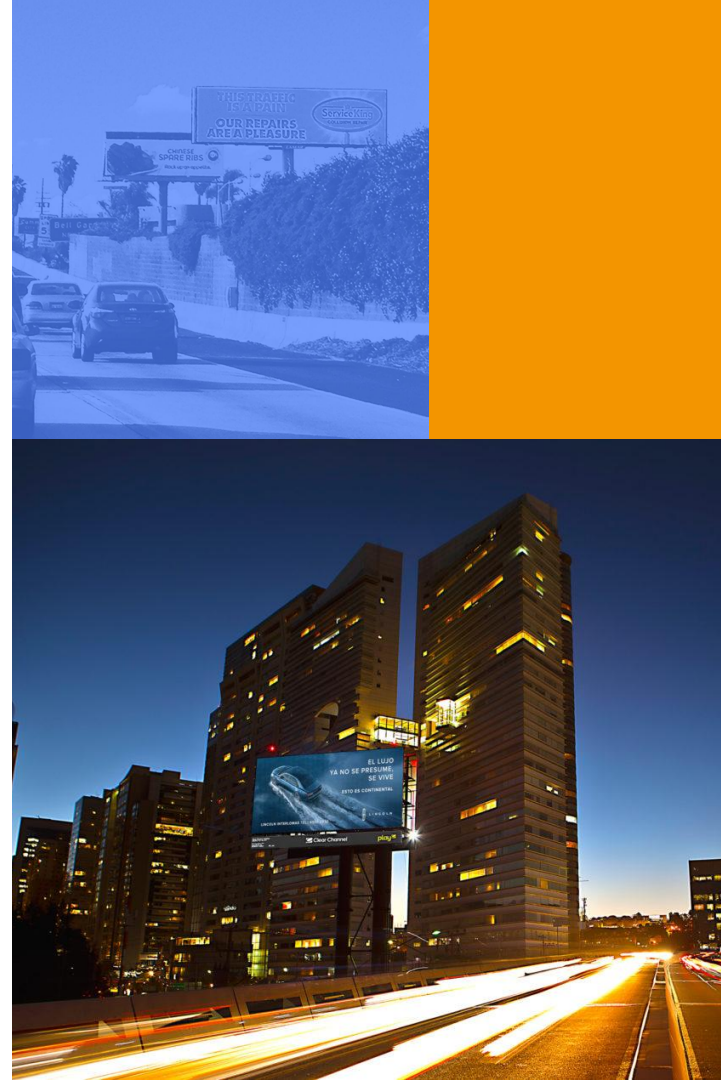# PLACE EXCHANGE

Place Exchange
Media Kit Latin America

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
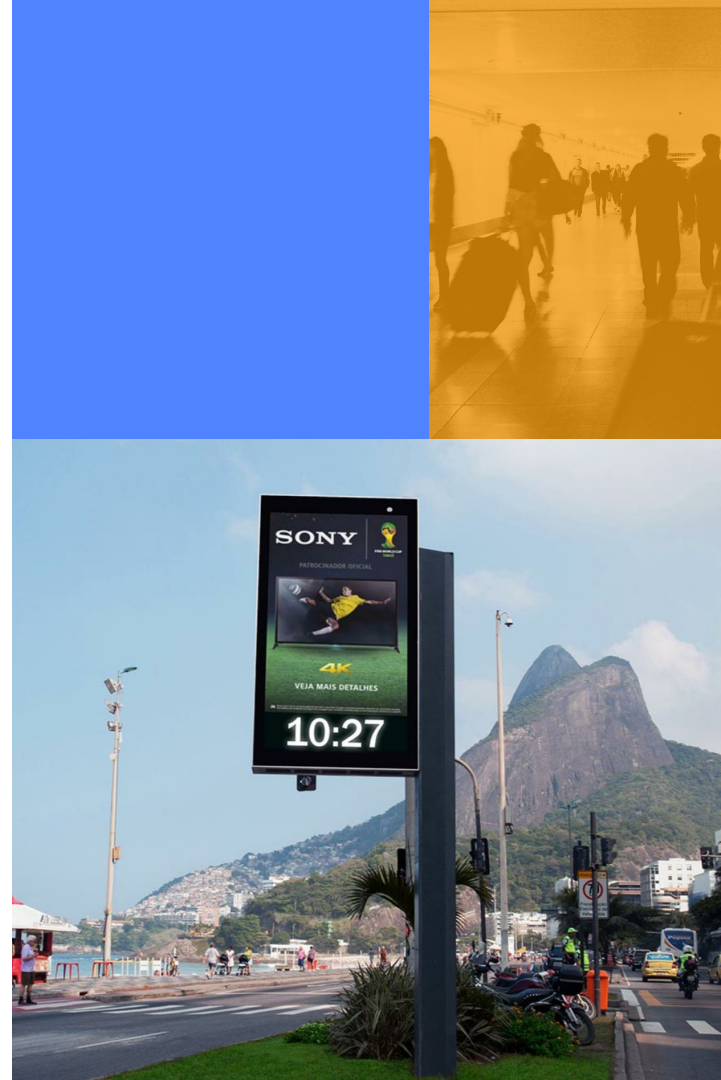- Third-party ad tag tracking support

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 Latin America's largest markets, across all major formats.

Place Exchange has direct integrations with leading premium OOH and place-based publishers, and our portfolio is rapidly growing.

Place Exchange's inventory covers all top markets in Latin America

Mexico City
Cartagena
Cuscos
Rio De Janeiro
Buenos Aires

Mexico
Cuba
Venezuela
Colombia
Ecuador
Peru
Bolivia
Brazil
Paraguay
Argentina

Place Exchange in Latin America

Screen Count: 6,349

4 Week Impressions: 4.4B+

Argentina:
Screen Count: **397**
4-wk Impressions: **267M**

Brazil:
Screen Count: **202**
4-wk Impressions: **335M**

Chile:
Screen Count: **11**
4-wk Impressions: **20M**

Colombia:
Screen Count: **271**
4-wk Impressions: **567M**

Costa Rica:
Screen Count: **147**
4-wk Impressions: **343M**

Dominican Republic
Screen Count: **81**
4-wk Impressions: **79M**

Ecuador:
Screen Count: **99**
4-wk Impressions: **91M**

Guatemala:
Screen Count: **122**
4-wk Impressions: **268M**

Honduras:
Screen Count: **14**
4-wk Impressions: **39M**

Mexico:
Screen Count: **4,696**
4-wk Impressions: **996M**

Panama:
Screen Count: **10**
4-wk Impressions: **20K**

Peru:
Screen Count: **262**
4-wk Impressions: **818M**

Paraguay:
Screen Count: **27**
4-wk Impressions: **42M**

Uruguay:
Screen Count: **10**
4-wk Impressions: **25M**

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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
Billboards	Bulletins, Posters, Wall Murals
Gas Stations	Display Screens
Hotels	Lobbies, Elevators
Health Wellness	In-gym TVs, Vending Machines
Mobility	In-car Display
Office Buildings	Movie Theater Lobbies
Point of Care	Lobby Displays, Elevator Displays, Vending Machines
Restaurant & Bars	Waiting-room Displays
Retail Locations	Digital Displays in Malls, Shopping Centers, and Stores

Place Exchange Media Types

Category	Examples
Street Furniture	Bus Shelters, Digital Urban Panels, Kiosks, Newsstands
Supermarkets & Convenience Stores	In-Store Displays, Pharmacies, POS Displays
Transit	Platform Displays, Station Entrances

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:** Clear Channel Outdoor Mexico, Clear Channel Outdoor Peru, Brapex, Doohmain, EME.PE., LatinAd, OOHTV, Global Publica, GPO Vallas

Coverage

Digital Screens	**1,343**
4-Week Impressions	**2.3B+**

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 in Entertainment Venues

- **Publishers**: AtmosphereTV, LatinAds

Coverage

Digital Screens	**86**
4-Week Impressions	**12M**

Images are for illustrative purposes only

Gas Stations

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

- **Examples:** Store/Price Signage

- **Publisher:** Lab Media

Coverage

Digital Screens	55
Monthly Impressions	87M

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:** Gyms, Salons, Beauty-Wellness

- **Publishers**: Atmosphere TV, LatinAd, OOHTV

Coverage

Digital Screens	**171**
4-Week Impressions	**129K**

Images are for illustrative purposes only

Mobility

Screens positioned within ride-share and taxi cars offer a unique opportunity to connect with on-the-go audiences during their average 20-minute dwell time. This enables advertisers to capture the attention of commuters travelling to and from work, or people heading out for leisure activities.

- **Examples:** Lobby Displays

- **Publishers:** OLA Media

Coverage

Digital Screens	502
4-Week Impressions	121M

Images are for illustrative purposes only

Office Buildings

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

- **Examples:** Lobby Displays

- **Publishers:** Atmosphere TV, LatinAd

Coverage

Digital Screens	**21**
4-Week Impressions	**587K**

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, LatinAd, OOHTV

Coverage	
Digital Screens	**51**
4-Week Impressions	**1.3M**

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:** AdStash, Atmosphere TV, OOHTV

Coverage

Digital Screens	79
4-Week Impressions	10M+

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:** AtmosphereTV, IWall, LatinAd, OOHTV, Winkle Media

Coverage

Digital Screens	**1,076**
4-Week Impressions	**552M**

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:** Clear Channel Outdoor Brazil, Chile, Doohmain, Global Via Publica

Coverage

Digital Screens	**769**
4-Week Impressions	**739M**

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:** Train Platform Displays, Bus Stations, Railway Displays, Taxi

- **Publishers:** Global Via Publica, LatinAd, OOHTV

Coverage

Digital Screens	3,275
4-Week Impressions	385M+

Images are for illustrative purposes only

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.

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

- 1920x1080

- 1080x1920

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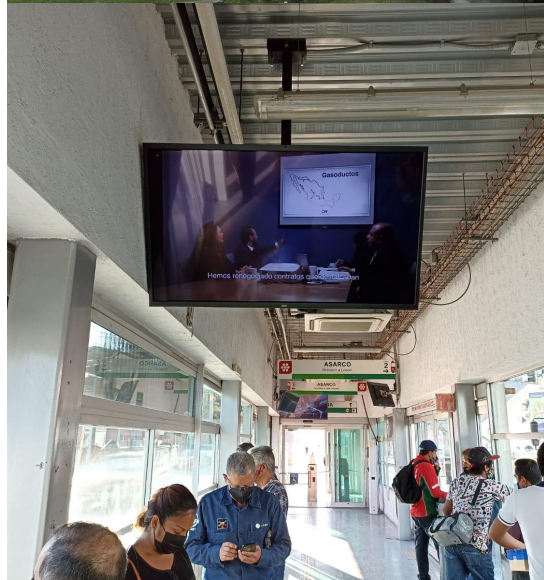
Video

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

Targeting

Reach your desired audience in meaningful ways through a variety of targeting capabilities
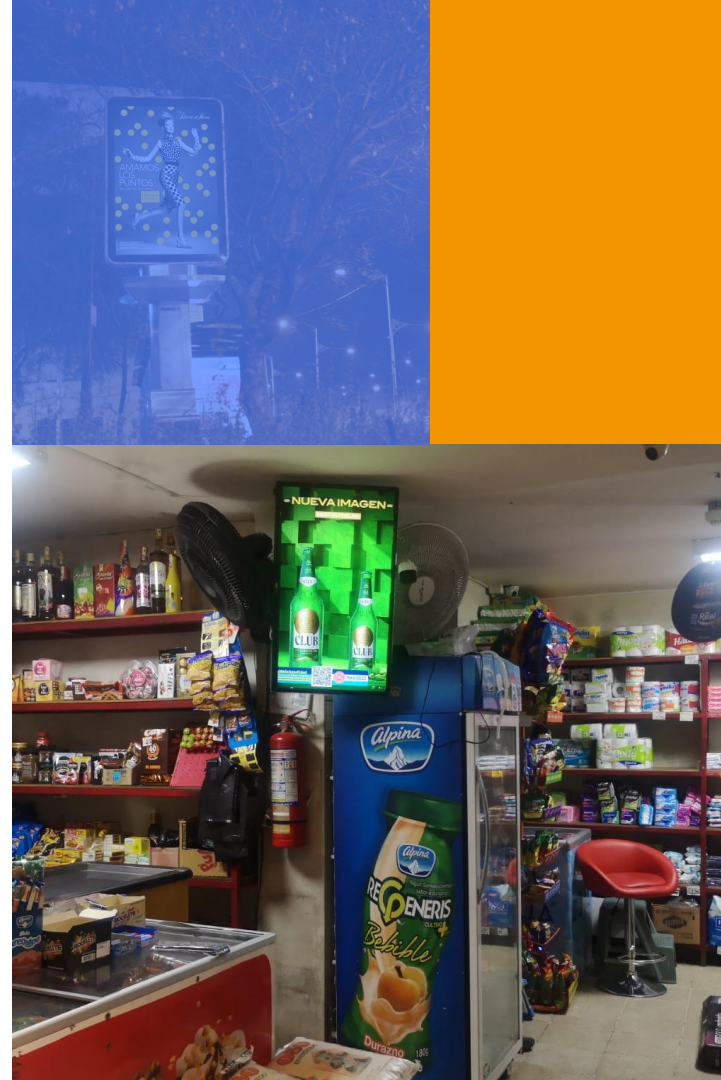
Place Exchange Targeting Capabilities

Audience

Location

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.
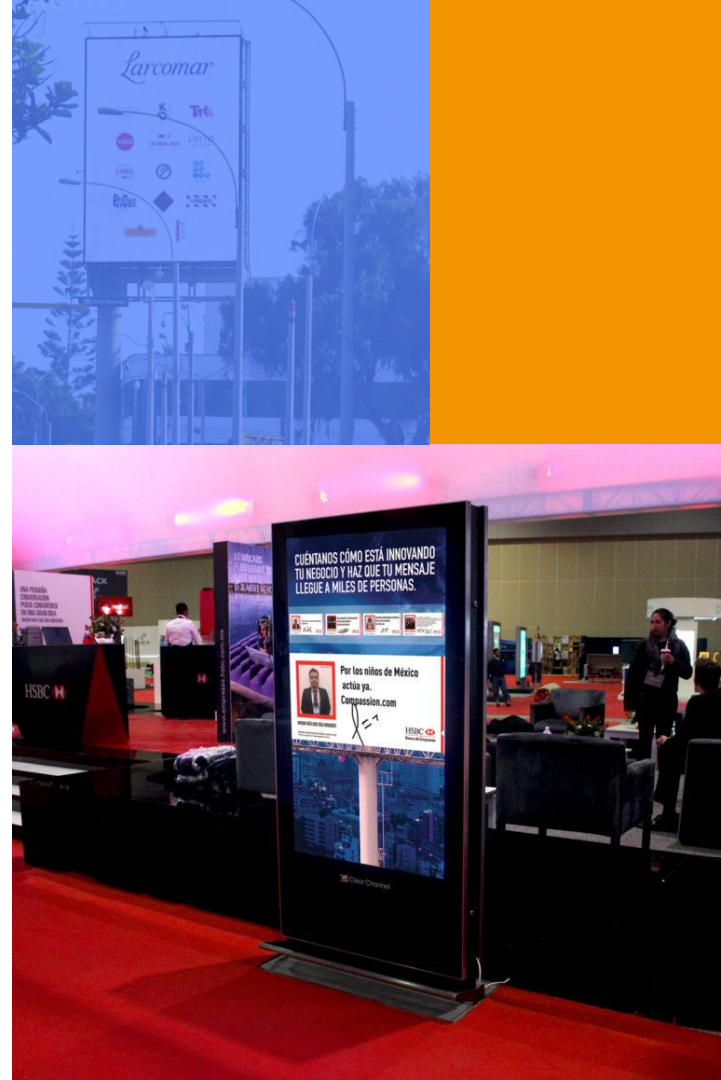
Example Venues (not exhaustive)

- Grocery Stores
- Gyms
- Subway Platforms
- Bars

Optimization

Utilize device-level data to drive campaign optimization 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

Unlock the real power of OOH.

sales@placeexchange.com