



Make Father's Day Memorable with DOOH

Consumer spending on Father's Day has broken records each year since 2019, reaching **\$199 per consumer in 2025**.¹ Consumers are eager to make meaningful purchases to honor fathers and other important men in their lives. Brands have the opportunity to stay top-of-mind with positive sentiments displayed across larger-than-life screens in any physical context.

\$24 billion

spent in the US by consumers on Father's Day gifts¹

76%

of US adults are expected to celebrate Father's Day¹

Source: ¹National Retail Federation, 2025



Top 3 gift categories by spend¹



\$4.8B
Special Outings and Travel



\$3.7B
Clothing



\$3B
Gift Cards

Contact sales@placeexchange.com to learn more

Place your brand at the point of purchase by leveraging the largest programmatic OOH retail network through Place Exchange

Key Benefits of Place Exchange's Retail Media Network

- **Unmatched scale** of premium retail media inventory, including exclusive supply
- **Display, video, and audio** formats
- **Reach & Frequency measurement** for pre/mid/post campaign use cases
- **Impression-based** budgeting and pacing
- **No hidden fees**, markeups, or arbitrage
- Support for **3p ad server tracking**
- **Seamless DSP campaign execution**, unified across retail media inventory
- **Support for guaranteed & non-guaranteed deals**, and open auction buying
- **Mobile device ID capture** to power analytics, attribution, and retargeting

PX Retail Media Network currently includes over **489,000 screens** from premium publishers totaling over **81 billion weekly impressions** and growing.



JCDecaux | Deliver contextual messaging to travelers



Starlite | Influence consumers at the point of purchase

