



 PLACE EXCHANGE







Place Exchange

LATAM

Inventory Guide










Place Exchange Inventory Guide | Latin America

Publisher	Country	Status	Venue Type(s)	No. of Screens	Monthly Impressions
 ATMOSPHERE	Brazil, Chile, Dominican Republic, Mexico, Panama, Peru, Puerto Rico	Live	Retail, Entertainment	457	48,022,086
 Axes.ai media	Mexico	Live	Casino	382	7,254,951
BRAPEX 	Peru	Live	Billboards	11	144,154,063
 Clear Channel Brazil	Brazil	Live	Billboards, Street Furniture	211	346,774,790
 Clear Channel Chile	Chile	Live	Billboards, Street Furniture	248	840,024,464
 Clear Channel Mexico	Mexico	Live	Billboards, Street Furniture	402	1,593,997,759
 Clear Channel Peru	Peru	Live	Billboards, Street Furniture	49	131,201,779





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Publisher	Country	Status	Venue Type(s)	No. of Screens	Monthly Impressions
 <p>Doohmain the main solution</p>	Mexico, Dominican Republic, Peru, El Salvador	Live	Billboards, Transit	406	709,599,368
 <p>eme.pe. Entidad de México</p>	Mexico	Live	Billboards	79	13,411,400
 <p>GLOBAL VIA PUBLICA</p>	Chile	Live	Billboards, Street Furniture	186	50,406,368
 <p>GPOVALLAS</p>	Mexico	Live	Billboards, Street Furniture	77	9,979,200
 <p>GRUPO EXPANSION</p>	Mexico	Live	Transit, Street Furniture	169	331,420,216
 <p>imc</p>	Guatemala, El Salvador, Honduras, Nicaragua, Colombia	Live	Urban Panels, Retail, Billboards, Transit	129	438,201,831
 <p>grupo imu</p>	Mexico	Live	Airports, Transit	261	1,082,984,688

Place Exchange Inventory Guide | Latin America

Publisher	Country	Status	Venue Type(s)	No. of Screens	Monthly Impressions
	Mexico	Live	Airports	55	8,295,196
	Mexico	Live	Gas Station Large Format	66	101,497,862
	All LatAm	Live	Transit, Retail, Billboards	9,685	13,564,178,965
	Mexico, Costa Rica, Dominican Republic	Live	Taxi	243	144,828
	Mexico	Live	Taxi	2,997	71,928,000
	Mexico	Live	Retail, Transit, Billboards	144	114,988,977
	Brazil	Live	Retail, Transit, Entertainment	1,728	795,393,411

Place Exchange Inventory Guide | Latin America

Publisher	Country	Status	Venue Type(s)	No. of Screens	Monthly Impressions
	Mexico	Live	Retail, Finance, Education	1,497	61,537,452
	Uruguay	Live	Retail, Transit	49	2,940,000
	Brazil	Pending	Transit	99	258,969,396
	Mexico	Live	Retail	968	62,920,000

Atmosphere TV

Bahamas, Brazil, Dominican Republic, Chile, Mexico, Panama, Peru

Atmosphere specializes in streaming TV content at businesses to engage consumers with short form, family friendly programming. Tens of thousands of businesses including restaurants, bars, sports facilities, offices, retail locations, and other venue types use Atmosphere. Brands running with Atmosphere are able to reach their audiences wherever they may be on their daily journeys.

Video supported by publisher.

Coverage

Digital Screens	457
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4-Week Impressions	48,022,086
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Markets Reached	6
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Images are for illustrative purposes only

Axes.ai

Mexico

Axes.ai is an advertising platform that integrates slot machine screens with digital ads to reach engaged customers. By offering a unique solution to patrons within a comfortable and intimate setting to explore products and scan QR codes, brands can build stronger relationships with their audience.

Video supported by publisher.

Coverage

Digital Screens **382**

4-Week Impressions **7,254,951**

Markets Reached **1**



Images are for illustrative purposes only

Brapex

Peru

Brapex specializes in digital OOH formats, and is motivated to generate revenue for brands. Brapex has 13 screens strategically located on the busiest avenues of Lima, reaching the districts of La Molina, Surco, San Borja, San Isidro, Lince, Magdalena, Miraflores, Pueblo Libre, San Miguel, Bellavista, La Victoria, and Cercado de Lima.

Video supported by publisher.

Coverage

Digital Screens	11
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4-Week Impressions	144,154,063
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Markets Reached	1
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Images are for illustrative purposes only



Clear Channel

Brazil

Clear Channel is present across Rio, Porto Alegre, and Campinas for advertisers in Brazil. Clear Channel Brazil leverages digital clocks that allow dynamic video and dynamic display placed in high traffic areas with a concentration of commercial and consumer activity.

Video supported by publisher.

Coverage

Digital Screens **211**

4-Week Impressions **346,774,790**

Markets Reached **3**



Images are for illustrative purposes only



Clear Channel

Chile

Clear Channel Chile provides digital out of home media in one of Latin America's biggest markets – with digital screens placed throughout Santiago reaching a wide and diverse audience at scale.

Video supported by publisher.

Coverage

Digital Screens	248
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4-Week Impressions	840,024,464
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Markets Reached	1
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Images are for illustrative purposes only



Clear Channel

México

Clear Channel Mexico provides digital out of home media in some of Latin America's biggest markets across Mexico. With digital screens placed throughout Mexico City, Puebla, Guadalajara, and Monterrey advertisers are able to reach a wide audience at scale.

Video supported by publisher.

Coverage

Digital Screens **402**

4-Week Impressions **1,593,997,759**

Markets Reached **4**



Images are for illustrative purposes only



Clear Channel

Peru

Clear Channel provides digital out of home media in some of Latin America's biggest markets across, Peru. With over 40 digital screens placed throughout Lima and Piura advertisers are able to reach a wide audience at scale.

Video supported by publisher.

Coverage

Digital Screens	49
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4-Week Impressions	131,201,779
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Markets Reached	2
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Images are for illustrative purposes only



Doohmain

Mexico, Dominican Republic, Peru, El Salvador

Doohmain offers digital out of home inventory in Latin America's biggest markets across Mexico, Colombia, Argentina and more. With digital screens strategically placed in high traffic areas, Doohmain enables advertisers to scale against a diverse audience.

Video supported by publisher.

Coverage

Digital Screens	406
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4-Week Impressions	709,599,368
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Markets Reached	12
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Images are for illustrative purposes only



Emepe

México

Emepe's objective is to keep your brand top of mind. Eme.pe. displays your brand's message in avenues with the highest vehicle volume in Mexico City and Monterrey, reaching a wide audience at scale.

Video supported by publisher.

Coverage

Digital Screens	79
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4-Week Impressions	13,411,400
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Markets Reached	9
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Images are for illustrative purposes only



Global Via Publica

Chile

Global Via Publica offers a strategic combination of different advertising media on public roads. We have a wide range of high-impact screens such as urban furniture, mobile billboards and a large fleet of buses across Chile.

Video supported by publisher.

Coverage

Digital Screens	186
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4-Week Impressions	50,406,368
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Markets Reached	6
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Images are for illustrative purposes only



GPO Vallas

México

GPO Vallas has digital out of home inventory in Mexico, Guatemala, Honduras and more. GPO Vallas has strategically placed over eighteen thousand digital screen in high traffic areas to enable advertisers to deliver brand messaging to a diverse audience at scale.

Video supported by publisher.

Coverage

Digital Screens	77
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4-Week Impressions	9,979,200
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Markets Reached	6
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Images are for illustrative purposes only



Grupo Expansión

México

GPO Vallas has digital out of home inventory in Mexico, Guatemala, Honduras and more. GPO Vallas has strategically placed over eighteen thousand digital screen in high traffic areas to enable advertisers to deliver brand messaging to a diverse audience at scale.

Video supported by publisher.

Coverage

Digital Screens	169
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4-Week Impressions	331,420,216
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Markets Reached	6
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Images are for illustrative purposes only



IMC Medios

México, Guatemala, Honduras, Costa Rica, Panamá, Peru

IMC Medios specializes in outdoor and indoor advertising solutions, with unique, differentiated and innovative screens in Guatemala, El Salvador, Honduras, Nicaragua and Colombia.

Video supported by publisher.

Coverage

Digital Screens 129

4-Week Impressions 438,201,831

Markets Reached 6



Images are for illustrative purposes only



IMU

México

Grupo IMU is a Mexican leader of outdoor advertising solutions, with more than 20 years of experience. We offer the best coverage in Mexico by providing premium intelligent DOOH solutions at major airports, shopping centers, and transit locations.

Video supported

Coverage

Digital Screens **261**

4-Week Impressions **1,082,984,688**

Markets Reached **Mexico City, Jalisco**



Images are for illustrative purposes only



ISA Corporativo

México

ISA Corporativo is the leading transportation advertising company in Mexico, with screens strategically located and in high-impact areas in the 3 metros and more than 30 airports.

Video supported by publisher.

Coverage

Digital Screens	55
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4-Week Impressions	8,295,196
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Markets Reached	1
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Images are for illustrative purposes only



Lab Media

Mexico

LabMedia are innovators in the OOH sector in Mexico City. Lab Media built on the tradition of billboards but seek to generate a "wow" in the daily journeys of millions of consumers. Strategically partnered with PEMEX and Gulf Gas Station in Mexico to deliver brand messaging to consumers on the go.

Coverage

Digital Screens 66

4-Week Impressions 101,497,862

Markets Reached 5



Images are for illustrative purposes only



Latin Ads

All LatAm

Latin Ad's digital out-of-home media network is one of the largest in Latin America. They have placed over 9,600 high definition screens across high traffic areas in Mexico, Argentina, Chile, and more, enabling advertisers to deliver brand messaging to a diverse audience at scale.

Video supported by publisher.

Coverage

Digital Screens **9,685**

4-Week Impressions **13,564,178,965**

Markets Reached **52**



Images are for illustrative purposes only



Octopus

México

Octopus Interactive is the largest network of interactive in-car rideshare screens throughout the US. Octopus provides advertisers the opportunity to reach a captive and affluent audience (avg. HHI \$100K+) through its location-based video platform.

Video supported by publisher.

Coverage

Digital Screens	243
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4-Week Impressions	144,828
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Markets Reached	1
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Images are for illustrative purposes only



OLA Media

México

OLA Media is a digital media and connected mobility company that is transforming the OOH advertising landscape and improving the rideshare ecosystem in Latin America. The company's proprietary advertainment platform in Ubers gives passengers access to exclusive and interactive content. OLA connects interactivity, first party data, and cross-device connectivity to a physical space.

Video supported by publisher.

Coverage

Digital Screens	2,997
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4-Week Impressions	71,928,000
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Markets Reached	1
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Images are for illustrative purposes only



OOH TV

México

OOHTV is a technology driven OOH network with screens all over Mexico, providing audience and performance measurement on a daily basis. Screens are located in strategic locations to deliver massive reach and exposure to diverse and high value customers.

Video supported by publisher.

Coverage

Digital Screens **144**

4-Week Impressions **114,988,977**

Markets Reached **12**



Images are for illustrative purposes only



Outcon

Brazil

Outcon is an Adtech SSP specialized in Programmatic for DOOH. We connect the best DOOH networks with the world of Programmatic Media. We help deliver ads to premium inventory in an automated and programmatic way.

Video supported by publisher.

Coverage

Digital Screens	1,728
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4-Week Impressions	795,393,411
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Markets Reached	12
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Promo Espacio

Mexico

Our network provides access to one of the most important banks in Mexico, Banco Azteca, and Elektra point of sale terminals within the bank. Our screens are also located at the most important universities in Mexico, like UVM, with nationwide coverage and screens in the main areas such as cafeterias, libraries and points of social interaction.

Video supported by publisher.

Coverage

Digital Screens **1,497**

4-Week Impressions **61,537,452**

Markets Reached **19**



Images are for illustrative purposes only



Reimpulso

Uruguay & Chile

With our cutting edge DOOH technology, we bring a wide variety of screens to where your audiences is. We offer standard LEDs, curved, transparent, 3D and professional high-resolution LCDs, all placed in strategic locations with quality and versatility for advertisers.

Video supported by publisher.

Coverage

Digital Screens	42
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4-Week Impressions	2,940,000
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Markets Reached	2
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Images are for illustrative purposes only



RZK Digital

Brazil

RZK Digital offers the largest geographic coverage of LED panels in greater São Paulo. With real-time audience measurement tools and 100% digital programmatic operations, RZK helps achieve a greater integration of data intelligence with the interactivity resources of digital advertising based on personalized audiences.

Video supported by publisher.

Coverage

Digital Screens **99**

4-Week Impressions **258,969,396**

Markets Reached **3**



Images are for illustrative purposes only



Winkel Media

México

Winkle provides a diverse range of screens placed in retail spaces at the point of sale to grab the consumers attention at the moment of purchase. Winkel Media has strategically placed across Latin America in some of the busiest retail locations in the largest cities across Mexico.

Video supported by publisher.

Coverage

Digital Screens **968**

4-Week Impressions **62,920,000**

Markets Reached **5**



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Unlock the real power of OOH.

sales@placeexchange.com

