



Super Bowl 2025

Capitalize on fan frenzy leading up to Super Bowl LIX on February 9, 2025, 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 LIX Location

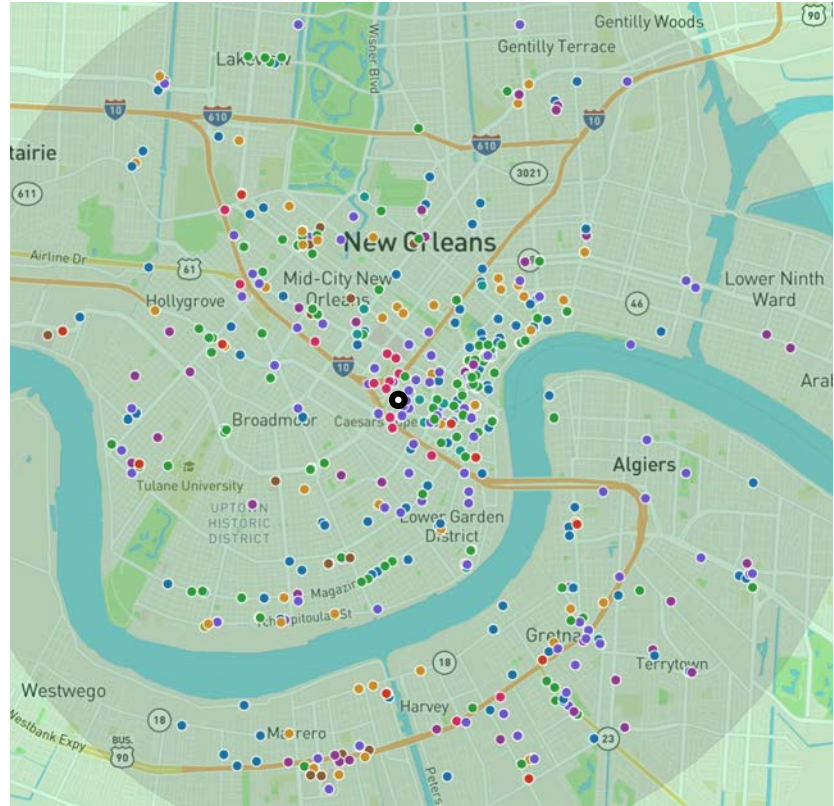
POI: Caesars Superdome

Map showing sample inventory within 5-miles of the Caesars Superdome

- Total Screens: **721**
- Impressions (4-week): **217.5M**

Publisher Screens

TouchTunes	●
Atmosphere TV	●
Vengo	●
NRS	●
Screenverse	●
Lamar	●
PatientPoint	●
Other	●
Caesars Superdome	●



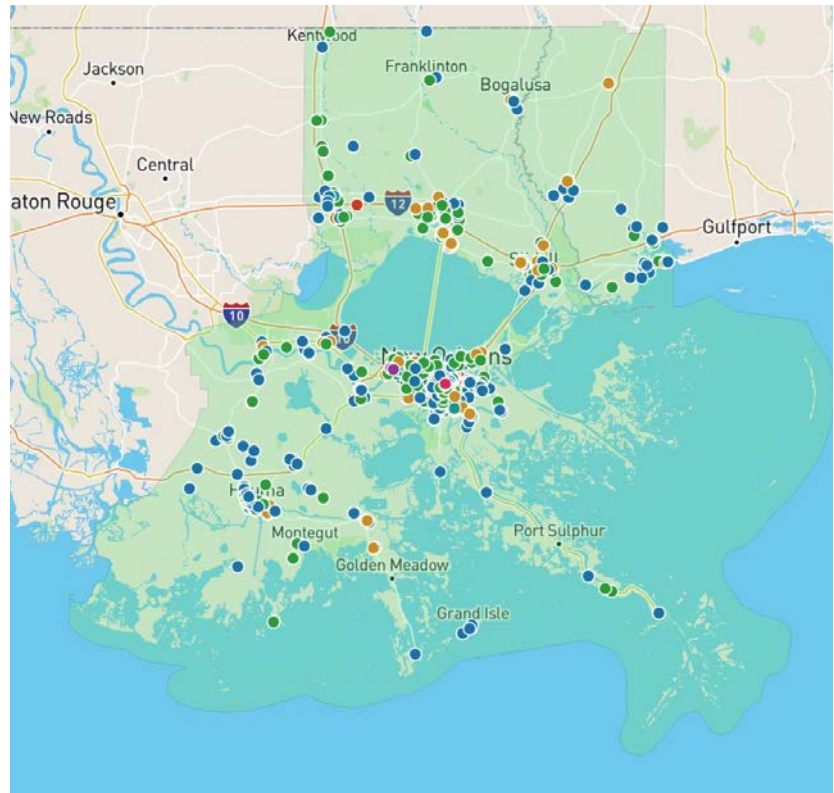
DMA: New Orleans, LA

Map showing sample billboards, airport, restaurant & bar inventory within the New Orleans, LA DMA

- Total Screens: **1,372**
- Impressions (4-week): **525M**

Venue Type

Bars	●
Casual Dining	●
QSRs	●
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.