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ORANGE BARREL MEDIA

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ORANGE BARREL | MEDIA™

# KANSAS CITY, MO

MARKET KIT



# KANSAS CITY MISSOURI

POWER & LIGHT DISTRICT

## **DMA RANKING: 33RD**

Available Assets: Digital, Custom Programs

As a vibrant city known for its barbecue and jazz heritage, Kansas City is a charming town that straddles the Missouri-Kansas state line. Its thriving creative scene, eclectic mix of entertainment and die-hard sports all combine at the city's heart: The Power & Light District.

# POWER & LIGHT

## THE HEARTBEAT OF KC

Positioned in the heart of downtown Kansas City, The Power & Light District offers over half a million square feet of premier dining, entertainment, and shopping. The nine-block area attracts locals and tourists alike with its diverse and lively atmosphere that is suitable for a wide range of people. Over 50 world-class restaurants, specialty shops, and multi-level bars give the neighborhood its unique and charming personality. One of Orange Barrel Media's assets is located within the Garment District, which is a local favorite known to have the area's trendiest boutiques and latest fashions. In addition to the beloved local spots, the Power & Light District is also home to Kansas City Live! and the T-Mobile Center. KC Live! is a nightlife and dining destination, with two levels of bars and restaurants surrounding a full-concert stage. The T-Mobile Center event venue is Kansas City's entertainment oasis. From events such as the Big 12 Men's Basketball Championship and U.S. Figure Skating Championships, to performances by the hottest and most popular artists, the area attracts diverse and engaged crowds on a daily basis. As event-goers roam back and forth between Kansas City Live! and the T-Mobile Center, they can't miss Orange Barrel Media's other digital screens, which are prominently placed between the two venues.



# POWER & LIGHT

## THE HEARTBEAT OF KC

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

### Major Area Attractions

#### *T-Mobile Center*

As Kansas City's home for live entertainment and sporting events, this award-winning venue is America's 4th busiest arena, hosting major NCAA Basketball Tournaments and the city's biggest concerts.

#### *Kansas City Live!*

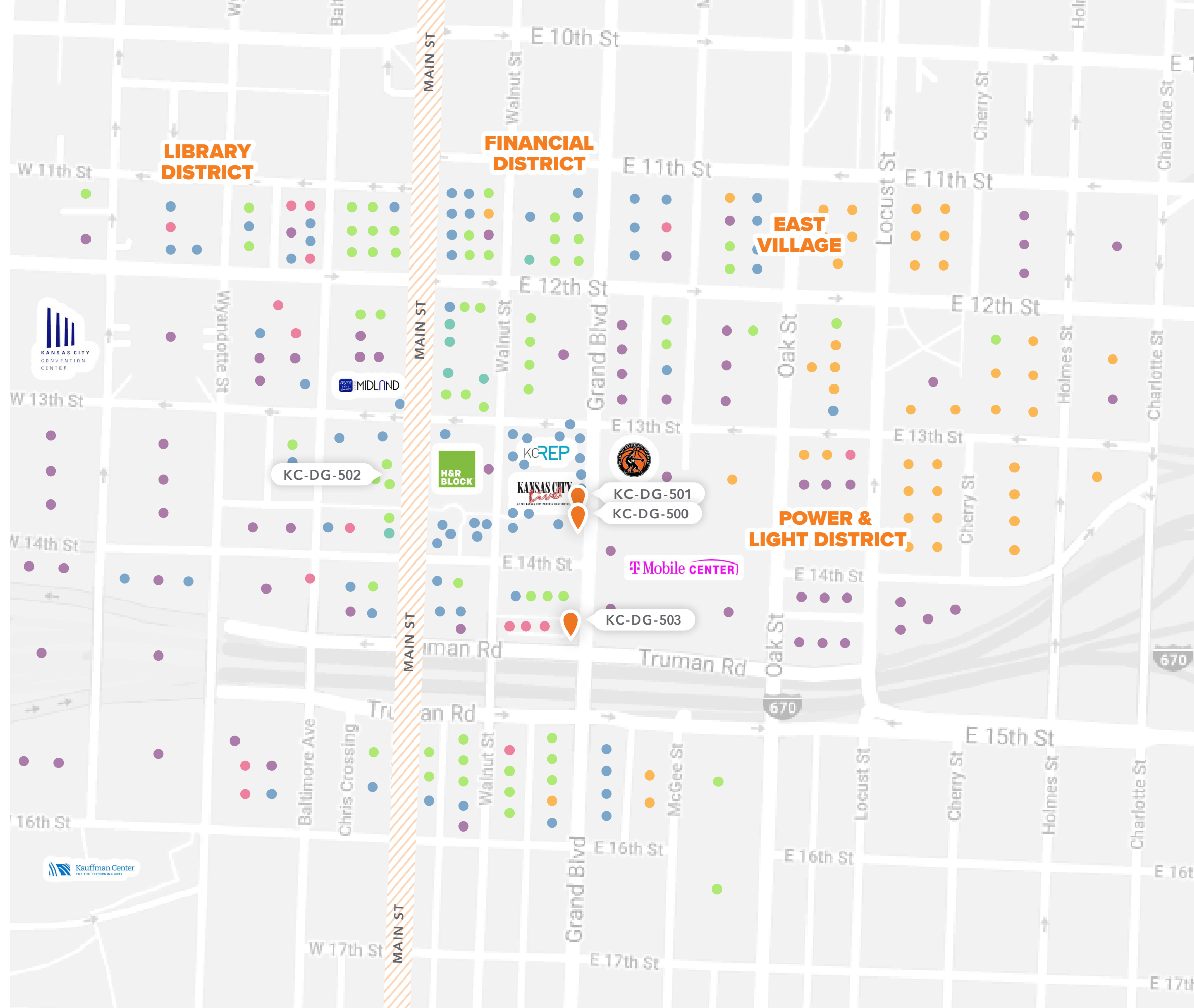
This premier entertainment destination encompasses an entire city block, with two levels of world-class restaurants and a full-concert stage.

#### *Arvest Bank Theatre at the Midland*

In addition to live concerts and events, this elite theatre hosts an array of corporate events, wedding receptions and private parties.

#### *H&R Block World Headquarters*

This 17-story high-rise brings 1,600 H&R Block employees to the area each day and has become an iconic part of the Kansas City skyline.



# KC-DG-500

## FULL-MOTION DIGITAL

1370 Grand Blvd (in front of KC Live!)

- Directly across from T-Mobile Center on Grand Blvd
- Located at the entrance to KC Live!, the main pregame/party venue, filled with bars and host of watch parties and free concerts
- At the heart of the Power & Light District, an 8-city block district stocked with nightlife, pregameing, and entertainment hot spots

### Size:

30'H x 27'W

### Latitude:

39.097555

### Longitude:

-94.581259

### Facing:

Southeast

### Wkly IMPs 18+

for 10MPH:

74,585

### Illumination:

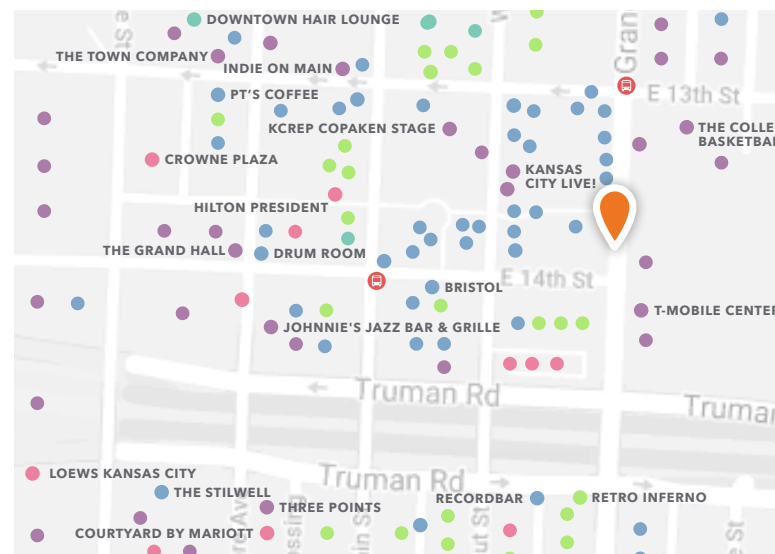
Yes

### Restrictions:

See Sales Representative

### Neighborhood:

Downtown / Power and Light 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.

# KC-DG-501

## FULL-MOTION DIGITAL

1370 Grand Blvd (in front of KC Live!)

- Directly across from the T-Mobile Center on Grand Blvd
- Located at the entrance to KC Live!, the main pregame/party venue, filled with bars and host of watch parties and free concerts
- At the heart of the Power & Light District, an 8-city block district stocked with nightlife, pregaming, and entertainment hot spots

### Size:

30'H x 27'W

### Latitude:

39.097605

### Longitude:

-94.581261

### Facing:

Northeast

### Wkly IMPs 18+

for 10MPH:

82,988

### Illumination:

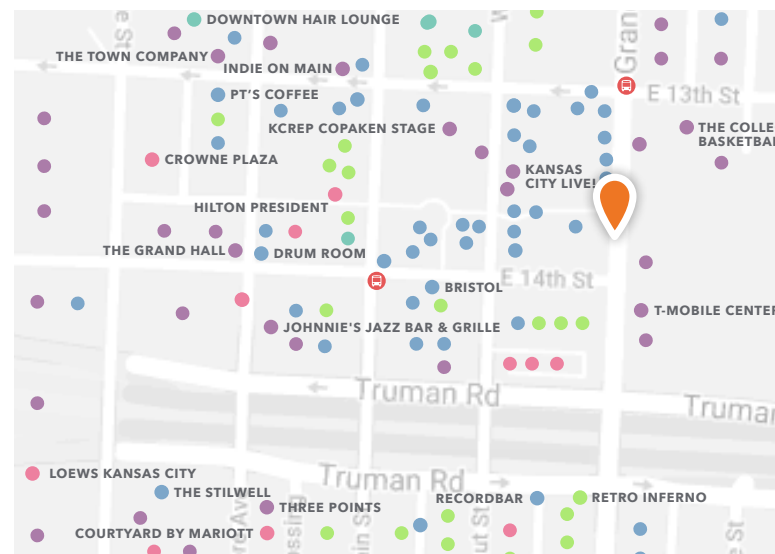
Yes

### Restrictions:

See Sales Representative

### Neighborhood:

Downtown / Power and Light 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.

# KC-DG-502

## FULL-MOTION DIGITAL

1350 Main St

- Located on the new RideKC Streetcar, spanning from River Market to Union Station along Main Street
- Across from H&R Block Corporate Headquarters
- Adjacent to the Kansas City Convention Center
- A couple blocks west of T-Mobile Center and KC LIVE!

### Size:

25'-4"H x 22'-9"W

### Latitude:

39.097786

### Longitude:

-94.583488

### Facing:

South

### Wkly IMPs 18+

for 10MPH:

98,951

### Illumination:

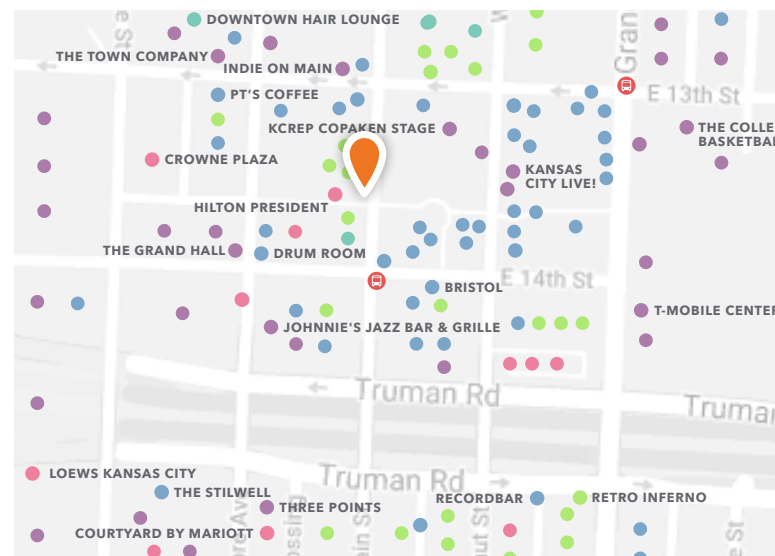
Yes

### Restrictions:

See Sales Representative

### Neighborhood:

Downtown / Power and Light 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.

# KC-DG-503

## FULL-MOTION DIGITAL

### Two Light

- This digital sits on the corner of Truman and Grand, adjacent to the T-Mobile Center
- It is located on the Two Light Luxury Apartment
- The close proximity to luxury living along with the T-Mobile Center brings in large crowds of both vehicular and foot traffic

#### Size:

18'-6"H x 36'-6"W

#### Latitude:

39.096461

#### Longitude:

-94.58138

#### Facing:

South

#### Wkly IMPs 18+

for 10MPH:

250,917

#### Illumination:

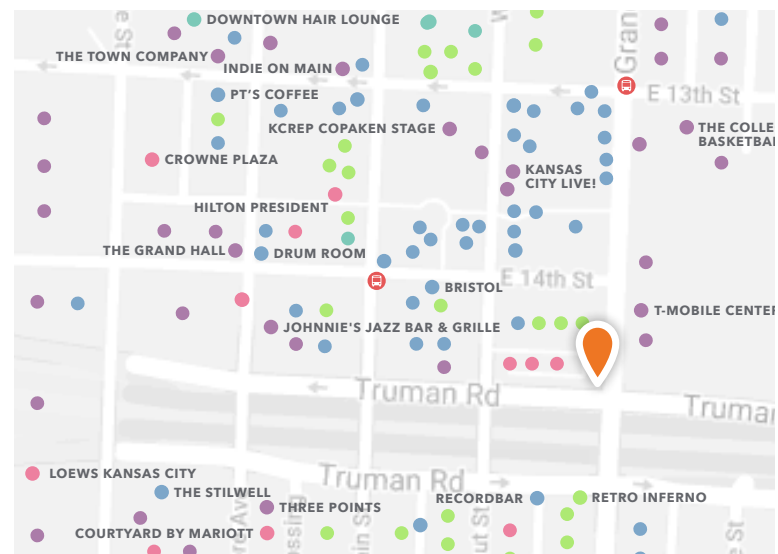
Yes

#### Restrictions:

See Sales Representative

#### Neighborhood:

Downtown / Power and Light District



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# THANK YOU

**Get in touch.**

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