

DC DIGITAL WALLS SOUTH CAPITOL ST. EXPERIENCE

A DIGITAL WALL at NAT'S PARK

Facing Southwest at the corner of Potomac Avenue & South Capitol Street SE

Get dominant exposures on congested **South Capitol Street northbound** with backdrops to the **US CAPITOL**.

SPECS FOR STATIC FILES LED 10MM

DISPLAY	SIZE
Name	Height Width Area
Display A	36'8"H x 23'8"W 822 SF

RESOLUTION

Height	Width	<i>Full motion files can only be accepted one hour before events/during events and a half an hour after events.</i>
1080H px	x 684W px	

TAB ID - 30850060

IMPs – 174,559

CONTENT CREATION GUIDELINES

[Click Here for the DC – Wall – South Cap Digital Experience Production Guidelines](#)

Total 1-Week IMPs: **199,097**

Total 4-Week IMPs: **796,388**



DC Office: 202.337.1839

chris@capitoloutdoor.com

CapitolOutdoor.com



DC DIGITAL WALLS SOUTH CAPITOL ST. EXPERIENCE

B DIGITAL WALL at NAT's PARK

Facing North along South Capitol Street SE at P Street

Get dominant exposures on congested **South Capitol Street southbound** with backdrops to M Street SW and South Capitol Street.

SPECS FOR STATIC FILES LED 10MM

DISPLAY	SIZE		
Name	Height	Width	Area
Display B	23'8"H	x 18'8"W	410 SF

RESOLUTION

Height	Width	<i>Full motion files can only be accepted one hour before events/during events and a half an hour after events.</i>
684H px	x 540W px	

TAB ID - 30850064

IMPs – 162,969

CONTENT CREATION GUIDELINES

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✉ chris@capitoloutdoor.com

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DC DIGITAL WALLS SOUTH CAPITOL ST. EXPERIENCE

C DIGITAL WALL at NAT's PARK

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

Elevate above First Street and Half Street
with these prominent ad displays bookended
to capture east bound and west bound traffic.

SPECS FOR STATIC FILES LED 10MM

DISPLAY	SIZE		
Name	Height	Width	Area
Display C	15'8"H	x 23'8"W	301 SF

RESOLUTION

Height	Width
396H px	x 684W px

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

TAB ID - 30850065

IMPs - 113,987

CONTENT CREATION GUIDELINES

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DC DIGITAL WALLS SOUTH CAPITOL ST. EXPERIENCE

D DIGITAL WALL at NAT's PARK

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

Elevate above First Street and Half Street with these prominent ad displays bookended to capture east bound and west bound traffic.

SPECS FOR STATIC FILES LED 10MM

DISPLAY	SIZE		
Name	Height	Width	Area
Display D	26'8"H	x 23'8"W	603 SF

RESOLUTION

Height	Width	
792H px	x 684W px	<i>Full motion files can only be accepted one hour before events/during events and a half an hour after events.</i>

TAB ID - 30850066

IMPs - 136,011

CONTENT CREATION GUIDELINES

[Click Here for the DC - Wall - South Cap Digital Experience Production Guidelines](#)



DC DIGITAL WALLS SOUTH CAPITOL ST. EXPERIENCE

E DIGITAL WALL at NAT'S PARK

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

Reach both vehicular and pedestrian traffic at the rear entrance to Nats Park on Half Street.

SPECS FOR STATIC FILES LED 10MM

DISPLAY	SIZE		
Name	Height	Width	Area
Display E	30'H	x 20'W	575 SF

RESOLUTION

Height	Width	
900H px	x 576W px	

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

TAB ID - 30850067

IMPs – 208,862

CONTENT CREATION GUIDELINES

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DC - SOUTH CAPITOL ST. EXPERIENCE



**2,912 SF OF NETWORKED
DIGITAL LED DISPLAYS**

3 Minutes per Hour /

18 Hours Day / per 4 Weeks in

15 Second Increments on All 5 Screens

3 Creatives Max

CONTENT CREATION GUIDELINES

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