



ORANGE BARREL | MEDIA[®]

ATLANTA, GA

MARKET KIT

ATLANTA GEORGIA

DOWNTOWN

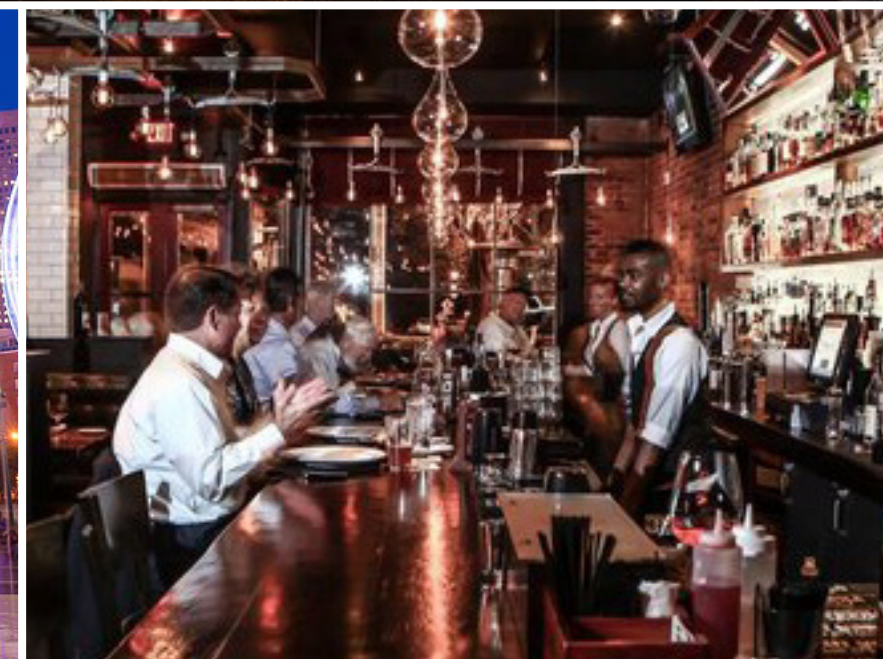
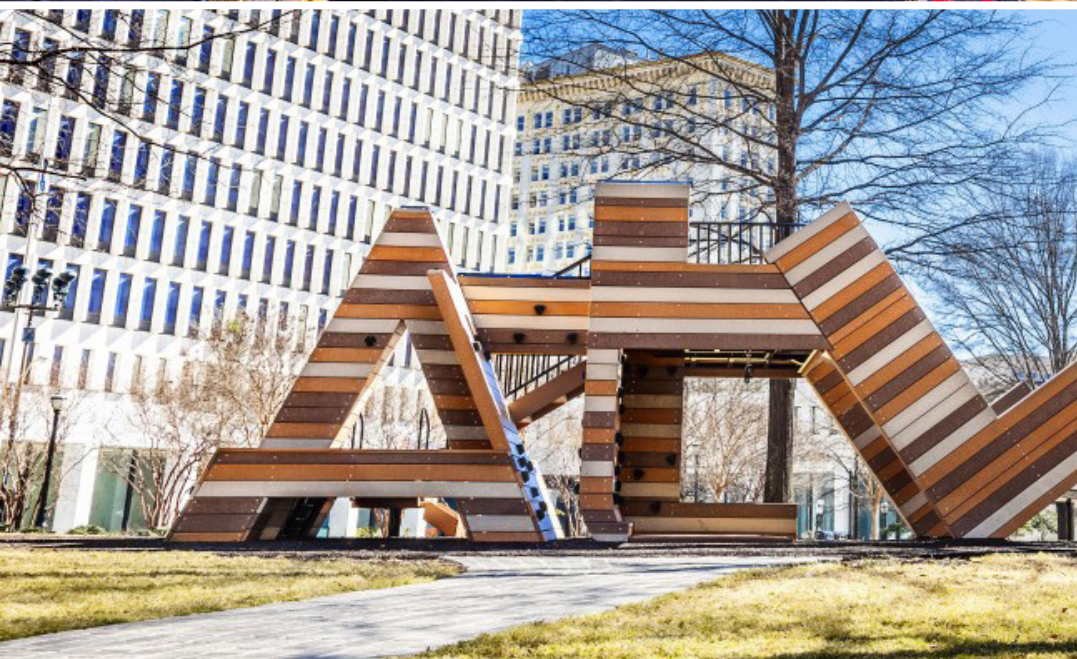
DMA RANKING: 7TH

Available Assets: Digital, 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.

DOWNTOWN THE BIG PEACH

Downtown Atlanta's booming business center and southern roots make up the heart of this bustling Southern metropolis. The City provides a truly unique urban experience by incorporating green space into the Downtown sprawl through a canopy of trees covering the area. With a flare for the arts, Downtown Atlanta offers its visitors and residents a wide selection of museums, music venues, and even a thriving theatre scene. Sports are a huge part of Atlanta's culture with NFL, NBA, MLB, and MLS teams, along with two D1 universities, and the state-of-the-art Mercedes-Benz Stadium which showcased Superbowl LIII and annually plays host to the SEC title game. 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.



DOWNTOWN THE BIG PEACH

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

Major Area Attractions

State Farm Arena

Home to the Atlanta Hawks, State Farm Arena hosts 41 NBA games with a capacity of 19,000 per game. Altogether, State Farm Arena welcomes nearly 2 million guests to approximately 200 events each year.

Mercedes-Benz Stadium

One of the newest state-of-the-art sports facilities in the world, the 71,000-seat Mercedes-Benz Stadium hosts hundreds of events each year. It is a hotbed of major championship-tier activity and sees year-long action as home to the Atlanta Falcons (NFL) and the Atlanta United FC (MLS).

Georgia State University

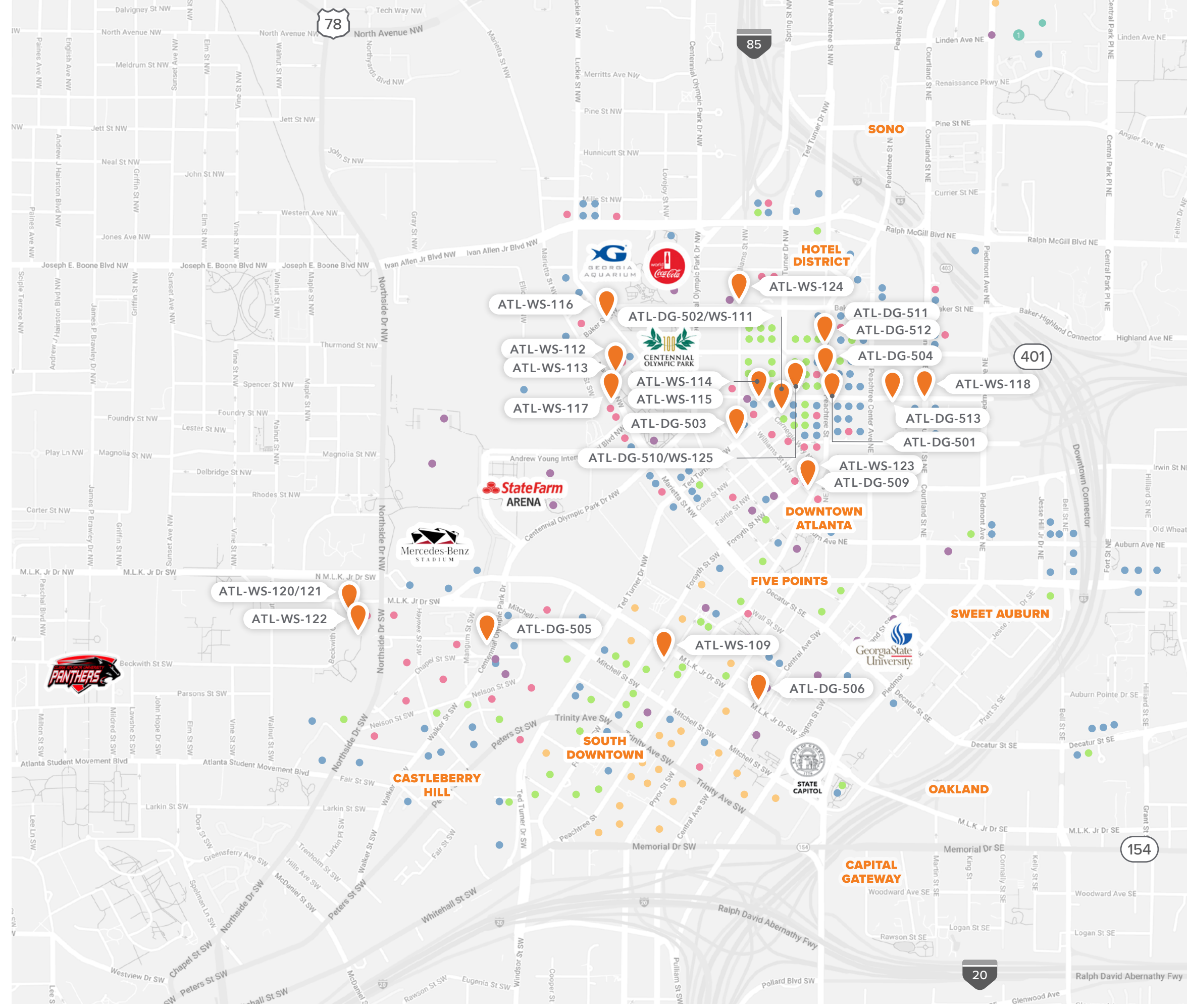
With a total student population of nearly 52,000 in the Atlanta area, and 32,000 students enrolled in the downtown campus alone, Georgia State is one of the largest institutions of higher education in the University System of Georgia.

Georgia Aquarium

Consistently ranked as the best aquarium in North America, Georgia Aquarium is the largest aquarium in the western hemisphere with tens of thousands of animals swimming in more than 10 million gallons of water. As a must-see destination, Georgia Aquarium welcomes over 2.4 million visitors a year.

Atlanta Hartsfield-Jackson International Airport

With nearly 900,000 annual flights accommodating more than 107 million passengers per year and 63,000 onsite jobs, Hartsfield-Jackson International consistently ranks as the world's busiest airport.



ATL-DG-501

FULL-MOTION DIGITAL

210 Peachtree St SW

- Located in the heart of Atlanta's Hotel District at the intersection of Andrew Young International Blvd and Peachtree St
- Corner wrap digital above the street entrance of the iconic 1,000-room Westin Hotel, a 73-story tower with a 360° restaurant on the top floor, along with a lobby café, Starbucks, and bar
- Faces the 50-story Peachtree Tower office complex situated in a vibrant area directly adjacent to popular restaurants and bars including the Hard Rock Café and Red Phone Booth

Size:

Northeast: 18' H x 18' W
East: 18' H x 32' W

Wkly IMPs 18+

for 10MPH:
688,343

Latitude:

33.759618

Illumination:

Yes

Longitude:

-84.387759

Restrictions:

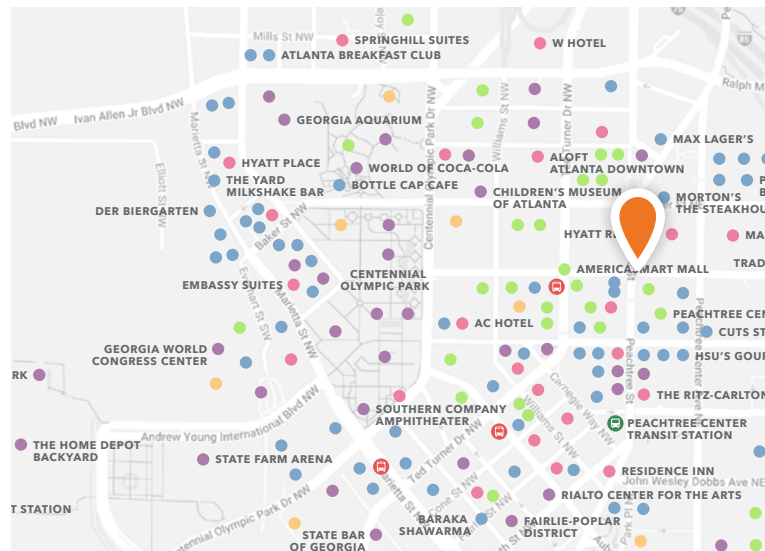
See Sales Representative

Facing:

NE / E

Neighborhood:

Downtown



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.

ATL-DG-502

FULL-MOTION DIGITAL

Ted Turner and Andrew Young

- Full-motion digital above the vehicle drop-off for the iconic 1,000-room Westin Hotel, a 73-story tower with a 360° restaurant on the top floor, along with a lobby café, Starbucks, and bar
- A head-on read to constant hotel vehicle traffic, the digital faces Walton Spring Park and other high-occupancy hotels
- In a pedestrian-friendly NW part of town with Centennial Olympic Park, the Georgia World Congress Center, State Farm Arena, and Mercedes-Benz Stadium only a short walk away

Size:
14' H x 48' W

**Wkly IMPs 18+
for 10MPH:**
456,815

Latitude:
33.759455

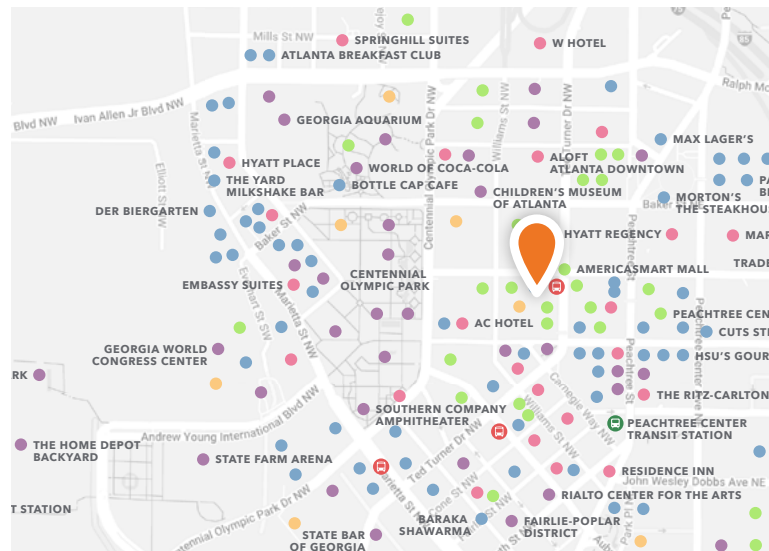
Illumination:
Yes

Longitude:
-84.389052

Restrictions:
See Sales Representative

Facing:
W

Neighborhood:
Downtown, The Westin



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.

ATL-DG-503

FULL-MOTION DIGITAL

160 Ted Turner Dr NW

- Full-motion vertical display on Ted Turner Drive, a main thoroughfare bridging Mercedes-Benz Stadium, State Farm Arena, and Centennial Olympic Park to Downtown's main hotel and restaurant area
- A direct read along a main four-lane, one-way street with constant traffic heading into the City's center
- In a pedestrian-friendly part of town with short walking distances to Centennial Olympic Park, the Georgia World Congress Center, State Farm Arena, and Mercedes-Benz Stadium

Size:

33'-7" H x 11'-7" W

Wkly IMPs 18+

for 10MPH:

171,359

Latitude:

33.7592

Illumination:

Yes

Longitude:

-84.38976

Restrictions:

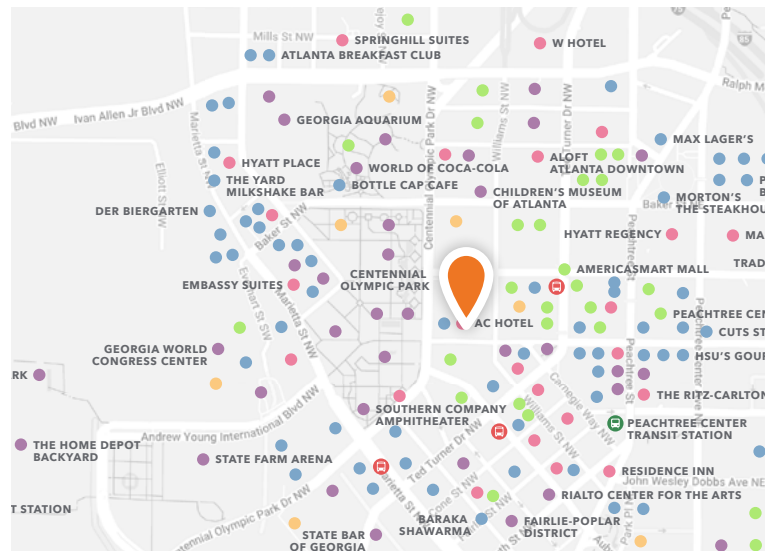
See Sales Representative

Facing:

SW

Neighborhood:

Downtown



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.

ATL-DG-504

FULL-MOTION DIGITAL

Peachtree Center MARTA
Station Domination

- Full-motion digital is on the new marquis canopy covering the entrance to the Peachtree Center MARTA station with service to over 37,000 riders during the workweek
- Digital Domination in a massive complex with 50 restaurants and shops nearby including the iconic AmericasMart boasting over 400 permanent showrooms
- On the route between the Downtown Connector (I-75/I-85 interstate junction) carrying nearly 500,000 daily vehicles and two major towers, the 73-story Westin Peachtree Plaza tower and the 50-story Peachtree Tower office complex

Size:

Southwest: 8'-8" H x 43'-5" W
South: 8'-8" H x 31' W

Wkly IMPs 18+

for 10MPH:
566,557

Latitude:

33.760634

Illumination:

Yes

Longitude:

-84.387419

Restrictions:

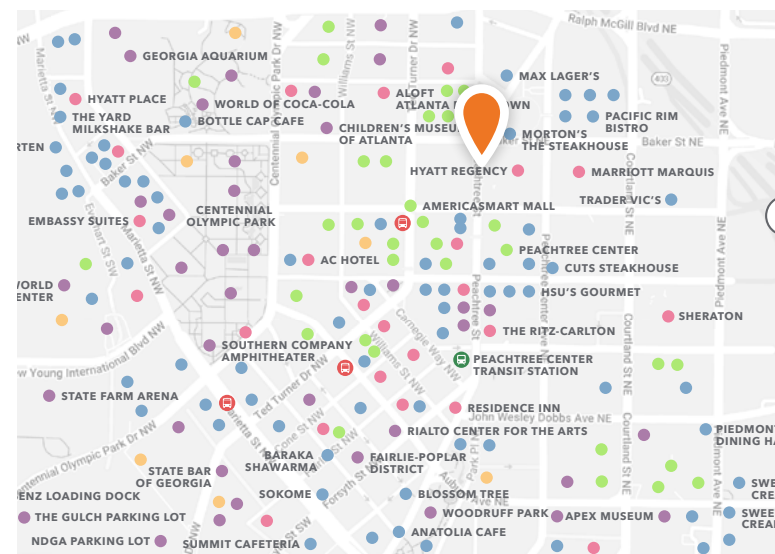
See Sales Representative

Facing:

S / SW

Neighborhood:

Downtown



[Click here to view a video of Coca-Cola campaign in Downtown Atlanta](#)

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ATL-DG-505

FULL-MOTION DIGITAL SPECTACULAR

Reverb Hotel, 89 Centennial Olympic Park Dr

- 85' tall digital spectacular on the new 11-story Reverb Hotel, Atlanta's latest must-stay destination directly across the street from Mercedes-Benz Stadium and close to State Farm Arena
- Massive 2,200-SF display sits on the closest hotel to all game-day events, featuring 200 smart hotel rooms, a rooftop bar overlooking Downtown, and an on-site café
- A long head-on read can be seen for multiple city blocks as traffic flows south from State Farm Arena, the Georgia World Congress Center, and Centennial Olympic Park

Size:

85' H x 26' W

Latitude:

33.753689

Longitude:

-84.398917

Facing:

N

Wkly IMPs 18+

for 10MPH:

573,716

Illumination:

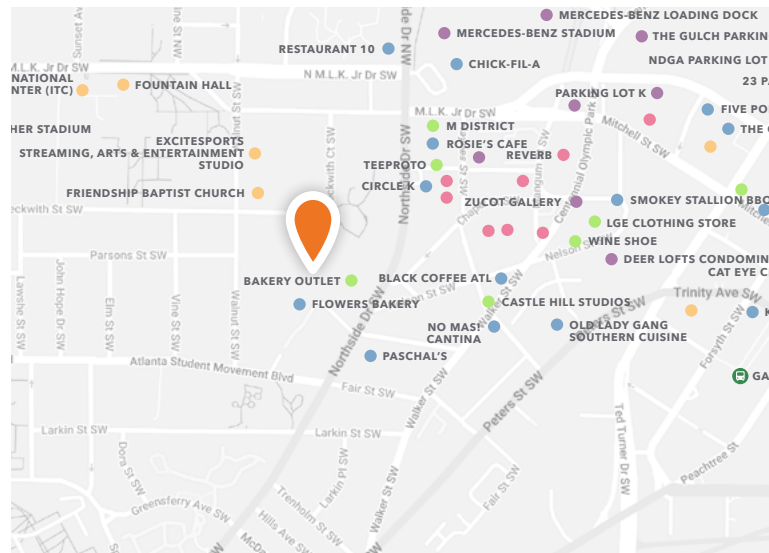
Yes

Restrictions:

See Sales Representative

Neighborhood:

Downtown



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ATL-DG-506

FULL-MOTION DIGITAL SPECTACULAR

75 M.L.K. Jr Dr. SW

- Full-motion digital corner wrap with a head-on read facing two major one-way traffic thoroughways on M.L.K. Jr Drive and Central Avenue
- Digital screens show to heavy traffic heading Downtown as a main exit point for both the Downtown Connector (I-75/I-85 interstate junction) carrying nearly 500,000 vehicles a day and I-20 a few blocks south
- Placed on a high-traffic route bridging Georgia State University and the Georgia State Capitol to the Mercedes-Benz Stadium, State Farm Arena, and the Georgia World Congress Center

Size:

17' H x 30' W (2)

Wkly IMPs 18+

for 10MPH:

382,260

Latitude:

33.751023

Illumination:

Yes

Longitude:

-84.389869

Restrictions:

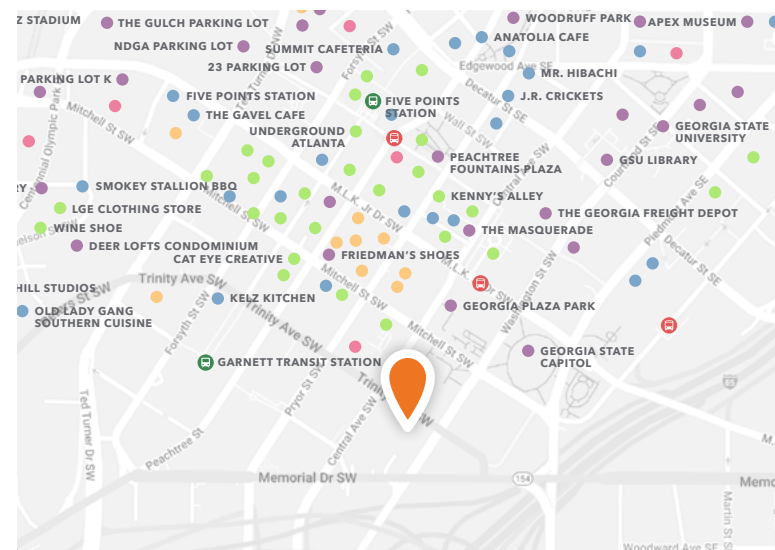
See Sales Representative

Facing:

SE

Neighborhood:

Downtown



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ATL-DG-508

FULL-MOTION DIGITAL

Cone & Marietta

- Full-motion digital in the heart of Downtown adjacent to a 36-story office building and two blocks from State Farm Arena, home of NBA's Atlanta Hawks
- Impactful elevated digital screen shows to nonstop traffic on Marietta St heading toward Five Points from nearby Downtown destinations: Centennial Olympic Park, Mercedes-Benz Stadium, CNN Center, World of Coca-Cola, and Georgia Aquarium
- Located in the Fairlie-Poplar District, the trendy historic business district and neighborhood filled with restaurants, art studios, galleries, and nightlife, just steps from SkyLounge, noted as one of "Five Rooftop Bars to Visit in Atlanta" by *Forbes Travel Guide*

Size:

20' H x 60' W

Latitude:

33.756492

Longitude:

-84.391917

Facing:

NW

Wkly IMPs 18+

for 10MPH:

398,642

Illumination:

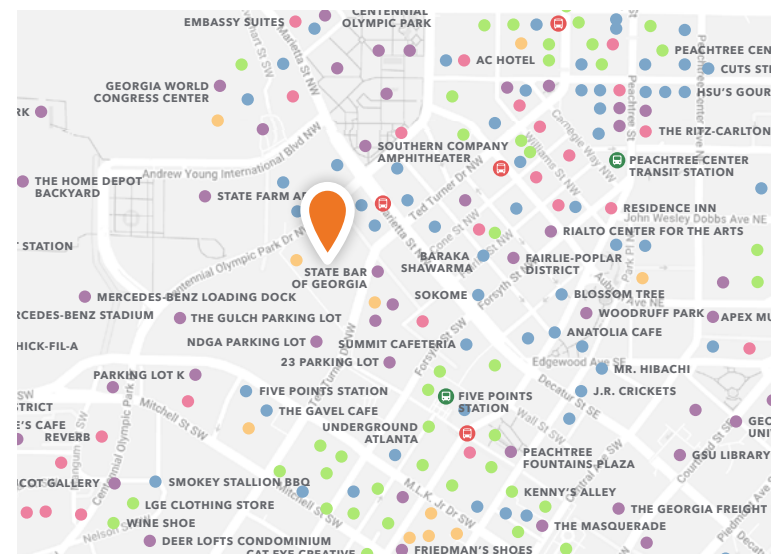
Yes

Restrictions:

See Sales Representative

Neighborhood:

Downtown



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ATL-DG-509

FULL-MOTION DIGITAL SPECTACULAR

140 Peachtree St NW

- Full-motion digital in front of the Residence Inn located in the downtown urban core of Atlanta's Arts & Entertainment District across from the busy Peachtree Center MARTA station
- North-facing unit with a head-on read to traffic traveling south on Peachtree St approaching the 3-way stop where Peachtree, Forsyth, and Carnegie Way intersect
- Steps away from key destinations that draw nonstop vehicular and pedestrian traffic including State Farm Arena, Mercedes-Benz Stadium, Centennial Olympic Park, Georgia State University, and the Georgia World Congress Center

Size:

13'-5" H x 41'-9" W

Latitude:

33.757302

Longitude:

-84.388123

Facing:

N

Wkly IMPs 18+

for 10MPH:

238,043

Illumination:

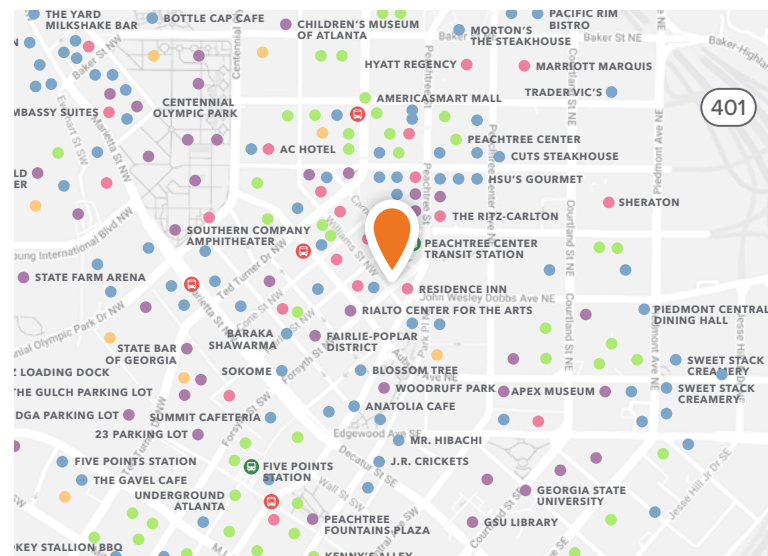
Yes

Restrictions:

See Sales Representative

Neighborhood:

Downtown



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ATL-DG-510

FULL-MOTION DIGITAL

Ted Turner & Andrew Young

- Full-motion digital above the entrance to the iconic AmericasMart boasting 400 permanent showrooms and access to Peachtree Center MARTA station with service to over 37,000 riders during the workweek
- A right-hand read to three lanes of one-way traffic and constant hotel activity, this digital is across from the 1,000-room Westin Hotel, a 73-story tower with a 360° restaurant on the top floor and other nearby high-occupancy hotels
- In a pedestrian-friendly part of town with Centennial Olympic Park, the Georgia World Congress Center, State Farm Arena, and Mercedes-Benz Stadium only a short walk away

Size:
9'-10.125" H x 28'-10.5" W

**Wkly IMPs 18+
for 10MPH:**
198,784

Latitude:
33.75982

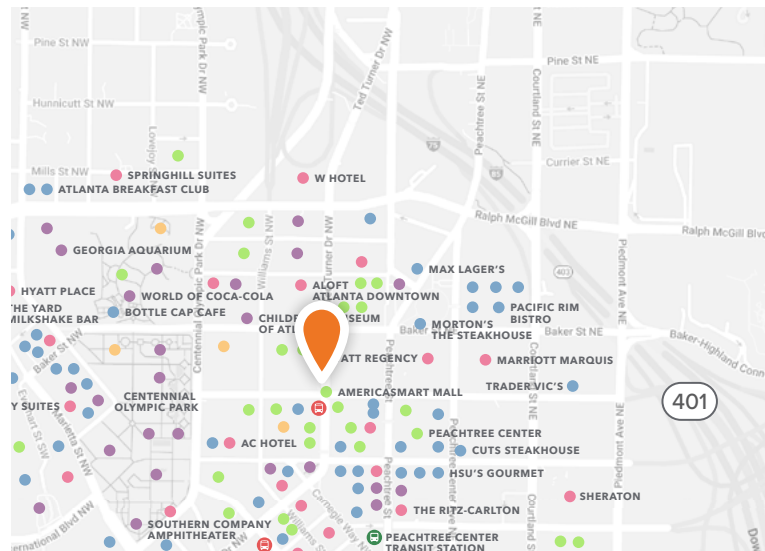
Illumination:
Yes

Longitude:
-84.38891

Restrictions:
See Sales Representative

Facing:
S

Neighborhood:
Downtown



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sales@obm.com (614) 294-4898

OBM

FULL-MOTION DIGITAL DOMINATION

**ATL-DG-502, ATL-DG-509,
ATL-DG-510**

Ted Turner & Andrew Young,
Peachtree St. NE

- Dominate the heart of Downtown with full-motion horizontal digital spectaculars in the pedestrian-friendly urban core of Atlanta's Arts & Entertainment District across from bustling MARTA station entrances
- Impactful reads to nonstop vehicular traffic at busy intersections and entrances to AmericasMart and high-occupancy hotels, including the 1,000-room, 73-story Westin Hotel
- Located by key Downtown destinations: State Farm Arena, Mercedes-Benz Stadium, Centennial Olympic Park, Georgia State University, and the Georgia World Congress Center

Size:
(502) 14' H x 48' W
(509) 13'-5" H x 41'-9" W
(510) 9'-10.125 H x 28'-10.5"

**Wkly IMPs 18+
for 10MPH:**
893,642

Latitude:
(502) 33.759455
(509) 33.757302
(510) 33.75982

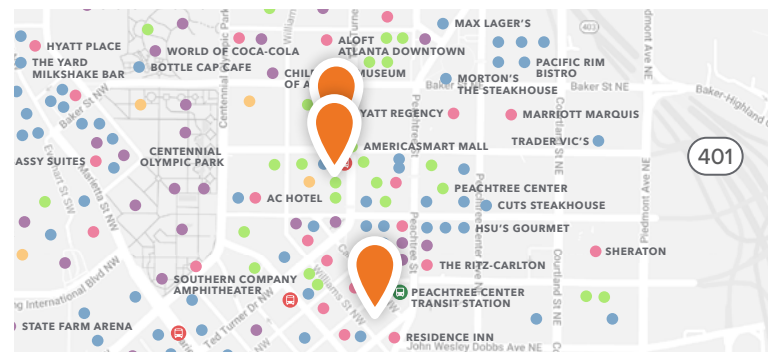
Illumination:
Yes

Restrictions:
See Sales Representative

Longitude:
(502) -84.389052
(509) -84.388123
(510) -84.38891

Neighborhood:
Downtown, The Westin

Facing:
N / S / W



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.

ATL-DG-511/ ATL-DG-512

FULL-MOTION DIGITAL

Peachtree St. NE

- Full-motion digital blade above the main entrance to the iconic AmericasMart boasting 400 permanent showrooms and steps from Peachtree Center MARTA station in a massive complex with 50 restaurants and shops
- On the route between the Downtown Connector (I-75/I-85 interstate junction) carrying nearly 500,000 daily vehicles and two major towers, the 73-story Westin Peachtree Plaza tower and the 50-story Peachtree Tower office complex
- In a pedestrian-friendly part of town with Centennial Olympic Park, the Georgia World Congress Center, State Farm Arena, and Mercedes-Benz Stadium only a short walk away

Size:
31'-5.9" H x 14'-5" W

Latitude:
33.760771

Longitude:
-84.387711

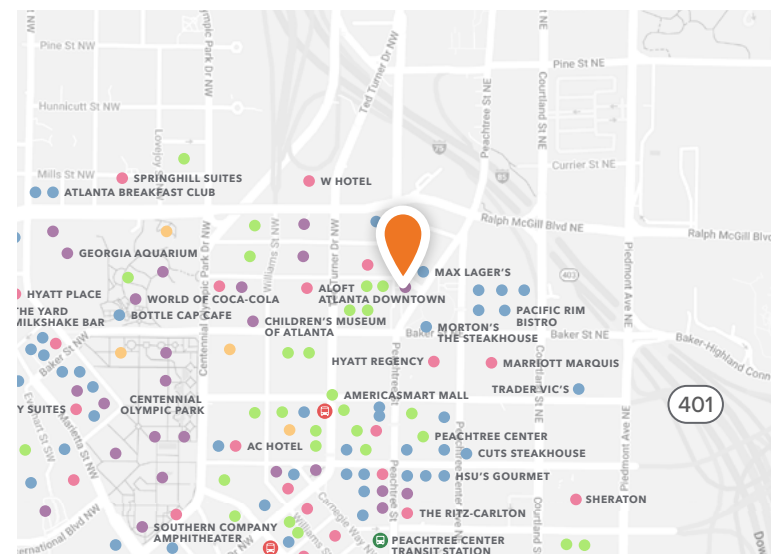
Facing:
N / S

**Wkly IMPs 18+
for 10MPH:**
581,067

Illumination:
Yes

Restrictions:
See Sales Representative

Neighborhood:
Downtown



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ATL-DG-513

FULL-MOTION DIGITAL

161 Peachtree Center Ave
& (Andrew Young)

- Full-motion digital blade on the Peachtree Center Parking Garage is situated at one of the busiest intersections in the Hotel District offering unobstructed views to two lanes of heavy one-way traffic and countless pedestrians
- A long read to approaching northbound traffic on the main one-way corridor from Downtown and Georgia State University to Peachtree Center and Midtown
- Surrounded by office buildings, shopping, and dining, it is steps from the Peachtree Center MARTA Station, around the corner from The Ritz-Carlton and The Westin, and four blocks east of CNN Center and Centennial Olympic Park

Size:
23'-7.44" H x 11'-9.75" W

Latitude:
33.759593

Longitude:
-84.38595

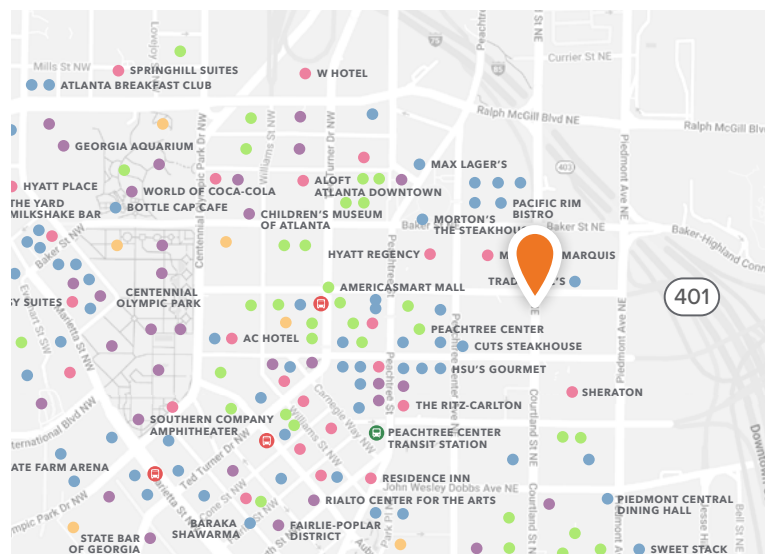
Facing:
S

**Wkly IMPs 18+
for 10MPH:**
51,679

Illumination:
Yes

Restrictions:
See Sales Representative

Neighborhood:
Downtown



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FULL-MOTION DIGITAL DOMINATION

**ATL-DG-503, ATL-DG-511,
ATL-DG-512, ATL-DG-513**

Peachtree St. NE, Ted Turner Dr. NW,
Peachtree Center Ave

- Dominate the heart of Downtown with full-motion digital blades in the bustling urban core of Atlanta's Arts & Entertainment District and its key destinations: Mercedes-Benz Stadium, State Farm Arena, AmericasMart, and Centennial Olympic Park
- Long, direct reads to nonstop traffic along main corridors of multilane, one-way streets connecting Downtown offices, hotels, and sports venues to I-75/I-85 interstate junction, Georgia State University, and Midtown
- In Downtown's pedestrian-friendly hotel and restaurant area surrounded by office buildings, shopping, dining, MARTA stations, and high-occupancy hotels: The Ritz-Carlton, The American Hotel, and The Westin

Size:
(503) 33'-7" H x 11'-7" W
(511/512) 31'-5.9" H x 14'-5" W
(513) 23'-7.44" H x 11'9.75" W

**Wkly IMPs 18+
for 10MPH:**
804,105

Latitude:
(503) 33.7592
(511/512) 33.760771
(513) 33.759593

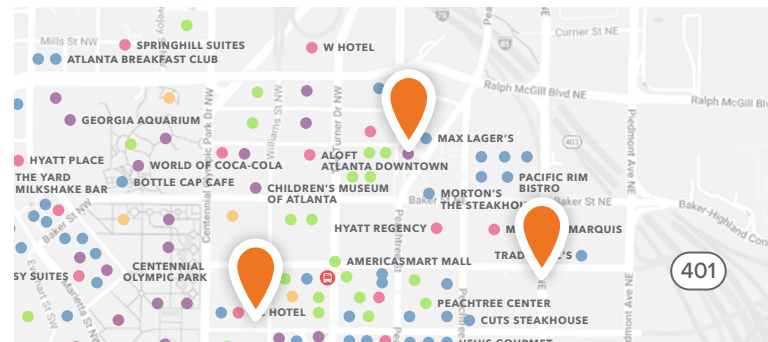
Illumination:
Yes

Restrictions:
See Sales Representative

Longitude:
(503) -84.38976
(511/512) -84.387711
(513) -84.38595

Neighborhood:
Downtown

Facing:
N / S / SW



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ATL-WS-109

WALLSCAPE

76 Forsyth SW

- Corner domination at the intersection of Martin Luther King Jr Dr and Forsyth St, two high-traffic arteries traveling toward Downtown, the Mercedes-Benz Stadium, and Georgia State University
- Adjacent to MARTA's Five Points Station servicing nearly 100,000 riders during the workweek with connections to all four rail lines in the MARTA transit system
- Sees large crowds crossing the M.L.K. Jr Dr bridge to Mercedes-Benz Stadium, State Farm Arena, and the Georgia World Congress Center

Size:

Northeast: 34'-5" H x 71' W
Northwest: 34'-5" H x 104'-9" W

OOH IMPs 18+ Wkly:

235,073

Latitude:

33.75262

Illumination:

Yes

Longitude:

-84.393341

Restrictions:

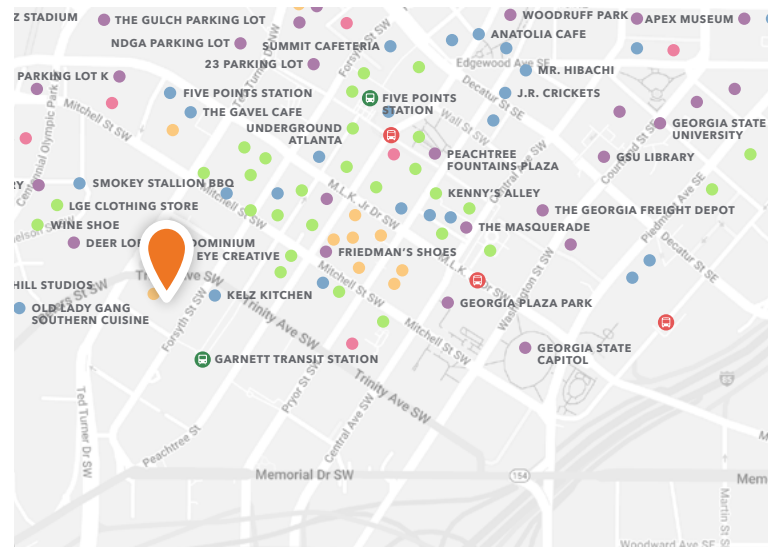
See Sales Representative

Facing:

NE / NW

Neighborhood:

Downtown



ATL-WS-111

WALLSCAPE

Ted Turner and Andrew Young

- Wallscape above the vehicle drop-off for the iconic 1,000-room Westin Hotel, a 73-story tower with a 360° restaurant on the top floor, along with a lobby café, Starbucks, and bar
- A head-on read to constant hotel vehicle traffic, the display faces Walton Spring Park and other high-occupancy hotels
- In a pedestrian-friendly part of town with Centennial Olympic Park, the Georgia World Congress Center, State Farm Arena, and Mercedes-Benz Stadium only a few minutes' walk away

Size:

29'-11" H x 142'-10" W

OOH IMPs 18+ Wkly:

179,224

Latitude:

33.759408

Illumination:

Yes

Longitude:

-84.389023

Restrictions:

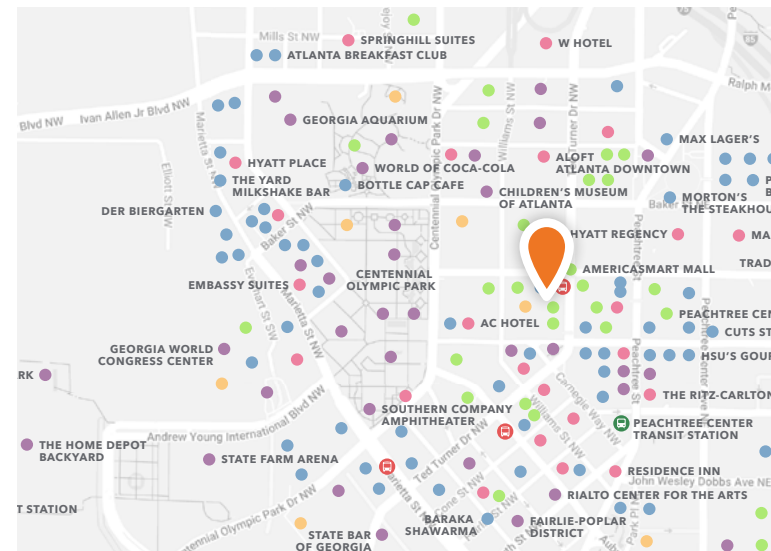
See Sales Representative

Facing:

W

Neighborhood:

Downtown



ATL-WS-112

WALLSCAPE

267 Marietta St NW

- Wallscape located on Embassy Suites directly across the street from the main parking lot and entrances to the Georgia World Congress
- Clear read to nonstop traffic on Marietta St with immediate proximity to Centennial Olympic Park, the Georgia World Congress, the CNN Center, and the world-renowned Georgia Aquarium
- Steps away from Mercedes-Benz Stadium, State Farm Arena, and the College Football Hall of Fame

Size:

43'-7" H x 28'-6" W

OOH IMPs 18+ Wkly:

70,114

Latitude:

33.760757

Illumination:

Yes

Longitude:

-84.395178

Restrictions:

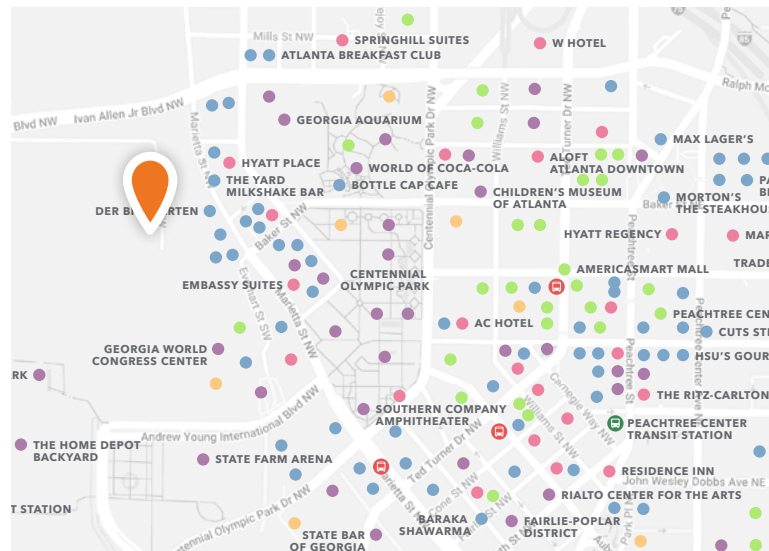
See Sales Representative

Facing:

NW

Neighborhood:

Downtown



ATL-WS-113

WALLSCAPE

267 Marietta St NW

- Wallscape located on Embassy Suites directly across the street from the main parking lot and entrances to the Georgia World Congress
- Clear read to nonstop traffic on Marietta St with immediate proximity to Centennial Olympic Park, the Georgia World Congress, the CNN Center, and the world-renowned Georgia Aquarium
- Steps away from Mercedes-Benz Stadium, State Farm Arena, and the College Football Hall of Fame

Size:

41'-9" H x 23'-3" W

OOH IMPs 18+ Wkly:

71,829

Latitude:

33.760336

Illumination:

Yes

Longitude:

-84.394846

Restrictions:

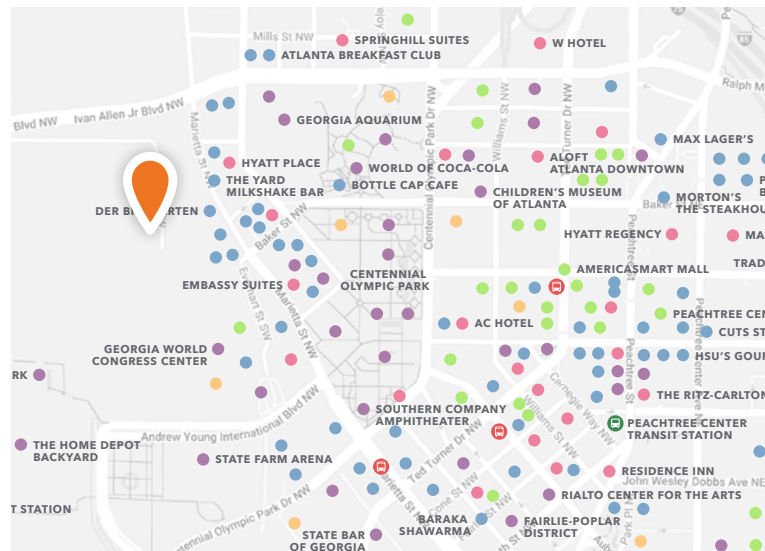
See Sales Representative

Facing:

W

Neighborhood:

Downtown



AMERICAN HOTEL WALLSCAPE DOMINATION

ATL-WS-114, ATL-WS-115

160 Ted Turner Dr NW

- Vertical domination wallscape at the corner of Ted Turner Dr and Carnegie Way, two main thoroughfares bridging Mercedes-Benz Stadium, State Farm Arena, and Centennial Olympic Park to Downtown's main hotel and restaurant area
- Directly facing the iconic 73-story Westin Peachtree Plaza tower and the busy traffic traveling on Carnegie Way NW toward Centennial Olympic Park
- In a pedestrian-friendly part of town steps away from the Georgia World Congress Center, State Farm Arena, and Mercedes-Benz Stadium

Size:

Northeast: 33'-7" H x 11'-7" W
Southeast: 39'-8" H x 15'-8" W

OOH IMPs 18+ Wkly:

195,560

Latitude:

(114) 33.7592
(115) 33.759392

Illumination:

Yes

Restrictions:

See Sales Representative

Longitude:

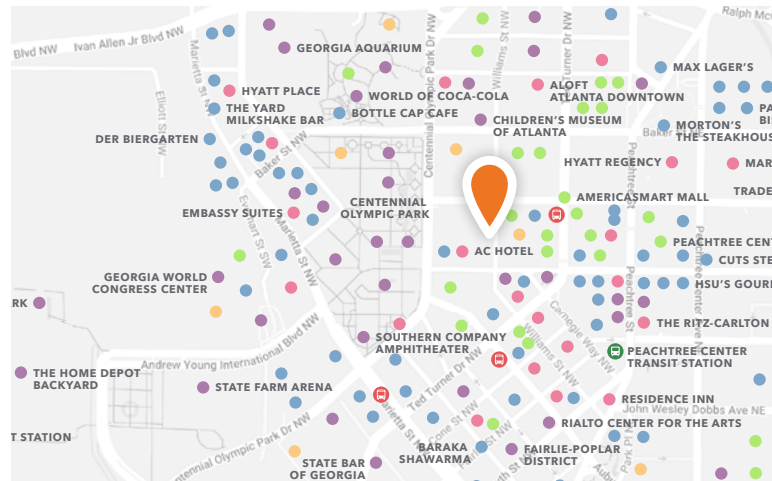
(114) -84.38976
(115) -84.389741

Neighborhood:

Downtown

Facing:

NE / SE



ATL-WS-118

WALLSCAPE

161 Peachtree Center Ave NE

- Spectacular horizontal wallscope showing to traffic coming in from the Downtown Connector (I-75/I-85 interstate junction) which carries nearly 500,000 vehicles a day
- Long, head-on read to multiple lanes of one-way traffic on Andrew Young International Blvd approaching the 73-story Westin Peachtree Plaza tower and the 50-story Peachtree Tower office complex
- At the center of Atlanta's hotel and convention center district, this street brims with fans for games at Mercedes-Benz Stadium and State Farm Arena, while also being packed with convention-goers attending an event at one of Atlanta's massive Downtown hotels

Size:

60'-4.5" H x 87'-11" W

OOH IMPs 18+ Wkly:

168,316

Latitude:

33.759408

Illumination:

Yes

Longitude:

-84.384551

Restrictions:

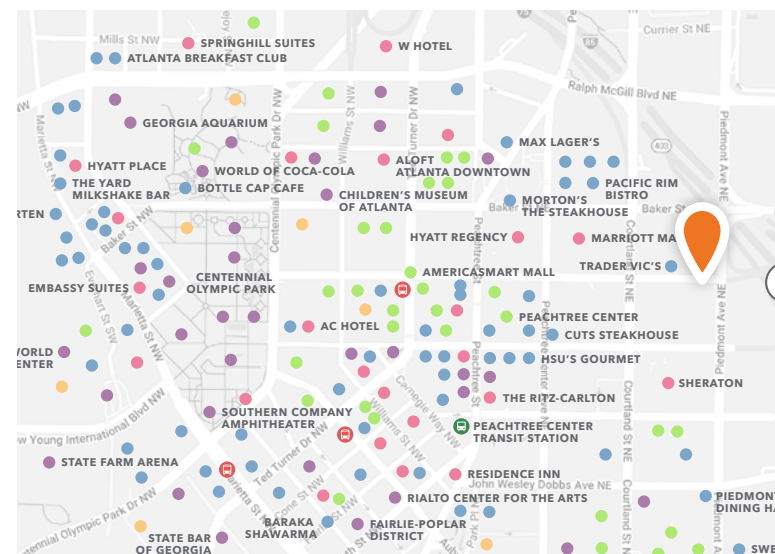
See Sales Representative

Facing:

E

Neighborhood:

Downtown



ATL-DOM-120-121

WALLSCAPE

35 Northside Dr SW

- Two massive wallscales in a Downtown tower over the intersection of thoroughfares M.L.K. Jr Dr SW and Northside Dr directly across from Mercedes-Benz Stadium and a constantly packed parking lot, surrounded by apartments, loft condos, and six college campuses
- This domination is perfectly positioned to capture the attention of heavy traffic heading to I-20 (the major east/west highway that cuts through the heart of Atlanta) from Peachtree Center, Georgia World Congress Center, State Farm Arena, Centennial Olympic Park, and Mercedes-Benz Stadium
- The 80' tall face (WS-121) is a long right-hand read to vehicles traveling west on M.L.K. Jr Dr while the 70' tall face (WS-120) is a long right-hand read to southbound traffic on Northside Dr SW, the units also show to a high volume of commuters and pedestrians going to and from one of the five nearby metro stations

Size:
(120) 64'-2" H x 23'-2" W
(121) 80'-9" H x 26' W

OOH IMPs 18+ Wkly:
372,706

Latitude:
(120) 33.753633
(121) 33.753623

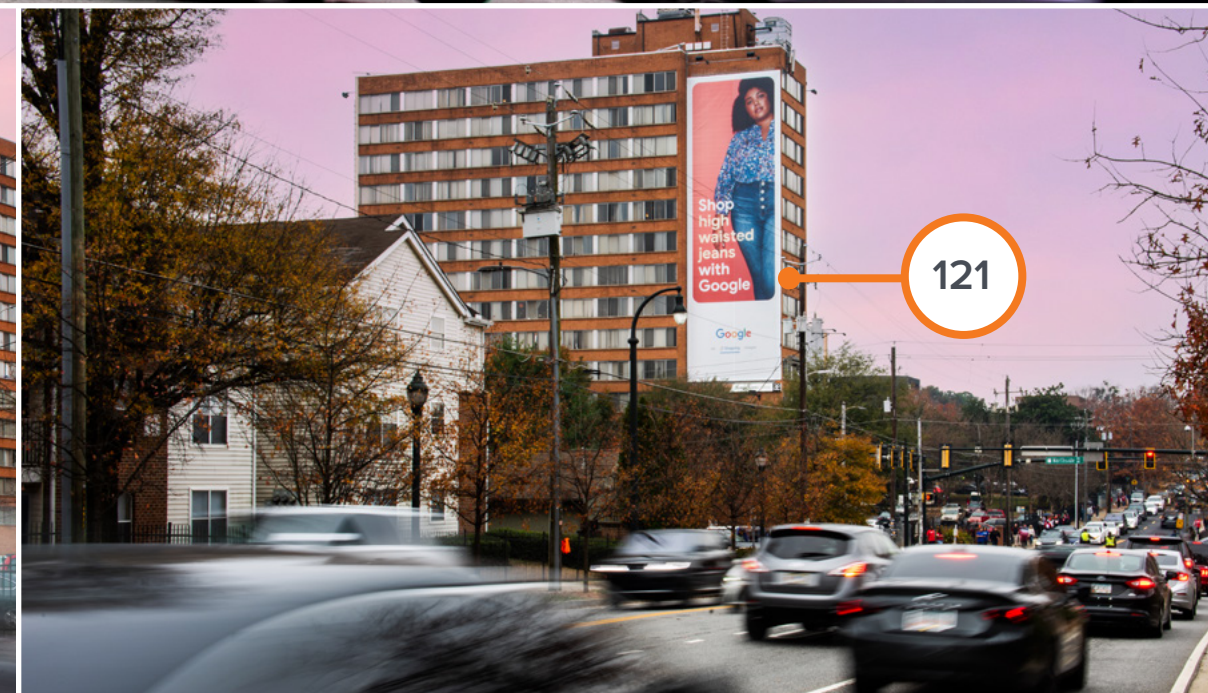
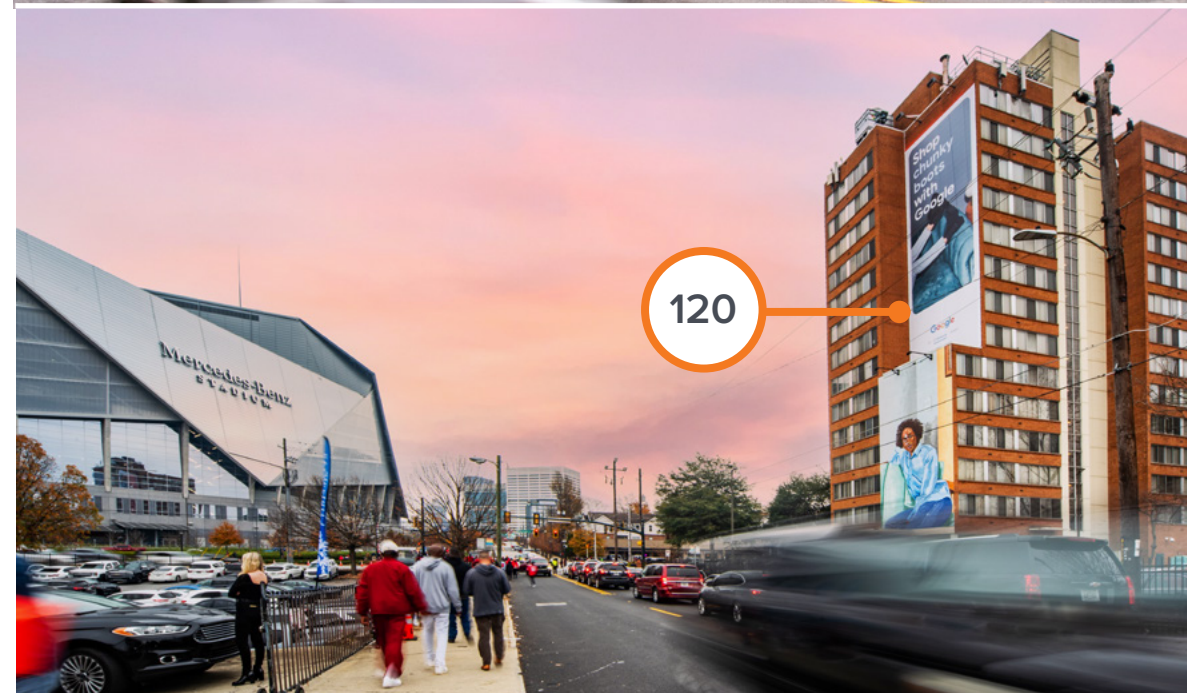
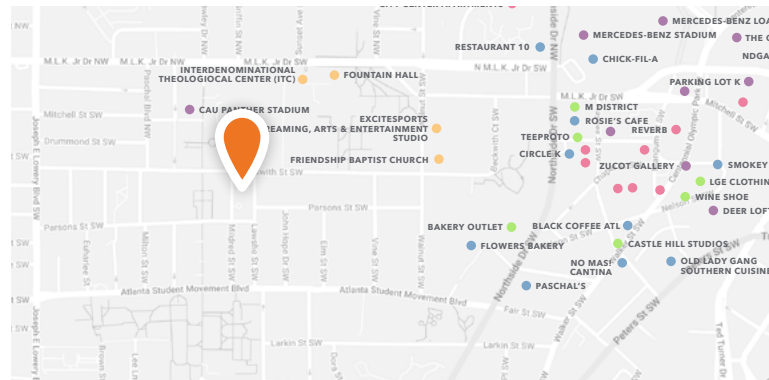
Illumination:
Yes

Restrictions:
See Sales Representative

Longitude:
(120) -84.40328
(121) -84.403159

Neighborhood:
Downtown

Facing:
(120) North
(121) East



ATL-WS-122

WALLSCAPE

35 Northside Dr SW

- Massive 80' tall vertical wallscape in Downtown Atlanta at the intersection of thoroughfares M.L.K. Jr Dr SW and Northside Dr directly across from Mercedes-Benz Stadium and a constantly packed parking lot, surrounded by apartments, loft condos, and 6 college campuses
- The unit is a long right-hand read to the heavy traffic traveling north on Northside Dr SW from I-20 (the major east/west highway that cuts through the heart of Atlanta) toward Peachtree Center, Georgia World Congress Center, State Farm Arena, Centennial Olympic Park, and Mercedes-Benz Stadium
- This impactful wallscape also captures a high volume of commuters and pedestrians going to and from one of the five nearby metro stations

Size:

80'-3" H x 24'-2" W

OOH IMPs 18+ Wkly:

122,114

Latitude:

33.753323

Illumination:

Yes

Longitude:

-84.403192

Restrictions:

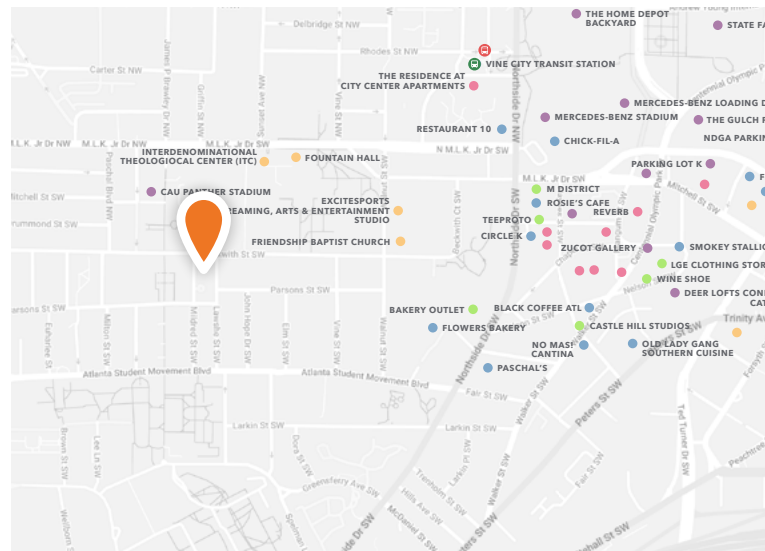
See Sales Representative

Facing:

South

Neighborhood:

Downtown



ATL-WS-123

WALLSCAPE

134 Peachtree St NW

- Towering wallscape on the Residence Inn located in the downtown urban core of Atlanta's Arts & Entertainment District across from the busy Peachtree Center MARTA station
- North-facing unit with a head-on read to traffic traveling south on Peachtree St approaching the 3-way stop where Peachtree, Forsyth, and Carnegie Way intersect
- Steps away from key destinations that draw non-stop vehicular and pedestrian traffic including State Farm Arena, Mercedes-Benz Stadium, Centennial Olympic Park, Georgia State University, and the Georgia World Congress Center

Size:
99'-10" H x 38'-5" W

OOH IMPs 18+ Wkly:
149,539

Latitude:
33.757302

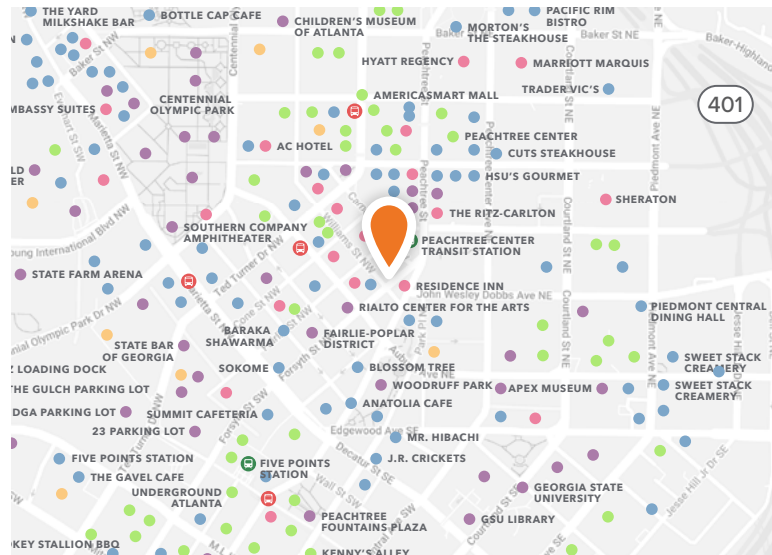
Illumination:
Yes

Longitude:
-84.388123

Restrictions:
See Sales Representative

Facing:
N

Neighborhood:
Downtown



ATL-WS-124

WALLSCAPE

285 Williams St

- This perfectly located oversized wallscape sits on the facade of the 22-story AmericasMart building in the heart of Downtown Atlanta at the busy intersection of Williams Street and Baker Street
- Towering over traffic, the sign reads to the I-75/85 Downtown Connector at the Williams Street exit, the main corridor to the Mercedes-Benz Stadium, State Farm Arena, Georgia Aquarium, Georgia World Congress Center, World of Coca-Cola, and more
- The area, also known as the Hotel & Financial District, is steps from everything and bustles with a high volume of pedestrians en route to work at nearby offices like Deloitte, SunTrust, and Ernst & Young or headed to surrounding dining, shopping, entertainment, nightlife, or points of interest like Centennial Olympic Park and the Children's Museum of Atlanta

Size:

59'-6" H x 92' W

OOH IMPs 18+ Wkly:

436,316

Latitude:

33.762192

Illumination:

Yes

Longitude:

-84.390239

Restrictions:

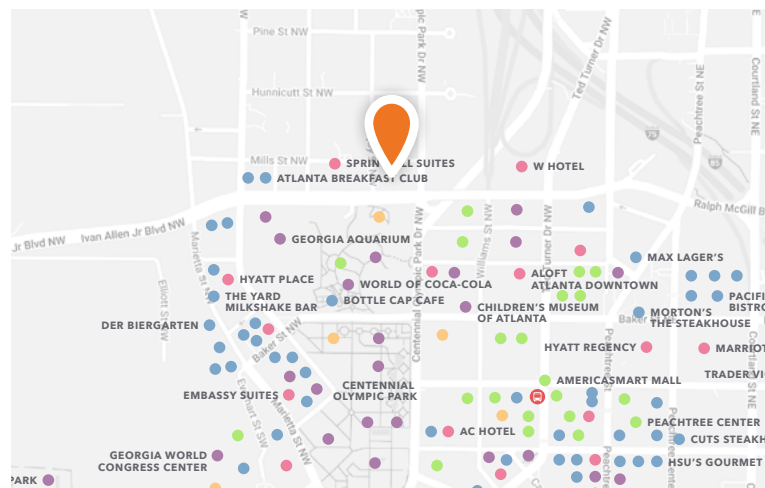
See Sales Representative

Facing:

N

Neighborhood:

Downtown



ATL-WS-125

WALLSCAPE

Ted Turner & Andrew Young

- This massive wallscape sits high atop the 22-story AmericasMart building, towering over Ted Turner Dr, a main thoroughfare bridging Mercedes-Benz Stadium, State Farm Arena, and Centennial Olympic Park to Downtown's main hotel and restaurant area
- A head-on read to a main four-lane, one-way street with constant traffic heading into the City's center
- In a pedestrian-friendly part of town with short walking distances to MARTA Peachtree Center, AmericasMart shopping mall, Hard Rock Cafe, Centennial Olympic Park, the Georgia World Congress Center, State Farm Arena, and Mercedes-Benz Stadium

Size:
100'-6.5" H x 81'-4" W

OOH IMPs 18+ Wkly:
175,469

Latitude:
33.759809

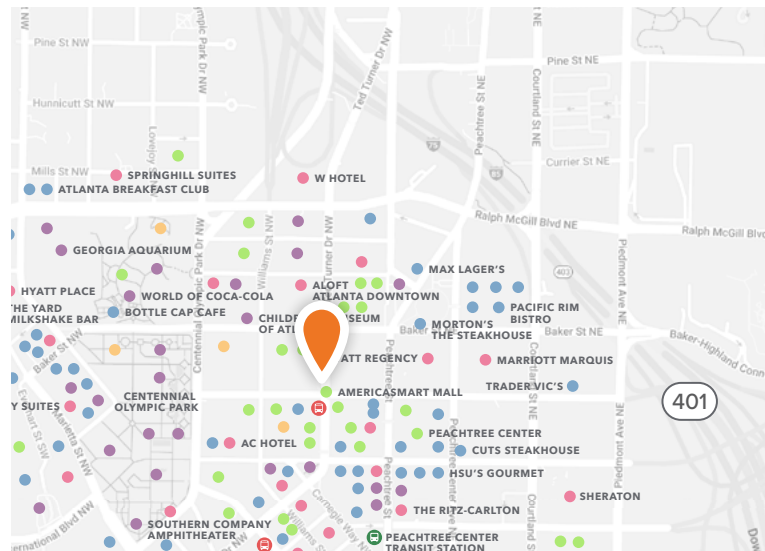
Illumination:
Yes

Longitude:
-84.388826

Restrictions:
See Sales Representative

Facing:
S

Neighborhood:
Downtown





THANK YOU

Get in touch.

sales@obm.com

250 N. Hartford Ave

Columbus, OH 43222

614.294.4898

obm.com

Pioneering Landmark Media