

# ARENA DISTRICT

DOWNTOWN COLUMBUS

# EXPERIENTIAL ADVERTISING MEDIA KIT



**THE ARENA DISTRICT** is Columbus' premier sports destination. A neighborhood that truly has it all - visitors, area employees, and residents enjoy access to Nationwide Arena, home of the Columbus Blue Jackets, Huntington Park, where the AAA baseball Columbus Clippers play, Lower.com Field, home of The Columbus Crew, KEMBA Live!, an indoor/outdoor concert venue, hotels, an athletic club, and walkable food and drink options. With an abundance of neighborhood events, activations, and a diverse audience - the Arena District offers engaging and experiential ad opportunities like no other.

**VISITORS PER YEAR 6,000,000+**

## VENUE VISITS

**Greater Columbus Convention Center:**  
2,500,000 visitors

**Nationwide Arena:**  
1,200,000 visitors

**Huntington Park:**  
750,000 visitors

**KEMBA Live!:**  
300,000 visitors

**Lower.com Field:**  
300,000 visitors

## ANNUAL COMMUNITY EVENTS: 500

**Red White & Boom:**  
500,000 visitors

**Arnold Sports Festival:**  
175,000 visitors

**Columbus Marathon:**  
45,000 visitors

**Komen Race for the Cure:**  
45,000 visitors

**Capital City 1/2 Marathon:**  
15,000 visitors

**Pelotonia:**  
10,000 visitors

## RESIDENTIAL UNITS: 1,000

apartment and condominium units

**TOTAL HOTEL ROOMS: 3,200**  
in a three-block radius

**EMPLOYEES: 17,000**

full- and part-time employees

**BUSINESSES: 75**

## TYPES OF MEDIA



**ARENA DISTRICT DIGITAL DISPLAY** . . . . Page 1



**BACKLIT FREESTANDING KIOSKS** . . . . . Page 2



**BILLBOARDS** . . . . . Page 3



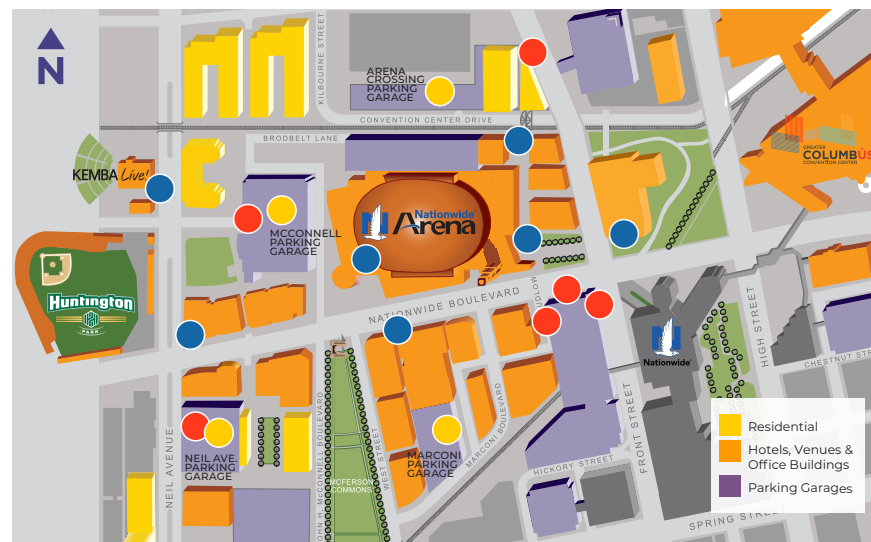
**WALLSCAPES** . . . . . Page 4



**PLAZA ACTIVATIONS & DISPLAYS** . . . . . Page 5



**OUT-OF-THE-BOX OPPORTUNITIES** . . . . Page 6



## MEDIA LOCATIONS

Numbers are approximate based on past or current year event capture in or around the Arena District.

**For advertising sales and production questions:**

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

# ARENA DISTRICT DIGITAL DISPLAY (ADTV)

With a limited number of TV ad rotations, the Arena District's display wall offers maximum exposure.

## ADTV Digital Display Specs

State-of-the-art Panasonic high-def LED display screen.

### Still Image:

720px H x 1280px W, 72 dpi  
JPG or PDF files

### Video Spot:

16:9 ratio, Quicktime or MOV files

### ARTWORK SPECIFICATIONS

Dimensions: 720px H x 1280px W  
Resolution: 72dpi  
Color Mode: RGB  
Motion File formats: .mov  
Static File formats: .jpg

### FILE INFORMATION

The naming convention of the submitted file should include 'go-live date' of file, brand name, and product or tagline. *Example:* 11\_06\_16\_brandname\_product.mov

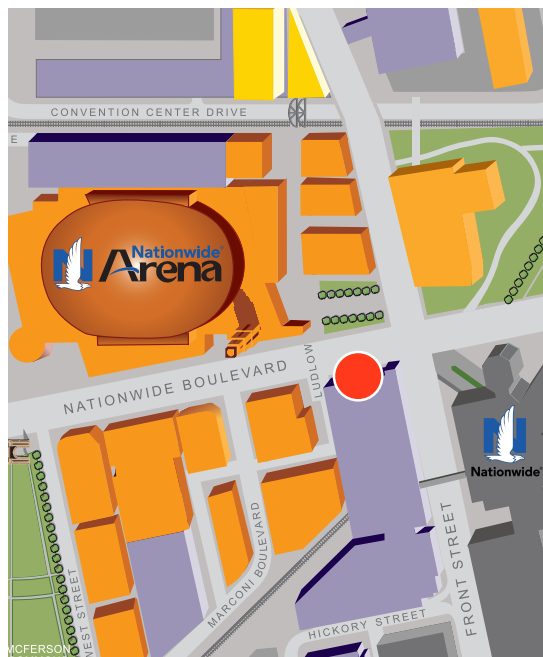
### FILE DELIVERY

Two business-day lead on artwork.  
Send artwork to Cortney at  
massac3@nationwide.com.

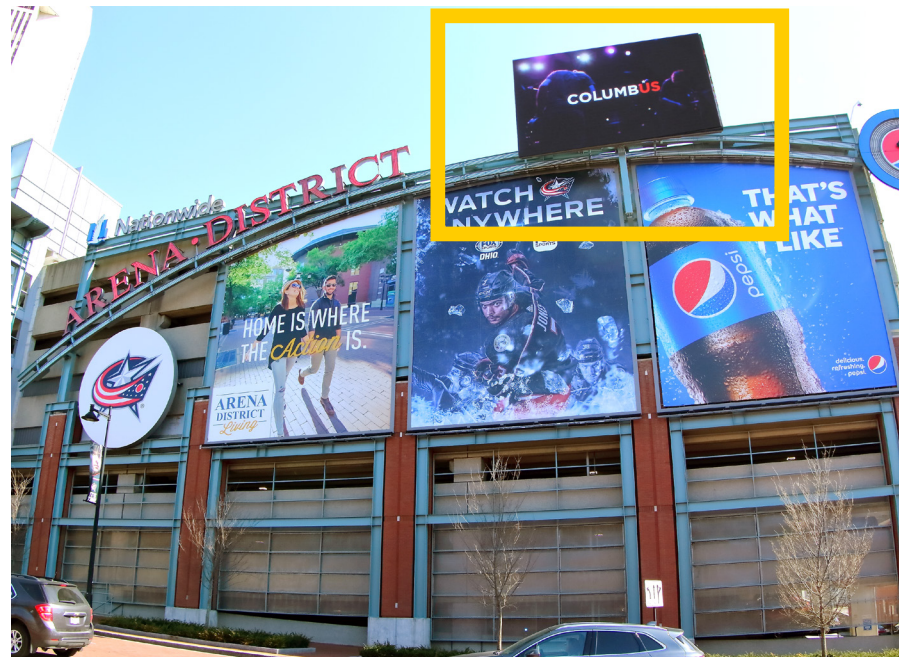
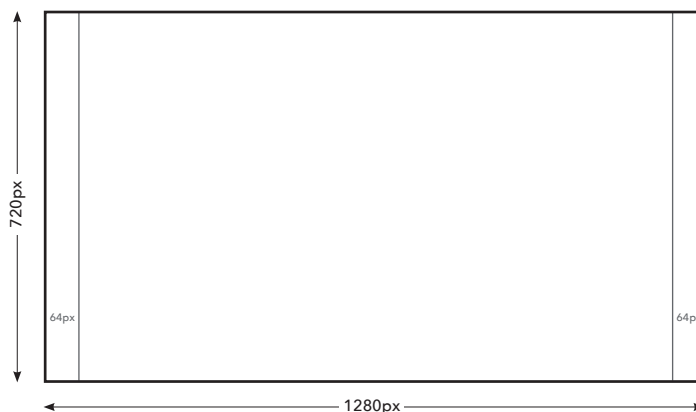
## ADTV Digital Display Pricing

### Still slides or video spots:

5 min play/hour per 4 weeks: \$6,000  
10 min play/hour per 4 weeks: \$10,500  
15 min play/hour per 4 weeks: \$15,000



**Location:** Front St. & Nationwide Blvd.,  
facing Nationwide Arena





## BACKLIT FREESTANDING KIOSK

Each kiosk is strategically placed at key points to provide maximum exposure to both vehicular and pedestrian traffic.

### Kiosk Specs

#### PROVIDING ART FILES FOR LOCAL PRODUCTION

Build file at a minimum of 1/4 scale  
at 300ppi CMYK

#### FULL SIDE PANEL

File Size:  
23.5" H x 7.3125" W

Live Area:  
23.3125" H x 7.125" W

#### MAP SIDE PANEL

File Size:  
4.875" H x 7.3125" W

Live Area:  
4.6875" H x 7.125" W

#### PROVIDING FINISHED PANEL

##### FULL SIDE PANEL

Finished Size:  
94" H x 29.25" W

Viewable/Live Area:  
93.25" H x 28.5" W

##### MAP SIDE PANEL

Finished Size:  
19.5" H x 29.25" W

Viewable/Live Area:  
18.75" H x 28.5" W

Material: Polyester back lit film  
Finishing: Day/Night print, trim to size

#### ACCEPTABLE FILE FORMAT

Native file format  
High Res PDF, TIFF, EPS  
Include all links. Convert all fonts to outline.

Contact your sales representative  
for file delivery instructions.

### Kiosk Pricing

#### 2.5' X 8' FULL SIDE DISPLAY

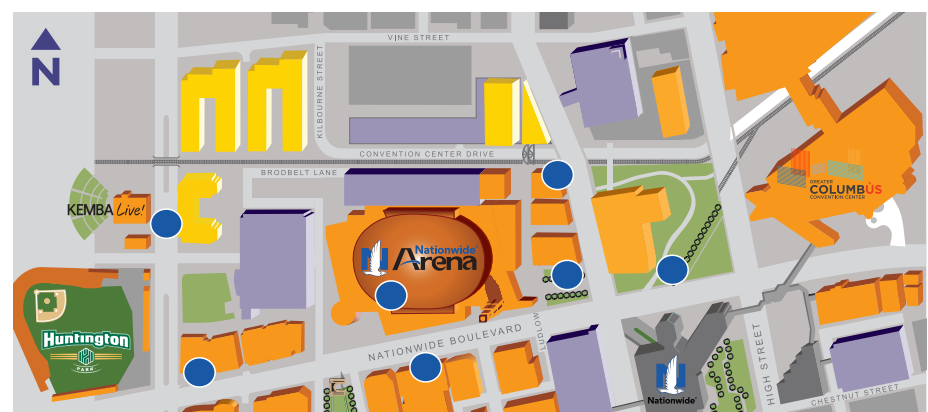
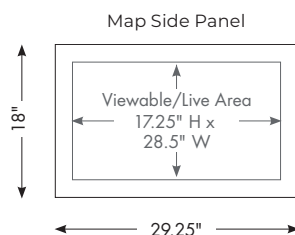
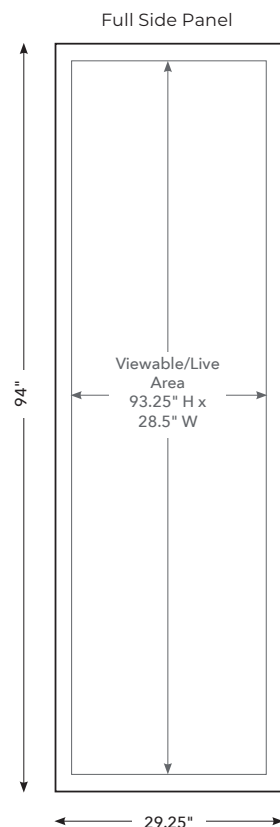
Net Rate: \$1,000/4 weeks

Production/Install: \$275

#### 2.5' X 1.5' MAP SIDE PANEL DISPLAY

Net Rate: \$440/4 weeks

Production/Install: \$175



Seven (7) Locations: Key pedestrian and vehicle traffic points throughout the Arena District

## BILLBOARDS

With a limited number of oversized billboard spaces, the Arena District's display wall offers both exclusivity and maximum impact.

### Billboard A Specs

#### PROVIDING ART FILES FOR LOCAL PRODUCTION

Build file at 1/12 scale at  
300ppi CMYK

#### ARTWORK SIZE:

37'-9" H x 31'-8.75" W  
Additional Bleed: 0.25"  
Trim is curved along top.

#### PROVIDING FINISHED PANEL

##### FULL SIDE PANEL FINISHED SIZE:

37'-9" H x 31'-8.75" W  
Material: 13oz Solid Vinyl  
Finishing: 4" pockets on all sides.  
Pocket hems should be reinforced  
with webbing. Pockets are included  
in the finished size. Fold banner  
from the bottom up.

### Billboard B Specs

#### PROVIDING ART FILES FOR LOCAL PRODUCTION

Build file at 1/12 scale at  
300ppi CMYK

#### ARTWORK SIZE:

39' H x 31'-7" W  
Additional Bleed: 0.25"  
Trim is curved along top.

#### PROVIDING FINISHED PANEL

##### FULL SIDE PANEL FINISHED SIZE:

37'-9" H x 31'-8.75" W  
Material: 13oz Solid Vinyl  
Finishing: 4" pockets on all sides.  
Pocket hems should be reinforced  
with webbing. Pockets are included  
in the finished size. Fold banner  
from the bottom up.

### Billboard C Specs

#### PROVIDING ART FILES FOR LOCAL PRODUCTION

Build file at 1/12 scale at  
300ppi CMYK

#### ARTWORK SIZE:

37'-10.5" H x 31'-3.5" W  
Additional Bleed: 0.25"  
Trim is curved along top.

#### PROVIDING FINISHED PANEL

##### FULL SIDE PANEL FINISHED SIZE:

37'-10.5" H x 31'-3.5" W  
Material: 13oz Solid Vinyl  
Finishing: 4" pockets on all sides.  
Pocket hems should be reinforced  
with webbing. Pockets are included  
in the finished size. Fold banner  
from the bottom up.

### ACCEPTABLE FILE FORMATS FOR ALL BILLBOARDS

Native file format  
High Res PDF, TIFF, EPS  
Include all links.  
Convert all fonts to outline.

Contact your sales representative  
for file delivery instructions.

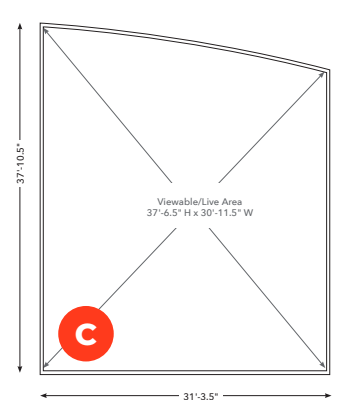
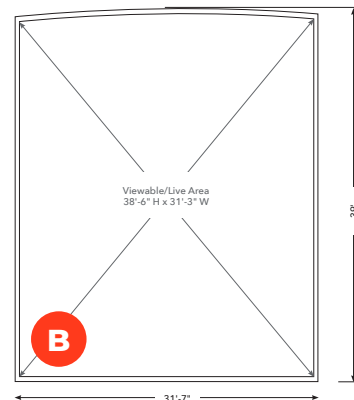
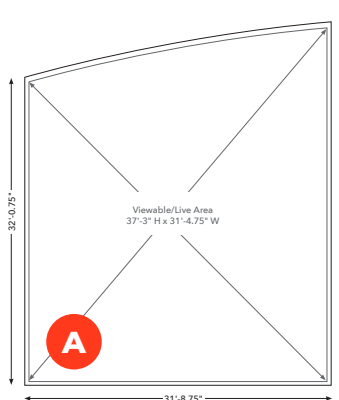
### Billboard Pricing

Net Rate\*: \$12,500/mo.

**Note:** All artwork subject to prior  
approval before posting. Please provide  
art 15 days prior to post date for review.  
Artwork for this billboard will need to be  
submitted in the InDesign Template we  
provide to ensure the trim is correct.



**Location:** Front St. & Nationwide Blvd.,  
facing Nationwide Arena



## WALLSCAPES

Large static display boards provide dramatic, high-contrast visibility both day and night at the city's highest impact locations facing Nationwide Arena, Huntington Park and KEMBA Live!

### East Wallscape Specs

#### PROVIDING ART FILES FOR LOCAL PRODUCTION

Build file at 1/12 scale at  
300ppi CMYK

#### ARTWORK SIZE:

42'-10" H x 30'-4" W  
Additional Bleed: 0.25"

#### PROVIDING FINISHED PANEL

#### FULL SIDE PANEL FINISHED SIZE:

42'-10" H x 30'-4" W  
Material: 13oz Solid Vinyl  
Finishing: 4" pockets on all sides.  
Pocket hems should be reinforced  
with webbing. Pockets are included  
in the finished size. Fold banner  
from the bottom up.

### West Wallscape Specs

#### PROVIDING ART FILES FOR LOCAL PRODUCTION

Build file at 1/12 scale at  
300ppi CMYK

#### ARTWORK SIZE:

44" H x 36" W  
Additional Bleed: 0.25"

#### PROVIDING FINISHED PANEL

#### FULL SIDE PANEL FINISHED SIZE:

44' H x 36' W  
Material: 7 oz solid vinyl  
Finishing: 4" pockets on all sides.  
Pocket hems should be reinforced  
with webbing. Pockets are included  
in the finished size. Fold banner  
from the bottom up.

### McConnell Garage Wallscape Specs

#### PROVIDING ART FILES FOR LOCAL PRODUCTION

Build file at 1/12 scale at  
300ppi CMYK

#### ARTWORK SIZE:

36" H x 26" W  
Additional Bleed: 0.25"

#### PROVIDING FINISHED PANEL

#### FULL SIDE PANEL FINISHED SIZE:

36' H x 26' W  
Material: 7 oz solid vinyl  
Finishing: 4" pockets on all sides.  
Pockets are included in the finished  
size. Fold banner from the bottom  
up. Indicate top left and top right  
corners on back of top pocket.

#### ACCEPTABLE FILE FORMATS FOR ALL BILLBOARDS

Native file format  
High Res PDF, TIFF, EPS  
Include all links.

Convert all fonts to outline.

Contact your sales representative  
for file delivery instructions.

### Wallscape Pricing

Net Rate\*: \$12,500/mo.

*Note: All artwork subject to prior  
approval before posting. Please provide  
art 15 days prior to post date for review.*



East Wallscape

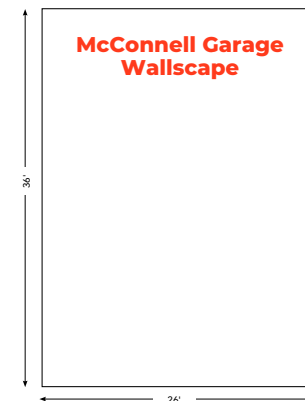
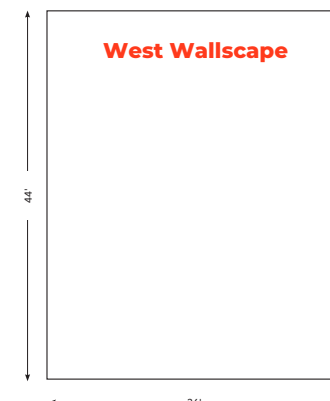
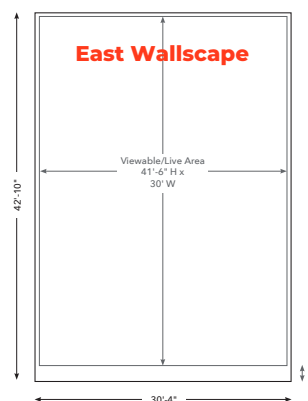


West Wallscape



McConnell Garage Wallscape

**Location:**  
Front St. & Nationwide Blvd.,  
facing Nationwide Arena.  
McConnell Garage facing  
Huntington Park and  
KEMBA Live! on Neil Ave.





# PLAZA ACTIVATIONS & DISPLAYS

Extend brand presence with a statement display or engaging activation on the plaza.





# OUT-OF-THE-BOX OPPORTUNITIES

Elevate brand creativity with non-traditional ad opportunities.



**Billboard Takeovers**



**Parking Garage Opportunities**



**Crawling Wallscape**



**ADTV Clock Feature**