



ORANGE BARREL | MEDIA™

DALLAS, TX

MARKET KIT

DALLAS TEXAS

ARLINGTON
TOYOTA MUSIC
FACTORY

DMA RANKING: 5TH

Available Assets: Digital Spectaculars, Digitals

Everything's bigger in Texas, and with a land area larger than six of the U.S. states and over 7.5 million residents, the Metroplex including Dallas, Fort Worth, and Arlington is no exception. It's home to two major airports, the largest urban arts district in the country, and six major league sports teams including "America's Team," NFL's Dallas Cowboys. The Metroplex exudes an ever-expanding mix of vibrant urban spaces, casual city vibes, and exciting destinations.

ARLINGTON

THE ENTERTAINMENT DESTINATION

Nestled between Dallas and Fort Worth, Arlington is a vibrant, diverse suburb of nearly 400,000 residents with easy access to freeways and DFW airport. First-time home buyers, young professionals, entrepreneurs, factory workers, and retirees enjoy the convenience of this affordable community with world-class amenities. The Entertainment District is a destination for the entire Metroplex, offering endless activities and events at AT&T Stadium (NFL's Cowboys), Globe Life Field (MLB's Rangers), Choctaw Stadium, Esports Stadium Arlington + EXPO Center, Six Flags Over Texas, and Six Flags Hurricane Harbor. Orange Barrel Media's monumental digital spectacular is in the heart of it all, directly across from Loews Live! hotel, Globe Life Field, and Texas Live!, an entertainment center with premier bars and restaurants, including Guy Fieri's Taco Joint and the ultimate 35,000-SF sports bar.



ARLINGTON

THE ENTERTAINMENT DESTINATION

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

Major Area Attractions

AT&T Stadium

The largest enclosed stadium in the NFL and home field to the Dallas Cowboys, this world-class 80,000-seat stadium can be expanded to hold up to 100,000 and has hosted the biggest events including the Super Bowl, Big 12 Championship, Cotton Bowl, NBA All-Star Game, NCAA Final Four, WrestleMania, and big-name concerts.

Globe Life Field

Home to the Rangers, this state-of-the-art ballpark opened in 2020, seats 40,300, and hosts over 80 MLB games as well as sporting events, festivals, and popular concert tours.

Texas Live!

The unparalleled sports and entertainment complex that includes luxury accommodations at Loews Live!, premier dining and shopping, and endless entertainment and activities at Arlington Backyard, a 5,000-person outdoor concert venue, PBR Texas, the flagship bar for the Professional Bull Riders, and Live Arena!—the ultimate bar and gathering place.

Esports Stadium Arlington + EXPO Center

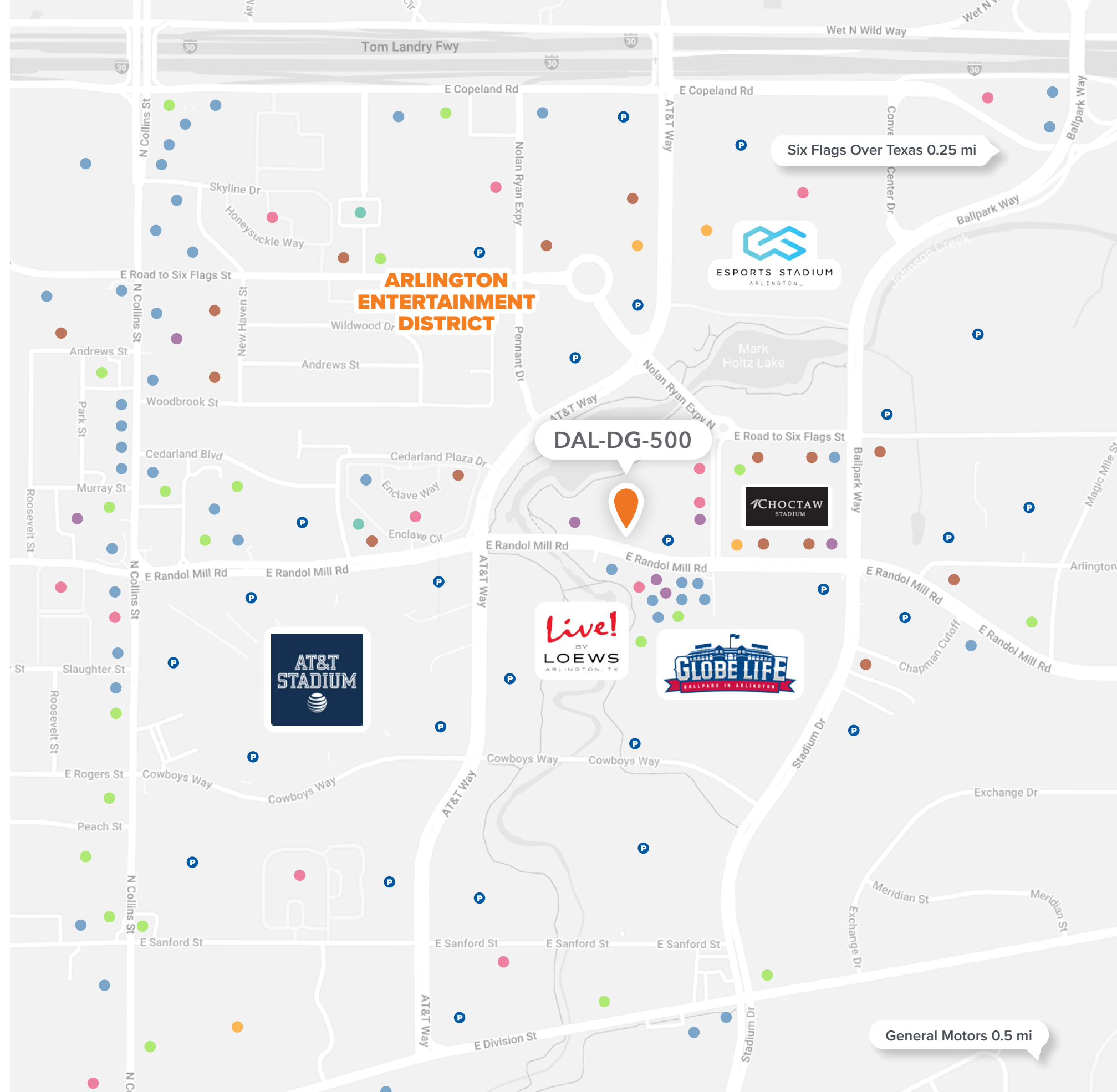
The largest dedicated esports facility in North America, designed for competitive gaming enthusiasts with seating for 2,500, a 90-ft LED stage display, and a broadcast studio.

Six Flags Over Texas

Opening as the flagship for Six Flags in 1961, this Arlington thrill park greets over 3 million annual visitors, and now includes the largest water park in North Texas, Hurricane Harbor.

GM Arlington Assembly

Open since 1954, this massive manufacturing plant employs over 5,600 workers to build GM's line of full-size SUVs including the Tahoe, Suburban, Yukon, and Escalade.



DAL-DG-500

FULL-MOTION DIGITAL

E Randol Mill Rd

- 109' wide, full-motion digital is in the heart of the Arlington Entertainment District, across from world-class sporting and nightlife venues: Globe Life Field (MLB's Rangers), AT&T Stadium (NFL's Cowboys), and Texas Live! with its endless sporting events, concerts, activities, festivals, gatherings, and celebrations
- Massive 4300-SF screen has a long, clear read to three lanes of eastbound traffic from AT&T Way heading to Stadium Dr, located across from closest hotel to all game-day events, the 14-story Live! by Loews hotel featuring 300 luxury rooms
- Conveniently located between Dallas and Fort Worth, the Entertainment District in Arlington is the premier destination for professional sports and concerts in the Metroplex, with easy access to parking, restaurants, shops, bars, and nightlife, and home to Six Flags Over Texas, the iconic thrill park with over 3 million visitors annually

Size:

39'-4" H x 109' W

Latitude:

32.750587

Longitude:

-97.086516

Facing:

West

Wkly IMPs 18+

for 10MPH:

490,282

Illumination:

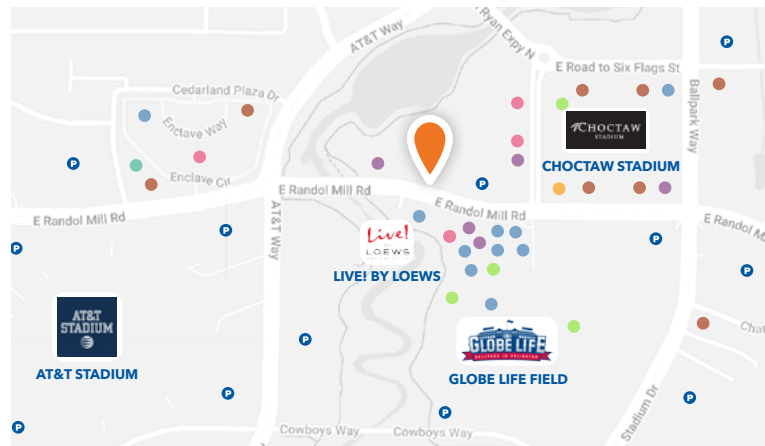
Yes

Restrictions:

See Sales Representative

Neighborhood:

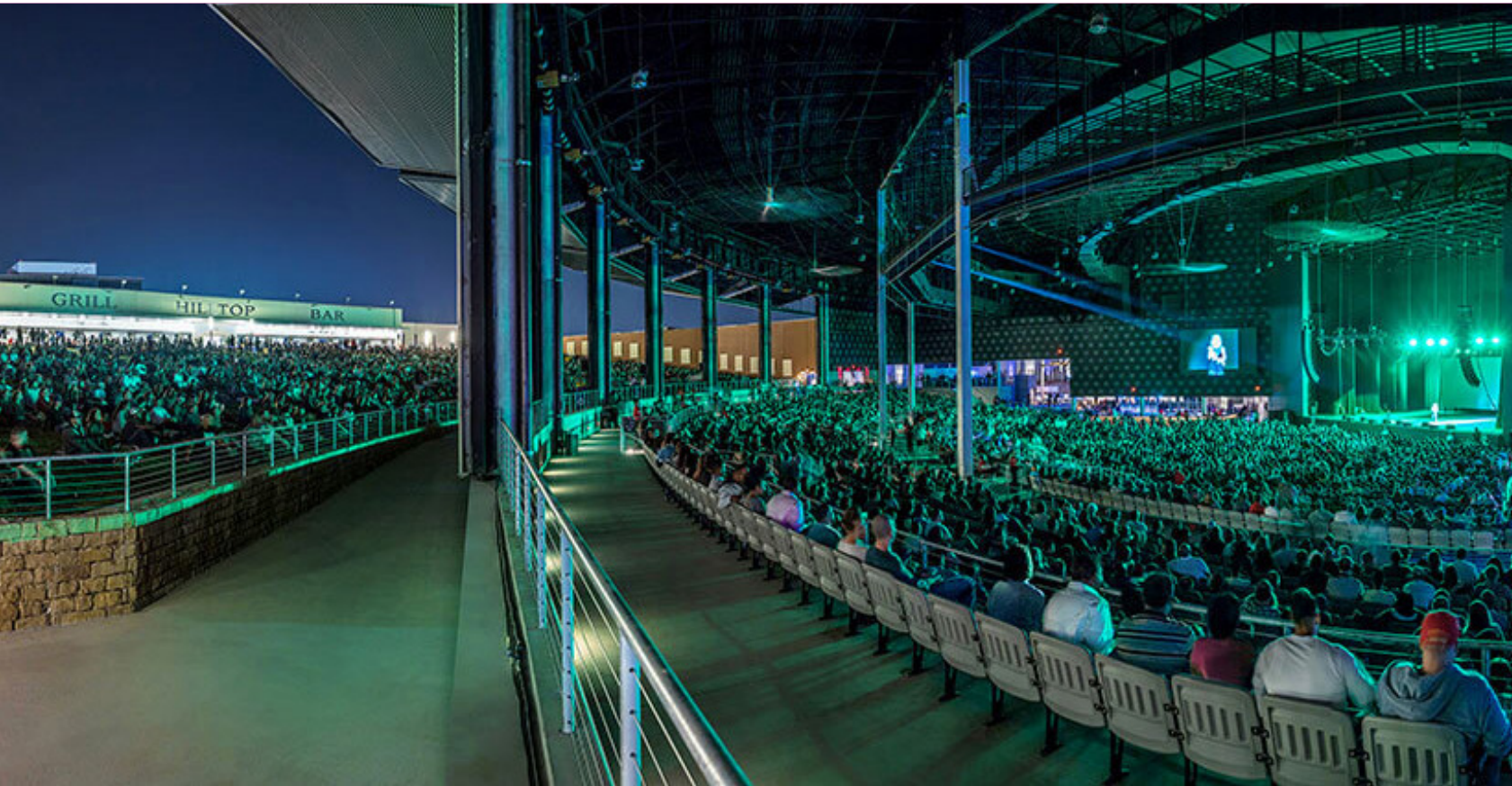
Arlington



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TOYOTA MUSIC FACTORY

Toyota Music Factory is undoubtedly one of the most popular destinations in the Dallas-Fort Worth metro area. Boasting an incredible array of over 20 bars and restaurants and playing host to the best national and international touring music acts, there is never a dull moment. TMF has over 200,000 SF of food and retail, a state-of-the-art indoor/outdoor amphitheater (The Pavilion) that seats 8,000, a world-class movie theater with full-service restaurant, and a 50,000-SF outdoor entertainment plaza (Texas Lottery Plaza). Our collection of digital assets includes a massive 2-sided rooftop highway marquee, digital spectaculars, and full-motion digitals with exterior and interior placements, capturing the crowds of music and movie lovers, foodies, and more.



TOYOTA MUSIC FACTORY

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

Major Area Attractions

The Pavilion at TMF

This flexible 8,000-seat, indoor/outdoor amphitheater hosts diverse live musical acts and tours booked by Live Nation.

Texas Lottery Plaza at TMF

As the gathering spot for endless outdoor events, this 50,000-SF open-air plaza offers free concerts, movies, fitness, markets, and festivals.

Irving Convention Center at Las Colinas

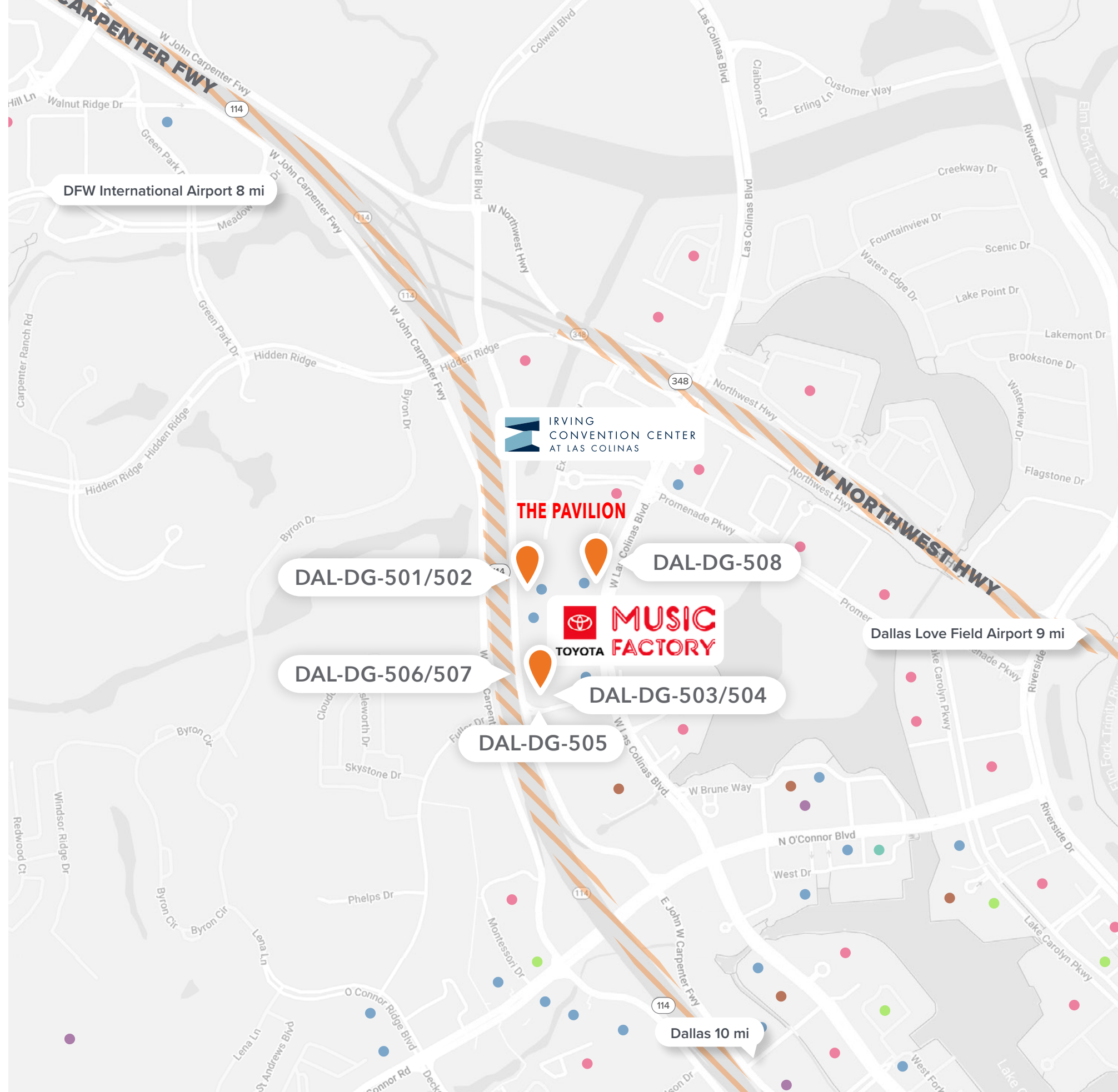
Connected to the 350-room Westin Convention Center Hotel and adjacent to the Toyota Music Factory, this state-of-the-art convention center is conveniently located between DFW airport and Dallas.

DFW Airport

DFW airport is the 2nd largest in the world with over 72 million passengers and 225,000 full-time employees.

Dallas Love Field

Dallas Love is just six miles to the urban core of Dallas, the closest major airport to the city as well as headquarters for Southwest Airlines.



DAL-DG-501

ROOFTOP DIGITAL

Highway 114 Marquee

- Massive, freestanding digital marquee beams over U.S. Highway 114 high atop the parking garage of the Toyota Music Factory at the exit for the Irving Convention Center, two destinations drawing throngs of residents and visitors to endless concerts, events, festivals, restaurants, bars, and entertainment
- With a towering right-hand read, this rooftop digital reaches four lanes of northbound traffic on U.S. 114 heading toward DFW Airport, a major domestic hub with over 225,000 full-time employees and 73+MM annual passengers
- Located halfway between DFW and Dallas, the planned community of Las Colinas and the Toyota Music Factory offer diverse young professionals and families a mix of convenience and amenities with access to the DART orange line, modern apartments, dining, shopping, outdoor activities, and nightlife

Size:
25' H x 50' W

**Wkly IMPs 18+
for 10MPH:**
142,268

Latitude:
32.8752514

Illumination:
Yes

Longitude:
-96.945626

Restrictions:
See Sales Representative

Facing:
South

Neighborhood:
Toyota Music Factory



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DAL-DG-502

ROOFTOP DIGITAL

Highway 114 Marquee

- Impressive freestanding digital marquee beams over U.S. Highway 114 high atop the parking garage of the Toyota Music Factory, a DFW destination for endless concerts, events, festivals, restaurants, bars, and entertainment
- This rooftop digital unit towers over two lanes of constant southbound traffic on U.S. 114 heading toward Dallas from DFW Airport, a major domestic hub with over 225,000 full-time employees and 73+MM annual passengers
- Located next to the Irving Convention Center, the Toyota Music Factory and the planned community of Las Colinas offer diverse young professionals and families a mix of convenience and amenities with access to the DART orange line, modern apartments, dining, shopping, outdoor activities, and nightlife

Size:

25' H x 50' W

Wkly IMPs 18+

for 10MPH:

126,358

Latitude:

32.8752514

Illumination:

Yes

Longitude:

-96.945626

Restrictions:

See Sales Representative

Facing:

North

Neighborhood:

Toyota Music Factory



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DAL-DG-503

DIGITAL SPECTACULAR

Las Colinas Blvd Marquee

- Impactful digital spectacular elevated above entrances to popular restaurants and bars at the entrance to DFW's hottest new entertainment destination, the Toyota Music Factory, and its parking across from Texas Lottery Plaza
- Right-hand read to southbound traffic on Las Colinas Blvd heading to abundant low-rise modern apartments, office buildings including Urban Towers, Water Street shops and canals, and local golf courses
- Located halfway between DFW and Dallas, the Toyota Music Factory and adjacent Irving Convention Center offer both residents and visitors a mix of convenience and amenities with access to the DART orange line, dining, shopping, outdoor activities, and nightlife

Size:

14' H x 25' W

Latitude:

32.8750884

Longitude:

-96.9438726

Facing:

North

Wkly IMPs 18+

for 10MPH:

3,839

Illumination:

Yes

Restrictions:

See Sales Representative

Neighborhood:

Toyota Music Factory



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DAL-DG-504

DIGITAL SPECTACULAR

Las Colinas Blvd Marquee

- Impactful digital spectacular elevated above entrances to popular restaurants and bars at the entrance to DFW's hottest new entertainment destination, the Toyota Music Factory, and its parking across from Texas Lottery Plaza
- Reaches three lanes of northbound traffic on Las Colinas Blvd coming from abundant low-rise modern apartments, office buildings, Water Street shops, and local golf courses, heading toward Westin and Irving Convention Center
- The Toyota Music Factory and the planned community of Las Colinas are halfway between DFW airport and Dallas, offering diverse young residents a mix of convenience and amenities with access to the DART orange line, dining, shopping, outdoor activities, and nightlife

Size:

14' H x 25' W

Latitude:

32.8750884

Longitude:

-96.9438726

Facing:

South

Wkly IMPs 18+ for 10MPH:

1,974

Illumination:

Yes

Restrictions:

See Sales Representative

Neighborhood:

Toyota Music Factory



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.

DIGITAL DOMINATION

DAL-DG-503, DAL-DG-504

Las Colinas Blvd Marquee

- Impactful digital spectaculars elevated above entrances to popular restaurants and bars at the entrance to DFW's hottest new entertainment destination, the Toyota Music Factory, and its parking across from Texas Lottery Plaza
- Viewable by southbound and northbound traffic on Las Colinas Blvd heading to and from abundant low-rise modern apartments, office buildings including Urban Towers, Water Street shops and canals, and local golf courses
- Located halfway between DFW and Dallas, the Toyota Music Factory and adjacent Irving Convention Center offer both residents and visitors a mix of convenience and amenities with access to the DART orange line, dining, shopping, outdoor activities, and nightlife

Size:

14' H x 25' W

Latitude:

32.8750884

Longitude:

-96.9438726

Facing:

DAL-DG-503: North
DAL-DG-504: South

Wkly IMPs 18+ for 10MPH:

DAL-DG-503: 3,839
DAL-DG-504: 1,974

Illumination:

Yes

Restrictions:

See Sales Representative

Neighborhood:

Toyota Music Factory



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MUSIC FACTORY DOMINATION

DG-505, DG-506, DG-507, DG-508

316 W Las Colinas Blvd

- Dominate the Toyota Music Factory interior spaces with four full-motion digital screens at places of high dwell time: two sides of the open-air Texas Lottery Plaza, entrance to Bar Louis (facing Westin hotel), and entrance to The Pavilion
- Located next to Irving Convention Center, these full-motion digitals capture excited crowds as they head to concerts, festivals, outdoor events, movies, dining, and nightlife at DFW's hottest new entertainment destination
- The planned community of Las Colinas and the Toyota Music Factory are halfway between DFW airport and Dallas, offering diverse young residents a mix of convenience and amenities with access to the DART orange line, modern apartments, dining, shopping, outdoor activities, and nightlife

Size:

DAL-DG-505: 6' H x 17' W
 DAL-DG-506: 19' H x 112' W
 DAL-DG-507: 8' H" x 38' W
 DAL-DG-508: 27' H" x 16' W

OOH IMPs 18+ Wkly:

DAL-DG-505: 2,466
 DAL-DG-506: TBD
 DAL-DG-507: TBD
 DAL-DG-508: 3,775

Latitude:

DAL-DG-506: 32.8747469

Illumination:

Yes

Longitude:

DAL-DG-506: -96.9446411

Restrictions:

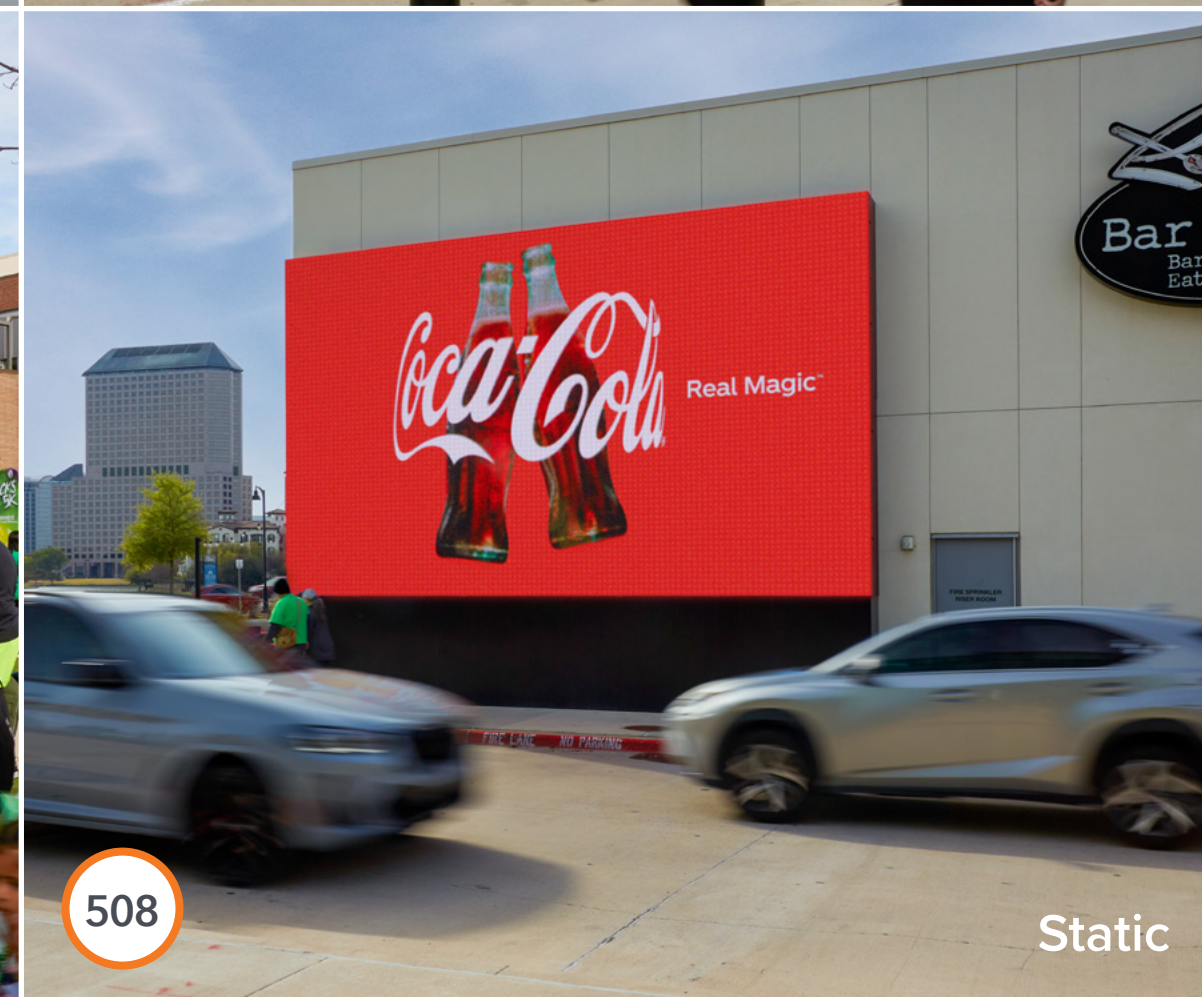
See Sales Representative

Facing:

Various

Neighborhood:

Toyota Music Factory



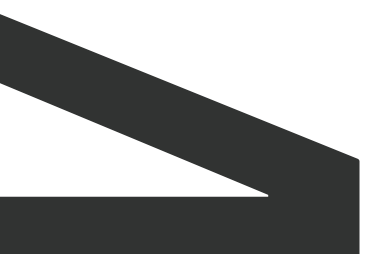
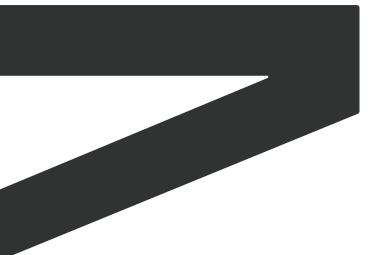
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THANK YOU

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