

The top 20 US out-of-home advertisers in 2020

Article

McDonald's led the US in out-of-home ad spending in 2020, devoting nearly **\$60 million** to billboards, transit, and other outdoor formats, according to the Out of Home Advertising Association of America (OAAA) and Kantar Media.

Apple and **Geico** trailed close behind, each spending more than **\$50 million**. They were followed by a slew of retailers, media companies, food and beverage producers, and other businesses that advertised this way, even as fewer people visited public spaces amid the pandemic.

Top 20 US Out-of-Home Advertisers, Ranked by Out-of-Home Ad Spending, 2020

millions

1. McDonald's	\$59.9
2. Apple	\$57.0
3. Geico	\$52.5
4. Amazon	\$37.7
5. HBO	\$31.7
6. The Coca-Cola Co.	\$23.5
7. Allstate	\$22.7
8. Anheuser-Busch	\$22.1
9. Comcast	\$21.7
10. American Express	\$20.4
11. Cracker Barrel	\$19.9
12. Google	\$18.1
13. Netflix	\$17.3
14. Dunkin'	\$17.2
15. MillerCoors	\$16.8
16. Verizon	\$16.6
17. Facebook	\$15.8
18. Blue Cross Blue Shield	\$14.2
19. The Walt Disney Co.	\$13.2
20. Universal Pictures	\$12.4

Source: Out of Home Advertising Association of America (OAAA) conducted by Kantar Media, "2020 Megabrands," Aug 7, 2021

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