

2023 Total Local Ad Spend Ranked by DMA

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
1	NEW YORK	\$3,301,347,592	\$842,159,227	1	25.5%
2	LOS ANGELES	\$2,221,631,013	\$601,660,424	2	27.1%
3	CHICAGO	\$1,413,746,722	\$236,061,332	3	16.7%
4	DALLAS	\$1,051,113,360	\$203,654,202	5	19.4%
5	SAN FRANCISCO	\$1,042,140,002	\$205,044,523	4	19.7%
6	HOUSTON	\$981,202,745	\$154,948,242	9	15.8%
7	WASHINGTON,DC	\$969,305,640	\$120,014,951	13	12.4%
8	PHILADELPHIA	\$959,423,612	\$144,098,553	10	15.0%
9	MIAMI	\$890,783,348	\$199,696,274	6	22.4%
10	BOSTON	\$854,711,889	\$137,988,418	11	16.1%
11	ATLANTA	\$798,085,619	\$191,667,320	7	24.0%
12	PHOENIX	\$662,869,096	\$115,499,244	14	17.4%
13	DETROIT	\$640,635,155	\$74,712,854	18	11.7%
14	TAMPA	\$603,397,283	\$106,669,166	15	17.7%
15	ORLANDO	\$593,312,400	\$179,041,942	8	30.2%
16	DENVER	\$521,975,597	\$63,422,948	19	12.2%
17	SEATTLE	\$477,580,977	\$46,039,179	25	9.6%
18	MINNEAPOLIS	\$476,658,297	\$85,739,737	16	18.0%
19	SAN DIEGO	\$451,174,586	\$75,922,970	17	16.8%
20	LAS VEGAS	\$431,061,328	\$125,867,312	12	29.2%
21	CLEVELAND	\$416,424,662	\$40,508,909	32	9.7%
22	ST LOUIS	\$378,324,250	\$47,056,363	23	12.4%
23	PITTSBURGH	\$336,092,962	\$36,347,286	35	10.8%
24	SAN ANTONIO	\$335,342,716	\$59,026,487	22	17.6%
25	SACRAMENTO	\$332,959,109	\$61,680,965	20	18.5%
26	INDIANAPOLIS	\$330,620,275	\$28,904,937	42	8.7%
27	BALTIMORE	\$302,105,401	\$22,287,817	52	7.4%
28	MILWAUKEE	\$294,445,712	\$43,916,058	28	14.9%
29	SALT LAKE CITY	\$291,259,841	\$45,045,070	27	15.5%
30	HARTFORD	\$291,191,222	\$46,052,492	24	15.8%
31	PORTLAND,OR	\$288,473,486	\$36,832,418	34	12.8%
32	CINCINNATI	\$287,752,815	\$27,751,690	43	9.6%
33	CHARLOTTE	\$260,807,740	\$42,870,944	30	16.4%
34	AUSTIN	\$232,795,676	\$31,902,201	38	13.7%
35	COLUMBUS,OH	\$222,131,444	\$26,681,559	47	12.0%
36	NASHVILLE	\$219,829,933	\$60,253,608	21	27.4%
37	RALEIGH	\$217,219,211	\$27,649,835	44	12.7%
38	KANSAS CITY	\$201,148,024	\$31,948,633	37	15.9%
39	JACKSONVILLE	\$194,229,969	\$42,525,517	31	21.9%
40	NEW ORLEANS	\$193,913,951	\$43,595,931	29	22.5%
41	PROVIDENCE	\$186,167,276	\$18,404,488	59	9.9%
42	WEST PALM BCH	\$174,818,928	\$4,421,112	135	2.5%
43	OKLAHOMA CITY	\$168,264,168	\$26,794,607	46	15.9%

Source: Vivvix, a MediaRadar company

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44	HARRISBURG	\$164,478,027	\$45,755,935	26	27.8%
45	GREENVILLE,SC	\$160,110,949	\$30,150,622	40	18.8%
46	GRAND RAPIDS	\$158,709,818	\$37,794,101	33	23.8%
47	BUFFALO	\$158,096,039	\$16,110,294	63	10.2%
48	OMAHA	\$153,334,427	\$12,623,547	86	8.2%
49	LOUISVILLE	\$150,829,179	\$20,112,022	55	13.3%
50	NORFOLK	\$147,603,404	\$13,519,862	81	9.2%
51	MEMPHIS	\$144,047,644	\$23,350,093	50	16.2%
52	BIRMINGHAM	\$118,607,391	\$30,475,487	39	25.7%
53	ALBUQUERQUE	\$118,247,621	\$29,318,527	41	24.8%
54	FT MYERS	\$118,171,331	\$13,729,882	80	11.6%
55	KNOXVILLE	\$112,932,726	\$27,423,339	45	24.3%
56	RICHMOND	\$112,144,686	\$23,779,463	49	21.2%
57	FRESNO	\$105,811,985	\$23,143,812	51	21.9%
58	GREENSBORO	\$101,950,504	\$17,732,480	60	17.4%
59	ALBANY,NY	\$100,069,839	\$16,197,964	62	16.2%
60	TULSA	\$95,178,577	\$15,930,615	64	16.7%
61	MOBILE	\$93,971,899	\$34,210,267	36	36.4%
62	WILKES BARRE	\$89,213,207	\$21,077,140	53	23.6%
63	ROCHESTER,NY	\$86,384,230	\$9,678,077	103	11.2%
64	TUCSON	\$85,446,397	\$19,863,691	56	23.2%
65	EL PASO	\$84,041,653	\$23,803,157	48	28.3%
66	HARLINGEN	\$82,909,401	\$15,207,662	67	18.3%
67	LITTLE ROCK	\$80,996,178	\$14,096,807	74	17.4%
68	BATON ROUGE	\$78,863,471	\$19,620,967	58	24.9%
69	LEXINGTON	\$73,946,785	\$12,037,520	89	16.3%
70	MADISON	\$72,087,711	\$15,909,256	65	22.1%
71	DES MOINES	\$71,817,513	\$9,713,276	102	13.5%
72	DAYTON	\$64,001,744	\$6,817,688	123	10.7%
73	FLINT	\$60,847,883	\$20,888,596	54	34.3%
74	CHARLESTON,SC	\$59,671,268	\$12,992,685	83	21.8%
75	GREEN BAY	\$59,484,889	\$12,346,210	87	20.8%
76	JACKSON,MS	\$59,463,232	\$12,763,884	84	21.5%
77	SAVANNAH	\$58,643,065	\$14,046,163	75	24.0%
78	CEDAR RAPIDS	\$58,082,057	\$14,795,558	69	25.5%
79	SOUTH BEND	\$56,921,138	\$11,202,611	96	19.7%
80	COLUMBIA,SC	\$56,717,916	\$14,011,941	76	24.7%
81	TOLEDO	\$55,878,423	\$8,695,529	108	15.6%
82	FT WAYNE	\$55,178,165	\$16,555,639	61	30.0%
83	BAKERSFIELD	\$53,822,815	\$10,795,120	98	20.1%
84	ROANOKE	\$53,771,770	\$9,789,728	101	18.2%
85	SHREVEPORT	\$53,691,880	\$11,275,316	95	21.0%
86	WACO	\$52,660,692	\$13,871,593	78	26.3%
87	LA CROSSE	\$52,476,952	\$13,932,096	77	26.5%
88	TALLAHASSEE	\$52,373,127	\$15,251,721	66	29.1%
89	HUNTSVILLE	\$52,049,964	\$19,832,534	57	38.1%
90	HONOLULU	\$51,815,887	\$3,343,039	143	6.5%

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91	EVANSVILLE	\$49,755,928	\$10,675,799	99	21.5%
92	SPOKANE	\$49,725,646	\$14,613,396	70	29.4%
93	AUGUSTA	\$49,436,916	\$7,279,187	117	14.7%
94	WICHITA	\$49,113,353	\$9,001,639	106	18.3%
95	CHARLESTON,WV	\$48,117,332	\$6,223,730	127	12.9%
96	COLORADO SPRGS	\$47,963,936	\$8,885,925	107	18.5%
97	TYLER	\$47,834,605	\$10,468,474	100	21.9%
98	FT SMITH	\$47,377,209	\$12,657,318	85	26.7%
99	MYRTLE BEACH	\$46,555,411	\$14,985,767	68	32.2%
100	RENO	\$46,401,470	\$14,546,841	72	31.3%
101	SPRINGFIELD,MO	\$45,466,315	\$11,889,352	91	26.1%
102	SYRACUSE	\$44,370,171	\$8,541,485	109	19.3%
103	YOUNGSTOWN	\$44,141,262	\$7,735,463	114	17.5%
104	BOISE	\$44,110,873	\$14,466,395	73	32.8%
105	BURLINGTON	\$42,436,267			0.0%
106	LAFAYETTE,LA	\$42,313,504	\$7,799,911	113	18.4%
107	TRI CITIES	\$40,748,818	\$2,112,288	149	5.2%
108	MONTGOMERY	\$40,094,759	\$12,007,299	90	29.9%
109	BILOXI	\$39,556,494	\$14,565,851	71	36.8%
110	PALM SPRINGS	\$39,487,855	\$13,867,542	79	35.1%
111	CHAMPAIGN	\$38,875,286	\$12,049,100	88	31.0%
112	PADUCAH	\$38,817,311	\$4,367,914	136	11.3%
113	CHATTANOOGA	\$38,680,502	\$556	178	0.0%
114	CORPUS CHRISTI	\$37,846,182	\$6,676,439	125	17.6%
115	WILMINGTON	\$37,499,698	\$13,426,407	82	35.8%
116	JOHNSTOWN	\$37,170,300	\$9,159,620	104	24.6%
117	PORTLAND,ME	\$36,800,234	\$155,992	162	0.4%
118	DAVENPORT	\$36,778,180	\$23,690	166	0.1%
119	LINCOLN	\$36,600,955	\$8,132,996	112	22.2%
120	LANSING	\$36,510,213	\$7,160,655	120	19.6%
121	MACON	\$34,624,896	\$11,515,718	93	33.3%
122	SPRINGFIELD,MA	\$34,076,309			0.0%
123	PEORIA	\$33,109,282	\$3,476,592	140	10.5%
124	SALISBURY	\$32,682,227	\$11,425,120	94	35.0%
125	GREENVILLE,NC	\$31,865,183	\$536	179	0.0%
126	COLUMBUS,GA	\$31,372,114	\$7,268,039	118	23.2%
127	SIOUX FALLS	\$28,132,765			0.0%
128	MONTEREY	\$27,095,918	\$22,654	167	0.1%
129	FARGO	\$26,514,107	\$21,360	169	0.1%
130	WAUSAU	\$26,131,983			0.0%
131	SANTA BARBARA	\$26,098,367	\$3,166	174	0.0%
132	TRAVERSE CITY	\$23,663,599	\$7,199,249	119	30.4%
133	EUGENE	\$23,321,815	\$336,548	158	1.4%
134	ALBANY,GA	\$23,279,707	\$10,819,914	97	46.5%
135	BILLINGS	\$22,986,723	\$9,034,770	105	39.3%
136	WHEELING	\$22,367,306	\$6,125,774	128	27.4%
137	ROCKFORD	\$21,852,017			0.0%

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138	HATTIESBURG	\$21,142,387	\$3,374,726	142	16.0%
139	DULUTH	\$21,076,829	\$8,499,894	110	40.3%
140	CHARLOTTESVILL	\$19,385,658			0.0%
141	ERIE	\$18,447,165	\$7,638,369	115	41.4%
142	LAKE CHARLES	\$18,219,339	\$6,767,736	124	37.1%
143	LUBBOCK	\$17,900,134	\$6,823,021	122	38.1%
144	SIOUX CITY	\$17,809,935			0.0%
145	BEAUMONT	\$17,736,290	\$4,242,223	137	23.9%
146	GAINESVILLE	\$17,640,397	\$4,410	173	0.0%
147	PANAMA CITY	\$17,619,393	\$8,313,504	111	47.2%
148	ODESSA	\$17,470,030	\$7,326,982	116	41.9%
149	LAREDO	\$17,033,349	\$5,982,925	129	35.1%
150	RAPID CITY	\$16,907,516	\$11,588,227	92	68.5%
151	ANCHORAGE	\$16,807,614			0.0%
152	ABILENE	\$15,804,446	\$4,596,433	132	29.1%
153	BINGHAMTON	\$15,603,344			0.0%
154	LAFAYETTE,IN	\$14,944,063	\$5,278	171	0.0%
155	MONROE	\$14,830,398	\$3,547,065	138	23.9%
156	AMARILLO	\$14,559,368	\$4,804,910	130	33.0%
157	JACKSON,TN	\$14,417,368	\$6,454,813	126	44.8%
158	TOPEKA	\$14,114,164	\$4,574,114	133	32.4%
159	COLUMBUS,MS	\$13,685,990	\$2,351,792	146	17.2%
160	YUMA	\$13,637,370	\$4,643,640	131	34.1%
161	ROCHESTER,MN	\$13,526,762			0.0%
162	BANGOR	\$13,449,774	\$517	180	0.0%
163	MISSOULA	\$13,067,503	\$168,594	161	1.3%
164	ALEXANDRIA	\$12,759,784	\$4,513,462	134	35.4%
165	CHICO	\$12,585,762	\$3,206,424	144	25.5%
166	COLUMBIA,MO	\$12,362,310	\$2,343,410	147	19.0%
167	CASPER	\$12,127,392	\$6,928,811	121	57.1%
168	MERIDIAN	\$11,374,427	\$1,430,487	154	12.6%
169	WICHITA FALLS	\$11,281,164			0.0%
170	DOTHAN	\$11,176,560	\$2,699	176	0.0%
171	GREAT FALLS	\$10,792,409	\$429,624	156	4.0%
172	MINOT	\$10,513,816	\$178,610	160	1.7%
173	SAN ANGELO	\$9,303,774	\$1,580,422	152	17.0%
174	JOPLIN	\$9,001,644			0.0%
175	UTICA	\$8,660,875	\$1,339	177	0.0%
176	CLARKSBURG	\$8,579,245	\$1,106,067	155	12.9%
177	BLUEFIELD	\$8,514,444	\$3,534,637	139	41.5%
178	MEDFORD	\$8,291,836	\$127,710	163	1.5%
179	TERRE HAUTE	\$8,081,272	\$126,624	164	1.6%
180	BOWLING GREEN	\$7,323,151	\$15,241	170	0.2%
181	MARQUETTE	\$7,015,920	\$1,626,780	151	23.2%
182	IDAHO FALLS	\$7,007,970	\$2,215,114	148	31.6%
183	HARRISONBURG	\$6,965,825			0.0%
184	BUTTE	\$6,952,121	\$386,728	157	5.6%

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185	NORTH PLATTE	\$6,950,125			0.0%
186	TWIN FALLS	\$6,398,304	\$118,121	165	1.8%
187	GREENWOOD	\$6,049,196	\$1,461,558	153	24.2%
188	JONESBORO	\$6,009,353	\$1,962,998	150	32.7%
189	YAKIMA	\$5,832,465			0.0%
190	MANKATO	\$5,816,395	\$3,070,129	145	52.8%
191	VICTORIA	\$5,658,610	\$3,449,931	141	61.0%
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%
196	HELENA	\$4,820,739	\$223,117	159	4.6%
197	LIMA	\$4,485,173	\$470	181	0.0%
198	OTTUMWA	\$4,326,512			0.0%
199	PARKERSBURG	\$4,046,981	\$3,146	175	0.1%
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%
206	CHEYENNE	\$2,858,639	\$22,288	168	0.8%
207	ZANESVILLE	\$2,715,405			0.0%
208	ALPENA	\$2,500,590			0.0%
209	JUNEAU	\$2,255,248			0.0%
210	GLENDIVE	\$1,371,712	\$5,126	172	0.4%