

**WATERSIDE
DISTRICT**



Seamaster
Over 200M

OMEGA

ORANGE BARREL MEDIA

ORANGE BARREL | MEDIA™

NORFOLK, VA

MARKET KIT

NORFOLK VIRGINIA

WATERSIDE

DMA RANKING: 44TH

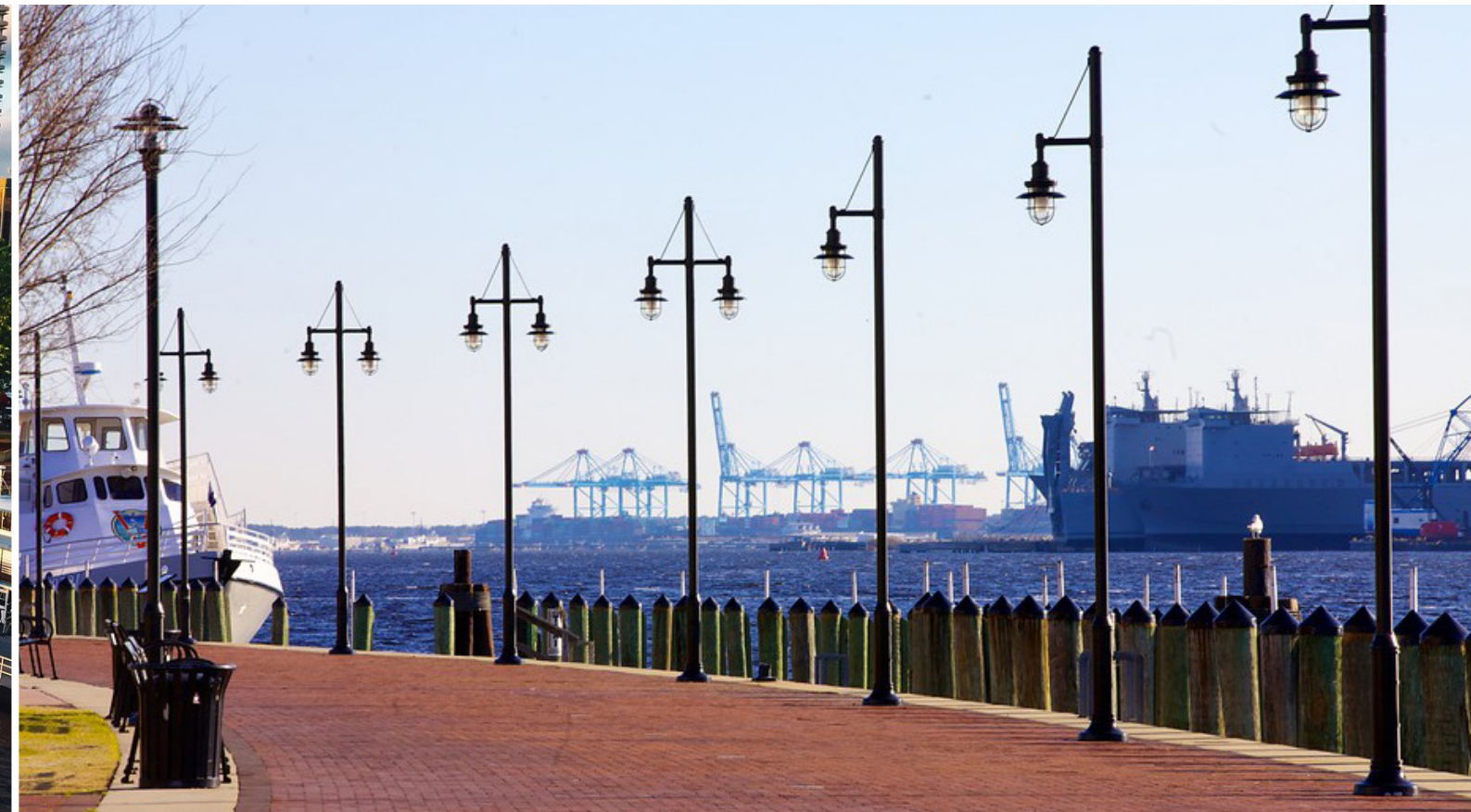
Available Assets: Digital

Home to the world's largest naval base, the charming city of Norfolk, Virginia is nestled alongside the Chesapeake Bay beachfront. From exciting watersports to leisurely sails, there is never a shortage of activity. Norfolk is considered to be the historic, urban, financial, and cultural center of the region.

WATERSIDE

WHERE LIFE IS CELEBRATED

Reachable by land or by sea, Waterside District is Norfolk's newest waterfront experience and the area's premier dining and entertainment destination. Waterside District features the best of national, regional and local restaurants and offers a wide variety of exciting events, live music, and festivals for the whole family. Located in the heart of Norfolk's central business district, Waterside's convenient and unique location is a new favorite gathering place. Orange Barrel Media's iconic digital assets are located at the entrance of this exciting area, greeting all who visit the District. These prominently-placed units provide an invaluable opportunity to connect with a diverse Norfolk audience. Sitting just minutes from the Chrysler Museum of Art, Norfolk Botanical Garden, the Virginia Zoo, and Nauticus National Maritime Center, these unique digital assets reach an engaged crowd of Norfolk residents and visitors alike.



WATERSIDE

WHERE LIFE IS CELEBRATED

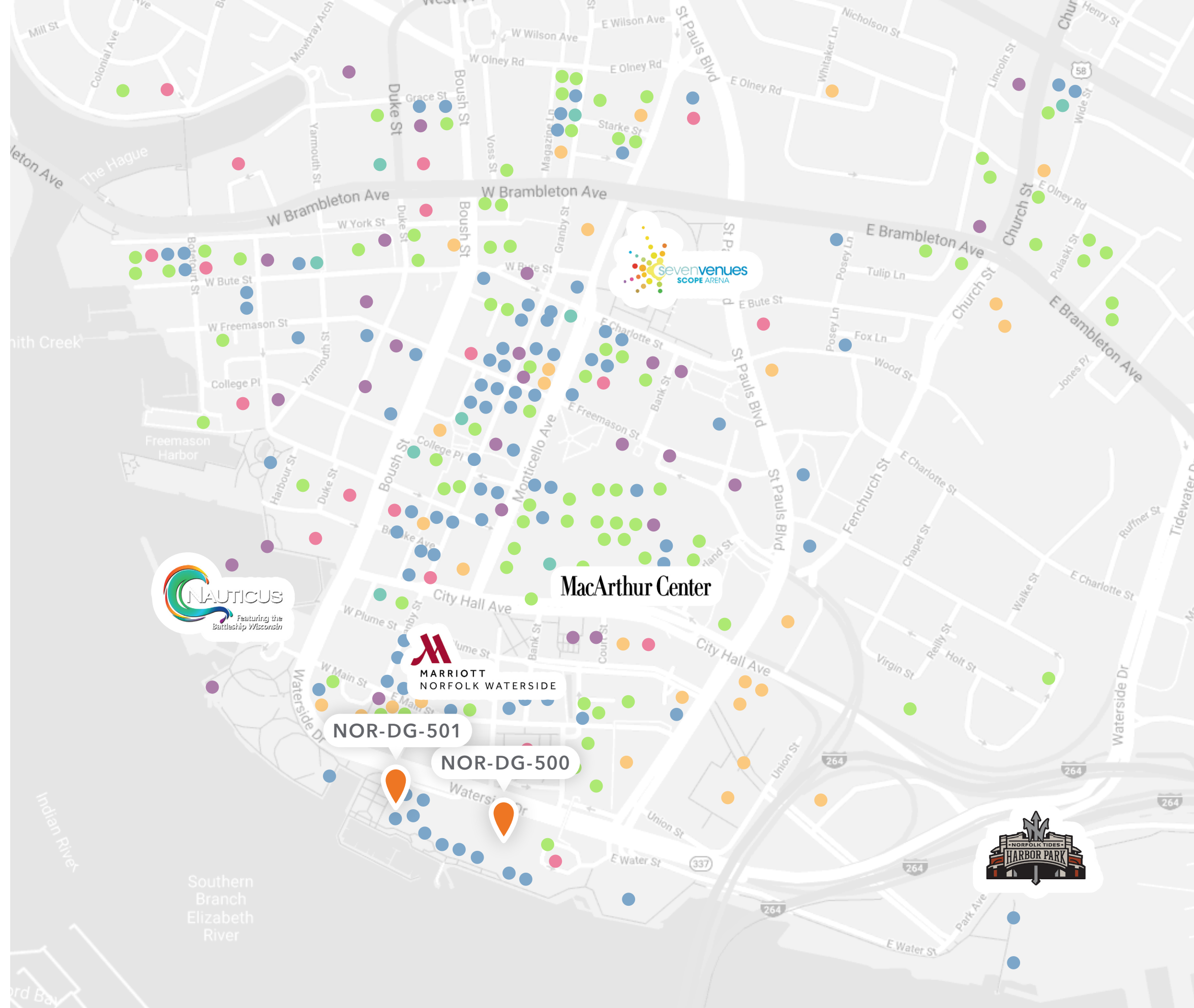
- Bars & Restaurants
- Retail & Boutiques
- Apartments, Condos & Hotels
- Theaters & Entertainment
- Heath & Fitness
- Universities & Government

Waterside District features some of the areas best dining experiences, with an eclectic assortment of restaurants to meet any occasion or mood. Among these are, Blue Moon Taphouse, Guy Fieri's Smokehouse, The Harbor Club, and Strippers Waterside.

Inside the Waterside District, The Market is a beloved complex that features ten curated culinary and beverage experiences. The Market houses favorites such as The Local, The Mix, Rappahannack Oyster Co, and Luk Fu. After dinner visitors are encouraged to enjoy a sweet treat from Carolina Cupcakery or to end the night by relaxing at VIN Wine Bar.

Apart from the many indulgent dining experiences, Waterside District also has a stacked calander of events for visitors to enjoy each month.

Events at Waterside District range from weekly bar trivia battles at Blue Moon Taphouse, to country line dancing parties at PBR Banquet Bar, to monthly family movie nights on the Promenade.



NOR-DG-500

DIGITAL SPECTACULAR

Corner of Atlantic and Waterside

- Located in the Waterside District, Norfolk's newest waterfront development
- In the heart of Norfolk's central business district and overlooks the city's signature waterfront
- Home to Guy Fieri's Smokehouse and numerous other restaurants and bars
- Premier placement in a city with limited outdoor advertising opportunities

Size:
22'10" x 15'9"

**Wkly IMPs 18+
for 10MPH:**
47,953

Latitude:
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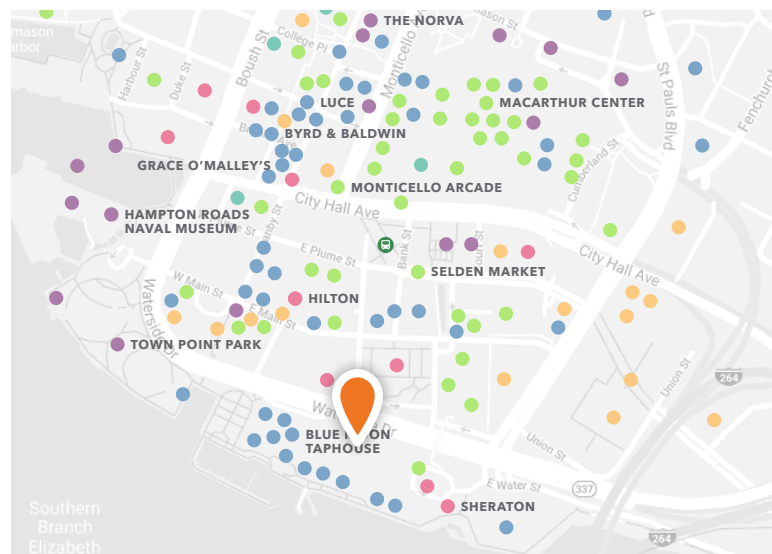
Illumination:
Yes

Longitude:
-76.290319

Restrictions:
See sales representative

Facing:
Northeast

Neighborhood:
Downtown / Waterside



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.

NOR-DG-501

DIGITAL SPECTACULAR

Corner of Martins Lane and Waterside

- Located in the Waterside District, Norfolk's newest waterfront development
- In the heart of Norfolk's central business district and overlooks the city's signature waterfront
- Development of numerous restaurants and bars, including the Harbor Club, a beautiful waterfront venue for corporate and special events
- Ideal placement in a city with limited outdoor advertising opportunities

Size:
22'10" x 15'9"

**Wkly IMPs 18+
for 10MPH:**
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Latitude:
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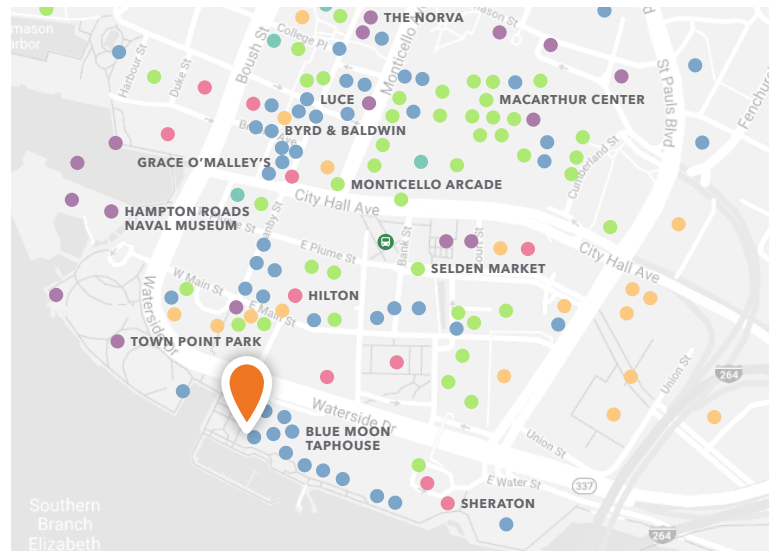
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Restrictions:
See sales representative

Facing:
Northwest

Neighborhood:
Downtown / Waterside



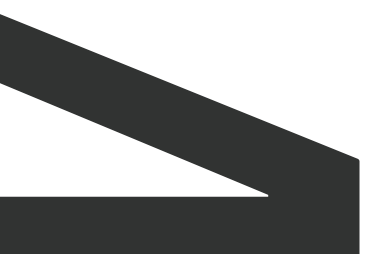
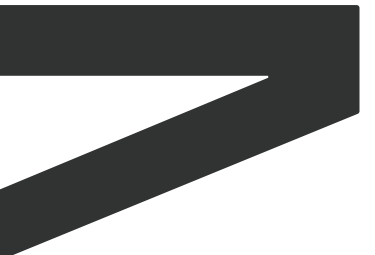
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THANK YOU

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