

## 2025 Total Local Ad Spend by Market by Media Channel

Total Local Ad Spend Rank	DMA MARKET	Total Local Ad Spend	OOH Local Ad Spend	OOH Ad Spend Market Rank	OOH Share of DMA Local Ad Spend	Spot TV Local Ad Spend	% of Local Market Spend by DMA	Internet Display Local Ad Spend	Online Video Local Ad Spend	Digital Desktop % of Local Market Spend by DMA	Mobile Web Local Ad Spend	Mobile Apps Local Ad Spend	Mobile Web Video Local Ad Spend	Digital Mobile % of Local Market Spend by DMA	Radio Local and National Spot Ad Spend	% of Local Market Spend by DMA	Print Local Ad Spend (Magazines, Newspapers Incl. Hispanic)	% of Local Market Spend by DMA
1	NEW YORK	\$3,320,478,979	\$858,054,320	1	25.8%	\$855,701,023	25.8%	\$64,758,659	\$81,137,013	4.4%	\$191,979,179	\$106,970,271	\$122,220,601	12.7%	\$666,478,892	20.1%	\$373,179,021	11.2%
2	LOS ANGELES	\$2,398,836,031	\$566,089,164	2	23.6%	\$806,491,060	33.6%	\$25,167,714	\$22,489,215	2.0%	\$43,496,206	\$83,974,566	\$47,187,133	7.3%	\$702,724,973	29.3%	\$101,219,001	4.2%
3	CHICAGO	\$1,396,448,037	\$231,601,734	3	16.6%	\$460,485,008	33.0%	\$16,695,039	\$27,690,861	3.2%	\$68,739,324	\$24,791,415	\$57,384,676	10.8%	\$347,272,684	24.9%	\$161,787,297	11.6%
4	DALLAS	\$1,276,742,420	\$214,972,549	6	16.8%	\$485,649,449	38.0%	\$4,217,618	\$10,420,232	2.2%	\$44,756,402	\$64,313,442	\$26,851,977	10.6%	\$358,115,008	28.0%	\$54,445,742	4.3%
5	PHILADELPHIA	\$1,203,395,680	\$193,704,277	8	16.1%	\$459,859,672	38.2%	\$16,951,566	\$25,645,095	3.5%	\$42,568,574	\$92,956,897	\$30,702,440	13.8%	\$292,252,403	24.3%	\$48,754,757	4.1%
6	HOUSTON	\$1,093,792,217	\$164,823,757	10	15.1%	\$361,710,023	33.1%	\$17,847,123	\$20,186,893	3.5%	\$33,776,299	\$33,970,235	\$45,800,824	10.4%	\$377,711,383	34.5%	\$37,965,681	3.5%
7	WASHINGTON,DC	\$1,067,571,430	\$80,478,352	16	7.5%	\$407,005,262	38.1%	\$22,007,063	\$45,873,817	6.4%	\$33,611,800	\$46,306,946	\$46,677,647	11.9%	\$250,181,664	23.4%	\$135,428,878	12.7%
8	SAN FRANCISCO	\$1,084,512,412	\$224,362,765	5	21.1%	\$337,118,432	31.7%	\$15,950,063	\$30,179,600	3.7%	\$54,893,771	\$19,709,945	\$13,676,522	13.6%	\$282,028,068	26.5%	\$29,708,309	2.8%
9	BOSTON	\$991,509,766	\$137,747,388	12	13.9%	\$332,473,730	33.5%	\$29,186,760	\$43,036,519	7.3%	\$73,727,762	\$64,538,701	\$41,393,643	18.1%	\$232,337,590	23.4%	\$37,067,674	3.7%
10	MIAMI	\$979,021,399	\$227,112,900	4	23.2%	\$446,901,465	45.6%	\$16,341,511	\$8,663,748	2.6%	\$30,962,940	\$29,058,991	\$9,180,641	7.1%	\$180,272,280	18.4%	\$30,526,923	3.1%
11	ATLANTA	\$961,324,010	\$165,480,031	9	17.2%	\$413,861,241	43.1%	\$8,977,628	\$14,276,293	2.4%	\$35,155,842	\$38,721,850	\$50,118,220	12.9%	\$212,245,231	22.1%	\$22,487,675	2.3%
12	PHOENIX	\$831,739,466	\$120,579,966	13	14.5%	\$312,831,631	37.6%	\$12,078,407	\$13,497,187	3.1%	\$50,652,706	\$38,421,758	\$21,854,186	13.3%	\$225,357,426	27.1%	\$36,466,201	4.4%
13	DETROIT	\$783,067,984	\$78,431,213	17	10.0%	\$341,085,312	43.6%	\$16,197,283	\$28,825,055	5.7%	\$57,963,571	\$38,529,767	\$17,457,379	14.6%	\$185,103,017	23.6%	\$19,475,386	2.5%
14	ORLANDO	\$731,689,998	\$201,944,354	7	27.6%	\$295,491,414	40.4%	\$6,203,901	\$9,712,053	2.2%	\$23,002,288	\$41,562,595	\$18,290,443	11.3%	\$124,687,447	17.0%	\$10,795,903	1.5%
15	TAMPA	\$700,748,940	\$117,181,207	14	16.7%	\$321,026,958	45.8%	\$12,161,833	\$10,674,909	3.7%	\$18,887,905	\$42,287,302	\$22,573,902	12.0%	\$129,668,718	18.4%	\$26,668,205	3.8%
16	DENVER	\$653,870,818	\$48,066,834	25	7.4%	\$241,334,637	36.9%	\$8,583,868	\$16,645,587	3.9%	\$32,199,881	\$57,917,964	\$78,904,971	25.8%	\$158,952,344	24.3%	\$11,264,734	1.7%
17	MINNEAPOLIS	\$593,991,271	\$87,088,717	15	14.7%	\$162,116,408	27.3%	\$9,701,427	\$11,480,117	3.6%	\$33,126,066	\$64,632,733	\$57,909,039	24.4%	\$133,069,194	22.4%	\$45,467,571	7.7%
18	SEATTLE	\$538,293,225	\$42,360,953	30	7.9%	\$204,343,224	38.0%	\$13,972,155	\$11,847,373	4.8%	\$45,222,411	\$25,944,532	\$20,366,578	17.0%	\$147,966,081	27.5%	\$26,289,199	4.9%
19	SAN DIEGO	\$513,070,492	\$65,938,703	19	12.9%	\$196,606,205	38.3%	\$19,575,297	\$6,398,048	3.0%	\$14,730,432	\$25,585,093	\$17,046,674	11.2%	\$184,093,447	32.0%	\$16,914,594	2.7%
20	LAS VEGAS	\$510,123,364	\$138,897,273	11	27.2%	\$205,717,780	40.3%	\$9,205,531	\$7,205,814	3.2%	\$15,056,683	\$21,574,170	\$10,275,497	9.2%	\$66,724,608	13.1%	\$35,466,009	7.0%
21	CLEVELAND	\$499,478,525	\$34,522,971	38	6.9%	\$194,253,261	38.9%	\$12,302,849	\$7,869,497	4.0%	\$44,542,300	\$57,570,065	\$21,758,056	24.8%	\$103,492,738	20.7%	\$23,166,789	4.6%
22	SAN ANTONIO	\$472,558,050	\$69,295,645	18	14.7%	\$181,572,409	38.4%	\$4,080,237	\$5,487,437	2.0%	\$18,359,745	\$27,759,510	\$63,321,283	23.2%	\$91,697,242	19.4%	\$19,989,291	2.3%
23	ST LOUIS	\$460,364,416	\$50,045,806	23	10.9%	\$174,471,531	37.9%	\$4,696,731	\$13,053,618	3.9%	\$19,136,383	\$34,664,317	\$40,774,694	20.5%	\$89,916,892	19.5%	\$33,604,446	7.3%
24	PITTSBURGH	\$443,353,175	\$36,662,695	34	8.3%	\$183,450,621	41.4%	\$5,805,885	\$7,879,110	3.1%	\$22,346,440	\$39,832,017	\$27,440,306	20.2%	\$100,669,829	22.7%	\$16,067,072	4.3%
25	INDIANAPOLIS	\$422,672,113	\$33,226,818	39	7.9%	\$152,646,722	36.1%	\$6,961,766	\$12,367,122	4.6%	\$31,495,578	\$47,893,834	\$67,768,550	34.8%	\$56,311,828	13.3%	\$13,999,895	3.3%
26	SACRAMENTO	\$417,233,555	\$64,456,611	20	15.4%	\$156,923,175	37.6%	\$5,969,530	\$7,259,963	3.2%	\$12,882,640	\$30,258,629	\$14,251,342	13.8%	\$120,580,045	28.9%	\$4,991,621	1.1%
27	PORTLAND,OR	\$397,173,158	\$49,501,434	24	12.5%	\$167,734,337	42.2%	\$7,189,356	\$4,761,534	3.0%	\$21,248,880	\$31,024,296	\$25,541,117	19.6%	\$84,604,721	21.3%	\$5,567,489	1.4%
28	CHARLOTTE	\$381,460,453	\$44,012,313	28	11.5%	\$158,203,373	41.5%	\$6,030,893	\$5,800,778	4.1%	\$11,579,474	\$53,794,346	\$20,784,258	22.6%	\$77,585,098	20.3%	\$33,669,290	10.0%
29	BALTIMORE	\$368,810,903	\$21,519,725	56	5.8%	\$150,512,087	40.8%	\$8,570,407	\$6,988,311	4.2%	\$19,640,444	\$38,148,181	\$12,883,909	19.2%	\$92,878,314	25.2%	\$17,469,525	4.7%
30	SALT LAKE CITY	\$354,830,838	\$5,659,423	131	1.6%	\$92,245,390	26.0%	\$11,740,797	\$19,553,993	8.8%	\$62,584,261	\$37,347,667	\$63,019,206	45.9%	\$61,952,957	17.5%	\$727,144	0.2%
31	HARTFORD	\$344,811,751	\$47,824,119	26	13.9%	\$136,969,014	39.7%	\$9,230,335	\$9,916,073	5.6%	\$26,426,558	\$31,489,688	\$19,252,503	22.4%	\$50,572,350	14.7%	\$13,131,111	3.8%
32	AUSTIN	\$332,741,723	\$23,615,972	53	7.1%	\$94,022,501	28.3%	\$8,617,554	\$8,996,704	5.3%	\$13,888,056	\$48,901,810	\$47,246,474	33.1%	\$80,181,809	24.1%	\$7,270,843	2.2%
33	MILWAUKEE	\$326,154,917	\$52,869,701	22	16.2%	\$125,764,699	38.6%	\$7,551,791	\$9,643,047	5.3%	\$21,474,530	\$29,806,819	\$8,133,424	18.2%	\$57,355,360	17.6%	\$13,555,546	4.2%
34	RALEIGH	\$322,067,138	\$29,529,141	43	9.2%	\$196,500,800	61.0%	\$5,636,527	\$13,620,385	6.0%	\$16,225,597	\$25,372,153	\$21,639,631	19.6%	\$11,192,986	3.5%	\$2,349,917	0.7%
35	CINCINNATI	\$302,969,493	\$28,163,960	46	9.3%	\$130,567,463	34.2%	\$7,963,256	\$13,504,312	7.1%	\$17,601,744	\$26,638,765	\$22,425,294	22.0%	\$75,826,422	25.0%	\$7,278,278	2.4%
36	KANSAS CITY	\$283,227,779	\$34,593,037	37	12.2%	\$96,611,055	34.1%	\$3,574,916	\$7,326,757	3.8%	\$11,742,588	\$45,591,398	\$13,846,687	25.1%	\$66,327,023	23.4%	\$16,314,319	1.3%
37	COLUMBUS,OH	\$270,384,509	\$23,630,581	52	8.7%	\$130,277,424	48.2%	\$17,749,249	\$7,941,815	7.3%	\$16,728,646	\$19,759,831	\$36,507,293	27.0%	\$11,096,475	4.1%	\$12,793,278	4.7%
38	GRAND RAPIDS	\$264,458,678	\$35,862,926	36	13.6%	\$97,135,528	36.7%	\$10,291,413	\$5,227,814	5.9%	\$41,746,006	\$33,117,107	\$30,775,420	39.9%	\$6,509,964	2.5%	\$3,792,501	1.4%
39	NASHVILLE	\$248,009,210	\$56,472,991	21	22.8%	\$104,501,512	42.1%	\$3,318,281	\$5,237,788	3.4%	\$10,672,851	\$39,474,612	\$10,408,455	24.4%	\$12,033,494	4.9%	\$5,889,226	2.4%
40	WEST PALM BCH	\$233,568,348	\$3,125,738	143	1.3%	\$103,364,156	44.3%	\$4,282,031	\$3,185,676	3.2%	\$7,163,461	\$31,922,847	\$9,264,381	20.7%	\$55,331,732	23.7%	\$15,928,325	6.8%
41	JACKSONVILLE	\$226,761,646	\$44,442,711	29	19.2%	\$93,517,688	41.2%	\$2,742,226	\$4,414,280	3.2%	\$11,549,039	\$39,346,260	\$16,126,062	29.6%	\$9,888,214	4.4%	\$5,735,165	2.5%
42	HARRISBURG	\$222,185,284	\$38,489,531	33	17.3%	\$92,237,734	41.5%	\$5,324,380	\$5,983,893	5.1%	\$27,462,361	\$23,538,176	\$15,506,703	29.9%	\$5,426,939	2.4%	\$15,255,567	3.7%
43	NEW ORLEANS	\$208,827,598	\$44,475,558	27	21.3%	\$73,534,456	35.2%	\$5,794,712	\$4,825,017	5.1%	\$21,277,872	\$18,043,687	\$12,084,901	24.6%	\$7,401,179	3.5%	\$21,391,306	10.2%
44	LOUISVILLE	\$189,927,067	\$19,691,930	60	10.4%	\$196,661,880	41.9%	\$9,540,921	\$7,436,204	6.1%	\$11,911,832	\$25,382,220	\$25,975,197	33.3%	\$7,168,583	3.8%	\$7,649,301	4.0%
45	GREENVILLE,SC	\$177,918,012	\$32,086,502	40	18.0%	\$77,076,175	43.3%	\$4,356,605	\$7,134,602	6.5%	\$12,460,996	\$9,625,573	\$17,815,707	22.4%	\$7,294,770	4.1%	\$10,067,081	5.7%
46	NORFOLK	\$168,074,070	\$14,698,970	81	8.7%	\$77,578,262	46.2%	\$1,550,580	\$3,693,943	3.1%	\$6,889,265	\$28,425,095	\$11,397,425	27.8%	\$6,885,491	4.1%	\$16,955,038	10.1%
47	MEMPHIS	\$167,188,944	\$23,930,079	51	14.3%	\$64,915,073	38.8%	\$3,834,691	\$3,520,080	4.4%	\$3,616,897	\$8,199,282	\$9,880,730	13.0%	\$46,995,798	28.1%	\$2,296,313	1.4%
48	OKLAHOMA CITY	\$162,919,137	\$28,277,305	45	17.4%	\$92,558,388	56.8%	\$3,418,242	\$3,509,801	4.3%	\$5,894,285	\$0	\$10,609,872	12.0%	\$5,270,128	3.2%	\$10,341,116	6.3%
49	OMAHA	\$155,255,012	\$13,235,974	87	8.5%	\$81,722,721	52.6%	\$3,249,109	\$753,285	2.6%	\$8,137,785	\$0	\$1,723,484	6.4%	\$33,251,850	21.4%	\$13,180,804	8.5%
50	PROVIDENCE	\$147,102,238	\$20,176,633	59	13.7%	\$55,092,406	37.5%	\$4,349,919	\$0	3.0%	\$7,922,691	\$15,458,013	\$0	15.9%	\$38,953,962	26.5%	\$5,148,144	3.5%
51	ALBUQUERQUE	\$146,660,277	\$40,392,403	32	27.5%	\$57,045,099	38.9%	\$4,539,669	\$4,337,451	6.1%	\$6,183,945	\$19,834,805	\$3,293,695	20.0%	\$3,331,402	2.3%	\$7,701,807	5.3%
52	BUFFALO	\$141,402,573	\$14,906,221	78	10.5%	\$67,945,395	48.1%	\$4,105,148	\$1,605,915	4.0%	\$8,160,890	\$0	\$492,562	6.1%	\$3,129,179	2.2%	\$41,057,264	29.0%
53	BIRMINGHAM	\$135,233,398	\$30,765,902	41	22.8%	\$70,298,561	52.0%	\$5,001,078	\$14,032,434	14.1%	\$3,512,191	\$0	\$6,122,332	7.1%	\$5,5			

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74	DAYTON	\$73,824,755	\$6,919,534	123	9.4%	\$50,416,847	68.3%	\$6,958,377		9.4%	\$6,009,910			8.1%	\$3,520,088	4.8%	\$0	0.0%
75	BATON ROUGE	\$73,814,877	\$18,972,604	61	25.7%	\$43,343,318	58.7%	\$3,326,034	\$1,403,270	6.4%	\$5,446	\$1,369,620	\$2,816,128	5.7%	\$2,578,456	3.5%	\$0	0.0%
76	ROCHESTER,NY	\$71,022,203	\$10,526,806	101	14.8%	\$41,260,729	58.1%	\$3,242,872	\$3,484,443	9.5%	\$4,716,514			6.6%	\$2,672,437	3.8%	\$5,118,404	7.2%
77	GREEN BAY	\$70,107,949	\$12,818,557	89	18.3%	\$46,988,040	67.0%	\$4,473,922		6.4%	\$3,776,150			5.4%	\$2,051,281	2.9%	\$0	0.0%
78	TOLEDO	\$69,159,327	\$9,583,567	103	13.9%	\$51,494,458	74.5%	\$2,873,330		4.2%	\$2,952,169			4.3%	\$2,255,803	3.3%	\$0	0.0%
79	LA CROSSE	\$67,383,612	\$15,306,422	75	22.7%	\$50,714,367	75.3%			0.0%				0.0%	\$1,362,823	2.0%	\$0	0.0%
80	COLUMBIA,SC	\$67,314,823	\$18,404,552	63	27.3%	\$39,477,653	58.6%	\$1,334,089	\$3,742,861	7.5%	\$1,479,386			2.2%	\$2,876,282	4.3%	\$0	0.0%
81	LEXINGTON	\$66,853,138	\$12,929,864	88	19.3%	\$47,719,559	71.4%	\$1,257,452		1.9%	\$2,091,363			3.1%	\$2,854,900	4.3%	\$0	0.0%
82	FT WAYNE	\$64,990,320	\$22,950,246	54	35.3%	\$38,356,570	59.0%	\$1,387,182		2.1%	\$671,074			1.0%	\$1,625,248	2.5%	\$0	0.0%
83	AUGUSTA	\$63,403,315	\$7,862,517	117	12.4%	\$50,224,723	79.2%	\$1,355,889	\$1,096,400	3.9%	\$591,649			0.9%	\$2,272,137	3.6%	\$0	0.0%
84	SYRACUSE	\$61,422,248	\$8,540,928	113	13.9%	\$34,879,569	56.8%	\$5,044,401		8.2%	\$1,480,351	\$9,811,788		18.4%	\$1,665,212	2.7%	\$0	0.0%
85	TALLAHASSEE	\$60,880,926	\$6,067,781	70	26.4%	\$39,863,248	65.5%	\$1,494,792		2.5%	\$2,083,352			3.4%	\$1,371,753	2.3%	\$0	0.0%
86	JACKSON,MS	\$59,010,912	\$11,493,547	95	19.5%	\$36,841,625	62.4%	\$1,663,164	\$2,780,696	7.5%	\$2,632,862		\$2,135,047	8.1%	\$1,463,971	2.5%	\$0	0.0%
87	BAKERSFIELD	\$56,771,940	\$11,441,796	97	20.2%	\$33,568,111	59.1%	\$835,386		1.5%	\$142,390			0.3%	\$10,784,257	19.0%	\$0	0.0%
88	ROANOKE	\$56,474,087	\$10,231,073	102	18.1%	\$37,106,803	65.7%	\$2,035,871	\$734,101	4.9%	\$4,275,603			7.6%	\$2,090,636	3.7%	\$0	0.0%
89	SPRINGFIELD,MO	\$55,498,386	\$15,538,889	73	28.0%	\$36,071,899	65.0%	\$1,070,455		1.9%	\$508,579			0.9%	\$2,308,564	4.2%	\$0	0.0%
90	RENO	\$55,398,222	\$16,207,531	69	29.3%	\$35,228,342	63.6%	\$1,662,866		3.0%	\$1,185,398			2.1%	\$1,114,086	2.0%	\$0	0.0%
91	WACO	\$55,271,780	\$14,746,569	79	26.7%	\$33,680,505	60.9%	\$2,809,305		5.1%	\$1,781,694			3.2%	\$2,253,708	4.1%	\$0	0.0%
92	CHARLESTON,WV	\$55,113,887	\$9,190,603	107	16.7%	\$41,911,058	76.0%	\$1,558,052		2.8%	\$659,852			1.2%	\$1,794,322	3.3%	\$0	0.0%
93	HUNTSVILLE	\$54,373,321	\$16,838,849	67	31.0%	\$33,916,075	62.4%	\$1,377,686		2.5%	\$196,796			0.4%	\$2,043,915	3.8%	\$0	0.0%
94	SPOKANE	\$53,496,891	\$14,728,299	80	27.5%	\$28,312,777	52.9%	\$6,265,399		11.7%	\$1,622,539			3.0%	\$2,567,877	4.8%	\$0	0.0%
95	CEDAR RAPIDS	\$52,918,916	\$15,170,451	76	28.7%	\$33,869,686	64.0%	\$847,926	\$839,514	3.2%	\$286,350			0.5%	\$1,904,989	3.6%	\$0	0.0%
96	FT SMITH	\$50,639,253	\$15,044,282	77	29.7%	\$31,883,544	63.0%	\$1,486,389		2.9%	\$326,991			0.6%	\$1,898,046	3.7%	\$0	0.0%
97	WICHITA	\$50,322,262	\$8,924,926	109	17.7%	\$35,123,009	69.8%	\$1,152,096		1.7%	\$3,651,094			7.3%	\$1,470,636	2.9%	\$0	0.0%
98	TRI CITIES	\$50,112,565	\$8,684,165	111	17.3%	\$38,205,891	76.2%	\$978,152		2.0%	\$1,524,813			3.0%	\$719,544	1.4%	\$0	0.0%
99	EVANSVILLE	\$49,534,925	\$10,590,530	100	21.4%	\$36,599,716	73.9%	\$1,080,859		2.2%	\$814,049			1.6%	\$449,771	0.9%	\$0	0.0%
100	JOHNSTOWN	\$49,296,801	\$9,345,754	106	19.0%	\$37,254,989	75.6%	\$1,837,369		3.7%	\$360,521			0.7%	\$498,167	1.0%	\$0	0.0%
101	COLORADO SPRGS	\$49,146,165	\$9,353,000	105	19.0%	\$32,442,745	66.0%	\$1,790,410		3.6%	\$2,940,005			6.0%	\$2,820,005	5.3%	\$0	0.0%
102	MYRTLE BEACH	\$49,038,658	\$16,555,757	68	33.8%	\$29,848,511	60.9%	\$409,275	\$463,390	1.8%	\$109,428			0.2%	\$1,652,298	3.4%	\$0	0.0%
103	SHREVEPORT	\$48,657,689	\$11,946,791	93	24.6%	\$34,655,893	71.2%	\$1,156,809		2.4%				0.0%	\$898,196	1.8%	\$0	0.0%
104	PORTLAND,ME	\$47,125,210	\$1,519	177	0.0%	\$43,240,916	91.8%	\$2,129,988	\$233,483	5.0%				0.0%	\$1,519,304	3.2%	\$0	0.0%
105	TYLER	\$46,808,262	\$10,731,638	99	22.9%	\$34,780,199	74.3%			0.0%				0.0%	\$1,296,425	2.8%	\$0	0.0%
106	CHAMPAIGN	\$46,290,429	\$12,789,860	90	27.6%	\$29,279,808	63.3%	\$2,414,959		5.2%	\$1,021,400			2.2%	\$784,402	1.7%	\$0	0.0%
107	WILMINGTON	\$45,842,788	\$14,012,761	84	30.6%	\$31,497,316	68.7%			0.0%				0.0%	\$332,711	0.7%	\$0	0.0%
108	YOUNGSTOWN	\$45,391,965	\$8,485,153	114	18.7%	\$33,722,069	74.3%	\$1,065,122		2.0%	\$748,835			1.6%	\$1,370,786	3.0%	\$0	0.0%
109	LINCOLN	\$44,856,018	\$8,634,750	112	19.2%	\$34,730,459	77.4%			0.0%			\$0	0.0%	\$1,490,809	3.3%	\$0	0.0%
110	BOISE	\$44,615,531	\$14,189,012	83	31.8%	\$29,103,693	65.2%			0.0%				0.0%	\$1,322,826	3.0%	\$0	0.0%
111	MONTGOMERY	\$44,334,763	\$12,466,123	92	28.1%	\$27,196,600	61.3%	\$1,091,617	\$2,515,343	8.1%				0.0%	\$1,065,080	2.4%	\$0	0.0%
112	GREENVILLE,NC	\$42,529,768	\$631,854	154	1.5%	\$34,777,156	81.8%	\$3,306,857	\$1,464,180	11.2%	\$1,601,041			3.8%	\$748,680	1.8%	\$0	0.0%
113	MACON	\$42,469,503	\$12,690,401	91	29.9%	\$27,745,615	65.3%	\$392,530		0.9%				0.0%	\$1,640,958	3.9%	\$0	0.0%
114	CHATTANOOGA	\$42,298,044	\$47,260	162	0.1%	\$37,321,230	88.2%	\$1,549,807		3.7%	\$2,387,533			5.6%	\$992,214	2.3%	\$0	0.0%
115	BURLINGTON	\$41,991,625	\$1,519	177	0.0%	\$38,949,346	92.8%	\$1,464,816	\$194,579	4.0%	\$0		\$577,668	1.4%	\$805,217	1.9%	\$0	0.0%
116	PADUCAH	\$41,621,358	\$4,255,904	137	10.2%	\$33,432,956	80.3%	\$1,643,230	\$1,031,895	6.4%	\$722,647			1.7%	\$534,726	1.3%	\$0	0.0%
117	LANSING	\$40,512,030	\$7,402,384	118	18.3%	\$27,663,362	68.3%	\$2,378,987		5.8%	\$1,234,603			3.0%	\$1,832,694	4.5%	\$0	0.0%
118	CORPUS CHRISTI	\$39,535,033	\$6,061,705	129	15.3%	\$27,773,107	70.2%	\$2,797,122		7.1%	\$432,252			1.1%	\$2,470,847	6.2%	\$0	0.0%
119	PALM SPRINGS	\$38,195,365	\$13,313,007	86	34.9%	\$22,488,857	58.9%	\$747,179		0.0%				0.0%	\$1,646,322	4.3%	\$0	0.0%
120	DAVENPORT	\$35,929,655	\$22,217	167	0.1%	\$34,007,072	94.6%	\$419,769		1.2%				0.0%	\$1,480,596	4.1%	\$0	0.0%
121	COLUMBUS,GA	\$35,357,742	\$6,745,337	125	19.1%	\$27,410,890	77.5%	\$209,378		0.6%	\$59,346			0.2%	\$932,791	2.6%	\$0	0.0%
122	LAFAYETTE,LA	\$35,098,818	\$9,014,150	108	25.7%	\$24,682,009	70.3%	\$623,656		1.8%				0.0%	\$779,003	2.2%	\$0	0.0%
123	PEORIA	\$34,874,064	\$2,874,974	144	8.2%	\$27,651,400	79.3%	\$1,535,244	\$425,115	5.6%	\$1,459,424			4.2%	\$927,908	2.7%	\$0	0.0%
124	BILOXI	\$33,419,068	\$14,637,996	82	43.8%	\$17,921,376	53.6%			0.0%				0.0%	\$859,696	2.6%	\$0	0.0%
125	TRAVERSE CITY	\$31,639,173	\$8,309,129	115	26.3%	\$22,267,616	70.4%	\$300,330		0.9%				0.0%	\$762,099	2.4%	\$0	0.0%
126	BILLINGS	\$31,550,896	\$11,230,586	98	35.6%	\$20,106,754	63.7%			0.0%				0.0%	\$213,556	0.7%	\$0	0.0%
127	FARGO	\$31,184,840			0.0%	\$30,177,172	96.8%			0.0%				0.0%	\$1,007,668	3.2%	\$0	0.0%
128	SALISBURY	\$31,146,220	\$11,450,571	96	36.8%	\$17,083,015	54.8%	\$498,038	\$1,082,254	5.1%				0.0%	\$1,032,341	3.3%	\$0	0.0%
129	WAUSAU	\$30,938,330			0.0%	\$30,316,161	98.0%			0.0%				0.0%	\$622,169	2.0%	\$0	0.0%
130	SPRINGFIELD,MA	\$29,619,622	\$16,241	169	0.1%	\$26,652,195	90.0%	\$1,378,362		4.7%	\$287,016			1.0%	\$1,285,808	4.3%	\$0	0.0%
131	EUGENE	\$27,158,199	\$966,698	153	3.6%	\$23,847,628	87.8%	\$1,028,795		3.8%	\$1,127,248			4.2%	\$187,831	0.7%	\$0	0.0%
132	MONTEREY	\$26,936,789	\$409	181	0.0%	\$22,762,882	84.5%	\$1,109,241	\$431,619	5.7%	\$260,322			1.0%	\$2,372,315	8.8%	\$0	0.0%
133	ALBANY,GA	\$26,532,161	\$11,577,915	94	43.6%	\$14,184,856	53.5%			0.0%				0.0%	\$769,390	2.9%	\$0	0.0%
134	SIOUX FALLS	\$25,650,236			0.0%	\$22,567,356	88.0%	\$981,062		3.8%	\$835,499			3.3%	\$1,266,320	4.9%	\$0	0.0%
135	CHICO	\$24,549,815	\$13,999,632	85	57.0%	\$8,390,556	34.2%	\$1,096,562		4.5%				0.0%	\$1,063,066	4.3%	\$0	0.0%
136	SANTA BARBARA	\$23,976,237	\$1,757	175	0.0%	\$16,231,579	67.7%	\$593,026	\$620,906	5.1%	\$1,014,019		\$543,106	6.5%	\$4,971,845	20.7%	\$0	0.0%
137	DULUTH	\$22,458,829	\$8,909,050	110	39.7%	\$13,224,251	58.9%			0.0%				0.0%	\$325,528	1.4%	\$0	0.0%
138	COLUMBIA,MO	\$22,305,634	\$6,674,424	126	29.9%	\$14,088,796	63.2%			0.0%				0.0%	\$1,542,414	6.9%	\$0	0.0%
139	WHEELING	\$21,586,221	\$5,997,629	130	27.8%	\$14,138,402	65.5%	\$677,592		3.1%	\$297,569			1.4%	\$475,029	2.2%	\$0	0.0%
140	SIOUX CITY	\$21,513,264	\$1,889,816	147	8.8%	\$19,154,167	89.0%			0.0%				0.0%	\$469,281	2.2%	\$0	0.0%
141	ANCHORAGE	\$20,569,253			0.0%	\$19,066,020	92.7%			0.0%				0.0%	\$1,503,233	7.3%	\$0	

2025 Total Local Ad Spend by Market by Media Channel

Total Local Ad Spend Rank	DMA MARKET	Total Local Ad Spend	OOH Local Ad Spend	OOH Ad Spend Market Rank	OOH Share of DMA Local Ad Spend	Spot TV Local Ad Spend	% of Local Market Spend by DMA	Internet Display Local Ad Spend	Online Video Local Ad Spend	Digital Desktop % of Local Market Spend by DMA	Mobile Web Local Ad Spend	Mobile Apps Local Ad Spend	Mobile Web Video Local Ad Spend	Digital Mobile % of Local Market Spend by DMA	Radio Local and National Spot Ad Spend	% of Local Market Spend by DMA	Print Local Ad Spend (Magazines, Newspapers Incl. Hispanic)	% of Local Market Spend by DMA
147	ODESSA	\$18,676,302	\$7,085,582	122	37.9%	\$10,751,837	57.6%			0.0%				0.0%	\$838,883	4.5%	\$0	0.0%
148	PANAMA CITY	\$17,854,910	\$8,241,506	116	46.2%	\$6,963,972	39.0%	\$854,365	\$739,706	8.9%	\$162,462			0.9%	\$892,900	5.0%	\$0	0.0%
149	MISSOULA	\$17,852,560	\$27,605	165	0.2%	\$17,663,813	98.9%			0.0%				0.0%	\$161,142	0.9%	\$0	0.0%
150	ABILENE	\$17,148,724	\$6,350,013	128	37.0%	\$10,030,835	58.5%	\$355,488		2.1%	\$162,648			0.9%	\$249,740	1.5%	\$0	0.0%
151	GAINESVILLE	\$16,841,782	\$1,675	176	0.0%	\$14,740,063	87.5%	\$176,599	\$192,313	2.2%	\$523,966		\$232,909	4.5%	\$974,257	5.8%	\$0	0.0%
152	BINGHAMTON	\$16,439,116			0.0%	\$13,779,827	83.8%	\$1,196,938		7.3%	\$405,325			6.4%	\$405,325	2.5%	\$0	0.0%
153	LAKE CHARLES	\$16,404,587	\$7,189,353	121	43.8%	\$8,915,706	54.3%			0.0%				0.0%	\$299,528	1.8%	\$0	0.0%
154	HATTIESBURG	\$16,118,482	\$3,469,472	142	21.5%	\$11,551,153	71.7%		\$391,924	2.4%	\$295,166			1.8%	\$410,767	2.5%	\$0	0.0%
155	AMARILLO	\$14,993,990	\$4,865,644	134	32.5%	\$9,759,991	65.1%			0.0%				0.0%	\$368,355	2.5%	\$0	0.0%
156	LAREDO	\$14,594,002	\$6,491,349	127	44.5%	\$7,534,716	51.6%			0.0%				0.0%	\$567,937	3.9%	\$0	0.0%
157	JACKSON, TN	\$14,517,079	\$6,819,412	124	47.0%	\$7,504,218	51.7%			0.0%				0.0%	\$193,449	1.3%	\$0	0.0%
158	BANGOR	\$14,241,177			0.0%	\$11,099,581	77.9%	\$1,302,487		9.1%	\$1,230,970			8.6%	\$608,139	4.3%	\$0	0.0%
159	TOPEKA	\$14,004,828	\$4,627,599	135	33.0%	\$8,869,913	63.3%			0.0%				0.0%	\$507,316	3.6%	\$0	0.0%
160	LAFAYETTE, IN	\$13,898,529	\$12,744	170	0.1%	\$12,269,273	88.3%	\$600,136		4.3%	\$596,665			4.3%	\$419,710	3.0%	\$0	0.0%
161	ALEXANDRIA	\$12,944,951	\$4,582,016	136	35.4%	\$8,149,101	63.0%			0.0%				0.0%	\$213,834	1.7%	\$0	0.0%
162	GREAT FALLS	\$12,879,879	\$62,985	161	0.5%	\$12,599,016	97.8%			0.0%				0.0%	\$217,878	1.7%	\$0	0.0%
163	COLUMBUS, MS	\$12,778,120	\$2,627,500	145	20.6%	\$9,775,386	76.5%			0.0%				0.0%	\$375,234	2.9%	\$0	0.0%
164	CLARKSBURG	\$12,205,892	\$4,919,173	133	40.3%	\$7,242,889	59.3%			0.0%				0.0%	\$43,830	0.4%	\$0	0.0%
165	YUMA	\$12,205,634	\$5,050,563	132	41.4%	\$6,652,974	54.8%			0.0%				0.0%	\$472,097	3.9%	\$0	0.0%
166	BLUEFIELD	\$12,119,878	\$4,021,655	139	33.2%	\$7,970,307	65.8%			0.0%				0.0%	\$127,916	1.1%	\$0	0.0%
167	ROCHESTER, MN	\$12,054,191			0.0%	\$10,728,337	89.0%	\$276,682		2.3%				0.0%	\$1,049,172	8.7%	\$0	0.0%
168	SAN ANGELO	\$12,022,367	\$76,994	159	0.6%	\$10,891,441	90.6%	\$888,963		7.4%				0.0%	\$164,969	1.4%	\$0	0.0%
169	WICHITA FALLS	\$11,711,878	\$2,000	173	0.0%	\$10,328,042	88.2%	\$865,403		7.4%	\$150,109			1.3%	\$366,324	3.1%	\$0	0.0%
170	MONROE	\$11,631,919	\$3,663,020	141	31.5%	\$6,904,660	59.4%	\$746,448		6.4%				0.0%	\$317,791	2.7%	\$0	0.0%
171	MINOT	\$11,445,635	\$18,977	168	0.2%	\$10,329,958	90.3%			0.0%				0.0%	\$1,096,700	9.6%	\$0	0.0%
172	TERRE HAUTE	\$10,361,015	\$121,211	157	1.2%	\$8,940,250	86.3%	\$726,824		7.0%	\$259,417			2.5%	\$313,313	3.0%	\$0	0.0%
173	MERIDIAN	\$9,996,170	\$1,435,076	151	14.4%	\$8,035,633	80.4%	\$390,076		3.9%				0.0%	\$135,385	1.4%	\$0	0.0%
174	JOPLIN	\$9,492,066			0.0%	\$8,557,113	90.2%			0.0%				0.0%	\$934,953	9.8%	\$0	0.0%
175	BUTTE	\$9,129,407	\$75,591	160	0.8%	\$8,848,233	96.9%			0.0%				0.0%	\$205,583	2.3%	\$0	0.0%
176	RAPID CITY	\$8,494,672	\$1,684,490	149	19.8%	\$6,508,254	76.6%			0.0%				0.0%	\$301,928	3.6%	\$0	0.0%
177	MEDFORD	\$8,048,026	\$164,707	156	2.0%	\$7,764,469	96.5%			0.0%				0.0%	\$118,850	1.5%	\$0	0.0%
178	MARQUETTE	\$7,845,301	\$1,690,459	148	21.5%	\$5,884,278	75.0%			0.0%				0.0%	\$270,564	3.4%	\$0	0.0%
179	DOTHAN	\$7,731,639	\$1,352	179	0.0%	\$7,573,663	98.0%			0.0%				0.0%	\$156,624	2.0%	\$0	0.0%
180	YAKIMA	\$7,283,874			0.0%	\$6,794,667	93.3%			0.0%				0.0%	\$489,207	6.7%	\$0	0.0%
181	JONESBORO	\$7,208,178	\$2,193,020	146	30.4%	\$4,868,292	67.0%			0.0%				0.0%	\$146,866	2.0%	\$0	0.0%
182	UTICA	\$7,146,009			0.0%	\$6,516,657	91.2%	\$298,602		4.2%				0.0%	\$330,750	4.6%	\$0	0.0%
183	GREENWOOD	\$6,460,187	\$1,593,577	150	24.7%	\$4,866,610	75.3%			0.0%				0.0%	\$0	0.0%	\$0	0.0%
184	HARRISONBURG	\$6,435,026			0.0%	\$4,810,366	74.8%	\$760,795		11.8%	\$169,115			2.6%	\$694,750	10.8%	\$0	0.0%
185	TWIN FALLS	\$6,333,701	\$86,569	158	1.4%	\$5,954,932	94.0%			0.0%				0.0%	\$292,200	4.6%	\$0	0.0%
186	CASPER	\$6,189,164	\$1,259,916	152	20.4%	\$4,629,384	74.8%			0.0%				0.0%	\$299,864	4.8%	\$0	0.0%
187	SHERMAN	\$5,918,493	\$987	180	0.0%	\$5,917,506	100.0%			0.0%				0.0%	\$0	0.0%	\$0	0.0%
188	GRAND JUNCTION	\$5,807,787			0.0%	\$5,353,299	92.2%	\$250,000		4.3%	\$99,975			1.7%	\$104,513	1.8%	\$0	0.0%
189	IDAHO FALLS	\$5,719,596	\$379,130	155	6.6%	\$4,874,876	85.2%			0.0%				0.0%	\$465,590	8.1%	\$0	0.0%
190	BOWLING GREEN	\$5,655,014	\$28,166	164	0.5%	\$5,111,479	90.4%			0.0%				0.0%	\$515,369	9.1%	\$0	0.0%
191	VICTORIA	\$5,629,906	\$3,903,320	140	69.3%	\$1,463,074	26.0%			0.0%				0.0%	\$263,512	4.7%	\$0	0.0%
192	HELENA	\$5,531,323	\$40,289	163	0.7%	\$5,491,034	99.3%			0.0%				0.0%	\$0	0.0%	\$0	0.0%
193	LIMA	\$4,940,701			0.0%	\$4,215,600	85.3%			0.0%				0.0%	\$725,101	14.7%	\$0	0.0%
194	PRESQUE ISLE	\$4,834,745			0.0%	\$4,763,355	98.5%			0.0%				0.0%	\$71,390	1.5%	\$0	0.0%
195	FAIRBANKS	\$4,759,144			0.0%	\$4,483,723	94.2%			0.0%				0.0%	\$275,421	5.8%	\$0	0.0%
196	CHEYENNE	\$4,453,381	\$6,362	171	0.1%	\$4,097,563	92.0%			0.0%				0.0%	\$349,456	7.8%	\$0	0.0%
197	QUINCY	\$4,425,915			0.0%	\$4,369,696	98.7%			0.0%				0.0%	\$56,219	1.3%	\$0	0.0%
198	NORTH PLATTE	\$4,282,683			0.0%	\$4,128,545	96.4%			0.0%				0.0%	\$154,138	3.6%	\$0	0.0%
199	EUREKA	\$4,273,327	\$1,475	178	0.0%	\$4,224,252	98.9%			0.0%				0.0%	\$47,600	1.1%	\$0	0.0%
200	PARKERSBURG	\$3,875,513			0.0%	\$3,542,480	91.4%			0.0%				0.0%	\$333,033	8.6%	\$0	0.0%
201	BEND	\$3,540,965			0.0%	\$3,413,166	96.4%			0.0%				0.0%	\$127,799	3.6%	\$0	0.0%
202	ELMIRA	\$3,531,768			0.0%	\$3,453,888	97.8%			0.0%				0.0%	\$77,880	2.2%	\$0	0.0%
203	OTTUMWA	\$3,528,588			0.0%	\$3,528,588	100.0%			0.0%				0.0%	\$0	0.0%	\$0	0.0%
204	JUNEAU	\$3,265,965			0.0%	\$3,265,965	100.0%			0.0%				0.0%	\$0	0.0%	\$0	0.0%
205	ALPENA	\$3,238,811			0.0%	\$3,054,023	94.3%			0.0%				0.0%	\$184,788	5.7%	\$0	0.0%
206	MANKATO	\$3,023,041			0.0%	\$2,693,115	89.1%			0.0%				0.0%	\$329,926	10.9%	\$0	0.0%
207	WATERTOWN	\$2,957,274			0.0%	\$2,739,505	92.6%			0.0%				0.0%	\$217,769	7.4%	\$0	0.0%
208	ST JOSEPH	\$2,570,638			0.0%	\$2,570,638	100.0%			0.0%				0.0%	\$0	0.0%	\$0	0.0%
209	ZANESVILLE	\$2,390,545			0.0%	\$2,390,545	100.0%			0.0%				0.0%	\$0	0.0%	\$0	0.0%
210	GLEN DIVE	\$1,200,253	\$3,688	172	0.3%	\$1,196,565	99.7%			0.0%				0.0%	\$0	0.0%	\$0	0.0%
	GRAND TOTAL	\$36,770,834,109	\$6,248,679,588		17.0%	\$15,246,402,993	41.5%	\$712,203,077	\$723,837,374	3.9%	\$1,656,322,970	\$1,982,475,077	\$1,503,392,363	14.0%	\$7,011,773,997	19.1%	\$1,685,746,670	4.6%

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