



THE EAGLE

city of CINCINNATI

TOUCH SCREEN



#BOLDLYBEARCAT

3CDC

ike SMART CITY

ike SMART CITY

Cincinnati  
MARKET KIT



# CINCINNATI, OH

## OOH Statistics

DMA RANKING

 **36<sup>th</sup>**

MEDIAN AGE

 **38**

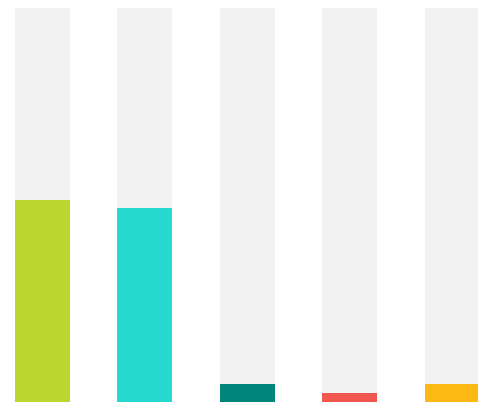
MEDIAN INCOME

**\$56.7K**

TRANSPORTATION



- ▶ DRIVE ALONE: **83%**
- ▶ MASS TRANSIT: **2%**
- ▶ CARPOOL: **8%**
- ▶ WALK: **2%**
- ▶ WORK FROM HOME: **4%**
- ▶ BIKE: **0.2%**



RACE/ETHNICITY COMPOSITION

- WHITE: **51%**
- BLACK/AFRICAN AMERICAN: **42%**
- HISPANIC OR LATINO: **4%**
- ASIAN: **2%**
- TWO OR MORE RACES: **4%**



AVERAGE WEEKLY IMPRESSIONS

**15K+**  
(PER IKE)

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

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



**DOWNTOWN CINCINNATI / THE BANKS**



**PAYCOR STADIUM**



**ARONOFF CENTER**



**FINDLAY MARKET**



**FOUNTAIN SQUARE**

[sales@ikesmartcity.com](mailto:sales@ikesmartcity.com) (614) 294-4898

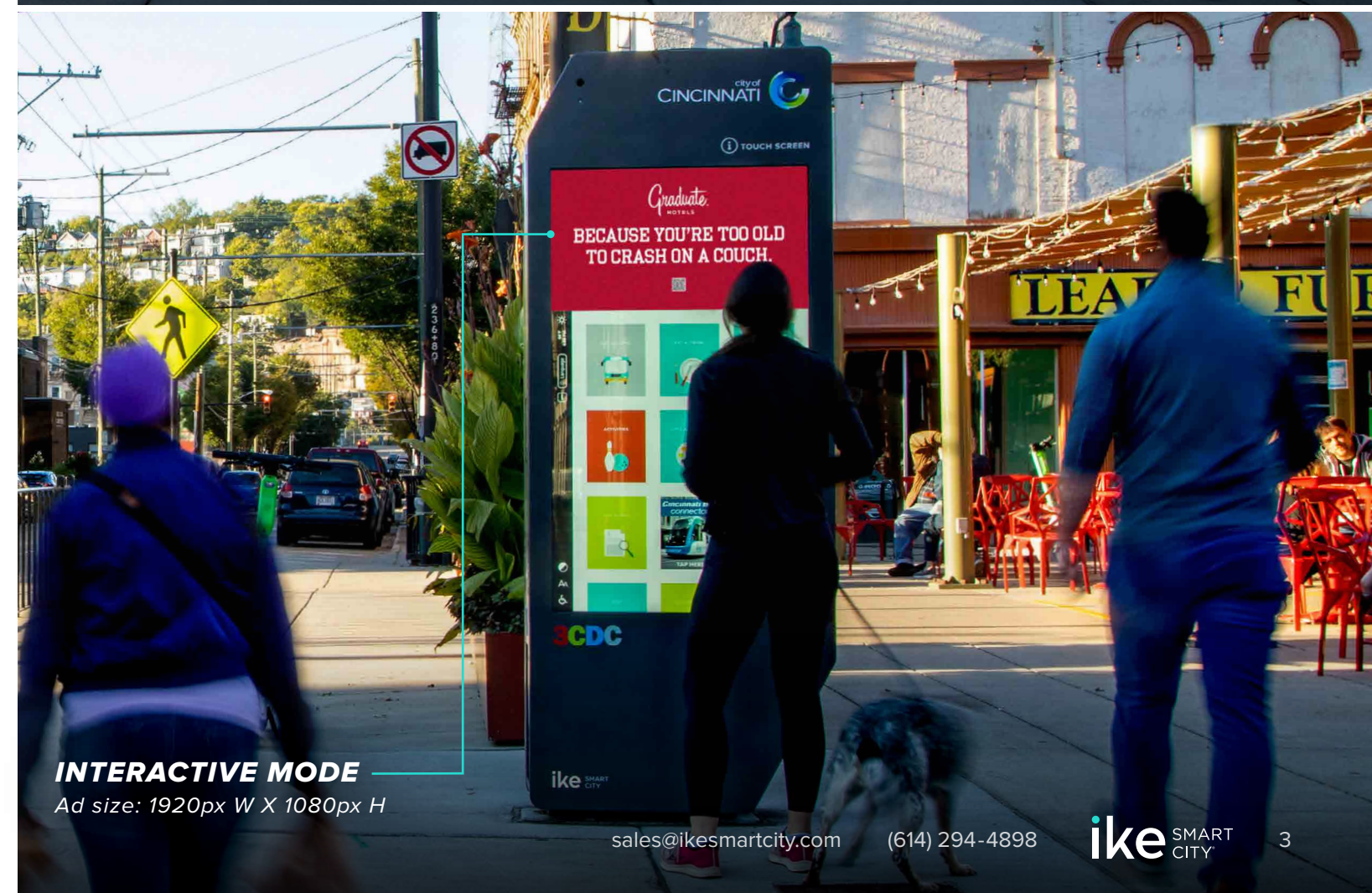


# MEET ike

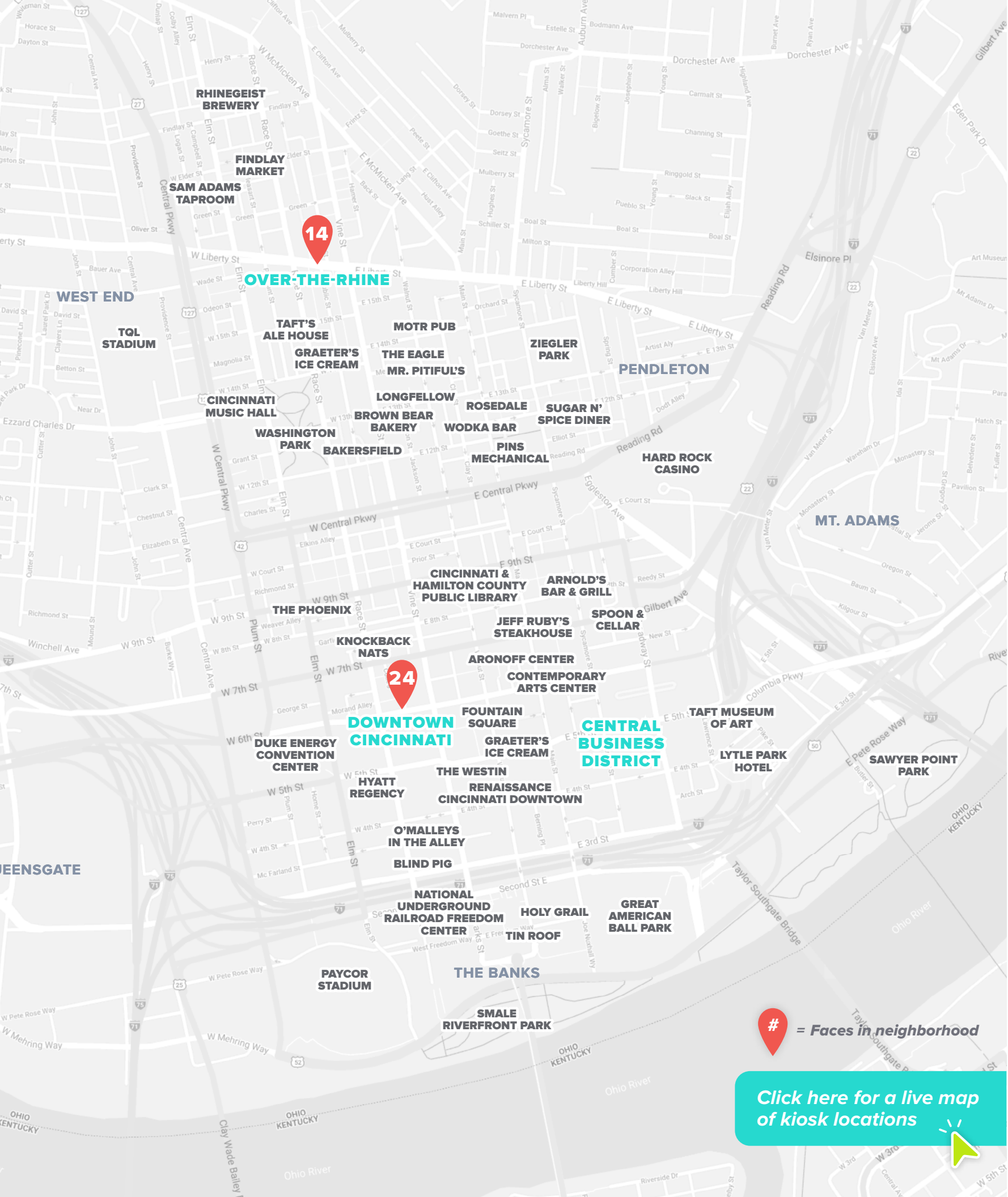
## The Interactive Smart City Digital Kiosk

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







# CINCINNATI LOCATIONS

## Neighborhoods

### Downtown/Central Business District

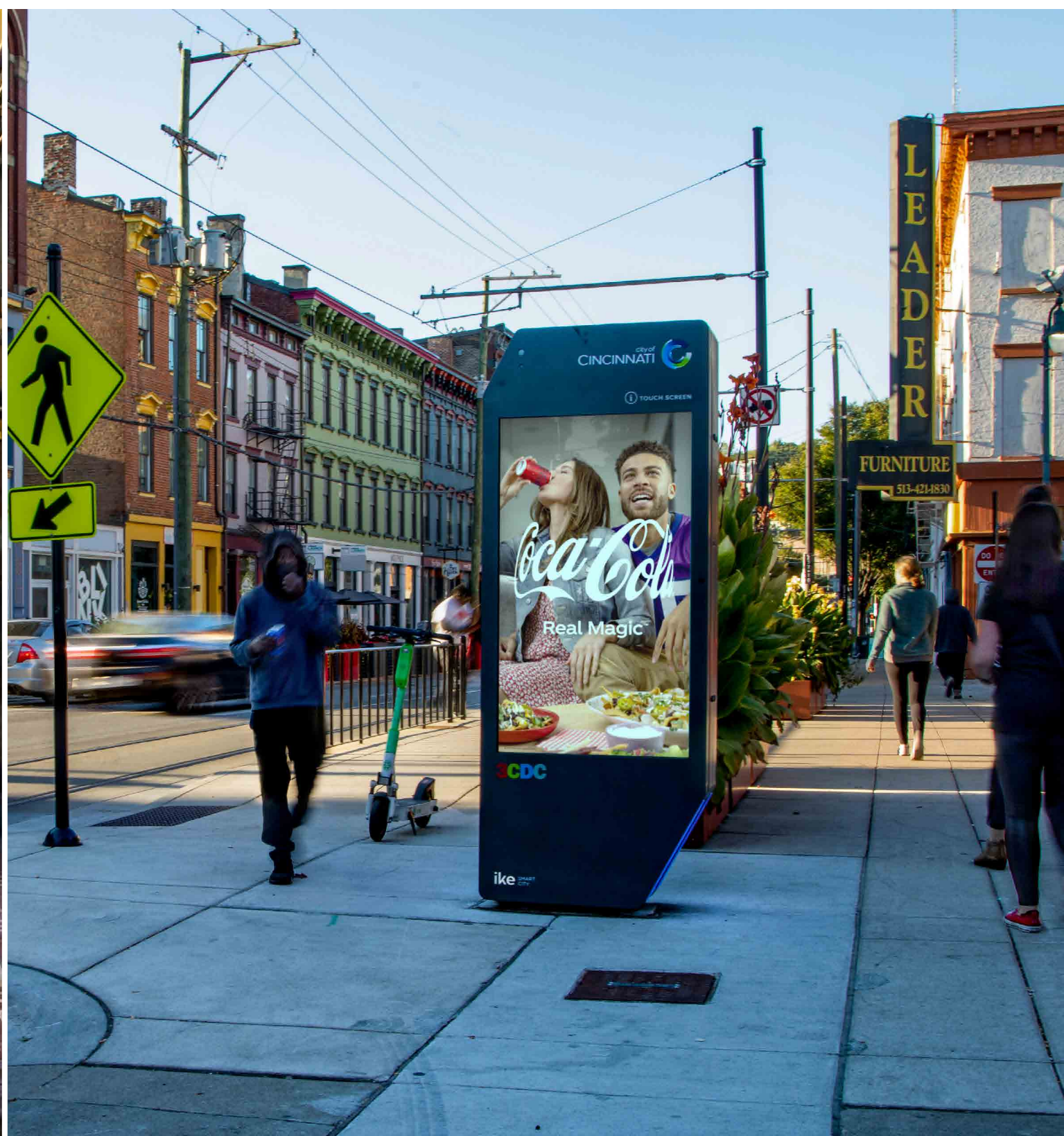
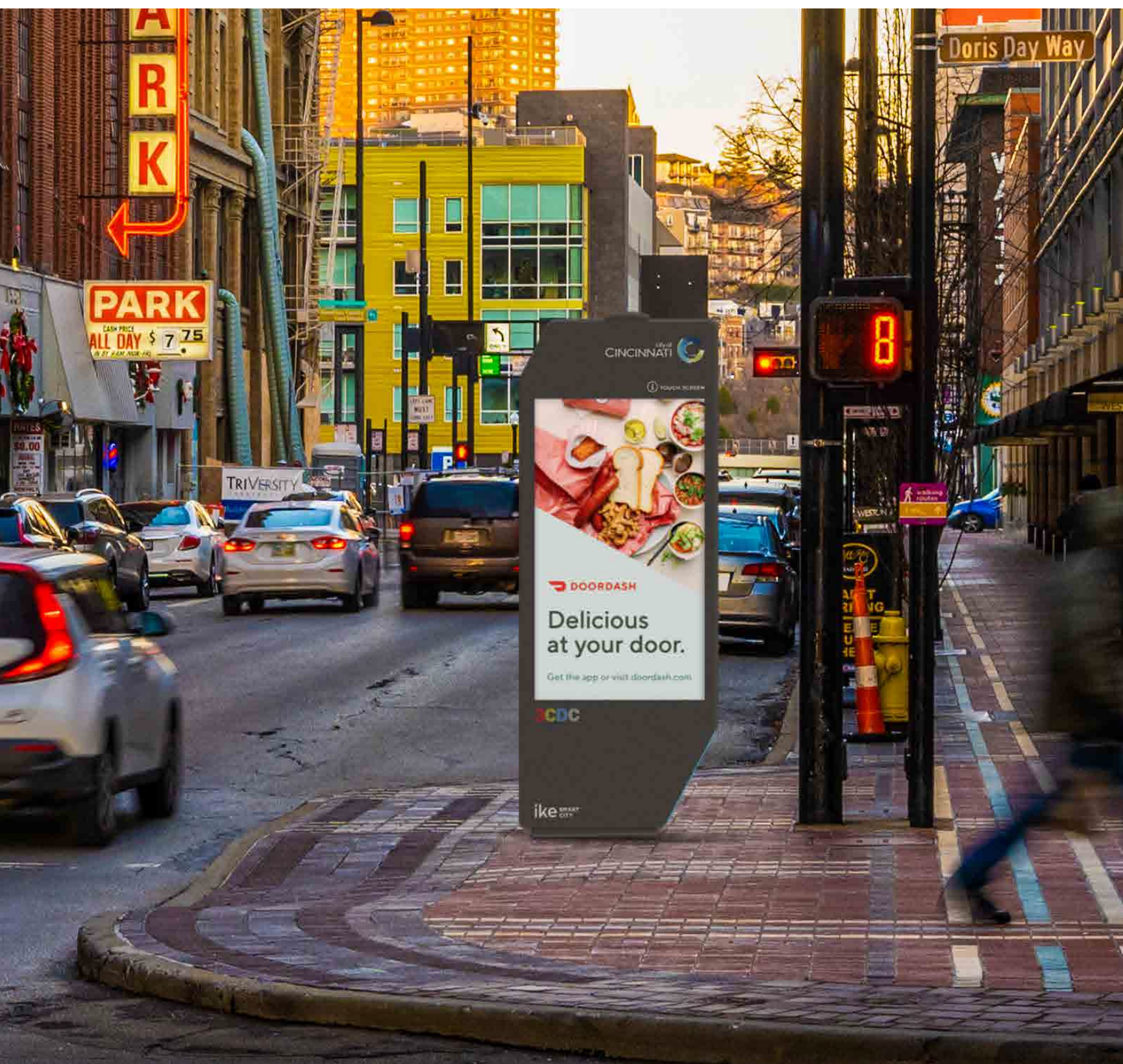
Cincinnati's Central Business District is the heart of Downtown, teeming with professionals heading to high-rise offices and headquarters for Kroger, P&G, and Fifth-Third Bank. With easy access to the freeway and connected by streetcar, this pedestrian-friendly urban core is bursting with activity from the Hard Rock Casino to the Duke Energy Convention Center. Both residents and visitors flock to trendy bars and restaurants, museums, and year-round events at Fountain Park, Taft Theatre, Aronoff Center, Heritage Bank Center, Great American Ball Park (MLB's Reds), and Paycor Stadium (NFL's Bengals).

### Over-the-Rhine (OTR)

One of the city's oldest neighborhoods, OTR has experienced a renaissance over the last ten years and is now Cincinnati's trendiest and most vibrant area. This cool, cultural hub and entertainment district is crowded with eclectic hipsters, foodies, fashionistas, and artists heading to local favorites: Rhinegeist Brewery, Taste of Belgium, Homage, Bakersfield, Coffee Emporium, and Findlay Market, Cincinnati's largest farmers' market. Easily accessible by freeway and Cincinnati Bell Connector streetcar, residents and visitors attend events year-round at Washington Park and the historic Cincinnati Music Hall.



# VISIBILITY. IMPACT. REACH.







# Thank you

---

## GET IN TOUCH

[sales@ikesmartcity.com](mailto:sales@ikesmartcity.com)

250 N. Hartford Avenue, Columbus, OH 43222

614.294.4898

[ikesmartcity.com](http://ikesmartcity.com)