



ORANGE BARREL | MEDIA®

WASHINGTON, DC

MARKET KIT

WASHINGTON DC

GALLERY PLACE

NAVY YARD / NATIONALS PARK

DMA RANKING: 9TH

Available Assets: Wallscapes, Digitals, Custom Programs

As the central hub of the federal government, America's capital is one of the world's most influential markets. A combination of the daily bustle of Washington's elite, generational natives, and the thriving tourism among the eclectic neighborhoods creates a constant state of energy within the DC area. With its rich culture, diversity, and history, Washington DC represents America to the world.

Orange Barrel Media's Washington DC inventory is positioned at the most prominent advertising locations in the City. No other OOH options even come close. Our full-motion LED screens, wallsapes, static signage, and domination opportunities are in the heart of downtown's vibrant entertainment district, Gallery Place, at the busiest intersection in the area. Additional OBM assets light up the energetic Navy Yard/ Ballpark District, capturing the attention of young professionals, hipsters, sports fans, and political networkers as they head to offices, luxury apartments, dining, trendy bars, and sporting events. This revitalized waterfront neighborhood is home to Nationals Park, where MLB's Washington Nationals play, and is also perfectly situated to capture impressions from commuters en route to Capitol Hill.

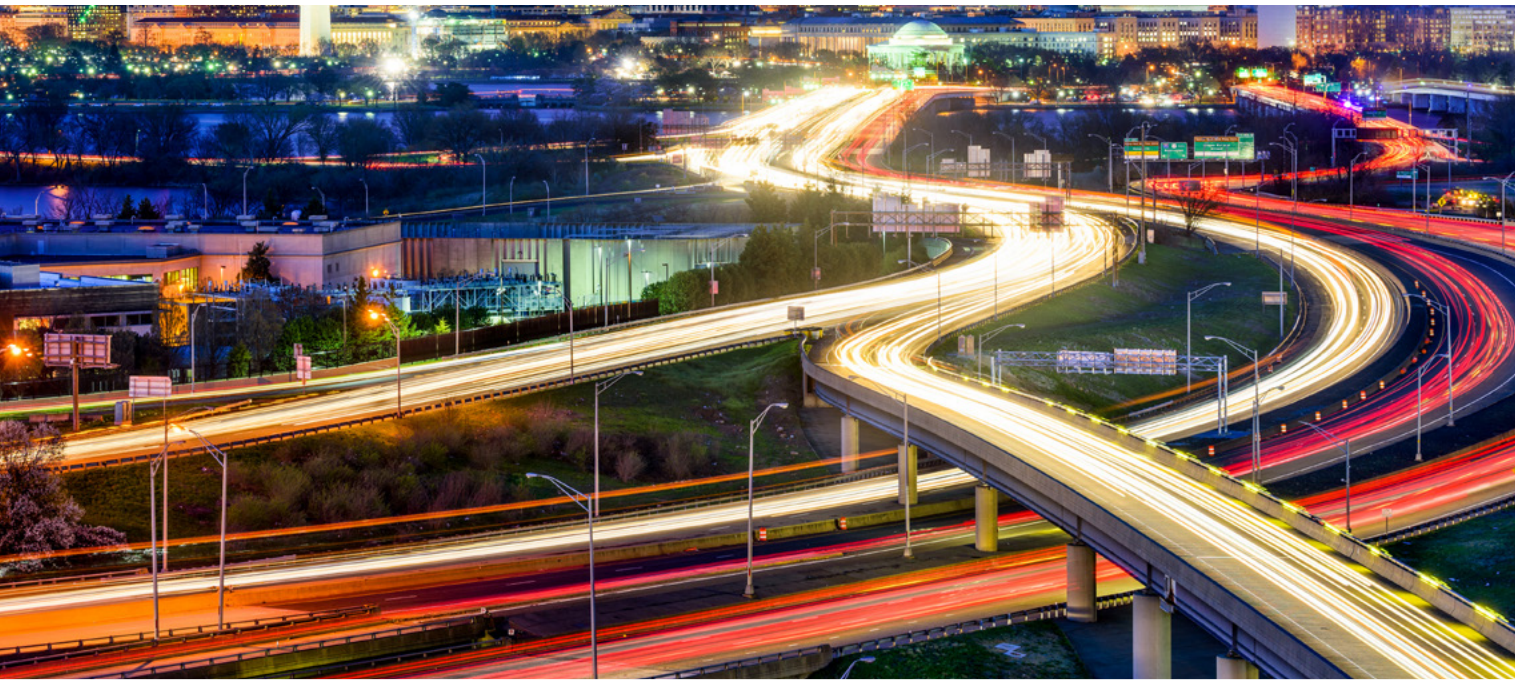
With inventory in unparalleled locations including signage directly adjacent to Capital One Arena, Nationals Park, and two high-traffic metro stops at Gallery Place-Chinatown and Navy Yard-Ballpark, OBM offers brands the opportunity to weave their messages throughout one of the most influential markets in the world for maximum impact and reach.



GALLERY PLACE

THE 24-HOUR NEIGHBORHOOD

Located at the corner of 7th Street and H Street, amidst the bustling Penn Quarter neighborhood and Chinatown, Gallery Place shows to a highly prominent population at the center of influence. The audience is varied, from young Capitol Hill staffers having lunch to the cultural elite at the Smithsonian Portrait gallery. Media presented here reaches this elusive audience in a unique state: relaxed, optimistic and ready to enliven their senses with food, drink, entertainment, and art. 7th Street has the highest pedestrian traffic count in Washington and is one of the District's only true 24-hour neighborhoods. Thousands of passengers shuffle into the neighborhood every day, as the Gallery Place/Chinatown Metro station is a major destination for three metro lines. Gallery Place is next door to Capital One Arena, which is Downtown's most active entertainment venue. With events being hosted two out of every three days, the arena welcomes 2.5 million annual guests and an average crowd of 12,000 attendees at each event. Because of its proximity to Capital One Arena, Gallery Place often welcomes an influx of event goers for dinner before events and drinks afterwards. This influx puts OBM's Gallery Place assets front-and-center to an engaged audience of event goers over 250 nights a year.



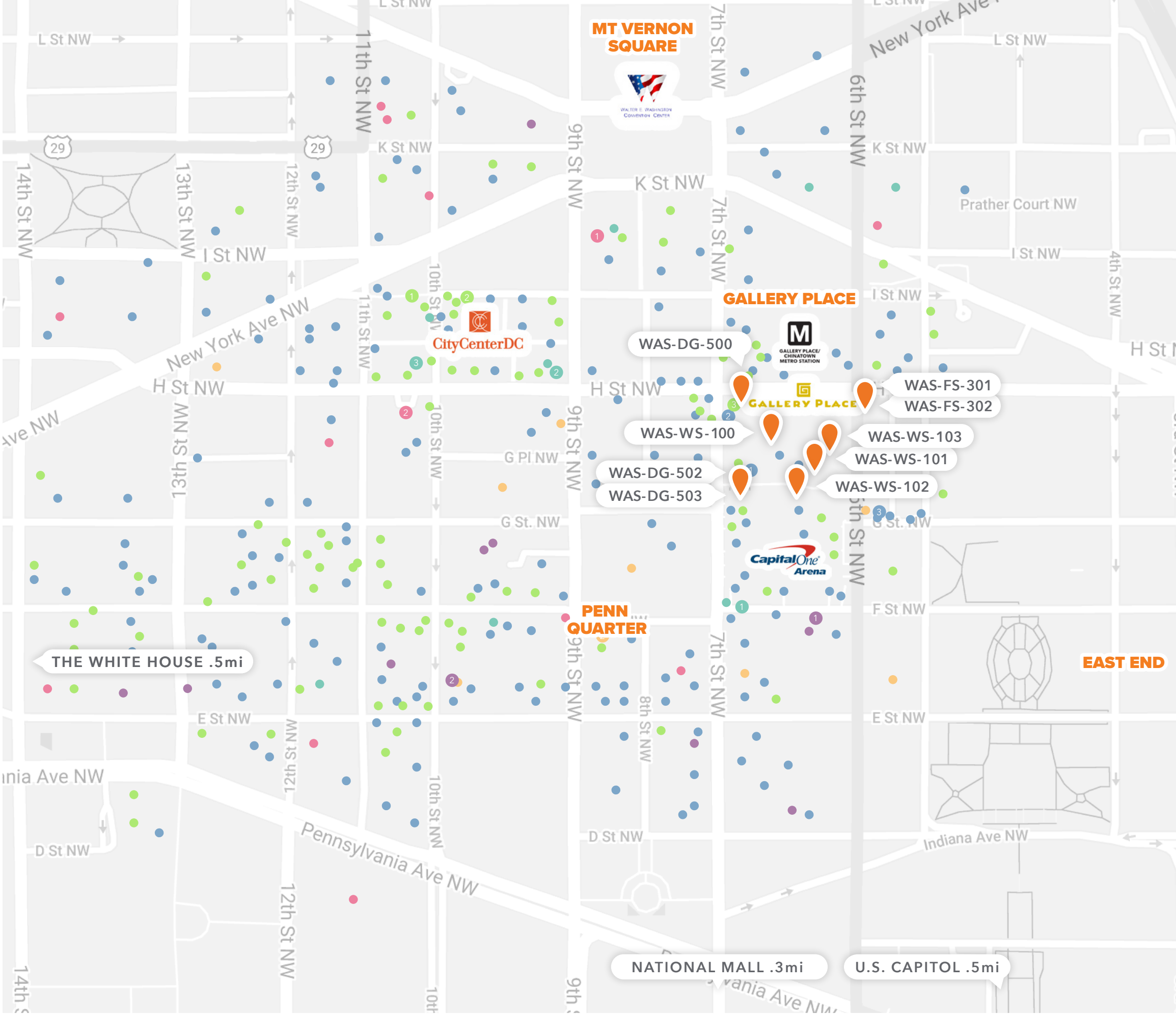
GALLERY PLACE

THE 24-HOUR NEIGHBORHOOD

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

Major Area Attractions

- Gallery Place**
This dynamic complex combines business, shopping, dining and entertainment into one thriving destination in the heart of DC.
- Capital One Arena**
From the region’s top concerts to Washington’s beloved sports teams, this venue welcomes 2.5 million guests each year.
- CityCenterDC**
A vibrant new development of DC’s premier shopping, dining, and living, CityCenterDC has become the centerpiece of downtown.
- Metro Station**
The Gallery Place/Chinatown Metro Station is a major stop for three metro lines, shuffling an average of 25,820 passengers daily.



WAS-DG-500

FULL-MOTION DIGITAL

7th and H St

- Located in the bustling Penn Quarter neighborhood of Downtown DC, these three full-motion digital screens wrap around the grand facade and main entrance to Gallery Place, a massive retail complex that leads to the Chinatown Metro Station, one of the busiest in the city, and underneath a vibrant retail complex that includes a Regal Cinemas
- The three-panel corner wrap ensures full-angle reads to heavy vehicular and pedestrian traffic at one of the busiest intersections in the city
- This area is a premier DC destination, neighboring Capital One Arena, home of the NBA's Wizards and NHL's Capitals, and sitting one block east of CityCenterDC, an upscale development with high-end retail, offices, and residential developments

Size:
3 signs each 9' H x 16' W

**Wkly IMPs 18+
for 10MPH:**
442,409

Latitude:
38.899679

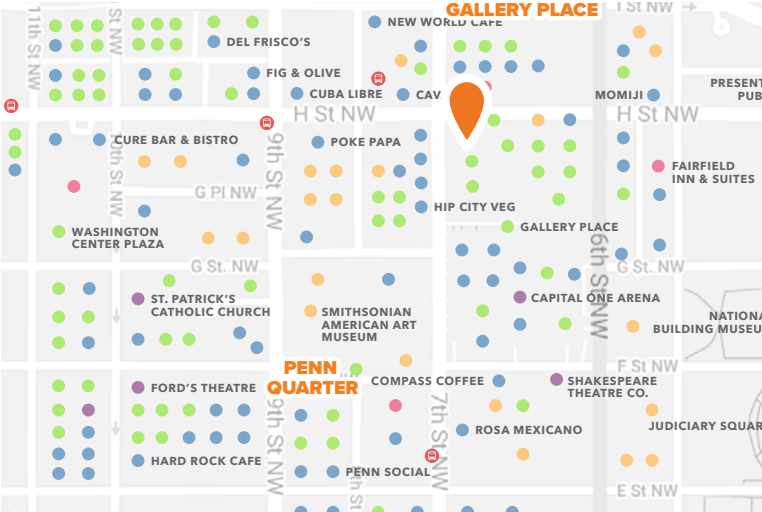
Illumination:
Yes

Longitude:
-77.021744

Restrictions:
See Sales Representative

Facing:
North

Neighborhood:
Penn Quarter / Chinatown



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.

7th and G St

- sales@obm.com** (614) 294-4898 **OB|M**

7th and G St

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INTERIOR DOMINATION

WAS-WS-100, WAS-WS-101,
WAS-WS-103

Gallery Place Atrium Center

- Massive interior Domination in the bustling Penn Quarter neighborhood of Downtown DC at the atrium entrance to Capital One Arena (home of the NBA's Wizards and NHL's Capitals) inside of the massive Gallery Place retail complex which includes a Regal Cinemas
- The Domination takes advantage of high dwell times as three giant banners hang above the ticketing kiosk for Regal Cinemas and are in view for the lines that form to enter Capital One Arena
- The banners are centrally located at the busiest thruway connecting the entrances from 6th and 7th Streets, Capital One Arena, and the constantly packed parking garage with primary access to Gallery Place's many restaurants and retailers

Size:
30' H x 36' W (center banner)
9'-6" H x 25' W (side banners)

Latitude:
38.898811

Longitude:
-77.02109

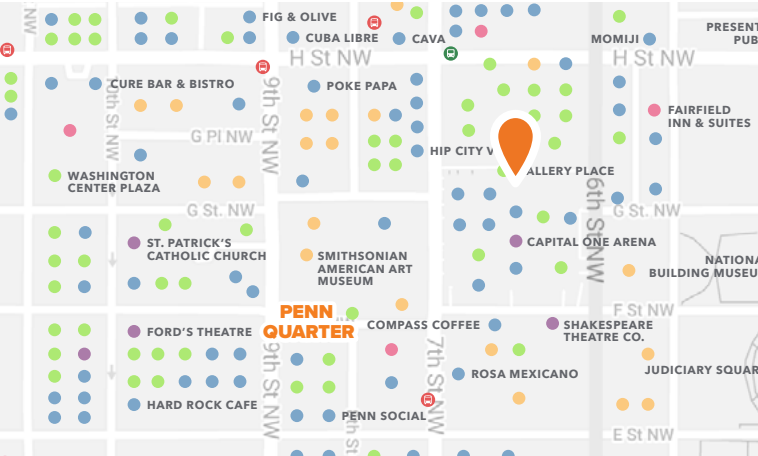
Facing:
North

Dec:
16,640

Illumination:
Yes

Restrictions:
See Sales Representative

Neighborhood:
Penn Quarter / Chinatown



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.

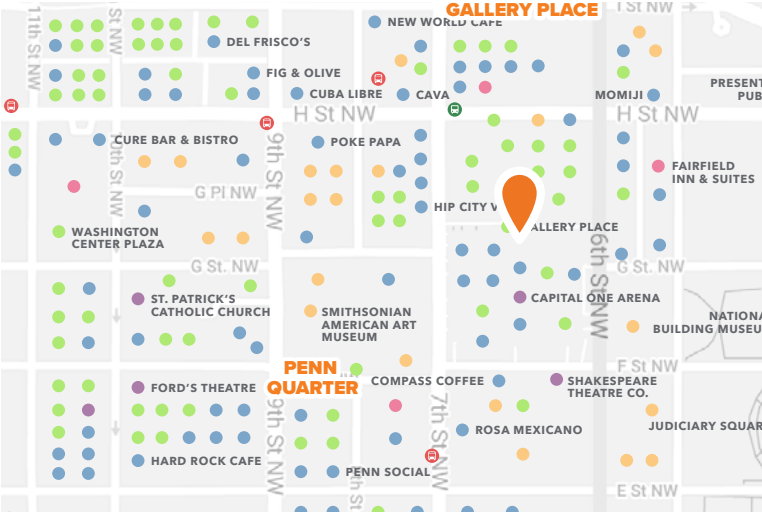
WAS-WS-102

WALLSCAPE

G St Alley

- Massive vertical wallscape on the west atrium entrance to Capital One Arena (home of the NBA's Wizards and NHL's Capitals) inside of Gallery Place, a vibrant retail complex with dining, shops, and offices in the bustling Penn Quarter neighborhood of Downtown DC
- Head-on read to Gallery Place Way, a popular pedestrian avenue lined with bars and restaurants like Clyde's, Smoothie King, Taffer's Tavern, and Haagen-Dazs and packed with wall-to-wall traffic on game days
- Two nearby entrances to the Gallery Place/Chinatown Metro Station, the busiest in the city, draws a steady stream of residents, visitors, and commuters with service to Capital One Arena, the National Portrait Gallery, National Archives Museum, and the Walter E. Washington Convention Center

Size:	Dec:
25' 1" H x 13' 1" W	16,640
Latitude:	Illumination:
38.898811	Yes
Longitude:	Restrictions:
-77.02109	See Sales Representative
Facing:	Neighborhood:
West	Penn Quarter / Chinatown



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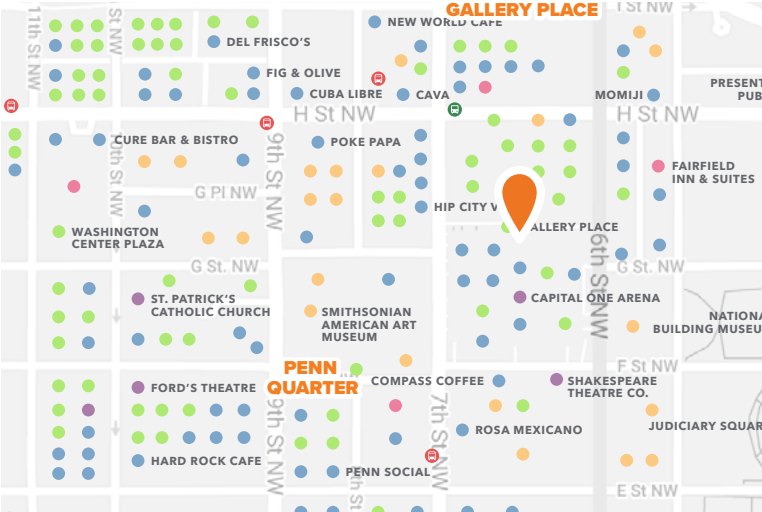
WAS-FS-302

ELEVATOR WRAPS

Gallery Place Garage

- Interior and exterior elevator wraps provide the only commercial messaging available in the one public parking garage attached to the hugely popular Gallery Place, a massive retail complex with bars, restaurants, shopping, and offices, and a gateway to Capital One Arena, home of the NBA's Wizards and NHL's Capitals
- Inescapable reads for a captive audience using the elevators to travel from the parking garage to the countless shops and restaurants surrounding the area
- Unique platform creates a memorable and engaging statement that reaches foodies, art lovers, concert goers, and explorers streaming to nearby cultural and culinary destinations: STC's Harman Hall, National Portrait Gallery, Daikaya Ramen Shop, Jaleo, Taffer's Tavern, and Clyde's

Size:	Dec:
Various	500,000+ annual parked cars
Latitude:	Illumination:
38.898899	Yes
Longitude:	Restrictions:
-77.021104	See Sales Representative
Facing:	Neighborhood:
South	Penn Quarter / Chinatown



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NAVY YARD / NATIONALS PARK

REVITALIZED WATERFRONT

Immediately south of Capitol Hill, the waterside Navy Yard district is bordered by I-695 and the Anacostia River. Rich in history, the Washington Navy Yard was built in 1799 with ceremonial and administrative functions still occupying half of the district today. Centrally located in DC, Navy Yard and the Capitol Riverfront have been transformed into a mixed-use development making the area an exciting new place to live and work, which includes luxury apartments, an abundance of new office space, 10 acres of park, and constant events along the waterfront. Close to a metro stop and pedestrian friendly, Navy Yard welcomes sports fans to Nationals Park, the home of MLB's Washington Nationals and nearby Audi Field, DC United's soccer-specific stadium. With the continuous development and growth, there are always new restaurants, bars, and public parks bringing this trendy neighborhood to life.



NAVY YARD / NATIONALS PARK

THE 24-HOUR NEIGHBORHOOD

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

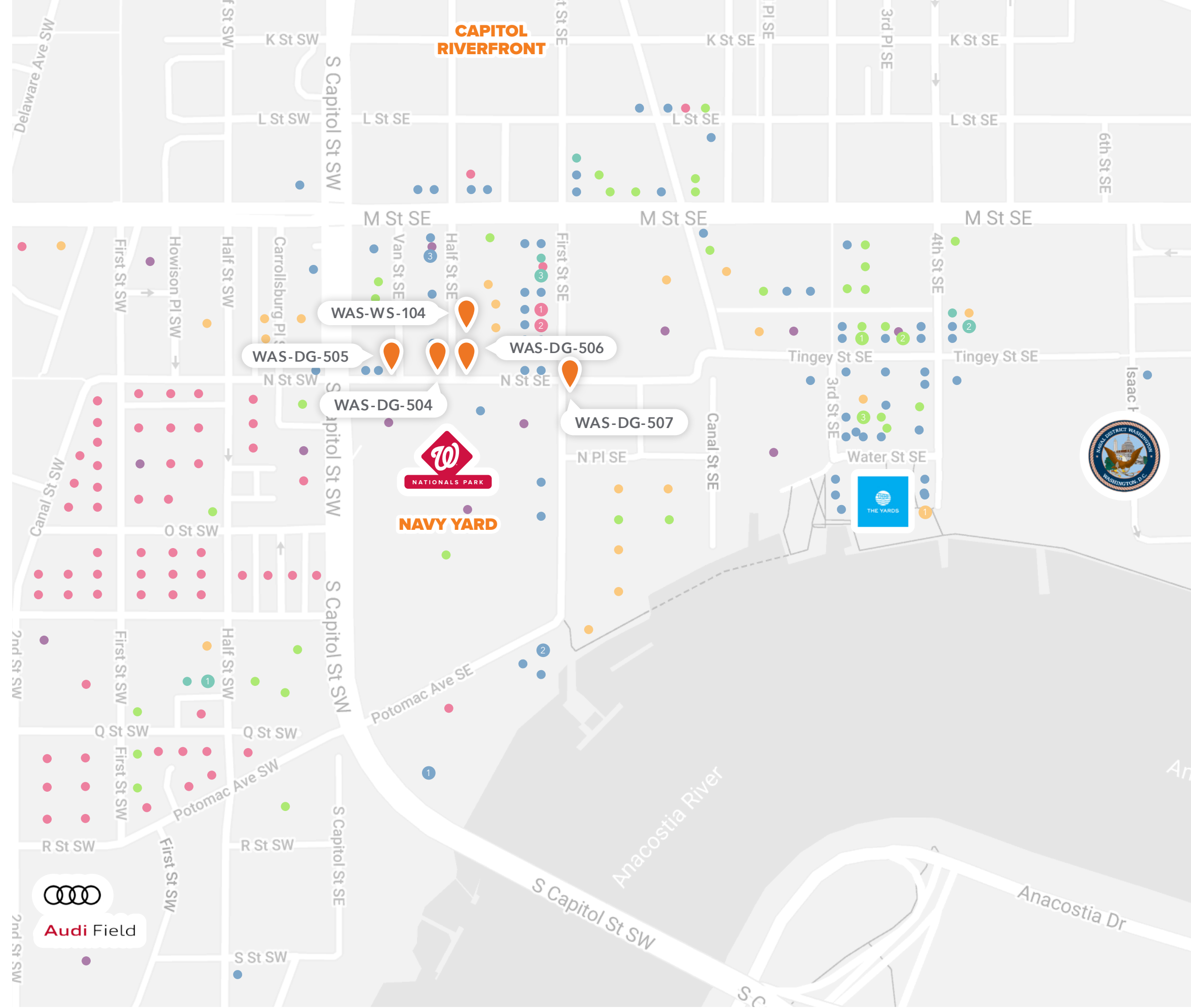
Major Area Attractions

The Yards
This 48-acre, pedestrian-friendly mixed-use development along prime DC waterfront has 25 buildings of residential and office complexes, dining, retails, gyms, and green spaces.

Nationals Park
Home to the Washington Nationals, this 41,000-seat stadium hosts at least 81 Major League Baseball games along with concerts and other sports events like the NHL's Winter Classic.

Audi Field
DC United's 20,000-seat soccer-specific stadium hosts at least 17 Major League Soccer games each year along with semi-professional football.

Washington Navy Yard
The oldest U.S. Navy shore establishment is home to several primary naval functions and museums.



WAS-DG-504

DIGITAL SPECTACULAR

1201 Half Street SE

- This corner wrap Digital Spectacular is located directly above the stylish Art-Deco diner-inspired eatery, Gatsby, overlooking and visible from inside Nationals Park, the 41,000-seat home of MLB’s Washington Nationals
- In the heart of the revitalized Navy Yard, these dynamic screens have a right-hand read to traffic on N Street SE and Half Street SE approaching the major S Capitol Street thruway along a direct path to the ballpark
- Conveniently located 5 blocks south of the Capitol and just one block from the metro station, Half Street is lined with luxury apartments, retail, and eclectic eateries like celebrity-endorsed Mah-Ze-Dahr bakery, Basebowl Ramen & Grill, and Atlas Brew Works, a local craft brewery

Size:	Wkly IMPs 18+ for 10MPH:
(1) 12'-7"H x 43'-6"W	121,287
(1) 12'-7"H x 43'-6"W	
Latitude:	Illumination:
38.874801	Yes
Longitude:	Restrictions:
-77.007575	See Sales Representative
Facing:	Neighborhood:
South and East	Navy Yard / Nationals Park



[Click here to see the full impact of this digital display](#)

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.

WAS-DG-505

DIGITAL SPECTACULAR

1221 Van Street SE

- Digital Spectacular sits directly above the entrance of the two-story, 10,000 sq ft Mexican restaurant serving young professionals, sports fans, and DC staffers as they gather to network and unwind in the vibrant neighborhood
- These dynamic screens have a right-hand read to traffic on N Street SE and Van Street SE approaching the major S Capitol Street thruway, across the street from the main entrance and primary parking garages for Nationals Park, the 41,000-seat home of MLB's Nationals
- Easily accessible and centrally located in DC, this area of Navy Yard is packed with more than sports bars and pre-game venues; it is bursting with luxury apartments, gyms, and retail services, such as Boombox Boxing Club, Mimosa Salon, and District Dogs Navy Yard pet groomers

Size:	Wkly IMPs 18+ for 10MPH:
(1) 12'-7"H x 22'W	168,036
(1) 12'-7"H x 37'-10"W	
Latitude:	Illumination:
38.874774	Yes
Longitude:	Restrictions:
-77.008262	See Sales Representative
Facing:	Neighborhood:
South and East	Navy Yard / Nationals Park



[Click here to see the full impact of this digital display](#)

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WAS-DG-506

DIGITAL SPECTACULAR

1250 Half Street SE at N Street

- This corner wrap digital spectacular is located on a luxury apartment building overlooking Nationals Park, the 41,000-seat home of MLB's Washington Nationals, where young professionals, staffers, and sports fans bring this growing area to life
- In the heart of Navy Yard, these dynamic screens read to traffic on N Street SE and Half Street SE coming from the major S Capitol Street thruway on a direct path to the ballpark and primary parking garages for the area
- Just one block from the busy Navy Yard-Ballpark metrorail station carrying over 55,000 riders during the workweek, this unit is in a vibrant area with eclectic dining, sports bars, multiple residential complexes, abundant retail, and large hotels, serving as a hub of pedestrian and automobile traffic

Size:
(1) 8'5" H x 30' W
(1) 8'5" H x 30' W

Wkly IMPs 18+ for 10MPH:
162,560

Latitude:
38.874838

Illumination:
Yes

Longitude:
-77.007295

Restrictions:
See Sales Representative

Facing:
South and West

Neighborhood:
Navy Yard / Nationals Park



[Click here to see the full impact of this digital display](#)

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WAS-DG-507

DIGITAL SPECTACULAR

1299 First Street SE at N Street

- Corner wrap digital in the center of Navy Yard, DC's hottest neighborhood in the Capitol Riverfront, two blocks from the bustling Navy Yard-Ballpark Metro Station and three blocks from the Anacostia Riverwalk. This premier, highly-visible location is directly across the street from Nationals Park, home to MLB's Washington Nationals, and just a few blocks from The Yards
- East-facing screen offers a head-on read to traffic traveling west on N Street, the thoroughfare connecting I-295 and I-395, while the north-facing screen overlooks Nationals Park. Non-stop vehicular and pedestrian traffic reflects the year-round vibrancy of this neighborhood as a popular destination for shopping, dining, nightlife, events, and outdoor recreation
- Nearby is The Yards, a 48-acre mixed-use development on the riverfront populated with an eclectic mix of DC's finest restaurants, breweries, wine bars, specialty retailers, and high-end offices, condos, and hotels. With walkable streets, beautiful parks, and a 627-foot boardwalk, The Yards is the perfect place to enjoy free events and festivals, picnic, or splash around on hot days

Size:	Wkly IMPs 18+ for 10MPH:
(1) 19' 2" W x 9' 7" H	108,279
(1) 14' 4" W x 9' 7" H	
Latitude:	Illumination:
38.8748	Yes
Longitude:	Restrictions:
-77.006089	See Sales Representative
Facing:	Neighborhood:
South and East	Navy Yard / Nationals Park



[Click here to see the full impact of this digital display](#)

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WAS-WS-104

BACKLIT WALLSCAPE

1250 Half Street SE at N Street

- Backlit wallscape on a luxury apartment building located on Half Street just one block away from the busy Navy Yard-Ballpark metrorail station carrying over 55,000 riders during the workweek
- Although just steps from the entrance of Nationals Park, the 41,000-seat home of MLB’s Washington Nationals, this unit also calls to millennial residents and young professionals as they hustle to nearby offices, gyms, barber shops, salons, grocery shops, and extensive walking paths
- Half street is lined with stylish apartment complexes and surrounded by trendy restaurants and nightlife, including Atlas Brew Works, a local craft brewery, and the Bullpen, an outdoor venue with happy hours, sports watching, movies, and concerts

Size:	OOH IMPs 18+ Wkly:
22' H x 11' W	102,705
Latitude:	Illumination:
38.87503	Yes
Longitude:	Restrictions:
-77.007315	See Sales Representative
Facing:	Neighborhood:
West	Navy Yard / Nationals Park



[Click here to see the full impact of this display](#)

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.



THANK YOU

Get in touch.

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