# Make Father's Day Memorable with DOOH

Consumer spending on Father's Day has broken records each year since 2019, reaching an all-time high of **$196 per consumer in 2023**.[1] Consumers are eager to make meaningful purchases to honor fathers and other important men in their lives. Brands have the opportunity to stay top-of-mind with positive sentiments displayed across larger-than-life screens in any physical context.

## $22.9 billion
spent in the US by consumers on gifts for Father's Day[1]

## 75%
of US adults are expected to celebrate Father's Day with a purchase[1]

Source: [1]National Retail Federation, 2023



**Simon Malls | Reach consumers shopping and in moments of leisure**



**Big Outdoor | Showcase your brand to consumers on the move**

## Top 3 gift categories[1]

**61%** Greeting Cards

**55%** Clothing

**52%** Special Outings and Travel

Contact **sales@placeexchange.com** to learn more

# PLACE EXCHANGE

## Place your brand at the point of purchase by leveraging the largest programmatic OOH retail network through Place Exchange

### Key Benefits of Place Exchange's Retail Media Network

- **Unmatched scale** of premium retail media inventory, including exclusive supply

- **Display, video, and audio** formats

- **Reach & Frequency measurement** for pre/mid/post campaign use cases

- **Impression-based** budgeting and pacing

- **No hidden fees**, markups, or arbitrage

- Support for **3p ad server tracking**

- **Seamless DSP campaign execution**, unified across retail media inventory

- **Support for guaranteed & non-guaranteed deals**, and open auction buying

- **Mobile device ID capture** to power analytics, attribution, and retargeting

- **Independent & agnostic**, with no competing DSP business and not beholden to any publisher

PX Retail Media Network currently includes over **352,000 screens** from premium publishers totaling over **45 billion weekly impressions** and growing.

ADKOM | adPlanet by coinstar | atm.tv | ATMOSPHERE Better TV for Business

CAPTIVATE | Clear Channel | Cooler Screens

dolphin DIGITAL OOH MEDIA | GEOMETRIA ADVERTISING AGENCY | Grocery TV | GSTV

KeyMedia NETWORK | loop | lightbox OOH VIDEO NETWORK | Liquid OUTDOOR

NRS DIGITAL MEDIA | OUTFRONT | Pursuant Health | RETAIL FLUENT

redbox | ROCKBOT | screenverse | sellrtv

SHELF NINE | SIMON MALLS | STARLITE | terraboost MEDIA

VELOCITY | Vengo | volta | and more

**JCDecaux | Deliver contextual messaging to traveling consumers**

**Starlite | Influence consumers at the point of purchase**

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