



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

SCREENS & MENU BOARDS

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	—		

INDOOR

SCREENS & MENU BOARDS

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

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 largest digital outdoor billboard in Latin America and the Caribbean 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 has been offering solutions in both Indoor and Outdoor DOOH for more than 15 years, and is a leader in outdoor and indoor digital screen advertising, content distribution and content creation. 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

MONTHLY
VIEWERSHIP
POOL

122M

YEARLY
VIEWERSHIP
POOL

1.467B

DOOH LOCATION
ADVERTISING
SURFACES FOR

**BIG
BRANDS**

REGIONAL
EXPANSION
PLAN INTO

7 CITIES



FUTURAD

Sales

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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.