

TOYOTA MUSIC FACTORY



THE BLUE FISH
SIGNATURE JAPANESE BISTRO

ORANGE BARREL | MEDIA™

TOYOTA MUSIC FACTORY

MARKET KIT



FIRST TO MARKET OPPORTUNITY AT TOYOTA MUSIC FACTORY!

Previously reserved for sponsors of the property since TMF opened in 2017, these digital signs have never been available as an out-of-home opportunity to outside advertisers – **this is a first to market opportunity for your OOH plans!**

Toyota Music Factory is undoubtedly one of the most popular destinations in the Dallas-Fort Worth metro area. Boasting an incredible array of over 20 bars and restaurants and playing host to the best national and international touring music acts, there is never a dull moment at TMF.

- ▶ Over 200,000 square feet of food and retail
- ▶ State-of-the-art indoor-outdoor amphitheater (The Pavilion) seats up to 8,000
- ▶ World-class movie theater (Alamo Drafthouse Cinema) is one of the most popular, full-service restaurant and movie theater combos in the nation
- ▶ 50,000-square-foot outdoor entertainment plaza (Texas Lottery Plaza)

Our collection of digital assets includes a massive 2-sided rooftop highway marquee, towering over two lanes of constant southbound traffic on U.S. 114 heading toward Dallas from DFW Airport. Digital spectaculars and full-motion digitals complete the collection with exterior and interior placements, capturing the crowds of music and movie lovers, foodies and more.

DAL-DG-501

ROOFTOP DIGITAL

Highway 114 Marquee

- Massive, freestanding digital marquee beams over U.S. Highway 114 high atop the parking garage of the Toyota Music Factory at the exit for the Irving Convention Center, two destinations drawing throngs of residents and visitors to endless concerts, events, festivals, restaurants, bars, and entertainment
- With a towering right-hand read, this rooftop digital reaches four lanes of northbound traffic on U.S. 114 heading toward DFW Airport, a major domestic hub with over 225,000 full-time employees and 73+MM annual passengers
- Located halfway between DFW and Dallas, the planned community of Las Colinas and the Toyota Music Factory offer diverse young professionals and families a mix of convenience and amenities with access to the DART orange line, modern apartments, dining, shopping, outdoor activities, and nightlife

Size:
25' H x 50' W

**Wkly IMPs 18+
for 10MPH:**
142,268

Latitude:
32.8752514

Illumination:
Yes

Longitude:
-96.945626

Restrictions:
See Sales Representative

Facing:
South

Neighborhood:
Toyota Music Factory



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.

DAL-DG-502

ROOFTOP DIGITAL

Highway 114 Marquee

- Impressive freestanding digital marquee beams over U.S. Highway 114 high atop the parking garage of the Toyota Music Factory, a DFW destination for endless concerts, events, festivals, restaurants, bars, and entertainment
- This rooftop digital unit towers over two lanes of constant southbound traffic on U.S. 114 heading toward Dallas from DFW Airport, a major domestic hub with over 225,000 full-time employees and 73+MM annual passengers
- Located next to the Irving Convention Center, the Toyota Music Factory and the planned community of Las Colinas offer diverse young professionals and families a mix of convenience and amenities with access to the DART orange line, modern apartments, dining, shopping, outdoor activities, and nightlife

Size:

25' H x 50' W

Latitude:

32.8752514

Longitude:

-96.945626

Facing:

North

Wkly IMPs 18+
for 10MPH:

126,358

Illumination:

Yes

Restrictions:

See Sales Representative

Neighborhood:

Toyota Music Factory



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DIGITAL DOMINATION

DAL-DG-501, DAL-DG-502

Highway 114 Marquee

- Dominate U.S. Highway 114 with this massive, freestanding digital marquee that beams over highway traffic from high atop the parking garage of the Toyota Music Factory at the exit for the Irving Convention Center. These two destinations draw throngs of residents and visitors to endless concerts, events, festivals, restaurants, bars, and entertainment
- Reads to constant southbound and northbound traffic on U.S. 114 headed to and from DFW Airport, a major domestic hub with over 225,000 fulltime employees and 73+MM annual passengers
- Located halfway between DFW and Dallas, the planned community of Las Colinas and the Toyota Music Factory offer diverse young professionals and families a mix of convenience and amenities with access to the DART orange line, modern apartments, dining, shopping, outdoor activities, and nightlife

Size:
25' H x 50' W

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

DAL-DG-501: 142,268
DAL-DG-502: 126,358

Latitude:
32.8752514

Illumination:
Yes

Longitude:
-96.945626

Restrictions:
See Sales Representative

Facing:
DAL-DG-501: South
DAL-DG-502: North

Neighborhood:
Toyota Music Factory



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DAL-DG-503

DIGITAL SPECTACULAR

Las Colinas Blvd Marquee

- Impactful digital spectacular elevated above entrances to popular restaurants and bars at the entrance to DFW's hottest new entertainment destination, the Toyota Music Factory, and its parking across from Texas Lottery Plaza
- Right-hand read to southbound traffic on Las Colinas Blvd heading to abundant low-rise modern apartments, office buildings including Urban Towers, Water Street shops and canals, and local golf courses
- Located halfway between DFW and Dallas, the Toyota Music Factory and adjacent Irving Convention Center offer both residents and visitors a mix of convenience and amenities with access to the DART orange line, dining, shopping, outdoor activities, and nightlife

Size:

14' H x 25' W

Latitude:

32.8750884

Longitude:

-96.9438726

Facing:

North

Wkly IMPs 18+

for 10MPH:

3,839

Illumination:

Yes

Restrictions:

See Sales Representative

Neighborhood:

Toyota Music Factory



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DAL-DG-504

DIGITAL SPECTACULAR

Las Colinas Blvd Marquee

- Impactful digital spectacular elevated above entrances to popular restaurants and bars at the entrance to DFW's hottest new entertainment destination, the Toyota Music Factory, and its parking across from Texas Lottery Plaza
- Reaches three lanes of northbound traffic on Las Colinas Blvd coming from abundant low-rise modern apartments, office buildings, Water Street shops, and local golf courses, heading toward Westin and Irving Convention Center
- The Toyota Music Factory and the planned community of Las Colinas are halfway between DFW airport and Dallas, offering diverse young residents a mix of convenience and amenities with access to the DART orange line, dining, shopping, outdoor activities, and nightlife

Size:

14' H x 25' W

Latitude:

32.8750884

Longitude:

-96.9438726

Facing:

South

Wkly IMPs 18+

for 10MPH:

1,974

Illumination:

Yes

Restrictions:

See Sales Representative

Neighborhood:

Toyota Music Factory



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 DOMINATION

DAL-DG-503, DAL-DG-504

Las Colinas Blvd Marquee

- Impactful digital spectaculars elevated above entrances to popular restaurants and bars at the entrance to DFW's hottest new entertainment destination, the Toyota Music Factory, and its parking across from Texas Lottery Plaza
- Viewable by southbound and northbound traffic on Las Colinas Blvd heading to and from abundant low-rise modern apartments, office buildings including Urban Towers, Water Street shops and canals, and local golf courses
- Located halfway between DFW and Dallas, the Toyota Music Factory and adjacent Irving Convention Center offer both residents and visitors a mix of convenience and amenities with access to the DART orange line, dining, shopping, outdoor activities, and nightlife

Size:

14' H x 25' W

Latitude:

32.8750884

Longitude:

-96.9438726

Facing:

DAL-DG-503: North
DAL-DG-504: South

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

DAL-DG-503: 3,839
DAL-DG-504: 1,974

Illumination:

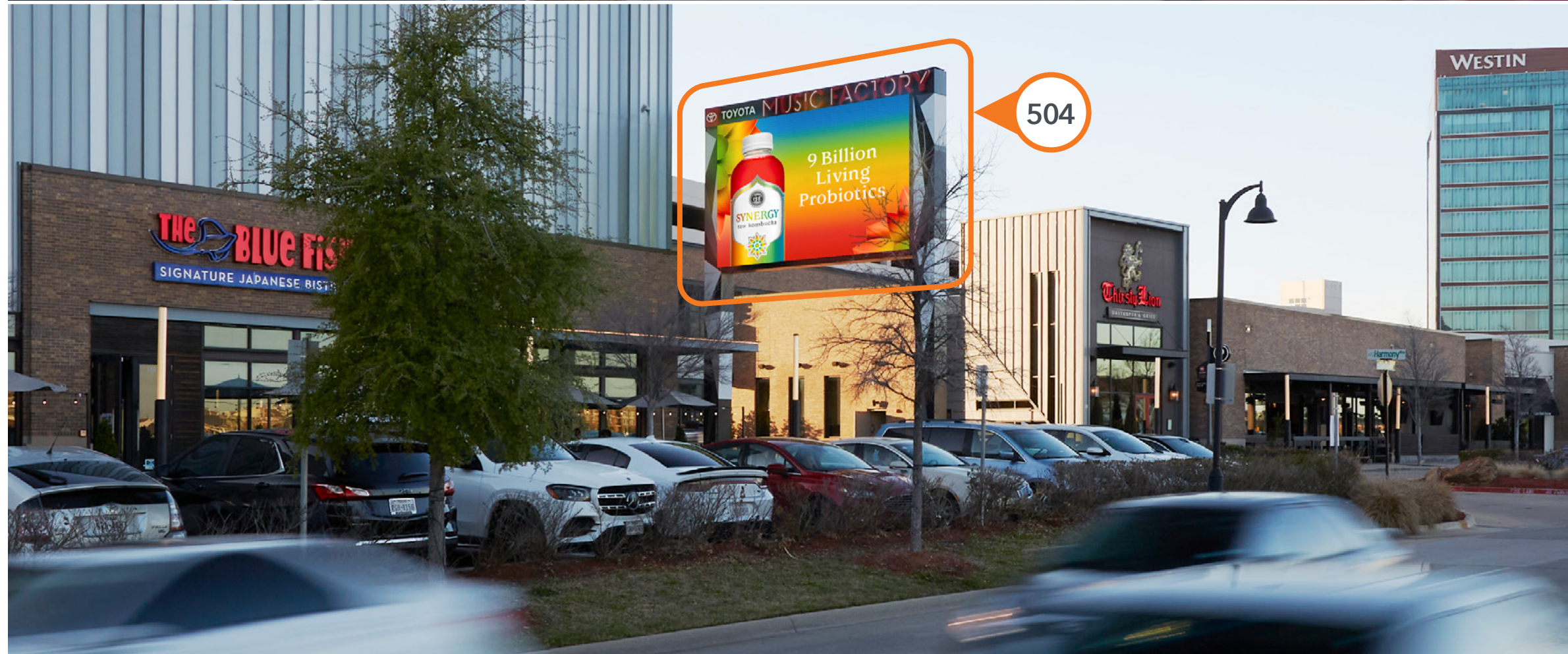
Yes

Restrictions:

See Sales Representative

Neighborhood:

Toyota Music Factory



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MUSIC FACTORY DOMINATION

DG-505, DG-506, DG-507, DG-508

316 W Las Colinas Blvd

- Dominate the Toyota Music Factory interior spaces with four full-motion digital screens at places of high dwell time: two sides of the open-air Texas Lottery Plaza, entrance to Bar Louis (facing Westin hotel), and entrance to The Pavilion
- Located next to Irving Convention Center, these full-motion digitals capture excited crowds as they head to concerts, festivals, outdoor events, movies, dining, and nightlife at DFW's hottest new entertainment destination
- The planned community of Las Colinas and the Toyota Music Factory are halfway between DFW airport and Dallas, offering diverse young residents a mix of convenience and amenities with access to the DART orange line, modern apartments, dining, shopping, outdoor activities, and nightlife

Size:

DAL-DG-505: 6' H x 17' W
 DAL-DG-506: 19' H x 112' W
 DAL-DG-507: 8' H" x 38' W
 DAL-DG-508: 27' H" x 16' W

OOH IMPs 18+ Wkly:

DAL-DG-505: 2,466
 DAL-DG-506: TBD
 DAL-DG-507: TBD
 DAL-DG-508: 3,775

Latitude:

DAL-DG-506: 32.8747469

Illumination:

Yes

Longitude:

DAL-DG-506: -96.9446411

Restrictions:

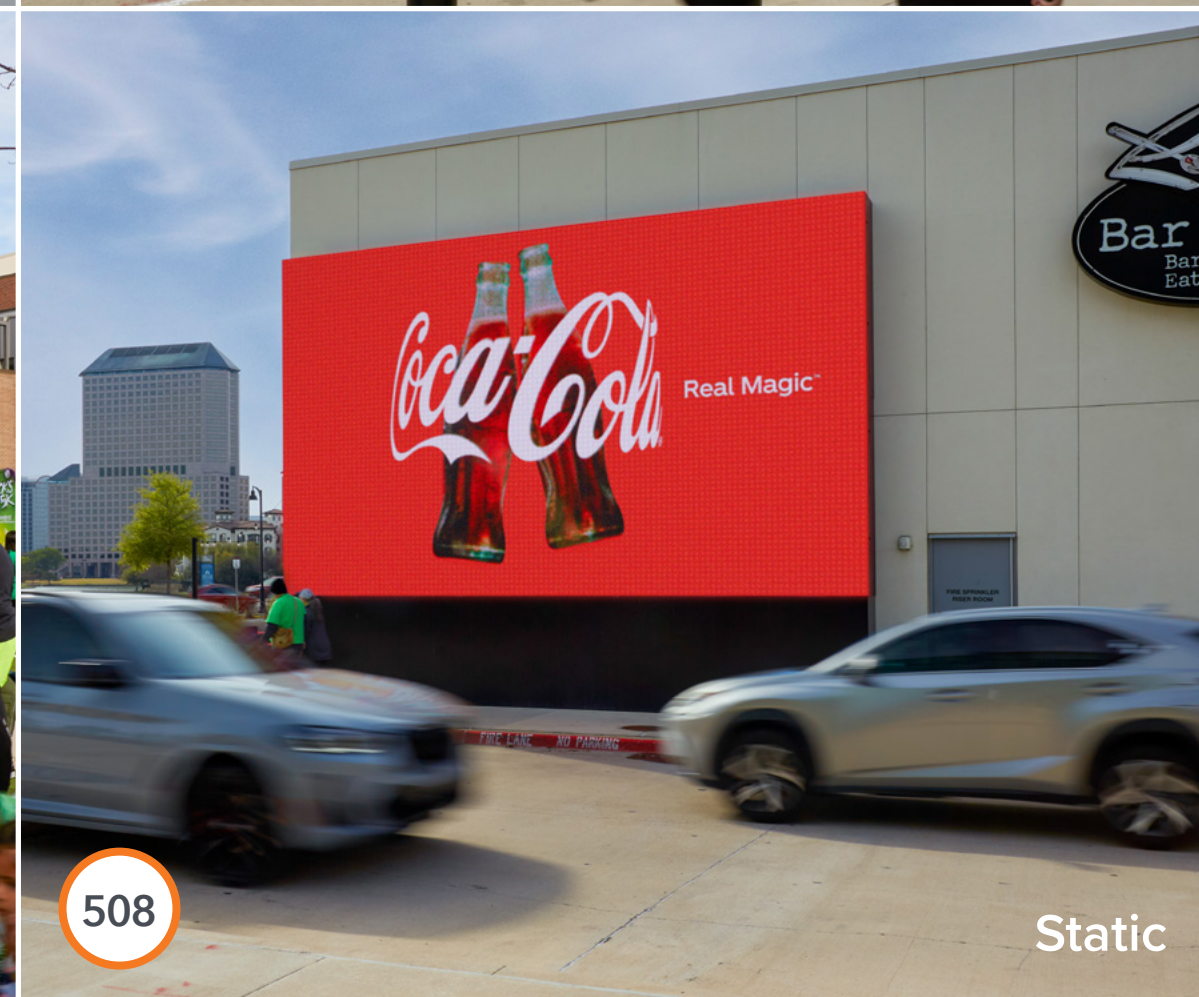
See Sales Representative

Facing:

Various

Neighborhood:

Toyota Music Factory



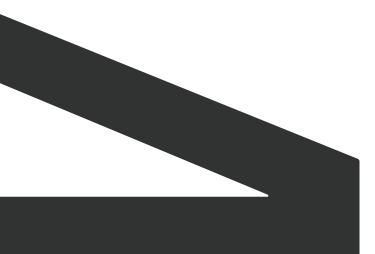
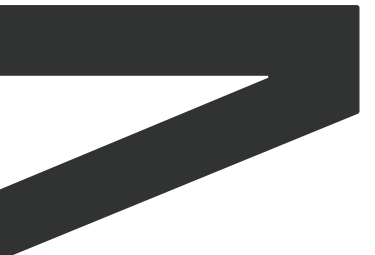
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THANK YOU

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