

NO OBSTRUCTIONS
ON SIDEWALK
(BMC 14.48.020) (BMC 13.36.010)
NO LODGING
(PC 64761)
VIOLATORS SUBJECT TO CITATION
AND/OR ARREST

2 hr.
Max. Parking
Premium Rate
Alarm to 6pm Mon-Sat
for Parking at Machine
19114

BERKELEY
DOWNTOWN

TOUCH SCREEN

SAMSUNG

Unfold your world



Galaxy Z Fold4 | Z Flip4

ike SMART CITY

WELCOME BACK TO
DOWNTOWN
BERKELEY
Your Place to Explore



APPETIZING FOOD & DRINK
WORLD-CLASS ARTS & THEATRE
LIVE MUSIC & ENTERTAINMENT

ike SMART CITY

Berkeley

MARKET KIT

BERKELEY, CA

OOH Statistics

DMA RANKING

 **10th**

MEDIAN AGE

 **39**

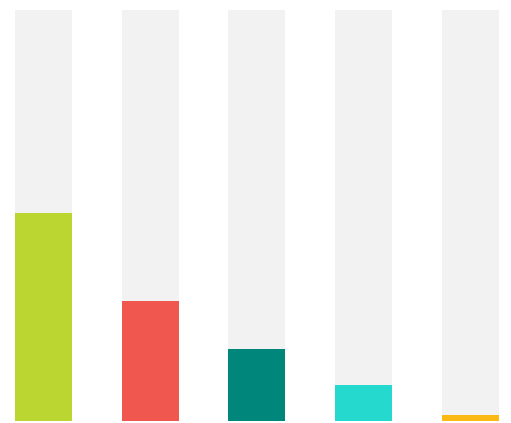
MEDIAN INCOME

\$81K

TRANSPORTATION



- ▶ DRIVE ALONE: **66%**
- ▶ WALK: **4%**
- ▶ MASS TRANSIT: **11%**
- ▶ WORK FROM HOME: **6%**
- ▶ CARPOOL: **10%**
- ▶ BIKE: **2%**



RACE/ETHNICITY COMPOSITION

- WHITE: **46%**
- ASIAN: **34%**
- HISPANIC/LATINO: **15%**
- BLACK/AFRICAN AMERICAN: **4%**
- OTHER RACE: **0.4%**

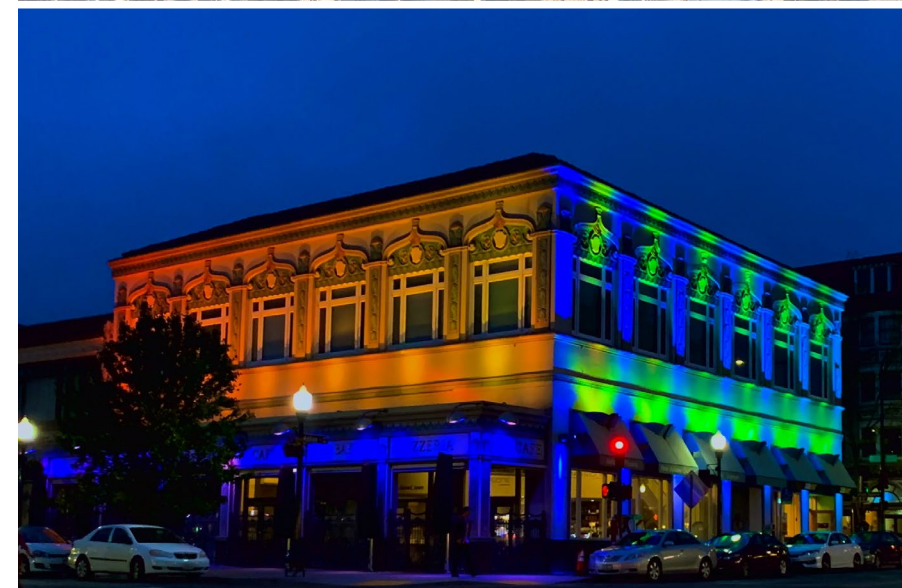
AVERAGE WEEKLY IMPRESSIONS



50K+
(PER IKE)

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

Source: geopath.org, census.gov



sales@ikesmartcity.com (614) 294-4898

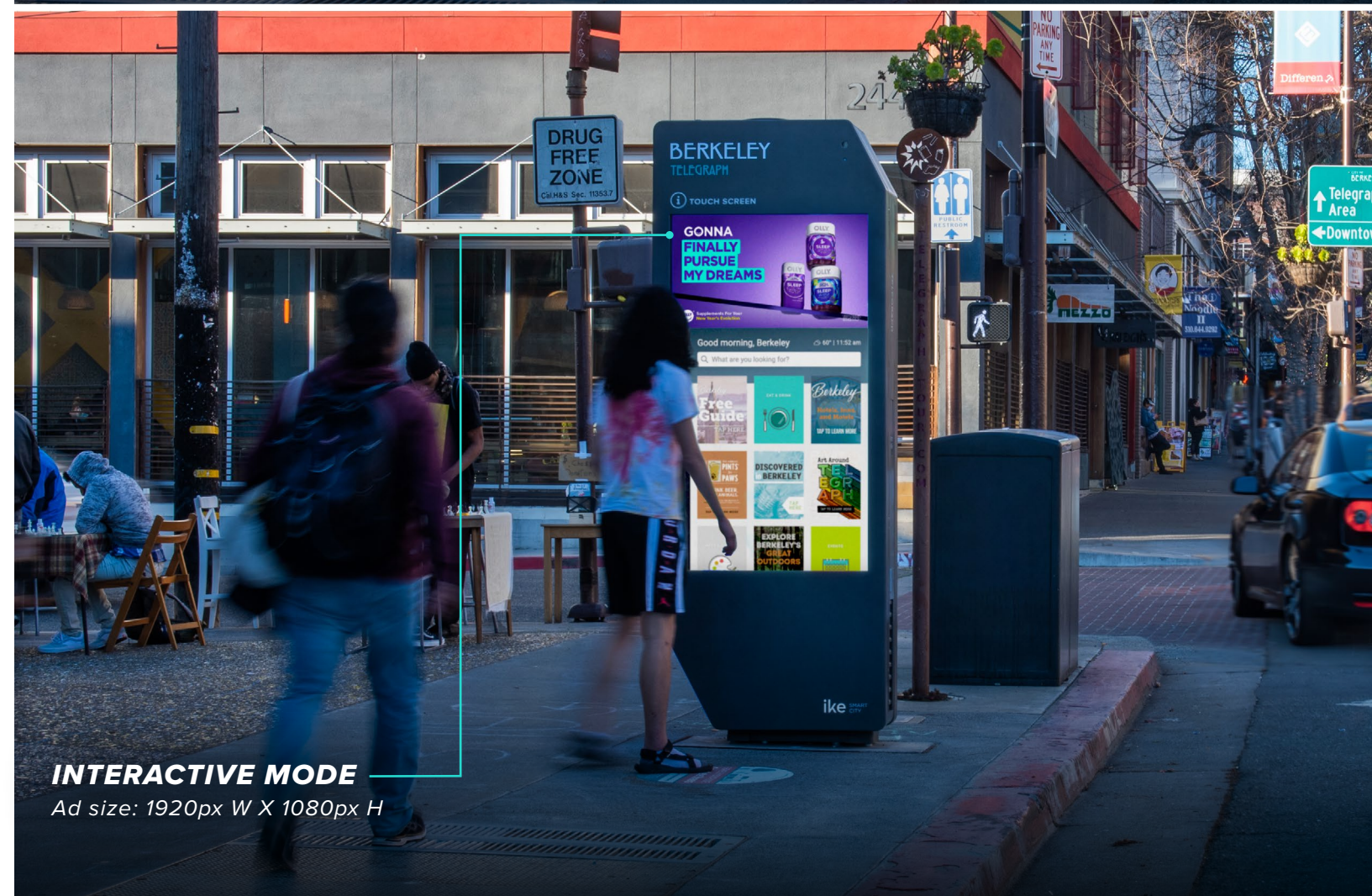


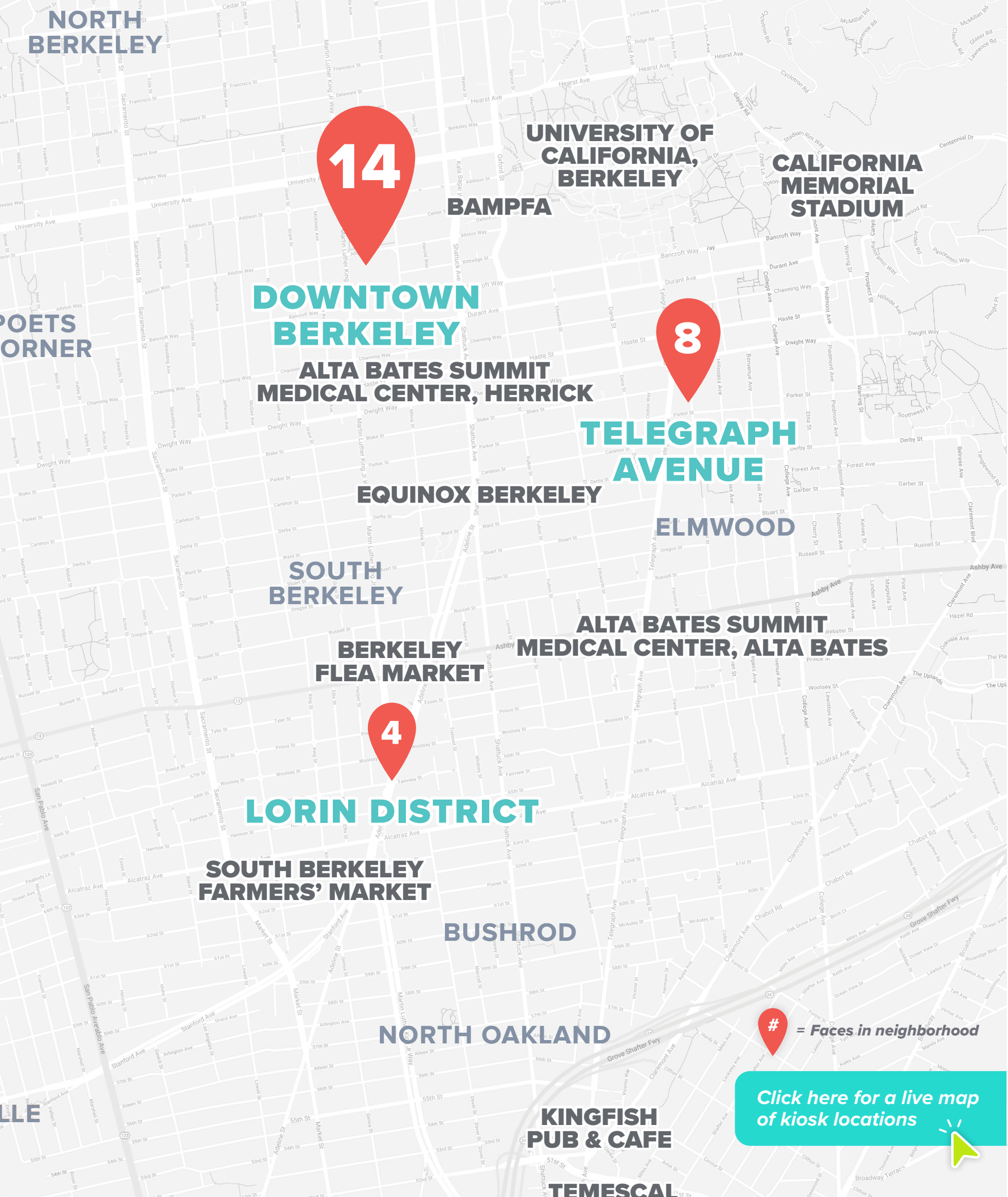
MEET ike

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





BERKELEY LOCATIONS

Neighborhoods

The City of Berkeley goes beyond the hippie culture of its past to become a haven for foodies, arts, and culture. With farm-to-table restaurants, which began here, ethnically diverse eateries, and a plethora of museums and performance spaces, such as UC Berkeley’s Hearst Greek Theater, the 8500-seat outdoor amphitheater, many millennials and young professionals have made a home among the students, faculty, and staff of University of California, Berkeley.

Downtown Berkeley

Just west of UC Berkeley, Downtown Berkeley is the cultural hub of this vibrant city with lively music venues, intimate theaters, and world-class museums including UC, Berkeley Art Museum & Pacific Film Archive (BAMPFA). With an average of 11,000 daily riders emptying at the Downtown Berkeley BART station, this area is teeming with students, faculty, and philosophers gathering at local coffeehouses, eclectic restaurants, and trendy bars.

Lorin District

This historic commercial district is home to South Berkeley Farmers’ Market and Berkeley Flea Market, easily accessible to Ashby BART station, bus lines, and nearby freeways. This diverse southside neighborhood is filled with antique shops, boutiques, cafes, coffeehouses, brewpubs, galleries, and theaters, including Shotgun Players and Black Repertory Group Theater.

Telegraph Avenue District

With over 40,000 enrolled students at UC Berkeley, this area south of campus is dominated by the undergraduate student population. The young, diverse students hustle by colorful street vendors, inexpensive eateries, coffee shops, record stores, vintage shops, and bookstores.

VISIBILITY. IMPACT. REACH.





Thank you

GET IN TOUCH

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