

2025 OOH Ad Spend by DMA

OOH Ad Spend Rank	DMA MARKET	2025 OOH Ad Spend	2025 % of Total US OOH
1	NEW YORK	\$858,054,320	12.79%
2	LOS ANGELES	\$566,089,164	8.44%
3	CHICAGO	\$231,601,734	3.45%
4	MIAMI	\$227,112,900	3.39%
5	SAN FRANCISCO	\$224,362,765	3.35%
6	DALLAS	\$214,972,549	3.21%
7	ORLANDO	\$201,944,354	3.01%
8	PHILADELPHIA	\$193,704,277	2.89%
9	ATLANTA	\$165,480,031	2.47%
10	HOUSTON	\$164,823,757	2.46%
11	LAS VEGAS	\$138,897,273	2.07%
12	BOSTON	\$137,747,388	2.05%
13	PHOENIX	\$120,579,966	1.80%
14	TAMPA	\$117,181,207	1.75%
15	MINNEAPOLIS	\$87,088,717	1.30%
16	WASHINGTON,DC	\$80,478,352	1.20%
17	DETROIT	\$78,431,213	1.17%
18	SAN ANTONIO	\$69,295,645	1.03%
19	SAN DIEGO	\$65,938,703	0.98%
20	SACRAMENTO	\$64,456,611	0.96%
21	NASHVILLE	\$56,472,991	0.84%
22	MILWAUKEE	\$52,869,701	0.79%
23	ST LOUIS	\$50,045,806	0.75%
24	PORTLAND,OR	\$49,501,434	0.74%
25	ALL OTHER	\$48,326,408	0.72%
26	DENVER	\$48,066,834	0.72%
27	HARTFORD	\$47,824,119	0.71%
28	NEW ORLEANS	\$44,475,558	0.66%
29	CHARLOTTE	\$44,012,313	0.66%
30	JACKSONVILLE	\$43,442,711	0.65%
31	SEATTLE	\$42,360,953	0.63%
32	SOUTH BEND	\$40,559,794	0.60%
33	ALBUQUERQUE	\$40,392,403	0.60%
34	HARRISBURG	\$38,489,531	0.57%
35	PITTSBURGH	\$36,662,695	0.55%
36	MOBILE	\$36,410,022	0.54%
37	GRAND RAPIDS	\$35,862,926	0.53%
38	KANSAS CITY	\$34,593,037	0.52%
39	CLEVELAND	\$34,522,971	0.51%
40	INDIANAPOLIS	\$33,226,818	0.50%

Source: MediaRadar

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

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41	GREENVILLE,SC	\$32,086,502	0.48%
42	BIRMINGHAM	\$30,765,902	0.46%
43	KNOXVILLE	\$30,666,073	0.46%
44	RALEIGH	\$29,529,141	0.44%
45	MADISON	\$29,330,910	0.44%
46	OKLAHOMA CITY	\$28,277,305	0.42%
47	CINCINNATI	\$28,163,960	0.42%
48	WILKES BARRE	\$27,280,532	0.41%
49	RICHMOND	\$26,295,078	0.39%
50	EL PASO	\$26,039,106	0.39%
51	FRESNO	\$24,133,666	0.36%
52	MEMPHIS	\$23,930,079	0.36%
53	COLUMBUS,OH	\$23,630,581	0.35%
54	AUSTIN	\$23,615,972	0.35%
55	FT WAYNE	\$22,950,246	0.34%
56	FLINT	\$22,818,800	0.34%
57	BALTIMORE	\$21,519,725	0.32%
58	GREENSBORO	\$21,110,645	0.31%
59	TUCSON	\$20,482,991	0.31%
60	PROVIDENCE	\$20,176,633	0.30%
61	LOUISVILLE	\$19,691,930	0.29%
62	BATON ROUGE	\$18,972,604	0.28%
63	CHARLESTON,SC	\$18,800,945	0.28%
64	COLUMBIA,SC	\$18,404,552	0.27%
65	HARLINGEN	\$18,249,182	0.27%
66	SAVANNAH	\$17,967,185	0.27%
67	ALBANY,NY	\$17,397,619	0.26%
68	HUNTSVILLE	\$16,838,849	0.25%
69	MYRTLE BEACH	\$16,555,757	0.25%
70	RENO	\$16,207,531	0.24%
71	TALLAHASSEE	\$16,067,781	0.24%
72	FT MYERS	\$16,045,611	0.24%
73	TULSA	\$15,592,239	0.23%
74	SPRINGFIELD,MO	\$15,538,889	0.23%
75	LITTLE ROCK	\$15,338,448	0.23%
76	LA CROSSE	\$15,306,422	0.23%
77	CEDAR RAPIDS	\$15,170,451	0.23%
78	FT SMITH	\$15,044,282	0.22%
79	BUFFALO	\$14,906,221	0.22%
80	WACO	\$14,746,569	0.22%
81	SPOKANE	\$14,728,299	0.22%
82	NORFOLK	\$14,698,970	0.22%

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83	BILOXI	\$14,637,996	0.22%
84	BOISE	\$14,189,012	0.21%
85	WILMINGTON	\$14,012,761	0.21%
86	CHICO	\$13,999,632	0.21%
87	PALM SPRINGS	\$13,313,007	0.20%
88	OMAHA	\$13,235,974	0.20%
89	LEXINGTON	\$12,929,864	0.19%
90	GREEN BAY	\$12,818,557	0.19%
91	CHAMPAIGN	\$12,789,860	0.19%
92	MACON	\$12,690,401	0.19%
93	MONTGOMERY	\$12,466,123	0.19%
94	SHREVEPORT	\$11,946,791	0.18%
95	ALBANY,GA	\$11,577,915	0.17%
96	JACKSON,MS	\$11,493,547	0.17%
97	SALISBURY	\$11,450,571	0.17%
98	BAKERSFIELD	\$11,441,796	0.17%
99	BILLINGS	\$11,230,586	0.17%
100	TYLER	\$10,731,638	0.16%
101	EVANSVILLE	\$10,590,530	0.16%
102	ROCHESTER,NY	\$10,526,806	0.16%
103	ROANOKE	\$10,231,073	0.15%
104	TOLEDO	\$9,583,567	0.14%
105	DES MOINES	\$9,449,989	0.14%
106	COLORADO SPRGS	\$9,353,000	0.14%
107	JOHNSTOWN	\$9,345,754	0.14%
108	CHARLESTON,WV	\$9,190,603	0.14%
109	LAFAYETTE,LA	\$9,014,150	0.13%
110	WICHITA	\$8,924,926	0.13%
111	DULUTH	\$8,909,050	0.13%
112	TRI CITIES	\$8,684,165	0.13%
113	LINCOLN	\$8,634,750	0.13%
114	SYRACUSE	\$8,540,928	0.13%
115	YOUNGSTOWN	\$8,485,153	0.13%
116	TRAVERSE CITY	\$8,309,129	0.12%
117	PANAMA CITY	\$8,241,506	0.12%
118	AUGUSTA	\$7,862,517	0.12%
119	LANSING	\$7,402,384	0.11%
120	ERIE	\$7,318,501	0.11%
121	LUBBOCK	\$7,223,691	0.11%
122	LAKE CHARLES	\$7,189,353	0.11%
123	ODESSA	\$7,085,582	0.11%
124	DAYTON	\$6,919,534	0.10%

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125	JACKSON,TN	\$6,819,412	0.10%
126	COLUMBUS,GA	\$6,745,337	0.10%
127	COLUMBIA,MO	\$6,674,424	0.10%
128	LAREDO	\$6,491,349	0.10%
129	ABILENE	\$6,350,013	0.09%
130	CORPUS CHRISTI	\$6,061,705	0.09%
131	WHEELING	\$5,997,629	0.09%
132	SALT LAKE CITY	\$5,659,423	0.08%
133	YUMA	\$5,050,563	0.08%
134	CLARKSBURG	\$4,919,173	0.07%
135	AMARILLO	\$4,865,644	0.07%
136	TOPEKA	\$4,627,599	0.07%
137	ALEXANDRIA	\$4,582,016	0.07%
138	PADUCAH	\$4,255,904	0.06%
139	BEAUMONT	\$4,237,068	0.06%
140	BLUEFIELD	\$4,021,655	0.06%
141	VICTORIA	\$3,903,320	0.06%
142	MONROE	\$3,663,020	0.05%
143	HATTIESBURG	\$3,469,472	0.05%
144	WEST PALM BCH	\$3,125,738	0.05%
145	PEORIA	\$2,874,974	0.04%
146	COLUMBUS,MS	\$2,627,500	0.04%
147	JONESBORO	\$2,193,020	0.03%
148	SIoux CITY	\$1,889,816	0.03%
149	MARQUETTE	\$1,690,459	0.03%
150	RAPID CITY	\$1,684,490	0.03%
151	GREENWOOD	\$1,593,577	0.02%
152	MERIDIAN	\$1,435,076	0.02%
153	CASPER	\$1,259,916	0.02%
154	EUGENE	\$966,698	0.01%
155	GREENVILLE,NC	\$631,854	0.01%
156	IDAHO FALLS	\$379,130	0.01%
157	MEDFORD	\$164,707	0.00%
158	TERRE HAUTE	\$121,211	0.00%
159	TWIN FALLS	\$86,569	0.00%
160	SAN ANGELO	\$76,994	0.00%
161	BUTTE	\$75,591	0.00%
162	GREAT FALLS	\$62,985	0.00%
163	CHATTANOOGA	\$47,260	0.00%
164	HELENA	\$40,289	0.00%
165	BOWLING GREEN	\$28,166	0.00%
166	MISSOULA	\$27,605	0.00%

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167	HONOLULU	\$27,501	0.00%
168	DAVENPORT	\$22,217	0.00%
169	MINOT	\$18,977	0.00%
170	SPRINGFIELD,MA	\$16,241	0.00%
171	LAFAYETTE,IN	\$12,744	0.00%
172	CHEYENNE	\$6,362	0.00%
173	GLENDIVE	\$3,688	0.00%
174	WICHITA FALLS	\$2,000	0.00%
175	CHARLOTTESVILL	\$1,935	0.00%
176	SANTA BARBARA	\$1,757	0.00%
177	GAINESVILLE	\$1,675	0.00%
178	PORTLAND,ME	\$1,519	0.00%
179	EUREKA	\$1,475	0.00%
180	DOTHAN	\$1,352	0.00%
181	SHERMAN	\$987	0.00%
182	MONTEREY	\$409	0.00%
GRAND TOTAL		\$6,707,018,290	100.00%

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