



NFL Network

PROGRAMMATIC DIGITAL BILLBOARDS

Coverage Surrounding 30 NFL Stadiums
Across 32 Team Environments

Lamar's NFL Network features Lamar digital billboard coverage around NFL stadiums and team environments, allowing brands to engage with fans as they travel to games, tailgate, attend watch parties, and move throughout major cities during football season.

The network delivers scalable national reach while aligning messaging with one of the most passionate and engaged fan bases in sports.

GET IN THE GAME



NETWORK HIGHLIGHTS

We offer over 750 digital billboards within a 15-mile radius of NFL stadiums

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

High-frequency exposure during peak gameday travel windows



NATIONWIDE COVERAGE





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AUDIENCE & INDUSTRY INSIGHTS

THIS AUDIENCE MATTERS

Football fans are highly engaged consumers who frequently purchase food, beverages, and entertainment-related products throughout the season.

From tailgates and gameday gatherings to travel and post-game celebrations, NFL audiences over-index for purchases tied to:

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

OOH Packs a Memorable Punch

77% of adults rate out of home ads surrounding major sporting events as more or equally memorable than those on other advertising channels.

Gen X Interaction

41% of Gen X consumers are most likely to engage with out of home messaging promoting upcoming games or match schedules.

Seasonal Spending

NFL audiences drive strong seasonal spending behaviors tied to food, beverage, retail, and entertainment categories.





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THOUGHT STARTERS

FOR ALWAYS-ON PLANNING

Preseason <i>(Jul-Aug)</i>	Training Camp, Fantasy Prep Season Hype
Regular Season <i>(Sep-Jan)</i>	Weekly Games, Rivalries, Primetime Matchups
Holiday Football <i>(Nov-Dec)</i>	Thanksgiving, Retail, Travel
Playoffs <i>(Jan)</i>	Wild Card Through Conference Championships
Championship <i>(Feb)</i>	Super Bowl Activations
Offseason <i>(Mar-Apr)</i>	Draft, Free Agency, Schedule Buzz

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
- Real-time stats and player highlights
- Countdown messaging for kickoff or primetime matchups
- Dynamic creative triggered by wins, rivalries, or playoff appearances
- Weather-triggered messaging for tailgates and gameday conditions
- Contextual messaging around holidays, playoffs, and championship moments

MEASUREMENT OPPORTUNITIES

Brand Awareness Studies

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

Foot Traffic Studies

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

Audience Insights

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

Attribution Measurement

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



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AT THE CENTER OF **NFL FANDOM**

Digital billboard inventory is strategically positioned where NFL fandom comes to life, reaching fans across stadiums, entertainment districts, and key gameday corridors.



Activate around the action without additional sponsorship restrictions.

Advertisers can leverage Lamar's premium roadside inventory surrounding major sports venues, subject only to standard day-to-day lease and board acceptance restrictions.