



# Engage Riders with Public Transit DOOH

Increase brand visibility and drive consumer action by leveraging Place Exchange's Public Transit Network, which includes station entrances, platform displays, and more. Strategically positioned displays in highly-trafficked transit systems offer advertisers a unique opportunity to engage diverse audiences efficiently at scale with high frequency near the places they work, live, and shop.

Intersection - SEPTA Philadelphia



New Tradition - Amtrak Capitol Hill DC



**6.19 billion**

public transit rides were taken in the US in 2022 - a 31% increase from 2021<sup>1</sup>

**78%**

of transit riders in the US have noticed OOH messaging in the past month<sup>2</sup>

Source: <sup>1</sup>Statista, <sup>2</sup>OAAA, <sup>3</sup>American Public Transit Association (APTA)

## Why advertisers are leveraging Place Exchange's Transit Network

- **Diverse reach:** 83% of commuters see transit ads on a weekly basis<sup>3</sup>
- **High frequency:** consumers see the same transit ad an average of 20 times per week<sup>2</sup>
- **Unskippable ads:** commuters are drawn to transit ads as they wait for their rides

### PX Public Transit Network Coverage

Digital Screens	4,683+
4-Week Impressions	5 billion



Look for these OpenOOH venue categories in your DSP and/or planning tool to find and target PX Public Transit inventory:

- transit.subway
- transit.buses
- transit.train\_stations

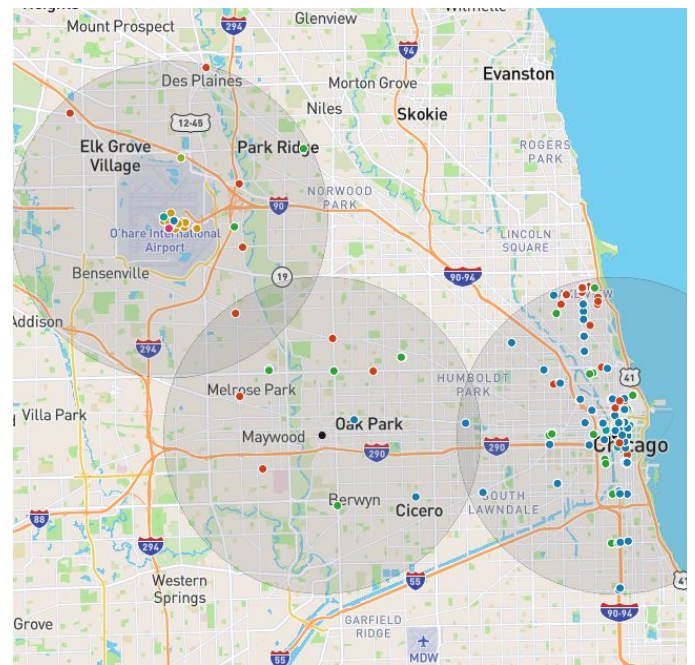
## Drive foot traffic to retail locations

**POI Example:** Reach commuters on their morning commute and during lunch hours with strategic dayparting to increase foot traffic to newly opened Sweetgreen brick and mortar locations in Chicago, IL.

- Total screens: **311**
- 4-week impressions: **64M**

#### Publisher Screens

Intersection Transit	<span style="color: blue;">●</span>
Smart City Media	<span style="color: red;">●</span>
Clear Channel Outdoor	<span style="color: green;">●</span>
Vengo	<span style="color: gold;">●</span>
New Sweetgreen locations	<span style="color: black;">●</span>



OUTFRONT Media - MARTA Atlanta



Clear Channel Outdoor - Metra Ogilvie Center Chicago

