



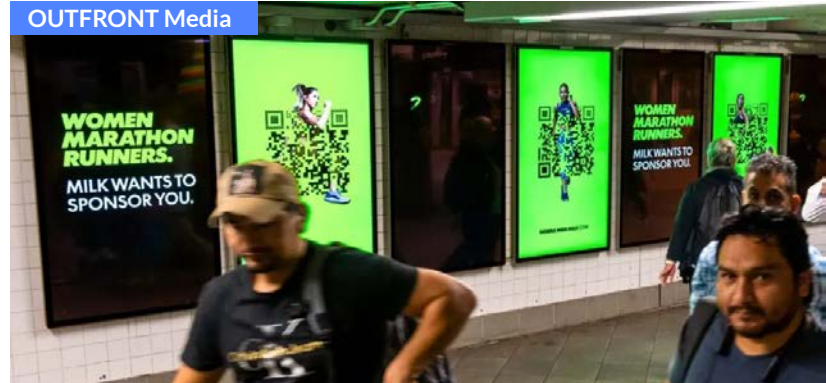
## Run your messaging with OOH at major marathons across the U.S.

From coast to coast, your brand can go the distance by tapping into Place Exchange's national footprint of premium digital inventory with full coverage of U.S. DMAs.

**Millions of spectators cheer on tens of thousands of runners in marathons that span densely populated areas in cities like New York, Chicago, Los Angeles and San Francisco.**

### Place Exchange's programmatic OOH marketplace offers:

- Alignment with major events and the ability to "join the conversation"
- Unmatched scale of premium OOH media
- Advanced audience targeting capabilities
- Support for standard IAB creatives, custom creatives and dynamic creative
- Unified workflow & reporting in omnichannel DSPs
- Device-level data for analytics, attribution & retargeting
- Complete transparency around every media buy
- No arbitrage or hidden fees, ever



### Leverage advanced targeting capabilities

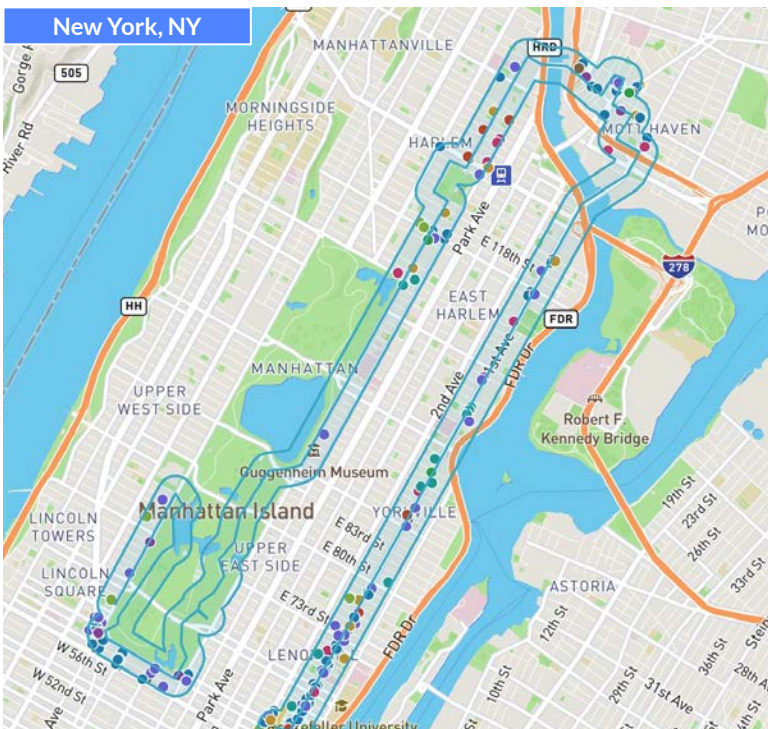
- Precise location targeting at any level of granularity - from nationwide to cities, zip codes, POIs, custom geofences, down to individual screens
- Venue and asset category targeting
- 1st and 3rd party audience targeting
- Precise dayparting for specific events and times, including marathon routes

### Engage consumers in a wide variety of real-world contexts

- On their daily journeys throughout the day with street furniture and billboards
- Outside and inside mass transit hubs as spectators and runners make their way to the event
- At bars and restaurants where spectators congregate
- At health clubs, grocery and convenience stores where runners prepare for the big day

### Example: Target by marathon route

Map showing the New York City Marathon Manhattan and Bronx segments, and sample street-side, retail, and entertainment inventory.



- Total Screens on full marathon route: **784**
- Impressions (4-week): **381 million**

**Legend**

Urban Panels	Blue dot
Pharmacies	Green dot
Casual Dining	Yellow dot
Convenience Stores	Red dot
Subway Platforms	Purple dot
Apartment Buildings	Light blue dot
Grocery Stores	Pink dot
Office Buildings	Olive dot
Marathon Route	Blue line