



Take Over the Big Screen with Programmatic OOH

Place Exchange offers access to the largest movie theater network in the US - including on-screen inventory from leading cinema partners like National CineMedia (NCM), Screenvision Media, and Spotlight Cinema Networks. Reach captive audiences during their moments of leisure. The movie-going experience offers advertisers a unique opportunity to engage consumers who are energized, attentive, and receptive to brand messaging.

89% of adults are comfortable and excited to go to movie theaters¹

\$10 billion total spend projected to hit the box office in 2024³

84% of consumers say they noticed advertisements before, during or after a movie at the cinema²

70% of moviegoers in the United States are between the ages 18-45³

Source: ¹The VAB, ²DISQ, ³Statista

PX On-Screen Cinema Network

- Total Screens: **38,530**
- 4-week Impressions: **Over 85 million**

Contact sales@placeexchange.com to learn more

NCM™ — In-lobby & on screen AMERICA'S MOVIE NETWORK

National CineMedia (NCM) is America's Movie Network. As the largest cinema advertising network in the U.S., NCM unites brands with young, diverse audiences through the power of movies and engages movie fans anytime and anywhere. NCM's offers broad reach with over 1,482 screens in over 1,600 theaters in 195 DMAs, including all of the top 50.



PECAN PIE PRODUCTIONS — On screen

Pecan Pie Productions is one of the nation's premiere full-service cinema advertising and production companies for independent movie theaters. With access to premium on-screen advertising, Pecan Pie Productions enables advertising within 30 minutes of the feature film start.



SPOTLIGHT — On screen CINEMA NETWORKS

Spotlight Cinema Networks is a digital cinema advertising company connecting brands with discerning moviegoers on the big screen and in theater lobbies. Spotlight reaches a diverse audience in key demographics. Their impactful cinema advertising network ensures heightened consumer attentiveness and recall.



SCREEN VISION MEDIA — On screen

Screenvision Media offers programmatic access to the big screen. Screenvision is a premier cinema advertising platform that reaches audiences at movie theaters nationwide through our Front + Center pre-show, which curates powerful and uncluttered storytelling for brands and moviegoers on the big screen.

