



ike SMART CITY

Baltimore

MARKET KIT

BALTIMORE, MD

OOH Statistics

DMA RANKING

 **28th**

MEDIAN AGE

 **39**

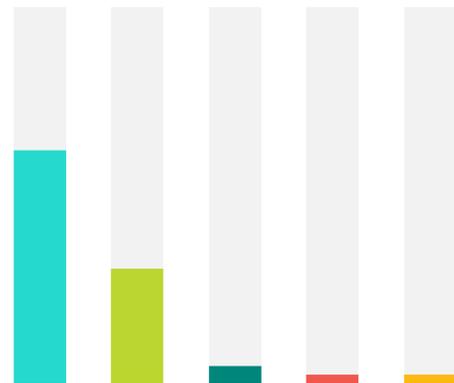
MEDIAN INCOME

\$69.4K

TRANSPORTATION



- ▶ DRIVE ALONE: **77%**
- ▶ WALK: **3%**
- ▶ MASS TRANSIT: **6%**
- ▶ WORK FROM HOME: **4%**
- ▶ CARPOOL: **9%**
- ▶ BIKE: **0.3%**



RACE/ETHNICITY COMPOSITION

- BLACK/AFRICAN AMERICAN: **62%**
- WHITE: **31%**
- HISPANIC OR LATINO: **5%**
- ASIAN: **3%**
- TWO OR MORE RACES: **3%**

AVERAGE WEEKLY IMPRESSIONS

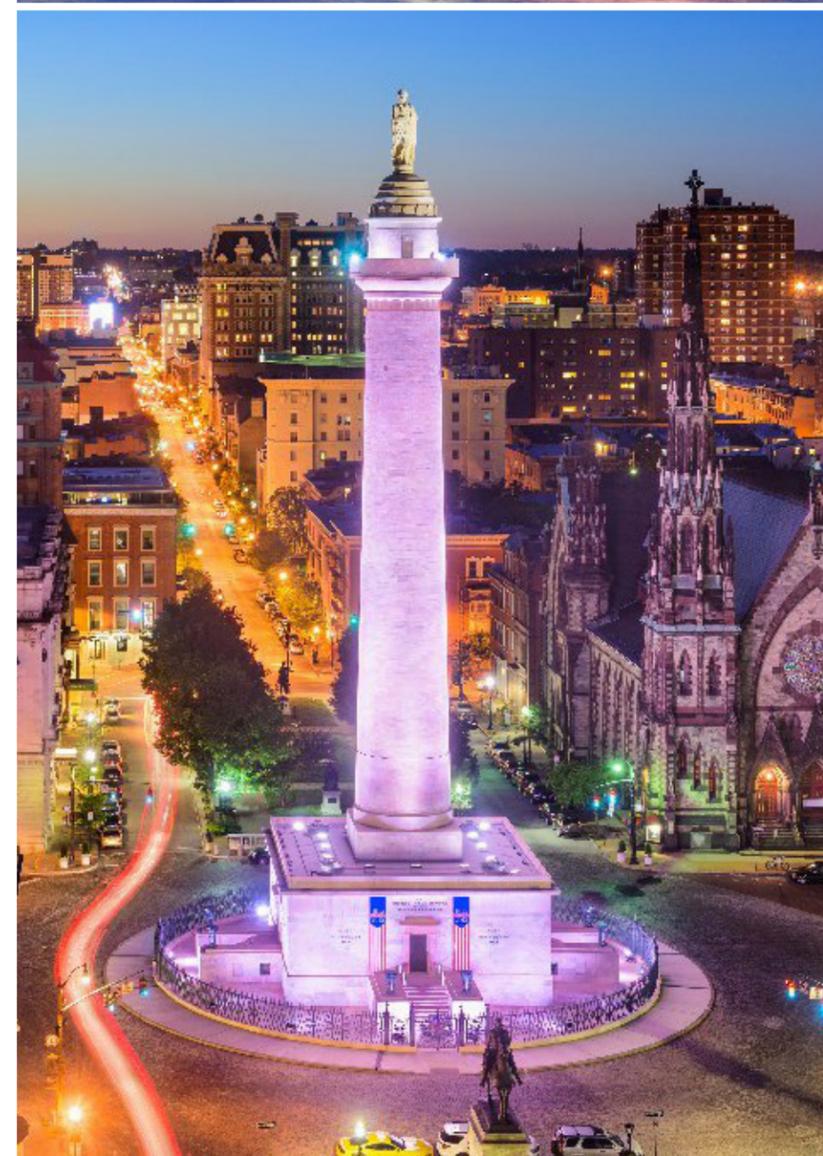


43K+

(PER IKE)

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

Source: geopath.org, census.gov



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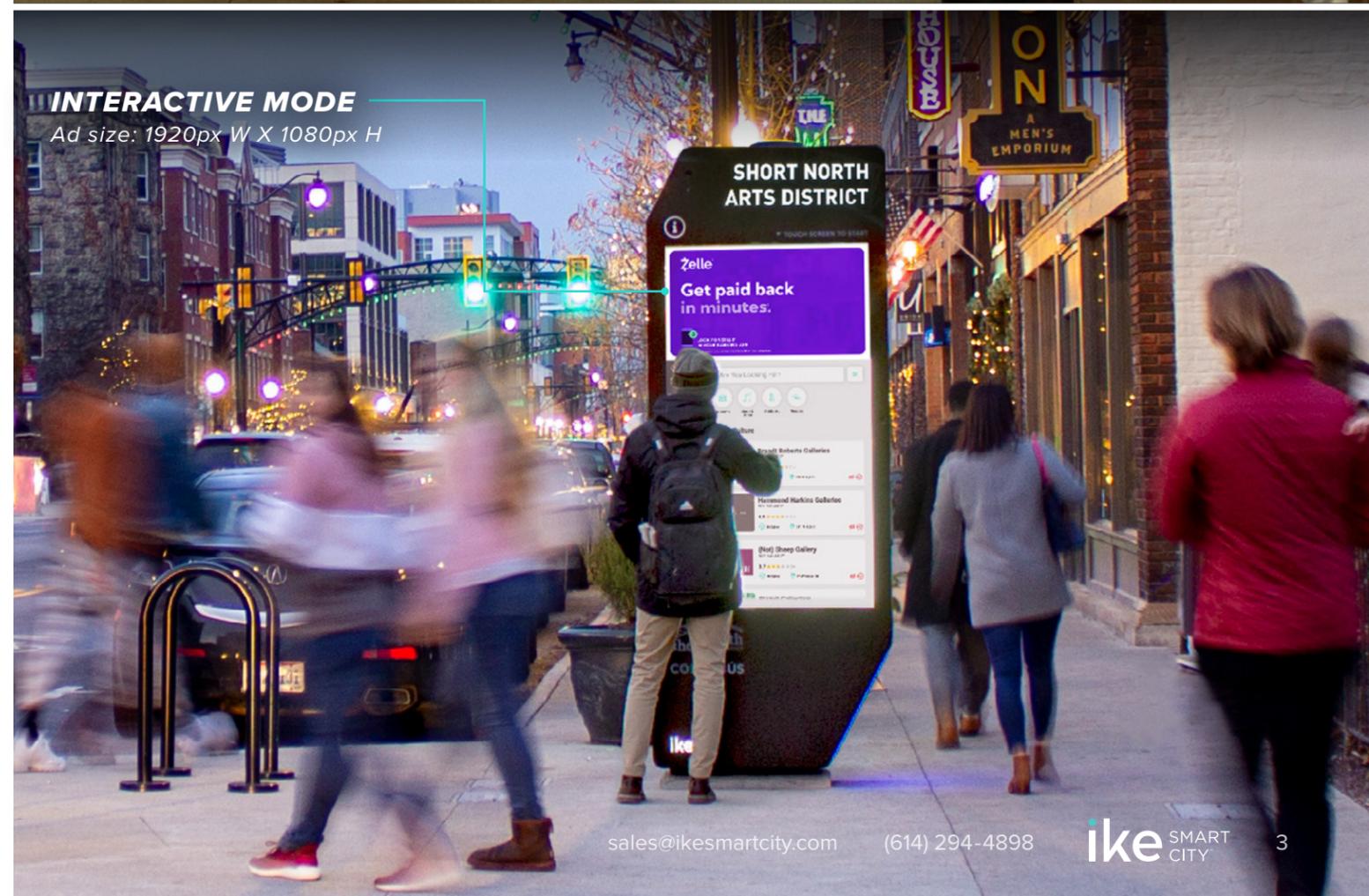
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MEET ike

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



BALTIMORE LOCATIONS

Neighborhoods

Downtown

The city's central business district teems with commuters utilizing Charles Center Station, the Metro SubwayLink transit hub, which is within walking distance to city landmarks, upscale residential towers, 25 bus stops, and office buildings, including the 22-story One Charles Center. The area is also home to the historic 440-room Lord Baltimore Hotel and The Grand, a 45,000-SF event space.

Bromo Arts District

Between the central business district and Mount Vernon, this vibrant arts and entertainment district is humming with creatives, art lovers, theater goers, and music fans who fill eclectic shops, eateries, bars, galleries, theaters, and destinations: Lexington Market, Hippodrome, and Everyman Theater.

Camden Yards

At the heart of baseball in Baltimore, Camden Yards is always busy and especially packed during game days. MLB fans come in droves as Camden Yards, the 45,000-seat home of the Orioles, sits directly between Inner Harbor and Ridgely's Delight. Crowds flock to nearby bars and restaurants before & after games, and fans pay homage year-round to the birthplace of baseball legend Babe Ruth.

Federal Hill/Cross Street Market

Baltimore's trendy Federal Hill neighborhood is a hotspot of activity with tons of boutiques, restaurants, bars, and art galleries. Known for the best vantage point in the city, residents and visitors flock to the area to catch picturesque views of Inner Harbor and Downtown. At the center of the action, the historic Cross Street Market welcomes endless patrons via easily accessible public transit.

Fell's Point

Fell's Point is one of the most historic parts of the city, as well as home to Broadway Market and Morgan Stanley corporate offices. It serves as a popular location for many of Baltimore's marinas with constant activity, packed with countless bars, restaurants, boutiques, and entertainment.

Inner Harbor

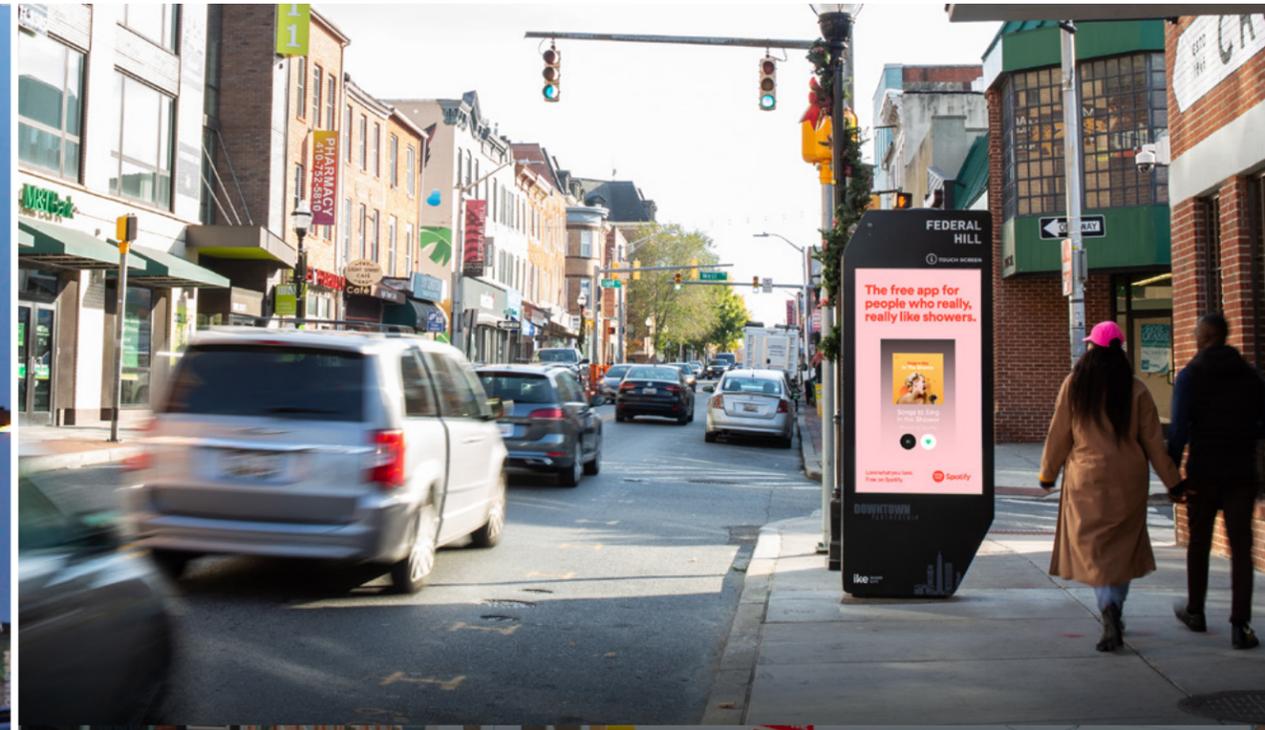
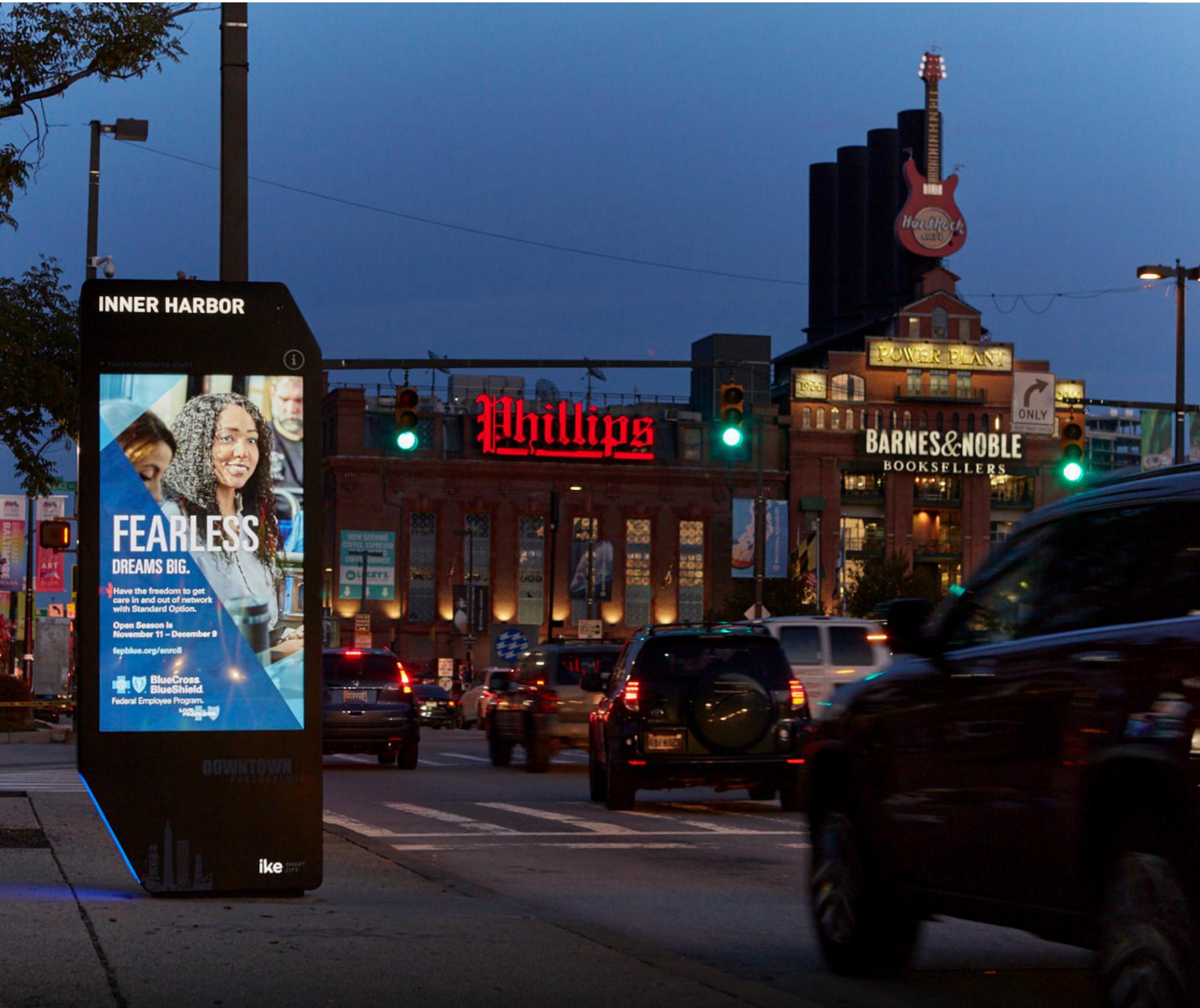
Accessible by foot, vehicle, or boat, Inner Harbor is a destination for residents and visitors looking for things to see and do. The area is a hub for learning with the National Aquarium and the Maryland Science Center. The Baltimore Convention Center attracts masses for events while offering a vast array of shopping, dining, and entertainment options.

Mount Vernon

Just north of Downtown, this diverse historic neighborhood is the cultural heart of Baltimore with the Peabody Institute, Walter Arts Museum, and Baltimore Symphony Orchestra. With easy access to all public transit, a mix of young professionals, families, and students bustle between retail on North Charles Street, foodie favorites at Mount Vernon Marketplace, cultural festivals, and vibrant nightlife.



VISIBILITY. IMPACT. REACH.





Thank you

GET IN TOUCH

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