

2023 Local Ad Spend by Market by Ad Channel

Total Local Ad Spend Rank	DMA Market	Total Local Ad Spend	OOH Local Ad Spend	OOH Ad Spend Market Rank	% of Market Spend	Spot TV Local Ad Spend	% of Market Spend	Mobile Web Video Local Ad Spend	% of Market Spend	Mobile Web Local Ad Spend	% of Market Spend	Internet Display Local Ad Spend	% of Market Spend	Online Video Local Ad Spend	% of Market Spend	National Spot Radio Local Ad Spend	% of Market Spend	Radio Local Ad Spend	% of Market Spend	Print Local Ad Spend (Newspaper, Magazine)	% of Market Spend
1	NEW YORK	3,301,347,592	842,159,227	1	25.5%	728,450,932	22.1%	92,059,058	2.8%	167,801,393	5.1%	62,761,103	1.9%	76,346,573	2.3%	94,586,589	2.9%	431,625,311	13.1%	805,557,405	24.4%
2	LOS ANGELES	2,221,631,013	601,660,424	2	27.1%	721,156,947	32.5%	64,987,901	2.9%	46,709,664	2.1%	29,560,839	1.3%	20,409,664	0.9%	97,947,878	4.4%	466,233,765	21.0%	172,963,931	7.8%
3	CHICAGO	1,413,746,722	236,061,332	3	16.7%	465,549,853	32.9%	59,288,430	4.2%	54,558,076	3.9%	14,698,318	1.0%	15,012,786	1.1%	73,576,261	5.2%	262,892,664	18.6%	232,109,003	16.4%
4	DALLAS	1,051,113,360	203,654,202	5	19.4%	382,625,387	36.4%	23,458,244	2.2%	35,969,559	3.4%	19,416,044	1.8%	7,465,496	0.7%	57,534,736	5.5%	256,874,465	24.4%	64,115,226	6.1%
5	SAN FRANCISCO	1,042,140,002	205,044,523	4	19.7%	313,414,342	30.1%	89,085,969	8.5%	41,740,594	4.0%	19,052,560	1.8%	35,713,453	3.4%	50,015,851	4.8%	199,163,085	19.1%	88,909,624	8.5%
6	HOUSTON	981,202,745	154,948,242	9	15.8%	344,944,130	35.2%	36,730,151	3.7%	21,350,320	2.2%	10,108,094	1.0%	20,122,275	2.1%	69,351,083	7.1%	227,325,750	23.2%	96,322,701	9.8%
7	WASHINGTON,DC	969,305,640	120,014,951	13	12.4%	358,095,560	36.9%	26,912,093	2.8%	37,886,201	3.9%	25,050,125	2.6%	37,313,866	3.8%	46,055,638	4.8%	144,125,436	14.9%	173,851,769	17.9%
8	PHILADELPHIA	959,423,612	144,098,553	10	15.0%	371,109,326	38.7%	54,682,774	5.7%	30,636,422	3.2%	17,156,782	1.8%	23,194,617	2.4%	49,577,787	5.2%	194,334,537	20.3%	74,632,814	7.8%
9	MIAMI	890,783,348	199,696,274	6	22.4%	369,249,551	41.5%	12,258,617	1.4%	18,569,007	2.1%	15,515,479	1.7%	5,866,564	0.7%	43,414,373	4.9%	140,517,819	15.8%	85,695,664	9.6%
10	BOSTON	854,711,889	137,988,418	11	16.1%	298,852,217	35.0%	42,647,484	5.0%	47,947,995	5.6%	36,977,335	4.3%	34,232,879	4.0%	41,377,842	4.8%	145,778,628	17.1%	68,909,091	8.1%
11	ATLANTA	798,085,619	191,667,320	7	24.0%	274,153,759	34.4%	51,652,910	6.5%	29,670,992	3.7%	9,066,995	1.1%	16,866,521	2.1%	38,201,366	4.8%	153,301,247	19.2%	33,504,510	4.2%
12	PHOENIX	662,869,096	115,499,244	14	17.4%	219,196,974	33.1%	45,013,716	6.8%	30,721,111	4.6%	14,126,956	2.1%	14,006,696	2.1%	35,319,581	5.3%	117,502,705	17.7%	71,482,112	10.8%
13	DETROIT	640,635,155	74,712,854	18	11.7%	215,193,572	33.6%	52,743,611	8.2%	35,946,220	5.6%	18,025,261	2.8%	30,391,102	4.7%	32,517,663	5.1%	153,508,841	24.0%	27,596,031	4.3%
14	TAMPA	603,397,283	106,669,166	15	17.7%	241,106,303	40.0%	41,949,476	7.0%	20,285,102	3.4%	11,934,156	2.0%	6,494,090	1.1%	25,258,538	4.2%	76,326,035	12.6%	73,374,417	12.2%
15	ORLANDO	593,312,400	179,041,942	8	30.2%	230,706,528	38.9%	19,363,046	3.3%	21,096,113	3.6%	8,144,825	1.4%	5,796,450	1.0%	25,721,723	4.3%	91,602,526	15.4%	11,839,248	2.0%
16	DENVER	521,975,597	63,422,948	19	12.2%	196,139,940	37.6%	31,539,064	6.0%	20,545,352	3.9%	8,166,608	1.6%	16,679,648	3.2%	30,641,308	5.9%	102,269,503	19.6%	52,571,226	10.1%
17	SEATTLE	477,580,977	46,039,179	25	9.6%	177,387,526	37.1%	26,531,081	5.6%	17,584,170	3.7%	16,333,743	3.4%	11,624,458	2.4%	23,106,664	4.8%	110,882,601	23.2%	48,091,555	10.1%
18	MINNEAPOLIS	476,658,297	85,739,377	16	18.0%	128,098,699	26.9%	29,240,223	6.1%	18,236,743	3.8%	12,958,626	2.7%	12,036,589	2.5%	22,296,071	4.7%	90,998,630	19.1%	77,052,980	16.2%
19	SAN DIEGO	451,174,586	75,922,970	17	16.8%	163,275,296	36.2%	10,050,423	2.2%	11,721,763	2.6%	8,718,681	1.9%	3,962,512	0.9%	24,990,664	5.5%	103,277,471	22.9%	49,254,806	10.9%
20	LAS VEGAS	431,061,328	125,867,312	12	29.2%	140,733,963	32.6%	9,980,504	2.3%	17,673,814	4.1%	12,947,399	3.0%	3,261,943	0.8%	9,988,190	2.3%	47,732,447	11.1%	62,875,756	14.6%
21	CLEVELAND	416,424,662	40,508,909	32	9.7%	160,836,663	38.6%	20,118,281	4.8%	23,158,630	5.6%	16,294,630	3.9%	4,623,208	1.1%	21,897,222	5.3%	65,170,254	15.6%	63,816,865	15.3%
22	ST LOUIS	378,324,250	47,056,363	23	12.4%	107,361,772	28.4%	38,640,205	10.2%	18,779,229	5.0%	8,682,791	2.3%	20,162,566	5.3%	10,776,027	2.8%	80,079,334	21.2%	46,785,902	12.4%
23	PITTSBURGH	336,092,962	36,347,286	35	10.8%	138,877,361	41.3%	21,046,245	6.3%	19,551,566	5.8%	9,228,480	2.7%	3,906,196	1.2%	14,409,141	4.3%	64,764,624	19.3%	27,962,063	8.3%
24	SAN ANTONIO	335,342,716	59,026,487	22	17.6%	131,385,199	39.2%	25,689,831	7.7%	13,267,030	4.0%	4,695,383	1.4%	3,152,064	0.9%	15,773,526	4.7%	63,723,723	19.0%	18,629,474	5.6%
25	SACRAMENTO	332,959,109	61,680,965	20	18.5%	139,751,592	42.0%	9,293,455	2.8%	12,976,777	3.9%	7,846,077	2.4%	4,948,023	1.5%	22,694,314	6.8%	65,764,664	19.8%	8,003,243	2.4%
26	INDIANAPOLIS	330,620,275	28,904,937	42	8.7%	128,915,001	39.0%	28,366,969	8.6%	20,975,678	6.3%	9,762,642	3.0%	9,635,011	2.9%	13,545,829	4.1%	42,480,563	12.8%	48,033,644	14.5%
27	BALTIMORE	302,105,401	22,287,817	52	7.4%	117,734,501	39.0%	17,696,555	5.9%	15,534,436	5.1%	7,539,912	2.5%	5,084,768	1.7%	16,453,676	5.4%	76,723,132	25.4%	23,050,604	7.6%
28	MILWAUKEE	294,445,712	43,916,058	28	14.9%	103,355,611	35.1%	21,815,259	7.4%	17,998,963	6.1%	8,206,666	2.8%	8,817,171	3.0%	8,260,345	2.8%	43,029,954	14.6%	39,045,686	13.3%
29	SALT LAKE CITY	291,259,841	45,045,070	27	15.5%	82,525,289	28.3%	50,645,124	17.4%	28,176,821	9.7%	11,976,933	4.1%	18,187,022	6.2%	10,855,122	3.7%	39,815,670	13.7%	4,032,778	1.4%
30	HARTFORD	291,191,222	46,052,492	24	15.8%	122,918,565	42.2%	16,310,445	5.6%	11,574,118	4.0%	12,110,128	4.2%	7,188,634	2.5%	11,735,425	4.0%	28,095,035	9.6%	35,206,379	12.1%
31	PORTLAND,OR	288,473,486	36,832,418	34	12.8%	113,276,157	39.3%	15,002,010	5.2%	18,751,947	6.5%	8,544,185	3.0%	4,595,655	1.6%	11,603,467	4.0%	60,271,473	20.9%	19,596,175	6.8%
32	CINCINNATI	287,752,815	27,751,690	43	9.6%	88,706,965	30.8%	36,994,235	12.9%	13,996,932	4.9%	6,979,062	2.4%	7,606,441	2.6%	16,895,904	5.9%	63,541,240	22.1%	25,226,345	8.8%
33	CHARLOTTE	260,807,740	42,870,944	30	16.4%	127,636,223	48.9%	10,850,769	4.2%	9,705,162	3.7%	6,590,570	2.5%	4,227,068	1.6%	12,506,864	4.8%	41,139,643	15.8%	5,280,496	2.0%
34	AUSTIN	232,795,676	31,902,201	38	13.7%	83,118,751	35.7%	11,716,756	5.0%	8,292,132	3.6%	7,525,484	3.2%	6,782,870	2.9%	13,388,623	5.8%	52,166,396	22.4%	17,902,463	7.7%
35	COLUMBUS,OH	222,131,444	26,681,559	47	12.0%	104,988,742	47.3%	17,036,042	7.7%	13,075,467	5.9%	14,657,298	6.6%	10,715,024	4.8%	16,475,788	7.4%	0.0%	18,501,525	8.3%	
36	NASHVILLE	219,829,933	60,253,608	21	27.4%	89,746,382	40.8%	9,101,673	4.1%	9,389,432	4.3%	5,565,872	2.5%	6,017,421	2.7%	14,547,886	6.6%	0.0%	25,207,658	11.5%	
37	RALEIGH	217,219,211	27,649,835	44	12.7%	121,313,911	55.8%	19,282,600	8.9%	10,782,670	5.0%	6,011,479	2.8%	14,070,183	6.5%	13,614,593	6.3%	0.0%	4,493,940	2.1%	
38	KANSAS CITY	201,148,024	31,948,633	37	15.9%	73,197,874	36.4%	9,015,738	4.5%	8,984,642	4.5%	4,668,110	2.3%	1,965,827	1.0%	9,872,419	4.9%	54,682,193	27.2%	6,812,587	3.4%
39	JACKSONVILLE	194,229,969	42,525,517	31	21.9%	77,565,903	39.9%	9,668,459	5.0%	8,204,802	4.2%	3,667,142	1.9%	4,532,015	2.3%	10,972,620	5.6%	0.0%	37,093,513	19.1%	
40	NEW ORLEANS	193,913,951	43,595,931	29	22.5%	74,111,235	38.2%	3,841,442	2.0%	10,957,126	5.7%	9,761,760	5.0%	1,399,759	0.7%	8,973,817	4.6%	0.0%	41,272,882	21.3%	
41	PROVIDENCE	186,167,276	18,404,488	59	9.9%	51,747,618	27.8%	0.0%	0.0%	6,160,316	3.3%	6,845,794	3.7%	0.0%	0.0%	4,330,492	2.3%	26,969,060	14.5%	71,709,509	38.5%
42	WEST PALM BCH	174,818,928	4,421,112	135	2.5%	82,883,030	47.4%	3,928,477	2.2%	5,552,398	3.2%	7,168,841	4.1%	2,171,171	1.2%	11,118,964	6.4%	37,089,859	21.2%	20,485,076	11.7%
43	OKLAHOMA CITY	168,264,168	26,794,607	46	15.9%	85,516,094	50.8%	14382107.64	8.5%	7,473,501	4.4%	5,912,726	3.5%	2425285.83	1.4%	6,497,020	3.9%	0.0%	19,262,826	11.4%	
44	HARRISBURG	164,478,027	45,755,935	26	27.8%	61,579,567	37.4%	13,078,334	8.0%	13,550,858	8.2%	8,312,919	5.1%	3,291,917	2.0%	6,560,555	4.0%	0.0%	12,347,941	7.5%	
45	GREENVILLE,SC	160,110,949	30,150,622	40	18.8%	68,974,042	43.1%	16,809,516	10.5%	9,479,780	5.9%	5,384,850	3.4%	4,314,320	2.7%	6,369,722	4.0%	0.0%	18,628,097	11.6%	
46	GRAND RAPIDS	158,709,818	37,794,101	33	23.8%	57,816,380	36.4%	8,966,734	5.6%	23,629,858	14.9%	8,734,546	5.5%	3,956,771	2.5%	7,925,629	5.0%	0.0%	9,885,798	6.2%	
47	BUFFALO	158,096,039	16,110,294	63	10.2%	71,633,240	45.3%	118,201	0.1%	7,701,394	4.9%	8,093,770	5.1%	2,210,102	1.4%	3,109,886	2.0%	0.0%	49,119,152	31.1%	
48	OMAHA	153,334,427	12,623,447	86	8.2%	70,818,948	46.2%	2,594,721	1.7%	3,964,016	2.6%	4,201,727	2.7%	1,165,907	0.8%	3,665,325	2.4%	24,785,222	16.2%	29,515,014	19.2%
49	LOUISVILLE	150,829,179	20,112,022	55	13.3%	69,844,966	46.3%														

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57	FRESNO	105,811,985	23,143,812	51	21.9%	63,586,111	60.1%		0.0%	1,331,577	1.3%	588,199	0.6%	545447.853	0.5%	5,658,284	5.3%	9,654,763	9.1%	1,303,791	1.2%
58	GREENSBORO	101,950,504	17,732,480	60	17.4%	43,222,216	42.4%	10521229.73	10.3%	6,934,857	6.8%	5,542,964	5.4%	4,910,055	4.8%	5,655,814	5.5%		0.0%	7,430,888	7.3%
59	ALBANY,NY	100,069,839	16,197,964	62	16.2%	42,062,479	42.0%		0.0%	3,580,224	3.6%	10,016,171	10.0%		0.0%	3,142,474	3.1%		0.0%	25,070,527	25.1%
60	TULSA	95,178,577	15,930,615	64	16.7%	51,435,133	54.0%	3,456,473	3.6%	3,281,653	3.4%	3,242,452	3.4%	642713.749	0.7%	4,762,853	5.0%		0.0%	12,426,684	13.1%
61	MOBILE	93,971,899	34,210,267	36	36.4%	49,904,416	53.1%		0.0%	1,553,314	1.7%	4,400,038	4.7%		0.0%	3,903,865	4.2%		0.0%	0	0.0%
62	WILKES BARRE	89,213,207	21,077,140	53	23.6%	42,894,531	48.1%		0.0%	2328960.192	2.6%	4,338,067	4.9%	2224000.78	2.5%	2,241,483	2.5%		0.0%	14,109,024	15.8%
63	ROCHESTER,NY	86,384,230	9,678,077	103	11.2%	39,610,407	45.9%		0.0%	1,819,488	2.1%	5,727,742	6.6%	2659042.56	3.1%	3,208,751	3.7%		0.0%	23,680,722	27.4%
64	TUCSON	85,446,397	19,863,691	56	23.2%	56,050,855	65.6%		0.0%		0.0%	3,644,849	4.3%		0.0%	5,887,002	6.9%		0.0%	0	0.0%
65	EL PASO	84,041,653	23,803,157	48	28.3%	41,702,295	49.6%		0.0%	433,688	0.5%	3,442,706	4.1%		0.0%	3,990,791	4.7%	4,860,523	5.8%	5,808,493	6.9%
66	HARLINGEN	82,909,401	15,207,662	67	18.3%	51,880,197	62.6%	153062.621	0.2%	775,767	0.9%	372,013	0.4%	283563.634	0.3%	4,540,467	5.5%	9,696,668	11.7%	0	0.0%
67	LITTLE ROCK	80,996,178	14,096,807	74	17.4%	46,499,458	57.4%		0.0%	2165847.727	2.7%	2,876,050	3.6%		0.0%	3,147,469	3.9%		0.0%	12,210,546	15.1%
68	BATON ROUGE	78,863,471	19,620,967	58	24.9%	48,994,999	62.1%	2101893.483	2.7%		0.0%	4,147,777	5.3%	751308.977	1.0%	3,246,526	4.1%		0.0%	0	0.0%
69	LEXINGTON	73,946,785	12,037,520	89	16.3%	55,824,321	75.5%		0.0%	914,222	1.2%	2,050,038	2.8%		0.0%	3,120,684	4.2%		0.0%	0	0.0%
70	MADISON	72,087,711	15,909,256	65	22.1%	41,900,716	58.1%	1023230.156	1.4%	4857857.174	6.7%	4,180,444	5.8%	960,654	1.3%	3,255,553	4.5%		0.0%	0	0.0%
71	DES MOINES	71,817,513	9,713,276	102	13.5%	46,504,305	64.8%	1,739,769	2.4%	5,121,356	7.1%	2,539,596	3.5%	1468525.58	2.0%	4,730,685	6.6%		0.0%	0	0.0%
72	DAYTON	64,001,744	6,817,688	123	10.7%	43,435,586	67.9%		0.0%	3,667,782	5.7%	5,540,934	8.7%		0.0%	4,539,754	7.1%		0.0%	0	0.0%
73	FLINT	60,847,883	20,888,596	54	34.3%	35,451,671	58.3%		0.0%	85,255	0.1%	2,376,321	3.9%		0.0%	2,046,041	3.4%		0.0%	0	0.0%
74	CHARLESTON,SC	59,671,268	12,992,685	83	21.8%	36,922,168	61.9%		0.0%	2,096,002	3.5%	3,409,564	5.7%	917,255	1.5%	3,333,594	5.6%		0.0%	0	0.0%
75	GREEN BAY	59,484,889	12,346,210	87	20.8%	34,512,759	58.0%		0.0%	3,793,926	6.4%	6,898,956	11.6%		0.0%	1,933,039	3.2%		0.0%	0	0.0%
76	JACKSON,MS	59,463,232	12,763,884	84	21.5%	38,010,708	63.9%	875080.146	1.5%	1,276,981	2.1%	3,297,930	5.5%	1,251,601	2.1%	1,987,048	3.3%		0.0%	0	0.0%
77	SAVANNAH	58,643,065	14,046,163	75	24.0%	38,296,408	65.3%		0.0%		0.0%	2,866,911	4.9%	757,711	1.3%	2,675,873	4.6%		0.0%	0	0.0%
78	CEDAR RAPIDS	58,082,057	14,795,558	69	25.5%	39,084,037	67.3%		0.0%	92,711	0.2%	818,243	1.4%	785582.703	1.4%	2,505,925	4.3%		0.0%	0	0.0%
79	SOUTH BEND	56,921,138	11,202,611	96	19.7%	40,179,915	70.6%		0.0%	1,339,125	2.4%	2,973,677	5.2%		0.0%	1,225,811	2.2%		0.0%	0	0.0%
80	COLUMBIA,SC	56,717,916	14,011,941	76	24.7%	35,796,733	63.1%		0.0%	830,842	1.5%	1,400,292	2.5%	1,529,986	2.7%	3,148,122	5.6%		0.0%	0	0.0%
81	TOLEDO	55,878,423	8,695,529	108	15.6%	39,903,412	71.4%		0.0%	1,511,907	2.7%	2,414,094	4.3%		0.0%	3,353,481	6.0%		0.0%	0	0.0%
82	FT WAYNE	55,178,165	16,555,639	61	30.0%	32,051,210	58.1%		0.0%	956,357	1.7%	4,057,450	7.4%		0.0%	1,557,518	2.8%		0.0%	0	0.0%
83	BAKERSFIELD	53,822,815	10,795,120	98	20.1%	28,596,974	53.1%		0.0%	512,566	1.0%	3,593,773	6.7%		0.0%	2,521,635	4.7%	7,802,747	14.5%	0	0.0%
84	ROANOKE	53,771,770	9,789,728	101	18.2%	35,189,079	65.4%		0.0%	3,519,301	6.5%	2,736,015	5.1%	142402.131	0.3%	2,395,244	4.5%		0.0%	0	0.0%
85	SHREVEPORT	53,691,880	11,275,316	95	21.0%	39,323,555	73.2%		0.0%		0.0%	1,820,435	3.4%		0.0%	1,272,575	2.4%		0.0%	0	0.0%
86	WACO	52,660,692	13,871,593	78	26.3%	30,457,723	57.8%		0.0%	1496577.521	2.8%	3,946,553	7.5%		0.0%	2,888,245	5.5%		0.0%	0	0.0%
87	LA CROSSE	52,476,952	13,932,096	77	26.5%	37,247,692	71.0%		0.0%		0.0%		0.0%		0.0%	1,297,164	2.5%		0.0%	0	0.0%
88	TALLAHASSEE	52,373,127	15,251,721	66	29.1%	31,632,889	60.4%		0.0%	1,016,897	1.9%	2,993,101	5.7%		0.0%	1,478,518	2.8%		0.0%	0	0.0%
89	HUNTSVILLE	52,049,964	19,832,534	57	38.1%	28,028,919	53.9%		0.0%	509,767	1.0%	1,608,376	3.1%		0.0%	2,070,367	4.0%		0.0%	0	0.0%
90	HONOLULU	51,815,887	3,343,039	143	6.5%	41,289,841	79.7%		0.0%	895,776	1.7%	4,307,041	8.3%		0.0%	1,980,190	3.8%		0.0%	0	0.0%
91	EVANSVILLE	49,755,928	10,675,799	99	21.5%	36,647,668	73.7%		0.0%	393,153	0.8%	1,423,633	2.9%		0.0%	615,675	1.2%		0.0%	0	0.0%
92	SPOKANE	49,725,646	14,613,396	70	29.4%	27,167,747	54.6%		0.0%	909384.6524	1.8%	4696566.185	9.4%		0.0%	2,338,552	4.7%		0.0%	0	0.0%
93	AUGUSTA	49,436,916	7,279,187	117	14.7%	37,260,848	75.4%		0.0%	570,802	1.2%	2,016,878	4.1%	534891.542	1.1%	1,774,309	3.6%		0.0%	0	0.0%
94	WICHITA	49,113,353	9,001,639	106	18.3%	35,196,730	71.7%		0.0%	1,390,751	2.8%	1,465,993	3.0%		0.0%	2,058,240	4.2%		0.0%	0	0.0%
95	CHARLESTON,WV	48,117,332	6,223,730	127	12.9%	36,202,380	75.2%		0.0%	861,621	1.8%	3,203,901	6.7%		0.0%	1,625,700	3.4%		0.0%	0	0.0%
96	COLORADO SPRGS	47,963,936	8885925	107	18.5%	29,962,889	62.5%		0.0%	2285623.248	4.8%	3,521,187	7.3%		0.0%	3,308,313	6.9%		0.0%	0	0.0%
97	TYLER	47,834,605	10,468,474	100	21.9%	36,006,703	75.3%		0.0%		0.0%		0.0%		0.0%	1,359,428	2.8%		0.0%	0	0.0%
98	FT SMITH	47,377,209	12,657,318	85	26.7%	30,406,769	64.2%		0.0%	510,147	1.1%	1,624,954	3.4%		0.0%	2,178,021	4.6%		0.0%	0	0.0%
99	MYRTLE BEACH	46,555,411	14,985,767	68	32.2%	28,013,647	60.2%	542592.662	1.2%	143,310	0.3%	400,019	0.9%	156519.06	0.3%	2,313,556	5.0%		0.0%	0	0.0%
100	RENO	46,401,470	14,546,841	72	31.3%	26,538,826	57.2%		0.0%	758,745	1.6%	3,245,400	7.0%		0.0%	1,311,658	2.8%		0.0%	0	0.0%
101	SPRINGFIELD,MO	45,466,315	11,889,352	91	26.1%	29,145,894	64.1%		0.0%	883694.6121	1.9%	1,991,453	4.4%		0.0%	1,555,922	3.4%		0.0%	0	0.0%
102	SYRACUSE	44,370,171	8,541,485	109	19.3%	26,718,977	60.2%		0.0%	1,213,504	2.7%	6,173,028	13.9%		0.0%	1,723,177	3.9%		0.0%	0	0.0%
103	YOUNGSTOWN	44,141,262	7,735,463	114	17.5%	29,780,309	67.5%		0.0%	1,634,467	3.7%	3,221,517	7.3%		0.0%	1,769,506	4.0%		0.0%	0	0.0%
104	BOISE	44,110,873	14,466,395	73	32.8%	28,350,119	64.3%		0.0%		0.0%	81,488	0.2%		0.0%	1,212,871	2.7%		0.0%	0	0.0%
105	BURLINGTON	42,436,267			0.0%	38,254,805	90.1%	298951.665	0.7%	0	0.0%	2,481,058	5.8%	317,013	0.7%	1,084,441	2.6%		0.0%	0	0.0%
106	LAFAYETTE,LA	42,313,504	7799911	113	18.4%	30,812,368	72.8%		0.0%		0.0%	2,560,325	6.1%		0.0%	1,140,900	2.7%		0.0%	0	0.0%
107	TRI CITIES	40,748,818	2,112,288	149	5.2%	35,240,439	86.5%		0.0%	898,660	2.2%	1,905,098	4.7%		0.0%	592,333	1.5%		0.0%	0	0.0%
108	MONTGOMERY	40,094,759	12,007,299	90	29.9%	24,664,855	61.5%		0.0%		0.0%	1,020,431	2.5%	1,141,036	2.8%	1,261,139	3.1%		0.0%	0	0.0%
109	BILOXI	39,556,494	14,565,851	71	36.8%	23,713,242	59.9%		0.0%		0.0%		0.0%		0.0%	1,277,401	3.2%		0.0%	0	0.0%
110	PALM SPRINGS	39,487,855	13,867,542	79	35.1%	21,232,642	53.8%		0.0%		0.0%	2,732,045	6.9%		0.0%	1,655,626	4.2%		0.0%	0	0.0%
111	CHAMPAIGN	38,875,286	12,049,100	88	31.0%	20,547,656	52.9%		0.0%	876,248	2.3%	4,263,188	11.0%		0.0%	1,139,095	2.9%		0.0%	0	0.0%
112	PADUCAH	38,817,311	4,367,914	136	11.3%	29,647,307	76.4%		0.0%	938019.0238	2.4%	2,998,316	7.7%	553360.18	1.4%	312,394	0.8%		0.0%	0	0.0%

Source: Vivvix

* OAAA estimates Vivvix captures approximately 75% of total US OOH spend. Vivvix reports Cinema nationally so it is not included in local ad spend analysis.

2023 Local Ad Spend by Market by Ad Channel

Total Local Ad Spend Rank	DMA Market	Total Local Ad Spend	OOH Local Ad Spend	OOH Ad Spend Market Rank	% of Market Spend	Spot TV Local Ad Spend	% of Market Spend	Mobile Web Video Local Ad Spend	% of Market Spend	Mobile Web Local Ad Spend	% of Market Spend	Internet Display Local Ad Spend	% of Market Spend	Online Video Local Ad Spend	% of Market Spend	National Spot Radio Local Ad Spend	% of Market Spend	Radio Local Ad Spend	% of Market Spend	Print Local Ad Spend (Newspaper, Magazine)	% of Market Spend
113	CHATTANOOGA	38,680,502	556	178	0.0%	32,656,870	84.4%		0.0%	1526214.745	3.9%	2,861,594	7.4%		0.0%	1,635,267	4.2%		0.0%	0	0.0%
114	CORPUS CHRISTI	37,846,182	6,676,439	125	17.6%	25,006,739	66.1%		0.0%	428901.2778	1.1%	2,805,068	7.4%		0.0%	2,929,036	7.7%		0.0%	0	0.0%
115	WILMINGTON	37,499,698	13,426,407	82	35.8%	23,406,235	62.4%		0.0%		0.0%		0.0%		0.0%	667,056	1.8%		0.0%	0	0.0%
116	JOHNSTOWN	37,170,300	9,159,620	104	24.6%	24,346,016	65.5%		0.0%	217326.0707	0.6%	2,746,219	7.4%		0.0%	701,118	1.9%		0.0%	0	0.0%
117	PORTLAND,ME	36,800,234	155,992	162	0.4%	29,719,722	80.8%		0.0%		0.0%	2,337,698	6.4%	1740632.49	4.7%	2,846,190	7.7%		0.0%	0	0.0%
118	DAVENPORT	36,778,180	23,690	166	0.1%	34,721,171	94.4%		0.0%		0.0%	695959.371	1.9%		0.0%	1,337,360	3.6%		0.0%	0	0.0%
119	LINCOLN	36,600,955	8,132,996	112	22.2%	26,748,339	73.1%		0.0%		0.0%		0.0%		0.0%	1,719,620	4.7%		0.0%	0	0.0%
120	LANSING	36,510,213	7,160,655	120	19.6%	23,091,534	63.2%		0.0%	1090896.639	3.0%	3,162,589	8.7%		0.0%	2,004,538	5.5%		0.0%	0	0.0%
121	MACON	34,624,896	11,515,718	93	33.3%	21,212,796	61.3%		0.0%		0.0%	319,044	0.9%		0.0%	1,577,337	4.6%		0.0%	0	0.0%
122	SPRINGFIELD,MA	34,076,309			0.0%	29,332,405	86.1%		0.0%	397,475	1.2%	2,235,615	6.6%		0.0%	2,110,813	6.2%		0.0%	0	0.0%
123	PEORIA	33,109,282	3,476,592	140	10.5%	24,626,404	74.4%		0.0%	1151746.194	3.5%	2107841.705	6.4%	424369.686	1.3%	1,322,692	4.0%		0.0%	0	0.0%
124	SALISBURY	32,682,227	11,425,120	94	35.0%	18,096,104	55.4%		0.0%		0.0%	873,945	2.7%	1334723.23	4.1%	952,334	2.9%		0.0%	0	0.0%
125	GREENVILLE,NC	31,865,183	536	179	0.0%	22,213,861	69.7%		0.0%	1543069.593	4.8%	6340861.06	19.9%	825677.085	2.6%	941,178	3.0%		0.0%	0	0.0%
126	COLUMBUS,GA	31,372,114	7,268,039	118	23.2%	22,695,811	72.3%		0.0%		0.0%	166,797	0.5%		0.0%	1,241,467	4.0%		0.0%	0	0.0%
127	SIoux FALLS	28,132,765			0.0%	23,155,301	82.3%		0.0%	1,481,633	5.3%	2,237,606	8.0%		0.0%	1,258,225	4.5%		0.0%	0	0.0%
128	MONTEREY	27,095,918	22,654	167	0.1%	22,018,833	81.3%		0.0%	602775.2204	2.2%	1326874.272	4.9%	434504.142	1.6%	2,690,278	9.9%		0.0%	0	0.0%
129	FARGO	26,514,107	21,360	169	0.1%	25,310,622	95.5%		0.0%		0.0%		0.0%		0.0%	1,182,125	4.5%		0.0%	0	0.0%
130	WAUSAU	26,131,983			0.0%	25,495,703	97.6%		0.0%		0.0%		0.0%		0.0%	636,280	2.4%		0.0%	0	0.0%
131	SANTA BARBARA	26,098,367	3166	174	0.0%	15,373,175	58.9%		0.0%	1280625.52	4.9%	3195032.277	12.2%	349778.293	1.3%	5,896,590	22.6%		0.0%	0	0.0%
132	TRAVERSE CITY	23,663,599	7199249	119	30.4%	15,312,656	64.7%		0.0%		0.0%	504065.9508	2.1%		0.0%	647,628	2.7%		0.0%	0	0.0%
133	EUGENE	23,321,815	336,548	158	1.4%	19,909,288	85.4%		0.0%	706440.068	3.0%	2,133,990	9.2%		0.0%	235,550	1.0%		0.0%	0	0.0%
134	ALBANY,GA	23,279,707	10,819,914	97	46.5%	11,763,829	50.5%		0.0%		0.0%		0.0%		0.0%	695,964	3.0%		0.0%	0	0.0%
135	BILLINGS	22,986,723	9,034,770	105	39.3%	13,665,994	59.5%		0.0%		0.0%		0.0%		0.0%	285,959	1.2%		0.0%	0	0.0%
136	WHEELING	22,367,306	6125774	128	27.4%	13,289,151	59.4%		0.0%	145,655	0.7%	2,036,430	9.1%		0.0%	770,297	3.4%		0.0%	0	0.0%
137	ROCKFORD	21,852,017			0.0%	19,293,520	88.3%		0.0%	444,063	2.0%	1,330,331	6.1%		0.0%	784,103	3.6%		0.0%	0	0.0%
138	HATTIESBURG	21,142,387	3,374,726	142	16.0%	15,099,417	71.4%		0.0%	551051.8515	2.6%	1,268,511	6.0%		0.0%	848,681	4.0%		0.0%	0	0.0%
139	DULUTH	21,076,829	8,499,894	110	40.3%	12,099,221	57.4%		0.0%		0.0%		0.0%		0.0%	477,714	2.3%		0.0%	0	0.0%
140	CHARLOTTESVILL	19,385,658			0.0%	17,260,025	89.0%		0.0%	118739.1503	0.6%	1458784.045	7.5%		0.0%	548,110	2.8%		0.0%	0	0.0%
141	ERIE	18,447,165	7,638,369	115	41.4%	10,002,384	54.2%		0.0%		0.0%		0.0%		0.0%	806,412	4.4%		0.0%	0	0.0%
142	LAKE CHARLES	18,219,339	6767736	124	37.1%	10,889,585	59.8%		0.0%		0.0%		0.0%		0.0%	562,018	3.1%		0.0%	0	0.0%
143	LUBBOCK	17,900,134	6,823,021	122	38.1%	10,262,972	57.3%		0.0%		0.0%		0.0%		0.0%	814,141	4.5%		0.0%	0	0.0%
144	SIoux CITY	17,809,935			0.0%	17,296,865	97.1%		0.0%		0.0%		0.0%		0.0%	513,070	2.9%		0.0%	0	0.0%
145	BEAUMONT	17,736,290	4,242,223	137	23.9%	11,963,218	67.5%		0.0%		0.0%		0.0%		0.0%	1,530,849	8.6%		0.0%	0	0.0%
146	GAINESVILLE	17,640,397	4,410	173	0.0%	14,119,563	80.0%	802521.14	4.5%	622717.3886	3.5%	303948.3883	1.7%	344980.652	2.0%	1,442,257	8.2%		0.0%	0	0.0%
147	PANAMA CITY	17,619,393	8,313,504	111	47.2%	5,592,336	31.7%		0.0%	382698.3509	2.2%	2259387.464	12.8%	456036.28	2.6%	615,431	3.5%		0.0%	0	0.0%
148	ODESSA	17,470,030	7,326,982	116	41.9%	9,187,186	52.6%		0.0%		0.0%		0.0%		0.0%	955,862	5.5%		0.0%	0	0.0%
149	LAREDO	17,033,349	5982925	129	35.1%	10,291,697	60.4%		0.0%		0.0%		0.0%		0.0%	758,727	4.5%		0.0%	0	0.0%
150	RAPID CITY	16,907,516	11,588,227	92	68.5%	5,002,832	29.6%		0.0%		0.0%		0.0%		0.0%	316,457	1.9%		0.0%	0	0.0%
151	ANCHORAGE	16,807,614			0.0%	15,389,850	91.6%		0.0%		0.0%		0.0%		0.0%	1,417,764	8.4%		0.0%	0	0.0%
152	ABILENE	15,804,446	4596433	132	29.1%	9,321,129	59.0%		0.0%	474,351	3.0%	1,103,433	7.0%		0.0%	309,099	2.0%		0.0%	0	0.0%
153	BINGHAMTON	15,603,344			0.0%	11,285,321	72.3%		0.0%	1,038,324	6.7%	2,710,077	17.4%		0.0%	569,621	3.7%		0.0%	0	0.0%
154	LAFAYETTE,IN	14,944,063	5,278	171	0.0%	12,542,464	83.9%		0.0%	829834.0582	5.6%	953715.9868	6.4%		0.0%	612,771	4.1%		0.0%	0	0.0%
155	MONROE	14,830,398	3,547,065	138	23.9%	8,980,067	60.6%		0.0%		0.0%	1841871.75	12.4%		0.0%	461,455	3.1%		0.0%	0	0.0%
156	AMARILLO	14,559,368	4,804,910	130	33.0%	9,314,759	64.0%		0.0%		0.0%		0.0%		0.0%	439,699	3.0%		0.0%	0	0.0%
157	JACKSON,TN	14,417,368	6,454,813	126	44.8%	7,805,327	54.1%		0.0%		0.0%		0.0%		0.0%	157,228	1.1%		0.0%	0	0.0%
158	TOPEKA	14,114,164	4,574,114	133	32.4%	8,830,044	62.6%		0.0%		0.0%		0.0%		0.0%	710,006	5.0%		0.0%	0	0.0%
159	COLUMBUS,MS	13,685,990	2,351,792	146	17.2%	10,731,202	78.4%		0.0%		0.0%		0.0%		0.0%	602,996	4.4%		0.0%	0	0.0%
160	YUMA	13,637,370	4643640	131	34.1%	8,559,095	62.8%		0.0%		0.0%		0.0%		0.0%	434,635	3.2%		0.0%	0	0.0%
161	ROCHESTER,MN	13,526,762			0.0%	11,556,961	85.4%		0.0%		0.0%	583037.5633	4.3%		0.0%	1,386,763	10.3%		0.0%	0	0.0%
162	BANGOR	13,449,774	517	180	0.0%	11,076,492	82.4%		0.0%	71289.414	0.5%	1207727.902	9.0%		0.0%	1,093,748	8.1%		0.0%	0	0.0%
163	MISSOULA	13,067,503	168,594	161	1.3%	12,700,643	97.2%		0.0%		0.0%		0.0%		0.0%	198,266	1.5%		0.0%	0	0.0%
164	ALEXANDRIA	12,759,784	4,513,462	134	35.4%	7,973,223	62.5%		0.0%		0.0%		0.0%		0.0%	272,899	2.1%		0.0%	0	0.0%
165	CHICO	12,585,762	3,206,424	144	25.5%	6,356,254	50.5%		0.0%		0.0%	1,858,557	14.8%		0.0%	1,164,526	9.3%		0.0%	0	0.0%
166	COLUMBIA,MO	12,362,310	2,343,410	147	19.0%	9,369,403	75.8%		0.0%		0.0%		0.0%		0.0%	649,497	5.3%		0.0%	0	0.0%
167	CASPER	12,127,392	6,928,811	121	57.1%	5,025,642	41.4%		0.0%		0.0%		0.0%		0.0%	172,939	1.4%		0.0%	0	0.0%
168	MERIDIAN	11,374,427	1,430,487	154	12.6%	8,942,264	78.6%		0.0%		0.0%	631,736	5.6%		0.0%	369,940	3.3%		0.0%	0	0.0%

Source: Vivix

* OAAA estimates Vivix captures approximately 75% of total US OOH spend. Vivix reports Cinema nationally so it is not included in local ad spend analysis.

2023 Local Ad Spend by Market by Ad Channel

Total Local Ad Spend Rank	DMA Market	Total Local Ad Spend	OOH Local Ad Spend	OOH Ad Spend Market Rank	% of Market Spend	Spot TV Local Ad Spend	% of Market Spend	Mobile Web Video Local Ad Spend	% of Market Spend	Mobile Web Local Ad Spend	% of Market Spend	Internet Display Local Ad Spend	% of Market Spend	Online Video Local Ad Spend	% of Market Spend	National Spot Radio Local Ad Spend	% of Market Spend	Radio Local Ad Spend	% of Market Spend	Print Local Ad Spend (Newspaper, Magazine)	% of Market Spend
169	WICHITA FALLS	11,281,164			0.0%	8,665,725	76.8%		0.0%	243707.239	2.2%	2030527.596	18.0%		0.0%	341,205	3.0%		0.0%	0	0.0%
170	DOTHAN	11,176,560	2,699	176	0.0%	10,805,653	96.7%		0.0%		0.0%		0.0%		0.0%	368,208	3.3%		0.0%	0	0.0%
171	GREAT FALLS	10,792,409	429,624	156	4.0%	10,099,701	93.6%		0.0%		0.0%		0.0%		0.0%	263,084	2.4%		0.0%	0	0.0%
172	MINOT	10,513,816	178,610	160	1.7%	9,062,950	86.2%		0.0%		0.0%		0.0%		0.0%	1,272,256	12.1%		0.0%	0	0.0%
173	SAN ANGELO	9,303,774	1,580,422	152	17.0%	6,369,008	68.5%		0.0%		0.0%	1289198.865	13.9%		0.0%	65,146	0.7%		0.0%	0	0.0%
174	JOPLIN	9,001,644			0.0%	8,289,623	92.1%		0.0%		0.0%		0.0%		0.0%	712,021	7.9%		0.0%	0	0.0%
175	UTICA	8,660,875	1,339	177	0.0%	7,589,145	87.6%		0.0%		0.0%	724598.0599	8.4%		0.0%	345,793	4.0%		0.0%	0	0.0%
176	CLARKSBURG	8,579,245	1106067	155	12.9%	7,429,756	86.6%		0.0%		0.0%		0.0%		0.0%	43,422	0.5%		0.0%	0	0.0%
177	BLUEFIELD	8,514,444	3,534,637	139	41.5%	4,907,467	57.6%		0.0%		0.0%		0.0%		0.0%	72,340	0.8%		0.0%	0	0.0%
178	MEDFORD	8,291,836	127,710	163	1.5%	8,052,371	97.1%		0.0%		0.0%		0.0%		0.0%	111,755	1.3%		0.0%	0	0.0%
179	TERRE HAUTE	8,081,272	126624	164	1.6%	6,471,834	80.1%		0.0%	335,275	4.1%	898,875	11.1%		0.0%	248,664	3.1%		0.0%	0	0.0%
180	BOWLING GREEN	7,323,151	15,241	170	0.2%	6,352,769	86.7%		0.0%		0.0%		0.0%		0.0%	955,141	13.0%		0.0%	0	0.0%
181	MARQUETTE	7,015,920	1,626,780	151	23.2%	5,211,015	74.3%		0.0%		0.0%		0.0%		0.0%	178,125	2.5%		0.0%	0	0.0%
182	IDAHO FALLS	7,007,970	2,215,114	148	31.6%	4,199,016	59.9%		0.0%		0.0%		0.0%		0.0%	593,840	8.5%		0.0%	0	0.0%
183	HARRISONBURG	6,965,825			0.0%	4,684,910	67.3%		0.0%	201,700	2.9%	1,408,954	20.2%		0.0%	670,261	9.6%		0.0%	0	0.0%
184	BUTTE	6,952,121	386728	157	5.6%	6,355,921	91.4%		0.0%		0.0%		0.0%		0.0%	209,472	3.0%		0.0%	0	0.0%
185	NORTH PLATTE	6,950,125			0.0%	6,868,838	98.8%		0.0%		0.0%		0.0%		0.0%	81,287	1.2%		0.0%	0	0.0%
186	TWIN FALLS	6,398,304	118,121	165	1.8%	5,888,700	92.0%		0.0%		0.0%		0.0%		0.0%	391,483	6.1%		0.0%	0	0.0%
187	GREENWOOD	6,049,196	1,461,558	153	24.2%	4,587,638	75.8%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%	0	0.0%
188	JONESBORO	6,009,353	1962998	150	32.7%	3,863,169	64.3%		0.0%		0.0%		0.0%		0.0%	183,186	3.0%		0.0%	0	0.0%
189	YAKIMA	5,832,465			0.0%	5,109,177	87.6%		0.0%		0.0%		0.0%		0.0%	723,288	12.4%		0.0%	0	0.0%
190	MANKATO	5,816,395	3,070,129	145	52.8%	2,365,275	40.7%		0.0%		0.0%		0.0%		0.0%	380,991	6.6%		0.0%	0	0.0%
191	VICTORIA	5,658,610	3,449,931	141	61.0%	1,858,690	32.8%		0.0%		0.0%		0.0%		0.0%	349988.64	6.2%		0.0%	0	0.0%
192	GRAND JUNCTION	5,468,708			0.0%	4,439,513	81.2%		0.0%	268963.3355	4.9%	546155.7698	10.0%		0.0%	214,076	3.9%		0.0%	0	0.0%
193	QUINCY	5,092,630			0.0%	4,971,736	97.6%		0.0%		0.0%		0.0%		0.0%	120,894	2.4%		0.0%	0	0.0%
194	PRESQUE ISLE	5,060,464			0.0%	4,892,010	96.7%		0.0%		0.0%		0.0%		0.0%	168,454	3.3%		0.0%	0	0.0%
195	SHERMAN	4,905,198			0.0%	4,905,198	100.0%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%	0	0.0%
196	HELENA	4,820,739	223117	159	4.6%	4,597,622	95.4%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%	0	0.0%
197	LIMA	4,485,173	470	181	0.0%	3,781,467	84.3%		0.0%		0.0%		0.0%		0.0%	703,236	15.7%		0.0%	0	0.0%
198	OTTUMWA	4,326,512			0.0%	4,326,512	100.0%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%	0	0.0%
199	PARKERSBURG	4,046,981	3146	175	0.1%	3,646,024	90.1%		0.0%		0.0%		0.0%		0.0%	397,811	9.8%		0.0%	0	0.0%
200	ELMIRA	4,017,109			0.0%	3,880,326	96.6%		0.0%		0.0%		0.0%		0.0%	136,783	3.4%		0.0%	0	0.0%
201	FAIRBANKS	3,989,202			0.0%	3,729,947	93.5%		0.0%		0.0%		0.0%		0.0%	259,255	6.5%		0.0%	0	0.0%
202	EUREKA	3,764,412			0.0%	3,663,994	97.3%		0.0%		0.0%		0.0%		0.0%	100418	2.7%		0.0%	0	0.0%
203	BEND	3,653,631			0.0%	3,499,485	95.8%		0.0%		0.0%		0.0%		0.0%	154145.95	4.2%		0.0%	0	0.0%
204	WATERTOWN	3,512,226			0.0%	3,308,426	94.2%		0.0%		0.0%		0.0%		0.0%	203,800	5.8%		0.0%	0	0.0%
205	ST JOSEPH	3,058,219			0.0%	3,052,110	99.8%		0.0%		0.0%		0.0%		0.0%	6,109	0.2%		0.0%	0	0.0%
206	CHEYENNE	2,858,639	22,288	168	0.8%	2,709,513	94.8%		0.0%		0.0%		0.0%		0.0%	126838.08	4.4%		0.0%	0	0.0%
207	ZANESVILLE	2,715,405			0.0%	2,715,405	100.0%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%	0	0.0%
208	ALPENA	2,500,590			0.0%	2,381,590	95.2%		0.0%		0.0%		0.0%		0.0%	119,000	4.8%		0.0%	0	0.0%
209	JUNEAU	2,255,248			0.0%	2,240,202	99.3%		0.0%		0.0%		0.0%		0.0%	15,046	0.7%		0.0%	0	0.0%
210	GLENDIVE	1,371,712	5126	172	0.4%	1,366,586	99.6%		0.0%		0.0%		0.0%		0.0%		0.0%		0.0%	0	0.0%
	GRAND TOTAL	32,177,917,330	6,070,447,978		18.9%	12,732,461,225	39.6%	1,330,420,990	4.1%	1,223,537,111	3.8%	857,930,500	2.7%	617,015,482	1.9%	1,469,329,833	4.6%	4,552,628,869	14.1%	3,324,145,342	10.3%

Source: Vivvix

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