

2023 OOH SPEND SHARE RANK OF LOCAL DMA MARKET AD SPEND

Total Local Ad Spend Rank	DMA MARKET	Total Local Ad Spend	OOH Local Ad Spend	OOH Ad Spend DMA Rank	OOH Share of DMA Local Ad Spend
150	RAPID CITY	\$16,907,516	\$11,588,227	92	68.5%
191	VICTORIA	\$5,658,610	\$3,449,931	141	61.0%
167	CASPER	\$12,127,392	\$6,928,811	121	57.1%
190	MANKATO	\$5,816,395	\$3,070,129	145	52.8%
147	PANAMA CITY	\$17,619,393	\$8,313,504	111	47.2%
134	ALBANY,GA	\$23,279,707	\$10,819,914	97	46.5%
157	JACKSON,TN	\$14,417,368	\$6,454,813	126	44.8%
148	ODESSA	\$17,470,030	\$7,326,982	116	41.9%
177	BLUEFIELD	\$8,514,444	\$3,534,637	139	41.5%
141	ERIE	\$18,447,165	\$7,638,369	115	41.4%
139	DULUTH	\$21,076,829	\$8,499,894	110	40.3%
135	BILLINGS	\$22,986,723	\$9,034,770	105	39.3%
143	LUBBOCK	\$17,900,134	\$6,823,021	122	38.1%
89	HUNTSVILLE	\$52,049,964	\$19,832,534	57	38.1%
142	LAKE CHARLES	\$18,219,339	\$6,767,736	124	37.1%
109	BILOXI	\$39,556,494	\$14,565,851	71	36.8%
61	MOBILE	\$93,971,899	\$34,210,267	36	36.4%
115	WILMINGTON	\$37,499,698	\$13,426,407	82	35.8%
164	ALEXANDRIA	\$12,759,784	\$4,513,462	134	35.4%
149	LAREDO	\$17,033,349	\$5,982,925	129	35.1%
110	PALM SPRINGS	\$39,487,855	\$13,867,542	79	35.1%
124	SALISBURY	\$32,682,227	\$11,425,120	94	35.0%
73	FLINT	\$60,847,883	\$20,888,596	54	34.3%
160	YUMA	\$13,637,370	\$4,643,640	131	34.1%
121	MACON	\$34,624,896	\$11,515,718	93	33.3%
156	AMARILLO	\$14,559,368	\$4,804,910	130	33.0%
104	BOISE	\$44,110,873	\$14,466,395	73	32.8%
188	JONESBORO	\$6,009,353	\$1,962,998	150	32.7%
158	TOPEKA	\$14,114,164	\$4,574,114	133	32.4%
99	MYRTLE BEACH	\$46,555,411	\$14,985,767	68	32.2%
182	IDAHO FALLS	\$7,007,970	\$2,215,114	148	31.6%
100	RENO	\$46,401,470	\$14,546,841	72	31.3%
111	CHAMPAIGN	\$38,875,286	\$12,049,100	88	31.0%
132	TRAVERSE CITY	\$23,663,599	\$7,199,249	119	30.4%
15	ORLANDO	\$593,312,400	\$179,041,942	8	30.2%
82	FT WAYNE	\$55,178,165	\$16,555,639	61	30.0%
108	MONTGOMERY	\$40,094,759	\$12,007,299	90	29.9%
92	SPOKANE	\$49,725,646	\$14,613,396	70	29.4%
20	LAS VEGAS	\$431,061,328	\$125,867,312	12	29.2%
88	TALLAHASSEE	\$52,373,127	\$15,251,721	66	29.1%
152	ABILENE	\$15,804,446	\$4,596,433	132	29.1%
65	EL PASO	\$84,041,653	\$23,803,157	48	28.3%
44	HARRISBURG	\$164,478,027	\$45,755,935	26	27.8%

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36	NASHVILLE	\$219,829,933	\$60,253,608	21	27.4%
136	WHEELING	\$22,367,306	\$6,125,774	128	27.4%
2	LOS ANGELES	\$2,221,631,013	\$601,660,424	2	27.1%
98	FT SMITH	\$47,377,209	\$12,657,318	85	26.7%
87	LA CROSSE	\$52,476,952	\$13,932,096	77	26.5%
86	WACO	\$52,660,692	\$13,871,593	78	26.3%
101	SPRINGFIELD,MO	\$45,466,315	\$11,889,352	91	26.1%
52	BIRMINGHAM	\$118,607,391	\$30,475,487	39	25.7%
1	NEW YORK	\$3,301,347,592	\$842,159,227	1	25.5%
165	CHICO	\$12,585,762	\$3,206,424	144	25.5%
78	CEDAR RAPIDS	\$58,082,057	\$14,795,558	69	25.5%
68	BATON ROUGE	\$78,863,471	\$19,620,967	58	24.9%
53	ALBUQUERQUE	\$118,247,621	\$29,318,527	41	24.8%
80	COLUMBIA,SC	\$56,717,916	\$14,011,941	76	24.7%
116	JOHNSTOWN	\$37,170,300	\$9,159,620	104	24.6%
55	KNOXVILLE	\$112,932,726	\$27,423,339	45	24.3%
187	GREENWOOD	\$6,049,196	\$1,461,558	153	24.2%
11	ATLANTA	\$798,085,619	\$191,667,320	7	24.0%
77	SAVANNAH	\$58,643,065	\$14,046,163	75	24.0%
145	BEAUMONT	\$17,736,290	\$4,242,223	137	23.9%
155	MONROE	\$14,830,398	\$3,547,065	138	23.9%
46	GRAND RAPIDS	\$158,709,818	\$37,794,101	33	23.8%
62	WILKES BARRE	\$89,213,207	\$21,077,140	53	23.6%
64	TUCSON	\$85,446,397	\$19,863,691	56	23.2%
181	MARQUETTE	\$7,015,920	\$1,626,780	151	23.2%
126	COLUMBUS,GA	\$31,372,114	\$7,268,039	118	23.2%
40	NEW ORLEANS	\$193,913,951	\$43,595,931	29	22.5%
9	MIAMI	\$890,783,348	\$199,696,274	6	22.4%
119	LINCOLN	\$36,600,955	\$8,132,996	112	22.2%
70	MADISON	\$72,087,711	\$15,909,256	65	22.1%
39	JACKSONVILLE	\$194,229,969	\$42,525,517	31	21.9%
97	TYLER	\$47,834,605	\$10,468,474	100	21.9%
57	FRESNO	\$105,811,985	\$23,143,812	51	21.9%
74	CHARLESTON,SC	\$59,671,268	\$12,992,685	83	21.8%
76	JACKSON,MS	\$59,463,232	\$12,763,884	84	21.5%
91	EVANSVILLE	\$49,755,928	\$10,675,799	99	21.5%
56	RICHMOND	\$112,144,686	\$23,779,463	49	21.2%
85	SHREVEPORT	\$53,691,880	\$11,275,316	95	21.0%
75	GREEN BAY	\$59,484,889	\$12,346,210	87	20.8%
83	BAKERSFIELD	\$53,822,815	\$10,795,120	98	20.1%
79	SOUTH BEND	\$56,921,138	\$11,202,611	96	19.7%
5	SAN FRANCISCO	\$1,042,140,002	\$205,044,523	4	19.7%
120	LANSING	\$36,510,213	\$7,160,655	120	19.6%

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4	DALLAS	\$1,051,113,360	\$203,654,202	5	19.4%
102	SYRACUSE	\$44,370,171	\$8,541,485	109	19.3%
166	COLUMBIA,MO	\$12,362,310	\$2,343,410	147	19.0%
45	GREENVILLE,SC	\$160,110,949	\$30,150,622	40	18.8%
96	COLORADO SPRGS	\$47,963,936	\$8,885,925	107	18.5%
25	SACRAMENTO	\$332,959,109	\$61,680,965	20	18.5%
106	LAFAYETTE,LA	\$42,313,504	\$7,799,911	113	18.4%
66	HARLINGEN	\$82,909,401	\$15,207,662	67	18.3%
94	WICHITA	\$49,113,353	\$9,001,639	106	18.3%
84	ROANOKE	\$53,771,770	\$9,789,728	101	18.2%
18	MINNEAPOLIS	\$476,658,297	\$85,739,737	16	18.0%
14	TAMPA	\$603,397,283	\$106,669,166	15	17.7%
114	CORPUS CHRISTI	\$37,846,182	\$6,676,439	125	17.6%
24	SAN ANTONIO	\$335,342,716	\$59,026,487	22	17.6%
103	YOUNGSTOWN	\$44,141,262	\$7,735,463	114	17.5%
12	PHOENIX	\$662,869,096	\$115,499,244	14	17.4%
67	LITTLE ROCK	\$80,996,178	\$14,096,807	74	17.4%
58	GREENSBORO	\$101,950,504	\$17,732,480	60	17.4%
159	COLUMBUS,MS	\$13,685,990	\$2,351,792	146	17.2%
173	SAN ANGELO	\$9,303,774	\$1,580,422	152	17.0%
19	SAN DIEGO	\$451,174,586	\$75,922,970	17	16.8%
60	TULSA	\$95,178,577	\$15,930,615	64	16.7%
3	CHICAGO	\$1,413,746,722	\$236,061,332	3	16.7%
33	CHARLOTTE	\$260,807,740	\$42,870,944	30	16.4%
69	LEXINGTON	\$73,946,785	\$12,037,520	89	16.3%
51	MEMPHIS	\$144,047,644	\$23,350,093	50	16.2%
59	ALBANY,NY	\$100,069,839	\$16,197,964	62	16.2%
10	BOSTON	\$854,711,889	\$137,988,418	11	16.1%
138	HATTIESBURG	\$21,142,387	\$3,374,726	142	16.0%
43	OKLAHOMA CITY	\$168,264,168	\$26,794,607	46	15.9%
38	KANSAS CITY	\$201,148,024	\$31,948,633	37	15.9%
30	HARTFORD	\$291,191,222	\$46,052,492	24	15.8%
6	HOUSTON	\$981,202,745	\$154,948,242	9	15.8%
81	TOLEDO	\$55,878,423	\$8,695,529	108	15.6%
29	SALT LAKE CITY	\$291,259,841	\$45,045,070	27	15.5%
8	PHILADELPHIA	\$959,423,612	\$144,098,553	10	15.0%
28	MILWAUKEE	\$294,445,712	\$43,916,058	28	14.9%
93	AUGUSTA	\$49,436,916	\$7,279,187	117	14.7%
34	AUSTIN	\$232,795,676	\$31,902,201	38	13.7%
71	DES MOINES	\$71,817,513	\$9,713,276	102	13.5%
49	LOUISVILLE	\$150,829,179	\$20,112,022	55	13.3%
95	CHARLESTON,WV	\$48,117,332	\$6,223,730	127	12.9%
176	CLARKSBURG	\$8,579,245	\$1,106,067	155	12.9%

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31	PORTLAND,OR	\$288,473,486	\$36,832,418	34	12.8%
37	RALEIGH	\$217,219,211	\$27,649,835	44	12.7%
168	MERIDIAN	\$11,374,427	\$1,430,487	154	12.6%
22	ST LOUIS	\$378,324,250	\$47,056,363	23	12.4%
7	WASHINGTON,DC	\$969,305,640	\$120,014,951	13	12.4%
16	DENVER	\$521,975,597	\$63,422,948	19	12.2%
35	COLUMBUS,OH	\$222,131,444	\$26,681,559	47	12.0%
13	DETROIT	\$640,635,155	\$74,712,854	18	11.7%
54	FT MYERS	\$118,171,331	\$13,729,882	80	11.6%
112	PADUCAH	\$38,817,311	\$4,367,914	136	11.3%
63	ROCHESTER,NY	\$86,384,230	\$9,678,077	103	11.2%
23	PITTSBURGH	\$336,092,962	\$36,347,286	35	10.8%
72	DAYTON	\$64,001,744	\$6,817,688	123	10.7%
123	PEORIA	\$33,109,282	\$3,476,592	140	10.5%
47	BUFFALO	\$158,096,039	\$16,110,294	63	10.2%
41	PROVIDENCE	\$186,167,276	\$18,404,488	59	9.9%
21	CLEVELAND	\$416,424,662	\$40,508,909	32	9.7%
32	CINCINNATI	\$287,752,815	\$27,751,690	43	9.6%
17	SEATTLE	\$477,580,977	\$46,039,179	25	9.6%
50	NORFOLK	\$147,603,404	\$13,519,862	81	9.2%
26	INDIANAPOLIS	\$330,620,275	\$28,904,937	42	8.7%
48	OMAHA	\$153,334,427	\$12,623,547	86	8.2%
27	BALTIMORE	\$302,105,401	\$22,287,817	52	7.4%
90	HONOLULU	\$51,815,887	\$3,343,039	143	6.5%
184	BUTTE	\$6,952,121	\$386,728	157	5.6%
107	TRI CITIES	\$40,748,818	\$2,112,288	149	5.2%
196	HELENA	\$4,820,739	\$223,117	159	4.6%
171	GREAT FALLS	\$10,792,409	\$429,624	156	4.0%
42	WEST PALM BCH	\$174,818,928	\$4,421,112	135	2.5%
186	TWIN FALLS	\$6,398,304	\$118,121	165	1.8%
172	MINOT	\$10,513,816	\$178,610	160	1.7%
179	TERRE HAUTE	\$8,081,272	\$126,624	164	1.6%
178	MEDFORD	\$8,291,836	\$127,710	163	1.5%
133	EUGENE	\$23,321,815	\$336,548	158	1.4%
163	MISSOULA	\$13,067,503	\$168,594	161	1.3%
206	CHEYENNE	\$2,858,639	\$22,288	168	0.8%
117	PORTLAND,ME	\$36,800,234	\$155,992	162	0.4%
210	GLENDIVE	\$1,371,712	\$5,126	172	0.4%
180	BOWLING GREEN	\$7,323,151	\$15,241	170	0.2%
128	MONTEREY	\$27,095,918	\$22,654	167	0.1%
129	FARGO	\$26,514,107	\$21,360	169	0.1%
199	PARKERSBURG	\$4,046,981	\$3,146	175	0.1%
118	DAVENPORT	\$36,778,180	\$23,690	166	0.1%

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154	LAFAYETTE,IN	\$14,944,063	\$5,278	171	0.0%
146	GAINESVILLE	\$17,640,397	\$4,410	173	0.0%
170	DOTHAN	\$11,176,560	\$2,699	176	0.0%
175	UTICA	\$8,660,875	\$1,339	177	0.0%
131	SANTA BARBARA	\$26,098,367	\$3,166	174	0.0%
197	LIMA	\$4,485,173	\$470	181	0.0%
162	BANGOR	\$13,449,774	\$517	180	0.0%
125	GREENVILLE,NC	\$31,865,183	\$536	179	0.0%
113	CHATTANOOGA	\$38,680,502	\$556	178	0.0%
105	BURLINGTON	\$42,436,267			0.0%
122	SPRINGFIELD,MA	\$34,076,309			0.0%
127	SIOUX FALLS	\$28,132,765			0.0%
130	WAUSAU	\$26,131,983			0.0%
137	ROCKFORD	\$21,852,017			0.0%
140	CHARLOTTESVILL	\$19,385,658			0.0%
144	SIOUX CITY	\$17,809,935			0.0%
151	ANCHORAGE	\$16,807,614			0.0%
153	BINGHAMTON	\$15,603,344			0.0%
161	ROCHESTER,MN	\$13,526,762			0.0%
169	WICHITA FALLS	\$11,281,164			0.0%
174	JOPLIN	\$9,001,644			0.0%
183	HARRISONBURG	\$6,965,825			0.0%
185	NORTH PLATTE	\$6,950,125			0.0%
189	YAKIMA	\$5,832,465			0.0%
192	GRAND JUNCTION	\$5,468,708			0.0%
193	QUINCY	\$5,092,630			0.0%
194	PRESQUE ISLE	\$5,060,464			0.0%
195	SHERMAN	\$4,905,198			0.0%
198	OTTUMWA	\$4,326,512			0.0%
200	ELMIRA	\$4,017,109			0.0%
201	FAIRBANKS	\$3,989,202			0.0%
202	EUREKA	\$3,764,412			0.0%
203	BEND	\$3,653,631			0.0%
204	WATERTOWN	\$3,512,226			0.0%
205	ST JOSEPH	\$3,058,219			0.0%
207	ZANESVILLE	\$2,715,405			0.0%
208	ALPENA	\$2,500,590			0.0%
209	JUNEAU	\$2,255,248			0.0%