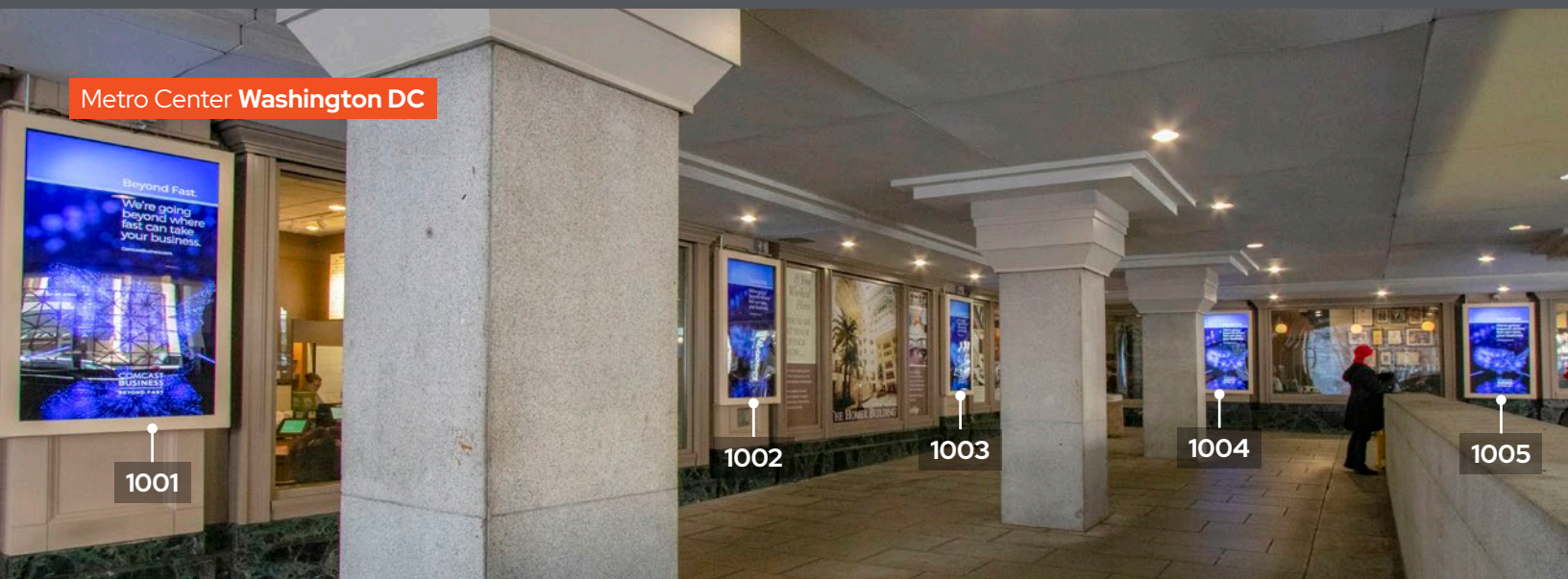


- F** Friendship Heights | DC 1015, DC 1016
- I** I Street/ McPherson | DC 1013, DC 1014
- M** Metro Center (G St & 13th) | DC 1001-05
- M** Metro Center (G St & 11th) | DC 1007-08, DC 1010
- L** L'enfant Plaza | DC 1011, DC 1012

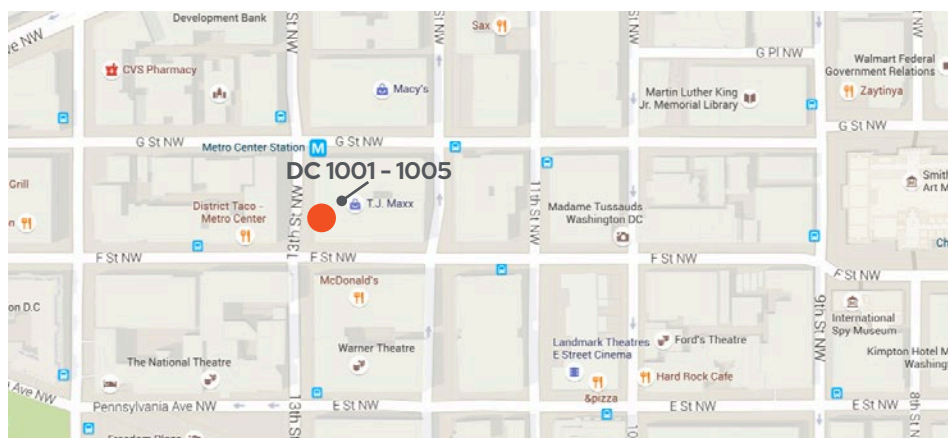
DESTINATION DESCRIPTION

Branded Cities' digital offering in the heart of Washington D.C. is a mix of large and medium format digital screens surrounding key Metro stations, ready to target the right audience at the right time. The D.C. Digital Network offers a network of 14 screens, all capable of delivering full motion and dynamic creative.



BC UNIT ID: DC 1001-1005
 LOCATION: G St Nw & 13th St NW
 SIZE (5 LCD'S): 66" H X 37.8" W
 FORMAT: Digital
 FACING: North and South
 LAT: 38.897810
 LONG: -77.029220

DC Digital Network Spec Sheet

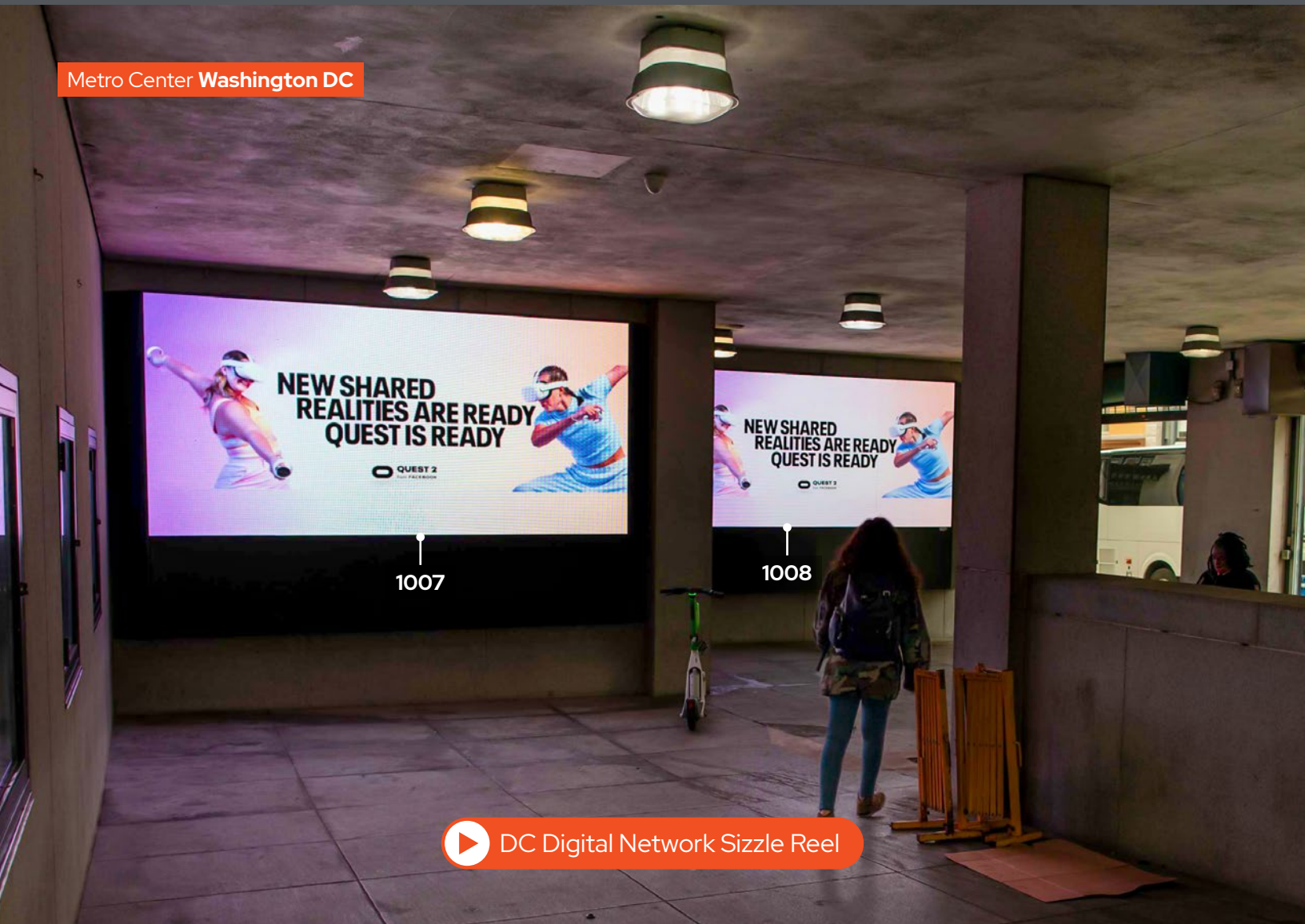


DESTINATION DESCRIPTION

Located within blocks of Chinatown, the Capital One Arena and several tourist destinations, this Metro Center Station signage reaches residents, visitors, key influencers and decision makers in Washington, DC and is steps from the National Portrait Gallery. In addition to being in the epicenter of the Metro system, the neighborhood includes several museums, nightlife, restaurants and hotels.

Hours of Operation: M-TH: 5am - 11:30pm (18.5 hours); Fr: 5am - 1am (20 hours); Sa: 7am - 1am (18 hours), Su 8am - 11pm (15 hours)

Metro Center Washington DC



▶ DC Digital Network Sizzle Reel

BC UNIT ID: DC 1007 & 1008

LOCATION: 11th St NW & G St NW

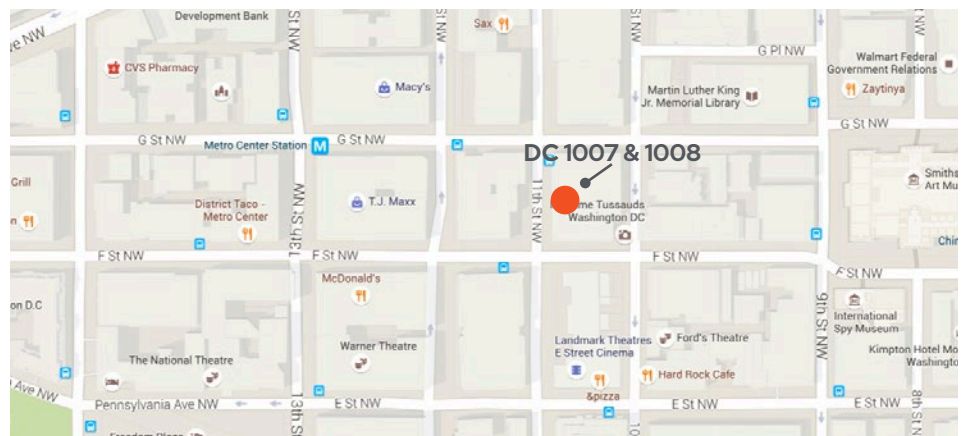
SIZE (2 DISPLAYS): 6' 6" H X 13' 9" W

FORMAT: Digital

FACING: North

LAT: 38.898255

LONG: -77.026821



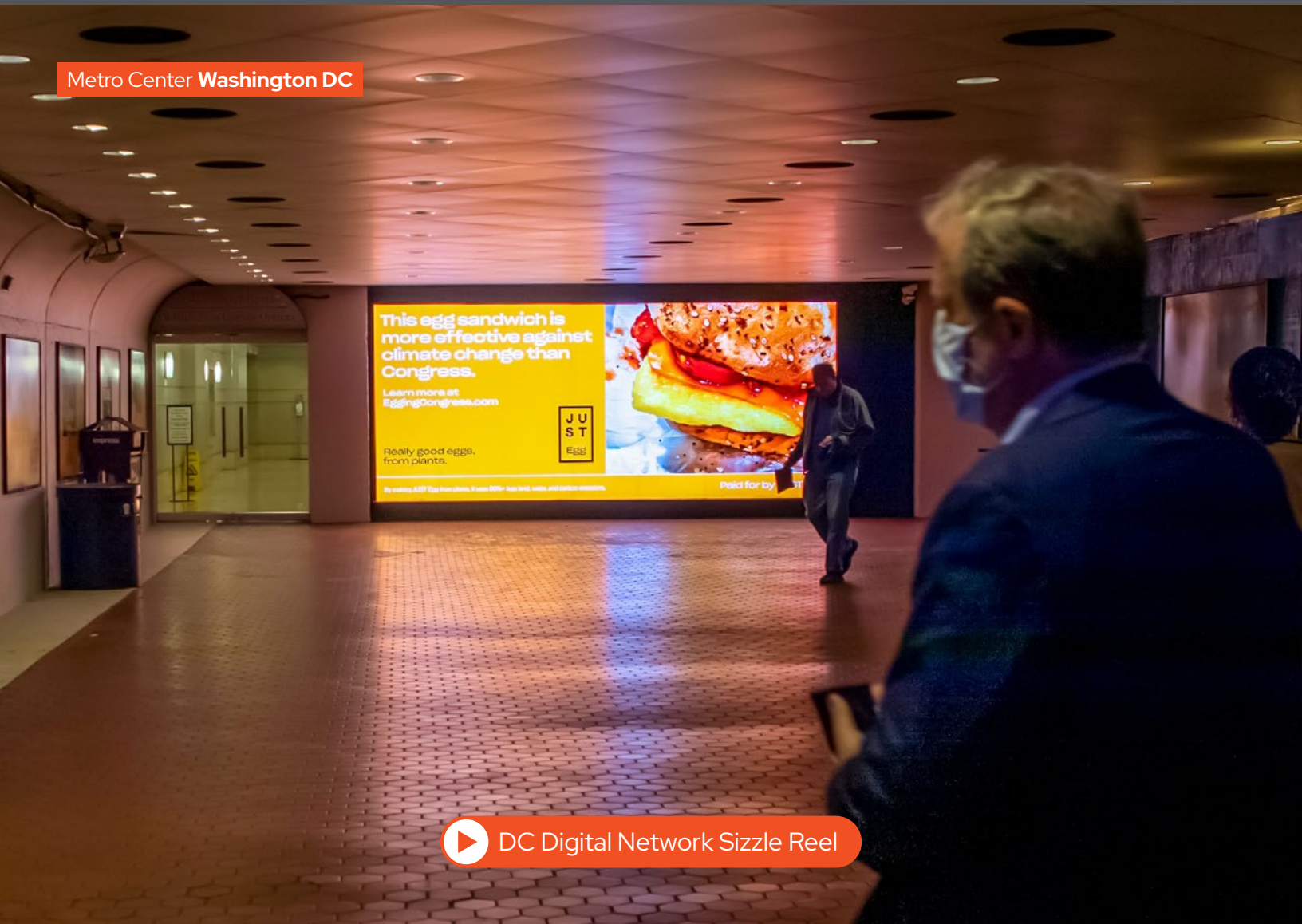
DC Digital Network Spec Sheet

DESTINATION DESCRIPTION

Located within blocks of Chinatown, the Capital One Arena and several tourist destinations, this Metro Center Station signage reaches residents, visitors, key influencers and decision makers in Washington, DC and is steps from the National Portrait Gallery. In addition to being in the epicenter of the Metro system, the neighborhood includes several museums, nightlife, restaurants and hotels.

Hours of Operation: M-TH: 5am - 11:30pm (18.5 hours); Fr: 5am - 1am (20 hours); Sa: 7am - 1am (18 hours), Su 8am - 11pm (15 hours)

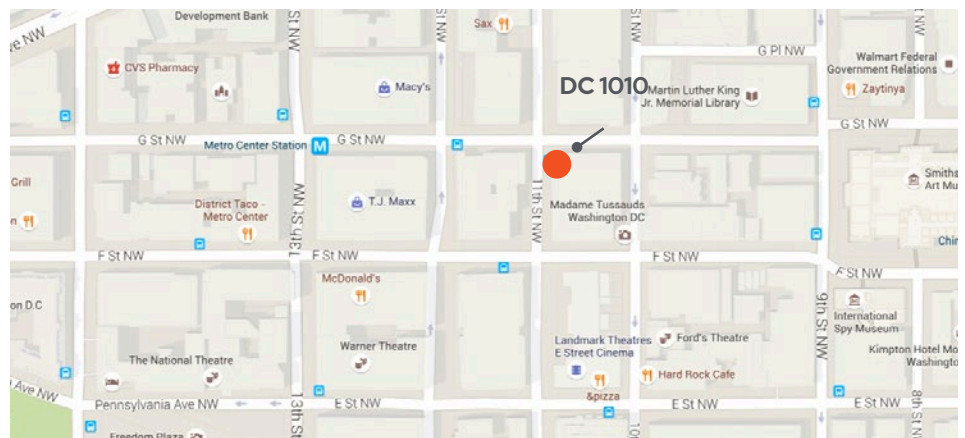
Metro Center Washington DC



▶ DC Digital Network Sizzle Reel

BC UNIT ID: DC 1010
 LOCATION: 11th St NW & G St NW
 SIZE: 7' 10.5" H X 18' 4" W
 FORMAT: Digital
 FACING: West
 LAT: 38.898255
 LONG: -77.026821

DC Digital Network Spec Sheet



DESTINATION DESCRIPTION

Located within blocks of Chinatown, the Capital One Arena and several tourist destinations, this Metro Center Station signage reaches residents, visitors, key influencers and decision makers in Washington, DC and is steps from the National Portrait Gallery. In addition to being in the epicenter of the Metro system, the neighborhood includes several museums, nightlife, restaurants and hotels.

Hours of Operation: M-TH: 5am - 11:30pm (18.5 hours); Fr: 5am - 1am (20 hours); Sa: 7am - 1am (18 hours), Su 8am - 11pm (15 hours)

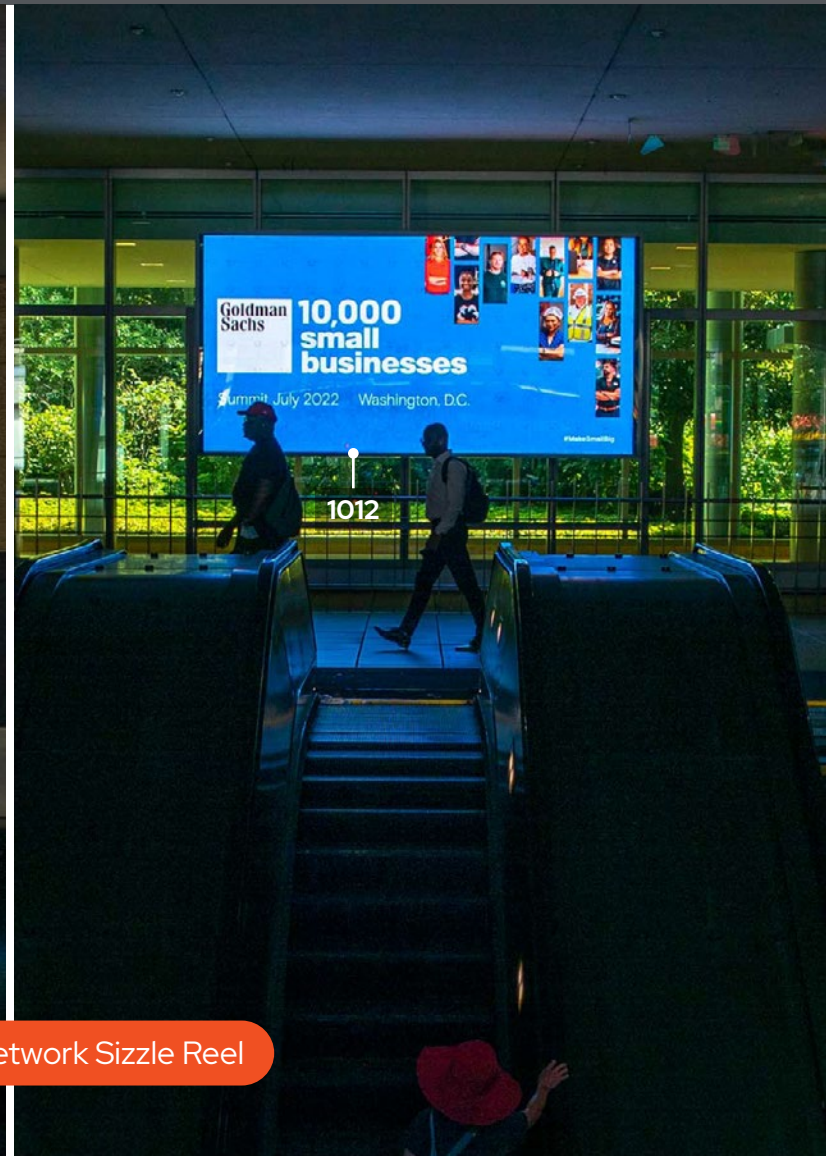
L'Enfant Plaza Washington DC



1011



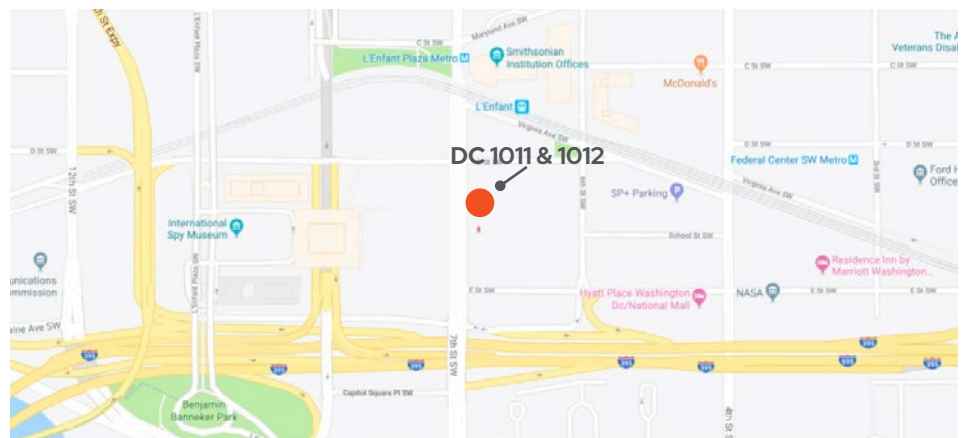
DC Digital Network Sizzle Reel



1012

BC UNIT ID: DC 1011 & 1012
 LOCATION: 400 7th Street
 SIZE (2 DISPLAYS): 6' H X 12' W
 FORMAT: Digital
 FACING: 1011 South / 1012 North
 LAT: 38.88394
 LONG: -77.02157

DC Digital Network Spec Sheet

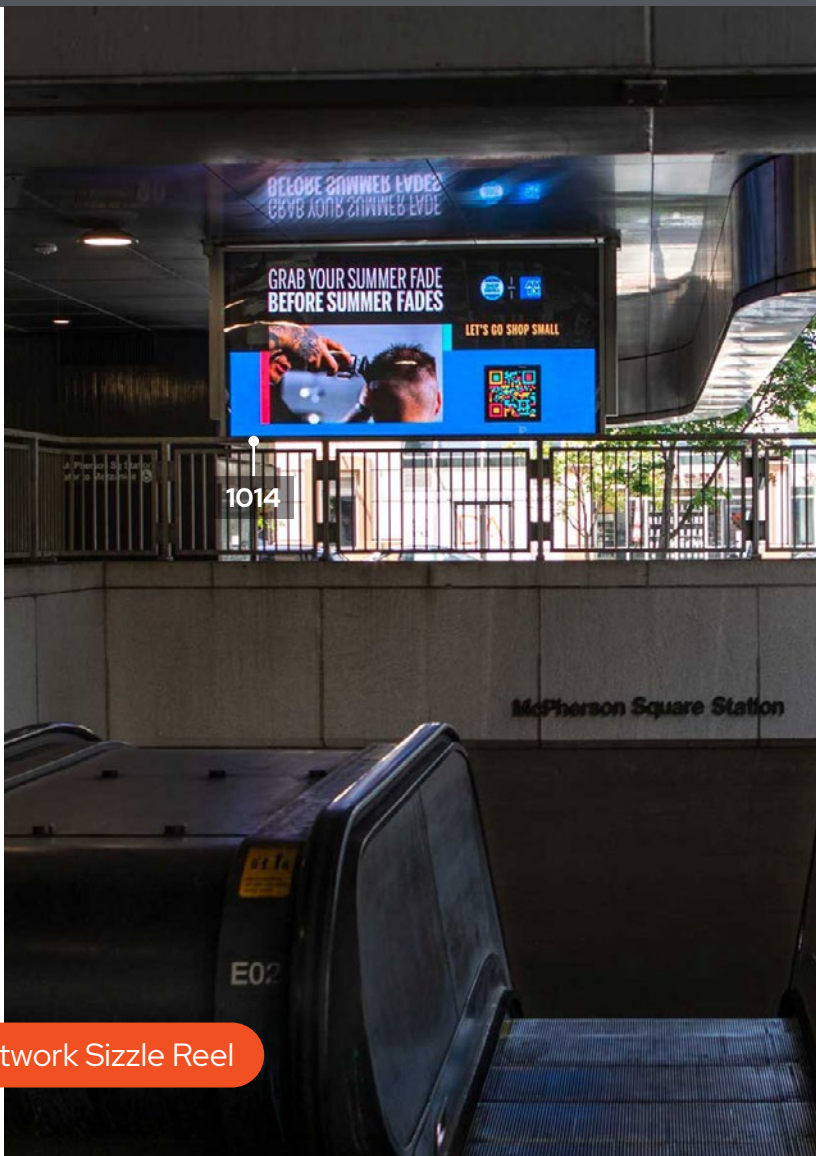


DESTINATION DESCRIPTION

Located in Washington D.C.'s Southwest Financial Center, these two large-format and full-motion digital units are key for targeting members of Congress, government workers, affluent Virginian's making use of the Virginia Rail Express and a growing Hip & Trendy audience drawn to the area's Wharf district. Points of interest in the area include the Spy Museum, the National Mall, key Federal agencies such as the Department of Education, Department of Energy, Homeland Security and the Federal Aviation Administration.

Hours of Operation: M-TH: 5am - 11:30pm (18.5 hours); Fr: 5am - 1am (20 hours); Sa: 7am - 1am (18 hours), Su 8am - 11pm (15 hours)

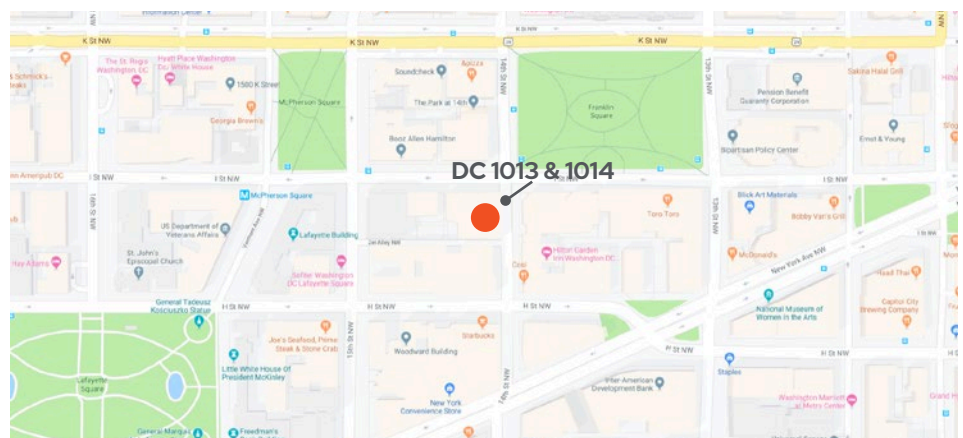
I Street - McPherson Square Washington DC



▶ DC Digital Network Sizzle Reel

BC UNIT ID: DC 1013 & 1014
 LOCATION: 1400 I Street
 SIZE (2 DISPLAYS): 5' H X 10' W
 FORMAT: Digital
 FACING: 1013 North / 1014 South
 LAT: 38.90101
 LONG: -77.03238

DC Digital Network Spec Sheet



DESTINATION DESCRIPTION

Two digital displays in Washington D.C.'s central business district are just steps from The White House and the Department of the Treasury. These Downtown D.C. units profile to a business-oriented audience as well as upper-middle class families from surrounding and affluent suburbs of Arlington and Fairfax who use the McPherson Square Station as a transfer point.

Hours of Operation: M-TH: 5am - 11:30pm (18.5 hours); Fr: 5am - 1am (20 hours); Sa: 7am - 1am (18 hours), Su 8am - 11pm (15 hours)

Friendship Heights Washington DC



1015



DC Digital Network Sizzle Reel



1016



BC UNIT ID: DC 1015 & 1016

LOCATION: 2 Wisconsin Circle

 SIZE (2 DISPLAYS): 1015: 5' H X 10' W
 1016: 6' H X 12' W

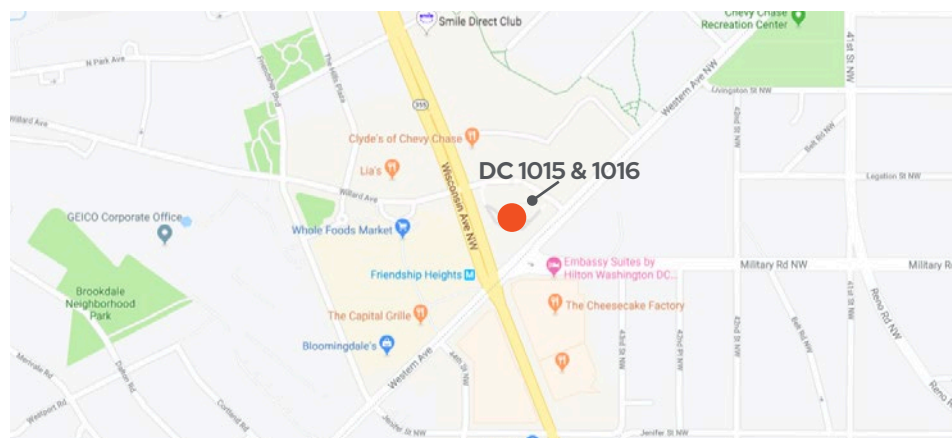
FORMAT: DIGITAL

FACING: 1015 South / 1016 North

LAT: 38.96164

LONG: -77.08537

DC Digital Network Spec Sheet



DESTINATION DESCRIPTION

Friendship Heights is a high-end urban commercial and residential neighborhood in northwest Washington D.C. Branded Cities' two high impact digital units at this location serve affluent and younger families who come to shop at the upscale retail offerings in the area. Current points of interest include the Shops at Wisconsin Place, Whole Foods, Geico's Corporate Headquarters, Bloomingdales and Saks Fifth Avenue.

Hours of Operation: M-TH: 5am - 11:30pm (18.5 hours); Fr: 5am - 1am (20 hours); Sa: 7am - 1am (18 hours), Su 8am - 11pm (15 hours)