



NCAA March Madness

This March, tap into Place Exchange's national footprint of premium digital out-of-home inventory—with coverage of all U.S. DMAs, across all major formats—during one of the most renowned events in college basketball history.



This year, the NCAA weeks-long tournament begins with Selection Sunday on **March 17th** and ends with the championship game on **April 8th**. Connect with passionate consumers and influence their purchasing decisions during this peak period. Reach fans watching the games at restaurants and bars, stocking up on snacks and beverages at grocery and convenience stores, and drive round-the-clock brand visibility to both pedestrian and vehicular traffic.

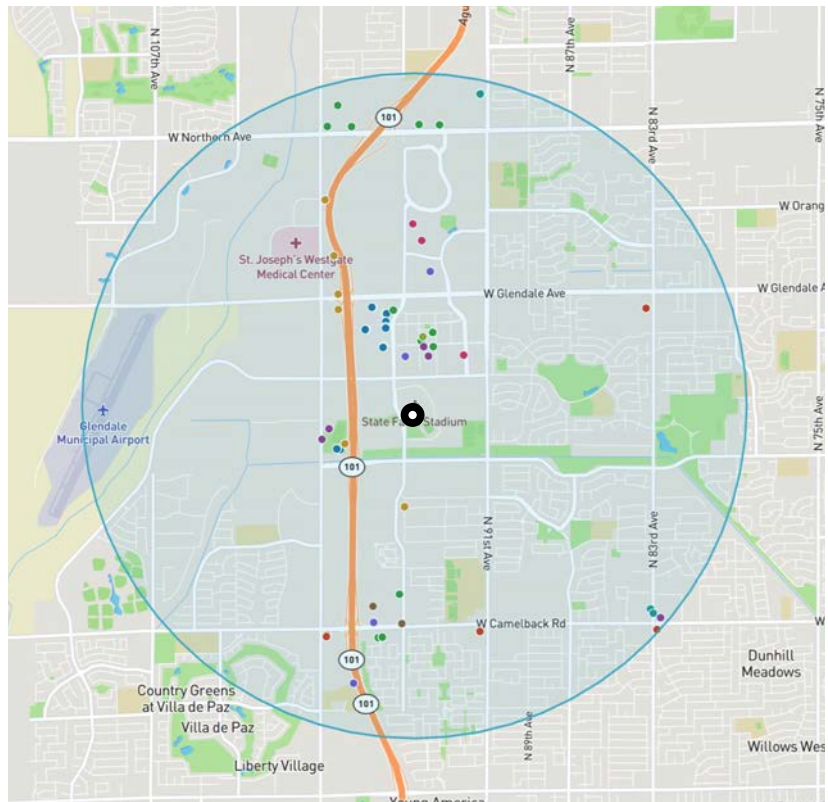
OOH allows brands to put their message in unskippable and brand-safe environments across the consumer's daily journey, directly in the path to purchase.

Leverage advanced targeting capabilities

- Location at any level of granularity
- Venue or asset categories
- 1st and 3rd party audiences

Engage fans in a wide variety of contexts

- On their daily journey throughout the day with street furniture and billboards
- Outside and inside mass transit hubs during commuting hours
- At bars and restaurants when watching the games
- At grocery and convenience stores when buying snacks and beverages
- At health clubs while working out



Map showing sample inventory around State Farm Stadium in Glendale, Arizona

Venue Category

Entertainment Casual Dining	●	Outdoor Billboards	●
Retail Convenience Stores	●	Point of Care	●
Entertainment Bars	●	Retail Grocery	●
Outdoor Urban Panels	●	State Farm Stadium	●

Programmatic OOH Benefits

- Flexible buying formats that allow buyers to scale up and down with their needs, and to swap creatives on the fly
- Ability to measure impact across the funnel with measurement and attribution on par with online and mobile
- Cost-effective reach at scale, in brand-safe physical contexts

