

# **DOOH Vertical Deals Yahoo DSP via Place Exchange**



# Vertical Deals via Place Exchange

## Deal info

Deal Name	Deal ID	CPM
Place Exchange Run of Retail DOOH	PLACEEXCHANGE_DOOH_RETAIL	\$6.00
Place Exchange Run of Retail Malls Food Court DOOH	PLACEEXCHANGE_DOOH_RETAIL_MALLS_FOOD_COURT	\$7.00
Place Exchange Run of Retail Malls DOOH	PLACEEXCHANGE_DOOH_RETAIL_MALLS	\$11.00
Place Exchange Run of Retail Convenience Stores DOOH	PLACEEXCHANGE_DOOH_RETAIL_CONVENIENCE_STORE	\$6.00
Place Exchange Run of Retail Grocery Shop Entrance DOOH	PLACEEXCHANGE_DOOH_RETAIL_GROCERY_SHOP_ENTRANCE	\$7.00
Place Exchange Run of Retail Grocery DOOH	PLACEEXCHANGE_DOOH_RETAIL_GROCERY	\$7.00
Place Exchange Run of Retail Grocery Aisles DOOH	PLACEEXCHANGE_DOOH_RETAIL_GROCERY_AISLES	\$7.00
Place Exchange Run of Retail Gas Stations Shop DOOH	PLACEEXCHANGE_DOOH_RETAIL_GAS_STATIONS_SHOP	\$7.00
Place Exchange Run of Vending Machines DOOH	PLACEEXCHANGE_DOOH_VENDING_MACHINE	\$7.00
Place Exchange Run of Retail Grocery Check Out DOOH	PLACEEXCHANGE_DOOH_RETAIL_GROCERY_CHECK_OUT	\$8.00
Place Exchange Run of Retail Grocery Point of Sale DOOH	PLACEEXCHANGE_DOOH_POINT_OF_SALE	\$9.00
Place Exchange Run of Transit DOOH	PLACEEXCHANGE_DOOH_TRANSIT	\$18.50

# Retail Network

## Place Exchange vertical deals

**Instant access to the largest network of in-store retail screens** in the US, enabling brands to target consumers precisely at the point of sale with engaging, high-impact creative

**Exchange:** Place Exchange

**Venue type:** Supermarkets, convenience stores, pharmacies, mall locations, big box retailers

**Key advertiser categories:** CPG, Commerce, Insurance, Credit Cards

**Total screens:** 68,000+

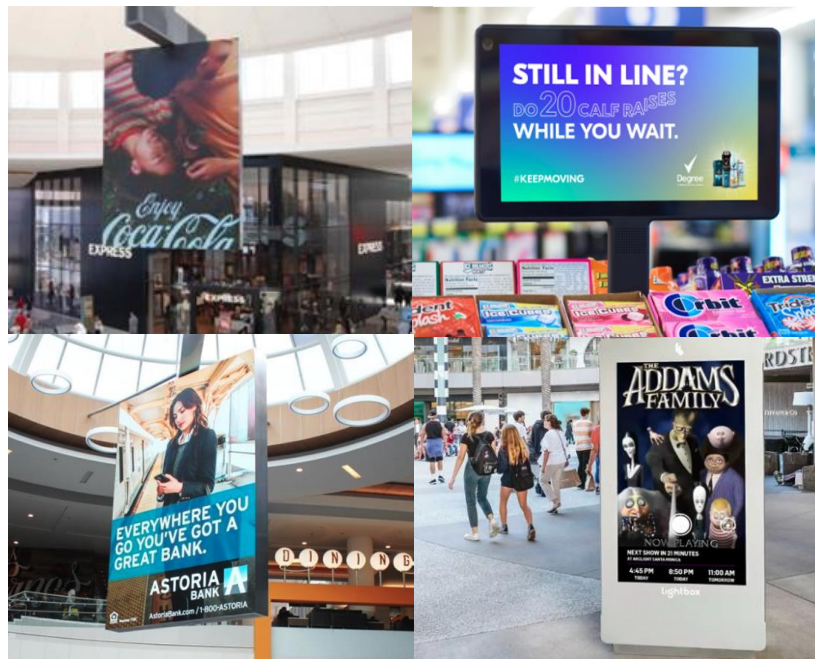
**4 week impressions:** 9B+

**Spec, most common:** 1920x1080, 1080x1920, 768x1364, 1280x960, Video and Static accepted

### Key benefits

- Unmatched scale
- Seamless DSP campaign execution
- Guaranteed & non-guaranteed deals
- Reach/Frequency measurement for pre/mid/post campaign
- Mobile device ID capture
- Impression-based budgeting and pacing

**yahoo!**



### Partners include:

AdPlanet by Coinstar, Atmosphere, ATM.TV, Grocery TV, GSTV, KeyMedia Network, Lightbox, Liquid, NRS, Screenverse, Simon Malls, Starlite, Velocity

# Grocery & Convenience Network

## Place Exchange vertical deals

**Instant access** to premium digital screens **strategically placed at the point-of-purchase** to deliver contextually relevant messaging to High Frequency shoppers

**Exchange:** Place Exchange

**Venue type:** Grocery & convenience stores

**Key advertiser categories:** CPG, Credit Cards, Insurance, Lottery

**Total screens:** 43,000+

**4 week impressions:** 6.8B+

**Spec, most common:** 1920x1080, 1080x1920, 768x1364, 1280x960, Video and Static accepted

### Key benefits

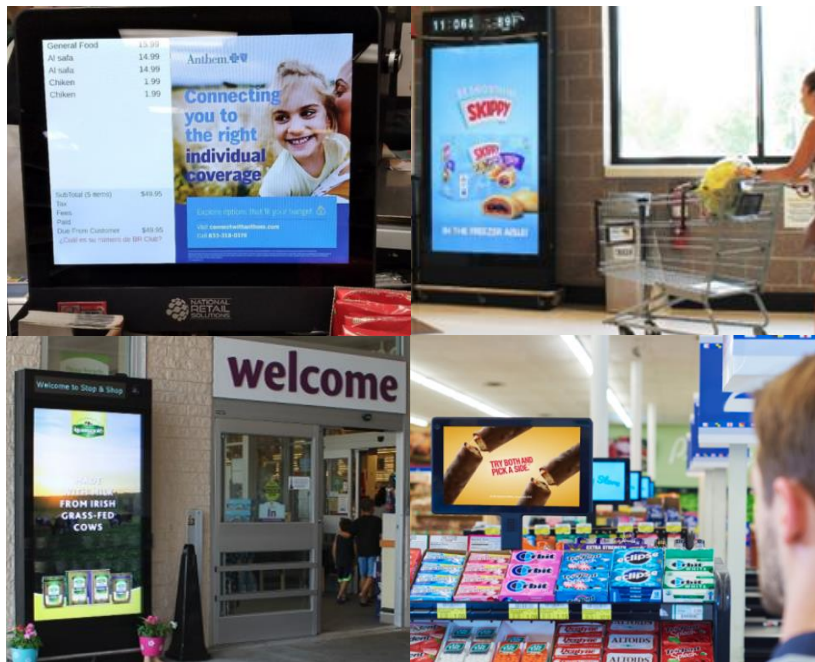
#### Grocery Stores

- Highest traffic retail environment
- Reach household decision makers when their wallet is out
- 4.5 minutes average dwell time at checkout

#### Convenience Stores

- #3 in retail spend, behind supermarket & e-commerce
- Millennials prefer C-stores, +5% points above other generations
- 1 minute average dwell time at checkout

**yahoo!**



### Partners include:

AdPlanet by Coinstar, Atmosphere, ATM.TV, FuelMedia, Geometria, Grocery TV, NRS, Starlite, Vengo

# Transit Network

## Place Exchange vertical deals

**Instant access** to premium OOH inventory **reaching travelers** wherever they're going and however they get there

**Exchange:** Place Exchange

### Airport inventory

**Venue type:** Concourse, shops, restaurants, gates, lounges, baggage reclaim

**Total screens:** 2,698

**4 week impressions:** 375M+

### Moving Media & Transit

**Venue type:** Rideshare & taxi in-vehicle & tops, transit bus & delivery vehicle rears

**Total screens:** 834

**4 week impressions:** 293M+

**Spec, most common:** 1920x1080, 1080x1920, 560x160, 1280x720, Video (lengths may vary by media owner) and Static

### Key benefits

- High dwell time. Capture attention with highly receptive consumers
- Reach HHI and Business audiences
- Granular location targeting
- Venue or asset categories

**yahoo!**



### Partners include:

AdStash, Atmosphere, Clear Channel Outdoor, Firefly, Intersection Air, Intersection Cities & Transit, Loop Media, Octopus