

Capital One[®] Arena

Hot chefs.
Hundreds
of dishes.
Nothing
boring.

CHEF
CREATED
MEALS.
DELIVERED
WEEKLY.

cookunity.com/DC

Hot chefs.
Hundreds
of dishes.
Nothing
boring.

CHEF
CREATED
MEALS.
DELIVERED
WEEKLY.

cookunity.com/DC

Capital One Arena

2.6 million

Fans attend events at
Capital One Arena each year.

9.9 million

Metro riders exit at the Gallery Place/
Chinatown Station on 7th Street each year.

4.1 million

Vehicles drive past the
Capital One Arena each year.

Massive Full-Motion Digitals!

Be the Center of Attention in Washington, DC!

Games, Concerts, Family Shows, and World-class Sporting Events.



www.CapitolOutdoor.com



Metro-level Full-Motion Digitals!

Two 50' x 24' double-sided, and one 21' x 5'

Need health insurance?

CareFirst. ChooseCareFirst.com

Need health insurance?

CareFirst. ChooseCareFirst.com

Need health insurance?

CareFirst. ChooseCareFirst.com

2.6 million

Fans attend events at Capital One Arena each year.

9.9 million

Metro riders exit at the Gallery Place/Chinatown Station on 7th Street each year.

4.1 million

Vehicles drive past the Capital One Arena each year.



www.CapitolOutdoor.com



MASSIVE FULL-MOTION DIGITALS on 7TH STREET **1,200 SF** **24' x 50'**

**BE WHERE THE GAMES
AND EVENTS ARE IN DC!**

Capital One Arena is the home of the Wizards(NBA), Capitals (NHL), Mystics (WNBA) and Georgetown Hoyas men's basketball team, and regularly hosts scores of special events including concerts, the Ringling Bros and Barnum & Bailey Circus, Disney On Ice, and NCAA college tournaments.

Since 1997, Capital One Arena has hosted nearly 3,000 events with 625 sellouts and attracted more than 35 million people to the neighborhood.



CI Marquee
24' x 43'

CI Marquee
24' x 43'

CI Marquee Exp
24' x 50'

Marquee Exp
24' x 50'

Metro Level 2' x 21' Front & Back on Each (2 Entrances)

Metro Level
5' x 21'

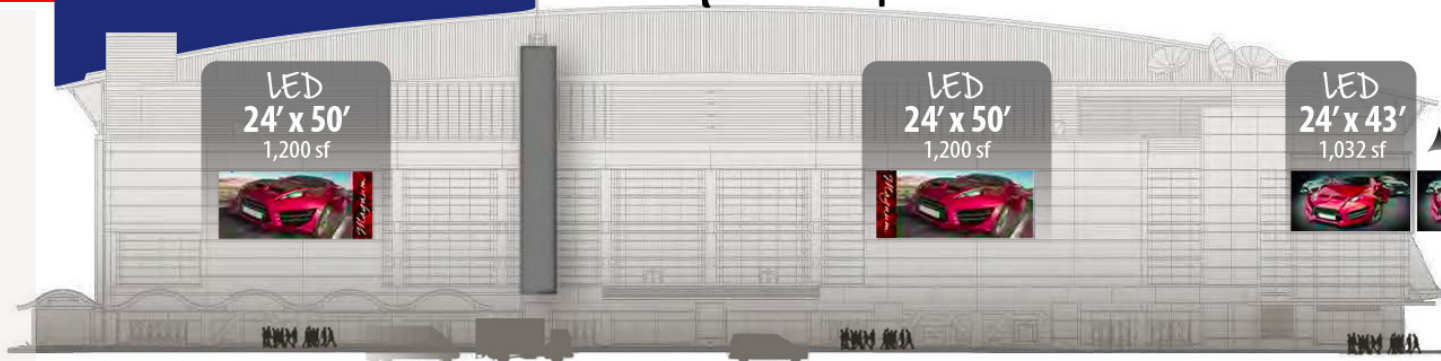
MASSIVE FULL-MOTION DIGITALS!

SPECS

Full-Motion Video!

Marquee Experience on 7th & F Street

Three enormous FULL-MOTION VIDEO LED'S facing West on 7th Street (two 24' x 50' LED's and one 24' x 43' LED), and a fourth 24' x 43' LED that wraps the corner, facing F Street.

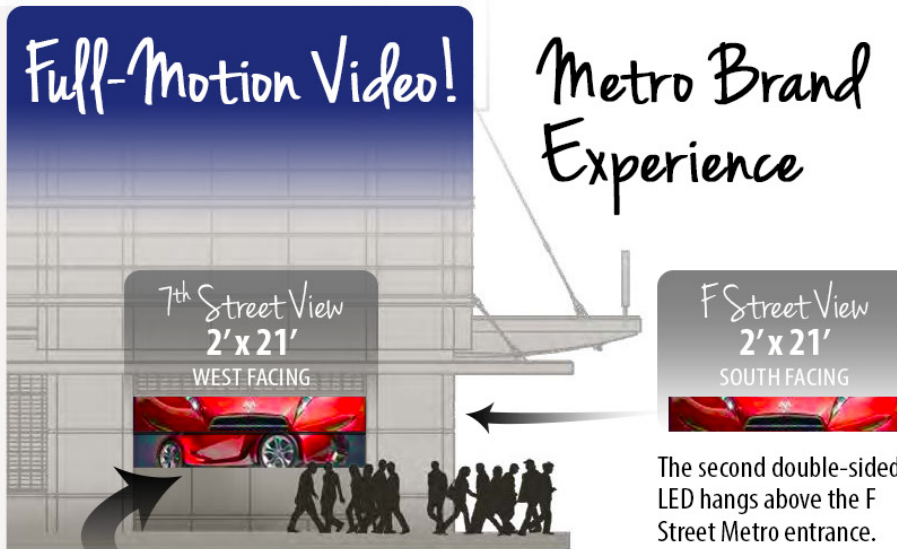


The fourth LED wraps around the corner above the Metro / is visible on F Street

Two 2' x 21' double-sided LED's, and one 5' x 21' wall-mounted LED. All signs are FULL-MOTION VIDEO capturing tremendous foot traffic coming in and out of the Gallery Place - Chinatown Metro Station, as well as excellent exposure to vehicular traffic at the busy corner of 7th & F Streets.

Full-Motion Video!

Metro Brand Experience



LED display on east wall

The second double-sided LED hangs above the F Street Metro entrance.



FULL-MOTION VIDEO!

SPECS

The screens can accept up to 3 creative messages.
All Full-Motion Video *MUST BE 15 seconds in length.*

Marquee Experience

- Full-Motion
- Live Stream Capabilities

Unit	Size	4-Week TAB Rating	Location
Display 1	24' x 50' - 1,200 sq ft	5,168,880 Impressions	7 th & G Street, NW
Display 2	24' x 50' - 1,200 sq ft		7 th & G Street, NW
Display 3	24' x 43' - 861 sq ft		Corner - 7 th & F Street, NW
Display 4	24' x 43' - 861 sq ft		Corner - 7 th & F Street, NW

Metro Experience

- (DOHH) Full-Motion
- Live Stream Capabilities

Metro 1	2' x 21' - 42 sq ft	3,139,440 Impressions	7 th Street, NW - Exterior
Metro 2	2' x 21' - 42 sq ft		F Street, NW - Exterior
Metro 3	2' x 21' - 42 sq ft		7 th Street, NW - Interior
Metro 4	2' x 21' - 42 sq ft		F Street, NW - Interior
Metro 5	5' x 21' - 105 sq ft		7 th & F Street, NW - Back Wall



This is for 3 minutes per hour, must be taken in 15 second spot increments, approximately 12 spots per rotation.

FULL-MOTION CREATIVE MESSAGES!



Capital One[®] Arena

Outdoor LED Displays

Content Creation Guidelines



GO WHERE THE PEOPLE ARE.



Capital One[®] Arena

The LED Displays
Locations



7TH STREET



F STREET



7TH STREET

F STREET

GO WHERE THE PEOPLE ARE.



Capital One[®] Arena

The LED Displays

Sizes

Display 1

720 px x 1,536 px
24' x 50' - 1,200 sf

Display 2

720 px x 1,536 px
24' x 50' - 1,200 sf

Corner

400 px x 1,536 px
24' x 86' - 1,722 sf

Metro Rear Wall

256 px x 1,056 px
5' x 21' - 105 sf

Metro 7th Exterior

90 px x 810 px
2' x 21' - 42 sf

Metro 7th Interior

96 px x 1,056 px
2' x 21' - 42 sf

Metro F Exterior

90 px x 810 px
2' x 21' - 42 sf

Metro F Interior

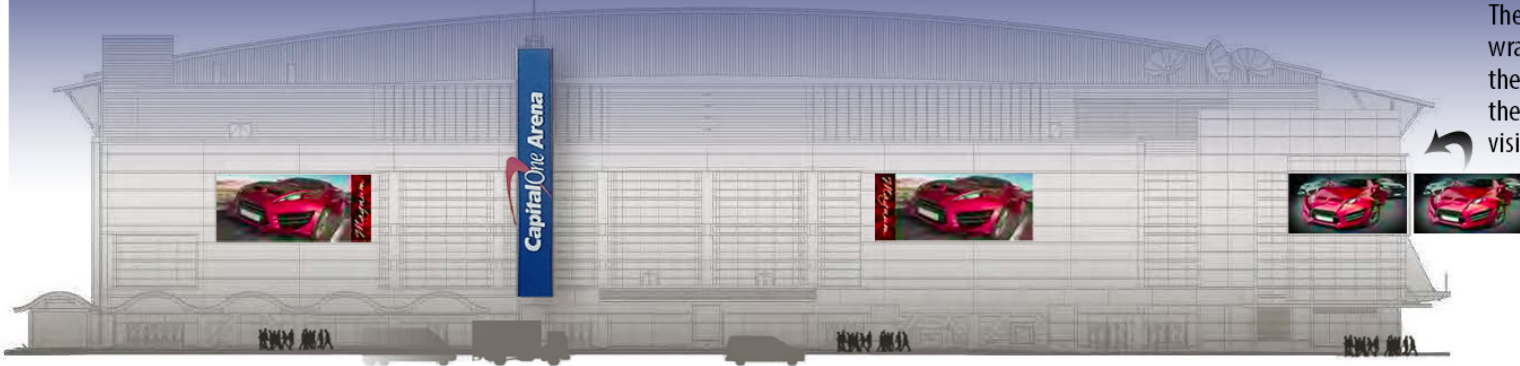
96 px x 1,056 px
2' x 21' - 42 sf

GO WHERE THE PEOPLE ARE.



www.CapitolOutdoor.com

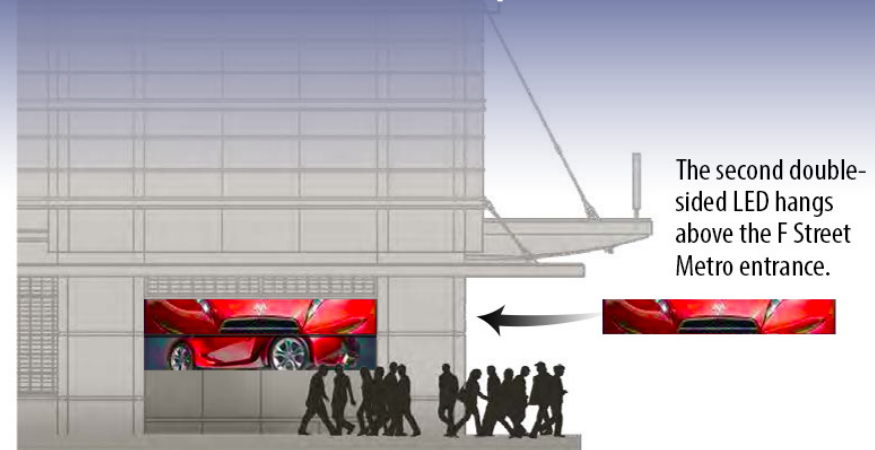
I. Marquee Experience on 7th & F Street



The fourth LED wraps around the corner above the Metro / is visible on F Street

Capital One[®]
Arena
Brand Immersion
Areas

II. Metro Brand Experience



The second double-sided LED hangs above the F Street Metro entrance.

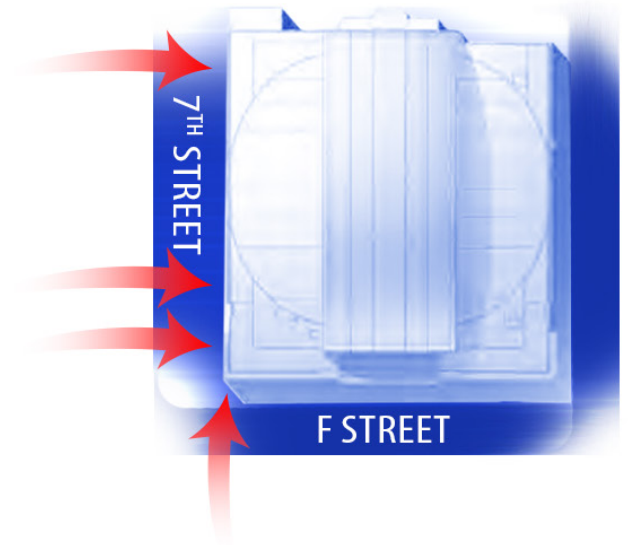
GO WHERE THE PEOPLE ARE.



Brand Immersion Areas

I. Branded Blockbuster

The **Branded Blockbuster** includes the main displays along 7th Street and the Corner displays facing the corner of 7th Street and F Street.



Display 1

720 px x 1,536 px
24' x 50' - 1,200 sf
Seam at 1,344 px



Capital One Arena

Display 2

720 px x 1,536 px
24' x 50' - 1,200 sf
Seam at 192 px



Corner

400 px x 1,536 px
24' x 86' - 1,722 sf
Seam at 768 px



The fourth LED wraps around the corner above the Metro / is visible on F Street

GO WHERE THE PEOPLE ARE.





7TH STREET
DISPLAYS

Brand Immersion Areas

I. Branded Blockbuster/Marquee Experience



VIEW FROM
THE CORNER OF
7TH & F STREET

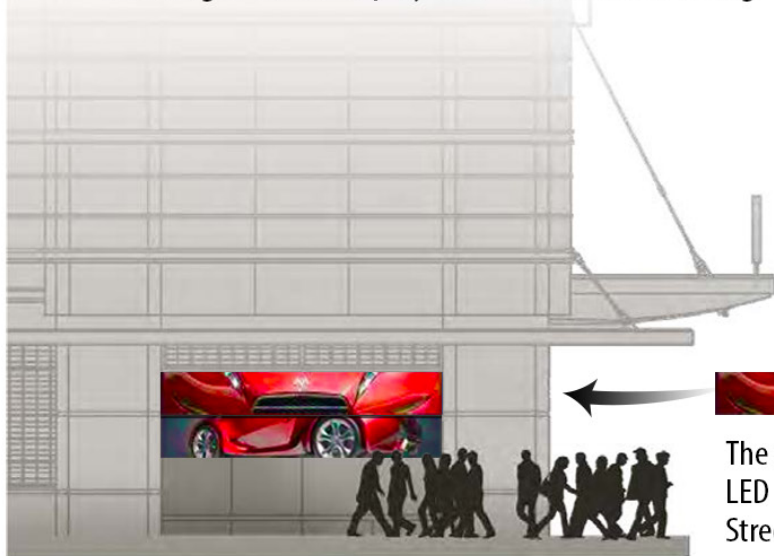
GO WHERE THE PEOPLE ARE.



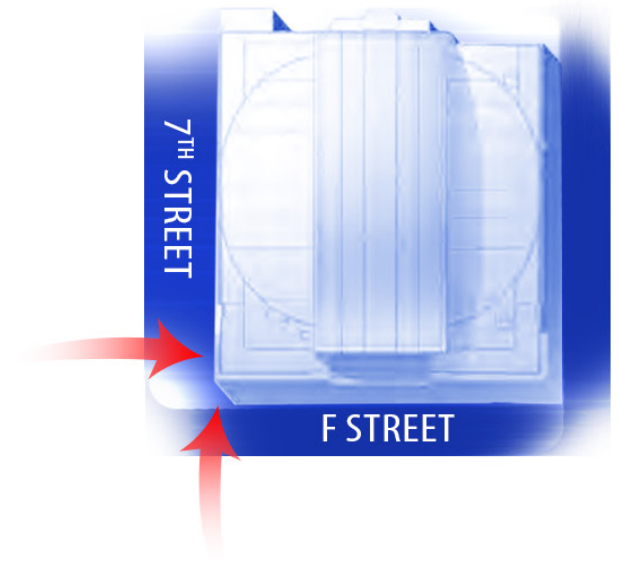
Brand Immersion Areas

II. Metro Brand Immersion Experience

The **Metro Brand Immersion** includes 5 LED displays at the Metro Entrance at 7th and F streets: 2 double-sided displays on the building perimeter and one single-sided display on the back west-facing wall.



The second double-sided LED hangs above the F Street Metro entrance.



Metro 7th Exterior
90 px x 810 px
2' x 21' - 42 sf

Metro 7th Interior
96 px x 1,056 px
2' x 21' - 42 sf

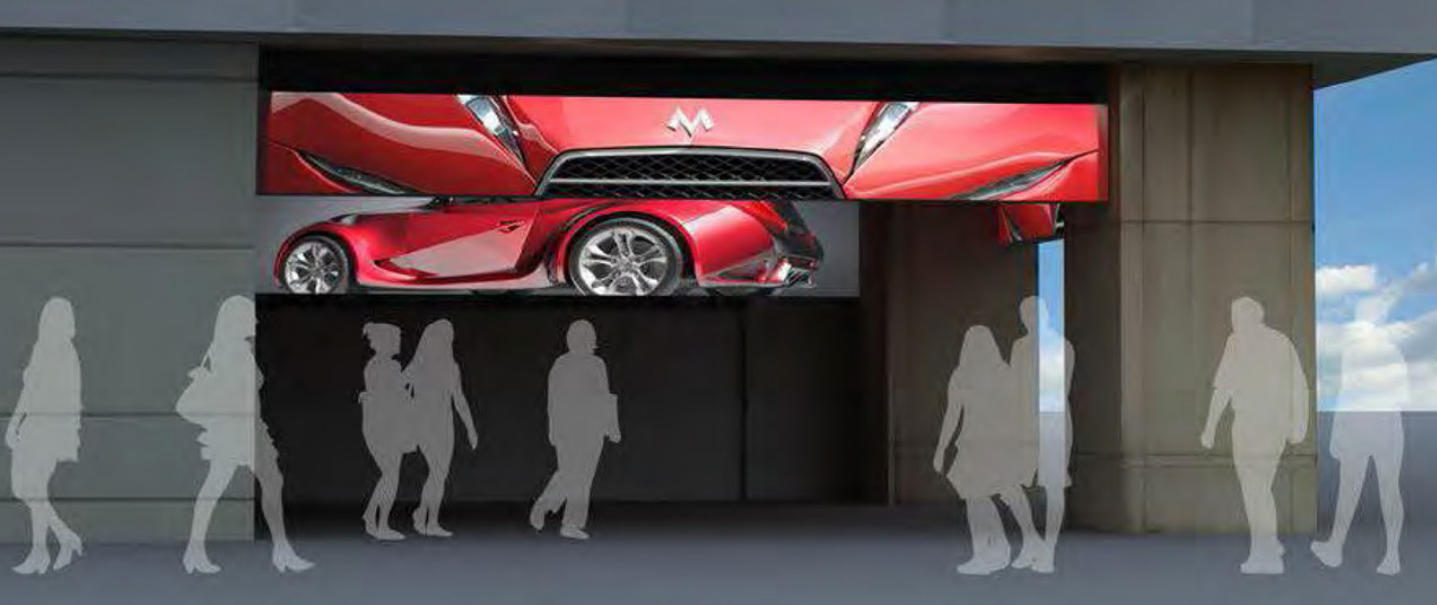
Metro Back Wall
256 px x 1,056 px
5' x 21' - 105 sf

Metro F Interior
96 px x 1,056 px
2' x 21' - 42 sf

Metro F Exterior
90 px x 810 px
2' x 21' - 42 sf

GO WHERE THE PEOPLE ARE.

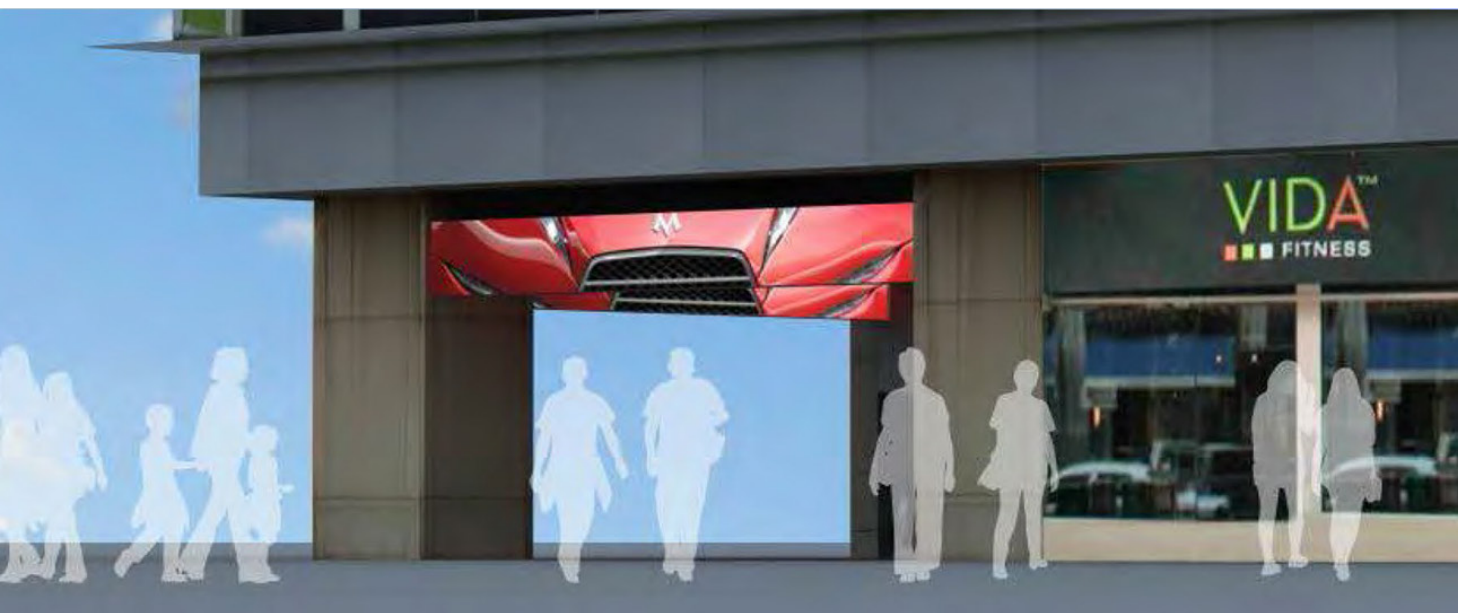




7TH STREET METRO
ENTRANCE APPROACH

Brand Immersion Areas

II. Metro Brand Immersion Experience

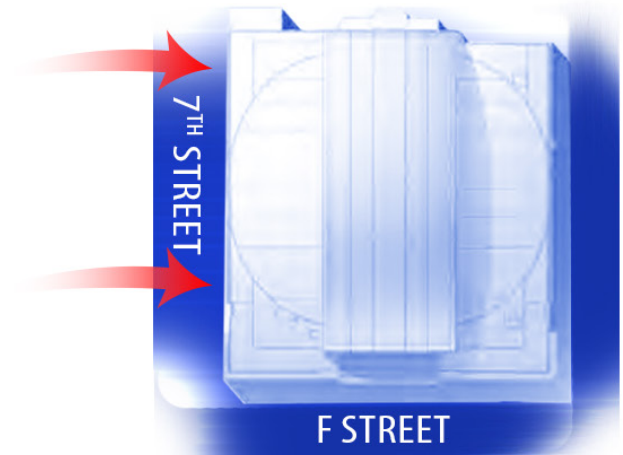


F STREET METRO
ENTRANCE APPROACH

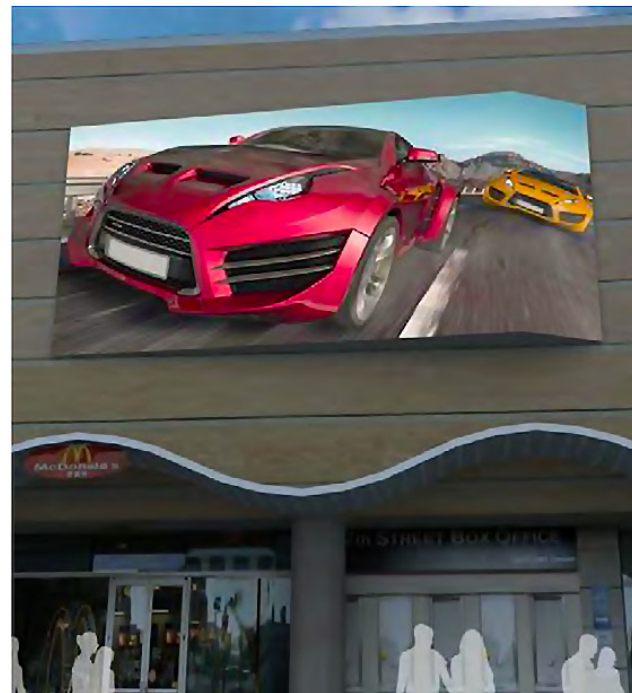
GO WHERE THE PEOPLE ARE.



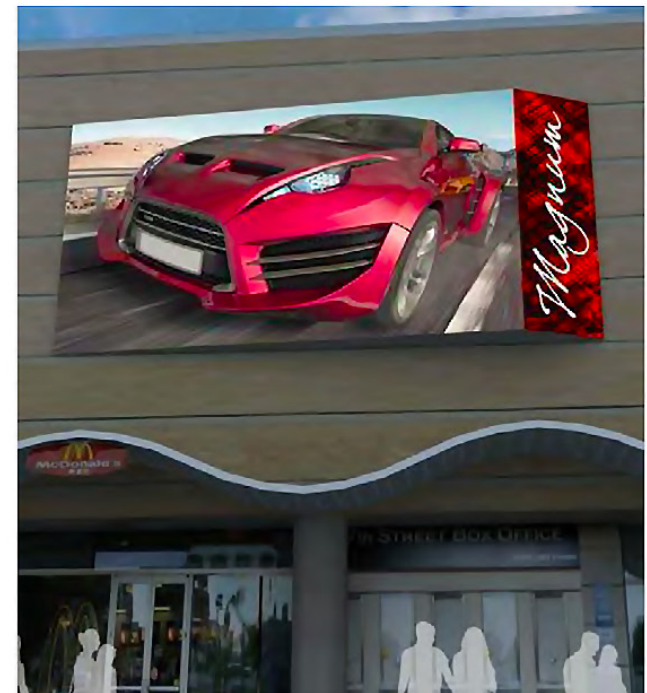
7th Street Displays Content Considerations



The **7th Street Displays** are designed with a subtle “V” shape to increase visibility in both directions along 7th Street. The resulting seam on the displays provides an opportunity to create split content, divided between the larger main screen and the smaller return screen. *Note that full-frame content will bend and appear distorted from certain angles at the seam on these displays.*



Full-frame Content
No seam acknowledgement



Split content
Acknowledging seam

GO WHERE THE PEOPLE ARE.





Corner LED Displays Content Considerations

The **Corner LED Displays** are constructed of transparent LED media, which results in a lower resolution than the other LED displays on the building. When creating content for these displays, use large, bold imagery and avoid small text (*keep text and logos above 80px in height*).



CORNER DISPLAYS



SAMPLE TRANSPARENT LED

The display shown to the left is showing different types of imagery on a 72 px tall section of the same transparent media used for the Corner LED Displays. As is illustrated, text and logos become pixelated at small sizes, but large imagery holds up well.

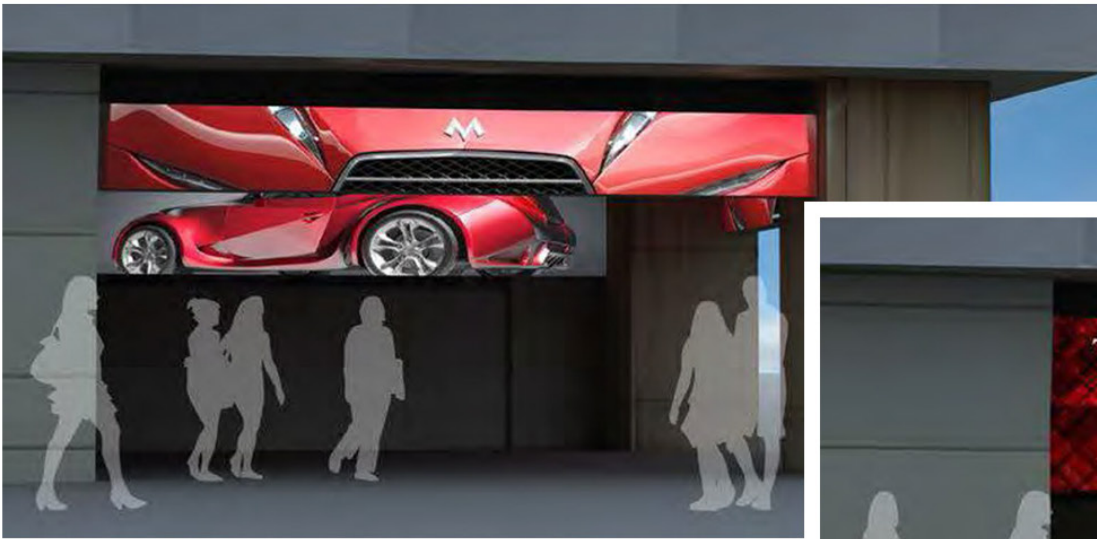
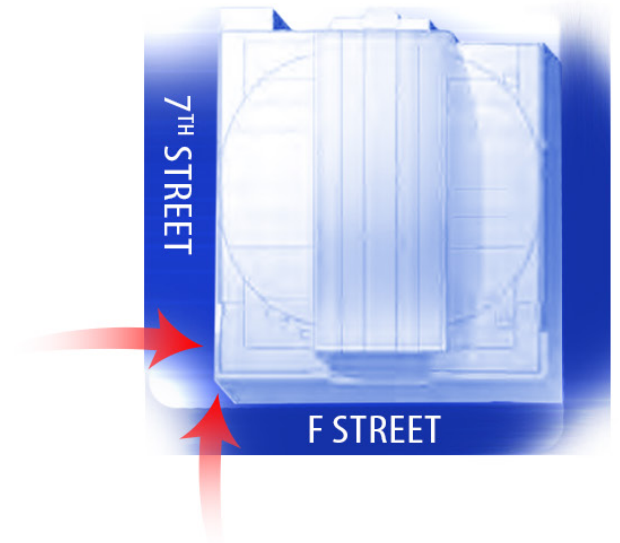
GO WHERE THE PEOPLE ARE.





Metro LED Displays

Content Considerations



The Metro LED Displays have long, landscape-oriented layouts and are optimally used to display unique horizontal image and video crops as well as banner messaging.

WEST-FACING METRO ENTRANCE (SHOWING METRO 7TH EXTERIOR, METRO F INTERIOR, AND METRO BACK WALL)

GO WHERE THE PEOPLE ARE.





CAPITOL OUTDOOR

CHRIS J. TAVLARIDES

 202.337.1839

 chris@capitoloutdoor.com • CapitolOutdoor.com



12/2022

GO WHERE THE PEOPLE ARE. 

