



ORANGE BARREL | MEDIA™

NASHVILLE, TN

MARKET KIT

NASHVILLE TENNESSEE

MIDTOWN

DOWNTOWN / THE GULCH

DMA RANKING: 27TH

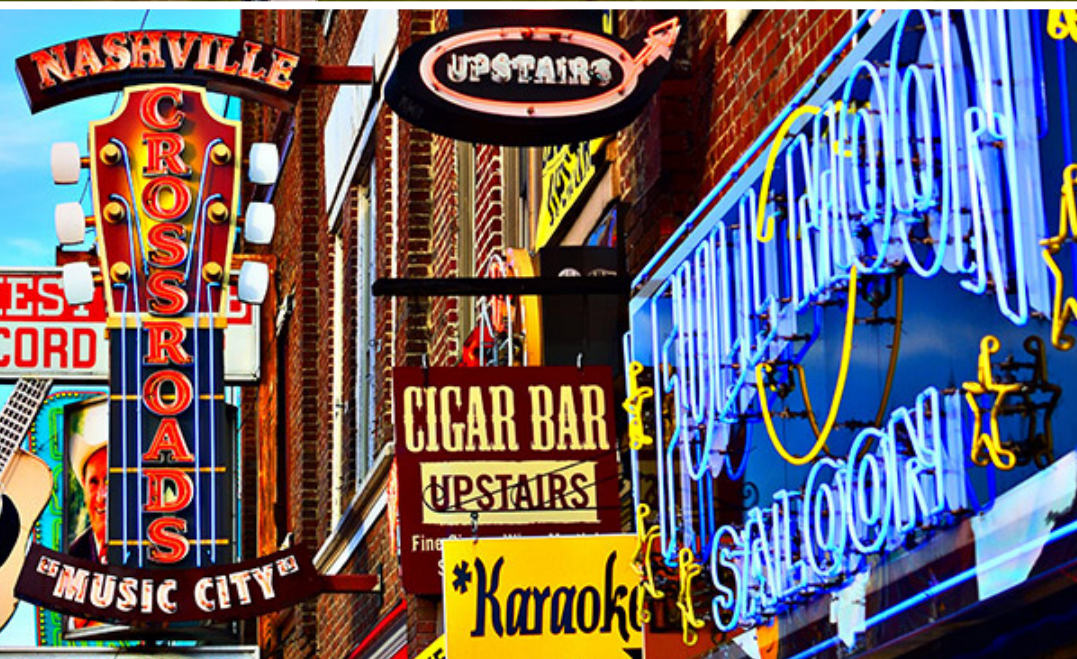
Available Assets: Wallscapes, Bulletins

This reborn Southern scene ranges from rebel to ritzy all in the same block. Nashville's avenues reveal a unique blend of intimacy and liveliness that can't be found anywhere else. Home of the famous Grand Ole Opry and The Country Music Hall of Fame, Tennessee's capital stays true to its nickname of "Music City."

MIDTOWN

BRIMMING WITH CHARM

The bustling Midtown neighborhood extends up Broadway and Division Street. It is home to a wide variety of hotels, restaurants, and bars that come alive at night. Packed with hot spots that are treasured by Nashville locals, such as Hattie B's Hot Chicken, Midtown is as authentically Nashville as it gets. Late night favorites including Kung Fu Saloon, Patterson House, and Red Door welcome crowds all through the week. Also in the Midtown area is Vanderbilt University, an internationally recognized research university. Orange Barrel Media's wallscape is positioned on Broadway Ave, in the heart of Midtown. Neighboring The Gulch and Music Row, Midtown provides the opportunity to connect with a wide, engaged Nashville audience. The area welcomes a daily influx of hip locals and excited visitors who are in the area to experience the popular nightlife, iconic local eats, live entertainment, premier shopping, and everything in between.



MIDTOWN

BRIMMING WITH CHARM

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

Nearby Neighborhoods

Vanderbilt University

Known as one of the finest institutions in the south, this private university borders Midtown and offers another vibrant collection of shops, restaurants, and music venues throughout the campus area.

Music Row

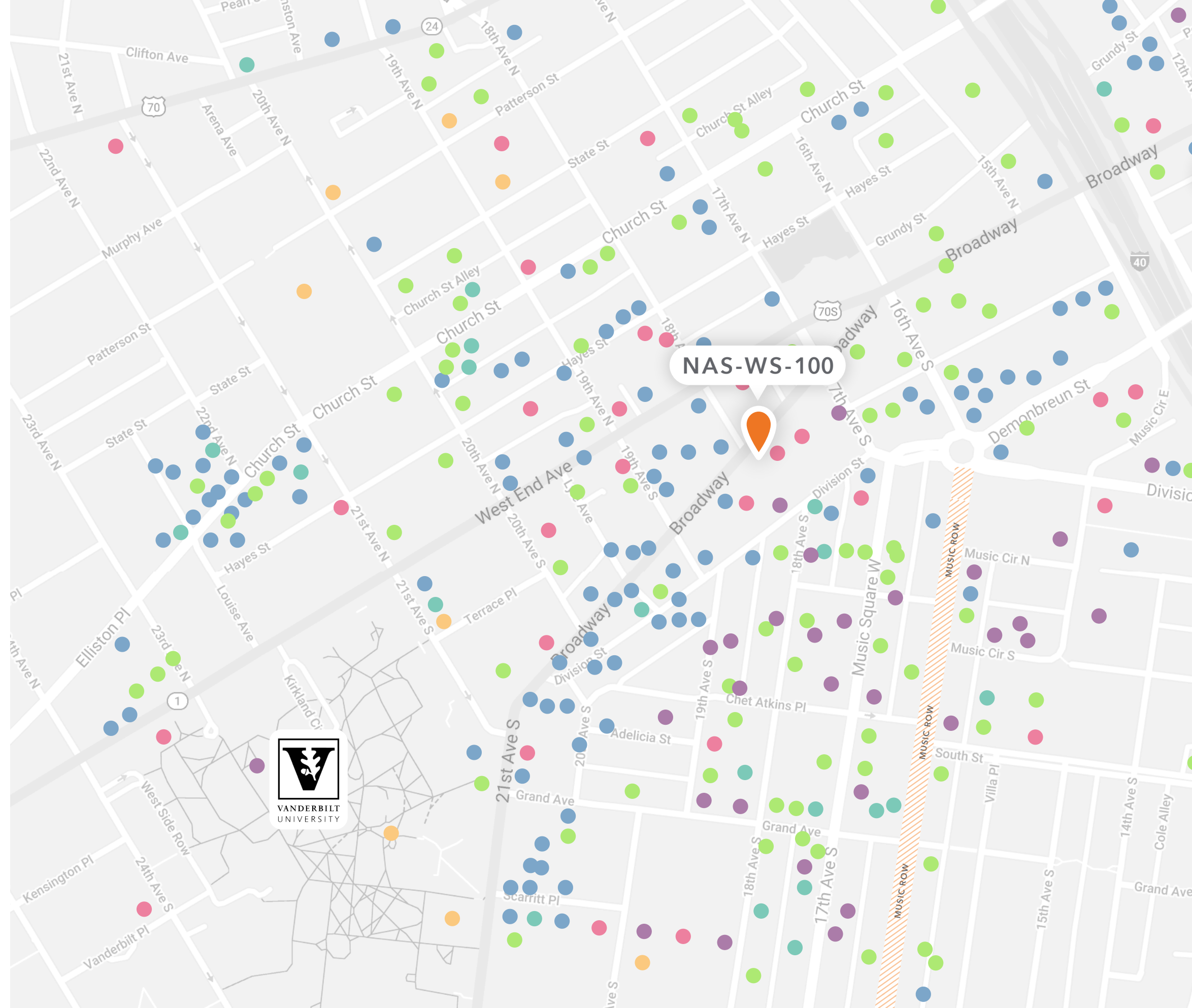
Considered to be a “must visit” for country music fans especially, Music Row is the heart of Nashville’s entertainment industry, home to most of the city’s major record labels, studios, and music publishers.

The Gulch

As the new hot spot for young urbanites, this district combined its industrial history with a modern style that resulted in renovated residential space, upscale restaurants, and a vibrant nightlife.

Downtown

Less than a mile from Midtown is the Downtown area, the entertainment hub that defines Music City, offering world-class art, concerts, events, and cuisine that make Nashville the icon it truly is.



NAS-WS-100

WALLSCAPE

Broadway West of 17th

- Located in the heart of the Music City on Broadway at 17th
- Surrounded by iconic neighborhoods, historic bars/restaurants, universities, and sport/concert venues
- Reaches crowds heading to Music Row, the Gulch, Vanderbilt University, and Bridgestone Arena, all of which are around the corner or in closer proximity
- Broadway is a primary route connecting all of Nashville's hot spots, and this wall is right in the center

Size:
24'H x 30'W

OOH IMPs 18+ Wkly:
16,662

Latitude:
36.15251

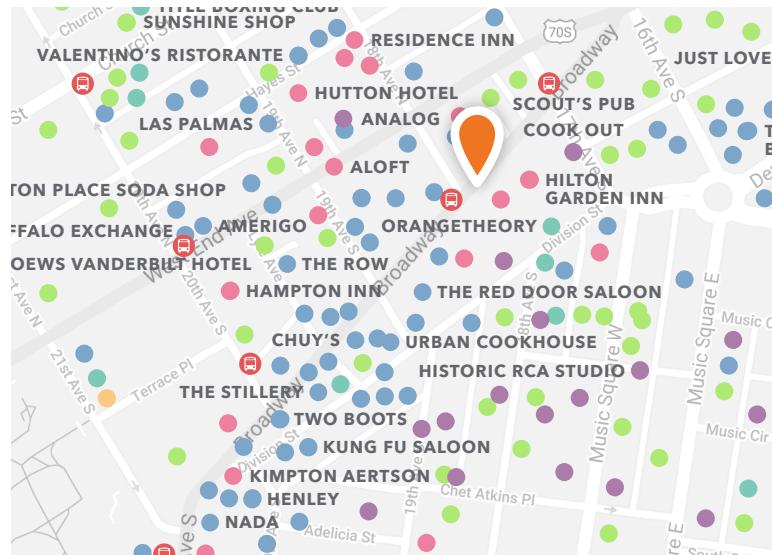
Illumination:
Yes

Longitude:
-86.795066

Restrictions:
See Sales Representative

Facing:
East

Neighborhood:
Midtown



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.

DOWNTOWN, THE GULCH DYNAMIC & TRENDY

Downtown Nashville is a vibrant and lively entertainment district in the heart of “Music City.” Honky-tonk bars crowded with country music lovers line Broadway along with world-class dining and performing arts venues. Bridgestone Arena and Nissan Stadium draw excited sports fans, and Riverfront Park is a popular destination steps from shopping and barhopping. Nearby, the Gulch offers cutting-edge music venues, eclectic restaurants, nightlife, and high-end retail. Upscale residences and offices in old warehouses attract the young and affluent. In the middle of it all is Printer’s Alley, the “Nightlife District.” This stretch of funky clubs, bars, live music, and restaurants is filled with revelers partying all night year round. OBM’s inventory offers one of the only OOH opportunities in Printer’s Alley, seen by non-stop pedestrian and vehicular traffic looking for premier parking. The Gulch unit has unparalleled visibility, showing to traffic heading into Downtown from all directions.



DOWNTOWN, THE GULCH

DYNAMIC & TRENDY

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

Major Area Attractions

Music City Center

Located in the heart of Downtown, Music City Center is Nashville's convention center that hosts large, city-wide conventions.

Bridgestone Arena

Home of the Nashville Predators, the local NHL team, this venue also hosts basketball and concerts, seating up to 20,000.

Country Music Hall of Fame

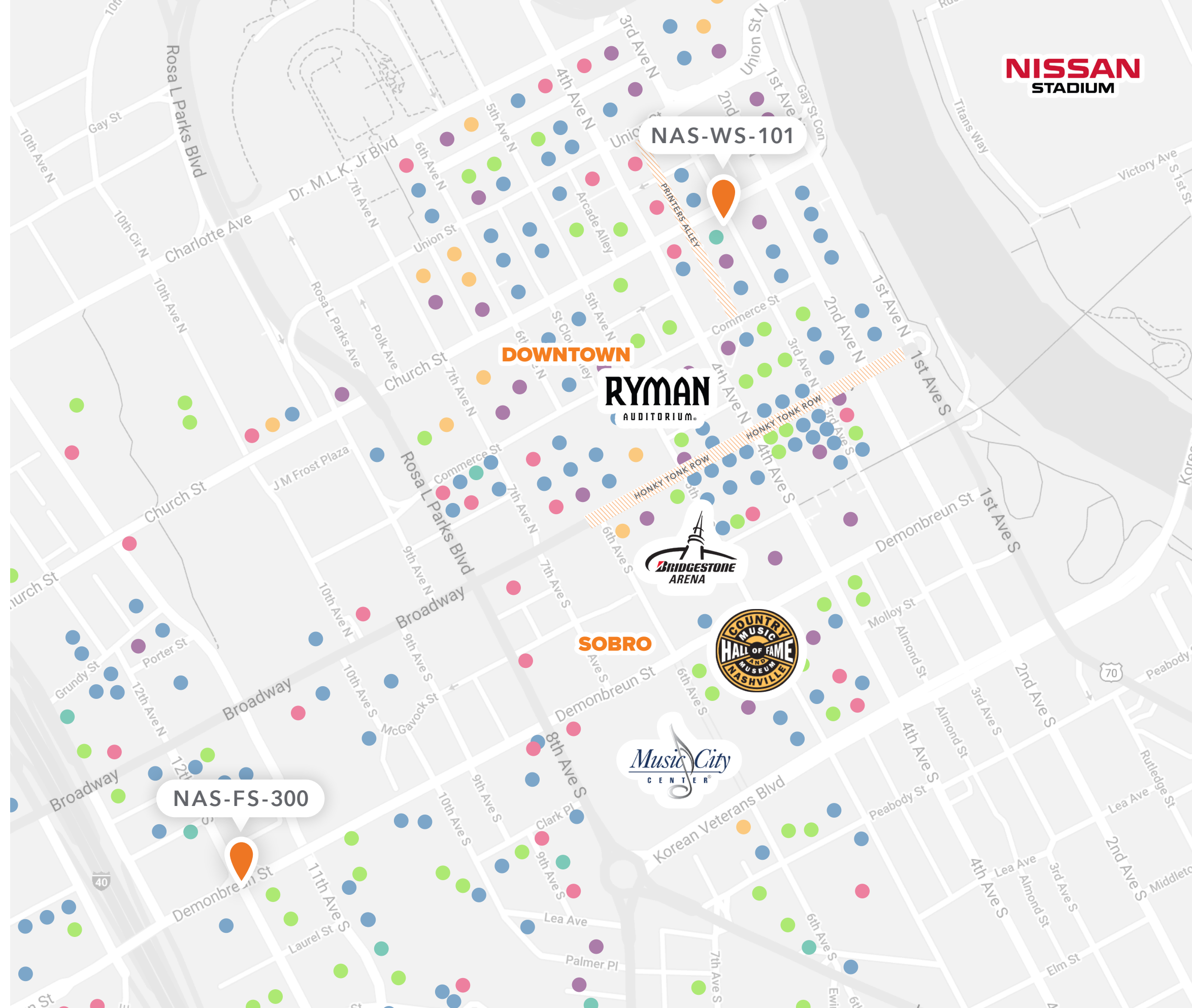
This iconic museum celebrates the evolving history and traditions of country music through exhibits, publications, and educational programs.

Ryman Auditorium

This historic and iconic theater of the Grand Ole Opry is recognized for its acoustic excellence, creating an unparalleled concert experience.

Nissan Stadium

Home of the NFL's Tennessee Titans and big-name concerts, this venue seats over 65,000 and is accessible to Downtown via a pedestrian bridge.



NISSAN
STADIUM

NAS-WS-101

PRINTER'S ALLEY PARKING GARAGE WALLSCAPE

300 Church St

- This wallscape is the only OOH opportunity in legendary Printer's Alley, a vibrant and funky nightlife hotspot overflowing with energetic crowds looking to party into the wee hours. This infamous stretch of Downtown is loved for live jazz, jam bands, cool nightclubs, burlesque, and top-rated restaurants. It's home to institutions like Bourbon Street Blues & Boogie Bar, Skull's Rainbow Room, and Lonnie's, the best karaoke bar in the city
- Situated in the busy parking garage right at the corner of Printer's Alley and Church St, the unit can be seen by non-stop pedestrian traffic in the alleyway and vehicles entering and exiting the garage. In an area with limited parking, it is a constant hive of activity
- This premier location is also surrounded by office buildings, hotels, museums, coffee shops, brunch hotspots, and other local hangouts. It's four blocks from Riverfront Park and within walking distance to popular destinations like Bridgestone Arena, the Country Music Hall of Fame, Ascend Amphitheater, and Ryman Auditorium

Size:

5'-8"H x 27'W

OOH IMPs 18+ Wkly:

44,218

Latitude:

36.16409

Illumination:

Yes

Longitude:

-86.77836

Restrictions:

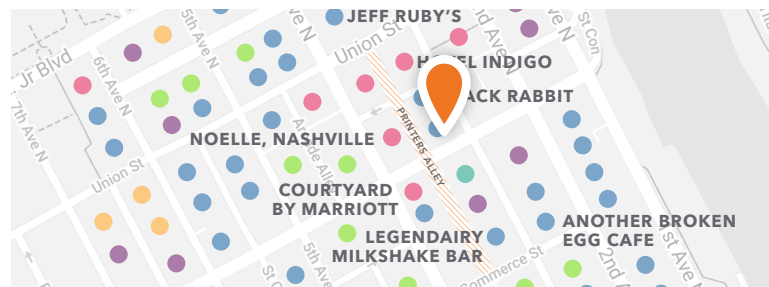
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Facing:

East

Neighborhood:

Downtown



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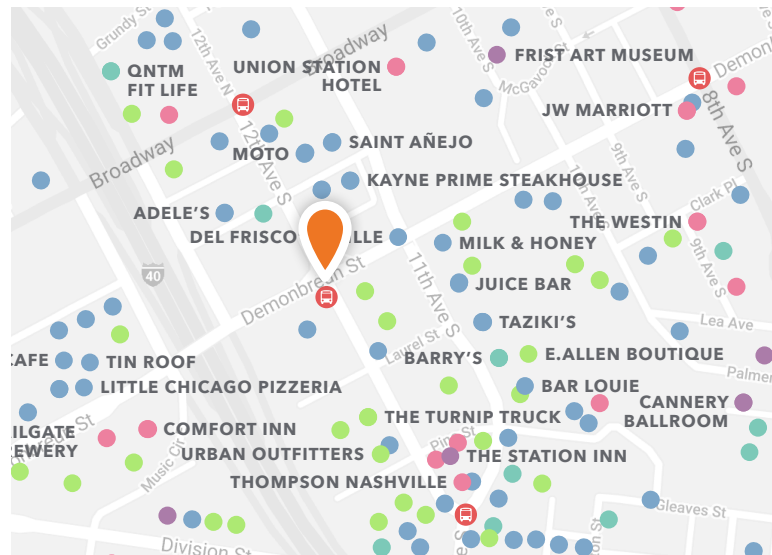
NAS-FS-300

BULLETIN

Demonbreun St at 12th Ave S

- This powerful unit in the Gulch, Nashville's hottest neighborhood, overlooks the primary arterial connecting Downtown and Midtown
- As a fixture of the Nashville skyline, this unit has an extended head-on read on Demonbreun and is visible from all directions heading into Downtown
- This dominant unit connects with crowds traveling from Midtown to the city's business district, Bridgestone Arena, the Country Music Hall of Fame and Music City Center
- At the crossroads of the trendiest neighborhoods in Nashville, this powerful canvas creates a dominant Music City presence

Size: 14'H x 48'W	OOH IMPs 18+ Wkly: 51,711
Latitude: 36.155149	Illumination: Yes
Longitude: -86.785466	Restrictions: See Sales Representative
Facing: Southwest	Neighborhood: The Gulch



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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