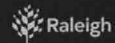


ORO  
Restaurant  
& Lounge

S WILMINGTON ST

i TOUCH SCREEN



ike SMART CITY

ike SMART CITY

Raleigh  
MARKET KIT



# RALEIGH, NC

## OOH Statistics

### DMA RANKING

 **22<sup>nd</sup>**

### MEDIAN AGE

 **35**

### MEDIAN INCOME

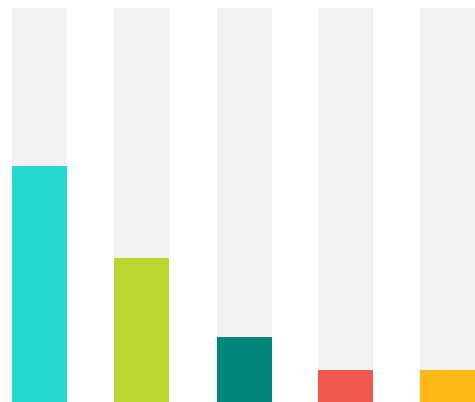
**\$74.6K**

### TRANSPORTATION



- ▶ DRIVE ALONE: **56%**
- ▶ MASS TRANSIT: **1%**
- ▶ CARPOOL: **6%**
- ▶ WALK: **1%**
- ▶ WORK FROM HOME: **33%**
- ▶ BIKE: **0%**

### RACE/ETHNICITY COMPOSITION



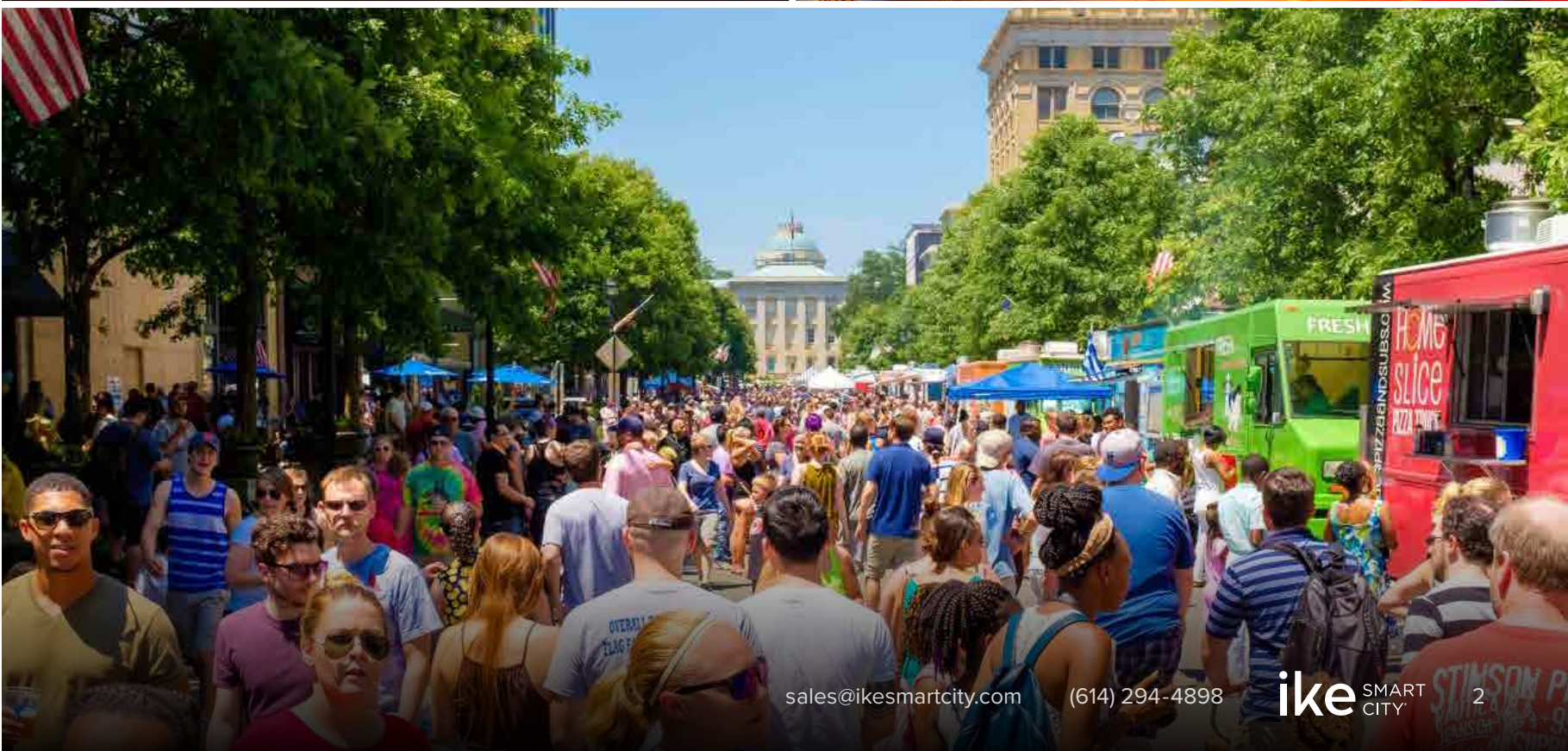
- WHITE: **56%**
- BLACK/AFRICAN AMERICAN: **27%**
- HISPANIC OR LATINO: **11%**
- ASIAN: **5%**
- TWO OR MORE RACES: **5%**

### AVERAGE WEEKLY IMPRESSIONS



**TBD**  
(PER IKE)

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





# MEET ike

## The Interactive Smart City Digital Kiosk

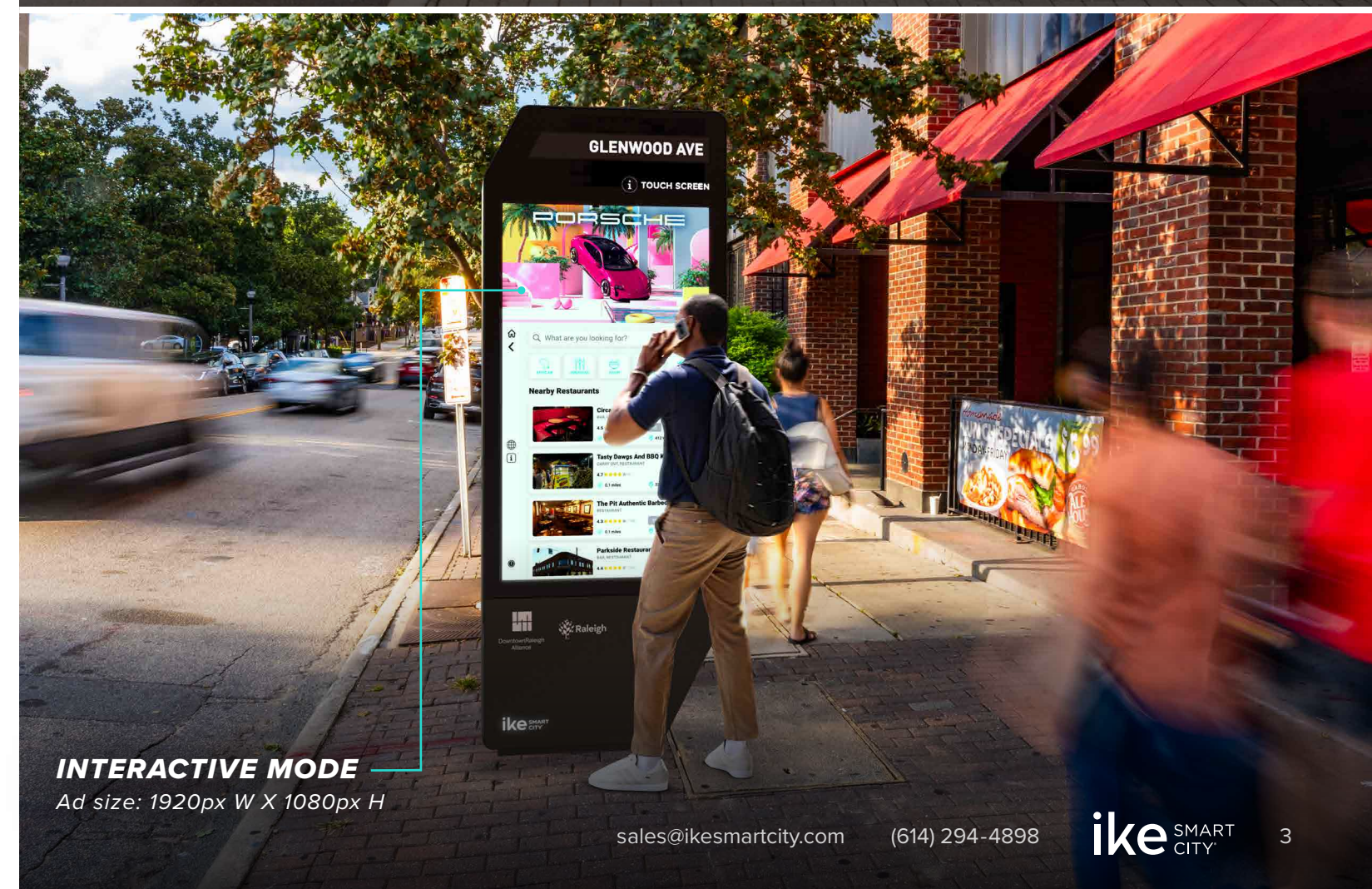
IKE delivers your message at street level in the dense urban core and **trendiest neighborhoods**. The network spans the city with key locations in **high traffic areas** providing the **best coverage in the market**.

- ▶ 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



**PASSIVE MODE**

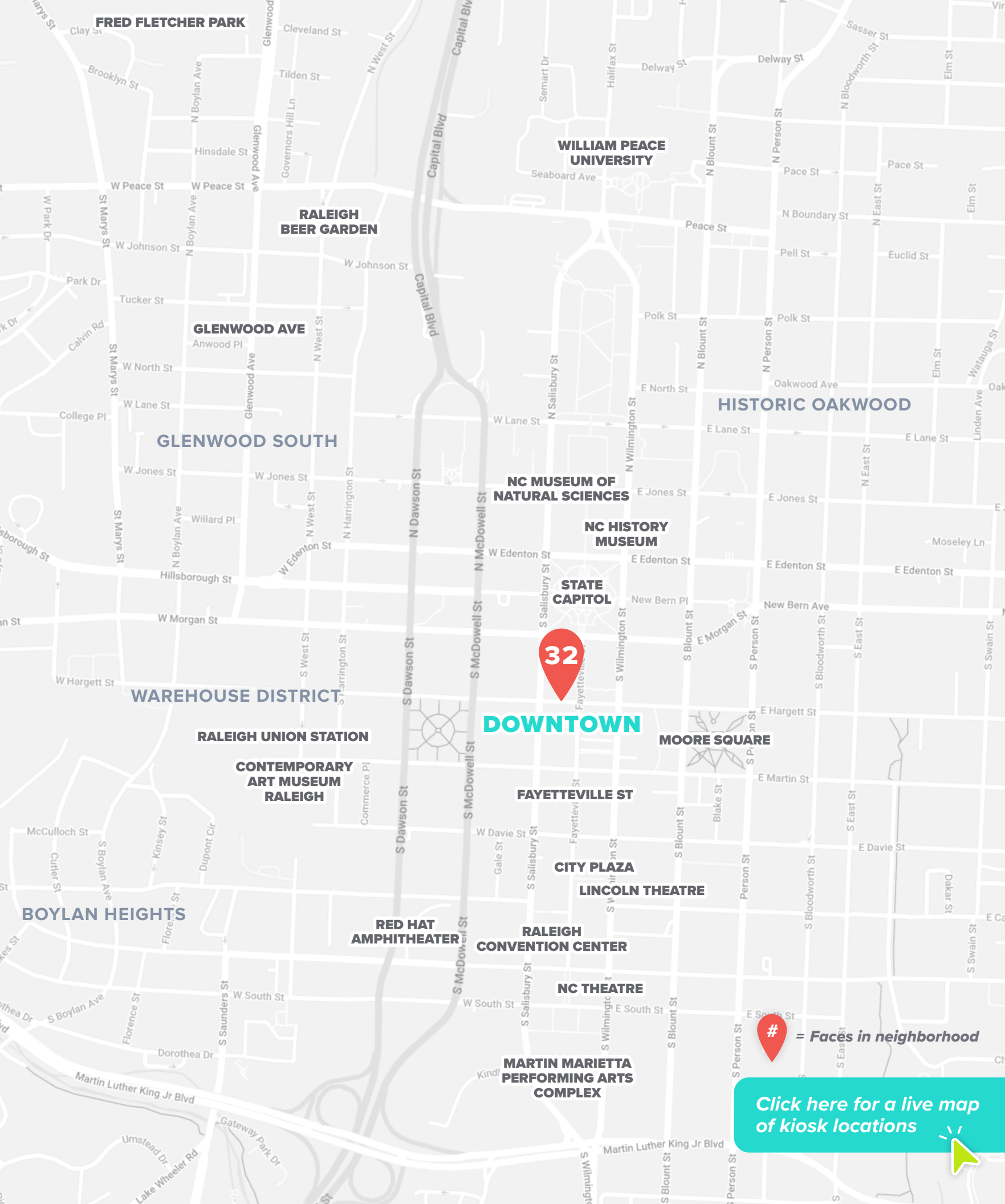
Ad size: 1080px W X 1920px H



**INTERACTIVE MODE**

Ad size: 1920px W X 1080px H





# RALEIGH LOCATIONS

## Neighborhoods

### Downtown Raleigh

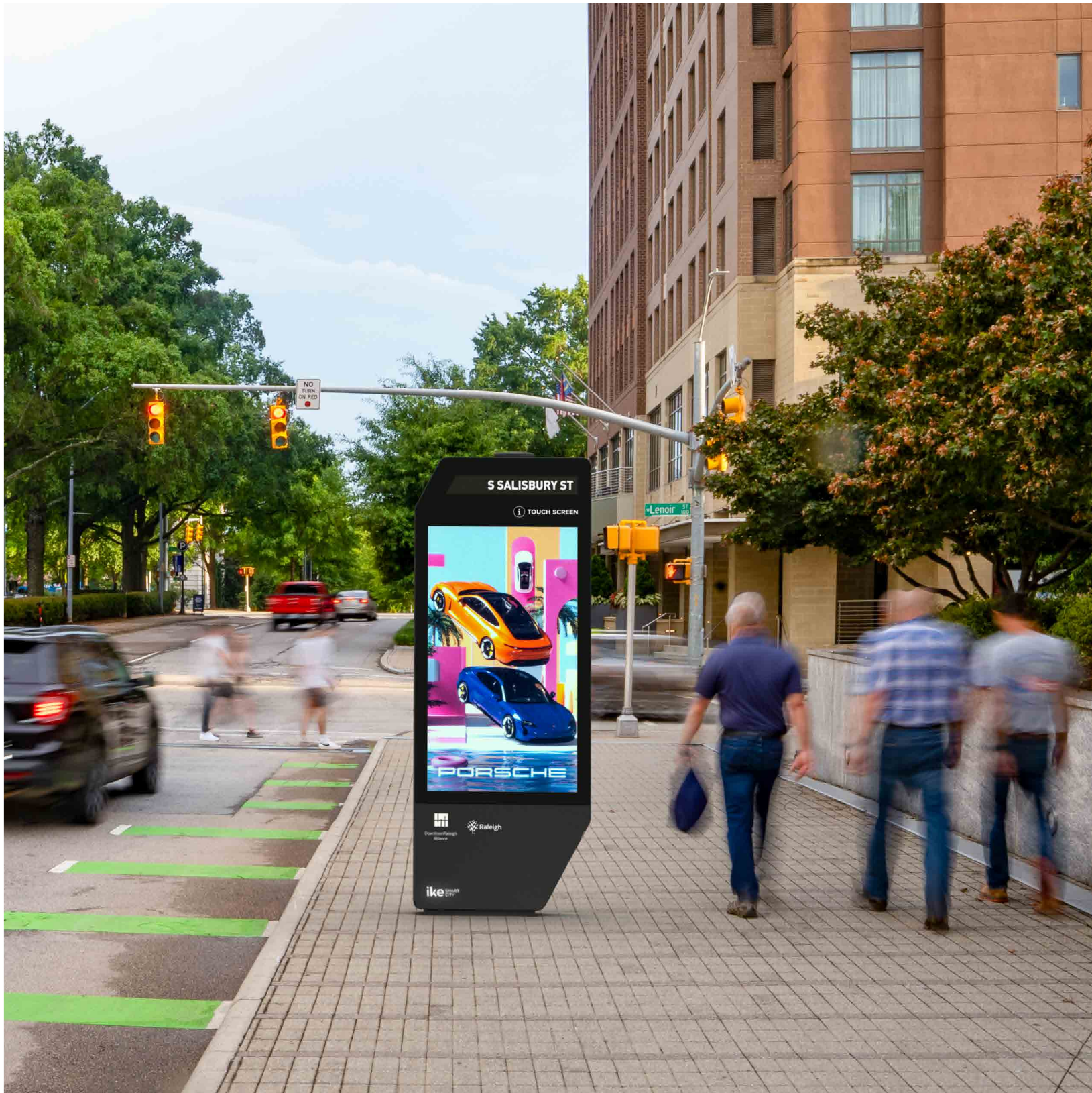
Downtown Raleigh teems with life and excitement as the epicenter of the state capital city. Modern skyscrapers are home to diverse businesses, from leading financial firms to innovative tech start-ups. The Raleigh Convention Center and Performing Arts Complex, City Plaza, Marbles Museum, and Lincoln Theatre serve as hubs for events drawing crowds year-round.

The vibrant neighborhood of **Glenwood South** centers on a half-mile of trendy bars and restaurants, salons, art galleries, and fitness studios lining Glenwood Avenue and its cross streets, inviting young professionals, hipsters, and foodies to endless options, all within walking distance of their homes in new luxury apartments and condos.

Between the heart of Downtown and North Carolina State University, the **Warehouse District** is a mix of students, professionals, visitors, and residents. This vibrant neighborhood is always bustling with activity from day into night at the Raleigh Union Station transit hub and revitalized buildings, offering modern residences, eclectic shops, innovative office spaces, trendy eateries, and lively nightlife.



# VISIBILITY. IMPACT. REACH.







# Thank you

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## 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)