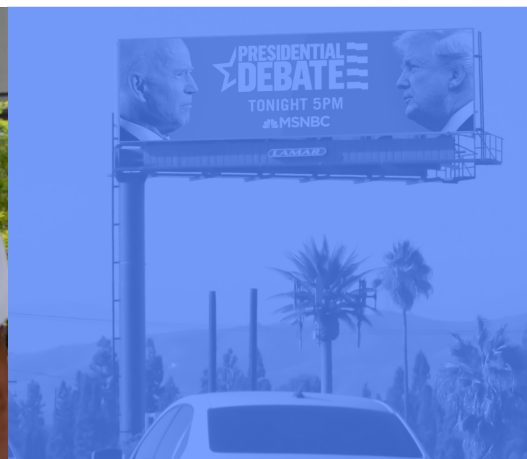




Winning the Midterm Elections with Place Exchange

With political ad spending forecasted to eclipse **\$11 billion**¹ for the 2026 Midterm elections, more than double 2018's cycle, political advertisers need high-impact, cost-effective channels to connect with voters. Place Exchange DOOH network offers massive reach, and trust, paired with precise location and audience targeting to engage voters across their daily journeys.

68%

of likely voters have seen OOH political advertising²

93%

of consumers skip or block ads regularly³

61%

of consumers do not trust social media platforms¹

56%

of likely voters say they trust political information in an OOH ad to be truthful and accurate²

Source: ¹EMarketer 2026, ²OAAA Harris 2025, ³Clutch.co 2026

Programmatic and DOOH: a winning ballot

- **Lowest Average CPM:** DOOH delivers cost-effective mass reach at \$5–\$12 CPM, compared to Broadcast TV (\$16–\$45 CPM) and CTV (\$25–\$40 CPM).
- **Unmissable Real-World Impact:** OOH ads cannot be skipped, blocked, or counterfeited by bot fraud or deepfakes.
- **High Voter Demographic Alignment:** OOH indexes strongly against key voter cohorts, including high-propensity voters, minority populations, and young voters.

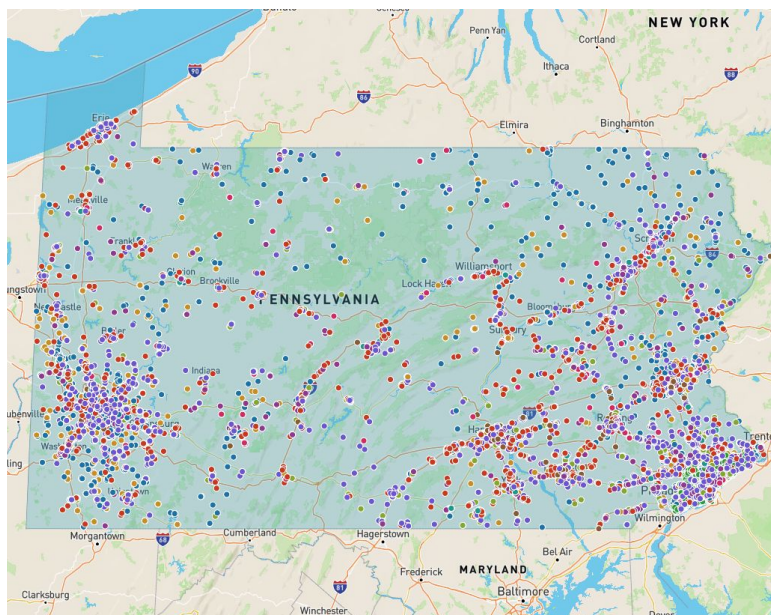
Activate across key points on the campaign trail

- ★ **Garner Awareness:** Build mass reach at low CPMs, driving baseline candidate and issue recognition.
- ★ **Advocacy:** Hyper-target specific contested congressional districts and demographic groups, bridging messaging between TV and online channels.
- ★ **Get Out To Vote (GOTV):** Drive registration and polling station turnout with location-specific dynamic creatives in critical election weeks.

Target races and audiences

- Leverage 1st and 3rd-party voter data (party membership, voting history, intended voters), demographics, and psychographics across over 5,000+ actionable audience segments.
- Target Congressional Districts, Zip Codes, Cities/DMA's, States, Points of Interest (POIs), and custom geofences. Go further to reach voters in high-traffic environments, including shopping centers, transit hubs, business districts, and more.

Sample map showing political - accepting inventory in Pennsylvania



The screens featured accept political advertising as of 2024 - please ask your Place Exchange representative for the most up to date list.

- Total Screens: 13,872
- Impressions (4-week): 5B

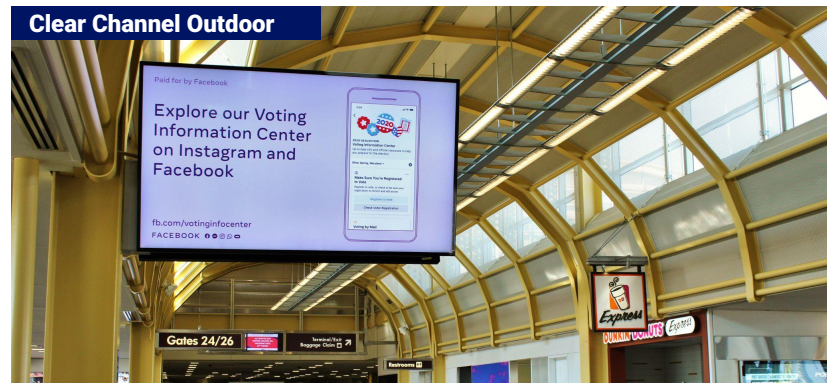
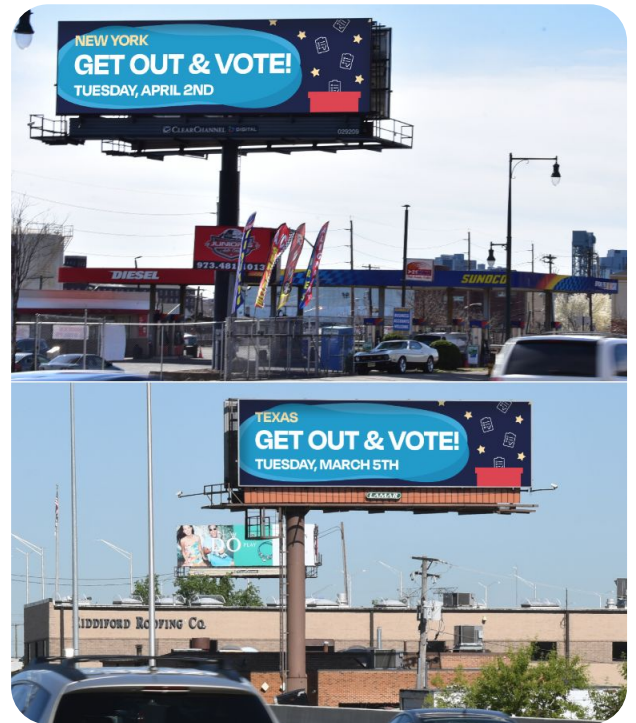
Venues

Grocery Checkout	
Bars	
Grocery Stores	
Office Buildings	
Casual Dining	
Movie Theaters	
Convenience Stores	
Taxi Tops	
Roadside Billboards	

Place Exchange's dynamic creative solution

Customize your DOOH creatives effortlessly to increase relevance and engagement.

- Tailor your ad for each screen based on factors such as the time and location of the ad being delivered
- Modify messaging with data inputs (e.g., polling, countdown to election day, etc.)
- Seamlessly activate campaigns at scale across the majority of PX publishers and venue types
- Activate dynamic creative for DOOH through any preferred DSP
- Activate your campaign with third party ad servers



Measure results and prove impact

Place Exchange's unique ability to capture and pass mobile IDs means political advertisers can measure impact at every stage of the funnel:

- Reach key target audiences
- Lift in voting activity (e.g. voter turnout)
- Awareness and intent via test vs. control lift studies
- Engagement via directly attributable site traffic
- Conversion via directly attributable online registration