



ike SMART  
CITY

Atlanta  
MARKET KIT



# ATLANTA, GA

## OOH Statistics

### DMA RANKING

 **7<sup>th</sup>**

### MEDIAN AGE

 **36**

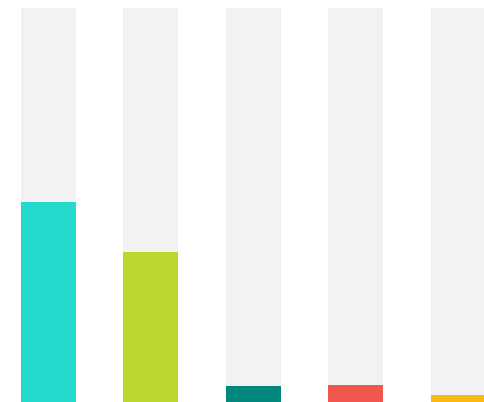
### MEDIAN INCOME

**\$55K**

### TRANSPORTATION



- ▶ DRIVE ALONE: **78%**
- ▶ MASS TRANSIT: **3%**
- ▶ CARPOOL: **10%**
- ▶ WALK: **1%**
- ▶ WORK FROM HOME: **6%**
- ▶ BIKE: **0.2%**



### RACE/ETHNICITY COMPOSITION

- BLACK/AFRICAN AMERICAN: **51%**
- WHITE: **38%**
- HISPANIC OR LATINO: **4%**
- ASIAN: **4%**
- TWO OR MORE RACES: **2%**



### AVERAGE WEEKLY IMPRESSIONS

**15K+**  
(PER IKE)

- ▶ FULL MOTION DIGITAL
- ▶ 1080 / :10 SPOTS DAILY

Source: [geopath.org](http://geopath.org), [census.gov](http://census.gov)



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**ike** SMART CITY

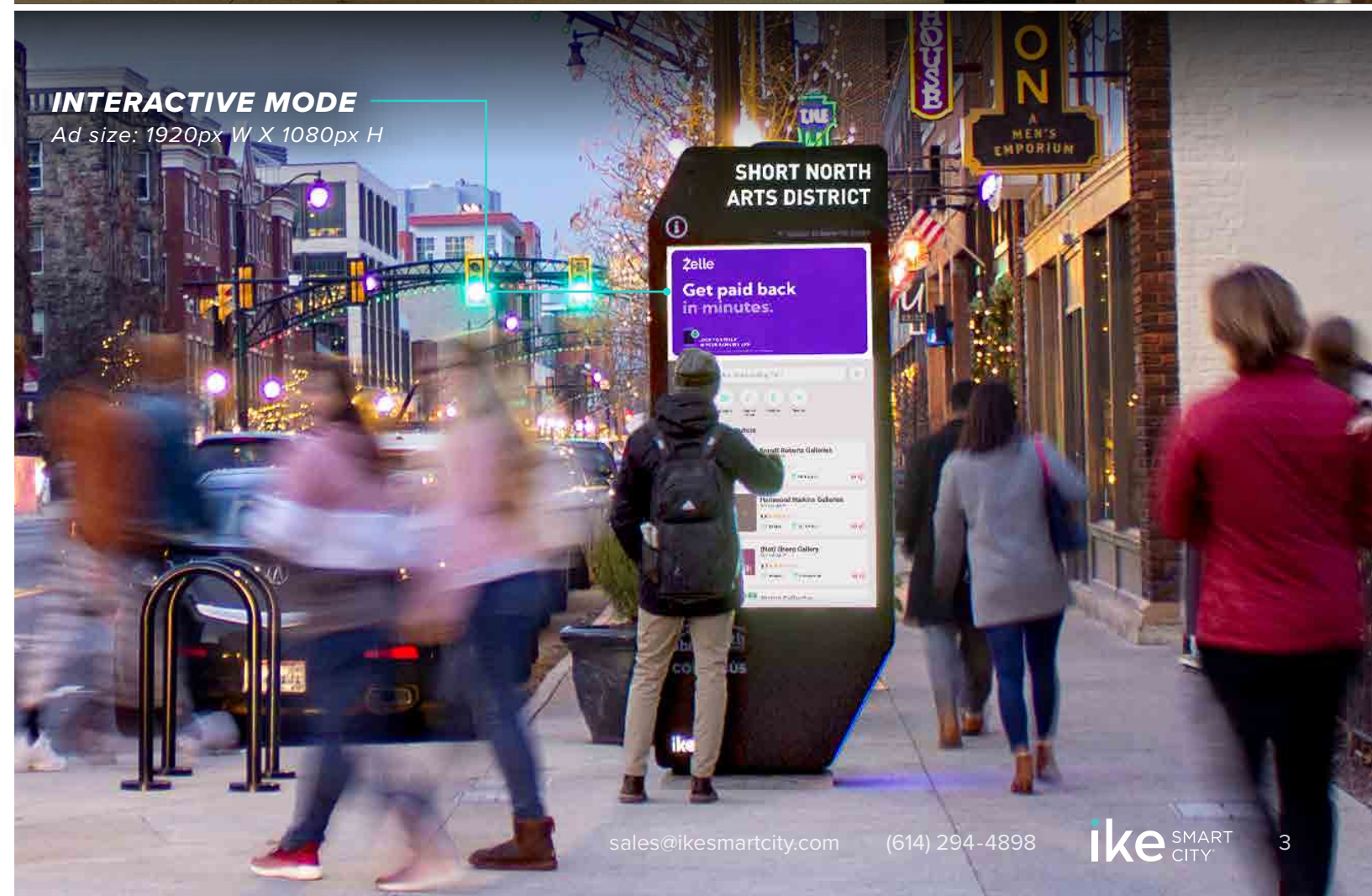
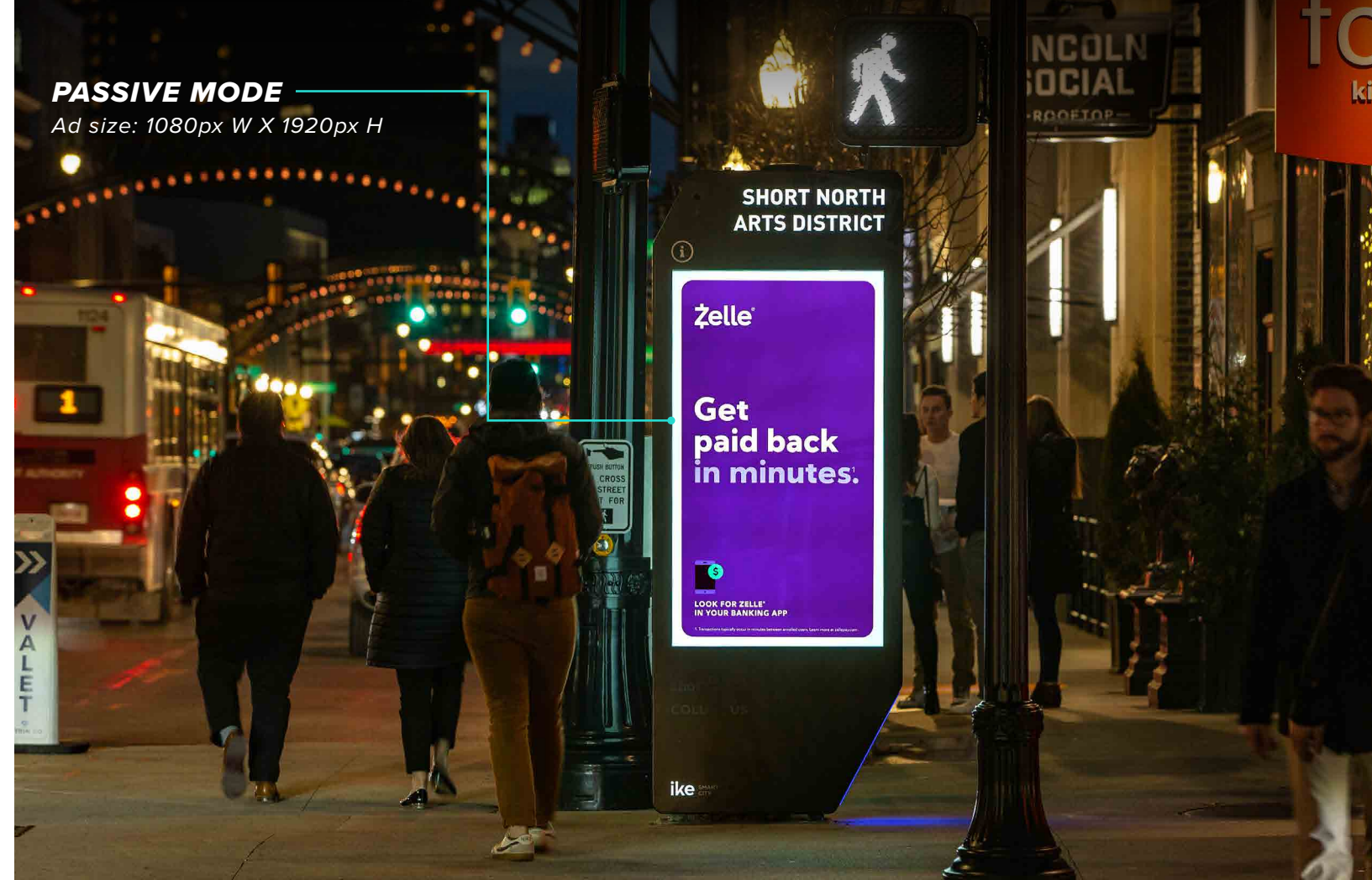


# MEET ike

## The Interactive Smart City Digital Kiosk

IKE delivers your message at street level in the dense urban core and **trendiest neighborhoods**. The network spans the city with key locations in **high traffic areas** providing the **best coverage in the market**.

- ▶ Eye-catching and sophisticated design
- ▶ Visually impactful at over 8' tall
- ▶ Two 65" full-motion digital screens
- ▶ Advanced technology and interactive features
- ▶ Drives engagement with dynamic digital content





# ATLANTA LOCATIONS

## Neighborhoods

### Downtown

As the economic powerhouse of the Southeast, Downtown Atlanta is a hub of Fortune 500 HQs including Coca-Cola, Delta, and Home Depot, and Downtown destinations: **Mercedes-Benz Stadium (NFL/MLS)**, **State Farm Arena (NBA)**, Georgia World Congress Center, Georgia Aquarium, and **Georgia State University**.

### Buckhead

This affluent neighborhood is Atlanta's financial hub and premier high-end shopping destination for the Southeast with hundreds of designer shops and luxury brands at **Phipps Plaza** and **Lenox Square** (including Jimmy Choo, Louis Vuitton, Versace, Saint Laurent, Hermes, Dior), posh high-rise condos and hotels, trendy restaurants, chic bars, and rooftop lounges.

### Inman Park

East of Downtown, Inman Park is a walkable historic neighborhood with easy access to the Atlanta BeltLine. Nearby Krog St Market and Irwin St Market offer food halls, artisan shops, coffeehouses, cafes, and bars.

### Midtown

Just north of Downtown, Midtown is the heart of arts and culture in Atlanta with over 70,000 daytime workers, 20,000 residents, and over 6 million visitors bustling between **Midtown Mile** shops, luxury high-rise condos, theatres, dining, and ultra-cool night clubs. Midtown is easily accessible to I-75/I-85, MARTA, and circulators.

### Old Fourth Ward

Located between Downtown and Inman Park, the historic Old Fourth Ward (O4W) is a mix of cool living spaces, retail shops, outdoor venues, trendy restaurants, coffeshops, and nightlife.

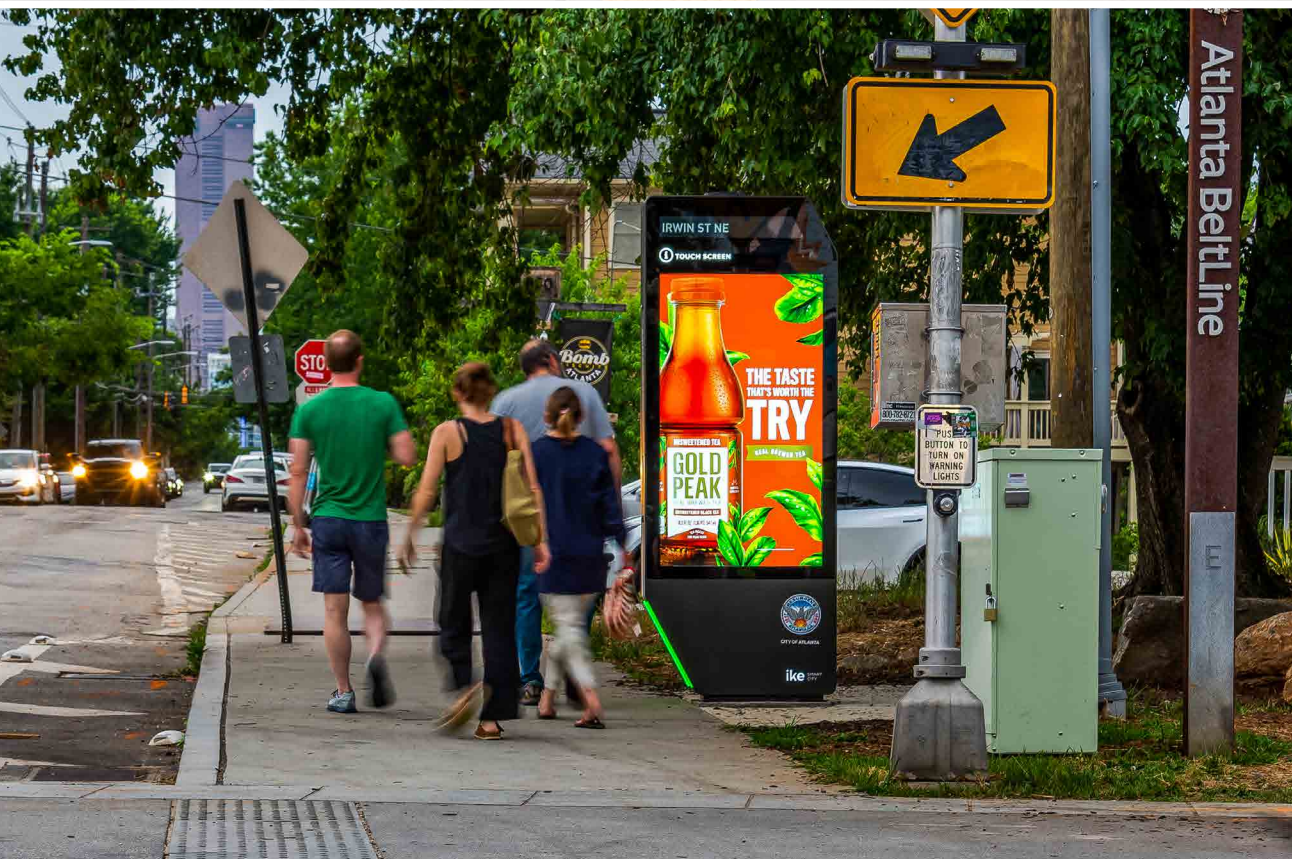
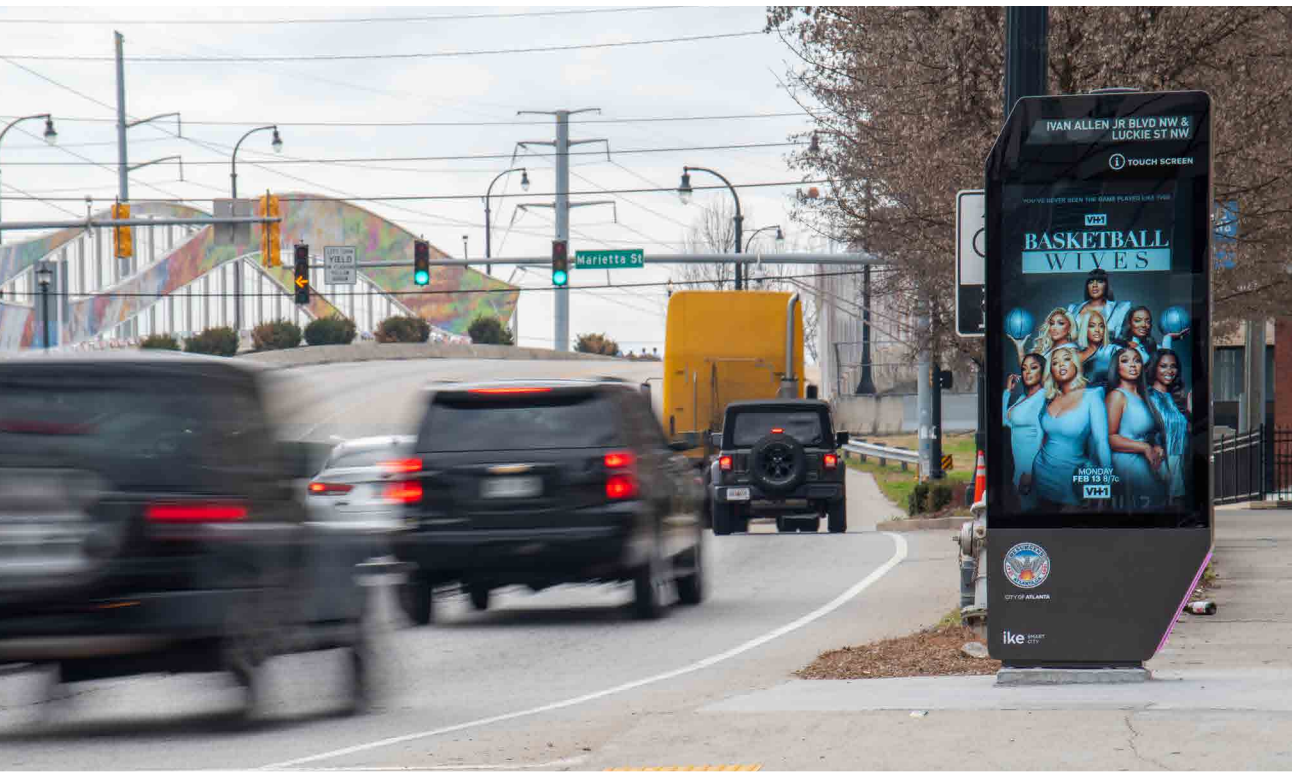
### Extending across Atlanta's Dynamic Neighborhoods

Blandtown	Morningside-Lenox Park (Emory University)
Bolton	Ormewood Park
Castleberry Hill	Piedmont Heights
East Atlanta Village (EAV)	Pittsburgh
East Lake	Poncey-Highland
Edgewood	Princeton Lakes
Fairburn Mays	Southwest Atlanta
Greenbriar	Summerhill (Georgia State University event venues)
Home Park/West Midtown (Georgia Tech)	Sweet Auburn
Kirkwood	Sylvan Hills
Lindbergh/Morosgo	Vine City
Little Five Points	Virigina Highland
Loring Heights	West End





# VISIBILITY. IMPACT. REACH.







# Thank you

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## GET IN TOUCH

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