

END  
ROAD WORK

GATEWAY  
DISTRICT

TOUCH SCREEN

The free app for  
people who really,  
really like showers.



Songs to Sing  
in the Shower



Love what you love.  
Free on Spotify.



ike  
SMART  
CITY

ike SMART  
CITY

Cleveland

MARKET KIT



# CLEVELAND, OH

## OOH Statistics

### DMA RANKING

 **19<sup>th</sup>**

### MEDIAN AGE

 **41**

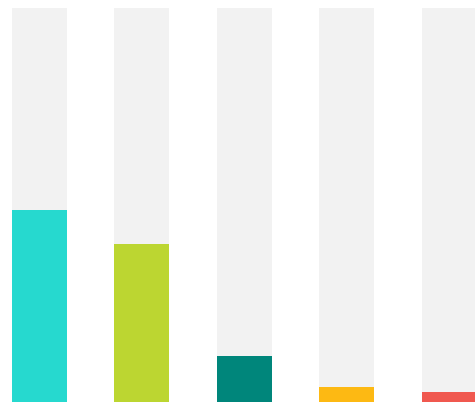
### MEDIAN INCOME

**\$49.3K**

### TRANSPORTATION



- ▶ DRIVE ALONE: **83%**
- ▶ MASS TRANSIT: **2%**
- ▶ CARPOOL: **8%**
- ▶ WALK: **2%**
- ▶ WORK FROM HOME: **4%**
- ▶ BIKE: **0.4%**



### RACE/ETHNICITY COMPOSITION

- BLACK/AFRICAN AMERICAN: **49%**
- WHITE: **40%**
- HISPANIC OR LATINO: **12%**
- TWO OR MORE RACES: **4%**
- ASIAN: **3%**



### AVERAGE WEEKLY IMPRESSIONS

**15K+**  
(PER IKE)

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



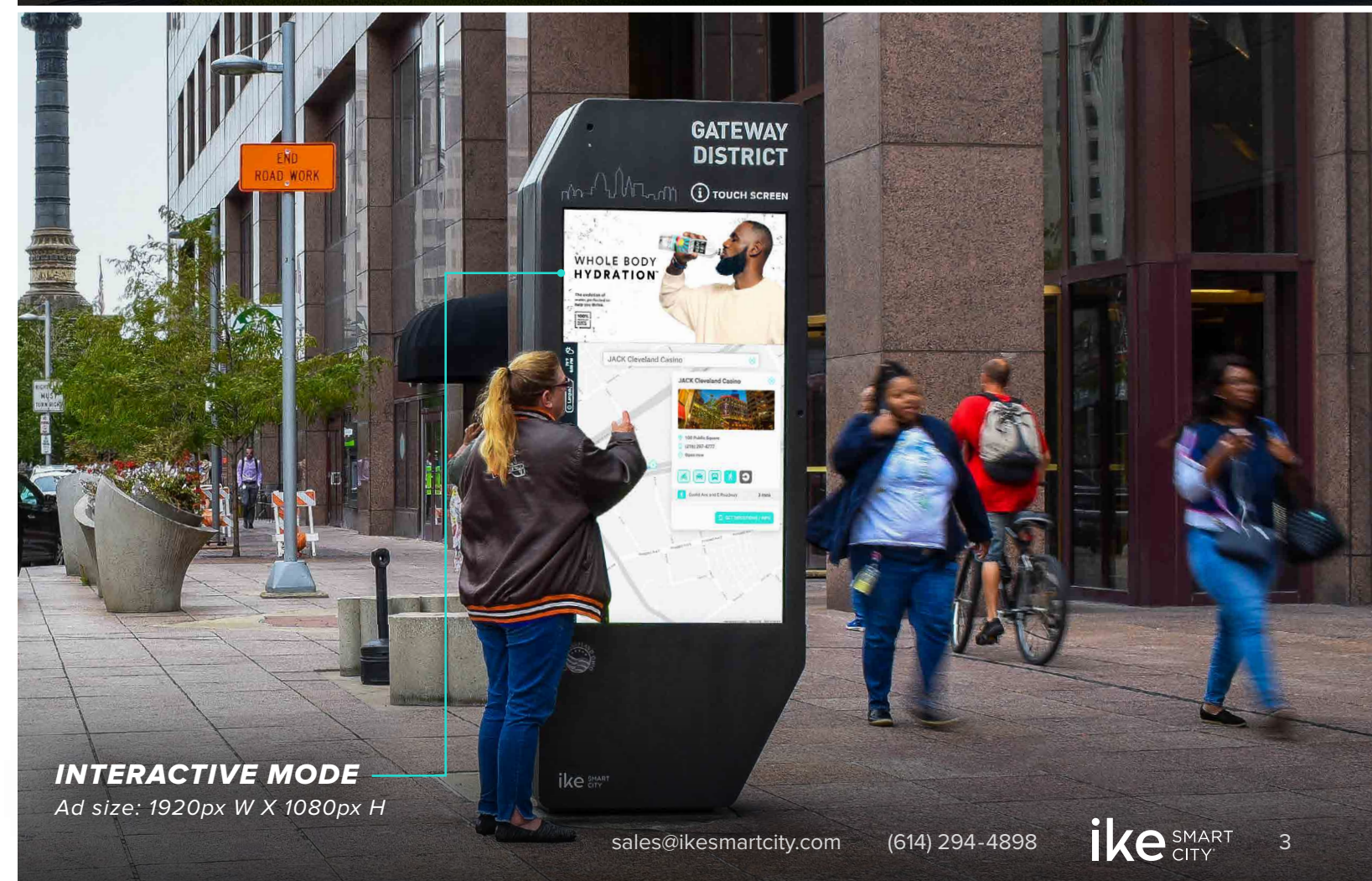


# MEET ike

## 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





# CLEVELAND LOCATIONS

## Neighborhoods

### Downtown

As the heart of Downtown, the Civic Center District includes the busiest and most iconic buildings: the historic Standard building, Huntington Convention Center, Key Tower, Terminal Tower, and 200 Public Square. Professionals and City Hall politicians walk beside shoppers at the huge two-story Galleria mall. Year round, crowds gather at Public Square, the City's downtown park, which is connected to key bus lines and main commuter routes.

### Campus District and University Circle

As the center for arts, education, and medicine in Downtown, the Campus District is flooded with students, doctors, and patients attending either Cleveland State University, the St. Vincent Charity Medical Center, or Cuyahoga Community College. Further east on Euclid Avenue is University Circle, home to the Cleveland Clinic, Case Western Reserve University and Hospitals, as well as cultural institutions such as Cleveland Museum of Art and MOCA Cleveland. Filled with restaurants, shops, galleries, museums, performance venues, and green spaces, the Campus District and University Circle are bustling with non-stop commuters, pedestrians, and vehicular traffic.

### Gateway and Tower City

Cleveland's destination for sports and entertainment, the Gateway and Tower City Districts bring event-goers from all over the state. Fans pack the 35,000-seat Progressive Field and 20,000-seat Rocket Mortgage FieldHouse, and nearby East 4th Street draws diners, shoppers, and music lovers to the Arcade mall and the House of Blues Cleveland. Tower City Center connects office buildings, a three-story shopping mall, and the JACK Cleveland Casino and is also the transit hub for Cleveland's four rapid transit lines.

### Ohio City and Edgewater Hill

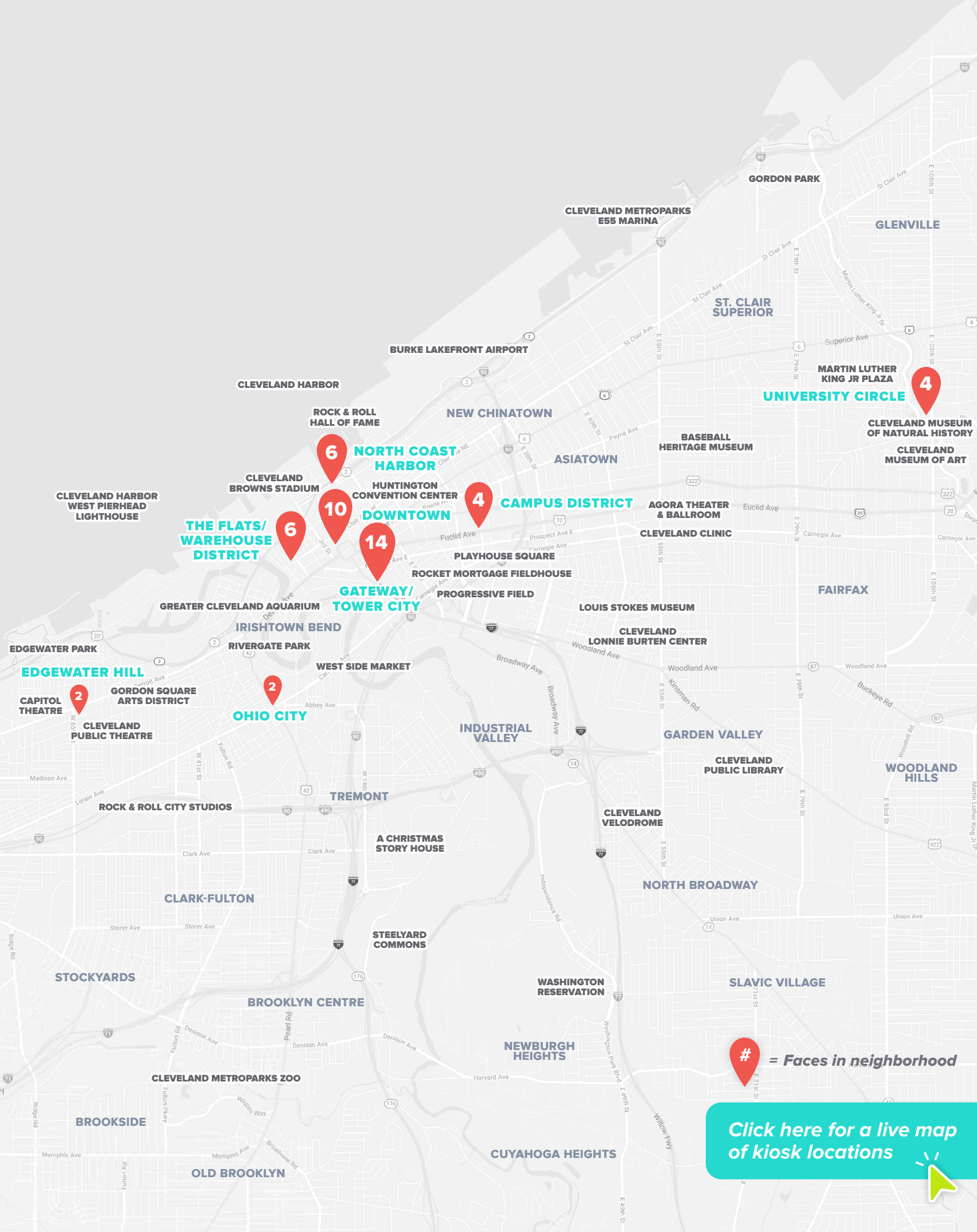
Two of the fastest growing neighborhoods along the Red Line rail, west of Downtown Cleveland, are Ohio City and Edgewater Hill, buzzing with young professionals, millennials, and entrepreneurs in these pedestrian-friendly, diverse communities with trendy bars, coffee houses, cafes, and artisan shops. The colorful, painted walls in Ohio City welcome neighbors and visitors as they explore the neighborhood, including West Side Market, the renowned indoor farmer's market with over 100 vendors.

### North Coast Harbor

North Coast Harbor is where Downtown Cleveland meets Lake Erie. North Coast Harbor is always busy as Cleveland natives and visitors head to popular destinations: the world-famous Rock and Roll Hall of Fame and Museum, the Great Lakes Science Center, the 67,000-seat Cleveland Browns Stadium (NFL), Voinovich Bicentennial Park, Goodtime III Sightseeing Ship, and Burke Lakefront Airport, Cleveland's premier business airport.

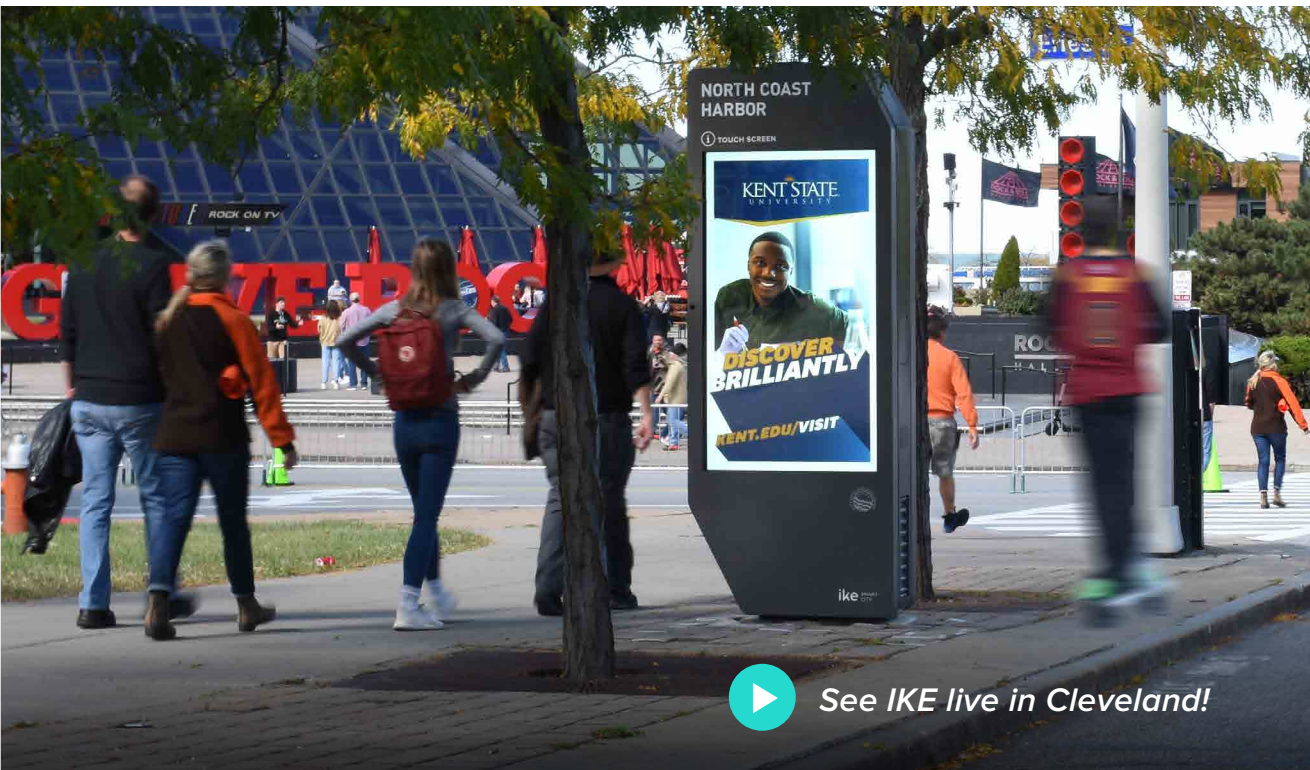
### The Flats and Warehouse District

Two adjacent, redeveloped areas, the Flats and Warehouse District, are the go-to locale for Downtown's nightlife. Located on the rapid rail line and close to the Greater Cleveland Aquarium, the Flats is the premier destination for a night out at trendy restaurants, beer gardens, and clubs. Just west, the Warehouse District is a historic business and residential neighborhood with an inviting mix of fine dining, vibrant nightlife, and boutique shopping.



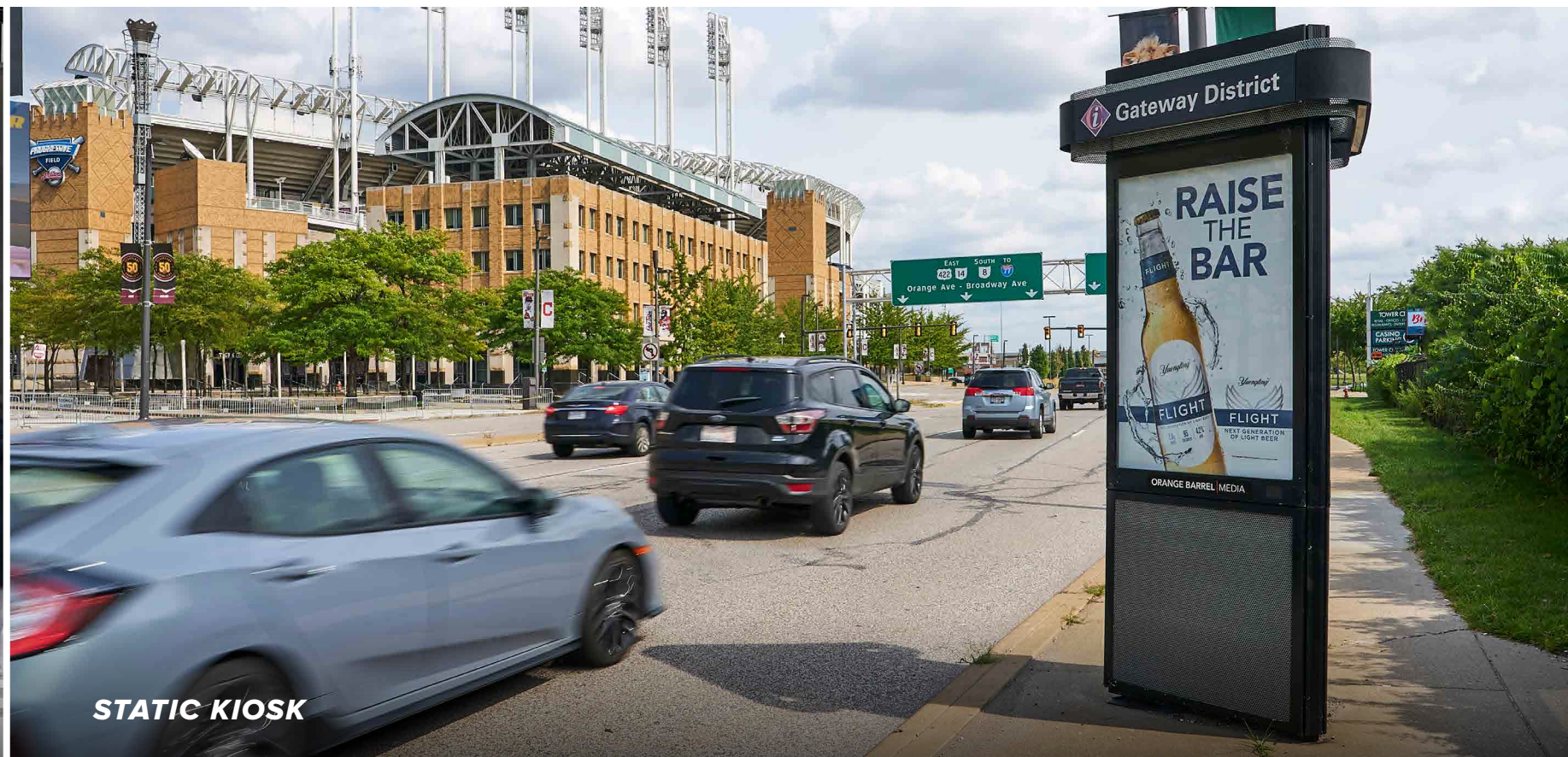
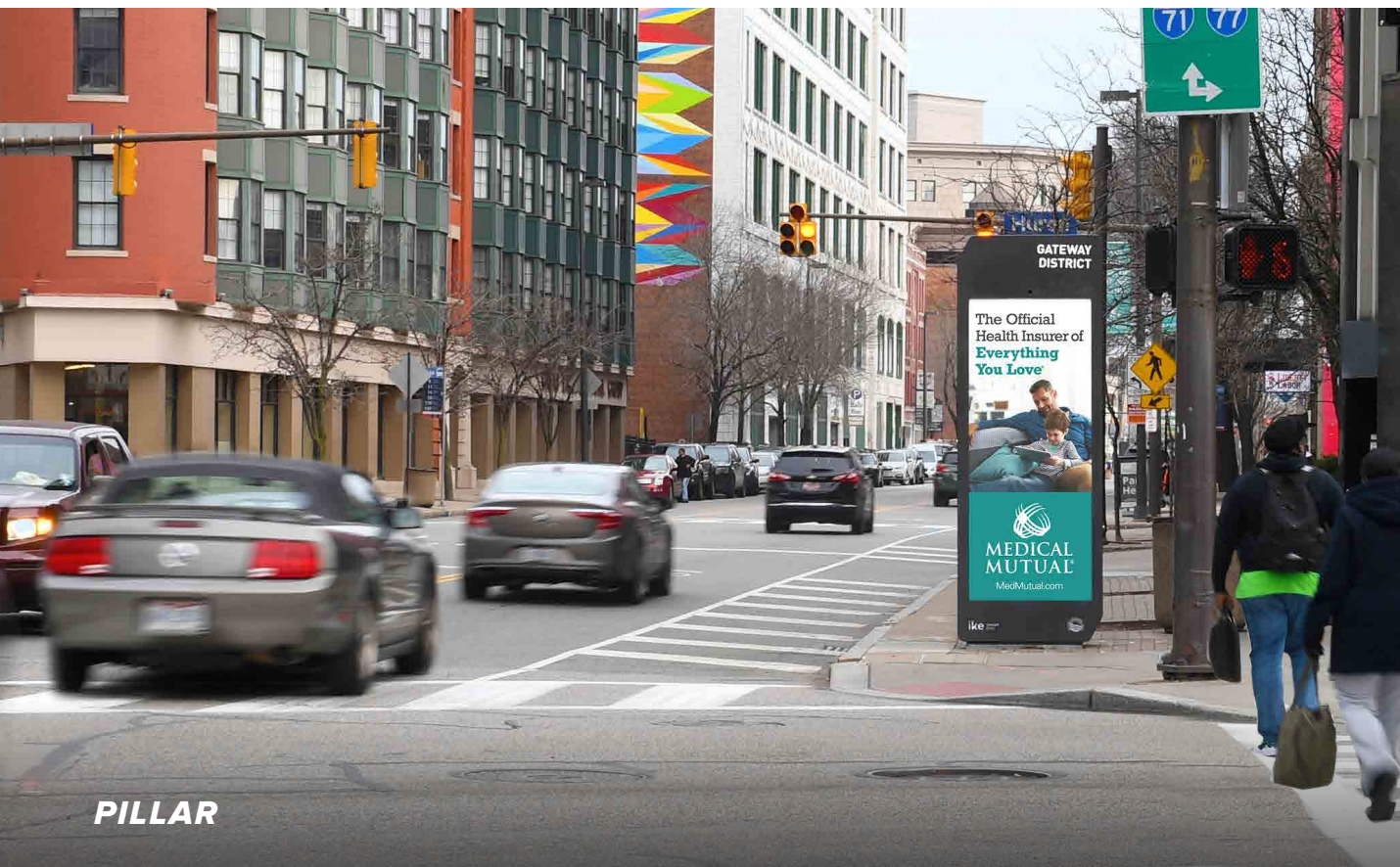


# VISIBILITY. IMPACT. REACH.





# ADDITIONAL STREET FURNITURE



## Neighborhoods

### PILLARS

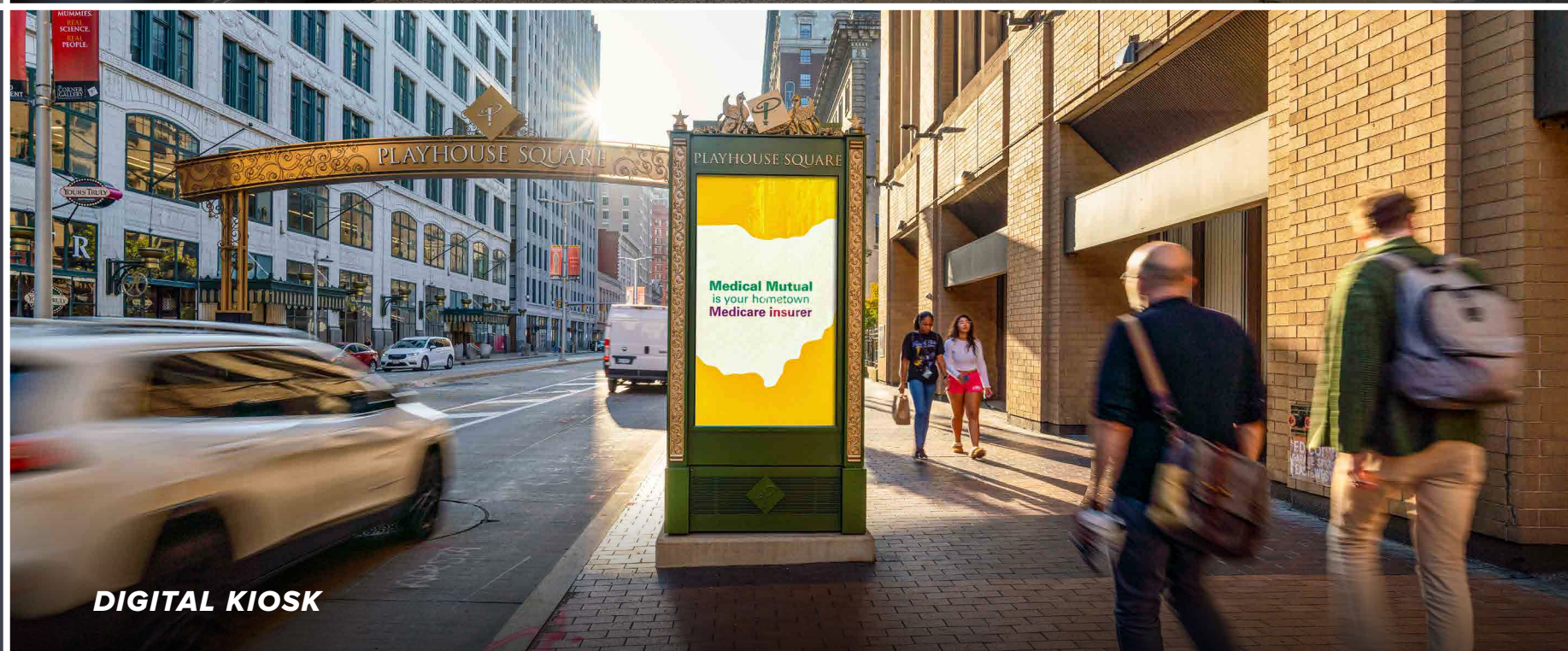
- ▶ Downtown/Civic Center
- ▶ The Flats/Warehouse District
- ▶ Gateway/Tower City
- ▶ Campus District
- ▶ University Circle

### STATIC KIOSKS

- ▶ Downtown
- ▶ East Cleveland
- ▶ West Cleveland

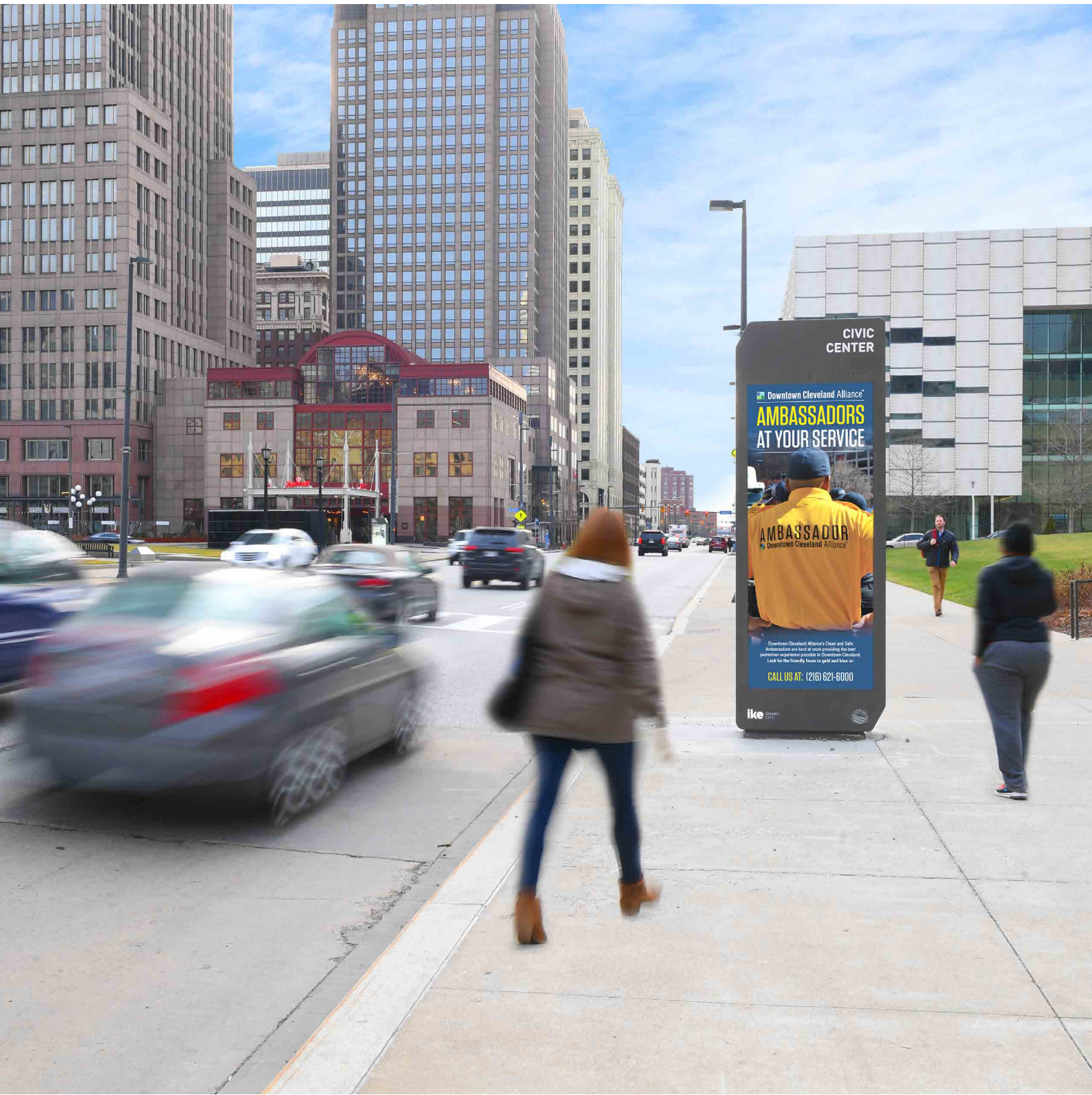
### DIGITAL KIOSKS

- ▶ Downtown/Playhouse Square





# PILLARS



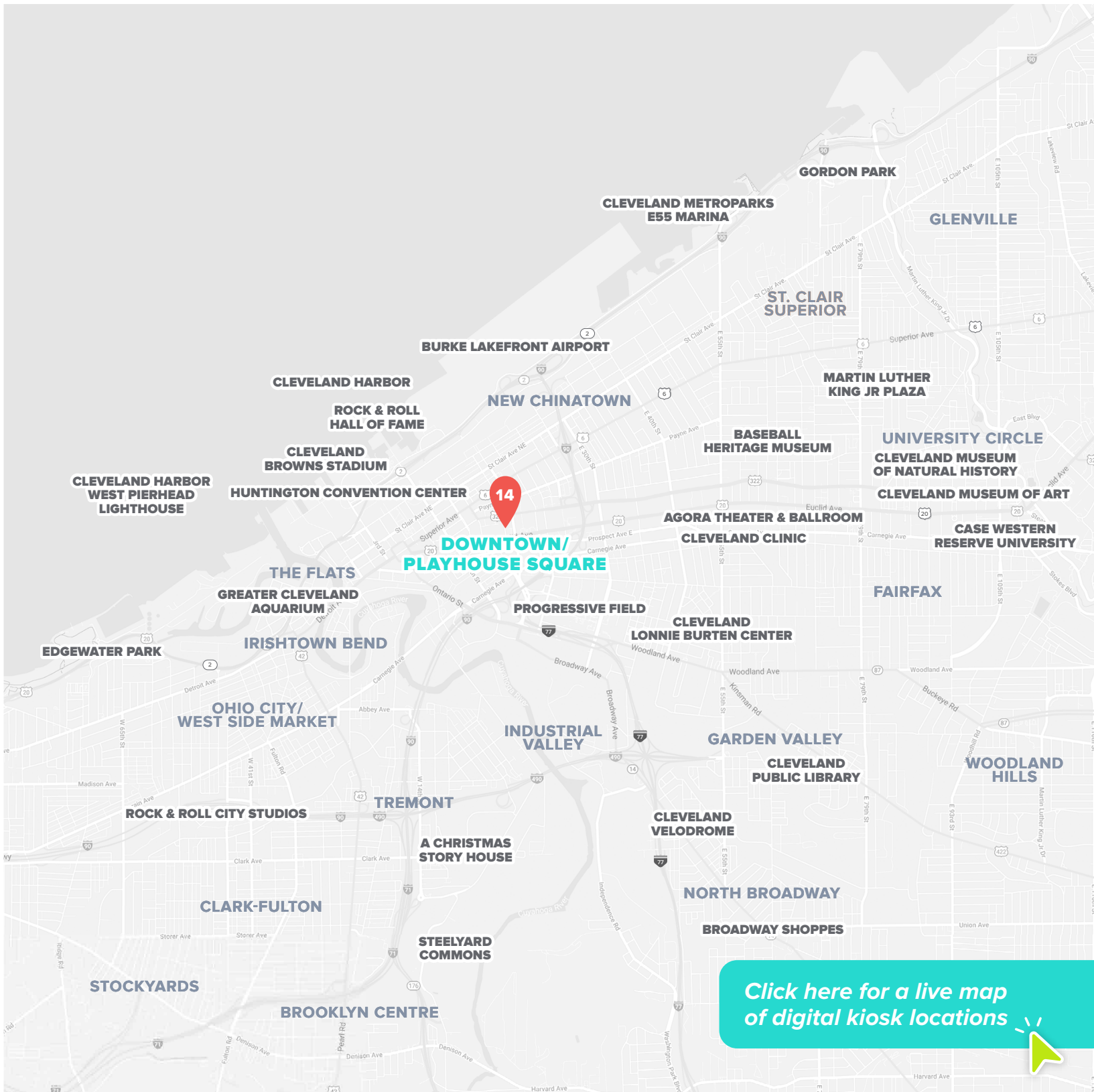


# STATIC KIOSKS





# DIGITAL KIOSKS







# Thank you

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## GET IN TOUCH

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