



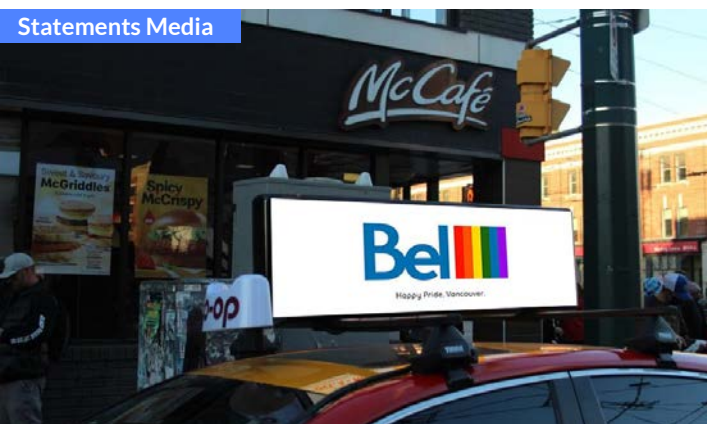
Celebrate Pride Month

This June, cities across Canada 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 neighbourhoods with high-impact messaging using street furniture, moving media, billboards, and other engaging OOH formats.

57% of LGBTQ+ adults are more likely to engage with brands that support Pride month through advertising

53% of LGBTQ+ adults are more likely to switch to brands that share their values

Source: Civic Science 2024



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

Contact sales@placeexchange.com to learn more



Leverage advanced targeting capabilities

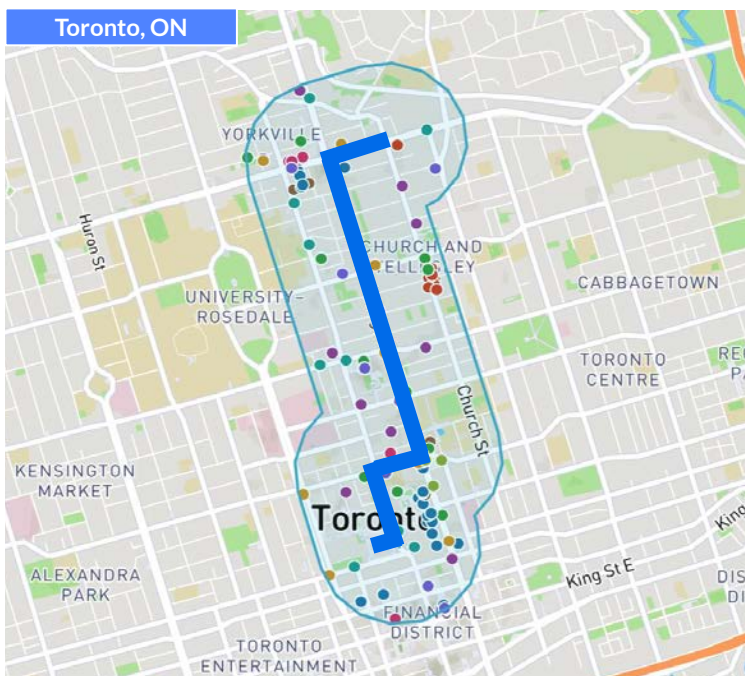
- Screen location at any level of granularity - from nationwide to city, city codes, and hyperlocal points of interest
- Venue or asset categories
- 1st and 3rd party audiences
- Daypart against specific events, map parade routes

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 Toronto Pride parade route and sample street-side, retail, and entertainment inventory.



- Total Screens: **168**
- Impressions (4-week): **428M**

Screen Types

Malls	
Casual Dining	
Subway	
Bars	
Urban Panels	
Bus Shelters	
Billboards	
Pride Parade Route	