



FUTURAD



FACT SHEET

OUTDOOR + INDOOR

OUTDOOR BILLBOARDS

| City, Country | billboard type | neighborhood / location name | audience | traffic |
|---|----------------|--------------------------------------|-----------|-----------|
| Panama City Republic of Panama | Digital | The LED - Costa del Este (Lado A) | — | 450.000 |
| | | Santa María (Rotonda Chanis) | — | 820.000 |
| | | Vía España (Cruce con Vía Porras) | — | 750.000 |
| | | Calle 50 (Arrocha) | — | 1.800.000 |
| | | 12 de Octubre (Arrocha) | — | 345.000 |
| | | Vía Israel | — | 459.000 |
| | | Santa María Business District | — | 800.000 |
| | | Costa del Este Cara A | — | 800.000 |
| | | Costa del Este Cara B | — | 800.000 |
| | | Centennial Plaza (Arrocha) | — | 1.800.000 |
| | | Blvr. Punta Pacífica | — | — |
| | | Vía Brasil (Galerías Obarrio) | — | 345.000 |
| | | Brisas del Golf (Signature Plaza) | — | 750.000 |
| | | La Chorrera | — | — |
| Riba Smith (Costa del Este) | — | — | | |
| Santiago Republic of Panama | | Santiago | — | — |
| Santo Domingo Dominican Republic | Digital | The LED - Dominicana | 3.100.000 | 6.700.000 |
| Panama City Republic of Panama | Static | The LED - Costa del Este (Lado B) | — | 450.000 |
| | | Obarrio (Calle 53, al lado de Novey) | — | 800.000 |
| | | Paitilla Office Tower | — | 3.500.000 |
| | | Panamá Pacífico | — | 2.500.000 |
| | | Transistmica | — | — |
| | | Santa María Business District | — | 3.500.000 |
| | | Marbella | — | 400.000 |
| Santo Domingo Dominican Republic | Static | The LED - Dominicana (Lado B) | 3.100.000 | 6.700.000 |



INDOOR

DIGITAL SIGNAGE

INDOOR

DIGITAL SIGNAGE

| City, Country | entity type | retail /mall | # screens/ # locations | audience per month | spots per month |
|--|-------------|--|---------------------------|-----------------------|--------------------|
| Panama City Republic of Panama | Retail | Arrocha | 82/16 | 2.000.000 | 735.000 |
| | | Deli Gourmet | 19/7 | 120.000 | 170.000 |
| | | Power Club | 24/8 | 100.000 | 200.000 |
| | | Felipe Motta | 11/6 | 40.000 | 85.000 |
| | | Consultorios Médicos Paitilla | 12/2 | 55.000 | 98.000 |
| | | Queso Chela | 1/1 | 20.000 | 8.000 |
| | | Dona Vida Panamá | 5/1 | 1.200 | 45.000 |
| | Mall | Albrook Mall - Food Court Magic Zone | 2 | 5.000 | — |
| | | Albrook Mall - Food Court Carrusel | 2 | 5.000 | — |
| | | Albrook Mall - Pasillo Elefante | — | 5.000 | — |
| | | Albrook Mall - Pasillo Dinosaurio | — | 5.000 | — |
| | | Albrook Mall - Pasillo Delfin | — | 5.000 | — |
| | | Santa Maria Plaza - Banderolas | — | 5.000 | — |
| | | Santa Maria Plaza - Banner Outdoor | — | 5.000 | — |
| | | Santa Maria Plaza - Mupis fijos | — | 5.000 | — |
| | | Santa Maria Plaza - Mupis digitales | — | 5.000 | — |
| | | Santa Maria Plaza - Lona Sótano 1 | — | 5.000 | — |
| | | Santa Maria Plaza - Lona Sótano 2 | — | 5.000 | — |
| | | Santa Maria Plaza - Lona Entrada PB | — | 5.000 | — |
| | | Santa Maria Plaza - Lona Entrada Panafoto S1 | — | 5.000 | — |
| | | Santa Maria Plaza - Lona Food Court | — | 5.000 | — |
| | | Santa Maria Plaza - Lona Do It Center S1 | — | 5.000 | — |
| | | Santa Maria Plaza - Lona Do It Center S2 | — | 5.000 | — |
| Santa Maria Plaza - Lona Do It Center S2 | — | 5.000 | — | | |
| Santa Maria Plaza - Lona Panafoto S2 | — | 5.000 | — | | |

| City, Country | entity type | retail /mall | # screens/ # locations | audience per month | spots per month |
|-----------------------------------|-------------|---|---------------------------|-----------------------|--------------------|
| Panama City Republic of Panama | Mall | Santa Maria Plaza - Lona Colganta S1 | — | 5.000 | — |
| | | Santa Maria Plaza - Lona Salida S1 | — | 5.000 | — |
| | | Santa Maria Plaza - Elevadores externo | — | 5.000 | — |
| | | Santa Maria Plaza - Elevadores internos | — | 1.000.000 | — |
| | | CC San Miguelito - Valla Fija Lona Central Entrada PB | — | 1.000.000 | — |
| | | CC San Miguelito - Valla Fija L1 y L2 Entrada PB | — | 1.000.000 | 15.000 |
| | | CC San Miguelito - Pantalla Digital Escaleras N1 | — | 1.000.000 | 15.000 |
| | | CC San Miguelito - Pantalla Digital N1 | — | 1.000.000 | 15.000 |
| | | CC San Miguelito - Pantalla Digital N2 | — | 1.000.000 | 15.000 |
| | | CC San Miguelito - Mupi Digital N1, N2, N3 | — | 1.000.000 | 15.000 |
| | | CC San Miguelito - Mupi Fijo N1, N3 | — | 1.000.000 | — |
| | | CC San Miguelito - Pantalla Digital Baños N1, N2 | — | 1.000.000 | 15.000 |
| | | CC San Miguelito - Pantalla Digital Food Court N2 | — | 1.000.000 | 15.000 |
| | | | | | |

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ABOUT US

TALLEST. BOLDEST. LARGEST.

At Futurad, our mission is to seize attention, spark recognition, and foster immediate impact for major brands. We proudly own the Caribbean's largest digital outdoor billboard and, solidifying our position as the premier provider of customized advertising solutions. With a network encompassing 20 billboards in two countries, we reach a staggering 70 million customers daily, generating 2.1 billion monthly impressions and over 25.2 billion impressions annually.

Our comprehensive content management and distribution services extend across outdoor and indoor screens, catering to public spaces, and into retail and corporate environments. Futurad's trajectory is one of dynamic growth as we aim to expand our footprint throughout the Latin American region.

PROVEN
MARKET LEADING
SCREEN FORMAT

THE LED 122M

MONTHLY
VIEWERSHIP
POOL

YEARLY
VIEWERSHIP
POOL

1.467B

DOOH LOCATION
ADVERTISING
SURFACES FOR

**BIG
BRANDS**

REGIONAL
EXPANSION
PLAN INTO

7 CITIES



FUTURAD



Sales

Email: ventas@futurad.tv
Cellphone: **+507 6324-0068** (WhatsApp)
Phone: **+507 300-0488**

Offices

Futurad
Ciudad del Saber, Edif. 231
Panama City, Rep. of Panama
Weekdays 9am - 5pm (timezone: GMT-5)

Specialties

The largest iconic digital and static outdoor billboards in Latin America and the Caribbean, as well as digital signage for in-store retail and in-office corporate needs.