PLACE EXCHANGE
by Broadsign



Make Father's Day Memorable with DOOH

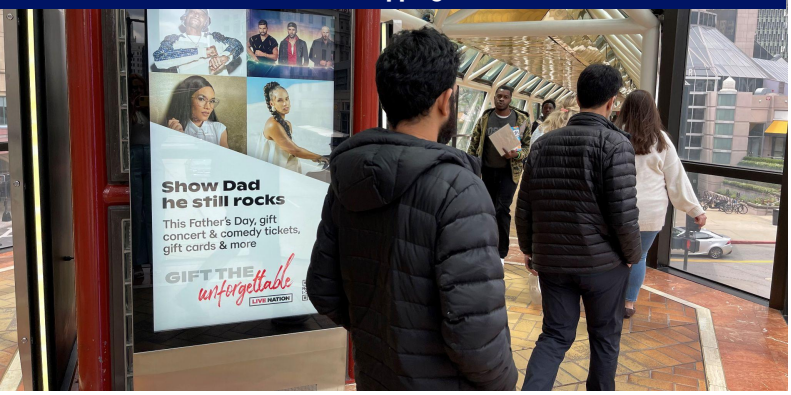
Consumer spending on Father's Day has broken records each year since 2019, reaching $226 per consumer in 2026[1] Consumers are eager to make meaningful purchases to honor fathers and other important men in their lives. Brands have the opportunity to stay top-of-mind with positive sentiments displayed across larger-than-life screens in any physical context.

$27 billion spent in the US by consumers on Father's Day gifts[1]

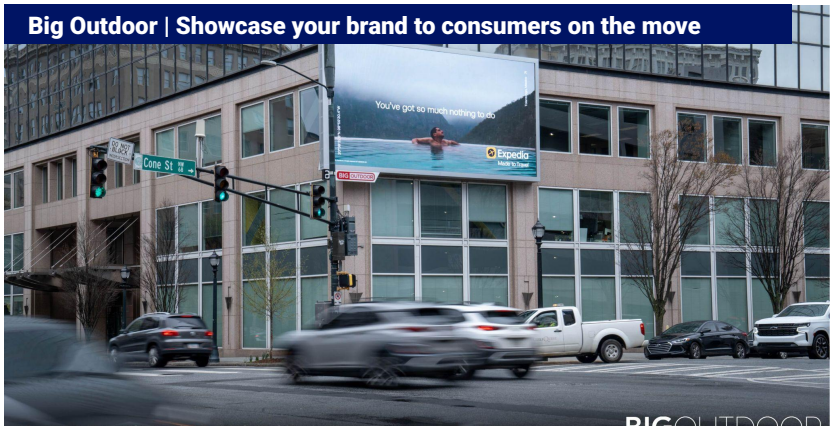
77% of US adults are expected to celebrate Father's Day[1]

Source: [1]National Retail Federation, 2026

Simon Malls | Reach consumers shopping and in moments of leisure



Big Outdoor | Showcase your brand to consumers on the move



Top 3 gift categories by spend[1]

$4.8B Special Outings and Travel

$4.1B Clothing

$3.3B Gift Cards

Contact us-programmatic-sales@broadsign.com to learn more

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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
- **Independent & agnostic**, with no competing DSP business and not beholden to any publisher

PX Retail Media Network currently includes over 580,000 screens from premium publishers totaling over 78 billion 4-week impressions and growing.

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JCDecaux | Deliver contextual messaging to travelers



Starlite | Influence consumers at the point of purchase



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