



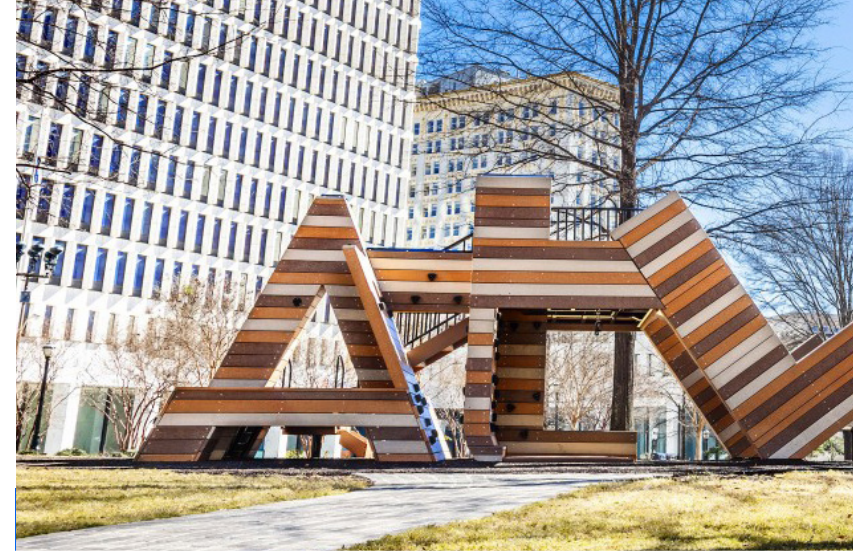
**ike** SMART CITY™

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**Atlanta**  
MARKET KIT

# ATLANTA, GA

## OOH Statistics



### DMA RANKING

**7<sup>th</sup>**

### MEDIAN AGE

**36**

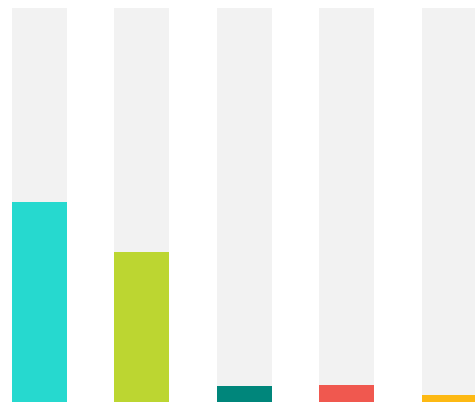
### MEDIAN INCOME

**\$55K**

### TRANSPORTATION



- ▶ DRIVE ALONE: **78%**
- ▶ MASS TRANSIT: **3%**
- ▶ CARPOOL: **10%**
- ▶ WALK: **1%**
- ▶ WORK FROM HOME: **6%**
- ▶ BIKE: **0.2%**



### RACE/ETHNICITY COMPOSITION

- BLACK/AFRICAN AMERICAN: **51%**
- WHITE: **38%**
- HISPANIC OR LATINO: **4%**
- ASIAN: **4%**
- TWO OR MORE RACES: **2%**

### AVERAGE WEEKLY IMPRESSIONS

**15K+**

(PER IKE)

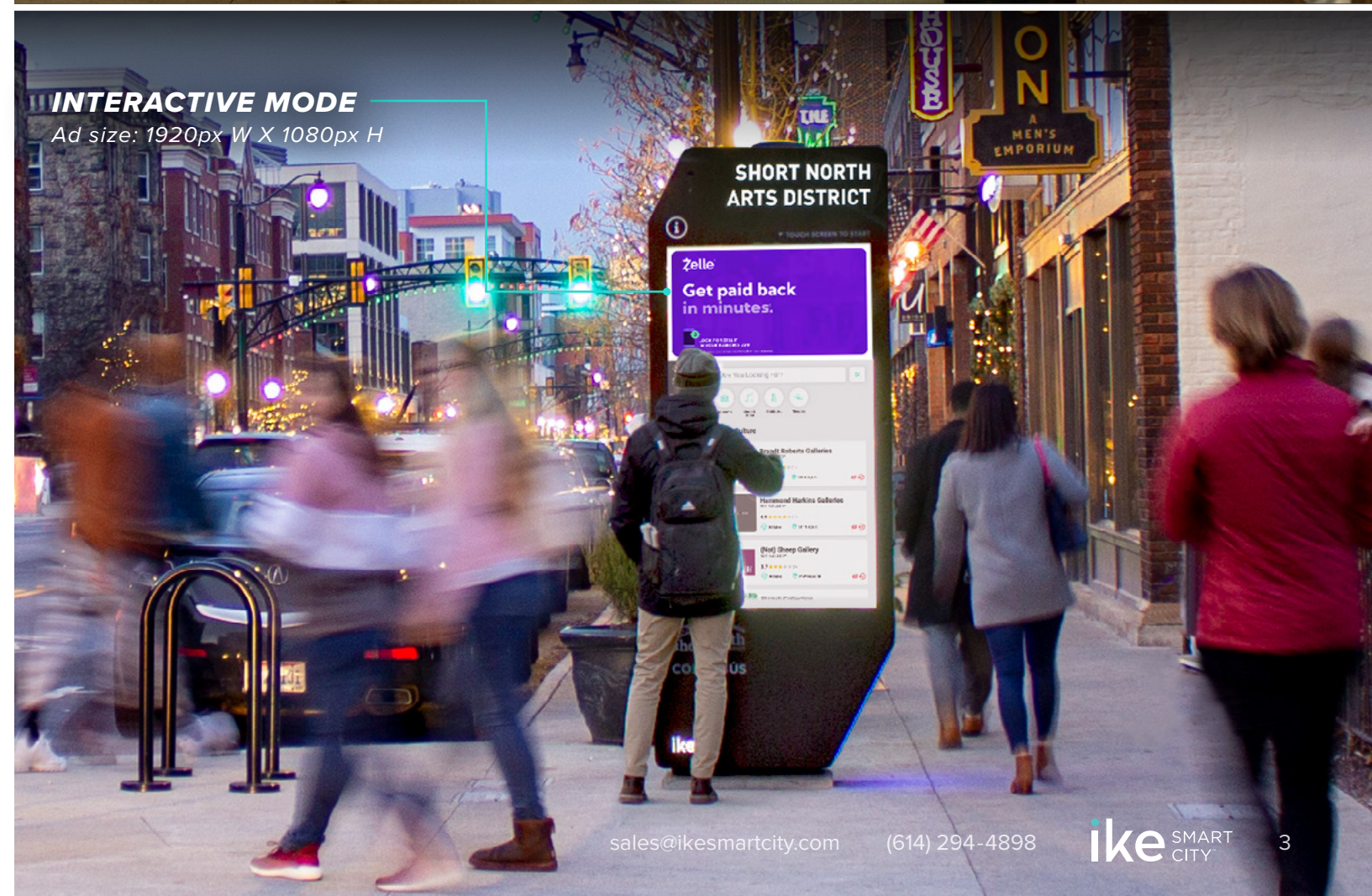
- ▶ FULL MOTION DIGITAL
- ▶ 1080 / :10 SPOTS DAILY

# 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



# ATLANTA LOCATIONS

## Neighborhoods

### Downtown

As the economic powerhouse of the Southeast, Downtown Atlanta is a hub of Fortune 500 HQs including Coca-Cola, Delta, and Home Depot, and Downtown destinations: **Mercedes-Benz Stadium (NFL/MLS)**, **State Farm Arena (NBA)**, Georgia World Congress Center, Georgia Aquarium, and **Georgia State University**.

### Buckhead

This affluent neighborhood is Atlanta's financial hub and premier high-end shopping destination for the Southeast with hundreds of designer shops and luxury brands at **Phipps Plaza** and **Lenox Square** (including Jimmy Choo, Louis Vuitton, Versace, Saint Laurent, Hermes, Dior), posh high-rise condos and hotels, trendy restaurants, chic bars, and rooftop lounges.

### East Atlanta Village (EAV)

EAV is Atlanta's hottest destination for live music, eclectic shops, and locally owned dining spots with a diverse mix of people filling outdoor patios, artisan bakeries, yoga studios, gastropubs, and friendly bars.

### Inman Park

East of Downtown, Inman Park is a walkable historic neighborhood with easy access to the Atlanta BeltLine. Nearby Krog St Market and Irwin St Market offer food halls, artisan shops, coffeehouses, cafes, and bars.

### Midtown

Just north of Downtown, Midtown is the heart of arts and culture in Atlanta with over 70,000 daytime workers, 20,000 residents, and over 6 million visitors bustling between **Midtown Mile** shops, luxury high-rise condos, theatres, dining, and ultra-cool night clubs. Midtown is easily accessible to I-75/I-85, MARTA, and circulators.

### Morningside-Lenox Park

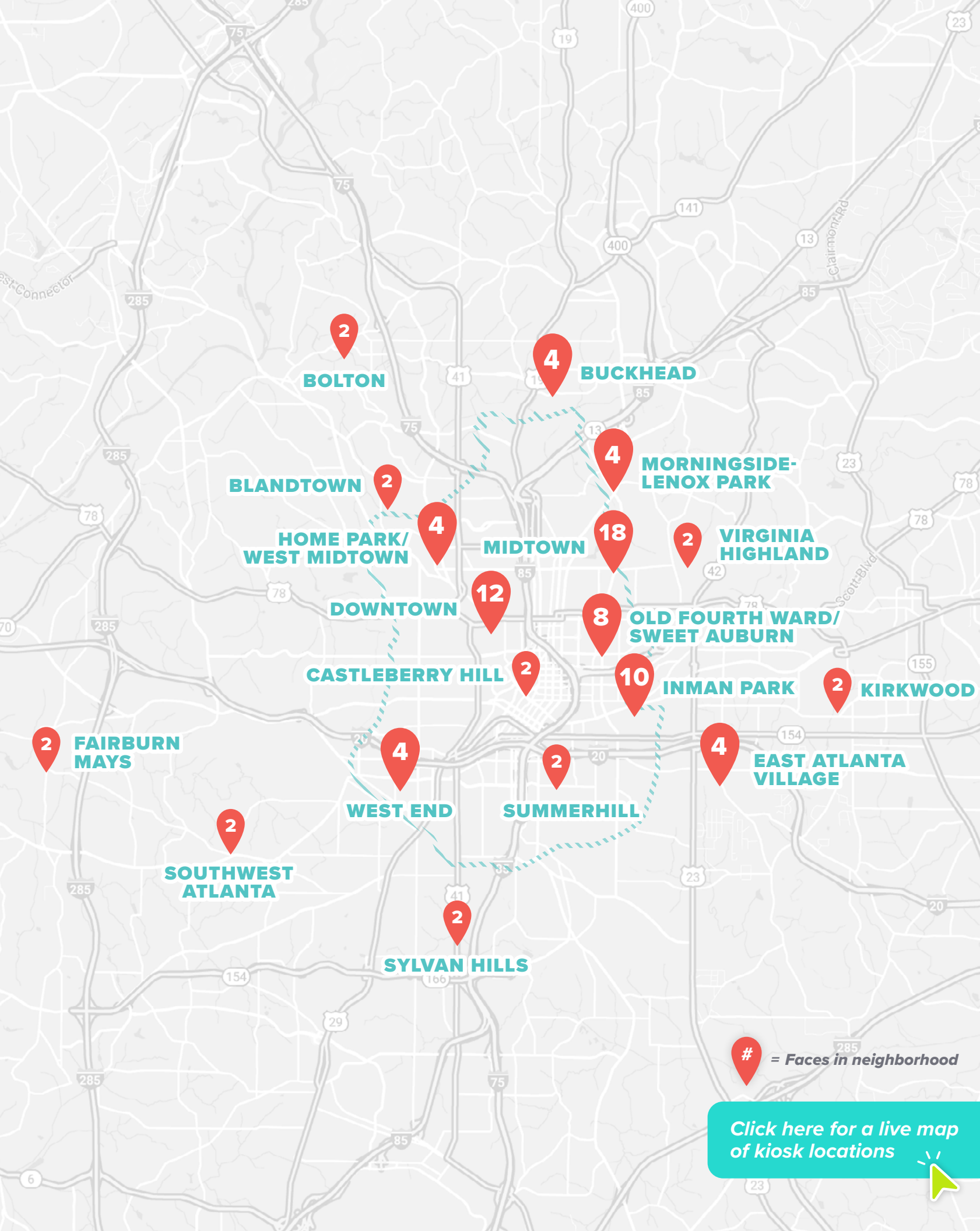
Morningside-Lenox Park's diverse community fills local shops, outdoor dining, and farmers' markets, all close to the Beltline's Eastside Trail and **Emory University**, the largest employer in the metro-Atlanta area.

### Old Fourth Ward

Located between Downtown and Inman Park, the historic Old Fourth Ward (O4W) is a mix of cool living spaces, retail shops, outdoor venues, trendy restaurants, coffee shops, and nightlife.

### Extending across Atlanta's Dynamic Neighborhoods

Blandtown	Southwest Atlanta
Bolton	Summerhill (Georgia State University event venues)
Castleberry Hill	Sweet Auburn
Fairburn Mays	Sylvan Hills
Home Park/West Midtown (Georgia Tech)	Virginia Highland
Kirkwood	West End



[Click here for a live map of kiosk locations](#)

# VISIBILITY. IMPACT. REACH.



# Thank you



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## GET IN TOUCH

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