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NEW TRAFFIC PATTERN AHEAD

ORANGE BARREL MEDIA™

CHICAGO, IL

MARKET KIT

CHICAGO ILLINOIS

DOWNTOWN
NORTH

DMA RANKING: 3RD

Available Assets: Wallscapes, Bulletins

One of the largest markets in the U.S., this cultural epicenter is a unique mix of big city energy and welcoming Midwestern spirit. Chicago's influence is world-renowned: iconic architecture, "The Bean" in Millennium Park, upscale shopping along Magnificent Mile, and with eight major league sports teams, the city defines what it means to be a hometown fan. With so much to offer, the Windy City is a beloved home and popular destination for millions.

DOWNTOWN

THE LOOP, SOUTH LOOP, RIVER NORTH

As the 2nd largest business district in the U.S., Downtown Chicago is the city's hub of finance, retail, restaurants, and tourism. Connected by extensive public transit, ever-expanding bike paths, and high-traffic interstates, Downtown is easily accessible to all neighborhoods and surrounding suburbs. This area is packed with skyscrapers, dynamic architecture, parks, museums, theaters, shopping, and some of the best restaurants in the city. Day or night, the streets are alive with activity as trendsetters, young professionals, families, students, and visitors buzz around the city. OOH opportunities are at a premium Downtown due to city sign restrictions, and OBM offers some of the only inventory available in this desirable market. Perfectly located in high-traffic areas, our assets allow advertisers to dominate the landscape with impactful campaigns for maximum return.



DOWNTOWN

THE LOOP, SOUTH LOOP, RIVER NORTH

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

Major Area Attractions

Millennium Park

With 25 acres of green space in the heart of Downtown, this iconic park is synonymous with the Chicago experience—full of interactive moments at “The Bean” and Crown Fountain or meeting up for outdoor concerts, activities, and festivals.

Willis Tower

Many locals still call this 110-story skyscraper Sears Tower, home to more than 100 businesses including law, insurance, transportation, and financial companies, drawing 15,000 daily office workers and thousands of visitors to the highest observation deck in the U.S.

Magnificent Mile

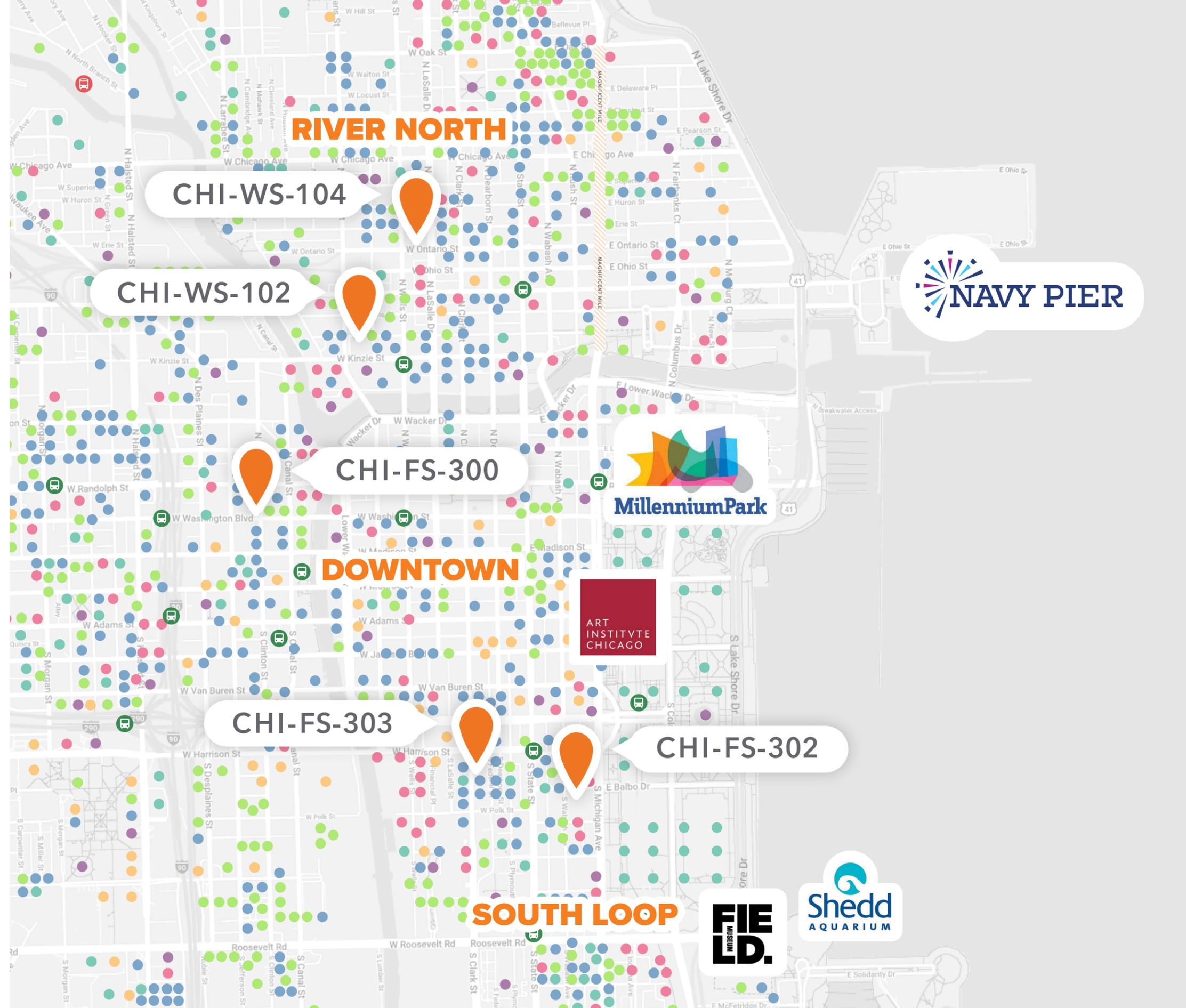
World-renowned upscale shopping district with more than 450 retailers including major department stores, designer boutiques, luxe fashion outlets, cool restaurants, and posh hotels.

Navy Pier

One of Chicago’s top destinations offering entertainment, food, shopping, public programs, and cultural events surrounded by the beautiful views of Lake Michigan.

Museum Campus

This 57-acre lakeside park encompasses notable attractions like the Field Museum of Natural History, Shedd Aquarium, Adler Planetarium, and Soldier Field, home to NFL’s Chicago Bears.



CHI-WS-102

WALLSCAPE

Orleans and Hubbard

- This iconic billboard is located in the heart of River North; River North has Chicago's highest concentration of restaurants (over 100 in the immediate area) and is the city's busiest entertainment district
- Boasting the longest unobstructed read in River North, this wallscape provides for exceptionally long ride times. Commuters see this billboard for over 4 city blocks and can be seen from two of the busiest arterials—Orleans and Ontario—plus, this intersection is in constant gridlock
- Closest billboard to the Merchandise Mart, which is the largest office building in Chicago and home to many of the city's premier media and technology companies
- This billboard is surrounded by trendy lounges and late night clubs, ensuring that the brand will be seen and remembered both day and night making it an ideal wallscape for liquor brands; as shown in the approach shot, the Willis Tower is directly behind the wallscape showing the proximity to the "Loop"
- Dominates the line of sight as this is the last billboard commuters will see as they travel from River North into the Loop/Central Business District

Size:

35' x 18'

OOH IMPs 18+ Wkly:

346,855

Latitude:

41.890326

Illumination:

Yes

Longitude:

-87.636817

Restrictions:

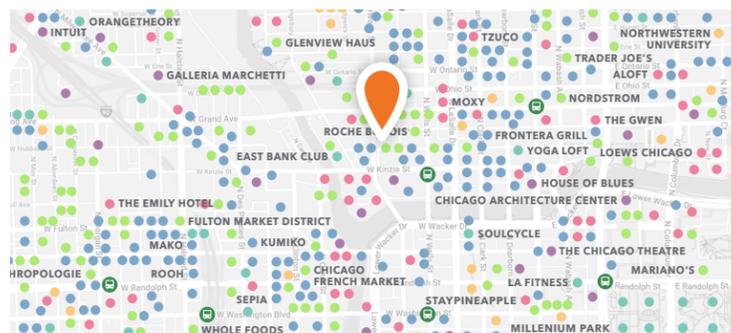
See Sales Representative

Facing:

North

Neighborhood:

River North



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

sales@obm.com (614) 294-4898

OBM

CHI-WS-104

WALLSCAPE

Ontario and LaSalle

- This supergraphic wallscape is located in the heart of River North; River North has Chicago's highest concentration of restaurants (over 100 in immediate area), luxury apartments and multi-million dollar condominiums
- This is simply a must-have unit! At approximately 2,900 SF in size, it is one of the largest wallscales in Chicago
- The supergraphic wallscape is located along Ontario Street, which is the busiest arterial street in River North that leads directly to the Kennedy Expressway
- Surrounded by trendy lounges and late night clubs, this supergraphic wallscape ensures that the brand will be seen and remembered both day and night
- This supergraphic wallscape cannot be missed by commuters, residents, and tourists who live, work, and play in River North

Size:

18' x 158'

OOH IMPs 18+ Wkly:

215,662

Latitude:

41.893505

Illumination:

Yes

Longitude:

-87.632934

Restrictions:

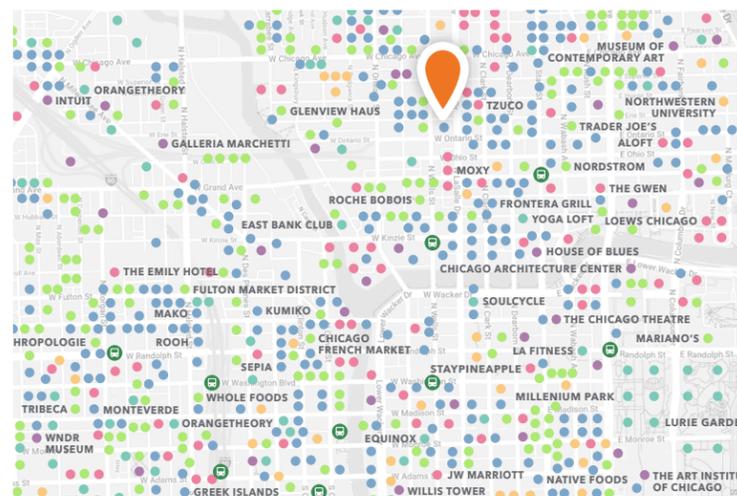
See Sales Representative

Facing:

East

Neighborhood:

River North



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OBM

CHI-FS-300

BULLETIN

Jefferson and Randolph

- This iconic billboard is located in the Loop, the 2nd largest business district in the US
- Coverage is difficult to find in the Loop as there are less than a dozen large format billboards for the 1 million plus people in the immediate area; many of these dozen boards are currently permed
- The Loop is Chicago's hub for finance, retail, and tourism, as well as the city center and the point from which all other Chicago destinations are measured
- This impactful wallscape dominates the line of sight with its long approach—visible from over 2,000 feet—making it one of the longest reads in the Loop
- The Loop has thousands of condos and lofts mixed in among the high rise office buildings and hotels
- Union Station is located just south of the bulletin where all trains and subway lines converge from the city neighborhoods and suburbs

Size:

14' x 48'

OOH IMPs 18+ Wkly:

37,865

Latitude:

41.884038

Illumination:

Yes

Longitude:

-87.642489

Restrictions:

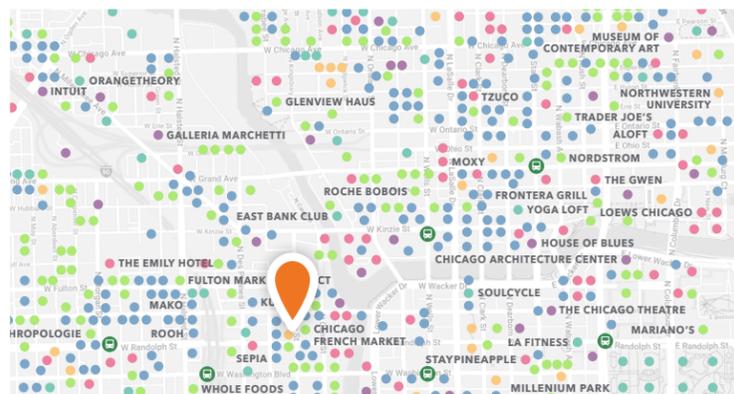
See Sales Representative

Facing:

South

Neighborhood:

Loop/Central
Business District



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CHI-FS-302

BULLETIN

Balbo and Wabash

- Inventory of high impact 14'x48' wallscape and bulletins are extremely limited in this area because strict zoning laws prohibit billboards from being located too close to Michigan Avenue—this wallscape is a rare offering
- Soldier Field (home of NFL's Chicago Bears) is just south of the wallscape, reaching train commuters and pedestrians heading to and from games, events, and concerts
- As the closest wallscape to Grant Park, this unit provides coverage for the masses attending the City's largest venues such as Lollapalooza, Taste of Chicago, and the Chicago Blues Festival, filling nearby hotels—some of the largest in Chicago—to serve these events
- As one of the closest billboards to the Field Museum, Adler Planetarium, and Shedd Aquarium, this wallscape captures residents and visitors gathering outdoors for recreation and fun at an impressive collection of cultural activities

Size:

14' x 48'

OOH IMPs 18+ Wkly:

54,679

Latitude:

41.872585

Illumination:

Yes

Longitude:

-87.626226

Restrictions:

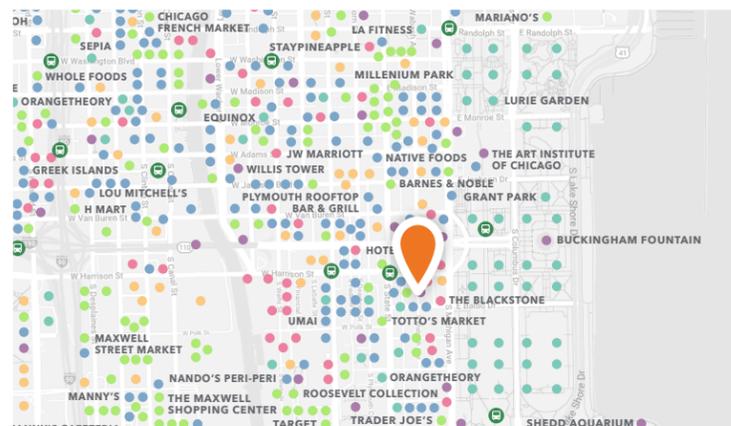
See Sales Representative

Facing:

South

Neighborhood:

Loop/Central
Business District



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

CHI-FS-303

WALLSCAPE

Clark and Harrison

- Inventory of high impact 14'x48' wallscape and bulletins are extremely limited in this area because strict zoning laws prohibit billboards from being located too close to Michigan Avenue—this wallscape is a rare offering
- Soldier Field (home of NFL's Chicago Bears) is just south of the wallscape, reaching train commuters and pedestrians heading to and from games, events, and concerts
- As the closest wallscape to Grant Park, this unit provides coverage for the masses attending the City's largest venues such as Lollapalooza, Taste of Chicago, and the Chicago Blues Festival, filling nearby hotels—some of the largest in Chicago—to serve these events
- As one of the closest billboards to the Field Museum, Adler Planetarium, and Shedd Aquarium, this wallscape captures residents and visitors gathering outdoors for recreation and fun at an impressive collection of cultural activities

Size:

14' x 48'

OOH IMPs 18+ Wkly:

84,324

Latitude:

41.87348

Illumination:

Yes

Longitude:

-87.630429

Restrictions:

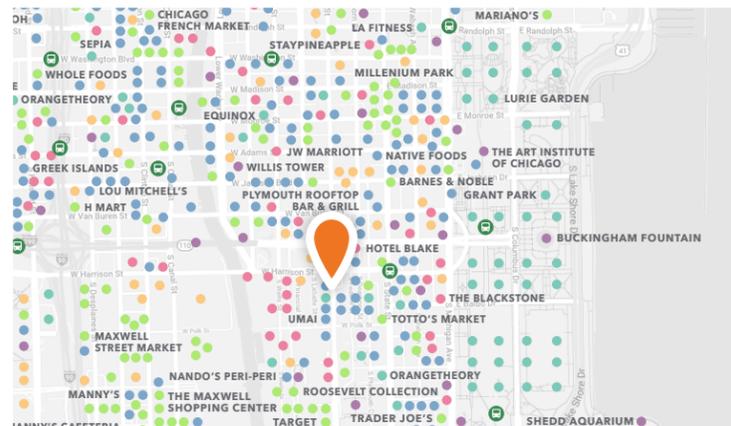
See Sales Representative

Facing:

North

Neighborhood:

South Loop



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NORTH

OLD TOWN, LINCOLN PARK, LAKEVIEW,
UPTOWN, WICKER PARK, BUCKTOWN

The Northern neighborhoods of Chicago's urban core are densely populated with a diverse mix of young professionals, art enthusiasts, sports fanatics, and students. Theater and the performing arts, including Second City, attract existing and aspiring creative talent to the area while sports fans flock to cheer on the Cubs at Wrigley Field and the Bulls and Blackhawks at the United Center. Lincoln Park is home to DePaul University, attracting students from all over the world while Wicker Park and Bucktown are popular with hipsters, artists, foodies, and bar hoppers. OBM's inventory is perfectly positioned in these highly desirable areas where OOH advertising opportunities are limited.



NORTH

OLD TOWN, LINCOLN PARK, LAKEVIEW, UPTOWN, WICKER PARK, BUCKTOWN

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

Major Area Attractions

Wrigley Field

The iconic ivy-walled ballpark of the Chicago Cubs, one of two major league baseball teams in the City.

United Center

As the largest arena in the country with seating over 22,000, it is home to NBA's Bulls and NHL's Blackhawks, in addition to concerts and events the rest of the year.

DePaul University

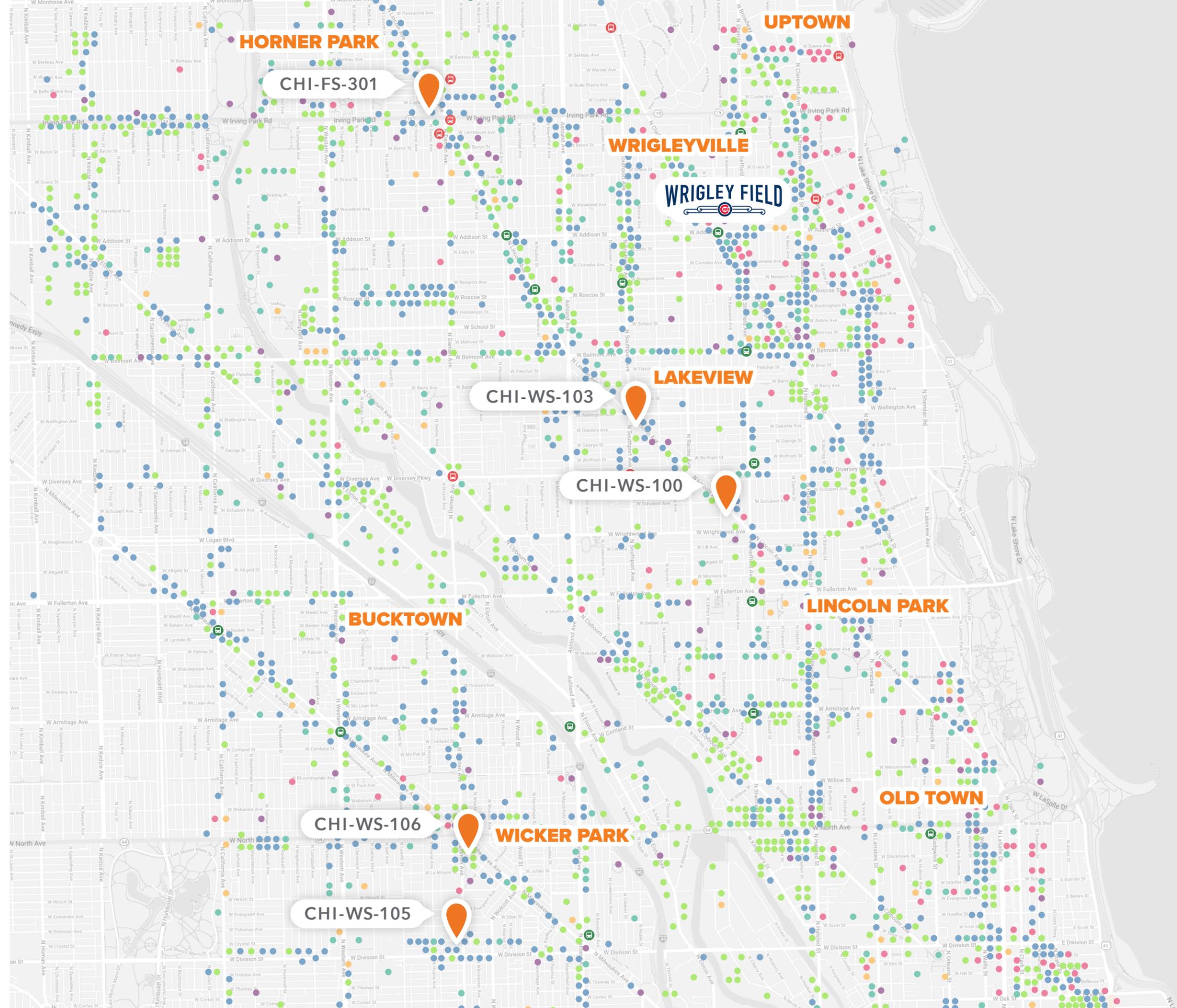
Largest private Catholic university in the U.S. with over 20,000 students and two Chicago locations: in Lincoln Park and the Loop.

Lincoln Park

This 1,200-acre lakeside park is buzzing with runners, families, students, outdoor enthusiasts, and nature lovers who enjoy its beauty, superior amenities, and cultural landmarks, including a privately operated zoo that is free to the public.

Second City

For well over 50 years, this Comedy Club in Old Town is famous for producing talents such as Tina Fey, Amy Poehler, Stephen Colbert, Steve Carell, and Eugene Levy.



CHI-WS-100

WALLSCAPE

Lincoln and Wrightwood

- This iconic billboard is one of the most impactful wallscape in the heart of Lincoln Park—considered by many to be one of the best
- Unique opportunity to reach residents in an area with limited OOH inventory. Zoning is extremely restrictive in this area for advertising signs. There are only eight large format billboards; two of these are currently permed to Apple
- This wallscape dominates the line of sight for commuters traveling north on Lincoln Avenue, one of the busiest arterials in Lincoln Park
- Lincoln Park boasts an eclectic mix of families, small businesses, trendy night spots, hot restaurants, national retailers and urban professionals
- Vital for advertisers looking to target the coveted 18-39 age bracket

Size:

26' x 13'

OOH IMPs 18+ Wkly:

138,049

Latitude:

41.929481

Illumination:

Yes

Longitude:

-87.654652

Restrictions:

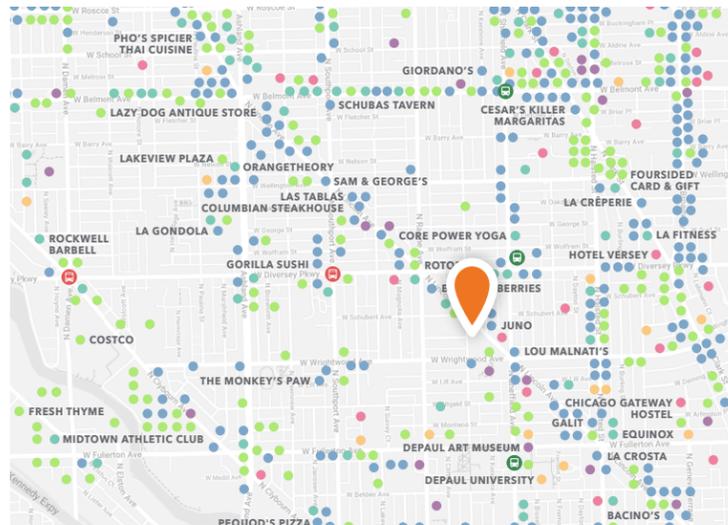
See Sales Representative

Facing:

South

Neighborhood:

Lincoln Park



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CHI-WS-103

WALLSCAPE

Lincoln Ave and Southport Ave

- Head-on read for traffic traveling south on Lincoln Avenue in Lakeview, Chicago's most popular Northside neighborhood for the much-coveted 18-39 crowd
- This wallscape has one of the longest ride times of any billboard in Lakeview
- Positioned at the apex of a unique 6-way intersection, this wallscape offers a very rare read to three major arterials: Lincoln Ave, Southport Ave, and Wellington Ave
- Due to strict zoning laws, this sign is in an area where large format OOH opportunities are limited. The other billboard, located two blocks to the north of this wallscape on Lincoln Avenue, has been permed to Apple for 5+ years
- Trendy restaurants mingle with abundant nightlife block after block; an eclectic area that meshes families, artists and hipsters harmoniously
- Creatively positioned at the perfect height eliminating any visual clutter, it is an unobstructed read that cannot be missed

Size:

13' x 24'

OOH IMPs 18+ Wkly:

121,456

Latitude:

41.935666

Illumination:

Yes

Longitude:

-87.663277

Restrictions:

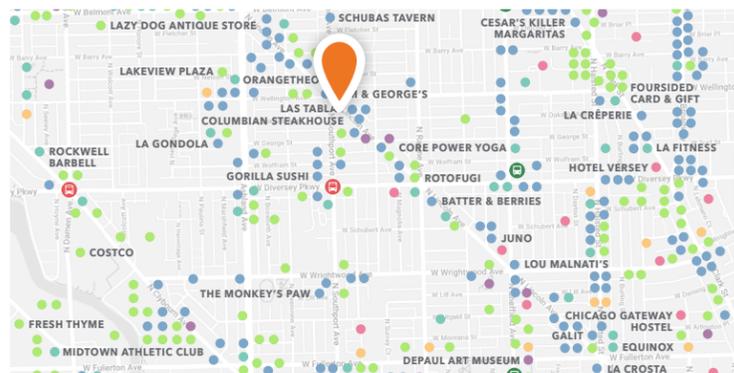
See Sales Representative

Facing:

North

Neighborhood:

Lakeview



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OBM

CHI-WS-106

WALLSCAPE

Damen and North

- This spectacular wallscape is the largest in Bucktown and is located in the heart of one of Chicago's trendiest neighborhoods
- It is the only large-format wallscape located at the six-way intersection of Damen, Milwaukee, and North Avenue
- Closest wallscape to trendy shops such as Adidas Originals Flagship store, Arc'teryx, and lululemon, as well as vintage shops and fashion boutiques
- Surrounded by trendy restaurants and bars, this wallscape ensures that brands will be seen both day and night

Size:
32' x 18'

OOH IMPs 18+ Wkly:
72,474

Latitude:
41.909357

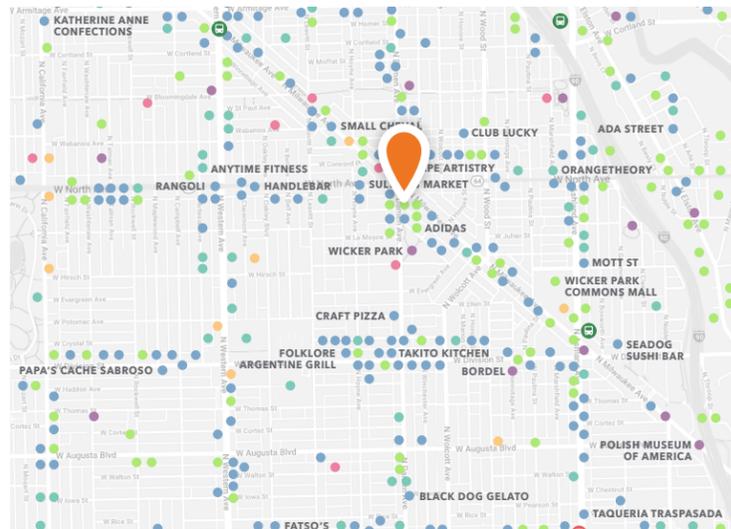
Illumination:
Yes

Longitude:
-87.677285

Restrictions:
See Sales Representative

Facing:
South

Neighborhood:
Bucktown



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork must be submitted for review at least 15 business days prior to the contracted start date.

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OBM

CHI-FS-301

BULLETIN

Lincoln Ave, North of Irving Park, West of Damen Ave

- Built 50 years ago, this is one of only a few remaining 14' x 48' rooftop bulletins in the city and considered to be one of the best in the market
- The rooftop is positioned at the perfect height eliminating any visual clutter. It is a 5 block head-on read from one of the most popular arterials (Lincoln Avenue) that cannot be missed
- The billboard is located at the apex of a major 6-way intersection and offers a very rare read to the three major arterials of Lincoln, Irving Park, and Damen
- Located just blocks from Wrigley Field, home of the Chicago Cubs, this unit captures fans pouring into the area by foot, cars, and taxis
- Trendy restaurants mingle with abundant nightlife and lounges block after block in the surrounding area. An eclectic area that meshes artists, hipsters, and young professionals together harmoniously

Size:

14' x 48'

OOH IMPs 18+ Wkly:

208,054

Latitude:

41.954353

Illumination:

Yes

Longitude:

-87.67914

Restrictions:

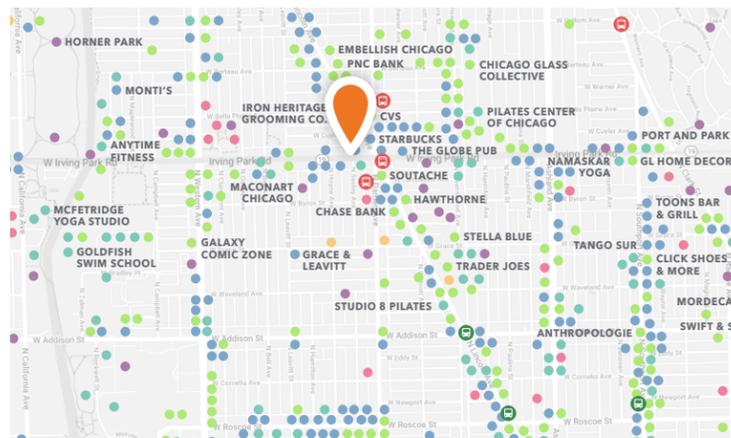
See Sales Representative

Facing:

South

Neighborhood:

Uptown



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THANK YOU

Get in touch.

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Pioneering Landmark Media