	4362	\$70,077	\$74,880
RACHELS GENTLEMENS CLUB	\$74,872	7963		\$74,872
Kona Brewing Co	\$74,825	7967		\$74,825
CarCare To Go Shop	\$74,761	7973		\$74,761
Versiti	\$88,481	6851	\$13,767	\$74,714
Metro Transit	\$85,160	7074	\$10,483	\$74,677
Originals Factory & Weed Shop	\$93,360	6492	\$18,700	\$74,660
Kelsey-Seybold Clinic	\$350,678	1824	\$276,022	\$74,656
WS Media Services	\$74,645	7980		\$74,645
HEPPERLY LOC DLR	\$217,695	2956	\$143,059	\$74,636
New Holland Brewing Restaurant	\$114,696	5392	\$40,064	\$74,632
Nothing Bundt Cakes Bakery	\$120,708	5153	\$46,097	\$74,611
Axia Womens Health Clinic	\$74,611	7983		\$74,611
LabCorp	\$105,000	5811	\$30,435	\$74,565
WEIDNER REALTY	\$82,119	7286	\$7,608	\$74,511
GrowGeneration Organic Gardening Store	\$107,211	5715	\$32,710	\$74,501
Chandon	\$74,500	7993		\$74,500
Metropolitan Water District Of Southern CA	\$74,500	7994		\$74,500
ACR HOMES	\$93,582	6475	\$19,089	\$74,493
Golden Trust Insurance Agency	\$103,915	5867	\$29,474	\$74,441
Mob Museum	\$204,400	3138	\$129,988	\$74,412
Sothebys Intl	\$100,722	6031	\$26,315	\$74,407
Long Beach CA	\$88,096	6878	\$13,700	\$74,396

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Michigan State Police	\$74,338	8007		\$74,338
Rite Way Heating & Cooling System	\$79,208	7530	\$4,876	\$74,332
BLACK DIAMOND ENTERPRISE	\$74,318	8009		\$74,318
WILSBACH DISTRIBUTING	\$111,190	5538	\$36,950	\$74,240
Hiway Federal Credit Union	\$91,515	6626	\$17,351	\$74,164
Jackson Hospital	\$152,386	4154	\$78,232	\$74,154
Busch Ceative Services	\$74,134	8025		\$74,134
Pomponio Law Firm	\$165,474	3847	\$91,347	\$74,127
Bell & Evans	\$96,362	6301	\$22,250	\$74,112
Fair Fight Action	\$74,090	8031		\$74,090
Connecticut Coalition Against Domestic Violence	\$74,080	8032		\$74,080
John Deere	\$159,439	3977	\$85,363	\$74,076
Kansas City Cannabis Co	\$86,387	6993	\$12,348	\$74,039
Alluvit Marketing Service	\$80,617	7413	\$6,592	\$74,025
Summit Federal Credit Union	\$74,025	8040		\$74,025
COOPER HEALTH SYSTEM	\$74,018	8043		\$74,018
AARMY	\$74,000	8044		\$74,000
Nellies Free Range Eggs	\$73,976	8048		\$73,976
Granite Busters Store	\$75,460	7900	\$1,503	\$73,957
True Value	\$150,181	4220	\$76,230	\$73,951
Texas Health Resources	\$518,739	1198	\$444,794	\$73,945
SmartNews	\$73,908	8051		\$73,908
Smart Wave Solar Contractor	\$73,852	8056		\$73,852
TDECU TX Dow Employees Credit Union	\$182,597	3514	\$108,750	\$73,847
Ivy Tech Community College	\$129,874	4830	\$56,030	\$73,844
Opendoor	\$73,835	8061		\$73,835
Denver Zoo	\$73,795	8066		\$73,795
Brex Sales Distributor	\$211,535	3045	\$137,749	\$73,786
Strong4Life	\$73,760	8070		\$73,760
RENTOKIL EXTERMINATORS	\$73,736	8074		\$73,736
Coronato Property Group	\$73,701	8076		\$73,701
Levi Goldstein Auctions	\$92,672	6547	\$18,987	\$73,685
Law Offices Of George Salinas	\$336,995	1909	\$263,334	\$73,661
Head Start School	\$88,540	6847	\$14,879	\$73,661
Saks Fifth Avenue	\$73,661	8081		\$73,661
Orange Local Dealer	\$73,651	8084		\$73,651
Nola Lending Group	\$75,029	7940	\$1,381	\$73,648
Realty Connect USA	\$73,763	8069	\$145	\$73,618
Sacred Circle Healthcare Center	\$73,600	8087		\$73,600
Key Food Stores	\$102,014	5946	\$28,506	\$73,508
Greater St Louis Inc	\$73,500	8092		\$73,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Paris Brothers Distributors	\$73,500	8093		\$73,500
Nebraska Department Of Health & Human Services	\$120,429	5163	\$46,950	\$73,479
Premier Mortgage Lending	\$102,979	5895	\$29,509	\$73,470
Los Angeles Department Of Water & Power	\$126,920	4915	\$53,500	\$73,420
Jacobs Financial Services	\$188,602	3413	\$115,186	\$73,416
Pinnacle Roofing Contractor	\$81,784	7312	\$8,384	\$73,400
Town Of Red River NM	\$73,350	8101		\$73,350
IOWA STATE FAIR	\$81,343	7346	\$8,000	\$73,343
Matthew Lopez Attorney	\$82,142	7285	\$8,800	\$73,342
Charter Next Generation	\$73,298	8106		\$73,298
San Diego County Sheriffs Department	\$73,258	8112		\$73,258
Indianapolis IN	\$95,362	6371	\$22,125	\$73,237
Canarchy Breweries	\$73,237	8114		\$73,237
MASSACHUSETTS OFFICE OF TRAVEL & TOURISM	\$170,735	3740	\$97,599	\$73,136
Pritchard Injury Firm	\$99,525	6117	\$26,395	\$73,130
Atlantic Healthcare Products Store	\$73,130	8119		\$73,130
City Of Long Beach Office Of Transportation	\$73,125	8120		\$73,125
Porsche	\$2,224,671	234	\$2,151,572	\$73,099
Early Childhood Intervention	\$73,099	8123		\$73,099
Pape Machinery	\$104,540	5838	\$31,462	\$73,078
Louisville KY	\$78,234	7628	\$5,164	\$73,070
US Agency For Intl Development	\$73,070	8124		\$73,070
Lucky Lady Casino	\$75,590	7892	\$2,530	\$73,060
Ringling Bros & Barnum & Bailey Circus	\$79,481	7515	\$6,429	\$73,052
Mountain Health Co-Op	\$121,830	5097	\$48,787	\$73,043
West TX High Intensity Drug Trafficking Area	\$73,018	8126		\$73,018
Oklahoma State Department Of Health	\$74,501	7992	\$1,500	\$73,001
California Avocado Commission	\$73,000	8128		\$73,000
Halo Collective Cannabis	\$73,000	8129		\$73,000
Our Lady Of The Lake University	\$217,131	2963	\$144,153	\$72,978
Love Store	\$389,864	1633	\$316,932	\$72,932
Sporting KS City Soccer Team	\$149,196	4250	\$76,324	\$72,872
SOBA College Recovery Center	\$84,347	7137	\$11,475	\$72,872
Georgia Department Of Community Health	\$72,850	8141		\$72,850
Cottleville-Weldon Spring Chamber Of Commerce	\$72,800	8148		\$72,800
New England Treatment Access	\$72,800	8149		\$72,800
WILCO FARM STORE	\$113,470	5443	\$40,757	\$72,713
Adjusters Group	\$72,670	8156		\$72,670
Fenwick Plumbing Co	\$72,668	8158		\$72,668
Heller Jewelers	\$215,436	2994	\$142,798	\$72,638
Helitech Waterproofing & Foundation Repair	\$130,398	4809	\$57,760	\$72,638

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Oakland Community Health Network Organization	\$72,610	8163		\$72,610
Collins Aerospace	\$132,188	4754	\$59,592	\$72,596
JPL Integrated Communications Marketing Service	\$72,561	8168		\$72,561
MMD Hollywood Cannabis Store	\$72,527	8172		\$72,527
China Merchants Bank	\$106,250	5752	\$33,750	\$72,500
WDCA	\$90,000	6736	\$17,500	\$72,500
Ryan Dallas Real Estate	\$161,465	3938	\$88,999	\$72,466
Simple Surrogacy	\$72,449	8179		\$72,449
Theater Of The Sea Amusement Park	\$221,819	2900	\$149,380	\$72,439
Connecticut State	\$211,169	3049	\$138,735	\$72,434
United Employment Solutions	\$72,431	8183		\$72,431
Roche Bobois	\$72,400	8187		\$72,400
Timken	\$72,390	8190		\$72,390
Daytona Defense Attorney	\$174,073	3670	\$101,743	\$72,330
Rumbletree Advertising Agency	\$72,284	8197		\$72,284
Strains	\$217,611	2958	\$145,341	\$72,270
Autohaus Local Dealer	\$86,768	6966	\$14,559	\$72,209
WOODLAND HILLS TRTMNT CN	\$72,200	8202		\$72,200
Genesis Health System	\$72,148	8208		\$72,148
Western Technical Institute	\$78,127	7636	\$6,000	\$72,127
Paisley Park Museum	\$72,061	8215		\$72,061
Field Of Screams Event	\$94,335	6433	\$22,275	\$72,060
Lezcano Law Firm	\$91,971	6596	\$19,921	\$72,050
Michigan Veterans Affairs Agency	\$101,439	5986	\$29,400	\$72,039
Divorce Center	\$156,000	4060	\$84,000	\$72,000
1st Choice Career Institute	\$72,000	8220		\$72,000
Benjamin Law Firm	\$72,000	8221		\$72,000
Philadelphia Water Department	\$72,000	8221		\$72,000
CERRITOS COLLEGE	\$71,977	8221		\$71,977
Mike Thompson RV Dealer	\$71,960	8231		\$71,960
Sweetgreen	\$294,954	2174	\$223,000	\$71,954
Smart Bus Co	\$71,950	8233		\$71,950
New Mexico State University	\$184,180	3486	\$112,280	\$71,900
STORMONT-VAIL HEALTHCARE	\$155,872	4065	\$83,983	\$71,889
WellNow Urgent Care Clinic	\$71,869	8239		\$71,869
Ofallon Chamber Of Commerce	\$91,145	6654	\$19,287	\$71,858
Iuventus Medical Center	\$190,696	3374	\$118,854	\$71,842
Jardin Dispensary	\$274,701	2333	\$202,860	\$71,841
HarperCollins	\$71,825	8242		\$71,825
South Of The Border Motor Inn	\$148,469	4267	\$76,680	\$71,789
Dewalts Industrial Service	\$71,781	8247		\$71,781

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
BUFFALO KIDS CLTHNG STR	\$73,454	8093	\$1,685	\$71,769
Rail City Casino	\$162,595	3913	\$90,835	\$71,760
Lumeris	\$112,025	5502	\$40,300	\$71,725
180 East 88th Street Real Estate Development	\$91,406	6638	\$19,687	\$71,719
MEDIA GRAPHICS SERVICE	\$109,060	5641	\$37,357	\$71,703
Alabama Department Of Agriculture	\$71,700	8251		\$71,700
Widow Jane Distillery	\$71,700	8252		\$71,700
Electric Symphony Media Advertising Service	\$71,671	8255		\$71,671
Maryland Health Benefit Exchange	\$71,637	8263		\$71,637
Mission De Oro Motel Californias Golden Foothills	\$110,211	5588	\$38,604	\$71,607
BLDG Mgt Real Estate Service	\$71,603	8266		\$71,603
INVESTMENTS LTD	\$71,601	8267		\$71,601
First American Bank & Trust	\$71,576	8269		\$71,576
Russ Brown Attorney	\$2,766,210	185	\$2,694,638	\$71,572
Los Angeles Rams Football	\$131,268	4776	\$59,731	\$71,537
Spurriers Gridiron Grille Restaurant	\$71,528	8273		\$71,528
J Sterlings Salon & Spa	\$76,500	7802	\$5,000	\$71,500
Club Feast	\$71,500	8275		\$71,500
Sitterle Homes	\$71,496	8279		\$71,496
PeopleBrowsr	\$71,450	8284		\$71,450
Grunos Diamonds	\$86,939	6961	\$15,510	\$71,429
Carolina Climate Control Heating & Air Conditioning Services	\$71,429	8286		\$71,429
Rooter Plus Plumbing & Heating Service	\$121,823	5098	\$50,404	\$71,419
NFI Industries	\$71,400	8289		\$71,400
Insurance Partners Agency Inc	\$90,190	6726	\$18,819	\$71,371
Swarovski	\$462,154	1370	\$390,805	\$71,349
BACKSTAGE PRODUCTION SVC	\$71,338	8291		\$71,338
BOWIE OUTFITTERS STORE	\$83,328	7205	\$12,000	\$71,328
National Coalition Of Environmental Justice Group	\$71,323	8292		\$71,323
WAXN	\$71,275	8295		\$71,275
BJs Wholesale Club	\$708,796	880	\$637,589	\$71,207
CALIFORNIA NURSES ASSN	\$71,202	8300		\$71,202
Peabody Energy	\$71,185	8301		\$71,185
Underline Business Service	\$71,162	8303		\$71,162
EchoPark Local Dealer	\$134,155	4700	\$62,998	\$71,157
Southern Trust Home Services	\$127,187	4905	\$56,042	\$71,145
AIG	\$71,120	8309		\$71,120
Canadian Energy Centre	\$71,100	8314		\$71,100
Walk-Ons Sports Bistreaux & Bar Restaurant	\$74,000	8045	\$2,902	\$71,098
Providence Health Plan	\$71,025	8320		\$71,025
Eclectic Communications	\$71,020	8320		\$71,020

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Atlas Opera Art Gallery	\$74,250	8015	\$3,250	\$71,000
Plymouth	\$71,000	8324		\$71,000
BlackHawk Network	\$70,998	8325		\$70,998
Horizon Health Services	\$91,045	6665	\$20,098	\$70,947
National Assn Of Broadcasters	\$70,911	8335		\$70,911
Planet Buds Medical Marijuana Dispensary	\$70,858	8340		\$70,858
Lipscomb University	\$369,078	1735	\$298,221	\$70,857
Sonnys Real Pit BBQ Restaurant	\$122,407	5073	\$51,576	\$70,831
Hospitality Healthcare Services	\$70,824	8347		\$70,824
Virtual Dining Concepts	\$70,800	8349		\$70,800
St Marys University	\$117,910	5238	\$47,115	\$70,795
Clayton County Board Of Health	\$147,282	4296	\$76,500	\$70,782
Horizon Services	\$298,646	2143	\$227,888	\$70,758
California Department Of Water Resources	\$70,741	8352		\$70,741
Texas Southmost College	\$159,327	3980	\$88,611	\$70,716
Charles Drew Health Center	\$88,700	6836	\$18,060	\$70,640
PCMA Mortgage	\$131,272	4775	\$60,635	\$70,637
Bells Brewery	\$150,543	4210	\$79,915	\$70,628
Moulin Rouge	\$70,627	8367		\$70,627
Roscato	\$70,625	8368		\$70,625
Harmony Public Schools	\$79,751	7492	\$9,170	\$70,581
China Lion Film Distribution	\$70,532	8375		\$70,532
Taos NM	\$82,066	7294	\$11,562	\$70,504
University Of St Thomas	\$139,392	4539	\$68,889	\$70,503
KAPLAN FIREWORKS STORE	\$272,070	2352	\$201,590	\$70,480
Dressler Law Firm	\$70,422	8385		\$70,422
Mathis Brothers Furniture Store	\$140,396	4505	\$69,999	\$70,397
Fiesta Auto Insurance Center	\$101,796	5964	\$31,434	\$70,362
Garden Of The Gods Club Resort	\$72,930	8134	\$2,600	\$70,330
Long Beach Ballet	\$70,250	8408		\$70,250
Moon Valley Nurseries	\$312,079	2061	\$241,834	\$70,245
Bank Of Ann Arbor	\$645,079	959	\$574,855	\$70,224
Wondros Media Co	\$117,406	5256	\$47,185	\$70,221
Beverage Distributors Inc	\$70,200	8417		\$70,200
GUARDIAN HEATING & AC	\$85,081	7080	\$14,895	\$70,186
Tina Turner Personal Appearance	\$70,162	8421		\$70,162
Olay	\$117,025	5283	\$46,875	\$70,150
State Fair Of TX	\$70,150	8424		\$70,150
Butterball	\$120,964	5138	\$50,844	\$70,120
RAMSEYS JEWELERS	\$150,067	4225	\$80,004	\$70,063
Boomer Local Dealer	\$70,020	8436		\$70,020

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Rush Team Apparel Clothing Store	\$110,498	5569	\$40,498	\$70,000
Pacific Northwest Ballet	\$87,000	6953	\$17,000	\$70,000
Meteora	\$70,000	8440		\$70,000
Miaou Clothing Store	\$70,000	8440		\$70,000
Swift Media	\$70,000	8440		\$70,000
Valley Wide Beverage	\$70,000	8440		\$70,000
Lunds & Byerlys	\$69,983	8440		\$69,983
Orlando Solar Bears Hockey Team	\$86,462	6988	\$16,543	\$69,919
Friedmans Appliances Store	\$69,900	8452		\$69,900
WestCare Foundation	\$73,385	8100	\$3,491	\$69,894
Atlanta Motor Speedway	\$139,873	4525	\$70,000	\$69,873
Keefes Air Conditioning Service	\$176,536	3632	\$106,673	\$69,863
US Open	\$69,834	8454		\$69,834
Boy Scouts Of America	\$92,620	6553	\$22,795	\$69,825
Grand Rapids Drive Basketball Team	\$69,818	8456		\$69,818
Pardy & Rodriguez Law Firm	\$338,690	1896	\$268,875	\$69,815
Interior Define	\$69,800	8458		\$69,800
Sterilite	\$69,758	8464		\$69,758
Hometown Financial Group	\$86,125	7014	\$16,400	\$69,725
General Air Conditioning & Plumbing Service	\$102,300	5934	\$32,600	\$69,700
Roto-Rooter Plumbing & Drain Service	\$243,201	2648	\$173,530	\$69,671
Spurs Sports & Entertainment Center	\$259,171	2468	\$189,548	\$69,623
Renewable Solar Contractor	\$74,600	7986	\$5,000	\$69,600
Peerless Production Group	\$69,557	8484		\$69,557
ASI Plumbing Service	\$101,650	5972	\$32,137	\$69,513
Acorn TV	\$148,607	4260	\$79,100	\$69,507
Joye Law Firm	\$399,997	1587	\$330,500	\$69,497
KRAZY KAPLANS FIREWORKS	\$420,654	1510	\$351,171	\$69,483
Sail Internet	\$69,483	8495		\$69,483
Bristal Assisted Living	\$69,473	8496		\$69,473
Bramnick Rodriguez Grabas Arnold & Mangan Law Firm	\$130,000	4823	\$60,550	\$69,450
City Of Hope	\$1,048,596	579	\$979,160	\$69,436
Stone Academy	\$97,500	6234	\$28,100	\$69,400
Dallas Summer Musicals	\$69,400	8500		\$69,400
COMPREHENSIVE HLTHCR/W	\$69,300	8506		\$69,300
Veridian Homes	\$69,300	8507		\$69,300
Golden Acorn Casino	\$441,793	1433	\$372,507	\$69,286
Evergy	\$88,070	6881	\$18,799	\$69,271
Emergency Chiropractic	\$308,261	2078	\$239,021	\$69,240
Silverwood Theme Park	\$113,014	5466	\$43,776	\$69,238
Heartwood 23 Advertising Service	\$71,784	8246	\$2,546	\$69,238

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Pair Of Thieves	\$69,224	8517		\$69,224
Kellogg Community Credit Union	\$69,210	8520		\$69,210
Exeter Orthodontics	\$297,904	2153	\$228,717	\$69,187
Ticketmaster	\$88,697	6838	\$19,522	\$69,175
Mungenast Local Dealer	\$124,386	5010	\$55,219	\$69,167
Florida Technical College	\$357,263	1795	\$288,131	\$69,132
King Claw Juicy Seafood & Bar Restaurant	\$69,111	8528		\$69,111
Care South Medical & Dental Clinic	\$88,070	6880	\$18,987	\$69,083
Law Firm Of Davidoff & Assoc	\$69,074	8532		\$69,074
Allen Hospital	\$69,072	8533		\$69,072
Burg & Brock Attorneys	\$82,561	7261	\$13,500	\$69,061
West VA Department Of Health & Human Resources	\$69,045	8536		\$69,045
WPVI	\$78,962	7553	\$9,918	\$69,044
LEAGUE/CHICAGO THEATRES	\$75,167	7928	\$6,150	\$69,017
Ricardo Arjona Personal Appearance	\$69,009	8539		\$69,009
Community First Emergency Room	\$68,991	8541		\$68,991
Post Brothers Apartments	\$68,988	8544		\$68,988
Miami Dolphins Football Team	\$80,227	7441	\$11,250	\$68,977
Bristol Renaissance Faire	\$68,951	8546		\$68,951
Empire Gardens Dispensary	\$222,108	2896	\$153,159	\$68,949
G&M DESIGNS CONTRACTOR	\$106,100	5759	\$37,159	\$68,941
Arrowhead Hospital	\$84,670	7115	\$15,768	\$68,902
Ting Wireless	\$159,308	3982	\$90,409	\$68,899
HEALTH COUNCIL/SOUTH FL	\$68,875	8554		\$68,875
Broadway In Chicago	\$68,857	8557		\$68,857
Ole Smoky Distillery	\$309,636	2068	\$240,810	\$68,826
Law Offices Of Vondra & Hanna	\$91,150	6653	\$22,350	\$68,800
Beauchamp Water Treatment & Solutions	\$68,790	8562		\$68,790
Naturium	\$68,749	8565		\$68,749
Mr Rooter Plumbing Service	\$634,069	979	\$565,327	\$68,742
Kinective Fitness Club	\$100,015	6076	\$31,292	\$68,723
Kent State University	\$215,644	2990	\$146,941	\$68,703
Baldwin & Briscoe Attorneys	\$152,370	4155	\$83,670	\$68,700
Mielle Organics	\$141,092	4487	\$72,394	\$68,698
Grand Canyon University	\$1,593,406	354	\$1,524,714	\$68,692
ERA	\$209,900	3066	\$141,214	\$68,686
Davis Archway Treatment Center	\$68,670	8574		\$68,670
Lifelong Learning	\$68,621	8581		\$68,621
Denver Museum Of Nature & Science	\$320,404	2012	\$251,788	\$68,616
Best Dispensary Cannabis Store	\$68,575	8586		\$68,575
Big Bear Roofing Contractor	\$68,571	8587		\$68,571

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Boca Raton Museum Of Art	\$68,563	8588		\$68,563
Texas Motor Speedway	\$112,541	5484	\$44,000	\$68,541
Clover Health	\$173,385	3690	\$104,880	\$68,505
DAC Heating & Air	\$68,500	8597		\$68,500
Los Angeles Mission College	\$71,248	8297	\$2,750	\$68,498
Maryland Department Of Health	\$215,329	2996	\$146,849	\$68,480
PrEP Clinic	\$68,450	8600		\$68,450
7 Eleven	\$2,192,685	238	\$2,124,268	\$68,417
BeautyBio	\$68,400	8605		\$68,400
Minneapolis Public Schools	\$72,877	8138	\$4,500	\$68,377
Fitness Alliance Gym	\$68,363	8606		\$68,363
Philadelphia Home Health Services	\$87,765	6899	\$19,422	\$68,343
North Carolina Secretary of State	\$68,343	8615		\$68,343
WBTV	\$68,300	8618		\$68,300
CASEY FINE FURNITURE STR	\$80,209	7442	\$11,924	\$68,285
Duluth MN	\$85,064	7082	\$16,876	\$68,188
Cochran Local Dealer	\$172,350	3706	\$104,186	\$68,164
Radiant Credit Union	\$68,138	8637		\$68,138
SSM Health Care Foundation	\$68,135	8638		\$68,135
Express Care Urgent Care Centers	\$234,627	2741	\$166,494	\$68,133
All American Homecare Agency	\$68,132	8640		\$68,132
Loving Hut Restaurant	\$102,581	5916	\$34,457	\$68,124
M3 Insurance Solutions	\$82,782	7237	\$14,664	\$68,118
Grapids Heating & Cooling	\$68,062	8649		\$68,062
University Of St Francis	\$76,455	7811	\$8,400	\$68,055
Dallas Stars Hockey Team	\$195,447	3295	\$127,400	\$68,047
Oklahoma City Parks Department	\$68,040	8651		\$68,040
Baltimore Ravens Football Team	\$75,000	7944	\$7,000	\$68,000
Barclays Center Brooklyn	\$68,000	8655		\$68,000
Cathead Distillery	\$68,000	8656		\$68,000
Chicago & Northwest IN Local Dealer	\$68,000	8656		\$68,000
Famous Daves BBQ Restaurant	\$256,454	2496	\$188,466	\$67,988
Owning	\$377,745	1689	\$309,832	\$67,913
Florida Life Real Estate	\$67,900	8675		\$67,900
Airoom Contractor	\$67,875	8678		\$67,875
GL HOMES BUILDER	\$119,970	5175	\$52,096	\$67,874
Akzo Nobel	\$67,844	8680		\$67,844
FT LAUDERDALE MARINA	\$67,817	8682		\$67,817
Runza Restaurant	\$136,985	4613	\$69,197	\$67,788
FERGUSON ENTERPRISES	\$105,625	5784	\$37,841	\$67,784
FIFA Federation Intl Football Assn	\$67,762	8689		\$67,762

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
KDFI	\$67,758	8690		\$67,758
Fresno Local Dealer	\$104,717	5827	\$36,982	\$67,735
Monaco Salon	\$67,733	8693		\$67,733
First Transit	\$70,699	8358	\$3,000	\$67,699
Katzs Deli	\$67,674	8699		\$67,674
South Shore Health System	\$134,632	4680	\$66,971	\$67,661
Aguirre Law Firm	\$67,655	8701		\$67,655
Royal Palm Local Dealer	\$67,608	8705		\$67,608
Prairiecare Child & Adolescent Psychiatric Hospital	\$67,602	8708		\$67,602
Kansas City State Fair	\$67,590	8710		\$67,590
AdvisaCare Home Health Care	\$126,124	4946	\$58,588	\$67,536
Thompson Law Firm	\$248,291	2594	\$180,766	\$67,525
Montclair State University	\$112,948	5468	\$45,429	\$67,519
FAMILY PLANNING COUNCIL	\$67,518	8717		\$67,518
NEW MEXICO CANCER CENTER	\$123,821	5031	\$56,345	\$67,476
Alliance Of Coalitions For Healthy Communities	\$67,446	8724		\$67,446
Central Roofing Contractor	\$149,847	4237	\$82,406	\$67,441
National Bank Of AZ	\$145,388	4348	\$78,000	\$67,388
Wisconsin Department Of Health Services	\$290,504	2211	\$223,123	\$67,381
Crisp & Green Restaurant	\$67,370	8728		\$67,370
Omnium Circus	\$67,365	8729		\$67,365
Onder Law Firm	\$140,338	4506	\$72,993	\$67,345
Pezold Mgt Group Services	\$67,340	8732		\$67,340
Black Mesa Casino	\$67,282	8740		\$67,282
Louisiana Assn On Compulsive Gambling	\$67,264	8743		\$67,264
Dallas Independent School District	\$513,249	1220	\$445,996	\$67,253
Milwaukee School Of Engineering	\$221,849	2898	\$154,603	\$67,246
Sutter Home Winery Service	\$69,637	8479	\$2,397	\$67,240
10th Street Creative Advertising	\$97,300	6244	\$30,100	\$67,200
Boardroom Public Relations Service	\$67,200	8747		\$67,200
Mississippi Aquarium	\$117,401	5257	\$50,220	\$67,181
Ready Set Philly Initiative	\$67,175	8753		\$67,175
Keurig	\$67,163	8757	\$9	\$67,154
Pride Convenience Store	\$67,091	8762		\$67,091
Acumatica	\$393,155	1618	\$326,084	\$67,071
Vein & Cosmetic Center Of Tampa Bay	\$67,063	8764		\$67,063
Cornell University	\$67,053	8767		\$67,053
Florida Institute Of Technology	\$84,749	7112	\$17,697	\$67,052
Tom Thumb	\$120,561	5159	\$53,518	\$67,043
College Of The Desert	\$96,475	6292	\$29,475	\$67,000
Couchbase	\$66,999	8772		\$66,999

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Fresno City College	\$79,905	7481	\$12,908	\$66,997
Fun Spot Attractions	\$133,056	4734	\$66,063	\$66,993
Van Dingenen Attorney	\$66,904	8782		\$66,904
Breitling	\$206,071	3114	\$139,170	\$66,901
Michigan Independent Citizens Redistricting Commission	\$66,900	8783		\$66,900
Welburn Mgt Food Service	\$236,507	2717	\$169,612	\$66,895
LOUISIANA HIGHWAY SAFETY	\$66,893	8784		\$66,893
Edgewater Health Center	\$111,989	5504	\$45,121	\$66,868
TI Treasure Island Hotel & Casino Las Vegas	\$634,116	978	\$567,259	\$66,857
BUNTIN-OUT-OF-HOME MEDIA	\$66,856	8789		\$66,856
Klein Tools	\$66,851	8790		\$66,851
Arts Center Enterprises	\$66,840	8792		\$66,840
Superior Herbal Health Marijuana Store	\$70,300	8402	\$3,500	\$66,800
Authority Brands Marketing Service	\$146,913	4305	\$80,132	\$66,781
Alameda County Public Health Department	\$66,749	8804		\$66,749
POWERS DISTRIBUTING CO	\$120,215	5170	\$53,500	\$66,715
Grand View Hospital	\$327,310	1973	\$260,608	\$66,702
Home Decor Group	\$94,499	6418	\$27,817	\$66,682
Skims	\$1,051,266	576	\$984,598	\$66,668
National Education Assn	\$66,660	8809		\$66,660
Greensboro Local Dealer	\$69,657	8475	\$3,000	\$66,657
Public Investment Fund	\$66,635	8811		\$66,635
Cobblestone Hotels	\$93,268	6499	\$26,637	\$66,631
Hero Brand CBD	\$66,600	8816		\$66,600
Security Credit Union	\$84,586	7121	\$17,996	\$66,590
Tiebreakers Bowling	\$76,582	7795	\$9,998	\$66,584
Dr Elseys	\$66,572	8818		\$66,572
St Petersburg College	\$77,067	7744	\$10,500	\$66,567
Queens Hospital	\$66,531	8824		\$66,531
Dodges Chicken Store	\$171,894	3717	\$105,365	\$66,529
REEDS CLOTHING STORE	\$85,596	7047	\$19,070	\$66,526
Friendlys Restaurant	\$104,029	5862	\$37,522	\$66,507
WBAL	\$146,500	4321	\$80,000	\$66,500
Science Works Museum	\$66,500	8830		\$66,500
Black & Decker	\$117,056	5281	\$50,586	\$66,470
Onondaga Community College	\$74,753	7975	\$8,322	\$66,431
Ferris State University	\$128,573	4869	\$62,149	\$66,424
Spear Physical Therapy Center	\$66,409	8837		\$66,409
Smuckers	\$80,857	7390	\$14,500	\$66,357
Front Royal Local Dealer	\$75,371	7913	\$9,021	\$66,350
Presbyterian Homes Retirement	\$66,330	8842		\$66,330

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Busey Bank	\$246,069	2622	\$179,744	\$66,325
Harris County Public Health & Environmental Services	\$95,268	6379	\$28,957	\$66,311
Karl Truman Attorney	\$66,300	8846		\$66,300
Allied Services Rehabilitation Hospital	\$66,288	8848		\$66,288
Ottos Local Dealer	\$155,155	4089	\$88,892	\$66,263
Veritiv	\$66,263	8853		\$66,263
St Josephs Hospital	\$143,124	4412	\$76,871	\$66,253
NETA Marijuana Dispensary	\$88,265	6866	\$22,020	\$66,245
Hersheys	\$187,643	3428	\$121,400	\$66,243
Downton Abbey Series	\$66,240	8857		\$66,240
Big Steaks Mgt Restaurant	\$116,688	5298	\$50,502	\$66,186
Bank OZK	\$66,180	8863		\$66,180
Automotive Training Center	\$90,061	6733	\$23,907	\$66,154
OrthoSC Clinic	\$74,850	7965	\$8,700	\$66,150
Lucas & Magazine Attorneys	\$110,047	5593	\$43,898	\$66,149
Southern NH University	\$217,913	2952	\$151,766	\$66,147
And Services	\$290,302	2215	\$224,157	\$66,145
AT&T SportsNet	\$140,888	4493	\$74,748	\$66,140
Meritage Homes Real Estate Developer	\$483,252	1314	\$417,143	\$66,109
Vpet	\$66,099	8871		\$66,099
Mary Kay	\$66,087	8874		\$66,087
Graves Thomas Law Group	\$148,589	4261	\$82,515	\$66,074
Texas Direct Local Dealer	\$1,351,014	432	\$1,284,945	\$66,069
Flooring Liquidators Center	\$224,105	2869	\$158,043	\$66,062
CommunityAid	\$66,050	8880		\$66,050
Davis Law Firm	\$962,997	639	\$896,951	\$66,046
Denver Public Schools	\$66,035	8882		\$66,035
Welchs	\$66,016	8884		\$66,016
Florida Rejuvenation Medical Center	\$75,000	7944	\$9,000	\$66,000
California Institute For Behavioral Health Solutions	\$66,000	8888		\$66,000
Lagunitas Brewing Co	\$66,000	8888		\$66,000
Pure Plumbing Service	\$116,736	5295	\$50,764	\$65,972
Allied Milk Producers	\$339,232	1891	\$273,298	\$65,934
Redibs	\$65,904	8906		\$65,904
Corelife Eatery	\$114,800	5389	\$48,999	\$65,801
Two Fish Crab Shack	\$65,799	8913		\$65,799
Wayne Farms	\$65,775	8916		\$65,775
Treasury Wine Estates	\$279,342	2297	\$213,610	\$65,732
Colts Pig Stand Restaurant	\$77,680	7684	\$11,961	\$65,719
Scannell Properties Real Estate Developer	\$91,467	6628	\$25,774	\$65,693
BenchSci	\$65,693	8924		\$65,693

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Carmazone Local Dealer	\$69,667	8474	\$4,000	\$65,667
Wyoming Department Of Health	\$125,352	4973	\$59,701	\$65,651
Three Rivers Health	\$65,642	8927		\$65,642
Pollock Co Office Solutions	\$170,206	3754	\$104,585	\$65,621
Apex Healthcare Medical Center	\$65,600	8933		\$65,600
Just Fix It Air Conditioning & Heating	\$65,575	8936		\$65,575
Jeff Glover & Assoc Realtors	\$109,200	5634	\$43,638	\$65,562
Seminole Tribe Of FL	\$598,814	1052	\$533,271	\$65,543
ROBSON COMMUNITIES	\$283,150	2275	\$217,611	\$65,539
Christian Financial Credit Union	\$65,512	8948		\$65,512
Boys & Girls Clubs Of America	\$113,648	5436	\$48,139	\$65,509
Snedaker Law Firm	\$96,557	6290	\$31,061	\$65,496
Access Health Group	\$73,880	8054	\$8,390	\$65,490
Skeeter Beater Store	\$65,490	8950		\$65,490
Carol Royse Team Realty	\$97,945	6208	\$32,494	\$65,451
Mobile Local Dealer	\$379,989	1675	\$314,562	\$65,427
Tarrant County 9-1-1 District	\$65,400	8966		\$65,400
Rainwater Holt & Sexton Attorneys	\$253,388	2532	\$188,027	\$65,361
Columbus Crew Soccer Team	\$81,850	7309	\$16,500	\$65,350
MPG MEDIA PLANNING SVC	\$76,265	7819	\$10,950	\$65,315
Altitude Trampoline Park	\$79,182	7534	\$13,878	\$65,304
Unitech Training Academy	\$65,297	8977		\$65,297
Social Function Productions	\$65,248	8984		\$65,248
Horizon Insight	\$65,222	8986		\$65,222
Karnas Law Firm	\$76,001	7848	\$10,809	\$65,192
Somerset Medical Center	\$65,157	8995		\$65,157
John Price Attorney	\$95,911	6333	\$30,770	\$65,141
Las Vegas Aces Basketball	\$65,134	8995		\$65,134
Pleasantrees Recreational & Medical Marijuana Dispensary	\$82,999	7224	\$17,871	\$65,128
Quidel	\$65,124	8997		\$65,124
Amigos Kings Classic Restaurant	\$65,089	8999		\$65,089
GREAT SOUTHERN WOOD SVC	\$91,094	6663	\$26,007	\$65,087
Northern Bank & Trust Co	\$78,500	7595	\$13,432	\$65,068
Reliant Energy	\$1,986,313	276	\$1,921,264	\$65,049
Brick Bodies Health Club	\$131,828	4764	\$66,790	\$65,038
420 Kingdom Cannabis Delivery Service	\$124,020	5024	\$58,995	\$65,025
Litigators Inc Law Firm	\$65,000	9007		\$65,000
O&W Inc	\$64,998	9007		\$64,998
Gun Lake Casino	\$977,485	627	\$912,518	\$64,967
Osage Casino	\$490,066	1297	\$425,109	\$64,957
Affordable Health Insurance Agency	\$72,001	8219	\$7,058	\$64,943

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
WORD OF FAITH CHURCH	\$259,111	2469	\$194,172	\$64,939
RoseCrest Assisted Living Facility	\$64,920	9024		\$64,920
PENNDOT	\$84,893	7097	\$20,000	\$64,893
Glo Fiber	\$64,886	9026		\$64,886
Cambridge	\$64,857	9030		\$64,857
Kimbell Art Museum	\$414,762	1535	\$349,924	\$64,838
Columbia University	\$142,628	4428	\$77,798	\$64,830
New Jersey Prevention Network	\$66,814	8796	\$2,000	\$64,814
Sedgewick Homes	\$137,785	4580	\$72,974	\$64,811
Baldor Food Distributor	\$64,794	9037		\$64,794
Pediatric Dentistry	\$125,036	4983	\$60,264	\$64,772
Investors Bank	\$116,711	5296	\$51,939	\$64,772
Local Joint Phoenix Medical Marijuana Dispensary	\$64,752	9043		\$64,752
WPS Health Insurance	\$64,751	9044		\$64,751
Rethink Recovery Center	\$64,750	9045		\$64,750
Kirksey Law Firm	\$64,728	9047		\$64,728
Lackawanna College	\$102,178	5938	\$37,462	\$64,716
Russell & Hill Attorneys	\$64,715	9050		\$64,715
Team One Local Dealer	\$81,487	7334	\$16,782	\$64,705
Tax Relief Advocates	\$64,669	9054		\$64,669
OConnor Acciani & Levy Attorneys	\$312,933	2057	\$248,323	\$64,610
AB46 Investments	\$86,493	6985	\$21,921	\$64,572
SOUTHWEST EYECARE SPCLST	\$65,752	8917	\$1,200	\$64,552
GEN3 Electric & HVAC Contractor	\$64,543	9064		\$64,543
Sit Means Sit Dog Training	\$79,995	7474	\$15,480	\$64,515
Freeman Law Firm	\$64,505	9068		\$64,505
Gardner-White Furniture Store	\$198,927	3236	\$134,426	\$64,501
Friends Experience Event Center	\$64,500	9070		\$64,500
Distinctive Schools Organization	\$86,070	7015	\$21,590	\$64,480
Topeka ER & Hospital	\$78,823	7562	\$14,352	\$64,471
Cobblestone Auto Spa Service Center	\$282,967	2277	\$218,540	\$64,427
LuckyGunner.com	\$75,200	7926	\$10,800	\$64,400
Carl F Bucherer	\$64,376	9084		\$64,376
Daves Hot Chicken Restaurant	\$90,407	6710	\$26,046	\$64,361
Massachusetts Coalition Of Police	\$64,315	9088		\$64,315
PepWear Services	\$64,312	9092		\$64,312
Trammell & Mills Attorneys	\$110,938	5550	\$46,682	\$64,256
Chiacchia & Fleming Attorneys At Law	\$64,235	9098		\$64,235
Total Kids Dental	\$64,231	9101		\$64,231
Prairie Farms	\$279,007	2300	\$214,800	\$64,207
Cordova Law Firm	\$64,183	9105		\$64,183

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Zambezi Advertising	\$67,452	8722	\$3,284	\$64,168
Happy Valley Cannabis Dispensary	\$64,150	9114		\$64,150
Thomas D Carter IV Attorney	\$64,125	9115		\$64,125
San Francisco Opera	\$64,114	9116		\$64,114
ACCAP ANOKA CNTY/ACTN PR	\$64,050	9125		\$64,050
University Of NE	\$269,522	2378	\$205,491	\$64,031
Boston Public Health Commission	\$79,024	7545	\$15,001	\$64,023
WFAA	\$173,634	3684	\$109,624	\$64,010
Cannamazoo Recreational Weed Dispensary	\$64,010	9129		\$64,010
GLOBAL MGT TRAVEL SVC	\$64,000	9130		\$64,000
San Diego Continuing Education Program	\$64,000	9131		\$64,000
Mill Casino Hotel & RV Park Coos Bay	\$134,696	4678	\$70,710	\$63,986
FINE ARTS GALLERY	\$63,977	9134		\$63,977
Adrianas Insurance Agency	\$1,010,531	599	\$946,569	\$63,962
Sams Club	\$72,926	8135	\$8,985	\$63,941
CoolSys	\$63,911	9139		\$63,911
Polynesian Cultural Center	\$88,770	6832	\$24,864	\$63,906
Owning Realty	\$126,300	4941	\$62,400	\$63,900
Dr Bimmer Auto Repair Service	\$66,700	8806	\$2,800	\$63,900
LaFontaine Local Dealer	\$95,690	6351	\$31,800	\$63,890
St Lukes University	\$885,769	700	\$821,915	\$63,854
Tennessee Department Of Corrections	\$91,565	6623	\$27,720	\$63,845
MEGA PRODUCTIONS	\$63,845	9146		\$63,845
PC Village Apartments	\$65,622	8929	\$1,782	\$63,840
BWP Communications Advertising Agency	\$63,840	9147		\$63,840
Dixie RV Superstore	\$63,834	9148		\$63,834
Hollywood Casino Aurora	\$63,823	9151		\$63,823
Vote Yes Richmond Wins Organization	\$63,814	9153		\$63,814
Trilogy At Monarch Dunes Real Estate Development	\$63,810	9155		\$63,810
Career College Of Northern NV	\$76,675	7787	\$12,900	\$63,775
Koch Industries	\$292,600	2197	\$228,830	\$63,770
Rob Levine & Assoc Attorneys	\$265,128	2414	\$201,405	\$63,723
Romain Local Dealer	\$141,250	4481	\$77,534	\$63,716
Carzuz.com Local Dealer	\$63,706	9165		\$63,706
Clayton State University	\$65,200	8988	\$1,500	\$63,700
Nature Made	\$66,352	8840	\$2,662	\$63,690
Linder Industrial Machinery Co	\$66,572	8819	\$2,900	\$63,672
Wakefield Local Dealer	\$123,568	5038	\$59,930	\$63,638
UFN Upstate Fiber Networks	\$63,636	9172		\$63,636
Nashville Predators Hockey Team	\$231,337	2779	\$167,715	\$63,622
Equality Health Network Organization	\$108,895	5647	\$45,290	\$63,605

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
SOUTH COUNTY RI	\$63,575	9181		\$63,575
Guthrie Theater	\$75,058	7937	\$11,484	\$63,574
Fahrenheit Heating & Air Conditioning	\$72,713	8153	\$9,142	\$63,571
Law Offices Of James Wang	\$84,815	7107	\$21,248	\$63,567
FIS Global	\$63,550	9184		\$63,550
Trane	\$131,282	4774	\$67,794	\$63,488
Gathering Restaurant	\$74,615	7982	\$11,150	\$63,465
Washtenaw County Health Department	\$113,282	5451	\$49,852	\$63,430
Delaware Office Of Highway Safety	\$101,108	6006	\$37,688	\$63,420
Crew Carwash Service	\$208,403	3082	\$144,997	\$63,406
ICATCH SIGNS	\$188,935	3406	\$125,535	\$63,400
Grand Valley State University	\$231,281	2781	\$167,898	\$63,383
Cambre & Assoc Attorneys	\$63,373	9202		\$63,373
Tufts Medical Center	\$76,100	7837	\$12,750	\$63,350
NORTHWEST HEALTH SYSTEM	\$165,595	3845	\$102,260	\$63,335
Reza Athari & Assoc Attorneys	\$284,380	2265	\$221,047	\$63,333
Quantic School Of Business & Technology	\$63,291	9209		\$63,291
Del Mar College	\$124,442	5007	\$61,189	\$63,253
Kent Kwik Convenience Store	\$106,323	5748	\$43,081	\$63,242
John Thomas Jewelers	\$63,234	9218		\$63,234
Eastman Gun Shows Inc	\$104,745	5825	\$41,540	\$63,205
Denver Rescue Mission	\$63,165	9229		\$63,165
Presbyterian	\$548,587	1133	\$485,445	\$63,142
Biofire Diagnostics	\$63,129	9233		\$63,129
Modern Woodmen Fraternal Financial	\$95,464	6363	\$32,339	\$63,125
LaRosas Pizzeria	\$171,072	3734	\$107,948	\$63,124
CONNECTICUT REALTY	\$70,872	8338	\$7,775	\$63,097
Maverick Gaming Cardrooms	\$82,326	7276	\$19,232	\$63,094
Georgia Division Of Family & Children Services	\$63,090	9239		\$63,090
Law Office Of Jorge Luis Rivas Jr	\$94,545	6412	\$31,475	\$63,070
Southeast Steel Appliance Store	\$77,062	7745	\$14,000	\$63,062
SCRUB-A-DUB CAR WASH	\$63,046	9246		\$63,046
Glasheen Valles & Inderman Attorneys	\$443,907	1428	\$380,882	\$63,025
Piercey Local Dealer	\$102,375	5929	\$39,375	\$63,000
Potted Potter	\$63,000	9252		\$63,000
Eye Specialists Of Mid-FL	\$72,561	8166	\$9,586	\$62,975
Midwest Energy & Communications	\$62,951	9260		\$62,951
Jodat Law Group	\$365,279	1759	\$302,359	\$62,920
Epic Waters Park	\$102,393	5927	\$39,490	\$62,903
Lake Homes Realty	\$94,392	6430	\$31,517	\$62,875
Madonna University	\$84,842	7104	\$21,973	\$62,869

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Health Foundation Of South FL	\$62,825	9267		\$62,825
Morgan Law Group	\$126,496	4935	\$63,678	\$62,818
WOODLAND HOMES	\$62,769	9271		\$62,769
Pacific Communities	\$66,287	8849	\$3,520	\$62,767
Juanitas Foods	\$62,738	9273		\$62,738
Colorado Springs CO	\$93,528	6479	\$30,799	\$62,729
Copperstate Farms Cannabis Store	\$62,720	9274		\$62,720
University Of New England	\$98,214	6194	\$35,586	\$62,628
Luries Childrens Hospital	\$62,612	9290		\$62,612
Little Shop Of Horrors	\$84,275	7144	\$21,750	\$62,525
Denver Center For The Performing Arts	\$62,500	9296		\$62,500
Don Julio	\$62,500	9296		\$62,500
EL Supermarket Distributors	\$62,500	9296		\$62,500
Hills Bros	\$62,500	9296		\$62,500
MAC Gun & Knife Show	\$62,440	9306		\$62,440
Evergreen Medical Marijuana Dispensary	\$108,029	5679	\$45,601	\$62,428
Kagan Law Firm	\$62,397	9309		\$62,397
BrandWell Advertising Agency	\$246,199	2618	\$183,880	\$62,319
AMS PAVING SERVICE	\$62,300	9318		\$62,300
Public Auction Bakersfield	\$68,787	8563	\$6,500	\$62,287
Fortress	\$62,253	9323		\$62,253
Lifecore Health Group	\$62,245	9325		\$62,245
Mikes Bikes Shop	\$62,239	9326		\$62,239
Hurlburt Heating & Plumbing	\$62,225	9328		\$62,225
OneScreen AI Marketing Service	\$62,223	9329		\$62,223
Riverside County Sheriffs	\$62,220	9331		\$62,220
MERVIS DIAMOND STORE	\$62,200	9336		\$62,200
WPHL	\$291,106	2206	\$228,923	\$62,183
US Open Championship	\$62,165	9341		\$62,165
PRECISION DOOR SVC CONTR	\$157,949	4010	\$95,786	\$62,163
Canadian National Railway	\$62,158	9342		\$62,158
St Michaels College	\$75,800	7868	\$13,671	\$62,129
Karma Roofing & Restoration Contractor	\$90,913	6675	\$28,800	\$62,113
Georgia Assn Of Latino Elected Officials	\$62,100	9350		\$62,100
Stolichnaya	\$62,090	9353		\$62,090
Cheesecake Factory Restaurant	\$62,086	9355		\$62,086
Mauzy Heating & Air Conditioning	\$223,071	2886	\$161,007	\$62,064
Community Waste Disposal Service	\$64,312	9091	\$2,299	\$62,013
Kens	\$77,966	7657	\$15,967	\$61,999
Brown Parker & Demarinis Service	\$61,992	9364		\$61,992
Planet Hollywood Resorts	\$254,950	2516	\$192,971	\$61,979

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Microchip	\$70,669	8361	\$8,700	\$61,969
Take 5 Oil Change Service	\$309,772	2066	\$247,806	\$61,966
Van Andel Institute	\$75,510	7897	\$13,581	\$61,929
Gerald R Ford Intl Airport	\$129,534	4843	\$67,608	\$61,926
DreamLife Recovery Center	\$61,915	9374		\$61,915
511 Tactical	\$170,199	3755	\$108,287	\$61,912
Brown & Co Jewelers	\$300,002	2132	\$238,115	\$61,887
CenturyLink	\$252,937	2539	\$191,077	\$61,860
COASTAL JAW SURGERY CTR	\$77,383	7718	\$15,523	\$61,860
All Of Us Research	\$187,507	3433	\$125,654	\$61,853
Illinois Housing Development Authority	\$61,844	9383		\$61,844
SOCIAL STUDIES	\$61,830	9384		\$61,830
Holyoke Cannabis Shop	\$61,811	9386		\$61,811
UTAH REAL ESTATE	\$103,275	5890	\$41,507	\$61,768
Chopard	\$61,760	9392		\$61,760
ASI Hastings	\$196,233	3281	\$134,481	\$61,752
Idobi Network Radio	\$61,752	9393		\$61,752
Rhude Designs	\$61,750	9394		\$61,750
Pace Organization	\$61,733	9396		\$61,733
Roeslers Roofing & Remodeling Contractor	\$61,730	9398		\$61,730
Primary Health Choice	\$243,321	2646	\$181,593	\$61,728
JB HUNT TRANSPORT	\$103,583	5880	\$41,867	\$61,716
Grapevine Local Dealer	\$61,684	9403		\$61,684
Harris County Sports Authority	\$67,832	8681	\$6,150	\$61,682
Florida Keys Aquarium Encounters	\$61,656	9406		\$61,656
EASTERN NAZARENE COLLEGE	\$61,650	9407		\$61,650
eternalHealth	\$61,629	9410		\$61,629
HARVEST HEALTH FOODS STR	\$67,638	8702	\$6,038	\$61,600
Climate Design Heating & Air Conditioning Service	\$93,869	6458	\$32,302	\$61,567
Building A Better Bossier PAC	\$61,561	9420		\$61,561
HARTS HTG & COOLING SVC	\$61,527	9423		\$61,527
Lifestyle Intl Realty	\$61,526	9424		\$61,526
E&J	\$61,450	9434		\$61,450
Walker Art Center	\$203,254	3159	\$141,820	\$61,434
Caromont Health Center	\$301,748	2119	\$240,323	\$61,425
2Life Communities Real Estate Developer	\$65,435	8961	\$4,062	\$61,373
Integrus Community Hospital	\$61,365	9443		\$61,365
Funplex Amusement Park	\$63,416	9198	\$2,062	\$61,354
N2 MARKETING SERVICES	\$251,764	2556	\$190,420	\$61,344
PXG	\$61,338	9450		\$61,338
Signature Realty NJ	\$73,823	8063	\$12,500	\$61,323

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Jeff Dunham Personal Appearance	\$65,314	8976	\$4,000	\$61,314
HGreg Local Dealer	\$126,144	4945	\$64,833	\$61,311
Scott & Wallace Attorneys	\$290,058	2218	\$228,756	\$61,302
RingCentral	\$200,030	3212	\$138,750	\$61,280
In Good Health Cannabis Store	\$61,251	9460		\$61,251
Dependable Painting & Remodeling	\$61,250	9462		\$61,250
Jones Co Home Builders	\$61,209	9472		\$61,209
Bill Penney Local Dealer	\$276,230	2323	\$215,048	\$61,182
StemExpress Foundation	\$75,315	7915	\$14,138	\$61,177
Colorado State Lottery	\$1,832,478	305	\$1,771,307	\$61,171
School District Of Philadelphia	\$171,963	3714	\$110,797	\$61,166
Air Mechanical Inc Heating & Cooling	\$61,163	9477		\$61,163
North Easton Savings Bank	\$61,159	9478		\$61,159
Ox Foundation Solutions	\$103,358	5889	\$42,224	\$61,134
Historic Brushy Mountain State Penitentiary	\$81,886	7304	\$20,761	\$61,125
COASTAL LIVING RE AGENCY	\$61,100	9486		\$61,100
Full Harvest Moonz Cannabis Store	\$61,077	9488		\$61,077
National Womens Law Center	\$61,056	9491		\$61,056
Chas Roberts Air Conditioning Contractor	\$115,762	5345	\$54,721	\$61,041
MotorCity Casino Hotel	\$694,261	895	\$633,221	\$61,040
DeltaTrainer	\$61,000	9498		\$61,000
PANAMA CITY PANAMA	\$61,000	9499		\$61,000
Sole Seriouss Shoe Store	\$61,000	9499		\$61,000
Salt Lake Community College	\$210,888	3054	\$149,905	\$60,983
YES Prep Public Schools	\$84,123	7156	\$23,152	\$60,971
Aint Too Proud The Temptations Musical	\$231,700	2774	\$170,732	\$60,968
WGKX	\$60,938	9507		\$60,938
Martell	\$60,937	9507		\$60,937
LIFE CAN Organization	\$86,349	6999	\$25,430	\$60,919
Saucony	\$60,913	9511		\$60,913
Vanjak	\$77,000	7750	\$16,100	\$60,900
Council Compulsive Gambling Of PA	\$100,200	6059	\$39,400	\$60,800
River Oaks Emergency Center	\$70,239	8409	\$9,468	\$60,771
Concordia University	\$750,141	826	\$689,385	\$60,756
Dekalb County	\$77,997	7650	\$17,250	\$60,747
Anihi Newco Software Development	\$60,738	9529		\$60,738
Akron-Canton Regional Airport	\$60,700	9531		\$60,700
OneScreen	\$60,700	9532		\$60,700
Colorado Springs Airport	\$60,675	9539		\$60,675
CMC	\$60,650	9543		\$60,650
Escondido Local Dealer	\$71,640	8262	\$11,000	\$60,640

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
WYOMING DEPT/TRANS	\$104,655	5828	\$44,035	\$60,620
Baltimore Museum Of Art	\$60,500	9562		\$60,500
D&R BOAT WORLD	\$60,500	9563		\$60,500
First Electronic Bank	\$60,500	9563		\$60,500
Generator Supercenter	\$60,500	9563		\$60,500
Inpen	\$60,500	9563		\$60,500
BLV Capital Investments	\$96,692	6280	\$36,198	\$60,494
Advanced Heating & Cooling	\$79,553	7506	\$19,061	\$60,492
L&F DISTRIBUTORS	\$503,372	1253	\$442,892	\$60,480
Zadok Jewelers	\$293,182	2191	\$232,704	\$60,478
Storming Crab Restaurant	\$93,625	6472	\$33,147	\$60,478
Ontario Intl Airport	\$126,400	4938	\$65,968	\$60,432
Fresh Fields Recreational Marijuana Shop	\$60,429	9573		\$60,429
Von Mortgage	\$60,415	9575		\$60,415
Howard B Smith Agency Of Mullins Insurance Agency	\$60,411	9575		\$60,411
Natures Treatment Of IL Marijuana Dispensary	\$194,659	3306	\$134,252	\$60,407
Scan Health Plan	\$75,729	7878	\$15,322	\$60,407
Zuffa Organization	\$95,966	6329	\$35,563	\$60,403
Broward College	\$71,901	8235	\$11,500	\$60,401
Childrens Advocacy Center	\$136,496	4628	\$76,141	\$60,355
Business First Bank	\$125,042	4982	\$64,693	\$60,349
G Fuel	\$67,388	8726	\$7,050	\$60,338
Pedros Tacos & Tequila Bar Restaurant	\$60,337	9584		\$60,337
Pizza Hut Restaurant	\$286,647	2243	\$226,359	\$60,288
University Of Scranton	\$258,892	2472	\$198,607	\$60,285
PRIMARY CARE PHYSICIANS	\$60,255	9591		\$60,255
Prestige Beverage Group Distributor	\$60,250	9592		\$60,250
Elwyn Organization	\$71,405	8288	\$11,172	\$60,233
Mekanism	\$60,205	9599		\$60,205
Cebag	\$96,200	6312	\$36,000	\$60,200
Altus Schools	\$66,443	8836	\$6,250	\$60,193
George Mason University	\$82,985	7226	\$22,800	\$60,185
NEW JERSEY STATE FAIR	\$60,179	9603		\$60,179
Myphillylawyer.com	\$71,496	8276	\$11,350	\$60,146
Price Chopper	\$140,300	4510	\$80,160	\$60,140
Childrens Home Healthcare	\$75,000	7944	\$14,900	\$60,100
Gables Residential	\$60,100	9612		\$60,100
Mary Free Bed Rehabilitation Hospital	\$305,400	2095	\$245,354	\$60,046
BC DC Ideas Marketing Service	\$60,023	9621		\$60,023
Wedding Festivals Show	\$66,225	8859	\$6,214	\$60,011
Potts Law Firm	\$60,001	9625		\$60,001

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Tend Dental Clinic	\$60,001	9626		\$60,001
Advanced Orthopedics New England	\$60,000	9626		\$60,000
C Ray Murry Attorney	\$60,000	9628		\$60,000
Charlotte Tilbury	\$60,000	9628		\$60,000
Clydes	\$60,000	9628		\$60,000
Fear Of God	\$60,000	9628		\$60,000
Haig Club	\$60,000	9628		\$60,000
Homeland At Home Hospice Service	\$60,000	9628		\$60,000
Imperfect Produce Food Delivery Service	\$60,000	9628		\$60,000
Intl Monetary Systems Services	\$60,000	9628		\$60,000
Los Angeles County Department Of Public Social Services	\$60,000	9628		\$60,000
OBB Media Services	\$60,000	9628		\$60,000
Seth A Eappen MD	\$60,000	9628		\$60,000
Sunshine Quality Services Of America Contractor	\$60,000	9628		\$60,000
Top Tax Lawyer	\$60,000	9628		\$60,000
WABC	\$60,000	9628		\$60,000
WUBL	\$60,000	9628		\$60,000
TezosFoundationSettlement.com Legal Services	\$59,999	9660		\$59,999
GREENWAY EQUIPMENT INC	\$72,638	8160	\$12,652	\$59,986
Pull Together Organization	\$59,980	9662		\$59,980
Bankers Trust Co	\$68,706	8570	\$8,750	\$59,956
Black Hills Orthopedic & Spine Center	\$59,921	9670		\$59,921
GOAT Shoe Store	\$59,920	9671		\$59,920
K18 Hair	\$59,916	9672		\$59,916
Oakland Livingston Human Service Agency	\$111,487	5531	\$51,600	\$59,887
MercyOne	\$357,130	1796	\$297,252	\$59,878
Samaritan Healthcare & Hospice	\$72,505	8172	\$12,660	\$59,845
Southern TN Regional Health System	\$87,733	6903	\$27,897	\$59,836
California Milk Processor Board	\$59,809	9685		\$59,809
Highsnobiety	\$59,800	9686		\$59,800
Ho-chunk Casino	\$763,992	810	\$704,196	\$59,796
Investigative Consumer Solutions	\$79,999	7469	\$20,221	\$59,778
SIGMA GAMMA RHO SORORITY	\$77,745	7680	\$18,018	\$59,727
W KODAK JEWELERS	\$77,644	7687	\$17,917	\$59,727
Ivy Brain Tumor Center	\$346,902	1840	\$287,177	\$59,725
Lantern Group Cannabis Delivery Service	\$145,335	4352	\$85,615	\$59,720
West Coast University	\$476,350	1335	\$416,633	\$59,717
Protect Our Vote Organization	\$59,692	9699		\$59,692
Hudson Valley Hospice	\$68,659	8575	\$8,985	\$59,674
Ohio State	\$65,890	8907	\$6,240	\$59,650
American National Bank & Trust	\$120,962	5139	\$61,315	\$59,647

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
MidFirst Bank	\$238,678	2702	\$179,124	\$59,554
Elite Media Communications	\$59,550	9710		\$59,550
Doylestown Health	\$61,134	9484	\$1,600	\$59,534
Dadvocates Attorney	\$94,800	6402	\$35,300	\$59,500
HILLSIDE CHILD CARE CTR	\$59,500	9718		\$59,500
Homeshake Real Estate	\$59,500	9718		\$59,500
Oak Hill Real Estate Development	\$59,500	9718		\$59,500
Casmir Care Services	\$59,474	9727		\$59,474
South TX Renal Care Group	\$63,130	9232	\$3,664	\$59,466
WVTO	\$59,442	9730		\$59,442
Ampla Health	\$75,075	7935	\$15,650	\$59,425
Rocky Gap Casino & Resort	\$107,753	5688	\$48,333	\$59,420
Cardinal Financial Co	\$70,129	8427	\$10,709	\$59,420
Latino Community Fund GA Organization	\$116,552	5304	\$57,139	\$59,413
Female Quotient Organization	\$59,400	9733		\$59,400
Flowerland Florist	\$109,074	5640	\$49,703	\$59,371
Atlantic Medical Imaging Center	\$69,553	8485	\$10,186	\$59,367
NRA Annual Meeting & Exhibit	\$59,352	9739		\$59,352
Southeastern Conference Basketball	\$65,500	8949	\$6,175	\$59,325
Om Of Medicine Cannabis Retailer	\$65,611	8932	\$6,311	\$59,300
TD	\$990,390	614	\$931,092	\$59,298
Wing Stop Restaurant	\$459,364	1378	\$400,086	\$59,278
YouFit Health Clubs	\$59,533	9712	\$268	\$59,265
Akasa	\$59,250	9753		\$59,250
Idaho Office Of Drug Policy	\$59,250	9754		\$59,250
Springfield Clinic	\$106,500	5744	\$47,267	\$59,233
Wayne County Department Of Public Health	\$81,900	7302	\$22,675	\$59,225
Shift Technologies Wireless Store	\$75,719	7879	\$16,500	\$59,219
loanDepot	\$62,444	9305	\$3,250	\$59,194
RM WILLIAMS	\$59,175	9764		\$59,175
Monas Auto Insurance Services	\$105,749	5778	\$46,578	\$59,171
GB Shoes Warehouse	\$216,649	2971	\$157,483	\$59,166
Drex Mgt Service	\$67,160	8758	\$8,000	\$59,160
Santa Clara County Public Health Department	\$59,149	9765		\$59,149
Pennsylvania Liquor Control Board	\$210,462	3058	\$151,315	\$59,147
ChangeFi Bank	\$59,132	9768		\$59,132
Center Parc Credit Union	\$63,300	9207	\$4,200	\$59,100
Cannabis Kingdom	\$59,100	9772		\$59,100
Miradry	\$69,559	8483	\$10,480	\$59,079
Collin College	\$59,074	9772		\$59,074
Orthopaedic Assoc Of WI	\$59,273	9751	\$250	\$59,023

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Allen Tate	\$315,799	2042	\$256,780	\$59,019
Hope Church	\$79,095	7541	\$20,094	\$59,001
IQAir	\$59,000	9777		\$59,000
Miller & Daughter Mortuary	\$58,994	9778		\$58,994
Amanda Miller Realty Group	\$58,993	9780		\$58,993
Northampton Community College	\$58,992	9781		\$58,992
Kalibloom	\$58,978	9783		\$58,978
Cafe El Mio	\$58,931	9788		\$58,931
Black Widow	\$89,062	6809	\$30,134	\$58,928
Walnut Tree Service	\$58,922	9790		\$58,922
Northern Light Cannabis Co	\$62,038	9361	\$3,141	\$58,897
M Cary & Daughters Plumbing Service	\$88,241	6869	\$29,386	\$58,855
Elite Home Health Service	\$68,831	8558	\$10,000	\$58,831
24/7 PetVets	\$65,326	8975	\$6,500	\$58,826
Valley Office Systems	\$77,451	7711	\$18,645	\$58,806
Premise	\$58,800	9805		\$58,800
BARSTOW OTLTS SHPNG CTR	\$95,170	6384	\$36,400	\$58,770
Armina Stone Contractor	\$76,976	7757	\$18,226	\$58,750
Bethany Church	\$58,750	9812		\$58,750
WVIT	\$58,750	9814		\$58,750
Greenlight Dispensary	\$58,735	9819		\$58,735
Lions Den Adult Store	\$949,021	651	\$890,303	\$58,718
CarDrop Local Dealer	\$58,700	9822		\$58,700
Cano Health	\$108,309	5673	\$49,630	\$58,679
Gentex	\$84,410	7132	\$25,731	\$58,679
Lancaster School District	\$76,649	7788	\$18,000	\$58,649
Anhelo Medicare	\$58,646	9830		\$58,646
St Josephs College	\$234,989	2736	\$176,413	\$58,576
Gulf Power Co	\$63,069	9243	\$4,500	\$58,569
14th & Boom Advertising Agency	\$98,802	6158	\$40,280	\$58,522
Providence Performing Arts Center	\$70,000	8440	\$11,500	\$58,500
North FL Medical Centers	\$58,500	9848		\$58,500
Providence Portland Medical Center	\$58,500	9848		\$58,500
Carpet Man Flooring Center	\$99,162	6133	\$40,670	\$58,492
Zervos & Calta Attorneys	\$187,574	3430	\$129,126	\$58,448
Concealment Express Store	\$58,423	9865		\$58,423
FormAssembly Web Design	\$58,405	9868		\$58,405
Humane Society Intl	\$101,660	5971	\$43,260	\$58,400
Accident & Injury Pain Center	\$115,586	5357	\$57,188	\$58,398
Flager & Assoc Law Firm	\$75,799	7869	\$17,406	\$58,393
Chervon	\$58,383	9873		\$58,383

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Greers Market	\$61,789	9389	\$3,448	\$58,341
Dallas TX	\$58,337	9875		\$58,337
Orlando Firm Attorney	\$185,626	3462	\$127,298	\$58,328
Fallon Health	\$87,441	6920	\$29,122	\$58,319
Douglas Water Conditioning	\$58,299	9880		\$58,299
Smokers Cabinet Tobacco Shop	\$58,297	9881		\$58,297
Landing Apartment	\$58,278	9884		\$58,278
MarineMax Boat Dealer	\$138,006	4572	\$79,748	\$58,258
K Dean Kantaras Attorney	\$85,145	7075	\$26,895	\$58,250
Minnesota United FC	\$64,234	9099	\$6,000	\$58,234
Lee Michaels Jewelry Store	\$778,559	797	\$720,341	\$58,218
Unisono	\$58,200	9890		\$58,200
Jersey Boys	\$58,150	9894		\$58,150
SeatGeek	\$58,112	9896		\$58,112
James E Farmer Attorney	\$58,105	9897		\$58,105
MNsure Insurance	\$113,109	5458	\$55,005	\$58,104
Shoe Station Shoe Store	\$367,650	1748	\$309,561	\$58,089
Whirlpool	\$63,980	9131	\$5,900	\$58,080
Eden Technologies	\$58,052	9904		\$58,052
FGS Future Grow Solutions	\$58,050	9905		\$58,050
Realty One Group	\$129,781	4832	\$71,745	\$58,036
SPP MGT RE AGENCY	\$58,017	9910		\$58,017
Metropolitan WA Council Of Governments	\$116,026	5330	\$58,013	\$58,013
St Cloud State University	\$85,770	7037	\$27,758	\$58,012
Discount Heating & Cooling	\$100,000	6079	\$42,000	\$58,000
COMMONWEALTH ZOOLOGICAL	\$58,000	9912		\$58,000
Proven Winners	\$392,494	1620	\$334,521	\$57,973
Republic State Mortgage	\$103,561	5881	\$45,597	\$57,964
Freedom Road Cannabis Store	\$57,960	9918		\$57,960
Rising Sea Level Awareness	\$57,960	9919		\$57,960
SHARED HEALTH SERVICES	\$57,960	9919		\$57,960
Slocumb Co Real Estate Agency	\$57,946	9924		\$57,946
Chuck & Eddies Used Auto Parts	\$57,943	9925		\$57,943
Toms Tax Express	\$88,769	6833	\$30,843	\$57,926
Raymond James	\$73,802	8065	\$15,876	\$57,926
Civilian Agency	\$72,150	8207	\$14,250	\$57,900
Oakland County Community Mental Health Authority	\$117,160	5273	\$59,265	\$57,895
Marathon	\$213,222	3026	\$155,338	\$57,884
Friedman Law Firm	\$57,880	9935		\$57,880
Bachendorfs Jewelry Store	\$454,954	1393	\$397,078	\$57,876
Arrow Exterminators	\$600,475	1047	\$542,609	\$57,866

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Arizona Department Of Economic Security	\$57,860	9940		\$57,860
Community Healthnet Inc	\$86,703	6971	\$28,848	\$57,855
Museum Of Pop Culture	\$129,250	4849	\$71,400	\$57,850
Westchester Community College	\$72,035	8216	\$14,187	\$57,848
Stoli Group USA.	\$57,818	9944		\$57,818
Manzanita Cannabis Dispensary	\$57,816	9945		\$57,816
Emerald Growth Partners	\$202,695	3173	\$144,931	\$57,764
Main Law Firm	\$57,750	9955		\$57,750
Veterinary Health Partners	\$57,744	9956		\$57,744
Kennedy Watkins Attorneys	\$151,888	4171	\$94,160	\$57,728
DMW	\$57,703	9957		\$57,703
Sorensen Moving & Storage Service	\$65,696	8923	\$8,006	\$57,690
Kimmel Center	\$60,804	9521	\$3,125	\$57,679
Cardiac Partners Clinic	\$57,675	9960		\$57,675
Paint Valley Alcohol Drug Addiction & Mental Health Services Board	\$84,365	7136	\$26,705	\$57,660
True Med Spa	\$57,660	9963		\$57,660
Champion Brands Distributor	\$57,602	9971		\$57,602
5F Freight	\$57,600	9972		\$57,600
Robert Fenstersheib Attorney	\$57,600	9973		\$57,600
Bloc Dispensary	\$57,581	9977		\$57,581
Bristow Endeavor Healthcare	\$57,571	9978		\$57,571
Reynolds Memorial Hospital	\$192,620	3349	\$135,051	\$57,569
Life Flower Dispensary	\$82,825	7233	\$25,272	\$57,553
Utz	\$57,548	9981		\$57,548
Milwaukee Public Schools	\$70,027	8435	\$12,496	\$57,531
Angel Of The Winds Casino Resort	\$477,347	1331	\$419,833	\$57,514
Health Care Services Urgent Care	\$57,500	9990		\$57,500
Salvatore Ferragamo	\$57,500	9990		\$57,500
Jim Shorkey Local Dealer	\$67,998	8656	\$10,500	\$57,498
New Mexico Crisis & Access Line	\$57,493	9990		\$57,493
Coushatta Casino Resort	\$779,025	794	\$721,541	\$57,484
Park City Mountain Resort	\$167,157	3819	\$109,677	\$57,480
KSHB	\$57,477	9996		\$57,477
SENSATIONAL SOFAS STORE	\$57,468	9998		\$57,468
KNXV	\$57,411	10007		\$57,411
Camp Local Dealer	\$57,400	10008		\$57,400
Orlando Magic Basketball Team	\$160,482	3956	\$103,088	\$57,394
Deer District	\$69,288	8507	\$11,894	\$57,394
Zephyr	\$92,834	6536	\$35,448	\$57,386
River Islands At Lathrop	\$57,330	10018		\$57,330
Maxxis	\$86,564	6980	\$29,244	\$57,320

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Houston Ballet	\$94,000	6452	\$36,688	\$57,312
Truck Center Cos Local Dealer	\$57,306	10021		\$57,306
Whirly Ball Amusement Ctr	\$57,284	10024		\$57,284
MCNA Dental	\$63,404	9199	\$6,128	\$57,276
Child Care Resource Center	\$90,651	6692	\$33,400	\$57,251
Little Woodrows Restaurant	\$65,000	9007	\$7,757	\$57,243
Matthew Edward Witt Attorney	\$122,400	5074	\$65,160	\$57,240
National Museum Of African American History & Culture	\$57,240	10027		\$57,240
Great American Restaurant	\$133,361	4724	\$76,138	\$57,223
Range 517 Gun Shop	\$81,859	7307	\$24,642	\$57,217
ProGeorgia Organization	\$99,705	6109	\$42,505	\$57,200
Your Call MN	\$57,200	10030		\$57,200
Truland Home Builders	\$116,304	5315	\$59,127	\$57,177
MORSCO HVAC Services	\$104,411	5841	\$47,273	\$57,138
Elizabethtown Gas Co	\$63,126	9234	\$6,000	\$57,126
MONARCH ROOFING CONTR	\$76,135	7832	\$19,014	\$57,121
College Of Central FL	\$125,535	4963	\$68,418	\$57,117
Florida State College	\$126,646	4929	\$69,540	\$57,106
Eskimo Hut Store	\$57,096	10047		\$57,096
Hospital Corp Of America	\$110,918	5551	\$53,829	\$57,089
Isleta Casino & Resort	\$680,669	916	\$623,584	\$57,085
SPCA Organization	\$70,520	8376	\$13,440	\$57,080
Spearmint Rhino Nightclub	\$171,914	3716	\$114,849	\$57,065
Matt Bowers Local Dealer	\$116,431	5309	\$59,400	\$57,031
ABF	\$93,050	6514	\$36,050	\$57,000
Cinco	\$57,000	10055		\$57,000
Exploding Kittens	\$57,000	10056		\$57,000
Super Star Car Wash	\$57,000	10056		\$57,000
Western Berks Ambulance Assn	\$91,555	6625	\$34,564	\$56,991
Black Women For Wellness	\$69,803	8457	\$12,813	\$56,990
Cardroom Tech	\$65,217	8987	\$8,250	\$56,967
Solheim Cup Golf Tournament	\$56,961	10065		\$56,961
Octopus Group	\$56,950	10066		\$56,950
Baumann Local Dealer	\$83,560	7193	\$26,640	\$56,920
Fidelis Care	\$762,491	813	\$705,596	\$56,895
Dick Law Firm	\$56,880	10073		\$56,880
Wharf Amphitheatre Center	\$56,860	10077		\$56,860
WSHH	\$59,850	9681	\$3,000	\$56,850
Muscle Milk	\$212,000	3042	\$155,185	\$56,815
APS AZ Public Service Co	\$67,800	8684	\$11,000	\$56,800
Berkshire Bank	\$169,033	3780	\$112,239	\$56,794

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Gun Show	\$164,879	3865	\$108,094	\$56,785
Los Angeles Local Dealer	\$56,785	10090		\$56,785
Skatells	\$56,784	10091		\$56,784
Matt O'Neill Real Estate	\$129,534	4844	\$72,753	\$56,781
Imperial Calcasieu Human Services Authority	\$60,597	9549	\$3,841	\$56,756
Prairieland Partners Store	\$81,228	7356	\$24,495	\$56,733
Downs Law Firm	\$58,345	9874	\$1,612	\$56,733
Peppermill Hotel & Casino Reno	\$635,065	973	\$578,338	\$56,727
Kansas City National Womens Soccer League	\$56,700	10103		\$56,700
FLORIDA SPACE COAST	\$616,621	1013	\$559,934	\$56,687
Shift Medical Services	\$56,645	10106		\$56,645
Braustin Mobile Homes Sale	\$67,164	8756	\$10,520	\$56,644
Drury	\$255,495	2509	\$198,852	\$56,643
GO Car Wash	\$61,512	9426	\$4,870	\$56,642
Michigan Department Of Transportation	\$56,626	10110		\$56,626
Mall Of America	\$171,457	3725	\$114,860	\$56,597
Dataiku	\$56,551	10117		\$56,551
Lake Lanier Island Water Park	\$58,450	9858	\$1,900	\$56,550
Getchya Courier Service	\$65,000	9007	\$8,500	\$56,500
Blockfolio	\$56,500	10125		\$56,500
CHESAPEAKE HARLEY-DVDSN	\$83,013	7221	\$26,517	\$56,496
Cornell Cooperative Extension	\$77,348	7720	\$20,864	\$56,484
Knight Dermatology Institute	\$103,523	5882	\$47,057	\$56,466
Figaros Pizza Restaurant	\$70,308	8399	\$13,856	\$56,452
SAE Institute	\$56,438	10129		\$56,438
Breast Cancer Resource Center	\$56,430	10130		\$56,430
RESA ORG	\$56,430	10131		\$56,430
Octopus Energy Co	\$56,424	10133		\$56,424
Culture Cannabis Club	\$56,411	10135		\$56,411
PrimeLending Mortgage	\$173,789	3679	\$117,384	\$56,405
Schells	\$85,633	7044	\$29,245	\$56,388
Frieden Real Estate Development	\$75,182	7926	\$18,798	\$56,384
Wise Law Group	\$90,300	6713	\$33,920	\$56,380
Recycling Partnership Organization	\$61,910	9376	\$5,549	\$56,361
GTCC Guilford Technical Community College	\$138,884	4552	\$82,545	\$56,339
Think Real Estate	\$56,332	10146		\$56,332
Fairwinds Credit Union	\$56,303	10150		\$56,303
Mid FL Dermatology Assoc	\$70,635	8366	\$14,335	\$56,300
Big Apple Circus	\$56,292	10153		\$56,292
Mahaska Health Partnership	\$61,577	9415	\$5,306	\$56,271
iAnthus Capital Mgt	\$56,261	10159		\$56,261

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Florida Hotels	\$56,250	10162		\$56,250
Open Hand Media Marketing Service	\$56,226	10167		\$56,226
Medallia	\$148,180	4273	\$91,965	\$56,215
Field Trip Health Psychedelic Therapy Center	\$56,200	10171		\$56,200
Kensington Mgt Real Estate Service	\$56,171	10177		\$56,171
Nueces County Sheriffs Office	\$61,524	9425	\$5,371	\$56,153
Runnings Farm & Fleet Store	\$87,347	6922	\$31,200	\$56,147
Intl Leadership Charter High School	\$92,415	6567	\$36,282	\$56,133
Spartanburg Methodist College	\$160,266	3962	\$104,140	\$56,126
Carlson Law Firm	\$99,789	6101	\$43,668	\$56,121
NYC&CO TOURISM MKTG ORG	\$138,466	4563	\$82,348	\$56,118
Stella Artois	\$414,099	1536	\$358,002	\$56,097
Superior Outfitters Store	\$56,089	10183		\$56,089
BillboardsIn.com	\$66,147	8870	\$10,085	\$56,062
Southside Medical Center	\$70,591	8370	\$14,539	\$56,052
WM Technology	\$56,025	10189		\$56,025
California Health & Wellness	\$56,012	10191		\$56,012
Bianca Calderon De Lachica Attorney	\$109,000	5643	\$53,000	\$56,000
DAVID GRAY PLUMBING SVC	\$56,000	10192		\$56,000
NYCRUNS Events	\$56,000	10193		\$56,000
Charleston Oral & Facial Surgery	\$55,952	10204		\$55,952
Richards	\$55,945	10205		\$55,945
Taqueria El Reconsito Restaurant	\$120,697	5155	\$64,794	\$55,903
Vots Insurance	\$55,902	10206		\$55,902
Arctoris	\$55,900	10207		\$55,900
Richmond University Medical Center	\$61,430	9436	\$5,536	\$55,894
Sacco & Fillas Attorneys At Law	\$61,350	9446	\$5,498	\$55,852
Majik Rent To Own	\$62,625	9288	\$6,800	\$55,825
JONATHANS JEWELRY STORE	\$60,245	9593	\$4,443	\$55,802
Jersey Landscape & Garden Supply	\$55,800	10214		\$55,800
King County Metro Transit	\$55,775	10217		\$55,775
LaunchDarkly	\$55,750	10221		\$55,750
Beach Hut Deli Restaurant	\$59,737	9694	\$4,000	\$55,737
Dade County	\$55,723	10223		\$55,723
Cuyahoga Community College	\$366,774	1754	\$311,087	\$55,687
IPHA II Public Health Assn	\$55,660	10230		\$55,660
Research Foundation For Mental Hygiene	\$60,000	9628	\$4,350	\$55,650
Asian American Civic Assn	\$55,638	10233		\$55,638
Quality Carriers	\$91,150	6654	\$35,528	\$55,622
National Bank Holdings	\$55,619	10235		\$55,619
Wasabi Sushi & Thai Restaurant	\$55,600	10237		\$55,600

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
PSEG Fossil	\$55,536	10243		\$55,536
GoatGuns	\$55,528	10245		\$55,528
RBN Energy	\$55,520	10247		\$55,520
Idaho Central Credit Union	\$539,303	1152	\$483,792	\$55,511
NEW YORK JEWELERS	\$55,510	10251		\$55,510
Compass Health	\$59,225	9758	\$3,721	\$55,504
Ellis Communications	\$71,500	8276	\$16,000	\$55,500
Ballad Health System	\$201,555	3191	\$146,058	\$55,497
Blue Water Estates	\$86,040	7016	\$30,560	\$55,480
Fort Worth TX	\$117,322	5263	\$61,850	\$55,472
Southfield Local Dealer	\$55,454	10254		\$55,454
Inspired Spine Center	\$55,448	10256		\$55,448
Twin Rivers Unified School District	\$56,429	10131	\$1,000	\$55,429
Cold Stone Creamery	\$67,658	8700	\$12,277	\$55,381
Bridal Expo	\$64,986	9018	\$9,618	\$55,368
Preferred Home Health Care & Nursing Services	\$55,321	10270		\$55,321
Hollywood Smile Dental Clinic	\$55,282	10276		\$55,282
O Productions	\$77,490	7704	\$22,210	\$55,280
Methodist Le Bonheur	\$99,450	6123	\$44,200	\$55,250
AgeWell NY Service	\$55,250	10278		\$55,250
Clinedge Medical Center	\$55,250	10279		\$55,250
Salem Hospital	\$55,250	10279		\$55,250
Soothing Options Cannabis Store	\$62,202	9336	\$7,000	\$55,202
KABC	\$55,200	10289		\$55,200
Mattress Liquidators	\$55,172	10294		\$55,172
Arizona IV Medics Hydration Therapy	\$55,154	10296		\$55,154
Wine Group Store	\$55,150	10297		\$55,150
Star One Credit Union	\$138,600	4556	\$83,500	\$55,100
Superbook Betting Service	\$55,092	10308		\$55,092
WSOC	\$66,550	8821	\$11,500	\$55,050
Palo Verde Nuclear Generating Station	\$55,050	10316		\$55,050
Grand Casino Hotels	\$771,718	805	\$716,676	\$55,042
Ghost Enterprises Cannabis Store	\$55,036	10317		\$55,036
Bobcat Of North TX	\$55,035	10318		\$55,035
Nautilus Co Contractor	\$55,035	10319		\$55,035
Best Logistics Group	\$55,026	10319		\$55,026
Aeropostale	\$60,000	9628	\$4,999	\$55,001
Alexander Wang Clothing Store	\$55,000	10322		\$55,000
Booty By Brabants Croco Skin Leggings	\$55,000	10323		\$55,000
Cockroach Labs	\$55,000	10323		\$55,000
Maggs & McDermott Attorneys	\$55,000	10323		\$55,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
One Drop Foundation	\$55,000	10323		\$55,000
Princess Polly Clothing Store	\$55,000	10323		\$55,000
SHED ART GALLERY STORE	\$55,000	10323		\$55,000
St Lucie Battery & Tires	\$55,000	10323		\$55,000
Care Resource Clinic	\$54,999	10323		\$54,999
Newark Board Of Education	\$54,958	10340		\$54,958
Green Mango Pest Control	\$119,828	5180	\$64,888	\$54,940
Agricon Equipment Co	\$56,370	10139	\$1,430	\$54,940
Southland Casino Racing	\$233,029	2759	\$178,103	\$54,926
Anchor Brewing	\$54,920	10342		\$54,920
Sunmark Federal Credit Union	\$163,552	3893	\$108,635	\$54,917
JMG Law Firm	\$57,520	9985	\$2,606	\$54,914
Explore Schools	\$70,537	8374	\$15,626	\$54,911
Institute Of Contemporary Art	\$157,900	4011	\$103,000	\$54,900
FINGER LAKES HEALTH CTR	\$72,184	8204	\$17,298	\$54,886
Sanctuary Medicinals Cannabis Store	\$173,928	3677	\$119,072	\$54,856
Kaiser	\$54,851	10350		\$54,851
Callaway Gardens	\$124,131	5020	\$69,282	\$54,849
Bluegrass Cellular Store	\$141,139	4486	\$86,305	\$54,834
University Of Central FL	\$341,365	1878	\$286,540	\$54,825
Pace University	\$54,800	10356		\$54,800
Fort Worth Zoo	\$378,877	1679	\$324,093	\$54,784
Alpine Alternative Dispensary	\$82,711	7243	\$27,949	\$54,762
Fitzgerald Law Firm	\$71,118	8310	\$16,365	\$54,753
Towne Local Dealer	\$99,635	6113	\$44,883	\$54,752
BROADWAY LEAGUE	\$63,750	9159	\$9,000	\$54,750
Bay Law Firm	\$54,750	10363		\$54,750
Los Angeles County Department Of Parks & Recreation	\$54,750	10364		\$54,750
Pomeroy Living	\$54,750	10364		\$54,750
Lupient Local Dealer	\$54,743	10370		\$54,743
Tristar Physical Therapy	\$54,739	10372		\$54,739
Knight Transportation	\$78,339	7617	\$23,647	\$54,692
Intl Paper	\$123,321	5049	\$68,637	\$54,684
Haleys Flooring & Interiors Store	\$142,988	4418	\$88,333	\$54,655
WHOLESALE FIREWORKS	\$71,276	8294	\$16,622	\$54,654
Pacers Sports Entertainment	\$74,325	8008	\$19,700	\$54,625
Karen Paba Beauty Salon	\$84,062	7163	\$29,442	\$54,620
CARROLLTON TX	\$71,120	8310	\$16,500	\$54,620
Economics & Family Financial Service	\$132,100	4757	\$77,500	\$54,600
Lunas Mexican Restaurant	\$54,585	10390		\$54,585
MD Now Urgent Care Walk-In Medical Center	\$54,560	10393		\$54,560

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Seminole Classic Casino	\$96,754	6275	\$42,213	\$54,541
WTEN	\$89,800	6760	\$35,264	\$54,536
Fischer Local Dealer	\$54,533	10398		\$54,533
BRIM Recyclers Junk Yard	\$54,517	10399		\$54,517
Parrish DeVaughn Law Firm	\$157,992	4008	\$103,492	\$54,500
KNTV	\$54,500	10402		\$54,500
Natures Fynd	\$54,500	10403		\$54,500
Peoria Health Department	\$54,493	10405		\$54,493
BATON ROUGE GEN MED CTR	\$54,491	10407		\$54,491
SCALES N TAILS PET STORE	\$54,462	10412		\$54,462
Buckeye Health Plan	\$145,491	4343	\$91,050	\$54,441
Haymond Law Firm	\$246,623	2613	\$192,185	\$54,438
Tulones Clothing Store	\$54,425	10416		\$54,425
Cherry Health Center	\$65,295	8978	\$10,873	\$54,422
Viking Pest Control	\$54,420	10417		\$54,420
Goldey-Beacom College	\$142,195	4451	\$87,779	\$54,416
Audubon Local Dealer	\$92,326	6572	\$37,913	\$54,413
Home Bank	\$94,666	6407	\$40,259	\$54,407
SamWell Institute For Pain Mgt	\$137,974	4578	\$83,568	\$54,406
Esperanza Health Center	\$66,250	8854	\$11,850	\$54,400
Millies Of Staten Island Restaurant	\$54,394	10421		\$54,394
Georgia-Pacific	\$142,839	4424	\$88,450	\$54,389
LAFCU Automakers Federal Credit Union	\$60,899	9513	\$6,515	\$54,384
Webstaurant Store	\$60,794	9524	\$6,420	\$54,374
Furniture House Furniture Store	\$80,865	7388	\$26,528	\$54,337
Azusa Pacific University	\$1,238,213	486	\$1,183,890	\$54,323
Air National Guard	\$54,320	10430		\$54,320
Disciplined Growth Investor	\$236,265	2721	\$181,951	\$54,314
Vince Bruner & Assoc Attorney	\$160,024	3966	\$105,712	\$54,312
Pace Suburban Bus Service	\$54,309	10432		\$54,309
Bucha Live Kombucha Distributor	\$54,300	10433		\$54,300
Griffin Law Firm	\$62,561	9292	\$8,266	\$54,295
Old Town Theme Park	\$61,692	9401	\$7,400	\$54,292
West Local Dealer	\$62,565	9291	\$8,300	\$54,265
Department Of Energy & Environment	\$54,241	10445		\$54,241
Pink Floyd Experience Concert	\$54,188	10455		\$54,188
Emberz Cannabis Store	\$54,175	10457		\$54,175
Orlando Family Physicians	\$95,543	6358	\$41,372	\$54,171
Circus Circus Hotel & Casino	\$67,200	8748	\$13,050	\$54,150
Academy Mortgage	\$107,167	5717	\$53,043	\$54,124
Buddhas Bazaar Vape Shop	\$56,147	10178	\$2,037	\$54,110

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Amino Medical Service	\$54,100	10466		\$54,100
FIRST THINGS FIRST FNDTN	\$54,100	10467		\$54,100
Realty Firm	\$76,135	7833	\$22,037	\$54,098
S2BN Entertainment	\$54,085	10470		\$54,085
BooHooman.com Clothing Store	\$100,825	6024	\$46,750	\$54,075
J&J Gaming Center	\$54,059	10474		\$54,059
Professional Funeral Services	\$155,170	4088	\$101,120	\$54,050
Alabama Aviation Education Center	\$60,030	9618	\$6,000	\$54,030
Communications Workers Of America	\$54,025	10479		\$54,025
Mabra Law Firm	\$138,000	4573	\$84,000	\$54,000
Gracepoint Holding Co	\$72,500	8174	\$18,500	\$54,000
Preferred Home Services	\$60,000	9628	\$6,000	\$54,000
Hypland Clothing Store	\$54,000	10482		\$54,000
Kansas City Power & Light District Shopping Center	\$54,000	10482		\$54,000
Mi Ranchito Restaurant	\$54,000	10482		\$54,000
Pirate Rehearsal Studios	\$54,000	10482		\$54,000
Craig Goldenfarb Attorney	\$153,827	4123	\$99,850	\$53,977
Access Heating & Air Conditioning	\$53,970	10490		\$53,970
Epic Games Video Game Store	\$53,938	10494		\$53,938
Marco Crawford Law Firm	\$64,392	9082	\$10,457	\$53,935
King Law Firm	\$130,732	4796	\$76,811	\$53,921
Cincinnati Pops Orchestra	\$53,900	10500		\$53,900
Chicago Public Library	\$53,851	10510		\$53,851
Fishers Island Lemonade	\$65,849	8909	\$12,000	\$53,849
New Hampshire State Lottery	\$53,828	10511		\$53,828
State Bank	\$163,008	3903	\$109,231	\$53,777
Commonwealth Of MA	\$70,165	8420	\$16,393	\$53,772
McLane	\$56,765	10094	\$3,000	\$53,765
Auto Bell Car Wash	\$53,750	10524		\$53,750
GARDEN STATE PAIN CNTRL	\$53,750	10526		\$53,750
Davis Law Group	\$53,742	10526		\$53,742
BRUNO BAKERY	\$66,450	8835	\$12,710	\$53,740
Enloe Medical Center	\$53,738	10528		\$53,738
Grey Goose	\$53,732	10530		\$53,732
ELO Films Pictures	\$68,888	8553	\$15,160	\$53,728
Sweetser Law Office	\$78,000	7650	\$24,300	\$53,700
PAI Medical Group	\$375,827	1705	\$322,131	\$53,696
OFIELD FUNERAL HOME	\$71,957	8232	\$18,263	\$53,694
Hialeah Park Casino	\$58,572	9839	\$4,879	\$53,693
Waypoint Recovery Center	\$70,498	8380	\$16,819	\$53,679
MedRite Urgent Care Center	\$53,675	10539		\$53,675

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Boohoo.com Store Clothing Store	\$53,664	10541		\$53,664
Our Home Of Exp Realty	\$53,650	10543		\$53,650
Campisano Capital Real Estate Developer	\$53,638	10544		\$53,638
Ross Local Dealer	\$53,625	10546		\$53,625
Community Hospice & Palliative Care	\$53,624	10547		\$53,624
Schiffmans Jewelry Store	\$270,211	2374	\$216,599	\$53,612
II-VI	\$53,600	10552		\$53,600
Synchrony Financial	\$53,600	10552		\$53,600
Max	\$53,581	10558		\$53,581
Grand Central Park	\$53,580	10559		\$53,580
Oakland University	\$508,926	1236	\$455,349	\$53,577
Blue Raven Solar Contractor	\$168,694	3787	\$115,124	\$53,570
Chicago Office Of Emergency Mgt & Communications	\$84,792	7109	\$31,250	\$53,542
Cedar Point Amusement Park	\$116,034	5326	\$62,500	\$53,534
Peraton Cyber Security Service	\$53,526	10566		\$53,526
Crystal Tractor & Equipment	\$53,524	10568		\$53,524
CINCINNATI ZOO&BTNCL GRD	\$84,340	7138	\$30,855	\$53,485
Warners Stelian Appliance Store	\$797,892	775	\$744,446	\$53,446
Primary Health Medical Group	\$53,439	10581		\$53,439
Dean Waite Attorney	\$142,857	4423	\$89,426	\$53,431
Rise Together	\$53,400	10586		\$53,400
Sunshine Daydream Store	\$53,397	10587		\$53,397
Urban Outfitters Clothing Store	\$58,300	9879	\$4,950	\$53,350
ECMC Erie County Medical Center	\$77,468	7708	\$24,124	\$53,344
BIG SAMMYS HOT DOGS REST	\$53,340	10599		\$53,340
South Padre Island TX	\$184,267	3481	\$130,938	\$53,329
Poster House	\$115,250	5370	\$61,945	\$53,305
Petitti Garden Center	\$269,062	2383	\$215,778	\$53,284
QVC	\$53,273	10605		\$53,273
Penn Highlands Healthcare System	\$137,134	4603	\$83,883	\$53,251
Furniture World Furniture Store	\$153,846	4122	\$100,625	\$53,221
Kinderberry Hill Child Development Center	\$82,075	7292	\$28,865	\$53,210
Sunwise Local Dealer	\$76,000	7850	\$22,800	\$53,200
Clearwater Analytics	\$53,190	10615		\$53,190
Mueller Furniture Store	\$64,516	9065	\$11,329	\$53,187
Longview & Kilgore Cable Service	\$64,515	9066	\$11,330	\$53,185
Juab County Fair	\$55,204	10287	\$2,019	\$53,185
Soboba Casino Resort San Jacinto	\$490,721	1295	\$437,538	\$53,183
Clayton County GA	\$53,183	10616		\$53,183
Family & Childrens Place Organization	\$53,170	10619		\$53,170
Repcon Industrial Services	\$67,230	8745	\$14,070	\$53,160

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Cedarhurst Assisted Living Center	\$65,443	8959	\$12,291	\$53,152
Epic Shine Car Wash	\$53,152	10622		\$53,152
WWE World Wrestling Entertainment	\$67,354	8730	\$14,212	\$53,142
Sovita Credit Union	\$53,139	10625		\$53,139
Four Winds Casino Resort	\$502,801	1256	\$449,677	\$53,124
Antelope Valley Neuroscience Medical Group	\$53,100	10629		\$53,100
Vive Organic	\$53,100	10630		\$53,100
Real Estate One	\$81,089	7368	\$28,021	\$53,068
Hot Head Burritos Restaurant	\$140,128	4514	\$87,090	\$53,038
VidCon	\$72,000	8221	\$18,985	\$53,015
La Rosa Chicken & Grill Restaurant	\$57,515	9986	\$4,500	\$53,015
Good Samaritan Medical Center	\$68,205	8624	\$15,200	\$53,005
Long Beach Department Of Health & Human Services	\$53,000	10649		\$53,000
Sunset West Law Group	\$53,000	10649		\$53,000
Brazos Urgent Care	\$71,148	8304	\$18,161	\$52,987
American Electric Power OH	\$52,983	10653		\$52,983
KSL	\$116,274	5316	\$63,309	\$52,965
DOUGLAS COUNTY GA	\$86,520	6981	\$33,560	\$52,960
Tri-County Human Services Inc	\$52,958	10657		\$52,958
SEO Design Chicago Marketing Services	\$52,954	10658		\$52,954
Kurt Geiger	\$52,950	10660		\$52,950
Repertory Theatre Of St Louis	\$52,950	10661		\$52,950
Phoenix New Times	\$58,425	9864	\$5,500	\$52,925
MBBC Dance	\$52,906	10668		\$52,906
Texas Commission On Environmental Quality	\$53,396	10588	\$500	\$52,896
Hotel Indigo	\$58,022	9909	\$5,143	\$52,879
Opra Recycling Center	\$52,850	10675		\$52,850
Alabama Department Of Conservation & Natural Resources	\$95,306	6375	\$42,460	\$52,846
CAREER LINK EMP AGENCY	\$71,488	8281	\$18,650	\$52,838
Quil Ceda Creek Casino	\$194,886	3301	\$142,051	\$52,835
My Digital Group Marketing Services	\$52,821	10678		\$52,821
Virginia Zoo	\$89,763	6765	\$36,946	\$52,817
Lucid	\$52,810	10680		\$52,810
Skyward Treatment Drug & Alcohol Rehab	\$52,800	10682		\$52,800
Summerslam	\$52,800	10683		\$52,800
Lombardos Restaurant	\$79,323	7525	\$26,538	\$52,785
Baggett McCall Attorneys	\$273,707	2342	\$220,928	\$52,779
Prairie Meadows Racetrack & Casino Hotel	\$134,270	4695	\$81,500	\$52,770
BV Law Group	\$52,770	10689		\$52,770
G Media Studios Marketing Service	\$52,750	10693		\$52,750
WATERSOUND RE DEV	\$117,236	5268	\$64,526	\$52,710

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Grossman Law Offices	\$437,490	1448	\$384,796	\$52,694
DRY PRO BASEMENT SYSTEMS	\$55,678	10227	\$3,000	\$52,678
ACTION WATER SPORTS STR	\$78,661	7573	\$25,992	\$52,669
Delaware Orthopaedic Specialists	\$52,666	10701		\$52,666
East Penn Mfg Co Inc	\$90,520	6703	\$37,869	\$52,651
Jackie Cooper Local Dealer	\$52,650	10704		\$52,650
Rack Electric Contractor	\$89,930	6748	\$37,314	\$52,616
Banks Law Service	\$99,124	6136	\$46,536	\$52,588
Community Counseling Center	\$54,062	10473	\$1,500	\$52,562
Prairie	\$96,438	6297	\$43,895	\$52,543
Agency On Aging Medical Service	\$52,525	10720		\$52,525
Peck Law Group	\$108,139	5677	\$55,620	\$52,519
LifeStance Health Service	\$52,515	10725		\$52,515
Ritter Communications	\$52,510	10727		\$52,510
Chris Breault Attorney	\$52,500	10729		\$52,500
City Of Irving TX	\$52,500	10729		\$52,500
Mubi.Com	\$52,500	10729		\$52,500
Hoosier Contractors	\$89,999	6736	\$37,500	\$52,499
Grimaldis Pizzeria Restaurant	\$58,283	9883	\$5,794	\$52,489
Comics Elite Book Store	\$52,484	10737		\$52,484
AMS Law Group	\$52,450	10743		\$52,450
Idaho Falls Community Hospital	\$84,148	7154	\$31,709	\$52,439
ABF FREIGHT SYSTEMS	\$52,438	10746		\$52,438
Sekou Clarke Law Group	\$52,432	10747		\$52,432
Union Station Of Kansas City	\$94,605	6409	\$42,200	\$52,405
McAlisters Deli Restaurant	\$102,699	5907	\$50,308	\$52,391
IMAX Theatre	\$52,375	10755		\$52,375
Park National Bank	\$68,557	8592	\$16,185	\$52,372
Royal Food Market	\$52,333	10759		\$52,333
AICHO American Indian Community Housing Organiztion	\$61,325	9452	\$9,000	\$52,325
Sherlock Heating & Air Conditioning Service	\$56,515	10123	\$4,200	\$52,315
Pennsylvania Insurance Department	\$65,270	8981	\$12,967	\$52,303
Pittsburgh Intl Airport	\$52,300	10763		\$52,300
Neighbors Emergency Center	\$146,912	4306	\$94,624	\$52,288
24/7 Attorneys	\$52,277	10768		\$52,277
Lexington School	\$96,011	6327	\$43,750	\$52,261
Upsie	\$52,258	10772		\$52,258
Palmdale Regional Medical Center	\$124,000	5025	\$71,750	\$52,250
Waterloo Sparkling Water	\$52,188	10785		\$52,188
US Mobile	\$52,520	10724	\$363	\$52,157
Watershed Liberty Real Estate Development	\$56,296	10151	\$4,152	\$52,144

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Lions Gate Pictures	\$252,327	2546	\$200,203	\$52,124
Amerio Law Firm	\$52,100	10793		\$52,100
Orthopedic Institute	\$52,100	10794		\$52,100
Wall Street Silver	\$52,100	10794		\$52,100
Wayfair	\$52,089	10794		\$52,089
South FL Racing Assn	\$106,526	5742	\$54,442	\$52,084
COLLEGE OF NJ	\$76,126	7833	\$24,051	\$52,075
US Department Of Energy	\$52,055	10799		\$52,055
North TX Healthy Communities	\$56,502	10124	\$4,450	\$52,052
Lucid Motors USA	\$52,039	10803		\$52,039
Crystal Valley Real Estate Development	\$52,005	10808		\$52,005
GCG Media Services	\$62,000	9364	\$10,000	\$52,000
San Jose Sharks Hockey Team	\$60,000	9628	\$8,000	\$52,000
Arnold Chamber Of Commerce	\$52,000	10810		\$52,000
DDC Parking Division	\$52,000	10811		\$52,000
Fair Harbor	\$52,000	10811		\$52,000
George Brazil Plumbing & Electrical Service	\$59,999	9628	\$8,001	\$51,998
Robinson Real Estate Development	\$51,992	10825		\$51,992
Roseville Community Charter School	\$75,798	7871	\$23,826	\$51,972
WDGL	\$51,967	10828		\$51,967
MEDGROUP CLINIC	\$91,434	6634	\$39,500	\$51,934
BOSTON INTERIORS FURN	\$94,676	6406	\$42,750	\$51,926
Warner Pacific University	\$51,918	10835		\$51,918
GoodGuard Security Services	\$51,900	10838		\$51,900
KMBC	\$115,892	5340	\$64,000	\$51,892
Community Growth Partners Cannabis Dispensary	\$51,884	10841		\$51,884
Lee Memorial Health System	\$245,527	2626	\$193,651	\$51,876
St Elizabeths Medical Center	\$60,717	9530	\$8,870	\$51,847
Capital Cardiology Assoc	\$51,833	10848		\$51,833
Nacht & Associates Attorneys	\$59,525	9714	\$7,722	\$51,803
Uranus Fudge Factory & General Store	\$71,465	8282	\$19,682	\$51,783
BGE Baltimore Gas & Electric	\$111,020	5544	\$59,250	\$51,770
Walton County Health Department	\$51,769	10854		\$51,769
PA Department Of Community & Economic Development	\$307,383	2087	\$255,620	\$51,763
Clement Local Dealer	\$51,760	10855		\$51,760
Charleston Ketamine Center	\$51,750	10858		\$51,750
Paso Robles CA	\$51,750	10858		\$51,750
Alion Science & Technology Service	\$51,721	10866		\$51,721
Antonyan Miranda Law Firm	\$182,829	3508	\$131,144	\$51,685
Seattle Neuropsychiatric Treatment Center	\$71,662	8258	\$20,000	\$51,662
Green Care Cannabis Store	\$51,662	10873		\$51,662

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
TPS Cable TV	\$51,659	10875		\$51,659
Spherion	\$82,174	7284	\$30,550	\$51,624
Natures ReLeaf Dispensary	\$78,788	7564	\$27,191	\$51,597
Recuerdo Mezcal	\$51,562	10887		\$51,562
SentinelOne	\$142,316	4442	\$90,755	\$51,561
Univest Bank	\$163,454	3895	\$111,900	\$51,554
Betterment Investment	\$51,540	10890		\$51,540
Caremax Medical Center	\$58,333	9876	\$6,806	\$51,527
Simmons	\$60,380	9581	\$8,860	\$51,520
Serendipity	\$55,091	10309	\$3,571	\$51,520
Rice & Kendig Attorneys	\$51,508	10894		\$51,508
Premium Transport Staffing Agency	\$51,500	10897		\$51,500
SCOTTSDALE AIR HTG&CLNG	\$51,470	10905		\$51,470
Mesilla Valley Transportation	\$91,388	6639	\$39,948	\$51,440
GREAT DANE TRAILERS DLR	\$58,610	9836	\$7,175	\$51,435
Wild FL Airboats & Gator Park	\$257,832	2480	\$206,408	\$51,424
GRM	\$51,418	10916		\$51,418
American Sale Store	\$85,002	7089	\$33,588	\$51,414
University Of Evansville	\$65,401	8965	\$13,999	\$51,402
RallyStop Gas Station	\$51,399	10920		\$51,399
WIC Women Infants & Children Program	\$125,761	4957	\$74,364	\$51,397
Liberty Oilfield Services	\$51,380	10923		\$51,380
VanMoof	\$51,375	10925		\$51,375
You Fit Health Clubs	\$51,375	10926		\$51,375
Duval County Public Schools	\$51,350	10930		\$51,350
Dillon Transportation	\$71,147	8305	\$19,800	\$51,347
Cazadores	\$51,345	10931		\$51,345
Westmoreland Community Action	\$62,495	9296	\$11,200	\$51,295
San Francisco Giants Baseball Team	\$51,261	10942		\$51,261
New York Forward Organization	\$51,250	10945		\$51,250
EASTERN REALTY RE	\$51,245	10945		\$51,245
GreenState Credit Union	\$164,152	3881	\$112,923	\$51,229
Shogun Restaurant	\$87,372	6921	\$36,150	\$51,222
Fresh Karma Cannabis Store	\$51,210	10952		\$51,210
Photon Brothers Contractor	\$51,205	10953		\$51,205
Treasure Chest Casino Hotel/Resort	\$81,056	7371	\$29,861	\$51,195
Lenny & Larrys	\$51,195	10957		\$51,195
Eric Roy Law Firm	\$221,650	2903	\$170,459	\$51,191
Premium Finance Group	\$51,184	10959		\$51,184
Modern Capital Concepts	\$51,174	10963		\$51,174
Florida Gun Shows	\$592,318	1071	\$541,161	\$51,157

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
San Diego State University	\$94,814	6401	\$43,661	\$51,153
South FL Fair & Palm Beach County Expositions	\$53,851	10511	\$2,700	\$51,151
Riverside Transport Inc	\$51,150	10969		\$51,150
Sharecare	\$83,586	7191	\$32,460	\$51,126
Reading Neck & Spine Center	\$53,914	10498	\$2,800	\$51,114
DOLLAR WESTERN WEAR STR	\$76,720	7781	\$25,640	\$51,080
VyStar Credit Union	\$652,916	950	\$601,886	\$51,030
Bossier Parish Community College	\$99,015	6138	\$48,007	\$51,008
Wellstar West GA Medical Center	\$51,003	10988		\$51,003
Trustcare Express Medical Clinic	\$86,000	7019	\$35,000	\$51,000
BART Bay Area Rapid Transit	\$51,000	10989		\$51,000
Green Development Llc	\$51,000	10990		\$51,000
Twin River Casino Hotel	\$51,000	10990		\$51,000
Hunter Hunter & Sonnier Law Firm	\$50,982	10997		\$50,982
Canna Land Medical Marijuana Dispensary	\$50,971	10998		\$50,971
MOFAS MN Organization On Fetal Alcohol Syndrome	\$50,950	10999		\$50,950
Skipio	\$50,947	11000		\$50,947
Hudson Yards Shopping Center	\$65,000	9007	\$14,075	\$50,925
Bad Dad Brewing Co	\$50,925	11004		\$50,925
Array	\$50,888	11013		\$50,888
Society Realty	\$69,300	8507	\$18,422	\$50,878
Braze	\$50,875	11017		\$50,875
UL CBD Industry Service	\$71,234	8299	\$20,373	\$50,861
Head Start Preschool	\$50,860	11021		\$50,860
Cleveland School	\$70,150	8423	\$19,312	\$50,838
Casino At Dania Beach	\$167,228	3816	\$116,393	\$50,835
ORVIS	\$50,814	11026		\$50,814
Peabody Essex Museum	\$75,100	7933	\$24,300	\$50,800
New Orleans Aviation Board	\$50,787	11029		\$50,787
BOBBY BHASKER-RAO MD	\$50,782	11031		\$50,782
Lakeshore Recycling Systems	\$50,780	11032		\$50,780
Drive Direct Local Dealer	\$50,775	11033		\$50,775
Sanderson Farms	\$114,761	5391	\$64,000	\$50,761
Connecticut Department Of Transportation	\$222,940	2888	\$172,180	\$50,760
WESLEY CONSTRUCTION CO	\$50,750	11035		\$50,750
Big Bud Press Clothing Store	\$50,726	11039		\$50,726
Hilco Real Estate Agency	\$50,725	11040		\$50,725
Steve Padgett Local Dealer	\$91,367	6642	\$40,644	\$50,723
WILDRIDGE RE DEV	\$50,718	11043		\$50,718
Shelter Mutual Insurance Co	\$193,224	3335	\$142,518	\$50,706
Davenport Extreme Pools & Spas	\$50,699	11045		\$50,699

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
CARRUTH DOGGETT IND	\$179,239	3576	\$128,554	\$50,685
Zanes Law Firm	\$98,349	6182	\$47,676	\$50,673
Chesapeake Bay Active Adult Luxury Resort Apartments	\$50,635	11059		\$50,635
Swadleys Bar-B-Q Restaurant	\$120,166	5171	\$69,540	\$50,626
One Stop Cooling & Heating Services	\$73,125	8121	\$22,500	\$50,625
Arizona Federal Credit Union	\$50,625	11061		\$50,625
Palmetto Outpost Clothing Store	\$53,665	10539	\$3,050	\$50,615
TROP GUN SHOP	\$59,688	9700	\$9,080	\$50,608
Tonyburgers Restaurant	\$50,602	11062		\$50,602
Miracle Leaf Cannabis Clinic	\$55,079	10311	\$4,500	\$50,579
Museum Of Ice Cream	\$50,570	11066		\$50,570
El Camino College	\$50,550	11072		\$50,550
CU HEALTH SCIENCES CTR	\$50,545	11073		\$50,545
Precision Electrical Co Contractor	\$55,370	10267	\$4,840	\$50,530
98point6	\$50,512	11078		\$50,512
Capita Financial Group	\$50,491	11084		\$50,491
Coastal Carolina Furniture Store	\$50,455	11091		\$50,455
Atlantic Health Service	\$113,198	5455	\$62,750	\$50,448
WBNS	\$72,410	8185	\$22,000	\$50,410
Wharf Amphitheater	\$50,936	11001	\$550	\$50,386
David W Martin Law Group	\$50,384	11112		\$50,384
Bay Path College	\$97,875	6211	\$47,500	\$50,375
San Francisco Intl Airport	\$50,346	11116		\$50,346
Toll-GTIS Property Owner Real Estate Service	\$66,367	8839	\$16,027	\$50,340
McGavock Local Dealer	\$53,176	10617	\$2,839	\$50,337
Gundersen Health System	\$281,375	2287	\$231,053	\$50,322
CACHE VALLEY UT	\$87,838	6895	\$37,516	\$50,322
Youth4Youth Organization	\$53,358	10595	\$3,040	\$50,318
ATLANTA ZOO	\$77,800	7671	\$27,498	\$50,302
Midwest Communications Radio Station	\$50,290	11127		\$50,290
Mike Maroone Local Dealer	\$93,139	6510	\$42,859	\$50,280
Babcock Partners Attorneys	\$50,259	11132		\$50,259
Flood Law Firm	\$50,250	11136		\$50,250
Downtown Orlando FL	\$55,248	10279	\$5,000	\$50,248
Einhorn Harris Ascher Barbarito Frost Attorneys	\$50,218	11141		\$50,218
JMS Advisory Group	\$59,960	9664	\$9,750	\$50,210
Business Lending Blueprint Marketing Service	\$50,208	11145		\$50,208
Busy Bee Convenience Store	\$50,208	11146		\$50,208
Jerrod Williams Attorney At Law	\$92,725	6545	\$42,520	\$50,205
BUBBLR	\$66,770	8801	\$16,570	\$50,200
Habegger Corp Store	\$50,200	11149		\$50,200

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
WOFL	\$138,271	4570	\$88,090	\$50,181
ROCCOS COLLISION CENTER	\$106,011	5764	\$55,848	\$50,163
Cook County IL	\$52,160	10788	\$2,000	\$50,160
Upper Midwest Organ Procurement Organization	\$75,000	7944	\$24,847	\$50,153
Ali & Blankner Attorneys At Law	\$64,954	9022	\$14,812	\$50,142
ROLLING OAKS RE DEV	\$80,125	7456	\$30,000	\$50,125
Family Tree Clinic	\$50,114	11159		\$50,114
Fresh Air Flow	\$50,110	11161		\$50,110
Metropolitan State University Of Denver	\$155,237	4086	\$105,135	\$50,102
Atlanta Public Schools	\$50,100	11164		\$50,100
Gulfport-Biloxi Intl Airport	\$90,976	6672	\$40,888	\$50,088
Residences At Broadwest	\$50,088	11169		\$50,088
TXP Capital	\$50,072	11172		\$50,072
Atlantic Shores Heating & AC	\$50,057	11174		\$50,057
Washington Convention & Sports Authority	\$50,024	11179		\$50,024
Farmers Bank	\$109,663	5612	\$59,640	\$50,023
Sacramento County Dept Of Health & Human Services	\$170,509	3748	\$120,495	\$50,014
St Lucie County FL	\$50,745	11038	\$732	\$50,013
Pennsylvania Treasury Unclaimed Property	\$92,330	6572	\$42,325	\$50,005
MALONE ADV SERVICES	\$100,000	6079	\$50,000	\$50,000
Wallace Medical Concern Organization	\$65,000	9007	\$15,000	\$50,000
Art Institutes	\$50,000	11186		\$50,000
Bobbie	\$50,000	11189		\$50,000
Cibao	\$50,000	11189		\$50,000
DeFi Mgt	\$50,000	11189		\$50,000
DISCOVERY HEALTH MED CTR	\$50,000	11189		\$50,000
FlyOver America	\$50,000	11189		\$50,000
Greentree Medical Center	\$50,000	11189		\$50,000
H Mart Intl Supermarket	\$50,000	11189		\$50,000
KOB	\$50,000	11189		\$50,000
LendGo	\$50,000	11189		\$50,000
New Meadowlands Stadium	\$50,000	11189		\$50,000
Otter.ai	\$50,000	11189		\$50,000
Pink Cherry Waxing Boutique	\$50,000	11189		\$50,000
Relevant Radio Group	\$50,000	11189		\$50,000
Safely	\$50,000	11189		\$50,000
SISKIYOU COUNTY CA	\$50,000	11189		\$50,000
Steve Madden	\$50,000	11189		\$50,000
WBZ	\$50,000	11189		\$50,000
Extraco Bank	\$108,642	5657	\$58,688	\$49,954
Medalla Light	\$58,850	9795	\$8,907	\$49,943

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Fenton Area Chamber Of Commerce	\$75,573	7893	\$25,644	\$49,929
Hunt Real Estate	\$52,214	10776	\$2,300	\$49,914
Tundra Smoke Shop	\$73,911	8050	\$24,000	\$49,911
Frankspeech.com	\$49,900	11229		\$49,900
METRO ATLANTA/TRANS AUTH	\$49,880	11232		\$49,880
JR LUXURY BATH SYS CONTR	\$56,124	10181	\$6,250	\$49,874
Maloney Lyons Attorneys	\$49,873	11234		\$49,873
Tufts	\$120,764	5150	\$70,913	\$49,851
Norwegian Wool	\$74,048	8036	\$24,200	\$49,848
Landmark Digestive Health	\$49,830	11240		\$49,830
HARRIS COUNTY CLERK	\$49,825	11243		\$49,825
Cade Museum	\$60,297	9588	\$10,477	\$49,820
UV	\$49,816	11244		\$49,816
Kalamazoo	\$49,801	11246		\$49,801
Apartments.com	\$49,800	11249		\$49,800
Gorillas Grocery Delivery Service	\$49,800	11249		\$49,800
Neumate Online Dating Service	\$49,800	11249		\$49,800
Realty Executives	\$143,012	4416	\$93,218	\$49,794
Shapiro Goldman Babboni Fernandez & Walsh Attorneys	\$49,790	11253		\$49,790
Consumers National Bank	\$58,428	9863	\$8,650	\$49,778
For Eyes Optical Co	\$50,000	11189	\$238	\$49,762
Asvar Law	\$116,605	5301	\$66,874	\$49,731
Ocean Crab Seafood Restaurant	\$67,000	8772	\$17,280	\$49,720
District Of Columbia ReEngagement Center	\$49,718	11267		\$49,718
Cintas Uniform Store	\$50,300	11125	\$600	\$49,700
South Beach Orthotics & Prosthetics	\$49,700	11274		\$49,700
Heart To Heart Home Care Service	\$93,437	6483	\$43,750	\$49,687
Wash DC Office Deputy Mayor Planning & Economic Dvlpmt	\$49,670	11277		\$49,670
Royals Liquor Store	\$49,665	11280		\$49,665
Egyptian Theater Co	\$53,411	10584	\$3,750	\$49,661
Vidamax Medical Center	\$49,649	11285		\$49,649
Honeywell	\$80,666	7406	\$31,022	\$49,644
William Pintas Attorney At Law	\$49,635	11290		\$49,635
District Of Columbia Department Of Public Works	\$49,634	11291		\$49,634
Cedar Crest Academy	\$96,630	6284	\$47,000	\$49,630
ES Windows Contractor	\$49,630	11295		\$49,630
Hint	\$49,621	11299		\$49,621
Chicago Commons Organization	\$49,608	11301		\$49,608
Armortech Windows & Doors Store	\$49,600	11304		\$49,600
Folx Health	\$49,580	11307		\$49,580
Tricore Reference Lab	\$57,539	9983	\$7,981	\$49,558

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Elvis Presleys Memphis At Graceland Exhibits	\$226,078	2838	\$176,531	\$49,547
Roberts Markland Attorneys At Law	\$49,543	11313		\$49,543
Hamer Local Dealer	\$49,512	11319		\$49,512
University Bank	\$49,511	11320		\$49,511
Major Local Dealer	\$58,500	9848	\$9,000	\$49,500
Minnesota Twins Baseball Team	\$49,500	11322		\$49,500
Royalty Exotic Cars	\$49,500	11322		\$49,500
Techint Labs Marketing Service	\$49,500	11322		\$49,500
Chicken Shack Restaurant	\$52,499	10729	\$3,000	\$49,499
PRECISION WATCH&RNGSMTH	\$177,744	3601	\$128,249	\$49,495
Chicago Police Department	\$49,492	11322		\$49,492
Par HI Refining	\$49,478	11328		\$49,478
VITREO-RETINAL CONS	\$49,477	11329		\$49,477
Reifman Law Firm	\$49,466	11332		\$49,466
Sportsmans Finest Sporting Goods Store	\$49,450	11334		\$49,450
Marathon Clothing Store	\$49,437	11339		\$49,437
Kipp Academy	\$71,829	8241	\$22,400	\$49,429
Anderson Design Center Store	\$66,167	8866	\$16,750	\$49,417
Liquid Environmental Solutions Service	\$49,412	11341		\$49,412
Modern Climate	\$49,400	11344		\$49,400
WSCV	\$49,388	11352		\$49,388
My Neighbor Felix Mexican Restaurant	\$49,380	11355		\$49,380
Tipping Point Community Organization	\$49,375	11356		\$49,375
Schweitzer Mountain Resort ID	\$49,927	11227	\$564	\$49,363
Texas Scottish Rite Hospital For Children	\$389,634	1635	\$340,288	\$49,346
Beehive Plumbing Service	\$49,345	11358		\$49,345
RUE 21 CLOTHING STORE	\$49,343	11359		\$49,343
Grow Green Garden Shop	\$49,321	11362		\$49,321
Jamul Casino Hotel & Resort	\$1,065,317	569	\$1,016,006	\$49,311
DC PREPARATORY ACADEMY	\$75,216	7923	\$25,912	\$49,304
Richter & Phillips Jewlery Store	\$69,504	8491	\$20,200	\$49,304
SRP Federal Credit Union	\$53,625	10547	\$4,332	\$49,293
AMC MOVIE THEATERS	\$49,225	11374		\$49,225
Galen College	\$49,218	11379		\$49,218
Oasis Cannabis Dispensary	\$95,377	6369	\$46,187	\$49,190
Junk 4 Joy Vintage furniture Store	\$49,170	11385		\$49,170
NICKS BUILDING SUPPLY	\$122,196	5086	\$73,042	\$49,154
Granite Expo	\$119,431	5196	\$70,286	\$49,145
Walnut Street Theatre	\$49,144	11388		\$49,144
Carol House Furniture Store	\$115,593	5356	\$66,452	\$49,141
Technology Credit Union	\$49,128	11395		\$49,128

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Herman Miller	\$49,118	11397		\$49,118
EREBUS HAUNTED HOUSE	\$49,114	11398		\$49,114
Black Hills Energy	\$186,319	3452	\$137,235	\$49,084
TFNB Bank	\$112,880	5472	\$63,816	\$49,064
Leyton Upper East Side Condominiums	\$49,062	11408		\$49,062
HUNTSVILLE	\$49,623	11298	\$579	\$49,044
Louisville Zoo	\$100,170	6062	\$51,150	\$49,020
TPCO Holding	\$49,020	11413		\$49,020
Booty Clothing Store	\$49,000	11417		\$49,000
Real Real Estate Brokerage	\$49,000	11418		\$49,000
Elia & Ponto Attorneys	\$271,740	2357	\$222,758	\$48,982
Palm Beach County Department Of Public Safety	\$48,950	11425		\$48,950
Inland Empire Health Plan	\$48,945	11426		\$48,945
AIU American Intercontinental University	\$296,837	2161	\$247,895	\$48,942
Purchasing Power Store	\$48,931	11430		\$48,931
Texstar Equipment Sales	\$48,900	11435		\$48,900
Buffalo Thunder Resort & Casino	\$142,218	4449	\$93,348	\$48,870
Motional Self Driving Service	\$72,688	8155	\$23,832	\$48,856
KISS 108 CONCERT	\$48,855	11447		\$48,855
Kissimmee FL	\$48,855	11448		\$48,855
HYDE PARK JEWELERS STORE	\$360,493	1776	\$311,640	\$48,853
Western Nm University	\$157,600	4024	\$108,770	\$48,830
University Of Indianapolis	\$55,975	10199	\$7,150	\$48,825
SVS Vision Optical Center	\$93,722	6468	\$44,900	\$48,822
Prospect Financial Group	\$93,190	6507	\$44,375	\$48,815
Financial Times	\$213,804	3018	\$165,000	\$48,804
Dalton Plumbing Heating Cooling Electric & Fireplaces	\$48,800	11457		\$48,800
Orlando Local Dealer	\$119,658	5186	\$70,893	\$48,765
Northwoods Wholesale Outlet	\$287,238	2238	\$238,483	\$48,755
Barden Technology	\$48,750	11463		\$48,750
Dallas Mobile Pet Spaw	\$48,750	11464		\$48,750
Doneraki Restaurant	\$48,750	11464		\$48,750
Edible Arrangements	\$72,823	8143	\$24,075	\$48,748
CRESCENT HOMES RE DEV	\$133,867	4712	\$85,130	\$48,737
Gateway Fiber	\$48,730	11475		\$48,730
Prominent Construction	\$48,721	11478		\$48,721
Kings Island Amusement Park	\$63,810	9154	\$15,114	\$48,696
Merrell	\$48,687	11483		\$48,687
Universal Medical Center	\$81,269	7354	\$32,601	\$48,668
Arcanna	\$112,412	5491	\$63,757	\$48,655
7 To 7 Dental	\$202,050	3183	\$153,398	\$48,652

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Anderson Power Company	\$53,861	10509	\$5,236	\$48,625
Prime Storage	\$51,169	10965	\$2,554	\$48,615
Lanphier & Assoc Attorneys	\$48,615	11493		\$48,615
Mooney & Assoc Attorneys	\$73,839	8059	\$25,225	\$48,614
DEPAUW UNIVERSITY	\$103,484	5884	\$54,875	\$48,609
Pineapple Fabrics Store	\$48,600	11497		\$48,600
Wolf Trap Venue	\$53,340	10600	\$4,750	\$48,590
Childrens Dental Mgt	\$48,590	11498		\$48,590
Powell & Pisman Attorneys	\$48,585	11500		\$48,585
WCIU	\$1,202,243	505	\$1,153,667	\$48,576
Transportation Alliance	\$48,575	11503		\$48,575
TOOTSIES CABARET NGHTCLB	\$48,567	11504		\$48,567
Central MA	\$48,562	11505		\$48,562
Harford Community College	\$48,553	11507		\$48,553
Skittles	\$48,544	11509		\$48,544
WEJ Insurance Agency	\$56,760	10095	\$8,232	\$48,528
Malman Law	\$124,389	5009	\$75,886	\$48,503
99 Cents Only Stores	\$48,500	11515		\$48,500
Ichiban Japanese Bistro	\$48,488	11517		\$48,488
Colorado Human Trafficking Council	\$48,481	11519		\$48,481
Affinity Radiology	\$48,430	11532		\$48,430
Cranney Home Service	\$48,420	11534		\$48,420
Missouri Botanical Gardens	\$69,173	8523	\$20,754	\$48,419
Precision Landscapng Services	\$48,414	11535		\$48,414
Siding Unlimited Services	\$48,400	11538		\$48,400
Greenmart Of MD Cannabis Dispensary	\$48,398	11539		\$48,398
Xavier University	\$71,874	8238	\$23,480	\$48,394
Baker Local Dealer	\$63,681	9167	\$15,300	\$48,381
AB MAY SPECIALISTS RE	\$48,364	11545		\$48,364
University Of Redlands	\$84,318	7140	\$35,977	\$48,341
Law Office Of Tony Huynh	\$48,328	11550		\$48,328
Lehigh Valley PA	\$135,624	4646	\$87,312	\$48,312
Creative Solutions In Healthcare	\$60,700	9532	\$12,400	\$48,300
Kum & Go Convenience Store	\$96,452	6294	\$48,171	\$48,281
Vaccines.gov	\$48,273	11559		\$48,273
MCBE Organization	\$48,264	11561		\$48,264
Techsmith	\$48,250	11565		\$48,250
Idaho Military Division	\$48,247	11566		\$48,247
Riverwind Casino Hotel OK	\$421,398	1509	\$373,162	\$48,236
AERO COLOURS AT RPR SVC	\$67,722	8695	\$19,500	\$48,222
George Milroy Assoc Advertising Service	\$48,218	11568		\$48,218

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Keches Law Group	\$288,297	2234	\$240,099	\$48,198
Green Papaya Restaurant	\$126,963	4910	\$78,774	\$48,189
Everglades University	\$484,068	1311	\$435,894	\$48,174
Frozen	\$60,663	9542	\$12,500	\$48,163
Prime Healthcare Services	\$98,266	6188	\$50,107	\$48,159
LA Auto Show	\$48,159	11578		\$48,159
Samara MedSpa	\$48,150	11582		\$48,150
CAVALIERS COUNTRY CLUB	\$48,096	11595		\$48,096
Law Office Of Jesse P Duran	\$48,094	11595		\$48,094
Zeus Industrial Products	\$48,078	11602		\$48,078
Dayforward Life Insurance Co	\$48,060	11604		\$48,060
Ohio Harness Horsemens Assn	\$65,180	8992	\$17,150	\$48,030
Armored Roofing Contractor	\$51,030	10982	\$3,000	\$48,030
Metlife Stadium	\$48,030	11608		\$48,030
Guy Brothers Roofing Contractor	\$48,025	11609		\$48,025
Living Branches Retirement Living	\$52,920	10666	\$4,900	\$48,020
ACTS FULL GSPL/GD/CHRST	\$48,019	11614		\$48,019
Office Of Budget & Finance	\$65,378	8970	\$17,360	\$48,018
Mooyah Burgers & Fries Restaurant	\$61,912	9375	\$13,901	\$48,011
Oneamerica Financial Partners	\$48,010	11617		\$48,010
PAG Marketing	\$51,120	10975	\$3,120	\$48,000
Arlington Independent School District	\$48,000	11619		\$48,000
Cofman Townsley Attorneys	\$48,000	11619		\$48,000
Eco Chic Consignments	\$48,000	11619		\$48,000
Lakewood Emergency Room	\$48,000	11619		\$48,000
Modanisa.com Clothing Store	\$48,000	11619		\$48,000
Norfolk Intl Airport	\$48,000	11619		\$48,000
River Restaurant	\$48,000	11619		\$48,000
Johnson Vorhees & Martucci Attorneys	\$47,995	11619		\$47,995
Wellstreet Of GA	\$78,421	7601	\$30,437	\$47,984
Lala	\$47,978	11641		\$47,978
COLOR HOUSE PAINT STORE	\$47,966	11641		\$47,966
Archdiocese Of Galveston-Houston	\$70,460	8383	\$22,500	\$47,960
Sacred Heart University	\$63,151	9230	\$15,200	\$47,951
Sheldons Heating & Air Service	\$47,950	11643		\$47,950
American Cannabis Co	\$53,619	10549	\$5,684	\$47,935
Cube GPS	\$47,900	11647		\$47,900
Louisville Metro Department Of Public Health & Wellness	\$47,900	11648		\$47,900
Phillip David Attorney	\$62,685	9279	\$14,807	\$47,878
Advanced Technology Center Training	\$47,878	11652		\$47,878
Baird & Warner Real Estate Agency	\$87,180	6939	\$39,303	\$47,877

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
COLUMBUS OH	\$61,574	9416	\$13,699	\$47,875
LatinPlug Festival	\$124,566	5005	\$76,700	\$47,866
Bridgeport Hospital	\$67,544	8715	\$19,688	\$47,856
ACTION STAFFING AGENCY	\$52,656	10702	\$4,800	\$47,856
Reunion West Real Estate Development	\$47,854	11659		\$47,854
On The Border Mexican Grill	\$78,650	7578	\$30,800	\$47,850
Philadelphia Distilling	\$47,845	11660		\$47,845
Broadway Bank	\$255,954	2503	\$208,123	\$47,831
Ely MN	\$47,830	11663		\$47,830
Custom-Pak Mfg Services	\$51,498	10901	\$3,700	\$47,798
Brad Pistotnik Law Firm	\$94,725	6403	\$46,934	\$47,791
New Jersey Council Of County Colleges	\$47,775	11671		\$47,775
Pineapple Express Delivery Service	\$47,775	11672		\$47,775
Openigloo Building Reviews	\$47,760	11677		\$47,760
Columbia Southern University	\$284,908	2260	\$237,149	\$47,759
Medical Center Health System	\$47,752	11679		\$47,752
WTVF	\$70,500	8380	\$22,750	\$47,750
CarePoint Health Clinic	\$47,750	11681		\$47,750
GST MI Works Employment Service	\$47,749	11682		\$47,749
Raging Waves Water Park	\$49,397	11347	\$1,650	\$47,747
KENTUCKY HORSE PARK	\$49,424	11341	\$1,682	\$47,742
Freightliner	\$137,778	4582	\$90,044	\$47,734
Calfas Law Group	\$126,050	4949	\$78,339	\$47,711
Point Summit Inc	\$137,514	4585	\$89,810	\$47,704
KINGS OF REALTY	\$47,700	11689		\$47,700
WKPK	\$47,693	11690		\$47,693
Clayton County Public School	\$47,690	11692		\$47,690
Montana Department Of Public Health	\$58,655	9828	\$10,974	\$47,681
DirtKart Racing	\$58,215	9888	\$10,546	\$47,669
Kanoski Bresney Attorneys	\$116,034	5327	\$68,392	\$47,642
Snow	\$77,625	7690	\$30,000	\$47,625
LYNN DEPT/PUBLIC WORKS	\$47,608	11704		\$47,608
Community Charter School Of Cambridge	\$52,525	10721	\$4,925	\$47,600
Auto Plaza Local Dealer	\$70,200	8416	\$22,601	\$47,599
Berg Injury Lawyers	\$62,124	9347	\$14,538	\$47,586
Superdraft Contractor	\$47,566	11710		\$47,566
FTG Holdings	\$47,563	11711		\$47,563
GOVERNORS HIGHWAY SAFETY	\$53,491	10576	\$5,950	\$47,541
Inland Empire	\$98,308	6185	\$50,786	\$47,522
Supreme Master Ching Hai	\$58,571	9840	\$11,112	\$47,459
Cornerstone Church	\$76,221	7822	\$28,780	\$47,441

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
BC CLARK JEWELERS	\$176,372	3633	\$128,932	\$47,440
Pavone Marketing Group	\$47,438	11740		\$47,438
Hacienda Restaurant	\$98,190	6196	\$50,754	\$47,436
Shift.com Local Dealer	\$47,430	11741		\$47,430
Capitol	\$68,097	8644	\$20,680	\$47,417
KW2 Advertising Agency	\$89,359	6792	\$41,950	\$47,409
Helping Hands Healthcare	\$47,408	11743		\$47,408
Biankas Bail Bonds Service	\$47,395	11745		\$47,395
Regency Retirement Village Real Estate Development	\$59,893	9675	\$12,500	\$47,393
Kemp Ruge & Green Law Group	\$157,523	4025	\$110,141	\$47,382
Fat Sals Bar & Grill Restaurant	\$47,366	11750		\$47,366
Hirect Employment Services	\$47,339	11755		\$47,339
Jeopardy	\$55,300	10273	\$8,000	\$47,300
Healthcare Information & Mgt Systems Center	\$47,250	11766		\$47,250
New York Media Consultants & Partners	\$47,250	11766		\$47,250
WISCONSIN DEPT/WKFRC DEV	\$47,250	11766		\$47,250
YieldStreet	\$47,243	11774		\$47,243
SJ Bryant Insurance Agency	\$47,239	11775		\$47,239
Rhode Island Airport Corp	\$161,825	3931	\$114,600	\$47,225
Uptown Cheapskate Clothing Store	\$242,923	2653	\$195,702	\$47,221
Bounce Curl	\$47,221	11779		\$47,221
INDIAN RIVER MRL HOSP	\$47,208	11783		\$47,208
WCNN	\$47,191	11785		\$47,191
Cavallo Group	\$47,188	11787		\$47,188
Laurel Business Institute	\$50,401	11101	\$3,222	\$47,179
Law Offices Of Jason E Taylor	\$47,174	11788		\$47,174
Playhouse Square	\$72,883	8137	\$25,716	\$47,167
Feathers & Antlers Outdoors Store	\$60,163	9605	\$12,999	\$47,164
Universal City Local Dealer	\$102,923	5898	\$55,775	\$47,148
Higher Vision Cannabis Dispensary	\$55,145	10299	\$8,000	\$47,145
Clean Recovery Centers	\$47,143	11792		\$47,143
Lanracorp	\$55,221	10285	\$8,086	\$47,135
Hirshfields Decorating Center	\$124,937	4993	\$77,814	\$47,123
Eau Claire Walk-In Clinic	\$47,123	11798		\$47,123
Lakeside Motor Sports Center	\$47,106	11801		\$47,106
Farm Credit Services Of America	\$75,832	7867	\$28,730	\$47,102
B&K SERVICES	\$64,500	9069	\$17,400	\$47,100
Klaus Roofing Systems Contractor	\$47,100	11802		\$47,100
Platform Beer Co	\$47,100	11803		\$47,100
Burgesons Heating & AC	\$98,109	6201	\$51,011	\$47,098
Lord Hobo Brewing Co	\$47,098	11803		\$47,098

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Deck Guardian Contractor	\$102,967	5896	\$55,875	\$47,092
Newport Craft Brewing & Distilling Co	\$47,081	11805		\$47,081
College Of Business & Technology	\$47,080	11806		\$47,080
Power Line Safety	\$47,073	11809		\$47,073
KQED	\$47,059	11810		\$47,059
WTAC	\$47,050	11812		\$47,050
Marketini Marketing Service	\$47,044	11813		\$47,044
Colen Built Development Real Estate Developer	\$72,981	8132	\$25,951	\$47,030
Northside Achievement Zone	\$47,027	11814		\$47,027
JHS ARCHITECTS	\$77,661	7686	\$30,641	\$47,020
Ohioans Home Healthcare	\$62,211	9333	\$15,196	\$47,015
Home Angels Contractor	\$69,000	8541	\$22,000	\$47,000
ARTIST MGT GROUP	\$47,000	11820		\$47,000
Open Blue	\$47,000	11821		\$47,000
Glist Entertainment Service	\$46,965	11831		\$46,965
Figure Lending Llc	\$46,955	11833		\$46,955
WJZY	\$46,920	11837		\$46,920
SMOKER FRIENDLY STORE	\$59,699	9698	\$12,781	\$46,918
Valvoline	\$232,074	2771	\$185,179	\$46,895
Prestige Local Dealer	\$59,882	9677	\$12,993	\$46,889
TSB Bank	\$46,858	11848		\$46,858
Young Achievers Academy	\$46,825	11854		\$46,825
HENNE JEWELERS	\$83,750	7175	\$36,928	\$46,822
House Buyers Of America Realty	\$52,161	10787	\$5,339	\$46,822
Levin Law Firm	\$179,834	3563	\$133,015	\$46,819
Central Valley Fleet Auto Repair Shop	\$46,800	11860		\$46,800
HYDRO EXTRUSION DSGN MNL	\$51,376	10924	\$4,600	\$46,776
Bobcat	\$85,161	7073	\$38,398	\$46,763
Fareway Food Store	\$46,750	11874		\$46,750
Segment	\$1,271,330	459	\$1,224,594	\$46,736
Atlanta Botanical Garden	\$215,164	2998	\$168,448	\$46,716
WISCONSIN CENTER DIST	\$49,605	11303	\$2,900	\$46,705
Southern States Local Dealer	\$46,701	11883		\$46,701
Hatcher & Frey Orthodontics Clinic	\$77,088	7741	\$30,402	\$46,686
Dwyer Services Heating & Air	\$46,675	11885		\$46,675
Gallery Smoke Shop	\$74,610	7984	\$27,973	\$46,637
Kentucky Exposition Center	\$56,735	10099	\$10,100	\$46,635
New York Red Bulls Soccer Team	\$74,091	8029	\$27,500	\$46,591
Farrar & Ball Attorneys	\$46,588	11905		\$46,588
Sav-A-Step Food Mart	\$95,868	6338	\$49,298	\$46,570
Luciens Manor Restaurant	\$46,570	11911		\$46,570

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Korbel	\$136,350	4631	\$89,782	\$46,568
Mr Hero Restaurant	\$248,318	2593	\$201,755	\$46,563
SHORELINE BHVRL HLTH	\$50,656	11057	\$4,125	\$46,531
Jack Entertainment Online Casino Games	\$123,850	5030	\$77,350	\$46,500
Pacific West Injury Law Firm	\$46,500	11914		\$46,500
Pennsylvania Professional Soccer	\$46,500	11915		\$46,500
Millennium Space Systems	\$46,493	11915		\$46,493
Johnny Cash Museum	\$191,917	3358	\$145,433	\$46,484
Bright HealthCare	\$46,472	11919		\$46,472
SANDS WHITE & SANDS ATTY	\$46,460	11922		\$46,460
PWC Consulting Service	\$46,451	11924		\$46,451
Massachusetts Commission Against Discrimination	\$46,450	11925		\$46,450
Black Girl Sunscreen	\$46,449	11926		\$46,449
Celebration Village Retirement Home	\$46,425	11927		\$46,425
VIERA REALTY	\$116,326	5311	\$69,904	\$46,422
Access Health Systems	\$46,400	11931		\$46,400
Sloane Media Marketing Service	\$46,368	11936		\$46,368
Empire City Casino At Yonkers Raceway	\$573,149	1102	\$526,810	\$46,339
Nebraska Home Appliance Repair Service	\$67,917	8674	\$21,600	\$46,317
MARYLAND STATE BAR ASSN	\$46,311	11941		\$46,311
Behr	\$46,306	11944		\$46,306
Arkansas Music Pavilion	\$46,511	11913	\$218	\$46,293
Novo Nordisk	\$46,276	11947		\$46,276
SEADOO RENTALS	\$46,274	11948		\$46,274
Pipes Papes & Vapes Store	\$46,264	11950		\$46,264
HILCO MERCHANT RSRC STR	\$69,509	8490	\$23,252	\$46,257
Pierce County Human Services	\$46,256	11952		\$46,256
AlphaDERA Labs	\$46,255	11952		\$46,255
Royal Credit Union	\$65,448	8958	\$19,200	\$46,248
Eden Health Services	\$46,240	11956		\$46,240
PEG Energy Contractor	\$58,809	9800	\$12,580	\$46,229
Andor	\$46,213	11964		\$46,213
Wang Vision 3D Cataract & Lasik Center	\$57,000	10056	\$10,800	\$46,200
Achilles Prosthetics & Orthotics Llc	\$46,200	11969		\$46,200
Cava Restaurant	\$46,200	11970		\$46,200
Giant Spoon Advertising Agency	\$46,200	11970		\$46,200
Pilonidal Treatment Center Of NJ	\$46,200	11970		\$46,200
Surprise Local Dealer	\$57,693	9958	\$11,513	\$46,180
Penguin	\$47,014	11817	\$835	\$46,179
Surgeon & Assoc Mgt Services	\$46,159	11978		\$46,159
Hearst TV	\$46,157	11978		\$46,157

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Cherrywood/Leimert Block Club	\$46,153	11981		\$46,153
CannaCon Expo	\$68,350	8613	\$22,200	\$46,150
Mount Vernon	\$50,277	11129	\$4,132	\$46,145
Boolchands Electronics Store	\$46,131	11986		\$46,131
UTR Mgt Cannabis Medical Dispensary	\$46,130	11987		\$46,130
South Sacramento Care Center Recreational Marijuana	\$46,101	11991		\$46,101
Night Shift Brewing	\$68,100	8644	\$22,000	\$46,100
Tijerina & Assoc Attorneys	\$65,522	8945	\$19,457	\$46,065
Gerber Collision & Glass	\$142,028	4459	\$95,977	\$46,051
Braums Ice Cream & Dairy Store	\$720,145	861	\$674,110	\$46,035
Money Mart	\$61,029	9493	\$15,000	\$46,029
D5 Design & Metal Fabrication	\$46,021	11998		\$46,021
MOCERI RE DEV	\$46,010	12001		\$46,010
Dallas Food & Beverage	\$46,000	12003		\$46,000
Denver Health Medical Plan	\$46,000	12004		\$46,000
Jordan Brand Classic	\$46,000	12004		\$46,000
League Of Legends	\$46,000	12004		\$46,000
Yee-Haw Brewing Co	\$45,999	12011		\$45,999
Kehoe Construction	\$58,430	9862	\$12,450	\$45,980
County Of Santa Clara CA	\$45,968	12017		\$45,968
GI Assoc	\$101,928	5954	\$55,961	\$45,967
Colorado Department Of Public Safety	\$46,668	11886	\$714	\$45,954
Rubicon Service	\$45,936	12026		\$45,936
Churchill Downs	\$63,227	9219	\$17,300	\$45,927
New Mexico Tourism Department	\$95,484	6362	\$49,564	\$45,920
JMG REALTY	\$45,916	12030		\$45,916
Down East Heating & Air Conditioning	\$155,685	4072	\$109,772	\$45,913
Jose S Lopez Attorney	\$45,908	12031		\$45,908
Capitol Local Dealer	\$156,204	4054	\$110,302	\$45,902
Neal Land & Neighborhoods Real Estate Developer	\$45,900	12035		\$45,900
Promenade Restaurant	\$45,900	12035		\$45,900
Friday & Cox Attorneys At Law	\$45,897	12035		\$45,897
Rue & Ziffra Attorneys	\$119,149	5201	\$73,262	\$45,887
West LA Implants Dental	\$45,880	12040		\$45,880
Atlantic Cape Community College	\$45,875	12041		\$45,875
DeKalb	\$49,035	11411	\$3,180	\$45,855
Florida Impact Windows & Doors Contractor	\$45,800	12054		\$45,800
National Shooting Sports Foundation	\$45,800	12054		\$45,800
Cliffs Amusement Park	\$45,799	12054		\$45,799
Bakeree	\$92,039	6592	\$46,250	\$45,789
Alma Gaucha Restaurant	\$88,895	6822	\$43,108	\$45,787

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
5 Star Air Conditioning & Heating Service	\$46,144	11983	\$361	\$45,783
TOBACCO JUNCTION STORE	\$55,575	10239	\$9,794	\$45,781
Delta College	\$182,377	3516	\$136,603	\$45,774
Rutgers Cancer Institute Of NJ	\$88,523	6849	\$42,760	\$45,763
Arrowhead Clinics	\$164,698	3869	\$118,941	\$45,757
COLORADO STATE FAIR	\$45,740	12071		\$45,740
Philadelphia Technician Training School	\$52,000	10811	\$6,266	\$45,734
Nashville Strong Babies	\$45,700	12078		\$45,700
Project Of The Quad Cities	\$45,695	12081		\$45,695
Gwinnett County Department Of Community Services	\$45,691	12082		\$45,691
First Mid Bank & Trust	\$45,667	12086		\$45,667
DeLoach Hofstra & Cavis PA Attorneys	\$45,661	12087		\$45,661
MATTHEWS JEWELERS	\$165,068	3857	\$119,415	\$45,653
Big Daddy Guns Store	\$49,516	11317	\$3,866	\$45,650
Minnillo Law Group	\$45,650	12090		\$45,650
Two Robbers	\$45,650	12091		\$45,650
Meritor	\$45,648	12091		\$45,648
Lifetime Fitness Center	\$48,626	11491	\$3,000	\$45,626
Eric Palacios & Assoc Law Firm	\$250,571	2570	\$204,946	\$45,625
Basketball Hall Of Fame	\$45,625	12099		\$45,625
Strosnider Local Dealer	\$45,625	12100		\$45,625
SPRECHER BREWING CO	\$77,600	7693	\$31,980	\$45,620
Tennessee Tech University	\$296,010	2166	\$250,413	\$45,597
Governors Office Of Highway Safety	\$67,728	8694	\$22,160	\$45,568
Henry Ford Museum	\$124,311	5013	\$78,750	\$45,561
Mirandas Adult Store	\$86,410	6991	\$40,850	\$45,560
Core Empowerment Mental Health Center	\$45,559	12112		\$45,559
ACCURATE PERSONNEL EMPLOY	\$68,200	8627	\$22,650	\$45,550
Beloman Home Services	\$45,540	12116		\$45,540
New York State Department Of Agriculture	\$45,533	12117		\$45,533
OLYMPIC MEDICAL CENTER	\$45,533	12118		\$45,533
Pantheon Realty	\$75,502	7898	\$30,000	\$45,502
Central In Orthopedics	\$45,500	12125		\$45,500
San Gabriel Valley	\$45,500	12125		\$45,500
Tasmanian Pure	\$45,500	12125		\$45,500
AVORS Medical Group Clinic	\$45,492	12137		\$45,492
Cowan Realty	\$48,289	11556	\$2,800	\$45,489
Daze Cannabis Delivery Service	\$48,474	11520	\$2,986	\$45,488
Sky Light Roofing Contractor	\$134,999	4666	\$89,524	\$45,475
Mr Nice Guy Recreational Marijuana Shop	\$45,471	12148		\$45,471
Lake MI Credit Union	\$751,787	825	\$706,328	\$45,459

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Babes Chicken Dinner House Restaurant	\$247,259	2604	\$201,819	\$45,440
Dougherty Leventhal & Price Attorneys	\$76,591	7794	\$31,166	\$45,425
Equitus	\$45,415	12160		\$45,415
Circus King	\$45,400	12164		\$45,400
Hat Restaurant	\$102,585	5914	\$57,192	\$45,393
Creek Nation Casino	\$160,294	3960	\$114,918	\$45,376
Send Smiles Florist	\$90,748	6686	\$45,374	\$45,374
KMVP	\$45,362	12175		\$45,362
Stanley Steemer	\$73,646	8085	\$28,285	\$45,361
VANCOUVER CLINIC	\$45,355	12178		\$45,355
Dermatology Specialists Of IL	\$47,347	11754	\$1,993	\$45,354
LORDS & LADYS HAIR SALON	\$57,846	9942	\$12,500	\$45,346
Lotte Beverage America	\$45,330	12183		\$45,330
Gold & Diamond Source	\$45,319	12184		\$45,319
Genesis	\$45,317	12185		\$45,317
Jencare Neighborhood Medical Centers	\$47,549	11714	\$2,233	\$45,316
Genesis Exteriors	\$45,310	12186		\$45,310
Summa Health Systems	\$356,386	1800	\$311,077	\$45,309
Ontrac	\$45,300	12189		\$45,300
St Tammany Parish Government	\$45,297	12190		\$45,297
World Of Beer Bar & Kitchen Restaurant	\$83,339	7204	\$38,044	\$45,295
Schmidt Kramer Attorney	\$205,041	3131	\$159,762	\$45,279
Florida Realtors	\$45,270	12194		\$45,270
Kittle Real Estate	\$59,466	9729	\$14,200	\$45,266
Franklin School	\$46,749	11875	\$1,500	\$45,249
MotoAmerica	\$47,220	11781	\$2,000	\$45,220
Fox Restaurant Concepts	\$78,956	7555	\$33,737	\$45,219
Soulboost	\$45,211	12201		\$45,211
BNE Real Estate Group	\$60,674	9540	\$15,468	\$45,206
Texas Vista Medical Center	\$45,204	12202		\$45,204
Bucks Wild Night Club	\$45,200	12203		\$45,200
Credit Union One	\$45,200	12204		\$45,200
Plumbers & Gasfitters Union	\$45,200	12204		\$45,200
Healthy Davis Together	\$55,525	10246	\$10,341	\$45,184
Maximus Employment Service	\$45,182	12210		\$45,182
G MEDIA SERVICES	\$45,175	12211		\$45,175
Carnegie Dartlet Marketing Service	\$45,150	12215		\$45,150
Eastern CT State University	\$70,226	8413	\$25,088	\$45,138
Ohio Valley Surgical Hospital	\$93,429	6484	\$48,302	\$45,127
Pink Bride	\$51,204	10955	\$6,079	\$45,125
Charlotte Douglas Intl Airport	\$59,500	9718	\$14,376	\$45,124

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Bath Planet	\$45,102	12223		\$45,102
Louisiana Eye & Laser Center	\$62,772	9270	\$17,696	\$45,076
Seneca Allegany Resort & Casino	\$45,058	12233		\$45,058
Duquesne Light Co	\$45,050	12234		\$45,050
M Petrone Of PA	\$68,700	8571	\$23,656	\$45,044
Arctic Heating Cooling Plumbing	\$45,015	12240		\$45,015
Progrexion Credit Repair	\$45,015	12241		\$45,015
Apache Gold Casino Resort	\$99,992	6091	\$54,988	\$45,004
Elite World Group Talent Media Co	\$45,004	12247		\$45,004
Enviro-Clean Building Maintenance Services	\$45,001	12249		\$45,001
Ideal Cabinetry	\$45,001	12250		\$45,001
MSI	\$60,000	9628	\$15,000	\$45,000
Hero	\$55,000	10323	\$10,000	\$45,000
Radiant Divine Medical Spa	\$55,000	10323	\$10,000	\$45,000
Alameda County Registrar Of Voters	\$52,500	10728	\$7,500	\$45,000
ATKO Construction Co	\$45,000	12250		\$45,000
Bayou Boys Restaurant	\$45,000	12252		\$45,000
Countryside Fuel Service	\$45,000	12252		\$45,000
Dynamic Pain & Wellness	\$45,000	12252		\$45,000
Factory Plaza	\$45,000	12252		\$45,000
Fastrak Electronic Toll Service	\$45,000	12252		\$45,000
FSA Market Store	\$45,000	12252		\$45,000
HYCU	\$45,000	12252		\$45,000
La Cienega Re Dev	\$45,000	12252		\$45,000
Litvinchuk Real Estate	\$45,000	12252		\$45,000
Miami Beach Pride Event	\$45,000	12252		\$45,000
Project44 Business Services	\$45,000	12252		\$45,000
PureVPN	\$45,000	12252		\$45,000
Reputation MGT Consultants	\$45,000	12252		\$45,000
Rivers Sportsbook	\$45,000	12252		\$45,000
Robinhood Stock Trading	\$45,000	12252		\$45,000
Tennessee Standard Plumbing	\$45,000	12252		\$45,000
Vegas Dave	\$45,000	12252		\$45,000
Western Placer Waste Mgt Authority	\$45,000	12252		\$45,000
Nelson Saiers Artist	\$44,999	12252		\$44,999
Upslope Brewing Co	\$48,782	11459	\$3,800	\$44,982
Twin City Local Dealer	\$70,886	8337	\$25,913	\$44,973
Kids Care Dental & Orthodontics Clinic	\$55,419	10261	\$10,447	\$44,972
Ariel Law Group	\$44,950	12289		\$44,950
Bowers Fawcett & Hurst Law Firm	\$44,947	12290		\$44,947
Tennessee Entertainment Concepts	\$44,946	12292		\$44,946

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
SCS Sales Consultant Services	\$44,936	12295		\$44,936
LEICA CAMERA STORE	\$44,910	12302		\$44,910
Duke City Urgent Care Medical Clinic	\$96,592	6287	\$51,713	\$44,879
Abogada Alexandra Lozano Immigration Law	\$44,875	12311		\$44,875
Soma Insurance Corp Insurance Agency	\$48,432	11531	\$3,571	\$44,861
Hydro	\$44,859	12316		\$44,859
Keller & Keller Attorneys	\$510,404	1232	\$465,548	\$44,856
Sunbrella	\$44,837	12321		\$44,837
Cornwell Entertainment	\$44,833	12322		\$44,833
Hubbard Broadcasting	\$57,332	10017	\$12,500	\$44,832
Magee-Womens Research Institute	\$78,125	7637	\$33,300	\$44,825
Cayuga Centers	\$44,820	12323		\$44,820
DESIMONE LAW OFFICES	\$44,800	12324		\$44,800
Department Of Workforce Solutions	\$44,750	12330		\$44,750
Mortgage Solutions Financial	\$121,717	5100	\$76,998	\$44,719
Pacific Local Dealer	\$382,058	1665	\$337,347	\$44,711
Greeley CO	\$86,619	6977	\$41,915	\$44,704
Bank Of England	\$70,661	8362	\$25,977	\$44,684
Chicago Events	\$44,684	12338		\$44,684
Inns Of Aurora	\$44,671	12340		\$44,671
Lock Stock & Barrel Store	\$44,667	12344		\$44,667
Group 4 Local Dealer	\$44,661	12347		\$44,661
Lake MI Mechanical Service	\$44,660	12349		\$44,660
Speedo	\$44,658	12350		\$44,658
Fountain	\$44,640	12358		\$44,640
Dey & Bergen Apartments	\$44,625	12363		\$44,625
Healthpoint Health Center	\$44,624	12364		\$44,624
Ocean Casino Resort	\$44,619	12367		\$44,619
TIC FEDERAL CREDIT UNION	\$44,605	12370		\$44,605
Pear Therapeutics	\$44,575	12373		\$44,575
Reflections At St Lukes	\$44,557	12376		\$44,557
Neck & Back Clinics	\$53,788	10518	\$9,236	\$44,552
Copper Queen Hospital	\$57,485	9995	\$12,956	\$44,529
Sallie Mae	\$44,525	12380		\$44,525
Alclear	\$44,521	12381		\$44,521
Utah Symphony Orchestra	\$44,519	12382		\$44,519
Common Citizen Recreational Shop	\$44,518	12383		\$44,518
Minnesota Soybean Research & Promotion Council	\$44,500	12387		\$44,500
Rooter Rangers Plumbing Service	\$81,405	7343	\$36,908	\$44,497
Southern Caregiver Resource Center	\$44,497	12388		\$44,497
LGE Community Credit Union	\$174,274	3667	\$129,797	\$44,477

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Vital Support Home Care	\$70,637	8365	\$26,161	\$44,476
Mayville Engineering Co	\$44,470	12396		\$44,470
Tuscan Kitchen Restaurant	\$44,447	12398		\$44,447
HearUSA	\$44,429	12400		\$44,429
Linfield University	\$44,421	12401		\$44,421
US Department Of Health	\$67,604	8707	\$23,200	\$44,404
Jin Jin Fusion Restaurant	\$44,403	12407		\$44,403
Ohlmann Group Advertising Service	\$44,402	12408		\$44,402
Cupcake	\$44,399	12410		\$44,399
Harvey L Walner Attorney	\$218,139	2946	\$173,745	\$44,394
Hopkins Law Firm	\$44,375	12413		\$44,375
Great Lake A Plus Crab Restaurant	\$44,366	12415		\$44,366
Blessing Health System	\$49,225	11374	\$4,863	\$44,362
Fowler Law Office	\$44,358	12416		\$44,358
Andean Local Dealer	\$62,542	9293	\$18,190	\$44,352
Aventus Health Clinic	\$49,637	11289	\$5,286	\$44,351
Planted Medical & Recreational Cannabis Provisioning Ctr	\$44,336	12417		\$44,336
GREATER CINCINNATI OH	\$55,490	10252	\$11,155	\$44,335
Grace Pharmacy	\$44,304	12425		\$44,304
McLarty Local Dealer	\$174,662	3660	\$130,360	\$44,302
Rhode Island Department Of Health	\$44,300	12427		\$44,300
Carrols Restaurant Group	\$48,444	11527	\$4,146	\$44,298
Calesa Township	\$66,408	8838	\$22,136	\$44,272
Trustmark National Bank	\$323,770	1991	\$279,519	\$44,251
Game Room Game Store	\$44,248	12440		\$44,248
Peruzzi Local Dealer	\$125,560	4961	\$81,316	\$44,244
HEYWOOD HOSPITAL	\$75,408	7907	\$31,165	\$44,243
American Dental Care	\$107,740	5689	\$63,509	\$44,231
Eaton	\$78,351	7614	\$34,150	\$44,201
Hunts Photo & Video Store	\$69,200	8523	\$25,000	\$44,200
Jack Casino	\$55,250	10279	\$11,050	\$44,200
Philadelphia College Of Osteopathic Medicine	\$359,829	1779	\$315,630	\$44,199
Fort Collins CO	\$101,001	6012	\$56,804	\$44,197
RELIABLE HEATING & AC CO	\$994,442	609	\$950,251	\$44,191
Q Casino Hotel	\$102,067	5943	\$57,877	\$44,190
LOS ALAMOS STUDY GROUP	\$47,486	11732	\$3,333	\$44,153
YAMAHA MOTORCYCLE DLR	\$49,718	11269	\$5,571	\$44,147
PRG	\$44,143	12457		\$44,143
AUGUST SCHELL BREWING CO	\$47,269	11763	\$3,143	\$44,126
A1 Sewer & Drain Service	\$44,123	12462		\$44,123
Gary Shelton Local Dealer	\$44,123	12463		\$44,123

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Mark Johnson Plumbing Service	\$44,117	12466		\$44,117
Second Chance Investments	\$47,021	11815	\$2,909	\$44,112
Boss Gal Beauty Bar Medical Spa	\$44,100	12468		\$44,100
Cabot Emergency Hospital	\$81,508	7331	\$37,427	\$44,081
Elon University	\$75,664	7886	\$31,584	\$44,080
AmerisourceBergen	\$51,392	10921	\$7,316	\$44,076
TASTE OF ADDISON EVENT	\$44,075	12475		\$44,075
RICKS STORE	\$266,989	2397	\$222,918	\$44,071
Davis Real Estate	\$78,281	7621	\$34,234	\$44,047
A&C Kitchens & Bath Center	\$44,040	12481		\$44,040
Cliff Castle Casino Hotel	\$228,747	2804	\$184,709	\$44,038
Leaguers Organization	\$44,032	12486		\$44,032
Alcorn State University	\$53,958	10491	\$9,927	\$44,031
Sheas Performing Arts Center	\$47,507	11727	\$3,486	\$44,021
Disabled American Veterans	\$48,515	11514	\$4,500	\$44,015
Espetus Churrascaria Brazilian Steak House	\$163,553	3892	\$119,540	\$44,013
Childrens Services Council Of Broward	\$44,010	12490		\$44,010
Rushs Restaurant	\$107,792	5686	\$63,785	\$44,007
Airpro Heating & Cooling	\$62,000	9363	\$18,000	\$44,000
Peer Hyatt Selling Team Realty	\$52,000	10811	\$8,000	\$44,000
Clements Ranch Real Estate Development	\$44,000	12492		\$44,000
Galen School Of Nursing	\$44,000	12492		\$44,000
Long Beach City College	\$44,000	12492		\$44,000
GoNetSpeed	\$43,999	12492		\$43,999
Louisiana Small Business Development Center	\$43,995	12497		\$43,995
WTIC	\$78,594	7585	\$34,611	\$43,983
Harvest Entertainment	\$43,980	12501		\$43,980
Quaff On Brewery	\$43,950	12508		\$43,950
DELAWARE RACING ASSN	\$375,964	1702	\$332,031	\$43,933
Furniture Connection Store	\$98,605	6165	\$54,683	\$43,922
Grasshopper Medical Group Medical Marijuana	\$46,839	11852	\$2,925	\$43,914
I&B MEDICAL ASSOC	\$43,900	12516		\$43,900
Sickies Garage Burgers & Brews Restaurant	\$54,292	10434	\$10,400	\$43,892
Notre Dame De Namur University	\$43,873	12523		\$43,873
Ketone Thin	\$43,854	12523		\$43,854
Childrens Hospital CO	\$136,709	4622	\$92,874	\$43,835
University Of MO	\$720,399	859	\$676,573	\$43,826
Clubtails	\$43,826	12530		\$43,826
New Kids On The Block Personal Appearance	\$43,803	12532		\$43,803
Rocky Mountain Restaurant Group	\$43,803	12534		\$43,803
John F Kennedy Presidential Library & Museum	\$43,800	12534		\$43,800

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
SafePort Cannabis Dispensary	\$49,772	11257	\$5,991	\$43,781
Twisted Root Burger Restaurant	\$71,112	8312	\$27,333	\$43,779
Ecolab	\$47,978	11640	\$4,200	\$43,778
MARKETSHARE CONS AD AGNC	\$52,759	10691	\$8,991	\$43,768
Dugan & Assoc Attorneys	\$80,000	7469	\$36,250	\$43,750
EQ3 FURNITURE STORE	\$43,750	12548		\$43,750
South Tacoma Local Dealer	\$43,746	12549		\$43,746
Indiana State University	\$44,642	12357	\$900	\$43,742
Haus Of Aesthetics Medical Spa	\$43,733	12557		\$43,733
CURTIS PLUMBING CONTR	\$67,049	8768	\$23,319	\$43,730
INNSBROOK	\$62,810	9268	\$19,090	\$43,720
BankFive	\$43,707	12560		\$43,707
DentalQore	\$43,705	12562		\$43,705
Kilburn Live	\$43,700	12563		\$43,700
WellNow Health	\$128,458	4874	\$84,763	\$43,695
All About Wellness Center	\$60,680	9537	\$16,985	\$43,695
Ketchel Law Firm	\$43,671	12567		\$43,671
Urgent Care Group	\$100,502	6041	\$56,881	\$43,621
Gilead	\$104,000	5864	\$60,386	\$43,614
Passport Health Plan	\$100,062	6069	\$56,454	\$43,608
Community Hospital Of Long Beach	\$43,605	12578		\$43,605
Prevea Health Services	\$253,275	2534	\$209,675	\$43,600
CitiAtlas Real Estate	\$43,596	12582		\$43,596
Evansville Teachers Federal Credit Union	\$518,008	1203	\$474,420	\$43,588
Chuck Nash Local Dealer	\$96,565	6289	\$52,988	\$43,577
Akron-Summit County Public Library	\$60,574	9553	\$17,000	\$43,574
Owens Community College	\$80,080	7459	\$36,513	\$43,567
Medusa Farms Medical Marijuana Dispensary	\$43,567	12585		\$43,567
Dorsey Schools	\$43,550	12588		\$43,550
Davis Funeral Home	\$43,540	12589		\$43,540
OWN Cable TV	\$43,534	12591		\$43,534
DART Dallas Area Rapid Transit	\$61,033	9492	\$17,500	\$43,533
Colombo Law Attorney	\$121,142	5127	\$77,616	\$43,526
Mears Transportation Group	\$43,516	12592		\$43,516
PETA People For The Ethical Treatment Of Animals	\$265,218	2412	\$221,709	\$43,509
Starscasino.com	\$43,503	12594		\$43,503
Rock & Roll Denim	\$43,500	12596		\$43,500
SoFi Stadium	\$43,500	12596		\$43,500
Sunrun Solar Energy Co	\$43,500	12596		\$43,500
Omnicommander Web Design	\$43,484	12604		\$43,484
Producers	\$43,483	12606		\$43,483

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
180 TURNING LIVES AROUND	\$43,475	12606		\$43,475
City Of Albuquerque Office Of The Mayor	\$129,014	4854	\$85,548	\$43,466
Food52	\$43,465	12610		\$43,465
BRG Hospitality	\$100,499	6043	\$57,035	\$43,464
Natural History Museum Of UT	\$43,464	12611		\$43,464
MAXIM CRANE&EQUIP RENTAL	\$65,464	8955	\$22,008	\$43,456
Family & Medical Counseling Service	\$43,455	12613		\$43,455
City Of Jacksonville Office Of The Mayor	\$43,450	12614		\$43,450
Utah Cancer Specialists	\$48,835	11452	\$5,394	\$43,441
Admit VIP Service	\$43,441	12616		\$43,441
Silver State Spine Care	\$61,138	9483	\$17,700	\$43,438
LEGACY HOMES REALTY	\$156,490	4044	\$113,054	\$43,436
Hallmark University	\$43,435	12622		\$43,435
Midwest Technical Institute	\$43,423	12624		\$43,423
Carle BroMenn Medical Center	\$49,607	11302	\$6,185	\$43,422
Casey Cowley Attorneys	\$43,400	12627		\$43,400
Copelands Of New Orleans Restaurant	\$43,392	12630		\$43,392
McKesson	\$90,871	6679	\$47,480	\$43,391
Sweet 16 Yogurt Store	\$48,621	11492	\$5,248	\$43,373
Brown & Toland Medical Group	\$140,042	4516	\$96,685	\$43,357
Shumate Heating & AC Service	\$43,350	12638		\$43,350
Atrio Health Plans	\$43,347	12641		\$43,347
Schuylkill County Drug & Alcohol Program	\$47,246	11773	\$3,900	\$43,346
Santa Rita Real Estate Development	\$43,345	12643		\$43,345
Zdrilich Law Group	\$205,083	3130	\$161,740	\$43,343
Michigan Department Of Public Safety	\$43,338	12645		\$43,338
Conybeare Attorneys	\$43,337	12646		\$43,337
Merlin Law Group	\$48,134	11587	\$4,808	\$43,326
CDPHP	\$645,039	960	\$601,723	\$43,316
SoBellas Heating Cooling	\$81,945	7299	\$38,675	\$43,270
Victor Cardoza Attorney	\$43,265	12661		\$43,265
Hugo Boss	\$218,250	2945	\$175,000	\$43,250
Ganja Goddess Recreational Cannabis Store	\$43,250	12668		\$43,250
University Of Southern MS	\$221,045	2913	\$177,799	\$43,246
City Of San Jose Department Of Transportation	\$45,740	12071	\$2,500	\$43,240
Consumers Professional Credit Union	\$43,238	12670		\$43,238
Nicks BBQ & Catfish Restaurant	\$78,435	7599	\$35,200	\$43,235
Sobieski Plumbing Heating & Air Conditioning	\$43,230	12672		\$43,230
Eric Church Personal Appearance	\$46,458	11923	\$3,250	\$43,208
AC&M Group Marketing Services	\$43,200	12675		\$43,200
Rodgers Local Dealer	\$43,200	12676		\$43,200

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
WHITNEY HOUSTON PRS APPR	\$43,200	12676		\$43,200
Evolve Bank & Trust	\$49,119	11396	\$5,920	\$43,199
DODGES STORE	\$83,426	7200	\$40,254	\$43,172
Missouri Coalition For Roadway Safety	\$79,710	7495	\$36,545	\$43,165
Treasure Island Resort & Casino MN	\$44,600	12371	\$1,456	\$43,144
VPS	\$43,144	12690		\$43,144
Gauthier Amedee Attorneys	\$110,054	5593	\$66,920	\$43,134
Complete Emergency Care	\$43,937	12511	\$830	\$43,107
US Chamber Of Commerce	\$43,105	12694		\$43,105
Cheerwine	\$111,946	5507	\$68,845	\$43,101
Red Hook Cajun Seafood & Bar Restaurant	\$65,337	8974	\$22,244	\$43,093
Alampta Enterprises Contractor	\$43,092	12698		\$43,092
Phil Long Local Dealer	\$65,810	8911	\$22,725	\$43,085
Lipsitz Ponterio & Comerford Attorneys	\$43,085	12699		\$43,085
Canopy Realtor Assn	\$43,073	12700		\$43,073
MedCentris	\$43,066	12703		\$43,066
Handler Henning & Rosenberg Attorneys	\$128,682	4868	\$85,667	\$43,015
Carlos J Betancourt/Attorney	\$43,015	12712		\$43,015
Belle Medical Plastic Surgery Center	\$43,008	12714		\$43,008
PRESRITE CORP	\$45,750	12066	\$2,750	\$43,000
EHC Consulting	\$43,000	12717		\$43,000
Mile Hi Services	\$43,000	12717		\$43,000
Harbor House Collective Cannabis Store	\$42,998	12722		\$42,998
Pete Olson Law Firm	\$72,028	8217	\$29,040	\$42,988
MA Department Of Elementary & Secondary Education	\$42,987	12724		\$42,987
Colorado Mountain College	\$88,914	6820	\$45,940	\$42,974
Windsor Windows & Doors Co	\$74,270	8013	\$31,301	\$42,969
Primedia	\$54,650	10382	\$11,700	\$42,950
CATHOLIC MEDICAL CENTER	\$42,948	12730		\$42,948
Pair Eyewear Optical Store	\$42,935	12732		\$42,935
Buffalo Zoo	\$57,930	9927	\$15,000	\$42,930
Family Services Of The Merrimack Valley	\$42,929	12734		\$42,929
Renova Solar Contractor	\$85,525	7055	\$42,600	\$42,925
Central MN Credit Union	\$51,796	10852	\$8,871	\$42,925
Paws Abilities Dog Training Center	\$42,922	12735		\$42,922
POWERS	\$42,915	12736		\$42,915
Childfund Intl	\$43,232	12671	\$322	\$42,910
Big Dans Car Wash	\$42,907	12738		\$42,907
Foley Caterpillar Equipment	\$42,900	12740		\$42,900
Gary Holt & Assoc	\$42,900	12740		\$42,900
Barbados	\$61,488	9430	\$18,594	\$42,894

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
St Lucie County Of Communications Division	\$42,849	12755		\$42,849
Ellenbecker Inv Group	\$166,117	3837	\$123,274	\$42,843
DEALS ON WHEELS LOC DLR	\$57,934	9926	\$15,091	\$42,843
CONNECTICUT HEALTH GROUP	\$42,840	12756		\$42,840
Health Resources In Action Organization	\$57,777	9953	\$14,950	\$42,827
Texas First Bank	\$42,821	12762		\$42,821
Honey Dew Donut Shop	\$177,613	3606	\$134,800	\$42,813
Michigan Office Of Highway Safety	\$129,184	4852	\$86,374	\$42,810
Way Back Inn Recovery Center	\$42,801	12764		\$42,801
Monongalia County Board Of Education	\$55,272	10277	\$12,481	\$42,791
Lansing Board Of Water & Light	\$44,101	12468	\$1,315	\$42,786
Hollywood Casino At Penn National Race Course	\$42,782	12772		\$42,782
Richard S Sprague Jr MD	\$68,217	8624	\$25,455	\$42,762
L&M Fleet Supply Store	\$45,484	12145	\$2,722	\$42,762
Nerison Media Group Marketing Services	\$42,761	12776		\$42,761
Woodhaven Lumber & Millwork	\$42,760	12777		\$42,760
Lake County CA	\$53,751	10524	\$11,000	\$42,751
Payless Auto Glass	\$42,750	12778		\$42,750
North Shore Community College	\$67,950	8665	\$25,201	\$42,749
Shoe Carnival Shoe Store	\$198,094	3254	\$155,346	\$42,748
Groggs Heating & Cooling	\$53,592	10557	\$10,850	\$42,742
South TX Independent School District	\$63,827	9149	\$21,100	\$42,727
Delaware County Office Of Services For The Aging	\$61,962	9369	\$19,250	\$42,712
RetireMed-IQ	\$42,708	12793		\$42,708
Ovation Assisted Living Center	\$50,986	10995	\$8,280	\$42,706
Mahle	\$45,021	12239	\$2,340	\$42,681
Cellfix Cell Phone Repair Center	\$46,192	11970	\$3,545	\$42,647
Carpet Liquidators Store	\$42,640	12803		\$42,640
Midnight Rose Hotel & Casino	\$173,426	3688	\$130,798	\$42,628
First Republic Bank	\$947,303	654	\$904,678	\$42,625
Neon	\$42,600	12811		\$42,600
SCH	\$42,600	12812		\$42,600
Wallis Annenberg Center For The Performing Arts	\$42,600	12812		\$42,600
Houston-Galveston Area Council	\$129,839	4831	\$87,250	\$42,589
WZZM	\$49,573	11308	\$7,000	\$42,573
Combat Park & Veterans Trade Day Theme Park	\$42,555	12820		\$42,555
CARL ZINN REALTY	\$49,664	11280	\$7,110	\$42,554
Laboure College	\$42,551	12822		\$42,551
ADA S MCKINLEY CMNTY SVC	\$134,705	4676	\$92,156	\$42,549
Cardis Furniture & Mattress Store	\$276,492	2321	\$233,954	\$42,538
Intl Brotherhood Of Boilermakers	\$152,579	4147	\$110,045	\$42,534

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
West Pharmaceutical Services	\$47,225	11778	\$4,700	\$42,525
Midway Sports & Entertainment	\$50,257	11133	\$7,746	\$42,511
East Side Health District	\$59,500	9718	\$17,000	\$42,500
Diesel	\$42,500	12837		\$42,500
Luni	\$42,500	12837		\$42,500
Reset IV Medical Services	\$42,500	12837		\$42,500
Royal Dutch Distillers	\$42,500	12837		\$42,500
Sumerian Records	\$42,500	12837		\$42,500
Bruno Law Group	\$42,480	12846		\$42,480
Buffalo History Museum	\$42,476	12847		\$42,476
Edward M Bernstein & Assoc Attorney	\$581,219	1089	\$538,758	\$42,461
HOM Furniture Store	\$66,000	8888	\$23,571	\$42,429
Davis Local Dealer	\$52,029	10805	\$9,607	\$42,422
John B Seed Attorney	\$42,422	12852		\$42,422
Ron Hoover RV & Marine Centers	\$43,213	12674	\$793	\$42,420
GUNS-N-GEAR STORE	\$52,400	10751	\$10,000	\$42,400
Shelby County School	\$50,520	11077	\$8,120	\$42,400
Clarke Roofing & Siding Contractor	\$42,391	12860		\$42,391
Company	\$143,327	4407	\$100,938	\$42,389
Tadd Jenkins Local Dealer	\$49,037	11410	\$6,670	\$42,367
David Aylor Law Offices	\$45,367	12172	\$3,000	\$42,367
BRENNANS SMOKE SHOP	\$67,000	8771	\$24,647	\$42,353
D&K Suit City Clothing Store	\$96,126	6319	\$53,786	\$42,340
NisAir Air Conditioning Services	\$53,470	10577	\$11,133	\$42,337
Your Insurance Attorney	\$42,306	12874		\$42,306
NLMK USA	\$42,300	12876		\$42,300
MATRIX MEDIA SERVICE CO	\$87,753	6901	\$45,464	\$42,289
BILTMORE ESTATES	\$187,967	3422	\$145,710	\$42,257
Technology Recyclers Service	\$42,247	12881		\$42,247
Companions & Homemakers	\$42,240	12884		\$42,240
Wake Forest University	\$67,373	8727	\$25,140	\$42,233
Bell Textron Service	\$42,229	12888		\$42,229
Keystone Rural Health Consortia	\$54,136	10461	\$11,916	\$42,220
Puyallup Local Dealer	\$545,492	1140	\$503,276	\$42,216
PALMETTO DIGESTIVE/CTR	\$44,215	12445	\$2,000	\$42,215
Hutchens Funeral Home	\$64,687	9052	\$22,474	\$42,213
Pennsylvania Horse Racing Assn	\$43,751	12547	\$1,545	\$42,206
Dallas CASA Organization	\$42,200	12893		\$42,200
MPRSD Mobile Plastic & Reconstructive Surgery	\$56,382	10137	\$14,196	\$42,186
Vitalyc Medspa	\$42,184	12895		\$42,184
ICF Intl Inc	\$42,174	12898		\$42,174

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Roberto Hernandez Attorney	\$42,170	12901		\$42,170
SOUTHWICKS ZOO	\$123,427	5045	\$81,260	\$42,167
PROSPECT HILL ACADEMY	\$66,465	8833	\$24,300	\$42,165
BD	\$42,145	12903		\$42,145
Pittsburgh Symphony Orchestra	\$63,880	9144	\$21,751	\$42,129
Genesee Health System	\$42,123	12906		\$42,123
BIBLE CHRISTIAN SOCIETY	\$42,100	12912		\$42,100
OutMoove	\$42,088	12913		\$42,088
KEEP LA BEAUTIFUL ORG	\$42,080	12914		\$42,080
Willingway Hospital	\$42,079	12915		\$42,079
Kubota	\$299,843	2134	\$257,768	\$42,075
Cleveland-Cliffs	\$42,070	12918		\$42,070
Cook Coggin Engineers Contractor	\$42,050	12923		\$42,050
Unrefined Bakery	\$42,050	12924		\$42,050
DELAWARE NORTH FOOD SVC	\$55,532	10244	\$13,483	\$42,049
West VA University	\$139,596	4531	\$97,577	\$42,019
Ingram Micro	\$61,779	9390	\$19,764	\$42,015
HandledNow Employment Service	\$42,015	12932		\$42,015
Dialpad	\$82,500	7263	\$40,495	\$42,005
FEDELE & ASSOC AUDITORS	\$105,500	5790	\$63,500	\$42,000
District 225 Residences	\$42,000	12935		\$42,000
FIRETHORNE COMMUNITY	\$42,000	12936		\$42,000
Functional Remedies	\$42,000	12936		\$42,000
National Network Communication	\$42,000	12936		\$42,000
Oregon Hot Tub Store	\$42,000	12936		\$42,000
Veterans Upward Bound Program	\$42,000	12936		\$42,000
CANBY MOTORS CLSN RPR	\$56,575	10114	\$14,585	\$41,990
Spero Foods	\$65,355	8971	\$23,375	\$41,980
Guys & Dolls	\$41,980	12952		\$41,980
Albemarle Regional Health Services	\$41,949	12956		\$41,949
Delray Medical Center	\$273,062	2345	\$231,116	\$41,946
Brill	\$41,924	12959		\$41,924
Iron Mountain Digital Solutions	\$41,924	12960		\$41,924
Mira Real Estate Development	\$41,908	12963		\$41,908
Finish Line Tax Solutions	\$41,907	12964		\$41,907
Bill Blumenreich Presents	\$41,897	12969		\$41,897
Priority One Surplus Sporting Goods Store	\$41,894	12971		\$41,894
Gastro Center Of MD	\$41,892	12972		\$41,892
Procolombia Gobierno De Colombia	\$41,878	12978		\$41,878
Utah State Treasurer	\$41,866	12981		\$41,866
Crystal Clinic Orthopaedic Center	\$51,783	10853	\$9,919	\$41,864

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Achievement First Legacy Elementary School	\$41,849	12984		\$41,849
Greenwolf Collective Recreational Cannabis Shop	\$46,148	11982	\$4,300	\$41,848
Idaho State University	\$168,495	3794	\$126,677	\$41,818
Modern Vascular Clinic	\$41,817	12992		\$41,817
Raphael A Sanchez Attorney	\$41,813	12995		\$41,813
Greenhouse Of Flagstaff Cannabis Store	\$41,812	12996		\$41,812
Thomas E Sparks Attorney	\$41,812	12997		\$41,812
Bhindi Jewellers	\$82,252	7278	\$40,453	\$41,799
Evan Williams	\$41,789	13006		\$41,789
Pray.com	\$41,786	13007		\$41,786
Grupo Flor Recreational Marijuana Shop	\$41,785	13008		\$41,785
Sparkling Ice	\$41,777	13013		\$41,777
Buca Di Beppo Italian Restaurant	\$41,763	13018		\$41,763
Spotlight MI Organization	\$41,750	13021		\$41,750
Wilson Plumbing & Heating	\$41,750	13022		\$41,750
BROWARD COUNTY FAIR	\$41,735	13024		\$41,735
Illinois Holocaust Museum & Education Center	\$50,921	11005	\$9,188	\$41,733
Dyna-Gro	\$41,725	13026		\$41,725
Walton Crossing Apartments	\$41,701	13029		\$41,701
Carriage Local Dealer	\$78,270	7624	\$36,578	\$41,692
Car Group Holding Local Dealer	\$41,666	13038		\$41,666
Peroni	\$71,651	8260	\$29,990	\$41,661
Vacasa Vacation Rentals	\$41,655	13040		\$41,655
SAN JUAN COUNTY NM	\$41,650	13042		\$41,650
McLaughlin Body	\$46,248	11955	\$4,600	\$41,648
Kamtek	\$41,645	13045		\$41,645
Sissys Log Cabin Jewelry	\$372,947	1719	\$331,308	\$41,639
Americas Local Dealer	\$100,116	6065	\$58,484	\$41,632
Motive Infrastructure Solutions Contractor	\$41,625	13047		\$41,625
NJMLS New Jersey Multiple Listing Service	\$157,500	4026	\$115,876	\$41,624
Rose Casino	\$44,657	12351	\$3,036	\$41,621
Pelican	\$60,000	9628	\$18,400	\$41,600
American Cancer Society	\$48,078	11601	\$6,478	\$41,600
HISTORY MAKER HOMES	\$72,403	8186	\$30,806	\$41,597
Billy Graham Library	\$65,590	8934	\$24,000	\$41,590
Levels Local Dealer	\$41,566	13070		\$41,566
Eiteljorg Museum	\$41,562	13072		\$41,562
DENTAL DEPOT	\$249,353	2580	\$207,796	\$41,557
Rocket Mortgage	\$51,743	10858	\$10,218	\$41,525
Hobbie Corrigan & DeCarlo Law Office	\$207,260	3095	\$165,740	\$41,520
Georgetown Loop Railroad	\$86,370	6997	\$44,850	\$41,520

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Advanced Skin Fitness Center	\$43,399	12628	\$1,886	\$41,513
Brooklyn Sports & Entertainment Venues	\$41,509	13082		\$41,509
Necco	\$70,658	8363	\$29,155	\$41,503
Coachella Valley Unified School District	\$41,500	13087		\$41,500
X Factor Advertising Agency	\$41,500	13087		\$41,500
CAREER SOURCE EMP AGENCY	\$50,499	11082	\$9,000	\$41,499
Hightower Reff Law Firm	\$56,050	10187	\$14,560	\$41,490
Mission Financial Group	\$41,486	13092		\$41,486
AC Hotels	\$41,462	13096		\$41,462
San Diego County Department Of Health & Human Services	\$41,461	13097		\$41,461
Connecticut Airport Authority	\$41,454	13102		\$41,454
Performance Staffing Solutions	\$41,451	13104		\$41,451
Intergalactic Fireworks	\$47,839	11662	\$6,400	\$41,439
VASA Fitness Center	\$377,011	1696	\$335,587	\$41,424
Med Center	\$63,441	9195	\$22,038	\$41,403
Advanced Window Systems Contractor	\$41,400	13108		\$41,400
Juicy Crawfish Restaurant	\$41,391	13109		\$41,391
Steven C Schwed & Assoc Consulting	\$76,608	7791	\$35,277	\$41,331
Liquor World	\$94,887	6399	\$53,558	\$41,329
Faith Family Academy	\$59,670	9702	\$18,360	\$41,310
New Mexico Mutual	\$104,305	5851	\$63,036	\$41,269
3-D Vision Basketball Academy	\$42,063	12919	\$800	\$41,263
Phase III	\$47,250	11766	\$6,000	\$41,250
Felix Local Dealer	\$45,000	12252	\$3,750	\$41,250
Ben Franklin Plumbing Service	\$41,250	13133		\$41,250
Hong Kong Dynamic Media Group	\$41,250	13134		\$41,250
iDreamers	\$41,250	13134		\$41,250
Mount Carmel Health System	\$41,227	13140		\$41,227
Sandow Media Marketing	\$141,436	4474	\$100,215	\$41,221
Foundation For Chiropractic Progress	\$41,220	13141		\$41,220
TAS Environmental Services	\$41,215	13142		\$41,215
Fine Arts Museum Of San Francisco	\$177,351	3615	\$136,138	\$41,213
Mason & Assoc Realty	\$41,208	13145		\$41,208
Tennessee Suicide Prevention Network	\$46,200	11970	\$5,000	\$41,200
YOLO COUNTY OFFICE/EDUC	\$41,700	13032	\$500	\$41,200
Harris County Department Of Education	\$41,200	13146		\$41,200
Centra Care Hospital	\$56,824	10084	\$15,636	\$41,188
Ullico Casualty Group	\$41,184	13151		\$41,184
Poston & Assoc	\$41,183	13152		\$41,183
Flashpoint Firearms Shop	\$41,178	13154		\$41,178
Moment House Ticketing Service	\$41,175	13156		\$41,175

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Peoria Intl Airport	\$61,299	9456	\$20,125	\$41,174
Vidant Health	\$47,385	11746	\$6,211	\$41,174
Perfect Pier Contractor	\$41,171	13158		\$41,171
Ace Law Group	\$104,212	5857	\$63,045	\$41,167
Allied Remodeling Of Central MD Contractor	\$91,440	6631	\$50,285	\$41,155
Taylor Local Dealer	\$129,249	4850	\$88,095	\$41,154
Toyo Tires Dealer	\$41,142	13162		\$41,142
KHOU	\$41,140	13163		\$41,140
Balanced Comfort Services	\$41,138	13164		\$41,138
CENTRAL CA BLOOD CENTER	\$51,995	10823	\$10,866	\$41,129
Around	\$41,100	13170		\$41,100
CARPET GUY CARPET SVC	\$41,080	13175		\$41,080
CBH HOMES BUILDER	\$41,073	13180		\$41,073
Kuzyk Law Center	\$94,370	6431	\$53,302	\$41,068
Pine Rest Christian Mental Health Services Center	\$51,022	10985	\$9,963	\$41,059
Stockton University	\$89,699	6771	\$48,642	\$41,057
Houston Physicians Hospital	\$41,051	13182		\$41,051
Joes Jeans Store	\$120,290	5166	\$79,250	\$41,040
Big Brothers Big Sisters	\$111,540	5526	\$70,501	\$41,039
Accenture	\$41,015	13187		\$41,015
Becker Law Firm	\$131,922	4761	\$90,915	\$41,007
Taos Ski Valley NM	\$110,484	5570	\$69,479	\$41,005
Lampo Group	\$81,000	7376	\$40,000	\$41,000
Agway Energy Services	\$41,000	13190		\$41,000
Center For Children & Families	\$41,000	13191		\$41,000
DJ Khaled Personal Appearance	\$41,000	13191		\$41,000
MANNS JEWELERS	\$41,000	13191		\$41,000
Mosharrafa Plastic Surgery	\$41,000	13191		\$41,000
QUITO ECUADOR	\$41,000	13191		\$41,000
Venus Et Fleur	\$41,000	13191		\$41,000
SANTANA PROPERTIES RE	\$58,443	9859	\$17,447	\$40,996
COOS BAY NORTH BEND OR	\$74,855	7964	\$33,860	\$40,995
Supreme Court Of The State Of NY	\$40,992	13201		\$40,992
Mountain State Educational Services Cooperative	\$58,085	9901	\$17,110	\$40,975
Harrell & Harrell Attorneys	\$360,411	1777	\$319,442	\$40,969
Pineapple Express Marijuana Dispensary	\$40,950	13208		\$40,950
Summit Academt Oic	\$44,419	12403	\$3,481	\$40,938
Santa Clara County Parks	\$40,938	13210		\$40,938
Southern Bell Living	\$40,922	13215		\$40,922
Sparkshift.com	\$40,912	13217		\$40,912
Louisiana State	\$240,750	2675	\$199,857	\$40,893

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Paint Kings	\$40,888	13219		\$40,888
August Wilson Center	\$40,882	13220		\$40,882
Sheffield Pharmaceuticals	\$59,350	9740	\$18,500	\$40,850
Pars Local Dealer	\$87,450	6919	\$46,614	\$40,836
UNIVERSAL URGENT CARE	\$139,845	4526	\$99,019	\$40,826
George P Escobedo Attorney	\$40,814	13234		\$40,814
Bavarian Imports Auto Repair	\$40,800	13238		\$40,800
Redarc Electronics	\$40,800	13239		\$40,800
Stewart J Guss Attorney	\$40,800	13239		\$40,800
Swagelok	\$40,800	13239		\$40,800
TriStar Medical Group	\$40,800	13239		\$40,800
Twin Spires Tavern & Restaurant	\$40,800	13239		\$40,800
St Marys Food Bank	\$181,839	3526	\$141,050	\$40,789
Texas Lutheran University	\$61,871	9379	\$21,085	\$40,786
Student Loan Doctor	\$40,764	13247		\$40,764
Hospice Of The Chesapeake	\$40,752	13250		\$40,752
Labelswap Thrift Store	\$40,751	13251		\$40,751
Memorial Village ER	\$46,866	11847	\$6,125	\$40,741
Dean Burnett Law	\$46,137	11985	\$5,400	\$40,737
TRILLIUM HEALTH CENTRE	\$40,726	13256		\$40,726
Fullscript	\$40,719	13258		\$40,719
IP Casino Resort & Spa	\$744,283	834	\$703,572	\$40,711
Atlanta Journal Constitution	\$40,700	13263		\$40,700
Local Legend Outfitters Screen Printing	\$73,768	8067	\$33,075	\$40,693
Bracalente Mfg Co	\$40,680	13266		\$40,680
Bolla	\$40,676	13267		\$40,676
Nutraceutical	\$40,673	13268		\$40,673
American Bank & Trust	\$81,424	7341	\$40,766	\$40,658
WMOR	\$76,810	7775	\$36,153	\$40,657
WPTV	\$40,650	13276		\$40,650
Baptist Medical Group	\$159,096	3987	\$118,449	\$40,647
I-10 Local Dealer	\$105,670	5780	\$65,024	\$40,646
CATHOLICS/CHILDREN ORG	\$42,535	12831	\$1,890	\$40,645
TRUE Community Credit Union	\$45,946	12021	\$5,304	\$40,642
Air Kare Air Conditioning & Heating Service	\$40,601	13288		\$40,601
Melting Pot Restaurant	\$69,096	8529	\$28,496	\$40,600
Tequila Mandala	\$40,600	13290		\$40,600
Y-Not Stop	\$40,600	13290		\$40,600
Wacker	\$44,199	12446	\$3,600	\$40,599
Ideal Feet	\$143,536	4402	\$102,953	\$40,583
KEEFES AC	\$40,580	13298		\$40,580

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Texas Burger Restaurant	\$76,917	7764	\$36,340	\$40,577
Physicians Health Plan	\$66,985	8776	\$26,409	\$40,576
New Cannabis Ventures Marketing Service	\$40,573	13299		\$40,573
Famous Flame Restaurant	\$40,566	13302		\$40,566
Wagner Local Dealer	\$114,269	5409	\$73,704	\$40,565
Taquerias La Estrella Restaurant	\$160,051	3965	\$119,493	\$40,558
SAN BERNARDINO DIST ATTY	\$40,550	13304		\$40,550
Parker & Sons Heating Air & Plumbing Service	\$335,999	1918	\$295,452	\$40,547
Washington Health System	\$162,497	3916	\$121,953	\$40,544
Pocono Raceway	\$40,528	13310		\$40,528
Progress Bank	\$85,965	7022	\$45,450	\$40,515
Pad Specialists	\$40,515	13312		\$40,515
BPE Marketing Services	\$40,513	13314		\$40,513
Casablanca Resort & Casino	\$392,235	1622	\$351,733	\$40,502
New York Community Bank	\$151,000	4198	\$110,500	\$40,500
College Avenue Student Loans	\$105,500	5789	\$65,000	\$40,500
Beverly Center Shop Center	\$60,000	9628	\$19,500	\$40,500
Bonadelle Homes Real Estate	\$40,500	13316		\$40,500
CareOne	\$40,500	13318		\$40,500
Fantasy Island Amusement Park	\$40,500	13318		\$40,500
Marketcap Guide	\$40,500	13318		\$40,500
Suntory	\$40,500	13318		\$40,500
WCNC	\$40,500	13318		\$40,500
WCPN	\$40,500	13318		\$40,500
Peter Piper Pizza Restaurant	\$1,179,884	515	\$1,139,393	\$40,491
McLaren Lapeer Region Hospital	\$40,480	13328		\$40,480
SOUTHERN TIRE MART	\$216,381	2975	\$175,903	\$40,478
FEDEXFORUM	\$70,962	8327	\$30,500	\$40,462
Ohio Basement Authority	\$101,956	5950	\$61,496	\$40,460
Royal Refreshment	\$89,207	6799	\$48,747	\$40,460
Green Remedy	\$40,454	13331		\$40,454
Water For Los Angeles Organization	\$40,450	13333		\$40,450
Shane Co Store	\$46,625	11895	\$6,178	\$40,447
Austin Police Department	\$40,447	13333		\$40,447
Rollbar	\$40,440	13335		\$40,440
TriMed HealthCare Home Services	\$74,367	8002	\$33,929	\$40,438
Belgard	\$40,420	13336		\$40,420
First Amercian Title Lending	\$91,771	6609	\$51,365	\$40,406
WLKY	\$79,100	7539	\$38,700	\$40,400
Marshalls	\$68,448	8601	\$28,048	\$40,400
Cincinnati Cyclones Hockey Team	\$40,400	13339		\$40,400

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Freebird	\$40,400	13340		\$40,400
Studio Brand Collective Marketing Service	\$40,400	13340		\$40,400
Blueberry Pediatrics Center	\$40,390	13343		\$40,390
Sacramento Covered Organization	\$40,386	13344		\$40,386
Sandia Resort & Casino	\$737,459	840	\$697,074	\$40,385
MIKES DETAIL	\$40,375	13346		\$40,375
Plaza Tire Service	\$46,624	11896	\$6,267	\$40,357
Palm Desert CA	\$45,445	12154	\$5,100	\$40,345
Great Lakes Brewing Co	\$40,325	13354		\$40,325
InTown Suites Hotel	\$88,006	6885	\$47,687	\$40,319
Oak Point University	\$40,319	13356		\$40,319
WBTS	\$40,293	13367		\$40,293
GARRETT COUNTY CHMBR/CMR	\$103,737	5876	\$63,449	\$40,288
Investor Schooling	\$40,285	13369		\$40,285
Eversource Energy Co	\$292,343	2198	\$252,066	\$40,277
First Financial Bank	\$234,936	2737	\$194,696	\$40,240
Sturgis Bank & Trust	\$47,765	11675	\$7,525	\$40,240
North Memorial Hospital	\$147,669	4287	\$107,432	\$40,237
National Amuse Theaters	\$85,562	7048	\$45,325	\$40,237
SL Green Realty Corp	\$90,224	6721	\$50,000	\$40,224
Dallas Safari Club Organization	\$64,987	9016	\$24,768	\$40,219
Michelin	\$52,402	10750	\$12,192	\$40,210
Ricci Law Firm	\$40,210	13386		\$40,210
Arkansas Childrens Hospital	\$93,131	6511	\$52,927	\$40,204
Lovett Law Firm	\$45,487	12145	\$5,295	\$40,192
Callaway County MO	\$50,476	11088	\$10,286	\$40,190
Canijilla	\$40,177	13393		\$40,177
Bader Scott Lawyers	\$129,000	4855	\$88,828	\$40,172
Missouri State	\$50,563	11068	\$10,402	\$40,161
HH&K Enterprise Firearms Dealer	\$59,280	9750	\$19,133	\$40,147
Elf On The Shelf A Christmas Musical	\$45,630	12096	\$5,500	\$40,130
Erie County Department Of Health	\$78,387	7605	\$38,259	\$40,128
HAUNT FEST	\$44,627	12362	\$4,500	\$40,127
Manard Law Firm	\$63,200	9221	\$23,081	\$40,119
Seven Counties Mental Health Services Center	\$40,107	13404		\$40,107
Blume Forte Fried Zeres & Molinari Attorneys	\$40,100	13406		\$40,100
Ashford Assisted Living & Memory Care Center	\$40,099	13407		\$40,099
Emergis ER Clinic	\$40,088	13408		\$40,088
WGBH	\$106,311	5749	\$66,228	\$40,083
Cubby Oil & Energy Service	\$40,083	13411		\$40,083
Feeding America	\$60,113	9611	\$20,035	\$40,078

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
WSYM	\$40,076	13414		\$40,076
Argentum Assisted Living	\$40,072	13416		\$40,072
Weinstein Law Firm	\$63,094	9238	\$23,028	\$40,066
MED PLUS URGENT CARE CTR	\$68,562	8589	\$28,500	\$40,062
Cuban Eddies Restaurant	\$45,450	12153	\$5,400	\$40,050
Dollar General Market	\$56,051	10186	\$16,007	\$40,044
NEW JERSEY STATE LIBRARY	\$40,041	13419		\$40,041
HOLY FAMILY CHURCH	\$40,039	13421		\$40,039
Alabama State University	\$80,979	7379	\$40,948	\$40,031
NVR Building Products Contractor	\$40,009	13427		\$40,009
Six C Fabrication	\$50,000	11189	\$10,000	\$40,000
Biener Ford	\$40,000	13433		\$40,000
Caldwell University	\$40,000	13433		\$40,000
COLORADO BALLET	\$40,000	13433		\$40,000
Fitness Coaching Of America	\$40,000	13433		\$40,000
Freedom A La Cart Cafe & Bakery	\$40,000	13433		\$40,000
Giffords Political Action Committee	\$40,000	13433		\$40,000
Hair Club Clinic	\$40,000	13433		\$40,000
HOMEFIELD REALTY	\$40,000	13433		\$40,000
King Of Clean Services	\$40,000	13433		\$40,000
MIAMI BEACH FEST/ARTS	\$40,000	13433		\$40,000
Opera Cafe Lounge	\$40,000	13433		\$40,000
OSO Climbing Gyms	\$40,000	13433		\$40,000
Saudi Arabia	\$40,000	13433		\$40,000
Skies Above Media	\$40,000	13433		\$40,000
Triple M Medical Marijuana Shop	\$40,000	13433		\$40,000
Turn7 Liquidations Store	\$40,000	13433		\$40,000
Urbint	\$40,000	13433		\$40,000
WXIA	\$40,000	13433		\$40,000
YUMI	\$40,000	13433		\$40,000
University Of South AL	\$179,180	3577	\$139,186	\$39,994
Fatburger Restaurant	\$60,691	9535	\$20,700	\$39,991
ATLANTA INTL AIRPORT	\$39,990	13469		\$39,990
Blueboard Employee Experiences	\$39,981	13470		\$39,981
Bret Johnson Orthodontics Clinic	\$48,840	11450	\$8,880	\$39,960
Peddlers Village Shopping Center	\$43,199	12676	\$3,250	\$39,949
St Louis Public Schools	\$99,743	6105	\$59,801	\$39,942
Altec	\$39,934	13479		\$39,934
Marin Municipal Water District	\$39,930	13481		\$39,930
LINCOLN HOME LOANS	\$39,900	13492		\$39,900
GIBSON AREA HOSP&HEALTH	\$122,668	5064	\$82,769	\$39,899

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
South Bay Local Dealer	\$39,898	13492		\$39,898
Premium Waters Inc Beverage Service	\$96,137	6317	\$56,250	\$39,887
San Joaquin Valley Homes Contractor	\$39,887	13498		\$39,887
Trinity Medical Group	\$111,880	5508	\$72,003	\$39,877
Trinity Of New England Urgent Care	\$39,876	13500		\$39,876
Anthem Injury Lawyers	\$116,149	5324	\$76,279	\$39,870
Riverside University Health System	\$60,100	9613	\$20,240	\$39,860
Knauf Insulation Contractor	\$88,353	6863	\$48,500	\$39,853
Frischs Big Boy Restaurant	\$412,870	1540	\$373,026	\$39,844
Aayu Clinics	\$39,844	13505		\$39,844
ELAN Aesthetics Medical Spa	\$39,830	13507		\$39,830
Ultimate Medical Academy	\$139,513	4533	\$99,687	\$39,826
Lavida Massage	\$66,264	8852	\$26,443	\$39,821
Becker Law Office	\$189,817	3392	\$150,000	\$39,817
Granite Credit Union	\$39,808	13511		\$39,808
Salt Lake Tribune	\$39,808	13512		\$39,808
Orlando City Soccer Club	\$39,800	13514		\$39,800
Senate Majority Political Action Committee	\$48,550	11509	\$8,760	\$39,790
John Mobley Attorney	\$94,934	6397	\$55,158	\$39,776
Johnson Financial Group	\$39,769	13517		\$39,769
On/Go	\$39,765	13519		\$39,765
Gander RV Dealer	\$68,428	8602	\$28,676	\$39,752
FLORIDA CITRUS CTR GFTS	\$163,020	3902	\$123,278	\$39,742
Fair Grounds Race Course & Slots	\$194,633	3308	\$154,949	\$39,684
Let It Go Inc Bookkeeping Services	\$87,208	6938	\$47,531	\$39,677
Restaurant Assn Metropolitan WA	\$39,672	13544		\$39,672
First Federal Bank	\$117,829	5243	\$78,158	\$39,671
Minnesota State Lottery	\$121,132	5129	\$81,481	\$39,651
Promise Partners	\$39,650	13547		\$39,650
Bernalillo County	\$134,012	4707	\$94,364	\$39,648
Hackensack Meridian Health	\$1,306,478	446	\$1,266,842	\$39,636
Valleywise Health System	\$129,622	4841	\$89,986	\$39,636
Results Staffing	\$39,610	13555		\$39,610
Baptist Memorial Hospital	\$98,530	6169	\$58,926	\$39,604
Kansas City Symphony	\$57,600	9973	\$18,000	\$39,600
Stash Studio City Cannabis Dispensary	\$54,000	10482	\$14,400	\$39,600
Freehold Communities Real Estate Developer	\$39,600	13557		\$39,600
Monroe	\$39,600	13557		\$39,600
NextGen Security Systems	\$39,600	13557		\$39,600
Lifeworks Organization	\$68,547	8593	\$28,969	\$39,578
454 Bags Farms Shop	\$39,575	13568		\$39,575

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Woodbridge	\$39,563	13570		\$39,563
LightN Up Provisioning & Microbuddery	\$42,491	12837	\$2,943	\$39,548
Better Jobs Together	\$39,548	13575		\$39,548
Philadelphia Department Of Human Services	\$39,530	13579		\$39,530
Audience Network	\$39,517	13581		\$39,517
Housing Opportunities Made Equal	\$39,515	13582		\$39,515
Dupaco Community Credit Union	\$207,496	3090	\$167,984	\$39,512
Jack Demmer Local Dealer	\$223,756	2878	\$184,245	\$39,511
United Health Plan	\$43,305	12649	\$3,800	\$39,505
JP THIBODEAUX LOC DLR	\$39,504	13586		\$39,504
NorthOne Bank	\$39,500	13588		\$39,500
Ralphs Jeweler	\$39,500	13588		\$39,500
Cleveland Museum Of Natural History	\$39,498	13588		\$39,498
CHISHOLM HEATING & AC	\$39,494	13591		\$39,494
Pop Zero	\$39,490	13594		\$39,490
Quincy MA	\$39,450	13607		\$39,450
RIVER ROUGE SCHOOL	\$41,920	12960	\$2,475	\$39,445
STREAM REALTY PARTNERS	\$39,442	13611		\$39,442
Launch Credit Union	\$39,436	13612		\$39,436
Ed Voyles Local Dealer	\$57,140	10039	\$17,724	\$39,416
Waynes Environmental Service	\$256,439	2497	\$217,030	\$39,409
Granite & Marble Design Contractor	\$39,403	13618		\$39,403
IFE International Franchise Expo	\$39,378	13628		\$39,378
PA Virtual Charter School	\$39,375	13630		\$39,375
Silance Service Center	\$70,250	8409	\$30,903	\$39,347
Xpress Cleaning Professionals Service	\$39,322	13646		\$39,322
Kane County Cougars Team	\$39,294	13650		\$39,294
WAHL HEATING & COOLING	\$79,506	7508	\$40,216	\$39,290
Banza	\$151,369	4188	\$112,100	\$39,269
Woodford Reserve	\$99,519	6119	\$60,250	\$39,269
Executive Local Dealer	\$84,762	7110	\$45,500	\$39,262
CCA TX Star Event	\$66,503	8829	\$27,249	\$39,254
Transportation Research Board Organization	\$39,250	13658		\$39,250
Wesley At Tehaleh Retirement Living	\$39,250	13659		\$39,250
Pennsylvania Christmas Show	\$39,245	13659		\$39,245
STANDARD AIR & LITE CORP	\$46,212	11965	\$6,970	\$39,242
Airbus	\$134,856	4673	\$95,624	\$39,232
Shelby County Health Department	\$56,627	10109	\$17,400	\$39,227
Store 5a Clothing Store	\$39,199	13669		\$39,199
Dart Container Corp	\$64,332	9087	\$25,142	\$39,190
Freedom From Religion Foundation	\$41,685	13036	\$2,500	\$39,185

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
City Farmers Market	\$41,933	12958	\$2,750	\$39,183
SWIT	\$39,182	13673		\$39,182
Oakland Unified School District	\$39,171	13675		\$39,171
San Fernando Valley Discount Medicine Cannabis Clinic	\$68,650	8579	\$29,500	\$39,150
Nectar Cannabis Dispensary	\$39,150	13677		\$39,150
United Indian Health Services	\$39,147	13681		\$39,147
Lorenzo & Lorenzo Attorney	\$250,055	2575	\$210,909	\$39,146
Plain White Ts Personal Appearance	\$39,146	13681		\$39,146
DMS Sales Furniture Store	\$46,934	11834	\$7,789	\$39,145
Hale Law Firm	\$105,000	5811	\$65,870	\$39,130
Avondale Local Dealer	\$39,119	13689		\$39,119
St Mary-Of-The-Woods College	\$39,112	13690		\$39,112
ACA MARKETING	\$39,098	13699		\$39,098
Salt & Pepper Restaurant	\$65,072	9000	\$25,995	\$39,077
REPUBLIC STEEL CORP	\$41,077	13177	\$2,000	\$39,077
Windsor Store	\$391,760	1624	\$352,689	\$39,071
James River Equipment Store	\$109,953	5600	\$70,893	\$39,060
Perez Art Museum Miami	\$76,272	7818	\$37,214	\$39,058
Sharks Sports & Entertainment	\$69,050	8535	\$30,000	\$39,050
Boston Medical Center	\$39,050	13714		\$39,050
GAFFNEY SC	\$48,631	11489	\$9,600	\$39,031
DNC Parks & Resorts At KSC	\$500,629	1262	\$461,607	\$39,022
Eden Home Health Of Sierra Vista	\$39,001	13724		\$39,001
Wolverine Clinical Trials	\$50,000	11189	\$11,000	\$39,000
Cleveland Department Of Public Health	\$43,950	12507	\$4,950	\$39,000
Bentley University	\$39,000	13728		\$39,000
First National Bank Of Albany/Breckenridge	\$39,000	13728		\$39,000
Jet Cannabis Recreational Marijuana Dispensary	\$39,000	13728		\$39,000
Migration Brewing Co	\$39,000	13728		\$39,000
MindTickle	\$39,000	13728		\$39,000
Plaza College	\$39,000	13728		\$39,000
Rootine	\$39,000	13728		\$39,000
Titos Tacos	\$39,000	13728		\$39,000
Treasure Hunt Coin Store	\$39,000	13728		\$39,000
Kulp Roofing & Construction	\$38,999	13728		\$38,999
Mohawk Collision Center	\$38,992	13758		\$38,992
Charlies Car Wash	\$79,785	7490	\$40,800	\$38,985
Cummins	\$53,675	10538	\$14,699	\$38,976
Forefront Dermatology	\$38,959	13764		\$38,959
Cooks Lumber & Hardware Store	\$38,957	13766		\$38,957
Gastro MD	\$38,947	13770		\$38,947

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
R&M Materials Handling Inc	\$61,337	9450	\$22,400	\$38,937
House Of Mary Jane Medical Marijuana Dispensary	\$78,527	7593	\$39,600	\$38,927
Wayne County Dept of Health Human & Veterans Services	\$38,923	13777		\$38,923
Missouri Green Doctors	\$38,917	13781		\$38,917
Mothers Market	\$38,908	13784		\$38,908
MedQuest College	\$55,953	10203	\$17,066	\$38,887
Bridgeport Islanders Ice Hockey Team	\$38,884	13789		\$38,884
Fishbein Orthodontics	\$106,773	5730	\$67,897	\$38,876
McCune Wright Arevalo Attorneys	\$38,875	13792		\$38,875
Salonpas	\$38,875	13792		\$38,875
Smith & Assoc Real Estate	\$38,875	13792		\$38,875
Eagles Landing Health Clinic	\$46,630	11894	\$7,760	\$38,870
Fanta	\$38,859	13799		\$38,859
Aladdin	\$134,700	4677	\$95,849	\$38,851
Craig Husar Jewelry Store	\$108,052	5678	\$69,205	\$38,847
AltaPointe Health Systems	\$38,794	13816		\$38,794
SHOOTERS CHOICE GUN SHOP	\$38,777	13821		\$38,777
Crystal Mountain Resort	\$45,680	12084	\$6,910	\$38,770
Nava Law Firm	\$38,770	13824		\$38,770
Addition Financial	\$162,319	3920	\$123,553	\$38,766
RJ Agency	\$59,258	9752	\$20,504	\$38,754
Farm Credit Mid-America	\$209,312	3073	\$170,560	\$38,752
CoxHealth	\$76,978	7755	\$38,230	\$38,748
DDI Vantage	\$38,746	13828		\$38,746
Boston Planning & Development Agency	\$38,745	13829		\$38,745
Ganesh Wellness Dispensary	\$52,308	10761	\$13,567	\$38,741
Winner Cycles	\$38,740	13832		\$38,740
Jay Roberts Jewelers	\$100,521	6040	\$61,782	\$38,739
Larkspur CO	\$38,720	13835		\$38,720
Tucson Medical Center	\$123,543	5039	\$84,832	\$38,711
Linglong	\$82,000	7297	\$43,311	\$38,689
Mag Rentals	\$38,686	13843		\$38,686
La Colombe	\$38,685	13844		\$38,685
Shelter Mortgage Co	\$80,413	7425	\$41,753	\$38,660
Mediacom	\$979,861	623	\$941,224	\$38,637
Pride Plumbing Service	\$86,329	7001	\$47,696	\$38,633
Midland States Bank	\$38,624	13860		\$38,624
Brad Johnson Injury Law	\$42,445	12851	\$3,830	\$38,615
Farmer Focus	\$38,606	13864		\$38,606
Teevax Home Appliance & Kitchen Center	\$38,600	13866		\$38,600
What3words	\$38,600	13866		\$38,600

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Plainville Dental Care	\$44,846	12319	\$6,250	\$38,596
Kamp Grizzly Advertising Agency	\$38,590	13871		\$38,590
Napa Valley Grape Growers	\$38,588	13872		\$38,588
Faith Church St Louis	\$55,077	10312	\$16,503	\$38,574
Green Plains Renewable Energy	\$38,573	13877		\$38,573
Hound Around Resort	\$57,664	9961	\$19,094	\$38,570
Literacy First Charter School	\$38,568	13878		\$38,568
Trailmark Living Real Estate Developer	\$38,552	13882		\$38,552
Los Angeles Speech & Language Therapy Center	\$38,550	13883		\$38,550
Abdallah Law Group	\$59,100	9771	\$20,562	\$38,538
ARROW EXTERMINATING SVCS	\$164,331	3877	\$125,802	\$38,529
John Michael Bailey Attorney	\$67,062	8765	\$28,539	\$38,523
FaceBank Intl	\$358,454	1786	\$319,957	\$38,497
Liberty Mutual	\$78,692	7572	\$40,215	\$38,477
New Realm Brewing Restaurant	\$82,721	7242	\$44,250	\$38,471
Evergreen Health Clinic	\$38,460	13904		\$38,460
CARPET GUYS STORE	\$377,985	1686	\$339,532	\$38,453
L-3 VERTEX AEROSPACE CO	\$99,523	6117	\$61,105	\$38,418
Family Health Council Of Central PA	\$38,414	13914		\$38,414
Coosa Valley Electric Co-Op	\$38,411	13915		\$38,411
High Risk Pregnancy Center	\$38,400	13921		\$38,400
Livingston Community Health	\$38,400	13921		\$38,400
Zheng Wang Enterprises Contractor	\$38,400	13921		\$38,400
Fulton Financial Corp	\$61,226	9468	\$22,830	\$38,396
Eden Rose Dispensary	\$73,508	8091	\$35,116	\$38,392
EMILY PROGRAM ETNG DSRDR	\$101,714	5968	\$63,340	\$38,374
Arthur State Bank	\$50,890	11012	\$12,534	\$38,356
Extra Credit Union	\$38,350	13937		\$38,350
Potter Brothers Ski & Snowboard Shop	\$41,193	13150	\$2,856	\$38,337
Olive Pit Store	\$145,454	4346	\$107,120	\$38,334
Diversity Vuteq Service	\$38,320	13940		\$38,320
DFW Realty Group	\$38,300	13947		\$38,300
MIDWEST SPORTS CENTER	\$56,445	10128	\$18,152	\$38,293
City Gear Clothing Store	\$38,291	13949		\$38,291
Ira Phillips	\$38,289	13951		\$38,289
Hondros College Of Nursing	\$62,268	9322	\$23,980	\$38,288
REUTHER LOC DLR	\$59,236	9757	\$20,951	\$38,285
Alight Solutions	\$38,285	13954		\$38,285
Climate Pledge Arena	\$38,283	13955		\$38,283
Eiffel Tower Restaurant	\$38,280	13957		\$38,280
Cowboys Stadium	\$38,270	13962		\$38,270

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Green Mountain Furniture	\$38,266	13963		\$38,266
NOCA	\$38,260	13964		\$38,260
Kieffers Appliances	\$102,548	5917	\$64,300	\$38,248
KOAT	\$52,347	10757	\$14,100	\$38,247
New York Central Mutual	\$38,245	13971		\$38,245
Washington Township Medical Foundation	\$56,235	10165	\$18,000	\$38,235
Prime	\$38,233	13972		\$38,233
San Jose Police Department	\$38,216	13977		\$38,216
Cannapages Directory	\$38,210	13978		\$38,210
Bomhoff Law Firm	\$60,938	9506	\$22,737	\$38,201
Ace Endico Wholesale Food	\$38,198	13982		\$38,198
Look For Me Campaign	\$38,187	13986		\$38,187
Blk	\$38,175	13988		\$38,175
Lauberge Du Lac Casino Resort	\$135,332	4653	\$97,158	\$38,174
Van Buren County IA	\$38,174	13989		\$38,174
Hearing Guys	\$43,550	12589	\$5,400	\$38,150
Roll N Smoke Shop	\$150,370	4216	\$112,246	\$38,124
St Louis Art Museum	\$87,541	6912	\$49,418	\$38,123
Rosewood Communities Real Estate Developer	\$53,913	10498	\$15,796	\$38,117
Emerald Triangle Dispensary	\$49,395	11349	\$11,290	\$38,105
SARGENTS APPLIANCE STORE	\$38,104	14003		\$38,104
Kiefer Fine Jewelers Store	\$38,096	14007		\$38,096
Halifax Injury Physicians	\$41,422	13106	\$3,333	\$38,089
Aflac	\$46,364	11938	\$8,296	\$38,068
Door County WI	\$157,771	4019	\$119,705	\$38,066
Scorpion	\$38,066	14016		\$38,066
Serhant Real Estate Brokerage	\$38,051	14020		\$38,051
SEATTLE PUBLIC LIBRARY	\$46,650	11891	\$8,600	\$38,050
Great Lakes Cancer Care Center	\$43,145	12689	\$5,100	\$38,045
Apple Local Dealer	\$141,366	4477	\$103,361	\$38,005
Area Wide Protective Traffic Services	\$38,000	14031		\$38,000
KC Road Lawyers	\$37,991	14038		\$37,991
VICTORY GYMNASTICS TRNG	\$37,983	14040		\$37,983
Childrens Hospital Foundation	\$46,206	11966	\$8,225	\$37,981
South Carolina Department Of Health	\$37,977	14044		\$37,977
Fortinet Cybersecurity Services	\$37,976	14045		\$37,976
Smiths Food & Drug Store	\$56,200	10172	\$18,225	\$37,975
Veron Bice Palermo & Wilson LLC Attorneys	\$51,334	10933	\$13,368	\$37,966
Sea-Doo	\$37,965	14049		\$37,965
Coyote Creek Outfitters Sporting Goods Store	\$37,963	14051		\$37,963
Pettus Local Dealer	\$37,952	14055		\$37,952

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
GLOBAL ELITE REALTY	\$37,950	14057		\$37,950
MIRACLE MILE MALL	\$224,946	2856	\$187,000	\$37,946
Elation Entertainment Co	\$37,935	14059		\$37,935
Certified LA	\$37,932	14060		\$37,932
Henderson Parks Attorney	\$37,920	14064		\$37,920
Wilkes Community College	\$37,905	14070		\$37,905
MOSITES MOTORSPORTS	\$37,902	14072		\$37,902
Denver Post	\$37,900	14073		\$37,900
Kowalskis Markets	\$63,885	9143	\$26,000	\$37,885
TAB Bank	\$37,850	14089		\$37,850
LOU RODMANS BRSTLS/DNG	\$46,600	11903	\$8,755	\$37,845
WDCW	\$65,616	8931	\$27,779	\$37,837
MSSmedia	\$37,835	14095		\$37,835
HB HEALTH CENTER	\$152,685	4146	\$114,852	\$37,833
MasterBuilt Construction	\$37,831	14097		\$37,831
Jewish Community Center	\$62,889	9264	\$25,067	\$37,822
Recker & Boerger Appliance Store	\$180,039	3557	\$142,220	\$37,819
Harte Local Dealer	\$37,819	14101		\$37,819
SPRINGHILL MEDICAL CTR	\$146,975	4304	\$109,158	\$37,817
UNIVERSITY TRMT&PST CNTR	\$37,801	14105		\$37,801
Lynn Auditorium	\$37,800	14107		\$37,800
National Maintenance & Repair	\$37,798	14107		\$37,798
Armstrong Fence Co Contractor	\$57,120	10042	\$19,344	\$37,776
Forsyth County Schools	\$60,335	9585	\$22,569	\$37,766
Family Connections Organization	\$37,757	14120		\$37,757
Blumenthal Performing Arts	\$37,750	14124		\$37,750
Phoenix Home Care	\$96,270	6309	\$58,532	\$37,738
Pink Adventure Tours	\$75,908	7859	\$38,172	\$37,736
Mass Bay Credit Union	\$81,300	7351	\$43,568	\$37,732
Hollywood Casino Hotels	\$818,268	754	\$780,541	\$37,727
Kid To Kid Resale Clothing Store	\$145,360	4350	\$107,649	\$37,711
Stratman Family Dentistry	\$37,698	14137		\$37,698
Hoffman Local Dealer	\$37,695	14139		\$37,695
Penmac Staffing	\$40,582	13296	\$2,899	\$37,683
Pol-School Board Campaign	\$38,628	13857	\$969	\$37,659
NASCAR Auto Racing	\$86,667	6974	\$49,010	\$37,657
DILLON GROUP CONTRACTOR	\$46,874	11845	\$9,226	\$37,648
Generation 3 Electrical Contractor	\$63,287	9210	\$25,644	\$37,643
Coopers Old Time Pit BBQ Restaurant	\$60,199	9600	\$22,559	\$37,640
Jencare Senior Medical Center	\$48,025	11610	\$10,400	\$37,625
Skyguard Windows Contractor	\$37,606	14154		\$37,606

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Moreys Piers & Beachfront Waterparks	\$67,714	8697	\$30,110	\$37,604
Green Meadows Farm	\$37,603	14155		\$37,603
Collin Street Bakery	\$223,190	2884	\$185,589	\$37,601
Bell Acquisitions Realty	\$39,600	13557	\$2,000	\$37,600
1st Choice Real Estate	\$37,600	14156		\$37,600
Boral Roofing Contractor	\$37,600	14157		\$37,600
City Of El Paso	\$38,633	13856	\$1,036	\$37,597
Haymount Urgent Care Clinic	\$37,574	14166		\$37,574
Juniata College	\$42,192	12894	\$4,625	\$37,567
Antcliff Windows & Doors Store	\$37,555	14170		\$37,555
Leaf & Bud Medicinal Dispensary	\$37,555	14171		\$37,555
US Family Health Plan	\$89,033	6812	\$51,480	\$37,553
Vermeer Midwest Equipment Dealer	\$37,545	14173		\$37,545
University Of KY Federal Credit Union	\$93,700	6469	\$56,175	\$37,525
Knozone	\$37,525	14180		\$37,525
IVC Interventional & Vein Center	\$105,156	5802	\$67,648	\$37,508
Florida Medical & Injury Center	\$37,504	14189		\$37,504
NYC Care	\$250,000	2576	\$212,500	\$37,500
Florence Coffee Shop	\$77,542	7699	\$40,042	\$37,500
Bay 151 Apartments	\$37,500	14191		\$37,500
Brown Missionary Baptist Church	\$37,500	14191		\$37,500
Bush School	\$37,500	14191		\$37,500
Clear Choice Financial	\$37,500	14191		\$37,500
DevGraph	\$37,500	14191		\$37,500
Elite Living Home Care Service	\$37,500	14191		\$37,500
FORUM SHOPS MALL	\$37,500	14191		\$37,500
Las Vegas North Premium Outlets	\$37,500	14191		\$37,500
Lillys Kloset Clothing Store	\$37,500	14191		\$37,500
Meteora Entertainment	\$37,500	14191		\$37,500
Microbe Formulas	\$37,500	14191		\$37,500
Next Level Urgent Care	\$37,500	14191		\$37,500
North Shore Music Theater	\$37,500	14191		\$37,500
Showtime Entertainment	\$37,500	14191		\$37,500
Snoqualmie Casino	\$37,500	14191		\$37,500
Crye-Leike Insurance Agency	\$55,649	10231	\$18,150	\$37,499
BIG BEND TX	\$37,499	14191		\$37,499
Grogan Jewelers By Lon	\$69,151	8526	\$31,653	\$37,498
Canvas Credit Union	\$213,525	3022	\$176,052	\$37,473
Journey Church	\$41,542	13077	\$4,070	\$37,472
North East Independent School District	\$37,469	14226		\$37,469
California HOPE Organization	\$37,464	14227		\$37,464

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Coppell Arts Center	\$55,450	10255	\$17,999	\$37,451
Glanbia	\$59,565	9708	\$22,115	\$37,450
WXEL	\$37,442	14233		\$37,442
Solar Source Contractor	\$37,431	14239		\$37,431
WSB	\$182,829	3509	\$145,417	\$37,412
COMPASS POINTE RE DEV	\$37,403	14244		\$37,403
MoCaFi	\$37,386	14252		\$37,386
Abby Senior Home Care	\$39,385	13624	\$2,000	\$37,385
Holman Local Dealer	\$74,670	7979	\$37,288	\$37,382
Coastal Carolina University	\$95,894	6335	\$58,515	\$37,379
McPherson College	\$73,842	8059	\$36,464	\$37,378
NVTA Napa Valley Transportation Authority	\$37,377	14253		\$37,377
Riboli Family Wine Estates	\$37,375	14254		\$37,375
Capital Financial Group	\$37,363	14257		\$37,363
Valley Professionals Community Health Center	\$49,829	11241	\$12,469	\$37,360
Applejack Wine & Spirits Store	\$49,890	11230	\$12,535	\$37,355
Bien Mur Travel Center Smoke Shop	\$40,647	13277	\$3,296	\$37,351
Khaf Flooring Distributors	\$37,350	14261		\$37,350
Life Surge Event	\$37,350	14263		\$37,350
Brown-Daub Local Dealer	\$172,588	3703	\$135,246	\$37,342
Arizona Department Of Education	\$37,336	14263		\$37,336
Quickchek Food Stores	\$723,851	852	\$686,516	\$37,335
Andrews Transportation Group Local Dealer	\$37,334	14265		\$37,334
Porter Law Firm	\$43,022	12711	\$5,699	\$37,323
Smith Ammons Attorneys At Law	\$50,556	11070	\$13,241	\$37,315
Merchandise Mart Properties Mall	\$37,313	14270		\$37,313
Redwood Credit Union	\$94,980	6395	\$57,674	\$37,306
Southpaw Roofing Contractor	\$39,466	13603	\$2,166	\$37,300
Krystin Collins Attorney	\$37,295	14277		\$37,295
Chelsea Piers Sports Center	\$66,696	8807	\$29,411	\$37,285
NICCU DOCKS CONTRACTOR	\$37,277	14280		\$37,277
WATERWORKS PLUMBING CO	\$151,850	4172	\$114,599	\$37,251
Arctic Spas Store	\$40,250	13376	\$3,000	\$37,250
Rasmussen University	\$1,716,958	324	\$1,679,714	\$37,244
Wiesner Local Dealer	\$65,561	8938	\$28,328	\$37,233
Phoenix AZ	\$269,965	2376	\$232,734	\$37,231
Common Room	\$37,225	14288		\$37,225
New York City Campaign Finance Board	\$37,225	14289		\$37,225
Senior Co Services	\$64,500	9070	\$27,290	\$37,210
Doja Recreational Marijuana Shop	\$48,900	11435	\$11,700	\$37,200
Broxel	\$37,200	14296		\$37,200

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
CITY LIGHTS CLUB	\$37,200	14297		\$37,200
Heart Soul & Art Metaphysical Gift Store	\$37,200	14297		\$37,200
Runland Painting Services	\$37,200	14297		\$37,200
Busch	\$82,039	7295	\$44,854	\$37,185
Total Care	\$37,178	14303		\$37,178
Woodlands First Baptist Church	\$48,906	11433	\$11,732	\$37,174
Omni Orthopaedics Center	\$60,167	9604	\$23,000	\$37,167
Crestwood Technology Group Distribution	\$77,767	7675	\$40,605	\$37,162
All Weather Heating & Air	\$39,719	13530	\$2,562	\$37,157
Prairie View A&M University	\$66,650	8810	\$29,500	\$37,150
NRDC Action Fund Organization	\$37,150	14311		\$37,150
TRI CITY BEVERAGE DISTR	\$60,434	9572	\$23,300	\$37,134
Fred Vaziri DC	\$37,125	14317		\$37,125
Refinery Medical Clinic	\$100,954	6019	\$63,832	\$37,122
Greater Cleveland Sports Commission	\$37,110	14321		\$37,110
Bank Five Nine	\$37,109	14322		\$37,109
SuperDraft Game	\$37,104	14324		\$37,104
Road Ranger	\$285,447	2255	\$248,346	\$37,101
ESSER AC & HTG SERVICE	\$37,100	14326		\$37,100
Iron Peak Sports & Events	\$37,100	14327		\$37,100
Coast Hotels & Casinos	\$111,596	5521	\$74,500	\$37,096
Building Back Together	\$37,095	14327		\$37,095
Sky Zone Trampoline Park	\$48,334	11548	\$11,250	\$37,084
Metropolitan Police Department	\$37,080	14330		\$37,080
Stranahans Co	\$37,080	14330		\$37,080
Nu Leaf Marijuana Store	\$66,814	8797	\$29,749	\$37,065
Resilience	\$37,048	14342		\$37,048
Coastal Detox	\$37,044	14344		\$37,044
Forever Young Anti-Aging Clinic	\$37,043	14345		\$37,043
Toro	\$124,894	4994	\$87,856	\$37,038
Law Office Of Stephen Reid	\$37,036	14347		\$37,036
City College Of San Francisco	\$37,031	14349		\$37,031
Eastern VA Medical School	\$71,025	8320	\$34,000	\$37,025
Abbey Cremation Service	\$37,015	14354		\$37,015
Seiko	\$97,139	6252	\$60,132	\$37,007
Berks County Council On Chemical Abuse	\$40,000	13431	\$3,000	\$37,000
Alamo Intermediate Holdings	\$37,000	14356		\$37,000
Whole Body Wellness Chiropractic	\$37,000	14357		\$37,000
Dana-Farber Cancer Institute	\$75,000	7944	\$38,001	\$36,999
City Buffet Restaurant	\$37,764	14119	\$780	\$36,984
Nance Cacciatore Attorneys	\$70,946	8329	\$33,972	\$36,974

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Face To Face Health Care Services	\$36,968	14368		\$36,968
Coastal States Bank	\$36,950	14374		\$36,950
Beauty Lab & Laser	\$36,947	14375		\$36,947
Boyas Excavating Contractor	\$36,945	14377		\$36,945
Stemilt	\$36,940	14378		\$36,940
Los Angeles Valley College	\$66,000	8888	\$29,080	\$36,920
Bergen County NJ	\$42,400	12857	\$5,500	\$36,900
1-800-Hurt 911 Attorneys	\$36,900	14382		\$36,900
CR ENGLAND&SONS	\$36,900	14383		\$36,900
WCS Wildlife Conservation Society	\$36,900	14383		\$36,900
Bubly	\$36,890	14389		\$36,890
55 Jordan Apartments	\$36,876	14393		\$36,876
Crave	\$36,875	14394		\$36,875
Jefferson Regional Medical Center	\$58,972	9784	\$22,100	\$36,872
Source Medical Marijuana	\$67,743	8692	\$30,875	\$36,868
CHURCH ON THE MOVE	\$72,444	8181	\$35,586	\$36,858
John Yurconic Insurance Agency	\$41,503	13084	\$4,650	\$36,853
Landmark Implement	\$37,400	14245	\$550	\$36,850
Ortho-Clinical Diagnostics	\$36,835	14403		\$36,835
Township Of Irvington NJ	\$68,400	8606	\$31,570	\$36,830
South Point Hotel Casino & Spa Las Vegas	\$514,164	1216	\$477,339	\$36,825
New York Renaissance Faire	\$36,820	14407		\$36,820
Naked Winery	\$37,312	14271	\$494	\$36,818
Azzi Jewelers	\$71,705	8250	\$34,899	\$36,806
Cullman Regional Medical Center	\$36,897	14383	\$92	\$36,805
128 Plumbing Heating & Cooling	\$81,115	7363	\$44,311	\$36,804
Cure Intl	\$36,794	14413		\$36,794
Flock Freight	\$36,785	14415		\$36,785
FEWI Development Consulting Services	\$36,777	14418		\$36,777
Walsh University	\$80,600	7415	\$43,825	\$36,775
Window Select Contractor	\$72,798	8149	\$36,036	\$36,762
Comixology	\$36,750	14426		\$36,750
Hair Restoration Specialists	\$36,750	14427		\$36,750
Midcountry Bank	\$36,750	14427		\$36,750
Phillips Restaurant	\$36,750	14427		\$36,750
Shops At Crystals	\$36,750	14427		\$36,750
Retreat Real Estate Development	\$51,509	10893	\$14,760	\$36,749
Patterson Legal Group	\$270,661	2369	\$233,915	\$36,746
Wonder Foods Supermarket	\$36,736	14438		\$36,736
Cardwell Heating & Air Conditioning Service	\$36,719	14444		\$36,719
Blakeley Law Firm	\$224,204	2868	\$187,501	\$36,703

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Ridge At Northlake Real Estate Development	\$46,580	11907	\$9,880	\$36,700
ASA	\$39,100	13696	\$2,400	\$36,700
Jules At Market Restaurant	\$36,691	14451		\$36,691
DRCOG DENVER RGNL/GOVT	\$43,575	12583	\$6,912	\$36,663
Bloom Credit Union	\$79,697	7496	\$43,043	\$36,654
Woodstock Cannabis Store	\$36,650	14459		\$36,650
Armstrong Comfort Solutions Heating Cooling Plumbing Services	\$56,140	10180	\$19,494	\$36,646
YesNoCovid Testing Services	\$36,625	14465		\$36,625
El Torito Restaurant	\$139,891	4524	\$103,275	\$36,616
E Wolfe & Co	\$55,974	10200	\$19,362	\$36,612
Lee County FL	\$58,957	9785	\$22,357	\$36,600
DAMAR ORG	\$36,600	14469		\$36,600
Informed Families Organization	\$36,600	14470		\$36,600
Limited Brands	\$36,600	14470		\$36,600
Quick Fresh Food/Deli Buffet	\$36,600	14470		\$36,600
Jackson Hole WY	\$36,588	14478		\$36,588
Beatitudes Campus	\$36,579	14478		\$36,579
Miami Intl Auto Show	\$36,579	14480		\$36,579
Shabnam Personal Appearance	\$36,573	14485		\$36,573
Superior Network Lawn Centers	\$56,000	10193	\$19,428	\$36,572
Packouz Jewelers	\$36,558	14490		\$36,558
St Pauls Pace In Home Care Service	\$44,170	12452	\$7,617	\$36,553
Basis Schools	\$36,550	14494		\$36,550
Pocket Aces Consulting	\$36,548	14496		\$36,548
Mignon Faget	\$36,543	14499		\$36,543
East St Louis School District	\$56,629	10108	\$20,111	\$36,518
Mechanics Cooperative Bank	\$62,232	9327	\$25,715	\$36,517
Voice Charter School	\$36,515	14504		\$36,515
Delta Fair	\$36,510	14507		\$36,510
KGO	\$43,000	12717	\$6,500	\$36,500
Brickyard 400	\$36,500	14509		\$36,500
Langham Hotels	\$36,500	14510		\$36,500
Muzmatch	\$36,500	14510		\$36,500
Needleman & Schacter	\$36,500	14510		\$36,500
Tonys Chocolonely	\$36,500	14510		\$36,500
Fastenal Co	\$41,898	12968	\$5,400	\$36,498
Wild Adventures Theme Park	\$36,498	14510		\$36,498
A DUJE PYLE	\$36,450	14532		\$36,450
RBA CONSULTING SERVICE	\$36,432	14540		\$36,432
Neighborhood Realty Services	\$36,429	14542		\$36,429
HAPO Community Credit Union	\$36,400	14551		\$36,400

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
LOVERS LANE LINGERIE STR	\$36,400	14551		\$36,400
Law Badgers Attorneys	\$36,379	14564		\$36,379
Carolina Panthers Football	\$55,060	10315	\$18,685	\$36,375
Chiccarines Fine Jewelry Str	\$48,900	11434	\$12,546	\$36,354
WIVK	\$52,174	10786	\$15,825	\$36,349
Fette Local Dealer	\$100,056	6070	\$63,716	\$36,340
Vaccinate Your Family	\$36,325	14577		\$36,325
Rapp Operations Carpentry	\$262,562	2434	\$226,244	\$36,318
Willis-Knighton Medical Center	\$512,387	1222	\$476,071	\$36,316
Dilling Heating & Cooling Service	\$52,971	10654	\$16,656	\$36,315
Annenberg Foundation	\$36,312	14581		\$36,312
Vanguard Academy	\$43,700	12564	\$7,400	\$36,300
Brunkenhoefer Law Firm	\$36,300	14582		\$36,300
Crescent Community Health Center	\$36,300	14584		\$36,300
DCA/DCPR Advertising	\$36,300	14584		\$36,300
Certified Oilfield Rentals	\$51,735	10863	\$15,448	\$36,287
Randalls Restaurant	\$36,287	14588		\$36,287
Bronson Healthcare Group	\$213,400	3023	\$177,123	\$36,277
Champ Vascular Clinic	\$58,650	9829	\$22,375	\$36,275
Forest Carbon Works	\$36,275	14591		\$36,275
Munchs Supply Co	\$36,250	14597		\$36,250
Touro University	\$88,627	6842	\$52,384	\$36,243
Bell & Assoc Consulting Firm	\$36,240	14598		\$36,240
Direct Local Dealer	\$77,100	7737	\$40,862	\$36,238
Community Blood Center	\$49,528	11316	\$13,290	\$36,238
Center For Pediatric Therapy	\$36,225	14605		\$36,225
Aiken Regional Medical Center	\$128,555	4870	\$92,331	\$36,224
Camping World RV Sales	\$296,744	2162	\$260,543	\$36,201
Manzanita Sol	\$36,186	14615		\$36,186
Palmetto State Transportation Co	\$36,180	14617		\$36,180
Connecticut Public Radio	\$36,174	14620		\$36,174
Quantas Healthcare Mgt	\$75,767	7874	\$39,600	\$36,167
Iora Primary Care	\$36,167	14624		\$36,167
Masterbrand Cabinets	\$44,648	12355	\$8,500	\$36,148
DL Evans Bank	\$264,827	2419	\$228,682	\$36,145
Katina Prevails Real Estate	\$41,024	13185	\$4,883	\$36,141
Pee Dee SC	\$42,054	12921	\$5,915	\$36,139
QUALITY BRANDS DISTR	\$36,135	14633		\$36,135
It Takes A Village Family Of Schools	\$36,129	14636		\$36,129
Path Of Thorns Entertainment	\$36,125	14637		\$36,125
Aviva Day Spa	\$39,365	13636	\$3,250	\$36,115

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
WTSP	\$36,110	14641		\$36,110
Mitsubishi	\$38,104	14003	\$2,000	\$36,104
Logitech	\$88,841	6827	\$52,738	\$36,103
Wallner Home Selling Team	\$49,633	11292	\$13,533	\$36,100
BAM Marketing	\$43,100	12695	\$7,000	\$36,100
Caesars Enterprise Services Llc	\$36,100	14643		\$36,100
Rose Academies Public Charter High School	\$36,083	14650		\$36,083
Palace Bingo Hall	\$48,096	11595	\$12,024	\$36,072
Northpark Center Mall	\$162,500	3914	\$126,436	\$36,064
Village Of Ruidoso	\$80,272	7436	\$44,209	\$36,063
Funzone Gifts Adult Store	\$39,060	13712	\$3,000	\$36,060
Daniel Esteves MD	\$36,056	14653		\$36,056
Hospital Services Council Of Greater WA Area	\$36,027	14656		\$36,027
Scotts Enterprises Hotel	\$92,301	6575	\$56,289	\$36,012
OVP Mgt Consulting Service	\$36,001	14661		\$36,001
Garber Law Offices	\$36,000	14663		\$36,000
Harris County Public Health	\$36,000	14663		\$36,000
Puttshack	\$36,000	14663		\$36,000
TECOMET	\$36,000	14663		\$36,000
St Paul Building Trades Council	\$35,980	14684		\$35,980
McHales Plumbing Heating Cooling	\$35,978	14685		\$35,978
MEDICAL FACILITIES/AMER	\$153,377	4133	\$117,425	\$35,952
French Funerals & Cremations	\$75,340	7914	\$39,393	\$35,947
Santa Ana College	\$35,944	14696		\$35,944
Luchadores Legales Attorneys	\$50,308	11124	\$14,370	\$35,938
AD STRATEGIES	\$35,930	14700		\$35,930
ANNS BRA & LINGERIE STORE	\$74,698	7977	\$38,777	\$35,921
Eastern MI University	\$244,867	2632	\$208,952	\$35,915
Braven Health	\$35,915	14703		\$35,915
VIRGINIA CITY NV	\$72,801	8146	\$36,896	\$35,905
Community Care College	\$87,773	6898	\$51,880	\$35,893
Whatever Smoke Shop	\$38,057	14018	\$2,166	\$35,891
Summit County Developmental Disabilities	\$45,630	12096	\$9,750	\$35,880
Renaissance Lifestyle Real Estate Development	\$35,880	14711		\$35,880
Huffman Mason Raynor Attorneys	\$35,872	14713		\$35,872
India Restaurant	\$47,871	11653	\$12,000	\$35,871
GoNation	\$35,808	14730		\$35,808
Good News Ministries	\$35,807	14730		\$35,807
JACKIE SCURA RE AGENCY	\$37,805	14103	\$2,000	\$35,805
Mosaic Life Care	\$35,804	14734		\$35,804
Georgia United Credit Union	\$35,800	14737		\$35,800

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Metalcraft Of Mayville	\$47,310	11760	\$11,520	\$35,790
Denver Coliseum Mineral Fossil & Gem Show	\$35,790	14739		\$35,790
Texas G&S Investments	\$45,745	12066	\$9,960	\$35,785
Nygaard Agency Assoc Insurance Agency	\$39,103	13696	\$3,321	\$35,782
Thrive Wellness Center	\$35,781	14742		\$35,781
OXNARD&CITY/PORT HUENEME	\$35,774	14745		\$35,774
California Health Collaborative	\$45,133	12215	\$9,365	\$35,768
BUCK OWENS PRODUCTION	\$75,611	7890	\$39,848	\$35,763
Nitro Circus Live	\$35,756	14748		\$35,756
Los Angeles Restaurant	\$49,500	11321	\$13,750	\$35,750
Steward Hospital	\$35,750	14749		\$35,750
East Coast Water Quality	\$35,748	14751		\$35,748
Inxeption	\$35,748	14751		\$35,748
Mel Hambelton Local Dealer	\$35,739	14756		\$35,739
Kai Cannabis Co	\$35,736	14757		\$35,736
Ronald Reagan Presidential Foundation & Library	\$79,913	7480	\$44,185	\$35,728
District Of Columbia Department Of Employment Service	\$35,728	14761		\$35,728
Aussiebum Clothing Store	\$59,072	9774	\$23,345	\$35,727
HSCSN Health Services For Children With Special Needs	\$35,727	14762		\$35,727
Munson Healthcare	\$88,909	6821	\$53,193	\$35,716
WEST COAST ENTERTAINMENT	\$42,500	12837	\$6,800	\$35,700
Albuquerque Intl Balloon Festival	\$35,697	14770		\$35,697
Vera Marketing Services	\$35,683	14774		\$35,683
PENNSYLVANIA DEPT/STATE	\$35,681	14775		\$35,681
Rosa Realtors	\$35,681	14776		\$35,681
Don Holcomb Construction	\$35,670	14776		\$35,670
St Croix Hospice Center	\$41,810	12999	\$6,150	\$35,660
Fun Spot Action Park	\$453,187	1396	\$417,536	\$35,651
WGN	\$137,250	4598	\$101,600	\$35,650
Goodcents Deli Fresh Subs Restaurant	\$39,744	13524	\$4,103	\$35,641
Florida Long Term Care Ombudsman Program	\$35,635	14784		\$35,635
Unified Brands	\$55,305	10272	\$19,675	\$35,630
Hatorando Sushi & Sports Bar	\$35,628	14788		\$35,628
Bonfe Plumbing Heating & AC	\$209,625	3069	\$174,006	\$35,619
Carlisle Construction Materials Co	\$45,043	12235	\$9,425	\$35,618
BarkSuds Service	\$35,614	14793		\$35,614
UNITED AUBURN INDN CMNTY	\$1,353,854	429	\$1,318,252	\$35,602
Realty Smiths	\$35,600	14796		\$35,600
DoTerra	\$45,000	12252	\$9,402	\$35,598
PROPERTY LIQUIDATION CTR	\$35,595	14800		\$35,595
Signature Local Dealer	\$35,593	14801		\$35,593

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
John Barr	\$35,592	14802		\$35,592
Pactiv	\$57,550	9981	\$21,965	\$35,585
Center For Closing The Health Gap In Greater Cincinnati	\$42,612	12808	\$7,040	\$35,572
Go Pull-It Auto Parts	\$101,581	5974	\$66,027	\$35,554
Altus Healthcare & Hospice	\$110,551	5565	\$75,000	\$35,551
WLFJ	\$283,123	2276	\$247,587	\$35,536
University At Buffalo	\$42,800	12766	\$7,270	\$35,530
Road & Track Powersports	\$66,725	8805	\$31,199	\$35,526
Barrick Gold	\$35,519	14821		\$35,519
Farmer Joes Marketplace	\$35,500	14827		\$35,500
Sports Illustrated	\$35,500	14827		\$35,500
Rocketship Education	\$49,572	11309	\$14,073	\$35,499
Ideal Image MedSpa	\$35,475	14835		\$35,475
Psycho Bunny	\$36,560	14489	\$1,095	\$35,465
Tennessee State Lottery	\$824,450	750	\$788,986	\$35,464
Edge Insurance Consultants	\$54,460	10413	\$19,000	\$35,460
SHAKA WEAR STORE	\$35,460	14842		\$35,460
Retirement Living Mgt	\$67,269	8741	\$31,831	\$35,438
Cefalo Law Firm	\$41,598	13057	\$6,176	\$35,422
St Peters Health Partners	\$155,322	4085	\$119,909	\$35,413
Greater Gardner Chamber Of Commerce	\$35,401	14851		\$35,401
Harney Homes Builder	\$57,100	10045	\$21,700	\$35,400
Saucy Crab Restaurant	\$41,400	13109	\$6,000	\$35,400
St Louis Weapon Collector Gun & Knife	\$40,275	13371	\$4,876	\$35,399
Jewish United Fund	\$35,395	14856		\$35,395
GROCERY HAULERS INC	\$35,394	14857		\$35,394
MANFREDI JEWELRY STORE	\$217,440	2961	\$182,059	\$35,381
OC Welch Local Dealer	\$66,890	8786	\$31,518	\$35,372
Terminix	\$58,792	9808	\$23,420	\$35,372
Design Plus Consignment Gallery	\$35,368	14862		\$35,368
Oklahoman Media Co Marketing Service	\$266,338	2403	\$230,973	\$35,365
Baumer Foods	\$35,360	14864		\$35,360
Adam Mechanical	\$37,968	14048	\$2,617	\$35,351
Hydro-Gear	\$42,230	12888	\$6,900	\$35,330
Viaero	\$396,253	1603	\$360,925	\$35,328
Jerome Gibson Law Firm	\$35,327	14871		\$35,327
SAN JOSE CITY COLLEGE	\$81,495	7333	\$46,189	\$35,306
ROBERTS HI TOURS	\$55,758	10218	\$20,455	\$35,303
Georgia State Fair	\$35,300	14879		\$35,300
Experior Transport	\$35,293	14883		\$35,293
C&O Marine	\$35,290	14884		\$35,290

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Centers For Neurosurgery Spine & Orthopedics	\$52,762	10690	\$17,474	\$35,288
Golden Wok Restaurant	\$63,520	9187	\$28,237	\$35,283
Thrive Spine & Sports Rehab	\$35,275	14889		\$35,275
Eagle Arms Productions Gun Show	\$35,269	14890		\$35,269
Lyons Magnus	\$35,265	14891		\$35,265
Denver CO	\$41,260	13132	\$6,000	\$35,260
Southwoods Health	\$58,100	9899	\$22,850	\$35,250
Wichita Federal Credit Union	\$35,250	14897		\$35,250
UP Health System	\$35,244	14897		\$35,244
Castle Of Muskogee Event	\$112,460	5488	\$77,225	\$35,235
Texas Pregnancy Care Network	\$35,235	14904		\$35,235
Memorial Care Medical Group	\$100,318	6053	\$65,088	\$35,230
Delta Health Care Center	\$44,297	12429	\$9,072	\$35,225
Cranes Country Store	\$37,424	14239	\$2,204	\$35,220
Mary Janes CBD Dispensary	\$48,698	11481	\$13,483	\$35,215
Cardinal Logistics Mgt	\$46,007	12002	\$10,800	\$35,207
Freedom Health	\$338,257	1903	\$303,057	\$35,200
Badger Real Estate & Auction Service	\$35,200	14917		\$35,200
BESSLERS U-PL&SV/AT PRTS	\$35,200	14918		\$35,200
Old Dutch	\$35,200	14918		\$35,200
MR REAL ESTATE	\$42,540	12829	\$7,341	\$35,199
Zeal Credit Union	\$35,193	14925		\$35,193
Zimmet & Zimmet Law Firm	\$56,851	10079	\$21,665	\$35,186
AMERICAN SALES CO STORE	\$35,180	14928		\$35,180
Transurban Mass Transit	\$35,175	14931		\$35,175
Orange County Blues FC Soccer Team	\$35,159	14934		\$35,159
Ahlers Roofing & Construction	\$37,557	14168	\$2,400	\$35,157
MetraPark Arena	\$35,150	14937		\$35,150
Workato	\$459,689	1377	\$424,542	\$35,147
Success Virtual Learning Centers	\$35,145	14938		\$35,145
Tulsa ER & Hospital	\$35,144	14939		\$35,144
Two Men & A Truck Moving Co	\$111,547	5525	\$76,410	\$35,137
BRENTWOOD FUNERAL HOME	\$47,125	11795	\$12,000	\$35,125
CINCINNATI ART MUSEUM	\$52,450	10744	\$17,350	\$35,100
SDT Productions	\$46,800	11861	\$11,700	\$35,100
GLENVILLE STATE COLLEGE	\$35,100	14949		\$35,100
St Louis Galleria Mall	\$35,100	14949		\$35,100
Cabinetworks Group Contractor	\$35,099	14949		\$35,099
Joe Cox Rgc Services	\$41,595	13059	\$6,499	\$35,096
RING POWER CORP	\$41,608	13053	\$6,514	\$35,094
Prince Georges County Police	\$35,092	14958		\$35,092

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Womens Care Center	\$93,063	6513	\$57,987	\$35,076
White Brenner Law Firm	\$35,067	14965		\$35,067
Powerhouse Gym	\$51,096	10978	\$16,030	\$35,066
Demayo law Offices	\$35,064	14966		\$35,064
Market Advisory Group	\$66,545	8822	\$31,482	\$35,063
Law Office Of Lewis-Crawford	\$52,049	10803	\$16,988	\$35,061
Fine Homes Of Destin	\$35,050	14970		\$35,050
ORLANDO VENUES	\$42,048	12927	\$7,000	\$35,048
Northwest University	\$70,859	8339	\$35,830	\$35,029
Seelye Local Dealer	\$67,809	8683	\$32,800	\$35,009
PREVENTION SERVICES ORG	\$47,172	11789	\$12,163	\$35,009
MSPCC	\$35,001	14980		\$35,001
Bible In A Year Podcast	\$35,000	14982		\$35,000
Chino Valley Unified School District	\$35,000	14982		\$35,000
DNA Diagnostics	\$35,000	14982		\$35,000
Gluwa	\$35,000	14982		\$35,000
MEADOWS SHOPPING CENTER	\$35,000	14982		\$35,000
Nexon	\$35,000	14982		\$35,000
Pacific ADA Center	\$35,000	14982		\$35,000
Paul Smith	\$35,000	14982		\$35,000
Point S Tire & Auto Service	\$35,000	14982		\$35,000
Revive Skin Services	\$35,000	14982		\$35,000
Santa Anita Fair	\$35,000	14982		\$35,000
St Thomas Aquinas College	\$35,000	14982		\$35,000
TeamFootWorks.org	\$35,000	14982		\$35,000
TIDL	\$35,000	14982		\$35,000
Trap Music Museum	\$35,000	14982		\$35,000
Skit Skot	\$34,999	15012		\$34,999
Kinard Realty Group	\$34,997	15012		\$34,997
T-Bird Jewels Store	\$45,496	12135	\$10,500	\$34,996
Winter Park Chiropractor	\$48,324	11551	\$13,330	\$34,994
PACT Coalition Organization	\$34,980	15018		\$34,980
Sipkoi Cannabis Store	\$58,178	9893	\$23,205	\$34,973
DOMINGO VARA LOC DLR	\$34,973	15020		\$34,973
Walrus Restaurant	\$54,138	10459	\$19,188	\$34,950
First County Bank	\$36,486	14517	\$1,536	\$34,950
Steinhafels	\$568,847	1106	\$533,906	\$34,941
Taco Bueno Restaurant	\$181,464	3537	\$146,525	\$34,939
Gutierrez Law Firm	\$34,924	15026		\$34,924
GRAN PLAZA SHOPPING CTR	\$91,348	6644	\$56,428	\$34,920
Golden Lion Cafe	\$40,102	13405	\$5,184	\$34,918

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
St Charles Community College	\$38,151	13992	\$3,236	\$34,915
LANCASTER BIBLE COLLEGE	\$34,914	15029		\$34,914
US Cold Storage	\$34,910	15030		\$34,910
Ghent Wood Products Inc	\$34,900	15032		\$34,900
OSHA	\$39,856	13503	\$4,980	\$34,876
WLOU	\$34,874	15042		\$34,874
Jag-One Physical Therapy	\$126,618	4931	\$91,750	\$34,868
Bass & Assoc Attorneys	\$48,916	11432	\$14,049	\$34,867
WELLNESS AIDS ORG	\$34,867	15051		\$34,867
Center City District Parks	\$34,865	15052		\$34,865
Mr Greens Dispensary	\$83,652	7182	\$48,797	\$34,855
Shannon Rollings Real Estate	\$90,153	6728	\$55,310	\$34,843
Caring Across Generations	\$34,843	15058		\$34,843
Garland TX	\$36,561	14488	\$1,720	\$34,841
Global Poverty Project Organization	\$34,813	15067		\$34,813
Northstar Bank	\$91,592	6622	\$56,789	\$34,803
Mid FL Exteriors Contractor	\$34,802	15069		\$34,802
Compton College	\$34,800	15070		\$34,800
Graham	\$34,800	15071		\$34,800
Sundae Fundae	\$34,800	15071		\$34,800
Wheeler & Woodlief Funeral Home & Cremation Services	\$34,800	15071		\$34,800
Circle Health	\$34,788	15081		\$34,788
CARLSON BEER DISTR	\$39,924	13483	\$5,142	\$34,782
Radiant Church	\$34,773	15084		\$34,773
Oak Plaza Apartments	\$192,005	3356	\$157,238	\$34,767
Coast Dental	\$34,762	15088		\$34,762
Fairlife	\$60,415	9574	\$25,660	\$34,755
Lancaster County Career & Technology Center	\$47,449	11736	\$12,695	\$34,754
TF Cornerstone Real Estate Developer	\$66,000	8888	\$31,250	\$34,750
Amgen/AstraZeneca	\$34,750	15092		\$34,750
Ice Kream Marijuana Dispensary	\$34,750	15093		\$34,750
COWAN SYSTEMS LLC	\$59,633	9704	\$24,887	\$34,746
Don Brown Local Dealer	\$34,744	15096		\$34,744
City Of Jacksonville Sports & Entertainment	\$39,266	13655	\$4,535	\$34,731
Juanitas	\$34,725	15102		\$34,725
Fontainebleau Hotel	\$215,648	2989	\$180,924	\$34,724
Villarreal & Begum Law Firm	\$403,823	1568	\$369,103	\$34,720
CHRISTIAN JOY CTR CHURCH	\$34,715	15108		\$34,715
SL TN Lic	\$34,700	15116		\$34,700
TRU Colors Brewery	\$34,700	15117		\$34,700
POL-RECALL ELECTION	\$34,698	15119		\$34,698

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Chicago Architecture Center	\$86,995	6953	\$52,313	\$34,682
Cincinnati Local Dealer	\$47,928	11644	\$13,250	\$34,678
Associated Supply Co	\$40,542	13305	\$5,864	\$34,678
SWLAHEC Southwest LA Area Health Education Center	\$34,670	15123		\$34,670
North Jersey Advertising	\$34,664	15126		\$34,664
Deuterman Law Group	\$393,142	1619	\$358,479	\$34,663
Intermountain Dentures	\$45,954	12019	\$11,312	\$34,642
GTS	\$177,541	3609	\$142,900	\$34,641
Advanced Pain Diagnostic & Solutions Center	\$39,941	13477	\$5,314	\$34,627
AUTO EXOTICA LOC LDR	\$34,625	15137		\$34,625
Herbana Cannabis Store	\$34,623	15138		\$34,623
Vegas.com	\$335,935	1919	\$301,313	\$34,622
Mike Morse Law Firm	\$404,604	1564	\$369,987	\$34,617
Joint Committee For Childrens Health Care In Everett	\$34,615	15139		\$34,615
GEDS CARPET STORE	\$115,731	5346	\$81,121	\$34,610
Mariposa Community Health Center	\$43,742	12553	\$9,138	\$34,604
Harris County Schools	\$42,300	12875	\$7,700	\$34,600
North County Trade Tech High School	\$34,598	15147		\$34,598
Faherty Brand Clothing Store	\$34,580	15152		\$34,580
WeCare 365 AFC Home Care Service	\$34,576	15154		\$34,576
Balance Womens Health Clinic	\$34,574	15155		\$34,574
Graco	\$34,560	15161		\$34,560
New Balance Clothing Store	\$37,125	14318	\$2,571	\$34,554
Michigan Schools & Government Credit Union	\$67,350	8731	\$32,800	\$34,550
Fivetran	\$34,550	15163		\$34,550
Neat Loans	\$34,550	15164		\$34,550
Coastal Wellness Dispensary Cannabis Store	\$34,548	15164		\$34,548
Barbara Bowers MD	\$36,930	14379	\$2,400	\$34,530
Wyoming Public Media	\$37,142	14314	\$2,626	\$34,516
Johnson & Wales University	\$39,001	13725	\$4,500	\$34,501
Mothers Nutritional Center	\$41,500	13087	\$7,000	\$34,500
Pinnacle Dermatology & Skin Rejuvenation Center	\$39,000	13728	\$4,500	\$34,500
Atkinson Law Office	\$34,500	15175		\$34,500
Boston Globe	\$34,500	15176		\$34,500
Eloise Asylum	\$34,500	15176		\$34,500
Kee Firearms & Training Store	\$34,500	15176		\$34,500
Law Offices Of Neil V Singh	\$34,500	15176		\$34,500
Yumi Food Delivery	\$34,500	15176		\$34,500
iROKOtv	\$34,491	15189		\$34,491
Beverage Innovation	\$34,474	15191		\$34,474
Jewish Museum	\$38,510	13891	\$4,050	\$34,460

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
RV Retailer	\$34,454	15193		\$34,454
Sunshine Retirement Communities	\$34,450	15196		\$34,450
Marinhealth	\$34,448	15197		\$34,448
Missouri University Of Science & Technology	\$57,816	9946	\$23,371	\$34,445
Early Bird Laundromat	\$34,445	15198		\$34,445
Interventional Pain Center	\$89,796	6763	\$55,354	\$34,442
Howard Center For Womens Health	\$34,440	15202		\$34,440
Refinery Cannabis Store	\$34,437	15202		\$34,437
River Spirit Casino Resort	\$34,421	15209		\$34,421
San Diego Regional Airport Authority	\$34,411	15213		\$34,411
High Roller Observation Wheel	\$34,406	15214		\$34,406
Potosi Live Restaurant	\$34,405	15215		\$34,405
La Sierra University	\$77,600	7692	\$43,200	\$34,400
Alltru Credit Union	\$41,400	13109	\$7,000	\$34,400
COBB CHIROPRACTIC CLINIC	\$34,395	15222		\$34,395
LendingPoint Loans Service	\$34,379	15230		\$34,379
Coco-Mat	\$34,376	15232		\$34,376
Makers Mark	\$34,375	15233		\$34,375
Arnold Air Conditioning Service	\$58,804	9801	\$24,435	\$34,369
Home Investors Of America Real Estate Agency	\$34,354	15242		\$34,354
ADP	\$34,350	15243		\$34,350
Leapfrog Group Organization	\$34,350	15244		\$34,350
Little River Casino Resort	\$154,822	4100	\$120,492	\$34,330
First Savings Bank	\$65,439	8960	\$31,111	\$34,328
Salinas Local Dealer	\$48,212	11569	\$13,890	\$34,322
Pioneer Federal Credit Union	\$76,548	7798	\$42,230	\$34,318
White Mountain Health Center	\$85,973	7020	\$51,667	\$34,306
KERN FAMILY HEALTH CARE	\$70,574	8372	\$36,270	\$34,304
Del Norte Credit Union	\$41,522	13080	\$7,218	\$34,304
Carrie Fitts Real Estate	\$40,300	13360	\$6,000	\$34,300
CONNER CREEK ACADEMY	\$34,299	15252		\$34,299
Roosevelt University	\$34,268	15260		\$34,268
UCR HEALTH CENTER	\$105,180	5801	\$70,920	\$34,260
Detroit At Work	\$40,500	13318	\$6,250	\$34,250
Brilliant Earth Jewelry Store	\$34,250	15268		\$34,250
Members 1st Federal Credit Union	\$271,042	2365	\$236,819	\$34,223
BAYHEALTH MEDICAL CENTER	\$116,382	5310	\$82,161	\$34,221
North County Transit District	\$38,034	14024	\$3,820	\$34,214
KANSAS DEPT OF HEALTH	\$34,204	15279		\$34,204
North 40 Outfitters	\$57,923	9928	\$23,722	\$34,201
Green Koi Dispensary	\$48,483	11518	\$14,282	\$34,201

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Pain Treatment Centers Of America	\$34,200	15283		\$34,200
Patterson Firm Attorneys	\$34,200	15283		\$34,200
Ruler Foods Store	\$34,200	15283		\$34,200
Still Hopes Assisted Living Community	\$42,780	12773	\$8,592	\$34,188
LegalShield	\$34,188	15291		\$34,188
Rhode Island Blood Center	\$57,655	9965	\$23,472	\$34,183
LIFESTYLE RV CENTERS	\$38,485	13897	\$4,307	\$34,178
San Sebastian Winery	\$34,158	15300		\$34,158
Empire Improvement Co	\$34,153	15301		\$34,153
Black Lives Matter Organization	\$46,155	11980	\$12,005	\$34,150
Super Dentists Clinic	\$126,063	4948	\$91,929	\$34,134
CAPITOL-HUSTING DISTR	\$34,122	15314		\$34,122
Chris Morrow Attorney	\$34,122	15315		\$34,122
LLYN STRONG JEWELRY STR	\$34,116	15320		\$34,116
GE	\$137,409	4592	\$103,299	\$34,110
KRAUSE FUNERAL HOME	\$118,266	5228	\$84,158	\$34,108
Old Chicago Pizza Restaurant	\$100,372	6051	\$66,267	\$34,105
Macomb County Community Mental Health	\$38,121	13999	\$4,019	\$34,102
O2 Fitness Center	\$34,100	15325		\$34,100
Pittsburgh Technical College	\$34,100	15326		\$34,100
Wisconsin Falun Dafa Assn	\$34,100	15326		\$34,100
Ocean Spray	\$37,584	14160	\$3,489	\$34,095
CONFERS JEWELERS	\$72,417	8184	\$38,339	\$34,078
Auden Buffalo Student Housing	\$34,071	15331		\$34,071
Branson Scenic Railway	\$34,068	15333		\$34,068
Best Buy Shutters Store	\$167,068	3823	\$133,002	\$34,066
Family Services League	\$46,575	11908	\$12,510	\$34,065
Northeastern University	\$96,957	6265	\$62,900	\$34,057
CareSouth Carolina	\$34,052	15337		\$34,052
VCA Insurance	\$34,052	15338		\$34,052
Toys N More Toy Store	\$49,450	11334	\$15,400	\$34,050
Interstate Waste Service	\$34,043	15344		\$34,043
American Trust Bank	\$34,031	15347		\$34,031
Cornerstone Building Solutions	\$34,022	15349		\$34,022
Declaration For American Democracy	\$34,021	15350		\$34,021
First Bank Of Greenwich	\$116,892	5293	\$82,876	\$34,016
Dannys Asphalt Paving Contractor	\$34,009	15355		\$34,009
Veriheal Cannabis Dispensary	\$67,477	8721	\$33,469	\$34,008
ARKINS JEWELERS	\$68,004	8654	\$34,000	\$34,004
Sodexo Food Service	\$39,000	13728	\$4,998	\$34,002
Riverview Bank	\$82,680	7248	\$48,680	\$34,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
GRAND LODGE OF RI ORG	\$42,500	12837	\$8,500	\$34,000
Jeld-Wen	\$36,750	14427	\$2,750	\$34,000
Atwell Media Services Inc	\$34,000	15358		\$34,000
Bakerly	\$34,000	15359		\$34,000
EM Law Group	\$34,000	15359		\$34,000
Morris County NJ	\$34,000	15359		\$34,000
Pennhurst Asylum	\$34,000	15359		\$34,000
Restaurant Village	\$34,000	15359		\$34,000
Discount Daze Furniture Store	\$40,836	13230	\$6,841	\$33,995
Aloha Krab Restaurant	\$33,991	15359		\$33,991
Sanctuary Chiropractic & Wellness Spa	\$33,981	15368		\$33,981
Harry Green Local Dealer	\$33,975	15370		\$33,975
Oregon Products Promo	\$33,975	15371		\$33,975
Wind Creek Casino & Hotel	\$1,712,212	325	\$1,678,246	\$33,966
Family First Firm	\$33,962	15373		\$33,962
1-800-Bets Off	\$43,350	12637	\$9,400	\$33,950
Matin Real Estate Group	\$33,950	15376		\$33,950
Century	\$33,942	15379		\$33,942
Circus Vazquez	\$33,940	15381		\$33,940
Change II	\$33,930	15385		\$33,930
Guthries Restaurant	\$77,135	7735	\$43,208	\$33,927
Chalat Hatten & Koupal Attorneys	\$113,754	5429	\$79,838	\$33,916
HOPKINSVILLE LOC DLR	\$35,632	14785	\$1,740	\$33,892
Milos Hamburger Restaurant	\$33,886	15396		\$33,886
Wheeler Clinic	\$325,930	1980	\$292,049	\$33,881
Arizona Department Of Health Services	\$181,374	3538	\$147,495	\$33,879
MotoRefi	\$33,875	15398		\$33,875
Mary Bird Perkins Cancer Center	\$252,128	2549	\$218,254	\$33,874
Oklahoma City Thunder Basketball Team	\$220,547	2916	\$186,674	\$33,873
Famous Tate Appliances Store	\$120,238	5169	\$86,376	\$33,862
Medline	\$38,865	13792	\$5,004	\$33,861
Help At Home Homecare	\$100,771	6028	\$66,920	\$33,851
Axe Throwing PCB	\$33,845	15407		\$33,845
Boral	\$33,838	15410		\$33,838
Postcard Mania	\$36,558	14491	\$2,723	\$33,835
OWENSBORO MED HEART CTR	\$46,572	11909	\$12,740	\$33,832
Peoples Gas Co	\$72,065	8214	\$38,255	\$33,810
4D Clean Energy	\$72,804	8145	\$39,000	\$33,804
Front	\$59,500	9718	\$25,700	\$33,800
Kansas City Ballet	\$43,375	12634	\$9,575	\$33,800
New York State Housing Trust Fund Corp	\$33,800	15417		\$33,800

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Cannaisseur Provisioning Center	\$33,794	15426		\$33,794
Illinois Soybean Assn	\$33,792	15427		\$33,792
Tampa Bay Times	\$98,180	6197	\$64,404	\$33,776
Arkansas Heart Hospital	\$127,772	4891	\$94,005	\$33,767
Caris College	\$48,750	11464	\$15,000	\$33,750
Verde Adventures Kayak Tours	\$48,750	11464	\$15,000	\$33,750
Atlas Equipment Distributor	\$33,750	15431		\$33,750
Cookie Plug Restaurant	\$33,750	15432		\$33,750
Flamingo Hotel	\$33,750	15432		\$33,750
Hands From The Heart	\$33,750	15432		\$33,750
Uncle Charleys	\$33,750	15432		\$33,750
Harry S Cohen & Assoc Attorneys	\$144,422	4376	\$110,675	\$33,747
JOHNNY ROCKETS FIREWORKS	\$88,046	6883	\$54,300	\$33,746
Live Action Auction	\$33,742	15432		\$33,742
Bellacinos Pizza & Grinder Restaurant	\$34,875	15041	\$1,140	\$33,735
OAKRIDGE REAL ESTATE	\$58,100	9898	\$24,368	\$33,732
Trimark Strategic Food Service Equipment Store	\$33,712	15445		\$33,712
African American Voter REP Project	\$33,700	15447		\$33,700
Cocos Bakery Restaurant	\$33,700	15448		\$33,700
Motor City Car Wash	\$33,679	15453		\$33,679
SOCFM Real Estate Developer	\$73,581	8089	\$39,911	\$33,670
Arbella Insurance Group	\$115,310	5368	\$81,651	\$33,659
General Informatics Services	\$33,650	15459		\$33,650
MEDIPLEX HEALTH PROF	\$33,650	15461		\$33,650
Medi-Home Healthcare Agency	\$33,641	15461		\$33,641
New Jersey Harm Reduction Coalition	\$33,641	15463		\$33,641
Atkore	\$33,636	15466		\$33,636
MacErich Shopping Malls	\$60,447	9570	\$26,812	\$33,635
Embrace Dental Care Clinic	\$55,550	10241	\$21,925	\$33,625
Golden State Realty Group	\$33,618	15471		\$33,618
Las Vegas 51s Baseball Team	\$40,743	13252	\$7,137	\$33,606
Saban Community Clinic	\$75,225	7921	\$41,622	\$33,603
Alabama Clean Fuels Coalition	\$33,600	15476		\$33,600
Bath & Body Works	\$33,600	15477		\$33,600
Universal Fairs	\$72,272	8199	\$38,679	\$33,593
Christensen & Hymas Attorneys	\$33,592	15477		\$33,592
Breeders Cup	\$33,573	15484		\$33,573
Audacy	\$33,570	15485		\$33,570
BioIQ	\$33,567	15486		\$33,567
Koji Sushi Restaurant	\$43,048	12706	\$9,486	\$33,562
Oklahoma Agritourism	\$33,529	15499		\$33,529

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
LEE & CATES GLASS CO	\$77,526	7701	\$44,001	\$33,525
Outer	\$33,525	15500		\$33,525
City Of Nashua Division Of Public Works	\$33,508	15511		\$33,508
Pure 111 Day Spa	\$33,506	15512		\$33,506
Orange County Government	\$45,505	12123	\$12,000	\$33,505
GG Distributing	\$33,500	15519		\$33,500
Office Of The Tenant Advocate	\$33,500	15519		\$33,500
Ithaca Hummus	\$33,495	15526		\$33,495
Clarkson Eye Care	\$180,123	3556	\$146,640	\$33,483
Metropolitan Ministries	\$142,382	4437	\$108,902	\$33,480
South Carolina Department Of Mental Health	\$33,480	15530		\$33,480
Virginia Department Of Wildlife Resources	\$33,480	15531		\$33,480
El Paso Police Department	\$39,684	13542	\$6,228	\$33,456
Anthony-Smith Law Firm	\$68,615	8582	\$35,160	\$33,455
Stanley Law Offices	\$198,933	3235	\$165,485	\$33,448
Law Offices Of Kenneth G Egan	\$36,096	14645	\$2,656	\$33,440
Montgomery County Immunization Coalition	\$33,437	15539		\$33,437
IACT Health	\$39,616	13553	\$6,180	\$33,436
Dwellings Interior Design & Home Furnishings	\$41,827	12989	\$8,400	\$33,427
Grad Solutions School	\$33,427	15541		\$33,427
Ventura County Hall Of Administration	\$87,936	6888	\$54,517	\$33,419
Defending Democracy Together	\$33,417	15545		\$33,417
Ventura Foods	\$43,800	12536	\$10,400	\$33,400
Billy Navarre Local Dealer	\$67,947	8667	\$34,553	\$33,394
North Park Local Dealer	\$386,594	1645	\$353,204	\$33,390
Levys Fine Jewelry	\$33,383	15553		\$33,383
Diversus Health	\$33,375	15556		\$33,375
Exxxotica Miami Beach	\$33,375	15557		\$33,375
Turner Pest Control Inc	\$33,360	15565		\$33,360
Fort Myers Police Department	\$51,330	10934	\$17,981	\$33,349
Texas Department Of State Health Services	\$155,209	4087	\$121,874	\$33,335
Boston Senior Home Care Service	\$37,899	14074	\$4,568	\$33,331
National Merchants Assn	\$33,330	15573		\$33,330
Tonya Stewart Law Firm	\$33,329	15574		\$33,329
Abuelitos Medical Center	\$33,328	15575		\$33,328
ER On Soncy Emergency Room	\$33,327	15576		\$33,327
DEVONS JEWELRY STORE	\$230,127	2792	\$196,803	\$33,324
Cherry Capital Airport	\$35,070	14964	\$1,750	\$33,320
Holy Cross Hospital	\$39,806	13512	\$6,500	\$33,306
La Joya Independent School District	\$33,305	15578		\$33,305
Towbin Local Dealer	\$48,000	11619	\$14,712	\$33,288

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Zimmerman Law Firm	\$33,280	15584		\$33,280
Musical Instrument Museum	\$78,378	7607	\$45,103	\$33,275
Hudson Valley Bank	\$33,250	15594		\$33,250
Buddys Pizza Restaurant	\$36,206	14610	\$2,972	\$33,234
Rock Hill Eye Center	\$33,234	15596		\$33,234
Specialty Orthopedic Group	\$123,332	5046	\$90,115	\$33,217
Barbee Media Group	\$33,210	15605		\$33,210
JACKSON PUBLIC SCHOOLS	\$44,030	12487	\$10,829	\$33,201
First Hawaiian Bank	\$55,673	10228	\$22,478	\$33,195
Foundation For A Better Life	\$35,575	14805	\$2,400	\$33,175
FIRST FIVE CMSN/SN DG	\$33,168	15613		\$33,168
Chicago State University	\$66,799	8799	\$33,640	\$33,159
Pure Golds Crazy Horse Gentlemans Club	\$33,155	15616		\$33,155
Princeton Radiology	\$33,150	15617		\$33,150
Burkitt Center For Comprehensive Dentistry	\$33,147	15618		\$33,147
JP Ward & Assoc Dentists	\$43,146	12688	\$10,000	\$33,146
DCA Creative Communications Consulting	\$33,144	15622		\$33,144
Accel Fusion Contractor	\$38,753	13826	\$5,617	\$33,136
Grannys Helping Hands Service	\$38,142	13993	\$5,007	\$33,135
ER At McCarran NW	\$33,125	15631		\$33,125
Doral Local Dealer	\$33,120	15634		\$33,120
ESCAPE LOUNGE	\$49,665	11279	\$16,555	\$33,110
Young Powersports	\$33,103	15639		\$33,103
Annuity Store	\$33,100	15640		\$33,100
KINGS REAL ESTATE	\$33,100	15641		\$33,100
KCAL Insurance Agency	\$59,819	9684	\$26,740	\$33,079
Mount Mary University	\$40,856	13226	\$7,790	\$33,066
Cherish Families	\$33,066	15651		\$33,066
Jordan Credit Union	\$97,298	6246	\$64,244	\$33,054
DBC PACKAGING SERVICES	\$33,050	15656		\$33,050
WORLD WIDE TECHNOLOGY	\$95,798	6341	\$62,750	\$33,048
First Central Credit Union	\$75,893	7860	\$42,851	\$33,042
Lactalis	\$41,621	13050	\$8,581	\$33,040
Circle Power Renewables Energy	\$33,034	15658		\$33,034
Carolina Trust Federal Credit Union	\$160,407	3957	\$127,377	\$33,030
Elamar Skin Science	\$110,289	5582	\$77,259	\$33,030
First Western Bank & Trust	\$33,015	15661		\$33,015
Express Financial	\$33,010	15665		\$33,010
Exclusive Grand Rapids Medical & Recreational Marijuana	\$33,007	15666		\$33,007
WYXB	\$39,000	13728	\$6,000	\$33,000
Bitmovin	\$33,000	15670		\$33,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
District Of Columbia Water & Sewer Authority	\$33,000	15670		\$33,000
Elite Rejuvenation Medical Spa	\$33,000	15670		\$33,000
Roadway Moving Service	\$33,000	15670		\$33,000
Sakara Life Organic Meal Delivery	\$33,000	15670		\$33,000
Aids Foundation Houston	\$32,996	15685		\$32,996
Government Employee Benefit Assn	\$59,988	9660	\$27,000	\$32,988
Desert Rock Capital	\$32,978	15691		\$32,978
Pepsi Bottling Ventures	\$32,960	15699		\$32,960
Universidad Interamericana De PR	\$45,215	12200	\$12,267	\$32,948
Joanie Bernard Foundation	\$59,139	9767	\$26,198	\$32,941
We Work For Health Organization	\$32,939	15707		\$32,939
Walker Furniture Store	\$48,730	11476	\$15,799	\$32,931
SSI Technologies	\$36,430	14541	\$3,500	\$32,930
BARNES BULLETS STORE	\$32,928	15708		\$32,928
Investment Co Of FL	\$53,034	10643	\$20,108	\$32,926
Patina Group Restaurant	\$32,920	15711		\$32,920
Richs Car Wash	\$32,900	15722		\$32,900
Jays Floors & More Store	\$32,894	15727		\$32,894
Owens & Mulherin Attorneys	\$75,103	7932	\$42,220	\$32,883
Mark Lobanoff MD	\$32,877	15732		\$32,877
Phoenix Art Museum	\$75,300	7917	\$42,437	\$32,863
Detroit Water & Sewerage Department	\$32,859	15742		\$32,859
Friendly Pharmacy	\$35,837	14725	\$2,979	\$32,858
Carpet Empire Plus Store	\$80,456	7422	\$47,599	\$32,857
Bloom Medical Marijuana Dispensary	\$32,857	15743		\$32,857
Music City Local Dealer	\$57,442	10003	\$24,588	\$32,854
Better Med Urgent Care	\$32,850	15747		\$32,850
ECO CHARTER SCHOOL	\$62,852	9265	\$30,014	\$32,838
Wright Implement Lawn & Garden Center	\$97,198	6249	\$64,362	\$32,836
Anoka County Recycling Center	\$32,836	15751		\$32,836
Florida Museum Of Natural History	\$68,279	8618	\$35,444	\$32,835
Shift Technologies	\$32,831	15753		\$32,831
Target Solutions Contractor	\$32,824	15755		\$32,824
Esse Health	\$106,062	5763	\$73,250	\$32,812
Global Citizen Organization	\$32,812	15758		\$32,812
Houston Baptist University	\$32,807	15760		\$32,807
NECCO Organization	\$32,801	15762		\$32,801
Knox Pest Control	\$53,000	10648	\$20,200	\$32,800
Farris Riley & Pitt Attorneys At Law	\$32,797	15767		\$32,797
Secretary Of State	\$85,020	7088	\$52,227	\$32,793
REPTILE SUPER SHOW	\$33,372	15557	\$589	\$32,783

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Eye Doc At St Rose	\$32,782	15771		\$32,782
300 Entertainment	\$45,100	12224	\$12,325	\$32,775
AmeriGroup	\$32,772	15774		\$32,772
GBMC Healthcare	\$43,285	12654	\$10,515	\$32,770
Accelerated Urgent Care Clinic	\$295,746	2170	\$262,980	\$32,766
Reeves & Mestayer Attorneys At Law	\$49,550	11311	\$16,800	\$32,750
FirstOnSite Restoration Services	\$32,750	15784		\$32,750
Palm Beach State College	\$32,750	15785		\$32,750
BRIDGE OF HOPE ORG	\$38,749	13827	\$6,000	\$32,749
Schnucks Store	\$326,703	1975	\$293,956	\$32,747
Greulichs Auto Repair & Collision	\$55,244	10284	\$22,500	\$32,744
Hero Plumbing Heating & Cooling	\$32,720	15794		\$32,720
Foundation For Traditional Culture	\$70,928	8332	\$38,228	\$32,700
San Joaquin Delta College	\$35,700	14767	\$3,000	\$32,700
Classen Kush House Dispensary	\$32,700	15799		\$32,700
True North Real Estate Development	\$32,700	15800		\$32,700
Turning Leaf Centers	\$32,697	15800		\$32,697
West Land Travel Center	\$55,116	10305	\$22,429	\$32,687
Associated Mortgage	\$35,932	14699	\$3,250	\$32,682
Freedom Defense Initiative Organization	\$32,680	15806		\$32,680
Midco	\$168,032	3805	\$135,353	\$32,679
Aint Too Proud To Beg	\$51,428	10913	\$18,750	\$32,678
Birmingham Bloomfield Credit Union	\$32,661	15811		\$32,661
Leeds Furniture Store	\$46,620	11897	\$13,965	\$32,655
Tortuga Jacks Restaurant	\$72,000	8221	\$39,350	\$32,650
Juan LaFonta & Assoc Attorney	\$92,064	6589	\$59,427	\$32,637
Lagom Care Service	\$32,634	15815		\$32,634
Liv Cannabis Store	\$32,631	15818		\$32,631
SWOR & GATTO ATTY	\$97,125	6253	\$64,500	\$32,625
Eye Promise	\$37,152	14309	\$4,538	\$32,614
Rotary Intl Convention	\$32,613	15825		\$32,613
High School For Recording Arts	\$33,898	15391	\$1,286	\$32,612
Platinum Plumbing & Heating Contractor	\$32,610	15826		\$32,610
Screencastify	\$32,610	15827		\$32,610
Anntoine Marketing Plus Design	\$32,601	15830		\$32,601
Danner Boots Store	\$74,600	7985	\$42,000	\$32,600
Yeshiva University	\$61,500	9430	\$28,901	\$32,599
Zangmeister Center	\$32,587	15837		\$32,587
Amoco Federal Credit Union	\$228,247	2813	\$195,674	\$32,573
TACOMA PUBLIC SCHOOL	\$32,550	15847		\$32,550
Karen Ann Quinlan Hospice Service	\$32,545	15850		\$32,545

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Bank Of Springfield	\$72,835	8142	\$40,295	\$32,540
Lockett Law Office	\$32,524	15856		\$32,524
Coachella Smoke Co Lounge	\$41,880	12976	\$9,360	\$32,520
Atlanta Local Dealer	\$38,286	13953	\$5,779	\$32,507
Crescent Crown Distributing	\$32,502	15859		\$32,502
Courier	\$62,125	9346	\$29,625	\$32,500
One Four Media Advertising Service	\$46,250	11954	\$13,750	\$32,500
Department Of Housing & Community Development	\$45,400	12165	\$12,900	\$32,500
Coastal Carolina Fair	\$32,500	15861		\$32,500
CWS Dedicated Service	\$32,500	15861		\$32,500
Jamestown Center Cannabis Dispensary	\$32,500	15861		\$32,500
JP Pest Services	\$32,500	15861		\$32,500
Master Tech Mechanical	\$32,500	15861		\$32,500
NASHVILLE SUPER SPEEDWAY	\$32,500	15861		\$32,500
New York State Police Department	\$32,500	15861		\$32,500
Ottawa Area Intermediate School District	\$32,500	15861		\$32,500
PropSwap Gambling	\$32,499	15861		\$32,499
Rodeo Dental	\$65,916	8904	\$33,420	\$32,496
Emergency Clinic At Alamo Heights	\$32,496	15876		\$32,496
Higashi Eyewear Sales & Service	\$32,496	15876		\$32,496
Vegas Golden Knights Hockey Team	\$34,050	15341	\$1,556	\$32,494
Dallas Theater Center	\$32,493	15876		\$32,493
DOC Orthopaedics & Sports Medicine	\$32,493	15884		\$32,493
OrthoMichigan Clinic	\$32,490	15887		\$32,490
Pacific Southwest Irrigation Equipment Supply	\$32,490	15887		\$32,490
San Fran Bay Area Water Emergency Transportation Authority	\$32,485	15890		\$32,485
Jacksonville Transportation Authority	\$32,483	15892		\$32,483
University Of Central MO	\$213,807	3017	\$181,342	\$32,465
Sebastian Yatra Personal Appearance	\$32,461	15900		\$32,461
SaviBank	\$32,454	15903		\$32,454
Catch.co	\$32,453	15903		\$32,453
Hefty	\$41,589	13065	\$9,140	\$32,449
CPTV	\$38,645	13855	\$6,200	\$32,445
Wynwood Brewing	\$32,443	15907		\$32,443
West Community Credit Union	\$63,907	9141	\$31,467	\$32,440
NYC Ads Co Advertising Service	\$38,437	13911	\$6,000	\$32,437
Freedom Initiative	\$32,420	15913		\$32,420
Unifi	\$32,415	15914		\$32,415
Amgen	\$78,000	7649	\$45,593	\$32,407
McCormick & Vilushis Attorneys	\$32,401	15916		\$32,401
Aran & Franklin Engineering	\$48,024	11610	\$15,624	\$32,400

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Gumbeaux Lending Group	\$32,400	15919		\$32,400
Owl Creek RV Park Resort	\$32,400	15919		\$32,400
Brixton	\$32,391	15924		\$32,391
Southeastern Sales Group Consulting Services	\$32,388	15925		\$32,388
Rolls-Royce	\$48,783	11458	\$16,400	\$32,383
Broken Arrow OK	\$35,340	14868	\$2,958	\$32,382
Vibe By CA Recreational Marijuana Shop	\$32,382	15930		\$32,382
R&R PARTNERS SERVICES	\$95,689	6352	\$63,311	\$32,378
Goff Law Group	\$111,698	5516	\$79,328	\$32,370
Holcomb Bus Service	\$32,363	15933		\$32,363
Hands To Hold Home Care	\$32,344	15936		\$32,344
Home Telecom	\$176,201	3635	\$143,864	\$32,337
Union Depot Transit	\$34,125	15312	\$1,792	\$32,333
Edward C Lutz Attorney	\$36,900	14383	\$4,572	\$32,328
Prince Georges County Department Of Family Service	\$35,328	14871	\$3,000	\$32,328
Handy Air	\$32,320	15950		\$32,320
Harston Woods Community	\$32,316	15953		\$32,316
Jax Pacific West Insurance	\$41,512	13081	\$9,207	\$32,305
John Knox Village Of Central FL	\$80,352	7430	\$48,048	\$32,304
Whittier Dental Group	\$120,900	5143	\$88,600	\$32,300
G&S Heating Cooling & Electric	\$32,296	15960		\$32,296
Rocket City Trash Pandas Baseball Team	\$32,288	15966		\$32,288
Crockett Doodles Service	\$32,281	15972		\$32,281
Hollywood Park Casino	\$305,251	2096	\$272,981	\$32,270
Vuteq USA	\$109,262	5629	\$77,000	\$32,262
Dayyani Jewelers	\$32,250	15980		\$32,250
United Bridge Partners Contractor	\$32,250	15981		\$32,250
Vertex Aerospace	\$32,250	15981		\$32,250
Dana	\$48,246	11567	\$16,000	\$32,246
Griner Engineering	\$32,246	15986		\$32,246
Firekeepers Casino Hotel	\$616,539	1014	\$584,298	\$32,241
AB Tech Community College	\$72,198	8203	\$39,964	\$32,234
Jim Trenary Local Dealer	\$48,761	11461	\$16,557	\$32,204
Linda Friedrich Real Estate Agency	\$59,128	9769	\$26,925	\$32,203
Smith & Nephew	\$38,202	13980	\$6,000	\$32,202
Louisiana Delta Community College	\$61,300	9455	\$29,100	\$32,200
Alameda County Probation Department	\$32,200	15995		\$32,200
Go Raleigh Transit Service	\$32,200	15996		\$32,200
121 Financial Credit Union	\$156,398	4048	\$124,199	\$32,199
Weatherford Local Dealer	\$111,441	5533	\$79,242	\$32,199
Marc Brown Law Firm	\$32,195	15996		\$32,195

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Hucks Convenience Store	\$63,646	9170	\$31,454	\$32,192
Proof Point	\$32,191	16000		\$32,191
Chipotle Mexican Grill	\$32,190	16002		\$32,190
Lexington Medical Center	\$196,720	3274	\$164,531	\$32,189
Virginia Natural Gas	\$47,928	11645	\$15,743	\$32,185
NC MACHINERY CO	\$32,180	16006		\$32,180
OFFICE OF TRAFFIC SAFETY	\$245,578	2625	\$213,400	\$32,178
Guidewell Insurance Agency	\$36,800	14410	\$4,630	\$32,170
First Doctors Weight Loss	\$238,854	2699	\$206,689	\$32,165
HOMETOWN MEDICAL CENTER	\$32,154	16018		\$32,154
JP Ward & Assoc Attorneys	\$32,152	16019		\$32,152
Aultman Hospital	\$316,384	2038	\$284,246	\$32,138
King & Assoc Cardiology PLLC	\$45,200	12204	\$13,063	\$32,137
DPF Cleaning Specialists	\$32,135	16026		\$32,135
Clardy Law Firm	\$228,492	2809	\$196,365	\$32,127
Billionaire Club	\$32,125	16030		\$32,125
Tile Layers & Finishers	\$32,125	16031		\$32,125
Columbus School For Girls	\$32,120	16034		\$32,120
First United Mortgage Group	\$32,114	16036		\$32,114
Iron Tree Service	\$48,354	11547	\$16,243	\$32,111
Total Mechanical Systems	\$32,105	16039		\$32,105
John Soules Foods	\$36,600	14470	\$4,500	\$32,100
BestSelf Behavioral Health Center	\$123,493	5041	\$91,398	\$32,095
Heart Center Of The Oranges	\$32,085	16049		\$32,085
Findlay Local Dealer	\$251,020	2567	\$218,936	\$32,084
Outschool Online Classes	\$32,081	16052		\$32,081
Massachusetts Assn For Community Development	\$40,854	13227	\$8,786	\$32,068
Armor	\$39,715	13531	\$7,650	\$32,065
Graphic Packaging Intl	\$40,553	13303	\$8,500	\$32,053
Luxe At White House Real Estate	\$32,050	16057		\$32,050
McClellands Contracting & Roofing	\$32,050	16058		\$32,050
Onsharp Web Design	\$63,606	9174	\$31,557	\$32,049
Carolinas Dentist Clinic	\$36,390	14562	\$4,350	\$32,040
Roden Law Firm	\$44,935	12296	\$12,900	\$32,035
Family Medical Doctors Center	\$33,332	15572	\$1,300	\$32,032
Chesapeake Research Group	\$71,025	8319	\$39,000	\$32,025
ATLANTA FLOORING DESIGN	\$32,025	16062		\$32,025
Dig Restaurant	\$32,017	16065		\$32,017
Health Tradition Health Plan	\$58,914	9791	\$26,907	\$32,007
SOUTH TX COLLEGE OF LAW	\$138,000	4574	\$106,000	\$32,000
Learn Sativa University	\$56,000	10193	\$24,000	\$32,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Arrive	\$32,000	16070		\$32,000
ART STUDENTS LEAGUE/NY	\$32,000	16070		\$32,000
Auto Collision Group Body Shop	\$32,000	16070		\$32,000
Brian D Perskin & Assoc Attorneys	\$32,000	16070		\$32,000
Cedar Rapids Community Development Department	\$32,000	16070		\$32,000
COX AUCTION	\$32,000	16070		\$32,000
Flournoy Construction	\$32,000	16070		\$32,000
Jam Food Distributor	\$32,000	16070		\$32,000
Netcost Market	\$32,000	16070		\$32,000
San Gabriel Valley Tribune	\$32,000	16070		\$32,000
Save Mart Supermarkets	\$81,443	7338	\$49,446	\$31,997
Bergen Basin Realty	\$50,496	11083	\$18,500	\$31,996
Benjamin Franklin Plumbing Service	\$129,275	4847	\$97,284	\$31,991
GALVESTON BAY FOUNDATION	\$31,980	16096		\$31,980
Swift & Co	\$31,976	16097		\$31,976
Amerhart Building Products Store	\$31,975	16098		\$31,975
Basement Doctor	\$51,750	10857	\$19,780	\$31,970
Wheel Of Fortune	\$54,968	10340	\$23,000	\$31,968
ADAMHS Board Of Cuyahoga County	\$35,356	14865	\$3,400	\$31,956
Alex Steinleitner MD	\$152,002	4165	\$120,052	\$31,950
HealthCare Dynamics Intl	\$41,310	13125	\$9,360	\$31,950
NARI National Assn Of The Remodeling Industry	\$64,620	9061	\$32,690	\$31,930
Sandhills Oral Surgery & Implant Dentistry	\$35,280	14887	\$3,360	\$31,920
Avanti Day Resort	\$31,905	16119		\$31,905
Cash Time Title Loans	\$61,181	9474	\$29,280	\$31,901
High Lakes Cannabis Co Store	\$31,900	16123		\$31,900
National Alliance For Public Chartered Schools	\$31,900	16123		\$31,900
No Limit Investment Group	\$31,900	16123		\$31,900
Unity Family Medicine Clinic	\$31,875	16136		\$31,875
Mike Terry Local Dealer	\$31,848	16145		\$31,848
Red Ledges Real Estate Development	\$31,848	16145		\$31,848
POL-House Of Delegates	\$76,837	7770	\$44,997	\$31,840
Pants Clothing Store	\$31,836	16145		\$31,836
Coleman Vision Center	\$31,833	16150		\$31,833
Harmony School Of Innovation	\$31,832	16151		\$31,832
Phillipsburg Easton Local Dealer	\$85,646	7043	\$53,822	\$31,824
Christ College Of Nursing & Health Sciences	\$111,618	5518	\$79,800	\$31,818
Dixon Law Firm	\$48,441	11529	\$16,632	\$31,809
Joes Express Carwash	\$31,809	16158		\$31,809
Paves Corp Contractor	\$31,807	16159		\$31,807
Foot Solutions Shoe Store	\$33,800	15416	\$2,000	\$31,800

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Tecate	\$31,800	16163		\$31,800
WOLFTRAP FNDD/PRFMG ARTS	\$31,800	16163		\$31,800
Jim Click Local Dealer	\$31,799	16163		\$31,799
Renaissance Plastic Surgery	\$56,217	10169	\$24,422	\$31,795
Marcus & Mack Attorneys	\$44,795	12325	\$13,000	\$31,795
Kirbor Homes Real Estate Developer	\$32,145	16021	\$357	\$31,788
Spartanburg Community College	\$72,082	8213	\$40,300	\$31,782
Community College Of Baltimore County	\$53,500	10571	\$21,732	\$31,768
Roberts Resorts	\$31,760	16176		\$31,760
Paz Law Firm	\$31,753	16176		\$31,753
Matthew D Dubin Attorney	\$77,095	7738	\$45,350	\$31,745
University Of Chicago	\$811,265	760	\$779,535	\$31,730
Brakebush	\$36,755	14424	\$5,025	\$31,730
Abundant Life Christian Church	\$31,730	16185		\$31,730
Fayetteville Vet Center	\$31,730	16187		\$31,730
Apache Sky Casino	\$61,819	9385	\$30,096	\$31,723
Parker Hannifin	\$35,849	14721	\$4,137	\$31,712
Briggs & Stratton	\$31,700	16196		\$31,700
WRDG	\$31,700	16196		\$31,700
Joe Machens Local Dealer	\$117,667	5245	\$85,985	\$31,682
Cedarhurst Medical Assoc	\$31,682	16201		\$31,682
Fat Cat Bar & Grill	\$39,600	13557	\$7,925	\$31,675
OfferPad Home Buying	\$31,674	16203		\$31,674
Blue Sky Behavioral Health	\$60,400	9578	\$28,737	\$31,663
KPNX	\$43,286	12653	\$11,625	\$31,661
Osaka Steak House	\$38,100	14003	\$6,440	\$31,660
Silgan Containers	\$31,653	16212		\$31,653
Stewart Miller Simmons Trial Attorneys	\$51,213	10951	\$19,564	\$31,649
Stauffers Of Kissel Hill Supermarket	\$68,400	8606	\$36,754	\$31,646
Northwest Exterminating	\$633,781	981	\$602,136	\$31,645
Mr Fuel Service Station	\$78,067	7645	\$46,422	\$31,645
KINSEYS	\$49,720	11266	\$18,080	\$31,640
TIMS SPECIAL CUT MEATS	\$42,132	12905	\$10,500	\$31,632
Perspectives Charter School	\$67,249	8744	\$35,634	\$31,615
Kitchen Restaurant	\$31,614	16223		\$31,614
Playa Hotels & Resorts	\$79,430	7517	\$47,820	\$31,610
Traditional Medicinals	\$31,605	16227		\$31,605
Home Loan Expert	\$31,604	16227		\$31,604
Maria Quattrone & Assoc Realty	\$31,600	16231		\$31,600
Oakland Catholic High School	\$31,600	16231		\$31,600
John R Salazar Attorney	\$161,067	3945	\$129,469	\$31,598

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Lodge Cast Iron Factory Store	\$98,893	6151	\$67,295	\$31,598
Almagno Law Firm	\$54,502	10401	\$22,908	\$31,594
Mary Jane Burgers & Brew Restaurant	\$35,184	14928	\$3,594	\$31,590
USA Gun Shows	\$31,579	16241		\$31,579
Arocon Roofing & Construction	\$248,750	2587	\$217,177	\$31,573
Banko Beverage Co	\$36,605	14467	\$5,040	\$31,565
COUNTY OF KINGS	\$31,550	16247		\$31,550
NITTANY VALLEY REHAB HSP	\$33,172	15612	\$1,625	\$31,547
Big Cedar Lodge Resort	\$92,582	6557	\$61,044	\$31,538
Bank Of ID	\$96,718	6279	\$65,181	\$31,537
Car Wash Operations Services	\$31,521	16251		\$31,521
Roots Los Angeles Recreational Marijuana Shop	\$31,505	16259		\$31,505
CATALINA ISLAND CA	\$40,000	13433	\$8,500	\$31,500
Ashford Mills Real Estate Development	\$31,500	16261		\$31,500
Express Vets	\$31,500	16262		\$31,500
Hirschbach Transportation Service	\$31,500	16262		\$31,500
Hudson Healthcare Express	\$31,500	16262		\$31,500
Jimmie W Kang Attorney	\$31,500	16262		\$31,500
LANCE CAMPERS RV SALES	\$31,500	16262		\$31,500
MariMed420 Medical Marijuana Clinic	\$31,500	16262		\$31,500
Master Class Shooter Supply & Indoor Range Store	\$31,500	16262		\$31,500
Ponce Health Sciences University	\$31,500	16262		\$31,500
Shops At Canal Place	\$31,500	16262		\$31,500
Vance Outdoors Inc	\$31,500	16262		\$31,500
Cindy Goldstein Law Firm	\$31,493	16262		\$31,493
BAE Systems	\$202,716	3172	\$171,224	\$31,492
Wild Animal Safari	\$31,492	16278		\$31,492
HSHS Hospital Sisters Health System	\$238,777	2700	\$207,288	\$31,489
Overhead Door Co	\$134,558	4682	\$103,075	\$31,483
Terminus	\$31,475	16284		\$31,475
Fairway Independent Mortgage Corp	\$60,503	9561	\$29,031	\$31,472
Celerion	\$58,090	9899	\$26,619	\$31,471
ANGELO MANCUSO MD	\$52,646	10704	\$21,175	\$31,471
Puerto Vallarta Mexican Restaurant	\$31,452	16289		\$31,452
SUMMIT HOMES	\$42,550	12823	\$11,100	\$31,450
GATE GAS STN CNVNC STR	\$31,449	16290		\$31,449
ROWAN EYE CENTER	\$33,503	15515	\$2,059	\$31,444
North Suffolk Neurology	\$31,433	16292		\$31,433
Brinton Vision Clinic	\$120,255	5167	\$88,826	\$31,429
Cumberland Connect	\$31,429	16293		\$31,429
Smile Doctors Braces Dental Center	\$32,993	15688	\$1,565	\$31,428

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
SWIFT TRANSPORTATION	\$32,165	16013	\$750	\$31,415
LE0005 CLEARresult Consulting	\$35,164	14931	\$3,750	\$31,414
Bettenhausen Local Dealer	\$51,000	10990	\$19,590	\$31,410
Echo Delta Marketing Service	\$31,409	16300		\$31,409
Florida Environmental Pest Mgt	\$61,400	9440	\$30,000	\$31,400
Santa Rosa County FL Dept of Public Information Office	\$31,400	16304		\$31,400
Kentucky Education & Workforce Development Cabinet	\$31,398	16305		\$31,398
Quincy Street Meats	\$31,386	16308		\$31,386
CarZeus.com Local Dealer	\$31,385	16310		\$31,385
Cool Renewal Spa	\$38,875	13791	\$7,500	\$31,375
Christ Embassy Church	\$31,373	16318		\$31,373
County Medical Services Program	\$31,370	16319		\$31,370
QED Holdings Assisted Living Facility	\$31,350	16329		\$31,350
Upper Allegheny Medical Center	\$31,350	16330		\$31,350
Seton Medical Center	\$31,347	16330		\$31,347
Humble Fashion Clothing Store	\$31,340	16334		\$31,340
Jagannathan Neurosurgery	\$31,335	16335		\$31,335
Friend Family Health Center	\$31,323	16338		\$31,323
Goody Goody Liquor Store	\$37,158	14307	\$5,850	\$31,308
LEONARDO JEWELERS	\$177,642	3603	\$146,335	\$31,307
Great Lakes Neurosurgical Assoc	\$32,413	15915	\$1,106	\$31,307
Augusta GA	\$41,474	13094	\$10,168	\$31,306
Transfort	\$65,540	8941	\$34,236	\$31,304
Trane Co	\$32,800	15764	\$1,500	\$31,300
ATLANTA POLICE FNDTN	\$31,300	16345		\$31,300
San Diego Housing Commission	\$31,300	16347		\$31,300
Saffron Indian Cuisine Restaurant & Bar	\$41,697	13032	\$10,398	\$31,299
AMERICOLD	\$36,295	14587	\$5,000	\$31,295
Northern AZ Healthcare	\$31,295	16347		\$31,295
AC & Heating Express Contractor	\$31,290	16352		\$31,290
Skips Fish & Chicken Restaurant	\$34,177	15296	\$2,896	\$31,281
South FL Sinus & Allergy Center	\$187,534	3432	\$156,275	\$31,259
Daniel Stark Attorney	\$244,398	2638	\$213,141	\$31,257
Rocky Mountain Power Co	\$31,251	16367		\$31,251
Anti Police-Terror Project	\$31,250	16368		\$31,250
Athletic Media Co	\$31,250	16369		\$31,250
BIG SHOULDERS FUND ORG	\$31,250	16369		\$31,250
CENTER ORG	\$31,250	16369		\$31,250
CHICAGO COMICS STORE	\$31,250	16369		\$31,250
Eric Adams Contracting	\$31,250	16369		\$31,250
Few Spirits	\$31,250	16369		\$31,250

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Simpsons Restaurant	\$31,250	16369		\$31,250
USA Today	\$31,250	16369		\$31,250
ArtPride NJ	\$31,249	16382		\$31,249
Woodbury Dental Arts Center	\$31,245	16382		\$31,245
WFBT	\$31,240	16386		\$31,240
Hall & Gans Holdings Medicinal Cannabis	\$156,637	4041	\$125,398	\$31,239
Ariat	\$41,097	13172	\$9,860	\$31,237
Robert C Wesley Jeweler	\$45,750	12066	\$14,518	\$31,232
EmergeOrtho Clinic	\$64,307	9092	\$33,080	\$31,227
Salt City Home Loans	\$31,227	16391		\$31,227
Immunity Rural	\$31,225	16392		\$31,225
Phillips Collection Museum	\$93,276	6496	\$62,062	\$31,214
Bexar County Juvenile Probation Department	\$31,205	16395		\$31,205
Artha Wellness Center	\$35,000	14982	\$3,800	\$31,200
Georgia Pain & Spine Care Center	\$33,800	15417	\$2,600	\$31,200
McMahon Truck Centers Local Dealer	\$33,800	15417	\$2,600	\$31,200
Green Fox Supply	\$31,200	16398		\$31,200
WUGA	\$31,200	16398		\$31,200
Clark Art Institute Gallery	\$67,774	8687	\$36,580	\$31,194
Sioux Falls Local Dealer	\$41,592	13061	\$10,398	\$31,194
Bargain4Less USA Wholesale Liquidator	\$31,194	16409		\$31,194
BUNKERS MORTUARIES CMTRS	\$31,189	16411		\$31,189
CareOregon Inc	\$31,189	16412		\$31,189
Apple Plumbing & Heating	\$31,181	16414		\$31,181
Kern Machinery Co	\$43,761	12545	\$12,600	\$31,161
M/I Homes	\$178,142	3596	\$146,986	\$31,156
ABCO Refrigeration Supply	\$31,152	16427		\$31,152
SOUTHEASTERN FREIGHT LNS	\$31,150	16429		\$31,150
Duke Clinical Research Institute	\$31,147	16432		\$31,147
Oklahoma State University	\$118,020	5238	\$86,874	\$31,146
Santa Maria Town Center Mall	\$31,146	16433		\$31,146
Community Foundation Of Frederick County MD Inc	\$31,145	16435		\$31,145
Prime Care Of Hemet Valley	\$31,142	16437		\$31,142
Milford Prevention Council	\$31,125	16441		\$31,125
Trieu Law Firm	\$31,125	16441		\$31,125
Lifestyle Appliances Store	\$31,115	16447		\$31,115
Illinois Wesleyan University	\$34,123	15313	\$3,015	\$31,108
Bay Area Medical Academy	\$31,106	16449		\$31,106
PEACHTREE RIDES	\$31,095	16456		\$31,095
Find My RV Home	\$31,092	16456		\$31,092
Miskelly	\$236,376	2718	\$205,294	\$31,082

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
DM Roofing Contractor	\$33,473	15531	\$2,407	\$31,066
Intl Federation Of Professional & Technical Engineers	\$31,063	16468		\$31,063
Capital City Bank	\$240,194	2684	\$209,136	\$31,058
Vitalant	\$48,354	11548	\$17,299	\$31,055
Midwest Shooting	\$31,050	16471		\$31,050
Johnsons Propane Service	\$35,047	14970	\$4,000	\$31,047
Domino Foods Market	\$31,012	16482		\$31,012
Beasley Media Group Advertising Services	\$33,509	15510	\$2,500	\$31,009
Jersey Fresh	\$43,500	12596	\$12,500	\$31,000
Collegiate Peaks Bank	\$31,000	16488		\$31,000
Sientra	\$31,000	16488		\$31,000
Twenty6 Two Advertising Agency	\$31,000	16488		\$31,000
Woods Hole Oceanographic Institution	\$31,000	16488		\$31,000
Horizon Plastic Surgery & Dermatology	\$39,998	13433	\$9,000	\$30,998
ELAN FURS STORE	\$30,996	16488		\$30,996
HUMAN TECHNOLOGIES EMP	\$63,326	9204	\$32,337	\$30,989
Sylvan Learning Center	\$98,927	6145	\$67,940	\$30,987
Front Range Lumber Co	\$30,975	16503		\$30,975
Wahlburgers Restaurant	\$42,745	12781	\$11,771	\$30,974
Hiller Plumbing Heating & Cooling Co	\$52,915	10667	\$21,945	\$30,970
TANGANYIKA WILDLIFE PARK	\$53,689	10536	\$22,731	\$30,958
Panhandle Health District	\$38,407	13916	\$7,450	\$30,957
El Campesino Restaurant	\$30,955	16508		\$30,955
Arizona Snowbowl Event	\$30,950	16511		\$30,950
CAPE COD MA	\$30,950	16512		\$30,950
St Augustine Trains Travel	\$30,948	16512		\$30,948
Sol Y Vida Medical Center	\$30,941	16516		\$30,941
Jacksonville Electric Authority	\$152,933	4137	\$121,995	\$30,938
Cambridge Health Alliance	\$277,931	2311	\$246,994	\$30,937
Capaz Law Firm	\$30,936	16517		\$30,936
Twin Cities Discount Granite	\$30,925	16521		\$30,925
Lee Kum Kee	\$100,420	6049	\$69,500	\$30,920
Indiana Members Credit Union	\$72,472	8176	\$41,560	\$30,912
Whyte & MacKay	\$30,902	16526		\$30,902
Dania Casino & Jai-Alai	\$155,819	4067	\$124,919	\$30,900
Korben Labs	\$40,923	13212	\$10,028	\$30,895
NAMI	\$56,809	10087	\$25,915	\$30,894
Home Health Care 2000	\$54,863	10348	\$23,973	\$30,890
SOUTH COUNTY ANTIQUE MLL	\$46,202	11967	\$15,320	\$30,882
Klaussner	\$30,882	16529		\$30,882
Seasons Hospice & Palliative Care	\$77,982	7656	\$47,104	\$30,878

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Goldwater Bank	\$43,706	12561	\$12,829	\$30,877
Brooklyn Events Center	\$50,000	11189	\$19,125	\$30,875
Shining Star Youth & Community Services	\$30,863	16536		\$30,863
Miami Valley Child Development Centers	\$30,861	16538		\$30,861
K&L Gates Attorneys	\$30,860	16539		\$30,860
Tri-County Lodging Assn	\$30,860	16540		\$30,860
Lost Spirits Distillery	\$30,856	16540		\$30,856
ADELPHOI VILLAGE/&SVC	\$33,013	15663	\$2,160	\$30,853
DEL PAPA DISTRIBUTING	\$171,011	3735	\$140,166	\$30,845
Momsrising	\$30,845	16548		\$30,845
Security Service Federal Credit Union	\$984,483	621	\$953,640	\$30,843
Bank Of TN	\$66,787	8800	\$35,957	\$30,830
BeLeaf Medical Cannabis Dispensary	\$30,830	16551		\$30,830
HB MCCLURE HEATING & AC	\$59,126	9770	\$28,305	\$30,821
Discovery Senior Living Community	\$30,812	16556		\$30,812
ARNOLD STOVE&FIREPLC CTR	\$33,564	15487	\$2,753	\$30,811
Sutton Adventures II Rental Service	\$30,804	16558		\$30,804
WHDT	\$30,804	16559		\$30,804
WATKINS FLOOR CVRNG STR	\$40,800	13239	\$10,000	\$30,800
Absolute Airflow Heating & Air Service	\$30,800	16559		\$30,800
Community Mental Health Affiliates	\$30,800	16561		\$30,800
Green Pharms Store	\$37,539	14175	\$6,741	\$30,798
Daspit Law Firm	\$30,790	16567		\$30,790
NV Energy	\$74,469	7996	\$43,693	\$30,776
Concordia Lutheran Ministries	\$64,074	9123	\$33,300	\$30,774
Skagit Casino Resort	\$30,770	16574		\$30,770
Romero Group Property Mgt	\$30,765	16576		\$30,765
Leos Coney Island Restaurant	\$84,329	7139	\$53,566	\$30,763
Del Norte Pharmacy	\$30,756	16579		\$30,756
Play That Goes Wrong	\$31,250	16369	\$500	\$30,750
Childrens Institute	\$30,750	16580		\$30,750
Steve Foley Law	\$30,749	16582		\$30,749
Graceland University	\$30,734	16586		\$30,734
Princess	\$30,730	16588		\$30,730
Crystal Coast NC	\$30,723	16593		\$30,723
Council On Alcoholism & Drug Abuse	\$30,716	16594		\$30,716
Kualoa Ranch	\$87,269	6928	\$56,561	\$30,708
Tri-State Memorial Hospital & Medical Campus	\$30,692	16605		\$30,692
Watershed Car Wash	\$30,688	16609		\$30,688
Fluor	\$32,176	16007	\$1,489	\$30,687
ARJ Marketing Services	\$30,682	16611		\$30,682

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
UnidosUS Organization	\$30,680	16612		\$30,680
Fonvielle Lewis Messer & McConnaughay Attorneys	\$50,270	11131	\$19,596	\$30,674
McCarthy Building Co Developers	\$30,670	16614		\$30,670
Herman & Wells Law Office	\$30,664	16617		\$30,664
Arrowhead Regional Medical Center	\$85,661	7042	\$54,998	\$30,663
Comfort Air Heating & Cooling	\$108,850	5649	\$78,200	\$30,650
Corcoran Baer & McIntosh Real Estate Group	\$30,646	16619		\$30,646
WGRZ	\$43,789	12539	\$13,144	\$30,645
Horizon Telcom	\$30,645	16620		\$30,645
DMW Direct Marketing Service	\$30,636	16624		\$30,636
Apex Intl Education Partners	\$30,635	16625		\$30,635
Topcoat	\$30,635	16626		\$30,635
GLENDALE UNION HIGH/DIST	\$48,628	11490	\$18,000	\$30,628
EDMISTON YACHTS	\$30,625	16630		\$30,625
HUMAN RESOURCES	\$30,625	16631		\$30,625
My Choice Family Care	\$30,617	16631		\$30,617
Desert De Oro Foods	\$30,603	16637		\$30,603
Investors Community Bank	\$60,616	9547	\$30,015	\$30,601
911 Aware Commission Organization	\$30,600	16638		\$30,600
Brumos Collection	\$30,600	16639		\$30,600
Fish Wish	\$30,600	16639		\$30,600
Peach State Truck Centers	\$30,600	16639		\$30,600
Rockin F Hat Works Store	\$30,600	16639		\$30,600
Basis TX Charter Schools	\$30,590	16639		\$30,590
CORNERSTONE DENTAL ARTS	\$30,585	16650		\$30,585
Mandala	\$30,585	16653		\$30,585
Augustana College	\$109,919	5601	\$79,348	\$30,571
Group Industries Contractor	\$30,557	16661		\$30,557
Totally Boise Marketing	\$45,280	12193	\$14,732	\$30,548
GAS POST INC	\$30,536	16670		\$30,536
Houston Galveston	\$30,534	16674		\$30,534
Decorators Warehouse	\$228,574	2807	\$198,052	\$30,522
Sutton Local Dealer	\$57,200	10030	\$26,678	\$30,522
Jones Petroleum	\$163,995	3888	\$133,489	\$30,506
Cannery Row CA	\$30,504	16681		\$30,504
Maggio Thompson Attorneys	\$174,000	3673	\$143,500	\$30,500
Orthopaedic Center	\$50,900	11009	\$20,400	\$30,500
ACRA Mortgage Corp	\$30,500	16687		\$30,500
Brabants Dental Laboratory	\$30,500	16687		\$30,500
Greater Rochester Chamber Of Commerce	\$30,500	16687		\$30,500
Green Room Smoke Shop	\$30,500	16687		\$30,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Les Mills	\$30,500	16687		\$30,500
BROWNSVILLE	\$68,202	8626	\$37,725	\$30,477
Fox Theatre	\$30,464	16705		\$30,464
Buena Vista Cafe	\$81,200	7357	\$50,745	\$30,455
Furniture Mart USA Store	\$65,425	8963	\$34,973	\$30,452
Kravis Center For The Performing Arts	\$30,450	16712		\$30,450
CovidCareGA Testing Service	\$30,449	16712		\$30,449
Steamship Authority Travel	\$148,124	4275	\$117,681	\$30,443
Spinner Law Firm	\$116,821	5294	\$86,379	\$30,442
Nelson Partners	\$30,439	16722		\$30,439
Trillium Creek Dermatology	\$32,391	15925	\$1,954	\$30,437
HireWire Employment Service	\$30,425	16725		\$30,425
HIREQUEST CAREER EXPO	\$30,420	16731		\$30,420
CollectiveHealth	\$30,412	16737		\$30,412
Sunshine Flea Market	\$109,881	5605	\$79,470	\$30,411
Beacon Roofing Supply	\$30,400	16738		\$30,400
Chavez Local Dealer	\$30,400	16739		\$30,400
Illume	\$30,400	16739		\$30,400
Onlineboss Financial	\$30,400	16739		\$30,400
GREATER LAWRENCE FAM HLT	\$30,396	16745		\$30,396
Isle Casino & Racing Pompano Park	\$364,785	1761	\$334,390	\$30,395
Geneva Financial	\$35,948	14693	\$5,565	\$30,383
Red River Roofing & Construction	\$33,144	15622	\$2,762	\$30,382
Schneider Fabrication	\$30,382	16749		\$30,382
Holidaily Brewing Co	\$30,375	16753		\$30,375
CACI Products	\$44,034	12485	\$13,662	\$30,372
Organics To You Food Store	\$33,182	15609	\$2,812	\$30,370
Pennsylvania College Of Technology	\$130,246	4814	\$99,877	\$30,369
Equip Payroll Service	\$30,367	16758		\$30,367
Konocti Vista Casino	\$44,841	12320	\$14,478	\$30,363
Robbins Truck Center	\$30,360	16761		\$30,360
Semmel Excavating	\$30,358	16762		\$30,358
Southern Airways Express	\$30,349	16766		\$30,349
Suitable Staffing Solutions	\$30,345	16767		\$30,345
STARSHIP ADULT NVLTY STR	\$60,368	9582	\$30,024	\$30,344
Valley Medical Weight Loss Center	\$30,339	16769		\$30,339
Bingham Memorial Hospital	\$46,762	11870	\$16,428	\$30,334
Grandys Restaurant	\$70,674	8359	\$40,346	\$30,328
Bray Real Estate Service	\$30,326	16777		\$30,326
Russell & Abbott Heating & AC	\$30,322	16779		\$30,322
R2 Property Mgt & Concierge Services	\$30,305	16785		\$30,305

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Kasasa	\$30,300	16789		\$30,300
West TX Rehab Center Hearing & Balance Center	\$30,283	16796		\$30,283
Crockett Law Firm	\$37,318	14269	\$7,040	\$30,278
Anthonys Pizza & Pasta/Grill	\$31,278	16356	\$1,000	\$30,278
Lake Area Dental Service	\$40,310	13358	\$10,040	\$30,270
Maupin Roofing & Construction Contractor	\$30,265	16801		\$30,265
Eagle Academy	\$30,260	16802		\$30,260
Perry County IN	\$37,754	14121	\$7,498	\$30,256
Atlanta Technical College	\$42,500	12836	\$12,250	\$30,250
100 House At The Enclave Real Estate Development	\$30,250	16803		\$30,250
Movita Juice Bar	\$30,250	16804		\$30,250
Phase 3 Marketing & Communications Service	\$30,250	16804		\$30,250
Please Touch Museum	\$30,250	16804		\$30,250
Wayne Memorial Hospital	\$32,337	15941	\$2,100	\$30,237
Gulfstream Park Racing & Casino	\$628,718	987	\$598,485	\$30,233
Granite Depot Store	\$40,370	13348	\$10,139	\$30,231
Wake Technical Community College	\$54,730	10373	\$24,500	\$30,230
Fort Bragg Federal Credit Union	\$30,227	16818		\$30,227
WFLX	\$30,226	16819		\$30,226
TRI-STATE DISPOSAL SVC	\$30,225	16820		\$30,225
Impact Advertising Agency	\$30,492	16697	\$272	\$30,220
Fresenius Kabi	\$30,215	16824		\$30,215
Row Reno Resort	\$39,857	13502	\$9,644	\$30,213
Northeast Eagle Beverage Distributors	\$60,900	9512	\$30,700	\$30,200
Atlanta Ballet	\$30,200	16827		\$30,200
RIVERBANKS ZOO	\$30,200	16828		\$30,200
Danny Wimmer Presents Service	\$42,548	12825	\$12,350	\$30,198
Red Lion Hotel & Casino	\$35,135	14943	\$4,938	\$30,197
EXCLUSIVE HEALTH SYSTEMS	\$30,187	16836		\$30,187
Allen Allen Allen & Allen Attorneys	\$204,003	3146	\$173,820	\$30,183
Inkey List	\$30,175	16836		\$30,175
Living Hope Eating Disorder Treatment Center	\$30,158	16840		\$30,158
Stoughton	\$38,792	13818	\$8,639	\$30,153
Fear Town Haunted House	\$30,150	16842		\$30,150
South Cali Air Conditioning	\$30,150	16843		\$30,150
HELP ME GROW ORG	\$30,135	16845		\$30,135
Reeds	\$55,803	10213	\$25,678	\$30,125
WyHy Federal Credit Union	\$31,400	16305	\$1,300	\$30,100
Michigan Infrastructure & Transportation Assn	\$30,100	16855		\$30,100
AMERAGUARD	\$32,543	15850	\$2,452	\$30,091
Tower Beer Wine Spirits Store	\$31,362	16322	\$1,278	\$30,084

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Hartounian Law Firm	\$35,480	14834	\$5,400	\$30,080
Matthew Brown Attorney	\$135,368	4650	\$105,289	\$30,079
Caffeine.tv	\$37,875	14079	\$7,800	\$30,075
Flipping Made EZ Service	\$30,072	16858		\$30,072
Resmini Law & Assoc	\$123,628	5037	\$93,559	\$30,069
Optica Veinte-Veinte Optical Services	\$30,069	16862		\$30,069
Olga L Reyes DDS	\$32,659	15812	\$2,594	\$30,065
United Bank Of MI	\$30,065	16863		\$30,065
Roberts Oxygen Store	\$30,052	16867		\$30,052
TuSimple	\$30,052	16868		\$30,052
AHCCCS Health Plan	\$30,050	16868		\$30,050
Clearwater Credit Union	\$35,098	14956	\$5,050	\$30,048
D Patrick Local Dealer	\$146,090	4332	\$116,044	\$30,046
PfP Industries	\$55,128	10303	\$25,096	\$30,032
New GA Project Organization	\$30,025	16877		\$30,025
Solano County Health & Social Services	\$38,930	13772	\$8,910	\$30,020
University Of Notre Dame	\$90,902	6677	\$60,883	\$30,019
Smith Local Dealer	\$167,448	3812	\$137,434	\$30,014
Surv Restaurant	\$30,009	16883		\$30,009
Hicks & Motto Attorneys At Law	\$30,005	16884		\$30,005
ORIGLIO BEVERAGE SVC	\$40,524	13311	\$10,520	\$30,004
Amcor	\$88,851	6826	\$58,850	\$30,001
APDerm Adult & Pediatric Dermatology	\$30,001	16885		\$30,001
Lifetime Solar Solutions Contractor	\$30,001	16886		\$30,001
California Walnuts	\$60,000	9628	\$30,000	\$30,000
Sisu Extracts	\$40,800	13239	\$10,800	\$30,000
Charlottesville Albemarle Airport	\$40,000	13433	\$10,000	\$30,000
Botica Restaurant	\$38,000	14032	\$8,000	\$30,000
Kulp Car Rentals	\$37,500	14191	\$7,500	\$30,000
WAVERLY HEALTH CENTER	\$35,652	14780	\$5,652	\$30,000
Air Tech HVAC Services	\$30,000	16886		\$30,000
ASAR Business Services	\$30,000	16888		\$30,000
Bobski Music	\$30,000	16888		\$30,000
Cafe La Llave	\$30,000	16888		\$30,000
CAROLINE OR CHANGE	\$30,000	16888		\$30,000
Columbia Threadneedle Investments	\$30,000	16888		\$30,000
Delizza	\$30,000	16888		\$30,000
DIAMOND KOTE	\$30,000	16888		\$30,000
DudeProducts	\$30,000	16888		\$30,000
Eanes Heating & AC Service	\$30,000	16888		\$30,000
Families Moving Forward	\$30,000	16888		\$30,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Forza Transportation Services	\$30,000	16888		\$30,000
Gleason Heating & Air Conditioning	\$30,000	16888		\$30,000
Grenadier Homes Realty Developer	\$30,000	16888		\$30,000
HARRISON ROSS MORTUARY	\$30,000	16888		\$30,000
MARKETLINE	\$30,000	16888		\$30,000
MLG Major League Gaming	\$30,000	16888		\$30,000
Natures Care Cannabis Store	\$30,000	16888		\$30,000
New Jersey Imaging Network	\$30,000	16888		\$30,000
New York City Still Rising After 20 Years	\$30,000	16888		\$30,000
Picnic Tax Service	\$30,000	16888		\$30,000
Salem Convention Center	\$30,000	16888		\$30,000
Service Photo Camera Store	\$30,000	16888		\$30,000
Shops At North Bridge	\$30,000	16888		\$30,000
Simple Rules	\$30,000	16888		\$30,000
Tree Of Life Recreational Marijuana Shop	\$30,000	16888		\$30,000
UltraDAO	\$30,000	16888		\$30,000
VALENCIA TOURISM	\$30,000	16888		\$30,000
Washington Dairy Product Commission	\$30,000	16888		\$30,000
Wild Earth	\$30,000	16888		\$30,000
Pride Local Dealer	\$46,049	11996	\$16,054	\$29,995
Central Ozarks Medical Center	\$60,127	9608	\$30,135	\$29,992
Shoot The Shot	\$29,987	16946		\$29,987
Bank First	\$30,540	16669	\$554	\$29,986
Qonkur Media Group Marketing Agency	\$38,083	14012	\$8,100	\$29,983
Frick Collection Art Gallery	\$53,862	10508	\$23,882	\$29,980
Frisky Whiskey Store	\$45,507	12122	\$15,527	\$29,980
David R Price Jr Attorney	\$136,500	4627	\$106,523	\$29,977
Hamilton Jewelers	\$204,150	3142	\$174,183	\$29,967
Yolo County Health Department	\$29,965	16949		\$29,965
Bay Equity	\$41,588	13066	\$11,627	\$29,961
Blue Arrow Medical Marijuana Dispensary	\$29,960	16951		\$29,960
Milk Money Restaurant	\$40,038	13422	\$10,089	\$29,949
Ysleta Indpdnt School Dist	\$44,384	12411	\$14,436	\$29,948
CalHOPE Crisis Support	\$29,946	16955		\$29,946
SERVALL TRMT&PST CNTRL	\$29,941	16957		\$29,941
Wolverine	\$29,940	16959		\$29,940
Gemini	\$32,859	15743	\$2,925	\$29,934
Water Use It Wisely Campaign	\$29,925	16962		\$29,925
Johns RV Sales & Service	\$36,720	14443	\$6,800	\$29,920
Keystone development Corp Real Estate Developer	\$32,912	15715	\$2,992	\$29,920
Fox Racing	\$29,920	16963		\$29,920

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Hardison & Cochran Attorneys	\$129,684	4838	\$99,765	\$29,919
A&L RV SALES	\$91,248	6650	\$61,331	\$29,917
Home Furniture Store	\$48,464	11523	\$18,554	\$29,910
4Front Credit Union	\$50,160	11155	\$20,251	\$29,909
John Thornton Local Dealer	\$40,754	13249	\$10,851	\$29,903
Thornton & Grooms Plumbing Heating & Air Conditioning	\$101,200	5998	\$71,300	\$29,900
Community Collaborative Charter School	\$29,900	16967		\$29,900
El Paso County Public Health	\$29,900	16968		\$29,900
Frank Digiacomo Attorney	\$46,310	11942	\$16,411	\$29,899
Tom Smith Land & Homes Realty	\$35,875	14711	\$5,984	\$29,891
Institute On Aging Organization	\$54,850	10351	\$24,970	\$29,880
Elemental Wellness Center	\$55,061	10314	\$25,186	\$29,875
HD Research	\$29,868	16979		\$29,868
Motta Law	\$102,860	5902	\$73,000	\$29,860
Hamilton Medical Center	\$124,743	4999	\$94,884	\$29,859
Peach State Health Plan	\$44,636	12361	\$14,780	\$29,856
Days Of 47 Rodeo	\$29,856	16983		\$29,856
EAGLE DISTRIBUTING	\$85,210	7070	\$55,360	\$29,850
simply scents by shan candle shop	\$29,825	16995		\$29,825
DAVIS HOSPITAL	\$54,813	10355	\$24,989	\$29,824
Baycare Health Systems	\$1,544,008	364	\$1,514,185	\$29,823
Pita Weber & Del Prado Attorneys	\$29,822	16999		\$29,822
SHIPLEY ENERGY HTG & AC	\$41,733	13025	\$11,913	\$29,820
Huntington Memorial Hospital	\$81,816	7311	\$52,000	\$29,816
North TX Alliance To Reduce Unintended Pregnancy In Teens	\$29,811	17001		\$29,811
WelbeHealth Home Care	\$37,800	14107	\$8,000	\$29,800
Election Support Services	\$29,800	17005		\$29,800
Ozarks Healthcare	\$29,799	17006		\$29,799
Barnes Jewish College	\$34,790	15079	\$5,000	\$29,790
Centura College	\$30,030	16876	\$240	\$29,790
Cafe Petra Greek & Lebanese Restaurant	\$32,496	15875	\$2,708	\$29,788
Bob Boyte Local Dealer	\$29,788	17009		\$29,788
Radiance Foundation	\$29,786	17013		\$29,786
Sira Naturals Medical Marijuana Dispensary	\$29,762	17020		\$29,762
Integrity First Home Buyers	\$29,757	17021		\$29,757
James & Williams Jewelers Store	\$29,753	17022		\$29,753
Avalonbay Communities	\$33,451	15536	\$3,700	\$29,751
MADD Mothers Against Drunk Driving	\$64,887	9025	\$35,137	\$29,750
CARDONE LAW FIRM	\$45,500	12125	\$15,750	\$29,750
RHA HEALTH SERVICE	\$33,350	15569	\$3,600	\$29,750
LILY TRANSPORTATION SVC	\$29,750	17024		\$29,750

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Trio Educational Opportunity Center	\$29,750	17024		\$29,750
Alma Medical Center	\$45,702	12077	\$15,957	\$29,745
Grand Traverse Resort & Spa	\$29,741	17024		\$29,741
UCEazy College Admissions Service	\$29,735	17031		\$29,735
Sharon S Richardson Community Hospice	\$29,730	17032		\$29,730
BANE EQUIP & TRACTOR STR	\$44,316	12422	\$14,589	\$29,727
DOUBLE EAGLE DIST	\$29,725	17033		\$29,725
Cadence Master Planned Community	\$78,904	7556	\$49,180	\$29,724
Gateway Community Charters	\$29,724	17034		\$29,724
Fredericksburg TX	\$34,869	15049	\$5,147	\$29,722
Baptist Health Paducah	\$29,720	17035		\$29,720
Cumberland County School District	\$40,868	13222	\$11,158	\$29,710
Rainier Connect Communications	\$29,710	17039		\$29,710
Central NJ Local Dealer	\$29,700	17041		\$29,700
Darby Day Staffing Service	\$29,700	17042		\$29,700
Friends Of The Original Constitution Organization	\$29,700	17042		\$29,700
Jays Bus Service	\$29,700	17042		\$29,700
Michael S Singleton DDS	\$29,700	17042		\$29,700
Steward School	\$29,700	17042		\$29,700
Team Rehabilitation Services	\$29,700	17042		\$29,700
WINDOWS USA STORE	\$29,700	17042		\$29,700
A-Top Roofing Contractor	\$81,100	7367	\$51,401	\$29,699
Burton McKinnish Attorneys	\$44,983	12285	\$15,284	\$29,699
Grand Rapids Ophthalmology	\$32,280	15973	\$2,600	\$29,680
C&M MUSIC CENTER STORE	\$29,677	17063		\$29,677
Larry Flynt	\$317,355	2033	\$287,679	\$29,676
Broward County Health Department	\$29,670	17065		\$29,670
Utah Highway Safety Office	\$29,667	17066		\$29,667
Dallas Office Of Environmental Quality & Sustainability	\$47,250	11766	\$17,588	\$29,662
Mindful Marijuana Shop	\$29,662	17069		\$29,662
Broadway Local Dealer	\$207,191	3096	\$177,532	\$29,659
John Atencio	\$29,650	17072		\$29,650
KANSAS CITY MO SCH DIST	\$29,650	17073		\$29,650
Seltzer & Dally Attorneys	\$29,648	17076		\$29,648
Value Center Marketplace	\$30,916	16521	\$1,270	\$29,646
AR Morris Jewelers	\$39,643	13548	\$10,000	\$29,643
LubeZone Truck Lube Center	\$32,458	15901	\$2,816	\$29,642
MCALISTER REALTY	\$46,966	11830	\$17,328	\$29,638
Fernet-Branca	\$29,638	17080		\$29,638
Nxt Level Media Services	\$29,636	17084		\$29,636
Cedar Hill TX	\$61,658	9405	\$32,025	\$29,633

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Pennsylvania One Call Systems	\$119,873	5179	\$90,252	\$29,621
City Trees Cannabis	\$29,620	17090		\$29,620
Town Pump Convenience Store	\$102,201	5936	\$72,588	\$29,613
Ida Claims Attorney	\$29,600	17097		\$29,600
Sakoon The Spa	\$29,600	17098		\$29,600
Central Bank	\$263,140	2431	\$233,544	\$29,596
Mohawk	\$42,669	12797	\$13,075	\$29,594
KFSH	\$29,588	17103		\$29,588
Healthy Home Flooring Contractor	\$29,584	17104		\$29,584
Specs Of Madison	\$29,574	17108		\$29,574
TRUCK CENTER LOC DLR	\$78,119	7639	\$48,548	\$29,571
Troav	\$29,564	17112		\$29,564
NATIONAL COATINGS CONTR	\$29,560	17114		\$29,560
Louisiana Department Of Agriculture & Forestry	\$29,554	17118		\$29,554
Georgia Patio Furniture Store	\$110,000	5595	\$80,450	\$29,550
Carolina Orthopaedic & Neurosurgical Assoc	\$36,445	14538	\$6,900	\$29,545
Atlas Industrial Outsourcing	\$34,566	15158	\$5,040	\$29,526
Monmouth University	\$116,230	5319	\$86,713	\$29,517
American National Insurance	\$30,811	16557	\$1,296	\$29,515
Berlin Rosen Organization	\$29,514	17128		\$29,514
Better Real Estate Group	\$29,510	17129		\$29,510
VH-1	\$212,000	3043	\$182,500	\$29,500
WVIA	\$34,500	15176	\$5,000	\$29,500
Cincinnati State College	\$29,500	17133		\$29,500
MaHK Advertising Services	\$29,500	17133		\$29,500
Sartori	\$29,500	17133		\$29,500
SUNDAE SHOPPE ICE CREAM	\$29,500	17133		\$29,500
Lizards Thicket Restaurant	\$40,849	13228	\$11,350	\$29,499
YOUTHBUILD CHARTER SCH	\$39,498	13591	\$10,000	\$29,498
Red River Entertainment Of Shreveport	\$38,952	13767	\$9,469	\$29,483
Mark Karolak MD	\$76,230	7821	\$46,750	\$29,480
X Cleaning Professionals Service	\$29,479	17148		\$29,479
Saputo	\$40,989	13202	\$11,522	\$29,467
Sabroso Restaurant Bar	\$80,096	7458	\$50,631	\$29,465
Utah Attorney General	\$101,156	6001	\$71,701	\$29,455
FPAW MI Cannabis Supply Store	\$49,230	11371	\$19,775	\$29,455
Full Power Radio Network	\$32,950	15701	\$3,500	\$29,450
AO SMITH WATER PDTS CO	\$30,845	16547	\$1,400	\$29,445
Wayne Fence Contractor	\$29,445	17161		\$29,445
Hawthorne Race Course	\$42,570	12815	\$13,129	\$29,441
SLEEP SHOPPE&FURN GLRY	\$29,441	17162		\$29,441

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Petermann Agency	\$104,165	5861	\$74,725	\$29,440
Pickett Plumbing Service	\$29,439	17164		\$29,439
Alluvion Health	\$29,438	17165		\$29,438
CALIFORNIA MARKETING SVC	\$109,824	5607	\$80,387	\$29,437
Lions Club Intl	\$39,922	13485	\$10,486	\$29,436
New Orleans Metropolitan Assn Of Realtors	\$29,433	17166		\$29,433
Air Control Heating & Cooling Service	\$52,270	10769	\$22,842	\$29,428
ODK Media	\$29,428	17169		\$29,428
Hudgins Law Firm	\$58,076	9902	\$28,652	\$29,424
OnCue Express	\$213,121	3027	\$183,700	\$29,421
Foxwoods Casino & Resort	\$635,207	972	\$605,795	\$29,412
TVA Tennessee Valley Authority	\$35,462	14840	\$6,050	\$29,412
Bedzzz Express Bed Store	\$36,209	14608	\$6,808	\$29,401
Dassault	\$44,075	12474	\$14,675	\$29,400
Collaborative For Children	\$29,400	17177		\$29,400
Dicks Wings & Grill	\$29,400	17178		\$29,400
Health Center Assn Of NE	\$29,400	17178		\$29,400
Prevail Bank	\$29,400	17178		\$29,400
Sacramento Sprayer Repair Store	\$29,400	17178		\$29,400
Scooters Restaurant & Cafe	\$29,400	17178		\$29,400
Widener Insurance Agency	\$29,400	17178		\$29,400
PIONEER PARK	\$29,385	17189		\$29,385
Rhythm Renewable Energy	\$29,382	17191		\$29,382
Ashland	\$29,380	17192		\$29,380
Fur	\$29,375	17197		\$29,375
Rudis Organic Bakery	\$29,375	17198		\$29,375
Green Dragon Extracts	\$98,501	6171	\$69,134	\$29,367
BABYLON MERCHANTS	\$29,367	17200		\$29,367
University Of Toledo Medical Center	\$109,606	5616	\$80,244	\$29,362
Yale New Haven Health System	\$476,780	1333	\$447,420	\$29,360
Altamonte Mall	\$29,360	17202		\$29,360
Holiday Bowl Parade	\$29,360	17203		\$29,360
Thompson Garage Doors & Building Supply	\$63,600	9177	\$34,251	\$29,349
South Carolina Department Of Corrections	\$33,080	15648	\$3,742	\$29,338
Covered CA	\$328,915	1964	\$299,578	\$29,337
GRANT PARK MUSIC FEST	\$29,325	17210		\$29,325
Radcliffe Jewelers	\$93,730	6466	\$64,406	\$29,324
St Louis County Department Of Health	\$29,320	17214		\$29,320
Hillsboro	\$55,208	10286	\$25,903	\$29,305
Brake Masters	\$44,930	12299	\$15,626	\$29,304
ADAMH Board Of Franklin County	\$29,300	17219		\$29,300

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Prevent Cancer Foundation Organization	\$29,290	17223		\$29,290
KindTap	\$29,286	17225		\$29,286
State Of HI Department Of Agriculture	\$70,920	8334	\$41,640	\$29,280
Pig Stand Restaurants	\$70,148	8424	\$40,884	\$29,264
St James Hospital	\$150,677	4207	\$121,418	\$29,259
Grand Rapids Public Museum	\$29,257	17232		\$29,257
Sol-Up Solar System Contractor	\$84,200	7150	\$54,950	\$29,250
Hospice Of The Golden Isles	\$44,580	12372	\$15,330	\$29,250
24 Local Dealer	\$29,250	17234		\$29,250
Anthem Real Estate Development	\$29,250	17235		\$29,250
Exclusive Home Realty	\$29,250	17235		\$29,250
Raphaels School Of Beauty Culture	\$29,249	17235		\$29,249
JRJ Ventures Medical Marijuana Dispensary	\$29,248	17247		\$29,248
Cubbys Convenience Store	\$43,642	12569	\$14,397	\$29,245
Universal Recycling Technologies Services	\$29,245	17249		\$29,245
Rosecrance Organization	\$85,435	7060	\$56,191	\$29,244
GELCO CLOTHING&SHS STR	\$29,244	17251		\$29,244
Texas Dentistry Group	\$29,244	17251		\$29,244
Apis Employment Services	\$29,230	17259		\$29,230
JEWELERS TRADE SHOP	\$112,860	5473	\$83,638	\$29,222
Moose Knuckles	\$29,220	17261		\$29,220
Airco	\$90,380	6712	\$61,172	\$29,208
Wickham Dental Care	\$30,191	16834	\$991	\$29,200
Arizona Milk Producers	\$29,200	17266		\$29,200
Fundrise	\$29,200	17267		\$29,200
WTHR	\$29,200	17267		\$29,200
Virginia State Police	\$29,192	17272		\$29,192
Siemens	\$39,914	13487	\$10,725	\$29,189
Texas Denture Clinic	\$68,792	8561	\$39,618	\$29,174
Mount Aloysius College	\$62,288	9320	\$33,123	\$29,165
Bogan Law Firm	\$48,120	11588	\$18,956	\$29,164
Big Pine Shopping Center	\$29,160	17277		\$29,160
Mental Health Connection Of Tarrant County	\$29,160	17278		\$29,160
Touch Of Color Flooring	\$39,206	13665	\$10,050	\$29,156
Goldenwest Credit Union	\$60,383	9580	\$31,233	\$29,150
Ume	\$32,650	15815	\$3,500	\$29,150
HIGHWAY TRANSPORT	\$29,150	17281		\$29,150
Lake Area Technical College	\$29,144	17286		\$29,144
Beck Local Dealer	\$97,869	6213	\$68,735	\$29,134
Cigna Medical Group	\$29,132	17289		\$29,132
Brandience Advertising Agency	\$29,125	17293		\$29,125

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Austin & Associates Real Estate Appraisal	\$29,088	17303		\$29,088
Brian Burds Home Selling Team	\$29,083	17306		\$29,083
Georgia Dermatology Partners	\$29,076	17309		\$29,076
Farruko Personal Appearance	\$29,066	17313		\$29,066
Wayne Halfway House	\$29,066	17314		\$29,066
Southwestern MI	\$46,591	11904	\$17,526	\$29,065
Jo-Ann Fabric & Craft	\$52,293	10765	\$23,230	\$29,063
Vision Zero Organization	\$29,062	17317		\$29,062
Inline Media Service	\$29,060	17317		\$29,060
Aire Serv Heating & Air Conditioning	\$128,966	4856	\$99,909	\$29,057
Bear Creek Ranch Real Estate Development	\$41,459	13100	\$12,415	\$29,044
Wildlife Safari Tours	\$29,043	17321		\$29,043
KFC Restaurant	\$808,378	765	\$779,340	\$29,038
Idaho Forest Group	\$33,094	15646	\$4,063	\$29,031
LIONSGATE CENTER	\$29,030	17325		\$29,030
CBB Bank	\$37,042	14346	\$8,039	\$29,003
El Centro Jewelry	\$45,800	12053	\$16,800	\$29,000
Exclusive Insurance Agency	\$29,000	17339		\$29,000
MiHoYo Games	\$29,000	17339		\$29,000
MyHealthSight	\$29,000	17339		\$29,000
Nu Furniture Outlet	\$29,000	17339		\$29,000
Seismique Museum	\$29,000	17339		\$29,000
SOUTHWEST TN	\$29,000	17339		\$29,000
Toyota Center Houston	\$29,000	17339		\$29,000
Seminole County Department Of Health	\$28,999	17352		\$28,999
Narron Property Group	\$28,990	17356		\$28,990
Riise Marketing	\$28,980	17363		\$28,980
Bosque School	\$35,328	14870	\$6,350	\$28,978
Hunts Service Heating Plumbing & AC	\$66,889	8787	\$37,912	\$28,977
Western CT Health Network	\$179,558	3568	\$150,583	\$28,975
Schaefer Media & Marketing	\$43,055	12703	\$14,080	\$28,975
Safavieh Home Furnishings Store	\$75,000	7944	\$46,029	\$28,971
Georgia State Parks & Historic Sites	\$28,962	17369		\$28,962
MCT Credit Union	\$28,950	17377		\$28,950
Hurley Medical Center	\$415,369	1533	\$386,420	\$28,949
Blue Sky Express Car Wash	\$28,946	17380		\$28,946
Chandler & Ross Attorneys	\$28,942	17381		\$28,942
Jacksonville Jumbo Shrimp Baseball Team	\$28,925	17384		\$28,925
Matthysse Kuiper DeGraaf Funeral Home	\$46,912	11838	\$18,000	\$28,912
Keystone Automotive Industries	\$28,910	17386		\$28,910
Michael Wright Attorney	\$28,905	17389		\$28,905

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
IDEMITSU	\$28,900	17391		\$28,900
Everetts Landscape Mgt	\$33,158	15615	\$4,260	\$28,898
Citiscaple At Essen Apartments	\$31,524	16251	\$2,627	\$28,897
Steel Logistics	\$64,186	9105	\$35,290	\$28,896
Ralphs On The Park Restaurant	\$28,890	17396		\$28,890
EXTRAVAGANZA SHOW	\$28,887	17397		\$28,887
Dazed Recreational Marijuana Shop	\$28,885	17399		\$28,885
ZenWTR	\$28,885	17399		\$28,885
CCN	\$28,883	17399		\$28,883
Safa Jewelers	\$31,475	16282	\$2,600	\$28,875
Apex Brain Center	\$28,875	17404		\$28,875
Drury Restaurant	\$28,875	17405		\$28,875
Penn Sheet Metal	\$28,875	17405		\$28,875
SELLS REAL ESTATE	\$28,861	17412		\$28,861
Integrated Image	\$28,859	17413		\$28,859
WKTB	\$28,855	17415		\$28,855
PINNACLE RE DEV	\$59,246	9754	\$30,399	\$28,847
BioIVT	\$28,846	17420		\$28,846
Evans Insurance Agency	\$40,027	13425	\$11,182	\$28,845
Home Federal Bank	\$152,811	4141	\$123,967	\$28,844
WESTGATE DENTAL CARE	\$40,000	13433	\$11,156	\$28,844
EDWARD WATERS COLLEGE	\$28,840	17422		\$28,840
Christopher Stender Attorney	\$28,830	17427		\$28,830
Adam S Kutner Attorney	\$325,136	1985	\$296,309	\$28,827
Fuel Fitness Club	\$28,825	17428		\$28,825
Sazerac	\$34,997	15014	\$6,180	\$28,817
West Yellowstone MT	\$30,103	16853	\$1,289	\$28,814
Grand View Health Hospital	\$152,427	4153	\$123,614	\$28,813
Conns Home Plus Store	\$50,582	11065	\$21,770	\$28,812
76 Station	\$29,115	17294	\$303	\$28,812
SIMPLE CREMATION	\$41,492	13087	\$12,681	\$28,811
Synovus Bank	\$141,696	4465	\$112,890	\$28,806
HL Bowman Services	\$50,400	11103	\$21,600	\$28,800
Crossroads Investment Lending	\$28,800	17440		\$28,800
Hollow Tree Self Storage	\$28,800	17440		\$28,800
IT IS FINISHED FLR/SVC	\$28,800	17440		\$28,800
Rebellion Pest Defense Service	\$28,800	17440		\$28,800
Warrenton Steel	\$28,800	17440		\$28,800
WASHINGTON DEPT/REVENUE	\$28,800	17440		\$28,800
Flournoy Partners Real Estate	\$28,799	17440		\$28,799
Ohio Suicide Prevention Foundation	\$28,799	17451		\$28,799

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Country Inn Pet Resort	\$71,098	8315	\$42,300	\$28,798
Peninsula Improvement Property Mgt Service	\$71,446	8285	\$42,653	\$28,793
Rent-To-Own Local Dealer	\$60,557	9554	\$31,770	\$28,787
Alamo TX	\$57,800	9949	\$29,014	\$28,786
Zulily	\$28,786	17453		\$28,786
Palmers	\$28,784	17453		\$28,784
Regency Hotel & Conference Center	\$28,784	17455		\$28,784
Power Train Sports & Fitness Center	\$28,782	17457		\$28,782
BRANDON TOWN CENTER	\$28,775	17461		\$28,775
American Bank Of Commerce	\$46,930	11835	\$18,160	\$28,770
First Response Roofing & Construction Service	\$28,760	17471		\$28,760
95 Saint Apartments	\$28,756	17474		\$28,756
Champion Brewing Co	\$47,500	11728	\$18,750	\$28,750
HARLEM VILLAGE ACADEMY	\$35,000	14982	\$6,250	\$28,750
Fundamental Dental	\$28,750	17478		\$28,750
Professional Hearing Care Center	\$28,750	17478		\$28,750
Wing Drone Delivery Service	\$28,750	17478		\$28,750
Montgomery County Community College	\$291,245	2204	\$262,507	\$28,738
WCTractor	\$51,900	10839	\$23,167	\$28,733
Paragon Technologies Repair Service	\$28,730	17489		\$28,730
BUSINESS RECYCLING PRGRM	\$28,725	17491		\$28,725
Tampa Family Health Center	\$28,725	17492		\$28,725
DE Harris Plumbing & Heating	\$37,431	14237	\$8,715	\$28,716
Waukesha Iron & Metal	\$31,709	16194	\$2,997	\$28,712
North West College	\$128,065	4887	\$99,355	\$28,710
Denver Center Theatre Co	\$28,710	17497		\$28,710
Jessup Local Dealer	\$62,080	9356	\$33,378	\$28,702
Eastern State Penitentiary	\$28,687	17504		\$28,687
Old Dominion Freight Lines	\$28,685	17506		\$28,685
HEALTHY FAMILIES CLINIC	\$31,875	16135	\$3,208	\$28,667
SUMMIT HEALTH CLINICS	\$30,750	16582	\$2,085	\$28,665
MayHouse Collection Store	\$28,640	17521		\$28,640
DESERT PLASTIC SRGRY CTR	\$59,932	9667	\$31,300	\$28,632
West MI Whitecaps Baseball	\$28,630	17524		\$28,630
Polk County Board Of Supervisors	\$62,367	9314	\$33,742	\$28,625
Bel-Mac Roofing Contractor	\$28,624	17526		\$28,624
Ontario Airport Hotel & Conference Center	\$28,624	17527		\$28,624
Assured Comfort Heating & Air	\$178,801	3584	\$150,184	\$28,617
Tronfeld West & Durett Attorneys	\$209,600	3070	\$180,984	\$28,616
Westminster Tattoo Co	\$35,363	14863	\$6,752	\$28,611
Beloit Snappers Baseball Team	\$28,610	17530		\$28,610

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Carman & Bevington Attorneys	\$28,608	17531		\$28,608
Roscoe Brown	\$65,000	9007	\$36,400	\$28,600
Hawthorne Machinery Store	\$28,600	17535		\$28,600
Union County Department Of Economic Development	\$28,594	17542		\$28,594
Marc E Dwyer Attorney At Law	\$35,287	14887	\$6,707	\$28,580
Aspire Public Schools	\$28,558	17558		\$28,558
Voyageur Academy	\$28,556	17560		\$28,556
AIR SHOW NETWORK	\$35,693	14771	\$7,143	\$28,550
LATIN GRILL RESTAURANT	\$28,550	17562		\$28,550
Sam Adams Jr Law Group	\$28,550	17563		\$28,550
Frenchs Shoes & Boots	\$57,394	10010	\$28,854	\$28,540
Huckleberry Insurance Services	\$28,525	17572		\$28,525
Witherspoon Law Group	\$66,005	8886	\$37,487	\$28,518
Jim Butler Local Dealer	\$101,064	6009	\$72,549	\$28,515
Williamson Medical Center	\$193,511	3329	\$164,997	\$28,514
Grubb Co Realty	\$28,510	17581		\$28,510
Novolex Inc	\$39,900	13492	\$11,400	\$28,500
Acosta & Acosta Attorney	\$28,500	17584		\$28,500
Calvary Christian Center	\$28,500	17585		\$28,500
Courageous Choice Adoption Service	\$28,500	17585		\$28,500
Delrio Marketing	\$28,500	17585		\$28,500
Embry Health	\$28,500	17585		\$28,500
Macbeth	\$28,500	17585		\$28,500
Mallard Lake Detox Drug & Alcohol Rehab	\$28,500	17585		\$28,500
Top Rank Boxing	\$28,498	17585		\$28,498
Teachers Of Tomorrow Organization	\$28,486	17605		\$28,486
Talking Stick Resort Arena	\$28,483	17607		\$28,483
SCHILLING BROS LUMBER CO	\$61,959	9370	\$33,479	\$28,480
NAACP	\$45,640	12093	\$17,162	\$28,478
Walter Clark Attorney	\$93,888	6456	\$65,414	\$28,474
POL-Attorney General	\$28,996	17354	\$525	\$28,471
Flash Car Wash	\$28,471	17609		\$28,471
Alexandria Manor Assisted Living	\$31,218	16393	\$2,750	\$28,468
G-Star	\$28,466	17612		\$28,466
Imagine Exhibitions	\$28,465	17613		\$28,465
Jasens Fine Furniture Store	\$45,550	12113	\$17,100	\$28,450
Manitowoc	\$28,450	17617		\$28,450
DD Medical Group	\$37,567	14167	\$9,120	\$28,447
4 Rivers Smokehouse Restaurant	\$30,321	16780	\$1,875	\$28,446
Duncan & Brow Attorneys	\$39,517	13582	\$11,076	\$28,441
Newton Health Care Center	\$35,323	14873	\$6,882	\$28,441

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
PBG Real Estate Agency	\$37,180	14301	\$8,742	\$28,438
Imperial County Public Health Department	\$28,430	17621		\$28,430
Mosaic	\$28,428	17622		\$28,428
Zimbrick Local Dealer	\$28,426	17623		\$28,426
BMOA Black McDonalds Operators Assn	\$142,316	4441	\$113,904	\$28,412
Sincere Home Decor	\$163,947	3889	\$135,542	\$28,405
Cincinnati Museum Center	\$144,639	4371	\$116,236	\$28,403
Ertle Local Dealer	\$68,597	8583	\$40,194	\$28,403
Performance Adjusting	\$36,000	14663	\$7,600	\$28,400
Scottrade	\$29,900	16968	\$1,500	\$28,400
Delicato Family Vineyards	\$28,400	17638		\$28,400
BLVD Autoworks Repair Shop	\$38,441	13908	\$10,042	\$28,399
Lifetech Academy	\$28,382	17643		\$28,382
Thompson Health System	\$28,380	17644		\$28,380
Berkeley College	\$421,904	1506	\$393,529	\$28,375
Ventura At Tradewinds Apartments	\$28,375	17646		\$28,375
Philadelphia Mural Arts Advocates Organization	\$28,374	17646		\$28,374
Council Of Three Rivers American Indian Center Inc	\$28,349	17655		\$28,349
Fins Japanese Sushi Grill	\$28,347	17657		\$28,347
Oregon Tool	\$28,345	17659		\$28,345
Ashwell Medical Center	\$42,519	12833	\$14,175	\$28,344
First NY Federal Credit Union	\$33,984	15367	\$5,644	\$28,340
211 SAN DIEGO HELPLINE	\$79,029	7544	\$50,691	\$28,338
Virginia Department Of Rail & Public Transportation	\$93,049	6516	\$64,716	\$28,333
Chicken & Biscuits	\$28,332	17665		\$28,332
Boardman Local Dealer	\$28,330	17666		\$28,330
Saratoga Eagle Beer Distributor	\$31,125	16441	\$2,800	\$28,325
Holman Law Firm	\$46,469	11920	\$18,145	\$28,324
Launch Real Estate Service	\$40,740	13253	\$12,420	\$28,320
JC Lewis Primary Health Care Center	\$28,320	17667		\$28,320
Dispensary 33 Marijuana Dispensary	\$28,317	17668		\$28,317
Oshkosh	\$28,312	17672		\$28,312
Wings Over Restaurant	\$51,161	10967	\$22,850	\$28,311
Oremland Law Group	\$65,710	8920	\$37,400	\$28,310
Arizona Public Service Co	\$119,535	5191	\$91,234	\$28,301
Count On Me CLT	\$28,300	17678		\$28,300
Illum Solar Contractor	\$28,300	17679		\$28,300
HOUSTON DEPT/TRANS	\$28,293	17679		\$28,293
North Carolina State University	\$96,732	6278	\$68,450	\$28,282
BlenderBottle	\$28,268	17690		\$28,268
University Of West GA	\$125,734	4958	\$97,480	\$28,254

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Greentek Property Solutions Roofing Contractor	\$33,969	15371	\$5,715	\$28,254
KHTK	\$28,251	17695		\$28,251
Oakwood Village Prairie Ridge Senior Community	\$56,876	10074	\$28,626	\$28,250
InterCambio Express	\$37,000	14357	\$8,750	\$28,250
Ward Black Law Firm	\$30,250	16804	\$2,000	\$28,250
Drex Cannabis Store	\$28,250	17696		\$28,250
Progressive Produce Wholesaler	\$28,250	17697		\$28,250
Wilkes County Health Department	\$28,240	17702		\$28,240
Healthy NV PAC	\$28,237	17704		\$28,237
George Dickel	\$84,300	7142	\$56,070	\$28,230
Gordon State College	\$39,350	13640	\$11,125	\$28,225
Kyoto Steakhouse Restaurant	\$81,327	7347	\$53,125	\$28,202
Methodist Rehab Center	\$76,200	7826	\$48,000	\$28,200
Baldwin Pediatrics Clinic	\$28,200	17711		\$28,200
Evergreen Strategies Medical Marijuana Dispensary	\$28,200	17712		\$28,200
High West	\$28,200	17712		\$28,200
Kelleys Market Convenience Store	\$28,200	17712		\$28,200
Pet People Pet Store	\$28,200	17712		\$28,200
Jonas Brothers Personal Appearance	\$28,198	17712		\$28,198
Five Star Powersports Store	\$53,219	10610	\$25,024	\$28,195
Cincinnati Bell	\$172,824	3701	\$144,639	\$28,185
Hipcamp Camping Park Resort	\$28,180	17719		\$28,180
Sweetwater Valley Farm	\$69,901	8451	\$41,724	\$28,177
Florence Local Dealer	\$39,103	13695	\$10,927	\$28,176
Amtrol	\$28,175	17725		\$28,175
Rockbridge Capital	\$28,171	17726		\$28,171
San Antonio Botanical Garden	\$31,067	16466	\$2,900	\$28,167
AHCCCS HEALTH CARE	\$28,165	17727		\$28,165
Salt Air Heating & Cooling	\$28,160	17731		\$28,160
Parker Jewish Institute	\$34,650	15128	\$6,500	\$28,150
I Am Other Record Labels	\$28,150	17737		\$28,150
Ashley Addiction Treatment Center	\$28,141	17739		\$28,141
MANAGED HEALTH SVC IN	\$28,140	17741		\$28,140
Bexley Real Estate Development	\$37,851	14087	\$9,716	\$28,135
COBB-VANTRESS	\$28,130	17748		\$28,130
Zero	\$28,128	17748		\$28,128
Oakland Community College	\$28,127	17750		\$28,127
Crown Exteriors Home Improvements	\$28,126	17751		\$28,126
Bidlane Local Dealer	\$28,125	17752		\$28,125
Clearfield & Kofsky Attorneys	\$28,125	17753		\$28,125
Museum Of Contemporary Art Chicago	\$28,125	17753		\$28,125

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Colussy Local Dealer	\$32,100	16042	\$4,000	\$28,100
Arcadia	\$28,100	17762		\$28,100
Interlochen Center For The Arts	\$28,100	17763		\$28,100
PPL Center Arena	\$28,095	17766		\$28,095
Crown Center District Shopping Center	\$49,700	11273	\$21,625	\$28,075
HANCOCK REALTY	\$33,496	15525	\$5,422	\$28,074
CC&F Retail Store	\$33,520	15503	\$5,466	\$28,054
HOLZHAUER LOC DLR	\$182,250	3518	\$154,200	\$28,050
City Of Houston Public Works & Engineering Department	\$28,050	17777		\$28,050
Cousins RV Dealer	\$28,050	17778		\$28,050
Trying Together Organization	\$28,050	17778		\$28,050
Winehouse Store	\$28,050	17778		\$28,050
Mr Gas Food Mart	\$43,260	12663	\$15,211	\$28,049
Bopies Jewelry Store	\$37,035	14348	\$8,986	\$28,049
Peterson Local Dealer	\$47,865	11656	\$19,820	\$28,045
Nearside	\$28,037	17782		\$28,037
Hibachi Supreme Buffet	\$133,130	4732	\$105,098	\$28,032
Critter Catchers Service	\$79,008	7548	\$50,986	\$28,022
Gem City Medical Dental Pharmaceutical Society	\$28,014	17787		\$28,014
St Joe Co Real Estate Agency	\$30,612	16634	\$2,600	\$28,012
US Polo Assn	\$62,635	9287	\$34,626	\$28,009
Taft Stettinius & Hollister Attorneys	\$76,050	7845	\$48,043	\$28,007
Raneys	\$89,576	6777	\$61,572	\$28,004
Fishermans Kitchen Restaurant	\$28,002	17798		\$28,002
Toors Car & Truck Plaza	\$31,100	16452	\$3,100	\$28,000
AbsoluteCARE Medical Clinic	\$28,000	17800		\$28,000
Alamo Colleges Foundation	\$28,000	17801		\$28,000
Amvets Thrift Store	\$28,000	17801		\$28,000
Chips Casino	\$28,000	17801		\$28,000
Credit Union Of CO	\$28,000	17801		\$28,000
FAUX PAS PRINT STORE	\$28,000	17801		\$28,000
Holder Susan & Slusher Attorneys	\$28,000	17801		\$28,000
Hummingbird Jewelers	\$28,000	17801		\$28,000
Iron Hill Brewery & Restaurant	\$28,000	17801		\$28,000
Lametrys Auto Body Store	\$28,000	17801		\$28,000
Michael J Orseck MD	\$28,000	17801		\$28,000
Nations Giant Hamburgers Restaurant	\$28,000	17801		\$28,000
Train Times Sf	\$28,000	17801		\$28,000
TreeTop Adventures Park	\$28,000	17801		\$28,000
Forbidden Cannabis Club	\$27,998	17827		\$27,998
American Care Medical Centers	\$27,992	17830		\$27,992

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Hollywood Gaming At Dayton Raceway Casino	\$39,485	13596	\$11,494	\$27,991
Equity LifeStyle Properties Real Estate Services	\$149,025	4254	\$121,036	\$27,989
JC Penney	\$45,920	12029	\$17,940	\$27,980
Windmill Gourmet	\$27,977	17833		\$27,977
Kendall Law Firm	\$34,462	15192	\$6,492	\$27,970
Lotus Casino	\$159,412	3978	\$131,445	\$27,967
WMAQ	\$27,965	17838		\$27,965
Cytovance Biologics	\$35,824	14726	\$7,860	\$27,964
DELAWARE DEPT/MOTOR VHCL	\$27,960	17838		\$27,960
KENTUCKY DEPT OF HEALTH	\$27,950	17842		\$27,950
Los Toritos Restaurant	\$27,950	17843		\$27,950
Professional Auto Collision Repair	\$27,948	17845		\$27,948
TKB Bakery & Deli	\$70,317	8398	\$42,374	\$27,943
First Dakota National Bank	\$27,930	17856		\$27,930
Fountain Local Dealer	\$44,117	12465	\$16,190	\$27,927
Trenholm State Community College	\$38,160	13990	\$10,240	\$27,920
1852 Wormleysburg Auto Repair Service	\$30,500	16686	\$2,600	\$27,900
Bowhunters Superstore	\$27,900	17860		\$27,900
Generators Plus Co	\$27,900	17861		\$27,900
HELPING UP MISSION INC	\$27,900	17861		\$27,900
Mount Nittany Medical Center	\$27,900	17861		\$27,900
Spokane County Sheriffs Office	\$27,900	17861		\$27,900
Stock Yards Bank & Trust	\$27,900	17861		\$27,900
One Health Medical Clinic	\$34,507	15173	\$6,613	\$27,894
TRAFFIC PLANNING&DESIGN	\$27,894	17867		\$27,894
STONEHAVEN DENTAL	\$54,351	10428	\$26,464	\$27,887
SugarHouse Casino	\$468,032	1361	\$440,149	\$27,883
Gamble Guest Care Center	\$27,880	17872		\$27,880
Curry College	\$51,625	10879	\$23,750	\$27,875
Bear Mountain Custom Painting	\$27,872	17877		\$27,872
Clinica Monsenor Oscar A Romero	\$27,871	17878		\$27,871
Flexpower	\$27,869	17881		\$27,869
C&C Air & Heat Service	\$49,243	11369	\$21,384	\$27,859
VALENCIA SPAIN	\$27,857	17885		\$27,857
Terpene Station Marijuana Store	\$39,450	13607	\$11,600	\$27,850
Timothy G Anderson Attorney	\$117,236	5267	\$89,390	\$27,846
Millipore	\$53,051	10641	\$25,207	\$27,844
PROS Services	\$27,840	17892		\$27,840
DONNELLY COLLEGE	\$42,362	12866	\$14,532	\$27,830
Del Toro Insurance	\$84,255	7145	\$56,427	\$27,828
Law Offices Of Arthur Horne III	\$64,347	9086	\$36,536	\$27,811

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Escamilla Law Group	\$126,981	4909	\$99,177	\$27,804
Tucanos Brazilian Grill	\$27,800	17906		\$27,800
Richardson Service 1991 Rental Services	\$41,608	13053	\$13,815	\$27,793
Roberts Wilson Attorneys	\$27,787	17909		\$27,787
August Law Firm	\$27,782	17911		\$27,782
Prudential	\$176,125	3637	\$148,350	\$27,775
Catalina Express Boat Trips	\$27,767	17916		\$27,767
Alpenrose	\$39,632	13550	\$11,866	\$27,766
Howell & Thornhill Attorneys	\$100,023	6073	\$72,267	\$27,756
STOCKDALE PODIATRY GROUP	\$37,000	14357	\$9,250	\$27,750
ORCHARD ENTERPRISES SVC	\$27,750	17923		\$27,750
McWhirter Bellinger & Assoc Attorneys	\$380,104	1673	\$352,355	\$27,749
ALL GAS HTG&APPL RPR CNT	\$75,949	7855	\$48,205	\$27,744
David Cavazos MD	\$56,119	10182	\$28,376	\$27,743
California Northstate University	\$93,613	6474	\$65,871	\$27,742
R&R Industries Inc	\$66,521	8827	\$38,780	\$27,741
Chow Time Buffet & Grill	\$61,856	9381	\$34,115	\$27,741
PAGE HARDWARE & APPL CO	\$27,728	17932		\$27,728
Gunn Local Dealer	\$134,032	4704	\$106,312	\$27,720
Law Office Of Johnny Phillips	\$187,717	3426	\$160,000	\$27,717
Washington Football Team	\$27,714	17938		\$27,714
Star Tires Plus Wheels Service	\$27,712	17940		\$27,712
Venture Title Agency	\$33,371	15560	\$5,660	\$27,711
CHS Ag Services	\$34,631	15133	\$6,929	\$27,702
OPPORTUNITY PARTNERS ORG	\$27,702	17943		\$27,702
Northeast TX Public Health District	\$34,900	15032	\$7,200	\$27,700
Turnbull Law Firm	\$27,699	17944		\$27,699
Marble Key Realty	\$27,690	17950		\$27,690
St Lukes Cataract & Laser Institute	\$28,610	17531	\$921	\$27,689
Party Liquors Store	\$27,682	17954		\$27,682
Center For Plastic Surgery	\$41,127	13165	\$13,450	\$27,677
Amanda Rafi DMD	\$139,445	4536	\$111,770	\$27,675
Gas N Wash	\$36,727	14441	\$9,057	\$27,670
Big Country Foods	\$27,670	17960		\$27,670
Community College Of Denver	\$27,660	17964		\$27,660
Hargray Communications	\$298,546	2146	\$270,889	\$27,657
Beat The Stigma	\$27,650	17966		\$27,650
Placer County Transportation Planning Agency	\$63,000	9252	\$35,351	\$27,649
Grecian Gyros Restaurant	\$27,644	17972		\$27,644
DOT FOODS	\$28,441	17617	\$800	\$27,641
Medfast Urgent Care Center	\$60,676	9538	\$33,036	\$27,640

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Karcher	\$28,007	17794	\$372	\$27,635
Trus Intl	\$27,625	17981		\$27,625
TOWNSHIP OF MONTVILLE	\$27,624	17986		\$27,624
Lucchese	\$34,160	15299	\$6,540	\$27,620
CAPITOL CYCLE CO	\$30,382	16748	\$2,762	\$27,620
Beverly Hills Local Dealer	\$30,277	16797	\$2,671	\$27,606
Community Change Voters Organization	\$27,603	17990		\$27,603
Auto House Local Dealer	\$30,000	16888	\$2,400	\$27,600
ATCO INTL	\$27,600	17995		\$27,600
B Dai Clothing Store	\$27,600	17995		\$27,600
Brooks Academy Of Science & Engineering	\$27,600	17995		\$27,600
Coachella Crossroads Venue	\$27,600	17995		\$27,600
Famous Restaurant	\$27,600	17995		\$27,600
FRAZIERS HARLEY-DAVIDSON	\$27,600	17995		\$27,600
Ware Rental Services	\$27,600	17995		\$27,600
Safe Rentals Transit Service	\$27,589	18008		\$27,589
Kalidy Real Estate Developer	\$27,583	18011		\$27,583
AUSTIN PARKS & REC	\$27,577	18011		\$27,577
MK Infusion Pharmacy Services	\$27,577	18013		\$27,577
Performance Food Group	\$30,082	16855	\$2,514	\$27,568
Bueno	\$56,295	10152	\$28,737	\$27,558
Cornerstone Family Healthcare Center	\$27,592	17995	\$37	\$27,555
Dayton Childrens Medical Center	\$27,550	18022		\$27,550
GROVES RE DEV	\$38,675	13846	\$11,130	\$27,545
OneLegacy Foundation	\$27,545	18024		\$27,545
Lennox Industries Service	\$52,063	10797	\$24,531	\$27,532
BLACK & MCDONALD CONTR	\$45,740	12070	\$18,216	\$27,524
Hero General Contracting	\$44,962	12288	\$17,439	\$27,523
Memorial Community Health Center	\$27,522	18034		\$27,522
City Of Vidor TX	\$27,502	18041		\$27,502
Pleasant Smiles Clinic	\$71,500	8276	\$44,000	\$27,500
Baja Cali Fish & Tacos Restaurant	\$50,000	11189	\$22,500	\$27,500
Fab Kutz Barber Shop	\$27,500	18043		\$27,500
Frankies Bikinis	\$27,500	18043		\$27,500
Global Glimpse Organization	\$27,500	18043		\$27,500
Goddess Collection	\$27,500	18043		\$27,500
Injury Angels Law Firm	\$27,500	18043		\$27,500
Melwood Global	\$27,500	18043		\$27,500
Metz Air Control Service	\$27,500	18043		\$27,500
Prince William County Public Schools	\$27,500	18043		\$27,500
Republic 23 Lounge	\$27,500	18043		\$27,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
RIFE & ASSOC	\$27,500	18043		\$27,500
Yankee Trails	\$27,500	18043		\$27,500
Nichols College	\$27,493	18064		\$27,493
Sanitas Medical Center	\$72,472	8177	\$44,980	\$27,492
Medical College Of WI	\$36,225	14608	\$8,738	\$27,487
Messiah University	\$27,487	18067		\$27,487
Mogul Minded Group Advertising	\$29,400	17178	\$1,920	\$27,480
75 CHROME SHOP	\$51,566	10886	\$24,091	\$27,475
State Of OR	\$37,669	14145	\$10,200	\$27,469
Shreveport Airport Authority	\$27,450	18079		\$27,450
Steamatic Restoration & Cleaning Service	\$27,450	18079		\$27,450
Medico MD	\$130,514	4803	\$103,070	\$27,444
Greater MI Spine & Neurological Institute	\$27,444	18079		\$27,444
New Jersey City University	\$301,219	2122	\$273,779	\$27,440
COREY BARTON HOMES	\$49,680	11276	\$22,241	\$27,439
Red X General Store	\$85,054	7083	\$57,624	\$27,430
KRAFT REAL ESTATE AGENCY	\$27,419	18090		\$27,419
PINE MTN WILD ANIMAL PRK	\$27,416	18093		\$27,416
JustUs Health Organization	\$41,194	13149	\$13,780	\$27,414
Next Adventure Sporting Goods Store	\$32,820	15757	\$5,416	\$27,404
HOT WAX SURF SHOP	\$27,401	18096		\$27,401
True Homes	\$91,682	6615	\$64,282	\$27,400
Open Health Care Clinic	\$53,900	10501	\$26,500	\$27,400
Forest Lawn Funeral Home & Cemetery	\$36,500	14510	\$9,100	\$27,400
East Coast Metal Roofing	\$27,400	18097		\$27,400
Urology Center Of Columbus	\$27,400	18098		\$27,400
Hennepin Technical College	\$56,824	10085	\$29,439	\$27,385
Corteva Agriscience	\$29,558	17115	\$2,180	\$27,378
Williams Intl	\$27,342	18120		\$27,342
NeoTract	\$52,237	10774	\$24,900	\$27,337
Pilot Flying J Convenience Store	\$59,785	9691	\$32,450	\$27,335
Lagos Jewellers	\$49,085	11404	\$21,750	\$27,335
Colusa Casino Resort	\$203,134	3161	\$175,804	\$27,330
Directions Credit Union	\$32,336	15942	\$5,015	\$27,321
Golden Ocala Golf & Equestrian Club Real Estate Development	\$50,441	11098	\$23,134	\$27,307
Eleete Real Estate	\$41,583	13067	\$14,278	\$27,305
Michigan State University Federal Credit Union	\$329,289	1956	\$301,988	\$27,301
b1Bank	\$27,300	18138		\$27,300
Childrens Collective Organization	\$27,300	18138		\$27,300
Gene IQ Lab	\$27,300	18138		\$27,300
Gold & Diamond Co	\$27,300	18138		\$27,300

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Highland Ridge Hospital	\$27,300	18138		\$27,300
KNOCHELMANN SVC EXPERTS	\$27,300	18138		\$27,300
Rescue Clean 911 Cleaning Service	\$27,300	18138		\$27,300
Montgomery County Board Of Commissioners	\$27,296	18150		\$27,296
Environmental Defense Foundation	\$27,294	18152		\$27,294
Founders	\$27,292	18154		\$27,292
FLOORS STORE	\$54,698	10378	\$27,410	\$27,288
Ramsey Local Dealer	\$154,396	4108	\$127,115	\$27,281
A BRIGHTER SMILE DNTSTRY	\$27,300	18137	\$40	\$27,260
Stand Up St Tammany	\$27,258	18162		\$27,258
Coopers BBQ Restaurant	\$89,462	6780	\$62,205	\$27,257
DANIEL L JACOB DISTR	\$66,096	8872	\$38,843	\$27,253
Excellence Community Schools	\$27,250	18165		\$27,250
McAllen Intl Airport	\$27,248	18166		\$27,248
Primo Cannabis Store	\$35,988	14681	\$8,742	\$27,246
Shibam Restaurant	\$83,893	7166	\$56,650	\$27,243
Confluence Health	\$130,436	4808	\$103,194	\$27,242
Floyd	\$27,240	18170		\$27,240
Martin-Brower Co	\$27,232	18171		\$27,232
Fire-N-Smoke Wood-Fired Kitchen Restaurant	\$27,229	18176		\$27,229
KSTS	\$27,225	18179		\$27,225
MARIN COUNTY CA	\$78,956	7556	\$51,737	\$27,219
Spirit Airlines	\$27,217	18180		\$27,217
Rahgozar Law Firm	\$27,213	18181		\$27,213
Cabrillo Hospice	\$54,700	10377	\$27,500	\$27,200
DC Law Group	\$27,200	18184		\$27,200
Glenstar Real Estate Developer	\$27,200	18184		\$27,200
Las Cruces NM	\$27,200	18184		\$27,200
North Suffolk Mental Health Assn	\$27,200	18184		\$27,200
SplashDown Beach Water Park	\$27,200	18184		\$27,200
Iowa Events Center	\$29,198	17271	\$2,000	\$27,198
World Wrestling Entertainment	\$32,897	15722	\$5,700	\$27,197
Law Offices Of Spencer G Morgan	\$27,193	18197		\$27,193
Salisbury University	\$87,225	6935	\$60,047	\$27,178
Textron Aviation	\$63,728	9164	\$36,559	\$27,169
Fred Smith Co	\$27,168	18202		\$27,168
Woodruff Brokerage Co	\$27,168	18203		\$27,168
Escapology Escape Room	\$32,160	16015	\$5,000	\$27,160
Western Front Store	\$30,953	16509	\$3,800	\$27,153
Urgent Ear Nose Throat Clinic	\$54,625	10383	\$27,475	\$27,150
Cresswind Peachtree City Real Estate Development	\$27,150	18213		\$27,150

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Digital Relativity	\$27,150	18214		\$27,150
Jet Room Medical Cannabis Dispensary	\$27,125	18224		\$27,125
Tuscan Gardens Of Delray Beach Senior Living	\$27,125	18224		\$27,125
Hillsborough Community College	\$113,482	5442	\$86,361	\$27,121
Calumet College Of St Joseph	\$27,510	18040	\$400	\$27,110
Uptown Dental	\$48,871	11445	\$21,763	\$27,108
Wayback Burgers Restaurant	\$29,073	17310	\$1,965	\$27,108
Mid South Fair	\$27,107	18234		\$27,107
Harmony Heating Services	\$30,800	16561	\$3,700	\$27,100
Lucas Arts	\$27,100	18236		\$27,100
Pickwick Antiques	\$27,100	18237		\$27,100
Brimstone & Fire Services	\$27,096	18237		\$27,096
Warren Consolidated Schools	\$27,095	18242		\$27,095
Inspired Closets Design Services	\$29,250	17235	\$2,164	\$27,086
Priority One Security System	\$60,224	9597	\$33,144	\$27,080
Adelphi Quarter Apartments	\$27,080	18248		\$27,080
Amazing Budz Cannabis Store	\$27,080	18249		\$27,080
DENT NEUROLOGIC INST	\$27,080	18249		\$27,080
Relief Meds Cannabis Store	\$27,076	18253		\$27,076
M PRICE DISTRIBUTING CO	\$50,109	11162	\$23,037	\$27,072
St Francis Campus Urgent Care	\$27,067	18257		\$27,067
Gogebic Community College	\$30,290	16791	\$3,225	\$27,065
Zoetis	\$27,062	18260		\$27,062
Curtis Legal Group	\$49,560	11310	\$22,500	\$27,060
Advice & Aid Pregnancy Centers	\$27,060	18261		\$27,060
Ajinomoto	\$30,201	16826	\$3,150	\$27,051
Michaela Tozzi DMD	\$52,694	10699	\$25,650	\$27,044
McCormick	\$27,690	17951	\$647	\$27,043
Broadway In Cincinnati	\$29,242	17251	\$2,200	\$27,042
Franklin Mint Federal Credit Union	\$123,125	5056	\$96,087	\$27,038
MW Law Firm	\$106,687	5734	\$79,650	\$27,037
ASML Shareholders	\$27,025	18273		\$27,025
Tucson Airport Authority	\$27,025	18275		\$27,025
Latch	\$30,635	16626	\$3,611	\$27,024
J&J Ventures Amusements Store	\$27,013	18275		\$27,013
Waves Express Car Wash	\$37,329	14266	\$10,320	\$27,009
Bishop Law Firm	\$57,907	9931	\$30,903	\$27,004
Pizza Artista Restaurant	\$36,484	14521	\$9,480	\$27,004
Chastain & Assoc Insurance Agency	\$63,392	9201	\$36,389	\$27,003
Access Hollywood	\$27,000	18279		\$27,000
Beauty & Beyond Supply Store	\$27,000	18280		\$27,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Capps Plumbing & Sewer	\$27,000	18280		\$27,000
Graystone Intl Business Brokers	\$27,000	18280		\$27,000
Hopson Law Group	\$27,000	18280		\$27,000
Integrity Insurance Agency	\$27,000	18280		\$27,000
Law Offices Of WA Chip Forstall Jr	\$27,000	18280		\$27,000
Oklahoma Childrens Hospital	\$27,000	18280		\$27,000
Pride Stations & Stores	\$27,000	18280		\$27,000
Rizo Sports Card Store	\$27,000	18280		\$27,000
RTA Restaurant Group	\$27,000	18280		\$27,000
SLIQ Spirited Ice	\$27,000	18280		\$27,000
Symetra	\$27,000	18280		\$27,000
Tyco Copy Center	\$27,000	18280		\$27,000
SUMMIT POLYMERS CO	\$36,174	14621	\$9,177	\$26,997
BILLINGS MT	\$56,319	10147	\$29,325	\$26,994
Christian Health Care Center	\$60,740	9528	\$33,750	\$26,990
Grace	\$26,987	18304		\$26,987
Oktoberfest Festival	\$26,975	18307		\$26,975
CITY ON A HILL CHURCH	\$30,874	16532	\$3,900	\$26,974
Delta Defense Service	\$26,965	18311		\$26,965
MAU Workforce Solutions	\$94,113	6445	\$67,164	\$26,949
Boch Center	\$42,540	12828	\$15,600	\$26,940
Kenricks Meats & Catering Store	\$56,183	10174	\$29,249	\$26,934
Fresno Yosemite Intl Airport	\$40,670	13269	\$13,744	\$26,926
Bishs RV Supercenter	\$26,925	18325		\$26,925
Erie Family Health Center	\$38,082	14013	\$11,162	\$26,920
Better Health Together Organization	\$26,915	18334		\$26,915
Vertava Health	\$26,915	18335		\$26,915
Rivier University	\$77,100	7738	\$50,188	\$26,912
PharmaCannis Health & Wellness	\$37,472	14224	\$10,561	\$26,911
Bowen Painter Trial Lawyers	\$26,904	18337		\$26,904
Canada Goose	\$26,903	18338		\$26,903
STARS Plastic Surgery	\$45,875	12042	\$18,976	\$26,899
Hamner Real Estate	\$117,080	5278	\$90,185	\$26,895
Bureau Of Land Mgt	\$40,934	13211	\$14,041	\$26,893
Marcelo Montesinos Attorney	\$26,893	18344		\$26,893
Big Horn Tire Shop	\$44,505	12385	\$17,613	\$26,892
Mr Greens Produce Store	\$38,063	14017	\$11,175	\$26,888
Omaha Performing Arts Center	\$34,875	15042	\$7,987	\$26,888
Pima Medical Institute	\$32,385	15928	\$5,500	\$26,885
PACCAR AUTOMOTIVE STORE	\$26,880	18352		\$26,880
TDs Auto Service	\$64,175	9108	\$37,297	\$26,878

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Clinton Station Diner	\$69,228	8516	\$42,353	\$26,875
Vantage Point Bank	\$26,875	18354		\$26,875
Luckey Ranch Urgent Care	\$26,873	18355		\$26,873
US Department Of Housing	\$28,625	17525	\$1,753	\$26,872
Hand Surgery Specialists Of TX	\$26,871	18357		\$26,871
Mount Gay	\$26,866	18360		\$26,866
Car Mart Local Dealer	\$100,030	6072	\$73,165	\$26,865
Tyde Apartments	\$33,580	15482	\$6,716	\$26,864
Swan Plumbing Heating & Air	\$26,863	18362		\$26,863
Carmigo Local Dealer	\$26,855	18368		\$26,855
Jaber Local Dealer	\$26,850	18371		\$26,850
Weststar Credit Union	\$26,831	18376		\$26,831
YARD STOP GARDEN CENTER	\$56,038	10188	\$29,214	\$26,824
Georgia School Nutrition Assn	\$26,824	18378		\$26,824
Pinckney Local Dealer	\$75,157	7930	\$48,340	\$26,817
Thermo Fisher	\$61,000	9499	\$34,185	\$26,815
Sunstreet Mortgage	\$70,439	8384	\$43,627	\$26,812
Classy Chassis Car Wash	\$29,244	17250	\$2,437	\$26,807
SIU Credit Union	\$26,806	18384		\$26,806
Blakes Hard Cider Co	\$26,800	18388		\$26,800
CFD Research	\$26,800	18388		\$26,800
Minnesota Department Of Labor & Industry	\$26,800	18388		\$26,800
Philadelphia Corp For Aging	\$26,800	18388		\$26,800
UBaked Cannabis Dispensary	\$26,793	18395		\$26,793
Alamo Rent A Car	\$27,320	18129	\$531	\$26,789
Artichoke Annies Antique Mall	\$43,781	12540	\$16,994	\$26,787
Tecmaco Services	\$26,783	18399		\$26,783
Energy-Star Services	\$26,782	18401		\$26,782
Frederick Law Firm	\$26,777	18404		\$26,777
Sutton Bank	\$73,748	8072	\$46,977	\$26,771
Arkansas Scholarship Lottery	\$525,630	1177	\$498,863	\$26,767
Gatorland Theme Park & Wild Life Preserve	\$119,805	5181	\$93,039	\$26,766
Los Angeles County Metropolitan Transportation Authority	\$74,764	7972	\$48,000	\$26,764
Granville Business Improvement District	\$42,315	12873	\$15,555	\$26,760
Utah Shakespeare Festival	\$26,756	18416		\$26,756
Schreiber Food Store	\$44,640	12359	\$17,886	\$26,754
La Salle University	\$291,018	2208	\$264,267	\$26,751
651 Carpets Store	\$26,750	18417		\$26,750
Southern Media	\$41,590	13061	\$14,846	\$26,744
REMYNTOON PARK	\$238,572	2704	\$211,833	\$26,739
Chicago Window Guys Contractor	\$26,738	18423		\$26,738

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Ramsey County Hazardous Waste	\$26,726	18430		\$26,726
Miguel A Elias Law Firm	\$26,725	18431		\$26,725
Ireland	\$29,714	17036	\$3,000	\$26,714
Gaylord Evangelical Free Church	\$26,700	18440		\$26,700
Roofing PD Contractor	\$26,700	18440		\$26,700
Painting Plus Contractor	\$30,733	16587	\$4,036	\$26,697
Daniel Hightower Attorney	\$94,483	6422	\$67,803	\$26,680
St Paul Ramsey County Public Health	\$37,126	14316	\$10,449	\$26,677
Cindies Adult Novelty Store	\$153,443	4132	\$126,767	\$26,676
Swift Services Heating & Cooling	\$31,172	16418	\$4,500	\$26,672
Mission Hospital Regional Medical Center	\$44,038	12482	\$17,374	\$26,664
Joe Zarzaur Law Office	\$47,788	11670	\$21,125	\$26,663
TAMG Realty Inc	\$41,462	13097	\$14,800	\$26,662
Recharge Clinic Medicine & Weight Loss	\$38,778	13820	\$12,126	\$26,652
HORIZON GROUP REALTY	\$26,652	18455		\$26,652
Hale & Monico Attorneys	\$60,650	9544	\$34,000	\$26,650
South Central Public Health District	\$32,571	15844	\$5,921	\$26,650
BE WELL CLINIC	\$26,650	18456		\$26,650
Blue Ridge Women Health Service	\$26,638	18464		\$26,638
Edelman & Thompson Attorneys	\$247,760	2598	\$221,129	\$26,631
Pratt Homes	\$68,000	8656	\$41,374	\$26,626
Utility Workers Union Of America	\$26,625	18466		\$26,625
Baystate Health	\$147,075	4301	\$120,462	\$26,613
Orange Blossom Womens Group	\$52,471	10739	\$25,863	\$26,608
Free People	\$26,600	18473		\$26,600
William Hill Winery	\$26,600	18473		\$26,600
Keepers Of The Wild Animal Sanctuary	\$45,418	12158	\$18,820	\$26,598
Frys Electronics	\$144,644	4370	\$118,053	\$26,591
Rock Pointe Apartments	\$26,587	18480		\$26,587
CityCenterDC	\$26,585	18480		\$26,585
Tar Heel Construction Contractor	\$26,583	18482		\$26,583
Pontoon Solutions	\$26,580	18483		\$26,580
Colony Brands Inc	\$30,498	16687	\$3,920	\$26,578
Volcano Steak & Sushi Restaurant	\$26,576	18484		\$26,576
Live The Life Ministries	\$26,575	18485		\$26,575
Geri Lynn Local Dealer	\$80,430	7423	\$53,862	\$26,568
Sauce Restaurant	\$31,738	16183	\$5,174	\$26,564
Greenbriar Project Owner Business Development	\$26,562	18490		\$26,562
Blue Sky Dental Group	\$26,556	18491		\$26,556
Martin-Jetco Heating & Air Conditioning Inc	\$54,289	10436	\$27,735	\$26,554
Powdr Corp Ski Resort	\$26,676	18451	\$125	\$26,551

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Waterset Real Estate Development	\$26,550	18494		\$26,550
Chelsea Senior Living	\$48,450	11526	\$21,910	\$26,540
Way Construction Co	\$26,537	18501		\$26,537
LIMOUSINE CONNECTION SVC	\$26,534	18503		\$26,534
RIVERSIDE METRO LOC DLR	\$161,740	3934	\$135,209	\$26,531
University Of North AL	\$95,508	6360	\$68,981	\$26,527
Pikes Peak Community College	\$30,725	16590	\$4,200	\$26,525
Equity Bank	\$52,952	10659	\$26,438	\$26,514
A8 Yumi Cabinet & Flooring	\$26,514	18512		\$26,514
Fulton & Barr Attorneys	\$26,513	18513		\$26,513
James River Air Conditioning Co	\$104,350	5847	\$77,840	\$26,510
Oklahoma City Community College	\$57,867	9938	\$31,361	\$26,506
Hudson County Improvement Authority	\$26,505	18514		\$26,505
One Life Fitness Center	\$113,918	5422	\$87,417	\$26,501
ATM Acrylic Tank Mfg	\$26,500	18515		\$26,500
Connecticut Department Of Revenue	\$26,500	18516		\$26,500
Essential Access Health	\$26,500	18516		\$26,500
I Am Second Organization	\$26,500	18516		\$26,500
Kansas City Indian Center	\$26,500	18516		\$26,500
Padco Auto Parts Store	\$26,500	18516		\$26,500
Amobee	\$26,498	18516		\$26,498
Bedford Camera & Video Store	\$26,498	18527		\$26,498
Kreizer Law Firm	\$46,492	11918	\$19,996	\$26,496
Elite Heating & Air Conditioning	\$26,493	18527		\$26,493
Removery Tattoo Removal Services	\$26,493	18529		\$26,493
Catholic Social Services Organization	\$27,489	18066	\$1,000	\$26,489
Kelmar Global Private Investigators	\$37,528	14178	\$11,040	\$26,488
BoxDrop Mattress Store	\$30,709	16599	\$4,222	\$26,487
MISSION INTL	\$41,286	13127	\$14,800	\$26,486
Prompt Home Care	\$26,473	18537		\$26,473
Justice Reform	\$26,462	18541		\$26,462
Thanks & Giving Cocktail Event	\$26,460	18543		\$26,460
Hunter Douglas	\$28,557	17559	\$2,100	\$26,457
Seattle Kraken Hockey Team	\$26,450	18549		\$26,450
El Car Wash	\$38,818	13810	\$12,376	\$26,442
Kenneth Hiller Attorney	\$61,274	9458	\$34,837	\$26,437
Memphis Open Tennis Tournament	\$26,436	18554		\$26,436
Critter One Animal Control	\$33,040	15656	\$6,608	\$26,432
CC Brands Cannabis Dispensary	\$26,430	18556		\$26,430
Magnolia Real Estate Development	\$26,430	18557		\$26,430
UBC Distributors	\$26,425	18560		\$26,425

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Master Spas Store	\$32,599	15832	\$6,186	\$26,413
St Francis Healthcare	\$63,669	9169	\$37,261	\$26,408
GALVESTON RAILROAD MSM	\$26,400	18569		\$26,400
LMD Medical Mgt Service	\$26,400	18569		\$26,400
TOWN OF BROOKHAVEN NY	\$26,400	18569		\$26,400
New England Sports Network	\$38,950	13769	\$12,560	\$26,390
Rons Total Home Services	\$26,390	18577		\$26,390
Zanies Comedy Club	\$30,469	16702	\$4,080	\$26,389
TAPPERS JEWELRY STORE	\$105,768	5775	\$79,382	\$26,386
IColor Wireless Store	\$26,375	18580		\$26,375
Pain & Spine Specialists Of MD	\$26,369	18583		\$26,369
Bob Tyler Local Dealer	\$108,471	5664	\$82,103	\$26,368
Adams & Coe Roofing Specialists	\$26,366	18585		\$26,366
Office Of The Governor	\$265,001	2415	\$238,640	\$26,361
Milestone Senior Services	\$26,357	18588		\$26,357
A-Total Plumbing	\$26,353	18590		\$26,353
Southern Eagle Distributing	\$26,350	18592		\$26,350
Dr Phillips Center For The Performing Arts	\$49,190	11381	\$22,850	\$26,340
Terry Friedman Attorney	\$53,652	10542	\$27,314	\$26,338
Willamette University	\$74,286	8010	\$47,949	\$26,337
Douglas & Douglas Attorney	\$26,334	18597		\$26,334
Woody Anderson Local Dealer	\$48,822	11456	\$22,496	\$26,326
Ole Ben Franklin Local Dealer	\$38,025	14026	\$11,700	\$26,325
Norwalk Public Schools	\$26,324	18601		\$26,324
City Of Sandy Springs GA	\$28,897	17393	\$2,575	\$26,322
McCoy Construction & Forestry Dealer	\$26,319	18603		\$26,319
Doll Distributing	\$46,806	11859	\$20,489	\$26,317
George Mutafyan MD	\$26,312	18607		\$26,312
Vance Heating & Air Conditioning Service	\$32,040	16061	\$5,733	\$26,307
Santa Clara County Social Services Agency	\$26,301	18609		\$26,301
Bill Crispin Local Dealer	\$92,088	6588	\$65,788	\$26,300
Goody	\$30,000	16888	\$3,700	\$26,300
Ellwood Crankshaft Group	\$26,950	18315	\$650	\$26,300
FPL Florida Power & Light Co	\$315,435	2046	\$289,143	\$26,292
New York Historical Society	\$61,677	9404	\$35,385	\$26,292
Spann Roofing & Sheet Metal Contractor	\$31,465	16287	\$5,175	\$26,290
TERRATEC CONTRACTOR	\$28,667	17512	\$2,383	\$26,284
Clinical Trials Of TX	\$26,281	18618		\$26,281
Higher Ground Char House Restaurant	\$26,281	18619		\$26,281
St Louis County Missouri	\$26,279	18622		\$26,279
AtlantiCare	\$170,989	3736	\$144,712	\$26,277

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Pylon Mfg Services	\$26,268	18626		\$26,268
PeeWees Crabcakes Restaurant	\$28,703	17499	\$2,438	\$26,265
MyHealthAngel	\$26,261	18628		\$26,261
Nationwide Childrens Hospital	\$237,742	2707	\$211,484	\$26,258
HUD Housing & Urban Development	\$57,391	10010	\$31,139	\$26,252
Community Home Health Care	\$26,250	18635		\$26,250
Cotton Holdings	\$26,250	18636		\$26,250
Dewalt	\$26,250	18636		\$26,250
LUCKMAN FINE ARTS COMPLX	\$26,250	18636		\$26,250
MDwise Health Plan	\$26,250	18636		\$26,250
Medical Imaging & Technology Alliance	\$26,250	18636		\$26,250
Seattle Symphony	\$26,250	18636		\$26,250
SWISSPORT EXEC AVIATION	\$26,250	18636		\$26,250
Tulare County Health & Human Services	\$26,250	18636		\$26,250
Protein Bar & Kitchen Restaurant	\$26,249	18636		\$26,249
KANE LAW FIRM	\$26,877	18353	\$632	\$26,245
Plover WI	\$26,245	18650		\$26,245
Lago Mar Real Estate Development	\$26,235	18652		\$26,235
Honor Credit Union	\$116,981	5288	\$90,747	\$26,234
Red Mountain Theater Co	\$26,210	18657		\$26,210
Jeremiah Program Organization	\$59,950	9666	\$33,750	\$26,200
Daily Xtra	\$26,200	18661		\$26,200
Globoplay Video On Demand	\$26,200	18662		\$26,200
Liventia Biotechnology Service	\$26,200	18662		\$26,200
Northwest Regional Workforce Investment Board	\$26,200	18662		\$26,200
La Quinta CA	\$50,849	11022	\$24,650	\$26,199
TLC Diversified Construction Group	\$44,327	12419	\$18,132	\$26,195
E-One	\$26,194	18671		\$26,194
SINCLAIR INTL	\$26,190	18672		\$26,190
Avient	\$26,150	18679		\$26,150
Nutcracker	\$26,150	18680		\$26,150
Double Diamond Marketing & Communications Services	\$26,149	18680		\$26,149
Right To Life Committee	\$26,471	18538	\$325	\$26,146
Southern Heating & Cooling Contractor	\$48,021	11613	\$21,879	\$26,142
Equality MI Organization	\$26,134	18686		\$26,134
Nugget Casino Resort	\$413,373	1537	\$387,240	\$26,133
Grammer Industries Transportation Services	\$26,130	18688		\$26,130
Acadian Windows & Siding	\$90,930	6673	\$64,803	\$26,127
Premier Bone & Joint Centers	\$41,778	13013	\$15,654	\$26,124
Air Temp Solutions Plumbing	\$26,123	18694		\$26,123
New Jersey Courts	\$26,120	18695		\$26,120

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Alberts Jewelers	\$321,660	2005	\$295,550	\$26,110
Greenstone Farm Credit	\$110,951	5549	\$84,843	\$26,108
Dixie Supply Roofing Supply Store	\$43,012	12713	\$16,904	\$26,108
CNH Industrial	\$30,285	16793	\$4,177	\$26,108
MT Olympus Water & Theme Park	\$165,742	3841	\$139,636	\$26,106
Total Mortgage Services	\$77,565	7696	\$51,465	\$26,100
Scottsdale Arts Festival	\$32,100	16044	\$6,000	\$26,100
E-Cigarettes	\$26,100	18704		\$26,100
Hatch Cannabis Dispensary	\$26,100	18704		\$26,100
LifeBridge Health System	\$27,974	17835	\$1,875	\$26,099
Puma	\$239,151	2697	\$213,056	\$26,095
Community Health Center	\$166,907	3826	\$140,817	\$26,090
Vascular & Vein Center Of The South	\$54,207	10453	\$28,130	\$26,077
Bardstown Bourbon Co Distillery	\$26,057	18730		\$26,057
Bell	\$26,055	18731		\$26,055
Texas Renaissance Festival	\$64,050	9126	\$38,000	\$26,050
First Call Jewel HVAC Service	\$26,040	18740		\$26,040
Thomas More University	\$69,560	8482	\$43,535	\$26,025
FRANCES VINTAGE STORE	\$26,025	18745		\$26,025
Dawson Park Apartments	\$26,000	18751		\$26,000
Evolution Body Transformation Spa	\$26,000	18751		\$26,000
Express News	\$26,000	18751		\$26,000
STATE FAIR OF LA	\$26,000	18751		\$26,000
United Envelope	\$26,000	18751		\$26,000
Wonderbrett Cannabis Store	\$26,000	18751		\$26,000
One Gas	\$25,999	18751		\$25,999
BRIAN COY WEB DESIGN	\$25,995	18772		\$25,995
SIGNATURE BRANDS DISTR	\$25,995	18774		\$25,995
BY REQUEST CLOTHING STR	\$25,992	18776		\$25,992
Breathe Southern Ca Organization	\$25,986	18776		\$25,986
Maloney Law Group	\$67,589	8711	\$41,604	\$25,985
No Kid Hungry Organization	\$25,977	18794		\$25,977
Mel Trotter Ministries	\$25,968	18798		\$25,968
National Vision Center	\$181,875	3525	\$155,910	\$25,965
SLEEP TIGHT BED SHOP	\$51,163	10966	\$25,200	\$25,963
Spartanburg Local Dealer	\$61,737	9395	\$35,778	\$25,959
Cair Heating & Cooling	\$25,958	18800		\$25,958
10 Fitness Center	\$63,325	9206	\$37,374	\$25,951
Upper IA University	\$74,148	8024	\$48,200	\$25,948
Kreations Body Shop	\$25,947	18808		\$25,947
State Of IN	\$35,644	14783	\$9,700	\$25,944

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
First Choice Lawyers	\$123,319	5049	\$97,382	\$25,937
Singh Family Medical Clinic	\$25,928	18816		\$25,928
LA Vapor Lounge	\$26,926	18324	\$1,000	\$25,926
Family Road Of Greater Baton Rouge	\$25,915	18822		\$25,915
Works Restaurant	\$35,100	14949	\$9,187	\$25,913
CENTER OPERATING SVC	\$25,913	18823		\$25,913
LeaseUp Real Estate Services	\$25,910	18825		\$25,910
Cahuilla Casino	\$181,982	3523	\$156,073	\$25,909
Flash Foods Inc	\$25,909	18826		\$25,909
Henry County GA	\$52,335	10758	\$26,432	\$25,903
G&M Gas Station	\$25,900	18830		\$25,900
Piering Law Firm	\$25,900	18830		\$25,900
ADMI Aspen Dental Mgt Inc Organization	\$88,497	6850	\$62,600	\$25,897
Lone Star Gun Shows	\$100,980	6014	\$75,084	\$25,896
Albuquerque Police Officers Assn	\$25,890	18837		\$25,890
Say Insurance	\$35,381	14860	\$9,500	\$25,881
Cummins Emission Solutions	\$25,875	18845		\$25,875
Jack & Jill Adult Store	\$25,872	18848		\$25,872
Childrens Scholarship Fund Philadelphia	\$25,868	18849		\$25,868
Carnitas Y Tortas Ahogadas Guadalajara Restaurant	\$28,315	17671	\$2,465	\$25,850
Waukesha State Bank	\$25,845	18853		\$25,845
Halloween Production	\$25,836	18859		\$25,836
Morgan	\$34,670	15122	\$8,840	\$25,830
Priority Urgent Care	\$46,762	11871	\$20,937	\$25,825
Clayton Homes	\$64,046	9126	\$38,226	\$25,820
TJ Samson Community Hospital	\$34,272	15259	\$8,459	\$25,813
MALL OF THE MAINLAND	\$25,800	18870		\$25,800
Mobile22 Transit Service	\$25,800	18870		\$25,800
Plastek Group	\$25,800	18870		\$25,800
Greensboro Grasshoppers Baseball Team	\$25,799	18878		\$25,799
Mayfield Clinic	\$79,875	7484	\$54,080	\$25,795
Disney On Ice	\$143,992	4387	\$118,198	\$25,794
Taggart Transportation	\$25,778	18888		\$25,778
Lyrical Lemonade Summer Smash Concert	\$25,775	18890		\$25,775
Pardee Properties Realty	\$25,772	18891		\$25,772
McConnell Meats & Farm Market	\$25,764	18897		\$25,764
Carver Road Hospitality Services	\$25,762	18898		\$25,762
Next Generation Roofing Co	\$31,005	16485	\$5,250	\$25,755
Island	\$54,250	10442	\$28,500	\$25,750
APP Advanced Powder Products	\$25,750	18904		\$25,750
McKays Books Store	\$25,750	18905		\$25,750

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Tech Interactive Museum	\$25,750	18905		\$25,750
Rutters	\$318,901	2022	\$293,152	\$25,749
Super 5 Consulting Group	\$68,420	8604	\$42,671	\$25,749
Howmet Aerospace	\$25,745	18909		\$25,745
Mansfield Independent School District	\$25,735	18914		\$25,735
D&W Awning & Window Contr	\$81,000	7375	\$55,266	\$25,734
Primis	\$25,728	18916		\$25,728
NATURES WAY PEST CONTROL	\$25,725	18918		\$25,725
SMUD Sacramento Municipal Utility District	\$609,800	1023	\$584,082	\$25,718
Erie County Parks Recreation & Forestry	\$25,715	18923		\$25,715
Kings Of Vapor Shop	\$25,710	18926		\$25,710
Washington State	\$25,700	18931		\$25,700
Table & Tap Restaurant	\$25,693	18938		\$25,693
Skywest Airlines	\$58,500	9848	\$32,809	\$25,691
BOZZUTO RE DEV	\$35,000	14982	\$9,312	\$25,688
Georgia Cyber Academy	\$27,087	18245	\$1,400	\$25,687
Altair Eyewear	\$25,680	18940		\$25,680
Arts In Action Community Charter Schools	\$25,679	18941		\$25,679
Rich	\$26,650	18457	\$975	\$25,675
Geddes Federal Savings & Loan Assn	\$25,674	18944		\$25,674
Tahoe Fund Organization	\$59,507	9715	\$33,837	\$25,670
Goodlettsville TN	\$29,420	17172	\$3,750	\$25,670
Coachella Valley Water District	\$64,673	9053	\$39,005	\$25,668
Oakland Promise	\$28,870	17410	\$3,204	\$25,666
Lakeside Shopping Center	\$25,665	18945		\$25,665
New King Of Vernon Restaurant	\$25,664	18946		\$25,664
Scrap Mart Recycling Service	\$54,607	10388	\$28,957	\$25,650
Region V Services	\$25,650	18949		\$25,650
Childrens Dental Health Assoc	\$42,077	12916	\$16,431	\$25,646
CRYSTAL CLINIC	\$228,766	2803	\$203,126	\$25,640
Stash Detroit Medical Marijuana Dispensary	\$25,629	18958		\$25,629
KK Local Dealer	\$29,006	17335	\$3,380	\$25,626
CNS Cleaning Co	\$28,865	17410	\$3,240	\$25,625
Bufete Durrani Attorney	\$25,623	18960		\$25,623
MILLIGAN UNIVERSITY	\$25,622	18961		\$25,622
Quigley Eye Specialist	\$25,621	18962		\$25,621
Chantz Scott Local Dealer	\$45,613	12104	\$19,998	\$25,615
Papa Murphys Take & Bake Pizza Restaurant	\$74,361	8004	\$48,753	\$25,608
Haygoods Personal Appearance	\$80,892	7385	\$55,285	\$25,607
Downton Abbey The Exhibition	\$25,606	18967		\$25,606
Sky Lakes Medical Center	\$26,000	18751	\$395	\$25,605

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
UNIVERSITY PREP SCHOOL	\$25,603	18968		\$25,603
ALTERS GEM JEWELRY STORE	\$25,600	18972		\$25,600
Bellhop Movers	\$25,600	18973		\$25,600
Sereno Sante	\$25,600	18973		\$25,600
Tape Face Personal Appearance	\$25,600	18973		\$25,600
Charlotte Metro Credit Union	\$196,865	3271	\$171,270	\$25,595
Atlantis Insurance Agency	\$33,000	15670	\$7,413	\$25,587
Alabama Family Central	\$25,578	18986		\$25,578
Redford Auto Repair	\$139,587	4532	\$114,014	\$25,573
KIPP San Antonio Public Schools	\$25,560	18990		\$25,560
Northwest Medical Center	\$25,559	18990		\$25,559
Knife River Prestress	\$25,555	18994		\$25,555
Aha Airlines	\$25,550	18995		\$25,550
Riverside County Fire Department	\$25,550	18996		\$25,550
Toyota Stadium	\$97,048	6261	\$71,500	\$25,548
Saie	\$25,548	18999		\$25,548
Talpa Supermarket	\$173,780	3680	\$148,241	\$25,539
ATC Presents	\$25,530	19003		\$25,530
Grand Prairie Independent School District	\$30,762	16577	\$5,238	\$25,524
Infinitys End Store	\$70,230	8412	\$44,711	\$25,519
Belmont Abbey College	\$144,783	4366	\$119,267	\$25,516
Stampd	\$25,511	19007		\$25,511
Por Vida Tattoo	\$27,195	18197	\$1,685	\$25,510
Acelero Learning Center	\$32,500	15860	\$7,000	\$25,500
Streetworks	\$28,000	17801	\$2,500	\$25,500
A SNAILS PACE RNG SHPS	\$25,500	19011		\$25,500
ADAM & EVE CLOTHING CO	\$25,500	19012		\$25,500
CASE Central Arizonans For A Sustainable Economy	\$25,500	19012		\$25,500
Hollywood	\$25,500	19012		\$25,500
JANITORIAL SERVICE	\$25,500	19012		\$25,500
Kobrand	\$25,500	19012		\$25,500
Marfa TX	\$25,500	19012		\$25,500
Moss Organization	\$25,500	19012		\$25,500
Northwestern Technological Institute	\$25,500	19012		\$25,500
Waste Mgt Holdings Service	\$25,500	19012		\$25,500
SHOWTIME FIREWORKS STORE	\$44,963	12287	\$19,471	\$25,492
Decent Healthcare Service	\$25,490	19030		\$25,490
Waller Insurance	\$25,488	19031		\$25,488
WISCONSIN DISTRIBUTORS	\$44,187	12449	\$18,700	\$25,487
Gulf Capital Bank	\$25,476	19034		\$25,476
Limitless	\$36,275	14592	\$10,800	\$25,475

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Tabby & Jacks Pet Store	\$25,475	19036		\$25,475
Robert Dekanski Team Realty	\$187,425	3438	\$161,965	\$25,460
Danny Lee MD	\$25,458	19041		\$25,458
Hoover CS Service	\$25,455	19043		\$25,455
Valley Pacific	\$46,550	11912	\$21,100	\$25,450
Always Money	\$25,450	19048		\$25,450
Seattle Reign FC Team	\$25,450	19049		\$25,450
Echo Tap & Grille Restaurant	\$25,440	19056		\$25,440
Jeremiah Talbott Attorney	\$85,290	7067	\$59,856	\$25,434
Flower Power Cannabis Store	\$25,432	19059		\$25,432
Zen Leaf Vegas	\$38,307	13945	\$12,882	\$25,425
Massachusetts Cannabis Control Commission	\$25,423	19065		\$25,423
Capital Health	\$121,622	5105	\$96,200	\$25,422
Kirk Donovan Enterprises Marketing Service	\$25,414	19070		\$25,414
Mardel Christian & Educational Store	\$81,586	7327	\$56,175	\$25,411
Mayfield Brain & Spine Center	\$46,000	12004	\$20,600	\$25,400
Newmark Knight Frank	\$33,620	15470	\$8,220	\$25,400
WYFE	\$30,400	16739	\$5,000	\$25,400
Toms Restaurant	\$25,950	18805	\$550	\$25,400
BRICK Education Network	\$25,400	19076		\$25,400
GDMB Development Real Estate Developer	\$25,400	19077		\$25,400
WPBT	\$25,400	19077		\$25,400
OrthoNY Clinic	\$42,415	12855	\$17,017	\$25,398
Pacific City Bank	\$25,396	19077		\$25,396
Denver Intl Airport	\$35,250	14897	\$9,857	\$25,393
National Council For The Social Studies	\$25,387	19087		\$25,387
Two Boys Donuts Shop	\$25,379	19092		\$25,379
JVIS USA	\$25,370	19099		\$25,370
TANGER PROPERTIES RE	\$69,369	8503	\$44,000	\$25,369
Osaka Restaurant	\$101,595	5973	\$76,245	\$25,350
Boston Harbor Day Cruises	\$90,551	6699	\$65,201	\$25,350
PreZero	\$25,350	19106		\$25,350
Son Of Davy Touring	\$25,350	19106		\$25,350
Canyon State AC & Heating Contractor	\$69,540	8487	\$44,196	\$25,344
Clay R Treese Attorney	\$25,344	19114		\$25,344
Envista Credit Union	\$40,190	13390	\$14,852	\$25,338
Maryland Health Center	\$25,333	19116		\$25,333
WATERMAN VILLAGE/MT DORA	\$27,888	17868	\$2,557	\$25,331
Lucky Dill Deli	\$25,331	19118		\$25,331
Good Guy Vapes Shop	\$59,798	9687	\$34,470	\$25,328
JIS Orthopedics	\$37,500	14191	\$12,180	\$25,320

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
B Gregg Price Law Office	\$29,909	16965	\$4,599	\$25,310
Bridge Over Troubled Waters Organization	\$40,000	13433	\$14,700	\$25,300
Kersey Valley Axe Throwing Center	\$25,300	19129		\$25,300
ATR Law Group	\$25,291	19135		\$25,291
Heartland Coca-Cola Bottling Co	\$34,440	15202	\$9,150	\$25,290
LeJeune Aesthetic Centers	\$25,289	19138		\$25,289
Florida Law Group	\$84,700	7113	\$59,413	\$25,287
UTAH LEGAL SERVICES	\$26,486	18533	\$1,205	\$25,281
Transdev Transportation Service	\$36,650	14458	\$11,375	\$25,275
Timos Air Conditioning & Heating Service	\$98,741	6161	\$73,469	\$25,272
PRX Organization	\$25,270	19145		\$25,270
210 Financial	\$48,924	11431	\$23,658	\$25,266
TS Orthodontics Center	\$49,646	11286	\$24,383	\$25,263
POL-County Judge	\$41,145	13161	\$15,888	\$25,257
INTERFAITH ACTION ORG	\$25,255	19146		\$25,255
Sebastian Maniscalco Personal Appearance	\$25,253	19147		\$25,253
GoodWorks Entertainment	\$25,252	19148		\$25,252
Rolex Boutique J Licht & Sons	\$32,250	15981	\$7,000	\$25,250
Chowbus	\$25,250	19151		\$25,250
KGS Law Group	\$25,250	19152		\$25,250
Next Step Public Charter School	\$25,250	19152		\$25,250
Wilson McGinley	\$25,250	19152		\$25,250
HomeGoods	\$53,866	10507	\$28,626	\$25,240
Red State BBQ Restaurant	\$25,226	19159		\$25,226
Aspen Limousine Service	\$25,224	19161		\$25,224
Spindletop Energy Products Distributor	\$25,222	19162		\$25,222
Panhandle Cleaning & Restoration	\$90,504	6706	\$65,292	\$25,212
ECORSE PUBLIC SCHOOL	\$110,448	5571	\$85,241	\$25,207
Elvis Presley Enterprise	\$131,074	4783	\$105,873	\$25,201
ARKANSAS UROLOGY CENTER	\$25,200	19173		\$25,200
Gwinnett County Board Of Commissioners	\$25,200	19174		\$25,200
Highpoint At Cape Coral Retirement Community	\$25,200	19174		\$25,200
Keystone Passionate Care	\$25,200	19174		\$25,200
Pennsylvania Tap	\$25,200	19174		\$25,200
Sand & Sea Investments Real Estate Service	\$25,200	19174		\$25,200
XTR	\$25,200	19174		\$25,200
LIFEBANC ORGAN DNTN SVC	\$25,195	19192		\$25,195
Pennsylvania Options For Wellness Medical Marijuana Dispensar	\$25,182	19196		\$25,182
Alameda County Health Care Services Agency	\$25,179	19198		\$25,179
Bella Mirage Apartments	\$25,178	19199		\$25,178
Barletta	\$25,175	19200		\$25,175

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Childrens Hospital & Medical Center	\$257,482	2485	\$232,309	\$25,173
WRIGHT ROOFING CONTR	\$25,170	19202		\$25,170
Law Offices Of Larry S Buckley	\$25,168	19204		\$25,168
Stewart Law Offices	\$96,358	6304	\$71,192	\$25,166
TRC Retail Real Estate	\$25,160	19204		\$25,160
Pincanna Medical Marijuana Dispensary	\$25,156	19207		\$25,156
Milwaukee Tool & Equipment Co	\$26,650	18457	\$1,500	\$25,150
Lone River	\$25,150	19210		\$25,150
Payless Shoesource	\$25,150	19210		\$25,150
CMI Columbia Marketing Intl	\$25,141	19210		\$25,141
Caldwell Cos Real Estate	\$102,484	5922	\$77,344	\$25,140
United Artists Theatres	\$33,000	15670	\$7,863	\$25,137
Talking Rain	\$25,130	19219		\$25,130
Piece Of Mind Cannabis Shop	\$53,211	10611	\$28,084	\$25,127
New Frontier Western Gun Show & Auction	\$25,125	19221		\$25,125
Arizona Coalition For Military Families	\$25,122	19222		\$25,122
Tiki Docks River Bar & Grill	\$63,076	9242	\$37,959	\$25,117
Sanders & Sanders Roofing	\$25,115	19226		\$25,115
GenPsych Counseling	\$40,200	13389	\$15,088	\$25,112
Karmanos Cancer Institute	\$333,824	1936	\$308,714	\$25,110
Ryan Cappy Attorney	\$64,969	9020	\$39,859	\$25,110
Palm Beach Show Group Events	\$28,750	17478	\$3,643	\$25,107
Capgemini	\$25,100	19232		\$25,100
CYFD Children Youth & Families Department	\$25,100	19232		\$25,100
MIDDLESEX CORP SERVICE	\$25,100	19232		\$25,100
Blueboard	\$25,097	19240		\$25,097
RUA Insurance Group	\$25,087	19242		\$25,087
Deluxe Blacktop Paving Contractor	\$25,082	19243		\$25,082
Simply Mac Computer Store	\$27,377	18105	\$2,300	\$25,077
National Resilience	\$25,076	19245		\$25,076
PARADISE COVE LUAU	\$46,341	11940	\$21,271	\$25,070
Riverbanks Zoo & Garden	\$65,794	8914	\$40,725	\$25,069
TODD A SANDLER REALTORS	\$46,845	11850	\$21,777	\$25,068
Coney Island Amusement Park	\$25,063	19250		\$25,063
Islamorada Beer Co	\$32,386	15927	\$7,329	\$25,057
Golds Gym	\$378,850	1680	\$353,799	\$25,051
TOUS MIAMI STORE	\$152,050	4164	\$127,000	\$25,050
New York Gold Diamond & Pawn	\$25,050	19257		\$25,050
WPXI	\$25,050	19257		\$25,050
Roberts Local Dealer	\$39,733	13526	\$14,688	\$25,045
L&F BEER DISTRIBUTORS	\$139,075	4545	\$114,036	\$25,039

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Archer Daniels Midland	\$34,588	15151	\$9,556	\$25,032
RNR Tire Express & Custom Wheels	\$25,028	19264		\$25,028
Gemstone Foods	\$25,020	19273		\$25,020
Durango CO	\$25,017	19274		\$25,017
Roseman University	\$28,009	17791	\$3,000	\$25,009
Betus.com Betting	\$25,005	19278		\$25,005
Dream Town Realty	\$66,187	8862	\$41,185	\$25,002
Ackerman Cancer Center	\$40,001	13430	\$15,000	\$25,001
BRIC Arts	\$25,001	19279		\$25,001
305 Global Marketing	\$25,000	19280		\$25,000
Adler University	\$25,000	19281		\$25,000
AIDS DE INC ORG	\$25,000	19281		\$25,000
Allied Integrated Marketing	\$25,000	19281		\$25,000
Arizona State Fair	\$25,000	19281		\$25,000
Arlington County Department Of Enviromental Services	\$25,000	19281		\$25,000
Artifex Brewing Co	\$25,000	19281		\$25,000
Audrains Newport Concours & Motor Week Event	\$25,000	19281		\$25,000
Bailey Cosmetic Surgery & Vein Centre	\$25,000	19281		\$25,000
Baked By Melissa Bakery	\$25,000	19281		\$25,000
Baltimore Orioles Baseball	\$25,000	19281		\$25,000
Central Valley Trailer Repair Shop	\$25,000	19281		\$25,000
Clinique	\$25,000	19281		\$25,000
Columbia Fireflies	\$25,000	19281		\$25,000
Composite Media	\$25,000	19281		\$25,000
Coral Reef Pet Center	\$25,000	19281		\$25,000
Cranked Up Films Pictures	\$25,000	19281		\$25,000
CRESTED BUTTE CO	\$25,000	19281		\$25,000
Denver Water Board Utility	\$25,000	19281		\$25,000
Detroit Salt Co	\$25,000	19281		\$25,000
District Of Columbia Office Of The Deputy Mayor For Education	\$25,000	19281		\$25,000
Envestnet	\$25,000	19281		\$25,000
Famous Nashville Restaurant	\$25,000	19281		\$25,000
Frogs In Disguise Game	\$25,000	19281		\$25,000
Full Picture	\$25,000	19281		\$25,000
Hills	\$25,000	19281		\$25,000
InnerCat Music Group Marketing Service	\$25,000	19281		\$25,000
Kim Crawford	\$25,000	19281		\$25,000
L Ami Sport Store	\$25,000	19281		\$25,000
Limonada	\$25,000	19281		\$25,000
LiteratiBooks.com Book Club	\$25,000	19281		\$25,000
Los Angeles County Medical Assn	\$25,000	19281		\$25,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
M&Ms	\$25,000	19281		\$25,000
Marin County Department Of Health & Human Services	\$25,000	19281		\$25,000
Meka Ape Club	\$25,000	19281		\$25,000
Minc Lounge Restaurant	\$25,000	19281		\$25,000
Morphe	\$25,000	19281		\$25,000
New Jersey Office Of The Insurance Fraud Prosecutor	\$25,000	19281		\$25,000
NFT	\$25,000	19281		\$25,000
Ohio Valley Wine & Beer Co	\$25,000	19281		\$25,000
Overlake Hospital	\$25,000	19281		\$25,000
Panerai	\$25,000	19281		\$25,000
Progressive Mgt Systems	\$25,000	19281		\$25,000
Redeemeum	\$25,000	19281		\$25,000
Security Validation Service	\$25,000	19281		\$25,000
Sharing Love Home Care	\$25,000	19281		\$25,000
Showtime Pictures	\$25,000	19281		\$25,000
SiSense	\$25,000	19281		\$25,000
South Coast Air Quality Mgt	\$25,000	19281		\$25,000
Urban Vision Optical Center	\$25,000	19281		\$25,000
WETA	\$25,000	19281		\$25,000
Wheels Convenience Store	\$25,000	19281		\$25,000
WRIF	\$25,000	19281		\$25,000
Zagat Survey	\$25,000	19281		\$25,000
WTNM	\$32,496	15876	\$7,500	\$24,996
Heidelberg Distributing	\$129,452	4844	\$104,458	\$24,994
Habegger Heating & Cooling	\$31,556	16246	\$6,572	\$24,984
Killeen Independent School District	\$26,682	18447	\$1,700	\$24,982
TLC For Smiles Dental Clinic	\$24,982	19360		\$24,982
Miller Waldrop Furniture & Decor Store	\$24,980	19360		\$24,980
CEGA Criminal Law Firm	\$24,971	19364		\$24,971
Gateway Foundation	\$60,543	9556	\$35,573	\$24,970
Guyen Brothers Fine Jewelry Store	\$24,969	19366		\$24,969
CHUCKS BOOTS SUPERSTORE	\$73,905	8052	\$48,938	\$24,967
Andersen	\$51,705	10870	\$26,750	\$24,955
WHOLESALE FLOORS STORE	\$63,417	9197	\$38,466	\$24,951
BJs Consumers Choice Pest Control	\$24,949	19376		\$24,949
Bakersfield Local Dealer	\$132,863	4738	\$107,915	\$24,948
Kaleafa Medical Marijuana Dispensary	\$24,942	19377		\$24,942
Envy Aesthetic Plastic Surgery Center	\$24,938	19378		\$24,938
Comptons Liquidation Center	\$28,710	17496	\$3,787	\$24,923
Norwalk-La Mirada Plumbing	\$24,921	19384		\$24,921
Hog Heaven Restaurant	\$24,913	19387		\$24,913

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Impression Homes	\$96,022	6323	\$71,111	\$24,911
BUENA VISTA THTRCL GRP	\$24,911	19389		\$24,911
Davilas Tax Services	\$24,900	19395		\$24,900
GREEN BAY PACKAGING	\$24,900	19395		\$24,900
Nebraska Public Radio Network	\$24,900	19395		\$24,900
Rise Communities Real Estate Developer	\$24,900	19395		\$24,900
Spectrum Health Hospital	\$51,435	10911	\$26,536	\$24,899
Enlightened Solutions Rehab Clinic	\$170,987	3737	\$146,089	\$24,898
Moody Bible Institute	\$114,998	5383	\$90,100	\$24,898
Vireo Health Of NY	\$24,885	19406		\$24,885
Healing Clinics Medical Marijuana Clinics	\$36,356	14571	\$11,473	\$24,883
Platinum Real Estate Professionals	\$59,332	9743	\$34,451	\$24,881
MAVERICK OIL & GAS INC	\$24,875	19409		\$24,875
PeopleTec	\$25,771	18893	\$898	\$24,873
TLMD Timothy Leary Memorial Dispensary	\$68,118	8642	\$43,247	\$24,871
MICHIGAN CTR/TRUCK SFTY	\$28,768	17469	\$3,900	\$24,868
Averett Septic Tanks Contractor	\$24,862	19412		\$24,862
Sensible Housing Ballot Committee	\$24,862	19413		\$24,862
Gainesville Local Dealer	\$24,860	19413		\$24,860
DAVID GARDNERS JWLRY STR	\$24,853	19415		\$24,853
Veuve	\$123,750	5032	\$98,898	\$24,852
Gold Standard Financial Co	\$26,573	18486	\$1,728	\$24,845
Empire Realty Group	\$27,871	17879	\$3,031	\$24,840
Imperial Wholesale Inc	\$24,840	19422		\$24,840
Santa Fe Restaurant	\$24,838	19424		\$24,838
Georgia Department Of Public Safety	\$44,650	12354	\$19,830	\$24,820
AMAZING SUPERSTORE	\$149,948	4234	\$125,134	\$24,814
Rachel Frazier Johnson Law Firm	\$30,850	16545	\$6,050	\$24,800
Audio Chuck Media Service	\$24,800	19434		\$24,800
CALVARY CHAPEL FT LDRDL	\$24,800	19434		\$24,800
Nevada Dairy Farmers	\$24,800	19434		\$24,800
Notarize	\$24,800	19434		\$24,800
Capitol Hill Healthcare Center	\$26,385	18578	\$1,600	\$24,785
Brookfield Zoo	\$339,159	1892	\$314,381	\$24,778
Schepel Local Dealer	\$185,343	3467	\$160,566	\$24,777
Dan Hatef MD	\$32,901	15720	\$8,124	\$24,777
Hair Designer	\$33,074	15648	\$8,305	\$24,769
Blum Oakland Cannabis Store	\$74,686	7978	\$49,922	\$24,764
West Fraser Mills	\$24,763	19446		\$24,763
SPEED LUBE AUTO SERVICE	\$37,618	14152	\$12,860	\$24,758
Amberton University	\$73,296	8107	\$48,546	\$24,750

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Local Mortgage Inc	\$32,250	15981	\$7,500	\$24,750
South Carolina Federal Credit Union	\$26,250	18636	\$1,500	\$24,750
Everett Clinic	\$24,750	19450		\$24,750
KTVU	\$24,750	19451		\$24,750
Professional Plumbing & Design	\$24,750	19451		\$24,750
Schaumburg Boomers Baseball Team	\$24,750	19451		\$24,750
VALLEY FLOORING CARPET ONE	\$24,750	19451		\$24,750
Vape Works Ltd	\$24,750	19451		\$24,750
CLAIRES FAISHIONS STORE	\$70,371	8391	\$45,631	\$24,740
Andy Warhol Museum	\$73,200	8115	\$48,463	\$24,737
Heritage Plumbing Heating & Cooling	\$159,943	3969	\$135,216	\$24,727
LEE COUNTY PORT AUTH	\$87,164	6941	\$62,440	\$24,724
Pepper & Odom Attorneys	\$131,162	4780	\$106,440	\$24,722
St Paul Plumbing & Heating Service	\$216,325	2977	\$191,606	\$24,719
Platinum Collision Center	\$56,913	10068	\$32,199	\$24,714
Hammons & Assoc Law Firm	\$27,764	17918	\$3,050	\$24,714
MARINE CONNECTION BOAT	\$40,615	13284	\$15,907	\$24,708
Los Rancheros Mexican Restaurant	\$68,153	8632	\$43,450	\$24,703
JIM CHAPMAN COMMUNITIES	\$26,872	18356	\$2,172	\$24,700
Pennsylvania Assn Of Community Health Centers	\$24,700	19470		\$24,700
Shaw	\$56,810	10085	\$32,113	\$24,697
PlayMakar	\$24,691	19480		\$24,691
Richemont Sa	\$24,688	19484		\$24,688
Pickford Law Pllc Attorneys	\$31,614	16223	\$6,932	\$24,682
Nevada Made Marijuana Shop	\$24,649	19499		\$24,649
42 North	\$24,640	19505		\$24,640
Westbrook Local Dealer	\$24,640	19506		\$24,640
Green Flash	\$24,637	19506		\$24,637
Joe & Martin Injury Attorneys	\$58,985	9782	\$34,350	\$24,635
St Regis Hotels	\$32,735	15791	\$8,100	\$24,635
Wine Beer & Spirits Store	\$24,626	19511		\$24,626
Perfection Roofing	\$24,625	19513		\$24,625
Taliah Waajid	\$24,624	19515		\$24,624
Tennessee Oncology	\$45,951	12021	\$21,328	\$24,623
Unity Recovery Center	\$24,622	19515		\$24,622
Owensboro Dermatology	\$24,617	19519		\$24,617
Tab Electric Contractor	\$24,617	19520		\$24,617
Mattress Showroom Store	\$101,170	6000	\$76,560	\$24,610
SAN LEANDRO UNIFIED SCH	\$27,525	18034	\$2,915	\$24,610
River Church	\$29,834	16990	\$5,230	\$24,604
Winnebago County Health Department	\$29,300	17221	\$4,700	\$24,600

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Aludyne	\$24,600	19530		\$24,600
Excel Truck Group Local Dealer	\$24,600	19530		\$24,600
INDIANA YOUTH INST ORG	\$24,600	19530		\$24,600
Kentucky Wildlands	\$24,600	19530		\$24,600
WTNZ	\$24,600	19530		\$24,600
Keystone Harley-Davidson	\$24,598	19539		\$24,598
Huerta Law Firm	\$24,594	19545		\$24,594
ScrubHaven Uniform Store	\$24,588	19546		\$24,588
Oakland Frontline Healers	\$24,587	19547		\$24,587
Arcadia Power Organization	\$24,581	19550		\$24,581
ALABAMA DEPT/PUBLIC HLTH	\$827,390	747	\$802,820	\$24,570
Green New Deal	\$24,565	19555		\$24,565
Smoke Shop	\$30,576	16655	\$6,014	\$24,562
University Of Holy Cross	\$24,562	19559		\$24,562
Fire Creek Provisioning Center	\$24,561	19560		\$24,561
Nathan Clark & Assoc Realty	\$80,760	7396	\$56,202	\$24,558
Duke Energy	\$152,455	4151	\$127,900	\$24,555
Margaret S Burns Law Firm	\$30,105	16851	\$5,550	\$24,555
Charleston Wound Care	\$24,554	19561		\$24,554
PuppySpot Pet Service	\$24,554	19562		\$24,554
Marble Slab Creamery Store	\$26,050	18735	\$1,500	\$24,550
Gs Property Maintenance	\$24,537	19573		\$24,537
Sandvold Financial Group	\$24,536	19574		\$24,536
Ricardos Restaurant	\$35,224	14908	\$10,692	\$24,532
Vape Street Store	\$31,673	16205	\$7,143	\$24,530
AJ Lawn & Tree Service	\$62,316	9316	\$37,790	\$24,526
Design Within Reach	\$26,550	18494	\$2,025	\$24,525
Star City Home Innovations Contractor	\$24,510	19579		\$24,510
WCIE	\$110,763	5556	\$86,258	\$24,505
Table & Vine Liquor Store	\$37,500	14191	\$13,000	\$24,500
Credit Guard Of America	\$24,500	19585		\$24,500
PALM SPRINGS INTL ARPRT	\$24,500	19586		\$24,500
Wadsworth Atheneum Museum Of Art	\$24,500	19586		\$24,500
Winchester-Frederick County	\$24,500	19586		\$24,500
Woodland Centers	\$24,498	19598		\$24,498
Jerry Kelly Heating & Air Conditioning	\$95,843	6339	\$71,349	\$24,494
Look Cinemas	\$24,494	19598		\$24,494
Pisegna & Zimmerman Attorneys	\$24,485	19602		\$24,485
Cotton Logistics	\$34,754	15091	\$10,272	\$24,482
KWTD	\$24,480	19604		\$24,480
Fiddler On The Roof	\$25,723	18918	\$1,250	\$24,473

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Randstad Staffing Service	\$24,465	19613		\$24,465
South Dakota Corn Growers Assn	\$24,461	19613		\$24,461
Pacific Marine Credit Union	\$63,606	9175	\$39,149	\$24,457
Nyack College	\$24,450	19619		\$24,450
SAP Resources Dispensary	\$32,573	15842	\$8,129	\$24,444
Roger Wilco Supermarket	\$26,787	18399	\$2,343	\$24,444
CG Bros	\$24,442	19622		\$24,442
Teton Steel	\$24,440	19626		\$24,440
Milliken Construction	\$24,435	19626		\$24,435
TUCCI CREATIVE SERVICE	\$24,430	19631		\$24,430
Dickerson Mortuary	\$25,213	19167	\$786	\$24,427
Rothman Orthopaedics	\$59,682	9701	\$35,257	\$24,425
Holy Redeemer Health System	\$24,414	19636		\$24,414
Port City Coin Store	\$24,411	19638		\$24,411
Hope Orthopedics Of OR	\$24,410	19640		\$24,410
Fox & Farmer Attorneys	\$97,299	6245	\$72,891	\$24,408
Philadelphia School Partnership Organization	\$28,984	17360	\$4,580	\$24,404
Freddys Steak House Restaurant	\$24,403	19644		\$24,403
Ballet West	\$34,848	15056	\$10,446	\$24,402
US Wind Contractor	\$24,402	19646		\$24,402
Eye Specialty Group Clinic	\$39,900	13491	\$15,500	\$24,400
Lift Academy Training School	\$24,400	19648		\$24,400
NP Dodge Real Estate	\$24,400	19648		\$24,400
St Clair Shores Local Dealer	\$24,392	19656		\$24,392
St Elizabeth Ann Seton Catholic	\$24,390	19658		\$24,390
Harlem Globetrotters	\$115,595	5355	\$91,216	\$24,379
David Golden Attorney	\$109,715	5611	\$85,338	\$24,377
ABriTin Catering & Hospitality	\$24,375	19662		\$24,375
CURRIE HAIR SKIN NLS SLN	\$24,375	19663		\$24,375
U Beauty	\$24,375	19663		\$24,375
DAVID LEROY PLUMBING	\$32,496	15876	\$8,124	\$24,372
DynaLink Communications	\$32,496	15876	\$8,124	\$24,372
Ross Mfg	\$24,372	19667		\$24,372
Warner Pacific College	\$24,372	19667		\$24,372
St Louis Chess Club	\$24,371	19667		\$24,371
Seaside Plumbing & Heating Services	\$24,368	19674		\$24,368
HUCK FINNS WRHS OTLT	\$24,365	19675		\$24,365
St Vincent De Paul Store	\$49,528	11317	\$25,164	\$24,364
Fighter Law Firm	\$24,364	19676		\$24,364
UP TRAVEL SERVICES	\$24,362	19678		\$24,362
Caviness Beef Packers	\$24,360	19678		\$24,360

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Mahmee	\$24,350	19686		\$24,350
Wood Hat Spirits	\$24,350	19686		\$24,350
Walters State Community College	\$24,342	19691		\$24,342
Aaron Sachs & Assoc Attorneys	\$298,613	2145	\$274,288	\$24,325
Boise City Ada County Housing Authority	\$24,322	19695		\$24,322
Go Global Innovations Tools Store	\$43,435	12621	\$19,114	\$24,321
Sportradar US Business Services	\$24,306	19698		\$24,306
Schooners Patio Grille	\$28,054	17776	\$3,750	\$24,304
Bolivar Beach Club & RV Resort	\$24,300	19702		\$24,300
Bubble Tea Co	\$24,300	19703		\$24,300
Jersey Auto Spa Car Wash	\$24,300	19703		\$24,300
Orange Coast College	\$24,300	19703		\$24,300
TDC TRANSPORT DISTR CO	\$24,300	19703		\$24,300
Baby Dolls Gentlemens Club	\$33,301	15579	\$9,005	\$24,296
California Nurses Assn & National Nurses Organizing Committee	\$24,288	19718		\$24,288
Tortoise Rock Casino	\$91,962	6597	\$67,682	\$24,280
SpeedWash Car Wash	\$24,273	19722		\$24,273
Red Cap Plumbing	\$56,662	10104	\$32,406	\$24,256
Crohns & Colitis Foundation Of America	\$24,452	19617	\$200	\$24,252
POMPANO BEACH FL	\$29,472	17150	\$5,221	\$24,251
ChildSmiles-FamilySmiles Dental Clinic	\$24,250	19733		\$24,250
Caldwell Community College & Technical Institute	\$44,275	12434	\$20,026	\$24,249
Tactical Store	\$26,742	18422	\$2,507	\$24,235
MAGRUDER EYE INSTITUTE	\$26,542	18498	\$2,308	\$24,234
Davids Catfish House Restaurant	\$38,232	13973	\$14,000	\$24,232
SCHNEIDER LOC DLR	\$24,229	19742		\$24,229
Chickasaw Nation	\$47,650	11698	\$23,425	\$24,225
Bayless Integrated Healthcare	\$24,225	19746		\$24,225
Top Of The World Ranch Clinic	\$24,225	19747		\$24,225
Bergner Law Office	\$154,680	4104	\$130,460	\$24,220
Hollywood Casino Perryville	\$113,119	5457	\$88,908	\$24,211
Saganing Eagles Landing Casino	\$55,117	10304	\$30,914	\$24,203
Academy For Nursing & Health Occupations	\$24,200	19756		\$24,200
METRO PAWN & JEWELRY STR	\$48,135	11586	\$23,941	\$24,194
Plastic Surgery Group	\$72,576	8166	\$48,384	\$24,192
Guyton Investments	\$24,175	19769		\$24,175
DeKalb Chamber Of Commerce	\$33,000	15670	\$8,833	\$24,167
Millar Law Firm	\$50,162	11154	\$26,000	\$24,162
Heads Plumbing Sales & Service Inc	\$45,417	12159	\$21,255	\$24,162
Ashton Real Estate Group	\$24,160	19773		\$24,160
Intensive Specialty Hospital	\$30,850	16543	\$6,700	\$24,150

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Mattress Giant Store	\$27,600	17995	\$3,450	\$24,150
Nashville Intl Airport	\$24,150	19779		\$24,150
NORTHWESTERN HM FRNSHNGS	\$46,220	11963	\$22,073	\$24,147
Johnny Cashes Bar & BBQ	\$24,126	19786		\$24,126
POL-CAMPAIGN FOR AMERICA	\$24,125	19789		\$24,125
Weltman Home Services	\$24,125	19789		\$24,125
Whitewater Financial	\$24,123	19789		\$24,123
Doortec Garage Door Installations	\$39,133	13687	\$15,015	\$24,118
Studs	\$24,115	19794		\$24,115
Zia Park Casino	\$32,376	15931	\$8,264	\$24,112
Commerce Bank	\$193,504	3330	\$169,396	\$24,108
SAN DIEGO NATURAL GAS	\$85,105	7078	\$61,000	\$24,105
Burke Decor Store	\$35,400	14852	\$11,300	\$24,100
Dream Team Attorney	\$30,400	16739	\$6,300	\$24,100
Empire Loan Pawn Shop	\$24,100	19800		\$24,100
Official Black Wall Street	\$24,100	19801		\$24,100
Powell Law Firm	\$185,575	3465	\$161,476	\$24,099
Fall Fashion Week Event	\$24,096	19803		\$24,096
WRBS	\$24,091	19809		\$24,091
Adams Homes Re Dev	\$340,467	1886	\$316,377	\$24,090
Hannibal Clinic	\$26,299	18611	\$2,209	\$24,090
Ferrell Hospital	\$24,089	19810		\$24,089
Cocoa Local Dealer	\$24,084	19814		\$24,084
James C Andrews DMD	\$24,077	19817		\$24,077
Legacy Mens Health Center	\$24,062	19825		\$24,062
California Casualty Insurance Agency	\$24,060	19829		\$24,060
Ro Medical Services	\$24,060	19829		\$24,060
New Orleans Paddlewheels	\$29,473	17148	\$5,416	\$24,057
PARAGON MECHANICAL CONTR	\$74,100	8028	\$50,050	\$24,050
Kyle Larsen Advisor	\$24,050	19829		\$24,050
Mag Group Services	\$24,050	19832		\$24,050
Qorvo	\$24,050	19832		\$24,050
Milano	\$24,048	19837		\$24,048
Economic Security Project Action	\$24,046	19837		\$24,046
Rural 1st Financial Services	\$24,044	19842		\$24,044
Total Beverage Store	\$30,534	16674	\$6,498	\$24,036
Umpqua	\$30,466	16705	\$6,432	\$24,034
Lewis & Williams Attorneys	\$24,032	19844		\$24,032
Hollies Flatiron Grill	\$24,030	19845		\$24,030
Celeslies Salon & Spa	\$45,742	12069	\$21,725	\$24,017
Glass Tint Etc	\$36,524	14502	\$12,508	\$24,016

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Botanicanna Recreational Marijuana Shop	\$24,010	19857		\$24,010
AmericannMade Medical Marijuana Dispensary	\$24,009	19858		\$24,009
NEW 145 TRUCK PLAZA	\$24,006	19860		\$24,006
Learning World Academy Preschool	\$24,002	19861		\$24,002
Ambert Medical Care Center	\$24,001	19862		\$24,001
COATS AMERICAN	\$24,001	19864		\$24,001
Sals Heating & Cooling	\$26,400	18569	\$2,400	\$24,000
BW Brevard Holding	\$24,000	19866		\$24,000
Cloudinary Cloud Service	\$24,000	19866		\$24,000
Culture Shoes & Clothing Store	\$24,000	19866		\$24,000
Diamond Air	\$24,000	19866		\$24,000
Dont Tell Mama Nightclub	\$24,000	19866		\$24,000
Early Learning Coalition Of Miami-Dade/Monroe	\$24,000	19866		\$24,000
East Bay Community Action Program	\$24,000	19866		\$24,000
El Camino Health Primary Care Clinic	\$24,000	19866		\$24,000
Ellichman Vein & Vascular Center	\$24,000	19866		\$24,000
FRONTIER ESTATES RE DEV	\$24,000	19866		\$24,000
GENEVA CLUB BEV DISTR	\$24,000	19866		\$24,000
Hi-Wire Brewing Co	\$24,000	19866		\$24,000
Leach Firm Legal Services	\$24,000	19866		\$24,000
Mid MI Spray Foam Service	\$24,000	19866		\$24,000
Orange Elephant Roofing & Construction	\$24,000	19866		\$24,000
Otium	\$24,000	19866		\$24,000
Paul Public Charter School	\$24,000	19866		\$24,000
PrimeTime Treatment Center	\$24,000	19866		\$24,000
ProTec Building Services	\$24,000	19866		\$24,000
Purgatory Resort	\$24,000	19866		\$24,000
Rehrig Pacific Mfg Service	\$24,000	19866		\$24,000
Smokers Choice One Smoke Shop	\$24,000	19866		\$24,000
Summit Metro Parks	\$24,000	19866		\$24,000
THORNE AUDITORIUM	\$24,000	19866		\$24,000
TOPSYS POPCORN&ICE CRM	\$24,000	19866		\$24,000
Trade Fair Supermarkets	\$24,000	19866		\$24,000
Valley Forge Casino Resort	\$24,000	19866		\$24,000
Willow Springs Collection	\$24,000	19866		\$24,000
ZJ Events Llc	\$24,000	19866		\$24,000
ZT Law Group Attorneys	\$24,000	19866		\$24,000
Wise Home Energy Services	\$23,991	19929		\$23,991
Seton Education Partners Organization	\$58,800	9805	\$34,813	\$23,987
Sparc Marijuana Store	\$25,054	19254	\$1,070	\$23,984
Donate Life NC Organization	\$23,975	19936		\$23,975

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Workers Compensation Fund	\$23,975	19936		\$23,975
Ridge Care Senior Living Community	\$36,734	14439	\$12,760	\$23,974
Marquette University	\$207,405	3091	\$183,432	\$23,973
KOCH TRUCKING	\$23,964	19943		\$23,964
Huntington Fine Jewelers Store	\$23,960	19944		\$23,960
Lamarque Local Dealer	\$75,835	7865	\$51,888	\$23,947
New Mexico Human Services Department	\$80,961	7384	\$57,026	\$23,935
Routes	\$26,426	18557	\$2,500	\$23,926
Studio 360 Med Spa	\$23,925	19953		\$23,925
China Kings Restaurant	\$47,795	11667	\$23,871	\$23,924
Gulf Coast Facial Plastics & ENT Center	\$32,320	15948	\$8,400	\$23,920
EARLY HEAD START PROGRAM	\$26,350	18591	\$2,434	\$23,916
Center On Halsted Organization	\$23,915	19955		\$23,915
Fairfield Residential Real Estate	\$23,913	19958		\$23,913
Wakemed Health & Hospitals	\$460,074	1375	\$436,165	\$23,909
Rebecca Creek Distillery	\$23,905	19961		\$23,905
Corkcicle	\$23,900	19963		\$23,900
County Fireworks Store	\$23,900	19964		\$23,900
JC Landscape & Maintenance Service	\$23,900	19964		\$23,900
LyondellBasell Chemical Co	\$23,900	19964		\$23,900
Total Smiles 4 Kids Dental Clinic	\$29,212	17263	\$5,325	\$23,887
Raleigh Radiology Assoc	\$23,881	19979		\$23,881
Wyoming Seminary College Preparatory School	\$33,875	15399	\$10,000	\$23,875
Don Mathews & Assoc	\$48,258	11564	\$24,387	\$23,871
Clarins	\$23,870	19985		\$23,870
Ruffinos Italian Restaurant	\$23,870	19986		\$23,870
Washburn University	\$30,789	16568	\$6,920	\$23,869
Minneapolis Institute Of Arts	\$51,617	10881	\$27,749	\$23,868
Tri County Floors & Interiors	\$23,864	19986		\$23,864
Gulf Gunite Pools	\$57,177	10038	\$33,320	\$23,857
MARIOS ROOFING	\$59,400	9734	\$35,551	\$23,849
Hutchison & Steffen Attorneys	\$23,843	19999		\$23,843
Cincinnati Ballet Co	\$37,462	14228	\$13,621	\$23,841
New Standard Recreational & Medical Marijuana Store	\$27,684	17953	\$3,843	\$23,841
Missouri State Fair	\$23,838	20003		\$23,838
GABRIEL REALTY	\$33,800	15417	\$9,964	\$23,836
Mariscos La Costa Restaurant	\$23,827	20007		\$23,827
Collective Measures Marketing Agency	\$23,818	20009		\$23,818
Chesapeake Bank	\$101,000	6013	\$77,184	\$23,816
Rockin Crab Restaurant	\$44,277	12432	\$20,466	\$23,811
InPlace Marketing	\$23,804	20013		\$23,804

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Joel Aronowitz MD	\$50,050	11175	\$26,250	\$23,800
IMMANUEL HOSPITAL	\$47,150	11791	\$23,350	\$23,800
Castilla Orthodontics	\$32,466	15897	\$8,666	\$23,800
Belfor Property Restoration Service	\$26,600	18472	\$2,800	\$23,800
All Seasons Landscape Service	\$23,800	20015		\$23,800
Seres Therapeutics	\$23,800	20015		\$23,800
TAG Holdings	\$23,800	20015		\$23,800
South Carolina Attorney General	\$23,799	20015		\$23,799
Arizona Travel Plaza	\$23,785	20026		\$23,785
UNIVERSAL MOTOR CAR SVC	\$23,784	20028		\$23,784
Durham Farms Real Estate Development	\$23,775	20031		\$23,775
Firstleaf Wine Club	\$23,773	20031		\$23,773
MISSOURI EAGLE BEV DISTR	\$38,299	13948	\$14,535	\$23,764
Compass Career College	\$23,762	20035		\$23,762
Twin Oaks At Heritage Pointe Assisted Living	\$54,382	10423	\$30,628	\$23,754
PJ Fitzpatrick Contractor	\$45,000	12252	\$21,246	\$23,754
Midwest America Federal Credit Union	\$34,900	15032	\$11,150	\$23,750
Direct Orthopedic Care Clinic	\$31,250	16369	\$7,500	\$23,750
Advancing AZ	\$23,750	20041		\$23,750
Monroe County Sheriffs Office	\$23,750	20043		\$23,750
Stroke Research Education Foundation	\$23,750	20043		\$23,750
Abbey Inn Cedar City	\$31,388	16307	\$7,640	\$23,748
Clasen Quality Coatings	\$26,737	18424	\$2,990	\$23,747
Gardner Denver	\$25,520	19006	\$1,782	\$23,738
PERSIN & ROBBIN JEWELERS	\$103,873	5870	\$80,141	\$23,732
Prairie Ridge Health Clinic	\$62,979	9252	\$39,248	\$23,731
Patricias Gift Shop	\$64,773	9042	\$41,044	\$23,729
ANTI PEST EXTERMINATING	\$36,660	14454	\$12,935	\$23,725
State Of LA	\$23,725	20054		\$23,725
Valley View Health Centers	\$23,722	20057		\$23,722
NEXTHOME REALTY	\$42,794	12769	\$19,073	\$23,721
Western NV College	\$23,720	20057		\$23,720
Oklahoma Health Care Authority	\$23,718	20061		\$23,718
STONE LEDGE FURN STR	\$971,644	631	\$947,928	\$23,716
Lola Apartments	\$23,710	20063		\$23,710
La Parrilla Mex Restaurant	\$62,216	9331	\$38,512	\$23,704
PAM Specialty Hospital	\$23,695	20070		\$23,695
Department Of Cultural Affairs	\$23,692	20071		\$23,692
NORTHEAST PEST CONTROL	\$70,280	8404	\$46,589	\$23,691
Utah State University	\$178,986	3581	\$155,299	\$23,687
Seven 88 Condominiums	\$28,704	17499	\$5,018	\$23,686

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Dermatology Assoc Of Savannah	\$23,686	20072		\$23,686
Cabelas	\$369,025	1736	\$345,346	\$23,679
Mountain Valley Hospice	\$31,100	16452	\$7,430	\$23,670
City Of San Antonio	\$23,670	20081		\$23,670
Bayou Technologies	\$35,530	14818	\$11,864	\$23,666
SBM Life Science	\$23,665	20086		\$23,665
WWL	\$23,665	20087		\$23,665
R&J Trailers Dealer	\$48,642	11488	\$24,984	\$23,658
Maxs South Seas Hideaway Restaurant	\$23,655	20089		\$23,655
CARPET VALUES CARPET CTR	\$41,828	12988	\$18,175	\$23,653
Seagate Homes Builders	\$51,424	10914	\$27,772	\$23,652
Oswego Health	\$23,650	20091		\$23,650
Pinnacle Hospitality Group Restaurants	\$23,650	20091		\$23,650
River Bank & Trust	\$23,650	20091		\$23,650
SwedishAmerican Health System	\$144,488	4374	\$120,840	\$23,648
Scag	\$30,022	16880	\$6,375	\$23,647
Cheeky Scientist	\$23,646	20091		\$23,646
Odom Corp Beverage Distributors	\$23,640	20097		\$23,640
Vein Heart & Vascular Institute	\$37,829	14099	\$14,190	\$23,639
Wren Kitchens Store	\$23,639	20097		\$23,639
Sierra Club	\$28,778	17459	\$5,140	\$23,638
Lagunitas	\$23,637	20100		\$23,637
Valley Health	\$74,462	7998	\$50,826	\$23,636
ALH Home Renovations Contractor	\$40,081	13412	\$16,448	\$23,633
AMERICAN DESIGN&BUILD CO	\$23,630	20102		\$23,630
Centimark Roof System	\$23,630	20103		\$23,630
Ally Medical Emergency Room	\$23,628	20103		\$23,628
MHC Healthcare Center	\$23,628	20106		\$23,628
Delmar Gardens Home Care Service	\$36,000	14663	\$12,375	\$23,625
Terrabella Residences Real Estate Development	\$27,500	18043	\$3,875	\$23,625
EE TECHNOLOGY PLUS INC	\$23,625	20108		\$23,625
Range Urgent Care Center	\$23,625	20108		\$23,625
WildEarth Guardians	\$23,625	20108		\$23,625
Roots Rx Dispensary	\$35,620	14792	\$12,000	\$23,620
NEW YORK CITY DEPT/HSNG	\$23,620	20114		\$23,620
Monticciolo Family & Sedation Dentistry	\$193,313	3332	\$169,694	\$23,619
Rose Academy	\$89,198	6800	\$65,580	\$23,618
Fitzpatrick Local Dealer	\$23,607	20118		\$23,607
Reinhold Electric Service	\$94,351	6432	\$70,745	\$23,606
Palm Springs CA	\$28,004	17796	\$4,400	\$23,604
Lone Star Flight Museum	\$23,604	20122		\$23,604

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Wild Tomato Pizzeria & Catering	\$23,601	20125		\$23,601
DOOLEY TRACTOR CO DLR	\$23,600	20128		\$23,600
Fielding Law Group	\$23,600	20128		\$23,600
Heavy Duty Ramps	\$23,600	20128		\$23,600
Lexington Motorsports	\$23,600	20128		\$23,600
Dave Hallman Local Dealer	\$52,004	10808	\$28,413	\$23,591
Bixlers Jewelers	\$191,232	3368	\$167,643	\$23,589
Michael Shafran DO PC	\$51,944	10832	\$28,357	\$23,587
Pennsylvania Dermatology Partners	\$32,087	16048	\$8,500	\$23,587
Camp Bow Wow	\$116,139	5325	\$92,555	\$23,584
Palos Health	\$23,581	20137		\$23,581
ANGELIC HEALTHCARE SVC	\$23,580	20138		\$23,580
Nurse Blake PTO Comedy Tour	\$23,578	20139		\$23,578
Twin Ports Dermatology	\$23,575	20142		\$23,575
Weingartz Lawn Equipment Supply	\$24,425	19633	\$857	\$23,568
Wheelers Auto Service Inc	\$23,565	20143		\$23,565
North TX Collegiate Academy	\$23,560	20146		\$23,560
Regional Center For Border Health	\$72,278	8198	\$48,728	\$23,550
Clumio Cloud Service	\$23,550	20153		\$23,550
NECA National Electrical Contractors Assn	\$43,978	12501	\$20,433	\$23,545
AnMed Health System	\$66,544	8823	\$43,000	\$23,544
HILTON REALTY	\$25,597	18979	\$2,053	\$23,544
Joffrey Ballet	\$23,537	20156		\$23,537
Fresno Grizzlies Baseball Team	\$23,535	20158		\$23,535
PureMagic Car Wash	\$23,523	20164		\$23,523
SANDY SPRINGS GA	\$23,515	20167		\$23,515
A&H Air Conditioning & Heating Service	\$23,509	20171		\$23,509
Tuley Law Office	\$92,556	6558	\$69,056	\$23,500
Bernicks Distributing	\$69,600	8480	\$46,100	\$23,500
Charles Local Dealer	\$23,500	20178		\$23,500
Finch Therapeutics Group	\$23,500	20178		\$23,500
NFT.Storage	\$23,500	20178		\$23,500
Paranhae Co	\$23,500	20178		\$23,500
PEDI CENTER	\$23,500	20178		\$23,500
YMC Mechanical Heating Cooling & Plumbing Service	\$23,500	20178		\$23,500
Black Hog BBQ Restaurant	\$37,879	14077	\$14,380	\$23,499
Urban Harvest Food Store	\$23,499	20178		\$23,499
Jackson Cardiology Assoc	\$23,495	20190		\$23,495
Dutch Bros Coffee Store	\$92,141	6584	\$68,649	\$23,492
College Football Hall Of Fame	\$53,197	10614	\$29,705	\$23,492
BASA Collective	\$23,490	20190		\$23,490

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Museum Of History & Industry	\$23,490	20192		\$23,490
Element Funding	\$23,488	20195		\$23,488
Jake Sweeney Local Dealer	\$38,112	14001	\$14,625	\$23,487
Carolina University	\$23,484	20198		\$23,484
Julies Entertainment	\$23,478	20199		\$23,478
New Orleans Catholic Cemeteries	\$28,910	17387	\$5,440	\$23,470
Ezlogz	\$23,460	20207		\$23,460
WGNO	\$63,971	9135	\$40,512	\$23,459
CoMitted 365 Roofing & Exteriors	\$23,456	20208		\$23,456
BIG BANG FIREWORKS STORE	\$26,889	18347	\$3,436	\$23,453
Tommies Plumbing Service	\$23,452	20210		\$23,452
Pelaez Law Firm	\$72,791	8151	\$49,345	\$23,446
NHE Property Mgt	\$63,090	9240	\$39,650	\$23,440
US Selective Service	\$37,500	14191	\$14,062	\$23,438
CRST	\$23,436	20215		\$23,436
Missouri State University	\$29,377	17193	\$5,942	\$23,435
Truck Hero	\$52,027	10806	\$28,600	\$23,427
Newport Pacific Property Mgt	\$25,927	18818	\$2,500	\$23,427
Colorado Technical University	\$33,050	15655	\$9,625	\$23,425
Big E Expo	\$23,425	20221		\$23,425
Divine Designs Salon & Spa	\$27,424	18087	\$4,000	\$23,424
SLEEPING BEAR DUNES	\$23,424	20224		\$23,424
Centre Care Medical Clinic	\$23,409	20229		\$23,409
WW Williams Industry Mfg Service	\$23,401	20232		\$23,401
Dimitri Dermatology Clinic	\$32,175	16010	\$8,775	\$23,400
Carolina Connections	\$23,400	20235		\$23,400
CG Smile Dental Clinic	\$23,400	20235		\$23,400
CHILDRENS ADVCY CT/CM CN	\$23,400	20235		\$23,400
Debra L Broz Attorney	\$23,400	20235		\$23,400
FY EYE	\$23,400	20235		\$23,400
Hammock Beach Golf Resort & Spa Palm Beach	\$23,400	20235		\$23,400
Harres Home Furnishings & Appliances	\$23,400	20235		\$23,400
Sweetgrass Plastic Surgery Clinic	\$23,400	20235		\$23,400
Ted B Lyon & Assoc Attorneys	\$23,400	20235		\$23,400
Springer Realty Group	\$23,398	20252		\$23,398
Budweiser Of Spartanburg	\$23,396	20255		\$23,396
MARION COUNTY	\$45,969	12016	\$22,575	\$23,394
Top Golf Store	\$26,394	18576	\$3,000	\$23,394
Tennessee Sheriffs Assn	\$23,391	20260		\$23,391
Iron Mountain Storage Service	\$23,386	20265		\$23,386
Childrens Hospital Of IL	\$31,150	16428	\$7,768	\$23,382

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Laramie County Community College	\$33,114	15635	\$9,736	\$23,378
Bronner Brothers	\$23,375	20272		\$23,375
Ranken Jordan Hospital	\$23,375	20272		\$23,375
Key Brand Entertainment Service	\$42,461	12849	\$19,088	\$23,373
Weatherseal Home Services Contractor	\$54,313	10431	\$30,942	\$23,371
Committee On Publication Ethics	\$23,371	20272		\$23,371
CADDO PARISH PUBLIC SCH	\$23,370	20276		\$23,370
Billboard Source	\$54,748	10367	\$31,379	\$23,369
Georgia Southern University	\$84,892	7098	\$61,527	\$23,365
Tower Bay Lofts	\$28,960	17371	\$5,600	\$23,360
Manitou Cliff Dwellings Museum	\$23,355	20281		\$23,355
Owen Patterson & Owen Attorney	\$103,175	5893	\$79,837	\$23,338
Citrus Valley Medical Center	\$28,403	17634	\$5,066	\$23,337
Elite Wellness Fitness Center	\$28,403	17635	\$5,072	\$23,331
Cook Childrens Health Care Systems	\$128,185	4881	\$104,859	\$23,326
Central FL Crimeline Program	\$23,323	20289		\$23,323
Planet Word Museum	\$26,200	18662	\$2,880	\$23,320
Scharp Insurance Agency	\$46,410	11930	\$23,092	\$23,318
Phoenix Union High School District	\$108,287	5674	\$84,975	\$23,312
ALLH	\$23,304	20295		\$23,304
Big City Optical Center	\$23,300	20301		\$23,300
Davis South Barnette & Patrick Public Relations Agency	\$23,300	20302		\$23,300
El Jimador	\$23,300	20302		\$23,300
Regional Transportation Commission	\$23,300	20302		\$23,300
Best Buy Metals Store	\$172,131	3712	\$148,835	\$23,296
PK Construction Contractor	\$53,760	10520	\$30,466	\$23,294
Custom Design Center Store	\$23,282	20308		\$23,282
Milwaukee City Health Department	\$23,280	20311		\$23,280
Elite Wellness Medical Marijuana Dispensary	\$23,266	20316		\$23,266
Kishinevsky Law Firm	\$23,250	20322		\$23,250
Kola Center Mgt	\$23,250	20322		\$23,250
Mansion On Main Street Restaurant	\$23,250	20322		\$23,250
McDonald Worley Attorney	\$23,250	20322		\$23,250
Victor Valley College	\$23,250	20322		\$23,250
Park-N-Go Airport Parking	\$23,249	20322		\$23,249
Sam Houston State University	\$143,079	4414	\$119,836	\$23,243
Dental Arts Center	\$30,031	16875	\$6,790	\$23,241
Michigan Turkey	\$27,603	17992	\$4,372	\$23,231
Associates & Leisure Activities	\$57,880	9934	\$34,651	\$23,229
Oasis Night Club	\$36,230	14602	\$13,005	\$23,225
Flintrock Builder	\$23,224	20337		\$23,224

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
TARGET CENTER	\$24,214	19751	\$1,000	\$23,214
Veeps Artist	\$23,214	20341		\$23,214
Heimark Distributing Co	\$33,500	15519	\$10,293	\$23,207
Wonolo Employment Service	\$23,206	20345		\$23,206
CD Clark	\$52,632	10709	\$29,427	\$23,205
Insight	\$29,700	17042	\$6,500	\$23,200
La Imperial Taqueria Restaurant	\$28,800	17440	\$5,600	\$23,200
Motor Inn	\$23,800	20015	\$600	\$23,200
Campione Law Firm	\$23,200	20349		\$23,200
Howards Jewelry Center	\$23,200	20350		\$23,200
Wink	\$23,196	20353		\$23,196
Oxford Urology Assoc	\$25,786	18885	\$2,600	\$23,186
First Bank Richmond	\$32,170	16010	\$8,991	\$23,179
PRESCOTT AZ	\$25,866	18850	\$2,688	\$23,178
SHEIBAN JEWELERS	\$111,169	5540	\$87,993	\$23,176
Healthcare Express Urgent Care Center	\$26,696	18440	\$3,520	\$23,176
ENT & Sleep Medicine Clinic	\$45,951	12020	\$22,778	\$23,173
D4C Dental Brands	\$23,172	20364		\$23,172
DMSI Staffing	\$55,410	10261	\$32,240	\$23,170
PIECHNIKS GREENHOUSE	\$23,167	20366		\$23,167
Brand It Advertising	\$25,634	18955	\$2,468	\$23,166
Mariko Made It Service	\$23,165	20370		\$23,165
Tracy Hills Real Estate Development	\$23,536	20158	\$375	\$23,161
San Antonio Stock Show & Rodeo	\$23,158	20373		\$23,158
Royal Water Damage Restoration Inc	\$24,000	19866	\$850	\$23,150
Unity Health	\$23,145	20376		\$23,145
Bear Paw Beach & Adventure Island	\$58,517	9844	\$35,375	\$23,142
Motion Local Dealer	\$27,558	18018	\$4,416	\$23,142
X-Treme Smoke Store	\$25,375	19096	\$2,235	\$23,140
Here Four You Home Care	\$70,000	8439	\$46,875	\$23,125
Impact Marketing Service	\$41,350	13116	\$18,225	\$23,125
Salt Lake Board Of Realtors	\$100,345	6052	\$77,222	\$23,123
ELLERMAN CONTRACTOR SYS	\$28,415	17629	\$5,292	\$23,123
DailyPay	\$23,115	20382		\$23,115
GEDS CARPET & TILE STORE	\$122,511	5069	\$99,405	\$23,106
DUPONT HOSPITAL	\$52,258	10771	\$29,154	\$23,104
RENO POLICE DEPT	\$26,748	18418	\$3,650	\$23,098
Trex	\$59,370	9738	\$36,275	\$23,095
Missouri Farm Bureau Insurance	\$47,990	11638	\$24,906	\$23,084
Trinity Local Dealer	\$23,083	20395		\$23,083
Taylor Farms	\$23,078	20397		\$23,078

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Pop Realty	\$23,071	20401		\$23,071
True Impact Media Advertising	\$23,071	20402		\$23,071
Texas State Technical College	\$38,198	13983	\$15,128	\$23,070
Air Comfort Services	\$35,946	14694	\$12,880	\$23,066
Country Roads Physical Therapy	\$27,675	17956	\$4,611	\$23,064
RPT REAL PRPRTY TM RLTY	\$23,060	20410		\$23,060
Hayden Machinery	\$44,695	12338	\$21,640	\$23,055
LASIK MD OPTICAL SERVICE	\$23,050	20416		\$23,050
Taggart Plumbing	\$23,050	20416		\$23,050
Vinyltech Inc Contractor	\$85,740	7041	\$62,700	\$23,040
St John Vianney School	\$37,592	14157	\$14,561	\$23,031
New Life Church	\$39,887	13497	\$16,861	\$23,026
Juhas & Sullivan Jewelry Store	\$89,798	6762	\$66,777	\$23,021
Rochester Broadway Theater League Auditorium	\$23,020	20428		\$23,020
Savannah College Of Art & Design	\$57,314	10020	\$34,300	\$23,014
Remington College	\$41,000	13191	\$17,988	\$23,012
Lindsborg KS	\$23,009	20435		\$23,009
CAMPBELL OIL CO	\$196,468	3277	\$173,460	\$23,008
OWA Amusement Park & Resort	\$142,700	4427	\$119,700	\$23,000
Mountain Aire Promotions Antioch Gun Expo	\$73,500	8093	\$50,500	\$23,000
Roys Body & Glass Shop	\$40,250	13376	\$17,250	\$23,000
Partnership For A Healthy Lincoln Organization	\$34,400	15218	\$11,400	\$23,000
Berks County Area On Agency On Aging	\$23,000	20438		\$23,000
Burns Services	\$23,000	20438		\$23,000
Carat & Co Jewelry Store	\$23,000	20438		\$23,000
City Of Kyle TX	\$23,000	20438		\$23,000
Helbiz Rental Service	\$23,000	20438		\$23,000
Kane Brown Personal Appearance	\$23,000	20438		\$23,000
Linde Engineering	\$23,000	20438		\$23,000
Pamos Beverage	\$23,000	20438		\$23,000
Soup Kitchen 411	\$23,000	20438		\$23,000
1-800-Flowers	\$22,997	20438		\$22,997
A PLUS HOMES MOBILE HMS	\$34,161	15298	\$11,167	\$22,994
IV THERAPY CENTER	\$23,429	20219	\$449	\$22,980
MSC Industrial Supply	\$22,980	20465		\$22,980
Southern Wesleyan University	\$28,250	17697	\$5,280	\$22,970
KEY REALTY	\$30,862	16537	\$7,896	\$22,966
Palm Pictures	\$22,965	20469		\$22,965
Steiner Homes Real Estate Developer	\$51,998	10821	\$29,038	\$22,960
Marquita Crossing	\$22,960	20470		\$22,960
I-70 FIREWORKS OUTLET	\$33,936	15382	\$10,977	\$22,959

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Cheyenne Mountain Zoo	\$50,680	11052	\$27,725	\$22,955
Medarva Healthcare	\$22,951	20473		\$22,951
Venus Fashion Clothing Store	\$22,950	20475		\$22,950
Humberto Izquierdo Jr Attorney	\$35,334	14869	\$12,386	\$22,948
Hometown Heating & Air Conditioning Llc	\$22,948	20475		\$22,948
OPC PEST CONTROL	\$49,545	11312	\$26,600	\$22,945
Colorado State University	\$156,980	4033	\$134,036	\$22,944
Southeastern Community Action Partnership	\$22,934	20485		\$22,934
Sunset Shoes Store	\$68,425	8603	\$45,500	\$22,925
Liggett Law Group	\$173,384	3691	\$150,460	\$22,924
Pettit Creek Farms	\$39,421	13615	\$16,500	\$22,921
Green America Dispensary	\$95,958	6331	\$73,038	\$22,920
CALEDONIA FIRE DEPT	\$22,920	20487		\$22,920
American Jewelry & Loan	\$36,913	14381	\$13,994	\$22,919
Jones Lang LaSalle	\$22,915	20490		\$22,915
Fina Transport	\$22,905	20492		\$22,905
Cushman & Wakefield	\$22,899	20494		\$22,899
Superblue Miami Art Museum	\$22,895	20496		\$22,895
505 Southwestern	\$22,893	20497		\$22,893
Interstate Background Research Service	\$28,768	17468	\$5,881	\$22,887
New Mexico State Fair	\$22,883	20501		\$22,883
TridentCare	\$22,880	20502		\$22,880
Durham Veterinary Hospital	\$22,876	20503		\$22,876
Just Democracy Coalition	\$22,875	20504		\$22,875
Rivera Law Group	\$31,420	16295	\$8,550	\$22,870
Bavarian Bierhaus Restaurant	\$37,360	14258	\$14,493	\$22,867
Van Gogh Cafe	\$22,867	20507		\$22,867
LIFE POINT CHURCH	\$27,540	18025	\$4,675	\$22,865
AITQ Association Des Intervenants En Toxicomanie Du Quebec	\$22,862	20508		\$22,862
PSSI Food Safety & Mfg Sanitation	\$22,853	20511		\$22,853
Healthy Heights Pharmacy	\$57,375	10012	\$34,524	\$22,851
Henderson Auctions	\$25,400	19077	\$2,550	\$22,850
South Carolina Department Of Juvenile Justice	\$22,849	20513		\$22,849
Sight & Sound Theatres	\$35,258	14894	\$12,410	\$22,848
CEDAR FAIR AMUSE PARK	\$39,825	13508	\$16,979	\$22,846
Credit Union Of Southern CA	\$24,044	19841	\$1,200	\$22,844
Curry Law Firm	\$73,845	8057	\$51,002	\$22,843
Flame Of Fire Ministries	\$22,842	20517		\$22,842
Trend Urban Cafe	\$26,460	18543	\$3,622	\$22,838
MJ OConnors Irish Pub Restaurant	\$22,834	20523		\$22,834
New England Total Energy	\$22,830	20525		\$22,830

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Palmetto Brewing Co	\$71,291	8293	\$48,475	\$22,816
Mountain State Oral & Maxillofacial Surgeons	\$30,610	16636	\$7,796	\$22,814
Coronado Brewing Co	\$22,814	20533		\$22,814
Adena Health System Hospital	\$57,947	9923	\$35,136	\$22,811
Michael E Fenimore Attorney	\$26,211	18655	\$3,400	\$22,811
PACE WILDENSTEIN GALLERY	\$22,809	20538		\$22,809
AID/VICTIMS/DOMESTIC ABS	\$22,800	20540		\$22,800
Diaz & Gaeta Attorneys At Law	\$22,800	20541		\$22,800
Hill Phoenix	\$22,800	20541		\$22,800
Luhrsen & Goldberg Attorneys At Law	\$22,800	20541		\$22,800
Oklahoma Insurance Department	\$22,800	20541		\$22,800
Uniqlo	\$22,800	20541		\$22,800
Vy Nguyen Attorney	\$22,800	20541		\$22,800
Perrys	\$22,797	20541		\$22,797
Artesian Hotel & Casino	\$49,200	11380	\$26,404	\$22,796
Commonwealth Credit Union	\$39,044	13716	\$16,250	\$22,794
Benchmark Realty	\$22,793	20556		\$22,793
HUGH CHATHAM MMRL HOSP	\$22,789	20558		\$22,789
Magical Winter Lights Festival	\$22,784	20561		\$22,784
Premier Boating Center	\$22,782	20562		\$22,782
Living Room Realty	\$36,297	14584	\$13,518	\$22,779
Reefer Madness Dispensary & Lounge Cannabis Store	\$22,775	20565		\$22,775
Fayetteville Local Dealer	\$140,030	4517	\$117,260	\$22,770
Cats Meow Karaoke Bar	\$22,770	20569		\$22,770
Columbus Public Health	\$65,466	8954	\$42,698	\$22,768
Cara Romero Photography	\$22,765	20572		\$22,765
Hill Spooner & Elliott Real Estate Service	\$22,755	20575		\$22,755
Georgia Cancer Specialist	\$37,792	14114	\$15,039	\$22,753
Schools First Federal Credit Union	\$22,752	20580		\$22,752
Steven Tanger Center For The Performing Arts	\$24,900	19395	\$2,150	\$22,750
Bay State College	\$22,750	20581		\$22,750
Jacob Schoen & Son Funeral Home	\$22,750	20582		\$22,750
SunPower By Quality Home Services Contractor	\$22,750	20582		\$22,750
Winter Fest OC Event	\$22,750	20582		\$22,750
Boston Symphony Orchestra	\$39,000	13728	\$16,255	\$22,745
Tennessee State Veterans Homes	\$31,406	16301	\$8,664	\$22,742
MRD LUMBER CO INC	\$27,932	17856	\$5,196	\$22,736
Applebees Grill & Bar	\$1,084,523	559	\$1,061,796	\$22,727
High Country Ski & Sports	\$34,875	15042	\$12,150	\$22,725
HomeSmart	\$38,228	13975	\$15,522	\$22,706
Nucor Steel	\$73,678	8079	\$50,973	\$22,705

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Simpson Communications	\$22,701	20607		\$22,701
California Department Of Business Oversight	\$33,200	15606	\$10,500	\$22,700
Jays Vape & Wellness Center	\$29,600	17098	\$6,900	\$22,700
RELIANCE STAFFING SVC	\$22,700	20608		\$22,700
Mega Furniture Store	\$61,352	9444	\$38,656	\$22,696
Quick Dam	\$22,695	20609		\$22,695
Ho-Chunk Gaming Black River Falls	\$217,284	2962	\$194,592	\$22,692
Homestead Gardens	\$22,692	20611		\$22,692
Victory Local Dealer	\$94,222	6440	\$71,533	\$22,689
KEAR	\$27,110	18231	\$4,425	\$22,685
Gruber Law Office	\$330,632	1947	\$307,953	\$22,679
Orihuela & Assoc Attorneys	\$54,436	10415	\$31,761	\$22,675
Kelley Local Dealer	\$57,960	9919	\$35,294	\$22,666
Reinhold Flooring Service	\$50,400	11103	\$27,735	\$22,665
Wavemaker Media Design Service	\$22,665	20620		\$22,665
American Law Group	\$31,163	16421	\$8,500	\$22,663
Ensign College	\$22,663	20620		\$22,663
Navarre Local Dealer	\$22,662	20622		\$22,662
La Esperanza Clinic	\$22,656	20624		\$22,656
BentOak Capital	\$34,526	15168	\$11,875	\$22,651
Cornerstone University	\$117,834	5242	\$95,184	\$22,650
ASPCA Organization	\$29,000	17337	\$6,350	\$22,650
Western Extrusions Corp	\$22,650	20626		\$22,650
Master Aesthetics	\$22,643	20630		\$22,643
Lehigh Valley Health Network	\$1,961,544	281	\$1,938,902	\$22,642
Sobieski	\$22,642	20631		\$22,642
Nashville Local Dealer	\$301,899	2117	\$279,259	\$22,640
PEDESTRIAN SAFETY CMPGN	\$22,640	20635		\$22,640
Concord Dental Group	\$39,110	13692	\$16,474	\$22,636
Greif Packaging	\$22,634	20644		\$22,634
Church Of Jesus Christ Of Latter-Day Saints	\$26,028	18743	\$3,400	\$22,628
Yokohama	\$24,250	19733	\$1,625	\$22,625
Broco Energy	\$22,625	20649		\$22,625
St Vincent DePaul	\$23,064	20407	\$444	\$22,620
Volcano Crab Restaurant	\$22,620	20654		\$22,620
Smile USA Cosmetic Dentistry	\$22,619	20654		\$22,619
Westmark Credit Union	\$63,429	9196	\$40,812	\$22,617
National Vision Holdings Inc	\$22,615	20658		\$22,615
Sandlin Homes Real Estate Developer	\$47,156	11790	\$24,547	\$22,609
LDS BOOKSTORE	\$22,605	20662		\$22,605
MetroWest Medical Center	\$22,601	20664		\$22,601

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
EDEN SPA & LASER CLINIC	\$22,600	20666		\$22,600
First Choice Heating & Air Conditioning	\$22,600	20666		\$22,600
Rego Center Shopping Mall	\$22,600	20666		\$22,600
SUCCESS VISION EXPRESS	\$22,600	20666		\$22,600
Orange County Choppers Road House Restaurant	\$22,598	20674		\$22,598
Neurobehavioral Center For Growth	\$22,594	20676		\$22,594
Big Lots	\$67,630	8703	\$45,047	\$22,583
LAKE VIEW APPLIANCE DIST	\$22,576	20685		\$22,576
AtoB Fuel Card	\$22,575	20686		\$22,575
Nicholson Plumbing Heating & Air Conditioning	\$22,575	20687		\$22,575
Winners Hotel & Casino	\$26,516	18511	\$3,944	\$22,572
St Camillus Retirement Living	\$22,567	20692		\$22,567
Las Vegas Scripts Rx	\$30,778	16573	\$8,215	\$22,563
Bauducco	\$47,000	11821	\$24,440	\$22,560
Poki.com Games	\$22,559	20697		\$22,559
Lincolns Challenge Academy	\$70,153	8422	\$47,598	\$22,555
Electrical Connection	\$36,400	14551	\$13,850	\$22,550
Emerson	\$22,550	20700		\$22,550
Rehab Ventures Services	\$22,550	20701		\$22,550
MONTGOMERY ZOO	\$23,844	19998	\$1,300	\$22,544
JLM Dental Studio	\$22,540	20707		\$22,540
HTI Employment Solutions	\$22,536	20709		\$22,536
Privacy Guard Service	\$22,535	20709		\$22,535
Ralph R Garramone MD	\$57,628	9969	\$35,100	\$22,528
Arizona Department Of Forestry & Fire Mgt	\$22,525	20715		\$22,525
Family & Childrens Services	\$37,524	14181	\$15,000	\$22,524
Concordia Lutheran Health & Human Care	\$22,512	20724		\$22,512
Rockford Rides Transportation Service	\$24,011	19855	\$1,500	\$22,511
BJS Restaurant & Brewhouse	\$52,191	10784	\$29,684	\$22,507
Fenton Home Furnishings	\$22,506	20725		\$22,506
Kitchen Tune-Up Remodeling Contractor	\$23,967	19941	\$1,462	\$22,505
Ameris Bank	\$781,597	791	\$759,094	\$22,503
Bell Solar & Electrical Systems Contractor	\$22,502	20728		\$22,502
Atkins Law Firm	\$52,500	10729	\$29,999	\$22,501
Our Lady Of The Lake Childrens Hospital	\$72,804	8146	\$50,304	\$22,500
Reliable Fence Co	\$45,000	12252	\$22,500	\$22,500
John Gross & Co Store	\$26,250	18636	\$3,750	\$22,500
ABC Windows & Doors	\$22,500	20729		\$22,500
Advanced Pressure & Gutter Cleaning Service	\$22,500	20730		\$22,500
Atlantic Bedding & Furniture	\$22,500	20730		\$22,500
Bolivar Technical College	\$22,500	20730		\$22,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
BroadwaySF	\$22,500	20730		\$22,500
CARPET AMERICA STORE	\$22,500	20730		\$22,500
Confie Insurance Group Holding	\$22,500	20730		\$22,500
Dental Lounge Clinic	\$22,500	20730		\$22,500
Feather Furniture Store	\$22,500	20730		\$22,500
Good Times Crenshaw Medical Marijuana Dispensary	\$22,500	20730		\$22,500
Inspiration Media Radio	\$22,500	20730		\$22,500
LYS Beauty	\$22,500	20730		\$22,500
Mosaic Boston Church	\$22,500	20730		\$22,500
Nemours Dupont Pediatrics	\$22,500	20730		\$22,500
Nerd Focus	\$22,500	20730		\$22,500
New Seasons Market	\$22,500	20730		\$22,500
Northside Community Resources Organization	\$22,500	20730		\$22,500
PACIFIC GAS HEATING & AC	\$22,500	20730		\$22,500
Phade	\$22,500	20730		\$22,500
Platinum Home Mortgage	\$22,500	20730		\$22,500
Playboy	\$22,500	20730		\$22,500
Sacramento Intl Airport	\$22,500	20730		\$22,500
Vandewater Condominiums	\$22,500	20730		\$22,500
Vialink	\$22,500	20730		\$22,500
VIDAMAX HEALTH&NTRTN CTR	\$22,500	20730		\$22,500
WALA	\$22,500	20730		\$22,500
Wellframe	\$22,500	20730		\$22,500
Whitman-Walker Clinic	\$22,500	20730		\$22,500
Wild Roots	\$22,500	20730		\$22,500
Howard Brown Health Center	\$39,532	13578	\$17,036	\$22,496
LEGACY INTL RE AGENCY	\$22,485	20787		\$22,485
First Financial Federal Credit Union	\$99,933	6096	\$77,450	\$22,483
Blue Onion Media	\$22,482	20788		\$22,482
Tufts University	\$131,665	4768	\$109,184	\$22,481
PeroDigm Design Studio	\$38,008	14029	\$15,528	\$22,480
St Augustine College	\$33,900	15390	\$11,420	\$22,480
EAGLES ENTERTAINMENT	\$22,473	20790		\$22,473
Great Lakes Intl	\$22,471	20791		\$22,471
KIPP DC	\$44,670	12341	\$22,200	\$22,470
Cascade Community Credit Union	\$30,726	16589	\$8,259	\$22,467
St Augustine Alligator Farm	\$98,849	6155	\$76,386	\$22,463
Beaumont Emergency Center	\$390,904	1628	\$368,442	\$22,462
CARROT TOP PRSNL APPR	\$65,157	8992	\$42,696	\$22,461
B2 Outlet Stores	\$36,357	14570	\$13,900	\$22,457
Raleys	\$22,455	20798		\$22,455

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
USA Local Dealer	\$22,453	20798		\$22,453
Modesto Local Dealer	\$190,479	3377	\$168,029	\$22,450
MILLER HEATING & AC SVC	\$38,049	14022	\$15,600	\$22,449
CHRIST IN CHRISTMAS	\$22,445	20800		\$22,445
Indian Motorcycle Savannah	\$22,439	20805		\$22,439
NeuroStim TMS Center	\$32,438	15909	\$10,000	\$22,438
KNAPP MEDICAL CENTER	\$34,944	15024	\$12,509	\$22,435
Red Crab Juicy Seafood Restaurant	\$215,775	2986	\$193,342	\$22,433
Sioux Falls School District	\$37,860	14084	\$15,440	\$22,420
Chucks Steak House	\$43,632	12572	\$21,213	\$22,419
SERENDIPITY GIFT SHOP	\$22,419	20807		\$22,419
Pioneer	\$63,040	9247	\$40,625	\$22,415
Clinilabs	\$22,410	20811		\$22,410
Jeff Dambrosio Local Dealer	\$41,364	13114	\$18,956	\$22,408
FC Cincinnati Soccer Team	\$90,265	6715	\$67,862	\$22,403
State Fair Of VA	\$22,401	20815		\$22,401
Tougaloo College	\$50,400	11103	\$28,000	\$22,400
Carlton County Public Health	\$22,400	20815		\$22,400
CCGC Investors	\$22,400	20817		\$22,400
UNIVERSITY SPORTS CENTER	\$22,400	20817		\$22,400
Daltons Carpet Outlet	\$22,398	20817		\$22,398
RC WAHL JEWELRY STORE	\$27,078	18249	\$4,688	\$22,390
Safari Grill Restaurant	\$37,508	14186	\$15,120	\$22,388
MONARCH ESTATES	\$23,463	20205	\$1,083	\$22,380
Maid Of The Mist Boat	\$28,454	17615	\$6,076	\$22,378
Berkeley Bowl Restaurant	\$22,375	20832		\$22,375
RSSI EXHIBIT	\$22,375	20833		\$22,375
Step Denver Organization	\$22,375	20833		\$22,375
Cedar Ridge Landscape	\$22,373	20836		\$22,373
Xtreme Jump Trampoline Park & Laser Tag	\$22,371	20838		\$22,371
Champagne Merchandising	\$50,480	11086	\$28,113	\$22,367
ARL Healthcare Medical Marijuana Treatment Center	\$34,864	15053	\$12,500	\$22,364
Great Plains	\$24,263	19729	\$1,902	\$22,361
D&T Heating & Cooling Inc	\$28,239	17704	\$5,881	\$22,358
Thrive Cannabis Marketplace	\$54,473	10410	\$32,122	\$22,351
KLTY	\$171,999	3713	\$149,649	\$22,350
American Realty	\$25,349	19106	\$3,000	\$22,349
Villalobos & Moore Attorneys	\$34,873	15049	\$12,525	\$22,348
TARPON SPRINGS FL	\$30,726	16590	\$8,381	\$22,345
NBE	\$22,343	20852		\$22,343
Hartford Yard Goats Minor League Baseball Team	\$22,342	20854		\$22,342

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
West Palm Beach FL City Commission	\$32,300	15960	\$9,962	\$22,338
42nd Street Agency	\$22,330	20858		\$22,330
Opry Entertainment Group	\$22,329	20859		\$22,329
Paula Deens Family Kitchen Restaurant	\$88,108	6874	\$65,780	\$22,328
Business IT Source	\$31,360	16324	\$9,036	\$22,324
5 Star Roofing Service	\$82,078	7291	\$59,755	\$22,323
Credit Union Of America	\$58,509	9846	\$36,188	\$22,321
Water Pros Service	\$29,495	17142	\$7,180	\$22,315
Brasher Law Firm	\$22,302	20874		\$22,302
Marquette University High School	\$92,498	6562	\$70,199	\$22,299
Desert Regional Medical Center	\$268,209	2389	\$245,911	\$22,298
GRAND LANDING RE DEV	\$22,292	20884		\$22,292
Chicago Loop Alliance	\$22,288	20888		\$22,288
Crossnet	\$22,286	20889		\$22,286
PAC Insurance Agency	\$22,283	20893		\$22,283
Franklin Heating & Cooling	\$32,279	15974	\$10,004	\$22,275
St Andrew Bay Rental Real Estate	\$22,269	20899		\$22,269
WESTWARD EXPOS	\$31,264	16361	\$9,000	\$22,264
STCU Spokane Teachers Credit Union	\$304,302	2101	\$282,039	\$22,263
Wylie ER Emergency Center	\$31,947	16105	\$9,685	\$22,262
Pacific Racing Assn	\$22,260	20901		\$22,260
Pinks Coffee House Restaurant	\$22,260	20902		\$22,260
SALTWATER RESTAURANT	\$78,628	7579	\$56,374	\$22,254
All Star Services	\$28,500	17585	\$6,248	\$22,252
NORTH PARK SHOPPING CTR	\$22,250	20904		\$22,250
Acclaim Roofing & Restoration	\$49,448	11334	\$27,200	\$22,248
Care Cross Medical Center	\$24,742	19458	\$2,494	\$22,248
Classic Car Wash	\$33,932	15383	\$11,692	\$22,240
RJS Law	\$216,779	2968	\$194,544	\$22,235
Apex Wildlife Control	\$22,230	20909		\$22,230
Home Plus Floor Show Store	\$24,921	19383	\$2,695	\$22,226
Chester Construction Service	\$44,375	12412	\$22,150	\$22,225
Frightworld Screampark	\$22,224	20912		\$22,224
Frantz EyeCare	\$111,235	5536	\$89,012	\$22,223
Southern Champion	\$122,180	5087	\$99,960	\$22,220
Corley Plumbing & Electric	\$121,046	5133	\$98,830	\$22,216
South Dakota Office Of Highway Safety	\$32,413	15916	\$10,200	\$22,213
BRIAN DAILEY LAW FIRM	\$31,719	16192	\$9,516	\$22,203
DESERT AIDS PROJECT	\$27,000	18280	\$4,800	\$22,200
Kaiser Foundation	\$25,900	18830	\$3,700	\$22,200
Bluegrass Roofing & Consulting	\$22,200	20925		\$22,200

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Dino Piergallini & Sons Equipment Store	\$22,200	20925		\$22,200
Emerson College	\$22,200	20925		\$22,200
Western NY Immediate Care Center	\$22,200	20925		\$22,200
Crawford Services Inc	\$22,199	20925		\$22,199
Jervey Eye Group	\$22,197	20940		\$22,197
PRICEBUSTERS FURN STR	\$25,800	18870	\$3,606	\$22,194
PRC Premier Recreational Cannabis Shop	\$22,190	20942		\$22,190
Wild Kanji Hibachi & Bistro	\$36,000	14663	\$13,812	\$22,188
Family Dollar Stores	\$25,080	19244	\$2,895	\$22,185
Negash	\$22,182	20946		\$22,182
Represent Us Organization	\$22,180	20950		\$22,180
Mosquito Shield	\$68,400	8606	\$46,230	\$22,170
NEW CHURCH OF FAITH	\$22,167	20954		\$22,167
Whitworth University	\$94,182	6442	\$72,016	\$22,166
Empire Erectors & Electrical Contractors	\$60,815	9518	\$38,650	\$22,165
Paddio Mortgage Lender	\$22,164	20956		\$22,164
Behavioral Health Group	\$22,161	20960		\$22,161
Jefferson Health Systems	\$109,424	5624	\$87,269	\$22,155
Smoakland	\$169,417	3773	\$147,263	\$22,154
A1 Heating & Cooling	\$22,152	20966		\$22,152
Family Life Christian Church	\$22,150	20971		\$22,150
ProCraft Cabinetry	\$22,143	20976		\$22,143
Haunted Hotel	\$36,098	14644	\$13,963	\$22,135
SA Recycling Service	\$26,883	18351	\$4,750	\$22,133
Kogan & Disalvo Attorneys	\$82,107	7287	\$59,976	\$22,131
Fischer Homes Builders	\$89,397	6787	\$67,272	\$22,125
Trumbull County Mental Health Board	\$42,625	12806	\$20,500	\$22,125
Ardent Communities	\$22,125	20986		\$22,125
Newell Brands	\$22,124	20987		\$22,124
Valley Healthcare System	\$22,120	20991		\$22,120
Frankenmuth Chamber Of Commerce	\$22,112	20995		\$22,112
Demand Justice Initiative	\$22,105	20996		\$22,105
Cinemark USA Inc	\$22,101	20997		\$22,101
Marvin	\$27,500	18043	\$5,400	\$22,100
Anderson OBrien Bertz Skrenes & Golla Attorneys	\$22,100	20998		\$22,100
Glass Chambers Smoke Shop	\$22,100	20999		\$22,100
Marketing Communications	\$22,100	20999		\$22,100
Grand Oaks Health & Rehabilitation Center	\$22,095	21010		\$22,095
EAST BATON ROUGE SCH BRD	\$60,956	9504	\$38,866	\$22,090
SURRY COMMUNITY COLLEGE	\$41,721	13027	\$19,631	\$22,090
Gibson	\$61,572	9417	\$39,488	\$22,084

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Advanced Comfort & Energy Systems	\$28,684	17507	\$6,603	\$22,081
Cascones	\$22,080	21025		\$22,080
Kipp St Louis	\$34,368	15236	\$12,290	\$22,078
Prohealth Physicians	\$36,400	14551	\$14,325	\$22,075
Food Bank Of IA	\$22,075	21027		\$22,075
Nebraska Beef Council	\$23,110	20383	\$1,036	\$22,074
Pathways Organization	\$29,938	16961	\$7,872	\$22,066
Eaton Community Bank	\$22,056	21035		\$22,056
Huffman & Huffman Attorneys	\$39,500	13587	\$17,445	\$22,055
RACE CITY SPEEDWAY	\$44,252	12440	\$22,200	\$22,052
Spring Branch District	\$22,050	21037		\$22,050
Broadway Restaurant	\$117,363	5261	\$95,318	\$22,045
LNB Community Bank	\$28,585	17549	\$6,540	\$22,045
Carnegie Museum Of Art	\$27,045	18267	\$5,000	\$22,045
District Of Columbia Department Of Education	\$22,043	21042		\$22,043
Cole Local Dealer	\$33,366	15562	\$11,330	\$22,036
SMOKES FOR LESS STORE	\$49,828	11242	\$27,796	\$22,032
Decatur Morgan Hospital	\$43,281	12656	\$21,250	\$22,031
Anchor Harvey	\$22,030	21046		\$22,030
Hidden Lakes Real Estate Development	\$37,470	14225	\$15,451	\$22,019
Catch Me Sushi Restaurant	\$34,513	15170	\$12,501	\$22,012
Sunshine Home Improvement	\$32,000	16070	\$10,000	\$22,000
Honest Abe Roofing Contractor	\$26,500	18516	\$4,500	\$22,000
Better Built Basements Llc	\$22,000	21057		\$22,000
Burb Dispensary	\$22,000	21057		\$22,000
DIGITAL NETWORKS	\$22,000	21057		\$22,000
DOWNEY ADULT SCHOOL	\$22,000	21057		\$22,000
Ednovate High School	\$22,000	21057		\$22,000
LIGHTNING SERVICE HTG CO	\$22,000	21057		\$22,000
MONROEVILLE ASSEMBLY/GOD	\$22,000	21057		\$22,000
Nanuet Local Dealer	\$22,000	21057		\$22,000
North Carolina Siding & Exteriors Contractor	\$22,000	21057		\$22,000
Pinstripe Bowl	\$22,000	21057		\$22,000
SPRINGER SCHOOL	\$22,000	21057		\$22,000
Tour Championship	\$22,000	21057		\$22,000
Twelve	\$22,000	21057		\$22,000
Wellforce Health System	\$22,000	21057		\$22,000
Uncle Louies Restaurant	\$37,891	14076	\$15,893	\$21,998
WOODSTOCK FURNITURE STR	\$21,990	21090		\$21,990
MONOCLONAL ANTIBODIES	\$21,981	21094		\$21,981
Apollo Heating Cooling & Plumbing	\$24,025	19847	\$2,050	\$21,975

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Advanced Auto Sports Store	\$21,975	21097		\$21,975
FPL Food	\$21,975	21098		\$21,975
WICK BUILDING CONTRACTOR	\$21,973	21102		\$21,973
Reaves Law Firm	\$224,500	2864	\$202,534	\$21,966
Schwanke Kasten Jewelry Store	\$68,739	8568	\$46,774	\$21,965
Jackson County Health Department	\$59,725	9695	\$37,761	\$21,964
Preserve Lexington Apartments	\$21,960	21109		\$21,960
Tailwaggers Doggy Daycare	\$24,359	19680	\$2,400	\$21,959
Magic House Childrens Museum	\$54,830	10352	\$32,876	\$21,954
Orchid Orthopedic Solutions	\$21,953	21113		\$21,953
VERITAS SCHOOL	\$21,953	21113		\$21,953
Ed Napleton Local Dealer	\$41,003	13189	\$19,051	\$21,952
Vallarta Supermarket	\$52,500	10729	\$30,550	\$21,950
Paso Del Norte Health Foundation	\$21,950	21116		\$21,950
One Man & A Toolbox Contractor	\$42,048	12924	\$20,100	\$21,948
Wahoos Restaurant	\$21,943	21116		\$21,943
Midamerican Energy Co	\$21,935	21120		\$21,935
NAVAL POSTGRADUATE SCH	\$21,929	21124		\$21,929
Urology Partners Of North TX	\$46,824	11855	\$24,900	\$21,924
Middletown Local Dealer	\$43,944	12510	\$22,020	\$21,924
Chesters Chophouse & Wine Bar	\$21,924	21126		\$21,924
DiMarco Vein Center	\$38,545	13884	\$16,624	\$21,921
Prince Georges County Department Of Parks & Recreation	\$24,915	19386	\$3,002	\$21,913
Unique Medical Centers	\$24,412	19638	\$2,499	\$21,913
Bluetree Dental	\$65,253	8983	\$43,350	\$21,903
Sierra NV Corp	\$109,600	5617	\$87,700	\$21,900
Burgess Law Group	\$21,900	21133		\$21,900
Custom Glass Solutions Service	\$21,900	21133		\$21,900
Atlanta Hall Mgt Venue	\$21,892	21142		\$21,892
Patient Recruiting Agency	\$55,388	10266	\$33,500	\$21,888
W&W STEEL SERVICE	\$27,568	18015	\$5,685	\$21,883
First Centennial Mortgage	\$21,880	21146		\$21,880
Rock The Sky Fireworks Store	\$23,675	20078	\$1,800	\$21,875
Jazz House Kids Organization	\$21,875	21148		\$21,875
Themgoods Clothing Store	\$21,875	21148		\$21,875
Thplasma Donation Center	\$21,874	21148		\$21,874
Hurdle & Hughes Attorneys At Law	\$31,015	16481	\$9,143	\$21,872
Merriweather District	\$21,870	21153		\$21,870
Litster Frost Injury Lawyers	\$100,232	6057	\$78,365	\$21,867
Dakota County Technical College	\$28,560	17557	\$6,697	\$21,863
Grip	\$21,857	21155		\$21,857

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
CODAC Behavioral Health Services	\$21,852	21159		\$21,852
Lewis	\$21,852	21161		\$21,852
Posh Entertainment DJs	\$41,850	12983	\$20,000	\$21,850
Spectrum Painting Co	\$21,850	21164		\$21,850
Led Lion Design & Contracting	\$26,926	18325	\$5,080	\$21,846
Brattleboro Local Dealer	\$21,841	21167		\$21,841
Abbott Fruit Market	\$29,336	17209	\$7,496	\$21,840
Felix Gonzalez Law Firm	\$21,840	21168		\$21,840
Transitions Hospice Care	\$31,018	16479	\$9,179	\$21,839
Gabriela Hearst	\$36,538	14499	\$14,700	\$21,838
Pet Supplies Plus Store	\$43,837	12526	\$22,000	\$21,837
Modoline Altener Attorney	\$51,027	10983	\$29,197	\$21,830
Heartland Local Dealer	\$66,092	8873	\$44,263	\$21,829
Bladder Cancer Research Study	\$21,825	21173		\$21,825
Premier Couples Superstore	\$21,825	21174		\$21,825
Terre Haute Local Dealer	\$39,698	13534	\$17,877	\$21,821
US Eagle Federal Credit Union	\$34,812	15068	\$13,000	\$21,812
Uebelhor Local Dealer	\$90,181	6727	\$68,371	\$21,810
Nashville Symphony	\$21,810	21181		\$21,810
Grand Rental Station	\$24,200	19757	\$2,400	\$21,800
Crab Knight Daytona Beach Restaurant	\$21,800	21188		\$21,800
Department Of Consumer & Regulatory Affairs	\$21,800	21189		\$21,800
Long Island NY	\$21,800	21189		\$21,800
Mother Earth Natural Foods Store	\$21,800	21189		\$21,800
SWIRCA Southern IN Regional Council On Aging	\$21,800	21189		\$21,800
Bella Construction & Development	\$29,376	17196	\$7,580	\$21,796
Auburn Local Dealer	\$21,794	21199		\$21,794
GREVG Global Real Estate Ventures	\$21,785	21202		\$21,785
Magothy Electric Co Contractor	\$21,785	21202		\$21,785
Hamburger Stand Restaurant	\$21,782	21205		\$21,782
Reliance Local Dealer	\$21,776	21207		\$21,776
Melbourne Orlando Intl Airport	\$21,771	21208		\$21,771
Greater Columbia Accountable Community Of Health	\$29,860	16980	\$8,100	\$21,760
Mubadala Development Co	\$21,760	21216		\$21,760
Patriot Heating & Air Conditioner Contractor	\$21,760	21216		\$21,760
Fort Lauderdale Local Dealer	\$21,754	21220		\$21,754
PC Age Computer Training School	\$107,270	5712	\$85,519	\$21,751
CharterCARE Health Partners	\$51,750	10858	\$30,000	\$21,750
MD Partners	\$36,750	14427	\$15,000	\$21,750
Weston Drilling	\$33,750	15432	\$12,000	\$21,750
Pura Vida	\$27,000	18280	\$5,250	\$21,750

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Hackettstown Oil	\$21,750	21225		\$21,750
High Profile Dispensary	\$21,750	21225		\$21,750
Hope Harbor Church	\$21,750	21225		\$21,750
Siempre Natural Restaurant	\$21,750	21225		\$21,750
Ghost Hounds	\$21,748	21225		\$21,748
Just Born	\$21,747	21235		\$21,747
Community State Bank	\$37,148	14311	\$15,403	\$21,745
Palmetto Primary Care Physicians	\$141,810	4463	\$120,075	\$21,735
J&L Insurance Group	\$21,733	21241		\$21,733
Lotus Clinical Research	\$21,723	21248		\$21,723
Mercyhurst University	\$116,034	5327	\$94,319	\$21,715
Luckys Energy Service Fuel Supply	\$21,714	21251		\$21,714
Stock & Barrel Gun Club	\$21,713	21254		\$21,713
WeatherStrong	\$21,706	21263		\$21,706
Northeast Health District	\$37,779	14117	\$16,077	\$21,702
Fellerman Ciarimboli Attorney	\$113,625	5437	\$91,927	\$21,698
Minneapolis-St Paul Intl Airport	\$21,671	21273		\$21,671
Poker House	\$21,666	21274		\$21,666
Shag Boulevard Place Senior Living	\$30,331	16774	\$8,666	\$21,665
Rabroker Heating & Air Conditioning Service	\$21,665	21276		\$21,665
Southern Roots Tap Room	\$27,080	18249	\$5,416	\$21,664
MOTHER NATURE PEST CNTRL	\$21,664	21276		\$21,664
Elite Family Medicine	\$21,660	21281		\$21,660
Lake After Hours Walk-In Care Center	\$177,574	3607	\$155,917	\$21,657
Upton Law Firm	\$34,121	15317	\$12,467	\$21,654
Susan B Anthony List Organization	\$21,650	21285		\$21,650
Philip Deberard Attorney	\$21,635	21292		\$21,635
Pennsylvania Department Of Labor & Industry	\$44,932	12297	\$23,300	\$21,632
HOME TEAM REALTY	\$21,630	21294		\$21,630
CENTEX HOMES	\$70,419	8386	\$48,790	\$21,629
Sozo Medical Marijuana Dispensary	\$21,628	21295		\$21,628
Greater Orlando Aviation Authority	\$88,798	6831	\$67,171	\$21,627
Ship Shape Car Wash	\$37,068	14333	\$15,445	\$21,623
Just 4 Him Mens Haircut Lounge	\$31,953	16103	\$10,331	\$21,622
LAKESIDE ROOFING CONTR	\$28,514	17578	\$6,892	\$21,622
CTC Funding Mortgage Broker	\$52,588	10711	\$30,972	\$21,616
Wayne County Human Services	\$21,612	21298		\$21,612
Igoe Creative Marketing Services	\$25,460	19040	\$3,850	\$21,610
ABBEY PARK RTRMNT APT	\$21,608	21299		\$21,608
Kevins Car Wash	\$21,608	21300		\$21,608
Better Baseball	\$134,770	4675	\$113,168	\$21,602

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Life Alliance Organ Recovery Agency Organization	\$21,602	21303		\$21,602
WINDOW GUYS CONTRACTOR	\$46,800	11861	\$25,200	\$21,600
MWI Animal Health	\$22,800	20541	\$1,200	\$21,600
Associated General Contractors	\$21,600	21304		\$21,600
Broadway Plaza Shop Center	\$21,600	21305		\$21,600
Countrys BBQ Restaurant	\$21,600	21305		\$21,600
Ryan Dobbs Real Estate Team	\$21,600	21305		\$21,600
SR Concepts	\$21,600	21305		\$21,600
Vanguard Local Dealer	\$21,600	21305		\$21,600
Waterleaf Real Estate Development	\$21,600	21305		\$21,600
ITALIAN FOODS DISTR	\$28,005	17796	\$6,415	\$21,590
Arnold Dentistry	\$42,626	12804	\$21,041	\$21,585
Southeast Financial Credit Union	\$65,550	8940	\$43,971	\$21,579
Dicks Last Resort Restaurant	\$21,579	21331		\$21,579
Great Southern Gun & Knife Show	\$73,273	8110	\$51,705	\$21,568
Clackamas Community College	\$32,625	15820	\$11,057	\$21,568
Wells Enterprises	\$36,383	14563	\$14,819	\$21,564
Sweet Leaf Hydroponic Garden Center	\$33,560	15492	\$12,000	\$21,560
Woodstock Local Dealer	\$21,560	21339		\$21,560
Gitter Vein Institute	\$60,346	9583	\$38,789	\$21,557
4WP 4 Wheel Parts Store	\$21,550	21344		\$21,550
Desiree M Charbonnet Attorney	\$21,550	21346		\$21,550
Hobby Lobby	\$21,549	21346		\$21,549
Salem Health	\$46,644	11891	\$25,098	\$21,546
Isanti County Family Services	\$24,644	19503	\$3,099	\$21,545
Promenade Commons Real Estate Development	\$25,768	18896	\$4,224	\$21,544
Diesel Express	\$68,145	8635	\$46,604	\$21,541
Citizens Commerce National Bank	\$21,534	21360		\$21,534
KPHO	\$43,047	12707	\$21,516	\$21,531
Viper Trailer World	\$21,530	21362		\$21,530
Harrison Davis Steakley Morrison Jones Attorneys	\$21,528	21363		\$21,528
Green Dragon Cannabis Co Marijuana Dispensary	\$27,873	17875	\$6,346	\$21,527
Head Start & Early Head Start Program	\$21,522	21371		\$21,522
Visiting Nurse Assn Of FL	\$72,392	8189	\$50,880	\$21,512
Upcountry Fiber	\$21,509	21374		\$21,509
Natural Cannabis Co	\$21,506	21375		\$21,506
Trinity Preparatory Academy	\$30,702	16603	\$9,200	\$21,502
Custom Closet Geeks Services	\$67,000	8772	\$45,500	\$21,500
Memphis 901 FC Soccer Team	\$45,500	12125	\$24,000	\$21,500
CENTRAL DENTAL CARE	\$26,900	18339	\$5,400	\$21,500
Bernardi Local Dealer	\$21,500	21378		\$21,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Dallas Intl School	\$21,500	21379		\$21,500
Evans Wealth Mgt	\$21,500	21379		\$21,500
Lana Del Rey Personal Appearance	\$21,500	21379		\$21,500
Massachusetts Restaurant Assn	\$21,500	21379		\$21,500
Arvest Bank	\$175,334	3647	\$153,839	\$21,495
Cape Fear Valley Health System	\$21,492	21388		\$21,492
Legler Flynn Murphy & Battaglia Attorneys	\$21,483	21395		\$21,483
Verso	\$21,480	21395		\$21,480
Tse Group Real Estate	\$56,528	10122	\$35,050	\$21,478
Asher Lasting Exteriors Contractor	\$21,478	21397		\$21,478
Fowlerville Dental Center	\$22,143	20975	\$666	\$21,477
Foulke Law Firm	\$21,460	21400		\$21,460
Californias Choice Collective Center	\$57,632	9968	\$36,173	\$21,459
GRAVES LAW FIRM	\$21,456	21402		\$21,456
STATE FAIR CLASSIC	\$21,456	21403		\$21,456
DAN ROSEN DENTAL SERVICE	\$118,180	5233	\$96,728	\$21,452
Rainforest Express Lube	\$57,466	9999	\$36,016	\$21,450
Al Copeland Investments	\$21,450	21405		\$21,450
Blue Springs Boat Co	\$21,450	21406		\$21,450
Zeal Church	\$21,450	21406		\$21,450
Downstream Marketing Consulting	\$21,447	21406		\$21,447
REDSTONE REALTY	\$21,444	21419		\$21,444
EdVenture Children Museum	\$34,318	15248	\$12,876	\$21,442
ATWAL EYE CARE&SRGRY CTR	\$21,441	21424		\$21,441
Silver Reef Casino Hotel	\$94,050	6449	\$72,610	\$21,440
Fabick CAT Rental Store	\$21,436	21429		\$21,436
HAL DAVIS JEWELERS	\$21,436	21431		\$21,436
Wireless & More Cellular Store	\$35,728	14762	\$14,298	\$21,430
Joynes & Gaidies Attorneys	\$25,000	19281	\$3,571	\$21,429
American Bank Of MO	\$21,428	21435		\$21,428
Fairfax County Department Of Family Services	\$21,424	21437		\$21,424
Half Acre Beer Co	\$41,632	13046	\$20,218	\$21,414
Sea Serpent Tours	\$24,902	19392	\$3,488	\$21,414
AurGroup Financial Credit Union	\$21,400	21440		\$21,400
CENTRAL AR VA HLTHCR SYS	\$21,400	21441		\$21,400
Epperson Tree Service	\$21,400	21441		\$21,400
Huntsville Local Dealer	\$21,400	21441		\$21,400
Idaho Department Of Labor	\$21,400	21441		\$21,400
New Jersey Mfg Extension Program	\$21,400	21441		\$21,400
Willies Superbrew	\$21,400	21441		\$21,400
CITRUS PARK TOWN CENTER	\$21,397	21441		\$21,397

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Daily Deals Food Outlet	\$21,389	21453		\$21,389
Palace Station Hotel	\$84,294	7143	\$62,913	\$21,381
Grove Isle At Echelon City Center Apartments	\$21,376	21460		\$21,376
Houston Push Basketball Team	\$21,375	21462		\$21,375
MVA Entertainment	\$21,375	21463		\$21,375
5TH AVENUE THEATRE	\$30,374	16754	\$9,000	\$21,374
Marion County Sheriffs Office	\$21,374	21463		\$21,374
UNITED AUTOMOTIVE	\$23,217	20340	\$1,850	\$21,367
V&A BOOTERY SHOP	\$25,075	19248	\$3,710	\$21,365
Boudreauxs New Drug Store	\$21,359	21468		\$21,359
Ron Sholes Attorney	\$637,495	969	\$616,137	\$21,358
Schwartz Family Restaurant	\$29,017	17331	\$7,664	\$21,353
Yummi Crab Restaurant	\$67,481	8720	\$46,130	\$21,351
Marketon Grocery Store	\$27,875	17875	\$6,525	\$21,350
Michigan Medical Doctors Center	\$31,760	16175	\$10,420	\$21,340
Clermont County Veterans Service Commission	\$58,238	9885	\$36,900	\$21,338
Big Texan Steak Ranch Restaurant & Motel	\$90,236	6719	\$68,905	\$21,331
Crazy Seafood Buffet	\$31,824	16153	\$10,496	\$21,328
All In One Wireless Store	\$21,307	21485		\$21,307
Conditioned Air Solutions Contractor	\$27,365	18112	\$6,064	\$21,301
Cowboys Fit Fitness Center	\$21,300	21488		\$21,300
Firstline Schools	\$21,300	21489		\$21,300
Smithworks	\$21,300	21489		\$21,300
Leeper Hardware Store	\$32,598	15833	\$11,300	\$21,298
Right At Home Care & Assistance Service	\$25,401	19075	\$4,115	\$21,286
Frayser Community Development Corp	\$21,280	21500		\$21,280
Signature Grand Bridal & Quince Show	\$34,400	15218	\$13,122	\$21,278
Commerce Pain Mgt Clinic	\$21,265	21505		\$21,265
TWENTY-NINE PLMS BND/MSN	\$21,264	21508		\$21,264
VINELAND PUBLIC SCHOOL	\$23,087	20392	\$1,825	\$21,262
Eng & Woods Attorneys	\$64,485	9076	\$43,224	\$21,261
Law Offices Of Robert F Brennan	\$84,101	7157	\$62,841	\$21,260
Advanced Regional Center For Ankle & Foot Care	\$28,850	17417	\$7,598	\$21,252
Albertus Magnus College	\$65,950	8900	\$44,700	\$21,250
Mosquito Joe	\$30,700	16605	\$9,450	\$21,250
Advocates Of Silenced Turkey	\$21,250	21513		\$21,250
JMR Media Advertising Service	\$21,250	21515		\$21,250
Xander On State Real Estate Development	\$21,249	21515		\$21,249
Onondaga County Health Department	\$28,958	17371	\$7,714	\$21,244
Mountain High Outfitters Store	\$32,735	15790	\$11,500	\$21,235
City Of Orlando Office Of Communications & Neighborhood Relati	\$21,235	21527		\$21,235

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
MORTGAGE HEADQUARTERS	\$21,232	21528		\$21,232
Lit Dispensary	\$144,000	4386	\$122,779	\$21,221
Bubble Beauty	\$21,219	21533		\$21,219
Creative Concepts Media & Marketing Services	\$21,216	21534		\$21,216
Panasonic	\$80,631	7410	\$59,421	\$21,210
Aberdeen Local Dealer	\$21,210	21536		\$21,210
Mr Chicken Restaurant	\$53,079	10633	\$31,873	\$21,206
Orleans Shoring Contractor	\$21,204	21539		\$21,204
OHIO VALLEY MALL	\$25,200	19174	\$4,000	\$21,200
UGI Utilities	\$21,700	21267	\$500	\$21,200
ABS Kids Therapy Center	\$21,200	21541		\$21,200
Cooks Pest Control Service	\$74,445	7998	\$53,250	\$21,195
Mister Robert Furniture Store	\$22,893	20498	\$1,700	\$21,193
Taco Palenque Restaurant	\$158,694	3994	\$137,502	\$21,192
HARVS HARLEY-DAVIDSON	\$21,190	21547		\$21,190
Skye Canyon Real Estate Development	\$118,632	5220	\$97,445	\$21,187
African American Coalition	\$21,186	21548		\$21,186
Cornet Restaurant	\$21,180	21553		\$21,180
MCBRIDE DISTRIBUTING CO	\$41,532	13078	\$20,356	\$21,176
Cruisers	\$29,425	17171	\$8,250	\$21,175
Beyond Exceptional Dentistry	\$21,175	21556		\$21,175
Businessolver	\$29,893	16972	\$8,723	\$21,170
Crozer Keystone Health System	\$71,855	8240	\$50,690	\$21,165
Cedar Band Trading Post & Smoke Shop	\$51,923	10834	\$30,762	\$21,161
Paragon Development System	\$34,891	15039	\$13,733	\$21,158
Twin River Casino	\$989,374	615	\$968,223	\$21,151
Fiberon	\$22,037	21044	\$886	\$21,151
FUN IN THE SUN FESTIVAL	\$48,150	11581	\$27,000	\$21,150
Inter American University Of PR	\$21,150	21566		\$21,150
NUCAP INDUSTRIES	\$21,150	21566		\$21,150
Kentucky Cabinet For Health & Family Services	\$55,800	10215	\$34,653	\$21,147
Shurtape	\$21,147	21570		\$21,147
CLAYTON CHAMBER/COMMERCE	\$21,142	21573		\$21,142
Bud Brothers Cannabis Co	\$21,137	21574		\$21,137
BUFFALO MEDICAL GROUP	\$30,687	16610	\$9,554	\$21,133
Rabbit Hole Distillery	\$70,850	8342	\$49,719	\$21,131
Virginia Housing Development Authority	\$21,130	21578		\$21,130
Delmarva Power Co	\$21,126	21578		\$21,126
Simos Insourcing Solutions	\$21,124	21586		\$21,124
Argenta Community Theater	\$21,120	21586		\$21,120
Techollage Interactive Service	\$21,120	21590		\$21,120

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
GOVERNORS HIGHWAY SFTY	\$33,166	15614	\$12,050	\$21,116
Kansas Hero Relief	\$45,750	12065	\$24,635	\$21,115
POL-JUDGE/MUNICIPAL CRT	\$21,115	21592		\$21,115
DeliverEnd Delivery Service	\$21,111	21594		\$21,111
Hillsborough County Health Department	\$22,938	20483	\$1,828	\$21,110
Las Palmas Del Sol Healthcare	\$21,108	21597		\$21,108
Becks Local Dealer	\$22,135	20982	\$1,029	\$21,106
Central IL Regional Airport	\$31,950	16105	\$10,848	\$21,102
Buckys Casino	\$53,600	10551	\$32,500	\$21,100
Adams	\$21,100	21602		\$21,100
Father Nadolny Good News Fund	\$21,100	21603		\$21,100
Festival Ballet Providence	\$21,100	21603		\$21,100
Ranch Rider Spirits	\$21,100	21603		\$21,100
911 Emergency	\$21,090	21611		\$21,090
Hosss Family Steak/Sea House	\$21,089	21612		\$21,089
Katnik Brothers Real Estate	\$21,081	21614		\$21,081
Community Hospital Of Anaconda	\$33,601	15475	\$12,521	\$21,080
Driftless Glen	\$24,596	19541	\$3,520	\$21,076
St Joseph Regional Health Network	\$374,233	1712	\$353,158	\$21,075
AAC Credit Union	\$34,397	15218	\$13,325	\$21,072
Missouri Chamber Of Commerce	\$29,542	17120	\$8,475	\$21,067
County Of San Diego Department Of Environmental Health	\$44,768	12328	\$23,705	\$21,063
NORTHERN ENGRAVING	\$21,050	21630		\$21,050
Ohana Cannabis Co	\$38,468	13901	\$17,421	\$21,047
Viviano Flower Shop	\$49,257	11367	\$28,211	\$21,046
One On One Matchmaking Service	\$41,080	13177	\$20,038	\$21,042
Walter P Rawl & Sons	\$67,330	8734	\$46,300	\$21,030
Country Music Foundation	\$52,797	10683	\$31,777	\$21,020
City Of Glendale AZ	\$21,020	21642		\$21,020
Off Lease Local Dealer	\$681,732	914	\$660,714	\$21,018
Pregis	\$21,007	21647		\$21,007
Higher Tech Realty	\$260,000	2454	\$238,997	\$21,003
Martinez CA	\$56,000	10193	\$35,000	\$21,000
ESTHER PRICE CANDY SHOP	\$43,250	12667	\$22,250	\$21,000
Tutela Plastic Surgery	\$37,800	14107	\$16,800	\$21,000
Law Offices Of Sylvia S Costantino	\$28,000	17801	\$7,000	\$21,000
Regalia Hotel	\$25,000	19281	\$4,000	\$21,000
Alabama State Nurses Assn	\$21,000	21653		\$21,000
Asset Towing & Recovery Towing Service	\$21,000	21653		\$21,000
Buffalo Remodeling & Construction Co	\$21,000	21653		\$21,000
Cardinal Roofing & Restoration Contractor	\$21,000	21653		\$21,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
CC Devco Homes Builder	\$21,000	21653		\$21,000
DEPARTMENT/PUBLIC SAFETY	\$21,000	21653		\$21,000
DNS Insurance Agency	\$21,000	21653		\$21,000
Engage Media Marketing Services	\$21,000	21653		\$21,000
EXPRESS MESSENGER SVC	\$21,000	21653		\$21,000
Ferry Automotive Repair Service	\$21,000	21653		\$21,000
Hood College	\$21,000	21653		\$21,000
Jewel Night Club	\$21,000	21653		\$21,000
Kamado Ramen Restaurant	\$21,000	21653		\$21,000
Kennedy Air Conditioning	\$21,000	21653		\$21,000
Lakeside Amusement Park	\$21,000	21653		\$21,000
Legacy Event Center	\$21,000	21653		\$21,000
Meraki Solutions Contractor	\$21,000	21653		\$21,000
MERCED COUNTY OFC/EDUC	\$21,000	21653		\$21,000
Meridian Waste	\$21,000	21653		\$21,000
NAS Recruitment Employment Service	\$21,000	21653		\$21,000
Nationwide Fair Lending	\$21,000	21653		\$21,000
Ohio Valley Solid Surface	\$21,000	21653		\$21,000
ORTHOPAEDIC&SPINE SRGRY	\$21,000	21653		\$21,000
Red Rocks Community College	\$21,000	21653		\$21,000
Seaborn	\$21,000	21653		\$21,000
Stirling Club	\$21,000	21653		\$21,000
Stone Mountain Pet Lodge	\$21,000	21653		\$21,000
Umami Japanese Steakhouse	\$21,000	21653		\$21,000
Weiler	\$21,000	21653		\$21,000
WMFX	\$21,000	21653		\$21,000
XBTO	\$21,000	21653		\$21,000
M-D BUILDING PDTS	\$20,999	21703		\$20,999
Lagoon	\$20,996	21703		\$20,996
Cornerstone Financial Credit Union	\$32,869	15738	\$11,874	\$20,995
Le-Vel	\$20,995	21705		\$20,995
House Of India Restaurant	\$20,994	21707		\$20,994
Davie Shoring Contractor	\$20,988	21711		\$20,988
WUFO	\$29,694	17058	\$8,735	\$20,959
Creative Ventures Store	\$65,180	8990	\$44,223	\$20,957
Nolan Propane Service	\$22,172	20953	\$1,215	\$20,957
Supermercado Grocery Store	\$20,951	21722		\$20,951
Contigo Centro Legal Attorneys	\$20,950	21724		\$20,950
Family Services Assn	\$20,950	21724		\$20,950
SUPERIOR SIGNS & SUPPLY	\$20,950	21724		\$20,950
Love First Christian Center	\$85,747	7039	\$64,799	\$20,948

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
AMERICAS HOME PLACE RE	\$32,283	15970	\$11,337	\$20,946
Mountain America Credit Union	\$206,405	3109	\$185,462	\$20,943
Quiet Harmony Ranch	\$34,985	15014	\$14,056	\$20,929
JES Foundation Repair	\$74,061	8033	\$53,135	\$20,926
SkyPark Airport Parking	\$27,645	17968	\$6,720	\$20,925
Basis Charter Schools	\$32,123	16031	\$11,200	\$20,923
Sportsman & Ski Haus Store	\$20,919	21737		\$20,919
Idaho Bureau Of Occupational Licensing	\$20,914	21737		\$20,914
Armstrong	\$444,777	1424	\$423,869	\$20,908
Southern AZ Aids Foundation	\$20,908	21743		\$20,908
York Local Dealer	\$20,908	21743		\$20,908
Education & Training Connection School	\$25,205	19172	\$4,300	\$20,905
Cooperative Bank	\$28,599	17539	\$7,696	\$20,903
City Of Miami Beach FL	\$29,151	17278	\$8,250	\$20,901
Converse College	\$40,999	13191	\$20,099	\$20,900
AIDS Project Of The Ozarks	\$20,900	21747		\$20,900
Cigar City Brewing	\$20,900	21748		\$20,900
Evolution Powersports	\$20,900	21748		\$20,900
River Health Insurance Agency	\$20,900	21748		\$20,900
Cort	\$46,650	11890	\$25,756	\$20,894
Cox Cox Filo Camel & Wilson Attorneys	\$66,179	8864	\$45,288	\$20,891
Five Star Painting Contractor	\$27,293	18152	\$6,408	\$20,885
Toby Keith Personal Appearance	\$30,879	16530	\$10,000	\$20,879
Whole Person Organization	\$58,278	9885	\$37,400	\$20,878
Lynoras Italian Restaurant	\$20,875	21759		\$20,875
Garden Place Senior Living	\$44,667	12343	\$23,794	\$20,873
Renthop.com	\$20,872	21762		\$20,872
Casino Fandango	\$104,236	5854	\$83,370	\$20,866
Paschal Heating Air & Geothermal	\$73,992	8045	\$53,130	\$20,862
USMD Hospital	\$20,860	21767		\$20,860
Florida Department Of Veterans Affairs	\$20,853	21773		\$20,853
GARRICK JEWELERS STORE	\$20,850	21773		\$20,850
Christophers Fine Jewelry Store	\$55,821	10212	\$34,975	\$20,846
HIS CHURCH CHRSTN FLWSHP	\$25,026	19266	\$4,181	\$20,845
MICHELS RE DEV	\$59,340	9742	\$38,500	\$20,840
Las Casuelas Nuevas Restaurant	\$31,664	16209	\$10,832	\$20,832
Memorial Highway Local Dealer	\$63,512	9189	\$42,683	\$20,829
Action Rentals Store	\$34,667	15123	\$13,839	\$20,828
Benzel-Busch Local Dealer	\$26,775	18406	\$5,950	\$20,825
DOPE SHOW	\$20,814	21801		\$20,814
ChatLead.com	\$20,802	21807		\$20,802

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Great Lakes Academy	\$20,801	21808		\$20,801
RK Gun & Knife Show	\$44,800	12325	\$24,000	\$20,800
Abound Credit Union	\$20,800	21809		\$20,800
Cheetahs Gentlemens Club	\$20,800	21810		\$20,800
Hemisfair Park Area Redevelopment Corp	\$20,800	21810		\$20,800
Cure Bowl	\$20,795	21821		\$20,795
Freebird By Steven Shoe Store	\$20,795	21833		\$20,795
Reliabank	\$25,760	18899	\$4,970	\$20,790
EOAC Headstart Day Care	\$20,790	21836		\$20,790
Angels Antique & Flea Mall	\$61,155	9480	\$40,368	\$20,787
Gulf County FL	\$27,806	17904	\$7,025	\$20,781
Warren Systems Heating & Cooling	\$38,775	13823	\$18,000	\$20,775
HERING HOMES	\$23,470	20200	\$2,700	\$20,770
SSC Service Solutions	\$20,770	21844		\$20,770
Utah Transit Authority	\$20,765	21846		\$20,765
Magnolia Home	\$20,756	21848		\$20,756
MLive	\$20,751	21849		\$20,751
CAS MARKETING SERVICE	\$20,750	21850		\$20,750
Palm Garden Hotel	\$20,750	21851		\$20,750
Fuji Japanese Restaurant	\$34,440	15201	\$13,695	\$20,745
Sharif Jewelers	\$20,740	21859		\$20,740
A&D Carpets & Hardwood	\$20,737	21861		\$20,737
Sushi Madre Restaurant	\$47,257	11764	\$26,522	\$20,735
American Heart Assn	\$231,251	2782	\$210,521	\$20,730
California Department Of Corrections & Rehabilitation	\$20,726	21867		\$20,726
Max Pawn	\$20,719	21874		\$20,719
Tucson Roadrunners Hockey Team	\$20,719	21875		\$20,719
New York Central Mutual Fire Insurance Co	\$26,200	18662	\$5,486	\$20,714
Peninsula Wellness Center	\$20,713	21879		\$20,713
Pacific Valley Bank	\$25,635	18954	\$4,927	\$20,708
First Class Mechanical	\$48,138	11585	\$27,431	\$20,707
PERFORMANCE CONTRACTORS	\$120,588	5158	\$99,883	\$20,705
Motorcycle Co	\$22,500	20730	\$1,800	\$20,700
Canna-Car Medical Marijuana Dispensary	\$20,700	21883		\$20,700
Dezerland Park	\$20,700	21884		\$20,700
South Sound Medicine Clinic	\$20,700	21884		\$20,700
St Lukes Foundation	\$20,700	21884		\$20,700
Broken Yolk Cafe	\$78,445	7598	\$57,750	\$20,695
Morningstar Properties	\$20,681	21896		\$20,681
RP Keller Landscaping	\$20,679	21897		\$20,679
Stottlemeyer & Assoc Attorneys	\$65,032	9005	\$44,359	\$20,673

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
GENERAL DYNAMICS SVC	\$20,665	21905		\$20,665
Hillcrest Family Clinic	\$20,665	21906		\$20,665
LA SALLE INSTITUTE	\$32,537	15852	\$11,875	\$20,662
Sanabria & Assoc Attorneys	\$102,338	5932	\$81,683	\$20,655
Sydenstricker Nobbe Partners Farm Equipment	\$58,063	9903	\$37,410	\$20,653
Ace & Vine Casino	\$24,250	19731	\$3,600	\$20,650
Precision Family Dentistry	\$21,989	21091	\$1,340	\$20,649
Twisters Restaurant	\$20,640	21915		\$20,640
CONTINENTAL PROPERTIES	\$20,635	21916		\$20,635
ACV Auctions	\$20,634	21917		\$20,634
Flint & Genesee Chamber of Commerce	\$27,441	18082	\$6,810	\$20,631
Todd M Johnson Attorney	\$20,630	21919		\$20,630
Bell Bank	\$57,057	10049	\$36,432	\$20,625
ARIZONA BROADWAY THEATRE	\$24,000	19866	\$3,375	\$20,625
Barn Theatre	\$20,624	21922		\$20,624
Renningers Farmers Market	\$20,624	21924		\$20,624
Bryan Law Firm	\$20,611	21930		\$20,611
S&A Communications	\$20,610	21933		\$20,610
Mikes Bail Bonds	\$20,605	21936		\$20,605
Cambridge Savings Bank	\$128,161	4883	\$107,558	\$20,603
Andrew Jackson Foundation	\$20,600	21938		\$20,600
MUNY	\$20,600	21940		\$20,600
Windigo Logistics	\$20,600	21940		\$20,600
Edge Fitness Clubs	\$121,621	5106	\$101,028	\$20,593
Bachmans Roofing Building & Remodeling Inc	\$35,590	14803	\$15,000	\$20,590
Webster Dental Care	\$34,278	15257	\$13,688	\$20,590
Miller Family Homes Builder	\$20,587	21952		\$20,587
VENTURE MGT BUSINESS SVC	\$20,571	21963		\$20,571
River Valley Health & Dental Center	\$20,568	21966		\$20,568
Quizlet Learning Service	\$20,565	21966		\$20,565
Stifel Investment Services	\$37,800	14107	\$17,236	\$20,564
Brickman Exhibition	\$20,561	21968		\$20,561
Chase Media Group	\$20,558	21969		\$20,558
Embroker Insurance Co	\$74,153	8023	\$53,596	\$20,557
Montee Law Firm	\$101,907	5958	\$81,351	\$20,556
Value Dental	\$20,554	21973		\$20,554
Arizona Bridal Show	\$26,085	18717	\$5,534	\$20,551
A Sherlock Carol	\$20,550	21975		\$20,550
Innovative Express Care	\$20,550	21976		\$20,550
POLLOCK-RANDALL FNRL HM	\$30,504	16682	\$9,956	\$20,548
Athens Dermatology Group	\$52,536	10718	\$31,990	\$20,546

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Water Street Tampa Real Estate Development	\$20,542	21985		\$20,542
Massachusetts College Of Liberal Arts	\$20,540	21988		\$20,540
Roger Williams Park Zoo	\$20,540	21989		\$20,540
KBR Global Engineering & Services	\$20,531	21994		\$20,531
Sadler Brothers Oil Co	\$20,531	21995		\$20,531
Mubarak Law	\$23,207	20343	\$2,679	\$20,528
Stoneham Bank	\$20,527	21995		\$20,527
Xochitl A Ambriz Attorney At Law	\$27,712	17941	\$7,186	\$20,526
MIDLAND RCKHNDS BSBL TM	\$20,508	22005		\$20,508
CARTER CENTER	\$20,501	22007		\$20,501
Ozo	\$50,000	11189	\$29,500	\$20,500
GATE OF HEAVEN CEMETERY	\$26,000	18751	\$5,500	\$20,500
BuildMarker	\$20,500	22008		\$20,500
Cedar Tree Academy	\$20,500	22011		\$20,500
CHERRY CREEK NORTH MALL	\$20,500	22011		\$20,500
MODERN HEALTH	\$20,500	22011		\$20,500
Alameda County Behavioral Health & Services	\$49,800	11248	\$29,304	\$20,496
DSM	\$20,488	22026		\$20,488
GULL LAKE MARINE	\$20,488	22027		\$20,488
CHAVAS MEXICAN REST	\$33,404	15548	\$12,921	\$20,483
Sentara	\$583,454	1087	\$562,972	\$20,482
Konsist Marketing Service	\$20,480	22027		\$20,480
Omega Psi Phi Fraternity	\$20,480	22029		\$20,480
One Community Bank	\$38,290	13950	\$17,813	\$20,477
In-Shape Health Clubs	\$20,477	22029		\$20,477
Jacksonville Jaguars Football	\$50,750	11034	\$30,275	\$20,475
Stone Mountain Park	\$139,400	4538	\$118,926	\$20,474
Easton Local Dealer	\$20,470	22035		\$20,470
Southwestern OK State University	\$31,266	16360	\$10,800	\$20,466
James Museum Of Western & Wildlife Art	\$25,998	18771	\$5,535	\$20,463
COASTAL PET PDTS STORE	\$20,463	22043		\$20,463
Atlanta Metropolitan College	\$38,860	13798	\$18,400	\$20,460
LG	\$92,820	6537	\$72,361	\$20,459
Spartan Value Investors	\$70,232	8411	\$49,775	\$20,457
Davis Bozeman Law Firm	\$20,450	22048		\$20,450
Enterprise Center	\$20,449	22049		\$20,449
FIRST CHIROPRACTIC	\$20,449	22051		\$20,449
Babylon Health	\$20,445	22054		\$20,445
Inland Empire United Organization	\$20,441	22056		\$20,441
Adam Merrick Real Estate	\$85,348	7062	\$64,910	\$20,438
Magna	\$29,520	17124	\$9,083	\$20,437

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Woodward & Assoc Real Estate Agency	\$38,096	14008	\$17,664	\$20,432
ALLO Communications	\$90,915	6674	\$70,485	\$20,430
Alignment Health Plan	\$89,348	6793	\$68,923	\$20,425
Orange County Animal Services	\$24,970	19365	\$4,546	\$20,424
New Images Adult Entertainment	\$20,423	22063		\$20,423
Bruce G Weber Jeweler Store	\$64,073	9124	\$43,652	\$20,421
Mid-Hudson Cablevision	\$143,217	4411	\$122,797	\$20,420
Vogue Rugs	\$20,420	22068		\$20,420
New Schools For Baton Rouge	\$47,590	11706	\$27,175	\$20,415
Community Choice Credit Union	\$121,898	5093	\$101,489	\$20,409
Stanley Law Group	\$20,403	22072		\$20,403
Provident Charter School	\$43,900	12517	\$23,500	\$20,400
Winston-Salem Fairgrounds	\$22,100	20999	\$1,700	\$20,400
Copal Construction Co	\$20,400	22074		\$20,400
Crown Roofing Contractor	\$20,400	22074		\$20,400
Pittsburgh Public Schools	\$20,400	22074		\$20,400
Riverside County Department Of Public Social Services	\$20,400	22074		\$20,400
WOODS OF TERROR EVENT	\$20,400	22074		\$20,400
Mall At Prince Georges	\$42,000	12936	\$21,610	\$20,390
Waco Police Association	\$28,700	17502	\$8,317	\$20,383
ROANE ALLIANCE	\$20,375	22095		\$20,375
Caryl Mechanical Heating & Cooling	\$33,469	15534	\$13,097	\$20,372
Harris-Stowe State University	\$20,369	22098		\$20,369
Southwest Labs	\$30,866	16534	\$10,498	\$20,368
Physicians Committee For Responsible Medicine	\$39,375	13631	\$19,012	\$20,363
Cintas Cleaning Services	\$20,363	22100		\$20,363
University Of Findlay	\$23,240	20333	\$2,880	\$20,360
Independent Community Bankers Of America	\$20,360	22102		\$20,360
ROARING SPRINGS WTRPRK	\$28,340	17663	\$7,984	\$20,356
Baylor University	\$329,571	1953	\$309,217	\$20,354
Big Ds Fireworks Store	\$20,352	22107		\$20,352
Rolling Greens Village Homes	\$20,351	22108		\$20,351
BARRONS STORE	\$22,200	20925	\$1,850	\$20,350
Assure Laboratories Services	\$20,350	22109		\$20,350
CBiz & MHM Accounting	\$20,350	22110		\$20,350
TOTAL TEMPERATURE CNTRL	\$20,349	22110		\$20,349
Robintinos Pizza Restaurant	\$34,832	15062	\$14,484	\$20,348
Fort Worth Air	\$20,346	22115		\$20,346
Scene75 Entertainment Center	\$75,837	7865	\$55,497	\$20,340
Stellis Health	\$20,340	22119		\$20,340
DELTA TIRE STORE	\$50,545	11074	\$30,207	\$20,338

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Omaha Airport Authority	\$49,638	11288	\$29,300	\$20,338
Sellers Sexton Local Dealer	\$28,137	17741	\$7,800	\$20,337
SoundWaves At Gaylord Opryland Water Park	\$25,000	19281	\$4,666	\$20,334
Meyer Oil Co	\$95,300	6377	\$74,970	\$20,330
RAPE CRISIS INTERVENTION	\$20,323	22125		\$20,323
Bill & Rods Appliance Store	\$20,312	22126		\$20,312
Tippy Tot Shoes Shoe Store	\$20,312	22127		\$20,312
United Real Estate	\$21,752	21222	\$1,441	\$20,311
Southeast Primary Care	\$20,310	22127		\$20,310
Sparrow Partners Real Estate Service	\$35,200	14918	\$14,892	\$20,308
BOSS Crane & Rigging	\$33,576	15483	\$13,268	\$20,308
Capitol Encore Academy	\$20,307	22131		\$20,307
Centerstone Mental Health	\$32,316	15953	\$12,010	\$20,306
OAKLAND SCHOOL	\$20,305	22133		\$20,305
San Francisco Museum Of Modern Art	\$29,676	17064	\$9,375	\$20,301
4 Acres Wholesale & Distributor	\$20,300	22136		\$20,300
7 Hills Church	\$20,300	22137		\$20,300
Add3 Advertising Services	\$20,300	22137		\$20,300
Unilog	\$20,300	22137		\$20,300
Austin Liquor Store	\$37,116	14320	\$16,827	\$20,289
Briva Health Services	\$20,280	22152		\$20,280
Hardy Realty & Development Co	\$20,280	22153		\$20,280
Bledsoe Chiropractic	\$20,267	22160		\$20,267
Peninsula Engineering Co	\$20,265	22161		\$20,265
Commercial Roofing Specialists	\$20,253	22164		\$20,253
Gracedale Nursing Home	\$34,875	15042	\$14,625	\$20,250
Tryke Cos	\$33,246	15595	\$12,996	\$20,250
All American Car Wash Service	\$20,250	22166		\$20,250
BIG3 Professional Basketball League	\$20,250	22167		\$20,250
Elibrary	\$20,250	22167		\$20,250
Harolds Chicken & Ice Bar Restaurant	\$20,250	22167		\$20,250
Health Circle Cannabis Dispensary	\$20,250	22167		\$20,250
PRIORITY DOOR&WNDW CONTR	\$20,250	22167		\$20,250
Vance Brooks Funeral Home	\$20,250	22167		\$20,250
ALC Transportation	\$23,624	20108	\$3,375	\$20,249
Anchor Storage	\$40,210	13385	\$19,964	\$20,246
On Target Shooting Supplies Store	\$70,194	8417	\$49,952	\$20,242
Washington State Department Of Commerce	\$20,240	22181		\$20,240
DILLER & FISHER REALTORS	\$76,056	7841	\$55,817	\$20,239
Boise Cascade	\$40,338	13350	\$20,100	\$20,238
Bluefield College	\$20,232	22186		\$20,232

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Northstar Alliance	\$20,225	22190		\$20,225
Injury 2 Wellness Centers Chiropractor	\$52,112	10792	\$31,888	\$20,224
Buy The West Real Estate	\$20,220	22194		\$20,220
Monsignor Farrell High School	\$20,220	22194		\$20,220
Maryland Vascular Specialists	\$20,202	22201		\$20,202
Big Joes Restaurant	\$20,200	22204		\$20,200
HealthWell Foundation	\$20,200	22206		\$20,200
Mold Man Solutions Service	\$20,200	22206		\$20,200
Morse Law Office	\$20,199	22213		\$20,199
Carolina East Health System	\$146,359	4328	\$126,161	\$20,198
Texas Orthodontics Clinic	\$20,198	22213		\$20,198
After Hours Lingerie & Gifts Store	\$25,220	19163	\$5,044	\$20,176
Learn4life Concept Charter Schools	\$20,176	22221		\$20,176
University Of Rio Grande	\$31,075	16463	\$10,900	\$20,175
LCB SEnior Living	\$24,473	19607	\$4,300	\$20,173
VVS Restaurant & Bar	\$23,760	20036	\$3,600	\$20,160
Appletree Quilting Center	\$28,227	17706	\$8,073	\$20,154
Fenway Health Center	\$25,150	19210	\$5,000	\$20,150
BREWERY PDS DISTRIBUTOR	\$23,750	20043	\$3,600	\$20,150
Baldwin Tractor & Equipment	\$20,150	22230		\$20,150
Broadway In Detroit	\$20,150	22231		\$20,150
Superbook Sportsbook & Casino	\$20,150	22231		\$20,150
Cuyahoga County Veterans Service Commission	\$20,148	22231		\$20,148
Centier Bank	\$140,424	4504	\$120,279	\$20,145
Sun N Lake Improvement District	\$20,145	22235		\$20,145
Commercial Tire Service	\$328,642	1967	\$308,498	\$20,144
Sunset Grille & Raw Bar	\$20,143	22241		\$20,143
SIERRA ENTRPRS WNDW STR	\$20,132	22247		\$20,132
Vitamax	\$27,781	17912	\$7,650	\$20,131
TOM BOLAND LOC DLR	\$43,348	12638	\$23,218	\$20,130
Vortex Optics	\$21,970	21102	\$1,840	\$20,130
Moeller High School	\$20,130	22249		\$20,130
Teladoc Health	\$20,130	22250		\$20,130
Bridge Church	\$25,212	19168	\$5,085	\$20,127
JP Holley Funeral Home & Crematory	\$20,127	22253		\$20,127
Wintzells Oyster House	\$36,461	14530	\$16,335	\$20,126
J Balvin Personal Appearance	\$20,125	22256		\$20,125
Goodman Theatre	\$20,124	22256		\$20,124
Jumping Jack Taxes	\$32,622	15821	\$12,500	\$20,122
Casi Cielo Restaurant	\$20,122	22259		\$20,122
Davis W Smith Attorney	\$144,373	4377	\$124,253	\$20,120

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Ohio Assn Of Foodbanks Organization	\$20,116	22267		\$20,116
Super One Foods Store	\$167,141	3820	\$147,028	\$20,113
Castellano Cosmetic Surgery Clinic	\$191,442	3366	\$171,332	\$20,110
Hunter & Kalinke Attorneys	\$20,109	22272		\$20,109
Rising Aviation High School	\$20,106	22275		\$20,106
Stephen L Klimjack Attorney	\$223,092	2885	\$202,987	\$20,105
KQST	\$20,105	22276		\$20,105
Olivers Tree Realty	\$20,105	22277		\$20,105
Acme Oyster House Restaurant	\$278,923	2302	\$258,819	\$20,104
Fort Myers Local Dealer	\$81,063	7370	\$60,959	\$20,104
Wayne Transports	\$20,104	22277		\$20,104
Nicks Garden Center & Farm Market	\$40,200	13390	\$20,100	\$20,100
Adapt Mgt Service	\$20,100	22280		\$20,100
MADERA COMMUNITY COLLEGE	\$20,100	22281		\$20,100
SARACCO LAW OFFICE	\$20,090	22284		\$20,090
Yee Haw Ranch Outfitters Home Furnishings Store	\$20,080	22287		\$20,080
Arizona Department Of Child Safety	\$20,079	22289		\$20,079
Houston Airport System	\$68,075	8648	\$48,000	\$20,075
Mount St Joseph University	\$38,405	13917	\$18,330	\$20,075
Paramedics Plus	\$20,074	22293		\$20,074
R&B Roofing & Remodeling	\$20,062	22296		\$20,062
JOSEPH WILLARDSSEN DDS	\$32,678	15807	\$12,617	\$20,061
Evoca TV Network	\$20,059	22298		\$20,059
LaMonica Fine Foods	\$37,050	14335	\$17,000	\$20,050
Maui Jim	\$20,050	22301		\$20,050
Superior Network Of Cos Shop	\$39,514	13584	\$19,470	\$20,044
Blue Crab Seafood & Oyster Bar	\$20,040	22307		\$20,040
Craftsmen Trailers	\$20,040	22308		\$20,040
Caliber Home Loans	\$31,128	16439	\$11,090	\$20,038
Herb Hay Furniture Store	\$23,011	20432	\$2,990	\$20,021
Skinny Me Weight Loss Clinic	\$20,016	22321		\$20,016
Lions Gate Recovery Center	\$34,873	15048	\$14,858	\$20,015
Sublime Smoke Shop	\$20,015	22321		\$20,015
Ronald J Resmini Attorney	\$90,526	6702	\$70,521	\$20,005
Aliviane Organization	\$20,005	22330		\$20,005
Loveland Ski Area	\$40,000	13433	\$19,998	\$20,002
Lincoln-Marti School	\$52,000	10811	\$32,000	\$20,000
Diaz Law Firm	\$50,000	11189	\$30,000	\$20,000
Tribune Tower Residences	\$48,000	11619	\$28,000	\$20,000
CUSTOM CLOSETS STORE	\$32,500	15861	\$12,500	\$20,000
NATIONAL HEALTHCARE CORP	\$32,200	15996	\$12,200	\$20,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
WGHP	\$30,000	16888	\$10,000	\$20,000
CBSL Transportation	\$25,000	19281	\$5,000	\$20,000
Pro Series	\$25,000	19281	\$5,000	\$20,000
ACRIS Automated City Register Information System	\$20,000	22337		\$20,000
Amer Sports	\$20,000	22337		\$20,000
Assembly Row Shopping Center	\$20,000	22337		\$20,000
Audi Local Dealer	\$20,000	22337		\$20,000
Bibb County Sheriffs Office	\$20,000	22337		\$20,000
California Credit Union	\$20,000	22337		\$20,000
Campo Electronics	\$20,000	22337		\$20,000
Child Crisis AZ Organization	\$20,000	22337		\$20,000
Colbys Coin Laundry & Dry Cleaning	\$20,000	22337		\$20,000
CORNERSTONE STAFFING SVC	\$20,000	22337		\$20,000
Cultural Heritage Administration	\$20,000	22337		\$20,000
Djla Marketing & Communication	\$20,000	22337		\$20,000
Dolce	\$20,000	22337		\$20,000
Downtown Partnership Of Baltimore	\$20,000	22337		\$20,000
DUTCHESS COUNTY NY	\$20,000	22337		\$20,000
E3 Partners Ministry	\$20,000	22337		\$20,000
FOX VALLEY FIRE&SFTY CTR	\$20,000	22337		\$20,000
FRIENDS OF WRR	\$20,000	22337		\$20,000
Gasparilla Music Festival	\$20,000	22337		\$20,000
Generation Life Church	\$20,000	22337		\$20,000
Good Health Cafe	\$20,000	22337		\$20,000
GRAE Hospitality Group Services	\$20,000	22337		\$20,000
Greenberg Lasik Center	\$20,000	22337		\$20,000
HUB APARTMENTS	\$20,000	22337		\$20,000
IC Bus Co	\$20,000	22337		\$20,000
Icon Source Marketing	\$20,000	22337		\$20,000
INSPIRATION MEDIA WB DSN	\$20,000	22337		\$20,000
IVG PA	\$20,000	22337		\$20,000
Jaxx Cannabis	\$20,000	22337		\$20,000
Jay Shetty Podcast	\$20,000	22337		\$20,000
Lawrenceville Local Dealer	\$20,000	22337		\$20,000
Lucky Maneki	\$20,000	22337		\$20,000
Malone Media Group Marketing Services	\$20,000	22337		\$20,000
Marcia L Dyson Consultant	\$20,000	22337		\$20,000
MARSHALL PIERCE JEWELRY	\$20,000	22337		\$20,000
MERCER MGT CONSULTING	\$20,000	22337		\$20,000
METRO ROCK CLIMBING	\$20,000	22337		\$20,000
Mexico City Mexico	\$20,000	22337		\$20,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Northern Essex Community College	\$20,000	22337		\$20,000
Orlando Museum Of Art	\$20,000	22337		\$20,000
PACEX Package Express	\$20,000	22337		\$20,000
PBR ALL STAR SHOOTOUT	\$20,000	22337		\$20,000
Pharmavite	\$20,000	22337		\$20,000
Poet	\$20,000	22337		\$20,000
Queendom Cultivation Store	\$20,000	22337		\$20,000
Rha Jewels Store	\$20,000	22337		\$20,000
Seattle Seahawks Football	\$20,000	22337		\$20,000
SOLANO COUNTY LIBRARY	\$20,000	22337		\$20,000
SOUTHERN CO GAS	\$20,000	22337		\$20,000
SpringHaven Organization	\$20,000	22337		\$20,000
Stars	\$20,000	22337		\$20,000
Stegers Furniture Store	\$20,000	22337		\$20,000
SUMMER SAVINGS EVENT	\$20,000	22337		\$20,000
Telegram	\$20,000	22337		\$20,000
Victory Programs Organization	\$20,000	22337		\$20,000
Welcome Homes	\$20,000	22337		\$20,000
Western Pioneer Financial	\$20,000	22337		\$20,000
Westfield Wheaton Shopping Center	\$20,000	22337		\$20,000
WTKR	\$20,000	22337		\$20,000
WUWM	\$20,000	22337		\$20,000
Joshua Tree Carpentry Contractor	\$19,999	22337		\$19,999
Mauer Local Dealer	\$19,999	22441		\$19,999
Rancharrah Elite Events	\$19,999	22441		\$19,999
VALVOLINE OIL & LUBE CTR	\$24,498	19598	\$4,500	\$19,998
Harvard Art Museums	\$19,998	22441		\$19,998
MingsBings	\$19,998	22445		\$19,998
Love Freightways	\$19,997	22445		\$19,997
Bell Local Dealer	\$122,153	5088	\$102,159	\$19,994
Robert F Kennedy Charter High School	\$19,987	22447		\$19,987
FARROWS HARLEY-DAVIDSON	\$19,980	22452		\$19,980
Glam Room Hair Salon	\$19,980	22452		\$19,980
Hero Dental Clinic	\$19,980	22452		\$19,980
AZ Insurance Agency	\$19,976	22456		\$19,976
Gold Over America Tour	\$19,975	22457		\$19,975
TransPerfect	\$19,967	22458		\$19,967
Arbors At Spring Lake Assisted Living Facility	\$19,958	22460		\$19,958
Imaginarium Museum	\$29,282	17228	\$9,331	\$19,951
HILL COUNTRY MRL HOSP	\$21,950	21116	\$2,000	\$19,950
Direction Home Of Eastern Ohio	\$19,950	22462		\$19,950

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Gompers Cornish & Barr Insurance Agency	\$19,950	22463		\$19,950
Presidente Supermarket	\$19,950	22463		\$19,950
Ole Red Restaurant	\$25,944	18810	\$6,000	\$19,944
Center For Employment Training	\$65,686	8925	\$45,744	\$19,942
Petroski Physiotherapy & Performance	\$19,938	22473		\$19,938
Western Pest Services	\$19,938	22473		\$19,938
DeNovo Solutions	\$22,561	20695	\$2,629	\$19,932
Potter-Tioga PA	\$19,932	22476		\$19,932
Santa Clara County Office Of Education	\$52,696	10698	\$32,769	\$19,927
Lang Insurance Service	\$25,843	18856	\$5,916	\$19,927
New West Distributing	\$19,925	22480		\$19,925
Gamez & Sons Funeral Services	\$105,992	5766	\$86,068	\$19,924
Eco Living Home Improvement	\$19,914	22483		\$19,914
One Source Home Solutions Realty	\$31,312	16343	\$11,400	\$19,912
New Boston Creative Group	\$19,912	22484		\$19,912
Elga Credit Union	\$111,955	5506	\$92,055	\$19,900
Uncoiled Firearms & Gun Range	\$19,900	22488		\$19,900
K&A Appliance Store	\$25,795	18880	\$5,896	\$19,899
New England Innovation Academy	\$19,899	22491		\$19,899
BROADLAWNS MEDICAL CTR	\$152,480	4150	\$132,583	\$19,897
Fuel America Coffee Shop	\$24,449	19620	\$4,554	\$19,895
Avondale Area	\$36,707	14447	\$16,815	\$19,892
Cockaigne Ski Resort	\$19,890	22493		\$19,890
Honey Brothers Store	\$19,890	22494		\$19,890
Williams County Department Of Job & Family Services	\$41,792	13005	\$21,905	\$19,887
Editions Clothing Store	\$19,880	22502		\$19,880
Norwegian American Hospital	\$20,375	22094	\$500	\$19,875
POSTAL XPRESS SERVICE	\$19,875	22505		\$19,875
O Media Group	\$88,462	6853	\$68,599	\$19,863
Churchill Mortgage Co	\$19,860	22510		\$19,860
Jack White Personal Appearance	\$19,855	22514		\$19,855
PREGNANCY RESOURCE CTR	\$75,461	7899	\$55,610	\$19,851
LABORERS UNION	\$29,600	17098	\$9,750	\$19,850
Anderson Interfaith Ministries	\$19,850	22518		\$19,850
Drive Fast USA Local Dealer	\$19,850	22519		\$19,850
Education First Credit Union	\$56,976	10063	\$37,128	\$19,848
Bancroft Neurohealth Center	\$19,835	22529		\$19,835
Spee-Dee Delivery Service	\$19,834	22530		\$19,834
Oakwood University	\$33,060	15652	\$13,229	\$19,831
Charlotte Hornets Basketball Team	\$28,400	17635	\$8,572	\$19,828
PSSI	\$23,725	20053	\$3,900	\$19,825

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
First Things First Organization	\$28,221	17707	\$8,399	\$19,822
Epic Steel	\$19,820	22535		\$19,820
B&m Home Improvers Contractor	\$19,814	22536		\$19,814
Allied Pacific IPA	\$19,813	22537		\$19,813
Edmunds Law Firm	\$19,809	22539		\$19,809
Vein Institute	\$19,808	22541		\$19,808
CHURCH ON THE ROCK	\$19,807	22543		\$19,807
AllSouth Federal Credit Union	\$113,820	5426	\$94,014	\$19,806
New York Oncology Hematology	\$27,055	18263	\$7,250	\$19,805
Monroe Truck Equipment Store	\$23,505	20173	\$3,700	\$19,805
Dean Law Firm	\$19,801	22548		\$19,801
CanTex Roofing & Construction	\$26,400	18568	\$6,600	\$19,800
Cien Motor Werks Services	\$19,800	22550		\$19,800
Mean Green Mosquito Control	\$19,800	22550		\$19,800
Middletown Home Retirement Community	\$19,800	22550		\$19,800
PennyWise Fuel Propane Supplier	\$19,800	22550		\$19,800
Planet Auto Self Serve Store	\$19,800	22550		\$19,800
Portillos Food Delivery Service	\$19,800	22550		\$19,800
SVG Local Dealer	\$19,800	22550		\$19,800
USF Federal Credit Union	\$19,800	22550		\$19,800
Clearwater River Casino & Hotel	\$130,308	4812	\$110,512	\$19,796
850 Realty	\$19,795	22567		\$19,795
Cleveland Public Library	\$33,285	15584	\$13,500	\$19,785
HealthTexas Medical Group Of San Antonio	\$94,007	6450	\$74,224	\$19,783
Gorguis Law Firm	\$37,783	14116	\$18,000	\$19,783
Martin County Housing Authority	\$30,785	16570	\$11,008	\$19,777
Game Fair	\$19,775	22573		\$19,775
Minuteman Gas Station	\$37,353	14261	\$17,579	\$19,774
Ace Solves It All Service	\$49,225	11373	\$29,452	\$19,773
Lee Orthodontics Clinic	\$19,771	22575		\$19,771
TURNBERRY RE DEV	\$70,270	8406	\$50,500	\$19,770
Rock N Roll Sushi Restaurant	\$20,812	21803	\$1,043	\$19,769
Wine & Spirits Depot	\$19,763	22583		\$19,763
Bens Great Outdoors Store	\$52,862	10673	\$33,100	\$19,762
Amir Soleimanian Attorney	\$19,760	22583		\$19,760
Florida Gulf Coast University	\$29,089	17302	\$9,332	\$19,757
DOCTOR IS IN MED CLINIC	\$19,755	22585		\$19,755
Thomaston Savings Bank	\$43,750	12549	\$24,000	\$19,750
Brandon Blackwood Store	\$19,750	22589		\$19,750
WTNH	\$31,012	16483	\$11,263	\$19,749
Women With A Vision Intl	\$27,775	17914	\$8,035	\$19,740

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Dermio Dermatology Clinic	\$19,740	22596		\$19,740
Ram Roofing Contractor	\$19,740	22597		\$19,740
Keyes Real Estate Agency	\$19,738	22597		\$19,738
Landline Shuttle Service	\$33,799	15417	\$14,064	\$19,735
GoHealth Urgent Care	\$19,732	22602		\$19,732
Cytiva	\$22,791	20557	\$3,061	\$19,730
Bietsch Orthodontics	\$82,972	7227	\$63,251	\$19,721
St Louis Childrens Hospital	\$39,444	13607	\$19,725	\$19,719
Middlesex Community College	\$42,610	12809	\$22,895	\$19,715
Catholic Schools Center Of Excellence Organization	\$30,565	16660	\$10,850	\$19,715
Reprisemedia Digital Advertising Agency	\$19,714	22613		\$19,714
Trees Wings & Ribs Restaurant	\$19,713	22613		\$19,713
Troys Barbeque Restaurant	\$19,712	22617		\$19,712
MMCORE Auto Body	\$51,210	10953	\$31,500	\$19,710
NATIONS LENDING CORP	\$24,210	19754	\$4,500	\$19,710
Tenneco	\$19,710	22617		\$19,710
Man Salon	\$19,709	22619		\$19,709
PMH Medical Center	\$110,395	5575	\$90,690	\$19,705
House Of Kings Card Club	\$19,704	22622		\$19,704
Beautologie Cosmetic Surgery	\$85,302	7066	\$65,599	\$19,703
Bracks Grille & Tap	\$32,367	15932	\$12,664	\$19,703
Genetech Clinical Trials	\$69,200	8522	\$49,500	\$19,700
Pruitt Health	\$42,050	12924	\$22,350	\$19,700
Apollo Professional Cleaning Service	\$22,600	20665	\$2,900	\$19,700
Marin County Stormwater Pollution Prevention Program	\$19,700	22626		\$19,700
Orange Capital Media	\$19,700	22626		\$19,700
Total Sleep Dentistry	\$19,700	22626		\$19,700
Pohanka Local Dealer	\$42,544	12827	\$22,845	\$19,699
Union Of Concerned Scientists	\$19,695	22633		\$19,695
Roomi Rental Service	\$19,690	22635		\$19,690
Yeisley Financial Group	\$23,000	20438	\$3,312	\$19,688
UNest	\$19,688	22637		\$19,688
Human Services Levy	\$19,687	22639		\$19,687
Thomaston Oil Co	\$19,687	22639		\$19,687
EA SWEEN CO	\$19,686	22639		\$19,686
5 Point Credit Union	\$126,244	4943	\$106,566	\$19,678
Casa Local Dealer	\$19,675	22652		\$19,675
Parkers Convenience Store	\$116,150	5323	\$96,476	\$19,674
Stream Cos	\$19,673	22653		\$19,673
WILLIAMS CO CONTR	\$19,672	22655		\$19,672
Spire Energy	\$19,671	22655		\$19,671

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Mount Pleasant	\$20,750	21851	\$1,083	\$19,667
Jolly Heating & Air Conditioning	\$26,860	18363	\$7,200	\$19,660
CENTURY FENCE CO	\$19,655	22665		\$19,655
PFANSTIEHL LABS INC	\$19,653	22667		\$19,653
Beausoleil & Sons Paving Contractor	\$19,650	22670		\$19,650
Gold Medal Bakery	\$19,650	22671		\$19,650
Jackson-Madison County Regional Health Department	\$19,650	22671		\$19,650
Johnson Brothers Beer Distributors	\$19,650	22671		\$19,650
North East Medical Services	\$19,650	22671		\$19,650
Carolina Complete Health	\$19,649	22671		\$19,649
JD Power Systems Store	\$19,643	22679		\$19,643
Orthopedic One Center	\$38,342	13938	\$18,700	\$19,642
East Bay Deli Restaurant	\$60,317	9587	\$40,686	\$19,631
Chop 5 Salad Kitchen Restaurant	\$23,488	20194	\$3,857	\$19,631
Hotel Magnolia	\$19,630	22686		\$19,630
Nater Law Firm	\$19,625	22689		\$19,625
Blue Foundry Bank	\$21,124	21582	\$1,500	\$19,624
Mercy-GoHealth Urgent Care	\$19,619	22692		\$19,619
Law Office Of Donald R Hammond	\$26,084	18718	\$6,469	\$19,615
Canadian Mist	\$193,034	3338	\$173,420	\$19,614
New Braunfels TX	\$19,610	22699		\$19,610
Durham School Services	\$25,655	18948	\$6,050	\$19,605
Genesee County Agricultural Society	\$19,605	22703		\$19,605
AWH Construction	\$33,144	15622	\$13,540	\$19,604
Extreme Local Dealer	\$32,133	16029	\$12,531	\$19,602
Diamond Vault Jewelry Store	\$115,898	5339	\$96,297	\$19,601
Williams County Health Department	\$27,600	17995	\$8,000	\$19,600
Dispensaries4Sale.com	\$19,600	22708		\$19,600
Granary Organic Food Store	\$19,600	22708		\$19,600
La Mordida Restaurant	\$19,600	22708		\$19,600
DNA Dedicated Nursing Assoc	\$19,593	22717		\$19,593
San Bernardino Sexual Assault Services	\$19,592	22718		\$19,592
DePuy Synthes	\$19,590	22720		\$19,590
WELLER AUTO PARTS STORE	\$19,584	22723		\$19,584
SHE Media Advertising Services	\$19,580	22724		\$19,580
FirstDigital	\$19,579	22725		\$19,579
QUALITY PLUMBING SVC	\$19,576	22726		\$19,576
Bright Horizons Daycare	\$19,575	22727		\$19,575
COASTAL REALTY	\$27,294	18151	\$7,720	\$19,574
Lexie	\$19,571	22733		\$19,571
Kinney Drugs Store	\$68,095	8646	\$48,525	\$19,570

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Community Choice Financial	\$19,569	22735		\$19,569
Reynolds Consumer Products	\$42,416	12854	\$22,850	\$19,566
Advantage One Auto Insurance Agency	\$35,529	14819	\$15,966	\$19,563
SOUTHERN OH MEDICAL CTR	\$38,462	13903	\$18,902	\$19,560
Credit Union 1	\$19,559	22740		\$19,559
Steak Market Restaurant	\$19,556	22743		\$19,556
City Of Buffalo Urban Renewal Agency	\$19,553	22745		\$19,553
US Auto Local Dealer	\$75,800	7869	\$56,248	\$19,552
SOUTHERN EYE CENTER	\$108,632	5658	\$89,082	\$19,550
Muskogee OK	\$21,332	21475	\$1,782	\$19,550
AGELESS MENS HEALTH CTR	\$19,550	22748		\$19,550
PAT CLARK DDS	\$19,546	22751		\$19,546
Daytona Beach FL	\$60,650	9544	\$41,107	\$19,543
Affordacare Urgent Care Clinic	\$19,539	22752		\$19,539
JF Fitness Center	\$71,657	8258	\$52,119	\$19,538
Oasis Shower Doors Store	\$113,896	5422	\$94,359	\$19,537
DAKOTA COUNTY	\$19,535	22755		\$19,535
Kogod School Of Business	\$19,530	22757		\$19,530
New York State Laborers Union	\$19,528	22757		\$19,528
Entegris	\$19,525	22762		\$19,525
Andover State Bank	\$33,144	15621	\$13,624	\$19,520
Sidecar Health Insurance	\$19,520	22766		\$19,520
Rotex Truck Center	\$19,519	22768		\$19,519
North Syracuse Fire Department	\$19,514	22770		\$19,514
Stifel Nicolaus & Co	\$34,772	15084	\$15,260	\$19,512
John Beal Roofing Service	\$43,763	12543	\$24,253	\$19,510
Michigan Shooting Centers	\$19,506	22775		\$19,506
Toyoda Gosei	\$34,412	15212	\$14,907	\$19,505
City Harvest Organization	\$34,500	15176	\$15,000	\$19,500
Casa Do Brasil Brazilian Steakhouse	\$29,250	17235	\$9,750	\$19,500
Agronomic Innovations	\$19,500	22777		\$19,500
Boston Mutual Insurance	\$19,500	22777		\$19,500
Carnahan Group	\$19,500	22777		\$19,500
Del Real Foods Store	\$19,500	22777		\$19,500
Dillard's Chophouse Restaurant	\$19,500	22777		\$19,500
EASTLAWN MRY GRDNS FNRL	\$19,500	22777		\$19,500
Envision Group	\$19,500	22777		\$19,500
Erskine & McMahon Attorneys	\$19,500	22777		\$19,500
Flanigans Seafood Bar & Grill	\$19,500	22777		\$19,500
Funderburg Sessums & Peterson Law Firm	\$19,500	22777		\$19,500
Kleinpeter Farms Supermarket	\$19,500	22777		\$19,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
LOWCOUNTRY ORTHPDCS/CTR	\$19,500	22777		\$19,500
MDP Programs Insurance	\$19,500	22777		\$19,500
Mex 1 Coastal Cantina Restaurant	\$19,500	22777		\$19,500
Midwest Scrap Mgt	\$19,500	22777		\$19,500
Nevada Wellness Center	\$19,500	22777		\$19,500
Ohio Outdoor Advertising Services	\$19,500	22777		\$19,500
Seton Hill University	\$19,500	22777		\$19,500
Shawnee Health Services	\$19,500	22777		\$19,500
Southern Gourmet Restaurant	\$19,500	22777		\$19,500
Spark Foundry	\$19,500	22777		\$19,500
Steve W Sumner Attorney	\$19,500	22777		\$19,500
Vaper Tip	\$19,500	22777		\$19,500
Victoria Regional Airport	\$19,500	22777		\$19,500
Greenlight Therapeutics Medical Cannabis Dispensary	\$28,899	17391	\$9,400	\$19,499
Exact	\$19,499	22777		\$19,499
Pt Salon Spa	\$19,499	22837		\$19,499
Serenity Springs Recovery Center	\$19,496	22837		\$19,496
Wayne-Westland Community School	\$19,492	22843		\$19,492
Pure Country Local Dealer	\$19,488	22845		\$19,488
GHG Holding Lic	\$19,483	22845		\$19,483
Mall At Bay Plaza	\$58,437	9861	\$38,958	\$19,479
Ball Local Dealer	\$23,678	20075	\$4,199	\$19,479
G Rivera Marketing & Specialists	\$19,478	22851		\$19,478
Cartersville-Bartow County GA	\$31,687	16196	\$12,216	\$19,471
Wabash General Hospital	\$42,372	12863	\$22,906	\$19,466
RipNDip	\$35,965	14688	\$16,500	\$19,465
CROSS CHURCH	\$44,418	12403	\$24,954	\$19,464
Crockett Home Improvement Contractor	\$31,817	16155	\$12,366	\$19,451
Atlantic Federal Credit Union	\$19,450	22869		\$19,450
Hana Japanese Eatery Restaurant	\$19,450	22869		\$19,450
JESUS IS LORD MINISTRY	\$19,450	22869		\$19,450
Cake House Recreational Marijuana Shop	\$19,448	22869		\$19,448
Augustana University	\$45,379	12168	\$25,936	\$19,443
RUAG Ammotec	\$19,440	22875		\$19,440
D&B Supply Western Home & Family	\$138,245	4571	\$118,806	\$19,439
El Paso Community College	\$69,967	8448	\$50,530	\$19,437
First Step Home	\$19,432	22882		\$19,432
Aaron E Henry Community Health	\$21,440	21425	\$2,010	\$19,430
Advance Carpet One	\$19,428	22885		\$19,428
W Keith Williams II Attorney	\$19,426	22890		\$19,426
Rowan Piercing Studio	\$19,425	22890		\$19,425

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Fuzzys Audio & Video Store	\$19,423	22892		\$19,423
Jonathan Dental Spa	\$19,422	22893		\$19,422
Minnesota Gastroenterology Clinic	\$68,563	8589	\$49,145	\$19,418
HAWTHORNE RE DEV	\$26,916	18333	\$7,500	\$19,416
Roper Local Dealer	\$95,712	6349	\$76,299	\$19,413
Hope & Help Center Organization	\$19,405	22903		\$19,405
St Joseph Preparatory High School	\$45,300	12190	\$25,900	\$19,400
Kansas Wesleyan University	\$35,725	14765	\$16,325	\$19,400
Clermont Brewing Co	\$19,400	22909		\$19,400
Merced County Behavioral Health & Recovery Services	\$19,400	22910		\$19,400
Roc360	\$19,400	22910		\$19,400
Sienna Crest Assisted Living	\$19,400	22910		\$19,400
Elmcroft Senior Living Communities	\$25,700	18930	\$6,301	\$19,399
Honor Community Health Clinic	\$19,395	22919		\$19,395
Duncan Law Firm	\$64,406	9079	\$45,021	\$19,385
NOPEC Northeast OH Public Energy Council	\$122,960	5058	\$103,576	\$19,384
BeBella Cosmetics	\$77,875	7665	\$58,500	\$19,375
Wyoming Cosmetic & Family Dental	\$35,250	14897	\$15,875	\$19,375
WEST TN HEALTHCARE SYS	\$73,657	8082	\$54,283	\$19,374
FAR BROOK SCHOOL	\$19,374	22933		\$19,374
Valet Auto Wash Service	\$19,365	22937		\$19,365
Pima Community College	\$101,665	5970	\$82,309	\$19,356
Toms Pro Bike Store	\$19,356	22941		\$19,356
Ortho Smile Dental Service	\$19,352	22941		\$19,352
Wine Outlet Store	\$25,350	19106	\$6,000	\$19,350
California College Of Barbering & Cosmetology	\$19,350	22944		\$19,350
Finish Line Shoe Store	\$19,350	22945		\$19,350
Thru Tubing Solutions	\$59,905	9673	\$40,566	\$19,339
Phenix Phenix & Crump Attorneys	\$30,112	16849	\$10,773	\$19,339
Legler Murphy & Battaglia Law Firm	\$28,938	17382	\$9,600	\$19,338
Family Waterproofing Contractor	\$19,328	22952		\$19,328
Circle Park Behavioral Health Services	\$25,877	18843	\$6,550	\$19,327
Green Solutions Drug Disposal Service	\$19,320	22957		\$19,320
Nexstar	\$19,320	22957		\$19,320
Crown Equipment Corp	\$32,908	15718	\$13,590	\$19,318
Louisiana Ambulance Alliance	\$19,313	22960		\$19,313
Rizza Local Dealer	\$45,304	12188	\$26,000	\$19,304
Hutchinson Local Dealer	\$19,303	22965		\$19,303
Blueprints Organization	\$23,302	20297	\$4,000	\$19,302
Bigge Crane & Rigging Co	\$19,300	22968		\$19,300
CREGO REALTY GROUP	\$19,300	22968		\$19,300

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Party Source Food Store	\$19,300	22968		\$19,300
Vitals.com	\$19,300	22968		\$19,300
Philadelphia 76ers Basketball Team	\$75,736	7877	\$56,438	\$19,298
Belmont Savings Bank	\$55,132	10302	\$35,852	\$19,280
Divine Design Beauty Salon	\$19,274	22990		\$19,274
Bank Of Botetourt	\$105,313	5794	\$86,041	\$19,272
BURNSIDE RV CENTER	\$67,153	8759	\$47,885	\$19,268
J Houston Homes	\$112,835	5474	\$93,570	\$19,265
Humane Society Silicon Valley	\$43,965	12505	\$24,700	\$19,265
Veterans Leadership Program Of Western PA	\$19,265	22996		\$19,265
New Jersey Devils Hockey Team	\$48,438	11529	\$29,174	\$19,264
Unique Piece Home Furnishings Store	\$54,610	10386	\$35,360	\$19,250
ALBUQUERQUE MUSEUM	\$19,250	23005		\$19,250
Bayshore Cannabis Store	\$19,250	23006		\$19,250
Gertens Greenhouses & Garden Center	\$19,250	23006		\$19,250
ReNEW Schools	\$19,250	23006		\$19,250
Worldwide Logistics Service	\$19,250	23006		\$19,250
South Carolina Education Lottery	\$648,943	956	\$629,695	\$19,248
Arbor Wealth Mgt	\$58,490	9848	\$39,244	\$19,246
Chocolate Factory Restaurant	\$19,244	23021		\$19,244
Royal River Casino Hotel	\$183,030	3506	\$163,788	\$19,242
Northville Lumber Store	\$145,173	4358	\$125,935	\$19,238
HICKMAN REALTY	\$26,425	18559	\$7,189	\$19,236
Memorial Mortuaries & Cemeteries	\$154,669	4105	\$135,439	\$19,230
Las Vegas NV	\$19,225	23030		\$19,225
Smiles For Kids Pediatric Dentistry	\$29,700	17042	\$10,476	\$19,224
MarMac Real Estate	\$20,461	22043	\$1,237	\$19,224
UniBank	\$29,302	17219	\$10,081	\$19,221
Novant Health	\$1,264,207	465	\$1,244,989	\$19,218
Color Of Change PAC	\$19,215	23035		\$19,215
Diary Of A Wimpy Kid	\$19,215	23035		\$19,215
Design Dentistry	\$19,657	22664	\$449	\$19,208
Great Harvest Bread Co	\$24,075	19819	\$4,872	\$19,203
CFORCE	\$19,200	23044		\$19,200
City Of Auburn Hills	\$19,200	23044		\$19,200
Green Park Snacks	\$19,200	23044		\$19,200
Legends Global Attractions Service	\$19,200	23044		\$19,200
Nicolock Paving Stones & Rtn	\$19,200	23044		\$19,200
Rumpke Recycling Service	\$19,200	23044		\$19,200
Sandy Spring Bank	\$19,200	23044		\$19,200
Southern	\$19,200	23044		\$19,200

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Sperling & Moore Attorneys	\$19,200	23044		\$19,200
St Joseph Health System	\$19,200	23044		\$19,200
Vilebrequin	\$19,200	23044		\$19,200
Water Weights	\$19,200	23044		\$19,200
Copeland Knox Tops Store	\$19,196	23061		\$19,196
Baltimore Mayors Office Of Neighborhood Safety & Engagement	\$19,195	23062		\$19,195
Fischer Insurance Agency	\$29,636	17083	\$10,442	\$19,194
MAIN STREET MOWER SHOP	\$73,654	8083	\$54,462	\$19,192
Colville Tribal Casinos	\$45,002	12247	\$25,820	\$19,182
Southwind Casino	\$32,874	15735	\$13,700	\$19,174
Prologis Global Distribution Center Service	\$28,648	17519	\$9,476	\$19,172
Intellisource	\$19,172	23073		\$19,172
Schlafly	\$20,354	22106	\$1,185	\$19,169
Petersburg VA	\$19,157	23082		\$19,157
KEYSTONE AVIATION SVC	\$53,373	10591	\$34,219	\$19,154
Luigis Ristorante & Catering	\$19,149	23089		\$19,149
Sun Pubs	\$19,144	23092		\$19,144
AmeriCorps	\$19,140	23094		\$19,140
Paulas Donuts	\$65,190	8990	\$46,052	\$19,138
Doug Newborn Law Firm	\$19,135	23099		\$19,135
S&W Tractor Store	\$87,260	6930	\$68,126	\$19,134
Matys	\$19,134	23100		\$19,134
Jersey Lilys Restaurant	\$25,629	18957	\$6,498	\$19,131
Galeana Local Dealer	\$19,129	23104		\$19,129
Sunday Goods	\$19,126	23105		\$19,126
Upton Oxmoor Apartments	\$23,625	20108	\$4,500	\$19,125
Carnegie Science Center	\$50,090	11168	\$30,968	\$19,122
Talladega Race Track	\$19,120	23110		\$19,120
Southern Plains Tribal Health Board	\$19,116	23112		\$19,116
Spectacle Shoppe Optical	\$72,121	8209	\$53,010	\$19,111
R&K ROOFING CONTRACTOR	\$19,109	23116		\$19,109
ELLIS PARK RACE TRACK	\$62,090	9352	\$42,983	\$19,107
GROWING STRONG SXL/CTR	\$19,105	23117		\$19,105
LONGS WHOLESALE FURN	\$33,788	15428	\$14,686	\$19,102
Koch Foods	\$23,977	19934	\$4,875	\$19,102
Quality Care Cannabis Delivery	\$38,200	13980	\$19,100	\$19,100
Erickson Retirement Communities	\$35,300	14879	\$16,200	\$19,100
Beat The Heat Window Tinting Svc	\$33,600	15477	\$14,500	\$19,100
Charter Homes Real Estate Developer	\$19,100	23121		\$19,100
COOPER HEATING & COOLING	\$19,100	23121		\$19,100
Gold Rush Restaurant & Bar	\$19,100	23121		\$19,100

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Pineapple Technologies	\$19,100	23121		\$19,100
84 Lumber	\$130,993	4787	\$111,900	\$19,093
Bell Helicopter	\$44,048	12480	\$24,956	\$19,092
Austin Straubel Intl Airport	\$19,092	23131		\$19,092
DONS TREE SERVICE INC	\$23,317	20293	\$4,233	\$19,084
Flint Odyssey House	\$24,440	19626	\$5,364	\$19,076
Chesterfield MO	\$20,936	21733	\$1,861	\$19,075
Active Local Dealer	\$80,542	7417	\$61,470	\$19,072
Town Center Cold Pressed Restaurant	\$19,072	23136		\$19,072
PRIMARY HEALTH CARE CTR	\$50,237	11139	\$31,168	\$19,069
Town & Country Local Dealer	\$100,459	6046	\$81,395	\$19,064
Oklahoma County Health Department	\$24,964	19369	\$5,900	\$19,064
Starry	\$20,000	22337	\$937	\$19,063
Specialty Restoration Of TX	\$19,063	23138		\$19,063
University Hospitals	\$25,912	18824	\$6,851	\$19,061
Open Hand Organization	\$78,744	7567	\$59,694	\$19,050
AirMaxx Heating & Air Conditioning Service	\$44,050	12479	\$25,000	\$19,050
Capital Area Human Services District	\$35,250	14897	\$16,200	\$19,050
Greater Regional Medical Center	\$21,450	21406	\$2,400	\$19,050
Rocky Mountain Clothing Co	\$19,050	23148		\$19,050
Ultimate Vapor	\$19,050	23148		\$19,050
Allbirds	\$19,028	23158		\$19,028
Eye Specialists Of OH	\$28,950	17377	\$9,925	\$19,025
Good 2 Go Convenience Store	\$19,023	23162		\$19,023
Yes Local Dealer	\$19,012	23168		\$19,012
Vetchtein & Assoc Attorneys	\$19,011	23171		\$19,011
El Encanto Medical Centers	\$21,551	21343	\$2,541	\$19,010
TARGETMASTER SHOOTNG CTR	\$32,716	15794	\$13,712	\$19,004
Park County Travel Council	\$33,132	15629	\$14,130	\$19,002
Asbury United Methodist Church	\$67,450	8723	\$48,450	\$19,000
Lutz Injury Law	\$39,000	13728	\$20,000	\$19,000
138 Water	\$19,000	23175		\$19,000
ALCO HEATING & AC CONTR	\$19,000	23176		\$19,000
Choates Plumbing Service	\$19,000	23176		\$19,000
FAME By Sheeraz Masterclass Training Courses	\$19,000	23176		\$19,000
Farmer Johns Home Garden & Fashion Center	\$19,000	23176		\$19,000
Greater Cleveland Food Bank	\$19,000	23176		\$19,000
Harden Ranch Plaza	\$19,000	23176		\$19,000
La Mesa Village Merchants Assn	\$19,000	23176		\$19,000
Leset	\$19,000	23176		\$19,000
My Home Contemporary Furniture Store	\$19,000	23176		\$19,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
North FL	\$19,000	23176		\$19,000
Oklahoma City County Health Department	\$19,000	23176		\$19,000
PHS MGT CONSULTANTS	\$19,000	23176		\$19,000
ShowGrow Dispensary	\$19,000	23176		\$19,000
Surround Insurance Agency	\$19,000	23176		\$19,000
Tafoya Roofing Contractor	\$19,000	23176		\$19,000
Thompsons Local Dealer	\$19,000	23176		\$19,000
WNC Agricultural Center	\$19,000	23176		\$19,000
Thompson Child & Family Focus Organization	\$18,999	23176		\$18,999
Jose Fernandez Attorney	\$100,915	6021	\$81,917	\$18,998
Informed Choice Insurance Agency	\$23,885	19974	\$4,889	\$18,996
LOS GATOS ROOFING	\$64,180	9107	\$45,191	\$18,989
Lewisburg Diamond & Gold Store	\$21,576	21333	\$2,588	\$18,988
State Of TX	\$18,975	23212		\$18,975
AC Transit Line	\$18,969	23214		\$18,969
WK MECHANICAL HTG&CLNG	\$18,962	23217		\$18,962
Zehnder Communication Service	\$18,960	23220		\$18,960
Beeline Buzz Cannabis Store	\$18,956	23222		\$18,956
Wyckoff Heating & Cooling	\$18,956	23223		\$18,956
Koi Sushi & Thai Restaurant	\$18,955	23223		\$18,955
Savannah-Chatham County Public Schools System	\$18,954	23226		\$18,954
MIAMI CHILDRENS MUSEUM	\$32,832	15752	\$13,880	\$18,952
KSL Diagnostics Center	\$18,952	23227		\$18,952
CJ Barrymores Entertainment	\$30,950	16512	\$12,000	\$18,950
Emergence Health Network	\$28,950	17376	\$10,000	\$18,950
Alexander Electric Co Contractor	\$18,948	23230		\$18,948
Bold Media	\$18,946	23232		\$18,946
GS Bath Transportation Service	\$18,945	23235		\$18,945
New Horizons Heathcare Center	\$18,945	23235		\$18,945
Grisham & Poole Attorneys At Law	\$32,184	16003	\$13,240	\$18,944
WBBH	\$84,082	7160	\$65,144	\$18,938
Royal Gorge Bridge & Park	\$142,726	4426	\$123,789	\$18,937
City Of Hialeah	\$48,427	11533	\$29,490	\$18,937
Sunshine Package Store	\$18,934	23240		\$18,934
Kelly Kreation Beauty Salon	\$29,678	17062	\$10,745	\$18,933
TIRE RAMA	\$120,737	5152	\$101,807	\$18,930
Jupiter Medical Center	\$271,003	2366	\$252,075	\$18,928
Aspira Inc Of IL School Sevice	\$18,927	23242		\$18,927
Mowery Shoemaker Beardsley Attorneys At Law	\$18,926	23244		\$18,926
Hillwood Museum & Gardens	\$48,175	11576	\$29,250	\$18,925
Irvin Raphael School Bus	\$18,922	23246		\$18,922

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Direct Appliance Center	\$104,590	5835	\$85,671	\$18,919
Yeisy Ramos Spa	\$18,919	23247		\$18,919
VAN DE POL ENTRPRS FUEL	\$44,035	12484	\$25,119	\$18,916
Hoosier Hills Credit Union	\$53,166	10620	\$34,253	\$18,913
Ethos Cannabis Medical Marijuana Dispensary	\$36,770	14421	\$17,857	\$18,913
ALL CITY TOWING SERVICE	\$23,625	20106	\$4,725	\$18,900
Cyor Npo Organization	\$18,900	23257		\$18,900
Flowers Bakeries Food Store	\$18,900	23257		\$18,900
Holts Summit Hardware	\$18,900	23257		\$18,900
Law Offices Of Rashmi N Patel	\$18,900	23257		\$18,900
NLC Waterproofing & Construction	\$18,900	23257		\$18,900
Toledo Area Sanitary District	\$18,900	23257		\$18,900
Meramec Dermatology Clinic	\$23,897	19964	\$5,000	\$18,897
Automation Wash Dry Cleaners	\$18,895	23274		\$18,895
Florencio J Moreno Attorney	\$18,894	23275		\$18,894
Roper & White Attorneys	\$85,599	7046	\$66,712	\$18,887
Shine Orthodontics	\$18,886	23278		\$18,886
North Central Building Solutions Contractor	\$18,885	23280		\$18,885
PLYMOUTH FURNITURE STR	\$29,632	17084	\$10,750	\$18,882
Nielson Construction	\$20,395	22090	\$1,516	\$18,879
CM Design Center Services	\$18,877	23284		\$18,877
ZIMMER RE DEV	\$18,876	23286		\$18,876
Hoagitos Restaurant	\$27,500	18043	\$8,625	\$18,875
Inshur Insurance Agency	\$18,875	23288		\$18,875
Purple Lotus Patient Center	\$20,299	22137	\$1,427	\$18,872
Allegiance Heating & AC & Refrigeration	\$32,614	15824	\$13,750	\$18,864
Hello Baby	\$18,863	23294		\$18,863
Duffin & Dore Llc Law Office	\$36,422	14544	\$17,568	\$18,854
Brand Distillers Marketing Service	\$18,850	23299		\$18,850
Denso	\$18,850	23300		\$18,850
Reno Aces Baseball Team	\$18,850	23300		\$18,850
Casteel Heating & Cooling	\$416,882	1526	\$398,034	\$18,848
Boca Raton FL	\$18,845	23307		\$18,845
Blessed Pediatric Care	\$18,840	23312		\$18,840
LAWN DOCTOR LAWN CARE	\$31,787	16170	\$12,950	\$18,837
FREE CHAPEL CHURCH	\$37,626	14150	\$18,790	\$18,836
Kallis Love Stuff Costume Shop	\$39,204	13667	\$20,369	\$18,835
Americas Largest RV Show	\$28,450	17616	\$9,615	\$18,835
URBAN NIRVANA SPA	\$141,434	4475	\$122,600	\$18,834
Corbin Cash	\$18,825	23324		\$18,825
Hercules Block N Development Partners Real Estate Developmer	\$36,000	14663	\$17,178	\$18,822

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Crunch Fitness Center	\$1,403,767	412	\$1,384,948	\$18,819
Simons Jewelry Store	\$130,309	4811	\$111,496	\$18,813
Westerberg & Assoc	\$18,812	23330		\$18,812
Charlottesville Radio Group	\$18,811	23330		\$18,811
KCA Cos Heating & Air Conditioning Service	\$18,810	23333		\$18,810
Jason W Barrus Attorney	\$21,274	21502	\$2,465	\$18,809
Talk Of The Town Restaurant	\$116,628	5299	\$97,820	\$18,808
Fisher Bus Tours	\$18,804	23335		\$18,804
City National Bank Of FL	\$18,800	23337		\$18,800
Peru Republic	\$18,800	23339		\$18,800
SS Badger Carferry	\$18,800	23339		\$18,800
UI Health	\$18,800	23339		\$18,800
Oskar Blues Brewery	\$18,799	23339		\$18,799
Uno De 50 Jewelry Store	\$18,796	23346		\$18,796
PetSmart	\$18,795	23347		\$18,795
Grossmont College	\$18,785	23351		\$18,785
SHORE POINT DISTRIBUTORS	\$60,670	9541	\$41,890	\$18,780
Sendiks Food Market	\$74,419	8000	\$55,640	\$18,779
Medical Education Assistance	\$28,575	17551	\$9,797	\$18,778
Coffee Ward & Bower Family Law Advocates	\$37,802	14103	\$19,025	\$18,777
Appalachian State University	\$268,731	2385	\$249,961	\$18,770
Persistence/vsn/enter	\$18,770	23360		\$18,770
Hodges Local Dealer	\$45,030	12238	\$26,262	\$18,768
Emdad Construction	\$18,768	23360		\$18,768
Big Daddys Truck & Trailer Repair Shop	\$18,767	23363		\$18,767
M2 Outdoor Sports Store	\$18,767	23364		\$18,767
Refreshed Medical Aesthetics	\$18,765	23368		\$18,765
FHI 360 Organization	\$18,760	23374		\$18,760
Bama Budweiser Distributor	\$61,229	9467	\$42,477	\$18,752
District At Green Valley Ranch	\$29,250	17235	\$10,499	\$18,751
SOUTH BRONX CHARTER SCH	\$18,751	23377		\$18,751
La Plata Communities Real Estate Developer	\$24,950	19375	\$6,200	\$18,750
Accolade Home Care	\$18,750	23379		\$18,750
Advantis Credit Union	\$18,750	23381		\$18,750
Astroworld Amuse Park	\$18,750	23381		\$18,750
Book Of Mormon	\$18,750	23381		\$18,750
Chicago Humanities Festival	\$18,750	23381		\$18,750
CHICAGO PLAYERS CLUB	\$18,750	23381		\$18,750
Conde Nast	\$18,750	23381		\$18,750
DIESEL STORE	\$18,750	23381		\$18,750
Diptyque Parfumeur Paris Store	\$18,750	23381		\$18,750

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Greater New Braunfels Chamber Of Commerce	\$18,750	23381		\$18,750
Hawthorne Local Dealer	\$18,750	23381		\$18,750
Hemp Center	\$18,750	23381		\$18,750
Jaspers Restaurant	\$18,750	23381		\$18,750
Le Petit-Fils De LU Chopard & Cie Jewelry Store	\$18,750	23381		\$18,750
MONCRIEF HEATING & AC CO	\$18,750	23381		\$18,750
Mott Hall Charter School	\$18,750	23381		\$18,750
North Memorial Clinic	\$18,750	23381		\$18,750
Philadelphia Tattoo Arts Convention	\$18,750	23381		\$18,750
Quality Life Health Care Chiropractic Center	\$18,750	23381		\$18,750
TILT Holdings	\$18,750	23381		\$18,750
UNITED CENTER CONV CTR	\$18,750	23381		\$18,750
Wicked Weed Funkatorium Restaurant	\$18,750	23381		\$18,750
Wickshire Senior Living	\$18,750	23381		\$18,750
King	\$30,394	16745	\$11,650	\$18,744
Cush Real Estate	\$18,742	23415		\$18,742
Nutrafol	\$18,741	23417		\$18,741
Kauffman & Assoc Services	\$31,733	16184	\$12,993	\$18,740
Hunter Quinn Home Builder	\$20,119	22263	\$1,380	\$18,739
Brazilian Wax Boutique	\$26,722	18432	\$7,991	\$18,731
Tyme To Smyle	\$18,728	23428		\$18,728
Richard Breen Attorney	\$18,719	23433		\$18,719
Cuyuna Regional Medical Center	\$74,361	8003	\$55,644	\$18,717
Pure Barre Fitness	\$27,715	17938	\$9,000	\$18,715
Frisbie Group	\$18,714	23435		\$18,714
Bart Durham Injury Law Firm	\$293,250	2190	\$274,542	\$18,708
Springfield MO	\$117,336	5262	\$98,628	\$18,708
AFL-CIO Union	\$18,700	23438		\$18,700
Ionia County Health Department	\$18,700	23439		\$18,700
Ivory House Restaurant	\$18,700	23439		\$18,700
Jennings County Health Department	\$18,700	23439		\$18,700
Just Fix It Home Repair & Maintenance Service	\$18,700	23439		\$18,700
Parker Wright Rentals	\$18,700	23439		\$18,700
True Mfg Co	\$18,700	23439		\$18,700
Dogwatch	\$27,697	17946	\$9,000	\$18,697
MVD EXPRESS LCNS&TL SVC	\$170,729	3741	\$152,051	\$18,678
Poki One N Half Restaurant	\$91,025	6667	\$72,350	\$18,675
Howard Memorial Hospital	\$18,675	23453		\$18,675
Embassy Bank For The Lehigh Valley	\$207,853	3088	\$189,181	\$18,672
Lincoln Local Dealer	\$23,536	20157	\$4,875	\$18,661
Joe DiMaggio Childrens Hospital	\$18,660	23462		\$18,660

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
BELLA MEDICAL SKIN SPA	\$31,057	16470	\$12,400	\$18,657
STATE OF VA	\$18,651	23464		\$18,651
Childrens Hospital At Dartmouth-Hitchcock	\$18,650	23465		\$18,650
Fairfax Video Studio	\$18,650	23466		\$18,650
Tennessee Valley Fair	\$18,650	23466		\$18,650
CLINICA ROMERO	\$18,649	23466		\$18,649
Louisiana Film Channel	\$18,647	23471		\$18,647
Donna Mancini Staging & Redesign	\$18,642	23474		\$18,642
DWYER PLUMBING CONTR	\$18,639	23476		\$18,639
College Of DuPage	\$55,197	10291	\$36,562	\$18,635
Metronet	\$32,335	15943	\$13,700	\$18,635
24ent	\$18,632	23479		\$18,632
Secondwind	\$18,629	23481		\$18,629
Edco	\$18,625	23483		\$18,625
Fasteners Inc Tool Outlet Store	\$18,620	23485		\$18,620
Vander Hyde Services	\$43,824	12532	\$25,206	\$18,618
Newark Public Schools	\$81,313	7349	\$62,697	\$18,616
West Ottawa Public Schools	\$18,612	23489		\$18,612
Bay Area Heating & Cooling Inc	\$18,610	23490		\$18,610
Lakeview Land Real Estate	\$18,607	23491		\$18,607
Techmuntel Unipessoal	\$18,607	23492		\$18,607
Detour Marketing	\$18,600	23498		\$18,600
Golden Looms Orntl/Store	\$18,600	23498		\$18,600
IPS	\$18,600	23498		\$18,600
Real Consultants Real Estate Services	\$18,600	23498		\$18,600
ROBERT HALL WINERY	\$18,600	23498		\$18,600
Sand Lake Trading Co Store	\$18,600	23498		\$18,600
SUGAR LAND TX	\$18,600	23498		\$18,600
South Carolina Pain & Spine Specialists Medical Clinic	\$18,595	23512		\$18,595
Chanhassen Dinner Theatres	\$18,594	23513		\$18,594
Fauquier Health System	\$101,453	5982	\$82,861	\$18,592
Borets Co	\$18,592	23514		\$18,592
F Street Dispensary	\$34,851	15055	\$16,260	\$18,591
CAROLINA SHOWS	\$18,591	23515		\$18,591
Santas Village Azoosment Park	\$18,590	23516		\$18,590
Slice Pizza Restaurant	\$18,587	23520		\$18,587
SPIEGELWORLD	\$18,585	23521		\$18,585
CASA KANE COUNTY ORG	\$18,580	23523		\$18,580
POCKETS BILLIARDS	\$28,421	17625	\$9,842	\$18,579
Greene Street Communications	\$26,073	18722	\$7,500	\$18,573
DANE CNTY SHRFFS OFFICE	\$18,571	23530		\$18,571

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Bianchi Local Dealer	\$165,325	3852	\$146,756	\$18,569
Lamps Plus Store	\$18,564	23536		\$18,564
Little Schellhammer Richardson & Knowlan Law Offices	\$27,048	18264	\$8,487	\$18,561
US Magnesium	\$18,559	23539		\$18,559
SUBURBAN SERVICES GROUP	\$18,557	23540		\$18,557
Fogarty & Klein	\$18,553	23541		\$18,553
Arsenal Strength Sporting Goods Store	\$21,525	21365	\$2,975	\$18,550
African-American Roundtable	\$18,550	23543		\$18,550
Exotica Gentlemens Club	\$18,550	23545		\$18,550
Virginia Department Of Corrections	\$18,550	23545		\$18,550
Alexander Lumber Co	\$18,549	23545		\$18,549
Grace Cremations	\$89,702	6769	\$71,154	\$18,548
Jane Medical Marijuana Dispensary	\$18,545	23551		\$18,545
UnityPoint Health	\$529,023	1171	\$510,483	\$18,540
Apex Supply Chain Technologies	\$20,270	22159	\$1,732	\$18,538
Shrimple Seafood Restaurant	\$18,530	23559		\$18,530
Ball Metalpack	\$18,529	23560		\$18,529
Brian Dawson Roofing Contractor	\$18,527	23562		\$18,527
Tokyo Japanese Restaurant	\$39,327	13644	\$20,801	\$18,526
Liberty Comfort System Heating & Air Conditioning Service	\$29,025	17328	\$10,500	\$18,525
United Installers Plumbing	\$18,520	23567		\$18,520
STAFFING CONNECTIONS EMP	\$18,519	23567		\$18,519
Family Of Woodstock Inc Organization	\$18,515	23574		\$18,515
Medford Co-Operative Bank	\$18,515	23574		\$18,515
Long Beach Unified School District	\$53,442	10580	\$34,929	\$18,513
WTLX	\$18,507	23580		\$18,507
Catawba Two Kings Casino	\$18,506	23581		\$18,506
National Public Radio	\$19,876	22503	\$1,371	\$18,505
Athletics Investment Group	\$29,500	17131	\$11,000	\$18,500
Cowboy Country NV	\$22,000	21057	\$3,500	\$18,500
Advantage Media	\$18,500	23582		\$18,500
CELEBRATION FESTIVAL	\$18,500	23583		\$18,500
Chief Commercial Claims	\$18,500	23583		\$18,500
Cook County Bureau Of Economic Development	\$18,500	23583		\$18,500
Greater Dayton Regional Transit Authority	\$18,500	23583		\$18,500
LYNN COMMUNITY HLTH CTR	\$18,500	23583		\$18,500
MCDONALD REALTY	\$18,500	23583		\$18,500
Pemilir Trade SA	\$18,500	23583		\$18,500
Province Mortgage Assoc	\$18,500	23583		\$18,500
Robin Hood Foundation	\$18,500	23583		\$18,500
Summer Fridays	\$18,500	23583		\$18,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Wolff Bros	\$18,500	23583		\$18,500
Santa Clara Valley Transit Authority	\$68,810	8559	\$50,311	\$18,499
Hampton Roads Transit	\$49,999	11189	\$31,500	\$18,499
Donor Network West	\$18,496	23603		\$18,496
A Step Ahead Foundation	\$28,245	17697	\$9,750	\$18,495
Rebecca A Gonzalez Attorney	\$163,201	3899	\$144,714	\$18,487
African American Male Wellness Walk	\$42,113	12909	\$23,626	\$18,487
Donor Connect Organization	\$18,487	23606		\$18,487
Fuel Restaurant	\$32,592	15834	\$14,108	\$18,484
West Eugene Animal Hospital	\$18,484	23608		\$18,484
Game Time Sports Bar & Grill	\$18,483	23609		\$18,483
City Of Largo FL	\$21,942	21119	\$3,460	\$18,482
Ponce Law Firm	\$27,720	17935	\$9,240	\$18,480
Advanced Cardiology Center	\$18,480	23612		\$18,480
Youngstown Real Estate Venture	\$18,480	23613		\$18,480
PA Fitness Facility	\$34,513	15171	\$16,035	\$18,478
TrueCare Assisted Living	\$18,477	23617		\$18,477
KOERBERS FINE JEWELRY	\$92,061	6590	\$73,586	\$18,475
First Choice Windows & Doors Contractor	\$23,827	20006	\$5,357	\$18,470
ServiceNow	\$19,496	22839	\$1,027	\$18,469
Peltier Local Dealer	\$47,768	11674	\$29,300	\$18,468
Fattmerchant	\$18,462	23623		\$18,462
Bonanza Square Inn & Casino	\$18,461	23624		\$18,461
DESIGN WORKS CONTRACTOR	\$35,648	14781	\$17,188	\$18,460
American Standard Heating & Air Conditioning Service	\$37,674	14143	\$19,222	\$18,452
1st Source Bank	\$56,945	10067	\$38,495	\$18,450
Castle Local Dealer	\$19,398	22917	\$948	\$18,450
Gehl Foods	\$18,450	23628		\$18,450
Gene Koury Local Dealer	\$18,450	23629		\$18,450
Butler County OH	\$54,749	10364	\$36,300	\$18,449
Viator Travel Agency	\$18,446	23633		\$18,446
WAYNE COUNTY SCHOOLS	\$59,958	9665	\$41,513	\$18,445
Bulldog Rooter	\$25,380	19091	\$6,935	\$18,445
Malki Law Offices	\$26,126	18689	\$7,683	\$18,443
Insurance Brokers of MN	\$22,838	20520	\$4,395	\$18,443
Advanced Home Services	\$18,440	23636		\$18,440
SPOKANE WA	\$154,113	4115	\$135,674	\$18,439
Flooring Galaxy	\$18,438	23641		\$18,438
Workmans Local Dealer	\$32,155	16016	\$13,719	\$18,436
Elwha River Casino	\$18,430	23645		\$18,430
QualCare Inc	\$18,430	23646		\$18,430

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Culhane Premier Properties	\$18,415	23656		\$18,415
Water Joe	\$18,411	23660		\$18,411
Rochester-Genesee Regional Transportation Authority	\$47,370	11750	\$28,960	\$18,410
CASA For Children	\$18,404	23671		\$18,404
Charlie Wilsons Appliance & TV	\$26,400	18569	\$8,000	\$18,400
Conceive Fertility Center	\$18,400	23671		\$18,400
CorePlus Federal Credit Union	\$18,400	23673		\$18,400
Gates Bar-b-q Products Store	\$18,400	23673		\$18,400
Gold Strike Hotel & Gambling Hall	\$18,400	23673		\$18,400
Green County Human Services Department	\$18,400	23673		\$18,400
KILGORE FLARES	\$18,400	23673		\$18,400
Life360	\$18,400	23673		\$18,400
Paterson Papers/Supply Store	\$18,400	23673		\$18,400
Premier Furniture Gallery	\$18,400	23673		\$18,400
Ricigliano & Filopei Attorneys	\$18,400	23673		\$18,400
Sameday Testing	\$18,400	23673		\$18,400
Suzy Jamieson Personal Appearance	\$18,400	23673		\$18,400
Top Shelf Financial Services	\$18,400	23673		\$18,400
SPC	\$37,964	14051	\$19,566	\$18,398
Citizens Council For Health Freedom	\$18,390	23691		\$18,390
Castle Glen Winery	\$18,388	23692		\$18,388
Yellowfin Roofing Contractor	\$18,385	23694		\$18,385
Integral Care Counseling Service	\$18,383	23696		\$18,383
Retreat Behavioral Health	\$18,382	23697		\$18,382
Michigan Orthopaedic Surgeons	\$18,381	23698		\$18,381
Motto Mortgage	\$18,380	23700		\$18,380
MCTV	\$70,503	8378	\$52,127	\$18,376
Woodbridge Interiors Furniture Store	\$18,376	23703		\$18,376
Sharon Credit Union	\$70,375	8391	\$52,000	\$18,375
Oakley Transport Services	\$21,725	21246	\$3,350	\$18,375
Pelfrey Co Tree Service	\$18,370	23714		\$18,370
Centerville Antique Mall	\$19,356	22940	\$991	\$18,365
Lamar University	\$42,785	12771	\$24,421	\$18,364
Zest Restaurant	\$57,486	9994	\$39,124	\$18,362
Sansone Jrs Local Dealer	\$18,360	23720		\$18,360
Centers Inc Local Dealer	\$60,477	9563	\$42,127	\$18,350
Hope Starts Here Organization	\$18,350	23726		\$18,350
Tejun The TX Cajun Restaurant	\$37,433	14237	\$19,086	\$18,347
Cora Lamping Center For Survivors Of Domestic & Sexual Violence	\$18,338	23732		\$18,338
Oklahoma Cancer Specialist & Research Institute	\$18,332	23735		\$18,332
Ambient Comfort Heating & Cooling Professionals	\$20,622	21926	\$2,292	\$18,330

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Northern CA Ski & Snowboard Festival	\$18,325	23739		\$18,325
Watered Gardens Gospel Rescue Mission	\$18,324	23741		\$18,324
ValleyStar Credit Union	\$48,190	11572	\$29,869	\$18,321
RAHWAY HOSPITAL	\$34,182	15292	\$15,867	\$18,315
Champion Plumbing	\$22,401	20814	\$4,087	\$18,314
URGENT CARE PLUS MED CTR	\$18,314	23746		\$18,314
Hartford Public Schools	\$18,310	23748		\$18,310
Redstone Gateway Real Estate Development	\$39,107	13694	\$20,800	\$18,307
GRAND CENTRAL REALTY	\$45,095	12225	\$26,790	\$18,305
Oroville Hospital	\$18,305	23752		\$18,305
Gatti Law Firm	\$34,492	15188	\$16,192	\$18,300
Atlantis Blue Project Foundation	\$18,300	23757		\$18,300
San Juan Bautista Child Development Center	\$18,300	23757		\$18,300
Strive ABA Consultants	\$18,300	23757		\$18,300
Wages Sheet Metal & Roofing Contractor	\$18,300	23757		\$18,300
West Volusia Family & Sports Medicine	\$18,300	23757		\$18,300
Wilson Equipment & Outdoor Store	\$25,878	18843	\$7,580	\$18,298
Pier 88 Boiling Seafood & Bar Restaurant	\$98,422	6178	\$80,126	\$18,296
VTX1	\$48,051	11606	\$29,761	\$18,290
BowStern Marketing Communications	\$26,490	18529	\$8,200	\$18,290
Hines Law Firm	\$18,285	23773		\$18,285
Karschs Village Market	\$37,994	14032	\$19,710	\$18,284
646 Eleventh Avenue Economic Development	\$25,592	18981	\$7,312	\$18,280
Maple Leaf Farms	\$20,150	22231	\$1,875	\$18,275
Hypnotic Smoke Shop	\$18,265	23784		\$18,265
Philadelphia Union Soccer Team	\$19,514	22773	\$1,250	\$18,264
Performance Eyecare Center	\$18,262	23784		\$18,262
DUI Heroes Attorney	\$18,261	23786		\$18,261
Firehouse Brew Club Restaurant	\$20,550	21976	\$2,291	\$18,259
WESTERN INTERLOCK STORE	\$20,400	22074	\$2,143	\$18,257
Power Crunch	\$18,257	23788		\$18,257
Flying Heart Brewing & Pub Restaurant	\$18,252	23792		\$18,252
San Mateo County Fair	\$18,252	23792		\$18,252
FORT KNOX SELF STORAGE	\$21,451	21403	\$3,200	\$18,251
My School DC	\$41,000	13191	\$22,750	\$18,250
Universal Forest	\$24,250	19733	\$6,000	\$18,250
Rescare Homecare Service	\$23,650	20091	\$5,400	\$18,250
Add & Space	\$18,250	23792		\$18,250
Johnson County Community College	\$139,600	4530	\$121,357	\$18,243
Your Home Nursing Services	\$18,243	23801		\$18,243
Westminster Christian School	\$24,440	19626	\$6,200	\$18,240

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Robinson Metal Inc	\$39,758	13520	\$21,520	\$18,238
Kay Jewelers	\$18,236	23805		\$18,236
Hunt Cos Real Estate Developer	\$18,227	23810		\$18,227
Double R Apartments	\$18,225	23813		\$18,225
Gil Rodriguez Clothing Store	\$18,225	23813		\$18,225
SIDNEY TORRES ATTY	\$47,439	11739	\$29,222	\$18,217
LESLIES POOLMART INC	\$43,251	12666	\$25,034	\$18,217
HOMETOWN REALTY SERVICES	\$30,421	16729	\$12,204	\$18,217
Hilton Head Island Airport	\$20,827	21791	\$2,615	\$18,212
Smithsonian American Art Museum	\$18,212	23821		\$18,212
All Star Liquor Store	\$33,636	15463	\$15,428	\$18,208
Homes In Partnership Organization	\$18,208	23824		\$18,208
North Charleston Coliseum	\$28,350	17654	\$10,143	\$18,207
Range Shooting Range	\$20,773	21843	\$2,567	\$18,206
LA ABUELA MEXICAN BUFFET	\$38,675	13847	\$20,475	\$18,200
Bluegrass Orthopaedics	\$18,200	23830		\$18,200
HEALTHPOINT FAMILY CARE	\$18,200	23830		\$18,200
JSI Janitorial Services Inc	\$18,200	23830		\$18,200
Modesto Restaurant	\$18,200	23830		\$18,200
R Steve Bowden & Assoc Attorneys	\$18,200	23830		\$18,200
RV Shop	\$18,200	23830		\$18,200
HUNTER CO SPRT GDS STR	\$20,148	22235	\$1,950	\$18,198
I-95 Local Dealer	\$18,197	23847		\$18,197
AGUA DULCE PARTNERS DEV	\$18,192	23850		\$18,192
Hansen Dirani Attorneys	\$18,192	23851		\$18,192
Westland Heating & Air Conditioning	\$18,192	23851		\$18,192
METRO MUSEUM OF ART	\$18,181	23861		\$18,181
HPW CENTER FOR DIABETES	\$18,180	23863		\$18,180
DuPage Medical Group	\$308,333	2077	\$290,158	\$18,175
Zipps Liquor Store	\$18,172	23866		\$18,172
Hexco Motorsports Dealer	\$30,434	16722	\$12,266	\$18,168
Phil Wright Local Dealer	\$24,768	19444	\$6,600	\$18,168
Seeker Strategies	\$18,168	23869		\$18,168
Henderson Implement & Marine Center	\$29,498	17140	\$11,332	\$18,166
Sam Henry IV Attorney	\$42,750	12779	\$24,585	\$18,165
Voodoo Ranger	\$18,162	23871		\$18,162
Rothman Group	\$18,160	23872		\$18,160
Elder Advantage	\$81,486	7335	\$63,330	\$18,156
Sage College	\$32,079	16054	\$13,925	\$18,154
Fortune Construction	\$40,805	13235	\$22,654	\$18,151
GRIFFIN HOSPITAL	\$52,850	10674	\$34,700	\$18,150

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
FORT WORTH CONV&VIS BUR	\$29,150	17280	\$11,000	\$18,150
Sharian Rug Sales Cleaning & Restoration	\$21,450	21406	\$3,300	\$18,150
Southland Gaming Casino	\$18,150	23876		\$18,150
Velmarq Group	\$18,150	23878		\$18,150
Young Bucks Landscaping	\$18,150	23878		\$18,150
SMOKY MTN KNIFEWORKS STR	\$204,043	3144	\$185,900	\$18,143
LA COMUNIDAD HISPANA ORG	\$38,841	13804	\$20,700	\$18,141
Ritter Insurance Marketing Service	\$18,141	23878		\$18,141
Carland Local Dealer	\$38,318	13942	\$20,178	\$18,140
Tommy Bynum Heating & Cooling	\$18,131	23886		\$18,131
Wigger Law Firm	\$81,050	7373	\$62,920	\$18,130
Third Federal Savings & Loan	\$29,280	17229	\$11,150	\$18,130
Siran Investments	\$21,180	21553	\$3,050	\$18,130
Amigo Express Rideshare Service	\$18,125	23888		\$18,125
Branson MO	\$19,527	22760	\$1,403	\$18,124
Neves Media Service	\$18,124	23889		\$18,124
Dumpling House Chinese Restaurant	\$31,720	16189	\$13,600	\$18,120
San Francisco LGBT Community Center	\$18,119	23895		\$18,119
Club Fitness Center	\$165,028	3858	\$146,910	\$18,118
Neighborhood Investment Co	\$18,115	23898		\$18,115
Sperrys MovieHouse	\$18,115	23898		\$18,115
King Baby Studio	\$38,056	14019	\$19,954	\$18,102
Elder Advisers	\$20,616	21928	\$2,514	\$18,102
Savers Thrift Store	\$18,101	23903		\$18,101
Nebraska Department Of Transportation	\$66,850	8791	\$48,750	\$18,100
Sandhill Investment Mgt	\$36,090	14647	\$17,990	\$18,100
Centrada Restaurant	\$18,100	23905		\$18,100
HIV AWARENESS CAMPAIGN	\$18,100	23905		\$18,100
National Jewish Health	\$58,638	9833	\$40,540	\$18,098
Hamms	\$18,090	23913		\$18,090
Heart Of Worship Ministries Of LA	\$18,090	23914		\$18,090
Pavilions At Monterey Apartments	\$18,089	23914		\$18,089
Older Lundy Alvarez & Koch Attorneys	\$18,088	23916		\$18,088
Miami University	\$34,070	15332	\$15,990	\$18,080
Transformation Church Of Jesus Christ	\$24,000	19866	\$5,920	\$18,080
Orthodontic Specialists Of FL	\$21,547	21352	\$3,472	\$18,075
World Class Academy Of Beauty	\$18,075	23923		\$18,075
Super King Buffet Restaurant	\$37,167	14305	\$19,106	\$18,061
MASS MoCa	\$24,640	19506	\$6,580	\$18,060
NEW INSIGHT FAM EYE CARE	\$43,258	12665	\$25,200	\$18,058
Cocos Restaurant & Bar	\$21,057	21623	\$3,000	\$18,057

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Petway French & Ford Attorneys	\$18,054	23930		\$18,054
WBGO	\$22,165	20956	\$4,112	\$18,053
Bexar County Sheriffs Office	\$36,050	14655	\$18,000	\$18,050
Rhode Island Coalition Against Domestic Violence Organization	\$31,725	16189	\$13,675	\$18,050
Associated Milk Producers	\$18,050	23932		\$18,050
Hollywood Gaming At Mahoning Valley Race Course Casino	\$259,172	2467	\$241,124	\$18,048
DONDERO GARDEN CENTER	\$18,047	23933		\$18,047
SCOTTCO SERVICE	\$18,046	23938		\$18,046
Exit Realty	\$337,686	1905	\$319,644	\$18,042
Elbit Systems Of America	\$18,039	23943		\$18,039
Trax Intl	\$26,253	18633	\$8,215	\$18,038
Angelo State University	\$38,927	13775	\$20,891	\$18,036
Slope & Howard Attorneys	\$144,203	4380	\$126,169	\$18,034
Lyric Opera House	\$40,626	13282	\$22,598	\$18,028
LEWIS GROUP OF CO RE DEV	\$18,026	23950		\$18,026
Production Simple Concerts & Events	\$18,025	23952		\$18,025
Neighborhood House Organization	\$18,020	23954		\$18,020
Premier Academy	\$23,513	20168	\$5,500	\$18,013
Good Dog Pet Service	\$18,012	23957		\$18,012
Albuquerque Bernalillo Water Utility Authority	\$72,611	8162	\$54,605	\$18,006
NATIONAL AQUARIUM/BLTMR	\$69,706	8470	\$51,700	\$18,006
MLE INC	\$18,001	23964		\$18,001
UTAH DEPT OF CORRECTIONS	\$18,001	23965		\$18,001
Legal Aid Services Of OK	\$28,000	17801	\$10,000	\$18,000
Lafayette Utilities System	\$27,030	18273	\$9,030	\$18,000
Procopio Real Estate	\$25,700	18931	\$7,700	\$18,000
1-800 Car Insurance	\$18,000	23965		\$18,000
1st 2nd Mortgage Co	\$18,000	23968		\$18,000
A/C Care Heat & Air	\$18,000	23968		\$18,000
ACME Exteriors Llc Contractor	\$18,000	23968		\$18,000
Affinity Urgent Care	\$18,000	23968		\$18,000
Alabama Council On Compulsive Gambling	\$18,000	23968		\$18,000
AllCells Blood Services	\$18,000	23968		\$18,000
American Eagle Financial Credit Union	\$18,000	23968		\$18,000
Auto Body Assn Of Ct Service	\$18,000	23968		\$18,000
Aztecs Telecom	\$18,000	23968		\$18,000
Big 3 Basketball Tournament	\$18,000	23968		\$18,000
Big Chicken Restaurant	\$18,000	23968		\$18,000
Big Potato Games	\$18,000	23968		\$18,000
Biolyte	\$18,000	23968		\$18,000
Buchanan & Williams Attorneys	\$18,000	23968		\$18,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Cedar Creek Labs	\$18,000	23968		\$18,000
Cleveland Animal Protective League Organization	\$18,000	23968		\$18,000
Cleveland Print Room	\$18,000	23968		\$18,000
CLINICA MI PUEBLO	\$18,000	23968		\$18,000
Cohen Brothers Service	\$18,000	23968		\$18,000
Colorado Symphony Orchestra	\$18,000	23968		\$18,000
Corpus Christi Hooks Baseball Team	\$18,000	23968		\$18,000
Dillas Quesadillas Restaurant	\$18,000	23968		\$18,000
Don Greens Dirt Service	\$18,000	23968		\$18,000
Ellis Law Group	\$18,000	23968		\$18,000
Good Deal Everything Vape Store	\$18,000	23968		\$18,000
Haven Cannabis Dispensary	\$18,000	23968		\$18,000
Hearsay On The Strand Restaurant	\$18,000	23968		\$18,000
Hollywood Park Amusement Center	\$18,000	23968		\$18,000
House Of Horrors	\$18,000	23968		\$18,000
Industrial Metal Recycling	\$18,000	23968		\$18,000
Injury Solutions The Spine Disc & Nerve Doctor	\$18,000	23968		\$18,000
Jason Smith Fitness	\$18,000	23968		\$18,000
Ledcor Industries Contractor	\$18,000	23968		\$18,000
Local Vine Liquid Provisions Store	\$18,000	23968		\$18,000
Longevity Insurance Brokers	\$18,000	23968		\$18,000
LOUISIANA STATE FAIR	\$18,000	23968		\$18,000
Maisons At 40th Apartments	\$18,000	23968		\$18,000
Marx-Bensdorf Realtors	\$18,000	23968		\$18,000
Matts Roofing & Gutters	\$18,000	23968		\$18,000
Mir Partners	\$18,000	23968		\$18,000
MONTCLAIR BREAST CENTER	\$18,000	23968		\$18,000
Pasco Sheriffs Office	\$18,000	23968		\$18,000
Performance Mortgage	\$18,000	23968		\$18,000
Revolution Global Medical Marijuana Dispensary	\$18,000	23968		\$18,000
SeaShell Homes Realty	\$18,000	23968		\$18,000
Seattle Cider	\$18,000	23968		\$18,000
SHAKESPEARE THEATRE	\$18,000	23968		\$18,000
Shield Driving School	\$18,000	23968		\$18,000
Show Me Clinic	\$18,000	23968		\$18,000
Sky Blue FC Soccer Team	\$18,000	23968		\$18,000
Sneed & Mitchell Law Firm	\$18,000	23968		\$18,000
Southport Diner	\$18,000	23968		\$18,000
TAAT	\$18,000	23968		\$18,000
Taco Del Mar Restaurant	\$18,000	23968		\$18,000
THAI TRADE CENTER ORG	\$18,000	23968		\$18,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Treetops Resort	\$18,000	23968		\$18,000
VANGUARD PUBLIC FNDTN	\$18,000	23968		\$18,000
Virginia Cardiovascular Specialists	\$18,000	23968		\$18,000
Wakeen & Co Marketing Services	\$18,000	23968		\$18,000
WESTERLY HOSPITAL	\$18,000	23968		\$18,000
Western University Of Health Sciences	\$18,000	23968		\$18,000
Whalers	\$18,000	23968		\$18,000
FlooringMaster Store	\$17,998	24072		\$17,998
Good Dispensary Cannabis Store	\$17,998	24073		\$17,998
Highland Partners Real Estate	\$17,998	24073		\$17,998
USA Liquor Store	\$19,378	22931	\$1,381	\$17,997
FOX CONVERTING	\$26,107	18699	\$8,111	\$17,996
PremierX Pest Control Services	\$17,996	24073		\$17,996
Southwest General Hospital	\$44,557	12377	\$26,562	\$17,995
Advantage Heating & Air	\$18,600	23497	\$608	\$17,992
Salazar & Velazquez Attorneys	\$27,522	18036	\$9,535	\$17,987
CHAS Health Center	\$53,379	10589	\$35,394	\$17,985
Wine Group Ltd	\$53,022	10645	\$35,037	\$17,985
Daddario Local Dealer	\$76,509	7800	\$58,526	\$17,983
United American Indian Involvement Organization	\$39,037	13718	\$21,054	\$17,983
BJS BINGO	\$28,812	17432	\$10,830	\$17,982
Core Power	\$23,391	20260	\$5,409	\$17,982
Amazing Heating & Air	\$17,982	24081		\$17,982
Star Line Mackinac Island Ferry	\$36,391	14561	\$18,410	\$17,981
Central VA Alliance For Community Living	\$17,971	24089		\$17,971
Health Alliance	\$36,450	14534	\$18,480	\$17,970
Asheville Realty Group	\$17,965	24091		\$17,965
Lagos	\$17,965	24092		\$17,965
Moffat Paint & Glass Store	\$17,963	24094		\$17,963
AUTO MAX AUTO REPAIR	\$44,029	12488	\$26,067	\$17,962
Jas Furniture Group Store	\$17,962	24096		\$17,962
Devaughn James Attorney	\$190,515	3376	\$172,558	\$17,957
McDonald Group Real Estate	\$32,236	15990	\$14,279	\$17,957
CONNECTICUT INNOVATIONS	\$17,957	24098		\$17,957
Pipe Wrench Plumbing	\$87,882	6890	\$69,927	\$17,955
Houston Healthcare System	\$17,950	24107		\$17,950
Pathways Financial Credit Union	\$17,950	24107		\$17,950
West VA Prevention Solutions	\$17,950	24107		\$17,950
Nat-Su Healthcare	\$17,946	24115		\$17,946
Western OR University	\$17,946	24115		\$17,946
Aradi Properties Euleless Real Estate	\$17,944	24115		\$17,944

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Brownswood Nursery	\$17,944	24118		\$17,944
Pullman Regional Hospital	\$17,940	24122		\$17,940
National Air & Space Museum	\$22,000	21057	\$4,061	\$17,939
Avondale Elementary School District	\$17,936	24126		\$17,936
Fireworks Nation Store	\$34,745	15095	\$16,810	\$17,935
Chad T Wilson Law Firm	\$17,934	24128		\$17,934
Keyes Co Realty	\$24,350	19686	\$6,418	\$17,932
Phantom Administrative	\$17,929	24129		\$17,929
Atlantic Orthopedics Center	\$18,152	23875	\$226	\$17,926
Burger Boys Restaurant	\$17,926	24133		\$17,926
Perrino Builders & Remodelers	\$76,421	7813	\$58,496	\$17,925
Atlantic Blue Water & Plumbing	\$53,598	10552	\$35,676	\$17,922
CAPITOL HOMES	\$19,320	22955	\$1,400	\$17,920
Gil Rodriguez & Assoc Realty	\$17,920	24140		\$17,920
Sargento	\$17,917	24140		\$17,917
Moreno Bakery	\$129,764	4834	\$111,848	\$17,916
David Zwirner Gallery	\$38,745	13830	\$20,830	\$17,915
J Arnold Wealth Mgt Co	\$17,915	24143		\$17,915
EH ROBERTS & CO HTG & AC	\$22,290	20886	\$4,377	\$17,913
KENWOOD AUTO ACCESS STR	\$17,913	24145		\$17,913
LooseCannon Entertainment Service	\$17,913	24146		\$17,913
Rochester Institute Of Technology University	\$27,162	18207	\$9,250	\$17,912
Humboldt Distillery	\$17,910	24149		\$17,910
Sight & Sound Home Theater Service	\$17,910	24150		\$17,910
Martin Marietta Building Materials	\$20,616	21930	\$2,708	\$17,908
Pecora Realtor	\$20,200	22206	\$2,295	\$17,905
Dallas Museum Of Art	\$98,021	6206	\$80,119	\$17,902
Obregon Painting Service	\$36,750	14427	\$18,850	\$17,900
Growcery Dispensary	\$32,900	15722	\$15,000	\$17,900
Noble Vines	\$25,400	19077	\$7,500	\$17,900
Detroit Zoo	\$25,150	19209	\$7,250	\$17,900
GT Consulting Services	\$17,900	24155		\$17,900
Philbrook Museum Of Art	\$17,900	24156		\$17,900
Washtenaw Intermediate School	\$17,900	24156		\$17,900
Starbird Services	\$17,885	24164		\$17,885
Maria Tash Jewelry Store	\$17,880	24167		\$17,880
Portland Trail Blazers Basketball	\$17,880	24167		\$17,880
Mann Brothers Property Restoration Services	\$21,025	21640	\$3,150	\$17,875
Farmer Commercial Properties	\$20,208	22198	\$2,333	\$17,875
Tuskaloosa Lawn Equipment Store	\$17,875	24171		\$17,875
Kentucky Dragway	\$17,874	24171		\$17,874

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Rung For Women Organization	\$17,874	24178		\$17,874
Galveston Park Board Of Trustees	\$17,873	24178		\$17,873
Los Rios Community College District	\$17,871	24180		\$17,871
United Assn	\$17,869	24183		\$17,869
Dort Financial Credit Union	\$17,868	24184		\$17,868
Higher Up Smoke Shop	\$17,867	24185		\$17,867
Boucher Local Dealer	\$338,318	1901	\$320,453	\$17,865
SaveArtSpace Advertising	\$44,175	12451	\$26,311	\$17,864
ARC Federal Credit Union	\$25,560	18989	\$7,700	\$17,860
CT Lowndes & Co	\$17,856	24189		\$17,856
ATLANTIC RESTORATION CO	\$17,850	24194		\$17,850
Avalign Technologies	\$17,850	24195		\$17,850
Illinois Department Of Aging	\$17,850	24195		\$17,850
Little Traverse Bay Bands Of Odawa Indians	\$17,850	24195		\$17,850
ALYS STEPHENS ART CENTER	\$17,846	24204		\$17,846
MEADVILLE MEDICAL CENTER	\$98,261	6189	\$80,419	\$17,842
Zores Towing	\$61,387	9441	\$43,545	\$17,842
Mitchell Homes	\$25,200	19174	\$7,360	\$17,840
Weiskerger Home Group Realty	\$34,588	15152	\$16,750	\$17,838
Bengal Transportation Services	\$44,374	12413	\$26,537	\$17,837
McEneaney Assoc Realtors	\$54,728	10375	\$36,892	\$17,836
Levan Machine & Truck Equipment	\$31,592	16235	\$13,759	\$17,833
Prospect Bank	\$87,262	6929	\$69,431	\$17,831
Cumberland Mountain Community Service Board	\$43,170	12684	\$25,339	\$17,831
Lighting Plus Store	\$17,828	24215		\$17,828
Positive Energy Solar	\$32,911	15716	\$15,086	\$17,825
Alabama Community College System	\$35,952	14691	\$18,131	\$17,821
Market House Food Store	\$19,657	22665	\$1,845	\$17,812
Yamaha	\$38,120	14000	\$20,309	\$17,811
Galderma	\$17,810	24224		\$17,810
CDE Lightband	\$17,807	24227		\$17,807
Bolthouse Farms	\$17,805	24229		\$17,805
Peach Valley Cafe	\$17,803	24230		\$17,803
Lawrence Technological University	\$61,210	9471	\$43,410	\$17,800
CannaCruz Cannabis Dispensary	\$53,800	10514	\$36,000	\$17,800
TCA Health	\$19,100	23121	\$1,300	\$17,800
4-H Youth Organization	\$17,800	24233		\$17,800
authID.ai	\$17,800	24234		\$17,800
Beach Environmental Services	\$17,800	24234		\$17,800
Elite Solvent Co	\$17,800	24234		\$17,800
Hobart Bros Co	\$17,800	24234		\$17,800

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Gold Room Night Club	\$98,295	6187	\$80,496	\$17,799
Friends Of Roy Bourgeois	\$17,799	24234		\$17,799
Cablevision	\$23,025	20426	\$5,230	\$17,795
Prestige Tree Services	\$21,986	21092	\$4,194	\$17,792
Swamp Fever Airboat Adventures	\$17,792	24248		\$17,792
Berkshire Theatre	\$27,326	18128	\$9,536	\$17,790
Sunday Breakfast Mission	\$17,790	24249		\$17,790
Orthollinois Medical Center	\$100,224	6058	\$82,440	\$17,784
Atlas Master Co	\$77,453	7710	\$59,672	\$17,781
FRANK PRODUCTIONS	\$27,629	17976	\$9,850	\$17,779
AFFORDABLE CARE AT HOME	\$24,230	19741	\$6,453	\$17,777
McCutchen Sexton Napurano Law Firm	\$17,777	24255		\$17,777
Ec Event Caterers Service	\$17,775	24255		\$17,775
New Standard	\$17,769	24262		\$17,769
Frontline ER	\$34,713	15111	\$16,947	\$17,766
McNaughton Real Estate Developer	\$20,995	21707	\$3,230	\$17,765
Flame & Fire Brazilian Steakhouse	\$17,760	24266		\$17,760
SEA MAR CMNTY HLTH CTR	\$17,760	24267		\$17,760
Utah Division Of Forestry Fire & State Lands	\$17,754	24270		\$17,754
Soaky Mountain	\$133,411	4721	\$115,661	\$17,750
Columbia County Community Healthcare Consortium	\$17,750	24273		\$17,750
Crexi Properties	\$17,750	24273		\$17,750
HR Direct Services	\$17,750	24273		\$17,750
Silicon Valley Clean Energy	\$17,750	24273		\$17,750
Verity Wealth Advisors	\$17,750	24273		\$17,750
LUBE N GO OIL CHNG SVC	\$17,749	24273		\$17,749
Childrens Museum Of Phoenix	\$20,748	21851	\$3,000	\$17,748
BEAT AIDS Organization	\$17,748	24281		\$17,748
Hazel Hawkins Memorial Hospital	\$17,744	24284		\$17,744
Soulboxer	\$17,744	24284		\$17,744
Nemours Childrens Speciality Care	\$17,740	24284		\$17,740
Lackey Law Firm	\$265,423	2409	\$247,697	\$17,726
Shoalwater Bay Casino	\$60,537	9557	\$42,811	\$17,726
Nash Health Care Systems	\$44,407	12406	\$26,682	\$17,725
Mettler-Toledo	\$17,725	24296		\$17,725
Archway Cooling & Heating	\$41,484	13093	\$23,760	\$17,724
DRiV Auto Parts Store	\$17,724	24297		\$17,724
New Hampshire Motor Speedway	\$17,722	24299		\$17,722
WXLV	\$17,720	24299		\$17,720
Bedford Hotel	\$28,549	17563	\$10,830	\$17,719
Area Agency On Aging Organization	\$68,625	8579	\$50,908	\$17,717

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
TWENTYNINE PALMS CA	\$17,715	24302		\$17,715
SMG Entertainment	\$17,714	24304		\$17,714
Pinellas County Sheriffs Office	\$17,712	24304		\$17,712
Hibachi Buffet & Grill Restaurant	\$47,354	11752	\$29,643	\$17,711
Swimsuit Station Warehouse Outlet Clothing Store	\$33,000	15670	\$15,290	\$17,710
Astros Golf Foundation	\$17,707	24310		\$17,707
LOC Federal Credit Union	\$37,694	14141	\$19,992	\$17,702
14 Le Count Place Apartments	\$17,700	24312		\$17,700
Aeton Law Partners	\$17,700	24313		\$17,700
Sugar Creek Amish Furniture Store	\$45,820	12051	\$28,125	\$17,695
SparkFarm	\$17,695	24320		\$17,695
University Of Montevallo	\$150,785	4203	\$133,091	\$17,694
Rhinebeck Bank	\$17,694	24322		\$17,694
Raiders	\$17,688	24325		\$17,688
Middlebury Consignment Store	\$17,685	24325		\$17,685
Zales	\$17,682	24328		\$17,682
Toledo Public School	\$18,959	23220	\$1,280	\$17,679
Flint Institute Of Music	\$17,678	24330		\$17,678
Hardwood Health Center	\$29,372	17198	\$11,700	\$17,672
Grapevine Mills Mall	\$17,672	24338		\$17,672
Mediterranean Sandwich Co Restaurant	\$17,672	24339		\$17,672
Cobb Dill & Hammett Attorneys	\$58,191	9892	\$40,522	\$17,669
Ernest E Kennedy Center	\$28,416	17628	\$10,750	\$17,666
SCHUFF	\$17,666	24343		\$17,666
Millworks Restaurant	\$38,997	13755	\$21,332	\$17,665
Old MO Bank	\$28,064	17769	\$10,400	\$17,664
Grand Central Appliance Center	\$17,664	24345		\$17,664
American Indian Health Service Of Chicago	\$17,650	24357		\$17,650
Coastal Farm	\$17,650	24357		\$17,650
Riccobene Assoc Family Dentistry	\$80,710	7400	\$63,061	\$17,649
Arkansas Rural Health Partnership	\$17,649	24357		\$17,649
TRI-CITY AC	\$22,800	20541	\$5,156	\$17,644
LAMERS BUS LINES	\$17,640	24366		\$17,640
Straffi & Straffi Attorneys At Law	\$31,154	16425	\$13,519	\$17,635
Inspirada Builders	\$36,634	14461	\$19,000	\$17,634
Indiana Grand Racing Casino	\$61,338	9449	\$43,709	\$17,629
GOLD DUST WEST CSN LDG	\$48,935	11427	\$31,307	\$17,628
IMMANUEL BAPTIST CHURCH	\$24,489	19601	\$6,862	\$17,627
Broadway Palm Dinner Theatre	\$21,525	21367	\$3,900	\$17,625
Austin Independent School District	\$17,625	24370		\$17,625
REX MD Drug Store	\$17,625	24371		\$17,625

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Sams Furniture Store	\$111,263	5535	\$93,641	\$17,622
Pictured Rocks Cruises	\$19,700	22626	\$2,080	\$17,620
MATHEW JEWELERS	\$17,620	24375		\$17,620
Heidebreicht Local Dealer	\$39,885	13498	\$22,270	\$17,615
University Medical Center Of El Paso	\$63,370	9204	\$45,758	\$17,612
Basic American Foods	\$31,908	16116	\$14,300	\$17,608
Tri Pointe Homes Real Estate Developer	\$17,604	24386		\$17,604
Help Plumbing Heating & Cooling	\$232,400	2769	\$214,800	\$17,600
Archdiocese Of Louisville	\$17,600	24386		\$17,600
COBB COUNTY SCHOOL DIST	\$17,600	24389		\$17,600
Kidney Clinic	\$17,600	24389		\$17,600
Kraftmaid	\$17,600	24389		\$17,600
McMuscles Gourmet Meal Prep	\$17,600	24389		\$17,600
Milestone Consulting Service	\$17,600	24389		\$17,600
PINNACLE ASSET MGT RE	\$42,797	12768	\$25,198	\$17,599
Total Urgent Care	\$25,108	19229	\$7,509	\$17,599
BTI Partners Real Estate	\$17,599	24389		\$17,599
KRQX	\$34,058	15334	\$16,460	\$17,598
1st Colonial Community Bank	\$17,598	24397		\$17,598
Carolina Center For Behavioral Health	\$54,994	10337	\$37,397	\$17,597
INNER SPACE CAVERN	\$174,192	3668	\$156,596	\$17,596
MONTANA TOBACCO/PRVNTN	\$46,748	11876	\$29,152	\$17,596
Stress Factory Comedy Club	\$17,592	24402		\$17,592
UT Federal Credit Union	\$17,590	24403		\$17,590
Booth Western Art Museum	\$17,587	24404		\$17,587
Dayson & Shalabi Law Firm	\$17,581	24408		\$17,581
Cadillac	\$27,230	18175	\$9,650	\$17,580
NXNW Apartments	\$17,576	24416		\$17,576
Parabellum Firearms & Indoor Range Store	\$21,004	21650	\$3,430	\$17,574
BRP	\$17,566	24419		\$17,566
Allentown Fairgrounds Farmer Market	\$53,365	10594	\$35,804	\$17,561
SunShare Community Solar Contractor	\$17,560	24427		\$17,560
Carthage College	\$39,147	13680	\$21,592	\$17,555
1Life Healthcare	\$30,550	16666	\$13,000	\$17,550
Manor Lake Assisted Living & Memory Care	\$17,550	24431		\$17,550
NORTH LAW FIRM	\$17,550	24431		\$17,550
Seal Swim School	\$17,550	24431		\$17,550
William & Mary School Of Education	\$17,550	24431		\$17,550
Wonders Of Wildlife National Museum & Aquarium	\$77,486	7706	\$59,938	\$17,548
Eastman Credit Union	\$336,598	1915	\$319,051	\$17,547
DAVIDS ROOFING INC	\$17,544	24442		\$17,544

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
DeKalb County Board Of Education	\$17,540	24451		\$17,540
Metro Link	\$17,540	24452		\$17,540
McFly Outdoors Store	\$17,534	24456		\$17,534
Germain Local Dealer	\$29,132	17290	\$11,601	\$17,531
Department Of Public Health	\$17,530	24459		\$17,530
Ragar Transportation Ltd	\$29,026	17327	\$11,500	\$17,526
Recovery Bank	\$17,525	24462		\$17,525
McGregor Square Real Estate Development	\$17,520	24465		\$17,520
Lamberts Restaurant	\$23,423	20226	\$5,904	\$17,519
Bloom Garden Supply Store	\$17,519	24466		\$17,519
Nevada Health Link	\$75,410	7906	\$57,895	\$17,515
Treasure Bay Casino & Hotels Biloxi	\$226,327	2834	\$208,815	\$17,512
Elevated Roots Cannabis Store	\$30,834	16548	\$13,325	\$17,509
Eat Natural	\$17,505	24471		\$17,505
Oklahoma Highway Safety Office	\$17,503	24472		\$17,503
Flaming Aces Card Club	\$17,501	24474		\$17,501
Hirsch Electric	\$17,501	24476		\$17,501
Maryland Health Connection	\$17,501	24476		\$17,501
SO OTHERS MIGHT EAT ORG	\$17,501	24476		\$17,501
Rava Wines & Events Winery	\$45,500	12125	\$28,000	\$17,500
BurgerFI Restaurant	\$32,500	15861	\$15,000	\$17,500
Sorella Boutique Clothing Store	\$23,283	20307	\$5,783	\$17,500
FloState Auto Diesel Repair Service	\$21,850	21163	\$4,350	\$17,500
Infant Of Prague Catholic Church	\$19,000	23176	\$1,500	\$17,500
BIOSOLUTIONS	\$17,500	24476		\$17,500
Camille Rose Naturals	\$17,500	24481		\$17,500
Chinah Kitchen Restaurant	\$17,500	24481		\$17,500
DCI Furniture Store	\$17,500	24481		\$17,500
DealDash Auction	\$17,500	24481		\$17,500
Display	\$17,500	24481		\$17,500
E Mortgage Capital	\$17,500	24481		\$17,500
EPL Media	\$17,500	24481		\$17,500
Exotic Dreams Resort Hotel	\$17,500	24481		\$17,500
Harbor Point Holding Real Estate	\$17,500	24481		\$17,500
Jeffrey Ziff & Assoc Law Firm	\$17,500	24481		\$17,500
Legacy College Preparatory Charter School	\$17,500	24481		\$17,500
Mariscos Corona Restaurant	\$17,500	24481		\$17,500
Mate Fertility Clinic	\$17,500	24481		\$17,500
Metro Area Continuum Of Care For The Homeless	\$17,500	24481		\$17,500
Mountain West Local Dealer	\$17,500	24481		\$17,500
Prevention Focus Organization	\$17,500	24481		\$17,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Shin-Etsu	\$17,500	24481		\$17,500
Smile Community Action Partnership	\$17,500	24481		\$17,500
South Echo Apartments	\$17,500	24481		\$17,500
TARC Bus Lines	\$17,500	24481		\$17,500
Wilson Roofing & Renovations	\$17,500	24481		\$17,500
Dream Kitchens	\$29,500	17133	\$12,001	\$17,499
WRNB	\$17,499	24481		\$17,499
Chandler Wealth Mgt	\$33,941	15380	\$16,443	\$17,498
Alliance Theatre	\$23,495	20188	\$6,000	\$17,495
Alf Engen Ski Museum	\$17,494	24522		\$17,494
Anderson University	\$72,922	8136	\$55,430	\$17,492
Lynyrd Skynyrd Personal Appearance	\$20,451	22046	\$2,960	\$17,491
Jones Law Group	\$17,490	24523		\$17,490
Maryland Live Casino	\$769,247	807	\$751,768	\$17,479
Reno Orthopedic Clinic	\$54,100	10467	\$36,625	\$17,475
Belle Of Louisville	\$17,470	24538		\$17,470
SKF	\$17,465	24540		\$17,465
Crossroads Property Mgt	\$17,464	24540		\$17,464
Ocean Downs	\$107,632	5692	\$90,170	\$17,462
Z Music Cable TV	\$20,452	22046	\$3,000	\$17,452
Credit Service Of America	\$17,451	24549		\$17,451
Oser Paint & Flooring Store	\$26,490	18531	\$9,040	\$17,450
Secrets III Adult Party Store & Exotic Smoke Shop	\$17,446	24550		\$17,446
Cuba Under The Stars	\$17,429	24556		\$17,429
Super Ego Logistics	\$17,428	24559		\$17,428
Red Barn Cannabis	\$108,681	5655	\$91,254	\$17,427
Pines At Whiting	\$35,125	14945	\$17,700	\$17,425
Northeast Medical Group	\$17,422	24563		\$17,422
Fresh Air Heating & Cooling	\$17,417	24564		\$17,417
NIPSCO Power Co	\$144,886	4363	\$127,472	\$17,414
Sam Sylks Chicken & Fish Restaurant	\$33,843	15408	\$16,440	\$17,403
Georgia Department Of Early Care & Learning	\$50,400	11102	\$33,000	\$17,400
Confluence Financial Partners	\$23,800	20015	\$6,400	\$17,400
East Brooklyn Community High School	\$17,400	24570		\$17,400
Elim Park Place Retirement Community	\$17,400	24570		\$17,400
Expert MRI	\$17,400	24570		\$17,400
Housing Authority Of The City Of El Paso TX	\$17,400	24570		\$17,400
WVCY	\$17,400	24570		\$17,400
Patient Plus Urgent Care	\$79,169	7536	\$61,770	\$17,399
Greek Souvlaki	\$24,882	19408	\$7,484	\$17,398
US Air Force Academy	\$20,548	21982	\$3,150	\$17,398

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
GreenPath Financial Wellness	\$17,396	24570		\$17,396
Moravian College	\$101,529	5977	\$84,136	\$17,393
Redheads Bistro & Bar	\$42,405	12856	\$25,012	\$17,393
Dusse	\$17,390	24583		\$17,390
Ensley Beauty Supply Center	\$17,388	24586		\$17,388
New Balance	\$297,685	2154	\$280,300	\$17,385
TRI STAR ENERGY CO	\$26,985	18305	\$9,600	\$17,385
Clearwater Pools & Spa Store	\$21,975	21098	\$4,590	\$17,385
Metropolitan Museum Of Art	\$128,459	4873	\$111,075	\$17,384
Frontier Basement Systems	\$69,384	8501	\$52,000	\$17,384
Grill 584 Restaurant	\$17,382	24594		\$17,382
Childrens Service Society Of UT	\$17,380	24597		\$17,380
NAI Real Estate	\$34,016	15352	\$16,637	\$17,379
WATKINS DISTRIBUTING	\$18,514	23574	\$1,136	\$17,378
Bunny	\$24,060	19827	\$6,683	\$17,377
Proper No Twelve	\$172,871	3699	\$155,498	\$17,373
Express Park Airport Parking	\$58,693	9823	\$41,321	\$17,372
Jennie Stuart Medical Center	\$24,585	19550	\$7,215	\$17,370
Scrap Mgt Of KS	\$24,635	19510	\$7,269	\$17,366
GAMBLE CHIROPRACTIC CLNC	\$28,736	17487	\$11,372	\$17,364
Suncrest Bank	\$48,118	11589	\$30,755	\$17,363
San Joaquin County Registrar Of Voters	\$17,363	24604		\$17,363
Rodriguez & Assoc Attorneys	\$33,814	15412	\$16,453	\$17,361
Spa Shiki Resort Spa	\$22,760	20575	\$5,400	\$17,360
Valley Caregiver Resource Center	\$17,353	24612		\$17,353
Ace Dental Care Center	\$65,488	8951	\$48,139	\$17,349
KEYSTONE STORE	\$20,371	22095	\$3,022	\$17,349
Join Together Northern NV	\$110,337	5579	\$92,992	\$17,345
INFIRMARY HEALTH SYSTEMS	\$178,468	3590	\$161,125	\$17,343
Peter Cremer North America	\$17,340	24622		\$17,340
Rapha Centre	\$17,340	24623		\$17,340
Air Guys Plus Service	\$17,338	24623		\$17,338
ABQ Dentists Clinic	\$19,036	23152	\$1,700	\$17,336
Eastern Outfitters Sporting Goods Store	\$79,127	7537	\$61,793	\$17,334
SALEM MA	\$17,334	24627		\$17,334
Z Beauty Academy & Spa	\$17,332	24629		\$17,332
Northeast GA Motorsports	\$17,328	24631		\$17,328
Aspen Dental	\$47,865	11655	\$30,550	\$17,315
Columbiana Local Dealer	\$40,058	13418	\$22,743	\$17,315
KANSAS DEPT/WILDLIFE&PRK	\$17,310	24639		\$17,310
Real Simple Energy Service	\$17,304	24643		\$17,304

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Kiefer Foundation	\$17,302	24645		\$17,302
Phoenix ER & Medical Hospital	\$45,050	12235	\$27,750	\$17,300
Notre Dame High School	\$39,000	13728	\$21,700	\$17,300
Roadex Solutions Llc Shipping Service	\$24,300	19703	\$7,000	\$17,300
Kappa	\$17,300	24647		\$17,300
Stop & Compare Supermarket	\$17,300	24648		\$17,300
THT Group Medical Marijuana Dispensary	\$17,300	24648		\$17,300
Pride Center Of MD	\$17,299	24648		\$17,299
Gulfside Regional Hospice Inc	\$60,124	9609	\$42,827	\$17,297
Elektra	\$17,294	24659		\$17,294
Carluccis Family Of Restaurants	\$17,290	24661		\$17,290
Charlie Clark Local Dealer	\$29,788	17010	\$12,500	\$17,288
Ai United	\$38,725	13834	\$21,439	\$17,286
SENIOR RESOURCE ALLIANCE	\$17,286	24665		\$17,286
Raven Transport	\$17,280	24670		\$17,280
MACON COUNTY HEALTH DEPT	\$19,662	22661	\$2,385	\$17,277
Potomac Metals Recycling Service	\$34,599	15147	\$17,325	\$17,274
CENTRAL WEST END/ASSN	\$17,274	24678		\$17,274
ProMedica Coldwater Regional Hospital	\$17,274	24679		\$17,274
AnnieMac Home Mortgage	\$20,289	22149	\$3,017	\$17,272
Humphrey Heating & Air Conditioning	\$17,266	24681		\$17,266
Legacy Pharmaceutical Packaging	\$17,265	24683		\$17,265
Green Doctor 420 Medical Marijuana Dispensary	\$17,264	24684		\$17,264
Austin 311	\$26,043	18739	\$8,780	\$17,263
SAGA Realty & Construction	\$17,262	24685		\$17,262
Bluff City Fair	\$17,260	24687		\$17,260
COTTAGE HILL DIAMOND STR	\$45,654	12088	\$28,403	\$17,251
Florida Hotel & Conference Center	\$47,000	11821	\$29,750	\$17,250
AD-VANTAGE MARKETING SVC	\$17,250	24693		\$17,250
Livestock Clothing Store	\$17,250	24694		\$17,250
Mountain Hardwear	\$17,250	24694		\$17,250
Northern IN Commuter Transportation District	\$17,250	24694		\$17,250
UCI Health	\$17,250	24694		\$17,250
New Orleans Pelicans Basketball Team	\$34,629	15135	\$17,380	\$17,249
NORTHEASTERN FINE JWLRY	\$17,250	24694	\$1	\$17,249
HOUSER SHOES STORE	\$186,107	3453	\$168,864	\$17,243
Recovery Concepts Center	\$19,921	22482	\$2,679	\$17,242
Times Union	\$17,241	24707		\$17,241
FANTASY GENTLEMENS CLUB	\$34,671	15121	\$17,432	\$17,239
MARK TWAIN CAVE	\$39,079	13709	\$21,845	\$17,234
Neighborhood House Assn	\$109,607	5615	\$92,374	\$17,233

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Grace Womens Center	\$29,608	17095	\$12,375	\$17,233
Indigo Road Entertainment	\$17,230	24711		\$17,230
Southeast MI Council Of Government	\$17,225	24714		\$17,225
Lifespan	\$113,238	5452	\$96,019	\$17,219
Davila Medical Centers	\$19,760	22585	\$2,541	\$17,219
Budology Cannabis Dispensary	\$17,218	24718		\$17,218
MIGRANT EDUCATION CENTER	\$17,218	24720		\$17,218
Riemer Eye Center	\$30,460	16708	\$13,247	\$17,213
Connecticut Insider Newsletter	\$17,212	24723		\$17,212
Information Entrophy Cannabis Shop	\$17,211	24724		\$17,211
WESTWIND RE DEV	\$44,902	12304	\$27,692	\$17,210
Charlotte Radiology Center	\$17,210	24725		\$17,210
Max Wireless Store	\$25,556	18993	\$8,347	\$17,209
Prescott College	\$19,208	23040	\$2,000	\$17,208
DISCOUNT ROOFING CONTR	\$17,208	24728		\$17,208
Lake Ozark Real Estate	\$17,208	24728		\$17,208
Flex-N-Gate	\$17,205	24728		\$17,205
Dentistry Of Norcross Clinic	\$30,643	16622	\$13,439	\$17,204
4EVERYOUNG Anti Aging Solutions	\$17,204	24732		\$17,204
One Clear Choice Garage Doors Contractor	\$45,500	12125	\$28,299	\$17,201
Atlanta Community Food Bank	\$32,150	16020	\$14,950	\$17,200
Amwood Custom Homes	\$17,200	24737		\$17,200
LOA Orthodontics	\$17,200	24738		\$17,200
Pavement Restoration Co	\$17,200	24738		\$17,200
Hales Jewelers	\$86,398	6992	\$69,200	\$17,198
Hertel	\$17,194	24753		\$17,194
Seminole State College Of FL	\$85,859	7026	\$68,669	\$17,190
ACTION HEATING & AIR SVC	\$17,190	24755		\$17,190
Unique Builders Contractor	\$35,157	14936	\$17,970	\$17,187
Arkansas State Police Highway Safety Office	\$25,680	18941	\$8,500	\$17,180
Hinzes Bar-B-Que Restaurant	\$21,541	21356	\$4,361	\$17,180
San Antonio Home & Garden Show	\$17,179	24763		\$17,179
Haworth	\$17,176	24764		\$17,176
TEXAS HEALTH&HUMAN/CMSN	\$48,580	11501	\$31,405	\$17,175
Adventure Science Center	\$32,175	16009	\$15,000	\$17,175
Lozano Law Firm	\$17,175	24765		\$17,175
Sub Station II Restaurant	\$24,084	19815	\$6,911	\$17,173
Quik Scripts Service	\$17,172	24767		\$17,172
Imagine Picasso Exhibition	\$17,166	24771		\$17,166
Family Health Services Of Erie County	\$21,258	21511	\$4,100	\$17,158
FIREWORKS STORE	\$37,907	14069	\$20,750	\$17,157

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
AMERICAS ORIGINAL GM FR	\$17,156	24776		\$17,156
Yelp	\$46,466	11921	\$29,321	\$17,145
Mountain Star Sports Group	\$26,682	18448	\$9,540	\$17,142
Harvey Goodman Realtor	\$64,730	9046	\$47,592	\$17,138
Yellowstone Country MT	\$81,645	7320	\$64,509	\$17,136
Tri-County Community Action Agency Organization	\$19,832	22532	\$2,700	\$17,132
Billings Ranches	\$31,800	16162	\$14,676	\$17,124
Rezplot	\$17,121	24795		\$17,121
TALLADEGA COLLEGE	\$17,121	24796		\$17,121
Yellowbird Bus Co	\$17,118	24799		\$17,118
TSS ENTERPRISES BUS SVC	\$17,103	24806		\$17,103
Altana Federal Credit Union	\$27,600	17994	\$10,500	\$17,100
Advantage Truck Service	\$17,100	24808		\$17,100
BROADMOOR BAPTIST CHURCH	\$17,100	24809		\$17,100
Champion Roofing Co	\$17,100	24809		\$17,100
CMX Cinemas	\$17,100	24809		\$17,100
Evolve Realty	\$17,100	24809		\$17,100
Judith Ripka	\$17,100	24809		\$17,100
RYE PLAYLAND ARENA	\$17,100	24809		\$17,100
SIP COFFEE BAR REST	\$17,100	24809		\$17,100
Catholic Diocese Of Grand Rapids	\$17,099	24809		\$17,099
Stay Inn Hotel	\$22,625	20650	\$5,528	\$17,097
ASIENS APPLIANCES STORE	\$53,528	10564	\$36,432	\$17,096
Chapmans Mechanical AC Service	\$17,096	24826		\$17,096
Plant Dispensary	\$100,789	6027	\$83,700	\$17,089
BRADLEYS JEWELERS	\$39,261	13656	\$22,172	\$17,089
AmeriPlex Realtors Inc	\$20,441	22055	\$3,355	\$17,086
Out Back Patio Furnishings	\$17,085	24834		\$17,085
Excel Organic Marijuana Dispensary	\$17,080	24837		\$17,080
State Botanical Garden Of GA	\$17,080	24838		\$17,080
Weezie	\$17,080	24838		\$17,080
Fastsigns Store	\$19,870	22506	\$2,800	\$17,070
Alliance For Downtown Ny	\$28,879	17402	\$11,813	\$17,066
Wonder Lofts Condominiums	\$17,063	24847		\$17,063
High Caliber Karting & Entertainment	\$17,057	24851		\$17,057
Stonecreek Dental Care Clinic	\$17,055	24853		\$17,055
Saginaw Valley State University	\$51,835	10846	\$34,781	\$17,054
Texas Lighting Etc Store	\$17,052	24856		\$17,052
Wadsworth Solutions	\$17,052	24856		\$17,052
Russell	\$17,051	24856		\$17,051
Americas Flooring Store	\$29,050	17319	\$12,000	\$17,050

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Trippie Redd Personal Appearance	\$24,650	19498	\$7,600	\$17,050
Mobile Area Education Foundation	\$17,050	24861		\$17,050
Lavonia Antique Market	\$26,816	18380	\$9,769	\$17,047
Windstream Enterprise	\$17,047	24864		\$17,047
Marco Petroleum Industries	\$17,041	24866		\$17,041
Zen Air Services	\$17,037	24871		\$17,037
72Sold.com	\$17,036	24871		\$17,036
Mid FL Community Services	\$17,036	24873		\$17,036
Improv Comedy Club	\$22,982	20464	\$5,947	\$17,035
Opus Builders Contractor	\$17,029	24878		\$17,029
Melbourne Local Dealer	\$286,872	2241	\$269,851	\$17,021
City Of Rio Rancho	\$25,275	19142	\$8,270	\$17,005
Table Group	\$17,004	24887		\$17,004
Des Moines Area Community College	\$73,024	8125	\$56,021	\$17,003
Jefferson County Sheriffs Office	\$34,500	15176	\$17,499	\$17,001
313 ENTERTAINMENT	\$23,000	20437	\$6,000	\$17,000
Flying High Inc Professional Development Center	\$22,200	20925	\$5,200	\$17,000
AAA HOMES	\$17,000	24887		\$17,000
Bridging Wealth Opportunities	\$17,000	24890		\$17,000
City Of Sioux Falls	\$17,000	24890		\$17,000
Connecticut Sinus Center	\$17,000	24890		\$17,000
Conquest	\$17,000	24890		\$17,000
Dallas Art Fair	\$17,000	24890		\$17,000
Daring Foods	\$17,000	24890		\$17,000
Dats Entertainment	\$17,000	24890		\$17,000
Dave.com	\$17,000	24890		\$17,000
Fripp Island SC	\$17,000	24890		\$17,000
Green Star Cannabis Shop	\$17,000	24890		\$17,000
HEXCEL	\$17,000	24890		\$17,000
Jax Federal Credit Union	\$17,000	24890		\$17,000
Panbor Jewelry Store	\$17,000	24890		\$17,000
Portsmouth Public School	\$17,000	24890		\$17,000
Quickmed Urgent Care	\$17,000	24890		\$17,000
Riverside Casino	\$17,000	24890		\$17,000
St Phillips School & Community Center	\$17,000	24890		\$17,000
Stormclaim.com Insurance Agency	\$17,000	24890		\$17,000
Trimac Transportation	\$17,000	24890		\$17,000
WKNO	\$17,000	24890		\$17,000
WLWT	\$17,000	24890		\$17,000
Chamnong Family Medicine	\$16,999	24890		\$16,999
Churrasco Brazillian Steakhouse Restaurant	\$16,999	24924		\$16,999

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
FIREWORKS SUPERSTORE	\$67,959	8664	\$50,961	\$16,998
Community Hospice	\$31,636	16216	\$14,638	\$16,998
University Of MT	\$21,056	21627	\$4,058	\$16,998
Grandpa Joes Candy Shoppe	\$35,072	14962	\$18,076	\$16,996
Albuquerque Charter/School	\$16,995	24927		\$16,995
FIRC GROUP REALTY	\$16,988	24929		\$16,988
Pritzker Military Museum & Library	\$16,987	24931		\$16,987
Tarrant Roofing	\$16,986	24933		\$16,986
North Carolina Museum Of Art	\$16,981	24935		\$16,981
Providence Life Services	\$16,981	24936		\$16,981
Armstrong-IN Drug & Alcohol Commission	\$30,575	16657	\$13,600	\$16,975
MDP Insurance Agency	\$16,970	24940		\$16,970
Sono Bello Body Contour Center	\$27,417	18092	\$10,450	\$16,967
Ski Barn	\$91,693	6614	\$74,731	\$16,962
St Louis Zoo	\$133,262	4728	\$116,301	\$16,961
St Joe Frontier Casino	\$35,939	14698	\$18,981	\$16,958
Earl Stevens	\$36,450	14534	\$19,500	\$16,950
Eulonia Country Store	\$123,321	5048	\$106,372	\$16,949
Michigan Apple Committee	\$47,535	11718	\$30,591	\$16,944
WATT COMMUNITIES	\$16,944	24953		\$16,944
Harley-Davidson Museum	\$35,000	14982	\$18,059	\$16,941
Mamaritas Border Cafe	\$19,740	22597	\$2,800	\$16,940
Shockwave Video Store	\$198,828	3238	\$181,890	\$16,938
Deason Garner & Hansen Law Firm	\$16,934	24959		\$16,934
Richard Bland College	\$16,920	24965		\$16,920
Vantage Healthcare Network	\$43,455	12614	\$26,537	\$16,918
TSR Injury Law	\$380,870	1670	\$363,954	\$16,916
Elrod Pope Law Firm	\$36,093	14646	\$19,177	\$16,916
Sakrete	\$16,913	24969		\$16,913
Donahue Law Firm	\$16,908	24971		\$16,908
Well Care Home Health	\$35,123	14946	\$18,219	\$16,904
Fathom Realty	\$28,568	17552	\$11,664	\$16,904
Casper	\$176,276	3634	\$159,373	\$16,903
North Market Shopping Center	\$26,900	18340	\$10,000	\$16,900
Bank Of Bennington	\$22,500	20730	\$5,600	\$16,900
Alabama State Board of Education	\$16,900	24974		\$16,900
Greater Baton Rouge State Fair	\$16,900	24975		\$16,900
JCB	\$16,900	24975		\$16,900
North Broadway Jiu Jitsu	\$16,900	24975		\$16,900
Quanex Building Products	\$16,900	24975		\$16,900
Youth Connection Charter School	\$16,898	24987		\$16,898

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Klein-Spring Montessori School	\$44,663	12346	\$27,767	\$16,896
QUALITY OUTDOOR PDTS CO	\$17,546	24440	\$650	\$16,896
Foot & Ankle Specialists Of Central PA	\$16,896	24989		\$16,896
Institute Of Medical & Business Careers	\$16,896	24989		\$16,896
Wixon Jewelers	\$107,239	5713	\$90,346	\$16,893
American Insurance Agency	\$16,892	25009		\$16,892
Care Source Market Insurance Agency	\$16,890	25011		\$16,890
Agency Real Estate Services	\$16,884	25016		\$16,884
Great Lakes Homes Contractor	\$16,883	25017		\$16,883
Corwin Local Dealer	\$75,280	7917	\$58,399	\$16,881
Cornerstone Health Care	\$16,880	25020		\$16,880
Holla Organization	\$16,876	25023		\$16,876
Project Hope	\$16,876	25024		\$16,876
BODA Token	\$16,875	25027		\$16,875
National Outdoor Media	\$16,875	25027		\$16,875
Newberry Library	\$16,875	25027		\$16,875
ONErpm	\$16,875	25027		\$16,875
McCombs School Of Business	\$52,874	10671	\$36,000	\$16,874
McKibben Powersport Honda	\$50,312	11123	\$33,438	\$16,874
Eugene Urgent Care	\$24,071	19823	\$7,201	\$16,870
Mount Wachusett Community College	\$37,145	14313	\$20,276	\$16,869
Ruan Transportation Mgt Systems	\$23,845	19996	\$6,980	\$16,865
Asian Bank	\$50,271	11130	\$33,407	\$16,864
ALL SEASONS HTG&COOLING	\$16,861	25036		\$16,861
RED OAK REALTY	\$16,860	25038		\$16,860
WNZF	\$44,914	12301	\$28,062	\$16,852
Rubbermaid	\$16,850	25044		\$16,850
Classic Doors Inc Center	\$20,590	21950	\$3,744	\$16,846
RT Rogers Oil Co	\$16,844	25047		\$16,844
Rampit USA	\$16,843	25048		\$16,843
Aoq Restaurant Group	\$16,842	25049		\$16,842
Centerstone Addiction Recovery Center	\$16,835	25054		\$16,835
Cafe Rio Mexican Grill Restaurant	\$58,234	9887	\$41,400	\$16,834
Terror Toad	\$16,830	25059		\$16,830
La Familia Counseling Center	\$22,186	20943	\$5,357	\$16,829
Musselman Jewelers	\$23,679	20075	\$6,857	\$16,822
West Herr Local Dealer	\$49,233	11370	\$32,415	\$16,818
Nicks Family Restaurant	\$21,318	21481	\$4,500	\$16,818
HORIZON DENTAL CARE	\$98,310	6184	\$81,495	\$16,815
Florida Orchestra	\$18,312	23747	\$1,500	\$16,812
Airgas Services	\$20,610	21932	\$3,800	\$16,810

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Greater NV Credit Union	\$202,486	3177	\$185,682	\$16,804
Cafe Nola	\$27,467	18073	\$10,664	\$16,803
Florida Southern College	\$30,450	16712	\$13,648	\$16,802
Cajun Bayou LA	\$16,801	25079		\$16,801
PLUMBERS SUPPLY STORE	\$29,400	17178	\$12,600	\$16,800
AMBEST TRUCKSTOP	\$16,800	25081		\$16,800
Chi Lash School	\$16,800	25081		\$16,800
DeepWell Energy Services	\$16,800	25081		\$16,800
Ferrara Fire Apparatus	\$16,800	25081		\$16,800
Glenny Glass Co	\$16,800	25081		\$16,800
Islamic Center Of Irving	\$16,800	25081		\$16,800
Jetdoc	\$16,800	25081		\$16,800
Law Offices Of Thomas E Porzio	\$16,800	25081		\$16,800
MetroParks Of Butler County	\$16,800	25081		\$16,800
Mosaic Printing Service	\$16,800	25081		\$16,800
MOTION PT Group	\$16,800	25081		\$16,800
Restaurant Mgt Svc Rest	\$16,800	25081		\$16,800
ROSE MORTUARY	\$16,800	25081		\$16,800
SPARTAN PLUMBING & HTG	\$16,800	25081		\$16,800
Tidd Family Funeral Homes	\$16,800	25081		\$16,800
Townsend Local Dealer	\$16,800	25081		\$16,800
Ivory Star Personal Appearance	\$16,799	25081		\$16,799
RL Waddell Painting & Decorating Services	\$18,324	23741	\$1,527	\$16,797
Thorntons Plumbing	\$16,790	25121		\$16,790
JHS Builders Llc	\$16,786	25123		\$16,786
Central One Federal Credit Union	\$24,570	19554	\$7,786	\$16,784
Flora Gems Jewelers Store	\$32,305	15956	\$15,524	\$16,781
Miyako Japanese Steak House	\$26,885	18349	\$10,110	\$16,775
Forte Dispensary	\$16,775	25128		\$16,775
Indiana State Fair	\$16,775	25129		\$16,775
NJ Truckers Services	\$16,769	25133		\$16,769
Federal Correctional Institute	\$16,764	25136		\$16,764
Amrit Palace Restaurant	\$20,357	22103	\$3,600	\$16,757
Learning Grove Center	\$19,356	22941	\$2,600	\$16,756
J&S Real Estate	\$16,755	25139		\$16,755
Law Offices Of Peter G Aziz & Assoc	\$16,751	25141		\$16,751
TRAFFIX TRANS SVC	\$37,500	14191	\$20,750	\$16,750
Birth Center Of NJ	\$16,750	25141		\$16,750
MAYA ANGELOU PUBLIC/SCH	\$16,750	25143		\$16,750
Capital Jewelry & Loan	\$16,748	25143		\$16,748
FRANKLIN COUNTY SHERIFF	\$16,748	25148		\$16,748

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Absolute Air Conditioning & Heating Service	\$46,265	11949	\$29,520	\$16,745
Franklin Public School	\$16,745	25150		\$16,745
Awakening Events Production Co	\$16,744	25151		\$16,744
FLAVIN RE AGENCY	\$16,738	25155		\$16,738
Humbl	\$16,737	25157		\$16,737
Alabama One Credit Union	\$20,736	21864	\$4,000	\$16,736
Savers Bank	\$27,402	18095	\$10,667	\$16,735
EG Workforce Solutions	\$25,751	18903	\$9,016	\$16,735
Bar Louie Restaurant	\$16,734	25161		\$16,734
Cleveland Orchestra	\$17,500	24481	\$771	\$16,729
JENKINS LAW FIRM	\$16,727	25166		\$16,727
Diamond Jo Casino	\$262,200	2439	\$245,481	\$16,719
Blondies Sports Bar & Grill	\$18,132	23885	\$1,413	\$16,719
First Impressions Intl	\$16,719	25168		\$16,719
St Paul St Baseball Club	\$16,716	25171		\$16,716
Curry Local Dealer	\$25,695	18935	\$8,980	\$16,715
Walter Danley Electrical Contracting	\$16,715	25171		\$16,715
Grand Living At Citrus Hills Senior Living Community	\$16,712	25174		\$16,712
Thomas Maronick Jr Attorney	\$26,709	18434	\$9,998	\$16,711
Striplings General Store	\$33,840	15409	\$17,130	\$16,710
VOGT RVS	\$75,203	7924	\$58,502	\$16,701
Jenks Productions	\$22,500	20730	\$5,800	\$16,700
Basements & Backyards Inc	\$16,700	25184		\$16,700
Whiteaker Community Council	\$16,700	25185		\$16,700
Image Craft Printing Service	\$16,698	25192		\$16,698
Neri Law Group	\$16,695	25192		\$16,695
Cancer & Hematology Centers Of Western MI	\$16,694	25194		\$16,694
Pedro M Soler MD	\$16,688	25198		\$16,688
Representative Democracy	\$16,688	25199		\$16,688
Primoz Pizza Restaurant	\$16,687	25201		\$16,687
Dora Puig Real Estate Consultant	\$16,681	25203		\$16,681
Long Beach Post	\$16,680	25205		\$16,680
On The Border Gentlemens Club	\$16,680	25205		\$16,680
Washington State University	\$44,267	12438	\$27,588	\$16,679
CLINICAS DEL CAMINO REAL	\$288,478	2232	\$271,801	\$16,677
CONKLIN OIL&PRPN STV STR	\$16,676	25210		\$16,676
Valley Equipment Center	\$16,676	25211		\$16,676
Marzetti	\$16,675	25213		\$16,675
Montage Mountain Resort	\$55,634	10234	\$38,961	\$16,673
Collins Community Credit Union	\$57,812	9948	\$41,142	\$16,670
C&L BEER DISTRIBUTORS	\$19,458	22864	\$2,790	\$16,668

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
LONE STAR SPORTS & ENTER	\$16,668	25217		\$16,668
Southwest MI Behavioral Health	\$32,725	15791	\$16,059	\$16,666
Paramedics Unlimited	\$16,665	25223		\$16,665
Clear Vision Media Solutions	\$16,660	25225		\$16,660
Landers Center	\$43,836	12527	\$27,177	\$16,659
ICHE	\$16,659	25226		\$16,659
Greenhouse Theater Center	\$16,656	25229		\$16,656
Indianapolis Colts Football	\$21,650	21284	\$5,000	\$16,650
Rip City Mgt Live Event	\$18,750	23381	\$2,100	\$16,650
BETHEL FARMS	\$16,650	25230		\$16,650
Metro Phoenix Bank	\$16,650	25231		\$16,650
TAGMEDIA ADV SERVICE	\$16,650	25231		\$16,650
Christopher Ligor Attorney	\$234,791	2738	\$218,144	\$16,647
Port Lavaca Chamber Of Commerce	\$16,640	25240		\$16,640
AJ Dohmann Local Dealer	\$50,552	11071	\$33,913	\$16,639
Andrews Institute Orthopaedics & Sports Medicine	\$16,638	25242		\$16,638
William Carey University	\$19,132	23102	\$2,500	\$16,632
Wilmington Intl Airport	\$49,685	11274	\$33,060	\$16,625
Bankwell Financial Group	\$16,625	25248		\$16,625
SUNNYSIDE MEDICAL CENTER	\$16,625	25249		\$16,625
Wunderman Thompson	\$16,625	25249		\$16,625
Palm Casual Furniture Store	\$68,400	8606	\$51,779	\$16,621
City Of Baltimore Office Of Equity & Civil Rights	\$16,620	25252		\$16,620
Heritage Inn	\$16,620	25253		\$16,620
Hybrid Design	\$151,623	4179	\$135,005	\$16,618
Fabcon	\$21,712	21254	\$5,100	\$16,612
KENTUCKY STATE POLICE	\$16,612	25260		\$16,612
Angel Heating & Cooling	\$69,797	8459	\$53,186	\$16,611
City Springs Theatre Co	\$16,611	25260		\$16,611
Underwoods Fine Jewelers	\$135,228	4656	\$118,618	\$16,610
Chef Creole Restaurant	\$16,607	25264		\$16,607
York	\$45,060	12232	\$28,454	\$16,606
Virtual Properties Realty	\$16,606	25265		\$16,606
Ooten Law Firm	\$23,960	19945	\$7,360	\$16,600
Betseys Boutique Shop Clothing Store	\$16,600	25268		\$16,600
Breast Center	\$16,600	25268		\$16,600
Discrepancy Records Store	\$16,600	25268		\$16,600
FARIBAULT WOOLEN ML STR	\$16,600	25268		\$16,600
Landscape Forms	\$16,600	25268		\$16,600
Mass Golf	\$16,600	25268		\$16,600
ReflectSpace Gallery	\$16,600	25268		\$16,600

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Snake River Dermatology	\$16,600	25268		\$16,600
Trucannabliss Recreational Marijuana Shop	\$16,600	25268		\$16,600
WAFB	\$16,600	25268		\$16,600
Shock Top	\$16,594	25286		\$16,594
Carilion Clinic	\$188,366	3416	\$171,775	\$16,591
Baileys Nursery	\$31,605	16223	\$15,015	\$16,590
Grand Wealth Mgt	\$16,590	25289		\$16,590
Spice Kitchen Restaurant	\$16,590	25289		\$16,590
George Washington Carver Academy	\$16,583	25298		\$16,583
Studio C Theatre	\$16,580	25298		\$16,580
LRT Offers Realty	\$16,579	25300		\$16,579
Beau Bryan MD	\$16,575	25301		\$16,575
Sweet Smoke BBQ Restaurant	\$20,171	22223	\$3,600	\$16,571
Frontline Ag	\$16,571	25303		\$16,571
Spin	\$16,571	25304		\$16,571
ACCESS Arab Community Center For Economic & Social Services	\$16,570	25304		\$16,570
Galleria Dallas Shopping Center	\$157,738	4021	\$141,169	\$16,569
PEABODYS NIGHT CLUB	\$20,101	22279	\$3,536	\$16,565
InspireNOLA Charter Schools	\$25,880	18840	\$9,317	\$16,563
Sequoia Living	\$16,560	25311		\$16,560
Teachers Federal Credit Union	\$46,762	11871	\$30,206	\$16,556
Rowan Family Dentistry	\$16,554	25315		\$16,554
Hat Six Travel Center	\$16,544	25323		\$16,544
Warm N Cozy Quilting Fabric Store	\$16,542	25323		\$16,542
Roosevelt School District	\$16,540	25326		\$16,540
Nevada Department Of Health	\$27,535	18030	\$11,000	\$16,535
Epoch Real Estate Development	\$45,412	12162	\$28,878	\$16,534
AFC Urgent Care Clinic	\$102,871	5900	\$86,339	\$16,532
Cradle Medical Center	\$22,595	20675	\$6,066	\$16,529
Moonlight	\$16,524	25330		\$16,524
Acadia Healthcare	\$16,520	25333		\$16,520
Head Start Of Greater Dallas Organization	\$16,518	25334		\$16,518
Bergeys Local Dealer	\$26,484	18534	\$9,967	\$16,517
Charitable Realty	\$16,515	25337		\$16,515
Crye-Leike	\$61,236	9465	\$44,723	\$16,513
Bruce Turkel Personal Appearance	\$29,285	17226	\$12,775	\$16,510
Brook Retirement Communities	\$79,481	7514	\$62,972	\$16,509
CHAPEL CHURCH	\$16,508	25339		\$16,508
Rock Solid Exteriors Contractor	\$117,800	5244	\$101,300	\$16,500
Griffin Funding	\$45,000	12252	\$28,500	\$16,500
Kalamazoo Symphony Orchestra	\$23,400	20235	\$6,900	\$16,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Care Coalition Organization	\$18,900	23257	\$2,400	\$16,500
Cornell Scott Hill Health Center	\$17,500	24481	\$1,000	\$16,500
All Pro Plumbing Service	\$16,500	25345		\$16,500
ANWAR EYE CENTER	\$16,500	25348		\$16,500
Boston Animal Hospital	\$16,500	25348		\$16,500
CHALMERS JEWELERS	\$16,500	25348		\$16,500
Color Street	\$16,500	25348		\$16,500
Degreed Training School	\$16,500	25348		\$16,500
DreamLife Worship Center	\$16,500	25348		\$16,500
Epic Event Centre	\$16,500	25348		\$16,500
GLO TANNING SALON	\$16,500	25348		\$16,500
Granite America	\$16,500	25348		\$16,500
Knowledge Academies	\$16,500	25348		\$16,500
Law Offices Of Rene Korper	\$16,500	25348		\$16,500
Mark Wine Group	\$16,500	25348		\$16,500
Native Pest Mgt	\$16,500	25348		\$16,500
Plank Road Realty	\$16,500	25348		\$16,500
Rapid Response	\$16,500	25348		\$16,500
Rite Choice Realty	\$16,500	25348		\$16,500
SACRAMENTO DEPT/TRANS	\$16,500	25348		\$16,500
Seakeeper	\$16,500	25348		\$16,500
Second Fiddle Honky Tonk Bar	\$16,500	25348		\$16,500
Sendero Health Plans Service	\$16,500	25348		\$16,500
Stripling Construction & Steel Buildings Contractor	\$16,500	25348		\$16,500
Sunshine Chiro Life Center	\$16,500	25348		\$16,500
Tums	\$16,500	25348		\$16,500
Uncle Andos Wurld Of Weed Cannabis Store	\$16,500	25348		\$16,500
Villapudua & Somera Trial Lawyers	\$16,500	25348		\$16,500
VIVE Float Studio	\$16,500	25348		\$16,500
Watermelon Swim School	\$16,500	25348		\$16,500
Wenatchee Valley Chamber Of Commerce	\$16,500	25348		\$16,500
Westfield Plaza Bonita Shopping Center	\$16,500	25348		\$16,500
Middleton Team Real Estate	\$33,977	15369	\$17,486	\$16,491
Orlando Ballet	\$28,770	17466	\$12,280	\$16,490
ANOKA TECHNICAL COLLEGE	\$16,488	25406		\$16,488
Coldwater Capital Car Wash Service	\$16,488	25407		\$16,488
Riverwinds Restaurant	\$120,820	5147	\$104,336	\$16,484
Rick & Tracy Ellis Team Realty	\$16,483	25410		\$16,483
Hearth & Home Heating & Cooling	\$16,476	25415		\$16,476
AB May Heating & Air Service	\$50,153	11156	\$33,678	\$16,475
Sachin Jain MD	\$16,474	25415		\$16,474

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Tucson Intl Airport	\$22,492	20784	\$6,020	\$16,472
Cloverbelt Credit Union	\$24,507	19581	\$8,038	\$16,469
Ranken Jordan Pediatric Bridge Hospital	\$16,465	25425		\$16,465
Andrews Orthodontics	\$16,461	25425		\$16,461
Art Of Glass Smoke Shop	\$33,606	15474	\$17,148	\$16,458
Milwaukee Ballet	\$16,451	25432		\$16,451
Peak Power Solutions Contractor	\$16,450	25434		\$16,450
Cook Insurance Agency	\$43,833	12528	\$27,385	\$16,448
Unique Pretzel Bakery	\$76,016	7846	\$59,569	\$16,447
Hazel Sky Smoke Shop	\$69,446	8499	\$52,999	\$16,447
SmartBank Bank	\$52,749	10694	\$36,304	\$16,445
GREATER COMMUNITY BANK	\$57,452	10001	\$41,008	\$16,444
Connecticut Department Of Agriculture	\$18,942	23238	\$2,500	\$16,442
BENTONVILLE AR	\$40,568	13301	\$24,132	\$16,436
Intl Accreditors For Continuing Education & Training	\$16,433	25444		\$16,433
Living Waters Church	\$16,430	25445		\$16,430
Teds Jumbo Red Hots Restaurant	\$34,715	15108	\$18,295	\$16,420
PIKES PEAK INTL RACEWAY	\$16,413	25454		\$16,413
Nebraska Department Of Economic Development	\$16,410	25457		\$16,410
Academy Of Mount St Ursula	\$16,409	25458		\$16,409
City Of Long Beach CA	\$53,755	10521	\$37,348	\$16,407
Deans	\$34,200	15283	\$17,800	\$16,400
River Products	\$19,400	22910	\$3,000	\$16,400
LOS ANGELES HEALTH DEPT	\$16,400	25464		\$16,400
C&D HOME SOLUTIONS BYRS	\$16,399	25464		\$16,399
French Market Restaurant	\$43,962	12506	\$27,568	\$16,394
First Fidelity	\$27,494	18063	\$11,100	\$16,394
Marling HomeWorks	\$16,394	25474		\$16,394
DSL D Land Mgt Contractor	\$16,393	25475		\$16,393
Express MRI	\$16,393	25476		\$16,393
JFQ Lending	\$16,393	25476		\$16,393
Pro Intermodal	\$16,393	25476		\$16,393
Flooring Master Of Apopka Contractor	\$16,391	25480		\$16,391
SUMMIT COUNTY HLTH DPT	\$16,391	25481		\$16,391
Tucson Rubberized Coatings	\$69,085	8531	\$52,695	\$16,390
Lisas Liquor Barn	\$16,387	25485		\$16,387
Cazenovia Equipment Co	\$16,384	25487		\$16,384
Helados Mexico	\$16,382	25488		\$16,382
Ricks Advanced Dermatology & Skin Surgery	\$16,380	25490		\$16,380
Ganley Local Dealer	\$199,089	3231	\$182,710	\$16,379
Guadalupe Regional Medical Center	\$23,048	20416	\$6,671	\$16,377

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Southwest OH Regional Transit Authority	\$24,875	19410	\$8,500	\$16,375
Early Girl Eatery Restaurant	\$36,232	14601	\$19,858	\$16,374
Kunes Local Dealer	\$83,735	7178	\$67,362	\$16,373
United Textile Co	\$42,258	12880	\$25,886	\$16,372
Allan Myers	\$18,547	23549	\$2,175	\$16,372
Suburban Transportation	\$16,370	25501		\$16,370
Uline	\$143,945	4390	\$127,579	\$16,366
Axces Research Group	\$16,364	25503		\$16,364
TACOMA RAINIERS BASEBALL	\$16,360	25506		\$16,360
Happy Valley Clinic	\$16,357	25506		\$16,357
Extreme Powersports Motorcycle Dealer	\$21,445	21415	\$5,089	\$16,356
Russell Speeders Car Wash	\$16,354	25511		\$16,354
Joe Brand Clothing Store	\$24,151	19777	\$7,800	\$16,351
Christian Brothers University	\$27,750	17923	\$11,400	\$16,350
Flat Branch Home Loans Service	\$20,250	22167	\$3,900	\$16,350
Field Station Dinosaurs Museum	\$18,000	23968	\$1,650	\$16,350
HealthCare Connection	\$16,350	25514		\$16,350
KEANSBURG AMUSEMENT PARK	\$16,350	25514		\$16,350
Somos Green Innovations Solar Energy	\$16,350	25514		\$16,350
Sonshine Communications Public Relation	\$16,350	25514		\$16,350
St Gregory Group	\$25,475	19035	\$9,130	\$16,345
Stevens Point Orthopedics	\$16,345	25523		\$16,345
PRESERVE AT MAPLETON DEV	\$16,340	25525		\$16,340
Mille Lacs Health System	\$16,338	25528		\$16,338
West Sacramento CA	\$16,332	25534		\$16,332
Meltons Heating & Air Conditioning	\$21,435	21431	\$5,109	\$16,326
ZOOWORLD	\$20,447	22051	\$4,125	\$16,322
Calandras Bakery	\$137,035	4610	\$120,716	\$16,319
Brown & Chiari Attorneys	\$346,765	1843	\$330,449	\$16,316
NEW SOUTH PARKING SVC	\$33,231	15598	\$16,920	\$16,311
Orion Marine Group	\$16,307	25548		\$16,307
WRR	\$18,214	23819	\$1,911	\$16,303
Advanced Bone & Joint Center	\$52,935	10664	\$36,634	\$16,301
SBD HOUSING SLTNS RE AGN	\$19,300	22968	\$3,000	\$16,300
Stock & Field Hardware Store	\$16,300	25552		\$16,300
Trust Point Financial	\$16,300	25552		\$16,300
KTXL	\$16,297	25557		\$16,297
Collins Legal Group	\$19,452	22867	\$3,160	\$16,292
NCADD	\$16,290	25561		\$16,290
Y OF CENTRAL MD ORG	\$17,288	24663	\$1,000	\$16,288
HJ Roofing Contractor	\$16,285	25564		\$16,285

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
St Pauls School	\$29,795	17007	\$13,520	\$16,275
WALTERS ART MUSEUM	\$21,272	21503	\$5,000	\$16,272
Hudson Valley Credit Union	\$37,567	14168	\$21,298	\$16,269
Indigo	\$16,268	25571		\$16,268
Nebraska Cancer Specialists	\$16,268	25572		\$16,268
Travelers	\$28,929	17383	\$12,662	\$16,267
De Boulle Jewelers	\$145,619	4340	\$129,354	\$16,265
GameStop	\$28,265	17691	\$12,000	\$16,265
Motown	\$16,260	25576		\$16,260
Joyces Jewelry Store	\$17,850	24195	\$1,592	\$16,258
Climb Works Keana Farms	\$34,201	15281	\$17,944	\$16,257
Stanford Allen Local Dealer	\$16,256	25580		\$16,256
FedEx Employees Credit Assn	\$63,912	9137	\$47,659	\$16,253
Level Home Heating Air Conditioning & Plumbing Services	\$16,253	25582		\$16,253
Price Distributing	\$21,000	21653	\$4,750	\$16,250
Arden Homes Real Estate Developer	\$16,250	25584		\$16,250
Coblan Italian Kitchen Store	\$16,250	25585		\$16,250
FUEL MERCHANTS ASSN/NJ	\$16,250	25585		\$16,250
Igwe Law Firm	\$16,250	25585		\$16,250
Jock MKT Game	\$16,250	25585		\$16,250
Marion P Thomas Charter School	\$16,250	25585		\$16,250
OXITEC	\$16,250	25585		\$16,250
Paper Route Empire	\$16,250	25585		\$16,250
Passaic County Department Of Human Services	\$16,250	25585		\$16,250
TVB TV BROADCAST	\$16,250	25585		\$16,250
Western Market Store	\$16,250	25585		\$16,250
US Department Of The Interior	\$16,249	25601		\$16,249
FormFree Holding	\$16,248	25604		\$16,248
Ivy Station Real Estate development	\$16,248	25604		\$16,248
Joseph Anthony Retreat Spa & Salon	\$16,248	25604		\$16,248
PIANO CRAFT STORE	\$16,248	25604		\$16,248
Republic Of The Rio Grande	\$16,248	25604		\$16,248
Ecko	\$16,245	25622		\$16,245
Farm Credit	\$31,256	16365	\$15,020	\$16,236
Maskup Organization	\$18,996	23204	\$2,760	\$16,236
Apollo Home	\$16,236	25623		\$16,236
Pinnacle West Capital Electric Service	\$16,236	25625		\$16,236
Natures Sunshine	\$61,144	9482	\$44,911	\$16,233
Topps Supermarket	\$45,221	12198	\$28,988	\$16,233
Alpena Alcona Area Credit Union	\$46,887	11840	\$30,657	\$16,230
Adult Video Warehouse Store	\$32,591	15835	\$16,362	\$16,229

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Dallas/Fort Worth Intl Airport	\$50,627	11060	\$34,400	\$16,227
20/20 Custom Molded Plastics	\$16,225	25627		\$16,225
Purchase District Health Department	\$16,225	25628		\$16,225
Wild Turkey	\$16,225	25628		\$16,225
DMB REALTY CO	\$87,860	6893	\$71,636	\$16,224
American Medical Academy	\$16,223	25628		\$16,223
Whatcom County Health Department	\$25,900	18830	\$9,680	\$16,220
Boston College High School	\$16,220	25632		\$16,220
Spartan Stoneworks Store	\$16,216	25636		\$16,216
Annie Bail Bonds	\$16,215	25636		\$16,215
Ray Catena Local Dealer	\$681,293	915	\$665,079	\$16,214
Duck Donuts Shop	\$47,531	11719	\$31,318	\$16,213
Black Bull Fireworks Store	\$28,193	17718	\$11,983	\$16,210
Alpha Recycling	\$16,210	25639		\$16,210
Pronto Plumbing Service	\$46,206	11967	\$29,997	\$16,209
Southwestern Adventist University	\$22,581	20681	\$6,373	\$16,208
Pro Solutions Air Service	\$23,965	19941	\$7,758	\$16,207
BREC Golf	\$58,400	9869	\$42,200	\$16,200
NEAL FUNERAL HOME	\$21,600	21305	\$5,400	\$16,200
ITS Logistics	\$18,900	23257	\$2,700	\$16,200
Alliance For Better Long Term Care	\$16,200	25640		\$16,200
Connecticut Basement Systems Contractor	\$16,200	25641		\$16,200
Credit Repair Gal	\$16,200	25641		\$16,200
Forsyth Gun & Pawn Shop	\$16,200	25641		\$16,200
Hunterdon Siding & Window Co	\$16,200	25641		\$16,200
Intl Fleet Service	\$16,200	25641		\$16,200
Irvine Valley College	\$16,200	25641		\$16,200
KGH Law Group	\$16,200	25641		\$16,200
MAG Trucks	\$16,200	25641		\$16,200
MHK Attorneys	\$16,198	25663		\$16,198
Watermark Realty Group	\$16,197	25663		\$16,197
DAVE ARBOGAST RV DEPOT	\$16,191	25668		\$16,191
Dieterich Bank	\$28,153	17734	\$11,963	\$16,190
Marcus Center For The Performing Arts	\$16,830	25059	\$640	\$16,190
Sanibel Outlets	\$16,188	25670		\$16,188
One City Youth Organization	\$16,181	25672		\$16,181
Unos Restaurant	\$16,172	25677		\$16,172
Cook County Department Of Public Health	\$78,595	7584	\$62,424	\$16,171
QualCare IPA	\$16,170	25679		\$16,170
New Peoples Bank	\$26,959	18313	\$10,793	\$16,166
777 Local Dealer	\$16,162	25681		\$16,162

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Mitten Extracts	\$16,159	25682		\$16,159
Farmers Fresh Burgers Restaurant	\$16,157	25683		\$16,157
New Peking Buffet	\$16,154	25685		\$16,154
Bancroft School	\$22,150	20970	\$6,000	\$16,150
Bayside Grille Sports Bar	\$16,150	25688		\$16,150
Delta 9 PA Medical Marijuana Dispensary	\$16,150	25689		\$16,150
WBNX	\$16,150	25689		\$16,150
Mitto Omnichannel Messaging Solutions	\$16,148	25689		\$16,148
Tomahawk Robotics	\$16,148	25694		\$16,148
Barstool Sports	\$16,141	25696		\$16,141
JVs Taproom Restaurant	\$58,460	9857	\$42,320	\$16,140
Flatlands Jessup Insurance Group	\$16,139	25699		\$16,139
Majority	\$16,139	25700		\$16,139
Phil Votaw & Assoc	\$70,076	8430	\$53,940	\$16,136
SUNSHINE ORTHODONTICS	\$37,269	14281	\$21,137	\$16,132
Havertys Furniture Store	\$16,132	25702		\$16,132
Katherman Briggs & Greenberg	\$109,775	5609	\$93,645	\$16,130
John Witcher MD	\$16,125	25705		\$16,125
Palermo Italian Restaurant	\$16,125	25707		\$16,125
Picks At PLX Restaurant	\$23,465	20204	\$7,342	\$16,123
A Fathers Place Prince Georges County	\$16,121	25712		\$16,121
Sutliff Local Dealer	\$45,120	12221	\$29,000	\$16,120
KXTX	\$20,431	22061	\$4,316	\$16,115
Finlandia	\$56,223	10168	\$40,110	\$16,113
BassMaster	\$16,113	25723		\$16,113
Copper Creek Farm	\$16,107	25727		\$16,107
Bagger Daves Burger Tavern Restaurant	\$16,103	25730		\$16,103
Politis & Matovina Attorneys	\$248,249	2595	\$232,148	\$16,101
Auto Theft Prevention Authority	\$16,101	25731		\$16,101
Moms Haus Restaurant	\$38,850	13802	\$22,750	\$16,100
HELI America	\$22,500	20730	\$6,400	\$16,100
MARTINS BIKE SHOP	\$16,483	25409	\$383	\$16,100
City Of Duluth Police Department	\$16,100	25732		\$16,100
City Place At The Promenade Shopping Center	\$16,100	25734		\$16,100
Guilford Child Development Organization	\$16,100	25734		\$16,100
PATTERSON LAW FIRM	\$16,100	25734		\$16,100
Poke Burri Restaurant	\$16,098	25734		\$16,098
Fourth Coast Solar Contractor	\$39,365	13637	\$23,269	\$16,096
Don Reed Personal Appearance	\$16,092	25744		\$16,092
Luzerne Schuylkill Workforce Investment Board	\$16,087	25748		\$16,087
IMPERIAL POOLS & SPAS	\$27,650	17968	\$11,565	\$16,085

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Whisps	\$16,083	25749		\$16,083
Lewis Automotive Group	\$16,080	25751		\$16,080
Cedar Band Travel Plaza Store	\$16,078	25752		\$16,078
Artisans Bank	\$51,274	10938	\$35,198	\$16,076
Cuentas Corporativas	\$16,075	25754		\$16,075
World Class Real Estate	\$16,075	25755		\$16,075
Bingham Equipment Store	\$16,072	25757		\$16,072
Seaview Local Dealer	\$16,070	25760		\$16,070
Grand Prairie TX	\$28,816	17431	\$12,752	\$16,064
Passaic County Prosecutors Office	\$16,063	25769		\$16,063
Air Quality Partnership	\$16,062	25771		\$16,062
Global Community Charter School	\$16,060	25771		\$16,060
Delaware Department Of Human Resources	\$16,059	25773		\$16,059
Gem Indian River Select Food Store	\$16,054	25776		\$16,054
Doctors Hospital At Renaissance	\$16,050	25779		\$16,050
Harbor Branch Oceanographic Institute Foundation	\$16,050	25779		\$16,050
In & Out Urgent Care & Occupational Medicine	\$16,050	25779		\$16,050
Integrated Health Assoc	\$16,050	25779		\$16,050
Serac	\$16,050	25779		\$16,050
Vantage Health Plan	\$16,050	25779		\$16,050
Sterling Estates Senior Living	\$16,045	25790		\$16,045
Diocese Of Allentown	\$18,040	23942	\$2,000	\$16,040
First Bank Of WY	\$23,106	20384	\$7,070	\$16,036
United Hospice Care Service	\$20,820	21797	\$4,784	\$16,036
BetChain	\$16,026	25803		\$16,026
Palm Beach Gardens Medical Center	\$147,425	4294	\$131,400	\$16,025
Good	\$36,173	14621	\$20,148	\$16,025
Levin Rinke Resort Realty	\$24,473	19609	\$8,448	\$16,025
J Clay Lejeune Attorney At Law	\$16,022	25804		\$16,022
Patel & Dalrymple Attorneys	\$16,020	25808		\$16,020
EARLHAM COLLEGE	\$32,009	16067	\$15,990	\$16,019
Eight Dozen Cookie Co	\$19,165	23078	\$3,150	\$16,015
COLUMBIA SC	\$36,479	14524	\$20,466	\$16,013
Concord Pet Food & Supplies	\$22,212	20921	\$6,205	\$16,007
Pol-School Board Election	\$16,003	25816		\$16,003
DECCO	\$16,001	25818		\$16,001
DOWNING FUNERAL HOME	\$16,001	25819		\$16,001
Roberts Wesleyan College	\$73,000	8129	\$57,000	\$16,000
Shaevitz & Shaevitz Law Offices	\$38,000	14032	\$22,000	\$16,000
Trumbull County Combined Health District	\$32,000	16070	\$16,000	\$16,000
Carpaccio Restaurant	\$25,450	19049	\$9,450	\$16,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Graf Orthodontics	\$21,385	21456	\$5,385	\$16,000
Alepix Behavioral Clinic	\$19,250	23006	\$3,250	\$16,000
Amans Artisan Indian Cuisine Restaurant	\$16,000	25824		\$16,000
Bark N Bones On Main Pet Store	\$16,000	25824		\$16,000
Beautify Earth Organization	\$16,000	25824		\$16,000
Brandywine Quarry Inc	\$16,000	25824		\$16,000
BROWNS FUNERAL HOME	\$16,000	25824		\$16,000
Childrens Community Clinic	\$16,000	25824		\$16,000
Contra Costa CA	\$16,000	25824		\$16,000
Downtown Fort Worth	\$16,000	25824		\$16,000
Engauge Workforce Solutions Employment Services	\$16,000	25824		\$16,000
Erebus Story Haunted Attraction	\$16,000	25824		\$16,000
Ford Park	\$16,000	25824		\$16,000
Holden SouthCenter Assisted Living & Memory Care	\$16,000	25824		\$16,000
Korman Fine Jewelry Store	\$16,000	25824		\$16,000
Lawnwood Regional Medical Center	\$16,000	25824		\$16,000
Markwins Beauty Products Inc	\$16,000	25824		\$16,000
Milk	\$16,000	25824		\$16,000
Modesto Cannabis Dispensary	\$16,000	25824		\$16,000
New Home Rebates Realty	\$16,000	25824		\$16,000
New Moon Entertainment	\$16,000	25824		\$16,000
New York Health & Wellness	\$16,000	25824		\$16,000
Nurse-Family Partnership	\$16,000	25824		\$16,000
Oakland Addiction Medicine & Recovery Services	\$16,000	25824		\$16,000
Orthotech Orthotics & Prosthetics Center	\$16,000	25824		\$16,000
Palomar Health Medical Group	\$16,000	25824		\$16,000
PAXMAN	\$16,000	25824		\$16,000
Purple Onion Restaurant	\$16,000	25824		\$16,000
SAFETY CENTER ORG	\$16,000	25824		\$16,000
Scott Hale Plumbing Heating & Air	\$16,000	25824		\$16,000
Spokane Public Facilities District	\$16,000	25824		\$16,000
St Louis-KS City Carpenters Regional Council	\$16,000	25824		\$16,000
Sugar Land Holiday Lights Event	\$16,000	25824		\$16,000
SWING FACTORY GOLF SCH	\$16,000	25824		\$16,000
Texas Juvenile Justice Department	\$16,000	25824		\$16,000
VS Group FZC	\$16,000	25824		\$16,000
Rome Braves Baseball Team	\$15,998	25891		\$15,998
Raipher D Pellegrino & Assoc Attorneys	\$70,539	8373	\$54,546	\$15,993
Walpole Outdoor Design Center	\$15,990	25898		\$15,990
WOODBIDGE POOLS STORE	\$15,985	25901		\$15,985
WESTLAND SCHOOL	\$15,980	25912		\$15,980

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Bellevue Station Metropolitan District	\$37,910	14066	\$21,932	\$15,978
Sabre Industries	\$22,125	20987	\$6,149	\$15,976
GreenHouse Medical Cannabis Dispensary	\$19,114	23114	\$3,138	\$15,976
LINCOLN COUNTY SCHOOL	\$15,975	25915		\$15,975
TOWNS COUNTY GA	\$15,975	25915		\$15,975
Elite Roofing Supply Center	\$26,340	18595	\$10,368	\$15,972
Mouser Electronics	\$15,971	25919		\$15,971
Park Central Pain Medicine Assoc	\$15,971	25920		\$15,971
Unify Financial Credit Union	\$74,100	8029	\$58,130	\$15,970
Millcreek School District	\$15,962	25922		\$15,962
Shango Marijuana Dispensary	\$142,181	4452	\$126,220	\$15,961
PREMIERE STORE	\$21,427	21436	\$5,471	\$15,956
Alabama Media Group	\$15,952	25926		\$15,952
SHILOH PAVING&EXCAVATING	\$29,950	16954	\$14,000	\$15,950
Hobbytown USA Hobby Store	\$28,500	17585	\$12,550	\$15,950
Yakima Valley Farm Workers Clinic	\$117,153	5274	\$101,207	\$15,946
Newtown Savings Bank	\$45,548	12114	\$29,602	\$15,946
New York Liberty Basketball	\$15,946	25930		\$15,946
Blackfoot Telecommunications Group	\$30,442	16718	\$14,498	\$15,944
Firetron	\$15,942	25933		\$15,942
Texas Wine Country	\$19,687	22639	\$3,750	\$15,937
Martinez & Assoc Attorneys	\$36,233	14600	\$20,300	\$15,933
East Bay Municipal Utility District	\$19,861	22509	\$3,929	\$15,932
SAC Energy	\$23,010	20435	\$7,080	\$15,930
Best Dentist 4 Kids Clinic	\$17,928	24131	\$2,000	\$15,928
Kazars Electric Contractor	\$15,928	25939		\$15,928
Yasha Clark Attorney	\$17,675	24336	\$1,750	\$15,925
Emerald Coast Orthopedic	\$18,682	23451	\$2,762	\$15,920
WA529 Washington College Savings Plan	\$41,843	12986	\$25,924	\$15,919
Wildwood RV Park & Campground Resort	\$22,491	20785	\$6,572	\$15,919
Dairy Queen Restaurant	\$1,279,713	457	\$1,263,798	\$15,915
Sangamon County Department Of Public Health	\$15,913	25945		\$15,913
Marine Dock & Lift	\$15,912	25947		\$15,912
Capstone Health Services Foundation	\$28,408	17632	\$12,500	\$15,908
Regional Health Systems	\$18,906	23254	\$3,000	\$15,906
Milwaukee Repertory Theatre	\$18,500	23583	\$2,595	\$15,905
High Point Roofing	\$24,619	19517	\$8,715	\$15,904
Bricklayers & Allied Craftworkers	\$19,403	22906	\$3,500	\$15,903
Election Transparency Initiative	\$15,900	25956		\$15,900
Justice Resource Institute	\$15,900	25956		\$15,900
Leigh Agency Advertising Services	\$15,900	25956		\$15,900

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
LGN Mgt Llc	\$15,900	25956		\$15,900
Old Forester	\$15,900	25956		\$15,900
South Suburban Housing Center	\$15,900	25956		\$15,900
Fm Expansion Group Consulting	\$15,899	25956		\$15,899
Ditschman Local Dealer	\$194,684	3305	\$178,788	\$15,896
Three Fountains Dentistry	\$15,895	25970		\$15,895
W Entertainment Service	\$15,888	25974		\$15,888
Bethel Builders Llc	\$71,046	8318	\$55,160	\$15,886
Break The Knot	\$15,875	25979		\$15,875
DIXON PAINTING INC CONTR	\$22,670	20617	\$6,800	\$15,870
Pauls Pest Control	\$34,528	15168	\$18,662	\$15,866
Toms Cuban On The Go Restaurant	\$15,866	25983		\$15,866
Driscoll Health Plan	\$15,865	25984		\$15,865
Wellness Center	\$17,260	24688	\$1,400	\$15,860
Drury Lane Theatres	\$17,000	24890	\$1,141	\$15,859
Specialized Bicycle Components	\$43,752	12545	\$27,900	\$15,852
RoadRanger System	\$19,021	23162	\$3,170	\$15,851
Mexico	\$22,500	20730	\$6,650	\$15,850
Academy Of Notre Dame	\$15,850	25990		\$15,850
Dollar General Literacy Foundation	\$15,850	25991		\$15,850
Advanced Stimulation Technologies Inc	\$32,792	15769	\$16,950	\$15,842
Marlowes Restaurant	\$15,841	25996		\$15,841
Leonard Law Firm	\$65,650	8926	\$49,810	\$15,840
Aggieland Adventure Zoo & Safari Park	\$37,974	14046	\$22,134	\$15,840
Charles County Department Of Community Services	\$15,840	25997		\$15,840
Pine Belt Local Dealer	\$235,814	2726	\$219,977	\$15,837
ASPIRA OF PA ORG	\$15,837	25999		\$15,837
PARRISH REALTY	\$15,835	26000		\$15,835
Frankenmuth MI	\$15,832	26002		\$15,832
National Research Institute	\$15,826	26005		\$15,826
Merrillville Local Dealer	\$41,649	13042	\$25,824	\$15,825
Abernathy Roofing & Construction	\$15,825	26006		\$15,825
Life Wtr	\$15,825	26007		\$15,825
Dana Samet DDS	\$15,822	26010		\$15,822
Emerald Custom Pools	\$19,530	22756	\$3,715	\$15,815
Miles College	\$22,800	20541	\$6,986	\$15,814
Lassiter-Ware Insurance Agency	\$22,306	20873	\$6,492	\$15,814
We Care Clinic	\$15,814	26016		\$15,814
Funtopia USA	\$33,600	15477	\$17,788	\$15,812
Mobile County District Attorney	\$17,476	24532	\$1,666	\$15,810
Suzio York Hill Construction Co	\$15,810	26022		\$15,810

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Sesloc Federal Credit Union	\$53,350	10597	\$37,542	\$15,808
Curtis Liquors Store	\$60,795	9523	\$44,990	\$15,805
Kino College	\$15,803	26029		\$15,803
Rainbow Kids Clinic	\$25,706	18927	\$9,905	\$15,801
Law Office Of Bosquez & Siemens	\$33,800	15417	\$18,000	\$15,800
Bios Wellness Urgent Care	\$15,800	26032		\$15,800
MUBI CLOTHING STORE	\$15,800	26033		\$15,800
MULBERRY BUILDERS CONTR	\$15,800	26033		\$15,800
NORTH POINT MALL	\$15,800	26033		\$15,800
Pet Station Country Club	\$15,800	26033		\$15,800
College Of The Mainland	\$44,479	12392	\$28,682	\$15,797
Energy Cooperative	\$15,795	26041		\$15,795
PureLife Organics	\$15,795	26042		\$15,795
Rehbel Recreational Marijuana Store	\$15,794	26042		\$15,794
FW Webb Co	\$33,221	15601	\$17,428	\$15,793
Steel Roots Decor	\$15,793	26046		\$15,793
Arbors Apartments	\$35,556	14811	\$19,764	\$15,792
Stephanie Foster Attorney	\$49,487	11327	\$33,696	\$15,791
Premier Orthopaedics	\$27,953	17841	\$12,165	\$15,788
FIRST STREET CAR WASH	\$15,785	26051		\$15,785
Bowery Presents Theater	\$16,460	25427	\$684	\$15,776
Christopher Khorsandi MD	\$15,775	26062		\$15,775
EL Hollingsworth & Co	\$25,135	19216	\$9,362	\$15,773
Tidewell Hospice	\$15,772	26065		\$15,772
Harbor Hospice Center	\$34,260	15264	\$18,489	\$15,771
Rick Van Tran DDS	\$22,062	21031	\$6,300	\$15,762
Art Of The Brick Exhibition	\$15,758	26068		\$15,758
HARTLAUBS FURNITURE STR	\$15,757	26069		\$15,757
Art House Productions Organization	\$16,800	25081	\$1,044	\$15,756
Martin Zaehringer Law Office	\$24,545	19565	\$8,790	\$15,755
Glass Doctor Auto Service	\$20,345	22117	\$4,590	\$15,755
Bluetail Medical Group	\$15,750	26076		\$15,750
Commercial Solutions Roofing	\$15,750	26076		\$15,750
FELDMANS FARM & HOME STR	\$15,750	26076		\$15,750
FULTON REALTY	\$15,750	26076		\$15,750
G&S Oil Products Service	\$15,750	26076		\$15,750
GEORGIAS CLEAN AIR FORCE	\$15,750	26076		\$15,750
Hand To Shoulder Center	\$15,750	26076		\$15,750
HEAVEN HILL FARM	\$15,750	26076		\$15,750
House Of Window Coverings	\$15,750	26076		\$15,750
KTDO	\$15,750	26076		\$15,750

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Linnemann Realty	\$15,750	26076		\$15,750
Mesa Arts Center	\$15,750	26076		\$15,750
NS1	\$15,750	26076		\$15,750
Prime Trust	\$15,750	26076		\$15,750
Smoke Alley Shop	\$15,750	26076		\$15,750
Social 59 Eatery & Lounge Restaurant	\$15,750	26076		\$15,750
Fruitful & Blessed Ministries	\$15,749	26076		\$15,749
Capital Financial Advisory Group	\$87,870	6892	\$72,123	\$15,747
Summit Orthotics & Prosthetics	\$30,369	16756	\$14,622	\$15,747
Wanship Transportation	\$15,747	26104		\$15,747
Southern Smiles Dental Studio	\$15,741	26107		\$15,741
Wellspring Senior Living	\$19,405	22904	\$3,665	\$15,740
SPICERS BOAT CITY	\$104,389	5844	\$88,651	\$15,738
WOW CHILDRENS MUSEUM	\$24,717	19465	\$8,983	\$15,734
Doctor Cool & Professor Heat	\$26,990	18301	\$11,257	\$15,733
YAMAHA MOTORSPORTS DLR	\$41,825	12990	\$26,093	\$15,732
Mechanical HVAC Supply Store	\$15,728	26115		\$15,728
Mudflower Creative Media Advertising Service	\$15,724	26116		\$15,724
Farmers & Merchants State Bank	\$32,853	15745	\$17,130	\$15,723
DC Builders Contractor	\$15,722	26118		\$15,722
Deanos Travel Plaza	\$15,720	26120		\$15,720
DELLS BOAT TOURS	\$15,720	26120		\$15,720
Maryhaven Behavioral Healthcare Clinic	\$15,720	26120		\$15,720
Guns & Gold Pawn Shop	\$27,095	18240	\$11,380	\$15,715
GEORGES BUTCHER SHOP	\$25,735	18912	\$10,020	\$15,715
HeadsUp Guidance & Wellness Centers	\$15,715	26127		\$15,715
TUPAC AMARU SHAKUR FNDTN	\$15,714	26127		\$15,714
Americas Home Place Contractor	\$63,185	9225	\$47,476	\$15,709
Missouri Ayerco	\$15,705	26139		\$15,705
Charlies Air Conditioning & Heating Service	\$33,100	15641	\$17,396	\$15,704
Bordines Nursery	\$15,700	26139		\$15,700
Eastern Alliance Insurance	\$15,700	26141		\$15,700
Laramie WY	\$15,700	26141		\$15,700
Pennex Aluminum Co	\$15,700	26141		\$15,700
Phalen Leadership Academy	\$15,700	26141		\$15,700
Rick Looby Homes	\$15,700	26141		\$15,700
Highland Diamond Store	\$23,255	20320	\$7,560	\$15,695
Frog City Travel Plaza	\$15,694	26151		\$15,694
Route 44 Local Dealer	\$84,757	7111	\$69,067	\$15,690
Kirby Medical Center	\$63,281	9211	\$47,591	\$15,690
EPICUREAN KITCHEN STORE	\$19,271	22992	\$3,582	\$15,689

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Cookies Santa Ana Recreational Marijuana Shop	\$15,686	26156		\$15,686
Williams & Williams Real Estate Auctions	\$15,685	26158		\$15,685
Big Rock Partners Real Estate	\$25,981	18789	\$10,298	\$15,683
At Your Service Heating & Cooling	\$18,802	23336	\$3,121	\$15,681
JK&T Wings Restaurant	\$15,681	26160		\$15,681
Group 1 Local Dealer	\$82,881	7230	\$67,203	\$15,678
South Carolina Farm Bureau	\$15,675	26162		\$15,675
FAIR PRICE CARPETS STR	\$45,150	12215	\$29,476	\$15,674
LABADIES PATIO FURN OTLT	\$137,448	4590	\$121,775	\$15,673
Seven Counties Services	\$15,667	26170		\$15,667
Reid Health Hospital	\$56,985	10062	\$41,321	\$15,664
Gold Star Services Heating Cooling Plumbing Service	\$15,661	26175		\$15,661
Golden Ox Liquors & Bar	\$15,660	26177		\$15,660
COMMUNITY FOODBANK OF NJ	\$17,662	24346	\$2,009	\$15,653
Marathon Bank	\$20,575	21958	\$4,923	\$15,652
WOOD & WATERS SPORTS STR	\$134,190	4696	\$118,539	\$15,651
Crystal Heating & AC Contractor	\$40,819	13233	\$25,168	\$15,651
Evolve Real Estate Development	\$15,651	26183		\$15,651
Denver Public Health	\$23,600	20127	\$7,950	\$15,650
Babson College	\$15,650	26185		\$15,650
Crisis Service Of North AL	\$15,650	26185		\$15,650
David Wood & Assoc Marketing Service	\$15,650	26185		\$15,650
Great Lakes Wildlife Alliance	\$15,650	26185		\$15,650
Kidwell IT Services	\$15,650	26185		\$15,650
NK	\$15,646	26195		\$15,646
TOTINO-GRC CTHLC HGH SCH	\$23,230	20333	\$7,589	\$15,641
BitBoy Crypto	\$15,641	26199		\$15,641
Orange County Property Mgt	\$15,641	26200		\$15,641
J Key Roofing Contractor	\$15,639	26200		\$15,639
Bayou	\$28,244	17700	\$12,606	\$15,638
Beaumont Community Credit Union	\$15,636	26203		\$15,636
Ascensia Diabetes Care Medical Supply Retailer	\$15,635	26205		\$15,635
Macomb County Veterans Services	\$15,628	26211		\$15,628
Mid-Atlantic Media Hub Advertising	\$50,537	11076	\$34,912	\$15,625
Visiting Nurse Assn of Northern NJ	\$15,625	26212		\$15,625
Platt College	\$253,207	2535	\$237,587	\$15,620
EATONS BEACH	\$17,460	24545	\$1,840	\$15,620
Front & York Condominium Residences	\$15,620	26214		\$15,620
Goodblend Medical Marijuana Dispensary	\$15,617	26218		\$15,617
Marvel Entertainment Service	\$15,615	26220		\$15,615
Sherwood Forest Faire	\$28,212	17709	\$12,601	\$15,611

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Crawl Space Door Systems	\$15,609	26224		\$15,609
KVVU	\$15,608	26225		\$15,608
St Louis Sports Commission	\$15,608	26226		\$15,608
Virginia Beach Volunteer Rescue Squad	\$15,607	26226		\$15,607
AppBrain.com	\$15,603	26230		\$15,603
NORTH MIAMI POLICE DEPT	\$15,601	26233		\$15,601
Jorgensen Brownell & Pepin Attorneys	\$37,446	14232	\$21,846	\$15,600
SUMMIT RV SALES	\$32,688	15803	\$17,088	\$15,600
Fannin County GA	\$28,900	17390	\$13,300	\$15,600
JS Realty	\$19,500	22777	\$3,900	\$15,600
Synergy Home Heating	\$19,500	22777	\$3,900	\$15,600
Center For Cosmetic & Family Dentistry	\$18,000	23968	\$2,400	\$15,600
Collaborative Alliance Organization	\$15,600	26235		\$15,600
KNRJ	\$15,600	26235		\$15,600
Legent Orthopedic & Spine Hospital	\$15,600	26235		\$15,600
Radco Truck Accessory Center	\$15,600	26235		\$15,600
Rottler Pest & Lawn Control Services	\$15,600	26235		\$15,600
SPINE & WELLNESS CENTER	\$15,600	26235		\$15,600
Sumo Sushi & Hibachi House Restaurant	\$15,600	26235		\$15,600
UNITED REALTY	\$15,600	26235		\$15,600
USS Nightmare Haunted Boat Ride	\$15,600	26235		\$15,600
World Insurance Assoc	\$15,600	26235		\$15,600
WRIC	\$15,600	26235		\$15,600
Katzs Express Restaurant	\$115,957	5334	\$100,358	\$15,599
Florin Wellness Center Medical Marijuana Dispensary	\$27,477	18069	\$11,885	\$15,592
New Mexico Rental Car	\$15,589	26277		\$15,589
Reeds Ferry	\$45,740	12071	\$30,154	\$15,586
Jones Equipment Rental Sales & Service	\$21,844	21166	\$6,260	\$15,584
Forte Brothers Roofing Contractor	\$15,582	26279		\$15,582
Greystone OB/GYN	\$69,735	8469	\$54,154	\$15,581
Broadmoor Resort CO Springs	\$62,381	9312	\$46,800	\$15,581
Feel Rite Fresh Markets	\$20,140	22244	\$4,559	\$15,581
Happy Tummies Pediatric GI Clinic	\$15,579	26280		\$15,579
Christopher L Giddings Attorney	\$19,215	23034	\$3,646	\$15,569
VT Industries	\$17,258	24691	\$1,690	\$15,568
Joseph P Dwyer Veteran Peer Support Project Organization	\$21,710	21258	\$6,144	\$15,566
Citizens For Modern Transit Organization	\$31,140	16437	\$15,575	\$15,565
WRBQ	\$15,565	26286		\$15,565
AIDS AL Organization	\$15,562	26289		\$15,562
Dwight S Tyndall MD	\$38,592	13870	\$23,031	\$15,561
Wildlight Real Estate Development	\$95,394	6367	\$79,835	\$15,559

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
HCR MANORCARE HLTH SVC	\$22,821	20529	\$7,262	\$15,559
San Francisco Marin Food Bank	\$15,557	26297		\$15,557
KARI LOC DLR	\$24,075	19820	\$8,520	\$15,555
ITS STAFFING SERVICE	\$39,302	13649	\$23,750	\$15,552
American Tire & Auto Services	\$16,000	25824	\$449	\$15,551
Senior Medicare Patrol	\$15,550	26299		\$15,550
Lee & Kim Attorneys	\$15,545	26302		\$15,545
Bridal Cave	\$101,872	5961	\$86,330	\$15,542
Superwash Laundromat	\$15,540	26308		\$15,540
Great Dane	\$15,536	26311		\$15,536
Wyatt Underwood Law Firm	\$15,535	26313		\$15,535
Hayward Local Dealer	\$15,534	26313		\$15,534
San Leandro Local Dealer	\$15,534	26316		\$15,534
Washoe County Human Services Agency	\$15,534	26316		\$15,534
Santa Cruz County Health Services Agency	\$15,532	26316		\$15,532
Fred C Church Insurance Agency	\$15,530	26320		\$15,530
Pop-A-Lock Locking Service	\$26,520	18509	\$10,995	\$15,525
ADVANCE PACKAGING SVC	\$15,525	26322		\$15,525
Peoples Health Insurance	\$15,525	26323		\$15,525
AJs Good Time Bar	\$28,634	17522	\$13,110	\$15,524
Dave Mungenast Local Dealer	\$15,524	26323		\$15,524
Sheridan College	\$20,094	22281	\$4,574	\$15,520
Bee Cave TX	\$15,520	26326		\$15,520
CHRISTIAN HOSPITAL	\$18,875	23286	\$3,359	\$15,516
Adanta Sexual Assault Resource Center	\$15,516	26329		\$15,516
HealthChoice Clinic	\$15,515	26331		\$15,515
RockStar	\$15,510	26333		\$15,510
OCALA EYE SRGNS VSN CTR	\$70,846	8342	\$55,337	\$15,509
Xpress Test Center	\$15,506	26335		\$15,506
Donnie Hatcher Local Dealer	\$15,505	26336		\$15,505
Cohen Design & Marketing	\$15,501	26337		\$15,501
MAGNA INTL SEARCH SVC	\$15,501	26338		\$15,501
Affordable Heating & AC	\$26,700	18439	\$11,200	\$15,500
Mississippi Sports Medicine & Orthopaedic Center	\$22,000	21057	\$6,500	\$15,500
PRO TURF LANDSCAPING SVC	\$18,800	23339	\$3,300	\$15,500
Lafittes Crawfish Restaurant	\$18,600	23498	\$3,100	\$15,500
Artifex Financial Group	\$15,500	26338		\$15,500
Austin Fitness Clinic	\$15,500	26342		\$15,500
Dexcom	\$15,500	26342		\$15,500
Kentucky Trailer Technologies	\$15,500	26342		\$15,500
Moovers Chicago	\$15,500	26342		\$15,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
MSG SPORTS PROPERTIES	\$15,500	26342		\$15,500
Salon VeVo	\$15,500	26342		\$15,500
Scansource	\$15,500	26342		\$15,500
Toccoa Falls College	\$15,500	26342		\$15,500
Triangle Laser & Aesthetics	\$15,500	26342		\$15,500
VIA Christi Health Care System	\$15,500	26342		\$15,500
Precision Planting	\$15,499	26342		\$15,499
Prevedello Hettick Marketing	\$15,497	26363		\$15,497
Fireworks City Store	\$85,442	7057	\$69,947	\$15,495
Goodreads Press	\$15,493	26364		\$15,493
Compass Real Estate Group	\$15,491	26366		\$15,491
PENNSYLVANIA RV&CMPG ASN	\$99,637	6112	\$84,148	\$15,489
Ranch Local Dealer	\$18,589	23518	\$3,100	\$15,489
Orpheum Theatre	\$62,700	9278	\$47,212	\$15,488
Odd Moes Pizza Restaurant	\$15,488	26369		\$15,488
Blue Ridge Medical Center	\$15,485	26369		\$15,485
Veterans Security Operations Services	\$15,485	26371		\$15,485
Easterseals Goodwill Organization	\$15,484	26371		\$15,484
Lakeland Regional Medical Center	\$192,303	3351	\$176,820	\$15,483
Catherine Cook School	\$32,288	15965	\$16,806	\$15,482
Rapid Flush Sewer & Drain Cleaning Service	\$167,707	3810	\$152,226	\$15,481
Road Atlanta Raceway	\$63,180	9226	\$47,700	\$15,480
Tulsa Drillers Baseball Team	\$17,580	24411	\$2,100	\$15,480
Gainesville Dermatology & Aesthetic Center	\$35,962	14689	\$20,483	\$15,479
Journey Personal Appearance	\$15,475	26380		\$15,475
Show Me Hope MO Helpline	\$15,475	26380		\$15,475
Southeast Family Services	\$15,475	26380		\$15,475
Steel Supplements	\$15,473	26384		\$15,473
McGowan & Cecil Attorneys	\$15,471	26386		\$15,471
By The Bay Health Hospice Service	\$15,466	26391		\$15,466
Ryu Apparel	\$15,465	26394		\$15,465
Adrienne Arsht Center For The Performing Arts	\$21,000	21651	\$5,536	\$15,464
Midori Japanese Restaurant	\$19,888	22497	\$4,424	\$15,464
Pacific Beverage	\$39,688	13540	\$24,225	\$15,463
EIF Entertainment Industry Foundation	\$15,460	26400		\$15,460
Green Pointe Homes	\$30,016	16881	\$14,557	\$15,459
Footprint	\$15,458	26401		\$15,458
Coinstar	\$15,457	26402		\$15,457
Tia Health	\$15,456	26406		\$15,456
Sports Show Specialists Gun & Knife Show	\$73,432	8096	\$57,978	\$15,454
Great Kolor Advertising Service	\$17,950	24107	\$2,500	\$15,450

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Black Pearl Home Care Service	\$15,450	26410		\$15,450
Field Of Screams Haunted House	\$15,450	26410		\$15,450
Nueces County TX	\$15,450	26410		\$15,450
Rair Cannabis Store	\$15,450	26410		\$15,450
Thomas Products	\$15,450	26410		\$15,450
BI STATE RE DEV	\$22,743	20592	\$7,298	\$15,445
SkyGuard Roofing & Siding Contractor	\$15,445	26419		\$15,445
Mahsheed Real Estate	\$15,443	26421		\$15,443
EPHRAIM DOUMATO JEWELERS	\$30,786	16569	\$15,346	\$15,440
Apothecary Farms Dispensary	\$15,440	26422		\$15,440
VEBA Resource Center	\$15,437	26423		\$15,437
A Plus Roofing Solutions Contractor	\$15,435	26425		\$15,435
Ed Watkins Marine	\$15,429	26426		\$15,429
Naskal Investments	\$21,548	21350	\$6,122	\$15,426
Mountain Valley Maintenance Services	\$15,421	26431		\$15,421
KERN COUNTY FAIR	\$15,420	26433		\$15,420
Keystone Shops Medical Marijuana Dispensary	\$15,410	26442		\$15,410
Devon Industrial Service	\$19,985	22448	\$4,581	\$15,404
CHILDRENS HOSPITAL OF AL	\$26,851	18370	\$11,450	\$15,401
Legacy Restaurant	\$26,990	18302	\$11,590	\$15,400
Heartland Family Service	\$16,150	25689	\$750	\$15,400
Hart Sharp Pictures	\$15,400	26448		\$15,400
Local Media Outdoor Advertising	\$15,400	26448		\$15,400
One Star TV	\$15,400	26448		\$15,400
Prestige Real Estate	\$15,400	26448		\$15,400
Rejuvenation MD Wellness Center	\$15,400	26448		\$15,400
Westmoreland County Food Bank Inc	\$15,400	26448		\$15,400
WVTV	\$15,400	26448		\$15,400
Musca Law	\$78,995	7550	\$63,600	\$15,395
Thurman Orthodontics	\$100,742	6030	\$85,350	\$15,392
East TX Community Foundation	\$15,390	26473		\$15,390
Technip	\$15,390	26475		\$15,390
MINNESOTA RUSCO CO	\$15,389	26475		\$15,389
Foo Fighters Personal Appearance	\$17,388	24586	\$2,000	\$15,388
Navajo	\$19,530	22757	\$4,150	\$15,380
AM/NS Calvert	\$15,380	26481		\$15,380
CIGARETTE STORE	\$71,688	8255	\$56,312	\$15,376
Bangor Savings Bank	\$15,375	26483		\$15,375
Kopelman & Kopelman Attorneys	\$15,375	26484		\$15,375
Ledoux Insurance Agency	\$15,375	26484		\$15,375
MASCHMEYER CONCRETE CO	\$15,372	26489		\$15,372

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Club Pilates Center	\$23,420	20226	\$8,049	\$15,371
Villa Del Mar Restaurant	\$23,674	20081	\$8,313	\$15,361
Bugsys Blinds Store	\$54,339	10429	\$38,982	\$15,357
Loon	\$15,357	26497		\$15,357
Gotham Point Apartments	\$15,350	26500		\$15,350
Great Lakes Inter-Tribal Council	\$15,350	26500		\$15,350
Stockton Mortgage Co	\$44,790	12327	\$29,450	\$15,340
ADAMH Center For Mental Health	\$15,340	26505		\$15,340
HEARST DIGITAL MEDIA	\$15,337	26506		\$15,337
Halifax County Health Department	\$33,944	15378	\$18,608	\$15,336
Hero Heating & Air Services	\$15,336	26508		\$15,336
True Shot Gun Store	\$15,336	26509		\$15,336
Sasser Insurance Agency	\$39,139	13685	\$23,804	\$15,335
WAKX	\$15,333	26512		\$15,333
Grants Farm	\$15,331	26512		\$15,331
Hissho Sushi Restaurant	\$15,330	26514		\$15,330
TANDEM HEALTHCARE SYSTEM	\$15,328	26516		\$15,328
WESTERN OIL CO	\$15,328	26516		\$15,328
WOODS BROS REALTY	\$58,846	9796	\$43,521	\$15,325
BLANK PARK ZOO	\$15,325	26519		\$15,325
Safe & Sound	\$15,324	26522		\$15,324
Aespa Personal Appearance	\$15,322	26524		\$15,322
PROTOGYROU & RIGNEY ATTY	\$15,322	26525		\$15,322
CLUB RISQUE NIGHTCLUB	\$37,001	14355	\$21,680	\$15,321
Totality Medispa	\$15,321	26525		\$15,321
FC Dallas Soccer Team	\$17,000	24890	\$1,680	\$15,320
Prince Georges County Family Justice Center Organization	\$15,320	26528		\$15,320
Tisdell Law Firm	\$15,317	26530		\$15,317
Acero Schools Chicago	\$15,312	26535		\$15,312
Baker Demonstration School	\$15,312	26536		\$15,312
Experimental Station	\$15,312	26536		\$15,312
McEntire Produce	\$17,855	24192	\$2,546	\$15,309
Kensington Investment Group Real Estate	\$15,306	26541		\$15,306
NNP RES&DEV RE AGENCY	\$15,305	26541		\$15,305
Sierra Pacific	\$15,302	26545		\$15,302
Miyabi Japanese Restaurant	\$31,501	16260	\$16,200	\$15,301
MYSTIC SEAPORT MUSEUM	\$26,050	18735	\$10,750	\$15,300
Calvary Chapel Fellowship	\$23,000	20438	\$7,700	\$15,300
Builder Supply Outlet	\$22,500	20730	\$7,200	\$15,300
Dental Leap Marketing Service	\$15,300	26548		\$15,300
Farmington Polo Club	\$15,300	26548		\$15,300

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Pregnancy Network	\$15,300	26548		\$15,300
San Francisco Pride Organization	\$15,300	26548		\$15,300
ImmunoTek Bio Centers	\$81,114	7364	\$65,817	\$15,297
Cooper Hurley Lawyers	\$28,735	17488	\$13,439	\$15,296
Kozloff Stoudt Attorneys	\$33,503	15514	\$18,210	\$15,293
Coastal Americare	\$15,293	26565		\$15,293
Adelphia Restaurant	\$49,868	11236	\$34,578	\$15,290
River City Phoenix Medical Marijuana Dispensary	\$238,962	2698	\$223,674	\$15,288
SMA Group Consultants	\$15,288	26567		\$15,288
Athens Orthopedic Clinic	\$51,537	10891	\$36,250	\$15,287
Cheatham County Community Enhancement Coalition	\$36,649	14459	\$21,362	\$15,287
Gerber Auto Collision Service	\$20,977	21713	\$5,690	\$15,287
Baton Rouge Christian Classical School	\$15,287	26568		\$15,287
MADISON MEMORIAL HOSP	\$32,710	15798	\$17,424	\$15,286
MOTUL	\$20,283	22151	\$5,000	\$15,283
Hero Power	\$15,280	26576		\$15,280
Live The Life Organization	\$15,280	26576		\$15,280
Milwaukee Symphony Orchestra	\$15,280	26576		\$15,280
Richland Center Tourism	\$15,280	26576		\$15,280
Campus Federal Credit Union	\$266,595	2400	\$251,317	\$15,278
LORING&CO FINE JEWELERS	\$78,382	7606	\$63,106	\$15,276
MD2 Concierge Doctors	\$16,001	25819	\$725	\$15,276
Bill Bryan Local Dealer	\$37,964	14050	\$22,692	\$15,272
ALL AMERICAN TREE SVC	\$15,270	26589		\$15,270
Christmas Made In The South	\$15,270	26590		\$15,270
Akbar Law Firm	\$33,516	15507	\$18,248	\$15,268
Top Shelf Wellness Center	\$41,814	12994	\$26,547	\$15,267
Air Ductors Contractors	\$17,070	24844	\$1,805	\$15,265
Childrens Network Of Southwest FL Organization	\$15,262	26595		\$15,262
Mercer Health Hospital	\$34,762	15089	\$19,503	\$15,259
Canadys Air Conditioning & Heating	\$59,895	9674	\$44,640	\$15,255
Shockwave Electric Store	\$15,255	26598		\$15,255
Arcteryx	\$83,104	7217	\$67,850	\$15,254
Givaudan	\$15,250	26602		\$15,250
Maximo Tax Service	\$15,250	26604		\$15,250
OPTION 1 REALTY	\$15,250	26604		\$15,250
QC Wellness Pharmacy & QuickCare	\$15,250	26604		\$15,250
RENO AIR RACES	\$15,250	26604		\$15,250
Louis Anthony Jewelers	\$142,260	4445	\$127,016	\$15,244
Columbus Technical College	\$50,338	11117	\$35,095	\$15,243
SEASTREAK FERRY BOAT	\$15,238	26616		\$15,238

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Federal Bureau Of Prisons	\$38,861	13797	\$23,625	\$15,236
Youngbloods Capetown RV Supercenter	\$20,144	22240	\$4,909	\$15,235
On The Edge Promotions Co	\$15,234	26621		\$15,234
Brand Society	\$15,232	26621		\$15,232
Illinois Bureau Of Tourism	\$15,232	26623		\$15,232
Smile Center For Kids	\$20,531	21995	\$5,300	\$15,231
Folio Offices Coworking Space	\$15,229	26626		\$15,229
Tallahah CBD & Juicebar Store	\$15,229	26627		\$15,229
Diamontrigue Jewelry Store	\$74,168	8021	\$58,940	\$15,228
309 Marketing Service	\$51,352	10929	\$36,124	\$15,228
Vicinia Gardens	\$15,228	26629		\$15,228
Partners Behavioral Health Mgt	\$15,223	26633		\$15,223
Thos Somerville Heating Plumbing & AC	\$21,634	21293	\$6,419	\$15,215
AMERICAN FIREWORKS CO	\$17,412	24565	\$2,200	\$15,212
2nd Avenue Thrift Superstore	\$15,211	26642		\$15,211
WISN	\$80,267	7437	\$65,058	\$15,209
Ironhead Roofing Contractor	\$45,475	12147	\$30,266	\$15,209
Danimals	\$15,208	26645		\$15,208
HAHN ROOFING	\$15,204	26649		\$15,204
Mr Nobody Auto Repair & Tire Shop	\$15,204	26651		\$15,204
Love Wellness	\$23,800	20015	\$8,600	\$15,200
Eastern KY University	\$20,825	21792	\$5,625	\$15,200
Cooper Steel	\$15,200	26655		\$15,200
DE ROBERTIS JEWELERS	\$15,200	26655		\$15,200
EZCarSale.com Local Dealer	\$15,200	26655		\$15,200
Greene County NC	\$15,200	26655		\$15,200
Herbert & Eberstein Attorneys	\$15,200	26655		\$15,200
Illume Cosmetic Surgery & Medspa	\$15,200	26655		\$15,200
NEBRASKA SAFETY COUNCIL	\$15,200	26655		\$15,200
Plant Food Systems	\$15,200	26655		\$15,200
Harry P Leu Gardens	\$33,448	15538	\$18,255	\$15,193
Fleet Feet Sports Store	\$19,575	22728	\$4,385	\$15,190
Juicy Seafood Restaurant	\$515,975	1212	\$500,787	\$15,188
Carter Hill Homes	\$26,550	18493	\$11,362	\$15,188
Cristal Cosmetics Store	\$15,187	26671		\$15,187
Les Stanford Local Dealer	\$32,768	15777	\$17,587	\$15,181
Maples	\$28,766	17469	\$13,590	\$15,176
Gwinnett County Police Department	\$225,055	2851	\$209,883	\$15,172
Goldenvoice Production Co	\$15,172	26684		\$15,172
STEVE HALEGUA DC	\$37,506	14187	\$22,335	\$15,171
Successful Aging Care Services	\$16,399	25472	\$1,228	\$15,171

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Elliotts Floor Store	\$15,168	26686		\$15,168
Talroo Staffing Services	\$56,766	10093	\$41,600	\$15,166
Misurelli Sorensen Heating & Air Conditioning	\$22,794	20554	\$7,629	\$15,165
Jefferson Surgical Clinic	\$45,492	12139	\$30,328	\$15,164
Petersen Automotive Museum	\$15,163	26692		\$15,163
POG Marketing	\$42,626	12806	\$27,464	\$15,162
MCKENNEY SALINAS LOC DLR	\$25,992	18776	\$10,830	\$15,162
LEWIS&WRIGHT FUNERAL HM	\$15,162	26694		\$15,162
Jacksonville Total Care Foundation	\$15,160	26699		\$15,160
Century Casino Cripple Creek	\$112,596	5482	\$97,439	\$15,157
Sculpt Aesthetics Clinic	\$15,157	26707		\$15,157
City Of Dank Cannabis Dispensary	\$39,390	13621	\$24,240	\$15,150
Robert Kiyosaki Personal Appearance	\$15,150	26710		\$15,150
Hammerheads Freds Restaurant	\$41,197	13148	\$26,058	\$15,139
HEALTHSTAR PHYSICIANS	\$64,288	9095	\$49,153	\$15,135
O2b Kids College Preschool	\$26,412	18564	\$11,285	\$15,127
ATCO	\$20,625	21921	\$5,500	\$15,125
Bin Scrub Service	\$15,125	26720		\$15,125
Connecticut Higher Education Trust	\$15,120	26723		\$15,120
East Athens Family Vision	\$15,120	26724		\$15,120
Picadelis Pub & Deli Restaurant	\$15,120	26724		\$15,120
King Door Co	\$31,212	16394	\$16,100	\$15,112
GKontos Roofing Specialists	\$15,112	26732		\$15,112
Harvest Natural Market	\$15,111	26734		\$15,111
Letigo Business Service	\$47,633	11701	\$32,524	\$15,109
Jewelers Mutual Insurance	\$27,111	18229	\$12,006	\$15,105
Addison House Furniture Store	\$24,600	19529	\$9,500	\$15,100
Token Farms Cannabis Store	\$22,150	20971	\$7,050	\$15,100
Carpenters District Council Of St Louis Union	\$15,100	26740		\$15,100
Devries Outdoor Furniture Store	\$15,100	26741		\$15,100
Health Foundation Of Greater Indianapolis	\$15,100	26741		\$15,100
PureWest Real Estate	\$15,100	26741		\$15,100
To Kai Japanese Restaurant	\$15,099	26741		\$15,099
Worcester Community Action Council	\$15,099	26750		\$15,099
ATTC	\$34,435	15205	\$19,337	\$15,098
WILMORITE RE	\$15,096	26753		\$15,096
Kenetrek	\$15,092	26755		\$15,092
H&A INTL JEWELERS	\$29,913	16964	\$14,823	\$15,090
Natchez Morice MD	\$147,152	4300	\$132,066	\$15,086
HOBBS JEWELERS	\$29,366	17201	\$14,280	\$15,086
CTI Foods	\$15,086	26757		\$15,086

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Richmond County Tax Commissioners	\$15,085	26758		\$15,085
Comfort Zone Heating & Cooling Service	\$15,083	26761		\$15,083
Q In The Lou BBQ Festival	\$15,080	26763		\$15,080
Stonescape Steel Roofing Contractor	\$31,994	16092	\$16,915	\$15,079
N&M Cooling & Heating	\$117,218	5268	\$102,141	\$15,077
Connecticut Assn Of Realtors	\$15,076	26763		\$15,076
NEW HORIZONS IN AUTISM	\$15,075	26766		\$15,075
San Antonio ISD Board Of Trustees Election	\$15,075	26767		\$15,075
Las Palmas Mexican Restaurant	\$41,354	13115	\$26,282	\$15,072
King Of Prussia District	\$97,788	6221	\$82,717	\$15,071
Bacon Park Golf Course	\$15,071	26770		\$15,071
King Of Budz Medical Marijuana Dispensary	\$15,071	26770		\$15,071
Bluegrass Medical Aesthetics Clinic	\$27,200	18184	\$12,130	\$15,070
Sands Ocean Club Resort	\$27,852	17887	\$12,783	\$15,069
KS Mgt Inc Realty	\$15,067	26770		\$15,067
East Central Community College	\$19,435	22881	\$4,370	\$15,065
Deans Oil & Gas Co	\$15,064	26773		\$15,064
Sun Tan City Center	\$53,873	10505	\$38,814	\$15,059
Kleenex	\$26,969	18310	\$11,911	\$15,058
David Dekle Law Firm	\$23,341	20284	\$8,286	\$15,055
Beyond Hello Dispensary	\$64,495	9070	\$49,443	\$15,052
L&H DISTRIBUTING	\$28,992	17355	\$13,940	\$15,052
Roxbury Community College	\$51,350	10931	\$36,300	\$15,050
Westshore Alliance	\$15,050	26785		\$15,050
PROFESSIONAL FAM CR SVC	\$20,048	22303	\$5,000	\$15,048
Medicine Woman Medical Marijuana Dispensary	\$47,370	11749	\$32,324	\$15,046
Jurassic Quest Drive-Thru Event	\$15,045	26789		\$15,045
San Antonio Independent School District	\$15,040	26795		\$15,040
Northwest Community/Sch	\$23,037	20422	\$8,009	\$15,028
PrimeAds Outdoor Media	\$15,027	26801		\$15,027
Stickley Audi & Co	\$15,025	26802		\$15,025
Signals Gas Station	\$25,014	19276	\$9,993	\$15,021
FIGat7th Shopping Center	\$44,269	12437	\$29,250	\$15,019
Charter School Capital	\$15,017	26808		\$15,017
Ven Johnson Attorney & Counselor	\$51,147	10971	\$36,134	\$15,013
ZURCHERS DISC STORE	\$15,011	26814		\$15,011
Seafood World Restaurant	\$34,644	15130	\$19,635	\$15,009
Lakeshore Cosmetic Center	\$15,006	26816		\$15,006
Latinos Furniture Store	\$15,002	26818		\$15,002
Karen Ann Ulmer Attorney	\$52,193	10780	\$37,192	\$15,001
Blake Maislin Attorney	\$187,900	3423	\$172,900	\$15,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Zeus Network	\$67,000	8772	\$52,000	\$15,000
State Health Insurance Program	\$38,700	13840	\$23,700	\$15,000
Tompkins Bank Of Castile	\$36,000	14663	\$21,000	\$15,000
WVTM	\$35,000	14982	\$20,000	\$15,000
City Of Wilkes-Barre Department Of Health	\$30,000	16888	\$15,000	\$15,000
Great Plains Realty	\$30,000	16888	\$15,000	\$15,000
South Bay Cleaning Service	\$30,000	16888	\$15,000	\$15,000
Spokane Shock Arena Football	\$26,000	18751	\$11,000	\$15,000
Midtown Athletic Club	\$20,000	22337	\$5,000	\$15,000
Greater Palm Springs CA	\$17,000	24890	\$2,000	\$15,000
Watershed Pub & Kitchen Restaurant	\$16,500	25348	\$1,500	\$15,000
A Charlie Brown Christmas	\$15,000	26820		\$15,000
Abstract Roofing & Construction	\$15,000	26823		\$15,000
ACE Resource Network	\$15,000	26823		\$15,000
American Conservation Coalition	\$15,000	26823		\$15,000
Americas Best Choice Windows & More Store	\$15,000	26823		\$15,000
APS Automatic Payroll Systems	\$15,000	26823		\$15,000
BATS Global Markets	\$15,000	26823		\$15,000
Bavarian Auto Repair	\$15,000	26823		\$15,000
Bell Works Office Space Center	\$15,000	26823		\$15,000
Bent Nails Contractor	\$15,000	26823		\$15,000
BREC RECREATION CENTER	\$15,000	26823		\$15,000
Brickhouse At Lamar Station Apartments	\$15,000	26823		\$15,000
Brown Paindiris & Scott Attorneys	\$15,000	26823		\$15,000
Carahsoft Technology Corp	\$15,000	26823		\$15,000
Care For Me Home Health Services	\$15,000	26823		\$15,000
Case Credit Union	\$15,000	26823		\$15,000
Cemex Industrial	\$15,000	26823		\$15,000
CHAMPION RENT TO OWN	\$15,000	26823		\$15,000
Champions Of Magic Show	\$15,000	26823		\$15,000
Charlotte Ballet	\$15,000	26823		\$15,000
Charlotte Football Club	\$15,000	26823		\$15,000
Charlotte Symphony	\$15,000	26823		\$15,000
Child Care Resource&Rfrl	\$15,000	26823		\$15,000
Circa Apartments	\$15,000	26823		\$15,000
City Parks Foundation Sporting Event	\$15,000	26823		\$15,000
Cocola Broadcasting Co	\$15,000	26823		\$15,000
Community Cancer Center	\$15,000	26823		\$15,000
Credit Connection	\$15,000	26823		\$15,000
Dan Phillips Construction Contractor	\$15,000	26823		\$15,000
Delilahs Night Club	\$15,000	26823		\$15,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Diane Allen & Assoc Advertising Service	\$15,000	26823		\$15,000
Driscoll Elevator Services	\$15,000	26823		\$15,000
DYNAMIC EXTERIORS	\$15,000	26823		\$15,000
Earthscape Supply Services	\$15,000	26823		\$15,000
Eastside Distilling	\$15,000	26823		\$15,000
Edbe Clothing Store	\$15,000	26823		\$15,000
ERIE BEER DISTRUBUTORS	\$15,000	26823		\$15,000
EUREKA COLLEGE	\$15,000	26823		\$15,000
Fatboys Restaurant	\$15,000	26823		\$15,000
Fix-A-Pool Services	\$15,000	26823		\$15,000
FLOOR KING CRPT ONE STR	\$15,000	26823		\$15,000
Foo Foo Festival	\$15,000	26823		\$15,000
Franklin Insurance Agency	\$15,000	26823		\$15,000
Freshie	\$15,000	26823		\$15,000
GermTech Store	\$15,000	26823		\$15,000
Glock Store	\$15,000	26823		\$15,000
Good Care Agency	\$15,000	26823		\$15,000
Good Care Medical Center	\$15,000	26823		\$15,000
Guido Law Firm	\$15,000	26823		\$15,000
High Tech Solutions	\$15,000	26823		\$15,000
Homepad Lending	\$15,000	26823		\$15,000
Hot Tub Factory	\$15,000	26823		\$15,000
ICON PARKING SYSTEMS	\$15,000	26823		\$15,000
INTERFAITH MEDICAL CTR	\$15,000	26823		\$15,000
Jazz Apple	\$15,000	26823		\$15,000
Johnson C Smith University	\$15,000	26823		\$15,000
Kantrowitz Goldhamer & Graifman Attorneys	\$15,000	26823		\$15,000
Kasparians Paint Center	\$15,000	26823		\$15,000
Kay Collection Beauty Supply Store	\$15,000	26823		\$15,000
Keep Indianapolis Beautiful	\$15,000	26823		\$15,000
Kentuckiana Regional Planning & Development Agency	\$15,000	26823		\$15,000
Kids Dental Brands Services	\$15,000	26823		\$15,000
KUSA	\$15,000	26823		\$15,000
Law Offices Of Goldberg & Lbarra	\$15,000	26823		\$15,000
Lucid Lands Games	\$15,000	26823		\$15,000
Luxury Psychiatry & Medical Spa	\$15,000	26823		\$15,000
Manhattan Charter School	\$15,000	26823		\$15,000
Matthews Intl	\$15,000	26823		\$15,000
Memorial Baptist School	\$15,000	26823		\$15,000
Miami Intl Holdings	\$15,000	26823		\$15,000
Mid Eastern Chrome Stop Automotive Parts Store	\$15,000	26823		\$15,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Miracle Leaf Health Centers	\$15,000	26823		\$15,000
Moss Capital Mgt	\$15,000	26823		\$15,000
MSK Mgt Services	\$15,000	26823		\$15,000
New York 811 Organization	\$15,000	26823		\$15,000
Nexo Capital	\$15,000	26823		\$15,000
Nice	\$15,000	26823		\$15,000
Nium	\$15,000	26823		\$15,000
Novatech	\$15,000	26823		\$15,000
Occupation Films	\$15,000	26823		\$15,000
Overtime Elite	\$15,000	26823		\$15,000
Oxiline	\$15,000	26823		\$15,000
Penn Museum	\$15,000	26823		\$15,000
Perry Street Software	\$15,000	26823		\$15,000
Pharos Academy Charter School	\$15,000	26823		\$15,000
PHILLY POPS SYMPHONY	\$15,000	26823		\$15,000
PMA Records Llc	\$15,000	26823		\$15,000
Popovich Comedy Pet Theater	\$15,000	26823		\$15,000
Potluck Expo CBD Store	\$15,000	26823		\$15,000
Razer	\$15,000	26823		\$15,000
Roane State Community College	\$15,000	26823		\$15,000
Scope Property Mgt	\$15,000	26823		\$15,000
Sean Leoni MD	\$15,000	26823		\$15,000
SilverLine Window & Door Contractor	\$15,000	26823		\$15,000
Sixty Four & Hope Cannabis Dispensary	\$15,000	26823		\$15,000
Solum Construction Contractor	\$15,000	26823		\$15,000
Standard Mortgage Co	\$15,000	26823		\$15,000
STOCKTON CA	\$15,000	26823		\$15,000
Style Advertising	\$15,000	26823		\$15,000
Swim School	\$15,000	26823		\$15,000
TENNESSEE FITNESS SPA	\$15,000	26823		\$15,000
Terrapin Care Station	\$15,000	26823		\$15,000
TIB Pharmacy	\$15,000	26823		\$15,000
TMG Records	\$15,000	26823		\$15,000
Torklaw Law Firm	\$15,000	26823		\$15,000
Translational Genomics Research Institute	\$15,000	26823		\$15,000
Unicare	\$15,000	26823		\$15,000
USA.gov	\$15,000	26823		\$15,000
Village Of Rosemont Conference Center	\$15,000	26823		\$15,000
Waydamin Merch Clothing Store	\$15,000	26823		\$15,000
William Peace University	\$15,000	26823		\$15,000
WKBD	\$15,000	26823		\$15,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Wulfs Fish Seafood Wholesale	\$15,000	26823		\$15,000
Holiday Local Dealer	\$49,662	11282	\$34,664	\$14,998
Greenville-Spartanburg Airport District Authority	\$29,998	16888	\$15,000	\$14,998
Detroit City FC	\$29,620	17091	\$14,630	\$14,990
FTX Arena	\$14,990	27003		\$14,990
BuzzPatch	\$14,988	27007		\$14,988
Neighborhood Health Plan Of RI	\$101,324	5991	\$86,340	\$14,984
Frederick County Executive Office	\$14,982	27013		\$14,982
Texas Trust Credit Union	\$31,074	16464	\$16,095	\$14,979
NuLease Medical Solutions Clinic	\$18,720	23431	\$3,744	\$14,976
Alvins Off Road Playground	\$14,975	27018		\$14,975
Monica Rich Kosann	\$20,682	21895	\$5,714	\$14,968
Falcon Law Firm	\$37,714	14130	\$22,750	\$14,964
National Clinical Research	\$14,962	27022		\$14,962
SENER REALTORS	\$19,960	22459	\$5,000	\$14,960
Nazars Fine Jewelry Store	\$140,902	4491	\$125,944	\$14,958
Pockets Restaurant	\$35,953	14690	\$20,998	\$14,955
Vancouver Coastal Health	\$14,952	27025		\$14,952
NEW JERSEY STATE LOTTERY	\$1,927,193	288	\$1,912,243	\$14,950
WAUNAKEE REMODELING	\$59,950	9667	\$45,000	\$14,950
Trinity Trailer Mfg	\$29,390	17187	\$14,440	\$14,950
Magic Of Lights Event	\$14,950	27027		\$14,950
HOLISTIC HEALTH CENTER	\$33,541	15494	\$18,593	\$14,948
Hudson Headwaters Health Network	\$69,859	8453	\$54,914	\$14,945
Positive Resource Center Organization	\$33,396	15551	\$18,456	\$14,940
Bold Catering & Design Service	\$14,940	27034		\$14,940
Inventions Intl Patent Law	\$14,940	27036		\$14,940
Showgirls Cabaret Night Club	\$19,494	22841	\$4,560	\$14,934
SUNDANCE CATALOG OUTLET	\$14,928	27053		\$14,928
New York Racing Assn	\$14,927	27053		\$14,927
EMISSIONS	\$14,925	27055		\$14,925
Gallery Design Center	\$14,925	27056		\$14,925
Hundred Acres Manor	\$14,925	27056		\$14,925
Northeast Valley Health Corp	\$14,925	27056		\$14,925
Rhode Island Bankruptcy Center	\$26,922	18331	\$12,000	\$14,922
Dragon Alliance	\$18,047	23936	\$3,129	\$14,918
Central Power Systems & Services	\$14,917	27064		\$14,917
Cypress Equities	\$14,915	27065		\$14,915
DESERT LAKES RE AGENCY	\$49,723	11264	\$34,810	\$14,913
Northgate Ranch Real Estate Development	\$14,913	27067		\$14,913
Raleys Furniture Store	\$14,913	27069		\$14,913

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
US Government	\$14,910	27071		\$14,910
Hendrick Hoover Local Dealer	\$14,904	27073		\$14,904
Terry Fator Personal Appearance	\$20,303	22134	\$5,400	\$14,903
St Charles Boat & Motor	\$21,124	21586	\$6,222	\$14,902
FEELIN GROOVY MSG SVC	\$34,703	15113	\$19,802	\$14,901
Anser	\$14,900	27077		\$14,900
Bay Street Orthopaedics & Spine	\$14,900	27078		\$14,900
Classic Homes Contractor	\$14,900	27078		\$14,900
Lake Ann Camp & Retreat Center	\$14,900	27078		\$14,900
Doar Drill & Skow Attorneys	\$26,781	18402	\$11,885	\$14,896
Crain RV	\$14,895	27087		\$14,895
Southwestern IL College	\$53,140	10624	\$38,251	\$14,889
KB REALTY MGT INC	\$22,089	21020	\$7,200	\$14,889
CDTA Capital District Transportation Authority	\$20,125	22255	\$5,236	\$14,889
Georgia Events	\$14,880	27097		\$14,880
4 Wheel Parts Wholesaler	\$84,208	7149	\$69,329	\$14,879
Orthopaedic Assoc	\$65,350	8973	\$50,471	\$14,879
Southwest MO Bank	\$23,175	20361	\$8,300	\$14,875
Marina Caregivers Cannabis Dispensary	\$14,875	27103		\$14,875
Marlene Meyerson Jewish Community Center	\$14,875	27103		\$14,875
POL-City Controller	\$14,875	27103		\$14,875
Welcome Home Realty	\$14,872	27115		\$14,872
Muskegon Museum Of Art	\$19,343	22945	\$4,475	\$14,868
New Jersey Spine & Wellness Sports Medicine Center	\$101,302	5993	\$86,435	\$14,867
HSD Tiki Holdings Real Estate Developer	\$14,865	27117		\$14,865
HSD Holdings	\$14,864	27120		\$14,864
Blue Ivey School	\$22,313	20867	\$7,458	\$14,855
Penteledata	\$160,848	3949	\$145,998	\$14,850
MV Transportation Service	\$16,350	25514	\$1,500	\$14,850
HEARTLAND COMM/SVC	\$14,850	27125		\$14,850
POLAR BEVERAGE CO	\$14,850	27125		\$14,850
SEIU United Healthcare Workers	\$14,850	27125		\$14,850
Gormans Home Furnishings & Interior Design Furniture Store	\$74,280	8011	\$59,431	\$14,849
Blount Memorial Hospital	\$157,075	4030	\$142,232	\$14,843
ISOFUSION	\$23,707	20065	\$8,865	\$14,842
Arkansas Mailing Service	\$19,120	23109	\$4,280	\$14,840
Advance Business Systems	\$66,000	8887	\$51,165	\$14,835
Kennesaw Local Dealer	\$56,086	10184	\$41,256	\$14,830
Horn & Kelley Attorneys	\$14,825	27143		\$14,825
IUE/CWA UNION	\$15,824	26007	\$1,000	\$14,824
H&H Enterprises Auto Service	\$15,732	26112	\$909	\$14,823

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Kuranda Financial Mortgage	\$21,569	21336	\$6,748	\$14,821
Gillette College	\$14,820	27146		\$14,820
French Market Flea Market	\$14,816	27153		\$14,816
Advocate	\$20,215	22194	\$5,400	\$14,815
Crawfords Gift Shop	\$14,814	27154		\$14,814
Donovan Digital Solutions Advertising Services	\$14,814	27156		\$14,814
Florida Radiation Oncology	\$121,839	5095	\$107,029	\$14,810
Bellator MMA	\$14,809	27159		\$14,809
Sauce On The Side Restaurant	\$14,809	27160		\$14,809
Buds Goods & Provisions Medical Marijuana Dispensary	\$14,807	27162		\$14,807
Gannet	\$14,805	27164		\$14,805
BETENBOUGH HOMES RE DEV	\$26,300	18610	\$11,500	\$14,800
AFFINITY RE DEV	\$14,800	27167		\$14,800
BLACK DIAMOND RE DEV	\$14,800	27168		\$14,800
Denco Area 9-1-1 District	\$14,800	27168		\$14,800
Electric City Aquarium	\$14,800	27168		\$14,800
Eskews Fine Jewelers	\$14,800	27168		\$14,800
Long Beach Local Dealer	\$14,800	27168		\$14,800
Martin Exteriors Contractor	\$14,800	27168		\$14,800
Miller & Hampton Attorney	\$14,800	27168		\$14,800
Spice Suite Spice Store	\$14,800	27168		\$14,800
Brady Kilmury Local Dealer	\$61,854	9382	\$47,057	\$14,797
Northwestern Energy	\$19,796	22565	\$5,000	\$14,796
Options Medical Center	\$16,796	25117	\$2,000	\$14,796
El Paso Animal Services Center	\$14,794	27183		\$14,794
Thermo King	\$93,398	6486	\$78,606	\$14,792
White Tree Medical Drug Clinic	\$14,790	27189		\$14,790
Shock IT Support	\$14,785	27191		\$14,785
Margaritaville Restaurant	\$72,969	8133	\$58,187	\$14,782
Cava Law Firm	\$14,780	27195		\$14,780
Heritage Fence Co	\$14,780	27197		\$14,780
Nevada Dept Of Public Health	\$14,780	27197		\$14,780
CareSTL Health Center	\$58,756	9811	\$43,977	\$14,779
St Marys College Of MD	\$43,998	12496	\$29,222	\$14,776
Cashmere Valley Bank	\$14,775	27200		\$14,775
Clearwater Piers	\$14,775	27201		\$14,775
Homestead Real Estate Development	\$14,775	27201		\$14,775
Woodchuck Tree Service	\$14,775	27201		\$14,775
St Francis High School	\$15,654	26181	\$880	\$14,774
Right Choice Dental Implant Center	\$58,579	9838	\$43,810	\$14,769
Draper & Kramer Mortgage	\$14,769	27209		\$14,769

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Dentistry Just For Kids & TK Orthodontics	\$14,760	27215		\$14,760
Archbishop Williams High School	\$14,750	27219		\$14,750
EMPIRE PRODUCTIONS	\$14,750	27220		\$14,750
Kane Public Relations	\$14,750	27220		\$14,750
Uplift Community High School	\$14,750	27220		\$14,750
At Home Recreation Store	\$145,755	4337	\$131,009	\$14,746
Highpoint Community Bank	\$27,158	18210	\$12,414	\$14,744
Summit Male Medical Center	\$14,744	27237		\$14,744
Hot August Nights	\$14,742	27239		\$14,742
Bethany Medical Center	\$39,161	13676	\$24,420	\$14,741
Core-Mark Intl	\$30,416	16731	\$15,679	\$14,737
Harris County District Clerks Office	\$22,215	20918	\$7,480	\$14,735
Migizi Economic Development Co	\$62,705	9275	\$47,972	\$14,733
Wharton Center Theater	\$28,855	17414	\$14,126	\$14,729
Bronx Community College	\$14,726	27246		\$14,726
Red Door Clinic	\$27,096	18240	\$12,376	\$14,720
Creech Roddey Watson Insurance	\$14,720	27251		\$14,720
Cloud Law Firm	\$73,766	8068	\$59,047	\$14,719
Ron Nourian DDS	\$49,500	11322	\$34,781	\$14,719
BitTrust IRA	\$14,715	27254		\$14,715
NEBRASKA STATE FAIR	\$14,715	27255		\$14,715
ANF	\$27,550	18021	\$12,839	\$14,711
Camden SC	\$14,711	27255		\$14,711
WYCT	\$35,726	14764	\$21,016	\$14,710
Fort Worth Independent School District	\$70,375	8390	\$55,668	\$14,707
Black Diamond Unlimited Truck Accessory Store	\$14,700	27266		\$14,700
BURKENTINE & SONS RE DEV	\$14,700	27267		\$14,700
BURTON CAMPERS	\$14,700	27267		\$14,700
FIRST BASIN CREDIT UNION	\$14,700	27267		\$14,700
Meggitt Defense Systems	\$14,700	27267		\$14,700
Onyx Local Dealer	\$14,700	27267		\$14,700
Waldorf Astoria Hotels	\$14,700	27267		\$14,700
Azalea Orthopedics Clinic	\$51,007	10987	\$36,312	\$14,695
San Jose Clean Energy	\$14,694	27282		\$14,694
ORION STONE DEPOT STORE	\$33,514	15508	\$18,823	\$14,691
Dua Lipa Personal Appearance	\$14,690	27285		\$14,690
Child Guidance Resource Center	\$14,685	27288		\$14,685
West Park Healthcare Centre	\$14,685	27290		\$14,685
University Relations	\$165,313	3853	\$150,629	\$14,684
Odyssey Real Estate Group	\$14,684	27290		\$14,684
Marin County District Attorneys Office	\$45,174	12212	\$30,491	\$14,683

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Robles Muzinich Law Firm	\$26,415	18562	\$11,741	\$14,674
AHA Transportation Service	\$14,670	27298		\$14,670
WESTON JEWELERS	\$141,152	4483	\$126,496	\$14,656
Balken Roofing Co	\$38,834	13805	\$24,187	\$14,647
Americas Milk Processors	\$14,645	27319		\$14,645
Detroit Mfg Systems Service	\$18,365	23717	\$3,722	\$14,643
University Of Northern IA	\$143,840	4394	\$129,201	\$14,639
URB Medical Marijuana Dispensary	\$18,439	23637	\$3,800	\$14,639
Tamarack Resort	\$86,229	7012	\$71,591	\$14,638
EAGLE SERVICES	\$17,830	24213	\$3,193	\$14,637
Sam Levitz Furniture Store	\$66,327	8843	\$51,691	\$14,636
Green At Chevy Chase Apartments	\$14,634	27323		\$14,634
PROVIDENCE DIAMOND STORE	\$190,188	3384	\$175,558	\$14,630
SILHOUETTE PLSTC SRGRY	\$35,030	14974	\$20,400	\$14,630
Tedders Family & Implant Dentistry	\$14,626	27329		\$14,626
Zone & Co Software Consulting	\$14,626	27329		\$14,626
Alterwood Advantage	\$14,625	27329		\$14,625
Carolina Law Group	\$14,625	27332		\$14,625
CEDARCREEK CHURCH	\$14,625	27332		\$14,625
Cross Country Truck Driving School	\$14,625	27332		\$14,625
Gattman Heating & Air Llc	\$14,625	27332		\$14,625
World Academy	\$14,625	27332		\$14,625
Coryell Health	\$14,624	27332		\$14,624
DEPs Fine Wine & Spirits Shop	\$14,624	27348		\$14,624
Landscape Material & Firewood Sales Store	\$14,624	27348		\$14,624
Ketamine Wellness Centers	\$20,623	21924	\$6,000	\$14,623
NOBLE REALTY	\$14,623	27348		\$14,623
Western Piedmont Community College	\$14,621	27352		\$14,621
Heartland Credit Union	\$58,000	9913	\$43,380	\$14,620
Open Systems Technologies IT Services	\$14,620	27354		\$14,620
Van Gogh Museum Edition Gallery	\$14,620	27354		\$14,620
Highland Park Emergency Center	\$155,044	4093	\$140,425	\$14,619
Lafayette General Health	\$84,137	7155	\$69,518	\$14,619
St Johns Ship Building	\$14,616	27358		\$14,616
Beaufort County Alcohol & Drug Abuse Department	\$14,610	27362		\$14,610
Sticky Saguaro Recreational Marijuana Shop	\$48,050	11606	\$33,443	\$14,607
University Of Advancing Computer	\$37,982	14041	\$23,375	\$14,607
SpearTip Cyber Security Specialists	\$32,780	15772	\$18,177	\$14,603
HORIZON GROUP RE	\$21,660	21282	\$7,059	\$14,601
BERKSHIRE MEDICAL CENTER	\$122,932	5059	\$108,332	\$14,600
Showcase Pool & Spa Store	\$28,575	17552	\$13,975	\$14,600

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Centonzo Law Firm	\$14,600	27368		\$14,600
Innovation OH Education Fund	\$14,600	27368		\$14,600
Invisible Grand Rapids	\$14,600	27368		\$14,600
Kenneth L Gonzales Attorney	\$14,600	27368		\$14,600
NLC	\$14,600	27368		\$14,600
Salud Family Health Centers	\$104,186	5859	\$89,587	\$14,599
St Anne Home & Retirement Community	\$26,860	18365	\$12,264	\$14,596
Advantage Contracting Home Improvement	\$14,595	27377		\$14,595
Tradition Local Dealer	\$31,672	16207	\$17,081	\$14,591
Cigars Intl	\$27,833	17895	\$13,242	\$14,591
Credit Union West	\$45,499	12125	\$30,910	\$14,589
GATE ADV AGENCY	\$16,346	25514	\$1,758	\$14,588
Linward C Edwards II Attorney	\$14,584	27382		\$14,584
Impel Union Local Dealer	\$32,080	16052	\$17,500	\$14,580
SRS	\$14,580	27385		\$14,580
Safelink	\$14,579	27385		\$14,579
Fairleigh Dickinson University	\$43,186	12683	\$28,608	\$14,578
California Department Of Health Services	\$14,578	27387		\$14,578
Apes Hill Club Real Estate Development	\$23,399	20235	\$8,823	\$14,576
FC Tulsa Soccer Team	\$37,500	14191	\$22,925	\$14,575
Senior Helpers	\$28,843	17421	\$14,269	\$14,574
CLIFFSIDE RESTAURANT	\$24,570	19555	\$9,999	\$14,571
Go.com	\$14,571	27394		\$14,571
Solar Energy Co	\$14,570	27394		\$14,570
Clemson University	\$45,042	12237	\$30,477	\$14,565
Furniture City Furniture Store	\$266,780	2399	\$252,220	\$14,560
Minnesota Equipment Solutions Center	\$76,700	7783	\$62,140	\$14,560
Trailhead Inn	\$14,559	27398		\$14,559
Simpsons Auto Repair Service	\$14,557	27401		\$14,557
Bauble Patch Jewelers	\$88,097	6877	\$73,542	\$14,555
Pundmann Local Dealer	\$51,440	10911	\$36,886	\$14,554
Gwinnett Center	\$14,550	27407		\$14,550
Horseshoe Bay Resort	\$14,550	27408		\$14,550
Tahoe Regional Planning Agency	\$14,550	27408		\$14,550
Time After Time Store	\$14,550	27408		\$14,550
Doctor Green Marijuana Shop	\$30,706	16601	\$16,160	\$14,546
Utilities Employees Credit Union	\$14,535	27419		\$14,535
Decatur Memorial Hospital	\$111,819	5510	\$97,285	\$14,534
TRICO AUTOMOTIVE	\$14,532	27422		\$14,532
Cleveland MOTTEP Organization	\$14,530	27422		\$14,530
THOMPSON CHIRO CLINIC	\$14,530	27425		\$14,530

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Express Urgent Care	\$14,899	27078	\$373	\$14,526
LAX Patient Remedies	\$153,805	4124	\$139,280	\$14,525
Grand Rapids Art Museum	\$29,250	17235	\$14,725	\$14,525
Detroit Tigers Baseball Team	\$14,521	27433		\$14,521
Moyer Local Dealer	\$27,816	17902	\$13,296	\$14,520
High Street Antiques & Design Mall	\$23,532	20160	\$9,012	\$14,520
Circuit Of The Americas	\$14,519	27436		\$14,519
Ferraro Law Firm	\$14,519	27439		\$14,519
SNC Square Contractor	\$14,519	27439		\$14,519
Iloca Service	\$148,557	4263	\$134,041	\$14,516
Angel Brown Affect Counseling Service	\$14,516	27439		\$14,516
Racing Louisville Football Club	\$14,516	27442		\$14,516
McAllen TX	\$40,139	13402	\$25,625	\$14,514
St Marys Healthcare System	\$149,073	4252	\$134,561	\$14,512
Fresno Home Shows	\$33,500	15518	\$18,988	\$14,512
Tompkins Law	\$34,454	15194	\$19,945	\$14,509
Brooks & Collier Fine Furniture	\$74,348	8006	\$59,840	\$14,508
Gelman Vision	\$14,508	27442		\$14,508
Coleman Professional Services	\$17,306	24640	\$2,800	\$14,506
Midland Memorial Hospital	\$15,763	26065	\$1,259	\$14,504
Aerotek Staffing Service	\$14,504	27448		\$14,504
Rockdale Fuels	\$19,000	23176	\$4,500	\$14,500
Lancaster Event Center	\$15,400	26448	\$900	\$14,500
Aether	\$14,500	27453		\$14,500
American Assoc Of Law Libraries	\$14,500	27453		\$14,500
Arkansas Beef Council	\$14,500	27453		\$14,500
Axiom Health Solutions	\$14,500	27453		\$14,500
Bayway Local Dealer	\$14,500	27453		\$14,500
Central Assn For The Blind & Visually Impaired	\$14,500	27453		\$14,500
Ernest Angley Ministries	\$14,500	27453		\$14,500
JD Johnson Waterproofing Contractor	\$14,500	27453		\$14,500
Livit Media	\$14,500	27453		\$14,500
Mastery Charter Schools	\$14,500	27453		\$14,500
NATIONAL CHILD MUSEUM	\$14,500	27453		\$14,500
New Orleans Convention Center	\$14,500	27453		\$14,500
Newport News Public Schools	\$14,500	27453		\$14,500
Cool Springs Wines & Spirits	\$34,999	14982	\$20,500	\$14,499
Metro Luxury Cars Service	\$98,464	6174	\$83,968	\$14,496
Watauga Group	\$14,491	27485		\$14,491
Romeos Pizza Restaurant	\$18,842	23310	\$4,353	\$14,489
Illinois Department Of Public Health	\$272,882	2346	\$258,394	\$14,488

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Redstone Federal Credit Union	\$97,719	6224	\$83,231	\$14,488
Sibcy Cline Realtors	\$78,405	7602	\$63,920	\$14,485
AMERICAN DREAM MALL	\$14,483	27488		\$14,483
Escambia County Sheriffs Office	\$205,200	3127	\$190,720	\$14,480
US Civil Rights Trail	\$14,480	27492		\$14,480
KHBS	\$38,654	13853	\$24,175	\$14,479
GRAHAM REALTY	\$49,530	11314	\$35,055	\$14,475
HTC Communications	\$14,475	27494		\$14,475
A Coin & Stamp Gallery	\$26,674	18453	\$12,206	\$14,468
COLLINS PROPERTIES RLTY	\$22,525	20716	\$8,058	\$14,467
Ray Foster	\$14,467	27499		\$14,467
Hometown Realtors	\$15,061	26775	\$595	\$14,466
Life Is Beautiful	\$14,463	27502		\$14,463
EnerGenie	\$14,458	27504		\$14,458
Hydro Giant Equipment & Supply Store	\$14,451	27509		\$14,451
99 Buffet Restaurant	\$20,000	22335	\$5,550	\$14,450
CareNow Urgent Care	\$14,450	27509		\$14,450
Early Care & Education	\$14,450	27511		\$14,450
Royal Jewelers	\$14,450	27511		\$14,450
Stucco Today Contractor	\$42,569	12815	\$28,123	\$14,446
Aesthetic Medicine & Anti-Aging Clinic	\$14,446	27517		\$14,446
Brendans Restaurant & Pub	\$21,270	21504	\$6,825	\$14,445
CASEYS COUNTRYSIDE FURN	\$14,445	27519		\$14,445
Tanya Jeffords & Assoc Attorney	\$25,240	19156	\$10,800	\$14,440
National Grid	\$14,437	27524		\$14,437
WAKE COUNTY NC	\$14,437	27525		\$14,437
Stinson Law Firm	\$14,436	27525		\$14,436
Azteca Tank Mfg	\$18,860	23296	\$4,425	\$14,435
Irish Festival	\$14,925	27056	\$500	\$14,425
American GreenFuels	\$14,425	27530		\$14,425
City Of St Paul MN	\$18,686	23450	\$4,263	\$14,423
Craft & Crew Hospitality Group	\$23,180	20360	\$8,758	\$14,422
Lucas Center Plastic Surgery	\$31,020	16479	\$16,600	\$14,420
DePaul Community Health Centers	\$15,822	26011	\$1,402	\$14,420
PIERCE COUNTY LIBRARY	\$14,420	27539		\$14,420
United Engines Co	\$47,464	11734	\$33,045	\$14,419
Global Leadership Academy Charter School	\$14,418	27540		\$14,418
Chandler Electric Co Contractor	\$14,413	27542		\$14,413
City Of Savannah	\$14,404	27552		\$14,404
STERLING MEDICAL CENTER	\$14,402	27557		\$14,402
Metropolitan Nashville Airport Authority	\$77,792	7673	\$63,392	\$14,400

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Virginia Highlands Community College	\$20,000	22337	\$5,600	\$14,400
Green Insurance Agency	\$19,800	22550	\$5,400	\$14,400
Ador Clothing Store	\$14,400	27562		\$14,400
Al Fresco	\$14,400	27562		\$14,400
CENTURY FARMS RE DEV	\$14,400	27562		\$14,400
GARDEN STATE YACHT SALES	\$14,400	27562		\$14,400
Godfathers Gentlemens Clubs	\$14,400	27562		\$14,400
HARTMAN HEATING & AIR CO	\$14,400	27562		\$14,400
MM Retail	\$14,400	27562		\$14,400
Natures Path	\$14,400	27562		\$14,400
Penn United Technical Mfg Service	\$14,400	27562		\$14,400
PHOTOPLUS	\$14,400	27562		\$14,400
Regional Recycling & Waste Reduction District	\$14,400	27562		\$14,400
REM IA	\$14,400	27562		\$14,400
Seven Three Distilling Co	\$14,400	27562		\$14,400
Sky Painting Service	\$14,400	27562		\$14,400
WEST VA CHAMBER/COMMERCE	\$14,400	27562		\$14,400
Sprenger Health Care Systems	\$14,399	27562		\$14,399
Gilbert L Sena High School	\$16,848	25044	\$2,450	\$14,398
Infinity Tax & Financial Planning	\$14,392	27605		\$14,392
MISSION QUICK LUBE	\$14,391	27606		\$14,391
Black Beverly Hills Clothing Store	\$14,390	27608		\$14,390
Xytex Cryo Intl Medical Service	\$14,390	27608		\$14,390
Iron Joc Clothing Store	\$14,382	27612		\$14,382
Quit Culture	\$14,382	27613		\$14,382
University Of La Verne	\$118,075	5234	\$103,695	\$14,380
Professional Insurance Co	\$14,380	27613		\$14,380
Willow Branch Real Estate Development	\$37,477	14223	\$23,101	\$14,376
BEAUMONT TX	\$33,540	15496	\$19,164	\$14,376
Tampa Downtown Partnership	\$15,044	26792	\$668	\$14,376
Property Professionals Realty	\$14,376	27616		\$14,376
Greater Achievements Hypnotherapy	\$14,375	27617		\$14,375
Kansas Corn Commission	\$14,366	27623		\$14,366
Mazzios Italian Eatery	\$106,107	5757	\$91,743	\$14,364
Mullican	\$14,363	27625		\$14,363
Lakeland Community College	\$15,610	26223	\$1,250	\$14,360
Merkley Kendrick Jeweler	\$18,159	23873	\$3,800	\$14,359
Levy & Assoc	\$66,082	8876	\$51,725	\$14,357
Meidastouch	\$14,357	27627		\$14,357
Finish Line	\$14,355	27630		\$14,355
RUTHERFORD COUNTY TN	\$14,350	27638		\$14,350

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Stone Bank	\$14,350	27638		\$14,350
Southeast LA Area Health Education Center	\$20,856	21769	\$6,510	\$14,346
JOHN LOCKE FOUNDATION	\$14,345	27645		\$14,345
KNAPP OIL CO	\$14,344	27645		\$14,344
Penn Jersey Truck Stop	\$33,600	15477	\$19,257	\$14,343
American Academy Of Pediatrics	\$51,816	10851	\$37,475	\$14,341
Alton Local Dealer	\$25,218	19164	\$10,877	\$14,341
CAR SPA CAR WASH CENTER	\$14,341	27648		\$14,341
Cerrowire	\$14,336	27654		\$14,336
Brewer Quality Homes	\$37,101	14325	\$22,766	\$14,335
Dencap	\$36,992	14357	\$22,662	\$14,330
Adashun Jones Real Estate	\$24,323	19694	\$9,995	\$14,328
Payette Brewing	\$14,320	27663		\$14,320
Jafco Sewer Repair Service	\$50,387	11111	\$36,072	\$14,315
CLASSIC HOME CENTER	\$14,315	27666		\$14,315
Santa Barbara Airport	\$14,314	27669		\$14,314
New Heights Academy Charter School	\$14,781	27194	\$468	\$14,313
Dill Pickle Food Co-op	\$14,313	27669		\$14,313
Provident Legacy Real Estate Service	\$14,310	27673		\$14,310
TRILOGY REALTY	\$14,310	27673		\$14,310
YATES-ASTRO PST&TRMT CNT	\$101,116	6004	\$86,810	\$14,306
Childrens Museum Of The Upstate	\$14,306	27676		\$14,306
San Joaquin County Solid Waste Mgt	\$23,424	20222	\$9,119	\$14,305
Russell Stover	\$32,327	15945	\$18,024	\$14,303
Florida Department Of Environmental Protection	\$14,303	27679		\$14,303
American House Senior Living Communities	\$18,100	23904	\$3,800	\$14,300
Stark County Community Action	\$15,300	26548	\$1,000	\$14,300
Contractor Services Of IA	\$14,300	27682		\$14,300
GASTROINTESTINAL ASSOC	\$14,300	27682		\$14,300
ILC Dover	\$14,300	27682		\$14,300
Leonard	\$14,300	27682		\$14,300
Livingston Parish Sheriffs Office	\$14,300	27682		\$14,300
Rick Thomas Concrete Contractor	\$14,300	27682		\$14,300
Miesfelds Meat Market	\$14,298	27682		\$14,298
LL Flooring Store	\$14,296	27698		\$14,296
Great Burgers Restaurant	\$14,292	27703		\$14,292
Native Sun Cannabis Store	\$14,291	27703		\$14,291
Central OH Transit Authority	\$20,807	21806	\$6,520	\$14,287
Matrix Human Services Organization	\$14,286	27714		\$14,286
Just For Men	\$14,285	27717		\$14,285
Longwell Partners Public Relations	\$14,285	27718		\$14,285

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Schneider Law Firm	\$56,450	10127	\$42,167	\$14,283
Sunmark Community Bank	\$31,172	16416	\$16,895	\$14,277
Carpet Baggers	\$15,647	26194	\$1,372	\$14,275
Northeast Credit Union	\$67,928	8673	\$53,654	\$14,274
Shipex	\$14,273	27723		\$14,273
Victory	\$17,100	24809	\$2,829	\$14,271
Air Products & Chemical	\$14,270	27726		\$14,270
PeaceHealth Health Systems	\$14,270	27728		\$14,270
Welltec	\$14,268	27732		\$14,268
Autobahn Local Dealer	\$197,601	3260	\$183,335	\$14,266
Sapp Brothers	\$99,129	6135	\$84,864	\$14,265
LENCO	\$14,260	27737		\$14,260
Goethe-Institut	\$27,490	18065	\$13,231	\$14,259
David Rath Producer	\$14,258	27737		\$14,258
Shreveport Regional Airport	\$18,250	23795	\$4,000	\$14,250
Agronomic Lawn Mgt	\$14,250	27743		\$14,250
Alabama Seafood Assn	\$14,250	27745		\$14,250
Napalm	\$14,250	27745		\$14,250
Stanislaus County Health Services Agency	\$14,250	27745		\$14,250
WECL	\$14,250	27745		\$14,250
Mike Morgan Local Dealer	\$20,632	21918	\$6,386	\$14,246
PENN PRIMARY CARE CTR	\$14,246	27758		\$14,246
SDIP Investors	\$14,245	27760		\$14,245
Upper Lakes Foods	\$19,843	22526	\$5,600	\$14,243
VIBRA HEALTHCARE	\$45,892	12039	\$31,650	\$14,242
Goldmoor Inn	\$20,650	21911	\$6,412	\$14,238
FAMILY HEALTH CENTER	\$46,810	11858	\$32,575	\$14,235
VMA Communication Public Relations	\$14,235	27766		\$14,235
Culotta Insurance & Investments	\$69,654	8476	\$55,420	\$14,234
Deaconess	\$223,947	2873	\$209,716	\$14,231
CDR Health Testing Centers	\$14,230	27769		\$14,230
Lehigh Valley Iron Pigs Baseball Team	\$14,230	27770		\$14,230
Ilera Healthcare	\$17,727	24295	\$3,500	\$14,227
Virginia Museum Of Fine Arts	\$74,166	8022	\$59,941	\$14,225
Twisted Headz Smoke Shop	\$52,625	10710	\$38,400	\$14,225
MICHAEL&SONS JEWELRY STR	\$35,100	14949	\$20,875	\$14,225
Murrieta CA	\$14,225	27775		\$14,225
Auto Lenders Local Dealer	\$49,971	11221	\$35,750	\$14,221
Hudiburg Local Dealer	\$166,903	3827	\$152,684	\$14,219
South Eastern MI Indians Museum	\$14,219	27778		\$14,219
RED MILE FAIR	\$142,862	4422	\$128,648	\$14,214

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Nobility Crest At Ocean Condominiums	\$14,210	27786		\$14,210
Greenside Recreational Store	\$154,834	4099	\$140,625	\$14,209
Hof & Reid Attorneys	\$62,057	9359	\$47,850	\$14,207
CLARK DISTRIBUTORS	\$49,178	11383	\$34,972	\$14,206
Walnut Cove Realty	\$14,202	27792		\$14,202
POL-Delegate	\$14,201	27794		\$14,201
Main Street Business Alliance	\$41,650	13041	\$27,450	\$14,200
Waxing The City Body & Facial Salon	\$28,100	17763	\$13,900	\$14,200
Kansas Beef Council	\$25,200	19174	\$11,000	\$14,200
ADVANCED PAIN INSTITUTE	\$20,550	21976	\$6,350	\$14,200
Lubbock Professional Police Assn	\$14,200	27796		\$14,200
New Life Christian Church	\$14,200	27796		\$14,200
Schlesinger Assoc Marketing Research	\$14,200	27796		\$14,200
Illinois Bank & Trust	\$39,267	13654	\$25,071	\$14,196
Metro Community College	\$52,295	10763	\$38,100	\$14,195
FAULKNER AUTOMOTIVE SVC	\$14,195	27807		\$14,195
Williams Cleaners Service	\$14,195	27807		\$14,195
Ralph H Johnson VA Medical Center	\$94,226	6439	\$80,039	\$14,187
Silver Tree Residential	\$14,187	27813		\$14,187
EXPO NM	\$14,186	27815		\$14,186
Tidewater Community College	\$125,930	4953	\$111,749	\$14,181
Local Foods Restaurant	\$14,181	27817		\$14,181
CRISIS SERVICES	\$14,176	27820		\$14,176
Paxson Oil Co	\$18,290	23770	\$4,115	\$14,175
Law Office Of Aleksey Tovarlan	\$14,175	27821		\$14,175
Martinsville Center For Sight	\$14,175	27822		\$14,175
MWS Properties	\$14,175	27822		\$14,175
PORTLAND POLICE BUREAU	\$34,600	15144	\$20,427	\$14,173
Variety Care Center	\$40,299	13361	\$26,129	\$14,170
Central Mechanical Wichita	\$14,170	27826		\$14,170
RUMMELES JEWELERS	\$24,213	19752	\$10,045	\$14,168
Layne Tech Roofing Contractor	\$14,166	27831		\$14,166
SOUTH CAROLINA ARMS CLTR	\$25,970	18796	\$11,808	\$14,162
BOXING CLUB	\$14,160	27834		\$14,160
Harvest Energy Solutions	\$53,092	10630	\$38,935	\$14,157
South Central Bank	\$88,691	6838	\$74,536	\$14,155
American Woodmark	\$19,150	23088	\$5,000	\$14,150
Barkhordarian Law Firm	\$14,150	27840		\$14,150
Woodhull Copier Co	\$14,150	27841		\$14,150
Godwyn Realty	\$14,149	27841		\$14,149
DS Smith	\$14,148	27843		\$14,148

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Lewis Clark Credit Union	\$14,148	27844		\$14,148
Latin Specialties Distributor	\$14,147	27844		\$14,147
Business Council Of NY State	\$14,146	27848		\$14,146
North East Fiber	\$14,142	27852		\$14,142
Vein Specialists Of Augusta	\$16,940	24957	\$2,800	\$14,140
Bridal Spectacular Show	\$14,140	27854		\$14,140
Desert X Organization	\$14,140	27856		\$14,140
Grand Husky Logistics	\$14,140	27856		\$14,140
Molly Maid	\$20,002	22332	\$5,866	\$14,136
Solar Therapeutics Dispensary	\$18,850	23300	\$4,720	\$14,130
Roofers Local 30	\$14,129	27867		\$14,129
Roland Park Dentistry	\$14,128	27870		\$14,128
Property Sales Group	\$16,011	25811	\$1,885	\$14,126
Felician College	\$14,125	27872		\$14,125
East Boston Diamond & Gold Exchange Store	\$22,183	20945	\$8,060	\$14,123
DeCoach Rehabilitation Centre	\$15,120	26724	\$1,000	\$14,120
Light Dental Studios	\$122,904	5060	\$108,792	\$14,112
Minnesota Department Of Transportation	\$171,569	3722	\$157,459	\$14,110
Silas Deane Pawn Shop	\$14,109	27878		\$14,109
Topia	\$14,106	27881		\$14,106
Advanced Dermatology & Cosmetic Surgery	\$14,101	27881		\$14,101
Montell Construction	\$33,180	15610	\$19,080	\$14,100
All Coverage Insurance Agency	\$18,900	23256	\$4,800	\$14,100
BT Furnishings Store	\$14,100	27884		\$14,100
CEMENTECH	\$14,100	27884		\$14,100
Fayette County Community Action Agency	\$14,100	27884		\$14,100
HOLLAND RIDGE RE DEV	\$14,100	27884		\$14,100
PIEDMONT UNIVERSITY	\$14,100	27884		\$14,100
Tigertown	\$14,100	27884		\$14,100
Davis & Davis Attorneys	\$14,095	27900		\$14,095
7G Distributing	\$27,391	18102	\$13,300	\$14,091
McLane Midwest	\$14,086	27907		\$14,086
Rodco Services	\$14,083	27910		\$14,083
PROVIDENT JEWELRY & LOAN	\$122,002	5090	\$107,924	\$14,078
Broadwind Energy	\$14,075	27915		\$14,075
Alliance Xpress Urgent Care	\$14,074	27918		\$14,074
Antonio Origlio	\$88,534	6848	\$74,461	\$14,073
FEP Fanelli Evans & Patel Law Firm	\$19,326	22953	\$5,258	\$14,068
Cara Chicago Employment Service	\$14,064	27924		\$14,064
Hearing Health Center	\$14,063	27927		\$14,063
NEW JERSEY RELAY SERVICE	\$14,062	27927		\$14,062

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
St Augustine FL	\$46,224	11962	\$32,163	\$14,061
Rez	\$14,060	27933		\$14,060
Amy Ruiz Attorney	\$14,058	27933		\$14,058
BELL FUNERAL HOMES	\$14,054	27937		\$14,054
Croghan Colonial Bank	\$25,952	18802	\$11,900	\$14,052
Shen Yun National Performing Arts Center	\$14,052	27941		\$14,052
Mammoth Realty Group	\$14,051	27944		\$14,051
Smileology Dental Clinic	\$75,925	7857	\$61,875	\$14,050
Cafe Nordo	\$18,750	23381	\$4,700	\$14,050
Word Of Life Church	\$17,650	24357	\$3,600	\$14,050
10 Roads Express	\$14,050	27944		\$14,050
Audacy Radio Stations	\$14,050	27946		\$14,050
Jackman Law Firm	\$14,050	27946		\$14,050
Mount Baker Foundation	\$14,050	27946		\$14,050
Seasons Of Japan Restaurant	\$14,050	27946		\$14,050
JIT ENTERPRISES	\$15,745	26104	\$1,699	\$14,046
North ID College	\$19,379	22929	\$5,334	\$14,045
Browne Law Group	\$233,681	2750	\$219,638	\$14,043
RB American Group Restaurants	\$14,042	27946		\$14,042
ALLAN KITCHEN GLRY STR	\$29,665	17068	\$15,625	\$14,040
Wisdom House Church	\$14,040	27953		\$14,040
WXQR	\$14,040	27953		\$14,040
Direct Auto Insurance	\$14,037	27960		\$14,037
Frontier	\$14,037	27961		\$14,037
Healthfirst Services	\$113,032	5464	\$99,000	\$14,032
Pierpan Dentistry	\$14,031	27967		\$14,031
Homearama Parkside Estates	\$14,030	27969		\$14,030
Queen City Local Dealer	\$16,000	25824	\$1,973	\$14,027
SERENITY DENTAL CLINIC	\$69,053	8534	\$55,028	\$14,025
Beaumont Urgent Care Center	\$14,025	27974		\$14,025
Charles County Division Of Parks & Recreation	\$14,025	27974		\$14,025
Davisville Business Enterprises	\$14,025	27974		\$14,025
Dynamic Dental Care	\$14,025	27974		\$14,025
Metafans	\$14,025	27974		\$14,025
Ohio Healthy Transitions Project	\$14,025	27974		\$14,025
South Plains Implement Sales	\$64,958	9021	\$50,940	\$14,018
Gateway Local Dealer	\$83,665	7180	\$69,649	\$14,016
Affinia Healthcare Center	\$14,016	27984		\$14,016
FREEPORT-MCMORAN	\$14,015	27985		\$14,015
Century Plaza Hotel	\$340,801	1881	\$326,790	\$14,011
Madison County Emergency Mgt Agency	\$14,010	27991		\$14,010

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Path-Tec	\$14,010	27992		\$14,010
Oregon Community Credit Union	\$101,178	5999	\$87,174	\$14,004
CHARTER OAK HEALTH CTR	\$52,005	10807	\$38,002	\$14,003
ACME TRUCK LINES INC	\$29,484	17146	\$15,482	\$14,002
LAFAYETTE PUBLIC LIBRARY	\$20,501	22008	\$6,499	\$14,002
Stickys Finger Joint Restaurant	\$27,500	18043	\$13,500	\$14,000
Bulldog Insurance Agency	\$25,200	19174	\$11,200	\$14,000
SOUTHERN FURNITURE CO	\$24,105	19799	\$10,105	\$14,000
Compassionate Senior Care	\$16,000	25824	\$2,000	\$14,000
3D CONCRETE DESIGN CONTR	\$14,000	28001		\$14,000
ADD STAFF EMP AGENCY	\$14,000	28001		\$14,000
Amirian Home Store	\$14,000	28001		\$14,000
Arctic Air Air Conditioning & Heating	\$14,000	28001		\$14,000
Barnabas Health	\$14,000	28001		\$14,000
Bloom Energy	\$14,000	28001		\$14,000
California Marine Sanctuary Foundation	\$14,000	28001		\$14,000
Catalyst Cannabis Co	\$14,000	28001		\$14,000
Cesar Chavez Public Charter Schools	\$14,000	28001		\$14,000
Circus Flora Circus	\$14,000	28001		\$14,000
Community Of Hope Organization	\$14,000	28001		\$14,000
Crown Home Mortgage Service	\$14,000	28001		\$14,000
EDSI Solutions	\$14,000	28001		\$14,000
EGE Products	\$14,000	28001		\$14,000
Farar Law	\$14,000	28001		\$14,000
Fitz Mfg Industries	\$14,000	28001		\$14,000
Fresno/Clovis Convention & Visitors Bureau	\$14,000	28001		\$14,000
Future Stars Camp	\$14,000	28001		\$14,000
Goose Island Brewing Co Restaurant	\$14,000	28001		\$14,000
Great Lakes Credit Union	\$14,000	28001		\$14,000
Heart Clinic	\$14,000	28001		\$14,000
Helping Hands Contracting	\$14,000	28001		\$14,000
INTEGRITY MORTGAGE GROUP	\$14,000	28001		\$14,000
Kings Highway Vision Center	\$14,000	28001		\$14,000
Mancinis Sleepworld	\$14,000	28001		\$14,000
Md7	\$14,000	28001		\$14,000
Midwest Matchmaking	\$14,000	28001		\$14,000
Miral Jewelers	\$14,000	28001		\$14,000
Momentum Mortgage	\$14,000	28001		\$14,000
Morris County Economic Development Corp	\$14,000	28001		\$14,000
OCONNOR HEARING AID CTR	\$14,000	28001		\$14,000
Ohio Department Of Higher Education	\$14,000	28001		\$14,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Phu Cuong Market Grocery Store	\$14,000	28001		\$14,000
SAN ANGELO TX	\$14,000	28001		\$14,000
Shades Of Charleston	\$14,000	28001		\$14,000
Shervin Pishevar Personal Appearance	\$14,000	28001		\$14,000
Ski Dazzle The Los Angeles Ski Show & Snowboard Expo	\$14,000	28001		\$14,000
Society For Human Resource Mgt	\$14,000	28001		\$14,000
Southwest Bank	\$14,000	28001		\$14,000
St Louis Aquarium At Union Station	\$14,000	28001		\$14,000
STAMBAUGH AUDITORIUM	\$14,000	28001		\$14,000
STEP FORWARD WALKATHON	\$14,000	28001		\$14,000
Texas Organ Sharing Alliance	\$14,000	28001		\$14,000
TIME Community Schools	\$14,000	28001		\$14,000
Warren Barnett Interiors Furniture Store	\$18,293	23766	\$4,303	\$13,990
SelectHealth	\$234,738	2739	\$220,749	\$13,989
Virginia Repertory Theatre	\$13,989	28082		\$13,989
ARC WorkPlace Services	\$13,980	28085		\$13,980
Flambeau	\$15,602	26231	\$1,625	\$13,977
DESTIN COMMONS SHPNG CTR	\$44,574	12374	\$30,599	\$13,975
Tupelo Public School District	\$24,600	19530	\$10,625	\$13,975
United Dairy Farmers Store	\$24,375	19663	\$10,400	\$13,975
Southwest Gas Corp	\$13,975	28088		\$13,975
Frannys Farmacy	\$35,474	14836	\$21,500	\$13,974
Sport City Local Dealer	\$13,972	28091		\$13,972
City Of San Luis Obispo	\$13,968	28093		\$13,968
Avenue Right	\$13,965	28093		\$13,965
Casa Labs	\$13,960	28098		\$13,960
Let America Vote Organization	\$13,960	28099		\$13,960
Symetra Financial	\$13,960	28099		\$13,960
Laborers District Council	\$13,959	28099		\$13,959
billyGO Plumbing Service	\$13,951	28105		\$13,951
Darrigo Diaz & Jimenez Attorneys At Law	\$51,500	10896	\$37,550	\$13,950
San Diego Gulls Hockey Team	\$26,450	18548	\$12,500	\$13,950
Fort Bend Independent School District	\$13,950	28107		\$13,950
Onslow Fitness Center	\$13,950	28107		\$13,950
Piara Pizza Restaurant	\$13,950	28107		\$13,950
St Louis Community Foundation	\$13,950	28107		\$13,950
True Care Health Center	\$13,950	28107		\$13,950
Green Hills Memorial Park	\$56,537	10120	\$42,590	\$13,947
Sundara Inn & Spa	\$54,675	10379	\$40,728	\$13,947
DISTINCTIVE KITCHEN&BATH	\$13,945	28116		\$13,945
JUST CHIMNEYS CLNG SVC	\$13,945	28117		\$13,945

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Louisiana Strawberry Marketing Board	\$13,945	28117		\$13,945
KJRC	\$34,138	15310	\$20,194	\$13,944
HART DENTAL ASSOC	\$13,940	28120		\$13,940
Ventura County Coast CA	\$13,940	28120		\$13,940
GAINESVILLE HARLEY-DVDSN	\$18,926	23243	\$4,994	\$13,932
STEM BROS FUEL	\$25,361	19101	\$11,431	\$13,930
ESKIMO HUT RETAIL STORE	\$18,740	23418	\$4,810	\$13,930
Avondale Mortgage	\$13,930	28127		\$13,930
Bazzi Podiatry	\$13,928	28129		\$13,928
Plant Riverside District	\$94,458	6423	\$80,532	\$13,926
MP Demetre Jewelers	\$94,306	6434	\$80,381	\$13,925
MDJ Technology Llc	\$13,925	28131		\$13,925
Moyer Fine Jewelers Store	\$13,925	28131		\$13,925
KYNECT Kentucky Healthcare Connection	\$40,202	13388	\$26,278	\$13,924
Gage Wiley & Co	\$13,920	28131		\$13,920
St Augustine School	\$32,874	15736	\$18,956	\$13,918
Syndicate Medical Marijuana Dispensary	\$68,532	8594	\$54,619	\$13,913
RIVERFRONT STADIUM	\$13,913	28134		\$13,913
Los Angeles Chargers Football Team	\$57,799	9950	\$43,888	\$13,911
Grays Harbor Community Hospital	\$22,209	20922	\$8,300	\$13,909
Windy City Local Dealer	\$13,903	28140		\$13,903
School Of Audio Engineering College	\$53,900	10501	\$40,000	\$13,900
American Shooters Supply	\$13,900	28142		\$13,900
Commonwealth Prevention Alliance	\$13,900	28143		\$13,900
HEART 2 HEART CHURCH	\$13,900	28143		\$13,900
Lifepath Organization	\$13,900	28143		\$13,900
SeaQuest Interactive Aquarium	\$13,900	28143		\$13,900
Eastern Insurance Agency	\$13,899	28143		\$13,899
Racine WI	\$13,893	28154		\$13,893
Standpoint Promotions	\$13,890	28157		\$13,890
Used Furniture Store	\$13,890	28158		\$13,890
Spartanburg Day School	\$29,838	16988	\$15,954	\$13,884
Tidewater Utility Construction Inc	\$13,882	28161		\$13,882
Essex Apartments	\$13,881	28163		\$13,881
WMYV	\$13,880	28166		\$13,880
Kowal Investment Group	\$115,700	5349	\$101,824	\$13,876
Washington State Department Of Health & Human Services	\$13,875	28170		\$13,875
Marc Anthony	\$13,870	28177		\$13,870
KGW	\$13,868	28178		\$13,868
Massaro Law	\$19,062	23140	\$5,196	\$13,866
Players Club Apartments	\$17,330	24630	\$3,466	\$13,864

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
YOLO Watersports Rentals	\$13,864	28181		\$13,864
Capitol Smokehouse & Grill	\$13,860	28184		\$13,860
Urology Assoc Medical Group	\$13,858	28186		\$13,858
Manifold Services Inc Contractor	\$49,874	11233	\$36,018	\$13,856
BTD	\$13,850	28189		\$13,850
Highland Eye Clinic	\$19,041	23151	\$5,193	\$13,848
Giving Machines Organization	\$13,847	28194		\$13,847
University Of St Mary	\$13,846	28195		\$13,846
RADIOLOGY ASSOC	\$13,844	28196		\$13,844
Our Loving Arms Child Care	\$21,362	21466	\$7,520	\$13,842
C&C Metal Recyclers	\$16,730	25164	\$2,888	\$13,842
Furniture & Mattress Warehouse	\$13,838	28197		\$13,838
Howdy Ranch RV	\$22,836	20521	\$9,000	\$13,836
Hula Hawaiian BBQ Restaurant	\$13,833	28205		\$13,833
Wisconsin Indianhead Technical College	\$39,049	13715	\$25,218	\$13,831
TRI-COUNTY HEAD START	\$13,830	28207		\$13,830
Florida Garage Door Pros	\$32,428	15912	\$18,600	\$13,828
Cattlemens Beef Board	\$21,262	21508	\$7,434	\$13,828
Salt Lake Express Service	\$20,853	21773	\$7,027	\$13,826
PHILADELPHIA JOB CORP	\$13,826	28212		\$13,826
J&J SALES & SERVICE	\$13,825	28214		\$13,825
TRI-STATE ROOFING	\$16,886	25014	\$3,062	\$13,824
WE Fest Country Music Festival	\$13,824	28217		\$13,824
Steward Medical Group	\$13,823	28217		\$13,823
Tanner Community Development Corp Organization	\$15,000	26823	\$1,178	\$13,822
AKA Tree Removal Service	\$18,410	23661	\$4,591	\$13,819
MY DENTAL CLINIC	\$13,815	28224		\$13,815
Mountainview Hospital	\$13,813	28224		\$13,813
ERCHONIA MEDICAL CENTER	\$16,072	25758	\$2,260	\$13,812
PERKINS CHIRO CLINIC	\$13,812	28227		\$13,812
Proof Pest Control	\$13,810	28231		\$13,810
Flooring America Store	\$80,491	7421	\$66,682	\$13,809
City Of New Haven CT	\$13,809	28231		\$13,809
Rothman Orthopaedic Institute	\$13,809	28233		\$13,809
C&S Hospitality Group Restaurant	\$17,654	24352	\$3,849	\$13,805
TRC BUSINESS SERVICE	\$13,805	28236		\$13,805
Kings Daughters Medical Center	\$105,715	5779	\$91,913	\$13,802
Linders Local Dealer	\$13,801	28238		\$13,801
Walt Massey Local Dealer	\$21,000	21653	\$7,200	\$13,800
BIENVILLE ORTHPDC SPCLST	\$16,200	25641	\$2,400	\$13,800
Advanced Dentistry Center	\$13,800	28239		\$13,800

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Boscovs Travel Center	\$13,800	28241		\$13,800
Cannablue Tahoe Marijuana Dispensary	\$13,800	28241		\$13,800
Country Bobs Cafe Restaurant	\$13,800	28241		\$13,800
El Gato Negro Mexican Restaurant	\$13,800	28241		\$13,800
EMMCO WEST MEDICAL SVC	\$13,800	28241		\$13,800
Greenville County Animal Care Services	\$13,800	28241		\$13,800
Haggen	\$13,800	28241		\$13,800
Onx Homes Real Estate Developer	\$13,800	28241		\$13,800
SICKLES MARKET	\$13,800	28241		\$13,800
Soler & Soler Hauling	\$13,800	28241		\$13,800
True Velocity	\$13,800	28241		\$13,800
United Farm Workers Of America	\$13,800	28241		\$13,800
RIVERSIDE HOME BUILDERS	\$79,667	7498	\$65,869	\$13,798
Journey Group Contractor	\$17,698	24313	\$3,900	\$13,798
San Francisco State University	\$33,293	15581	\$19,500	\$13,793
WCMH	\$63,187	9223	\$49,400	\$13,787
Baptist Urgent Care Center	\$45,630	12095	\$31,843	\$13,787
NEW JERSEY DEPT OF INS	\$16,286	25564	\$2,500	\$13,786
Wells Concrete Products	\$13,780	28269		\$13,780
Land O Sun	\$13,776	28274		\$13,776
Verlo Mattress Factory Store	\$81,886	7305	\$68,111	\$13,775
Fusion Implant Center	\$13,775	28274		\$13,775
Indian Arts & Crafts Assn	\$16,814	25068	\$3,042	\$13,772
SUMMIT MARINE	\$13,772	28281		\$13,772
EveryStep Care & Support Services	\$25,220	19164	\$11,450	\$13,770
Cannadips	\$13,770	28283		\$13,770
Tifton GA	\$13,770	28284		\$13,770
Schaefer System Intl Mfg	\$13,769	28284		\$13,769
SAN ANTONIO INTL AIRPORT	\$92,237	6578	\$78,469	\$13,768
St Benedict Church	\$13,760	28290		\$13,760
CHOPTANK TRANSPORT	\$13,756	28290		\$13,756
Shalom Wildlife Zoo	\$37,226	14287	\$23,474	\$13,752
NORTH TX MEDICAL CENTER	\$14,526	27429	\$774	\$13,752
Humane Society Of OR	\$13,752	28293		\$13,752
Ahlstrom-Munksjo	\$13,751	28294		\$13,751
COACHELLA VALLEY	\$25,350	19105	\$11,600	\$13,750
Expert Community Care Mgt	\$13,750	28296		\$13,750
Eyes On First Ave Eye Care Center	\$13,750	28296		\$13,750
Gold Star Foods	\$13,750	28296		\$13,750
HUNTINGTON THEATRE CO	\$13,750	28296		\$13,750
Never Forget Tribute Classic	\$13,750	28296		\$13,750

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
North Shore Gas Co	\$13,750	28296		\$13,750
PicPay	\$13,750	28296		\$13,750
Qatar Football Assn	\$13,750	28296		\$13,750
ReedPOP Event Planning Service	\$13,750	28296		\$13,750
Signature Heating & Air	\$13,750	28296		\$13,750
Southside VA Community College	\$13,750	28296		\$13,750
Tavernetti Layouts & Clark Insurance Agency	\$13,750	28296		\$13,750
Vitoli Landscaping Services	\$13,750	28296		\$13,750
Mayo & Russ Attorneys	\$13,749	28296		\$13,749
Oxford Local Dealer	\$18,330	23738	\$4,590	\$13,740
Kla-mo-ya Casino	\$13,739	28326		\$13,739
Engage Mgt Real Estate Developer	\$13,736	28330		\$13,736
Doctor Fat Off Medical Spa	\$13,734	28333		\$13,734
POE CENTER FOR HLTH EDUC	\$73,315	8104	\$59,585	\$13,730
Wisconsin State Lottery	\$843,743	731	\$830,014	\$13,729
Marc Anthony Personal Appearance	\$22,155	20964	\$8,429	\$13,726
Fox Goldblatt & Singer Attorney	\$60,805	9520	\$47,080	\$13,725
Cuyahoga County Board Of Health	\$13,725	28339		\$13,725
Greater Scranton Chamber Of Commerce	\$13,725	28339		\$13,725
East Rock Market Restaurant	\$13,723	28339		\$13,723
Creative Converting	\$16,667	25221	\$2,950	\$13,717
617 Media Group Marketing Service	\$13,706	28347		\$13,706
Aventa Credit Union	\$13,701	28353		\$13,701
Fiesta Bowl Event	\$18,000	23968	\$4,300	\$13,700
Flint Hills Resources Co	\$13,700	28356		\$13,700
Golden Mardi Gras Casino	\$13,700	28356		\$13,700
Mangelsens Craft Store	\$13,700	28356		\$13,700
Norcross GA	\$13,700	28356		\$13,700
EDWARD/COLES SR ACADEMY	\$13,699	28356		\$13,699
Dover Intl Speedway	\$25,698	18931	\$12,000	\$13,698
Big Sun Fencing Contractor	\$13,697	28364		\$13,697
Chesapeake Regional Healthcare	\$272,573	2350	\$258,878	\$13,695
FAMILY HEALTH CARE	\$20,645	21912	\$6,950	\$13,695
GLENWOOD SPRINGS CO	\$13,695	28365		\$13,695
Law Office Of Andrew Park	\$154,692	4103	\$140,998	\$13,694
Medicare Insurance Solutions	\$44,292	12430	\$30,598	\$13,694
Infosys	\$13,693	28368		\$13,693
Muhlenberg Township Parks & Recreation	\$13,690	28369		\$13,690
College Of St Elizabeth	\$33,562	15488	\$19,875	\$13,687
Southern MD Foot & Ankle Clinic	\$13,683	28378		\$13,683
Melo Roofing	\$13,680	28381		\$13,680

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Rocky Mountain Prep School	\$13,680	28381		\$13,680
Cafe College	\$13,677	28381		\$13,677
Spicer Greene Jewelers	\$32,800	15764	\$19,125	\$13,675
JWB Real Estate Capital	\$20,713	21878	\$7,038	\$13,675
Regeneron	\$13,675	28385		\$13,675
Sears Seating	\$13,675	28385		\$13,675
Sing Out Loud Festival	\$13,675	28385		\$13,675
Sansum Medical Clinic	\$24,267	19725	\$10,593	\$13,674
Landua Specialty Rental Services	\$77,401	7716	\$63,729	\$13,672
Friedman Dental Group	\$13,671	28390		\$13,671
PENN STAINLESS PROD CO	\$13,671	28390		\$13,671
Egg Shop Restaurant	\$13,665	28394		\$13,665
77 Local Dealer	\$13,662	28396		\$13,662
ChampionX	\$13,662	28397		\$13,662
HFM Prevention Council	\$16,260	25576	\$2,600	\$13,660
Mikes Local Dealer	\$34,836	15062	\$21,180	\$13,656
Lollapalooza Event	\$13,656	28400		\$13,656
ActiveYards	\$13,654	28402		\$13,654
Wakefield Co-Operative Bank	\$25,775	18891	\$12,125	\$13,650
Burnum-Hahn Exterminators	\$22,050	21037	\$8,400	\$13,650
PAIN INSTITUTE	\$16,750	25143	\$3,100	\$13,650
Orthopedic Specialists Of LA	\$16,500	25348	\$2,850	\$13,650
Progress Now AZ	\$14,950	27027	\$1,300	\$13,650
Arc Organization	\$13,650	28404		\$13,650
Icode	\$13,650	28404		\$13,650
Learn DC Organization	\$13,650	28404		\$13,650
Overture Plano Apartments	\$13,650	28404		\$13,650
SAMS FUN CITY AMUSE PRK	\$13,650	28404		\$13,650
TEMPSTAR HEATING & AC	\$13,650	28404		\$13,650
Blue Best Heating & Air Service	\$13,649	28404		\$13,649
Greater Flint Health Coalition	\$13,649	28418		\$13,649
HF MGT SERVICES	\$26,522	18508	\$12,875	\$13,647
Highway Local Dealer	\$49,068	11404	\$35,422	\$13,646
Santa Ana Unified School District	\$20,273	22157	\$6,628	\$13,645
NOVA TILE & STONE STORE	\$16,885	25015	\$3,240	\$13,645
BDG Entertainment Co	\$14,000	28001	\$357	\$13,643
Communities Foundation Of TX	\$13,640	28436		\$13,640
Forest Preserve District Of Cook County	\$13,640	28437		\$13,640
NavyArmy Community Credit Union	\$194,145	3320	\$180,507	\$13,638
Kidspace Family Center	\$16,525	25329	\$2,890	\$13,635
GFL Environmental Services	\$90,905	6676	\$77,275	\$13,630

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Law Offices Of Yasmine Djawadian	\$13,629	28444		\$13,629
Morganton NC	\$16,906	24972	\$3,279	\$13,627
TaylorMED MRI Center	\$13,627	28445		\$13,627
Rosendin Electric	\$27,625	17981	\$14,000	\$13,625
Economic Development Authority Of Western NV	\$22,385	20828	\$8,760	\$13,625
Alabama Public TV Network	\$13,625	28446		\$13,625
National Law Enforcement Museum	\$13,622	28450		\$13,622
Fox Valley Surgical Assoc	\$13,610	28455		\$13,610
Kimberly A Nybo Insurance Agency	\$13,760	28289	\$151	\$13,609
Gypsy Moon Clothing Store	\$13,608	28457		\$13,608
Kavasutra Bar	\$13,605	28459		\$13,605
Marketing 360	\$13,604	28460		\$13,604
OAK RIDGE MILITARY ACDMY	\$37,867	14082	\$24,264	\$13,603
Louisiana Housing Corp	\$61,857	9380	\$48,255	\$13,602
Banks County GA	\$17,344	24619	\$3,742	\$13,602
Associated Builders & Contracts Inc	\$13,601	28461		\$13,601
Seattle Pacific University	\$111,000	5546	\$97,400	\$13,600
GOULDS DAY SPA & SALON	\$29,824	16996	\$16,224	\$13,600
Asatrian Law Group	\$13,600	28464		\$13,600
COSTLESS PLUMBING	\$13,600	28464		\$13,600
Dahsar By Rashad	\$13,600	28464		\$13,600
Fathers Inc Organization	\$13,600	28464		\$13,600
Goldies Casino	\$13,600	28464		\$13,600
HAMPTON CITY SCHOOL	\$13,600	28464		\$13,600
Living Earth	\$13,600	28464		\$13,600
Madera County Public Health	\$13,600	28464		\$13,600
Precision Strip Services	\$13,600	28464		\$13,600
Window Shopping Contractor	\$13,600	28464		\$13,600
WISCONSIN DEPT/WORKFORCE	\$13,600	28464		\$13,600
Xander Mortgage	\$13,600	28464		\$13,600
Empire Tattoo Shop	\$13,598	28464		\$13,598
MIDDLE TN GAS DISTR ASSN	\$18,468	23622	\$4,872	\$13,596
Crisis Hotline Service	\$13,580	28493		\$13,580
FERGUSON REALTY	\$40,581	13297	\$27,004	\$13,577
VIP Pedicab Advertising Service	\$13,572	28497		\$13,572
Red Earth Casino	\$90,446	6708	\$76,878	\$13,568
Canna Provisions Group Dispensary	\$199,083	3232	\$185,521	\$13,562
Quality Car Wash Service	\$26,962	18312	\$13,400	\$13,562
Grinnell Mutual	\$13,560	28508		\$13,560
St Clair County Child Abuse/Neglect Council	\$13,560	28508		\$13,560
Decades Psychedelic Daze Store	\$17,623	24371	\$4,066	\$13,557

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Premier Health Consultants	\$13,556	28508		\$13,556
TidalHealth	\$13,556	28514		\$13,556
Miyako Japanese Restaurant	\$34,773	15083	\$21,218	\$13,555
Ignite Dispensary	\$13,554	28514		\$13,554
Herbal Equipment & Distribution Smoke Shop	\$27,933	17854	\$14,380	\$13,553
HEALTHWORKS CENTER	\$15,752	26074	\$2,200	\$13,552
HABITEC SECURITY SYSTEM	\$24,350	19685	\$10,800	\$13,550
MHC Academy	\$13,550	28518		\$13,550
TIMOTHY E RYAN HOME/FNRL	\$13,550	28518		\$13,550
Golf Services Driving Range	\$13,549	28527		\$13,549
Direct Flooring Liquidators	\$13,543	28531		\$13,543
Southwest MS Regional Medical Center	\$27,832	17896	\$14,292	\$13,540
FLWR Co Medical Marijuana Dispensary	\$13,540	28534		\$13,540
Richter Entertainment Group	\$13,540	28534		\$13,540
Southern CA Organic Treatment Dispensary	\$13,540	28534		\$13,540
City Of Seattle	\$13,535	28543		\$13,535
Barker Lounge Dog Daycare	\$22,067	21028	\$8,533	\$13,534
DC Tuition Assistance Program	\$40,500	13318	\$26,967	\$13,533
Hand & Stone Massage Spa	\$19,807	22543	\$6,275	\$13,532
Dunkelbergers Sports Outfitters	\$13,528	28547		\$13,528
Waterbird Spirits	\$19,650	22671	\$6,124	\$13,526
Kings Hill Church	\$13,525	28550		\$13,525
Freeport-Mcmoran Copper & Gold	\$25,638	18953	\$12,119	\$13,519
Idaho Falls ID	\$31,156	16423	\$17,638	\$13,518
Makers & Finders Restaurant	\$13,517	28559		\$13,517
Artorius Investment Group Contractor	\$13,514	28559		\$13,514
Duke Of Oil Auto Repair Service	\$30,224	16822	\$16,711	\$13,513
Cancer Services Program	\$13,511	28563		\$13,511
Bay Arenac ISD Career Center	\$32,476	15895	\$18,966	\$13,510
Cardinal Glass Co Contractor	\$15,257	26595	\$1,750	\$13,507
Bonfire Pizza Restaurant	\$13,503	28572		\$13,503
Hartland Consolidated Schools	\$16,502	25345	\$3,000	\$13,502
Joma Bowling Co	\$25,501	19010	\$12,000	\$13,501
White Bluff Resort	\$33,500	15519	\$20,000	\$13,500
SINCLAIR HTG CLNG&PLMB	\$30,500	16687	\$17,000	\$13,500
Miami Valley Regional Planning Commission	\$27,200	18184	\$13,700	\$13,500
Bob Ledford Adventure Motor Home	\$22,500	20730	\$9,000	\$13,500
Vertigo Centre	\$19,500	22777	\$6,000	\$13,500
Bay Harbor Motors	\$15,375	26484	\$1,875	\$13,500
James P Wire MD	\$14,100	27884	\$600	\$13,500
Anthos Group	\$13,500	28575		\$13,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Arias European Deli & Market	\$13,500	28575		\$13,500
Bell Bank Mortgage	\$13,500	28575		\$13,500
BelliWelli	\$13,500	28575		\$13,500
Berkeley Electric Cooperative	\$13,500	28575		\$13,500
Boss Babe By Jilly Anais	\$13,500	28575		\$13,500
Dreamworks Pictures	\$13,500	28575		\$13,500
Good Samaritan Fair Days	\$13,500	28575		\$13,500
Greenlight Discount Pharmacy	\$13,500	28575		\$13,500
GSC Logistics Shipping Service	\$13,500	28575		\$13,500
Hain	\$13,500	28575		\$13,500
High West Cannabis Dispensary	\$13,500	28575		\$13,500
His & Hers Local Dealer	\$13,500	28575		\$13,500
Indian Ranch Amphitheater	\$13,500	28575		\$13,500
Johnsons Discount Fireworks Store	\$13,500	28575		\$13,500
Korean Air	\$13,500	28575		\$13,500
Leung Health Medical & Dental Care	\$13,500	28575		\$13,500
Like New Boutique Clothing Store	\$13,500	28575		\$13,500
Lodi Health Center	\$13,500	28575		\$13,500
Louisiana State Parks	\$13,500	28575		\$13,500
Luxe Healthcare At Wellington Senior Living	\$13,500	28575		\$13,500
MANSFIELD DIST CO	\$13,500	28575		\$13,500
Martin Heating & Cooling	\$13,500	28575		\$13,500
Maryland Renaissance Festival	\$13,500	28575		\$13,500
McCann Worldgroup Advertising Service	\$13,500	28575		\$13,500
Medie Vaekst ApS	\$13,500	28575		\$13,500
MISSOURI DIV OF TOURISM	\$13,500	28575		\$13,500
Neon Sound Studio	\$13,500	28575		\$13,500
NU2U Vapor	\$13,500	28575		\$13,500
Ooki	\$13,500	28575		\$13,500
Partners In Preservation	\$13,500	28575		\$13,500
PayByCar	\$13,500	28575		\$13,500
Peach Basket Gift Store	\$13,500	28575		\$13,500
Quinceanera & Bridal Show	\$13,500	28575		\$13,500
RH BARRINGER DISTRIBUTOR	\$13,500	28575		\$13,500
Right Track Medical Group	\$13,500	28575		\$13,500
Ryan F Murphy Heating & Cooling	\$13,500	28575		\$13,500
SALEM-KEIZER PUBLIC SCH	\$13,500	28575		\$13,500
Sing Orthodontics	\$13,500	28575		\$13,500
Sun Valley Lodge	\$13,500	28575		\$13,500
Taskers Beer Barn Store	\$13,500	28575		\$13,500
Taylor-Made Roofing & Contracting	\$13,500	28575		\$13,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Thermo Experts Contractor	\$13,500	28575		\$13,500
Wilmington College	\$13,500	28575		\$13,500
YSplit	\$13,500	28575		\$13,500
Pinellas County Schools	\$19,999	22441	\$6,500	\$13,499
HOLT CATERPILLAR	\$15,002	26817	\$1,503	\$13,499
PULASKI COUNTY VA	\$18,096	23905	\$4,599	\$13,497
Global Spectrum	\$19,101	23119	\$5,605	\$13,496
Heights Dermatology & Aesthetic Center	\$13,496	28575		\$13,496
Crimson Coward Restaurant	\$13,495	28647		\$13,495
DOOR MASTERS/TX CONTR	\$13,490	28650		\$13,490
FarmOp Capital	\$13,490	28651		\$13,490
POL-COUNTY LEGISLATURE	\$13,490	28651		\$13,490
Woodland Mall	\$15,757	26071	\$2,268	\$13,489
CHAFFEE COUNTY CO	\$13,487	28651		\$13,487
Marshall Home Comfort Systems	\$19,702	22624	\$6,217	\$13,485
Member One Federal Credit Union	\$194,382	3315	\$180,900	\$13,482
Professional Heating & Air	\$21,638	21289	\$8,157	\$13,481
Cooper Barton & Cooper Attorneys	\$34,280	15256	\$20,800	\$13,480
MKX Oil Co Dispensary	\$20,220	22194	\$6,740	\$13,480
Americas First Federal Credit Union	\$15,475	26378	\$2,000	\$13,475
Immunovia	\$13,475	28660		\$13,475
Shreveport Aquarium	\$13,475	28661		\$13,475
Tawani Enterprises	\$13,475	28661		\$13,475
Due South BBQ Restaurant	\$13,470	28665		\$13,470
Elegant Penguin Formal Wear	\$17,744	24282	\$4,275	\$13,469
Rogers Jewelry Co	\$183,971	3489	\$170,505	\$13,466
ANTELOPE VALLEY FAIR	\$57,394	10009	\$43,928	\$13,466
PRO HEALTH MEDICAL CTR	\$60,028	9619	\$46,568	\$13,460
Massas Restaurant	\$13,460	28670		\$13,460
Prairies Edge Casino Resort	\$94,079	6447	\$80,621	\$13,458
VICTORY CHRISTIAN CENTER	\$14,207	27789	\$750	\$13,457
FIRST STOP LOC DLR	\$45,086	12229	\$31,630	\$13,456
Wind Gap Local Dealer	\$74,981	7959	\$61,526	\$13,455
Thompson & Thompson Service Group	\$13,452	28674		\$13,452
Columbus Public Library	\$13,450	28683		\$13,450
Gibson Insurance Group	\$13,450	28683		\$13,450
Macaro Iron Works	\$13,450	28683		\$13,450
Miller Local Dealer	\$80,361	7428	\$66,913	\$13,448
Advanced Seamless Gutters	\$13,700	28356	\$252	\$13,448
Rolling Loud Festival	\$13,440	28695		\$13,440
CENTER/GREAT EXPECTATION	\$13,438	28695		\$13,438

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Smile Dental Group	\$13,438	28697		\$13,438
SOUTHWEST FESTIVALS	\$27,554	18019	\$14,117	\$13,437
Candyland Cottage Store	\$13,431	28701		\$13,431
Homesteaders Store	\$22,198	20939	\$8,770	\$13,428
FIREWORKS FOREVER STORE	\$13,425	28705		\$13,425
Shasta Gateway Shopping Center	\$13,425	28706		\$13,425
T&I Credit Union	\$13,420	28710		\$13,420
Northshore Wins	\$13,419	28710		\$13,419
FIRST & GOAL	\$13,412	28717		\$13,412
Surfside	\$29,302	17218	\$15,891	\$13,411
Newton Local Dealer	\$87,802	6896	\$74,395	\$13,407
Christopher Lee Attorney	\$13,406	28720		\$13,406
Lunghamer Local Dealer	\$13,406	28721		\$13,406
Maholick Innovative Dentistry	\$19,195	23064	\$5,792	\$13,403
Adirondack Orthodontics	\$13,401	28721		\$13,401
Quik Quality Car Wash & Lube	\$15,950	25927	\$2,550	\$13,400
A-1 PEST CONTROL	\$13,400	28723		\$13,400
Beauty World	\$13,400	28724		\$13,400
Carlo Law Group	\$13,400	28724		\$13,400
Excel Church	\$13,400	28724		\$13,400
George Woodman MD	\$13,400	28724		\$13,400
Naborforce Services	\$13,400	28724		\$13,400
Silva Law Firm	\$13,400	28724		\$13,400
Wireless Experience Cellular Store	\$13,399	28724		\$13,399
Revere Health Center	\$13,398	28736		\$13,398
Young Womens Christian Organization	\$13,398	28737		\$13,398
ONSLOW MEMORIAL HOSPITAL	\$26,144	18683	\$12,748	\$13,396
Doucet Med Spa	\$13,396	28737		\$13,396
Red Drum Real Estate Developer	\$13,395	28739		\$13,395
VALLEY COLLISION CENTER	\$13,395	28740		\$13,395
Sadaf	\$13,391	28744		\$13,391
Advanced Family Eyecare Center	\$22,634	20643	\$9,245	\$13,389
Arlenes Gallery	\$20,727	21866	\$7,338	\$13,389
Peppers Mexican Grill & Cantina	\$14,578	27388	\$1,190	\$13,388
Pocky	\$120,290	5167	\$106,910	\$13,380
Mad Rabbit Tattoo	\$13,380	28751		\$13,380
Analogic	\$13,375	28751		\$13,375
TNT Service Center	\$29,430	17168	\$16,057	\$13,373
Optimus Health Care	\$21,606	21302	\$8,234	\$13,372
Jason Pilger Local Dealer	\$22,896	20495	\$9,526	\$13,370
RADIATION THERAPY CENTER	\$13,370	28758		\$13,370

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
ZYLSTRA CYCLE CO SHOP	\$25,303	19126	\$11,934	\$13,369
Bottle Shop	\$76,499	7803	\$63,133	\$13,366
Robert Green Local Dealer	\$28,537	17570	\$15,180	\$13,357
Woodhouse Day Spa	\$73,192	8116	\$59,841	\$13,351
Coastal Carolina National Bank	\$30,450	16711	\$17,100	\$13,350
Gregory F Doyle Funeral Home & Cremation Services	\$14,450	27511	\$1,100	\$13,350
Alliance Recovery Center	\$13,350	28766		\$13,350
Ascent Cannabis Dispensary	\$13,350	28768		\$13,350
Community Action Partnership Of Hennepin County	\$13,350	28768		\$13,350
Oliver	\$13,347	28775		\$13,347
C Jack Allen Attorney	\$13,346	28776		\$13,346
High Point Furniture Sales	\$23,722	20056	\$10,378	\$13,344
LH Beauty Salon	\$13,342	28782		\$13,342
Colorado Rockies Baseball Team	\$13,340	28784		\$13,340
Chestnut Health Systems Rehabilitation	\$16,477	25413	\$3,140	\$13,337
East Coast Wings Restaurant	\$14,413	27543	\$1,080	\$13,333
United Communications	\$55,690	10225	\$42,360	\$13,330
St Louis Community College	\$156,348	4049	\$143,019	\$13,329
SWIFT TRANSPORTATION SVC	\$56,289	10155	\$42,961	\$13,328
Footloose Sports	\$13,328	28791		\$13,328
Idaho Power	\$31,267	16359	\$17,940	\$13,327
Central States Mfg	\$36,112	14640	\$22,787	\$13,325
Massasoit Community College	\$19,325	22954	\$6,000	\$13,325
Boulder County CO	\$13,325	28794		\$13,325
Seagrass Salem Cannabis Dispensary	\$13,325	28796		\$13,325
Aurora Highlands Real Estate Development	\$390,924	1627	\$377,600	\$13,324
Carolina Pines Regional Medical Center	\$20,953	21720	\$7,631	\$13,322
Prosperity Bank	\$22,847	20515	\$9,526	\$13,321
Doomsday Tactical Firearms Store	\$46,606	11900	\$33,288	\$13,318
Eagle Arms Gun Show	\$13,310	28810		\$13,310
Swyfty Cannabis Delivery Service	\$13,310	28811		\$13,310
VML	\$17,300	24648	\$4,000	\$13,300
Seven Hills School	\$15,600	26235	\$2,300	\$13,300
Founders Coffee Restaurant	\$13,300	28816		\$13,300
Frederick County Department Of Social Services	\$13,300	28816		\$13,300
Golden Harvest Restaurant	\$13,300	28816		\$13,300
Lawrence Transportation Systems	\$13,300	28816		\$13,300
Morris County Vocational School District	\$13,300	28816		\$13,300
Community Action Agency Organization	\$39,479	13598	\$26,180	\$13,299
COMPASS ENTERTAINMENT	\$13,299	28826		\$13,299
Tangipahoa Parish School System	\$13,299	28826		\$13,299

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
MNI Diesel Service	\$13,294	28829		\$13,294
Rosina	\$23,406	20232	\$10,120	\$13,286
Hudson Valley Community College	\$31,310	16344	\$18,026	\$13,284
Diamondback Land Surveying	\$23,182	20359	\$9,900	\$13,282
Grounds For Sculpture Park	\$13,282	28832		\$13,282
SMOKER FRIENDLY	\$17,280	24670	\$4,000	\$13,280
PRIMP SALON BAR	\$14,412	27545	\$1,137	\$13,275
pinnergy drilling & pump co	\$13,275	28837		\$13,275
Hi-Tech Plumbing & Leak Detection Service	\$29,519	17125	\$16,248	\$13,271
Prince Development Homes	\$13,270	28839		\$13,270
Barnett Howard & Williams Attorney	\$29,622	17089	\$16,360	\$13,262
Crab Trap Restaurant	\$15,860	25985	\$2,600	\$13,260
Bennigans Restaurant	\$15,476	26377	\$2,216	\$13,260
Alabama Department Of Health	\$13,260	28847		\$13,260
Apple Growth Partners CPA	\$47,230	11777	\$33,972	\$13,258
Kind Group	\$37,632	14149	\$24,375	\$13,257
Orsborn Orthodontics	\$22,526	20714	\$9,269	\$13,257
LAMONS GASKET	\$13,257	28848		\$13,257
Freshfields Bruckhaus Deringer Attorneys	\$13,251	28860		\$13,251
Greek Festival	\$13,251	28862		\$13,251
Sheldons Of Oceanside Jewelry Store	\$23,250	20322	\$10,000	\$13,250
Gomers Liquor Store	\$18,250	23795	\$5,000	\$13,250
Amli Residential	\$13,250	28862		\$13,250
Cheat Codes Personal Appearance	\$13,250	28865		\$13,250
Philadelphia Housing Development Corp	\$13,250	28865		\$13,250
Pink Breast Center	\$13,250	28865		\$13,250
PLZ Aerospace Services	\$13,250	28865		\$13,250
Mans Lumber & Millwork	\$99,509	6121	\$86,269	\$13,240
HARBOR HILLS RE DEV	\$47,583	11708	\$34,343	\$13,240
Simmons Bedding & Furniture	\$13,240	28881		\$13,240
Northern NV Medical Center	\$123,971	5027	\$110,732	\$13,239
Celebration Pointe Gainesville Shopping Center	\$54,114	10464	\$40,876	\$13,238
Polar Cooling	\$27,340	18121	\$14,104	\$13,236
Langlois Appliance & Furniture Store	\$33,520	15504	\$20,285	\$13,235
Second Half Restaurant	\$18,454	23627	\$5,219	\$13,235
N Bliss Cannabis Dispensary	\$13,235	28884		\$13,235
Sundial Collective Cannabis Store	\$13,235	28885		\$13,235
Marin/sonoma Mosquito & Vector Control District	\$47,795	11668	\$34,563	\$13,232
Placer County Water Agency	\$13,232	28888		\$13,232
Mon Health Medical Center	\$93,049	6515	\$79,818	\$13,231
Elmore Family Dentistry	\$14,130	27867	\$900	\$13,230

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
ETrailer.com Store	\$13,230	28891		\$13,230
PrimaryOne Health Clinic	\$13,224	28894		\$13,224
FARM AT GREEN VILLAGE	\$32,800	15763	\$19,578	\$13,222
National Fitness Center	\$28,161	17728	\$14,940	\$13,221
Gretna Local Dealer	\$21,065	21618	\$7,850	\$13,215
MOTIVATION EDUCATION ORG	\$13,215	28902		\$13,215
Forever Diamonds & More Jewelry Store	\$13,213	28903		\$13,213
Troy Flooring Center	\$16,424	25447	\$3,212	\$13,212
Novalis	\$13,212	28904		\$13,212
Chloes Petals For Hope	\$13,210	28906		\$13,210
American Bank	\$108,560	5659	\$95,352	\$13,208
Walter J Alvarez Attorney	\$293,291	2189	\$280,085	\$13,206
Smokehouse 52 BBQ Restaurant	\$13,203	28910		\$13,203
Virginia Spine Institute	\$42,900	12740	\$29,700	\$13,200
Pisanchyn Law Firm	\$28,000	17801	\$14,800	\$13,200
Snow Bros Appliance Center	\$23,100	20387	\$9,900	\$13,200
Journey Center For Safety & Healing	\$16,400	25464	\$3,200	\$13,200
Chesser & Barr Attorneys	\$14,500	27453	\$1,300	\$13,200
African Pride	\$13,200	28913		\$13,200
Alicia Trevino Realtors	\$13,200	28913		\$13,200
Arcosa	\$13,200	28913		\$13,200
Brook & Whittle Ltd Packaging Solutions	\$13,200	28913		\$13,200
C3 Communities Of Color Coalition	\$13,200	28913		\$13,200
Clarks Nutrition & Natural Foods Market	\$13,200	28913		\$13,200
Creative Direct Marketing Group	\$13,200	28913		\$13,200
DQE Communications	\$13,200	28913		\$13,200
Drive Weather	\$13,200	28913		\$13,200
East Mfg	\$13,200	28913		\$13,200
ELIOT COMMUNITY HMN SVC	\$13,200	28913		\$13,200
Jacksonville Civic Council	\$13,200	28913		\$13,200
Korn Ferry Advance Consultants	\$13,200	28913		\$13,200
RedCon1	\$13,200	28913		\$13,200
Riverside Home & Garden Show	\$13,200	28913		\$13,200
Short Go Shoe Store	\$13,200	28913		\$13,200
SIMPLY STAFFING EMP SVC	\$13,200	28913		\$13,200
Sondrini Enterprises	\$13,200	28913		\$13,200
SUGARWOOD ORG	\$13,200	28913		\$13,200
Wesley Rogers Steak & Buffet Restaurant	\$13,200	28913		\$13,200
Winston-Salem Dash Baseball Team	\$13,200	28913		\$13,200
City Of Lynn Haven FL	\$13,197	28958		\$13,197
Tucson Appliance Co Store	\$49,730	11262	\$36,534	\$13,196

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Team Local Dealer	\$373,482	1717	\$360,292	\$13,190
Langley Roofing Contractor	\$31,665	16209	\$18,475	\$13,190
Hotworx Fitness Studio	\$13,731	28335	\$541	\$13,190
Advanced Insurance	\$13,185	28965		\$13,185
Pontiac Community Foundation	\$13,184	28969		\$13,184
DALLAS POLICE ASSN	\$24,179	19765	\$11,000	\$13,179
Michigan Department Of State	\$13,177	28972		\$13,177
Aesthetic Dentistry Assoc Clinic	\$13,176	28974		\$13,176
DEEP RIVER WATER PARK	\$17,875	24171	\$4,700	\$13,175
Safe Driver America Driving School	\$13,174	28978		\$13,174
POL-STATE & LOCAL ISSUES	\$13,173	28979		\$13,173
Phytech	\$18,256	23788	\$5,085	\$13,171
MINDS/FUTURE CHILD CARE	\$13,168	28981		\$13,168
All Care Health Center	\$13,167	28983		\$13,167
Earth Essentials	\$13,167	28985		\$13,167
Snookys Restaurant	\$34,591	15150	\$21,426	\$13,165
Tribeca Urban Apartments	\$45,307	12187	\$32,143	\$13,164
University Of West AL	\$116,314	5314	\$103,152	\$13,162
Thoroughbred Construction Group Contractor	\$13,158	28996		\$13,158
Communities In Schools	\$33,950	15375	\$20,794	\$13,156
Sky Zone Indoor Trampoline Park	\$31,200	16398	\$18,045	\$13,155
Isigny Sainte-Mere	\$13,152	29003		\$13,152
Salt Lake Running Co Store	\$13,152	29004		\$13,152
Franciscan Missionaries Of Our Lady University	\$29,150	17281	\$16,000	\$13,150
KIMBALLS JEWELERS	\$14,650	27312	\$1,500	\$13,150
Addington Place Assisted Living & Memory Care	\$13,150	29004		\$13,150
HANSEN REALTY	\$13,150	29006		\$13,150
KARENS CARPETMAX	\$13,150	29006		\$13,150
MCKEE BOTANICAL GARDEN	\$13,150	29006		\$13,150
DIANE TURTON REALTORS	\$13,146	29015		\$13,146
METRO AIRPORT COMMISSION	\$13,144	29018		\$13,144
Aggreko Heating & Cooling Service	\$13,142	29019		\$13,142
Bronx Wanderers Personal Appearance	\$13,139	29022		\$13,139
Pegasystems	\$123,461	5042	\$110,326	\$13,135
Creighton University	\$279,076	2298	\$265,942	\$13,134
Cavalier Resort Hotel	\$33,930	15384	\$20,800	\$13,130
Pennsylvania Commercial Business & Technical School	\$32,976	15692	\$19,848	\$13,128
Braselton Urgent Care Center	\$13,128	29028		\$13,128
Delaware County Health Department	\$13,126	29031		\$13,126
KMSP	\$13,126	29033		\$13,126
White Lake Area Community Education Organization	\$13,775	28278	\$650	\$13,125

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Hiway Credit Union	\$13,125	29036		\$13,125
Lower My TX Property Taxes	\$13,125	29036		\$13,125
Merced County Public Health Department	\$13,125	29036		\$13,125
RAL CO RE	\$13,125	29036		\$13,125
Romeo Santos Personal Appearance	\$13,125	29036		\$13,125
SMUGMUG	\$13,125	29036		\$13,125
Trazza Foods	\$13,125	29036		\$13,125
ALSO Advocates For Life Skills & Opportunity Organization	\$13,124	29036		\$13,124
Athenian Diner Restaurant	\$60,842	9517	\$47,719	\$13,123
Fortune Entertainment	\$13,123	29049		\$13,123
WARSAW MO	\$13,568	28502	\$446	\$13,122
HEARTWOOD REAL ESTATE	\$13,122	29049		\$13,122
PPD Pharmaceutical Product Development	\$13,122	29051		\$13,122
Libation Station Beer Store	\$16,120	25715	\$3,000	\$13,120
Bloom Medical Spa	\$13,120	29051		\$13,120
PharmaCord	\$13,120	29054		\$13,120
Restaurant City Store	\$49,334	11360	\$36,219	\$13,115
McKee Group Real Estate Developer	\$61,177	9476	\$48,064	\$13,113
Big Daddys Sports Store	\$17,377	24599	\$4,269	\$13,108
Haier	\$13,105	29063		\$13,105
Oral Roberts University	\$23,436	20216	\$10,332	\$13,104
Catalyst Media Design	\$13,103	29066		\$13,103
MONMOUTH COUNTY	\$45,000	12252	\$31,900	\$13,100
West TN Legal Services	\$20,700	21884	\$7,600	\$13,100
AVENEL FAMILY CHIRO CTR	\$13,100	29069		\$13,100
Commuter Connections	\$13,100	29070		\$13,100
Folds Of Honor Foundation	\$13,100	29070		\$13,100
Paladin Professional School	\$13,100	29070		\$13,100
PURITAN LAWN MRL PRK	\$13,100	29070		\$13,100
Gutter Professionals Contractor	\$13,099	29079		\$13,099
POL-City Councillor	\$13,097	29082		\$13,097
TECHNICAL CLG/LWCNTRY	\$29,066	17314	\$15,971	\$13,095
Nouria Energy	\$13,095	29083		\$13,095
Revival Laser & Skin Clinic	\$13,095	29084		\$13,095
Figi Insurance & Financial Services	\$13,093	29084		\$13,093
Pizza One Restaurant	\$15,706	26137	\$2,614	\$13,092
Harris County GA	\$13,092	29086		\$13,092
Principal Charity Classic	\$13,090	29087		\$13,090
TMB Medical Assoc	\$13,090	29089		\$13,090
Chelan-Douglas Health District	\$45,687	12083	\$32,600	\$13,087
Graham Local Dealer	\$29,460	17154	\$16,373	\$13,087

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Triple-O Mechanical	\$13,087	29089		\$13,087
District Of Columbia Public Schools	\$151,780	4176	\$138,694	\$13,086
S&A CONSULTING GROUP	\$14,532	27422	\$1,446	\$13,086
Progressive Change Campaign Committee	\$13,085	29092		\$13,085
Stuart Hall School	\$13,081	29094		\$13,081
AB Goldberg Enterprises	\$13,080	29094		\$13,080
Santa Fe College	\$18,879	23282	\$5,800	\$13,079
Mayflower Medicinals Marijuana Dispensary	\$13,078	29101		\$13,078
Advanced Wellness Care Center	\$20,276	22155	\$7,200	\$13,076
Jimmy Granger Local Dealer	\$16,675	25211	\$3,600	\$13,075
Lamberts Auto & Truck Recyclers	\$13,075	29101		\$13,075
Brandywine Trucks & Equipment	\$19,258	23001	\$6,188	\$13,070
CHILDRENS NETWORK CENTER	\$35,625	14790	\$22,556	\$13,069
Beck & Masten Local Dealer	\$152,907	4138	\$139,845	\$13,062
Schendel Lawn Landscape	\$15,982	25909	\$2,920	\$13,062
Door Pros Contractor	\$13,058	29113		\$13,058
Moto Union	\$13,057	29117		\$13,057
Kitchen Art Cabinetry Store	\$13,736	28330	\$680	\$13,056
Suicide Prevention Task Force Of Schuylkill County	\$13,054	29119		\$13,054
Drakes Restaurant	\$29,583	17105	\$16,531	\$13,052
Arnold Funeral Homes	\$13,051	29123		\$13,051
Hood River Distillers	\$13,050	29125		\$13,050
Lingokids	\$13,049	29132		\$13,049
NORFOLK PUBLIC SCHOOLS	\$13,049	29132		\$13,049
F&M Bank	\$64,716	9049	\$51,668	\$13,048
Natures Treasures Of TX Gift Store	\$13,048	29136		\$13,048
Gold Group Marketing Services	\$13,046	29138		\$13,046
Harvest House Of Cannabis	\$13,046	29140		\$13,046
Orchards Fresh Food Store	\$24,652	19496	\$11,612	\$13,040
City Of VA Beach VA	\$13,036	29147		\$13,036
McKee Foods	\$13,035	29148		\$13,035
Anderson Hanson & Blanton Realty	\$43,739	12555	\$30,706	\$13,033
Pepitos Restaurant	\$24,360	19680	\$11,330	\$13,030
Clay Maxey Local Dealer	\$14,980	27016	\$1,950	\$13,030
Bushkill Falls Hotel	\$13,030	29150		\$13,030
Forsyth Country Day School	\$13,030	29151		\$13,030
Gambale Insurance Group	\$17,276	24670	\$4,250	\$13,026
Shenandoah Valley Organic	\$13,876	28166	\$850	\$13,026
Slingerland Local Dealer	\$13,026	29154		\$13,026
OWEN LUMBER CO	\$25,400	19077	\$12,375	\$13,025
Alabama Farmers Federation	\$13,020	29157		\$13,020

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
GREENBUSH LOGISTICS	\$13,020	29158		\$13,020
Explorium	\$13,018	29158		\$13,018
Samford University	\$68,747	8566	\$55,733	\$13,014
Leonard Adler Therapist	\$21,734	21240	\$8,722	\$13,012
Lake Worth Gold Mine	\$123,165	5055	\$110,154	\$13,011
Birthright Org	\$27,922	17858	\$14,912	\$13,010
Joe A Gamez Law Firm	\$1,255,337	472	\$1,242,329	\$13,008
Phillips Law Offices	\$31,313	16342	\$18,306	\$13,007
St Margarets Hospice	\$29,252	17233	\$16,248	\$13,004
Ed Rinke Local Dealer	\$66,000	8888	\$53,000	\$13,000
Whitmer High School	\$26,000	18751	\$13,000	\$13,000
Robert B Miller IV DDS	\$20,800	21810	\$7,800	\$13,000
Troy J Andreasen MD	\$19,000	23176	\$6,000	\$13,000
Piedmont Triad Intl Airport	\$18,000	23968	\$5,000	\$13,000
Little Rock School District	\$17,200	24738	\$4,200	\$13,000
Destination Athlete Store	\$17,000	24890	\$4,000	\$13,000
STILL WATERS MEDICAL SPA	\$16,400	25464	\$3,400	\$13,000
Womens Expo	\$15,000	26823	\$2,000	\$13,000
Acutex	\$13,000	29170		\$13,000
Austin Pain Assoc	\$13,000	29171		\$13,000
B&R Fournier Construction Inc	\$13,000	29171		\$13,000
Best Home & Property Services	\$13,000	29171		\$13,000
Blastershot	\$13,000	29171		\$13,000
Blended Festival	\$13,000	29171		\$13,000
Bulletproof	\$13,000	29171		\$13,000
Canopy Mortgage	\$13,000	29171		\$13,000
Cintron	\$13,000	29171		\$13,000
Citrus Hills Assisted Living	\$13,000	29171		\$13,000
City Of Berkeley CA	\$13,000	29171		\$13,000
Coney Island Fireworks	\$13,000	29171		\$13,000
CRST Intl Services	\$13,000	29171		\$13,000
Datadog	\$13,000	29171		\$13,000
De Rigo	\$13,000	29171		\$13,000
Duramex Fence Supply Store	\$13,000	29171		\$13,000
Eastside Christian Church	\$13,000	29171		\$13,000
Ebenezer Communities	\$13,000	29171		\$13,000
El Capitan Resort & Casino	\$13,000	29171		\$13,000
Fair Housing Center Of Metropolitan Detroit	\$13,000	29171		\$13,000
FreeBird Rides Marketing Service	\$13,000	29171		\$13,000
Grand Rapids Ballet	\$13,000	29171		\$13,000
Hylo Fitness	\$13,000	29171		\$13,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
JPE Mexican Food Restaurant	\$13,000	29171		\$13,000
Kal Tire Auto Service	\$13,000	29171		\$13,000
Kelly Clarkson Personal Appearance	\$13,000	29171		\$13,000
Lakewoods Choice	\$13,000	29171		\$13,000
Locals Only	\$13,000	29171		\$13,000
LOONEYS PUB	\$13,000	29171		\$13,000
Love Dentistry	\$13,000	29171		\$13,000
Miles Roofing	\$13,000	29171		\$13,000
Nic & Zoe Clothing Store	\$13,000	29171		\$13,000
NJ Transit	\$13,000	29171		\$13,000
Picatinny Federal Credit Union	\$13,000	29171		\$13,000
Pittsburgh Socialights	\$13,000	29171		\$13,000
Sasquatch Cookies Bakery	\$13,000	29171		\$13,000
Shore Prime Properties	\$13,000	29171		\$13,000
Sierra Neurosurgery Group	\$13,000	29171		\$13,000
SLEEPWORLD BEDDING STORE	\$13,000	29171		\$13,000
SoulCycle Fitness	\$13,000	29171		\$13,000
STEAMATIC CLEANING SVC	\$13,000	29171		\$13,000
Sunsure Insurance	\$13,000	29171		\$13,000
Topicals	\$13,000	29171		\$13,000
Troy City Car Wash	\$13,000	29171		\$13,000
ZOO NEW ENGLAND	\$13,000	29171		\$13,000
Makenzie Phipps Personal Appearance	\$12,999	29171		\$12,999
PLG Development Mgt	\$12,999	29250		\$12,999
Sergeant Rooter & Septic Service	\$12,999	29250		\$12,999
Watami Hibachi Steakhouse	\$12,999	29250		\$12,999
Ramsey Financial Service Insurance	\$16,619	25256	\$3,621	\$12,998
Bennett Spring State Park	\$12,996	29254		\$12,996
Caverns Cave Tours	\$12,996	29254		\$12,996
DELAWARE STORAGE CO	\$12,996	29254		\$12,996
Gabrielli Local Dealer	\$12,996	29254		\$12,996
Hospice Of Western KY	\$12,996	29254		\$12,996
Inspira Outdoor Advertising	\$12,996	29254		\$12,996
React Presents Event Mgt	\$12,995	29254		\$12,995
Bob Ferrando Local Dealer	\$67,992	8661	\$55,000	\$12,992
Adams Legal Group	\$35,000	14982	\$22,008	\$12,992
Cascades	\$12,992	29302		\$12,992
Patient Rights Advocate Organization	\$12,992	29304		\$12,992
West Escondido Auto & Transmission	\$96,635	6283	\$83,645	\$12,990
Clay Cooper Theatre	\$48,550	11508	\$35,560	\$12,990
Mercantile Bank Of MI	\$12,985	29308		\$12,985

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Nicole M Bluefort Attorney	\$12,983	29310		\$12,983
Gateway Battery Park City Apartments	\$12,978	29317		\$12,978
Choolaah Indian BBQ Restaurant	\$30,475	16700	\$17,500	\$12,975
SSB Construction Contractor	\$12,966	29323		\$12,966
Lycee Francais De Chicago	\$12,960	29328		\$12,960
LO Eye Care Service	\$23,073	20400	\$10,115	\$12,958
Heartland For Children	\$12,957	29328		\$12,957
Daves Diner	\$15,492	26365	\$2,536	\$12,956
PE Shows	\$33,419	15544	\$20,465	\$12,954
Vice Media Group	\$12,954	29334		\$12,954
Christies	\$16,800	25081	\$3,850	\$12,950
DENTAL FAMILIAR DNTL CTR	\$14,800	27168	\$1,850	\$12,950
Broussard & Williamson Attorneys	\$12,950	29337		\$12,950
Medical Action Industries Medical Supply Store	\$12,950	29337		\$12,950
LAUSD ORG	\$12,948	29337		\$12,948
Tulsa Technology Center	\$69,243	8514	\$56,298	\$12,945
Jammin Car Wash	\$31,284	16354	\$18,341	\$12,943
San Mateo County Office Of Sustainability	\$12,941	29344		\$12,941
King & Queens Home Health Care	\$12,940	29346		\$12,940
Union University	\$25,602	18970	\$12,667	\$12,935
Arnolds Jewelers	\$12,935	29347		\$12,935
Groups Recover Together Center	\$76,737	7779	\$63,805	\$12,932
Home Decor Furniture Outlet	\$12,932	29349		\$12,932
Corning Credit Union	\$72,668	8157	\$59,737	\$12,931
Desoto Memorial Hospital	\$12,931	29349		\$12,931
Mission Grown Medicinals Cannabis Store	\$12,930	29352		\$12,930
Parrish Law Firm	\$525,005	1179	\$512,076	\$12,929
Devonshire Real Estate Development	\$12,928	29354		\$12,928
SHEILA MADDOX RE BROKER	\$12,924	29358		\$12,924
Davis Wealth Mgt Group	\$12,922	29358		\$12,922
Limestone College	\$12,922	29360		\$12,922
MOSS BODY SHOP AUTO SVC	\$31,260	16363	\$18,340	\$12,920
POL-DISTRICT 7	\$12,918	29362		\$12,918
Victoria Hanh Phuoc Cosmetic Surgery	\$12,918	29364		\$12,918
Bridgewater Local Dealer	\$39,383	13626	\$26,466	\$12,917
Greenwich Medical Skincare & Laser Spa	\$12,915	29366		\$12,915
Riccolo Semelroth & Henningsen Attorneys	\$68,744	8567	\$55,830	\$12,914
Broadway Across America	\$34,945	15023	\$22,035	\$12,910
Safe Harbor Crisis Center Organization	\$16,454	25431	\$3,549	\$12,905
MOUNT ST JOSEPH ACADEMY	\$12,905	29369		\$12,905
Profitwise Accounting	\$17,029	24879	\$4,125	\$12,904

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Richmond Ambulance Authority	\$12,902	29375		\$12,902
L&L Flooring Co Store	\$37,800	14107	\$24,900	\$12,900
Texas Department Of Insurance	\$24,900	19395	\$12,000	\$12,900
Workforce Capital Staffing	\$15,400	26448	\$2,500	\$12,900
Guaranteed Rate Affinity	\$12,900	29377		\$12,900
HANOVER THEATRE	\$12,900	29377		\$12,900
Myatt Air Conditioning Services	\$12,900	29377		\$12,900
PGT TRUCKING INC	\$12,900	29377		\$12,900
Rose Theatre Brampton	\$12,900	29377		\$12,900
Valero TX Open Golf Tournament	\$12,900	29377		\$12,900
Wild Willys Fireworks	\$12,900	29377		\$12,900
Woodlands Medical Specialists	\$12,900	29377		\$12,900
Clarendon Behavioral Health Services	\$12,899	29391		\$12,899
Phoenix Mercury Womens Basketball Team	\$20,120	22263	\$7,225	\$12,895
Greenfield Cooperative Bank	\$50,934	11002	\$38,040	\$12,894
Athletes First Talent Agency	\$12,894	29393		\$12,894
Arkware IT Services	\$12,893	29394		\$12,893
Meineke Car Care Center	\$40,614	13285	\$27,725	\$12,889
California Farmworker Foundation	\$12,886	29399		\$12,886
Ensor Plumbing Service	\$43,929	12512	\$31,050	\$12,879
Lake Tahoe Shakespeare Festival	\$12,879	29402		\$12,879
Modern Real Estate Development	\$17,160	24776	\$4,282	\$12,878
KRISPY KRUNCHY FOODS SVC	\$12,875	29404		\$12,875
Sacramento Department Of Water Resources	\$12,875	29406		\$12,875
Ardent Credit Union	\$13,181	28971	\$307	\$12,874
OHIO COUNTY HOSPITAL	\$12,874	29409		\$12,874
Source Renewables Energy	\$12,874	29409		\$12,874
CUESTA COLLEGE	\$154,300	4112	\$141,427	\$12,873
Timothy D Welborn Attorney	\$46,581	11906	\$33,710	\$12,871
TRAILS APARTMENTS	\$12,870	29415		\$12,870
HELM	\$43,470	12608	\$30,602	\$12,868
Back The Badge Event	\$15,562	26292	\$2,694	\$12,868
Northern State University	\$21,445	21416	\$8,580	\$12,865
JOST	\$12,865	29415		\$12,865
Richland One Middle College	\$79,487	7513	\$66,624	\$12,863
HNTB CORP	\$12,862	29422		\$12,862
LEGACY RV CENTER	\$12,861	29424		\$12,861
Paper Education	\$12,860	29426		\$12,860
Tobacco Tavern Restaurant	\$12,860	29427		\$12,860
Breeze Medical Marijuana Dispensary	\$12,858	29427		\$12,858
Bents Opera House Hotel	\$12,857	29429		\$12,857

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Real Dallas Properties & Mgt	\$12,857	29431		\$12,857
Cuyahoga County Department Of Health & Human Services	\$12,856	29433		\$12,856
Phils Oyster Bar Restaurant	\$43,005	12715	\$30,150	\$12,855
Dennis Kirk	\$14,455	27506	\$1,600	\$12,855
Whitinsville Family Dentistry	\$31,752	16178	\$18,898	\$12,854
Verve Credit Union	\$134,413	4688	\$121,560	\$12,853
Adara Home Health	\$17,350	24614	\$4,500	\$12,850
Kevins Carpets	\$12,850	29438		\$12,850
OhioGuidestone Organization	\$12,850	29438		\$12,850
Pursuit Restoration	\$12,850	29438		\$12,850
Stevens Fine Homes Contractor	\$12,850	29438		\$12,850
Immediate Care Medical Walk-In	\$12,848	29448		\$12,848
PARKER HEATING & AC	\$12,848	29449		\$12,848
Partners Local Dealer	\$12,847	29449		\$12,847
Philadelphia Museum Of Art Craft Show	\$12,844	29452		\$12,844
National Museum Of America	\$20,000	22337	\$7,158	\$12,842
Fiesta Insurance Agency	\$12,840	29458		\$12,840
Wholistic Medicine Specialists Of Atlanta	\$12,840	29458		\$12,840
Wholistic Stress Control Institute	\$12,840	29458		\$12,840
Western IL University	\$27,538	18028	\$14,701	\$12,837
Hubbard	\$23,425	20222	\$10,588	\$12,837
Mathews Furniture Store	\$16,500	25348	\$3,665	\$12,835
Malsnee Tile & Stone Store	\$12,833	29464		\$12,833
Summerland Wine & Spirits Store	\$12,829	29464		\$12,829
Riesbecks Food Market	\$48,746	11464	\$35,919	\$12,827
Southern Land Exchange	\$15,750	26076	\$2,925	\$12,825
MedBridge Healthcare	\$12,825	29471		\$12,825
Newark Educators Community Charter School	\$12,825	29471		\$12,825
CFR Patio Furniture Repair Service	\$19,236	23025	\$6,412	\$12,824
Transformative Health Center	\$25,722	18920	\$12,900	\$12,822
Posh Peanut Clothing Store	\$12,820	29482		\$12,820
COOKEVILLE RGNL MED CTR	\$12,816	29484		\$12,816
Afford-A-Care Pet Hospital	\$15,314	26533	\$2,500	\$12,814
Gerhards Appliance Store	\$223,989	2871	\$211,177	\$12,812
BabyFace Ray Musician	\$12,812	29487		\$12,812
HOUSING AUTHORITY/AUSTIN	\$12,812	29490		\$12,812
SAN FRANCISCO DIST ATTY	\$12,812	29490		\$12,812
Brownsville Independent School District	\$35,010	14978	\$22,200	\$12,810
Adventures By The Sea	\$12,809	29490		\$12,809
Bird	\$25,930	18815	\$13,125	\$12,805
Prolific Landscape	\$27,200	18184	\$14,399	\$12,801

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Airtron Heating & Air Conditioning	\$12,800	29498		\$12,800
Elite Developments Real Estate Developer	\$12,800	29498		\$12,800
Fabulous Fox Theatre	\$12,800	29498		\$12,800
First American Equipment Finance	\$12,800	29498		\$12,800
HARTZ CONSTRUCTION CO	\$12,800	29498		\$12,800
Lombardo Law Office	\$12,800	29498		\$12,800
North Carolina Diabetes Prevention Control Program	\$12,800	29498		\$12,800
Woodlands Township	\$12,800	29498		\$12,800
Hop House Restaurant	\$26,947	18316	\$14,149	\$12,798
Kailey Fuels Station	\$12,797	29521		\$12,797
Barberitos Southwestern Grille & Cantina	\$39,064	13711	\$26,268	\$12,796
Bronze Lady Inc Gift Store	\$12,786	29528		\$12,786
Thinkfilm Pictures	\$13,675	28385	\$893	\$12,782
J Morgan Fine Jewelers	\$38,650	13854	\$25,870	\$12,780
Avita Drugs Store	\$12,780	29532		\$12,780
Morrow Gates & Morrow Attorneys	\$12,780	29533		\$12,780
WALKER FUNERAL HOME	\$50,451	11094	\$37,672	\$12,779
American Appliance Store	\$12,775	29538		\$12,775
Cafe Central	\$58,395	9871	\$45,625	\$12,770
Palmetto Quick Repair	\$12,769	29546		\$12,769
Gaucho Brazilian Steak House	\$16,709	25178	\$3,941	\$12,768
Parisian Salon & Day Spa	\$12,768	29548		\$12,768
Pzazz Entertainment Complex	\$26,757	18415	\$13,990	\$12,767
Bridgeport Generation Now Votes	\$12,761	29551		\$12,761
Bernalillo County NM	\$26,112	18699	\$13,356	\$12,756
Auto Body Clinic	\$12,755	29554		\$12,755
GES	\$62,654	9283	\$49,900	\$12,754
HILBERT COLLEGE	\$56,750	10097	\$43,997	\$12,753
Minnesota Housing Financial Agency	\$12,752	29560		\$12,752
South Carolina Watch Dog Organization	\$12,751	29560		\$12,751
DARLINGTON SCHOOL	\$13,906	28138	\$1,156	\$12,750
ALL MEDIA MARKETING SVC	\$12,750	29562		\$12,750
Bongards Creameries Shop	\$12,750	29563		\$12,750
CEDAR-CROSSE RSRCH CTR	\$12,750	29563		\$12,750
GSRx	\$12,750	29563		\$12,750
Houston Local Dealer	\$12,750	29563		\$12,750
Spark Day Camp	\$12,750	29563		\$12,750
Trilogy Real Estate Development	\$12,750	29563		\$12,750
White Mountains NH	\$12,750	29563		\$12,750
Whitney Young Health Organization	\$12,750	29563		\$12,750
Deliberate Reach Media	\$12,749	29563		\$12,749

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
LEHIGH VALLEY GRAND PRIX	\$36,532	14501	\$23,784	\$12,748
Edgewood Wellness Medical Marijuana Dispensary	\$12,743	29585		\$12,743
HealthLinc Community Health Center	\$49,806	11245	\$37,065	\$12,741
WLEX	\$12,740	29587		\$12,740
DOUGLASVILLE GA	\$39,685	13541	\$26,949	\$12,736
BROOKFIELD HOMES	\$39,000	13728	\$26,265	\$12,735
Trivium Life Services	\$12,735	29595		\$12,735
ALL-STAR PEST CONTROL	\$12,731	29597		\$12,731
ABB	\$12,720	29605		\$12,720
Paducah Bank	\$12,715	29610		\$12,715
FAKHOURY CHIRO CLINIC	\$40,321	13355	\$27,608	\$12,713
LIBBYS MOTOWORLD MTRCYCL	\$12,713	29612		\$12,713
La Jolla Vein Care	\$12,711	29614		\$12,711
Bethel College	\$51,602	10883	\$38,896	\$12,706
American Athletic Conference	\$13,705	28349	\$1,000	\$12,705
SH 130 Concession Co	\$12,705	29619		\$12,705
Cortland Vesta Apartments	\$12,702	29621		\$12,702
Katies Seafood House Restaurant	\$12,702	29622		\$12,702
TOTALLY TANKER INTRS SVC	\$29,767	17017	\$17,066	\$12,701
Ace Overcomers	\$14,000	28001	\$1,300	\$12,700
OneNeighbor Home Service	\$12,700	29626		\$12,700
SM MECHANICAL HTG&AC CNT	\$12,700	29626		\$12,700
TrueNorth Community Services Organization	\$12,700	29626		\$12,700
Venus By Maria Tash Jewelry Store	\$12,700	29626		\$12,700
Little General Convenience Store	\$76,852	7769	\$64,153	\$12,699
TJs Country Corner Store	\$12,694	29640		\$12,694
Holiday Retirement Community	\$19,600	22708	\$6,910	\$12,690
Horton & Mendez Attorneys	\$12,690	29640		\$12,690
Zhang Financial Co	\$12,688	29642		\$12,688
GORLIN POOLS SERVICE	\$12,687	29643		\$12,687
Chihuahuas Mexican Restaurant	\$12,686	29644		\$12,686
A Plus Heating & Cooling	\$12,685	29645		\$12,685
Star Stadium	\$12,685	29646		\$12,685
Rise N Roll Bakery	\$15,690	26154	\$3,008	\$12,682
Prince Georges County Government	\$20,001	22335	\$7,321	\$12,680
BP Tree Services	\$16,305	25549	\$3,626	\$12,679
Acme Brick Tile & Stone Store	\$13,874	28170	\$1,200	\$12,674
Mid-MI District Health Department	\$16,673	25213	\$4,000	\$12,673
Croniers Fine Jewelry Store	\$18,500	23583	\$5,828	\$12,672
La Pachanga Restaurant	\$18,180	23863	\$5,509	\$12,671
Northern Regional Hospital	\$32,049	16058	\$19,382	\$12,667

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Ambient Edge Heating & Air Conditioning	\$124,412	5008	\$111,750	\$12,662
Vutt Optical & Sunglasses	\$14,432	27527	\$1,772	\$12,660
Monmouth County NJ	\$12,660	29668		\$12,660
VILLA HEALTH CARE CENTER	\$12,660	29668		\$12,660
Castellis Restaurant	\$36,661	14453	\$24,003	\$12,658
Elevated Care Clinic	\$12,656	29672		\$12,656
Northgate Gonzalez Market	\$12,656	29673		\$12,656
St Joseph Orphanage	\$12,654	29673		\$12,654
ALL PETS CONSIDERED	\$19,200	23042	\$6,550	\$12,650
Snowshoe Mountain Ski Area	\$12,650	29676		\$12,650
We Connect Health Care Insurance Organization	\$12,650	29676		\$12,650
VICTOR BEAN GUN SHOW	\$55,647	10232	\$43,000	\$12,647
Wolfgram Law	\$12,647	29682		\$12,647
Hinge Health	\$12,646	29683		\$12,646
Harrys Building Materials	\$23,947	19947	\$11,302	\$12,645
Suntec Concrete	\$12,643	29684		\$12,643
Smith Welch Webb & White Attorneys	\$39,103	13696	\$26,462	\$12,641
Allen & Allen Law Firm	\$12,640	29685		\$12,640
Cabin Furniture Store	\$18,892	23277	\$6,256	\$12,636
St Lawrence Health System	\$45,186	12208	\$32,551	\$12,635
PB Fitness Gym	\$18,882	23281	\$6,248	\$12,634
LLOYD CONSTRUCTION CO	\$12,870	29413	\$237	\$12,633
Bella Stone Cincinnati Store	\$32,384	15929	\$19,755	\$12,629
Truckee Meadows Water Authority	\$12,626	29692		\$12,626
Blooms & Berries Farm	\$12,625	29693		\$12,625
Mills Entertainment	\$12,625	29694		\$12,625
OMBUDSMAN EDUC SVC	\$12,625	29694		\$12,625
GEODYNAMICS FNDTN ENG	\$12,622	29700		\$12,622
Fernbank Museum Of Natural History	\$162,357	3918	\$149,739	\$12,618
Veridian Credit Union	\$173,941	3676	\$161,327	\$12,614
Gage Gandy Bail Bonds	\$12,613	29704		\$12,613
Casino 580	\$80,535	7418	\$67,923	\$12,612
Campbell Local Dealer	\$76,204	7824	\$63,592	\$12,612
Bradbury Brothers Air Conditioning & Heating	\$62,400	9308	\$49,792	\$12,608
NAPA COUNTY	\$12,608	29707		\$12,608
Delaware Valley Community Health	\$27,959	17840	\$15,352	\$12,607
JEWISH COMMUNITY CTR/SF	\$12,604	29710		\$12,604
LOUISIANA FIREWORKS OTLT	\$12,604	29711		\$12,604
Vantage Point Retirement Living	\$17,328	24632	\$4,725	\$12,603
Hope Pharmacy	\$12,603	29711		\$12,603
Anheuser-Busch Credit Union	\$69,930	8450	\$57,328	\$12,602

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Sullivan Oil & Propane Service	\$12,601	29718		\$12,601
Law Offices Of Mickey Fine	\$67,200	8748	\$54,600	\$12,600
CAR XCHANGE STEREO STORE	\$16,800	25081	\$4,200	\$12,600
Ervin & Smith Digital Marketing	\$15,400	26448	\$2,800	\$12,600
Advanced Plumbing Systems Llc	\$12,600	29718		\$12,600
Alcon	\$12,600	29721		\$12,600
Amada Senior Care	\$12,600	29721		\$12,600
Aspen Veterinary Resources	\$12,600	29721		\$12,600
Baldwin Heating & AC Co	\$12,600	29721		\$12,600
Baltimore Symphony Orchestra	\$12,600	29721		\$12,600
BENTS RV RENDEZVOUS	\$12,600	29721		\$12,600
Center Point School	\$12,600	29721		\$12,600
Dina Care	\$12,600	29721		\$12,600
Facilities Mgt Group	\$12,600	29721		\$12,600
HOFFMAN FUNERAL HOMES	\$12,600	29721		\$12,600
Keen Footwear Store	\$12,600	29721		\$12,600
Manteca Trailer & Motorhome	\$12,600	29721		\$12,600
Mechanix Wear	\$12,600	29721		\$12,600
MegaCon	\$12,600	29721		\$12,600
Newberry College	\$12,600	29721		\$12,600
Ohio Living Rockynol Assisted Living Facility	\$12,600	29721		\$12,600
ONIE OK Nutrition Information & Education Project	\$12,600	29721		\$12,600
Ralph M Guito III Attorney	\$12,600	29721		\$12,600
Reutzel Pharmacy	\$12,600	29721		\$12,600
Romero & Partners	\$12,600	29721		\$12,600
Sharper Surgery	\$12,600	29721		\$12,600
Spz Advertising	\$12,600	29721		\$12,600
Upstate Home Health Care	\$12,600	29721		\$12,600
Youth Opportunities Unlimited Organization	\$12,600	29721		\$12,600
Blue Star Insurance Group	\$22,781	20564	\$10,185	\$12,596
WILDHORSE SALOON	\$12,595	29763		\$12,595
Epic Academy School	\$12,594	29764		\$12,594
SILVER ROOM GIFT STORE	\$12,594	29765		\$12,594
LEARN Charter School Network	\$16,713	25173	\$4,120	\$12,593
Lincoln City Outlets Shopping Center	\$33,952	15374	\$21,360	\$12,592
Cajun Seafood Restaurant	\$43,633	12571	\$31,043	\$12,590
Phalanx Family Services Organization	\$12,588	29770		\$12,588
Abundant Living Faith Center	\$110,975	5547	\$98,388	\$12,587
SOUTHERN CHARM GIFT STR	\$12,581	29775		\$12,581
City Of Fort Lauderdale FL	\$12,577	29779		\$12,577
Pure Edibles	\$12,576	29779		\$12,576

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
OVEREATERS ANONYMOUS	\$14,775	27201	\$2,200	\$12,575
Unique Local Dealer	\$12,800	29498	\$225	\$12,575
Careteam Plus Family Health & Specialty Care Clinic	\$12,575	29781		\$12,575
Martin Legal Group	\$12,575	29782		\$12,575
Pax-Villa USA Funeral Home	\$18,041	23941	\$5,467	\$12,574
IMA Medical Group	\$14,574	27392	\$2,000	\$12,574
Calvin Theological Seminary	\$12,574	29782		\$12,574
Gorilla Gurus Marketing Service	\$12,574	29785		\$12,574
Arce Heating & AC	\$15,713	26129	\$3,140	\$12,573
Great Lakes Energy Service	\$12,572	29785		\$12,572
Snitz Creek Brewery Restaurant	\$17,408	24566	\$4,840	\$12,568
Munley Law Firm	\$177,009	3619	\$164,443	\$12,566
Northwood Local Dealer	\$12,564	29791		\$12,564
Plaza Medical Centers	\$12,563	29791		\$12,563
Echoing Hills Village	\$22,874	20505	\$10,312	\$12,562
AutoRide Local Dealer	\$15,270	26590	\$2,708	\$12,562
Accion Latina Professional Service	\$12,562	29794		\$12,562
Tejas Equipment Store	\$12,562	29795		\$12,562
Must Ministries	\$23,173	20363	\$10,612	\$12,561
Eagle Mountain Casino	\$210,942	3052	\$198,385	\$12,557
Bundu Marketing	\$12,557	29797		\$12,557
GULF BREEZE ZOO	\$32,449	15905	\$19,896	\$12,553
Savannah Music Festival	\$13,425	28706	\$873	\$12,552
WPRI	\$22,750	20582	\$10,200	\$12,550
Central Hospital For Veterinary Medicine	\$12,550	29802		\$12,550
Century Casino Cape Girardeau	\$12,550	29803		\$12,550
Arizona Charlies Hotel & Casino	\$220,473	2917	\$207,926	\$12,547
Springfield Memorial Hospital	\$12,545	29811		\$12,545
Guardian Foundation Repair Contractor	\$35,542	14814	\$23,000	\$12,542
Clearview Realty	\$15,246	26612	\$2,705	\$12,541
Sports Obsession Store	\$17,290	24663	\$4,750	\$12,540
Longwood Residential Housekeeping Service	\$12,540	29818		\$12,540
Summer Meals IL	\$12,540	29818		\$12,540
Silver Springs State Park	\$12,539	29818		\$12,539
Winsouth Credit Union	\$12,539	29824		\$12,539
Peoria Park District	\$19,020	23164	\$6,482	\$12,538
National Quilt Museum Of The US	\$14,106	27880	\$1,570	\$12,536
Lorain County Commissioners	\$12,536	29826		\$12,536
Future Aire HVAC	\$18,895	23275	\$6,360	\$12,535
Jennifer Riordan Foundation	\$12,535	29827		\$12,535
Oasis Medical Cannabis Dispensary	\$12,535	29829		\$12,535

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
CROSSROADS ARTS DIST ORG	\$12,532	29829		\$12,532
Triton Mgt Group	\$76,394	7816	\$63,864	\$12,530
Staff Zone	\$12,530	29833		\$12,530
G Fedale Roofing & Siding	\$12,527	29835		\$12,527
Gannet Sport Fishing Charter	\$12,525	29837		\$12,525
Home Builders Assn Of Greater Tulsa	\$12,525	29838		\$12,525
Patete Kitchen & Bath Center	\$79,491	7512	\$66,970	\$12,521
Bowling Green KY	\$32,880	15730	\$20,360	\$12,520
Independents Fiber Network	\$12,520	29842		\$12,520
Jim Stafford Theatre	\$12,520	29842		\$12,520
Gellman Team Real Estate	\$57,813	9946	\$45,296	\$12,517
Woodys Restaurant	\$12,517	29846		\$12,517
Escambia County School District	\$19,516	22770	\$7,000	\$12,516
Breakaway TMS & Psychiatry	\$12,516	29847		\$12,516
Healthy Life	\$12,516	29848		\$12,516
Snohomish County Public Schools	\$12,515	29848		\$12,515
Office Experience	\$12,512	29851		\$12,512
REHABILITATION HOSP/IN	\$37,510	14185	\$25,000	\$12,510
PREMIER HIGH SCHOOL	\$12,510	29853		\$12,510
Hands Of Hope Org	\$19,380	22926	\$6,871	\$12,509
HW HUNTER AUTO SVC CTR	\$89,330	6794	\$76,822	\$12,508
HBCU Week Foundation	\$20,800	21810	\$8,293	\$12,507
Hillcrest Assisted Living Center	\$13,644	28424	\$1,137	\$12,507
Holy City Med Urgent & Primary Care	\$12,507	29860		\$12,507
Academy Of St Elizabeth	\$12,502	29866		\$12,502
HOUCAR SHARING SERVICE	\$12,502	29869		\$12,502
MCCURTAIN COUNTY	\$81,500	7332	\$69,000	\$12,500
Cobalt Credit Union	\$66,300	8845	\$53,800	\$12,500
Best Way Pizza Restaurant	\$26,600	18473	\$14,100	\$12,500
NEW YORK AQUARIUM	\$22,946	20480	\$10,446	\$12,500
Mohnton Home Improvement Contractor	\$22,500	20730	\$10,000	\$12,500
K Town Vapor Lounge	\$18,500	23583	\$6,000	\$12,500
Dog Haus Restaurant	\$16,500	25348	\$4,000	\$12,500
American Writers Museum	\$12,500	29872		\$12,500
ART SIGN CO	\$12,500	29872		\$12,500
Atlanta Athletic Club	\$12,500	29872		\$12,500
Avatar Residential Detox Center	\$12,500	29872		\$12,500
Biltmore Co	\$12,500	29872		\$12,500
Block Renovation Contractor	\$12,500	29872		\$12,500
Cannatas Food Store	\$12,500	29872		\$12,500
Cascade Organic	\$12,500	29872		\$12,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Cellular Connections	\$12,500	29872		\$12,500
Center For Sight Clinic	\$12,500	29872		\$12,500
Central Market Food Store	\$12,500	29872		\$12,500
Chinese American Service League Organization	\$12,500	29872		\$12,500
CITY HOMES	\$12,500	29872		\$12,500
Clear Channel Entertainment	\$12,500	29872		\$12,500
ClearChoice Federal Credit Union	\$12,500	29872		\$12,500
Connecticut State Department Of Education	\$12,500	29872		\$12,500
Coolpo	\$12,500	29872		\$12,500
Cooperative For Human Services	\$12,500	29872		\$12,500
Donate To Pro-Life	\$12,500	29872		\$12,500
Dreamworks	\$12,500	29872		\$12,500
Dupont Park Adventist School	\$12,500	29872		\$12,500
Educare Chicago	\$12,500	29872		\$12,500
Epic Office Solutions Store	\$12,500	29872		\$12,500
FACES EYEWEAR CENTER	\$12,500	29872		\$12,500
FEED THE CHILDREN	\$12,500	29872		\$12,500
Fund For The Waterworks	\$12,500	29872		\$12,500
Georgia Beekeepers Assn	\$12,500	29872		\$12,500
Globe Life	\$12,500	29872		\$12,500
Hals Package Store	\$12,500	29872		\$12,500
Heritage Reformed Congregation	\$12,500	29872		\$12,500
Heroic Music Group	\$12,500	29872		\$12,500
Hillcrest Memorial Park	\$12,500	29872		\$12,500
Howard Orloff Local Dealer	\$12,500	29872		\$12,500
Industrial Bank	\$12,500	29872		\$12,500
IWG Intl Workplace Group	\$12,500	29872		\$12,500
Jim & Tabitha Furyk Foundation	\$12,500	29872		\$12,500
John Douglas Insurance Agency	\$12,500	29872		\$12,500
Jordan Brands	\$12,500	29872		\$12,500
Kalon Dermatology Center	\$12,500	29872		\$12,500
Kerbys Furniture Store	\$12,500	29872		\$12,500
Kind Hearts Home Care	\$12,500	29872		\$12,500
Laithwaites Wine Merchants	\$12,500	29872		\$12,500
Lakeside Bank	\$12,500	29872		\$12,500
Manhattan Educational Opportunity Center	\$12,500	29872		\$12,500
MKG Productions Agency	\$12,500	29872		\$12,500
Moon Payment Service	\$12,500	29872		\$12,500
NEW MOMS NEW EXPCTNS ORG	\$12,500	29872		\$12,500
PHILLIPS PRICE RLTY AGNC	\$12,500	29872		\$12,500
PLASMA-THERM	\$12,500	29872		\$12,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Plaza De La Raza Organization	\$12,500	29872		\$12,500
Presidio Theatre	\$12,500	29872		\$12,500
Pride In The Park Event	\$12,500	29872		\$12,500
Primary Arms Store	\$12,500	29872		\$12,500
Roxborough Memorial Hospital	\$12,500	29872		\$12,500
Settlement Music School	\$12,500	29872		\$12,500
Silver Strand Urgent Care	\$12,500	29872		\$12,500
Social Hour	\$12,500	29872		\$12,500
Spiotti & Assoc Attorneys At Law	\$12,500	29872		\$12,500
St James Place Retirement Community	\$12,500	29872		\$12,500
Streeteasy.com	\$12,500	29872		\$12,500
SueroX	\$12,500	29872		\$12,500
Taylor Road Store All Service	\$12,500	29872		\$12,500
TC Energy	\$12,500	29872		\$12,500
TimbukTech IT Service	\$12,500	29872		\$12,500
TOWN OF NORWOOD	\$12,500	29872		\$12,500
UCLA Extension	\$12,500	29872		\$12,500
UMLE-Fonovisa	\$12,500	29872		\$12,500
Waste Mgt Of Charlotte County	\$12,500	29872		\$12,500
Western Wood Crafts Store	\$12,500	29872		\$12,500
Wichita Presbyterian Manor Assisted Living	\$12,500	29872		\$12,500
Wild Lights	\$12,500	29872		\$12,500
X FACTOR SERVICE	\$12,500	29872		\$12,500
Zayn Hair Boutique Store	\$12,500	29872		\$12,500
Elk Valley Casino	\$23,718	20060	\$11,220	\$12,498
Care Patrol Assisted Living Center	\$12,496	29989		\$12,496
Amigos Restaurant	\$42,813	12762	\$30,320	\$12,493
Victoria Electric Cooperative	\$12,490	29994		\$12,490
Richard Ingram Attorney	\$16,584	25295	\$4,095	\$12,489
Royals Cannabis	\$68,354	8612	\$55,866	\$12,488
Dash Two Media Buying Agency	\$15,980	25909	\$3,500	\$12,480
Downtown Fitness Center	\$12,480	29999		\$12,480
Estwing	\$12,480	29999		\$12,480
WGCM	\$12,480	29999		\$12,480
City Of Providence Healthy Communities Office	\$12,475	30004		\$12,475
Oro Di Oliva Oil & Vinegar Store	\$12,472	30006		\$12,472
Romans Restaurant	\$12,471	30008		\$12,471
Royal Farms Convenience Store	\$546,665	1139	\$534,195	\$12,470
Boerne Local Dealer	\$50,688	11051	\$38,218	\$12,470
Happy Time Recreational Marijuana Shop	\$12,467	30013		\$12,467
Ovation Bistro & Bar Restaurant	\$89,580	6776	\$77,114	\$12,466

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
CLAYTON MO	\$14,477	27493	\$2,021	\$12,456
Peterman Brothers Service	\$12,455	30023		\$12,455
COUNTY LINE CHIROPRACTIC	\$142,375	4438	\$129,921	\$12,454
New Mexico Department Of Agriculture	\$12,452	30026		\$12,452
Feeders Supply Store	\$18,250	23795	\$5,800	\$12,450
Colorado Wine Industry Development Board	\$12,450	30028		\$12,450
Florida Childrens Services Council	\$12,450	30028		\$12,450
San Diego Sockers Soccer Team	\$12,450	30028		\$12,450
ADCARE HOSPITAL	\$61,240	9464	\$48,795	\$12,445
Fenton Local Dealer	\$12,442	30038		\$12,442
WCBM	\$14,400	27562	\$1,960	\$12,440
Occupy Democrats Organization	\$12,440	30042		\$12,440
Sunflower Realty	\$12,439	30045		\$12,439
CABAZON OUTLETS	\$115,341	5367	\$102,903	\$12,438
Mountain Farm Intl	\$19,288	22983	\$6,850	\$12,438
ROSELAWN FUNERAL HOME	\$12,438	30047		\$12,438
Cohen-Harris Attorneys	\$12,435	30047		\$12,435
Troy Granite Contractor	\$67,399	8725	\$54,967	\$12,432
Element Care Assisted Living	\$12,431	30051		\$12,431
Dutch Farms	\$35,000	14982	\$22,570	\$12,430
Americans For Citizen Voting	\$12,428	30054		\$12,428
Central Cable	\$31,926	16109	\$19,500	\$12,426
Community Foundation	\$40,309	13359	\$27,885	\$12,424
Amici Italian Restaurant	\$76,950	7760	\$64,528	\$12,422
Cabinets Now Plus Center	\$49,705	11272	\$37,283	\$12,422
NeedToBreathe Personal Appearance	\$12,422	30061		\$12,422
NEW ENGLAND SHEET METAL	\$12,422	30062		\$12,422
Triplemint Realty Service	\$12,422	30062		\$12,422
Vocality Community Credit Union	\$12,416	30065		\$12,416
Florida Rising Organization	\$12,412	30070		\$12,412
Not One More Organization	\$12,410	30076		\$12,410
Fresno Pacific University	\$17,561	24426	\$5,154	\$12,407
Broome Street Academy Charter High School	\$12,405	30078		\$12,405
Molyneaux Tile & Carpet Store	\$64,000	9131	\$51,600	\$12,400
Historic Banning Mills Hotel	\$24,400	19646	\$12,000	\$12,400
Parkland Community Health Plan	\$22,950	20475	\$10,550	\$12,400
Ephrata Community Hospital	\$18,600	23498	\$6,200	\$12,400
Clinicas De Salud Del Pueblo	\$15,700	26141	\$3,300	\$12,400
Flap Jacks Country Cafe	\$14,400	27562	\$2,000	\$12,400
JOHNNIE WALKER RVS	\$14,400	27562	\$2,000	\$12,400
Adelfa Mexicana/Natural Store	\$12,400	30083		\$12,400

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Douglass Theatre	\$12,400	30084		\$12,400
Festival Colombiano	\$12,400	30084		\$12,400
Lost Treasure Miniature Golf	\$12,400	30084		\$12,400
PEAK FITNESS HEALTH CLUB	\$12,400	30084		\$12,400
PINNACLE HEALTHCARE INC	\$12,400	30084		\$12,400
Robbins Diamonds Store	\$12,400	30084		\$12,400
Sampson Construction Contractor	\$12,400	30084		\$12,400
Transport Workers Union Of America	\$12,400	30084		\$12,400
Southwest Beverage	\$12,399	30101		\$12,399
Mogy Law Firm	\$27,359	18115	\$14,962	\$12,397
Gary Lang Local Dealer	\$80,153	7452	\$67,757	\$12,396
Insurance Services Llc	\$12,394	30103		\$12,394
SMOKE CITY CIGARETTE STR	\$12,394	30106		\$12,394
MIKE WATKINS REAL ESTATE	\$12,391	30109		\$12,391
TAYLOR REFRIGERATION SVC	\$16,090	25745	\$3,702	\$12,388
Kriete Group Commercial Truck Local Dealer	\$16,711	25176	\$4,332	\$12,379
Child Advocacy Center	\$14,326	27659	\$1,950	\$12,376
BAY BLINDS&SHUTTERS STR	\$25,375	19096	\$13,000	\$12,375
IMMY	\$22,635	20641	\$10,260	\$12,375
DiPietro Heating & Cooling	\$12,375	30115		\$12,375
North Carolina Assn Of Nurse Anesthetists	\$12,375	30115		\$12,375
Sherwood Bedding	\$12,375	30115		\$12,375
SunRail	\$12,375	30115		\$12,375
Green Valley Book Fair	\$21,444	21416	\$9,070	\$12,374
Max World Trading	\$12,373	30127		\$12,373
TOP GUN SHOOTING SPORTS	\$42,835	12757	\$30,465	\$12,370
Perimeter Roofing Contractor	\$23,900	19964	\$11,530	\$12,370
WW GREENHOUSES GARDN CTR	\$13,419	28713	\$1,050	\$12,369
Patriot Bank	\$26,813	18384	\$14,445	\$12,368
Interventional Pain Medicine Institute	\$12,366	30131		\$12,366
Cresswind Palm Beach Real Estate Development	\$37,650	14148	\$25,285	\$12,365
5.23 Real Estate	\$12,365	30132		\$12,365
Baker	\$12,365	30134		\$12,365
Quest Interiors Flooring Store	\$23,426	20220	\$11,062	\$12,364
Ace Lakhani Law Firm	\$12,360	30138		\$12,360
Cowboy Bail Bonds Service	\$12,360	30139		\$12,360
Market Street Food Store	\$17,143	24786	\$4,786	\$12,357
Starke Insurance Agency	\$19,718	22611	\$7,362	\$12,356
Brad Malley Well Drilling Construction	\$15,456	26403	\$3,100	\$12,356
Gold Star Mortgage Financial Group	\$31,118	16445	\$18,764	\$12,354
Purity Oilfield Services	\$12,352	30145		\$12,352

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Albert F Rhodes Jewelers	\$12,350	30145		\$12,350
Altek	\$12,350	30147		\$12,350
GATLINBURG CRAFTSMEN FR	\$12,350	30147		\$12,350
Nazareth Academy High School	\$12,350	30147		\$12,350
Homewood At Martinsburg	\$15,569	26284	\$3,220	\$12,349
Dancing Bear Lodge	\$18,192	23851	\$5,844	\$12,348
Camping World Of Knoxville	\$12,348	30147		\$12,348
Riverside Brewery & Restaurant	\$12,348	30155		\$12,348
Arnold Palmer	\$33,905	15389	\$21,558	\$12,347
Palace Theater	\$12,347	30155		\$12,347
Rosetta Stone	\$12,346	30165		\$12,346
HRC Fertility	\$12,344	30167		\$12,344
WICOMICO COUNTY MD	\$15,428	26429	\$3,085	\$12,343
Marcel Williams Entertainment Agency	\$12,337	30170		\$12,337
Lake Hickory Haunts	\$12,336	30174		\$12,336
Western NY Independent Living Organization	\$14,923	27056	\$2,591	\$12,332
Dat Jerk Caribbean Chargrill Restaurant	\$31,984	16095	\$19,653	\$12,331
Mansfield Bio-Incubator	\$12,330	30177		\$12,330
LoKation Real Estate Agency	\$12,328	30178		\$12,328
Franklin Pierce Youth First	\$12,325	30181		\$12,325
Infinite Smiles Dentistry	\$34,379	15228	\$22,055	\$12,324
Aqualis	\$12,321	30185		\$12,321
Wingman	\$12,320	30187		\$12,320
CentralMed Urgent Care	\$12,318	30187		\$12,318
Rothmans Clothing Store	\$57,316	10019	\$45,000	\$12,316
BLOOMFIELD HOMES RE DEV	\$101,262	5995	\$88,949	\$12,313
Jimmy Wans Restaurant	\$69,205	8521	\$56,892	\$12,313
HARDWOOD FLOORS&MORE STR	\$24,228	19744	\$11,915	\$12,313
Orlando Police Department	\$12,313	30193		\$12,313
Gyro Time Restaurant	\$23,219	20339	\$10,907	\$12,312
BJM Law Firm	\$15,812	26018	\$3,500	\$12,312
BHC Insurance Agency	\$41,564	13071	\$29,257	\$12,307
Tallahassee Community College	\$22,600	20666	\$10,300	\$12,300
NOVUS AUTO GLASS	\$20,300	22137	\$8,000	\$12,300
Navicent Health Center	\$17,400	24570	\$5,100	\$12,300
Red Beard Upholstery	\$16,800	25081	\$4,500	\$12,300
Brenda Wade Re Agency	\$12,300	30202		\$12,300
Corrados Farm	\$12,300	30203		\$12,300
ERC Health	\$12,300	30203		\$12,300
Hadi Shrine Circus	\$12,300	30203		\$12,300
Lightshade Marijuana Store	\$12,300	30203		\$12,300

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Local Insurance Advisors	\$12,300	30203		\$12,300
Novatech Engineer Service	\$12,300	30203		\$12,300
SIoux FALLS AIRPORT	\$12,300	30203		\$12,300
WBGL	\$12,300	30203		\$12,300
Ace Ticket Service	\$12,299	30203		\$12,299
City Of Anderson	\$18,225	23812	\$5,928	\$12,297
Movers Co Moving Service	\$12,297	30223		\$12,297
Green Rush Collective Store	\$12,296	30225		\$12,296
Sterling Fine Properties	\$21,067	21618	\$8,773	\$12,294
Ann Arbor Smiles Dental Group	\$24,290	19716	\$12,000	\$12,290
McGill Orthodontics	\$30,162	16839	\$17,873	\$12,289
Merrell Outdoor Footwear & Apparel Store	\$22,225	20910	\$9,937	\$12,288
Boost Oxygen	\$38,768	13825	\$26,485	\$12,283
Chelian Orthodontics	\$12,281	30233		\$12,281
FIRST FLEET LOC DLR	\$12,280	30234		\$12,280
RENO-SPARKS INDIAN CLNY	\$44,160	12454	\$31,881	\$12,279
Allegra	\$15,695	26150	\$3,416	\$12,279
METRO ELECTRIC SUPPLY	\$12,275	30241		\$12,275
Speedco Truck Lube Service	\$12,274	30241		\$12,274
Orange Blossom Classic	\$21,091	21610	\$8,820	\$12,271
Lobster House Restaurant	\$24,982	19359	\$12,712	\$12,270
Sweetwater Hospital Assn	\$12,270	30248		\$12,270
Sushi Garden Japanese Restaurant	\$84,078	7161	\$71,811	\$12,267
Wellness Pointe	\$34,038	15346	\$21,771	\$12,267
ALPLA	\$19,652	22669	\$7,386	\$12,266
Birmingham Squadron Basketball Team	\$12,265	30251		\$12,265
Metropolis IL	\$12,265	30252		\$12,265
Koontz Furniture & Design Store	\$35,515	14822	\$23,255	\$12,260
Texas National Bank	\$59,702	9697	\$47,446	\$12,256
Sara Lee	\$12,684	29646	\$428	\$12,256
Farmers Brewing Co	\$12,255	30255		\$12,255
PRESTIGE DENTAL CENTER	\$25,780	18887	\$13,526	\$12,254
Nitro Rallycross	\$12,254	30259		\$12,254
Bently Heritage Estate Distillery	\$12,252	30259		\$12,252
University Mall	\$115,805	5344	\$103,554	\$12,251
Greenville Technical College	\$28,000	17801	\$15,750	\$12,250
Philadelphia Film Society	\$12,250	30264		\$12,250
ReLeaf Alternative Dispensary	\$12,250	30264		\$12,250
RRL Insurance Agency	\$12,250	30264		\$12,250
Sivas Restaurant	\$12,250	30264		\$12,250
Stratford Real Estate Development	\$12,250	30264		\$12,250

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Summit Industrial Contractor	\$12,250	30264		\$12,250
Temecula Valley CA	\$12,250	30264		\$12,250
Sedera	\$12,248	30277		\$12,248
ON THE BORDER ENTER	\$21,964	21105	\$9,717	\$12,247
Helena Agri-Enterprise	\$12,245	30279		\$12,245
Wonderland Park Amusement Park	\$12,245	30280		\$12,245
Charter Mfg	\$12,243	30280		\$12,243
Vernon Diner	\$38,250	13967	\$26,008	\$12,242
Monday Swimwear	\$12,242	30283		\$12,242
What A Combo Restaurant	\$14,688	27288	\$2,448	\$12,240
Arkansas Regional Organ Recovery Agency	\$14,040	27952	\$1,800	\$12,240
Common Cause Organization	\$12,240	30286		\$12,240
Fairway Staffing Services	\$12,240	30286		\$12,240
ReedPOP Supply Co Clothing Store	\$12,240	30286		\$12,240
Transgender District Organization	\$12,240	30286		\$12,240
Yesway	\$40,074	13415	\$27,836	\$12,238
Amdocs	\$12,237	30286		\$12,237
ROBINSON DENTAL GROUP	\$18,900	23257	\$6,664	\$12,236
Albany County Department Of Children Youth & Families	\$17,756	24267	\$5,520	\$12,236
Grede	\$12,235	30294		\$12,235
Montgomery County PA	\$13,050	29125	\$818	\$12,232
Tallahassee FL	\$23,070	20404	\$10,840	\$12,230
Caskinette Local Dealer	\$17,130	24790	\$4,900	\$12,230
T&T Supermarket	\$12,229	30298		\$12,229
WESTERN EXTERMINATOR CO	\$179,424	3570	\$167,197	\$12,227
OREGON BALLET THEATRE	\$16,250	25585	\$4,025	\$12,225
King Jerry Lawlers Memphis BBQ Co Restaurant	\$12,220	30303		\$12,220
Kohl Wholesale Grocers	\$12,220	30303		\$12,220
Rhoads Energy Corp	\$22,218	20915	\$10,000	\$12,218
BRANDYWINE COUNSELING	\$12,218	30303		\$12,218
Santas Workshop Amusement Park	\$12,218	30307		\$12,218
Sink Or Swim Studio & Gallery	\$12,217	30307		\$12,217
Calvert County Health Department	\$19,807	22541	\$7,592	\$12,215
New York Giants Football Team	\$12,215	30309		\$12,215
Aggreko Major Power Project Service	\$12,214	30310		\$12,214
BANDWITH DOLLARS & SENSE	\$12,214	30311		\$12,214
Winn Dixie	\$94,423	6425	\$82,212	\$12,211
Crane Aerospace & Electronics	\$12,208	30315		\$12,208
Zero Dollar Listings Realty	\$12,203	30320		\$12,203
Arlington Memorial Gardens	\$30,000	16888	\$17,800	\$12,200
DAVIS ORTHODONTICS	\$16,000	25824	\$3,800	\$12,200

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Fiddle Dee Farms	\$13,000	29171	\$800	\$12,200
Catholic Community Services	\$12,200	30324		\$12,200
Cedar Point Federal Credit Union	\$12,200	30324		\$12,200
Desoto Door Contractor	\$12,200	30324		\$12,200
Hunt Brothers Pizza	\$12,200	30324		\$12,200
Mervin Zimmerman Plumbing Heating & AC	\$12,200	30324		\$12,200
Home Helpers Home Care Service	\$14,096	27899	\$1,901	\$12,195
Whole Health Center	\$26,863	18363	\$14,674	\$12,189
Aesthetic Center For Plastic Surgery	\$24,886	19404	\$12,697	\$12,189
Bradley County Parks & Recreation	\$12,187	30340		\$12,187
EVOLUTIONS SALON	\$12,187	30341		\$12,187
Sonic Loans	\$12,183	30344		\$12,183
Earth Grown Wellness CBD Store	\$12,180	30346		\$12,180
MOD Aesthetics	\$12,179	30347		\$12,179
Delaware Department Of Health & Social Services	\$64,798	9035	\$52,621	\$12,177
Project Equity Organization	\$20,000	22337	\$7,823	\$12,177
ABC Medical Services	\$12,177	30351		\$12,177
Lake Street Diamond Co	\$12,176	30352		\$12,176
SERENITY MEMORIAL SVC	\$12,176	30354		\$12,176
Newport Beach CA	\$12,175	30357		\$12,175
Stark Caverns	\$59,400	9734	\$47,227	\$12,173
CROPP-METCALFE AC & HTG	\$38,380	13932	\$26,212	\$12,168
Diamond Mountain Casino & Hotel	\$27,031	18271	\$14,863	\$12,168
WILD CARD SALOON	\$12,167	30363		\$12,167
Cambria County PA	\$12,165	30365		\$12,165
Overstock.com	\$12,165	30365		\$12,165
Midwest Training & Ice Center	\$12,159	30369		\$12,159
Painless Dentistry Center	\$12,156	30369		\$12,156
Pacific Aviation Museum	\$26,202	18660	\$14,049	\$12,153
Arbors Wellness Medical Marijuana Dispensary	\$12,151	30376		\$12,151
Final Clearance Outlet Store	\$27,750	17923	\$15,600	\$12,150
FAMILY FOCUS CENTER	\$13,164	28988	\$1,014	\$12,150
Acuity Insurance Agency	\$12,150	30377		\$12,150
AP Keaton Marketing & Printing Services	\$12,150	30378		\$12,150
Kakaria Ophthalmology Cataract & Laser Center	\$12,150	30378		\$12,150
Loves Truck Stop	\$12,150	30378		\$12,150
Sigma Health Care	\$12,150	30378		\$12,150
Steven E Willsey Attorney	\$12,150	30378		\$12,150
Unifi Communications	\$12,150	30378		\$12,150
Worthington Manor Golf Club	\$12,150	30378		\$12,150
VALLEY COLLEGE	\$26,025	18746	\$13,876	\$12,149

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
One Cent Financial Services	\$12,149	30378		\$12,149
Hospice & Palliative Care Center	\$28,543	17567	\$16,396	\$12,147
RENO RODEO	\$24,187	19762	\$12,040	\$12,147
Tribble Vapors Store	\$19,688	22635	\$7,541	\$12,147
Manor At Ten Eleven	\$12,147	30395		\$12,147
Jewish Federation	\$14,696	27279	\$2,550	\$12,146
Carlos Albizu University	\$12,143	30400		\$12,143
Lehigh Valley Phantoms Hockey Team	\$26,925	18327	\$14,783	\$12,142
MINNESOTA ONCOLOGY HMTLG	\$18,821	23327	\$6,679	\$12,142
City Of Republic MO	\$12,519	29842	\$379	\$12,140
Ritual	\$12,135	30415		\$12,135
Gibson Inn Hotel	\$12,132	30419		\$12,132
Walton Gas Co	\$12,132	30419		\$12,132
Grumpys Bail Bonds Service	\$36,193	14613	\$24,062	\$12,131
BAKER-STEVENSON FUNERAL HM	\$12,131	30419		\$12,131
Platinum House Salon	\$15,904	25952	\$3,774	\$12,130
Registration Express Group	\$12,130	30424		\$12,130
SIMPLY DENTAL SERVICE	\$14,796	27183	\$2,667	\$12,129
Relay Resources Mfg Services	\$52,376	10754	\$40,248	\$12,128
Information Entropy Dispensary	\$12,128	30427		\$12,128
NELL HILLS HOME DCRTNS	\$12,128	30428		\$12,128
SHAMMY SHINE CAR WASHES	\$69,274	8511	\$57,151	\$12,123
WISCONSIN WELL W PROGRAM	\$16,670	25217	\$4,548	\$12,122
Theresa Caputo Personal Appearance	\$12,117	30431		\$12,117
Four Points By Sheraton	\$51,372	10926	\$39,256	\$12,116
St Marks High School	\$16,327	25538	\$4,212	\$12,115
B Farmer Mgt	\$12,115	30433		\$12,115
Diakon Lutheran Senior Living Community	\$12,112	30435		\$12,112
Happy Crop Shoppe	\$25,904	18827	\$13,794	\$12,110
Lansing Urgent Care	\$45,270	12195	\$33,162	\$12,108
Landmark 24 Homes Real Estate Development	\$12,105	30439		\$12,105
Uncle Joes Restaurant	\$13,663	28395	\$1,560	\$12,103
EOS Fitness Center	\$323,608	1992	\$311,506	\$12,102
PrimeSTAR Home Health	\$45,800	12054	\$33,700	\$12,100
Oasis Animal Hospital	\$18,100	23905	\$6,000	\$12,100
POL-APPELLATE JUDGE	\$17,500	24481	\$5,400	\$12,100
Shelter Home Of Caldwell County	\$16,500	25348	\$4,400	\$12,100
Moyer Jewelers Store	\$12,100	30443		\$12,100
Northwest Commission On Colleges & Universities	\$12,100	30443		\$12,100
Skeleton Technologies	\$12,100	30443		\$12,100
B&J Local Dealer	\$12,096	30443		\$12,096

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Suburban Pest Control	\$23,640	20097	\$11,548	\$12,092
George Krapf Jr & Sons Transportation Service	\$15,663	26173	\$3,571	\$12,092
PACIFIC COMMONS RE DEV	\$15,115	26724	\$3,023	\$12,092
Southwest Academy	\$13,240	28882	\$1,150	\$12,090
Double Shoppe One Stop Store	\$12,090	30457		\$12,090
Budget Lodge	\$21,769	21211	\$9,681	\$12,088
Accounting Solutions	\$41,783	13010	\$29,700	\$12,083
Duke Neal Dermatology	\$12,080	30468		\$12,080
Coachella Lighthouse Dispensary	\$12,077	30471		\$12,077
Scholastic	\$12,500	29872	\$425	\$12,075
Brothers That Just Do Gutters Contractor	\$12,075	30473		\$12,075
Limric Plumbing Heating & Air Service	\$12,075	30474		\$12,075
Muskegon Area Intermediate School District	\$12,075	30474		\$12,075
Sweet Poppins Gourmet Popcorn Store	\$12,073	30474		\$12,073
GOLDEN CO	\$27,500	18043	\$15,430	\$12,070
Idaho Department Of Agriculture	\$12,070	30481		\$12,070
Lutheran Social Services	\$49,130	11393	\$37,065	\$12,065
Grand Rapids Community College	\$49,015	11415	\$36,953	\$12,062
Jamba Juice Restaurant	\$17,062	24847	\$5,000	\$12,062
Summit Dental Group	\$12,408	30078	\$348	\$12,060
ATLAS ROLL OFFS&CARTING	\$12,060	30488		\$12,060
Indiana Breast Cancer Awareness Trust	\$12,060	30488		\$12,060
LAURA LOC DLR	\$25,006	19277	\$12,952	\$12,054
MTTI Technical Institute	\$33,700	15448	\$21,650	\$12,050
Varsity Local Dealer	\$12,050	30497		\$12,050
Iron Mountain Plumbing	\$12,046	30499		\$12,046
Cross County Connection Transit Service	\$18,136	23883	\$6,092	\$12,044
Higher Health Chiropractic & Wellness Center	\$12,491	29993	\$447	\$12,044
Rhino Roofing Contractor	\$12,041	30502		\$12,041
Forrester Farm Equipment Ltd	\$12,040	30503		\$12,040
Hennepin Healthcare	\$72,748	8152	\$60,711	\$12,037
John Anthony Castro Attorney	\$12,037	30507		\$12,037
Warner Art Glass Studio	\$12,032	30512		\$12,032
Pierce College	\$17,490	24525	\$5,460	\$12,030
Utopia Gardens Cannabis Store	\$13,023	29156	\$996	\$12,027
G&H	\$39,183	13672	\$27,157	\$12,026
Tennessee College Of Applied Technology	\$21,770	21209	\$9,744	\$12,026
North & Co Real Estate Agency	\$36,079	14651	\$24,055	\$12,024
Griffin Automotive Design Body Shop	\$13,104	29064	\$1,083	\$12,021
Terrell Economic Development Corp	\$12,020	30525		\$12,020
Fraternal Order Of Police	\$29,835	16990	\$17,818	\$12,017

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Mattress King Store	\$34,014	15352	\$22,000	\$12,014
Bell Museum	\$12,013	30526		\$12,013
TOMAH WI	\$15,912	25947	\$3,900	\$12,012
Trinity Metro	\$36,850	14398	\$24,840	\$12,010
C3bank	\$22,138	20979	\$10,128	\$12,010
IVX Infusion Express Clinic	\$19,508	22773	\$7,500	\$12,008
Border War Fireworks Store	\$13,520	28555	\$1,516	\$12,004
Kuehnlein Concrete Services Contractor	\$12,001	30534		\$12,001
GUNDERSONS JEWELERS	\$47,748	11684	\$35,748	\$12,000
W Jeff Paradowski Attorney	\$33,000	15670	\$21,000	\$12,000
Shops At Wiregrass Center	\$18,000	23968	\$6,000	\$12,000
Landing On Dundee Senior Living Facility	\$16,000	25824	\$4,000	\$12,000
St Clements Castle Restaurant	\$15,000	26823	\$3,000	\$12,000
Regency Multifamily Property Mgt	\$14,400	27562	\$2,400	\$12,000
Main Street Bank	\$14,000	28001	\$2,000	\$12,000
Claussen Law Firm	\$13,000	29171	\$1,000	\$12,000
Senor Panchos Restaurant	\$13,000	29171	\$1,000	\$12,000
Ducks Unlimited	\$12,900	29377	\$900	\$12,000
65Fifty Realty Group	\$12,000	30534		\$12,000
ACES Area Cooperative Education Services	\$12,000	30536		\$12,000
Alamo Local Dealer	\$12,000	30536		\$12,000
ANC Group	\$12,000	30536		\$12,000
Arvig	\$12,000	30536		\$12,000
Ashford Gypsum Service Contractor	\$12,000	30536		\$12,000
Aurora School Of Music	\$12,000	30536		\$12,000
B&L Ott Heating & Air Conditioning	\$12,000	30536		\$12,000
Beds-N-Biscuits Dog Daycare	\$12,000	30536		\$12,000
Bindseil Farms Real Estate Development	\$12,000	30536		\$12,000
Calvary Church	\$12,000	30536		\$12,000
Campo Bravo	\$12,000	30536		\$12,000
CenExel RCA	\$12,000	30536		\$12,000
Charleston Heating & Air	\$12,000	30536		\$12,000
Chesapeake Weight Loss Center	\$12,000	30536		\$12,000
Cirque Dreams	\$12,000	30536		\$12,000
Clear Choice Cannabis Shop	\$12,000	30536		\$12,000
Columbia Distributing Co	\$12,000	30536		\$12,000
CUYAHOGA COUNTY FAIR	\$12,000	30536		\$12,000
DADE MOELLER & ASSOC	\$12,000	30536		\$12,000
Doc 420 Medical Marijuana Shop	\$12,000	30536		\$12,000
Dream Local Dealer	\$12,000	30536		\$12,000
DTIS Diesel	\$12,000	30536		\$12,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
EARLY INTERVENTION CTR	\$12,000	30536		\$12,000
ELEGANT EYES	\$12,000	30536		\$12,000
Elite Cosmetology School	\$12,000	30536		\$12,000
Everytable Restaurant	\$12,000	30536		\$12,000
Evolution Grow Medical Marijuana Dispensary	\$12,000	30536		\$12,000
Family Health & Support Network	\$12,000	30536		\$12,000
FLORIDA JUSTICE ASSN	\$12,000	30536		\$12,000
Fort Worth Home & Garden Show	\$12,000	30536		\$12,000
G2 Secure Staff Service	\$12,000	30536		\$12,000
Galeto Brazilian Steakhouse	\$12,000	30536		\$12,000
Georgia Film Academy	\$12,000	30536		\$12,000
Gibson Wine	\$12,000	30536		\$12,000
Grain Berry	\$12,000	30536		\$12,000
Greater Pittsburgh Arts Council	\$12,000	30536		\$12,000
Green Room	\$12,000	30536		\$12,000
Greenpeace Organization	\$12,000	30536		\$12,000
Haddrells Point Tackle & Supply	\$12,000	30536		\$12,000
Heidis Childrens Dental Center	\$12,000	30536		\$12,000
Hemp Dispensary	\$12,000	30536		\$12,000
Honeycomb Clinic	\$12,000	30536		\$12,000
Hooves & Paws Pet & Equine Supply Store	\$12,000	30536		\$12,000
Household Hazardous Waste Mgt Recycling	\$12,000	30536		\$12,000
Howe Law Injury Attorneys	\$12,000	30536		\$12,000
Hudson Pro Orthopaedics & Sports Medicine	\$12,000	30536		\$12,000
Jade Cannabis Co	\$12,000	30536		\$12,000
Jo & Co Realty	\$12,000	30536		\$12,000
Joe The Roofer	\$12,000	30536		\$12,000
Kelly Warren & Assoc Real Estate	\$12,000	30536		\$12,000
KNOX COUNTY SHERIFFS OFC	\$12,000	30536		\$12,000
La Familia Pawn & Jewelry Shop	\$12,000	30536		\$12,000
Let Them Play CA Organization	\$12,000	30536		\$12,000
Lowcountry Juneteenth Week	\$12,000	30536		\$12,000
Marlen Elite Dental Wellness Cosmetic Dentistry	\$12,000	30536		\$12,000
Martin Transports Intl Shipping Service	\$12,000	30536		\$12,000
Maverick Whiskey Distillery	\$12,000	30536		\$12,000
mDesign	\$12,000	30536		\$12,000
Memphis Department Of Veterans Affairs Medical Center	\$12,000	30536		\$12,000
Mendi	\$12,000	30536		\$12,000
Mid-America Carpenters Regional Council	\$12,000	30536		\$12,000
Midsouth Roofing Solutions Llc	\$12,000	30536		\$12,000
Mississippi Forestry Commission	\$12,000	30536		\$12,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Mobile Media Advertising	\$12,000	30536		\$12,000
Moreno Valley College	\$12,000	30536		\$12,000
Mrs Elya Psychics	\$12,000	30536		\$12,000
Oakland County Veterans Services	\$12,000	30536		\$12,000
Ocean Greens Cannabis Shop	\$12,000	30536		\$12,000
Park & Shop Public Parking	\$12,000	30536		\$12,000
Pennington Biomedical Research Foundation	\$12,000	30536		\$12,000
Phillips & Fredricks Jewelers	\$12,000	30536		\$12,000
Platform Communications Service	\$12,000	30536		\$12,000
Pot Zone Recreational Marijuana Shop	\$12,000	30536		\$12,000
Precise	\$12,000	30536		\$12,000
ProCure Proton Therapy Center	\$12,000	30536		\$12,000
PROVISO TOWNSHIP HGH SCH	\$12,000	30536		\$12,000
Quantum Health Group	\$12,000	30536		\$12,000
Rapid Air Heating & Cooling	\$12,000	30536		\$12,000
Riverside County Office Of Education	\$12,000	30536		\$12,000
Rugged Suppressors	\$12,000	30536		\$12,000
Rutherford County Government	\$12,000	30536		\$12,000
SAN JOSE COUNTRY CLUB	\$12,000	30536		\$12,000
Shed Services Storage	\$12,000	30536		\$12,000
SHN Orpheum Theatre	\$12,000	30536		\$12,000
Silo Project AZ	\$12,000	30536		\$12,000
Singleton Orthodontics	\$12,000	30536		\$12,000
Smiles By Lorino Dental Center	\$12,000	30536		\$12,000
SouthStar Bank	\$12,000	30536		\$12,000
Stonehenge Technology Labs	\$12,000	30536		\$12,000
Substancia	\$12,000	30536		\$12,000
Sweet Dreams	\$12,000	30536		\$12,000
SWIFT CREEK MILL THEATRE	\$12,000	30536		\$12,000
Texas Counter Fitters Store	\$12,000	30536		\$12,000
Tomorrow.io	\$12,000	30536		\$12,000
Transit Authority Of Central KY	\$12,000	30536		\$12,000
Triple F Commercial Cleaning	\$12,000	30536		\$12,000
TWO TWENTY TWO HOMES DEV	\$12,000	30536		\$12,000
VETERANS MED RSRCH FNDTN	\$12,000	30536		\$12,000
Waggoners Heating & Air Conditioning	\$12,000	30536		\$12,000
Warren County PA Prosecutors Office	\$12,000	30536		\$12,000
WHITCO HOME FURNISHINGS	\$12,000	30536		\$12,000
White Weddings Bridal Store	\$12,000	30536		\$12,000
Wizards Smoke Shop	\$12,000	30536		\$12,000
Worksite Labs Service	\$12,000	30536		\$12,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
World Logistics Service	\$12,000	30536		\$12,000
Xperience Vapes Store	\$12,000	30536		\$12,000
Ziegenfelder Ice Cream Co	\$12,000	30536		\$12,000
Entec Systems	\$11,999	30536		\$11,999
Vio Med Spa	\$11,997	30736		\$11,997
JR Sundberg Construction	\$11,996	30736		\$11,996
PATH Partners Against Trafficking Humans Organization	\$11,995	30738		\$11,995
Davis Jewelers	\$77,760	7676	\$65,767	\$11,993
Back To The Bricks Car Show	\$11,991	30742		\$11,991
Texans Can Local Dealer	\$24,907	19390	\$12,917	\$11,990
Jensen Marks Langer & Vance Comprehensive Wealth Planning	\$19,937	22476	\$7,947	\$11,990
Kind	\$11,988	30745		\$11,988
Ultimate Womens Expo	\$11,987	30747		\$11,987
Columbia Regional Airport	\$25,231	19157	\$13,245	\$11,986
THERMOPOLIS WY	\$17,913	24146	\$5,928	\$11,985
Masters Gallery	\$11,985	30749		\$11,985
JEFFERSON CITY MO	\$24,596	19542	\$12,612	\$11,984
RTRLaw Law Firm	\$11,982	30751		\$11,982
Montana Fish Wildlife & Parks	\$45,457	12151	\$33,477	\$11,980
LEITZELS JEWELRY STORE	\$19,180	23069	\$7,200	\$11,980
CHRYSALIS MEDICAL CENTER	\$11,980	30754		\$11,980
Intl Motorcycle Show	\$11,976	30758		\$11,976
NEW MEXICO WN GRWRS ASSN	\$11,975	30759		\$11,975
Jackson College	\$46,077	11993	\$34,104	\$11,973
Mississippi State University	\$115,140	5375	\$103,170	\$11,970
VIRGIN MUSIC SERVICE	\$11,970	30763		\$11,970
Bononi & Co Attorneys	\$22,194	20941	\$10,225	\$11,969
Benjamin E Mays High School	\$11,967	30766		\$11,967
Georgian Court University	\$11,965	30767		\$11,965
Benton Harbor Area Schools	\$17,750	24272	\$5,786	\$11,964
GoFan Ticketing Service	\$27,500	18043	\$15,538	\$11,962
Drakes Organic Spirits	\$11,961	30772		\$11,961
Don Q	\$94,835	6400	\$82,875	\$11,960
Unified Therapy Services	\$18,192	23851	\$6,232	\$11,960
Colfax Furniture Store	\$30,156	16841	\$18,198	\$11,958
Gonzalez Painters & Contractors	\$11,956	30774		\$11,956
Defy Medical Centers	\$11,952	30779		\$11,952
I Am Human Foundation	\$11,950	30786		\$11,950
Phoenix Ascending Construction	\$11,946	30791		\$11,946
GANNON PEST CONTROL	\$13,028	29151	\$1,083	\$11,945
Doggett Local Dealer	\$168,597	3788	\$156,654	\$11,943

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Southern Regional Medical Center	\$67,193	8751	\$55,250	\$11,943
BROWARD TEACHERS UNION	\$11,940	30797		\$11,940
Tavss Fletcher Attorney	\$39,751	13521	\$27,818	\$11,933
MVM AUTOMOTIVE REPAIR	\$13,037	29146	\$1,107	\$11,930
Ashley & Co Jewelers	\$11,930	30807		\$11,930
Walworth County Fair	\$11,928	30808		\$11,928
Seva Law Firm	\$11,927	30809		\$11,927
Louisville City FC Soccer Team	\$26,925	18327	\$15,000	\$11,925
Alliance Cancer Specialists	\$11,925	30811		\$11,925
Carson Wealth Mgt Group	\$11,925	30813		\$11,925
River Valley Casino Resort	\$11,924	30816		\$11,924
Brightworks Car Wash	\$12,523	29838	\$603	\$11,920
Maryland Department Of Education	\$11,920	30819		\$11,920
Sinton Chamber Of Commerce	\$11,920	30819		\$11,920
Blackhawk Community Credit Union	\$42,973	12726	\$31,054	\$11,919
Sunset Funeral Home	\$15,419	26433	\$3,502	\$11,917
Mohegan Sun Arena	\$624,772	997	\$612,856	\$11,916
Paris Community Hospital	\$26,735	18427	\$14,822	\$11,913
Michters	\$13,429	28703	\$1,516	\$11,913
CareSouth Home Care Service	\$13,199	28913	\$1,286	\$11,913
Blackburn Basement Systems	\$11,913	30823		\$11,913
JC MECHANICAL HTG & AC	\$11,913	30825		\$11,913
Macon-Bibb County Health Department	\$11,913	30825		\$11,913
Notre Dame Health Care Center	\$26,736	18425	\$14,824	\$11,912
Fattoria Monteverchio	\$11,910	30841		\$11,910
Provident Lending	\$11,910	30842		\$11,910
Kipp Jacksonville Public School	\$11,906	30846		\$11,906
Burnett Inc Windows & Siding Co	\$39,380	13627	\$27,475	\$11,905
ABC Head Start	\$19,404	22904	\$7,500	\$11,904
Bens Lawn Service	\$11,904	30849		\$11,904
Brijbag Law	\$11,904	30850		\$11,904
Johnson Family Orthodontics	\$11,904	30850		\$11,904
Florence Darlington Technical College	\$21,000	21653	\$9,098	\$11,902
East Coast Consumer Shows	\$26,100	18704	\$14,200	\$11,900
BCAN Bladder Cancer Advocacy Network	\$11,900	30855		\$11,900
Corning	\$11,900	30856		\$11,900
FULL CIRCLE MEDIA SVC	\$11,900	30856		\$11,900
Pall	\$11,900	30856		\$11,900
Suterra	\$15,795	26042	\$3,900	\$11,895
NimbusMark Advertising Services	\$11,894	30868		\$11,894
Watermark Retirement Communities	\$11,894	30869		\$11,894

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Capstone Realty	\$11,893	30869		\$11,893
Right @ Home Fine Furniture Outlet	\$11,893	30871		\$11,893
Children & Families First	\$20,000	22337	\$8,109	\$11,891
Alliance Adventures	\$11,891	30873		\$11,891
Blue Ridge Community College	\$56,250	10161	\$44,362	\$11,888
Thyssenkrupp	\$25,327	19119	\$13,440	\$11,887
myEDmeds	\$11,886	30878		\$11,886
Sunny Smiles Dental Care	\$26,175	18675	\$14,294	\$11,881
Johns Incredible Pizza Restaurant	\$11,880	30885		\$11,880
FosterClub Organization	\$11,875	30885		\$11,875
Fur Hair Salon	\$11,875	30889		\$11,875
Kennedy-Perkins Opticians	\$11,875	30889		\$11,875
LSNE Contract Mfg Services	\$11,875	30889		\$11,875
Lyndale Neighborhood Assn	\$11,875	30889		\$11,875
Peoria Civic Center	\$18,812	23330	\$6,939	\$11,873
Signature Performance	\$23,870	19986	\$12,000	\$11,870
Falun Dafa Assn Of WA DC	\$31,786	16171	\$19,917	\$11,869
Morgan Oaks Eternal Preserve	\$11,868	30898		\$11,868
Crop Production Services	\$109,133	5639	\$97,266	\$11,867
Pink Palace Museum	\$11,862	30901		\$11,862
TIMMERMANS RANCH	\$11,862	30901		\$11,862
Rhodes Bake-N-Serv Bakery	\$11,860	30904		\$11,860
Milan Laser Aesthetics	\$11,858	30906		\$11,858
Stratus IQ	\$14,781	27195	\$2,925	\$11,856
Dream Team Insurance Agency	\$11,856	30910		\$11,856
Epilepsy Foundation Of America	\$41,172	13157	\$29,319	\$11,853
BIN 100 RESTAURANT	\$49,057	11408	\$37,205	\$11,852
Bill Day Tire Centers	\$11,850	30913		\$11,850
Green Umbrella Organization	\$11,850	30913		\$11,850
St Benedict Catholic School	\$11,850	30913		\$11,850
Atlantic Records Group	\$11,846	30924		\$11,846
Sativa Sisters Recreational Marijuana Store	\$53,333	10600	\$41,492	\$11,841
Artown Events	\$11,841	30928		\$11,841
Maggies Farm Marijuana Shop	\$23,055	20413	\$11,215	\$11,840
Dahlberg Law Office	\$22,805	20539	\$10,966	\$11,839
Eprine Community Services	\$11,838	30929		\$11,838
Pip Pain Medical Referral Service	\$11,834	30935		\$11,834
Fashion Outlets Of Chicago	\$15,333	26509	\$3,500	\$11,833
GMC Heating & Cooling	\$11,832	30937		\$11,832
Scotts Flowers Shop	\$11,832	30938		\$11,832
San Diego Repertory Theatre	\$11,830	30940		\$11,830

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
COUNTY OF RAMSEY MN	\$181,700	3531	\$169,871	\$11,829
Big Johns Pizza Restaurant	\$15,178	26681	\$3,351	\$11,827
Open Door Personnel Service	\$11,825	30945		\$11,825
Thumb National Bank & Trust Co	\$11,825	30945		\$11,825
Crawlspace Medic Contractor	\$11,824	30945		\$11,824
First Credit Union	\$112,569	5483	\$100,747	\$11,822
Childrens Hospitals & Clinics Of MN	\$11,820	30950		\$11,820
RUSH PERSONNEL SERVICE	\$11,820	30952		\$11,820
Redmons Candy Factory Store	\$95,139	6385	\$83,320	\$11,819
Rent-2-Own Rental Store	\$93,532	6478	\$81,714	\$11,818
EMSA Emergency Medical Services Authority	\$11,818	30952		\$11,818
SHOPPERS SUPPLY STORE	\$11,816	30959		\$11,816
Northstar Problem Gambling Alliance	\$11,815	30959		\$11,815
Tech Busters	\$11,811	30964		\$11,811
ARC Entertainment Pictures	\$11,810	30964		\$11,810
K&K Skin Products Store	\$11,809	30966		\$11,809
Golden Isles GA	\$103,481	5885	\$91,673	\$11,808
Memorial Medical Center	\$47,858	11656	\$36,050	\$11,808
WFMV	\$14,384	27611	\$2,582	\$11,802
KSLX	\$54,600	10390	\$42,800	\$11,800
Marianas Supermarket	\$42,900	12740	\$31,100	\$11,800
Childrens Action Alliance	\$23,388	20264	\$11,588	\$11,800
English Mountain Recovery Center	\$20,300	22137	\$8,500	\$11,800
Magna Electronics	\$14,800	27168	\$3,000	\$11,800
Classic Hospice Services	\$11,800	30969		\$11,800
CoolCat Spy Gadgets Service	\$11,800	30969		\$11,800
GermBlast	\$11,800	30969		\$11,800
Holy Trinity Catholic School	\$11,800	30969		\$11,800
Nightmare Forest Haunted House	\$11,800	30969		\$11,800
Jeffrey Modell Foundation	\$23,125	20381	\$11,326	\$11,799
JACKSON CLINIC	\$31,835	16149	\$20,040	\$11,795
POL-Vice President	\$19,575	22728	\$7,780	\$11,795
BEEMERS NIGHTCLUB	\$14,390	27607	\$2,600	\$11,790
Educate NV Organization	\$11,790	30987		\$11,790
REFUGE CHURCH	\$11,790	30987		\$11,790
X-Golf Indoor Golf Centers	\$11,789	30987		\$11,789
Secure Democracy	\$11,787	30992		\$11,787
Superlite	\$11,787	30993		\$11,787
Vertex Auto Store	\$11,786	30993		\$11,786
Acropolis Restaurant	\$11,785	30996		\$11,785
Love Shack Novelty Store	\$61,656	9407	\$49,872	\$11,784

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Secret Insurance Agency	\$49,473	11330	\$37,689	\$11,784
Northwest Specialty Hospital	\$22,033	21045	\$10,249	\$11,784
BLOOM BROS SUPPLY STORE	\$19,195	23064	\$7,414	\$11,781
Ambi	\$11,780	30997		\$11,780
Bowles Mattress Co	\$11,780	30998		\$11,780
WQHT	\$11,780	30998		\$11,780
Curry Law Group	\$45,732	12075	\$33,956	\$11,776
STATELINE FIREWORKS STR	\$32,845	15747	\$21,070	\$11,775
A-B DISTRIBUTING	\$26,675	18451	\$14,900	\$11,775
Hashish Boyz Recreational Marijuana Shop	\$11,775	30998		\$11,775
MidFlorida Credit Union	\$260,807	2449	\$249,034	\$11,773
KAC CONSTRUCTION CONTR	\$17,880	24167	\$6,109	\$11,771
City Of Lauderdale	\$11,765	31006		\$11,765
Partners In Behavioral Health	\$11,765	31007		\$11,765
Cresco Equipment Rentals Service	\$11,764	31007		\$11,764
SALON WEST BEAUTY PARLOR	\$11,764	31009		\$11,764
First Quality	\$70,332	8396	\$58,569	\$11,763
Rachel Urso Real Estate	\$11,762	31012		\$11,762
West End Marketing & Media	\$11,762	31012		\$11,762
Eagle Clinical Research	\$11,761	31012		\$11,761
1st National Bank Of Scotia	\$11,760	31015		\$11,760
Bethany Life Nursing Home Facility	\$11,760	31016		\$11,760
Missouri Hick Bar-B-Que Restaurant	\$11,760	31016		\$11,760
St Marks Medical Center	\$11,758	31024		\$11,758
Bill Holt Local Dealer	\$17,925	24134	\$6,168	\$11,757
Fremont Street Experience	\$223,547	2880	\$211,791	\$11,756
Alcova Mortgage	\$25,730	18914	\$13,975	\$11,755
Parcs Motorcycle Superstores	\$20,148	22235	\$8,395	\$11,753
Cleveland OH	\$76,055	7842	\$64,303	\$11,752
Siwek Construction	\$14,690	27286	\$2,938	\$11,752
Natalie Gift Shop	\$20,000	22337	\$8,250	\$11,750
Smart City Apartment Locator	\$15,750	26076	\$4,000	\$11,750
David A Staub Personal Appearance	\$11,750	31031		\$11,750
Hahas Heating & Cooling Service	\$11,750	31031		\$11,750
St Joe Club & Resorts	\$11,750	31031		\$11,750
Health Insurance Specialists	\$41,811	12997	\$30,062	\$11,749
Cliffs Heating & Air Conditioning	\$11,749	31031		\$11,749
Northeastern Minnesotans For Wilderness	\$11,748	31037		\$11,748
BATESVILLE AR	\$20,136	22246	\$8,390	\$11,746
GRIGGS&BROWNE EXTRMNTR	\$13,500	28575	\$1,755	\$11,745
Mountain Mikes Pizza Restaurant	\$12,220	30303	\$475	\$11,745

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Imagine Music Festival	\$11,740	31042		\$11,740
Sun Federal Credit Union	\$11,740	31043		\$11,740
Speak On It Braids & Beauty	\$11,737	31046		\$11,737
Latino Economic Development Center Organization	\$11,736	31048		\$11,736
Personal Express Insurance Service	\$19,213	23035	\$7,478	\$11,735
South Dakota Department Of Health	\$14,035	27963	\$2,300	\$11,735
Gone Bananas	\$22,766	20570	\$11,034	\$11,732
BEARS DEN	\$17,580	24411	\$5,848	\$11,732
OhioMeansJobs.com	\$12,132	30419	\$400	\$11,732
MIDWAY LOGISTICAL	\$11,732	31048		\$11,732
Sealed Air	\$16,120	25715	\$4,390	\$11,730
Harlem Charter School	\$11,730	31052		\$11,730
Murtaugh Restorations Contractor	\$11,730	31053		\$11,730
Atlantis Adventures	\$11,729	31053		\$11,729
Oakmont Family Dental	\$15,159	26699	\$3,438	\$11,721
Alpan Orthodontics	\$24,680	19488	\$12,960	\$11,720
301 Devils Playground Event	\$11,720	31064		\$11,720
Fundamental Learning Center	\$11,720	31065		\$11,720
Tsunami Japanese Steakhouse	\$17,599	24397	\$5,882	\$11,717
Treasure Valley Local Dealer	\$31,240	16385	\$19,525	\$11,715
Day Trade Fun Training Courses	\$11,715	31067		\$11,715
Go Magnify Funding	\$11,715	31069		\$11,715
Shaun Plymale Attorney	\$11,715	31069		\$11,715
California Roots Music & Arts Festival	\$64,162	9111	\$52,450	\$11,712
State Farm Arena	\$18,211	23821	\$6,500	\$11,711
Shawn Mendes Personal Appearance	\$11,705	31078		\$11,705
NORTHWEST BUILDERS	\$11,704	31080		\$11,704
Body Shop	\$12,079	30469	\$376	\$11,703
Childrens Board Family Resource Centers In North Tampa	\$21,700	21266	\$10,000	\$11,700
Milan Supply Chain Solutions	\$21,450	21406	\$9,750	\$11,700
ABM Aviation Service	\$15,000	26823	\$3,300	\$11,700
NORD CENTER	\$14,700	27267	\$3,000	\$11,700
Verve Church	\$13,500	28575	\$1,800	\$11,700
1-800 Car Cash Lcal Dealer	\$11,700	31082		\$11,700
Advanced Food Products	\$11,700	31083		\$11,700
Bethany Christian Services	\$11,700	31083		\$11,700
BOAT WORLD	\$11,700	31083		\$11,700
Fuji Japanese Steak House & Sushi Restaurant	\$11,700	31083		\$11,700
GROCERY SUPPLY CO	\$11,700	31083		\$11,700
Huhtamaki	\$11,700	31083		\$11,700
KETV	\$11,700	31083		\$11,700

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Memphis Investment Properties	\$11,700	31083		\$11,700
METCO EDUC IMPRVMT PRGM	\$11,700	31083		\$11,700
Physicians Medical Center	\$11,700	31083		\$11,700
Teledyne Brown Engineering	\$11,700	31083		\$11,700
UAMS Orthopaedic Clinic	\$11,700	31083		\$11,700
Bergstrom Local Dealer	\$479,333	1327	\$467,636	\$11,697
EPIC POOL & SPA CONTR	\$11,696	31130		\$11,696
Richard Flexner Attorney	\$11,696	31131		\$11,696
American Campus Communities	\$96,014	6326	\$84,321	\$11,693
Beacon Auto Repair Shop	\$19,316	22957	\$7,623	\$11,693
Aqua Club Apartments	\$14,600	27367	\$2,907	\$11,693
Crown & Denture Solutions	\$22,904	20493	\$11,214	\$11,690
Keim Lumber Hardware	\$12,173	30357	\$487	\$11,686
Tiny Jewel Box	\$47,542	11716	\$35,857	\$11,685
Hewitt Machine Mfg	\$28,852	17415	\$17,168	\$11,684
Premier Choice Dental Center	\$11,684	31146		\$11,684
HPC Hueneme Patient Collective Marijuana Dispensary	\$45,625	12100	\$33,946	\$11,679
Central OH Technical College	\$18,942	23235	\$7,263	\$11,679
Tropicana Homes Builder	\$11,679	31149		\$11,679
Medical University Hospital Authority	\$23,582	20136	\$11,904	\$11,678
Jefferson County Public Schools	\$13,785	28267	\$2,109	\$11,676
Air Group Heating & AC Contractor	\$27,500	18042	\$15,825	\$11,675
Powell Roofing Service	\$11,671	31153		\$11,671
Chavez Schools	\$11,668	31155		\$11,668
SMA Healthcare Clinic	\$11,667	31156		\$11,667
Action For Boston Communication Development Organization	\$21,665	21275	\$10,000	\$11,665
KushMart Medical Marijuana Dispensary	\$17,384	24591	\$5,720	\$11,664
Hazelwood School District	\$24,645	19501	\$12,983	\$11,662
Law Office Of Ben Murphy	\$17,796	24243	\$6,134	\$11,662
Economic Justice Alliance Of MI Organization	\$11,662	31159		\$11,662
Hogwash Express Car Wash	\$14,750	27220	\$3,093	\$11,657
Robertson County TN Economic Development	\$11,655	31160		\$11,655
WAKW	\$36,950	14375	\$25,300	\$11,650
MP Home Collection Real Estate	\$11,650	31165		\$11,650
Grand Home Furnishings Store	\$238,324	2705	\$226,680	\$11,644
Oklahoma Fidelity Bank	\$11,644	31171		\$11,644
Whatchamacallit Tools Store	\$16,140	25697	\$4,500	\$11,640
Pol-Republican Committeeman	\$18,765	23368	\$7,134	\$11,631
Fannie May	\$26,588	18478	\$14,962	\$11,626
Jones	\$11,625	31189		\$11,625
Miami Palmetto Senior High School	\$11,625	31189		\$11,625

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Pleasures	\$11,625	31189		\$11,625
Douglas K Doneson Attorney	\$11,624	31189		\$11,624
Dells Smoke Shop	\$11,622	31199		\$11,622
Natures Harvest	\$11,622	31200		\$11,622
Thats Tasty	\$11,615	31207		\$11,615
Tabernacle Church	\$11,614	31209		\$11,614
First Choice Home Care	\$12,556	29798	\$947	\$11,609
Weyerhaeuser	\$11,605	31213		\$11,605
Wyoming Institute Of Population Health	\$11,601	31218		\$11,601
Mississippi Department Of Public Safety	\$207,875	3087	\$196,275	\$11,600
Harper College	\$24,600	19530	\$13,000	\$11,600
SynergenX Health Hormone Therapy Clinic	\$14,500	27453	\$2,900	\$11,600
Addiction Prevention Coalition	\$11,600	31219		\$11,600
Anderson Engineering	\$11,600	31220		\$11,600
Denton Financial Group	\$11,600	31220		\$11,600
Duke Insurance Solutions	\$11,600	31220		\$11,600
I Fratelli Pizza Restaurant	\$11,600	31220		\$11,600
Lavish Events & Conference Center	\$11,600	31220		\$11,600
New York City Votes Organization	\$11,600	31220		\$11,600
Pittsburgh Helicopter Tours	\$11,600	31220		\$11,600
Precious Depictions Photography	\$11,600	31220		\$11,600
Smith Prudent Reads	\$11,600	31220		\$11,600
Smithsonian Anacostia Community Museum	\$11,600	31220		\$11,600
Sprig Market Cafe	\$11,600	31220		\$11,600
Tres Jolie Medical Spa	\$11,600	31220		\$11,600
Ultimate Fun Productions	\$11,600	31220		\$11,600
VGR Virtual Global Realty	\$11,600	31220		\$11,600
Scott Allison Real Estate	\$20,980	21713	\$9,381	\$11,599
America First Credit Union	\$430,837	1478	\$419,239	\$11,598
Paramount Local Dealer	\$193,446	3331	\$181,849	\$11,597
Pier 39	\$11,594	31244		\$11,594
Oklahoma City OK	\$48,873	11444	\$37,280	\$11,593
Landstar Logistics Service	\$24,912	19388	\$13,320	\$11,592
Horizon Hospice Services	\$11,590	31247		\$11,590
Office Of The Mayor	\$11,590	31248		\$11,590
Vintage Market Days Event	\$27,189	18199	\$15,600	\$11,589
Madera Private Security Patrol	\$11,586	31252		\$11,586
Richs Plumbing Heating & Air Conditioning	\$11,585	31255		\$11,585
Broadway Pizza Restaurant	\$34,147	15304	\$22,563	\$11,584
United Dwelling	\$28,384	17642	\$16,800	\$11,584
Rukus Cycling Studios	\$11,583	31258		\$11,583

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
OLYMPIC PENINSULA	\$35,820	14728	\$24,238	\$11,582
Bauer & Metro Attorneys	\$27,945	17845	\$16,368	\$11,577
TL Hutton Family & Friends Funeral Services	\$12,843	29452	\$1,269	\$11,574
Fielder Tree Services Division	\$21,873	21153	\$10,300	\$11,573
Metroquip Equipment Rental	\$17,036	24873	\$5,464	\$11,572
Magna Opera	\$11,572	31264		\$11,572
Home Team Lending	\$11,570	31267		\$11,570
JAVELINA HARLEY-DAVIDSON	\$27,313	18133	\$15,746	\$11,567
Grannys Kitchen Restaurant	\$11,564	31270		\$11,564
Superbird Restaurant	\$11,562	31272		\$11,562
MERCY FLIGHT CENTRAL	\$11,560	31275		\$11,560
BENGTSON PUMPKIN FARM	\$22,549	20701	\$10,991	\$11,558
Ursuline Academy	\$21,997	21057	\$10,442	\$11,555
Secondary Storage	\$11,555	31281		\$11,555
Safe Haven Baby Boxes	\$11,554	31281		\$11,554
SAN JOAQUIN GENERAL HOSP	\$195,143	3297	\$183,592	\$11,551
Goodfellas Restaurant	\$28,750	17478	\$17,200	\$11,550
Army Navy Store Clothing Store	\$11,550	31286		\$11,550
Great Anderson County Fair	\$11,550	31286		\$11,550
New Albany OH	\$11,550	31286		\$11,550
Oregon State Credit Union	\$11,550	31286		\$11,550
Trustpoint Insurance	\$11,550	31286		\$11,550
Vascular Interventions & Venous Assoc	\$11,550	31286		\$11,550
Martin Group Marketing Services	\$11,548	31299		\$11,548
Shatkin FIRST Clinic	\$11,548	31299		\$11,548
Enterprise Bank	\$19,690	22633	\$8,143	\$11,547
Cosic	\$11,547	31299		\$11,547
Skrimp Shack Restaurant	\$13,245	28877	\$1,699	\$11,546
WtfExp Restaurants	\$11,545	31304		\$11,545
DK Jewelers Store	\$16,353	25512	\$4,817	\$11,536
Longhorn Hotel & Casino Las Vegas	\$30,049	16870	\$18,515	\$11,534
LAKESHORE FAM&CSMTC DNTS	\$11,532	31313		\$11,532
Windsor Dermatology Center	\$13,200	28913	\$1,670	\$11,530
Swade Cannabis Dispensary	\$11,527	31317		\$11,527
Youth & Family Services	\$17,825	24219	\$6,300	\$11,525
PC Age Career Institute	\$68,195	8629	\$56,674	\$11,521
Mike Kents Gun & Knife Show	\$17,280	24670	\$5,760	\$11,520
Lets Ride Boots & Apparel Clothing Store	\$11,520	31323		\$11,520
McCoy Roofing Siding & Contracting	\$11,520	31323		\$11,520
Woodland Hills Local Dealer	\$11,519	31323		\$11,519
Lassen Natural Food & Vitamin Store	\$61,553	9421	\$50,035	\$11,518

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Stone Park Resort & Amphitheatre	\$11,518	31331		\$11,518
Omaha Steaks Store	\$11,515	31331		\$11,515
Fireworks Outlet	\$48,402	11537	\$36,890	\$11,512
Professor Gatsbys Heating & Cooling	\$18,906	23252	\$7,395	\$11,511
TRAVEL MART TRAVEL AGENCY	\$27,624	17986	\$16,114	\$11,510
Blue Water MI	\$11,510	31336		\$11,510
Dental Assoc Of CT	\$11,510	31337		\$11,510
Max Broock Realtors	\$11,510	31337		\$11,510
Juba Team Realty	\$24,298	19703	\$12,789	\$11,509
LOUISBURG COLLEGE	\$11,505	31340		\$11,505
Sandler	\$17,000	24890	\$5,500	\$11,500
DES MOINES PLASTIC SRGRY	\$15,400	26448	\$3,900	\$11,500
Gulf Coast Kids House	\$15,000	26823	\$3,500	\$11,500
Justin Quiles Personal Appearance	\$14,500	27453	\$3,000	\$11,500
Atlanta Regional Commission	\$11,500	31343		\$11,500
Bobby Bones Show	\$11,500	31343		\$11,500
Broward Sheriffs Office	\$11,500	31343		\$11,500
Envision Action Marketing	\$11,500	31343		\$11,500
Fair Haven Assisted Living	\$11,500	31343		\$11,500
Faith Life Church	\$11,500	31343		\$11,500
Ivan Carlson Event Design & Production	\$11,500	31343		\$11,500
Kurtin Vision Specialists	\$11,500	31343		\$11,500
Linden At Danvers	\$11,500	31343		\$11,500
MILLER OUTDOOR THEATRE	\$11,500	31343		\$11,500
Neighborworks America Organization	\$11,500	31343		\$11,500
New England Spas Store	\$11,500	31343		\$11,500
Orthodontic Center LA	\$11,500	31343		\$11,500
Pipes R Us Plumbing	\$11,500	31343		\$11,500
Real Bundles Boutique	\$11,500	31343		\$11,500
Rios & Assoc Interior Design Services	\$11,500	31343		\$11,500
Sign Design Service	\$11,500	31343		\$11,500
Sleep & Wellness Centers	\$11,500	31343		\$11,500
St Josephs Hospitals Foundation	\$11,500	31343		\$11,500
Starface	\$11,500	31343		\$11,500
Texas State Rentals Service	\$11,500	31343		\$11,500
Thorlabs	\$11,500	31343		\$11,500
VillageMD	\$11,500	31343		\$11,500
Hampton Injury Law	\$11,499	31343		\$11,499
Brims	\$64,866	9028	\$53,370	\$11,496
Erlanger Health System	\$13,117	29058	\$1,624	\$11,493
SHEBOYGAN WI	\$11,487	31388		\$11,487

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Faith Christian Academy	\$15,401	26446	\$3,918	\$11,483
Community Health Partners	\$13,517	28558	\$2,034	\$11,483
Calcasieu Community Clinic	\$11,480	31393		\$11,480
Patrick Kelley MD	\$11,480	31394		\$11,480
Dairy Max Org	\$35,000	14982	\$23,525	\$11,475
Fort Community Credit Union	\$17,775	24257	\$6,300	\$11,475
AGOURA HILLS RE DEV	\$11,475	31398		\$11,475
ATWOODS RANCH & HOME STR	\$11,475	31399		\$11,475
Healthcore Clinic	\$11,475	31399		\$11,475
INTERSTATE FREIGHT SVC	\$11,475	31399		\$11,475
Womanish Experience	\$11,475	31399		\$11,475
Triangle J Council Of Governments	\$12,260	30254	\$788	\$11,472
1st Choice Dental Care	\$11,472	31414		\$11,472
Celebrity Theatre	\$11,464	31421		\$11,464
PARK MERIDIAN RE DEV	\$11,462	31427		\$11,462
ENT ASSOC EAR NOSE THRT	\$23,560	20145	\$12,100	\$11,460
Women Engaged	\$11,460	31432		\$11,460
Goldberg Persky & White Attorneys	\$58,029	9908	\$46,570	\$11,459
Lythix	\$11,457	31435		\$11,457
National Aviation Academy	\$84,687	7114	\$73,232	\$11,455
HL PROPANE	\$38,500	13894	\$27,045	\$11,455
Lee Tractor	\$39,111	13691	\$27,659	\$11,452
Barrett Nonni & Homola Attorneys	\$32,532	15853	\$21,080	\$11,452
Jerome Schottenstein Center	\$12,450	30028	\$1,000	\$11,450
Cannabis Space Coast Medical Marijuana Clinic	\$11,450	31438		\$11,450
Community Support Services Healthcare	\$13,948	28114	\$2,500	\$11,448
MIHALKOS GENERAL CONTR	\$19,625	22688	\$8,185	\$11,440
Allied Plumbing Heating & AC	\$11,440	31448		\$11,440
Blondie Realtor	\$11,440	31449		\$11,440
Inter-Tribal Council Of MI	\$11,440	31449		\$11,440
Preserve On Ash Creek Real Estate Development	\$11,440	31449		\$11,440
TransSocial	\$11,440	31449		\$11,440
San Antonio Express-News	\$50,163	11153	\$38,725	\$11,438
Casey McCallum Rice South Shore Funeral Home	\$11,435	31455		\$11,435
DreamVoice	\$11,435	31456		\$11,435
Home Comfort Center	\$11,430	31461		\$11,430
Minnesota Department Of Corrections	\$11,430	31461		\$11,430
Arive Homes	\$78,721	7569	\$67,296	\$11,425
ARTS UNITED/GRTR FT WYN	\$11,425	31466		\$11,425
Ink Therapy Tattoo	\$11,425	31467		\$11,425
Bordelons Home Furnishings	\$15,708	26130	\$4,284	\$11,424

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Ahold USA Grocery Store	\$11,423	31471		\$11,423
BIG FACE ENTERTAINMENT	\$11,414	31479		\$11,414
Audit The Vote PA	\$11,413	31480		\$11,413
Peggys Natural Foods Store	\$11,409	31486		\$11,409
GryphonESP Services	\$11,408	31487		\$11,408
Law Offices Of Michael F Cordova	\$181,638	3534	\$170,234	\$11,404
McLane Co Inc	\$14,404	27554	\$3,000	\$11,404
Baggenstoss Farms	\$11,402	31491		\$11,402
DAYS JEWELERS	\$22,500	20730	\$11,099	\$11,401
Green Pharm	\$18,848	23300	\$7,447	\$11,401
Rising Star Casino Resort	\$58,644	9832	\$47,244	\$11,400
Premier Real Estate & Home Services	\$57,030	10052	\$45,630	\$11,400
Family Practice Medicine Center	\$29,750	17024	\$18,350	\$11,400
Earle Law Firm	\$19,800	22550	\$8,400	\$11,400
FLORIDA LIFESTYLE RE	\$15,200	26655	\$3,800	\$11,400
Arts Center Mgt	\$11,400	31492		\$11,400
Boyle Investment Co	\$11,400	31493		\$11,400
Cassandras Consulting Services	\$11,400	31493		\$11,400
Chesaco RV Dealer	\$11,400	31493		\$11,400
DD Media	\$11,400	31493		\$11,400
Figuroa Montain Brewing Co	\$11,400	31493		\$11,400
Group Health Cooperative Of Eau Claire	\$11,400	31493		\$11,400
Gutter Helmet	\$11,400	31493		\$11,400
Juhan Law	\$11,400	31493		\$11,400
Mountain State Values Organization	\$11,400	31493		\$11,400
Priority Workforce Staffing Services	\$11,400	31493		\$11,400
Rockford University	\$11,400	31493		\$11,400
Weaver Popcorn Mfg	\$11,400	31493		\$11,400
Wellmont Theater	\$11,400	31493		\$11,400
West VA Womens Business Center	\$11,400	31493		\$11,400
WTLV	\$11,400	31493		\$11,400
Middle TN State University	\$395,654	1605	\$384,255	\$11,399
Kneppys Fireworks Wholesale Outlet	\$23,396	20256	\$11,998	\$11,398
Bank Of Clarendon	\$35,663	14778	\$24,267	\$11,396
Conjure	\$11,394	31530		\$11,394
Paramount Theatre	\$16,318	25546	\$4,925	\$11,393
Stong Plumbing	\$16,792	25119	\$5,400	\$11,392
MACKEN REALTY	\$49,389	11352	\$38,002	\$11,387
Bi-Mart	\$51,129	10974	\$39,746	\$11,383
Haltoms Jewelers	\$49,441	11338	\$38,058	\$11,383
Nakedwines.com Store	\$11,380	31537		\$11,380

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Apptegy School Marketing Services	\$11,379	31537		\$11,379
Red Apple Restaurant	\$15,386	26478	\$4,010	\$11,376
Capital City Concrete Services Contractor	\$11,375	31541		\$11,375
Finch & Gable Realty	\$11,375	31542		\$11,375
Jewish Family Service Of CO	\$11,375	31542		\$11,375
Johnsons Express Lube & Carwash	\$11,375	31542		\$11,375
MOORE CO REALTY	\$11,375	31542		\$11,375
Sam L Majors Jewelry Store	\$11,375	31542		\$11,375
Sweetwater Western Clothing Store	\$11,374	31554		\$11,374
WKS Restaurant	\$15,138	26714	\$3,765	\$11,373
DeVaney Dentistry	\$11,373	31554		\$11,373
Century Oaks Assisted Living	\$15,030	26799	\$3,660	\$11,370
La Rubia	\$11,370	31559		\$11,370
Poets Billiards & Bar	\$11,370	31559		\$11,370
Visionaire Windows Contractor	\$11,370	31559		\$11,370
Natures Food Patch	\$21,883	21145	\$10,518	\$11,365
Marvins Mary J	\$11,361	31570		\$11,361
Ryder	\$14,605	27365	\$3,250	\$11,355
ROGERS GROUP CONTRACTOR	\$28,056	17774	\$16,703	\$11,353
Georgia Tech University	\$302,502	2112	\$291,150	\$11,352
GREAT FALLS CLINIC	\$41,612	13051	\$30,260	\$11,352
B&H Photo & Video Store	\$11,352	31574		\$11,352
WOOLDRIDGE HEATING & AC	\$11,352	31577		\$11,352
Onslow County Partnership For Children	\$13,350	28768	\$2,000	\$11,350
Nebraska811 Organization	\$11,350	31580		\$11,350
Special School District	\$11,345	31580		\$11,345
Fred Anderson Local Dealer	\$13,340	28785	\$2,000	\$11,340
Cuentas	\$11,340	31589		\$11,340
Family Life Fellowship Church	\$11,340	31589		\$11,340
Wilmington Funeral & Cremation	\$24,952	19374	\$13,616	\$11,336
Midwest Mattress Store	\$11,336	31594		\$11,336
Bluestone Bank	\$21,835	21170	\$10,500	\$11,335
Every Womans Place Organization	\$11,334	31596		\$11,334
CEI	\$11,333	31599		\$11,333
Gowan	\$26,457	18543	\$15,125	\$11,332
Pretty Biznez	\$25,325	19120	\$13,995	\$11,330
DALLAS OPERA	\$11,330	31601		\$11,330
Prado Auto Sales	\$11,326	31605		\$11,326
CENTRAL FL ZOO	\$13,600	28464	\$2,275	\$11,325
Lexington School District Two	\$11,325	31606		\$11,325
Shepherd	\$11,320	31609		\$11,320

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
ROYAL AIRE HTG & COOLING	\$11,313	31615		\$11,313
Rocky Mountain Cannabis Dispensary	\$11,310	31619		\$11,310
KTIS	\$95,119	6387	\$83,810	\$11,309
Pittsburgh Ballet Theatre	\$20,400	22074	\$9,093	\$11,307
Key Shoppe	\$11,305	31621		\$11,305
Zywiecs Landscape & Garden Center	\$20,950	21724	\$9,649	\$11,301
Virginia Clinical Research	\$16,901	24973	\$5,600	\$11,301
WBMW	\$47,500	11729	\$36,200	\$11,300
Waltons Funeral Homes	\$17,900	24156	\$6,600	\$11,300
Alabama Pecan Growers Assn	\$11,300	31623		\$11,300
Allied Universal Security Service	\$11,300	31627		\$11,300
Austin Cocktails	\$11,300	31627		\$11,300
CalvertHealth Primary Care Clinic	\$11,300	31627		\$11,300
Cowtown Fair	\$11,300	31627		\$11,300
Datamax Office Systems	\$11,300	31627		\$11,300
Fairfield County Implants & Periodontics	\$11,300	31627		\$11,300
LANDMARK EXTERIORS CONTR	\$11,300	31627		\$11,300
Ramirez Beverage Center	\$11,300	31627		\$11,300
RipTydz Oceanfront Grille & Rooftop Bar	\$11,300	31627		\$11,300
Sieben Carey Attorney	\$11,300	31627		\$11,300
TBC Promotions	\$11,300	31627		\$11,300
WLFT	\$11,300	31627		\$11,300
Western Union	\$38,923	13778	\$27,625	\$11,298
Garvey School District	\$11,298	31627		\$11,298
Arizona Citizens Clean Elections Commission	\$11,296	31651		\$11,296
Exxon	\$197,936	3259	\$186,643	\$11,293
Lindsey Pennington MD	\$11,290	31654		\$11,290
STATE LINE PROPANE CO	\$24,138	19783	\$12,849	\$11,289
Chester County Department Of Mental Health/Intellectual & Devel	\$17,894	24156	\$6,605	\$11,289
Robot Pharmer Cannabis Store	\$16,584	25295	\$5,295	\$11,289
This Is It Video & Lingerie	\$11,288	31658		\$11,288
Better Roofing USA Contractor	\$34,898	15032	\$23,611	\$11,287
Pittsburgh Pro Painters	\$16,007	25813	\$4,720	\$11,287
Decked	\$11,287	31658		\$11,287
Ashland Credit Union	\$11,283	31662		\$11,283
Umi Japanese Stakehouse	\$13,325	28796	\$2,050	\$11,275
Prescribed Fire	\$11,275	31667		\$11,275
Pro-Tech Heating & Cooling	\$11,272	31671		\$11,272
Lewis Walker Roofing Contractor	\$41,570	13068	\$30,299	\$11,271
TUCSON INTL ACADEMY	\$21,962	21106	\$10,694	\$11,268
White & Twombly Law Firm	\$11,268	31676		\$11,268

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
BUTCHER DIST HEAT & AC	\$11,266	31678		\$11,266
Lucas County Suicide Prevention Coalition	\$11,265	31679		\$11,265
Expedited Truck & Trailer Repair	\$11,264	31681		\$11,264
Green Cross Of Torrance Marijuana Dispensary	\$14,208	27786	\$2,946	\$11,262
Fins Car Wash Service	\$132,035	4758	\$120,774	\$11,261
Michigan Intl Prep School	\$11,260	31681		\$11,260
Wellspring Lutheran Services	\$11,260	31687		\$11,260
Covenant Health	\$192,955	3341	\$181,696	\$11,259
Lowery Metals Store	\$11,258	31690		\$11,258
Nastyboy Records	\$11,257	31693		\$11,257
Washington Regional Medical	\$11,256	31693		\$11,256
Meridian Ranch Estates	\$35,606	14794	\$24,352	\$11,254
Inked Tattoo Service	\$12,962	29323	\$1,710	\$11,252
Agri Supply	\$11,251	31696		\$11,251
Land Of Illusion Events	\$20,500	22011	\$9,250	\$11,250
Service Tire Truck Center	\$13,750	28296	\$2,500	\$11,250
Reynolds Roofing Llc	\$11,925	30813	\$675	\$11,250
Alexander Humboldt Magnet Academy Of Art & Science Explorati	\$11,250	31699		\$11,250
Arizona Christian School Tuition Organization	\$11,250	31699		\$11,250
Arkansas Seal Coat Specialist	\$11,250	31699		\$11,250
Assisted Home Care Services	\$11,250	31699		\$11,250
Celia Estrada Realtors	\$11,250	31699		\$11,250
Chicago Workers Collaborative	\$11,250	31699		\$11,250
Domino Data Lab Business Services	\$11,250	31699		\$11,250
Fair At Heritage Park	\$11,250	31699		\$11,250
Fresno County Department Of Behavioral Health	\$11,250	31699		\$11,250
Houston Primary Care	\$11,250	31699		\$11,250
Initiate Systems	\$11,250	31699		\$11,250
Jacksons Home Improvement Service	\$11,250	31699		\$11,250
Kia Dealer Assn	\$11,250	31699		\$11,250
Las Vegas Metropolitan Police Department Foundation	\$11,250	31699		\$11,250
Marshall P Whalley & Assoc Attorneys	\$11,250	31699		\$11,250
MCLANE GROCERY DISTR	\$11,250	31699		\$11,250
Meats By Linz	\$11,250	31699		\$11,250
Metro East Web Academy	\$11,250	31699		\$11,250
MILLERS RENTALS&SALES CO	\$11,250	31699		\$11,250
MissQuito Pest Control	\$11,250	31699		\$11,250
NanoString Technologies	\$11,250	31699		\$11,250
Nord Anglia Intl School NY	\$11,250	31699		\$11,250
Northridge Builders Inc	\$11,250	31699		\$11,250
Onvo Truck Stop	\$11,250	31699		\$11,250

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Peoples Action Institute	\$11,250	31699		\$11,250
Rejuvenate MD Medical Weight Loss Center	\$11,250	31699		\$11,250
Rueckert Advertising & Public Relations	\$11,250	31699		\$11,250
School In The Square	\$11,250	31699		\$11,250
Sculpt DTLA Spa	\$11,250	31699		\$11,250
Snowvana Event	\$11,250	31699		\$11,250
Tarima TV Network	\$11,250	31699		\$11,250
TRAFFIC MGT SERVICES	\$11,250	31699		\$11,250
West Cancer Center	\$11,250	31699		\$11,250
XBIZ	\$11,250	31699		\$11,250
Oklahoma LED	\$11,249	31699		\$11,249
Tiger Truck Stop	\$60,972	9499	\$49,724	\$11,248
CANEBRAKE GOLF CLUB	\$11,248	31747		\$11,248
REHABILITATION INSTITUTE	\$11,248	31749		\$11,248
Baton Rouge LA	\$69,828	8455	\$58,582	\$11,246
Palenque Grill Restaurant	\$30,508	16680	\$19,262	\$11,246
Galbreath Law Firm	\$19,246	23006	\$8,000	\$11,246
GENOVESE JEWELERS	\$11,246	31749		\$11,246
24/7 Food Court & Fuel	\$11,244	31752		\$11,244
St Louis Blues Hockey Team	\$17,954	24104	\$6,711	\$11,243
Associated Wholesale Grocers	\$35,918	14701	\$24,676	\$11,242
LENOIR COUNTY HLTH DEPT	\$11,242	31757		\$11,242
East Stroudsburg University	\$125,519	4965	\$114,278	\$11,241
#1 Hits Of The 60s Show	\$11,237	31761		\$11,237
Foundation Presents Concert	\$14,034	27964	\$2,800	\$11,234
ARROW BATTERY STORE	\$12,132	30418	\$900	\$11,232
Drew Marine USA	\$11,231	31765		\$11,231
KILGORE COLLEGE	\$23,165	20369	\$11,940	\$11,225
Purell	\$11,225	31769		\$11,225
Texas Water Foundation	\$11,225	31770		\$11,225
Grape Events Partners	\$11,224	31770		\$11,224
Idaho Steelheads Hockey Team	\$17,347	24615	\$6,125	\$11,222
Pratt & Whitney	\$45,937	12025	\$34,717	\$11,220
Northpointe Bank	\$12,418	30062	\$1,200	\$11,218
Leshner Center For The Arts	\$11,218	31776		\$11,218
Advanced Vein Care Center	\$19,980	22451	\$8,765	\$11,215
Talia Freedman & Co	\$11,215	31778		\$11,215
R&K DISTRIBUTOR	\$11,214	31780		\$11,214
US Environmental Protection Agency	\$11,214	31780		\$11,214
Misericordia University	\$32,240	15989	\$21,029	\$11,211
GROVE PARK APARTMENTS	\$15,700	26141	\$4,490	\$11,210

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Bottaro Law Firm	\$159,905	3971	\$148,697	\$11,208
Klas Telecom	\$11,207	31789		\$11,207
West Liberty Foods	\$11,207	31789		\$11,207
ChildHelp USA	\$14,760	27213	\$3,555	\$11,205
Salt Lake County Sheriff	\$17,565	24422	\$6,362	\$11,203
Bigfoot Carpet Cleaning	\$11,202	31793		\$11,202
Carrothers & Clough Law Firm	\$20,800	21810	\$9,600	\$11,200
Brewskys Food & Spirits	\$11,200	31796		\$11,200
Cheap Tool Rental	\$11,200	31796		\$11,200
ED REHMANN&SON CLTH STR	\$11,200	31796		\$11,200
Empire Roofing	\$11,200	31796		\$11,200
Fright Night Haunted Maze	\$11,200	31796		\$11,200
Galveston Naval Museum	\$11,200	31796		\$11,200
Heart Of TX Region MHMR	\$11,200	31796		\$11,200
NORTH SHORE ENTER	\$11,200	31796		\$11,200
Paradise Theater	\$11,200	31796		\$11,200
PRESTIGIO JEWELRY STORE	\$11,200	31796		\$11,200
Releaf Labs Medical Marijuana Dispensary	\$11,200	31796		\$11,200
Slo Brew Restaurant	\$11,200	31796		\$11,200
Southern CT Overhead Door Contractor	\$11,200	31796		\$11,200
Spectrum Healthcare Partners	\$11,200	31796		\$11,200
Vital Pharmaceuticals	\$11,200	31796		\$11,200
Five Corners Improvement District	\$14,742	27237	\$3,543	\$11,199
Tri-City Cycle Dealer	\$13,049	29132	\$1,850	\$11,199
PIMA COUNTY SHRFS DEPT	\$11,198	31832		\$11,198
Harlingen Consolidated Independent School District	\$20,669	21901	\$9,476	\$11,193
Soave Homes Contractor	\$20,818	21797	\$9,626	\$11,192
Spectacular Tubers Restaurant	\$17,976	24084	\$6,785	\$11,191
Southwest Shipyard	\$11,188	31840		\$11,188
Carpetland Flooring Center	\$11,182	31844		\$11,182
Goldberg Law Firm	\$11,178	31846		\$11,178
Gusto Distributing	\$11,175	31848		\$11,175
Hollerin Haunts Hayride	\$11,174	31849		\$11,174
Owen Nursery	\$31,271	16358	\$20,100	\$11,171
Alameda Housing Authority	\$11,170	31853		\$11,170
Mount Carmel Hospital	\$21,929	21123	\$10,762	\$11,167
Legacy Real Estate Brokerage	\$11,167	31855		\$11,167
Knights Of Columbus	\$102,662	5909	\$91,500	\$11,162
Bloodstained Men	\$30,441	16719	\$19,280	\$11,161
Viant Medical Mfg Service	\$13,690	28370	\$2,530	\$11,160
Brooklyn Tabernacle Church	\$11,160	31861		\$11,160

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Harvest Enterprises	\$11,160	31861		\$11,160
Cedar Luxury Outdoor Resort	\$11,157	31861		\$11,157
EverydayPlumber.com	\$87,602	6909	\$76,446	\$11,156
Elite Local Dealer	\$15,206	26646	\$4,050	\$11,156
UTAH VALLEY PEDIATRICS	\$13,072	29109	\$1,916	\$11,156
Pioneer Hills Marine Boat Dealer	\$12,952	29334	\$1,800	\$11,152
Airavata Vapors Store	\$11,152	31869		\$11,152
Firearm Central Store	\$11,151	31870		\$11,151
Starr Insurance Agency	\$19,250	23006	\$8,100	\$11,150
Dowds Pub Restaurant	\$16,898	24975	\$5,748	\$11,150
CELTIC REALTY	\$12,150	30378	\$1,000	\$11,150
Santa Clara County Behavioral Health Services	\$11,150	31872		\$11,150
WYOMING COUNTY FAIR	\$11,150	31872		\$11,150
Laredo College	\$11,147	31876		\$11,147
Columbia Metropolitan Airport	\$15,396	26468	\$4,250	\$11,146
Ibarra Moon Contractors	\$68,034	8652	\$56,890	\$11,144
Hot N Crazy Crab Seafood Restaurant	\$23,679	20074	\$12,536	\$11,143
El Paso Public Library	\$11,143	31880		\$11,143
Racine Kenosha Community Action	\$11,143	31881		\$11,143
Suncoast Hospice	\$11,143	31881		\$11,143
Encore Stone Studio Store	\$11,142	31881		\$11,142
Laputka Law Office	\$11,142	31887		\$11,142
OneLife Fitness	\$17,740	24288	\$6,600	\$11,140
GODSHALL STAFFING SVC	\$23,135	20378	\$12,000	\$11,135
Fieger Law Firm	\$13,333	28789	\$2,200	\$11,133
Massey Law Firm	\$15,464	26396	\$4,332	\$11,132
Hobaica Services Heating & AC	\$170,430	3750	\$159,300	\$11,130
Rush Hour Karting & Tavern	\$17,730	24294	\$6,600	\$11,130
SHOWBIZ ENTERTAINMENT	\$15,000	26823	\$3,871	\$11,129
Pirates Voyage Dinner Show	\$57,986	9917	\$46,858	\$11,128
Columbus Blue Jackets Ice Hockey Team	\$40,250	13376	\$29,122	\$11,128
Tropicana Properties	\$11,127	31892		\$11,127
Genesee Regional Bank	\$57,500	9990	\$46,375	\$11,125
Jefferson Animal Hospital	\$32,346	15936	\$21,221	\$11,125
Ebbie Soroundi MD	\$11,125	31894		\$11,125
Virgin	\$11,125	31894		\$11,125
Dyson	\$11,124	31894		\$11,124
REALTY PROS AGENCY	\$16,123	25711	\$5,000	\$11,123
CATHOLIC MEMORIAL SCHOOL	\$24,822	19428	\$13,700	\$11,122
Sparknerds	\$11,120	31901		\$11,120
CASKET ARTS BLDG GLRY	\$11,118	31904		\$11,118

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Railroad Pass Hotel & Casino	\$93,374	6490	\$82,257	\$11,117
Summers Plumbing Heating & Cooling	\$14,115	27875	\$3,000	\$11,115
MVP Athletic Club	\$11,115	31906		\$11,115
Coeur DALene Hotel	\$11,114	31907		\$11,114
Larson Heating Air & Plumbing	\$15,544	26304	\$4,432	\$11,112
First Weber Group Realtors	\$76,491	7806	\$65,380	\$11,111
GENERAL HEALTH CENTER	\$583,126	1088	\$572,018	\$11,108
FRANK ADAMS JEWELERS	\$61,350	9445	\$50,246	\$11,104
St Tammany Parish Hospital	\$242,679	2655	\$231,577	\$11,102
Atlanta Bread Co Cafe	\$12,602	29714	\$1,500	\$11,102
Pascales Liquors Store	\$11,102	31914		\$11,102
Salisbury Gun & Knife Show	\$26,900	18340	\$15,800	\$11,100
Woerdeman Financial Group	\$15,600	26235	\$4,500	\$11,100
Fayetteville Public Works Commission	\$15,100	26741	\$4,000	\$11,100
AleSmith Brewing	\$11,100	31914		\$11,100
American Bird Conservancy	\$11,100	31917		\$11,100
Baxter Intl	\$11,100	31917		\$11,100
Cesars Auto Repair Inc	\$11,100	31917		\$11,100
Citizens Against Poaching	\$11,100	31917		\$11,100
EASTSIDE COMMUNITY CHRCH	\$11,100	31917		\$11,100
Erkelens & Olson Auctioneers	\$11,100	31917		\$11,100
First Community Foundation Partnership Of PA	\$11,100	31917		\$11,100
GENERATOR POWER SLTNS	\$11,100	31917		\$11,100
GF Sports & Entertainment	\$11,100	31917		\$11,100
Iconic Real Estate	\$11,100	31917		\$11,100
Law Offices Of Timothy D Ducar	\$11,100	31917		\$11,100
Mid-Carolina Electric Cooperative	\$11,100	31917		\$11,100
New Jersey Bingo	\$11,100	31917		\$11,100
Paxton Corner Coop	\$11,100	31917		\$11,100
SPRING LAKE PARK HGH SCH	\$11,100	31917		\$11,100
Teco Peoples Gas	\$11,100	31917		\$11,100
Trezevant Manor Assisted Living	\$11,100	31917		\$11,100
Trust Heating & Air Contractor	\$11,100	31917		\$11,100
BRANSON CONVENTION CTR	\$11,099	31917		\$11,099
Chef Reina Restaurant	\$11,098	31950		\$11,098
Smith & Wesson	\$11,098	31951		\$11,098
North Carolina Healthcare Assn	\$11,097	31951		\$11,097
Sutherlands Lumber	\$73,866	8055	\$62,774	\$11,092
Sloan Museum	\$34,875	15042	\$23,784	\$11,091
Besst Realty Group	\$26,114	18696	\$15,024	\$11,090
FURNITURE MARKETPLACE	\$11,090	31957		\$11,090

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
MUJER ORG	\$11,090	31957		\$11,090
Windsong Radiology Group	\$11,090	31957		\$11,090
Calhoun County Cancer Control Coalition	\$11,089	31957		\$11,089
Lucid Research Education Software	\$69,275	8510	\$58,187	\$11,088
Algiers Charter Schools Assn	\$18,945	23234	\$7,859	\$11,086
Leibel Law	\$11,086	31962		\$11,086
Cox Capitol Theater	\$15,457	26403	\$4,375	\$11,082
Billboard Buzzing Advertising Service	\$11,075	31972		\$11,075
Golden Valley Hydroponics	\$11,075	31973		\$11,075
Integra Life Sciences	\$11,075	31973		\$11,075
Bridal Extravaganza	\$28,457	17614	\$17,383	\$11,074
People Trust Community Loan Fund	\$11,073	31973		\$11,073
BEACON HOUSE ADOPT SVC	\$16,710	25176	\$5,640	\$11,070
USA Technologies	\$11,068	31981		\$11,068
Cornerstone Industrial Services	\$11,500	31343	\$433	\$11,067
Window Depot USA Store	\$21,201	21540	\$10,135	\$11,066
Inland Imaging Center	\$12,400	30084	\$1,334	\$11,066
Neighborhood Health Assn	\$14,424	27533	\$3,360	\$11,064
North Atlantic States Regional Council Of Carpenters	\$16,812	25071	\$5,750	\$11,062
BevMo Beverage & More Store	\$11,062	31983		\$11,062
MESHBESHER LAW FIRM	\$11,062	31985		\$11,062
CARBUTTI & CO RE	\$11,060	31987		\$11,060
VARANESE RESTAURANT	\$19,608	22701	\$8,550	\$11,058
Delaware State University	\$87,955	6886	\$76,898	\$11,057
Amish Oak & Cherry Furniture Store	\$76,923	7762	\$65,866	\$11,057
Radiant Roofing & Contracting	\$29,132	17290	\$18,075	\$11,057
American Aquariums	\$11,053	31995		\$11,053
HOMETOWN DENTAL	\$11,053	31996		\$11,053
Maria College	\$18,525	23563	\$7,473	\$11,052
Scott Airport Parking	\$18,423	23651	\$7,371	\$11,052
Chimney Rock Inn Restaurant	\$11,850	30913	\$800	\$11,050
Bethany St Joseph Nursing Home	\$11,050	31999		\$11,050
Commscope	\$11,050	32000		\$11,050
SavorWe	\$11,050	32000		\$11,050
SalesLoft	\$94,545	6413	\$83,499	\$11,046
LUCKYS STEAK HOUSE	\$22,092	21013	\$11,046	\$11,046
MPE Services Heating & Air Conditioning Service	\$11,046	32000		\$11,046
North Hill Nursing & Rehabilitation Center	\$11,046	32007		\$11,046
Skincare Physicians	\$11,046	32007		\$11,046
1-800-GAMBLER	\$11,045	32007		\$11,045
Shiawassee County Health Department	\$11,045	32011		\$11,045

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Gaulin Insurance Agency	\$11,044	32011		\$11,044
City Of Roseville CA	\$11,042	32014		\$11,042
Blue Water Jewelers	\$11,040	32018		\$11,040
HolaDoctor Insurance Services	\$11,040	32018		\$11,040
JD Sports Store	\$11,040	32018		\$11,040
Mad Food Caterers	\$11,040	32018		\$11,040
Manchester Community College	\$13,532	28545	\$2,494	\$11,038
Housing Authority Of The City Of Los Angeles	\$11,200	31796	\$162	\$11,038
Central PA Wireless	\$11,034	32037		\$11,034
AssuredPartners Insurance Agency	\$11,033	32038		\$11,033
REALTY GROUP REALTORS	\$11,033	32041		\$11,033
Greater Holy Temple Christian Academy	\$11,032	32041		\$11,032
Julianos Pools Center	\$11,030	32046		\$11,030
Marlins Furniture Store	\$11,030	32046		\$11,030
Edgewater Hotel & Casino	\$11,026	32049		\$11,026
JM Heller Attorney At Law	\$11,026	32051		\$11,026
Spring Branch Mgt District	\$264,600	2420	\$253,575	\$11,025
Diocese Of Green Bay	\$11,025	32051		\$11,025
EA Marketing Group Of Minneapolis	\$11,025	32053		\$11,025
Mission Foods	\$11,025	32053		\$11,025
Relentless Beats Event Planner	\$15,020	26805	\$4,000	\$11,020
Avangrid	\$11,017	32067		\$11,017
Vicksburg Local Dealer	\$85,436	7059	\$74,425	\$11,011
All Service Electric Service	\$15,340	26506	\$4,330	\$11,010
Travis Mathew	\$11,007	32076		\$11,007
York Automotive Repair Service	\$19,488	22845	\$8,483	\$11,005
Hanksters Motorsports	\$14,700	27267	\$3,697	\$11,003
AMCAL HOMES	\$11,001	32079		\$11,001
Springbrook Power Washing Service	\$11,001	32080		\$11,001
Bridgewater State University	\$31,000	16487	\$20,000	\$11,000
Allegiant Stadium	\$30,000	16888	\$19,000	\$11,000
York County School Of Technology	\$22,000	21057	\$11,000	\$11,000
Case Farms	\$16,500	25348	\$5,500	\$11,000
ZT Wealth	\$16,000	25824	\$5,000	\$11,000
Eternity Monuments	\$13,000	29171	\$2,000	\$11,000
Classic Ballroom Dance Studio	\$12,000	30536	\$1,000	\$11,000
Homes For Our Troops Organization	\$12,000	30536	\$1,000	\$11,000
Augsburg University	\$11,000	32082		\$11,000
AWR Music Productions	\$11,000	32082		\$11,000
BOYNTON BILLIARDS	\$11,000	32082		\$11,000
CanDrives	\$11,000	32082		\$11,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Carden Circus Intl	\$11,000	32082		\$11,000
Central Valley Veterinary Clinic	\$11,000	32082		\$11,000
City & State PA	\$11,000	32082		\$11,000
CLASSICAL ACADEMY	\$11,000	32082		\$11,000
Community Action Opportunities	\$11,000	32082		\$11,000
Country Club Plaza Mall	\$11,000	32082		\$11,000
DiGrigoli School Of Cosmetology	\$11,000	32082		\$11,000
Direct Insurance Store	\$11,000	32082		\$11,000
Divine Mercy Catholic Church	\$11,000	32082		\$11,000
Engineered Materials	\$11,000	32082		\$11,000
Fear Haunted House	\$11,000	32082		\$11,000
First Group	\$11,000	32082		\$11,000
Gambler Shiba	\$11,000	32082		\$11,000
H COX & SONS DISTR	\$11,000	32082		\$11,000
Hiley Local Dealer	\$11,000	32082		\$11,000
Houston Toyota Center	\$11,000	32082		\$11,000
Ignite Your Light	\$11,000	32082		\$11,000
IHeart Lash Studio	\$11,000	32082		\$11,000
Iron Smoke Distillery	\$11,000	32082		\$11,000
Jeremiahs Tavern	\$11,000	32082		\$11,000
KQAC	\$11,000	32082		\$11,000
Lake Travis Builders	\$11,000	32082		\$11,000
MEDIA THEATRE/PRFRMNG AR	\$11,000	32082		\$11,000
Menin Hospitality Hotel FL	\$11,000	32082		\$11,000
Miami Beach Police Department	\$11,000	32082		\$11,000
Mood Food Edibles Cannabis Store	\$11,000	32082		\$11,000
Ohio Conservatives For A Change Organization	\$11,000	32082		\$11,000
Oil Stop Auto Repair	\$11,000	32082		\$11,000
PLI Cards	\$11,000	32082		\$11,000
Quarles	\$11,000	32082		\$11,000
Quinn Health Care	\$11,000	32082		\$11,000
Ridgewood Church	\$11,000	32082		\$11,000
Sea Hive Station	\$11,000	32082		\$11,000
Shawn Michelles Home Made Ice Cream	\$11,000	32082		\$11,000
SK FOODS SERVICES	\$11,000	32082		\$11,000
Technium Business Services	\$11,000	32082		\$11,000
United CNC Machining	\$11,000	32082		\$11,000
United Food & Commercial Workers Intl Union Action Fund	\$11,000	32082		\$11,000
VALLEY FLOORING CENTER	\$11,000	32082		\$11,000
Voice In The Wilderness Ministries	\$11,000	32082		\$11,000
Child Development Center	\$28,239	17703	\$17,240	\$10,999

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Franklin	\$27,519	18038	\$16,520	\$10,999
Cheese Store & More	\$18,792	23348	\$7,795	\$10,997
US Department Of Justice	\$28,014	17788	\$17,020	\$10,994
Minhas Micro Brewery	\$18,300	23757	\$7,308	\$10,992
Kranichs Jewelers	\$31,490	16280	\$20,500	\$10,990
Xtreme Roofing	\$10,990	32161		\$10,990
Century Bank & Trust Co	\$10,988	32164		\$10,988
Pronto Insurance Agency	\$133,243	4730	\$122,258	\$10,985
Don Vance Local Dealer	\$44,891	12307	\$33,906	\$10,985
THARP FUNERAL HOME	\$86,728	6968	\$75,744	\$10,984
Lifestyles By Design Cabinetry Contractor	\$15,846	25994	\$4,862	\$10,984
MILTON REALTY	\$12,664	29665	\$1,680	\$10,984
Smith & Stallworth Attorneys	\$65,886	8908	\$54,907	\$10,979
Farnam Realty Group	\$10,975	32177		\$10,975
Camden County College	\$10,970	32181		\$10,970
Bronco Local Dealer	\$70,741	8351	\$59,775	\$10,966
Goodfellas Heating & Cooling	\$10,965	32185		\$10,965
K&R Auto Salvage	\$42,399	12858	\$31,437	\$10,962
Grow Show	\$24,550	19565	\$13,589	\$10,961
G Turner Howard III Attorney	\$115,890	5341	\$104,930	\$10,960
Physicians Central Business Office	\$63,000	9252	\$52,040	\$10,960
Tame Impala Personal Appearance	\$13,560	28508	\$2,600	\$10,960
Latinos In VA Empowerment Center	\$10,960	32192		\$10,960
Lexington Local Dealer	\$10,958	32192		\$10,958
Substance Abuse & Mental Health Services	\$10,955	32196		\$10,955
Gervelis Law Firm	\$42,243	12882	\$31,289	\$10,954
Niagara County Community College	\$10,954	32198		\$10,954
BRETHREN RETIREMENT/CTR	\$36,200	14611	\$25,249	\$10,951
Sullivan Local Dealer	\$28,300	17679	\$17,350	\$10,950
46 Solutions Service	\$21,150	21565	\$10,200	\$10,950
Fahrner Asphalt Sealers	\$18,400	23673	\$7,450	\$10,950
Steinbacher Goodall Yurchak Attorneys	\$13,075	29103	\$2,125	\$10,950
Curion Insights	\$10,950	32200		\$10,950
Lo Nuestro Es Musical	\$10,950	32200		\$10,950
Stepping Out Dance Lessons	\$10,950	32200		\$10,950
Mid-MO Bank	\$15,168	26687	\$4,221	\$10,947
Castleberry Independent School District	\$16,445	25436	\$5,500	\$10,945
Richter7 Marketing Service	\$10,945	32213		\$10,945
Nonani Entertainment	\$10,940	32213		\$10,940
JACKSON COUNTY	\$11,900	30856	\$962	\$10,938
Kawneer	\$10,937	32216		\$10,937

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Rise Baking Co	\$14,536	27418	\$3,600	\$10,936
Tire Corral	\$10,934	32218		\$10,934
Genesee County Health Department	\$13,683	28374	\$2,750	\$10,933
Segerstrom Center For The Arts	\$22,499	20730	\$11,567	\$10,932
Dynamic Workforce Solutions	\$10,929	32221		\$10,929
KV KNOPP FUNERAL HOME	\$10,926	32226		\$10,926
Schererville Local Dealer	\$90,550	6700	\$79,625	\$10,925
Galpin Local Dealer	\$48,260	11563	\$37,335	\$10,925
Leadership Conference On Civil & Human Rights	\$12,675	29650	\$1,750	\$10,925
Aspira Inc Of PA Schools	\$10,925	32227		\$10,925
Grove Dental Clinic	\$10,925	32228		\$10,925
Lake Keowee Local Dealer	\$10,925	32228		\$10,925
WLXU	\$10,925	32228		\$10,925
Wrabec Law Firm	\$10,925	32228		\$10,925
Autokiniton Global Group Automotive Supply	\$10,924	32228		\$10,924
Monroe County Fair	\$25,316	19123	\$14,396	\$10,920
WE TRANSPORT INC	\$10,920	32238		\$10,920
Lulu Restaurant	\$40,275	13371	\$29,360	\$10,915
Renk	\$15,445	26418	\$4,530	\$10,915
Advanced Dental Care	\$13,327	28792	\$2,413	\$10,914
Brick House Recovery	\$10,912	32247		\$10,912
John Watts Attorney	\$10,912	32248		\$10,912
HOLIDAY GOLF CLUB	\$10,910	32248		\$10,910
Moreland OB-GYN Assoc SC Clinic	\$13,881	28164	\$2,975	\$10,906
KC Hemp Co	\$10,906	32251		\$10,906
Hymans Pennyworths Shoe Store	\$91,454	6629	\$80,549	\$10,905
Sapphires Mens Club	\$65,940	8903	\$55,035	\$10,905
Mountain Comprehensive Care Center	\$10,905	32253		\$10,905
An Affair Of The Heart Event	\$23,100	20386	\$12,200	\$10,900
Bassemiers Fireplace & Patio	\$22,098	20999	\$11,198	\$10,900
Vance Global	\$17,500	24481	\$6,600	\$10,900
HUFFMAN PRODUCTIONS	\$14,100	27884	\$3,200	\$10,900
Talbots Store	\$10,900	32258		\$10,900
Thomas Anelli Attorney	\$10,900	32258		\$10,900
TROY VINSON JEWELERS	\$10,900	32258		\$10,900
TALLAHASSEE VEIN&FC CLNC	\$10,899	32265		\$10,899
Speed Art Museum	\$66,475	8832	\$55,581	\$10,894
TAMARAC SHOE STORE	\$10,893	32267		\$10,893
West Sacramento Multifamily Realty	\$10,893	32269		\$10,893
Bank Of Travelers Rest	\$10,890	32272		\$10,890
Moog Industrial Service	\$10,890	32272		\$10,890

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Prime Farm Services	\$25,403	19072	\$14,516	\$10,887
Marine Federal Credit Union	\$29,006	17337	\$18,120	\$10,886
Family League Of Baltimore City Organization	\$14,100	27884	\$3,214	\$10,886
UMassFive College Federal Credit Union	\$23,719	20059	\$12,835	\$10,884
LiveOnNY Organization	\$10,884	32279		\$10,884
Borden	\$10,883	32280		\$10,883
Robin Rents Equipment	\$32,714	15796	\$21,834	\$10,880
Tates Rents	\$10,880	32289		\$10,880
Foster Martin On White Rock Commons Real Estate Developmen	\$11,679	31149	\$800	\$10,879
Palace Skateboard Shop	\$47,751	11680	\$36,873	\$10,878
In The Game Funtrackers Family Fun Center & Restaurant	\$28,956	17373	\$18,078	\$10,878
Bill Harris Local Dealer	\$13,725	28338	\$2,850	\$10,875
A Brooks Construction	\$10,875	32289		\$10,875
Farm Stores	\$10,875	32292		\$10,875
Iron Maiden Personal Appearance	\$10,875	32292		\$10,875
Ramirez Mexican Store & Restaurant	\$16,592	25287	\$5,718	\$10,874
Lees Summit Local Dealer	\$10,869	32296		\$10,869
WINDSOR MANOR RETRMNT HM	\$10,868	32297		\$10,868
Robert E Lee Attorney	\$14,763	27213	\$3,898	\$10,865
Mutual Of Omaha	\$10,865	32298		\$10,865
Portsmouth Local Dealer	\$59,033	9775	\$48,170	\$10,863
Walters & Hogsett Fine Jewelers	\$18,522	23565	\$7,660	\$10,862
Legal Aid Society	\$10,862	32299		\$10,862
Morton College	\$21,766	21213	\$10,908	\$10,858
Lyon Real Estate	\$10,858	32302		\$10,858
AEP American Electric Power Co	\$30,108	16850	\$19,256	\$10,852
Litchfield Inn	\$11,327	31603	\$475	\$10,852
Rend Lake College	\$31,355	16326	\$20,504	\$10,851
BONE & JOINT INSTITUTE	\$24,000	19866	\$13,150	\$10,850
AAGARD GROUP	\$10,850	32307		\$10,850
Fort Wayne Local Dealer	\$10,850	32307		\$10,850
Hagens	\$10,850	32307		\$10,850
Bibibop Asian Grill	\$11,100	31917	\$253	\$10,847
Williams Law Firm	\$11,695	31134	\$850	\$10,845
World Wide Technology Raceway	\$10,844	32317		\$10,844
Sanibel Tanger Outlets	\$82,258	7277	\$71,418	\$10,840
BusinessFunding.com	\$10,840	32319		\$10,840
CarShield	\$40,274	13371	\$29,436	\$10,838
Gentle Dental	\$14,601	27366	\$3,764	\$10,837
Maynard Home Comfort	\$10,837	32323		\$10,837
Next Level Home Staging & Design	\$10,834	32325		\$10,834

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
College At Brockport	\$37,912	14065	\$27,080	\$10,832
HERITAGE ELEMENTARY SCH	\$16,248	25604	\$5,416	\$10,832
Axle Logistics	\$10,832	32326		\$10,832
Gridiron Glory Pro Football Exhibits	\$10,832	32327		\$10,832
Hustler Club	\$10,832	32327		\$10,832
SHAG SENIOR HSNG AST GRP	\$10,832	32327		\$10,832
Turlock Dentistry & Implants	\$10,832	32327		\$10,832
HookD Charters	\$11,913	30825	\$1,083	\$10,830
MERCED COLLEGE	\$10,830	32336		\$10,830
Miraculous Medal Shrine	\$10,830	32336		\$10,830
Woodmill Winery Store	\$10,830	32336		\$10,830
Petro-Mart	\$51,024	10984	\$40,203	\$10,821
City Of MO City	\$10,820	32345		\$10,820
Flower Power	\$10,820	32346		\$10,820
Butcher Boy Burgers Restaurant	\$10,817	32346		\$10,817
Cohen Law Firm	\$10,817	32349		\$10,817
Attiva Peachtree Apartment	\$10,815	32351		\$10,815
Floor Coverings Intl	\$10,815	32352		\$10,815
R&D Brewing	\$24,844	19419	\$14,033	\$10,811
DONELSON CHRISTIAN ACDMY	\$16,920	24964	\$6,110	\$10,810
Bank Of Stockton	\$265,626	2408	\$254,817	\$10,809
Community Family Medical Clinic	\$10,809	32356		\$10,809
Destin Princess Fishing Tours	\$19,852	22516	\$9,046	\$10,806
North Range Behavioral Health	\$67,945	8668	\$57,140	\$10,805
Food Bank For NYC	\$30,800	16561	\$20,000	\$10,800
Harrisburg Eye Assoc	\$15,600	26235	\$4,800	\$10,800
Childrens Home Of Cincinnati Organization	\$15,150	26709	\$4,350	\$10,800
TRACTOR PULL	\$14,550	27408	\$3,750	\$10,800
Air Conditioning Specialists	\$10,800	32363		\$10,800
BeneCom Store	\$10,800	32363		\$10,800
Calico County Restaurant	\$10,800	32363		\$10,800
CARESOURCE HEALTH CR SVC	\$10,800	32363		\$10,800
Carter Lumber Co	\$10,800	32363		\$10,800
Connecticut Paid Leave	\$10,800	32363		\$10,800
EASTERN ID STATE FAIR	\$10,800	32363		\$10,800
EUPHRATES GALLERY	\$10,800	32363		\$10,800
Germantown Village Wine & Liquor Store	\$10,800	32363		\$10,800
Hager & Cundiff Funeral Home	\$10,800	32363		\$10,800
Hulst Jepsen Physical Therapy	\$10,800	32363		\$10,800
Law Offices Of Kathleen Shannon Glancy	\$10,800	32363		\$10,800
NEW RIVER POTTERY STORE	\$10,800	32363		\$10,800

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Ocean Pointe Realtors	\$10,800	32363		\$10,800
Roanoke Catholic School	\$10,800	32363		\$10,800
Roof Rx Contractor	\$10,800	32363		\$10,800
SMILE GROUP DENTAL CLNC	\$10,800	32363		\$10,800
Riverdale Department Of Cultural Affairs	\$11,792	30983	\$994	\$10,798
Somerset Trust Co	\$49,714	11271	\$38,917	\$10,797
Advance OH Marketing Service	\$10,795	32363		\$10,795
Cal Fire Union	\$10,791	32414		\$10,791
Bank Of Hope	\$146,643	4315	\$135,853	\$10,790
BILLY BOBS TX NIGHTCLUB	\$12,783	29530	\$1,995	\$10,788
Harrington Raceway	\$86,870	6964	\$76,085	\$10,785
Bernhardt Furn/Outlet	\$10,785	32419		\$10,785
Southeast Bank	\$15,982	25909	\$5,200	\$10,782
Herlong Local Dealer	\$57,357	10014	\$46,577	\$10,780
Ascensia	\$10,780	32424		\$10,780
Greg May Local Dealer	\$12,977	29317	\$2,200	\$10,777
Sierra Pacific Industries	\$11,300	31627	\$525	\$10,775
Globus Medical	\$10,775	32432		\$10,775
M&M Restaurant & Lounge	\$10,775	32434		\$10,775
Peninsula Dental	\$10,775	32434		\$10,775
Southwest WI Technical College	\$61,350	9446	\$50,577	\$10,773
StorageBlue	\$19,770	22576	\$9,000	\$10,770
STUDIO 209 SPA & SALON	\$10,770	32437		\$10,770
GIA Miami Mental Wellness & Addiction Therapy Center	\$10,767	32440		\$10,767
Horizon Health Care Clinic	\$10,764	32442		\$10,764
Latter-Day Matchmaker	\$10,761	32445		\$10,761
Teton Local Dealer	\$44,925	12300	\$34,165	\$10,760
Los Pinos Hardware Store	\$27,160	18208	\$16,400	\$10,760
G Law Group	\$10,760	32446		\$10,760
Robichaux Mize Wadsack Richardson & Watson Attorneys	\$10,757	32449		\$10,757
T&T Local Dealer	\$46,605	11901	\$35,850	\$10,755
Matlock Tire Service & Auto Repair	\$29,447	17158	\$18,692	\$10,755
MYcroSchool Charter High School	\$10,755	32452		\$10,755
Kings College	\$51,250	10944	\$40,500	\$10,750
BioPharma Services	\$10,750	32456		\$10,750
GRXTTY Personal Appearance	\$10,750	32456		\$10,750
Northeast OH Black Health Coalition	\$10,750	32456		\$10,750
Wild Birds Unlimited Store	\$10,750	32456		\$10,750
Wrights Heating & AC Service	\$14,648	27317	\$3,900	\$10,748
1st Choice Home Improvement	\$10,747	32467		\$10,747
Arosa Home Healthcare	\$10,746	32468		\$10,746

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Skolrood Law Firm	\$104,581	5836	\$93,836	\$10,745
American Tire	\$16,116	25722	\$5,373	\$10,743
Mathews Local Dealer	\$140,437	4503	\$129,697	\$10,740
LaLondes Market	\$14,940	27036	\$4,200	\$10,740
Minnesota Diversified Industries	\$10,740	32470		\$10,740
Honest Weight Food Co-Op	\$10,738	32474		\$10,738
Monroes Of Palm Beach	\$148,119	4276	\$137,385	\$10,734
Zazzera Financial & Insurance Services	\$27,796	17907	\$17,062	\$10,734
THORNE BROS SPRT GDS STR	\$10,732	32480		\$10,732
Assist 2 Sell	\$10,728	32482		\$10,728
Stuller	\$16,438	25441	\$5,711	\$10,727
Eminent Extracts	\$10,726	32485		\$10,726
Wing Kings	\$11,500	31343	\$775	\$10,725
Kaiser Family Restaurant	\$10,725	32488		\$10,725
Mississippi Public Health Institute	\$10,725	32488		\$10,725
Neely Agency	\$10,725	32488		\$10,725
Niagara Bottling Co	\$10,725	32488		\$10,725
Popplers Music Store	\$10,725	32488		\$10,725
Preventive Measures Mental Health Services	\$10,724	32488		\$10,724
Bethea Baptist Retirement Community & Health Care Center	\$21,661	21280	\$10,938	\$10,723
Summertown Metals	\$10,722	32494		\$10,722
Loves Furniture & Mattress Store	\$15,687	26156	\$4,967	\$10,720
MP Caroll	\$10,719	32499		\$10,719
Perry Distributing Co	\$10,718	32499		\$10,718
CRV Properties	\$16,002	25816	\$5,286	\$10,716
Aviatrix	\$10,714	32502		\$10,714
Hope & Healing Center Organization	\$30,713	16597	\$20,000	\$10,713
BAY CREEK RE DEV	\$10,710	32509		\$10,710
Ricer Equipment Outdoor Store	\$10,710	32510		\$10,710
Bob Hurley RV	\$29,464	17153	\$18,756	\$10,708
Crime Victim & Sexual Violence Center	\$10,708	32513		\$10,708
Brownsville Public Utilities Board	\$69,372	8502	\$58,665	\$10,707
Capital Title Service	\$111,530	5529	\$100,826	\$10,704
WDSU	\$35,700	14768	\$25,000	\$10,700
Oak Ridge TN	\$28,500	17585	\$17,800	\$10,700
Kung Food Chus AmerAsia Restaurant	\$15,600	26235	\$4,900	\$10,700
Eagle	\$10,700	32520		\$10,700
Fresca Mexican Foods	\$10,700	32520		\$10,700
Hostess	\$10,700	32520		\$10,700
Preston Greens Senior Living Center	\$10,700	32520		\$10,700
Southlake Mall Shopping Center	\$10,700	32520		\$10,700

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Wright & Gray Law Firm	\$10,700	32520		\$10,700
KANSAS MEDICAL CLINICS	\$28,760	17472	\$18,061	\$10,699
RPM Local Dealer	\$10,698	32534		\$10,698
Greater Springfield Senior Services	\$10,695	32539		\$10,695
Lake Life Realty	\$31,042	16474	\$20,348	\$10,694
ARBOR TERRACES APT	\$15,890	25972	\$5,200	\$10,690
ROUNDS	\$10,690	32543		\$10,690
Summerland Wine Boutique	\$10,690	32544		\$10,690
ELISABETH IRWIN HIGH	\$10,688	32547		\$10,688
BEN NELSON GLF&UTLTY VHC	\$34,000	15359	\$23,320	\$10,680
GREATER PHILADELPHIA PA	\$10,680	32552		\$10,680
Truist Atlanta Tennis Open	\$10,680	32552		\$10,680
Greater Good Imperial Brew Co	\$23,445	20212	\$12,767	\$10,678
Compass Real Estate Development	\$65,381	8969	\$54,706	\$10,675
Early Childhood Education Organization	\$20,225	22189	\$9,550	\$10,675
PRO LIFE ORG	\$11,525	31320	\$850	\$10,675
Tripalink Property Mgt	\$10,675	32558		\$10,675
SAE School	\$10,673	32558		\$10,673
RIM ZONE	\$30,509	16679	\$19,838	\$10,671
CD REALTY	\$10,668	32562		\$10,668
Antelope Valley Local Dealer	\$34,664	15125	\$24,000	\$10,664
Bristol Community College	\$14,671	27297	\$4,007	\$10,664
Camera Mall	\$10,664	32566		\$10,664
Fat Boys Pizza Restaurant	\$17,232	24710	\$6,572	\$10,660
Guitar Center	\$15,160	26699	\$4,500	\$10,660
Epic Mountain Gear Store	\$12,660	29667	\$2,000	\$10,660
Central LA Technical Community College	\$15,306	26540	\$4,650	\$10,656
ELDER ABUSE ORG	\$10,650	32579		\$10,650
Kraftman Federal Credit Union	\$10,650	32579		\$10,650
McAllen Chamber Of Commerce	\$10,650	32579		\$10,650
Cullen Green Landscaping	\$10,648	32586		\$10,648
Miami Museum Month Event	\$11,361	31572	\$714	\$10,647
ACTION RENTAL CENTER	\$26,708	18435	\$16,062	\$10,646
Barnyard BBQ Restaurant	\$17,544	24441	\$6,898	\$10,646
CAMPING RV WORLD SALES	\$18,170	23867	\$7,525	\$10,645
Atlanta Home Show	\$18,500	23583	\$7,857	\$10,643
Crowther Heating & Air Conditioning	\$16,425	25446	\$5,784	\$10,641
Power Advocates	\$10,640	32593		\$10,640
Clark Roofing & Siding Contractor	\$12,004	30531	\$1,367	\$10,637
YOUNG AT HEART ORG	\$15,700	26141	\$5,064	\$10,636
Ricks BBQ & Catering	\$13,233	28888	\$2,598	\$10,635

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Triple A Restaurant	\$124,041	5023	\$113,408	\$10,633
Muscogee County School District	\$10,632	32595		\$10,632
Embassy Suites By Hilton	\$65,791	8915	\$55,160	\$10,631
Bladen Community College	\$11,580	31259	\$952	\$10,628
Carden Intl Circus	\$10,625	32604		\$10,625
Earth Treasures Fine Jewelers	\$10,625	32605		\$10,625
Small Business Revolution Organization	\$10,625	32605		\$10,625
Strider Technologies Service	\$10,625	32605		\$10,625
Doodlebuggers Service Network	\$23,775	20030	\$13,154	\$10,621
Acutecare Health System	\$10,620	32612		\$10,620
Summit Hotels & Resorts	\$68,051	8650	\$57,434	\$10,617
Institute of Church Administration & Mgt	\$10,615	32622		\$10,615
Magnolia Bakery	\$10,615	32622		\$10,615
MST CONSULTANTS	\$10,615	32622		\$10,615
Western Hydro Engineering Contractor	\$13,500	28575	\$2,886	\$10,614
DSV Shipping Service	\$10,613	32622		\$10,613
Parkway Industrial Products Service	\$10,613	32626		\$10,613
Regional Water Authority	\$30,000	16888	\$19,388	\$10,612
Augusta Disposal Recycling	\$10,612	32626		\$10,612
Motorad	\$10,612	32628		\$10,612
RIVER LANDING RE DEV	\$10,612	32628		\$10,612
Patriot Local Dealer	\$111,101	5542	\$100,494	\$10,607
Seven Licensing Co	\$10,607	32634		\$10,607
Epoch Times	\$37,575	14165	\$26,969	\$10,606
Delaware General Health District	\$10,604	32637		\$10,604
Missouri Department Of Mental Health	\$81,300	7352	\$70,700	\$10,600
Regional Food Bank Of OK	\$19,350	22945	\$8,750	\$10,600
CYPRESS FUNERAL HOME	\$13,600	28464	\$3,000	\$10,600
EXTERIORS PLUS CONTR	\$10,600	32643		\$10,600
McLane Food Store	\$10,600	32643		\$10,600
Mr Fries Man Restaurant	\$10,600	32643		\$10,600
Quinsigamond Community College	\$10,600	32643		\$10,600
RT MOORE CONSTRUCTION	\$10,600	32643		\$10,600
San Antonio Local Dealer	\$10,600	32643		\$10,600
City Of Albuquerque	\$24,454	19616	\$13,859	\$10,595
Alabama Adventure Theme Park	\$37,250	14284	\$26,660	\$10,590
Global Home Improvement	\$10,590	32659		\$10,590
Take Action MN Organization	\$10,590	32661		\$10,590
CentraState Healthcare System	\$152,175	4159	\$141,588	\$10,587
Frank Bogulski Attorney	\$10,587	32661		\$10,587
Syracuse Nationals Event	\$10,587	32663		\$10,587

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Toast Restaurant	\$11,143	31881	\$557	\$10,586
Wichita Wind Surge Baseball Team	\$10,585	32665		\$10,585
Holy Smokes BBQ & Catering Restaurant	\$10,584	32665		\$10,584
COLES HARDWARE STORE	\$32,560	15846	\$21,978	\$10,582
Center For Popular Democracy Organization	\$10,580	32669		\$10,580
SMALLEY STEEL RING CO	\$10,580	32670		\$10,580
Port Of Subs Sandwich Shop	\$45,863	12044	\$35,287	\$10,576
Healthy Start Coalition	\$42,720	12791	\$32,145	\$10,575
Rockingham County Department Of Public Health	\$12,000	30536	\$1,425	\$10,575
Community Life Homecare	\$10,575	32673		\$10,575
MGA MARKETING	\$10,575	32674		\$10,575
Piaggio	\$10,569	32677		\$10,569
HYTROL	\$10,568	32679		\$10,568
Intl Civil Rights Museum	\$11,565	31269	\$1,000	\$10,565
St John Lutheran School	\$10,562	32685		\$10,562
Opolo Vineyards Store	\$42,560	12819	\$32,000	\$10,560
ACRT Services	\$10,560	32687		\$10,560
Quad Creative Agency	\$10,560	32688		\$10,560
Rob & Brent Group Real Estate	\$21,599	21324	\$11,040	\$10,559
CareRev	\$10,558	32695		\$10,558
Lowcountry Custom Golf Store	\$10,554	32697		\$10,554
Babcock Ranch Real Estate Development	\$121,963	5091	\$111,411	\$10,552
HSR Constructors	\$13,450	28683	\$2,900	\$10,550
Interstate Warehousing	\$12,950	29337	\$2,400	\$10,550
MAX TAN SALON	\$12,250	30264	\$1,700	\$10,550
Downtown San Francisco Ca	\$10,550	32699		\$10,550
Urgent Pet Care Center	\$10,550	32700		\$10,550
Lamar National Bank	\$15,779	26055	\$5,230	\$10,549
Freight Handlers Services	\$10,549	32700		\$10,549
Texas Alternative/Certification Program	\$10,549	32705		\$10,549
DMG Investments	\$10,548	32705		\$10,548
Upstate Farms	\$10,548	32707		\$10,548
Cumberland Bail Bonds	\$17,167	24770	\$6,620	\$10,547
Ciggys 4 Less Store	\$12,172	30360	\$1,625	\$10,547
EPU Childrens Center	\$10,544	32710		\$10,544
Jax Mercantile Sporting Goods Store	\$109,043	5642	\$98,500	\$10,543
H&R Agri-Power	\$35,343	14867	\$24,800	\$10,543
WARREN HEATING & AC SVC	\$14,943	27032	\$4,400	\$10,543
Fur Centre Fur Store	\$10,542	32711		\$10,542
Blended Ideas Group Marketing	\$30,976	16502	\$20,435	\$10,541
Intrust Bank Arena	\$24,716	19465	\$14,178	\$10,538

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
PALACE BANQUET HALL	\$10,530	32723		\$10,530
Ozinga Ready Mix Concrete Service	\$24,778	19440	\$14,250	\$10,528
NEXTMEDIA SERVICE	\$28,538	17569	\$18,012	\$10,526
CosmoFlora Flower Market	\$82,785	7236	\$72,260	\$10,525
Clark Planetarium	\$32,112	16037	\$21,588	\$10,524
Kings Building Material Store	\$10,524	32727		\$10,524
Real Estate Leaders	\$10,524	32728		\$10,524
Mesquite Independent School District	\$11,124	31898	\$603	\$10,521
Goodfellows Cafe	\$10,516	32735		\$10,516
Bergerons Boudin & Cajun Meats Store	\$50,476	11087	\$39,964	\$10,512
Shorewest Realtors	\$105,392	5793	\$94,884	\$10,508
Three Rivers	\$10,507	32739		\$10,507
Clover Sonoma	\$10,502	32746		\$10,502
Thompson Hospitality Services	\$10,501	32749		\$10,501
Foundry College	\$20,500	22011	\$10,000	\$10,500
Roofwise Contractor	\$18,000	23968	\$7,500	\$10,500
SCIPORT DISCOVERY CENTER	\$18,000	23968	\$7,500	\$10,500
Put-In-Bay OH	\$17,625	24371	\$7,125	\$10,500
CHENAL HEATING & AIR	\$17,500	24481	\$7,000	\$10,500
McLaren Thumb Region Hospital	\$15,750	26076	\$5,250	\$10,500
Osi Group	\$15,500	26342	\$5,000	\$10,500
Biloxi Shuckers Baseball Team	\$12,000	30536	\$1,500	\$10,500
BETHESDA BAPTIST CHURCH	\$11,950	30785	\$1,450	\$10,500
Urban Market	\$11,300	31627	\$800	\$10,500
A Plus Signs Service	\$10,500	32749		\$10,500
ADVANCED HEALTH&MED CTR	\$10,500	32751		\$10,500
ALL-WAYS HTG & AC SVC	\$10,500	32751		\$10,500
Arrow Termite & Pest Control	\$10,500	32751		\$10,500
ASPEN MEDICAL GROUP	\$10,500	32751		\$10,500
Austin Opera Co	\$10,500	32751		\$10,500
Beautified IV Med Spa	\$10,500	32751		\$10,500
Beltz & Beltz Attorneys	\$10,500	32751		\$10,500
Bleusalt	\$10,500	32751		\$10,500
BUBS Naturals	\$10,500	32751		\$10,500
Charak Center For Health & Wellness	\$10,500	32751		\$10,500
Child Care Development Fund Organization	\$10,500	32751		\$10,500
CKW Enterprise Event Planner	\$10,500	32751		\$10,500
CLAIRES BAKERY SHOP	\$10,500	32751		\$10,500
Coinbound	\$10,500	32751		\$10,500
Coldplay Personal Appearance	\$10,500	32751		\$10,500
Debonair Music Hall	\$10,500	32751		\$10,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Deer Park Town Center Shopping Center	\$10,500	32751		\$10,500
Del VA Realtors	\$10,500	32751		\$10,500
EASTLAKE HIGH SCHOOL	\$10,500	32751		\$10,500
Encore High School For The Arts	\$10,500	32751		\$10,500
Equus Run Vineyards	\$10,500	32751		\$10,500
Frey-Moss Structures	\$10,500	32751		\$10,500
Friends & Neighbors Organization	\$10,500	32751		\$10,500
Future Local Dealer	\$10,500	32751		\$10,500
Heart To Heart Hospice	\$10,500	32751		\$10,500
Honeysuckle Media	\$10,500	32751		\$10,500
HUMAN INVSTMNT PRJCT/ORG	\$10,500	32751		\$10,500
Ibrahim Law Firm	\$10,500	32751		\$10,500
JOHNNY KS POWERSPORTS	\$10,500	32751		\$10,500
Junk King Removal Co	\$10,500	32751		\$10,500
Kameron Marlowe Personal Appearance	\$10,500	32751		\$10,500
Kent Foundation Repair Contractor	\$10,500	32751		\$10,500
Lake Elsinore Home & Backyard Show	\$10,500	32751		\$10,500
MADISON APARTMENTS	\$10,500	32751		\$10,500
Mighty Wash Car Wash Service	\$10,500	32751		\$10,500
Mollys Professional Staffing Service	\$10,500	32751		\$10,500
Nice Life	\$10,500	32751		\$10,500
Ocean City FL	\$10,500	32751		\$10,500
Ocean City MD	\$10,500	32751		\$10,500
Pennies Air Conditioning Heating Solar & Construction	\$10,500	32751		\$10,500
PEST MGT SYSTEMS INC	\$10,500	32751		\$10,500
Poke Co Restaurant	\$10,500	32751		\$10,500
Premier Home Inspection Service	\$10,500	32751		\$10,500
Problem Gambling Helpline	\$10,500	32751		\$10,500
Prodege Marketing	\$10,500	32751		\$10,500
Progressive Roofing	\$10,500	32751		\$10,500
Quality Beverage Distributor	\$10,500	32751		\$10,500
Real Motivation Entertainment Agency	\$10,500	32751		\$10,500
Reliable Painting Pros Service	\$10,500	32751		\$10,500
Rio Grande Valley FC Toros Soccer Team	\$10,500	32751		\$10,500
ROSWELL NM	\$10,500	32751		\$10,500
Skinney Medspa & Wellness Center	\$10,500	32751		\$10,500
Southern Spirits/Store	\$10,500	32751		\$10,500
TOTALCARE HOSPITAL	\$10,500	32751		\$10,500
Twenty Two Recordings	\$10,500	32751		\$10,500
Valle Vista Health System	\$10,500	32751		\$10,500
Western Trades Construction Contractor	\$10,500	32751		\$10,500

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Beverly Palm Jewelers	\$16,623	25249	\$6,124	\$10,499
Heart Of FL Health Center	\$17,825	24217	\$7,329	\$10,496
University Of Cambridge	\$10,495	32842		\$10,495
Chattahoochee Plastic Surgery	\$10,494	32846		\$10,494
GENETWORx Medical Lab	\$14,360	27627	\$3,867	\$10,493
Capitol Music Group	\$111,452	5532	\$100,960	\$10,492
Berger Construction Co	\$10,490	32851		\$10,490
Sunrise Facial & Oral Surgery Clinic	\$10,490	32853		\$10,490
Calidad Insurance	\$11,343	31586	\$854	\$10,489
York County Public Works	\$10,488	32853		\$10,488
CARPET BARN STORE	\$26,599	18473	\$16,114	\$10,485
Zamora Local Dealer	\$58,816	9798	\$48,332	\$10,484
QNB Bank	\$78,050	7646	\$67,574	\$10,476
Beis Plumbing	\$10,476	32863		\$10,476
St Lucas Lutheran School	\$10,476	32864		\$10,476
Alameda County Transportation Commission	\$17,975	24085	\$7,500	\$10,475
Boutine LA Clothing Store	\$10,473	32864		\$10,473
Evansville Local Dealer	\$15,708	26131	\$5,236	\$10,472
Howell Creative Group	\$10,472	32870		\$10,472
Franklin University	\$53,503	10570	\$43,033	\$10,470
Thomasville Local Dealer	\$70,043	8433	\$59,575	\$10,468
Hillshire Farm	\$10,463	32874		\$10,463
Lakeview Pantry	\$10,462	32875		\$10,462
Joes Lawn & Garden Equipment Store	\$10,460	32878		\$10,460
Climate Control Experts Air Conditiong & Heating Service	\$10,459	32879		\$10,459
Ezion Fair Baptist Church	\$10,458	32881		\$10,458
Greenwich Department Of Health	\$91,623	6621	\$81,166	\$10,457
URBAN CRAFT UPRISING SHW	\$10,457	32882		\$10,457
Broward Crime Stoppers	\$10,456	32883		\$10,456
Comporium Communications	\$72,539	8170	\$62,084	\$10,455
Newcastle Casino	\$116,575	5303	\$106,122	\$10,453
AMERICLEAN CRPT&DCT/SVC	\$10,453	32885		\$10,453
Line Of Fire Gun Store	\$10,453	32886		\$10,453
Mineshaft Restaurant	\$15,600	26235	\$5,148	\$10,452
Commercial Distributing	\$10,450	32892		\$10,450
Holland Productions	\$10,450	32892		\$10,450
Savannah Commons Assisted Living & Memory Care	\$10,450	32892		\$10,450
Kush Vibe Dispensary	\$10,448	32901		\$10,448
Thompson Tractor Rental	\$10,448	32903		\$10,448
East Valley Retirement	\$10,442	32906		\$10,442
Hunt Marketing Service	\$55,445	10258	\$45,008	\$10,437

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
La Esperanza Child Development Center	\$15,301	26546	\$4,865	\$10,436
Alexandria City Public School	\$10,434	32914		\$10,434
Androgenix Advanced Health & Wellness Center	\$10,432	32917		\$10,432
Henderson NV	\$10,428	32920		\$10,428
Nevada Heart & Vascular Center	\$10,426	32925		\$10,426
Mid-America Christian University	\$129,778	4833	\$119,353	\$10,425
Swaco Business Services	\$23,625	20108	\$13,200	\$10,425
FAMILY JUSTICE CENTER	\$13,675	28384	\$3,250	\$10,425
San Benito County Behavioral Health	\$10,425	32929		\$10,425
KIRCHNER BUILDING CENTER	\$55,440	10259	\$45,016	\$10,424
Redding CA	\$78,552	7588	\$68,129	\$10,423
Cressy & Everett Realty	\$10,422	32932		\$10,422
Delta Health System	\$10,420	32933		\$10,420
South Carolina State Fair	\$10,420	32936		\$10,420
CNS	\$10,417	32936		\$10,417
Little Scholars Preschool	\$10,417	32938		\$10,417
Tiki Hut Restaurant & Lounge	\$10,417	32938		\$10,417
Reliant Realty Service	\$10,416	32938		\$10,416
Capt Andersons Restaurant & Waterfront Market	\$30,663	16617	\$20,250	\$10,413
Blowing Rock Art & History Museum	\$12,577	29778	\$2,164	\$10,413
AMERICAN ROYAL ASSN	\$10,412	32945		\$10,412
LaClare Family Creamery	\$10,410	32950		\$10,410
Bank Of WA	\$18,968	23216	\$8,560	\$10,408
Cockayne Law Firm	\$28,771	17463	\$18,370	\$10,401
Susquehanna Valley Local Dealer	\$42,898	12740	\$32,498	\$10,400
Able Hands Rehabilitation	\$10,400	32953		\$10,400
Anime NYC	\$10,400	32954		\$10,400
Borboleta	\$10,400	32954		\$10,400
Cancer Support Community	\$10,400	32954		\$10,400
Degs & Sal	\$10,400	32954		\$10,400
Lebanon Distributors	\$10,400	32954		\$10,400
Monterey County Behavioral Health	\$10,400	32954		\$10,400
Park Day School	\$10,400	32954		\$10,400
Planned Parenthood Of South TX	\$10,400	32954		\$10,400
RG Build	\$10,400	32954		\$10,400
SPARTECH	\$10,400	32954		\$10,400
Suburban Collection Showplace	\$10,400	32954		\$10,400
Lake Geneva Canopy Tours & Outdoor Adventure Center	\$19,714	22611	\$9,315	\$10,399
Staff Mgt Group Employment Service	\$10,399	32954		\$10,399
Green Air Controls HVAC Services	\$31,198	16398	\$20,800	\$10,398
Flora Templeton Stuart Attorney	\$13,320	28802	\$2,922	\$10,398

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
BLOOMBERG EYE CENTER	\$10,398	32980		\$10,398
Crust Pizza Restaurant	\$10,398	32981		\$10,398
Bowles Heating & Cooling Service	\$19,488	22844	\$9,096	\$10,392
Fairways At Hurricane Creek Apartments	\$10,392	32992		\$10,392
Angel Oak	\$17,541	24442	\$7,150	\$10,391
Albuquerque Isotopes Baseball	\$27,561	18016	\$17,172	\$10,389
Los Panchos Restaurant	\$16,125	25707	\$5,737	\$10,388
Bethune Law Firm	\$13,100	29070	\$2,714	\$10,386
Royal Lounge Night Club	\$10,386	33020		\$10,386
City2Shore Real Estate	\$12,982	29314	\$2,600	\$10,382
VANDEN HEUVEL&DN ATTY	\$10,382	33020		\$10,382
MICHAEL THOMAS FLRL/STD	\$10,380	33023		\$10,380
MR SPARKY ELECT SVC	\$10,380	33023		\$10,380
Orange County Spring Home & Garden Show	\$10,380	33023		\$10,380
CHILDRENS FAIRYLAND PARK	\$10,376	33031		\$10,376
Casselberry FL	\$12,000	30536	\$1,625	\$10,375
Columbia Legal Services	\$10,375	33032		\$10,375
Connolly Dermatology	\$29,871	16977	\$19,500	\$10,371
Byodo-In Temple	\$10,366	33037		\$10,366
HIPPODROME THEATRE	\$10,366	33038		\$10,366
Rayman Properties	\$10,366	33038		\$10,366
DEMEC DE Municipal Electric Corp	\$10,365	33038		\$10,365
Bubble Bath Carwash Services	\$24,742	19457	\$14,380	\$10,362
Insurance Center	\$26,662	18454	\$16,302	\$10,360
RES Realty	\$10,360	33043		\$10,360
Fiesta Mexicana Restaurant	\$10,357	33046		\$10,357
Sapporo Japanese Steakhouse & Sushi Restaurant	\$10,355	33048		\$10,355
Doctors Medical Center	\$36,840	14398	\$26,486	\$10,354
Mississippi Valley Surgery Center	\$13,550	28518	\$3,200	\$10,350
Get Hot	\$10,350	33056		\$10,350
Hartley Ready Mix Concrete	\$10,350	33056		\$10,350
MEMPHIS UNIVERSITY SCH	\$10,350	33056		\$10,350
Omaha Steaks	\$10,350	33056		\$10,350
Patrick F Lauer Attorney	\$10,350	33056		\$10,350
Pixelle Specialty Solutions	\$10,350	33056		\$10,350
San Joaquin County Office Of Education	\$10,350	33056		\$10,350
Trece Restaurant	\$10,350	33056		\$10,350
PEDIATRIC GROUP CENTER	\$14,249	27745	\$3,900	\$10,349
Rodman Local Dealer	\$62,967	9258	\$52,619	\$10,348
LXY Boutique	\$10,345	33074		\$10,345
OI South Pancake House	\$10,344	33075		\$10,344

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
SaltCreek Casino	\$27,363	18113	\$17,021	\$10,342
Morale Welfare & Recreation Department	\$18,752	23377	\$8,410	\$10,342
Pitbull Tobacco & More Store	\$10,341	33078		\$10,341
US 131 MOTORSPORTS PARK	\$10,341	33078		\$10,341
TOOL SHACK STORE	\$18,020	23955	\$7,680	\$10,340
North Knox Local Dealer	\$10,340	33078		\$10,340
Older & Lundy Attorneys	\$12,920	29362	\$2,584	\$10,336
City Of Atlanta	\$14,135	27865	\$3,800	\$10,335
Arctic Food Equipment Sales & Service	\$22,496	20781	\$12,166	\$10,330
Hemp Haven CBD Store	\$10,330	33088		\$10,330
Iowa Cubs Baseball Team	\$10,330	33089		\$10,330
Ray Lighting Center	\$10,329	33091		\$10,329
Beef-A-Roo Restaurant	\$48,491	11516	\$38,165	\$10,326
SEIU Healthcare PA	\$10,325	33096		\$10,325
Barsky Diamonds Jewelry Store	\$40,537	13306	\$30,213	\$10,324
Ratebeat Mortgage	\$27,474	18070	\$17,151	\$10,323
Huckleberrys Restaurant	\$12,320	30186	\$2,000	\$10,320
Kirkwood Farmers Market	\$10,320	33102		\$10,320
Lakeville Kitchen & Bath Home Center	\$10,320	33102		\$10,320
LUSH LAWNS SERVICE	\$10,320	33102		\$10,320
Seaway Marine & Storage	\$10,320	33102		\$10,320
University Cancer & Blood Center	\$37,191	14297	\$26,874	\$10,317
United Cultivation Recreational Marijuana Shop	\$10,317	33108		\$10,317
Baptist Convention Of NM	\$10,313	33110		\$10,313
Blanchard Equipment Co	\$89,307	6795	\$78,995	\$10,312
McCarter Theatre Center	\$15,937	25935	\$5,625	\$10,312
Red Lion Hotels	\$12,540	29818	\$2,228	\$10,312
University Of Mary Washington	\$10,312	33113		\$10,312
Main Street Animal Hospital	\$14,136	27861	\$3,825	\$10,311
Sabatier	\$10,311	33113		\$10,311
Evans Bank	\$28,200	17712	\$17,891	\$10,309
Butler County Health Department	\$12,928	29353	\$2,621	\$10,307
Pfanstiehl Lab Services	\$10,304	33120		\$10,304
Herbert Hoover Presidential Library & Museum	\$10,303	33121		\$10,303
Protege Store	\$10,303	33123		\$10,303
Yamato Hibachi & Sushi Bar	\$14,001	27997	\$3,699	\$10,302
Hydration Ventures	\$10,301	33123		\$10,301
PARKVIEW MEDICAL CENTER	\$45,450	12154	\$35,150	\$10,300
Spots Be Gone Laundromat	\$16,400	25464	\$6,100	\$10,300
Compass Career Mgt Solutions	\$10,300	33126		\$10,300
Plymouth Rock Assurance	\$10,300	33126		\$10,300

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Rainbow Play Systems	\$10,300	33126		\$10,300
Watch Communications	\$10,300	33126		\$10,300
Wavely	\$10,300	33126		\$10,300
Teen Challenge Intl Organization	\$15,812	26019	\$5,514	\$10,298
Moores Financial Group	\$10,298	33126		\$10,298
Martin Furniture	\$20,996	21705	\$10,700	\$10,296
AFNI Service	\$10,296	33140		\$10,296
ATLANTIC RECORDS MGT CO	\$11,794	30982	\$1,500	\$10,294
Ridge Outdoor Resort	\$11,319	31612	\$1,029	\$10,290
Arigato Japanese Restaurant	\$10,290	33146		\$10,290
Blaze	\$10,290	33147		\$10,290
Sequoia Schools	\$10,290	33147		\$10,290
Gustavo C Ruiz Attorney At Law	\$10,288	33153		\$10,288
Yoshinoya Beef Bowl Restaurant	\$36,783	14416	\$26,498	\$10,285
ALABAMA TRACTOR STORE	\$10,285	33155		\$10,285
CalViva Health Department	\$10,285	33156		\$10,285
Koi Sushi Japanese Restaurant	\$10,282	33160		\$10,282
Psychic & Spiritual Readings By Gina	\$15,368	26492	\$5,088	\$10,280
Chartway Arena	\$14,000	28001	\$3,720	\$10,280
Donor Alliance	\$10,280	33164		\$10,280
Touchmark Assisted Living Homes	\$14,300	27682	\$4,025	\$10,275
LSI	\$10,275	33164		\$10,275
Peiffer Insurance	\$10,275	33169		\$10,275
Acuity Eyecare Service	\$44,514	12384	\$34,240	\$10,274
CHICAGO AREA LECET ORG	\$134,923	4671	\$124,650	\$10,273
Otics	\$14,468	27499	\$4,200	\$10,268
Harker Heights Properties	\$20,928	21735	\$10,664	\$10,264
Broward Center For The Performing Arts	\$35,262	14892	\$25,000	\$10,262
Homestead inn	\$14,523	27431	\$4,261	\$10,262
Great Smoky Mountain Heritage Center	\$13,671	28390	\$3,409	\$10,262
Major League Fishing	\$10,262	33178		\$10,262
Imos Pizza Restaurant	\$21,226	21530	\$10,966	\$10,260
Kirkland Co Realty	\$12,540	29815	\$2,280	\$10,260
Nola Periodontics	\$10,260	33182		\$10,260
Big Daddys Sports Grill	\$10,256	33189		\$10,256
CASA Community Action Stops Abuse Organization	\$10,255	33190		\$10,255
E&S Orthodontics	\$10,255	33191		\$10,255
Wisconsin Cheese Co	\$10,254	33191		\$10,254
Mason Jar Cookie Co	\$20,475	22031	\$10,222	\$10,253
Colaw RV Sales	\$11,153	31867	\$902	\$10,251
Lutheran Foundation	\$15,811	26019	\$5,561	\$10,250

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Skyline National Bank	\$11,700	31083	\$1,450	\$10,250
Inspire Royal Park Apartments	\$10,250	33196		\$10,250
MSG Entertainment	\$10,250	33196		\$10,250
Oroville Garden Center	\$10,250	33196		\$10,250
Signature Psychiatric Hospital	\$10,250	33196		\$10,250
Travel Superior	\$10,250	33196		\$10,250
Tuscany Italian/Foods Store	\$10,250	33196		\$10,250
Windy City Playhouse	\$10,250	33196		\$10,250
Trojan Storage	\$13,249	28865	\$3,000	\$10,249
Endeavor Ag & Energy Propane Supplier	\$10,248	33196		\$10,248
Buddys Cannabis Store	\$10,247	33207		\$10,247
Chicago Gourmet Event/Various Sponsors	\$11,465	31421	\$1,220	\$10,245
Massbay Community College	\$10,245	33213		\$10,245
INTL MGT GROUP SERVICES	\$10,242	33217		\$10,242
ultiMED Urgent Medical Care	\$10,240	33220		\$10,240
EVERGREEN HOMES RE	\$40,944	13208	\$30,708	\$10,236
Bedard Brothers Local Dealer	\$20,472	22034	\$10,236	\$10,236
OFallon IL	\$10,236	33225		\$10,236
Bethany Home Assisted Living	\$10,235	33225		\$10,235
BULKMATIC TRANSPORT CO	\$10,234	33229		\$10,234
99 Restoration Roofing Contractor	\$10,232	33229		\$10,232
Louisiana State Lottery	\$952,195	649	\$941,964	\$10,231
Marietta Diner	\$43,279	12658	\$33,049	\$10,230
APPLEGATE CHEVRON STN	\$10,230	33232		\$10,230
World Construction Services	\$10,229	33233		\$10,229
Cardinal Flooring Store	\$11,076	31970	\$848	\$10,228
Eastern Turf Maintenance Inc	\$10,227	33236		\$10,227
DLV Roofing System Contractor	\$15,225	26631	\$5,000	\$10,225
Listening Room Cafe	\$10,225	33237		\$10,225
Rambler	\$10,222	33239		\$10,222
CALIBER HOMES	\$10,217	33244		\$10,217
NeighborWorks Community Partners	\$10,217	33245		\$10,217
Colorado Springs Utilities	\$85,100	7079	\$74,885	\$10,215
GREENRIDGE REALTY	\$11,719	31065	\$1,504	\$10,215
Crush COVID	\$10,215	33247		\$10,215
Cub Cadet	\$27,347	18119	\$17,135	\$10,212
VA Northern CA Health Care System	\$10,211	33249		\$10,211
Carey Counseling Center	\$15,280	26574	\$5,070	\$10,210
Chambers Roofing Co Inc Contractor	\$10,210	33252		\$10,210
Detroit PAL Organization	\$37,700	14132	\$27,500	\$10,200
University Of NE Medical Center	\$24,500	19586	\$14,300	\$10,200

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Bear Furniture	\$10,200	33255		\$10,200
Bloomsdale Bank	\$10,200	33258		\$10,200
Cadence Senior Living	\$10,200	33258		\$10,200
CINCINNATI OPERA	\$10,200	33258		\$10,200
Colorado Eagles Hockey Team	\$10,200	33258		\$10,200
Complete Health Service	\$10,200	33258		\$10,200
Comprehensive Health Care Services	\$10,200	33258		\$10,200
EL HORNITO BAKERY	\$10,200	33258		\$10,200
Fitness Holding Intl	\$10,200	33258		\$10,200
FRANKLINTON	\$10,200	33258		\$10,200
Greenwood Bank	\$10,200	33258		\$10,200
Honey Pot Energy & Art Store	\$10,200	33258		\$10,200
Jason Parker DDS	\$10,200	33258		\$10,200
Justice Cannabis Co	\$10,200	33258		\$10,200
Kian Karimi MD	\$10,200	33258		\$10,200
LAKE VIEW CEMETERY	\$10,200	33258		\$10,200
Lexcom Systems Group	\$10,200	33258		\$10,200
McLaurin Farms	\$10,200	33258		\$10,200
Mountain Area Pregnancy Services	\$10,200	33258		\$10,200
Northland Workforce Training Center	\$10,200	33258		\$10,200
OHIO MOTORCYCLE	\$10,200	33258		\$10,200
Parker-Millard Funeral Service & Crematory	\$10,200	33258		\$10,200
PLI	\$10,200	33258		\$10,200
Romaine Creek Veterinary Center	\$10,200	33258		\$10,200
Scoupe De Ville Ice Cream Parlor	\$10,200	33258		\$10,200
Spiece Fitness Center	\$10,200	33258		\$10,200
Taylor Warren Weidner & Hancock Attorneys	\$10,200	33258		\$10,200
Willowbrook Baptist Church	\$10,200	33258		\$10,200
Your Moving Source Service	\$10,200	33258		\$10,200
Columbia State Community College	\$21,130	21577	\$10,932	\$10,198
Chase Intl Real Estate Agency	\$10,197	33309		\$10,197
Premier Dental Center	\$11,688	31144	\$1,492	\$10,196
New York State Office For People With Developmental Disabilities	\$10,191	33312		\$10,191
Wildlife Science Center	\$14,530	27425	\$4,340	\$10,190
YOUTH FIRST ORG	\$13,290	28830	\$3,102	\$10,188
Discovery Charter School	\$11,237	31763	\$1,050	\$10,187
KEEP MIDDLESEX MVNG ORG	\$10,187	33316		\$10,187
Bethany College	\$16,385	25486	\$6,200	\$10,185
FDA REFORM ORG	\$10,184	33319		\$10,184
Facility Compliance Services	\$10,183	33320		\$10,183
Orange County Head Start	\$10,180	33321		\$10,180

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
City Gas Co Of FL	\$10,179	33323		\$10,179
MedLink GA	\$49,286	11366	\$39,109	\$10,177
Bloomington Public School	\$10,176	33329		\$10,176
Steven Caya Nowlan & Mouat Attorneys	\$10,175	33331		\$10,175
ONTRACK REALTY	\$34,180	15294	\$24,006	\$10,174
C3EL Command Center Solutions	\$37,947	14057	\$27,776	\$10,171
Rocky Mountain Ace Stores	\$35,545	14813	\$25,375	\$10,170
Lake Geneva Local Dealer	\$12,967	29321	\$2,800	\$10,167
San Juan County Partnership Organization	\$10,165	33339		\$10,165
Maguire Law Firm	\$78,655	7577	\$68,494	\$10,161
LITTLE CAPITOL EXXON STN	\$12,700	29626	\$2,540	\$10,160
P1FCU	\$121,322	5120	\$111,165	\$10,157
Angelina Bella Personal Appearance	\$10,157	33344		\$10,157
Nile Sisters Development Initiative	\$10,157	33345		\$10,157
Phoenix Intl Raceway	\$53,355	10596	\$43,200	\$10,155
Element 7 Cannabis Dispensary	\$10,155	33347		\$10,155
GULF COAST RV	\$10,155	33348		\$10,155
Delmarva Trampoline Arena	\$12,372	30127	\$2,220	\$10,152
Pioneers Memorial Healthcare District	\$10,152	33350		\$10,152
East Central College	\$28,287	17684	\$18,137	\$10,150
BASSMASTERS OUTDOOR SHW	\$12,650	29675	\$2,500	\$10,150
City Of San Jose Department Of Housing	\$10,150	33352		\$10,150
Heritage Complete Home Care	\$10,150	33352		\$10,150
Pleasureland RV Center	\$10,150	33352		\$10,150
Seaboard Express Transportation Services	\$10,150	33352		\$10,150
Tennessee Smokies Baseball Team	\$10,150	33352		\$10,150
Comfort Pro Heating & AC Service	\$58,899	9792	\$48,750	\$10,149
Flushing Farms	\$22,342	20853	\$12,193	\$10,149
GayDM Music Festival	\$10,149	33352		\$10,149
P/A INDUSTRIES	\$15,812	26019	\$5,665	\$10,147
Stump Eater Tree Removal	\$20,288	22150	\$10,144	\$10,144
Rimtype Custom Wheels & Tires	\$30,195	16832	\$20,052	\$10,143
PROVIDENCE SEASIDE HOSP	\$10,140	33367		\$10,140
Robert Youngs Auto & Truck	\$10,140	33367		\$10,140
All American Firewood Sales	\$10,139	33367		\$10,139
Pastosa Ravioli Stores	\$23,525	20163	\$13,388	\$10,137
Arnold Law Firm	\$10,136	33374		\$10,136
Hubbard Street Dance Chicago	\$10,135	33375		\$10,135
ACU Associated Credit Union Of TX	\$20,782	21840	\$10,651	\$10,131
Highland Park School District	\$15,691	26152	\$5,560	\$10,131
United Alloys	\$10,130	33379		\$10,130

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Kansas Strong Energy	\$58,512	9845	\$48,384	\$10,128
American Vision Partners	\$10,125	33382		\$10,125
New Mexico Dept Of Workforce Solutions	\$10,125	33383		\$10,125
Perry DiNatale Realty	\$10,125	33383		\$10,125
STATE OF NC	\$10,125	33383		\$10,125
Teach Western Mass Organization	\$10,125	33383		\$10,125
YORK WALLCOVER FCTRY STR	\$10,125	33383		\$10,125
Training Center School	\$52,967	10656	\$42,843	\$10,124
Centurions Organization	\$10,124	33383		\$10,124
FIVE STAR ROOFING SVC	\$10,124	33394		\$10,124
ROCKLIN UNIFIED SCH DIST	\$10,124	33394		\$10,124
WHR Real Estate	\$15,592	26273	\$5,470	\$10,122
Jimmys Famous Seafood Restaurant	\$10,122	33397		\$10,122
FREEDOM RV OUTLET	\$13,120	29054	\$3,000	\$10,120
RDM Asphalt & Construction	\$10,120	33399		\$10,120
Werner Lumber Co	\$10,120	33399		\$10,120
Robeson Community College	\$28,309	17673	\$18,192	\$10,117
Kemin Industries	\$18,834	23322	\$8,721	\$10,113
Hoffoss Devall Attorney	\$10,108	33407		\$10,108
Catherine Cobb Safe House	\$10,107	33408		\$10,107
Kneaders Bakery & Cafe	\$36,775	14419	\$26,671	\$10,104
Square One Market	\$16,124	25707	\$6,020	\$10,104
BankSouth	\$30,981	16500	\$20,878	\$10,103
PKs Playzone & Grill Restaurant	\$13,631	28442	\$3,528	\$10,103
Caldwell County Health Department	\$23,750	20043	\$13,650	\$10,100
Miller Childrens Hospital	\$16,500	25348	\$6,400	\$10,100
Pink Bridal Show	\$12,600	29721	\$2,500	\$10,100
HopSkipDrive Transit Service	\$11,100	31917	\$1,000	\$10,100
Companion Bakery	\$10,100	33414		\$10,100
GOOD GUYS CAR SHOW	\$10,100	33414		\$10,100
Humanities Council Of WA DC	\$10,100	33414		\$10,100
Metropolitan Planning Organization	\$10,100	33414		\$10,100
Permian Basin Intl Oil Show	\$10,100	33414		\$10,100
US Pipe	\$10,100	33414		\$10,100
WFP National PAC	\$10,100	33414		\$10,100
Onset Financial	\$10,098	33414		\$10,098
Rathskeller Restaurant	\$10,093	33430		\$10,093
Lubbock Christian University	\$10,092	33433		\$10,092
Community Access Services Organization	\$10,088	33436		\$10,088
Campbell & Co Antique Store	\$10,083	33442		\$10,083
McLennan Community College	\$10,083	33443		\$10,083

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
ICON ENTERTAINMENT	\$91,020	6668	\$80,938	\$10,082
David Lehr Law Office	\$10,082	33443		\$10,082
Ariel	\$10,080	33445		\$10,080
Blu Sapphires Cabaret Gentlemens Club	\$30,976	16503	\$20,898	\$10,078
Abilene TX	\$70,839	8346	\$60,762	\$10,077
Riviera Finance	\$10,076	33449		\$10,076
Sterling & Francine Clark Art Institute	\$23,603	20125	\$13,528	\$10,075
SSD Law Firm	\$14,750	27220	\$4,675	\$10,075
Law Offices Of Watson & Watson	\$10,075	33450		\$10,075
You Move Me Moving Service	\$66,157	8868	\$56,083	\$10,074
SOAPY JOES CAR WASH	\$62,385	9311	\$52,314	\$10,071
HILLSIDE SCHOOL	\$10,071	33459		\$10,071
LONGS WATER TECH SVC	\$32,876	15734	\$22,806	\$10,070
Penn Community Bank	\$32,750	15785	\$22,680	\$10,070
Elite Pool & Patio Contractor	\$10,068	33465		\$10,068
Market Grille Cafe	\$35,106	14947	\$25,042	\$10,064
CC Coins Jewelry & Loan Pawn Shop	\$10,064	33477		\$10,064
CAROLINA DERMATOLOGY CTR	\$10,063	33480		\$10,063
Coeur Dalene Local Dealer	\$12,087	30461	\$2,026	\$10,061
Square One Group Real Estate Development	\$10,656	32572	\$599	\$10,057
Brass Lantern Restaurant	\$10,057	33482		\$10,057
OPEN DOOR FAMILY MED CTR	\$10,902	32253	\$851	\$10,051
Museum Of The American Revolution	\$10,051	33488		\$10,051
Advanced Dental Center	\$26,466	18540	\$16,416	\$10,050
COMPLETE HEATING & AC CO	\$16,050	25779	\$6,000	\$10,050
C&W Facility Services	\$10,050	33488		\$10,050
CannaPi Consulting Medical Marijuana Dispensary	\$10,050	33490		\$10,050
Center Against Sexual & Family Violence	\$10,050	33490		\$10,050
Darabi Dermatology	\$10,050	33490		\$10,050
Henderson Silver Knights Hockey Team	\$10,050	33490		\$10,050
JKS Retail Development Real Estate Developer	\$10,050	33490		\$10,050
Northern Rivers Family Of Services	\$10,050	33490		\$10,050
Prairie Lakes Healthcare System	\$10,050	33490		\$10,050
Tanglefoot Steak House	\$27,200	18184	\$17,152	\$10,048
32BJ Training Fund	\$10,045	33502		\$10,045
Mamas House Thrift Store	\$10,045	33504		\$10,045
NATURAL HEALING CENTER	\$17,475	24534	\$7,431	\$10,044
PourHouse American Grille Restaurant	\$10,044	33504		\$10,044
Fitness 19 Health Club	\$39,335	13643	\$29,292	\$10,043
Bayside Fitness Center	\$10,039	33511		\$10,039
LifeWorks Community Action	\$10,036	33516		\$10,036

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Access Comm Service	\$10,035	33516		\$10,035
HOISHIK ELECTRIC CONTR	\$10,032	33522		\$10,032
Waycross GA	\$17,276	24676	\$7,245	\$10,031
Ariens	\$10,031	33522		\$10,031
Vein Specialists Of The South	\$10,913	32246	\$883	\$10,030
Food Bank For The Heartland	\$10,030	33525		\$10,030
Supreme Dental Care Clinic	\$10,030	33526		\$10,030
CITY AUTO GLASS	\$16,978	24938	\$6,950	\$10,028
Biscayne High School	\$10,028	33528		\$10,028
Bradford	\$10,025	33533		\$10,025
Conwell Egan Catholic High School	\$10,024	33535		\$10,024
Primavera Online High School	\$197,161	3266	\$187,138	\$10,023
Greystar Real Estate Partners	\$23,650	20090	\$13,628	\$10,022
Nevada Museum Of Art	\$30,486	16698	\$20,465	\$10,021
Firelake Casino	\$38,875	13792	\$28,855	\$10,020
Roscoe Independent School District	\$18,036	23947	\$8,016	\$10,020
LC Health Mgt	\$10,020	33543		\$10,020
Seven Hills Family Services	\$10,020	33543		\$10,020
Workforce Solutions Service	\$17,126	24792	\$7,107	\$10,019
Waterman Real Estate	\$44,129	12461	\$34,111	\$10,018
Three Rivers Casino	\$10,017	33547		\$10,017
CLOUDCROFT NM	\$10,015	33547		\$10,015
Mednikow Jewelers	\$76,500	7803	\$66,486	\$10,014
Bernie Robbins Jeweler	\$191,871	3361	\$181,859	\$10,012
Arc Thrift Store	\$22,330	20859	\$12,320	\$10,010
Collaborative Research Services	\$10,007	33555		\$10,007
Lindasue Smollen Attorney	\$10,005	33558		\$10,005
High Tower Roofing Contractor	\$35,888	14707	\$25,884	\$10,004
David Burke Tavern Restaurant	\$10,001	33561		\$10,001
Middleton Farmers Cooperative Store	\$10,001	33562		\$10,001
Kevin Crooks Attorney	\$87,500	6916	\$77,500	\$10,000
WGTY	\$25,100	19232	\$15,100	\$10,000
Stor-All Self Storage Service	\$24,000	19866	\$14,000	\$10,000
Olympus Property Real Estate Agency	\$22,500	20730	\$12,500	\$10,000
Affordable Homecare	\$20,000	22337	\$10,000	\$10,000
Royalty Detail & Wax Service	\$20,000	22337	\$10,000	\$10,000
WWJ	\$20,000	22337	\$10,000	\$10,000
Boston Celtics Basketball Team	\$15,000	26823	\$5,000	\$10,000
Range At Austin Shooting Range	\$15,000	26823	\$5,000	\$10,000
REUNION GOLF CLUB	\$12,500	29872	\$2,500	\$10,000
Bit Brokers Intl	\$12,000	30536	\$2,000	\$10,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
OrlandoJobs.com	\$11,000	32082	\$1,000	\$10,000
AEW Dynamite Fyter Fest	\$10,000	33565		\$10,000
Alabama Symphony Orchestra	\$10,000	33565		\$10,000
Albany National Lacrosse League	\$10,000	33565		\$10,000
Albuquerque Intl Balloon Fiesta	\$10,000	33565		\$10,000
AMERICAN RIVER RAFT RNTL	\$10,000	33565		\$10,000
Arena Partners Production Co	\$10,000	33565		\$10,000
ARTIFEX BOOKS&DESIGN SVC	\$10,000	33565		\$10,000
BECKS SHOES STORE	\$10,000	33565		\$10,000
Big Jims Clean-Ups Service	\$10,000	33565		\$10,000
Bighams Smokehouse Restaurant	\$10,000	33565		\$10,000
Birthing Beautiful Communities	\$10,000	33565		\$10,000
BitFlyer	\$10,000	33565		\$10,000
Bliss Machine	\$10,000	33565		\$10,000
Bluffton Aesthetics Center	\$10,000	33565		\$10,000
Bott Radio Network	\$10,000	33565		\$10,000
Boulevard Brewing Co	\$10,000	33565		\$10,000
Bridgestone Auto Care & Tire	\$10,000	33565		\$10,000
Broward Health	\$10,000	33565		\$10,000
Brown Bottling Group	\$10,000	33565		\$10,000
Cape & Islands License Plate	\$10,000	33565		\$10,000
Captain James A Lovell Federal Health Care Center	\$10,000	33565		\$10,000
Carolina Beverage	\$10,000	33565		\$10,000
Carolinas Oral & Facial Surgery Center	\$10,000	33565		\$10,000
CECIL COUNTY HEALTH DEPT	\$10,000	33565		\$10,000
CELEBRITY ATTRACTIONS	\$10,000	33565		\$10,000
CENTRAL MS PLANNING&DEV	\$10,000	33565		\$10,000
Chambliss Plumbing	\$10,000	33565		\$10,000
CHAMPION AUTO RENTAL	\$10,000	33565		\$10,000
Charles River Laboratories	\$10,000	33565		\$10,000
Chavez-Freed Law Office	\$10,000	33565		\$10,000
Chihuahua Brewing Co	\$10,000	33565		\$10,000
Chill Bar Palm Springs	\$10,000	33565		\$10,000
COMMON GROUND ALLIANCE	\$10,000	33565		\$10,000
Community Services For Children Inc	\$10,000	33565		\$10,000
Corden Pharma	\$10,000	33565		\$10,000
Cornerstone Word Of Faith	\$10,000	33565		\$10,000
Cosquin Rock Music Festival	\$10,000	33565		\$10,000
COVID-Sanity Organization	\$10,000	33565		\$10,000
Crown Winery	\$10,000	33565		\$10,000
D&D Lift Equipment Dealer	\$10,000	33565		\$10,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
DARE TO CARE ORG	\$10,000	33565		\$10,000
Davenport Engineering	\$10,000	33565		\$10,000
Detroit Axe	\$10,000	33565		\$10,000
DULUTH AIR&AVIATION EXPO	\$10,000	33565		\$10,000
Eastern OK VA Health Care System	\$10,000	33565		\$10,000
EJ ENTERTAINMENT	\$10,000	33565		\$10,000
Emergency Rental & Utility Assistance Program	\$10,000	33565		\$10,000
Emersons Cigars	\$10,000	33565		\$10,000
Epic STL Productions	\$10,000	33565		\$10,000
Five Below Store	\$10,000	33565		\$10,000
Flower Child Restaurant	\$10,000	33565		\$10,000
Food Bank Of South Jersey	\$10,000	33565		\$10,000
FOOD TRUST ORG	\$10,000	33565		\$10,000
George Rodrigue Foundation Of The Arts	\$10,000	33565		\$10,000
German American Festival	\$10,000	33565		\$10,000
Glaia Service	\$10,000	33565		\$10,000
Global Citizen Festival/Various Sponsors	\$10,000	33565		\$10,000
GoMeta	\$10,000	33565		\$10,000
GRAND CENTRAL SPORTS BAR	\$10,000	33565		\$10,000
HARRIS AUCTIONEERS	\$10,000	33565		\$10,000
HARRIS TV & APPL STORE	\$10,000	33565		\$10,000
Haunted Scarehouse Haunted House	\$10,000	33565		\$10,000
Health First Medical Weight Loss & Skin Care Center	\$10,000	33565		\$10,000
Hotel Valley Ho	\$10,000	33565		\$10,000
Howard Alan Events	\$10,000	33565		\$10,000
Hudson Valley Wine & Food Festival Event	\$10,000	33565		\$10,000
Intl Rescue Committee	\$10,000	33565		\$10,000
IRON TREE LAWN CR&LNDSCP	\$10,000	33565		\$10,000
Jimmy Kimmel LA Bowl	\$10,000	33565		\$10,000
Kannapolis Cannon Ballers Baseball Team	\$10,000	33565		\$10,000
Kansas City BBQ Festival	\$10,000	33565		\$10,000
KENNEDY DONOVAN CENTER	\$10,000	33565		\$10,000
Kermans Flooring Store	\$10,000	33565		\$10,000
Kind Heart Home Health Care	\$10,000	33565		\$10,000
Kitty Inu	\$10,000	33565		\$10,000
Klue	\$10,000	33565		\$10,000
Kura Sushi Restaurant	\$10,000	33565		\$10,000
Laundry & Dry Cleaning Service	\$10,000	33565		\$10,000
Lazy Dog Crazy Dog Daycare	\$10,000	33565		\$10,000
LEE COUNTY SHERIFFS OFC	\$10,000	33565		\$10,000
Lias Law Firm	\$10,000	33565		\$10,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Life Enhancement Services Organization	\$10,000	33565		\$10,000
Lifeline Connections Substance Abuse & Mental Health Treatment	\$10,000	33565		\$10,000
Little Sesame Restaurant	\$10,000	33565		\$10,000
LOUISIANA DEPT/TREASURY	\$10,000	33565		\$10,000
Louisville Ballet	\$10,000	33565		\$10,000
Madison WI	\$10,000	33565		\$10,000
MID OHIO SPORTS CR/EVNT	\$10,000	33565		\$10,000
Milford Exempted Village School District	\$10,000	33565		\$10,000
Minneapolis Regional Chamber Of Commerce	\$10,000	33565		\$10,000
Minnesota Wild Hockey	\$10,000	33565		\$10,000
Modern Dental Implant Solutions	\$10,000	33565		\$10,000
Monster	\$10,000	33565		\$10,000
Montgomery Academy	\$10,000	33565		\$10,000
National Council For Freedom & Enterprise	\$10,000	33565		\$10,000
National Express Train	\$10,000	33565		\$10,000
New Horizon Academy	\$10,000	33565		\$10,000
New Jersey Division Of Elections	\$10,000	33565		\$10,000
Ninas Homes For Seniors Center	\$10,000	33565		\$10,000
NORDIC PARTNERS CONS SVC	\$10,000	33565		\$10,000
NORTH SHORE HOME&ENERGY	\$10,000	33565		\$10,000
Northeast Home & Energy Contractor	\$10,000	33565		\$10,000
Northeast MI Community Mental Health Authority	\$10,000	33565		\$10,000
Nova Academy	\$10,000	33565		\$10,000
NOW Hiring Employment Service	\$10,000	33565		\$10,000
Oak Hill Collaborative	\$10,000	33565		\$10,000
Oak Mountain Spring State Fair	\$10,000	33565		\$10,000
Office Of The Peoples Counsel	\$10,000	33565		\$10,000
Ohio History Connection Organization	\$10,000	33565		\$10,000
Old City Media	\$10,000	33565		\$10,000
Optimotion Orthopaedics	\$10,000	33565		\$10,000
Ottos Wine & Spirits	\$10,000	33565		\$10,000
Our Community Health Center	\$10,000	33565		\$10,000
Outback Bowl Sporting Goods Store	\$10,000	33565		\$10,000
Paranoia Halloween Haunted House	\$10,000	33565		\$10,000
Pasadena Playhouse	\$10,000	33565		\$10,000
Pasados Safe Haven Animal Shelter	\$10,000	33565		\$10,000
Paul Jr Designs Store	\$10,000	33565		\$10,000
PEDIATRIC CARE CENTER	\$10,000	33565		\$10,000
Pennsylvania Harness Horsemens Assn	\$10,000	33565		\$10,000
Pike Cafe	\$10,000	33565		\$10,000
Pizza City	\$10,000	33565		\$10,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Poolcare Pros Service	\$10,000	33565		\$10,000
Postal.IO	\$10,000	33565		\$10,000
Prevention & Recovery Center	\$10,000	33565		\$10,000
Providence St Joseph Medical Center	\$10,000	33565		\$10,000
PSQ Productions	\$10,000	33565		\$10,000
Que Pasa USA Today Show	\$10,000	33565		\$10,000
REACH Council	\$10,000	33565		\$10,000
Red Digital Cinema	\$10,000	33565		\$10,000
Redemption Fitness STL Center	\$10,000	33565		\$10,000
ROBERES JEWELERS	\$10,000	33565		\$10,000
Romeus Cuban Restaurant	\$10,000	33565		\$10,000
Roulette Delgado Personal Appearance	\$10,000	33565		\$10,000
Rudis Organic	\$10,000	33565		\$10,000
SAN ANGELO CHMBR/CMRC	\$10,000	33565		\$10,000
Sans Wine Co	\$10,000	33565		\$10,000
SCHOOL FOR STRINGS INC	\$10,000	33565		\$10,000
Scion Group	\$10,000	33565		\$10,000
SCR Medical Transportation Service	\$10,000	33565		\$10,000
Scranton-Wilkes Barre RailRiders Baseball Team	\$10,000	33565		\$10,000
Seidel Local Dealer	\$10,000	33565		\$10,000
Shift Fitness	\$10,000	33565		\$10,000
Shoot Las Vegas Shooting Range	\$10,000	33565		\$10,000
SHOPS/NORTHFIELD STPLTN	\$10,000	33565		\$10,000
Shriners Hospitals For Children Open Golf Tournament	\$10,000	33565		\$10,000
Sir Troys Toy Kingdom Store	\$10,000	33565		\$10,000
Sky High Wellness Center	\$10,000	33565		\$10,000
Smithsonian National Portrait Gallery	\$10,000	33565		\$10,000
SOHO PLAYHOUSE	\$10,000	33565		\$10,000
Sophie B Wright Schools	\$10,000	33565		\$10,000
Spanish Broadcasting	\$10,000	33565		\$10,000
Spirit Hub Wine Store	\$10,000	33565		\$10,000
Springpoint Living At Manalapan Senior Living	\$10,000	33565		\$10,000
Spurrier Media Group	\$10,000	33565		\$10,000
St George Greek Orthodox Church	\$10,000	33565		\$10,000
St Johns Retirement Village	\$10,000	33565		\$10,000
Starlight Theatre	\$10,000	33565		\$10,000
State Of TX Kidney Foundation	\$10,000	33565		\$10,000
Statesmen College Preparatory Academy For Boys	\$10,000	33565		\$10,000
Stord Cloud Service	\$10,000	33565		\$10,000
Sugar Me Now	\$10,000	33565		\$10,000
Tampa Bay Thrives	\$10,000	33565		\$10,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
TE Connectivity	\$10,000	33565		\$10,000
Teatro Sea Child Theatre	\$10,000	33565		\$10,000
Territory Foods Restaurant	\$10,000	33565		\$10,000
TheAthletic.com	\$10,000	33565		\$10,000
TimeMatters Consulting Service	\$10,000	33565		\$10,000
TINSELTOWN CINEMAS	\$10,000	33565		\$10,000
TomboyX	\$10,000	33565		\$10,000
TPR Holdings Service	\$10,000	33565		\$10,000
TreeHouse Interactive	\$10,000	33565		\$10,000
Unified Construction Services	\$10,000	33565		\$10,000
Union Omaha Soccer Team	\$10,000	33565		\$10,000
United Community Options Of South FL	\$10,000	33565		\$10,000
Upper Bounce	\$10,000	33565		\$10,000
Vadim Baram MD	\$10,000	33565		\$10,000
Victims Justice Group Attorneys	\$10,000	33565		\$10,000
Villages Of San Luis Obispo	\$10,000	33565		\$10,000
Vitalia Active Adult Community At Rockside	\$10,000	33565		\$10,000
Way Scarff Local Dealer	\$10,000	33565		\$10,000
We Buy Raggedy Houses	\$10,000	33565		\$10,000
West Creek Financial	\$10,000	33565		\$10,000
West GA Regenerative Medicine	\$10,000	33565		\$10,000
Western Premium BBQ Products	\$10,000	33565		\$10,000
Weston	\$10,000	33565		\$10,000
Whitney & Co	\$10,000	33565		\$10,000
Widmer Brewing	\$10,000	33565		\$10,000
William Hoopes Music Services	\$10,000	33565		\$10,000
WINCHENDON SCHOOL	\$10,000	33565		\$10,000
Workforce Enterprises Staffing Services	\$10,000	33565		\$10,000
Zip Code Wilmington School	\$10,000	33565		\$10,000
Lourie Consulting	\$65,577	8935	\$55,580	\$9,997
Adelbridge & Co Firearms Store	\$51,470	10904	\$41,479	\$9,991
NEW MEXICO SELECT REALTY	\$22,374	20836	\$12,385	\$9,989
Whelans Marina	\$15,977	25912	\$5,992	\$9,985
Mid-Hudson Valley Federal Credit Union	\$105,292	5797	\$95,309	\$9,983
Comfort Keepers Home Healthcare	\$24,606	19526	\$14,624	\$9,982
Southern Classic Gun & Knife Show	\$61,970	9367	\$51,989	\$9,981
HACC Central PA Community College	\$85,048	7084	\$75,068	\$9,980
Olde Wood Store	\$15,630	26210	\$5,651	\$9,979
Salvatores Old Fashioned Pizzeria	\$35,690	14773	\$25,712	\$9,978
Turf Pros Store	\$12,377	30113	\$2,400	\$9,977
OUTDOOR LIVIN FURN STR	\$18,297	23757	\$8,321	\$9,976

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
WC Bradley Co	\$12,825	29471	\$2,850	\$9,975
STATE OF DE	\$39,370	13634	\$29,396	\$9,974
Ddm Marketing & Communications	\$72,441	8182	\$62,470	\$9,971
Boulevard Home Furnishings Store	\$80,815	7393	\$70,848	\$9,967
Davis College	\$11,149	31872	\$1,190	\$9,959
Mosaic Realty Group	\$29,839	16987	\$19,884	\$9,955
Dime Bank	\$18,515	23574	\$8,564	\$9,951
Metropolitan Library System	\$35,142	14941	\$25,192	\$9,950
Bruno Event Team	\$30,600	16639	\$20,650	\$9,950
Middle GA Labs	\$26,950	18316	\$17,000	\$9,950
Omnitrans Mass Transportation Service	\$17,850	24195	\$7,900	\$9,950
Page Lake Powell AZ	\$13,950	28107	\$4,000	\$9,950
City Of Apopka	\$12,550	29803	\$2,600	\$9,950
THA Demolition & Excavation	\$11,238	31761	\$1,288	\$9,950
Holistic Center	\$17,848	24195	\$7,900	\$9,948
Select Staffing Employment Service	\$22,018	21052	\$12,072	\$9,946
WHEAT MT FARMS BAKERY&DL	\$22,563	20694	\$12,618	\$9,945
Gorskis Foods Store	\$21,645	21288	\$11,700	\$9,945
Luma Dentistry	\$13,260	28848	\$3,315	\$9,945
Dogwood Canyon Nature Park	\$26,100	18704	\$16,160	\$9,940
Tenas Jewelry Store	\$32,102	16040	\$22,164	\$9,938
Little Creek Casino Resort	\$164,928	3863	\$154,998	\$9,930
Childrens Health Center	\$16,105	25727	\$6,180	\$9,925
Diamond Valley Federal Credit Union	\$21,975	21098	\$12,051	\$9,924
Bluffs On The Cape Fear Real Estate Development	\$39,592	13565	\$29,669	\$9,923
Shepherd Realty Group	\$10,220	33240	\$300	\$9,920
DISCOUNT TOBACCO STORE	\$24,078	19815	\$14,160	\$9,918
Moores Custom Kitchens Contractor	\$14,158	27834	\$4,244	\$9,914
Kwon Pediatric Dentistry	\$37,994	14035	\$28,082	\$9,912
Bridge Community Church	\$11,411	31484	\$1,500	\$9,911
East Of Chicago Pizza Co Restaurant	\$17,306	24641	\$7,400	\$9,906
FRERES LUMBER CO	\$16,671	25215	\$6,765	\$9,906
Depew Orthodontics Clinic	\$18,900	23257	\$8,995	\$9,905
Reagle Local Dealer	\$27,133	18221	\$17,231	\$9,902
ARKANSAS STATE POLICE	\$58,800	9804	\$48,900	\$9,900
Co-Mo Connect	\$32,244	15987	\$22,344	\$9,900
MAXIMUS HEALTH CARE	\$31,500	16262	\$21,600	\$9,900
Peterbrooke Chocolatier Store	\$27,650	17968	\$17,750	\$9,900
SMS HEALTHCARE	\$16,200	25641	\$6,300	\$9,900
Cascadia Global Security Service	\$13,200	28913	\$3,300	\$9,900
BayMark Health Services	\$15,538	26308	\$5,640	\$9,898

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Another Adventure Daycare	\$22,740	20593	\$12,846	\$9,894
Mountain Vista Homes	\$11,518	31331	\$1,625	\$9,893
Family Medical Clinic	\$21,950	21113	\$12,060	\$9,890
Cedar City UT	\$66,161	8868	\$56,273	\$9,888
WYOMING HIGHWAY PATROL	\$66,525	8826	\$56,638	\$9,887
Cinnamon Shore Real Estate Development	\$15,164	26691	\$5,280	\$9,884
Springfield Armory	\$15,560	26294	\$5,682	\$9,878
Law Office Of Grant & Dozier	\$18,708	23437	\$8,832	\$9,876
Craigcat	\$38,432	13912	\$28,557	\$9,875
Mahoning County Career & Technical Center	\$28,750	17478	\$18,875	\$9,875
Tri-State Family Dentistry Clinic	\$19,500	22777	\$9,625	\$9,875
Deluca & Maucher Attorney	\$35,086	14958	\$25,214	\$9,872
UTE STAMPEDE RODEO	\$15,518	26329	\$5,646	\$9,872
Golden Harvest	\$11,222	31773	\$1,350	\$9,872
Latulippe & Assoc Attorneys	\$31,955	16102	\$22,084	\$9,871
Riverview Christian Academy	\$13,868	28179	\$4,000	\$9,868
Fort Peck Tribal Health Department	\$18,721	23430	\$8,855	\$9,866
Siloam Springs AR	\$10,290	33147	\$428	\$9,862
Jerry Ulm Local Dealer	\$117,060	5280	\$107,210	\$9,850
Grace Community Church	\$13,350	28768	\$3,500	\$9,850
Tony Basso Local Dealer	\$35,792	14738	\$25,957	\$9,835
Stowaway Self Storage	\$15,594	26271	\$5,760	\$9,834
Albuquerque Public School	\$50,459	11091	\$40,626	\$9,833
Golden Triangle Emergency Medical Center	\$25,877	18845	\$16,044	\$9,833
REES LAW FIRM	\$10,244	33213	\$411	\$9,833
Early Learning Coalition	\$45,999	12004	\$36,167	\$9,832
VANTAGE Aging Retirement Home	\$21,930	21122	\$12,100	\$9,830
Jammers Sports Cafe	\$46,159	11977	\$36,333	\$9,826
Dentistry At Somerset	\$36,378	14565	\$26,554	\$9,824
ORANGE BOWL YOUTH FTBL	\$35,822	14727	\$25,998	\$9,824
Nacogdoches Memorial Health System	\$56,729	10101	\$46,928	\$9,801
Portland Implement Store	\$18,200	23830	\$8,400	\$9,800
Metro Atlantic Athletic Conference	\$14,764	27211	\$4,964	\$9,800
Rhoads & Rhoads Attorneys	\$50,327	11118	\$40,529	\$9,798
Berks Career & Technology Center	\$21,291	21497	\$11,500	\$9,791
South GA Tractor Store	\$44,853	12317	\$35,064	\$9,789
Smecca Restaurant	\$59,535	9711	\$49,750	\$9,785
Fleetpride	\$16,660	25226	\$6,875	\$9,785
Red Truck Media Advertising	\$36,787	14414	\$27,007	\$9,780
Louisiana Sweet Potato Commission	\$39,089	13707	\$29,314	\$9,775
Inver Grove Local Dealer	\$48,163	11576	\$38,391	\$9,772

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Lee Supply Co	\$27,753	17920	\$17,982	\$9,771
OUTLET STORE	\$56,746	10097	\$46,977	\$9,769
Blue Lake Casino & Hotel	\$70,850	8341	\$61,083	\$9,767
Mid-Continent Public Library	\$61,008	9495	\$51,245	\$9,763
Warren County Community College	\$31,350	16330	\$21,588	\$9,762
Galleria Mall	\$58,386	9872	\$48,626	\$9,760
TOUCHETTE REGIONAL HOSP	\$19,685	22644	\$9,929	\$9,756
Aerus Electrolux Store	\$20,608	21933	\$10,856	\$9,752
Full Smile Family Dentist Center	\$13,511	28568	\$3,760	\$9,751
Garden Park Nursing Home	\$37,278	14279	\$27,528	\$9,750
Uptown Local Dealer	\$24,372	19667	\$14,622	\$9,750
MARRO Real Estate	\$23,400	20235	\$13,650	\$9,750
Seattle Cannabis Co	\$19,500	22777	\$9,750	\$9,750
BIG COUNTRY RVS	\$14,625	27332	\$4,875	\$9,750
Quinn Local Dealer	\$14,625	27332	\$4,875	\$9,750
Hamburg Fireworks Factory	\$13,650	28404	\$3,900	\$9,750
RICHARDS RV SHOW	\$11,700	31083	\$1,950	\$9,750
Aveanna Healthcare	\$11,625	31187	\$1,875	\$9,750
Citymark Federal Credit Union	\$11,500	31343	\$1,750	\$9,750
Hollins University	\$40,085	13410	\$30,337	\$9,748
Odawa Casino Resort	\$115,615	5353	\$105,869	\$9,746
Circus World Museum	\$16,649	25231	\$6,906	\$9,743
Irving Independent School District	\$27,462	18074	\$17,722	\$9,740
Janesville Mobilizing 4 Change Drug Abuse Organization	\$15,310	26536	\$5,575	\$9,735
American National Bank Of TX	\$25,430	19060	\$15,700	\$9,730
Covenant Christian School	\$12,760	29552	\$3,030	\$9,730
Lifeline Pregnancy Care Center	\$10,110	33406	\$380	\$9,730
Western Reserve Hospital Partners	\$63,477	9191	\$53,748	\$9,729
Air Zoo Museum	\$66,161	8867	\$56,436	\$9,725
Greenbean Coffee House	\$24,372	19663	\$14,650	\$9,722
FIRST ACADEMY SCHOOL	\$12,855	29435	\$3,142	\$9,713
CAPITAL CITY OIL DIST	\$13,123	29046	\$3,411	\$9,712
Piggly Wiggly	\$259,666	2460	\$249,956	\$9,710
Oustalet Local Dealer	\$26,644	18461	\$16,936	\$9,708
Well Life Studio Fitness Center	\$36,600	14470	\$26,898	\$9,702
Scrubtastic Store	\$22,300	20879	\$12,600	\$9,700
WILD ROCKIES ACTION FUND	\$18,400	23673	\$8,700	\$9,700
Dubuque County Board Of Health	\$17,690	24322	\$7,990	\$9,700
ARIZONA CHILDRENS ASSN	\$16,200	25641	\$6,500	\$9,700
Argentum Partners Communications Firm	\$12,500	29872	\$2,800	\$9,700
Zenith Health & Aesthetics	\$11,950	30786	\$2,250	\$9,700

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Vance-Granville Community College	\$12,100	30443	\$2,401	\$9,699
DK DANCE SCHOOL	\$11,461	31427	\$1,762	\$9,699
Ramos Furniture Store	\$13,850	28190	\$4,155	\$9,695
J&S Liquor Mart	\$32,446	15906	\$22,755	\$9,691
POL-City Council & Mayor	\$10,801	32360	\$1,110	\$9,691
Brooks Law Firm	\$10,234	33228	\$547	\$9,687
ABC Home & Commercial Services	\$52,200	10779	\$42,516	\$9,684
Tru-Skin Dermatology	\$14,448	27517	\$4,764	\$9,684
WESTERN ID FAIR	\$13,282	28835	\$3,601	\$9,681
Memorial Healthcare Center	\$125,360	4972	\$115,680	\$9,680
Car Store Local Dealer	\$16,540	25325	\$6,862	\$9,678
Town Square Furnishings	\$15,738	26109	\$6,062	\$9,676
Whatcom Educational Credit Union	\$70,491	8382	\$60,816	\$9,675
Frederik Meijer Garden & Sculpture Park	\$35,775	14744	\$26,100	\$9,675
Fairways Apartments	\$49,450	11333	\$39,780	\$9,670
Bellano Dental Health Clinic	\$53,003	10647	\$43,337	\$9,666
POLACHECKS JEWELERS	\$84,855	7101	\$75,191	\$9,664
National Institute Of Flamenco	\$10,784	32422	\$1,121	\$9,663
Inova	\$50,400	11103	\$40,740	\$9,660
Stones Local Dealer	\$29,386	17188	\$19,734	\$9,652
Haefner Law Office	\$15,652	26182	\$6,000	\$9,652
Packaging Corp Of America Service	\$14,652	27312	\$5,000	\$9,652
AEA Federal Credit Union	\$40,669	13270	\$31,019	\$9,650
COMMUNITY CHARTER SCHOOL	\$29,850	16984	\$20,200	\$9,650
Pennell Forklift Service Inc	\$23,750	20043	\$14,100	\$9,650
G&S PROMO&ENTERTAINMENT	\$21,750	21222	\$12,100	\$9,650
KCPT	\$17,400	24570	\$7,750	\$9,650
SPECIAL OLYMPICS IL	\$16,650	25231	\$7,000	\$9,650
Morehead State University	\$12,150	30378	\$2,500	\$9,650
Merrell Home Improvements	\$33,270	15588	\$23,625	\$9,645
MountainOne	\$70,397	8389	\$60,760	\$9,637
OSBORNE LOC DLR	\$13,276	28835	\$3,640	\$9,636
LEAP Law Enforcement Accountability Project	\$31,805	16160	\$22,172	\$9,633
Specialists Auto Service	\$27,142	18219	\$17,510	\$9,632
KIPP Schools	\$52,412	10749	\$42,782	\$9,630
Springfield Town Center	\$20,000	22337	\$10,370	\$9,630
Good Neighbor	\$10,200	33258	\$572	\$9,628
Juan Jose Dominguez Attorney	\$647,625	958	\$638,000	\$9,625
PIERCE ARROW THEATER	\$31,906	16119	\$22,284	\$9,622
Mathnasium Learning Center	\$18,337	23734	\$8,716	\$9,621
Havana Restaurant	\$54,235	10447	\$44,615	\$9,620

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Holidays Pub & Grill	\$16,466	25423	\$6,846	\$9,620
Antonini Enterprises	\$22,513	20723	\$12,897	\$9,616
Sentry Roofing	\$49,591	11305	\$39,981	\$9,610
Virgin River Hotel & Casino	\$63,733	9163	\$54,126	\$9,607
Golden Buffalo Casino	\$23,709	20064	\$14,103	\$9,606
Paramount Antique Mall	\$15,557	26294	\$5,951	\$9,606
Herrells Market	\$14,908	27073	\$5,304	\$9,604
Circle Local Dealer	\$185,526	3466	\$175,923	\$9,603
Calloway Insurance Agency	\$12,838	29458	\$3,236	\$9,602
Five Star Tint Service	\$25,000	19281	\$15,400	\$9,600
Original Italian Bakery	\$24,000	19866	\$14,400	\$9,600
Regional Medical Center	\$20,124	22259	\$10,524	\$9,600
Boswell Towing	\$17,200	24738	\$7,600	\$9,600
LULLWATER REALTY	\$16,800	25081	\$7,200	\$9,600
Missouri Rental & Leasing	\$14,400	27562	\$4,800	\$9,600
Pacific Truck School	\$12,800	29498	\$3,200	\$9,600
ArtsEmerson	\$11,400	31493	\$1,800	\$9,600
Charlies Local Dealer	\$11,200	31796	\$1,600	\$9,600
Coastal Bend Wellness Foundation	\$10,593	32658	\$1,000	\$9,593
ApexNetwork Physical Therapy	\$20,653	21910	\$11,061	\$9,592
Mainstream Electric Heating Cooling & Plumbing	\$14,356	27629	\$4,764	\$9,592
Satori Cannabis Shop	\$15,476	26378	\$5,885	\$9,591
MARBURN ACADEMY	\$22,760	20574	\$13,170	\$9,590
Lowe Local Dealer	\$111,756	5512	\$102,167	\$9,589
Jefferson College	\$21,111	21595	\$11,523	\$9,588
PARKING SPOT PARKING SVC	\$54,761	10362	\$45,175	\$9,586
Bob Chapman Local Dealer	\$11,697	31127	\$2,112	\$9,585
CITIZENS MEDICAL CENTER	\$44,252	12439	\$34,668	\$9,584
PATHWAYS COUNSELING CTR	\$17,658	24349	\$8,075	\$9,583
Elite Home Solutions	\$12,083	30464	\$2,500	\$9,583
Ordinis Best Fiberglass Pools	\$18,000	23968	\$8,420	\$9,580
Salem Regional Medical Center	\$31,469	16284	\$21,890	\$9,579
IVY LEAGUE REALTORS	\$21,387	21454	\$11,808	\$9,579
WTI Transport Inc	\$22,494	20783	\$12,918	\$9,576
Green Dot Public Schools	\$24,175	19768	\$14,600	\$9,575
Read Charlotte Organization	\$98,190	6197	\$88,619	\$9,571
Hansen Orthodontics Clinic	\$24,304	19700	\$14,733	\$9,571
Baldamar Steakhouse Restaurant	\$33,251	15593	\$23,681	\$9,570
LITTLE LEARNERS ACADEMY	\$16,502	25345	\$6,937	\$9,565
Interstate Guns Gun Shop	\$10,892	32269	\$1,332	\$9,560
Genesys Hurley Cancer Institute	\$36,573	14484	\$27,018	\$9,555

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Auntie Annes Pretzels Shop	\$32,969	15695	\$23,416	\$9,553
Excel Fitness Center	\$21,777	21206	\$12,225	\$9,552
HAVEN HEALTHCARE MGT SVC	\$18,648	23470	\$9,096	\$9,552
Northwest MS Community College	\$30,525	16678	\$20,975	\$9,550
DADS SUPER PAWN STORE	\$13,950	28106	\$4,400	\$9,550
Z BLINDS STORE	\$31,196	16407	\$21,650	\$9,546
Cooper Farms	\$96,922	6268	\$87,377	\$9,545
Health & Human Resource Education Center	\$13,260	28848	\$3,725	\$9,535
Bellingham WA	\$12,695	29638	\$3,160	\$9,535
Love Me Tenders	\$10,392	32992	\$866	\$9,526
Bluewater Resort	\$168,945	3781	\$159,420	\$9,525
GI Physicians Clinic	\$16,950	24949	\$7,425	\$9,525
St John School	\$13,320	28802	\$3,800	\$9,520
Green Cross Medical Cannabis Center	\$36,371	14569	\$26,857	\$9,514
Texas Farm Bureau Mutual Insurance Co	\$12,302	30201	\$2,791	\$9,511
Pennsylvania Recreation Vehicle & Camping Assn	\$22,824	20527	\$13,314	\$9,510
Koons Local Dealer	\$11,412	31483	\$1,902	\$9,510
McLean County Orthopedics Clinic	\$10,174	33331	\$664	\$9,510
Universe Local Dealer	\$22,297	20882	\$12,790	\$9,507
SeaBreeze Vacation Rentals	\$40,001	13431	\$30,500	\$9,501
San Bernardino Medical Group	\$14,000	28001	\$4,499	\$9,501
East Hill Chiropractic	\$55,250	10279	\$45,750	\$9,500
EMERALD COAST MARINE	\$30,600	16639	\$21,100	\$9,500
Atrox Factory Indoor Attraction	\$23,500	20177	\$14,000	\$9,500
Frankies Local Dealer	\$10,500	32751	\$1,000	\$9,500
Flesh Tattoo Co	\$11,462	31426	\$1,968	\$9,494
Shelby Savings Bank	\$38,623	13860	\$29,133	\$9,490
Illinois State University	\$25,800	18869	\$16,312	\$9,488
BlueCrew Employment Service	\$10,369	33035	\$884	\$9,485
Dean Boyd Attorney	\$133,497	4719	\$124,014	\$9,483
OBrien Local Dealer	\$45,087	12228	\$35,604	\$9,483
Recovery Resources	\$11,200	31796	\$1,725	\$9,475
Scherr & Legate Attorneys	\$59,888	9676	\$50,416	\$9,472
JACK LEWIS FINE JEWELRY	\$50,885	11014	\$41,415	\$9,470
Berliner Restaurant	\$40,000	13433	\$30,537	\$9,463
Landmark Local Dealer	\$37,211	14293	\$27,752	\$9,459
Guest House Ocala	\$15,457	26403	\$6,000	\$9,457
ALRO	\$12,135	30413	\$2,678	\$9,457
Critz Local Dealer	\$21,704	21263	\$12,248	\$9,456
OAC Technology	\$87,752	6902	\$78,298	\$9,454
Nelsons Service Center	\$13,344	28777	\$3,892	\$9,452

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Jamalia Enterprise	\$18,450	23629	\$9,000	\$9,450
HOGLE ZOO	\$36,459	14532	\$27,013	\$9,446
Gulfarium Marine Adventure Park	\$77,090	7740	\$67,645	\$9,445
Gadsden State Community College	\$24,595	19542	\$15,150	\$9,445
Bank Of Commerce	\$126,012	4952	\$116,571	\$9,441
Ochsner Clinic Foundation	\$10,739	32472	\$1,299	\$9,440
Kenneth Rhodes Insurance Agent	\$41,820	12992	\$32,382	\$9,438
Florida Anchor & Barrier Contractor	\$25,168	19204	\$15,730	\$9,438
SPECTRUM CENTER	\$15,984	25903	\$6,550	\$9,434
Bob Allen Local Dealer	\$66,806	8797	\$57,375	\$9,431
KLJ	\$50,827	11024	\$41,397	\$9,430
STEVES JEWELRY&LOANS STR	\$20,475	22032	\$11,050	\$9,425
Randy Reed Local Dealer	\$23,310	20295	\$13,887	\$9,423
RUSSELLS PAINT&BODY SHOP	\$28,075	17768	\$18,657	\$9,418
Community Bank Of LA	\$24,088	19811	\$14,671	\$9,417
Al Packer Local Dealer	\$108,450	5666	\$99,038	\$9,412
Gordon & Gordon Attorneys	\$34,326	15247	\$24,916	\$9,410
Martin Oil Co	\$33,665	15457	\$24,256	\$9,409
Tarleton State University	\$80,795	7395	\$71,394	\$9,401
Dwayne Blackmon Local Dealer	\$30,000	16888	\$20,600	\$9,400
Carnegie Library Of Pittsburgh	\$13,400	28724	\$4,000	\$9,400
PHONEZONE.COM	\$11,000	32082	\$1,600	\$9,400
Real Estate Photography Group	\$11,998	30732	\$2,600	\$9,398
COAST PERSONNEL SERVICE	\$15,320	26527	\$5,925	\$9,395
PETOSKEY-HRBR SPRNGS-BYN	\$20,100	22281	\$10,714	\$9,386
Plastic Surgery Of Southern New England	\$87,672	6906	\$78,288	\$9,384
Clariant Corp	\$19,436	22880	\$10,058	\$9,378
Lebanon MO	\$24,996	19356	\$15,621	\$9,375
Sheboygan County Health & Human Services	\$12,375	30115	\$3,000	\$9,375
Denmark Technical College	\$14,750	27220	\$5,376	\$9,374
Pujo Street Cafe	\$24,822	19429	\$15,455	\$9,367
Stein Garden & Gifts Center	\$35,870	14714	\$26,505	\$9,365
Freight Yard Pub & Restaurant	\$18,996	23203	\$9,632	\$9,364
Uglydeck.com	\$22,400	20817	\$13,050	\$9,350
Vexus	\$12,950	29337	\$3,600	\$9,350
TURNING POINT CENTER	\$10,200	33258	\$850	\$9,350
Priority Local Dealer	\$58,399	9870	\$49,050	\$9,349
Halal Guys Restaurant	\$14,597	27376	\$5,254	\$9,343
Branson Star Theatre	\$11,041	32015	\$1,700	\$9,341
Quandt Law Firm	\$32,466	15898	\$23,128	\$9,338
LaViano Jewelers	\$16,337	25529	\$7,000	\$9,337

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Regional West Medical Center	\$12,186	30344	\$2,850	\$9,336
Charles Boyd Local Dealer	\$15,420	26432	\$6,087	\$9,333
Servpro	\$417,471	1522	\$408,148	\$9,323
Bobby Manning Attorney At Law	\$38,595	13869	\$29,275	\$9,320
Extreme Internet	\$10,520	32730	\$1,200	\$9,320
Bayway Dental	\$54,742	10371	\$45,423	\$9,319
Dania Marine Flea Market	\$11,707	31078	\$2,393	\$9,314
Stack & Store Mini Storage	\$42,293	12878	\$32,980	\$9,313
Delgado Community College	\$32,077	16055	\$22,766	\$9,311
Watersound Origins Real Estate Development	\$16,945	24951	\$7,638	\$9,307
Johnnie Brocks Dungeon Store	\$40,503	13315	\$31,198	\$9,305
TOP BEAUTY SUPPLY	\$33,400	15549	\$24,100	\$9,300
Associated Terminals	\$24,800	19433	\$15,500	\$9,300
LANE MOTOR MUSEUM	\$24,300	19703	\$15,000	\$9,300
Countrys Barbecue Restaurant	\$10,800	32363	\$1,500	\$9,300
ALLSOUTH AUTOSPORTS	\$18,668	23457	\$9,369	\$9,299
Charter NEX Films	\$14,697	27278	\$5,399	\$9,298
Employers Training Resource School	\$81,463	7337	\$72,175	\$9,288
Fiesta	\$13,606	28457	\$4,321	\$9,285
Humane Society Of The US	\$46,381	11934	\$37,098	\$9,283
Gwinnett Newton Rockdale County Health Departments	\$22,500	20730	\$13,220	\$9,280
Harry Stanley Asphalt Paving Contractor	\$10,240	33220	\$960	\$9,280
Bottinos Supermarket	\$34,715	15107	\$25,438	\$9,277
Warren CAT	\$26,071	18724	\$16,795	\$9,276
Carroll University	\$44,651	12353	\$35,376	\$9,275
PK Public Relations	\$13,216	28901	\$3,941	\$9,275
FRAPORT AVIATION SERVICE	\$71,970	8228	\$62,698	\$9,272
STEVEN WEINER MD	\$18,270	23781	\$9,000	\$9,270
Southeastern Elevator Contractor	\$12,060	30488	\$2,790	\$9,270
MAGNOLIA ESTATES	\$17,667	24342	\$8,400	\$9,267
Congo Fireplace & Patio Store	\$19,005	23171	\$9,744	\$9,261
Red Raider Outfitter Store	\$56,340	10145	\$47,084	\$9,256
Dr Sebi	\$27,583	18010	\$18,327	\$9,256
Goggans Funeral Home	\$15,555	26297	\$6,300	\$9,255
Caracole	\$19,153	23084	\$9,900	\$9,253
Masters University	\$27,250	18166	\$18,000	\$9,250
Meade Law Firm	\$24,218	19750	\$14,969	\$9,249
Jarrell Package Store	\$22,835	20522	\$13,593	\$9,242
Scores Palm Beach Strip Club	\$55,963	10201	\$46,724	\$9,239
New Haven CT	\$15,237	26618	\$6,000	\$9,237
Russells Steaks Chops & More Restaurant	\$79,735	7494	\$70,500	\$9,235

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
USA RV SALES	\$17,130	24792	\$7,896	\$9,234
Topsys Restaurant	\$52,876	10670	\$43,650	\$9,226
Butler Community College	\$36,774	14420	\$27,548	\$9,226
Carrollton-Farmers Branch Independent School District	\$17,425	24561	\$8,200	\$9,225
Boulders Dinner Theatre	\$12,600	29721	\$3,375	\$9,225
Wine Chateau	\$10,024	33538	\$800	\$9,224
MOUNTAIN CREEK HRLY-DVDS	\$22,128	20985	\$12,912	\$9,216
Minnesota Energy Resources	\$22,215	20919	\$13,000	\$9,215
Higher Path Medical Marijuana Dispensary	\$36,549	14495	\$27,338	\$9,211
Gerritys Supermarket	\$19,685	22643	\$10,475	\$9,210
HealthTeam Advantage	\$80,248	7439	\$71,043	\$9,205
Batts-Daniels Law Firm	\$44,101	12466	\$34,898	\$9,203
Directors Mortgage Inc	\$22,200	20925	\$13,000	\$9,200
D&R Paving	\$18,400	23673	\$9,200	\$9,200
Alabama Department Of Economics & Community Affairs	\$11,500	31342	\$2,300	\$9,200
Chaco Valley Dispensary	\$25,758	18900	\$16,570	\$9,188
Marshall Health	\$83,874	7168	\$74,692	\$9,182
LIFE CHURCH	\$17,596	24401	\$8,415	\$9,181
Sun Community Federal Credit Union	\$23,301	20300	\$14,124	\$9,177
KNWC	\$20,425	22063	\$11,250	\$9,175
ORALE CHARLIE LOC DLR	\$117,510	5248	\$108,342	\$9,168
Lapis & Oak Spa & Salt Lounge	\$15,416	26438	\$6,250	\$9,166
Southeast MO State University	\$76,170	7829	\$67,005	\$9,165
Bowen Jewelry Co	\$18,690	23446	\$9,525	\$9,165
Two Brothers BBQ & Burger Grill	\$25,992	18776	\$16,830	\$9,162
Spicer Advanced Gas Propane Store	\$21,330	21477	\$12,170	\$9,160
Association Of Junior Leagues Intl	\$12,060	30487	\$2,900	\$9,160
Natures Herbs & Wellness Center	\$29,573	17109	\$20,418	\$9,155
HOSPICE OF CHATTANOOGA	\$16,305	25550	\$7,150	\$9,155
Arrow Local Dealer	\$22,300	20876	\$13,150	\$9,150
Michigan Plumbing Contractor	\$49,108	11400	\$39,964	\$9,144
McFly	\$32,262	15977	\$23,118	\$9,144
Frazil	\$13,000	29171	\$3,857	\$9,143
Progressive Baptist Church	\$14,142	27854	\$5,000	\$9,142
MID-SOUTH U-PL-IT/PARTS	\$32,465	15898	\$23,326	\$9,139
Leap Inc Business Services	\$14,989	27007	\$5,850	\$9,139
OrthoConnecticut Clinic	\$16,068	25764	\$6,932	\$9,136
Prime 47 Restaurant	\$30,700	16605	\$21,578	\$9,122
Wildcat Group Moving Services	\$29,820	17000	\$20,700	\$9,120
Rin Robyn Pools Contractor	\$77,735	7681	\$68,618	\$9,117
Muv Fitness Center	\$31,922	16112	\$22,805	\$9,117

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
GECU Greater El Paso Credit Union	\$284,676	2262	\$275,562	\$9,114
Wertland Square Apartments	\$18,228	23809	\$9,114	\$9,114
ON THE RISE BREADS&PSTRS	\$15,114	26732	\$6,000	\$9,114
Heartland Community College	\$31,045	16473	\$21,935	\$9,110
Hackensack University	\$366,740	1755	\$357,632	\$9,108
MIES OUTLAND MOTOR SPRTS	\$33,796	15424	\$24,688	\$9,108
Menlove Local Dealer	\$25,546	19001	\$16,439	\$9,107
Rinke Local Dealer	\$58,600	9837	\$49,500	\$9,100
Longevity Medical Spa	\$18,900	23257	\$9,800	\$9,100
PB&J Towing	\$18,737	23422	\$9,637	\$9,100
Greater Pittsburgh Community Food Bank	\$16,400	25463	\$7,300	\$9,100
MIDWEST TV & APPL STORE	\$18,846	23305	\$9,747	\$9,099
Smile Design Dentistry	\$21,750	21225	\$12,653	\$9,097
LEE-HI TRUCK STOP	\$27,732	17929	\$18,636	\$9,096
Bernice Pauahi Bishop Museum	\$19,137	23097	\$10,041	\$9,096
Lawrence County IN	\$12,507	29861	\$3,411	\$9,096
David Komie Attorney	\$56,417	10134	\$47,324	\$9,093
Shan Kishi Japanese Restaurant	\$41,876	12978	\$32,784	\$9,092
Shoe Stop Shoe Store	\$20,333	22122	\$11,249	\$9,084
JRs Jewelry & Gifts Store	\$37,080	14329	\$28,000	\$9,080
Great Lakes Natural Medicine	\$12,580	29775	\$3,500	\$9,080
Shed BBQ & Blues Joint	\$12,455	30023	\$3,378	\$9,077
America On Track Organization	\$18,765	23367	\$9,690	\$9,075
Clear Employer Services	\$15,673	26162	\$6,600	\$9,073
FIVE STAR JEWELERS	\$12,252	30262	\$3,179	\$9,073
Kelley & Ferraro Attorneys	\$84,208	7150	\$75,138	\$9,070
Alabama Ballet	\$14,335	27655	\$5,267	\$9,068
Yakov Smirnoff Personal Appearance	\$12,273	30244	\$3,205	\$9,068
TOWN OF OCEAN CITY	\$63,444	9194	\$54,377	\$9,067
Cosmetic Rejuvenation Center	\$109,255	5630	\$100,191	\$9,064
Givenchy	\$219,063	2934	\$210,000	\$9,063
Garske Hewitt Attorneys	\$14,661	27306	\$5,600	\$9,061
SPOONER WI	\$12,146	30397	\$3,087	\$9,059
Ishkhan John Bayrakdarian DMD	\$66,912	8779	\$57,856	\$9,056
TOGAR RUGS STORE	\$95,399	6366	\$86,347	\$9,052
Access Supports For Living Employment Agency	\$29,484	17145	\$20,434	\$9,050
SAN FRANCISCO FOOD BANK	\$10,450	32892	\$1,400	\$9,050
Smokee Mos BBQ Restaurant	\$22,810	20537	\$13,761	\$9,049
Tokyo Grill Restaurant	\$16,350	25514	\$7,302	\$9,048
Simply Wisdom Teeth	\$17,040	24868	\$7,994	\$9,046
Atomic Credit Union	\$69,959	8449	\$60,914	\$9,045

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
HAINES & KIBBLEHOUSE SVC	\$46,656	11889	\$37,612	\$9,044
Russell Local Dealer	\$22,138	20979	\$13,095	\$9,043
Sullivans Shutter Factory Store	\$33,254	15592	\$24,214	\$9,040
LIFE STYLE STAFFING	\$21,215	21535	\$12,175	\$9,040
Cabinetworks Kitchens Contractor	\$14,200	27794	\$5,160	\$9,040
Certapro Painters	\$132,595	4747	\$123,557	\$9,038
Intl Heli-Tours	\$13,500	28575	\$4,462	\$9,038
BENNYS CAR WASH	\$52,330	10760	\$43,295	\$9,035
Browns Tree Service	\$14,938	27036	\$5,910	\$9,028
Wood County Board Of Developmental Disabilities	\$12,320	30187	\$3,300	\$9,020
Jimmy Yuan Realtor	\$42,182	12896	\$33,164	\$9,018
FL Roberts Service Station	\$19,011	23168	\$9,995	\$9,016
Green Nugget Recreational Marijuana Shop	\$56,578	10113	\$47,563	\$9,015
TRUCKERS WORLD TRUCK STP	\$23,323	20291	\$14,312	\$9,011
Hafner & Sons Landscape Supply	\$27,030	18272	\$18,020	\$9,010
Lander University	\$24,474	19607	\$15,464	\$9,010
Sun Life Family Health Center	\$11,051	31998	\$2,042	\$9,009
HOSPICE OF HOLLAND HOME	\$123,672	5036	\$114,667	\$9,005
CRESTVIEW RV DLR	\$97,855	6217	\$88,855	\$9,000
Skaff	\$78,000	7650	\$69,000	\$9,000
Ellis Island Casino & Restaurant	\$58,500	9848	\$49,500	\$9,000
Grainger	\$35,500	14827	\$26,500	\$9,000
Greek Chicken Restaurant	\$22,750	20582	\$13,750	\$9,000
SpineCare Center	\$21,600	21305	\$12,600	\$9,000
JACOBS CENTER	\$19,500	22777	\$10,500	\$9,000
Fox Family Dentistry	\$18,000	23968	\$9,000	\$9,000
Quattro Signs & Graphics	\$18,000	23968	\$9,000	\$9,000
Virginia Marine Products Board	\$18,000	23968	\$9,000	\$9,000
Alexanders Of Atlanta Fine Diamonds	\$12,000	30536	\$3,000	\$9,000
PATTONS FINE JEWELRY	\$12,000	30536	\$3,000	\$9,000
Providence Country Day School	\$11,500	31343	\$2,500	\$9,000
Adam M Vander Heyden	\$10,800	32360	\$1,800	\$9,000
Fred Martin Local Dealer	\$13,495	28648	\$4,500	\$8,995
FLYING J SERVICE STATION	\$28,783	17455	\$19,790	\$8,993
Santee Cooper Electric & Water	\$17,297	24657	\$8,311	\$8,986
KROENKE SPORTS ENTRPRS	\$128,925	4858	\$119,942	\$8,983
Excel Academy	\$73,289	8108	\$64,311	\$8,978
Classic Arms Co	\$28,652	17517	\$19,676	\$8,976
River Rock Restaurant & Marina Bar	\$88,875	6823	\$79,900	\$8,975
UINTA BREWING CO	\$31,149	16429	\$22,174	\$8,975
Louisville Metro Council	\$37,850	14089	\$28,876	\$8,974

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Kenworth Truck Centres Local Dealer	\$15,943	25932	\$6,980	\$8,963
Rural Health Care Inc	\$39,661	13546	\$30,702	\$8,959
Mardi Gras Casino & Resort	\$69,242	8515	\$60,288	\$8,954
SELECT REALTY	\$18,843	23309	\$9,890	\$8,953
Onward Reserve Store	\$10,350	33056	\$1,400	\$8,950
Karnation Intimate Apparel Clothing Store	\$26,236	18651	\$17,290	\$8,946
Bay Plaza Shopping Center	\$26,835	18375	\$17,890	\$8,945
CALLOWAY OIL CO	\$93,263	6500	\$84,320	\$8,943
Camarena Law Office	\$39,614	13554	\$30,677	\$8,937
Carlen Local Dealer	\$92,231	6579	\$83,302	\$8,929
GYM SRQ Fitness & Fuel Center	\$14,875	27103	\$5,950	\$8,925
Big Reno Show	\$11,274	31667	\$2,350	\$8,924
First US Community Credit Union	\$12,136	30413	\$3,214	\$8,922
Cape Fear Community College	\$66,242	8856	\$57,321	\$8,921
Manyavar	\$16,121	25713	\$7,200	\$8,921
North Trail RV Center	\$110,317	5580	\$101,404	\$8,913
C&E Healthcare Solutions Insurance Agency	\$13,113	29060	\$4,200	\$8,913
Bulldog Local Dealer	\$126,921	4914	\$118,010	\$8,911
Martins Point Health Care	\$58,288	9882	\$49,378	\$8,910
Vanderford Air Service	\$48,876	11441	\$39,967	\$8,909
Best One Tire & Service	\$83,672	7179	\$74,765	\$8,907
Syracuse University	\$139,894	4523	\$130,989	\$8,905
Riverside Community College	\$51,100	10977	\$42,200	\$8,900
California Workers Comp	\$23,975	19935	\$15,075	\$8,900
Centro Familiar Cristiano	\$22,650	20625	\$13,750	\$8,900
Rock The South Festival	\$18,500	23583	\$9,600	\$8,900
Kentucky Humane Society	\$15,650	26185	\$6,750	\$8,900
Masala Indian/Restaurant	\$14,300	27682	\$5,400	\$8,900
African American Museum	\$12,400	30084	\$3,500	\$8,900
Sky Time	\$37,652	14147	\$28,755	\$8,897
GAGE MARINE	\$21,318	21480	\$12,423	\$8,895
MR BAR STOOL STORE	\$11,144	31878	\$2,250	\$8,894
Preferred Properties	\$39,084	13709	\$30,192	\$8,892
Shutters Hotel	\$27,046	18266	\$18,154	\$8,892
TUSCALOOSA COUNTY	\$38,134	13995	\$29,247	\$8,887
Jackson State University	\$55,410	10263	\$46,528	\$8,882
Spine West	\$10,800	32363	\$1,920	\$8,880
Polekatz Gentlemens Club	\$80,021	7466	\$71,150	\$8,871
Zinpro	\$10,665	32566	\$1,800	\$8,865
FIVE STAR REALTY	\$19,610	22697	\$10,750	\$8,860
Ayers Furniture Store	\$17,004	24886	\$8,148	\$8,856

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
FERGUSON ENTRPRS CONTR	\$81,904	7301	\$73,049	\$8,855
Rich Orthodontics	\$17,651	24354	\$8,796	\$8,855
Craigs Cruisers Fun Ctr	\$50,322	11119	\$41,468	\$8,854
Rio Del Sol Inn	\$13,101	29068	\$4,247	\$8,854
Shrine Circus	\$24,614	19523	\$15,764	\$8,850
FH Furr Plumbing Heating & AC Service	\$204,796	3134	\$195,948	\$8,848
HENTKOWSKI HEATING & AC	\$10,257	33188	\$1,415	\$8,842
Gardendale Funeral Home	\$27,367	18110	\$18,527	\$8,840
Granzellas Restaurant	\$63,576	9180	\$54,739	\$8,837
Oklahoma Shirt Co Clothing Store	\$11,544	31304	\$2,708	\$8,836
Metal Mart Building Supply	\$41,426	13105	\$32,593	\$8,833
CHAPEL/PEACE FUNERAL HM	\$19,830	22533	\$10,998	\$8,832
Lucky Dill Restaurant	\$13,244	28879	\$4,415	\$8,829
Forever Me Cancer Specialty Boutique	\$13,200	28913	\$4,375	\$8,825
Shoes For Crews	\$12,500	29872	\$3,675	\$8,825
Happy Shack Smoke Shop	\$24,352	19684	\$15,532	\$8,820
YUMA UNION HIGH SCH DIST	\$22,238	20907	\$13,420	\$8,818
SURDYKE HARLEY DVDSN STR	\$18,238	23803	\$9,420	\$8,818
Cancer Care Centers	\$48,261	11562	\$39,444	\$8,817
Hot Flixx Adult Store	\$23,450	20211	\$14,639	\$8,811
Dott Insurance Group	\$12,087	30462	\$3,278	\$8,809
Detroit Garage Auto Repair	\$11,465	31421	\$2,663	\$8,802
Allen Plumbing Co	\$127,409	4902	\$118,608	\$8,801
Craven County Schools	\$15,000	26823	\$6,200	\$8,800
Pinellas Technical College	\$14,800	27168	\$6,000	\$8,800
Outlaws Saloon & Dance Hall	\$11,000	32082	\$2,200	\$8,800
Total Quality Logistics Service	\$10,800	32363	\$2,000	\$8,800
Henritze Dental Group	\$11,394	31531	\$2,598	\$8,796
BENS APPLIANCE STORE	\$10,688	32546	\$1,900	\$8,788
Baumann & DeGroot Heating Cooling	\$38,454	13906	\$29,667	\$8,787
Xpert Car Care	\$17,285	24667	\$8,500	\$8,785
Channell	\$41,848	12985	\$33,064	\$8,784
State Of Franklin Healthcare Assoc	\$31,082	16461	\$22,305	\$8,777
Folmars Pawn	\$12,600	29721	\$3,825	\$8,775
Brickl Brothers	\$28,005	17795	\$19,232	\$8,773
Salvos Pizza Pantry	\$13,158	28996	\$4,386	\$8,772
Maddies Motorsports	\$12,672	29654	\$3,900	\$8,772
First Communities Mgt	\$17,710	24306	\$8,946	\$8,764
BRP Local Dealer	\$14,729	27243	\$5,965	\$8,764
Clark Hall Attorney At Law	\$51,046	10981	\$42,285	\$8,761
New Jersey Office Of Information	\$34,238	15273	\$25,478	\$8,760

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Loescher Realty	\$15,012	26811	\$6,255	\$8,757
Triad Mechanical Service	\$11,700	31083	\$2,946	\$8,754
Generations Federal Credit Union	\$33,868	15399	\$25,116	\$8,752
Flooring Edge Store	\$23,084	20394	\$14,332	\$8,752
Air Masters Of Tampa Bay Inc	\$23,750	20043	\$14,999	\$8,751
Rhoda Goldman Plaza Assisted Living	\$12,090	30458	\$3,339	\$8,751
WMAS	\$51,950	10830	\$43,200	\$8,750
Anaheim Ducks	\$15,000	26823	\$6,250	\$8,750
Idaho Art Charter School	\$12,800	29498	\$4,050	\$8,750
Masonite	\$10,750	32456	\$2,000	\$8,750
COMBS COLLISION RPR SVC	\$10,500	32751	\$1,750	\$8,750
Barrington Outfitters Store	\$14,808	27162	\$6,060	\$8,748
JOPLIN MO	\$10,480	32858	\$1,732	\$8,748
Wildflower Orthodontics	\$10,480	32859	\$1,732	\$8,748
Havard Real Estate Group	\$18,442	23635	\$9,696	\$8,746
Rhodes Pump Service	\$15,444	26419	\$6,700	\$8,744
Lake Charles Memorial Hospital	\$78,093	7643	\$69,350	\$8,743
Jeong & Assoc Attorney	\$80,672	7405	\$71,930	\$8,742
GMC Local Dealer	\$18,979	23211	\$10,238	\$8,741
Blake Austin College	\$41,452	13103	\$32,712	\$8,740
SPACE COAST HARLEY-DVDSN	\$80,186	7447	\$71,449	\$8,737
Crossroads Co Real Estate Agency	\$18,515	23572	\$9,780	\$8,735
Vista Medical Group	\$100,875	6023	\$92,144	\$8,731
Tristan Crist Magic Theatre	\$51,659	10876	\$42,928	\$8,731
CENTRAL MN REALTY	\$26,370	18582	\$17,641	\$8,729
Dreamers Restaurant & Bakery	\$15,029	26799	\$6,303	\$8,726
Linnell Newhall Martin & Schulke Attorneys	\$14,691	27284	\$5,965	\$8,726
Universal Forest Products Inc	\$266,395	2402	\$257,670	\$8,725
First American Credit Union	\$13,131	29026	\$4,413	\$8,718
Nazareth Local Dealer	\$43,629	12573	\$34,912	\$8,717
Holencik Exteriors Contractor	\$42,002	12934	\$33,299	\$8,703
LA METRO TASK FORCE	\$17,502	24474	\$8,800	\$8,702
Erin Kennedy MD	\$37,700	14133	\$29,000	\$8,700
King University	\$16,400	25464	\$7,700	\$8,700
Rick Green Investments	\$13,073	29107	\$4,374	\$8,699
Pier Park Crossings Apartments	\$38,588	13873	\$29,892	\$8,696
Drohan Brick & Supply	\$11,850	30913	\$3,160	\$8,690
Opera Omaha	\$13,000	29171	\$4,312	\$8,688
Hixson Local Dealer	\$26,639	18463	\$17,958	\$8,681
Cobram Estate	\$43,483	12605	\$34,803	\$8,680
Kim & Lin Logan Real Estate	\$20,940	21732	\$12,260	\$8,680

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
CHIRO MED CHIROPRACTIC	\$15,416	26437	\$6,743	\$8,673
Engineered Solutions of GA	\$137,376	4593	\$128,705	\$8,671
EZ Bait & Tackle Store	\$45,526	12118	\$36,856	\$8,670
Real TX Gun Show	\$14,330	27658	\$5,660	\$8,670
Franks Car Wash	\$17,494	24523	\$8,825	\$8,669
CATFISH QUEEN PRTNRSH	\$33,285	15583	\$24,618	\$8,667
NEW YORK JEWELRY STORE	\$14,666	27304	\$6,000	\$8,666
City Of Lockport IL	\$11,744	31040	\$3,078	\$8,666
EARLY CHILDHOOD ALLIANCE	\$11,545	31303	\$2,880	\$8,665
US Golf Assn	\$16,050	25779	\$7,386	\$8,664
AutoHaus Auto Repair Service	\$12,996	29254	\$4,332	\$8,664
Beyond By Aerus	\$10,830	32327	\$2,166	\$8,664
Texaco	\$42,539	12829	\$33,878	\$8,661
Outdoor Advertising Foundation Of NY	\$17,160	24776	\$8,500	\$8,660
MIDWEST MOTORSPORTS	\$16,958	24946	\$8,300	\$8,658
Armor Bank	\$13,351	28766	\$4,696	\$8,655
Henry Schein	\$12,300	30203	\$3,645	\$8,655
Adventure Local Dealer	\$77,824	7668	\$69,170	\$8,654
Frank S Buck Attorney	\$44,220	12443	\$35,568	\$8,652
Goodfellas Moving Co	\$18,576	23527	\$9,925	\$8,651
Old Bridge School Of Dance	\$10,150	33352	\$1,500	\$8,650
Wabash Valley Right To Life	\$10,150	33352	\$1,500	\$8,650
Ruoff Home Mortgage	\$14,340	27651	\$5,691	\$8,649
American Community Bank	\$26,813	18383	\$18,166	\$8,647
MEADOWS/GREENFIELD DEV	\$27,335	18123	\$18,690	\$8,645
Titan Medical Center	\$61,154	9481	\$52,513	\$8,641
Merts Comfort Central Heating & Air Conditioning Service	\$17,250	24694	\$8,610	\$8,640
Andrew Minigh DDS	\$22,623	20650	\$13,984	\$8,639
Avadian Credit Union	\$17,337	24626	\$8,700	\$8,637
Equinox Fitness Clubs	\$219,543	2930	\$210,909	\$8,634
Carroll County Health Department	\$33,727	15440	\$25,095	\$8,632
Oregon Symphony	\$18,750	23381	\$10,118	\$8,632
COUCH POTATO CARPET	\$10,791	32415	\$2,160	\$8,631
Coolsculpting	\$17,172	24766	\$8,546	\$8,626
Island Furniture Store	\$20,875	21758	\$12,250	\$8,625
Thrush Law Group	\$29,062	17314	\$20,441	\$8,621
Hayden Outdoors Real Estate	\$14,516	27442	\$5,897	\$8,619
Gilbert AZ	\$10,156	33345	\$1,540	\$8,616
Sierra Wellness Connection Medical Marijuana Dispensary	\$80,370	7427	\$71,759	\$8,611
Gilman Heating & Cooling	\$38,832	13806	\$30,226	\$8,606
Embrace Home Loans	\$18,408	23665	\$9,805	\$8,603

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Bank Of Holland	\$19,431	22883	\$10,830	\$8,601
Birthright Intl Organization	\$12,201	30320	\$3,600	\$8,601
Dunkins Diamonds Jewelry	\$100,592	6037	\$91,992	\$8,600
CAMBRIDGE FRIENDS SCHOOL	\$16,850	25043	\$8,250	\$8,600
Ashtabula County Board Of Developmental Disabilities	\$11,850	30912	\$3,250	\$8,600
PROPERTY SHOP RE AGENCY	\$15,665	26170	\$7,066	\$8,599
Windwalker Transportation Storage Services	\$45,010	12244	\$36,412	\$8,598
El Merendero Restaurant	\$14,333	27657	\$5,735	\$8,598
PRECISION HEATING & AIR	\$24,467	19611	\$15,876	\$8,591
Northwest TX Healthcare System	\$117,440	5254	\$108,850	\$8,590
MARKMANS JEWELERS	\$17,794	24245	\$9,208	\$8,586
WESTERN WY COMMUNITY CLG	\$31,244	16384	\$22,660	\$8,584
Hatfield Medical Group	\$25,211	19169	\$16,629	\$8,582
Leggett & Platt	\$11,475	31399	\$2,900	\$8,575
Gold Coin Exchange	\$16,320	25543	\$7,746	\$8,574
Carolina Mountain Sales Real Estate Agency	\$14,699	27267	\$6,125	\$8,574
Guide Dogs For The Blind School	\$26,250	18636	\$17,684	\$8,566
DAVID FAIRCLOUGH JWLRS	\$47,190	11786	\$38,629	\$8,561
DESOTO CAVERNS PARK	\$40,151	13398	\$31,594	\$8,557
Cedarhurst Senior Living Home	\$13,107	29062	\$4,550	\$8,557
TRINITY LOC DLR	\$17,376	24600	\$8,822	\$8,554
Codman Square Health Center	\$17,200	24738	\$8,650	\$8,550
Akitas Sushi Restaurant	\$13,800	28241	\$5,250	\$8,550
Heritage Fireplace & Stoves Shoppe	\$13,800	28241	\$5,250	\$8,550
HEALING PLACE CHURCH	\$10,950	32200	\$2,400	\$8,550
Public Market	\$10,200	33258	\$1,650	\$8,550
Oval Office Gentlemens Club	\$34,146	15306	\$25,604	\$8,542
Benchleys Amish Furniture Store	\$32,822	15756	\$24,283	\$8,539
Ellis Battery Store	\$33,947	15376	\$25,409	\$8,538
Mossy Oak Properties Realty	\$38,787	13819	\$30,250	\$8,537
PSYCHIC CONSULTANTS	\$11,728	31057	\$3,193	\$8,535
Lincoln University	\$19,119	23110	\$10,590	\$8,529
French Quarter Facades Contractor	\$21,727	21245	\$13,200	\$8,527
Bonneville High School	\$11,388	31535	\$2,868	\$8,520
Veterans Memorial Hospital	\$24,671	19491	\$16,155	\$8,516
George Stone Technical Center	\$17,950	24107	\$9,450	\$8,500
Wallys Wine Store	\$13,600	28464	\$5,100	\$8,500
Highland Brewing	\$13,000	29171	\$4,500	\$8,500
Junction House Pub Restaurant	\$10,900	32258	\$2,400	\$8,500
SITEL SERVICES	\$10,800	32363	\$2,300	\$8,500
KNOX RAIL SALVAGE CO	\$13,162	28991	\$4,664	\$8,498

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Vein Envy Clinic	\$18,407	23666	\$9,915	\$8,492
GLOBAL PEST CONTROL SVC	\$11,100	31917	\$2,608	\$8,492
Corner Bakery Cafe	\$30,301	16788	\$21,812	\$8,489
Dutch Miller Local Dealer	\$25,844	18855	\$17,355	\$8,489
East Coast Chicken Restaurant	\$20,894	21755	\$12,412	\$8,482
Astiva Health	\$27,103	18235	\$18,625	\$8,478
Rallys Hamburger Restaurant	\$103,241	5892	\$94,765	\$8,476
Denise Walsh & Partners Real Estate	\$11,475	31399	\$3,000	\$8,475
Micron Technology Co	\$43,605	12579	\$35,131	\$8,474
B&G Services	\$49,721	11265	\$41,250	\$8,471
Moses Eyecare Center	\$51,606	10882	\$43,137	\$8,469
Papa Pasquales Pizzeria	\$25,116	19223	\$16,650	\$8,466
Center For Aesthetics & Plastic Surgery Center	\$10,215	33245	\$1,750	\$8,465
REED & ASSOC ATTY	\$19,410	22900	\$10,950	\$8,460
Westside Market Store	\$173,808	3678	\$165,351	\$8,457
AFFORDABLE RVS	\$10,545	32709	\$2,088	\$8,457
WILLS GROUP SERVICES	\$17,457	24547	\$9,001	\$8,456
United Fidelity Bank	\$14,855	27123	\$6,400	\$8,455
Gary Community School Corp	\$12,950	29337	\$4,500	\$8,450
DEAN BOSLERS FURN SHWRM	\$18,824	23324	\$10,375	\$8,449
UNCLE MIKES	\$12,738	29589	\$4,289	\$8,449
Voyager Fishing & Dolphin Cruises	\$19,470	22859	\$11,025	\$8,445
Su Cabrito USA Butcher Shop	\$16,890	25012	\$8,445	\$8,445
Squatch Bikes & Brews Shop	\$15,924	25942	\$7,480	\$8,444
Dyersburg State Community College	\$38,086	14008	\$29,644	\$8,442
Roberts Western World Restaurant	\$77,169	7731	\$68,731	\$8,438
Denver Downs Farm	\$16,687	25199	\$8,250	\$8,437
FAITH BAPTIST CHURCH	\$13,786	28266	\$5,355	\$8,431
Marquis Roofing Contractor	\$10,578	32670	\$2,148	\$8,430
ADECA Alabama Department Of Economic & Community Affairs	\$15,775	26060	\$7,350	\$8,425
Woolly Mammoth Theatre	\$18,310	23750	\$9,888	\$8,422
Pattersons Amish Furniture Store	\$41,784	13009	\$33,363	\$8,421
Civilian Jobs Employment Agency	\$40,450	13332	\$32,030	\$8,420
LongBoards Restaurant & Bar	\$16,840	25051	\$8,420	\$8,420
WAR MEMORIAL OPERA HOUSE	\$12,850	29438	\$4,430	\$8,420
Dogtastic Dog Training	\$12,289	30229	\$3,870	\$8,419
Precision Turf Inc	\$10,656	32572	\$2,238	\$8,418
AWAL Marketing Service	\$11,907	30845	\$3,492	\$8,415
Posh Nail & Spa	\$22,829	20525	\$14,416	\$8,413
Birch Run MI	\$17,412	24566	\$9,000	\$8,412
Emerald Lawn Care Service	\$20,010	22327	\$11,600	\$8,410

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
La Parilla Mexican Restaurant	\$81,712	7317	\$73,304	\$8,408
Laurel Highlands PA	\$55,890	10208	\$47,482	\$8,408
RICHMARK CARPET STORE	\$22,044	21042	\$13,637	\$8,407
Cirillas Store	\$11,922	30816	\$3,520	\$8,402
Cherokee Distributing	\$55,200	10288	\$46,800	\$8,400
SPA WEST DAY SPA & SALON	\$25,200	19174	\$16,800	\$8,400
Susies Senior Dogs Service	\$18,650	23466	\$10,250	\$8,400
Dunaway Law Firm	\$16,800	25081	\$8,400	\$8,400
Graphicka Advertising Service	\$13,650	28404	\$5,250	\$8,400
Washington Pavilion Of Arts & Sciences	\$10,300	33126	\$1,900	\$8,400
Super-Sod	\$171,112	3733	\$162,713	\$8,399
RICHMOND DEPT/PBLC UTILTS	\$18,471	23620	\$10,077	\$8,394
Loffler Integrated/Copier	\$11,860	30901	\$3,475	\$8,385
Greater Catonsville Chamber Of Commerce	\$13,138	29023	\$4,757	\$8,381
Kansas Home Guys Realtor	\$15,876	25977	\$7,496	\$8,380
Vicksburg MS	\$15,635	26207	\$7,255	\$8,380
La Fiesta Mexican Restaurant	\$11,979	30756	\$3,600	\$8,379
Gioninos Pizzeria	\$56,973	10064	\$48,601	\$8,372
LA DE DA FINE LINGERIE	\$14,820	27147	\$6,451	\$8,369
Choice Realty Co	\$13,154	29002	\$4,785	\$8,369
ADEMA HEATING & COOLING	\$14,352	27633	\$5,985	\$8,367
Oak Partners Financial Advisory	\$19,516	22770	\$11,151	\$8,365
MIDWEST ENT CENTRE	\$25,457	19043	\$17,094	\$8,363
Buffalo Promise Neighborhood Organization	\$13,822	28219	\$5,460	\$8,362
Rio Grande Credit Union	\$58,739	9817	\$50,379	\$8,360
Mayland Community College	\$48,394	11541	\$40,034	\$8,360
Fireworks Unlimited Store	\$26,539	18499	\$18,180	\$8,359
Town & Country Veterinary Clinic	\$41,622	13049	\$33,266	\$8,356
Americana Arms Llc	\$22,155	20963	\$13,800	\$8,355
Lindsay Local Dealer	\$80,254	7438	\$71,900	\$8,354
Livingston County Department of Health & Human Services	\$15,799	26033	\$7,445	\$8,354
Cigar City Brewing Co	\$56,378	10138	\$48,027	\$8,351
Attila Wings Restaurant	\$11,243	31753	\$2,892	\$8,351
Findlay Roofing Service	\$21,200	21542	\$12,850	\$8,350
American Repertory Theater	\$19,450	22868	\$11,100	\$8,350
Super King Markets	\$18,750	23381	\$10,400	\$8,350
Toys For Tots	\$10,000	33565	\$1,650	\$8,350
Dos Bros Fresh Mexican Grill	\$14,894	27090	\$6,546	\$8,348
Rockstar Home Services	\$11,811	30961	\$3,466	\$8,345
Car-Lotta Local Dealer	\$48,285	11557	\$39,945	\$8,340
TRW	\$11,025	32053	\$2,685	\$8,340

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Home Design Center Building Store	\$23,394	20256	\$15,056	\$8,338
Hillcrest Baptist Church	\$17,548	24431	\$9,211	\$8,337
WRHQ	\$13,452	28674	\$5,115	\$8,337
Great Skate Skating Rink	\$16,790	25119	\$8,456	\$8,334
Artcan Cannabis Dispensary	\$32,850	15747	\$24,518	\$8,332
River Valley Tractor	\$30,337	16770	\$22,005	\$8,332
Pizzeria Casa Nostra Restaurant	\$13,746	28317	\$5,416	\$8,330
GORDON TRUCKING CO	\$18,075	23922	\$9,750	\$8,325
Interim HealthCare Service	\$11,623	31195	\$3,300	\$8,323
SHOE SENSATION STORE	\$17,582	24407	\$9,265	\$8,317
St Paul Catholic High School	\$13,145	29017	\$4,830	\$8,315
Corradino & Papa Attorneys	\$374,400	1711	\$366,086	\$8,314
Browns Furniture Store	\$50,816	11025	\$42,504	\$8,312
Tullahoma Funeral Home	\$24,936	19380	\$16,624	\$8,312
Southern OR Medical Aesthetics	\$12,176	30354	\$3,867	\$8,309
Friendly Express Store	\$19,558	22741	\$11,250	\$8,308
Movement Mortgage	\$25,410	19072	\$17,104	\$8,306
STRANO&ASSOC REAL ESTATE	\$17,115	24801	\$8,812	\$8,303
Brads Electronics Store	\$12,426	30060	\$4,125	\$8,301
OraSure	\$19,250	23006	\$10,950	\$8,300
Whitaker Bank	\$12,200	30324	\$3,900	\$8,300
WILSON MEDICAL CENTER	\$24,471	19609	\$16,176	\$8,295
Express Mart Food Store	\$11,692	31137	\$3,400	\$8,292
COUNTY DISTRIBUTING	\$10,392	32992	\$2,100	\$8,292
Vacationland Federal Credit Union	\$48,735	11474	\$40,448	\$8,287
Antons Fine Jewelry Store	\$44,487	12390	\$36,200	\$8,287
Hunt Local Dealer	\$12,429	30054	\$4,143	\$8,286
Clevens Face & Body Specialists	\$34,202	15280	\$25,917	\$8,285
Charles R Drew University	\$10,219	33242	\$1,940	\$8,279
Kemp & Ruge Law Group	\$169,359	3777	\$161,086	\$8,273
Truett McConnell University	\$15,546	26301	\$7,278	\$8,268
Anythink Library	\$50,060	11173	\$41,797	\$8,263
Illinois Child Death Review Team	\$33,562	15490	\$25,300	\$8,262
St Martins Episcopal School	\$13,312	28809	\$5,050	\$8,262
Camp & Cruise Boat Sales	\$20,000	22337	\$11,742	\$8,258
Jacobs Real Estate	\$11,507	31337	\$3,250	\$8,257
Merion Caterers	\$52,827	10677	\$44,571	\$8,256
Best Services Store	\$23,040	20421	\$14,784	\$8,256
SAIA	\$14,055	27936	\$5,800	\$8,255
MOLLY BROWNS FIREWORKS	\$13,687	28372	\$5,433	\$8,254
Portsmouth Police Department	\$43,186	12684	\$34,933	\$8,253

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Alfa Romeo	\$32,631	15817	\$24,380	\$8,251
Wenatchee Valley	\$66,000	8888	\$57,750	\$8,250
Empire Hospice Care	\$14,850	27125	\$6,600	\$8,250
Takeda	\$10,846	32315	\$2,600	\$8,246
CLARKES JEWELERS	\$47,521	11722	\$39,278	\$8,243
Intl Diamond Center	\$293,068	2192	\$284,826	\$8,242
Shell House Restaurant	\$24,020	19853	\$15,780	\$8,240
MBVJ Hesperia Hotels	\$28,812	17433	\$20,580	\$8,232
Land Of Lincoln Credit Union	\$31,292	16350	\$23,070	\$8,222
Alamo Kids Dental Clinic	\$13,041	29143	\$4,820	\$8,221
Southeast Community College	\$12,241	30283	\$4,022	\$8,219
Fertility Center Of NM	\$23,044	20420	\$14,830	\$8,214
Virginia Department Of Agriculture & Consumer Services	\$17,700	24313	\$9,489	\$8,211
Richmond Furniture Showroom	\$45,120	12220	\$36,910	\$8,210
Elliott Roofing Co	\$20,830	21788	\$12,620	\$8,210
Just Kids Pediatrics	\$54,286	10437	\$46,080	\$8,206
Pats Of Henderson Restaurant	\$70,651	8364	\$62,447	\$8,204
Thriller Miami Speedboat Adventures	\$36,000	14663	\$27,800	\$8,200
VON THUNS FARM	\$17,900	24156	\$9,700	\$8,200
New York Gastroenterology Associates	\$14,234	27768	\$6,034	\$8,200
Vision Source Eye Center	\$11,400	31493	\$3,200	\$8,200
TUSCALOOSA AL	\$11,000	32082	\$2,800	\$8,200
Proscan Imaging Center	\$37,225	14289	\$29,030	\$8,195
Seed Public Charter School	\$23,320	20291	\$15,125	\$8,195
AIR ONE HEATING & AC SVC	\$34,192	15283	\$26,000	\$8,192
Campbell University	\$12,704	29620	\$4,513	\$8,191
Thibodaux Regional Medical Center	\$95,063	6388	\$86,875	\$8,188
AmeriCU Credit Union	\$90,683	6691	\$82,496	\$8,187
Mediate.ly Advertising Service	\$36,700	14450	\$28,520	\$8,180
Farm Fresh Market	\$19,169	23074	\$10,990	\$8,179
1st Dental & Orthodontics	\$25,382	19090	\$17,211	\$8,171
Vision Real Estate	\$12,833	29464	\$4,667	\$8,166
Panhandle Helicopters	\$65,451	8957	\$57,288	\$8,163
Distracted Driving Device	\$11,837	30930	\$3,675	\$8,162
Iowa State University	\$131,220	4779	\$123,062	\$8,158
Fayetteville Technical Community College	\$95,872	6337	\$87,715	\$8,157
Brooklyn Local Dealer	\$52,650	10703	\$44,494	\$8,156
Plummers Waste Services	\$38,403	13918	\$30,253	\$8,150
Genesis Diamonds Store	\$168,252	3799	\$160,105	\$8,147
6S Steakhouse	\$10,801	32359	\$2,656	\$8,145
Washington State Health Care Authority	\$93,955	6455	\$85,812	\$8,143

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
WICHITA PUBLIC SCHOOLS	\$13,450	28683	\$5,310	\$8,140
OUTDOOR JUNCTION STORE	\$39,725	13528	\$31,588	\$8,137
Next New Homes Realty	\$20,130	22250	\$12,000	\$8,130
Kenworth Sales Co	\$17,208	24728	\$9,078	\$8,130
Digestive Disease Specialists	\$35,206	14915	\$27,080	\$8,126
Bishop Insurance Agency	\$14,625	27332	\$6,500	\$8,125
Carroll Distributing	\$181,632	3535	\$173,508	\$8,124
City Of Fontana Community Services Department	\$16,248	25604	\$8,124	\$8,124
American Tree Service	\$13,223	28895	\$5,100	\$8,123
Kish Bank	\$28,337	17663	\$20,217	\$8,120
Evangelical Community Hospital	\$20,240	22180	\$12,120	\$8,120
SPINDEL EYE ASSOC	\$54,099	10467	\$45,982	\$8,117
Global Neurosciences Institute	\$38,699	13841	\$30,584	\$8,115
Ontario CA	\$13,315	28807	\$5,200	\$8,115
Citizens Business Bank	\$178,897	3583	\$170,788	\$8,109
Cookeville Local Dealer	\$54,464	10411	\$46,358	\$8,106
NBT Bank	\$35,400	14853	\$27,295	\$8,105
CS Beef Packers	\$25,600	18973	\$17,499	\$8,101
Special Olympics	\$19,200	23044	\$11,100	\$8,100
SUPERSONIC CAR WASH	\$16,500	25348	\$8,400	\$8,100
Trumann High School	\$15,930	25938	\$7,830	\$8,100
Alcoholics Anonymous	\$15,650	26184	\$7,550	\$8,100
Gallatin Realty Co	\$11,100	31917	\$3,000	\$8,100
CENTRAL LAKES COLLEGE	\$17,678	24329	\$9,580	\$8,098
Southern Urgent Care Center	\$23,696	20068	\$15,600	\$8,096
Saltwater Cowboys Bar & Grill	\$14,683	27292	\$6,594	\$8,089
ASHOORI & CO JEWELERS	\$35,223	14908	\$27,136	\$8,087
Clinton MS	\$11,635	31177	\$3,550	\$8,085
SiteOne Landscape Supply Store	\$28,000	17801	\$19,916	\$8,084
Robichaux Law Firm	\$26,140	18684	\$18,062	\$8,078
Big Whiskeys American Restaurant & Bar	\$25,030	19263	\$16,952	\$8,078
Northern Nurse Practitioners Dermatology & Aesthetics	\$25,550	18996	\$17,475	\$8,075
Eiland & Ritchie Attorneys	\$20,948	21724	\$12,874	\$8,074
Portage Lakes Career Center	\$22,322	20863	\$14,250	\$8,072
NEROLI SALON & SPA	\$13,542	28532	\$5,471	\$8,071
Fantastic Caverns	\$204,325	3140	\$196,255	\$8,070
PAsunrooms Contractor	\$42,525	12832	\$34,455	\$8,070
Centers For Families & Children	\$20,670	21900	\$12,600	\$8,070
Sunny Island RV Sales & Service	\$57,912	9929	\$49,847	\$8,065
LYLE PEARSON LOC DLR	\$36,378	14566	\$28,313	\$8,065
Ramdas Investments	\$12,413	30069	\$4,348	\$8,065

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
First Baptist Church Wylie	\$10,735	32478	\$2,672	\$8,063
MCGOWAN SPINAL REHAB CTR	\$107,542	5700	\$99,480	\$8,062
Delaware Plumbing Professionals	\$40,290	13368	\$32,228	\$8,062
PACIFIC HOME FRNSHNG STR	\$67,219	8746	\$59,161	\$8,058
Brownsville South Padre Island Intl Airport	\$27,783	17910	\$19,727	\$8,056
Canan Law Attorneys	\$54,440	10414	\$46,386	\$8,054
WOOD DEN INC	\$17,387	24589	\$9,333	\$8,054
Emerald Coast Rheumatology	\$26,886	18348	\$18,833	\$8,053
Tullys Good Times Restaurant	\$23,147	20375	\$15,096	\$8,051
Tre Scalini Restaurant	\$29,325	17211	\$21,275	\$8,050
Barnstable Bottle Shoppe	\$17,938	24122	\$9,894	\$8,044
Sebastian River Medical Center	\$44,950	12290	\$36,909	\$8,041
Goldberg Sager & Assoc Attorneys	\$32,773	15774	\$24,734	\$8,039
UAW United Auto Workers Union	\$16,200	25641	\$8,168	\$8,032
Isaac Heating & Air Conditioning Service	\$121,479	5114	\$113,448	\$8,031
Tia Juanitas Catering Service	\$19,250	23006	\$11,220	\$8,030
Peoples State Bank	\$10,125	33383	\$2,100	\$8,025
Outdoor Power Equipment Store	\$10,074	33454	\$2,050	\$8,024
Devoted Health Plans	\$267,625	2391	\$259,603	\$8,022
Mercer Carpet One Store	\$19,429	22884	\$11,409	\$8,020
Jennings Insurance Agency	\$15,982	25908	\$7,962	\$8,020
JM Roofing Contractor	\$15,705	26137	\$7,687	\$8,018
Boyd Local Dealer	\$27,725	17932	\$19,708	\$8,017
Sweet Relief Natural Medicine Marijuana Dispensary	\$27,821	17901	\$19,805	\$8,016
Avamere	\$11,286	31660	\$3,270	\$8,016
Northwest Museum Of Arts & Culture	\$28,675	17512	\$20,667	\$8,008
Orgill Distrbutor	\$11,121	31898	\$3,120	\$8,001
Eglin Federal Credit Union	\$101,220	5996	\$93,220	\$8,000
ATC Fitness Club	\$60,400	9577	\$52,400	\$8,000
Law Offices Of Gary Bruce	\$41,000	13191	\$33,000	\$8,000
Bozzuto Group Realty	\$30,000	16888	\$22,000	\$8,000
County Of Monterey	\$24,000	19866	\$16,000	\$8,000
Hollywood Investment Co	\$24,000	19866	\$16,000	\$8,000
Western Riverside Council Of Governments	\$23,000	20438	\$15,000	\$8,000
HARRYS U PULL IT AUTO PR	\$21,000	21653	\$13,000	\$8,000
Canvass Consulting Services	\$20,000	22337	\$12,000	\$8,000
Chandos Tacos Restaurant	\$20,000	22337	\$12,000	\$8,000
Middlesex Reds Baseball Team	\$16,000	25824	\$8,000	\$8,000
North Bay Produce	\$16,000	25824	\$8,000	\$8,000
Wines & More	\$16,000	25824	\$8,000	\$8,000
Flint Firebirds Hockey Team	\$15,000	26823	\$7,000	\$8,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
JWT ADV SERVICES	\$15,000	26823	\$7,000	\$8,000
RDO Equipment Co	\$14,318	27663	\$6,318	\$8,000
ANN ARBOR DIST LIBRARY	\$13,500	28575	\$5,500	\$8,000
Sauder Woodworking Co	\$12,000	30536	\$4,000	\$8,000
AMERICAN BARBER SHOP	\$10,000	33565	\$2,000	\$8,000
Full Belly Deli	\$10,000	33565	\$2,000	\$8,000
GHO Homes Real Estate Developer	\$57,757	9954	\$49,765	\$7,992
Birmingham Fastener	\$16,875	25024	\$8,883	\$7,992
Professional Eye Assoc	\$13,413	28716	\$5,429	\$7,984
HLAVINKA EQUIP CO	\$15,960	25924	\$7,980	\$7,980
Orange County Library	\$63,088	9240	\$55,109	\$7,979
DONLEY SERVICE CENTER	\$67,975	8663	\$60,000	\$7,975
Tyler Sales	\$13,975	28088	\$6,000	\$7,975
Chautauqua County Mental Hygiene Department	\$26,944	18320	\$18,970	\$7,974
Premium Decking Supply Store	\$35,564	14808	\$27,600	\$7,964
Stratosphere Social Recreation Center	\$12,412	30071	\$4,454	\$7,958
Ohio University	\$64,157	9113	\$56,201	\$7,956
BancWise Realty	\$63,197	9222	\$55,242	\$7,955
Hayes Law Firm Attorneys	\$10,417	32938	\$2,465	\$7,952
Mustang Seeds Store	\$18,802	23337	\$10,852	\$7,950
Luxury Real Estate Group	\$17,550	24431	\$9,600	\$7,950
Alleo Health System	\$14,850	27124	\$6,900	\$7,950
Parasole Restaurants	\$11,000	32082	\$3,050	\$7,950
Shops On Main	\$10,500	32751	\$2,550	\$7,950
Texas Stress Inc	\$25,980	18791	\$18,032	\$7,948
Barrett-Jackson	\$12,768	29546	\$4,821	\$7,947
Aqua Express Car Wash	\$17,096	24824	\$9,154	\$7,942
Texas Wesleyan University	\$160,000	3967	\$152,062	\$7,938
Gary & Sons Heating & Cooling	\$16,377	25497	\$8,439	\$7,938
Willkomms Gas Station	\$29,034	17323	\$21,101	\$7,933
Knight Lending Group	\$56,232	10165	\$48,300	\$7,932
El Patron Mexican Grill Restaurant	\$11,192	31836	\$3,261	\$7,931
Kansas Crossing Casino Hotel	\$37,175	14304	\$29,248	\$7,927
Roseburg OR	\$12,672	29654	\$4,750	\$7,922
Miracle Mile Shopping Center	\$104,609	5834	\$96,694	\$7,915
Erickson Pediatric Dentistry & Orthodontics	\$10,552	32698	\$2,638	\$7,914
Austin Peay State University	\$185,632	3461	\$177,719	\$7,913
Residential Mortgage Service	\$50,789	11028	\$42,880	\$7,909
Ebels General Store	\$40,729	13255	\$32,820	\$7,909
Lake Of The Ozarks MO	\$40,328	13353	\$32,420	\$7,908
Magnolia Heating & Cooling	\$119,470	5193	\$111,563	\$7,907

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
UNIFORM FACTORY OUTLET	\$42,735	12785	\$34,832	\$7,903
Media Counselors	\$233,976	2746	\$226,074	\$7,902
Great Midwest Bank	\$31,851	16141	\$23,950	\$7,901
B&B Beverages Store	\$15,730	26113	\$7,830	\$7,900
FIREWORKS WAREHOUSE	\$60,591	9551	\$52,692	\$7,899
Platinum Society	\$22,141	20976	\$14,242	\$7,899
Salt Lake City Public Library	\$21,696	21267	\$13,798	\$7,898
WeTeachThink Organization	\$20,198	22215	\$12,300	\$7,898
Dream Finders Homes	\$165,827	3840	\$157,935	\$7,892
Pioneer Library System Foundation	\$21,900	21133	\$14,010	\$7,890
Mortgage Investors Group	\$31,112	16449	\$23,232	\$7,880
Guardian Healthcare	\$31,521	16253	\$23,644	\$7,877
Billionaires Hair Salon	\$13,688	28370	\$5,812	\$7,876
Bronco Billys Casino	\$60,891	9514	\$53,016	\$7,875
Plainridge Park Casino	\$45,492	12139	\$37,618	\$7,874
MARIA PARHAM HOSPITAL	\$10,144	33362	\$2,274	\$7,870
METRO HEATING & COOLING	\$142,883	4420	\$135,016	\$7,867
Pensacola Energy Co	\$52,700	10697	\$44,835	\$7,865
BootJack Boot & Clothing Co	\$50,364	11114	\$42,500	\$7,864
JJ Powell Heating & Cooling	\$34,608	15142	\$26,744	\$7,864
Home Sweet Home Real Estate Agency	\$10,472	32870	\$2,608	\$7,864
Obee Credit Union	\$43,836	12528	\$35,973	\$7,863
MODERN EXTERMINATING	\$24,575	19553	\$16,715	\$7,860
Foothills Christian Church	\$11,749	31037	\$3,892	\$7,857
Hilltop Family Dental Clinic	\$28,632	17523	\$20,777	\$7,855
Plantopia	\$24,144	19782	\$16,290	\$7,854
Troy IL	\$24,092	19808	\$16,238	\$7,854
Det Distributing	\$31,200	16398	\$23,348	\$7,852
Circus Juventas	\$11,700	31083	\$3,850	\$7,850
Prince Georges County Department Of Environmental Resources	\$53,378	10591	\$45,529	\$7,849
CHILDRENS THEATRE	\$12,849	29438	\$5,000	\$7,849
Harold Shepley & Assoc Attorneys	\$483,242	1315	\$475,402	\$7,840
Nashville Zoo	\$154,858	4098	\$147,019	\$7,839
Agri-Med Medical Marijuana Dispensary	\$17,343	24620	\$9,506	\$7,837
HKC Law Firm	\$15,672	26164	\$7,836	\$7,836
Mountain View Realty	\$10,986	32166	\$3,150	\$7,836
OAKLAWN JOCKEY CLUB	\$270,431	2372	\$262,597	\$7,834
Taylor Implement Co	\$14,180	27819	\$6,348	\$7,832
Party At Travs Store	\$14,430	27528	\$6,600	\$7,830
ChiCannabis Expo	\$10,325	33096	\$2,500	\$7,825
Buzzballz	\$176,586	3630	\$168,764	\$7,822

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Chamas E Fogo Restaurant	\$19,500	22777	\$11,679	\$7,821
Muskegon Surgical Assoc	\$74,948	7961	\$67,128	\$7,820
Bill Alexander Local Dealer	\$29,305	17217	\$21,489	\$7,816
Adult Care Center Of Roanoke Valley	\$14,091	27903	\$6,275	\$7,816
Ovo Furniture Store	\$27,615	17990	\$19,800	\$7,815
ARCHDIOCESE OF MILWAUKEE	\$14,190	27810	\$6,375	\$7,815
Start Fresh Counseling Center	\$11,728	31057	\$3,920	\$7,808
Total Roof Services Corp	\$13,777	28272	\$5,971	\$7,806
Simpson Strong-Tie	\$14,305	27679	\$6,500	\$7,805
KOCO	\$32,900	15722	\$25,100	\$7,800
Shomaf Nakhjo DO	\$15,000	26823	\$7,200	\$7,800
Ace Appliance Service	\$14,400	27560	\$6,600	\$7,800
Seyboth Team Realty	\$12,300	30203	\$4,500	\$7,800
Franklin County Coroners Office	\$10,800	32363	\$3,000	\$7,800
Crawford & Co	\$10,000	33565	\$2,200	\$7,800
Plaza Hotel & Casino Las Vegas	\$28,432	17619	\$20,635	\$7,797
AUTOTRENDS AUTO RPR SHP	\$20,394	22092	\$12,600	\$7,794
HARVEST CHRISTIAN ACDMY	\$10,392	32992	\$2,598	\$7,794
Pasta House Co Restaurant	\$23,466	20203	\$15,682	\$7,784
CT Sinus Center	\$15,564	26288	\$7,782	\$7,782
Connected Cannabis Co Dispensary	\$24,422	19635	\$16,642	\$7,780
Horizon Behavioral Health	\$11,455	31435	\$3,675	\$7,780
Coastal Roofing Systems Contractor	\$10,779	32425	\$3,000	\$7,779
Clarks Inn & Restaurant	\$10,765	32441	\$2,990	\$7,775
Shermans TV Appliance & Furniture	\$120,419	5164	\$112,645	\$7,774
Country Local Dealer	\$26,940	18321	\$19,167	\$7,773
Keel & Curley Winery	\$14,070	27920	\$6,300	\$7,770
Central Pacific Bank	\$21,316	21481	\$13,552	\$7,764
Big Machine	\$11,699	31083	\$3,947	\$7,752
Southpoint Financial	\$10,396	32985	\$2,645	\$7,751
POWERHOUSE REALTY	\$12,250	30264	\$4,500	\$7,750
JA MYERS HOMES	\$24,024	19851	\$16,275	\$7,749
Senior Care Insurance Agency	\$12,297	30225	\$4,548	\$7,749
Newlin Chiropractic Center	\$26,283	18615	\$18,540	\$7,743
Zehnders Splash Village Hotel	\$11,643	31172	\$3,900	\$7,743
PAC LA Cannabis Store	\$79,990	7476	\$72,250	\$7,740
Wood N Tap Bar & Grill	\$44,740	12332	\$37,000	\$7,740
Snell Construction	\$14,803	27165	\$7,063	\$7,740
AES Drilling Fluids	\$32,900	15721	\$25,162	\$7,738
Trinitas Regional Medical Center	\$21,735	21239	\$14,000	\$7,735
SCHEMERY ZICOLELLO ATTY	\$35,622	14791	\$27,888	\$7,734

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
ResCom Flooring Contractor	\$10,272	33171	\$2,540	\$7,732
COAHOMA COUNTY	\$45,840	12045	\$38,112	\$7,728
Liberty University	\$36,927	14380	\$29,201	\$7,726
Bethlehem Christian School	\$41,111	13169	\$33,386	\$7,725
Shaheen & Gordon Attorneys	\$14,625	27332	\$6,900	\$7,725
City Of Tucson Environmental Services	\$10,300	33126	\$2,575	\$7,725
Sprint Mart Food Store	\$11,520	31323	\$3,800	\$7,720
City College	\$45,515	12120	\$37,796	\$7,719
Skogens Festival Foods	\$145,213	4357	\$137,499	\$7,714
St Marys Regional Medical Center	\$34,566	15159	\$26,852	\$7,714
GNO Greater Orleans Federal Credit Union	\$10,214	33247	\$2,500	\$7,714
Anzalone Law Offices	\$14,846	27133	\$7,140	\$7,706
County Of Cumberland	\$15,205	26649	\$7,500	\$7,705
City Of Niceville	\$31,900	16123	\$24,200	\$7,700
GREAT RVR EDUC ARTS THTR	\$11,200	31796	\$3,500	\$7,700
PIEDMONT COMMUNITY SVC	\$10,600	32643	\$2,900	\$7,700
MattressLand & Furniture Store	\$12,200	30324	\$4,501	\$7,699
DOWNEY REGIONAL MED CTR	\$49,396	11348	\$41,698	\$7,698
First Class Cars & Limo Service	\$24,197	19757	\$16,501	\$7,696
Jorgensen Orthodontics	\$15,048	26789	\$7,358	\$7,690
Foot & Ankle Specialists Of NM	\$15,993	25895	\$8,307	\$7,686
Whitco Sales Appliance Store	\$41,886	12974	\$34,203	\$7,683
American Pest Control	\$17,168	24769	\$9,488	\$7,680
Fearnow Insurance Agency	\$55,419	10260	\$47,741	\$7,678
Rinnai	\$10,964	32188	\$3,292	\$7,672
Antoines Restaurant	\$45,972	12015	\$38,302	\$7,670
Mclean County Health Department	\$28,751	17476	\$21,081	\$7,670
WINDBER MEDICAL CENTER	\$39,145	13683	\$31,482	\$7,663
FAMILY THRIFT CENTER	\$20,160	22226	\$12,500	\$7,660
Greater Des Moines IA	\$15,400	26448	\$7,750	\$7,650
MED PRO EDUCATIONAL SCH	\$12,927	29354	\$5,277	\$7,650
Halifax Health Medical Center	\$459,028	1381	\$451,379	\$7,649
Sarkisian Law Offices	\$164,454	3874	\$156,809	\$7,645
Prime TMS Depression Treatment	\$21,250	21515	\$13,605	\$7,645
CRT FLOORING CNCPTS STR	\$15,594	26270	\$7,950	\$7,644
Faulkner Local Dealer	\$48,000	11619	\$40,357	\$7,643
Holy Sheets Store	\$29,000	17339	\$21,357	\$7,643
Jacqueline Scott Attorney	\$77,748	7679	\$70,111	\$7,637
Guidance Center	\$34,785	15081	\$27,151	\$7,634
Venue 109 Banquet Hall	\$26,254	18632	\$18,620	\$7,634
Field Insurance Agency	\$95,736	6347	\$88,104	\$7,632

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Phoenix Childrens Hospital	\$63,017	9250	\$55,386	\$7,631
SEA VIEW LOC DLR	\$124,845	4996	\$117,216	\$7,629
Conecuh Ridge	\$137,080	4607	\$129,455	\$7,625
Crown Genetics Medical Marijuana Dispensary	\$14,125	27871	\$6,500	\$7,625
Hilna Tires Car Care Center	\$25,000	19281	\$17,376	\$7,624
Womens Specialists Of NM	\$29,457	17155	\$21,834	\$7,623
Peach State Federal Credit Union	\$11,120	31901	\$3,500	\$7,620
CarTeCor Builders & Remodelers	\$14,950	27027	\$7,332	\$7,618
FORT HEALTHCARE CLINICS	\$51,308	10937	\$43,692	\$7,616
Legacy Charter School	\$11,015	32067	\$3,399	\$7,616
BLACK KNIGHT GOLF RANGE	\$24,625	19512	\$17,010	\$7,615
Commercial Fitness Products	\$21,596	21326	\$13,996	\$7,600
Woodland Hill Montessori School	\$16,056	25776	\$8,456	\$7,600
PEABODY SUPPLY HOME CTR	\$15,600	26235	\$8,000	\$7,600
North Suffolk Family Medicine Center	\$13,600	28464	\$6,000	\$7,600
Orange County NY	\$10,100	33414	\$2,500	\$7,600
JD Graham & Assoc	\$70,762	8350	\$63,163	\$7,599
Baton Rouge Green Organization	\$53,990	10482	\$46,392	\$7,598
Corner House Realty	\$14,818	27151	\$7,224	\$7,594
Widener University	\$197,211	3265	\$189,618	\$7,593
Tennessee Valley Winery	\$22,092	21013	\$14,505	\$7,587
Elevated Smoke Shop	\$28,160	17731	\$20,574	\$7,586
Powers Tractor & Equipment Co	\$13,138	29024	\$5,553	\$7,585
REIDS FURNISHINGS STORE	\$45,492	12139	\$37,908	\$7,584
Phillips Furniture Store	\$15,206	26647	\$7,623	\$7,583
Advics	\$12,996	29254	\$5,415	\$7,581
Les Stumpf Local Dealer	\$77,364	7719	\$69,784	\$7,580
PIT STOP SHOP	\$10,500	32751	\$2,920	\$7,580
Willamette Ear Nose & Throat Surgery	\$36,176	14619	\$28,598	\$7,578
Arborist Service Tree Service	\$22,200	20924	\$14,624	\$7,576
AMERICAN MUSIC THEATRE	\$22,269	20898	\$14,699	\$7,570
Fusilier Family Farms	\$17,100	24809	\$9,532	\$7,568
Ferguson Bath Kitchen & Lighting Gallery	\$38,125	13997	\$30,563	\$7,562
Springhill Local Dealer	\$40,658	13275	\$33,100	\$7,558
RIVER CITY HEATING & AC	\$10,890	32272	\$3,335	\$7,555
QUALITY COLLISION	\$11,953	30776	\$4,400	\$7,553
Bampire Marketing	\$13,000	29171	\$5,448	\$7,552
John Knox Village	\$15,000	26823	\$7,450	\$7,550
Kumori Sushi & Teppanyaki Restaurant	\$58,195	9890	\$50,646	\$7,549
Speedway Salvage	\$15,620	26218	\$8,080	\$7,540
Navajo Technical University	\$11,886	30880	\$4,346	\$7,540

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Pocono Brewery Co	\$11,007	32074	\$3,467	\$7,540
K Guard	\$21,386	21455	\$13,850	\$7,536
Shining Smiles	\$17,133	24786	\$9,600	\$7,533
BIMBOS FIREWORKS SPRCNTR	\$18,195	23848	\$10,663	\$7,532
Farmers Daughter Restaurant	\$22,078	21026	\$14,548	\$7,530
Utica Community Schools	\$53,600	10552	\$46,075	\$7,525
Mercy & Truth Medical Missions Clinic	\$12,025	30518	\$4,500	\$7,525
Kent County Health Department	\$11,250	31699	\$3,725	\$7,525
Hoffpaur Outdoor Superstore	\$14,160	27834	\$6,636	\$7,524
Dirt Cheap Food Store	\$38,078	14014	\$30,555	\$7,523
Indian Health Board Organization	\$22,268	20899	\$14,755	\$7,513
Dutrac Community Credit Union	\$133,300	4726	\$125,789	\$7,511
United Methodist Retirement Communities	\$21,933	21121	\$14,424	\$7,509
Outlets Ocean City	\$15,159	26704	\$7,650	\$7,509
High Point Treatment Center	\$12,657	29668	\$5,150	\$7,507
PriorityOne Bank	\$28,356	17652	\$20,850	\$7,506
Peabody Insurance Agency	\$12,754	29555	\$5,250	\$7,504
Magic Seasoning Blends	\$45,835	12046	\$38,332	\$7,503
Chaffin Luhana Law Firm	\$142,500	4432	\$135,000	\$7,500
Flood Local Dealer	\$72,000	8221	\$64,500	\$7,500
Metro Optics Eyewear Center	\$42,859	12752	\$35,359	\$7,500
Morristown Medical Center	\$37,000	14357	\$29,500	\$7,500
Piff The Magic Dragon Tour	\$25,000	19281	\$17,500	\$7,500
Smallcakes Diberville Cupcake Shop	\$19,500	22777	\$12,000	\$7,500
UMe Federal Credit Union	\$18,600	23498	\$11,100	\$7,500
Central Coast Local Dealer	\$17,500	24481	\$10,000	\$7,500
Lucky Luke Brewery	\$16,500	25348	\$9,000	\$7,500
Eastover Dental Clinic	\$15,000	26823	\$7,500	\$7,500
Freeplay Athletic Training Center	\$15,000	26823	\$7,500	\$7,500
Masano Local Dealer	\$15,000	26823	\$7,500	\$7,500
WHTM	\$13,900	28143	\$6,400	\$7,500
CAROLINA PLUMBING CONTR	\$13,500	28575	\$6,000	\$7,500
WAVE	\$12,000	30536	\$4,500	\$7,500
Hello Baby Store	\$11,600	31220	\$4,100	\$7,500
Cincinnati USA Regional Chamber	\$10,000	33565	\$2,500	\$7,500
Create Music Group Distributor	\$10,000	33565	\$2,500	\$7,500
Perito Urology	\$10,000	33565	\$2,500	\$7,500
Safenet	\$10,744	32469	\$3,248	\$7,496
General Electric Credit Union	\$102,000	5948	\$94,505	\$7,495
VNA Health Group	\$17,487	24525	\$10,000	\$7,487
Northwestern State University Of LA	\$142,936	4419	\$135,451	\$7,485

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
COOKS HEATING & AC SVC	\$23,683	20073	\$16,200	\$7,483
DEALERS CHOICE MARINE/BT	\$20,345	22116	\$12,864	\$7,481
Rural Health Service Clinics	\$19,790	22568	\$12,315	\$7,475
US Community Credit Union	\$29,487	17143	\$22,013	\$7,474
Nekter Juice Bar Restaurant	\$17,117	24799	\$9,643	\$7,474
Gateway Mortgage	\$12,874	29406	\$5,400	\$7,474
NORTHBROOK APARTMENT	\$12,604	29711	\$5,135	\$7,469
Columbia City Ballet	\$13,740	28326	\$6,275	\$7,465
Dwight Price Group Realty Executives Assoc	\$50,718	11042	\$43,259	\$7,459
La Parfait	\$22,331	20857	\$14,873	\$7,458
Michigan Department Of Natural Resources	\$11,080	31966	\$3,625	\$7,455
ADVANCED PHYSICIANS GRP	\$25,601	18971	\$18,150	\$7,451
Schmidts Sausage House	\$12,003	30532	\$4,553	\$7,450
Coyote Valley Casino	\$28,596	17542	\$21,152	\$7,444
Center For Mens Health	\$23,200	20350	\$15,756	\$7,444
Lewith & Freeman Real Estate	\$20,261	22162	\$12,827	\$7,434
Kellys Property Service Contractor	\$11,000	32082	\$3,571	\$7,429
Rio Escondido Real Estate Development	\$15,392	26473	\$7,973	\$7,419
Genetti Hotel & Conference Coenter	\$36,480	14523	\$29,063	\$7,417
Exchange Bank	\$163,725	3890	\$156,313	\$7,412
Sound Dose Music Group	\$15,600	26235	\$8,188	\$7,412
Ulster-Greene ARC	\$10,925	32228	\$3,514	\$7,411
Compton Eye Assoc	\$27,142	18218	\$19,732	\$7,410
Tallahassee Homes	\$18,602	23495	\$11,196	\$7,406
Crosbys Fish & Shrimp Co	\$11,574	31263	\$4,168	\$7,406
WAKE COUNTY HUMAN SVC	\$11,742	31041	\$4,339	\$7,403
Bayada Home Health Care	\$31,401	16303	\$24,000	\$7,401
LAKE HILLS CHURCH	\$22,795	20554	\$15,395	\$7,400
Knock Knock Childrens Museum	\$16,900	24975	\$9,500	\$7,400
Central VA Community College	\$16,600	25268	\$9,200	\$7,400
DJ Properties real estate agency	\$10,250	33196	\$2,850	\$7,400
ARNOLD REALTY	\$10,394	32985	\$3,000	\$7,394
Peter Glenn Ski Shop	\$31,379	16313	\$23,988	\$7,391
Don Bullard Insurance Agency	\$14,487	27487	\$7,100	\$7,387
Des Moines IA	\$10,887	32276	\$3,500	\$7,387
Northeast Ga Health System	\$227,128	2822	\$219,744	\$7,384
Utah House Buyers Realty	\$14,768	27210	\$7,384	\$7,384
LCMC Health Systems	\$26,282	18617	\$18,900	\$7,382
Once Upon A One More Time	\$18,910	23250	\$11,530	\$7,380
Blackwoods Grill & Bar	\$62,898	9263	\$55,519	\$7,379
Neem Medical Spa	\$22,639	20635	\$15,260	\$7,379

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
AgTexas Farm Credit Services	\$92,330	6571	\$84,964	\$7,366
Carolina Winds Realty	\$18,520	23566	\$11,155	\$7,365
Silver Therapeutics Recreational Cannabis Retailer	\$17,676	24333	\$10,311	\$7,365
Quality Dining Restaurant	\$14,508	27448	\$7,146	\$7,362
Peachstate Insurance Agency	\$11,260	31687	\$3,900	\$7,360
PYRO CITY FIREWORKS STR	\$51,273	10939	\$43,914	\$7,359
ABS Business Products Store	\$17,640	24365	\$10,290	\$7,350
South Coast Keyboards Store	\$23,881	19980	\$16,533	\$7,348
MILLE LACS BAND/OJIBWE	\$10,236	33225	\$2,892	\$7,344
Splash Car Wash	\$48,888	11435	\$41,550	\$7,338
WESLEYAN SCHOOL	\$11,211	31785	\$3,875	\$7,336
FHN	\$53,697	10534	\$46,364	\$7,333
Mid City Local Dealer	\$66,608	8814	\$59,277	\$7,331
Superior Local Dealer	\$49,624	11297	\$42,294	\$7,330
HOUSTON GATEWAY ACADEMY	\$29,250	17235	\$21,920	\$7,330
Camden City School District	\$14,900	27078	\$7,575	\$7,325
Virgin Carpets Store	\$12,575	29782	\$5,250	\$7,325
Jeff Wyler Local Dealer	\$61,157	9479	\$53,833	\$7,324
National Benefit Plans Insurance Agency	\$12,309	30196	\$4,987	\$7,322
Tampa Bay Performing Arts Center	\$183,114	3504	\$175,794	\$7,320
Family Smiles Dental Care	\$10,218	33243	\$2,898	\$7,320
Moes Original Bar B Que Restaurant	\$30,072	16860	\$22,754	\$7,318
BELLINGRATH GARDENS	\$35,744	14751	\$28,432	\$7,312
ALABAMA THEATRE	\$33,666	15456	\$26,357	\$7,309
Miller Auditorium	\$15,000	26823	\$7,694	\$7,306
Tracy Electric Contractor	\$10,090	33435	\$2,786	\$7,304
Sandlin Custom Homes Contractor	\$63,824	9150	\$56,522	\$7,302
LaChance Vineyards	\$19,457	22865	\$12,155	\$7,302
Carriage House Interiors	\$43,300	12651	\$36,000	\$7,300
KDRP	\$25,100	19232	\$17,800	\$7,300
TANNERS ORCHARD STORE	\$15,200	26655	\$7,900	\$7,300
THI E-Commerce Truck Supply Store	\$13,200	28913	\$5,900	\$7,300
Robinettes Apple Hs Winery	\$39,575	13570	\$32,278	\$7,297
Clay Massey & Assoc Attorneys	\$11,626	31185	\$4,332	\$7,294
WISDOM TEETH ONLY DNLT	\$43,740	12554	\$36,450	\$7,290
Loftus Family Dental Clinic	\$16,404	25462	\$9,114	\$7,290
ABC Preschool	\$13,206	28907	\$5,920	\$7,286
Punta Gorda FL	\$12,429	30054	\$5,145	\$7,284
Sun Bum	\$53,033	10644	\$45,750	\$7,283
DC Department Of Transportation	\$17,281	24667	\$10,000	\$7,281
SEEDCO Organization	\$11,373	31557	\$4,092	\$7,281

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Bonnie Berns Attorney At Law	\$10,686	32547	\$3,408	\$7,278
Christopher Vader Attorney	\$21,896	21139	\$14,625	\$7,271
Herbeins Garden Center	\$22,929	20486	\$15,661	\$7,268
Yuma Regional Medical Center	\$34,219	15277	\$26,952	\$7,267
Salinas Self Storage	\$24,832	19426	\$17,568	\$7,264
Coachs Corner Restaurant	\$13,100	29070	\$5,843	\$7,257
Vapors Smoke Shop	\$16,650	25231	\$9,395	\$7,255
Joseph J Cariglia Attorney	\$77,316	7721	\$70,062	\$7,254
Running Aces Harness Park	\$62,644	9284	\$55,393	\$7,251
Sparr Building	\$28,012	17791	\$20,761	\$7,251
CCRI Summer Basketball School	\$34,250	15269	\$27,000	\$7,250
Clark County Water Reclamation District	\$22,151	20967	\$14,901	\$7,250
First Federal Bank Of LA	\$73,668	8080	\$66,422	\$7,246
Cheerful Heart Gifts & Boutique	\$38,688	13842	\$31,446	\$7,242
Ideal Credit Union	\$402,302	1575	\$395,062	\$7,240
Open Roads Complete RV Center	\$15,183	26677	\$7,943	\$7,240
Jim Hudson Local Dealer	\$117,509	5249	\$110,274	\$7,235
MITCHELL DENTAL CARE	\$51,734	10864	\$44,500	\$7,234
BILL HANSEN REALTY	\$16,997	24924	\$9,764	\$7,233
CHILDRENS CENTER ORG	\$15,044	26791	\$7,812	\$7,232
Cameron Memorial Community Hospital	\$20,550	21976	\$13,320	\$7,230
Berkshire Farm Center For Youth	\$13,792	28262	\$6,562	\$7,230
SANDRIDGE REAL ESTATE	\$10,845	32316	\$3,615	\$7,230
Palmetto Peddlers Antique Mall	\$28,739	17485	\$21,511	\$7,228
HooverTec	\$10,585	32663	\$3,360	\$7,225
Twisters Grill	\$15,151	26707	\$7,929	\$7,222
F CRAIG WLKRSN JR ATTY	\$55,345	10269	\$48,124	\$7,221
Tractor Supply Co	\$10,400	32954	\$3,186	\$7,214
US TERM LIMITS	\$15,904	25953	\$8,691	\$7,213
Prince Avenue Christian School	\$40,233	13382	\$33,031	\$7,202
Owens Realty Group	\$11,207	31789	\$4,005	\$7,202
ANDERSON MARINE BOAT DLR	\$39,700	13533	\$32,500	\$7,200
Ongs Hat Restaurant	\$28,306	17675	\$21,106	\$7,200
Results Radio	\$12,240	30286	\$5,040	\$7,200
U-Haul	\$12,000	30536	\$4,800	\$7,200
Frazettas Fantasy Corner Costume Store	\$11,025	32053	\$3,825	\$7,200
PKC Media	\$10,000	33565	\$2,800	\$7,200
WTVX	\$42,074	12917	\$34,875	\$7,199
Paynes Restaurant	\$27,084	18246	\$19,885	\$7,199
St Josephs Academy	\$15,596	26269	\$8,400	\$7,196
CHI St Joseph	\$295,611	2171	\$288,418	\$7,193

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Interstate	\$14,893	27092	\$7,700	\$7,193
WCSG	\$39,442	13612	\$32,250	\$7,192
Mendez Law	\$13,446	28691	\$6,254	\$7,192
Bob Wards Sports & Outdoors Store	\$35,698	14768	\$28,509	\$7,189
Franklin Local Dealer	\$88,646	6841	\$81,458	\$7,188
Moersch Hospitality Group	\$24,825	19427	\$17,641	\$7,184
Pioneer Cabinetry	\$155,669	4073	\$148,487	\$7,182
Gatlin Pest Control	\$10,280	33164	\$3,100	\$7,180
Union Gospel Mission	\$20,111	22270	\$12,933	\$7,178
JACK RABY OPTICAL CENTER	\$40,988	13203	\$33,812	\$7,176
High Museum Of Art	\$99,475	6122	\$92,300	\$7,175
Twilio	\$608,557	1029	\$601,388	\$7,169
Rhea Lanas Childrens Consignment Event	\$26,338	18596	\$19,170	\$7,168
Johnson Curran Optometry Centers	\$92,245	6577	\$85,081	\$7,164
NVHomes Re Dev	\$13,720	28344	\$6,559	\$7,161
Ross County Health District	\$11,571	31265	\$4,412	\$7,159
Spettus Steakhouse Restaurant	\$11,531	31313	\$4,373	\$7,158
Lake MI College	\$29,952	16953	\$22,795	\$7,157
Kikos Kountry RV	\$22,307	20872	\$15,151	\$7,156
McLaren Port Huron Hospital	\$79,991	7475	\$72,839	\$7,152
Center For Sports Medicine Clinic	\$30,503	16682	\$23,352	\$7,151
Manning Law Firm	\$21,900	21133	\$14,750	\$7,150
Vibe Solar Energy Contractor	\$21,450	21406	\$14,300	\$7,150
Grand Oaks Resort	\$53,343	10598	\$46,194	\$7,149
Jackson Rancheria Casino Resort	\$155,449	4080	\$148,301	\$7,148
Brimstone Haunt Event	\$17,920	24139	\$10,780	\$7,140
TOMBSTONE CHAMBER/CMRC	\$13,150	29006	\$6,014	\$7,136
Baden & Co Marketing Service	\$132,810	4741	\$125,675	\$7,135
Switchback Family Restaurant	\$10,764	32443	\$3,631	\$7,133
Dinner Bell Restaurant	\$39,393	13621	\$32,263	\$7,130
San Bernardino City Unified School District	\$35,250	14897	\$28,125	\$7,125
Commonwealth Pain Specialists	\$25,980	18790	\$18,855	\$7,125
United Financial Credit Union	\$14,325	27660	\$7,200	\$7,125
BrightStar Care Services	\$11,425	31467	\$4,300	\$7,125
Edencrest Assisted Living & Memory Care Facility	\$10,312	33112	\$3,187	\$7,125
Vondran Orthodontics	\$43,067	12701	\$35,952	\$7,115
Keith Pierson Local Dealer	\$224,434	2866	\$217,322	\$7,112
Danco Modern Furniture Store	\$77,677	7685	\$70,567	\$7,110
Skogman Realty	\$18,443	23633	\$11,334	\$7,109
Wilmington Eye Clinic	\$37,106	14323	\$29,999	\$7,107
4th Generation Awning Co Contractor	\$26,395	18575	\$19,293	\$7,102

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Wolfe Jones Wolfe Hancock & Daniel Attorneys	\$20,200	22206	\$13,100	\$7,100
Cazenovia Jewelry Store	\$10,650	32578	\$3,550	\$7,100
Reeves Local Dealer	\$10,272	33171	\$3,172	\$7,100
Intl Assn Of Machinists & Aerospace Workers	\$20,010	22328	\$12,911	\$7,099
OneAZ Credit Union	\$516,371	1209	\$509,275	\$7,096
Ezequiel Reyna Jr Attorney	\$76,867	7766	\$69,772	\$7,095
Austin Orthodontics	\$16,415	25452	\$9,321	\$7,094
Tapalian Law	\$54,997	10336	\$47,906	\$7,091
Renaissance Medical Group Home Health Care Service	\$12,532	29831	\$5,446	\$7,086
Orthopaedic & Neurosurgery Specialists	\$23,000	20438	\$15,916	\$7,084
Coastal Fine Furniture	\$22,585	20681	\$15,501	\$7,084
Yelverton Litigators	\$39,100	13699	\$32,020	\$7,080
Franklin County Prevention Coalition	\$17,793	24247	\$10,716	\$7,077
NorthShore Health Centers	\$144,140	4382	\$137,067	\$7,073
WRAL	\$23,927	19952	\$16,854	\$7,073
PARKSIDE RE DEV	\$15,798	26040	\$8,726	\$7,072
El Paso Roofing Contractor	\$32,324	15946	\$25,253	\$7,071
Lakeside Church	\$80,870	7387	\$73,800	\$7,070
Xpress Car Wash Services	\$15,600	26235	\$8,530	\$7,070
ODESSA DEVELOPMENT CORP	\$79,644	7501	\$72,576	\$7,068
Pueblo Jewelers Diamond Gallery	\$27,168	18203	\$20,106	\$7,062
Mass Mutual Ice Rink	\$11,116	31904	\$4,055	\$7,061
National Kidney Foundation	\$45,364	12174	\$38,304	\$7,060
LITTLE HEROS FOUNDATION	\$14,000	28001	\$6,940	\$7,060
Loras College	\$10,880	32287	\$3,822	\$7,058
State Savings Bank	\$57,800	9950	\$50,743	\$7,057
Affordable Mortgage Loan	\$14,146	27846	\$7,090	\$7,056
Young Scholar Education Center	\$13,706	28349	\$6,650	\$7,056
Janesville Travel Center	\$110,345	5578	\$103,294	\$7,051
Chesterfield Chamber Of Commerce	\$30,286	16792	\$23,235	\$7,051
WTOG	\$115,249	5371	\$108,199	\$7,050
WCVO	\$35,600	14797	\$28,550	\$7,050
Madison Communications	\$10,084	33441	\$3,035	\$7,049
PRIVATE PLEASURE PDT SLS	\$44,094	12472	\$37,046	\$7,048
Innovations Federal Credit Union	\$24,662	19493	\$17,617	\$7,045
Malani Jewelers	\$50,791	11027	\$43,748	\$7,043
Monroe County Community College	\$28,012	17791	\$20,970	\$7,042
Richard Wright Public Charter School	\$18,040	23943	\$11,000	\$7,040
True Real Estate	\$14,190	27811	\$7,150	\$7,040
Daytona Lagoon Water Park	\$11,030	32045	\$3,991	\$7,039
Sullivan County Regional Health Department	\$15,377	26482	\$8,342	\$7,035

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
American Schools	\$12,510	29852	\$5,480	\$7,030
LandPro Equipment Store	\$74,474	7994	\$67,446	\$7,028
Farmers Telephone	\$143,078	4415	\$136,051	\$7,027
Midfield Dental Center	\$25,630	18956	\$18,609	\$7,021
Discount Liquor Store	\$59,220	9759	\$52,200	\$7,020
COWPOKES WESTERN WEAR STORE	\$52,818	10679	\$45,802	\$7,016
Guillory & Corcoran Law Firm	\$28,676	17510	\$21,664	\$7,012
Casa Esperanza Endowment Foundation	\$28,176	17722	\$21,164	\$7,012
Utah Motorsports Campus Raceway	\$15,000	26823	\$7,995	\$7,005
Homewood Suites By Hilton	\$106,957	5726	\$99,953	\$7,004
Atlas Staffing Service	\$32,488	15887	\$25,486	\$7,002
TRANSYLVANIA COUNTY NC	\$31,172	16418	\$24,171	\$7,001
Abbys Cash For Gold Store	\$48,000	11618	\$41,000	\$7,000
Jaydens Journey Cannabis Dispensary	\$42,000	12936	\$35,000	\$7,000
Vanderbilt Center For Womens Health	\$31,000	16488	\$24,000	\$7,000
Locos	\$25,968	18797	\$18,968	\$7,000
Smith Center	\$21,000	21653	\$14,000	\$7,000
New Day Rehab Centers	\$13,500	28575	\$6,500	\$7,000
Seascape Resort	\$13,400	28724	\$6,400	\$7,000
NEW HOPE TREATMENT CTR	\$12,850	29438	\$5,850	\$7,000
Guaranteed Rate Bowl Game	\$12,000	30536	\$5,000	\$7,000
HomeWell Care Services	\$12,000	30536	\$5,000	\$7,000
Washoe County School District	\$12,000	30536	\$5,000	\$7,000
KSNV	\$11,000	32082	\$4,000	\$7,000
CHESTERFIELD SERVICE INC	\$10,000	33565	\$3,000	\$7,000
Harry & David Store	\$13,199	28958	\$6,200	\$6,999
Hwy 55 Burgers Shakes & Fries Restaurant	\$16,331	25534	\$9,335	\$6,996
Good Neighbor Support Services In-Home Care	\$17,099	24824	\$10,107	\$6,992
Kung Fu Tea Cafe	\$10,990	32161	\$4,000	\$6,990
Woodfin Heating Cooling Plumbing	\$53,544	10562	\$46,556	\$6,988
Azzip Pizza Restaurant	\$31,596	16231	\$24,609	\$6,987
Dakota Wesleyan University	\$13,933	28126	\$6,946	\$6,987
Wildlife Safari Park	\$80,424	7424	\$73,440	\$6,984
American Gun Store	\$17,472	24537	\$10,490	\$6,982
McKinney Insurance Agency	\$66,217	8860	\$59,239	\$6,978
L&V Enterprise Resources	\$10,477	32859	\$3,500	\$6,977
Seven Grains Natural Market	\$19,440	22876	\$12,465	\$6,975
Beaverton OR	\$10,750	32454	\$3,775	\$6,975
Pierce	\$10,628	32600	\$3,654	\$6,974
Hing Wa Lee Jewelers	\$126,648	4928	\$119,677	\$6,971
Gonzalez & Tauriac Real Estate	\$15,923	25942	\$8,952	\$6,971

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Lucky Wishbone Restaurant	\$38,673	13847	\$31,703	\$6,970
American 1 Credit Union	\$17,826	24215	\$10,860	\$6,966
Mike Anderson Local Dealer	\$334,010	1934	\$327,046	\$6,964
Kalamazoo Public Schools	\$30,726	16590	\$23,762	\$6,964
Stovall Realtors	\$12,235	30296	\$5,271	\$6,964
Adams Auction Co	\$12,360	30139	\$5,400	\$6,960
Finally Restaurant Group	\$10,960	32191	\$4,000	\$6,960
Mendelsohn & Mendelsohn Attorneys	\$24,015	19855	\$17,056	\$6,959
TSI	\$19,402	22907	\$12,444	\$6,958
LIMA MEMORIAL HEALTH SYS	\$54,490	10408	\$47,540	\$6,950
Solon Law Office	\$29,244	17251	\$22,294	\$6,950
Whitehead Hancock Plumbing Heating & Air Conditioning	\$19,460	22863	\$12,510	\$6,950
Fishermens Source Store	\$17,750	24273	\$10,800	\$6,950
North Carolina Mountain Investments Realty	\$11,434	31456	\$4,489	\$6,945
MORRIS LAW FIRM	\$38,705	13837	\$31,764	\$6,941
North KS City Hospital	\$67,576	8713	\$60,636	\$6,940
Corban University	\$22,814	20532	\$15,875	\$6,939
Copper Moon	\$18,870	23291	\$11,932	\$6,938
Saratoga Casino & Raceway	\$19,587	22722	\$12,650	\$6,937
North Sunflower Medical Center	\$18,168	23868	\$11,231	\$6,937
Crystal Local Dealer	\$18,303	23753	\$11,367	\$6,936
PHCA Medical Group	\$24,093	19807	\$17,166	\$6,927
Cain Law Firm	\$23,932	19951	\$17,008	\$6,924
Putt Putt Fun Center	\$23,706	20066	\$16,782	\$6,924
Meadowbrook Farm	\$29,703	17040	\$22,786	\$6,917
Behavioral Health Network	\$20,620	21927	\$13,705	\$6,915
Raos Bakery	\$54,039	10477	\$47,128	\$6,911
Texas Bank Financial	\$38,488	13896	\$31,579	\$6,909
Mercy Urgent Care	\$41,100	13172	\$34,200	\$6,900
YOE DESIGN LICENSING SVC	\$25,800	18870	\$18,900	\$6,900
Harmony Science Academy	\$12,300	30203	\$5,400	\$6,900
First Century Bank	\$10,900	32257	\$4,000	\$6,900
Covenant Roofing Contractor	\$10,800	32363	\$3,900	\$6,900
Anchor Marine & Industrial Supply Distributors	\$10,500	32751	\$3,600	\$6,900
Natures Corner Natural Foods	\$11,442	31445	\$4,548	\$6,894
Clear Mountain Bank	\$26,900	18340	\$20,007	\$6,893
Jaime Alvarado & Assoc Attorneys	\$49,222	11378	\$42,330	\$6,892
Community Insurance Agency	\$16,074	25755	\$9,182	\$6,892
Akoya Boca West Condos	\$63,173	9227	\$56,282	\$6,891
HEARTLAND MECHANICAL INC	\$12,887	29396	\$6,000	\$6,887
Mancinos Pizza & Grinder Restaurant	\$14,441	27523	\$7,560	\$6,881

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Richland School District Two	\$18,582	23522	\$11,705	\$6,877
A Concrete	\$15,975	25914	\$9,098	\$6,877
University Of Toledo	\$59,198	9763	\$52,326	\$6,872
REGIONAL HEALTH CENTER	\$13,637	28437	\$6,766	\$6,871
King Buffet Restaurant	\$105,656	5782	\$98,786	\$6,870
Silver Mine Subs Restaurant	\$23,674	20080	\$16,805	\$6,869
Jewelry Design Center	\$17,387	24586	\$10,521	\$6,866
KINDLERS GEM JEWELERS	\$28,605	17533	\$21,740	\$6,865
Bensons Bakery	\$10,265	33176	\$3,400	\$6,865
Wholesale Carpet Store	\$10,631	32596	\$3,772	\$6,859
Pellissippi State Community College	\$51,858	10843	\$45,000	\$6,858
ADU Geeks Housing Services	\$17,208	24726	\$10,353	\$6,855
Peterson McGregor & Assoc	\$18,200	23830	\$11,346	\$6,854
ABC Termite & Pest Control	\$12,800	29497	\$5,950	\$6,850
Benny Boyd Local Dealer	\$11,398	31493	\$4,548	\$6,850
JOHNSON TRANSIT SERVICE	\$11,799	30978	\$4,950	\$6,849
Reichard Local Dealer	\$10,830	32336	\$3,995	\$6,835
Las Vegas Defense Group	\$29,040	17323	\$22,207	\$6,833
WFFH	\$26,327	18600	\$19,494	\$6,833
Eddie Lanes Diamond Showroom	\$14,130	27865	\$7,300	\$6,830
Recovery Centers Of AR	\$10,200	33258	\$3,382	\$6,818
Ferrellgas Propane Co	\$15,735	26110	\$8,919	\$6,816
Lookout Real Estate Development	\$56,771	10092	\$49,957	\$6,814
Wind River Hotel & Casino	\$233,625	2752	\$226,812	\$6,813
Meharry Medical College	\$67,313	8736	\$60,505	\$6,808
Museum Of Science & Industry	\$89,046	6811	\$82,240	\$6,806
Luna Roasters Gourmet Coffee & Tea Co	\$28,300	17679	\$21,500	\$6,800
Ugalde & Rzonca Attorneys	\$13,800	28241	\$7,000	\$6,800
Rice Village Shpng Dist	\$10,800	32363	\$4,000	\$6,800
Waupaca Foundry	\$12,195	30335	\$5,400	\$6,795
Realty World	\$76,012	7847	\$69,221	\$6,791
Arizona Travel Center	\$50,314	11121	\$43,525	\$6,789
Northwest Contractors	\$11,882	30883	\$5,104	\$6,778
HOMESTAR REAL ESTATE	\$16,028	25798	\$9,255	\$6,773
Fort Pierce Smoke Shop	\$13,549	28518	\$6,777	\$6,772
First Gold Hotel & Casino	\$36,591	14470	\$29,820	\$6,771
Ingleside TX	\$12,168	30362	\$5,400	\$6,768
Advanced Paving & Excavating	\$22,615	20657	\$15,850	\$6,765
Soulmans BBQ Restaurant	\$88,875	6824	\$82,112	\$6,763
Plamondon Hospitality Partners Hotel	\$15,664	26173	\$8,904	\$6,760
Boeing	\$427,916	1491	\$421,158	\$6,758

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Cypress Bayou Casino Hotel	\$107,138	5718	\$100,380	\$6,758
Platinum Plastic Surgery Clinic	\$45,347	12180	\$38,589	\$6,758
Good Eggs Market	\$98,084	6203	\$91,327	\$6,757
Valley Pistachio Country	\$15,315	26533	\$8,558	\$6,757
Carey & Leisure Attorneys	\$210,914	3053	\$204,161	\$6,753
Belmont College	\$53,892	10501	\$47,142	\$6,750
BARE ESSENTIALS BTY SUPP	\$35,250	14896	\$28,500	\$6,750
Andreas Furniture Store	\$30,000	16888	\$23,250	\$6,750
Rubin Museum Of Art	\$30,000	16888	\$23,250	\$6,750
BRADFORD-OKEEFE FNRL HM	\$23,000	20438	\$16,250	\$6,750
Rancho Relaxo Restaurant	\$12,750	29563	\$6,000	\$6,750
STATE OF NV	\$10,000	33565	\$3,250	\$6,750
SOUTHERN HOME RENTALS	\$18,876	23285	\$12,128	\$6,748
Behavioral Health Center	\$18,748	23381	\$12,000	\$6,748
Clarkson Jewelers	\$30,846	16545	\$24,100	\$6,746
LinQuest	\$19,243	23022	\$12,500	\$6,743
Boxing Club Sports & Fitness Center	\$11,825	30943	\$5,082	\$6,743
Louisiana Restaurant Assn	\$26,329	18599	\$19,589	\$6,740
TABITHA HEALTH CARE SVC	\$43,044	12708	\$36,311	\$6,733
Viviano Heating & Air Conditioning	\$19,396	22918	\$12,666	\$6,730
Amoco	\$19,051	23146	\$12,325	\$6,726
Abandoned Acres Farm Haunted Attraction	\$11,000	32080	\$4,275	\$6,725
PAL Mgt Financial Services	\$28,410	17631	\$21,694	\$6,716
Ponderosa Homes	\$21,227	21530	\$14,513	\$6,714
Sipkin Orthodontics	\$38,778	13821	\$32,067	\$6,711
Partners In Community Building	\$21,525	21367	\$14,814	\$6,711
Liberty Payroll & HR Services	\$12,129	30426	\$5,418	\$6,711
Blessing Plumbing & Heating	\$31,906	16117	\$25,200	\$6,706
WSLQ	\$19,224	23031	\$12,519	\$6,705
Alabama Cooperative Extension System Organization	\$10,875	32292	\$4,170	\$6,705
Ranch House Restaurant	\$22,682	20613	\$15,978	\$6,704
Yip Premier Real Estate Llc	\$29,100	17297	\$22,400	\$6,700
Berry Co Food	\$21,550	21346	\$14,850	\$6,700
Central Care Cancer Center	\$12,699	29626	\$6,000	\$6,699
Regional Urology Center	\$39,144	13684	\$32,448	\$6,696
Herbology Medical Marijuana Dispensary	\$41,235	13138	\$34,541	\$6,694
Greystar Property Mgt Realty	\$10,693	32541	\$4,000	\$6,693
VIP Local Dealer	\$36,312	14582	\$29,620	\$6,692
FRL Automotive Repair	\$157,728	4022	\$151,040	\$6,688
Brookshire Brothers	\$33,080	15647	\$26,397	\$6,683
LAND/MAKE BLV AMUSE PRK	\$22,301	20876	\$15,619	\$6,682

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Fort Worth Local Dealer	\$89,020	6813	\$82,340	\$6,680
Loft 18 Indoor Golf & Social Club	\$35,502	14825	\$28,823	\$6,679
ABSOLUTE REALTY	\$13,222	28896	\$6,546	\$6,676
Cal Ranch Stores	\$22,000	21057	\$15,325	\$6,675
Hobson & Scott Remodeling Inc	\$20,075	22292	\$13,400	\$6,675
AARDVARK ANTIQUE MALL	\$17,650	24356	\$10,975	\$6,675
Christian Brothers Academy	\$12,735	29593	\$6,060	\$6,675
Ferrario Local Dealer	\$49,062	11407	\$42,391	\$6,671
Valley Hi Local Dealer	\$26,130	18689	\$19,463	\$6,667
Dont Stall Just Call Organization	\$18,000	23968	\$11,334	\$6,666
Knights Insurance Agency	\$46,704	11882	\$40,040	\$6,664
River Valley Church	\$13,462	28668	\$6,800	\$6,662
ADAMS TOWING SERVICE	\$13,158	28995	\$6,498	\$6,660
Driven Brands Auto Repair Service	\$43,718	12558	\$37,062	\$6,656
Medical University Of SC	\$246,600	2614	\$239,946	\$6,654
DONNY AARONS FRWRKS STR	\$40,154	13397	\$33,500	\$6,654
Builders Discount Center	\$14,016	27985	\$7,362	\$6,654
Vics Auto Center	\$12,821	29478	\$6,168	\$6,653
Advanced Arms Gun Shop	\$17,950	24106	\$11,300	\$6,650
BJs Country Mart Food Store	\$36,397	14559	\$29,748	\$6,649
Central Valley Medical Center	\$45,494	12136	\$38,847	\$6,647
Eastwick College	\$219,107	2933	\$212,461	\$6,646
HUBINGER GARDEN CENTER	\$16,000	25824	\$9,355	\$6,645
Cardiac Connection Home Healthcare Service	\$11,445	31443	\$4,800	\$6,645
Peoria Riverfront Museum	\$10,500	32751	\$3,857	\$6,643
Floyds Truck Center	\$27,932	17855	\$21,291	\$6,641
Prevention Network	\$14,684	27292	\$8,050	\$6,634
Walker Local Dealer	\$145,368	4349	\$138,738	\$6,630
Jerrys Nugget Casino & Resort	\$60,522	9559	\$53,895	\$6,627
Clint Bowyer Local Dealer	\$11,364	31569	\$4,737	\$6,627
Bill Gatton Local Dealer	\$30,571	16658	\$23,948	\$6,623
Maverick Local Dealer	\$11,770	31003	\$5,147	\$6,623
Consumers Credit Union	\$474,284	1341	\$467,667	\$6,617
Hermes Worldwide Chauffeured Transportation Solutions	\$18,767	23364	\$12,150	\$6,617
IDEA Public Schools	\$368,774	1742	\$362,158	\$6,616
Scotland Health Care System	\$12,950	29337	\$6,336	\$6,614
Inspiring Body Of Christ Church	\$35,194	14923	\$28,583	\$6,611
Yark Local Dealer	\$117,542	5247	\$110,932	\$6,610
CTC Consolidated Telecommunications	\$15,281	26572	\$8,672	\$6,609
Rocky Mountain Eye Center	\$49,991	11220	\$43,384	\$6,607
Hibachi Grill	\$31,351	16328	\$24,745	\$6,606

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
LAKE OF/OZARKS RE DEV	\$15,243	26613	\$8,637	\$6,606
GRANITE CONCEPTS CONTR	\$15,987	25898	\$9,384	\$6,603
Tucker Landscaping Service	\$26,820	18380	\$20,220	\$6,600
Downtown Memphis Commission	\$18,600	23498	\$12,000	\$6,600
Timbers Bar & Grill	\$16,350	25514	\$9,750	\$6,600
Jule Collins Smith Museum Of Fine Art	\$12,900	29377	\$6,300	\$6,600
WB HUNT CO	\$12,100	30443	\$5,500	\$6,600
Eggs Up Grill	\$91,074	6664	\$84,477	\$6,597
St Joseph Regional Medical Center	\$14,914	27067	\$8,321	\$6,593
University Local Dealer	\$82,069	7293	\$75,478	\$6,591
Well One Medical Centre	\$11,225	31770	\$4,635	\$6,590
Flynn Law Firm	\$21,106	21597	\$14,517	\$6,589
Louisiana Land Bank	\$15,480	26374	\$8,895	\$6,585
Western NE Community College	\$15,276	26583	\$8,692	\$6,584
Men For The Movement Organization	\$11,271	31674	\$4,687	\$6,584
Boots Etc Shoe Store	\$151,157	4193	\$144,579	\$6,578
Imagine Schools	\$10,727	32485	\$4,150	\$6,577
Albanese	\$44,185	12450	\$37,612	\$6,573
Contour Dermatology & Cosmestic Surgery Center	\$68,196	8628	\$61,624	\$6,572
Kiki Jewelry Store	\$53,020	10646	\$46,448	\$6,572
Bluegrass Dental Care Office	\$24,061	19825	\$17,491	\$6,570
Dwight Swanstrom Spirit Valley Agency	\$14,538	27417	\$7,971	\$6,567
P&M Law Firm	\$68,654	8577	\$62,090	\$6,564
Nardellis Grinder Shoppe	\$70,908	8336	\$64,346	\$6,562
Cannabis 21 Shop	\$42,326	12872	\$35,766	\$6,560
FAITH CHRISTIAN CENTER	\$26,000	18751	\$19,440	\$6,560
Martinsville Henry County VA	\$10,086	33438	\$3,527	\$6,559
Northwest FL State College	\$64,405	9080	\$57,848	\$6,557
Annie Alexander Advertising	\$208,166	3084	\$201,610	\$6,556
Keystone	\$469,600	1355	\$463,049	\$6,551
Miami Seaquarium	\$52,354	10756	\$45,803	\$6,551
WXII	\$23,250	20322	\$16,700	\$6,550
Coops Iron Works Gym	\$13,550	28517	\$7,000	\$6,550
Carlisle Events Auto Shows	\$11,550	31286	\$5,000	\$6,550
Sharkys Beachfront Restaurant	\$63,671	9168	\$57,122	\$6,549
Omni Family Health	\$100,022	6074	\$93,474	\$6,548
Kreepy Hollow Event	\$12,581	29774	\$6,039	\$6,542
Turning Stone Casino Resort	\$318,475	2025	\$311,938	\$6,537
Joseph Conte Jewelers	\$15,600	26235	\$9,065	\$6,535
Time Out Travel Center	\$20,251	22165	\$13,721	\$6,530
PROGRESS RAIL	\$10,426	32925	\$3,900	\$6,526

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
New Jersey Bariatric Center	\$28,800	17440	\$22,275	\$6,525
Priscilla McCalls Lingerie Gift Store	\$55,516	10248	\$48,996	\$6,520
Wound Institute Of America Medical Center	\$32,093	16046	\$25,575	\$6,518
Munns Sales & Services	\$60,155	9606	\$53,639	\$6,516
Kettle Moraine Heating & Air Conditioning	\$49,085	11403	\$42,571	\$6,514
CENTURY COLLEGE	\$110,807	5555	\$104,294	\$6,513
RAY FOGG BLDG METHODS	\$31,310	16345	\$24,800	\$6,510
Mr Eds Bar & Grill	\$10,930	32221	\$4,420	\$6,510
Scotts Marine	\$40,719	13260	\$34,210	\$6,509
Show Technology	\$47,894	11648	\$41,386	\$6,508
Chanceys Wrecker Service	\$44,489	12389	\$37,981	\$6,508
Southern CT State University	\$167,002	3824	\$160,496	\$6,506
Mays Business School	\$138,000	4574	\$131,500	\$6,500
ATLANTIC MEDICAL CENTER	\$37,050	14334	\$30,550	\$6,500
Koelsch Senior Communities	\$31,800	16163	\$25,300	\$6,500
Rogers Healy & Assoc Real Estate Agency	\$20,500	22011	\$14,000	\$6,500
Scott Family Amazeum	\$17,875	24171	\$11,375	\$6,500
Crisis Shelter Of Lawrence County	\$13,000	29171	\$6,500	\$6,500
Intl School Of Boston	\$13,000	29171	\$6,500	\$6,500
Gingras Thomsen & Wachs Lawyers	\$12,600	29721	\$6,100	\$6,500
Ocean Breeze Bar & Grill	\$10,000	33565	\$3,500	\$6,500
Ray Price Local Dealer	\$67,755	8691	\$61,257	\$6,498
Restore Plastic Surgery Center	\$42,894	12747	\$36,396	\$6,498
ORTHO REHAB DESIGNS CO	\$10,922	32234	\$4,425	\$6,497
Promised Land Zoo	\$21,711	21257	\$15,215	\$6,496
PAZ	\$12,992	29304	\$6,496	\$6,496
Registers Auto Glass	\$21,104	21601	\$14,615	\$6,489
PALM BEACH PRPRTS DEV	\$62,375	9313	\$55,895	\$6,480
Wendoming Food Service	\$49,141	11389	\$42,665	\$6,476
Mountain Metro Transit Service	\$148,075	4277	\$141,600	\$6,475
SARAS SECRET STORE	\$326,302	1977	\$319,829	\$6,473
South Dakota Housing Development Authority	\$18,340	23732	\$11,870	\$6,470
Moore Local Dealer	\$57,122	10041	\$50,655	\$6,467
FREEDOM HOUSE CHURCH	\$12,984	29309	\$6,517	\$6,467
Anne Arundel County Police	\$28,307	17674	\$21,843	\$6,464
Julios Cafe Corona Restaurant	\$30,819	16555	\$24,358	\$6,461
Alvin Community College	\$21,221	21532	\$14,760	\$6,461
Union City Local Dealer	\$83,810	7172	\$77,356	\$6,454
Cloverdale	\$19,415	22898	\$12,961	\$6,454
Langston & Lott Attorneys	\$63,750	9160	\$57,300	\$6,450
EMI Health	\$58,500	9848	\$52,052	\$6,448

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Common Fund Mortgage	\$32,773	15773	\$26,325	\$6,448
Our MT Organization	\$11,673	31153	\$5,226	\$6,447
Spindustry Web Design & Database	\$35,385	14859	\$28,941	\$6,444
Middle Tyger Area Council	\$17,811	24224	\$11,374	\$6,437
GEISS & SON JEWELERS	\$25,770	18894	\$19,334	\$6,436
Saturn Systems	\$47,657	11697	\$41,222	\$6,435
FREEDOM FIREWORKS STORE	\$25,296	19133	\$18,861	\$6,435
GEMINI FIREWORKS/NEW MEX	\$25,245	19152	\$18,810	\$6,435
Slice Of Life Restaurant	\$51,834	10848	\$45,408	\$6,426
University Of North FL	\$70,584	8371	\$64,163	\$6,421
American Museum Of Natural History	\$255,907	2504	\$249,488	\$6,419
Superior Equipment Rental Service	\$47,375	11748	\$40,961	\$6,414
Hoy-Kilnoski Funeral Home	\$20,592	21949	\$14,180	\$6,412
DIVERS DIRECT DV SPRSTR	\$36,335	14575	\$29,924	\$6,411
AYA MEDICAL SPA	\$12,820	29481	\$6,410	\$6,410
Shah Eye Center	\$21,264	21506	\$14,855	\$6,409
420 Factory Marijuana Dispensary	\$32,619	15823	\$26,214	\$6,405
K Novinger Jewelry Store	\$42,612	12809	\$36,209	\$6,403
Well Care Community Health	\$15,906	25950	\$9,503	\$6,403
Seven Seventeen Credit Union	\$63,186	9224	\$56,784	\$6,402
St Richard Catholic School	\$16,200	25641	\$9,800	\$6,400
Greater Lowell Technical School	\$11,000	32082	\$4,600	\$6,400
US Wings & Deli Restaurant	\$32,870	15736	\$26,475	\$6,395
Christian Life Church	\$56,855	10078	\$50,461	\$6,394
GRIFFIN FUNERAL HOME	\$29,737	17030	\$23,350	\$6,387
Tom Holzer Local Dealer	\$35,736	14758	\$29,350	\$6,386
OSBORNES JEWELERS	\$89,890	6754	\$83,512	\$6,378
Western Dakota Tech	\$19,274	22992	\$12,898	\$6,376
First Imperial Credit Union	\$11,475	31399	\$5,100	\$6,375
Tivol Jewelry Store	\$274,765	2332	\$268,395	\$6,370
Barstow Community Hospital	\$21,785	21201	\$15,419	\$6,366
John Ball Zoo	\$26,365	18586	\$20,000	\$6,365
Cavallaro-Neubauer Local Dealer	\$56,551	10116	\$50,188	\$6,363
David L Carrasco Job Corps Center	\$15,162	26693	\$8,800	\$6,362
KYLE LAW OFFICE	\$29,775	17017	\$23,414	\$6,361
Elevate Medical Marijuana Dispensary	\$37,860	14083	\$31,500	\$6,360
Good Samaritan Hospice	\$12,600	29721	\$6,240	\$6,360
Don Bailey Flooring	\$16,267	25572	\$9,910	\$6,357
DC CENTRAL KITCHEN ORG	\$18,355	23722	\$12,000	\$6,355
Prairie Flower Casino	\$80,064	7462	\$73,710	\$6,354
Oxfam America Organization	\$10,000	33565	\$3,646	\$6,354

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Maryland State Lottery	\$1,249,985	478	\$1,243,632	\$6,353
Lost Sea Adventure Park	\$18,473	23619	\$12,120	\$6,353
Top Shelf Cigar & Tobacco Shoppe	\$11,550	31286	\$5,200	\$6,350
Meat Block	\$44,477	12393	\$38,129	\$6,348
St Vincent College	\$55,775	10218	\$49,428	\$6,347
Oklahoma Blood Institute	\$16,003	25815	\$9,659	\$6,344
Outlet Shoppes At OK City	\$24,968	19367	\$18,627	\$6,341
Carter Insurance Agency	\$10,920	32238	\$4,580	\$6,340
Glaser & Ebbs Attorneys	\$26,100	18704	\$19,764	\$6,336
Azul Med Spa	\$14,052	27940	\$7,716	\$6,336
TradeWind Energy Co	\$12,565	29789	\$6,230	\$6,335
Erie Philharmonic Orchestra	\$10,060	33480	\$3,725	\$6,335
Parkers Kitchen Restaurant	\$24,284	19718	\$17,951	\$6,333
Austin Eastciders	\$17,200	24738	\$10,867	\$6,333
Denny Menholt Local Dealer	\$14,210	27784	\$7,877	\$6,333
Mach 1 Financial Group	\$11,981	30753	\$5,650	\$6,331
Fairwinds Treatment Center	\$19,700	22625	\$13,371	\$6,329
Lusk Drasites & Tolisano Attorneys	\$86,267	7009	\$79,939	\$6,328
Valero	\$21,655	21282	\$15,328	\$6,327
Thomas J Ueberschaer Attorney	\$76,690	7783	\$70,366	\$6,324
HOPKINS CARPET&INTRS STR	\$20,951	21721	\$14,628	\$6,323
Releaf Medical Marijuana Center	\$59,873	9679	\$53,551	\$6,322
Sharyland Independent School District	\$34,086	15330	\$27,768	\$6,318
North Oaks Health System	\$33,286	15582	\$26,968	\$6,318
Native Pride Convenience Store	\$54,020	10480	\$47,703	\$6,317
Provident Bank	\$358,025	1789	\$351,711	\$6,314
Zapatos Shoe Store	\$19,364	22938	\$13,052	\$6,312
Pawn Pros	\$24,821	19429	\$18,512	\$6,309
Turner Local Dealer	\$12,789	29526	\$6,481	\$6,308
Compass Christian Church	\$50,414	11099	\$44,108	\$6,306
Elizabeth Diamond Co	\$62,292	9319	\$55,990	\$6,302
Hard Hat Gear Store	\$10,665	32564	\$4,363	\$6,302
Roys Restaurant	\$15,271	26588	\$8,970	\$6,301
Port WA State Bank	\$18,300	23757	\$12,000	\$6,300
MON VALLEY HOSPITAL	\$10,800	32363	\$4,500	\$6,300
PATERSON PUBLIC SCH DIST	\$18,800	23339	\$12,502	\$6,298
Kasumi Sushi Restaurant	\$23,986	19932	\$17,690	\$6,296
American Pacific Mortgage	\$19,030	23156	\$12,735	\$6,295
Augusta Winery	\$43,040	12709	\$36,746	\$6,294
Southeast Local Dealer	\$10,198	33258	\$3,907	\$6,291
IU Credit Union	\$44,486	12391	\$38,199	\$6,287

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Raymond Local Dealer	\$91,891	6601	\$85,611	\$6,280
Old Edwards Inn & Spa	\$163,095	3901	\$156,816	\$6,279
Paul Sheldon Insurance & Benefits Planning	\$59,844	9682	\$53,568	\$6,276
Oakland Turkey Trot	\$11,275	31667	\$5,000	\$6,275
Lowcountry Jewelers	\$19,595	22716	\$13,330	\$6,265
Mary Baldwin College	\$12,438	30045	\$6,175	\$6,263
AIR SOUTH MECHANICAL SYS	\$10,246	33209	\$3,984	\$6,262
Mitchell Insurance Agency	\$24,283	19720	\$18,025	\$6,258
First Bank Of Calhoun	\$31,112	16448	\$24,857	\$6,255
IRWIN MARINE BOAT SALES	\$17,561	24427	\$11,310	\$6,251
Centercal Properties	\$12,500	29872	\$6,250	\$6,250
Hometown Ticket	\$12,500	29872	\$6,250	\$6,250
Hanover Warner Center Apartments	\$11,250	31699	\$5,000	\$6,250
Smith Automotive Service & Repair	\$10,450	32892	\$4,200	\$6,250
Pristine Lawn & Garden Service	\$12,870	29415	\$6,623	\$6,247
Greater Tyler Assn Of Realtors	\$40,040	13420	\$33,800	\$6,240
Tampa Electric Co	\$70,272	8405	\$64,034	\$6,238
Law Offices Of Sobo & Sobo	\$64,019	9128	\$57,781	\$6,238
JABS FIREWORKS STORE	\$160,742	3952	\$154,508	\$6,234
Troncalli Local Dealer	\$92,219	6580	\$85,986	\$6,233
Immediate Medcare & Family Doctor	\$34,745	15096	\$28,514	\$6,231
Carson Valley NV	\$16,064	25768	\$9,834	\$6,230
Showcase Properties	\$14,239	27764	\$8,009	\$6,230
Digital Pioneers Academy	\$10,750	32456	\$4,522	\$6,228
VALLEY FENCE CO	\$75,000	7944	\$68,773	\$6,227
Kesslers Diamond Center	\$17,564	24425	\$11,340	\$6,224
Nacol & Company Jewelry Store	\$12,750	29563	\$6,537	\$6,213
REALTY PARTNERS	\$309,621	2069	\$303,411	\$6,210
Olga Lucero FNP	\$13,582	28491	\$7,374	\$6,208
Essig Plumbing Heating & Cooling	\$81,593	7326	\$75,392	\$6,201
Divine Mercy Catholic Academy	\$68,150	8633	\$61,950	\$6,200
WBCL	\$41,650	13042	\$35,450	\$6,200
RJH & Co	\$16,500	25348	\$10,300	\$6,200
Exodus 20 Church	\$12,400	30084	\$6,200	\$6,200
Frizzi Customs Computers N Electronics Repair Service	\$11,600	31220	\$5,400	\$6,200
King Quarry Home Center	\$13,798	28262	\$7,600	\$6,198
Law Offices Of Daniel L Crandall & Assoc	\$97,532	6227	\$91,338	\$6,194
Acuity Eyecare Group	\$13,385	28747	\$7,191	\$6,194
Exit 122 Outdoor Power Equipment	\$12,204	30317	\$6,012	\$6,192
Curlew Hills Memory Gardens	\$19,151	23087	\$12,962	\$6,189
Life Time Fitness Center	\$20,235	22186	\$14,049	\$6,186

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Impressions Dental Service	\$17,016	24884	\$10,830	\$6,186
GROWING GROUNDS NURSERY	\$20,740	21857	\$14,560	\$6,180
PESTER MARKETING	\$10,080	33446	\$3,900	\$6,180
L3 Harris Technologies	\$137,177	4600	\$131,000	\$6,177
20 Past 4 & More Store	\$15,252	26601	\$9,075	\$6,177
Cunningham Fuel Supply Service	\$23,015	20429	\$16,839	\$6,176
Hoffman Sternberg & Karpf & Lynch Attorneys	\$18,137	23882	\$11,962	\$6,175
Westy Self Storage	\$18,516	23572	\$12,344	\$6,172
GRANT REGIONAL HLTH CTR	\$34,528	15167	\$28,357	\$6,171
Holcomb Carpet Store	\$90,743	6687	\$84,575	\$6,168
Taaka	\$277,663	2315	\$271,496	\$6,167
Comedy Connection Club	\$10,615	32620	\$4,450	\$6,165
Bowden & Carr Furniture Store	\$12,666	29658	\$6,503	\$6,163
PALM SPRINGS AIR MUSEUM	\$43,498	12596	\$37,339	\$6,159
Coatesville Youth Initiative	\$12,375	30115	\$6,216	\$6,159
Harrington Memorial Hospital	\$18,718	23433	\$12,560	\$6,158
Martin Community College	\$13,830	28205	\$7,674	\$6,156
Lighthouse Restaurant	\$46,713	11881	\$40,560	\$6,153
Museum Of Idaho	\$21,599	21305	\$15,446	\$6,153
GDI Integrated Facility Services	\$19,521	22763	\$13,371	\$6,150
Golden Trainer Performance Studio	\$16,500	25348	\$10,350	\$6,150
Cube Art Fair	\$13,650	28404	\$7,500	\$6,150
Lakeshore Bone & Joint Institute	\$10,050	33490	\$3,900	\$6,150
TORES NURSING HOME	\$12,536	29827	\$6,387	\$6,149
Alamo Bowl Fan Fiesta	\$13,155	29000	\$7,012	\$6,143
Greenhand Recreational Marijuana Dispensary	\$31,988	16094	\$25,852	\$6,136
ON YOUR TOES DNCWR/STR	\$27,136	18219	\$21,000	\$6,136
FUNWAY ENTER CTR GAME PK	\$10,882	32281	\$4,749	\$6,133
MAPCO	\$12,531	29831	\$6,400	\$6,131
Nascar Hall Of Fame	\$41,900	12966	\$35,771	\$6,129
Commonwealth Local Dealer	\$71,589	8268	\$65,463	\$6,126
William H Curtis Atty	\$25,302	19127	\$19,176	\$6,126
Kindred Homes Contractor	\$11,462	31427	\$5,336	\$6,126
Goldenvoice Concerts	\$26,124	18693	\$20,000	\$6,124
Target Shooting Solutions	\$14,002	27997	\$7,879	\$6,123
CLARK HEATING & COOLING	\$10,400	32954	\$4,280	\$6,120
Eight Mile Pawn Brokers Store	\$35,425	14845	\$29,306	\$6,119
Wilkes Telecommunication	\$30,358	16763	\$24,240	\$6,118
Sinclair Community College	\$39,042	13717	\$32,925	\$6,117
SETTLEMIRE NURSERY	\$72,178	8206	\$66,064	\$6,114
Mike Brown Local Dealer	\$35,220	14910	\$29,109	\$6,111

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
CHOOCHOO TANK WASH	\$24,432	19630	\$18,324	\$6,108
Broadway Oyster Bar Restaurant	\$43,375	12633	\$37,270	\$6,105
Dickson City Local Dealer	\$76,981	7753	\$70,877	\$6,104
Sacred Art Tattoo Parlor	\$20,496	22024	\$14,392	\$6,104
Dogtopia Daycare & Spa	\$23,676	20077	\$17,573	\$6,103
Jos Beauty Supply	\$16,863	25035	\$10,760	\$6,103
J Shea Jewelers Store	\$11,628	31185	\$5,525	\$6,103
A&H PLUMBING SERVICE	\$16,143	25694	\$10,043	\$6,100
St Pete Pier	\$15,100	26741	\$9,000	\$6,100
Chattahoochee Technical College	\$14,200	27796	\$8,100	\$6,100
Lees Ford Marina Resort	\$12,039	30504	\$5,940	\$6,099
LKQ Pick Your Part Auto Parts	\$92,355	6569	\$86,259	\$6,096
Alachua County FL	\$40,250	13375	\$34,156	\$6,094
Tom Wahls Burgers	\$32,285	15966	\$26,193	\$6,092
TCU Teachers Credit Union	\$57,025	10053	\$50,934	\$6,091
Castle Megastore Group	\$287,038	2239	\$280,949	\$6,089
Truhome Contractor	\$14,631	27326	\$8,543	\$6,088
HORSETOWN WESTERN STORES	\$104,923	5817	\$98,837	\$6,086
MCGINNIS REAL ESTATE	\$19,887	22500	\$13,810	\$6,077
Kevin Whitaker Local Dealer	\$14,576	27391	\$8,499	\$6,077
Edge Restaurant	\$35,310	14875	\$29,235	\$6,075
Black-Eyed Pea Restaurant	\$17,100	24809	\$11,025	\$6,075
Central AL Electric Cooperative	\$11,090	31956	\$5,015	\$6,075
M&M Staffing Services	\$36,486	14519	\$30,412	\$6,074
Beauchamp Water Treatment & Supply	\$28,800	17440	\$22,727	\$6,073
Turnersville Local Dealer	\$79,834	7487	\$73,762	\$6,072
BRADLEY HEATING & AC	\$11,700	31083	\$5,632	\$6,068
Trinity Falls Real Estate Development	\$74,634	7981	\$68,568	\$6,066
Merrivillville Local Dealer	\$39,420	13616	\$33,354	\$6,066
Augustine Brothers Contractor	\$12,876	29403	\$6,810	\$6,066
Outlet Shoppes	\$21,288	21499	\$15,224	\$6,064
Northshore Dental	\$20,356	22104	\$14,292	\$6,064
Second City Comedy Club	\$17,964	24092	\$11,900	\$6,064
Kennedy Law Firm	\$41,664	13039	\$35,603	\$6,061
TOBACCO SUPERSTORE	\$10,374	33035	\$4,314	\$6,060
Altamed	\$261,530	2442	\$255,471	\$6,059
Space Coast Assn Of Realtors	\$38,280	13958	\$32,231	\$6,049
AstraZeneca	\$104,635	5830	\$98,591	\$6,044
Evangeline Downs Race Track	\$18,292	23768	\$12,250	\$6,042
Cottage Health System Hospital	\$39,923	13484	\$33,882	\$6,041
Logos Christian Academy	\$10,433	32915	\$4,392	\$6,041

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Heartland Festival Orchestra	\$10,125	33383	\$4,086	\$6,039
Marcum	\$29,629	17086	\$23,593	\$6,036
HALTOM EQUIP CO LAWN STR	\$21,029	21636	\$14,994	\$6,035
Schuber Mitchell Homes Contractor	\$16,830	25059	\$10,800	\$6,030
VP Racing Fuels	\$18,200	23830	\$12,171	\$6,029
John Wentworth Real Estate Group	\$127,992	4888	\$121,965	\$6,027
Capital Region Medical Center	\$48,829	11454	\$42,803	\$6,026
BILLS HEATING & AC	\$26,138	18685	\$20,113	\$6,025
WCCO	\$16,000	25824	\$9,975	\$6,025
Pacific Grill Restaurant	\$11,039	32034	\$5,015	\$6,024
Jenkins Local Dealer	\$33,683	15452	\$27,660	\$6,023
CARMAN	\$13,358	28762	\$7,338	\$6,020
Boss Restaurant	\$128,200	4880	\$122,184	\$6,016
Haldeman Local Dealer	\$22,000	21057	\$15,984	\$6,016
Camila Cabello Personal Appearance	\$11,000	32082	\$4,989	\$6,011
Alive Credit Union	\$25,000	19281	\$18,999	\$6,001
Playland Amusement Park	\$16,001	25819	\$10,000	\$6,001
Washington Trust Co	\$160,776	3950	\$154,776	\$6,000
C Woods Co Plumbing Heating & AC	\$30,000	16888	\$24,000	\$6,000
Amerijet Intl Airlines	\$26,000	18750	\$20,000	\$6,000
St Lukes OMS	\$24,000	19866	\$18,000	\$6,000
VIRGINIA EYE INSTITUTE	\$24,000	19866	\$18,000	\$6,000
PRIESTERS PECANS STORE	\$22,560	20697	\$16,560	\$6,000
Bolling Plastic Surgery	\$18,000	23968	\$12,000	\$6,000
Certified Fleet Services Repair Shop	\$18,000	23968	\$12,000	\$6,000
Office Furniture Warehouse	\$18,000	23968	\$12,000	\$6,000
Ninja Fireworks	\$14,000	28001	\$8,000	\$6,000
MILLERS AUTO REPAIR SHOP	\$13,048	29132	\$7,048	\$6,000
Prince Royce Personal Appearance	\$12,500	29872	\$6,500	\$6,000
Ground Zero Center For Nonviolent Action	\$12,000	30536	\$6,000	\$6,000
Peconic Bay Medical Center	\$12,000	30536	\$6,000	\$6,000
World Mattress Store	\$12,000	30536	\$6,000	\$6,000
Pena & Bromberg Attorneys	\$11,862	30900	\$5,862	\$6,000
Cro-Arms Guns & Ammo Store	\$11,000	32082	\$5,000	\$6,000
Performance Pediatrics	\$10,500	32751	\$4,500	\$6,000
Inspector Roof Contractor	\$10,200	33258	\$4,200	\$6,000
American Crane	\$10,000	33565	\$4,000	\$6,000
WEBER HUMAN SVC FNDTN	\$10,738	32475	\$4,744	\$5,994
AMLI APARTMENTS	\$17,050	24860	\$11,060	\$5,990
Kelly Realtors	\$37,722	14128	\$31,736	\$5,986
PREMIER PEDIATRICS CTR	\$26,692	18445	\$20,706	\$5,986

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
BIO-REFERENCE LAB	\$16,986	24932	\$11,000	\$5,986
Columbiana Tractor Sales	\$14,326	27660	\$8,340	\$5,986
H&h Plumbing Service	\$19,611	22696	\$13,630	\$5,981
Pizza King Restaurant	\$10,117	33399	\$4,136	\$5,981
CMG Marketing Solutions	\$11,960	30774	\$5,980	\$5,980
Flynn Drilling Co	\$24,911	19390	\$18,936	\$5,975
Stormont Vail Events Center	\$10,575	32674	\$4,600	\$5,975
Lewis University	\$237,224	2713	\$231,250	\$5,974
Fenton Communications	\$22,550	20701	\$16,580	\$5,970
Pocatello ID	\$11,818	30956	\$5,854	\$5,964
Vernon Powell Shoe Store	\$61,312	9453	\$55,352	\$5,960
BrightRidge Utilty Co	\$26,260	18629	\$20,300	\$5,960
RUSH MEMORIAL HOSPITAL	\$12,348	30155	\$6,388	\$5,960
Crown Reef Resort	\$62,015	9362	\$56,059	\$5,956
Gathering Of Nations Pow-Wow	\$23,430	20218	\$17,474	\$5,956
Ion Bank	\$147,167	4299	\$141,212	\$5,955
CARPET VALUES CARPET STR	\$14,292	27703	\$8,337	\$5,955
RV Roadway Dealer	\$16,336	25531	\$10,382	\$5,954
MADISON METRO SCH DIST	\$17,350	24615	\$11,400	\$5,950
Hospice Of MI	\$14,550	27408	\$8,600	\$5,950
Solarity Credit Union	\$46,869	11846	\$40,920	\$5,949
Abingdon Ear Nose & Throat	\$13,099	29070	\$7,150	\$5,949
John N Calvino Attorney	\$183,731	3492	\$177,785	\$5,946
Driven Collision Auto Repair	\$24,696	19473	\$18,750	\$5,946
McGinn Carpenter Montoya & Love Attorneys	\$12,128	30428	\$6,184	\$5,944
Lewis & Clark Community College	\$14,842	27134	\$8,900	\$5,942
Ronald Smith Heating & Air	\$61,442	9435	\$55,502	\$5,940
United Steel Workers Of America	\$17,480	24531	\$11,540	\$5,940
Mini	\$26,470	18539	\$20,531	\$5,939
HOOD LOC DLR	\$39,348	13641	\$33,410	\$5,938
Greater Auburn-Gresham Development Corp	\$12,629	29690	\$6,691	\$5,938
TOBACCO 4 LESS STORE	\$10,730	32480	\$4,800	\$5,930
Lowry Electric Heating & Cooling Service	\$105,193	5800	\$99,264	\$5,929
County Of Montgomery	\$25,849	18853	\$19,920	\$5,929
Methodist Senior Services	\$26,018	18748	\$20,092	\$5,926
River Valley Foods	\$11,850	30913	\$5,925	\$5,925
Hicks Funfsinn Law Firm	\$126,743	4923	\$120,824	\$5,919
OHIO CAVERNS	\$21,980	21095	\$16,068	\$5,912
BARTLETT HEATING & AC SV	\$42,509	12834	\$36,600	\$5,909
Sonora Bank	\$31,637	16215	\$25,728	\$5,909
Universal Plumbing Supply Store	\$10,544	32711	\$4,636	\$5,908

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Kibbey Wagner Attorneys	\$81,305	7350	\$75,404	\$5,901
Tri Tank	\$14,625	27332	\$8,725	\$5,900
Groffs Auto Repair & Towing Service	\$13,800	28241	\$7,900	\$5,900
Dingeman Dancer & Christopherson Attorney	\$10,100	33414	\$4,200	\$5,900
IMPERIAL VALLEY COLLEGE	\$12,061	30486	\$6,162	\$5,899
Long John Silvers Restaurant	\$19,732	22603	\$13,838	\$5,894
JD BYRIDER LOC DLR	\$34,678	15119	\$28,785	\$5,893
MCHUGH CONSTRUCTION	\$11,696	31131	\$5,803	\$5,893
Circa Sports	\$77,401	7715	\$71,513	\$5,888
Professional Fire Restoration Service	\$11,772	31003	\$5,886	\$5,886
LAUREL EYE CLINIC	\$27,831	17899	\$21,948	\$5,883
GAUSE & SON JEWELERS	\$25,880	18839	\$20,000	\$5,880
OLD TOWN LA QUINTA/CTR	\$14,200	27796	\$8,320	\$5,880
Kline Brothers Landscaping	\$57,033	10051	\$51,155	\$5,878
Waters Edge Chocolates Store	\$14,642	27320	\$8,767	\$5,875
National Church Residences	\$20,994	21709	\$15,120	\$5,874
Best Insured Insurance Agency	\$20,874	21759	\$15,000	\$5,874
Real Estate Group	\$40,901	13218	\$35,033	\$5,868
Oklahoma RV Center	\$31,098	16452	\$25,232	\$5,866
Credit Human Federal Credit Union	\$217,955	2949	\$212,092	\$5,863
DeLonghi	\$99,429	6124	\$93,570	\$5,859
Lou Sobh Local Dealer	\$64,599	9062	\$58,742	\$5,857
TOM COOK JEWELERS	\$21,750	21225	\$15,893	\$5,857
Santa Fe Steakhouse	\$17,974	24086	\$12,121	\$5,853
Campo Roofing Contractor	\$43,000	12716	\$37,149	\$5,851
Wenholz Law Firm	\$27,150	18214	\$21,300	\$5,850
MCPIK Morris County Prevention Is Key Organization	\$15,850	25991	\$10,000	\$5,850
High Society Delivery Medical Marijuana	\$35,765	14747	\$29,916	\$5,849
CORNELLS JEWELRY STORE	\$22,403	20813	\$16,556	\$5,847
Ocala Dental Care Clinic	\$11,956	30776	\$6,109	\$5,847
Empire Insurance Agency	\$20,436	22059	\$14,592	\$5,844
EYE GUYS CLINIC	\$48,606	11495	\$42,764	\$5,842
Mike Peters Contracting	\$21,442	21423	\$15,600	\$5,842
Weavers Equipment Sales & Service	\$12,753	29558	\$6,916	\$5,837
Other Avenues Food Store	\$38,576	13876	\$32,742	\$5,834
KEY SCALES LOC DLR	\$20,121	22261	\$14,292	\$5,829
HP Hood	\$10,647	32588	\$4,818	\$5,829
USS MO MEMORIAL	\$10,568	32680	\$4,740	\$5,828
Wand	\$14,615	27358	\$8,788	\$5,827
IDAHO NATIONAL LAB	\$25,323	19121	\$19,497	\$5,826
Ouch Urgent Care	\$19,500	22777	\$13,680	\$5,820

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
JR Local Dealer	\$15,994	25893	\$10,180	\$5,814
Good Deals Heating & Cooling Inc	\$18,806	23334	\$12,996	\$5,810
Foothills Mall	\$14,100	27884	\$8,290	\$5,810
Bush Insurance	\$11,979	30755	\$6,174	\$5,805
Olathe Local Dealer	\$69,228	8517	\$63,424	\$5,804
K&M Premier Real Estate	\$12,091	30456	\$6,289	\$5,802
Satterfield & Dempsey Jewelers	\$19,900	22487	\$14,100	\$5,800
Thrive Wheeling Spa	\$16,800	25081	\$11,000	\$5,800
Colorado Citizens For Canine Welfare Organization	\$12,300	30203	\$6,500	\$5,800
Michael B Lyons MD	\$10,300	33126	\$4,500	\$5,800
Tims Air Conditioning & Refrigeration Service	\$10,048	33502	\$4,248	\$5,800
Black Expo	\$10,000	33565	\$4,200	\$5,800
BOBBI BASH REALTY	\$18,372	23711	\$12,578	\$5,794
STARKS SPORT SHOP	\$20,739	21861	\$14,946	\$5,793
Specialty Foods Group	\$18,782	23352	\$12,996	\$5,786
TRIMBACHS BODY SHOP	\$64,216	9102	\$58,434	\$5,782
Green Tree Metals Co	\$28,510	17579	\$22,729	\$5,781
Cantina Louie Restaurant	\$13,471	28661	\$7,690	\$5,781
Whitefish Credit Union	\$19,910	22486	\$14,130	\$5,780
Parade Of Homes	\$44,864	12314	\$39,086	\$5,778
AUTO COLLISION SERVICE	\$19,023	23161	\$13,245	\$5,778
Dogfish Head	\$21,853	21158	\$16,077	\$5,776
Action Equipment Sales Store	\$10,523	32728	\$4,750	\$5,773
Primary Health Clinic	\$10,258	33187	\$4,486	\$5,772
McCall Law Offices	\$23,752	20040	\$17,981	\$5,771
Lefante Law Offices	\$22,044	21041	\$16,273	\$5,771
CW SCOA West Realty	\$107,435	5706	\$101,669	\$5,766
Perlora Furniture Store	\$47,215	11781	\$41,450	\$5,765
FASHION OPTICAL	\$21,008	21647	\$15,243	\$5,765
LJ Advertising	\$52,468	10740	\$46,708	\$5,760
Lion Country Safari Animal Park	\$83,628	7186	\$77,870	\$5,758
Landmark Realty	\$15,896	25970	\$10,143	\$5,753
Gishs Furniture Store	\$25,608	18965	\$19,858	\$5,750
Sodel Concepts Restaurant	\$15,753	26071	\$10,005	\$5,748
Queen City Audio Video & Appliance	\$25,026	19267	\$19,279	\$5,747
Prime Real Estate Group	\$36,686	14452	\$30,943	\$5,743
Habitz Glass & Goodies Tobacco Shop	\$18,739	23419	\$12,996	\$5,743
Skunkmasters Marijuana Dispensary	\$111,617	5520	\$105,877	\$5,740
ORTHO SYNETICS	\$69,255	8512	\$63,516	\$5,739
Fancy Fruit & Produce	\$63,253	9215	\$57,516	\$5,737
MARKET COMMON SHPNG CTR	\$14,136	27861	\$8,404	\$5,732

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Grace Clinic	\$37,020	14353	\$31,290	\$5,730
Louisiana Lagniappe Restaurant	\$26,631	18465	\$20,904	\$5,727
STA Travel Services	\$11,900	30856	\$6,175	\$5,725
Benedictine Military School	\$16,335	25532	\$10,611	\$5,724
WTTW	\$111,502	5530	\$105,780	\$5,722
Beaver Machine Inc Store	\$10,920	32237	\$5,200	\$5,720
Tops Shoes Store	\$40,344	13349	\$34,626	\$5,718
TOWN & COUNTRY FURNITURE STORE	\$56,987	10061	\$51,270	\$5,717
Fishback Financial	\$28,125	17753	\$22,408	\$5,717
American Promotional Products	\$25,000	19281	\$19,286	\$5,714
Aquino-Vitality Medical Group	\$38,440	13909	\$32,728	\$5,712
Chapman Law Firm	\$39,467	13602	\$33,756	\$5,711
Dead River Home Heating Co	\$22,730	20601	\$17,019	\$5,711
Melting Pot Bar & Grill	\$18,070	23923	\$12,362	\$5,708
Riverstone Wine Spirits & Brews Store	\$13,000	29171	\$7,296	\$5,704
Bobs Carpet & Flooring	\$36,723	14442	\$31,020	\$5,703
St Joseph Auction & Antique Market	\$14,962	27023	\$9,260	\$5,702
Penn Furniture Store	\$34,200	15283	\$28,500	\$5,700
Orthopaedic Surgery Center	\$23,900	19964	\$18,200	\$5,700
RENO NV	\$20,750	21851	\$15,050	\$5,700
LORILIL JEWELERS	\$16,500	25348	\$10,800	\$5,700
A&B Distributors	\$15,450	26409	\$9,750	\$5,700
Gaston College	\$15,000	26823	\$9,300	\$5,700
North Shore Soap Factory	\$12,000	30536	\$6,300	\$5,700
Premier Island Mgt Group Real Estate Development	\$60,511	9560	\$54,813	\$5,698
Southwest Human Development Organization	\$29,496	17141	\$23,800	\$5,696
WORCESTER COUNTY MD	\$27,047	18265	\$21,353	\$5,694
FERGUSON TIRE SERVICE	\$36,170	14623	\$30,480	\$5,690
Megavision	\$60,000	9628	\$54,312	\$5,688
Florida Coast Farm Equipment	\$13,644	28424	\$7,959	\$5,685
PENNSY SUPPLY CONTRACTOR	\$13,185	28969	\$7,500	\$5,685
Trailfitters Sporting Goods Store	\$11,268	31675	\$5,586	\$5,682
Los Angeles County Department Of Public Works	\$13,110	29060	\$7,430	\$5,680
Well-Connect	\$12,440	30042	\$6,760	\$5,680
Lehigh Valley Zoo	\$27,270	18160	\$21,591	\$5,679
FROST ROOFING RPR CONTR	\$12,177	30352	\$6,498	\$5,679
North TX Funeral Homes	\$36,180	14616	\$30,505	\$5,675
Madworld Haunted Attractions	\$28,675	17512	\$23,000	\$5,675
Eye Clinic Of WI	\$11,150	31871	\$5,475	\$5,675
Route 22 Local Dealer	\$68,088	8647	\$62,414	\$5,674
FOND-DU-LUTH CASINO	\$60,058	9616	\$54,384	\$5,674

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Drive & Shine Car Wash	\$165,370	3850	\$159,698	\$5,672
BYGA Healthcare Insurance	\$40,590	13290	\$34,918	\$5,672
Myrtle Beach Harley-Davidson	\$12,912	29369	\$7,240	\$5,672
DIGITAL MEDIA INSTITUTE	\$12,496	29991	\$6,825	\$5,671
New Horizons Foundation	\$10,431	32918	\$4,760	\$5,671
Pacific Attorney Group	\$73,016	8127	\$67,346	\$5,670
Mother Hubbards Custom Cabinetry	\$17,010	24885	\$11,340	\$5,670
Peto Garden Center	\$27,833	17896	\$22,164	\$5,669
McCollough Plastic Surgery Clinic	\$21,094	21603	\$15,425	\$5,669
STANLEYS RENT TO OWN STR	\$19,642	22683	\$13,974	\$5,668
BALCH SPRINGS ECNMC DEV	\$20,000	22337	\$14,333	\$5,667
We The People	\$26,988	18302	\$21,324	\$5,664
Motiva Enterprises	\$25,025	19269	\$19,370	\$5,655
Clemens Food Group	\$91,992	6595	\$86,338	\$5,654
T-Squared Honors Academy	\$10,200	33258	\$4,548	\$5,652
Quantum OR	\$46,650	11891	\$41,000	\$5,650
Carolina Restaurant	\$12,570	29787	\$6,922	\$5,648
Clayton Local Dealer	\$28,727	17490	\$23,081	\$5,646
WMBF	\$11,645	31169	\$6,000	\$5,645
BOGARI EUROPEAN FURN STR	\$25,614	18964	\$19,970	\$5,644
Empath Health	\$181,643	3533	\$176,000	\$5,643
Walter Green Clothing Store	\$22,059	21033	\$16,419	\$5,640
Dalton RV Dealer	\$25,701	18929	\$20,062	\$5,639
Westwood Heights School District	\$17,475	24534	\$11,838	\$5,637
Hass Plastic Surgery Center	\$31,633	16219	\$25,997	\$5,636
Suncoast Urgent Care Center	\$10,793	32413	\$5,157	\$5,636
Personal Solutions Inc Addiction Mgt Services	\$12,510	29853	\$6,875	\$5,635
Callabyte	\$12,484	29996	\$6,849	\$5,635
Margaret McHenry Maids Service	\$34,188	15292	\$28,554	\$5,634
Quicklees Convenience Store	\$11,264	31681	\$5,632	\$5,632
Cranes Mattress Superstore	\$15,940	25934	\$10,310	\$5,630
Huntsville/Madison County AL	\$10,985	32167	\$5,355	\$5,630
Flavor Hook Restaurant	\$40,859	13225	\$35,231	\$5,628
New South Gun Shows	\$11,900	30856	\$6,274	\$5,626
Industrial Credit Union	\$22,521	20718	\$16,896	\$5,625
Borrego Health Clinic	\$11,625	31189	\$6,000	\$5,625
Chicago Architecture Biennial	\$21,562	21338	\$15,938	\$5,624
Fenstersheib Law Group	\$45,000	12252	\$39,382	\$5,618
Northeastern Insurance Agency	\$18,535	23557	\$12,920	\$5,615
Worldwide Flight Service	\$16,447	25435	\$10,832	\$5,615
French Truck Coffee Shop	\$38,104	14002	\$32,496	\$5,608

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Murky Waters BBQ Restaurant	\$47,512	11725	\$41,906	\$5,606
Gray Law Firm	\$15,300	26548	\$9,697	\$5,603
Gloria Ferrer	\$73,697	8077	\$68,095	\$5,602
LifePointe Fitness	\$13,085	29091	\$7,485	\$5,600
HELITECH LTN AMER EXHBTN	\$12,000	30536	\$6,400	\$5,600
Southside Liquors	\$11,200	31796	\$5,600	\$5,600
T Fuller Construction	\$28,666	17515	\$23,067	\$5,599
MARKET VISION SERVICES	\$31,260	16362	\$25,662	\$5,598
Bama Flea Mall & Antique Center	\$16,476	25414	\$10,879	\$5,597
Simon Eye Assoc Optical	\$47,561	11712	\$41,965	\$5,596
MQS Structures Contractor	\$59,324	9744	\$53,731	\$5,593
Metro Cars Limousine Service	\$17,522	24463	\$11,932	\$5,590
Cintas	\$75,837	7864	\$70,248	\$5,589
Highlands Residential Mortgage	\$17,165	24772	\$11,577	\$5,588
Kangarooing Construction	\$16,028	25799	\$10,452	\$5,576
IW Marks Jewelers	\$46,575	11909	\$41,000	\$5,575
Vetesnik Power Sports Store	\$11,200	31796	\$5,625	\$5,575
AZULENE DAY SPA & SALON	\$17,922	24137	\$12,348	\$5,574
Wedding Day Diamonds Store	\$15,959	25925	\$10,392	\$5,567
Shollenberger Januzzi & Wolfe Attorneys	\$10,763	32443	\$5,196	\$5,567
WILSONS MEAT MARKET	\$25,591	18982	\$20,025	\$5,566
lhangTVs.com Installation Service	\$13,356	28763	\$7,791	\$5,565
Pav & Broome Diamond Jewelers	\$120,632	5156	\$115,071	\$5,561
Hollywood Wax Museum	\$139,259	4541	\$133,700	\$5,559
Jack Giambalvo Local Dealer	\$25,508	19008	\$19,950	\$5,558
INTEGRACARE NURSING SVC	\$11,486	31389	\$5,928	\$5,558
Jello Museum	\$10,068	33465	\$4,510	\$5,558
Tands Restaurant	\$38,916	13782	\$33,360	\$5,556
Affordable Bail Bonds	\$34,342	15246	\$28,787	\$5,555
Vanscoy Maurer & Bash Diamond Jeweler	\$39,200	13669	\$33,650	\$5,550
Kare-In-Home Health Services	\$32,496	15876	\$26,946	\$5,550
Sonoco	\$14,400	27562	\$8,850	\$5,550
Lodge At Deadwood Gaming Resort	\$106,721	5732	\$101,177	\$5,544
Big Daddy Ks Fireworks Outlet	\$30,800	16561	\$25,260	\$5,540
Charleston County Environmental Mgt	\$10,768	32439	\$5,232	\$5,536
Sunopta	\$13,830	28207	\$8,300	\$5,530
Skyline Casino	\$50,992	10990	\$45,463	\$5,529
Clinton TN	\$11,707	31077	\$6,180	\$5,527
Syfrett Dykes & Furr Attorneys	\$25,112	19227	\$19,589	\$5,523
Kirks U-Needa-Butcher	\$11,587	31251	\$6,064	\$5,523
Fourtane Estate Jewelers	\$106,088	5759	\$100,568	\$5,520

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Milanos Restaurant	\$27,360	18114	\$21,840	\$5,520
Camino Community Center	\$17,805	24230	\$12,287	\$5,518
Valdez & Monarrez Attorneys	\$19,299	22975	\$13,785	\$5,514
Morrow Morrow Ryan & Bassett Attorney	\$74,045	8037	\$68,532	\$5,513
Upstate Metal Supply	\$35,803	14734	\$30,290	\$5,513
Alpena Agency Insurance	\$11,450	31437	\$5,940	\$5,510
Captain Jims Seafood Restaurant	\$78,532	7592	\$73,026	\$5,506
Jewelry Couture By Sehati	\$69,032	8537	\$63,526	\$5,506
Premier South Roofing & Sheet Metal	\$23,397	20252	\$17,892	\$5,505
John Stewart Walker Real Estate	\$14,932	27047	\$9,427	\$5,505
Windermere	\$159,439	3978	\$153,937	\$5,502
Chadron State College	\$14,598	27375	\$9,096	\$5,502
Beijing Lutu Advertising Media	\$35,500	14826	\$30,000	\$5,500
DALLAS DEPT OF AVIATION	\$33,000	15670	\$27,500	\$5,500
MIAMI CITY BALLET CO	\$24,500	19586	\$19,000	\$5,500
J&M HOMES BUILDER	\$23,500	20178	\$18,000	\$5,500
Spokane Local Dealer	\$21,000	21653	\$15,500	\$5,500
Billy Howard Attorney	\$18,500	23583	\$13,000	\$5,500
Jura	\$14,500	27453	\$9,000	\$5,500
Bethesda Nursing Agency	\$14,174	27822	\$8,674	\$5,500
APPALACHIAN DENTAL	\$10,800	32363	\$5,300	\$5,500
Scott Fick Plumbing Service	\$10,000	33565	\$4,500	\$5,500
Palram	\$16,900	24975	\$11,401	\$5,499
EARTHSAVERS STORE	\$20,199	22206	\$14,701	\$5,498
Carroll Community College	\$43,219	12673	\$37,722	\$5,497
SEVIER HEIGHTS BPTST CHR	\$22,285	20892	\$16,788	\$5,497
MUSEUM OF AVIATION	\$97,520	6229	\$92,026	\$5,494
Palmdale CA	\$34,153	15302	\$28,664	\$5,489
MAINSTYLE FLOORING CTR	\$23,813	20011	\$18,324	\$5,489
UNIFORM OUTLET	\$123,458	5043	\$117,972	\$5,486
GARRIGA LAW FIRM	\$49,632	11294	\$44,147	\$5,485
SWEETWATER COUNTY WY	\$19,440	22876	\$13,962	\$5,478
Werner Local Dealer	\$10,698	32534	\$5,227	\$5,471
Allentown Local Dealer	\$66,243	8855	\$60,773	\$5,470
Harvest Restaurant	\$22,706	20604	\$17,241	\$5,465
TERRA COMMUNITY COLLEGE	\$36,256	14594	\$30,792	\$5,464
Robertsons Ready Mix	\$54,142	10458	\$48,682	\$5,460
Weit Lund Construction	\$31,885	16133	\$26,425	\$5,460
Bohn Local Dealer	\$30,552	16665	\$25,098	\$5,454
Fogartys House Of Vapor Store	\$15,150	26710	\$9,700	\$5,450
Ohio Department Of Natural Resources	\$13,250	28865	\$7,800	\$5,450

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Hackley Community Care Center	\$13,150	29006	\$7,700	\$5,450
Genesis Local Dealer	\$139,825	4527	\$134,378	\$5,447
Santa Monica Place Shopping Center	\$21,000	21653	\$15,555	\$5,445
TA Staffing Agency	\$19,343	22948	\$13,900	\$5,443
Rush Foundation Hospital	\$52,215	10776	\$46,776	\$5,439
Hamstra Heating & Cooling	\$25,446	19054	\$20,008	\$5,438
Nick McLean Real Estate Group	\$11,913	30825	\$6,480	\$5,433
Common Ground Organization	\$34,975	15018	\$29,544	\$5,431
Dorsett Vapor Electronic Cigarettes Store	\$16,891	25010	\$11,463	\$5,428
Faithville Park	\$11,992	30741	\$6,564	\$5,428
NG Turf Lawn Store	\$40,514	13313	\$35,088	\$5,426
NANCYS NOOK NVLTS&GFTS	\$40,334	13351	\$34,912	\$5,422
Heritage Federal Credit Union	\$173,224	3695	\$167,803	\$5,421
CASTLE AIR MUSEUM	\$15,964	25922	\$10,543	\$5,421
Surplus Building Materials Center	\$36,833	14403	\$31,413	\$5,420
FISH BUILDERS & REALTY	\$18,414	23657	\$12,996	\$5,418
CIGARETTE DISC OUTLET	\$57,296	10022	\$51,880	\$5,416
Ulster County Board Of Realtors	\$10,832	32327	\$5,416	\$5,416
GEORGETOWN COUNTY SC	\$13,815	28223	\$8,400	\$5,415
Egg House Cafe	\$12,996	29254	\$7,581	\$5,415
BROWNE ACADEMY	\$23,260	20316	\$17,850	\$5,410
Word Of Restoration Intl Church	\$17,110	24803	\$11,700	\$5,410
BROOKSHIRES PHARMACY	\$49,228	11372	\$43,819	\$5,409
Urban Flooring Store	\$11,616	31207	\$6,208	\$5,408
New Mexico Gas Co	\$45,407	12163	\$40,000	\$5,407
St Augustine Local Dealer	\$27,730	17930	\$22,323	\$5,407
Boa Vista Orchards Market	\$67,287	8739	\$61,885	\$5,402
Regional One Health	\$109,400	5625	\$104,000	\$5,400
Vaughn A Wamsley Attorney	\$78,400	7603	\$73,000	\$5,400
Law Offices Of Mark E Salomon	\$36,471	14527	\$31,071	\$5,400
Viti Local Dealer	\$21,600	21305	\$16,200	\$5,400
Humphreys University	\$14,400	27562	\$9,000	\$5,400
Palmer Distinctive Dentistry	\$10,800	32363	\$5,400	\$5,400
CLYDE PEELINGS REPTILAND	\$23,388	20265	\$17,989	\$5,399
AREA 51 FIREWORKS SPRSTR	\$96,748	6277	\$91,351	\$5,397
Holy Cross Health System	\$96,038	6322	\$90,641	\$5,397
Kinty Jones Heating & Cooling	\$15,015	26810	\$9,618	\$5,397
Pyramid Federal Credit Union	\$31,778	16173	\$26,388	\$5,390
Geisinger Health System	\$1,967,538	279	\$1,962,150	\$5,388
VASCULAR INTRVNTNL ASSOC	\$16,454	25432	\$11,066	\$5,388
GRAND ITASCA CLINIC&HOSP	\$18,448	23629	\$13,069	\$5,379

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
American State Bank	\$14,865	27115	\$9,489	\$5,376
Miller Foods Store	\$43,873	12522	\$38,498	\$5,375
Waste Connections Service	\$20,627	21920	\$15,252	\$5,375
Little Village Environmental Justice	\$10,894	32267	\$5,520	\$5,374
Sliding Door Co Contractor	\$11,328	31603	\$5,956	\$5,372
Los Amigos Mexican Cantina	\$10,778	32429	\$5,406	\$5,372
AuthoraCare Collective Hospice Service	\$32,089	16047	\$26,720	\$5,369
Peterson Plumbing & Heating	\$12,246	30277	\$6,878	\$5,368
Byrne Dairy Store	\$111,140	5541	\$105,773	\$5,367
My Plastic Surgery Group	\$28,177	17722	\$22,812	\$5,365
Kent	\$32,023	16063	\$26,669	\$5,354
Advanced Dental Arts	\$13,246	28876	\$7,893	\$5,353
Benoit Local Dealer	\$14,051	27941	\$8,699	\$5,352
KAUD ORIENTALS STORE	\$41,350	13117	\$36,000	\$5,350
PETTIT NATIONAL ICE CTR	\$18,750	23381	\$13,400	\$5,350
Booklogix	\$12,700	29622	\$7,350	\$5,350
Chuck Agency Marketing Service	\$11,750	31031	\$6,400	\$5,350
PENNSYLVANIA RV&CMPG SHW	\$58,044	9906	\$52,697	\$5,347
Ed Morse Local Dealer	\$61,715	9399	\$56,369	\$5,346
Reliance Bank	\$32,560	15847	\$27,230	\$5,330
New Albany Heating & AC	\$27,100	18237	\$21,773	\$5,327
Jacksons Restaurant	\$23,437	20214	\$18,114	\$5,323
Zoom Ride Sharing Service	\$12,323	30181	\$7,000	\$5,323
North Hennepin Community College	\$106,621	5737	\$101,304	\$5,317
CRJ Enterprises Store	\$22,781	20565	\$17,468	\$5,313
Auben Realty	\$32,586	15838	\$27,274	\$5,312
FORREST GENERAL HOSPITAL	\$134,517	4684	\$129,206	\$5,311
BAYARD FIRM	\$19,470	22858	\$14,160	\$5,310
Cash For Cars Local Dealer	\$13,684	28374	\$8,374	\$5,310
Absolute Moving & Storage Service	\$12,333	30174	\$7,023	\$5,310
Lees Discount Liquors Stores	\$231,018	2783	\$225,709	\$5,309
BAPTIST CHURCH	\$12,353	30139	\$7,047	\$5,306
HOSPICE OF THE VALLEY	\$203,013	3165	\$197,710	\$5,303
Agua Caliente Clippers	\$18,200	23829	\$12,900	\$5,300
Manasquan Bank	\$14,400	27562	\$9,100	\$5,300
Jennings Group Property Mgt Services	\$10,675	32557	\$5,376	\$5,299
Richard Kroll Total Image Salon	\$11,798	30978	\$6,500	\$5,298
Conner Prairie Living History Museum	\$74,591	7986	\$69,297	\$5,294
Amazing Smiles Dental Center	\$16,020	25807	\$10,735	\$5,285
Let Us Claim Insurance Agency	\$82,590	7258	\$77,309	\$5,281
Ocean Local Dealer	\$16,116	25723	\$10,836	\$5,280

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Oklahoma State Department Of Education	\$10,980	32171	\$5,700	\$5,280
Mildred Elley Business College	\$33,852	15404	\$28,574	\$5,278
Tennessee Metal Co	\$25,784	18886	\$20,512	\$5,272
ALBERTS GIFTS STORE	\$31,584	16238	\$26,320	\$5,264
Bodines Casino	\$48,441	11528	\$43,178	\$5,263
Center Line Public Schools	\$11,530	31315	\$6,270	\$5,260
Morris & Morris Attorneys	\$25,332	19117	\$20,075	\$5,257
COLEMAN TAYLOR TRNSMSNS	\$25,050	19257	\$19,794	\$5,256
Saban & Solomon Attorney	\$135,335	4652	\$130,080	\$5,255
St Cloud Orthopedics	\$51,843	10845	\$46,589	\$5,254
Nova Truck Wash	\$20,164	22224	\$14,910	\$5,254
Codys Original Roadhouse Restaurant	\$10,567	32680	\$5,313	\$5,254
TRACTOR & EQUIP CO	\$23,897	19972	\$18,646	\$5,251
Tin Lizzie Casino Gaming Resort	\$46,997	11821	\$41,747	\$5,250
Hennepin Theatre Trust	\$19,250	23006	\$14,000	\$5,250
ADVANCED COMFORT HTG&AC	\$13,050	29124	\$7,800	\$5,250
Corpus Christi Pet Memorial Center	\$19,055	23143	\$13,806	\$5,249
Diebold	\$10,494	32847	\$5,246	\$5,248
Solid Waste Authority Of Palm Beach County FL	\$25,170	19201	\$19,928	\$5,242
RUSMUR FLOORS/CARPET ONE	\$89,858	6755	\$84,618	\$5,240
Stieper & Brust Orthodontics	\$24,604	19527	\$19,367	\$5,237
Surf N Sea Shop	\$16,270	25569	\$11,034	\$5,236
ER Katy Clinic	\$39,121	13688	\$33,889	\$5,232
Santa Clarita CA	\$30,207	16825	\$24,980	\$5,227
Hofmann	\$29,355	17206	\$24,128	\$5,227
Northwest Shoals College	\$10,075	33452	\$4,850	\$5,225
Wynne Building Real Estate Developer	\$59,469	9728	\$54,245	\$5,224
CHAMPION DENTISTRY SVC	\$10,068	33463	\$4,845	\$5,223
Reydel Local Dealer	\$107,307	5711	\$102,086	\$5,221
GNG FITNESS EQUIP STR	\$231,420	2777	\$226,200	\$5,220
Be A Hero Organization	\$10,535	32718	\$5,320	\$5,215
Hanover College	\$39,214	13663	\$34,000	\$5,214
PEDIATRIC CENTER	\$28,567	17554	\$23,353	\$5,214
Everett Community College	\$14,645	27320	\$9,432	\$5,213
Portela Law Firm	\$15,535	26313	\$10,323	\$5,212
Jennings Anderson Local Dealer	\$121,292	5121	\$116,085	\$5,207
Sweet Spot Bakery & Cafe	\$10,607	32637	\$5,400	\$5,207
Conlays Power Washing Service	\$11,070	31978	\$5,864	\$5,206
Achieva Credit Union	\$15,205	26647	\$10,000	\$5,205
Estabrook Local Dealer	\$66,835	8793	\$61,635	\$5,200
Winterthur Museum Garden & Library	\$33,800	15417	\$28,600	\$5,200

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
MPTV TV	\$11,700	31083	\$6,500	\$5,200
Whatley Health Services Center	\$10,700	32520	\$5,500	\$5,200
POSITIVE ENERGY HLTH CTR	\$31,571	16243	\$26,375	\$5,196
Sombrero Mexican Food Restaurant	\$39,583	13568	\$34,390	\$5,193
Hitch RV	\$28,738	17486	\$23,545	\$5,193
J Pauley Local Dealer	\$11,692	31137	\$6,500	\$5,192
Go Fish Investments	\$27,575	18013	\$22,384	\$5,191
Lakeland Rifle & Pistol Club	\$17,946	24107	\$12,756	\$5,190
Mesa Verde National Park	\$10,380	33023	\$5,190	\$5,190
TOTAL LAWN CARE SERVICE	\$13,424	28706	\$8,239	\$5,185
Waypointe Property Real Estate Development	\$14,213	27784	\$9,033	\$5,180
ROCK FAMILY WORSHIP CTR	\$27,845	17889	\$22,670	\$5,175
BURGAN REAL ESTATE LTD	\$23,152	20374	\$17,978	\$5,174
South La Bank	\$10,001	33562	\$4,828	\$5,173
Plak That Wood Prints Studio	\$10,830	32336	\$5,659	\$5,171
Gwynedd Mercy University	\$67,170	8755	\$62,001	\$5,169
Bigfork Valley Hospital	\$16,367	25502	\$11,203	\$5,164
Buquet Distributing	\$11,010	32072	\$5,850	\$5,160
Memphis Zoo	\$110,544	5566	\$105,392	\$5,152
St James School	\$10,505	32742	\$5,355	\$5,150
Barrington Stage Co	\$10,020	33542	\$4,870	\$5,150
Yadkin Valley Home Health Service	\$15,018	26808	\$9,869	\$5,149
Vein & Vascular Institute Of Tampa Bay	\$11,439	31449	\$6,290	\$5,149
Garys Pawn & Gun Shop	\$34,046	15343	\$28,900	\$5,146
Convey Health Solutions	\$22,213	20919	\$17,070	\$5,143
Gwatney Local Dealer	\$46,812	11857	\$41,670	\$5,142
Sana Lake Recovery Center	\$32,484	15892	\$27,345	\$5,139
DESIGN AIR HEATING & AC	\$19,799	22550	\$14,660	\$5,139
Mollie Stones Market	\$52,743	10695	\$47,609	\$5,134
Beautiful Oasis Child Care	\$20,191	22215	\$15,061	\$5,130
St Vincents Urgent Care Centers	\$10,260	33182	\$5,130	\$5,130
United Built Homes Real Estate Developer	\$56,789	10089	\$51,663	\$5,126
Pictured Rocks Kayaking Tours Agency	\$11,176	31847	\$6,050	\$5,126
FAMILY HEATING & AC SVC	\$24,900	19395	\$19,776	\$5,124
Mansell Media Marketing	\$24,324	19693	\$19,200	\$5,124
North Carolina Department Of Transportation	\$15,750	26076	\$10,627	\$5,123
Whites Travel Center	\$79,980	7477	\$74,858	\$5,122
PI ROOFING CONTRACTOR	\$14,422	27537	\$9,300	\$5,122
Phoenix Rapid Test	\$10,240	33220	\$5,120	\$5,120
Hardwire Tattoo Parlor	\$12,802	29496	\$7,684	\$5,118
Jordan Air Enterprises	\$89,236	6797	\$84,127	\$5,109

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Speedy Cash	\$19,401	22908	\$14,292	\$5,109
1ST LAKE PROPERTIES	\$175,620	3643	\$170,512	\$5,108
Eastern Shore Shoe Hospital Shoe Store	\$40,295	13366	\$35,187	\$5,108
Pennsylvania Pyro Plus Store	\$17,925	24135	\$12,820	\$5,105
Delaware North Co Travel Hospitality Services	\$50,075	11171	\$44,973	\$5,102
Bradley Arant Boult Cummings Attorneys	\$26,033	18742	\$20,931	\$5,102
First Baptist Spartanburg	\$18,100	23905	\$13,000	\$5,100
Krisays Appliance Center	\$13,429	28702	\$8,338	\$5,091
Eye Doctors Optical	\$28,059	17772	\$22,974	\$5,085
Columbia Intl University	\$52,969	10655	\$47,885	\$5,084
Spirit Mountain Hotels & Resorts	\$292,297	2200	\$287,219	\$5,078
San Juan College	\$27,887	17869	\$22,812	\$5,075
Cone Health System	\$54,235	10446	\$49,161	\$5,074
McCowen & Secord Funeral Home	\$11,888	30878	\$6,816	\$5,072
Eco Plumbers	\$112,117	5499	\$107,046	\$5,071
One Place Family Justice Center	\$19,949	22463	\$14,880	\$5,069
Wilderness At The Smokies	\$70,532	8376	\$65,464	\$5,068
Coneys Garage Doors Contractor	\$35,942	14696	\$30,880	\$5,062
Midlands Orthopaedics & Neurosurgery	\$35,646	14782	\$30,586	\$5,060
CHELSEA BUILDING PDTS	\$11,060	31989	\$6,000	\$5,060
Modern Home Kitchen & Bath Center	\$10,060	33482	\$5,000	\$5,060
Kickin Crab Cajun Seafood House Restaurant	\$26,955	18314	\$21,900	\$5,055
Schaefer Farms	\$12,862	29424	\$7,812	\$5,050
Fitness System Health Club	\$11,950	30786	\$6,900	\$5,050
COLLEGE OF SOUTHERN ID	\$10,000	33565	\$4,950	\$5,050
DELTONA CORP RE DEV	\$50,216	11142	\$45,168	\$5,048
Immediate Care Center	\$57,105	10043	\$52,060	\$5,045
Castiglione Funeral Home	\$21,484	21392	\$16,439	\$5,045
Jeffersons RoadHouse Restaurant	\$13,600	28464	\$8,557	\$5,043
Piedmont Plastic Surgery	\$80,664	7407	\$75,622	\$5,042
Blarney Castle Oil Co	\$13,596	28488	\$8,554	\$5,042
Navigator Credit Union	\$123,325	5047	\$118,284	\$5,041
Newman Dental Care Inc Clinic	\$14,520	27435	\$9,480	\$5,040
Upland Hills Health Hospital	\$39,597	13557	\$34,561	\$5,036
BILLS CAR WASH	\$30,224	16821	\$25,190	\$5,034
Eastern IA Airport	\$10,068	33465	\$5,034	\$5,034
EFROS Orthodontics	\$32,284	15970	\$27,252	\$5,032
JACQUELINES JEWELRY STR	\$19,297	22975	\$14,265	\$5,032
Monroe County Hospital	\$13,194	28960	\$8,162	\$5,032
Seashore Pediatrics	\$17,090	24831	\$12,061	\$5,029
BailTek Carpet Cleaning Service	\$24,000	19866	\$18,974	\$5,026

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Sonora Local Dealer	\$39,900	13492	\$34,876	\$5,024
Indian Motorcycle Of Panama City Beach	\$21,161	21560	\$16,140	\$5,021
CALDWELL EQUIP CO	\$24,656	19495	\$19,636	\$5,020
Crawfish Town USA Restaurant	\$22,560	20696	\$17,540	\$5,020
Wellness Coalition Medical Organization	\$18,770	23360	\$13,755	\$5,015
ECONOMY ROOFING CONTR	\$10,010	33551	\$5,000	\$5,010
LEGACY LANDSCAPE SVC	\$13,436	28697	\$8,430	\$5,006
Feldco Factory To You	\$56,729	10100	\$51,724	\$5,005
Roanoke College	\$20,008	22328	\$15,005	\$5,003
RIVERSIDE TRANSIT AGENCY	\$16,500	25348	\$11,499	\$5,001
Viva Eve Womens Clinic	\$15,001	26820	\$10,000	\$5,001
Love Stuff Adult Store	\$217,476	2959	\$212,476	\$5,000
Handyside Plumbing	\$49,100	11401	\$44,100	\$5,000
KNIGHTSBRIDGE ANTIQUE ML	\$26,000	18751	\$21,000	\$5,000
Aiken SC	\$20,000	22337	\$15,000	\$5,000
Alternative Therapy Center	\$20,000	22337	\$15,000	\$5,000
GSP Intl Airport	\$20,000	22337	\$15,000	\$5,000
NJR Home Service	\$20,000	22337	\$15,000	\$5,000
Prime 94 Steakhouse	\$19,500	22777	\$14,500	\$5,000
CHERRY HILL CONST&DMLTN	\$17,500	24481	\$12,500	\$5,000
BOAT STUF	\$16,700	25185	\$11,700	\$5,000
HEARTH CABINETS&MORE CTR	\$14,000	28001	\$9,000	\$5,000
Oregon State Mrn Brd	\$12,500	29872	\$7,500	\$5,000
Prince Georges County Department Of Social Services	\$12,500	29872	\$7,500	\$5,000
LA Casa Del Pueblo Food Store	\$12,250	30262	\$7,250	\$5,000
KCWI	\$12,000	30536	\$7,000	\$5,000
Cygnnet Theatre	\$10,000	33565	\$5,000	\$5,000
Ice Services Food Stores	\$10,000	33565	\$5,000	\$5,000
Virginia Living Museum	\$10,000	33565	\$5,000	\$5,000
Georgia Watermelon Assn	\$27,999	17801	\$23,000	\$4,999
Horan & Assn Financial Advisory	\$39,727	13527	\$34,729	\$4,998
Daniels Best Jerky	\$62,088	9353	\$57,091	\$4,997
Cowlitz County WA	\$13,494	28648	\$8,498	\$4,996
Miller Roofing Co	\$12,352	30144	\$7,356	\$4,996
Ellis Medicine	\$66,000	8888	\$61,007	\$4,993
American Health Network	\$13,165	28987	\$8,175	\$4,990
Mason General Hospital	\$28,819	17430	\$23,834	\$4,985
TRUCKOMAT	\$53,267	10606	\$48,286	\$4,981
Mahoning County Children Services	\$36,481	14522	\$31,500	\$4,981
North Corpus Christi Local Dealer	\$28,878	17403	\$23,898	\$4,980
Karns Quality Foods Store	\$32,295	15962	\$27,320	\$4,975

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
MORRISTOWN HMBLN HLTHCR	\$31,047	16472	\$26,073	\$4,974
Altium Packaging	\$26,315	18606	\$21,342	\$4,973
Single Stone Jewelry Store	\$38,467	13902	\$33,495	\$4,972
Drees Custom Homes	\$26,896	18340	\$21,924	\$4,972
ShopRite Wines & Spirits	\$23,884	19975	\$18,912	\$4,972
Connections Therapy Center	\$18,870	23290	\$13,898	\$4,972
Lifetime	\$99,153	6134	\$94,185	\$4,968
HEALTH WEST MEDICAL CTR	\$38,507	13891	\$33,540	\$4,967
Dukes BBQ Smokehouse	\$38,130	13996	\$33,165	\$4,965
LIFE CHOICES PRGNCY CLNC	\$17,464	24543	\$12,500	\$4,964
Porcelanosa	\$16,314	25547	\$11,350	\$4,964
Roxbury Preparatory School	\$27,533	18031	\$22,570	\$4,963
Missouri Southern State University	\$61,925	9373	\$56,973	\$4,952
El Toro Bar & Grill	\$60,811	9519	\$55,860	\$4,951
Catholic Memorial High School	\$12,450	30028	\$7,500	\$4,950
SUNRAY OPTICAL SERVICE	\$26,019	18746	\$21,070	\$4,949
Helen Keller Hospital	\$96,190	6314	\$91,245	\$4,945
CELL BLOCK NIGHTCLUB	\$11,104	31912	\$6,160	\$4,944
Cheyenne Radiology Group	\$27,965	17837	\$23,023	\$4,942
Infinity Homes	\$32,496	15876	\$27,555	\$4,941
One Stop Market	\$10,987	32165	\$6,048	\$4,939
Rodizio Grill Brazilian Steakhouse	\$41,558	13074	\$36,623	\$4,935
Germantown Performing Arts Center	\$16,470	25418	\$11,535	\$4,935
Shores At Pleasant Hill Assisted Living Home	\$16,299	25552	\$11,365	\$4,934
Dairy Farmers Of America	\$33,895	15393	\$28,962	\$4,933
UNCLE SAMS FIREWORKS	\$12,870	29415	\$7,938	\$4,932
McNallys Heating & Cooling Service	\$13,062	29113	\$8,136	\$4,926
Alabama Gun Collectors Assn	\$14,825	27141	\$9,900	\$4,925
PARK PLACE JEWELERS	\$25,299	19129	\$20,382	\$4,917
Style Crest Contractor	\$11,166	31856	\$6,252	\$4,914
HALF PRICE FIREWORKS STR	\$16,330	25536	\$11,418	\$4,912
Country Liquors Spirits & Wine	\$12,272	30244	\$7,360	\$4,912
Houston Zoo	\$244,110	2641	\$239,199	\$4,911
Maxfields Lounge Restaurant	\$19,565	22736	\$14,654	\$4,911
Baptist Health Lexington	\$213,561	3021	\$208,651	\$4,910
SPRINGS RESCUE MSN ORG	\$16,300	25552	\$11,390	\$4,910
CALLAHAN PROMOTIONS	\$13,560	28506	\$8,650	\$4,910
Isabella Bank	\$10,410	32949	\$5,500	\$4,910
Fairbridge Hotels Intl	\$13,745	28318	\$8,844	\$4,901
Veterans Memorial Civic & Convention Center	\$21,000	21653	\$16,100	\$4,900
Imperial Furniture Store	\$11,200	31796	\$6,300	\$4,900

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
NORTHPOINT RE INVSTMNT	\$25,090	19241	\$20,198	\$4,892
Max Credit Union	\$123,504	5040	\$118,616	\$4,888
Eagle Truck Wash	\$101,884	5960	\$96,998	\$4,886
Nebraska Medicine Center	\$199,405	3226	\$194,522	\$4,883
Family Service Of Montgomery County	\$27,399	18098	\$22,521	\$4,878
Kizer Pharmacy	\$28,275	17686	\$23,400	\$4,875
FBT Bank & Mortgage	\$31,410	16299	\$26,536	\$4,874
Peoria Ear Nose & Throat Group	\$34,375	15234	\$29,502	\$4,873
Tiger Plumbing Heating Air Conditioning & Electrical Services	\$31,680	16203	\$26,807	\$4,873
JW Enterprises Home Services	\$12,664	29664	\$7,792	\$4,872
Golden Gate Petroleum	\$124,870	4995	\$119,999	\$4,871
DORNEY PARK	\$17,800	24234	\$12,929	\$4,871
Oakland Nurseries	\$15,262	26595	\$10,392	\$4,870
Genesco Sports Enterprises	\$10,000	33565	\$5,130	\$4,870
Self Insurance Services	\$12,984	29310	\$8,115	\$4,869
Marimn Health System	\$13,553	28516	\$8,686	\$4,867
Twin Pine Casino & Hotel	\$149,907	4235	\$145,045	\$4,862
Carson Valley Inn Hotel Casino	\$53,434	10582	\$48,574	\$4,860
Elizabeth City State University	\$40,659	13274	\$35,803	\$4,856
WIAT	\$19,552	22748	\$14,697	\$4,855
M&M HEATING & AC SERVICE	\$15,001	26820	\$10,148	\$4,853
Zankou Chicken Restaurant	\$22,850	20513	\$18,000	\$4,850
Windham Mountain Ski Resort	\$14,850	27125	\$10,000	\$4,850
Bob & Tom Show	\$15,000	26823	\$10,152	\$4,848
James McKiernan Attorney	\$37,150	14310	\$32,304	\$4,846
Benefit Marketing	\$61,878	9378	\$57,036	\$4,842
Washington Park	\$15,086	26758	\$10,245	\$4,841
Kirby Family Farm Organization	\$16,770	25129	\$11,930	\$4,840
Holiday Heating & Cooling	\$16,680	25205	\$11,840	\$4,840
PASSIONS WEEK-END EVENT	\$13,851	28188	\$9,014	\$4,837
Marks Jewelers	\$41,016	13186	\$36,181	\$4,835
Alamo Records	\$16,260	25574	\$11,428	\$4,832
Freight House Restaurant	\$14,666	27303	\$9,834	\$4,832
Home Improvement Outlet	\$22,770	20570	\$17,940	\$4,830
Red Apple Fireworks	\$24,843	19421	\$20,015	\$4,828
MATI JEWELERS	\$56,855	10079	\$52,028	\$4,827
Bruce Lowrie Local Dealer	\$44,193	12448	\$39,367	\$4,826
Primark Clothing Store	\$207,064	3099	\$202,240	\$4,824
Craven Community College	\$46,229	11957	\$41,423	\$4,806
Kathy Helbig Group	\$51,720	10868	\$46,920	\$4,800
Farris Insurance	\$12,264	30252	\$7,464	\$4,800

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Seattle Vascular Surgery	\$12,000	30536	\$7,200	\$4,800
Southern Mulch	\$11,200	31796	\$6,400	\$4,800
GN Endocrinology Clinic	\$10,800	32363	\$6,000	\$4,800
Stubbs Orthodontics	\$10,800	32363	\$6,000	\$4,800
Mica Moon Zip Tours	\$10,100	33414	\$5,300	\$4,800
HANSERS TRANSMISSION&AT	\$27,673	17958	\$22,874	\$4,799
Shawn C Brown Attorney	\$63,572	9182	\$58,775	\$4,797
Mall Of GA Local Dealer	\$100,172	6061	\$95,376	\$4,796
LENNOX HEATING & AC	\$63,756	9158	\$58,968	\$4,788
Think About Personal Pollution Campaign	\$11,450	31438	\$6,666	\$4,784
Hammond Super Pawn Shop	\$15,604	26229	\$10,823	\$4,781
Roosevelt Charter Academy	\$11,031	32044	\$6,251	\$4,780
KedPlasma Center	\$96,753	6276	\$91,974	\$4,779
Hope Cancer Center	\$25,992	18776	\$21,213	\$4,779
ROLLING HILLS ZOO	\$13,220	28899	\$8,443	\$4,777
Listerhill Credit Union	\$13,880	28164	\$9,104	\$4,776
NWP Services Corp	\$14,750	27220	\$9,980	\$4,770
Heritage Funeral Home	\$32,000	16070	\$27,231	\$4,769
Wayne County Economic Development	\$84,654	7118	\$79,889	\$4,765
Dancing Eagle Casino	\$66,821	8795	\$62,058	\$4,763
Prime Bros Furniture Store	\$61,412	9439	\$56,649	\$4,763
SYLVANIA FUNERAL HOME	\$26,806	18386	\$22,043	\$4,763
New Walk Church	\$15,638	26202	\$10,877	\$4,761
Lococo & Lococo Attorney	\$44,298	12428	\$39,540	\$4,758
Paul Mears Insurance Agency	\$25,150	19210	\$20,392	\$4,758
Casper-Natrona County Health Department	\$11,759	31016	\$7,001	\$4,758
San Mateo Credit Union	\$36,750	14427	\$32,000	\$4,750
PharmCo Pharmacy	\$14,161	27831	\$9,411	\$4,750
Denver Public Library	\$11,400	31493	\$6,650	\$4,750
Garden State Local Dealer	\$31,234	16388	\$26,488	\$4,746
51 Fifty	\$16,213	25638	\$11,468	\$4,745
Approved Auto Local Dealer	\$10,526	32725	\$5,781	\$4,745
Texas State Hearing Aids	\$11,842	30927	\$7,104	\$4,738
Armour Roofing & Siding Contractor	\$27,640	17974	\$22,903	\$4,737
Cellular One	\$48,649	11487	\$43,922	\$4,727
Hyde Law Firm	\$30,446	16715	\$25,719	\$4,727
Parr Lumber Co	\$60,452	9569	\$55,730	\$4,722
Rochester Museum & Science Center	\$10,668	32564	\$5,950	\$4,718
EZ Dock	\$15,410	26440	\$10,693	\$4,717
Vander Morgan Realty	\$42,016	12931	\$37,302	\$4,714
River Center Theatre For The Performing Arts	\$10,214	33249	\$5,500	\$4,714

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Health Care District Of Palm Beach County	\$14,227	27772	\$9,515	\$4,712
James B Nutter & Co Mortgage	\$49,950	11222	\$45,241	\$4,709
Launch Trampoline Park	\$30,420	16731	\$25,713	\$4,707
Two Guys Show Promotions	\$20,300	22137	\$15,593	\$4,707
DreamMaker Bath & Kitchen	\$12,706	29618	\$8,000	\$4,706
Eastern IA Sleep Center	\$11,500	31343	\$6,798	\$4,702
Hermes	\$2,749,385	186	\$2,744,684	\$4,701
OCEAN REEF CONDOMINIUMS	\$53,550	10561	\$48,850	\$4,700
Hadley Fruit Orchards Food	\$29,500	17133	\$24,800	\$4,700
Rockwell Collins	\$14,580	27383	\$9,880	\$4,700
Cathedral Of Praise	\$13,800	28241	\$9,100	\$4,700
COUGAR MCHNCL HTG AC&ELC	\$12,850	29437	\$8,150	\$4,700
Ocean Deck Restaurant	\$80,732	7398	\$76,033	\$4,699
Action Fence Co	\$11,897	30867	\$7,200	\$4,697
Colonial Family Practice Urgent Care Clinic	\$81,435	7339	\$76,744	\$4,691
South University	\$127,734	4892	\$123,049	\$4,685
U-Line	\$42,232	12885	\$37,550	\$4,682
AIRPORT TAXI SERVICE	\$22,520	20719	\$17,840	\$4,680
Fred Astaire Dance Studios	\$14,748	27231	\$10,073	\$4,675
WOODCO FURNITURE	\$10,414	32944	\$5,739	\$4,675
Tintina Resources	\$33,807	15414	\$29,134	\$4,673
RLR Investments	\$116,464	5307	\$111,792	\$4,672
Lindsey Real Estate	\$10,028	33530	\$5,356	\$4,672
Parks Local Dealer	\$64,269	9097	\$59,607	\$4,662
Blended Furniture Market	\$60,192	9601	\$55,530	\$4,662
Joplin Regional Airport	\$57,862	9939	\$53,203	\$4,659
Heritage Landing Apartments	\$27,936	17853	\$23,280	\$4,656
Captain Ds Restaurant	\$18,257	23787	\$13,605	\$4,652
Sema Equipment	\$18,440	23637	\$13,790	\$4,650
COOKYS GARAGE RESTAURANT	\$14,250	27745	\$9,600	\$4,650
King Furs & Fine Jewelry	\$11,300	31627	\$6,650	\$4,650
CUTTING EDGE LAWN EQUIP	\$10,700	32520	\$6,050	\$4,650
FOX EYE LASER VSN INST	\$41,820	12991	\$37,174	\$4,646
Victory Christian Church	\$31,644	16213	\$27,000	\$4,644
Aqua Pump Co	\$35,786	14740	\$31,144	\$4,642
Chester County Intermediate Unit	\$12,240	30285	\$7,600	\$4,640
La Cosecha Restaurant	\$37,614	14153	\$32,979	\$4,635
MAGIC PLUMBING&DRAIN SVC	\$20,835	21785	\$16,200	\$4,635
Attleboro Retirement Community	\$14,658	27308	\$10,028	\$4,630
Break Time Sports Grill & Pub	\$28,580	17550	\$23,953	\$4,627
Wild Crab Restaurant	\$28,540	17568	\$23,916	\$4,624

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Blue Crab Bay Food Market	\$13,974	28088	\$9,352	\$4,622
Certainteed	\$15,815	26015	\$11,200	\$4,615
FLEET FARM STORE	\$252,510	2545	\$247,896	\$4,614
FARLEY PAVING STONE CO	\$19,735	22600	\$15,125	\$4,610
California Customs Car Services	\$18,123	23891	\$13,520	\$4,603
St Louis Public Library	\$59,800	9687	\$55,200	\$4,600
Blue Diamond Growers Store	\$43,761	12543	\$39,161	\$4,600
Sussex County Community College	\$16,600	25268	\$12,000	\$4,600
Powersports Of Montgomery Dealer	\$11,040	32018	\$6,440	\$4,600
TOMBSTONE AZ	\$15,868	25982	\$11,271	\$4,597
Farm Boys Barbeque Restaurant	\$11,148	31875	\$6,552	\$4,596
Fishermans Warehouse	\$10,839	32320	\$6,244	\$4,595
Anthonyms Pizza Restaurant	\$12,200	30323	\$7,607	\$4,593
Mitchell Attorney	\$14,990	27004	\$10,400	\$4,590
Depot At Gibson Mill	\$49,929	11226	\$45,340	\$4,589
Faith Matters Publishing	\$27,125	18223	\$22,536	\$4,589
Tamarack Ski Resort	\$19,138	23097	\$14,550	\$4,588
Tilley Harley-Davidson	\$11,004	32078	\$6,420	\$4,584
Latona Law Firm	\$28,469	17610	\$23,896	\$4,573
Pepin Distributing	\$11,071	31978	\$6,500	\$4,571
Lodgic Everyday Community Development	\$32,963	15698	\$28,394	\$4,569
Family Local Dealer	\$126,466	4936	\$121,898	\$4,568
First Community Federal Credit Union	\$77,551	7698	\$72,985	\$4,566
Calahan Funeral Home	\$49,392	11350	\$44,826	\$4,566
Western Heating & Air Conditioning	\$27,386	18105	\$22,821	\$4,565
426 Fitness	\$12,996	29250	\$8,437	\$4,559
LOWRYS WESTERN SHOP	\$48,739	11473	\$44,181	\$4,558
SHIPTONS BIG R SUPP STR	\$70,715	8356	\$66,158	\$4,557
Jersey Shore	\$12,715	29606	\$8,158	\$4,557
Country Carpet & Rug Store	\$25,742	18910	\$21,186	\$4,556
Rudys Restaurant	\$21,396	21450	\$16,842	\$4,554
Cornerstone Air Conditioning Plumbing & Electrical	\$94,134	6443	\$89,583	\$4,551
Folsom Lake Local Dealer	\$68,650	8578	\$64,100	\$4,550
Treasure Realty	\$10,010	33551	\$5,460	\$4,550
Lafayette LA	\$42,377	12862	\$37,829	\$4,548
Authority Bail Bonds	\$20,016	22320	\$15,468	\$4,548
Awaze Ethiopian Eritrean Cuisine Restaurant	\$15,414	26438	\$10,866	\$4,548
High Caliber Gun & Pawn Shop	\$13,481	28656	\$8,936	\$4,545
Academy Of Hope	\$13,389	28746	\$8,844	\$4,545
ATV Zone	\$18,409	23662	\$13,865	\$4,544
Chiriaco Summit Coffee & Gift Shop	\$12,399	30084	\$7,855	\$4,544

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
New York Zipline Adventures	\$10,619	32613	\$6,075	\$4,544
Apple Annies Restaurant	\$24,440	19625	\$19,900	\$4,540
Gottschalk & Lee Dental Service	\$14,978	27016	\$10,441	\$4,537
Council For The Advancement Of Public Schools	\$15,780	26055	\$11,245	\$4,535
FLORIDA GUN EXCHANGE	\$35,418	14849	\$30,890	\$4,528
Moore County NC	\$16,585	25293	\$12,057	\$4,528
Vic Bailey Local Dealer	\$21,191	21542	\$16,665	\$4,526
Crabtown Restaurant	\$15,219	26637	\$10,694	\$4,525
Gerrits Appliance Store	\$10,000	33565	\$5,475	\$4,525
Ivie League Homes	\$12,230	30298	\$7,710	\$4,520
Inn Of The Dove	\$27,728	17931	\$23,211	\$4,517
STAFF MGT EMP SVCS	\$10,665	32566	\$6,150	\$4,515
Stewart Insurance Agency	\$12,408	30078	\$7,896	\$4,512
Billings Clinic	\$79,675	7497	\$75,164	\$4,511
Salon Professional Academy	\$64,235	9099	\$59,725	\$4,510
KENNEDY HARDWARE STORE	\$14,086	27906	\$9,576	\$4,510
NOTO LAW FIRM	\$11,561	31272	\$7,051	\$4,510
March & Ash Cannabis Store	\$88,857	6824	\$84,348	\$4,509
Badawi Law	\$41,878	12976	\$37,374	\$4,504
Joyeux Home Decor Store	\$29,902	16966	\$25,398	\$4,504
Jelly Belly Candy Store	\$26,787	18398	\$22,284	\$4,503
Educators Credit Union	\$44,621	12365	\$40,120	\$4,501
National Commission On Certification Of Physician Assistants	\$26,200	18662	\$21,700	\$4,500
Las Vegas Paiute Smoke Shop	\$19,500	22777	\$15,000	\$4,500
Nashville Police Department	\$18,900	23257	\$14,400	\$4,500
OUTDOOR SOLUTIONS LWN CR	\$18,000	23968	\$13,500	\$4,500
World Local Dealer	\$15,236	26618	\$10,736	\$4,500
RESEARCH INSTITUTE	\$14,200	27796	\$9,700	\$4,500
B Metcalf Paving Contractor	\$11,162	31858	\$6,662	\$4,500
KENTUCKY BOARD/EDUCATION	\$10,800	32363	\$6,300	\$4,500
Cincy Beerfest	\$10,500	32751	\$6,000	\$4,500
Washington Materials Mgt & Financing Authority	\$11,587	31252	\$7,088	\$4,499
Childrens Museum Of Atlanta	\$21,000	21653	\$16,505	\$4,495
Avera Health Plan	\$267,506	2392	\$263,012	\$4,494
IRS	\$20,415	22068	\$15,922	\$4,493
Evansville Federal Credit Union	\$17,694	24321	\$13,208	\$4,486
A&E	\$98,653	6163	\$94,185	\$4,468
SADLERS MARINE	\$20,722	21870	\$16,257	\$4,465
WEBSTER FUNERAL HOME	\$15,120	26724	\$10,662	\$4,458
Quality Plumbing & Mechanical	\$74,189	8020	\$69,732	\$4,457
Dierks Bentleys Whiskey Row Restaurant	\$24,292	19714	\$19,837	\$4,455

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Education Service Center Region 19	\$28,264	17692	\$23,811	\$4,453
Manheim	\$22,100	20999	\$17,650	\$4,450
DESIGNER BATH SHOWROOM	\$13,000	29171	\$8,550	\$4,450
Flatiron Constructors	\$10,950	32200	\$6,500	\$4,450
Beacon Health System	\$10,074	33452	\$5,625	\$4,449
Racewash Car Wash	\$57,605	9970	\$53,157	\$4,448
Frontier Behavioral Health	\$18,440	23637	\$13,992	\$4,448
Fitness Nation Center	\$13,900	28143	\$9,452	\$4,448
FABIANO BROS BEER DISTR	\$47,510	11726	\$43,064	\$4,446
Ebenezer Tax & Services	\$39,793	13516	\$35,347	\$4,446
Jay Bees Restaurant	\$14,189	27811	\$9,744	\$4,445
American Beer Distributing	\$27,560	18017	\$23,118	\$4,442
Great Lakes Wine & Spirits	\$33,345	15570	\$28,905	\$4,440
DistributionNow Inc	\$17,403	24568	\$12,963	\$4,440
Norman Quacks Restaurant	\$26,864	18361	\$22,428	\$4,436
Winning Agency Insurance Agency	\$18,046	23938	\$13,615	\$4,431
Hagans Local Dealer	\$31,614	16222	\$27,184	\$4,430
Georges Restaurant	\$46,192	11975	\$41,767	\$4,425
Wolverine Local Dlr	\$44,946	12293	\$40,521	\$4,425
White Plains Hospital	\$65,988	8897	\$61,567	\$4,421
Bowery Wine Co	\$13,260	28848	\$8,840	\$4,420
Paul Swoyer Septics	\$13,441	28693	\$9,024	\$4,417
Southwest Funding	\$12,962	29325	\$8,545	\$4,417
Grammas Farm Store	\$16,496	25403	\$12,083	\$4,413
Texas Bank & Trust	\$51,171	10963	\$46,761	\$4,410
Waterworks	\$22,018	21052	\$17,609	\$4,409
Rapid City SD	\$10,252	33194	\$5,844	\$4,408
FAMILY HEALTHCARE NETWK	\$18,024	23952	\$13,617	\$4,407
CAPE MAY COUNTY	\$13,656	28397	\$9,250	\$4,406
Pops Bingo World	\$20,400	22074	\$16,000	\$4,400
NEW BRITAIN TRANS CO	\$17,400	24570	\$13,000	\$4,400
Gardens Dream Farm Center	\$13,000	29171	\$8,600	\$4,400
Advocates Injury Attorneys	\$109,151	5637	\$104,752	\$4,399
Market Basket Market	\$31,995	16070	\$27,600	\$4,395
NEW TIMES CLTR&EDUC CTR	\$12,446	30028	\$8,054	\$4,392
RAMBO MARINE	\$18,580	23524	\$14,190	\$4,390
Jackpot NV	\$18,004	23963	\$13,614	\$4,390
Montgomery County Business Development Center	\$12,500	29872	\$8,111	\$4,389
VOX Global	\$52,644	10706	\$48,257	\$4,387
FoundCare Health Center	\$10,581	32667	\$6,200	\$4,381
Wayne County Community College	\$29,007	17335	\$24,629	\$4,378

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
All Star Fireworks Store	\$16,528	25328	\$12,150	\$4,378
Starbuds Dispensary	\$27,377	18107	\$23,000	\$4,377
Rockford Homes Real Estate Development	\$15,400	26448	\$11,025	\$4,375
Heartland Antique Mall	\$36,576	14480	\$32,205	\$4,371
TREES OF MYSTERY	\$33,270	15589	\$28,900	\$4,370
Pensylvania College Of Health Sciences	\$26,770	18411	\$22,400	\$4,370
DT Roofing	\$13,511	28568	\$9,141	\$4,370
West Coast Tires & Auto Center	\$14,220	27778	\$9,851	\$4,369
Latham Pool Products Store	\$10,989	32161	\$6,620	\$4,369
Midwestern State University	\$98,842	6156	\$94,477	\$4,365
Murdochs Ranch & Home Supply	\$40,148	13399	\$35,784	\$4,364
MTCU	\$21,607	21300	\$17,250	\$4,357
Integrity Real Estate Services	\$12,187	30341	\$7,832	\$4,355
Sacramento County Office Of Education	\$20,002	22333	\$15,650	\$4,352
CCAC Community College Of Allegheny County	\$59,250	9754	\$54,900	\$4,350
Joes Seafood Prime Steak & Stone Crab Restaurant	\$52,200	10780	\$47,850	\$4,350
Howard County Police Department	\$13,850	28190	\$9,500	\$4,350
Snohomish County Human Services Department	\$12,850	29438	\$8,500	\$4,350
Esther A Daniel Attorney	\$11,350	31580	\$7,000	\$4,350
Exploration Acres Corn Maze & Pumpkin Patch	\$10,750	32456	\$6,400	\$4,350
Mark Twain Casino	\$28,151	17735	\$23,802	\$4,349
CARPET CONCEPTS STORE	\$27,615	17989	\$23,273	\$4,342
Plant Kingdom Garden Center	\$10,142	33363	\$5,800	\$4,342
Bistro 221 Restaurant	\$14,080	27912	\$9,742	\$4,338
Legacy Wine & Spirits Store	\$22,506	20726	\$18,171	\$4,335
Hagood Homes	\$14,727	27245	\$10,392	\$4,335
EcoView Windows Contractor	\$15,162	26694	\$10,830	\$4,332
KENTUCKY DOWN UNDER	\$12,996	29254	\$8,664	\$4,332
Country Furniture Store	\$10,392	32992	\$6,062	\$4,330
PRINCETON COMMUNITY HOSP	\$10,392	32992	\$6,062	\$4,330
Christian Fenger Academy High School	\$17,353	24611	\$13,026	\$4,327
Papich Construction Co	\$33,025	15659	\$28,700	\$4,325
Colaw Fitness	\$29,628	17087	\$25,305	\$4,323
Beachton Denture Clinic	\$11,760	31016	\$7,440	\$4,320
San Francisco Dept Of Environment	\$18,000	23968	\$13,690	\$4,310
Midstate Auto Group	\$93,381	6489	\$89,072	\$4,309
Oceana Grill	\$79,387	7519	\$75,085	\$4,302
BREWSTER STREET ICEHOUSE	\$19,296	22977	\$14,994	\$4,302
Pro Mechanical Services Contractor	\$31,900	16123	\$27,600	\$4,300
Archdiocese Of Houston	\$22,100	20999	\$17,800	\$4,300
Pennsylvania Great Outdoors	\$19,788	22569	\$15,488	\$4,300

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Arkansas Insurance Department	\$11,200	31796	\$6,900	\$4,300
Kern Council Of Government	\$10,700	32520	\$6,400	\$4,300
Universal Commercial Capital	\$10,647	32589	\$6,350	\$4,297
Sportsmans Hall Roller Skating Rink	\$20,856	21770	\$16,563	\$4,293
Lovely Skin Skin Care Center	\$20,835	21784	\$16,543	\$4,292
Dahlkempers Jewelry Store	\$38,988	13760	\$34,698	\$4,290
Ashland University	\$27,885	17870	\$23,595	\$4,290
Mint Orthodontics PLLC	\$13,791	28265	\$9,501	\$4,290
Coeur D'Alene Casino Resort Hotel	\$277,908	2312	\$273,619	\$4,289
Mesa Tractor	\$42,744	12782	\$38,458	\$4,286
Shelbys Restaurant	\$41,220	13142	\$36,934	\$4,286
Oakbend Medical Center	\$75,738	7876	\$71,456	\$4,282
Boardwalk Billys Raw Bar & Ribs	\$37,770	14118	\$33,488	\$4,282
AON American Oncology Network	\$10,990	32160	\$6,711	\$4,279
Thermacon Service Co	\$10,325	33096	\$6,046	\$4,279
Adventure Zone Center	\$18,344	23729	\$14,069	\$4,275
Orlando Family Practice	\$13,570	28499	\$9,300	\$4,270
Tampa Bay Federal Credit Union	\$26,563	18489	\$22,299	\$4,264
Gendlin Liverman & Rymer Attorneys	\$67,333	8733	\$63,072	\$4,261
Trent Local Dealer	\$81,188	7360	\$76,931	\$4,257
Peachtree Immediate Care	\$57,689	9959	\$53,434	\$4,255
NEVADA REGIONAL MED CTR	\$17,579	24411	\$13,328	\$4,251
Region IV Mental Health Mental Retardation Commission	\$26,950	18316	\$22,700	\$4,250
McCullough-Hyde Memorial Hospital	\$25,427	19062	\$21,177	\$4,250
Legends At Berry Senior Living	\$25,000	19281	\$20,750	\$4,250
FINEGAN FUNERAL HOME	\$21,483	21393	\$17,233	\$4,250
Gregs Petroleum Service Inc	\$14,250	27745	\$10,000	\$4,250
SIBLEY MEMORIAL HOSPITAL	\$12,750	29563	\$8,500	\$4,250
Castle & Cooke Mortgage Co	\$11,675	31149	\$7,425	\$4,250
Hamilton Inn	\$10,294	33141	\$6,047	\$4,247
JIMS TRUCK & TRAILER SVC	\$35,380	14861	\$31,137	\$4,243
RANEYS HOME CENTER	\$43,190	12682	\$38,950	\$4,240
Bucks County Wholesale Contractor	\$23,604	20121	\$19,366	\$4,238
Chameleon Cold-Brew	\$10,038	33514	\$5,800	\$4,238
7 Clans Casino Hotel	\$289,765	2221	\$285,530	\$4,235
Bethel School	\$70,282	8402	\$66,049	\$4,233
Lincoln Land Community College	\$51,264	10941	\$47,031	\$4,233
Pioneer Bank	\$21,100	21603	\$16,869	\$4,231
WEBBS ANTIQUE MALL	\$39,258	13657	\$35,037	\$4,221
Albion Local Dealer	\$33,358	15565	\$29,137	\$4,221
AAO Appliance Outlet	\$13,321	28800	\$9,101	\$4,220

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Harris Ranch Inn & Restaurant	\$46,852	11849	\$42,634	\$4,218
WKXD	\$16,841	25051	\$12,625	\$4,216
MOBIL MART GAS STATION	\$20,249	22167	\$16,034	\$4,215
Lancaster	\$38,231	13974	\$34,018	\$4,213
GS Labs	\$10,230	33233	\$6,017	\$4,213
Kawasaki Of Caldwell	\$21,849	21164	\$17,637	\$4,212
Akron Pregnancy Services	\$26,100	18703	\$21,894	\$4,206
B&S LANDSCAPING SERVICE	\$15,690	26153	\$11,484	\$4,206
COPELAND OAKS COMMUNITY	\$12,100	30442	\$7,895	\$4,205
Brown Firm Lawyers	\$35,692	14772	\$31,488	\$4,204
Rycor HVAC	\$22,087	21022	\$17,883	\$4,204
Tax March Organization	\$20,843	21779	\$16,640	\$4,203
DOLLINGER FAMILY FARM	\$12,551	29801	\$8,350	\$4,201
GOLDEN EMPIRE TRANSIT	\$90,600	6694	\$86,400	\$4,200
Ishnala Supper Club Restaurant	\$44,092	12473	\$39,892	\$4,200
Brown Bass & Jeter Plc Attorneys At Law	\$25,200	19174	\$21,000	\$4,200
Pain Specialty & Spine Care Center	\$16,200	25641	\$12,000	\$4,200
PFNonwovens	\$16,100	25734	\$11,900	\$4,200
Classical Charter Schools	\$14,080	27913	\$9,880	\$4,200
Kathy C George LLC	\$11,200	31796	\$7,000	\$4,200
WIRE WIZARDS	\$10,600	32643	\$6,400	\$4,200
Retina Specialists Of MS	\$20,796	21821	\$16,600	\$4,196
Van Nattas Plumbing Services	\$10,068	33465	\$5,873	\$4,195
MINERAL AREA COLLEGE	\$25,548	18996	\$21,355	\$4,193
Sugar Creek Casino	\$62,152	9343	\$57,960	\$4,192
Marathon Convenience Store	\$20,940	21733	\$16,752	\$4,188
DELTA SONIC AUTO RPR SVC	\$190,216	3382	\$186,029	\$4,187
PENN NATIONAL GAMING	\$29,980	16947	\$25,796	\$4,184
First Baptist Church	\$155,124	4091	\$150,941	\$4,183
Abilene Local Dealer	\$34,486	15190	\$30,305	\$4,181
Preston Local Dealer	\$92,660	6549	\$88,480	\$4,180
GOOD TIMES FIREWORKS STR	\$15,220	26636	\$11,040	\$4,180
Prophecies Of Hope Seminar	\$14,040	27953	\$9,862	\$4,178
Carson Home Furnishings Store	\$78,268	7625	\$74,093	\$4,175
Toledo Lucas County Health Department	\$24,050	19832	\$19,875	\$4,175
Huron Community Bank	\$13,000	29171	\$8,825	\$4,175
CUSTOM AUTO BODY	\$31,174	16415	\$27,000	\$4,174
Reynaldo G Garza Attorney	\$20,148	22235	\$15,977	\$4,171
Audi Dealer Assn	\$50,004	11184	\$45,837	\$4,167
Bobs Plumbing Service	\$10,657	32570	\$6,492	\$4,165
Middle GA State College	\$22,936	20484	\$18,777	\$4,159

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Elkhart Lake WI	\$18,992	23204	\$14,833	\$4,159
Indiana Regional Medical Center	\$101,499	5980	\$97,343	\$4,156
Gulf Coast Electric Co-Op	\$25,703	18928	\$21,547	\$4,156
Lovorn & Ogle Law Firm	\$22,314	20866	\$18,159	\$4,155
Volunteer Rid A Pest Termite & Pest Control	\$21,100	21603	\$16,945	\$4,155
5 STAR CAR WASH FULL SVC	\$12,313	30192	\$8,160	\$4,153
VALLEYMLS.COM	\$17,250	24694	\$13,100	\$4,150
Trenary Realty	\$13,801	28239	\$9,651	\$4,150
Manistee Local Dealer	\$17,910	24150	\$13,766	\$4,144
Heavenly Stitches Quilt Embroidery & Sewing Shoppe	\$27,302	18136	\$23,167	\$4,135
Fireside Hearth & Home Store	\$19,309	22962	\$15,174	\$4,135
Bayou Braces Dental Clinic	\$121,836	5096	\$117,704	\$4,132
Calhoun Funeral Home & Cremation Services	\$92,877	6528	\$88,745	\$4,132
Florida Health Group	\$11,932	30806	\$7,800	\$4,132
Cento	\$30,362	16760	\$26,231	\$4,131
WAUSAU HOMES	\$11,197	31833	\$7,068	\$4,129
Mount St Mary College	\$24,204	19755	\$20,076	\$4,128
Quality Meats Restaurant	\$19,471	22856	\$15,354	\$4,117
Access Communications	\$17,428	24558	\$13,312	\$4,116
Camacho Local Dealer	\$109,456	5622	\$105,344	\$4,112
Southeastern Aesthetic Surgery	\$29,790	17008	\$25,682	\$4,108
Brose Automotive Supplier	\$11,492	31387	\$7,390	\$4,102
Redlands Community College	\$11,300	31627	\$7,200	\$4,100
Transamerica	\$12,797	29523	\$8,700	\$4,097
CENTRAL TITLE ESCROW CO	\$14,000	28001	\$9,905	\$4,095
Nevada Department Of Motor Vehicles	\$42,931	12733	\$38,837	\$4,094
Regional Water Providers Consortium	\$13,643	28424	\$9,550	\$4,093
Venture Church	\$25,220	19164	\$21,130	\$4,090
Kitsap Tractor & Equip Sales	\$18,210	23824	\$14,121	\$4,089
Savannah Local Dealer	\$53,226	10609	\$49,140	\$4,086
Cosmetic Skin & Laser Center	\$32,116	16035	\$28,030	\$4,086
Greenville Local Dealer	\$22,610	20658	\$18,524	\$4,086
Swensons Drive-In Restaurant	\$14,500	27453	\$10,415	\$4,085
Penn Granite & Stone Store	\$61,265	9459	\$57,185	\$4,080
Southern Dental	\$20,510	22005	\$16,430	\$4,080
Brillo	\$21,713	21252	\$17,641	\$4,072
McCandless Local Dealer	\$18,405	23668	\$14,335	\$4,070
First Farmers & Merchants Bank	\$17,914	24144	\$13,845	\$4,069
Kansas Department For Children & Families	\$10,812	32352	\$6,750	\$4,062
FirstGroup America Transportation Services	\$19,165	23078	\$15,105	\$4,060
Laredo Job Corps Center	\$22,392	20825	\$18,333	\$4,059

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Robins Financial Credit Union	\$88,473	6852	\$84,415	\$4,058
TEMPE AZ	\$34,052	15338	\$30,000	\$4,052
Sammys Pizza & Restaurant	\$14,727	27246	\$10,675	\$4,052
SCALE SOLUTIONS WGHT LS	\$24,111	19794	\$20,060	\$4,051
SUN CITY PEACHTREE	\$42,825	12760	\$38,775	\$4,050
Luxenberg Garbett Kelly & George Attorney	\$23,900	19964	\$19,850	\$4,050
Massimo Interior Design Service	\$23,250	20322	\$19,200	\$4,050
Law Offices Of Daniel Hunnicutt	\$19,278	22990	\$15,228	\$4,050
PROFESSIONAL THERAPY SVC	\$11,892	30873	\$7,842	\$4,050
Diamondback Boots & Outfitters Shoe Store	\$13,848	28193	\$9,808	\$4,040
Kali Beauty Supply Store	\$11,900	30856	\$7,860	\$4,040
Fleet Wholesale Supply Co	\$176,837	3623	\$172,800	\$4,037
Brian Daley CPA	\$98,480	6173	\$94,445	\$4,035
Minnesota Sedation Dental Clinic	\$20,593	21948	\$16,560	\$4,033
Dimock Center	\$12,200	30324	\$8,168	\$4,032
RV World	\$16,695	25194	\$12,665	\$4,030
Bob Kerrigan Attorney	\$134,400	4688	\$130,374	\$4,026
Dexter Orthodontics	\$24,599	19530	\$20,575	\$4,024
RV Connections Dealer	\$20,083	22285	\$16,061	\$4,022
Cason Home Loan	\$44,638	12359	\$40,617	\$4,021
Bigelow	\$73,842	8058	\$69,822	\$4,020
Kemphorn Local Dealer	\$18,225	23813	\$14,205	\$4,020
Lake Charles Local Dealer	\$44,316	12423	\$40,301	\$4,015
South San Joaquin Irrigation District	\$45,081	12230	\$41,068	\$4,013
North Hollywood Local Dealer	\$39,642	13549	\$35,632	\$4,010
Hamlar & Curtis Funeral Home	\$14,201	27793	\$10,191	\$4,010
Barker Local Dealer	\$14,060	27932	\$10,050	\$4,010
Legacy Realty Group	\$18,324	23740	\$14,316	\$4,008
Schuler Service Inc	\$27,862	17883	\$23,857	\$4,005
INDIAN TRADING POST STR	\$23,794	20024	\$19,791	\$4,003
Friendly Bible Church	\$16,946	24950	\$12,945	\$4,001
Iconix Brand Group	\$84,000	7166	\$80,000	\$4,000
Travco Behavioral Health Center	\$52,000	10811	\$48,000	\$4,000
INTERIOR SPACES HM FRNSH	\$35,000	14982	\$31,000	\$4,000
Golden Health & Wellness Dispensary Center	\$24,500	19586	\$20,500	\$4,000
Urbn Leaf Medical Marijuana Dispensary	\$24,000	19866	\$20,000	\$4,000
Bellisio	\$20,400	22074	\$16,400	\$4,000
HIP HOUSING ORG	\$20,000	22337	\$16,000	\$4,000
Crawford Co Heating AC & Plumbing	\$16,000	25824	\$12,000	\$4,000
Scott & Co Jewelers	\$12,500	29872	\$8,500	\$4,000
Green Acre Farm & Nursery	\$12,000	30536	\$8,000	\$4,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
DURDACH BROS BEER DISTR	\$11,692	31136	\$7,692	\$4,000
VALLEY JUNCTION MRCHNTS	\$10,960	32192	\$6,960	\$4,000
Trusted Home Services	\$10,400	32954	\$6,400	\$4,000
Central Atlanta Progress Organization	\$10,000	33565	\$6,000	\$4,000
Shay & Assoc Attorneys	\$16,746	25148	\$12,750	\$3,996
Meriwest Credit Union	\$38,672	13849	\$34,677	\$3,995
Triangle Visions Optometry	\$30,230	16815	\$26,238	\$3,992
Jim N Nicks BBQ Restaurant	\$20,200	22206	\$16,209	\$3,991
REAL MCCOYS AUTO SVC CTR	\$12,469	30010	\$8,478	\$3,991
OAKLAWN HOSPITAL	\$61,765	9391	\$57,775	\$3,990
Z Aesthetic Dermatology	\$47,736	11685	\$43,752	\$3,984
KUTP	\$48,755	11462	\$44,772	\$3,983
RIP GRIFFIN TRAVEL SVC	\$13,206	28910	\$9,226	\$3,980
General RV Center	\$85,441	7058	\$81,463	\$3,978
Blackbird Bakery	\$19,605	22702	\$15,628	\$3,977
Global Outreach Charter Academy	\$14,577	27388	\$10,600	\$3,977
Hiland Dairy	\$23,330	20289	\$19,357	\$3,973
DISCOUNT FIREWORKS	\$18,551	23543	\$14,579	\$3,972
Elyria Catholic High School	\$12,814	29487	\$8,844	\$3,970
Coastal GA Property Solutions	\$33,540	15497	\$29,571	\$3,969
Yale University	\$31,488	16282	\$27,520	\$3,968
Chinatown Buffet Restaurant	\$17,613	24379	\$13,645	\$3,968
Willcox Wine Country	\$14,068	27922	\$10,102	\$3,966
LEVEL HEATING & AC SVC	\$21,958	21109	\$17,995	\$3,963
SEACOAST CHURCH	\$13,210	28907	\$9,250	\$3,960
Kaiser Transport	\$12,000	30536	\$8,040	\$3,960
Fish House Restaurant	\$38,935	13771	\$34,977	\$3,958
Danks & Danks Attorneys	\$64,166	9110	\$60,214	\$3,952
Avink Funeral Home	\$11,728	31056	\$7,776	\$3,952
South Shore Local Dealer	\$64,840	9033	\$60,890	\$3,950
Corsica Technologies	\$12,000	30536	\$8,050	\$3,950
Fibre Federal Credit Union	\$40,416	13337	\$36,470	\$3,946
Villages Retirement Community	\$36,513	14505	\$32,570	\$3,943
Advanced Micro Devices	\$12,856	29431	\$8,913	\$3,943
SoDak Sports Store	\$14,899	27087	\$10,958	\$3,941
Park Avenue Local Dealer	\$155,689	4071	\$151,749	\$3,940
Liberty National Bank	\$14,940	27036	\$11,000	\$3,940
Ingram Content Group	\$38,325	13940	\$34,390	\$3,935
Long Term Care Ombudsman	\$18,620	23486	\$14,685	\$3,935
East Boston Savings Bank	\$35,240	14903	\$31,306	\$3,934
Phelps County Bank	\$22,293	20883	\$18,362	\$3,931

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Don Wessel Local Dealer	\$60,469	9568	\$56,539	\$3,930
Wolf Local Dealer	\$19,203	23042	\$15,273	\$3,930
Flushing Bank	\$150,696	4206	\$146,769	\$3,927
RESTORATION MNSTRS INTL	\$12,712	29614	\$8,786	\$3,926
United Southern Bank	\$13,524	28552	\$9,600	\$3,924
Redfrog & McToads Grub & Pub	\$24,716	19467	\$20,793	\$3,923
Super 1 Foods Store	\$155,752	4069	\$151,830	\$3,922
Miyako Hibachi Grill & Sushi Bar	\$17,640	24366	\$13,720	\$3,920
Tennessee National Real Estate Development	\$51,403	10919	\$47,485	\$3,918
Bancroft	\$19,094	23129	\$15,178	\$3,916
St Peters Hospital	\$14,912	27069	\$11,000	\$3,912
Bishop Kelly High School	\$16,710	25178	\$12,800	\$3,910
Auburn & Opelika AL	\$43,980	12500	\$40,080	\$3,900
Teds Cafe Escondido Restaurant	\$37,000	14357	\$33,100	\$3,900
Levin	\$35,500	14827	\$31,600	\$3,900
Ani Medical Group	\$25,500	19012	\$21,600	\$3,900
Rod Kushs 7 Day Furniture & Mattress	\$25,350	19106	\$21,450	\$3,900
Carls Ice Cream Shop	\$12,024	30522	\$8,124	\$3,900
Savannah Country Club	\$11,100	31917	\$7,200	\$3,900
AOD Federal Credit Union	\$28,565	17555	\$24,670	\$3,895
Akron Summit Community Action Inc	\$11,055	31993	\$7,165	\$3,890
Taste Of India Restaurant	\$42,061	12920	\$38,172	\$3,889
Wyoming State	\$11,464	31424	\$7,576	\$3,888
Montebello Local Dealer	\$51,178	10960	\$47,292	\$3,886
SINUS CENTER	\$21,973	21098	\$18,091	\$3,882
Melody Cooper Attorney	\$19,000	23176	\$15,120	\$3,880
First Commonwealth Bank	\$26,355	18589	\$22,477	\$3,878
C Harper Local Dealer	\$27,274	18159	\$23,397	\$3,877
Crestview RV Superstore	\$88,424	6856	\$84,548	\$3,876
Bank Of Belleville	\$13,098	29079	\$9,222	\$3,876
Bononi Law Group	\$117,475	5251	\$113,601	\$3,874
Turnkey Information Technology	\$40,300	13361	\$36,426	\$3,874
VASCULAR SURGERY ASSOC	\$25,359	19102	\$21,487	\$3,872
ABEYTA NELSON ATTY	\$39,739	13525	\$35,868	\$3,871
Madison River Homes	\$15,468	26391	\$11,601	\$3,867
WARE JEWELERS	\$90,069	6731	\$86,203	\$3,866
VALLEY INTL AIRPORT	\$11,665	31157	\$7,800	\$3,865
OCALA CIVIC THEATRE	\$16,819	25064	\$12,957	\$3,862
Philadelphia Center	\$11,079	31967	\$7,219	\$3,860
Spice Boutique	\$11,577	31260	\$7,718	\$3,859
Evergreen Senior Care & Rehab Center	\$29,579	17106	\$25,722	\$3,857

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Britts Home Furnishings Store	\$22,744	20589	\$18,889	\$3,855
Zannis Center For Plastic Surgery	\$117,438	5255	\$113,588	\$3,850
GARRETT EYE CLINIC	\$17,000	24890	\$13,150	\$3,850
Moodys Air Conditioning & Heating	\$17,049	24861	\$13,201	\$3,848
Ballard & Co Inc Insurance Agency	\$17,280	24669	\$13,436	\$3,844
J DAVIDS JEWELRY STORE	\$13,777	28271	\$9,936	\$3,841
BBs Furniture & Mattress Gallery	\$12,050	30496	\$8,210	\$3,840
Forcht Bank	\$83,186	7212	\$79,348	\$3,838
Terryville Local Dealer	\$42,347	12868	\$38,512	\$3,835
Desaki	\$24,061	19827	\$20,228	\$3,833
Daversa Pest Control	\$12,745	29583	\$8,915	\$3,830
El Toreo Mexican Restaurant	\$83,591	7189	\$79,762	\$3,829
VALLEY FORGE PA	\$38,623	13862	\$34,795	\$3,828
FAMILY FERTILITY CENTER	\$41,067	13181	\$37,241	\$3,826
Rainmaker Enterprises	\$25,450	19049	\$21,625	\$3,825
HAPPY TRAILS HOME/DESIGN	\$12,996	29254	\$9,176	\$3,820
Brazilian Wax & Spa By Claudia	\$11,011	32071	\$7,191	\$3,820
Al Serra Local Dealer	\$122,367	5076	\$118,549	\$3,818
Roberto Coin	\$12,271	30246	\$8,454	\$3,817
Stephen Lober Plastic Surgery	\$10,744	32470	\$6,928	\$3,816
Wave Rural Connect	\$17,109	24804	\$13,295	\$3,814
Lafayette Shooters	\$27,240	18171	\$23,430	\$3,810
Bader & Sons Equipment Co	\$22,660	20623	\$18,850	\$3,810
Clarke University	\$12,900	29377	\$9,090	\$3,810
Timberbuilt Rooms Contractor	\$46,372	11935	\$42,566	\$3,806
S&T Local Dealer	\$18,641	23474	\$14,836	\$3,805
SMITH FAMILY DENTISTRY	\$61,607	9412	\$57,805	\$3,802
Combined Federal Campaign Organization	\$20,000	22337	\$16,200	\$3,800
Schwans Food Service	\$10,400	32954	\$6,603	\$3,797
Zaxx Cabinets	\$48,394	11542	\$44,600	\$3,794
Badin High School	\$12,275	30239	\$8,481	\$3,794
Scioto County Career Technical Center	\$11,700	31083	\$7,906	\$3,794
ACCUFORCE STAFFING SVC	\$19,708	22620	\$15,916	\$3,792
Eastern Shore Local Dealer	\$162,614	3912	\$158,824	\$3,790
Surcheros Fresh Grill Restaurant	\$64,090	9120	\$60,305	\$3,785
Griegers Local Dealer	\$64,798	9037	\$61,021	\$3,777
University Medical Center Southern NV	\$73,252	8113	\$69,476	\$3,776
NEW HOPE CHURCH	\$12,056	30488	\$8,281	\$3,775
Calvary Albuquerque	\$91,317	6648	\$87,543	\$3,774
B&H Local Dealer	\$11,599	31220	\$7,832	\$3,767
Homewood Local Dealer	\$45,627	12096	\$41,863	\$3,764

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Burrus Hybrids	\$27,660	17962	\$23,896	\$3,764
Builders Perspective Public Adjusting	\$11,799	30969	\$8,037	\$3,762
ARK CHURCH	\$36,323	14578	\$32,562	\$3,761
Glencoe Regional Health Services	\$35,481	14833	\$31,727	\$3,754
BANNING LEWIS RANCH DEV	\$69,000	8540	\$65,250	\$3,750
Occidental Petroleum	\$44,988	12284	\$41,238	\$3,750
Discovery Place Museum	\$29,250	17235	\$25,500	\$3,750
VAN ATKINS JEWELERS	\$21,750	21225	\$18,000	\$3,750
Pelandale Dental Care Clinic	\$19,500	22777	\$15,750	\$3,750
Oak Knoll School Of The Holy Child	\$16,250	25585	\$12,500	\$3,750
Citadel School Of Engineering	\$14,250	27745	\$10,500	\$3,750
Judson University	\$10,500	32751	\$6,750	\$3,750
MERS MO Goodwill Organization	\$265,147	2413	\$261,400	\$3,747
PR Entertainment Group	\$10,360	33043	\$6,614	\$3,746
Fidelity & Guaranty	\$34,364	15238	\$30,619	\$3,745
Metro Pawn & Gun Store	\$13,105	29064	\$9,362	\$3,743
Atchinson Local Dealer	\$57,343	10016	\$53,604	\$3,739
Lee Ayers Jewelers	\$13,742	28322	\$10,005	\$3,737
Alamo Heights Independent School District	\$37,390	14249	\$33,656	\$3,734
Hideout Golf Club & Resort	\$27,187	18200	\$23,457	\$3,730
GNC	\$28,977	17365	\$25,251	\$3,726
Ivilo Services	\$32,650	15814	\$28,925	\$3,725
Perrys Emporium Jewelry Store	\$36,522	14503	\$32,800	\$3,722
CREMATION SOCIETY	\$15,530	26319	\$11,808	\$3,722
Ingrams Water & Air Equipment	\$39,960	13473	\$36,240	\$3,720
Frontier Bank	\$25,956	18801	\$22,237	\$3,719
Safari Wild Animal Park & Preserve	\$12,438	30047	\$8,720	\$3,718
Rockin Ramaley DJ Service	\$21,857	21156	\$18,144	\$3,713
Montclair Kimberley Academy	\$38,999	13755	\$35,288	\$3,711
KrisCo Liquor Store	\$26,886	18349	\$23,176	\$3,710
Huey Lueys Restaurant	\$19,600	22708	\$15,890	\$3,710
Field Of Horrors	\$17,360	24605	\$13,650	\$3,710
MINTO HOMES	\$24,088	19812	\$20,379	\$3,709
Chessie Federal Credit Union	\$21,789	21200	\$18,080	\$3,709
CareMount Medical	\$68,577	8585	\$64,871	\$3,706
Thomas & Pearl Attorneys	\$70,811	8348	\$67,106	\$3,705
Southern Foods	\$36,187	14614	\$32,482	\$3,705
Harrison Group Hotel	\$39,097	13702	\$35,397	\$3,700
Citadel Of Praise	\$14,063	27925	\$10,363	\$3,700
City Of Galt	\$16,700	25185	\$13,001	\$3,699
Georgia Power Co	\$37,298	14276	\$33,603	\$3,695

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Valley Presbyterian Hospital	\$42,024	12929	\$38,331	\$3,693
Johnston & Murphy	\$125,000	4985	\$121,312	\$3,688
Miles Community College	\$12,607	29708	\$8,925	\$3,682
Unico Bank	\$11,240	31759	\$7,560	\$3,680
Green Meadow Wine & Spirits Store	\$24,474	19606	\$20,796	\$3,678
Kelso Heating & Cooling	\$13,669	28390	\$9,991	\$3,678
KINGSDOWN MATTRESS STORE	\$48,293	11554	\$44,616	\$3,677
Crossroads Health Center	\$13,016	29163	\$9,340	\$3,676
Health First Community Health Center	\$11,181	31845	\$7,505	\$3,676
Hearing Solutions Center	\$36,179	14617	\$32,504	\$3,675
SEGUINS CHEESE STORE	\$38,717	13836	\$35,044	\$3,673
Keller Insurance Agency	\$46,833	11853	\$43,161	\$3,672
NEUMANN LAW FIRM	\$16,245	25623	\$12,574	\$3,671
Keller TX	\$10,883	32281	\$7,212	\$3,671
Nagoya Steak & Sushi Restaurant	\$27,248	18168	\$23,578	\$3,670
Hedden Plastic Surgery	\$43,973	12503	\$40,304	\$3,669
NISWONGER PERFORMING/CTR	\$24,540	19570	\$20,872	\$3,668
FLYNN'S CARPET CENTS CTR	\$25,660	18947	\$21,994	\$3,666
VIRGINIA SAFARI PARK	\$91,384	6640	\$87,719	\$3,665
Trinity Custom Homes Builder	\$56,342	10144	\$52,679	\$3,663
Church Of The King	\$48,157	11579	\$44,494	\$3,663
Schell Brothers	\$40,239	13376	\$36,577	\$3,662
FIVE J ENTERPRISES SVC	\$34,152	15302	\$30,490	\$3,662
ROBINSON FUNERAL HOME	\$57,588	9976	\$53,928	\$3,660
Bill Cox Furniture Store	\$36,152	14629	\$32,500	\$3,652
Cale Yarborough Local Dealer	\$23,259	20318	\$19,609	\$3,650
Sanger Local Dealer	\$18,952	23228	\$15,306	\$3,646
NEEDFUL THINGS ANTQ ML	\$10,710	32510	\$7,064	\$3,646
Gateway Technical College	\$63,739	9160	\$60,095	\$3,644
Archbishop Hoban High School	\$15,425	26429	\$11,785	\$3,640
WHEELING HOSPITAL	\$263,080	2432	\$259,443	\$3,637
Ventura County Lodging Assn	\$18,174	23863	\$14,538	\$3,636
Roberson Local Dealer	\$19,884	22500	\$16,250	\$3,634
Ferris Home Improvements	\$16,216	25634	\$12,583	\$3,633
First National Bank In Sioux Falls	\$17,270	24679	\$13,644	\$3,626
HALF SHELL RAW BAR	\$29,027	17326	\$25,404	\$3,623
Florida Keys Brewing Co	\$37,179	14302	\$33,558	\$3,621
HealthCity Fitness Center	\$10,670	32562	\$7,049	\$3,621
Apollo Education Group	\$307,384	2086	\$303,764	\$3,620
Houchin Electric Co	\$60,120	9610	\$56,500	\$3,620
Holy Rosary Credit Union	\$41,074	13179	\$37,455	\$3,619

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Luray Caverns	\$59,761	9692	\$56,143	\$3,618
Pinkerton Law Firm	\$33,889	15393	\$30,275	\$3,614
Emico Media Advertising Agency	\$24,585	19549	\$20,972	\$3,613
Pilgrim House Furn Store	\$48,320	11552	\$44,708	\$3,612
SELL JEWELRY STORE	\$285,775	2251	\$282,165	\$3,610
Inroads Credit Union	\$34,607	15143	\$30,997	\$3,610
Timmons Local Dealer	\$111,581	5522	\$107,975	\$3,606
Claws N Paws Wild Animal Park	\$24,700	19469	\$21,100	\$3,600
SC Montgomery Seniors Mgt	\$21,600	21305	\$18,000	\$3,600
Star Tribune	\$14,000	28001	\$10,400	\$3,600
Davison Audiology	\$10,100	33414	\$6,500	\$3,600
Grandfather Mountain NC	\$55,745	10222	\$52,146	\$3,599
Flying Squirrel Roofing Contractor	\$29,956	16952	\$26,358	\$3,598
State Bank & Trust	\$12,727	29601	\$9,132	\$3,595
Beachcomber Restaurant	\$20,964	21716	\$17,372	\$3,592
Dallas Zoo	\$169,888	3761	\$166,297	\$3,591
Point Casino & Hotel Kingston	\$21,750	21225	\$18,160	\$3,590
Blair Plastic Surgery	\$47,335	11757	\$43,746	\$3,589
Crest Foods Market	\$10,755	32451	\$7,170	\$3,585
ALLIANCE COMMUNICATIONS	\$14,314	27666	\$10,734	\$3,580
Lynchburg Local Dealer	\$24,372	19667	\$20,796	\$3,576
REDMOND REGIONAL MED CTR	\$18,724	23429	\$15,149	\$3,575
Jaindl Family Farms	\$17,324	24634	\$13,750	\$3,574
PGRS Professional Grade Roofing Solutions Contractor	\$21,444	21419	\$17,871	\$3,573
Glenn Aire Co	\$34,962	15021	\$31,390	\$3,572
Weaber Lumber	\$16,131	25703	\$12,562	\$3,569
FC Tucker Co	\$32,224	15993	\$28,656	\$3,568
UNITED REFINING	\$13,012	29166	\$9,445	\$3,567
Bartholomew County Beverage Co	\$28,507	17581	\$24,942	\$3,565
Valley Plumbing Co	\$29,556	17117	\$25,992	\$3,564
Chicago Innovation Awards	\$19,812	22538	\$16,250	\$3,562
Lawrence Hall Local Dealer	\$37,525	14181	\$33,964	\$3,561
Indigenous Peoples Task Force	\$16,686	25201	\$13,125	\$3,561
WLHC	\$14,820	27147	\$11,259	\$3,561
Thomas L Edwards Attorney	\$41,312	13124	\$37,759	\$3,553
Stephen F Austin State University	\$72,316	8194	\$68,764	\$3,552
Cajun Village Antiques	\$17,244	24706	\$13,692	\$3,552
Milwaukee Health Care Partnership	\$11,477	31394	\$7,925	\$3,552
Holistic Spa Therapy Center	\$12,550	29803	\$8,999	\$3,551
Freds Beds & Furniture	\$17,955	24101	\$14,405	\$3,550
Wayne Garage Door	\$11,024	32060	\$7,475	\$3,549

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Florida Gateway College	\$22,148	20971	\$18,606	\$3,542
Primrose Schools	\$46,735	11877	\$43,194	\$3,541
METRO PUBLIC HEALTH DEPT	\$50,449	11096	\$46,914	\$3,535
Bighorn Casino	\$60,523	9558	\$56,989	\$3,534
Affordable Care Health Insurance	\$13,889	28158	\$10,356	\$3,533
SHEEHY AUTO PARTS STORE	\$19,029	23157	\$15,498	\$3,531
National Bank Of Commerce	\$19,950	22463	\$16,420	\$3,530
LOCUST GROVE COUNTRY SHP	\$13,080	29097	\$9,550	\$3,530
WP Beverages Distributor	\$28,786	17451	\$25,259	\$3,527
Southeastern LA Univ	\$15,852	25989	\$12,328	\$3,524
Good Time Outdoors	\$21,547	21352	\$18,024	\$3,523
SHAEVITZ&SHAEVITZ ATTY	\$29,824	16997	\$26,303	\$3,521
Choice Wireless Communications Store	\$25,849	18852	\$22,330	\$3,519
Krapohl Local Dealer	\$18,035	23948	\$14,520	\$3,515
Shunnarah Law Firm	\$10,536	32717	\$7,024	\$3,512
DSI SERVICES	\$14,040	27953	\$10,530	\$3,510
Asheville NC	\$10,010	33550	\$6,500	\$3,510
Urban Nest Realty	\$21,125	21582	\$17,616	\$3,509
GetMore Media	\$21,048	21631	\$17,540	\$3,508
Delta Community Credit Union	\$127,503	4897	\$124,002	\$3,501
Caesar & Napoli Attorneys	\$50,700	11045	\$47,200	\$3,500
Mighty Crab Seafood Restaurant	\$25,500	19012	\$22,000	\$3,500
Fusion Media Group	\$18,950	23230	\$15,450	\$3,500
Mat Franco Personal Appearance	\$17,000	24890	\$13,500	\$3,500
J&W FIREWORKS STORE	\$14,336	27655	\$10,836	\$3,500
Smithworks Fine Jewelry	\$14,000	28001	\$10,500	\$3,500
Double H Western Wear Clothing Store	\$12,000	30536	\$8,500	\$3,500
DECATUR COUNTY MRL HOSP	\$14,039	27953	\$10,540	\$3,499
Naf Naf Grill	\$11,599	31239	\$8,100	\$3,499
Intl Jewelers Exchange	\$42,562	12818	\$39,064	\$3,498
Giltner	\$37,981	14042	\$34,483	\$3,498
Cane Island Real Estate Development	\$93,870	6457	\$90,380	\$3,490
Union Bank & Trust	\$70,930	8331	\$67,447	\$3,483
GRANDMAS SALOON & GRILL	\$55,395	10265	\$51,914	\$3,481
Orloskis Car Wash & Lube Shop	\$11,940	30798	\$8,460	\$3,480
Fox Valley Savings Bank	\$27,230	18176	\$23,751	\$3,479
NORTHCENTER CHMBR/CMRC	\$30,342	16768	\$26,866	\$3,476
Zions Bank	\$49,225	11374	\$45,750	\$3,475
Westlake Food Corp	\$36,627	14464	\$33,155	\$3,472
ENT & Allergy Assoc	\$593,658	1065	\$590,188	\$3,470
Yamato Japanese Restaurant	\$16,418	25452	\$12,948	\$3,470

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Mazatlan Mexico	\$44,619	12367	\$41,150	\$3,469
Preferred Carolinas Realty	\$36,885	14390	\$33,416	\$3,469
Bloomsburg Local Dealer	\$16,248	25601	\$12,779	\$3,469
Health Plan Markets Insurance Agency	\$11,476	31397	\$8,012	\$3,464
Norfolk Botanical Garden	\$10,112	33404	\$6,650	\$3,462
Orrs Jewelers	\$74,037	8038	\$70,580	\$3,457
Gustman Local Dealer	\$41,608	13052	\$38,151	\$3,457
River Road Asset Mgt	\$26,789	18397	\$23,336	\$3,453
Island Wing Co Restaurant	\$29,892	16974	\$26,440	\$3,452
Word Of God Ministries	\$29,092	17300	\$25,640	\$3,452
FEIGES INTERIORS FURN ST	\$22,950	20475	\$19,500	\$3,450
Donald R Hartunian Attorney	\$12,600	29721	\$9,150	\$3,450
CORNER DRUG STORE	\$14,616	27357	\$11,168	\$3,448
Bubbas Pizza Restaurant	\$12,000	30536	\$8,555	\$3,445
Mid City Superstore	\$13,479	28658	\$10,035	\$3,444
Fernmoor Homes Real Estate Developer	\$44,141	12458	\$40,700	\$3,441
David E Gordon Attorney	\$110,815	5554	\$107,377	\$3,438
GCW CARPET WHOLESALERS	\$20,697	21884	\$17,259	\$3,438
United Structural System	\$225,135	2850	\$221,700	\$3,435
LAKE CUMBERLAND RGNL HSP	\$14,782	27193	\$11,349	\$3,433
Reunion Resort & Club	\$40,532	13309	\$37,103	\$3,429
INDACO METALS BLDG PDTS	\$48,385	11542	\$44,957	\$3,428
Farmington	\$29,900	16968	\$26,472	\$3,428
University Of MI Credit Union	\$34,100	15326	\$30,680	\$3,420
Boudreauxs Jewelers	\$69,330	8505	\$65,913	\$3,417
McMenamins	\$37,859	14084	\$34,444	\$3,415
Action Air Conditioning & Heating Service	\$78,820	7563	\$75,408	\$3,412
CHARLIES PAINT & BODY	\$16,835	25055	\$13,424	\$3,411
BOB RICHARD JEWELERS	\$68,100	8643	\$64,692	\$3,408
Lawrence County	\$26,860	18365	\$23,454	\$3,406
Chandlers Restaurant	\$31,680	16202	\$28,277	\$3,403
Wellington Regional Medical Center	\$212,320	3041	\$208,918	\$3,402
Steel Transport	\$30,700	16605	\$27,300	\$3,400
DC DENTAL SPA	\$22,100	20999	\$18,700	\$3,400
J&J DENTAL SERVICE	\$10,200	33258	\$6,800	\$3,400
GRANTS ANTIQUE STORE	\$10,000	33565	\$6,600	\$3,400
Grange Insurance Group	\$17,030	24876	\$13,634	\$3,396
Talley Insurance Agency	\$33,504	15513	\$30,110	\$3,394
Injury Law Firm	\$19,854	22514	\$16,460	\$3,394
Beartooth Billings Clinic	\$13,835	28199	\$10,442	\$3,393
Alfred University	\$52,540	10716	\$49,148	\$3,392

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Shrine Of Our Lady Of Guadalupe	\$30,912	16523	\$27,522	\$3,390
Bowpaw Business Service	\$19,745	22595	\$16,355	\$3,390
Harrison Poultry Farm	\$81,624	7323	\$78,238	\$3,386
Midwest Community Bank	\$15,897	25968	\$12,511	\$3,386
MIDAS AUTO GLASS RPR SVC	\$14,405	27552	\$11,023	\$3,382
LITTLE ROCK ZOO	\$16,362	25504	\$12,981	\$3,381
Roots Salon	\$10,416	32942	\$7,035	\$3,381
Owensboro Health Regional Hospital	\$375,913	1703	\$372,535	\$3,378
1ST KLAS MARINA	\$11,397	31526	\$8,019	\$3,378
Cincinnati Eye Institute	\$82,932	7228	\$79,560	\$3,372
Taco Cabana Restaurant	\$51,231	10950	\$47,859	\$3,372
Lehigh Valley Intl Airport	\$33,865	15401	\$30,493	\$3,372
OU MEDICAL CENTER	\$115,410	5363	\$112,040	\$3,370
Germophobex Disinfection Services	\$11,186	31842	\$7,816	\$3,370
Ventura Law Assoc	\$41,281	13128	\$37,912	\$3,369
Flaming Crab Cajun Seafood Restaurant	\$21,546	21352	\$18,178	\$3,368
Empire Lounge	\$24,263	19728	\$20,900	\$3,363
Wet N Wild Amusement Park	\$38,375	13934	\$35,014	\$3,361
Charleston County Parks & Recreation Commission	\$26,611	18469	\$23,250	\$3,361
Sackstein Sackstein & Lee Attorneys	\$35,808	14730	\$32,450	\$3,358
Bottle Shop Liquors Store	\$10,392	32990	\$7,034	\$3,358
Oklahoma Panhandle State University	\$27,420	18089	\$24,065	\$3,355
El Centro Regional Medical Center	\$84,246	7146	\$80,893	\$3,353
MYSTIC GRANITE&MRBL CNTR	\$20,205	22199	\$16,853	\$3,352
Tejas Local Dealer	\$91,884	6602	\$88,534	\$3,350
Red Bird	\$11,850	30913	\$8,500	\$3,350
Bed Bath & Beyond	\$20,515	22001	\$17,173	\$3,342
Blue Ridge Tractor Dealer	\$14,571	27393	\$11,230	\$3,341
HEALTH NUT STORE	\$10,810	32355	\$7,470	\$3,340
HUNTINGTON COVE TWNHMS	\$12,650	29676	\$9,312	\$3,338
Connecticare	\$14,360	27626	\$11,025	\$3,335
Silveira Local Dealer	\$63,518	9187	\$60,186	\$3,332
KKJM	\$28,981	17360	\$25,650	\$3,331
Valley Immigration Law Group	\$20,441	22056	\$17,111	\$3,330
Scheurer Hospital	\$11,970	30763	\$8,640	\$3,330
Mississippi Power Co	\$245,759	2624	\$242,431	\$3,328
Bold Penguin Insurance Exchange	\$134,372	4690	\$131,044	\$3,328
Timberland Bank	\$89,814	6758	\$86,491	\$3,323
Cinematic Music Group	\$16,570	25306	\$13,250	\$3,320
URBANOWICZ JEWELERS	\$18,564	23537	\$15,249	\$3,315
CHEROKEE TRADING POST ST	\$80,283	7434	\$76,976	\$3,307

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Southtowns Radiology Center	\$16,887	25012	\$13,580	\$3,307
Synergis Education	\$33,456	15535	\$30,150	\$3,306
MURRAY STATE UNIVERSITY	\$38,302	13946	\$34,998	\$3,304
Bay View Flooring Store	\$23,400	20234	\$20,098	\$3,302
National Marketing Concepts	\$39,600	13557	\$36,300	\$3,300
KILLER DECKS	\$36,019	14659	\$32,719	\$3,300
Austins Fine Jewelry	\$13,050	29125	\$9,750	\$3,300
Canton MA Department Of Public Health	\$12,884	29400	\$9,584	\$3,300
Medical Store	\$11,050	32000	\$7,750	\$3,300
Grove Appliance TV Audio	\$10,500	32751	\$7,200	\$3,300
Yesco Services	\$15,198	26671	\$11,901	\$3,297
PATRICK YANCEY ATTY	\$12,139	30408	\$8,843	\$3,296
Prime Furniture Wholesale Center	\$11,079	31968	\$7,786	\$3,293
Reinhardt Harper Davis Attorneys	\$38,970	13762	\$35,678	\$3,292
St Clair Local Dealer	\$61,563	9419	\$58,279	\$3,284
Northampton Local Dealer	\$58,529	9842	\$55,248	\$3,281
Cannery Casino Hotel Las Vegas	\$107,392	5708	\$104,112	\$3,280
South Carolina Hospital Assn	\$24,008	19859	\$20,728	\$3,280
Las Casuelas Terraza	\$32,662	15810	\$29,384	\$3,278
Anderson Jewelers	\$23,310	20294	\$20,032	\$3,278
Kinston Community Health Center	\$17,220	24717	\$13,942	\$3,278
Our Country Homes Realty	\$14,731	27242	\$11,456	\$3,275
Jim Miller Inc Roofing & Sheet Metal	\$26,070	18726	\$22,796	\$3,274
Bone Heating & Cooling	\$13,181	28972	\$9,912	\$3,269
BorgWarner	\$68,300	8617	\$65,033	\$3,267
Massachusetts Pirates Football Team	\$65,538	8942	\$62,274	\$3,264
F&T Valley Motorsports	\$11,984	30750	\$8,720	\$3,264
HOBSON REALTY	\$42,506	12835	\$39,243	\$3,263
618 Restaurant	\$31,600	16229	\$28,338	\$3,262
GRAND LAKE HEALTH SYSTEM	\$24,596	19542	\$21,336	\$3,260
Tri-City Medical Center	\$133,248	4729	\$129,996	\$3,252
Volunteers Of America	\$84,662	7116	\$81,410	\$3,252
Reyes & Reyes Attorneys	\$64,642	9059	\$61,392	\$3,250
MINNEHAHA ACADEMY	\$23,400	20235	\$20,150	\$3,250
Adventure Landing Amusement	\$19,500	22777	\$16,250	\$3,250
Bluegrass Landscaping Co	\$15,275	26583	\$12,025	\$3,250
McKee Builders	\$11,374	31554	\$8,124	\$3,250
Beauvoir National Historic Landmark	\$20,011	22326	\$16,762	\$3,249
ProTeam Cleaning Service	\$12,996	29254	\$9,747	\$3,249
Quad City Right To Life	\$12,996	29254	\$9,747	\$3,249
Tioga State Bank	\$13,644	28424	\$10,396	\$3,248

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
All In Credit Union	\$130,969	4788	\$127,724	\$3,245
NORRIS FUNERAL HOME	\$26,444	18549	\$23,200	\$3,244
Exceptional Emergency Center	\$147,957	4280	\$144,721	\$3,236
NAC Trucking Service	\$22,317	20864	\$19,082	\$3,235
Tri-County Health Care	\$21,081	21615	\$17,854	\$3,227
Gault Electric Llc Contractor	\$15,225	26633	\$12,000	\$3,225
A Womans Concern Org	\$12,375	30113	\$9,150	\$3,225
WestCarolinaTel	\$37,306	14272	\$34,082	\$3,224
Crary & Buchanan Attorneys	\$105,961	5769	\$102,738	\$3,223
Express Car Wash	\$121,397	5117	\$118,177	\$3,220
Max Muscle	\$18,840	23312	\$15,620	\$3,220
Birch Run Area Schools	\$11,219	31775	\$8,000	\$3,219
Cambridge College	\$68,501	8596	\$65,284	\$3,217
Multicare Health System	\$96,211	6310	\$92,995	\$3,216
LANSING SYMPHONY ORCHSTR	\$17,828	24214	\$14,614	\$3,214
Bradford Fireworks Store	\$12,788	29527	\$9,576	\$3,212
CAPITAL EQUIP&SUPP TRCTR	\$11,790	30987	\$8,580	\$3,210
Kennedy Painting & Contracting	\$12,809	29493	\$9,600	\$3,209
Liberty Alliance For Youth Organization	\$11,624	31195	\$8,415	\$3,209
WPEC	\$25,391	19084	\$22,186	\$3,205
Georgia Northwestern Technical College	\$64,489	9075	\$61,285	\$3,204
Ace Tire Centers	\$17,233	24709	\$14,029	\$3,204
ELGINS FINE JEWELRY STR	\$41,990	12950	\$38,787	\$3,203
Hollywood Institute Of Beauty Careers	\$16,077	25753	\$12,874	\$3,203
Midwest Heritage Bank	\$10,360	33042	\$7,157	\$3,203
Worthington Industries	\$97,186	6251	\$93,985	\$3,201
Il Tulipano Restaurant	\$20,800	21810	\$17,600	\$3,200
Rare Steak House Restaurant	\$20,800	21810	\$17,600	\$3,200
LEGENDS IN CONCERT SHOW	\$19,200	23044	\$16,000	\$3,200
Alex R White Law Firm	\$12,950	29336	\$9,750	\$3,200
Tommys Supplies Store	\$12,000	30536	\$8,800	\$3,200
Casa Decor Store	\$18,210	23823	\$15,014	\$3,196
Community Development Foundation	\$15,478	26375	\$12,284	\$3,194
Amoeba Music Store	\$17,496	24520	\$14,304	\$3,192
Findlay Implement Lawn & Garden	\$30,635	16626	\$27,453	\$3,182
Harvest Solar Contractor	\$42,212	12892	\$39,031	\$3,181
Savannahs On Hanna Gentlemens Club	\$12,720	29606	\$9,540	\$3,180
Springfield Public Schools	\$12,180	30347	\$9,000	\$3,180
CBD Hemp Store	\$41,889	12973	\$38,712	\$3,177
ALSAC ORG	\$20,224	22190	\$17,053	\$3,171
Gilder Howell & Assoc Attorneys	\$70,704	8357	\$67,536	\$3,168

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
FINLEY DISTRIBUTING	\$68,938	8548	\$65,770	\$3,168
Woods Boot Store	\$14,988	27009	\$11,822	\$3,166
Charyl Stockwell Academy	\$32,432	15910	\$29,270	\$3,162
G-Will Liquors	\$25,956	18802	\$22,794	\$3,162
Equal Justice Initiative	\$97,868	6214	\$94,708	\$3,160
Tire Kingdom	\$28,835	17424	\$25,675	\$3,160
PUEBLO COUNTY HLTH DEPT	\$15,360	26495	\$12,200	\$3,160
Tallahassee Local Dealer	\$14,375	27618	\$11,218	\$3,157
Archbishop Shaw High School	\$16,200	25641	\$13,045	\$3,155
Society Of St Vincent De Paul	\$24,585	19550	\$21,432	\$3,153
Ellicottville Brewing Co	\$12,411	30071	\$9,258	\$3,153
W&L Local Dealer	\$42,052	12922	\$38,901	\$3,151
Bloch & Chapleau Attorneys	\$48,270	11560	\$45,120	\$3,150
Greg Quimby Attorney	\$26,050	18733	\$22,900	\$3,150
GRACE INTL CHURCH	\$25,725	18917	\$22,575	\$3,150
Guy & ONeill	\$16,108	25725	\$12,958	\$3,150
Mid-South Pulmonary Specialists	\$15,400	26448	\$12,250	\$3,150
Family Dental Care	\$79,794	7489	\$76,645	\$3,149
Baptiste Orthodontics Clinic	\$43,925	12513	\$40,776	\$3,149
Lentz Kitchen & Bath Contractor	\$39,200	13668	\$36,051	\$3,149
Cate Street Seafood Station Restaurant	\$40,836	13229	\$37,689	\$3,147
Torre Restaurant Group	\$27,067	18258	\$23,920	\$3,147
BAY AREA DIAMOND CO	\$15,834	26001	\$12,688	\$3,146
Games & Stuff Store	\$13,033	29149	\$9,887	\$3,146
Equipment Wholesalers	\$13,644	28424	\$10,500	\$3,144
87 BBQ South Restaurant	\$12,564	29790	\$9,423	\$3,141
Vina Robles	\$63,240	9217	\$60,100	\$3,140
Mid-Con Carriers	\$32,193	16000	\$29,059	\$3,134
FRONTIER LUMBER CO	\$17,102	24807	\$13,968	\$3,134
MARX OPTICAL VISION CTR	\$28,776	17461	\$25,644	\$3,132
Dimmitt Local Dealer	\$50,172	11151	\$47,043	\$3,129
Urban Float Day Spa	\$30,329	16777	\$27,200	\$3,129
Blantons Heating & Air	\$18,129	23887	\$15,000	\$3,129
Northland Equipment Co Store	\$13,251	28862	\$10,122	\$3,129
Cleveland Metroparks Board Of Park Commissioners	\$91,027	6666	\$87,900	\$3,127
YEAGERS SPRT GDS STR	\$24,902	19393	\$21,775	\$3,127
Midland Hotel	\$29,136	17288	\$26,010	\$3,126
Middle Peninsula Northern Neck Community Services Board	\$17,156	24779	\$14,030	\$3,126
Spa At Sec-He	\$49,845	11237	\$46,722	\$3,123
Wildhorse Resort Casino	\$83,466	7199	\$80,344	\$3,122
GWENS FINE JEWELRY STORE	\$15,649	26185	\$12,528	\$3,121

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Calbom & Schwab PSC	\$37,931	14061	\$34,813	\$3,118
Calvin Gilmore Productions	\$20,110	22271	\$16,992	\$3,118
Sitel	\$15,410	26442	\$12,300	\$3,110
Gabinos Jump Rental Service	\$27,185	18201	\$24,077	\$3,108
Edgewood Tahoe Resort	\$15,000	26823	\$11,893	\$3,107
Texas Best Smokehouse Restaurant	\$47,540	11717	\$44,436	\$3,104
Harborstone Credit Union	\$106,460	5745	\$103,360	\$3,100
Brandstetters Kanga Roof	\$28,870	17405	\$25,770	\$3,100
Temperature Controls Inc	\$25,771	18894	\$22,671	\$3,100
Atlantic Shore Pines Campground Resort	\$21,884	21144	\$18,784	\$3,100
William Paterson University	\$19,100	23121	\$16,000	\$3,100
Palm Springs Modernism Week	\$12,800	29498	\$9,700	\$3,100
IOWA EYE CENTER	\$10,300	33126	\$7,200	\$3,100
Franks Local Dealer	\$126,441	4937	\$123,342	\$3,099
BROOKS REALTY	\$11,186	31840	\$8,088	\$3,098
Edgewater Bank	\$13,886	28161	\$10,790	\$3,096
Gatlinburg Sky Lift	\$69,172	8525	\$66,082	\$3,090
Derryberry & Assoc Attorneys	\$61,590	9414	\$58,500	\$3,090
Pig N Chik BBQ Restaurant	\$12,750	29563	\$9,660	\$3,090
Gaylord Hospital	\$35,856	14719	\$32,769	\$3,087
Weave	\$126,282	4942	\$123,196	\$3,086
War Pony Indian Smoke Shop	\$36,230	14603	\$33,144	\$3,086
TRADE ZONE LOC DLR	\$25,434	19056	\$22,348	\$3,086
SPD Group Jewelers	\$38,989	13759	\$35,907	\$3,082
Crystal Gardens Banquet Center	\$13,080	29097	\$10,000	\$3,080
AUTO BODY CENTERS	\$11,634	31178	\$8,556	\$3,078
Dane County Regional Airport	\$35,140	14942	\$32,063	\$3,077
Circle Dental Group	\$10,455	32884	\$7,380	\$3,075
EAST TX REFRIG SVC	\$30,664	16615	\$27,592	\$3,072
SS&B HEATING & COOLING	\$36,253	14596	\$33,189	\$3,064
MODERN HARDWARE STORE	\$12,286	30231	\$9,222	\$3,064
PERRELLA REALTY	\$11,320	31609	\$8,259	\$3,061
Maestranzi Brothers Lawn & Garden	\$10,305	33118	\$7,244	\$3,061
Iowa Beef Council	\$83,245	7208	\$80,187	\$3,058
Windmill Restaurant	\$17,426	24559	\$14,368	\$3,058
GOLDEN EYE JEWELERS	\$14,974	27019	\$11,918	\$3,056
Miller Boat Line Ferry Service	\$21,060	21623	\$18,005	\$3,055
RAINFOREST CAR WASH&/CTR	\$57,502	9988	\$54,450	\$3,052
Catch Des Moines	\$47,124	11796	\$44,073	\$3,051
Trinity Mother Frances	\$34,108	15324	\$31,057	\$3,051
Pacific Rim Outpatient Surgery Center	\$15,600	26235	\$12,549	\$3,051

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
BRENDA CUOCO&CO REALTORS	\$14,930	27050	\$11,880	\$3,050
Castiglione Jewelers	\$14,900	27078	\$11,850	\$3,050
Griffin Accounting	\$14,100	27884	\$11,050	\$3,050
CAROLINA URGENT CARE CTR	\$14,050	27946	\$11,000	\$3,050
County Of Berks	\$13,050	29125	\$10,000	\$3,050
Peregrins Florist	\$10,350	33056	\$7,300	\$3,050
SKY KING UNLTD STORE	\$66,888	8788	\$63,841	\$3,047
Barksdale Federal Credit Union	\$149,682	4240	\$146,636	\$3,046
Tri-State Fireworks Store	\$10,144	33363	\$7,100	\$3,044
Tammy Mitchell Hines & Co Realty	\$10,168	33335	\$7,132	\$3,036
Stillwater Medical Center	\$40,396	13340	\$37,362	\$3,034
S&S Structures	\$27,083	18247	\$24,049	\$3,034
ABD Development Co	\$126,766	4922	\$123,734	\$3,032
Crown Castle Intl	\$102,878	5899	\$99,846	\$3,032
Air Chandler Heating Cooling & Duct Cleaning	\$19,416	22897	\$16,384	\$3,032
Rideshare Co	\$13,550	28518	\$10,520	\$3,030
Healthy Voices Healthy Choices Coalition	\$12,439	30042	\$9,410	\$3,029
Provident Jewelry Store	\$58,736	9817	\$55,710	\$3,026
Tsunami Surf Shop	\$38,892	13789	\$35,867	\$3,025
Rumpke Waste & Recycling Service	\$12,625	29694	\$9,600	\$3,025
Viridian Real Estate Development	\$112,799	5476	\$109,777	\$3,022
ARMY SURPLUS STORE	\$17,860	24188	\$14,839	\$3,021
Badders Law Firm	\$30,070	16860	\$27,050	\$3,020
Treasures For Lovers	\$33,368	15561	\$30,350	\$3,018
Coach USA	\$30,050	16870	\$27,032	\$3,018
Comet Central Midlands Transit	\$12,110	30436	\$9,094	\$3,016
SUBURBAN HOMES	\$21,250	21515	\$18,237	\$3,013
SIEGELS COTTONWOOD FARMS	\$15,511	26332	\$12,500	\$3,011
Vance Thompson Vision	\$27,285	18156	\$24,275	\$3,010
EXTERIOR PROS CONTRACTOR	\$13,802	28237	\$10,793	\$3,009
GranitePro Store	\$32,262	15977	\$29,259	\$3,003
Doug Gray Local Dealer	\$17,844	24211	\$14,841	\$3,003
Fromagination Restaurant	\$11,125	31894	\$8,124	\$3,001
Superior Plumbing	\$205,200	3128	\$202,200	\$3,000
Kind Pen	\$144,840	4365	\$141,840	\$3,000
Phyre Marketing Services	\$115,000	5382	\$112,000	\$3,000
Boot Country Work Country Clothing Store	\$49,200	11381	\$46,200	\$3,000
CK Smith Superior Fuel Supply	\$48,750	11464	\$45,750	\$3,000
Youells Oyster House Restaurant	\$45,900	12035	\$42,900	\$3,000
OCH Regional Medical Center	\$31,500	16262	\$28,500	\$3,000
SUNBEAM FAMILY SERVICES	\$23,000	20438	\$20,000	\$3,000

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Ambient Communities Real Estate Developer	\$21,000	21653	\$18,000	\$3,000
Young Americans Christian School	\$15,592	26273	\$12,592	\$3,000
Jubilee Christian Church	\$15,000	26823	\$12,000	\$3,000
Nu Floors To Go Store	\$15,000	26823	\$12,000	\$3,000
OCW Capital Partners	\$14,000	28001	\$11,000	\$3,000
MEMPHIS MUSEUM	\$12,000	30536	\$9,000	\$3,000
Middlefield Banking Co	\$10,000	33565	\$7,000	\$3,000
Schells Restaurant	\$10,000	33565	\$7,000	\$3,000
TIME FOR BLINDS STORE	\$10,000	33565	\$7,000	\$3,000
Doan Local Dealer	\$25,410	19071	\$22,411	\$2,999
Ross Mortgage Co	\$18,100	23905	\$15,101	\$2,999
Lorenzos Italian Restaurant	\$11,999	30732	\$9,000	\$2,999
Serious TX BBQ Restaurant	\$20,547	21982	\$17,550	\$2,997
Cox Law Office	\$10,899	32258	\$7,903	\$2,996
City Of Havelock	\$13,610	28454	\$10,615	\$2,995
Michael D Ponce & Assoc Attorneys	\$10,519	32731	\$7,526	\$2,993
RV WORLD OF NOKOMIS	\$64,788	9040	\$61,797	\$2,991
Sanders Meat Market	\$19,658	22662	\$16,667	\$2,991
Pinehurst Resort NC	\$15,080	26763	\$12,089	\$2,991
Jennie-O	\$11,650	31164	\$8,661	\$2,989
Webb Stokes & Sparks Attorneys	\$59,760	9693	\$56,772	\$2,988
Bargain Tire Outlet	\$24,872	19410	\$21,886	\$2,986
Kaplan Thompson Architects	\$10,234	33229	\$7,251	\$2,983
BOK Center	\$13,062	29112	\$10,080	\$2,982
Alte Exteriors Contractor	\$22,181	20947	\$19,200	\$2,981
San Antonio Museum Of Art	\$66,632	8812	\$63,652	\$2,980
Heafner Local Dealer	\$22,947	20479	\$19,967	\$2,980
KAR LOC DLR	\$11,588	31248	\$8,608	\$2,980
CHARLSONS FURNITURE STR	\$14,454	27507	\$11,475	\$2,979
Grubers Quilt Shop	\$29,099	17298	\$26,122	\$2,977
Hawks Cay Resort & Marina	\$37,405	14242	\$34,429	\$2,976
Fox Moving & Storage	\$71,549	8272	\$68,574	\$2,975
Tallahassee Nurseries	\$12,625	29694	\$9,650	\$2,975
Eagle Ridge Resort & Spa	\$43,767	12541	\$40,794	\$2,973
Lake Regional Health System	\$70,308	8400	\$67,336	\$2,972
Shasta Outlets Mall	\$30,382	16749	\$27,410	\$2,972
Nicolet Law Office	\$87,729	6905	\$84,758	\$2,971
Quakertown Farmers Market	\$22,000	21057	\$19,030	\$2,970
Affinity Credit Union	\$11,105	31911	\$8,135	\$2,970
Star Local Dealer	\$70,344	8394	\$67,375	\$2,969
ITPC	\$12,969	29320	\$10,000	\$2,969

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
University Of Southern IN	\$36,749	14427	\$33,781	\$2,968
Elliott Realty	\$19,292	22981	\$16,324	\$2,968
Boston Public Schools	\$95,756	6342	\$92,789	\$2,967
Affinity Gaming Casinos	\$23,831	20005	\$20,865	\$2,966
Tipton Local Dealer	\$46,885	11841	\$43,922	\$2,963
Eat Clean Bro Meal Delivery Service	\$225,354	2849	\$222,394	\$2,960
HKQ KIDS ORG	\$28,545	17566	\$25,590	\$2,955
Kilwins Chocolates Store	\$41,331	13121	\$38,379	\$2,952
NORTHGATE RV CENTER	\$50,912	11006	\$47,961	\$2,951
Furniture Exchange Store	\$26,026	18744	\$23,076	\$2,950
WHITEFORD KENWORTH LOC DLR	\$25,428	19061	\$22,481	\$2,947
Bonilla & Chapa Law Firm	\$16,486	25407	\$13,539	\$2,947
First Choice Farm & Lawn Inc	\$18,331	23737	\$15,385	\$2,946
MOUSEHOUSE CHEESEHAUS ST	\$39,837	13506	\$36,895	\$2,942
Fairhaven Furniture Store	\$33,376	15555	\$30,434	\$2,942
Bill Defouw Local Dealer	\$15,018	26805	\$12,076	\$2,942
Academy Bank	\$82,654	7250	\$79,714	\$2,940
Junkee Clothing Exchange Clothing Store	\$13,451	28680	\$10,513	\$2,938
LUBEMASTER	\$11,990	30743	\$9,053	\$2,937
San Juan Local Dealer	\$30,424	16727	\$27,490	\$2,934
Hacienda San Miguel Restaurant	\$23,098	20390	\$20,165	\$2,933
Fun Town RV Dealer	\$51,544	10889	\$48,612	\$2,932
Loganville Local Dealer	\$72,024	8218	\$69,093	\$2,931
Johnson Nursery & Garden Center	\$17,811	24224	\$14,880	\$2,931
Wesco Furniture Store	\$36,704	14449	\$33,774	\$2,930
Winthrop P Rockefeller Cancer Institute	\$14,062	27930	\$11,134	\$2,928
WireNut Electrical Heating & Air Conditioning Services	\$63,555	9183	\$60,630	\$2,925
Nice Guy Car Wash	\$11,687	31144	\$8,762	\$2,925
Pizza Pub Restaurant	\$12,608	29708	\$9,684	\$2,924
La Belle Mariee Bridal & Tuxedo Bridal Store	\$31,892	16131	\$28,970	\$2,922
Shalom Day Care	\$13,961	28096	\$11,039	\$2,922
Mid-Town Mechanical Services	\$14,934	27047	\$12,014	\$2,920
Medical Assoc Plus	\$47,119	11799	\$44,204	\$2,915
Spencer Law Group	\$174,818	3654	\$171,904	\$2,914
Kalsee Credit Union	\$45,762	12063	\$42,848	\$2,914
Chicago Wolves Hockey Team	\$56,257	10160	\$53,345	\$2,912
Helena	\$10,200	33258	\$7,294	\$2,906
Michael Foods	\$22,665	20618	\$19,760	\$2,905
Stonetop Designs Contractor	\$28,536	17572	\$25,632	\$2,904
Rivers Edge Hospital & Clinic	\$11,792	30985	\$8,890	\$2,902
Womens Center & Shelter	\$16,400	25464	\$13,500	\$2,900

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
CityFest	\$14,100	27884	\$11,200	\$2,900
Bonnie Plants	\$24,550	19564	\$21,656	\$2,894
HOLYOKE MEDICAL CENTER	\$14,620	27353	\$11,730	\$2,890
Lee Bank	\$43,093	12697	\$40,204	\$2,889
River Rock Casino	\$111,534	5527	\$108,648	\$2,886
Lucas Green Magazine Attorneys	\$13,722	28342	\$10,836	\$2,886
Williams Farm Machinery	\$11,515	31334	\$8,629	\$2,886
Holland MI	\$136,543	4623	\$133,658	\$2,885
Living Treasures Animal Park	\$59,622	9705	\$56,738	\$2,884
Polytechnic University Of PR	\$54,747	10368	\$51,864	\$2,883
Oak Cliff Bible Fellowship Church	\$97,363	6242	\$94,481	\$2,882
Charles F Snyder Funeral Home	\$17,875	24171	\$14,994	\$2,881
Aardvark Animal Hospital	\$19,080	23133	\$16,200	\$2,880
Presbyterian Homes & Family Services	\$16,920	24965	\$14,040	\$2,880
Premier Vision Center	\$14,400	27562	\$11,520	\$2,880
Begum & Tijerina Attorney	\$85,561	7049	\$82,683	\$2,878
Hoffman Law Firm	\$22,947	20480	\$20,070	\$2,877
Exhalence Dispensary	\$49,634	11292	\$46,758	\$2,876
Mellow Mushroom Pizza	\$68,934	8549	\$66,059	\$2,875
Mid MN Federal Credit Union	\$22,088	21021	\$19,217	\$2,871
Premiere Local Dealer	\$11,700	31083	\$8,830	\$2,870
Bluegrass Community Hospital	\$13,261	28846	\$10,392	\$2,869
First Watch Restaurants	\$16,612	25258	\$13,744	\$2,868
Sevenwinds Casino	\$75,116	7931	\$72,249	\$2,867
JW Greenhouse Center	\$22,216	20917	\$19,350	\$2,866
Riley Law Group	\$34,432	15206	\$31,568	\$2,864
Hometown Pharmacy	\$42,295	12876	\$39,432	\$2,863
Roof M All Contractor	\$13,835	28203	\$10,974	\$2,861
Bank Of The San Juans	\$58,634	9834	\$55,774	\$2,860
Cactus Petes Hotel & Casino	\$12,602	29715	\$9,746	\$2,856
Chow Tyme Grill & Buffet Restaurant	\$26,216	18654	\$23,363	\$2,853
Skydive OR	\$35,084	14960	\$32,232	\$2,852
Charleys Restaurant	\$26,311	18608	\$23,460	\$2,851
LiUNA Laborers Intl Union Of North America	\$19,000	23176	\$16,150	\$2,850
UNIFIRST UNIFORM SUPPLY	\$15,281	26574	\$12,432	\$2,849
Corey B Trotz Attorney	\$85,503	7056	\$82,656	\$2,847
HAMS ORCHARD	\$26,991	18300	\$24,147	\$2,844
ORLANDO WATCH REPAIR SHP	\$12,844	29452	\$10,000	\$2,844
BROOME OPTICAL	\$32,913	15714	\$30,075	\$2,838
PRO PLUMBING SERVICE	\$15,200	26655	\$12,362	\$2,838
Outlet Shoppes At Atlanta	\$11,352	31577	\$8,514	\$2,838

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Briarfield Health Care Centers	\$12,037	30506	\$9,200	\$2,837
Cavender Local Dealer	\$20,000	22337	\$17,164	\$2,836
Mary Lanning Healthcare	\$45,906	12032	\$43,071	\$2,835
Kovatch Local Dealer	\$37,973	14047	\$35,138	\$2,835
PIERCE ACRES REAL ESTATE	\$26,209	18658	\$23,376	\$2,833
Earls Electrical Service Contractor	\$25,467	19036	\$22,635	\$2,832
Touro Infirmary	\$182,076	3520	\$179,249	\$2,827
Jakers Restaurant	\$85,787	7036	\$82,967	\$2,820
JERRYS OLD TOWN INN	\$25,606	18968	\$22,786	\$2,820
Bug Busters Exterminators	\$11,513	31334	\$8,693	\$2,820
Vanderbilt Health Clinic	\$166,271	3835	\$163,453	\$2,818
Mr Cornbeef Restaurant	\$26,216	18655	\$23,400	\$2,816
APPALACHIAN HTG&COOLING	\$19,064	23137	\$16,249	\$2,815
Ladd Farm Mart	\$16,507	25341	\$13,692	\$2,815
MUHAMMAD ALI CENTER	\$18,379	23700	\$15,565	\$2,814
4Front Ventures	\$17,314	24638	\$14,500	\$2,814
Centerpointe Hospital	\$116,382	5311	\$113,572	\$2,810
Moritz Local Dealer	\$70,721	8355	\$67,911	\$2,810
Lets Dance Dance Studio	\$21,996	21089	\$19,186	\$2,810
Azul Laser Clinic	\$31,072	16465	\$28,263	\$2,809
VAN DYKE LOC DLR	\$29,244	17251	\$26,435	\$2,809
Lake Marion Golf Course	\$24,607	19525	\$21,805	\$2,802
Roadie	\$90,600	6695	\$87,800	\$2,800
Macs Fresh Market	\$18,200	23830	\$15,400	\$2,800
Broussard & David Attorneys	\$14,920	27061	\$12,120	\$2,800
Grace Christian Church	\$14,800	27168	\$12,000	\$2,800
Dierbergs Food Market	\$54,664	10381	\$51,865	\$2,799
Corralito Steak House	\$39,696	13536	\$36,897	\$2,799
Brain Health Center	\$32,110	16038	\$29,320	\$2,790
Copeland Enterprises	\$64,644	9057	\$61,859	\$2,785
D&S Foods Store	\$14,312	27671	\$11,528	\$2,784
Gary Michaels Fine Jewelry	\$93,825	6460	\$91,042	\$2,783
Ambience Furniture Store	\$42,003	12933	\$39,220	\$2,783
Fisher Titus Medical Center	\$29,518	17126	\$26,735	\$2,783
Cilantros Grill	\$10,392	32992	\$7,610	\$2,782
Watts Roofing Inc	\$20,891	21755	\$18,111	\$2,780
Farmstead Corn Maze & Pumpkin Festival	\$10,280	33164	\$7,500	\$2,780
Pioneer Bank & Trust	\$31,356	16326	\$28,579	\$2,777
Fraser & Souweidane Attorneys	\$40,300	13361	\$37,525	\$2,775
Peake & Fowler Attorneys	\$11,290	31655	\$8,518	\$2,772
El Capitan Lodge	\$15,106	26736	\$12,337	\$2,769

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
NUVU Convenience Store	\$17,992	24077	\$15,224	\$2,768
METAL OUTLET STORE	\$20,744	21857	\$17,977	\$2,767
Calvo & Calvo Attorneys	\$32,322	15947	\$29,557	\$2,765
American Thrift Store	\$37,950	14056	\$35,188	\$2,762
CHISHOLM TRL ANTQ GN ASN	\$15,062	26774	\$12,300	\$2,762
Better Sofas Store	\$24,094	19806	\$21,335	\$2,759
LIFE FELLOWSHIP CHURCH	\$14,877	27101	\$12,120	\$2,757
TOLEDO CLINIC	\$46,107	11990	\$43,352	\$2,755
Ira Local Dealer	\$39,221	13662	\$36,466	\$2,755
Weaver & Tidwell	\$19,768	22578	\$17,016	\$2,752
Southwest Vinyl Fencing Co	\$10,358	33043	\$7,607	\$2,751
Hospice Of San Joaquin	\$23,050	20415	\$20,300	\$2,750
Francis Marion University	\$20,239	22181	\$17,489	\$2,750
Sombreros Authentic Mexican Cuisine	\$18,337	23735	\$15,587	\$2,750
Japanica Restaurant	\$16,896	24989	\$14,146	\$2,750
Higdon Furniture Store	\$31,896	16129	\$29,147	\$2,749
Sky City Casino & Hotel	\$215,876	2983	\$213,128	\$2,748
COLLEGE OF THE OZARKS	\$29,105	17295	\$26,357	\$2,748
HORSEMAN SUPPLY WSTRN ST	\$10,778	32428	\$8,032	\$2,746
Greater Haverhill Chamber Of Commerce	\$39,920	13486	\$37,177	\$2,743
Neeley School Of Business	\$13,650	28404	\$10,907	\$2,743
COMSTOCK RE DEV	\$28,885	17398	\$26,156	\$2,729
Number Juan	\$10,473	32868	\$7,744	\$2,729
Desco Federal Credit Union	\$34,009	15356	\$31,281	\$2,728
Grunt Style Clothing Store	\$10,725	32487	\$8,000	\$2,725
Corefirst Bank & Trust	\$10,374	33033	\$7,656	\$2,718
United Federal Credit Union	\$47,336	11756	\$44,621	\$2,715
Bank Of CO	\$12,670	29654	\$9,956	\$2,714
Pensacola State College	\$116,998	5286	\$114,285	\$2,713
Mobile Divorce Law Firm	\$16,248	25604	\$13,540	\$2,708
KEARNEY CHAMBER/COMMERCE	\$12,455	30022	\$9,747	\$2,708
Cousins Subs Shop	\$130,791	4793	\$128,084	\$2,707
R&R Insurance Service Agency	\$31,733	16185	\$29,028	\$2,705
Bob Barbour Local Dealer	\$31,513	16258	\$28,808	\$2,705
Metropolitan Utilities District	\$16,933	24960	\$14,230	\$2,703
Wolf Bay Lodge Restaurant	\$31,488	16281	\$28,788	\$2,700
CUYAHOGA FLS PRKS&RCRTN	\$28,000	17801	\$25,300	\$2,700
Bennion Deville Homes Realty	\$24,720	19462	\$22,020	\$2,700
Kens Fine Furniture Store	\$14,550	27408	\$11,850	\$2,700
Marsal Patient Care & Wellness Center	\$12,700	29626	\$10,000	\$2,700
GRAMMER	\$12,500	29872	\$9,800	\$2,700

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Yankee Freedom III Ferry	\$37,696	14139	\$35,002	\$2,694
Midwest Eye Center	\$20,810	21803	\$18,116	\$2,694
We Chunk Junk Service	\$27,849	17888	\$25,156	\$2,693
Steubenville City Schools	\$37,264	14283	\$34,576	\$2,688
Red Carpet Car Wash	\$37,517	14184	\$34,830	\$2,687
Sawmill Inn Restaurant	\$11,480	31394	\$8,798	\$2,682
Healthy Lifestyle Of Savannah	\$19,668	22658	\$16,988	\$2,680
Wright Do-It Center	\$15,707	26133	\$13,027	\$2,680
DJs Local Dealer	\$19,142	23093	\$16,464	\$2,678
Allentown Rescue Mission	\$38,800	13812	\$36,125	\$2,675
Greenville County School	\$13,873	28173	\$11,200	\$2,673
Hinson Galleries Furniture Store	\$28,740	17478	\$26,070	\$2,670
Bank Of Ripley	\$20,334	22121	\$17,670	\$2,664
Bartlett Tree Experts	\$13,300	28816	\$10,636	\$2,664
ANGELAS ATC/RSL APRL STR	\$18,322	23741	\$15,659	\$2,663
Arrowwood Resort & Conference Center	\$14,315	27665	\$11,653	\$2,662
Americus Diamond Jewelers	\$150,315	4217	\$147,654	\$2,661
Simms Local Dealer	\$22,231	20908	\$19,571	\$2,660
Northwest State Community College	\$30,275	16798	\$27,617	\$2,658
Flash Tax Income Tax Svc	\$24,062	19824	\$21,406	\$2,656
Blue Ridge Mountain Club Realty	\$24,696	19470	\$22,045	\$2,651
BIRIS JEWELERS	\$13,625	28447	\$10,974	\$2,651
Atlanta Symphony Orchestra	\$28,375	17645	\$25,725	\$2,650
Jorgensen Insurance Agency	\$11,232	31765	\$8,585	\$2,647
Ober Gatlinburg Ski Resort	\$183,138	3503	\$180,492	\$2,646
Diamond Credit Union	\$83,509	7195	\$80,863	\$2,646
ECK HEATING & AC CONTR	\$35,143	14940	\$32,500	\$2,643
Pet Angels Animal Hospital	\$18,374	23706	\$15,731	\$2,643
MAUI NIX SURF SHOP	\$18,626	23482	\$15,987	\$2,639
Mineral Palace Hotel	\$34,236	15274	\$31,601	\$2,635
Law Office Of Michael J Crawford	\$28,136	17745	\$25,503	\$2,633
RYMAN HOMES RE DEV	\$49,806	11246	\$47,175	\$2,631
Preferred Realty Group	\$10,053	33486	\$7,422	\$2,631
FANTASY ADULT STORE	\$36,575	14483	\$33,945	\$2,630
Westchester Gold & Diamonds	\$55,561	10240	\$52,932	\$2,629
Pioneer Telephone	\$28,109	17759	\$25,480	\$2,629
Ritchey Local Dealer	\$34,956	15022	\$32,329	\$2,627
New Hanover Regional Medical Center	\$109,632	5614	\$107,007	\$2,625
Wild Island Amusement Park	\$41,592	13061	\$38,971	\$2,621
Barter Theatre	\$11,872	30895	\$9,251	\$2,621
Womens Health Specialist	\$37,302	14274	\$34,682	\$2,620

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Nelson Local Dealer	\$20,180	22219	\$17,562	\$2,618
Carson Valley Medical Center	\$27,315	18132	\$24,700	\$2,615
Milestone Church	\$42,484	12845	\$39,871	\$2,613
Community Action Organization	\$19,278	22989	\$16,668	\$2,610
Amiri	\$37,304	14273	\$34,696	\$2,608
National Museum Of Nuclear Science & History	\$12,744	29585	\$10,139	\$2,605
Law Office Of Susan Mager	\$93,204	6505	\$90,601	\$2,603
Arnes Wholesale Warehouse	\$24,896	19403	\$22,293	\$2,603
Dermatology Assoc Of Lincoln	\$18,000	23968	\$15,400	\$2,600
S&H Campgrounds Resort	\$15,600	26235	\$13,000	\$2,600
Bartlett Group	\$15,200	26655	\$12,600	\$2,600
Singing River Federal Credit Union	\$12,350	30147	\$9,750	\$2,600
Wild Laurel Golf Course	\$10,392	32992	\$7,794	\$2,598
KENMORE APARTMENTS	\$10,380	33023	\$7,785	\$2,595
China Star Restaurant	\$17,973	24088	\$15,380	\$2,593
Dollar Bank	\$1,207,427	501	\$1,204,835	\$2,592
Floral City Beverage	\$15,036	26795	\$12,445	\$2,591
ROOMLOFT FURN & MORE STR	\$13,450	28683	\$10,862	\$2,588
CITY RESCUE MISSION	\$10,162	33342	\$7,574	\$2,588
Outback Chair Co Furniture Store	\$30,335	16771	\$27,750	\$2,585
SWEETWATER HMS/CTRS RE	\$27,790	17908	\$25,205	\$2,585
Mills Auto Group	\$43,920	12515	\$41,337	\$2,583
Guss Fresh Jerky	\$41,267	13131	\$38,684	\$2,583
Vision 4 PA Organization	\$29,809	17002	\$27,228	\$2,581
Bay Area Services Heating & Cooling	\$47,890	11650	\$45,310	\$2,580
AB Beverage Co	\$28,695	17503	\$26,115	\$2,580
Southwestern Community College	\$15,276	26576	\$12,696	\$2,580
Prime Independent Living Center	\$33,923	15387	\$31,348	\$2,575
MJN Journey BJJ Martial Arts School	\$17,775	24257	\$15,200	\$2,575
MOUNTAIN VIEW HOSPITAL	\$44,868	12313	\$42,298	\$2,570
Sumner Crest	\$16,896	24989	\$14,327	\$2,569
Oliver Heating Cooling & Plumbing	\$56,265	10158	\$53,699	\$2,566
Unlimited Cycle Center	\$18,152	23876	\$15,590	\$2,562
Haselwood Local Dealer	\$47,550	11713	\$44,990	\$2,560
Bank Of OK	\$11,447	31442	\$8,887	\$2,560
Gibbons Local Dealer	\$28,848	17418	\$26,290	\$2,558
Valent USA	\$10,410	32950	\$7,852	\$2,558
WALLIS MOBIL SVC STATION	\$14,402	27558	\$11,845	\$2,557
JACK SUTTON FINE JWLRS	\$62,175	9340	\$59,621	\$2,554
ARK-LA-TEX Local Dealer	\$22,505	20726	\$19,951	\$2,554
MILLER FIREWORKS	\$30,501	16685	\$27,954	\$2,547

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Tennessee Fireplace & Chimney Contractor	\$57,828	9943	\$55,289	\$2,539
Henkel	\$11,389	31534	\$8,850	\$2,539
Excel Urgent Care	\$20,048	22301	\$17,511	\$2,537
County Bank	\$13,390	28745	\$10,855	\$2,535
McDaniels Local Dealer	\$32,276	15975	\$29,746	\$2,530
MADARAS GALLERY	\$30,825	16553	\$28,297	\$2,528
WGTS	\$125,289	4976	\$122,763	\$2,526
Northwest Hills Credit Union	\$17,300	24648	\$14,775	\$2,525
Kentucky State Lottery	\$559,238	1119	\$556,716	\$2,522
Outlets At The Dells	\$48,978	11423	\$46,458	\$2,520
Westpoint Home	\$10,069	33463	\$7,552	\$2,517
North Strand Local Dealer	\$21,594	21328	\$19,080	\$2,514
VAUGHN AUTOMOTIVE SVC	\$17,739	24288	\$15,225	\$2,514
Winter Park Memorial Hospital	\$10,040	33511	\$7,529	\$2,511
Asia Forging Supply Co	\$10,270	33171	\$7,760	\$2,510
Lifetime Hearing Services	\$17,053	24854	\$14,544	\$2,509
CUNNINGHAM GOLF CART CO	\$13,800	28241	\$11,292	\$2,508
DEVAUN PARK/OCN HRBR DEV	\$11,420	31474	\$8,912	\$2,508
Howard Family Dental	\$60,012	9622	\$57,510	\$2,502
US Park Airport Parking	\$74,061	8034	\$71,560	\$2,501
New Orleans & Co Tourist Information Center	\$20,000	22337	\$17,499	\$2,501
Data Impressions Store	\$19,165	23076	\$16,664	\$2,501
Vorderman Local Dealer	\$31,300	16347	\$28,800	\$2,500
David White Auto Body Shop	\$28,492	17602	\$25,992	\$2,500
Icon Roofing Systems	\$14,375	27618	\$11,875	\$2,500
Bayside Church	\$12,500	29872	\$10,000	\$2,500
TOTAL BODY CHIRO CENTER	\$10,750	32456	\$8,250	\$2,500
Wicked Hen Restaurant	\$10,500	32751	\$8,000	\$2,500
Atlas Distributing Co	\$10,000	33565	\$7,500	\$2,500
Bohemian Home Furniture Store	\$10,000	33565	\$7,500	\$2,500
El Super Market Store	\$10,000	33565	\$7,500	\$2,500
Tuscaloosa City Schools	\$10,000	33565	\$7,500	\$2,500
Laufer Institute Of Plastic Surgery	\$36,115	14639	\$33,616	\$2,499
Downtown Produce Market	\$39,361	13639	\$36,864	\$2,497
SUGAR FIX DENTAL SERVICE	\$11,418	31476	\$8,921	\$2,497
Tanzy & Borrego Attorney	\$66,242	8857	\$63,746	\$2,496
Cameron Communications	\$17,722	24298	\$15,227	\$2,495
DiGiulios Clothing & Footwear Store	\$12,666	29660	\$10,174	\$2,492
Walker Law Firm	\$22,356	20845	\$19,867	\$2,489
Dentures & Implant Solutions Clinic	\$35,012	14977	\$32,524	\$2,488
Affordable Care Act Insurance Plans	\$20,235	22185	\$17,747	\$2,488

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Banks Local Dealer	\$43,469	12609	\$40,983	\$2,486
MADSEN OVERHEAD DOORS	\$26,442	18551	\$23,958	\$2,484
Maitri Medicinals	\$15,480	26375	\$12,996	\$2,484
Permaseal	\$61,339	9446	\$58,857	\$2,482
RED ROCKET FIREWORKS STR	\$31,363	16321	\$28,881	\$2,482
Dessausure Law Firm	\$11,034	32038	\$8,553	\$2,481
Bjorkstrand Metal Roofing	\$26,292	18613	\$23,812	\$2,480
COMSTOCK YACHT SALES&MRN	\$27,500	18043	\$25,022	\$2,478
BUSKEN BAKERY	\$23,375	20272	\$20,900	\$2,475
Trinity High School	\$17,700	24313	\$15,225	\$2,475
HOMESTAR FINANCIAL	\$14,174	27826	\$11,699	\$2,475
Williams & Stuart Realty	\$27,471	18071	\$24,997	\$2,474
ULA United Launch Alliance	\$39,161	13677	\$36,688	\$2,473
Dauby Team	\$35,000	14982	\$32,530	\$2,470
BAKERS JEWELRY STORE	\$25,375	19095	\$22,905	\$2,470
Illinois Department Of Transportation	\$32,469	15896	\$30,000	\$2,469
Gold Dust Casino	\$36,881	14392	\$34,415	\$2,466
Charter School	\$10,041	33508	\$7,575	\$2,466
Adelphi University	\$49,015	11414	\$46,550	\$2,465
Athletes Foot Shoe Store	\$48,096	11594	\$45,632	\$2,464
Santa Fe Local Dealer	\$22,740	20595	\$20,279	\$2,461
Andover Bank	\$84,090	7158	\$81,630	\$2,460
ABC Phones Of NC Wireless Store	\$14,748	27229	\$12,290	\$2,458
Scarmazzi Homes Builder	\$24,048	19837	\$21,593	\$2,455
Timberland Partners Inc Realty	\$22,332	20856	\$19,877	\$2,455
Domestic Violence Action Center	\$15,105	26737	\$12,650	\$2,455
Bay Flats Lodge	\$10,697	32534	\$8,243	\$2,454
Georgia Piedmont Technical College	\$13,452	28673	\$11,000	\$2,452
Green Gold	\$11,940	30798	\$9,488	\$2,452
Divine Wellness Dispensary	\$70,725	8354	\$68,275	\$2,450
4 Degrees Real Estate Agency	\$10,850	32306	\$8,400	\$2,450
Sudsville Laundromat	\$10,393	32990	\$7,944	\$2,449
Cabo	\$38,189	13985	\$35,741	\$2,448
KEYSTONE CHURCH	\$36,000	14663	\$33,556	\$2,444
FURNITURE STORE	\$72,181	8205	\$69,738	\$2,443
Brookfield Local Dealer	\$24,310	19697	\$21,870	\$2,440
Harmon Overhead Door Contractor	\$18,375	23706	\$15,936	\$2,439
Rudolph Local Dealer	\$133,293	4727	\$130,855	\$2,438
ROCK SPRINGS CAFE	\$67,605	8706	\$65,169	\$2,436
TIM JAMES ATTY	\$18,960	23219	\$16,524	\$2,436
Island Hospital	\$13,266	28843	\$10,830	\$2,436

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Russell Do It Center	\$12,204	30317	\$9,768	\$2,436
Integrity Church Intl	\$12,822	29478	\$10,392	\$2,430
Karens Advance Floor Store	\$32,940	15706	\$30,520	\$2,420
C&B Operations Equipment Dealer	\$21,758	21216	\$19,338	\$2,420
Family Medical Center	\$21,344	21472	\$18,924	\$2,420
Windstone Construction Service	\$21,919	21127	\$19,500	\$2,419
DeMontrond Local Dealer	\$86,414	6989	\$83,997	\$2,417
Memphis Rock & Soul Museum	\$14,646	27317	\$12,230	\$2,416
Chocolate Shoppe	\$12,462	30017	\$10,049	\$2,413
TOSCANA REALTY	\$20,955	21719	\$18,544	\$2,411
Firefly Grille	\$34,740	15100	\$32,330	\$2,410
Cornerstone Financial Group	\$11,942	30796	\$9,532	\$2,410
Palm Springs Aerial Tramway	\$97,073	6259	\$94,664	\$2,409
Minnesota Zoo	\$55,345	10270	\$52,938	\$2,407
Pensacola FL	\$37,301	14275	\$34,894	\$2,407
University Of Portland	\$56,625	10111	\$54,219	\$2,406
Haneys Pawn Shop	\$36,808	14408	\$34,402	\$2,406
Parker & Sons Funeral Home	\$32,681	15805	\$30,275	\$2,406
DISCOUNT GARAGE DOORS	\$68,230	8622	\$65,825	\$2,405
Richard Local Dealer	\$19,428	22886	\$17,024	\$2,404
Inland Cellular Wireless	\$21,804	21186	\$19,403	\$2,401
Nueces Electric Cooperative	\$25,400	19077	\$23,000	\$2,400
Best Stop Supermarket	\$22,680	20615	\$20,280	\$2,400
Pregnancy Center East	\$16,800	25081	\$14,400	\$2,400
Big Papas Restaurant	\$15,600	26234	\$13,200	\$2,400
Onvoy	\$15,300	26548	\$12,900	\$2,400
Paull Assoc	\$10,800	32363	\$8,400	\$2,400
Pat Milliken Local Dealer	\$10,500	32751	\$8,100	\$2,400
Rashid & Putman Plastic Surgery	\$52,797	10685	\$50,400	\$2,397
Glint Of Gold Jewelry Store	\$10,393	32987	\$7,997	\$2,396
Laub & Laub Attorneys	\$52,939	10661	\$50,544	\$2,395
Outlet Shoppes Of The Bluegrass	\$13,052	29122	\$10,657	\$2,395
Middle GA State University	\$113,040	5463	\$110,648	\$2,392
Cape Ann Savings Bank	\$19,855	22511	\$17,463	\$2,392
Cohen & Newmark Attorneys	\$51,175	10961	\$48,785	\$2,390
KOLTER PROPERTY RE DEV	\$29,557	17116	\$27,169	\$2,388
Open Bank	\$87,222	6936	\$84,835	\$2,387
Linsey Eyecare Center	\$33,360	15565	\$30,975	\$2,385
OCTOPUS GARDEN SMOKE SHP	\$26,052	18733	\$23,670	\$2,382
Southern Urogynecology	\$13,380	28751	\$11,000	\$2,380
Calcasieu Parish Police Jury	\$30,306	16783	\$27,927	\$2,379

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
VICTORIOUS LIFE CHURCH	\$45,511	12121	\$43,134	\$2,377
Advance ER	\$51,738	10862	\$49,363	\$2,375
DAA Auto Body Center	\$11,794	30983	\$9,420	\$2,374
Connally Plumbing Service	\$38,928	13775	\$36,556	\$2,372
Sound Innovations Auto Repair	\$10,496	32842	\$8,124	\$2,372
Chinook Winds Casino Resort Lincoln City	\$258,990	2470	\$256,621	\$2,369
Reeves County Detention Center	\$19,851	22517	\$17,482	\$2,369
ARK PET STORE	\$12,393	30106	\$10,025	\$2,368
Gulf Coast House Of Jerky Store	\$16,835	25055	\$14,469	\$2,366
Tilson Asphalt Paving & Concrete	\$20,760	21847	\$18,395	\$2,365
UMD Urgent Medical Care	\$19,648	22679	\$17,283	\$2,365
SPA DENTISTRY	\$34,384	15226	\$32,026	\$2,358
Runaway Island Restaurant	\$21,028	21637	\$18,671	\$2,357
RACEWAY ATV	\$17,275	24676	\$14,920	\$2,355
Fain & Tripp Marketing	\$12,000	30536	\$9,648	\$2,352
Horizon Education Center	\$14,850	27125	\$12,500	\$2,350
Triton College	\$13,350	28768	\$11,000	\$2,350
Okaloosa Technical College	\$11,100	31917	\$8,750	\$2,350
Sam Sneads Oak Grill & Tavern	\$22,348	20849	\$19,999	\$2,349
ABCO Transportation	\$17,777	24254	\$15,429	\$2,348
Upson Regional Medical Center	\$53,731	10531	\$51,387	\$2,344
Investar Bank	\$16,689	25197	\$14,350	\$2,339
Debrand Fine Chocolate	\$21,330	21476	\$18,994	\$2,336
DAVY CROCKETT TRUCKSTOP	\$107,114	5720	\$104,779	\$2,335
PORTERVILLE COLLEGE	\$26,705	18437	\$24,370	\$2,335
Daytona State College	\$31,911	16115	\$29,579	\$2,332
Moore Funeral Home	\$38,250	13967	\$35,920	\$2,330
Eskenazi Health Center	\$33,750	15432	\$31,425	\$2,325
Lodi Grape Festival	\$11,825	30945	\$9,500	\$2,325
ANTIQUE STORE	\$25,386	19089	\$23,065	\$2,321
Agrace Hospice Care	\$59,962	9663	\$57,642	\$2,320
Allan Vigil Local Dealer	\$36,398	14551	\$34,078	\$2,320
BoatHouse Landing Restaurant	\$13,680	28378	\$11,360	\$2,320
SWEET DEAL THRFT SL EVNT	\$12,628	29691	\$10,310	\$2,318
Rosies Restaurant	\$35,076	14961	\$32,760	\$2,316
Iams	\$33,564	15488	\$31,250	\$2,314
Pontiac Tires & Service	\$10,024	33538	\$7,710	\$2,314
Blake Fulenwider Local Dealer	\$13,113	29058	\$10,800	\$2,313
DAYTONA HARLEY-DAVIDSON	\$49,330	11361	\$47,020	\$2,310
Southeastern Healthcare	\$32,340	15938	\$30,030	\$2,310
Texican Cafe	\$30,024	16879	\$27,714	\$2,310

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Converse County Tourism Board	\$23,861	19991	\$21,551	\$2,310
Centric Healthcare Services	\$11,550	31286	\$9,240	\$2,310
WFMY	\$11,396	31528	\$9,089	\$2,307
Outliers Collective Dispensary	\$59,208	9762	\$56,904	\$2,304
Madera Local Dealer	\$12,702	29622	\$10,400	\$2,302
University Of Miami	\$712,668	876	\$710,368	\$2,300
UAP Clinic	\$31,314	16341	\$29,016	\$2,298
Collabria Care Hospice & Adult Day Services	\$14,268	27732	\$11,971	\$2,297
Rockport-Fulton TX	\$25,186	19193	\$22,890	\$2,296
Shawnee Structures Contractor	\$24,109	19796	\$21,816	\$2,293
Divorce For Men	\$39,056	13713	\$36,764	\$2,292
Custom Home Furniture Galleries	\$32,288	15966	\$29,996	\$2,292
TRACE/LACE LINGERIE STR	\$32,750	15785	\$30,460	\$2,290
Blue Sky Pest Control	\$15,213	26641	\$12,929	\$2,284
Newtown Medispa	\$14,525	27430	\$12,241	\$2,284
Meade Tractor Dealer	\$22,593	20677	\$20,312	\$2,281
New Jersey Drug Enforcement Administration	\$14,340	27650	\$12,060	\$2,280
Macomb Intermediate School District	\$12,755	29555	\$10,475	\$2,280
Affordable Home Care Services	\$18,543	23553	\$16,264	\$2,279
Relax Inn Hotel	\$18,308	23750	\$16,029	\$2,279
Springs Valley Bank & Trust	\$42,226	12890	\$39,948	\$2,278
Graybar Chiropractic & Rehab	\$17,875	24171	\$15,600	\$2,275
Twin City Fan Cos Ltd	\$16,038	25794	\$13,764	\$2,274
Williams & Swee Attorneys	\$12,594	29765	\$10,320	\$2,274
JB ZIMMERMAN HOME CENTER	\$23,170	20365	\$20,897	\$2,273
Oasis Insurance Agency	\$34,372	15234	\$32,100	\$2,272
Fast Mart Food Store	\$16,033	25797	\$13,764	\$2,269
Sandlers Diamonds & Time Jewelry Store	\$18,410	23662	\$16,142	\$2,268
Montana Department Of Transportation	\$15,097	26750	\$12,829	\$2,268
NEBRASKA TRUCK CENTER	\$18,675	23454	\$16,410	\$2,265
McKinley Real Estate Services	\$17,264	24685	\$14,999	\$2,265
Democratic National Committee	\$134,673	4679	\$132,409	\$2,264
BRAZOS EYE SURGERY OF TX	\$21,063	21621	\$18,800	\$2,263
CMG Financial	\$11,700	31083	\$9,440	\$2,260
P3 Health Partners Clinic	\$14,584	27383	\$12,325	\$2,259
HARBOR STATION RE DEV	\$123,442	5044	\$121,184	\$2,258
Kelly Products	\$53,136	10626	\$50,880	\$2,256
Miami-Dade Department Of Cultural Affairs	\$12,310	30193	\$10,057	\$2,253
HONKY TONK SALOON	\$23,274	20311	\$21,023	\$2,251
Chuck Hutton Local Dealer	\$56,250	10162	\$54,000	\$2,250
ART FACTORY OUTLET	\$18,375	23705	\$16,125	\$2,250

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Cambia Health Solutions	\$11,250	31699	\$9,000	\$2,250
ROSENBERG & ASSOC ATTY	\$11,250	31699	\$9,000	\$2,250
PIEDMONT COLLEGE	\$10,050	33490	\$7,800	\$2,250
NISSAN CHEMICAL IND	\$20,248	22178	\$18,000	\$2,248
Atzenhoffer Local Dealer	\$23,160	20370	\$20,916	\$2,244
Ricks Auto Body Shop	\$38,935	13772	\$36,692	\$2,243
Holiday Kitchens	\$10,512	32735	\$8,272	\$2,240
LEE COUNTY VCB	\$11,820	30952	\$9,584	\$2,236
LimeBike Bike Share	\$10,461	32876	\$8,229	\$2,232
North Carolina Farm Bureau	\$12,078	30471	\$9,849	\$2,229
Fichte Endl & Elmer Eyecare	\$62,922	9262	\$60,701	\$2,221
Carlton Local Dealer	\$26,920	18332	\$24,700	\$2,220
Bobcat of Big Sky Store	\$13,740	28325	\$11,520	\$2,220
NOBLE HOUSE FURN CTR	\$11,636	31176	\$9,417	\$2,219
BUFFALO DENTAL GROUP	\$11,100	31917	\$8,885	\$2,215
Houston Assn Of Realtors	\$320,293	2013	\$318,080	\$2,213
Country Camping Corner	\$76,961	7758	\$74,748	\$2,213
Sivas Beauty Spa	\$49,224	11374	\$47,012	\$2,212
Illinois Central College	\$30,554	16664	\$28,343	\$2,211
Smugglers Restaurant	\$18,840	23312	\$16,629	\$2,211
Chariton Valley Telecommunication	\$48,464	11522	\$46,254	\$2,210
BIG ZACKS FIREWORKS	\$23,510	20169	\$21,300	\$2,210
ArborOne Farm Credit	\$45,941	12023	\$43,732	\$2,209
Giannet Law Firm	\$50,843	11023	\$48,637	\$2,206
Casper Medical Center	\$16,562	25310	\$14,357	\$2,205
Digestive Care Medical Center	\$22,650	20626	\$20,446	\$2,204
Stereo Barn Sound Equipment	\$17,300	24648	\$15,097	\$2,203
Pigeon Forge Department Of Tourism	\$50,502	11080	\$48,300	\$2,202
MT ZION BAPTIST CHURCH	\$22,314	20867	\$20,112	\$2,202
Sandusky County OH Health Department	\$15,090	26756	\$12,890	\$2,200
FROM BUDS TO BLOOMS STR	\$10,100	33414	\$7,900	\$2,200
Lulu CA Bistro Restaurant	\$47,691	11691	\$45,492	\$2,199
Jungle Boys Recreational Marijuana Shop	\$214,024	3014	\$211,830	\$2,194
BOAT LIFTS UNLTD	\$12,510	29853	\$10,320	\$2,190
DISTINCTIVE HOME FURN	\$17,200	24738	\$15,011	\$2,189
Cundiff Heating & AC Service	\$19,426	22886	\$17,238	\$2,188
INTL WOLF CENTER	\$20,025	22317	\$17,841	\$2,184
TEXAS GUN & KNIFE ASSN	\$18,288	23770	\$16,104	\$2,184
Axia Financial	\$23,095	20390	\$20,913	\$2,182
First Interstate Bank	\$164,469	3873	\$162,291	\$2,178
Cool Care Heating & Air	\$22,781	20565	\$20,604	\$2,177

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Bitter Neumann Appliance TV Furniture Store	\$17,576	24415	\$15,399	\$2,177
Club Fortune Casino	\$22,328	20861	\$20,152	\$2,176
Bell Jewelers	\$26,500	18516	\$24,325	\$2,175
Prairie Sons Plumbing Fire Protection Heating & Cooling	\$11,475	31399	\$9,303	\$2,172
Cimarron Casino	\$86,378	6996	\$84,207	\$2,171
Stockman Bank	\$52,809	10681	\$50,640	\$2,169
WINNEMUCCA NV	\$18,484	23609	\$16,315	\$2,169
DUNCAN JEWELRY STORE	\$16,756	25138	\$14,587	\$2,169
Paradise Casino	\$107,664	5691	\$105,497	\$2,167
ANDERSON RENTALS CENTER	\$28,158	17731	\$25,992	\$2,166
MB Jessee Painting Contractor	\$19,494	22839	\$17,328	\$2,166
Coleman Mitchell Heating & Cooling	\$14,424	27533	\$12,258	\$2,166
Best Price Local Dealer	\$13,512	28563	\$11,346	\$2,166
Universal Local Dealer	\$12,996	29254	\$10,830	\$2,166
Urology Cancer Center	\$47,913	11645	\$45,748	\$2,165
Community Health Services	\$53,929	10495	\$51,765	\$2,164
Vacant Property Security Service	\$126,882	4917	\$124,719	\$2,163
AFC Doctors Express Urgent Care	\$14,053	27939	\$11,891	\$2,162
Jim Causley Local Dealer	\$56,900	10071	\$54,740	\$2,160
Poynter & Bucheri Attorneys At Law	\$18,360	23719	\$16,200	\$2,160
Kolter Verano Realty Llc	\$169,572	3767	\$167,414	\$2,158
Georgia Carpet Industires Store	\$75,956	7853	\$73,800	\$2,156
Sosebee & Britt Orthodontics	\$11,461	31430	\$9,306	\$2,155
Rio Vista Farm & Tack Shop	\$377,890	1687	\$375,737	\$2,153
UberPrints.com Store	\$20,028	22314	\$17,875	\$2,153
Remote Area Medical Organization	\$16,045	25790	\$13,892	\$2,153
YELLOWHOUSE MACHINERY	\$34,280	15257	\$32,129	\$2,151
Premiere Tan & Body Tanning Salon	\$11,475	31399	\$9,324	\$2,151
BRITTS AC	\$26,650	18457	\$24,500	\$2,150
Atlanta Mission Organization	\$14,750	27220	\$12,600	\$2,150
Barrett Insurance	\$13,150	29006	\$11,000	\$2,150
Timberlake Furniture Store	\$12,350	30147	\$10,200	\$2,150
Reinig Barber & Henry Attorneys	\$37,050	14335	\$34,905	\$2,145
FURNITURE DOCTOR STORE	\$33,636	15466	\$31,491	\$2,145
Fort Worth Community Credit Union	\$137,111	4605	\$134,969	\$2,142
Western WI Health	\$12,632	29689	\$10,490	\$2,142
COLORADO SCHOOL OF MINES	\$73,826	8062	\$71,685	\$2,141
Louisiana Healthcare Connections	\$76,482	7807	\$74,344	\$2,138
Food Outlet	\$15,792	26047	\$13,654	\$2,138
Cherry Creek Mortgage Co	\$12,348	30155	\$10,212	\$2,136
Nitco	\$18,234	23807	\$16,099	\$2,135

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Estes Services	\$13,700	28356	\$11,566	\$2,134
Depasquale The Spa	\$75,950	7854	\$73,820	\$2,130
Johns Building Supply	\$20,860	21766	\$18,730	\$2,130
GOODYEAR AZ	\$14,220	27777	\$12,091	\$2,129
Marion County Board Of Developmental Disabilities	\$11,475	31399	\$9,346	\$2,129
Delivery.com	\$61,476	9432	\$59,350	\$2,126
Top Edge Car Wash	\$19,225	23031	\$17,100	\$2,125
Anime Festival	\$12,500	29872	\$10,375	\$2,125
Floyd & Green Jewelers	\$24,764	19445	\$22,640	\$2,124
El Paso Mexican Grill	\$15,306	26541	\$13,183	\$2,123
Coolhaus	\$17,846	24207	\$15,725	\$2,121
Strategic Financial Solutions	\$23,870	19986	\$21,750	\$2,120
Grand River Casino	\$21,503	21377	\$19,383	\$2,120
Virtue Cider Co	\$17,532	24459	\$15,412	\$2,120
Herrs	\$36,850	14398	\$34,731	\$2,119
LAKESIDE/PALM BEACH DEV	\$10,282	33160	\$8,163	\$2,119
Rose-Hulman Institute Of Technology	\$16,420	25449	\$14,302	\$2,118
Arizona Office Technology Equipment	\$17,213	24722	\$15,107	\$2,106
Eastside Food Co-Op Grocery	\$19,947	22468	\$17,842	\$2,105
Diamond Tree Jewelers	\$94,240	6438	\$92,136	\$2,104
Wilde Local Dealer	\$41,230	13139	\$39,126	\$2,104
Ehlenbachs Cheese Chalet	\$25,168	19202	\$23,065	\$2,103
Resting Place Funeral Home	\$11,550	31286	\$9,450	\$2,100
Cambridge Junior College	\$18,874	23288	\$16,776	\$2,098
A PLUS MINI STORAGE	\$31,889	16132	\$29,792	\$2,097
Berico Heating & Air Conditioning Service	\$12,428	30058	\$10,333	\$2,095
Hamilton Law Firm	\$20,691	21892	\$18,600	\$2,091
VisionFirst Eyecare Center	\$20,400	22074	\$18,309	\$2,091
Courtney Carter Homes	\$12,528	29834	\$10,437	\$2,091
LIFESTYLE HOMES	\$13,210	28907	\$11,120	\$2,090
Pavire Contractor	\$32,338	15939	\$30,250	\$2,088
Dillard University	\$27,902	17859	\$25,820	\$2,082
Labadie RV	\$14,345	27645	\$12,263	\$2,082
Reynolds	\$34,250	15269	\$32,170	\$2,080
Jolt Credit Union	\$23,180	20361	\$21,100	\$2,080
NEWGATE MALL	\$12,507	29861	\$10,428	\$2,079
ATCHISON IMPRTS FURN&ANT	\$22,762	20573	\$20,685	\$2,077
Our Community Credit Union	\$37,499	14219	\$35,426	\$2,073
East Main Furniture Outlet	\$16,940	24956	\$14,868	\$2,072
Rockledge Regional Medical Center	\$70,939	8330	\$68,868	\$2,071
High 5 Cannabis	\$38,479	13898	\$36,410	\$2,069

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Cowan Center	\$17,350	24615	\$15,282	\$2,068
Milwaukee Admirals Hockey Team	\$25,465	19038	\$23,400	\$2,065
Taco Johns Restaurant	\$365,380	1758	\$363,316	\$2,064
GooGoo Cluster	\$11,320	31608	\$9,256	\$2,064
Sandhills Community College	\$19,847	22523	\$17,784	\$2,063
Bernsen Law Firm	\$50,594	11063	\$48,532	\$2,062
HELENA REGIONAL HOSPITAL	\$10,400	32954	\$8,338	\$2,062
Southern Cancer Center	\$20,700	21884	\$18,645	\$2,055
LAKEVIEW HOMES RE	\$25,419	19068	\$23,367	\$2,052
North Of The Border	\$10,004	33559	\$7,953	\$2,051
Philanthropy Northwest	\$15,050	26783	\$13,000	\$2,050
Midwest Iron Doors Contractor	\$13,000	29171	\$10,950	\$2,050
BOONE FUNERAL HOME	\$11,989	30745	\$9,939	\$2,050
Davis Kessler & Davis Attorneys	\$15,198	26655	\$13,152	\$2,046
Brent L Miller Jewelers & Goldsmith	\$28,027	17784	\$25,982	\$2,045
Steven L Chung Attorney	\$27,045	18269	\$25,000	\$2,045
Whispering Pines Furniture Store	\$14,467	27502	\$12,423	\$2,044
MORRIS COLLEGE	\$15,041	26792	\$12,998	\$2,043
Green Oil	\$26,169	18678	\$24,128	\$2,041
ALL PEST EXTERMINATING	\$11,790	30985	\$9,750	\$2,040
Pringles Fine Wine & Spirits Store	\$14,016	27985	\$11,979	\$2,037
Cascade AIDS Project	\$32,628	15818	\$30,593	\$2,035
BETTER BRANDS FOOD DISTR	\$54,248	10442	\$52,215	\$2,033
Northwest Christian University	\$104,403	5842	\$102,371	\$2,032
NEWLAND RE AGENCY	\$33,518	15506	\$31,488	\$2,030
Rain Rock Casino	\$38,627	13858	\$36,599	\$2,028
Bailey Local Dealer	\$37,837	14094	\$35,811	\$2,026
Liquor Boy Wine & Spirits Store	\$16,200	25641	\$14,174	\$2,026
Missouri Employers Mutual	\$27,870	17879	\$25,845	\$2,025
MEMPHIS HEALTH CENTER	\$13,825	28214	\$11,800	\$2,025
Brass Armadillo Antiques Mall	\$42,641	12802	\$40,617	\$2,024
WINDOW MART CONTRACTOR	\$27,748	17923	\$25,728	\$2,020
SLUGGERS & PUTTERS	\$10,500	32751	\$8,480	\$2,020
Expel Exterminating Experts	\$22,018	21051	\$20,002	\$2,016
Halifax County NC	\$89,098	6805	\$87,084	\$2,014
Park Place Diner & Restaurant	\$12,300	30203	\$10,286	\$2,014
DORN HOMES	\$23,940	19950	\$21,927	\$2,013
Gwinnett United In Drug Education	\$26,677	18448	\$24,665	\$2,012
Ronald McDonald House	\$32,841	15750	\$30,833	\$2,008
PRAILEYS COLLISION RPR	\$10,108	33408	\$8,100	\$2,008
Lindsay	\$32,574	15840	\$30,567	\$2,007

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Pritchett-Moore Real Estate	\$34,498	15186	\$32,496	\$2,002
Provost Umphrey Law Firm	\$73,944	8049	\$71,943	\$2,001
APPLIED COATINGS HM CTR	\$22,000	21057	\$20,000	\$2,000
City Of Tolleson	\$22,000	21057	\$20,000	\$2,000
YELVERTON JEWELERS STORE	\$16,616	25258	\$14,616	\$2,000
OHIO LECET LABORERS	\$16,183	25671	\$14,183	\$2,000
CHANDLER CENTER FOR/ARTS	\$15,000	26823	\$13,000	\$2,000
Hilt Ventures	\$15,000	26823	\$13,000	\$2,000
Beacon Dental Center	\$14,000	28001	\$12,000	\$2,000
C&E Gun Show	\$13,500	28575	\$11,500	\$2,000
Cooperative Teachers Credit Union	\$13,200	28913	\$11,200	\$2,000
Orthopaedic Assoc Of Muskegon	\$13,000	29171	\$11,000	\$2,000
Bliss	\$12,000	30536	\$10,000	\$2,000
Cresco-Resco Restaurant Equip & Supply	\$12,000	30536	\$10,000	\$2,000
Priority Health Center	\$12,000	30536	\$10,000	\$2,000
Vestar Mgt Development	\$12,000	30536	\$10,000	\$2,000
William H Diller Jewelers	\$12,000	30536	\$10,000	\$2,000
Orange County Mosquito & Vector Control District	\$10,000	33565	\$8,000	\$2,000
La Casa Student Housing	\$51,999	10811	\$50,000	\$1,999
Sycuan Band Of The Kumeyaay Nation	\$137,328	4595	\$135,330	\$1,998
HILLIARDS HOUSE OF CANDY	\$21,450	21406	\$19,452	\$1,998
Dr Sattelles Rapid Weight Loss & Esthetics Centers	\$58,774	9809	\$56,778	\$1,996
Bowling Green State University	\$16,026	25804	\$14,030	\$1,996
St Charles Local Dealer	\$40,693	13264	\$38,700	\$1,993
Shes Got Crabs Restaurant	\$18,763	23372	\$16,772	\$1,991
SIGNATURE FLOORING STORE	\$19,500	22777	\$17,512	\$1,988
Water Heater Experts	\$17,260	24688	\$15,272	\$1,988
Johnstone Supply	\$20,664	21906	\$18,677	\$1,987
Advantage One Insurance	\$14,184	27816	\$12,198	\$1,986
Nicasa Organization	\$11,926	30810	\$9,940	\$1,986
LAWRENCE JEWELERS	\$38,562	13879	\$36,577	\$1,985
St Germain Investment Mgt	\$68,354	8613	\$66,370	\$1,984
Pregnancy Support Center	\$29,479	17146	\$27,495	\$1,984
Medical Plaza Pharmacy	\$11,984	30751	\$10,000	\$1,984
Springdale Local Dealer	\$32,400	15919	\$30,420	\$1,980
Opelousas General Health System	\$25,130	19218	\$23,150	\$1,980
VAIUSO FARMS LAWN&GARDEN	\$11,000	32082	\$9,020	\$1,980
Gatehouse Apartments	\$23,748	20043	\$21,769	\$1,979
Mountaire Farms	\$79,106	7538	\$77,130	\$1,976
ATLANTIC MARINE BOAT SLS	\$22,152	20967	\$20,176	\$1,976
LASHLEY TRACTOR SALES	\$14,875	27103	\$12,900	\$1,975

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Pardee Hospital	\$44,502	12386	\$42,528	\$1,974
GOLD IN ART JEWELERS	\$34,314	15251	\$32,340	\$1,974
Oakwood Furniture Store	\$43,972	12504	\$41,999	\$1,973
Front Range Plastic Surgery Center	\$19,665	22660	\$17,694	\$1,971
Dean Health Plan	\$153,260	4135	\$151,290	\$1,970
LTS Homes Builder	\$21,582	21328	\$19,620	\$1,962
Mall City Mechanical Contractor	\$17,000	24890	\$15,039	\$1,961
AE BETTERIDGE JEWELRY	\$41,276	13129	\$39,316	\$1,960
D&P Communications	\$11,014	32069	\$9,055	\$1,959
Joint Corp	\$17,735	24292	\$15,784	\$1,951
RTC Reserve Telecommunications	\$35,730	14760	\$33,780	\$1,950
South Valley Vascular Services	\$25,350	19106	\$23,400	\$1,950
SW Marketing & Consulting	\$12,300	30203	\$10,350	\$1,950
Greg Lewis Insurance Agency	\$10,100	33414	\$8,150	\$1,950
Farm Rescue Organization	\$15,323	26522	\$13,374	\$1,949
GLIMCHER GROUP REALTY	\$14,938	27043	\$12,989	\$1,949
CHROME SHACK SUPPLY STR	\$26,460	18542	\$24,512	\$1,948
Destination Aesthetics Medical Spa	\$34,718	15105	\$32,771	\$1,947
Bradley Local Dealer	\$31,711	16193	\$29,764	\$1,947
Dismuke Law Firm	\$66,936	8778	\$64,992	\$1,944
Burdicks RV Center	\$12,200	30324	\$10,260	\$1,940
Harlows Casino Resort	\$96,345	6306	\$94,406	\$1,939
Harlingen Medical Center	\$36,960	14371	\$35,022	\$1,938
PLEASANT DENTAL ASSOC	\$24,516	19576	\$22,578	\$1,938
Stone Casino Resort	\$98,944	6143	\$97,008	\$1,936
Great Chow Buffet & Grill	\$22,178	20950	\$20,244	\$1,934
Big Daddys Restaurant	\$24,612	19523	\$22,679	\$1,933
Sabrinas Furniture Gallery	\$13,502	28573	\$11,572	\$1,930
Gordon Local Dealer	\$42,378	12861	\$40,449	\$1,929
De La Garza Law Group	\$20,999	21653	\$19,070	\$1,929
VICTORY CHURCH	\$28,805	17438	\$26,877	\$1,928
Holley Heating & Air	\$12,736	29591	\$10,808	\$1,928
WAKE RADIOLOGY CENTER	\$66,296	8846	\$64,370	\$1,926
Henry Ford Hospital	\$22,953	20472	\$21,030	\$1,923
Sake Sushi Bar & Grill	\$17,805	24230	\$15,882	\$1,923
GREAT PLAINS ZOO	\$32,760	15782	\$30,840	\$1,920
Vandyk Mortgage	\$11,604	31215	\$9,684	\$1,920
Rick Wilcox Theater	\$23,885	19975	\$21,966	\$1,919
Beachfront Realty	\$39,205	13666	\$37,287	\$1,918
TARA FINE JEWELRY STORES	\$25,896	18836	\$23,982	\$1,914
Stubbs Law Firm	\$20,536	21989	\$18,622	\$1,914

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Bubble Down Car Wash	\$36,338	14574	\$34,433	\$1,905
Daviess Community Hospital	\$27,305	18135	\$25,400	\$1,905
Phil Tibi Group Realty	\$24,753	19449	\$22,849	\$1,904
McAnally Wilkins Insurance	\$25,950	18805	\$24,048	\$1,902
Pok E Joes Restaurant	\$11,802	30967	\$9,900	\$1,902
Southeast Technical Institute	\$22,800	20541	\$20,900	\$1,900
SILVER SPRINGS RE	\$18,910	23252	\$17,010	\$1,900
West Shore Christian Academy	\$16,000	25824	\$14,100	\$1,900
Medina County Health Department	\$11,900	30856	\$10,000	\$1,900
West Jefferson Med Ctr	\$86,307	7003	\$84,409	\$1,898
Baker Furniture Store	\$68,685	8573	\$66,790	\$1,895
OZARK READY MIX CNCRT CO	\$10,014	33549	\$8,120	\$1,894
Amarillo Pediatric Dentistry & Orthodontics	\$31,932	16108	\$30,039	\$1,893
Osaka Steak & Sushi Restaurant	\$21,186	21549	\$19,294	\$1,892
Teterboro Local Dealer	\$191,158	3370	\$189,268	\$1,890
Peaden AC Plumbing & Electrical Services	\$15,300	26548	\$13,411	\$1,889
Montana Honda & Marine	\$12,200	30324	\$10,313	\$1,887
Goldstein Buckley Cechman Rice & Purtz Attorneys	\$98,796	6159	\$96,910	\$1,886
CONDOMS TO GO STORE	\$32,289	15964	\$30,408	\$1,881
Tyler Goff Group Realtors	\$17,465	24540	\$15,585	\$1,880
HIGHLAND JEWELERS STORE	\$11,240	31758	\$9,360	\$1,880
Penate Medical Center	\$161,778	3932	\$159,904	\$1,874
Coastal Carolina Roofing Experts	\$11,745	31039	\$9,873	\$1,872
McCarrin Chiropractic & Physical Therapy	\$14,052	27941	\$12,182	\$1,870
Donovan Heat & Air	\$10,945	32213	\$9,075	\$1,870
Koch Local Dealer	\$253,434	2530	\$251,568	\$1,866
Mercer University	\$43,497	12601	\$41,632	\$1,865
Silos South End Apartments	\$21,532	21361	\$19,668	\$1,864
Tallahassee Museum	\$17,200	24738	\$15,336	\$1,864
Michigan Metals & Mfg	\$12,362	30137	\$10,500	\$1,862
Corner Bar & Grill	\$31,148	16431	\$29,287	\$1,861
SAGINAW COUNTY DEPT/HLTH	\$26,320	18602	\$24,460	\$1,860
Community Hospitals & Wellness Centers	\$36,900	14383	\$35,041	\$1,859
Riviera Furniture Store	\$32,101	16042	\$30,242	\$1,859
John Pauls Local Dealer	\$24,115	19793	\$22,260	\$1,855
Victoricos Mexican Food Restaurant	\$18,601	23496	\$16,746	\$1,855
Forrest B Johnson & Assoc Attorneys	\$41,244	13134	\$39,390	\$1,854
Members Cooperative Credit Union	\$82,593	7256	\$80,740	\$1,853
Fortune Bay Resort Casino	\$36,799	14411	\$34,946	\$1,853
ALCOHOL AWARENESS ORG	\$11,688	31143	\$9,835	\$1,853
TRI GAS	\$10,949	32208	\$9,096	\$1,853

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
C&J WELL DRILLING CONTR	\$11,475	31399	\$9,623	\$1,852
Civitas Senior Living	\$13,250	28865	\$11,399	\$1,851
Clark Memorial Hospital	\$12,025	30517	\$10,175	\$1,850
Community Memorial Hospital	\$35,914	14704	\$34,065	\$1,849
Chemical Stockpile Emergency Preparedness Program	\$23,242	20331	\$21,396	\$1,846
NORTHEAST IA CMMNTY CL	\$29,427	17170	\$27,584	\$1,843
Ingalls Health	\$28,921	17385	\$27,078	\$1,843
South Carolina Beef Council	\$18,200	23830	\$16,360	\$1,840
La Hacienda Mexican Restaurant	\$18,084	23917	\$16,247	\$1,837
Outlets At Tejon Shopping Center	\$83,568	7191	\$81,732	\$1,836
Dubuque Bank & Trust	\$38,376	13933	\$36,540	\$1,836
Tallahassee Antique Car Museum	\$20,452	22045	\$18,616	\$1,836
Edgewater Inn	\$27,867	17882	\$26,032	\$1,835
Maven Roofing Contractor	\$38,832	13808	\$37,000	\$1,832
TOOL LIQUIDATORS HM CTR	\$23,012	20430	\$21,180	\$1,832
First Colony Mortgage	\$10,453	32886	\$8,622	\$1,831
Florentine Building	\$25,287	19140	\$23,458	\$1,829
Messina Hof Winery & Resort	\$16,830	25059	\$15,001	\$1,829
Perla Herrera Realtor	\$16,010	25812	\$14,181	\$1,829
Express Family Care Clinic	\$20,667	21904	\$18,840	\$1,827
Archdiocese Of NY	\$10,412	32946	\$8,585	\$1,827
BNA Bank	\$53,240	10608	\$51,415	\$1,825
Athletic Brewing Co	\$28,850	17418	\$27,025	\$1,825
CLEAR CREEK RV CENTER	\$22,818	20530	\$20,993	\$1,825
QUICK CHEK SVC STATION	\$10,540	32713	\$8,715	\$1,825
TUNNELL REAL ESTATE	\$13,523	28552	\$11,706	\$1,817
UNCOMMON SCHOOL	\$130,122	4819	\$128,307	\$1,815
FloriFence Fence Contractor	\$38,312	13944	\$36,501	\$1,811
Lomurro Law Office	\$21,650	21285	\$19,840	\$1,810
New Port Richey Local Dealer	\$27,728	17932	\$25,919	\$1,809
Building Movement Project	\$11,918	30822	\$10,110	\$1,808
Crab Shack	\$56,287	10156	\$54,480	\$1,807
Loveland Laser Tag Fun Center	\$18,432	23643	\$16,625	\$1,807
Susan Eisen Jewelry Store	\$25,655	18949	\$23,849	\$1,806
Crusens	\$12,499	29872	\$10,694	\$1,805
Nine Line Apparel Clothing Store	\$61,028	9494	\$59,224	\$1,804
Todds Body Shop Physical Therapy & Rehab	\$11,815	30961	\$10,012	\$1,803
Peggy Sues 50s Diner	\$62,301	9317	\$60,500	\$1,801
Denver West Real Estate Development	\$85,200	7071	\$83,400	\$1,800
Packerland Home Improvement	\$43,200	12676	\$41,400	\$1,800
Amazing Decks Contractor	\$16,800	25080	\$15,000	\$1,800

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Strange Music	\$16,800	25081	\$15,000	\$1,800
Law Office Of Carol D Powell Lexing & Assoc	\$12,180	30347	\$10,380	\$1,800
Dead & Co Personal Appearance	\$11,800	30969	\$10,000	\$1,800
Network	\$11,300	31627	\$9,500	\$1,800
SEATTLE OPERA ASSN	\$10,800	32363	\$9,000	\$1,800
Resort TV Cable	\$26,362	18587	\$24,564	\$1,798
Burgdorfs Winery	\$22,224	20912	\$20,427	\$1,797
Gainans Garden Center	\$17,764	24264	\$15,968	\$1,796
LEBO SKIN CARE CENTER	\$42,180	12897	\$40,385	\$1,795
Fast Track Urgent Care Center	\$58,040	9907	\$56,246	\$1,794
NEW YORK LAW FIRM	\$16,678	25205	\$14,887	\$1,791
SAND N SEA PRPRTS RE AGN	\$18,528	23561	\$16,739	\$1,789
Marshall Community Credit Union	\$18,588	23519	\$16,800	\$1,788
ORIGINAL WI DUCKS TOURS	\$16,470	25419	\$14,682	\$1,788
Wood County Hospital	\$10,706	32514	\$8,919	\$1,787
1-800-Quit Now Stop Smoking	\$27,110	18229	\$25,325	\$1,785
Catt-Rez Smokeshop	\$19,222	23033	\$17,438	\$1,784
Segal Institute	\$14,482	27489	\$12,699	\$1,783
Delfera Heating & Cooling	\$27,970	17836	\$26,188	\$1,782
Sam Galloway Local Dealer	\$26,775	18407	\$24,994	\$1,781
Coastal Carolina Health Care	\$23,205	20346	\$21,424	\$1,781
Shepard Walton King Insurance	\$11,624	31195	\$9,843	\$1,781
MINET	\$14,817	27152	\$13,037	\$1,780
AM PM	\$17,027	24881	\$15,250	\$1,777
Oregon Institute Of Technology	\$13,200	28913	\$11,424	\$1,776
Sylvans Jewelry Store	\$21,350	21470	\$19,575	\$1,775
MR PS BUTCHER SHOP	\$13,575	28495	\$11,800	\$1,775
Freyas Lair Medical Spa	\$23,391	20260	\$21,618	\$1,773
BLUE MARLIN JEWELER	\$23,907	19960	\$22,135	\$1,772
Beth Israel Lahey Health	\$13,161	28991	\$11,389	\$1,772
Blinds Galore Store	\$21,492	21387	\$19,721	\$1,771
Trident Technical College	\$415,102	1534	\$413,334	\$1,768
Tennessee State University	\$118,467	5224	\$116,701	\$1,766
PERFORMANCE HTG&AC CONTR	\$51,882	10842	\$50,117	\$1,765
UNI Urgent Care Center	\$37,399	14247	\$35,634	\$1,765
20/20 Eyecare Center	\$27,282	18157	\$25,520	\$1,762
Morrison Webster & Carlton Attorney	\$29,312	17216	\$27,552	\$1,760
Carpet Exchange Store	\$71,718	8249	\$69,960	\$1,758
Social Circle Ace Home Center	\$47,284	11762	\$45,526	\$1,758
Aladdin Bail Bonds	\$32,316	15950	\$30,558	\$1,758
Jax Beaches Family Dentistry	\$15,049	26785	\$13,292	\$1,757

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
J THOMAS JEWELERS	\$26,075	18721	\$24,319	\$1,756
Trends & Traditions Antique Mall	\$15,818	26011	\$14,064	\$1,754
Ottawa Tribe Of OK	\$19,750	22592	\$18,000	\$1,750
CONTEXT MEDICAL GROUP	\$19,026	23159	\$17,276	\$1,750
PEDRO J CUARTAS MD	\$12,750	29563	\$11,000	\$1,750
Navajo Times	\$12,661	29665	\$10,911	\$1,750
Webster University	\$27,628	17978	\$25,883	\$1,745
WEST COAST GAME PARK	\$25,800	18870	\$24,055	\$1,745
MARKS MATTRESS OTLT STR	\$34,316	15249	\$32,572	\$1,744
DARE WEAR FSHNS ADLT STR	\$60,683	9536	\$58,942	\$1,741
Dons Specialty Meats Store	\$52,288	10766	\$50,547	\$1,741
PASSAVANT HOSPITAL	\$24,390	19656	\$22,650	\$1,740
St Charles Kitchen & Baths	\$24,538	19571	\$22,799	\$1,739
Town House Inn	\$10,774	32437	\$9,036	\$1,738
ELLIS AIR SYSTEM SERVICE	\$49,398	11344	\$47,662	\$1,736
Savannah Quarters Country Club	\$20,767	21845	\$19,034	\$1,733
Pediatric Dental Care & Orthodontics	\$11,699	31127	\$9,966	\$1,733
TraxPlus Equipment Store	\$12,124	30428	\$10,392	\$1,732
Olive Garden Restaurant	\$31,861	16139	\$30,130	\$1,731
Western Interlock Contractor	\$14,238	27766	\$12,507	\$1,731
DESTIN PLASTIC SURGERY	\$96,360	6303	\$94,630	\$1,730
Olthof Homes Real Estate Developer	\$46,730	11878	\$45,000	\$1,730
New Golden Sparkling Supermarket	\$39,093	13705	\$37,363	\$1,730
Stanley Martin Home Builder	\$84,832	7106	\$83,105	\$1,727
LIGHTHOUSE HARBOR MARINA	\$12,912	29369	\$11,185	\$1,727
MEDI HOME HOSPICE SVC	\$24,015	19854	\$22,290	\$1,725
JULZ/ALAN RODRIGUEZ STR	\$47,661	11696	\$45,937	\$1,724
Rincon Local Dealer	\$15,672	26165	\$13,950	\$1,722
ALB Granite Contractor	\$28,305	17676	\$26,585	\$1,720
Athena Real Estate Development	\$10,719	32497	\$9,000	\$1,719
Angelinas Restaurant	\$29,696	17056	\$27,978	\$1,718
MARC Mid-America Regional Council	\$34,714	15108	\$33,000	\$1,714
Hamilton Inn Select	\$20,534	21992	\$18,820	\$1,714
SYCAMORE POINTE APT	\$13,695	28366	\$11,981	\$1,714
Lakeside Local Dealer	\$15,650	26185	\$13,937	\$1,713
Marks & Harrison Attorneys	\$42,108	12911	\$40,396	\$1,712
AHB Tooling & Machinery	\$58,772	9810	\$57,063	\$1,709
Snappy Tomato Pizza Restaurant	\$18,492	23604	\$16,783	\$1,709
Vincent's Heating & Air Conditioning Service	\$39,491	13593	\$37,785	\$1,706
Links At Springdale Apartments	\$20,472	22035	\$18,766	\$1,706
BOTANICAL GARDEN/BRKLYN	\$15,000	26823	\$13,294	\$1,706

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Washington Local Dealer	\$54,770	10360	\$53,065	\$1,705
Van Wert Health	\$11,165	31857	\$9,461	\$1,704
PLANET POWERSPORTS	\$15,599	26267	\$13,896	\$1,703
Smith & Solomon School	\$12,366	30132	\$10,663	\$1,703
WINEGAR WLHLM GLYN&RMRS	\$63,142	9231	\$61,440	\$1,702
JAKERS BAR & GRILL	\$18,371	23712	\$16,669	\$1,702
Rail Delivery Services	\$41,600	13053	\$39,900	\$1,700
PENSACOLA INTERSTATE FR	\$26,500	18516	\$24,800	\$1,700
Molly Browns Swimwear Store	\$20,300	22137	\$18,600	\$1,700
Nan & Co Properties Realty	\$17,500	24481	\$15,800	\$1,700
Waste Mgt KS City Hauling	\$11,000	32082	\$9,300	\$1,700
Salsaritas Fresh Mexican Grill	\$33,099	15641	\$31,400	\$1,699
FIREWORKS SUPERMARKET	\$557,417	1123	\$555,720	\$1,697
Ocala Horse Properties	\$23,911	19959	\$22,215	\$1,696
Roche	\$60,286	9589	\$58,593	\$1,693
Spout Springs Church	\$16,279	25569	\$14,588	\$1,691
Hilton & Hyland Realty	\$12,458	30020	\$10,767	\$1,691
Davannis Pizza & Hot Hgs	\$50,700	11045	\$49,011	\$1,689
Concho Valley ER	\$31,584	16239	\$29,896	\$1,688
OBrien Realty	\$23,700	20067	\$22,012	\$1,688
Brown Lee Local Dealer	\$37,741	14124	\$36,056	\$1,685
Benna Local Dealer	\$20,672	21899	\$18,988	\$1,684
KENT FURN & APPL STR	\$58,928	9789	\$57,245	\$1,683
Viera Real Estate Development	\$35,100	14949	\$33,417	\$1,683
Community Credit Union	\$68,595	8584	\$66,916	\$1,679
Stone Innovations Contractor	\$23,870	19986	\$22,192	\$1,678
SOUTH PLAINS COLLEGE	\$20,152	22229	\$18,474	\$1,678
Chestnut Ridge Nursing & Rehabilitation	\$10,307	33118	\$8,629	\$1,678
LEWIS&CLARK ADVNTRS TRVL	\$14,457	27505	\$12,781	\$1,676
ORTHODONTIC CARE OF GA	\$10,054	33485	\$8,379	\$1,675
Springwell Senior Living Community	\$20,800	21810	\$19,127	\$1,673
Aristocrat Local Dealer	\$15,747	26103	\$14,077	\$1,670
Glacier Bank	\$47,484	11733	\$45,816	\$1,668
Blue Vista 725 Marketing	\$13,736	28329	\$12,068	\$1,668
WEST BOCA MEDICAL CENTER	\$136,520	4625	\$134,854	\$1,666
Bella Local Dealer	\$169,775	3764	\$168,110	\$1,665
Real Living	\$55,349	10268	\$53,684	\$1,665
Smith Bros Landscaping Co	\$24,443	19622	\$22,778	\$1,665
Langtree At The Lake Real Estate Development	\$63,629	9173	\$61,968	\$1,661
Marywood University	\$54,556	10395	\$52,895	\$1,661
VASCULAR VEIN CENTER	\$81,270	7352	\$79,612	\$1,658

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Apex Entertainment	\$20,541	21987	\$18,885	\$1,656
Artisan Stone Contractor	\$16,841	25050	\$15,186	\$1,655
Captains Quarters Resort	\$19,848	22519	\$18,194	\$1,654
OMRANI & TAUB ATTY	\$64,170	9109	\$62,517	\$1,653
Perry County Memorial Hospital	\$21,537	21359	\$19,884	\$1,653
Wisler Plumbing Service	\$42,900	12740	\$41,250	\$1,650
Texas Original Compassionate Cultivation Cannabis Store	\$38,400	13921	\$36,750	\$1,650
MOHAWK TRAIL ASSN	\$15,000	26823	\$13,350	\$1,650
OTTER OUTDOORS SPRT GDS	\$11,700	31083	\$10,050	\$1,650
STRONG MUSEUM	\$10,200	33258	\$8,550	\$1,650
Old Town Trolley Tours	\$47,607	11705	\$45,958	\$1,649
Tonys Sushi & Chinese/Restaurant	\$37,213	14292	\$35,565	\$1,648
Bobs Carpet Mart	\$74,130	8026	\$72,483	\$1,647
Bay Smile Dental Clinic	\$32,994	15686	\$31,348	\$1,646
NorthStar Medical Specialist	\$21,756	21219	\$20,111	\$1,645
New Mexico Mining Museum	\$11,061	31987	\$9,416	\$1,645
Captain Jacks Seafood/Restaurant	\$35,906	14705	\$34,268	\$1,638
CAPITAL DENTAL GROUP	\$12,900	29377	\$11,262	\$1,638
SAMARITAN MEDICAL CENTER	\$32,492	15884	\$30,855	\$1,637
TUNXIS COMMUNITY COLLEGE	\$27,662	17962	\$26,025	\$1,637
ATMC	\$33,627	15469	\$31,992	\$1,635
Warehouse No1 Restaurant	\$30,000	16888	\$28,365	\$1,635
Launius Furniture Store	\$17,431	24556	\$15,796	\$1,635
INTERIORS BY DESIGN SVC	\$11,423	31472	\$9,792	\$1,631
Ichiban Japanese Restaurant	\$58,716	9821	\$57,088	\$1,628
Bare Furniture Store	\$19,500	22777	\$17,874	\$1,626
Armory Of LTT Store	\$47,117	11800	\$45,492	\$1,625
A-best Roofing Contractor	\$21,125	21581	\$19,500	\$1,625
Four Rivers Behavioral Health	\$16,175	25675	\$14,550	\$1,625
Brues Alehouse Brewing Co	\$15,925	25940	\$14,300	\$1,625
Metairie Small Animal Hospital	\$49,400	11344	\$47,776	\$1,624
Crowel	\$25,290	19138	\$23,667	\$1,623
Mullinax Local Dealer	\$59,616	9706	\$57,995	\$1,621
KCEP	\$18,712	23436	\$17,092	\$1,620
Shogun Japanese Steakhouse	\$16,852	25041	\$15,232	\$1,620
Ellingson	\$31,626	16220	\$30,009	\$1,617
Good Samaritan Medical Clinic	\$12,083	30466	\$10,469	\$1,614
KOVACS FIREWORKS STORE	\$11,525	31317	\$9,913	\$1,612
Story & Lee Furniture & Appliance Store	\$19,299	22968	\$17,688	\$1,611
Home2 Suites By Hilton	\$116,001	5332	\$114,391	\$1,610
Serenity Salon & Spa	\$10,836	32324	\$9,228	\$1,608

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Schochor Federico & Staton Attorneys	\$14,554	27405	\$12,947	\$1,607
DuPont Community Credit Union	\$75,984	7852	\$74,378	\$1,606
BubbaQues Restaurant	\$17,771	24260	\$16,165	\$1,606
University Of The Incarnate Word	\$276,163	2324	\$274,558	\$1,605
Stan McNabb Local Dealer	\$35,864	14717	\$34,260	\$1,604
Grissoms Chapel & Mortuary	\$28,265	17692	\$26,661	\$1,604
Gehan Homes	\$75,649	7887	\$74,046	\$1,603
World Of Decor Furniture Store	\$66,281	8850	\$64,679	\$1,602
SABGHIS JEWELER	\$43,794	12536	\$42,193	\$1,601
South San Antonio Independent School District	\$10,801	32360	\$9,200	\$1,601
Denommee Plumbing Heating & Cooling	\$17,975	24086	\$16,375	\$1,600
National Beef Council	\$17,800	24234	\$16,200	\$1,600
Northumberland National Bank	\$13,300	28816	\$11,700	\$1,600
Chong Hing Jewelers	\$28,563	17556	\$26,964	\$1,599
Wing Daddys Sauce House Restaurant	\$191,718	3362	\$190,120	\$1,598
Floor Trader Carpet & Floor Store	\$76,469	7809	\$74,873	\$1,596
Longview Independent School District	\$27,994	17828	\$26,398	\$1,596
Horry Georgetown Technical College	\$22,239	20904	\$20,645	\$1,594
ROBERTS SPORTS CENTER	\$13,568	28501	\$11,976	\$1,592
Big Valley Local Dealer	\$55,957	10202	\$54,366	\$1,591
ANDERSON CREEK CLUB DEV	\$16,716	25170	\$15,125	\$1,591
Bicycle Casino	\$14,135	27861	\$12,544	\$1,591
Taz Boutique Clothing Store	\$19,416	22898	\$17,826	\$1,590
Crazy Sexy Hot Lingerie Shop Clothing Store	\$40,176	13394	\$38,587	\$1,589
Topeka Local Dealer	\$17,324	24635	\$15,735	\$1,589
Lost Pizza Co Restaurant	\$38,857	13800	\$37,270	\$1,587
Legends Corner Bar	\$80,977	7380	\$79,391	\$1,586
Coastal Woods Real Estate Development	\$14,774	27201	\$13,188	\$1,586
WFMJ	\$65,424	8964	\$63,840	\$1,584
HEARING CARE PROF	\$19,194	23064	\$17,610	\$1,584
Northwest Community Credit Union	\$15,984	25903	\$14,400	\$1,584
SHAY OIL CO	\$114,557	5400	\$112,974	\$1,583
Sakura Steakhouse Restaurant	\$18,996	23204	\$17,413	\$1,583
TJB Outdoors Archery Shop	\$10,309	33115	\$8,726	\$1,583
Grace Place Church	\$25,546	18999	\$23,964	\$1,582
Berkshire Community Action Council	\$15,900	25955	\$14,319	\$1,581
Guerriero & Guerriero Attorney	\$28,780	17458	\$27,200	\$1,580
Chilson Local Dealer	\$18,254	23790	\$16,676	\$1,578
DIXIE DOOR STORE	\$36,418	14545	\$34,842	\$1,576
Meadows Of Fond Du Lac Assisted Living Community	\$19,208	23039	\$17,632	\$1,576
Six Insurance Agency Inc	\$70,399	8388	\$68,824	\$1,575

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Prairie Heart Institute	\$39,472	13601	\$37,897	\$1,575
National Mattress & Furniture Warehouse	\$106,122	5755	\$104,548	\$1,574
Palmer Law Firm	\$44,270	12436	\$42,700	\$1,570
BRIDGE OUTLET CLTHNG STR	\$16,050	25778	\$14,480	\$1,570
Rainbow Local Dealer	\$17,217	24720	\$15,649	\$1,568
West Plains Bank & Trust Co	\$10,032	33522	\$8,464	\$1,568
Flexogenix Treatment Center	\$13,949	28107	\$12,382	\$1,567
Big Thunder Gold Mine Museum	\$32,545	15849	\$30,980	\$1,565
New York Prime Steakhouse	\$18,744	23414	\$17,182	\$1,562
Mission Local Dealer	\$251,560	2559	\$250,000	\$1,560
CSS Transportation	\$18,515	23574	\$16,957	\$1,558
Peterbilt	\$45,091	12227	\$43,537	\$1,554
Freedom Local Dealer	\$84,988	7091	\$83,436	\$1,552
Birmingham Freightliner	\$21,322	21479	\$19,771	\$1,551
Buffalo Geothermal Heating	\$11,621	31200	\$10,070	\$1,551
Nash Community College	\$18,792	23349	\$17,242	\$1,550
Boston University Academy	\$11,550	31286	\$10,000	\$1,550
LAHEY FAMILY FUN PARK	\$11,250	31699	\$9,700	\$1,550
STAN WHITE RE & CONST	\$20,137	22245	\$18,588	\$1,549
LAKESHORE SEWING CENTER	\$12,072	30478	\$10,524	\$1,548
Brooks Restaurant	\$26,780	18403	\$25,235	\$1,545
Riser Local Dealer	\$16,722	25167	\$15,177	\$1,545
Centurion	\$11,318	31615	\$9,775	\$1,543
Boyer	\$25,584	18984	\$24,042	\$1,542
CADDENS MOVING&STORAGE	\$54,558	10394	\$53,018	\$1,540
Globe Car Wash Service	\$31,848	16145	\$30,308	\$1,540
Bolling Wilson Hotel	\$12,440	30040	\$10,900	\$1,540
Super Stop Service Station	\$16,167	25680	\$14,629	\$1,538
OFarrell Charter School	\$42,732	12788	\$41,195	\$1,537
Heartbeat Pregnancy Center	\$23,036	20423	\$21,499	\$1,537
Landon Homes Real Estate Development	\$18,193	23849	\$16,656	\$1,537
PRESTIGE REALTY GROUP	\$10,411	32946	\$8,875	\$1,536
SIGNS&WONDERS MINISTRIES	\$37,209	14294	\$35,674	\$1,535
Canna King	\$23,944	19949	\$22,410	\$1,534
West Valley Rock Landscaping Co	\$65,096	8998	\$63,564	\$1,532
Watson Clinic	\$53,071	10637	\$51,540	\$1,531
Granville Homes	\$68,980	8545	\$67,451	\$1,529
James R Taylor & Sons Contractor	\$21,681	21272	\$20,152	\$1,529
Burkins Local Dealer	\$18,348	23727	\$16,819	\$1,529
Gold Ranch Casino Dayton	\$14,914	27066	\$13,388	\$1,526
Twin Pines Restaurant	\$31,376	16316	\$29,851	\$1,525

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Sunstate Technology Service	\$11,520	31323	\$10,000	\$1,520
Essence Cannabis Dispensary	\$14,516	27442	\$12,998	\$1,518
Smile Doctors Dental Center	\$66,460	8834	\$64,944	\$1,516
Clearfield-Jefferson Drug & Alcohol Commission	\$10,511	32737	\$8,997	\$1,514
Los Alamos Medical Center	\$42,028	12927	\$40,517	\$1,511
Crescent Jewelers	\$17,250	24694	\$15,739	\$1,511
MARKQUART LOC DLR	\$18,934	23238	\$17,424	\$1,510
JAMES T DAVIS PAINT STR	\$12,850	29438	\$11,340	\$1,510
Peabody Hotel	\$18,094	23911	\$16,585	\$1,509
Wichita Eisenhower National Airport	\$22,498	20780	\$20,991	\$1,507
Interflight Parking	\$44,666	12344	\$43,160	\$1,506
Freedom Bank	\$19,482	22849	\$17,976	\$1,506
KENWOOD POOLS	\$13,614	28450	\$12,112	\$1,502
Berryland Local Dealer	\$53,200	10613	\$51,700	\$1,500
Flatland Ag Inc	\$51,500	10897	\$50,000	\$1,500
Green Kong Cannabis Dispensary	\$41,700	13031	\$40,200	\$1,500
AmeriChoice Federal Credit Union	\$39,600	13556	\$38,100	\$1,500
HURON DISTRIBUTORS	\$22,000	21057	\$20,500	\$1,500
Sam Aguiar Attorney	\$21,500	21379	\$20,000	\$1,500
Pueblo Mgt Co	\$21,000	21653	\$19,500	\$1,500
Diamond Institute For Infertility	\$19,500	22777	\$18,000	\$1,500
Millies Drapery & Decorating Service	\$18,000	23968	\$16,500	\$1,500
Consultants In Gastroenterology	\$17,200	24738	\$15,700	\$1,500
City Of Newport	\$16,500	25348	\$15,000	\$1,500
Oscars Cafe	\$16,000	25824	\$14,500	\$1,500
MARLETTE LOC DLR	\$14,625	27332	\$13,125	\$1,500
COSI FESTIVAL	\$13,500	28575	\$12,000	\$1,500
Petit Le Mans Race	\$13,500	28575	\$12,000	\$1,500
Living Word Christian Center	\$12,396	30103	\$10,896	\$1,500
Leman Academy Of Excellence	\$11,297	31650	\$9,797	\$1,500
CHILDLINK ORG	\$10,600	32643	\$9,100	\$1,500
REDDY MEDICAL ASSOC	\$45,368	12171	\$43,872	\$1,496
Steves Custom Jewlers Store	\$16,070	25762	\$14,575	\$1,495
Plan B Wellness Cannabis Center	\$32,082	16050	\$30,588	\$1,494
Greater Altoona Career & Technology Center	\$15,838	25998	\$14,345	\$1,493
Dude Ranch Resort	\$14,920	27062	\$13,428	\$1,492
Waller Lansden Dortch & Davis	\$40,140	13401	\$38,649	\$1,491
Excela Health	\$65,982	8898	\$64,492	\$1,490
CAPTAIN CAR WASH	\$30,552	16666	\$29,063	\$1,489
Boot Outlet	\$118,828	5213	\$117,342	\$1,486
FRIEDLAND LAW GROUP	\$74,700	7976	\$73,215	\$1,485

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
MEDICAL COSMETIC CENTER	\$16,218	25633	\$14,733	\$1,485
SAVANNAH QUARTERS RE DEV	\$18,202	23828	\$16,720	\$1,482
Pappas Restaurants	\$29,080	17307	\$27,601	\$1,479
Kerbeck Local Dealer	\$24,846	19418	\$23,367	\$1,479
LOST WORLD CAVERNS	\$14,032	27965	\$12,553	\$1,479
Upland High School	\$10,800	32363	\$9,325	\$1,475
Deluca Local Dealer	\$59,209	9761	\$57,738	\$1,471
Griffin Center For Hair Restoration	\$12,470	30008	\$11,000	\$1,470
Lindsey Orthodontics	\$58,880	9793	\$57,411	\$1,469
ROUGH HOLLOW RE DEV	\$45,365	12173	\$43,899	\$1,466
Del Rancho Restaurant	\$10,603	32640	\$9,139	\$1,464
Nevada Secretary Of State	\$24,129	19784	\$22,669	\$1,460
Wicks Truck Trailers	\$36,558	14491	\$35,100	\$1,458
Cowboy Local Dealer	\$54,221	10450	\$52,764	\$1,457
GH PALMER & ASSOC	\$73,269	8111	\$71,814	\$1,455
LAREDO MEDICAL CENTER	\$67,318	8735	\$65,864	\$1,454
Original Oyster House Restaurant	\$24,618	19518	\$23,166	\$1,452
Jenkinsons Music Festival	\$10,450	32892	\$9,000	\$1,450
Taylor Lumber Center	\$14,469	27497	\$13,020	\$1,449
Law Offices Of Mahesh Bajoria	\$12,592	29765	\$11,143	\$1,449
FAMILY FIRST HOME CARE	\$17,837	24212	\$16,390	\$1,447
Tires First	\$17,340	24623	\$15,894	\$1,446
Copiah-Lincoln Community College	\$18,000	23968	\$16,555	\$1,445
Hedieh Arbabzadeh MD	\$11,797	30980	\$10,352	\$1,445
Crown Community Real Estate Development	\$30,056	16865	\$28,613	\$1,443
Grotto Pizza Restaurant	\$29,609	17094	\$28,170	\$1,439
Kanapaha Botanical Gardens	\$31,024	16477	\$29,587	\$1,437
Hilliard Funeral Home	\$20,796	21821	\$19,360	\$1,436
Smith Law Firm	\$13,348	28768	\$11,913	\$1,435
University Of Southern CA	\$325,050	1986	\$323,616	\$1,434
Ernie Von Schledorn Local Dealer	\$12,212	30311	\$10,778	\$1,434
Austin Emergency Center	\$91,698	6613	\$90,265	\$1,433
Lexington Clinic	\$77,003	7748	\$75,570	\$1,433
Sacred Heart Emergency Center	\$73,750	8071	\$72,317	\$1,433
LAMON JEWELERS	\$46,680	11884	\$45,247	\$1,433
Bubbakoos Burritos	\$19,938	22472	\$18,507	\$1,431
Alpine Heating & Cooling	\$55,142	10300	\$53,714	\$1,428
Fisher & Fisher Attorneys	\$41,029	13184	\$39,601	\$1,428
Bowers Plumbing Co	\$14,706	27258	\$13,278	\$1,428
Indian Pueblo Cultural Center	\$35,005	14979	\$33,580	\$1,425
On Top Of The World Communities	\$704,997	883	\$703,573	\$1,424

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
WOODSTOCK RE DEV	\$11,828	30943	\$10,404	\$1,424
Defined Fitness Center	\$85,533	7054	\$84,111	\$1,422
Southern CA University	\$16,922	24963	\$15,500	\$1,422
Alpine Dental Care	\$17,927	24131	\$16,508	\$1,419
Yavapai Regional Medical Center	\$29,691	17058	\$28,273	\$1,418
Mohans Wine & Liquor Store	\$12,144	30400	\$10,726	\$1,418
Zeigler Tree Removal Services	\$111,756	5513	\$110,339	\$1,417
Door County Medical Center	\$34,005	15356	\$32,589	\$1,416
Burnett & Williams Attorneys	\$21,054	21628	\$19,638	\$1,416
MITCHELL EYE CENTER	\$10,412	32946	\$9,000	\$1,412
Old Country Store	\$46,775	11867	\$45,365	\$1,410
Accurate Auto Insurance Agency	\$34,720	15104	\$33,312	\$1,408
Clay Dugas & Assoc Attorneys	\$16,896	24989	\$15,488	\$1,408
CLARK OIL CO	\$12,728	29600	\$11,320	\$1,408
West VA Junior College	\$10,800	32363	\$9,392	\$1,408
RELIANCE HEATING & AC CO	\$32,334	15944	\$30,927	\$1,407
Loggerhead Marineline Center	\$13,655	28400	\$12,249	\$1,406
JIM KRYSHAK JEWELERS	\$16,860	25037	\$15,455	\$1,405
WILLIAMSON COSMETIC CTR	\$75,857	7863	\$74,456	\$1,401
Carolina Bridal World Store	\$39,680	13543	\$38,280	\$1,400
KUIPERS FAMILY FARM	\$34,400	15218	\$33,000	\$1,400
Des Moines Public School	\$34,179	15295	\$32,779	\$1,400
First Coast News	\$21,400	21441	\$20,000	\$1,400
Barretts Restaurant	\$19,300	22966	\$17,900	\$1,400
Flores & Foley Roofing Contractor	\$16,000	25824	\$14,600	\$1,400
Clyde Nettles Contractor	\$12,450	30028	\$11,050	\$1,400
CENTER FOR COSMETIC CARE	\$11,200	31796	\$9,800	\$1,400
Jones Homes Llc	\$26,098	18704	\$24,700	\$1,398
FOOT INSTITUTE	\$30,468	16703	\$29,071	\$1,397
Intercommunity Mental Health Group	\$26,972	18307	\$25,576	\$1,396
Sheplers MacKinac Island Ferry Service	\$16,482	25410	\$15,090	\$1,392
Henry County Medical Center	\$11,274	31671	\$9,884	\$1,390
C&S Wholesale Grocers	\$23,636	20101	\$22,249	\$1,387
Forward Cannabis Dispensary	\$24,235	19740	\$22,850	\$1,385
John Fuller Attorney	\$48,693	11482	\$47,309	\$1,384
Duffys Pop & Beer Food Store	\$11,690	31137	\$10,312	\$1,378
ELITE ROOFING CONTRACTOR	\$15,509	26334	\$14,133	\$1,376
MidWestOne Bank	\$37,363	14258	\$35,988	\$1,375
Georgia Bone & Joint Surgeons	\$26,836	18374	\$25,462	\$1,374
AutoStar Local Dealer	\$50,442	11097	\$49,069	\$1,373
MacMillan	\$14,120	27872	\$12,747	\$1,373

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Bankston Motor Homes Center	\$26,171	18677	\$24,799	\$1,372
Pat Maloney Attorney	\$47,644	11699	\$46,275	\$1,369
Augusta Vascular Center	\$28,755	17475	\$27,390	\$1,365
Antique Warehouse	\$13,000	29171	\$11,636	\$1,364
B&M Roofing Contractor	\$65,352	8972	\$63,990	\$1,362
Out Of Africa Wildlife Park	\$150,202	4218	\$148,841	\$1,361
Del Webb eTown Real Estate Development	\$44,040	12482	\$42,679	\$1,361
Livingston Antiques Outlet	\$36,634	14462	\$35,275	\$1,359
Mos Restaurants	\$14,117	27875	\$12,758	\$1,359
Kelseys Steak Restaurant	\$18,065	23926	\$16,710	\$1,355
Caliente Pizza & Bar	\$20,853	21772	\$19,500	\$1,353
Trophy Local Dealer	\$42,552	12821	\$41,200	\$1,352
Blaum Bros	\$13,072	29108	\$11,720	\$1,352
Pueblo Community College	\$25,675	18943	\$24,325	\$1,350
Loescher Heating & Air Conditioning	\$20,420	22068	\$19,071	\$1,349
Ozarks Electric Cooperative	\$22,288	20889	\$20,940	\$1,348
Wilkes University	\$47,531	11720	\$46,184	\$1,347
Upstate CBD Medical Marijuana Dispensary	\$14,495	27483	\$13,149	\$1,346
Harris County Improvement District 18	\$165,113	3856	\$163,768	\$1,345
Continental Tire	\$23,745	20051	\$22,400	\$1,345
Advue Consulting	\$93,192	6506	\$91,850	\$1,342
Apex	\$29,895	16968	\$28,555	\$1,340
Bill C Brown Assoc	\$10,525	32726	\$9,185	\$1,340
Marion Public Library	\$16,057	25774	\$14,719	\$1,338
Hamilton Local Dealer	\$12,277	30236	\$10,941	\$1,336
Diamore Fine Jewelers Store	\$21,465	21399	\$20,131	\$1,334
Pfeifer Roofing	\$31,821	16154	\$30,489	\$1,332
Wound Institute Medical Center	\$14,000	28001	\$12,668	\$1,332
UNITED CO-OP SVC UTILITY	\$35,419	14848	\$34,091	\$1,328
Beeghly & Co Jewelry Store	\$19,556	22742	\$18,228	\$1,328
ROBERT MOORE & CO	\$50,589	11064	\$49,264	\$1,325
Heritage Hotel	\$30,540	16670	\$29,218	\$1,322
Breland Homes	\$142,127	4454	\$140,806	\$1,321
GUMBYS CIG&BEER WORLD	\$18,740	23419	\$17,420	\$1,320
STILES HEATING & AC	\$78,150	7633	\$76,834	\$1,316
Buds Glass Joint Shop	\$15,385	26478	\$14,069	\$1,316
National Exchange Bank	\$14,443	27521	\$13,127	\$1,316
Cardinal Stritch University	\$45,236	12197	\$43,925	\$1,311
Maricopa Assn Of Governments	\$30,240	16812	\$28,929	\$1,311
Peoples Home Equity Inc	\$27,948	17845	\$26,640	\$1,308
Security Safe Co	\$17,712	24306	\$16,404	\$1,308

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Lucido Fine Jewelry Store	\$33,010	15666	\$31,706	\$1,304
Junior Achievement	\$13,550	28518	\$12,246	\$1,304
Ingram Jewelers Store	\$20,022	22319	\$18,720	\$1,302
Holiday Fair Event	\$12,500	29872	\$11,198	\$1,302
Assurity Life Insurance Co	\$28,716	17494	\$27,415	\$1,301
INGMAN MARINE	\$43,735	12556	\$42,435	\$1,300
Home Care Advantage	\$28,000	17801	\$26,700	\$1,300
Hola Local Dealer	\$17,883	24165	\$16,583	\$1,300
Walier Local Dealer	\$17,301	24645	\$16,001	\$1,300
Canal Street Veterinary Hospital	\$16,900	24975	\$15,600	\$1,300
Willamette Valley Vineyards	\$16,900	24975	\$15,600	\$1,300
Landed Gentry Real Estate Development	\$14,300	27682	\$13,000	\$1,300
Greensboro College	\$10,425	32929	\$9,127	\$1,298
Captain Jacks Bar & Grill	\$100,966	6016	\$99,669	\$1,297
COBB EMC ELECTRIC CO	\$39,271	13652	\$37,975	\$1,296
Johnson Plumbing Contractor	\$15,048	26788	\$13,752	\$1,296
HIGHLIFE ADVENTURES	\$18,825	23324	\$17,530	\$1,295
GALLOP ROOFING INC	\$11,350	31580	\$10,058	\$1,292
University Of Mobile	\$30,930	16518	\$29,640	\$1,290
Montcalm Community College	\$17,910	24150	\$16,623	\$1,287
FOX RIVER ANTIQUE MALL	\$14,112	27877	\$12,825	\$1,287
Realty South	\$37,448	14231	\$36,163	\$1,285
MKL CONSTRUCTION	\$37,230	14286	\$35,945	\$1,285
Brunswick Community College	\$28,589	17548	\$27,304	\$1,285
Knauf	\$21,265	21506	\$19,980	\$1,285
Sumter School District	\$17,570	24416	\$16,285	\$1,285
Ace Sporting Goods Store	\$48,275	11558	\$46,991	\$1,284
Smile Concepts Dental Clinic	\$14,346	27638	\$13,065	\$1,281
Shannon Medical Center	\$58,556	9841	\$57,276	\$1,280
Ole Miss Athletics Assn	\$30,800	16561	\$29,520	\$1,280
MCCULLOUGH PLUMBING	\$13,200	28913	\$11,923	\$1,277
MEADOWBROOK CHURCH	\$20,082	22286	\$18,807	\$1,275
Crystal Clear Eye Care Clinic	\$11,850	30913	\$10,575	\$1,275
Integrity First Realty	\$10,094	33429	\$8,820	\$1,274
Professional Hearing Aid Center	\$15,264	26593	\$13,993	\$1,271
Story County Medical Center	\$27,805	17905	\$26,535	\$1,270
TGIN	\$20,820	21797	\$19,550	\$1,270
FEEL GOOD LOC DLR	\$12,270	30248	\$11,000	\$1,270
Jims Famous BBQ Restaurant	\$12,134	30415	\$10,864	\$1,270
Palm Creek Golf & RV Resort	\$46,958	11832	\$45,690	\$1,268
WARE OIL & SUPPLY CO	\$23,564	20144	\$22,296	\$1,268

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Tennova Healthcare	\$86,312	7002	\$85,046	\$1,266
MOUNT UNION COLLEGE	\$25,582	18985	\$24,316	\$1,266
Suncoast Family Medical Assoc	\$29,350	17207	\$28,085	\$1,265
WYFF	\$72,865	8140	\$71,601	\$1,264
HILLS OF REST CEMETERY	\$38,596	13866	\$37,333	\$1,263
SOUTH LA HEALTH PROJECTS	\$17,668	24341	\$16,405	\$1,263
Renos Appliance Stores	\$50,459	11091	\$49,199	\$1,260
Tiger Cabaret Gentlemens Club	\$46,608	11899	\$45,348	\$1,260
Parker Alexander Attorneys	\$46,366	11937	\$45,106	\$1,260
Miyako Sushi & Steak House Restaurant	\$11,612	31210	\$10,353	\$1,259
Lach Orthodontics	\$25,998	18772	\$24,740	\$1,258
Star Equipment Service	\$13,128	29029	\$11,872	\$1,256
Gentle Dental Care Center	\$61,217	9469	\$59,962	\$1,255
McBride Orthopedic Hospital	\$48,292	11555	\$47,040	\$1,252
TRI-STATE MOTORCYCLE SLS	\$41,268	13130	\$40,017	\$1,251
Howell Furniture Store	\$20,368	22099	\$19,117	\$1,251
Ed Koehn Local Dealer	\$14,832	27138	\$13,581	\$1,251
MyHOUSE Sports Gear Store	\$10,252	33193	\$9,001	\$1,251
L&N Federal Credit Union	\$92,855	6533	\$91,605	\$1,250
McLaughlin Local Dealer	\$60,000	9628	\$58,750	\$1,250
Kosas Cosmetics	\$24,500	19586	\$23,250	\$1,250
Salerno Auto Body Shop	\$19,500	22777	\$18,250	\$1,250
Treehouse Boutique Clothing Store	\$15,000	26823	\$13,750	\$1,250
Unique Photo	\$14,500	27453	\$13,250	\$1,250
Nevada State Fire Marshal	\$13,750	28296	\$12,500	\$1,250
Wagner Rental & Supply	\$12,500	29872	\$11,250	\$1,250
AIRWORX HEATING & AC	\$11,250	31698	\$10,000	\$1,250
STONEFIELD HOMES	\$24,985	19358	\$23,740	\$1,245
Kentucky Department Of Public Health	\$150,544	4209	\$149,300	\$1,244
WET WILLIES FRWRKS STR	\$13,614	28452	\$12,370	\$1,244
P&K Equipment Sales	\$12,917	29364	\$11,674	\$1,243
Blockade Runner Beach Resort	\$45,190	12204	\$43,948	\$1,242
House On The Rock Resort	\$35,944	14695	\$34,703	\$1,241
SeaPort Local Dealer	\$53,760	10521	\$52,520	\$1,240
My Independence At Home Service	\$35,024	14976	\$33,784	\$1,240
RETTIGS AUTO BODY SHOP	\$29,895	16972	\$28,655	\$1,240
EAP CONSULTANTS	\$27,530	18032	\$26,290	\$1,240
Asnuntuck Community College	\$14,965	27021	\$13,725	\$1,240
A Mothers Touch Movers	\$62,674	9281	\$61,441	\$1,233
Kearney Heating & Air Conditioning	\$10,894	32265	\$9,662	\$1,232
Land & Lake Realty	\$14,027	27971	\$12,796	\$1,231

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Mississippi Development Authority	\$10,470	32870	\$9,239	\$1,231
Oreganos Pizza Bistro Restaurant	\$40,542	13306	\$39,312	\$1,230
Signature Bank	\$26,200	18662	\$24,970	\$1,230
Santee Local Dealer	\$10,378	33029	\$9,150	\$1,228
Cosmetic Surgery Center	\$37,218	14289	\$35,993	\$1,225
Lyndon B Johnson Library & Museum	\$53,419	10583	\$52,195	\$1,224
McLean Homes	\$26,545	18494	\$25,323	\$1,222
HARCO EQUIP RENTAL SVC	\$23,330	20288	\$22,110	\$1,220
Savannah Technical College	\$16,999	24924	\$15,779	\$1,220
CMF Bayside Llc	\$57,523	9984	\$56,304	\$1,219
Yvonne's Natural Market	\$10,392	32992	\$9,174	\$1,218
Washington Savings Bank	\$22,529	20713	\$21,312	\$1,217
Transcranial Magnetic Stimulation Therapy	\$39,222	13661	\$38,006	\$1,216
Martin Systems Security Service	\$24,348	19686	\$23,132	\$1,216
Ripon College	\$35,802	14736	\$34,590	\$1,212
Pace-O-Matic Gambling	\$25,110	19228	\$23,900	\$1,210
Bellari	\$76,108	7835	\$74,900	\$1,208
Legacy Bank	\$14,950	27027	\$13,746	\$1,204
Comedy Partners	\$116,434	5308	\$115,232	\$1,202
Focus Vision Clinic	\$21,236	21526	\$20,034	\$1,202
Babettes Furniture & Home Shoppe	\$53,696	10535	\$52,496	\$1,200
TYROL BASIN SKI&SKBRD AR	\$34,600	15145	\$33,400	\$1,200
Steve Huff Plumbing Service	\$25,200	19174	\$24,000	\$1,200
Outlaws BBQ Restaurant	\$19,800	22550	\$18,600	\$1,200
Abbey Park Real Estate Development	\$13,700	28354	\$12,500	\$1,200
Airboat Rides At Midway Charter Service	\$11,857	30909	\$10,657	\$1,200
Comfort Masters Heating & Cooling	\$25,897	18830	\$24,700	\$1,197
Accutemp Products Restaurant Equipment Store	\$62,192	9338	\$60,996	\$1,196
PRESTON MANOR HOME/ADULT	\$11,762	31011	\$10,567	\$1,195
Bates Hewett & Floyd Risk & Insurance	\$19,537	22753	\$18,345	\$1,192
Keddie Local Dealer	\$10,400	32954	\$9,208	\$1,192
Halifax Area Advertising Authority	\$24,681	19487	\$23,490	\$1,191
High Point University	\$95,721	6348	\$94,532	\$1,189
ADVANCED EYE CENTER	\$39,149	13679	\$37,960	\$1,189
Argosy Gaming Co	\$40,968	13205	\$39,780	\$1,188
Brosnahan Law Firm	\$12,753	29557	\$11,565	\$1,188
Dan Crane Attorney	\$172,468	3705	\$171,282	\$1,186
Dandy Mini Mart	\$15,599	26235	\$14,413	\$1,186
Comstock & Wagner Attorneys	\$62,220	9330	\$61,035	\$1,185
FLAG STORE	\$28,026	17785	\$26,841	\$1,185
City Of Greenville AL	\$19,285	22984	\$18,100	\$1,185

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
S2AY Rural Health Network	\$10,750	32456	\$9,565	\$1,185
Franciscan Alliance Healthcare System	\$49,167	11386	\$47,983	\$1,184
Randall Reed Local Dealer	\$47,824	11665	\$46,641	\$1,183
Will Cox Roofing	\$10,789	32417	\$9,608	\$1,181
First State Bank Of Forrest	\$13,741	28322	\$12,565	\$1,176
PROLOGISTIX STAFFING SVC	\$16,935	24957	\$15,760	\$1,175
BENCHMORE FARMS	\$16,320	25542	\$15,148	\$1,172
Detroit Roots Marijuana Dispensary	\$12,752	29558	\$11,580	\$1,172
McIntosh Realty Team	\$24,211	19753	\$23,041	\$1,170
Arkansas Eye Care Group	\$20,686	21894	\$19,516	\$1,170
Kleinfelder Engineers	\$14,167	27829	\$13,000	\$1,167
Law Offices Of Bobby P Luna	\$10,224	33238	\$9,057	\$1,167
SELINGSGROVE LOC DLR	\$13,081	29094	\$11,915	\$1,166
Spirit Of 76 Fireworks Store	\$14,745	27231	\$13,580	\$1,165
War Eagles Air Museum	\$16,879	25021	\$15,715	\$1,164
Bel Flooring Inc	\$38,538	13887	\$37,377	\$1,161
Pepco Power Co	\$338,387	1900	\$337,228	\$1,159
DELTA RESCUE CHRTBL ORG	\$39,591	13566	\$38,432	\$1,159
CIMARRON TRAVEL SERVICE	\$24,291	19715	\$23,132	\$1,159
Thunder Local Dealer	\$18,661	23460	\$17,502	\$1,159
Vineyard Dental Center	\$13,896	28153	\$12,738	\$1,158
Pebble Beach Resort	\$13,056	29119	\$11,898	\$1,158
VISION PAINTING CONTR	\$19,985	22449	\$18,828	\$1,157
CENTRAL FL INTL AUTO SHW	\$39,424	13614	\$38,271	\$1,153
Dick Smith Local Dealer	\$11,603	31215	\$10,450	\$1,153
HealthSource RI	\$71,650	8261	\$70,500	\$1,150
A&B Local Dealer	\$18,642	23473	\$17,493	\$1,149
Roof Works Contractor	\$11,475	31399	\$10,326	\$1,149
Jiffy Lube	\$584,306	1083	\$583,160	\$1,146
CALICO GHOST TOWN	\$81,726	7315	\$80,580	\$1,146
Kristmas Kringle Shoppe	\$21,742	21237	\$20,598	\$1,144
SOUTHSIDE CHURCH/CHRIST	\$12,222	30301	\$11,078	\$1,144
Wilkerson Jewelers	\$13,328	28792	\$12,185	\$1,143
Mountain Commerce Bank	\$66,171	8865	\$65,031	\$1,140
Burgerim Restaurant	\$12,153	30374	\$11,013	\$1,140
Gene Messer Local Dealer	\$61,060	9490	\$59,921	\$1,139
KAMG Korean American Medical Group	\$63,264	9214	\$62,126	\$1,138
Shanes Acadiana Catering	\$42,472	12848	\$41,334	\$1,138
China Buffet Restaurant	\$35,992	14663	\$34,854	\$1,138
Bruner Local Dealer	\$34,763	15087	\$33,625	\$1,138
Bettys Place Casino	\$13,810	28230	\$12,672	\$1,138

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Labadie Local Dealer	\$47,546	11715	\$46,409	\$1,137
Tuscany Suites & Casino	\$39,575	13570	\$38,438	\$1,137
Jonas Gerard Fine Art Gallery	\$13,644	28424	\$12,507	\$1,137
Stewart Local Dealer	\$10,565	32683	\$9,428	\$1,137
SWEETWATER GENERAL STORE	\$24,744	19451	\$23,609	\$1,135
420 Elma	\$20,300	22137	\$19,165	\$1,135
Racings North Turn Beach Bar & Grill	\$42,855	12753	\$41,721	\$1,134
Harley Haven	\$30,273	16799	\$29,143	\$1,130
LOWER KEYS MEDICAL CTR	\$23,055	20412	\$21,925	\$1,130
Its Just Lunch Dating Service	\$87,011	6951	\$85,882	\$1,129
Virguez Law Office	\$225,597	2846	\$224,472	\$1,125
Xpress Dental Clinic	\$19,548	22750	\$18,425	\$1,123
ARBOR LANDING RE	\$19,025	23160	\$17,905	\$1,120
Save The Michaels Of The World Organization	\$39,480	13598	\$38,362	\$1,118
GILS LOC DLR	\$11,368	31565	\$10,250	\$1,118
Mill On The River Restaurant	\$25,833	18861	\$24,716	\$1,117
Bob Lucido Team Realty	\$21,439	21427	\$20,322	\$1,117
Mr Handyman Service	\$31,517	16256	\$30,404	\$1,113
GOSPEL BAPTIST CHURCH	\$29,139	17287	\$28,026	\$1,113
OC Whites Restaurant	\$17,995	24076	\$16,883	\$1,112
Celebration Pointe Real Estate Development	\$10,307	33116	\$9,196	\$1,111
Terry Lee Local Dealer	\$30,855	16543	\$29,745	\$1,110
B2Z Insurance	\$18,000	23968	\$16,891	\$1,109
ELMHURST CITY CENTRE	\$20,000	22337	\$18,892	\$1,108
Legacy National Bank	\$19,176	23070	\$18,070	\$1,106
Like Family We Care Home Health Care Service	\$10,921	32236	\$9,815	\$1,106
Compare Foods Supermarket	\$77,759	7677	\$76,654	\$1,105
Taylor Real Estate	\$13,937	28123	\$12,832	\$1,105
Auto Money Title Loans	\$13,260	28848	\$12,155	\$1,105
Elms College	\$59,796	9689	\$58,692	\$1,104
Schaller Local Dealer	\$45,164	12213	\$44,060	\$1,104
KIDNEY FOUNDATION	\$79,664	7499	\$78,561	\$1,103
RUSTIC ELEGANCE FURN/STR	\$15,633	26207	\$14,531	\$1,102
Wild Crab Seafood Bar Restaurant	\$13,172	28981	\$12,071	\$1,101
Bug House Pest Control	\$20,420	22067	\$19,320	\$1,100
Loose Caboose Hobby Store	\$18,200	23830	\$17,100	\$1,100
ROBINSON LOC DLR	\$14,300	27682	\$13,200	\$1,100
MARK BARCLAY MINISTRIES	\$13,200	28913	\$12,100	\$1,100
Palladio	\$11,000	32082	\$9,900	\$1,100
Cajun Coast LA	\$13,188	28963	\$12,089	\$1,099
Cash Time Loan Centers	\$153,723	4125	\$152,625	\$1,098

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
GRIFFIN BEVERAGE CO	\$12,770	29543	\$11,673	\$1,097
WARREN CITY SCHOOL	\$26,438	18553	\$25,344	\$1,094
Quinn Emanuel Urquhart & Sullivan Attorneys	\$15,544	26304	\$14,452	\$1,092
Coeur DALene Inn & Conference Center	\$23,358	20280	\$22,270	\$1,088
USS LEXINGTON WAR SHIP	\$74,543	7988	\$73,456	\$1,087
Perlman Center	\$12,377	30112	\$11,291	\$1,086
Teriyaki Madness Restaurant	\$36,068	14652	\$34,983	\$1,085
CLAY COUNTY	\$25,694	18936	\$24,610	\$1,084
COLLISION REPAIR CENTER	\$24,676	19489	\$23,592	\$1,084
SMITH OIL SERVICES	\$40,500	13318	\$39,417	\$1,083
Red Mountain Entertainment Co	\$16,741	25152	\$15,658	\$1,083
Americot	\$14,079	27913	\$12,996	\$1,083
High Gravity Homebrewing Supply Store	\$12,996	29254	\$11,913	\$1,083
Metal Heads Metal Roofing & Building Supplies Store	\$11,913	30825	\$10,830	\$1,083
Wild Animal Park	\$41,599	13057	\$40,518	\$1,081
King Insurance Agency	\$36,543	14498	\$35,462	\$1,081
AFC Fitness Center	\$16,544	25322	\$15,465	\$1,079
Mark E Salomone Attorney	\$45,130	12219	\$44,052	\$1,078
Bingo Ranch Bingo Hall	\$13,963	28095	\$12,888	\$1,075
John Henderson Co Funeral Home	\$15,831	26003	\$14,760	\$1,071
El Chico Cafe	\$10,129	33380	\$9,059	\$1,070
Union Park Local Dealer	\$44,280	12431	\$43,213	\$1,067
Corona Cigar Co Store & Bar	\$54,366	10426	\$53,300	\$1,066
Magnolia Car Wash	\$15,757	26071	\$14,691	\$1,066
Cap Com Federal Credit Union	\$19,212	23038	\$18,147	\$1,065
Last Resort Guns	\$24,802	19432	\$23,739	\$1,063
Maryland Department Of Environment Air & Radiation Mgt Admin	\$14,899	27087	\$13,836	\$1,063
Mansea Metal Building Supplies Store	\$10,377	33029	\$9,315	\$1,062
MorningStar Senior Living	\$64,395	9081	\$63,334	\$1,061
Leaders Credit Union	\$75,160	7929	\$74,100	\$1,060
Livingston Hospital & Healthcare Services	\$10,140	33367	\$9,080	\$1,060
HUDSON COLLEGE	\$17,400	24570	\$16,341	\$1,059
SAN ANTONIO WHOLESALE ST	\$15,282	26572	\$14,223	\$1,059
Cloud 9 Vapor Lounge	\$50,249	11137	\$49,191	\$1,058
Montgomery Museum Of Fine Arts	\$11,816	30958	\$10,759	\$1,057
Cattlemens Steakhouse	\$44,320	12421	\$43,264	\$1,056
Buckalew Local Dealer	\$24,936	19379	\$23,880	\$1,056
Liberty Home Mortgage Co	\$97,513	6231	\$96,458	\$1,055
Rivermark Community Credit Union	\$85,547	7052	\$84,492	\$1,055
Woodlands Church	\$20,030	22312	\$18,975	\$1,055
Hawksnest Zip Line	\$16,044	25790	\$14,989	\$1,055

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Garner Appliance & Mattress Store	\$68,000	8656	\$66,947	\$1,053
Kiowa Casino & Hotel	\$32,096	16044	\$31,043	\$1,053
Redmond Physician Practice	\$20,594	21946	\$19,542	\$1,052
Bent Paddle	\$14,504	27451	\$13,452	\$1,052
Arbuckle Sports Center Boat Dealer	\$32,762	15780	\$31,711	\$1,051
Jackson Local Dealer	\$12,141	30408	\$11,090	\$1,051
Carroll County Public Schools	\$14,660	27307	\$13,610	\$1,050
East Baton Rouge Parish Library	\$12,000	30536	\$10,950	\$1,050
Two Lane	\$10,650	32579	\$9,600	\$1,050
Hannibal Regional Hospital	\$41,556	13075	\$40,508	\$1,048
Allegany Medical Marijuana Dispensary	\$54,512	10400	\$53,465	\$1,047
RELIANT HOMES	\$32,243	15988	\$31,196	\$1,047
A1 Cabinet & Granite Center	\$28,750	17477	\$27,708	\$1,042
Beebe Healthcare	\$76,976	7758	\$75,935	\$1,041
D2 TRAILER SALES & SVC	\$25,457	19042	\$24,416	\$1,041
KOTV	\$30,786	16570	\$29,750	\$1,036
Cypress Fairbanks Independent School District	\$25,023	19272	\$23,989	\$1,034
Arden Hills Club & Spa	\$12,814	29486	\$11,780	\$1,034
Board Store Home Improvements Store	\$41,976	12953	\$40,944	\$1,032
HDK Branding & Apparel	\$35,508	14824	\$34,476	\$1,032
Red Beam Garage Parking Lot	\$50,313	11122	\$49,282	\$1,031
WORCESTER ART MUSEUM	\$10,300	33126	\$9,270	\$1,030
Kent Furniture Store	\$22,645	20626	\$21,616	\$1,029
Shelton Dental Center	\$17,249	24694	\$16,220	\$1,029
Mac Daddys Restaurant	\$12,348	30155	\$11,319	\$1,029
GOLDSBY GAMING CENTER	\$35,569	14806	\$34,541	\$1,028
HL GROSS&BROS JEWELERS	\$37,530	14177	\$36,503	\$1,027
Suncoast Metals	\$20,800	21810	\$19,773	\$1,027
Alewels Country Meats Store	\$11,017	32066	\$9,990	\$1,027
Carlton Arms of Winter Haven	\$41,214	13144	\$40,188	\$1,026
PREUSSER JEWELERS	\$31,744	16181	\$30,718	\$1,026
Pistols Plus Gun Shop	\$14,414	27541	\$13,388	\$1,026
Weems Memorial Hospital	\$14,825	27143	\$13,800	\$1,025
Tompkins VIST Bank	\$34,707	15112	\$33,683	\$1,024
Oneida Casino	\$139,301	4540	\$138,279	\$1,022
Peoples Gas System	\$20,306	22131	\$19,284	\$1,022
Burleson Independent School District	\$35,029	14975	\$34,008	\$1,021
Coastal Carolina Community College	\$20,844	21779	\$19,824	\$1,020
Express Windows Contractor	\$18,180	23862	\$17,160	\$1,020
Hugs Alternative Care Medical Marijuana Dispensaries	\$15,669	26167	\$14,649	\$1,020
Emerald City Pet Rescue	\$33,852	15404	\$32,833	\$1,019

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
City Of Modesto Utility Planning & Projects Department	\$10,950	32199	\$9,933	\$1,017
Roaring Camp	\$36,479	14525	\$35,464	\$1,015
Sunmaid Market	\$23,335	20286	\$22,320	\$1,015
Flagler College	\$17,783	24251	\$16,769	\$1,014
Legends Tap House & Grill Restaurant	\$13,164	28989	\$12,151	\$1,013
Penney & Assoc Attorneys	\$22,599	20666	\$21,588	\$1,011
Brevard County Solid Waste Mgt	\$19,363	22939	\$18,354	\$1,009
DCH Local Dealer	\$36,000	14662	\$34,992	\$1,008
Ed Denas Auto Center	\$34,636	15131	\$33,630	\$1,006
Mid MI Community College	\$14,014	27988	\$13,010	\$1,004
MORRISTOWN UTILITY SYS	\$20,392	22093	\$19,389	\$1,003
Service Transport	\$65,844	8910	\$64,842	\$1,002
Portneuf Medical Center	\$27,006	18277	\$26,005	\$1,001
Creek Travel Plaza	\$14,903	27076	\$13,902	\$1,001
John 3 16 Christian Bookstore	\$11,585	31255	\$10,584	\$1,001
Bank Of Albuquerque	\$114,350	5404	\$113,350	\$1,000
City Of Garland Public & Media Relations	\$35,000	14982	\$34,000	\$1,000
Cassell Brothers Heating & Cooling	\$27,376	18107	\$26,376	\$1,000
Butler Behavioral Health	\$20,050	22300	\$19,050	\$1,000
Placer Mosquito & Vector Control District	\$16,500	25348	\$15,500	\$1,000
Elys Restaurant & Bar	\$12,000	30536	\$11,000	\$1,000
KATHLEEN A CAMPION FNDR	\$10,386	33019	\$9,386	\$1,000
Colon Cancer Coalition	\$10,000	33565	\$9,000	\$1,000
Rockbridge Vineyard	\$11,540	31306	\$10,541	\$999
Yakima Nation Legends Casino	\$200,918	3198	\$199,920	\$998
COMMUNITY COUNSELING SVC	\$35,398	14853	\$34,400	\$998
Crawford Discount Office Furniture	\$11,375	31542	\$10,377	\$998
Woodhaven Commons Shopping Center	\$50,315	11120	\$49,319	\$996
Stevenson Hendrick Local Dealer	\$32,352	15934	\$31,356	\$996
Northside AC & Electric	\$16,670	25216	\$15,674	\$996
Best Buy Furniture Store	\$12,672	29653	\$11,676	\$996
Harding University	\$19,937	22473	\$18,942	\$995
Cogswell Local Dealer	\$21,873	21152	\$20,879	\$994
Osteopathic Heritage Corp	\$17,709	24308	\$16,716	\$993
TREE HOUSE HOMESTORE	\$20,142	22242	\$19,151	\$991
Grace Performance Dealer	\$38,050	14021	\$37,060	\$990
Salem Terrace At Harrogate	\$13,410	28718	\$12,420	\$990
Madison Health Care Center	\$34,898	15036	\$33,913	\$985
Sol Flower Medical Marijuana Dispensary	\$15,000	26823	\$14,015	\$985
SIGN-A-RAMA	\$10,048	33490	\$9,063	\$985
CMT	\$50,100	11165	\$49,116	\$984

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
CERAMIC TILE WAREHOUSE	\$11,259	31687	\$10,275	\$984
Hireclix Marketing	\$21,953	21112	\$20,970	\$983
SAWNEE ELECT MMBRSHP CRP	\$10,443	32906	\$9,460	\$983
Brooks Painting Inc	\$16,254	25581	\$15,272	\$982
ISAAC JEWELERS	\$11,700	31083	\$10,719	\$981
Villages Of Lake Sumter Real Estate Development	\$39,020	13721	\$38,041	\$979
Xposed Gentlemens Club	\$31,807	16160	\$30,831	\$976
Wasatch Peaks Credit Union	\$28,004	17798	\$27,028	\$976
RINCO OF TX REALTY	\$13,648	28421	\$12,672	\$976
Great Park Neighborhoods Homes	\$145,725	4339	\$144,750	\$975
Western Sizzlin Steakhouse	\$50,353	11115	\$49,378	\$975
CALIENTE ADULT SPRSTR	\$49,945	11224	\$48,970	\$975
Performance Heating	\$16,766	25135	\$15,791	\$975
George Brothers Contractor	\$11,850	30913	\$10,875	\$975
Robert Berkun Attorney	\$29,466	17151	\$28,492	\$974
Mountain Air Heating & Air	\$15,400	26448	\$14,427	\$973
Prado Restaurant	\$27,072	18255	\$26,100	\$972
Price Industries	\$11,940	30798	\$10,970	\$970
Pittsburg State University	\$63,268	9213	\$62,299	\$969
Burlington Local Dealer	\$21,496	21386	\$20,530	\$966
Botanist	\$22,518	20722	\$21,553	\$965
Strain Balboa Caregivers Cannabis Store	\$42,419	12853	\$41,455	\$964
Royal Swimming Pools Inc	\$28,488	17605	\$27,525	\$963
Detroit MI	\$121,153	5126	\$120,191	\$962
Redlands Community Hospital	\$151,811	4174	\$150,850	\$961
Kabinet King Outlet	\$32,160	16016	\$31,200	\$960
Smoking Pig BBQ Co Restaurant	\$11,040	32018	\$10,080	\$960
Fahlgren Mortine Marketing Service	\$10,560	32688	\$9,600	\$960
Lakeland Lawn Care	\$11,146	31877	\$10,187	\$959
St James Parish Hospital	\$12,584	29772	\$11,627	\$957
Shaheen Local Dealer	\$45,220	12199	\$44,269	\$951
Indiana Fever Basketball	\$12,000	30536	\$11,050	\$950
Sacco Chiropractic	\$11,250	31699	\$10,300	\$950
Finance Of America Mortgage	\$97,713	6225	\$96,764	\$949
Causeway Coin Co	\$21,149	21566	\$20,200	\$949
Aquarius Casino Resort	\$96,816	6272	\$95,868	\$948
Lane County Dept Health & Human Services	\$11,760	31016	\$10,812	\$948
Ed Staub & Sons Petroleum Dealer	\$27,601	17992	\$26,654	\$947
VENTANA APARTMENTS	\$42,777	12774	\$41,831	\$946
Home Real Estate	\$33,110	15637	\$32,164	\$946
Gold Star Finance Co	\$30,703	16602	\$29,757	\$946

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Ryder Cup Event	\$24,528	19576	\$23,582	\$946
WORD/TRUTH FAMILY CHURCH	\$61,465	9433	\$60,520	\$945
Hometown Insurance Agency	\$11,759	31024	\$10,814	\$945
Market Insurance Brokerage	\$36,835	14402	\$35,891	\$944
ENGLAND IND AIRPARK	\$13,148	29014	\$12,204	\$944
Quaker Steak & Lube Restaurant	\$24,896	19404	\$23,953	\$943
Sherman MacK Attorney	\$68,517	8595	\$67,575	\$942
HOTEL NEVADA	\$48,144	11582	\$47,202	\$942
Javis Mexican Restaurant	\$28,497	17599	\$27,556	\$941
San Juan Regional Medical Center	\$19,714	22613	\$18,774	\$940
Nightmare Haunted House	\$10,500	32751	\$9,562	\$938
Cohens Fashion Optical	\$77,750	7678	\$76,813	\$937
VAN WILGRENS GARDEN CTR	\$38,834	13806	\$37,898	\$936
Sevier Air	\$37,328	14267	\$36,392	\$936
NOVUS PRINT MEDIA	\$26,331	18598	\$25,400	\$931
Mid Rivers Local Dealer	\$24,780	19434	\$23,850	\$930
Rustic Oak Restaurant	\$11,953	30779	\$11,023	\$930
Replacements Ltd Store	\$39,108	13693	\$38,179	\$929
DS Arms Sporting Goods Store	\$18,115	23895	\$17,187	\$928
Red Mesa Restaurant	\$12,060	30488	\$11,132	\$928
Abbey Funeral Home	\$10,326	33094	\$9,400	\$926
Shangri-La Hotels	\$31,918	16114	\$30,993	\$925
Aeon Botanika Dispensary	\$24,000	19866	\$23,075	\$925
Central WA University	\$29,009	17333	\$28,085	\$924
Pier B Resort Hotel Duluth	\$33,792	15428	\$32,871	\$921
Law Offices Of Lucas Green & Magazine	\$83,792	7173	\$82,872	\$920
SILVERLAKE CHURCH	\$50,102	11163	\$49,182	\$920
Lamb Solutions Advertising Agency	\$24,660	19494	\$23,740	\$920
Mullins Cheese Store	\$22,022	21049	\$21,102	\$920
Texas Grill Seafood Restaurant	\$10,392	32992	\$9,472	\$920
Linwood Local Dealer	\$23,557	20149	\$22,639	\$918
Buffalo Chip Campground Hotel	\$66,968	8777	\$66,052	\$916
Lloyd Ganton Retirement Centers	\$25,055	19253	\$24,140	\$915
Gulf Local Dealer	\$15,315	26532	\$14,400	\$915
Pensacola Dog Track	\$53,149	10623	\$52,236	\$913
Brandt & Sherman Attorneys At Law	\$12,913	29367	\$12,000	\$913
Carolina Creek Christian Camp	\$19,155	23083	\$18,243	\$912
TOLBERT ATTY AT LAW	\$15,543	26304	\$14,632	\$911
Harkness Law Office	\$11,869	30897	\$10,958	\$911
Bellingham	\$34,720	15105	\$33,810	\$910
BERCHTOLD EQUIP CO CTR	\$31,405	16302	\$30,495	\$910

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
RIVER CITY RV	\$16,068	25764	\$15,158	\$910
TAYLOR FUNERAL HOME	\$13,540	28534	\$12,630	\$910
Roberts Furniture Store	\$18,390	23692	\$17,484	\$906
SANTA FE DENTAL	\$10,872	32292	\$9,966	\$906
Michelob	\$959,887	641	\$958,985	\$902
Mai Family & Sedation Dentistry	\$31,361	16323	\$30,459	\$902
FLOORS & MORE STORE	\$11,102	31913	\$10,200	\$902
MOTOR TRUCK EQUIP	\$34,568	15157	\$33,667	\$901
Tomball Local Dealer	\$78,900	7558	\$78,000	\$900
Corvallis Clinic	\$62,400	9309	\$61,500	\$900
Power Lodge Dealer	\$48,614	11494	\$47,714	\$900
John Jones Local Dealer	\$47,686	11693	\$46,786	\$900
Cacti Landscapes Service	\$45,900	12034	\$45,000	\$900
Knight Law Office	\$20,700	21884	\$19,800	\$900
BLUE RIBBON AUTO STR	\$18,200	23830	\$17,300	\$900
Berglund Center	\$12,600	29721	\$11,700	\$900
Golden Gate Funeral Home	\$28,178	17720	\$27,279	\$899
Reinhart Boern Van Deuren Attorneys	\$11,642	31174	\$10,743	\$899
Windber Woods Senior Living & Rehabilitation Center	\$10,449	32901	\$9,550	\$899
Montana Federal Credit Union	\$31,416	16296	\$30,520	\$896
Home Health & Hospice Of KS	\$25,752	18902	\$24,857	\$895
WORK ENVRNMNTL HTG&CLNG	\$24,720	19463	\$23,825	\$895
PMT Products	\$29,823	16997	\$28,929	\$894
Phillippis Family Dining & Pizzeria Restaurant	\$11,267	31676	\$10,373	\$894
Pals Restaurant	\$207,374	3092	\$206,482	\$892
Lightbridge Academy Child Care	\$19,894	22491	\$19,003	\$891
MIDLAND TRACTOR CO	\$31,604	16229	\$30,715	\$889
BK FLOORING STORE	\$11,736	31046	\$10,848	\$888
GARRETT'S DISC GOLF CART	\$11,259	31690	\$10,371	\$888
Cellcom	\$38,901	13786	\$38,016	\$885
I-Go Van & Storage	\$11,083	31964	\$10,200	\$883
Brentwood Capital Advisors	\$45,012	12243	\$44,130	\$882
Grandpas Cheese Barn Store	\$31,500	16262	\$30,618	\$882
Fireside Restaurant	\$10,628	32598	\$9,747	\$881
Bella Vista Contractors	\$28,497	17598	\$27,620	\$877
Castoro Cellars	\$18,340	23731	\$17,464	\$876
HATCH LOC DLR	\$29,939	16959	\$29,064	\$875
Baymar Farms Horse Training	\$10,500	32751	\$9,625	\$875
RENO DIAGNOSTIC CENTER	\$83,051	7221	\$82,177	\$874
McLoughlin Plumbing Heating & Cooling	\$10,624	32605	\$9,750	\$874
Dandy Western Wear Store	\$42,680	12796	\$41,807	\$873

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Briggs Local Dealer	\$28,807	17437	\$27,936	\$871
Antique Emporium	\$13,351	28765	\$12,480	\$871
SCHNITZER STEEL	\$12,337	30171	\$11,466	\$871
Pine River Sales Trailer Dealer	\$10,850	32307	\$9,980	\$870
Dick Van Dyke Appliance World	\$49,834	11239	\$48,965	\$869
ALLEN TIRE & SERVICE	\$27,199	18184	\$26,330	\$869
Monroes Furniture Store	\$13,836	28199	\$12,968	\$868
Alma Local Dealer	\$15,071	26769	\$14,204	\$867
Caesar Creel Flea Market	\$19,929	22478	\$19,063	\$866
Saleme Insurance Agency	\$14,865	27117	\$14,000	\$865
APPLETON HARLEY-DAVIDSON	\$13,255	28858	\$12,390	\$865
Kendrick Paint & Body Shop	\$29,076	17310	\$28,212	\$864
Tennessee Hills Distillery	\$44,327	12418	\$43,465	\$862
Pearls Restaurant	\$23,496	20188	\$22,636	\$860
Sakura Japanese Restaurant	\$21,768	21213	\$20,908	\$860
STERNBERG MUSEUM	\$12,034	30509	\$11,175	\$859
Quality Living Home Care Service	\$13,998	28078	\$13,140	\$858
Toker Friendly Marijuana Dispensary	\$36,976	14367	\$36,119	\$857
Excel Modular Scaffold Contractor	\$18,430	23646	\$17,573	\$857
GCP Discount Liquor & Wine Store	\$16,319	25543	\$15,462	\$857
World Beverage Fine Wine & Liquor Store	\$22,980	20466	\$22,124	\$856
Smiles By Dr Heavenly Dentistry	\$22,081	21024	\$21,225	\$856
MONKS FURN WAREHOUSE	\$10,272	33171	\$9,416	\$856
KSAZ	\$116,220	5320	\$115,365	\$855
Coastal Equipment Rental	\$18,405	23667	\$17,550	\$855
McLaughlins RV & Marine	\$11,407	31488	\$10,552	\$855
Family Wealth Group	\$35,562	14809	\$34,708	\$854
STE GENEVIEVE CNTY/HOSP	\$18,855	23298	\$18,001	\$854
HiLine Homes	\$16,835	25055	\$15,981	\$854
RENCO Roofing	\$111,622	5518	\$110,769	\$853
Bakersfield Heart Hospital	\$29,448	17157	\$28,596	\$852
Burntshirt Vineyards	\$21,594	21327	\$20,742	\$852
BUCHANAN COUNTY	\$130,695	4799	\$129,844	\$851
Tech Credit Union	\$29,250	17235	\$28,400	\$850
TRI COUNTY GROUP	\$20,024	22318	\$19,174	\$850
St Xavier High School	\$12,800	29498	\$11,950	\$850
Room To Room Furniture Store	\$10,200	33258	\$9,350	\$850
HARRIS HOME/CHILDREN CTR	\$10,050	33490	\$9,200	\$850
Hoffman Sternberg & Karpf Llc Law Firm	\$23,767	20034	\$22,919	\$848
FANTASY LAND	\$16,800	25081	\$15,952	\$848
CLEVELAND UTILITIES	\$18,719	23432	\$17,872	\$847

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Hyde Homes	\$95,445	6364	\$94,599	\$846
Russo Petrullo Law Group	\$22,094	21010	\$21,248	\$846
Nav-A-Gator Bar & Grill	\$13,010	29166	\$12,164	\$846
Joey Gilbert Attorney	\$50,255	11135	\$49,410	\$845
Comfort Center Furniture Store	\$44,304	12423	\$43,463	\$841
STOUGHTON HOSPITAL	\$21,008	21647	\$20,167	\$841
HBC Hiawatha Broadband Communications	\$43,259	12664	\$42,419	\$840
Truservice Community Federal Credit Union	\$21,210	21537	\$20,370	\$840
Baker & Graham Dental Clinic	\$11,880	30884	\$11,040	\$840
I20 Local Dealer	\$17,087	24833	\$16,248	\$839
KCNC	\$28,644	17520	\$27,810	\$834
HOSPICE OF ACADIANA	\$18,459	23626	\$17,626	\$833
TMEIC	\$13,737	28328	\$12,905	\$832
CARES Cheaha Area Regional Emergency Specialists	\$12,468	30012	\$11,636	\$832
WOODS PEST CONTROL SVC	\$29,228	17260	\$28,398	\$830
Bay Dental Center	\$17,820	24219	\$16,990	\$830
KENNEDY CENTER REHAB CTR	\$28,536	17571	\$27,708	\$828
Clark Regional Medical Center	\$19,379	22926	\$18,552	\$827
Farmview Market	\$12,822	29477	\$11,995	\$827
Smile At The World Orthodontics	\$10,949	32200	\$10,122	\$827
Komatsu	\$69,447	8498	\$68,622	\$825
Chestnut Mountain Ski Resort	\$22,605	20660	\$21,780	\$825
Wake Electric Co	\$27,163	18206	\$26,343	\$820
PAN PACIFIC DEV CORP	\$34,552	15162	\$33,734	\$818
Stinkys Smoke Shop	\$31,084	16459	\$30,268	\$816
BARGAIN HUNTERS STORE	\$18,302	23754	\$17,486	\$816
Key Mortgage Co	\$22,616	20656	\$21,801	\$815
Ponce De Leon Fountain Of Youth Park	\$17,189	24756	\$16,374	\$815
HATTIESBURG CYCLES	\$20,042	22306	\$19,228	\$814
Peterson Insurance Service	\$15,924	25942	\$15,112	\$812
CHESTER COUNTY EYE CARE	\$30,969	16505	\$30,158	\$811
Spectrum Capital Real Estate Developer	\$46,000	12004	\$45,190	\$810
Arkansas One Call	\$16,910	24970	\$16,100	\$810
WEST WIND DENTAL SERVICE	\$23,011	20433	\$22,202	\$809
LIVONIA LOC DLR	\$17,131	24790	\$16,322	\$809
Williamson County Equipment Co	\$10,839	32321	\$10,030	\$809
Geiser Grand Restaurant & Hotel	\$20,016	22321	\$19,208	\$808
Black Gold Casino	\$11,847	30913	\$11,040	\$807
Apple Blossom Brewing Co	\$17,870	24181	\$17,064	\$806
Mountain Outfitters Sporting Goods Store	\$12,601	29718	\$11,795	\$806
Executive Landscaping Service	\$19,720	22609	\$18,915	\$805

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Burrell College Of Osteopathic Medicine	\$17,880	24166	\$17,075	\$805
Crystal Lounge	\$14,366	27622	\$13,561	\$805
Arvig Telecommunication Service	\$28,095	17763	\$27,291	\$804
Ringling College Of Art & Design	\$19,679	22649	\$18,875	\$804
Jelly Bellys Pools & Spas	\$12,960	29328	\$12,156	\$804
Delta Downs Racetrack Casino Hotel	\$74,019	8042	\$73,217	\$802
El Rancho Inn Hotel	\$25,251	19149	\$24,449	\$802
Woodleys Fine Furniture Store	\$36,498	14517	\$35,698	\$800
Cheyenne WY	\$35,232	14905	\$34,432	\$800
Hoffmans Supply Home & Garden Center	\$15,900	25956	\$15,100	\$800
DANIEL APPLIANCE CENTER	\$13,200	28913	\$12,400	\$800
Inland Northwest Behavioral Health	\$13,200	28913	\$12,400	\$800
VALAIRCO AC SERVICE	\$12,800	29498	\$12,000	\$800
High Hemp	\$10,800	32363	\$10,000	\$800
Lakeshore Technical College	\$10,074	33454	\$9,274	\$800
Louisiana Right To Life Organization	\$36,468	14528	\$35,670	\$798
Findlay RV Center	\$15,670	26165	\$14,872	\$798
Kobelco	\$10,392	32992	\$9,594	\$798
WESTERN inn motel	\$21,435	21433	\$20,638	\$797
Raceway Foods	\$16,260	25576	\$15,464	\$796
Morris Bank	\$30,305	16785	\$29,510	\$795
Gilbert M Taylor Attorney	\$29,640	17080	\$28,846	\$794
Middendorfs Seafood Restaurant	\$80,174	7449	\$79,381	\$793
Duval Orthodontics Clinic	\$18,438	23640	\$17,646	\$792
Highway 29 Healthcare	\$17,355	24610	\$16,564	\$791
Derek Sawyers Smart Energy	\$16,813	25069	\$16,023	\$790
Woodrys Furniture Store	\$28,032	17782	\$27,244	\$788
Word Of Faith Love Center	\$25,273	19143	\$24,485	\$788
State Technical College Of MO	\$44,419	12402	\$43,632	\$787
Parker Pallett Slezak & Russell Attorneys	\$20,190	22217	\$19,403	\$787
ERIE PLAYHOUSE	\$12,500	29872	\$11,713	\$787
ACE AUTO PARTS STORE	\$14,074	27917	\$13,291	\$783
Taco Villa Restaurant	\$96,038	6323	\$95,256	\$782
MARCUMS NURSERY	\$10,153	33348	\$9,372	\$781
Reza Sedghi Attorney	\$27,942	17851	\$27,162	\$780
NEW SMYRNA HARLEY-DVDSN	\$22,272	20896	\$21,492	\$780
Stafford Air & Space Museum	\$20,868	21763	\$20,088	\$780
RUAG AEROSPACE	\$17,285	24666	\$16,505	\$780
20/20 Air Mechanical Contractor Service	\$14,000	28000	\$13,220	\$780
Galapagos Rockford Charter School	\$10,430	32919	\$9,650	\$780
Rice Tec Inc	\$12,768	29548	\$11,989	\$779

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Giant Local Dealer	\$20,239	22183	\$19,461	\$778
Auer Real Estate Agency	\$20,490	22025	\$19,713	\$777
CHARIS CHRISTIAN CENTER	\$16,776	25127	\$15,999	\$777
Jon Hall Local Dealer	\$30,284	16795	\$29,508	\$776
Sunnyside Local Dealer	\$12,748	29582	\$11,972	\$776
Heart Of Tulsa Show	\$26,613	18467	\$25,838	\$775
North GA Equipment Co Heating & AC	\$26,130	18689	\$25,355	\$775
Cornerstone Baptist Church	\$14,500	27453	\$13,725	\$775
Blue Ridge Local Dealer	\$28,490	17603	\$27,716	\$774
Front Range Flea Market	\$10,727	32483	\$9,953	\$774
Menominee Casino Resort	\$70,978	8326	\$70,206	\$772
Joshua Media Ministries Intl	\$25,880	18840	\$25,108	\$772
Little Village Restaurant & Lounge	\$14,469	27496	\$13,697	\$772
Autumn Lake Healthcare At New Britain Nursing Home	\$10,036	33515	\$9,264	\$772
Belmont University	\$103,596	5878	\$102,825	\$771
MID-AMERICA APT CMNTY	\$45,613	12105	\$44,843	\$770
WEST GA EYE CLINIC	\$24,310	19698	\$23,540	\$770
Walstead Mertsching Law Firm	\$24,170	19771	\$23,400	\$770
TRADEWINDS PLAZA	\$31,045	16474	\$30,276	\$769
Hundreds Sporting Goods Store	\$26,259	18630	\$25,492	\$767
North East TX Regional Mobile Authority	\$37,733	14126	\$36,967	\$766
Plano Police Department	\$31,700	16196	\$30,934	\$766
Foothills Amish Furniture Store	\$107,576	5695	\$106,811	\$765
Max Motors	\$12,045	30500	\$11,280	\$765
Park Bank	\$11,134	31889	\$10,369	\$765
Subaru	\$78,069	7644	\$77,307	\$762
RUSSO BROS & CO PLUMBING	\$20,846	21777	\$20,084	\$762
Iberia	\$18,912	23250	\$18,150	\$762
SPEEDEE MART	\$17,441	24552	\$16,680	\$761
Canalyst Business Services	\$27,588	18009	\$26,828	\$760
Carolina Gold Construction	\$15,300	26548	\$14,540	\$760
Richfield Retirement Community	\$24,542	19568	\$23,784	\$758
Sunny King Local Dealer	\$17,352	24612	\$16,594	\$758
Pennsville National Bank	\$25,943	18811	\$25,187	\$756
Kost Tire & Auto Service	\$25,378	19093	\$24,622	\$756
MCLAUGHLIN CHIRO CTR	\$11,568	31267	\$10,812	\$756
Tillery Local Dealer	\$13,039	29145	\$12,284	\$755
National Furniture Liquidators	\$16,750	25143	\$15,996	\$754
Frank Guilardi Attorney	\$75,251	7919	\$74,498	\$753
Greens At Springfield Real Estate Development	\$27,375	18109	\$26,622	\$753
Florida Coalition On Black Civic Participation	\$16,151	25687	\$15,400	\$751

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
KASY	\$36,750	14427	\$36,000	\$750
Mumphrey Law Firm	\$24,050	19832	\$23,300	\$750
BARTON CARPETS STORE	\$19,438	22876	\$18,688	\$750
Leos Seafood Restaurant	\$18,500	23583	\$17,750	\$750
Hank Graff Local Dealer	\$18,066	23925	\$17,316	\$750
Oakland Museum Of CA	\$11,000	32082	\$10,250	\$750
Northville Physical Rehabilitation	\$20,396	22090	\$19,647	\$749
Silverado Franklin Historic Hotel & Gaming Complex	\$97,860	6216	\$97,112	\$748
Eurooptic Gun Store	\$46,129	11988	\$45,381	\$748
PAUL BARNETTE LOC DLR	\$27,628	17978	\$26,880	\$748
Sams Restaurant	\$17,400	24570	\$16,652	\$748
Capones Restaurant	\$43,437	12619	\$42,690	\$747
Anson Eleven Restaurant	\$16,443	25438	\$15,697	\$746
Mags Indoor Shooting Range	\$14,065	27922	\$13,319	\$746
Sexton Dental Clinic	\$45,595	12108	\$44,850	\$745
Berends Hendricks Stuit Insurance Agency	\$48,577	11502	\$47,833	\$744
Wyffels Hybrids	\$33,382	15554	\$32,638	\$744
CINDY BASINSKI MD	\$38,928	13774	\$38,185	\$743
Eaton Aerospace	\$17,392	24581	\$16,649	\$743
Curtiss Ryan Local Dealer	\$27,425	18086	\$26,683	\$742
TENNESSEE SPEED SPORT	\$50,256	11134	\$49,516	\$740
Greer Commission Of Public Works	\$18,060	23928	\$17,320	\$740
Artsquest Fine Arts Festival	\$10,000	33565	\$9,260	\$740
1st Choice Realty Agency	\$12,730	29597	\$11,992	\$738
Great Plains Health Co	\$15,461	26396	\$14,724	\$737
HAUNTED HISTORY TOURS	\$13,601	28462	\$12,866	\$735
First AR Bank & Trust	\$44,023	12489	\$43,291	\$732
SELF REGIONAL HEALTHCARE	\$80,984	7378	\$80,253	\$731
Berger Health System	\$41,124	13167	\$40,393	\$731
Kimball Health Services	\$13,030	29151	\$12,300	\$730
Jim Glover Local Dealer	\$23,281	20309	\$22,552	\$729
Graham Enterprises	\$22,694	20610	\$21,965	\$729
Lamberts Cafe	\$48,774	11460	\$48,048	\$726
Liquor Depot Liquor Store	\$16,812	25070	\$16,086	\$726
ABC Supply Co	\$17,431	24555	\$16,706	\$725
WTRF	\$22,724	20604	\$22,000	\$724
KNIGHTS JEWELERS	\$19,268	22995	\$18,544	\$724
ALLURE RETAIL STORE	\$25,421	19066	\$24,700	\$721
Artsy Abode Gift Boutique	\$34,823	15066	\$34,103	\$720
DONNAS INTERIOR FURN	\$32,765	15779	\$32,045	\$720
MADISON TRUCK PLAZA	\$31,072	16466	\$30,352	\$720

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Fuller Septic Services	\$13,267	28842	\$12,547	\$720
Ciao Bella Restaurant	\$11,760	31016	\$11,040	\$720
One Smile Dental Clinic	\$11,400	31493	\$10,680	\$720
Give Back Real Estate	\$11,264	31681	\$10,544	\$720
SouthEastern Development Group	\$29,840	16985	\$29,122	\$718
Bristol Motor Speedway	\$15,675	26160	\$14,960	\$715
Albany Medical Center	\$39,943	13474	\$39,229	\$714
True Smile Orthodontics	\$21,294	21496	\$20,580	\$714
ARNOLD MACHINERY	\$24,346	19690	\$23,633	\$713
Musso & Frank Grill	\$49,027	11412	\$48,315	\$712
Hamstead Williams & Shook Attorney	\$15,000	26823	\$14,288	\$712
Daytona Flea & Farmers Market	\$26,252	18634	\$25,542	\$710
Appalachian Ski Mountain Resort	\$42,549	12824	\$41,841	\$708
Pompano Joes Restaurant	\$36,315	14580	\$35,607	\$708
STRIKE ZONE FISHING STR	\$27,386	18104	\$26,678	\$708
SNVWA ORG	\$22,670	20618	\$21,962	\$708
Action Arms Gun Shop	\$14,808	27160	\$14,100	\$708
Loves Bedding & Furniture	\$21,227	21529	\$20,521	\$706
Miami Jewish Health Systems	\$39,920	13487	\$39,215	\$705
Wayne Bank	\$22,574	20690	\$21,869	\$705
InQuest Marketing	\$33,120	15635	\$32,416	\$704
COXS HARLEY-DAVIDSON	\$31,468	16286	\$30,765	\$703
TOP KITCHEN&BATH SLS&SVC	\$52,471	10740	\$51,769	\$702
Dogtown Pet Spa	\$37,720	14129	\$37,018	\$702
LONGVIEW ORTHOPAEDIC CTR	\$14,799	27168	\$14,098	\$701
Faulkner University	\$46,055	11995	\$45,355	\$700
Alamance Community Clg	\$29,642	17078	\$28,942	\$700
Spice Merchants Store	\$18,549	23549	\$17,849	\$700
Klingel Farms	\$12,700	29626	\$12,000	\$700
NEW SEASON CHURCH	\$11,050	32000	\$10,350	\$700
FLORIDA PEST CONTROL	\$14,196	27805	\$13,497	\$699
High Country Inn	\$32,261	15977	\$31,564	\$697
Marble City Pharmacy	\$15,348	26500	\$14,651	\$697
Zone 4 Concert	\$13,613	28452	\$12,917	\$696
Waterbury Heating & Cooling Services	\$14,555	27404	\$13,860	\$695
Woodward Heating Inc	\$30,584	16655	\$29,890	\$694
PIH Health	\$131,707	4767	\$131,014	\$693
Eric K Roberts Attorney	\$24,362	19677	\$23,669	\$693
Vittles Restaurant	\$17,973	24089	\$17,280	\$693
Gary Johnston Truck & Auto Repair	\$15,234	26620	\$14,541	\$693
Breitenfeldt Group Health Insurance Brokerage	\$29,268	17231	\$28,577	\$691

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Country House & Furniture Store	\$27,751	17921	\$27,061	\$690
EVERETT GOSPEL MISSION	\$21,915	21129	\$21,225	\$690
VOLO AUTO MUSEUM	\$15,849	25991	\$15,160	\$689
SHEPHERD HILLS	\$33,641	15463	\$32,953	\$688
GPR Collision Services	\$23,380	20267	\$22,692	\$688
Bank Of York	\$19,552	22747	\$18,865	\$687
Mike Scott Plumbing Service	\$12,769	29543	\$12,082	\$687
Roby Realty	\$12,600	29721	\$11,913	\$687
Sunrise Dental	\$13,344	28778	\$12,658	\$686
Rice Palace Casino	\$25,410	19072	\$24,725	\$685
Bartolotta Restaurant Group	\$14,998	26999	\$14,313	\$685
Neches Federal Credit Union	\$80,498	7420	\$79,814	\$684
Blue Ridge Log Cabins Development	\$25,134	19217	\$24,450	\$684
Home Acres Fine Furniture Store	\$12,525	29838	\$11,844	\$681
Baribault Oil Co	\$34,855	15054	\$34,175	\$680
Lakeside Herbal Solution Recreational Marijuana Shop	\$29,646	17076	\$28,970	\$676
Plain View Assisted Living	\$15,975	25915	\$15,300	\$675
Wegener Asphalt Contractor	\$14,850	27125	\$14,175	\$675
SHARP FUNERAL HOME	\$24,225	19747	\$23,552	\$673
EP Homiek Sheet Metal	\$44,302	12425	\$43,630	\$672
Hills & Dales General Hospital	\$22,062	21029	\$21,390	\$672
St Helena Hospital	\$63,299	9208	\$62,628	\$671
Norcross Extended Hotels	\$21,300	21489	\$20,629	\$671
GREATER DES MNS PRTNRSHIP	\$22,685	20612	\$22,015	\$670
Candy Lady Candy Store	\$19,378	22929	\$18,708	\$670
SNIDER REALTY	\$14,260	27737	\$13,590	\$670
Solvay Bank	\$39,318	13647	\$38,650	\$668
Owl Club Night Club	\$12,702	29622	\$12,034	\$668
Service Champions Heating & Air Conditioning	\$13,415	28715	\$12,750	\$665
Cottle Law Firm	\$86,381	6995	\$85,717	\$664
Stearns Financial Services Group	\$18,431	23644	\$17,768	\$663
United Country	\$10,094	33430	\$9,432	\$662
American Marine & Motorsports Super Center	\$14,412	27543	\$13,752	\$660
4M Metals Roofing Mfg Co	\$37,441	14234	\$36,782	\$659
Pioneer Hotel & Gambling Hall	\$15,050	26785	\$14,392	\$658
Sazs Restaurant	\$14,528	27428	\$13,870	\$658
Camden County	\$14,036	27961	\$13,380	\$656
Weirs Furniture Store	\$230,937	2784	\$230,282	\$655
Knieper Team Realty	\$21,663	21279	\$21,008	\$655
JODEN JEWELERS	\$77,509	7702	\$76,855	\$654
Cute Smiles 4 Kids	\$20,026	22314	\$19,372	\$654

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Arizona Office Liquidators & Designs Store	\$20,900	21748	\$20,248	\$652
BASTROP TX	\$15,051	26781	\$14,399	\$652
Johnson College	\$15,613	26221	\$14,962	\$651
Henderson Beach & Spa Resort Destin Beach	\$14,999	26823	\$14,348	\$651
SANDERS LOC DLR	\$29,383	17190	\$28,733	\$650
RAFTING IN THE SMOKIES	\$26,642	18462	\$25,992	\$650
Rapides AfterHours Urgent Care	\$21,182	21551	\$20,532	\$650
East MS Oral & Facial Surgery Center	\$12,000	30536	\$11,350	\$650
Endeavor Health Services	\$11,620	31202	\$10,971	\$649
Campbell Freightliner Truck Local Dealer	\$48,096	11595	\$47,448	\$648
YOUR JEWELRY BOX STORE	\$24,372	19667	\$23,724	\$648
New Bedford Credit Union	\$14,378	27615	\$13,730	\$648
LeConte Realty	\$14,130	27867	\$13,482	\$648
Hawkins Law Firm	\$14,238	27765	\$13,591	\$647
Mid-State Termite & Pest Control	\$12,314	30191	\$11,667	\$647
Winthrop University	\$53,130	10627	\$52,484	\$646
WALLYS LOC DLR	\$12,509	29853	\$11,863	\$646
Landmark Hotels	\$19,519	22766	\$18,874	\$645
Sandhill Crane Vineyards	\$18,303	23754	\$17,658	\$645
Steve Jones Local Dealer	\$18,864	23291	\$18,220	\$644
Associated Credit Union	\$27,455	18077	\$26,813	\$642
Boondocks Restaurant	\$12,504	29865	\$11,862	\$642
Americold Logistics Service	\$16,536	25326	\$15,895	\$641
Panther Distillery	\$15,358	26496	\$14,717	\$641
Stanly Community College	\$25,494	19027	\$24,854	\$640
Twins Local Dealer	\$165,149	3855	\$164,512	\$637
Phillips Collection	\$25,368	19100	\$24,731	\$637
AUSTINS SHOE STORE	\$20,184	22218	\$19,549	\$635
Progressive Lighting Store	\$26,603	18470	\$25,969	\$634
Nelson & Nelson Chiropractic Centers	\$49,140	11390	\$48,507	\$633
Country Junction Store	\$18,786	23349	\$18,154	\$632
I-39 SHELL SVC STATION	\$31,812	16156	\$31,182	\$630
Giuseppes Restaurant	\$29,380	17193	\$28,750	\$630
Heat Illness Prevention	\$15,900	25956	\$15,270	\$630
Gabriel & Co Jewelers	\$13,314	28808	\$12,684	\$630
PINE LAKES APARTMENTS	\$10,286	33153	\$9,657	\$629
CW SMITH JEWELERS	\$15,535	26311	\$14,908	\$627
Texell Credit Union	\$304,824	2100	\$304,199	\$625
Wildwood Casino At Cripple Creek	\$39,311	13648	\$38,687	\$624
GESKES GRILLE RESTAURANT	\$18,591	23516	\$17,967	\$624
G Foleys Restaurant	\$24,397	19648	\$23,774	\$623

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Greg Prosmushkin Attorney	\$23,952	19945	\$23,329	\$623
Hogan Law Firm	\$20,173	22222	\$19,551	\$622
BIKE CENTER BIKE SHOP	\$14,492	27484	\$13,870	\$622
ANGELA HOSPICE	\$11,422	31472	\$10,800	\$622
Stuart Insurance Agency	\$30,820	16554	\$30,199	\$621
CKO Kickboxing Fitness Center	\$76,507	7801	\$75,887	\$620
Thompson Furniture & Mattress Store	\$25,316	19124	\$24,696	\$620
Darden Restaurants	\$157,407	4027	\$156,788	\$619
Schneitter Fireworks & Importing Co	\$11,415	31478	\$10,796	\$619
Caliterra Real Estate Development	\$108,510	5663	\$107,892	\$618
REICH & MANCINI ATTY	\$19,016	23165	\$18,398	\$618
MEENA JEWELLERS STORE	\$16,506	25342	\$15,888	\$618
Delta Sonic Car Wash Service	\$212,877	3032	\$212,260	\$617
Blue Runner	\$141,631	4467	\$141,014	\$617
Riverside Oral Surgery	\$45,955	12018	\$45,339	\$616
Hub Restaurant	\$24,178	19767	\$23,562	\$616
Woodloch Resort	\$28,417	17627	\$27,802	\$615
BAILEY CHIROPRACTIC CTR	\$24,354	19683	\$23,739	\$615
Hennepin County Human Services & Public Health Dept	\$13,126	29033	\$12,512	\$614
ProHealth Dental	\$54,813	10356	\$54,200	\$613
NATHAN LITTAUER HOSPITAL	\$54,132	10461	\$53,519	\$613
European Sleep Works Store	\$14,908	27072	\$14,295	\$613
Bank Of Luxemburg	\$14,448	27511	\$13,836	\$612
Thoroughbred Local Dealer	\$34,735	15101	\$34,125	\$610
Ba Sweetie Candy	\$36,960	14370	\$36,352	\$608
El Pasoans Fighting Hunger Food Bank	\$13,284	28831	\$12,677	\$607
CIRCUS FIREWORKS STORE	\$19,747	22592	\$19,141	\$606
Kwiker Liquor Store	\$13,080	29097	\$12,474	\$606
MARTIN LAW OFFICE	\$91,116	6658	\$90,511	\$605
1st Commercial Credit Corp Loan Co	\$40,583	13295	\$39,978	\$605
SUPERIOR AUTO BODY	\$17,378	24597	\$16,773	\$605
Family Beer & Liquors Store	\$14,004	27995	\$13,399	\$605
SEA LION CAVES	\$34,840	15059	\$34,236	\$604
Cowtown Boots	\$33,285	15584	\$32,681	\$604
Aztec Highway Store	\$30,141	16843	\$29,537	\$604
Pulidos Mexican Restaurant	\$15,400	26448	\$14,796	\$604
Loud American Roadhouse	\$18,279	23775	\$17,676	\$603
Sukiya Fast Food Restaurant	\$15,983	25903	\$15,380	\$603
Molle Local Dealer	\$12,195	30324	\$11,592	\$603
Brian D Guralnick Attorney	\$51,456	10907	\$50,854	\$602
BATHMASTERS CLEANING SVC	\$22,977	20466	\$22,375	\$602

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
MAURY COUNTY TN	\$20,796	21821	\$20,194	\$602
Mahla Office Equipment Store	\$25,315	19124	\$24,714	\$601
Camera Casino Camera Shop	\$15,786	26050	\$15,185	\$601
Shoemaker Irrigation Supply	\$11,221	31774	\$10,620	\$601
Route 23 Local Dealer	\$79,500	7510	\$78,900	\$600
Emmanuel Sheppard & Condon Attorney	\$63,600	9175	\$63,000	\$600
SAYERS JEWELERS&GMLGSTS	\$31,329	16336	\$30,729	\$600
American Equity	\$30,462	16707	\$29,862	\$600
Qual Choice	\$24,000	19866	\$23,400	\$600
SHOPS AT WOODLAKE KOHLER	\$16,586	25289	\$15,986	\$600
Sherwood Groves Local Dealer	\$15,000	26823	\$14,400	\$600
CAROLINA BLINDS STORE	\$21,636	21291	\$21,039	\$597
Idaho Forest Products	\$18,278	23776	\$17,681	\$597
Italian House Pizzeria Restaurant	\$14,468	27499	\$13,872	\$596
Studio Local Dealer	\$20,028	22314	\$19,433	\$595
Missouri Furniture Mart	\$38,017	14028	\$37,423	\$594
FURNITURE & THINGS STORE	\$19,860	22511	\$19,266	\$594
METRO FLOORS STORE	\$14,157	27838	\$13,563	\$594
Hillock Foods Store	\$15,776	26060	\$15,183	\$593
HUTCHS CAR WASH	\$64,494	9074	\$63,902	\$592
Patrick Square Real Estate Development	\$21,305	21487	\$20,713	\$592
Neessen Local Dealer	\$26,676	18450	\$26,086	\$590
Akins Local Dealer	\$22,630	20647	\$22,040	\$590
Pauly Local Dealer	\$17,708	24309	\$17,118	\$590
Waterline Auto Spa Express	\$13,775	28278	\$13,185	\$590
Samuel T Bryant Distillery	\$10,965	32188	\$10,375	\$590
Derick Dermatology Center	\$42,545	12826	\$41,956	\$589
Santa Barbara Museum Of Natural History	\$15,996	25893	\$15,407	\$589
Prima Care Medical Center	\$26,728	18429	\$26,141	\$587
Thompson Rental Services	\$16,120	25715	\$15,533	\$587
Wharthan Dermatology	\$17,482	24529	\$16,896	\$586
Truetts Grill Restaurant	\$16,101	25732	\$15,516	\$585
First OK Bank	\$21,816	21177	\$21,232	\$584
King Kong Restaurant	\$10,530	32722	\$9,948	\$582
Pogue Local Dealer	\$18,604	23492	\$18,023	\$581
Century Bank	\$28,758	17472	\$28,181	\$577
Kids Escaping Drugs Organization	\$10,476	32864	\$9,899	\$577
NORDIC SPORT STORE	\$11,013	32070	\$10,437	\$576
Mac Local Dealer	\$12,996	29254	\$12,421	\$575
J&J WHOLESALE NURSERY	\$10,067	33477	\$9,492	\$575
Southwest Healthcare System	\$23,398	20252	\$22,824	\$574

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
El Burrito Loco Restaurant	\$14,468	27497	\$13,896	\$572
SOCORRO NM	\$20,141	22243	\$19,570	\$571
Sandia Preparatory School	\$19,410	22901	\$18,839	\$571
Roughing It In Style Store	\$37,046	14343	\$36,477	\$569
Bushkill Falls Park	\$76,621	7790	\$76,053	\$568
State Local Dealer	\$15,805	26026	\$15,237	\$568
Master Spas Of West MI	\$24,270	19724	\$23,705	\$565
Viva Health	\$22,024	21048	\$21,460	\$564
Stevinson Local Dealer	\$75,372	7912	\$74,809	\$563
Tri County Foot & Ankle	\$22,090	21019	\$21,527	\$563
North Lawndale College Prep High School	\$14,625	27332	\$14,062	\$563
ARIZONA DEPT/CORRECTIONS	\$19,032	23155	\$18,471	\$561
PARKESDALE STRWBRY&CTRS	\$17,333	24628	\$16,772	\$561
Columbus Aesthetic & Plastic Surgery	\$26,097	18712	\$25,538	\$559
LINDALE	\$10,503	32744	\$9,944	\$559
Altitude Dispensary	\$20,028	22313	\$19,470	\$558
Try My Nuts Store	\$18,750	23381	\$18,192	\$558
Key Builders	\$48,886	11439	\$48,329	\$557
Valley Regional Medical Center	\$18,192	23851	\$17,635	\$557
Causeway Local Dealer	\$65,390	8968	\$64,835	\$555
Kart Kountry Family Entertainment Center	\$23,015	20430	\$22,460	\$555
BancFirst Of OK	\$10,855	32305	\$10,300	\$555
Texan Local Dealer	\$11,844	30926	\$11,291	\$553
Tulsa Federal Credit Union	\$50,700	11045	\$50,148	\$552
Gem Care Staffing Service	\$39,549	13574	\$38,998	\$551
MARTIN GUITAR CO STORE	\$28,177	17721	\$27,626	\$551
TJS Diner	\$11,562	31272	\$11,011	\$551
Splashtown Pools	\$11,556	31278	\$11,005	\$551
Treehouse Adventure Park	\$10,350	33056	\$9,800	\$550
Ken Wilson Local Dealer	\$141,180	4483	\$140,631	\$549
Shoreline Vision	\$10,848	32313	\$10,300	\$548
Spirit Aerosystems	\$27,744	17927	\$27,198	\$546
VNA Health Care	\$15,993	25896	\$15,447	\$546
Togos Restaurant	\$11,414	31480	\$10,868	\$546
Higgins Contractors	\$27,327	18127	\$26,782	\$545
Gregg Orr Local Dealer	\$21,125	21582	\$20,580	\$545
Stribling Equipment	\$54,904	10343	\$54,360	\$544
RIEMANN FUNERAL HOMES	\$52,215	10775	\$51,671	\$544
Sals Italian Restaurant	\$16,959	24944	\$16,416	\$543
Supreme Choice Healthcare	\$32,894	15728	\$32,352	\$542
SOUTHERN HOMES	\$26,102	18702	\$25,560	\$542

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
LILY JEWELRY GALLERY	\$56,311	10148	\$55,770	\$541
Christie Clinic	\$20,588	21951	\$20,047	\$541
Pit Stop Car Wash	\$29,564	17111	\$29,024	\$540
Garrison Brothers Distillery	\$21,336	21474	\$20,796	\$540
Log Cabin Restaurant	\$15,560	26294	\$15,020	\$540
Dyer Local Dealer	\$15,647	26195	\$15,109	\$538
Street Smart Media Marketing Service	\$14,937	27045	\$14,399	\$538
Cornerstone Pharmacy	\$10,881	32285	\$10,344	\$537
Apex Medical Group Clinic	\$11,005	32076	\$10,470	\$535
Piedmont Technical College	\$27,768	17915	\$27,234	\$534
Jug Handle Inn Bar	\$24,770	19443	\$24,237	\$533
PEACHTREE CHILD DNTSTRY	\$12,584	29770	\$12,052	\$532
ANDERSON PUMP&MCHN SHP	\$18,243	23795	\$17,712	\$531
Little Mountain Unlimited	\$16,955	24948	\$16,425	\$530
Peoples Security Bank & Trust	\$48,529	11512	\$48,000	\$529
Sunrise Convenience Store	\$37,840	14093	\$37,312	\$528
DFT Communications	\$27,336	18123	\$26,808	\$528
McDermott Law Group	\$23,082	20396	\$22,554	\$528
Marlins Family Restaurant	\$21,713	21254	\$21,186	\$527
Hillcrest Golf Course	\$18,763	23371	\$18,236	\$527
St Francis Healthcare System	\$34,448	15198	\$33,923	\$525
Burns Law Firm	\$30,171	16838	\$29,646	\$525
Deaconess Pregnancy & Adoption Services	\$14,160	27834	\$13,635	\$525
PENCES APPL SALES & SVC	\$10,980	32171	\$10,455	\$525
Mark S Nelson Attorney	\$51,064	10979	\$50,540	\$524
J&R JEWELERS	\$19,808	22540	\$19,284	\$524
HOERR NURSERY	\$11,250	31699	\$10,726	\$524
METEOR CRATER	\$92,109	6586	\$91,587	\$522
Expert Heating & Cooling	\$17,226	24713	\$16,704	\$522
Gloucester County VA	\$10,962	32190	\$10,440	\$522
McGhee Tyson Airport	\$10,956	32196	\$10,434	\$522
Crossover Church	\$29,666	17067	\$29,145	\$521
ERICK SCHATS DUTCH BKRY	\$26,477	18535	\$25,957	\$520
McCoy & Sparks Attorneys	\$22,760	20575	\$22,240	\$520
St Dominic Hospital	\$125,856	4955	\$125,337	\$519
CONTINENTAL GARDENS DEV	\$21,384	21458	\$20,865	\$519
JACKSON LUMBER&MILLWORK	\$33,126	15629	\$32,608	\$518
Friendly Local Dealer	\$73,591	8088	\$73,075	\$516
Po Folks Restaurant	\$26,174	18676	\$25,658	\$516
Cybertex Institute Of Technology	\$21,312	21484	\$20,796	\$516
Brizee Heating & Air Conditioning Inc	\$17,256	24691	\$16,740	\$516

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Luis F Vega Attorney	\$25,122	19223	\$24,608	\$514
Prime HealthCare	\$50,557	11069	\$50,044	\$513
SMECO Energy Service	\$29,665	17069	\$29,153	\$512
DISCOUNT CARPET STORES	\$16,619	25253	\$16,107	\$512
US SafetyGear	\$13,581	28492	\$13,069	\$512
Splash Lagoon Indoor Water Park	\$12,780	29533	\$12,270	\$510
Tesoro Viejo Real Estate Development	\$116,902	5292	\$116,393	\$509
Axelrod & Assoc Attorney	\$31,258	16363	\$30,749	\$509
COHASSET JEWELERS	\$19,718	22610	\$19,210	\$508
Domino Fuel Stop	\$49,008	11415	\$48,501	\$507
Montana Silversmiths	\$23,028	20425	\$22,521	\$507
El Toro Mexican Restaurant	\$14,652	27312	\$14,145	\$507
California IVF Fertility Center	\$67,107	8761	\$66,603	\$504
Greens At Tuscaloosa Apartments	\$14,874	27103	\$14,370	\$504
ALL ABOUT FLOORS STORE	\$15,722	26117	\$15,219	\$503
Rafters Restaurant	\$10,630	32598	\$10,128	\$502
WHEATLANDS RE DEV	\$21,343	21473	\$20,842	\$501
Champion Insurance Assoc	\$10,025	33535	\$9,524	\$501
AMERICAN OAK WHOLESALERS	\$94,100	6446	\$93,600	\$500
KVNE	\$37,000	14357	\$36,500	\$500
Luv Braces Center	\$30,584	16653	\$30,084	\$500
Royal Manchester Golf Links	\$26,100	18704	\$25,600	\$500
Alvencia Kelly & Demerest Attorneys	\$25,900	18829	\$25,400	\$500
Trusted Choice Insurance Agency	\$25,500	19012	\$25,000	\$500
St John The Baptist Parish	\$21,912	21130	\$21,412	\$500
ECHO Community Healthcare Clinic	\$19,400	22910	\$18,900	\$500
Snappys Convenience Store	\$15,273	26587	\$14,773	\$500
STREET ROAD ACCESS STR	\$14,354	27633	\$13,854	\$500
CHERYL HAM TEAM REALTORS	\$11,000	32082	\$10,500	\$500
Moose Intl Organization	\$11,000	32082	\$10,500	\$500
Cancer Specialists Of North FL	\$10,517	32733	\$10,017	\$500
Sinclair Oil Corp	\$31,589	16237	\$31,090	\$499
Carroll Hospital Center	\$22,095	21008	\$21,596	\$499
Sylvan Airport Parking	\$12,996	29254	\$12,497	\$499
LCS Heating & Cooling	\$25,992	18776	\$25,494	\$498
Spell Well Montessori	\$19,308	22964	\$18,810	\$498
Opal Man Gallery Of Fine Opal Jewelry Store	\$17,544	24442	\$17,046	\$498
Beckhams B&M Bar-B-Que Restaurant	\$12,336	30171	\$11,839	\$497
Mecklenburg County Solid Waste & Recycling	\$19,500	22777	\$19,005	\$495
Pasco Turf & Tractor	\$11,238	31759	\$10,743	\$495
Bay Area Community Health Center	\$16,249	25585	\$15,755	\$494

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Clark Knapp Local Dealer	\$41,713	13028	\$41,220	\$493
Lion Habitat Ranch	\$40,662	13273	\$40,170	\$492
Lucys Place Casinos	\$21,809	21184	\$21,317	\$492
Sanderson Local Dealer	\$21,526	21365	\$21,034	\$492
Homes By Roth	\$18,192	23851	\$17,701	\$491
Pottery Express Store	\$13,099	29079	\$12,608	\$491
Charlestons Restaurant	\$49,468	11331	\$48,978	\$490
Pelican Landing Dental	\$27,356	18117	\$26,866	\$490
Body Lab	\$18,764	23368	\$18,274	\$490
Boundary House Restaurant	\$14,292	27703	\$13,802	\$490
BANNER SUPPLY CENTER	\$12,190	30339	\$11,700	\$490
Antonys Seafood/Restaurant	\$11,550	31284	\$11,060	\$490
SMOKE 4 LESS CIG STR	\$14,350	27638	\$13,861	\$489
NORTHEASTERN TECH CLG	\$20,942	21731	\$20,454	\$488
Ed Martin Local Dealer	\$11,052	31996	\$10,564	\$488
Los Angeles Football Club	\$50,486	11085	\$50,000	\$486
College Football Playoff	\$13,188	28965	\$12,702	\$486
GRAND COUNTRY MUSIC HALL	\$11,008	32073	\$10,522	\$486
Poodies Hilltop Roadhouse Bar & Restaurant	\$10,612	32628	\$10,126	\$486
Nail Heating & Air Conditioning	\$10,245	33213	\$9,759	\$486
RUNDE LOC DLR	\$46,928	11836	\$46,444	\$484
Walkers Furniture & Mattress Store	\$35,064	14967	\$34,580	\$484
Peterson Health Care Clinics	\$30,372	16756	\$29,888	\$484
Wesleyan College	\$22,784	20562	\$22,300	\$484
FRIEDMANS JEWELERS STORE	\$12,203	30317	\$11,719	\$484
Lindt	\$10,085	33440	\$9,601	\$484
Seeds Of Greatness Ministries	\$64,653	9056	\$64,170	\$483
GO WEST REALTY	\$17,770	24261	\$17,287	\$483
Orthopedic Institute Of NJ	\$50,869	11018	\$50,387	\$482
Mustre Dental Clinic	\$20,718	21875	\$20,236	\$482
Nisqually Red Wind Casino	\$16,562	25311	\$16,082	\$480
BOHNER BOAT&MARINE STORE	\$16,548	25320	\$16,068	\$480
Greenes Tractor Co	\$15,000	26823	\$14,520	\$480
Preston Hood Local Dealer	\$12,000	30536	\$11,520	\$480
FONNER PARK RACE TRACK	\$10,320	33101	\$9,840	\$480
Shane Shaffer	\$10,034	33518	\$9,554	\$480
Village Local Dealer	\$72,114	8211	\$71,635	\$479
IL Dept Of Transportation	\$55,000	10323	\$54,523	\$477
ALBRITONS JEWELRY STORE	\$39,084	13708	\$38,609	\$475
Fleet-Lube	\$12,863	29422	\$12,388	\$475
First Commerce Credit Union	\$57,456	10000	\$56,982	\$474

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Perdido Oyster Bar Restaurant & Marine	\$30,714	16596	\$30,240	\$474
Len Dudas Local Dealer	\$16,066	25764	\$15,592	\$474
Windsor CA	\$18,751	23379	\$18,278	\$473
BIG CHIEF TIRE CO	\$11,711	31074	\$11,239	\$472
Work Boot Shoe Store	\$149,954	4233	\$149,484	\$470
Diamond Shop Jewelers	\$29,597	17098	\$29,127	\$470
Murphin Ridge Building Supplies Center	\$12,720	29606	\$12,250	\$470
Osborne	\$11,649	31165	\$11,179	\$470
Caldwell Local Dealer	\$15,468	26390	\$15,000	\$468
WAY OUT WEST CLTHNG STR	\$16,050	25779	\$15,584	\$466
Coburg Pizza Restaurant	\$10,914	32245	\$10,448	\$466
Brett Insurance Agency	\$34,742	15099	\$34,277	\$465
Liberty Savings Federal Credit Union	\$26,645	18457	\$26,181	\$464
Van Griffith Local Dealer	\$10,140	33367	\$9,678	\$462
Live & Work In ME Initiative Employment Service	\$15,903	25953	\$15,442	\$461
Budget Inn & Suite	\$10,645	32589	\$10,184	\$461
Maury Regional Medical Center	\$16,468	25422	\$16,008	\$460
BRIGHTON FIRE DEPT	\$15,784	26053	\$15,324	\$460
Squash Blossom Market	\$10,111	33404	\$9,651	\$460
Tallahassee Diamond Center	\$27,165	18203	\$26,707	\$458
Airport Inn Motel	\$23,595	20133	\$23,138	\$457
Sea Ranch Restaurant	\$15,792	26048	\$15,336	\$456
Warrens Cranberry Festival	\$14,252	27743	\$13,796	\$456
MERCER MALL	\$13,452	28674	\$12,996	\$456
Cancer Services Organization	\$10,680	32551	\$10,225	\$455
VENUS JEWELERS	\$22,944	20482	\$22,490	\$454
Kootenai Urgent Care	\$19,303	22966	\$18,850	\$453
Mr Antenna	\$15,102	26738	\$14,649	\$453
Summit Christian Center	\$69,780	8460	\$69,328	\$452
Tower Federal Credit Union	\$40,602	13287	\$40,150	\$452
Carillon Oaks Memory Care Community	\$20,900	21748	\$20,450	\$450
Porcaro Local Dealer	\$40,640	13279	\$40,191	\$449
Hokkaido Japanese Restaurant	\$21,543	21355	\$21,094	\$449
CLIFFS SEPTIC SERVICE	\$11,264	31680	\$10,816	\$448
STONIES SAUSAGE SHOP	\$40,836	13230	\$40,389	\$447
Chaparral Mexican Grill Restaurant	\$15,280	26576	\$14,834	\$446
Kings Federal Credit Union	\$14,990	27004	\$14,546	\$444
Bandera Bank	\$12,450	30027	\$12,007	\$443
Morada Shopping Center	\$18,270	23779	\$17,828	\$442
Witham Health Services	\$23,212	20343	\$22,771	\$441
Mainstreet Community Bank Of FL	\$21,801	21187	\$21,360	\$441

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Hofbrau Steak & Seafood Restaurant	\$11,183	31842	\$10,742	\$441
Ronnie Waskins Local Dealer	\$23,790	20026	\$23,350	\$440
Select Bank	\$14,560	27398	\$14,120	\$440
Portland Federal Credit Union	\$58,802	9803	\$58,363	\$439
Jeffrey Leving Attorney	\$36,435	14539	\$35,996	\$439
Kolsrud Fast Food Restaurant	\$16,490	25405	\$16,051	\$439
Stuarts Landscaping & Garden Center	\$10,780	32425	\$10,341	\$439
WOR-WIC COMMUNITY CLG	\$23,556	20149	\$23,118	\$438
TRACY MILLS MD	\$20,548	21976	\$20,110	\$438
Norge Dental Center	\$17,826	24217	\$17,388	\$438
Lester Glenn Local Dealer	\$69,000	8541	\$68,563	\$437
S&H FARM SUPPLY	\$19,406	22901	\$18,969	\$437
Retro Fitness Center	\$48,079	11600	\$47,643	\$436
FIRST REDEEMERS CHURCH	\$20,905	21743	\$20,470	\$435
Smilebuilderz	\$18,111	23898	\$17,676	\$435
Canna Zone	\$10,356	33047	\$9,921	\$435
Intrepid Credit Union	\$17,096	24826	\$16,663	\$433
KOOGLER HOMES RE DEV	\$32,928	15709	\$32,496	\$432
GRANNYS COUNTRY KITCHEN	\$14,724	27251	\$14,292	\$432
HANFORD URGENT CARE CTR	\$13,940	28117	\$13,508	\$432
TRADING POST	\$10,930	32221	\$10,498	\$432
Fourwinds RV	\$61,732	9397	\$61,302	\$430
Woods Household & Appliance Store	\$11,472	31415	\$11,042	\$430
Grand Rapids State Bank	\$19,887	22499	\$19,458	\$429
Nelson Vein & Surgical Center	\$12,880	29401	\$12,451	\$429
Schibell & Mennie Attorneys	\$38,664	13851	\$38,236	\$428
All Pro Rooter & Plumbing	\$13,871	28176	\$13,443	\$428
Bishops Orchards Farm Market	\$115,076	5377	\$114,651	\$425
Lexington Mower Sales & Service	\$14,294	27699	\$13,869	\$425
Honeybaked Ham	\$58,739	9816	\$58,315	\$424
Pritchard & Fallin Heating Air Conditioning Electrical Plumbing Sa	\$30,958	16507	\$30,535	\$423
Parker Local Dealer	\$22,384	20828	\$21,964	\$420
Matheson & Horowitz Attorneys	\$23,227	20336	\$22,808	\$419
STILL LUMBER CO	\$18,166	23869	\$17,747	\$419
Cheyenne Regional Medical Center	\$59,217	9760	\$58,801	\$416
Pomerene Hospital	\$27,840	17892	\$27,424	\$416
Velocity Community Credit Union	\$12,276	30239	\$11,862	\$414
Shepherdsville KY	\$14,796	27183	\$14,383	\$413
Environmental Technical Institute	\$62,150	9344	\$61,739	\$411
Rogue Community College	\$37,050	14335	\$36,640	\$410
Crossroads Physical Therapy & Rehabilitation	\$13,975	28087	\$13,565	\$410

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
ITsavvy Tech Support	\$37,710	14131	\$37,302	\$408
Central Bank Of Lake Of The Ozarks	\$29,684	17061	\$29,276	\$408
Davenport Local Dealer	\$19,667	22659	\$19,259	\$408
Wildwood Truck Wash	\$13,764	28287	\$13,356	\$408
Northland Buildings	\$14,213	27782	\$13,806	\$407
Antique Market	\$19,889	22494	\$19,484	\$405
Hillsboro Area Hospital	\$15,108	26735	\$14,705	\$403
SCHNEES BOOTS & SHOES	\$24,958	19371	\$24,556	\$402
Cultivation Corridor	\$20,413	22071	\$20,011	\$402
UNION SERVICES	\$19,291	22982	\$18,889	\$402
Chiromed Chiropractic	\$14,388	27608	\$13,986	\$402
Boys Town National Research Hospital	\$41,780	13011	\$41,380	\$400
FORD CUSTOM CLSC HMS DEV	\$18,275	23777	\$17,875	\$400
Garden Barn Nursery	\$17,000	24890	\$16,600	\$400
Southwest FL & Lee County Fair	\$12,544	29815	\$12,144	\$400
Rheem Team Heating & AC	\$11,824	30950	\$11,424	\$400
WMRQ	\$11,400	31493	\$11,000	\$400
Frontier Bingo	\$25,947	18805	\$25,548	\$399
Bruckners Local Dealer	\$11,763	31009	\$11,364	\$399
WALDEN SHORES/WALDEN OKS	\$12,569	29788	\$12,171	\$398
SUNCOAST WOMENS CARE CTR	\$19,784	22570	\$19,387	\$397
Gun Shop	\$18,353	23723	\$17,956	\$397
MAGNOLIA LANDSCAPE SUPP	\$13,636	28440	\$13,240	\$396
Sanford School	\$12,348	30155	\$11,953	\$395
Aiken Housing Center	\$11,035	32036	\$10,640	\$395
First Assembly Of God	\$29,529	17123	\$29,135	\$394
Canoe Restaurant	\$28,063	17770	\$27,669	\$394
Empower Federal Credit Union	\$137,155	4602	\$136,762	\$393
DEER PARK LUMBER STORE	\$14,779	27197	\$14,386	\$393
NATIONAL SCOUTING MUSEUM	\$11,500	31343	\$11,108	\$392
SKI SHACK SKI SHOP	\$11,172	31851	\$10,780	\$392
Back Porch Restaurant	\$48,103	11591	\$47,712	\$391
EyeCare Physicians & Surgeons	\$29,830	16993	\$29,440	\$390
ROSAMOND GIFFORD ZOO	\$19,835	22530	\$19,445	\$390
PACIFIC EYE SURGEONS	\$17,550	24431	\$17,160	\$390
Hub City Local Dealer	\$16,340	25525	\$15,950	\$390
Columbus Auto Shredding	\$15,414	26440	\$15,024	\$390
Coggin Local Dealer	\$24,704	19467	\$24,316	\$388
Excel Dental Center	\$22,354	20847	\$21,966	\$388
DeSoto House Hotel	\$22,893	20498	\$22,506	\$387
CRAWFORD MEMORIAL HOSP	\$34,055	15336	\$33,669	\$386

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
MATTEA LAW FIRM	\$13,880	28166	\$13,494	\$386
Anne Arundel Dermatology Center	\$22,050	21036	\$21,666	\$384
Indiana State Lottery	\$677,128	924	\$676,746	\$382
San Joaquin Valley Air Pollution Control District	\$30,382	16749	\$30,000	\$382
Jims Famous Chicken Restaurant	\$12,142	30404	\$11,760	\$382
HEALING PLACE ORG	\$13,260	28848	\$12,879	\$381
Ironbound Business Improvement District	\$16,225	25628	\$15,845	\$380
Gwinnett County	\$11,058	31991	\$10,678	\$380
RIZERS FIREWORKS STORE	\$58,522	9843	\$58,144	\$378
Hometowne Realty Llc	\$14,522	27432	\$14,144	\$378
WARHAWK AIR MUSEUM	\$13,062	29113	\$12,684	\$378
Redds Heating & Air Conditioning Llc	\$10,500	32751	\$10,122	\$378
Sanchez & Pinon Attorneys	\$24,498	19597	\$24,121	\$377
KNWA	\$19,493	22841	\$19,116	\$377
McDonald Funeral Home	\$10,999	32156	\$10,622	\$377
BROCKHAUS JEWELERS	\$71,823	8243	\$71,449	\$374
Sweetwater Sound	\$26,081	18719	\$25,707	\$374
SANGERA LOC DLR	\$19,197	23044	\$18,823	\$374
Sea Coast Air Conditioning & Sheet Metal	\$64,867	9027	\$64,494	\$373
LAFAYETTE JEWELERS	\$14,622	27351	\$14,250	\$372
Efficiency Air Service	\$12,528	29835	\$12,156	\$372
Birkenstock	\$19,475	22853	\$19,104	\$371
PC Connection	\$15,706	26133	\$15,336	\$370
Pacific Scientific	\$14,875	27103	\$14,505	\$370
Antonini & Cohen Attorneys	\$13,536	28534	\$13,166	\$370
Saugatuck Brewing Co	\$15,740	26108	\$15,371	\$369
AUNT RUBYS PEANUTS STORE	\$11,232	31763	\$10,863	\$369
Mid Mod Madhaus Home Furnishing Store	\$10,449	32892	\$10,080	\$369
CROSSWINDS RE DEV	\$36,764	14423	\$36,396	\$368
Collard Green Cafe	\$11,496	31384	\$11,128	\$368
Island Granite Contractor	\$10,450	32892	\$10,082	\$368
NELSON LUMBER&HOME CONTR	\$12,805	29493	\$12,439	\$366
Tom Drexler Plumbing Service	\$53,950	10492	\$53,585	\$365
Booker Family Dentistry	\$10,426	32923	\$10,061	\$365
Megastar Financial	\$17,163	24773	\$16,800	\$363
Macon Bank	\$15,231	26623	\$14,868	\$363
Lake June Scrap Metals Centr	\$27,982	17831	\$27,620	\$362
BOAT TREE BOAT STORE	\$12,193	30337	\$11,831	\$362
Heads Construction Co	\$10,361	33041	\$10,000	\$361
Auto Equity Loans	\$23,416	20228	\$23,056	\$360
Sextant Wines	\$18,318	23745	\$17,958	\$360

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Greater Philadelphia Falun Dafa Assn	\$17,850	24195	\$17,490	\$360
Reder Landscaping Inc Services	\$14,340	27651	\$13,980	\$360
Islamorada Jewelers	\$10,290	33147	\$9,930	\$360
PARSONS CORP ELECT SVC	\$21,706	21260	\$21,347	\$359
MYERS LAW FIRM	\$19,598	22708	\$19,239	\$359
Struttys Feed & Pet Supply Store	\$31,571	16244	\$31,213	\$358
Larrys Beverage Outlet	\$25,830	18861	\$25,472	\$358
Bastion Technologies	\$21,539	21358	\$21,182	\$357
GALENA CELLARS WINERY	\$13,900	28143	\$13,544	\$356
Jackson Laboratory	\$15,464	26396	\$15,110	\$354
R&S ERECTION INC	\$47,789	11668	\$47,436	\$353
Huntersville Local Dealer	\$17,367	24603	\$17,014	\$353
Adams Furniture Store	\$20,824	21793	\$20,472	\$352
CLINTON APPL&FURN STR	\$10,716	32502	\$10,364	\$352
Crest Insurance Group	\$12,192	30338	\$11,841	\$351
Kidz Dental Clinic	\$57,200	10029	\$56,850	\$350
AEBISCHERS JEWELRY STORE	\$33,550	15492	\$33,200	\$350
VERO BEACH OUTLETS STORE	\$30,590	16650	\$30,240	\$350
BASIS Independent Schools	\$30,000	16888	\$29,650	\$350
Amy Wienands Real Estate	\$12,242	30282	\$11,892	\$350
Indian Capital Vo-Tech School	\$10,120	33398	\$9,770	\$350
Carpets Unlimited Carpet Store	\$22,098	21008	\$21,749	\$349
SPEEDYS CAR CARE CENTER	\$14,089	27905	\$13,740	\$349
Ioway Casino Resort	\$22,650	20626	\$22,302	\$348
Greenford Christian Church	\$13,218	28900	\$12,870	\$348
MIDWEST ESTATE BUYERS	\$12,078	30470	\$11,730	\$348
TANGLEWOOD HOMES	\$11,973	30761	\$11,625	\$348
Wisconsin Cheese Mart	\$19,455	22866	\$19,108	\$347
Demasi & Williams Attorneys	\$19,296	22978	\$18,949	\$347
Burnett Dairy Co-Operative	\$16,708	25180	\$16,361	\$347
Riverwood Healthcare Center	\$23,488	20195	\$23,142	\$346
Republic First Bank	\$17,359	24606	\$17,013	\$346
DREAM TOWN LUXURY/RLTY	\$11,295	31652	\$10,949	\$346
Reading Area Community College	\$72,345	8191	\$72,000	\$345
DETAR HEALTHCARE SYSTEM	\$57,506	9987	\$57,161	\$345
Citizens Telephone Coop	\$17,371	24602	\$17,026	\$345
Kings Card Club	\$16,045	25789	\$15,700	\$345
Juicity Vapor & Cigarette Outlet	\$21,238	21524	\$20,894	\$344
Robinsons Plumbing Service	\$17,845	24207	\$17,501	\$344
WESTAFF EMPLOYMENT SVC	\$14,184	27817	\$13,840	\$344
LEO CATHOLIC HIGH SCHOOL	\$14,094	27903	\$13,750	\$344

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
PRIME TIME MEATS STORE	\$30,235	16815	\$29,892	\$343
Nature Coast Jewelers	\$22,590	20679	\$22,248	\$342
Blackbeards Restaurant	\$15,576	26281	\$15,234	\$342
RV STATION	\$15,280	26576	\$14,938	\$342
MCWHORTERS TIRE	\$13,642	28434	\$13,301	\$341
Moore Insurance Agency	\$12,255	30256	\$11,914	\$341
LUMINA STATION SHOPPING	\$18,840	23312	\$18,500	\$340
Baker Creek Heirloom Seed Co	\$11,556	31277	\$11,216	\$340
GELLER DENTAL GROUP	\$30,992	16498	\$30,653	\$339
Peek N Peak Resort	\$15,012	26812	\$14,673	\$339
Auburn Community Hospital	\$27,336	18122	\$26,998	\$338
Black Hawk College	\$20,108	22274	\$19,770	\$338
Ramos & Ramos Attorneys	\$16,944	24953	\$16,606	\$338
Lawley Local Dealer	\$12,240	30286	\$11,903	\$337
Wood-You Furniture Store	\$17,232	24711	\$16,896	\$336
Hatley Clothing Store	\$11,908	30842	\$11,572	\$336
HARBOR CLUB RE DEV	\$11,796	30981	\$11,460	\$336
Mullins Insurance	\$11,472	31415	\$11,136	\$336
Sals Mexican Restaurant	\$11,472	31415	\$11,136	\$336
D&D Smokes & More	\$18,224	23813	\$17,889	\$335
Top Mobility Scooters Store	\$25,593	18980	\$25,259	\$334
Waffle House Restaurant	\$16,882	25019	\$16,549	\$333
MEADOWS HOMES	\$20,396	22074	\$20,064	\$332
Des Moines University Clinic	\$16,958	24944	\$16,626	\$332
FastER Care Services	\$23,098	20387	\$22,767	\$331
Destination XL Clothing Store	\$39,978	13471	\$39,648	\$330
David Sukoff DDS	\$29,835	16989	\$29,505	\$330
Central College	\$16,877	25022	\$16,547	\$330
WEBSTER MARINE	\$13,062	29113	\$12,732	\$330
Stapleton Law Firm	\$12,492	29991	\$12,162	\$330
PERFORMANCE TIRE&SVC CTR	\$12,090	30458	\$11,760	\$330
BOXWELL BROS FNRL DRCTRS	\$11,610	31211	\$11,280	\$330
WHM WAR MEMORIAL HOSP	\$30,549	16668	\$30,222	\$327
STASH BOX	\$26,319	18604	\$25,992	\$327
MAIDPRO	\$21,562	21339	\$21,235	\$327
MOUNT VERNON CMNTY SCH/	\$12,996	29254	\$12,669	\$327
City Of Salem	\$10,067	33465	\$9,740	\$327
Oasis Travel Center	\$30,466	16704	\$30,140	\$326
Bahrs Restaurant	\$15,200	26655	\$14,875	\$325
Sunstate Equipment Co	\$14,881	27096	\$14,556	\$325
Beautique Medical Spa	\$14,658	27309	\$14,333	\$325

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Illinois State Credit Union	\$12,673	29650	\$12,348	\$325
Brokaw Credit Union	\$11,050	32000	\$10,725	\$325
Martinez Law Firm	\$32,988	15689	\$32,664	\$324
Theorem Cannabis	\$27,624	17981	\$27,300	\$324
VILLAGE/BAYTOWNE WHRF FL	\$23,052	20413	\$22,728	\$324
Sulentic Fischels Commercial Group	\$12,105	30440	\$11,781	\$324
Davis Valley Distillery	\$10,338	33081	\$10,014	\$324
Snellville Heating & AC Service	\$38,086	14010	\$37,764	\$322
Coast Hills Federal Credit Union	\$35,420	14847	\$35,100	\$320
Wallace State Community College	\$23,724	20054	\$23,405	\$319
Hill Side Cafe	\$13,330	28790	\$13,011	\$319
Hargrave Eye Center	\$28,055	17775	\$27,738	\$317
Clem Mikeskas Pit BBQ & Grill	\$28,116	17753	\$27,800	\$316
HOBE SOUND JEWELERS	\$14,744	27236	\$14,428	\$316
PHOTO CENTER	\$19,768	22577	\$19,453	\$315
Alabama Bicentennial Commission	\$17,185	24760	\$16,870	\$315
MICHAELS CARPET STORE	\$13,836	28199	\$13,521	\$315
NIBLOCK HOMES	\$20,575	21959	\$20,261	\$314
Alzheimers Foundation Of America Organization	\$75,517	7896	\$75,204	\$313
M&J Roofing Contractor	\$46,112	11989	\$45,799	\$313
Suzis Video Poker & Slots	\$13,560	28508	\$13,247	\$313
LAKELAND MARINE	\$10,346	33073	\$10,033	\$313
White Lace & Promises Bridal Store	\$43,800	12536	\$43,488	\$312
Greenlawn Cemetery & Funeral Home	\$41,772	13016	\$41,460	\$312
INTEGRITY HEATING & AC	\$10,704	32516	\$10,392	\$312
Superpumper Stations	\$44,527	12379	\$44,216	\$311
Southwest TN Community College	\$60,230	9595	\$59,920	\$310
Natures Harvest Health Shop	\$21,694	21270	\$21,384	\$310
Dickinson County Healthcare System	\$14,872	27114	\$14,562	\$310
FRED GRANDE LOC DLR	\$12,782	29531	\$12,472	\$310
FOUR SEASONS PLUMBING	\$12,675	29650	\$12,365	\$310
Darling	\$11,617	31205	\$11,307	\$310
Renova Roofing & Construction	\$10,560	32688	\$10,250	\$310
Ephraim McDowell Medical Center	\$31,908	16117	\$31,599	\$309
Forked Vine Wine & Spirits Store	\$13,047	29138	\$12,738	\$309
NICE LOC DLR	\$10,880	32289	\$10,572	\$308
SNAKE HARLEY-DAVIDSON	\$14,522	27433	\$14,216	\$306
Judd & Black Appliance & TV	\$17,201	24736	\$16,896	\$305
Howard Young Flooring Store	\$14,788	27190	\$14,484	\$304
Homer Skelton Local Dealer	\$18,997	23202	\$18,694	\$303
Outside In Health Services	\$12,500	29872	\$12,197	\$303

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Hall Local Dealer	\$27,254	18163	\$26,952	\$302
Cottonwood Inn Bed & Breakfast	\$11,061	31985	\$10,759	\$302
TGI Fridays Restaurant	\$31,000	16488	\$30,699	\$301
PINE REST MRL PRK&FNRL H	\$18,241	23801	\$17,940	\$301
Striffler-Hamby Mortuary	\$70,200	8417	\$69,900	\$300
ATC Financial	\$17,800	24234	\$17,500	\$300
JC MATTRESS STORE	\$15,720	26120	\$15,420	\$300
H&M EQUIP/AMSTRADAM	\$13,550	28518	\$13,250	\$300
GULF BOWL FAM ENTER CTR	\$12,348	30155	\$12,048	\$300
Clinton Foundation	\$10,800	32363	\$10,500	\$300
Till Distilling	\$10,167	33337	\$9,867	\$300
Seminole Feed Stores	\$32,652	15813	\$32,353	\$299
CRTS	\$13,622	28449	\$13,323	\$299
NEW IMAGE DENTAL CENTER	\$55,548	10242	\$55,250	\$298
Bushkill Falls PA	\$10,498	32838	\$10,200	\$298
GOLD STAR REALTY	\$10,282	33159	\$9,984	\$298
UNIQUE JEWELRY STORE	\$23,971	19939	\$23,674	\$297
GRINNELL COLLEGE	\$15,294	26564	\$14,997	\$297
Luthy Metal Sales Store	\$15,105	26738	\$14,808	\$297
HEALING HANDS HOME CARE	\$12,254	30256	\$11,957	\$297
Fireplace Superstore	\$10,422	32933	\$10,125	\$297
McMinnville OR	\$32,860	15741	\$32,564	\$296
Choice Realty & Mgt	\$12,560	29795	\$12,264	\$296
Utica Park Clinic	\$77,431	7714	\$77,136	\$295
Blue Ridge Orthodontics	\$36,281	14589	\$35,986	\$295
NEOKRAFT SIGNS STORE	\$10,087	33438	\$9,792	\$295
Love Local Dealer	\$21,352	21469	\$21,059	\$293
MID-AMER APT COMMUNITIES	\$21,550	21346	\$21,258	\$292
Tropical Local Dealer	\$14,488	27486	\$14,196	\$292
Scott Roofing	\$43,341	12643	\$43,050	\$291
North Carolina A&T University State University	\$18,446	23632	\$18,155	\$291
Magruder Hospital	\$17,456	24548	\$17,165	\$291
Downtown Bentonville Inc	\$22,740	20595	\$22,450	\$290
Pete Moore Local Dealer	\$198,524	3247	\$198,235	\$289
Stanford Childrens Health	\$80,731	7399	\$80,442	\$289
Advocate Law Group	\$17,604	24385	\$17,316	\$288
Providence Care Center Assisted Living	\$11,952	30782	\$11,664	\$288
AmeriCare Plus	\$10,272	33169	\$9,984	\$288
Bike Doctor Store	\$10,032	33520	\$9,744	\$288
Hyland	\$67,295	8737	\$67,008	\$287
Adult Mart Adult Store	\$35,092	14957	\$34,805	\$287

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Great Southern Bank	\$12,714	29610	\$12,427	\$287
Brian Cunha & Assoc Attorneys	\$47,868	11654	\$47,582	\$286
Canalside Concerts	\$22,185	20944	\$21,900	\$285
Stubbs & Perdue Attorneys At Law	\$14,508	27448	\$14,223	\$285
Knoxville TVA Employees Credit Union	\$10,620	32613	\$10,335	\$285
Carr Valley Cheese	\$13,957	28102	\$13,674	\$283
Outlet Liquor	\$37,542	14174	\$37,260	\$282
Mikes Pizza Restaurant	\$13,075	29103	\$12,794	\$281
McCutcheon & Hamner Attorneys	\$86,386	6994	\$86,106	\$280
GREAT GUNS GUN STORE	\$24,280	19721	\$24,000	\$280
KRUPAS BOAT MART STORE	\$16,071	25758	\$15,791	\$280
H&A Foodmart	\$10,008	33555	\$9,728	\$280
Origin Bank	\$18,235	23806	\$17,956	\$279
Madame Tussauds Wax Museum	\$14,084	27909	\$13,805	\$279
Exodus House	\$10,422	32933	\$10,143	\$279
City Of Garland Stormwater Mgt Department	\$22,640	20634	\$22,362	\$278
York Technical College	\$35,417	14850	\$35,141	\$276
Rodriguez Home Center	\$22,368	20840	\$22,092	\$276
GUNS GALORE STORE	\$16,107	25727	\$15,831	\$276
Royal Range Firearms Academy	\$14,013	27989	\$13,737	\$276
EVANS TIRE & AUTO CARE	\$16,711	25175	\$16,436	\$275
Muralts Travel Plaza	\$16,405	25461	\$16,130	\$275
Gulf Coast Seafood Market	\$11,343	31587	\$11,068	\$275
Warrens Family Drive In	\$10,756	32449	\$10,482	\$274
Winona Health Plastic & Cosmetic Surgery	\$32,945	15704	\$32,672	\$273
KINGS CLEANING SERVICE	\$13,662	28397	\$13,389	\$273
Marine Bank	\$64,407	9078	\$64,135	\$272
Payne Local Dealer	\$11,965	30768	\$11,693	\$272
RAPID WEIGHT LOSS CENTER	\$39,630	13551	\$39,359	\$271
Tucson Federal Credit Union	\$26,247	18648	\$25,976	\$271
Prestige Home Center	\$10,283	33158	\$10,012	\$271
Upper Crust Baking Co	\$32,766	15778	\$32,496	\$270
Seven13 Signs & Graphics	\$16,518	25337	\$16,248	\$270
GREAT SMOKIES FLEA MKT	\$13,770	28284	\$13,500	\$270
Tail Waggers Pet Store	\$10,017	33543	\$9,747	\$270
BOULINEAUS MALL	\$41,804	13001	\$41,535	\$269
Triple A Air Conditioning	\$20,361	22101	\$20,092	\$269
Gios Barbecue Restaurant	\$17,131	24789	\$16,864	\$267
Godsey Martin PC Attorneys	\$91,849	6605	\$91,583	\$266
Backroom Boutique Adult Store	\$20,895	21748	\$20,630	\$265
Columbus Local Dealer	\$11,125	31893	\$10,860	\$265

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Food City	\$110,054	5592	\$109,790	\$264
BAY ANTIQUE CENTER	\$19,034	23153	\$18,770	\$264
Your Pie Restaurant	\$17,350	24615	\$17,086	\$264
Stephanie Lake Attorney	\$18,419	23654	\$18,156	\$263
GOLDSMITH GALLERY JWLR	\$64,951	9023	\$64,689	\$262
Keystone Armory Gun Store	\$25,390	19085	\$25,128	\$262
Plastic & Cosmetic Surgery Center Of South TX	\$24,118	19792	\$23,857	\$261
John J Clarke Insurance Agency	\$13,983	28085	\$13,722	\$261
North Brothers Local Dealer	\$41,528	13079	\$41,268	\$260
Mobile Shoe Hospital	\$19,196	23062	\$18,936	\$260
Ticon Title	\$18,420	23654	\$18,160	\$260
Carlton Arms Of North Lakeland Real Estate Development	\$15,776	26059	\$15,516	\$260
BOBS SHEET METAL HTG&AC	\$14,292	27703	\$14,032	\$260
Royal Gorge Route Railroad	\$13,760	28290	\$13,500	\$260
Wolf Professional Realty	\$10,335	33084	\$10,075	\$260
SWIFTY CAR WASH SERVICE	\$16,639	25241	\$16,380	\$259
Carlisle Local Dealer	\$22,908	20491	\$22,650	\$258
Crestview Pharmacy	\$13,254	28859	\$12,996	\$258
Dental Assoc Of DE	\$11,700	31083	\$11,442	\$258
Monroe Main Street	\$10,427	32923	\$10,169	\$258
PROCAM Photo & Video Gear	\$109,568	5620	\$109,311	\$257
Frist Center For The Visual Arts	\$70,226	8414	\$69,969	\$257
QuantumFit Fitness Center	\$43,880	12521	\$43,623	\$257
GTM Builders Contractor	\$27,707	17941	\$27,450	\$257
Sand Mountain Local Dealer	\$10,992	32158	\$10,736	\$256
JB Hooks Restaurant	\$38,424	13913	\$38,169	\$255
Browning Law Firm	\$30,855	16542	\$30,600	\$255
EyeChicks Fabulous Eyewear & Opticians	\$17,481	24530	\$17,226	\$255
James Taylor Personal Appearance	\$12,032	30511	\$11,777	\$255
Brass Butterfly	\$10,193	33310	\$9,938	\$255
Mossy Local Dealer	\$42,732	12787	\$42,480	\$252
JAMESTOWN COMMUNITY CLG	\$21,124	21586	\$20,872	\$252
LL Bean	\$20,344	22117	\$20,092	\$252
LOFTON LOC DLR	\$13,476	28659	\$13,224	\$252
Samanthas Tap Room & Wood Grill	\$12,800	29498	\$12,548	\$252
Furniture Shop	\$13,720	28343	\$13,469	\$251
DIAMOND EXCHANGE STORE	\$11,974	30760	\$11,723	\$251
Martin Binder Jewelry Store	\$88,710	6835	\$88,460	\$250
Zatarains	\$70,850	8342	\$70,600	\$250
Mathews Air Comfort Solutions	\$60,000	9628	\$59,750	\$250
Cables Roofing	\$32,292	15963	\$32,042	\$250

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
BRENCKLES FARMS&GRNHS	\$31,950	16104	\$31,700	\$250
Natural Mystic Cannabis Caregivers Center	\$30,670	16615	\$30,420	\$250
Lucas Local Dealer	\$20,721	21873	\$20,471	\$250
Farmers Daughter Farm Market	\$19,500	22777	\$19,250	\$250
Midwest Medical Center	\$15,298	26561	\$15,048	\$250
Big Surf Waterpark	\$14,250	27745	\$14,000	\$250
Dobbs & Porter Attorneys At Law	\$12,900	29377	\$12,650	\$250
Tacky Jacks Restaurant	\$21,177	21553	\$20,928	\$249
Ralphs BBQ & Seafood Restaurant	\$11,114	31908	\$10,867	\$247
Friendship Local Dealer	\$53,766	10519	\$53,520	\$246
BOWLIN TRAVEL CENTER	\$19,387	22920	\$19,141	\$246
Columbus Hospice	\$31,540	16248	\$31,295	\$245
Pensacola Local Dealer	\$53,976	10489	\$53,732	\$244
Vein Center Of AZ	\$72,229	8201	\$71,986	\$243
MAURY REGIONAL HOSPITAL	\$26,089	18714	\$25,846	\$243
Shannon Orthodontics	\$20,128	22250	\$19,886	\$242
Mattison Crossing At Manalapan Avenue Assisted Living & Memo	\$52,890	10669	\$52,650	\$240
Thumb Cooling N Heating Service	\$15,300	26548	\$15,060	\$240
Hardees Furniture Store	\$10,440	32909	\$10,200	\$240
Advanced Medical Hair Institute	\$14,481	27491	\$14,242	\$239
Gays Hops-N-Schnapps Store	\$10,758	32447	\$10,519	\$239
Heritage Valley Health System	\$101,547	5976	\$101,309	\$238
Harris Corp	\$33,097	15645	\$32,859	\$238
MFB Financial	\$17,375	24601	\$17,137	\$238
Whitney Local Dealer	\$16,389	25483	\$16,152	\$237
This Is It! Southern Kitchen & Bar-B-Q	\$98,363	6181	\$98,128	\$235
LHC Group	\$114,957	5384	\$114,723	\$234
Lifesource Natural Foods Store	\$12,507	29861	\$12,273	\$234
Coolray Cooling Heating Plumbing	\$766,539	808	\$766,307	\$232
Automobile Acceptance Corp	\$63,031	9248	\$62,799	\$232
Ocean Lakes Family Campground Resort	\$30,904	16525	\$30,672	\$232
Tonys Pizza Napoletana Restaurant	\$24,883	19407	\$24,651	\$232
Divorce Lawyers For Men	\$17,955	24099	\$17,724	\$231
Imperial Local Dealer	\$11,403	31490	\$11,172	\$231
Le Mieux Local Dealer	\$75,072	7936	\$74,842	\$230
Inter Valley Health Plan	\$54,600	10388	\$54,372	\$228
Maracas Restaurant	\$19,764	22581	\$19,536	\$228
Monuments Of Victoria Funeral Service	\$18,569	23532	\$18,341	\$228
Battleship USS AL Memorial Park	\$125,767	4956	\$125,540	\$227
Sunday River Ski Resort	\$22,560	20697	\$22,333	\$227
COUNTY OF SCOTLAND NC	\$14,245	27759	\$14,018	\$227

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Ralph & Kacoos Seafood Restaurant	\$77,941	7660	\$77,715	\$226
NICHOLAS LAW FIRM	\$27,418	18091	\$27,192	\$226
North Haven Auto Body	\$11,595	31242	\$11,369	\$226
Webster 5 Savings Bank	\$31,725	16189	\$31,500	\$225
Total Roofing Contractor	\$16,650	25231	\$16,425	\$225
Mason Tractor Co	\$31,424	16294	\$31,200	\$224
Providence Hospital	\$13,149	29006	\$12,925	\$224
TALLULAH FALLS SCHOOL	\$10,886	32277	\$10,662	\$224
Eldorado Gaming Scioto Downs	\$110,442	5572	\$110,219	\$223
Eye Clinic Of FL	\$28,967	17368	\$28,744	\$223
JC Newman Cigar	\$21,051	21629	\$20,828	\$223
KK Jewelry Lab Store	\$11,880	30885	\$11,657	\$223
Chenoweth Local Dealer	\$22,536	20708	\$22,314	\$222
Indy Tire Center	\$43,115	12693	\$42,894	\$221
TEASERS NIGHT CLUB	\$11,690	31140	\$11,469	\$221
Sylacauga Marine & ATV Store	\$40,628	13281	\$40,408	\$220
Mackenthuns County Market	\$24,552	19562	\$24,332	\$220
STONEHAUS WINERY	\$21,313	21483	\$21,093	\$220
LEE FURNITURE WRHS SHWRM	\$14,271	27725	\$14,051	\$220
Abingdon Olive Oil Co	\$28,301	17677	\$28,082	\$219
EFFINGHAM IL	\$44,276	12433	\$44,058	\$218
Champion Realty	\$16,248	25604	\$16,030	\$218
Abaco Systems	\$15,687	26154	\$15,470	\$217
Twin Lakes Recovery Center	\$63,912	9139	\$63,696	\$216
Three Rivers Casino & Hotel	\$53,496	10573	\$53,280	\$216
Tillery Family Dental Clinic	\$34,494	15186	\$34,278	\$216
Schonberg Law Offices	\$32,712	15797	\$32,496	\$216
Sunset Cove Restaurant	\$22,363	20842	\$22,147	\$216
HEALTHY TAILS PET STORE	\$17,112	24802	\$16,896	\$216
Kaskaskia College	\$15,219	26638	\$15,003	\$216
Shiloh Metro Baptist Church	\$14,099	27884	\$13,883	\$216
SFI Insurance Group	\$11,945	30791	\$11,729	\$216
WALDAMEER AMUSE&WTR WRLD	\$10,908	32250	\$10,692	\$216
Crovetti Orthopaedics & Sports Medicine	\$43,621	12574	\$43,406	\$215
FOLEY RV SALES	\$31,991	16092	\$31,776	\$215
LAND TEJAS DEV RE	\$12,700	29626	\$12,485	\$215
Patsys Furniture Store	\$11,195	31835	\$10,980	\$215
Cedar Park Regional Medical Center	\$60,393	9578	\$60,180	\$213
Dick Russells Restaurant	\$42,882	12751	\$42,669	\$213
Trocaire College	\$77,439	7712	\$77,227	\$212
Furnish 123 Furniture Store	\$25,808	18865	\$25,596	\$212

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Tri County Roofing	\$50,670	11054	\$50,459	\$211
Pennco Tech School	\$34,230	15276	\$34,020	\$210
EARL SMITH DISTRIBUTORS	\$13,254	28860	\$13,044	\$210
South Shore Line	\$12,438	30047	\$12,228	\$210
Pine Technical & Community College	\$11,214	31780	\$11,005	\$209
Bryan Easler Local Dealer	\$38,736	13833	\$38,530	\$206
KRENEK RV CENTER	\$12,804	29495	\$12,599	\$205
Lehmann Eye Center	\$26,934	18322	\$26,730	\$204
SUGAR & SPICE STORE	\$21,796	21198	\$21,592	\$204
Gardens Real Estate Development	\$12,468	30013	\$12,264	\$204
GOWANDA HARLEY-DAVIDSON	\$12,107	30438	\$11,904	\$203
BAKER DOOR CO CENTER	\$11,534	31310	\$11,332	\$202
American Flooring & Cabinets Store	\$47,131	11794	\$46,930	\$201
Bell County Public Health District	\$10,200	33258	\$9,999	\$201
Peter Miller Attorney	\$59,600	9708	\$59,400	\$200
Road Trip Bar & Grill	\$47,000	11821	\$46,800	\$200
ThredUp.com	\$23,400	20235	\$23,200	\$200
Truenorth Insurance & Finance Strategies	\$13,600	28464	\$13,400	\$200
Nettles Fine Jewelry	\$12,670	29658	\$12,470	\$200
Industrial Valve	\$10,700	32520	\$10,500	\$200
AAA Roofing Co Inc	\$10,280	33163	\$10,080	\$200
Don Sol Mexican Grill	\$19,627	22687	\$19,428	\$199
Carlton Arms of South Lakeland Apartment	\$16,339	25525	\$16,140	\$199
White Oak Casino	\$10,803	32358	\$10,604	\$199
Inman & Tourgee Attorneys	\$26,189	18673	\$25,992	\$197
Elk Grove Unified School District	\$10,000	33565	\$9,803	\$197
Town Center Surgery	\$41,340	13119	\$41,144	\$196
Ken & Joes Honda Kawasaki	\$17,095	24826	\$16,900	\$195
WBTW	\$15,795	26042	\$15,600	\$195
Rallye Local Dealer	\$44,707	12335	\$44,513	\$194
Maricopa County Community College District	\$40,000	13433	\$39,806	\$194
Wilks Funeral Home	\$12,602	29715	\$12,408	\$194
Banterra Bank	\$20,988	21709	\$20,796	\$192
New Jerusalem Cathedral	\$13,452	28674	\$13,260	\$192
Gulfside Hospice	\$12,996	29254	\$12,804	\$192
POINT MALLARD PARK	\$12,468	30013	\$12,276	\$192
Federated Insurance	\$12,144	30397	\$11,952	\$192
Gessler Clinic	\$11,892	30871	\$11,700	\$192
HOUNDDOGS STORE	\$10,392	32992	\$10,200	\$192
GALAXY MARBLE/CONTR	\$26,070	18726	\$25,880	\$190
Fat Boys Golf Carts	\$20,279	22153	\$20,089	\$190

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Powell County Museum	\$16,291	25559	\$16,101	\$190
Vin Devers Local Dealer	\$12,363	30136	\$12,173	\$190
Family Loan Co	\$20,126	22254	\$19,937	\$189
Bay Mills Resort & Casino	\$18,777	23354	\$18,588	\$189
Home Care Assistance Service	\$32,513	15858	\$32,325	\$188
Ocean Breeze Dental	\$10,948	32208	\$10,760	\$188
Cain Local Dealer	\$13,117	29054	\$12,930	\$187
Rubios Restaurants	\$21,125	21582	\$20,939	\$186
3D Security Services	\$34,828	15064	\$34,644	\$184
SHABANA LOC DLR	\$114,316	5407	\$114,133	\$183
Warner Law Offices	\$38,403	13919	\$38,220	\$183
FORT CODY TRADING POST	\$15,396	26469	\$15,213	\$183
MID AMERICA DENTAL CLN	\$11,978	30756	\$11,795	\$183
Southwood Realty	\$14,292	27703	\$14,110	\$182
Lobster Shanty Restaurant	\$49,725	11263	\$49,544	\$181
Blue Water Realty	\$17,785	24251	\$17,604	\$181
B&A Flea Market	\$14,970	27020	\$14,789	\$181
Casa Furniture Store	\$43,635	12570	\$43,455	\$180
Ohio Dept Of Education	\$27,520	18036	\$27,340	\$180
Southwestern College	\$25,776	18889	\$25,596	\$180
Ford Gittings & Kane Jewelers	\$24,228	19743	\$24,048	\$180
Bonaventure Senior Living	\$20,160	22225	\$19,980	\$180
MONTERO CHIROPRACTIC CTR	\$16,320	25543	\$16,140	\$180
Coco & Lolas Clothing Store	\$12,712	29613	\$12,534	\$178
SYDMORS JEWELRY STORE	\$12,948	29344	\$12,771	\$177
Merchants & Farmers Bank	\$60,023	9622	\$59,847	\$176
ABINGDON RUG OUTLET	\$17,780	24253	\$17,604	\$176
Mayfield	\$10,920	32238	\$10,744	\$176
TOTAL FIREARMS GUN STORE	\$10,178	33327	\$10,002	\$176
Kewpee Hamburgers Restaurant	\$62,117	9348	\$61,942	\$175
Timbrook Local Dealer	\$20,971	21715	\$20,796	\$175
St Francis Residential Community	\$19,575	22728	\$19,400	\$175
Robinsons	\$18,286	23772	\$18,115	\$171
Village Inn	\$11,088	31961	\$10,917	\$171
ROBERTS-MCNUTT WTRPRFNG	\$25,646	18952	\$25,476	\$170
Barons Jewelry Store	\$12,986	29307	\$12,816	\$170
TOBACCO TOWN STORE	\$10,728	32483	\$10,558	\$170
Hillside Heating & Cooling	\$10,627	32600	\$10,459	\$168
WATSON ROOFING CONTR	\$11,700	31083	\$11,534	\$166
Reflections Dermatology & Psoriasis Center	\$45,823	12049	\$45,658	\$165
Poker Palace Casino	\$19,257	23002	\$19,092	\$165

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
MOCKLER BEVERAGE CO DIST	\$39,376	13629	\$39,212	\$164
Quick Care Urgent Care Center	\$34,050	15338	\$33,886	\$164
Williams Lumber & Home Center	\$42,959	12729	\$42,796	\$163
Family & Childrens Dentistry	\$15,518	26327	\$15,355	\$163
Harwell & Cook Orthodontics	\$25,182	19195	\$25,020	\$162
TOM SCHAEFFERS CMPG&TRVL	\$21,734	21241	\$21,572	\$162
SHANNON SMITH MD	\$16,896	24989	\$16,734	\$162
Vape Escape	\$10,452	32886	\$10,290	\$162
Pittsville Local Dealer	\$14,657	27309	\$14,496	\$161
HOOK & LADDER BREWING	\$13,508	28571	\$13,347	\$161
RV Wholesalers	\$17,148	24783	\$16,988	\$160
Triangle Motor Inn	\$11,620	31203	\$11,460	\$160
Drake Heating & Air	\$19,012	23166	\$18,853	\$159
Lomans Furniture Store	\$25,071	19249	\$24,913	\$158
Pendergrass Flea Market	\$33,100	15641	\$32,944	\$156
James George & Mark Grucella & Assoc DDS	\$26,775	18407	\$26,619	\$156
VILLAGE VIEW CMNTY CHRCH	\$10,620	32613	\$10,464	\$156
Chris Deli Store	\$10,472	32868	\$10,316	\$156
TEXOMA MEDICAL CENTER	\$24,300	19703	\$24,145	\$155
La Siena Retirement Community Development	\$28,832	17426	\$28,678	\$154
Bentleys Restaurant	\$18,010	23958	\$17,856	\$154
Hastings Mutual Insurance Co	\$14,989	27004	\$14,835	\$154
ADAIRS TOWING SERVICE	\$12,154	30373	\$12,000	\$154
VICTORIA STATION GIFT SH	\$10,222	33240	\$10,068	\$154
Nittany Minit Mart	\$60,636	9544	\$60,483	\$153
KershawHealth System	\$15,924	25941	\$15,772	\$152
Gulf Coast Bank & Trust Co	\$107,832	5685	\$107,681	\$151
Clearview Federal Credit Union	\$31,200	16398	\$31,050	\$150
Riggs Oil Co	\$27,654	17966	\$27,504	\$150
Medical Art Center	\$19,325	22955	\$19,175	\$150
Dr Blacks Eye Assoc	\$19,050	23147	\$18,900	\$150
Honesdale National Bank	\$18,000	23968	\$17,850	\$150
Elliff Local Dealer	\$16,818	25065	\$16,668	\$150
Coastal Pines Technical College	\$15,990	25896	\$15,840	\$150
Holy Bethel Church Of God In Christ	\$10,830	32336	\$10,680	\$150
Galloway & Moseley Jewelry	\$50,006	11183	\$49,857	\$149
Hope Presbyterian Church	\$49,291	11365	\$49,143	\$148
WESTERN PETROLEUM	\$32,531	15854	\$32,383	\$148
Apex Dental Center	\$23,548	20154	\$23,400	\$148
Fall Creek Resort	\$11,596	31242	\$11,448	\$148
Southwest Local Dealer	\$47,074	11808	\$46,927	\$147

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
LOTUS MASSAGE&WLNS CTR	\$18,736	23424	\$18,589	\$147
Inline Lighting & Electrical	\$12,819	29484	\$12,672	\$147
Renasant Bank	\$11,847	30924	\$11,700	\$147
TARPON MARBLE STORE	\$19,203	23040	\$19,057	\$146
Chesapeake Manor Assisted Living	\$17,356	24609	\$17,210	\$146
St Regis Travel Center	\$10,981	32169	\$10,836	\$145
PRIDE HOME CENTER	\$20,664	21908	\$20,520	\$144
Amazon Organics Cannabis Store	\$20,292	22148	\$20,148	\$144
Bone Head BBQ Restaurant	\$18,485	23607	\$18,341	\$144
BRYAN PEST CONTROL	\$16,284	25566	\$16,140	\$144
PACIFIC WEST DEV REALTY	\$14,532	27421	\$14,388	\$144
YUCKOS POOPER SCPR SVC	\$10,536	32718	\$10,392	\$144
Maher Water Corp Services	\$20,774	21842	\$20,631	\$143
Bedazzled Bridal & Formal	\$11,318	31612	\$11,175	\$143
Brian Caubarreaux & Assoc Law Firm	\$342,540	1870	\$342,398	\$142
Caseys Corner	\$21,134	21576	\$20,994	\$140
Mars Cheese Castle Store	\$34,629	15134	\$34,490	\$139
Southwest VA Community College	\$15,166	26687	\$15,030	\$136
Kannapolis Power Equipment Store	\$13,648	28421	\$13,512	\$136
VICTORIA TX	\$24,029	19847	\$23,894	\$135
RD BOWMAN & SONS PET STR	\$16,638	25243	\$16,503	\$135
Coins N Gold Exchange	\$12,142	30403	\$12,007	\$135
Fortress Dental	\$26,906	18335	\$26,772	\$134
Acadiana Urgent Care Center	\$37,022	14352	\$36,890	\$132
Mahalak Local Dealer	\$13,908	28138	\$13,776	\$132
Sunnyside Gardens	\$13,512	28563	\$13,380	\$132
SWANSON FAHRNEY LOC DLR	\$13,344	28778	\$13,212	\$132
HAMPTON FALLS APARTMENTS	\$12,480	29999	\$12,348	\$132
Convict Lake Resort	\$12,408	30076	\$12,276	\$132
Catlin Bank	\$12,248	30264	\$12,116	\$132
Beaumont Ranch Resort	\$11,160	31859	\$11,028	\$132
Tortoras Restaurant	\$10,491	32849	\$10,359	\$132
Baskin Robbins	\$10,008	33551	\$9,876	\$132
Fekete Knaggs & Burr Insurance Agency	\$10,533	32720	\$10,402	\$131
14TH ST ANTIQUES MARKET	\$26,770	18410	\$26,640	\$130
Hospice Of Spokane	\$16,380	25490	\$16,250	\$130
Needle Law Firm	\$10,704	32516	\$10,574	\$130
OLDE FACTORY STORE	\$17,205	24732	\$17,076	\$129
Caroline County Health Department	\$25,418	19069	\$25,291	\$127
Camden On The Lake Resort	\$17,904	24150	\$17,778	\$126
First Central State Bank	\$17,714	24303	\$17,588	\$126

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Jubitz Travel Center	\$17,490	24525	\$17,364	\$126
Hallmark Inn	\$13,776	28272	\$13,650	\$126
Redstone Village Retirement Community	\$10,392	32992	\$10,266	\$126
RUNYON SALTZMAN&EINHORN	\$12,500	29872	\$12,375	\$125
Felixs Fish Camp Restaurant	\$25,212	19169	\$25,088	\$124
Carpets Galore Carpet Store	\$13,684	28374	\$13,561	\$123
GREENE COUNTY VTRNS SVC	\$10,642	32592	\$10,520	\$122
Beef Villa Restaurant	\$15,274	26586	\$15,153	\$121
REES JEWELERS	\$13,900	28143	\$13,779	\$121
Five Star Building	\$13,633	28440	\$13,512	\$121
Brookings Local Dealer	\$10,200	33258	\$10,079	\$121
Slidell Memorial Hospital	\$94,932	6398	\$94,812	\$120
KILIAN	\$20,073	22294	\$19,953	\$120
MARSALA DISTRIBUTING CO	\$18,780	23354	\$18,660	\$120
Baseline	\$16,800	25081	\$16,680	\$120
Alabama Title Loans	\$15,964	25920	\$15,844	\$120
Advanced Dentistry By Design	\$15,912	25946	\$15,792	\$120
Schmidts Meat Market	\$15,420	26433	\$15,300	\$120
Alexandria Hotel	\$12,600	29721	\$12,480	\$120
Superior Asphalt Inc	\$11,830	30941	\$11,710	\$120
STATE LINE FIREWORKS STR	\$11,760	31016	\$11,640	\$120
Wood Shaving Supply	\$17,660	24349	\$17,543	\$117
Certis	\$20,579	21956	\$20,463	\$116
Cajun Fitness Center	\$14,940	27036	\$14,824	\$116
Hickory BBQ Smokehouse Restaurant	\$10,394	32987	\$10,278	\$116
1513 Anti-Aging & Weight Loss Center	\$27,715	17937	\$27,600	\$115
CPR Of Tulsa	\$18,470	23621	\$18,355	\$115
Indigo Sky Casino	\$33,726	15441	\$33,612	\$114
NEXTRAN LOC DLR	\$15,162	26694	\$15,048	\$114
Elite Health Care Clinic	\$16,875	25027	\$16,762	\$113
Miscisin Brothers Tractor Dealer	\$10,354	33051	\$10,241	\$113
Bridgeville Appliance Store	\$16,360	25505	\$16,248	\$112
Dormont Appliance Store	\$16,360	25506	\$16,248	\$112
Tokyo Steakhouse	\$11,944	30794	\$11,832	\$112
Judd Builders	\$96,997	6263	\$96,886	\$111
Mole Lake Casino & Lodge	\$23,552	20151	\$23,441	\$111
KUSHISM CLINIC	\$16,876	25024	\$16,765	\$111
Corkys Kitchen & Bakery	\$29,486	17144	\$29,376	\$110
Grille 3501	\$26,750	18418	\$26,640	\$110
SUMMIT TRANSMISSIONS SVC	\$15,446	26417	\$15,336	\$110
Golden Triangle Regional Airport	\$15,000	26823	\$14,890	\$110

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
A-1 GARAGE DOORS CONTR	\$13,512	28562	\$13,402	\$110
Born This Way Body Arts	\$28,080	17766	\$27,971	\$109
Towne Deli & Pizzeria	\$38,976	13761	\$38,868	\$108
Aliceville Manor Nursing Home	\$17,652	24353	\$17,544	\$108
Tom Dinsdale Local Dealer	\$16,248	25604	\$16,140	\$108
CAROLINA COACH & CAMPER	\$15,252	26602	\$15,144	\$108
Animal Oasis Veterinary Hospital	\$12,237	30294	\$12,129	\$108
Pickens Savings & Loan	\$10,356	33048	\$10,248	\$108
North Branch Local Dealer	\$10,328	33091	\$10,220	\$108
Lovotti Air Heating & Air Conditioning	\$26,039	18741	\$25,932	\$107
Gates Local Dealer	\$18,275	23779	\$18,168	\$107
Gun Zone	\$16,173	25676	\$16,068	\$105
Champions Pointe Golf Club	\$15,780	26054	\$15,675	\$105
VOLUNTEER INTL	\$15,072	26767	\$14,967	\$105
Mittens Inc Transport Service	\$24,456	19615	\$24,352	\$104
BLENHEIM HOMES	\$11,535	31309	\$11,431	\$104
Bittersweet Quilt Shop & Home Decor	\$11,504	31341	\$11,400	\$104
Dunn NC	\$26,891	18346	\$26,789	\$102
Vicky Crocker Realty	\$17,921	24138	\$17,819	\$102
Azteca Mexican Grill	\$12,204	30316	\$12,102	\$102
Fowlers Chocolate Store	\$20,873	21761	\$20,772	\$101
JONES BROS JEWELERS	\$29,700	17042	\$29,600	\$100
ANABELS ORIENTAL RUGS	\$16,545	25320	\$16,445	\$100
US ROOFING CO	\$15,306	26541	\$15,206	\$100
Branson Cedars Resort	\$12,648	29676	\$12,548	\$100
Iron County Medical Center	\$11,690	31140	\$11,590	\$100
PERLMART DRUG STORE	\$11,310	31618	\$11,210	\$100
POOLS BY NELSON	\$13,892	28155	\$13,793	\$99
PENA EYE INSTITUTE	\$13,284	28832	\$13,186	\$98
Tulsa Recycle & Transfer Sorting Center	\$12,348	30155	\$12,250	\$98
Schobels Restaurant	\$12,864	29420	\$12,767	\$97
Sally Bowman Real Estate	\$16,728	25165	\$16,632	\$96
Brohn Homes	\$12,444	30036	\$12,348	\$96
Atlantic Breeze Storm Shutters & Awnings	\$14,864	27117	\$14,769	\$95
Samurais Cuisine Restaurant	\$24,280	19722	\$24,186	\$94
Mid-Atlantic Heating & AC	\$16,246	25604	\$16,152	\$94
Manatee Island Bar & Grill	\$11,398	31526	\$11,304	\$94
Meyers Elgin Smokehouse Restaurant	\$12,666	29660	\$12,573	\$93
RICH DESIGNS HM FRNSHNG	\$11,430	31461	\$11,337	\$93
PAWLEYS ISLAND REALTY	\$18,284	23774	\$18,192	\$92
Community Federal Credit Union	\$10,815	32352	\$10,723	\$92

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Kings Bay Honda Motorcycle Dealer	\$18,630	23480	\$18,540	\$90
Greater Memphis Alliance For A Competitive Workforce Organizat	\$17,500	24481	\$17,410	\$90
Scott County Health Department	\$11,946	30791	\$11,857	\$89
OAKWOOD PLACE APARTMENTS	\$16,379	25494	\$16,291	\$88
Sevier Pawn & Loan Shop	\$15,336	26509	\$15,248	\$88
Joy Insurance Agency	\$10,804	32357	\$10,716	\$88
ONeal Law Firm	\$18,672	23457	\$18,585	\$87
Tri State Golf Courses	\$13,305	28811	\$13,219	\$86
McCaskill & Co Jewelry Store	\$66,350	8841	\$66,265	\$85
Power Local Dealer	\$79,067	7543	\$78,983	\$84
Englewood Cliffs Local Dealer	\$42,000	12936	\$41,916	\$84
Jim Riehls Local Dealer	\$37,123	14318	\$37,039	\$84
Care & Share Shops	\$13,728	28337	\$13,644	\$84
Shadels Colonial Chapel	\$11,522	31320	\$11,439	\$83
St Francis Regional Medical Center	\$90,542	6701	\$90,460	\$82
Cascade Collision Repair	\$14,578	27388	\$14,496	\$82
Lindyspring	\$11,638	31175	\$11,556	\$82
Frontier Fence Co	\$16,329	25537	\$16,248	\$81
Sea Isle City NJ	\$25,980	18791	\$25,900	\$80
Marble Palace Design Center	\$23,010	20433	\$22,930	\$80
Trend Properties Realty	\$18,543	23554	\$18,463	\$80
Hospitality Management Group Restaurant	\$13,650	28404	\$13,570	\$80
HEARTLAND INDUSTRIES	\$13,074	29103	\$12,994	\$80
Chris Jones Appraiser	\$10,800	32363	\$10,720	\$80
Gerber Injury Law Firm	\$72,293	8196	\$72,215	\$78
Apex Granite Outlet	\$16,600	25267	\$16,522	\$78
NORTH MEDICAL CENTER	\$12,838	29462	\$12,760	\$78
Papa Joes Pizza Restaurant	\$12,738	29588	\$12,660	\$78
MYRTLE BEACH TRAVEL HTL/RSRT	\$10,314	33110	\$10,236	\$78
Bluegill Restaurant	\$30,413	16736	\$30,336	\$77
JAMIE HOOD JEWELERS	\$14,369	27621	\$14,292	\$77
Chapmans Bail Bonds	\$12,863	29420	\$12,786	\$77
McLaren Northern MI Hospital	\$38,444	13907	\$38,368	\$76
Knapp Local Dealer	\$13,072	29109	\$12,996	\$76
Citizens First Bank	\$24,095	19803	\$24,020	\$75
RV Swap Shop	\$13,901	28141	\$13,826	\$75
ABBA SHRINE TEMPLE	\$13,500	28574	\$13,425	\$75
Norman Heating & Air Conditioning	\$11,319	31612	\$11,244	\$75
Speedy Q Market	\$43,416	12625	\$43,342	\$74
Blue Ridge Vision Center	\$32,144	16022	\$32,070	\$74
Cantor Injury Law Firm	\$108,247	5675	\$108,174	\$73

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Widmers Cheese Cellars	\$21,207	21537	\$21,134	\$73
Gateway Travel Plaza	\$35,175	14930	\$35,103	\$72
Charles Furniture Store	\$25,272	19144	\$25,200	\$72
STONECREEK LODGE RE DEV	\$17,520	24466	\$17,448	\$72
Wyldewood Cellars Winery & Gift	\$15,984	25903	\$15,912	\$72
Fowhand Furniture Store	\$14,988	27009	\$14,916	\$72
Creek Nation Casino Eufaula	\$14,352	27635	\$14,280	\$72
MARION OAKS DEV RE	\$14,175	27822	\$14,103	\$72
VIRGINIA HOME FURN	\$10,200	33258	\$10,128	\$72
State Bank Of Bement	\$17,063	24847	\$16,993	\$70
Martin Marine Inc Sales	\$12,660	29668	\$12,590	\$70
Treasure Island Marina	\$14,670	27299	\$14,601	\$69
Ninos Truck Stop	\$49,716	11269	\$49,648	\$68
UBar Night Club	\$21,962	21107	\$21,894	\$68
Interior Furniture Resources Store	\$14,552	27406	\$14,484	\$68
Georgia Department Of Corrections	\$13,712	28346	\$13,644	\$68
ROBERT B MILLER MD	\$10,680	32552	\$10,612	\$68
METHODIST MEDICAL CENTER	\$23,712	20061	\$23,645	\$67
Gold Country Inn	\$19,944	22470	\$19,877	\$67
REVIVAL FELLOWSHIP CHRCH	\$15,947	25929	\$15,880	\$67
Quality Structures Contractor	\$10,033	33519	\$9,966	\$67
Affordable Insurance Group	\$42,892	12748	\$42,826	\$66
Beach Cities Health District	\$33,424	15542	\$33,358	\$66
Bender Realty	\$20,866	21764	\$20,800	\$66
Daredevil Brewing Co	\$17,846	24207	\$17,780	\$66
Milton Bradley	\$15,488	26368	\$15,422	\$66
Sevier Vapor Store	\$14,688	27286	\$14,622	\$66
TRI-COUNTY GUTTER SVC	\$11,369	31565	\$11,304	\$65
Concord United Methodist Church	\$20,400	22074	\$20,336	\$64
Matheson Tri-Gas	\$18,520	23567	\$18,456	\$64
DIXIELAND FIREWORKS STR	\$12,544	29811	\$12,480	\$64
Pokeys BBQ & Smokehouse Restaurant	\$12,412	30071	\$12,348	\$64
Topps Western World Superstore	\$10,983	32168	\$10,920	\$63
PHYSICAL THERAPY CONS	\$12,728	29601	\$12,666	\$62
Bevill State Community College	\$14,725	27248	\$14,664	\$61
Emergency Healthcare Partners	\$237,873	2706	\$237,813	\$60
Loretta Lynn Ranch	\$27,240	18171	\$27,180	\$60
Polite Plumber	\$25,740	18911	\$25,680	\$60
Ephraim Pottery Store	\$20,730	21864	\$20,670	\$60
PM Leary Restoration Contractor	\$12,300	30203	\$12,240	\$60
Motorworld Local Dealer	\$23,904	19962	\$23,845	\$59

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Outokumpu	\$11,859	30906	\$11,800	\$59
Northeastern NV Regional Hospital	\$13,246	28877	\$13,188	\$58
Texas Accents Home Furnishings	\$13,127	29031	\$13,069	\$58
Chelsea Groton Bank	\$11,311	31617	\$11,253	\$58
Rivergate Skate Center	\$22,629	20648	\$22,572	\$57
Murphy Matza Wealth Mgt	\$13,701	28354	\$13,644	\$57
Copper Queen Hotel	\$16,036	25795	\$15,980	\$56
BURNS FUNERAL HOME	\$19,682	22647	\$19,627	\$55
Six Brothers Show	\$56,305	10149	\$56,251	\$54
Continental Auto Repair Service	\$15,747	26104	\$15,693	\$54
HBS Boot Corral	\$13,368	28759	\$13,314	\$54
Bank Of The Sierra	\$10,712	32508	\$10,658	\$54
Vulcan	\$10,446	32903	\$10,392	\$54
Ukiah Valley Medical Center	\$21,297	21489	\$21,244	\$53
Pueblo Tires & Service	\$10,757	32448	\$10,704	\$53
Moore Heating & AC Contractor	\$85,815	7033	\$85,763	\$52
Preventive Pest Control	\$42,017	12930	\$41,965	\$52
Paul A Rossi Attorney	\$33,610	15473	\$33,558	\$52
GOLD MINE JEWELERS	\$16,780	25126	\$16,728	\$52
LaGrange Local Dealer	\$16,456	25430	\$16,404	\$52
Weiss Furniture Store	\$12,724	29604	\$12,672	\$52
CONWAY COLLISION CENTER	\$11,040	32018	\$10,988	\$52
Blue Water Cabinetry & Design Llc	\$16,584	25293	\$16,533	\$51
Ice Caves	\$12,159	30368	\$12,108	\$51
SPARKYS FIREWORKS STORE	\$45,014	12241	\$44,964	\$50
Froghead Grill	\$17,210	24726	\$17,160	\$50
Northern OH Medical Specialists	\$16,028	25799	\$15,978	\$50
Kubins Furniture & Gifts Store	\$12,892	29396	\$12,842	\$50
Sioux Empire Fair	\$10,025	33535	\$9,975	\$50
Texas Boot Co	\$15,528	26320	\$15,479	\$49
Manhattan KS	\$39,692	13537	\$39,644	\$48
Jettys Restaurant	\$38,279	13958	\$38,231	\$48
RUBYVILLE CMNTY CHRCH	\$17,196	24753	\$17,148	\$48
Heinen Repair Service	\$11,604	31213	\$11,556	\$48
Community Health Choice	\$148,147	4274	\$148,100	\$47
Florida Local Dealer	\$18,369	23715	\$18,323	\$46
GOLF SHOE CTR/AMER STR	\$21,279	21501	\$21,235	\$44
BRIDGES FUNERAL HOME	\$19,526	22761	\$19,482	\$44
Gadsden Hotel	\$17,391	24582	\$17,347	\$44
Greystone Real Estate Development	\$13,260	28848	\$13,216	\$44
Antlers Restaurant	\$12,024	30518	\$11,980	\$44

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Meadow Lake Senior Living Community	\$11,700	31083	\$11,656	\$44
Pro Transport	\$16,481	25412	\$16,440	\$41
Door Works	\$13,260	28848	\$13,220	\$40
Penn Stone Outdoor Living Store	\$12,400	30084	\$12,360	\$40
Carman Local Dealer	\$55,292	10274	\$55,253	\$39
Greene & Schultz Attorneys	\$16,731	25162	\$16,692	\$39
FRANKS GREAT OUTDOORS ST	\$25,137	19215	\$25,099	\$38
Oakley Industrial Services	\$20,796	21821	\$20,758	\$38
Cardiology Consultants	\$17,066	24845	\$17,028	\$38
Del Sur Mortgage	\$10,243	33216	\$10,205	\$38
Fagers Island Restaurant	\$13,295	28826	\$13,258	\$37
BARNES EXTERMINATING CO	\$15,372	26484	\$15,336	\$36
PITTMAN JEWELERS	\$14,364	27623	\$14,328	\$36
NOTEBOOM LAW FIRM	\$12,144	30400	\$12,108	\$36
Trinity Valley Community College	\$11,064	31983	\$11,028	\$36
Hospice Alliance Organization	\$14,533	27420	\$14,499	\$34
B&B HEATING & AC CONTR	\$13,450	28680	\$13,416	\$34
Bradys Restaurant	\$38,856	13801	\$38,823	\$33
Wilson NC	\$15,822	26011	\$15,789	\$33
Merho Federal Credit Union	\$14,826	27141	\$14,793	\$33
Fort Belknap Casino	\$11,825	30945	\$11,792	\$33
Cy Fredrics Jewelry Store	\$47,879	11651	\$47,847	\$32
Julios Auto Insurance Agency	\$37,538	14176	\$37,506	\$32
Platos Closet Clothing Store	\$28,896	17394	\$28,864	\$32
Alumacraft	\$18,752	23376	\$18,720	\$32
Central VA Federal Credit Union	\$13,188	28965	\$13,156	\$32
Quality Built Homes Inc	\$11,820	30952	\$11,788	\$32
NORTHEAST ORTHOPEDICS	\$44,870	12312	\$44,840	\$30
Cashs Casino	\$33,690	15448	\$33,660	\$30
Agropur	\$21,540	21357	\$21,510	\$30
Steve Gimblin Attorney	\$19,695	22632	\$19,665	\$30
Family & Cosmetic Dentistry	\$18,870	23291	\$18,840	\$30
Tangled Roots Brewing	\$11,754	31026	\$11,724	\$30
SERENITY MEDICAL SPA	\$10,824	32336	\$10,794	\$30
US Cleaners Dry Cleaning Service	\$10,180	33323	\$10,150	\$30
FENN VALLEY VINEYARDS	\$13,822	28220	\$13,793	\$29
Tri-County Supply Store	\$10,576	32672	\$10,547	\$29
AD Moyer Lumber & Hardware Store	\$96,354	6305	\$96,326	\$28
INTERDESIGN STORE	\$28,013	17788	\$27,985	\$28
GUADALUPE VLY ELECT COOP	\$28,776	17460	\$28,749	\$27
SLOANE REALTY	\$13,584	28490	\$13,557	\$27

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Vaughn Urgent Care	\$11,448	31441	\$11,421	\$27
Southside Market & BBQ	\$74,271	8012	\$74,246	\$25
Blue Cow Eatery	\$17,088	24831	\$17,063	\$25
Joplin Globe	\$12,000	30536	\$11,975	\$25
Trinity Tech	\$15,876	25979	\$15,852	\$24
Sinclair Service Station	\$11,028	32049	\$11,004	\$24
University Of Mary Hardin-Baylor	\$35,626	14789	\$35,604	\$22
PEDLEY VETERINARY HOSP	\$16,896	24989	\$16,874	\$22
Ziggys Restaurant	\$11,081	31965	\$11,059	\$22
JUDYS WINDOW COVERINGS	\$31,234	16389	\$31,213	\$21
Burleson Local Dealer	\$18,825	23323	\$18,804	\$21
THUNDER CREEK HRLY-DVDSN	\$10,644	32591	\$10,623	\$21
Lewis Drug Store	\$57,185	10035	\$57,165	\$20
Haltermans Local Dealer	\$30,798	16561	\$30,778	\$20
Johnson Heating & Air Conditioning Service	\$23,396	20256	\$23,376	\$20
Strock Insurance Agency	\$19,620	22691	\$19,600	\$20
ATCHAFALAYA HOMES MBL HM	\$19,380	22924	\$19,360	\$20
Farmers Merchants Bank & Trust Co	\$17,180	24762	\$17,160	\$20
Home 2 Home Consignment Furnishings Store	\$16,088	25747	\$16,068	\$20
Robinette	\$13,160	28993	\$13,140	\$20
Midway Novelties Store	\$13,020	29158	\$13,000	\$20
Charlies Cafe	\$13,327	28794	\$13,308	\$19
FONTANA JEWELRY STORE	\$12,325	30181	\$12,306	\$19
Crystal Harley-Davidson	\$10,933	32219	\$10,914	\$19
Vickers Western Store Clothing Store	\$13,517	28559	\$13,499	\$18
SATEK WINERY	\$14,695	27280	\$14,678	\$17
Oxford Lumber Home Center	\$10,164	33339	\$10,147	\$17
Blount Construction Co	\$12,067	30483	\$12,051	\$16
Joeys Thrift Mall Store	\$22,200	20925	\$22,186	\$14
Brenengen Local Dealer	\$45,500	12125	\$45,487	\$13
Godby Home Furnishings Store	\$38,031	14025	\$38,019	\$12
First National Community Bank	\$37,050	14335	\$37,038	\$12
Holmes Community College	\$32,136	16026	\$32,124	\$12
Western Way Recycling	\$30,984	16500	\$30,972	\$12
McColum Physical Therapy	\$15,000	26823	\$14,988	\$12
Boots & More Shoe Store	\$13,968	28092	\$13,956	\$12
SUNRISE HEATING & AC	\$10,612	32628	\$10,600	\$12
Becker Furniture World Store	\$19,703	22623	\$19,692	\$11
Plaths Meats Shop	\$18,972	23214	\$18,961	\$11
Coastal Plains Restaurant	\$15,948	25928	\$15,937	\$11
TEXAS HILL COUNTRY FURN	\$22,200	20925	\$22,190	\$10

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Belt Law Firm	\$17,950	24107	\$17,940	\$10
Montana State Parks	\$13,380	28751	\$13,370	\$10
Magic City Casino	\$54,357	10427	\$54,348	\$9
TUSCALOOSA TIRE/SVC CTR	\$48,717	11479	\$48,708	\$9
TJS Restaurant	\$11,649	31169	\$11,640	\$9
GANNON UNIVERSITY	\$123,704	5034	\$123,696	\$8
CNB Bank & Trust	\$39,510	13585	\$39,502	\$8
WILLIAMS CHEESE CO	\$34,040	15345	\$34,032	\$8
Bedrock Liquors Store	\$42,144	12904	\$42,137	\$7
Torrington Savings Bank	\$18,044	23938	\$18,037	\$7
Dona Ana Community College	\$13,992	28081	\$13,986	\$6
Hughes Eye Center	\$12,984	29310	\$12,978	\$6
MIDTOWN VILLAGE CONDOS	\$20,909	21741	\$20,904	\$5
Happy Daz Restaurant	\$19,200	23044	\$19,195	\$5
D&W Windows & Sunrooms	\$17,400	24569	\$17,395	\$5
WEST TN DELTA HRTG CTR	\$11,700	31083	\$11,695	\$5
Kemmy Law Firm	\$48,945	11427	\$48,941	\$4
Cincinnati Preschool Promise Organization	\$24,000	19866	\$23,996	\$4
COBA Select Sires	\$21,060	21622	\$21,056	\$4
Netafim	\$23,343	20283	\$23,340	\$3
Springs Resort & Spa Pagosa Springs	\$19,655	22667	\$19,652	\$3
Henderson Law Firm	\$13,380	28751	\$13,377	\$3
CHESEN LASER EYE CENTER	\$45,494	12137	\$45,492	\$2
Sky Ute Casino & Resort	\$30,566	16659	\$30,564	\$2
Driveways Express Paving Contractor	\$15,400	26448	\$15,398	\$2
Greenband Boat Show	\$97,401	6240	\$97,400	\$1
High Point Regional Health System	\$54,245	10444	\$54,244	\$1
Boone Hospital Center	\$50,569	11067	\$50,568	\$1
KTVT	\$50,001	11186	\$50,000	\$1
NAVAJO TRAVEL PLAZA	\$44,244	12442	\$44,243	\$1
Penns Cave & Wildlife Park	\$42,241	12883	\$42,240	\$1
OAK GROVE 70 TRUCK STOP	\$32,101	16041	\$32,100	\$1
Stetler Local Dealer	\$29,575	17107	\$29,574	\$1
SES	\$26,814	18382	\$26,813	\$1
Renaissance Dental Group	\$25,345	19113	\$25,344	\$1
Southern Restaurant	\$24,509	19580	\$24,508	\$1
SHOPPES AT EASTCHASE	\$23,800	20015	\$23,799	\$1
Yulista Aviation Service	\$21,900	21133	\$21,899	\$1
Whole Health Dentistry	\$19,725	22607	\$19,724	\$1
Wauconda Recycling Center	\$18,732	23426	\$18,731	\$1
Akal Energy	\$17,928	24130	\$17,927	\$1

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.

2021 OOH Advertiser Spend Ranked by Greatest Dollar Increase over 2020

ADVERTISER	2021 OOH Spend	2021 OOH Spend Rank	2020 OOH Spend	OOH Spend Increase over 2020
Wenbrooke Electric Heating & Cooling	\$16,300	25552	\$16,299	\$1
Real Green Pest Control & Lawn Care	\$15,540	26307	\$15,539	\$1
Lake WA Institute Of Technology	\$14,063	27927	\$14,062	\$1
CHAPPELL TRACTOR SALES	\$13,483	28655	\$13,482	\$1
Quality Solutions	\$13,141	29020	\$13,140	\$1
EquiTrust Life Insurance Co	\$12,284	30232	\$12,283	\$1
BIG VALLEY ANTIQUES CTR	\$11,989	30744	\$11,988	\$1
Grand Gateway Hotel	\$11,833	30935	\$11,832	\$1
Marion County Office Of The County Engineer	\$11,626	31187	\$11,625	\$1
R360 Environmental Solutions	\$11,400	31493	\$11,399	\$1
BRIDGEPORT CARPETS STORE	\$11,340	31587	\$11,339	\$1
Phoenix Bar & Grill	\$11,041	32016	\$11,040	\$1

Source: Kantar

* OAAA estimates Kantar captures approximately 70% of total US OOH spend.