



City of Phoenix

TOUCH SCREEN



Cozy night in  
Cheesy flatbread  
Ice-cold *Coca-Cola*  
A recipe for magic by Gigi Hadid

ike

ike SMART CITY

Phoenix  
MARKET KIT

# PHOENIX, AZ

## OOH Statistics

### DMA RANKING

 **11<sup>th</sup>**

### MEDIAN AGE

 **37**

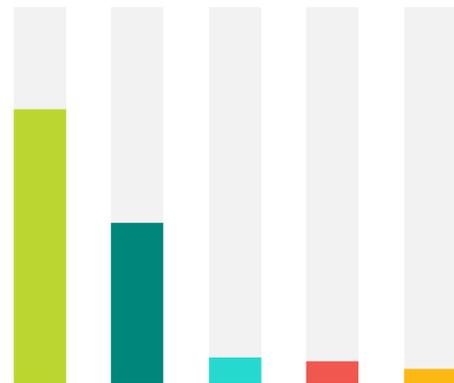
### MEDIAN INCOME

**\$52.6K**

### TRANSPORTATION



- ▶ DRIVE ALONE: **76%**
- ▶ WALK: **2%**
- ▶ MASS TRANSIT: **2%**
- ▶ WORK FROM HOME: **6%**
- ▶ CARPOOL: **12%**
- ▶ BIKE: **1%**



### RACE/ETHNICITY COMPOSITION

- WHITE: **73%**
- HISPANIC OR LATINO: **43%**
- BLACK/AFRICAN AMERICAN: **7%**
- OTHER RACE: **6%**
- TWO OR MORE RACES: **4%**

### AVERAGE WEEKLY IMPRESSIONS



**24K+**

(PER IKE)

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

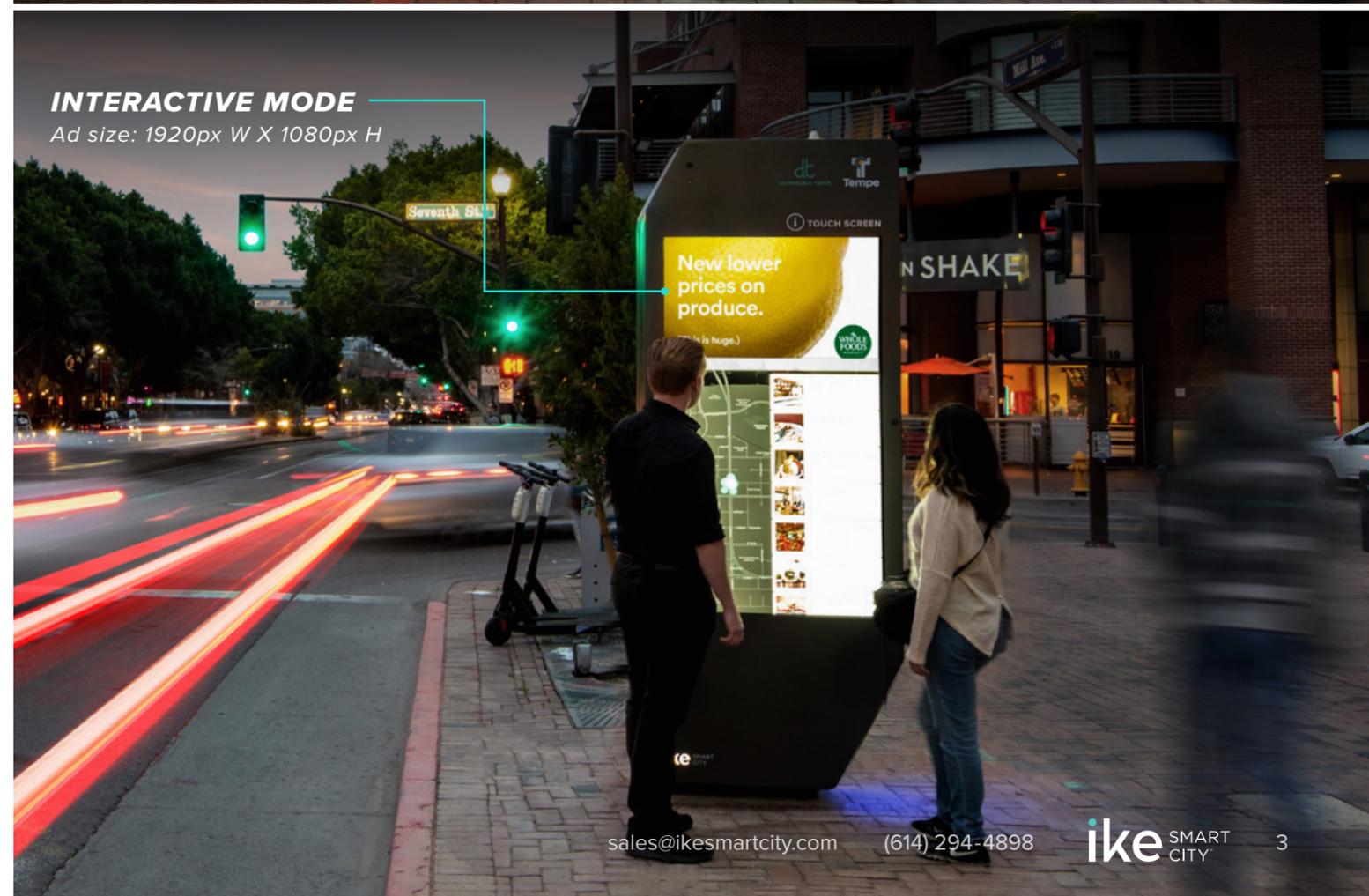


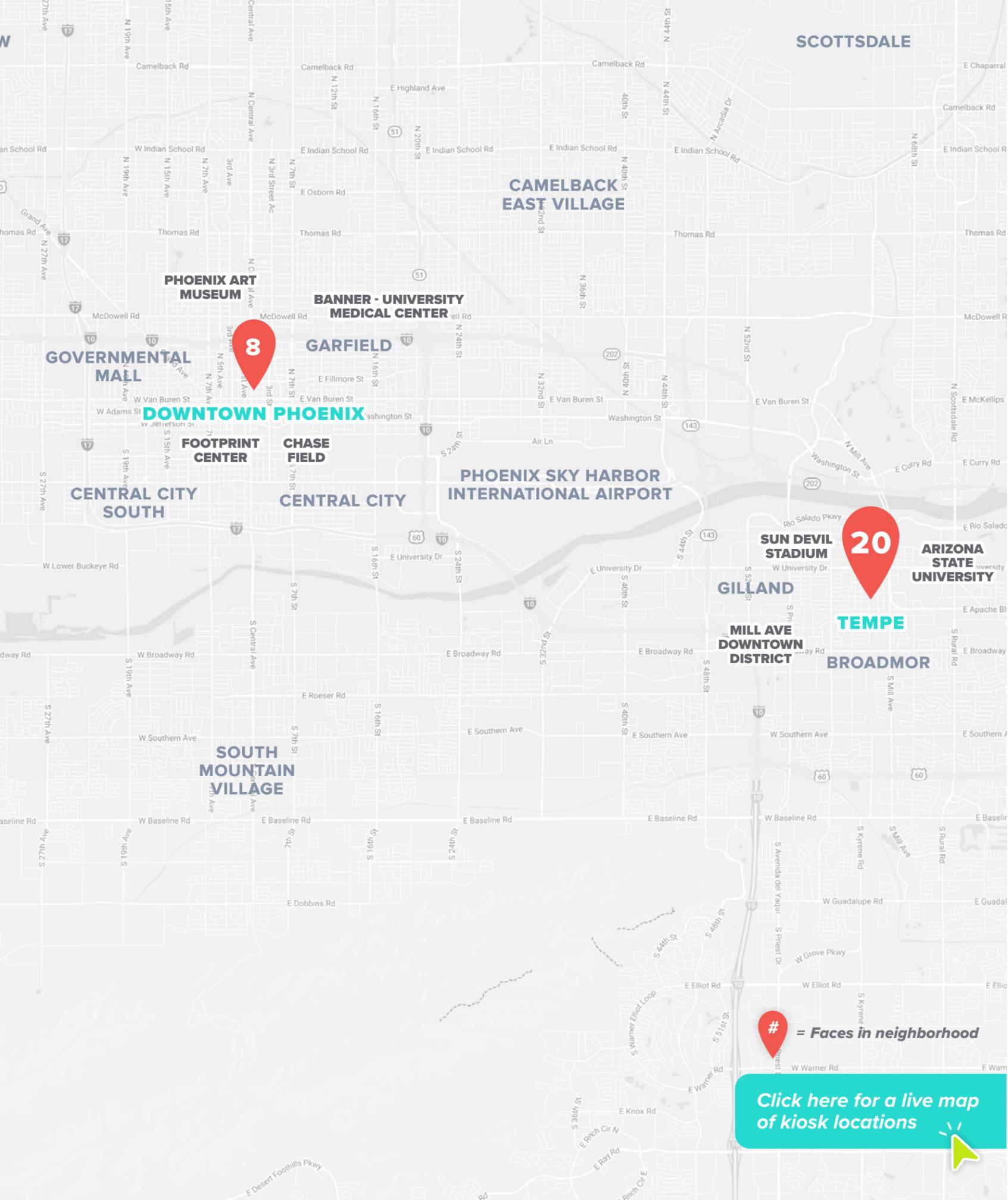
# MEET ike

## 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





# PHOENIX LOCATIONS

## Neighborhoods

### Downtown Phoenix

As the vibrant urban core of Phoenix, Downtown is constantly bustling with activity from day into night as a diverse mix of residents, workers, and students hustle between luxury apartments, high-rise offices, boutiques, retail, coffee shops, sports bars, trendy restaurants, and nightlife. **Roosevelt Row** is pedestrian-friendly arts district attracting crowds year-round to its galleries, restaurants, bars, and shops, hosting monthly First Fridays Art Walks and annual festivals.

Downtown Phoenix is the destination for major league sports, entertainment, and culture, welcoming millions to popular arenas, theaters, and cultural institutions, including **Chase Field** (MLB's Arizona Diamondbacks), **Footprint Center** (NBA's Phoenix Suns), Phoenix Convention Center, Heard Museum, and Arizona Science Center.

As the Central Hub for the metro area, Downtown Phoenix is easily accessible by light rail, downtown circulator, bus, freeway, and just four miles from Sky Harbor Airport.

### Downtown Tempe

Known for **Arizona State University**, Tempe combines the best aspects of a college town with the big-city feel of Phoenix. An annual enrollment of more than 50,000 ensures non-stop activity around the school and surrounding area. With its proximity next to campus, Downtown Tempe serves as a hip hangout that attracts crowds of young professionals and students with over 100 restaurants, taverns, nightclubs, and boutiques in a one-mile radius.

The eternally sunny environment means outdoor activities are highly popular with hikers visiting the elevated Hayden Butte Park for panoramic views of the city before cooling off at one of the many eateries near the foot of the famous "A" Mountain. As a cultural hub within the Phoenix area, Tempe has an abundance of arts and entertainment with the iconic **Sun Devil Stadium** and institutions like the Arizona Heritage Center, ASU Art Museum, and ASU Gammage performing arts center.

There's no shortage of public transit options as light rail, neighborhood circulators, buses, and streetcars all travel through the area and ensure easy accessibility.

# VISIBILITY. IMPACT. REACH.





# Thank you

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