



AMERICAN
ELECTRIC
POWER



Portraits
Shot on iPhone

ORANGE BARREL MEDIA

ORANGE BARREL | MEDIA™

COLUMBUS, OH

MARKET KIT

COLUMBUS OHIO

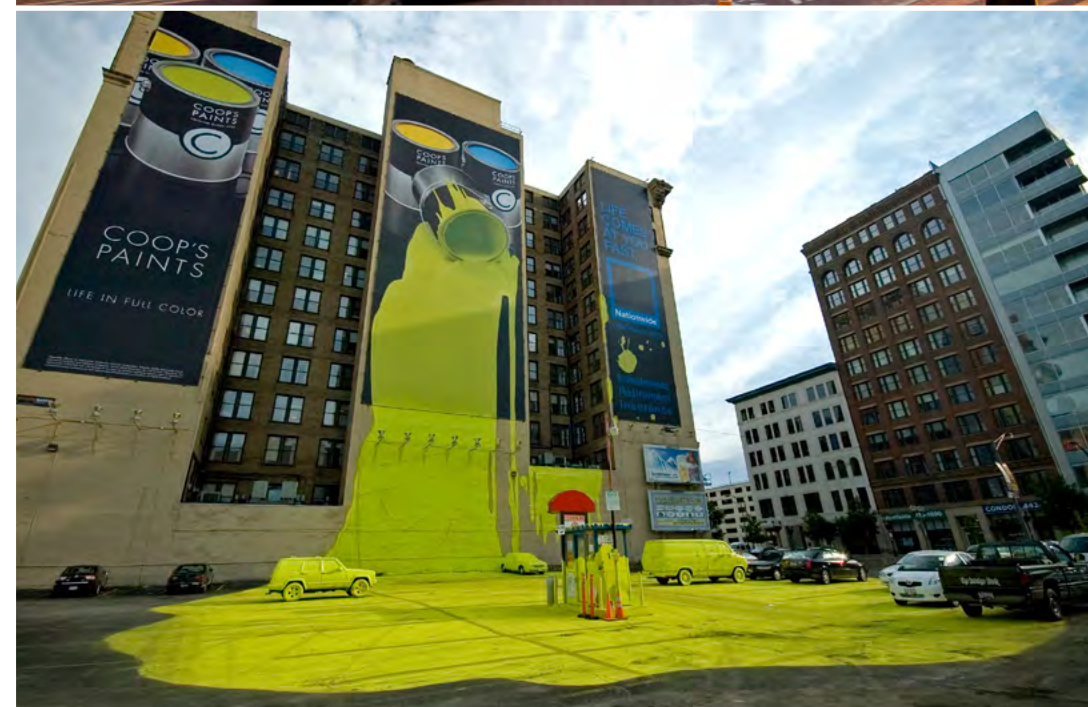
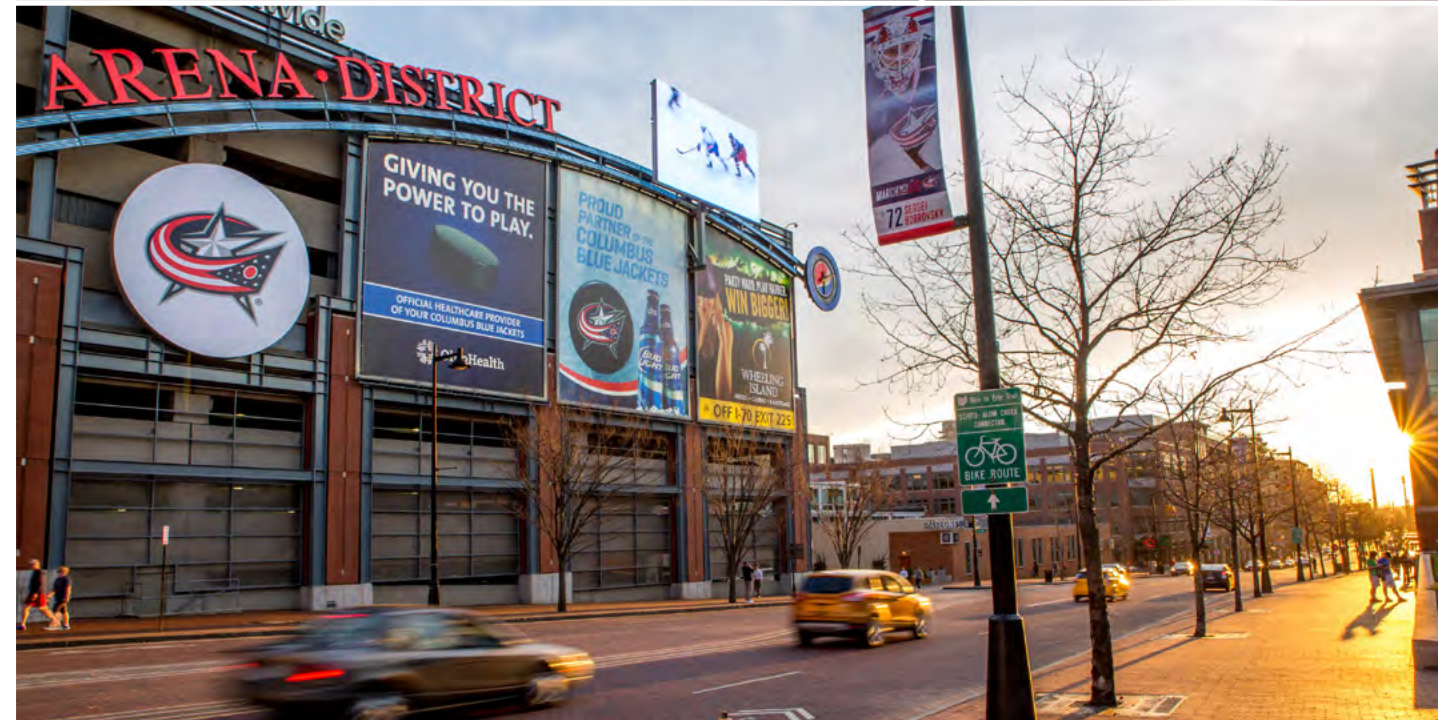
DOWNTOWN
ARENA DISTRICT
OHIO STATE CAMPUS
315/670 INTERCHANGE

DMA RANKING: 32ND

Available Assets: Digital, Wallscapes, Kiosks, Custom Programs

Ohio's capital is booming, and not just in population. Full of diverse neighborhoods, a critically acclaimed food scene and top-ranked attractions, Columbus is thriving with a vibrant new energy. As all of the various neighborhoods are bursting with new places to eat, drink, and shop, artists are shaping many areas of the city into dynamic places to explore. Columbus is home to a wide range of attractions, with everything from COSI, the nationally known science center, to the Columbus Museum of Art, and the renowned Ohio State University. This progressive and creative-minded destination truly offers something for everyone.

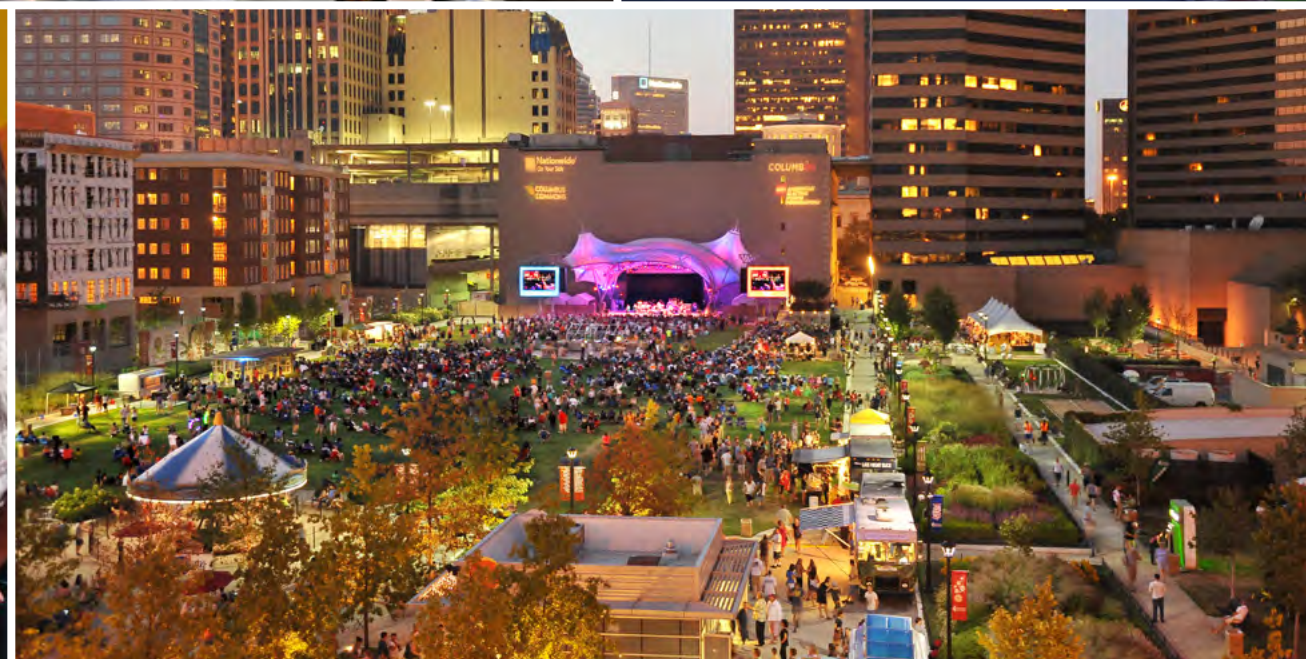
OBM pioneered the wallscape medium in Columbus. Today, we have more than 90% market share of non-traditional out-of-home in the city, with properties ranging from 20,000-square-foot Downtown wallscape to a landmark full-motion digital spectacular at Broad & High. Orange Barrel Media has the assets and locations your brand needs to be seen and remembered by this unique Midwest audience.



DOWNTOWN

THE VIBRANT, URBAN CORE

Downtown Columbus is a buzz of activity at all times of the day. There's a rich culture that lies within its urban alleys, from the Scioto Mile Riverfront that runs along the Downtown area, to the beautiful Columbus Commons that lights up during summer concert season. As a thriving business district, Downtown Columbus is home to several corporate headquarters including Nationwide Insurance, Huntington Bank, American Electric Power, and OhioHealth. Also in this Downtown district are major attractions such as COSI, the nationally known science center, and the Columbus Museum of Art. This midwestern metropolis offers something for everyone with its world-class dining, beautiful waterfront, and several notable theaters. Orange Barrel Media pioneered out-of-home advertising in Downtown Columbus, so these striking wallsapes and iconic Broad & High digital connect marketers with Ohio's capital city in the most prominent way possible.



DOWNTOWN

THE VIBRANT, URBAN CORE

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

Major Area Attractions

COSI

This nationally recognized hands-on science museum and research center is a dynamic establishment designed to inspire and educate.

Columbus College of Art & Design

As one of the oldest private art and design colleges in the country, CCAD proudly equips students to shape culture and business.

Columbus Museum of Art

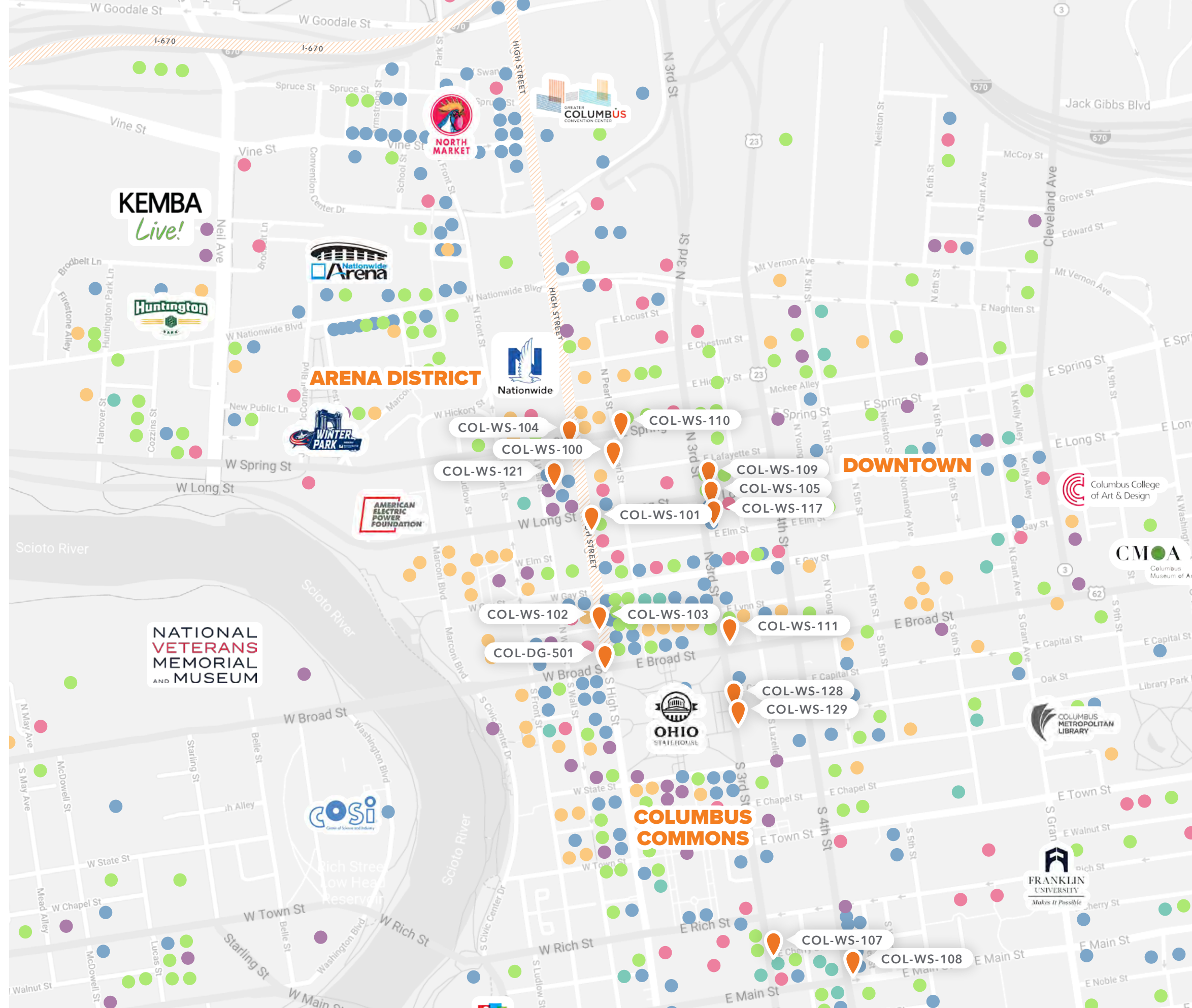
With a vision to connect people and art, CMA's collection includes outstanding late nineteenth & early twentieth-century modern art.

Nationwide Arena

Home of NHL's Columbus Blue Jackets, this 20,000-seat arena is also a venue for concerts and events year-round.

Columbus Commons

Directly behind the historic Ohio Theatre, this green space serves as an outdoor concert venue for the annual Picnic with the Pops series, a food truck depot, and a popular spot for family and fitness events.



COL-DG-501

DIGITAL SPECTACULAR

Broad & High St

- This full-motion digital spectacular at Broad & High dominates the bustling intersection of the two main arteries in Columbus directly across from the Statehouse surrounded by high-rise offices, trendy restaurants, coffee shops, retail, bars, and theatres
- Long right-hand read to northbound traffic heading to Arena District's Nationwide Arena (NHL's Blue Jackets) and Lower.com Field (MLS's Crew), the Short North Arts District, and OSU, as well as an eastbound read to constant traffic from popular destinations COSI, Scioto Mile, and National Veterans Memorial and Museum
- Located within one block of premier venues for Broadway shows, BalletMet, Columbus Symphony Orchestra, and other live performances at the Palace Theatre, Ohio Theatre, Riffe Center Theatre Complex, and Columbus Commons

Size:

Top: 14' x 48"

Bottom: 4'-9" x 38'-10"

Wkly IMPs 18+

for 10MPH:

195,388

Latitude:

39.962416

Illumination:

Yes

Longitude:

-83.000503

Restrictions:

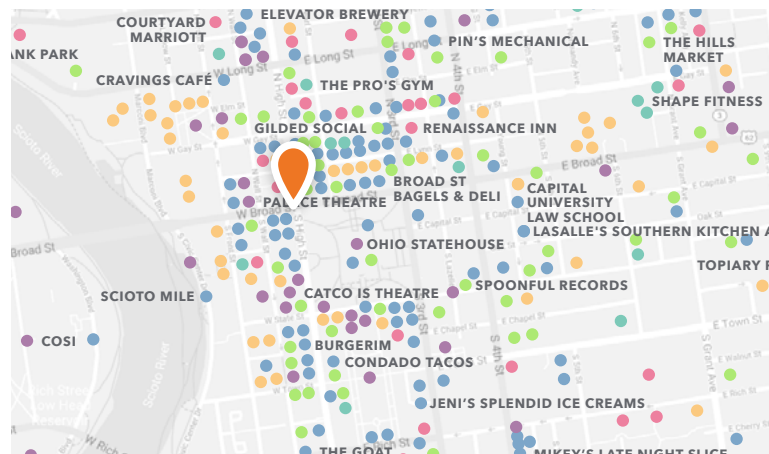
See Sales Representative

Facing:

South

Neighborhood:

Downtown / Capitol Square



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.

COL-WS-100

WALLSCAPE

High St between Long St and Spring St

- This towering wallscape demonstrates the power of innovative and creative outdoor advertising, as this property has been the canvas for several internationally recognized spectaculars and installations
- Visible from High, Spring and Third Streets, it is visible to most downtown and Capitol Square commuters
- Visible to traffic heading either direction on Columbus' primary east/west freeway 670
- With its size and location, the wallscape has additional exposure to planes landing and departing the Columbus International Airport, contributing to the worldwide attention previous spectaculars have received

Size:

3 panels total almost 12,000 sq. ft. in size, and reach a total height of 175'

OOH IMPs 18+ Wkly:

300,225

Illumination:

Yes

Restrictions:

See Sales Representative

Neighborhood:

Downtown

Latitude:

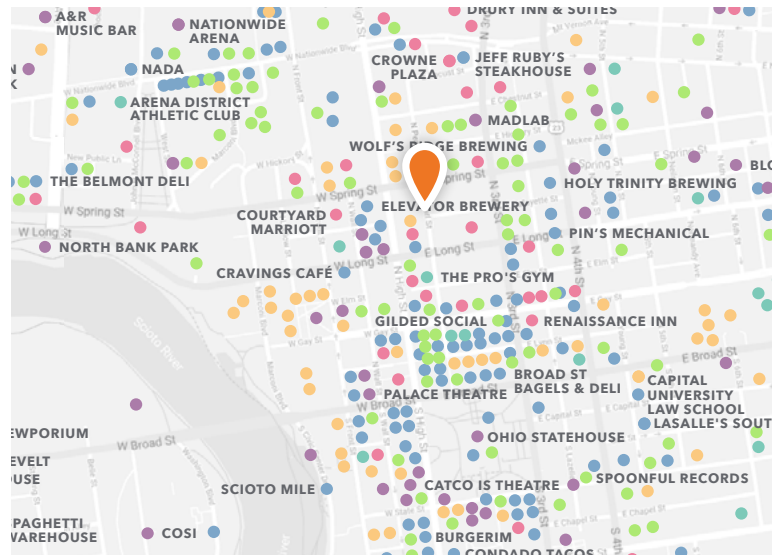
39.965315

Longitude:

-83.000454

Facing:

North



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.

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OBM

COL-WS-101

WALLSCAPE

High St between Gay St and Long St

- With great visibility to Capitol Square and traffic northbound on downtown's busy High Street, this large vertical wallscape reaches a significant audience
- Six story wallscape has a prominent display to Columbus' business, government, law and media professionals at Capitol Square
- Extended head-on read to vehicular traffic headed northbound on High St, as the primary route heading north from Downtown, German Village and the Brewery District
- Displays to significant vehicular traffic: commuters heading home to the neighboring affluent suburbs of Upper Arlington and Grandview; to audiences headed to the Arena District for a mix of entertainment, events at the Nationwide Arena and abundant nightlife options; and to the Short North for art galleries, boutiques, dining and trendy nightlife

Size:
90'-6" x 45'-3"

OOH IMPs 18+ Wkly:
119,515

Latitude:
39.964532

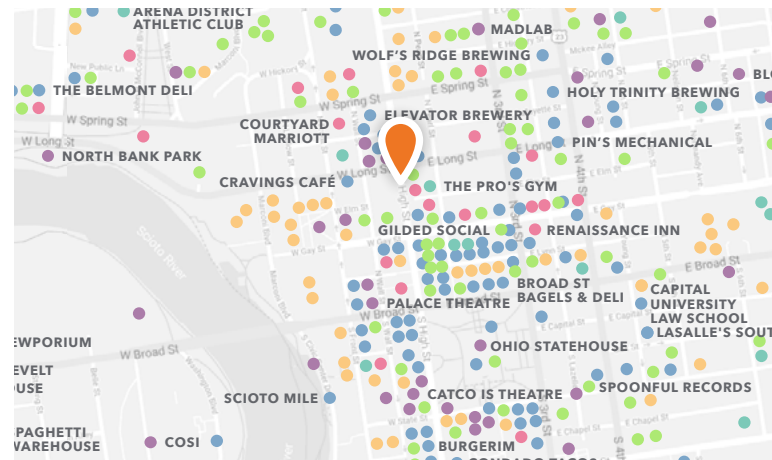
Illumination:
No

Longitude:
-83.000827

Restrictions:
See Sales Representative

Facing:
South

Neighborhood:
Downtown



[Click here to view this exceptional wallscape](#)

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.

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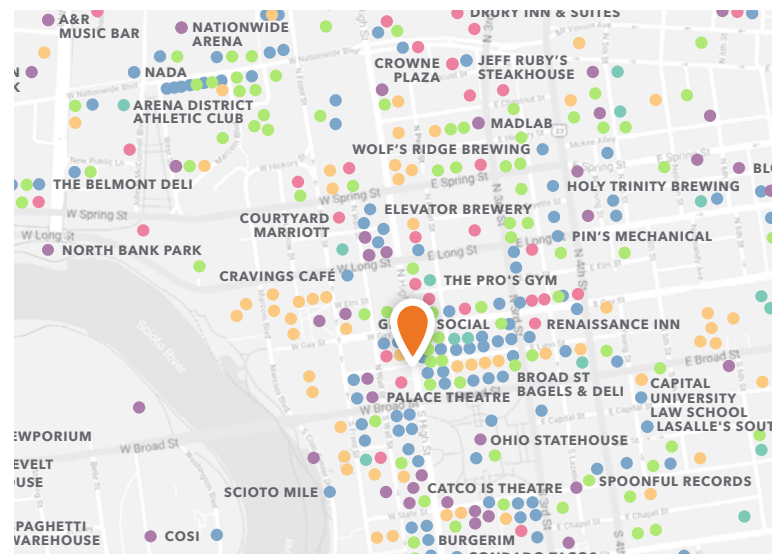
COL-WS-102

WALLSCAPE

High St just south of Gay St

- Provides the opportunity to make a powerful visual campaign statement in the heart of Columbus' Downtown
- Facing north to traffic headed to the Statehouse and the surrounding buildings on Capitol Square, the unit displays to Ohio's government, law, media and business professionals
- The wallscape sits perched above High Street, a primary route to a number of the city's entertainment districts
- Faces traffic heading southbound into the Brewery District, for dining experiences and the best brew pubs the city has to offer, and to German Village, full of renovated historic brick homes, cobblestoned streets, and traditional taverns

Size: 33' x 20'	OOH IMPs 18+ Wkly: 52,142
Latitude: 39.963186	Illumination: No
Longitude: -83.000618	Restrictions: See Sales Representative
Facing: North	Neighborhood: Downtown / Capitol Square



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.

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COL-WS-103

WALLSCAPE

High St just north of Broad St

- Vertical wallscape provides the opportunity to make a powerful visual campaign statement in the heart of Columbus' downtown
- Facing south, this unit has strong visibility to Capitol Square, center to the media, business, government, and law professionals of Ohio
- High Street is a primary route to a number of popular entertainment districts in the city, and the wallscape displays to those headed northbound to the Arena District for a Clippers or Blue Jackets game and its mix of restaurants and nightclubs, and the Short North with its galleries, boutiques, one of a kind eateries and classic taverns

Size:
33' x 20'

Latitude:
39.963078

Longitude:
-83.0006

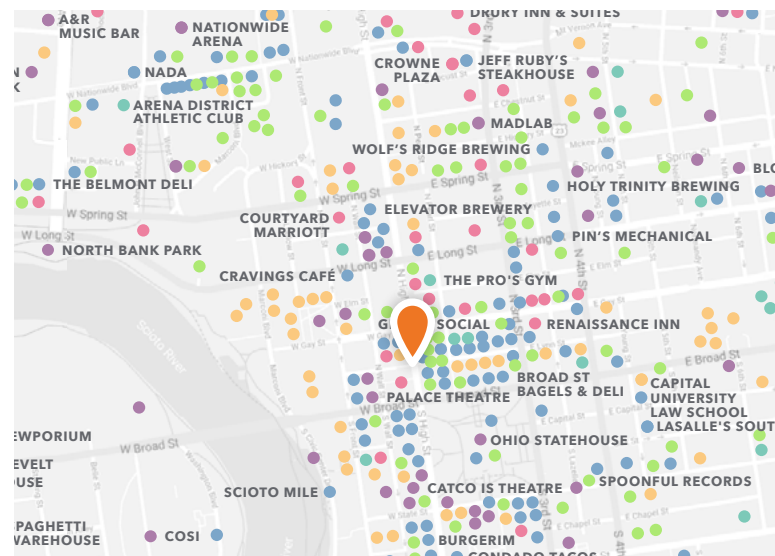
Facing:
South

OOH IMPs 18+ Wkly:
71,436

Illumination:
No

Restrictions:
See Sales Representative

Neighborhood:
Downtown / Capitol Square



[Click here to view this wallscape's full impact](#)

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.

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COL-WS-104

WALLSCAPE

High St between Long and Spring St

- Stretching seven floors with a clear head-on sightline, this iconic unit has a mile long read to traffic headed south on High Street
- Just south of Long Street, the primary downtown commute route from the affluent suburbs of Upper Arlington, Worthington and Grandview, the unit reaches this desirable professional audience as they turn south on High Street towards Capitol Square, central Ohio's business, government, law and media epicenter
- The size and visibility of this display allows for ambitious and artistic spectaculars, having been home to some of Columbus' most talked of and impactful campaigns

Size:
80' x 20'

OOH IMPs 18+ Wkly:
101,556

Latitude:
39.965473

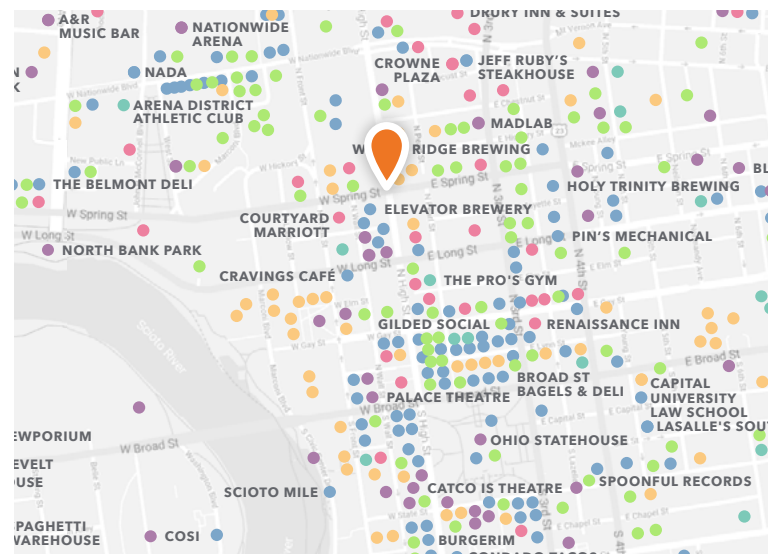
Longitude:
-83.001541

Facing:
North

Illumination:
No

Restrictions:
See Sales Representative

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.

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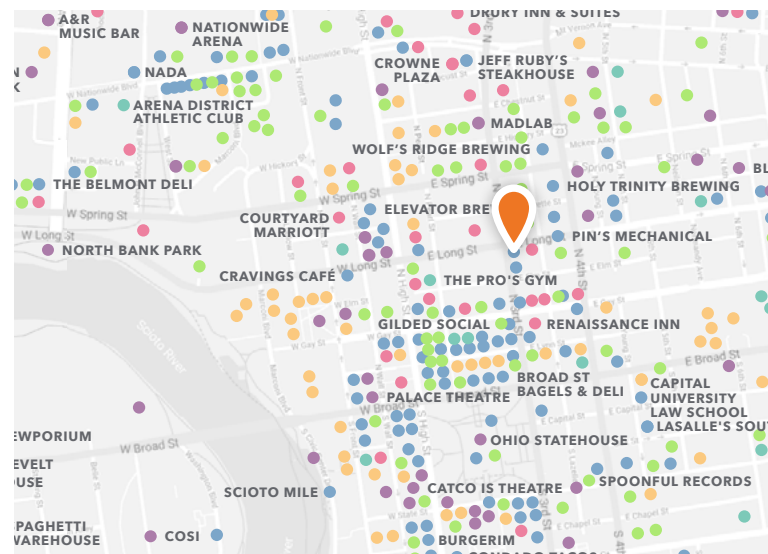
COL-WS-105

WALLSCAPE

Corner of N Third St and Long St

- This towering wallscape has an extended head-on read to traffic on downtown Columbus' most traveled road
- Nearly seven stories tall with an unobstructed view for six blocks, this commanding unit is one of Columbus' most powerful, displaying to Downtown commuters
- Third Street delivers visitors from the airport to downtown's premier conference centers and hotels, Renaissance Columbus Downtown and Hyatt on Capitol Square
- The unit displays to traffic headed to German Village, beloved for its cobblestoned streets, historic one of a kind homes, and dining favorites Katzinger's and Lindey's; and the Brewery District, with its luxury condominiums, live music, and spectacular brew pubs

Size: 76' x 26'	OOH IMPs 18+ Wkly: 277,762
Latitude: 39.96486	Illumination: Yes
Longitude: -82.998199	Restrictions: See Sales Representative
Facing: North	Neighborhood: Downtown



[Click here to see a video of this wallscape](#)

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.

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COL-WS-107

WALLSCAPE

S Third St just north of Main St

- This large wallscape reaches a significant vehicular audience traveling on downtown Columbus' primary southbound arterial
- Just south of Capitol Square- home to the Statehouse and offices occupied by Columbus' preeminent business, media and law entities
- This unit is passed as downtown's professional use this busy route to reach Route 315 and Interstates 70 and 71, major routes to reach the surrounding affluent suburbs
- The wallscape is also the last outdoor advertising to reach audiences headed to German Village and the Brewery District

Size:
20'-6" x 28'-7"

OOH IMPs 18+ Wkly:
145,674

Latitude:
39.956825

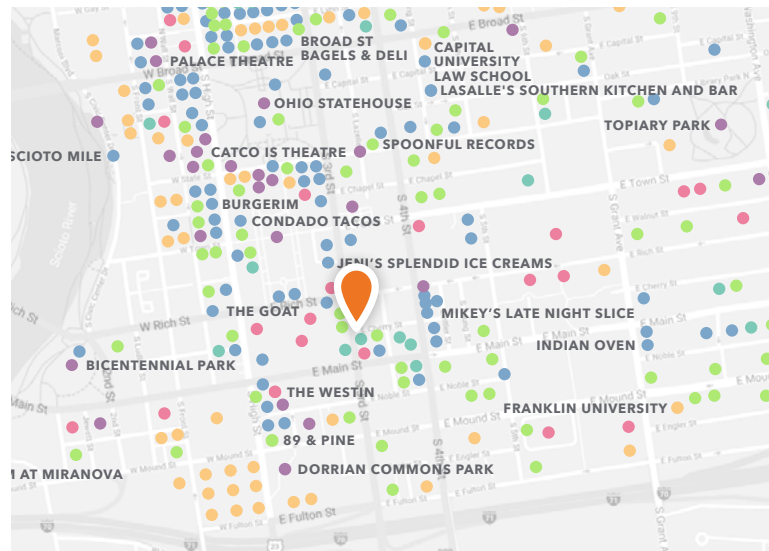
Illumination:
Yes

Longitude:
-82.996683

Restrictions:
See Sales Representative

Facing:
North

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.

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COL-WS-108

WALLSCAPE

Corner of S Fourth St and Main St

- This giant horizontal wallscape has an incredibly long head-on read for the significant traffic of downtown's primary northbound arterial, Fourth Street
- Fourth Street is the primary route in the city from German Village, and for traffic traveling into the city by way of the major Interstates 70 & 71
- With an unobstructed view all the way from Fulton Street, where traffic enters Fourth from the interstates, the massive wallscape has a nearly quarter mile read for commuters headed to Capitol Square and its adjacent office spaces occupied by Central Ohio's business, government, media and law professionals

Size:
28'-6" x 113'-6"

OOH IMPs 18+ Wkly:
198,015

Latitude:
39.957109

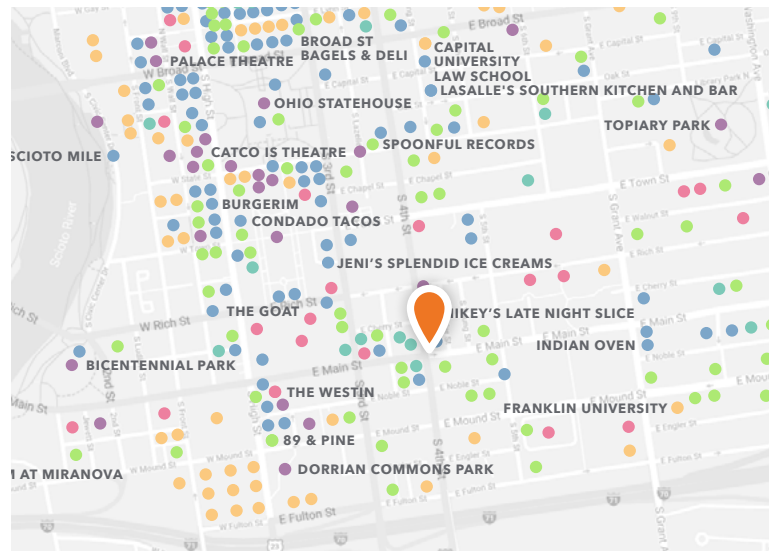
Illumination:
Yes

Longitude:
-82.994806

Restrictions:
See Sales Representative

Facing:
South

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.

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OBM

COL-WS-109

WALLSCAPE

Corner of N Third St and Long St

- This gigantic mural stretches an entire city block on downtown Columbus' primary southbound arterial, providing a massive canvas for flexibility and creativity
- Displays to commuters heading to Capitol Square, including the Statehouse and offices housing the business, media, government and law professionals of Central Ohio
- Third Street, carries visitors from the airport to downtown's premier conference centers and hotels Renaissance Columbus Downtown and Hyatt on Capitol Square
- This primary thoroughfare carries traffic into German Village, characterized by cobblestoned streets, fine dining and historic one of a kind homes; and the Brewery District, with its luxury condominiums, live music, and brew pubs

Size:
35'-4" x 122'-4"

OOH IMPs 18+ Wkly:
218,344

Latitude:
39.965504

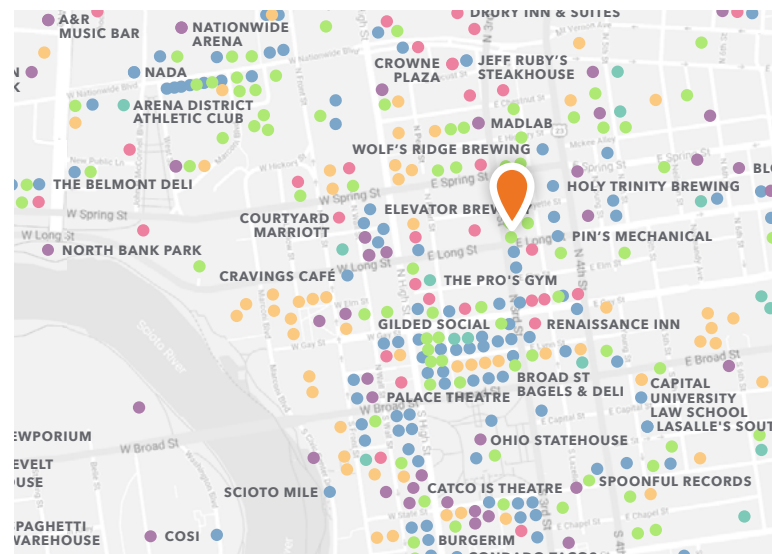
Illumination:
No

Longitude:
-82.999049

Restrictions:
See Sales Representative

Facing:
East

Neighborhood:
Downtown



[Click here to see the full impact of this wallscape](#)

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.

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OB|M

COL-WS-110

WALLSCAPE

Corner of N Third St and Spring St

- This huge canvas reaches traffic heading into Downtown on Third St and out of Downtown on Spring
- Provides impressive exposure to vehicular traffic using Third Street to reach German Village or the Brewery District
- The extended head-on read to traffic on Spring St reaches commuters headed home to the affluent neighborhoods of Grandview and Upper Arlington, as well as crowds headed to the Arena District or Short North
- Having already been home to some of Columbus' most iconic marketing campaigns, this unit has demonstrated the ability to create a second level of campaign exposure

Size:

Left: 19' H x 77'-3" W
Right: 73' H x 79'-2" W

OOH IMPs 18+ Wkly:

555,558

Latitude:

39.966759

Illumination:

Yes

Longitude:

-82.999406

Restrictions:

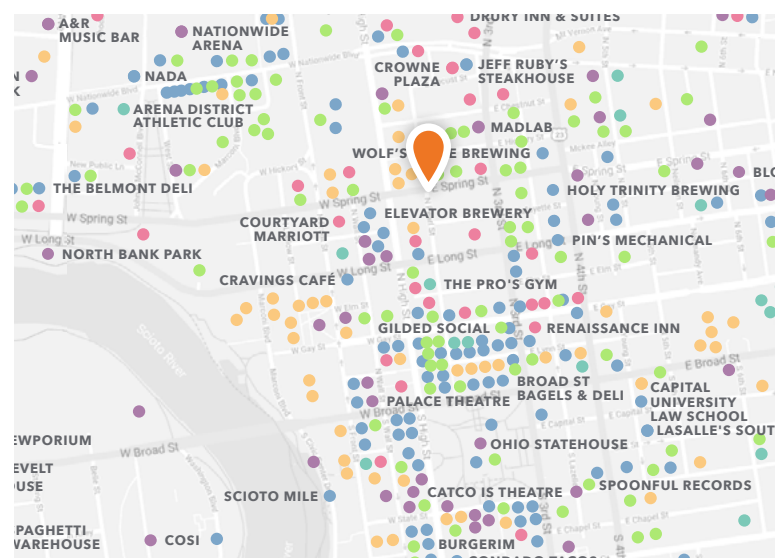
See Sales Representative

Facing:

East

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.

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COL-WS-111

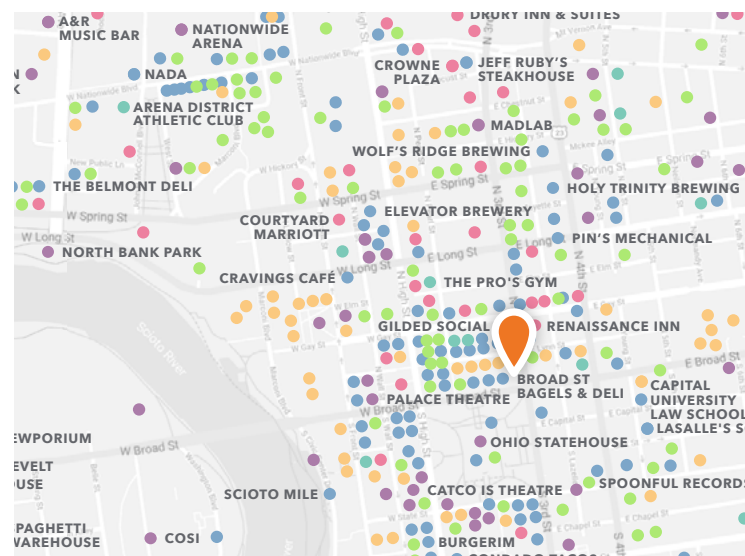
WALLSCAPE

Corner of Broad St and Third St

- This dominant eye-level wallscape catches the attention of Capitol Square's significant pedestrian audience
- Located at the northeast corner of Capitol Square, the wallscape is visible from the Statehouse and to the professionals heading to and from meetings at the neighboring buildings and downtown's premier hotels: Renaissance Columbus Downtown and Hyatt on Capitol Square

Size: 35' x 25"	OOH IMPs 18+ Wkly: 192,839
Latitude: 39.962961	Illumination: No
Longitude: -82.998791	Restrictions: Per the Columbus Graphics Plan, text and trademarks are limited to 15%
Facing: Northeast	Neighborhood: Downtown / Capitol Square

All creative must be submitted 15 working days before start date for property approval.



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.

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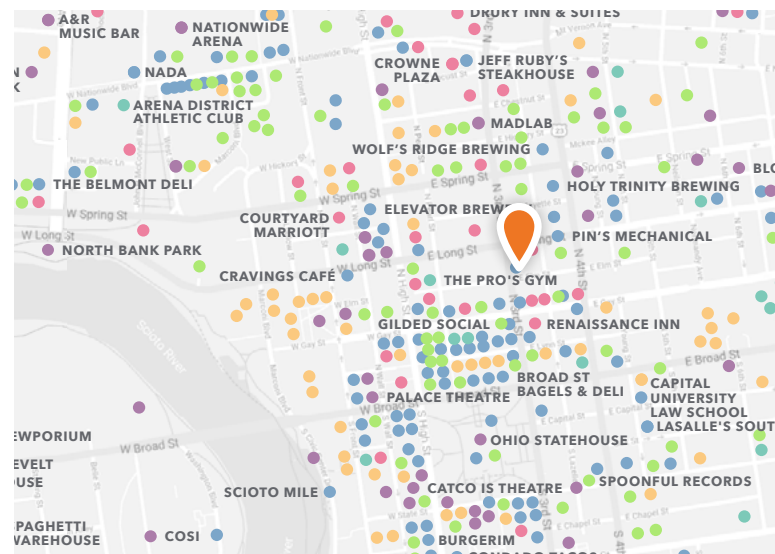
COL-WS-117

WALLSCAPE

N Third Street just south of Elm St

- This vertical unit captures the attention of Downtown's most desirable audience, sitting at the corner of this bustling intersection
- Located on Downtown's primary southbound route, the unit reaches considerable traffic headed to Capitol Square, with the Statehouse and its neighboring office buildings
- The unit also reaches traffic heading for the neighborhoods of German Village and the Brewery District, favorites for their rustic atmosphere, eclectic dining options, and unique mix of classic taverns and modern nightlife
- With the large, affluent and trendsetting audience at this vibrant corner, this impressive wallscape provides maximum impact in the heart of Downtown

Size: 61' 6" x 15'	OOH IMPs 18+ Wkly: 186,797
Latitude: 39.964392	Illumination: No
Longitude: -82.998153	Restrictions: See Sales Representative
Facing: North	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.

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COL-WS-121

WALLSCAPE

Corner of Long St and Front St

- This large wallscape is the first thing Long Street's five lanes of inbound traffic see as they enter downtown
- Long St serves as the primary entry into Downtown and the Arena District from the neighboring affluent communities of Grandview and Upper Arlington, as well as traffic using 33, 315 and 670 from the suburbs of Dublin, Hilliard and Worthington
- With an extended right hand read to motorists and visible to the surrounding office buildings, this display reaches a significant downtown and Arena District audience of professionals and entertainment seekers

Size:
30' x 30'

OOH IMPs 18+ Wkly:
152,362

Latitude:
39.96463

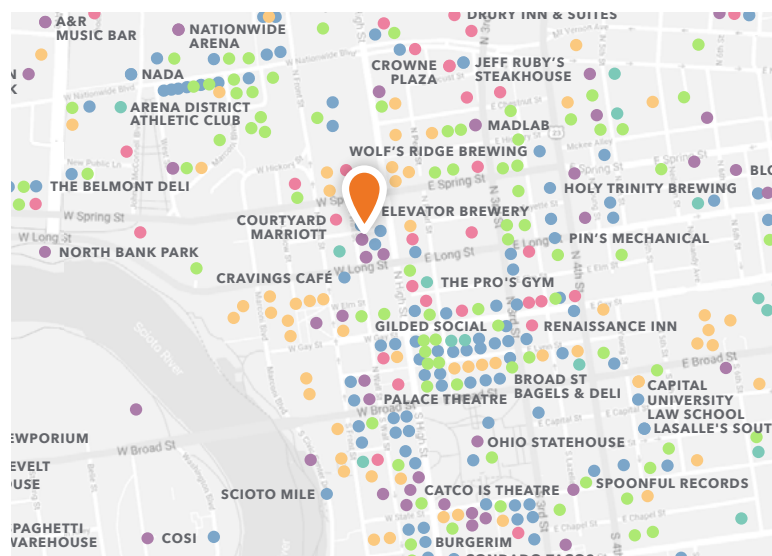
Illumination:
Yes

Longitude:
-83.00257

Restrictions:
See Sales Representative

Facing:
West

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.

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COL-WS-128

WALLSCAPE

Third St, south of Broad St

- Situated directly across the street from the Statehouse this wallscape captures both downtown pedestrian traffic as well as southbound traffic on Third Street
- Every year one of the biggest running events in the nation, the Columbus Marathon, takes over Third Street as part of the course
- This asset is visible from the Statehouse and to the professionals heading to and from meetings at the neighboring buildings and downtown's premier hotels: Renaissance Columbus Downtown and Hyatt on Capitol Square

Size:
27' x 30'

OOH IMPs 18+ Wkly:
126,367

Latitude:
39.961105

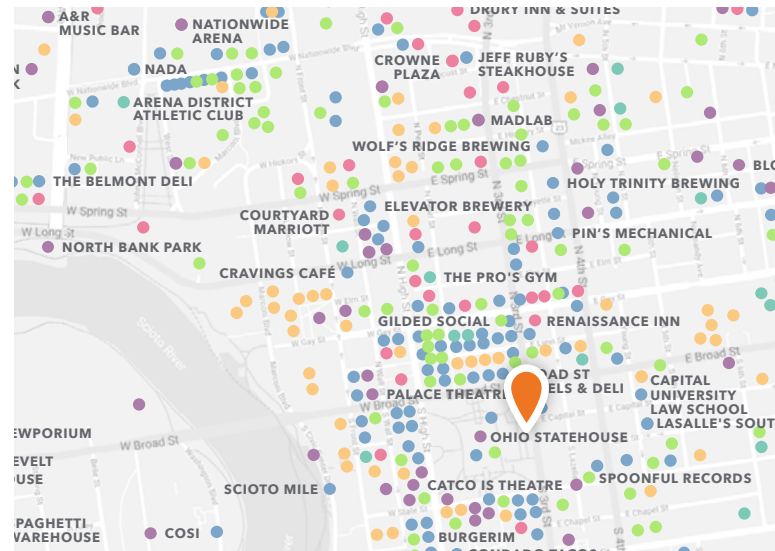
Illumination:
Yes

Longitude:
-82.997493

Restrictions:
See Sales Representative

Facing:
North

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.

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COL-WS-129

WALLSCAPE

4th Street North of E State Street

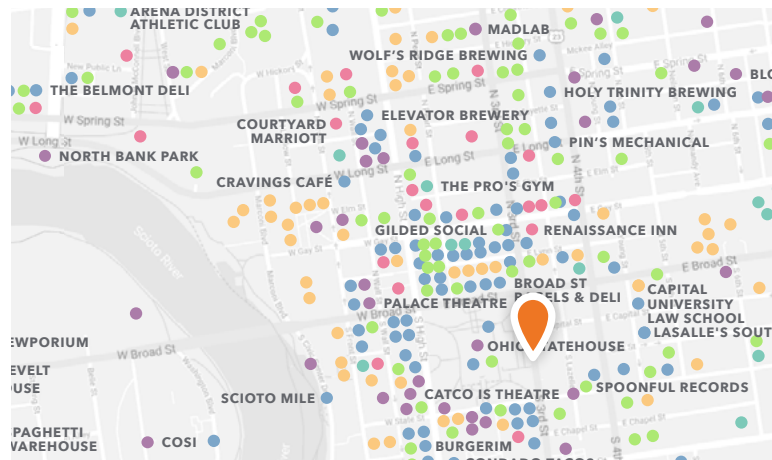
- 40-foot vertical wallscape viewable for several blocks with a left-hand read to 3 lanes of one-way traffic on 4th Street, the primary northbound artery running through Downtown
- Reaches traffic heading from German Village to Italian Village, two trendy Columbus neighborhoods separated by a stretch of Downtown that is home to favorite Columbus breweries like Wolf's Ridge and Elevator, along with popular restaurants and nightlife such as Hadley's, 16-Bit, and Pins Mechanical Co
- Located just a couple blocks from the Statehouse and Columbus Commons, a popular Downtown park surrounded by residential and office developments, this wall reaches Central Ohio's business, government, media and law professionals, as well as affluent residents within the Downtown area

Size:
41' x 16'-6" **OOH IMPs 18+ Wkly:**
165,593

Latitude:
39.961115 **Illumination:**
Yes

Longitude:
-82.99618 **Restrictions:**
See Sales Representative

Facing:
South **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.

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ARENA DISTRICT

THE ENTERTAINMENT HUB

As the premier entertainment district in downtown Columbus, the Arena District offers a unique experience with phenomenal dining, live entertainment, exciting sports teams, major community events, affordable hotels, and great residential living options. The Arena District's top destinations include Nationwide Arena, home of the Columbus Blue Jackets (NHL), Huntington Park where the Columbus Clippers play (AAA baseball), KEMBA Live! which features indoor and outdoor concerts, numerous hotels, an athletic club, and dozens of bars and restaurants. This bustling district offers activities for everyone, as one of the most popular neighborhoods in the city. Orange Barrel Media's Arena District assets are in the heart of all the activity, front-and-center to this Columbus audience. As an area frequented by locals and considered a must-see for visitors, these unique and iconic units show to a wide and highly engaged audience.



ARENA DISTRICT

OASIS OF ENTERTAINMENT

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

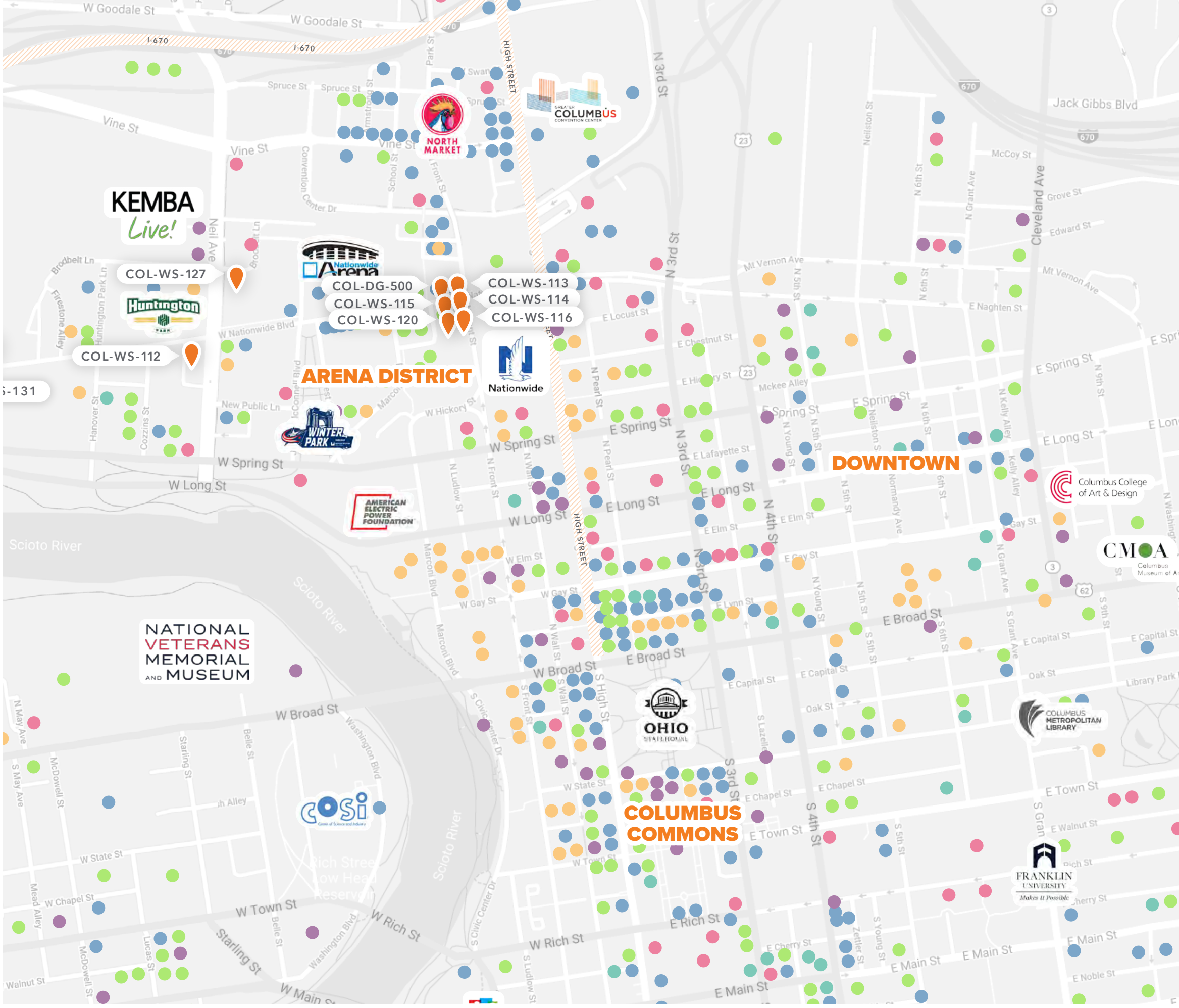
Major Area Attractions

Nationwide Arena
 This 20,000-seat, multi-purpose arena is the centerpiece of the Arena District and is the home of the National Hockey League's Columbus Blue Jackets, and also hosts a variety of other world-class entertainment events.

Greater Columbus Convention Center
 As the city's premier gathering place for conferences and events, this 1.8 million square foot modern Convention Center hosts the Columbus area's most notable events throughout the year and welcomes 2,500,000 annual visitors.

North Market
 A total of 35 merchants vend a wide variety of fresh, local, authentic food at Columbus' only public market, conveniently located in the heart of the Arena District.

KEMBA Live!
 As the first indoor and outdoor concert venue in America, this innovative destination entertains 300,000 people each year.



COL-DG-500

DIGITAL SPECTACULAR

Nationwide Blvd across from
Nationwide Arena

- Spectacular digital display featuring full color and sound greets drivers and pedestrians as they enter the vibrant Arena District
- North facing display is positioned along Nationwide Boulevard and Front Street reaching the Arena District's architectural, creative, law and insurance professionals and downtown business commuters
- At night, the District draws crowds headed for Blue Jackets and Clippers games, restaurants and the city's most energetic and diverse night life district
- From its position atop the Arena District's main parking garage and facing north, the display is visible throughout the Arena District and grabs the interest of the crowds headed into Nationwide Arena for Blue Jackets games, events, and concerts

Size:
16'-8" x 30'

Latitude:
39.96858

Longitude:
-83.004371

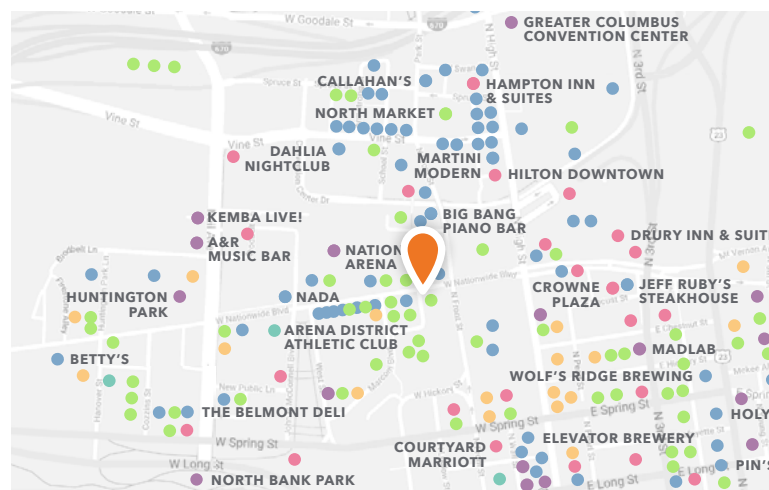
Facing:
North

**Wkly IMPs 18+
for 10MPH:**
156,061

Illumination:
Yes

Restrictions:
See Sales Representative

Neighborhood:
Arena 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.

COL-WS-112

WALLSCAPE

Neil Ave and New Public Lane

- Located at the intersection of Neil Avenue and Nationwide Boulevard, this unit reaches the professionals headed to the headquarters of Nationwide Insurance, Huntington National Bank and American Electric Power
- The area is home to more than just big business, with a densely packed collection of start ups, design firms, and information technology companies
- Known both for work and play, the Arena District is home to the Blue Jackets, Clippers, music venues and the city's hottest bars, all with visibility to this wallscape

Size:

31' x 70'

OOH IMPs 18+ Wkly:

71,859

Latitude:

39.966917

Illumination:

Yes

Longitude:

-83.010105

Restrictions:

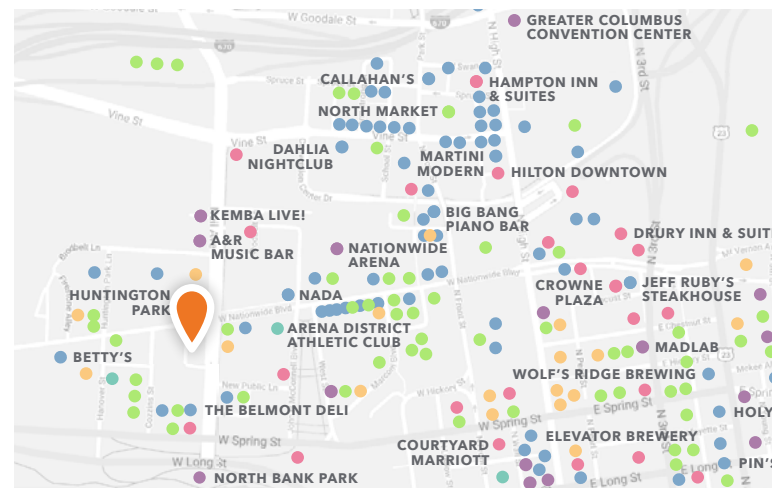
See Sales Representative

Facing:

North

Neighborhood:

Arena 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.

sales@obm.com (614) 294-4898

OBM

COL-WS-113

GARAGE WALLSCAPE

Nationwide Blvd across from
Nationwide Arena

- Directly facing the main entrance to Nationwide Arena, this display welcomes the crowds headed into hockey games, events and concerts
- Prominently positioned above street level, the displays also greet the crowds headed into the Arena District for its high end office spaces and its eclectic mix of dining and entertainment options

Size:
37'-3" x 31'-5"

OOH IMPs 18+ Wkly:
86,806

Latitude:
39.968565

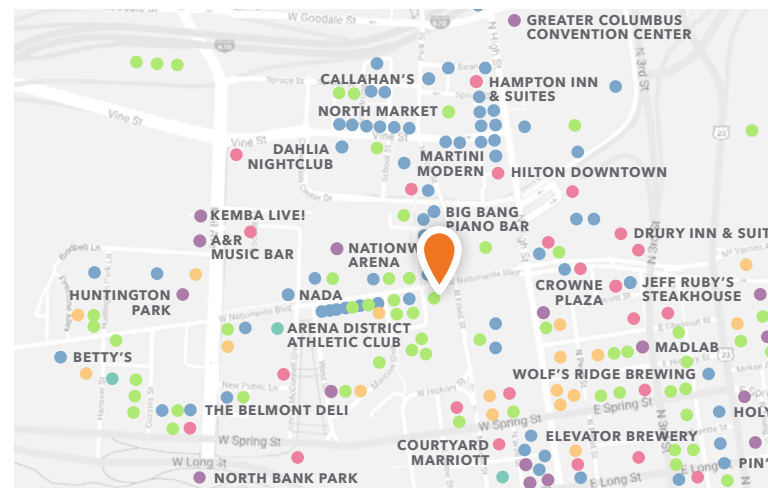
Illumination:
Yes

Longitude:
-83.004186

Restrictions:
See sales representative

Facing:
North

Neighborhood:
Arena 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.

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OBM

COL-WS-114

GARAGE WALLSCAPE

Nationwide Blvd across from
Nationwide Arena

- Directly facing the main entrance to Nationwide Arena, this display welcomes the crowds headed into hockey games, events and concerts
- Prominently positioned above street level, the displays also greet the crowds headed into the Arena District for its high end office spaces and its eclectic mix of dining and entertainment options

Size:
38'-6" x 31'-3"

Latitude:
39.968553

Longitude:
-83.004308

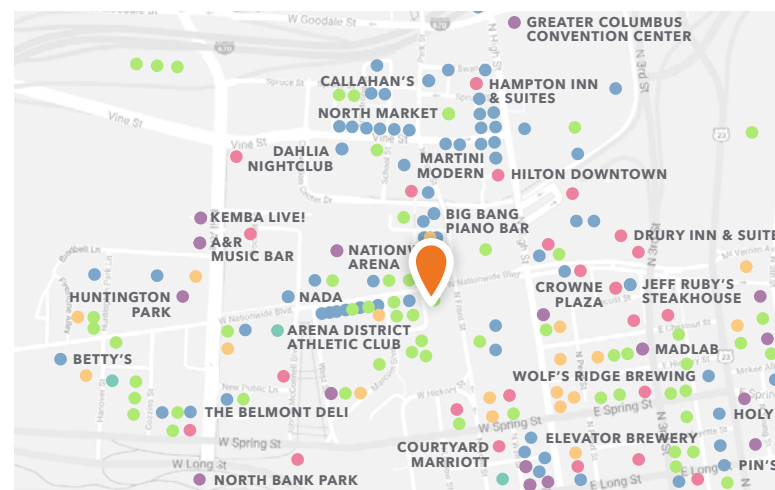
Facing:
North

OOH IMPs 18+ Wkly:
90,817

Illumination:
Yes

Restrictions:
See sales representative

Neighborhood:
Arena 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.

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OBM

COL-WS-115

GARAGE WALLSCAPE

Nationwide Blvd across from
Nationwide Arena

- Directly facing the main entrance to Nationwide Arena, this display welcomes the crowds headed into hockey games, events and concerts
- Prominently positioned above street level, the displays also greet the crowds headed into the Arena District for its high end office spaces and its eclectic mix of dining and entertainment options

Size:
37'-10" x 31'-3"

OOH IMPs 18+ Wkly:
90,666

Latitude:
39.968541

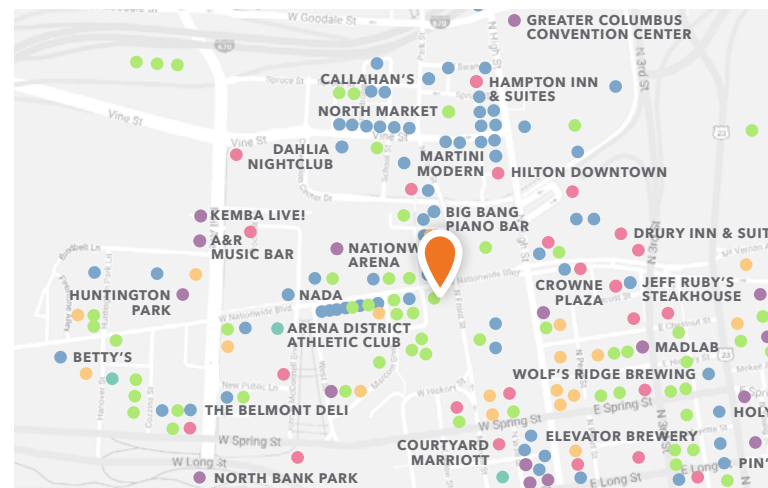
Illumination:
Yes

Longitude:
-83.00445

Restrictions:
See sales representative

Facing:
North

Neighborhood:
Arena 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.

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OBM

COL-WS-116

GARAGE WALLSCAPE

Nationwide Blvd and Front St

- Directly across the street from the main entrance to Nationwide Arena, this display welcomes the crowds headed into hockey games, events and concerts
- Prominently positioned above street level, the display also greets the crowds headed into the Arena District for its high end office spaces and its eclectic mix of dining and entertainment options
- In addition to reaching the Arena District's heavy pedestrian audience, from their position at the corner of Nationwide Boulevard and Front Street, the display reaches daily commuters headed into downtown Columbus

Size:
41'-8" x 30'

OOH IMPs 18+ Wkly:
66,370

Latitude:
39.968499

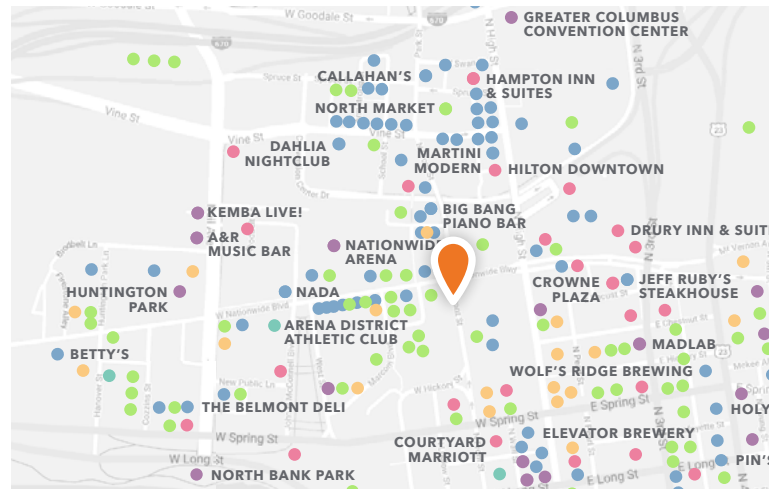
Longitude:
-83.003809

Facing:
East

Illumination:
Yes

Restrictions:
See sales representative

Neighborhood:
Arena 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.

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OBM

COL-WS-120

WALLSCAPE

Nationwide Blvd just west of Front St

- Positioned on the Nationwide Arena garage, the wallscape catches the best of professional and recreational markets in Columbus' bustling Arena District
- By day, the garage serves the employees of Nationwide Corporate Headquarters, and the professionals of the Arena District's premium office spaces
- By night, the garage serves the crowds headed to the Arena District for its unique mix of entertainment and nightlife
- Directly across from Nationwide Arena, the wallscape has a dominant display to crowds entering the arena for a Blue Jackets game, concerts and events, all within view of this large wallscape, prominently placed for maximum exposure

Size:

44' x 36'

OOH IMPs 18+ Wkly:

58,164

Latitude:

39.968474

Illumination:

No

Longitude:

-83.004488

Restrictions:

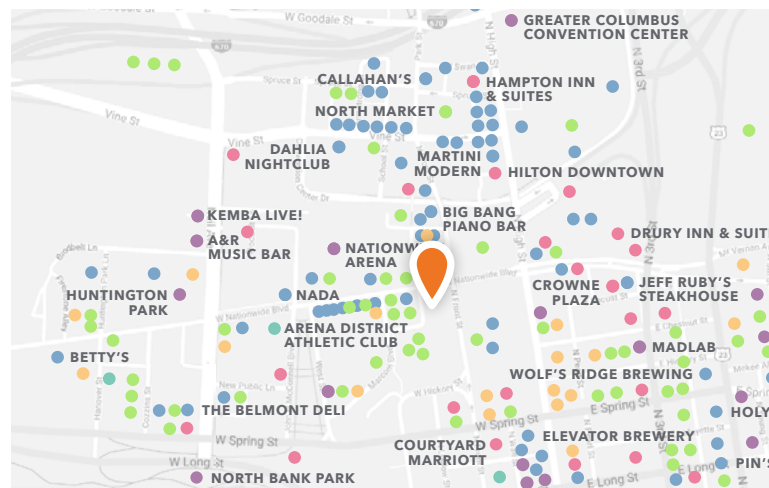
See sales representative

Facing:

East

Neighborhood:

Arena 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.

COL-WS-127

WALLSCAPE

Neil Ave just north of Nationwide Blvd

- The Arena District is the hottest entertainment district in Columbus, and this wallscape overlooks it all
- With the Columbus Blue Jackets, trendy clubs and bars, exciting music venues, and the Columbus Clippers, the Arena District is packed every night of the week
- This unit connects with a large, diverse and vibrant audience

Size:

36' x 26'

Latitude:

39.969071

Longitude:

-83.008554

Facing:

West

OOH IMPs 18+ Wkly:

147,381

Illumination:

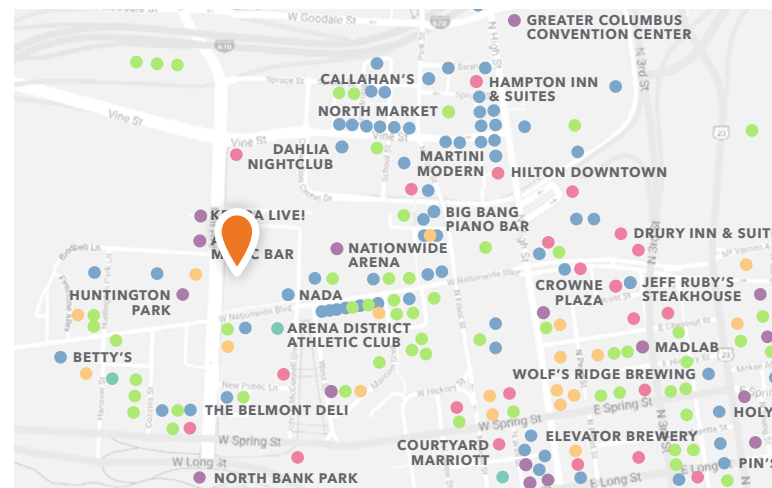
Yes

Restrictions:

See Sales Representative

Neighborhood:

Arena 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.

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OBM

COL-FS-300

KIOSKS

Various locations throughout the Arena District

- These backlit kiosks offer the opportunity to reach the Arena District's eclectic clientele of business professionals, sports fans, and entertainment seekers
- Strategically positioned throughout the District reaching pedestrian and automobile traffic, these kiosks reach all comers to the Arena District
- Connect with baseball fans headed into Huntington Park, music lovers headed into Kemba Live!, hockey fans going to Nationwide Arena, nightlife enthusiasts frequenting the bars and restaurants, or business professionals checking a kiosk for directions to their next business meeting
- Arena District Kiosks offer a visually stunning means to reach this diverse consumer population

Size:
94" x 29.25"

OOH IMPs 18+ Wkly:
19,720 *per panel average*

Latitude:
39.971322

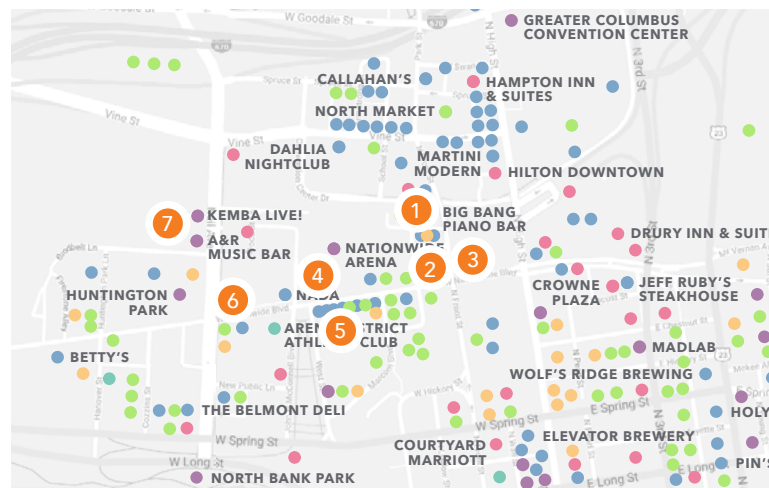
Illumination:
No

Longitude:
-83.004753

Restrictions:
See Sales Representative

Facing:
Various

Neighborhood:
Arena 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.

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OBM

COL-WS-131

WALLSCAPE

Nationwide Blvd across from
Lower.com Field

- Directly across from 20,000-seat Lower.com Field, this impactful wallscape calls to sports fans and event-goers as they gather in the Public Plaza and the Pub, plus as they stream out from the most used and expansive Southeast Gate
- Offers a head-on read to throngs of crowds exiting the stadium and reaches traffic going to/from parking, freeways, Downtown thoroughfares, and the densely packed area of restaurants, galleries, hotels, offices, and shops on the High St
- Known both for work and play, the Arena District is home to Blue Jackets hockey, Clippers baseball, Crew soccer, music venues, and the city's hottest bars

Size:
10'-9" x 21'-5"

OOH IMPs 18+ Wkly:
TBD

Latitude:
39.967546

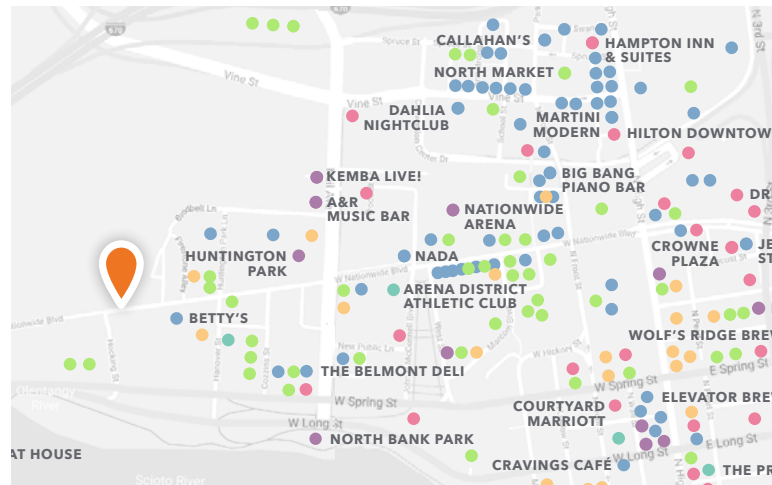
Illumination:
No

Longitude:
-83.014797

Restrictions:
See Sales Representative

Facing:
North

Neighborhood:
Arena 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.

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OBM

OHIO STATE CAMPUS UNIVERSITY DISTRICT

The Ohio State University has been a pillar of success for Columbus. The University's main campus is one the largest and most comprehensive in the country, with a total enrollment exceeding 66,000 students per year. As the best public university in Ohio and one of the nation's top-20, Ohio State is bursting with pride and achievement. It is further recognized by a top-rated academic medical center and a premier cancer hospital and research center. Orange Barrel Media's dominant presence on Ohio State's campus provides a front-and-center way to reach this unique student audience. As the only available wallscape on campus, the centrally located High St unit reaches an extremely wide range of students during the day while they are heading to classes and at night when they are drinking or dining on High St. Located directly east of Ohio Stadium, home of the Ohio State Buckeyes, the unit is also a can't-miss for anyone heading to the stadium for a game or concert.



OHIO STATE CAMPUS UNIVERSITY DISTRICT

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

Major Area Attractions

High Street

As the main drag that connects campus to the Short North and Downtown, High Street is packed with bars, restaurants, and shops for the Ohio State student population. Many upperclassmen choose to rent off-campus housing east of High Street, causing them to cross this bustling road for classes daily.

Ohio Stadium

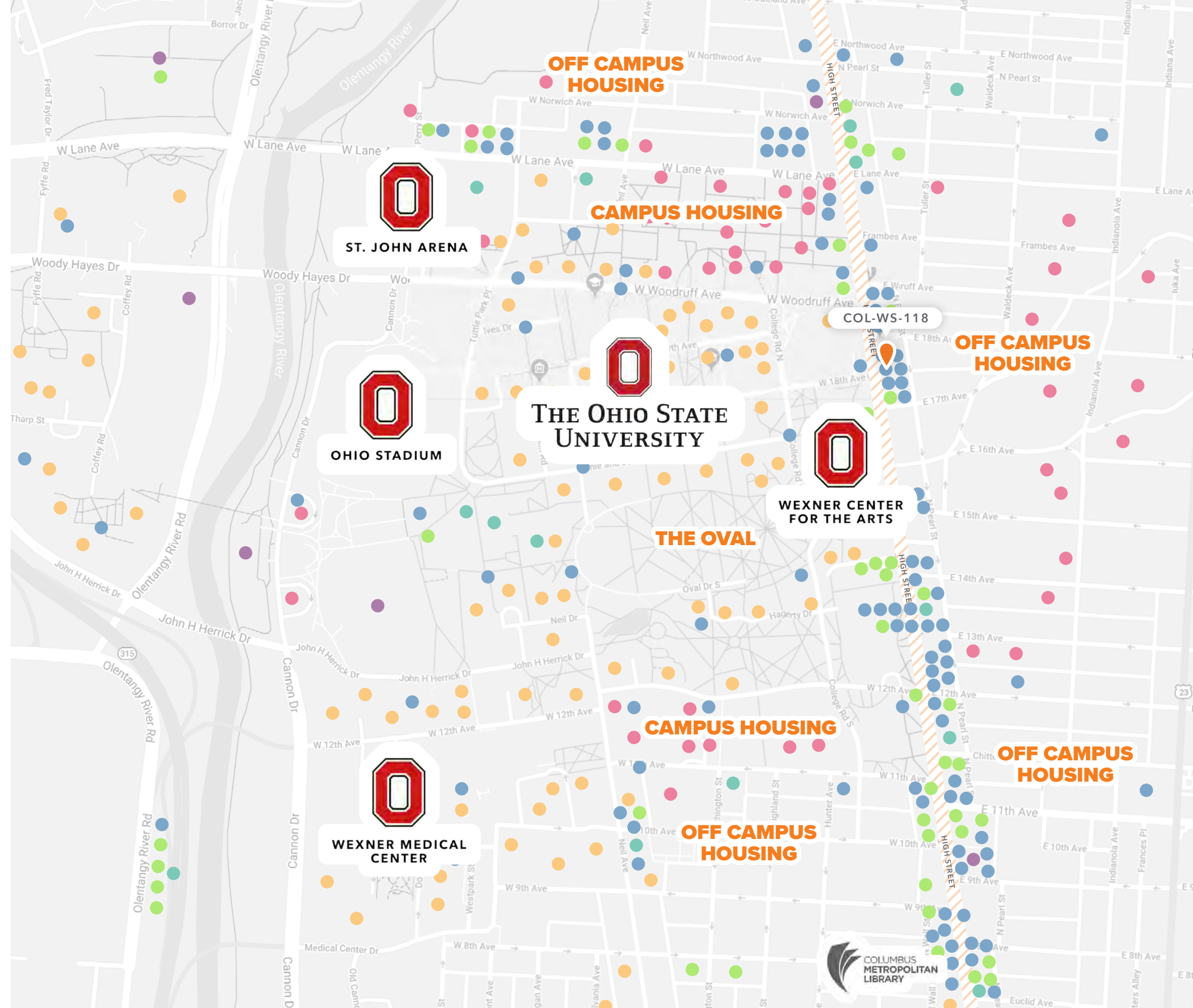
With room for nearly 105,000 people as the third-largest stadium in the country, Ohio Stadium brings in fans by the droves on game days. Outside of Buckeye games, this iconic venue also hosts some of the city's major concerts, such as the Buckeye Country Superfest in June, as well as various Ohio high school athletic championships. Ohio Stadium is directly east of Orange Barrel Media's campus asset, allowing for great exposure to anyone heading to the stadium after parking and tailgating east of High Street.

Wexner Center for the Arts

This unique venue is a lab and public gallery that showcases and celebrates contemporary art through exhibitions, screenings, performances, artist residencies, and educational programs. The Wexner Center for the Arts holds events and exhibitions year round, attracting the attention of the Columbus art community throughout all times of the year.

Ohio State University Wexner Medical Center

As one of America's top-ranked academic medical centers, the mission of the Wexner Medical Center is to improve people's lives through innovation in research, education and patient care. This top-rated center encompasses more than 100 buildings that house the most technologically advanced research, teaching, and patient care programs in the region.



COL-WS-118

WALLSCAPE

Ohio State Main Campus, High St

- This wallscape is located on US Route 23, the primary route through Columbus
- Centrally located on The Ohio State University's campus at 18th and High St, this unit is just blocks away from iconic college hotspots such as Ohio Stadium, Wexner Center for the Arts, and Newport Music Hall
- Whether students are heading to class, tailgating at Out-R-Inn for a big Buckeye game, or heading to Buckeye Donuts for a late night bite, they will see this unit
- This is the only wallscape on Ohio State's campus, and it is a sure way to reach a large and diverse crowd

Size:
16'-9" x 31'

OOH IMPs 18+ Wkly:
66,327

Latitude:
40.002709

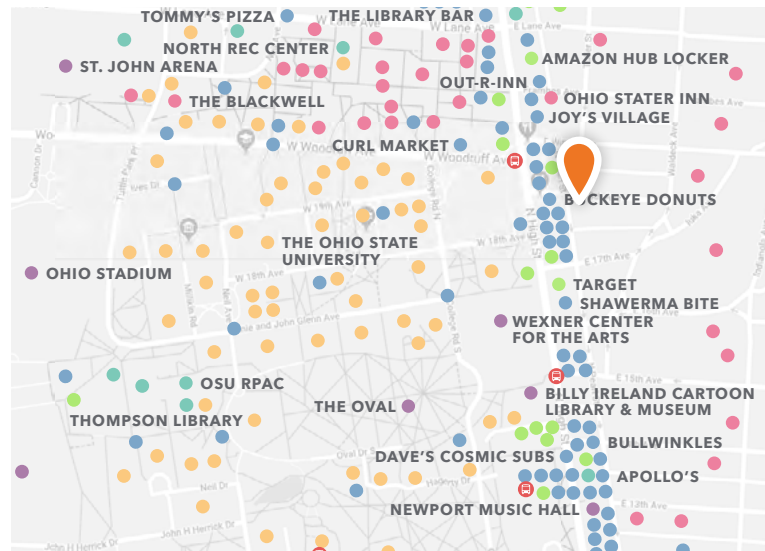
Illumination:
No

Longitude:
-83.00838

Restrictions:
See Sales Representative

Facing:
South

Neighborhood:
OSU Campus



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.

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OB|M

670/315 INTERCHANGE CONVERGENCE OF COLUMBUS

Situated in a unique position at the intersection of multiple Columbus neighborhoods, the Tower Spectacular has become an icon of the Columbus skyline. With an inescapable presence to all traffic entering and exiting Downtown, the units on this Tower are the largest wallscales offered in the market. Unique zoning has allowed for the Tower to be the only highway sign within one mile of Downtown, creating a clear, head-on read with visibility of a mile in each direction. Three dominant wallscales are strikingly positioned to face traffic traveling along the major city arteries that are I-670, OH-315, Route 33, and Route 40. The Tower Spectacular is at the confluence of Grandview Heights, Franklinton, and Downtown, creating a place of junction between some of the city's most prominent neighborhoods. These assets are a one-of-a-kind way to make a brand statement on the progressive and expanding city of Columbus, Ohio.



670/315 INTERCHANGE CONVERGENCE OF COLUMBUS

Nearby Neighborhoods

Grandview Heights

Just minutes from Downtown, Grandview offers a wide range of local flavor in the form of dining, shopping, coffee, and craft beer. As a walkable neighborhood, Grandview Heights is a hybrid of urban flair and neighborhood warmth, making it one of Columbus' most beloved areas.

Franklinton

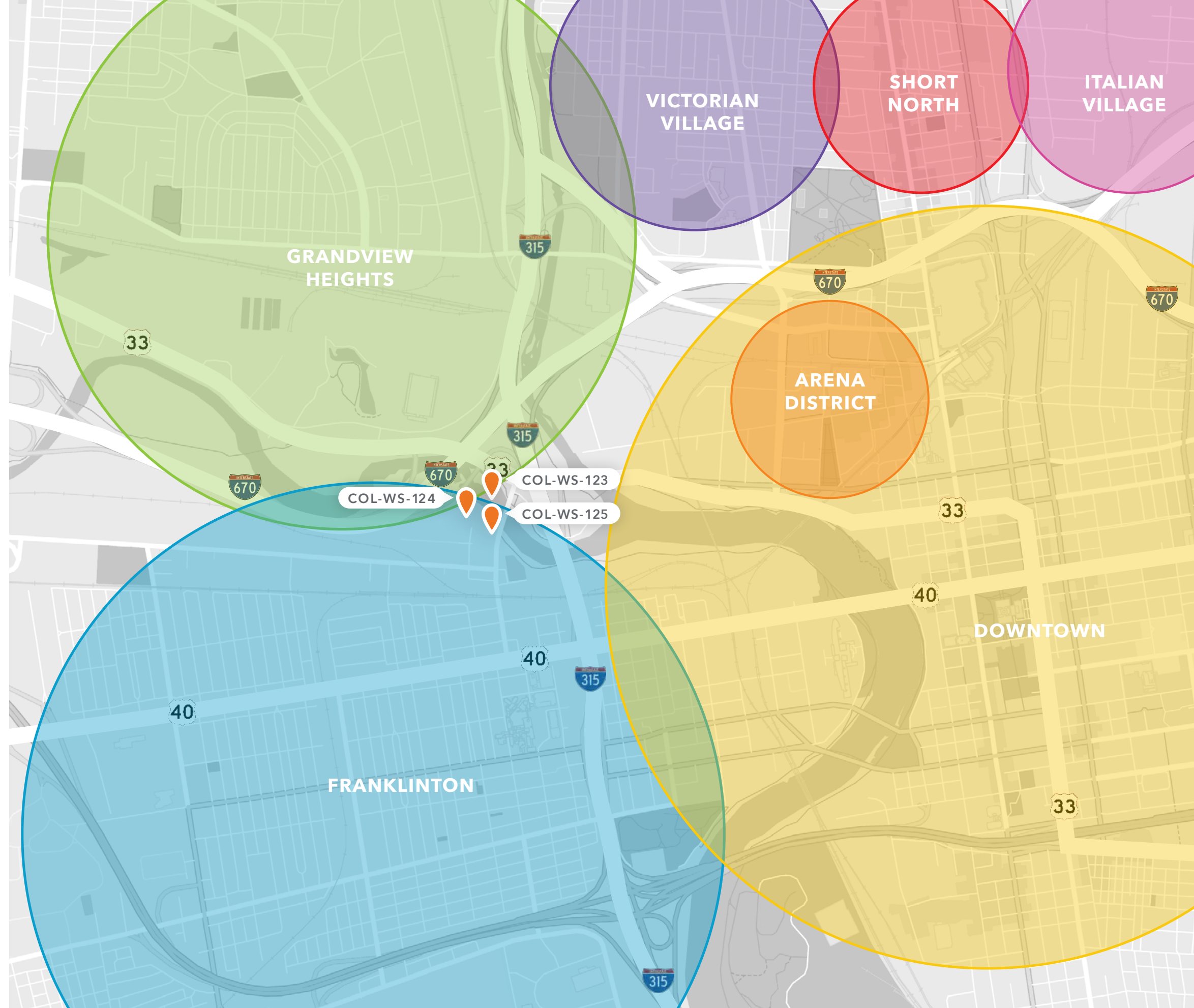
The Scioto River and its 33 acres of trails and parklands separate Downtown from the neighborhood known as Franklinton. This neighborhood is experiencing a renaissance as a new center for Columbus' maker culture and independent art scene. Franklinton's cutting-edge local dining options such as Strongwater Food and Spirits or Land-Grant Brewing Company, in addition to COSI, one of the nation's top science museums, makes the area a destination for Columbus natives and visitors alike.

Downtown

Columbus' Downtown is undergoing a massive resurgence in both visitor interest and local residents. Institutions like the incredible Columbus Museum of Art or Columbus College of Art and Design combine with the numerous art galleries, theaters, and parks to make Downtown a cultural destination. Packed with businesses large and small, a major hub of hotels, and seemingly limitless options for drinking and dining, Downtown Columbus has expanded to a thriving atmosphere for both work and play.

Arena District

At the northwest tip of Downtown Columbus lies the Arena District. With 20,000-seat Nationwide Arena (home to NHL's Blue Jackets) and 10,100-seat Huntington Park (home to Triple-A baseball's Clippers), the Arena District is a vibrant neighborhood filled with restaurants, bars, condos, and offices. It's the premier entertainment district in Downtown.



COL-WS-123

TOWER SPECTACULAR

670/315 Interchange

- A new icon of the Columbus Skyline, this unit has an inescapable presence to all traffic entering and leaving downtown
- Because of unique zoning, this face is part of the only highway sign located within 1 mile of downtown
- These will be the largest units offered in the market and have a head-on read with visibility of a mile in each direction and reach more than 300,000 daily

Size:
120' x 75'

OOH IMPs 18+ Wkly:
883,815

Latitude:
39.964621

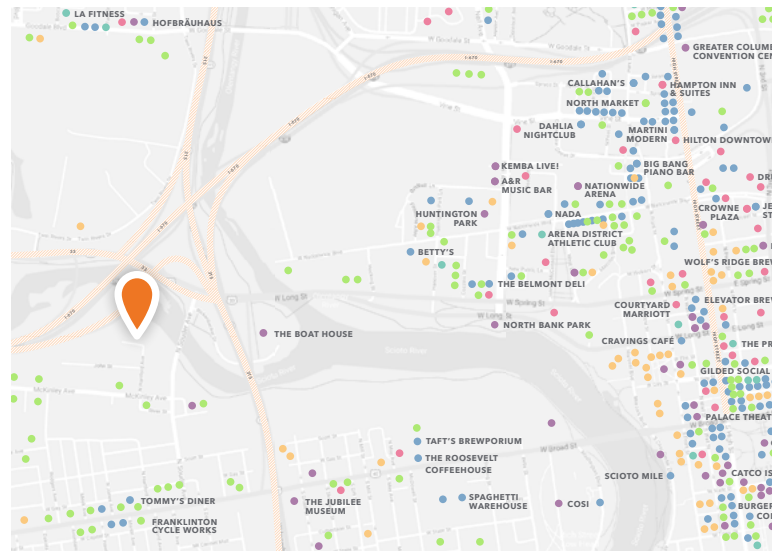
Illumination:
Yes

Longitude:
-83.023588

Restrictions:
See sales representative

Facing:
Various

Neighborhood:
Downtown / I-670, SR-315



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.

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COL-WS-124

TOWER SPECTACULAR

670/315 Interchange

- A new icon of the Columbus Skyline, this unit has an inescapable presence to all traffic entering and leaving downtown
- Because of unique zoning, this face is part of the only highway sign located within 1 mile of downtown
- These will be the largest units offered in the market and have a head-on read with visibility of a mile in each direction and reach more than 300,000 daily

Size:

120' x 75'

OOH IMPs 18+ Wkly:

832,401

Latitude:

39.964591

Illumination:

Yes

Longitude:

-83.023805

Restrictions:

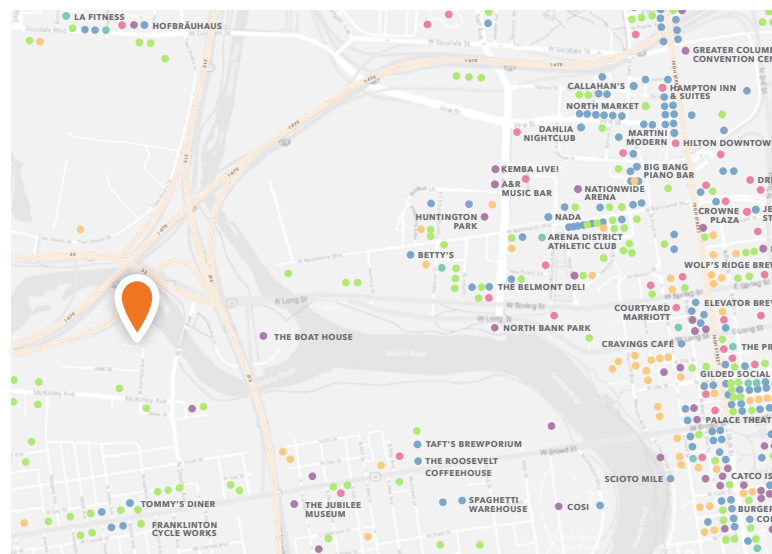
See sales representative

Facing:

Various

Neighborhood:

Downtown / I-670, SR-315



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.

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COL-WS-125

TOWER SPECTACULAR

Franklinton / 315 North

- At nearly 5,000 sq ft, this is one of the largest spectaculars in the city and one of the only freeway units located within one mile of Downtown Columbus. It is a rare opportunity to capture streams of non-stop highway traffic traveling in multiple directions
- Recognizable as part of the Columbus skyline, the unit has a head-on read of over half a mile to workers commuting to downtown offices and excited fans heading to the Arena District's top destinations: lower.com Field, Huntington Park, and Nationwide Arena. It also reaches northbound traffic on state route 315, which leads to The Ohio State University and adjacent affluent neighborhoods
- Situated in the vibrant and creative Franklinton neighborhood, the sign shows to Broad St., the main east/west artery across the city and central thoroughfare in Franklinton, which is populated with mixed-use residences, idea incubators, coffee shops, & brewpubs

Size:

50' x 99'

OOH IMPs 18+ Wkly:

41,164

Latitude:

39.964531

Illumination:

Yes

Longitude:

-83.023677

Restrictions:

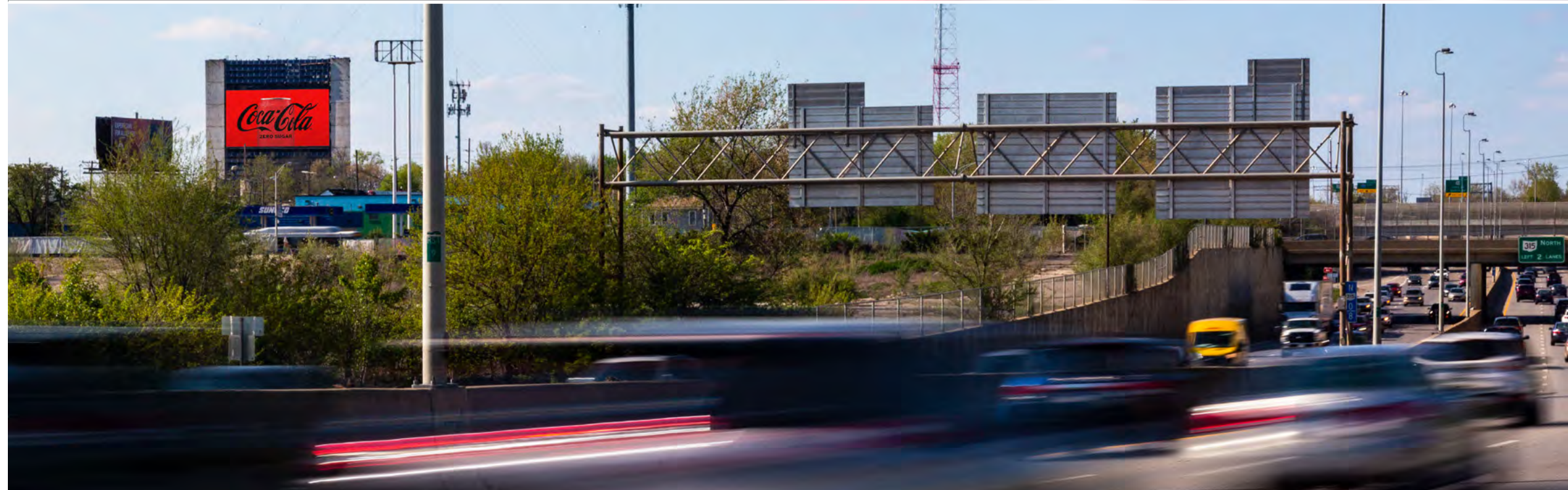
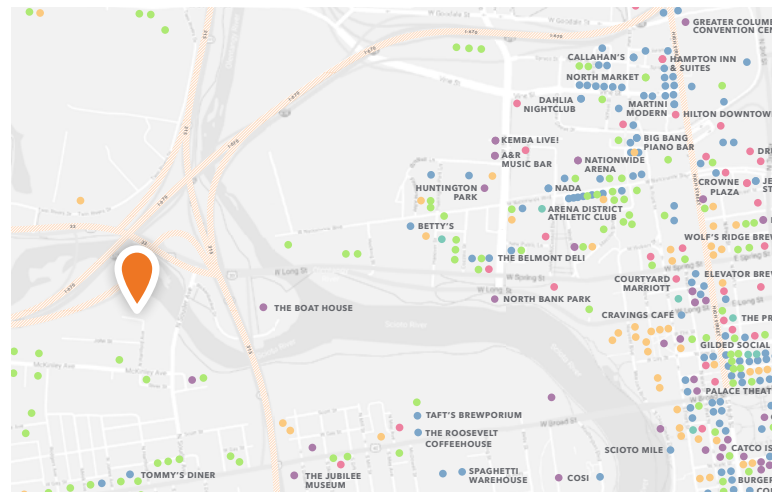
See sales representative

Facing:

Various

Neighborhood:

Downtown / I-670, SR-315



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.

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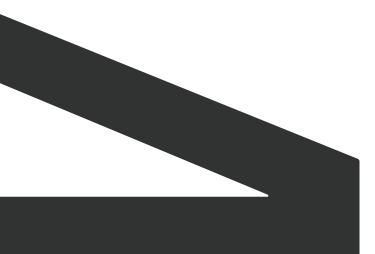
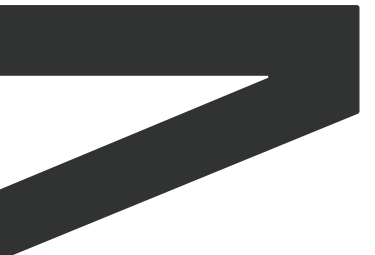
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THANK YOU

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