

Melrose Crossing

Photo Sheet



Melrose Crossing

MARKET

Los Angeles

ADDRESS

Melrose Ave and N Spaulding Ave

geopath audited

A Digitally-Driven Space
for Luxury Retail
Activation

Melrose Crossing's 400 sq ft curved exterior media display complements the building's primary corner with a dynamic integrated facade, while a 600 sq ft immersive interior display measuring creates limitless opportunity for pop-ups, activations, and takeovers from brands and artists alike.

**A18+ 4-WEEK
IMPRESSIONS**

2,922,940

FEATURES

- West Hollywood location which effectively reaches West Los Angeles communities and commuters along famed Melrose Avenue, near shopping and dining districts
- Exterior Screen: 444 square feet
- Interior Screen: 600 square feet
- 8mm pitch high resolution static digital exterior
- 2.6mm pitch high resolution full motion interior
- Live 6 am - 2 am / 7 days per week

CAPABILITIES

- Geofencing
- Social media integration
- RSS feeds
- Interior and exterior screen synchronization available
- Onsite interactive consumer sales showroom

NOTES

- 32 seconds per spot, 2 spots, 64 second loop = 50% SOV
- 64 seconds in a rotation
- All space subject to availability
- Creative content subject to approval
- 60-day cancellation

SPECIFICATIONS

DIMENSION

Exterior: 25'-2" H x 17'-8" W

Interior: 12'-11"H x 45'-11" W

DISPLAY RESOLUTION

Exterior: 896 x 1280

Interior: 5376 x 1512

CONTENT TYPE

Exterior: Digital HD, Static Creative

Interior: Digital HD, Full Motion Creative

LATITUDE & LONGITUDE

34.08386, -118.357288

MORE INFO

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

