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ORANGE BARREL MEDIA DOWNTOWN

CHARLES CENTER SOUTH

36  
SOUTH

LOMBARD ST.

CHARLES ST.

ONLY

ORANGE BARREL | MEDIA®

# BALTIMORE, MD

MARKET KIT

# BALTIMORE MARYLAND

MIDTOWN  
DOWNTOWN

## **DMA RANKING: 28TH**

Available Assets: **Digitals**

Built on tradition and civic pride, this bustling city is Maryland's economic hub. Historically a working-class port town and major seafaring and trading community, Baltimore is an "American success story." This colorful and diverse city is now known for its beautiful harbor, distinct neighborhoods, and modern service economy led by biotech, medicine, and tourism. Embracing an unwavering civil spirit, collection of quirky neighborhoods, and down-to-earth vibe, Baltimore certainly suits its nickname of "Charm City."

# MIDTOWN

## THE HEART OF BALTIMORE

Situated just north of Downtown Baltimore and the Inner Harbor, Midtown is a high-pedestrian area with unique charm and constant activity. A beautiful marriage of the past and future, Midtown includes the historic neighborhood of Bolton Hill and the hip cultural center of Mount Vernon. With easy access to Amtrak, light rail, subway, buses, and the major thoroughfares of I-83, I-95, and I-295, Midtown is the district that links the entire city. As both the geographical and cultural heart of Baltimore, no other district boasts as many museums, art galleries, concert halls, or unique shops. Offering many main attractions including the Walters Art Museum, the Washington Monument, and Baltimore Symphony Orchestra. The area is also a focal point for education, home of several renowned institutions such as Johns Hopkins University, Maryland Institute College of Art, and The University of Baltimore. Centrally located right outside Penn Station and just off of I-83, Orange Barrel Media's massive digital asset reaches the wide Midtown audience as well as crowds heading Downtown.



# MIDTOWN

## THE HEART OF BALTIMORE

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

### Major Area Attractions

#### ***Penn Station***

As the eighth-busiest rail station in the country, Penn Station is Baltimore's main transportation hub, with passengers arriving directly from Washington DC, Philadelphia, and New York City for an Orioles game, business meeting, or a weekend getaway.

#### ***Pimlico Race Course***

As Baltimore's premier destination for horse racing, Pimlico welcomes over 120,000 visitors per year and is home of the Preakness Stakes, the second largest race in North America.

#### ***University of Baltimore***

Located just down the street from OBM's digital asset, University of Baltimore is one of Maryland's finest public universities, with a total enrollment of almost 5,000 undergraduate and graduate students.

#### ***Maryland Institute College of Art***

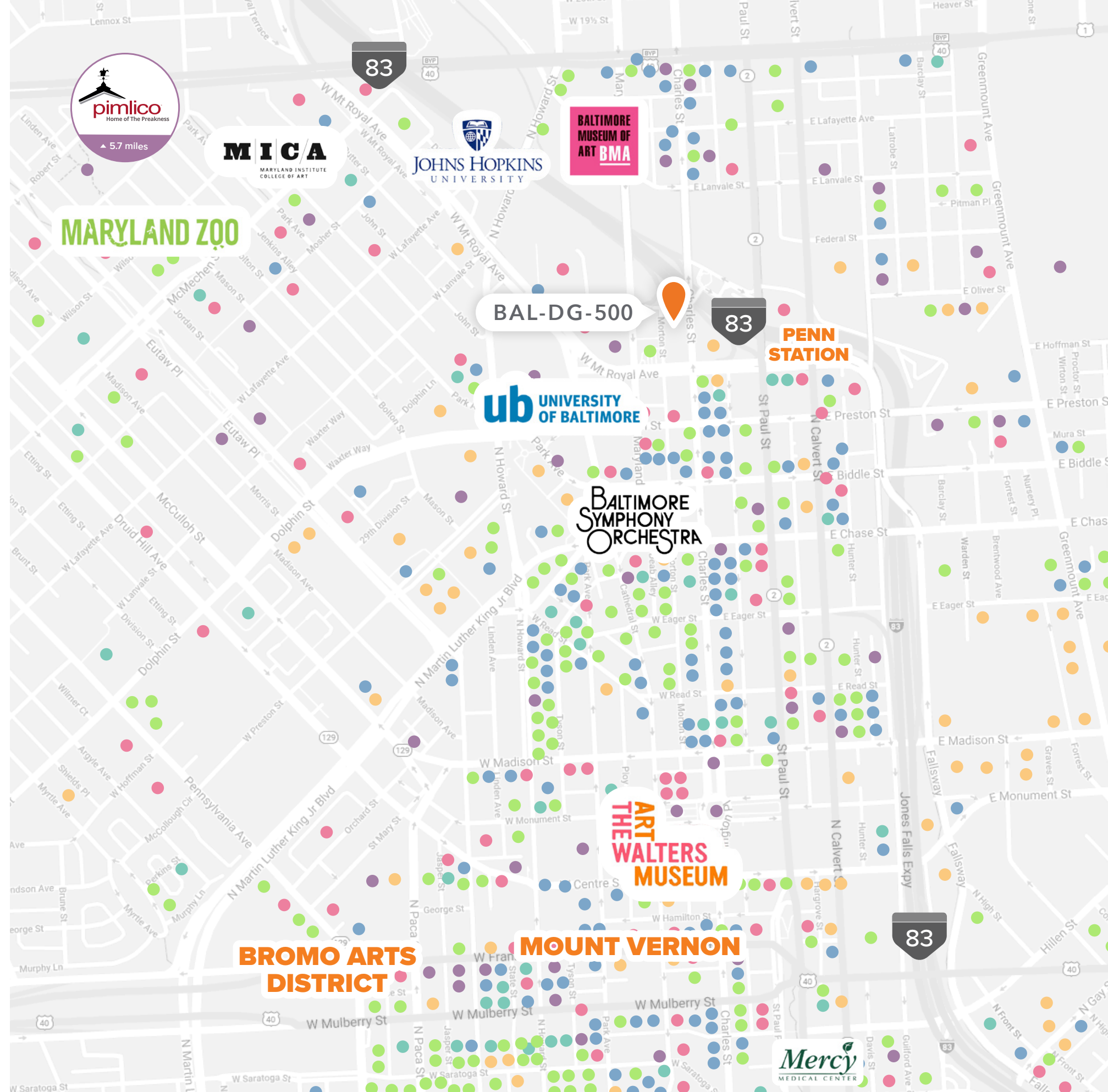
A leader in education for artists and designers, MICA's innovative curriculum, equipped campus, and world-class faculty contribute to its consistent ranking in the top 10 of MFA programs in visual arts.

#### ***Johns Hopkins University***

With over 23,000 students, America's first research university, is a world leader in teaching and research, and is known for its STEM fields, Public Health Studies, Neuroscience, and Molecular and Cellular Biology.

#### ***Baltimore Symphony Orchestra***

Recognized as achieving a preeminent place among the world's most important orchestras, the BSO has a devoted international and national following in addition to deep bonds throughout Maryland.



# BAL-DG-500

## DIGITAL SPECTACULAR

N Charles St next to Penn Station

- Large-format digital display positioned just off of I-83 and right outside Penn Station, Baltimore's main transportation hub servicing over one million annual riders with trains to Washington DC, Philadelphia, New York City, and other cities
- Features a long head-on read to Charles Street, a major city artery with a high-volume of vehicular and pedestrian traffic connecting Midtown, Downtown, and the Inner Harbor
- Surrounded by arts and culture standing atop the Metro Gallery and south of Johns Hopkins University, the Maryland Zoo, the Baltimore Museum of Art, and Pimlico Race Course (home of the Preakness Stakes)

### Size:

50' H x 42' W

### Latitude:

39.308831

### Longitude:

-76.616617

### Facing:

South

### Wkly IMPs 18+

for 10MPH:

1,039,339

### Illumination:

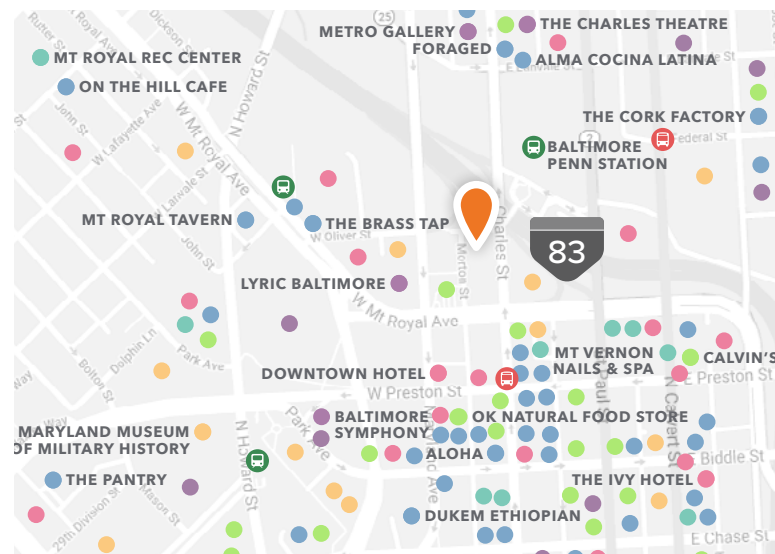
Yes

### Restrictions:

See Sales Representative

### Neighborhood:

Station North

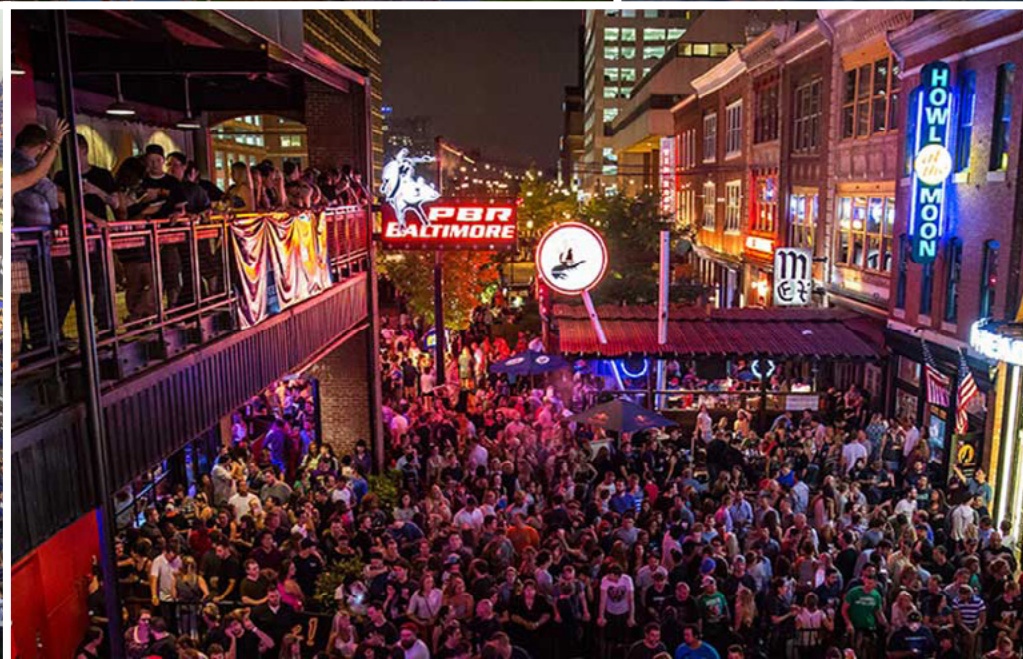


Note: All artwork must be submitted 7 business days before contracted start date for creative approvals. OBM reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable.

# DOWNTOWN

## BUSTLING URBAN CORE

Downtown Baltimore is experiencing a renaissance mixing historic architecture and landmarks with modern upgrades, drawing professionals in banking, power, and health care to redefine the Central Business District. With the live venues in Bromo Arts District, endless attractions along Inner Harbor's waterfront, and high-end shopping in Harbor East, Downtown is a bustling mix of restaurants, outdoor activities, shops, and nightlife. Crowds gather for sporting events and concerts at nearby Oriole Park at Camden Yards (home of MLB's Orioles), M&T Bank Stadium (home of NFL's Ravens), and the Baltimore Convention Center. Orange Barrel Media's seven full-motion digital spectaculars are the first and only digital screens in the center of the action along Baltimore's multi-lane one-way arteries that connect Downtown, allowing marketers to connect with a diverse audience.



# DOWNTOWN

## BUSTLING URBAN CORE

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

### Major Area Attractions

#### *Oriole Park at Camden Yards*

For more than 30 years, Oriole Park has been home to MLB's Baltimore Orioles, with a capacity of 48, 876 and host to big-name concerts, festivals, and community events.

#### *M&T Bank Stadium*

Located next to Oriole Park, this 71,000-seat stadium is home to NFL's Ravens and has been an exciting venue for Premier League soccer, NCAA Lacrosse, and popular performing artists.

#### *Baltimore Convention Center*

Drawing over 500,000 people to attend over 125 events per year, the Baltimore Convention Center is buzzing with activity year-round.

#### *National Aquarium*

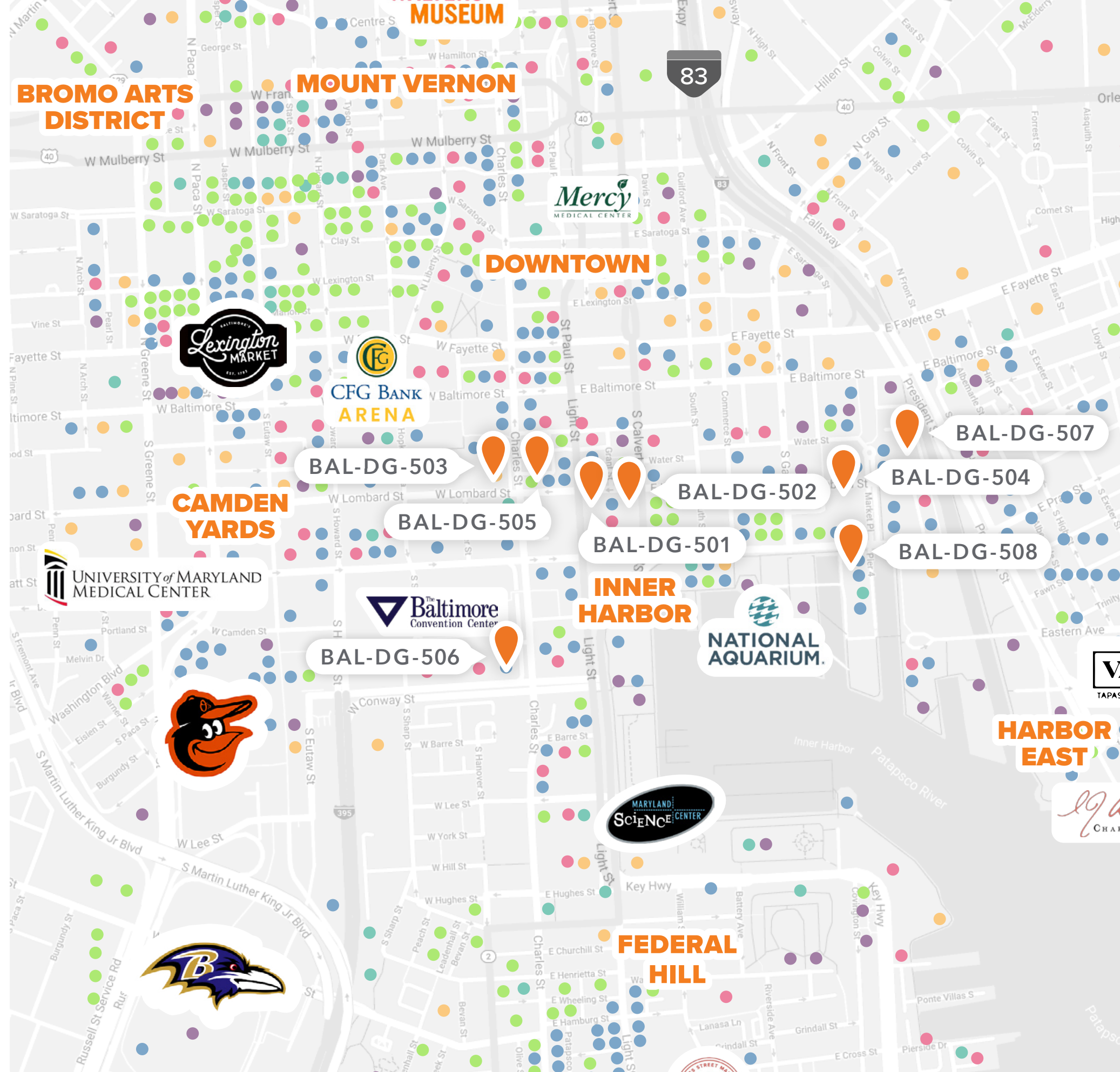
With an annual attendance of 1.3 million, this world-renowned aquarium has over 20,000 specimens and is one of Baltimore's main attractions as it aims to inspire aquatic wildlife conservation.

#### *University of Maryland, Baltimore (UMB) Medical Center*

UMB educates over 7,000 students at six nationally ranked professional programs in dentistry, law, medicine, pharmacy, nursing, and social work.

#### *CFG Bank Arena*

This state-of-the-art, 13,000-seat indoor arena is new in 2023, hosting a range of events from CIAA Basketball Tournament to big-name concerts.



# BAL-DG-501

## DIGITAL SPECTACULAR

Light St & E Lombard St

- Full-motion curved digital dominates the key intersection of two main Downtown corridors in the Inner Harbor; strategically positioned on a busy parking garage that serves surrounding high-rise office buildings, restaurants, shops, and nightlife
- Reads to five lanes of one-way vehicular traffic on the main southbound corridor between Downtown and I-95, heading to Baltimore Convention Center, Oriole Park at Camden Yards (MLB's Orioles), and M&T Bank Stadium (NFL's Ravens)
- In a vibrant area crowded with business professionals, families, visitors, and sports fans, hustling between nearby attractions, restaurants, parking, hotels, and endless activities along the waterfront with boat tours, museums, festivals, and concert venues

**Size:**

14'-9.19" H x 49'-10.44" W

**Wkly IMPs 18+**

**for 10MPH:**

390,982

**Latitude:**

39.28770

**Illumination:**

24/7

**Longitude:**

-76.61356

**Restrictions:**

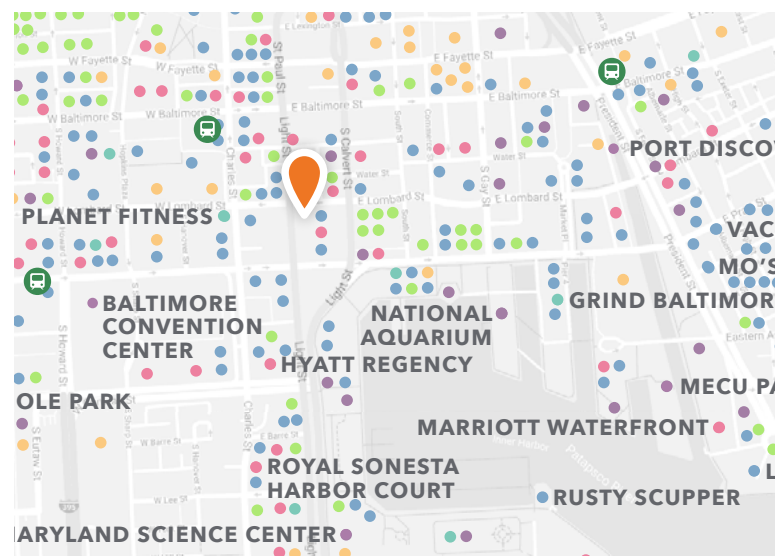
See Sales Representative

**Facing:**

NW

**Neighborhood:**

Inner Harbor



[Click here to view a video of BAL-DG-501](#)

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.



# BAL-DG-502

## DIGITAL SPECTACULAR

E Lombard St & Calvert St

- Full-motion curved digital spectacular above entrances to BMore CoLab, an innovative collaboration space, and a bustling parking facility for high-rise offices, restaurants, and shops in the heart of the Central Business District
- Reaches five lanes of one-way traffic along the main westbound Downtown corridor leading to Baltimore Convention Center, Oriole Park at Camden Yards (MLB's Orioles), and M&T Bank Stadium (NFL's Ravens)
- Inner Harbor is a vibrant entertainment district filled with endless activities along the waterfront as well as casual dining, popular bars, live music, concerts, and nightlife

### Size:

14'-9.19" H x 49'-10.44" W

### Latitude:

39.287782

### Longitude:

-76.612187

### Facing:

NE

### Wkly IMPs 18+

for 10MPH:

563,079

### Illumination:

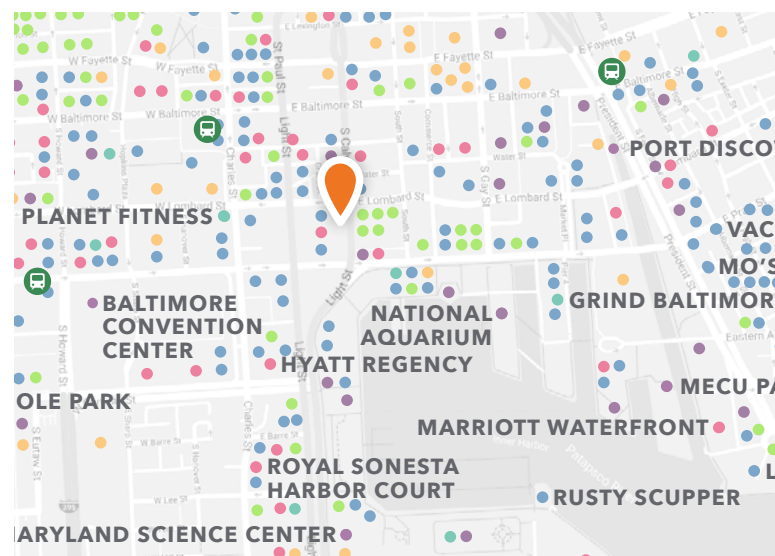
24/7

### Restrictions:

See Sales Representative

### Neighborhood:

Inner Harbor



[Click here to view a video of BAL-DG-502](#)

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# BAL-DG-503

## FULL-MOTION DIGITAL

36 S Charles St

- Premier location above entrance of 25-story Charles Center South, an iconic landmark in the heart of the Central Business District, teeming with professionals and commuters streaming into nearby high-rise offices, parking, gyms, coffee shops, restaurants, and nightlife
- Dominates the intersection of two major one-way thoroughfares: right-hand read on Lombard to three lanes of westbound traffic heading to I-83 and a long read to three lanes of northbound traffic on Charles St, coming from I-95 and Federal Hill
- Revitalized skyscrapers in Downtown have transformed into modern offices and luxury high-rise residences close to work, shops, restaurants, bars, and entertainment venues: CFG Bank Arena, Camden Yards at Oriole Park (MLB's Orioles), and M&T Bank Stadium (NFL's Ravens)

**Size:**

49'-10" H x 13'-10" W

**Wkly IMPs 18+**

**for 10MPH:**

501,116

**Latitude:**

39.28793

**Illumination:**

24/7

**Longitude:**

-76.61525

**Restrictions:**

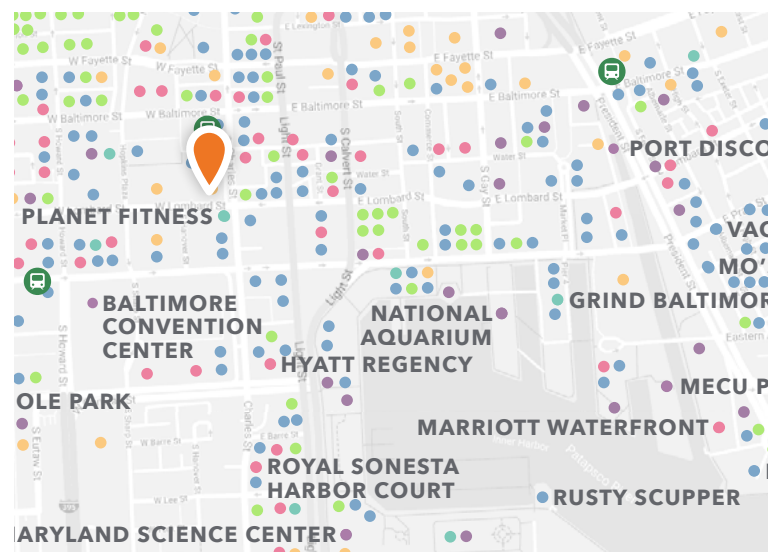
See Sales Representative

**Facing:**

SE

**Neighborhood:**

Downtown Baltimore



[Click here to view a video of BAL-DG-503](#)

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# BAL-DG-504

## FULL-MOTION DIGITAL

124 Market Pl

- Impactful full-motion digital spectacular in the heart of Downtown above the entrance to cool live music venue, Sound Stage, just a block from the Inner Harbor restaurants, Hard Rock Café and Phillips Seafood
- Towering above Lombard St, the main westbound corridor in Downtown, this massive digital captures three lanes of constant one-way traffic leading to Oriole Park at Camden Yards (MLB's Orioles), and M&T Bank Stadium (NFL's Ravens)
- Located at the crossroads of Baltimore's business and entertainment districts, a vibrant area of 24/7 activity with high-rise offices, hotels, trendy eateries, concert venues, and attractions including the National Aquarium

### Size:

39'-4" H x 30'-2" W x

### Latitude:

39.28776

### Longitude:

-76.60703

### Facing:

E

### Wkly IMPs 18+

for 10MPH:

284,723

### Illumination:

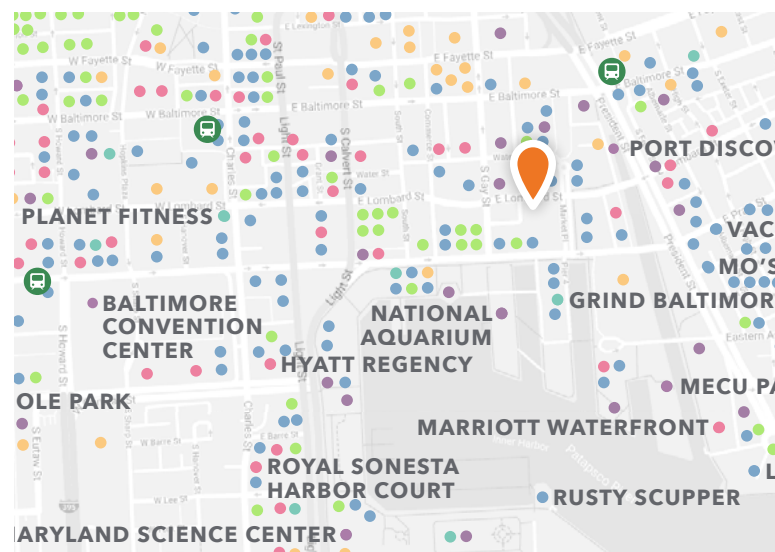
24/7

### Restrictions:

See Sales Representative

### Neighborhood:

Downtown Baltimore



[Click here to view a video of BAL-DG-504](#)

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# BAL-DG-505

## FULL-MOTION DIGITAL

E Lombard St and Charles St

- Surrounded by high-rise offices, retail, gyms, coffee shops, restaurants, and nightlife, this dynamic digital spectacular with attention-grabbing color kinetic lights is prominently positioned on the parking garage of a mixed-use building in the heart of the Central Business District
- Long, unobstructed right-hand read to two lanes of northbound vehicular traffic heading to the center of Downtown from the Baltimore Convention Center, I-95, and Federal Hill
- With easy access to freeways and public transit, this Downtown area is crowded with business professionals, commuters, sports fans, and concert goers hustling to popular destinations: CFG Bank Arena, Camden Yards at Oriole Park (MLB's Orioles), and M&T Bank Stadium (NFL's Ravens)

**Size:**

23'-7.5" H x 47'-3" W

**Wkly IMPs 18+**

**for 10MPH:**

545,412

**Latitude:**

39.28782

**Illumination:**

Yes

**Longitude:**

-76.61484

**Restrictions:**

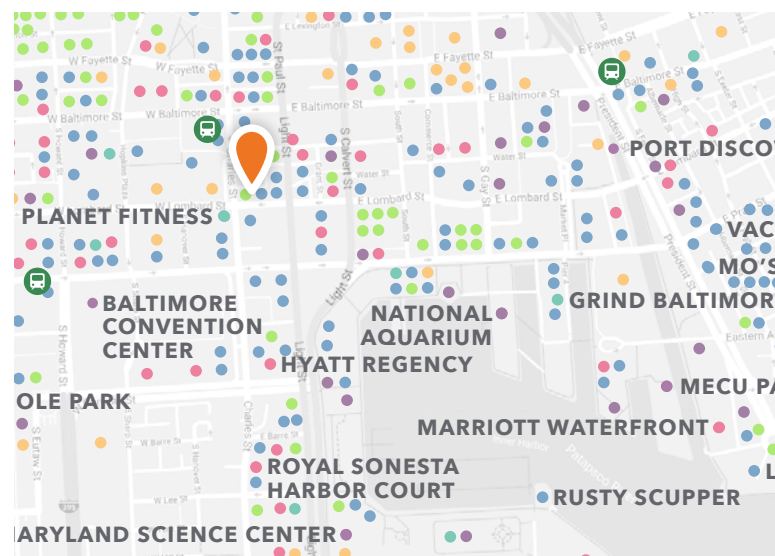
See Sales Representative

**Facing:**

S

**Neighborhood:**

Downtown Baltimore



[Click here to view a video of BAL-DG-505](#)

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# CHARLES & LOMBARD STREETS DOMINATION

## BAL-DG-503, BAL-DG-505

Charles Street & Lombard Street

- Cement your dominance in Baltimore's vibrant Inner Harbor by owning the intersection with a domination strategy, capitalizing on the placement of these two digital spectaculars straddling the northbound traffic streaming up Charles Street, and simultaneously impacting westbound traffic heading towards Baltimore's core entertainment district along Lombard Street
- In the heart of the city, capture the undivided attention of professionals, commuters, and urban dwellers navigating the bustling intersection. Reach a diverse audience as they traverse between high-rise offices, retail hotspots, and entertainment venues, ensuring unparalleled exposure
- With a combined 1800+ sq ft of high-resolution, full-motion video, this domination opportunity has the potential to boost brand recall and drive conversions as consumers pass through on their way to notable nearby destinations including CFG Bank Arena, Camden Yards at Oriole Park, and M&T Bank Stadium

### Size:

(503) 49'-10" H x 13'-10" W

(505) 23'-7.5" H x 47'-3" W

### Wkly IMPs 18+

**for 10MPH:**

1,046,528

### Latitude:

(503) 39.28793

(505) 39.28782

### Illumination:

24/7

### Longitude:

(503) -76.61525

(505) -76.61484

### Restrictions:

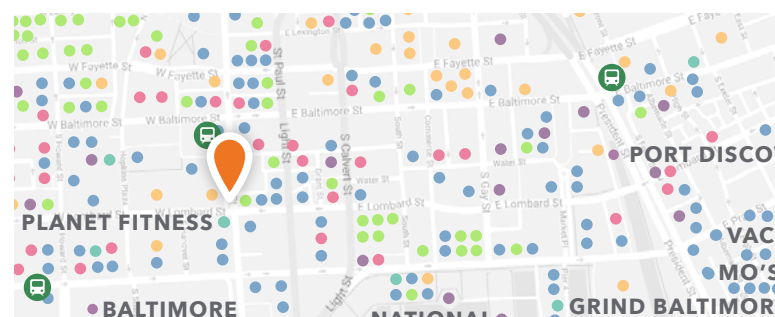
See Sales Representative

### Neighborhood:

Downtown Baltimore

### Facing:

SE & S



[Click here to view a video of BAL-DG-503](#)

[Click here to view a video of BAL-DG-505](#)

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# BAL-DG-506

## FULL-MOTION DIGITAL

300 S Charles St

- Dynamic full-motion digital above entrance to Morton's The Steakhouse and 338-room Sheraton Inner Harbor Hotel, connected to the Baltimore Convention Center in the heart of Downtown
- Right-hand read to two lanes of one-way vehicular traffic between Light St, a main Downtown corridor, and the entrance to I-395, and also captures pedestrians going to and from light rail's Camden Station, popular restaurants, parking, and hotels
- Located in vibrant area just north of Federal Hill, close to Oriole Park at Camden Yards (MLB's Orioles), CFG Bank Arena, Maryland Science Center, and M&T Bank Stadium (NFL's Ravens)

**Size:**

15'-11.5" H x 42' W

**Latitude:**

39.28445

**Longitude:**

-76.61506

**Facing:**

E

**Wkly IMPs 18+**

**for 10MPH:**

168,639

**Illumination:**

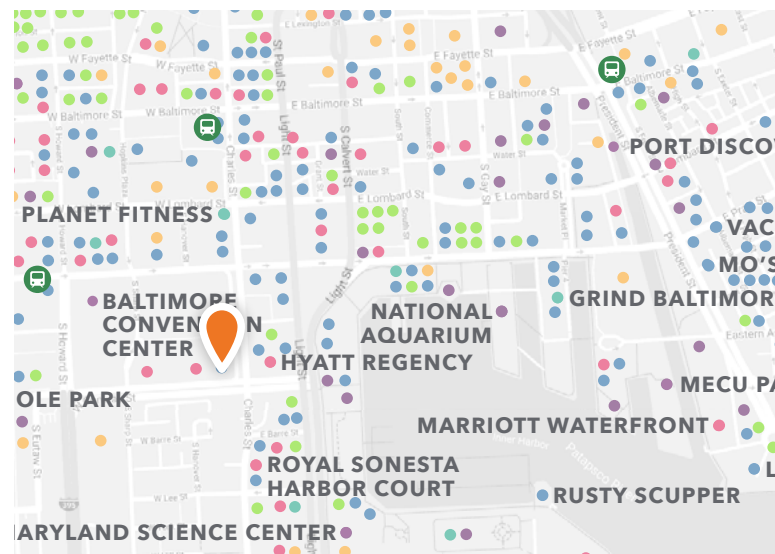
Yes

**Restrictions:**

See Sales Representative

**Neighborhood:**

Downtown Baltimore



[Click here to view a video of the new Digital Sign Network](#)

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# BAL-DG-507

## FULL-MOTION DIGITAL

55 Market Pl

- Dramatic digital spectacular sits atop a bustling parking garage at the entrance to Downtown and Inner Harbor; steps from shops, restaurants, live music venues, and Port Discovery Children's Museum and adjacent to a heavily trafficked pedestrian bridge
- Strong right-hand read to three lanes of one-way traffic on Lombard St, the main westbound Downtown corridor, capturing constant traffic to/from I-83 at the intersection of President St
- This vibrant Downtown area is home to high-rise offices, hotels, popular eateries, concert venues, and destinations: the National Aquarium, Oriole Park at Camden Yards (MLB's Orioles), and M&T Bank Stadium (NFL's Ravens)

**Size:**

22'-8" H x 49'-10" W

**Latitude:**

39.28822

**Longitude:**

-76.60578

**Facing:**

E

**Wkly IMPs 18+**

**for 10MPH:**

505,572

**Illumination:**

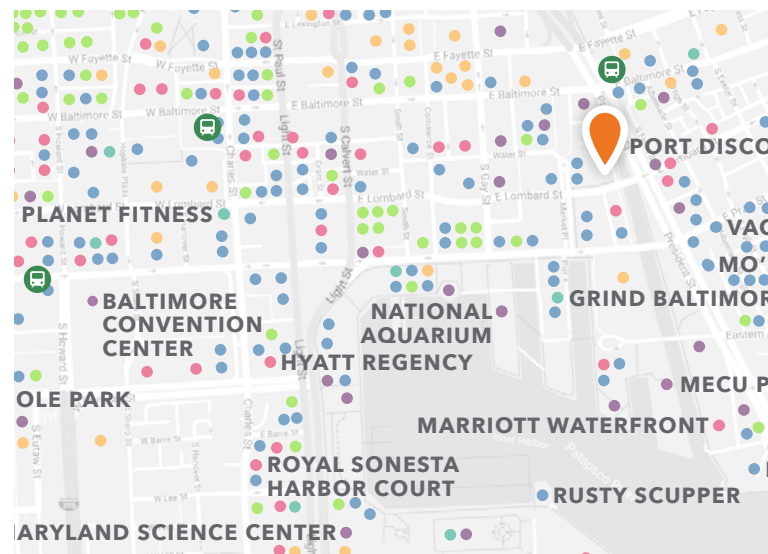
Yes

**Restrictions:**

See Sales Representative

**Neighborhood:**

Downtown Baltimore



[Click here to view a video of the new Digital Sign Network](#)

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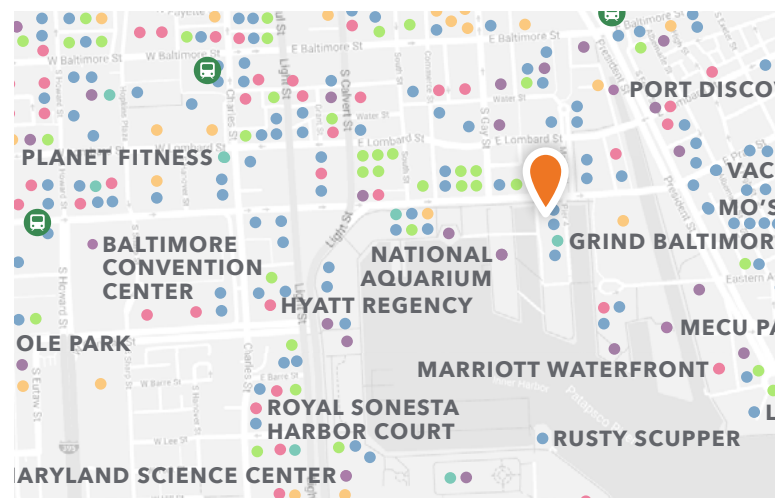
# BAL-DG-508

## FULL-MOTION DIGITAL

601 E Pratt St

- Baltimore's Pratt Street Power Plant is an iconic fixture of the city's historic Inner Harbor district. Located on Harbor Bridge Walk, occupying a prominent corner of the memorable building, this stunning 750-SF digital display offers advertisers an unmissable placement in the heart of the city
- This unit faces westbound traffic flowing down the one-way corridor, E Pratt St, wrapping around its corner to guarantee visibility to both vehicles and the bustling foot traffic that swarms this waterfront pier and its surrounding attractions. Our digital wallscape is visible across the open plaza at the National Aquarium down to Baltimore's World Trade Center and the Harborplace mall
- The Power Plant itself is unforgettable with its striking brick and terracotta facade. Notable occupants include Phillips Seafood with its packed outdoor patio, the Hard Rock Café, and Barnes & Noble

<b>Size:</b> 34' H x 16' W	<b>Wkly IMPs 18+ for 10MPH:</b> TBD
<b>Latitude:</b> 39.28661	<b>Illumination:</b> No
<b>Longitude:</b> -76.60756	<b>Restrictions:</b> See Sales Representative
<b>Facing:</b> W	<b>Neighborhood:</b> Inner Harbor



[Click here to view a video of the new Digital Sign Network](#)

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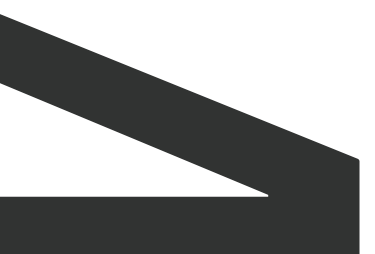
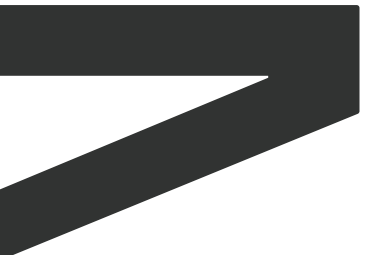




# THANK YOU

**Get in touch.**

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