

ike SMART CITY

Columbus
MARKET KIT

COLUMBUS, OH

OOH Statistics

DMA RANKING

 **33rd**

MEDIAN AGE

 **37**

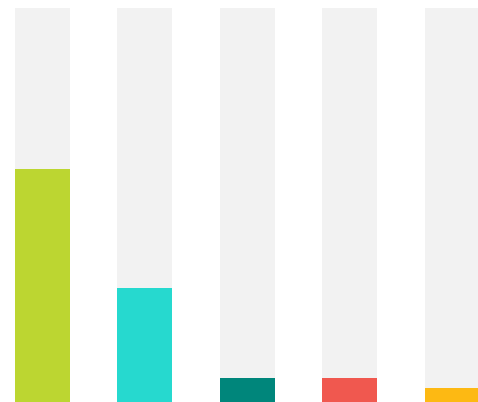
MEDIAN INCOME

\$54.6K

TRANSPORTATION



- ▶ DRIVE ALONE: **83%**
- ▶ MASS TRANSIT: **1%**
- ▶ CARPOOL: **8%**
- ▶ WALK: **3%**
- ▶ WORK FROM HOME: **4%**
- ▶ BIKE: **0.4%**



RACE/ETHNICITY COMPOSITION

- WHITE: **59%**
- BLACK/AFRICAN AMERICAN: **29%**
- HISPANIC OR LATINO: **6%**
- ASIAN: **6%**
- TWO OR MORE RACES: **4%**



AVERAGE WEEKLY IMPRESSIONS

15K+
(PER IKE)

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

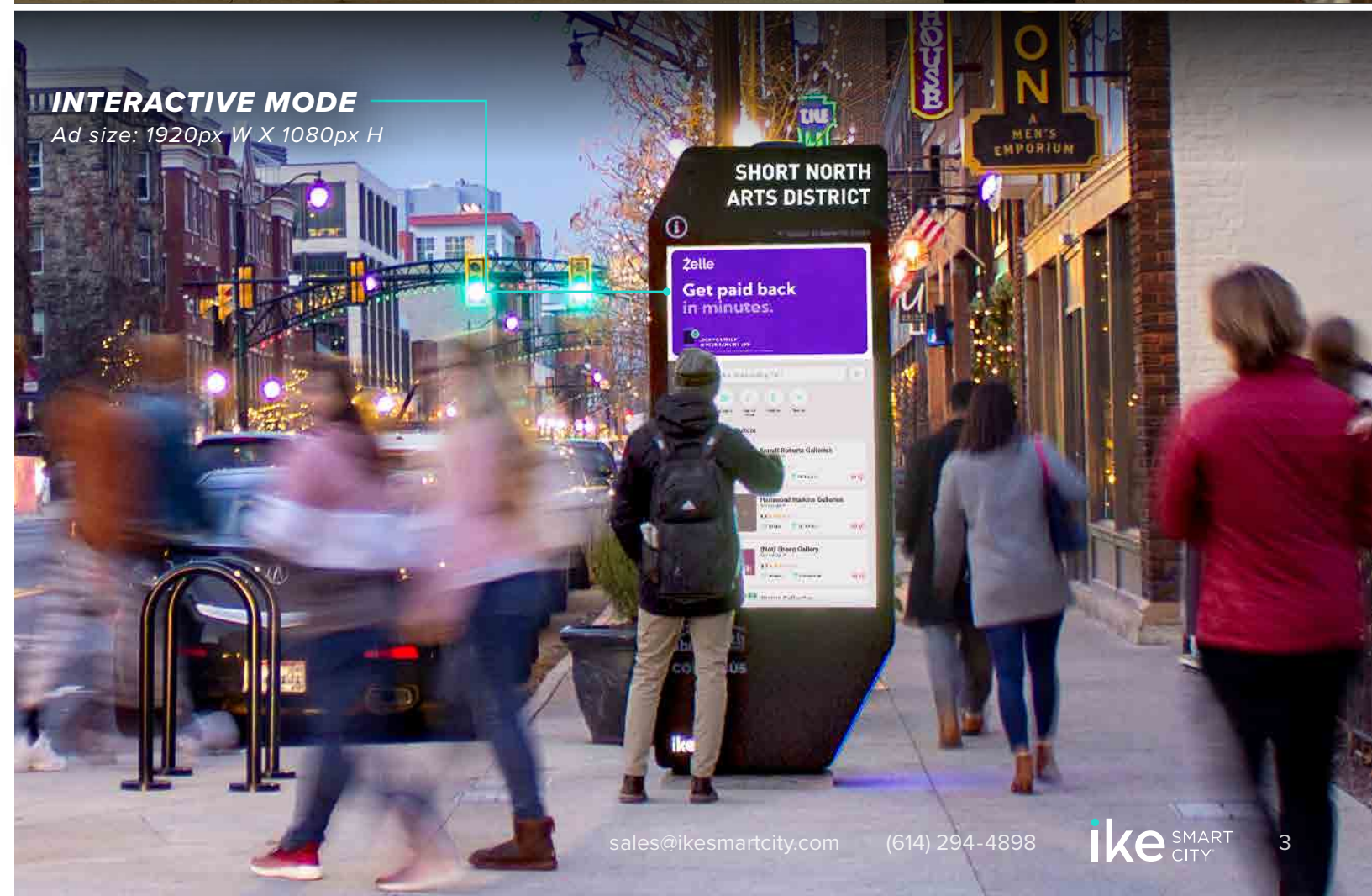


MEET ike

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



Neighborhoods

Downtown daily commuters and professionals converge on the economic and political City center with major corporations, including the headquarters for Nationwide Insurance, American Electric Power, and Huntington National Bank, as well as the Ohio Statehouse and Supreme Court of Ohio. Thousands of Columbus-area residents travel into Downtown regularly to attend Columbus State Community College as well as exciting shows at historic theaters: Ohio Theatre, Palace Theatre, and The Lincoln.

The center for sports and entertainment near Downtown, the Arena District is home to the 20,000-seat Nationwide Arena, 10,000-seat Huntington Park, and 20,000-seat MLS soccer venue, Lower.com Field. Crawling with fans and event-goers, the Arena District is also crowded with visitors to favorite attractions and businesses like North Market, Express Live and the Columbus Convention Center. Bars and restaurants dominate the area as patrons come for food and the Arena District's vibrant night life.

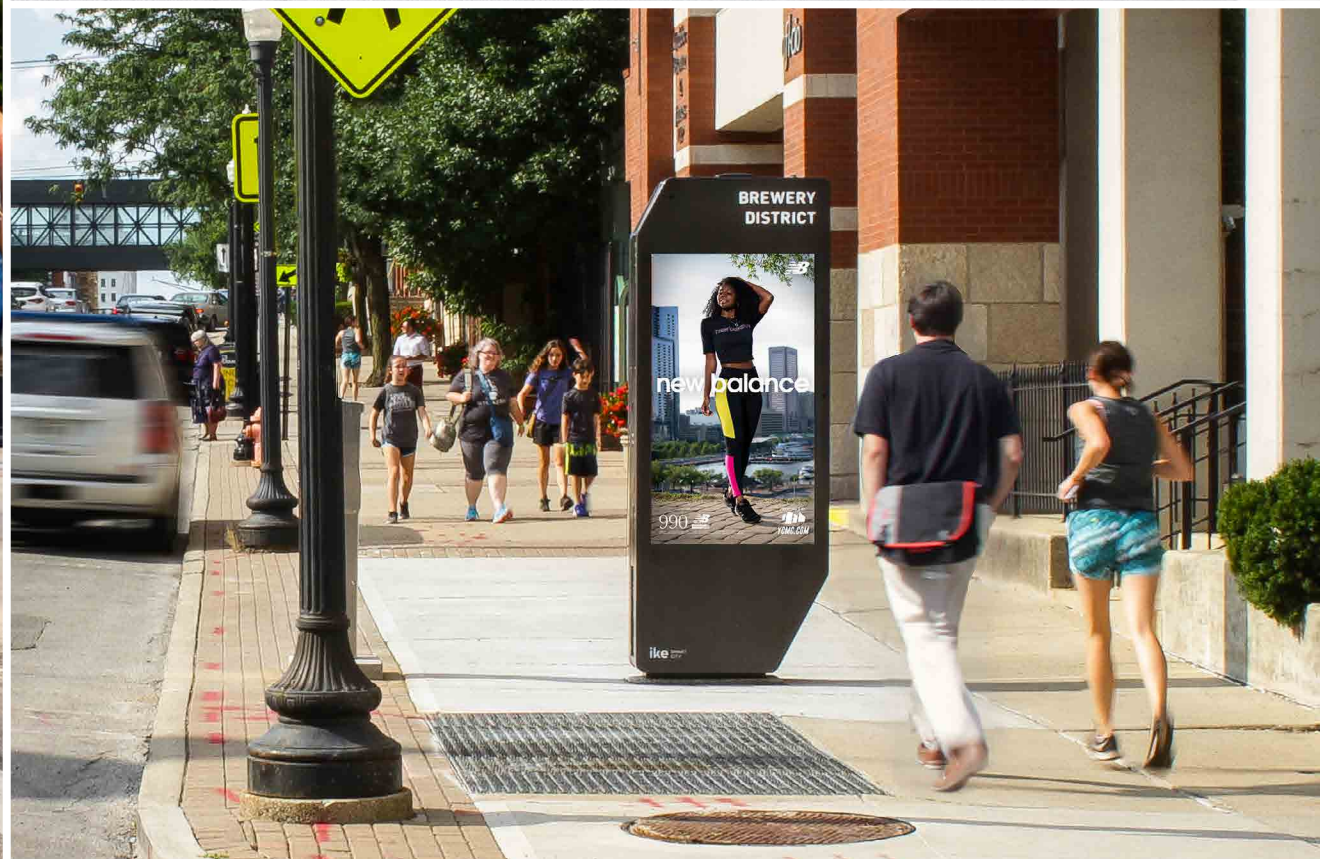
Perfectly south of Downtown, the Brewery District is home to over 28 businesses including breweries, restaurants, and shops in German Village, known for its charming brick houses and streets. This area houses the headquarters for billion-dollar corporation Grange Insurance, along with iconic establishments including Thurman's Café, Schmidt's Sausage House, and a 32-room bookstore called The Book Loft, all easily accessible by foot or vehicle.

Nestled in an open-air, pedestrian-friendly setting, Easton Town Center boasts more than 1.8 million square feet of mixed-use space and over 300 of the nation's most sought-after retailers. Easton also offers distinctive dining along with a wide variety of entertainment options including a world-class comedy club, Ohio's largest movie theatre, and free outdoor concerts.

The Short North is a cultural hub with a booming art scene, parks, and restaurants located north of Downtown and south of The Ohio State University. With over 300 businesses, Short North is home to a monthly Gallery Hop, a Halloween party with over 40,000 attendees, Columbus Pride, the Doo Dah parade and other events.

Located just 2 miles north of downtown, THE Ohio State University nationally ranks in the top 3 for enrollment with over 60,000 campus students. For game days and concerts, campus bustles with capacities of over 100,000 at The Shoe and nearly 20,000 at The Schott. To the north and east is a 1-mile stretch with restaurants, bars, entertainment and other activity.

VISIBILITY. IMPACT. REACH.



ADDITIONAL EASTON TOWN CENTER SIGNAGE



DIGITAL KIOSK



STATIC KIOSK

DIGITAL KIOSKS



STATIC KIOSKS



EAS-FS-302





Thank you

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