

## 2024 OOH Ad Spend by DMA

OOH Ad Spend Rank	DMA MARKET	2024 OOH Ad Spend	2024 % of Total US OOH
1	NEW YORK	\$788,254,933	12.90%
2	LOS ANGELES	\$598,064,138	9.79%
3	CHICAGO	\$217,319,517	3.56%
4	MIAMI	\$213,201,333	3.49%
5	DALLAS	\$207,727,236	3.40%
6	ORLANDO	\$189,012,349	3.09%
7	SAN FRANCISCO	\$182,092,548	2.98%
8	ATLANTA	\$175,287,225	2.87%
9	PHILADELPHIA	\$167,390,606	2.74%
10	HOUSTON	\$162,188,436	2.65%
11	BOSTON	\$136,430,698	2.23%
12	LAS VEGAS	\$134,920,697	2.21%
13	PHOENIX	\$115,270,250	1.89%
14	TAMPA	\$112,966,945	1.85%
15	MINNEAPOLIS	\$86,239,891	1.41%
16	WASHINGTON,DC	\$81,216,459	1.33%
17	DETROIT	\$77,397,404	1.27%
18	SAN DIEGO	\$70,227,738	1.15%
19	SAN ANTONIO	\$63,861,601	1.05%
20	SACRAMENTO	\$62,205,810	1.02%
21	ALL OTHER	\$60,416,253	0.99%
22	HARRISBURG	\$55,958,873	0.92%
23	NASHVILLE	\$54,408,532	0.89%
24	MILWAUKEE	\$51,351,649	0.84%
25	PORTLAND,OR	\$48,365,801	0.79%
26	ST LOUIS	\$47,595,752	0.78%
27	HARTFORD	\$47,412,352	0.78%
28	DENVER	\$44,310,928	0.73%
29	SOUTH BEND	\$42,920,071	0.70%
30	CHARLOTTE	\$41,934,578	0.69%
31	JACKSONVILLE	\$40,835,690	0.67%
32	ALBUQUERQUE	\$38,913,232	0.64%
33	SEATTLE	\$38,313,748	0.63%
34	PITTSBURGH	\$38,308,944	0.63%
35	NEW ORLEANS	\$37,660,269	0.62%
36	CLEVELAND	\$37,625,640	0.62%
37	MOBILE	\$36,826,562	0.60%
38	KANSAS CITY	\$33,285,610	0.54%
39	INDIANAPOLIS	\$32,893,198	0.54%
40	GREENVILLE,SC	\$32,495,922	0.53%

Source: Vivvix-MediaRadar, OAAA

OAAA estimates Vivvix under reports total OOH ad spend by approximately 30%. Vivvix reports Cinema nationally, so it is not included in individual DMA OOH market spend.

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41	BIRMINGHAM	\$31,532,513	0.52%
42	GRAND RAPIDS	\$29,676,287	0.49%
43	KNOXVILLE	\$28,807,781	0.47%
44	RALEIGH	\$28,647,501	0.47%
45	CINCINNATI	\$28,503,905	0.47%
46	OKLAHOMA CITY	\$27,694,819	0.45%
47	RICHMOND	\$24,823,564	0.41%
48	FT WAYNE	\$24,674,431	0.40%
49	EL PASO	\$24,630,554	0.40%
50	SALT LAKE CITY	\$24,616,497	0.40%
51	AUSTIN	\$24,487,866	0.40%
52	MEMPHIS	\$24,333,759	0.40%
53	COLUMBUS,OH	\$23,264,112	0.38%
54	FRESNO	\$22,937,500	0.38%
55	BALTIMORE	\$22,751,425	0.37%
56	FLINT	\$22,566,639	0.37%
57	TUCSON	\$22,111,653	0.36%
58	WILKES BARRE	\$20,846,275	0.34%
59	LOUISVILLE	\$20,834,544	0.34%
60	GREENSBORO	\$19,595,349	0.32%
61	BATON ROUGE	\$19,564,896	0.32%
62	PROVIDENCE	\$19,108,303	0.31%
63	HUNTSVILLE	\$17,185,990	0.28%
64	HARLINGEN	\$16,807,461	0.28%
65	MADISON	\$16,244,792	0.27%
66	RENO	\$15,962,444	0.26%
67	ALBANY,NY	\$15,943,854	0.26%
68	TALLAHASSEE	\$15,924,788	0.26%
69	BUFFALO	\$15,864,496	0.26%
70	TULSA	\$15,588,764	0.26%
71	COLUMBIA,SC	\$15,216,998	0.25%
72	CEDAR RAPIDS	\$15,155,748	0.25%
73	LA CROSSE	\$15,078,907	0.25%
74	LITTLE ROCK	\$14,747,529	0.24%
75	SPOKANE	\$14,692,708	0.24%
76	MYRTLE BEACH	\$14,587,950	0.24%
77	SPRINGFIELD,MO	\$14,585,137	0.24%
78	BILOXI	\$14,506,346	0.24%
79	WACO	\$14,432,374	0.24%
80	BOISE	\$14,373,455	0.24%
81	WILMINGTON	\$14,370,626	0.24%
82	FT MYERS	\$14,333,574	0.23%

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83	FT SMITH	\$14,331,781	0.23%
84	PALM SPRINGS	\$13,961,268	0.23%
85	SAVANNAH	\$13,373,612	0.22%
86	CHICO	\$13,130,750	0.21%
87	JACKSON,MS	\$12,983,499	0.21%
88	GREEN BAY	\$12,816,398	0.21%
89	MACON	\$12,800,063	0.21%
90	NORFOLK	\$12,756,207	0.21%
91	LEXINGTON	\$12,614,848	0.21%
92	MONTGOMERY	\$12,574,977	0.21%
93	CHAMPAIGN	\$12,445,040	0.20%
94	OMAHA	\$12,278,714	0.20%
95	RAPID CITY	\$11,982,692	0.20%
96	ALBANY,GA	\$11,511,260	0.19%
97	SALISBURY	\$11,441,572	0.19%
98	SHREVEPORT	\$11,356,664	0.19%
99	EVANSVILLE	\$10,832,205	0.18%
100	CHARLESTON,SC	\$10,801,078	0.18%
101	TYLER	\$10,755,035	0.18%
102	BILLINGS	\$10,710,624	0.18%
103	BAKERSFIELD	\$10,658,837	0.17%
104	ROANOKE	\$9,755,974	0.16%
105	JOHNSTOWN	\$9,503,097	0.16%
106	ROCHESTER,NY	\$9,367,188	0.15%
107	DES MOINES	\$9,217,257	0.15%
108	CHARLESTON,WV	\$9,189,508	0.15%
109	COLORADO SPRGS	\$8,935,055	0.15%
110	DULUTH	\$8,912,936	0.15%
111	LANSING	\$8,667,088	0.14%
112	TOLEDO	\$8,635,631	0.14%
113	LAFAYETTE,LA	\$8,322,103	0.14%
114	TRI CITIES	\$8,318,218	0.14%
115	WICHITA	\$8,151,877	0.13%
116	LINCOLN	\$8,046,103	0.13%
117	SYRACUSE	\$8,012,884	0.13%
118	PANAMA CITY	\$7,940,362	0.13%
119	AUGUSTA	\$7,812,760	0.13%
120	TRAVERSE CITY	\$7,789,697	0.13%
121	ERIE	\$7,779,778	0.13%
122	YOUNGSTOWN	\$7,653,567	0.13%
123	CASPER	\$7,466,354	0.12%
124	LUBBOCK	\$7,022,511	0.11%

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125	LAKE CHARLES	\$6,947,029	0.11%
126	COLUMBUS,GA	\$6,864,974	0.11%
127	JACKSON,TN	\$6,786,355	0.11%
128	DAYTON	\$6,674,722	0.11%
129	COLUMBIA,MO	\$6,555,730	0.11%
130	CORPUS CHRISTI	\$6,138,941	0.10%
131	WHEELING	\$6,120,214	0.10%
132	LAREDO	\$6,113,700	0.10%
133	ODESSA	\$6,089,603	0.10%
134	YUMA	\$5,015,047	0.08%
135	AMARILLO	\$4,958,471	0.08%
136	CLARKSBURG	\$4,816,652	0.08%
137	TOPEKA	\$4,707,276	0.08%
138	ABILENE	\$4,641,363	0.08%
139	ALEXANDRIA	\$4,628,774	0.08%
140	PADUCAH	\$4,399,662	0.07%
141	BEAUMONT	\$4,234,181	0.07%
142	BLUEFIELD	\$3,931,624	0.06%
143	MONROE	\$3,587,628	0.06%
144	VICTORIA	\$3,580,511	0.06%
145	HATTIESBURG	\$3,488,059	0.06%
146	PEORIA	\$2,826,462	0.05%
147	WEST PALM BCH	\$2,554,535	0.04%
148	COLUMBUS,MS	\$2,440,207	0.04%
149	IDAHO FALLS	\$2,373,942	0.04%
150	JONESBORO	\$2,080,094	0.03%
151	MARQUETTE	\$1,737,579	0.03%
152	SAN ANGELO	\$1,603,859	0.03%
153	GREENWOOD	\$1,575,965	0.03%
154	MERIDIAN	\$1,529,663	0.03%
155	EUGENE	\$1,029,729	0.02%
156	TWIN FALLS	\$451,610	0.01%
157	BUTTE	\$450,246	0.01%
158	GREAT FALLS	\$442,099	0.01%
159	HELENA	\$233,040	0.00%
160	MISSOULA	\$187,451	0.00%
161	MEDFORD	\$158,211	0.00%
162	TERRE HAUTE	\$153,874	0.00%
163	MINOT	\$97,860	0.00%
164	CHEYENNE	\$48,175	0.00%
165	DAVENPORT	\$28,327	0.00%
166	PORTLAND,ME	\$20,031	0.00%

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167	GLENDIVE	\$19,275	0.00%
168	BOWLING GREEN	\$18,674	0.00%
169	LAFAYETTE,IN	\$13,482	0.00%
170	CHATTANOOGA	\$13,198	0.00%
171	BURLINGTON	\$10,990	0.00%
172	HONOLULU	\$10,775	0.00%
173	UTICA	\$6,398	0.00%
174	SANTA BARBARA	\$4,486	0.00%
175	MONTEREY	\$1,842	0.00%
176	GREENVILLE,NC	\$1,156	0.00%
177	GAINESVILLE	\$511	0.00%
178	BANGOR	\$284	0.00%
179	ELMIRA	\$140	0.00%
180	GRAND JUNCTION	\$140	0.00%
181	JOPLIN	\$140	0.00%
182	QUINCY	\$140	0.00%
183	SIOUX CITY	\$140	0.00%
184	ST JOSEPH	\$140	0.00%
185	WAUSAU	\$140	0.00%
186	YAKIMA	\$140	0.00%
<b>GRAND TOTAL</b>		<b>\$6,109,746,270</b>	<b>100.00%</b>

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