

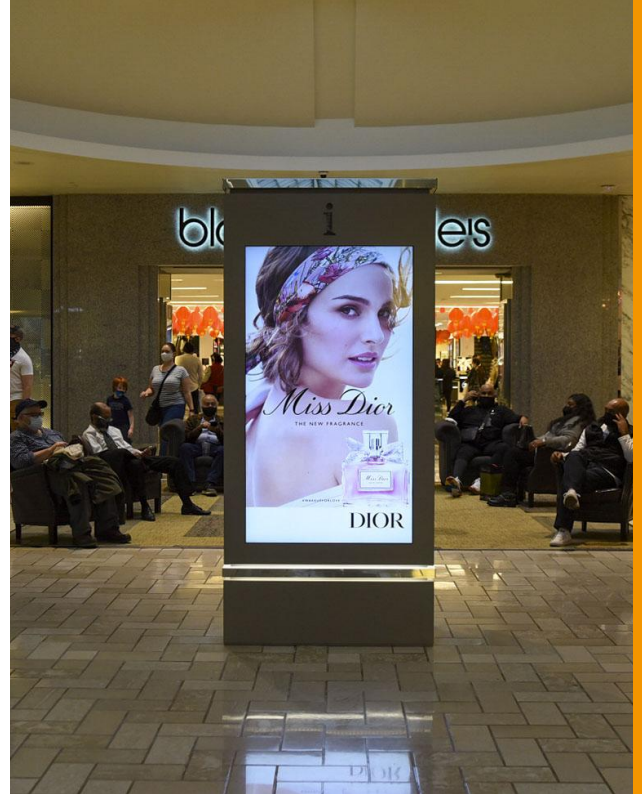
Always-on Deals

Off-the-shelf access to premium DOOH inventory curated by Place Exchange for your advertising goals.

PX Always-on Deals (AODs) are PMP deals that target specific publishers or inventory categories at a national level. AODs often provide the most efficient bidding and lowest clearing CPMs, and eliminate the hassle of having to set up multiple custom deals every time a campaign is activated.

Benefits of PX AODs

- Activate campaigns immediately without the need to wait for custom deal curation
- Set up any number of deals by publisher, or by venue or asset types - at any level of granularity, and with any range of CPMs
- All audience and media targeting capabilities within your DSP can be applied to AODs
- Once set up, AODs can remain in your DSP seat - you can activate them when needed, with full control to switch deals on and off
- AODs stay up-to-date with automatic inclusion of any newly onboarded supply



Ex. Publisher AOD - LinkNYC (Urban Panel)



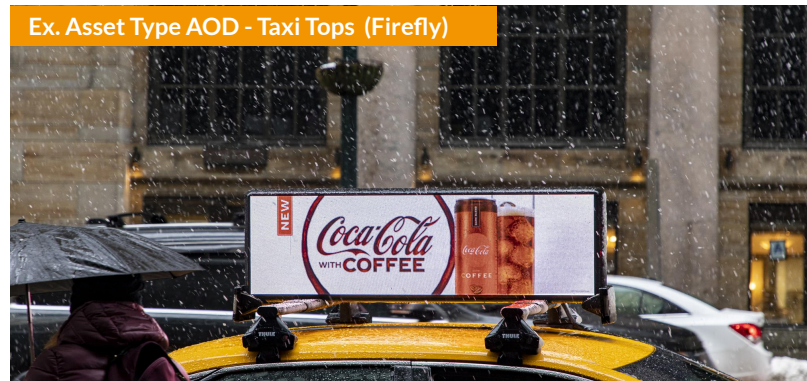
Ex. Publisher AOD - JCDecaux (Airport)



Ex. Venue Type AOD - Billboards (Clear Channel Outdoor)



Ex. Asset Type AOD - Taxi Tops (Firefly)



Contact sales@placeexchange.com to learn more.

Always-on Deal Libraries

Each PX AOD packages inventory by publisher, venue or asset type. As with all PX campaigns, PX AODs provide complete transparency and granular data and reporting around publisher, pricing, geo, time, and more. Rather than manually build a custom set of deals for each campaign activation, PX will set up an AOD library based on your advertising needs, allowing you to seamlessly activate campaigns when you need to, with no additional work.

How it Works

- The AOD Deal Library is a one-time build. PX will set-up deal IDs for all relevant publishers, targeting all of their inventory. Additional deals can be added at any time.
- These AODs are set up to target nationwide and are always-on, meaning the inventory is consistently updated based on availability and automatically includes newly onboarded supply, for your team to activate against as you see fit.
- To target specific screens within an AOD for a particular campaign, you can leverage screen-level targeting alongside any broader targeting tactics (state, DMA, zip code, geofence, audience, dayparting, etc.).
- Deals can be set-up at standard market rates, or at negotiated rates you may have established with the publishers.
- PX will monitor campaign delivery, collect POPs from publishers, and provide supplemental reporting as needed.

Sample deal library created by Place Exchange

Publisher(s)	Venue(s)	Creative Format(s)	Top Creative Spec Sizes (Width by Height)	Top Video Durations	Bid Floor CPM	Auction Type	Deal Name	Deal ID	Market(s)
Multiple	Billboards	Display only	1080x1920	:15	\$5.00	First Price	CLIENTX-aod	billboards_CLIENTX-aod	United States - New York City
Publisher 2	Urban Panels	Display & Video	1400x400, 840x400	N/A (display only)	\$6.00	First Price	CLIENTX-aod	publisher-2_CLIENTX-aod	United States - National
Publisher 3	Multi-Venue	Display & Video	1080x1620, 1080x1920	:15	\$6.00	Fixed Price	CLIENTX-aod	publisher-3_CLIENTX-aod	United States - National
Publisher 4	Billboards	Display only	1400x400, 840x400	N/A (display only)	\$6.50	First Price	CLIENTX-aod	publisher-4_CLIENTX-aod	United States - National
Publisher 5	Multi-Venue	Display & Video	1920x1080	:5, :15, :30	\$6.00	First Price	CLIENTX-aod	publisher-5_CLIENTX-aod	United States - National
Multiple	Airports	Video only	1920x1080	:6, :15, :30	\$18.50	First Price	CLIENTX-aod	airports_CLIENTX-aod	United States - National

Steps to Activate

- Work with your PX representative to define a group of AODs curated for your advertising goals
- Within a few business days, your PX representative will provide a shared spreadsheet with the AODs, and if applicable, push them directly to your DSP seat for easy set-up/targeting
- You can layer on native targeting within your DSP to deliver on the desired screens for a particular campaign, such as geography, geofencing, venue type, publisher, audience, individual screens, time of day, temperatures, weather conditions, and more

Advanced self-service tools for precise audience targeting

The Place Exchange Planning Tool (aka the “PX Planner”) enables users to easily build and activate OOH media plans with robust targeting capabilities. The PX Planner supports precise screen-level targeting based on indexing against thousands of consumer segments, as well as hyper-granular targeting by geography, points of interest (POIs), venue categories, and much more. [Click here](#) for more information.

Leverage the PX Planner to identify the screens that over index for your target audience. Then use AODs to target those screens for a completely self-service approach to precise audience targeting - from planning to activation.

Segment Targeting

Shopping & Brand Behaviors

Shopping & Brand Behaviors

Automotive - Vehicle HHLD plans to buy new next 12 months (HHLD) Hybrid or electric vehicle

Psychographics

Psychographics

Psychographics - My next car will be more eco friendly Agree (Adult)

Interests

Interests

Interests - Ecofriendly activities done on a reg basis Donate to environmental causes (Adult)

Demographics

Demographics

Demographics - Age: 35 to 54

Occupation

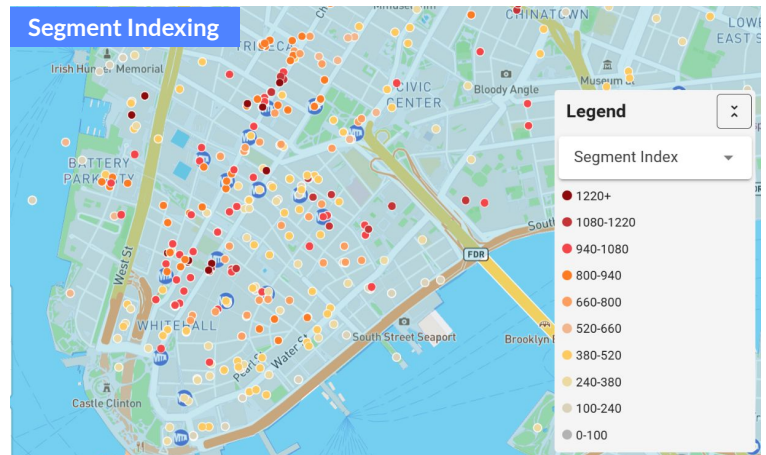
Occupation

Occupation - CY Emp Civ Pop 16+, Occ: White Collar

Travel

Travel

Travel - CY Workers, Travel Time: 30 to 44 Minutes



PX Planner Features

- Up-to-date screen-level indexes for 5,000+ target segments
- Precise, exportable segment scores
- Flexible, custom geo targeting
- Template creation for efficient iteration
- Shareable interactive map links for campaign plans
- Seamless DSP activation
- Fast, intuitive, and flexible UI
- Real-time supply updates and additions