



DOWNTOWN  CLEVELAND

↑ Casino  
Tower City

NO  
PARKING  
ANY  
TIME  
↔

FINANCE BUILDING  
APARTMENTS 424-4300

I'M HOLDING MY BRETH  
TIL U EAT MOR CHIKIN



Chick-fil-Coo

ORANGE BARREL | MEDIA™

# CLEVELAND, OH

MARKET KIT



# CLEVELAND OHIO

DOWNTOWN  
WEST CLEVELAND  
PLAYHOUSE SQUARE

## **DMA RANKING: 19TH**

**Available Assets:** Digital, Wallscapes, Street Furniture

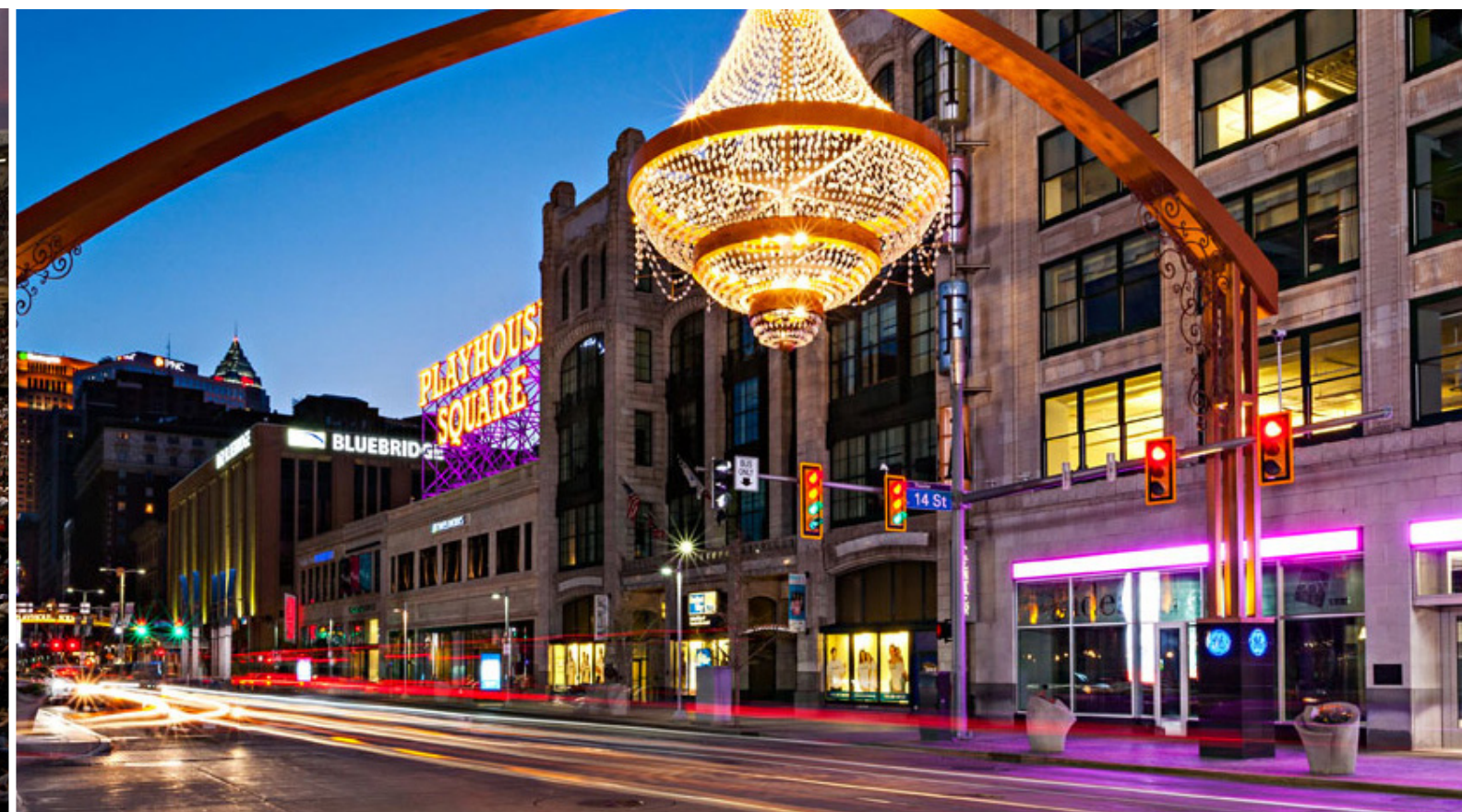
Situated on the shore of Lake Erie, this Midwestern metropolis has transformed its manufacturing roots into new economic powerhouses in health, insurance, and education. With the Rock and Roll Hall of Fame, three major league teams, and the largest performance arts center outside of New York City, Cleveland lives up to a “Best of the World” place to visit while offering residents a diverse population, relatively low cost of living, and high quality of life.



# DOWNTOWN

## GRIT MEETS SOPHISTICATION

Whether rocking out to music legends inside the Rock and Roll Hall of Fame or viewing Monets and Picassos at the Cleveland Museum of Art, Downtown Cleveland mixes equal parts grit and sophistication. Several distinct neighborhoods all make up what is known as Downtown, with each area offering its own unique charm. From the Civic Center District, which houses JACK Cleveland Casino and Public Square, to East 4th Street, which is Cleveland's hot new entertainment district, Downtown offers plenty to see and do. Orange Barrel Media's Downtown Cleveland wallscapes are in prominent can't-miss locations, highly visible to the masses of crowds that are headed to Rocket Mortgage FieldHouse to catch a Cavs game (NBA), Progressive Field to watch the Guardians play (MLB), or just in the district for their daily commute or a night on the town. The units are centrally located, providing the opportunity to connect with all aspects of the Cleveland population.





# DOWNTOWN

GRIT MEETS SOPHISTICATION

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

## Major Area Attractions

### Rocket Mortgage FieldHouse

This multi-purpose arena, home of Cleveland's beloved Cavaliers (NBA), is Northeast Ohio's premier sports and entertainment destination, hosting the regions best concerts and events.

### Progressive Field

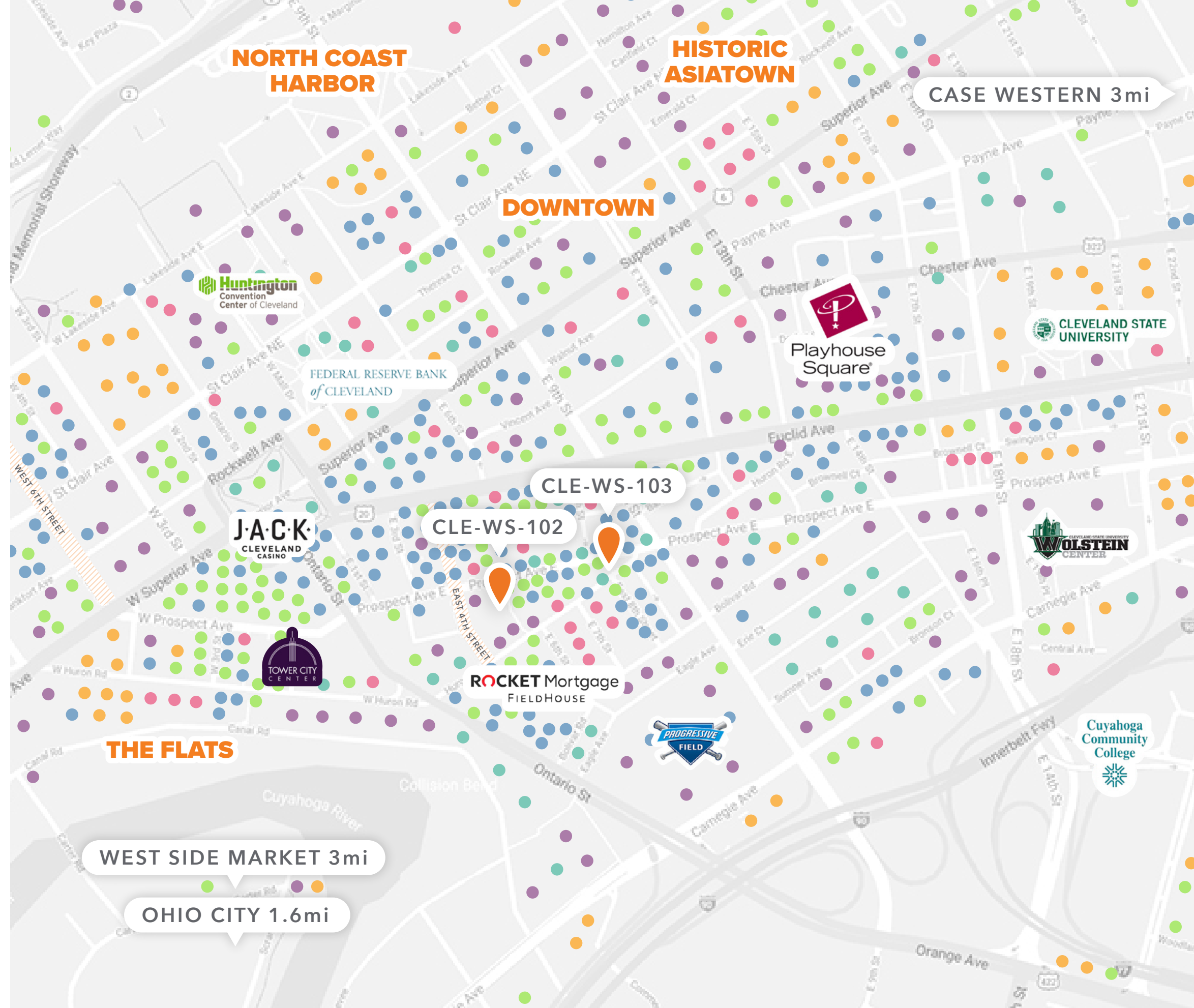
Home of the Guardians (MLB), this ballpark is an iconic destination and locally cherished venue within Downtown Cleveland.

### JACK Casino

With over 1,600 slot machines and 120 table games, this brand new casino (est. 2016) is the center of the Downtown action.

### Playhouse Square

As the largest performing arts center outside of NYC, this iconic entertainment district is one of the city's major highlights.





# CLE-WS-102

## WALLSCAPE

Huron Rd across from  
Rocket Mortgage FieldHouse

- Directly across from Rocket Mortgage FieldHouse (NBA's Cavaliers), this massive four-story wallscape captures crowds streaming between packed parking lots and nearby destinations
- Reaches daily commuters heading into the Business District on Huron Rd, the busy thoroughfare with a high volume of vehicular and pedestrian traffic
- East 4th St & Huron Rd buzzes with evening crowds as the go-to destination with Downtown's most popular bars, dining, and entertainment options

**Size:**  
38'-7" H x 92' W

**OOH IMPs 18+ Wkly:**  
113,732

**Latitude:**  
41.497829

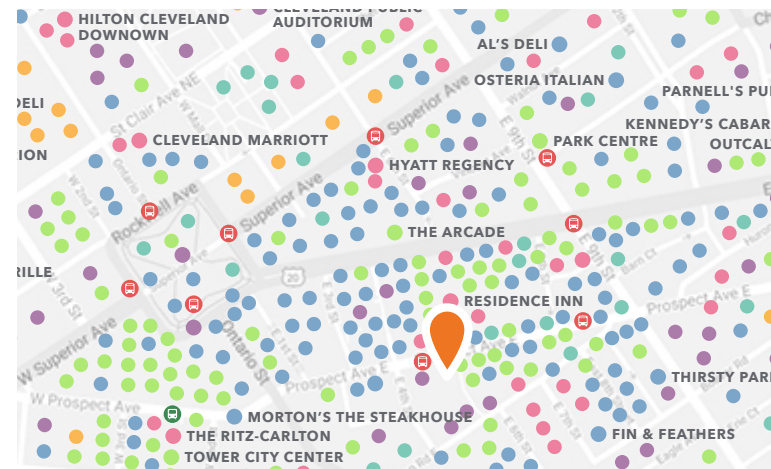
**Illumination:**  
No

**Longitude:**  
-81.688517

**Restrictions:**  
See Sales Representative

**Facing:**  
Southwest

**Neighborhood:**  
Downtown



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.



# CLE-WS-103

## WALLSCAPE

Corner of Huron Rd and East 9th

- Towering over the triangular intersection of Huron Rd and East 9th St, this huge five-story wallscape has a strong read to three main Downtown routes
- Bustling with activity, sandwiched between popular Downtown destinations: Rocket Mortgage FieldHouse (NBA's Cavs), Progressive Field (MLB's Guardians), and Playhouse Square Theater District
- Surrounded by endless pre- and post-performance Downtown bars: Southern Tier Brewery Cleveland, City Tap, Thirsty Parrot, and The Cleveland Bar & Grill

**Size:**  
56'-2" H x 75'-6" W

**OOH IMPs 18+ Wkly:**  
227,115

**Latitude:**  
41.498554

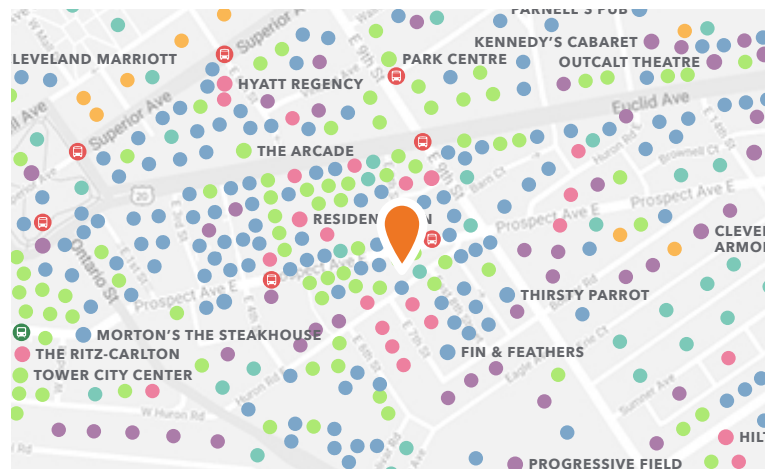
**Illumination:**  
Yes

**Longitude:**  
-81.687035

**Restrictions:**  
See Sales Representative

**Facing:**  
East

**Neighborhood:**  
Downtown



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# WEST CLEVELAND

## THE WAREHOUSE DISTRICT

Within the western part of Downtown Cleveland lies many points of interest, including the Warehouse District and several of Cleveland's most notable attractions. The city's rich history and exciting new developments combine to create the Warehouse District, a nationally recognized historic district that now contains the hottest bars, clubs, restaurants and shops amidst the historic architecture. West Cleveland draws locals and visitors alike to popular destinations: the iconic Rock & Roll Hall of Fame, the Greater Cleveland Aquarium, JACK Casino, Tower City Shopping Center, and Cleveland Browns Stadium (NFL), one of Cleveland's major venues for concerts and events. Orange Barrel Media's Warehouse District unit is in the center of the Cleveland action, reaching a diverse audience of sports fans, music lovers, fashionistas, and the everyday nightlife and restaurant goer.





# WEST CLEVELAND

## THE WAREHOUSE DISTRICT

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

### Major Area Attractions

#### Cleveland Browns Stadium

This multi-purpose facility located on the shore of Lake Erie is host to the Cleveland Browns (NFL), as well as many other concerts, international soccer games, and high school/college events.

#### Greater Cleveland Aquarium

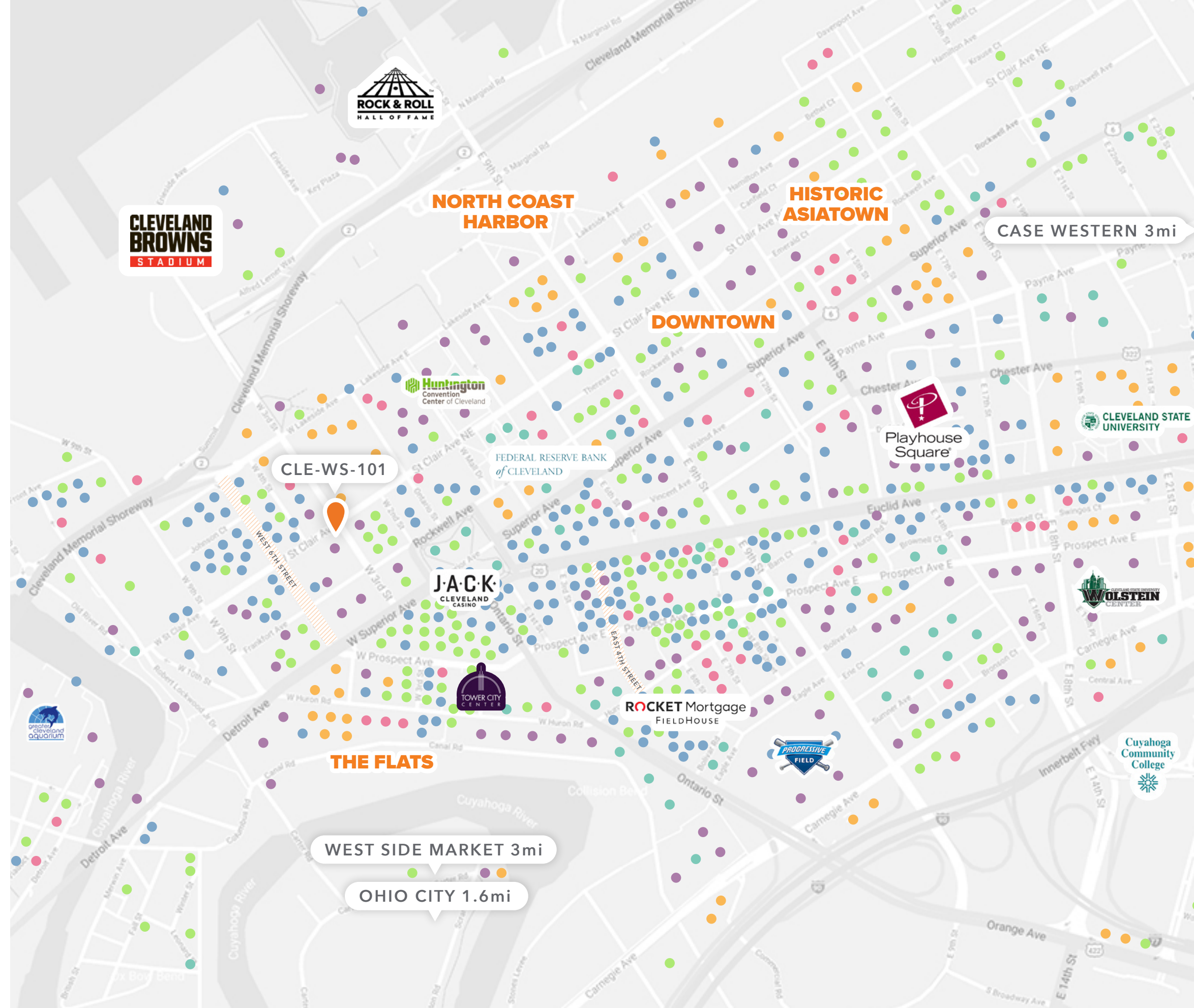
This relatively new aquarium consists of 70,000 square feet of exhibition space and is the only freestanding aquarium in Ohio.

#### Tower City Center

With over 75 specialty shops, 6 restaurants, 2 hotels, and a movie theater, Tower City is a massive complex that patrons flock to in the district.

#### Rock & Roll Hall of Fame

As the world's foremost museum devoted to celebrating and preserving rock & roll music, this Hall of Fame has welcomed over 10 million visitors from around the world since its 1995 opening.





# CLE-WS-101

## WALLSCAPE

Saint Clair Ave and West Third St

- Dominating wallscape is on W 3rd facing 6th Ave in a vibrant area packed with the most restaurants and bars in the District
- A long, right-hand read to two lanes of eastbound traffic capturing commuters and residents heading into Downtown from Detroit Shoreway and Ohio City
- In the heart of Downtown, close to popular destinations: JACK Casino, Cleveland Browns Stadium (NFL), Rocket Mortgage FieldHouse (NBA's Cavs), Progressive Field (MLB's Guardians)

**Size:**

59'-3" H x 74'-4" W

**OOH IMPs 18+ Wkly:**

30,977

**Latitude:**

41.500077

**Illumination:**

No

**Longitude:**

-81.697019

**Restrictions:**

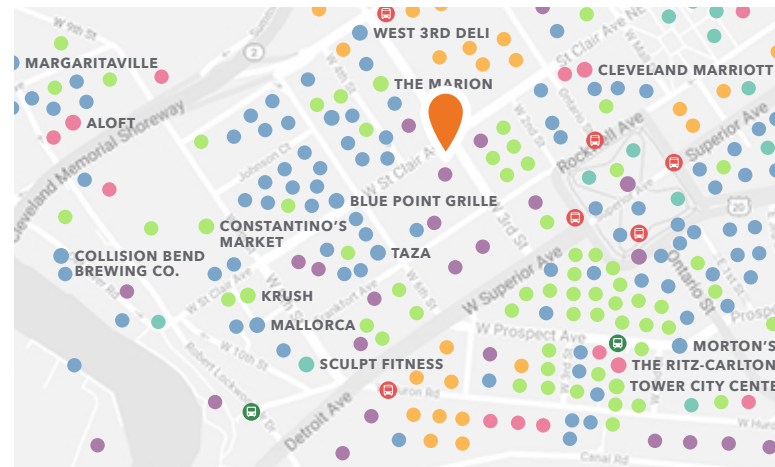
See Sales Representative

**Facing:**

West

**Neighborhood:**

Downtown/Warehouse District



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.



# PLAYHOUSE SQUARE

## PERFORMING ARTS, REVIVED

With a mission to present and produce a wide variety of quality performing arts, advance arts education and create a community that is superior for entertainment, business and residential living, this not-for-profit performing arts center is one of Cleveland's most prominent destinations. Playhouse Square is the largest performing arts center outside of New York City and attracts over one million guests per year. This collection of ten performance spaces, including five theaters restored to their original 1920s elegance, hosts more than one thousand annual events. Depending on the day, sidewalks fill with fans of everything from touring Broadway shows, concerts, comedy, opera, dance, and children's programming. Orange Barrel Media has digital assets that reach the vibrant Playhouse Square area, allowing marketers to connect with all aspects of Cleveland's premier entertainment/arts district and its one million annual visitors.





# PLAYHOUSE SQUARE

PERFORMING ARTS, REVIVED

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

## Major Area Attractions

### Mimi Ohio Theatre

This iconic venue had its opening night in 1921, with a frescoed ceiling, Corinthian columns and three large murals that have all since been re-created to honor the theatre's historic and elaborate beauty.

### KeyBank State Theatre

As the first and largest of the Playhouse Square theaters to be constructed, today it presents musical extravaganzas such as *Disney's The Lion King* and *Phantom of the Opera*.

### Hanna Theatre

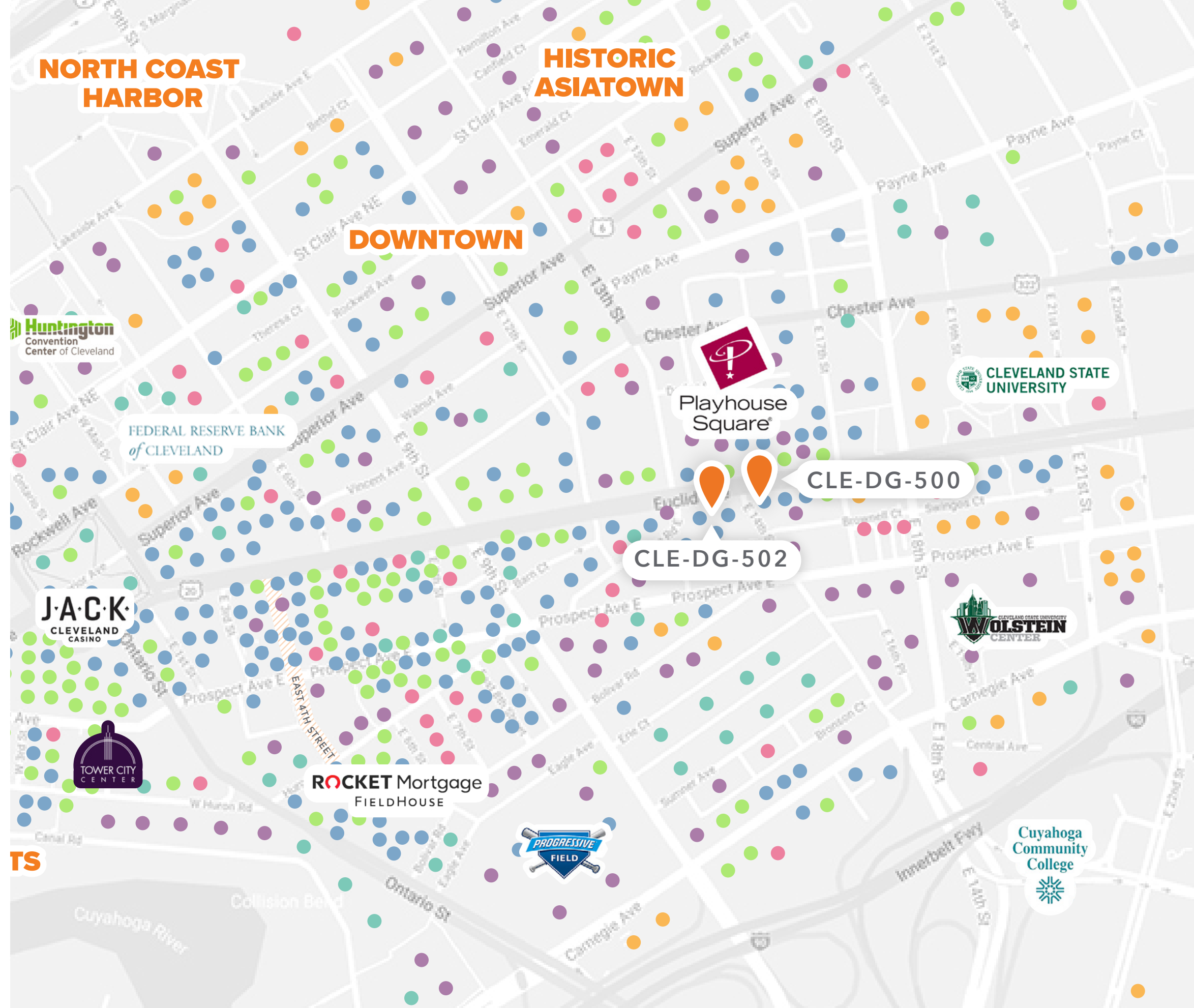
Today it's the main performance base for Great Lakes Theater, but this gorgeous venue has a rich history of hosting stage and film luminaries including Al Jolson, Katherine Hepburn and Henry Fonda.

### Kennedy's Cabaret

Unique to Playhouse Square, the intimate Kennedy's Cabaret plays host to a variety of one-man shows, plays and other cabaret entertainment while maintaining its original 1920s ambiance.

### Outcalt Theatre

As one of only three such theater spaces in the country, Outcalt Theatre can be reconfigured to present events in Thrust, Arena, End-Stage or Runway modes providing tremendous adaptability.





# CLE-DG-500

## DIGITAL TICKER

Corner of Euclid Ave and E 14th

- Digital ticker wrapping the corner of East 14th Street and Euclid Avenue in the heart of the Playhouse Square Theater District, the country's second largest performing arts center
- A universal read to all lanes of traffic, as over 1 million annual visitors make their way to the theatres, restaurants, bars, and cafes packed into Playhouse Square
- Situated across from Star Plaza and the Allen Theatre, the ticker is adjacent to other galleries and theatres in this bustling area

### Size:

3' H x 95' W

### Latitude:

41.50081

### Longitude:

-81.6815

### Facing:

North/West

### Wkly IMPs 18+

for 7.5MPH:

338,697

### Illumination:

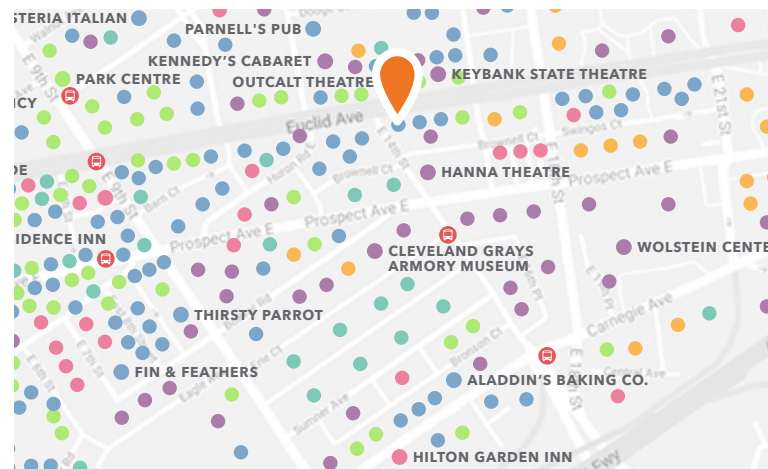
Yes

### Restrictions:

See Sales Representative

### Neighborhood:

Downtown / Theatre District



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.



# CLE-DG-502

## DIGITAL STYLON

On Star Plaza

- Digital stylon towers over 20 feet in the air at the corner of East 14th Street and Euclid Avenue in the vibrant Playhouse Square Theater District, the country's second largest performing arts center
- A universal read to all lanes of traffic, as over 1 million annual visitors make their way to the theatres, restaurants, bars, and cafes packed into Playhouse Square
- Placed in the heart of Playhouse Square, the stylon is across from the Cleveland State University Art Gallery and adjacent to other galleries and theaters in this bustling area

**Size:**  
23' digital screen

**Wkly IMPs 18+  
for 7.5MPH:**  
98,907

**Latitude:**  
41.500729

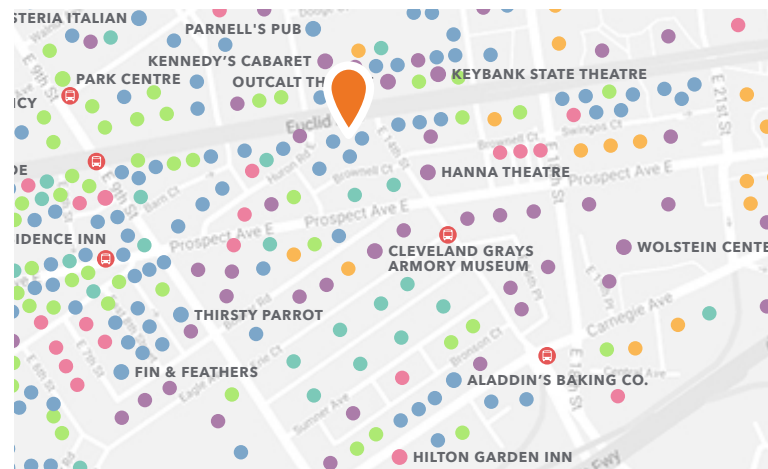
**Illumination:**  
Yes

**Longitude:**  
-81.682147

**Restrictions:**  
See Sales Representative

**Facing:**  
East and West

**Neighborhood:**  
Downtown / Theatre District



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## THANK YOU

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