

2025 April - June OOH Advertising Expenditures Ranked By Total Spending

Industry Categories	April - June 2025 (000)	Percent of Total Revenue	Rank	April - June 2024 (000)	Rank	Category Growth April - June '25 vs '24 (000)	Percentage Change April - June '25 vs '24 (%)
MISC SERVICES & AMUSEMENTS	\$ 869,000.2	30.4%	1	\$ 787,362.8	1	81,637.4	10.4%
RETAIL	\$ 228,684.3	8.0%	2	\$ 264,179.6	2	-35,495.4	-13.4%
GOVERNMENT, POLITICS & ORGS	\$ 185,806.0	6.5%	3	\$ 188,973.8	4	-3,167.9	-1.7%
PUBLIC TRANS, HOTELS & RESORTS	\$ 182,947.4	6.4%	4	\$ 233,707.5	3	-50,760.0	-21.7%
MEDIA & ADVERTISING	\$ 157,220.4	5.5%	5	\$ 183,042.4	5	-25,822.0	-14.1%
RESTAURANTS	\$ 151,503.3	5.3%	6	\$ 157,211.7	6	-5,708.4	-3.6%
FINANCIAL SERVICES	\$ 145,786.2	5.1%	7	\$ 109,733.3	8	36,052.9	32.9%
INSURANCE & REAL ESTATE	\$ 140,069.1	4.9%	8	\$ 123,044.6	7	17,024.5	13.8%
COMMUNICATIONS	\$ 108,625.0	3.8%	9	\$ 83,258.8	11	25,366.2	30.5%
SCHOOLS, CAMPS & SEMINARS	\$ 97,190.8	3.4%	10	\$ 102,446.8	9	-5,256.0	-5.1%
Total Top Ten Categories	\$ 2,266,832.8	79.3%		\$ 2,232,961.3			

Total 2025 April - June OOH Expenditures \$2,858,553,304
Overall Percentage Change April - June '25 vs '24 3.0%