



MICHIGAN AVENUE

KICK OFF YOUR GAME DAY

OFFICIAL HARD SELTZER OF THE CHICAGO BEARS

VIZZY VIZZY VIZZY

KICK OFF YOUR GAME DAY

OFFICIAL HARD SELTZER OF THE CHICAGO BEARS

VIZZY VIZZY VIZZY

CHICAGO

Lakefront Advertising Wallscales

WELCOME TO THE CHICAGO Lakefront

Spanning 18.5 miles, Chicago's lakefront is the perfect way to explore the city's skyline and diverse neighborhoods, from the South Side to Downtown, Streeterville, Gold Coast, Lincoln Park, Lakeview, and beyond. This stunning Lake Michigan stretch connects popular hot spots, offering snap-worthy views and attractions.

The lakefront runs alongside bustling Lake Shore Drive (LSD), with dedicated pedestrian walkways, or pedways, providing safe access across the high-traffic road. Visitors can enter and exit at various pedways, creating a seamless way to explore beaches, green spaces, recreational amenities, entertainment venues, boat harbors, and vibrant spots for dining and socializing.

Advertising along the Chicago lakefront is valuable and unique, with millions of tourists, locals, and outdoor enthusiasts. The scenic lakefront and skyline backdrop provide a prime canvas for large-format, impactful advertising that resonates with a diverse, engaged audience in one of the city's most vibrant and picturesque areas.



A Green Advertising Initiative

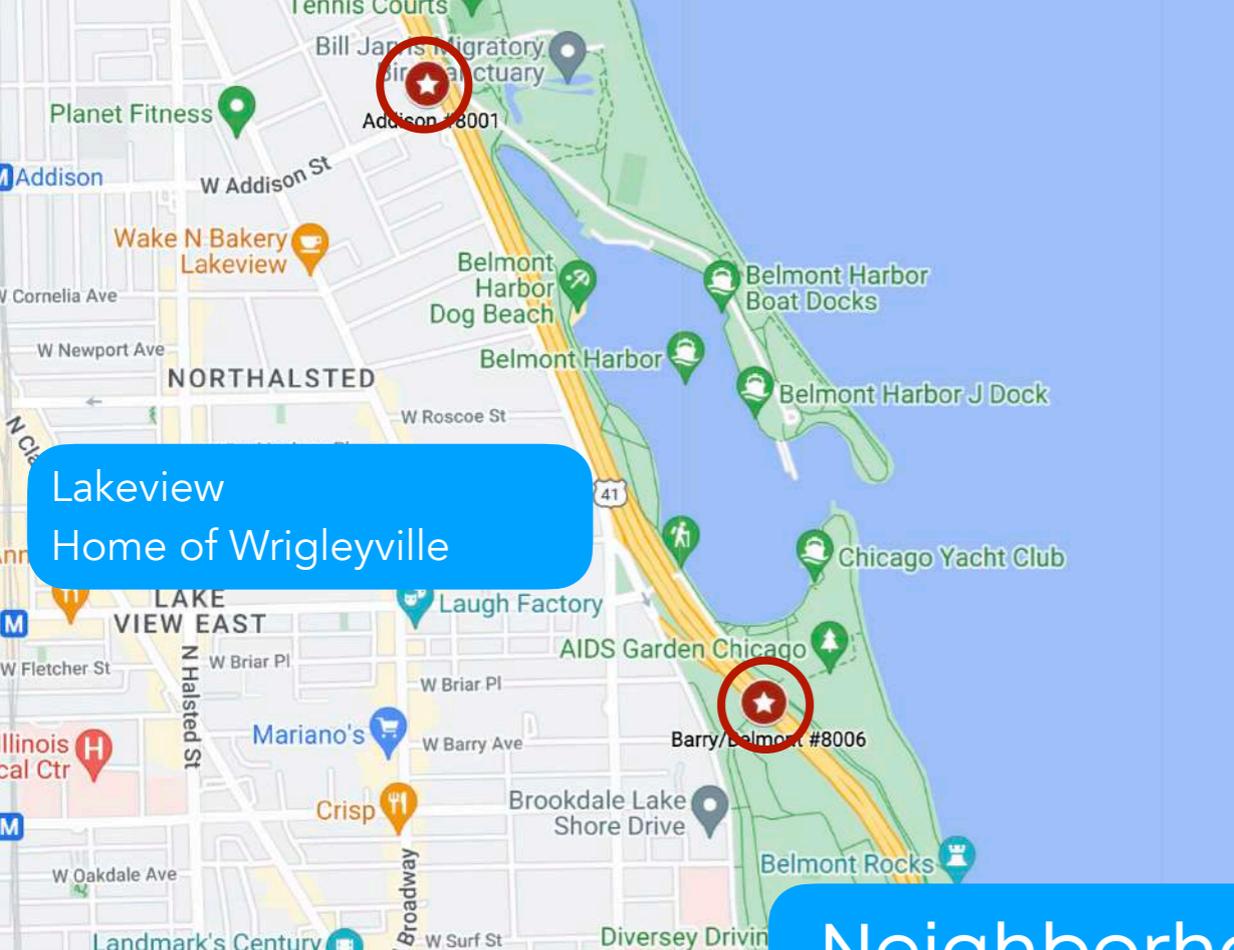


Advertising campaigns along the Chicago Lakefront support The Chicago Park District with its beautification and operation of its vast green and recreational spaces.

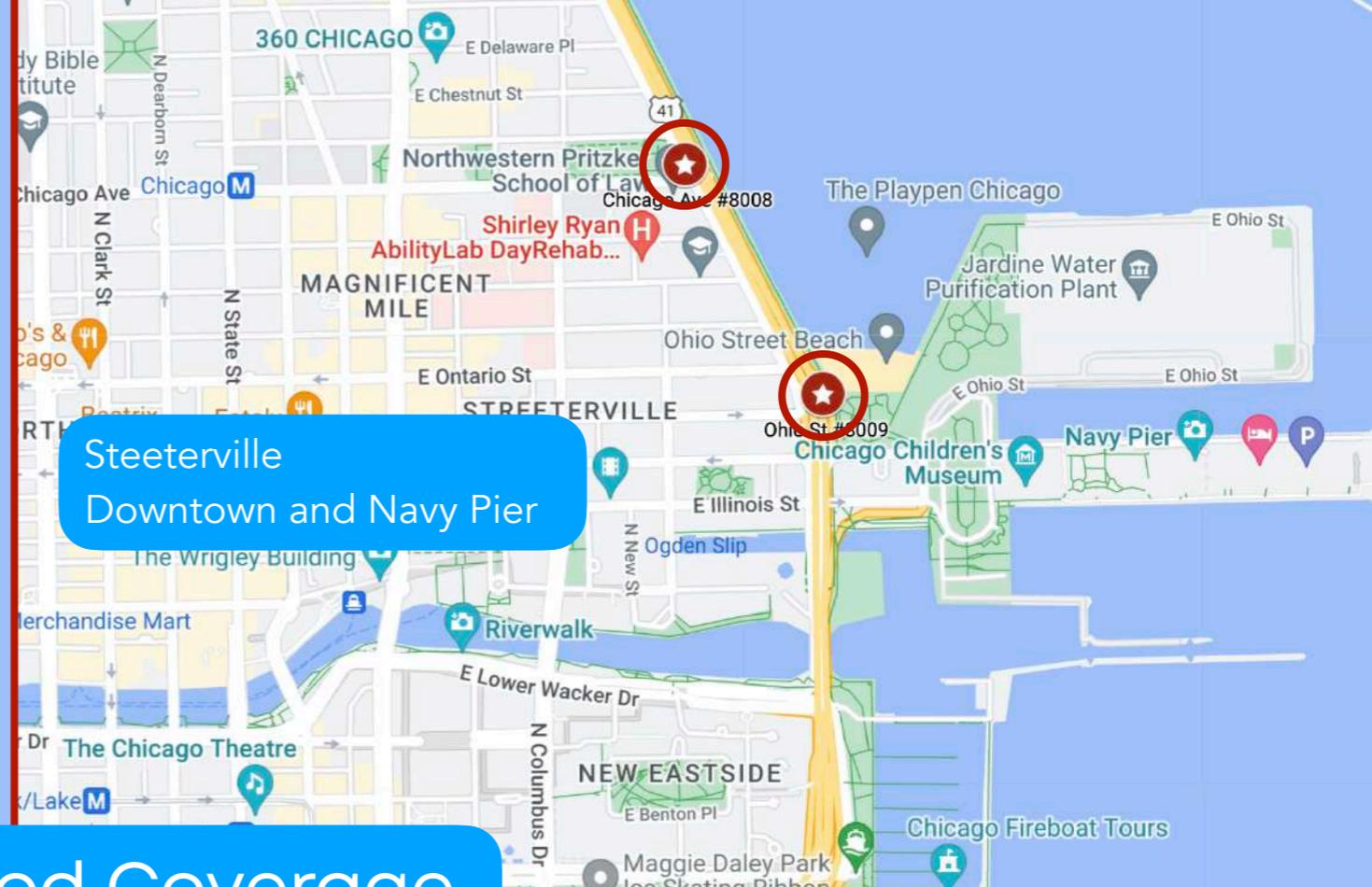
Lakefront Wallscape Locations

- ★ Addison Pedway in Lakeview (1 unit ID = #8001)
- ★ Barry/Belmont Pedway in Lakeview (1 unit ID = #8006)
- ★ North Ave Pedway in Lincoln Park/Gold Coast (2 unit IDs = #8002A & B)
- ★ Oak St Beach Pedway in Gold Coast (2 unit IDs = #8003A & B)
- ★ E. Lake Shore Dr trail in Gold Coast/Streeterville (1 unit ID = #8005)
- ★ Chicago Ave Pedway in Streeterville (1 unit ID = #8008)
- ★ Ohio St Beach/Navy Pier Pedway in Streeterville (1 unit ID= #8009)
- ★ Grant Park/Columbus Dr Pedway, downtown (1 unit ID = #8012)
- ★ Grant Park/Museum Campus Pedway, downtown (1 unit IDs = #8004A & B)
- ★ Museum Campus/Solidarity Dr trail, downtown (1 unit ID = #8004C)



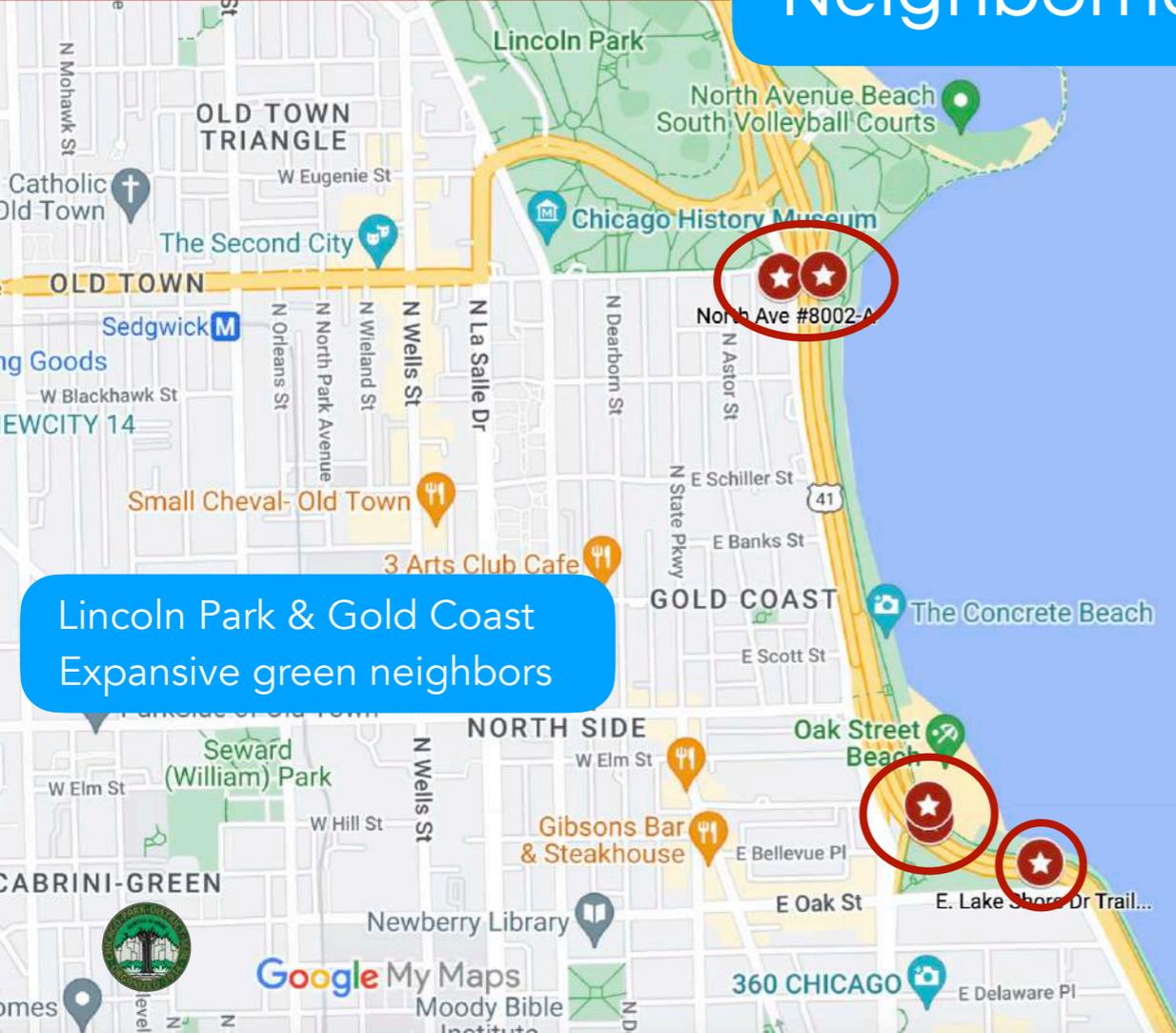


Lakeview
Home of Wrigleyville

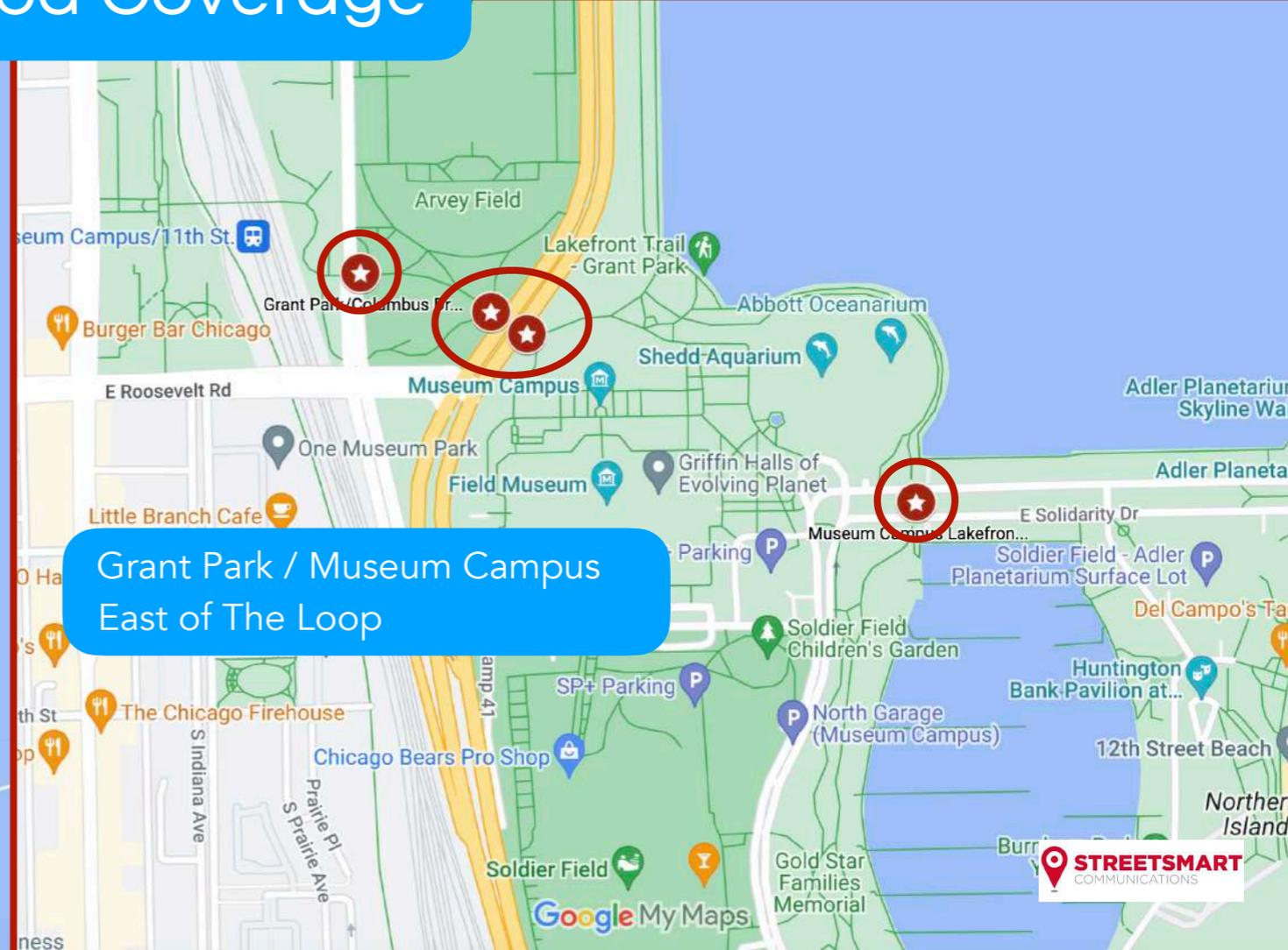


Steeterville
Downtown and Navy Pier

Neighborhood Coverage

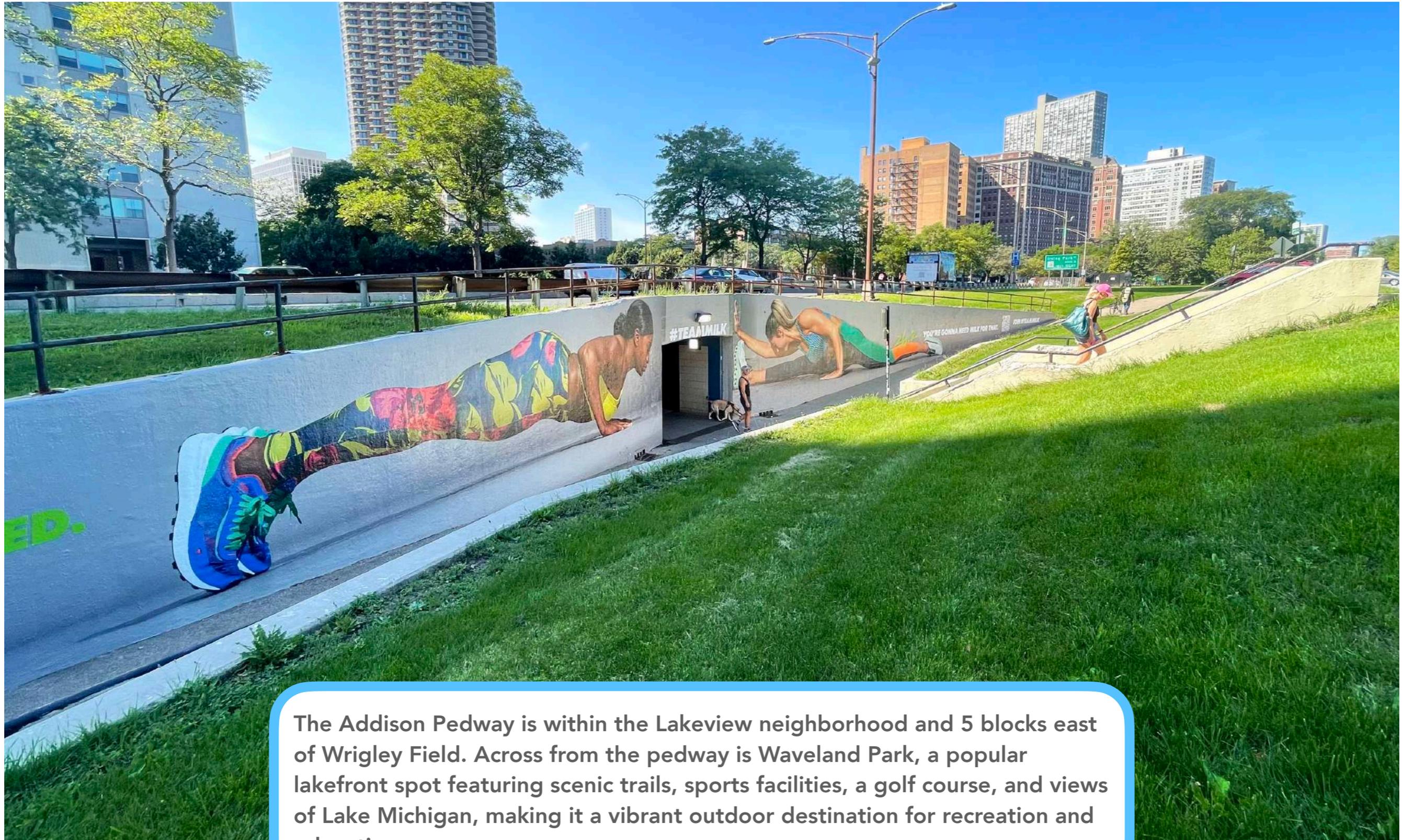


Lincoln Park & Gold Coast
Expansive green neighbors



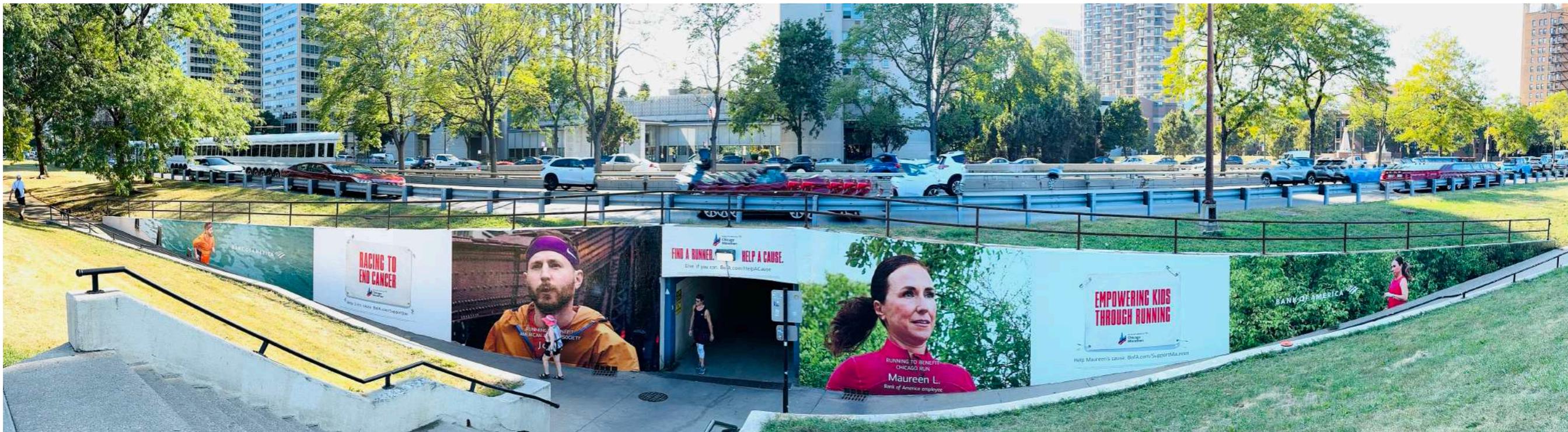
Grant Park / Museum Campus
East of The Loop

Addison Pedway (#8001)

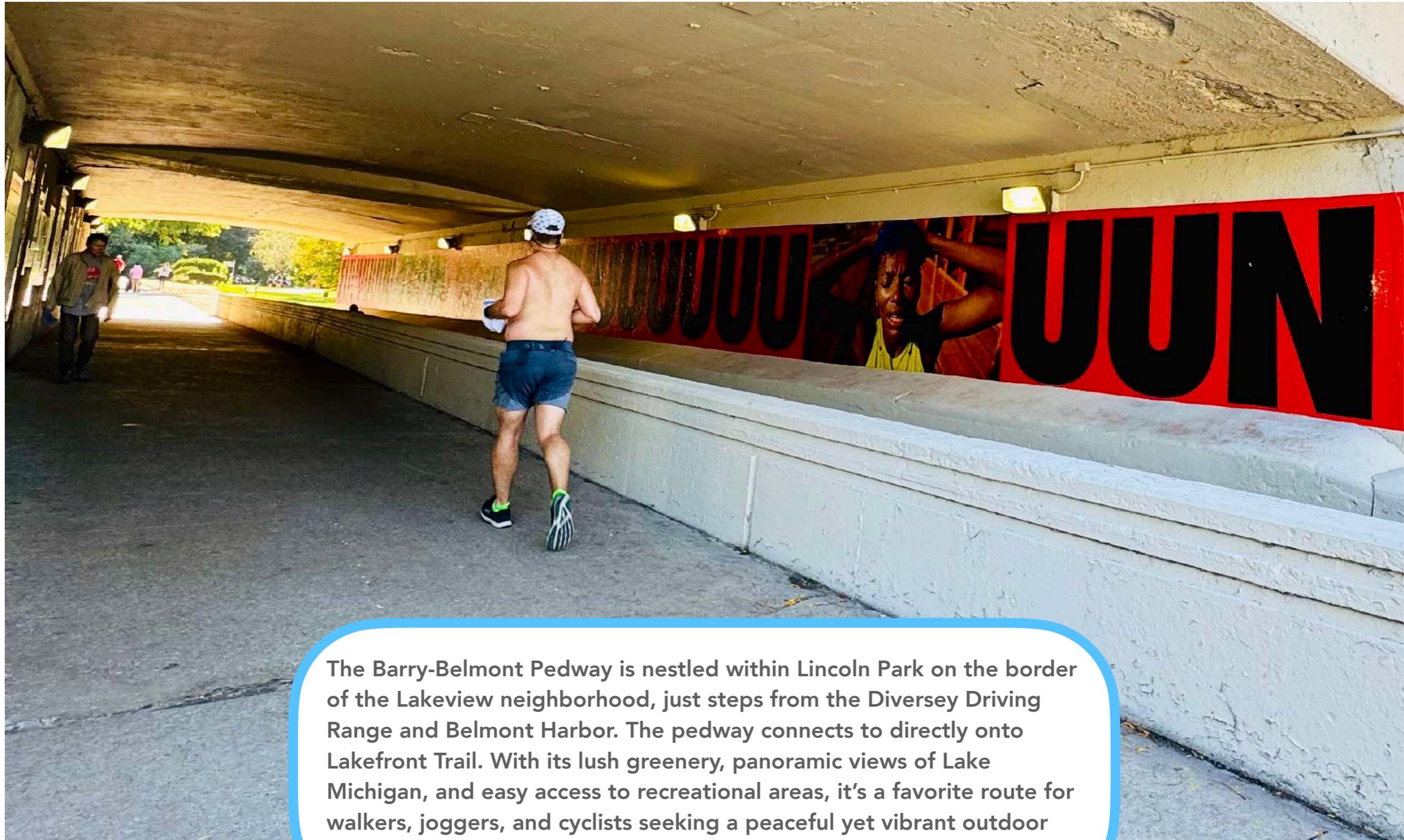


The Addison Pedway is within the Lakeview neighborhood and 5 blocks east of Wrigley Field. Across from the pedway is Waveland Park, a popular lakefront spot featuring scenic trails, sports facilities, a golf course, and views of Lake Michigan, making it a vibrant outdoor destination for recreation and relaxation.

Addison Pedway (#8001)



Barry/Belmont Pedway (#8006)

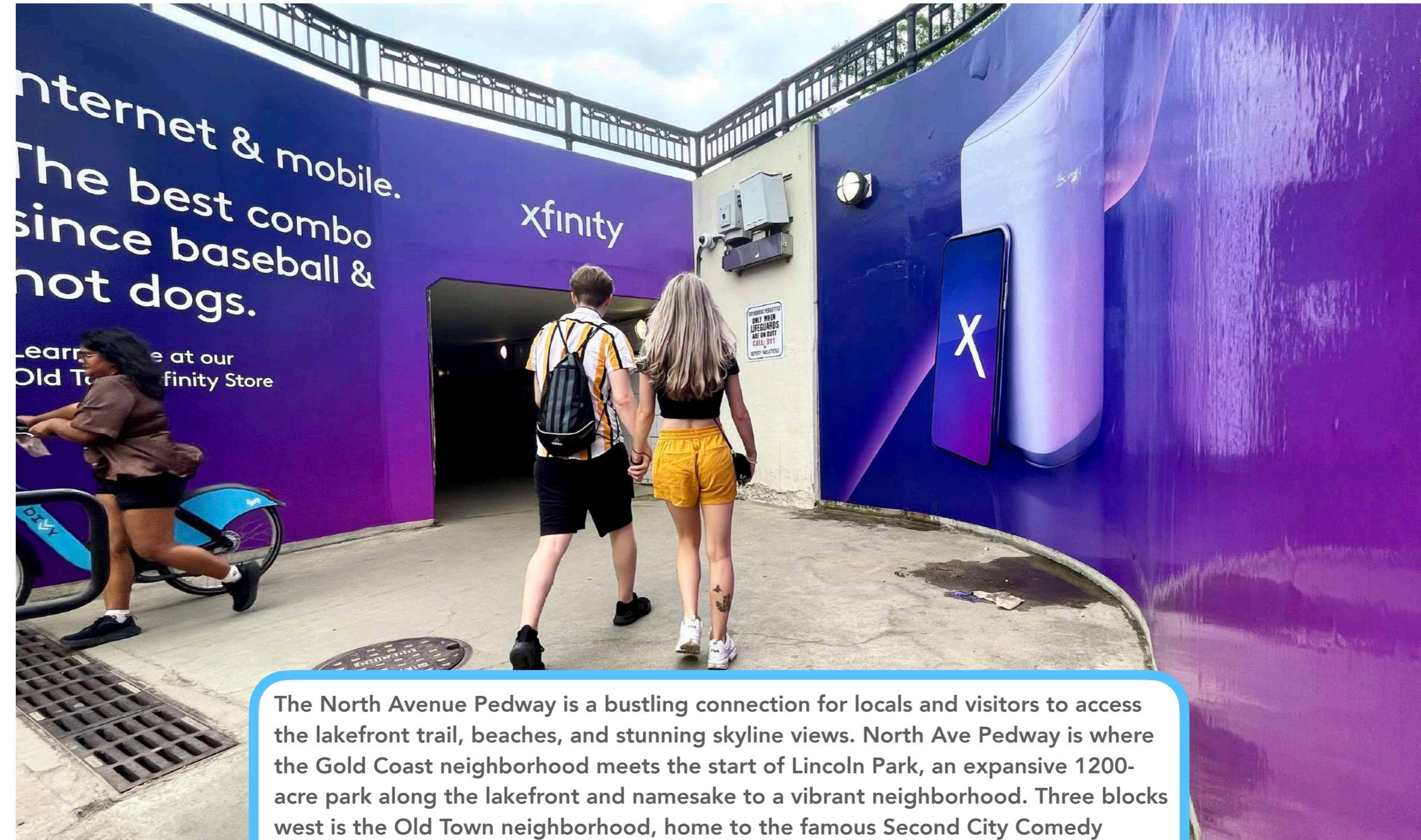


The Barry-Belmont Pedway is nestled within Lincoln Park on the border of the Lakeview neighborhood, just steps from the Diversey Driving Range and Belmont Harbor. The pedway connects to directly onto Lakefront Trail. With its lush greenery, panoramic views of Lake Michigan, and easy access to recreational areas, it's a favorite route for walkers, joggers, and cyclists seeking a peaceful yet vibrant outdoor experience.

Barry/Belmont Pedway (#8006)

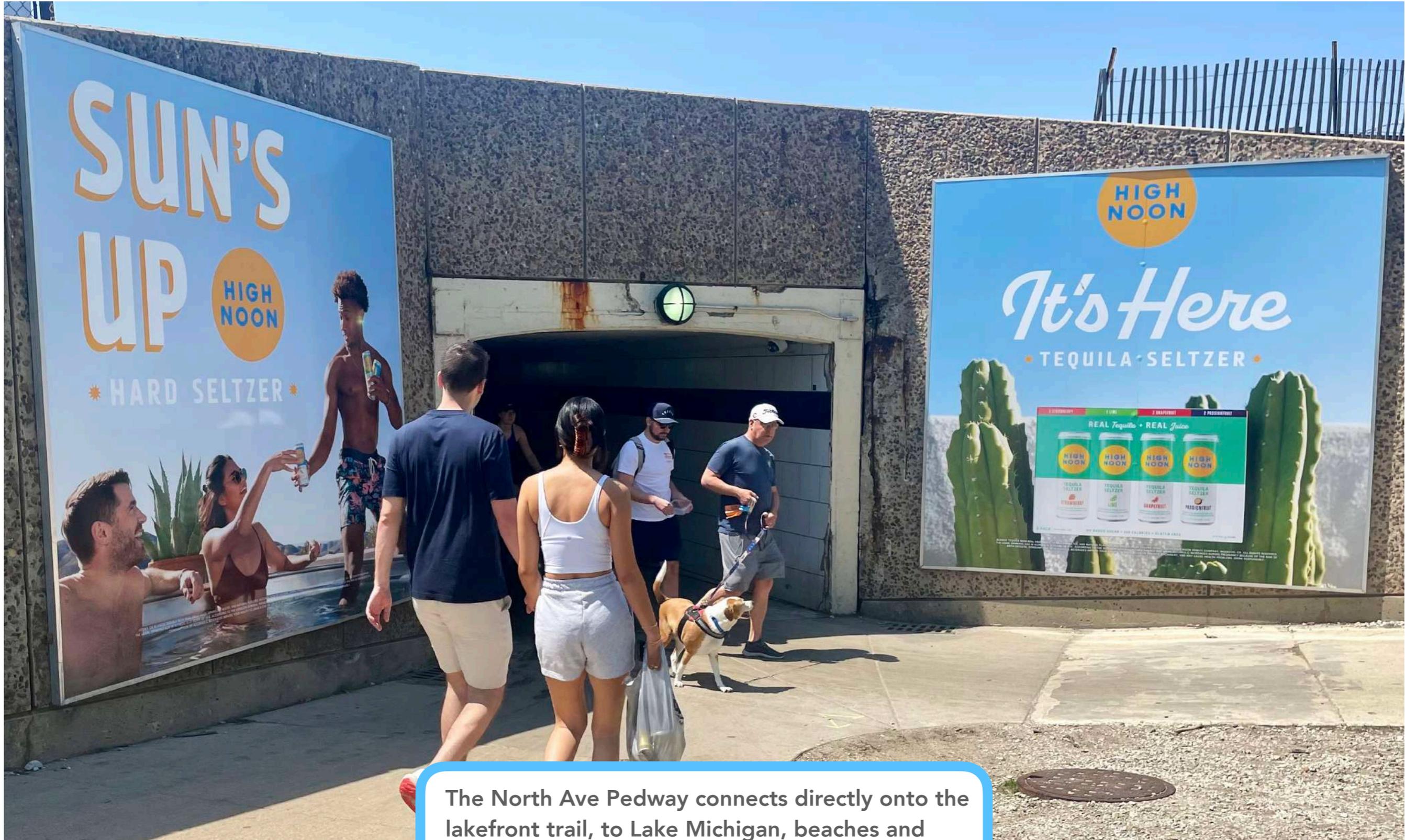


North Ave Pedway (#8002A)



The North Avenue Pedway is a bustling connection for locals and visitors to access the lakefront trail, beaches, and stunning skyline views. North Ave Pedway is where the Gold Coast neighborhood meets the start of Lincoln Park, an expansive 1200-acre park along the lakefront and namesake to a vibrant neighborhood. Three blocks west is the Old Town neighborhood, home to the famous Second City Comedy Theater.

North Ave Pedway (#8002B)



The North Ave Pedway connects directly onto the lakefront trail, to Lake Michigan, beaches and nearby lakefront recreational venues.

Oak Street Beach Pedway (#8003A)



Oak Street Beach is a well-loved beach situated in the Gold Coast neighborhood, just steps from the Magnificent Mile and bordering Streeterville and Lincoln Park. Known for its stunning views of Lake Michigan and the city's skyline, it's a popular spot for beach goers, swimming, and beach sports like volleyball.

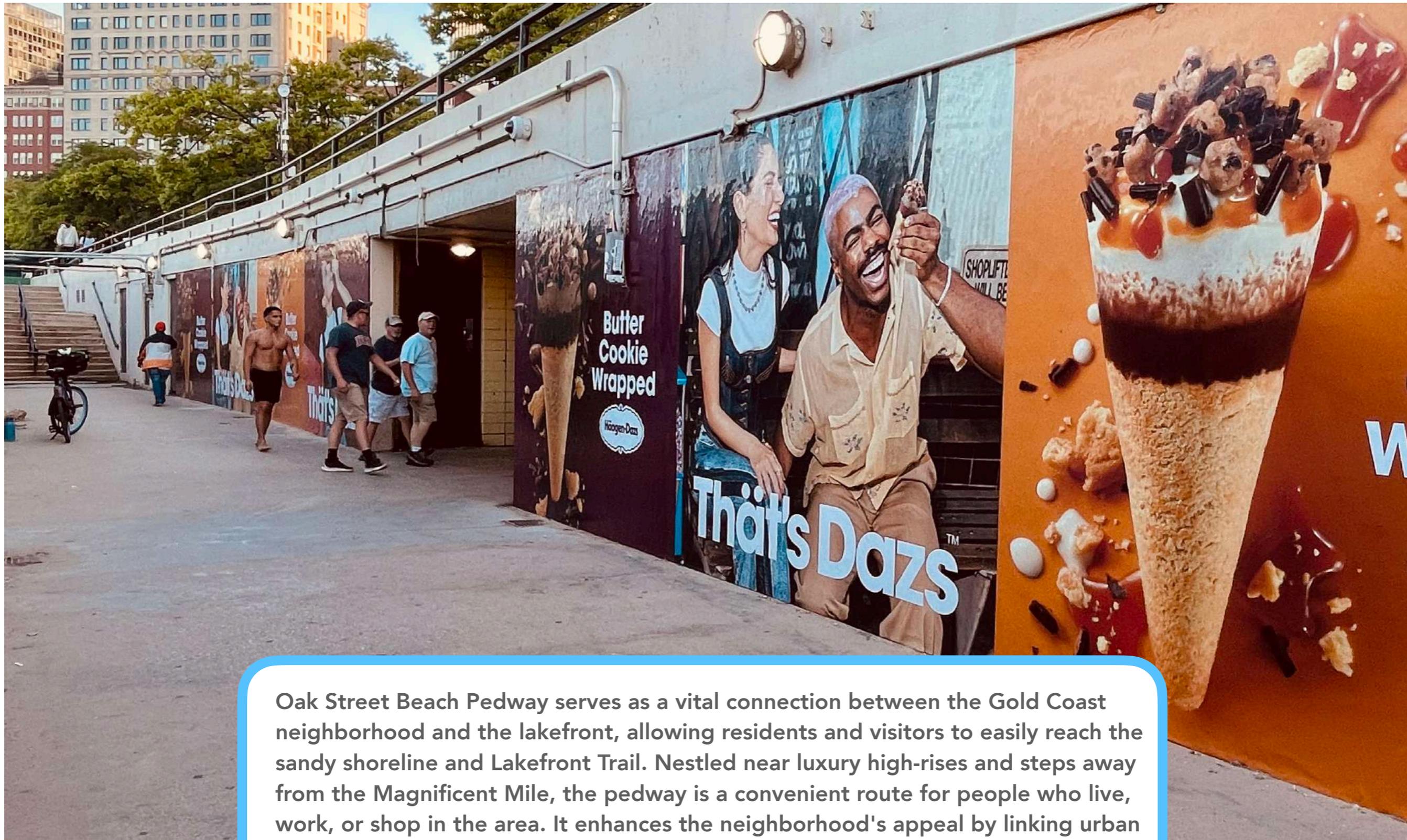
Oak Street Beach Pedway (#8003A)



Oak Street Beach is a hot spot destination, offering a lively bar & grill with waterfront views. The beach hosts the annual AVP Volleyball Tournament, attracting athletes and spectators alike.

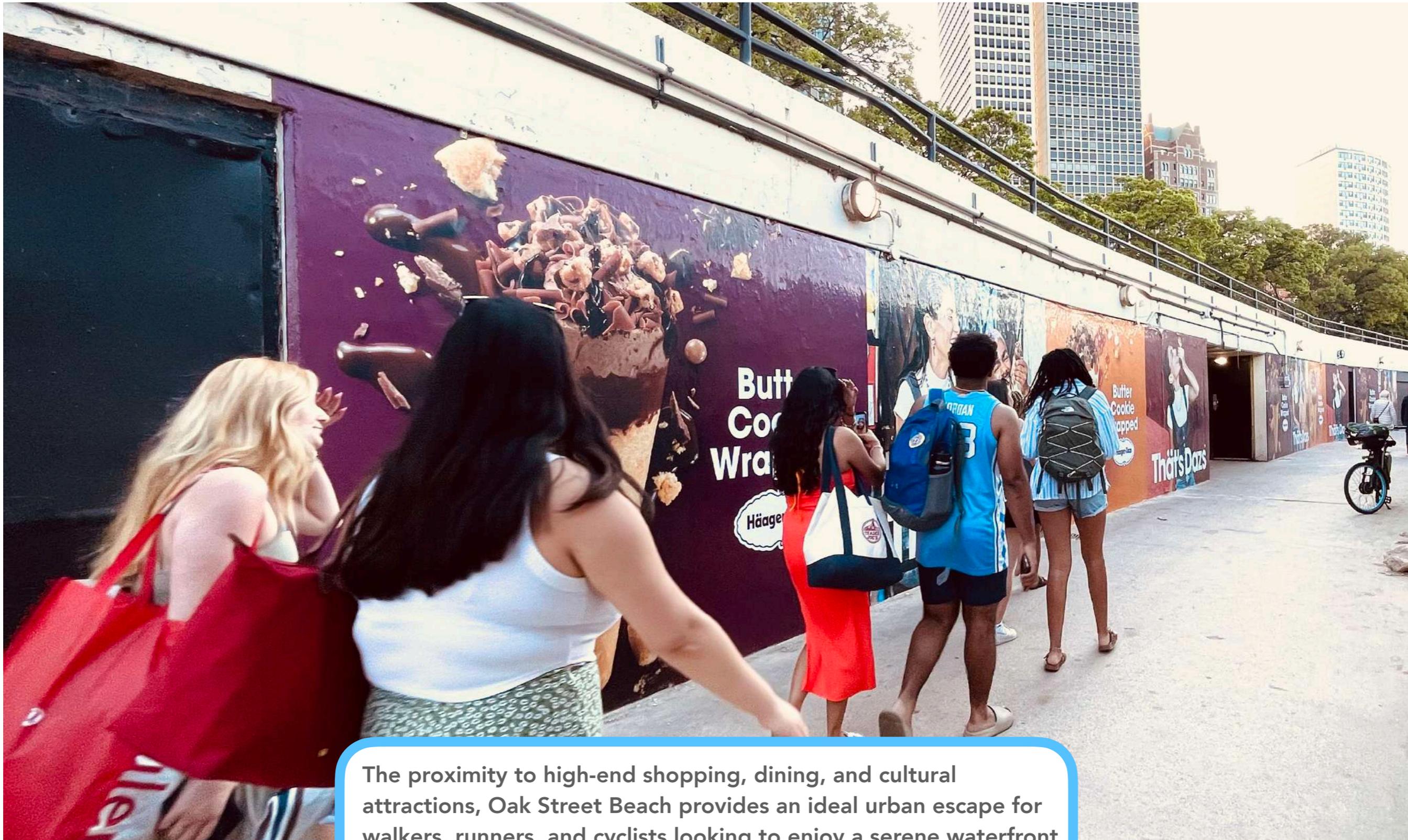


Oak Street Beach Pedway (#8003B)



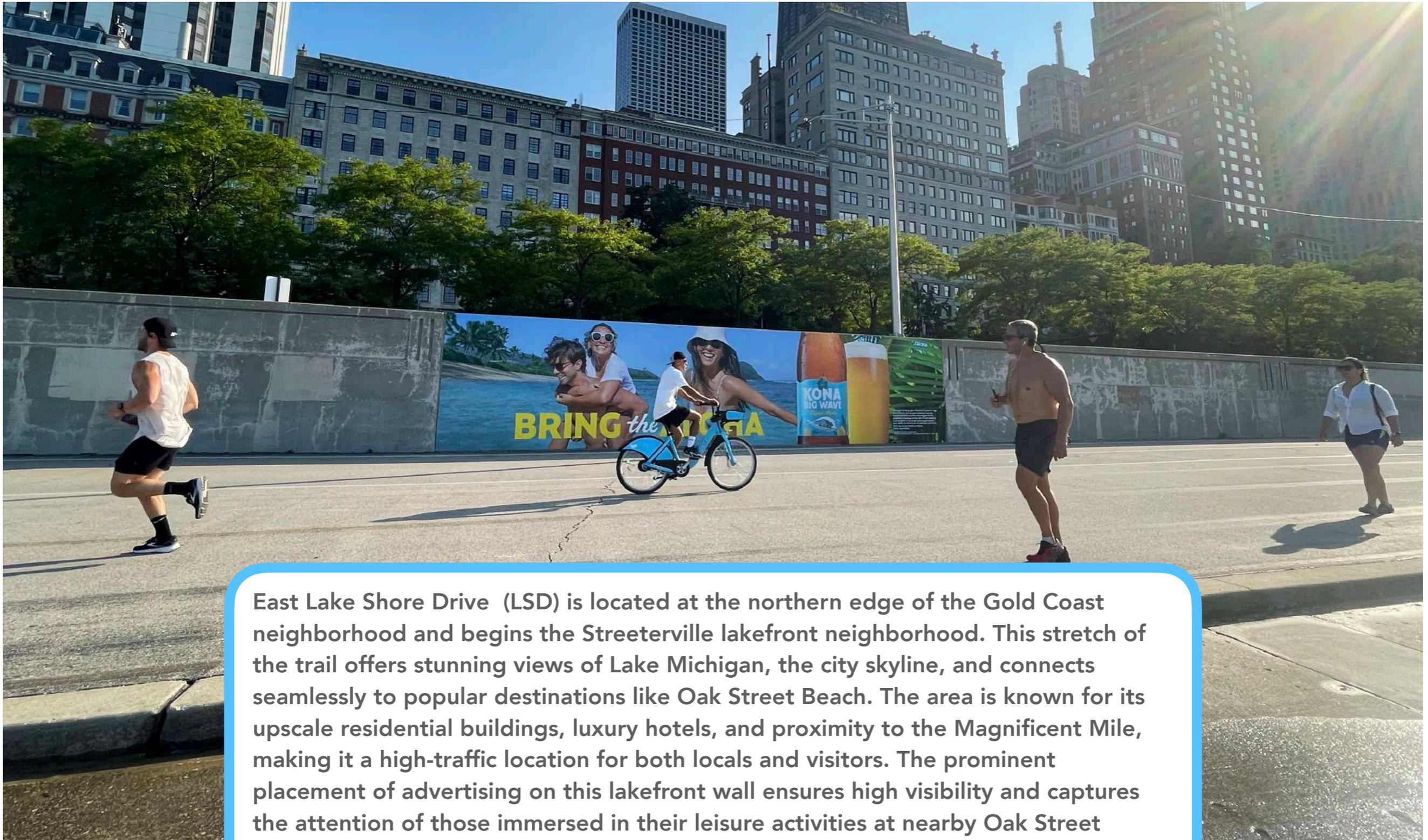
Oak Street Beach Pedway serves as a vital connection between the Gold Coast neighborhood and the lakefront, allowing residents and visitors to easily reach the sandy shoreline and Lakefront Trail. Nestled near luxury high-rises and steps away from the Magnificent Mile, the pedway is a convenient route for people who live, work, or shop in the area. It enhances the neighborhood's appeal by linking urban life to the natural beauty and recreational opportunities of Lake Michigan.

Oak Street Beach Pedway (#8003B)



The proximity to high-end shopping, dining, and cultural attractions, Oak Street Beach provides an ideal urban escape for walkers, runners, and cyclists looking to enjoy a serene waterfront experience amidst the bustling heart of Chicago.

East Lake Shore Dr Lakefront Trail (#8005)

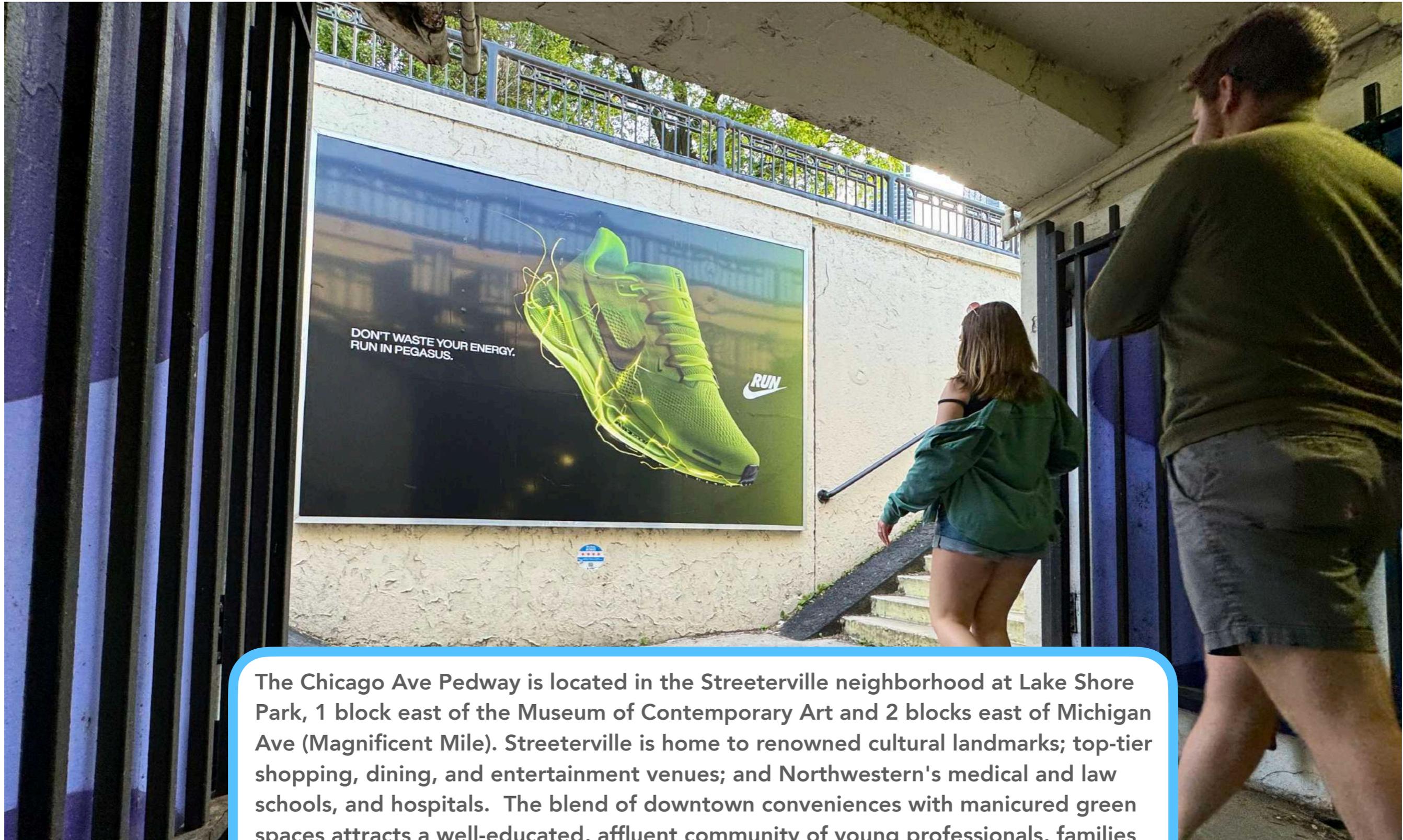


East Lake Shore Drive (LSD) is located at the northern edge of the Gold Coast neighborhood and begins the Streeterville lakefront neighborhood. This stretch of the trail offers stunning views of Lake Michigan, the city skyline, and connects seamlessly to popular destinations like Oak Street Beach. The area is known for its upscale residential buildings, luxury hotels, and proximity to the Magnificent Mile, making it a high-traffic location for both locals and visitors. The prominent placement of advertising on this lakefront wall ensures high visibility and captures the attention of those immersed in their leisure activities at nearby Oak Street Beach, Whispers Bar & Grill, those on the lakefront trail and those in boats on Lake Michigan.

East Lake Shore Dr Lakefront Trail (#8005)



Chicago Ave Pedway (#8008)



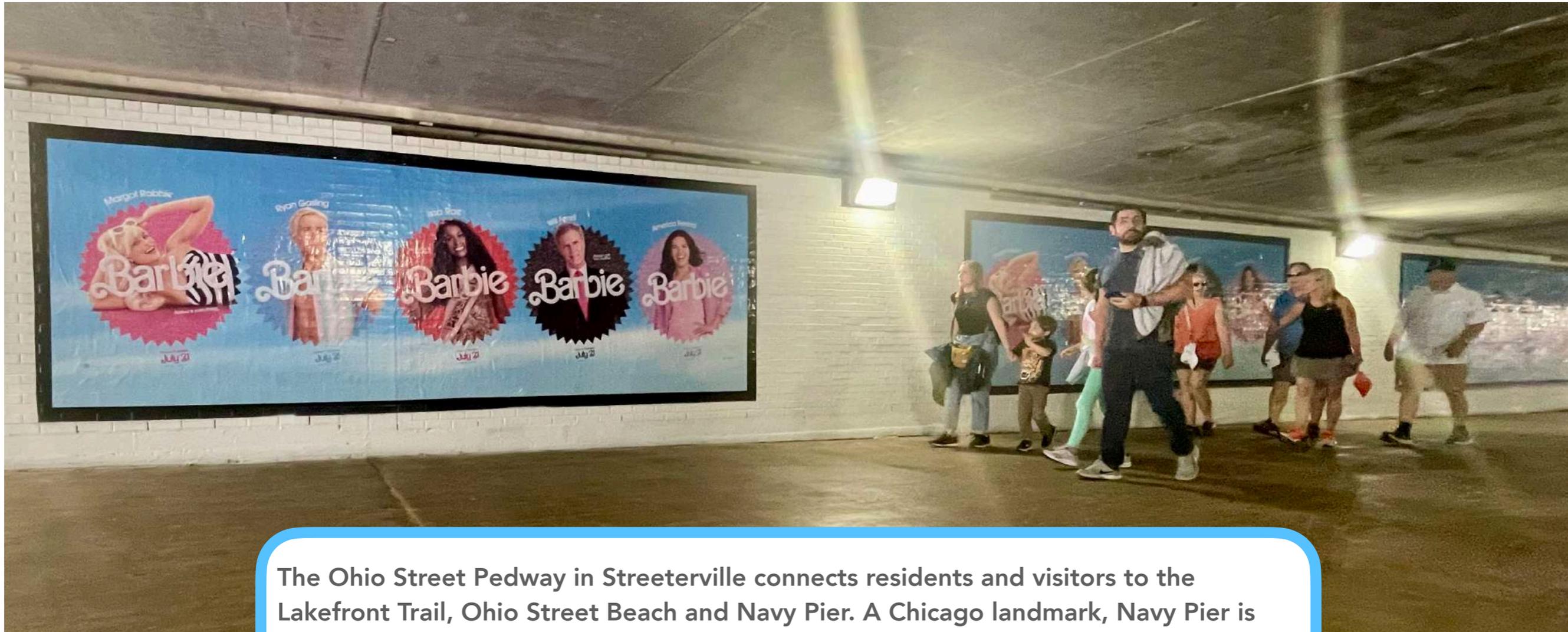
The Chicago Ave Pedway is located in the Streeterville neighborhood at Lake Shore Park, 1 block east of the Museum of Contemporary Art and 2 blocks east of Michigan Ave (Magnificent Mile). Streeterville is home to renowned cultural landmarks; top-tier shopping, dining, and entertainment venues; and Northwestern's medical and law schools, and hospitals. The blend of downtown conveniences with manicured green spaces attracts a well-educated, affluent community of young professionals, families and retirees who value an urban lifestyle along Lake Michigan.



Chicago Ave Pedway (#8008)

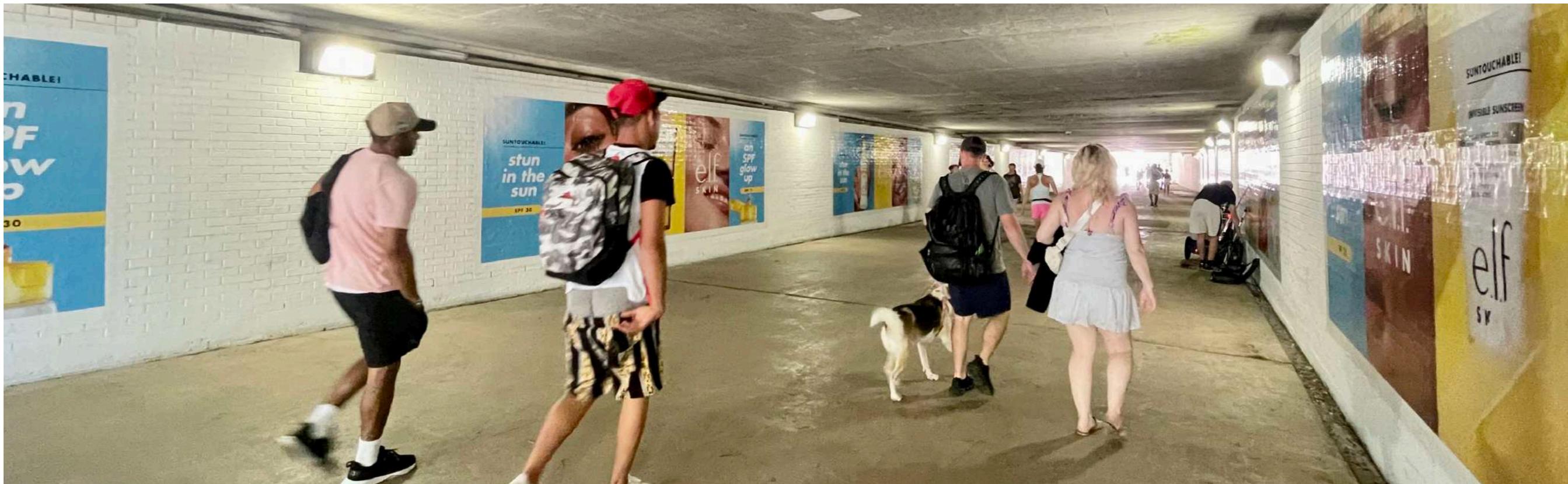
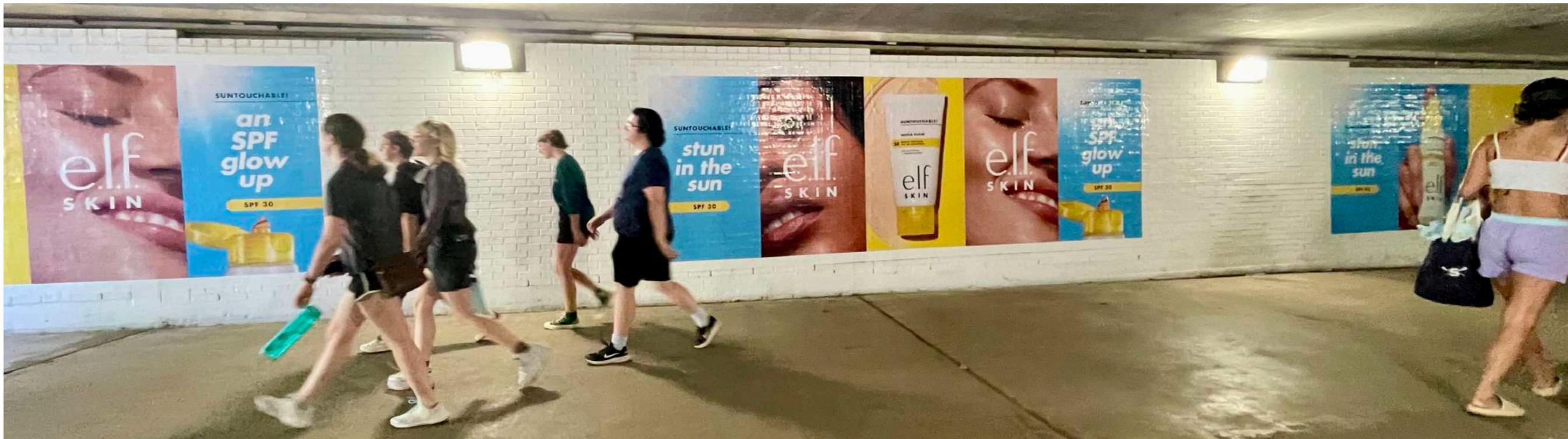


Ohio Street Beach / Navy Pier Pedway (#8009)



The Ohio Street Pedway in Streeterville connects residents and visitors to the Lakefront Trail, Ohio Street Beach and Navy Pier. A Chicago landmark, Navy Pier is known for its Ferris wheel, boat tours, and recreational attractions - drawing millions of tourists annually. Ohio Street Beach is known for its unique crescent shape and calm waters, and is a favorite spot for swimmers, sunbathers, and kayakers, and home to beachside Caffe Olivia. This long and well-traveled pedway welcomes a frequent audience of local professionals, tourists, and fitness enthusiasts.

Ohio Street Beach / Navy Pier Pedway (#8009)



Grant Park/Museum Campus Pedway (#8004A)



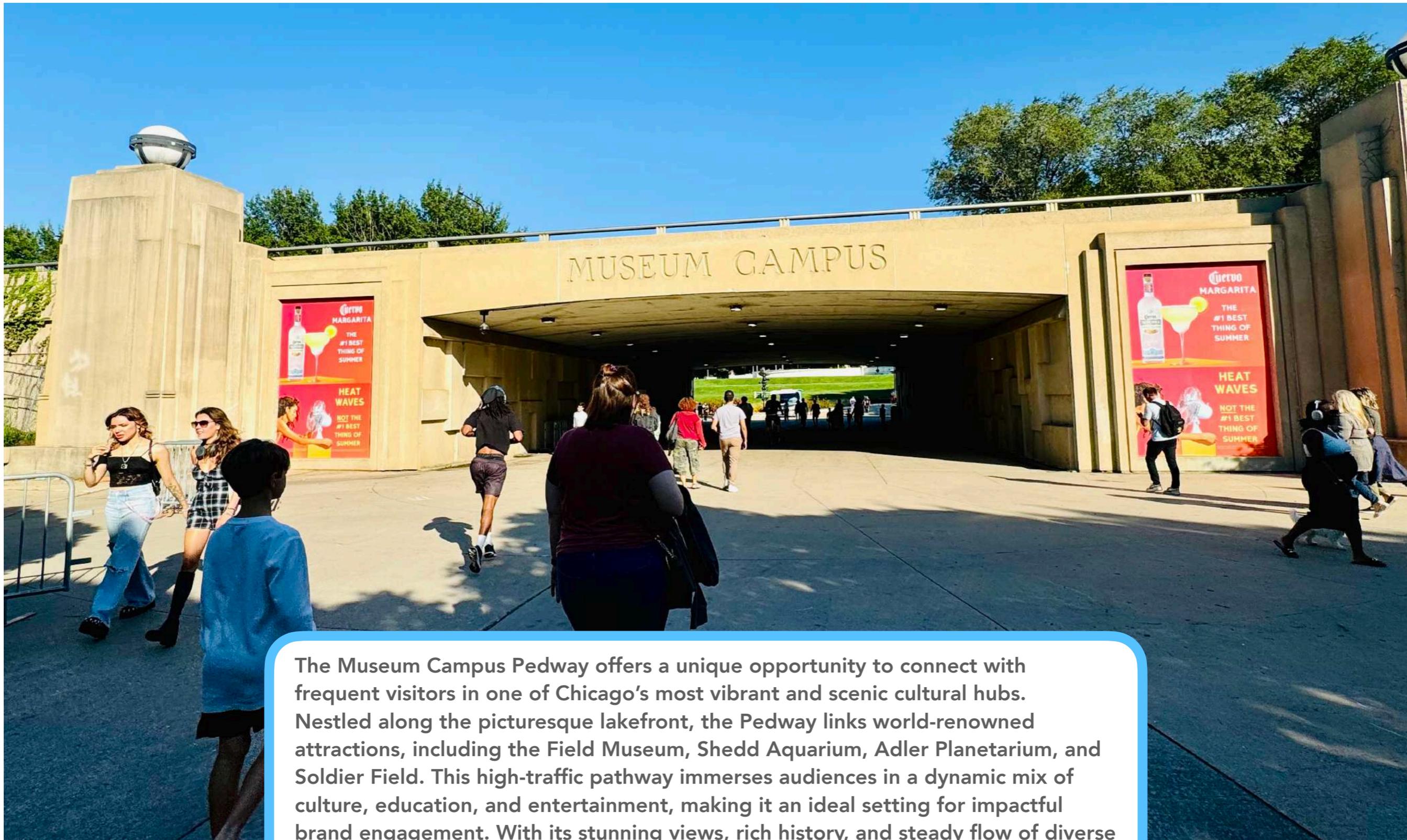
Museum Campus, a 57-acre park within Grant Park, offers stunning views of Lake Michigan and is home to Chicago's top cultural attractions: Adler Planetarium, Shedd Aquarium, Field Museum, Soldier Field, and the Lakeside Center of McCormick Place. A year-round destination, it draws thousands in summer for events like Lollapalooza, stadium concerts at Soldier Field, and outdoor performances at Northerly Island.

Grant Park/Museum Campus Pedway (#8004A)



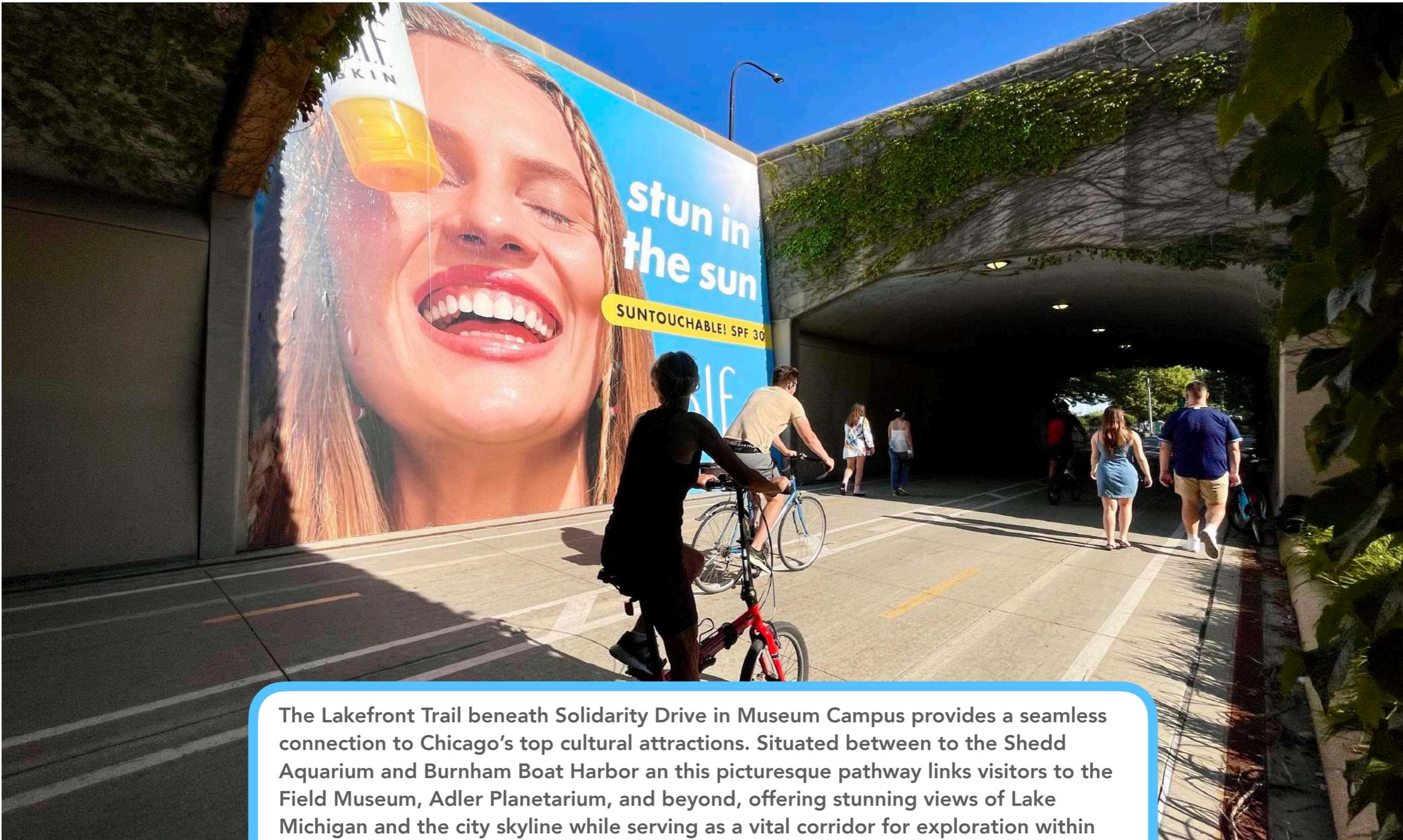
Night photo of post event crowd

Grant Park/Museum Campus Pedway (#8004B)



The Museum Campus Pedway offers a unique opportunity to connect with frequent visitors in one of Chicago's most vibrant and scenic cultural hubs. Nestled along the picturesque lakefront, the Pedway links world-renowned attractions, including the Field Museum, Shedd Aquarium, Adler Planetarium, and Soldier Field. This high-traffic pathway immerses audiences in a dynamic mix of culture, education, and entertainment, making it an ideal setting for impactful brand engagement. With its stunning views, rich history, and steady flow of diverse visitors.

Museum Campus/Solidarity Dr Lakefront Trail (#8004C)



The Lakefront Trail beneath Solidarity Drive in Museum Campus provides a seamless connection to Chicago's top cultural attractions. Situated between the Shedd Aquarium and Burnham Boat Harbor, this picturesque pathway links visitors to the Field Museum, Adler Planetarium, and beyond, offering stunning views of Lake Michigan and the city skyline while serving as a vital corridor for exploration within Museum Campus.

Grant Park/Columbus Dr Pedway (#8012)



Grant Park (319 acres) , known as "Chicago's Front Yard," features renowned attractions such as the Art Institute of Chicago, Buckingham Fountain, Museum Campus (57 acres), and venues like Soldier Field and McCormick Place. This pedway is located underneath Columbus Drive near Roosevelt Road, and serves as an essential passageway connecting residents (of the South Loop) and visitors to the vast lakefront park space, and athletic and cultural venues within Grant Park and Museum Campus.

Ready to Launch!



CALL
TEXT
EMAIL

Maegan Pussilano

914-548-6257

maegan@chicagolakefrontads.com