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, ScottsMiracle-Gro 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.

TYPES OF MEDIA


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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

ScottsMiracle-Gro 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

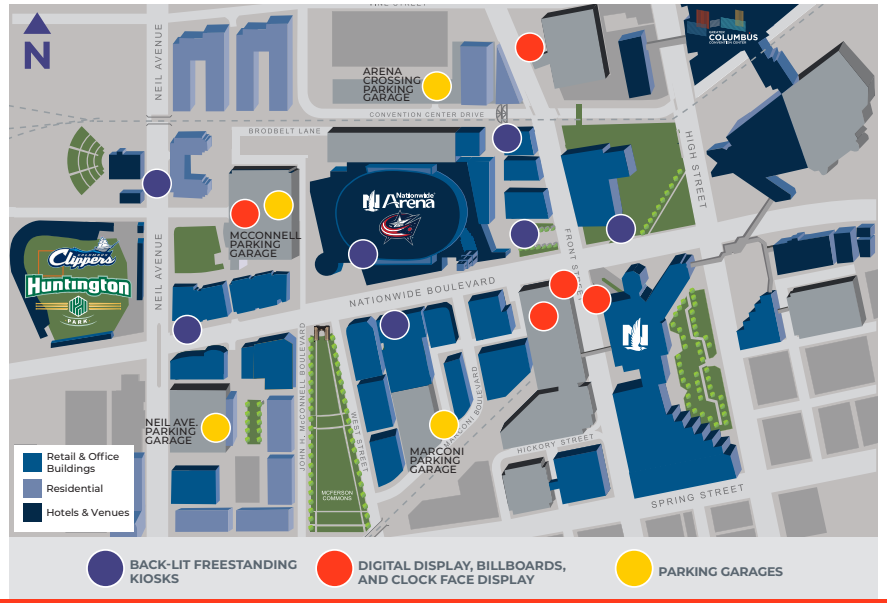
EMPLOYEES: 17,000

full- and part-time employees

BUSINESSES: 75

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

MEDIA LOCATIONS



For advertising sales and production questions:
Cortney Massarella | 614-242-3718 | massac3@nationwide.com

arenadistrict.com

ARENA
·DISTRICT·
DOWNTOWN COLUMBUS

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

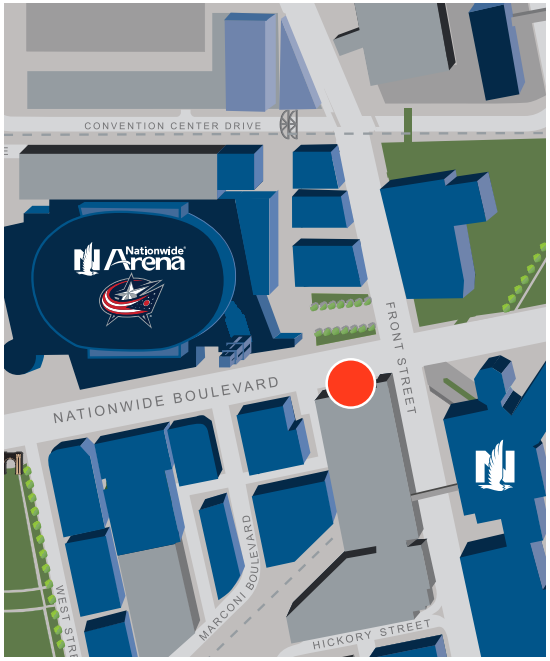
The naming convention of the submitted file should include 'go-live date' of file, brand name, and product or tagline. *Example:* 11_06_16_brandname_product.mov

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





ARENA DISTRICT
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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.

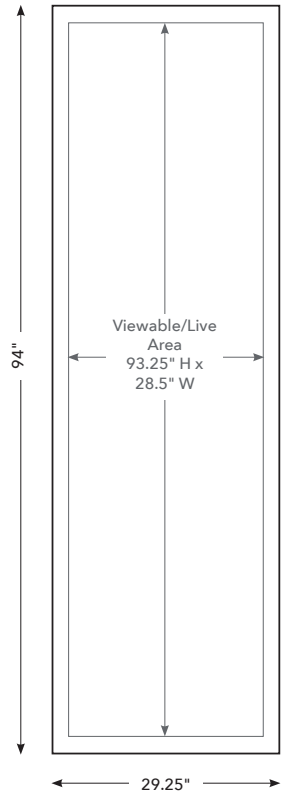
Contact your sales representative
for file delivery instructions.

Kiosk Pricing

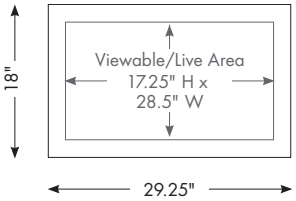
2.5' X 8' FULL SIDE DISPLAY
Net Rate: $1,500/4 weeks
Production/Install: $250

2.5' X 1.5' MAP SIDE PANEL DISPLAY
Net Rate: $465/4 weeks
Production/Install: $175

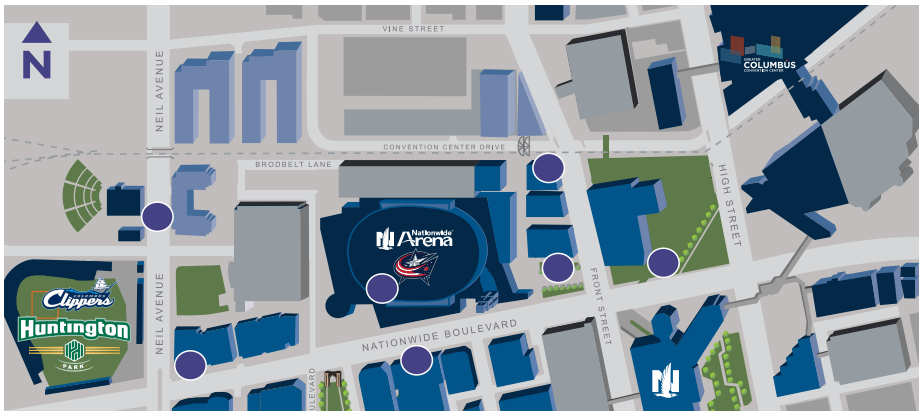
Full Side Panel



Map Side Panel







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

ARENA DISTRICT
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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 × 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 × 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 × 31' W
Additional Bleed: 0.25"
Trim is curved along top.

PROVIDING FINISHED PANEL FULL SIDE PANEL FINISHED SIZE:

37'-10.0" H × 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.

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

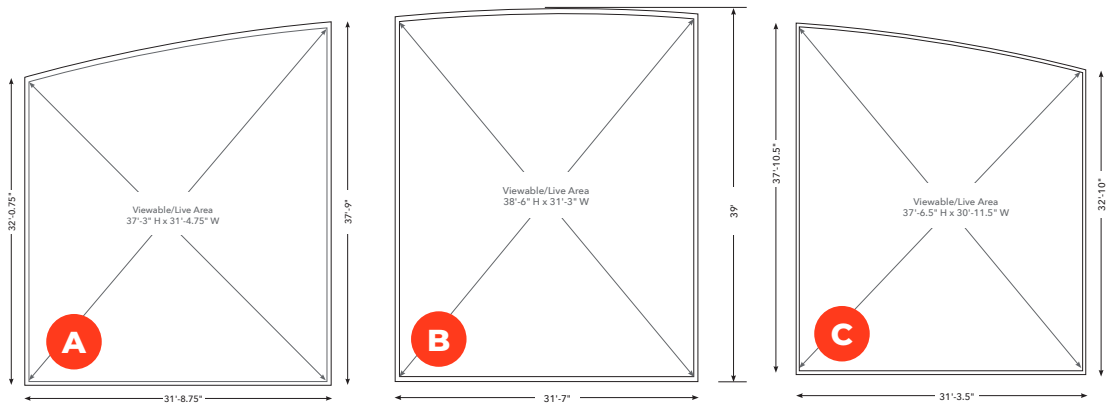
Net Rate*: $15,500/mo.

***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





ARENA DISTRICT
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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 × 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 × 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.

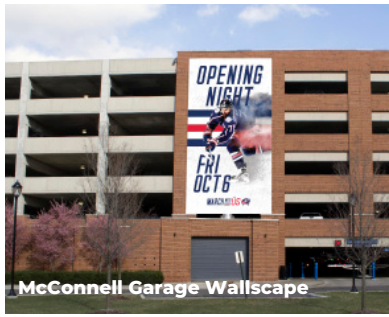
Note: All artwork subject to prior approval before posting. Please provide art 15 days prior to post date for review.



East Wallscape

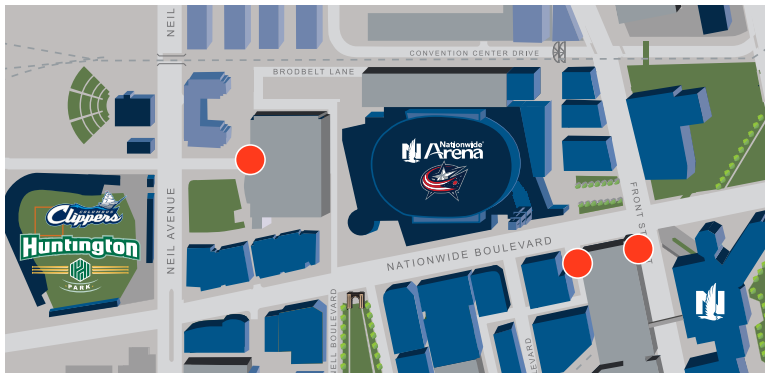


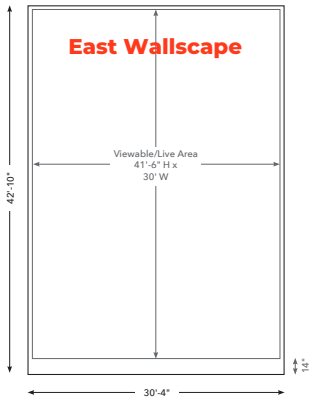
West Wallscape

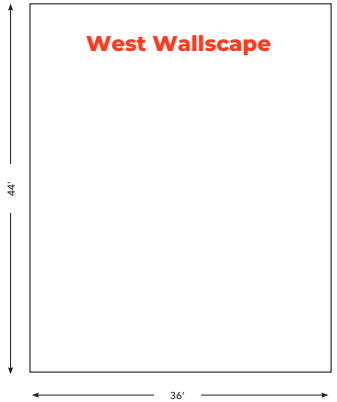


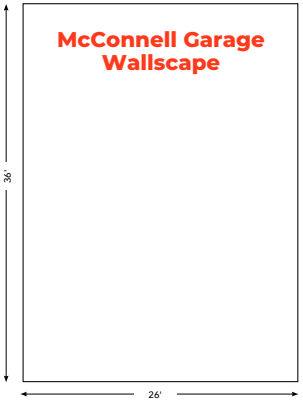
McConnell Garage Wallscape

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









ARENA DISTRICT
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PLAZA ACTIVATIONS & DISPLAYS

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











ARENA DISTRICT
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OUT-OF-THE-BOX OPPORTUNITIES

Elevate brand creativity with non-traditional ad opportunities.



Billboard Takeovers



Parking Garage Opportunities



Crawling Wallscape



ADTV Clock Feature