



MADISON / COMERICA PARK

TOUCH SCREEN

Series 1: Art by MOMO

Thirst Inspiration.™

DOWNTOWN DETROIT PARTNERSHIP

ike SMART CITY

ike SMART CITY

Detroit

MARKET KIT

DETROIT, MI

OOH Statistics

DMA RANKING

 **14th**

MEDIAN AGE

 **40**

MEDIAN INCOME

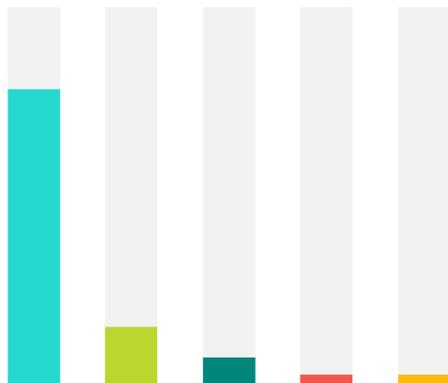
\$54.4K

TRANSPORTATION



- ▶ DRIVE ALONE: **83%**
- ▶ WALK: **2%**
- ▶ MASS TRANSIT: **2%**
- ▶ WORK FROM HOME: **3%**
- ▶ CARPOOL: **9%**
- ▶ BIKE: **0.4%**

RACE/ETHNICITY COMPOSITION



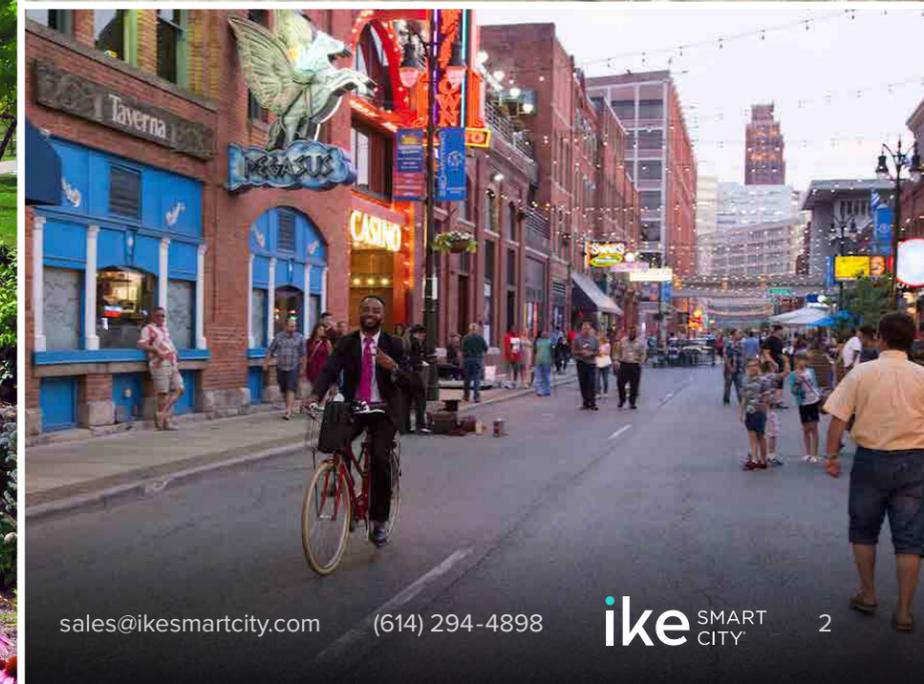
- BLACK/AFRICAN AMERICAN: **78%**
- WHITE: **15%**
- HISPANIC OR LATINO: **7%**
- ASIAN: **2%**
- TWO OR MORE RACES: **2%**

AVERAGE WEEKLY IMPRESSIONS



21K+
(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



DETROIT LOCATIONS

Neighborhoods

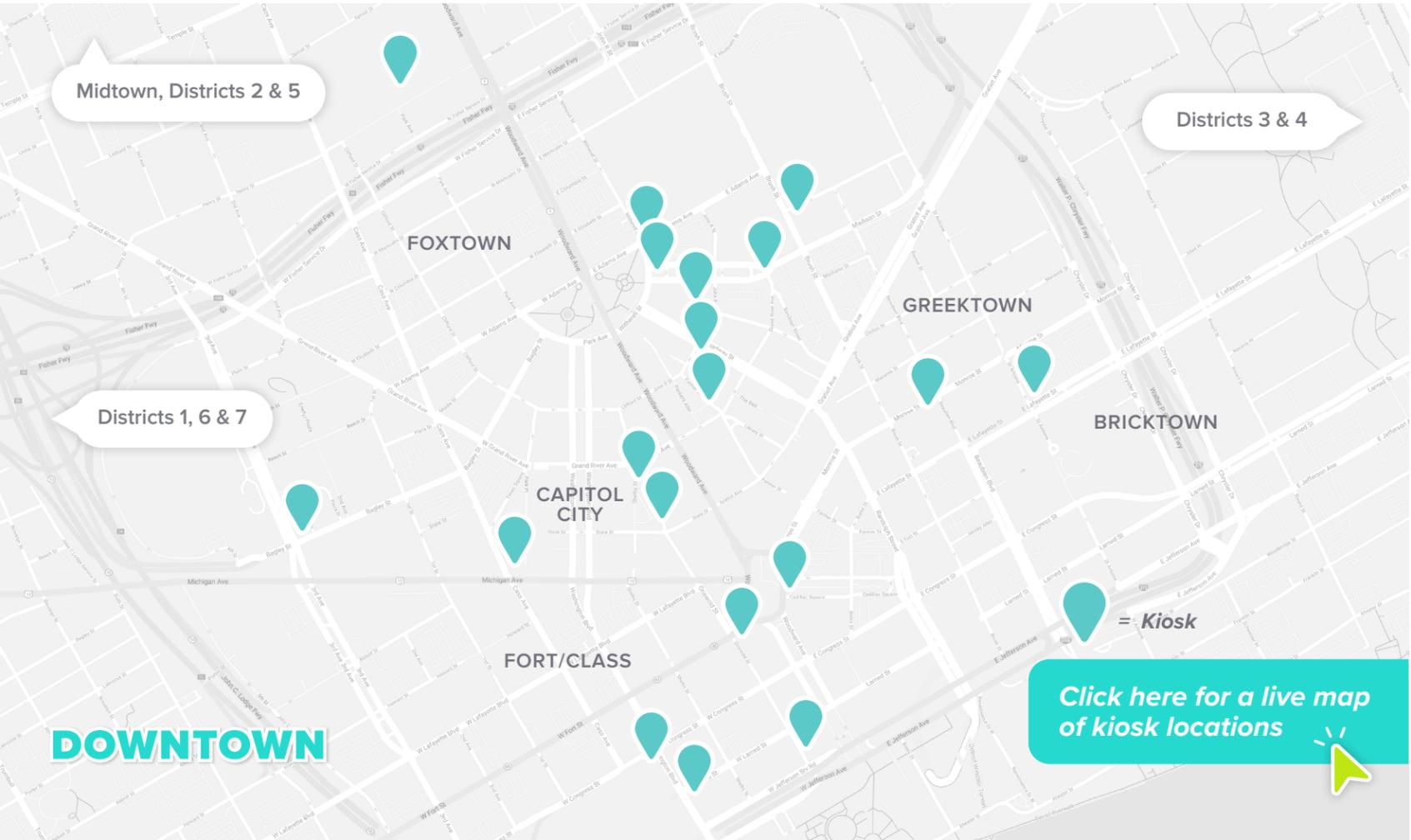
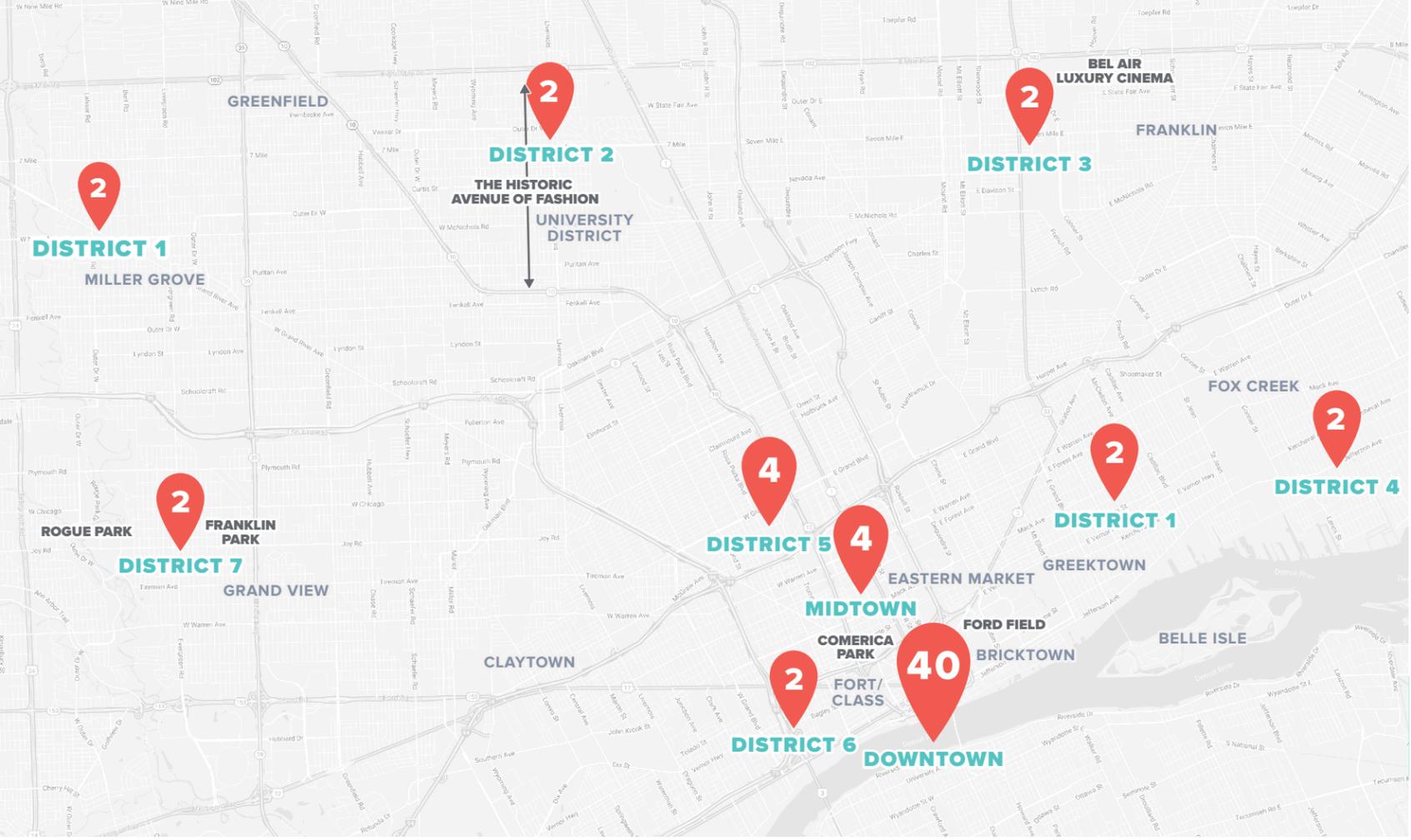
Downtown

Located along the Detroit River on the border of Canada, Downtown serves as both the Central Business District and the entertainment hub of the City. With the global headquarters for GM, conventions and events at **Huntington Place**, sporting events at **Comerica Park** (MLB's Tigers) and **Ford Field** (NHL's Lions), three world-class casinos (**MGM Grand Detroit**, **Greektown**, **Motor City**), and beautiful historic theatres including the Fox Theatre, Detroit Opera House, and the Fillmore, residents and visitors pour into the area all year long. Adjacent to Downtown in District 5, **Eastern Market**, the oldest and largest farmer's market in the U.S., crowds six city blocks with 250 vendors and up to 40,000 weekly shoppers.

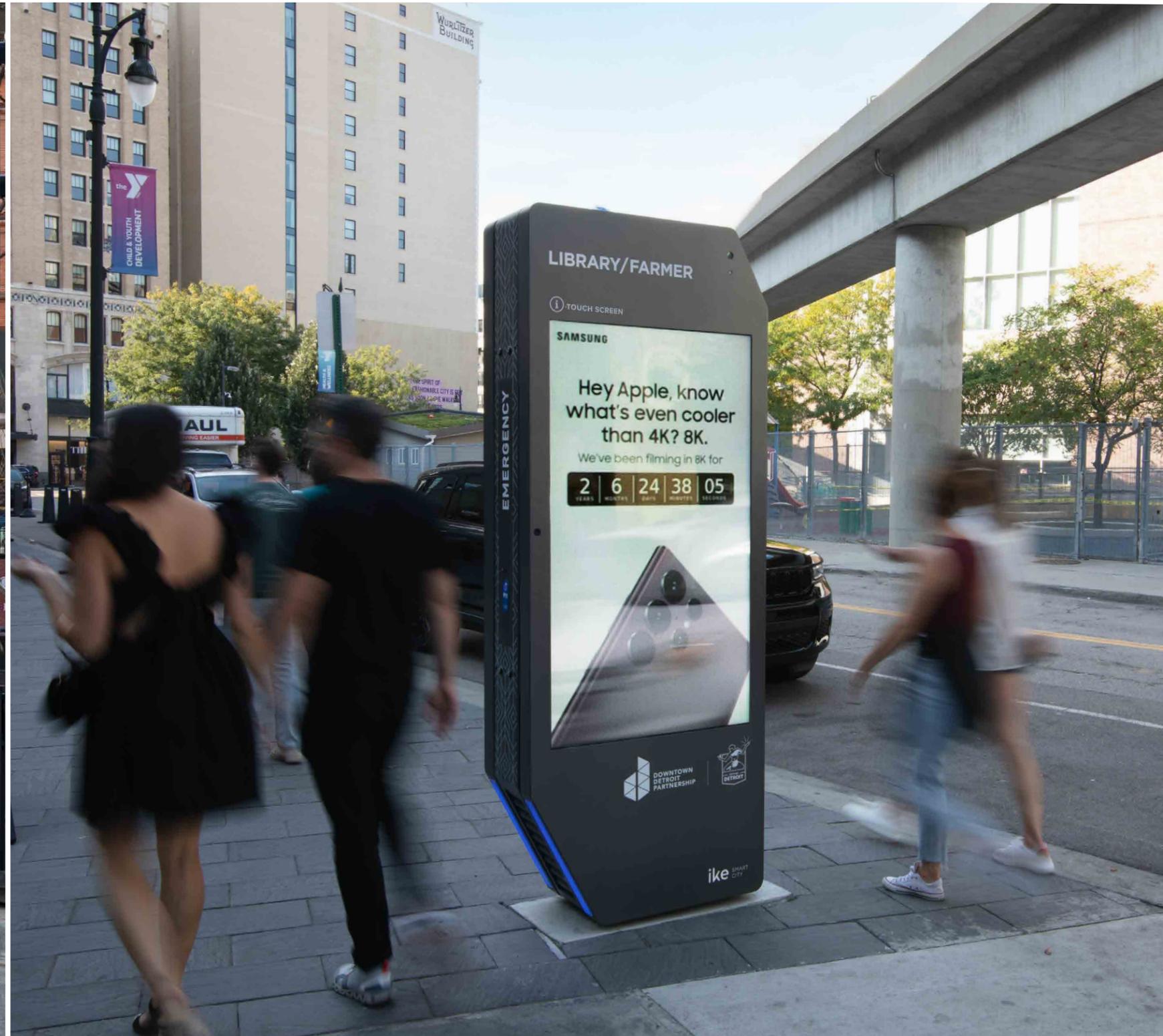
Easily accessible by freeway to the surrounding Districts and suburbs, Downtown is a vibrant area with a mix of offices, residences, specialty shops, trendy restaurants, cool hangouts, and endless entertainment.

Extending across Detroit's Dynamic Districts

- District 1 (Oak Grove: Greydale Ave & W Grand River Ave)
- District 2 (Livermois & Outer Dr W, The Historic Avenue of Fashion)
- District 3 (Seven Mile & VanDyke)
- District 4 (Jefferson Ave & Chalmers St)
- District 5 (W Grand Blvd & Milwaukee Ave, Russell & Winder/Eastern Market)
- District 6 (Bagley St & 24th St)
- District 7 (Evergreen Rd & Joy Rd)
- Midtown (Cass Ave & W Canfield, W Warren & Woodward Ave)



VISIBILITY. IMPACT. REACH.





Thank you

GET IN TOUCH

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