

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

Lower.com Field:
400,000 visitors

KEMBA Live!:
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

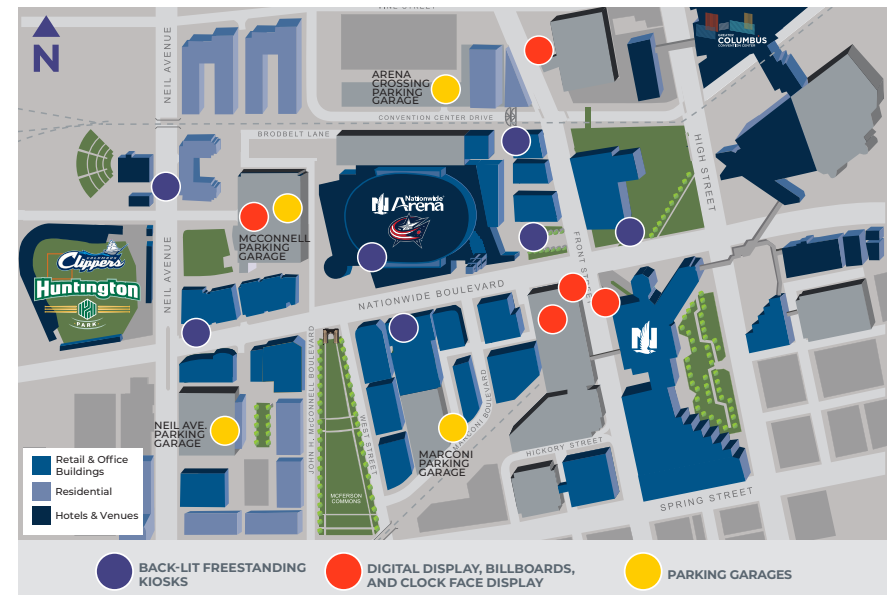
full- and part-time employees

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:
Cortney Massarella | 614-242-3718 | massac3@nationwide.com

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:

504px H x 896px W, 72 dpi
JPG or PNG files

Video Spot:

16:9 ratio, Quicktime or MOV files

ARTWORK SPECIFICATIONS

504px H x 896px W
Resolution: 72dpi
Color Mode: RGB
Motion File formats: MOV file
Static File formats: JPG or PNG files

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

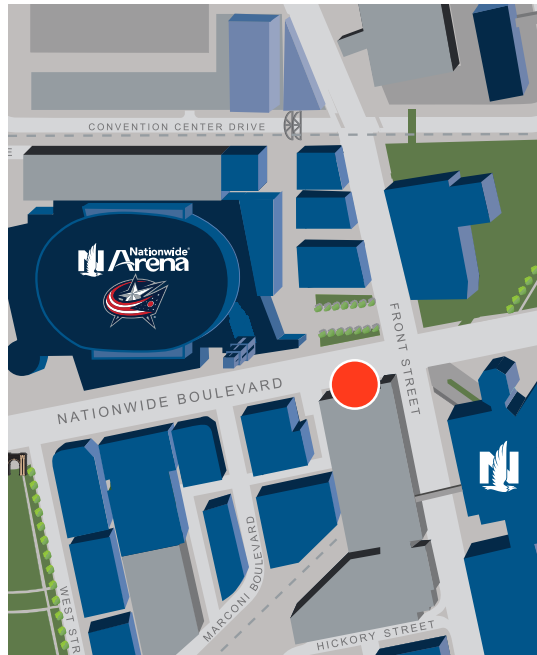
FILE DELIVERY

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: \$6,300
10 min play/hour per 4 weeks: \$11,025
15 min play/hour per 4 weeks: \$15,750



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

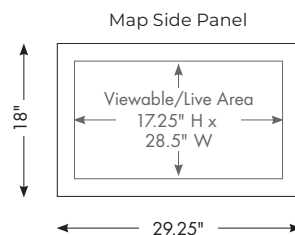
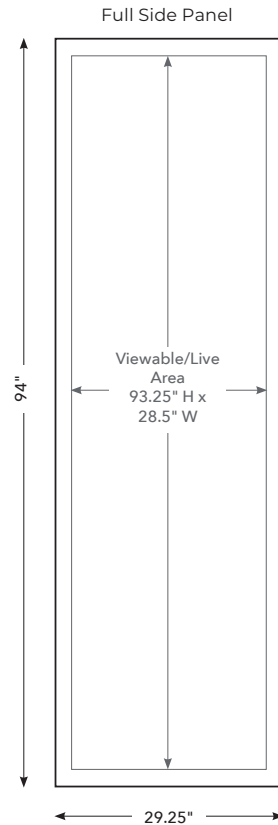
ACCEPTABLE FILE FORMAT

Native file format

High Res PDF, TIFF, EPS

Include all links. Convert all fonts to outline.

Contact your sales representative for file delivery instructions.



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

Kiosk Pricing

2.5' X 8' FULL SIDE DISPLAY

Net Rate: \$1,050/4 weeks

Production/Install: \$275

2.5' X 1.5' MAP SIDE PANEL DISPLAY

Net Rate: \$465/4 weeks

Production/Install: \$175

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.

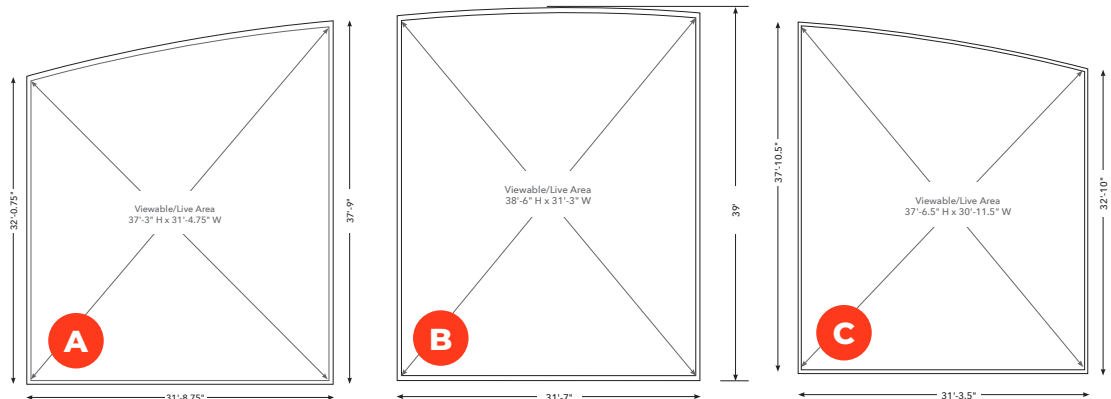
Billboard Pricing

Net Rate*: \$13,125/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*: \$13,125/mo.

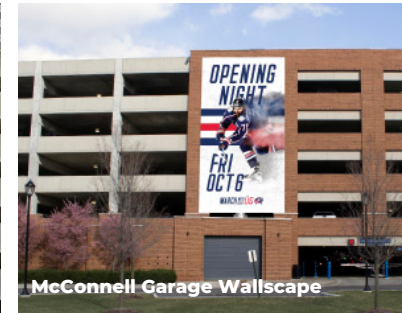
Note: All artwork subject to prior approval before posting. Please provide art 15 days prior to post date for review.



East Wallscape

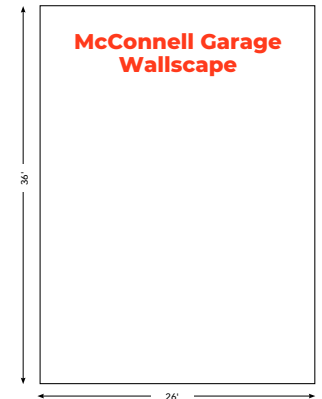
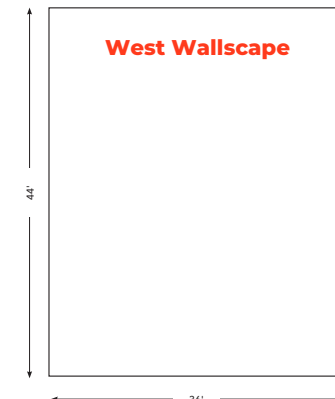
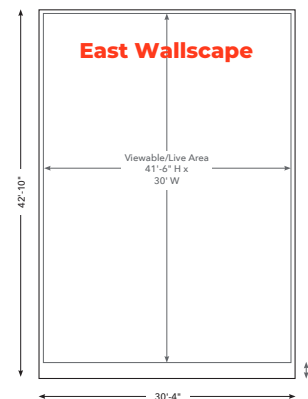
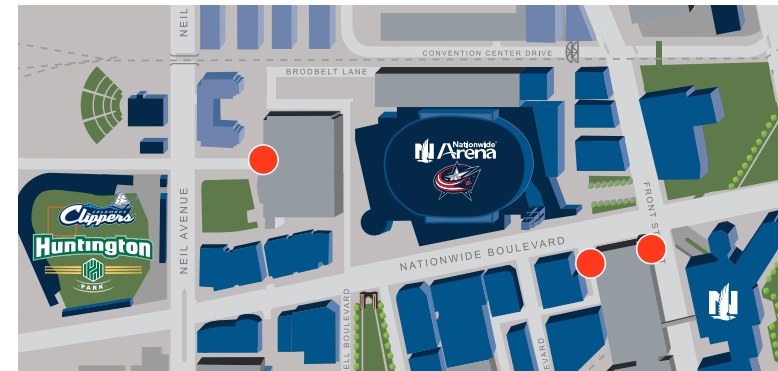


West Wallscape



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

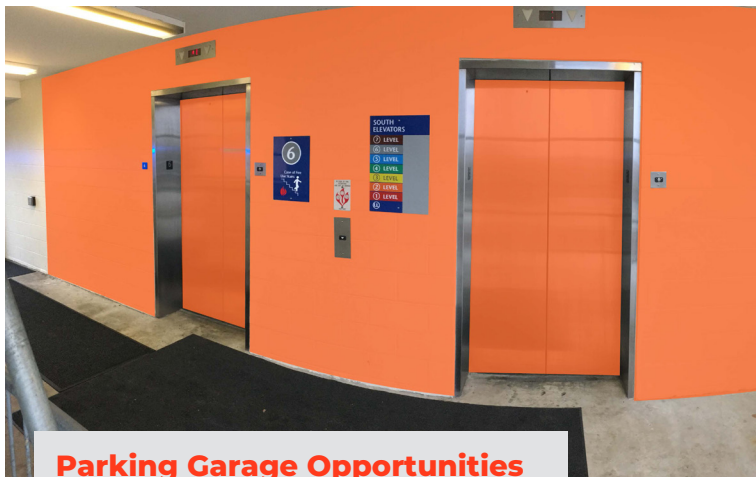
Extend brand presence with a statement display or engaging activation on the plaza.



Elevate brand creativity with non-traditional ad opportunities.



Billboard Takeovers



Parking Garage Opportunities



Crawling Wallscape



ADTV Clock Feature