



Tap Programmatic OOH for St. Patrick's Day

St. Patrick's Day is estimated to bring in **\$6.9 billion in consumer spending**¹. Brands can leverage Place Exchange to reach their target audiences in relevant physical contexts like bars, restaurants, grocery stores, and out on the streets where holiday parades are taking place - all with unparalleled scale, flexibility, targeting, and measurement.

<p>153% lift in US spirit sales on St. Patrick's Day²</p>	<p>62% of US consumers plan on celebrating St. Patrick's Day³</p>	<p>\$44 average spend by a US consumer on St. Patrick's Day³</p>
---	---	--

Source: ¹National Retail Federation, 2023, ²WalletHub, 2023, ³Statista, 2024



Liquid Media | Reach consumers near brick and mortar locations

AtmosphereTV | Showcase your brand at the "point of pour"

Reach consumers at scale at point of purchase and at the "point of pour"

PX Retail Media Network

- Total Screens: **580,000+**
- 4-week Impressions: **437 billion**

PX Restaurant & Bar Network

- Total Screens: **201,000+**
- 4-week Impressions: **40 billion**

Contact sales@placeexchange.com to learn more