

2021 Local Ad Spend by Market by Medium

Total Local Ad Spend Rank	MARKET	Total Local Ad Spend	OOH Local Ad Spend	Total OOH Ad Spend Rank	OOH Share of Market Local Ad Spend	Spot TV Local Ad Spend	% of Local Market Ad Spend	Internet Display Local Ad Spend	% of Local Market Ad Spend	Online Video Local Ad Spend	% of Local Market Ad Spend	Mobile Web Video Local Ad Spend	% of Local Market Ad Spend	Local and National Spot Radio Ad Spend	% of Local Market Ad Spend	Magazine Local Ad Spend	% of Local Market Ad Spend	Newspaper Local Ad Spend	% of Local Market Ad Spend	Hispanic Newspaper Local Ad Spend	% of Local Market Ad Spend
139	LAREDO	\$19,323,586	\$5,092,545	127	26%	\$13,381,616	69%		0%		0%		0%	849,425	4%		0.0%		0%		0.0%
140	BEAUMONT	\$18,534,173	\$3,847,026	137	21%	\$13,251,764	71%		0%		0%		0%	1,435,383	8%		0.0%		0%		0.0%
141	LUBBOCK	\$18,402,217	\$4,925,617	128	27%	\$12,227,314	66%		0%		0%		0%	1,249,286	7%		0.0%		0%		0.0%
142	ODESSA	\$17,917,913	\$6,184,346	121	35%	\$10,907,693	61%		0%		0%		0%	825,874	5%		0.0%		0%		0.0%
143	WAUSAU	\$17,309,845			0%	\$16,849,406	97%		0%		0%		0%	460,439	3%		0.0%		0%		0.0%
144	CHICO	\$17,264,986	\$8,013,901	104	46%	\$7,599,280	44%	\$340,153	2%		0%		0%	1,311,653	8%		0.0%		0%		0.0%
145	LAKE CHARLES	\$17,236,172	\$5,891,288	123	34%	\$10,629,432	62%		0%		0%		0%	715,452	4%		0.0%		0%		0.0%
146	BANGOR	\$17,146,355	\$69,731	166	0%	\$13,816,147	81%	\$1,150,889	7%		0%		0%	2,109,588	12%		0.0%		0%		0.0%
147	AMARILLO	\$16,924,912	\$4,244,854	132	25%	\$11,917,268	70%		0%		0%		0%	762,790	5%		0.0%		0%		0.0%
148	RAPID CITY	\$16,624,614	\$9,933,239	89	60%	\$6,357,878	38%		0%		0%		0%	333,497	2%		0.0%		0%		0.0%
149	SALISBURY	\$16,306,825	\$7,292,560	109	45%	\$7,134,700	44%	\$276,470	2%	\$794,028	5%		0%	809,067	5%		0.0%		0%		0.0%
150	PANAMA CITY	\$16,232,905	\$6,501,522	118	40%	\$8,585,625	53%	\$468,455	3%	\$45,948	0%		0%	631,355	4%		0.0%		0%		0.0%
151	CHARLOTTESVILL	\$15,229,829	\$531	182	0%	\$13,818,726	91%	\$787,411	5%		0%		0%	623,161	4%		0.0%		0%		0.0%
152	ABILENE	\$15,004,188	\$4,285,831	130	29%	\$9,887,744	66%	\$436,470	3%		0%		0%	394,143	3%		0.0%		0%		0.0%
153	JACKSON,TN	\$14,854,870	\$5,790,121	124	39%	\$8,740,017	59%		0%		0%		0%	324,732	2%		0.0%		0%		0.0%
154	TOPEKA	\$14,624,379	\$4,054,275	135	28%	\$9,590,670	66%		0%		0%		0%	979,434	7%		0.0%		0%		0.0%
155	WHEELING	\$14,495,187	\$5,526,684	125	38%	\$8,055,556	56%	\$340,606	2%		0%		0%	572,342	4%		0.0%		0%		0.0%
156	SIOUX CITY	\$14,315,444			0%	\$13,710,881	96%		0%		0%		0%	604,563	4%		0.0%		0%		0.0%
157	MONROE	\$13,951,305	\$3,142,534	141	23%	\$9,802,587	70%	\$267,611	2%		0%		0%	738,573	5%		0.0%		0%		0.0%
158	YUMA	\$13,583,233	\$3,957,111	136	29%	\$8,996,407	66%		0%		0%		0%	629,715	5%		0.0%		0%		0.0%
159	ROCHESTER,MN	\$12,894,265			0%	\$11,765,790	91%	\$291,793	2%		0%		0%	836,682	6%		0.0%		0%		0.0%
160	CASPER	\$12,765,667	\$6,980,853	113	55%	\$5,582,584	44%		0%		0%		0%	202,230	2%		0.0%		0%		0.0%
161	HATTIESBURG	\$12,456,711	\$2,856,801	143	23%	\$8,727,817	70%	\$87,727	1%		0%		0%	784,366	6%		0.0%		0%		0.0%
162	DOTHAN	\$12,432,883	\$986	179	0%	\$12,276,503	99%		0%		0%		0%	155,394	1%		0.0%		0%		0.0%
163	ALEXANDRIA	\$12,009,686	\$4,212,838	133	35%	\$7,460,252	62%		0%		0%		0%	336,596	3%		0.0%		0%		0.0%
164	WICHITA FALLS	\$11,937,610	\$2,822	176	0%	\$11,286,141	95%	\$161,361	1%		0%		0%	487,286	4%		0.0%		0%		0.0%
165	COLUMBUS,MS	\$11,265,446	\$2,174,838	144	19%	\$8,402,252	75%		0%		0%		0%	688,356	6%		0.0%		0%		0.0%
166	ROCKFORD	\$11,216,526			0%	\$10,381,596	93%	\$177,040	2%		0%		0%	657,891	6%		0.0%		0%		0.0%
167	MINOT	\$10,925,547	\$154,988	159	1%	\$9,710,943	89%		0%		0%		0%	1,059,616	10%		0.0%		0%		0.0%
168	COLUMBIA,MO	\$10,320,993	\$1,046,935	153	10%	\$8,674,295	84%		0%		0%		0%	599,763	6%		0.0%		0%		0.0%
169	JOPLIN	\$9,804,587			0%	\$8,987,175	92%		0%		0%		0%	817,412	8%		0.0%		0%		0.0%
170	BLUEFIELD	\$9,541,017	\$3,097,407	142	32%	\$6,282,172	66%		0%		0%		0%	161,438	2%		0.0%		0%		0.0%
171	MEDFORD	\$9,258,244	\$70,812	164	1%	\$8,958,277	97%		0%		0%		0%	229,155	2%		0.0%		0%		0.0%
172	TERRE HAUTE	\$8,927,161	\$292,798	156	3%	\$8,236,785	92%	\$112,842	1%		0%		0%	284,737	3%		0.0%		0%		0.0%
173	SAN ANGELO	\$8,925,374	\$1,564,390	149	18%	\$7,121,676	80%	\$153,952	2%		0%		0%	85,356	1%		0.0%		0%		0.0%
174	MISSOULA	\$8,846,131	\$145,450	160	2%	\$8,494,500	96%		0%		0%		0%	206,181	2%		0.0%		0%		0.0%
175	MERIDIAN	\$8,809,632	\$1,438,082	150	16%	\$7,135,647	81%	\$45,245	1%		0%		0%	190,658	2%		0.0%		0%		0.0%
176	BINGHAMTON	\$8,715,076			0%	\$7,521,475	86%	\$587,713	7%		0%		0%	605,888	7%		0.0%		0%		0.0%
177	GREAT FALLS	\$8,625,399	\$269,717	157	3%	\$8,264,854	96%		0%		0%		0%	90,828	1%		0.0%		0%		0.0%
178	CLARKSBURG	\$8,480,130	\$13,704	171	0%	\$8,324,119	98%		0%		0%		0%	142,307	2%		0.0%		0%		0.0%
179	LAFAYETTE,IN	\$7,835,773			0%	\$6,856,436	88%	\$397,094	5%		0%		0%	582,243	7%		0.0%		0%		0.0%
180	UTICA	\$7,725,979	\$577	181	0%	\$7,285,869	94%	\$92,995	1%		0%		0%	346,538	4%		0.0%		0%		0.0%
181	GREENWOOD	\$7,709,117	\$1,376,535	151	18%	\$6,332,582	82%		0%		0%		0%	0	0%		0.0%		0%		0.0%
182	MARQUETTE	\$7,669,821	\$1,572,514	148	21%	\$5,739,581	75%		0%		0%		0%	357,726	5%		0.0%		0%		0.0%
183	JONESBORO	\$7,488,030	\$1,721,586	147	23%	\$5,572,862	74%		0%		0%		0%	193,582	3%		0.0%		0%		0.0%
184	YAKIMA	\$7,448,852	\$858	180	0%	\$6,630,805	89%		0%		0%		0%	817,189	11%		0.0%		0%		0.0%

Source: Kantar
 *OAAA estimates Kantar captures approximately 70% of total US OOH spend

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185	IDAHO FALLS	\$7,352,129	\$1,294,199	152	18%	\$5,550,264	75%		0%		0%		0%	507,666	7%		0.0%		0%		0.0%
186	MANKATO	\$7,248,890	\$3,584,544	138	49%	\$3,421,292	47%		0%		0%		0%	243,054	3%		0.0%		0%		0.0%
187	SHERMAN	\$7,108,559			0%	\$7,108,559	100%		0%		0%		0%	0	0%		0.0%		0%		0.0%
188	NORTH PLATTE	\$7,066,685			0%	\$6,993,574	99%		0%		0%		0%	73,111	1%		0.0%		0%		0.0%
189	BUTTE	\$6,986,038	\$342,708	154	5%	\$6,500,763	93%		0%		0%		0%	142,567	2%		0.0%		0%		0.0%
190	VICTORIA	\$6,470,908	\$3,343,915	139	52%	\$2,961,998	46%		0%		0%		0%	164,995	3%		0.0%		0%		0.0%
191	GRAND JUNCTION	\$6,161,575	\$109,708	163	2%	\$5,765,782	94%	\$41,502	1%		0%		0%	244,582	4%		0.0%		0%		0.0%
192	BOWLING GREEN	\$5,649,623	\$26,608	169	0%	\$4,831,044	86%		0%		0%		0%	791,971	14%		0.0%		0%		0.0%
193	HELENA	\$5,174,197	\$163,423	158	3%	\$5,010,774	97%		0%		0%		0%	0	0%		0.0%		0%		0.0%
194	QUINCY	\$5,050,196			0%	\$4,741,552	94%		0%		0%		0%	308,644	6%		0.0%		0%		0.0%
195	ELMIRA	\$4,912,890			0%	\$4,662,460	95%		0%		0%		0%	250,430	5%		0.0%		0%		0.0%
196	FAIRBANKS	\$4,723,422			0%	\$4,419,249	94%		0%		0%		0%	304,173	6%		0.0%		0%		0.0%
197	LIMA	\$4,693,478			0%	\$4,201,974	90%		0%		0%		0%	491,504	10%		0.0%		0%		0.0%
198	BEND	\$4,380,297	\$7,026	172	0%	\$4,130,355	94%		0%		0%		0%	242,916	6%		0.0%		0%		0.0%
199	OTTUMWA	\$4,299,830			0%	\$4,299,830	100%		0%		0%		0%	0	0%		0.0%		0%		0.0%
200	EUREKA	\$3,828,582			0%	\$3,746,559	98%		0%		0%		0%	82,023	2%		0.0%		0%		0.0%
201	PARKERSBURG	\$3,302,185	\$4,156	174	0%	\$3,014,926	91%		0%		0%		0%	283,103	9%		0.0%		0%		0.0%
202	CHEYENNE	\$3,276,409	\$21,782	170	1%	\$3,104,863	95%		0%		0%		0%	149,764	5%		0.0%		0%		0.0%
203	ALPENA	\$2,860,099			0%	\$2,719,058	95%		0%		0%		0%	141,041	5%		0.0%		0%		0.0%
204	ZANESVILLE	\$2,806,625	\$2,238	177	0%	\$2,804,387	100%		0%		0%		0%	0	0%		0.0%		0%		0.0%
205	ST JOSEPH	\$2,720,232			0%	\$2,428,008	89%		0%		0%		0%	292,224	11%		0.0%		0%		0.0%
206	JUNEAU	\$1,904,397			0%	\$1,800,755	95%		0%		0%		0%	103,642	5%		0.0%		0%		0.0%
	GRAND TOTAL	\$30,551,950,426	\$4,742,609,317		15.5%	\$14,318,430,913	46.9%	\$782,440,078	2.6%	\$227,515,000	0.7%	\$1,679,134,395	5.5%	\$4,740,622,632	15.5%	\$151,812,728	0.50%	\$3,876,217,767	12.7%	\$33,167,596	0.11%

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