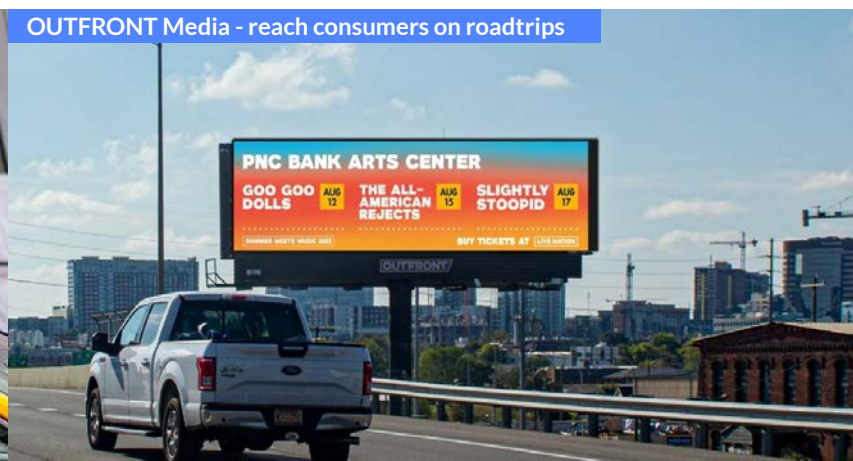
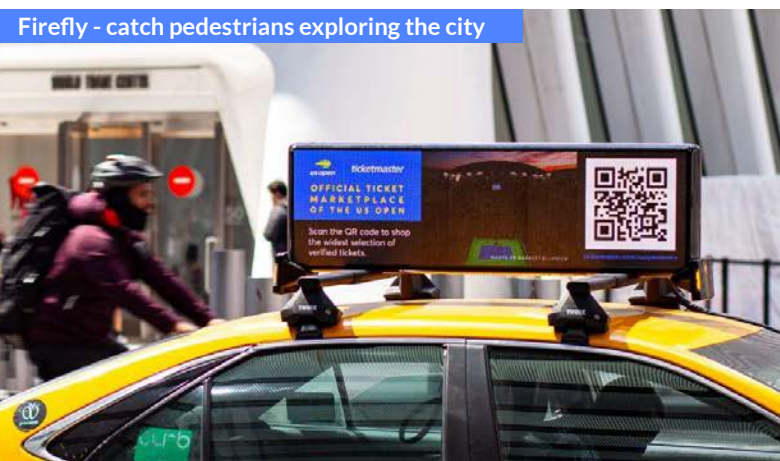




Maximize Visibility this Summer with Programmatic OOH

Warmer weather is here and advertisers are turning to OOH to engage consumers in the physical world as they spend more time outside, enjoying city life, socializing with friends and family and going on roadtrips and summer vacations. Consumers are planning to spend over \$214 billion on summer vacations this year.¹



71% of Americans travel at least once between May and September¹

87% of consumers celebrated Independence Day in 2023²

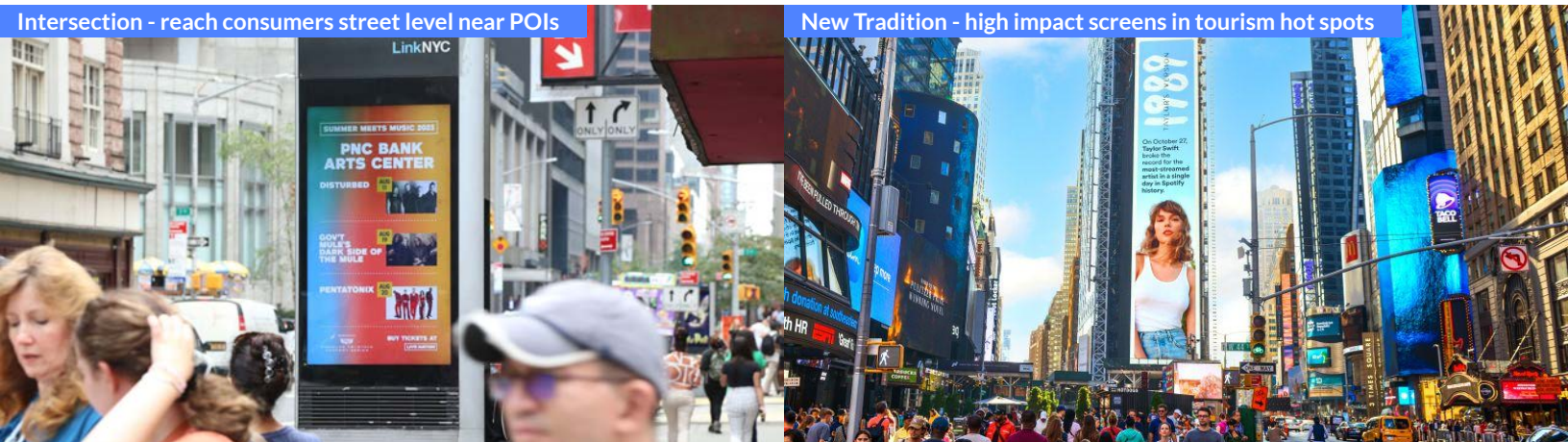
40% of Americans plan to travel more in 2024 than 2023³

208 million American adults traveled during the 2023 summer season⁴

Source: ¹Allianz Travel, 2023, ²National Retail Federation 2023, ³Forbes, 2024, ⁴The Vacationer 2023

Leverage Place Exchange’s Vast Outdoor Networks: Billboard, Spectacular, Street Furniture, and more

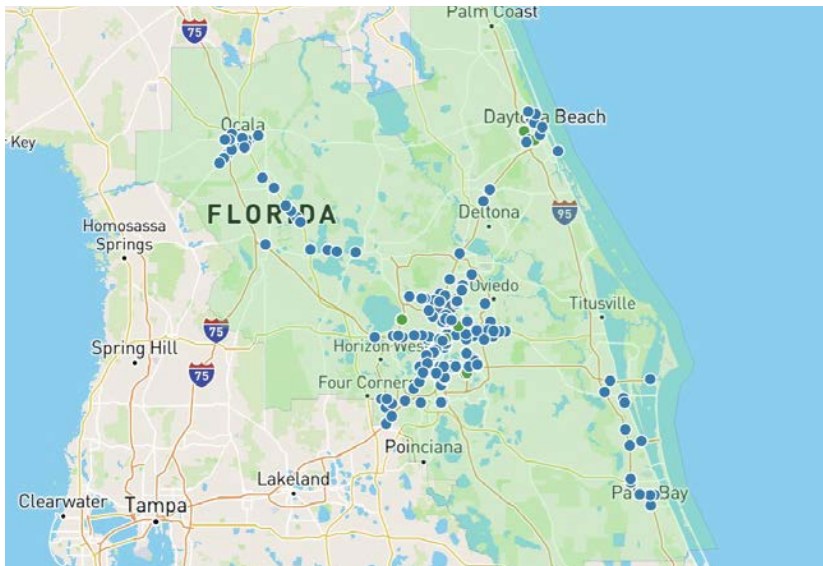
- Connect with consumers spending time outside with unmissable large-format screens throughout city centers
- Capture attention from pedestrians with eye-catching placements on top of rideshare vehicles and taxis, and on the streets with urban panels and bus shelters
- Reach roadtrip warriors with roadside billboards along highways and roads throughout the country
- Engage vacationers in moments of leisure and in the mindset of spending with prominently placed outdoor screens at and near tourist destinations



Target by Travel Destination and More

Engage family vacationers in moments of leisure and the mindset of spending with prominently placed outdoor screens in tourist towns such as Orlando.

Sample map of outdoor media in the Orlando, Florida DMA.



- Total Screens: 355
- Impressions (4-week): 305M

Screen Types

Billboard



Display Panel



Contact sales@placeexchange.com to learn more.