





2024 Local Ad Spend by Market by Ad Channel

Total Local Ad Spend Rank	DMA MARKET	Total Local Ad Spend	OOH Local Ad Spend	OOH Ad Spend Market Rank	% of Market Spend	Spot TV Local Ad Spend	% of Market Spend	Radio Local Ad Spend	% of Market Spend	Print Local Ad Spend (newspaper, magazine)	% of Market Spend	Mobile Web Local Ad Spend	% of Market Spend	Mobile Web Video Local Ad Spend	% of Market Spend	National Spot Radio Local Ad Spend	% of Market Spend	Internet Display Local Ad Spend	% of Market Spend	Online Video Local Ad Spend	% of Market Spend
105	WILMINGTON	50,867,198	14,370,626	80	28.3	35,702,167	70.2			0	0.0%					794,405	1.6				
106	LINCOLN	50,861,494	8,046,103	115	15.8	40,179,453	79.0			0	0.0%					2,635,938	5.2				
107	MYRTLE BEACH	48,298,345	14,587,950	75	30.2	29,896,475	61.9			0	0.0%	155,221	0.3	382,090	0.8	2,365,514	4.9	642,293	1.3	268,801	0.6
108	GREENVILLE,NC	47,482,391	1,156	175	0.0	34,950,174	73.6			0	0.0%	1,442,475	3.0			2,567,015	5.4	7,541,203	15.9	980,368	2.1
109	CHAMPAIGN	47,113,177	12,445,040	92	26.4	26,788,677	56.9			0	0.0%	845,546	1.8			1,221,178	2.6	5,812,737	12.3		
110	LANSING	46,962,856	8,667,088	110	18.5	29,288,367	62.4			0	0.0%	977,369	2.1			3,583,257	7.6	4,446,774	9.5		
111	PORTLAND,ME	44,858,960	20,031	165	0.0	37,604,407	83.8			0	0.0%					2,828,009	6.3	3,383,892	7.5	1,022,620	2.3
112	MACON	44,615,690	12,800,063	88	28.7	29,103,775	65.2			0	0.0%					2,541,703	5.7	170,148	0.4		
113	MONTGOMERY	44,461,257	12,574,977	91	28.3	26,875,631	60.4			0	0.0%					1,242,499	2.8	2,030,991	4.6	1,737,159	3.9
114	BOISE	42,977,890	14,373,455	79	33.4	26,835,419	62.4			0	0.0%					1,678,898	3.9	90,118	0.2		
115	PADUCAH	42,610,032	4,399,662	139	10.3	31,902,744	74.9			0	0.0%	790,065	1.9			893,041	2.1	4,031,869	9.5	592,650	1.4
116	DAVENPORT	42,189,012	28,327	164	0.1	39,821,799	94.4			0	0.0%					1,585,288	3.8	753,598	1.8		
117	PALM SPRINGS	42,041,204	13,961,268	83	33.2	24,510,487	58.3			0	0.0%					1,345,295	3.2	2,224,154	5.3		
118	CHATTANOOGA	41,363,189	13,198	169	0.0	34,660,844	83.8			0	0.0%	1,804,533	4.4			1,429,289	3.5	3,455,325	8.4		
119	CORPUS CHRISTI	41,130,944	6,138,941	129	14.9	28,706,545	69.8			0	0.0%	316,785	0.8			3,077,569	7.5	2,891,104	7.0		
120	BURLINGTON	41,081,150	10,990	170	0.0	35,961,398	87.5			0	0.0%	0	0.0	626,749	1.5	968,056	2.4	3,297,861	8.0	216,097	0.5
121	WAUSAU	38,673,453	140	178	0.0	37,270,295	96.4			0	0.0%					1,403,018	3.6				
122	LAFAYETTE,LA	38,523,394	8,322,103	112	21.6	27,729,338	72.0			0	0.0%					809,486	2.1	1,662,467	4.3		
123	TRAVERSE CITY	37,305,724	7,789,697	119	20.9	27,176,191	72.8			0	0.0%					1,482,490	4.0	857,346	2.3		
124	BILOXI	36,821,817	14,506,346	77	39.4	21,224,944	57.6			0	0.0%					1,090,527	3.0				
125	COLUMBUS,GA	35,937,484	6,864,974	125	19.1	26,702,125	74.3			0	0.0%					1,858,922	5.2	511,463	1.4		
126	BILLINGS	35,238,495	10,710,624	101	30.4	22,481,661	63.8			0	0.0%					2,046,210	5.8				
127	PEORIA	35,193,799	2,826,462	145	8.0	26,962,538	76.6			0	0.0%	1,485,458	4.2			1,371,916	3.9	2,114,103	6.0	433,322	1.2
128	SALISBURY	33,084,721	11,441,572	96	34.6	18,719,726	56.6			0	0.0%					971,985	2.9	968,273	2.9	983,165	3.0
129	FARGO	31,910,764				30,449,021	95.4			0	0.0%					1,461,743	4.6				
130	ALBANY,GA	30,732,425	11,511,260	95	37.5	17,363,780	56.5			0	0.0%					1,857,385	6.0				
131	SPRINGFIELD,MA	30,539,795				25,793,070	84.5			0	0.0%	319,735	1.0			1,710,552	5.6	2,716,437	8.9		
132	SIOUX FALLS	30,161,201				24,721,689	82.0			0	0.0%	1,901,994	6.3			1,278,624	4.2	2,258,894	7.5		
133	EUGENE	27,312,950	1,029,729	154	3.8	22,179,060	81.2			0	0.0%	1,086,975	4.0			205,809	0.8	2,811,377	10.3		
134	MONTEREY	26,556,955	1,842	174	0.0	21,719,530	81.8			0	0.0%	502,134	1.9			2,374,598	8.9	1,558,303	5.9	400,548	1.5
135	ERIE	25,672,930	7,779,778	120	30.3	16,467,974	64.1			0	0.0%					1,425,178	5.6				
136	WHEELING	25,617,245	6,120,214	130	23.9	15,547,123	60.7			0	0.0%	245,884	1.0			769,015	3.0	2,935,009	11.5		
137	SANTA BARBARA	25,363,123	4,486	173	0.0	16,521,574	65.1			0	0.0%	1,081,561	4.3	349,323	1.4	5,625,984	22.2	1,477,421	5.8	302,774	1.2
138	MISSOULA	25,340,552	187,451	159	0.7	23,087,102	91.1			0	0.0%					2,065,999	8.2				
139	COLUMBIA,MO	25,119,147	6,555,730	128	26.1	17,313,579	68.9			0	0.0%					1,249,838	5.0				
140	DULUTH	24,954,022	8,912,936	109	35.7	15,057,368	60.3			0	0.0%					983,718	3.9				
141	CHICO	24,865,116	13,130,750	85	52.8	8,210,452	33.0			0	0.0%					1,013,254	4.1	2,510,660	10.1		
142	ANCHORAGE	24,670,245				22,432,608	90.9			0	0.0%					2,237,637	9.1				
143	ROCKFORD	23,763,480				20,884,918	87.9			0	0.0%	447,234	1.9			874,949	3.7	1,556,379	6.5		
144	GREAT FALLS	22,441,671	442,099	157	2.0	20,606,857	91.8			0	0.0%					1,392,715	6.2				
145	BEAUMONT	22,053,029	4,234,181	140	19.2	16,076,639	72.9			0	0.0%					1,742,209	7.9				
146	GAINESVILLE	21,843,114	511	176	0.0	18,446,585	84.5			0	0.0%	955,873	4.4			1,350,682	6.2	332,779	1.5	756,684	3.5
147	LUBBOCK	21,617,554	7,022,511	123	32.5	13,940,451	64.5			0	0.0%					654,592	3.0				
148	SIOUX CITY	21,372,154	140	178	0.0	20,678,379	96.8			0	0.0%					693,635	3.2				
149	CHARLOTTESSVILL	20,419,310				18,048,755	88.4			0	0.0%	212,275	1.0			393,837	1.9	1,764,443	8.6		
150	PANAMA CITY	19,543,252	7,940,362	117	40.6	7,703,179	39.4			0	0.0%	271,182	1.4			879,571	4.5	2,302,720	11.8	446,238	2.3
151	BINGHAMTON	18,962,446				14,820,080	78.2			0	0.0%	927,628	4.9			635,632	3.4	2,579,106	13.6		
152	RAPID CITY	18,508,926	11,982,692	94	64.7	6,218,542	33.6			0	0.0%					307,692	1.7				
153	HATTIESBURG	18,425,896	3,488,059	144	18.9	12,850,044	69.7			0	0.0%	385,843	2.1			585,168	3.2	1,116,782	6.1		
154	JACKSON,TN	18,067,083	6,786,355	126	37.6	10,884,538	60.2			0	0.0%					396,190	2.2				
155	ABILENE	17,933,059	4,641,363	137	25.9	11,273,807	62.9			0	0.0%	337,420	1.9			342,712	1.9	1,337,757	7.5		
156	AMARILLO	17,704,282	4,958,471	134	28.0	12,207,885	69.0			0	0.0%					537,926	3.0				

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157	LAKE CHARLES	17,585,515	6,947,029	124	39.5	10,248,957	58.3			0	0.0%					389,529	2.2				
158	BUTTE	17,540,399	450,246	156	2.6	14,735,224	84.0			0	0.0%					2,354,929	13.4				
159	ODESSA	17,400,051	6,089,603	132	35.0	10,462,980	60.1			0	0.0%					847,468	4.9				
160	BANGOR	16,897,099	284	177	0.0	12,935,316	76.6			0	0.0%	610,867	3.6			1,424,557	8.4	1,926,075	11.4		
161	LAREDO	16,828,461	6,113,700	131	36.3	10,087,184	59.9			0	0.0%					627,577	3.7				
162	LAFAYETTE,IN	15,581,044	13,482	168	0.1	13,080,928	84.0			0	0.0%	869,843	5.6			609,468	3.9	1,007,323	6.5		
163	SAN ANGELO	15,397,252	1,603,859	151	10.4	11,036,070	71.7			0	0.0%					109,843	0.7	2,647,480	17.2		
164	TOPEKA	15,130,418	4,707,276	136	31.1	9,837,551	65.0			0	0.0%					585,591	3.9				
165	CLARKSBURG	15,124,686	4,816,652	135	31.8	10,294,641	68.1			0	0.0%					13,393	0.1				
166	WICHITA FALLS	14,700,765				11,074,927	75.3			0	0.0%	270,740	1.8			345,386	2.3	3,009,712	20.5		
167	COLUMBUS,MS	14,022,117	2,440,207	147	17.4	11,127,665	79.4			0	0.0%					454,245	3.2				
168	YUMA	13,946,660	5,015,047	133	36.0	8,272,070	59.3			0	0.0%					659,543	4.7				
169	MONROE	13,835,602	3,587,628	142	25.9	8,124,785	58.7			0	0.0%					393,208	2.8	1,729,981	12.5		
170	BLUEFIELD	13,812,298	3,931,624	141	28.5	9,793,930	70.9			0	0.0%					86,744	0.6				
171	ALEXANDRIA	13,675,890	4,628,774	138	33.8	8,789,321	64.3			0	0.0%					257,795	1.9				
172	MINOT	13,634,173	97,860	162	0.7	12,009,758	88.1			0	0.0%					1,526,555	11.2				
173	CASPER	13,615,144	7,466,354	122	54.8	5,921,455	43.5			0	0.0%					227,335	1.7				
174	ROCHESTER,MN	13,081,762				10,998,065	84.1			0	0.0%					1,373,938	10.5	709,759	5.4		
175	TERRE HAUTE	12,536,834	153,874	161	1.2	9,665,543	77.1			0	0.0%	249,007	2.0			588,879	4.7	1,879,531	15.0		
176	MERIDIAN	12,299,407	1,529,663	153	12.4	9,032,760	73.4			0	0.0%					171,975	1.4	1,565,009	12.7		
177	MARQUETTE	10,688,470	1,737,579	150	16.3	8,598,033	80.4			0	0.0%					352,858	3.3				
178	JOPLIN	10,519,078	140	178	0.0	9,671,048	91.9			0	0.0%					847,890	8.1				
179	UTICA	10,037,620	6,398	172	0.1	9,271,095	92.4			0	0.0%					245,035	2.4	515,092	5.1		
180	DOTHAN	9,476,186				9,185,819	96.9			0	0.0%					290,367	3.1				
181	HELENA	9,178,097	233,040	158	2.5	8,945,057	97.5			0	0.0%										
182	MEDFORD	8,434,042	158,211	160	1.9	8,191,434	97.1			0	0.0%					84,397	1.0				
183	YAKIMA	8,127,382	140	178	0.0	7,425,198	91.4			0	0.0%					702,044	8.6				
184	IDAHO FALLS	8,020,553	2,373,942	148	29.6	5,082,381	63.4			0	0.0%					564,230	7.0				
185	TWIN FALLS	7,873,686	451,610	155	5.7	7,116,559	90.4			0	0.0%					305,517	3.9				
186	GREENWOOD	7,592,758	1,575,965	152	20.8	6,016,793	79.2			0	0.0%										
187	JONESBORO	7,423,950	2,080,094	149	28.0	5,139,696	69.2			0	0.0%					204,160	2.8				
188	HARRISONBURG	7,414,315				4,742,993	64.0			0	0.0%	162,560	2.2			643,418	8.7	1,865,344	25.2		
189	GRAND JUNCTION	7,265,213	140	178	0.0	6,200,930	85.4			0	0.0%	155,607	2.1			229,002	3.2	679,535	9.4		
190	SHERMAN	6,603,024				6,603,024	100.0			0	0.0%										
191	QUINCY	6,532,642	140	178	0.0	6,376,251	97.6			0	0.0%					156,251	2.4				
192	LIMA	6,471,791				5,114,634	79.0			0	0.0%					1,357,157	21.0				
193	FAIRBANKS	6,433,306				5,385,499	83.7			0	0.0%					1,047,807	16.3				
194	PARKERSBURG	5,999,319				5,258,306	87.6			0	0.0%					741,013	12.4				
195	VICTORIA	5,960,106	3,580,511	143	60.1	2,005,997	33.7			0	0.0%					373,598	6.3				
196	BOWLING GREEN	5,791,130	18,674	167	0.3	5,033,586	86.9			0	0.0%					738,870	12.8				
197	BEND	5,120,837				5,007,558	97.8			0	0.0%					113,279	2.2				
198	OTTUMWA	4,898,192				4,898,192	100.0			0	0.0%										
199	PRESQUE ISLE	4,854,760				4,610,622	95.0			0	0.0%					244,138	5.0				
200	CHEYENNE	4,831,126	48,175	163	1.0	4,442,883	92.0			0	0.0%					340,068	7.0				
201	NORTH PLATTE	4,515,476				4,405,451	97.6			0	0.0%					110,025	2.4				
202	ELMIRA	4,407,657	140	178	0.0	4,264,834	96.8			0	0.0%					142,683	3.2				
203	EUREKA	4,243,944				4,143,651	97.6			0	0.0%					100,293	2.4				
204	WATERTOWN	4,114,334				3,885,687	94.4			0	0.0%					228,647	5.6				
205	JUNEAU	3,564,649				3,564,649	100.0			0	0.0%										
206	ST JOSEPH	3,430,070	140	178	0.0	3,429,930	100.0			0	0.0%										
207	ALPENA	3,033,450				2,786,065	91.8			0	0.0%					247,385	8.2				
208	MANKATO	2,925,820				2,597,370	88.8			0	0.0%					328,450	11.2				

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209	ZANESVILLE	2,821,202				2,821,202	100.0			0	0.0%										
210	GLENDIVE	1,551,219	19,275	166	1.2	1,531,944	98.8			0	0.0%										
	<b>GRAND TOTAL</b>	<b>35,802,972,612</b>	<b>6,049,330,017</b>		<b>16.9</b>	<b>15,689,817,956</b>	<b>43.8</b>	<b>4,696,282,980</b>	<b>13.1</b>	<b>2,363,857,229</b>	<b>6.6%</b>	<b>1,813,038,187</b>	<b>5.1</b>	<b>1,781,968,664</b>	<b>5.0</b>	<b>1,600,188,605</b>	<b>4.5</b>	<b>1,116,017,092</b>	<b>3.1</b>	<b>692,471,881</b>	<b>1.9</b>

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