



Kurve LA

Photo Sheet



elevate
how you
hydrate



smartwater
alkaline with antioxidant

Hoover St

Kurve LA

MARKET

Los Angeles

ADDRESS

Wilshire Blvd and S Hoover Street

geopath audited

An Activated Destination for Iconic Media Advertising.

Enriching the area's dense mix of historic buildings and contemporary complexes with innovative and vivid advertising opportunities, the unique digital displays at Kurve LA place brands at the forefront of one of Los Angeles's busiest districts, and elevate the location into a premiere residential destination

A18+ 4-WEEK IMPRESSIONS
5,106,196

FEATURES

- Heavily traveled corridor of Mid-City connecting Downtown LA with affluent residential & commercial districts to the west
- 2,166 total square feet
- 8mm pitch high resolution static digital wall
- Live 6 am - 2 am / 7 days per week

CAPABILITIES

- Geofencing
- Social media integration
- RSS feeds
- Onsite interactive consumer sales showroom

NOTES

- 8 seconds per spot, 8 spots, 64 second loop = 12.5% SOV
- Direct category separation by at least one spot
- All space subject to availability
- Creative content subject to approval
- 60-day cancellation

SPECIFICATIONS

DIMENSION

Hero: 55'-10.8" H x 18'-10.8" W

Banner x4: 37'-9.5" H x 7'-4.3" W

DISPLAY RESOLUTION

720 x 2130

CONTENT TYPE

Digital HD, Static Creative

LATITUDE & LONGITUDE

34.061642, -118.284509

MORE INFO

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

