



# Super Bowl 2026

Capitalize on fan frenzy leading up to Super Bowl LX on February 8, 2026, by leveraging Place Exchange's national footprint of premium digital OOH inventory with coverage of all U.S. DMAs, across all major venues and formats.



Connect with football enthusiasts through high-impact spectacles and billboards. Drive awareness of your brand among commuters using unmissable street furniture and transit screens. Reach fans around sports stadiums, stocking up for the game at grocery stores, and watching the game at bars, restaurants, and entertainment venues across the nation.

OOH allows advertisers to put their message in brand-safe physical environments, with complete viewability, across the consumer's daily journey, directly in the path to purchase.

## Target by Super Bowl LX Location

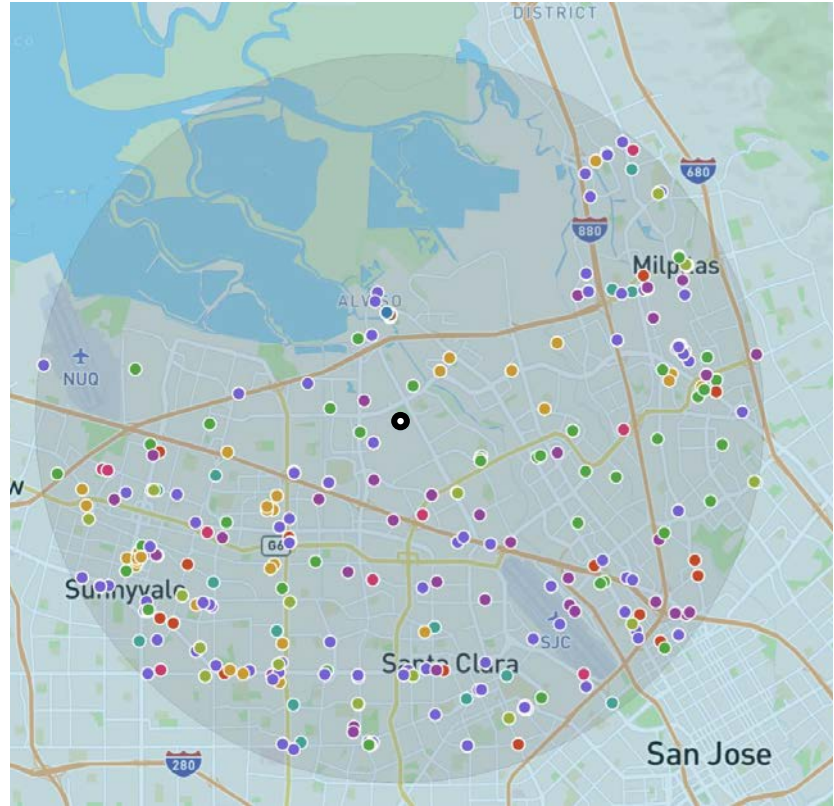
### POI: Levi's Stadium

Map showing sample inventory within 5-miles of Levi's Stadium

- Total Screens: **583**
- Impressions (4-week): **94.5M**

#### Publisher Screens

Topgolf	●
Screenverse	●
Captivate	●
Vengo	●
Atmosphere TV	●
ATM.TV	●
Levi's Stadium	●



### DMA: San Francisco, CA

Map showing sample billboards, street furniture, airport, restaurant & bar inventory within the San Francisco, CA DMA

- Total Screens: **2,586**
- Impressions (4-week): **630M**

#### Venue Type

Bars	●
Casual Dining	●
Urban Panels	●
Bus Shelters	●
QSR	●
Billboards	●
Airports	●

*Place Exchange enables targeting by location at any level of granularity, as well as by physical contexts, and 1st and 3rd party audiences.*

