

ORANGE BARREL | MEDIA™

BOSTON, MA

MARKET KIT



BOSTON MASSACHUSETTS

FENWAY / SEAPORT
THEATRE DISTRICT

DMA RANKING: 8TH

Available Assets: **Digitals**

This coastal city has an unwavering revolutionary spirit and history, both of which are evident in its many fine museums and the iconic Freedom Trail. Boston's diverse neighborhoods and legacy of arts, culture, and education make it a unique metropolis that offers something for everyone.

DOWNTOWN BUSTLING METROPOLIS

Downtown Boston has something for everyone. With historic areas and monuments at every turn, thriving businesses and plenty of entertainment this area never runs out of places to go or things to do for tourists and locals. Home to multiple historic areas, like Bay Village, Boston Common, and the Theatre District, the neighborhood hosts tours for tourists and events for locals all year round. In addition to historical locations, Downtown Boston hosts its government buildings, multiple hotels, and plenty of places to visit on the harbor. With a heavy flow of foot and vehicular traffic, Downtown Boston offers travelers subways, buses, trains, and ferries as options for transportation all through one convenient pass, keeping people constantly moving through the area. Orange Barrel Media's digital assets are in the heart of Downtown Boston, offering marketers a chance to connect with a variety of local and tourist viewers from all over the city.



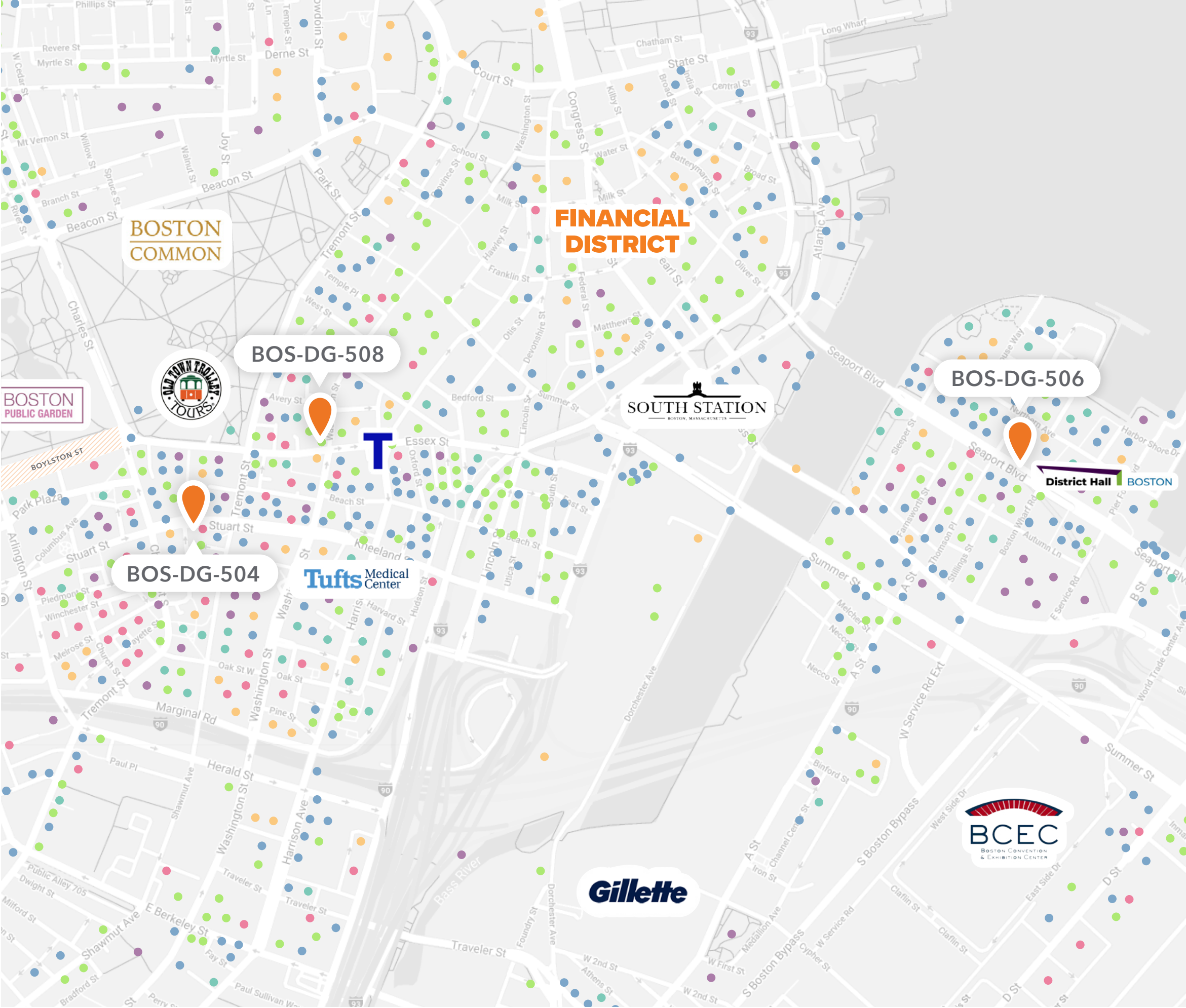
DOWNTOWN

BUSTLING METROPOLIS

- Bars & Restaurants
- Retail & Boutiques
- Apartments, Condos & Hotels
- Theaters & Entertainment
- Health & Fitness
- Universities & Government

Major Area Attractions

- Old Town Trolley Tours Boston**
Explore Boston with ease, Old Town Trolley Tours are one of the best ways to see all the sights historic Boston has to offer.
- Boston Common**
America's oldest park, it's full of monuments, history and events throughout the year. Something for everyone, the park is loved by locals and tourists.
- Boston Public Garden**
America's first botanical garden, this oasis in the city boasts a colorful array of trees and flowers. This spectacular scene has made the area one of the greatest attractions in Boston.
- Tufts Medical Center**
This academic teaching hospital of Tufts University School of Medicine has an extensive research program and over 5,000 employees.
- South Station**
Boston's busiest transportation hub, connecting commuters and visitors via Amtrak, MBTA commuter rail, MBTA rapid transit, regional coach service, bus, taxi, ride hail, bike, and car.



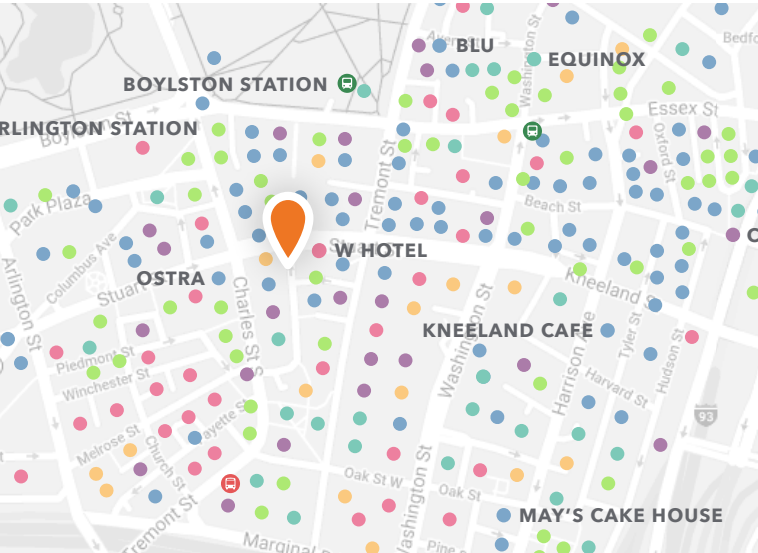
BOS-DG-504

DIGITAL SPECTACULAR

W Hotel Downtown Boston

- Large-format digital flanks the overhang of the grand entrance to the popular W Boston hotel in the heart of the Theatre District, steps away from Boston Common, Boston Public Garden, and Downtown Crossing
- Features a long head-on read to Stuart St (at Tremont), one of the busiest pedestrian and vehicular streets in Boston, and home to more than 100 restaurants and 200 retailers in the immediate vicinity
- Centrally located in Boston's vibrant go-to destination for entertainment in an area bustling with performing arts venues, nightclubs, bars, and restaurants

Size: 24' x 18'-3"	Wkly IMPs 18+ for 10MPH: 473,011
Latitude: 42.350966	Illumination: Yes
Longitude: -71.065367	Restrictions: See sales representative
Facing: East	Neighborhood: Theatre District / Chinatown



BOS-DG-508

DIGITAL SPECTACULAR

Corner of Washington & Boylston

- Large-format digital display located above the entrance to the Chinatown/Downtown Crossing T Stop and on the Millennium Ritz-Carlton development, just steps from the Theatre District, Boston Common, and the Financial District
- Features a long head-on read to Washington Street (at Boylston), the busiest pedestrian street in Boston, and home to more than 100 restaurants and 200 retailers in the immediate vicinity
- Located in the heart of Downtown Crossing, one of the densest areas in the market, and features a broad variety of businesses, residential, and retail uses

Size:
16'-6" x 30'-5"

Latitude:
42.352448

Longitude:
-71.062705

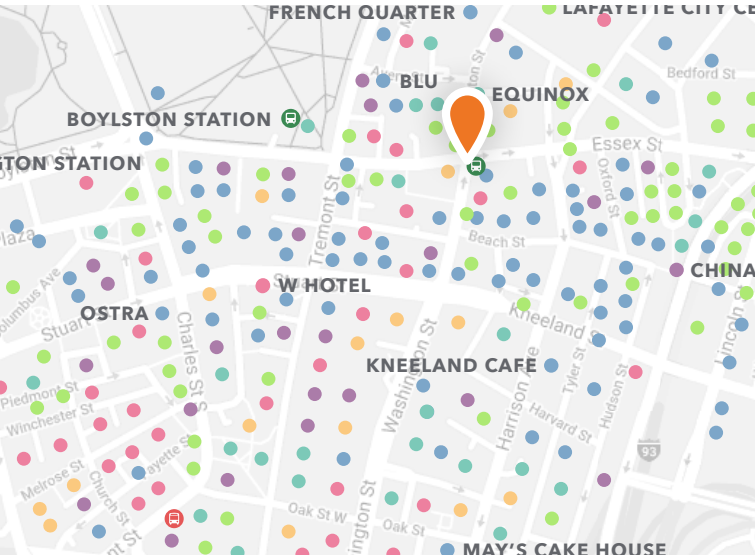
Facing:
South

**Wkly IMPs 18+
for 10MPH:**
465,982

Illumination:
Yes

Restrictions:
See sales representative

Neighborhood:
Downtown Crossing /
Theatre District



Note: All artwork must be submitted 7 business days before contracted start date for creative approvals. OBM reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable.

FENWAY

BOSTON'S PLAYGROUND

This neighborhood, officially recognized as Fenway-Kenmore, is one of the most lively districts in the city. Home to several Boston icons, such as the famous Citgo sign, Kenmore Square, and The Art Institute of Boston, the immediate neighborhood is a quite prominent destination for locals and visitors alike. The district is perhaps most recognized for Fenway Park (home to the Red Sox, MLB), which is the oldest and among the most beloved ballparks in Major League Baseball. In addition to MLB games, Fenway Park hosts other athletic competitions and major concerts all year round. Also in the Fenway-Kenmore neighborhood are several schools for higher education, including Boston University, Northeastern University, and Wheelock College. This versatile district attracts a very wide range of crowds during all times of the year. Orange Barrel Media's digital assets are positioned in the center of all the action, allowing marketers to connect with the wide Boston audience.



FENWAY
BOSTON'S PLAYGROUND

- Bars & Restaurants
- Retail & Boutiques
- Apartments, Condos & Hotels
- Theaters & Entertainment
- Health & Fitness
- Universities & Government

Major Area Attractions

Fenway Park

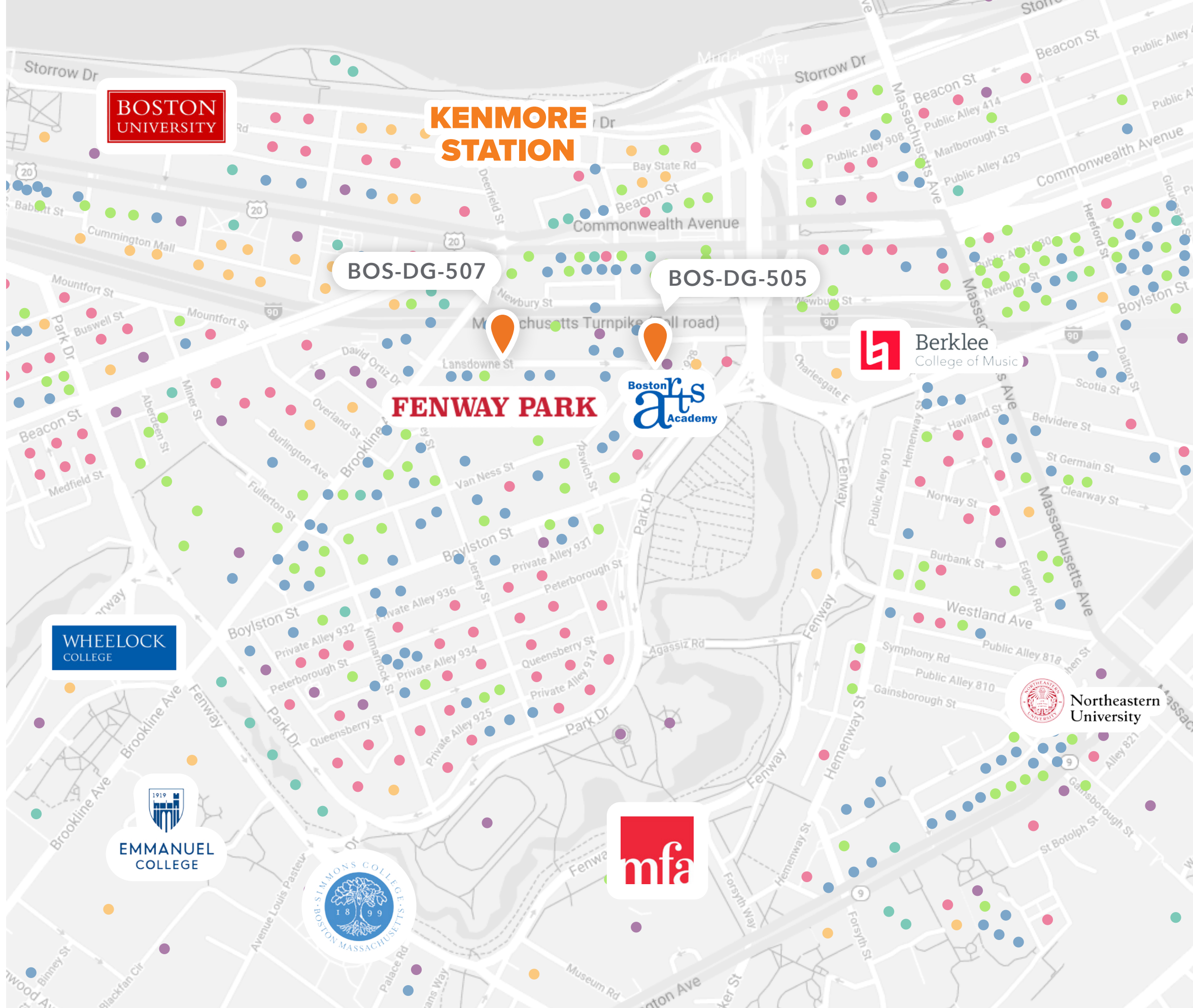
As the oldest and most historic ballpark in Major League Baseball, Fenway Park is home to the Boston Red Sox in addition to hosting various other concerts and events throughout the year.

Boston University

This private research university has over 33,000 students from more than 130 countries, who all have access to the over 250 different fields of study offered at this renowned institution.

Northeastern University

As a private research university built on a tradition of engagement with the world, Northeastern University boasts a global and experiential university experience for its 20,000 students.



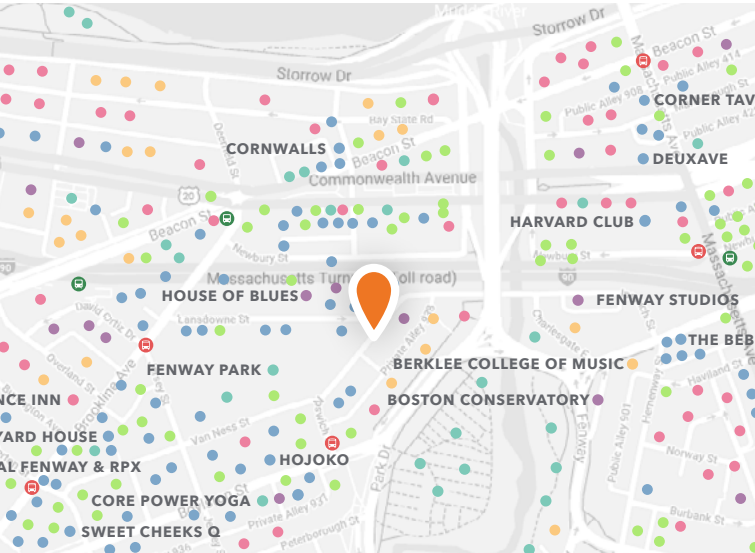
BOS-DG-505

DIGITAL SPECTACULAR

Lansdowne and Ipswich

- Large-format Digital Spectacular prominently situated at the main gateway avenue for one of the world's most famous stadiums, Fenway Park, in an area surrounded by bars, restaurants, live-music venues, hotels, and residential complexes
- Features a long head-on read to Lansdowne St, a roadway continuously filled with crowds for nightly concerts at House of Blues, daily happy hours at local establishments, and Red Sox games or high-profile events at the stadium
- In addition to entertainment and nightlife options, audiences are drawn to the Fenway area for popular retail providers such as Target, and the Landmark Center shopping complex which includes REI, Sephora, West Elm, and a Regal Cinemas

Size: 14' x 48'	Wkly IMPs 18+ for 10MPH: 511,791
Latitude: 42.347129	Illumination: Yes
Longitude: -71.094207	Restrictions: See sales representative
Facing: West	Neighborhood: Fenway / Kenmore



[Click here to view a video of the Fenway Digital](#)

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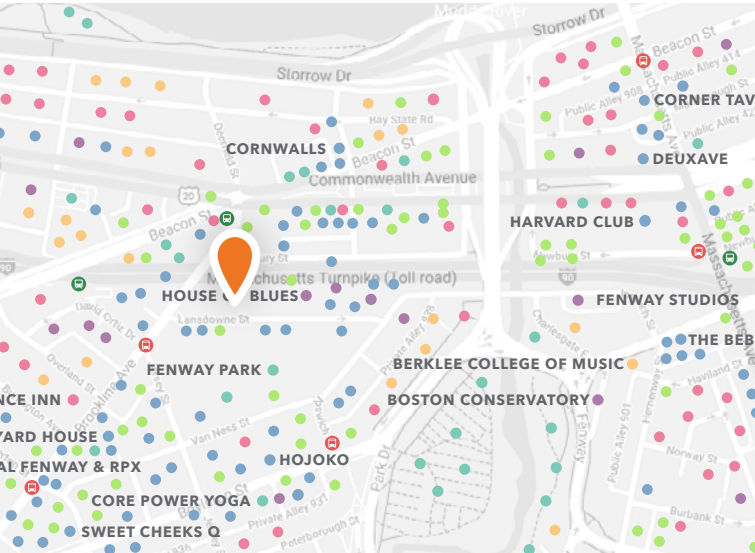
BOS-DG-507

DIGITAL SPECTACULAR

Lansdowne and Brookline

- Large-format Digital Spectacular mounted to the main parking garage outside one of the world's most famous stadiums, Fenway Park, in an area surrounded by bars, restaurants, live-music venues, hotels, and residential complexes
- Features a long head-on read to Lansdowne St, a roadway continuously filled with crowds for nightly concerts at House of Blues, daily happy hours at local establishments, and Red Sox games or high-profile events at the stadium
- In addition to entertainment and nightlife options, audiences are drawn to the Fenway area for popular retail providers such as Target, and the Landmark Center shopping complex which includes REI, Sephora, West Elm, and a Regal Cinemas

Size:	Wkly IMPs 18+
14' x 48'	for 10MPH:
	191,581
Latitude:	Illumination:
42.347332	Yes
Longitude:	Restrictions:
-71.097315	See sales representative
Facing:	Neighborhood:
West	Fenway / Kenmore

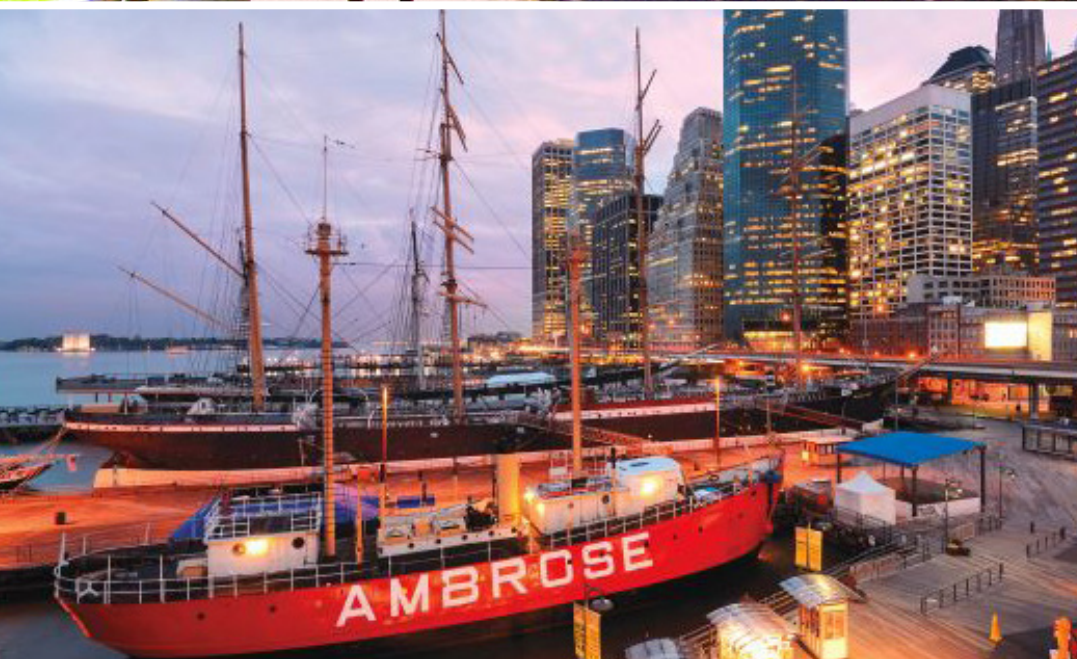


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SEAPORT

A THRIVING WATERFRONT

Once a barren waterfront filled with parking lots and a few businesses, the Seaport District is now the hottest section of Boston. Developers have recently enhanced the area with some of Boston's best, and expansion isn't slowing down. Construction is seemingly constant, with office buildings, condominiums, retail stores, and restaurants opening on a regular basis. The area is across from Downtown, right off the highway, and just a short T ride to the airport, which makes the Seaport a prime spot for growth. With famous restaurants such as Legal Sea Foods and Row 34, or local breweries, such as Harpoon and Trillium, the District is known for its many charming hangouts. Seaport is also home to several major attractions, such as the Seaport Hotel & World Trade Center, the Boston Convention and Exhibition Center, or the Boston Children's Museum. Orange Barrel Media's digitals are strikingly and centrally positioned in this diverse, active, and upcoming district.



SEAPORT

A THRIVING WATERFRONT

- Bars & Restaurants
- Retail & Boutiques
- Apartments, Condos & Hotels
- Theaters & Entertainment
- Health & Fitness
- Universities & Government

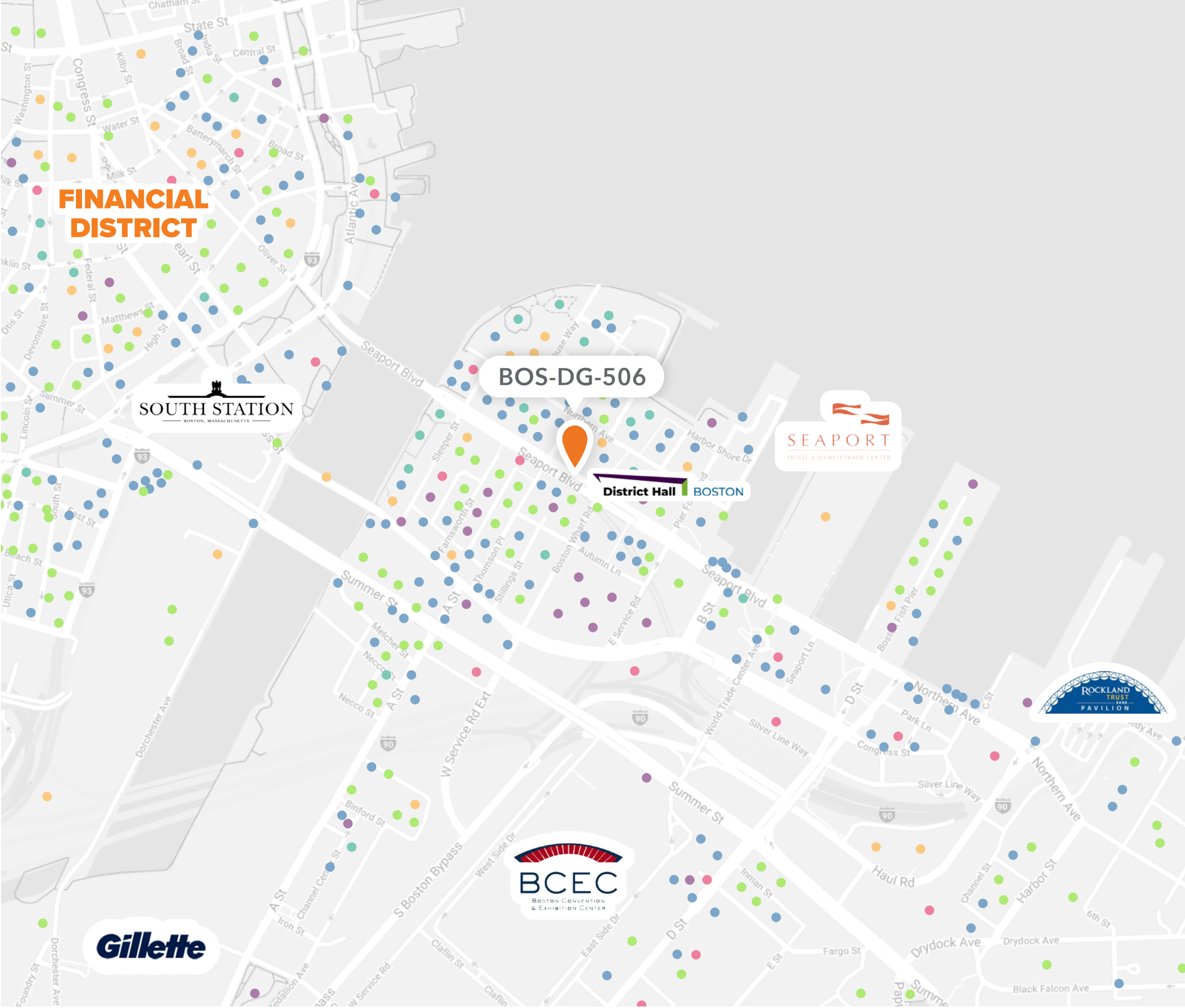
Major Area Attractions

District Hall
Designed as a gathering space for Boston's innovators, the mission of District Hall is to strengthen and connect the Boston community.

Boston Convention and Exhibition Center
A venue at the forefront of the meeting industry, BCEC hosts some of the region's most important corporate gatherings and conferences.

Seaport Hotel & World Trade Center
This award-winning hotel is an oasis in the heart of the city, adjacent to the World Trade Center, a focal point for international activity.

Gillette World Headquarters
Among the largest employers in Boston, Gillette has more than 1,300 employees working in its massive Seaport headquarters.



BOS-DG-506

DIGITAL SPECTACULAR

Seaport Blvd at Northern Ave

- Innovative, 23-foot tall, double-sided tower attached to District Hall, a free-to-use public innovation center and large event space surrounded by a beer garden, bars, restaurants, hotels, and businesses
- Features a left-hand read to traffic traveling southeast on Seaport Blvd, the primary route connecting the Financial District and North End to the District's abundance of dining, nightlife, and entertainment options
- Located directly across from PwC Corporate headquarters and surrounded by Gillette's world headquarters, Thomson Reuters, and General Electric allows this impactful display to reach a high volume of commuters and office workers with disposable income

Size:
2 Faces, 23' x 12'-6" each

Latitude:
42.352162

Longitude:
-71.045612

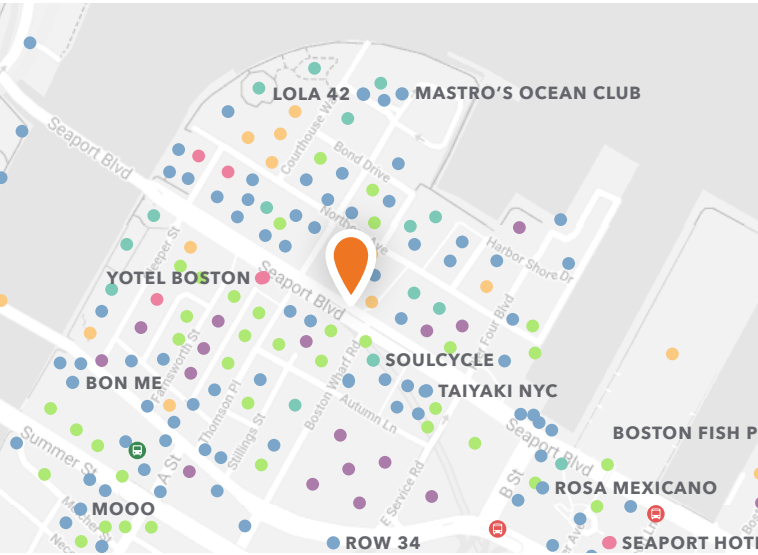
Facing:
North & West

**Wkly IMPs 18+
for 10MPH:**
74,402

Illumination:
Yes

Restrictions:
See sales representative

Neighborhood:
Seaport District



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THANK YOU

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Pioneering Landmark Media