



Cincinnati-style.

Maker's Mark
Delicious is everything.

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ORANGE BARREL MEDIA

ORANGE BARREL | MEDIA™

CINCINNATI, OH

MARKET KIT

CINCINNATI OHIO

I-71 / DOWNTOWN

DMA RANKING: 36TH

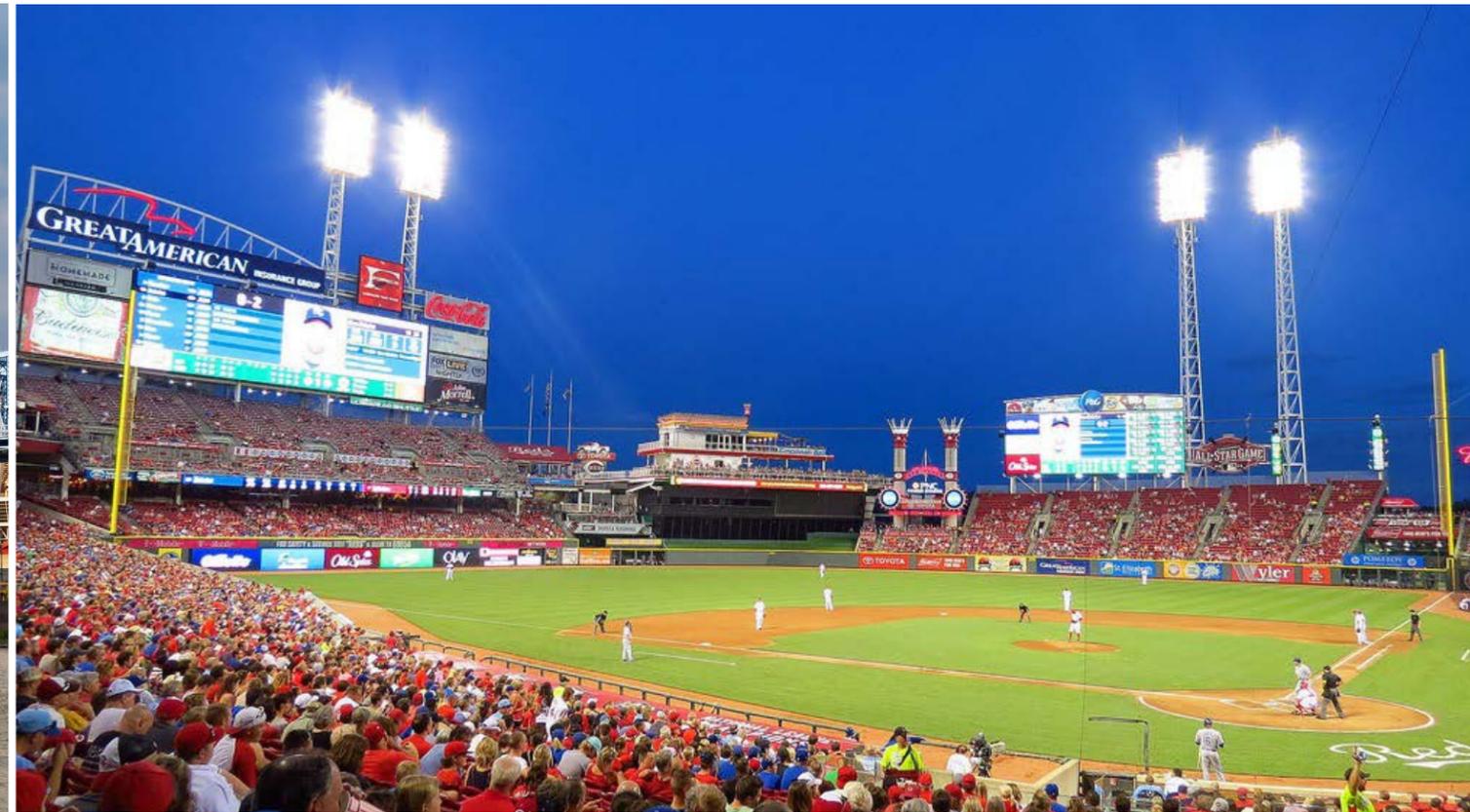
Available Assets: Billboard, Digitals

Hilly Cincinnati boasts a thriving arts scene, major league sports teams, a world-class zoo and aquarium, and a revitalized riverfront with shopping, clubs and restaurants. Resting along the banks of the Ohio River, the Queen City has a small-town feel with frequent gatherings and festivals featuring food, sports, music, and culture.

CINCINNATI

THE QUEEN CITY

Known for its beautiful and historic architecture, yet embracing an era of revitalization, Cincinnati is an extraordinary blend of old and new. Local favorites such as Findlay Market, Taft Theatre, Fountain Square, and Skyline Chili are what give the city its unique and charming qualities. Orange Barrel Media's iconic billboard prominently sits at I-71 and Gilbert Avenue capturing all travelers on their way to any number of Cincinnati's major attractions, whether they are headed into the city for their daily commute, on their way to Great American Ball Park for a Major League baseball game, or going to Newport for a day at the aquarium. OBM also offers digital coverage with exceptional visibility in a vibrant area full of trendy restaurants, bars, theaters, museums, and retail. This thriving and diverse region is at the heart of Downtown, attracting both locals and visitors at all times of the day, every day of the week.



CINCINNATI THE QUEEN CITY

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

Major Area Attractions

Hard Rock Casino Cincinnati

From the newest slots and table games to live poker, Hard Rock Casino has 100,000 square feet of exciting choices, putting it at the center of the action in Downtown Cincinnati.

P&G Company Headquarters

This multinational consumer goods company considers the Queen City its home base. Over 11,000 people work in the Cincinnati HQ, which is right across from OBM's iconic bulletin.

Paycor Stadium

As the home venue for Cincinnati's beloved Bengals (NFL), Paycor Stadium welcomes almost 400,000 attendees annually. The stadium also the annual Cincinnati Music Festival and big-name concerts year round.

Great American Ball Park

Positioned along the winding banks of the Ohio River, Great American Ball Park is the home of the Cincinnati Reds (MLB), baseball's first professional franchise.

Newport Aquarium

With over 70 exhibits and 14 galleries, this world-renowned aquarium showcases thousands of animals from all around the world. The facility is open to the public 365 days a year.

Heritage Bank Center

Being the largest indoor arena in the Greater Cincinnati region, Heritage Bank Center is the city's most prominent venue for hosting concerts, comedians, and indoor sports.



CIN-FS-300

ICONIC BILLBOARD

Gilbert Ave at I-71 South

- This icon within the Cincinnati skyline can't be missed for travelers heading into the Queen City and is adjacent to Procter & Gamble World Headquarters
- Showing to two-lanes of one-way traffic exiting I-71 into Downtown heading to destinations such as Hard Rock Casino, Great American Ball Park (MLB's Reds), Paycor Stadium (NFL's Bengals), TQL Stadium (MLS's FC Cincinnati), and the trendy Over-the-Rhine neighborhood
- Located in the vibrant Central Business District with HQ for Fifth-Third and Kroger in addition to P&G, eclectic foodie eateries, coffee shops, craft and casual bars, gyms, galleries, museums, shopping, and performance venues, Taft Theatre and Aronoff Center

Size:

14' x 48'

OOH IMPs 18+ Wkly:

116,930

Latitude:

39.105146

Illumination:

Yes

Longitude:

-84.506321

Restrictions:

See Sales Representative

Facing:

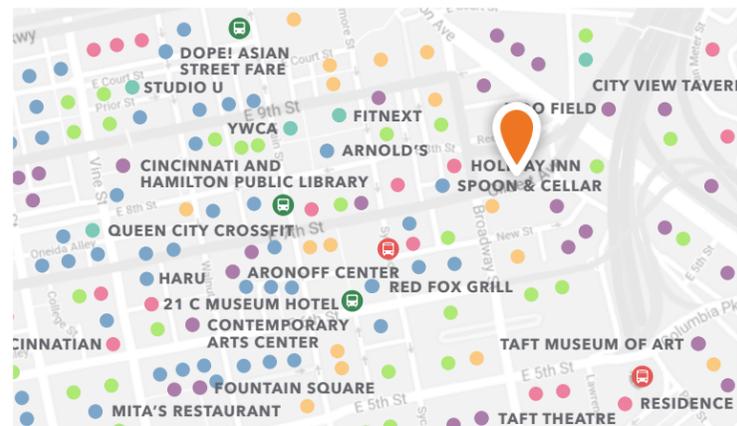
North

Neighborhood:

Downtown/Central Business District

Dec:

134,527



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.

CIN-DG-500

FULL-MOTION DIGITAL

E 7th St & Sycamore St

- Full-motion digital blade in the heart of Downtown along a major artery lined with luxury apartments and ample parking where millennials and young professionals live, just a block from the Aronoff Center, a performance venue with an eclectic mix of Broadway shows, live events, and concerts
- Shows to high-volume eastbound traffic leaving Downtown for I-71, reaching vehicles as well as pedestrians taking the streetcar, all coming from destinations such as Fountain Square, Great American Ball Park (MLB's Reds), Paycor Stadium (NFL's Bengals), and TQL Stadium (MLS's FC Cincinnati)
- Located in the vibrant Central Business District humming with activity as commuters and residents bustle to headquarters for P&G, Fifth-Third, and Kroger, trendy restaurants, coffee shops, casual bars, gyms, galleries, museums, specialty shops, and restored historic gems like the Taft Theatre

Size:

25'-10"H x 14'-4"W

OOH IMPs 18+ Wkly:

149,487

Latitude:

39.1046

Illumination:

Yes

Longitude:

-84.508279

Restrictions:

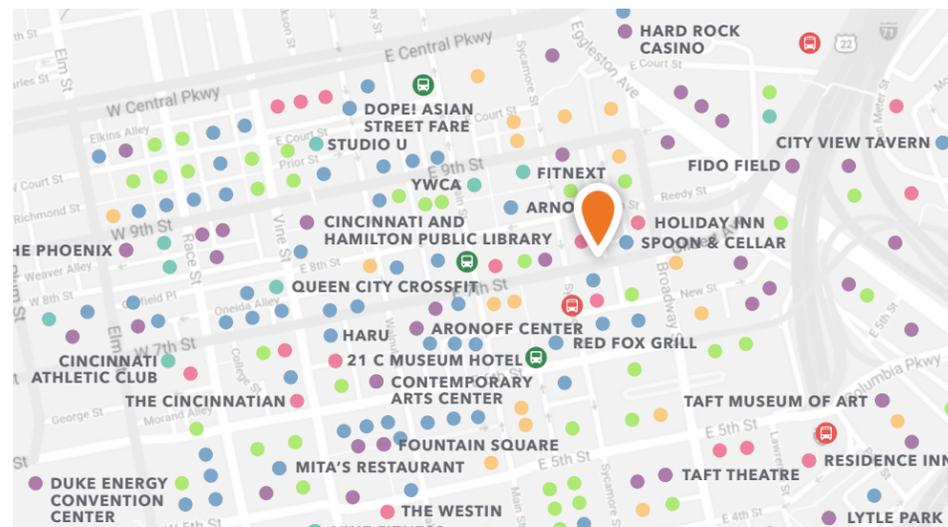
See Sales Representative

Facing:

West

Neighborhood:

Downtown



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.

CIN-DG-501

FULL-MOTION DIGITAL

E 8th St & Sycamore St

- Full-motion digital blade situated on the 8th & Sycamore parking garage connected to luxury apartments where millennials and young professionals live in the heart of Downtown, just a block from Cincinnati's oldest tavern, Arnold's Bar & Grill, a local institution for pub classics and live music
- Shows to high-volume westbound traffic heading into Downtown from I-71 and Gilbert Ave, reaching vehicles as well as pedestrians grabbing the streetcar, all heading to destinations such as Hard Rock Casino, Great American Ball Park (MLB's Reds), Paycor Stadium (NFL's Bengals), TQL Stadium (MLS's FC Cincinnati), and the trendy Over-The-Rhine neighborhood
- Located in the vibrant Central Business District with headquarters for P&G, Fifth-Third, and Kroger, eclectic foodie eateries, coffee shops, a mix of craft and casual bars, gyms, galleries, museums, premier shopping, and beautiful performance venues, Taft Theatre and Aronoff Center, home to Broadway shows, live shows, concerts, and dance

Size:

25'-10"H x 14'-4"W

OOH IMPs 18+ Wkly:

51,292

Latitude:

39.105148

Illumination:

Yes

Longitude:

-84.508521

Restrictions:

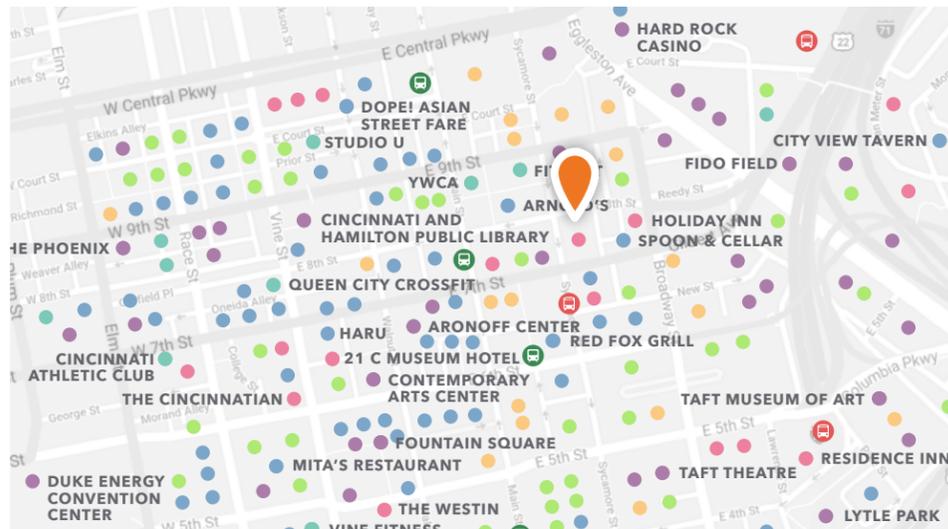
See Sales Representative

Facing:

East

Neighborhood:

Downtown



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CIN-DG-502

DIGITAL BLADE

E Central Parkway & Walnut

- Full-motion digital blade situated on the Court & Walnut parking garage on Central Parkway, the main thoroughfare between Downtown and Over-The-Rhine (OTR)—just a few blocks north of the city’s Central Business District, one block east of Kroger World Headquarters, and steps from Hard Rock Casino, Washington Park, and The School of Creative & Performing Arts, this location offers exceptional visibility
- Shows to a high volume of traffic traveling east on Central Pkwy, the access route into Downtown and the surrounding neighborhoods, capturing traffic from I-71 and I-75; the unit reaches pedestrians and vehicles heading to countless downtown homes, offices, shops, restaurants, and bars and also provides a head-on read to heavy event traffic leaving TQL Stadium, the new home of MLS team FC Cincinnati
- OTR is Cincy’s trendiest and most vibrant Downtown neighborhood, beloved by locals and a destination for visitors to the “Queen City” as a cool, cultural hub and entertainment district crowded with eclectic hipsters, foodies, fashionistas, and artists buzzing about local favorites: Taste of Belgium, Rhinegeist Brewery, Homage, Bakersfield, Findlay Market, and Coffee Emporium, a hangout with outdoor seating that sits directly across the street from this unit

Size:

28'H x 14'-2"W

Latitude:

39.107332

Longitude:

-84.511951

Facing:

West

Wkly IMPs 18+ for 10MPH:

106,487

Illumination:

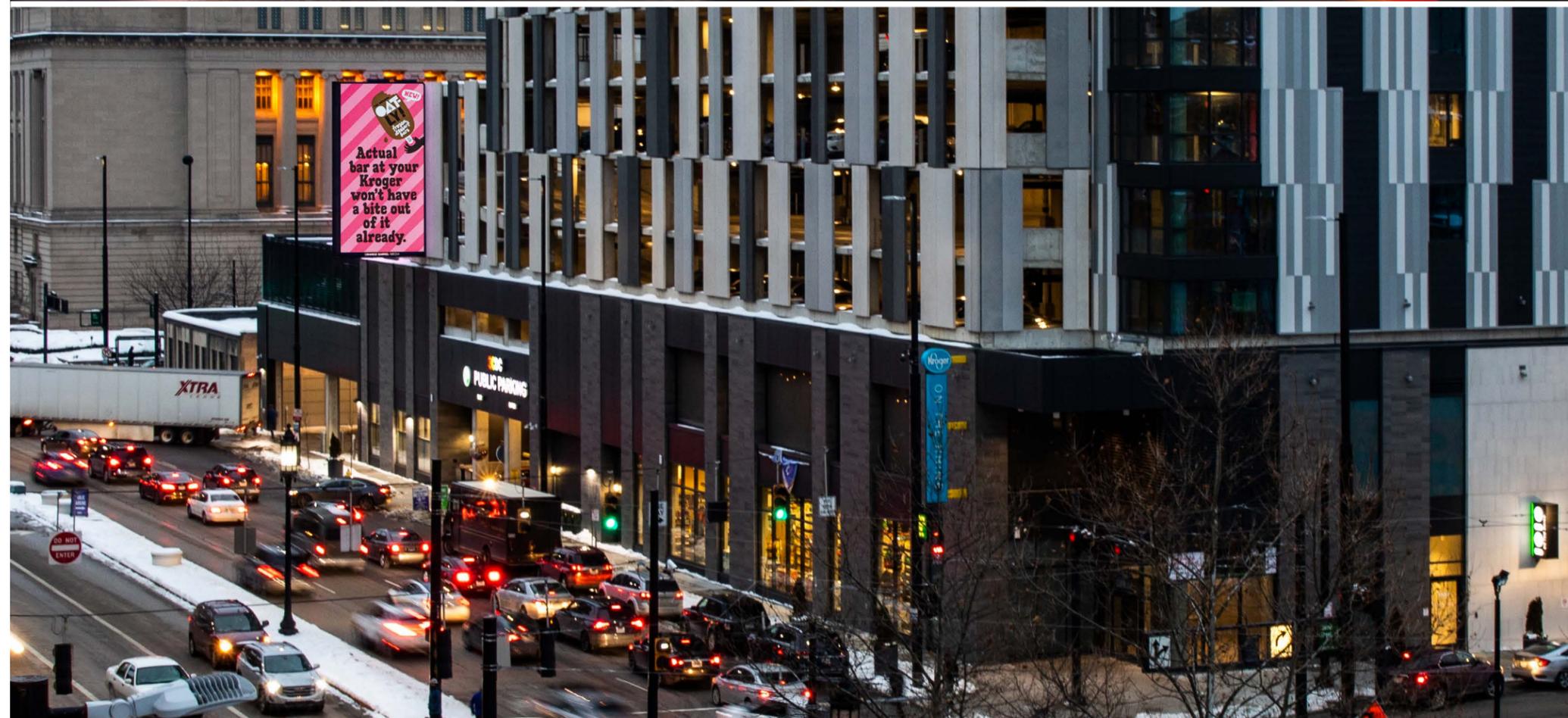
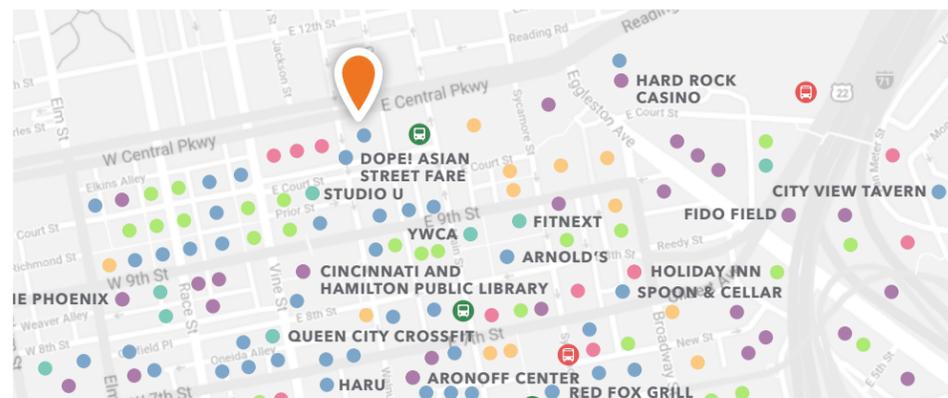
Yes

Restrictions:

See Sales Representative

Neighborhood:

Downtown



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CIN-DG-503

DIGITAL BLADE

E Central Parkway & Walnut

- Full-motion digital blade situated on the Court & Walnut parking garage on Central Parkway, the main thoroughfare between Downtown and Over-The-Rhine (OTR)—just a few blocks north of the city’s Central Business District, one block east of Kroger World Headquarters, and steps from Hard Rock Casino, Washington Park, and The School of Creative & Performing Arts, this location offers exceptional visibility
- Shows to a high volume of traffic traveling west on Central Pkwy, the access route out of Downtown and the surrounding neighborhoods, capturing traffic from I-71 and I-75; the unit reaches pedestrians and vehicles heading away from countless downtown homes, offices, shops, restaurants, and bars and also provides a head on read to heavy event traffic en route to TQL Stadium, the new home of MLS team FC Cincinnati
- OTR is Cincy’s trendiest and most vibrant Downtown neighborhood, beloved by locals and a destination for visitors to the “Queen City” as a cool, cultural hub and entertainment district crowded with eclectic hipsters, foodies, fashionistas, and artists buzzing about local favorites: Taste of Belgium, Rhinegeist Brewery, Homage, Bakersfield, Findlay Market, and Coffee Emporium, a hangout with outdoor seating that sits directly across the street from this unit

Size:

28'H x 14'-2"W

Latitude:

39.107332

Longitude:

-84.511951

Facing:

East

Wkly IMPs 18+ for 10MPH:

57,341

Illumination:

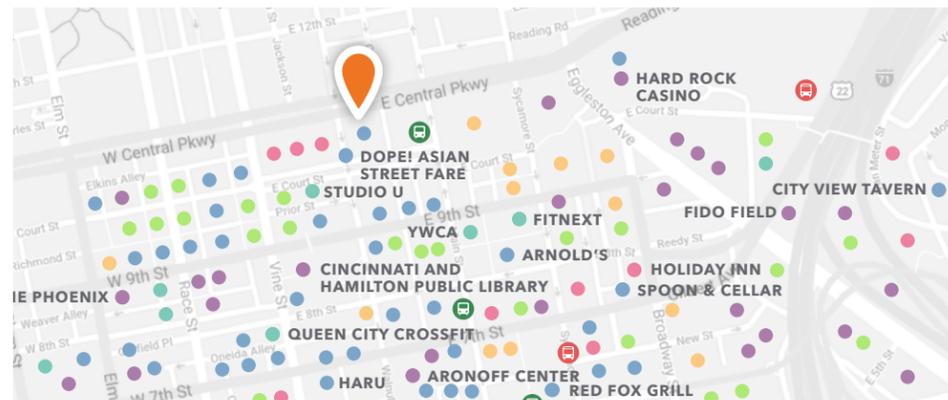
Yes

Restrictions:

See Sales Representative

Neighborhood:

Downtown



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CIN-DOM-502-503

DIGITAL BLADE

E Central Parkway & Walnut

- Full-motion double-sided digital blade situated on the Court & Walnut parking garage on Central Parkway, the main thoroughfare between Downtown and Over-The-Rhine (OTR)—just a few blocks north of the city’s Central Business District, one block east of Kroger World Headquarters, and steps from Hard Rock Casino, Washington Park, and The School of Creative & Performing Arts, this location offers exceptional visibility
- Shows to a high volume of traffic traveling both east and west on Central Pkwy, the access route into and out of Downtown and the surrounding neighborhoods, capturing traffic from I-71 and I-75; the unit reaches pedestrians and vehicles heading to and from countless downtown homes, offices, shops, restaurants, and bars and also provides head on reads to heavy event traffic in both directions as sports fans flock to TQL Stadium, the new home of MLS team FC Cincinnati
- OTR is Cincy’s trendiest and most vibrant Downtown neighborhood, beloved by locals and a destination for visitors to the “Queen City” as a cool, cultural hub and entertainment district crowded with eclectic hipsters, foodies, fashionistas, and artists buzzing about local favorites: Taste of Belgium, Rhinegeist Brewery, Homage, Bakersfield, Findlay Market, and Coffee Emporium, a hangout with outdoor seating that sits directly across the street from this unit

Size:
(2) 28'H x 14'-2"W

Latitude:
39.107332

Longitude:
-84.511951

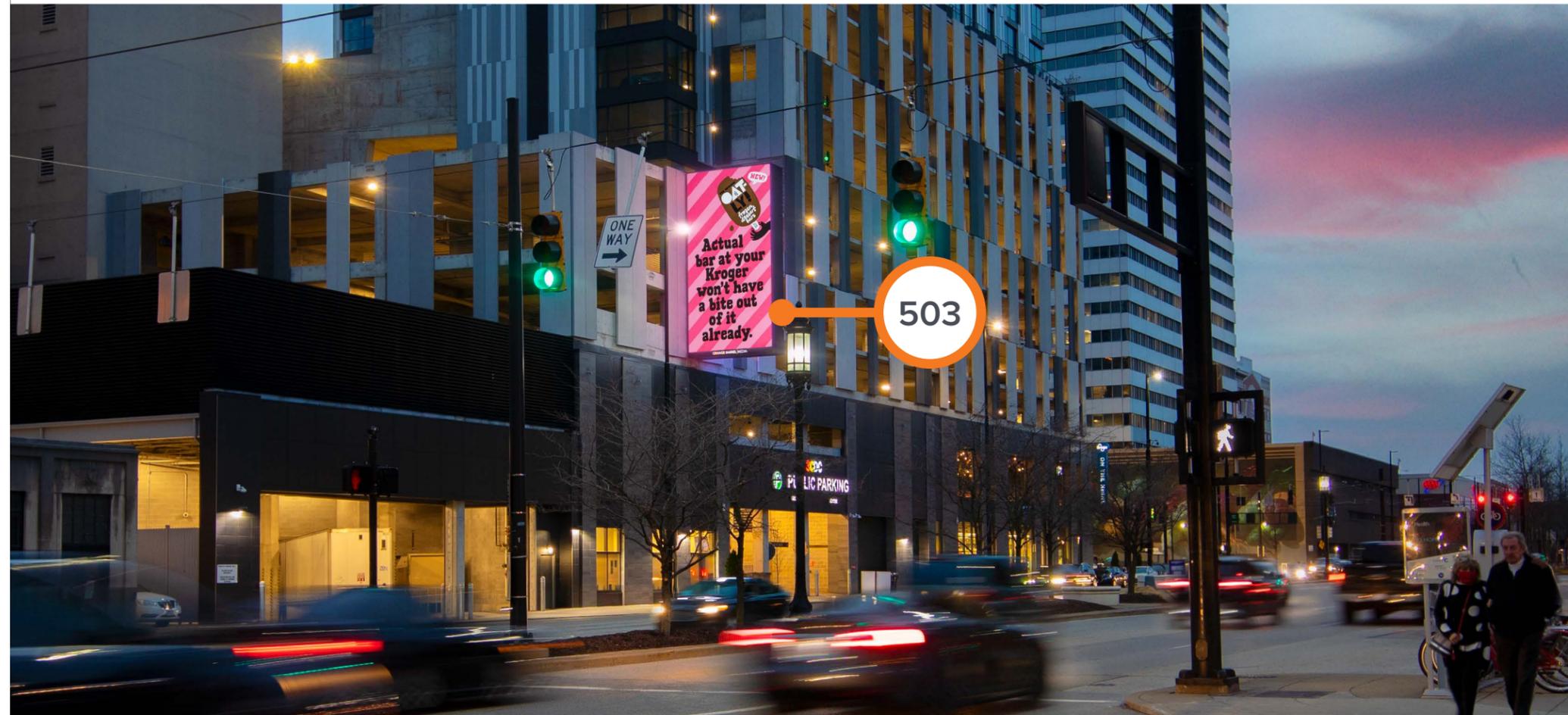
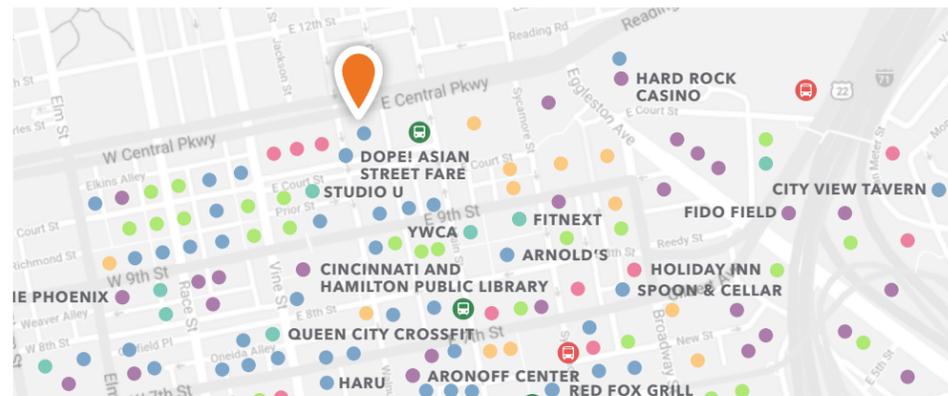
Facing:
East and West

Wkly IMPs 18+ for 10MPH:
163,828

Illumination:
Yes

Restrictions:
See Sales Representative

Neighborhood:
Downtown



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CIN-DG-504

DIGITAL SPECTACULAR

6th St & Race St

- Full-motion digital corner wrap in the heart of Downtown where historic buildings have transformed into luxury apartments and modern hotels, a block from Fountain Square, the bustling public gathering spot drawing crowds for tailgates, trivia nights, and pop-up concerts
- North-facing screen offers right-hand read to one-way traffic heading south to Downtown offices, restaurants, museums, Paycor Stadium (NFL's Bengals) and Great American Ball Park (MLB's Reds) while the east-facing screen reaches westward traffic going toward the Duke Energy Convention Center and I-75
- Located in the vibrant Central Business District with headquarters for Kroger, P&G, and Fifth-Third, eclectic foodie favorites Maplewood, Mita's, and Nada, a mix of craft and casual bars, galleries, museums, specialty shops, and performance venues including Taft Theatre, ICON Theatre, and Aronoff Center, home to Cincinnati Ballet, Cincinnati Symphony Orchestra, and Broadway shows

Size:

(2) 12'-6"H x 19'-2"W

OOH IMPs 18+ Wkly:

72,820

Latitude:

39.102087

Illumination:

Yes

Longitude:

-84.515015

Restrictions:

See Sales Representative

Facing:

East and North

Neighborhood:

Downtown



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THANK YOU

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