



# SHANKLIN MEDIA BALTIMORE

## DOWNTOWN DIGITAL SPECTACULAR

Sales information: Will Shanklin - 410-979-0147 [advertising@ledbaltimore.com](mailto:advertising@ledbaltimore.com)



This giant Digital Spectacular is a one-of-a-kind impactful outdoor advertising display that sits in the heart of downtown Baltimore and looms over the entire city. This is truly a landmark location and will immediately associate any advertiser directly with the city of Baltimore. It's the largest digital sign in the entire Mid-Atlantic region as there is no larger digital sign between NYC and Atlanta. It's located directly next to Baltimore's Penn Station, a major East Coast transportation hub, and can be seen from multiple angles and approaches throughout the area, including the train station itself.

This digital spectacular serves as the entryway to the Baltimore Arts District and leads directly into the business district. This vibrant area is home to theaters, opera houses, restaurants and many local attractions. It is blocks away from major universities including Johns Hopkins, Loyola University, University of Baltimore and the Maryland Institute of Art. It is just 1.5 miles from the Inner Harbor and sports stadiums and serves as a direct feeder to Interstate 83, a major highway.

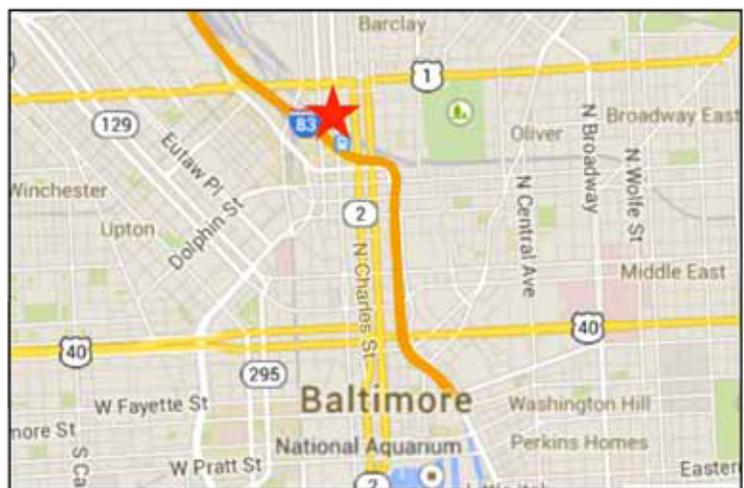
What is more unique about this digital spectacular is its affiliation with the City of Baltimore and the Baltimore Office of Promotions and Arts (BOPA). The backside of the sign is used to display local artists' work, so any marketer would be directly supporting the arts, education and business communities of Baltimore. This affiliation also allows the sign to serve as a back-drop to many city events and festivals that draw hundreds of thousands of people to the area. These unique features open up many creative uses and possibilities, including interactive campaigns.



Size: 52' X 42'  
DEC: 38.920  
Facing: South  
Latitude: 39.308955  
Longitude: -76.616552

**BILLBOARD ADDRESS:  
1700 NORTH CHARLES ST.  
BALTIMORE, MD 21201**

**Sales information:  
Will Shanklin - 410-979-0147  
advertising@ledbaltimore.com**



**Shanklin Media is proud to announce that Liquid Outdoor is the exclusive sales team for The Baltimore LED Art Billboard.**