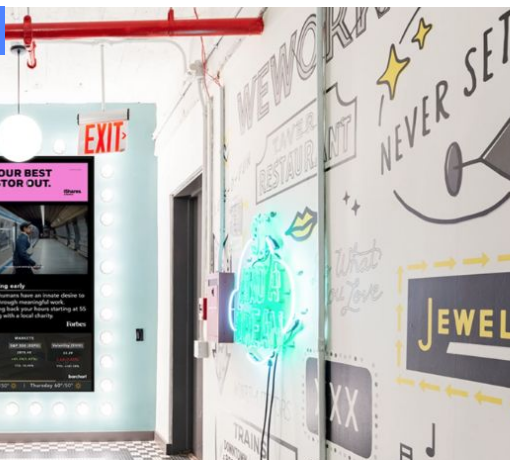


## Reach Business Decision Makers with DOOH

Influence high-value decision-makers at scale in brand-safe environments with premium DOOH screens that drive engagement and action. Place Exchange helps deliver your B2C and B2B message to this influential audience in a variety of contexts - whether they are working from the office, working from home, commuting, traveling, at a conference, or at moments of leisure.

Captivate - WeWork



1.08 million WeWork users recorded in 2022<sup>1</sup>

Intersection - AA Admirals Club Lounge



Business travel surged by 101% in 2022<sup>2</sup>

**460 million**

business travelers flew multiple times in 2022<sup>1</sup>

**6.7 hours**

spent in offices on a daily basis by US business professionals<sup>2</sup>

**98%**

of conference coordinators plan on having at least 1 in-person event in 2023<sup>3</sup>

**\$100K+ HHI**

consumers perceive ads on OOH as more favorable than on all other media channels<sup>4</sup>

## Reach Business Professionals in wide range of contexts

For example:

- **At work** in office building lobbies and elevators
- **On the commute** with billboard and transit media
- **On the road** at airport lounges, restaurants, and terminals as well as hotel lobbies and rooms
- **At leisure** at drinks after work, on the golf course, or at the clubhouse

### Sample coverage in business contexts

Digital Screens **37,858**

4-Week Impressions **5.6 billion**



Look for these OpenOOH venue categories in your DSP and/or planning tool to find and target PX Business Package inventory:

- office.buildings
- entertainment.casual/sports
- transit.airports
- transit.outdoor

## Conference Targeting by Points of Interest (POI)

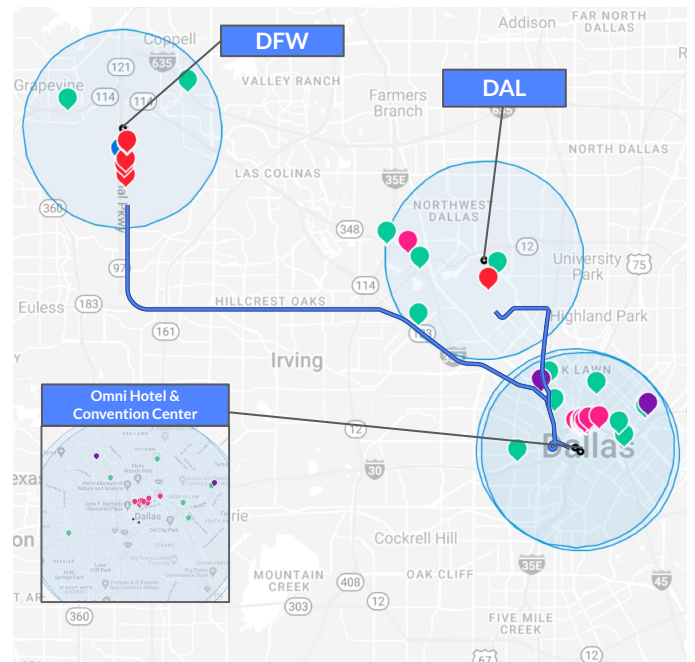
Reach conference attendees at the convention center, hotels, airports, and along the main routes between these points of interest.

**POI Example:** DFW (Dallas Fort Worth) Airport | DAL (Dallas Love Field) Airport | Kay Bailey Hutchison Convention Center Dallas | Omni Hotel (primary conference hotel)

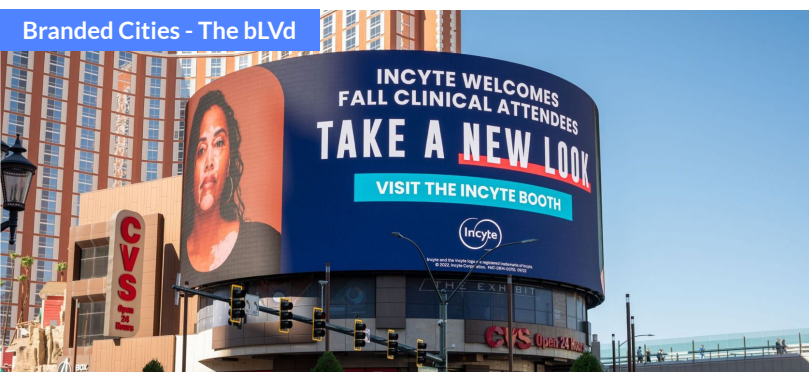
- Total Screens: **75**
- Impressions (4-day): **12M**

#### Publisher Screens

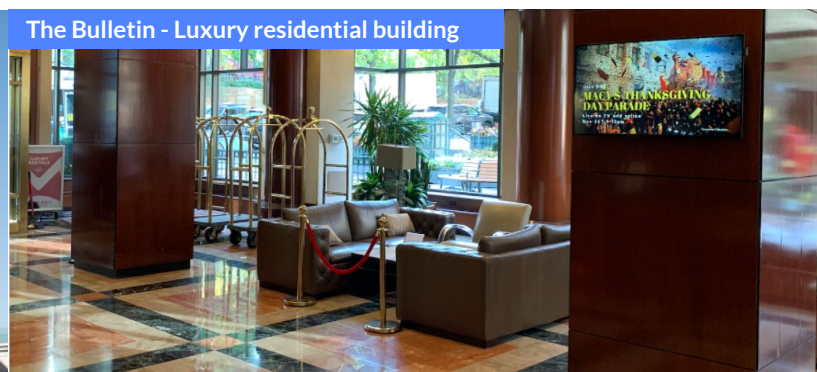
OUTFRONT	
Intersection Air	
Clear Channel Outdoor	
ReachTV	
Lamar	
Points of interest	



Branded Cities - The bLVd



The Bulletin - Luxury residential building



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