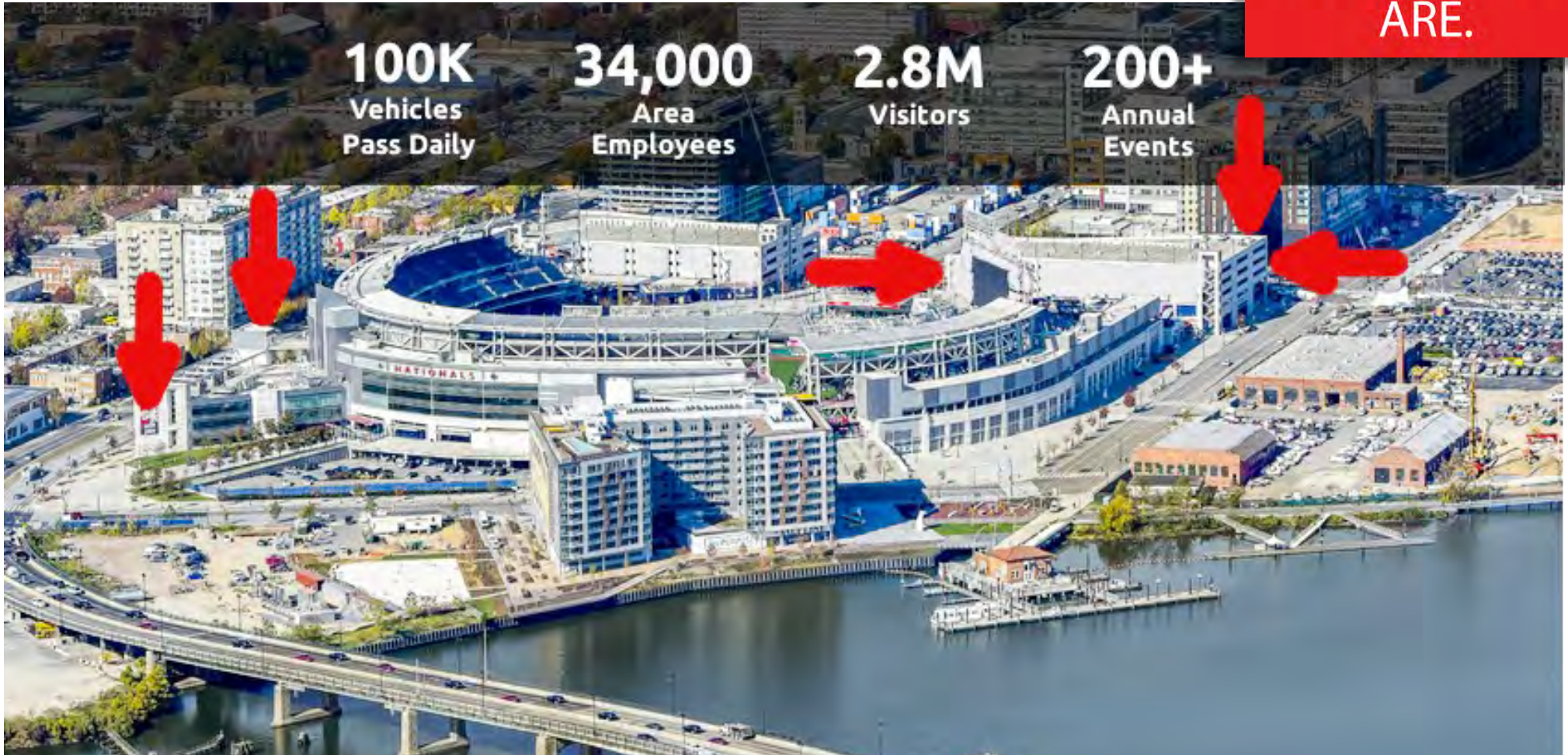




# SOUTH CAPITOL EXPERIENCE! NATIONALS PARK

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THE PEOPLE  
ARE.



## For Video

Stream: <https://vimeo.com/sensoryinteractive/review/245022033/9239a4c15f>

Download: <https://sensoryinteractive.box.com/s/7okpu1ua1kcn0awn4ijkрпиuw44po06w>



DC Office: 202.337.1839

chris@capitoloutdoor.com

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# WASHINGTON DC

Washington DC continues to be the top DMA in the country for a diverse, affluent, college-educated demographic, in addition to the millions tourists who come to the region annually. Our 6 million area residents include the most per capita college graduates and household incomes over \$100,000 in the country.

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NATIONAL MALL

THE CAPITOL

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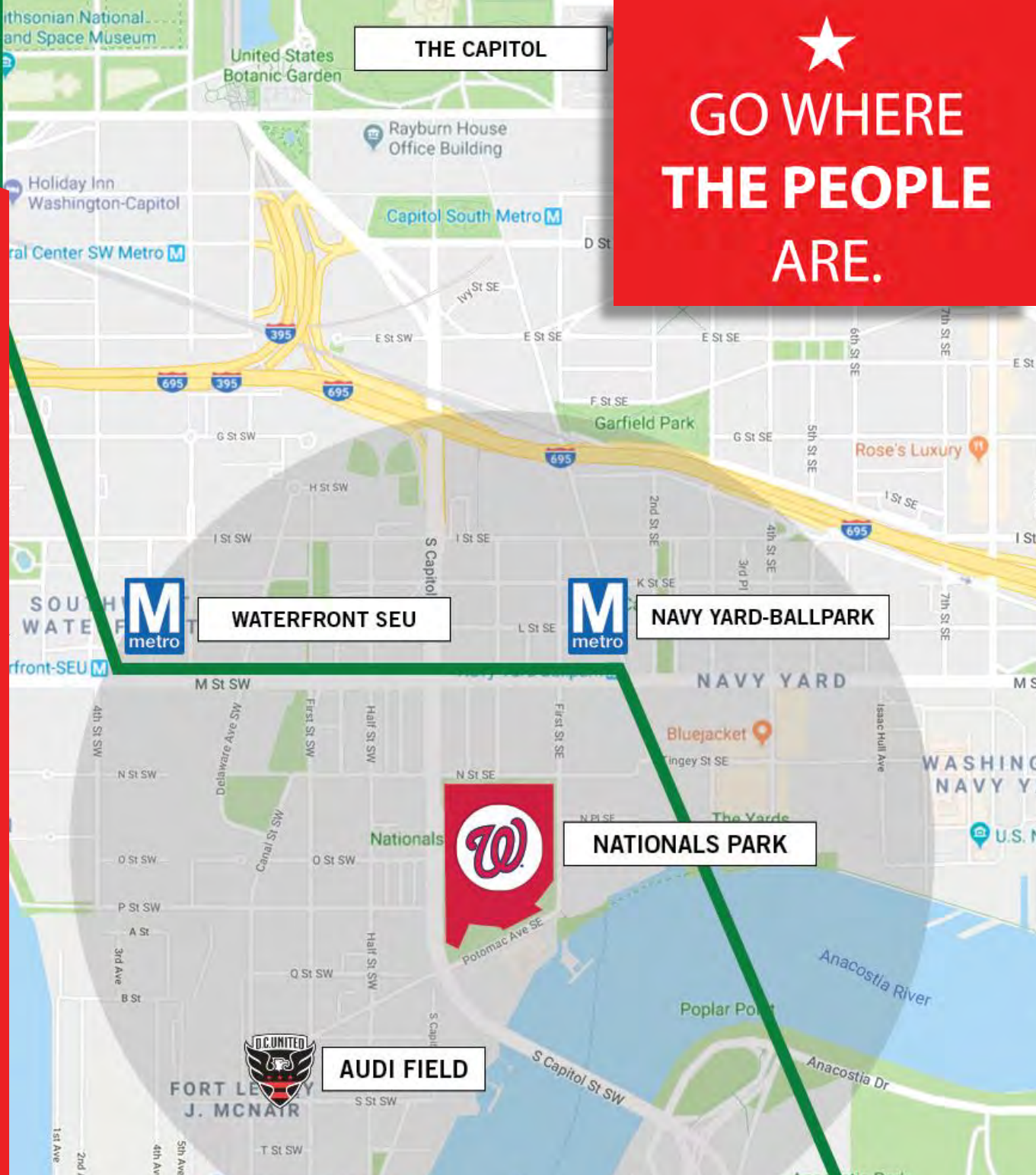


Cover 4 city blocks in this densely populated entertainment district anchored by Nationals Park!

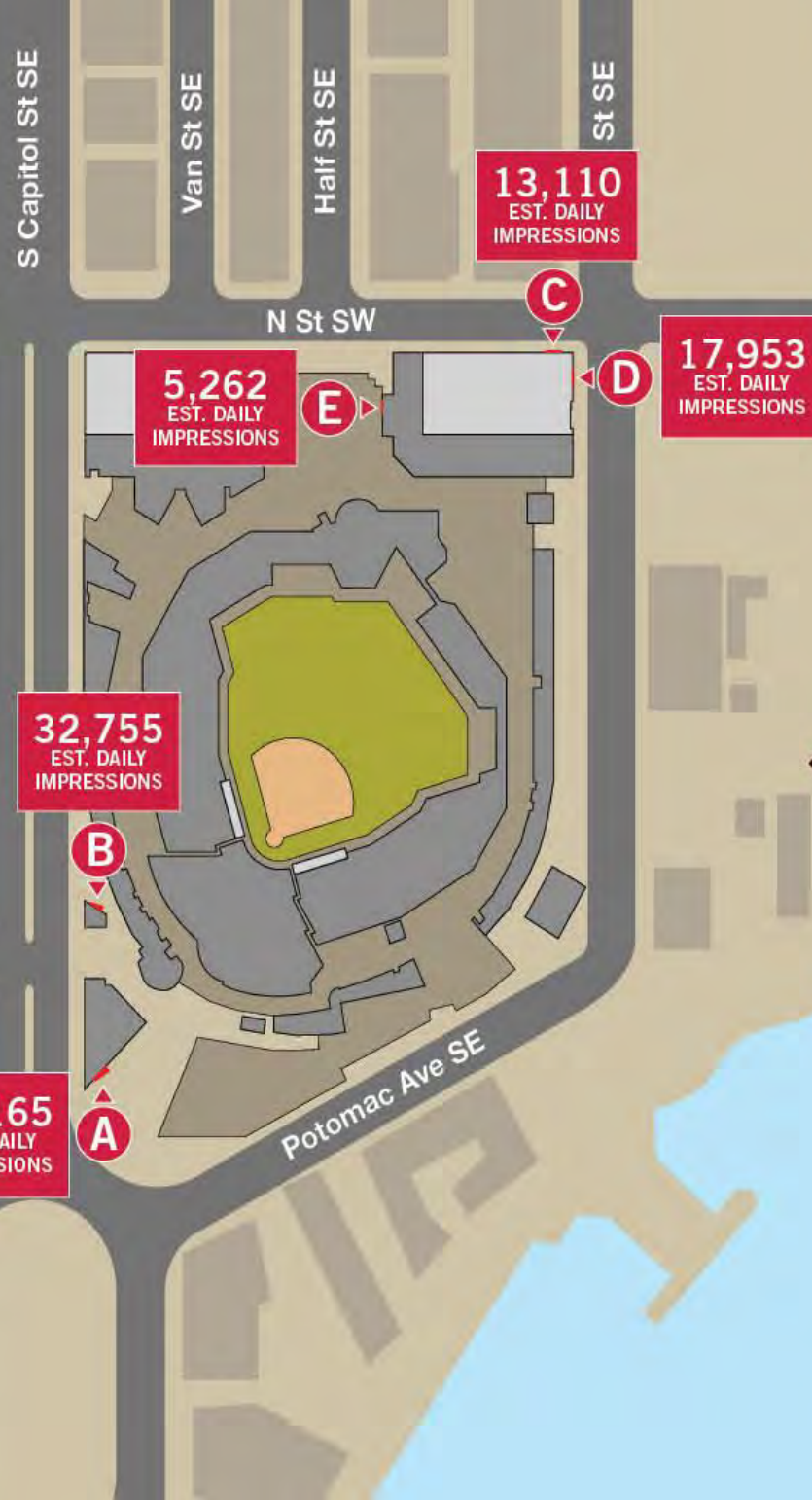
# THE FASTEST-GROWING ENTERTAINMENT DISTRICT IN DC

The rapidly-growing Capitol Riverfront Business Improvement District includes:

- 10,000+ Residents – [72% millennial]
- 34,000 Employees
- 3,000,000 Visitors
- 100,000 Vehicles Daily
- 200+ Annual Events
- 2 Metro Stations
- 35 Restaurants



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## NATIONALS PARK DIGITAL MEDIA NETWORK

5 exterior, networked 10MM LED video displays strategically designed and positioned to maximize pedestrian and driver visibility with peak impression counts during games and events.





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## Digital Wall 1

**Facing Southwest  
at the corner of  
Potomac Ave & S.  
Capitol St. SE**

36'-8" x 23'-8" - 868 SF

10MM LED

1178px x 721px

TAB ID - 30850060

IMPS - 60165

## **FOR STATIC DIGITAL FILES ONLY!**

*Full motion files can only  
be accepted one hour before  
events / during events and  
a half an hour after events.*

## **CONTENT CREATION GUIDELINES**

<https://sensoryinteractive.box.com/shared/static/38nc6r2t0udfvb3julkigw3p0oh7kaqs.pdf>

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## Digital Wall 2

Facing North along  
S. Capitol St. SE at  
P St.

23'-8" x 18'-8" - 442 SF

10MM LED

721px x 569px

TAB ID - 30850064

IMPS - 32755



### **FOR STATIC DIGITAL FILES ONLY!**

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a half an hour after events.*

## CONTENT CREATION GUIDELINES

<https://sensoryinteractive.box.com/shared/static/38nc6r2t0udfwb3julkigw3p0oh7kaqs.pdf>

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### Digital Wall 3

Facing North at the corner of North St. & S. First St. SW

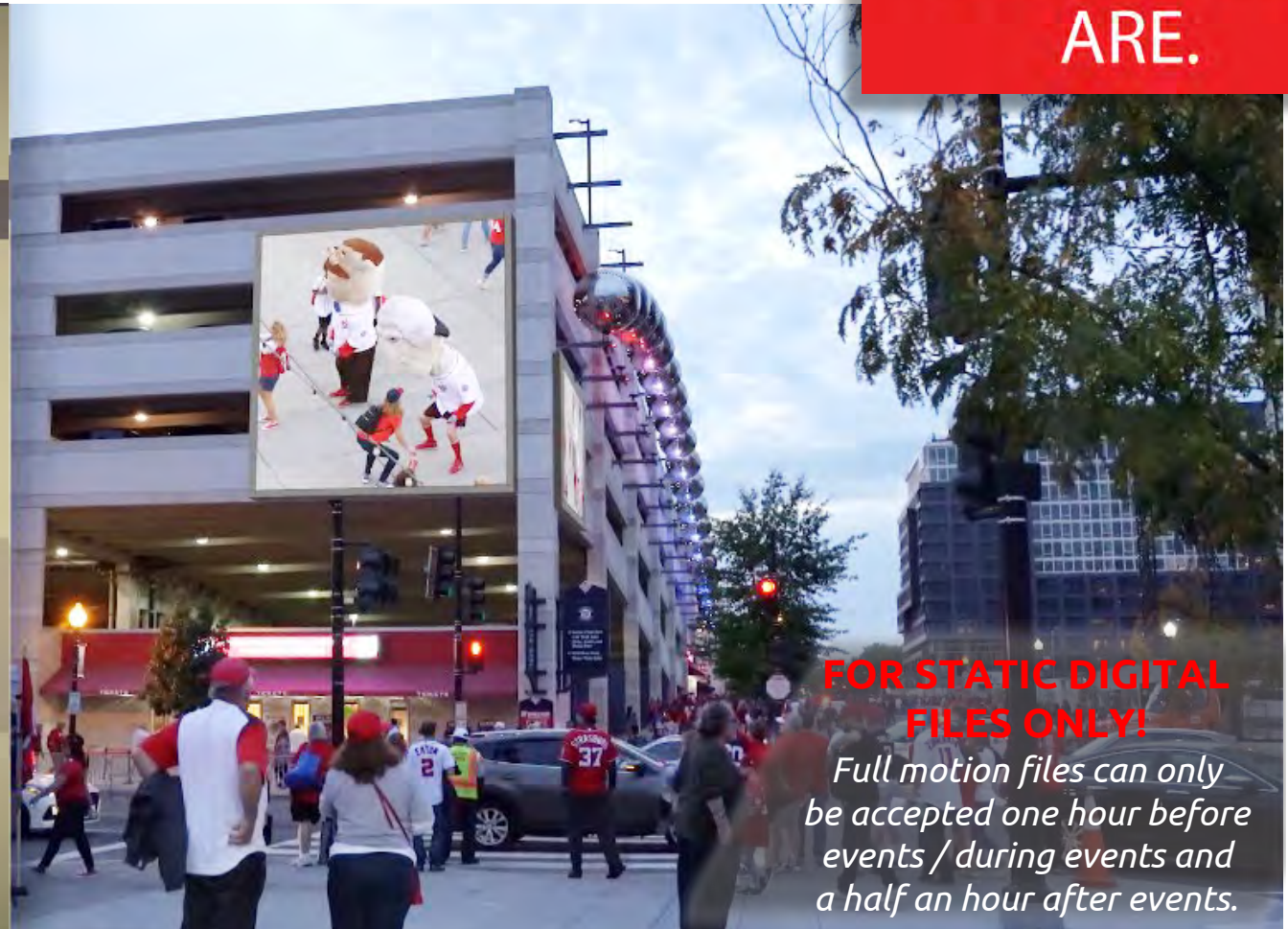
23'-8" x 15'-8" - 371 SF  
10MM LED  
721px x 477px  
TAB ID - 30850065  
IMPS - 13110

**CONTENT CREATION GUIDELINES**  
<https://sensoryinteractive.box.com/shared/static/38nc6r2t0udfvb3julkigw3p0oh7kaqs.pdf>





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**FOR STATIC DIGITAL FILES ONLY!**  
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## Digital Wall 4

Facing East at the corner of North St. SW & First St. SE

26'-8" x 23'-8" - 631 SF  
10MM LED  
813px x 721px  
TAB ID - 30850066  
IMPS - 17953

## CONTENT CREATION GUIDELINES

<https://sensoryinteractive.box.com/shared/static/38nc6r2t0udfvb3julkigw3p0oh7kaqs.pdf>





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**FOR STATIC DIGITAL  
FILES ONLY!**  
*Full motion files can only  
be accepted one hour before  
events / during events and  
a half an hour after events.*

**Digital Wall 5**  
Facing West along  
North St. SW at Half St. SE

30'-0" x 20'-0" - 600 SF  
10MM LED  
914px x 610px  
TAB ID - 30850067  
IMPS - 5262

**CONTENT CREATION GUIDELINES**  
<https://sensoryinteractive.box.com/shared/static/38nc6r2t0udfvb3julkigw3p0oh7kaqs.pdf>





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## CONTENT CREATION GUIDELINES

<https://sensoryinteractive.box.com/shared/static/38nc6r2t0udfvb3julkigw3p0oh7kaqs.pdf>



NATIONALS PARK DIGITAL MEDIA NETWORK  
2,912 SF OF NETWORKED DIGITAL LED DISPLAYS

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