

2023 OOH Ad Spend by DMA

OOH Ad Spend Rank	DMA MARKET	2023 OOH Ad Spend
1	NEW YORK	\$842,159,227
2	LOS ANGELES	\$601,660,424
3	CHICAGO	\$236,061,332
4	SAN FRANCISCO	\$205,044,523
5	DALLAS	\$203,654,202
6	MIAMI	\$199,696,274
7	ATLANTA	\$191,667,320
8	ORLANDO	\$179,041,942
9	HOUSTON	\$154,948,242
10	PHILADELPHIA	\$144,098,553
11	BOSTON	\$137,988,418
12	LAS VEGAS	\$125,867,312
13	WASHINGTON,DC	\$120,014,951
14	PHOENIX	\$115,499,244
15	TAMPA	\$106,669,166
16	MINNEAPOLIS	\$85,739,737
17	SAN DIEGO	\$75,922,970
18	DETROIT	\$74,712,854
19	DENVER	\$63,422,948
20	SACRAMENTO	\$61,680,965
21	NASHVILLE	\$60,253,608
22	SAN ANTONIO	\$59,026,487
23	ST LOUIS	\$47,056,363
24	HARTFORD	\$46,052,492
25	SEATTLE	\$46,039,179
26	HARRISBURG	\$45,755,935
27	SALT LAKE CITY	\$45,045,070
28	MILWAUKEE	\$43,916,058
29	NEW ORLEANS	\$43,595,931
30	CHARLOTTE	\$42,870,944
31	JACKSONVILLE	\$42,525,517
32	CLEVELAND	\$40,508,909
33	GRAND RAPIDS	\$37,794,101
34	PORTLAND,OR	\$36,832,418
35	PITTSBURGH	\$36,347,286
36	MOBILE	\$34,210,267
37	KANSAS CITY	\$31,948,633
38	AUSTIN	\$31,902,201
39	BIRMINGHAM	\$30,475,487
40	GREENVILLE,SC	\$30,150,622

Source: Vivvix, OAAA

OAAA estimates Vivvix under reports total OOH ad spend by approximately 25%. Vivvix reports Cinema nationally, so it is not included in individual DMA market spend.

41	ALBUQUERQUE	\$29,318,527
42	INDIANAPOLIS	\$28,904,937
43	CINCINNATI	\$27,751,690
44	RALEIGH	\$27,649,835
45	KNOXVILLE	\$27,423,339
46	OKLAHOMA CITY	\$26,794,607
47	COLUMBUS,OH	\$26,681,559
48	EL PASO	\$23,803,157
49	RICHMOND	\$23,779,463
50	MEMPHIS	\$23,350,093
51	FRESNO	\$23,143,812
52	BALTIMORE	\$22,287,817
53	WILKES BARRE	\$21,077,140
54	FLINT	\$20,888,596
55	LOUISVILLE	\$20,112,022
56	TUCSON	\$19,863,691
57	HUNTSVILLE	\$19,832,534
58	BATON ROUGE	\$19,620,967
59	PROVIDENCE	\$18,404,488
60	GREENSBORO	\$17,732,480
61	FT WAYNE	\$16,555,639
62	ALBANY,NY	\$16,197,964
63	BUFFALO	\$16,110,294
64	TULSA	\$15,930,615
65	MADISON	\$15,909,256
66	TALLAHASSEE	\$15,251,721
67	HARLINGEN	\$15,207,662
68	MYRTLE BEACH	\$14,985,767
69	CEDAR RAPIDS	\$14,795,558
70	SPOKANE	\$14,613,396
71	BILOXI	\$14,565,851
72	RENO	\$14,546,841
73	BOISE	\$14,466,395
74	LITTLE ROCK	\$14,096,807
75	SAVANNAH	\$14,046,163
76	COLUMBIA,SC	\$14,011,941
77	LA CROSSE	\$13,932,096
78	WACO	\$13,871,593
79	PALM SPRINGS	\$13,867,542
80	FT MYERS	\$13,729,882
81	NORFOLK	\$13,519,862
82	WILMINGTON	\$13,426,407
83	CHARLESTON,SC	\$12,992,685
84	JACKSON,MS	\$12,763,884

Source: Vivvix, OAAA

OAAA estimates Vivvix under reports total OOH ad spend by approximately 25%. Vivvix reports Cinema nationally, so it is not included in individual DMA market spend.

85	FT SMITH	\$12,657,318
86	OMAHA	\$12,623,547
87	GREEN BAY	\$12,346,210
88	CHAMPAIGN	\$12,049,100
89	LEXINGTON	\$12,037,520
90	MONTGOMERY	\$12,007,299
91	SPRINGFIELD,MO	\$11,889,352
92	RAPID CITY	\$11,588,227
93	MACON	\$11,515,718
94	SALISBURY	\$11,425,120
95	SHREVEPORT	\$11,275,316
96	SOUTH BEND	\$11,202,611
97	ALBANY,GA	\$10,819,914
98	BAKERSFIELD	\$10,795,120
99	EVANSVILLE	\$10,675,799
100	TYLER	\$10,468,474
101	ROANOKE	\$9,789,728
102	DES MOINES	\$9,713,276
103	ROCHESTER,NY	\$9,678,077
104	JOHNSTOWN	\$9,159,620
105	BILLINGS	\$9,034,770
106	WICHITA	\$9,001,639
107	COLORADO SPRGS	\$8,885,925
108	TOLEDO	\$8,695,529
109	SYRACUSE	\$8,541,485
110	DULUTH	\$8,499,894
111	PANAMA CITY	\$8,313,504
112	LINCOLN	\$8,132,996
113	LAFAYETTE,LA	\$7,799,911
114	YOUNGSTOWN	\$7,735,463
115	ERIE	\$7,638,369
116	ODESSA	\$7,326,982
117	AUGUSTA	\$7,279,187
118	COLUMBUS,GA	\$7,268,039
119	TRAVERSE CITY	\$7,199,249
120	LANSING	\$7,160,655
121	CASPER	\$6,928,811
122	LUBBOCK	\$6,823,021
123	DAYTON	\$6,817,688
124	LAKE CHARLES	\$6,767,736
125	CORPUS CHRISTI	\$6,676,439
126	JACKSON,TN	\$6,454,813
127	CHARLESTON,WV	\$6,223,730
128	WHEELING	\$6,125,774

Source: Vivvix, OAAA

OAAA estimates Vivvix under reports total OOH ad spend by approximately 25%. Vivvix reports Cinema nationally, so it is not included in individual DMA market spend.

129	LAREDO	\$5,982,925
130	AMARILLO	\$4,804,910
131	YUMA	\$4,643,640
132	ABILENE	\$4,596,433
133	TOPEKA	\$4,574,114
134	ALEXANDRIA	\$4,513,462
135	WEST PALM BCH	\$4,421,112
136	PADUCAH	\$4,367,914
137	BEAUMONT	\$4,242,223
138	MONROE	\$3,547,065
139	BLUEFIELD	\$3,534,637
140	PEORIA	\$3,476,592
141	VICTORIA	\$3,449,931
142	HATTIESBURG	\$3,374,726
143	HONOLULU	\$3,343,039
144	CHICO	\$3,206,424
145	MANKATO	\$3,070,129
146	COLUMBUS,MS	\$2,351,792
147	COLUMBIA,MO	\$2,343,410
148	IDAHO FALLS	\$2,215,114
149	TRI CITIES	\$2,112,288
150	JONESBORO	\$1,962,998
151	MARQUETTE	\$1,626,780
152	SAN ANGELO	\$1,580,422
153	GREENWOOD	\$1,461,558
154	MERIDIAN	\$1,430,487
155	CLARKSBURG	\$1,106,067
156	GREAT FALLS	\$429,624
157	BUTTE	\$386,728
158	EUGENE	\$336,548
159	HELENA	\$223,117
160	MINOT	\$178,610
161	MISSOULA	\$168,594
162	PORTLAND,ME	\$155,992
163	MEDFORD	\$127,710
164	TERRE HAUTE	\$126,624
165	TWIN FALLS	\$118,121
166	DAVENPORT	\$23,690
167	MONTEREY	\$22,654
168	CHEYENNE	\$22,288
169	FARGO	\$21,360
170	BOWLING GREEN	\$15,241
171	LAFAYETTE,IN	\$5,278
172	GLENDIVE	\$5,126

Source: Vivvix, OAAA

OAAA estimates Vivvix under reports total OOH ad spend by approximately 25%. Vivvix reports Cinema nationally, so it is not included in individual DMA market spend.

173	GAINESVILLE	\$4,410
174	SANTA BARBARA	\$3,166
175	PARKERSBURG	\$3,146
176	DOTHAN	\$2,699
177	UTICA	\$1,339
178	CHATTANOOGA	\$556
179	GREENVILLE,NC	\$536
180	BANGOR	\$517
181	LIMA	\$470
GRAND TOTAL		\$6,216,457,165

Source: Vivvix, OAAA

OAAA estimates Vivvix under reports total OOH ad spend by approximately 25%. Vivvix reports Cinema nationally, so it is not included in individual DMA market spend.