



ORANGE BARREL MEDIA

ORANGE BARREL | MEDIA®

CAUSEWAY TOWER

AT THE PÉREZ ART MUSEUM MIAMI

MARKET KIT



NEW SPECTACULAR CAUSEWAY TOWER AT PAMM

THE LARGEST DIGITAL OOH OPPORTUNITY IN MIAMI

Causeway Tower at PAMM is a new one-of-a-kind architectural spectacular on the busy main thoroughfare between Downtown Miami and South Beach – a location that offers unparalleled visibility, impact, and reach.

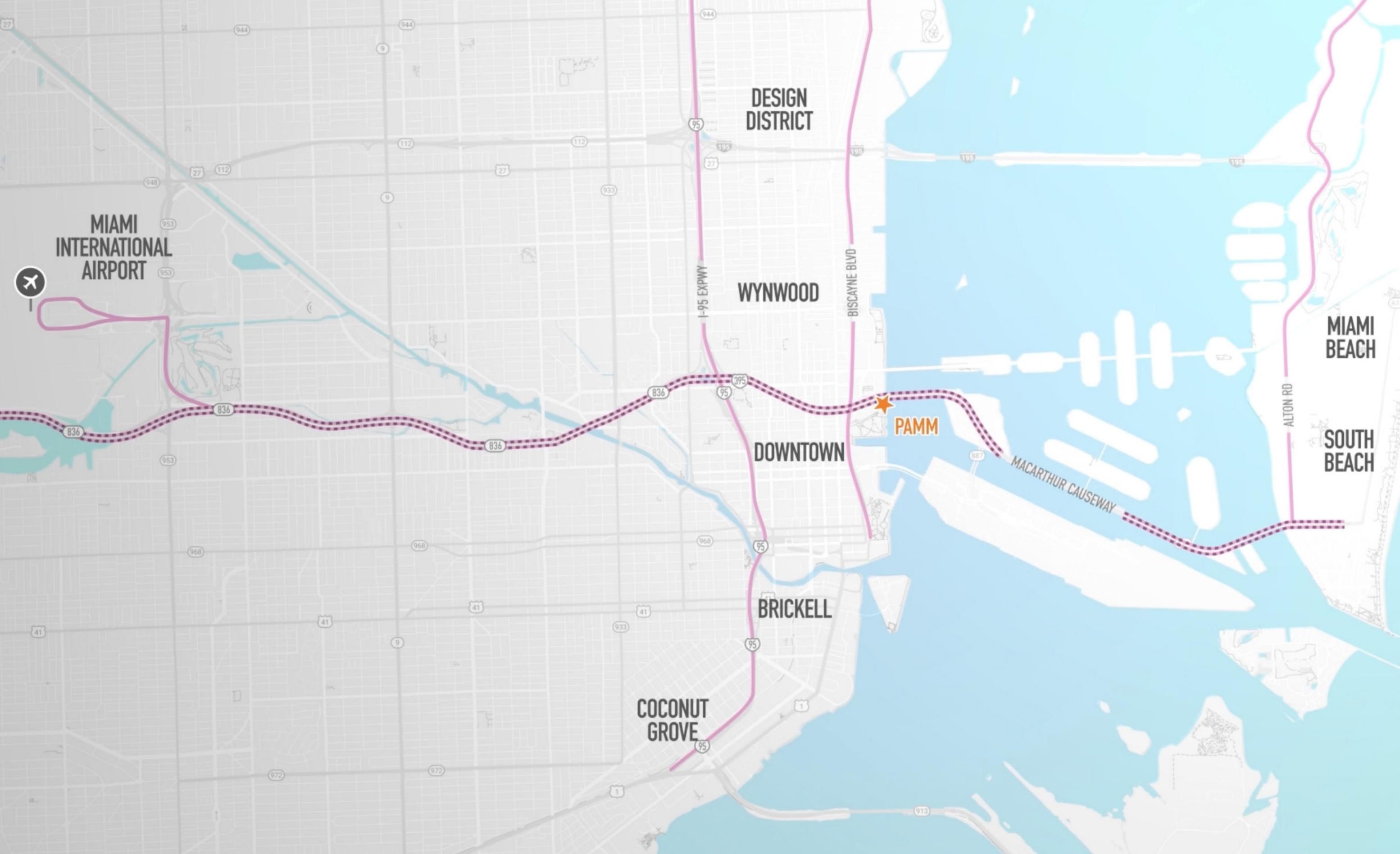
- ▶ 1,800 SF dual LED screens
- ▶ Soars above traffic at 100' tall
- ▶ Over 30,000,000 vehicles cross the Causeway annually

This cutting-edge media tower is the only digital sign showing to traffic traveling in both directions on the MacArthur Causeway (I-395) linking Downtown Miami and South Beach.

Pérez Art Museum Miami is Miami's most significant art museum. Its 200,000 SF campus is a year-round destination that offers dynamic exhibitions, tours, educational programming, and waterfront restaurant and bar, Verde, with sweeping views of Biscayne Bay.

Designed by renowned architectural firm Arquitectonica, Causeway Tower at PAMM features coordinating lighting elements that showcase campaigns and create a glowing new landmark in Downtown Miami.

[Click here to view a video of Causeway Tower](#)



MIAMI INTERNATIONAL AIRPORT

DESIGN DISTRICT

WYNWOOD

DOWNTOWN

BRICKELL

COCONUT GROVE

PAMM

MIAMI BEACH

SOUTH BEACH

DOWNTOWN MIAMI

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

Major Area Attractions

Adrienne Arsht Center for the Performing Arts

As one of the largest performing arts centers in the U.S., the Arsht Center is a premier cultural destination in south Florida offering over 300 annual events as home to three residential programs in ballet, opera, and symphony in addition to Broadway, jazz, local theater, world-renowned artists, and educational programming.

Bayfront Park

These two enormous parks with spectacular views of Biscayne Bay and the Miami skyline draw crowds for endless outdoor activities, annual events, festivals, an outdoor museum, and concerts at the FPL Solar Amphitheater that seats 10,000.

Kaseya Center

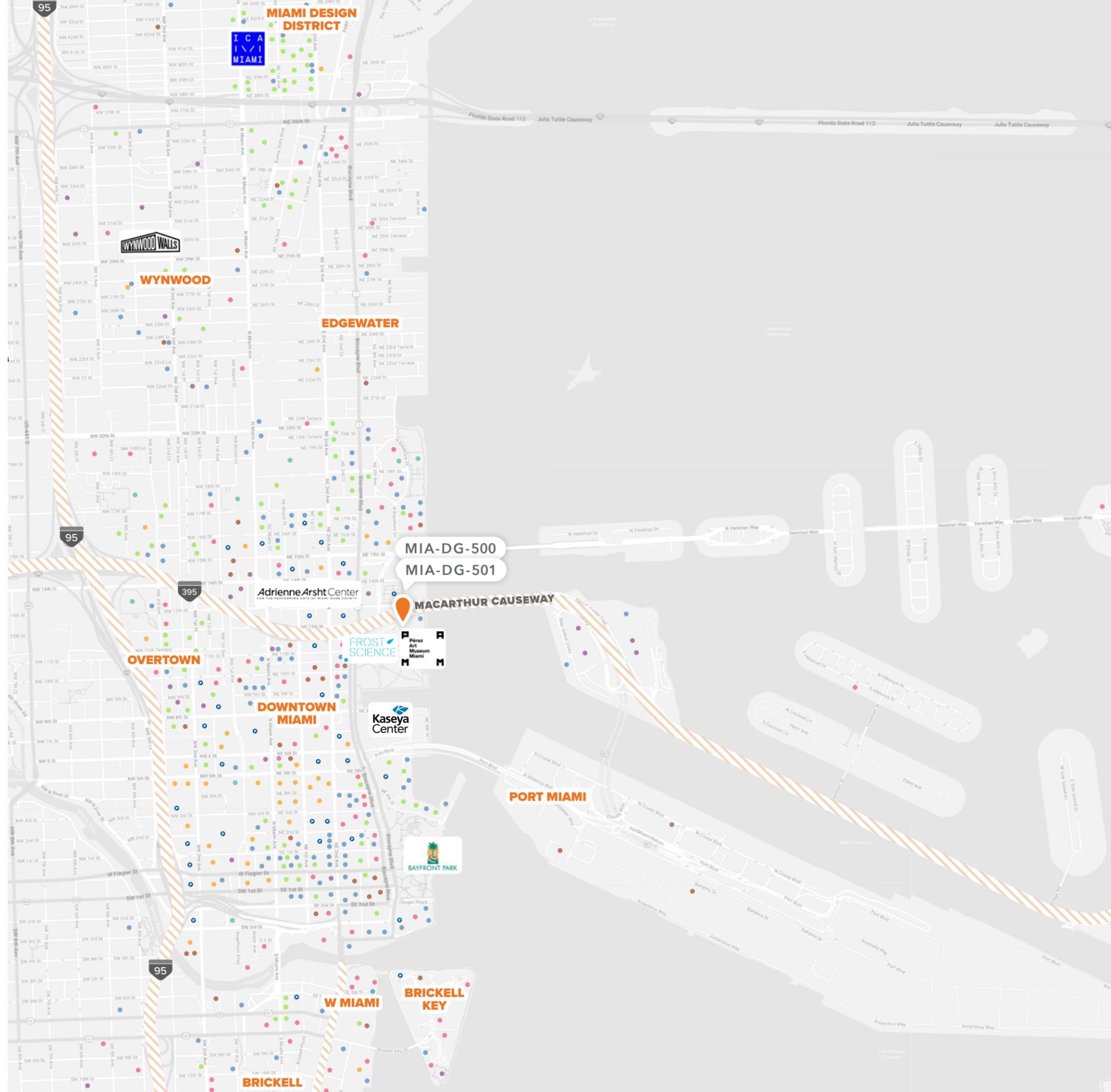
Home to the Miami Heat, Kaseya Center is a multi-purpose arena with seating for 19,600, hosting 40 NBA games and 80+ events each year, including A-list concerts.

Pérez Art Museum Miami (PAMM)

As the flagship art museum of the city, PAMM welcomes 300,000 annual visitors to its 200,000-SF campus showcasing Caribbean, Latinx, and African American voices in 20th and 21st art. Exhibitions extend to outdoor spaces of the museum and adjacent park.

PortMiami

With 20 cruise lines and over 4 million visitors. PortMiami is the Cruise Capital of the World and a global gateway to the Americas for 1000 cargo ships, employing over 335,000 workers.



MIA-DG-500

DIGITAL SPECTACULAR

1103 Biscayne Blvd

- Situated at Miami's flagship art museum, PAMM, this new dual-sided architectural spectacular designed by Arquitectonica stands at over 100ft tall and towers over the MacArthur Causeway connecting Downtown Miami and South Beach
- Vibrant 1,800 sq ft LED digital display anchored by a sculptural tower with coordinating lighting offers a long unobstructed right-hand read to three lanes of nonstop traffic heading into South Beach
- Display also shows to hundreds of thousands of annual visitors to PAMM's 200,000 sq ft campus which is located on Biscayne Bay in Downtown Miami adjacent to the Kaseya Center (NBA's Heat), Port of Miami, Frost Museum of Science, and the Adrienne Arsht Center for the Performing Arts

Size:
50' H x 36' W

Latitude:
25.7861802

Longitude:
-80.1868529

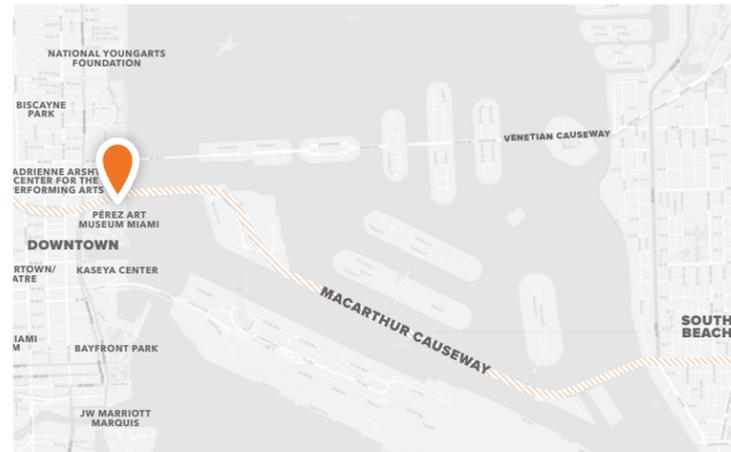
Facing:
SW

Wkly IMPs 18+
for 10MPH:
292,052

Illumination:
6:00a - 11:00p

Restrictions:
See Sales Representative

Neighborhood:
Downtown



[Click here to view a video of Causeway Tower Eastbound](#)



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.

MIA-DG-501

DIGITAL SPECTACULAR

1103 Biscayne Blvd

- Situated at Miami's flagship art museum, PAMM, this new dual-sided architectural spectacular designed by Arquitectonica stands at over 100ft tall and towers over the MacArthur Causeway connecting Downtown Miami and South Beach
- Vibrant 1,800 sq ft LED digital display anchored by a sculptural tower with coordinating lighting offers an impactful left-hand read to three lanes of heavy, nonstop traffic heading into Downtown
- Display also shows to hundreds of thousands of annual visitors to PAMM's 200,000 sq ft campus which is located on Biscayne Bay in Downtown Miami adjacent to the Kaseya Center (NBA's Heat), Port of Miami, Frost Museum of Science, and the Adrienne Arsht Center for the Performing Arts

Size:

50' H x 36' W

Wkly IMPs 18+

for 10MPH:

268,649

Latitude:

25.7861802

Illumination:

6:00a - 11:00p

Longitude:

-80.1868529

Restrictions:

See Sales Representative

Facing:

NE

Neighborhood:

Downtown



[Click here to view a video of Causeway Tower Westbound](#)

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THANK YOU

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