

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: 1,200

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



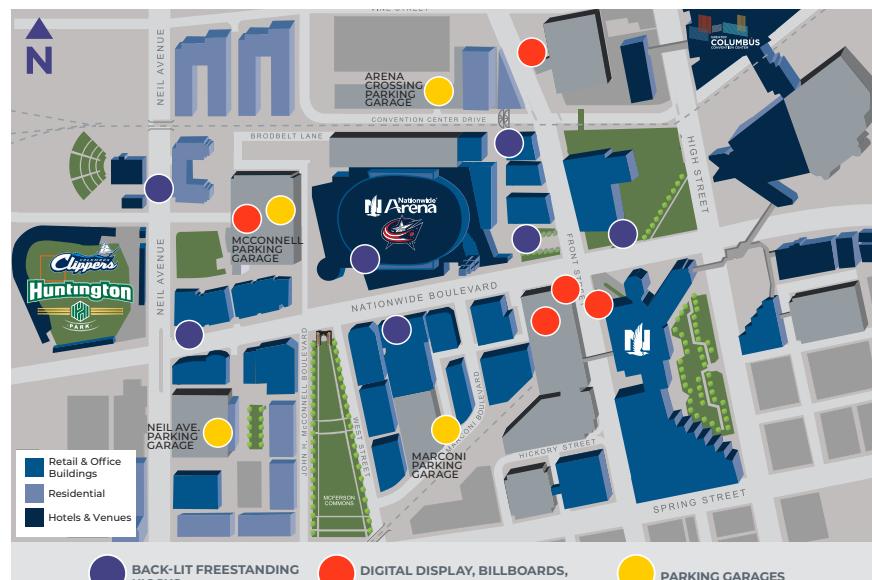
WALLSCAPES Page 4



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

File format: JPG

Video Spot:

16:9 ratio, Quicktime or MOV files

ARTWORK SPECIFICATIONS

504px H x 896px W

Resolution: 72dpi

Color Mode: RGB

Motion File formats: .Mp4 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.

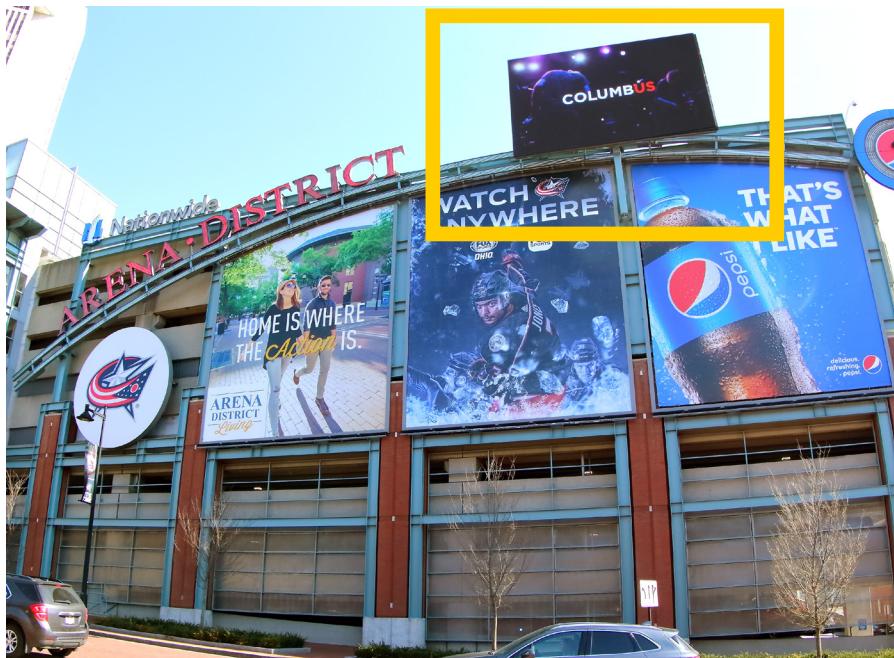
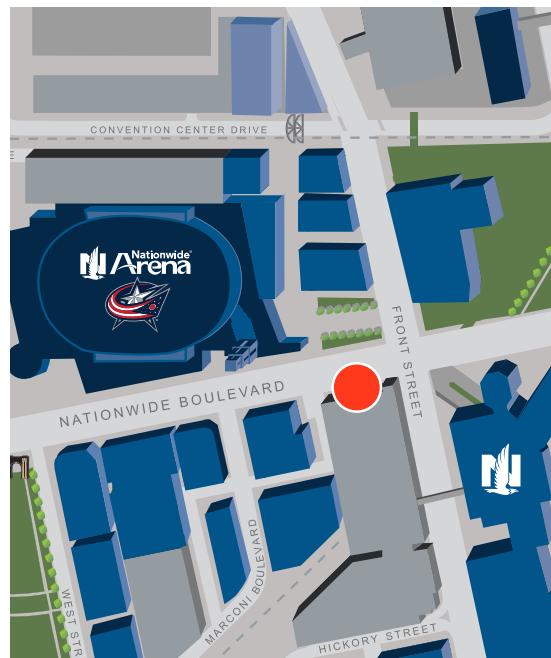
ADTV Digital Display Pricing

Still slides or video spots:

5 min per hour/4 weeks: \$7,000

10 min per hour/4 weeks: \$12,000

15 min per hour/4 weeks: \$17,500



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



For advertising sales and production questions:

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

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

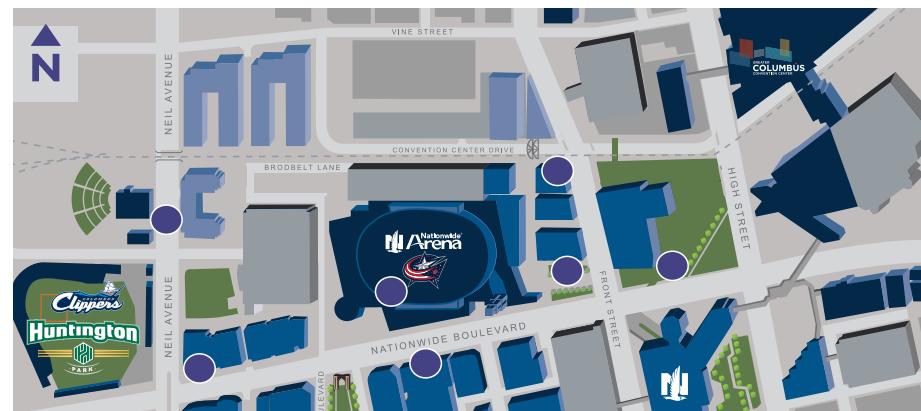
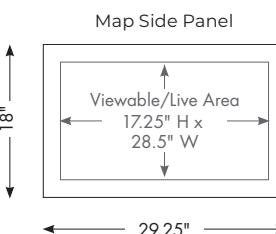
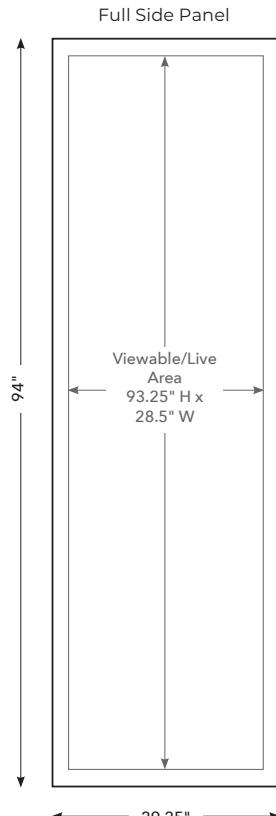
File Size:
23.5" H x 7.3125" W

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



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

For advertising sales and production questions:

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

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'-3" H x 31'-4.75" W

Additional Bleed: 0.25"

Trim is curved along top.

PROVIDING FINISHED PANEL

FULL SIDE PANEL FINISHED SIZE:

37'-9.0" H x 31'-9.0" W

Material: 7oz 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:

38.50" H x 31.25" W

Additional Bleed: 0.25"

Trim is curved along top.

PROVIDING FINISHED PANEL

FULL SIDE PANEL FINISHED SIZE:

39' H x 31'-7" W

Material: 7oz 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'-7.0" H x 31' W

Additional Bleed: 0.25"

Trim is curved along top.

PROVIDING FINISHED PANEL

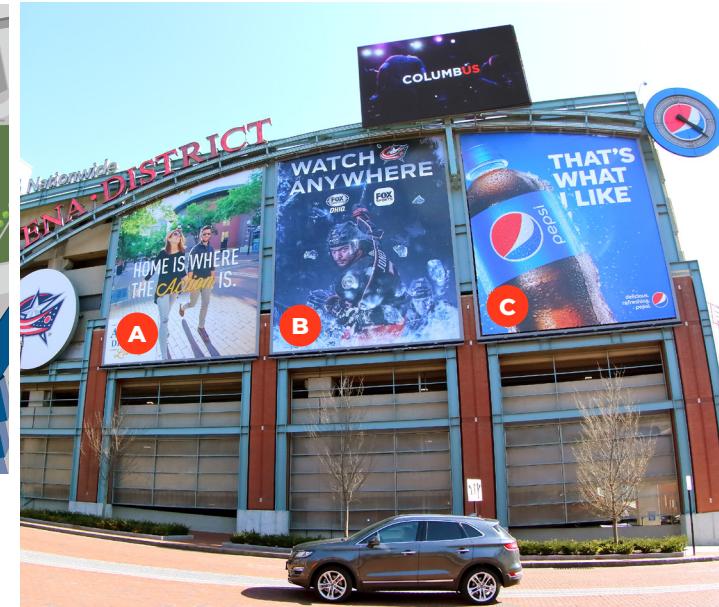
FULL SIDE PANEL FINISHED SIZE:

37'-10.0" H x 31'-3.0" W

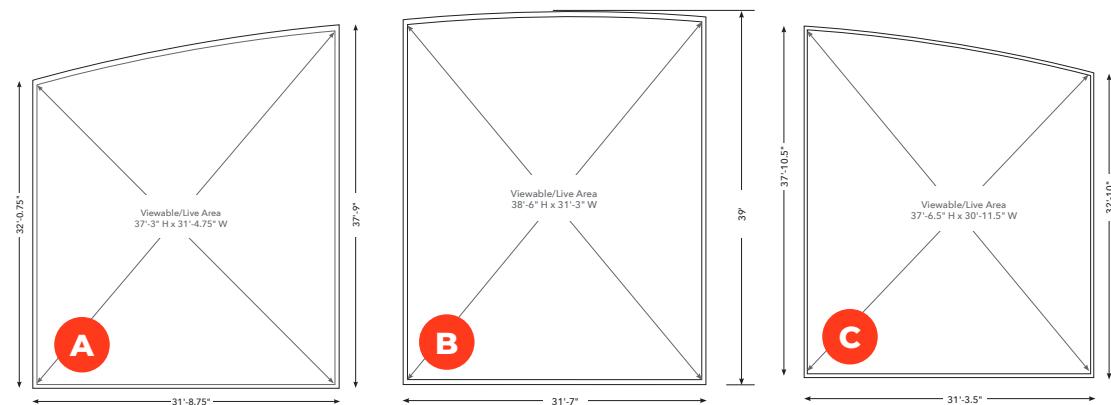
Material: 7oz Solid Vinyl

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.



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



For advertising sales and production questions:

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

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:

41'-6.0" H x 30' W

Additional Bleed: 0.25"

PROVIDING FINISHED PANEL

FULL SIDE PANEL FINISHED SIZE:

42'-10" H x 30'-4" W

Material: 7oz 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:

41'-6.0" H x 30' W

Additional Bleed: 0.25"

PROVIDING FINISHED PANEL

FULL SIDE PANEL FINISHED SIZE:

44' H x 36' W

Material: 7oz 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: 7oz 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*:

East Wallscape: \$15,500/mo.

West Wallscape: \$17,500/mo.

McConnell Wallscape: \$15,500/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

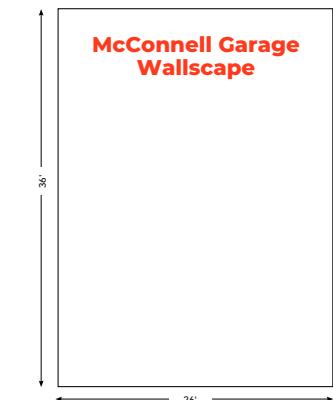
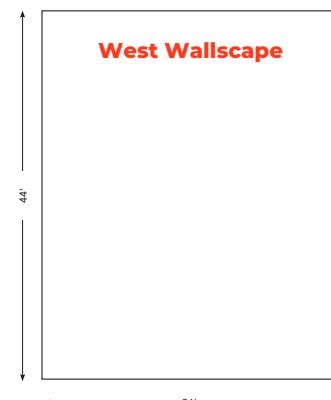
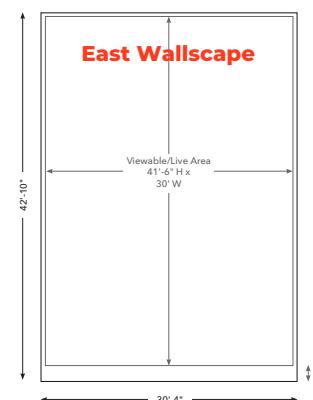


McConnell Garage Wallscape



Location:

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



For advertising sales and production questions:

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

arenadistrict.com

Page 4

PLAZA ACTIVATIONS & DISPLAYS

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

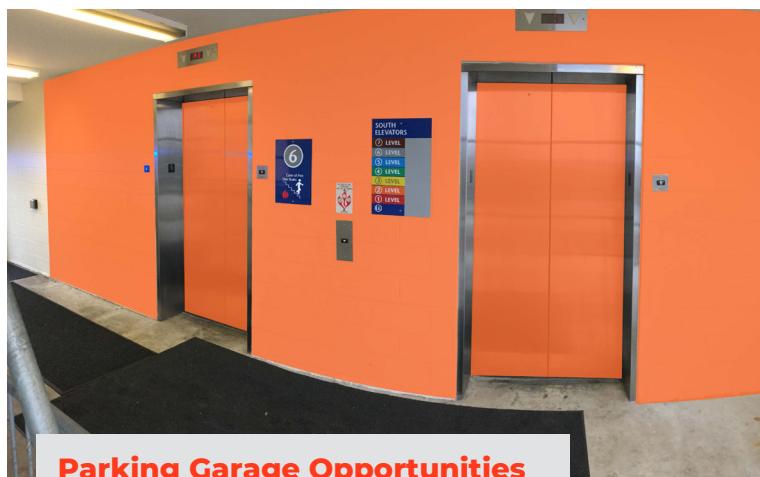


OUT-OF-THE-BOX OPPORTUNITIES

Elevate brand creativity with non-traditional ad opportunities.



Billboard Takeovers



Parking Garage Opportunities



Crawling Wallscape



ADTV Clock Feature

For advertising sales and production questions:

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

arenadistrict.com | Page 5