



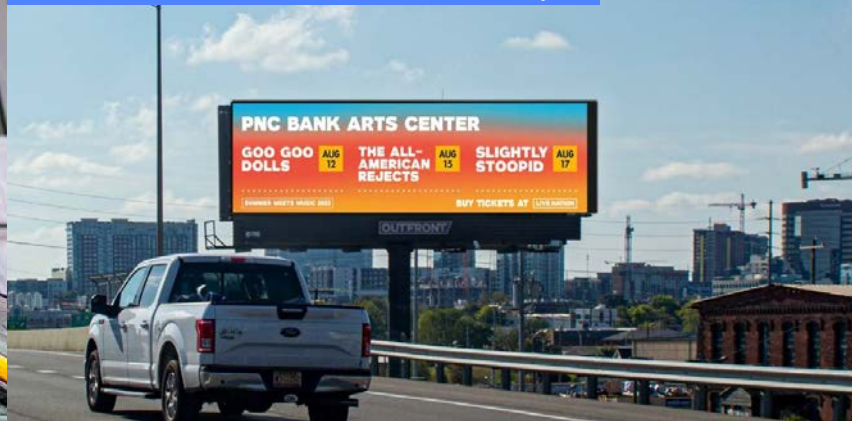
# Maximize Visibility this Summer with Programmatic OOH

Warmer weather is here and advertisers are turning to OOH to engage consumers in the physical world as they spend more time outside, enjoying city life, socializing with friends and family and going on roadtrips and summer vacations. Consumers are planning to spend over \$221 billion on summer vacations this year.<sup>1</sup>

Firefly - catch pedestrians exploring the city



OUTFRONT Media - reach consumers on roadtrips



**62%** of Americans took a vacation last summer<sup>1</sup>

**87%** of consumers celebrated Independence Day<sup>2</sup>

**80%** of Americans plan to travel at least once in 2025<sup>3</sup>

**271 million** passengers took a flight last summer<sup>4</sup>

Source: <sup>1</sup>Allianz Travel, 2023, <sup>2</sup>National Retail Federation 2024, <sup>3</sup>MMGY Travel, 2024, <sup>4</sup>Airlines for America 2024

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

## Leverage Place Exchange's Vast Outdoor Networks: Billboard, Spectacular, Street Furniture, and more

- Connect with consumers spending time outside with high-impact large-format screens throughout city centers
- Capture attention from pedestrians with eye-catching placements on top of rideshare vehicles and taxis, and on the streets with urban panels and bus shelters
- Reach roadtrip warriors with roadside billboards along highways and roads throughout the country
- Engage vacationers in moments of leisure and in the mindset of spending with prominently placed outdoor screens at and near tourist destinations

Orange Barrel Media - reach consumers street level near POIs



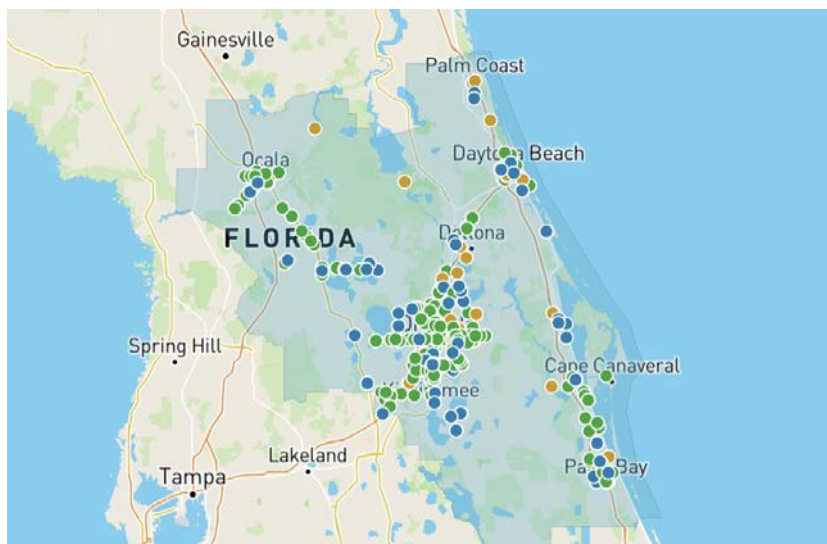
Branded Cities - high impact screens in tourist hot spots



## Target by Travel Destination and More


Engage family vacationers in moments of leisure and the mindset of spending with prominently placed outdoor screens in tourist cities such as Orlando.

*Sample map of outdoor media in the Orlando, Florida DMA.*



- Total Screens: 772
- Impressions (4-week): 214M

### Screen Types

Billboard	
Display Panel	
Kiosk	

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