



Place Exchange

US Media Kit



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
- 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 full coverage of U.S. DMAs, across all major formats.

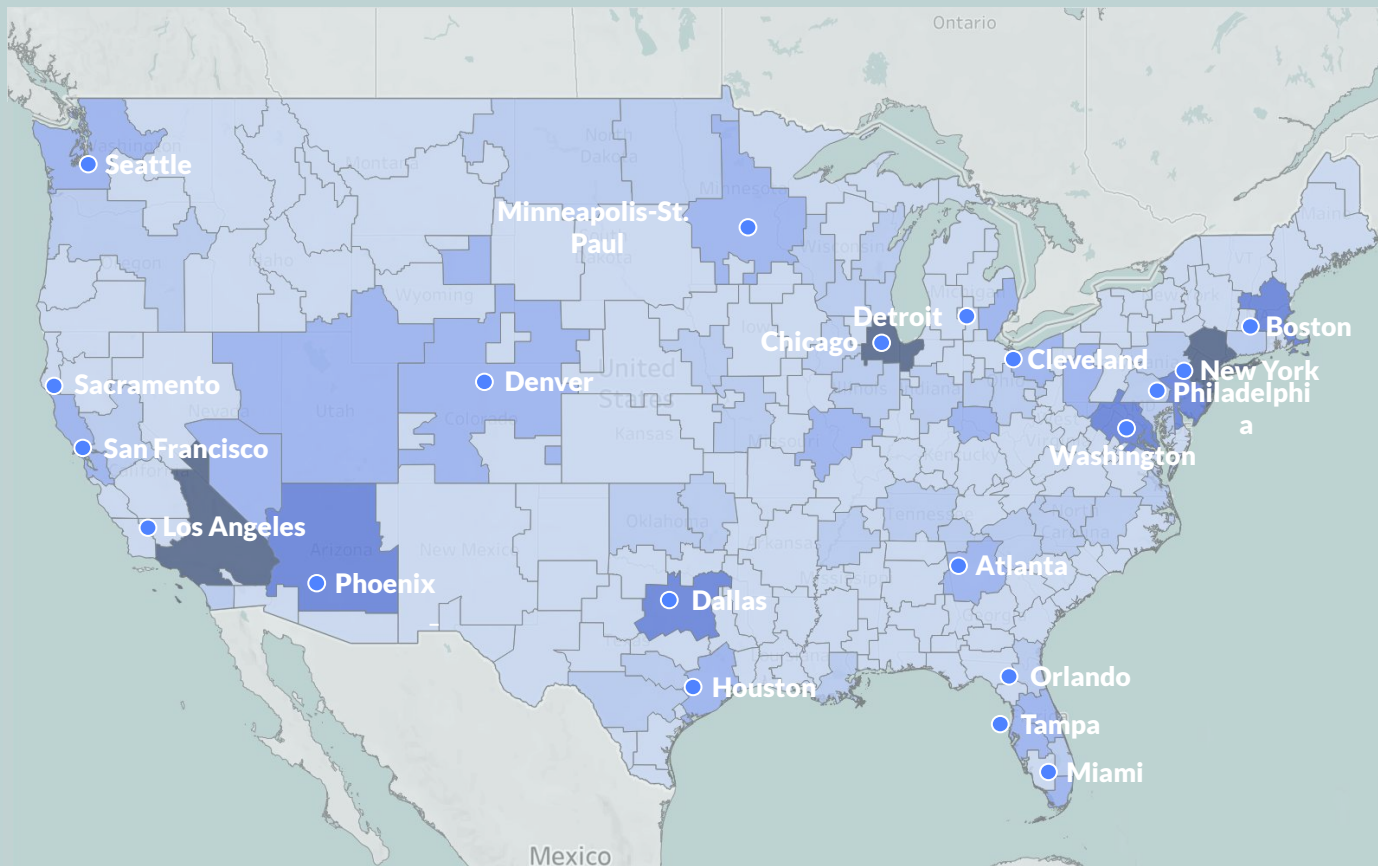
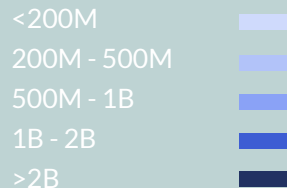
Supply-Side Partners U.S.



Place Exchange covers the entire US, including all top DMAs



4-Week Impressions



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 is
integrated with
leading global DSPs
providing immediate
demand



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
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:** AdStash, Clear Channel Air, Intersection Air, ReachTV, Rockbot & more.

Coverage

Digital Screens	3,859
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4-Week Impressions	2B+
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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:** Adams Outdoor, Adkom, Branded Cities, Clear Channel, Greensigns, JCDecaux, Lamar, Mile High, New Tradition, Trailhead, OUTFRONT, WOW Media, & more.

Coverage

Digital Screens	13,498
4-Week Impressions	22B+



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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:** Cedar Fair, OBM, Shark Experience, Topgolf

Coverage

Digital Screens	26,362
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4-Week Impressions	358M+
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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:** EOS Linx, Fuel Media TV, GSTV, Loop Media, SPIN, Swiftmile, Volta

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:** AdStash, Loop Media, Rockbot, Vengo, Zoom Media/GymTV

Coverage

Digital Screens	18,000
4-Week Impressions	463M+



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Mobility

Leverage eye-catching placements on top of rideshare vehicles and taxis, as well as panels mounted on delivery vehicles, semi-trailers, and transit buses. 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, Mounted Vehicle Panels
- **Publishers:** AdWay, Curb, Firefly, Lyft, Octopus, Road Runner Media, Uber

Coverage

Digital Screens	14,794
4-Week Impressions	4.5B+



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Movie Theaters

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

- **Examples:** Displays & Spectaculars in Movie Theater Lobbies
- **Publishers:** CEN Media, NCM, Screenvision

Coverage

Digital Screens	2,453
4-Week Impressions	29M+



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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:** AdStash, Captivate, Loop Media, Screenverse Office, thebulletin, Vengo

Coverage

Digital Screens	10,506
4-Week Impressions	1.0B+



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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:** Patient Point, Screenverse Health, Vengo

Coverage

Digital Screens	21,989
4-Week Impressions	28M+



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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, Atmosphere TV, Captivate, Geometria, JavaTap, Loop Media, Pattison, Screenverse, Vengo

Coverage

Digital Screens	3,137
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4-Week Impressions	950M+
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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, Atmosphere TV, Loop Media, ReachTV, Rockbot, Smartify, TouchTunes, TVM DOOH

Coverage

Digital Screens	47,037
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4-Week Impressions	4.0B+
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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:** AdPlanet, AtmosphereTV, Cooler Screens, Dolphin Digital, Enlighten, Geometra, Grocery TV, KeyMe, Lightbox, Loop Media, New Tradition, & more

Coverage

Digital Screens	95,000
4-Week Impressions	11B+



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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, Clear Channel, New Tradition, OUTFRONT, The Great Outdoor

Coverage

Digital Screens	160
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4-Week Impressions	801M+
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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:** A Lot Media, Clear Channel, Corner Media, Intersection, Ike Smart City, OUTFRONT

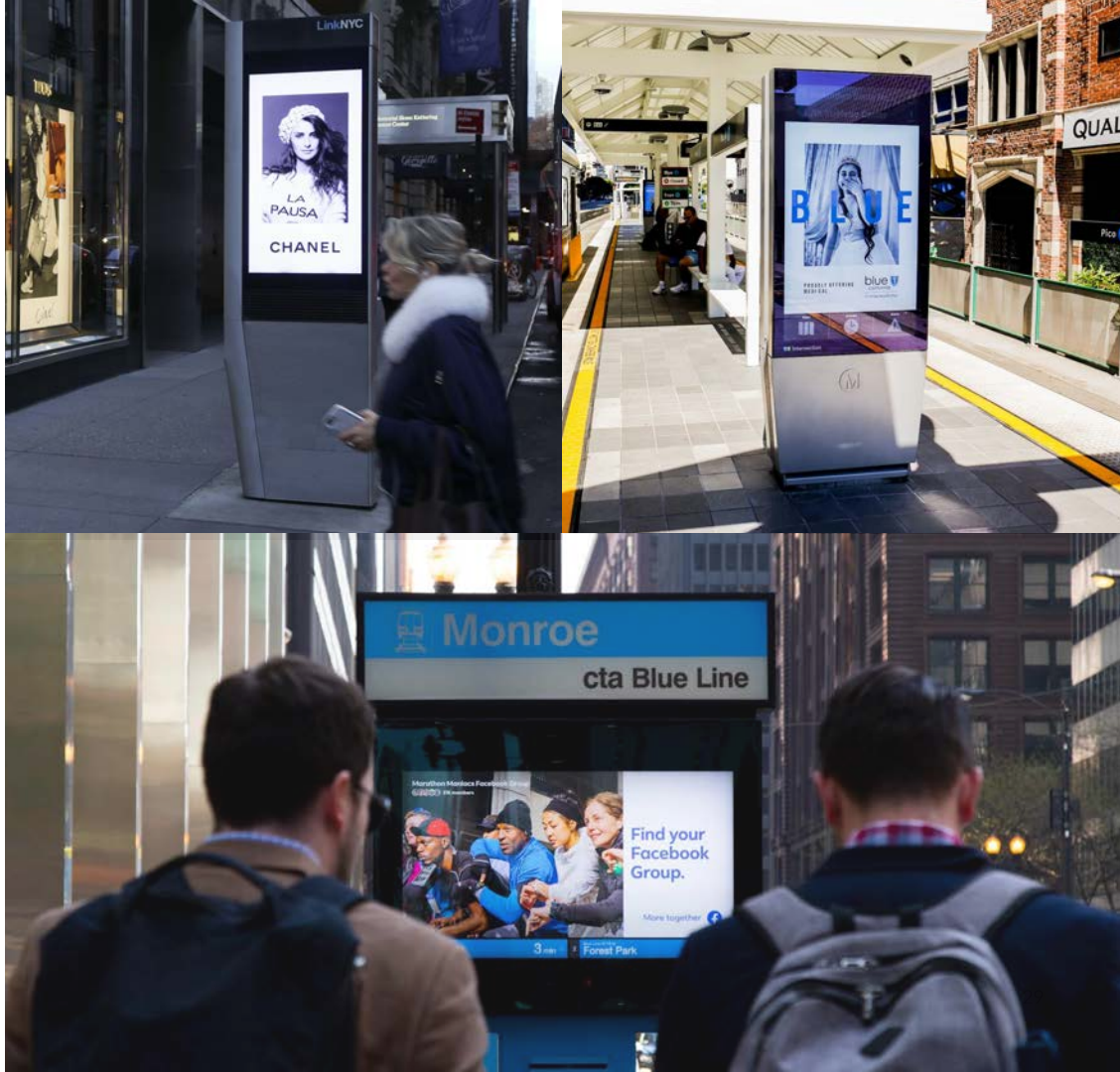
Coverage

Digital Screens	30,941
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4-Week Impressions	2.9B+
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Supermarkets & Convenience Stores

Premium 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:** AdStash, AdPlanet by Coinstar, ATM.TV, Atmosphere TV, Cooler Screens Enlighten, Grocery TV, InStore Audio Network, Loop Media, NRS, Pursuant Health, Screenverse Essential, Starlite Digital, Vengo

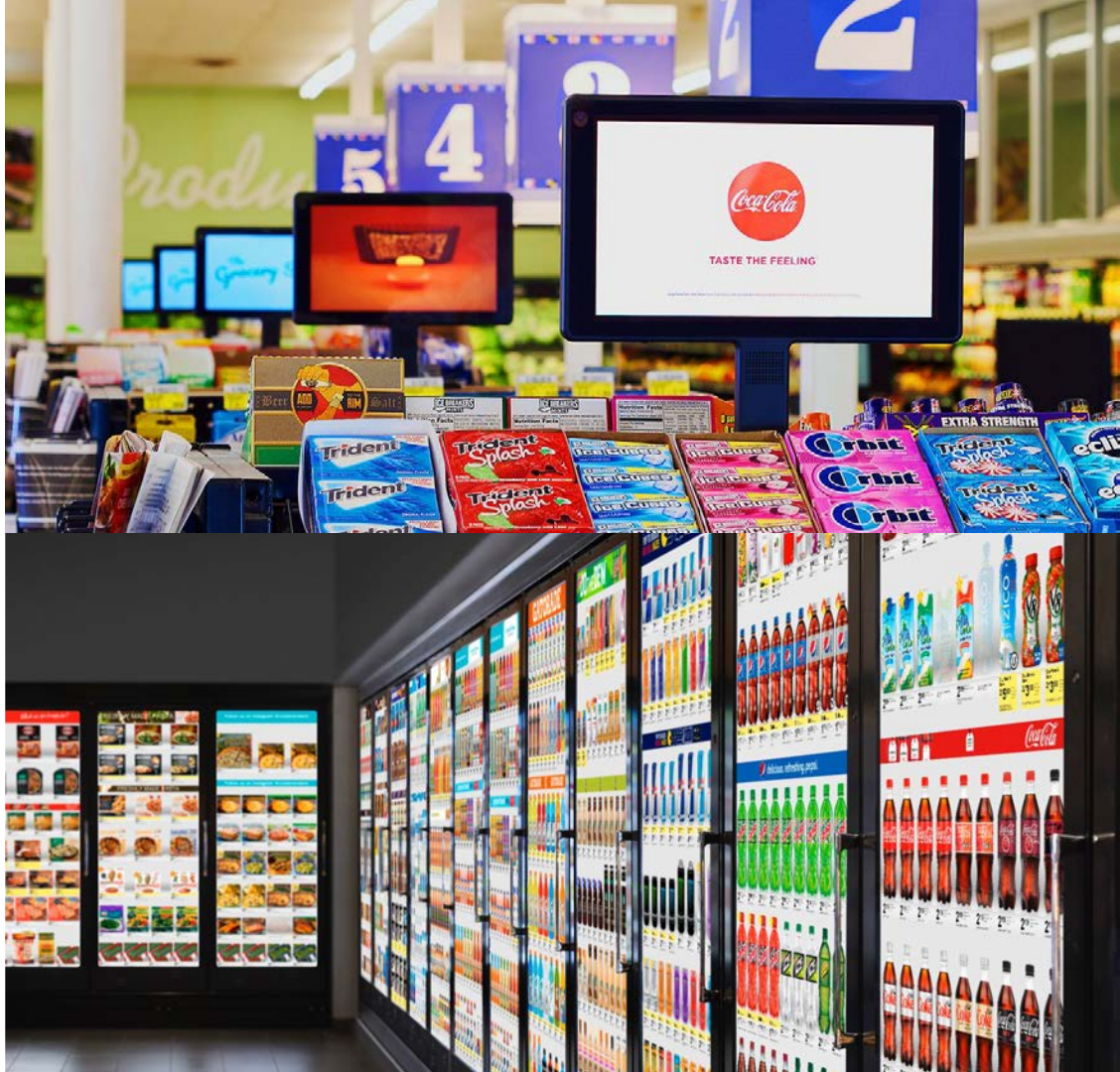
Coverage

Digital Screens	43,536
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4-Week Impressions	6.8B+
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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:** Clear Channel, Intersection, New Tradition, OUTFRONT, Smart City

Coverage

Digital Screens	2,349
4-Week Impressions	1.7B+



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Universities

Digital screens at, near, and around colleges and universities allow marketers to reach the next generation of consumers at scale across the country.

- **Examples:** Vending Machines
- **Publishers:** CheddarU, Rockbot, Loop Media, Trooh, Vengo

Coverage

Digital Screens	1,512
Monthly Impressions	1.2B+

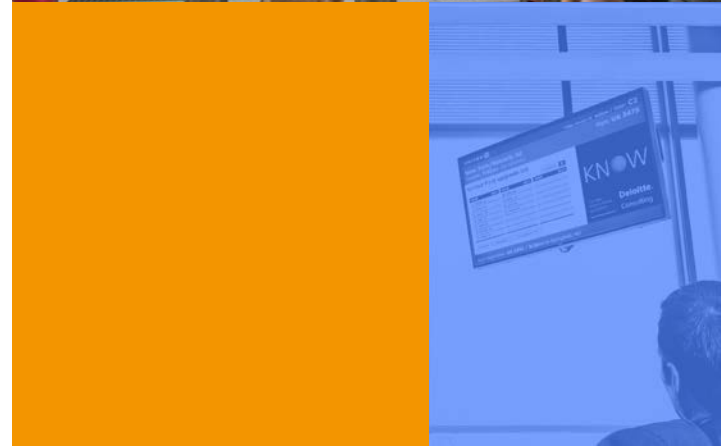


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Creative Compatibility

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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Simplified creatives for buyers

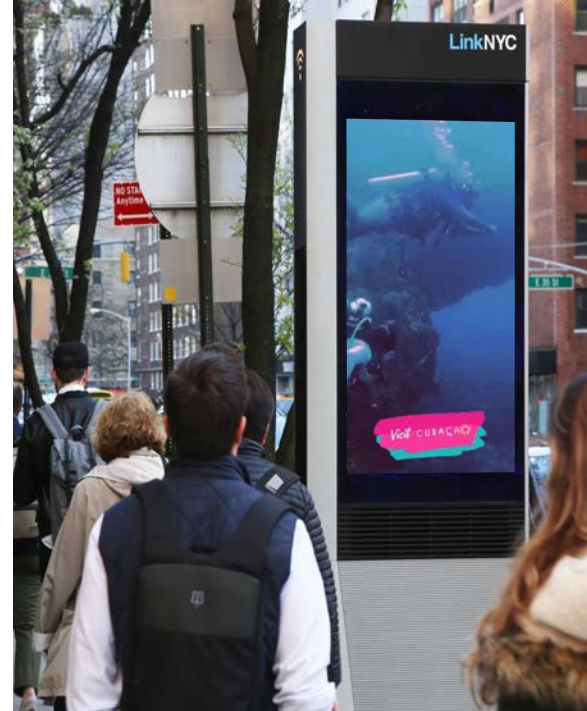
While there are thousands of native sizes in OOH, Place Exchange has worked with publishers to simplify the process for buyers. With just a few of the most frequently used creative sizes, you can access **85%** of all Place Exchange inventory:

Top 4 video sizes (15 sec duration)

- 1920x1080
- 1080x1920
- 1400x400
- 1280x960

Top 4 display sizes

- 1920x1080
- 1080x1920
- 1400x400
- 840x400



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 from behind, looking towards a city street. 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 and a pedestrian crossing. The word "Location" is centered in white text.

Location

A circular graphic with an orange tint. The background image shows a store interior with shelves of books and a computer monitor. The words "Physical Context" are centered in white text.

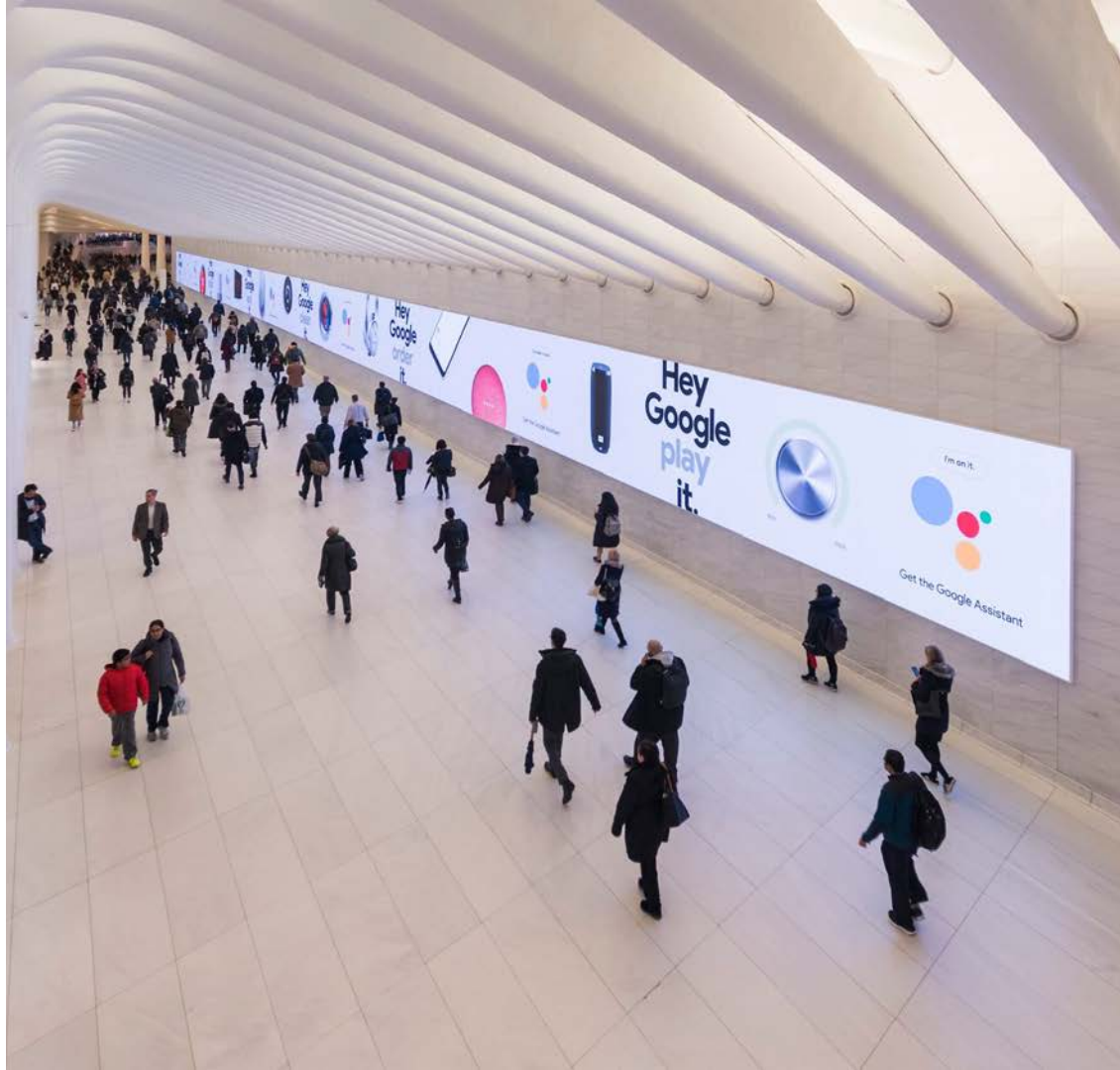
Physical
Context

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.

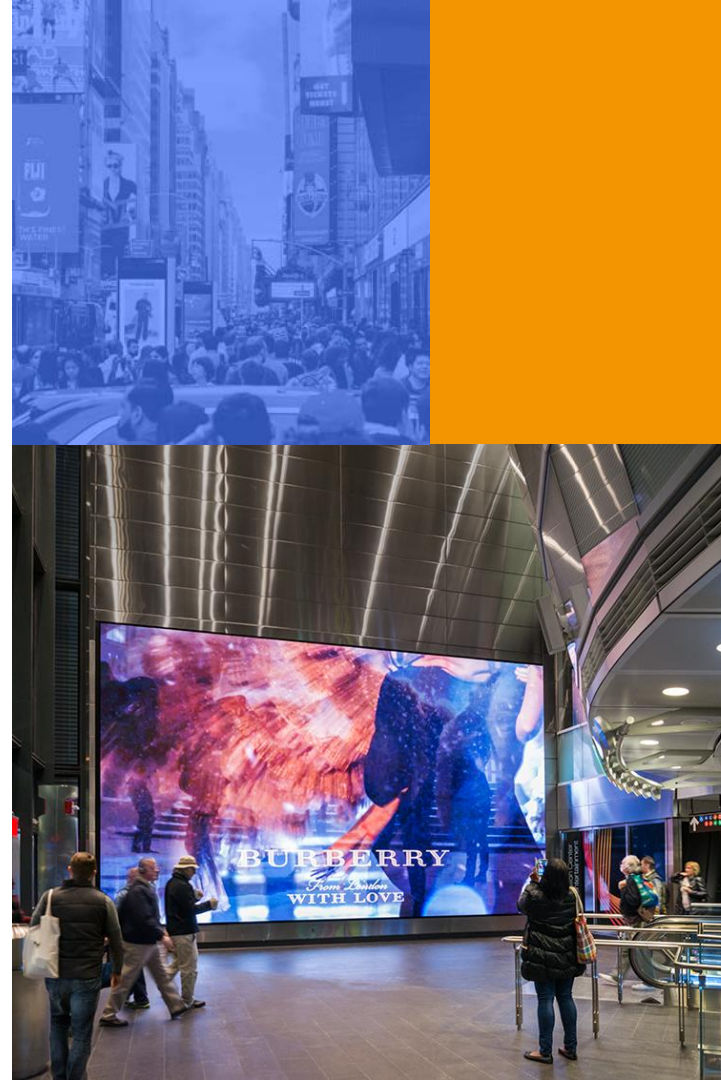
Example Venues (not exhaustive)

- 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.

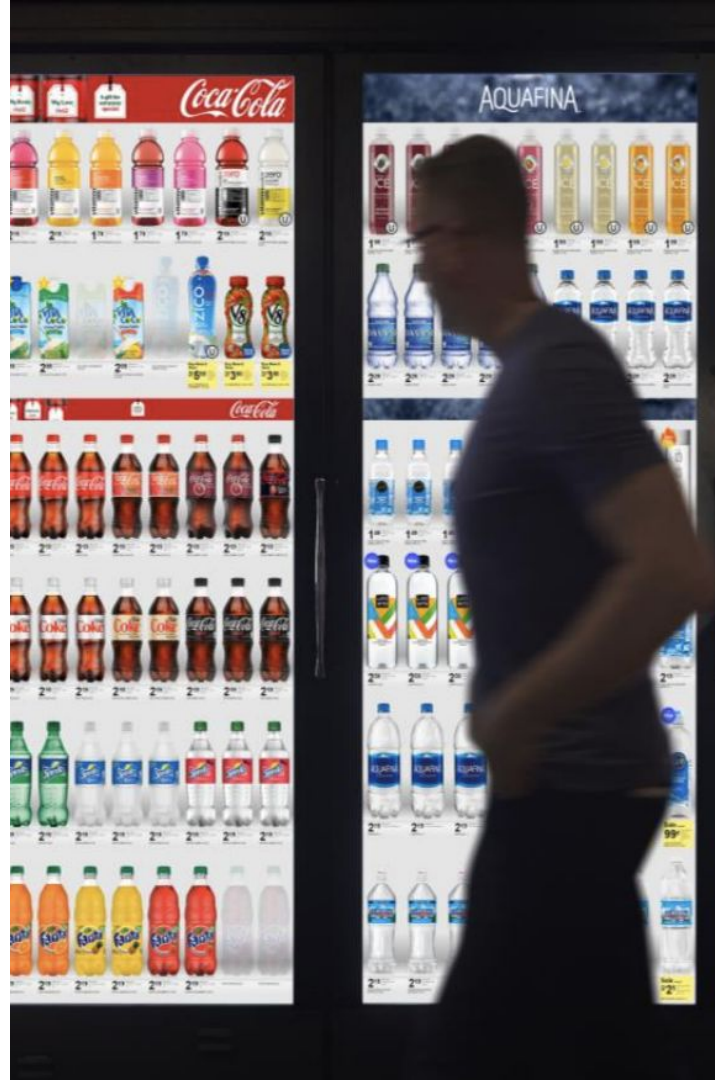
Place Exchange can also enable upper funnel branding and engagement metrics, including brand awareness and affinity, purchase intent, tune-in, and foot traffic, and more.



PerView™ Reach & Frequency Measurement

Place Exchange's proprietary PerView™ solutions, developed in line with the OAAA OOH Impression Measurement Guidelines, offer the ability to measure reach, frequency, and impressions for any media plan or OOH network.

- Deduplicated reach, frequency, and impression measurement across all OOH publishers, venues, and asset types — including digital and static, outdoor and indoor, stationary and moving
- Aggregate population and segment-specific reach, frequency, and impression measurement
- National and DMA-level reach, frequency, and impression measurement
- Support for pre-campaign (planning), mid-campaign (optimization), and post-campaign (validation) use cases



Unlock the real power of OOH.

sales@placeexchange.com

