



CHARLES CENTER SOUTH

36
S. CALVERT ST.

LOMBARD ST.

ORANGE BARREL | MEDIA™

BALTIMORE, MD

MARKET KIT

BALTIMORE MARYLAND

MIDTOWN
DOWNTOWN

DMA RANKING: 28TH

Available Assets: **Digitals**

Built on tradition and civic pride, this bustling city is Maryland's economic hub. Historically a working-class port town and major seafaring and trading community, Baltimore is an "American success story." This colorful and diverse city is now known for its beautiful harbor, distinct neighborhoods, and modern service economy led by biotech, medicine, and tourism. Embracing an unwavering civil spirit, collection of quirky neighborhoods, and down-to-earth vibe, Baltimore certainly suits its nickname of "Charm City."

MIDTOWN

THE HEART OF BALTIMORE

Situated just north of Downtown Baltimore and the Inner Harbor, Midtown is a high-pedestrian area with unique charm and constant activity. A beautiful marriage of the past and future, Midtown includes the historic neighborhood of Bolton Hill and the hip cultural center of Mount Vernon. With easy access to Amtrak, light rail, subway, buses, and the major thoroughfares of I-83, I-95, and I-295, Midtown is the district that links the entire city. As both the geographical and cultural heart of Baltimore, no other district boasts as many museums, art galleries, concert halls, or unique shops. Offering many main attractions including the Walters Art Museum, the Washington Monument, and Baltimore Symphony Orchestra. The area is also a focal point for education, home of several renowned institutions such as Johns Hopkins University, Maryland Institute College of Art, and The University of Baltimore. Centrally located right outside Penn Station and just off of I-83, Orange Barrel Media's massive digital asset reaches the wide Midtown audience as well as crowds heading Downtown.



MIDTOWN

THE HEART OF BALTIMORE

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

Major Area Attractions

Penn Station

As the eighth-busiest rail station in the country, Penn Station is Baltimore's main transportation hub, with passengers arriving directly from Washington DC, Philadelphia, and New York City for an Orioles game, business meeting, or a weekend getaway.

Pimlico Race Course

As Baltimore's premier destination for horse racing, Pimlico welcomes over 120,000 visitors per year and is home of the Preakness Stakes, the second largest race in North America.

University of Baltimore

Located just down the street from OBM's digital asset, University of Baltimore is one of Maryland's finest public universities, with a total enrollment of almost 5,000 undergraduate and graduate students.

Maryland Institute College of Art

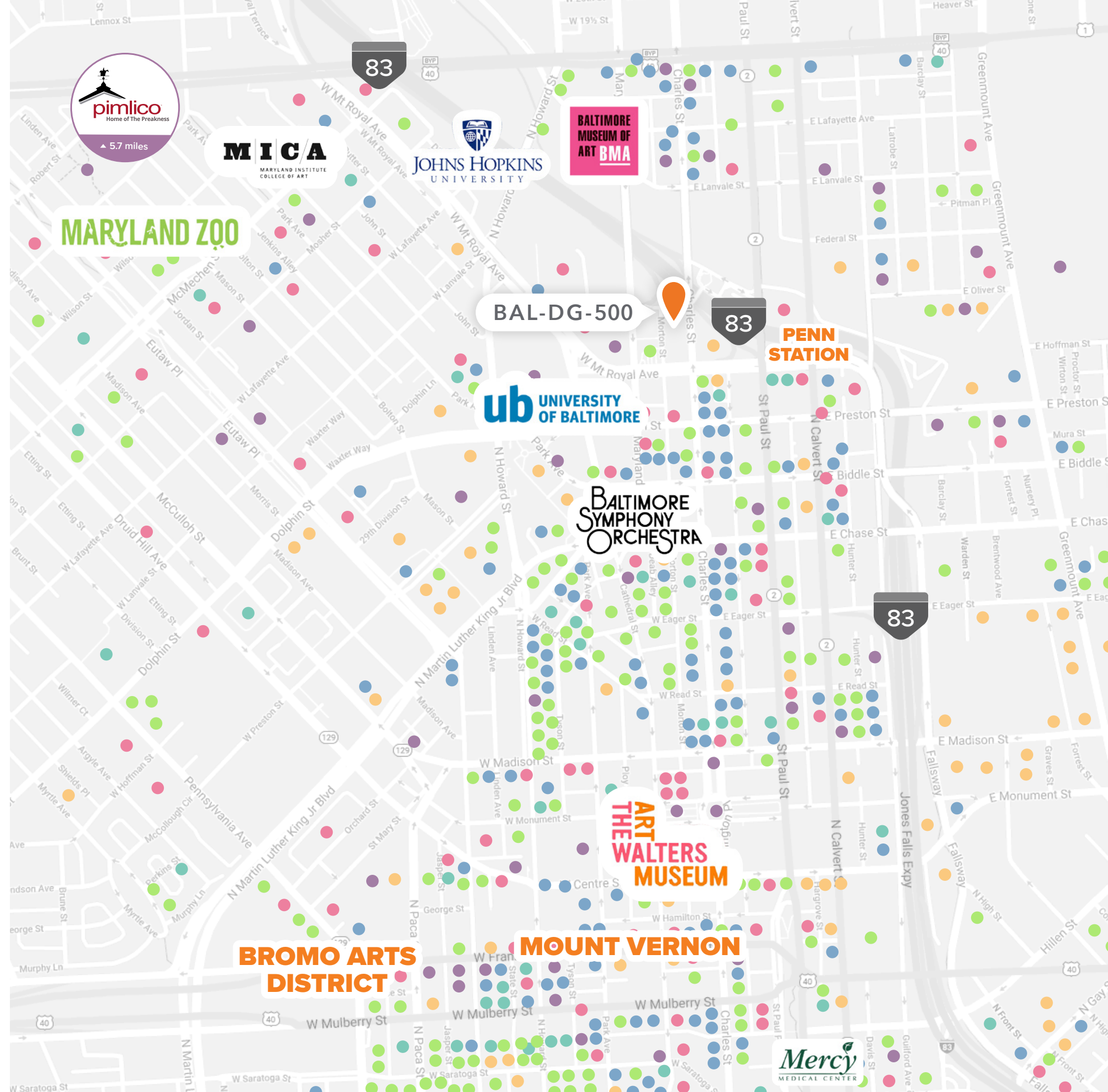
A leader in education for artists and designers, MICA's innovative curriculum, equipped campus, and world-class faculty contribute to its consistent ranking in the top 10 of MFA programs in visual arts.

Johns Hopkins University

With over 23,000 students, America's first research university, is a world leader in teaching and research, and is known for its STEM fields, Public Health Studies, Neuroscience, and Molecular and Cellular Biology.

Baltimore Symphony Orchestra

Recognized as achieving a preeminent place among the world's most important orchestras, the BSO has a devoted international and national following in addition to deep bonds throughout Maryland.



BAL-DG-500

DIGITAL SPECTACULAR

N Charles St next to Penn Station

- Large-format digital display positioned just off of I-83 and right outside Penn Station, Baltimore's main transportation hub servicing over one million annual riders with trains to Washington DC, Philadelphia, New York City, and other cities
- Features a long head-on read to Charles Street, a major city artery with a high-volume of vehicular and pedestrian traffic connecting Midtown, Downtown, and the Inner Harbor
- Surrounded by arts and culture standing atop the Metro Gallery and south of Johns Hopkins University, the Maryland Zoo, the Baltimore Museum of Art, and Pimlico Race Course (home of the Preakness Stakes)

Size:

50' H x 42' W

Latitude:

39.308831

Longitude:

-76.616617

Facing:

South

Wkly IMPs 18+

for 10MPH:

1,029,527

Illumination:

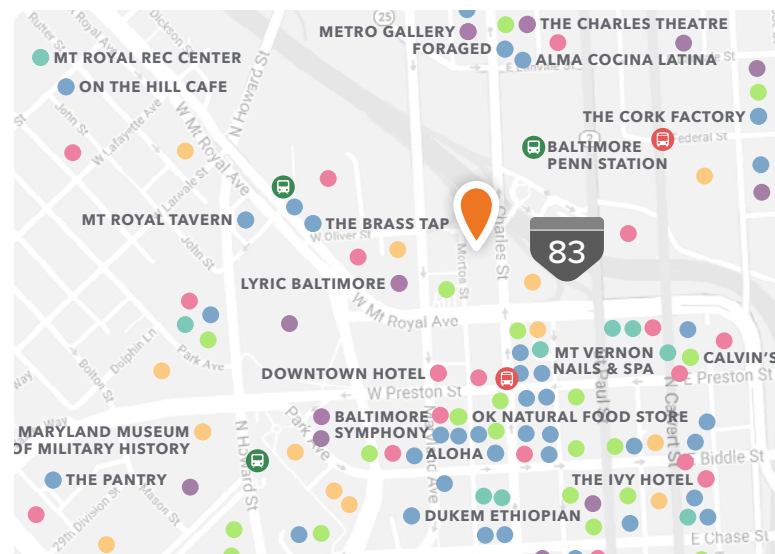
Yes

Restrictions:

See Sales Representative

Neighborhood:

Station North

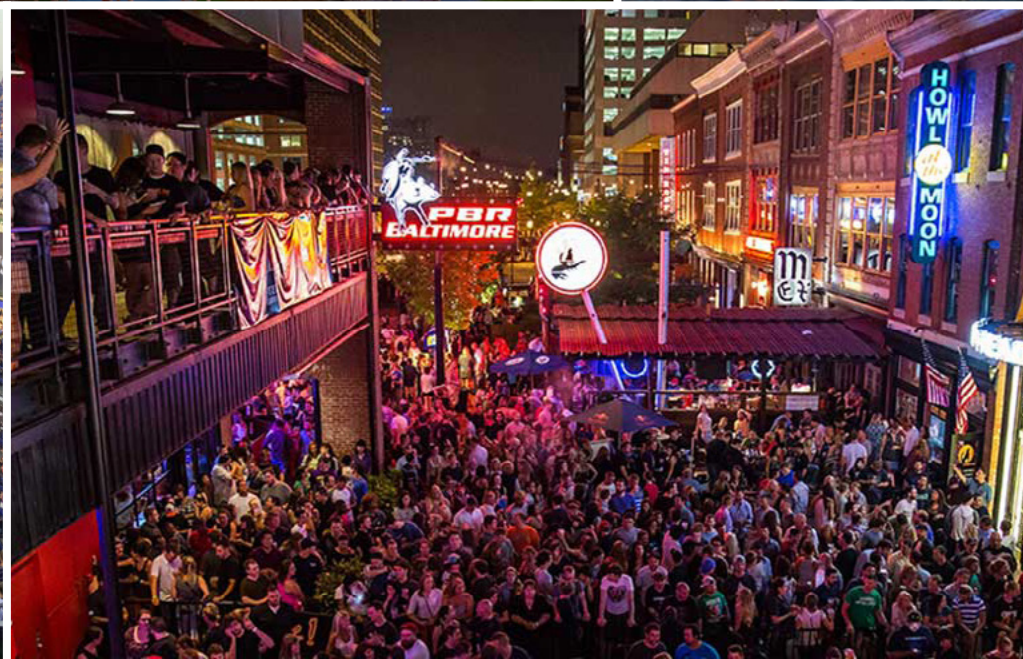


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DOWNTOWN

BUSTLING URBAN CORE

Downtown Baltimore is experiencing a renaissance mixing historic architecture and landmarks with modern upgrades, drawing professionals in banking, power, and health care to redefine the Central Business District. With the live venues in Bromo Arts District, endless attractions along Inner Harbor's waterfront, and high-end shopping in Harbor East, Downtown is a bustling mix of restaurants, outdoor activities, shops, and nightlife. Crowds gather for sporting events and concerts at nearby Oriole Park at Camden Yards (home of MLB's Orioles), M&T Bank Stadium (home of NFL's Ravens), and the Baltimore Convention Center. Orange Barrel Media's seven full-motion digital spectaculars are the first and only digital screens in the center of the action along Baltimore's multi-lane one-way arteries that connect Downtown, allowing marketers to connect with a diverse audience.



DOWNTOWN

BUSTLING URBAN CORE

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

Major Area Attractions

Oriole Park at Camden Yards

For more than 30 years, Oriole Park has been home to MLB's Baltimore Orioles, with a capacity of 48, 876 and host to big-name concerts, festivals, and community events.

M&T Bank Stadium

Located next to Oriole Park, this 71,000-seat stadium is home to NFL's Ravens and has been an exciting venue for Premier League soccer, NCAA Lacrosse, and popular performing artists.

Baltimore Convention Center

Drawing over 500,000 people to attend over 125 events per year, the Baltimore Convention Center is buzzing with activity year-round.

National Aquarium

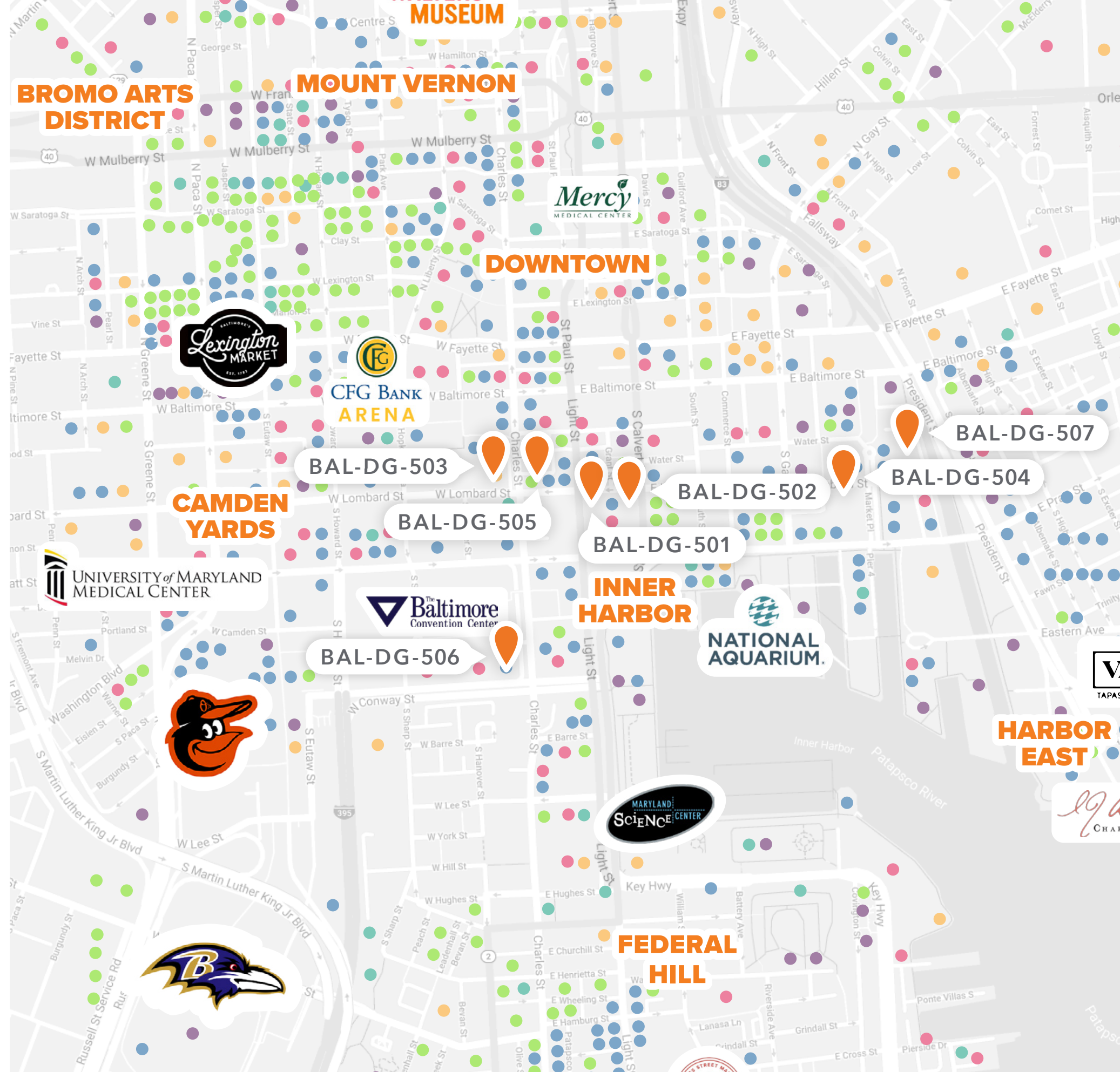
With an annual attendance of 1.3 million, this world-renowned aquarium has over 20,000 specimens and is one of Baltimore's main attractions as it aims to inspire aquatic wildlife conservation.

University of Maryland, Baltimore (UMB) Medical Center

UMB educates over 7,000 students at six nationally ranked professional programs in dentistry, law, medicine, pharmacy, nursing, and social work.

CFG Bank Arena

This state-of-the-art, 13,000-seat indoor arena is new in 2023, hosting a range of events from CIAA Basketball Tournament to big-name concerts.



BAL-DG-501

DIGITAL SPECTACULAR

Light St & E Lombard St

- Full-motion curved digital dominates the key intersection of two main Downtown corridors in the Inner Harbor; strategically positioned on a busy parking garage that serves surrounding high-rise office buildings, restaurants, shops, and nightlife
- Reads to five lanes of one-way vehicular traffic on the main southbound corridor between Downtown and I-95, heading to Baltimore Convention Center, Oriole Park at Camden Yards (MLB's Orioles), and M&T Bank Stadium (NFL's Ravens)
- In a vibrant area crowded with business professionals, families, visitors, and sports fans, hustling between nearby attractions, restaurants, parking, hotels, and endless activities along the waterfront with boat tours, museums, festivals, and concert venues

Size:

14'-9.19" H x 49'-10.44" W

Wkly IMPs 18+

for 10MPH:

TBD

Latitude:

39.28770

Illumination:

24/7

Longitude:

-76.61356

Restrictions:

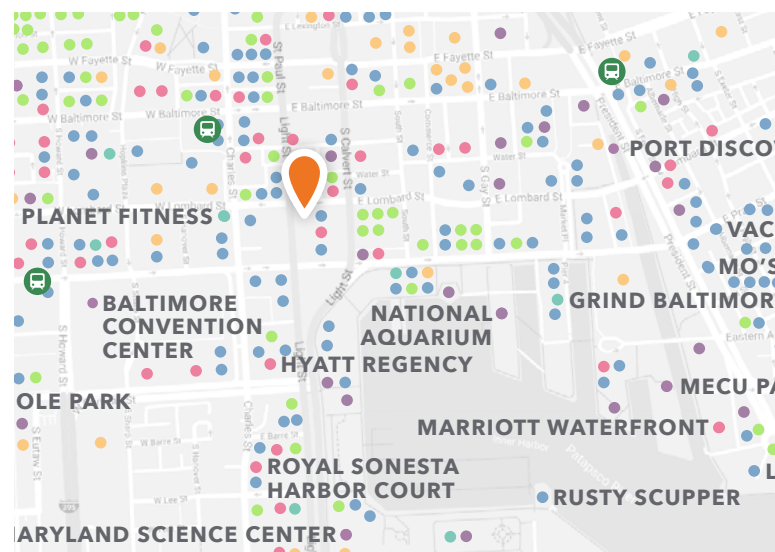
See Sales Representative

Facing:

NW

Neighborhood:

Inner Harbor



[Click here to view a video of the new Digital Sign Network.](#)

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BAL-DG-502

DIGITAL SPECTACULAR

E Lombard St & Calvert St

- Full-motion curved digital spectacular above entrances to BMore CoLab, an innovative collaboration space, and a bustling parking facility for high-rise offices, restaurants, and shops in the heart of the Central Business District
- Reaches five lanes of one-way traffic along the main westbound Downtown corridor leading to Baltimore Convention Center, Oriole Park at Camden Yards (MLB's Orioles), and M&T Bank Stadium (NFL's Ravens)
- Inner Harbor is a vibrant entertainment district filled with endless activities along the waterfront as well as casual dining, popular bars, live music, concerts, and nightlife

Size:

14'-9.19" H x 49'-10.44" W

Latitude:

39.287782

Longitude:

-76.612187

Facing:

NE

**Wkly IMPs 18+
for 10MPH:**

TBD

Illumination:

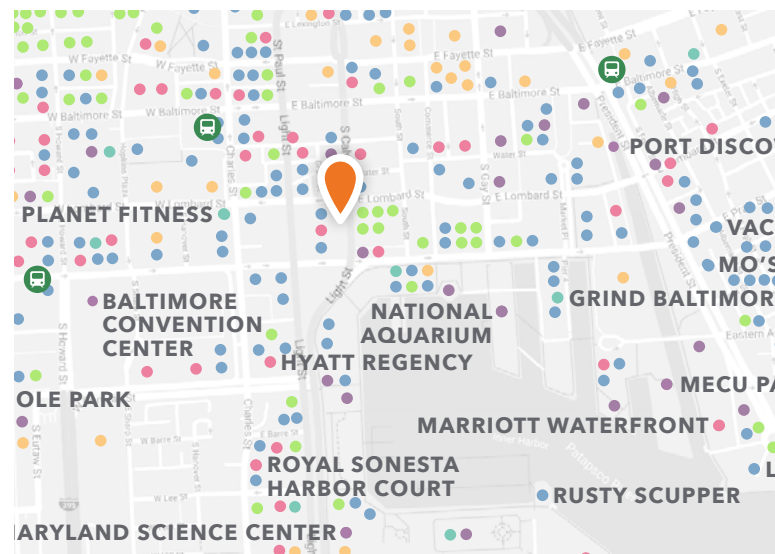
24/7

Restrictions:

See Sales Representative

Neighborhood:

Inner Harbor



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BAL-DG-503

FULL-MOTION DIGITAL

36 S Charles St

- Premier location above entrance of 25-story Charles Center South, an iconic landmark in the heart of the Central Business District, teeming with professionals and commuters streaming into nearby high-rise offices, parking, gyms, coffee shops, restaurants, and nightlife
- Dominates the intersection of two major one-way thoroughfares: right-hand read on Lombard to three lanes of westbound traffic heading to I-83 and a long read to three lanes of northbound traffic on Charles St, coming from I-95 and Federal Hill
- Revitalized skyscrapers in Downtown have transformed into modern offices and luxury high-rise residences close to work, shops, restaurants, bars, and entertainment venues: CFG Bank Arena, Camden Yards at Oriole Park (MLB's Orioles), and M&T Bank Stadium (NFL's Ravens)

Size:

49'-10" H x 13'-10" W

Wkly IMPs 18+

for 10MPH:

TBD

Latitude:

39.28793

Illumination:

24/7

Longitude:

-76.61525

Restrictions:

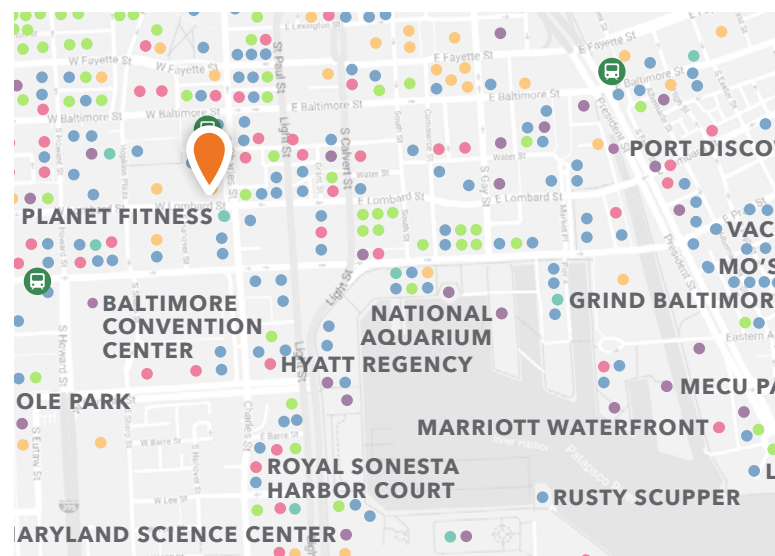
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Facing:

SE

Neighborhood:

Downtown Baltimore



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BAL-DG-504

FULL-MOTION DIGITAL

124 Market Pl

- Impactful full-motion digital spectacular in the heart of Downtown above the entrance to cool live music venue, Sound Stage, just a block from the Inner Harbor restaurants, Hard Rock Café and Phillips Seafood
- Towering above Lombard St, the main westbound corridor in Downtown, this massive digital captures three lanes of constant one-way traffic leading to Oriole Park at Camden Yards (MLB's Orioles), and M&T Bank Stadium (NFL's Ravens)
- Located at the crossroads of Baltimore's business and entertainment districts, a vibrant area of 24/7 activity with high-rise offices, hotels, trendy eateries, concert venues, and attractions including the National Aquarium

Size:

39'-4" H x 30'-2" W x

Latitude:

39.28776

Longitude:

-76.60703

Facing:

E

Wkly IMPs 18+

for 10MPH:

TBD

Illumination:

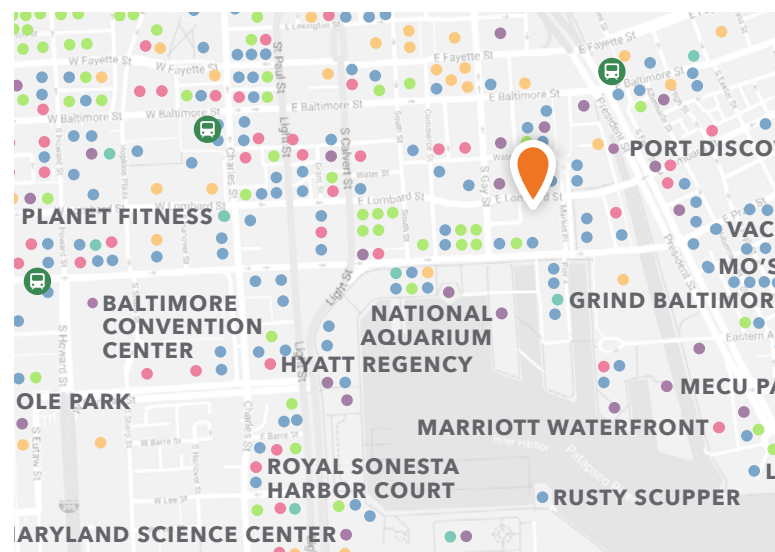
24/7

Restrictions:

See Sales Representative

Neighborhood:

Downtown Baltimore



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BAL-DG-505

FULL-MOTION DIGITAL

E Lombard St and Charles St

- Surrounded by high-rise offices, retail, gyms, coffee shops, restaurants, and nightlife, this dynamic digital spectacular with attention-grabbing color kinetic lights is prominently positioned on the parking garage of a mixed-use building in the heart of the Central Business District
- Long, unobstructed right-hand read to two lanes of northbound vehicular traffic heading to the center of Downtown from the Baltimore Convention Center, I-95, and Federal Hill
- With easy access to freeways and public transit, this Downtown area is crowded with business professionals, commuters, sports fans, and concert goers hustling to popular destinations: CFG Bank Arena, Camden Yards at Oriole Park (MLB's Orioles), and M&T Bank Stadium (NFL's Ravens)

Size:

23'-7.5" H x 47'-3" W

Wkly IMPs 18+

for 10MPH:

TBD

Latitude:

39.28782

Illumination:

Yes

Longitude:

-76.61484

Restrictions:

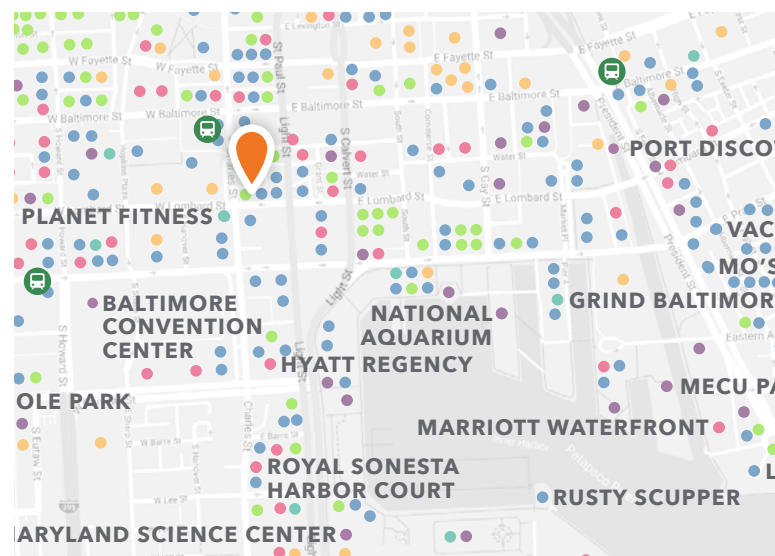
See Sales Representative

Facing:

S

Neighborhood:

Downtown Baltimore



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BAL-DG-506

FULL-MOTION DIGITAL

300 S Charles St

- Dynamic full-motion digital above entrance to Morton's The Steakhouse and 338-room Sheraton Inner Harbor Hotel, connected to the Baltimore Convention Center in the heart of Downtown
- Right-hand read to two lanes of one-way vehicular traffic between Light St, a main Downtown corridor, and the entrance to I-395, and also captures pedestrians going to and from light rail's Camden Station, popular restaurants, parking, and hotels
- Located in vibrant area just north of Federal Hill, close to Oriole Park at Camden Yards (MLB's Orioles), CFG Bank Arena, Maryland Science Center, and M&T Bank Stadium (NFL's Ravens)

Size:

15'-11.5" H x 42' W

Latitude:

39.28445

Longitude:

-76.61506

Facing:

E

Wkly IMPs 18+

for 10MPH:

TBD

Illumination:

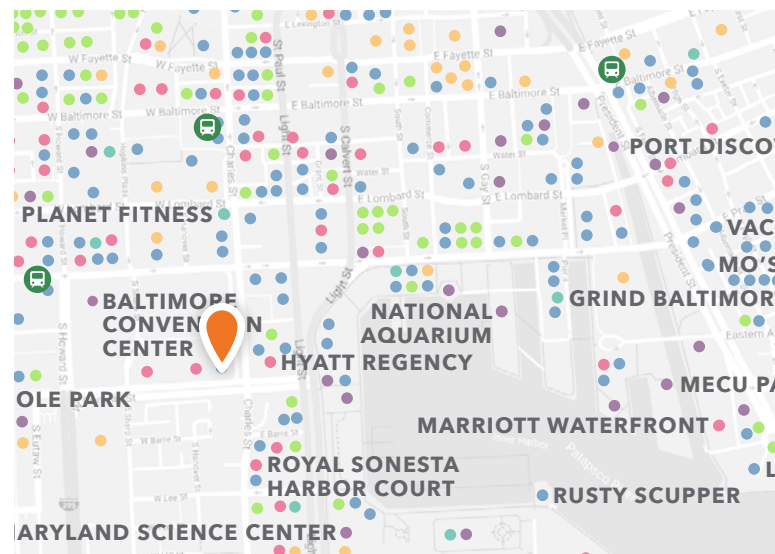
Yes

Restrictions:

See Sales Representative

Neighborhood:

Downtown Baltimore



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BAL-DG-507

FULL-MOTION DIGITAL

55 Market Pl

- Dramatic digital spectacular sits atop a bustling parking garage at the entrance to Downtown and Inner Harbor; steps from shops, restaurants, live music venues, and Port Discovery Children's Museum and adjacent to a heavily trafficked pedestrian bridge
- Strong right-hand read to three lanes of one-way traffic on Lombard St, the main westbound Downtown corridor, capturing constant traffic to/from I-83 at the intersection of President St
- This vibrant Downtown area is home to high-rise offices, hotels, popular eateries, concert venues, and destinations: the National Aquarium, Oriole Park at Camden Yards (MLB's Orioles), and M&T Bank Stadium (NFL's Ravens)

Size:

22'-8" H x 49'-10" W

Latitude:

39.28822

Longitude:

-76.60578

Facing:

E

Wkly IMPs 18+

for 10MPH:

TBD

Illumination:

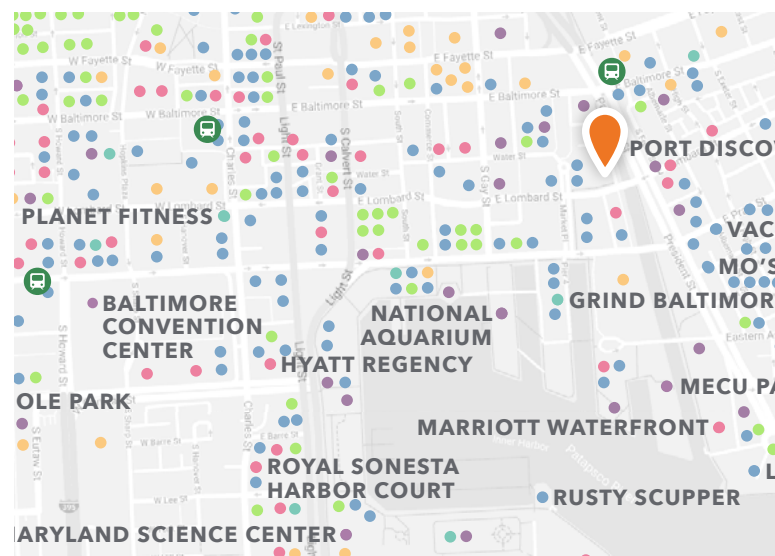
Yes

Restrictions:

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Neighborhood:

Downtown Baltimore



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THANK YOU

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Pioneering Landmark Media