



ORANGE BARREL MEDIA

ORANGE BARREL | MEDIA™

PITTSBURGH, PA

MARKET KIT

PITTSBURGH PENNSYLVANIA

ROUTE 28

DMA RANKING: 26TH

Available Assets: Digital, Custom Programs

A combination of Pittsburgh's affordable standard of living, top-notch health care facilities, and cultural attractions make it America's "Most Livable City." Creatively reinventing itself, Pittsburgh is transforming historic manufacturing along scenic rivers into businesses, residences, restaurants, bars, museums, and nightlife. With more bridges than any city in the world, Pittsburgh connects revitalized boroughs with a booming Downtown and thriving neighborhoods, welcoming both visitors and locals.

PITTSBURGH

A CITY TRANSFORMED

Once a center for heavy industry, today Pittsburgh's skyline has been transformed. The city is now a booming business hub, home to 10 Fortune 500 companies such as PNC, Heinz, and Dick's Sporting Goods. The downtown area is a constant buzz of activity as new businesses and residential buildings continue to develop. The nearby neighborhoods, such as the affluent Fox Chapel or the revitalized Lawrenceville, are also thriving and continuing to grow. As residents from these prominent areas travel southwest to Downtown for everything from their daily commute, to a Saturday at the Children's Museum, or an outing to watch one of Pittsburgh's three major league teams (NFL: Steelers, MLB: Pirates, NHL: Penguins), they drive by Orange Barrel Media's tremendous digital screens. Reaching a wide and engaged audience in Pittsburgh has never been easier, as these massive digital units are a can't-miss upon entering and exiting downtown.



PITTSBURGH

A CITY TRANSFORMED

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

Major Area Attractions

Fox Chapel

This affluent borough is situated northeast of downtown Pittsburgh. The area is primarily residential, with the exception of churches, private schools, and private clubs. Fox Chapel is regarded as a highly premier community and its unique ambiance has been carefully preserved.

Highland Park

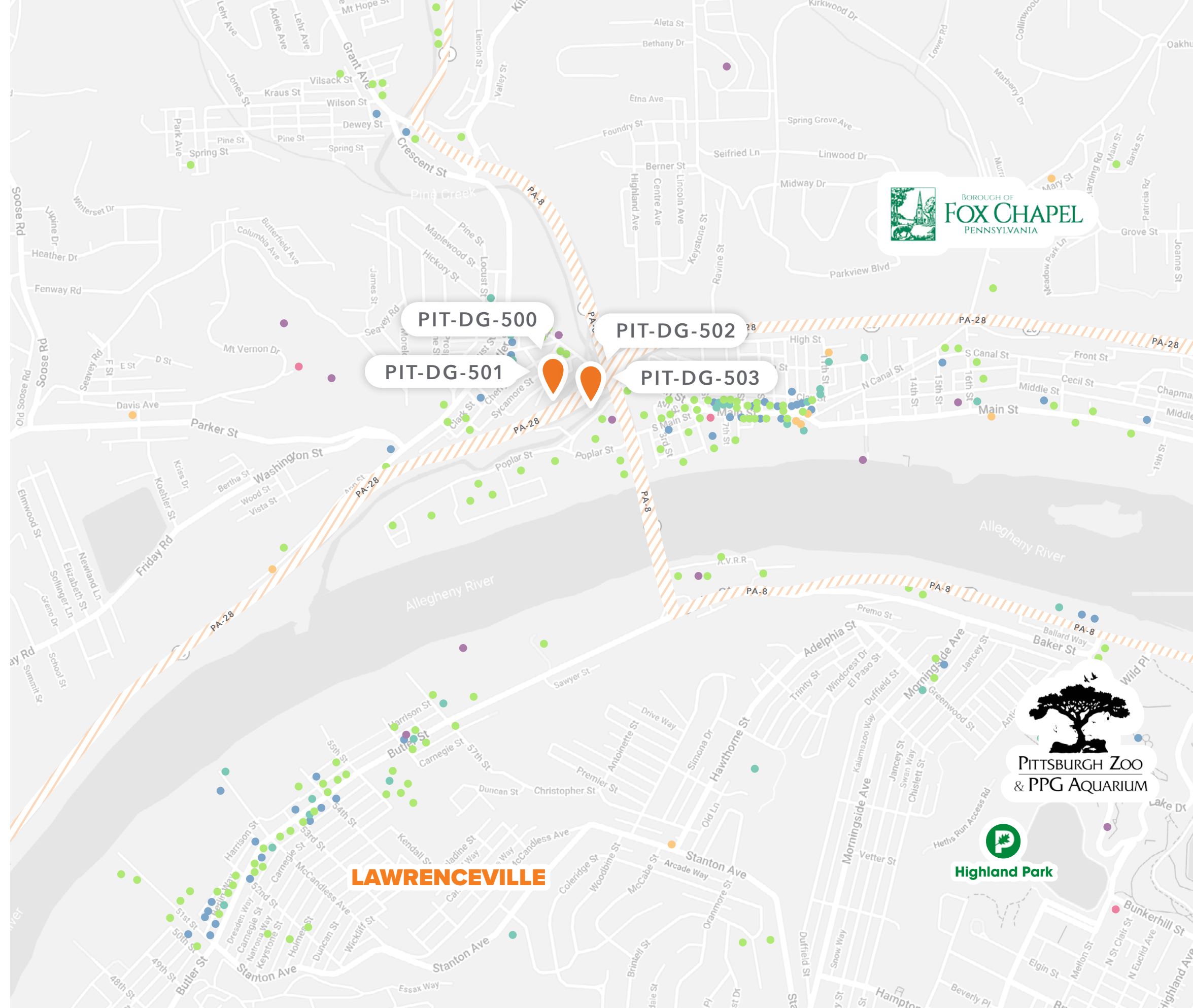
Home to the Pittsburgh Zoo & Aquarium, Highland Park is one of the most beloved and visited recreational areas in the city. Locals and visitors alike enjoy gathering at the park's Victorian-style grounds.

Lawrenceville

Arguably the most up-and-coming neighborhood in Pittsburgh, Lawrenceville is a “walkable and welcoming” community. This trendy area hosts some of the city’s biggest arts events, contains several historic sites, and is considered home for almost 11,000 people. It’s a neighborhood on the rise that has old-world charm but a modern-day edge.

Downtown

There are over 90 neighborhoods in the Pittsburgh area, and Downtown sits right at the heart. The area is home to a wealth of historic and cultural entertainment. As a drive-in and drive-out destination, locals from the neighboring areas come in and out of Downtown for events and activities.



PIT-DG-500

DIGITAL BULLETIN

Route 28 at Clark St

- This west-facing digital delivers an impactful head-on read exiting Downtown Pittsburgh
- As the primary thoroughfare connecting Pittsburgh with the surrounding areas, including the Pittsburgh Zoo & Aquarium, as well as Fox Chapel—the most affluent neighborhood in the city, Route 28 is an ideal location to reach an immense and desirable audience
- This unit offers color kinetic lighting, which allows the pole to change color and coordinate with the content on the digital screen

Size:

20' H x 60' W

Pixel Pitch:

16mm

Latitude:

40.493642

Longitude:

-79.946719

Facing:

West

Wkly IMPs 18+

for 10MPH:

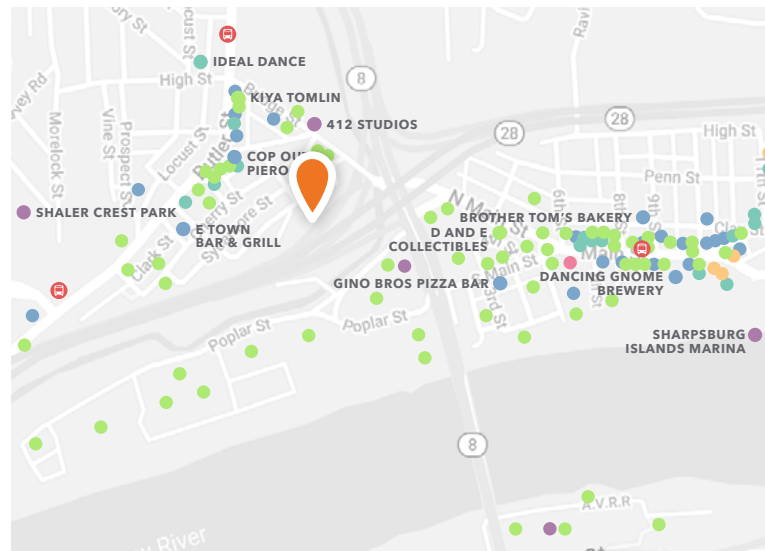
147,314

Illumination:

Yes

Restrictions:

See Sales Representative



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.

PIT-DG-501

DIGITAL BULLETIN

Route 28 at Clark St

- This east-facing digital delivers an impactful head-on read entering Downtown Pittsburgh
- As the primary thoroughfare connecting Pittsburgh with the surrounding areas, including the Pittsburgh Zoo & Aquarium, as well as Fox Chapel—the most affluent neighborhood in the city, Route 28 is an ideal location to reach an immense and desirable audience
- This unit offers color kinetic lighting, which allows the pole to change color and coordinate with the content on the digital screen

Size:

20' H x 60' W

Pixel Pitch

16mm

Latitude:

40.493661

Longitude:

-79.946678

Facing:

East

**Wkly IMPs 18+
for 10MPH:**

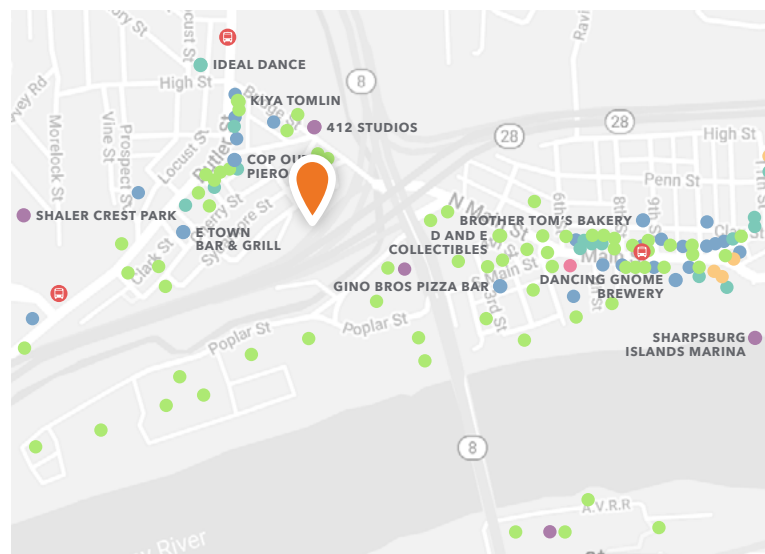
266,101

Illumination:

Yes

Restrictions:

See Sales Representative



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.

PIT-DG-502

DIGITAL BULLETIN

Route 28 at Route 8

- This west-facing digital delivers an impactful head-on read exiting Downtown Pittsburgh
- As the primary thoroughfare connecting Pittsburgh with the surrounding areas, including the Pittsburgh Zoo & Aquarium, as well as Fox Chapel—the most affluent neighborhood in the city, Route 28 is an ideal location to reach an immense and desirable audience
- This unit offers color kinetic lighting, which allows the pole to change color and coordinate with the content on the digital screen

Size:

30' H x 20' W

Pixel Pitch

16mm

Latitude:

40.494161

Longitude:

-79.941849

Facing:

West

Wkly IMPs 18+

for 10MPH:

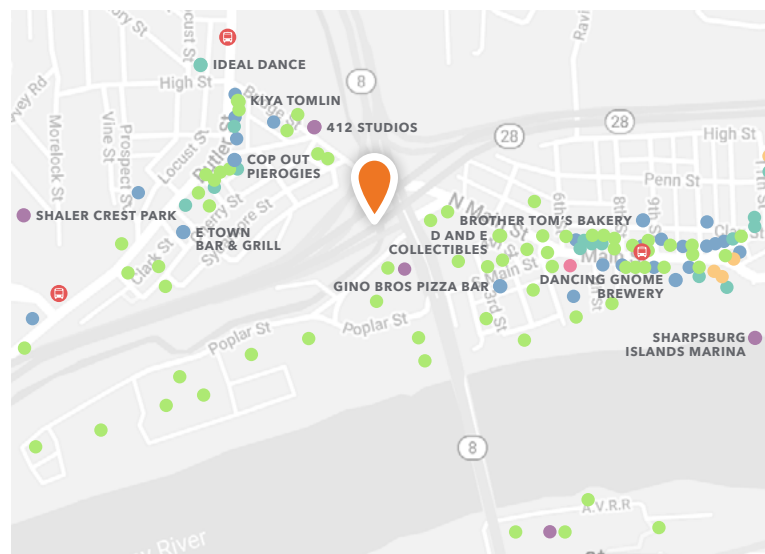
93,581

Illumination:

Yes

Restrictions:

See Sales Representative



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PIT-DG-503

DIGITAL BULLETIN

Route 28 at Route 8

- This east-facing digital delivers an impactful head-on read entering Downtown Pittsburgh
- As the primary thoroughfare connecting Pittsburgh with the surrounding areas, including the Pittsburgh Zoo & Aquarium, as well as Fox Chapel—the most affluent neighborhood in the city, Route 28 is an ideal location to reach an immense and desirable audience
- This unit offers color kinetic lighting, which allows the pole to change color and coordinate with the content on the digital screen

Size:

30' H x 20' W

Facing:

East

Pixel Pitch

16mm

Wkly IMPs 18+

for 10MPH:

124,979

Latitude:

40.494175

Illumination:

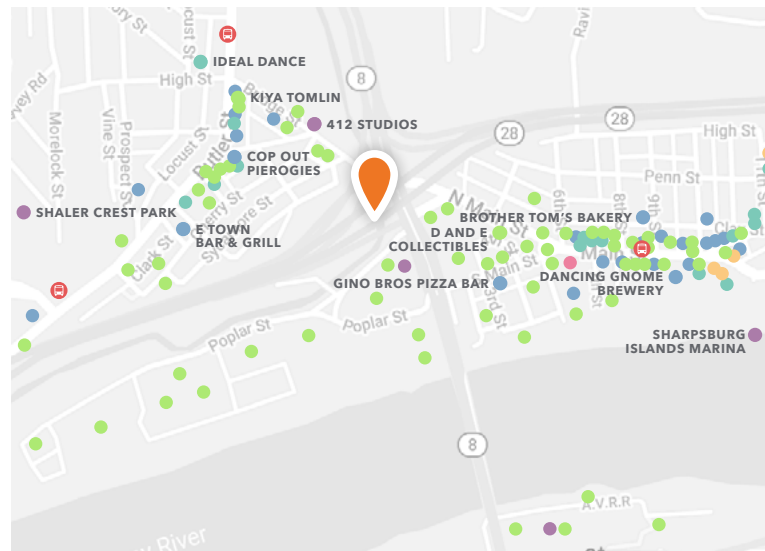
Yes

Longitude:

-79.941817

Restrictions:

See Sales Representative



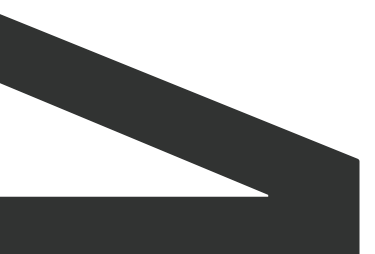
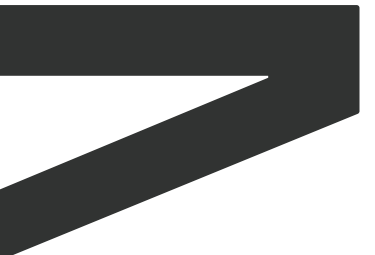
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THANK YOU

Get in touch.

sales@obm.com
250 N. Hartford Avenue, Columbus, OH 43222
614.294.4898
www.obm.com



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