



Place Exchange Global Media Kit

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Place Exchange is the leading DOOH SSP for omnichannel marketers



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. Digital 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 DOOH 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, PMP and PG buying

Support for existing digital assets and custom DOOH 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 DOOH 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

Ability to drive and measure impact at every stage of the funnel



Why programmatic buyers choose

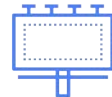
Place Exchange



Seamlessly integrated
with the world's largest
omnichannel DSPs



Execute across any buy type with
universal transaction and
creative format support



Access the largest premium
OOH supply footprint in the
world



Reach your ideal customer with
actionable audience segments



Prove campaign impact
with 3rd party measurement,
MAID passback, and PerView



Leverage 20+ years
of specialized OOH innovation
and expert service

Supply & Demand Integrations

DIRECTV
ALL YOUR ENTERTAINMENT.
NOTHING ON YOUR ROOF.
DIRECTV'S SATELLITE-FREE

The largest premium OOH supply in the world

spanning every major format and venue

257B+

monthly
impressions

182B+

United States
impressions

660+

media owner
integrations

40+

venue
categories

All inventory fully certified by [Place Exchange Clear](#)

Reach six continents on one platform

CANADA

63,496
screens

56 publishers

EMEA

166,291
screens

232 publishers

USA

1,396,919
screens

279 publishers

ASIA

67,727
screens

14 publishers

LATAM

91,535
screens

60 publishers

AFRICA

2,255
screens

68 publishers

AUSTRALIA & NZ

10,244
screens

21 publishers

The most extensive footprint of premium DOOH supply



Integrated with the world's leading DSPs



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FERRETERIA INDO

LA CASA

Media Types

Place Exchange Media Types

Category	Examples
Airports	Gate, Terminal & Baggage Claim Displays, Lounges, Restaurants & Bars, Shops
Billboards	Bulletins, Posters, Wall Murals
Entertainment & Leisure	Displays & Spectaculars in Entertainment Venues
Gas & Charging Stations	Pump Transaction Screens, Electric Vehicle Charging Kiosks
Health Clubs	In-gym TVs, Vending Machines
Mobility	Taxi & Car Top Displays, In-car TVs, Mounted Vehicle Panels
Movie Theaters	Movie Theater Lobbies, On-screen
Office Buildings	Lobby Displays, Elevator Displays, Vending Machines
Point of Care	Waiting-room Displays

Place Exchange Media Types

Category	Examples
Residential Buildings	Elevator & Lobby Displays
Restaurant & Bars	Restaurant & Bar TVs
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, In-Store Audio, 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 Media, AdStash, AMC Networks, Branded Cities, Clear Channel Air, Global UK, Intersection Air, JCDecaux, Lamar, ReachTV, Rockbot & more.

Coverage

Digital Screens **15,500+**

4-Week Impressions **22.8B+**

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: Adams Outdoor, Adkom, Alight Media, Allvision, Astral, Branded Cities, Brapex, City Outdoor Clear Channel, DooHmain, EME.PE, Greensigns, Global Netherlands, GPOvallas, IQOOH, JCDecaux, Lamar, LatinAd, London Lites, New Tradition, Pattison, Trailhead, Ocean Outdoor, OOHTV, OUTFRONT, Smart Outdoor, Vendo, WOW Media, & more.

Coverage

Digital Screens	38,500+
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4-Week Impressions	76.6B+
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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: Blue Billboard, Cedar Fair, LatinAds, OBM, Shark Experience, Topgolf, Tumedio & more.

Coverage

Digital Screens **558,000+**

4-Week Impressions **5.2B+**

Images are for illustrative purposes only



Gas & Charging Stations

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

Examples: Pump Transaction Screens

Publisher: AdStash, EOS Linx, Fuel Media TV, GSTV, Jolt, Lab Media, Loop Media, SPIN, Swiftmile, & more.

Coverage

Digital Screens	285,000+
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4-Week Impressions	8.4B+
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Images are for illustrative purposes only



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: Atmosphere TV, AdStash, Blue Billboard, LatinAds, Loop Media, OOHTV, NEO OOH, REVTV, Rockbot, Vengo, WeTek, Zoom Media/GymTV & more.

Coverage

Digital Screens **86,000+**

4-Week Impressions **6.7B+**

Images are for illustrative purposes only



Mobility

Leverage eye-catching placements on top and inside of rideshare vehicles and taxis. Engage your audience with highly-targeted digital creative that moves across the city reaching every street and neighborhood, in places where stationary OOH displays can't go.

Examples: Taxi & Car Top Displays, In-car TVs

Publishers: AdWay, Curb, Firefly, Octopus, OLA Media, SOMO, Uber & more.

Coverage

Digital Screens	140,500+
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4-Week Impressions	15B+
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Images are for illustrative purposes only



Movie Theaters

Make a lasting impression to moviegoers with high-definition poster displays, to large-format spectacular video walls placed strategically in cinema lobbies and on cinema screens across the country.

Examples: Displays & Spectaculars in Movie Theater Lobbies, on screen

Publishers: CEN Media, Cineplex, NCM, Pecan Pie Productions, Screenvision, Spotlight Cinema Networks & more.

Coverage

Digital Screens

65,900+

4-Week Impressions

1.6B+

Images are for illustrative purposes only



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, Atmosphere TV, Blue Billboard, Captivate, ECN, LatinAd, Loop Media, Pattison, Screenverse Office, Vengo, Vertical Impression & more.

Coverage

Digital Screens **73,000+**

4-Week Impressions **11.9B+**

Images are for illustrative purposes only



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: AtmosphereTV, Blue Billboard, Constant Media, Health Media Network, Innovare Media, LatinAd, OOHTV, Patient Point, Pursuant Health, Screenverse Health, Vengo & more.

Coverage

Digital Screens	74,000+
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4-Week Impressions	2.5B+
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Images are for illustrative purposes only



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, Atmosphere TV, Captivate, Geometria, JavaTap, Loop Media, Pattison, Screenverse, Vengo, Vertical Impression & more.

Coverage

Digital Screens

123,500+

4-Week Impressions

24.4B+

Images are for illustrative purposes only



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: ACMS, AdStash, Astral, Atmosphere TV, Blue Billboard, Finch, Loop Media, MiXR, Perpetual Media, ReachTV, Rockbot, OOHTV, Public, Smartify, TouchTunes, TuMedio, TVM DOOH & more.

Coverage

Digital Screens **226,000+**

4-Week Impressions **32B+**

Images are for illustrative purposes only



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: AdPlanet, AdStash, Advana, AtmosphereTV, Dolphin Digital, Enlighten, Geometra, Grocery TV, Global, KeyMe, LatinAd, Loop Media, Macerich, OOHTV, Perpetual Media, Retail Fluent, Redbox, Rockbot, New Tradition, SellrTV, Simon, TuMedio, Westfield, Winkle Media & more

Coverage

Digital Screens **55,000+**

4-Week Impressions **29B+**

Images are for illustrative purposes only



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, City Outdoor, Clear Channel, Dream Media, IQOOH, New Tradition, Ocean Outdoor, Open Media, OUTFRONT, The Great Outdoor & more.

Coverage

Digital Screens **1,000+**

4-Week Impressions **5B+**

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: Alight Media, A Lot Media, Astral, Clear Channel, Corner Media, DOOHMain, Global via Publica, Intersection, Ike Smart City, JCDecaux, Mass Media, Ocean Outdoor, OUTFRONT, Global Netherlands & more.

Coverage

Digital Screens	39,000+
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4-Week Impressions	63.6B+
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Images are for illustrative purposes only



Supermarkets & Convenience Stores

Digital screens strategically placed give access to consumers at the point-of-purchase and deliver contextually relevant messaging to shoppers.

Examples: In-Store Displays, In-Store Audio, Pharmacies, POS Displays

Publishers: Adapt Media, AdStash, AdPlanet by Coinstar, ATM.TV, Atmosphere TV, Cooler Screens Enlighten, Grocery TV, InStore Audio Network, Loop Media, NRS, Pursuant Health, Screenverse Essential, SellrTV, Starlite Digital, Vengo & more.

Coverage

Digital Screens **261,000+**

4-Week Impressions **52.7B+**

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: Astral, Branded Citites, Clear Channel, Intersection, Global Netherlands, Global via Piublica, JCDecaux, Lamar, LatinAd, New Tradition, Pattison, OUTFRONT, OOHTV, Pixology, Smart City & more.

Coverage

Digital Screens **33,500+**

4-Week Impressions **29.9B+**

Images are for illustrative purposes only



Universities

Digital screens on campus environments allow marketers to reach the next generation of consumers at scale across the country.

Examples: Vending Machines

Publishers: CheddarU, Rockbot, Loop Media, Rouge Media, Vengo & more.

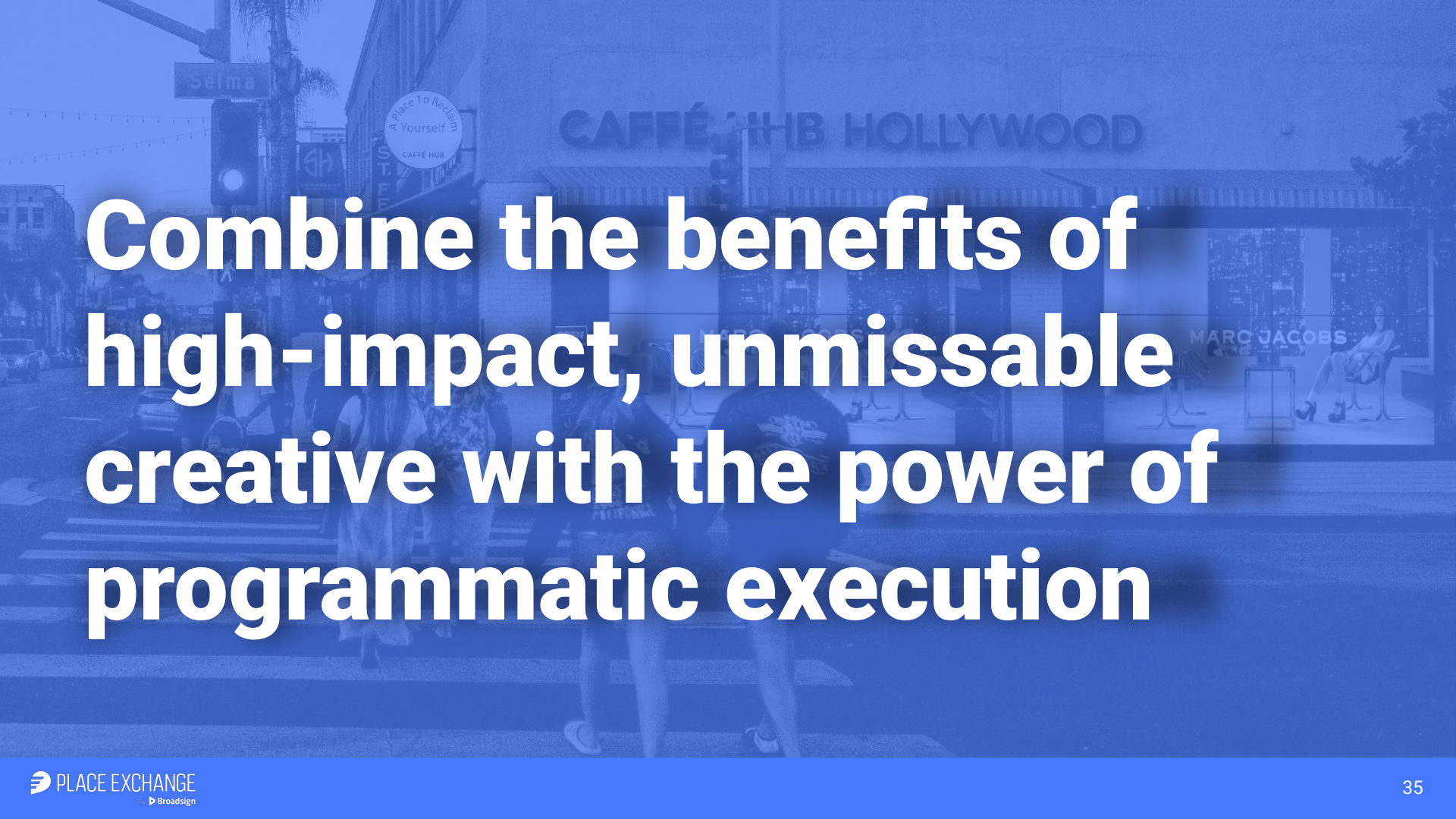
Coverage

Digital Screens **6,500+**

Monthly Impressions **3.3B+**

Images are for illustrative purposes only





**Combine the benefits of
high-impact, unmissable
creative with the power of
programmatically execution**

Creative solutions



Universal Creative

With just a few of the most frequently used creative sizes, you can access 85% of inventory.



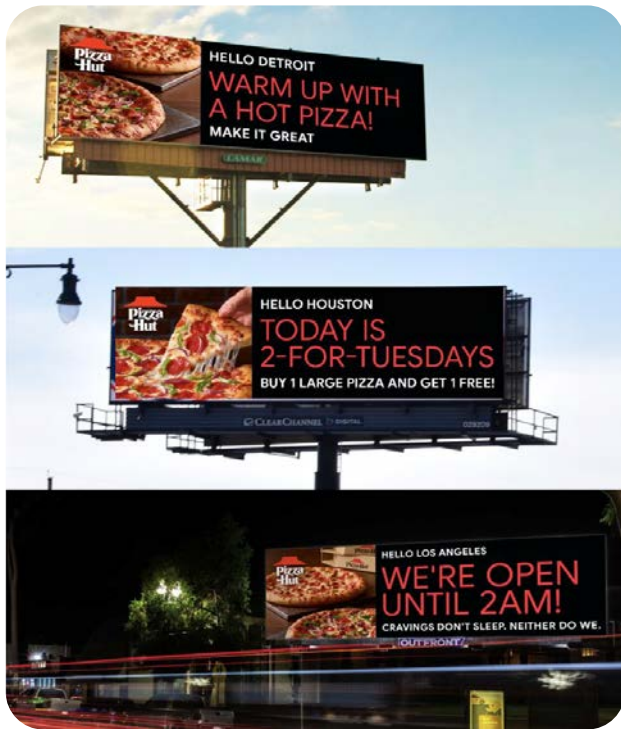
Creative Innovations

Increase engagement with 3D creatives, QR codes, calls to action, and dynamic creative.



Creative Services

Creative services for resizes, mockups, and more, are available.



Place Exchange's dynamic creative solution

Customize your DOOH creatives effortlessly to increase relevance and engagement.

Tailor your ad for each DOOH screen based on factors such as the time and location of the ad being delivered

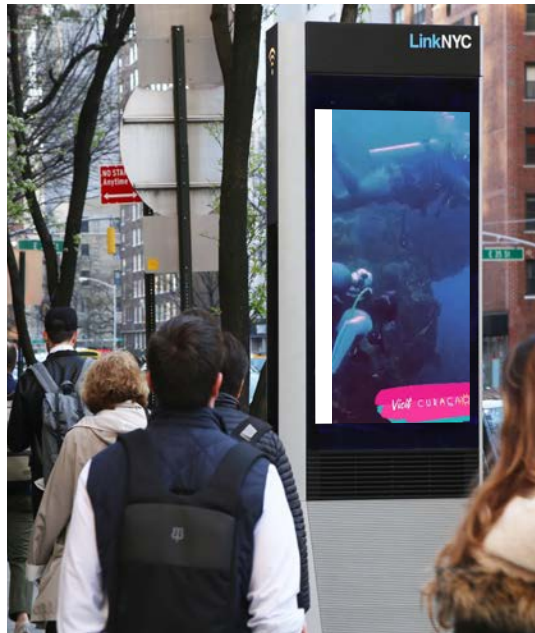
Modify messaging based on relevant data inputs (e.g., weather, sports scores, etc.)

Seamlessly activate dynamic creative campaigns at scale across the majority of PX publishers and DOOH venue types

Activate dynamic creative for DOOH through any preferred DSP

Activate your campaign with third party ad servers





Simplified creatives for buyers

While there are thousands of native sizes in OOH, Place Exchange has worked with publishers to simplify the process for buyers. With just a few of the most frequently used creative sizes, you can access **85% of all Place Exchange inventory**:

TOP 4 VIDEO SIZES (15 SEC DURATION)

1920x1080

1080x1920

1400x400

1280x960

TOP 4 DISPLAY SIZES

1920x1080

1080x1920

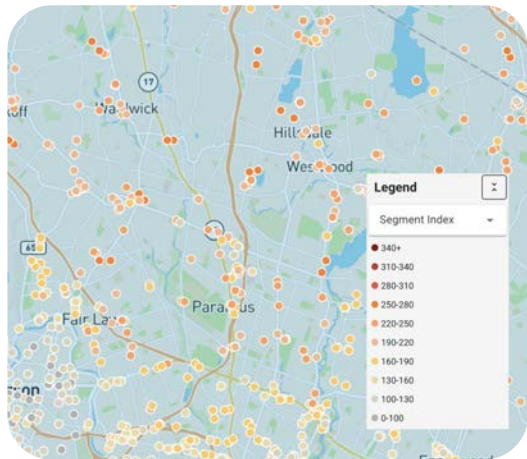
1400x400

840x400



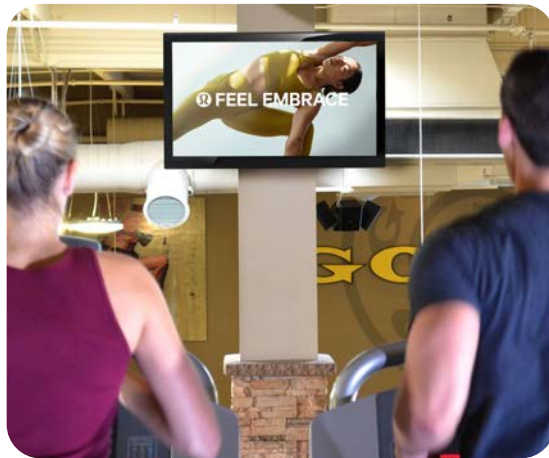
Advanced audience targeting

Robust targeting capabilities



Audience Matching

Deliver impressions to the highest concentration of your 1st/3rd party audience via screen level scoring



Contextual Venue Targeting

Target screens by venue type and physical environment, ensuring your message is delivered in a contextually relevant setting.



Location

Activate inventory at any scale from custom geofences and points of interest to specific DMAs and zip codes.

Plan, forecast, & visualize your campaigns



Granular Inventory Discovery

Map and filter premium inventory by publisher, venue category, and technical specifications.

Proximity & POI Targeting

Isolate screens by geographic radius, custom geofences, or proximity to specific points of interest.

Audience Indexing

Identify high-indexing screens using over 5,000 actionable audience data segments.

Instant Budget Forecasting

Real-time visibility into total impressions, CPMs, and media costs for any inventory selection.

Interactive Campaign Mapping

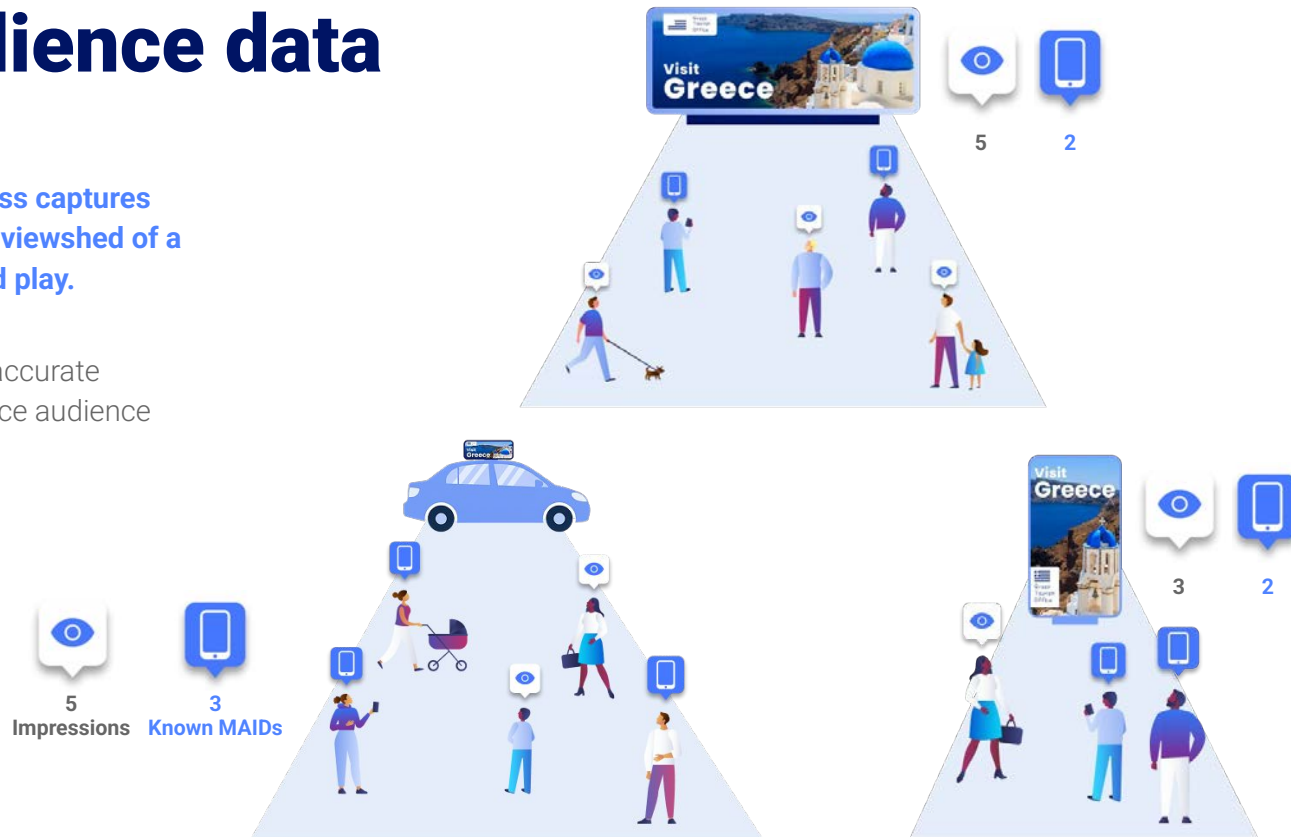
Generate shareable, interactive visualizations of campaign coverage for client approval.

Sophisticated measurement capabilities

Verified audience data

Place Exchange's patented process captures mobile IDs only within the actual viewshed of a screen at the exact moment of ad play.

This ensures the industry's most accurate exposure data for high-performance audience targeting and measurement.



Data solutions for every campaign goal

Move beyond impressions with clear insights designed to prove the real-world impact of your campaign.



Retargeting

Re-engage audiences exposed to your OOH ads across mobile and social to drive higher frequency and conversions.



Third-Party Attribution

Leverage 15+ industry-leading partners to measure lift in brand awareness, web visits, and offline sales.



First-Party Data Integration

Onboard your own customer data to see how your OOH spend specifically influences your target segments.

Proven Reach & Frequency



Understand your campaign's total unique audience with PerView™, our proprietary measurement solution. This tool uses up-to-date mobile data to calculate exactly how many people saw your message across the marketing funnel.



Unlock the

**REAL
POWER**

of

OOH!

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