

2024 January - December OOH Advertising Expenditures

Ranked By Total Spending

Industry Categories	January - December 2024 (000)	Percent of Total Revenue	Rank	January - December 2023 (000)	Rank	Category Growth January - December '24 vs '23 (000)	Percentage Change January - December '24 vs '23 (%)
LOCAL SERVICES & AMUSEMENTS	\$2,592,980.1	27.0%	1	\$2,360,520.9	1	232,459.3	9.8%
RETAIL	\$864,125.2	8.9%	2	\$774,032.3	2	90,093.0	11.6%
PUBLIC TRANS., HOTELS & RESORTS	\$651,102.0	7.5%	3	\$658,204.9	3	-7,102.9	-1.1%
GOVERNMENT, POLITICS & ORGS	\$630,741.6	6.9%	4	\$563,877.0	5	66,864.6	11.9%
MEDIA & ADVERTISING	\$601,843.6	6.5%	5	\$605,325.2	4	-3,481.6	-0.6%
RESTAURANTS	\$501,225.9	5.9%	6	\$514,935.3	6	-13,709.3	-2.7%
INSURANCE & REAL ESTATE	\$418,215.2	5.1%	7	\$413,074.6	8	5,140.5	1.2%
FINANCIAL	\$385,231.1	4.7%	8	\$446,948.0	7	-61,717.0	-13.8%
COMMUNICATIONS	\$327,764.7	3.7%	9	\$288,246.4	11	39,518.3	13.7%
AUTOMOTIVE DEALERS & SERVICES	\$321,819.6	3.3%	10	\$290,351.2	10	31,468.5	10.8%
Total Top Ten Categories	\$ 7,295,049.0	79.6%		\$6,915,515.8		\$379,533.3	

Total 2024 January - December OOH Expenditures \$9,127,802,138
Overall Percentage Change January - December '24 vs '23 4.5%