

Circa LA

Photo Sheet



The Most Spectacular Media Platform in LA.

The largest hi-res outdoor LED platform on the West Coast, the 24,000 sq ft project was designed to cover 270° that ensured simultaneous views from multiple high traffic street viewpoints, as well as clear visibility for audiences within the famed Crypto.com Arena.

P18+ 4-WEEK IMPRESSIONS

17,384,591

FEATURES

- Located near LA Live and Crypto.com Arena—Downtown LA's most vibrant and heavily trafficked neighborhood.
- Over 18,000 square feet of signage on 12 Street & Figueroa
- Close to 6,000 square feet of static display on Flower & 12th Street
- 10mm pitch high resolution full motion digital wall
- Live 6 am - 3 am / 7 days per week

CAPABILITIES

- Geofencing
- Social media integration
- RSS feeds
- Interactive capabilities
- AR and VR capabilities

NOTES

- 15 seconds per spot, 10 spots, 150 second loop = 10% SOV
- All space subject to availability
- Creative content subject to approval
- 90-day cancellation

SPECIFICATIONS

DIMENSION

121'-3" W × 65'-4" H

DISPLAY RESOLUTION

3696 × 1992

CONTENT TYPE

Digital HD, Full Motion & Static Creative

LATITUDE & LONGITUDE

34.041600, -118.266500

MORE INFO

- [LINK TO DISPLAY SPEC](#)
- [LINK TO VIDEO + POP](#)
- [LINK TO GOOGLE STREET VIEW](#)

