



College Football Network

Digital screens located within 15 miles of collegiate stadiums nationwide!



Lamar's College Football Network features digital billboard coverage surrounding major college football stadiums, tailgate zones, campus environments, and gameday travel corridors, allowing brands to engage fans throughout the college football season.

Locations in this network reach audiences as they travel to campus, attend games, visit bars and restaurants, and participate in one of the most passionate sports environments in the country.

The network delivers scalable national reach while aligning messaging with highly engaged college football audiences and regional fan bases.

GET IN THE GAME

NETWORK HIGHLIGHTS

Coverage spans 65 stadiums across the ACC, SEC, Big Ten, Big 12, and Pac-12 conferences.

Digital billboard inventory is strategically positioned near stadiums, entertainment districts, and key gameday corridors to engage fans as they travel throughout college football markets.

Delivers national reach across top-ranked football programs, major metros, and influential college towns.



College Football Network

PROGRAMMATIC DIGITAL BILLBOARDS

NATIONWIDE COVERAGE





College Football Network

AUDIENCE & INDUSTRY INSIGHTS

THIS AUDIENCE MATTERS

College football fans are deeply engaged consumers who drive significant seasonal spending tied to gameday traditions, travel, entertainment, and retail behavior.



From tailgates and watch parties to rivalry weekends and bowl travel, college football audiences over-index for purchases tied to:

- **ALCOHOLIC & NON-ALCOHOLIC BEVERAGES**
- **GROCERY & SNACK PURCHASES**
- **QUICK SERVICE RESTAURANTS**
- **CONVENIENCE & FUEL STOPS**
- **RETAIL & TEAM APPAREL SHOPPING**
- **SPORTS BETTING & FANTASY SPORTS ENGAGEMENT**
- **TRAVEL & HOSPITALITY SPENDING**

OOH Packs a Memorable Punch

Overall, OOH ads for sporting events are rated as equally or more memorable than competitive advertising formats. Nearly **9 in 10 consumers (86%)** say some element makes OOH sporting ads memorable, with humor as the top driver.

An Active Fan Base

College football viewership draws an estimated **155 million fans** nationwide.

Out of Home Drives Social Media Engagement

Among those who have engaged with the ad type via social media, **50%** of those said because the OOH ad was visually appealing.



College Football Network

THOUGHT STARTERS

FOR ALWAYS-ON PLANNING

Preseason <i>(Jul-Aug)</i>	Training Camp, Rankings, Season Hype
Early Season <i>(Aug-Sep)</i>	Opening Weekend, Campus Return
Conference Play <i>(Sep-Nov)</i>	Rivalries, Ranked Matchups
Rivalry Week <i>(Nov)</i>	Major Rivalry Games, Travel Spikes
Championship Season <i>(Dec)</i>	Conference Championships
Bowl Season <i>(Dec-Jan)</i>	Bowl Games, Holiday Travel
College Football Playoff <i>(Jan)</i>	National Championship Buildup
Offseason <i>(Feb-Apr)</i>	Recruiting, Transfer Portal, Spring Football

CREATIVE OPPORTUNITIES

Leverage dynamic and real-time creative to align messaging with live football moments and fan excitement throughout the season. Opportunities include:

- Live scores and game updates
- Countdown messaging for kickoff and rivalry games
- Dynamic creative triggered by rankings, wins, or playoff appearances
- Conference championship and bowl game messaging
- Weather-triggered creative for tailgates and gameday conditions
- Team-color and regional creative customization
- Messaging tied to campus traditions, rivalries, and student life

MEASUREMENT OPPORTUNITIES

Brand Awareness Studies

Measure how exposure influences brand recall and association within college football environments.

Foot Traffic Studies

Analyze visitation lift to QSR, retail, grocery, hospitality, or entertainment locations tied to campaign exposure.

Audience Insights

Understand how college football fans engage with messaging throughout key seasonal moments.

Attribution Measurement

Compare exposed versus control audiences to evaluate campaign impact across the football season.