

## 2025 Total Local Ad Spend by OOH Share Analysis

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
191	VICTORIA	\$5,629,906	\$3,903,320	140	69.3%
135	CHICO	\$24,549,815	\$13,999,632	85	57.0%
157	JACKSON,TN	\$14,517,079	\$6,819,412	124	47.0%
148	PANAMA CITY	\$17,854,910	\$8,241,506	116	46.2%
67	SOUTH BEND	\$89,328,537	\$40,559,794	31	45.4%
156	LAREDO	\$14,594,002	\$6,491,349	127	44.5%
153	LAKE CHARLES	\$16,404,587	\$7,189,353	121	43.8%
124	BILOXI	\$33,419,068	\$14,637,996	82	43.8%
133	ALBANY,GA	\$26,532,161	\$11,577,915	94	43.6%
165	YUMA	\$12,205,634	\$5,050,563	132	41.4%
164	CLARKSBURG	\$12,205,892	\$4,919,173	133	40.3%
137	DULUTH	\$22,458,829	\$8,909,050	110	39.7%
147	ODESSA	\$18,676,302	\$7,085,582	122	37.9%
144	LUBBOCK	\$19,166,767	\$7,223,691	120	37.7%
143	ERIE	\$19,511,345	\$7,318,501	119	37.5%
150	ABILENE	\$17,148,724	\$6,350,013	128	37.0%
128	SALISBURY	\$31,146,220	\$11,450,571	96	36.8%
126	BILLINGS	\$31,550,896	\$11,230,586	98	35.6%
161	ALEXANDRIA	\$12,944,951	\$4,582,016	136	35.4%
82	FT WAYNE	\$64,990,320	\$22,950,246	54	35.3%
119	PALM SPRINGS	\$38,195,365	\$13,313,007	86	34.9%
61	MOBILE	\$106,031,052	\$36,410,022	35	34.3%
102	MYRTLE BEACH	\$49,038,658	\$16,555,757	68	33.8%
166	BLUEFIELD	\$12,119,878	\$4,021,655	139	33.2%
159	TOPEKA	\$14,004,828	\$4,627,599	135	33.0%
155	AMARILLO	\$14,993,990	\$4,865,644	134	32.5%
110	BOISE	\$44,615,531	\$14,189,012	83	31.8%
170	MONROE	\$11,631,919	\$3,663,020	141	31.5%
93	HUNTSVILLE	\$54,373,321	\$16,838,849	67	31.0%
107	WILMINGTON	\$45,842,788	\$14,012,761	84	30.6%
181	JONESBORO	\$7,208,178	\$2,193,020	146	30.4%
138	COLUMBIA,MO	\$22,305,634	\$6,674,424	126	29.9%
113	MACON	\$42,469,503	\$12,690,401	91	29.9%
96	FT SMITH	\$50,639,253	\$15,044,282	77	29.7%
90	RENO	\$55,398,222	\$16,207,531	69	29.3%
64	MADISON	\$100,671,480	\$29,330,910	44	29.1%
66	EL PASO	\$89,818,116	\$26,039,106	49	29.0%
70	FLINT	\$79,198,750	\$22,818,800	55	28.8%
95	CEDAR RAPIDS	\$52,918,916	\$15,170,451	76	28.7%
111	MONTGOMERY	\$44,334,763	\$12,466,123	92	28.1%
89	SPRINGFIELD,MO	\$55,498,386	\$15,538,889	73	28.0%
139	WHEELING	\$21,586,221	\$5,997,629	130	27.8%
106	CHAMPAIGN	\$46,290,429	\$12,789,860	90	27.6%
14	ORLANDO	\$731,689,998	\$201,944,354	7	27.6%
51	ALBUQUERQUE	\$146,660,277	\$40,392,403	32	27.5%
94	SPOKANE	\$53,496,891	\$14,728,299	80	27.5%
80	COLUMBIA,SC	\$67,314,823	\$18,404,552	63	27.3%
20	LAS VEGAS	\$510,123,364	\$138,897,273	11	27.2%

Source: MediaRadar

OAAA estimates MediaRadar under reports total OOH spend by approx. 30%.

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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
91	WACO	\$55,271,780	\$14,746,569	79	26.7%
85	TALLAHASSEE	\$60,880,926	\$16,067,781	70	26.4%
125	TRAVERSE CITY	\$31,639,173	\$8,309,129	115	26.3%
1	NEW YORK	\$3,320,478,979	\$858,054,320	1	25.8%
75	BATON ROUGE	\$73,814,877	\$18,972,604	61	25.7%
122	LAFAYETTE,LA	\$35,098,818	\$9,014,150	108	25.7%
60	WILKES BARRE	\$106,802,601	\$27,280,532	47	25.5%
57	KNOXVILLE	\$120,084,280	\$30,666,073	42	25.5%
183	GREENWOOD	\$6,460,187	\$1,593,577	150	24.7%
103	SHREVEPORT	\$48,657,689	\$11,946,791	93	24.6%
73	CHARLESTON,SC	\$76,727,995	\$18,800,945	62	24.5%
2	LOS ANGELES	\$2,398,836,031	\$566,089,164	2	23.6%
10	MIAMI	\$979,021,399	\$227,112,900	4	23.2%
72	SAVANNAH	\$77,966,525	\$17,967,185	65	23.0%
105	TYLER	\$46,808,262	\$10,731,638	99	22.9%
59	RICHMOND	\$115,215,044	\$26,295,078	48	22.8%
39	NASHVILLE	\$248,009,210	\$56,472,991	21	22.8%
53	BIRMINGHAM	\$135,233,398	\$30,765,902	41	22.8%
79	LA CROSSE	\$67,383,612	\$15,306,422	75	22.7%
145	BEAUMONT	\$19,013,810	\$4,237,068	138	22.3%
178	MARQUETTE	\$7,845,301	\$1,690,459	148	21.5%
154	HATTIESBURG	\$16,118,482	\$3,469,472	142	21.5%
99	EVANSVILLE	\$49,534,925	\$10,590,530	100	21.4%
43	NEW ORLEANS	\$208,827,598	\$44,475,558	27	21.3%
8	SAN FRANCISCO	\$1,064,512,412	\$224,362,765	5	21.1%
163	COLUMBUS,MS	\$12,778,120	\$2,627,500	145	20.6%
186	CASPER	\$6,189,164	\$1,259,916	152	20.4%
87	BAKERSFIELD	\$56,771,940	\$11,441,796	97	20.2%
63	TUCSON	\$101,989,891	\$20,482,991	58	20.1%
176	RAPID CITY	\$8,494,672	\$1,684,490	149	19.8%
86	JACKSON,MS	\$59,010,912	\$11,493,547	95	19.5%
81	LEXINGTON	\$66,853,138	\$12,929,864	88	19.3%
109	LINCOLN	\$44,856,018	\$8,634,750	112	19.2%
65	ALBANY,NY	\$90,402,780	\$17,397,619	66	19.2%
41	JACKSONVILLE	\$226,761,646	\$43,442,711	29	19.2%
121	COLUMBUS,GA	\$35,357,742	\$6,745,337	125	19.1%
101	COLORADO SPRGS	\$49,146,165	\$9,353,000	105	19.0%
100	JOHNSTOWN	\$49,296,801	\$9,345,754	106	19.0%
55	FRESNO	\$127,978,217	\$24,133,666	50	18.9%
108	YOUNGSTOWN	\$45,391,965	\$8,485,153	114	18.7%
77	GREEN BAY	\$70,107,949	\$12,818,557	89	18.3%
117	LANSING	\$40,512,030	\$7,402,384	118	18.3%
88	ROANOKE	\$56,474,087	\$10,231,073	102	18.1%
45	GREENVILLE,SC	\$177,918,012	\$32,086,502	40	18.0%
58	GREENSBORO	\$117,397,960	\$21,110,645	57	18.0%
69	LITTLE ROCK	\$86,263,733	\$15,338,448	74	17.8%
97	WICHITA	\$50,322,262	\$8,924,926	109	17.7%
62	HARLINGEN	\$103,204,444	\$18,249,182	64	17.7%

Source: MediaRadar

OAAA estimates MediaRadar under reports total OOH spend by approx. 30%.

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48	OKLAHOMA CITY	\$162,919,137	\$28,277,305	45	17.4%
98	TRI CITIES	\$50,112,565	\$8,684,165	111	17.3%
42	HARRISBURG	\$222,185,284	\$38,489,531	33	17.3%
11	ATLANTA	\$961,324,010	\$165,480,031	9	17.2%
4	DALLAS	\$1,276,742,420	\$214,972,549	6	16.8%
15	TAMPA	\$700,748,940	\$117,181,207	14	16.7%
92	CHARLESTON,WV	\$55,113,887	\$9,190,603	107	16.7%
3	CHICAGO	\$1,396,448,037	\$231,601,734	3	16.6%
33	MILWAUKEE	\$326,154,917	\$52,869,701	22	16.2%
5	PHILADELPHIA	\$1,203,395,680	\$193,704,277	8	16.1%
26	SACRAMENTO	\$417,233,555	\$64,456,611	20	15.4%
118	CORPUS CHRISTI	\$39,535,033	\$6,061,705	129	15.3%
6	HOUSTON	\$1,093,792,217	\$164,823,757	10	15.1%
76	ROCHESTER,NY	\$71,022,203	\$10,526,806	101	14.8%
22	SAN ANTONIO	\$472,558,050	\$69,295,645	18	14.7%
17	MINNEAPOLIS	\$593,991,271	\$87,088,717	15	14.7%
12	PHOENIX	\$831,739,466	\$120,579,966	13	14.5%
173	MERIDIAN	\$9,996,170	\$1,435,076	151	14.4%
47	MEMPHIS	\$167,188,944	\$23,930,079	51	14.3%
84	SYRACUSE	\$61,422,248	\$8,540,928	113	13.9%
9	BOSTON	\$991,509,766	\$137,747,388	12	13.9%
31	HARTFORD	\$344,811,751	\$47,824,119	26	13.9%
78	TOLEDO	\$69,159,327	\$9,583,567	103	13.9%
50	PROVIDENCE	\$147,102,238	\$20,176,633	59	13.7%
38	GRAND RAPIDS	\$264,458,678	\$35,862,926	36	13.6%
19	SAN DIEGO	\$513,070,492	\$65,938,703	19	12.9%
56	TULSA	\$122,969,647	\$15,592,239	72	12.7%
27	PORTLAND,OR	\$397,173,158	\$49,501,434	24	12.5%
83	AUGUSTA	\$63,403,315	\$7,862,517	117	12.4%
36	KANSAS CITY	\$283,227,779	\$34,593,037	37	12.2%
71	DES MOINES	\$79,117,566	\$9,449,989	104	11.9%
54	FT MYERS	\$134,844,301	\$16,045,611	71	11.9%
28	CHARLOTTE	\$381,460,453	\$44,012,313	28	11.5%
23	ST LOUIS	\$460,364,416	\$50,045,806	23	10.9%
52	BUFFALO	\$141,402,573	\$14,906,221	78	10.5%
44	LOUISVILLE	\$189,927,067	\$19,691,930	60	10.4%
116	PADUCAH	\$41,621,358	\$4,255,904	137	10.2%
13	DETROIT	\$783,067,984	\$78,431,213	17	10.0%
74	DAYTON	\$73,824,755	\$6,919,534	123	9.4%
35	CINCINNATI	\$302,969,493	\$28,163,960	46	9.3%
34	RALEIGH	\$322,067,138	\$29,529,141	43	9.2%
140	SIoux CITY	\$21,513,264	\$1,889,816	147	8.8%
46	NORFOLK	\$168,074,070	\$14,698,970	81	8.7%
37	COLUMBUS,OH	\$270,384,509	\$23,630,581	52	8.7%
49	OMAHA	\$155,255,012	\$13,235,974	87	8.5%
24	PITTSBURGH	\$443,353,175	\$36,662,695	34	8.3%
123	PEORIA	\$34,874,064	\$2,874,974	144	8.2%
18	SEATTLE	\$538,293,225	\$42,360,953	30	7.9%

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25	INDIANAPOLIS	\$422,672,113	\$33,226,818	39	7.9%
7	WASHINGTON,DC	\$1,067,571,430	\$80,478,352	16	7.5%
16	DENVER	\$653,870,818	\$48,066,834	25	7.4%
32	AUSTIN	\$332,741,723	\$23,615,972	53	7.1%
21	CLEVELAND	\$499,478,525	\$34,522,971	38	6.9%
189	IDAHO FALLS	\$5,719,596	\$379,130	155	6.6%
29	BALTIMORE	\$368,610,903	\$21,519,725	56	5.8%
131	EUGENE	\$27,158,199	\$966,698	153	3.6%
177	MEDFORD	\$8,048,026	\$164,707	156	2.0%
30	SALT LAKE CITY	\$354,830,838	\$5,659,423	131	1.6%
112	GREENVILLE,NC	\$42,529,768	\$631,854	154	1.5%
185	TWIN FALLS	\$6,333,701	\$86,569	158	1.4%
40	WEST PALM BCH	\$233,568,348	\$3,125,738	143	1.3%
172	TERRE HAUTE	\$10,361,015	\$121,211	157	1.2%
175	BUTTE	\$9,129,407	\$75,591	160	0.8%
192	HELENA	\$5,531,323	\$40,289	163	0.7%
168	SAN ANGELO	\$12,022,367	\$76,994	159	0.6%
190	BOWLING GREEN	\$5,655,014	\$28,166	164	0.5%
162	GREAT FALLS	\$12,879,879	\$62,985	161	0.5%
210	GLENDIVE	\$1,200,253	\$3,688	172	0.3%
171	MINOT	\$11,445,635	\$18,977	168	0.2%
149	MISSOULA	\$17,852,560	\$27,605	165	0.2%
196	CHEYENNE	\$4,453,381	\$6,362	171	0.1%
114	CHATTANOOGA	\$42,298,044	\$47,260	162	0.1%
160	LAFAYETTE,IN	\$13,898,529	\$12,744	170	0.1%
120	DAVENPORT	\$35,929,655	\$22,217	167	0.1%
130	SPRINGFIELD,MA	\$29,619,622	\$16,241	169	0.1%
199	EUREKA	\$4,273,327	\$1,475	178	0.0%
68	HONOLULU	\$87,311,369	\$27,501	166	0.0%
179	DOTHAN	\$7,731,639	\$1,352	179	0.0%
169	WICHITA FALLS	\$11,711,878	\$2,000	173	0.0%
187	SHERMAN	\$5,918,493	\$987	180	0.0%
146	CHARLOTTESVILL	\$18,689,400	\$1,935	174	0.0%
151	GAINESVILLE	\$16,841,782	\$1,675	176	0.0%
136	SANTA BARBARA	\$23,976,237	\$1,757	175	0.0%
104	PORTLAND,ME	\$47,125,210	\$1,519	177	0.0%
132	MONTEREY	\$26,936,789	\$409	181	0.0%
115	BURLINGTON	\$41,991,625			0.0%
127	FARGO	\$31,184,840			0.0%
129	WAUSAU	\$30,938,330			0.0%
134	SIoux FALLS	\$25,650,236			0.0%
141	ANCHORAGE	\$20,569,253			0.0%
142	ROCKFORD	\$20,553,432			0.0%
152	BINGHAMTON	\$16,439,116			0.0%
158	BANGOR	\$14,241,177			0.0%
167	ROCHESTER,MN	\$12,054,191			0.0%
174	JOPLIN	\$9,492,066			0.0%
180	YAKIMA	\$7,283,874			0.0%

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182	UTICA	\$7,146,009			0.0%
184	HARRISONBURG	\$6,435,026			0.0%
188	GRAND JUNCTION	\$5,807,787			0.0%
193	LIMA	\$4,940,701			0.0%
194	PRESQUE ISLE	\$4,834,745			0.0%
195	FAIRBANKS	\$4,759,144			0.0%
197	QUINCY	\$4,425,915			0.0%
198	NORTH PLATTE	\$4,282,683			0.0%
200	PARKERSBURG	\$3,875,513			0.0%
201	BEND	\$3,540,965			0.0%
202	ELMIRA	\$3,531,768			0.0%
203	OTTUMWA	\$3,528,588			0.0%
204	JUNEAU	\$3,265,965			0.0%
205	ALPENA	\$3,238,811			0.0%
206	MANKATO	\$3,023,041			0.0%
207	WATERTOWN	\$2,957,274			0.0%
208	ST JOSEPH	\$2,570,638			0.0%
209	ZANESVILLE	\$2,390,545			0.0%
	<b>GRAND TOTAL</b>	<b>\$213,697,810,772</b>	<b>\$6,248,679,588</b>		<b>2.9%</b>

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