



**ike** SMART CITY

# San Francisco Bay Area

MARKET KIT



# SAN FRANCISCO BAY AREA, CA

## OOH Statistics

### DMA RANKING

 **10<sup>th</sup>**

### MEDIAN AGE

 **37**

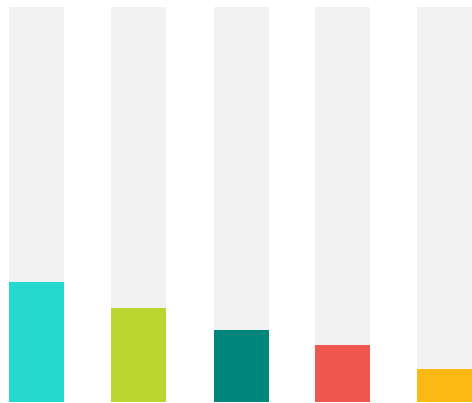
### MEDIAN INCOME

**\$85.6K**

### TRANSPORTATION



- ▶ DRIVE ALONE: **49%**
- ▶ MASS TRANSIT: **19%**
- ▶ CARPOOL: **9%**
- ▶ WALK: **4%**
- ▶ WORK FROM HOME: **16%**
- ▶ BIKE: **2%**



### RACE/ETHNICITY COMPOSITION

- WHITE: **33%**
- HISPANIC OR LATINO: **27%**
- BLACK/AFRICAN AMERICAN: **22%**
- ASIAN: **16%**
- TWO OR MORE RACES: **9%**

### AVERAGE WEEKLY IMPRESSIONS



**TBD**  
(PER IKE)

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

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



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# 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 FRANCISCO BAY AREA LOCATIONS

## Neighborhoods

### Berkeley

The City of Berkeley is a haven for foodies, arts, and culture as well as a home to the 40,000 students enrolled at University of California, Berkeley. **Downtown Berkeley** is the cultural hub of this vibrant city with an average of 11,000 daily riders emptying at the local BART station, joining students, faculty, and philosophers at local coffeehouses, eclectic restaurants, trendy bars, lively music venues, intimate theaters, and world-class museums like UC, Berkeley Art Museum & Pacific Film Archive (BAMPFA).

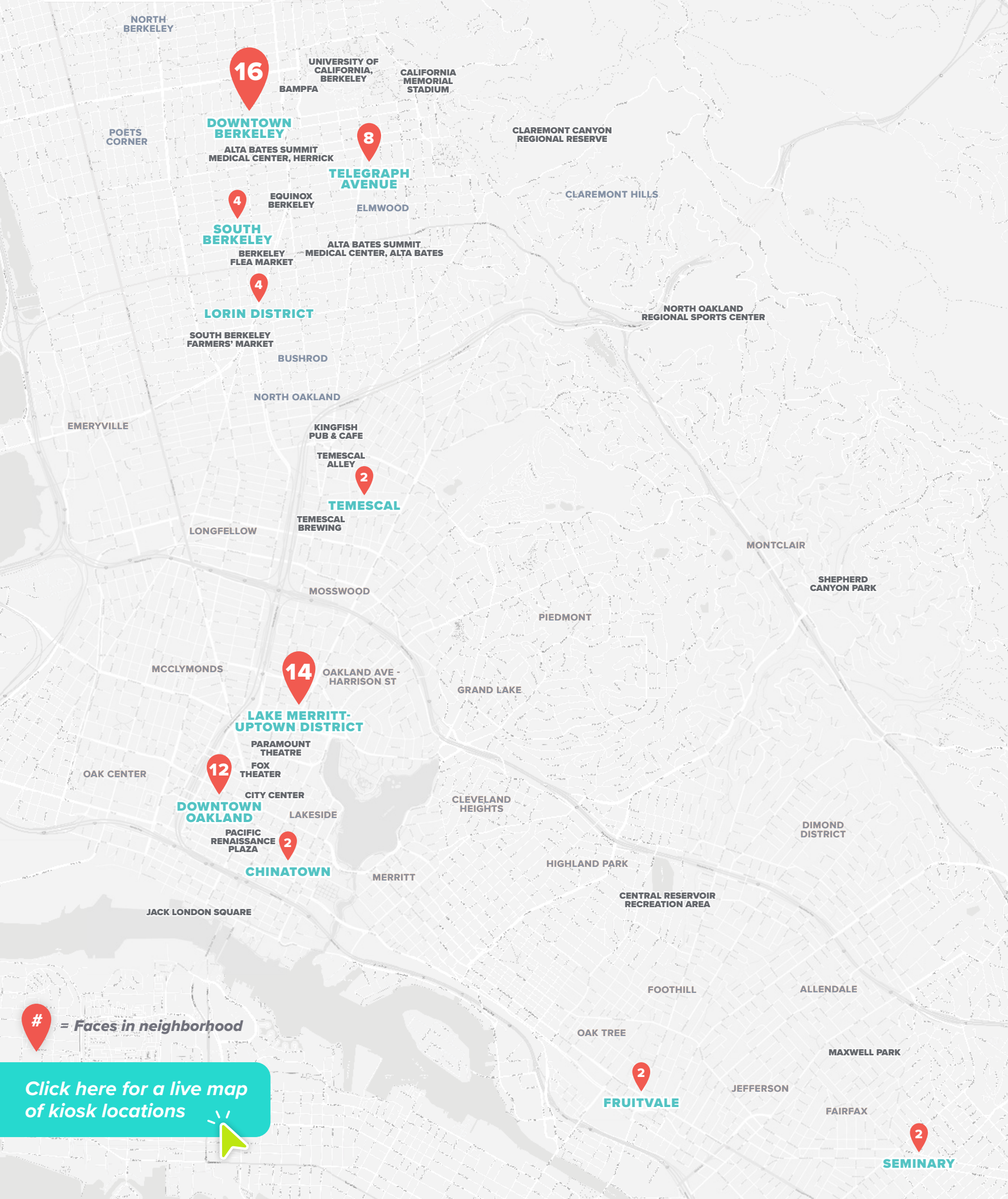
The **Telegraph Avenue District** south of campus is dominated by the undergraduate student population, hustling by colorful street vendors, inexpensive eateries, coffee shops, record stores, vintage shops, and bookstores. The historic **Lorin District** is home to South Berkeley Farmers' Market and Berkeley Flea Market, easily accessible to Ashby BART station, bus lines, and nearby freeways.

### Oakland

**Downtown Oakland** is the Central Business district and intersection of the city's major freeways and transit systems. Densely populated with office buildings, apartments, condos, retail, and nightclubs, Downtown is also home to **City Center**, Oakland's premier dining, shopping, and business complex, with a conference center, hotel, parking garage, restaurants, racquet club, and BART station.

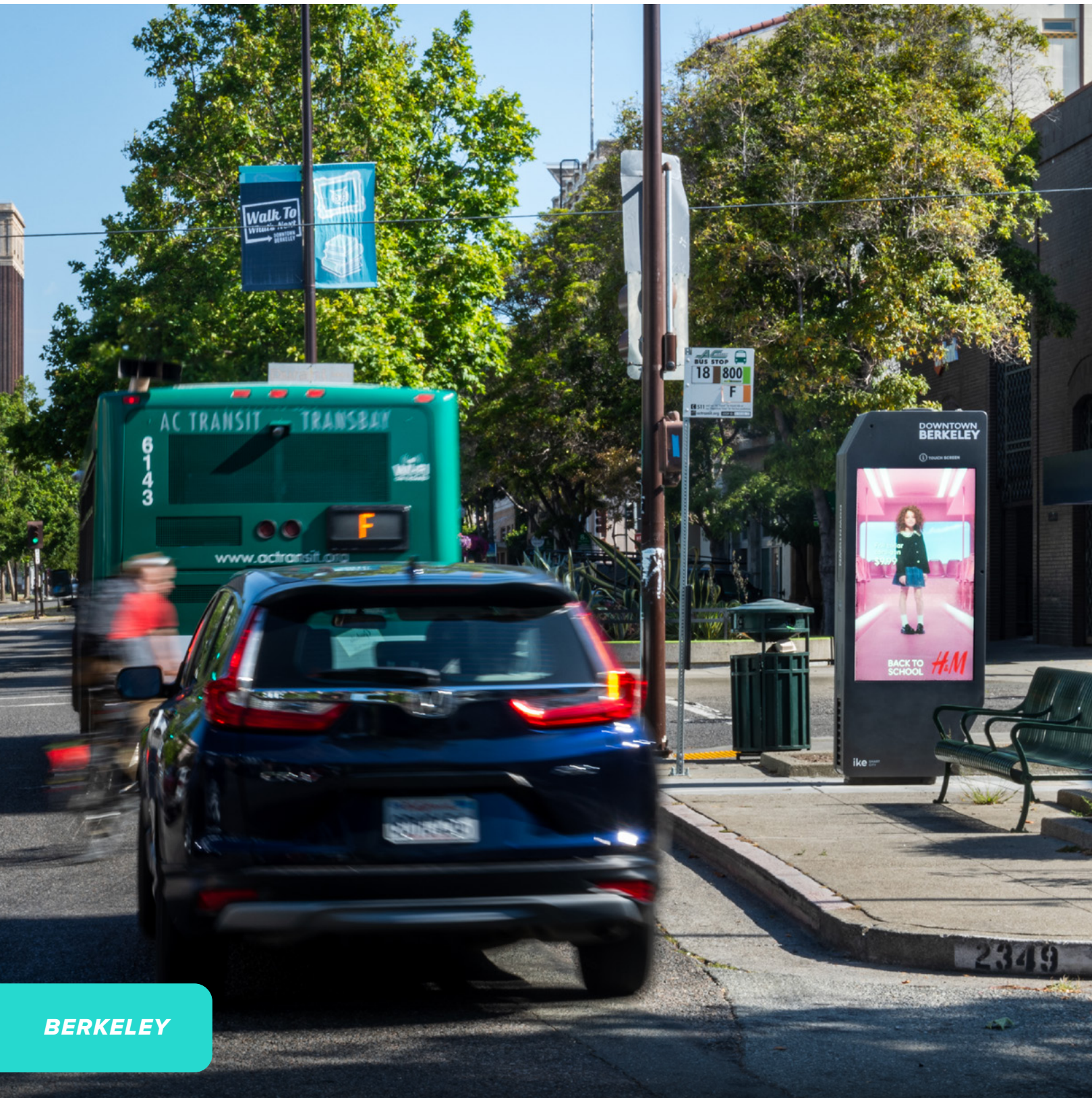
Located next to **Lake Merritt** and billed as Oakland's Arts & Entertainment District, **Uptown** is home to the historic Paramount Theatre and Fox Theater, art galleries, urban wineries, creative co-ops, and many shops, including **McMullen**, an all-inclusive concept shop for luxury fashion featuring emerging and established designers from around the world.

**Chinatown** is an electrifying neighborhood where East meets West drawing locals and tourists to Pacific Renaissance Plaza's unique shops, dim sum restaurants, and popular nightlife. The IKE network extends into commercial corridors of Oakland's dynamic neighborhoods of **Temescal**, **Fruitvale**, and **Seminary**.

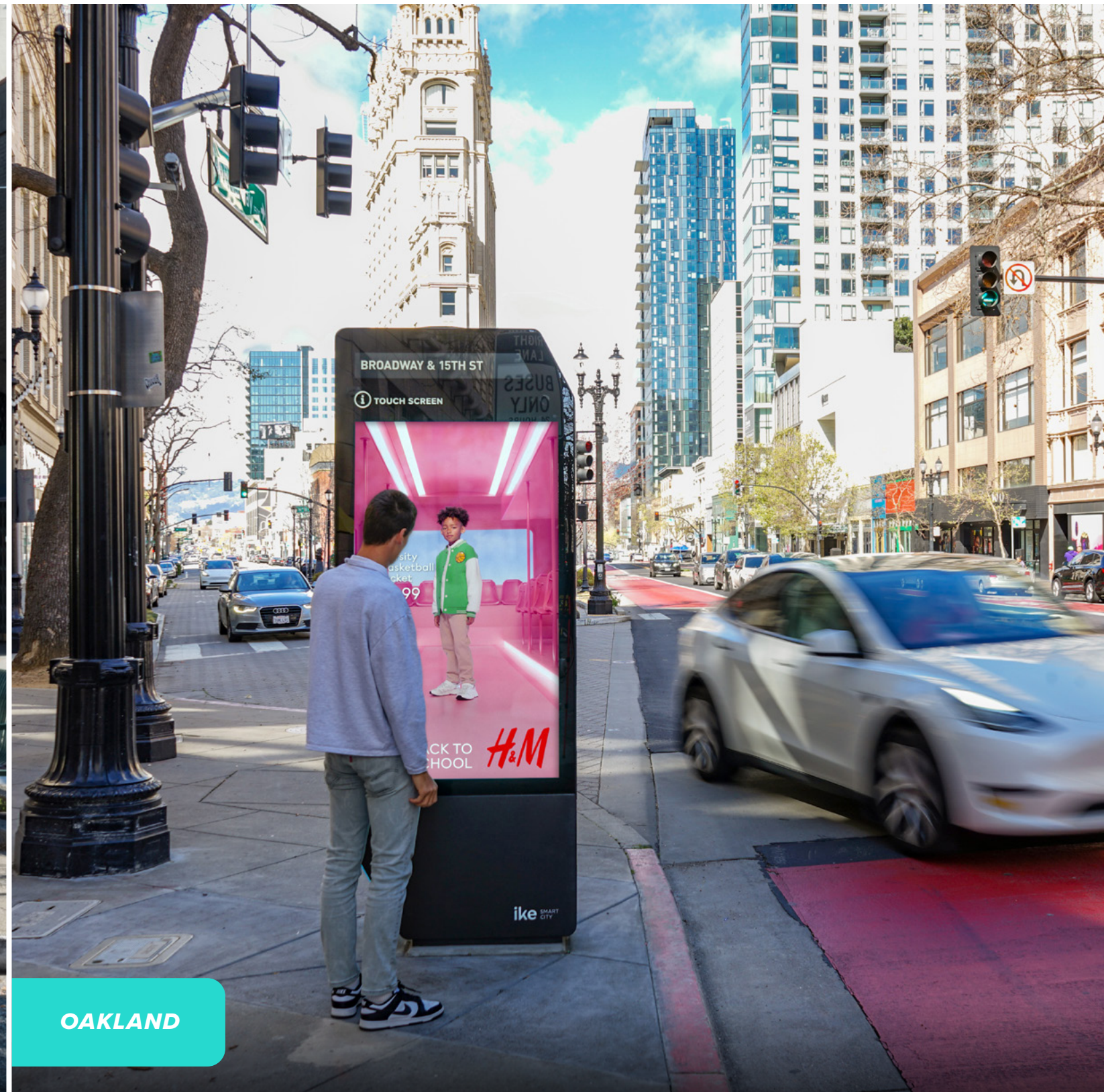




# VISIBILITY. IMPACT. REACH.



BERKELEY



OAKLAND





# Thank you

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## GET IN TOUCH

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