



# Celebrate Pride Month

This June, cities will be bustling with gatherings and events that advocate for the LGBTQ+ community. Brands can show their support, join in the action, and target specific neighborhoods with high-impact messaging using street furniture, moving media, billboards, and other engaging OOH formats.

## Tap into street-level coverage around LGBTQ+ parades, events and neighborhoods

Place Exchange unlocks programmatic access to highly-visible street level media including LinkNYC kiosks in every neighborhood, JCDecaux bus shelters lining city avenues, and OUTFRONT Media's transit media situated above and below ground at subway stations.



Utilize Place Exchange's vast footprint of premium digital out-of-home inventory—with coverage across all OOH formats in every major city—all delivered programmatically and accessible within your DSP.



### Leverage advanced targeting capabilities

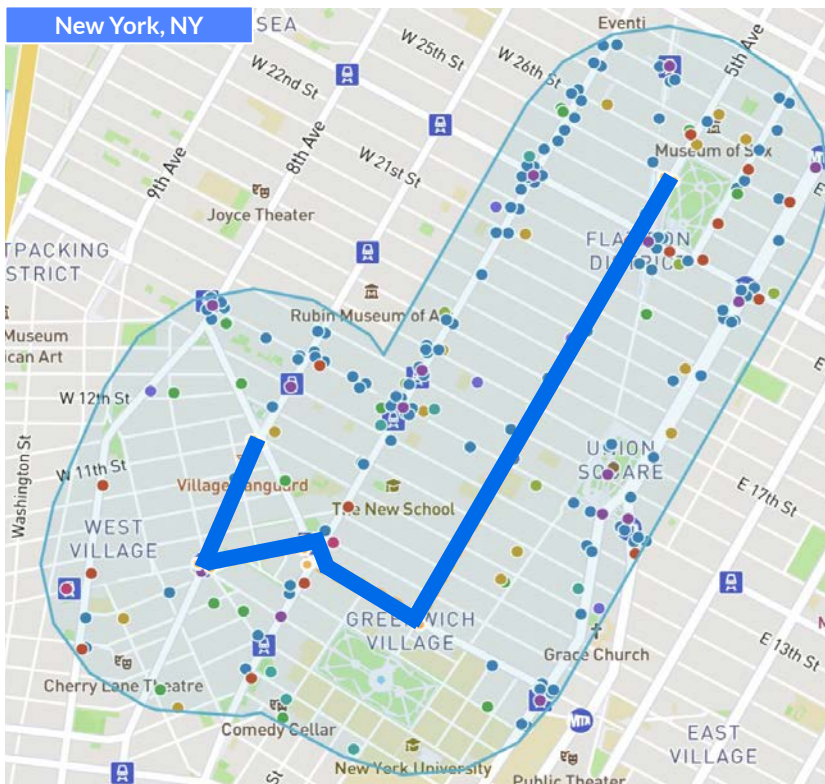
- Screen location at any level of granularity - from nationwide to city, DMA, zips, and hyperlocal points of interest
- Venue or asset categories
- 1st and 3rd party audiences
- Daypart against specific events, map parade routes

### Engage consumers in a wide variety of physical contexts

- On their daily journey throughout the day with street furniture and billboards
- Outside and inside mass transit hubs during commuting hours
- At bars and restaurants in entertainment districts
- At grocery and convenience stores
- At health clubs while working out

### Example: Target by parade route

Map showing the New York Pride March route and sample street-side, retail, and entertainment inventory.



- Total Screens: 381
- Impressions (4-week): 257M

#### Screen Types

Urban Panels	
Bars	
Casual Dining	
Bus Shelters	
Subway Platforms	
Convenience Stores	
Subways	
Quick Service Restaurants	
Pride March Route	