



# Run your messaging with DOOH at major marathons across the U.S.

From coast to coast, your brand can go the distance by tapping into Place Exchange's national footprint of premium digital inventory with full coverage of all major DMAs.

**55k**

runners participated in the 2024 New York City Marathon<sup>1</sup>

**2 million**

spectators watched the 2024 New York City Marathon<sup>1</sup>

**30k**

runners participated in the 2024 Boston Marathon<sup>2</sup>

**52k**

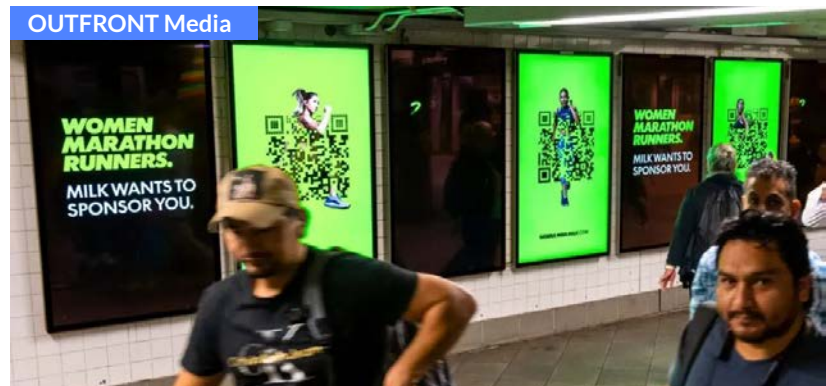
runners participated in the 2024 Chicago Marathon<sup>3</sup>

Source: <sup>1</sup>The New York City Marathon, 2024, <sup>2</sup>The Boston Marathon, 2024, <sup>3</sup>The Chicago Marathon, 2025

## Place Exchange's programmatic DOOH marketplace offers:

- Alignment with major events and the ability to "join the conversation"
- Unmatched scale of premium OOH media
- Advanced audience targeting capabilities
- Ability to deliver true DOOH dynamic creative across screens
- Unified workflow & reporting in omnichannel DSPs
- Device-level data for analytics, attribution & retargeting
- Complete transparency around every media buy
- No arbitrage or hidden fees, ever

Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more



## Leverage advanced targeting capabilities

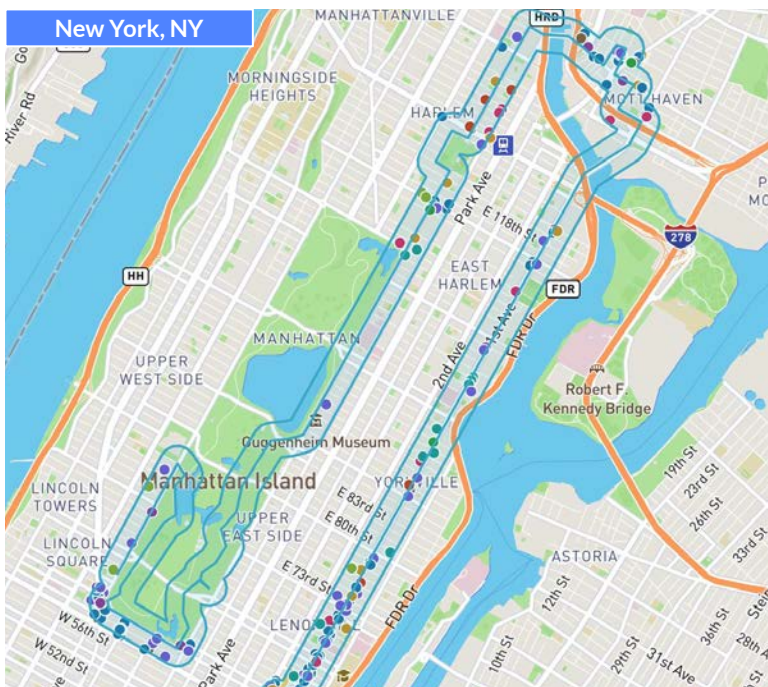
- Precise location targeting at any level of granularity - from nationwide to cities, zip codes, POIs, custom geofences, down to individual screens
- Venue and asset category targeting
- 1st and 3rd party audience targeting
- Precise dayparting for specific events and times, including marathon routes

## Engage consumers in a wide variety of real-world contexts

- On their daily journeys throughout the day with street furniture and billboards
- Outside and inside mass transit hubs as spectators and runners make their way to the event
- At bars and restaurants where spectators congregate
- At health clubs, grocery and convenience stores where runners prepare for the big day









## Example: Target by marathon route

Map showing the New York City Marathon route, and the street-side, retail, and entertainment inventory along the Manhattan and Bronx segments.



- Total Screens on full marathon route: **784**
- Impressions (4-week): **381 million**

### Legend

Urban Panels	
Pharmacies	
Casual Dining	
Convenience Stores	
Subway Platforms	
Apartment Buildings	
Grocery Stores	
Office Buildings	
Marathon Route	