

2024 Local Media Spend by DMA by Channel

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
152	RAPID CITY	\$18,508,926	\$11,982,692	94	64.7%
195	VICTORIA	\$5,960,106	\$3,580,511	143	60.1%
173	CASPER	\$13,615,144	\$7,466,354	122	54.8%
141	CHICO	\$24,865,116	\$13,130,750	85	52.8%
66	SOUTH BEND	\$98,196,853	\$42,920,071	28	43.7%
150	PANAMA CITY	\$19,543,252	\$7,940,362	117	40.6%
157	LAKE CHARLES	\$17,585,515	\$6,947,029	124	39.5%
124	BILOXI	\$36,821,817	\$14,506,346	77	39.4%
154	JACKSON, TN	\$18,067,083	\$6,786,355	126	37.6%
130	ALBANY, GA	\$30,732,425	\$11,511,260	95	37.5%
161	LAREDO	\$16,828,461	\$6,113,700	131	36.3%
168	YUMA	\$13,946,660	\$5,015,047	133	36.0%
140	DULUTH	\$24,954,022	\$8,912,936	109	35.7%
63	MOBILE	\$104,741,884	\$36,826,562	36	35.2%
159	ODESSA	\$17,400,051	\$6,089,603	132	35.0%
79	FT WAYNE	\$70,865,881	\$24,674,431	47	34.8%
128	SALISBURY	\$33,084,721	\$11,441,572	96	34.6%
171	ALEXANDRIA	\$13,675,890	\$4,628,774	138	33.8%
114	BOISE	\$42,977,890	\$14,373,455	79	33.4%
117	PALM SPRINGS	\$42,041,204	\$13,961,268	83	33.2%
98	HUNTSVILLE	\$52,586,680	\$17,185,990	62	32.7%
147	LUBBOCK	\$21,617,554	\$7,022,511	123	32.5%
165	CLARKSBURG	\$15,124,686	\$4,816,652	135	31.8%
164	TOPEKA	\$15,130,418	\$4,707,276	136	31.1%
126	BILLINGS	\$35,238,495	\$10,710,624	101	30.4%
135	ERIE	\$25,672,930	\$7,779,778	120	30.3%
107	MYRTLE BEACH	\$48,298,345	\$14,587,950	75	30.2%
184	IDAHO FALLS	\$8,020,553	\$2,373,942	148	29.6%
15	ORLANDO	\$644,686,464	\$189,012,349	6	29.3%
112	MACON	\$44,615,690	\$12,800,063	88	28.7%
170	BLUEFIELD	\$13,812,298	\$3,931,624	141	28.5%
113	MONTGOMERY	\$44,461,257	\$12,574,977	91	28.3%
105	WILMINGTON	\$50,867,198	\$14,370,626	80	28.3%
187	JONESBORO	\$7,423,950	\$2,080,094	149	28.0%
156	AMARILLO	\$17,704,282	\$4,958,471	134	28.0%
97	FT SMITH	\$53,148,079	\$14,331,781	82	27.0%
52	ALBUQUERQUE	\$144,854,828	\$38,913,232	31	26.9%
77	BATON ROUGE	\$73,277,730	\$19,564,896	60	26.7%
109	CHAMPAIGN	\$47,113,177	\$12,445,040	92	26.4%
139	COLUMBIA, MO	\$25,119,147	\$6,555,730	128	26.1%
41	NASHVILLE	\$208,867,163	\$54,408,532	22	26.0%
169	MONROE	\$13,835,602	\$3,587,628	142	25.9%
155	ABILENE	\$17,933,059	\$4,641,363	137	25.9%

Source: MediaRadar-Vivix

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18	LAS VEGAS	\$522,438,609	\$134,920,697	12	25.8%
67	EL PASO	\$96,435,935	\$24,630,554	48	25.5%
57	BIRMINGHAM	\$125,402,941	\$31,532,513	40	25.1%
93	WACO	\$57,418,765	\$14,432,374	78	25.1%
1	NEW YORK	\$3,143,522,384	\$788,254,933	1	25.1%
91	SPOKANE	\$58,905,346	\$14,692,708	74	24.9%
88	CEDAR RAPIDS	\$60,940,800	\$15,155,748	71	24.9%
2	LOS ANGELES	\$2,415,326,377	\$598,064,138	2	24.8%
90	SPRINGFIELD,MO	\$58,996,361	\$14,585,137	76	24.7%
84	RENO	\$64,627,023	\$15,962,444	65	24.7%
69	FLINT	\$91,409,525	\$22,566,639	55	24.7%
87	COLUMBIA,SC	\$61,646,074	\$15,216,998	70	24.7%
136	WHEELING	\$25,617,245	\$6,120,214	130	23.9%
60	KNOXVILLE	\$121,287,013	\$28,807,781	42	23.8%
38	HARRISBURG	\$241,011,177	\$55,958,873	21	23.2%
9	MIAMI	\$948,039,400	\$213,201,333	4	22.5%
80	TALLAHASSEE	\$70,864,585	\$15,924,788	67	22.5%
102	SHREVEPORT	\$51,513,829	\$11,356,664	97	22.0%
89	JACKSON,MS	\$60,060,515	\$12,983,499	86	21.6%
122	LAFAYETTE,LA	\$38,523,394	\$8,322,103	112	21.6%
43	JACKSONVILLE	\$189,271,417	\$40,835,690	30	21.6%
104	TYLER	\$51,281,386	\$10,755,035	100	21.0%
123	TRAVERSE CITY	\$37,305,724	\$7,789,697	119	20.9%
100	EVANSVILLE	\$51,876,971	\$10,832,205	98	20.9%
186	GREENWOOD	\$7,592,758	\$1,575,965	152	20.8%
61	RICHMOND	\$119,904,992	\$24,823,564	46	20.7%
76	LA CROSSE	\$73,474,581	\$15,078,907	72	20.5%
44	NEW ORLEANS	\$184,698,259	\$37,660,269	34	20.4%
145	BEAUMONT	\$22,053,029	\$4,234,181	140	19.2%
125	COLUMBUS,GA	\$35,937,484	\$6,864,974	125	19.1%
153	HATTIESBURG	\$18,425,896	\$3,488,059	144	18.9%
59	FRESNO	\$121,511,917	\$22,937,500	53	18.9%
82	LEXINGTON	\$66,907,434	\$12,614,848	90	18.9%
10	ATLANTA	\$935,012,922	\$175,287,225	8	18.7%
6	DALLAS	\$1,118,313,477	\$207,727,236	5	18.6%
110	LANSING	\$46,962,856	\$8,667,088	110	18.5%
78	SAVANNAH	\$72,723,205	\$13,373,612	84	18.4%
92	BAKERSFIELD	\$58,593,233	\$10,658,837	102	18.2%
45	GREENVILLE,SC	\$179,705,846	\$32,495,922	39	18.1%
8	SAN FRANCISCO	\$1,007,844,942	\$182,092,548	7	18.1%
58	TUCSON	\$123,698,525	\$22,111,653	56	17.9%
73	LITTLE ROCK	\$82,906,821	\$14,747,529	73	17.8%
62	WILKES BARRE	\$118,417,123	\$20,846,275	57	17.6%

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28	SACRAMENTO	\$356,169,401	\$62,205,810	20	17.5%
167	COLUMBUS,MS	\$14,022,117	\$2,440,207	147	17.4%
14	TAMPA	\$652,781,116	\$112,966,945	14	17.3%
94	ROANOKE	\$57,404,869	\$9,755,974	103	17.0%
51	MEMPHIS	\$145,356,748	\$24,333,759	51	16.7%
68	TULSA	\$93,150,173	\$15,588,764	69	16.7%
17	MINNEAPOLIS	\$525,337,661	\$86,239,891	15	16.4%
83	CHARLESTON,SC	\$66,127,880	\$10,801,078	99	16.3%
177	MARQUETTE	\$10,688,470	\$1,737,579	150	16.3%
96	COLORADO SPRGS	\$55,025,173	\$8,935,055	108	16.2%
24	SAN ANTONIO	\$393,651,724	\$63,861,601	19	16.2%
65	ALBANY,NY	\$98,464,762	\$15,943,854	66	16.2%
64	MADISON	\$101,055,433	\$16,244,792	64	16.1%
3	CHICAGO	\$1,353,077,702	\$217,319,517	3	16.1%
101	TRI CITIES	\$51,861,198	\$8,318,218	113	16.0%
103	WICHITA	\$51,376,798	\$8,151,877	114	15.9%
106	LINCOLN	\$50,861,494	\$8,046,103	115	15.8%
46	OKLAHOMA CITY	\$178,671,720	\$27,694,819	45	15.5%
34	HARTFORD	\$307,261,920	\$47,412,352	26	15.4%
86	JOHNSTOWN	\$61,997,013	\$9,503,097	104	15.3%
72	GREEN BAY	\$83,638,219	\$12,816,398	87	15.3%
30	MILWAUKEE	\$336,405,224	\$51,351,649	23	15.3%
99	SYRACUSE	\$52,555,784	\$8,012,884	116	15.2%
119	CORPUS CHRISTI	\$41,130,944	\$6,138,941	129	14.9%
11	BOSTON	\$919,937,485	\$136,430,698	11	14.8%
12	PHOENIX	\$792,785,559	\$115,270,250	13	14.5%
21	SAN DIEGO	\$483,609,997	\$70,227,738	18	14.5%
39	KANSAS CITY	\$231,432,877	\$33,285,610	37	14.4%
85	CHARLESTON,WV	\$64,281,745	\$9,189,508	107	14.3%
53	GREENSBORO	\$138,823,692	\$19,595,349	59	14.1%
5	PHILADELPHIA	\$1,186,466,347	\$167,390,606	9	14.1%
54	PROVIDENCE	\$135,557,991	\$19,108,303	61	14.1%
40	GRAND RAPIDS	\$214,362,629	\$29,676,287	41	13.8%
95	YOUNGSTOWN	\$56,028,198	\$7,653,567	121	13.7%
4	HOUSTON	\$1,190,976,534	\$162,188,436	10	13.6%
27	PORTLAND,OR	\$356,616,625	\$48,365,801	24	13.6%
50	LOUISVILLE	\$155,444,620	\$20,834,544	58	13.4%
176	MERIDIAN	\$12,299,407	\$1,529,663	153	12.4%
74	ROCHESTER,NY	\$76,589,552	\$9,367,188	105	12.2%
29	CHARLOTTE	\$351,851,508	\$41,934,578	29	11.9%
81	AUGUSTA	\$67,020,899	\$7,812,760	118	11.7%
75	TOLEDO	\$75,663,704	\$8,635,631	111	11.4%
23	ST LOUIS	\$419,154,119	\$47,595,752	25	11.4%

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55	FT MYERS	\$128,520,840	\$14,333,574	81	11.2%
71	DES MOINES	\$84,404,906	\$9,217,257	106	10.9%
163	SAN ANGELO	\$15,397,252	\$1,603,859	151	10.4%
115	PADUCAH	\$42,610,032	\$4,399,662	139	10.3%
13	DETROIT	\$763,630,527	\$77,397,404	17	10.1%
48	BUFFALO	\$166,535,179	\$15,864,496	68	9.5%
33	CINCINNATI	\$312,958,806	\$28,503,905	44	9.1%
25	INDIANAPOLIS	\$371,074,171	\$32,893,198	38	8.9%
36	COLUMBUS,OH	\$263,201,909	\$23,264,112	52	8.8%
31	RALEIGH	\$329,592,645	\$28,647,501	43	8.7%
35	AUSTIN	\$285,739,755	\$24,487,866	50	8.6%
22	PITTSBURGH	\$458,035,002	\$38,308,944	33	8.4%
49	NORFOLK	\$155,573,906	\$12,756,207	89	8.2%
127	PEORIA	\$35,193,799	\$2,826,462	145	8.0%
7	WASHINGTON,DC	\$1,027,053,837	\$81,216,459	16	7.9%
20	CLEVELAND	\$487,661,438	\$37,625,640	35	7.7%
70	DAYTON	\$86,914,522	\$6,674,722	127	7.7%
16	DENVER	\$582,107,269	\$44,310,928	27	7.6%
19	SEATTLE	\$514,460,121	\$38,313,748	32	7.4%
32	BALTIMORE	\$316,255,874	\$22,751,425	54	7.2%
37	HARLINGEN	\$241,341,640	\$16,807,461	63	7.0%
47	OMAHA	\$177,927,585	\$12,278,714	93	6.9%
26	SALT LAKE CITY	\$356,892,301	\$24,616,497	49	6.9%
185	TWIN FALLS	\$7,873,686	\$451,610	155	5.7%
133	EUGENE	\$27,312,950	\$1,029,729	154	3.8%
158	BUTTE	\$17,540,399	\$450,246	156	2.6%
181	HELENA	\$9,178,097	\$233,040	158	2.5%
144	GREAT FALLS	\$22,441,671	\$442,099	157	2.0%
182	MEDFORD	\$8,434,042	\$158,211	160	1.9%
42	WEST PALM BCH	\$194,153,264	\$2,554,535	146	1.3%
210	GLENDIVE	\$1,551,219	\$19,275	166	1.2%
175	TERRE HAUTE	\$12,536,834	\$153,874	161	1.2%
200	CHEYENNE	\$4,831,126	\$48,175	163	1.0%
138	MISSOULA	\$25,340,552	\$187,451	159	0.7%
172	MINOT	\$13,634,173	\$97,860	162	0.7%
196	BOWLING GREEN	\$5,791,130	\$18,674	167	0.3%
162	LAFAYETTE,IN	\$15,581,044	\$13,482	168	0.1%
116	DAVENPORT	\$42,189,012	\$28,327	164	0.1%
179	UTICA	\$10,037,620	\$6,398	172	0.1%
111	PORTLAND,ME	\$44,858,960	\$20,031	165	0.0%
118	CHATTANOOGA	\$41,363,189	\$13,198	169	0.0%
120	BURLINGTON	\$41,081,150	\$10,990	170	0.0%
137	SANTA BARBARA	\$25,363,123	\$4,486	173	0.0%

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56	HONOLULU	\$125,780,859	\$10,775	171	0.0%
134	MONTEREY	\$26,556,955	\$1,842	174	0.0%
206	ST JOSEPH	\$3,430,070	\$140	178	0.0%
202	ELMIRA	\$4,407,657	\$140	178	0.0%
108	GREENVILLE,NC	\$47,482,391	\$1,156	175	0.0%
146	GAINESVILLE	\$21,843,114	\$511	176	0.0%
191	QUINCY	\$6,532,642	\$140	178	0.0%
189	GRAND JUNCTION	\$7,265,213	\$140	178	0.0%
183	YAKIMA	\$8,127,382	\$140	178	0.0%
160	BANGOR	\$16,897,099	\$284	177	0.0%
178	JOPLIN	\$10,519,078	\$140	178	0.0%
148	SIOUX CITY	\$21,372,154	\$140	178	0.0%
121	WAUSAU	\$38,673,453	\$140	178	0.0%
129	FARGO	\$31,910,764	\$0		0.0%
131	SPRINGFIELD,MA	\$30,539,795	\$0		0.0%
132	SIOUX FALLS	\$30,161,201	\$0		0.0%
142	ANCHORAGE	\$24,670,245	\$0		0.0%
143	ROCKFORD	\$23,763,480	\$0		0.0%
149	CHARLOTTESVILL	\$20,419,310	\$0		0.0%
151	BINGHAMTON	\$18,962,446	\$0		0.0%
166	WICHITA FALLS	\$14,700,765	\$0		0.0%
174	ROCHESTER,MN	\$13,081,762	\$0		0.0%
180	DOTHAN	\$9,476,186	\$0		0.0%
188	HARRISONBURG	\$7,414,315	\$0		0.0%
190	SHERMAN	\$6,603,024	\$0		0.0%
192	LIMA	\$6,471,791	\$0		0.0%
193	FAIRBANKS	\$6,433,306	\$0		0.0%
194	PARKERSBURG	\$5,999,319	\$0		0.0%
197	BEND	\$5,120,837	\$0		0.0%
198	OTTUMWA	\$4,898,192	\$0		0.0%
199	PRESQUE ISLE	\$4,854,760	\$0		0.0%
201	NORTH PLATTE	\$4,515,476	\$0		0.0%
203	EUREKA	\$4,243,944	\$0		0.0%
204	WATERTOWN	\$4,114,334	\$0		0.0%
205	JUNEAU	\$3,564,649	\$0		0.0%
207	ALPENA	\$3,033,450	\$0		0.0%
208	MANKATO	\$2,925,820	\$0		0.0%
209	ZANESVILLE	\$2,821,202	\$0		0.0%
	GRAND TOTAL	\$35,802,972,612	\$6,049,330,017		16.9%