

TAMPA BAY



DIGITAL MEDIA GROUP

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Tampa Bay Digital Media was founded in 2024 by Cedric Powell and Dante Moss. With roots in the Tampa Bay we are excited to offer the opportunity to advertise to the thousands of individuals the staples of the Tampa Bay Community such as the Florida Aquarium, Straz Center, Busch Gardens, USF and many more.

Cedric Powell purchased his office building in Downtown Tampa in 2019 because he saw the potential Downtown Tampa had and predicted the explosion in economic growth in the coming years. Centrally located in Downtown Tampa and less than a mile away from Amalie Arena we had the vision to offer an economical and strategic advertising opportunity to members of the Tampa Bay community



Cedric Powell, Founder & CEO



Why Advertise With Us?

Tampa Bay Digital Media is 1 of 2 digital billboard opportunities available in Downtown Tampa where you can be at the center of the exploding population.

Tampa's 3.3 Million Population

“Tampa Bay is the fastest growing city in Florida!”

Tampa-St. Petersburg-Clearwater, FL Metro Area

Core Based Statistical Area in: [United States](#)

3,290,730

Population

2,515.7 square miles

1,308.1 people per square mile

Census data: ACS 2022 1-year unless noted

.5 Miles Away From Amalie Arena

“The Amalie Arena hosts over 150 events each year!”

19.7K

Seats for NHL games

20.5K

Seats for basketball
games

21.5K

Seats for concerts and
center stage events



Unique Advantage

Advertising directly in downtown Tampa provides unique and unparalleled advantages over advertising in the broader Tampa Bay Area.

Unlike the larger Tampa Bay Area, advertising in downtown ensures exposure to a vibrant mix of professionals, young adults, and visitors attracted by the proximity to cultural landmarks like the Amalie Arena, Tampa Riverwalk, and Water Street Tampa.



16K

Downtown Tampa Urban Center Population

Downtown Tampa, a thriving urban center with a daily influx of thousands of commuters and tourists, offers advertisers a concentrated and diverse audience.

Daily Exposure

Downtown Tampa boasts a high concentration of white-collar workers and entrepreneurs, as well as affluent residents with an average household income of \$118,657. This concentrated audience is more likely to notice and act upon billboard advertisements.

25K – 50K

Vehicles Passing DMG Billboard Daily

Downtown Tampa hosts significant pedestrian traffic, particularly during events, advertisers benefit from prime visibility and immediate engagement.





TAMPA BAY

DWG

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Our Audience

Advertising in downtown Tampa provides advertisers with a strategic advantage, reaching an audience that is diverse, affluent, and ready to engage with dynamic, high-impact advertising messages.

Downtown Tampa's Demographics



Population by Gender

Male – 53%
Female -47%

White Collar Employee:

93%



Median Age & Income

Age – 34
Income - \$82,755

Households w/o Children

87%



Income

Median \$82,755
Average-\$118,657

College Degree:

66%

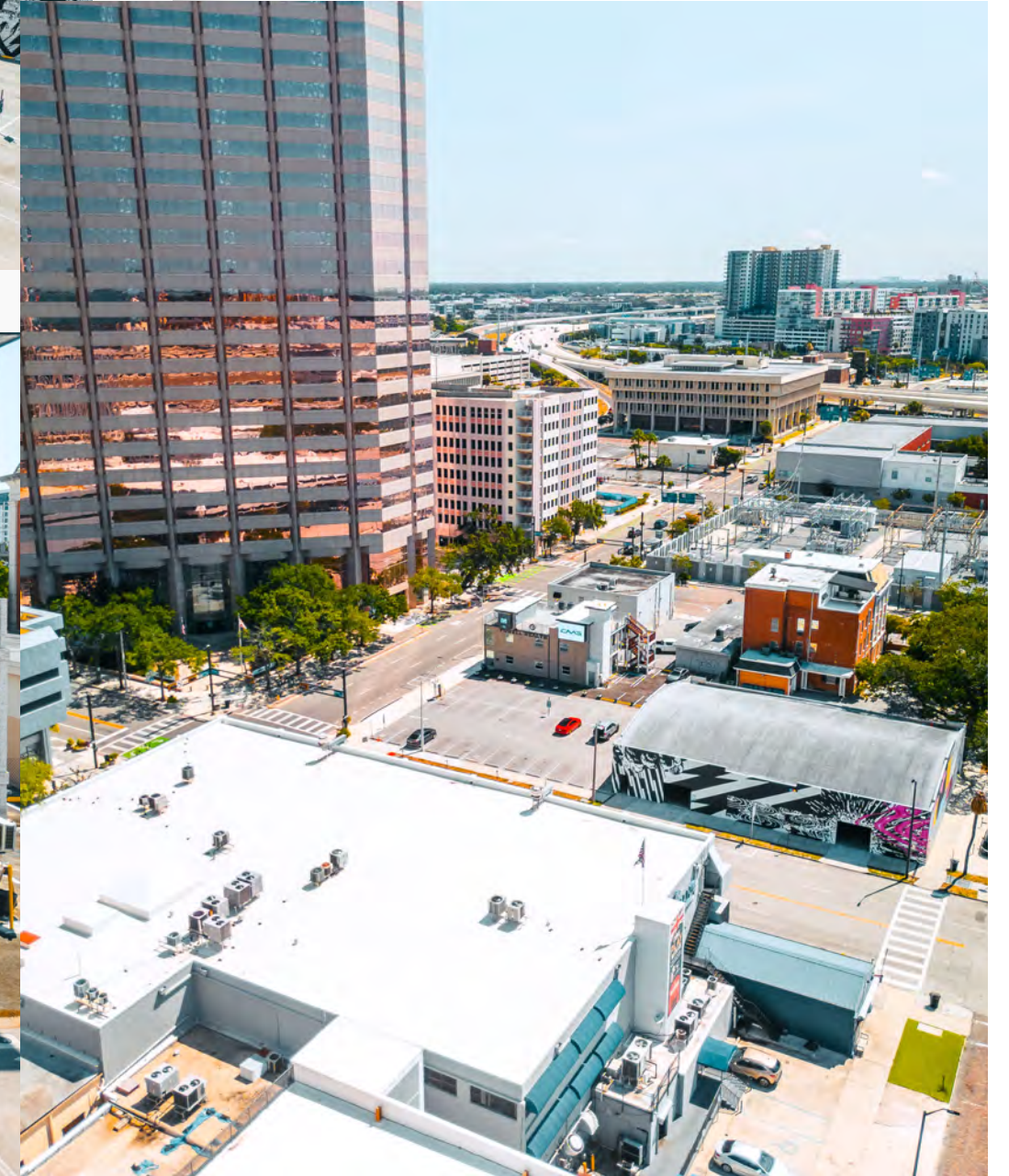


Family Households

12% With Kids
88% Without Kids

Individual Households:

66%



Our Billboards

- Digital LED Billboards located in Downtown Tampa
- Digital Billboard 1 (4'x8')
- Digital Billboard 2 (8'x8')
- Spot Length- 8 seconds



Pricing & Advertising Packages

4x8 Billboard

WEEKLY
\$120

Full Color

Static Graphic or Video Ad

8-Second Ad Display

Displayed: 7am-10pm

AVAILABLE

MONTHLY
\$499

Full Color

Static Graphic or Video Ad

8-Second Ad Display

Displayed: 7am-10pm

SAVE \$10

ANNUALLY
\$5900

Full Color

Static Graphic or Video Ad

8-Second Ad Display

Displayed: 7am-10pm

SAVE \$88

Pricing & Advertising Packages

8x8 Billboard

WEEKLY
\$178

Full Color

Static Graphic or Video Ad

8-Second Ad Display

Displayed: 7am-10pm

AVAILABLE

MONTHLY
\$699

Full Color

Static Graphic or Video Ad

8-Second Ad Display

Displayed: 7am-10pm

SAVE \$13

ANNUALLY
\$8300

Full Color

Static Graphic or Video Ad

8-Second Ad Display

Displayed: 7am-10pm

SAVE \$88

Ad Enhancements

Make Your Ads POP!

Digital Ad Designs

- Full Color
- Static Graphic Design
- 8x4 or 8x8 Option
- High Resolution Graphic

\$100

Video Ad Production

- Professional Camera, Lighting & Audio
- Video Shoot
- Scriptwriting
- 8-Second Video Ad

Starting At: \$650

Graphic Editing

- Vectored Logo
- Graphic Ad ReDesign

Starting At: \$50