

# Enter the Spotlight at Music Festivals with Programmatic OOH

From SXSW to Lollapalooza, Americans are willing to spend over \$700 on average to attend a music festival<sup>1</sup>. Tap into Place Exchange's network of premium digital OOH inventory, across all major markets, OOH formats, and venue categories to engage music fans as they head to this year's marquee events. Place your message in brand-safe physical environments, with complete viewability, across the festival-goer's journey.

## Consumer Insights

**120k**

people attended Governors Ball in New York City<sup>2</sup>

**250k+**

fans attended Coachella and Stagecoach<sup>3</sup>

**97%**

of hotel rooms in Chicago were booked for Lollapalooza<sup>4</sup>

Source: <sup>1</sup>Casino.org, 2023 <sup>2</sup>SponsorUnited, 2024, <sup>3</sup>City of Indio, 2024, <sup>4</sup>Grammys, 2023

## Target Some of the Most Iconic Festivals

**Coachella**  
Indio, CA  
4/11-13 & 18-20

**Governors Ball**  
New York, NY  
6/6-8

**Lollapalooza**  
Chicago, IL  
7/31-8/3

**Electric Daisy Carnival**  
Las Vegas, NV  
5/16-18

**Bonnaroo**  
Manchester, TN  
6/12-15

**Austin City Limits**  
Austin, TX  
10/3-5 & 10-12

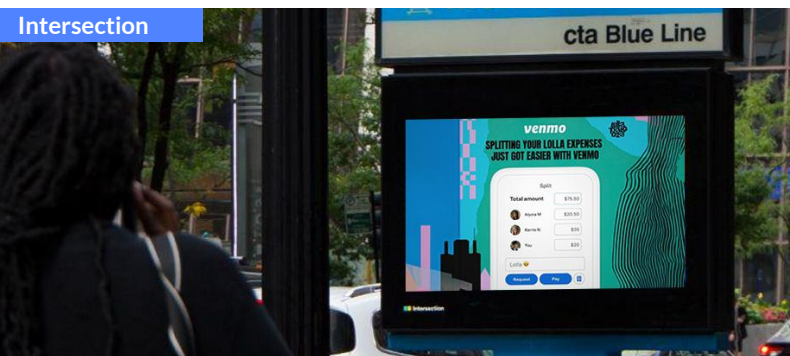
Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more.

# Reach music fans on their journey to and from the festival grounds

Place your message in brand-safe physical environments, with complete viewability, across the festival-goer's journey. Engage festival goers with creative messaging placed inside or geofenced around transit hubs, airports, entertainment venues, restaurants and bars, and more. Reach festival-goers at grocery stores, convenience stores, and gas stations as they stock up on snacks and beverages.

## Transit

Digital Screens: **100K+** | 4-Week Impressions: **22B+**



## Airport

Digital Screens: **6,000+** | 4-Week Impressions: **11B+**



## Grocery & Convenience

Digital Screens: **393K+** | 4-Week Impressions: **34B+**



## Restaurants & Bars

Digital Screens: **177K+** | 4-Week Impressions: **35B+**



## Health Clubs

Digital Screens: **46K+** | 4-Week Impressions: **8B+**



## Entertainment & Leisure

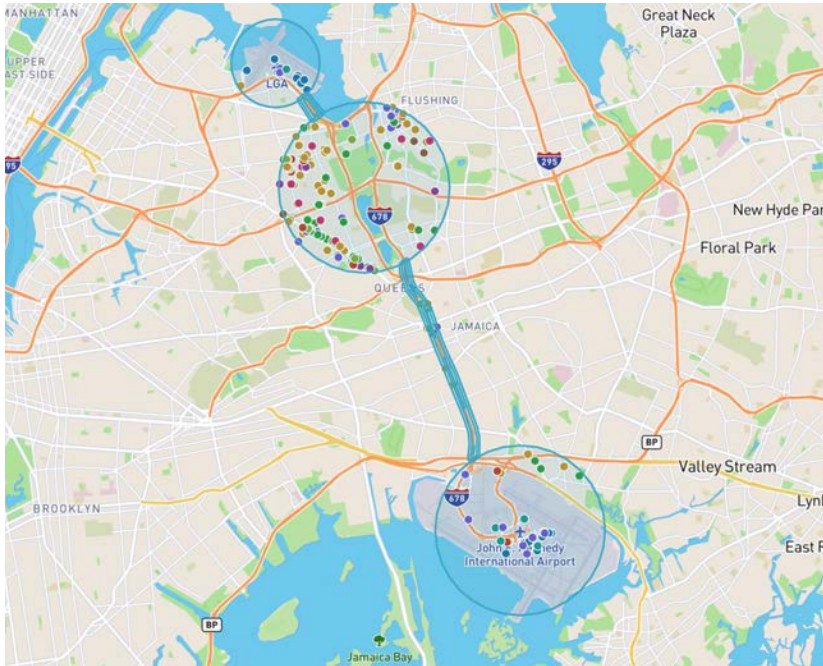
Digital Screens: **87K+** | 4-Week Impressions: **1.2B+**



## Target by Journey

Engage festival-goers across all points of their journey to and from music festivals.

Sample map of inventory in the immediate vicinity of JFK and Lagaardia Airports, and New York's Flushing Meadows-Corona Park (location of Governors Ball).



- **Total Screens: 392**
- **Impressions (4-week): 126M**

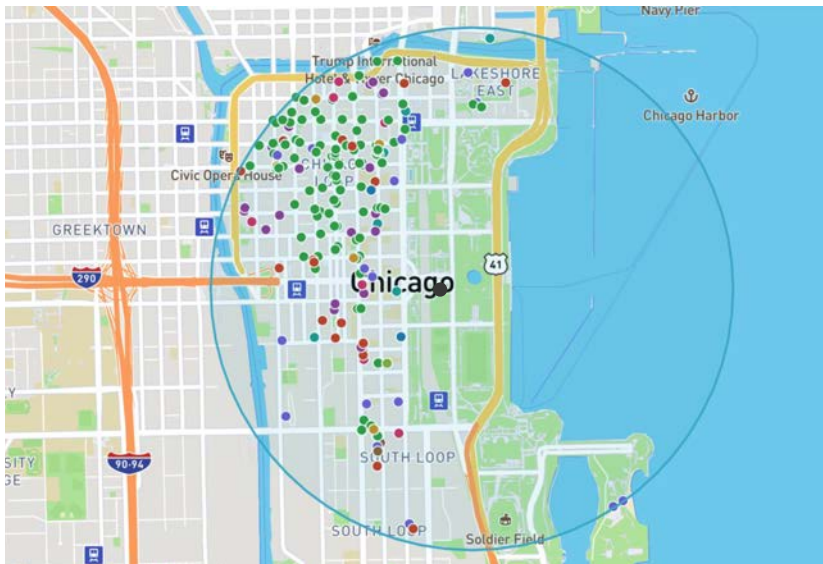
### Screen Types

Airport	Blue diamond
Urban Panels	Green diamond
Convenience Stores	Yellow diamond
Casual Dining	Red diamond
Bars	Purple diamond
Pharmacies	Pink diamond
Subway Platforms	Light green diamond
Bus Shelters	Brown diamond

## Target by Location

Reach music fans with prominently placed screens in areas surrounding the festival grounds such as grocery stores, bars, transit and more.

Sample map of media within 1 mile of the Chicago's Grant Park (location of Lollapalooza).



- **Total Screens: 3,475**
- **Impressions (4-week): 3B**

### Screen Types

Hotel Rooms	Blue diamond
Urban Panels	Green diamond
Subway	Yellow diamond
Casual Dining	Red diamond
Convenience Store	Purple diamond
Bars	Light blue diamond
Gyms	Pink diamond
Quick Service Restaurant	Light green diamond
Grant Park	Dark blue diamond