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REET
ALL
16

1515
ARAPAHOE
STREET

ARAPAHOE

INFC

FREE MALLRIDE

UNITED
A STAR ALLIANCE MEMBER

United:
Nonstop to
Hawaii's beaches.

Southwest:
Some stops to
Hawaii's beaches.

Accept nothing less than
Mile High Standards.

ike SMART CITY

GOVERNMENT

ike SMART CITY

Denver
MARKET KIT

DENVER, CO

OOH Statistics

DMA RANKING

 **16th**

MEDIAN AGE

 **37**

MEDIAN INCOME

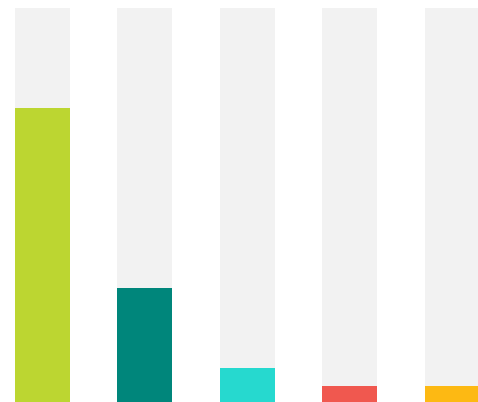
\$77K

TRANSPORTATION



- ▶ DRIVE ALONE: **74%**
- ▶ WALK: **3%**
- ▶ MASS TRANSIT: **4%**
- ▶ WORK FROM HOME: **7%**
- ▶ CARPOOL: **10%**
- ▶ BIKE: **2%**

RACE/ETHNICITY COMPOSITION



- WHITE: **76%**
- HISPANIC OR LATINO: **30%**
- BLACK/AFRICAN AMERICAN: **9%**
- ASIAN: **4%**
- TWO OR MORE RACES: **4%**

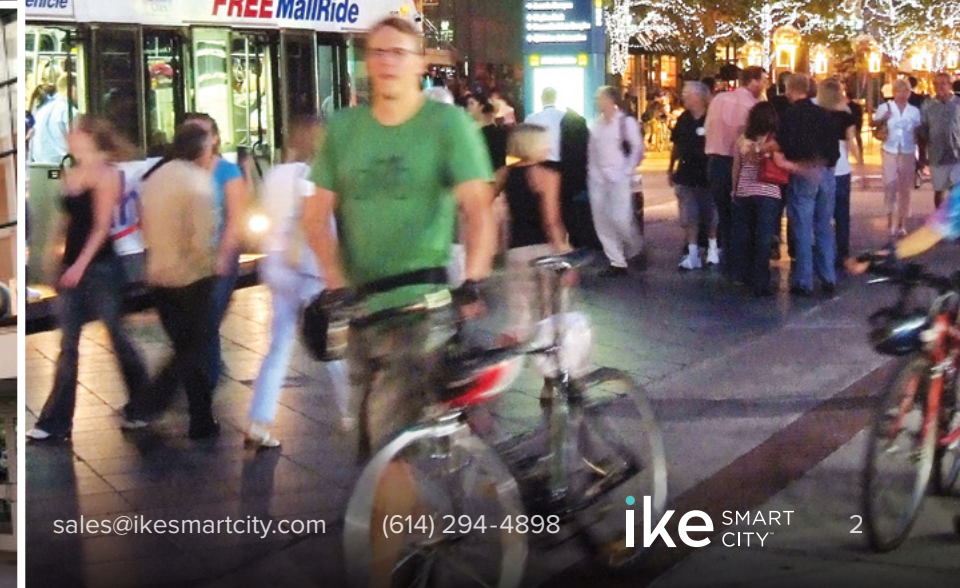
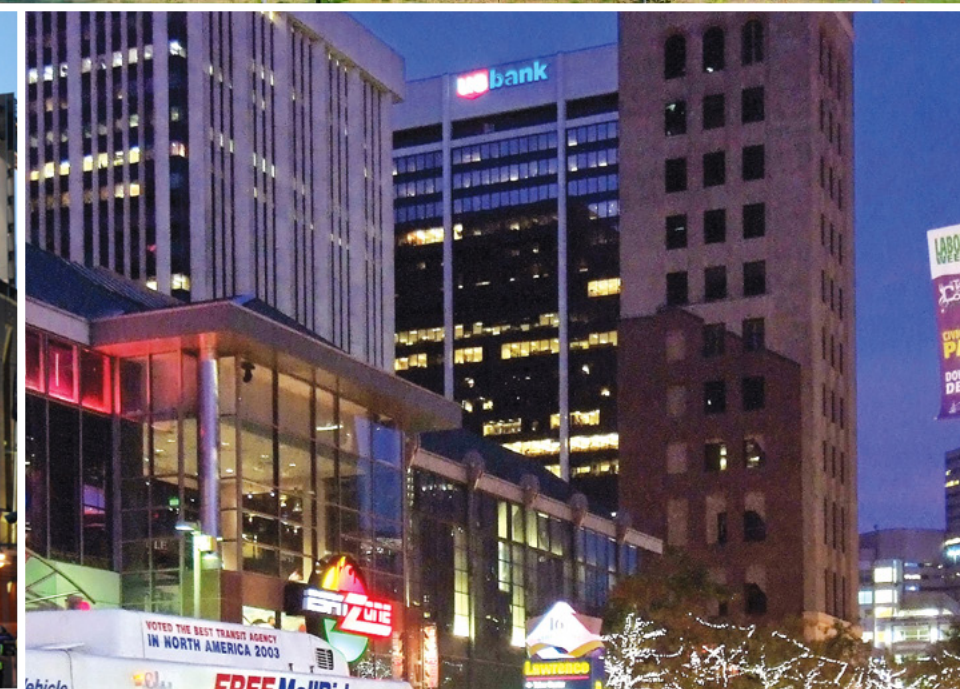
AVERAGE WEEKLY IMPRESSIONS



22K+
(PER IKE)

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

Source: geopath.org, census.gov



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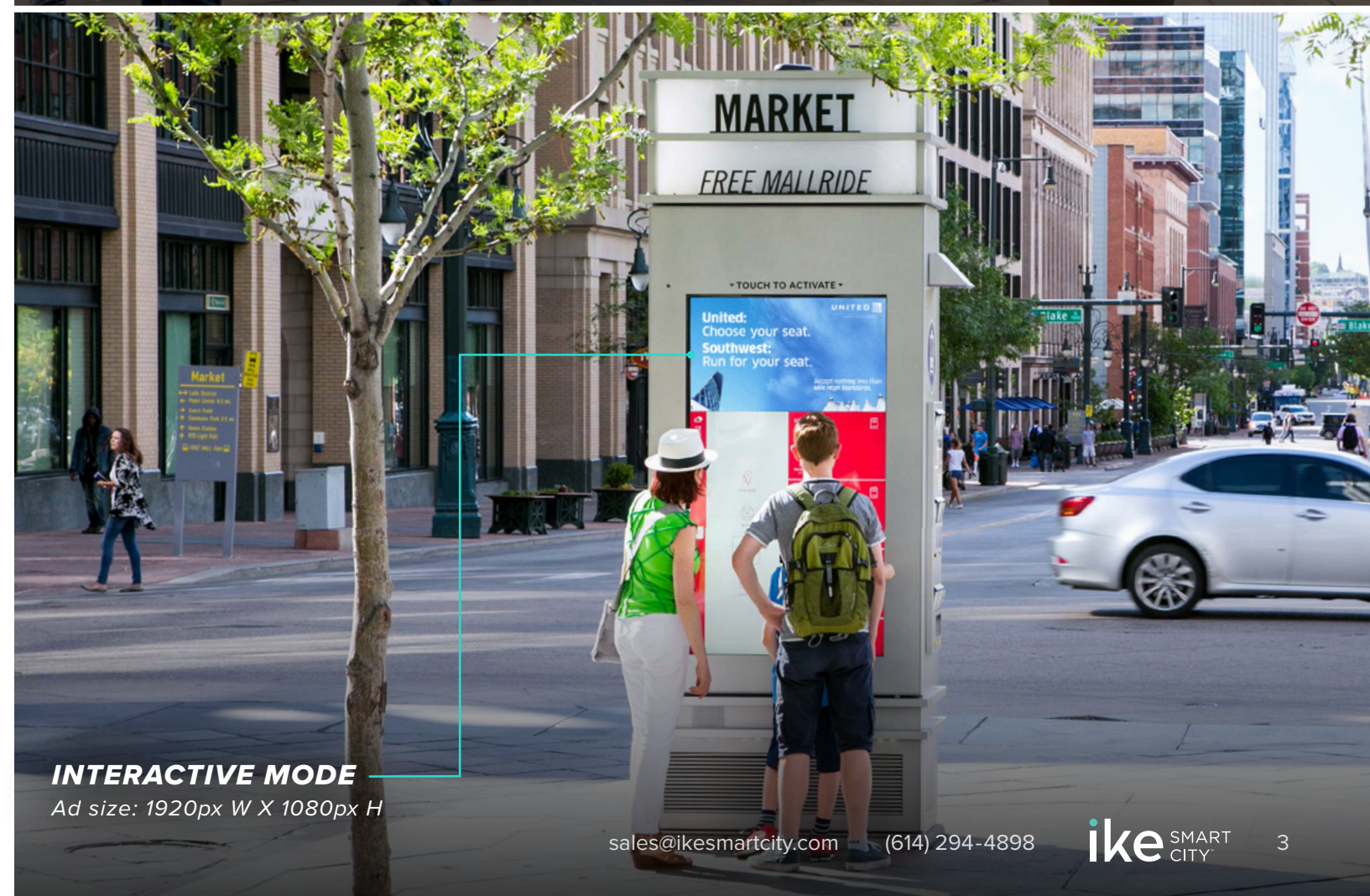
ike SMART CITY

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



DENVER LOCATIONS

Neighborhoods

Downtown/Central Business District

In the middle of the city, the Central Business District (CBD) is the economic hub of the city and is home to many of Denver's largest economic sectors. In addition to business, the CBD is also a hotspot for visitors with the Colorado Convention Center hosting over 230 events a year, and being within walking distance to 10,000 hotel rooms, 300 restaurants and 9 theaters. The district is also packed with fashionistas and socialites as the high-traffic 16th Street Mall attracts droves with over 42 outdoor cafes, and an additional 24 shops and restaurants.

Denver Theatre District

This vibrant cultural hub is in the heart of Downtown where public art is everywhere, activating a unique urban experience. The 12-acre campus of the Denver Performing Arts Complex has 10 performing spaces, including stages and public spaces for performances by the Colorado Ballet, Colorado Symphony, Opera Colorado, and multiple theatre companies at the Center for the Performing Arts. With over 300 days and nights of programming and over 500,000 visitors a year, this colorful area is buzzing with creative activity all year long.

LoDo

Denver's oldest neighborhood is home to some of the city's best-known restaurants, galleries, shops, and boutiques. Officially known as the Lower Downtown Historic District, LoDo boasts over 20 art galleries, 100 restaurants and clubs, and dozens of professional, service and retail businesses. At the center of the district, the historic Denver Union Station offers public transit in a unique mixed-use space that also includes fine dining, boutique stores, and a luxury hotel. Central to Denver's sports scene, LoDo is sandwiched between Coors Field, the 50,000 seat stadium for MLB's Rockies and the Pepsi Center, the 18,000-seat arena for the NBA's Nuggets and NHL's Avalanche.



= Faces in neighborhood

Click here for a live map of kiosk locations

VISIBILITY. IMPACT. REACH.





Thank you

GET IN TOUCH

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