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ORANGE BARREL | MEDIA™

# DETROIT, MI

MARKET KIT

# DETROIT MICHIGAN

DOWNTOWN

## **DMA RANKING: 14TH**

Available Assets: Wallscapes

Detroit, the renowned capital of the auto industry, is the largest city in the U.S. on the border of Canada. The Motor City's diverse population values grit and hard work, from auto line and office professionals to major league athletes. As the celebrated birthplace of the Motown Sound and techno music, Detroit continues to be a thriving cultural hub with world-class venues, theatres, museums, and nightlife.

# DOWNTOWN A DETROIT DESTINATION

Detroit's revitalized downtown sits on the border to Canada and serves as the City's Central Business District and entertainment hub. Over 90,000 professionals pour into skyscrapers, including the iconic Renaissance Center, the global headquarters for GM. Festivals and conferences draw locals and visitors to the Riverfront and Huntington Place, the convention center. As the destination for all four home major league sports teams, fans gather year-round at Comerica Park (MLB's Tigers), Ford Field (NFL's Lions), and Little Caesar's Arena (NBA's Pistons and NHL's Redwings). Concert and theatre goes buzz around a myriad of performance venues such as the ornate Fox Theatre and The Fillmore, a live concert venue. Easily accessible by freeway to the surrounding suburbs and towns, Downtown is connected by bus, an elevated train, the People Mover, the QLine streetcar, and MoGo bike share. Orange Barrel Media's wallscapes are positioned to reach the Detroit audience as they make their way to work, sporting events, cultural performances, conventions, festivals, and nightlife.



# DOWNTOWN

## A DETROIT DESTINATION

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

### Major Area Attractions

#### Comerica Park

As the home of MLB's Tigers, this 41,000-seat baseball park has one of the best views of Detroit's skyline, a carousel and Ferris wheel in the middle of the food court, and a water feature in center field.

#### Ford Field

This 65,000-seat football stadium is home to NFL's Lions and hosts other sports and big-name concerts.

#### Fox Theatre

This iconic historic theatre seats over 5,000 and hosts world-renowned music stars, Broadway musicals, interactive stage shows, and treasured holiday performances.

#### The Fillmore

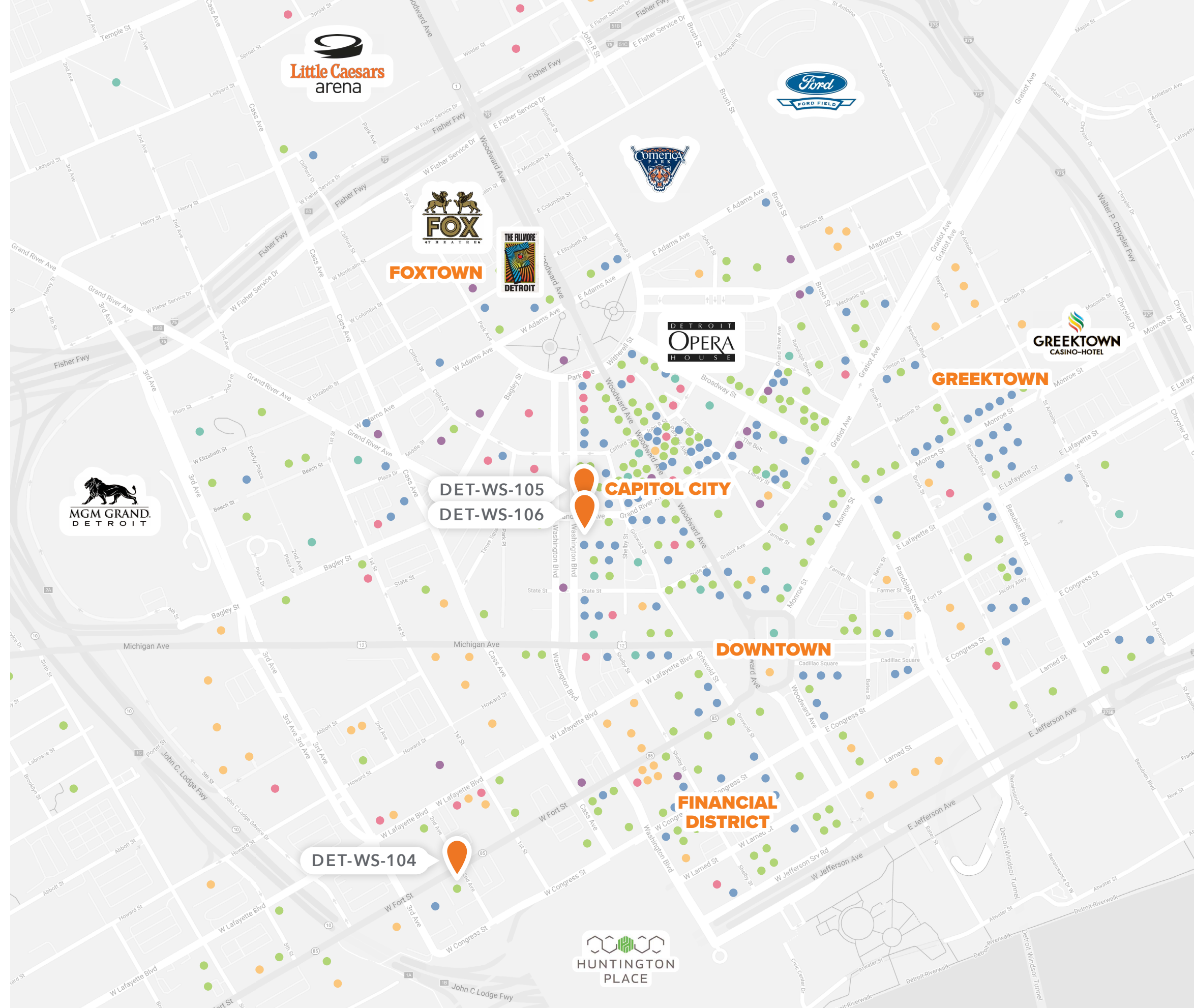
This renovated 1925 theatre is a fan-favorite, offering roughly 2,200 guests the chance to experience their favorite rock bands, musical acts, and comedy legends.

#### Huntington Place

Detroit's Downtown convention center hosts 1.5 million visitors annually for conferences, trade shows, and other corporate gatherings.

#### Little Caesars Arena

As home of NHL's Redwings and NBA's Pistons, this arena seats about 20,000 for most sporting events and is part of a 50-block destination mixed-use space, drawing residents and visitors for shopping, dining, entertainment, and community events all year long.



# DET-WS-104

## WALLSCAPE

W Fort St & 2nd Ave

- This massive wallscape is at the entrance to Downtown, adjacent to Huntington Place, the convention center with one of the largest exhibit floor spaces in North America and 1.5 million annual visitors
- Reads to two lanes of heavy traffic heading northeast into Downtown along Fort St, the main artery connecting Downriver to the Central Business District
- The Financial District in Downtown is home to global headquarters for General Motors in addition to technology and professional industries, drawing a diverse mix of millennials and young professionals to this area to live, work, and play

**Size:**  
37' H x 47'-6" W

**OOH IMPs 18+ Wkly:**  
25,972

**Latitude:**  
42.327911

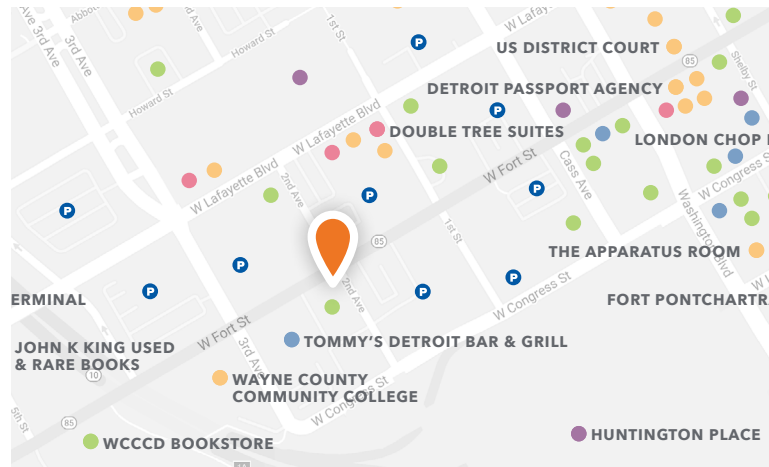
**Illumination:**  
Yes

**Longitude:**  
-83.053375

**Restrictions:**  
See Sales Representative

**Facing:**  
Southwest

**Neighborhood:**  
Riverfront/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.







# THANK YOU

**Get in touch.**

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