

bet365
BET \$5
GET \$200
IN BONUS BETS


S. College
ORDINARY
21+ Only. Gambling Problem?
Call 1-877-718-5543 or visit morethanagame.nc.gov.
T&C's apply


**NEVER
ORDINARY**
21+ Only. Gambling Problem?
Call 1-877-718-5543 or visit morethanagame.nc.gov.
T&C's apply

Last
minute
dinner
can look
this good.

And
reach
21

ORANGE BARREL | MEDIA®
CHARLOTTE, NC
MARKET KIT

CHARLOTTE

NORTH CAROLINA

UPTOWN

DMA RANKING: 21ST

Available Assets: Digitals, Wallscapes, Custom Programs

Charlotte is the crown jewel of the South, an ode to its nickname of the Queen City. Its mid-Atlantic location in the heart of the Southeast makes it easily accessible from anywhere in the country. As the home of eight Fortune 500 companies, professional sports teams, iconic amusement parks, and a major international airport, 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. These full-motion LED units are located in the heart of the action in Charlotte's Center City. 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.



UPTOWN

CHARLOTTE'S ACTIVITY OASIS

With modern infrastructure, an array of great urban neighborhoods, and a diversity of thriving businesses, Uptown is Charlotte's booming urban hub. The area is consistently striving to be walkable, comfortable, and exciting. Eight Fortune 500 companies are headquartered in this metropolis, including Bank of America, Duke Energy, and Wells Fargo. There is not a more red-blooded American sports town, as Charlotte is home to professional football, basketball, baseball, motorsports, soccer, lacrosse, and hockey teams. Within Uptown is Bank of America Stadium, home to the Carolina Panthers (NFL) and Charlotte FC (MLS), the Spectrum Center, home to the Charlotte Hornets (NBA), as well as the NASCAR Hall of Fame. Uptown's wide variety of restaurants, bars, hotels, theaters, museums, and residential developments allow Orange Barrel Media's digitals and spectaculars to create a dominant brand presence in the district where Charlotte comes to work and play.



UPTOWN

CHARLOTTE'S ACTIVITY OASIS

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

Major Area Attractions

Spectrum Center

Home of the Charlotte Hornets (NBA), this 20,200-seat indoor venue is also the city's premier destination for major events and big-name concerts.

Truist Field

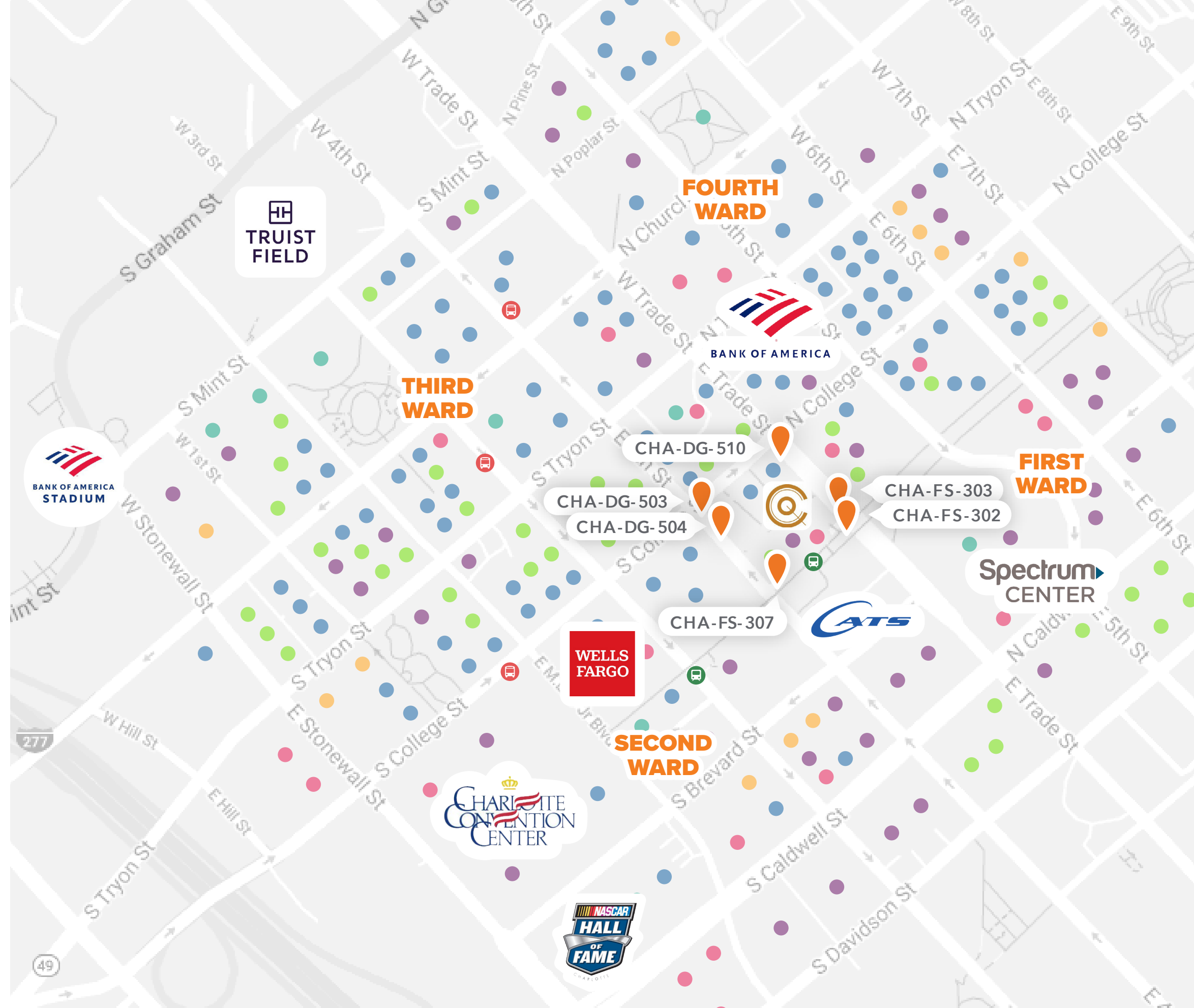
As the home of the Knights Triple-A baseball, this year-round entertainment venue seats 10,200 with a beautiful backdrop of the Charlotte skyline.

NASCAR Hall of Fame

This high-tech entertainment venue uses artifacts and interactive exhibits to honor the history and heritage of NASCAR.

Bank of America Stadium

Iconic and specifically designed to showcase exciting sports to crowds over 75,000, Bank of America Stadium is home to the Carolina Panthers (NFL) and Charlotte FC (MLS). This sports venue also hosts A-list concerts, community events, and tour groups all year long.



CHA-FS-302

WALLSCAPE

E Trade St at the Light Rail Line

- Massive vertical spectacular at the intersection of Trade Street and the Charlotte Area Transit System light rail line displaying to a significant commuter audience with reads from pedestrian, vehicle, and rail traffic
- Visible from six blocks away for an exceptionally long read to traffic heading into Uptown Charlotte along Trade St while also being visible to non-stop foot traffic on the light rail skybridge
- Situated in the heart of Uptown and the Central Business District in a vibrant area filled with offices, hotels, shopping, theaters, restaurants, and bars, including Nuvole Rooftop TwentyTwo, one of the best rooftop bars in Charlotte, as well as a diagonal read to the Spectrum Center, home of NBA's Hornets and high-profile events

Size:
45' x 19'

OOH IMPs 18+ Wkly:
16,658

Latitude:
35.225392

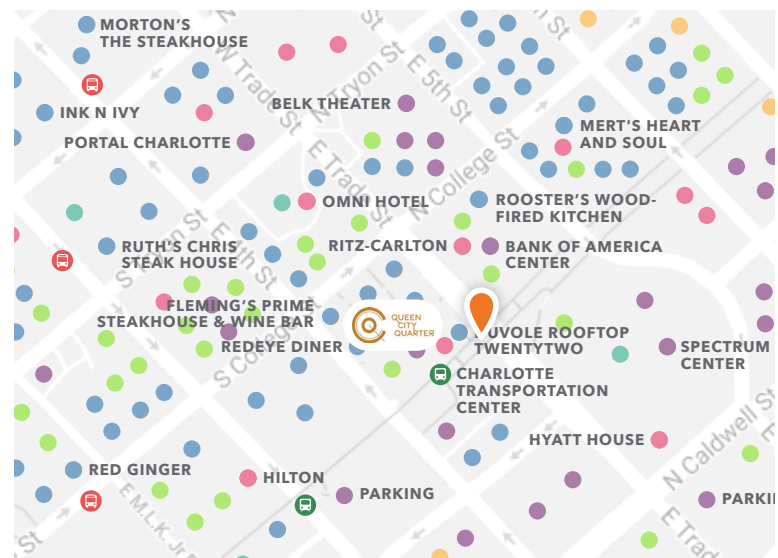
Illumination:
Yes

Longitude:
-80.841212

Restrictions:
See Sales Representative

Facing:
Southeast

Neighborhood:
Uptown



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.

CHA-FS-303

WALLSCAPE

E Trade St at the Light Rail Line

- Massive vertical spectacular at the intersection of Trade Street and the Charlotte Area Transit System light rail line displaying to a significant commuter audience with reads from pedestrians and vehicles
- Extends with a right-hand read to those on Trade Street traveling from Bank of America's corporate headquarters and the BOA Plaza Retail Mall
- Situated in the heart of Uptown and the Central Business District in a lively area filled with offices, hotels, shopping, theaters, restaurants, and bars, next to the Spectrum Center, home of NBA's Hornets and high-profile events, and the Charlotte Transportation Center, the City's main transit hub

Size:

45' x 19'

OOH IMPs 18+ Wkly:

38,256

Latitude:

35.225392

Illumination:

Yes

Longitude:

-80.841212

Restrictions:

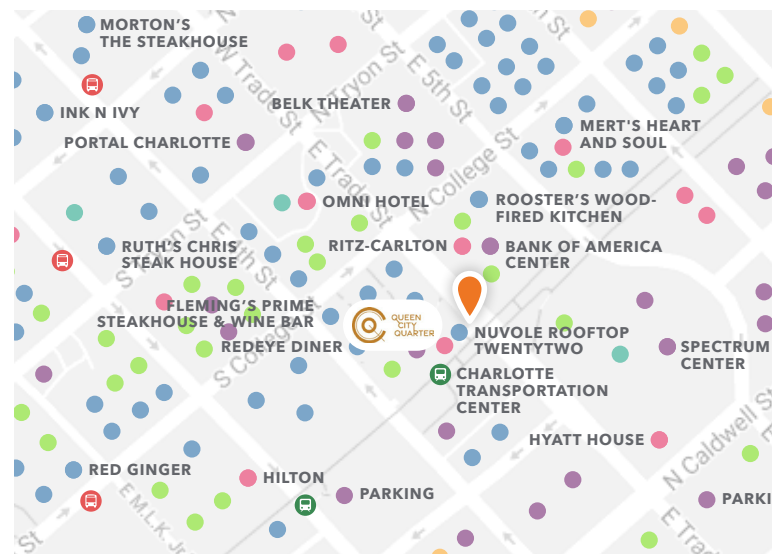
See Sales Representative

Facing:

Northwest

Neighborhood:

Uptown



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.

CHA-FS-307

WALLSCAPE

E 4th St at the Light Rail Line

- Massive vertical spectacular with extraordinary visibility prominently positioned on 4th St and Trade, the primary route into Uptown, home to the largest Business District in the Carolinas and a vibrant area filled with shopping, dining, entertainment, Bank of America Stadium, and Truist Field
- Head-on read to heavy one-way traffic on 4th St reaches those commuting to Bank of America offices, the BOA Plaza Retail Mall, and coworking spaces including travelers from the affluent communities of Myers Park and Dilworth, and South Park, home to many of the city's young professionals
- Sits directly above Charlotte Rail Lines next to the city's main transit hub, the Charlotte Transportation Center, servicing four rail lines and 44 bus routes with a city-wide annual ridership of 25.5 million

Size:
48'-11" x 28'-11"

OOH IMPs 18+ Wkly:
76,846

Latitude:
35.224649

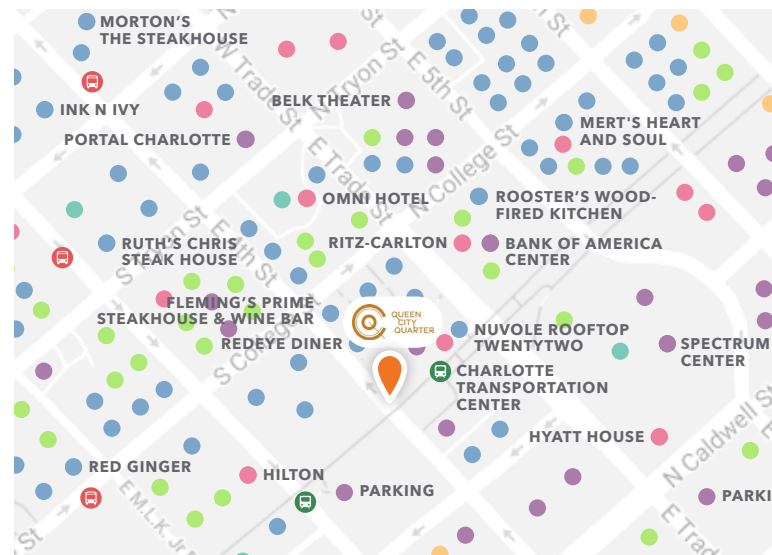
Illumination:
Yes

Longitude:
-80.841914

Restrictions:
See Sales Representative

Facing:
Southeast

Neighborhood:
Uptown



CHA-DG-503

FULL MOTION DIGITAL

College St at E 4th St

- Full-motion digital blade directly above Fleming's Prime Steakhouse at the west intersection of College and 4th St in the heart of Uptown and the Central Business District in a vibrant area packed with shopping, trendy restaurants, and hip rooftop bars, as well as theaters, museums, and the Spectrum Center (home of NBA's Hornets)
- Extending from the corner of the building and above the sidewalk with a long, spectacular read to one-way traffic on College Street directly across from diners at STK Steakhouse's outdoor patio, creating a vivid first impression as the initial messaging seen by the College Street audience entering Uptown Charlotte
- Located just north of the exit to the Charlotte Transportation Center, the city's main transit hub, surrounded by corporate high-rises, hotels, and residential complexes

Size:

20' x 12'

Wkly IMPs 18+

for 10MPH:

51,812

Latitude:

35.225468

Illumination:

Yes

Longitude:

-80.842884

Restrictions:

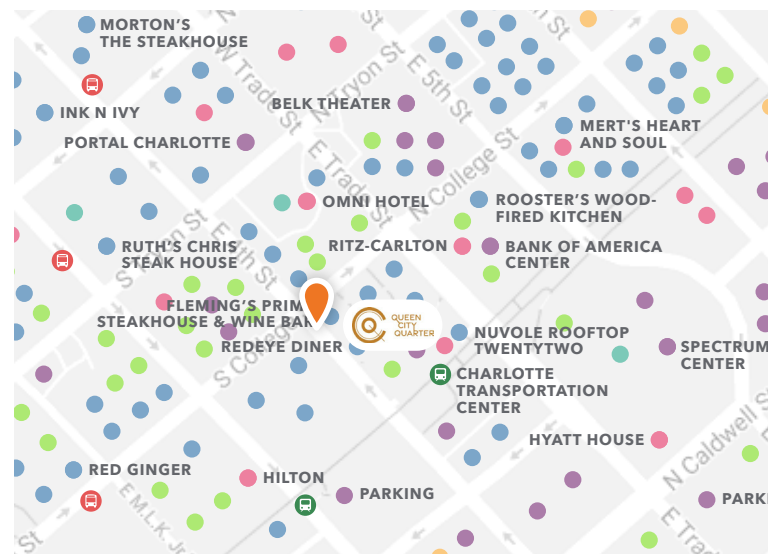
See Sales Representative

Facing:

Southwest

Neighborhood:

Uptown



[Click here to view a video of the College St. Digital Spectacular](#)

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.

CHA-DG-504

FULL MOTION DIGITAL

E 4th St at College St

- Full-motion digital blade directly above Fleming's Prime Steakhouse at the west intersection of College and 4th St in the heart of Uptown and the Central Business District in a vibrant area packed with shopping, trendy restaurants, and hip rooftop bars, as well as theaters, museums, and the Spectrum Center (home of NBA's Hornets)
- Extending from the corner of the building and above the sidewalk with a long, spectacular read to one-way traffic on 4th Street directly across from diners at STK Steakhouse's outdoor patio, showing to commuters traveling to multiple corporate complexes like Bank of America's headquarters
- Located just north of the exit to the Charlotte Transportation Center, the city's main transit hub, surrounded by corporate high-rises, hotels, and residential complexes

Size:

20' x 12'

Wkly IMPs 18+

for 10MPH:

142,067

Latitude:

35.225466

Illumination:

Yes

Longitude:

-80.842865

Restrictions:

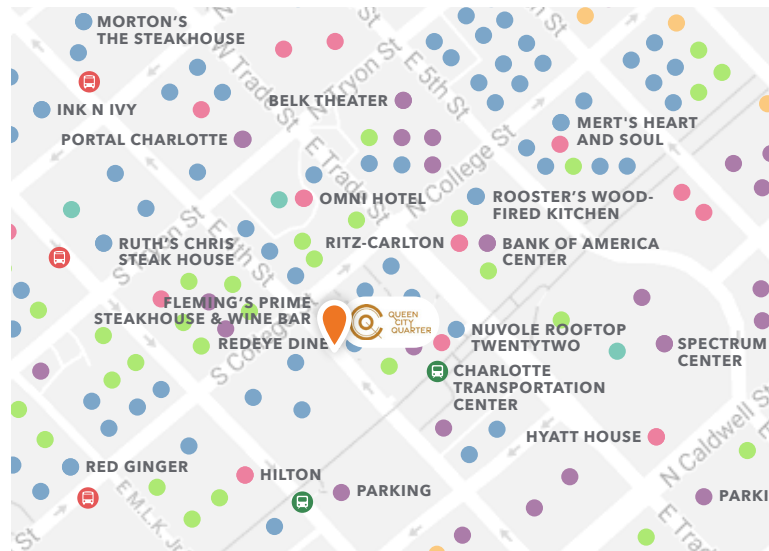
See Sales Representative

Facing:

Southeast

Neighborhood:

Uptown



[Click here to view a video of the 4th St. Digital Spectacular](#)

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.

sales@obm.com (614) 294-4898

OBM

CHA-DG-510

FULL MOTION DIGITAL

E Trade St and N College St

- Three full-motion digital screens—two large blades & a curved spectacular—create a dominant presence in the heart of Uptown, a vibrant area packed with offices, hotels, shopping, theaters, bars, restaurants, and nightlife
- Positioned for maximum impressions above one of Charlotte's busiest intersections with right-hand read to constant traffic on E Trade Street heading toward nearby Spectrum Center (home of NBA's Hornets)
- Located steps from Bank of America's corporate skyscraper, the BOA Plaza Retail Mall, the Ritz-Carlton, the Omni Hotel, high-rises, corporate offices, and the Charlotte Transportation Center, the City's main transit hub

Size:

- (1) 20' x 46'
- (2) 25' x 13'

Latitude:

35.226006

Longitude:

-80.841895

Facing:

Northwest

Wkly IMPs 18+

for 10MPH:

TBD

Illumination:

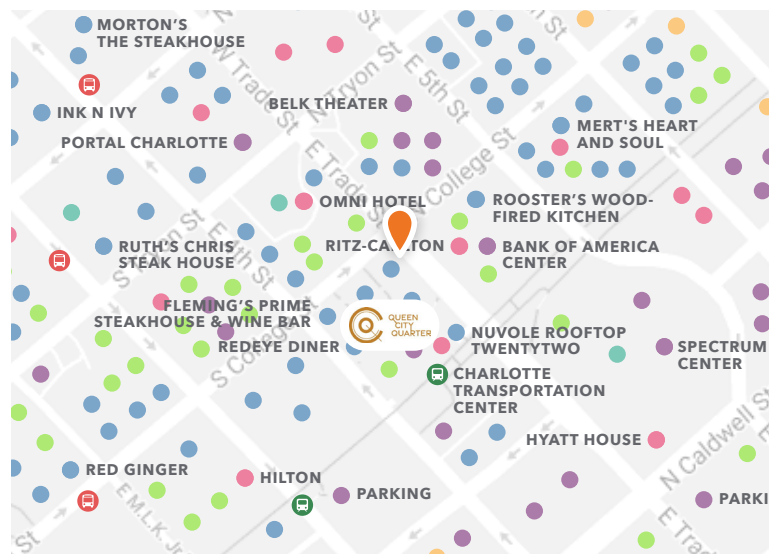
Yes

Restrictions:

See Sales Representative

Neighborhood:

Uptown



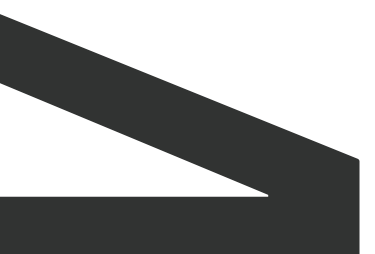
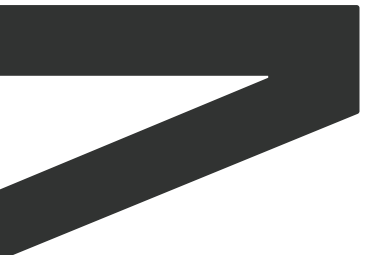
Note: All artwork must be submitted 7 business days before contracted start date for creative approvals. OBM reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is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



THANK YOU

Get in touch.

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



Pioneering Landmark Media