



Kick Off Game Day with DOOH

The 2025-2026 College Football season is shaping up to be one the biggest yet for advertisers. Capitalize on fan frenzy by leveraging Place Exchange's extensive footprint of premium digital OOH inventory with coverage of all U.S. DMAs, across all DOOH formats.

\$1.67 billion will spent on NIL (name, image, and likeness) deals between 2024 and 2025¹

76% of US adults have recently taken action after seeing a DOOH ad³

57% of Americans are college football fans²

73% of US adults view DOOH ads favorably³

Source: ¹Opendorse 2024, ²Statista 2023, ³OAAA Harris Survey 2024

Digital OOH 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 college campuses and stadiums themselves.

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.

Contact sales@placeexchange.com to learn more

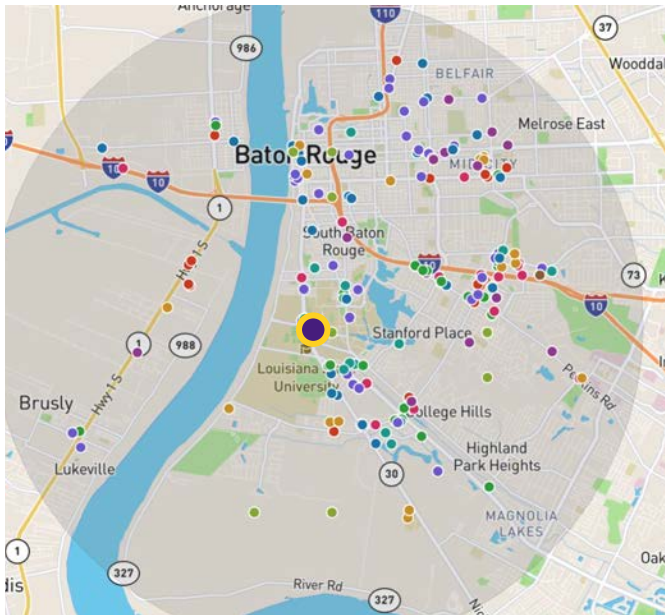
Leverage Advanced Targeting Capabilities

- 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
- Precise dayparting for specific games

Target by Stadium 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 college & geofence: Sample map showing inventory within a 5-mile radius of LSU's Tiger Stadium.



- Total Screens: 273
- Impressions (4-week): 84M

Venue Type

Roadside Billboards	
Bars	
Casual Dining	
Grocery Stores	
Office Buildings	
Apartment Buildings	
Doctor's Offices	
Taxi and Rideshare TV	
Movie Theaters	
Other	
Tiger Stadium	

Orange Barrel Media



TVM



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.

