



Place Exchange Media Kit **Canada**



Overview





Drive results in the physical world.

From highways to elevators, malls to airports, subways to taxis, and arenas to street corners, the vast and growing scale of digital media in the physical world presents enormous opportunities for brands. OOH offers massive reach and high-impact experiences woven into consumers' daily journeys between home, work, shopping, and entertainment.

All without the fraud, viewability, and brand safety issues that have plagued other media. But it could never be bought truly programmatically, until now.

Real programmatic out of home.

Place Exchange unifies execution, reporting, and attribution for OOH with other programmatic channels for the first time – all with unmatched scale, full transparency, and built-in brand safety.



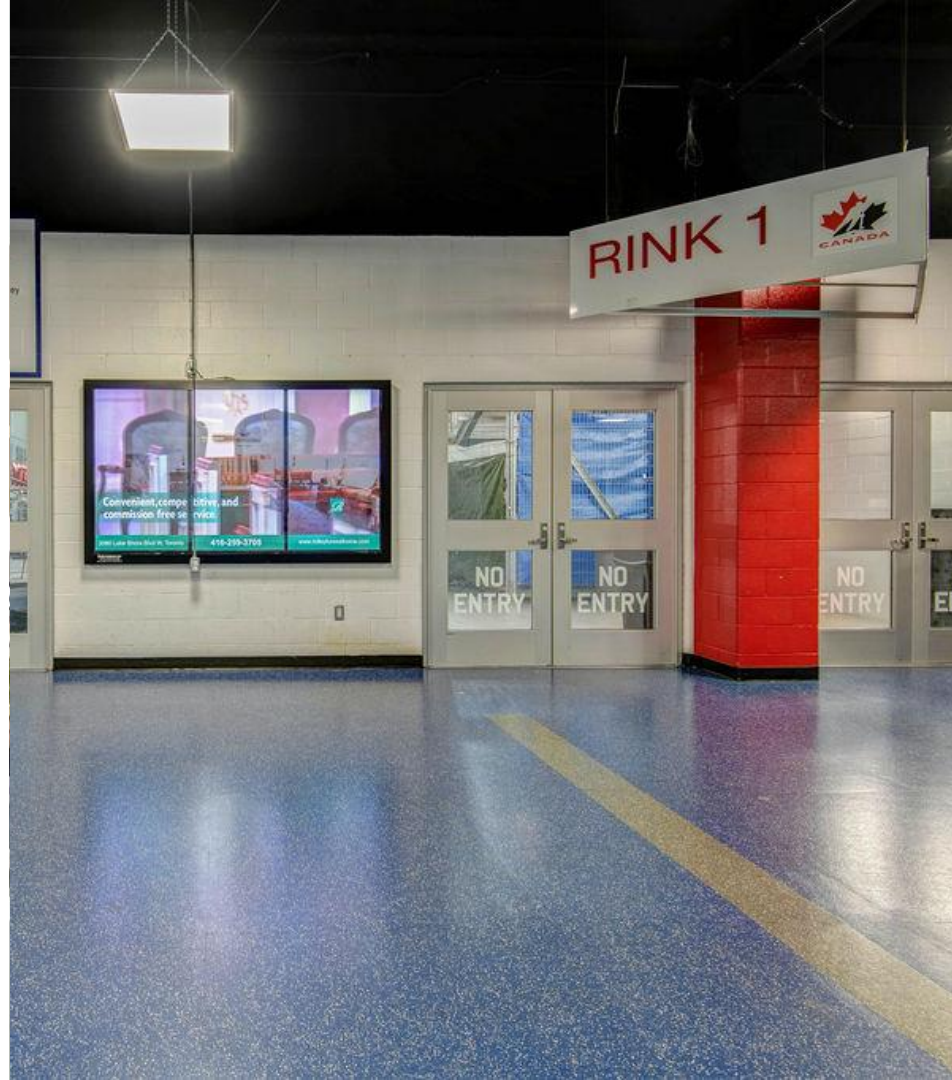
Simple & Transparent Execution

- Open auction RTB and private deal buying
- Support for standard IAB creatives and custom OOH creatives
- No arbitrage or hidden fees
- Fully transparent media, with no bundling



True Omni-Channel Integration

- Unified workflows with online and mobile campaigns
- Single point of management for budgets across OOH and other media
- Third-party ad tag tracking support



Focus on Performance and Results

- Log-level impression data for planning, optimization, and analytics
- Unified device-level attribution with other channels (*coming soon*)
- Ability to drive and measure impact at every stage of the funnel



Supply & Demand Integrations



Place Exchange provides access to the vast majority of premium OOH supply, with coverage of Canada's largest markets, across all major formats.

Direct integrations with the largest Canadian media owners

Coverage in Canada

Digital Screens 22,476

4-Week Impressions 9.7 billion

Cities Reached 490



ALLVISION

astral

brandedcities

CAPTIVATE

directwest



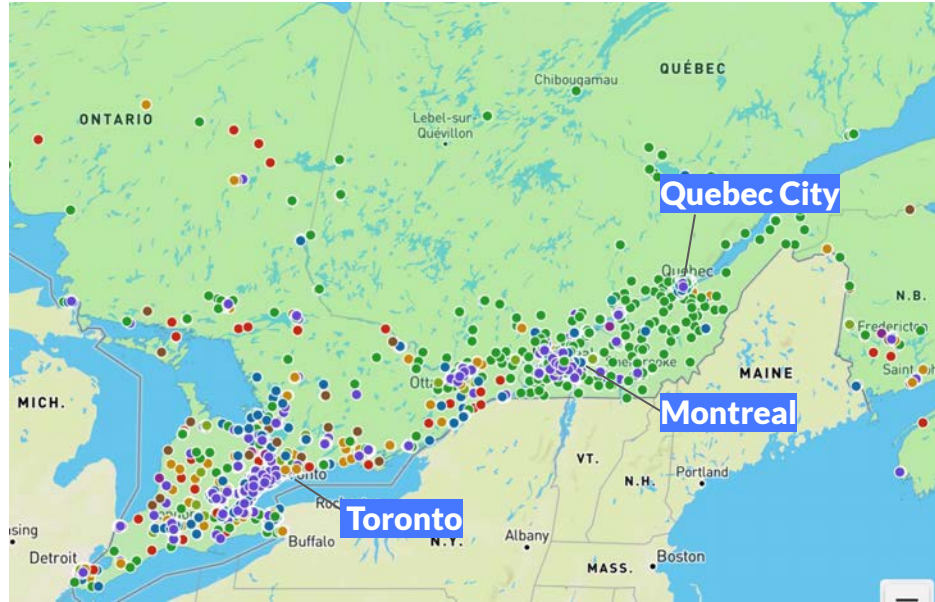
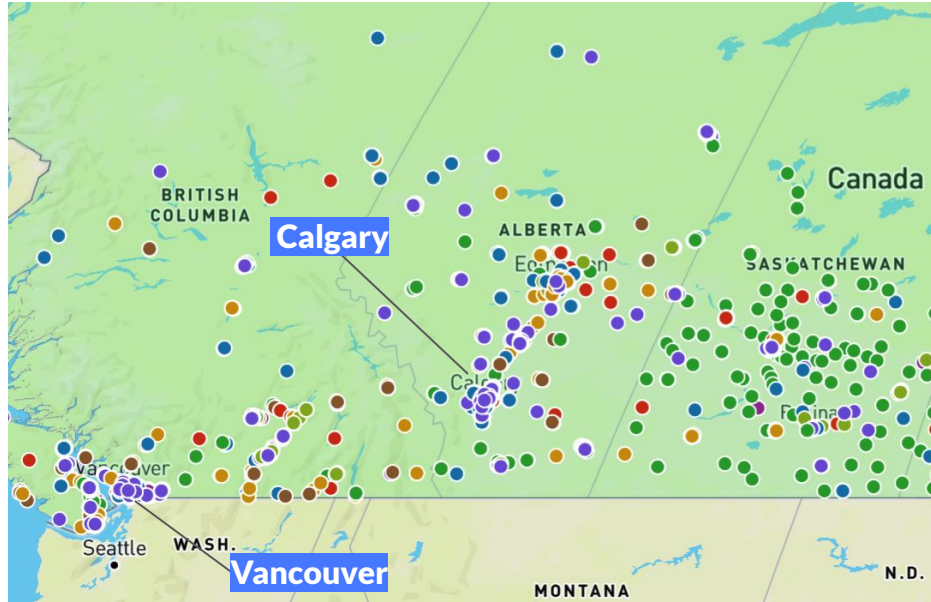
OUTFRONT



TouchTunes



Place Exchange enables access to all Canadian markets



Place Exchange is
integrated with
leading global DSPs
providing immediate
demand



Media Types

Place Exchange partners with top publishers to provide access to a diverse array of premium digital assets in a wide variety of consumer contexts.



Place Exchange Media Types

Category	Examples
Airports	Gate, Terminal & Baggage Claim Displays, Lounges, Restaurants & Bars, Shops
Billboards	Bulletins, Posters, Wall Murals
Gas Stations	Pump Transaction Screens, Electric Vehicle Charging Kiosks
Hotels	Lobbies, Elevators
Health Clubs	In-gym TVs, Vending Machines
Office Buildings	Movie Theater Lobbies
Point of Care	Lobby Displays, Elevator Displays, Vending Machines
Restaurant & Bars	Waiting-room Displays



Place Exchange Media Types

Category	Examples
Retail Locations	Digital Displays in Malls, Shopping Centers, and Stores
Spectaculars	Dominations, Custom Large Format Installations
Street Furniture	Bus Shelters, Digital Urban Panels, Kiosks, Newsstands
Supermarkets & Convenience Stores	In-Store Displays, Pharmacies, POS Displays
Transit	Platform Displays, Station Entrances
Universities	Vending Machines, Dining Halls

Airports

Leverage airport assets prominently placed in concourse areas, shops, restaurants and bars, gates, lounges, and baggage claim areas, reaching large numbers of both business and leisure travelers.

- **Examples:** Gate, Terminal, & Baggage Claim Displays, Lounges, Restaurants & Bars, Shops
- **Publishers:** Adapt, AdStash, Pattison, & ReachTV

Coverage

Digital Screens	218
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4-Week Impressions	150M+
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Images are for illustrative purposes only



Billboards

These large-format, elevated digital displays deliver maximum exposure to vehicular traffic on expressways and highways, and to pedestrians in urban environments.

- **Examples:** Bulletins, Posters, Wall Murals
- **Publishers:** Adapt Media, Astral, Allvision, Branded Cities Canada, Pattison, Vendo

Coverage

Digital Screens	1,300+
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4-Week Impressions	7B+
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Images are for illustrative purposes only



Entertainment & Leisure

Large screens in reserved group locations, shared spaces, and on HD spectaculars in entertainment and leisure venues reach consumers when they are having fun and in a positive mood. Guests spend on average 2 hours per visit at these venues.

- **Examples:** Displays & Spectaculars in Entertainment Venues
- **Publishers:** Adstash, Astral, Captivate CA, Rockbot, Rogers Sports Media, TouchTunes

Coverage

Digital Screens	3,000
4-Week Impressions	1.3B+



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Gas Stations

Digital screens at gas stations engage consumers and amplify brand messaging. Reach targeted audiences at scale across thousands of fuel retailers.

- **Examples:** Pump, Point of Sale
- **Publisher:** AdStash, AtmosphereTV

Coverage

Digital Screens	55,721
Monthly Impressions	857M+



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Health Clubs

Digital displays in health clubs deliver relevant content and advertising to valuable audiences in specific consumer contexts.

- **Examples:** In-Gym TVs, Vending Machines
- **Publishers:** Ads Alfresco, AdStash, Atmosphere TV, Rockbot, Zoom Media - CA

Coverage

Digital Screens	1,847
4-Week Impressions	1.4B+



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Office Buildings

Office digital screens positioned within lobbies and elevators provide a platform to connect with an influential audience in a captive environment during the workday.

- **Examples:** Lobby Displays, Elevator Displays, Vending Machines
- **Publishers:** Adapt Media, AdStash, Captivate, Pattison, Rogers Sports Media

Coverage

Digital Screens 755

4-Week Impressions 390M+



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Point of Care

Digital screens positioned in waiting rooms at doctor's offices provide a unique opportunity to connect with patients and providers.

- **Examples:** Waiting-room Displays
- **Publishers:** AdStash

Coverage

Digital Screens	962
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4-Week Impressions	3M
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Residential Buildings

Digital screens positioned within the lobbies and elevators of luxury residential buildings enable marketers to reach consumers with purchasing power throughout the day.

- **Examples:** Digital displays in residential elevators and lobbies
- **Publishers:** AdStash, Captivate, Pattison, Rogers Sports Media

Coverage

Digital Screens	800
4-Week Impressions	125M+



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Restaurants & Bars

Premium TV screens situated in highly-visible locations within each venue. Reach consumers in their moments of leisure and relaxation. Screens average dwell times of up to 2 hours.

- **Example:** Restaurant & Bar TVs
- **Publishers:** AdStash, Astral, Rockbot, Rogers Sports Media, TouchTunes

Coverage

Digital Screens	2,624
4-Week Impressions	200M+



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Retail Locations

Premium digital screens strategically placed within retail locations give access to consumers at the point-of-purchase and deliver contextually relevant messaging to shoppers.

- **Example:** Digital Displays in Malls, Shopping Centers, Retail Stores
- **Publishers:** Adapt Media, AdStash, Astral, Rockbot, SellrTV

Coverage

Digital Screens	643
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4-Week Impressions	2B
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Spectaculars

Spectaculars are designed to elevate brands, and command attention in high traffic urban spaces. These eye-catching units take the traditional billboard to the next level with massive size, non-standard structures, and custom designed elements.

- **Examples:** Dominations, Custom Large Format Installations
- **Publishers:** Branded Cities, Vendo Media

Coverage

Digital Screens	160
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4-Week Impressions	801M+
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Images are for illustrative purposes only



Street Furniture

Strategically placed throughout consumers' daily journeys, these eye-level, free-standing structures offer engaging advertising experiences that can be localized for contextual relevance.

- **Examples:** Bus Shelters, Digital Urban Panels, Kiosks, Newsstands
- **Publishers:** Adapt, AdStash, Astral, Lamar, Rogers Sports Media

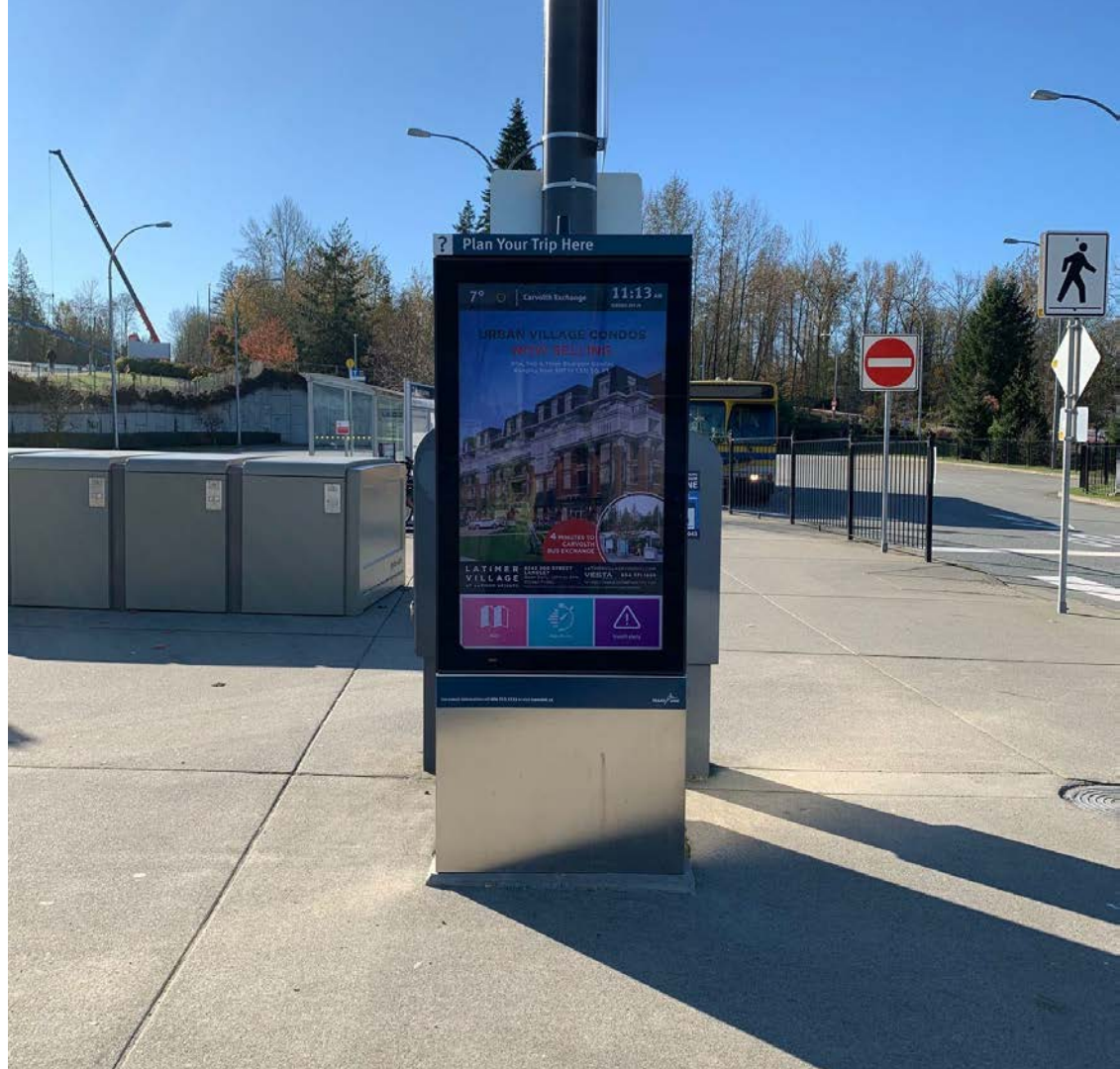
Coverage

Digital Screens	231
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4-Week Impressions	265M+
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Images are for illustrative purposes only



Transit

Transit screens marry advertising with frequently updated transit content, drawing consistent attention from captive commuters on-the-go.

- **Examples:** Subway Platform Displays, Bus Stations, Railway Displays, Station Dominations
- **Publishers:** AdStash, Astral, Branded Cities, Pattison, ReachTV, Rogers Sports Media

Coverage

Digital Screens 711

4-Week Impressions 3B+



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Creative Compatibility

Deliver ads seamlessly with the rest of your programmatic campaigns to ensure ease of execution



Native OOH Display Formats

High-resolution, full-screen creative that align with the asset and venue to ensure maximum impact and relevance.

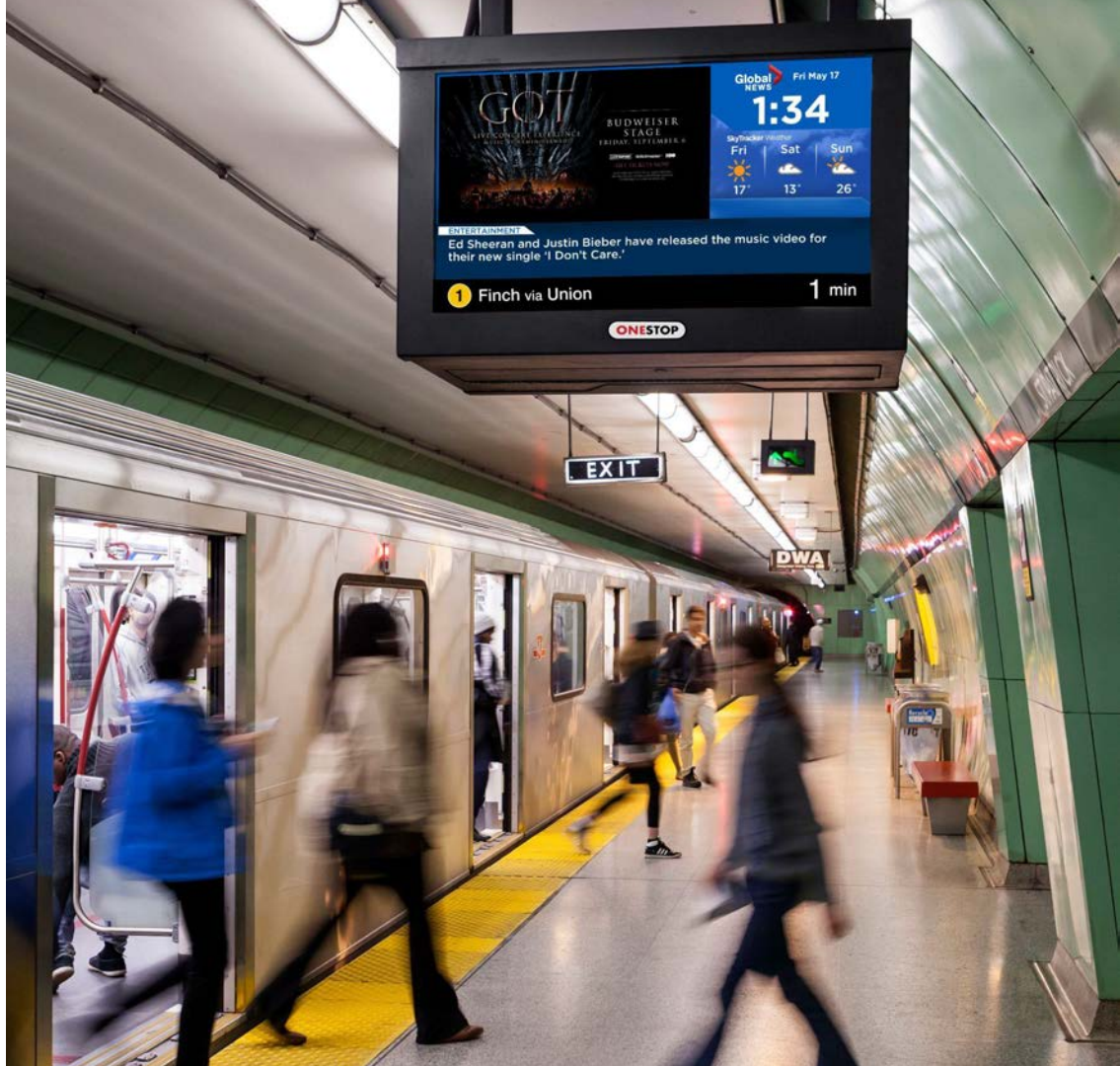
Top OOH Native Display Formats

Display Resolution	Aspect Ratio
1080 x 1920	9:16
1920 x 1080	16:9
1024 x 768	4:3
1400 x 400	7:1
840 x 400	21:10

All native OOH display formats are supported.



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Standard IAB Display Formats

Leverage existing digital ads being delivered across other digital channels to maximize efficiency and ease. Supported ad sizes include:

- 300x250
- 728x90



Video

Standard video formats supported across all PX video inventory, including 16:9, 9:16, 4:3.

VAST support across the majority of premium OOH inventory.

Video Specs

- **Protocol:** VAST / Wrapped VAST
- **Mime Type:** video / mp4
- **Preferred Codecs:** H.264 / AVC / MPEG-4 AVC / MPEG-4 part 10



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Targeting

Reach your desired audience in meaningful ways through a variety of targeting capabilities



Place Exchange Targeting Capabilities

A circular graphic with a blue tint. The background image shows a crowd of people in an urban setting, with some individuals in the foreground looking towards the camera. The word "Audience" is centered in white text.

Audience

A circular graphic with a blue tint. The background image shows a city street with tall buildings, a pedestrian bridge, and a group of people walking. The word "Location" is centered in white text.

Location

A circular graphic with an orange tint. The background image shows a retail store interior with shelves stocked with various products, including books and magazines. The words "Physical Context" are centered in white text.

Physical
Context

Audience

The power of OOH lies in its ability to reach groups of highly desirable consumers at the same time. Place Exchange can match first and third party audiences to locations, delivering ads to the places those audiences index highest.

Audience Data (not exhaustive)

- Demographics
- Psychographics
- Lifestyles
- Digital Behaviors
- In-market and purchase behaviors



Location

Target geographies with precision across a wide variety of physical contexts.

Location Options

- Points of Interest (POI)
- Custom Geofences
- Zip Codes
- Cities / DMAs
- States



Physical Context: Surroundings

Ensure brand relevance to real-world surroundings by targeting distinct areas with a high concentration of desired audiences.

Example Contexts (not exhaustive)

- Shopping centers
- Business districts
- Nightlife destinations
- Public parks
- Sporting arenas



Physical Context: Venues

Target audiences based on the space in which the display is located, reaching consumers in specific environments that matter to your brand.

Example Venues (not exhaustive)

- Grocery Stores
- Gyms
- Subway Platforms
- Bars



Optimization & Measurement

Utilize device-level data to drive campaign optimization and power digital attribution, all in exactly the same way as for other programmatic channels



OOH Campaign Optimization

Place Exchange's proprietary integration with omnichannel DSPs enables buyers to optimize campaigns mid-flight.

Optimization Levers examples:

- Publisher / Network
- Screen / Venue
- Creative
- Location
- Time of day

Optimization can drive to any pixel-able event:

- Site/app page visits
- Digital conversions (CPA/CPL)
- Shopping cart value
- ...And more



Measurement

Place Exchange's patented IP captures and passes mobile device IDs on individual impressions, allowing marketers to perform digital attribution and decisively measure impact.

Metrics supported:

- Cost per Page Visit
- Cost per Conversion
- ROI / ROAS
- Baseline or incrementality/lift

Place Exchange enables the native digital attribution process within DSPs and can also export log-level impression data, including device IDs, for use with other measurement & analytics platforms.

Place Exchange can also enable upper funnel branding and engagement metrics, including brand awareness and affinity, purchase intent, tune-in, and foot traffic, and more.



Unlock the real power of OOH.

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