



ike SMART CITY™

San Antonio

MARKET KIT

SAN ANTONIO, TX

OOH Statistics

DMA RANKING

 **31st**

MEDIAN AGE

 **36**

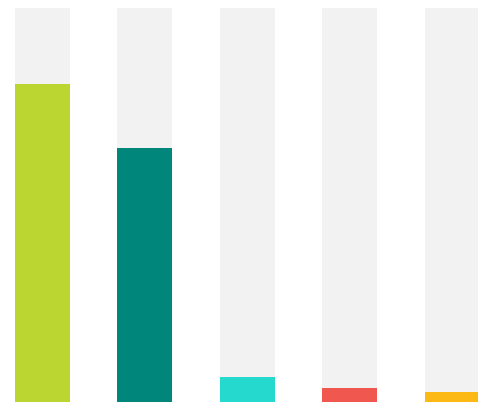
MEDIAN INCOME

\$54.6K

TRANSPORTATION



- ▶ DRIVE ALONE: **79%**
- ▶ WALK: **2%**
- ▶ MASS TRANSIT: **2%**
- ▶ WORK FROM HOME: **4%**
- ▶ CARPOOL: **11%**
- ▶ BIKE: **0.2%**



RACE/ETHNICITY COMPOSITION

- WHITE: **80%**
- HISPANIC OR LATINO: **64%**
- BLACK/AFRICAN AMERICAN: **7%**
- OTHER RACE: **4%**
- TWO OR MORE RACES: **3%**



AVERAGE WEEKLY IMPRESSIONS

10K+
(PER IKE)

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

Source: geopath.org, census.gov

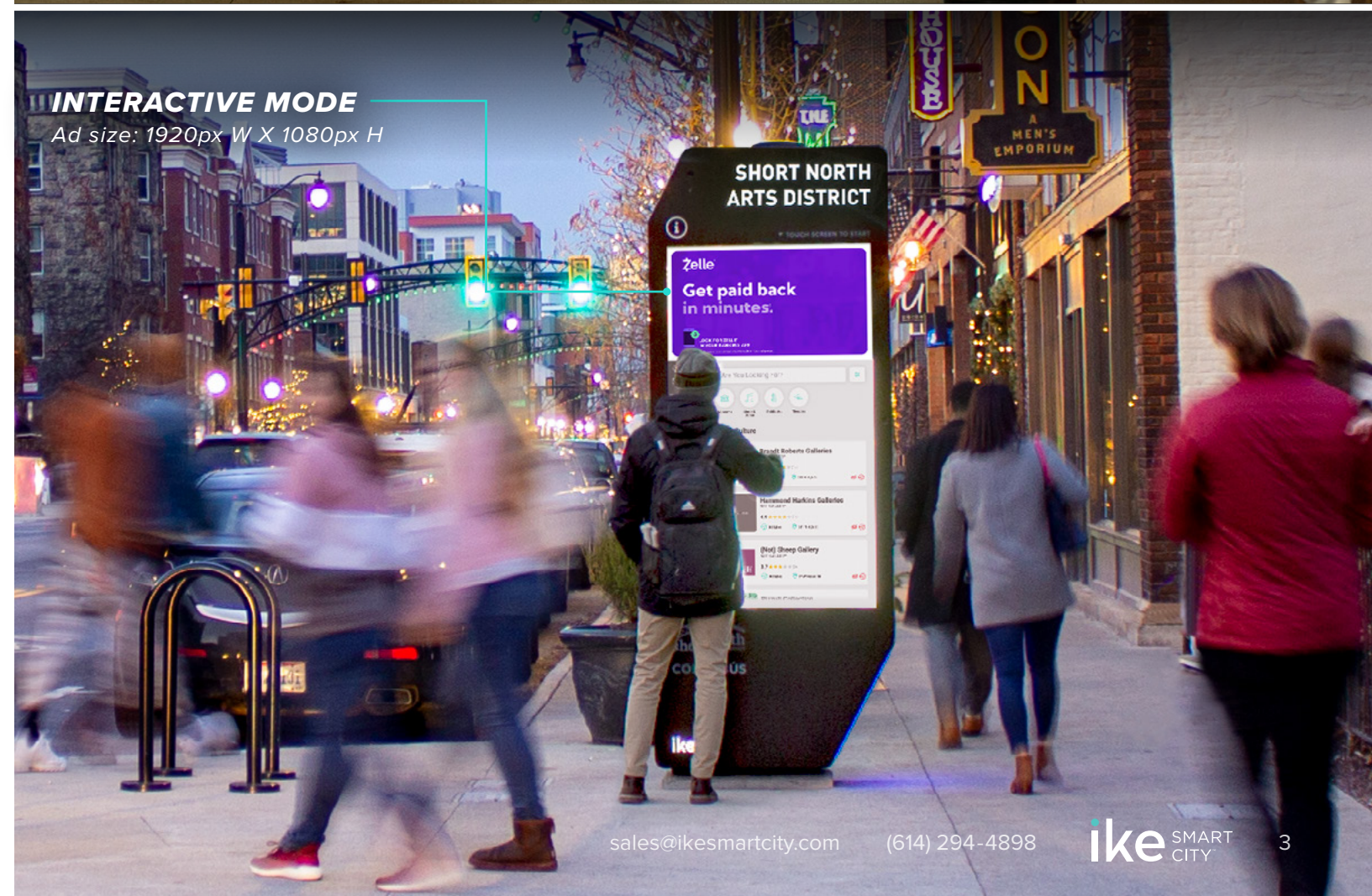


MEET ike

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



SAN ANTONIO LOCATIONS

Neighborhoods



Downtown

Downtown San Antonio houses many of the City's famous structures, attractions, and businesses, including the Convention Center and Alamodome. The shade-covered River Walk is lined with shops, cafes, restaurants, bars, and hotels. Market Square offers three blocks of shops and restaurants, while the Shops at River Center features a 1,000-room Marriott, six restaurants, and more than 100 retailers. Bustling with residents, commuters, and visitors to the City, the downtown area offers an abundance of lively pedestrian traffic and activity.

Additional Reach



VIA Metropolitan Transit Centers

San Antonio is home to a robust public transit system that services 37.9 million passenger trips per year. Transit Centers are the heart of the system and serve as the main hubs for residents and visitors to navigate the City. Offering air-conditioned waiting areas with restrooms, vending machines, and staff encourages heavy use. With the recent addition of free Wi-Fi to transit lines, ridership will continue to grow, driving increased traffic to and from these integral transportation hubs.



Public Parks

Boasting more than 150 miles of walking, hiking, and biking trails, San Antonio Parks attract a high volume of traffic and activity. Residents and visitors enjoy the parks in the year-round sunshine, taking advantage of the swimming pools, gymnasiums, sports facilities, recreation centers, and City's Botanical Garden and Conservatory.



San Antonio International Airport

San Antonio International Airport provides commercial airline services for the entire South Texas region. More than 9 million passengers fly into and out of historic San Antonio each year on the 11 airlines that service the airport. Baggage claim areas are littered with an abundance of resident and visitor foot traffic waiting to collect luggage and exit the airport en route to destinations around the City.



VISIBILITY. IMPACT. REACH.



[▶ See IKE live in San Antonio!](#)



Thank you

GET IN TOUCH

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