



Score a Home Run with Programmatic DOOH

The 2025 MLB playoffs are quickly approaching. Capitalize on fan frenzy by leveraging Place Exchange's extensive footprint of premium digital OOH inventory with coverage of all DMAs, across all DOOH formats.

65
million

fans attended a MLB game in 2024¹

\$814.8
million

in sponsorship revenue generated by the 2024 World Series³

\$38

the average MLB ticket price in the 2024²

15.8
million

Americans watched the 2024 World Series⁴

Source: ¹ESPN 2024, ²Statista, 2024, ³Research and Markets, 2024 ⁴Major League Baseball 2024

Programmatic DOOH allows advertisers to connect with fans in brand-safe environments throughout the real world - from grocery and convenience stores where fans stock up for home viewing, to bars and restaurants where millions of fans watch the games every week, to roadside billboards and transit systems reaching fans going to the game, and at signage in and around the stadiums themselves.

Programmatic DOOH offers not just massive reach of spectators, but the ability to measure the resulting impact - from brand awareness, to online and offline engagement, all the way to purchase.

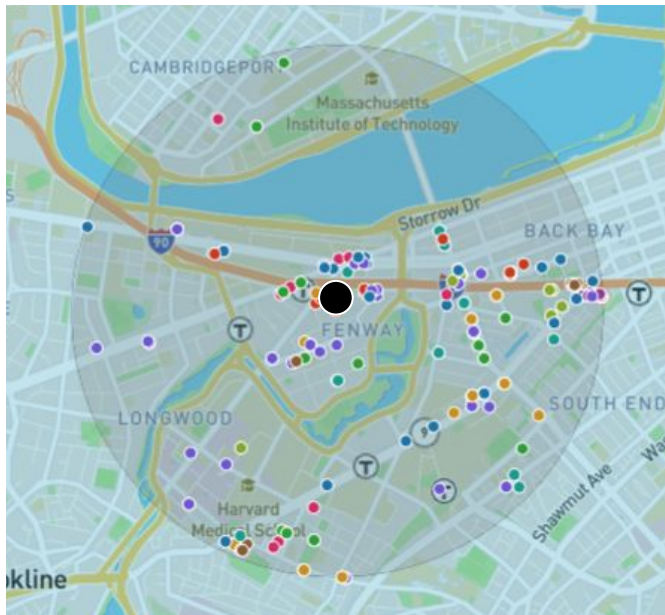
Leverage Advanced Targeting Capabilities

- Precise location targeting at any level of granularity - from nationwide to cities, zip codes, POIs, custom geofences, down to individual screens
- Venue and asset category targeting
- 1st and 3rd party audience targeting
- Dayparting for specific games

Target by Ballpark Location

Engage consumers leading up to gametime with messaging placed within a geo-fenced radius of any stadium location. Reach consumers when they are commuting to the stadium, at restaurants or bars before and after the game, at stores picking up food and drinks, tailgating around the stadium, and more.

Target by city & geofence: Sample map showing inventory within a 1-mile radius of Fenway Park.



- Total Screens: 216
- Impressions (4-week): 41M

Venue Type

Urban Panels	
Apartment Buildings	
Casual Dining	
Bars	
Malls	
Convenience Stores	
Fenway Park	

Lamar Airports



OUTFRONT Media



Utilize Dynamic Creative to Maximize Relevance

Leverage Place Exchange's dynamic creative solution to deliver contextually relevant messaging on a national scale. Place Exchange and its dynamic creative partners can help you to develop fully custom creative experiences or choose from a library of templates that incorporates dynamic elements.

Drive customer relevance with ad elements that change according to location, time of day, game times, live scores, betting lines, and more, or feature countdowns, directions, or other dynamic elements.

