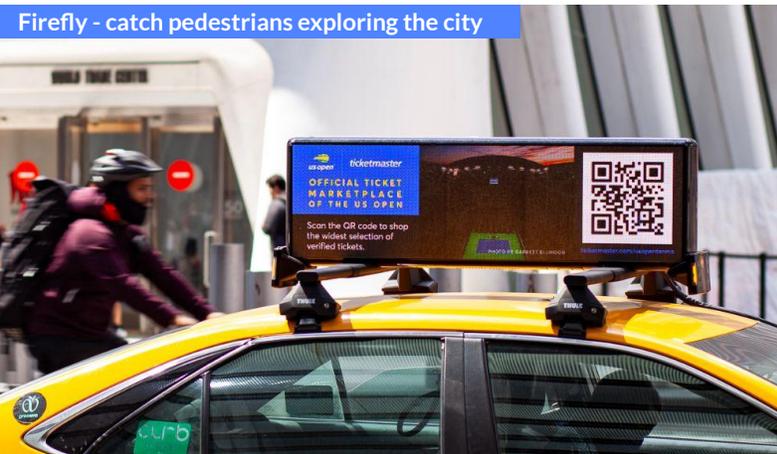




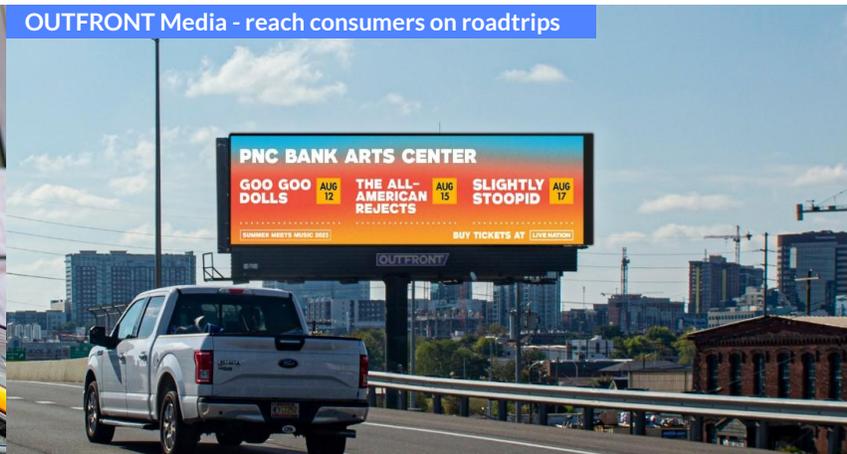
Maximize Visibility this Summer with Programmatic OOH

Warmer weather is here and advertisers are turning to OOH to engage consumers in the physical world as they spend more time outside, enjoying city life, socializing with friends and family and going on roadtrips and summer vacations. Consumers are planning to spend over \$26 billion on summer vacations this year.¹

Firefly - catch pedestrians exploring the city



OUTFRONT Media - reach consumers on roadtrips



63% of Americans took a vacation last summer²

86% of consumers celebrated Independence Day³

60% of Americans took a road trip in 2025³

212 million American adults traveled during the 2025 summer season⁴

Source: ¹Allianz Travel, 2025, ²National Retail Federation, 2025, ³Forbes, 2025, ⁴The Vacationer, 2025

Contact sales@placeexchange.com to learn more.

Leverage Place Exchange’s Vast Outdoor Networks: Billboard, Spectacular, Street Furniture, and more

- Connect with consumers spending time outside with high-impact large-format screens throughout city centers
- Capture attention from pedestrians with eye-catching placements on top of rideshare vehicles and taxis, and on the streets with urban panels and bus shelters
- Reach roadtrip warriors with roadside billboards along highways and roads throughout the country
- Engage vacationers in moments of leisure and in the mindset of spending with prominently placed outdoor screens at and near tourist destinations

Orange Barrel Media - reach consumers street level near POIs



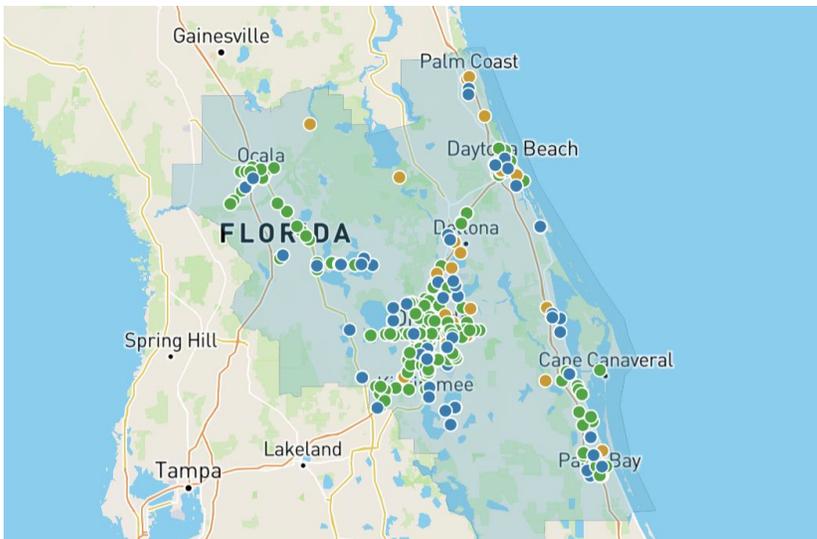
Branded Cities - high impact screens in tourist hot spots



Target by Travel Destination and More

Engage family vacationers in moments of leisure and the mindset of spending with prominently placed outdoor screens in tourist cities such as Orlando.

Sample map of outdoor media in the Orlando, Florida DMA.



- Total Screens: 918
- Impressions (4-week): 219M

Screen Types

Billboard	●
Display Panel	●
Kiosk	●

Contact sales@placeexchange.com to learn more.