



Kick Off Game Day with OOH

The 2024-2025 College Football season is shaping up to be one the biggest seasons yet for advertisers. Capitalize on fan frenzy by leveraging Place Exchange's extensive footprint of premium digital OOH inventory with coverage of all U.S. DMAs, across all OOH formats.

\$1.6 billion

will be spent on NIL (name, image, and likeness) deals in 2024¹

76%

of US adults have recently taken action after seeing a DOOH ad³

57%

of Americans are college football fans²

90%

of US adults notice OOH advertising⁴

Source: ¹Bloomberg 2024, ²Statista 2023, ³OAAA Harris Survey 2024, ⁴Nielsen 2021

Digital OOH allows advertisers to connect with fans in brand-safe environments throughout the real world - from grocery and convenience stores where fans stock up for home viewing, to bars and restaurants where millions of fans watch the games every week, to roadside billboards and transit systems reaching fans going to the game, and at signage in and around the college campuses and stadiums themselves.

Importantly, DOOH offers not just massive reach of football audiences, but the ability to measure the resulting impact - from brand awareness, to online and offline engagement, all the way through to purchase.

Contact sales@placeexchange.com to learn more

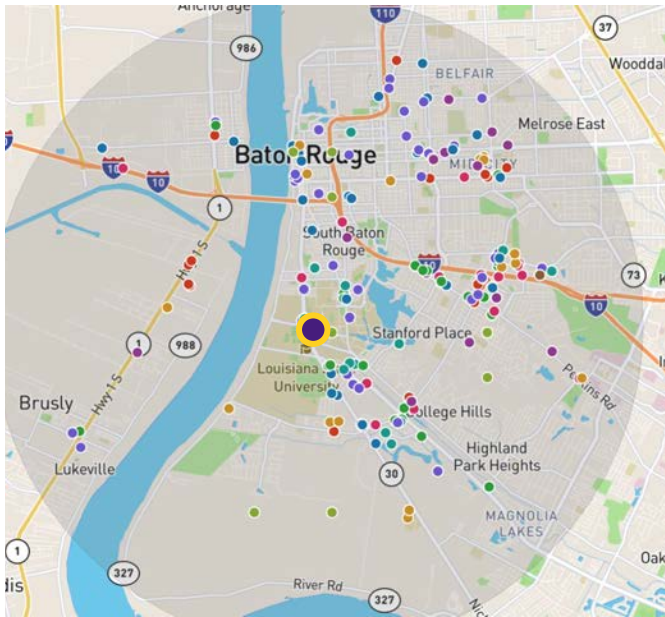
Leverage Advanced Targeting Capabilities

- Precise location targeting at any level of granularity - from nationwide to cities, zip codes, POIs, custom geofences, down to individual screens
- Venue and asset category targeting
- 1st and 3rd party audience targeting
- Precise dayparting for specific games

Target by Stadium Location

Engage consumers leading up to gametime with creative messaging placed within a geo-fenced radius of any stadium location. Reach consumers when they are commuting to the stadium, at restaurants or bars before and after the game, at stores picking up food and drinks, tailgating around the stadium, and more.

Target by college & geofence: Sample map showing inventory within a 5-mile radius of LSU's Tiger Stadium.



- Total Screens: 273
- Impressions (4-week): 84M

Venue Type

Roadside Billboards	
Bars	
Casual Dining	
Grocery Stores	
Office Buildings	
Apartment Buildings	
Doctor's Offices	
Taxi and Rideshare TV	
Movie Theaters	
Other	
Tiger Stadium	



Utilize Dynamic Creative to Maximize Relevance

Leverage Place Exchange's dynamic creative solution to deliver contextually relevant messaging on a national scale. Place Exchange and its dynamic creative partners can help you to develop fully custom creative experiences or choose from a library of templates for an off-the-shelf solution that incorporates dynamic elements.

Drive customer relevance with ad elements that change according to location, time of day, game times, live scores, betting lines, and more, or feature countdowns, directions, or other dynamic elements.

