



ORANGE BARREL | MEDIA<sup>®</sup>

DENVER, CO

MARKET KIT



# DENVER COLORADO

16TH STREET MALL  
CENTRAL BUSINESS DISTRICT  
LODO

## DMA RANKING: 16TH

Available Assets: Digital, Wallscales, Custom Programs

With a backdrop of the Rocky Mountains, 300 days of sunshine, a thriving cultural scene, and endless sporting events, Denver has something for everyone. Public art pops throughout the City and its seven arts districts, music lovers flock to the world-renowned Red Rocks Park and Amphitheatre, and sports fans cheer on six major league teams. Connected by interstates, light rail, and miles of bike paths, The Mile High City is the “world’s most spectacular playground.”



Orange Barrel Media offers several high-impact wallscales and digital signage options throughout Denver's most dynamic downtown district. Located in the bustling center of 16th Street Mall's retail, entertainment, dining and business oasis, these assets show to a highly engaged audience. With these striking wallscales and prominent digitals, achieving a powerful brand statement in the Mile High City has never been easier.

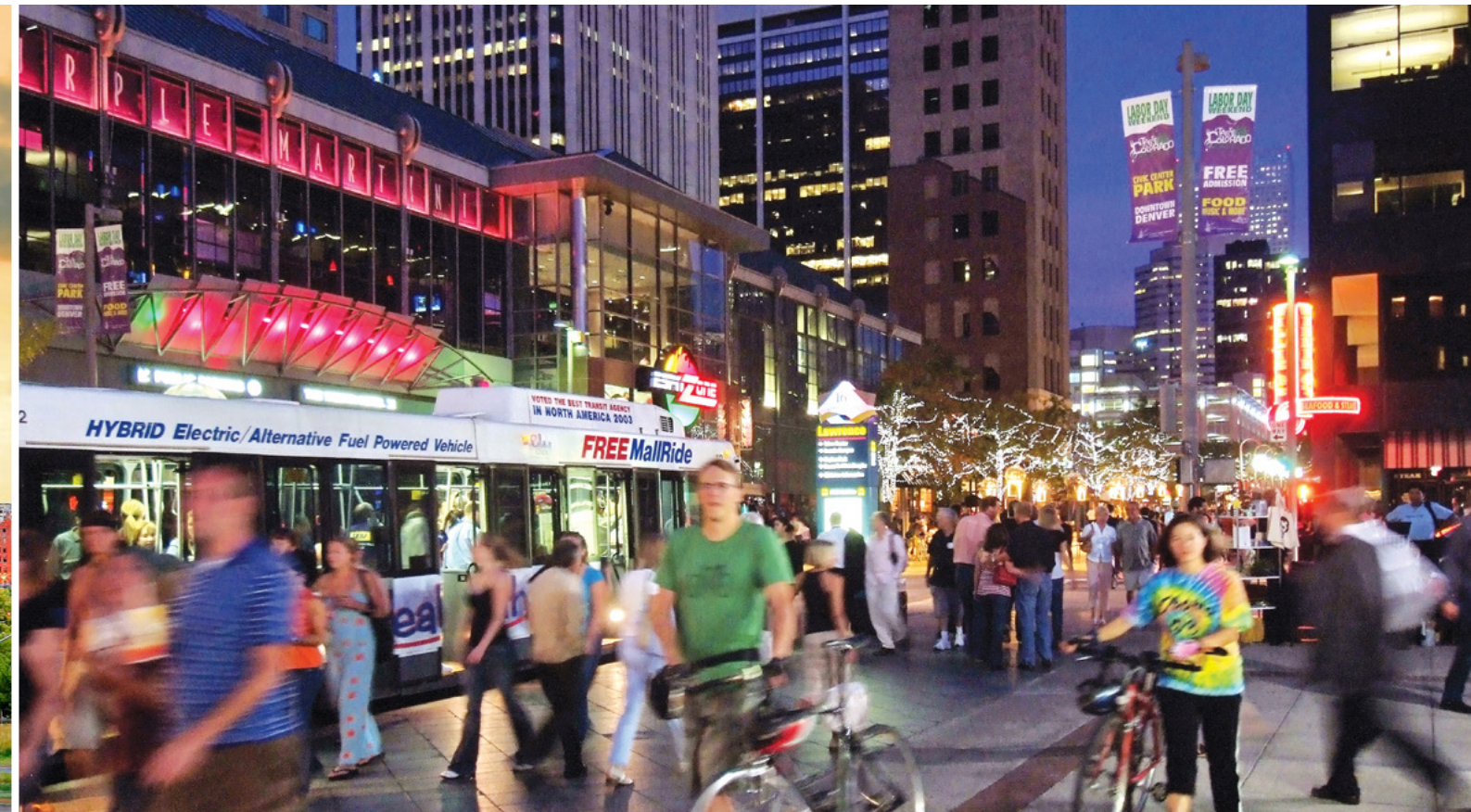




# DOWNTOWN

## THE MILE HIGH CITY

Downtown Denver sprawls across several neighborhoods including the Central Business District and the trendy LoDo District. Brimming with professionals, shoppers, residents, and visitors, this area is Denver's financial hub and the home of three Fortune 500 headquarters. The massive 16th Street Mall is in the heart of the Central Business District with crowds flocking to over 300 stores and over 50 restaurants. The 2.2 million sq. ft. Colorado Convention Center sits at the southern border of the Central Business District and hosts over 230 events per year. Just to the northwest, the LoDo district is the cultural center of the City. The oldest neighborhood in Denver bustles with activity as the City's main transit hub, Denver Union Station, sits directly in the middle of the district. As a destination for entertainment, the district is home to countless restaurants and bars. Sports fans also pack the area heading northeast for MLB games at Coors Field and southwest for NBA, NHL, and NLL games at Ball Arena. Spread throughout the area, Orange Barrel Media's assets reach the heaviest populated areas Downtown, including locations at the 16th Street Mall and Colorado Convention Center.





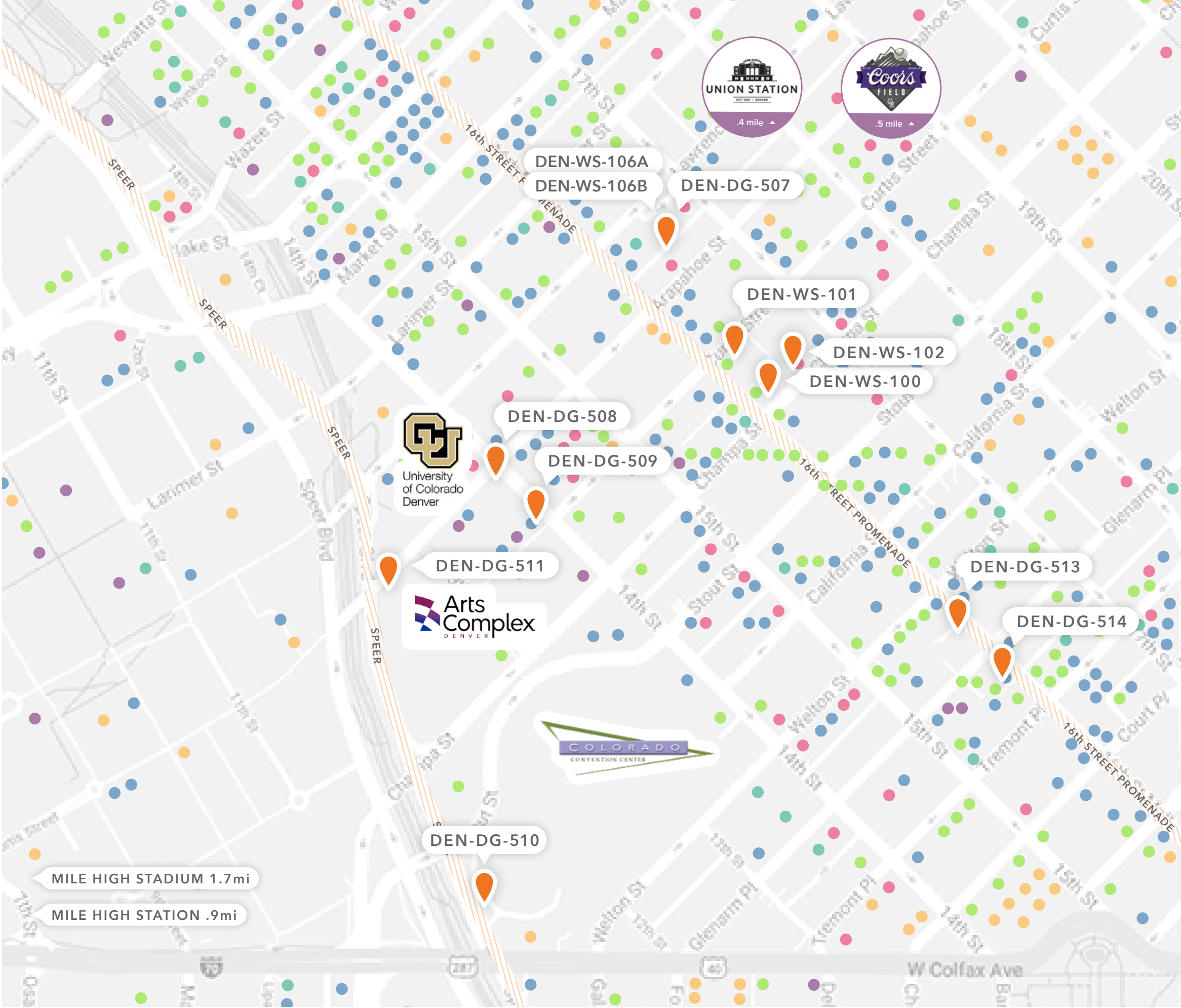
# DENVER, CO

## THE MILE HIGH CITY

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

### Major Area Attractions

- Colorado Convention Center**  
Situating in the heart of downtown Denver, this cutting edge facility welcomes crowds from all over the country with over 200 events each year.
- University of Colorado Denver**  
With no definitive boundary between school and city, CU Denver is immersed into the downtown scene as the largest research institution in Colorado.
- 16th Street Promenade**  
Always bustling, this mile-long pedestrian walkway in the heart of Downtown connects 42 outdoor cafes, endless shops, dining, and a movie theater by a free hop-on, hop-off shuttle.
- Denver Performing Arts Complex (DPAC)**  
Covering four city blocks with 14 distinct performance venues, this performing arts destination is perpetually hosting performances in music, theater, and dance all year long.





# DEN-WS-100

## WALLSCAPE

Champa St and 16th St

- Prominently located at the corner of Champa St and 16th St in the heart of Downtown
- Targets vehicular traffic on Champa St and pedestrians along the 16th Street Pedestrian Mall
- 6 faces dominating the corner
- Reaches a diverse audience of business professionals, as well as people shopping, dining, and enjoying the nightlife in this bustling area
- Within walking distance of Coors Field, Ball Arena, and the Colorado Convention Center

### Size:

16th St Elevation:  
35'-6" x 24'-3"  
35'-6" x 24'-3"  
35'-6" x 13'-9"

### Facing:

Southeast and Southwest

### OOH IMPs 18+ Wkly:

559,643

### Illumination:

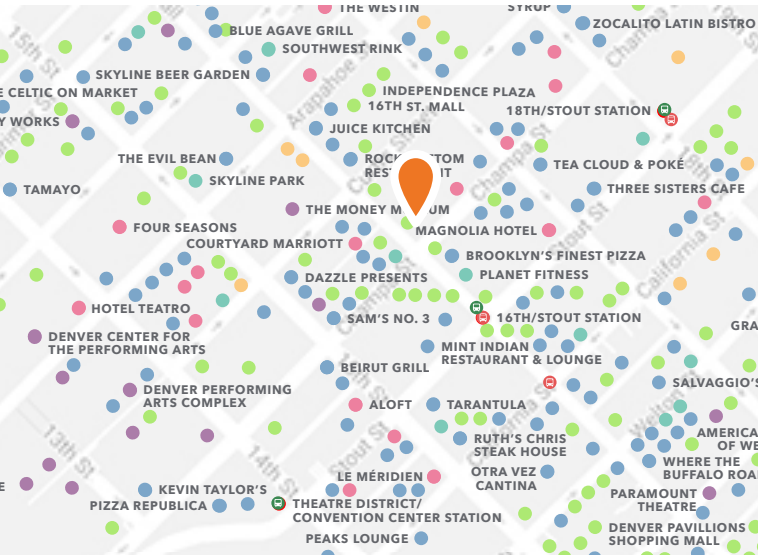
Yes

### Restrictions:

See Sales Representative

### Neighborhood:

Downtown / Central  
Business District



Note: Production of materials will not proceed until the artwork has been approved by the property and Denver Theater District. All artwork must be submitted for review at least 20 business days prior to the contracted start date. Denver-centric creative preferred.



# DEN-WS-101

## WALLSCAPE

Curtis St and 16th St

- 2 large faces covering the corner of Curtis St and 16th St
- Catches vehicular traffic on Curtis St and pedestrians along the 16th Street Pedestrian Mall
- Located in the heart of Downtown
- Reaches a diverse audience of business professionals, as well as people shopping, dining, and enjoying the nightlife in this bustling area
- Within walking distance of Coors Field, Ball Arena, and the Colorado Convention Center

**Size:**

Curtis St Elevation:  
34'-10" H x 54'-4" W

16th St Elevation:  
34'-10" H x 72'-10" W

**Latitude:**

39.747127

**Longitude:**

-104.99451

**Facing:**

Northwest and Southwest

**OOH IMPs 18+ Wkly:**

107,242

**Illumination:**

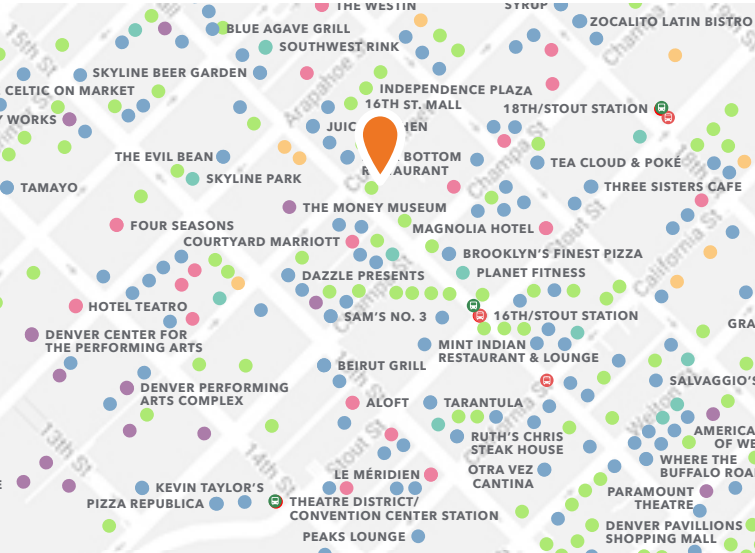
Yes

**Restrictions:**

See Sales Representative

**Neighborhood:**

Downtown / Central  
Business District



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# DEN-WS-102

## WALLSCAPE

Champa St, north of 16th St

- Located on Champa St, just north of the 16th Street Pedestrian Mall
- Directly faces the Renaissance Downtown Denver Hotel rooms
- Reaches a diverse audience of business professionals, as well as people shopping, dining, and enjoying the nightlife in this bustling area
- Within walking distance of Coors Field, Ball Arena, and the Colorado Convention Center

**Size:**  
35'-6" x 23'-8"

**OOH IMPs 18+ Wkly:**  
68,824

**Latitude:**  
39.746957

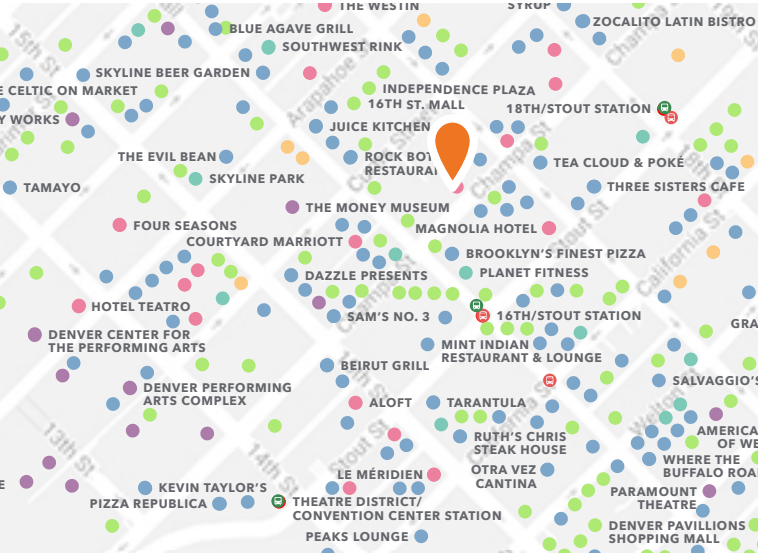
**Illumination:**  
Yes

**Longitude:**  
-104.99369

**Restrictions:**  
See Sales Representative

**Facing:**  
Northeast

**Neighborhood:**  
Downtown / Central  
Business District



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# DEN-WS-106A

## WALLSCAPE

16th & Arapahoe

- The vertical wallscape on the Westin Hotel reaches significant traffic in the heart of downtown Denver, next to the historic Daniels & Fisher Clock Tower
- The wall reaches vehicular traffic on Arapahoe St and offers a head-on read to pedestrians walking along 16th St Pedestrian Mall
- It sits above Skyline Park, a three-block oasis in Downtown that hosts free events throughout the year including games, culinary markets, concerts, festivals, attracting tourists and locals of all ages

Size:  
68'-11" x 21'-10"

OOH IMPs 18+ Wkly:  
199,359

Latitude:  
39.74858

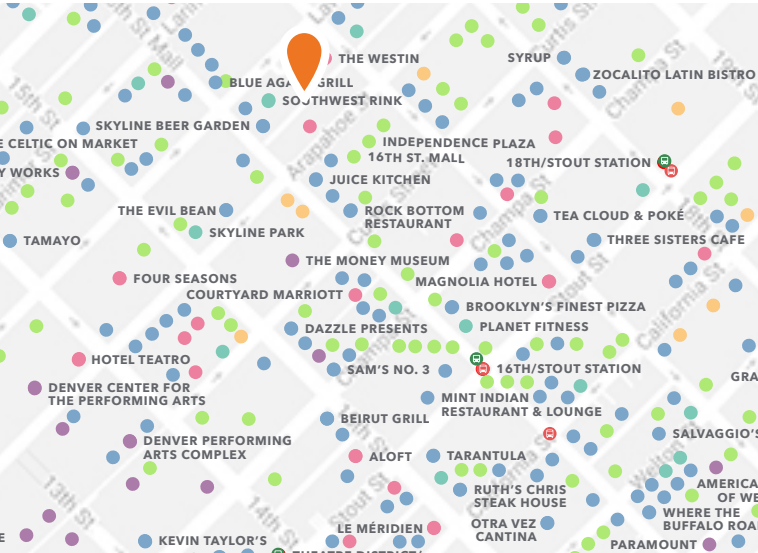
Illumination:  
Yes

Longitude:  
-104.99549

Restrictions:  
See Sales Representative

Facing:  
Southeast

Neighborhood:  
Downtown / Central  
Business District



Note: Production of materials will not proceed until the artwork has been approved by the property and Denver Theater District.  
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# DEN-WS-106B

## WALLSCAPE

16th & Arapahoe

- The horizontal wallscope on the Westin Hotel reaches significant traffic in the heart of downtown Denver, next to the historic Daniels & Fisher Clock Tower
- The wall reaches vehicular traffic on Arapahoe St and offers a head-on read to pedestrians walking along 16th St Pedestrian Mall
- It sits above Skyline Park, a three-block oasis in Downtown that hosts free events throughout the year including games, culinary markets, concerts, festivals, attracting tourists and locals of all ages

Size:  
25'-0.5" x 106'-7"

OOH IMPs 18+ Wkly:  
159,733

Latitude:  
39.74858

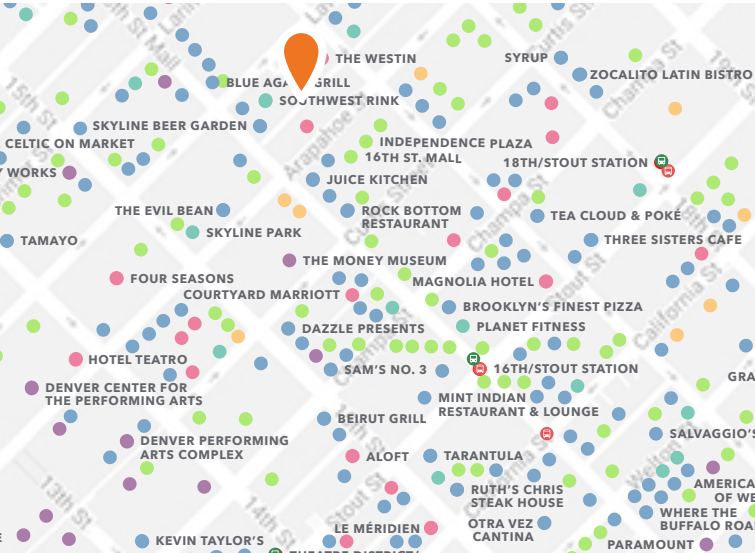
Illumination:  
Yes

Longitude:  
-104.99549

Restrictions:  
See Sales Representative

Facing:  
Southeast

Neighborhood:  
Downtown / Central  
Business District



106B

Note: Production of materials will not proceed until the artwork has been approved by the property and Denver Theater District.  
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# DEN-DG-507

## FULL-MOTION DIGITAL

16th & Arapahoe

- Located on the Westin Hotel in downtown Denver, the two-face digital spectacular displays to a large audience of pedestrians along 16th St and vehicles on Arapahoe
- It is next to the historic Daniels & Fisher Clock Tower, a landmark of the Downtown skyline
- Its location on 16th St offers exposure to an eclectic mix of business professionals, nightlife goers, families heading to Skyline Park for its free festivals, games, and concerts, and visitors staying at the Westin

### Size:

Left side: 22'-0.5" x 23'-1"  
Right side: 22'-0.5" x 67'-2"

### Latitude:

39.74843

### Longitude:

-104.99573

### Facing:

Southwest & Southeast

### Wkly IMPs 18+

#### for 10MPH:

309,654

### Illumination:

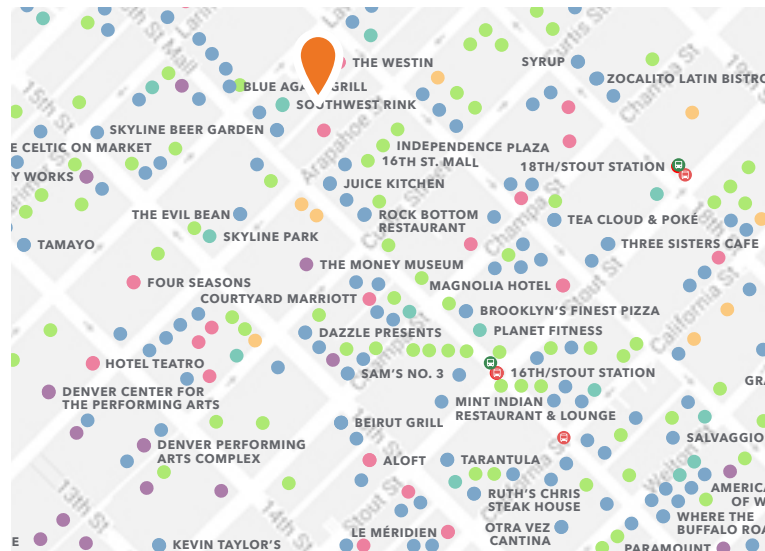
Yes

### Restrictions:

See Sales Representative

### Neighborhood:

Downtown / Central  
Business District



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# DEN-DG-508

## FULL-MOTION DIGITAL

14th St and Arapahoe St

- Impactful corner-wrap digital located on the Denver Performing Arts parking garage at the corner of 14th St and Arapahoe St
- Adjacent to the Auraria Campus with 38,000 students going to the Community College of Denver, Metropolitan State University of Denver, and University of Colorado
- Just a few blocks from the historic and lively Larimer Square, home to a mix of shops, restaurants and bars
- Multi-directional unit offers great right-hand read to traffic on 14th St and left-hand read to one-way traffic on Arapahoe heading toward Ball Arena and Empower Field at Mile High

**Size:**  
(2) 7'-6.75" x 18'-10.75"

**Latitude:**  
39.745824

**Longitude:**  
-104.99811

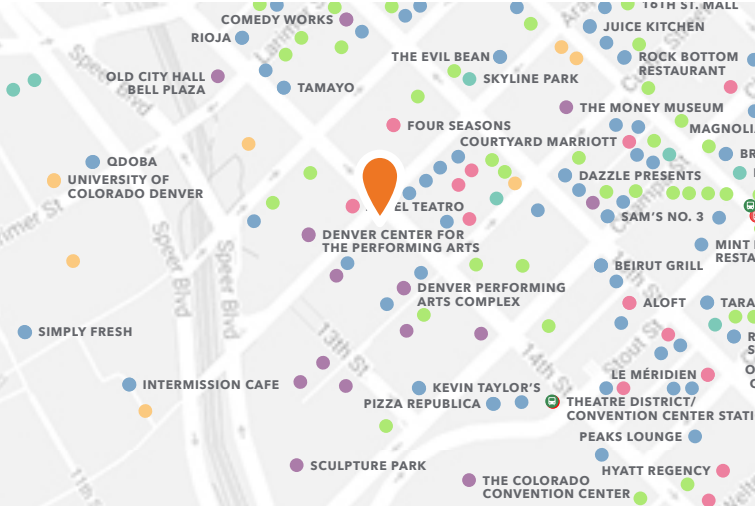
**Facing:**  
Northeast & Northwest

**Wkly IMPs 18+  
for 10MPH:**  
125,632

**Illumination:**  
Yes

**Restrictions:**  
See Sales Representative

**Neighborhood:**  
Downtown / Theatre District



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# DEN-DG-509

## FULL-MOTION DIGITAL

14th St and Curtis St

- Located on the Denver Performing Arts parking garage at the corner of 14th St and Curtis St
- Adjacent to the Auraria Campus with 38,000 students going to the Community College of Denver, Metropolitan State University of Denver, and University of Colorado
- Just a few blocks from historic Larimer Square, which is filled with boutiques, bars, and restaurants
- Sits at the main entrance to the Denver Performing Arts Complex, a four-block venue that is home to ten performance spaces hosting Broadway Shows, Colorado Ballet performances, and various Live Nation events

**Size:**  
7'-6.75" x 18'-10.75"

**Latitude:**  
39.745279

**Longitude:**  
-104.99736

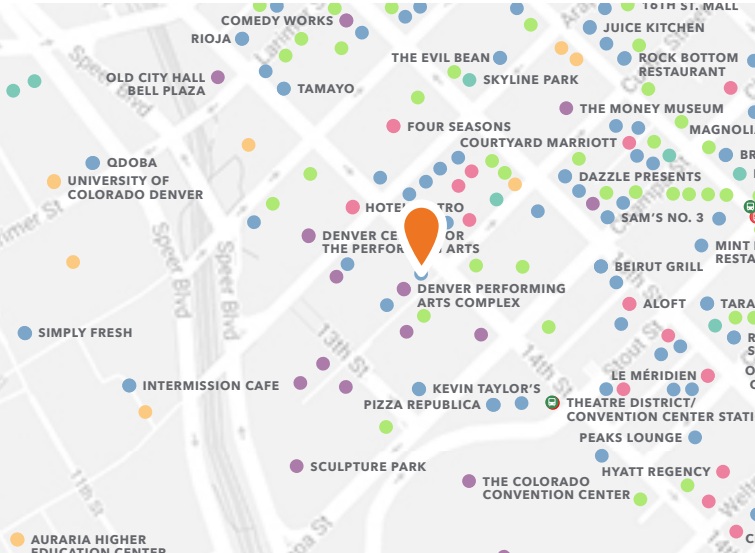
**Facing:**  
Northeast

**Wkly IMPs 18+  
for 10MPH:**  
28,423

**Illumination:**  
Yes

**Restrictions:**  
See Sales Representative

**Neighborhood:**  
Downtown / Theatre District



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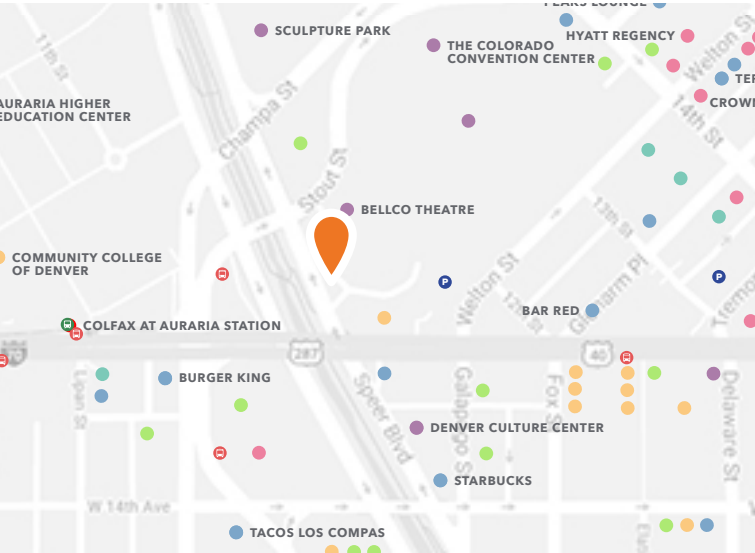
# DEN-DG-510

## FULL-MOTION DIGITAL

Speer Blvd and Colfax Ave

- Located at Speer and Colfax, connecting traffic from Cherry Creek to the center city, Performing Arts Center and University of Colorado downtown campus
- Significant right hand read to 5 lanes of traffic on the primary thoroughfare to Ball Arena (NBA Nuggets and NHL Avalanche), Empower Field at Mile High (NFL Broncos), LoDo, and Coors Field (MLB Rockies)
- Located at the gateway into Lower Highlands, one of the city’s trendiest urban neighborhoods for young professionals and growing families
- The premier digital units in the center city, with twin screens providing a unique 16:9 aspect ratio and uncluttered presence on the most trafficked boulevard Downtown

<b>Size:</b> 18'-10.75" x 33'-4.62"	<b>Wkly IMPs 18+ for 10MPH:</b> 263,246
<b>Latitude:</b> 39.74082	<b>Illumination:</b> Yes
<b>Longitude:</b> -104.99829	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> Southeast	<b>Neighborhood:</b> Downtown





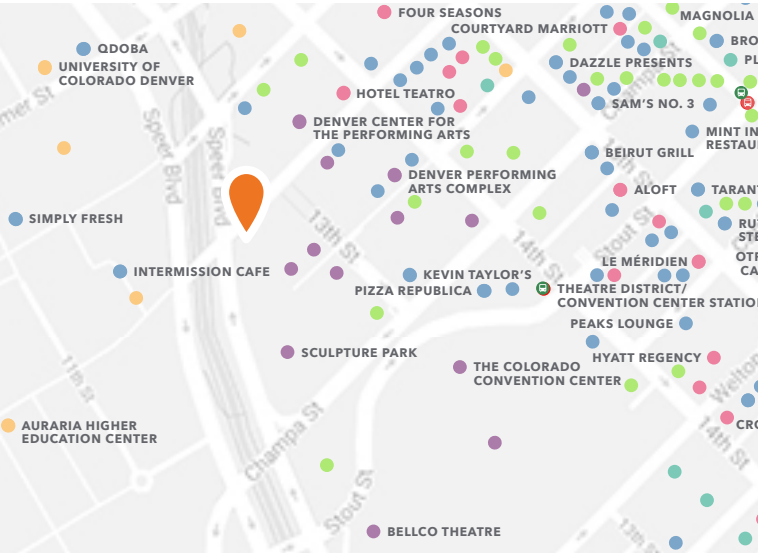
# DEN-DG-511

## FULL-MOTION DIGITAL

Speer Blvd and Arapahoe

- Located at Speer and Arapahoe, connecting traffic from Cherry Creek to the center city, Performing Arts Center and University of Colorado downtown campus
- Significant right-hand read to 5 lanes of traffic on the primary thoroughfare to Ball Arena (NBA Nuggets and NHL Avalanche), Empower Field at Mile High (NFL Broncos), LoDo, and Coors Field (MLB Rockies)
- Located at the gateway into Lower Highlands, one of the city’s trendiest urban neighborhoods for young professionals and growing families
- The premier digital units in the center city, with twin screens providing a unique 16:9 aspect ratio and uncluttered presence on the most trafficked boulevard Downtown

<b>Size:</b> 18'-10.75" x 33'-4.62"	<b>Wkly IMPs 18+ for 10MPH:</b> 168,397
<b>Latitude:</b> 39.744415	<b>Illumination:</b> Yes
<b>Longitude:</b> -104.99979	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> South	<b>Neighborhood:</b> Downtown





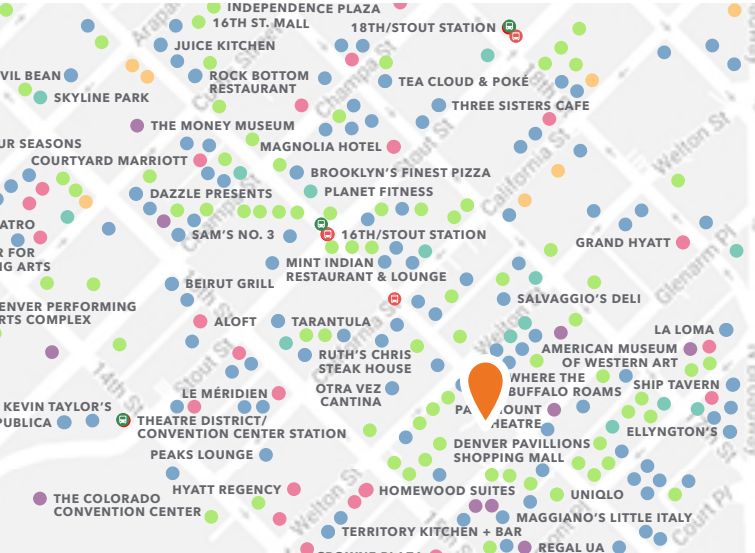
# DEN-DG-513

## FULL-MOTION DIGITAL

16th Street Mall & Glenarm Pl

- Back-to-back, double-sided, full-motion HD digital screens connect with the affluent audience of the 16th Street Mall, a one-mile stretch with more than 300 retailers, restaurants, and hotels that attracts a diverse audience of business professionals, shoppers, and visitors to the exciting district
- Prominently positioned for reads from all sides as shoppers, diners, and night-life seekers visit popular establishments like Hard Rock Cafe, Sephora, H&M, Uniqlo, Yard House, Sunglass Hut, and many others
- The busiest pedestrian thruway in the city attracts large crowds from those attending games and events at nearby Coors Field (home of MLB's Rockies), Ball Arena (home of NBA's Nuggets and NHL's Avalanche), and the Colorado Convention Center

<b>Size:</b> 13' x 7' double sided	<b>Wkly IMPs 18+ for 10MPH:</b> 71,859
<b>Latitude:</b> 39.744068	<b>Illumination:</b> Yes
<b>Longitude:</b> -104.99093	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> Various	<b>Neighborhood:</b> Downtown / Central Business District





# DEN-DG-514

## FULL-MOTION DIGITAL

16th Street Mall & Glenarm Pl

- Back-to-back, double-sided, full-motion HD digital screens connect with the affluent audience of the 16th Street Mall, a one-mile stretch with more than 300 retailers, restaurants, and hotels that attracts a diverse audience of business professionals, shoppers, and visitors to the exciting district
- Prominently positioned for reads from all sides as shoppers, diners, and night-life seekers visit popular establishments like Hard Rock Cafe, Sephora, H&M, Uniqlo, Yard House, Sunglass Hut, and many others
- The busiest pedestrian thruway in the city attracts large crowds from those attending games and events at nearby Coors Field (home of MLB's Rockies), Ball Arena (home of NBA's Nuggets and NHL's Avalanche), and the Colorado Convention Center

**Size:**  
13' x 7' double sided

**Latitude:**  
39.743545

**Longitude:**  
-104.99024

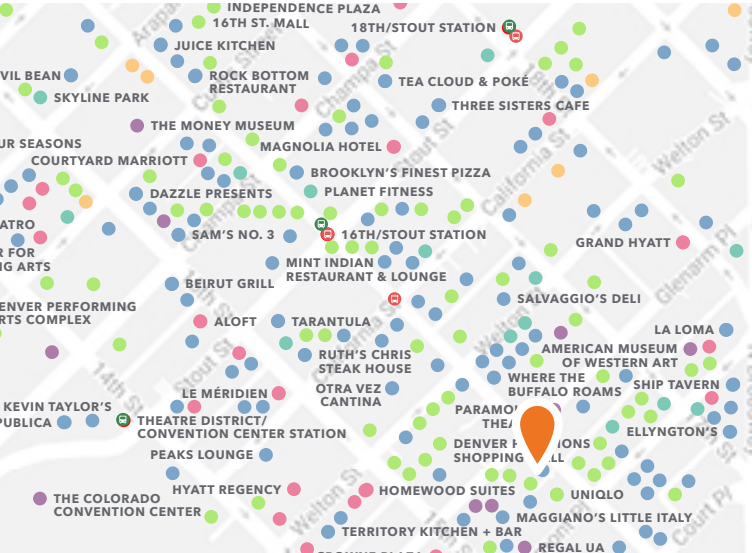
**Facing:**  
Various

**Wkly IMPs 18+  
for 10MPH:**  
86,166

**Illumination:**  
Yes

**Restrictions:**  
See Sales Representative

**Neighborhood:**  
Downtown / Central  
Business District



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# THANK YOU

## Get in touch.

[sales@obm.com](mailto:sales@obm.com)

250 N. Hartford Ave

Columbus, OH 43222

614.294.4898

[obm.com](http://obm.com)

# Pioneering Landmark Media