

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 festival¹. 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 City²

250k+

fans attended Coachella and Stagecoach³

460k+

fans attended Lollapalooza in Chicago⁴

Source: ¹Casino.org, 2023 ²SponsorUnited, 2024, ³City of Indio, 2024, ⁴Lollapalooza, 2025

Target Some of the Most Iconic Festivals

Coachella
Indio, CA
4/10-12 & 17-19

Governors Ball
New York, NY
6/5-7

Lollapalooza
Chicago, IL
7/30-8/2

Electric Daisy Carnival
Las Vegas, NV
5/15-17

Bonnaroo
Manchester, TN
6/11-14

Austin City Limits
Austin, TX
10/2-4 & 9-11

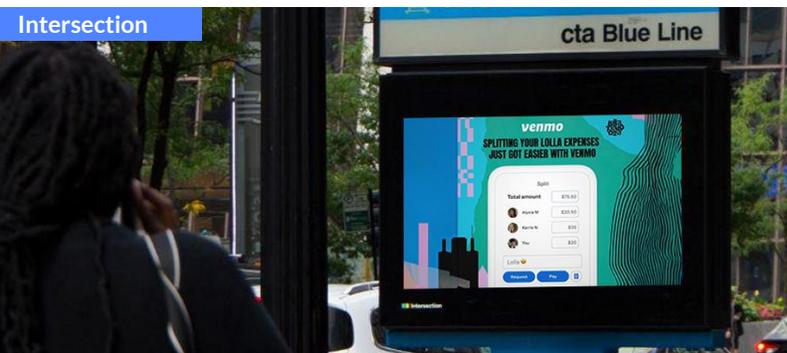
Contact sales@placeexchange.com to learn more.

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

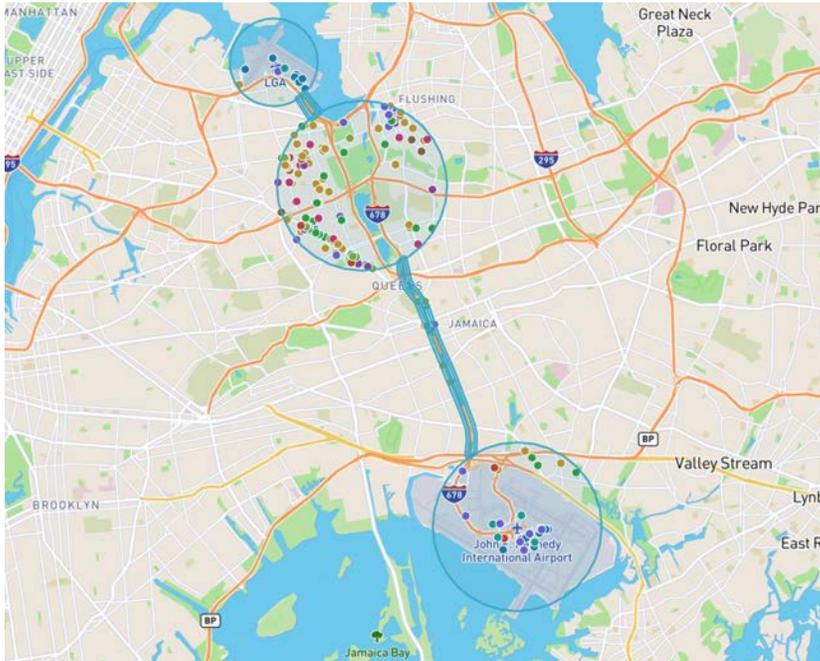
Digital Screens: **87K+** | 4-Week Impressions: **1.2B+**



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 Laguardia Airports, and New York's Flushing Meadows-Corona Park (location of Governors Ball).



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

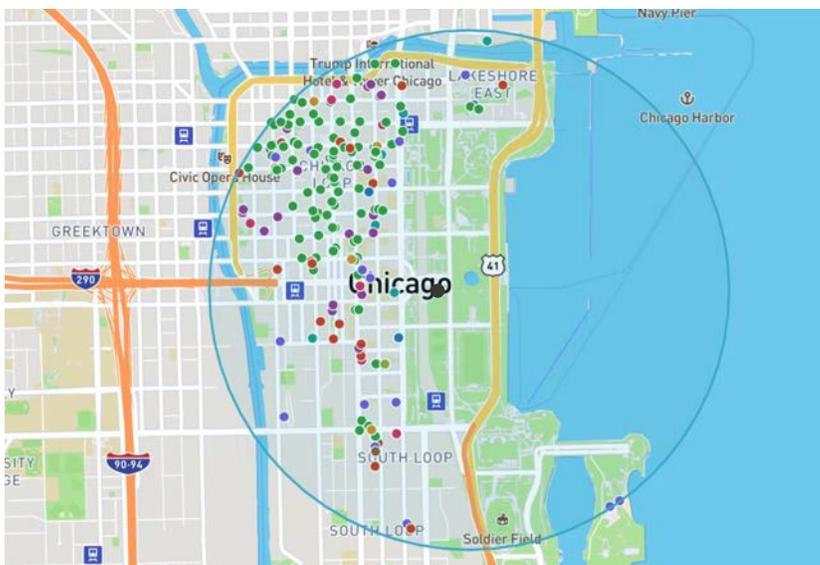
Screen Types

Airport	
Urban Panels	
Convenience Stores	
Casual Dining	
Bars	
Pharmacies	
Subway Platforms	
Bus Shelters	

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	
Urban Panels	
Subway	
Casual Dining	
Convenience Store	
Bars	
Gyms	
Quick Service Restaurant	
Grant Park	