

2026 January - March
OOH Advertising Expenditures
 Ranked By Total Spending

Industry Categories	January - March 2026 (000)	Percent of Total Revenue	Rank	January - March 2025 (000)	Rank	Category Growth January - March '26 vs '25 (000)	Percentage Change January - March '26 vs '25 (%)
LOCAL SERVICES & AMUSEMENTS	708,684.8	33.4%	1	632,415.9	1	76,268.9	12.1%
RETAIL	169,466.8	8.0%	2	168,512.1	2	954.7	0.6%
PUBLIC TRANSPORT, HOTELS & RESORTS	119,262.9	5.6%	3	136,792.2	3	-17,529.3	-12.8%
RESTAURANTS	117,507.2	5.5%	4	115,183.0	5	2,324.3	2.0%
MEDIA & ADVERTISING	116,089.6	5.5%	5	115,381.2	4	708.4	0.6%
GOVERNMENT, POLITICS & ORGS	115,629.5	5.4%	6	114,984.7	6	644.8	0.6%
FINANCIAL	104,594.7	4.9%	7	81,282.3	9	23,312.4	28.7%
INSURANCE & REAL ESTATE	97,913.6	4.6%	8	93,177.3	7	4,736.3	5.1%
COMPUTERS, SOFTWARE, INTERNET SVCS	94,821.0	4.5%	9	39,649.9	12	55,171.1	139.1%
AUTOMOTIVE DEALERS & SERVICES	81,820.8	3.9%	10	79,299.8	10	2,521.0	3.2%
Total Top Ten Categories	1,725,790.9	81.3%		1,576,678.3		149,112.6	

Total 2026 January - March OOH Expenditures \$2,123,252,171
 Overall Percentage Change January - March '26 vs '25 7.1%