



Reach Parents and Families with Programmatic OOH

The number of families in the United States is at an all-time high at 84 million¹, and parents are more active than ever. Reach families on the go with highly-visible OOH ads in public spaces, whether it's during their daily commutes, running errands, or attending activities between home, school, work, shopping and entertainment venues. Programmatic capabilities allow advertisers to target against specific audience demographics, change ad content based on the time of day, timely promotions, and more.

19% of a parent's income is spent on basic expenses to raise a child³

\$928 million

annual spend on toy and game advertising²

Source: ¹US Census Bureau, ²MediaRadar 2023, ³LendingTree

NCompass - reach families at QSR and restaurant locations



CEN Media - reach families at movie night with in-lobby cinema screens



Contact sales@placeexchange.com to learn more.

Leverage Place Exchange’s vast network across all venues and formats to reach families throughout the day

- Connect with consumers spending time outside with unmissable large-format screens throughout city centers
- Capture the attention of parents out shopping at grocery stores, convenience stores, malls and other retail locations
- Reach roadtrip warriors with billboards along highways and roads throughout the country
- Engage families in moments of leisure and in the mindset of spending with prominently placed screens at and near tourist destinations, bowling alleys, amusement parks, and more

Intersection - reach consumers street level near POIs



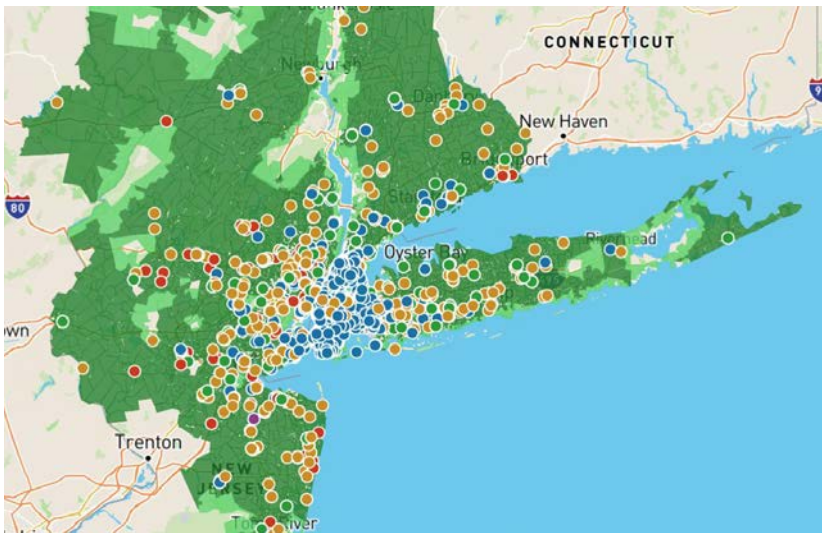
Cedar Fair - high impact screens in amusement parks



Target by destination, demographics, and more





Engage families with prominently placed outdoor and entertainment screens in high density DMAs such as New York.

Sample map of inventory in zip codes that index high for families within the New York, NY DMA.



- Total Screens: 9,601
- Impressions (4-week): 5.7B

Screen Types

Urban Panels	
Movie Theaters	
Malls	
Billboards	
Theme Parks	
Zip Codes that index high for families	