

OBMM

ORANGE BARREL | MEDIA™

MARKET OVERVIEW



**CREATE THE
ADVERTISING
PEOPLE
TALK ABOUT.**

THE MOST IMPACTFUL PROPERTIES IN EVERY MARKET WE SERVE.



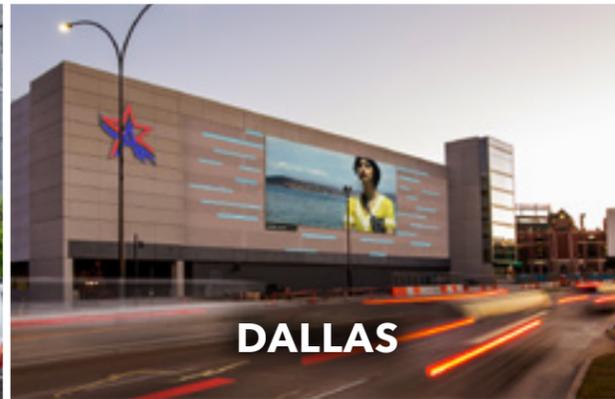
NEW YORK



LOS ANGELES



CHICAGO



DALLAS



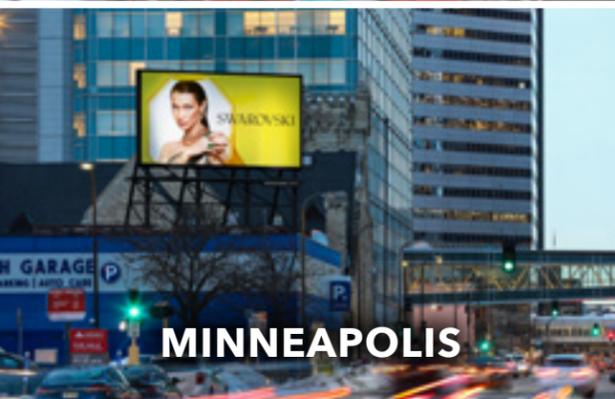
ATLANTA



WASHINGTON, DC



BOSTON



MINNEAPOLIS



DETROIT



DENVER



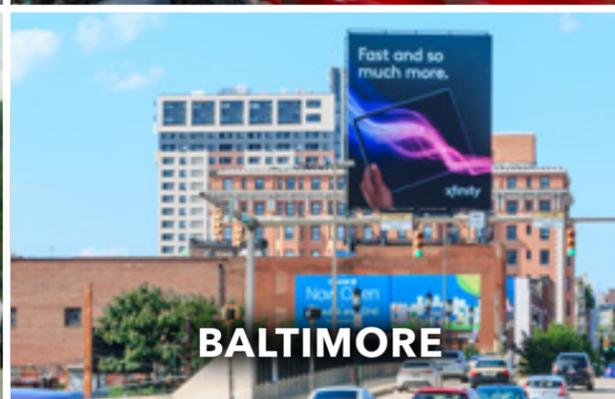
CLEVELAND



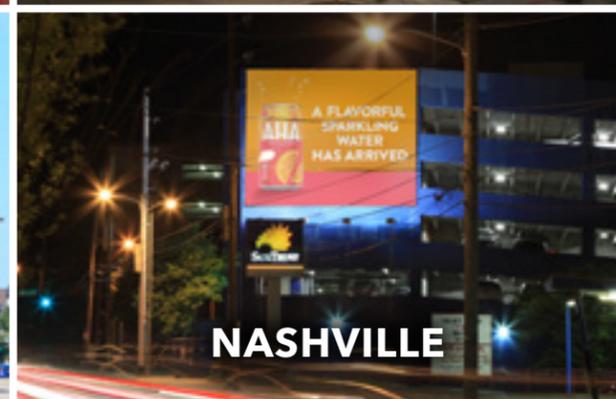
CHARLOTTE



PITTSBURGH



BALTIMORE



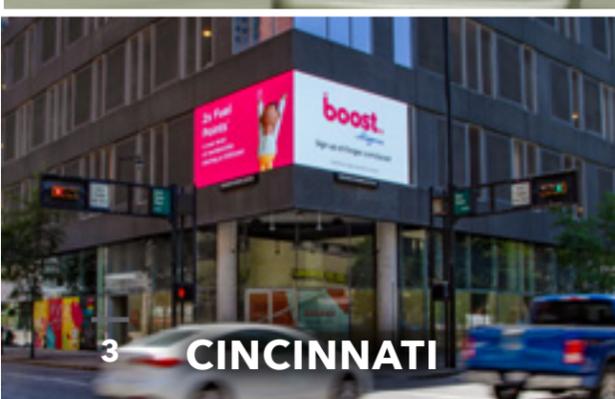
NASHVILLE



COLUMBUS



KANSAS CITY



CINCINNATI



NORFOLK

Orange Barrel Media is the leader in unique outdoor media that adds to the character of urban places. Since our inception in 2004, we have been creating value for our clients and the public by providing advertisers with creative mediums and using technology to enhance our offerings. We work closely with real estate groups and municipal governments to permit and develop advertising properties that the public finds attractive and exciting, and we have grown our business from large-format displays and wallscape to landmark digital spectacles.

NEW YORK, NY

DMA Ranking: 1st

Available Assets: Wallscapes, Digital Spectacular

As a global powerhouse and the most populous city in the United States, New York City's iconic ambiance is recognized worldwide. Attractions like Times Square and the Statue of Liberty combine with the charm of each borough to create a unique sense of grandeur, togetherness, and energy. Often considered the financial and cultural capital of the world, the Big Apple's influence on everything from commerce and media to art and technology is nothing short of spectacular. OBM's signs in Herald Square, NoMad, NoHo, Chelsea, and SoHo allow marketers to connect with a broad Manhattan audience ranging from lifelong locals, finance gurus, fashionistas, Broadway aficionados, and eager tourists trying to experience NYC to the max. OBM's Brooklyn wallscapes are positioned in the borough's trendiest neighborhoods: East Williamsburg, Bushwick, Bed-Stuy, Red Hook, Sunset Park, and Greenpoint. With tons of hotspots for dining, nightlife, and entertainment, Brooklyn attracts local New Yorkers and visitors from all over the world with its rich culture and good times. OBM's offerings extend into Flushing with a dual-sided digital spectacular at Citi Field, home of MLB's New York Mets.



GARMENT DISTRICT

NY-WS-102

HERALD SQUARE

MIDTOWN

NY-WS-101

KOREATOWN

CHELSEA

NOMAD

NY-WS-105



NOHO

NY-WS-106
NY-WS-104
NY-FS-301

NY-WS-100

NY-WS-103

NOLITA

NY-FS-302
NY-FS-300

SOHO



GREENPOINT

BK-WS-108

BK-WS-113

WILLIAMSBURG

EAST WILLIAMSBURG

BK-WS-104

BK-WS-112

BK-WS-109

BK-WS-103

BK-WS-117

BK-WS-107

BK-WS-105

BK-WS-114

BK-WS-115

BROADWAY TRIANGLE

BK-WS-111

BUSHWICK

BK-WS-102

ATLANTIC TERMINAL

BEDFORD-STUYVESANT



BK-WS-100

RED HOOK

BK-WS-106



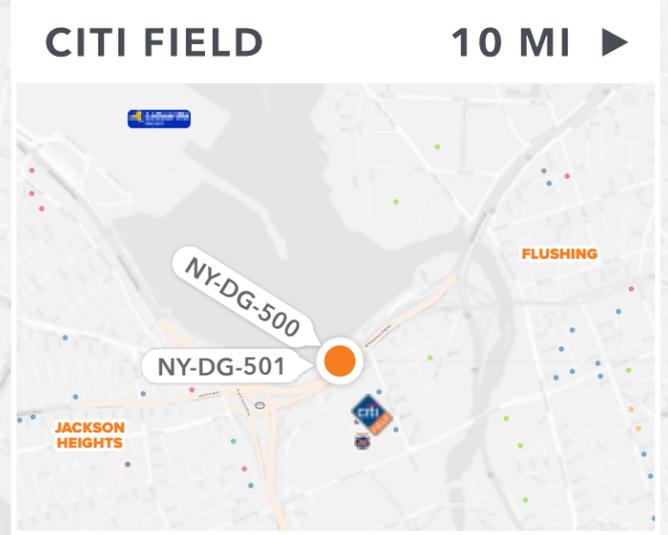
BK-WS-101



INDUSTRY CITY

SUNSET PARK

BK-WS-110



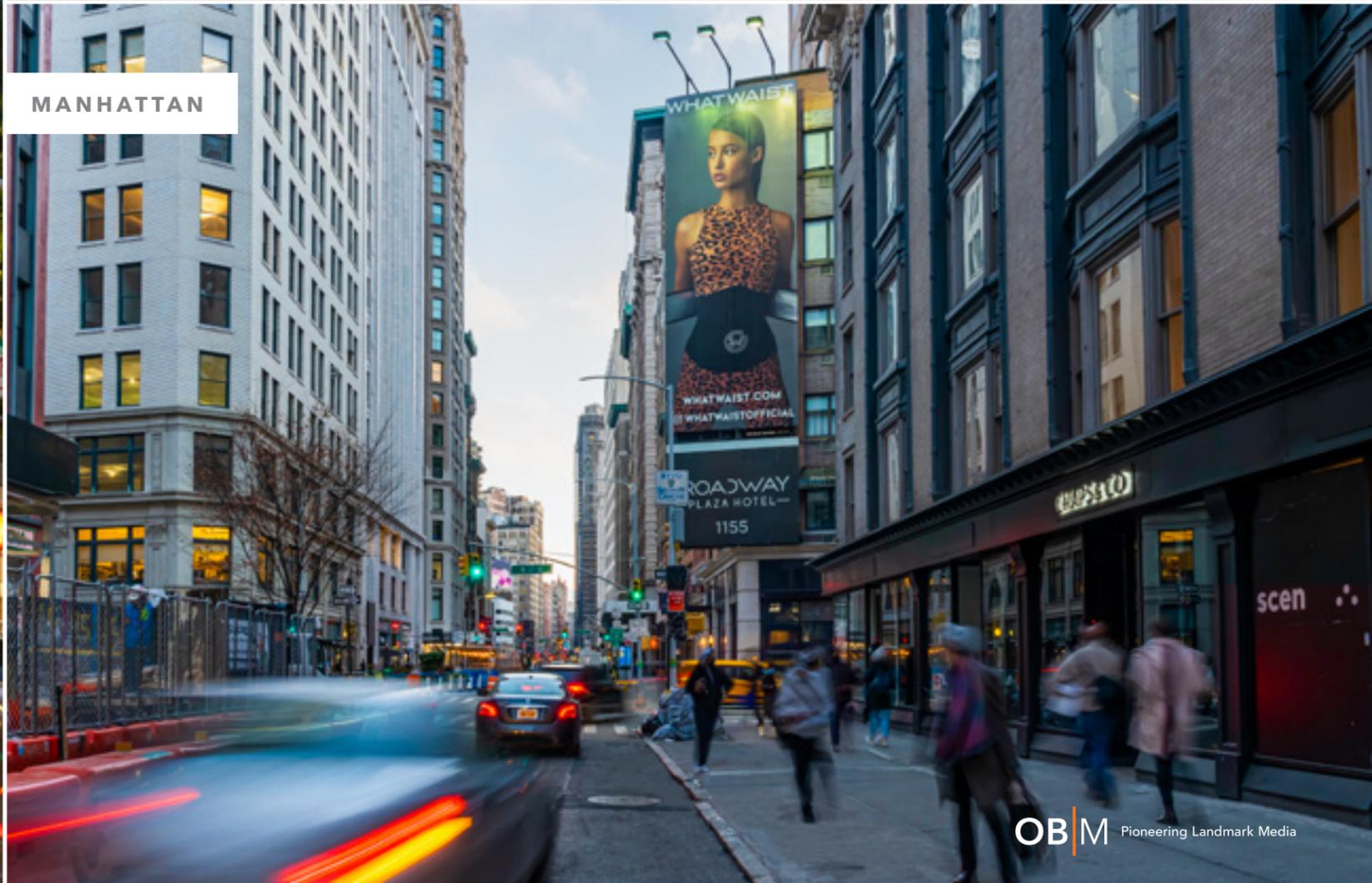
MANHATTAN



MANHATTAN



MANHATTAN



CITI FIELD



BROOKLYN



BROOKLYN



LOS ANGELES, CA

DMA Ranking: 2nd

Available Assets: Wallsapes, Digital Spectaculars, Corner Dominations, Brand Takeovers, Bulletins, Premier Squares, Custom Programs

Los Angeles is the entertainment capital of the world, long representing the glitz and glamour of the film, television, and music industries. In the heart of West Hollywood, OBM is the largest OOH operator on the Sunset Strip and offers an unparalleled “wow” factor in the Sunset Spectacular, a landmark media tower merging innovative technology, architecture, and interactivity on the iconic Sunset Strip. Other units in WeHo are surrounded by the area’s best shopping, dining, and nightlife. OBM’s wallsapes are in extremely prominent Hollywood locations: lining Santa Monica Blvd between the 101 Interstate and Vine St, dominating the Sunset + Vine area near the Hollywood Walk of Fame, and greeting residents at the busy intersection of Hollywood Blvd and the 101. Further down Hollywood Blvd, OBM has four digital screens on the TCL Chinese Theatre, capturing thousands per day as non-stop vehicles and pedestrians pass the renowned marquee. Because OBM’s massive units are in striking locations near local landmarks, marketers have the opportunity to weave their brand’s message throughout a highly traveled area within one of the trendiest and most influential cities in the country.



SUNSET STRIP

LA-FS-307
LA-FS-316
LA-FS-317
LA-FS-314
LA-FS-315
LA-DG-505
LA-FS-310
LA-FS-309
LA-FS-308
LA-FS-311
LA-FS-312
LA-FS-313
LA-FS-318
LA-FS-319
LA-FS-320
LA-FS-321
LA-FS-322

THE COMEDY STORE
THE ROCK
SOHO HOUSE
THE VIBE ROOM
WICKET & CO.

Chateau Marmont

LA-FS-321
LA-FS-322

LA-WS-119

HOLLYWOOD

BuzzFeed

LA-DG-502
LA-DG-503
LA-DG-501
LA-DG-500

LA-DG-507

LA-DG-506
LA-SVW-111
LA-SVF-104
LA-SVF-103

LA-SVF-105
LA-SVF-106
LA-SVF-108
LA-SVF-109

LA-WS-112
LA-WS-113

LA-SVW-101
LA-SVF-102
LA-SVF-110

Paramount Recording Group

LA-WS-114

LA-WS-116
LA-WS-115

WEST HOLLYWOOD

MELROSE HILL

MID-WILSHIRE 2 MI ↓

LA-FS-305
LA-FS-304

DOWNTOWN 4 MI ↘

LA-FS-303



LACMA

LA-WS-118



Craft Contemporary

The Consulate General of the Arab Republic of Egypt in Los Angeles

WILSHIRE PARK

WILTERN

MID-WILSHIRE

KOR

WEST HOLLYWOOD



WEST HOLLYWOOD



WEST HOLLYWOOD



WEST HOLLYWOOD



WEST HOLLYWOOD



WEST HOLLYWOOD



WEST HOLLYWOOD



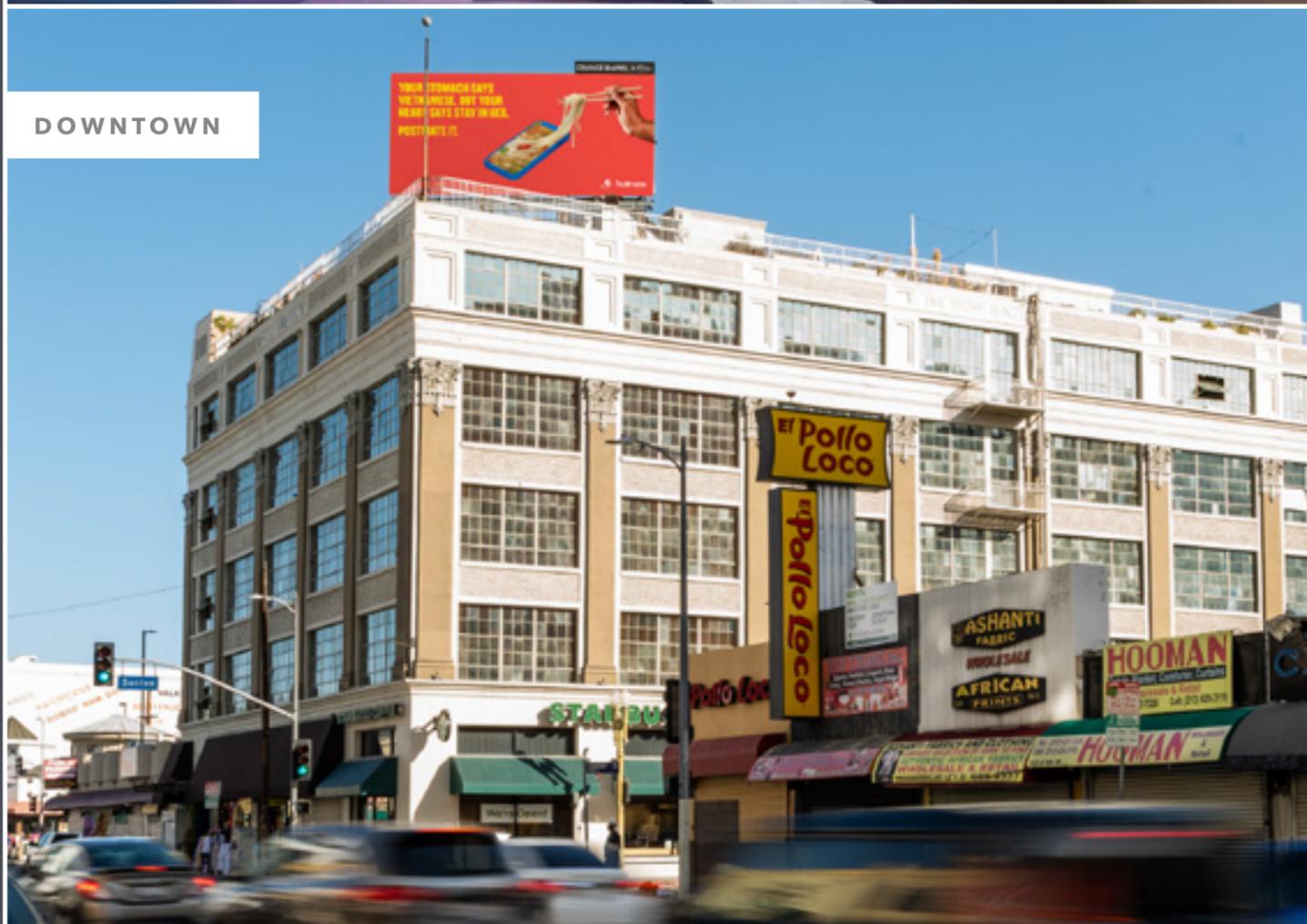
HOLLYWOOD



HOLLYWOOD



DOWNTOWN



HOLLYWOOD



HOLLYWOOD



MID-WILSHIRE



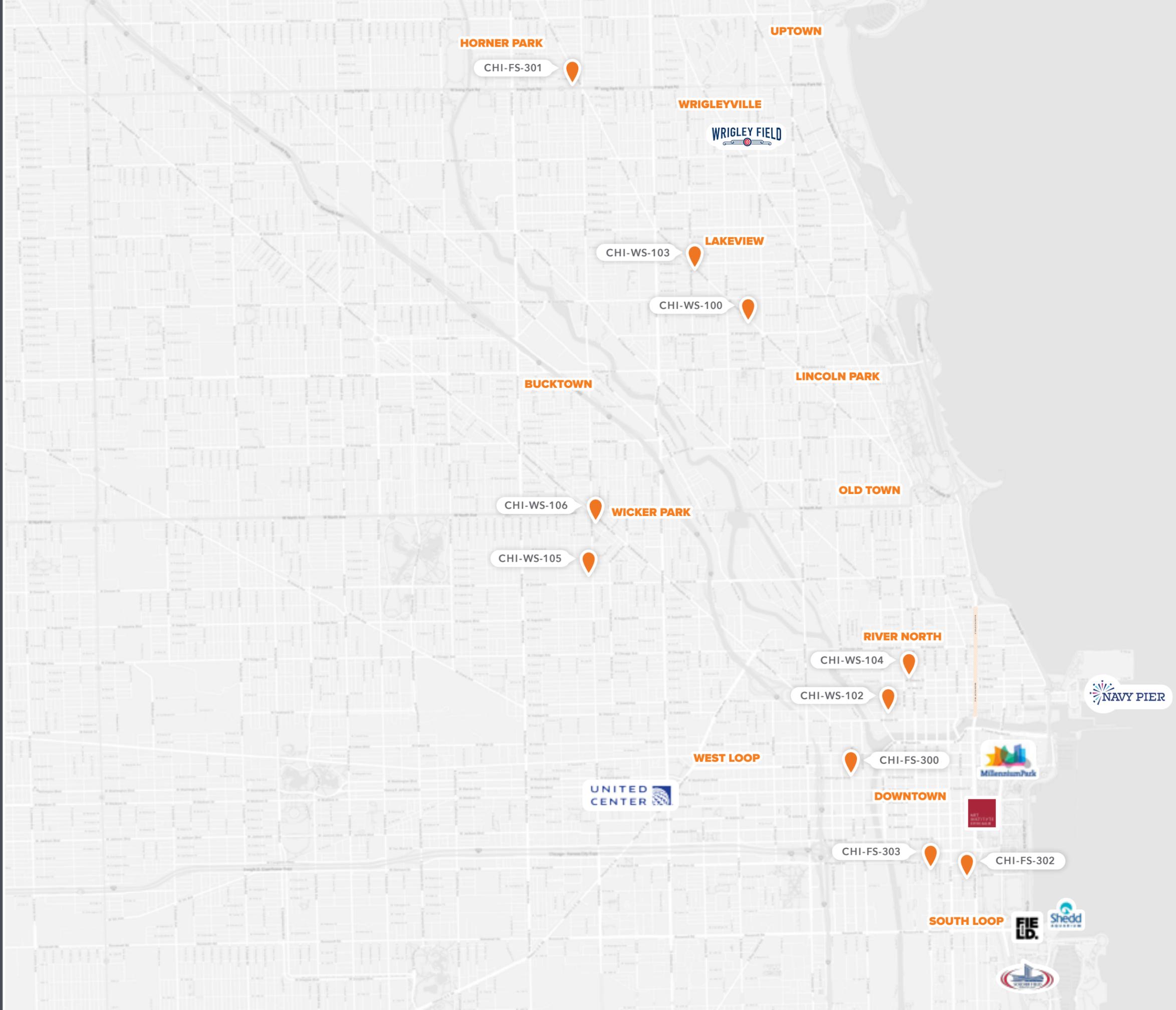
CHICAGO, IL

DMA Ranking: 3rd

Available Assets: Wallscapes, Bulletins

One of the largest markets in the United States, this cultural epicenter is a unique mix of big city energy and welcoming Midwest spirit. Chicago's influence is world-renowned: iconic architecture, "The Bean" in Millennium Park, upscale shopping along the Magnificent Mile, and with eight major league sports teams, the city defines what it means to be a hometown fan. OBM's inventory is perfectly positioned in areas packed with shopping, theaters, sports venues, museums, parks, bars, and the best restaurants in the city. OOH opportunities are at a premium 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.





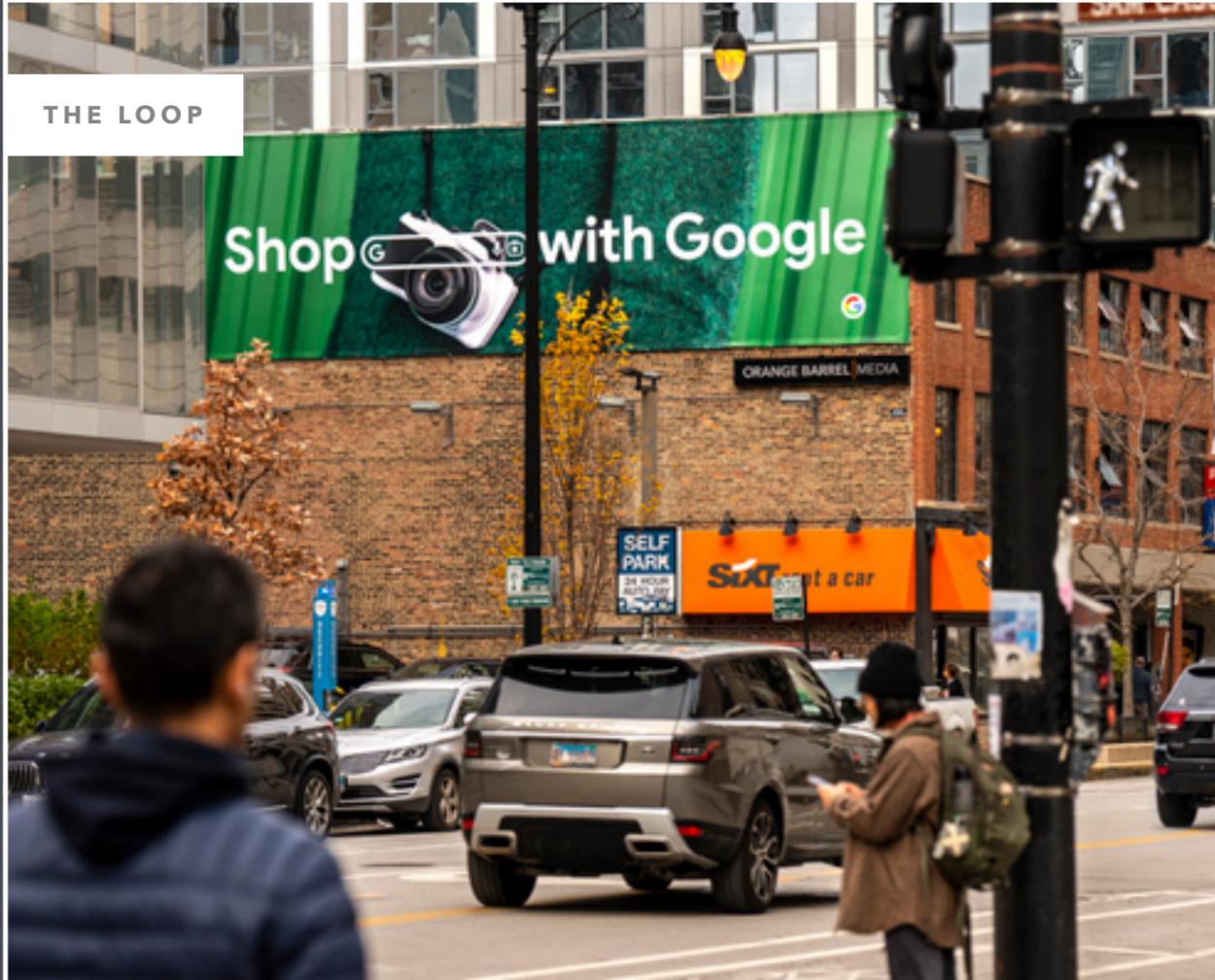
RIVER NORTH



DOWNTOWN



THE LOOP



LINCOLN PARK



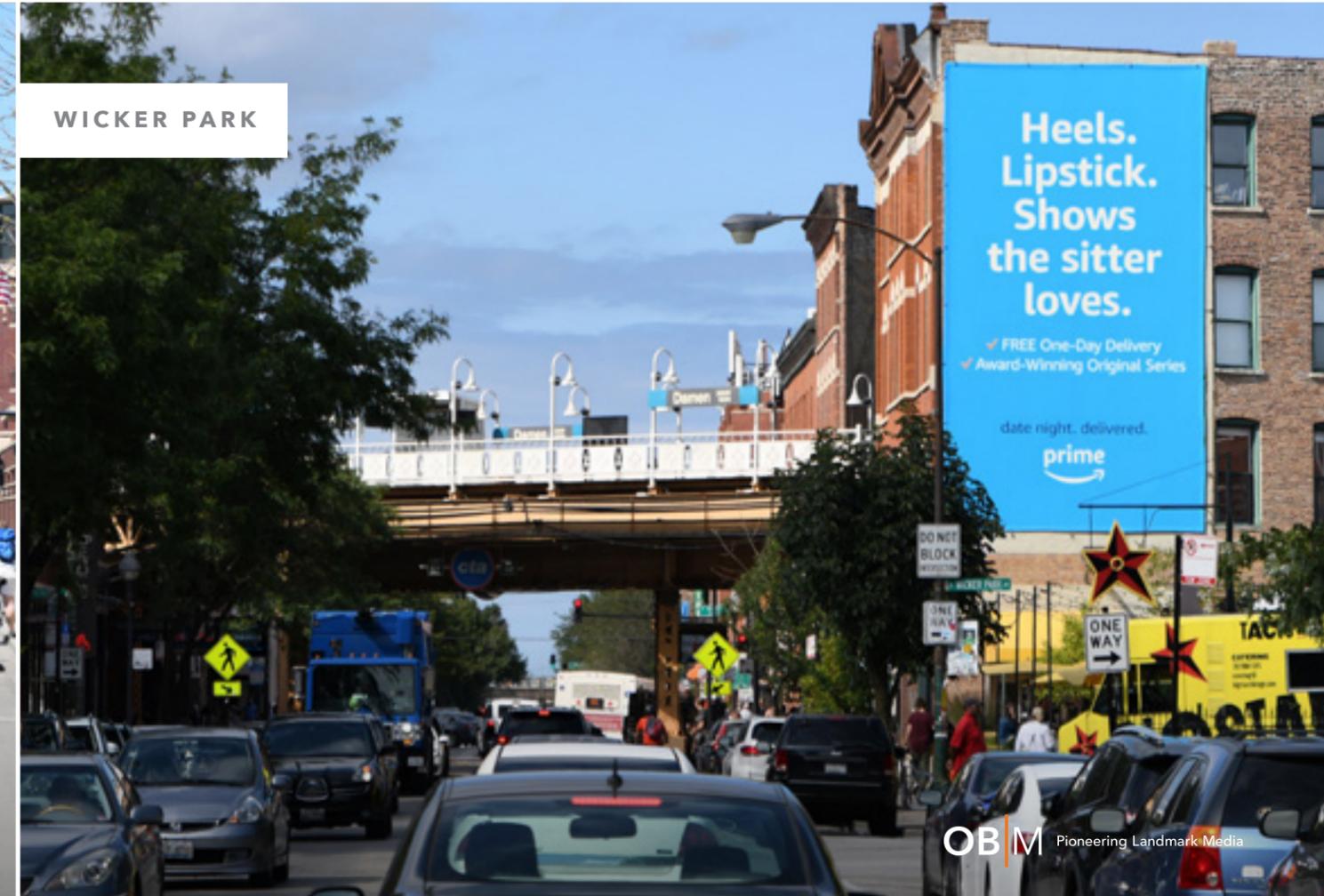
LAKEVIEW



UPTOWN



WICKER PARK



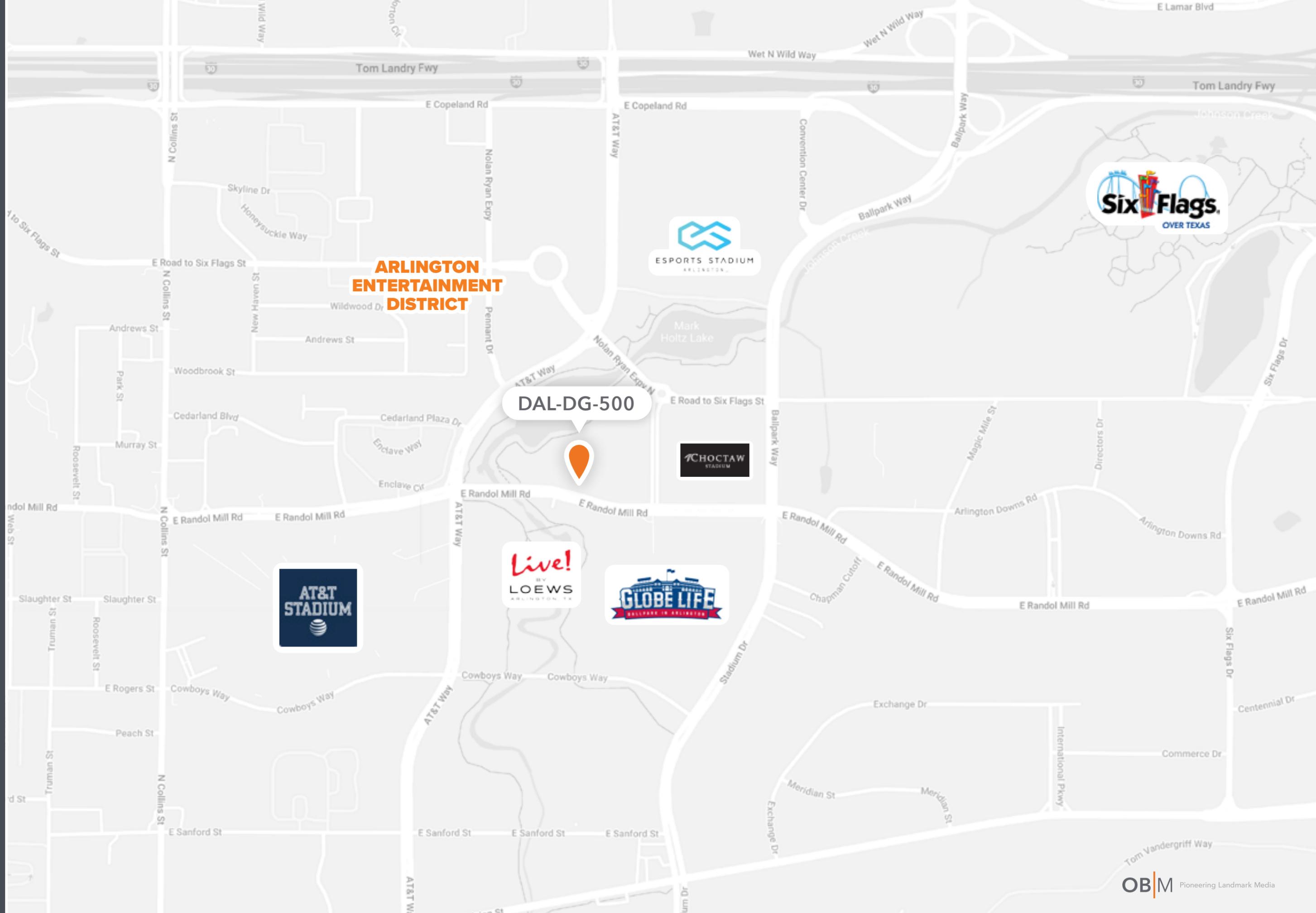
DALLAS, TX

DMA Ranking: 5th

Available Assets: Digital Spectacular, Digital Domination

Everything's bigger in Texas, and the Metroplex including Dallas, Fort Worth, and Arlington is no exception with more than 7.5 million residents and over 9,000 square miles. The most popular sports and concert destinations in the Metroplex are located halfway between Dallas and Fort Worth in the Arlington Entertainment District and the Toyota Music Factory. OBM's monumental, full-motion digital spectacular is in the heart of it all, directly across from Loews Live! hotel, Globe Life Field (home of MLB's Rangers), and Texas Live!, an entertainment center with premium bars and restaurants, and close to AT&T Stadium (home of "America's Team," NFL's Dallas Cowboys). Additionally, OBM offers a collection of digital assets at the Toyota Music Factory capturing music lovers, movie goers, foodies, as well as highway traffic traveling to and from DFW airport, one of the world's busiest airports. These prime locations provide maximum impact for advertisers to reach the diverse audiences of the Metroplex.

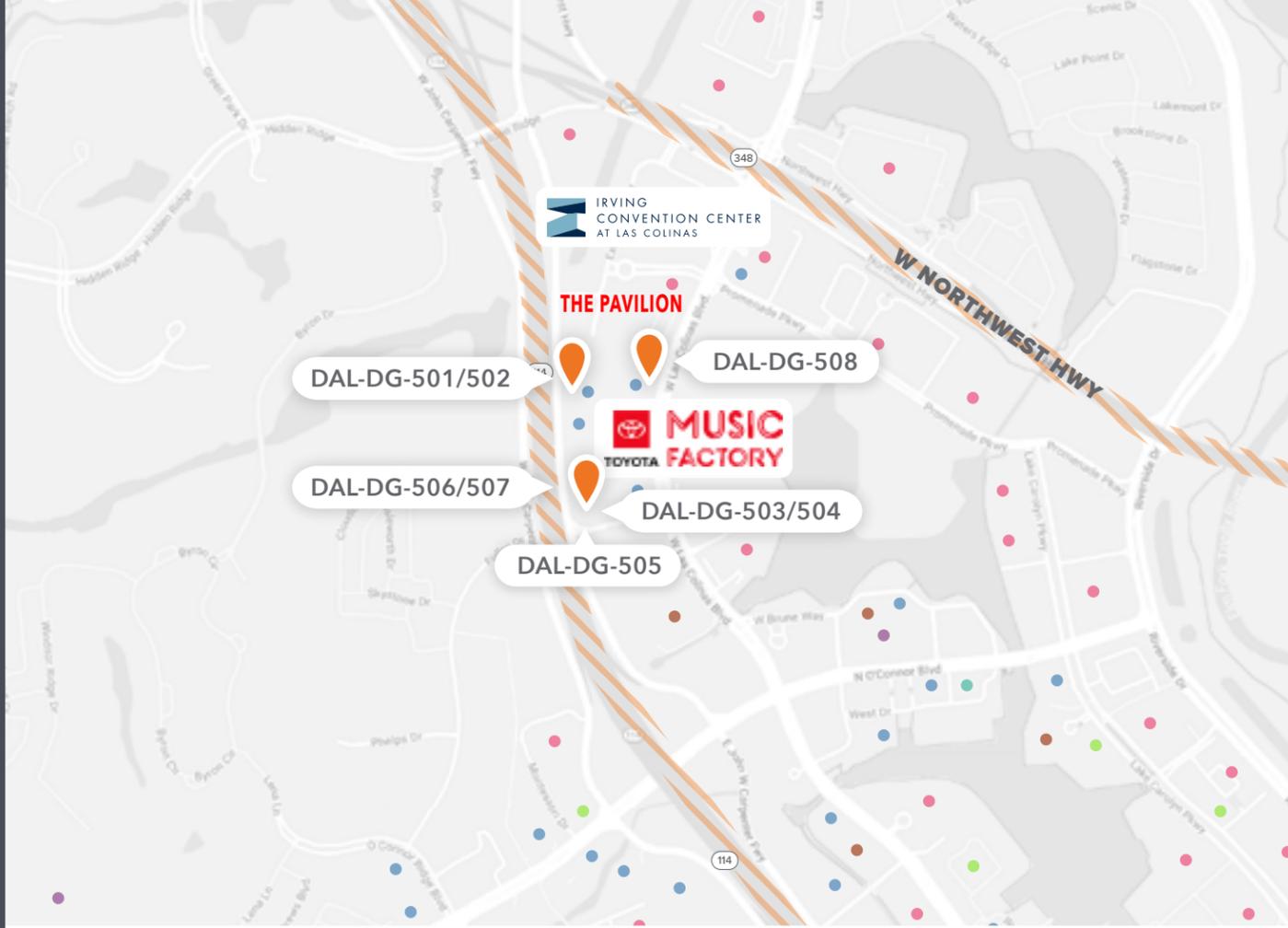




**ARLINGTON
ENTERTAINMENT
DISTRICT**

DAL-DG-500

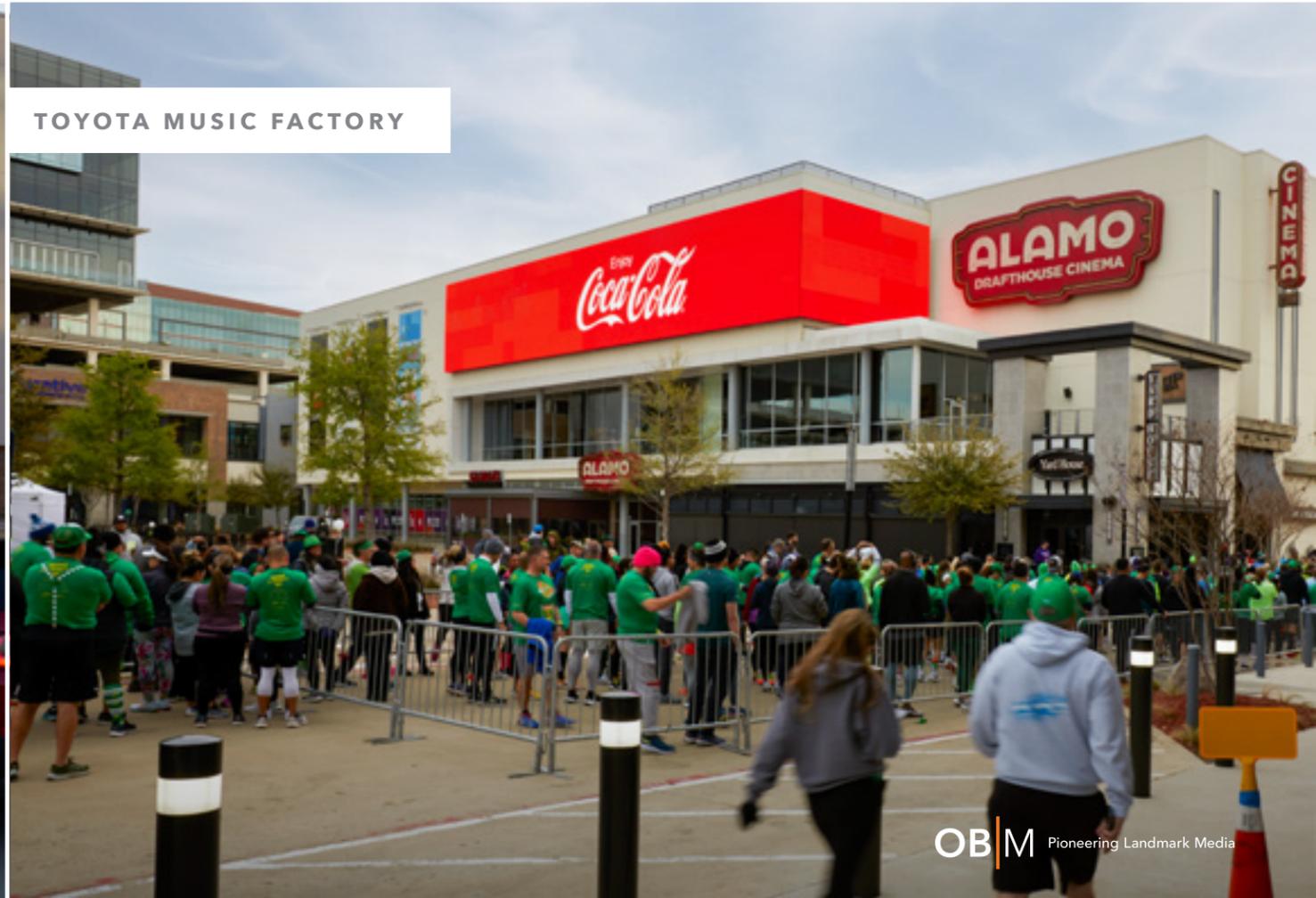




TOYOTA MUSIC FACTORY



TOYOTA MUSIC FACTORY



TOYOTA MUSIC FACTORY

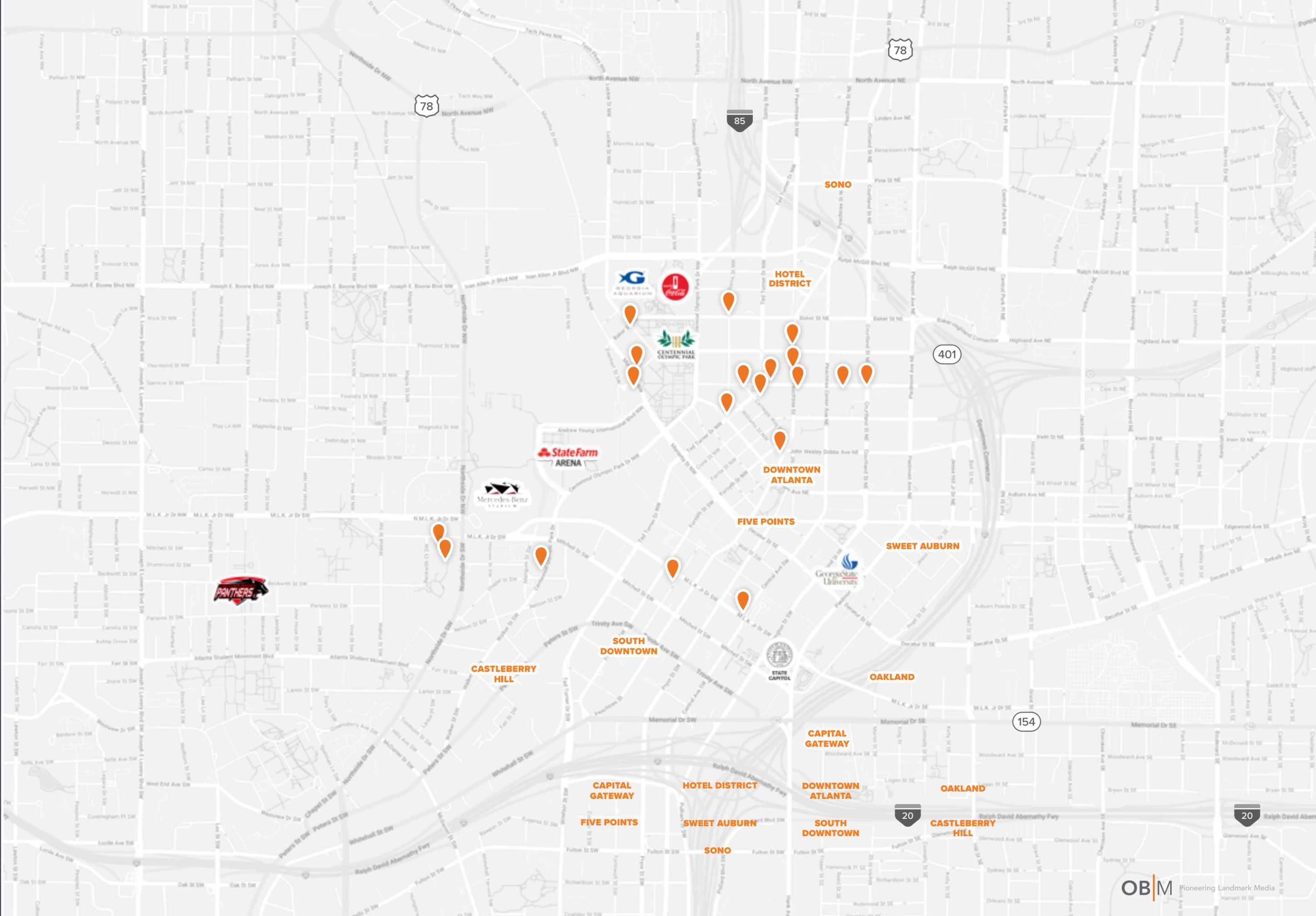
ATLANTA, GA

DMA Ranking: 6th

Available Assets: Digitals, Wallscapes, Custom Programs

Often referred to as the Empire City of the South, Atlanta is the state's capital and one of the most important commercial, financial, and transportation centers of the Southern states. With a strong emphasis on theatre, music, and the arts, Atlanta boasts a rich history and diverse culture. Connected by highly used interstates and public transit options, Atlanta serves as one of the most important hubs within the United States. Orange Barrel Media's assets sit in the bustling downtown Atlanta area and are easily accessible to the major I-85/75 interstates and MARTA stations. OBM's Atlanta signage provides the perfect platform for advertisers to maximize impressions as OBM's assets are near key downtown attractions such as Mercedes-Benz Stadium, State Farm Arena, the Georgia World Congress Center, Centennial Olympic Park, the Georgia Aquarium, the Georgia State Capitol, the official College Football Hall of Fame, and Georgia State University, one of Georgia's largest universities.









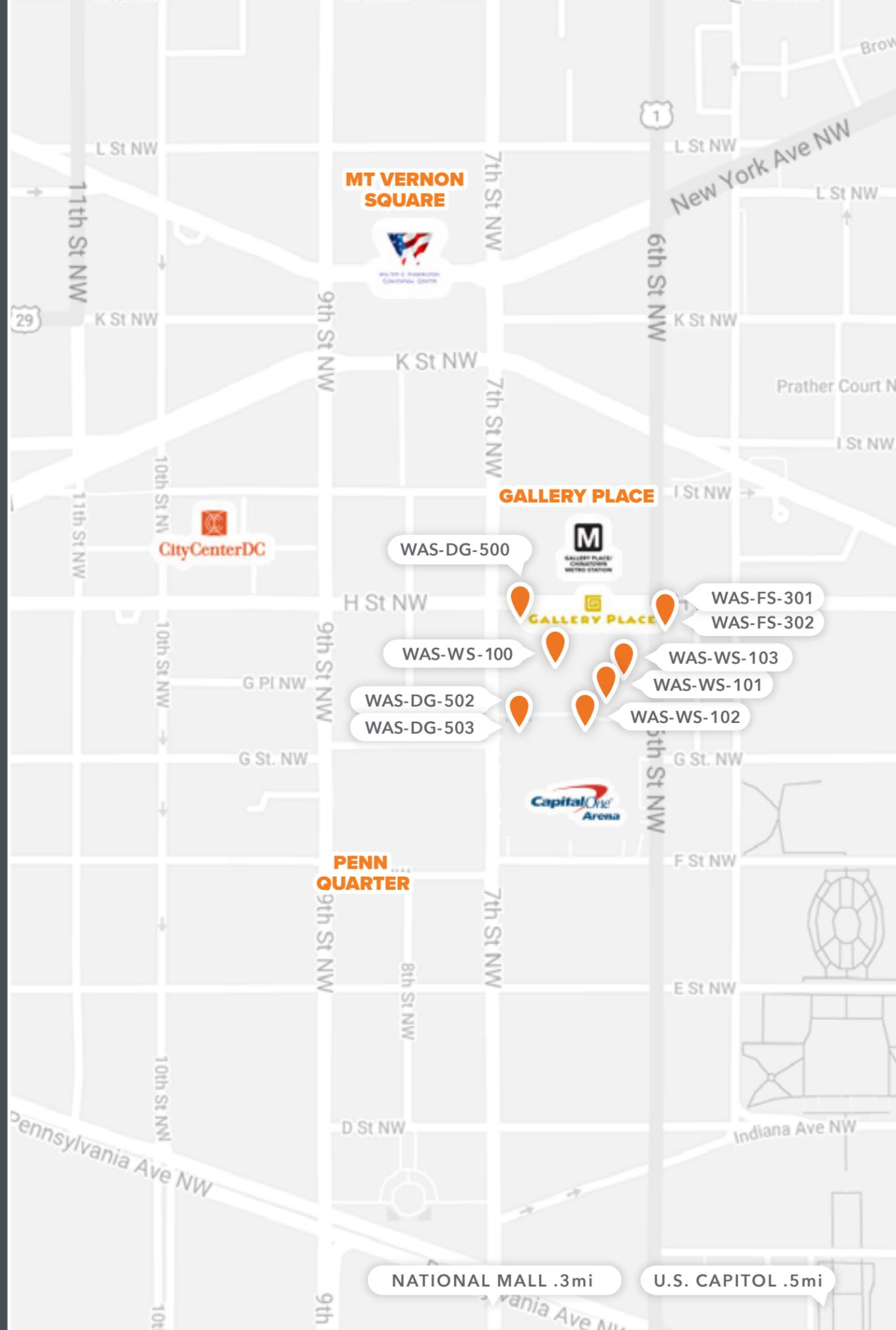
WASHINGTON, DC

DMA Ranking: 8th

Available Assets: Wallscapes, Digitals, Custom Programs

Washington DC represents America to the world with its rich culture, diversity, and history. The combination of the daily bustle of Washington's elite, generational natives, and thriving tourism among the eclectic neighborhoods creates a constant state of energy within the DC area. Orange Barrel Media's assets are positioned at the most prominent advertising locations in the nation's capital. No other OOH options even come close. Our full-motion LED screens, wallscapes, static signage, and domination opportunities are in the heart of downtown's vibrant entertainment district, Gallery Place, at the busiest intersection. These units are also close to Capital One Arena, which hosts over 2.5 million people each year. Additional OBM assets light up the energetic Navy Yard/Ballpark District, a revitalized waterfront neighborhood, home to MLB's Nationals Park as well as offices, luxury apartments, trendy bars, dining, and sporting events, all within walking distance of Capitol Hill. With inventory in unparalleled locations, OBM offers brands the opportunity to weave their messages throughout one of the most influential markets in the world for maximum impact and reach.

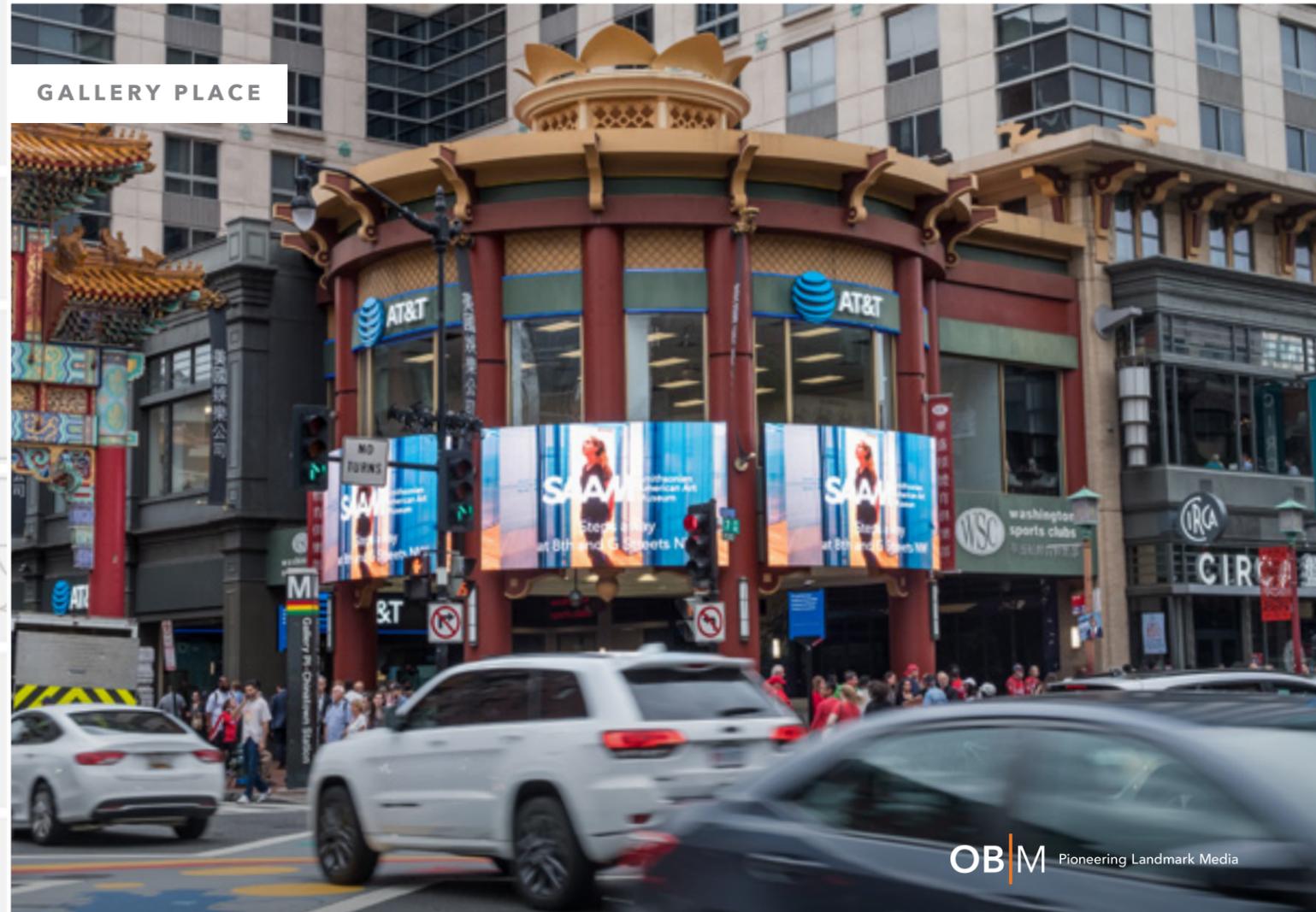


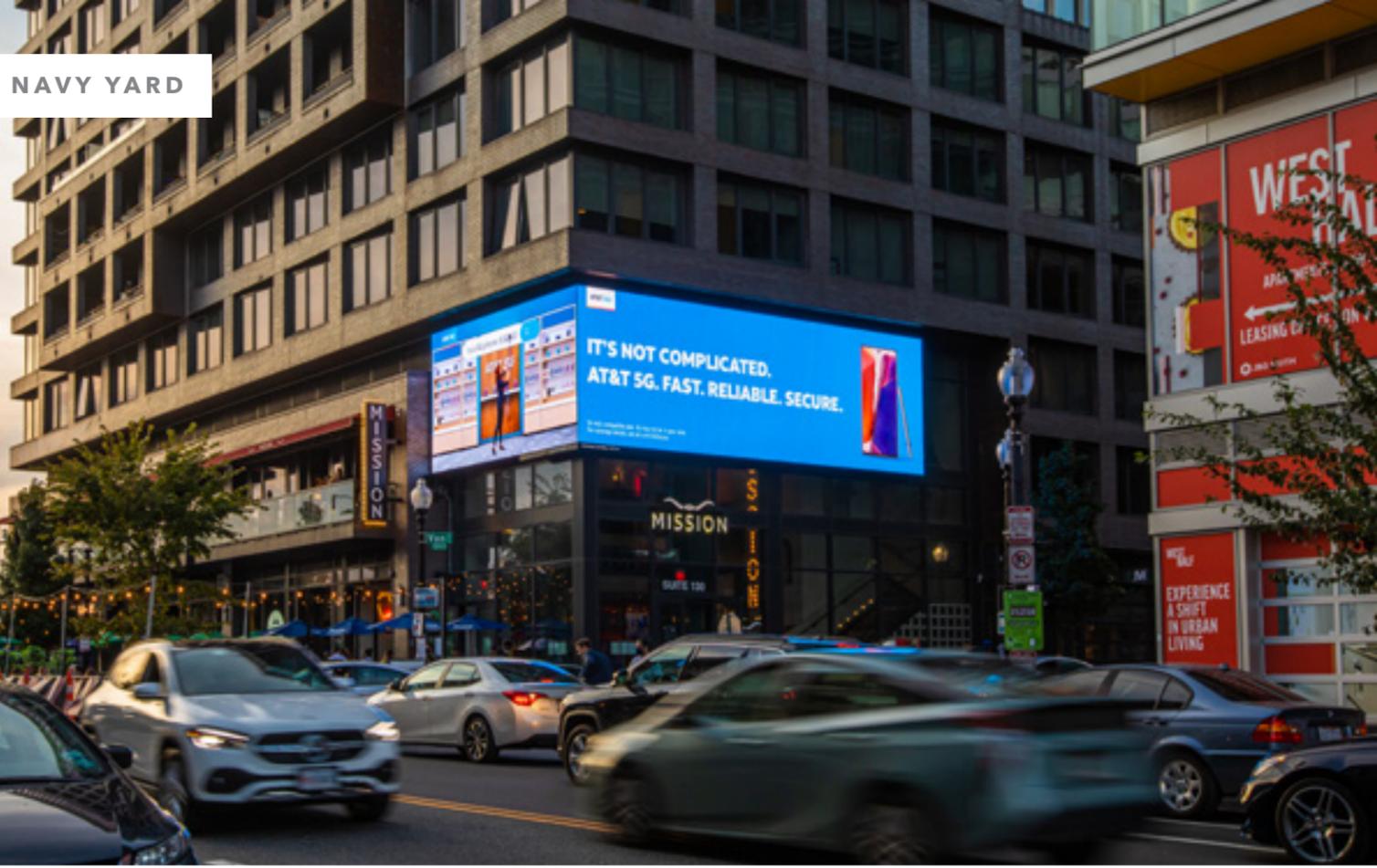
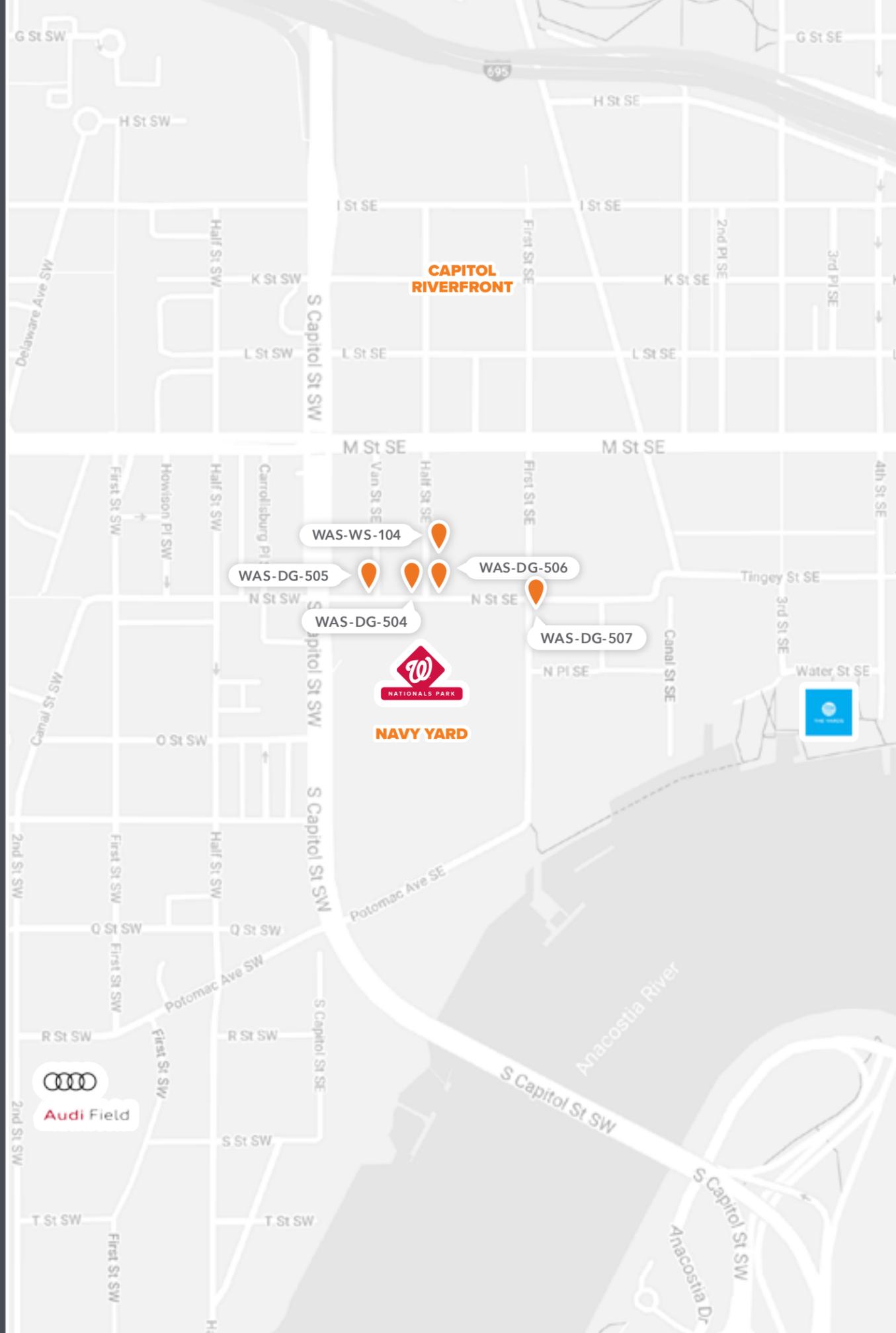


GALLERY PLACE



GALLERY PLACE





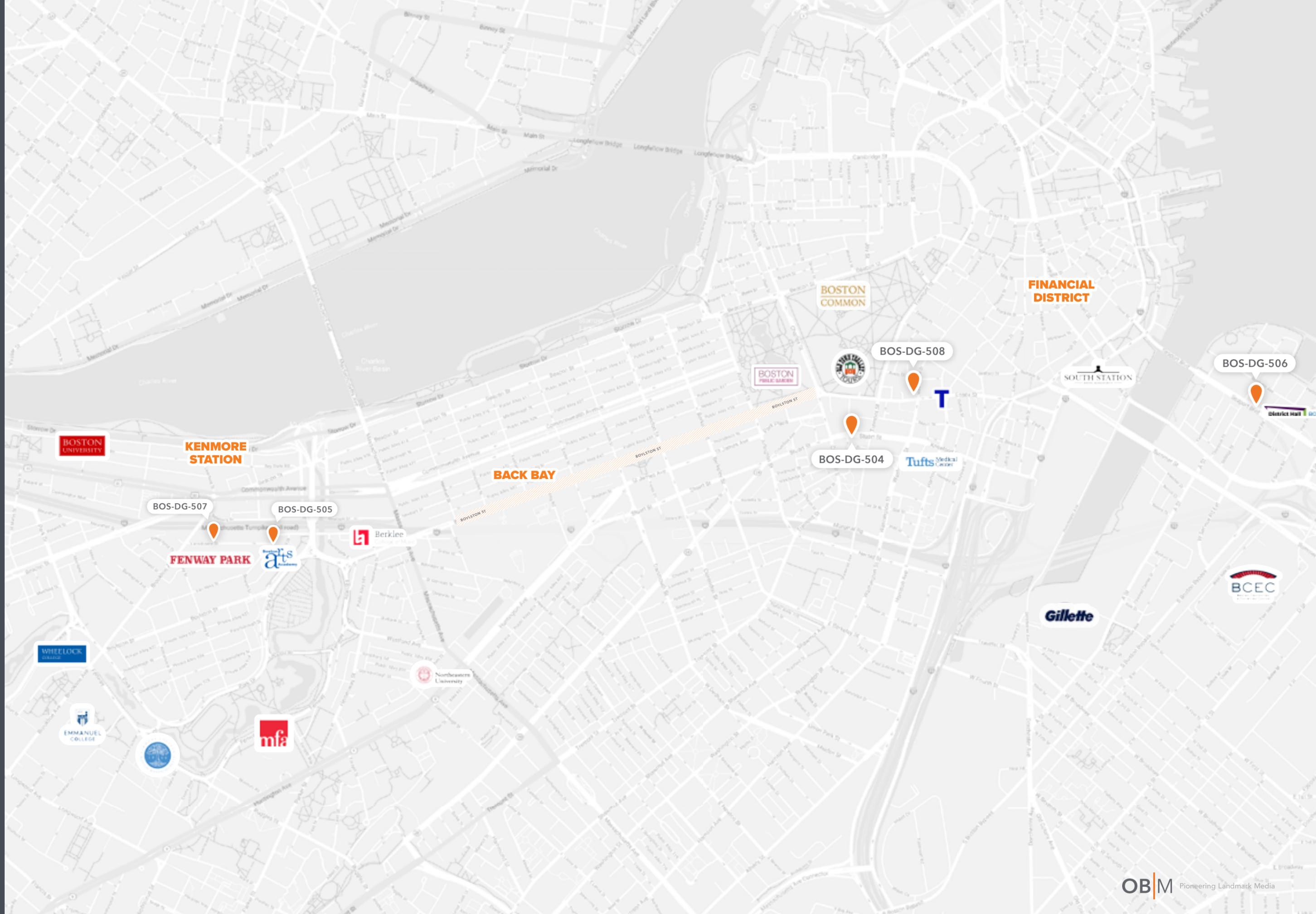
BOSTON, MA

DMA Ranking: 9th

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. The Fenway and Seaport districts are two of the most beloved and iconic areas in all of Boston. As the only digital OOH opportunity in the city, Orange Barrel Media's digital network is weaved prominently throughout the heart of both districts. OBM's digitals are strategically placed to reach the key audiences of sports, business, night life, and tourism with full-motion video that brings a brand's message to life.





FENWAY



DOWNTOWN



FENWAY



SEAPORT



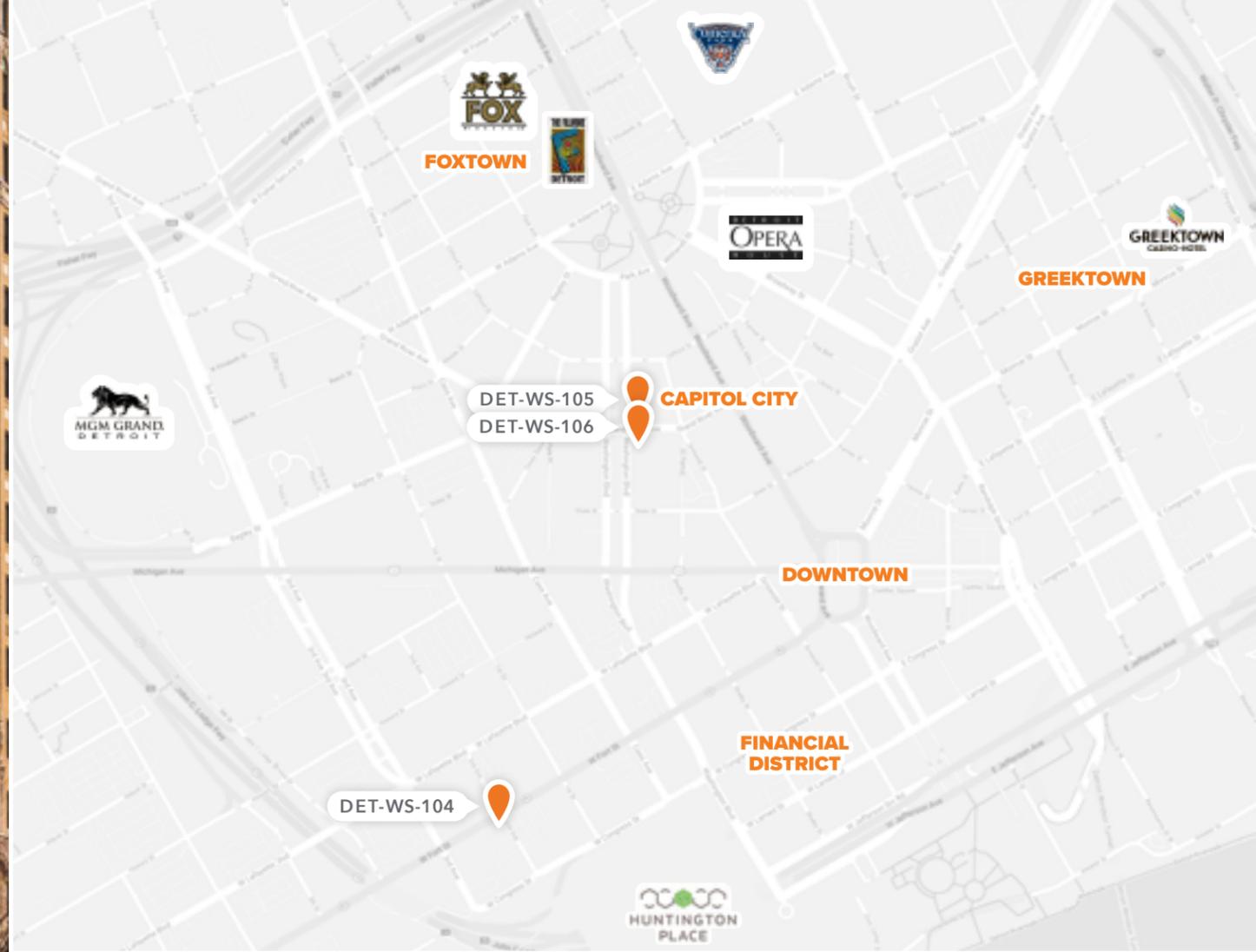
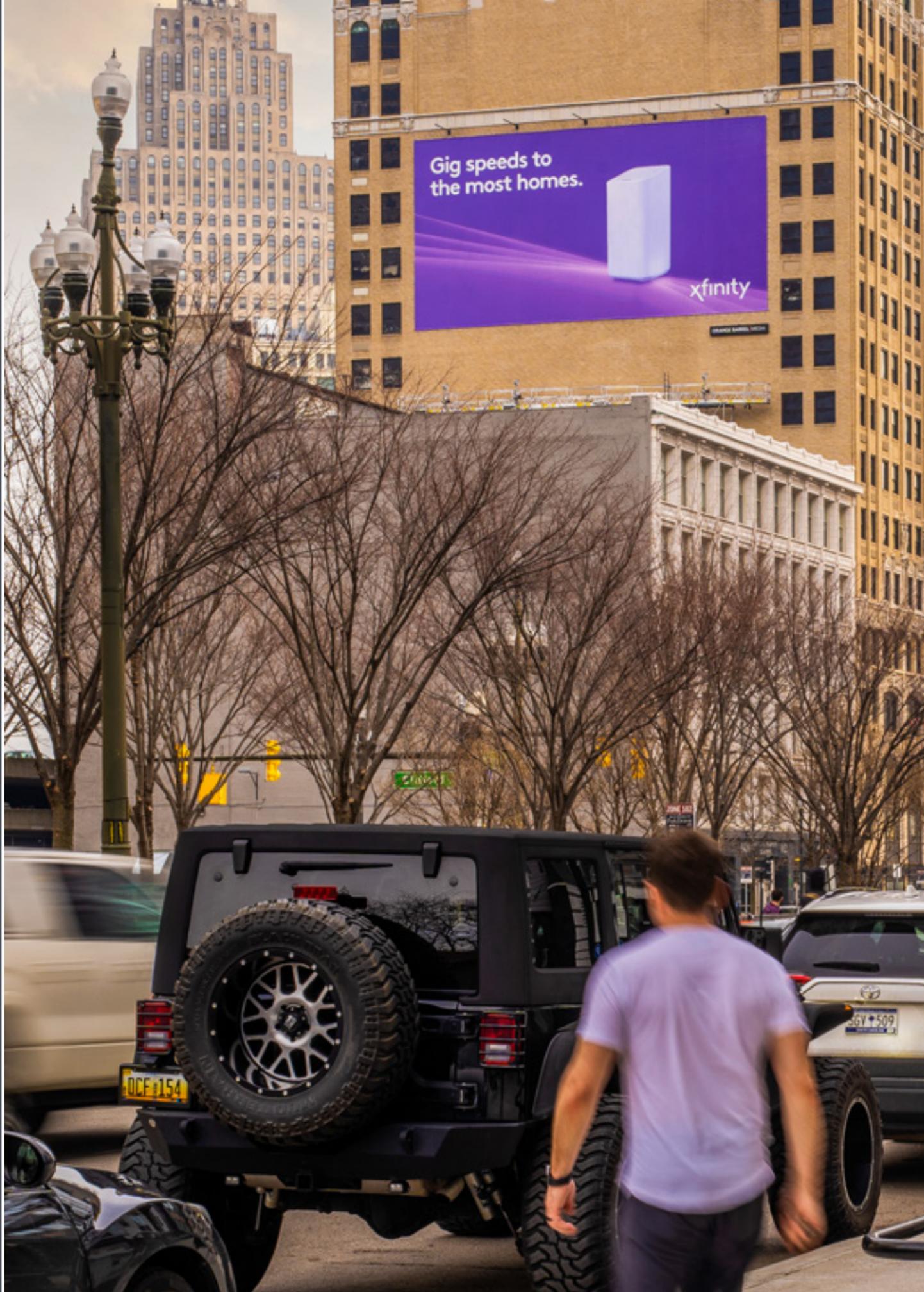
DETROIT, MI

DMA Ranking: 14th

Available Assets: Wallscapes

Detroit is the renowned capital of the auto industry with a thriving cultural hub as the birthplace of the Motown Sound and techno music. With hard work and determination, the Motor City is constantly transforming, mixing old and new as evident in innovative car designs and renovated historic architecture. Easily accessible to freeways connecting Detroit neighborhoods and suburbs to Downtown, OBM's massive wallscapes are in the heart of Downtown and close to major attractions including Comerica Park, home of MLB's Tigers, and Ford Field, home of NFL's Lions, and Huntington Place, the enormous riverfront convention center, as well as iconic ornate theaters such as the Fox Theater and The Fillmore, a fan favorite for live performances. OBM's assets offer marketers the perfect opportunity to reach the diverse Detroit audience as they pour into office buildings, sports arenas, theatres, museums, dining, and nightlife.





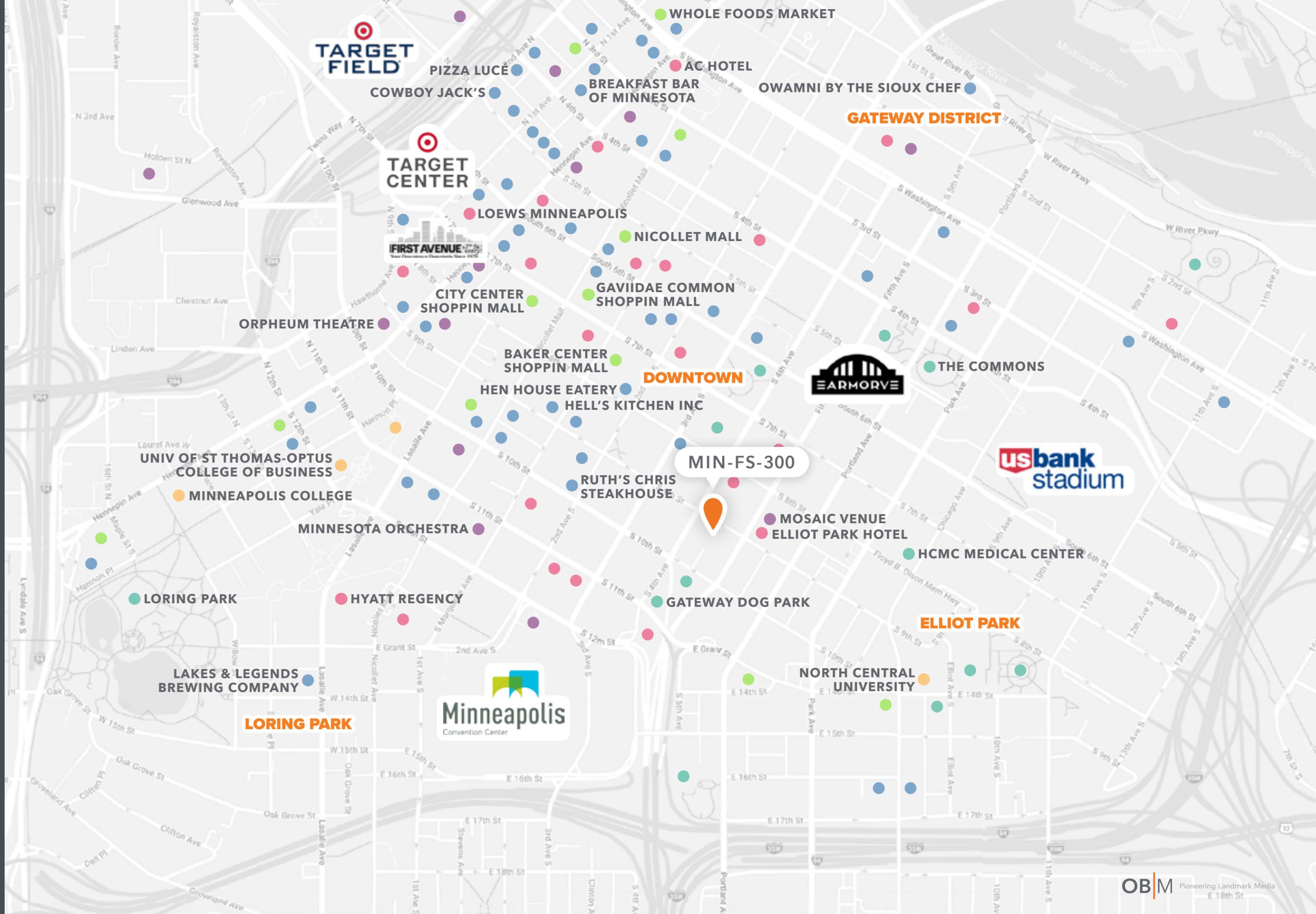
MINNEAPOLIS, MN

DMA Ranking: 15th

Available Assets: Rooftop Bulletin

Minneapolis is the largest city in the state and pairs with capital city St. Paul to make up the Twin Cities on the banks of the Mississippi River. With the friendliness and affordability of a small town, Minneapolis offers the excitement of a big city – six professional sports teams, 16 Fortune 500 headquarters, and over 50,000 students at the University of Minnesota. Downtown Minneapolis is the vibrant hub of commerce and culture drawing a mix of corporate professionals, sports fans, students, concert goers, theatre buffs, and families to the constant events and activities along the riverfront and at premier destinations: U.S. Bank Stadium, Target Center, Target Field, First Avenue, The Armory, Guthrie Theater, and Walker Arts Center. OBM's striking rooftop bulletin captures residents and visitors heading Downtown to the lively nightlife of the Warehouse District, endless events at Convention Center, and the surrounding area filled with trendy restaurants, boutique hotels, craft breweries, upscale residences, and festivals.





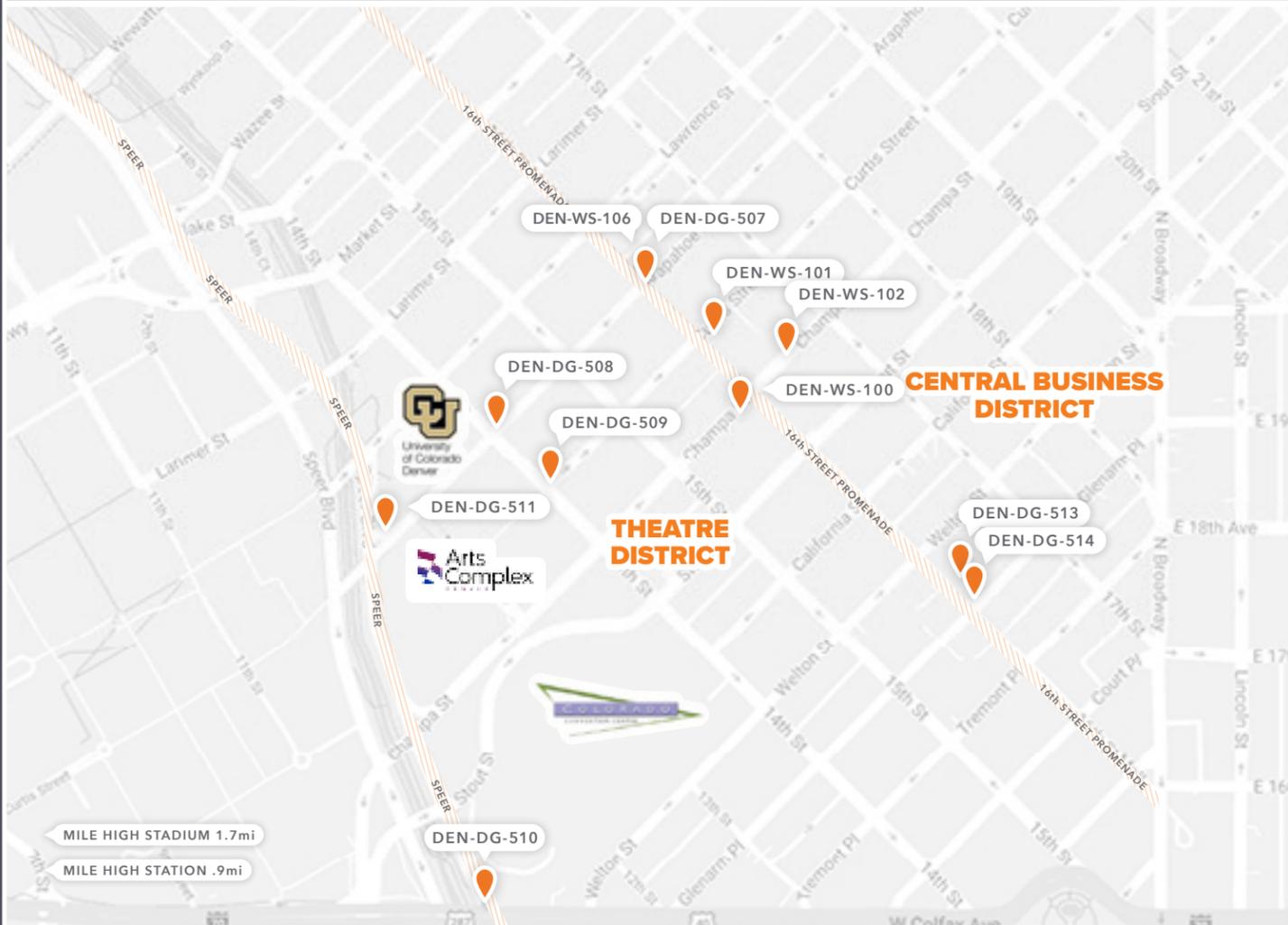
DENVER, CO

DMA Ranking: 16th

Available Assets: Wallscapes, Digitals, Custom Programs

As a city that welcomes 300 days of sunshine, a thriving cultural scene, and stunning natural beauty, Denver has something for everyone. With its many diverse neighborhoods and cultural attractions, The Mile High City is the "world's most spectacular playground." Orange Barrel Media offers several high-impact wallscapes and digital signage options throughout Denver's most dynamic downtown district. Located in the bustling center of 16th Street Mall's retail, entertainment, dining and business oasis, these assets show to a highly engaged audience. With these striking wallscapes and prominent digitals, achieving a powerful brand statement in the Mile High City has never been easier.





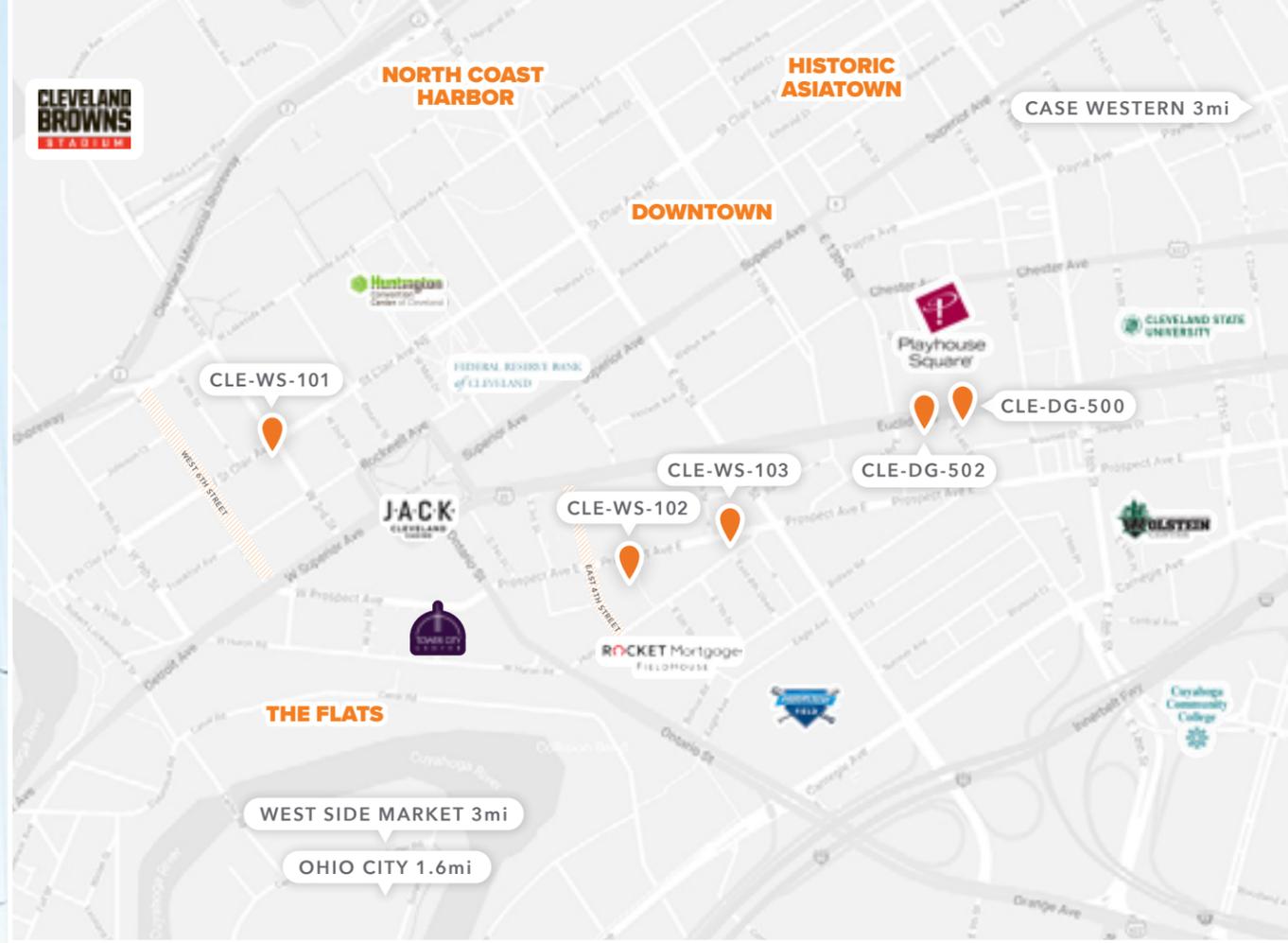
CLEVELAND, OH

DMA Ranking: 19th

Available Assets: Wallscapes, Digitals, Place-Based

Situated on the shores of Lake Erie, this Midwestern metropolis rose to prominence thanks to a booming steel industry. Since then, the area has undergone an incredible revival, with health care and academics as the new economic powerhouses, evident in the major hospital systems, universities and related businesses that call Cleveland home. OBM's downtown Cleveland wallscapes are in can't-miss locations, highly visible to the crowds heading to NBA's Rocket Mortgage FieldHouse to catch a Cavs game, swarming to Progressive Field to watch MLB's Guardians play, or just in the district for their daily commute or a night on the town. Orange Barrel Media also has coverage in the Playhouse Square District, the second largest performing arts center in the country, as well as the Warehouse District, home to the Rock & Roll Hall of Fame and NFL's Cleveland Browns Stadium. With centrally located assets in prominent locations, OBM offers advertisers the opportunity to connect with all aspects of the Cleveland population in the most vibrant parts of the city.





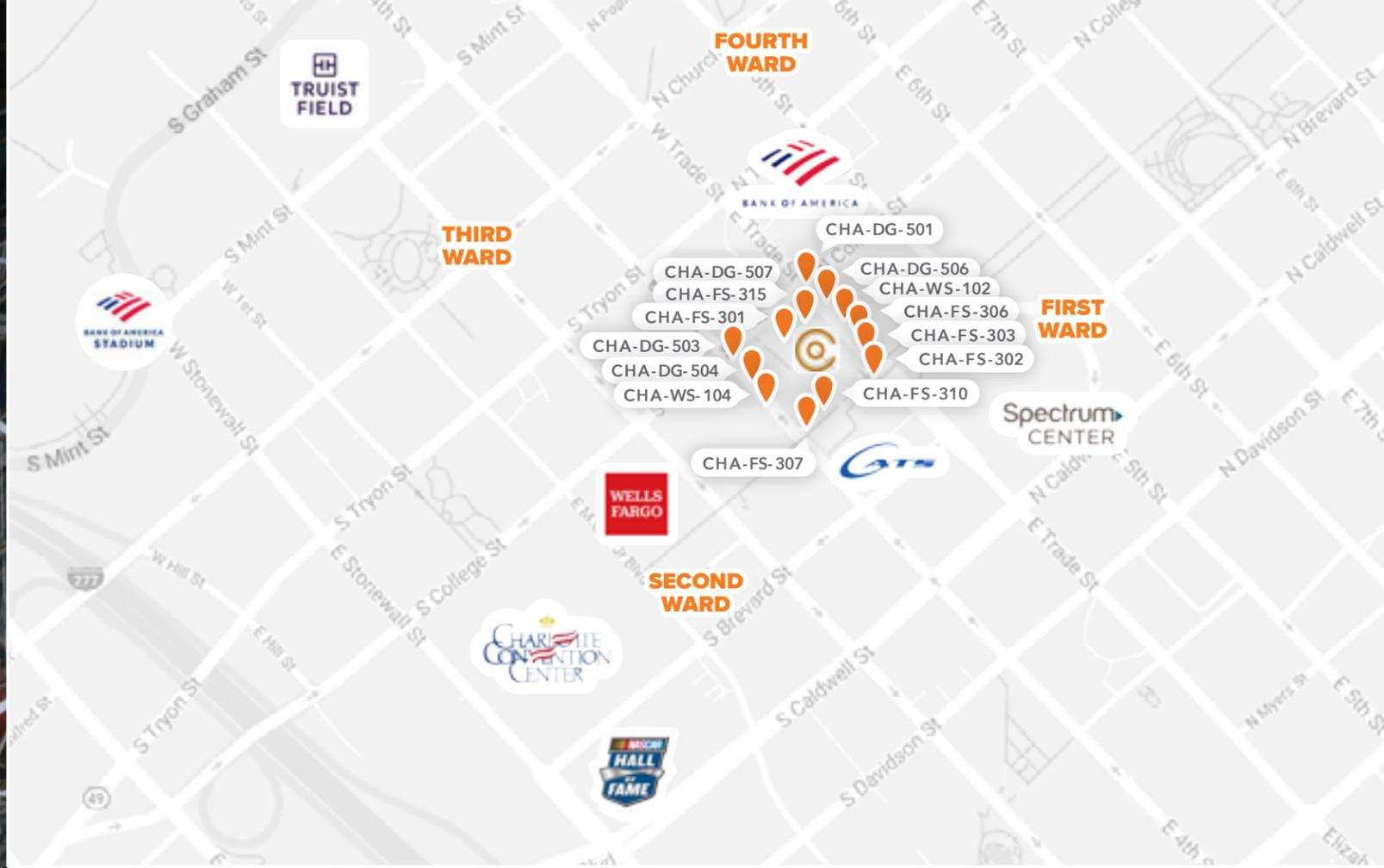
CHARLOTTE, NC

DMA Ranking: 21st

Available Assets: Wallsapes, Digitals, Custom Programs

Charlotte is the crown jewel of the South, a glimmering mid-Atlantic gem, exemplifying its nickname, Queen City. As the home to eight Fortune 500 companies including Lowe's and Bank of America, professional sports teams, amusement parks, and the NASCAR Hall of Fame, Charlotte is one of the fastest growing major cities in the country. Uptown is Charlotte's exciting urban core, where Orange Barrel Media offers the only large format out-of-home advertising. OBM's full-motion LED units allow brands to reach the heart of the action in Uptown. Our digital rotary, as well as digital spectaculars and wallscape dominations, provide the means to connect with the city's locals and visitors in a powerful way. OBM's Uptown inventory gives marketers an unparalleled opportunity to create a dominant brand presence in the district where Charlotte comes to work and play.





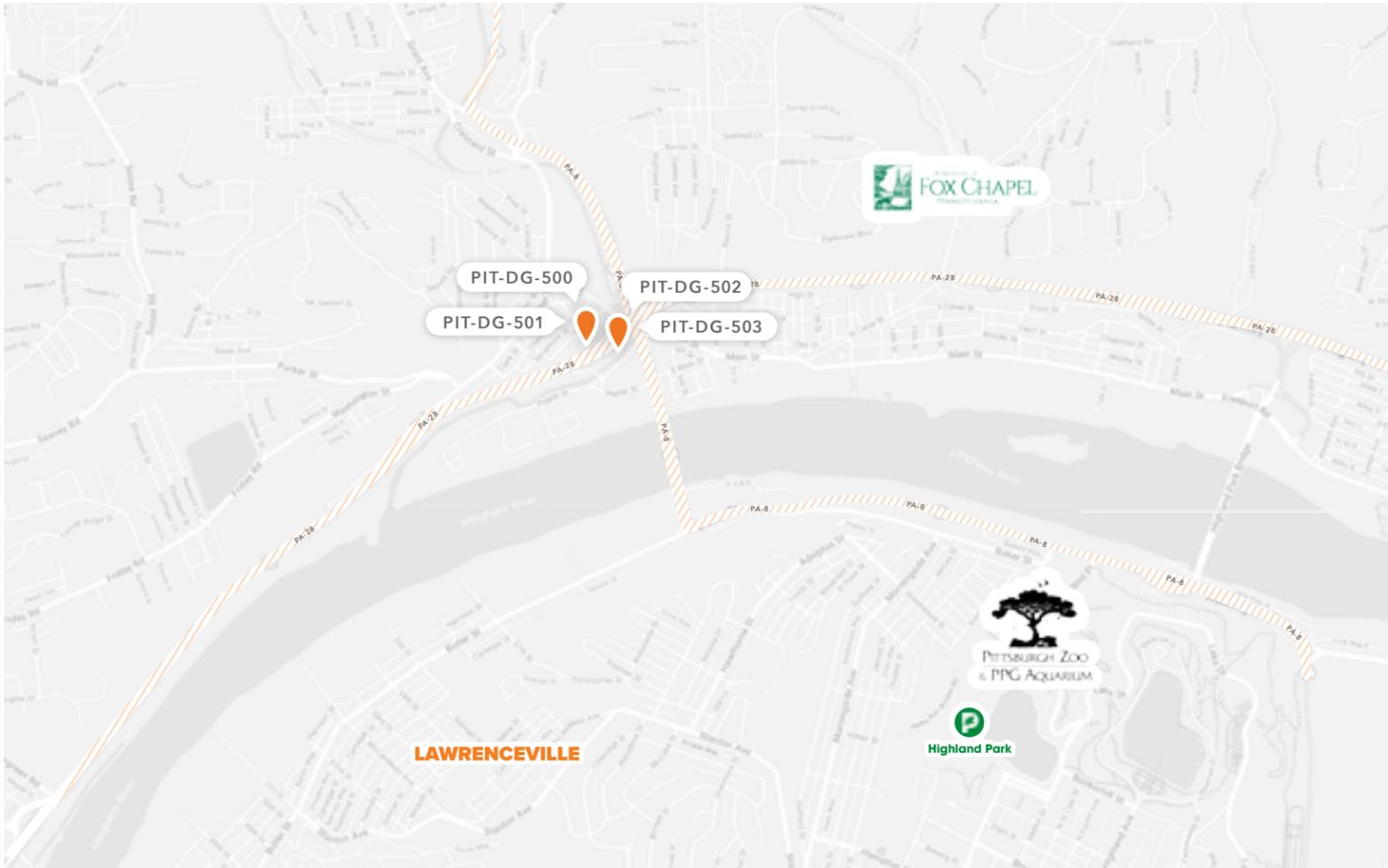
PITTSBURGH, PA

DMA Ranking: 26th

Available Assets: Digitals

Creatively reinventing itself, Pittsburgh has transformed historic manufacturing along scenic rivers into a booming business hub as the home to PNC, Heinz, and Dick's Sporting Goods. Downtown is buzzing with activity as new businesses and residential buildings continue to appear. The nearby neighborhoods, such as the affluent Fox Chapel or the revitalized Lawrenceville, are also thriving. As residents from these areas travel southwest to Downtown for everything from their daily commute, to a Saturday at the Children's Museum, or an outing to watch one of Pittsburgh's three major league teams (NFL's Steelers, NHL's Penguins, MLB's Pirates), they can't miss Orange Barrel Media's tremendous digital screens upon entering and exiting the downtown area. These premium locations provide maximum visibility to the highest concentration of auto traffic in the market. Reaching a wide and engaged audience in Pittsburgh has never been easier.





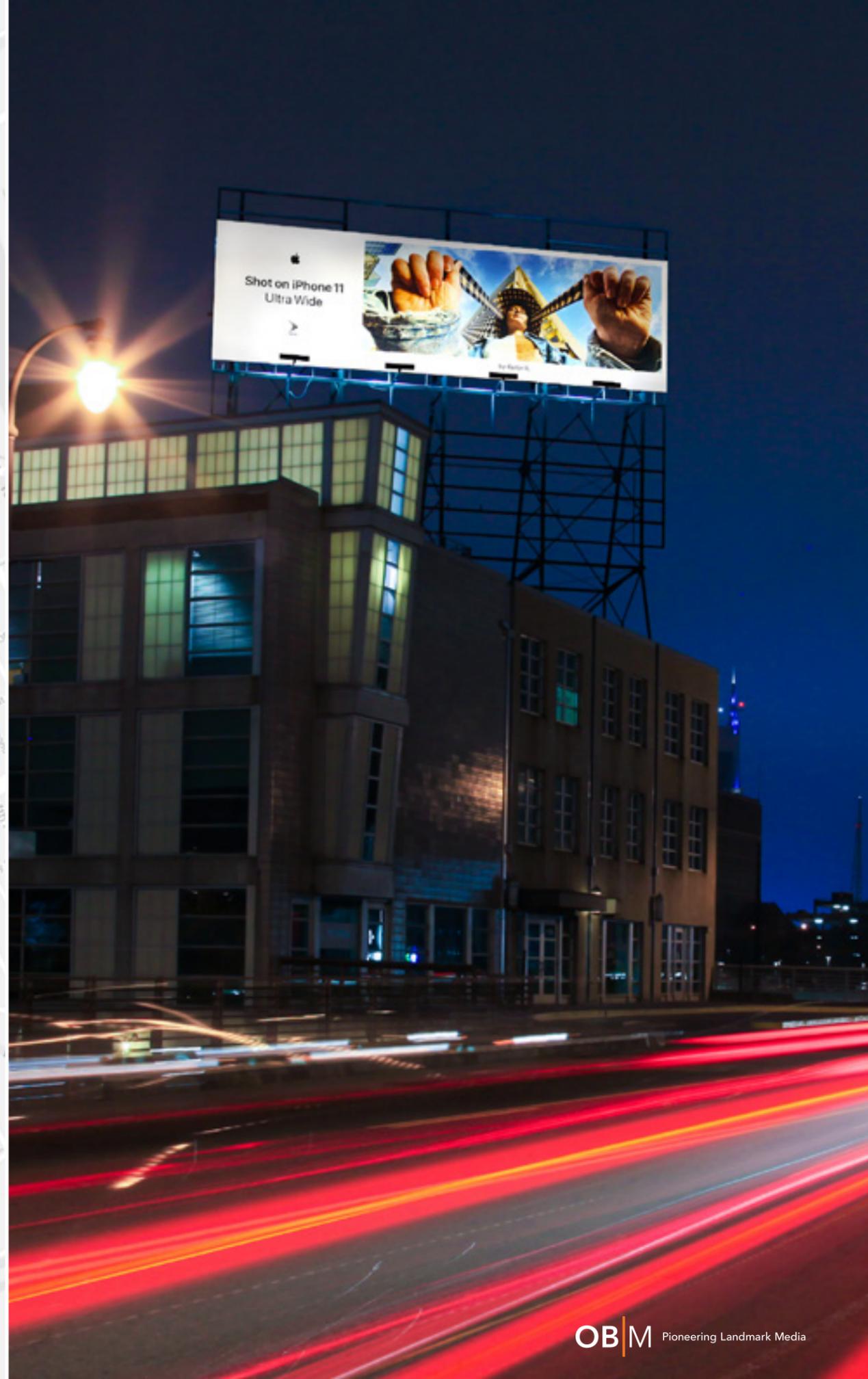
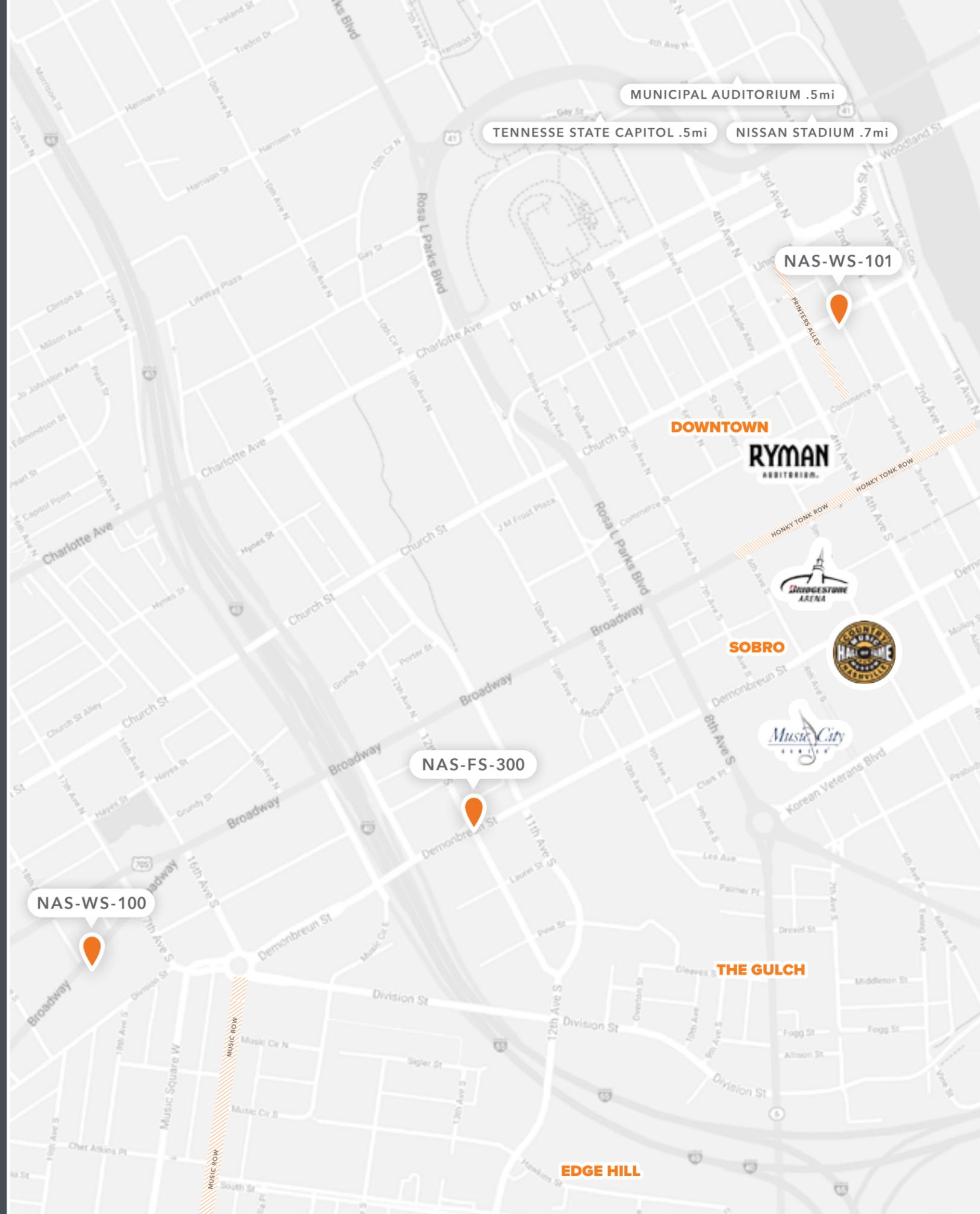
NASHVILLE, TN

DMA Ranking: 27th

Available Assets: Wallscapes, Bulletin

This reborn Southern scene ranges from rebel to ritzy all in the same block. Nashville's avenues reveal a unique blend of intimacy and liveliness that can't be found anywhere else. Home of the famous Grand Ole Opry and The Country Music Hall of Fame, Tennessee's capital stays true to its nickname of "Music City." Nashville's bustling Midtown neighborhood is packed with hot spots treasured by locals as well as Orange Barrel Media's wallscape, positioned in the heart of it all on Broadway Avenue. OBM's inventory offers one of the only OOH opportunities in Printer's Alley, the vibrant and lively entertainment district in downtown Nashville. Nearby, the Gulch with its cutting-edge music venues, eclectic restaurants, and high-end retail, offers brands unparalleled visibility showing to traffic heading into Downtown from all directions. OBM's Nashville inventory offers marketers the opportunity to reach a daily influx of hip locals and excited visitors who are in the area to experience the popular nightlife, iconic local eats, live entertainment, premier shopping, and everything in between.





BALTIMORE, MD

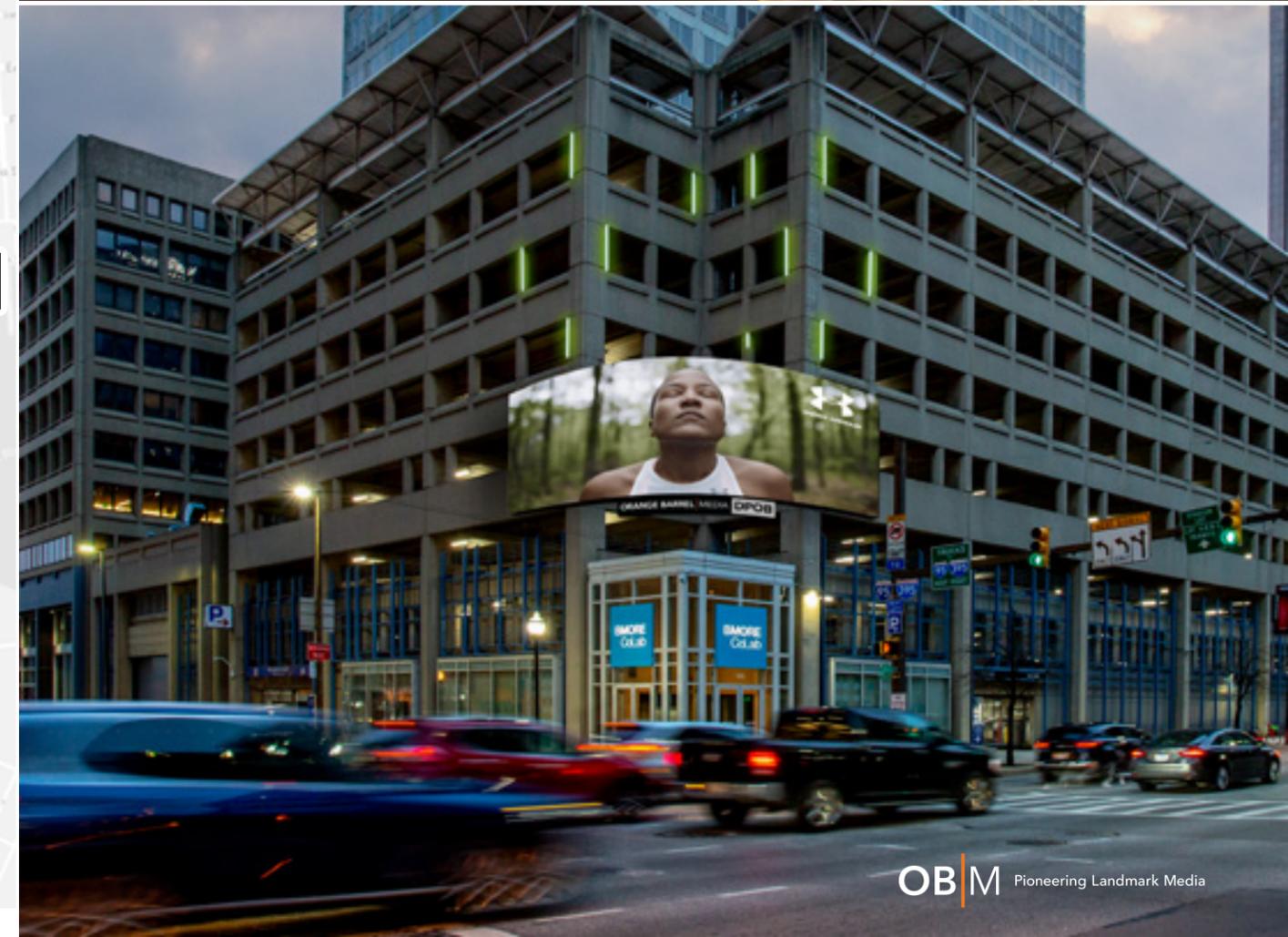
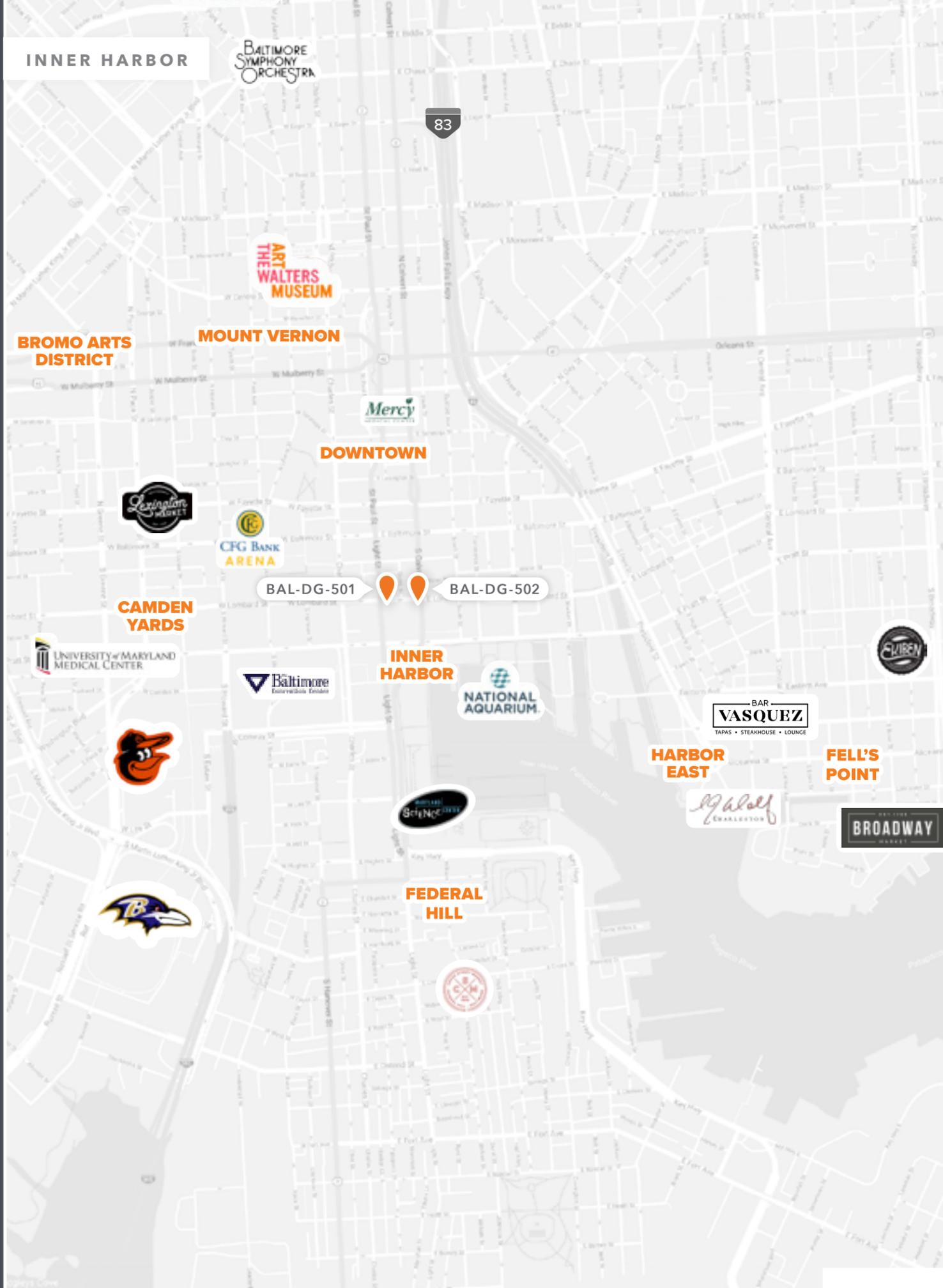
DMA Ranking: 28th

Available Assets: Digitals

Built on tradition and civic pride, Baltimore is a colorful and diverse city known for its beautiful harbor, distinct neighborhoods, and modern service economy led by biotech, medicine, and tourism. Midtown is the geographic and cultural center of Baltimore with museums, art galleries, concert halls, and educational institutions. OBM offers a massive digital asset in Midtown, directly outside Penn Station and above I-83, in this walkable part of town overflowing with unique charm and constant activity. Inner Harbor is the city's entertainment hub drawing crowds to Oriole Park at Camden Yards (MLB's Orioles), M&T Bank Stadium (NFL's Ravens), Baltimore Convention Center, and the National Aquarium, in addition to endless restaurants, bars, and waterfront attractions. Here, OBM's full-motion digital assets overlook the busiest intersections, connecting to streams of traffic on the city's main corridors. All of OBM's digital assets in Baltimore are situated in the center of the action, allowing marketers to reach residents and visitors in the heart of the city.







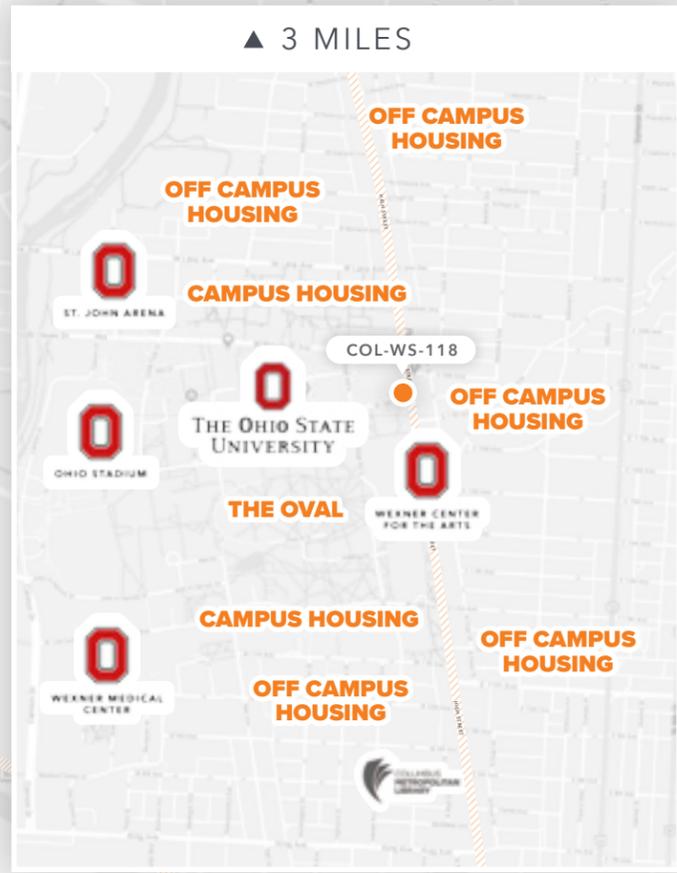
COLUMBUS, OH

DMA Ranking: 32nd

Available Assets: Wallscapes, Digitals, Mall Advertising, Custom Programs

OBM pioneered the wallscape medium in Columbus. Today, we have more than 90% market share of non-traditional out-of-home in Columbus, with properties ranging from 20,000 square-foot downtown wallscapes, to a landmark full-motion digital spectacular at Broad & High. From Easton Town Center - the Midwest's premier shopping and fashion destination with over 30 million visitors per year, to the vibrant Downtown bustling with a thriving business district and year-round cultural activities, to the Arena District - the home of our NHL team and the hottest bars and restaurants, to the Ohio State University - one of the largest universities in the country with over half a million alumni, we have the locations your brand needs to be seen and remembered. If you're looking for something beyond the ordinary, look no further.





SHORT NORTH ARTS DISTRICT

- COL-WS-113
- COL-WS-120
- COL-WS-115
- COL-WS-119
- COL-WS-116
- COL-WS-114
- COL-DG-500
- COL-WS-127
- COL-WS-112

ARENA DISTRICT

- COL-WS-104
- COL-WS-100
- COL-WS-121
- COL-WS-101
- COL-WS-102
- COL-DG-501
- COL-WS-110
- COL-WS-109
- COL-WS-105
- COL-WS-117
- COL-WS-103
- COL-WS-111
- COL-WS-128
- COL-WS-129

DOWNTOWN

COLUMBUS COMMONS

- COL-WS-107
- COL-WS-108

DOWNTOWN



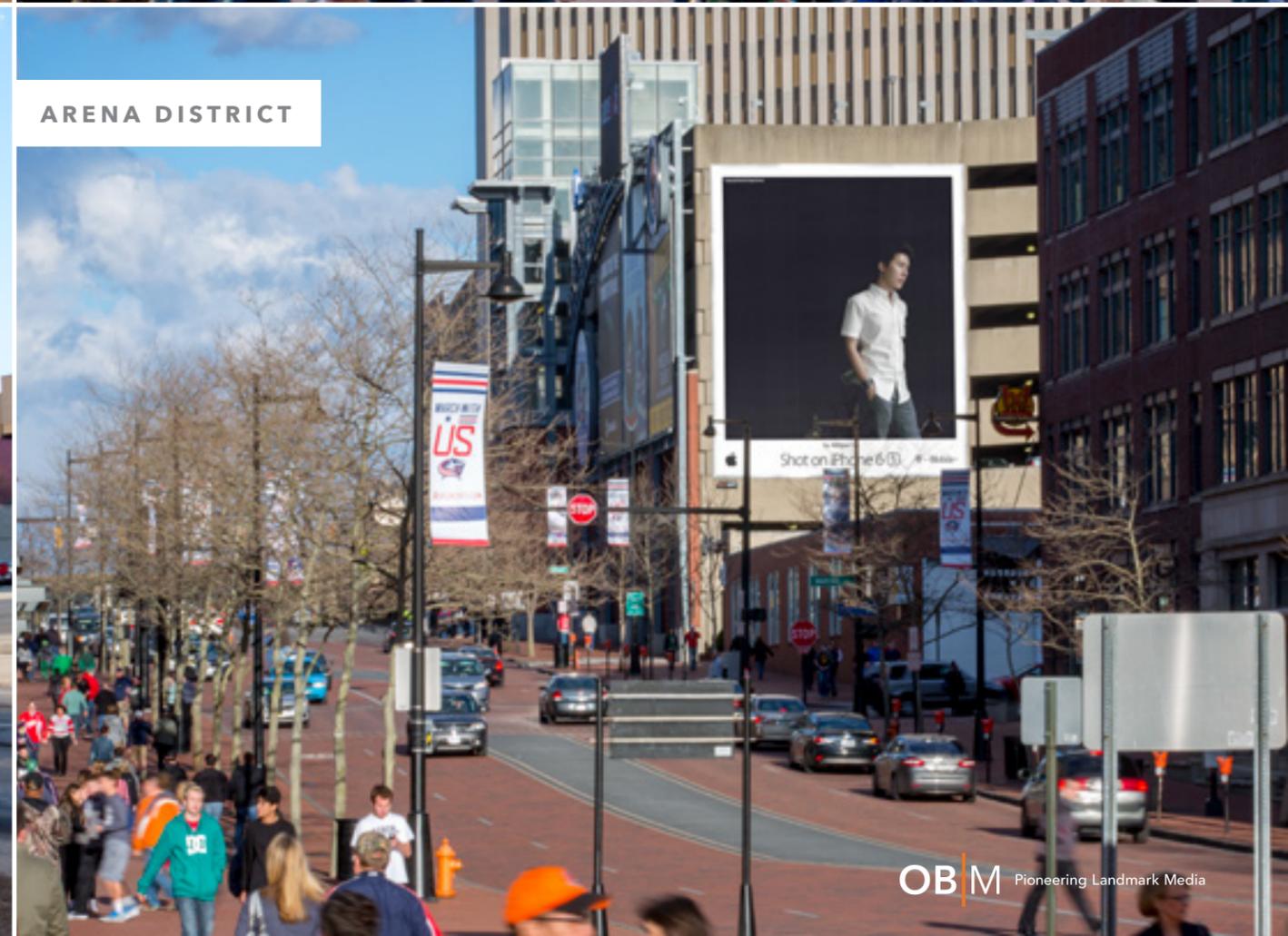
ARENA DISTRICT



DOWNTOWN



ARENA DISTRICT



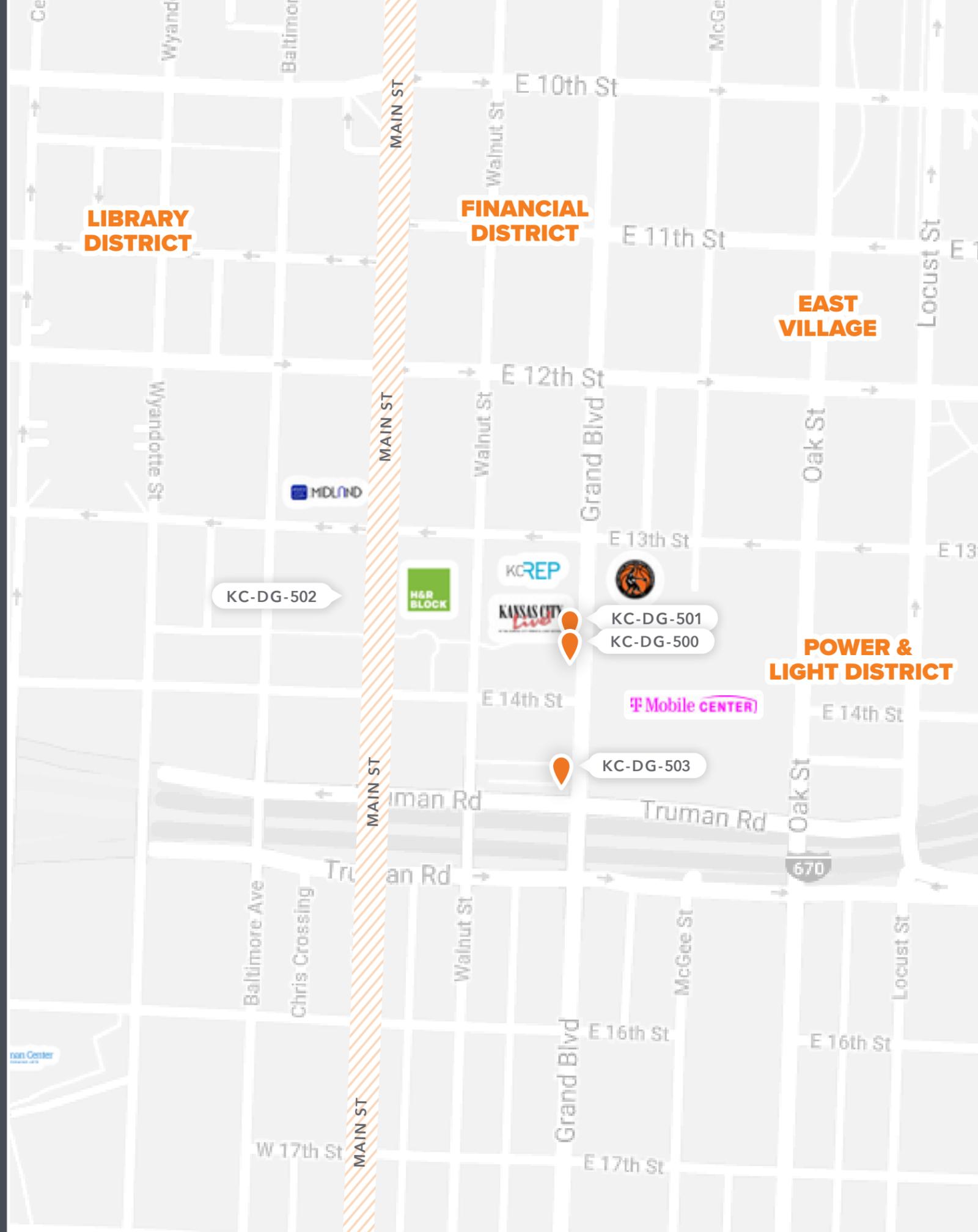
KANSAS CITY, MO

DMA Ranking: 33rd

Available Assets: Digitals, Custom Programs

As a vibrant city known for its barbecue and jazz heritage, Kansas City is a charming town that straddles the Missouri-Kansas state line. Its thriving creative scene, eclectic mix of entertainment and die-hard sports all combine at the city's heart: The Power & Light District. Positioned in the heart of downtown Kansas City, The Power & Light District offers over half a million square feet of premier dining, entertainment, and shopping. This district is home to Kansas City Live!, a nightlife and dining destination, as well as the T-Mobile Center event venue which is Kansas City's entertainment oasis. As event-goers roam back and forth between Kansas City Live! and the T-Mobile Center, they can't miss Orange Barrel Media's digital screens, which are prominently placed between the two venues.





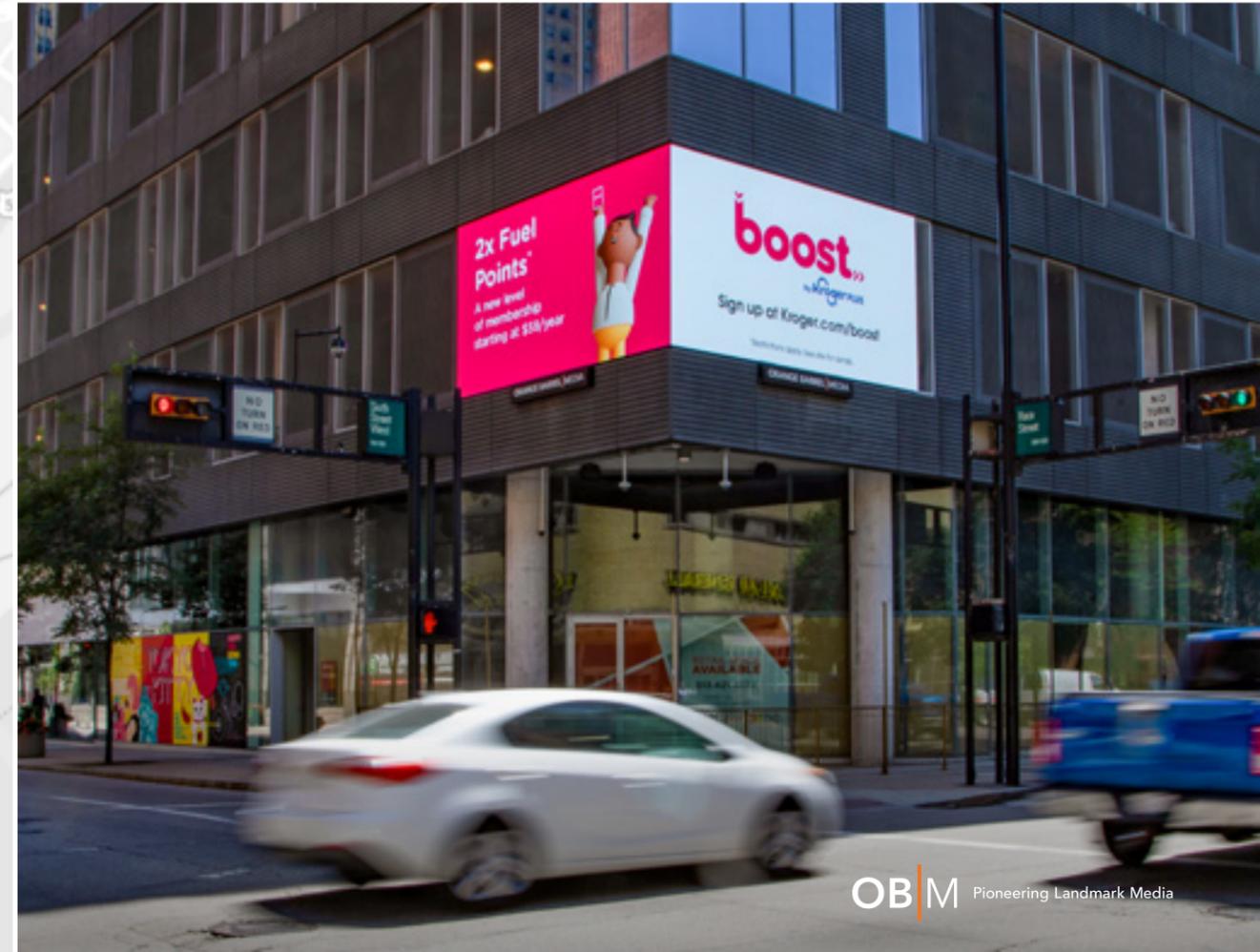
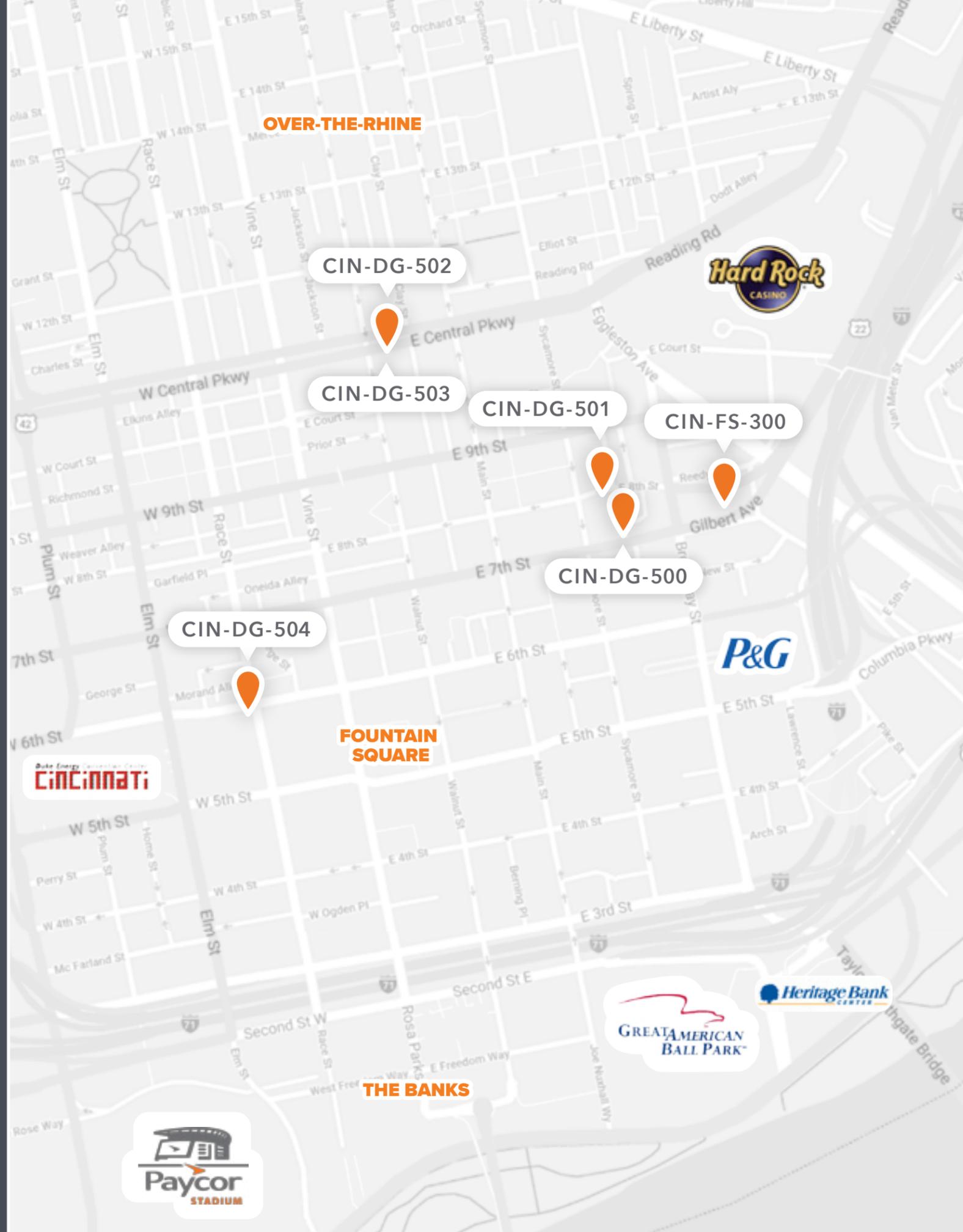
CINCINNATI, OH

DMA Ranking: 36th

Available Assets: Billboard, Digitals

Known for its beautiful and historic architecture on the banks of the Ohio River, the Queen City of Cincinnati is an extraordinary blend of old and new. Prominently placed at I-71 and Gilbert Avenue, Orange Barrel Media's billboard provides the means to reach residents on their daily commute or as they head to any number of Cincinnati's major attractions: MLB's Great American Ball Park (home of the Reds), NFL's Paycor Stadium (home of the Bengals), or the Newport Aquarium. OBM also offers dynamic full-motion digitals in downtown Cincinnati with exceptional visibility in a vibrant area full of trendy restaurants, bars, theaters, museums, and retail. This thriving and diverse region is at the heart of Downtown, offering brands the opportunity to connect with both locals and visitors at all times of the day, every day of the week.





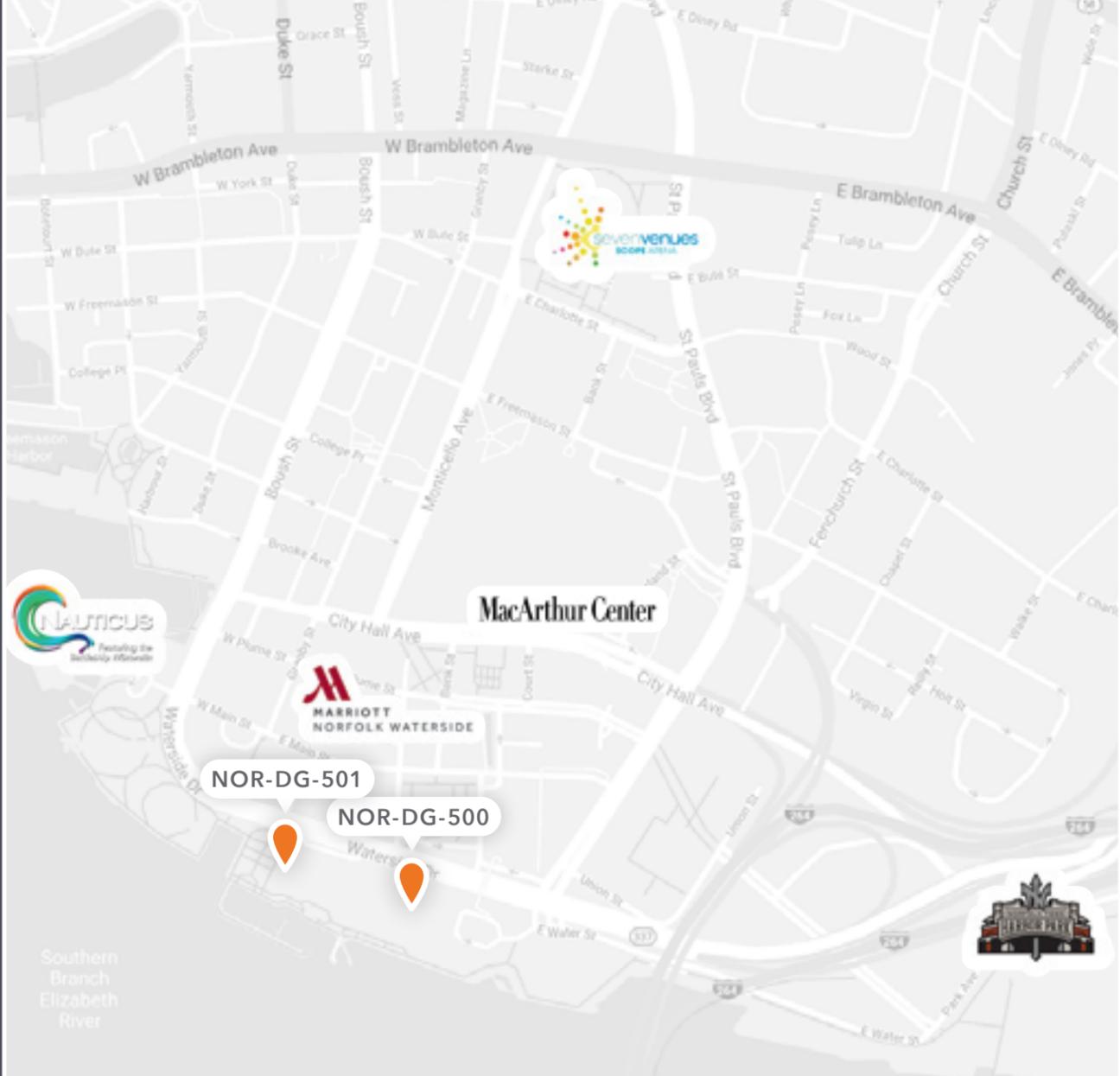
NORFOLK, VA

DMA Ranking: 44th

Available Assets: Digital Spectaculars

Reachable by land or by sea, Waterside District is Norfolk's newest waterfront experience and the area's premier dining and entertainment destination. Waterside District features the best of national, regional and local restaurants and offers a wide variety of exciting events, live music, and festivals for the whole family. Located in the heart of Norfolk's central business district, Waterside's convenient and unique location is a new favorite gathering place. Orange Barrel Media's iconic digital assets are located at the entrance of this exciting area, greeting all who visit the District. These prominently placed units provide an invaluable opportunity to connect with a diverse Norfolk audience. Sitting just minutes from the Chrysler Museum of Art, Norfolk Botanical Garden, the Virginia Zoo, and Nauticus National Maritime Center, these unique digital assets reach an engaged crowd of Norfolk residents and visitors alike.







Pioneering Landmark Media

Get in touch.

sales@obm.com
250 N. Hartford Avenue, Columbus, OH 43222
614.294.4898
obm.com

