



ORANGE BARREL | MEDIA™

# LOS ANGELES, CA

MARKET KIT

# LOS ANGELES CALIFORNIA

WEST HOLLYWOOD

HOLLYWOOD

DOWNTOWN

MID-WILSHIRE

## **DMA RANKING: 2ND**

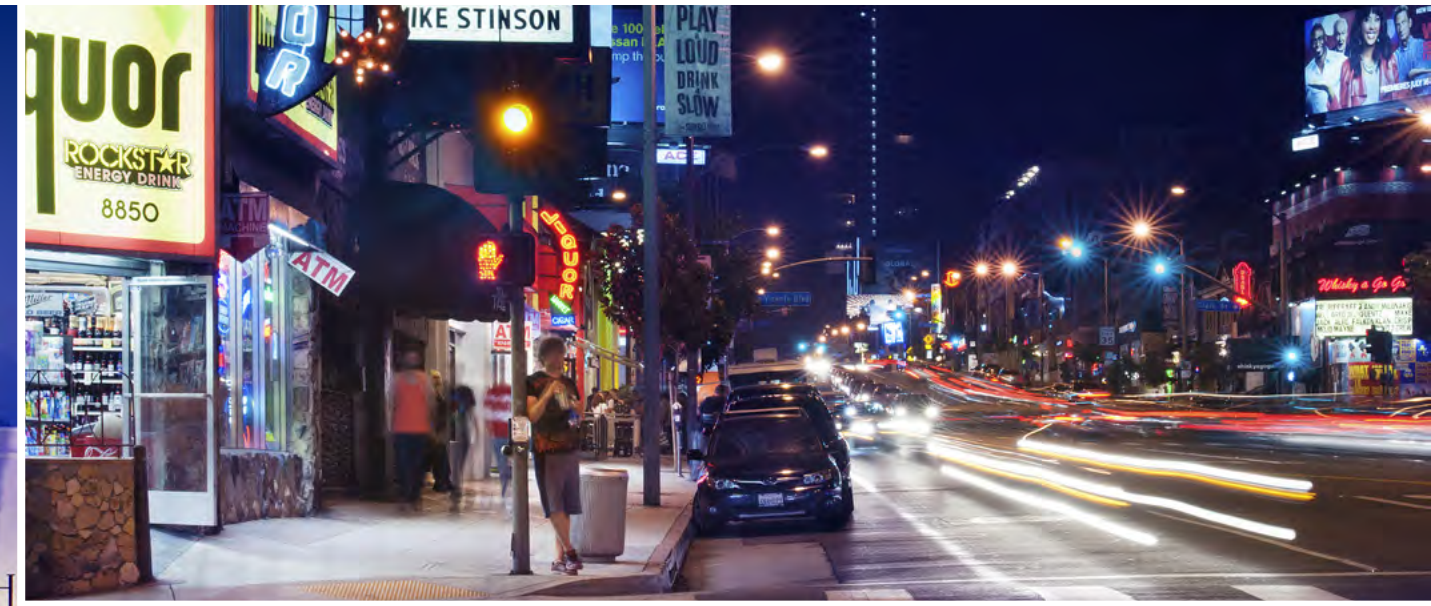
**Available Assets:** Wallscapes, Digital Spectaculars, Rooftop Bulletins, Premier Squares

A combination of extraordinary history, rich cultural heritage, renowned museums, and 75 miles of coastal SoCal sunshine all blend to create a vibe that is uniquely Los Angeles. With a different scene in every vibrant neighborhood, ranging from eclectic and stylish to laid back and progressive, LA is a trendsetting global metropolis. As the center of the nation's film and television industry, it's a city of endless entertainment.

# WEST HOLLYWOOD

## THE SUNSET STRIP

Bridging Hollywood to Beverly Hills, West Hollywood (WeHo) brims with visitors, celebrities, influencers, and socialites. A constant hive of activity, West Hollywood explodes during awards season with parties and galas. Boasting a massive LGBTQ+ population, the area hosts an annual 40-day One City One Pride LGBTQ Arts Festival and is heavily populated with bars, clubs, and nightlife. Crossed by iconic streets, Sunset Blvd winds through the north with high-profile entertainment and establishments.



# WEST HOLLYWOOD

## THE SUNSET STRIP

### Major Area Attractions

#### Soho House West Hollywood

West Hollywood's premier social gathering place entices high-profile celebrities, creators, influencers, and their inner circles with multiple restaurants, bars, meeting spaces, and a screening room.

#### The Roxy

The famed performance venue and popular hangout attracts both celebrities and fans with its storied reputation for delivering high-profile acts and unparalleled experiences.

#### Whisky a Go Go

One of the Strip's most historic destinations fills with fans as bands perform at the first live music venue inducted into the Rock and Roll Hall of Fame.

#### The Comedy Store

For nearly 50 years, this cultural institution has been the center of stand-up, regularly hosting legends that pack the venue on a nightly basis.

● Bars & Restaurants

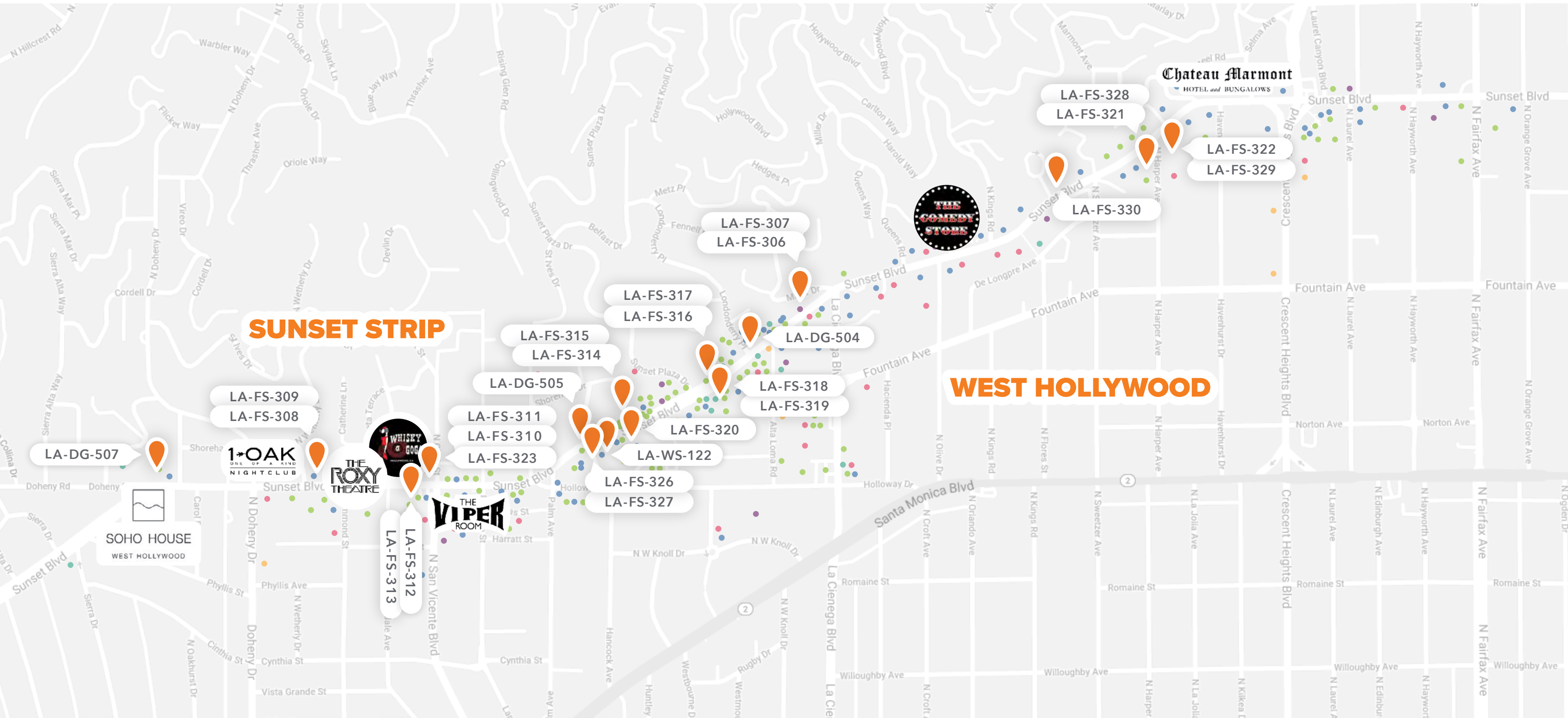
● Retail & Boutiques

● Apartments, Condos & Hotels

● Theaters & Entertainment

● Health & Fitness

● Universities & Government



# LA-DG-504

## FULL MOTION DIGITAL

THE SUNSET GARAGE, 8560 SUNSET BLVD

- This striking full-motion digital spectacular sits in the valet parking area of the largest and busiest parking garage on the Sunset Strip. Located in the heart of West Hollywood on Sunset Blvd at Alta Loma Rd, The Sunset Garage is teeming with activity and traffic as tenants and visitors come and go
- The Sunset is home to hip and upscale retail establishments such as SoulCycle, and Equinox, as well as popular cafes and restaurants, bringing a mix of fitness enthusiasts, shoppers, and socialites to the valet parking area. The garage also draws those visiting iconic venues just a few blocks away including The Viper Room, Whisky a Go Go, The Roxy, 1 Oak, and the famous Chateau Marmont
- Digital time can be roadblocked for up to 4 hours. Check with AE for scheduling

**Size:**  
10' x 25'

**OOH IMPs 18+ Wkly:**  
N/A

**Latitude:**  
34.092592

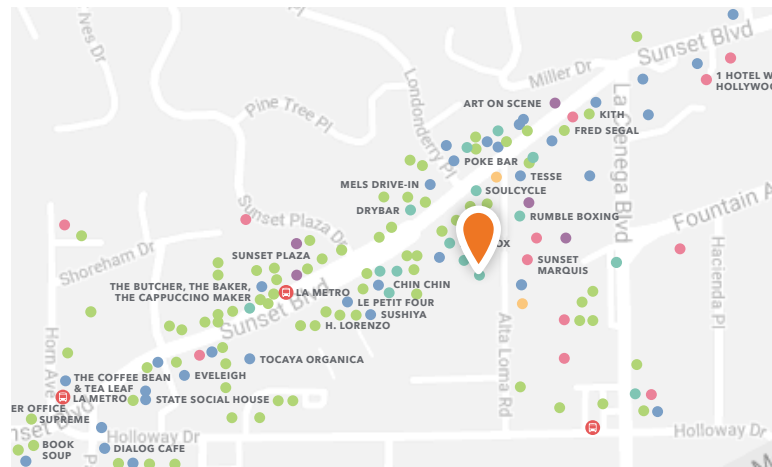
**Illumination:**  
Yes

**Longitude:**  
-118.378111

**Restrictions:**  
See Sales Representative

**Facing:**  
N/A

**Neighborhood:**  
West Hollywood / Sunset Strip



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 time can be roadblocked for up to 4 hours. Check with AE for scheduling.

# LA-DG-505

## FULL MOTION DIGITAL

Sunset Blvd and Holloway Dr

- 64' tall media tower with two architecturally integrated full-motion digital spectaculars towers over Sunset Blvd creating unparalleled visual impact in a vibrant area packed with restaurants, shopping, galleries, nightlife, offices and residences
- Located at the intersection of Sunset Blvd and Holloway Dr, the digital displays face east and west, with long reads to traffic approaching from both directions on the busiest pedestrian and vehicular thoroughfare in WeHo
- The interior and plaza is open to the public and used for multi-media art exhibits curated by MoCA, inviting crowds of residents and visitors to gather, enjoy the sunshine, and explore interactive public art as the can't-be-missed exterior screens surround them with engaging brand content
- This is a unique opportunity that offers an unavoidable and iconic presence at a high-profile landmark destination on the Sunset Strip

**Size:**  
West Face: 48.56' x 25.33'  
East Face: 28.35' x 31.36'

**Latitude:**  
34.091473

**Longitude:**  
-118.38229

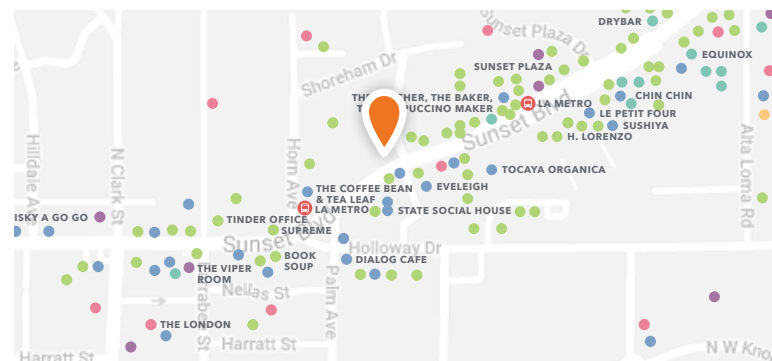
**Facing:**  
East & West

**Wkly IMPs 18+ per flip:**  
315,228

**Illumination:**  
Yes

**Restrictions:**  
See Sales Representative

**Neighborhood:**  
West Hollywood



[Click here to view a video of the Sunset Spectacular](#)

# LA-DG-507

## FULL MOTION DIGITAL

9165 Sunset Blvd

- Located at a major intersection between West Hollywood and Beverly Hills, the House on Sunset is a beacon of Sunset Blvd, captivating fashionistas, socialites, influencers, and entertainment professionals on the Strip
- Offers a direct read to vehicles turning onto Sunset Blvd and dominates the line of site for those stopped at the busy intersection
- Rush hour lasts all-day, as traffic constantly flows down one of LA's most iconic streets toward the famous entertainment destinations in the area, including famous neighbors Roxy, 1 Oak, and the Viper Room

### Size:

(Digital) 40'-1" x 23'-5"  
(Static) 34'-3" x 17'-5"

### OOH IMPs 18+ Wkly:

339,157

### Latitude:

34.101483

### Illumination:

Yes

### Longitude:

-118.33148f

### Restrictions:

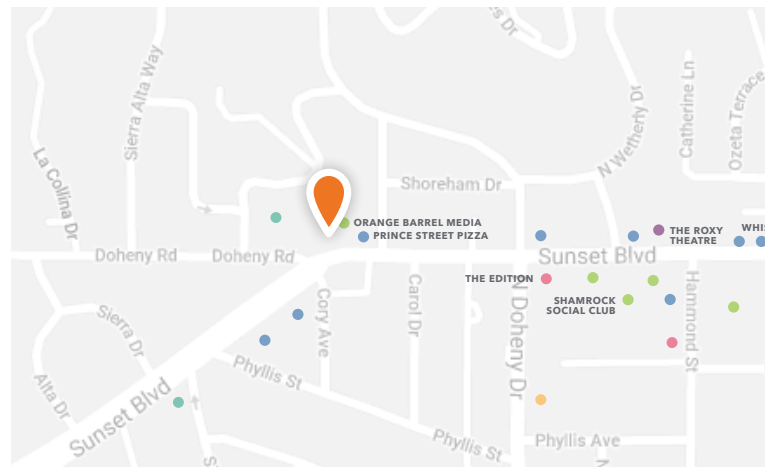
See Sales Representative

### Facing:

North

### Neighborhood:

West Hollywood



[Click here to view a video of the House on Sunset](#)

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 time can be roadblocked for up to 4 hours. Check with AE for scheduling.

# LA-FS-306

## BULLETIN

8535 Sunset Blvd

- Premier location on the legendary Sunset Strip near major intersection of La Cienega Blvd in the heart of West Hollywood across from flagship stores of lifestyle brands Kith and Fred Segal, defining the cool LA style
- Long right-hand read to two lanes of westward traffic, heading to Sunset Plaza, world-class hotels, gyms like Rumble Boxing, and iconic venues like The Roxy and Whisky a Go Go
- Sunset Plaza is a vibrant, pedestrian-friendly area, chock-full of fashion boutiques, specialty shops, fitness centers, outdoor cafes, and eclectic eateries, as well as home to the Oppenheim Group, featured on Netflix's popular reality show, *Selling Sunset*

**Size:**  
19' x 48'

**OOH IMPs 18+ Wkly:**  
203,935

**Latitude:**  
34.09391

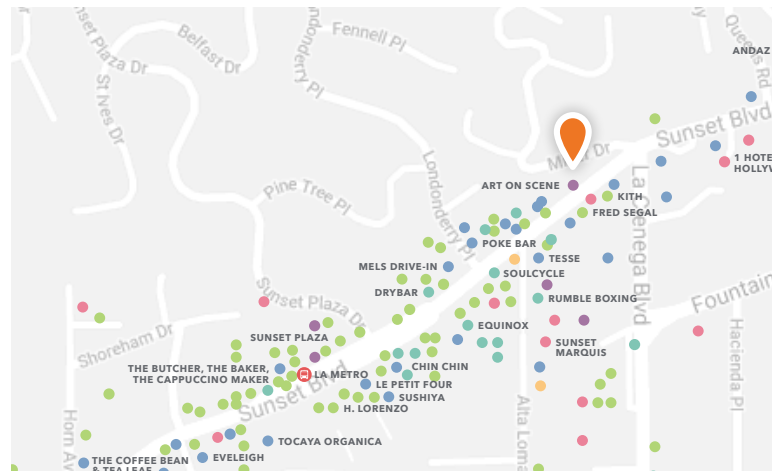
**Illumination:**  
Yes

**Longitude:**  
-118.37752

**Restrictions:**  
See Sales Representative

**Facing:**  
East

**Neighborhood:**  
West Hollywood





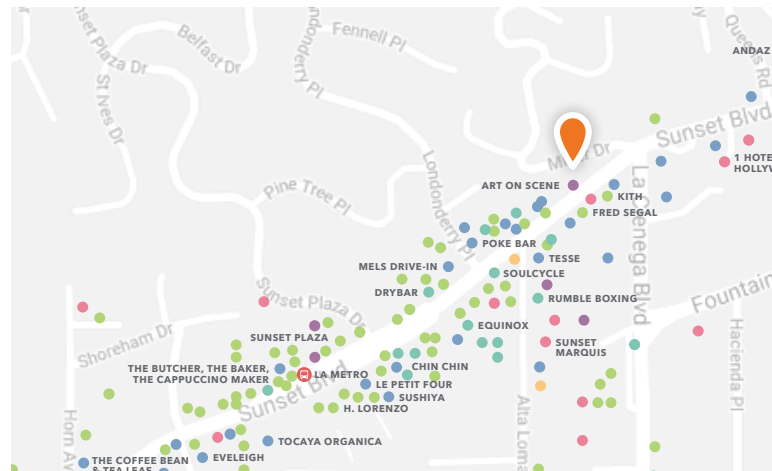
# LA-FS-307

## BULLETIN

8535 Sunset Blvd

- Premier location on the legendary Sunset Strip near major intersection of La Cienega Blvd in the heart of West Hollywood across from flagship stores of lifestyle brands Kith and Fred Segal, defining the cool LA style
- Long read to two lanes of eastbound traffic driving from Sunset Plaza to Hollywood, close to world-class hotels and fitness centers like Rumble Boxing and SoulCycle
- Sunset Plaza is a vibrant, pedestrian-friendly area, chock-full of fashion boutiques, specialty shops, fitness centers, outdoor cafes, and eclectic eateries, as well as home to the Oppenheim Group, featured on Netflix's popular reality show, *Selling Sunset*

<b>Size:</b> 19' x 48'	<b>OOH IMPs 18+ Wkly:</b> 200,394
<b>Latitude:</b> 34.093881	<b>Illumination:</b> Yes
<b>Longitude:</b> -118.37756	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> West	<b>Neighborhood:</b> West Hollywood



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.

# LA-FS-308

## VERTICAL BULLETIN

9015 Sunset Blvd (Rainbow/Roxy)

- This unforgettable vertical bulletin on the iconic Sunset Strip sits among legendary rocker hotspots: The Roxy Theatre, Rainbow Bar and Grill, and Shamrock Social Club, the renowned shop of world-class tattoo artists
- With a long read to two lanes of eastbound traffic, this unit calls to socialites, fashionistas, celebrities, music lovers, foodies, and visitors en route to ultra-cool hangouts, premier shopping, incomparable dining, and endless entertainment
- West Hollywood meets Beverly Hills here with luxury clubs and hotels like Soho House and The London as well as lively venues including 1 Oak, The Viper Room, and Whisky a Go Go

**Size:**

48' x 14'

**OOH IMPs 18+ Wkly:**

326,294

**Latitude:**

34.090766

**Illumination:**

Yes

**Longitude:**

-118.38819

**Restrictions:**

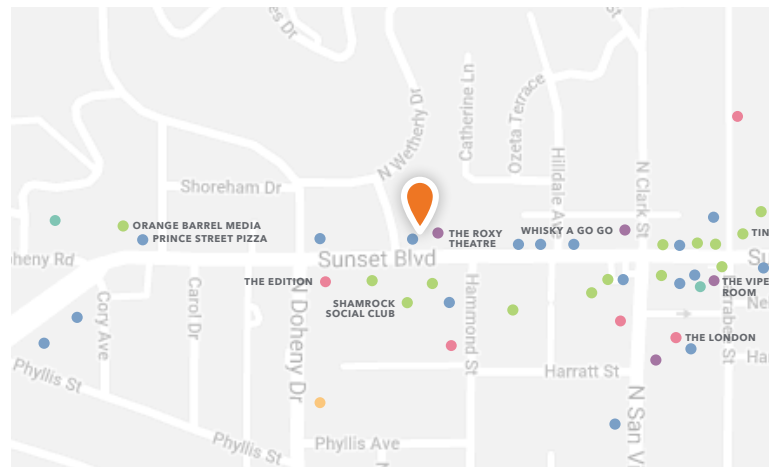
See Sales Representative

**Facing:**

West

**Neighborhood:**

West Hollywood



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.

# LA-FS-309

## VERTICAL BULLETIN

9015 Sunset Blvd (Rainbow/Roxy)

- This unforgettable vertical bulletin on the iconic Sunset Strip sits among legendary rocker hotspots: The Roxy Theatre, Rainbow Bar and Grill, and Shamrock Social Club, the renowned shop of world-class tattoo artists
- With a towering right-hand read to two lanes of westbound traffic, this unit calls to socialites, fashionistas, celebrities, music lovers, foodies, and visitors as they buzz about shopping, dining, and enjoying endless entertainment
- This vibrant area in the heart of West Hollywood is bursting with exciting go-to destinations: Soho House, EDITION, The London, 1 Oak, The Viper Room, and Whisky a Go Go

**Size:**

48' x 14'

**OOH IMPs 18+ Wkly:**

297,261

**Latitude:**

34.090767

**Illumination:**

Yes

**Longitude:**

-118.38817

**Restrictions:**

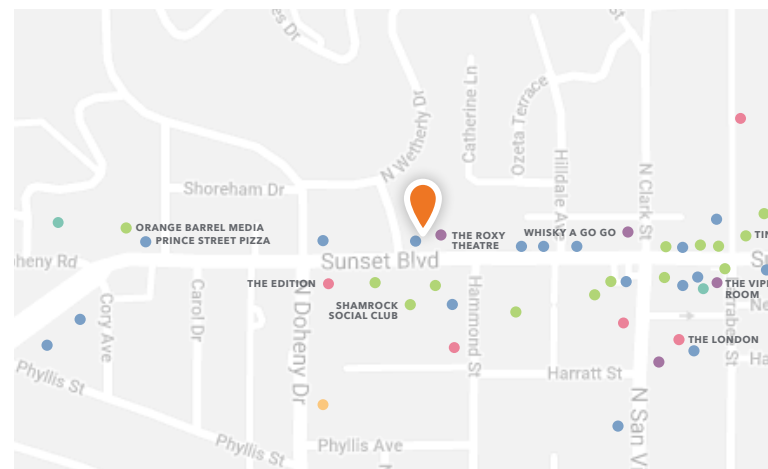
See Sales Representative

**Facing:**

East

**Neighborhood:**

West Hollywood



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.

# LA-FS-310

## ROOFTOP BULLETIN

8901 Sunset Blvd (Whisky a Go Go)

- Located on top of the world-famous Whisky a Go Go nightclub on the iconic Sunset Strip in the heart of West Hollywood; the most sought-after spot in the city
- With a long read to heavy northbound traffic on San Vicente, this unit also reaches two lanes of traffic going west on Sunset Blvd toward Beverly Hills, greeting a mix of creatives, music lovers, celebrities, locals, and visitors as they cross paths
- This dynamic part of West Hollywood is close to LA's legendary destinations including the Viper Room, the Roxy Theatre, Rainbow Bar and Grill, Soho House, Shamrock Social Club, Dialog Cafe, Book Soup, and The London

### Size:

19' x 48'

### OOH IMPs 18+ Wkly:

225,217

### Latitude:

34.090808

### Illumination:

Yes

### Longitude:

-118.3857

### Restrictions:

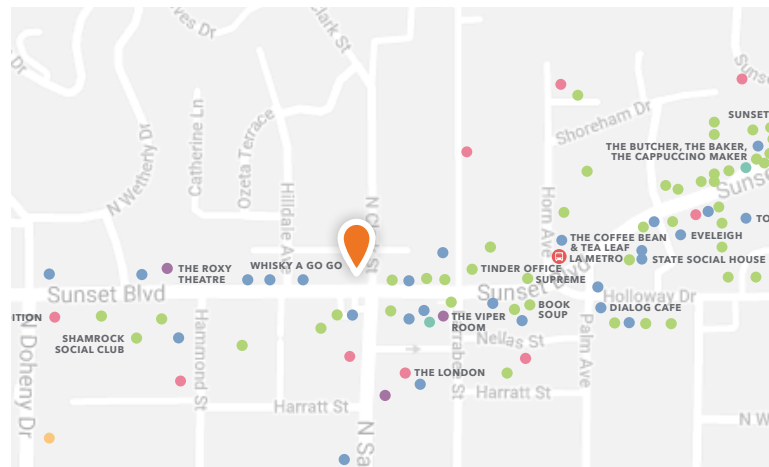
See Sales Representative

### Facing:

Southeast

### Neighborhood:

West Hollywood



# BULLETIN DOMINATION

**LA-FS-311/ LA-FS-312**

8901/ 8912 Sunset Blvd  
(Whisky a Go Go)

- Unique domination opportunity spanning the iconic Sunset Strip with side-by-side bulletins above world-famous nightclubs, Whisky a Go Go and the Viper Room
- Extending from left to right across Sunset Boulevard at the busy intersection of San Vicente, these units offer an unforgettable read to heavy eastbound traffic heading to premium shopping, trendy restaurants, and endless entertainment
- In the heart of West Hollywood close to LA's legendary destinations including the Roxy Theatre, Rainbow Bar and Grill, Soho House, Shamrock Social Club, Dialog Cafe, Book Soup, and The London

**Size:**

(311) 19' x 48'  
(312) 14' x 48'

**Latitude:**

(311) 34.090852  
(312) 34.090474

**Longitude:**

(311) -118.38579  
(312) -118.38599

**Facing:**

West

**OOH IMPs 18+ Wkly:**

602,661

**Illumination:**

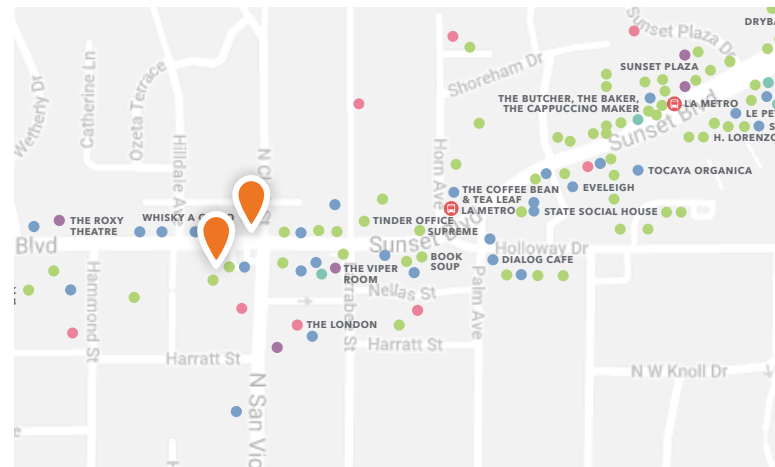
Yes

**Restrictions:**

See Sales Representative

**Neighborhood:**

West Hollywood



# LA-FS-313

## BULLETIN

8912 Sunset Blvd

- Located across from the world-famous Whisky a Go Go nightclub on the iconic Sunset Strip in the heart of West Hollywood; the most sought-after spot in LA
- This impactful bulletin reads to two lanes of heavy westbound traffic at the busy intersection of San Vicente, close to LA's renowned nightclubs including the Viper Room, the Roxy Theatre, and Rainbow Bar and Grill
- The Sunset Strip in West Hollywood is filled with creatives, young professionals, music lovers, celebrities, socialites, and visitors buzzing around the hip bars, chic restaurants, luxury hotels, trendy shops, and legendary night spots

**Size:**  
19'6" x 50'

**OOH IMPs 18+ Wkly:**  
456,030

**Latitude:**  
34.090471

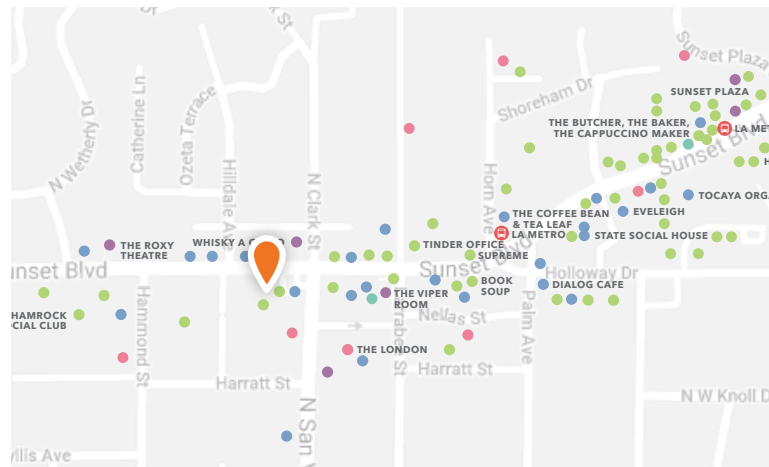
**Illumination:**  
Yes

**Longitude:**  
-118.38597

**Restrictions:**  
See Sales Representative

**Facing:**  
East

**Neighborhood:**  
West Hollywood



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.

# LA-FS-315

## BULLETIN

8721 Sunset Blvd

- This impactful bulletin towers over the iconic Sunset Blvd at the base of the Hollywood Hills in one of the most affluent and hottest areas of the Sunset Strip
- With a long read to heavy eastbound traffic at the entrance to Sunset Plaza, this premier bulletin reaches a diverse mix of business, entertainment, and technology professionals, as well as fashionistas, creatives, celebrities, and socialites
- Sunset Plaza is a vibrant, pedestrian-friendly area packed with fashion boutiques, specialty shops, fitness studios, outdoor cafes, chic restaurants, and blocks from legendary music venues and luxury hotels

**Size:**

19' x 48'

**OOH IMPs 18+ Wkly:**

201,652

**Latitude:**

34.091901

**Illumination:**

Yes

**Longitude:**

-118.38125

**Restrictions:**

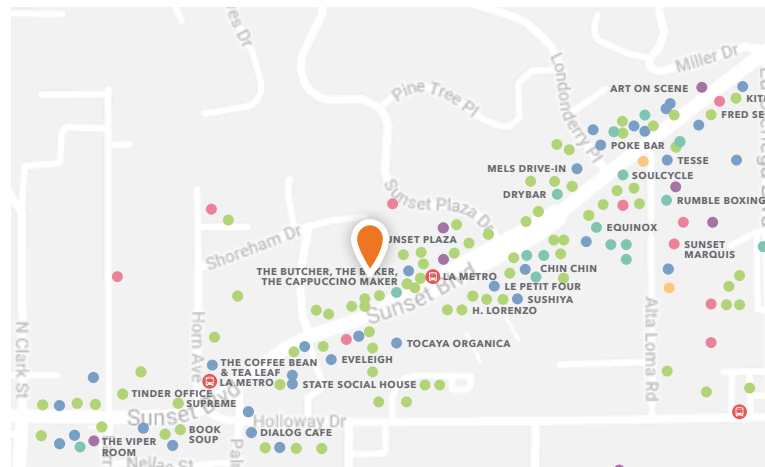
See Sales Representative

**Facing:**

West

**Neighborhood:**

West Hollywood



# LA-FS-316

## BULLETIN

8589 Sunset Blvd

- On the hottest block of the legendary Sunset Strip in the heart of West Hollywood, this towering bulletin sits above 24-hour landmark diner, Mels Drive-in
- This impressive bulletin is a right-hand read to two lanes of westbound traffic at the entrance to Sunset Plaza, heading toward Beverly Hills and iconic nightclubs
- Sunset Plaza is the most trendy and affluent area of the Sunset Strip, filled with designer boutiques, ultra-cool restaurants, luxury salons, coffee shops, and premier fitness centers, including SoulCycle and Equinox

**Size:**  
18' x 48'

**OOH IMPs 18+ Wkly:**  
223,868

**Latitude:**  
34.092889

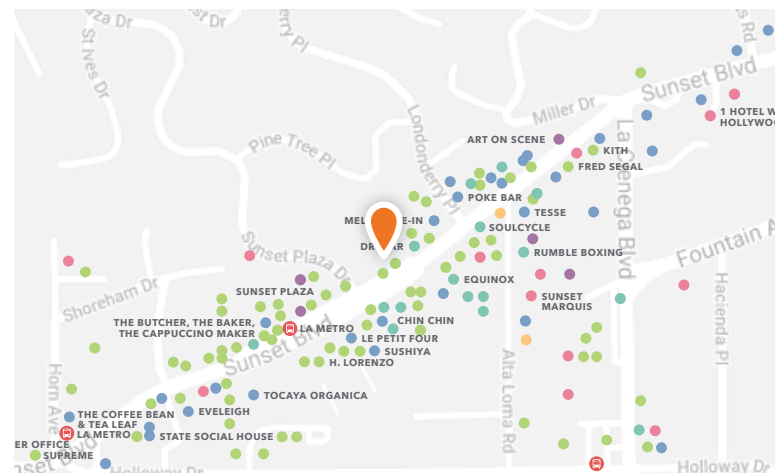
**Illumination:**  
Yes

**Longitude:**  
-118.37905

**Restrictions:**  
See Sales Representative

**Facing:**  
East

**Neighborhood:**  
West Hollywood





# LA-FS-318

## BULLETIN

8600 Sunset Blvd

- On the hottest block of the legendary Sunset Strip in the heart of West Hollywood, this impactful bulletin sits across from 24-hour landmark diner, Mels Drive-in, and adjacent to Equinox, the ultra-luxe sports club
- With a long read to two lanes of westbound traffic at the entrance to Sunset Plaza, heading toward Beverly Hills and iconic nightclubs, Whisky a Go Go and The Roxy
- Sunset Plaza is the most trendy and affluent area of the Sunset Strip, packed with designer boutiques, chic restaurants, outdoor cafes, posh salons, high-end beauty care, and premier fitness centers, including SoulCycle

**Size:**

18' x 48'

**OOH IMPs 18+ Wkly:**

196,997

**Latitude:**

34.092383

**Illumination:**

Yes

**Longitude:**

-118.37912

**Restrictions:**

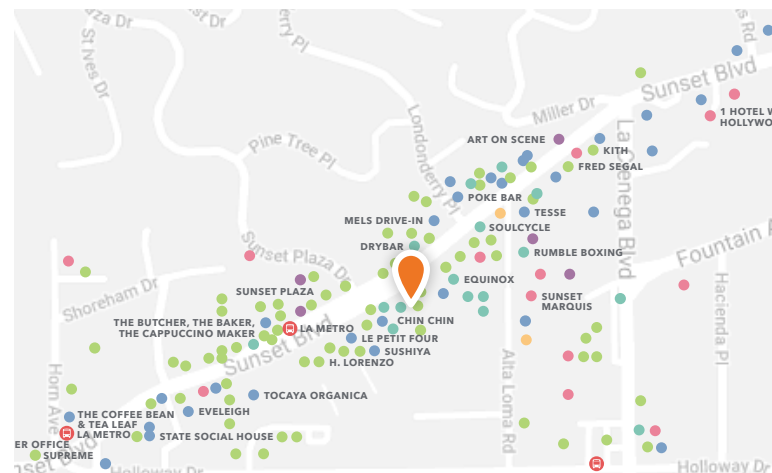
See Sales Representative

**Facing:**

East

**Neighborhood:**

West Hollywood



# BULLETIN DOMINATION

**LA-FS-316/ LA-FS-318**

8589/ 8600 Sunset Blvd

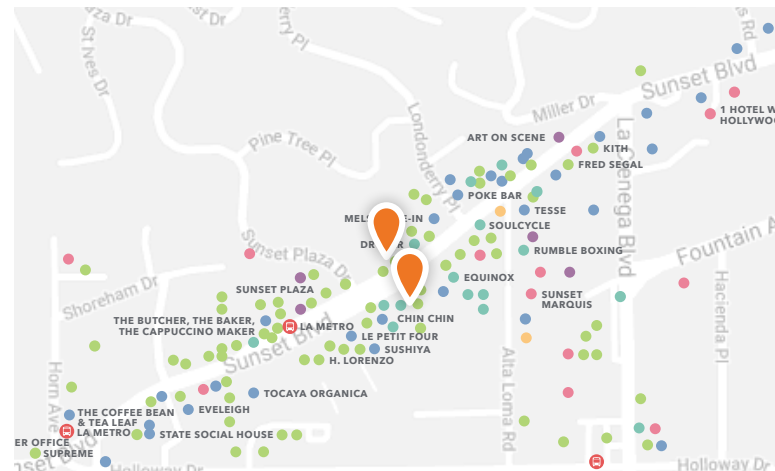
- Unique domination opportunity spanning the iconic Sunset Strip with side-by-side bulletins on the hottest block in West Hollywood at the entrance to Sunset Plaza
- Extending from left to right across Sunset Boulevard near the busy intersection of La Cienega Blvd, these units offer an unforgettable read to heavy westbound traffic heading toward Beverly Hills and LA's legendary music venues
- Sunset Plaza is the most trendy and affluent area of the Sunset Strip, filled with designer boutiques, chic restaurants, luxury salons, coffee shops, and premier fitness centers, including SoulCycle and Equinox

**Size:** 18' x 48'      **OOH IMPs 18+ Wkly:** 420,866

**Latitude:** (316) 34.092889      **Illumination:** Yes  
(318) 34.092383

**Longitude:** (316) -118.37905      **Restrictions:** See Sales Representative  
(318) -118.37912

**Facing:** East      **Neighborhood:** West Hollywood



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.

# LA-FS-317

## BULLETIN

8589 Sunset Blvd

- On the hottest block of the legendary Sunset Strip in the heart of West Hollywood, this impactful bulletin sits across from the ultra-luxe sports club, Equinox, in a vibrant area teeming with socialites, celebrities, athletes, and fashionistas
- With a long read to two lanes of eastbound traffic in the bustling Sunset Plaza, heading toward Hollywood landmarks, The Comedy Store and Chateau Marmont
- Sunset Plaza is the most trendy and affluent area of the Sunset Strip, filled with premier fitness centers, designer boutiques, and popular eclectic eateries, including Mels Drive-in, Chin Chin, Sweetgreen, and Le Petit Four

**Size:**  
18' x 48'

**OOH IMPs 18+ Wkly:**  
213,739

**Latitude:**  
34.09289

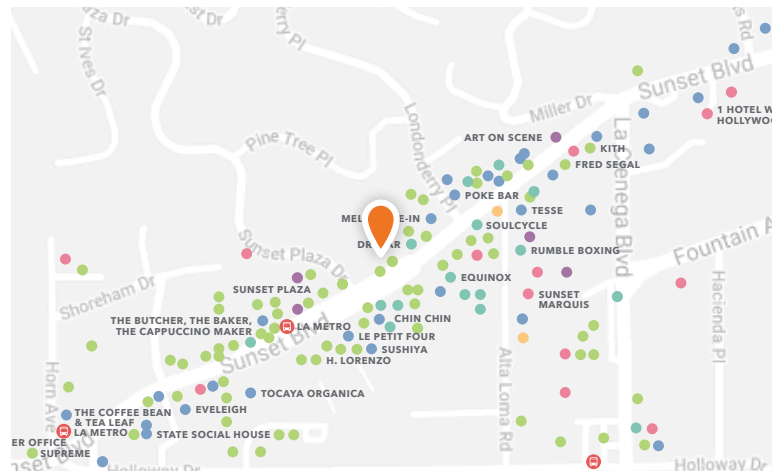
**Illumination:**  
Yes

**Longitude:**  
-118.37905

**Restrictions:**  
See Sales Representative

**Facing:**  
West

**Neighborhood:**  
West Hollywood



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.

# LA-FS-319

## BULLETIN

8600 Sunset Blvd

- On the hottest block of the legendary Sunset Strip in the heart of West Hollywood, this towering bulletin sits above lavish beauty salons and the ultra-luxe sports club, Equinox
- With a long right-hand read to two lanes of eastbound traffic in the bustling Sunset Plaza heading toward Hollywood, in an area packed with designer boutiques, outdoor cafes, and premier fitness centers, including SoulCycle
- Sunset Plaza is the most trendy and affluent area of the Sunset Strip, teeming with a mix of fashionistas, socialites, celebrities, and creatives buzzing about specialty shops and popular eateries like Mels Drive-in, Chin Chin, and Le Petit Four

**Size:**  
18' x 48'

**OOH IMPs 18+ Wkly:**  
189,170

**Latitude:**  
34.092354

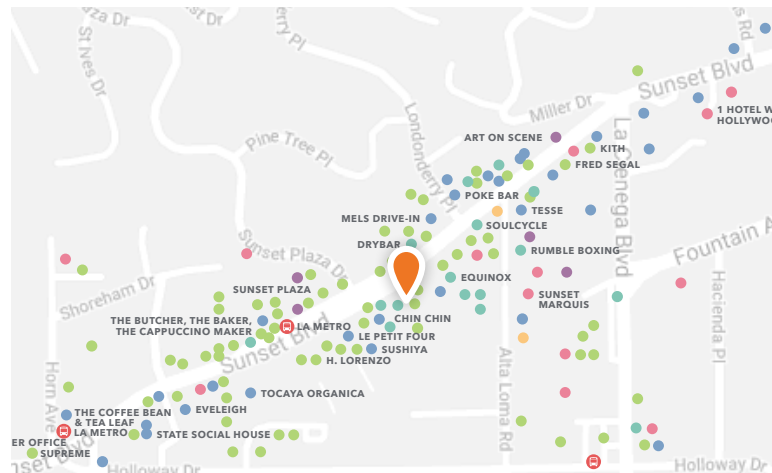
**Illumination:**  
Yes

**Longitude:**  
-118.3792

**Restrictions:**  
See Sales Representative

**Facing:**  
West

**Neighborhood:**  
West Hollywood



# BULLETIN DOMINATION

**LA-FS-317/ LA-FS-319**

8589/ 8600 Sunset Blvd

- Unique domination opportunity spanning the iconic Sunset Strip with side-by-side bulletins on WeHo's hottest block with ultra-luxe sports club, Equinox, in a vibrant area teeming with socialites, celebrities, athletes, and fashionistas
- Extending from left to right across Sunset Boulevard at the busy intersection of Sunset Plaza Dr, these units offer an unforgettable read to eastbound traffic heading toward Hollywood in the pedestrian-friendly Sunset Plaza
- Sunset Plaza is the most trendy and affluent area of the Sunset Strip, filled with premier fitness centers, designer boutiques, and popular eclectic eateries, including Mels Drive-in, Chin Chin, Sweetgreen, and Le Petit Four

**Size:**  
18' x 48'

**Latitude:**  
(317) 34.09289  
(319) 34.092354

**Longitude:**  
(317) -118.37905  
(319) -118.3792

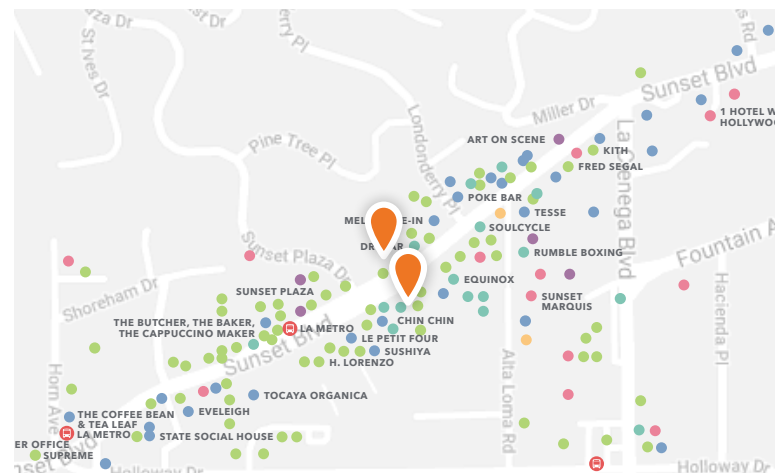
**Facing:**  
West

**OOH IMPs 18+ Wkly:**  
437,253

**Illumination:**  
Yes

**Restrictions:**  
See Sales Representative

**Neighborhood:**  
West Hollywood



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.

# LA-FS-314

## BULLETIN

8721 Sunset Blvd

- This prominent bulletin soars above the iconic Sunset Strip overlooking designer boutiques and sidewalk cafes, including Le Petit Four, a local landmark packed with shoppers, tourists, socialites, and celebrities
- Beyond the bustling Sunset Plaza, this prime right-hand read reaches traffic heading west to Beverly Hills and legendary music venues, The Roxy and Whisky a Go Go
- Located in the most trendy and affluent area of Sunset Blvd, surrounded by luxury residences, specialty shops, fitness studios, posh spas, and modern offices with a diverse mix of business, entertainment, and technology professionals

**Size:**

19' x 48'

**OOH IMPs 18+ Wkly:**

197,845

**Latitude:**

34.091893

**Illumination:**

Yes

**Longitude:**

-118.38123

**Restrictions:**

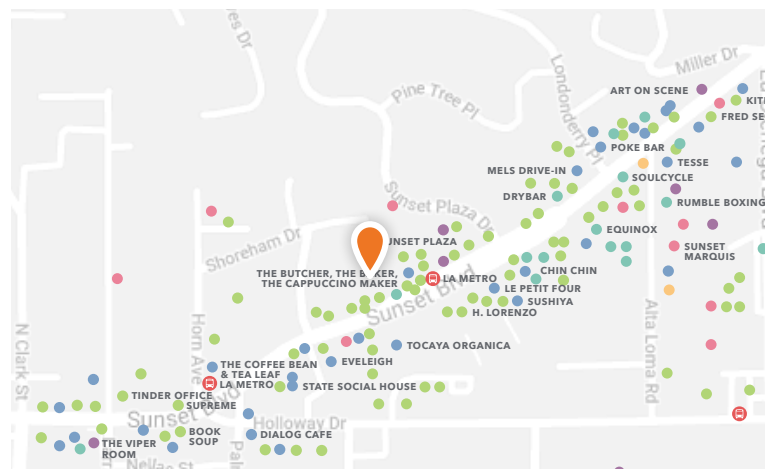
See Sales Representative

**Facing:**

East

**Neighborhood:**

West Hollywood



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.

# LA-FS-320

## BULLETIN

8720 Sunset Blvd

- Sitting atop Tocaya, the go-to for fresh modern Mexican cuisine on the iconic Sunset Strip, this dramatic bulletin pops against the side of the 7-story Sunset Towers as it overlooks sidewalk cafes including local landmark, Le Petit Four
- This striking unit offers a long two-block read to two lanes of westbound traffic in the bustling Sunset Plaza heading toward Beverly Hills and world-famous nightclubs, Whisky a Go Go and The Roxy
- Sunset Plaza is the most trendy and affluent area of the Sunset Strip, surrounded by luxury residences, specialty shops, fitness studios, posh spas, and chic restaurants buzzing with fashionistas, creatives, celebrities, and socialites

**Size:**  
18' x 48'

**OOH IMPs 18+ Wkly:**  
194,049

**Latitude:**  
34.091448

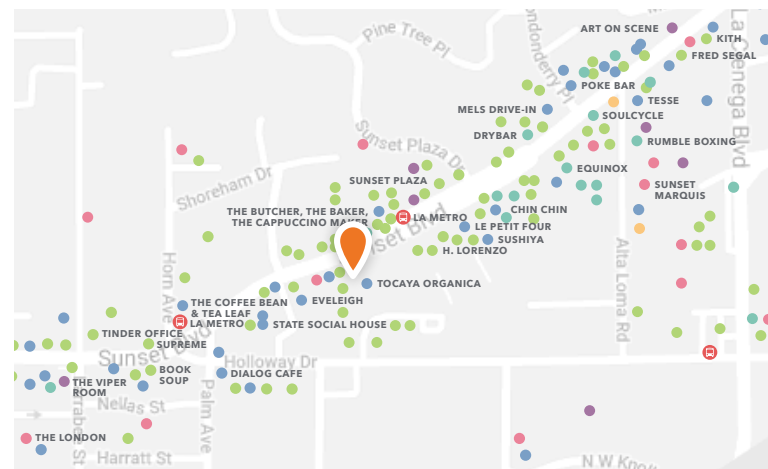
**Illumination:**  
Yes

**Longitude:**  
-118.38117

**Restrictions:**  
See Sales Representative

**Facing:**  
East

**Neighborhood:**  
West Hollywood



# BULLETIN DOMINATION

**LA-FS-314/ LA-FS-320**

8721 / 8720 Sunset Blvd

- Dramatic domination opportunity spanning the iconic Sunset Strip with side-by-side bulletins next to the 7-story Sunset Towers, overlooking designer boutiques and sidewalk cafes, including local landmark, Le Petit Four
- Offers a long two-block read to two lanes of westbound traffic in the bustling Sunset Plaza, heading toward Beverly Hills and world-famous nightclubs, Whisky a Go Go and The Roxy
- Located in the most trendy and affluent area of Sunset Blvd, surrounded by luxury residences, specialty shops, posh spas, and modern offices with a diverse mix of business, entertainment, and technology professionals

**Size:** OOH IMPs 18+ Wkly:

(314) 19' x 48'  
(320) 18' x 48'

391,894

**Latitude:**

(314) 34.091893  
(320) 34.091448

**Illumination:**

Yes

**Longitude:**

(314) -118.38123  
(320) -118.38123

**Restrictions:**

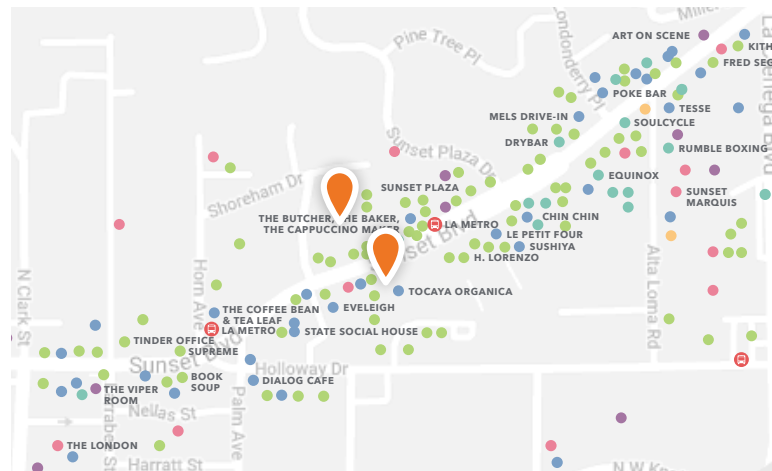
See Sales Representative

**Facing:**

East

**Neighborhood:**

West Hollywood





# LA-FS-321

## BULLETIN

8272A Sunset Blvd

- Prime location on the legendary Sunset Strip between iconic hotels, Chateau Marmont and Sunset Tower, close to Saddle Ranch, a TikTok hotspot made popular by social media influencers and online celebrities
- Reaching two lanes of heavy westbound traffic on the busiest thoroughfare in WeHo, this unit is perfectly positioned to reach socialites, fashionistas, celebrities, and music lovers heading to designer shops in Sunset Plaza and world-famous music venues
- Situated near luxury boutique hotels including the Pendry West Hollywood and the Mondrian Hotel with its panoramic rooftop bar, Skybar, as well as live shows at The Comedy Store and the Laugh Factory

### Size:

16' x 50'

### OOH IMPs 18+ Wkly:

219,081

### Latitude:

34.096723

### Illumination:

Yes

### Longitude:

-118.36956

### Restrictions:

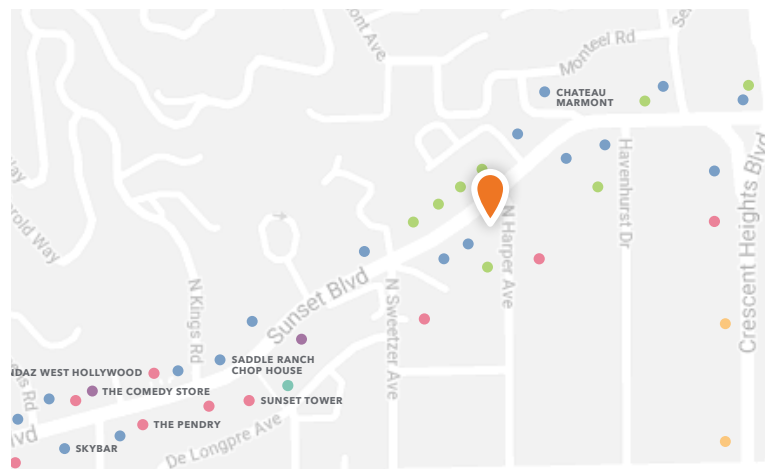
See Sales Representative

### Facing:

East

### Neighborhood:

West Hollywood



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.

# LA-FS-322

## BULLETIN

8264A Sunset Blvd

- Prime location on the legendary Sunset Strip between iconic hotels, Chateau Marmont and Sunset Tower, close to Saddle Ranch, a TikTok hotspot made popular by social media influencers and online celebrities
- With a long read to westward traffic heading from Hollywood toward Beverly Hills, this unit is perfectly positioned to reach socialites, fashionistas, celebrities, and music lovers en route to designer shops in Sunset Plaza and world-famous music venues
- Situated near luxury boutique hotels including the Pendry West Hollywood and the Mondrian Hotel with its panoramic rooftop bar, Skybar, as well as live shows at The Comedy Store and the Laugh Factory

### Size:

16' x 50'

### OOH IMPs 18+ Wkly:

218,345

### Latitude:

34.096829

### Illumination:

Yes

### Longitude:

-118.36933

### Restrictions:

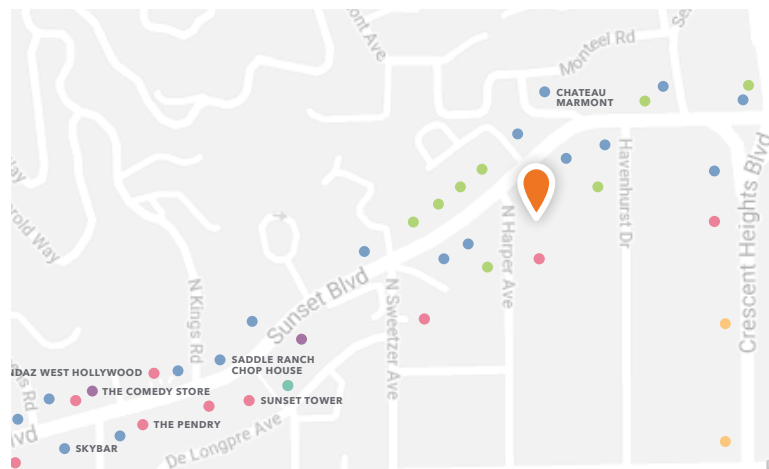
See Sales Representative

### Facing:

East

### Neighborhood:

West Hollywood



# LA-FS-323

## WALLSCAPE

8901 Sunset Blv & N Clark St  
(Whisky a Go Go)

- Six stunning street-level signs cover two sides of the world-famous Whisky a Go Go nightclub stretching around the iconic corner building on the bustling Sunset Blvd
- Reaching both heavy northbound traffic on San Vicente as well as two lanes of traffic going west on Sunset Blvd towards Beverly Hills, this unique set greets a mix of creatives, music lovers, celebrities, locals, and visitors as they cross paths
- Situated in vibrant West Hollywood, close to LA's legendary destinations including the Viper Room, the Roxy Theatre, Rainbow Bar and Grill, Soho House, Shamrock Social Club, Dialog Cafe, Book Soup, and The London

### Size:

- A - 16' x 8'
- B - 10' x 15'
- C - 10'1" x 9'11"
- D - 10'1" x 9'11"
- E - 10'1" x 10'1"
- F - 9'3" x 23'

### OOH IMPs 18+ Wkly:

1,539,764

### Illumination:

Yes

### Restrictions:

See Sales Representative

### Neighborhood:

West Hollywood

### Latitude:

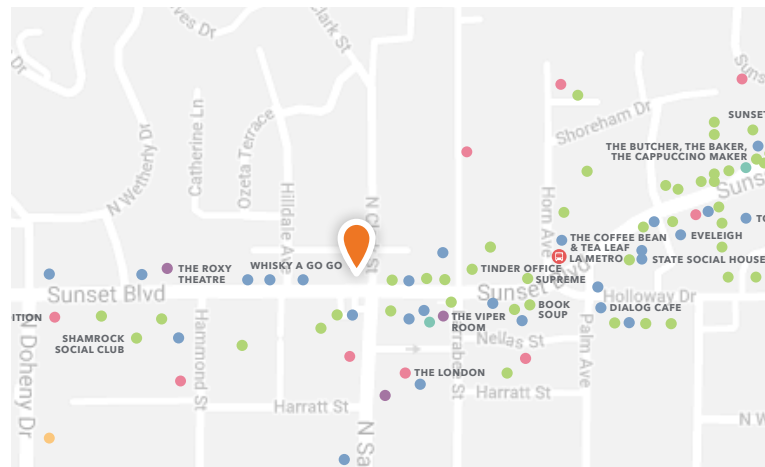
34.090769

### Longitude:

-118.38573

### Facing:

South & East



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 time can be roadblocked for up to 4 hours. Check with AE for scheduling.

# LA-FS-326

## BULLETIN

8752 Sunset Blvd

- First-time offering of striking asymmetrical unit designed by architect Mark Rios, steps from trendy Eveleigh restaurant, across from Tesla charging station, and close to Dialog Café, Book Soup, and Monarch Athletic Club
- Impressive read to two lanes of westbound traffic leaving the Sunset Plaza, heading toward Beverly Hills and world-famous nightclubs, Whisky a Go Go and The Roxy
- Located in the most trendy and affluent area of Sunset Blvd, surrounded by luxury residences, fitness studios, posh spas, specialty shops, and modern offices with a diverse mix of business, entertainment, and technology professionals
- Standing Meadow is overflowing with native plants that draw an array of pollinators – butterflies, bees, and hummingbirds – and add vibrant colors, rich textures, and pleasant scents that capture attention on the busy Sunset Blvd

**Size:**  
18'-8" x 29'

**OOH IMPs 18+ Wkly:**  
N/A

**Latitude:**  
34.09125

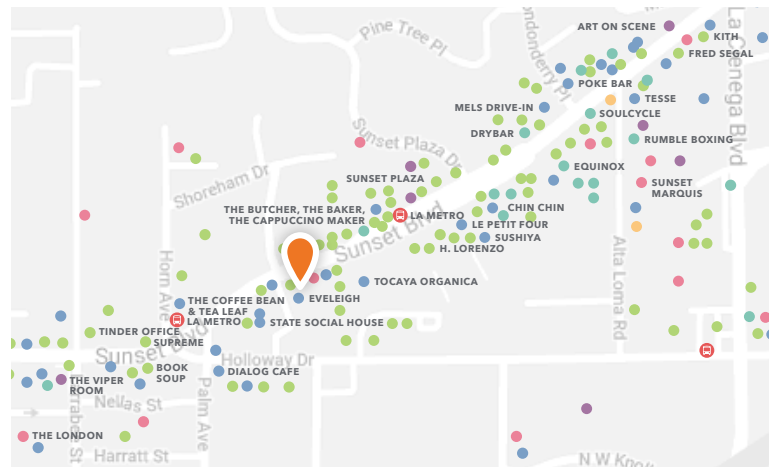
**Illumination:**  
Yes

**Longitude:**  
-118.38187

**Restrictions:**  
See Sales Representative

**Facing:**  
East

**Neighborhood:**  
West Hollywood



[Click here to view a video of Standing Meadow](#)

*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 time can be roadblocked for up to 4 hours. Check with AE for scheduling.*

# LA-FS-327

## BULLETIN

8752 Sunset Blvd

- First-time offering of striking asymmetrical unit designed by architect Mark Rios, steps from trendy Eveleigh restaurant, across from Tesla charging station, and close to Dialog Café, Book Soup, and Monarch Athletic Club
- Right-hand read to two lanes of eastbound traffic on the busiest thoroughfare in WeHo, at the entrance of the bustling, pedestrian-friendly Sunset Plaza, just blocks from legendary music venues, Whisky a Go Go and The Viper Room
- Located in the most trendy and affluent area of Sunset Blvd, surrounded by luxury residences, fitness studios, posh spas, specialty shops, and modern offices with a diverse mix of business, entertainment, and technology professionals
- Standing Meadow is overflowing with native plants that draw an array of pollinators – butterflies, bees, and hummingbirds – and add vibrant colors, rich textures, and pleasant scents that capture attention on the busy Sunset Blvd

### Size:

18'-8" x 29'

### OOH IMPs 18+ Wkly:

N/A

### Latitude:

34.09125

### Illumination:

Yes

### Longitude:

-118.38187

### Restrictions:

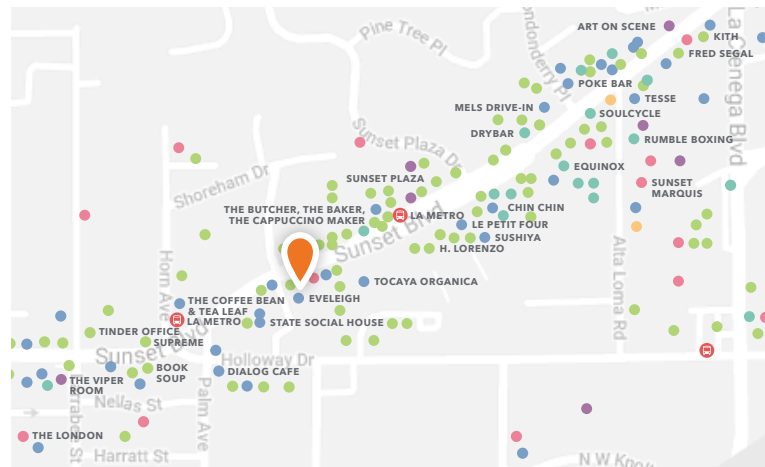
See Sales Representative

### Facing:

West

### Neighborhood:

West Hollywood



[Click here to view a video of Standing Meadow](#)

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 time can be roadblocked for up to 4 hours. Check with AE for scheduling.

# LA-FS-328

## BULLETIN

8272A Sunset Blvd

- Prime location on the legendary Sunset Strip between iconic hotels, Chateau Marmont and Sunset Tower, close to Saddle Ranch, a TikTok hotspot made popular by social media influencers and online celebrities
- Right-hand read to two lanes of eastbound traffic on the busiest thoroughfare in WeHo, this unit is perfectly positioned to reach socialites, fashionistas, celebrities, and music lovers coming from designer shops in Sunset Plaza and world-famous music venues
- Situated near luxury boutique hotels including the Pendry West Hollywood and the Mondrian Hotel with its panoramic rooftop bar, Skybar, as well as live shows at The Comedy Store and the Laugh Factory

### Size:

16' x 50'

### OOH IMPs 18+ Wkly:

241,791

### Latitude:

34.0968103

### Illumination:

Yes

### Longitude:

-118.369107

### Restrictions:

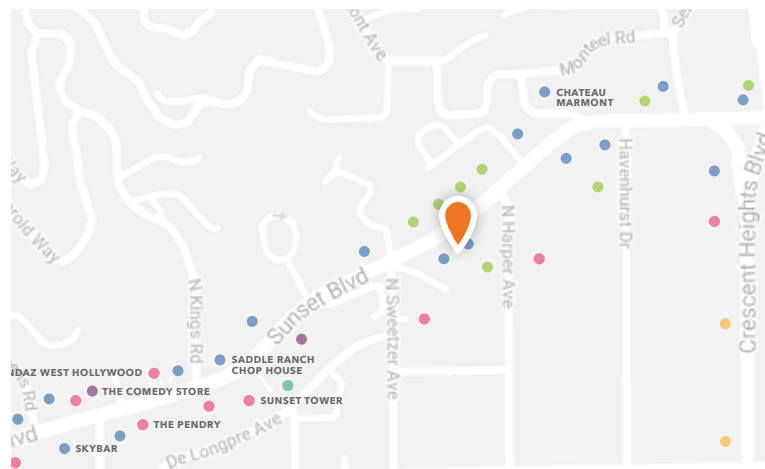
See Sales Representative

### Facing:

West

### Neighborhood:

West Hollywood



# LA-FS-329

## BULLETIN

8264A Sunset Blvd

- Prime location on the legendary Sunset Strip between iconic hotels, Chateau Marmont and Sunset Tower, close to Saddle Ranch, a TikTok hotspot made popular by social media influencers and online celebrities
- Right-hand read to two lanes of eastbound traffic on the busiest thoroughfare in WeHo, this unit is perfectly positioned to reach socialites, fashionistas, celebrities, and music lovers coming from designer shops in Sunset Plaza and world-famous music venues
- Situated near luxury boutique hotels including the Pendry West Hollywood and the Mondrian Hotel with its panoramic rooftop bar, Skybar, as well as live shows at The Comedy Store and the Laugh Factory

**Size:**  
16' x 50'

**OOH IMPs 18+ Wkly:**  
228,423

**Latitude:**  
34.09675

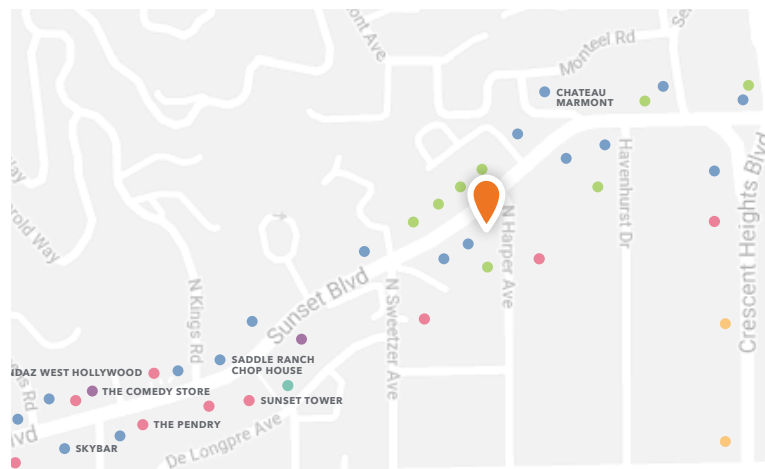
**Illumination:**  
Yes

**Longitude:**  
-118.36945

**Restrictions:**  
See Sales Representative

**Facing:**  
West

**Neighborhood:**  
West Hollywood



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.

# LA-FS-330

## ROOFTOP BULLETIN

8335 Sunset Blvd

- Directly faces eastbound traffic with an angled placement at a curved section of iconic Sunset Boulevard surrounded by chic hotels—Sunset Tower and Andaz Hollywood as well as popular nightspots, Carneys and The Tower Bar
- Long read to two lanes of traffic on the busiest thoroughfare in WeHo, perfectly positioned to reach socialites, fashionistas, celebrities, and influencers coming from designer shops, posh spas, fitness studios, and trendy hangouts
- Situated against the Hollywood Hills, home to elite executives and entertainment personalities, and close to luxury boutique hotels, including the Pendry West Hollywood and the Mondrian Hotel with its panoramic rooftop bar, Skybar

**Size:**  
14' H x 42' W

**OOH IMPs 18+ Wkly:**  
209,980

**Latitude:**  
34.09638

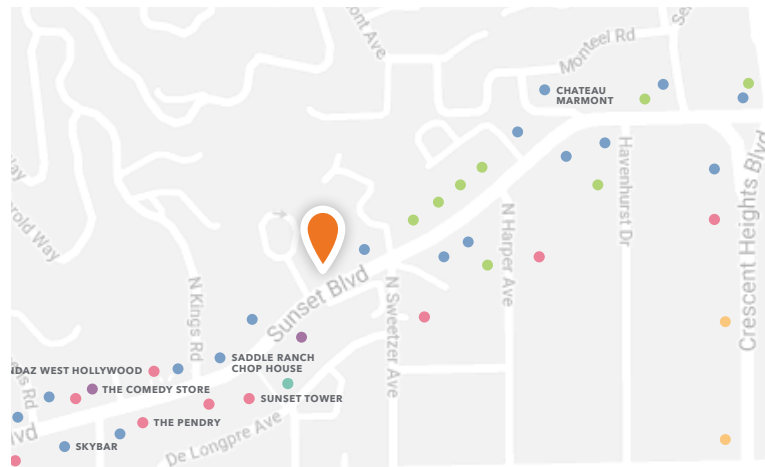
**Illumination:**  
Yes

**Longitude:**  
-118.37126

**Restrictions:**  
See Sales Representative

**Facing:**  
West

**Neighborhood:**  
West Hollywood





# LA-WS-122

## WALLSCAPE SPECTACULAR

8730 Sunset Blvd (Sunset Towers)

- This massive wallscape offers to make a HUGE impression on the Sunset Strip, situated on the side of Sunset Towers, an 80,000-sq-ft office building humming with business, entertainment, and technology professionals
- With a long right-hand read to eastbound traffic on the busiest thoroughfare in WeHo, dominating the entrance to the bustling, pedestrian-friendly Sunset Plaza
- Sunset Plaza is a vibrant area packed with fashion boutiques, specialty shops, fitness studios, outdoor cafes, chic restaurants, and blocks from legendary music venues, Whisky a Go Go and The Viper Room

**Size:**  
51'4" x 151'

**OOH IMPs 18+ Wkly:**  
214,642

**Latitude:**  
34.09127

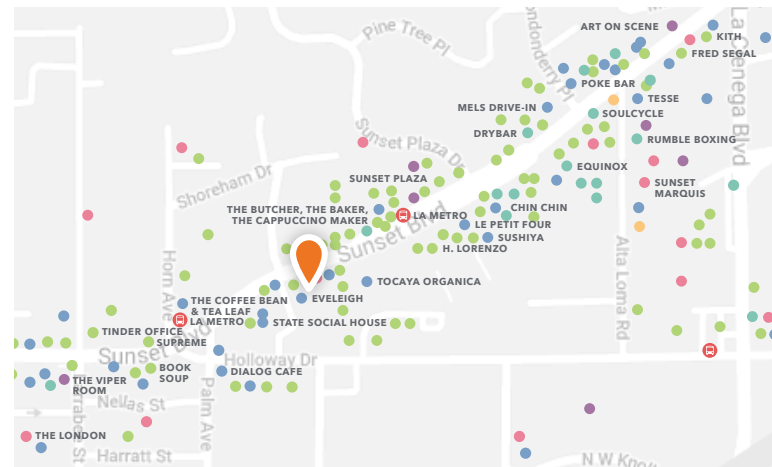
**Illumination:**  
Yes

**Longitude:**  
-118.38158

**Restrictions:**  
See Sales Representative

**Facing:**  
West

**Neighborhood:**  
West Hollywood



Note: Production of materials will not proceed until the artwork has been approved by the property. All artwork subject to City approval prior to posting. Artwork is due 30 days prior to contracted start date for review and limited to 15% of the banner space.

# THE HEART OF HOLLYWOOD

SANTA MONICA BLVD  
SUNSET + VINE  
TCL CHINESE THEATRE

For millions of Californians and visitors alike, Hollywood is an essential part of the Los Angeles experience. The must-see shows and attractions, celebrity-frequented restaurants, and world-class hotels give the neighborhood its charm, but for many people, Hollywood is more of a state of mind. This quirky area has long represented the glitz and glamour of the film, television, and music industries, making this the mother of all entertainment destinations. OBM wallscapes line Santa Monica Blvd between the 101 Interstate, one of California's main highways, and Vine St in an area teeming with film studios, recording studios, and live performance venues. A few blocks north, all ten of OBM's Sunset + Vine wallscapes are in extremely prominent locations, whether it's just steps from ArcLight Cinemas, the Palladium, or amidst the Hollywood Farmers' Market. At the busy intersection of Hollywood Blvd and the 101, two giant wallscapes greet residents, visitors, and industry professionals as traffic flows down the popular street. From there, follow the Walk of Fame to arrive at OBM's four digital screens on the TCL Chinese Theatre. These screens read to thousands per day as non-stop vehicles and pedestrians pass the renowned marquee. Because OBM's massive units are in striking locations near local landmarks, marketers have the opportunity to weave their brand's message throughout a highly traveled area within one of the most iconic and beloved cities in the country.



# THE HEART OF HOLLYWOOD

LA's PREMIER DESTINATION

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

## Major Area Attractions

### ArcLight Cinemas

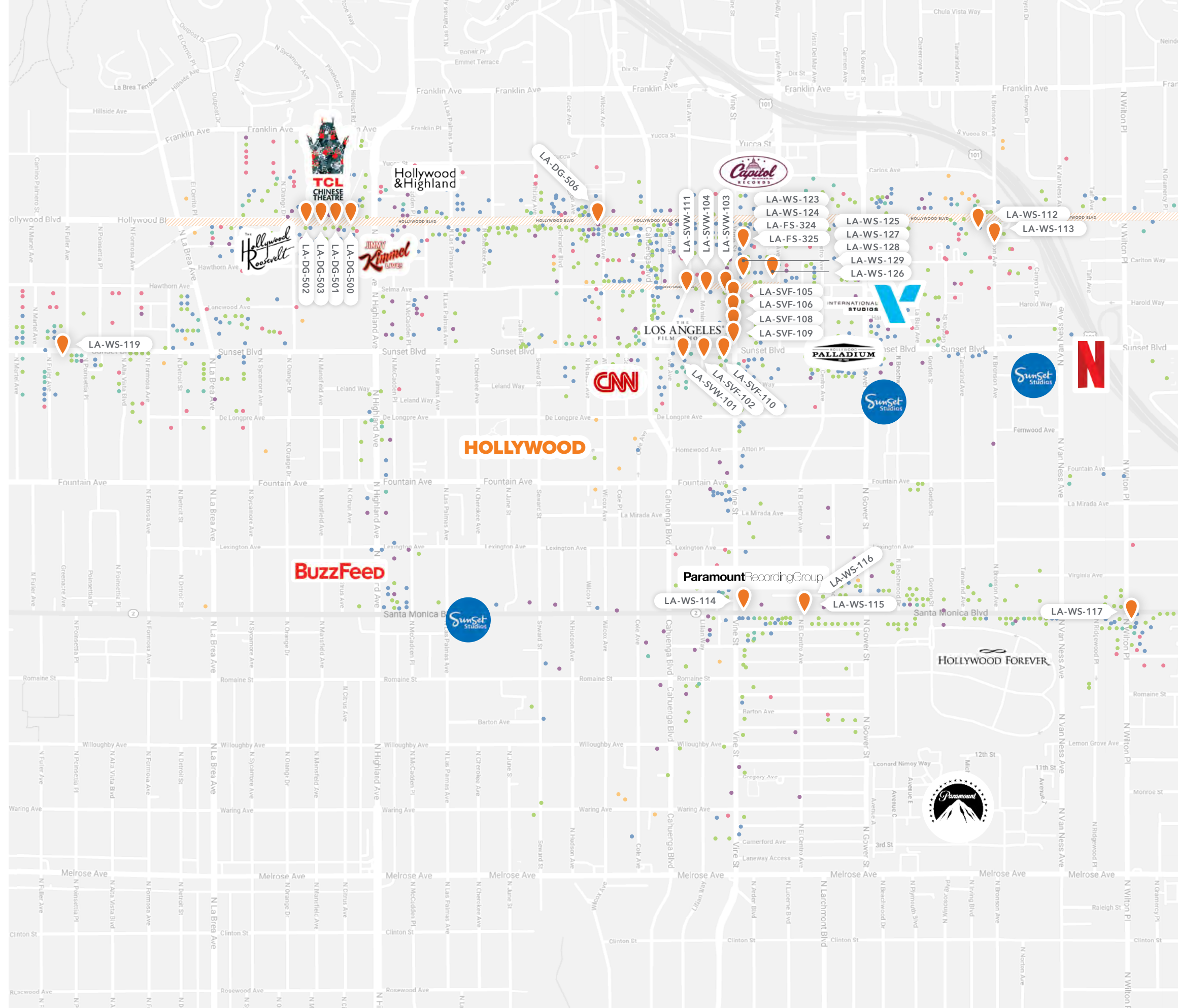
This 14-screen multiplex is a treasure to Los Angeles locals, with a unique movie-going environment that carries a THX certification for optimal sound and picture presentation.

### Hollywood Farmers' Market

As one of the most visited markets in LA, the Hollywood Farmers' Market is the primary destination for local produce, handmade goods, and Sunday entertainment in Hollywood.

### TCL Chinese Theatre

The world's most recognizable theatre hosts major releases, film-festivals, red-carpet events, and over 10,000 monthly moviegoers. Each year, 25-35 high-profile premieres create star-studded occasions packed with thousands of guests, A-list celebrities, studio heads, and paparazzi along the Hollywood Walk of Fame.



# LA-WS-112

## WALLSCAPE SPECTACULAR

Hollywood Blvd & N Bronson Ave

- Large horizontal wallscape stretching over 46 feet at the busy intersection of Hollywood Blvd and Bronson Ave
- Right-hand read to eastbound traffic on Hollywood Blvd surrounded by popular restaurants, hotels, night clubs, and luxury apartments
- Directly adjacent to the entry and exit ramps for the 101, one of the city's busiest freeways that is constantly packed with bumper-to-bumper traffic consisting of business commuters, residents, and visitors en route to offices and famous attractions like Netflix Studios and corporate office, Paramount Studios, the Hollywood Pantages Theatre, Hollywood Walk of Fame, Hollywood Palladium, and the Fonda Theatre

**Size:**  
12'-11" x 46'-10"

**OOH IMPs 18+ Wkly:**  
144,756

**Latitude:**  
34.101537

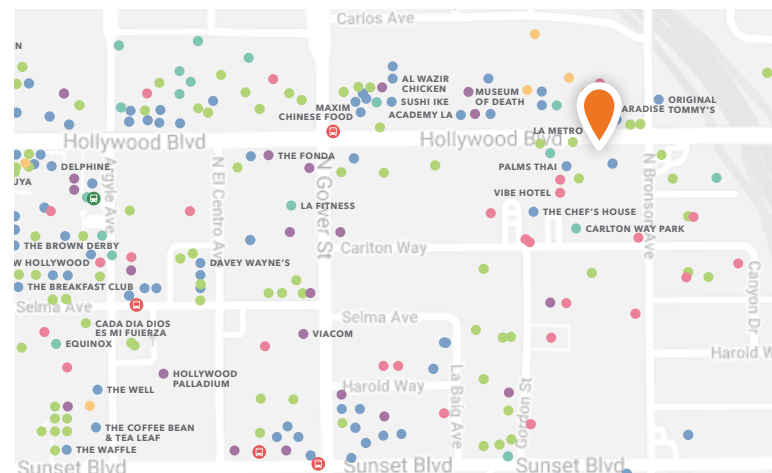
**Illumination:**  
Yes

**Longitude:**  
-118.31864

**Restrictions:**  
See Sales Representative

**Facing:**  
North

**Neighborhood:**  
Hollywood



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.

# LA-WS-113

## WALLSCAPE SPECTACULAR

Hollywood Blvd & N Bronson Ave

- Impactful horizontal wallscape stretching over 58 feet at the busy intersection of Hollywood Blvd and Bronson Ave
- Right-hand read to southbound traffic on Bronson Ave traveling from Hollywood Blvd to Sunset Blvd and a left-hand read to westbound traffic on Hollywood Blvd in an area surrounded by popular restaurants, hotels, night clubs, and luxury apartments
- Directly adjacent to the entry and exit ramps for the 101, one of the city's busiest freeways that is constantly packed with bumper-to-bumper traffic consisting of business commuters, residents, and visitors en route to offices and famous attractions like Netflix Studios and corporate office, Paramount Studios, the Hollywood Pantages Theatre, Hollywood Walk of Fame, Hollywood Palladium, and the Fonda Theatre

**Size:**  
18'-11" x 58'-11"

**OOH IMPs 18+ Wkly:**  
182,200

**Latitude:**  
34.10134

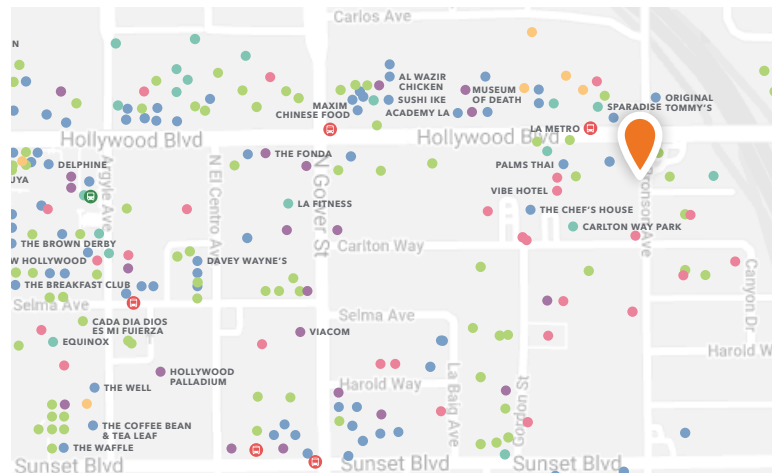
**Illumination:**  
Yes

**Longitude:**  
-118.31815

**Restrictions:**  
See Sales Representative

**Facing:**  
East

**Neighborhood:**  
Hollywood



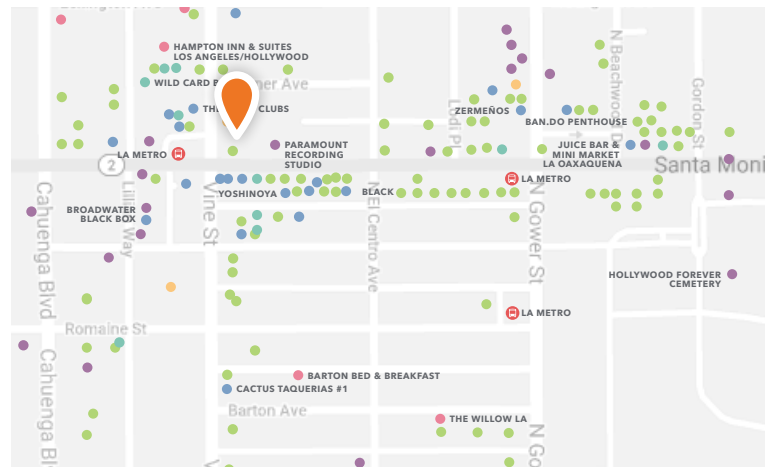
# LA-WS-114

## WALLSCAPE SPECTACULAR

Santa Monica Blvd & Vine St

- Large, elevated wallscape situated at the busy intersection of Santa Monica Blvd and Vine St, a thoroughfare with a high volume of auto and pedestrian traffic, close to Hollywood Forever Cemetery and its outdoor film screenings, concerts, and cultural events
- Right-hand read to heavy westbound traffic on Santa Monica Blvd traveling from the 101 toward West Hollywood and the bustling Sunset Strip
- Prominent presence in a highly traveled area surrounded by film studios, performing arts venues, recording studios, art galleries, restaurants, shopping centers, and businesses

<b>Size:</b> 26' x 24'	<b>OOH IMPs 18+ Wkly:</b> 215,274
<b>Latitude:</b> 34.090918	<b>Illumination:</b> Yes
<b>Longitude:</b> -118.32629	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> East	<b>Neighborhood:</b> Hollywood



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.

# LA-WS-115

## WALLSCAPE SPECTACULAR

Santa Monica Blvd & El Centro Ave

- Large, elevated wallscape situated at the busy intersection of Santa Monica Blvd and Vine St, a thoroughfare with a high volume of auto and pedestrian traffic, close to Hollywood Forever Cemetery and its outdoor film screenings, concerts, and cultural events
- A right-hand read to heavy westbound traffic on Santa Monica Blvd traveling from the 101 Freeway toward the affluent area of West Hollywood and the Sunset Strip
- Prominently visible in a high-profile destination surrounded by film studios, performing arts venues, recording studios, art galleries, restaurants, shopping centers, and businesses

**Size:**  
16' x 24'

**OOH IMPs 18+ Wkly:**  
194,461

**Latitude:**  
34.090923

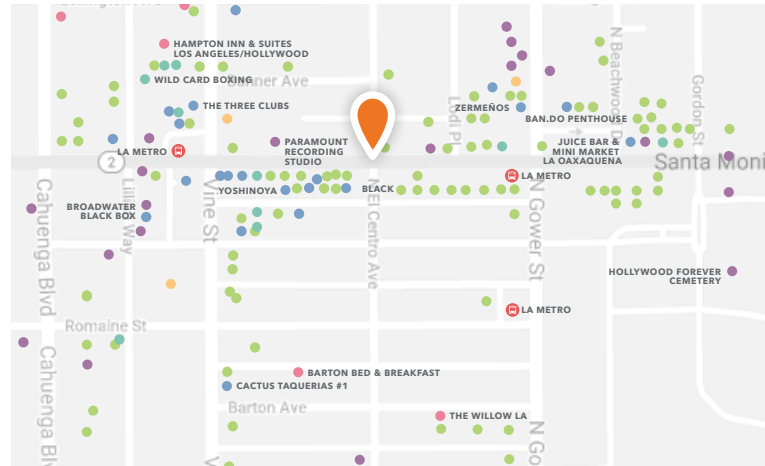
**Illumination:**  
Yes

**Longitude:**  
-118.32376

**Restrictions:**  
See Sales Representative

**Facing:**  
East

**Neighborhood:**  
Hollywood



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.

# LA-WS-116

## WALLSCAPE SPECTACULAR

Santa Monica Blvd & El Centro Ave

- Large, elevated wallscape situated above Santa Monica Blvd, a thoroughfare with a high volume of auto and pedestrian traffic buzzing to area film studios, performance venues, recording studios, art galleries, restaurants, shopping centers, and businesses
- A left-hand read to heavy eastbound traffic on Santa Monica Blvd traveling toward the 101 Freeway from the affluent area of West Hollywood and the Sunset Strip
- Prominent visibility in a highly traveled area, close to the entrance of Hollywood Forever Cemetery and its outdoor film screenings, concerts, and cultural events including the largest Dia de Los Muertos event in the US

**Size:**  
19' x 24'

**OOH IMPs 18+ Wkly:**  
196,390

**Latitude:**  
34.090915

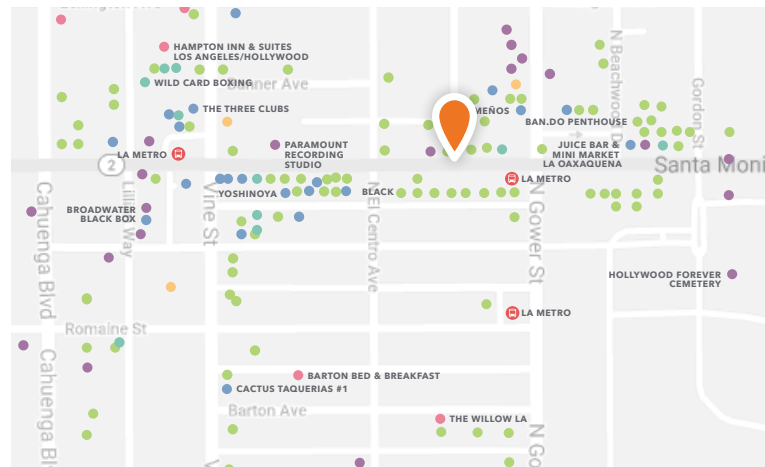
**Illumination:**  
Yes

**Longitude:**  
-118.32392

**Restrictions:**  
See Sales Representative

**Facing:**  
West

**Neighborhood:**  
Hollywood





# LA-WS-117

## WALLSCAPE SPECTACULAR

Santa Monica Blvd & Wilton Pl

- Dominant, elevated wallscape situated above Santa Monica Blvd just east of Wilton Pl, a thoroughfare with a high volume of auto and pedestrian traffic
- Right-hand read to heavy eastbound traffic on Santa Monica Blvd traveling toward the 101 Freeway from the affluent area of West Hollywood and the Sunset Strip
- Prominent placement in an area surrounded by film studios, performing arts venues, recording studios, art galleries, restaurants, shopping centers, and businesses

**Size:**  
25' x 39'

**OOH IMPs 18+ Wkly:**  
277,398

**Latitude:**  
34.090599

**Illumination:**  
Yes

**Longitude:**  
-118.31299

**Restrictions:**  
See Sales Representative

**Facing:**  
West

**Neighborhood:**  
Hollywood



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.

# LA-WS-119

## WALLSCAPE SPECTACULAR

Sunset Blvd & N Fuller Ave

- This impressive wallscape sits on bustling Sunset Blvd just outside West Hollywood in the densely populated Sunset/ La Brea neighborhood in Hollywood. Packed with apartment complexes and high-rises with retail and restaurants lining the streets, this area is a hive of activity
- The unit is a right-hand read to heavy traffic traveling east on Sunset, one of Hollywood's busiest thoroughfares. Its prominent location reaches locals traveling to and from Core Power Yoga, LA Fitness, The Laugh Factory, Chipotle, The Rock Wall at Guitar Center, Rock and Roll Ralphs, and the Sunset Strip
- 74% of residents in this diverse area drive to work, creating an abundance of vehicular traffic and, as the 2nd most walkable neighborhood in LA, the sidewalks are always crowded with pedestrians using public transit, running errands, or hiking to nearby Plummer Park and the famous Runyon Canyon

**Size:**  
17'-3" x 59'-10.25"

**OOH IMPs 18+ Wkly:**  
293,367

**Latitude:**  
34.097809

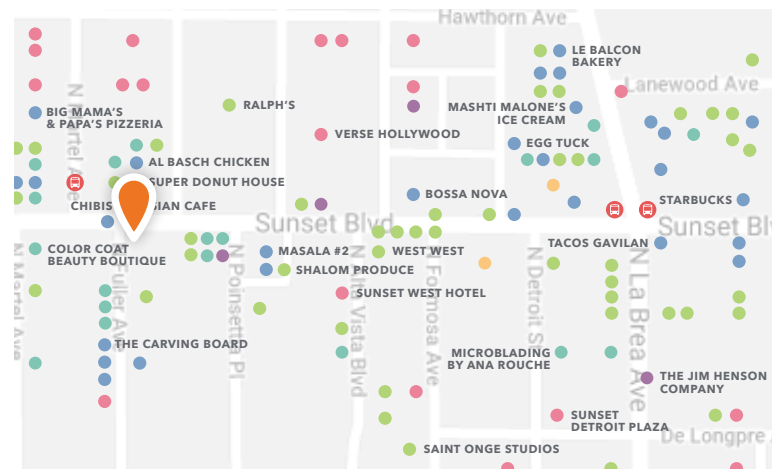
**Illumination:**  
Yes

**Longitude:**  
-118.3495

**Restrictions:**  
See Sales Representative

**Facing:**  
West

**Neighborhood:**  
Hollywood



# WALLSCAPE DOMINATION

## LA-WS-123, LA-WS-124

1600 Vine St

- This wallscape domination is in the heart of Hollywood surrounded by luxury apartments, upscale shopping, gyms, coffeehouses, trendy restaurants and bars, co-working offices, chic hotels, and nightlife
- Located on Vine St between Hollywood Blvd and Selma, these massive wallscales capture nonstop traffic coming and going to the 101 as well as commuters at the Hollywood/Vine metro stop
- Hollywood is a vibrant community with one of LA's largest farmers' markets and world-renowned performance venues: Pantages Theatre, Fonda Theatre, Hollywood Palladium, and Hollywood Bowl

### Size:

LA-WS-123:  
44'-4" x 19'

LA-WS-124:  
31'-8" x 19'

### Latitude:

34.10082 / 34.10047

### Longitude:

-118.3265 / -118.32651

### Facing:

SW & NW

### OOH IMPs 18+ Wkly:

289,037

### Illumination:

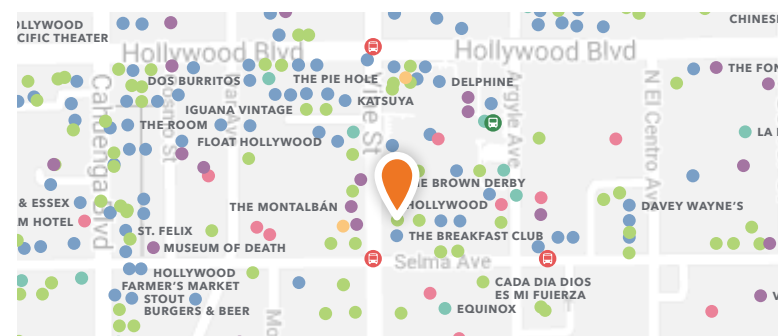
Yes

### Restrictions:

See Sales Representative

### Neighborhood:

Hollywood



# LA-WS-125

## WALLSCAPE

1600 Vine St

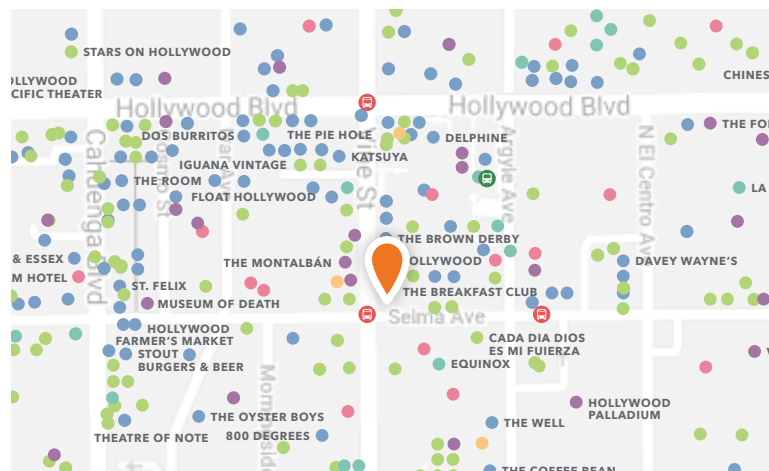
- This dramatic 81' wallscape towers over the busy corner of Vine St and Selma Ave above the entrance to Trader Joe's, across from Equinox and WeWork, a seven-story office space with a diverse mix of innovators, executives, and entrepreneurs
- Captures northbound traffic heading toward Hollywood Blvd and the 101 on Vine Street, as well as eastbound traffic on Selma coming from ultra-cool hangouts TAO, Beauty & Essex, and Highlight Room at the chic Dream Hotel
- Located in the heart of Hollywood surrounded by luxury apartments, upscale shopping, gyms, coffeehouses, trendy bars and restaurants, offices, hotels, one of LA's largest farmers' markets, as well as lively nightlife and iconic venues including Hollywood Pantages Theatre, The Fonda Theatre, and the Hollywood Palladium

**Size:** 81' x 28' **OOH IMPs 18+ Wkly:** 138,000

**Latitude:** 34.0999 **Illumination:** Yes

**Longitude:** -118.3265 **Restrictions:** See Sales Representative

**Facing:** Southwest **Neighborhood:** Hollywood



# LA-WS-126

## WALLSCAPE

1600 Vine St

- This enormous wallscape is in the heart of Hollywood on the parking structure of a mixed-use building with luxury apartments anchored by Trader Joe's and steps from the Hollywood/Vine metro stop
- Captures northbound traffic heading toward Hollywood Blvd and the Pantages Theatre, as well as westbound traffic on Selma going to ultra-cool hangouts TAO, Beauty & Essex, and Highlight Room at the chic Dream Hotel
- Hollywood is a vibrant community filled with innovators, executives, entertainment professionals, creatives, and entrepreneurs enjoying hip local spots including one of LA's largest farmers' markets and world-renowned venues: Pantages Theatre, Fonda Theatre, Hollywood Palladium, and Hollywood Bowl

**Size:**

56' x 18'

**OOH IMPs 18+ Wkly:**

56,000

**Latitude:**

34.0999

**Illumination:**

Yes

**Longitude:**

-118.3253

**Restrictions:**

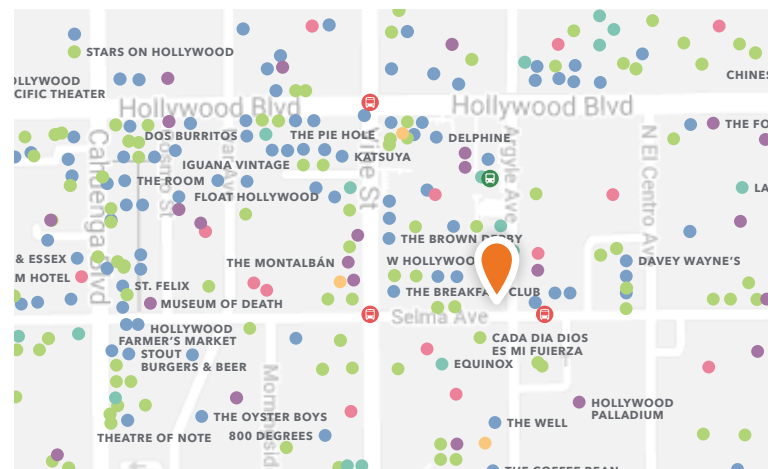
See Sales Representative

**Facing:**

Southeast

**Neighborhood:**

Hollywood



# GARAGE DOMINATION

**WS-127, WS-128, WS-129**

1600 Vine St

- Unique opportunity to make a big impact with three dynamic wallscapes reaching both customers of Trader Joe's and innovators, professionals, executives, and entrepreneurs living and working in the heart of Hollywood
- Captures traffic heading both into and out of the garage, changing levels, as well as in the parking area with a floor-to-ceiling wall domination
- Hollywood is a vibrant community with one of LA's largest farmers' markets and world-renowned performance venues: Pantages Theatre, Fonda Theatre, Hollywood Palladium, and Hollywood Bowl

**Size:**

LA-WS-127:  
10' x 40'

LA-WS-128:  
12' x 22'-5"

LA-WS-129:  
19'-1" x 19'-8"

**Latitude:**  
34.0999

**Longitude:**  
-118.3265

**Facing:**

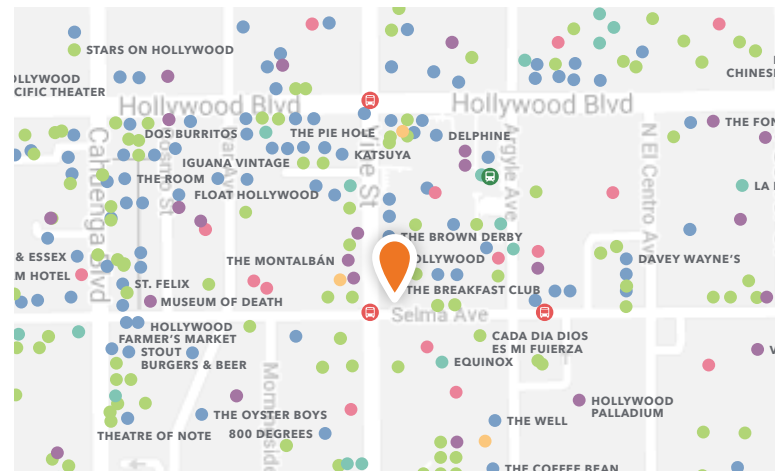
N/A

**OOH IMPs 18+ Wkly:**  
36,000 DEC

**Illumination:**  
Yes

**Restrictions:**  
See Sales Representative

**Neighborhood:**  
Hollywood



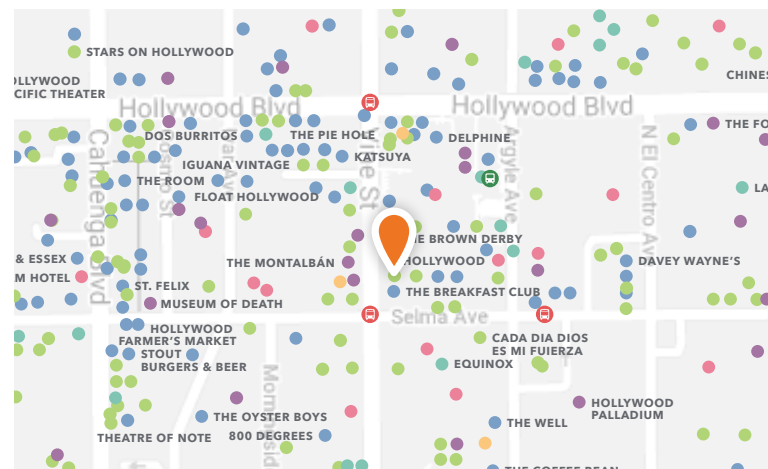
# LA-FS-324

## ROOFTOP SPECTACULAR

1600 Vine St

- This impressive 78' bulletin dominates the skyline along Vine St at Hollywood Blvd, surrounded by luxury apartments, upscale shopping, gyms, co-working offices, and trendy bars and restaurants including Katsuya, appealing to all the senses through Japanese cuisine
- With nonstop vehicular traffic heading south to Sunset Blvd, this prominent bulletin calls to a diverse mix of creators, innovators, executives, and entertainment professionals hustling between meetings and abundant nightlife
- Hollywood is a vibrant community with one of LA's largest farmers' markets and go-to destinations for concerts and shows at world-renowned venues: Pantages Theatre, Fonda Theatre, Hollywood Palladium, and Hollywood Bowl

<b>Size:</b> 78' x 39'	<b>OOH IMPs 18+ Wkly:</b> 407,000
<b>Latitude:</b> 34.1004	<b>Illumination:</b> Yes
<b>Longitude:</b> -118.3264	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> North	<b>Neighborhood:</b> Hollywood



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.

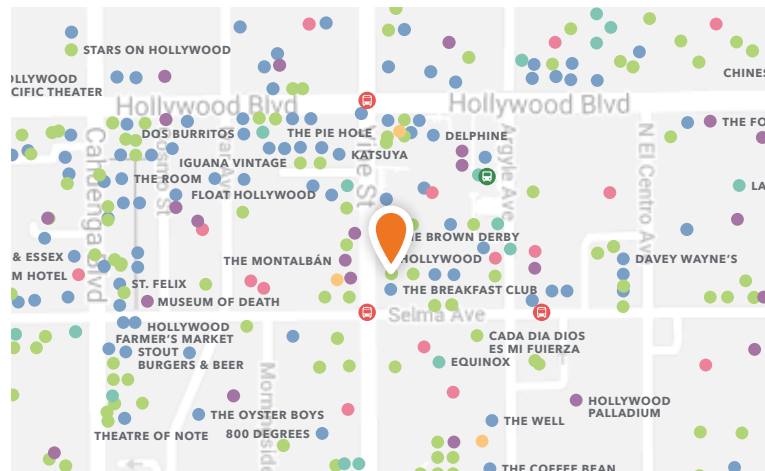
# LA-FS-325

## ROOFTOP SPECTACULAR

1600 Vine St

- Soaring high above Vine Street, this stunning freestanding sign sits in the heart of Hollywood surrounded by luxury apartments, trendy restaurants, upscale shopping, gyms, nightlife, and hotels, including the chic Dream Hotel
- This prominent bulletin is a beacon for northbound traffic on Vine St, with a long right-hand read from Sunset Blvd heading to Hollywood Blvd, the 101 freeway, and the iconic Capitol Records Building
- Hollywood is a vibrant community filled with innovators, executives, entertainment professionals, creatives, and entrepreneurs hustling from co-working offices, NeuHouse Hollywood and WeWork, to abundant nightlife at legendary venues including Hollywood Pantages Theatre, Hollywood Bowl, and Hollywood Palladium

<b>Size:</b> 64' x 40'	<b>OOH IMPs 18+ Wkly:</b> 448,000
<b>Latitude:</b> 34.1003	<b>Illumination:</b> Yes
<b>Longitude:</b> -118.3264	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> South	<b>Neighborhood:</b> Hollywood



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.



# WEST SUNSET CORNER DOMINATION

**SVW-101, SVF-102**

W. Sunset Blvd & Morningside Ct

- Dominating the corner of Sunset Blvd and Morningside Ct in the heart of Hollywood and the nation's entertainment industry, surrounded by coffeehouses, trendy restaurants, upscale shopping, luxury apartments, gyms, bars, and hotels
- This impactful domination captures constant eastbound traffic heading toward the 101, located between CNN Los Angeles and NeueHouse Hollywood, a collection of coworking spaces for creatives, innovators, and entertainment professionals
- Hollywood is a vibrant community with one of LA's largest Farmers' Market as well as a lively nightlife at iconic venues including Dream Hotel, Hollywood Bowl, Hollywood Pantages Theatre, the Fonda Theatre, and the Hollywood Palladium

## Size:

LA-SVW-101:  
42' x 24' & 24' x 48'

LA-SVF-102:  
10'-6" x 113'-8"

## Latitude:

34.098134

## Longitude:

-118.32729

## Facing:

West and South

## OOH IMPs 18+ Wkly:

870,281

## Illumination:

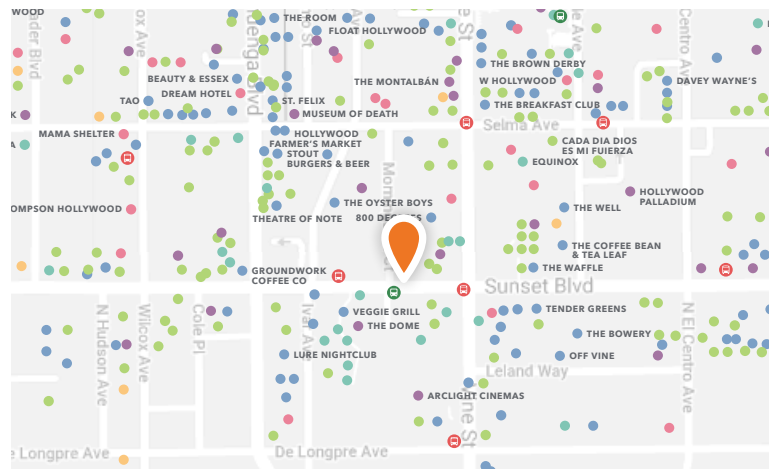
Yes

## Restrictions:

See Sales Representative

## Neighborhood:

Hollywood



# VINE ST CORNER DOMINATION

**SVW-103, SVF-104, SVF-105**

Vine St & Selma Ave

- Dominating the bustling corner of Vine St and Selma Ave in the heart of Hollywood across from Equinox, Trader Joe's, and WeWork, a seven-story office space with a diverse mix of startups and established professionals
- This imposing corner wrap captures southbound traffic heading toward Sunset Blvd as well as westward traffic heading to nightlife and ultra-cool hangouts TAO, Beauty & Essex, and Highlight Room at the chic Dream Hotel
- Steps from the Hollywood Farmers' Market, a well-established weekly community meeting spot with 160 farmers, artisans, and producers who welcome up to 10,000 shoppers with activities and live music

## Size:

LA-SVW-103:

24' x 48' & 42' x 24'

LA-SVF-104:

8' x 50'-10"

LA-SVF-105:

9' x 56'-10"

## Latitude:

34.099718

## Longitude:

-118.32708

## Facing:

North and East

## OOH IMPs 18+ Wkly:

671,506

## Illumination:

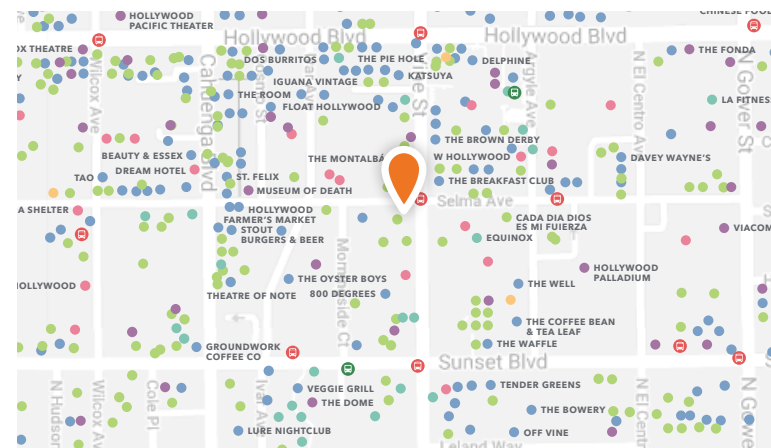
Yes

## Restrictions:

See Sales Representative

## Neighborhood:

Hollywood



# LA-SVF-106

## ROOFTOP BULLETIN

Vine St, north of W Sunset Blvd

- This prominent rooftop bulletin sits high above bustling Vine St in the heart of Hollywood, surrounded by luxury apartments, trendy bars and restaurants, upscale shopping, gyms, coffeehouses, co-working offices, and hotels
- Hits traffic heading north on Vine St toward Hollywood Blvd, the 101 freeway, and the iconic Capitol Records Building as well as pedestrians going to nearby Hollywood/Vine Metro station and Metro Bike Hub
- Hollywood is a vibrant community with one of LA's largest Farmers' Market as well as a lively nightlife at iconic venues including Dream Hotel, Hollywood Bowl, Hollywood Pantages Theatre, The Fonda Theatre, and the Hollywood Palladium

**Size:**  
24' x 48'

**Latitude:**  
34.099453

**Longitude:**  
-118.32691

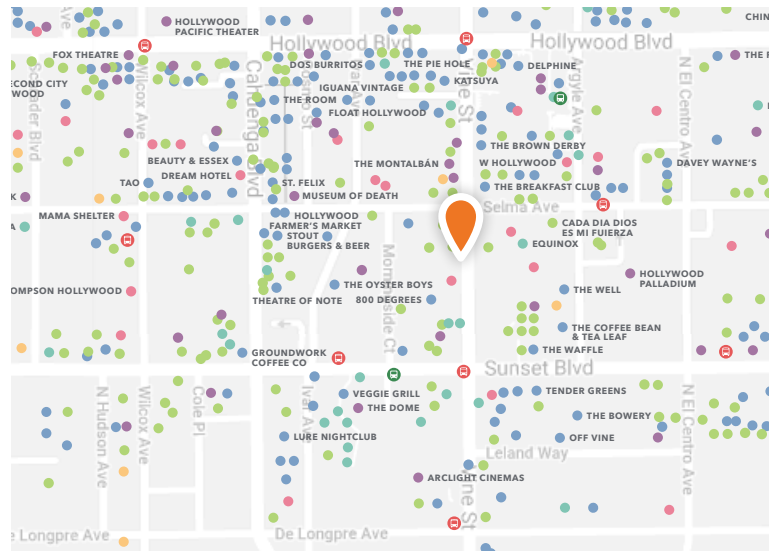
**Facing:**  
South

**OOH IMPs 18+ Wkly:**  
188,764

**Illumination:**  
Yes

**Restrictions:**  
See Sales Representative

**Neighborhood:**  
Hollywood



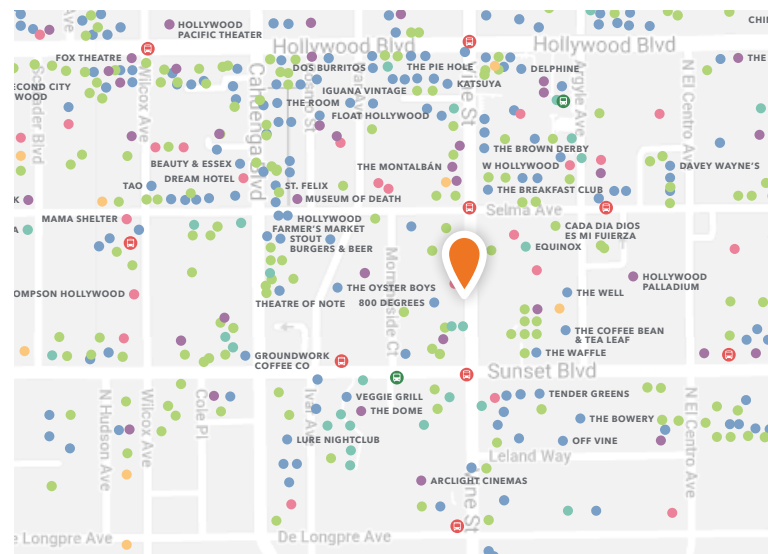
# LA-SVF-108

## WALLSCAPE

Vine St

- This massive wallscape towers over Vine St, just north of Sunset Blvd in the heart of Hollywood, surrounded by luxury apartments, gyms, coffeehouses, trendy restaurants, upscale shopping, rooftop bars, and hotels
- With a significant right-hand read to southbound vehicular traffic on Vine St heading to Sunset Blvd, this impressive wallscape also captures pedestrians coming from nearby Hollywood/Vine Metro station and Metro Bike Hub
- Hollywood is a vibrant community with one of LA's largest farmers' markets and go-to destinations for concerts and shows at renowned venues: Hollywood Palladium, Fonda Theatre, Pantages Theatre, and Hollywood Bowl

<b>Size:</b> 46' x 30'	<b>OOH IMPs 18+ Wkly:</b> 240,525
<b>Latitude:</b> 34.098828	<b>Illumination:</b> Yes
<b>Longitude:</b> -118.32687	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> North	<b>Neighborhood:</b> Hollywood



# SUNSET + VINE CORNER DOMINATION

**SVF-109, SVW-110**

W Sunset Blvd & Vine St

- Dominates the iconic corner of Sunset Blvd and Vine St in the heart of Hollywood surrounded by coffeehouses, trendy restaurants, upscale shopping, luxury apartments, gyms, nightlife, and hotels, including the chic Dream Hotel
- With constant westbound traffic from the 101, the 110 unit offers an impressive right-hand read on Sunset Blvd while 109 draws in a right-hand read from Vine St a block from NeueHouse Hollywood, the coworking space for creators, innovators, and entertainment professionals
- Hollywood is a vibrant community with one of LA's largest farmers' markets and go-to destinations for concerts and shows at renowned venues: Hollywood Palladium, Fonda Theatre, Pantages Theatre, and Hollywood Bowl

**Size:**

LA-SVF-109:  
10'-6" x 113'-8"

LA-SVW-110:  
24' x 48' & 54' x 22'

**Latitude:**  
34.098486

**Longitude:**  
-118.32684

**Facing:**

East

**OOH IMPs 18+ Wkly:**

815,897

**Illumination:**

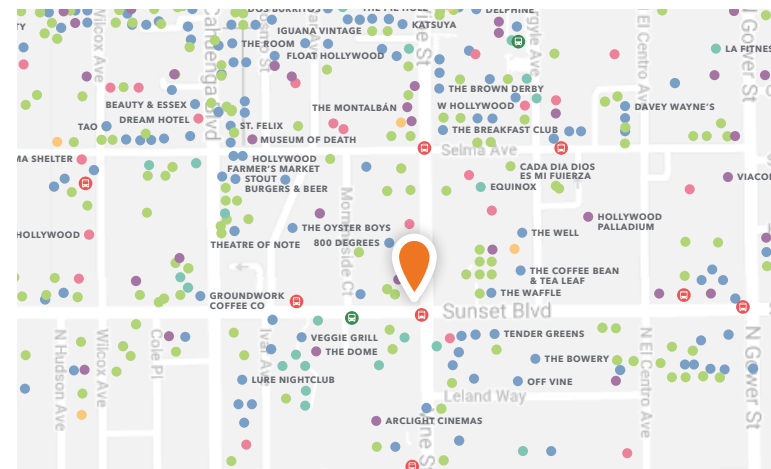
Yes

**Restrictions:**

See Sales Representative

**Neighborhood:**

Hollywood



# LA-SVW-111

## WALLSCAPE

Selma Ave and Morningside Ct

- Located at the lively corner of Selma Ave and Morningside Ct in Hollywood, above the weekly Hollywood Farmers' Market, one of the most-frequented markets in LA with 160 farmers, artisans, and producers who welcome up to 10,000 locals, celebrities, and tourists with activities and live music
- This monumental, curved vertical has prime placement with direct line of sight to Dream Hotel's chic west coast flagship in Hollywood and its ultra-cool hangouts TAO, Beauty & Essex, and Highlight Room
- Hollywood is the center of the nation's entertainment industry and a vibrant community, filled with coffeehouses, trendy restaurants, upscale shopping, luxury apartments, coworking offices, gyms, and abundant nightlife

**Size:**  
42' x 24'

**OOH IMPs 18+ Wkly:**  
100,043

**Latitude:**  
34.099691

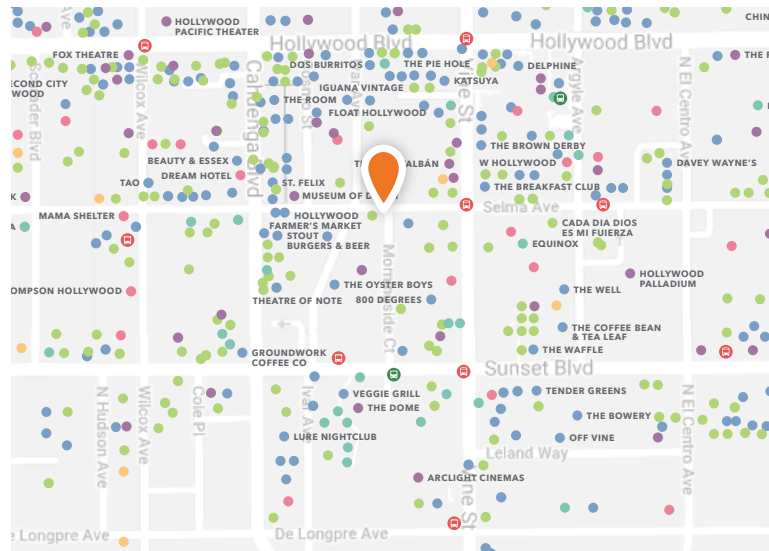
**Illumination:**  
Yes

**Longitude:**  
-118.32767

**Restrictions:**  
See Sales Representative

**Facing:**  
West

**Neighborhood:**  
Hollywood



# HOLLYWOOD DIGITAL FULL MOTION DIGITAL DOMINATION

LA-DG-500/501/502/503

Hollywood Blvd

- This domination includes four full-motion digital faces spanning the facade of the TCL Chinese Theatre with visibility to more than 25 million residents, workers, and visitors annually. Perfectly situated above the nation's most famous sidewalk at Hollywood & Highland, a 387,000 sq ft shopping center and entertainment complex, the units are surrounded by an abundance of apartments, offices, restaurants, retail, and nightlife
- Located steps away from Sunset Blvd and Highland Ave, West LA's busiest intersection, 500/501 are synchronized to reach traffic traveling in both directions on Hollywood Blvd. Similarly, 502/503 flank the entrance to the Chinese Theatre and red-carpet walkway displaying coordinated content that faces Hollywood Blvd. Time on all four faces can be roadblocked for up to four hours during events to maximize impact
- Locals love the vibrancy of this neighborhood, which sits in the heart of Hollywood, flanked by Hollywood Heights and Spaulding Square. Hangouts and hotspots like The Coffee Bean, Core Power Yoga, L.A. Fitness, Ralph's, WeWork, Musso & Frank Grill, Sound Nightclub, Mama Shelter, and No Vacancy are just a few of the favorites that draw residents and workers to the area

## Size:

- (2) 17' X 15'
- (2) 6' X 18'

## Latitude:

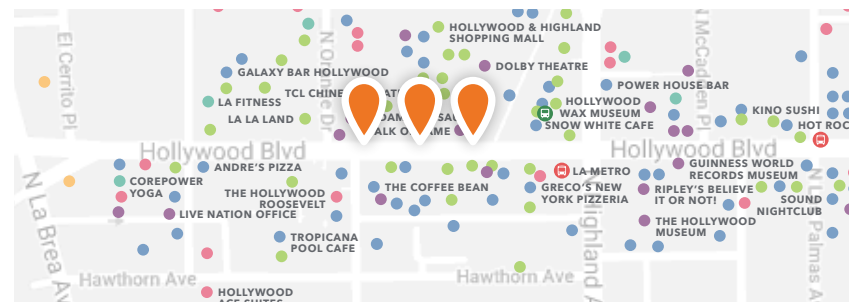
- (500/501) 34.101711
- (502) 34.10169
- (503) 34.101679

## Longitude:

- (500/501) -118.340622
- (502) -118.341131
- (503) -118.340803

## Facing:

South, West, East



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 time can be roadblocked for up to 4 hours. Check with AE for scheduling.

# LA-DG-506

## FULL MOTION DIGITAL

Hollywood Blvd & Wilcox Ave

- This full-motion, two-faced digital overlooks the vibrant Hollywood Blvd and its famous Walk of Fame, close to popular bars No Vacancy and Dirty Laundry where young professionals and millennials hustle between coffee shops, apartment buildings, offices, retail, hotels, and nightlife
- Reaches drivers traveling both east and west on the iconic Hollywood Blvd and pedestrians bustling between two Red Line metro stops; also offers a right-hand read to southbound traffic heading to the coolest hangouts in Hollywood including Mama Shelter and Dream Hotel
- Located in the heart of Hollywood close to popular legendary restaurants Musso's and Miceli's, as well as Hollywood Pantages Theatre, LA's biggest venue for live stage and Broadway shows

**Size:**  
7'-2.38" H x 26'-4.75" W

**OOH IMPs 18+ Wkly:**  
182,534

**Latitude:**  
34.101483

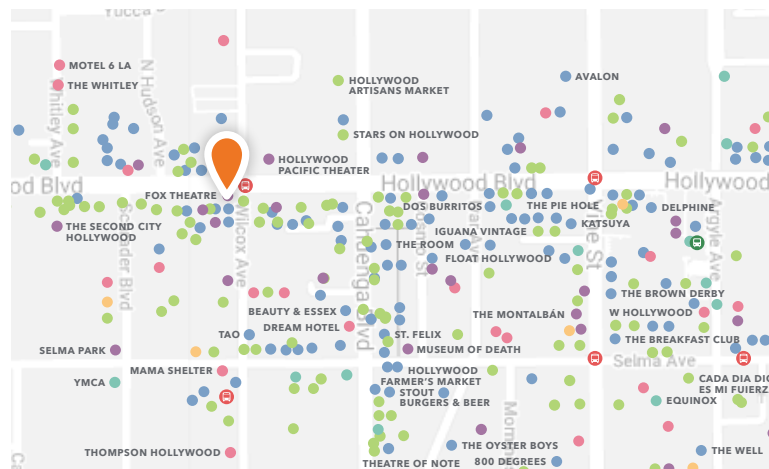
**Illumination:**  
Yes

**Longitude:**  
-118.33148

**Restrictions:**  
See Sales Representative

**Facing:**  
North

**Neighborhood:**  
Hollywood

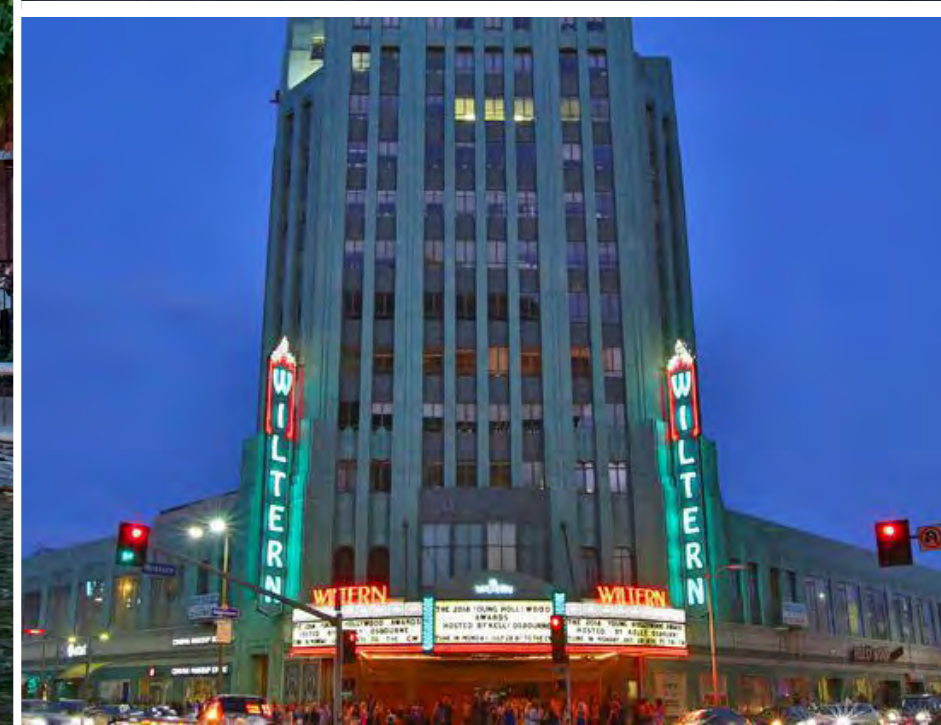


Note: All artwork must be submitted 7 business days before contracted start date for creative approvals. OBM reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable. Digital time can be roadblocked for up to 4 hours. Check with AE for scheduling.



# MID-WILSHIRE KOREATOWN LOS ANGELES

Located in the central part of LA, Mid-Wilshire and Koreatown are highly diverse areas layering Art Deco buildings with multilingual culture. The primary thruway, Wilshire Blvd, also known as the “Miracle Mile,” was originally built as LA’s first main thoroughfare for car traffic. Today, an extension of the Metro purple line is in the works from Koreatown through Miracle Mile, making this culturally dense area more accessible. As a hotbed of museums, Mid-Wilshire is home to The Los Angeles County Museum of Art, Academy Museum of Motion Pictures, The La Brea Tar Pits and Museum, and the Peterson Automotive Museum. Koreatown, or K-town to locals, is bustling at all hours with multiple 24-hour businesses and the highest concentration of restaurants and nightclubs in the country. This area also has many shopping and entertainment options with the beautiful Wiltern Theatre, Koreatown Plaza, and The Grove shopping mall.



# MID-WILSHIRE KOREATOWN LOS ANGELES

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

## Major Area Attractions

### Los Angeles County Museum of Art

The Los Angeles County Museum of Art (LACMA) is the largest art museum in the western United States with over 142,000 objects on display for more than 1.5 million annual visitors.

### Petersen Automotive Museum

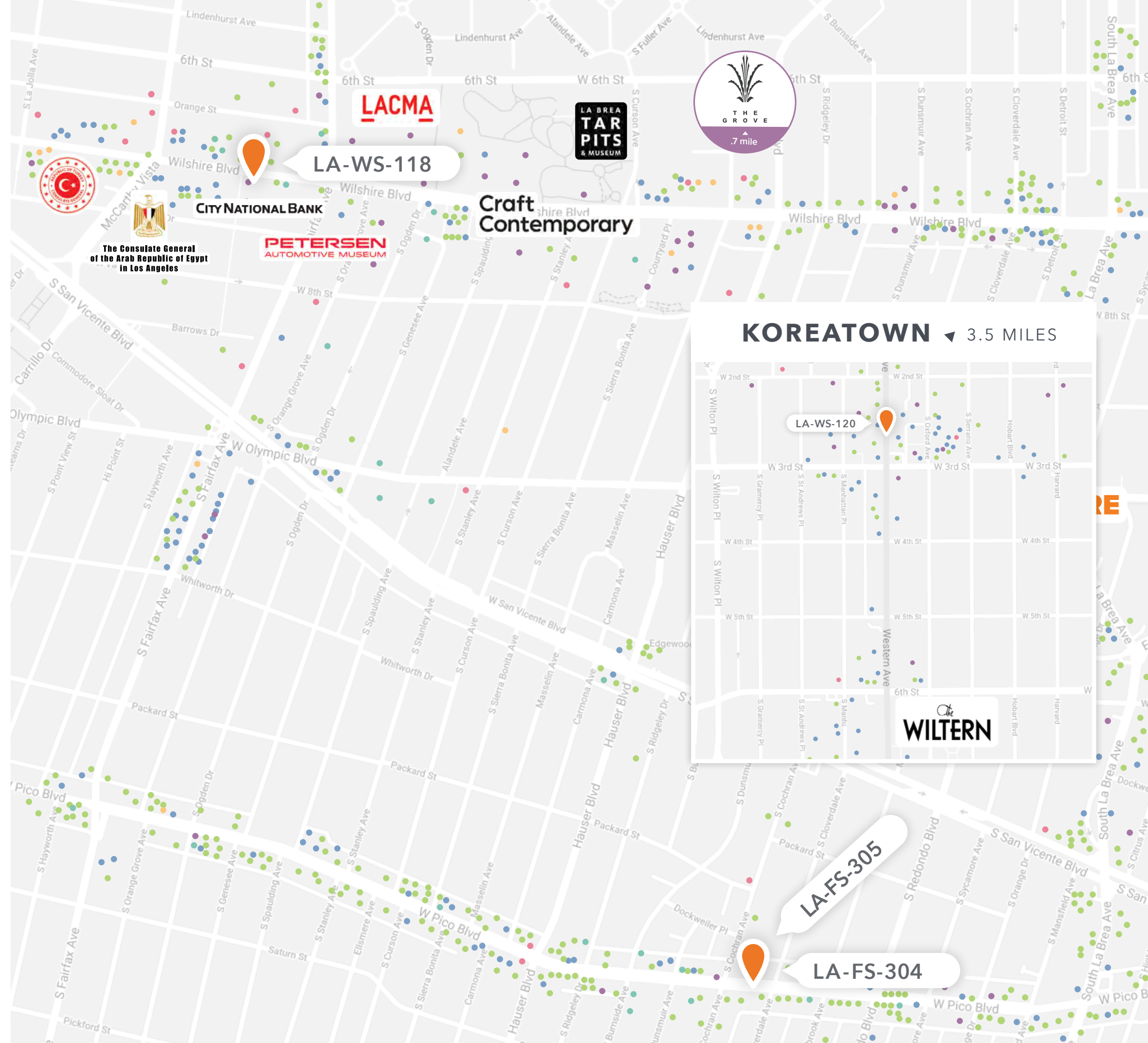
One of the largest automotive museums in the world houses more than 100 vehicles, including cars owned by Hollywood's elite and famous rides from the big screen.

### La Brea Tar Pits

As the only active urban fossil dig site in the world, the La Brea Tar Pits unearth plants and animals from the last 50,000 years on a daily basis and welcome over 400,000 guests a year.

### The Wiltern

This historic landmark theater, built in 1931, has transformed from Warner Brothers' flagship movie theater into a busy live concert venue; it remains one of the largest theaters in Los Angeles with seating up to 2,300.



# LA-WS-118

## WALLSCAPE SPECTACULAR

Wilshire Blvd & Fairfax Ave

- Prominent wallscape stretching 50 feet near the busy intersection of Wilshire Blvd and Fairfax Ave in LA's bustling Mid-Wilshire district
- Right-hand read to westbound traffic on Wilshire in an area surrounded by upscale residential complexes, retail developments, international consulates, hotels, restaurants, spas, gyms, and corporate offices
- Popular destination for tourists and visitors with many nearby attractions and museums including, the Los Angeles County Museum of Art, the Academy Museum of Motion Pictures, the Petersen Automotive Museum, the La Brea Tar Pits, and many others

**Size:**  
29' x 50'

**OOH IMPs 18+ Wkly:**  
92,549

**Latitude:**  
34.063492

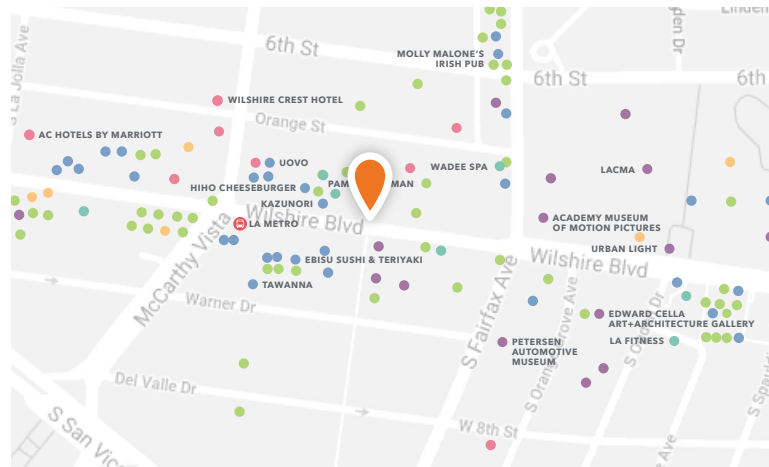
**Illumination:**  
Yes

**Longitude:**  
-118.36372

**Restrictions:**  
See Sales Representative

**Facing:**  
East

**Neighborhood:**  
Mid-Wilshire



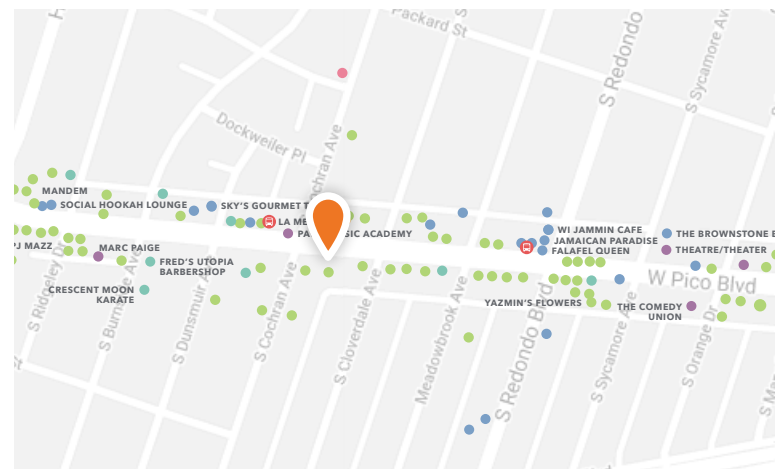
# LA-FS-304

## PREMIER SQUARE

W Pico Blvd & S Cochran Ave

- Giant premier square just east of Cochran Ave on W Pico Blvd, a highly traveled street that runs through some of the most culturally diverse areas of Los Angeles
- Right-hand read to tons of traffic heading east on W Pico Blvd which connects the Pacific Ocean to Downtown L.A. and serves a large number of commuters, residents, and visitors
- Located on a section of W Pico packed with businesses, restaurants, cafes, gyms, salons, and retail space

<b>Size:</b> 26' x 24'	<b>OOH IMPs 18+ Wkly:</b> 83,616
<b>Latitude:</b> 34.048006	<b>Illumination:</b> Yes
<b>Longitude:</b> -118.35219	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> West	<b>Neighborhood:</b> Mid-Wilshire



# LA-FS-305

## PREMIER SQUARE

W Pico Blvd & S Cochran Ave

- Giant premier square just east of Cochran Ave on W Pico Blvd, a main thoroughfare that runs through some of the most culturally diverse parts of Los Angeles
- Left-hand read to tons of traffic heading west on W Pico Blvd which connects the Pacific Ocean to Downtown L.A. and serves a large number of commuters, residents, and visitors
- Located on a section of W Pico packed with businesses, restaurants, cafes, gyms, salons, and retail space

### Size:

26' x 24'

### OOH IMPs 18+ Wkly:

77,557

### Latitude:

34.048074

### Illumination:

Yes

### Longitude:

-118.35224

### Restrictions:

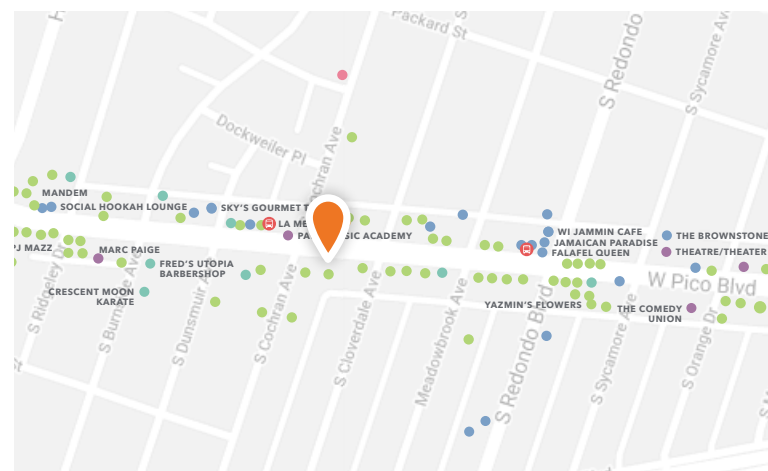
See Sales Representative

### Facing:

East

### Neighborhood:

Mid-Wilshire





# THANK YOU

## Get in touch.

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