

Super Bowl 2024

Capitalize on fan frenzy leading up to Super Bowl LVIII on February 11, 2024, 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 unmissable spectaculars and billboards. Drive awareness of your brand among commuters using street furniture and transit screens. Reach fans around the football stadiums, in specific DMAs, or across the nation watching the game at bars, restaurants, and entertainment venues.

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 LVIII Location

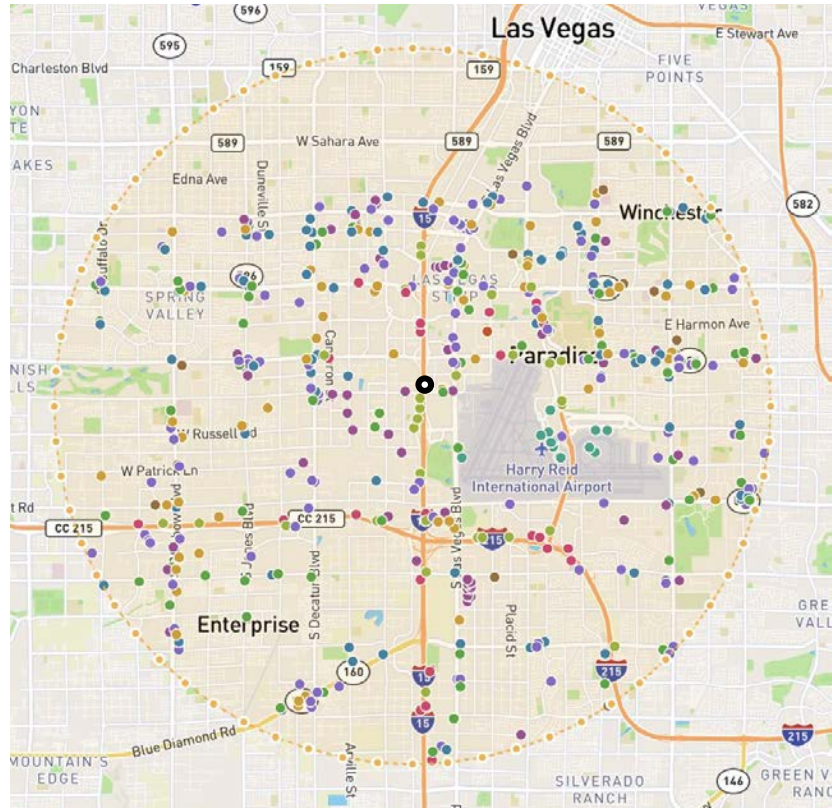
POI: Allegiant Stadium

Map showing sample inventory within 5-miles of Allegiant Stadium

- Total Screens: **1,548**
- Impressions (4-week): **860.6M**

Publisher Screens

Convenience stores	●
Bars	●
Restaurants	●
Malls	●
Airports	●
Billboards	●
Point of care	●
Other	●
Allegiant Stadium	●



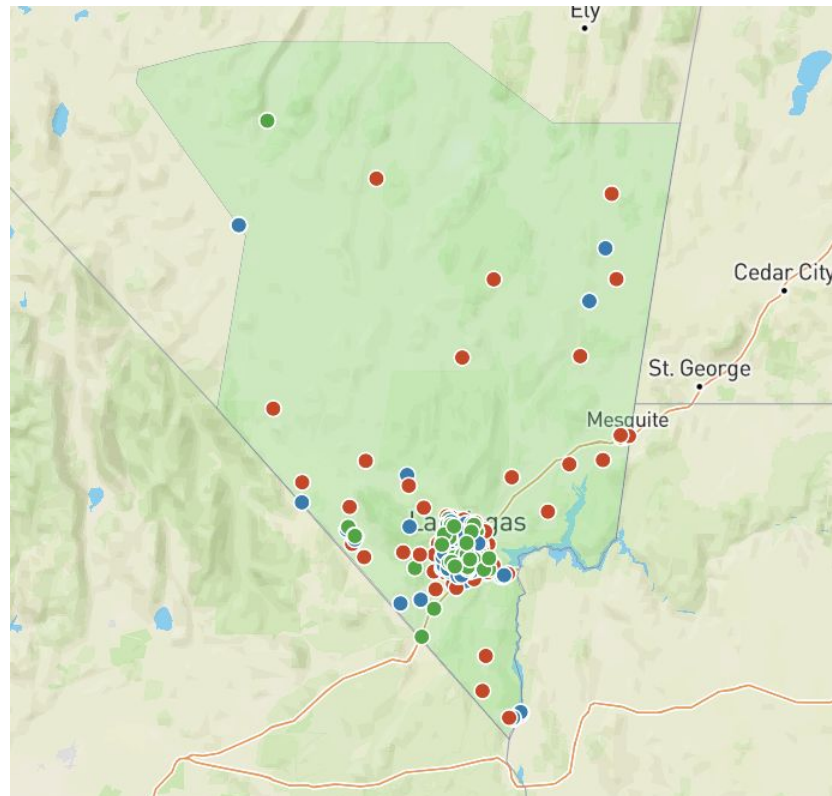
DMA: Paradise, Nevada (Las Vegas)

Map showing sample billboard, restaurant & bar inventory within the Paradise, Nevada DMA

- Total Screens: **1,876**
- Impressions (4-week): **1.9B**

Publisher Screens

Bars	●
Restaurants	●
Billboards	●
Transit	●



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