

VISTARMEDIA

Digital Out-of-Home Inventory Guide

United States



Available Venue Types

EDUCATION

- Schools
- Colleges & Universities

ENTERTAINMENT

- Bars
- Casual Dining
- Hotels
- Movie Theaters
- QSR
- Recreational Locations
- Sports Entertainment

GOVERNMENT

- DMVs

HEALTH & BEAUTY

- Gyms
- Salons

OFFICE BUILDINGS

OUTDOOR

- Billboards
- Bus Shelters
- Urban Panels

POINT OF CARE

- Doctor's Offices
- Veterinary Offices

RETAIL

- Convenience Stores
- Dispensaries
- Gas Stations
- Grocery
- Liquor Stores
- Malls
- Pharmacies
- Parking Garages

TRANSIT

- Airports
- Buses
- Subway
- Taxi & Rideshare Tops
- Taxi & Rideshare TV
- Train Stations

Education

Digital inventory in educational venues provide direct access to students all over the country. Reach middle and high schoolers as well as university students while they head to class, hang out on campus, or have lunch with friends by activating screens in high-traffic locations, such as dining halls, student unions and school hallways.

Screen Locations Include:

- **SCHOOLS:** In cafeterias, along entrances, in the hallways
- **COLLEGES & UNIVERSITIES:** In dining halls, libraries, rec centers, student unions, fitness centers, on vending machines



Education Media Owners Available:



SCHOOLS: Atmosphere

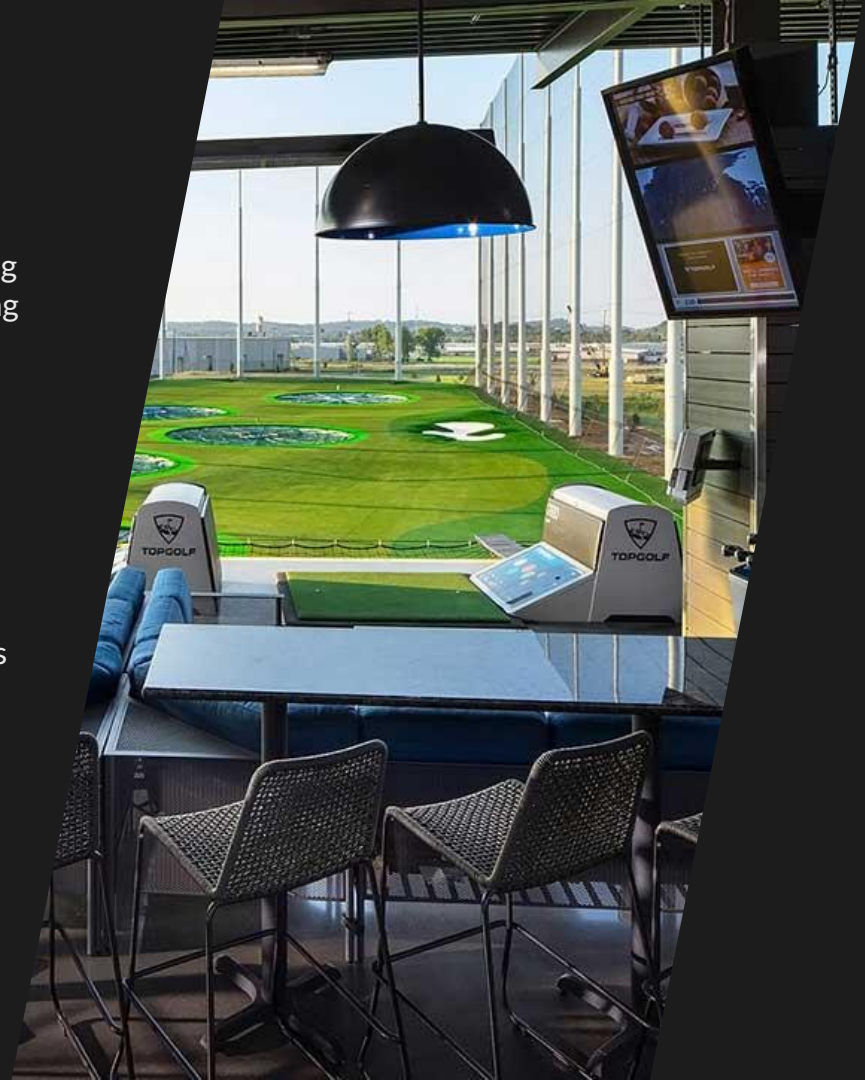
COLLEGES & UNIVERSITIES: Atmosphere, CheddarU, Rouge, Smart City Media, Vengo

Entertainment

Digital screens can be found in a variety of entertainment venues, such as bars, restaurants, movie theaters, sports centers and others — enabling brands to reach consumers in the places they spend leisure time, engaging them with incentivized messaging and often touch-screen interactivity.

Screen Locations Include:

- **BARS:** Behind the bar, interactive tablets on tables, digital music stations on the walls
- **CASUAL DINING:** At the front of the venue, mounted on the walls, behind the counter or bar
- **HOTELS:** In-room guest tablets, hotel lobbies, hallways & elevators
- **MOVIE THEATERS:** At the front of the venue, lobby displays, on the big screen
- **QSRs:** On ATMs, at entrance, on or near drink stations
- **RECREATIONAL LOCATIONS:** In bowling alleys, community centers, music venues, arcades and other family activity centers
- **SPORTS ENTERTAINMENT:** In lobbies, alongside entertainment activities, mounted around the venue



Entertainment Media Owners Available:



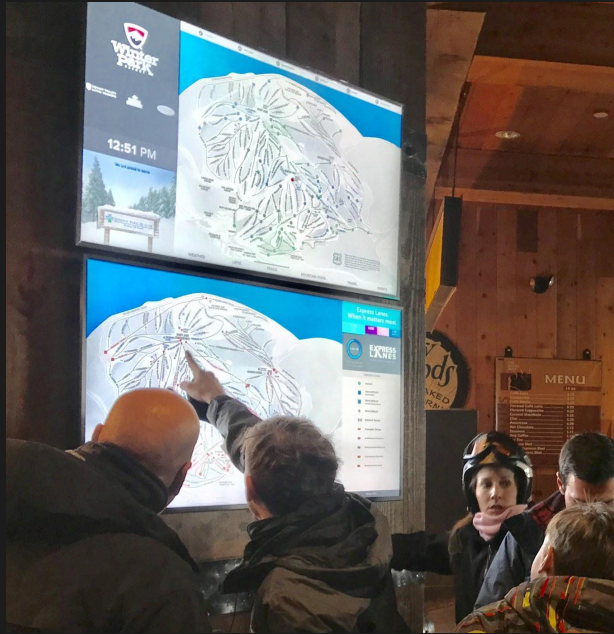
BARS: AdMyTv, AMI, Atmosphere, Buzztime, NRG Go, Social Indoor, TouchTunes, True Sync Media

CASUAL DINING: AdMyTv, Atmosphere, Buzztime, Corner Media, Dolphin Digital, iTellio, Phoenix Vision, Smartify Media, Social Indoor, SOS, TouchTunes, True Sync Media, Smartify

HOTELS: Intelity, Vengo

QSRs: iTellio, Paramount

Entertainment Media Owners Available:



MOVIE THEATERS: Atmosphere, CEN, Cinema Scene, ScreenVision, Social Indoor

RECREATIONAL CENTERS: AdMyTv, Atmosphere, Social Indoor, TouchTunes

SPORTS ENTERTAINMENT: Alpine Media, Atmosphere, Social Indoor, Topgolf

Government

Digital out-of-home inventory resides in the lobbies and waiting rooms of government buildings, such as those run by the Department of Motor Vehicles. This digital signage is unique in that it reaches just about every demographic, as consumers have to visit the DMV to get or maintain their license.

Screen Locations Include:

- **DMVs:** In lobbies and waiting rooms

Available Media Owners Include:

- Sharp Media Group



Health & Beauty

Digital screens are located in gyms, beauty salons and barber shops — and are on display in common areas with high foot traffic or on/near individual stations. This media is highly visible among consumers focused on their health and wellness, while engaging in exercise or beauty services.

Screen Locations Include:

- **GYMS:** In lobbies, locker rooms, on workout machines
- **SALONS:** Near reception desk; on walls near individual stations



Health & Beauty Media Owners Available:



GYMS: Atmosphere, Fitness UPshow, iTelle Media, Smartify Media, Social Indoor, Vengo, Zoom Fitness, Smartify
SALONS: Atmosphere, Gloss Media, Rouge, Sharp Media, Smartify Media, Social Indoor, Smartify

Office Buildings

Digital signage can be found in the elevators and lobbies of premier office buildings throughout the country — reaching millions of modern professionals who are make key decisions for both business and consumer purchases.

Screen Locations Include:

- **OFFICE BUILDINGS:** In lobbies and elevators

Available Media Owners Include:

- AdMyTV, Atmosphere, Captivate, Dolphin Digital, iTellio, Pursuant Health, Touchsource, Smartify Media, S/O/S, Vengo, Smartify



Outdoor

Outdoor digital signage encompasses billboards, bus shelters and urban panels. Located along major roads or within urban environments, these screens attract high-density consumer exposure among both vehicular traffic as well as pedestrians.

Screen Locations Include:

- **BILLBOARDS:** Along expressways, major highways, city streets, tunnel entrances & service centers
- **BUS SHELTERS:** Attached or next to enclosures where passengers may wait for buses
- **URBAN PANELS:** Premier pedestrian sites, such as outdoor shopping centers, gourmet markets and transit centers



Outdoor Media Owners Available:



BILLBOARDS: Adams Outdoor, Allison Outdoor, American Digital Outdoor Advertising, American Outdoor Advertising, Apparitix, Arrington Outdoor, Blackbelt Outdoor, Blanning Outdoor, Big Outdoor, Blip Billboards, Borges Outdoor, Branded Cities, Bulletin Displays, Clear Channel Outdoor, Compass Billboards, DOA, Good Outdoor, Grace Outdoor, IBOUSA, iDigital Outdoor, IDON, International Outdoor, Integration Media, Jones Outdoor, Lamar, Link Media Outdoor, Local Media, MD Properties, Mile High Outdoor Advertising, Mollman Outdoor, New Tradition, Newman Outdoor, Outfront Media, Pacific Outdoor Advertising, Pioneer Outdoor, Porlier Outdoor, Premiere Outdoor, Primary Media, Spin, Street Media, VIOOH, Whistler Outdoor, WOW Media Network

Outdoor Media Owners Available:



BUS SHELTERS: Clear Channel Outdoor, JCDecaux, Smart City Media, VIOOH

URBAN PANELS: Clear Channel Outdoor, Corner Media, Liquid Outdoor, Smart City Media, Smartify Media, Soofa, Spin, Volta

Point of Care

Point of care screens are located in health centers such as doctor's offices and veterinary offices. Often mounted on the walls, these devices are highly visible while customers are sitting for +15 minutes prior to their appointment.

Screen Locations Include:

- **DOCTOR'S OFFICES:** In waiting rooms, alongside physical therapy equipment
- **VETERINARY OFFICES:** In waiting rooms



Point of Care Media Owners Available:



DOCTOR'S OFFICES: ATI, Atmosphere, CVIEW, Dolphin Digital, eScapes, Health Media Network, PatientPoint
VETERINARY OFFICES: Health Media Network

Retail

Digital screens can be found in retail locations, gas stations and pharmaceutical retailers. This inventory is crucial in reaching consumers at point-of-purchase locations while they are out shopping and in a purchasing mindset.

Screen Locations Include:

- **CONVENIENCE STORES:** At checkout counters & at the store entrances/exits
- **GROCERY STORES:** In the aisles, at check-out adjacent to registers
- **GAS STATIONS:** On top of pumps
- **MALLS:** In common areas, food courts, outdoor shopping plazas
- **LIQUOR STORES:** Within aisles, mounted directly to the shelves' edges
- **DISPENSARIES:** Behind counters, mounted on walls
- **PHARMACIES:** Health kiosks, on top of newspaper stands, mounted on walls
- **PARKING GARAGES:** Free standing or mounted to the wall at entrances/exits



Retail Media Owners Available:



CONVENIENCE STORES: ATM.tv, Atmosphere, Dolphin Digital, iTellio, NRS, Phoenix Vision, Redbox

GROCERY STORES: Coinstar, Dolphin Digital, Grocery TV, Impax Media, Phoenix Vision, SellrTV, Starlite, Vibenomics (audio OOH)

LIQUOR STORES: Atmosphere, NRS, OTG, Phoenix Vision, SellrTV

MALLS: Brookfield, Corner Media, Gable, JCDecaux, KeyMe, Lightbox, Macerich, Phoenix Vision, Simon Malls, S/O/S, Westfield

Retail Media Owners Available:



DISPENSARIES: Enlightened, Enlightened - CCTV, Enlightened - Pharmacy

GAS STATIONS: Atmosphere, GSTV, Volta

PARKING GARAGE: A Lot Media

PHARMACIES: Enlightened - Pharmacy, Phoenix Vision, Pursuant Health Retail

Transit

Transit digital screens are located in the heart of high-traffic transportation hubs, such as train stations and airports. Travelers are frequently in-view of these screens while they await their departure, seek directions, travel throughout the terminal, or collect baggage.

Screen Locations Include:

- **AIRPORTS:** In terminals and food courts, at baggage claims and alongside shops, restaurants and convenience stores
- **TAXI & RIDESHARE TV:** Inside taxis & rideshares
- **TAXI & RIDESHARE TOPS:** On top of taxis & rideshare vehicles
- **TRAIN STATIONS:** In waiting areas, alongside platform, in terminals
- **SUBWAYS:** Alongside platform, in stations



Transit Media Owners Available:

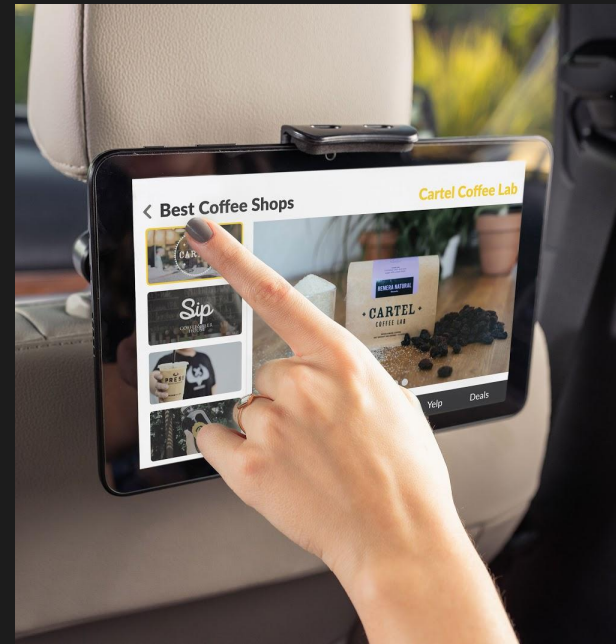


AIRPORTS: Clear Channel Airports, OTG, Reach TV, The New Stand

SUBWAYS: Corner Media

TRAIN STATIONS: Clear Channel Outdoor, New Tradition, Phoenix Vision, S/O/S

Transit Media Owners Available:



TAXI & RIDESHARE TV: Curb, Glacier TV, Lyft, Octopus
TAXI & RIDESHARE TOPS: Curb, Firefly, Lyft

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