

**2025 October - December  
OOH Advertising Expenditures**  
Ranked by Total Spending

Industry Categories	October - December 2025 (000)	Percent of Total Revenue	Rank	October - December 2024 (000)	Rank	Category Growth October - December '25 vs '24 (000)	Percentage Change October - December '25 vs '24 (%)
LOCAL SERVICES & AMUSEMENTS	\$664,480.1	26.8%	1	\$630,495.1	1	\$33,985.0	5.4%
RETAIL	\$199,805.9	8.1%	2	\$240,384.5	2	-40,578.6	-16.9%
MEDIA & ADVERTISING	\$160,941.1	6.5%	3	\$146,189.5	4	14,751.6	10.1%
FINANCIAL	\$143,561.4	5.8%	4	\$109,599.4	9	33,962.0	31.0%
INSURANCE & REAL ESTATE	\$129,241.9	5.2%	5	\$117,296.3	6	11,945.5	10.2%
PUBLIC TRANS., HOTELS & RESORTS	\$124,742.5	5.0%	6	\$136,770.8	5	-12,028.3	-8.8%
GOVERNMENT, POLITICS & ORGS	\$117,249.6	4.7%	7	\$168,840.7	3	-51,591.1	-30.6%
RESTAURANTS	\$111,622.7	4.5%	8	\$113,408.0	7	-1,785.3	-1.6%
COMMUNICATIONS	\$107,113.5	4.3%	9	\$112,112.2	8	-4,998.7	-4.5%
COMPUTERS, SOFTWARE, INTERNET	\$91,559.5	3.7%	10	\$63,894.6	12	27,664.9	43.3%
<b>Total Top Ten Categories</b>	<b>\$1,850,318.2</b>	<b>74.6%</b>		<b>\$1,838,991.0</b>		<b>\$11,327.2</b>	

Total 2025 October - December OOH Expenditures      \$2,481,027,412  
Overall Percentage Change October - December '25 vs '24      4.8%