



 PLACE EXCHANGE

Place Exchange LATAM Inventory Guide

Place Exchange Inventory Guide | Latin America

Current Coverage:

- 17 countries
- 21k+ screens

Availability Note:

- **All publishers have ample avails**
- Some inventory is “on-demand” and requires a deal to activate
- Please plan off of 4-week impression









Row Labels	Sum of adunit Sum 4 Week Impressions	Sum of adunit Count of AdUnits
ARG	3,489,876,846	1,027
BHS	454,117	19
BRA	7,184,123,393	6,393
CHL	2,994,655,584	1,174
COL	2,725,797,475	1,527
CRI	476,572,966	192
DOM	365,637,010	305
ECU	1,458,959,898	717
GTM	544,042,083	200
HND	140,268,669	52
MEX	10,483,258,218	15,323
PAN	254,240,570	578
PER	2,005,656,794	807
PRY	124,531,758	28
SLV	188,142,161	141
URY	561,612,132	425
Grand Total	32,997,829,674	28,908










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	717	45,441,358
 Axes.ai media	Mexico	Live	Casino	608	15,754,465
BRAPEX 	Peru	Live	Billboards	11	25,474,437
	Dominican Republic	Live	Billboards	24	28,027,725
 Clear Channel Brazil	Brazil	Live	Billboards, Street Furniture	329	489,164,648
 Clear Channel Chile	Chile	Live	Billboards, Street Furniture	235	812,940,043
 Clear Channel Mexico	Mexico	Live	Billboards, Street Furniture	435	897,344,388
 Clear Channel Peru	Peru	Live	Billboards, Street Furniture	58	429,532,414





Place Exchange Inventory Guide | Latin America

Publisher	Country	Status	Venue Type(s)	No. of Screens	Monthly Impressions
 GRUPO DE HARO PUBLICIDAD	Mexico	Live	Billboards, Transit	25	15,467,995
 Doohmain the main solution	Mexico, Dominican Republic, Peru, El Salvador	Live	Billboards, Transit	250	530,110,751
 eme.pe Entidad de Marca	Mexico	Live	Billboards	79	13,967,600
 GLOBAL VIA PUBLICA	Chile	Live	Billboards, Street Furniture	407	1,090,567,701
 GPOVALLAS	Mexico	Live	Billboards, Street Furniture	167	642,093,101
 GRUPO EXPANSION	Mexico	Live	Transit, Street Furniture	161	330,384,836
 imc	Guatemala, El Salvador, Honduras, Nicaragua, Colombia	Live	Urban Panels, Retail, Billboards, Transit	157	516,458,516
 grupo imu	Mexico	Live	Airports, Transit	304	1,252,401,794

Place Exchange Inventory Guide | Latin America

Publisher	Country	Status	Venue Type(s)	No. of Screens	Monthly Impressions
	Mexico	Live	Airports	122	492,358,833
	Mexico	Live	Gas Station Large Format	100	169,564,113
	All LatAm	Live	Transit, Retail, Billboards	13,671	22,303,283,705
	Brazil	Live	Transit	6	5,682,523
	Mexico, Costa Rica, Dominican Republic	Live	Taxi	102	60,792
	Mexico	Live	Taxi	2,260	54,240,000
	Mexico	Live	Retail, Transit, Billboards	223	290,579,694

Place Exchange Inventory Guide | Latin America

Publisher	Country	Status	Venue Type(s)	No. of Screens	Monthly Impressions
 Outcon	Brazil	Live	Retail, Transit, Entertainment	2,274	2,175,283,029
 promo	Mexico	Live	Retail, Finance, Education	1,590	65,345,402
reimpulso	Uruguay	Live	Retail, Transit	143	8,580,000
 RZK digital	Brazil	Pending	Transit	89	231,837,432
 wink!	Mexico	Live	Retail	664	43,160,000

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	717
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4-Week Impressions	45,441,358
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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	608
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4-Week Impressions	15,754,465
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Markets Reached	1
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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
-----------------	----

4-Week Impressions	25,474,437
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Markets Reached	1
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Images are for illustrative purposes only



Cartel

Dominican Republic

Cartel is the only Dominican multi-format OOH Advertising company with digital screens throughout the island. With more than 25 billboards and spectacles (and growing!) spread throughout the Dominican Republic, Cartel helps you reach all demographic targets.

Video supported by publisher.

Coverage

Digital Screens	24
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4-Week Impressions	28,027,725
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Markets Reached	3
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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	329
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4-Week Impressions	489,164,648
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Markets Reached	3
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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

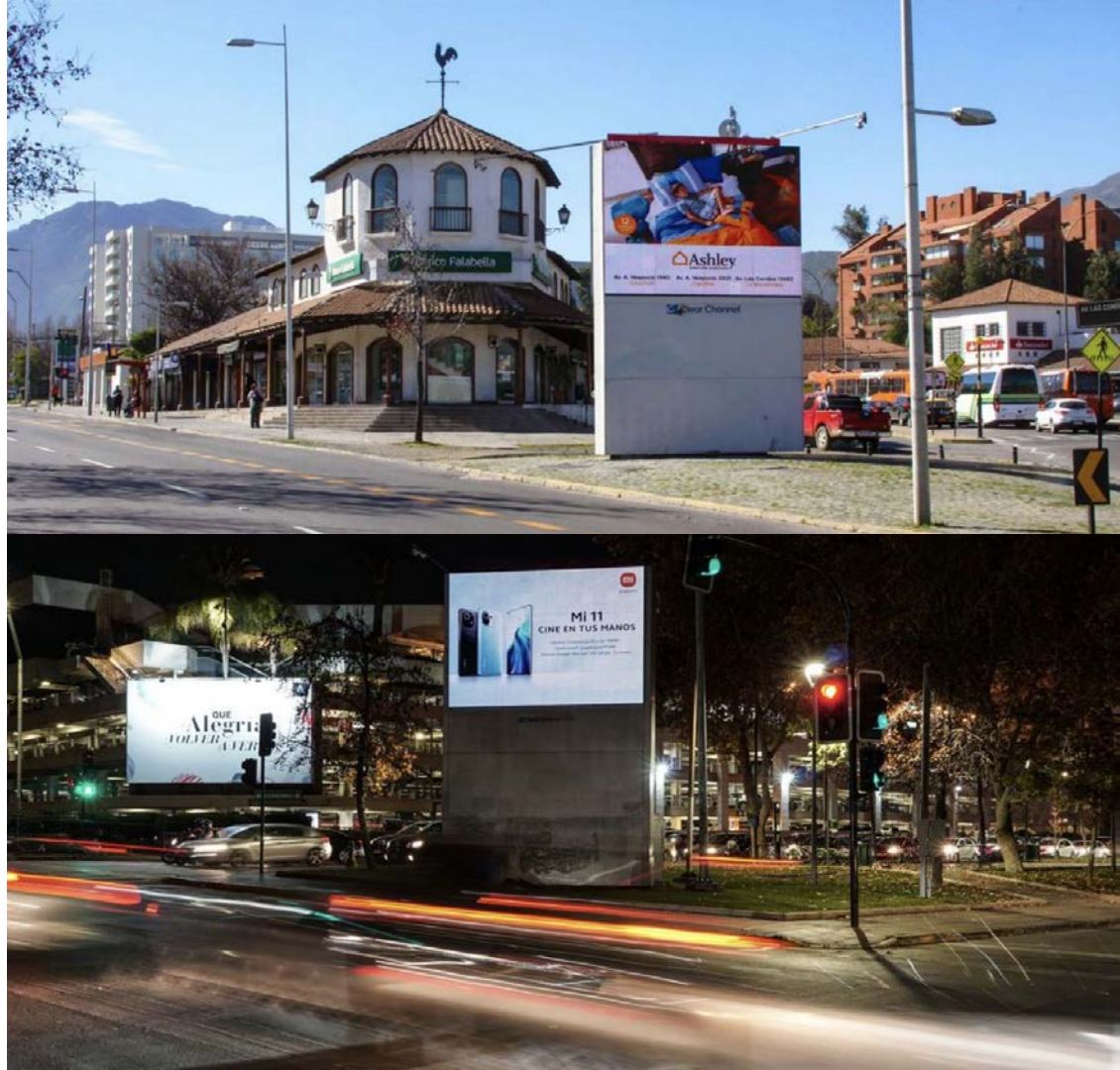
Digital Screens	235
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4-Week Impressions	812,940,043
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Markets Reached	1
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Images are for illustrative purposes only



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	435
4-Week Impressions	897,344,388
Markets Reached	4



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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	58
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4-Week Impressions	429,532,414
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Markets Reached	2
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Images are for illustrative purposes only



De Haro

Mexico

With more than 28 years of experience, De Haro is a pioneer in OOH advertising in Mexico. De Haro offers high-impact digital media with high-visibility for your audience around popular transit and street locations.

Video supported by publisher.

Coverage

Digital Screens	25
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4-Week Impressions	15,467,995
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Markets Reached	3
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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	250
4-Week Impressions	530,110,751
Markets Reached	12



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

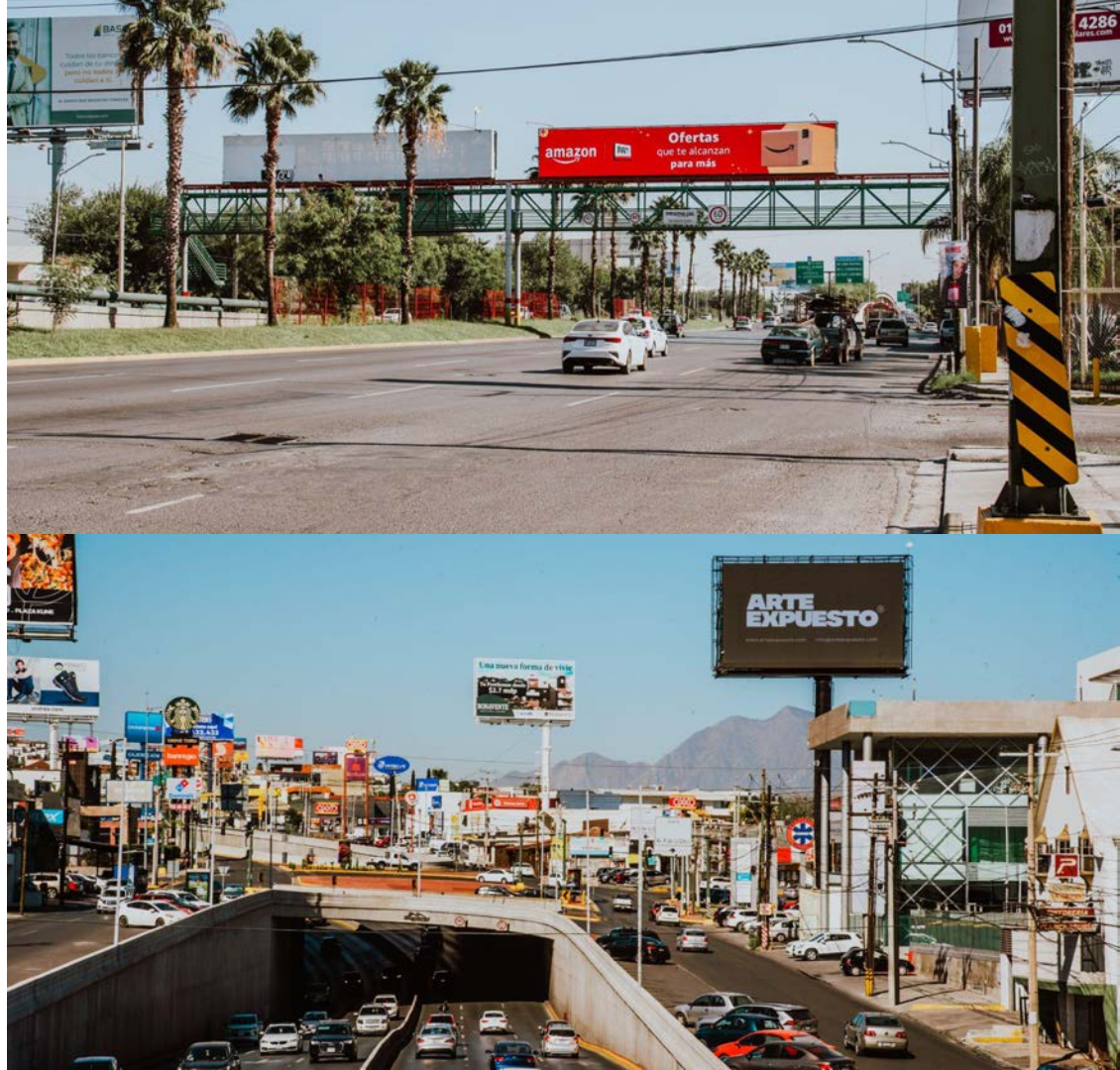
Digital Screens	79
-----------------	----

4-Week Impressions	13,967,600
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Markets Reached	9
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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	407
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4-Week Impressions	1,090,567,701
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Markets Reached	6
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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	167
-----------------	-----

4-Week Impressions	642,093,101
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Markets Reached	6
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Grupo Expansión

México

Grupo Expansión has made significant strides as a global leader in pDOOH technology. Located in high-traffic areas such as roadside locations, airports, and shopping malls, we offer innovative advertising solutions to programmatically connect brands with their target audiences in Mexico.

Video supported by publisher.

Coverage

Digital Screens	161
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4-Week Impressions	330,384,836
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Markets Reached	6
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IMC Medios

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

IMC Medios IMC 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	157
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4-Week Impressions	516,458,516
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Markets Reached	6
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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	304
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4-Week Impressions	1,252,401,794
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Markets Reached	Mexico City, Jalisco
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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	122
-----------------	-----

4-Week Impressions	492,358,833
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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	100
-----------------	-----

4-Week Impressions	169,564,113
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Markets Reached	5
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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	13,671
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4-Week Impressions	22,303,283,705
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Markets Reached	52
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Images are for illustrative purposes only



MobTV

Brazil

MOBTV is now the first company to operate large format LED panels in Brasilia's Subway Stations and BRT Bus Terminals. Our audience represents the highest per capita income in Brazil, and through Place Exchange, we are just a few clicks away from generating new opportunities for your business.

Video supported by publisher.

Coverage

Digital Screens	6
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4-Week Impressions	5,682,523
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Markets Reached	1
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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	102
4-Week Impressions	60,792
Markets Reached	1



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	2,260
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4-Week Impressions	54,240,000
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Markets Reached	1
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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	223
-----------------	-----

4-Week Impressions	290,579,694
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Markets Reached	12
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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	2,274
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4-Week Impressions	2,175,283,029
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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	1,590
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4-Week Impressions	65,345,402
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Markets Reached	19
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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	143
4-Week Impressions	8,580,000
Markets Reached	2



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	89
-----------------	----

4-Week Impressions	231,837,432
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Markets Reached	3
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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	664
-----------------	-----

4-Week Impressions	43,160,000
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Markets Reached	5
-----------------	---



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Unlock the real power of OOH.

sales@placeexchange.com

