



ike SMART CITY

Minneapolis
MARKET KIT

MINNEAPOLIS, MN

OOH Statistics

DMA RANKING

 15th

MEDIAN AGE

 32

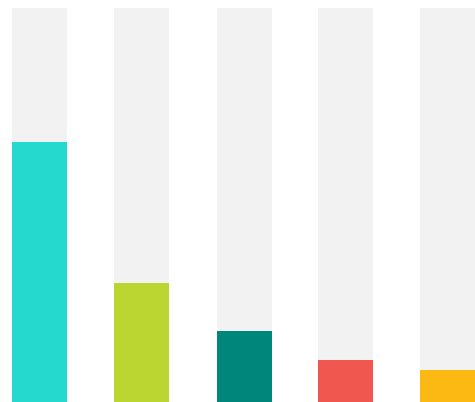
MEDIAN INCOME

\$70.1K

TRANSPORTATION



- ▶ DRIVE ALONE: 56%
- ▶ MASS TRANSIT: 10%
- ▶ CARPOOL: 6%
- ▶ WALK: 7%
- ▶ WORK FROM HOME: 16%
- ▶ BIKE: 3%



RACE/ETHNICITY COMPOSITION

- WHITE: 63%
- BLACK/AFRICAN AMERICAN: 18%
- HISPANIC OR LATINO: 10%
- TWO OR MORE RACES: 7%
- ASIAN: 6%



AVERAGE WEEKLY IMPRESSIONS

TBD
(PER IKE)

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

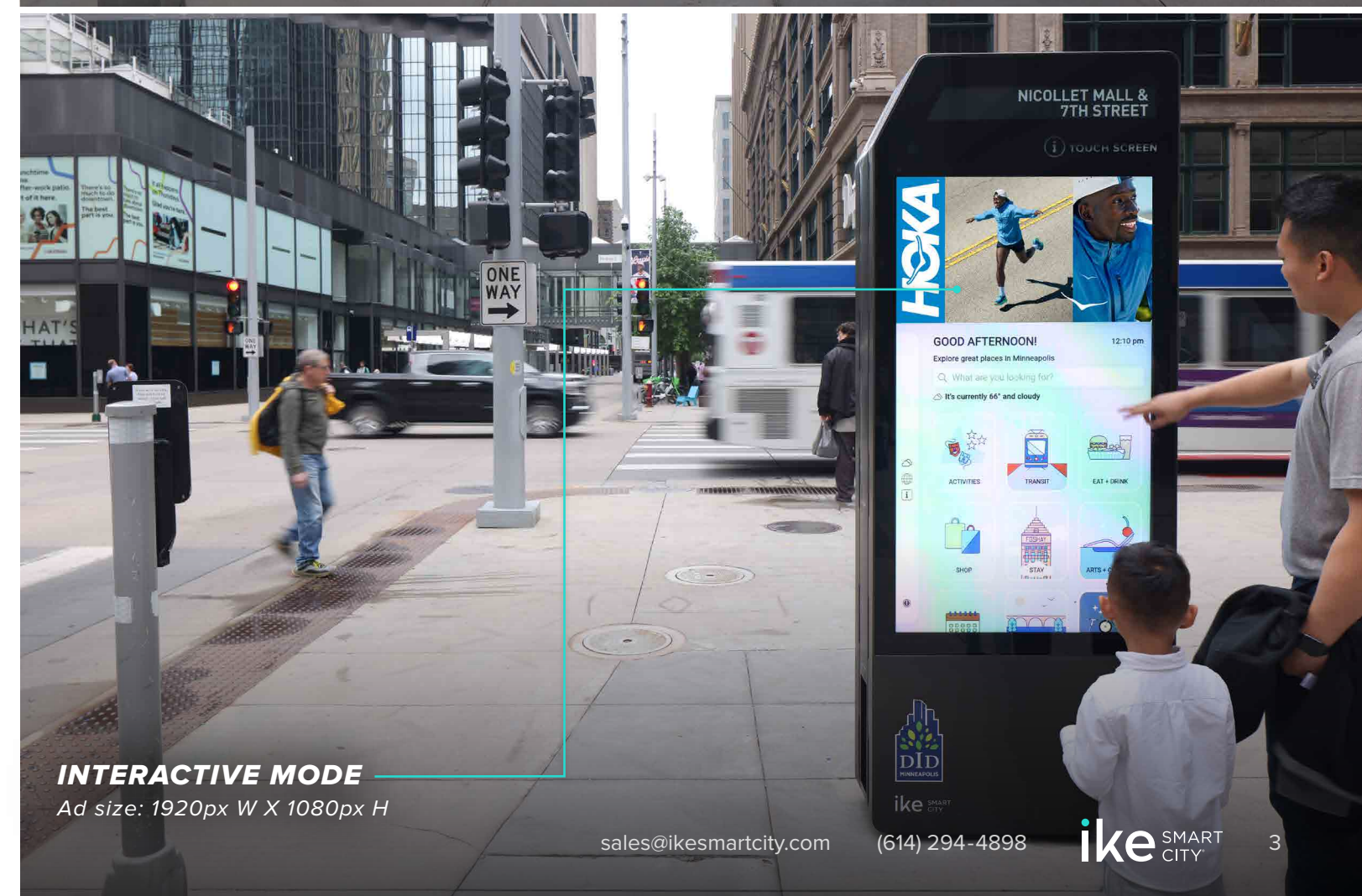


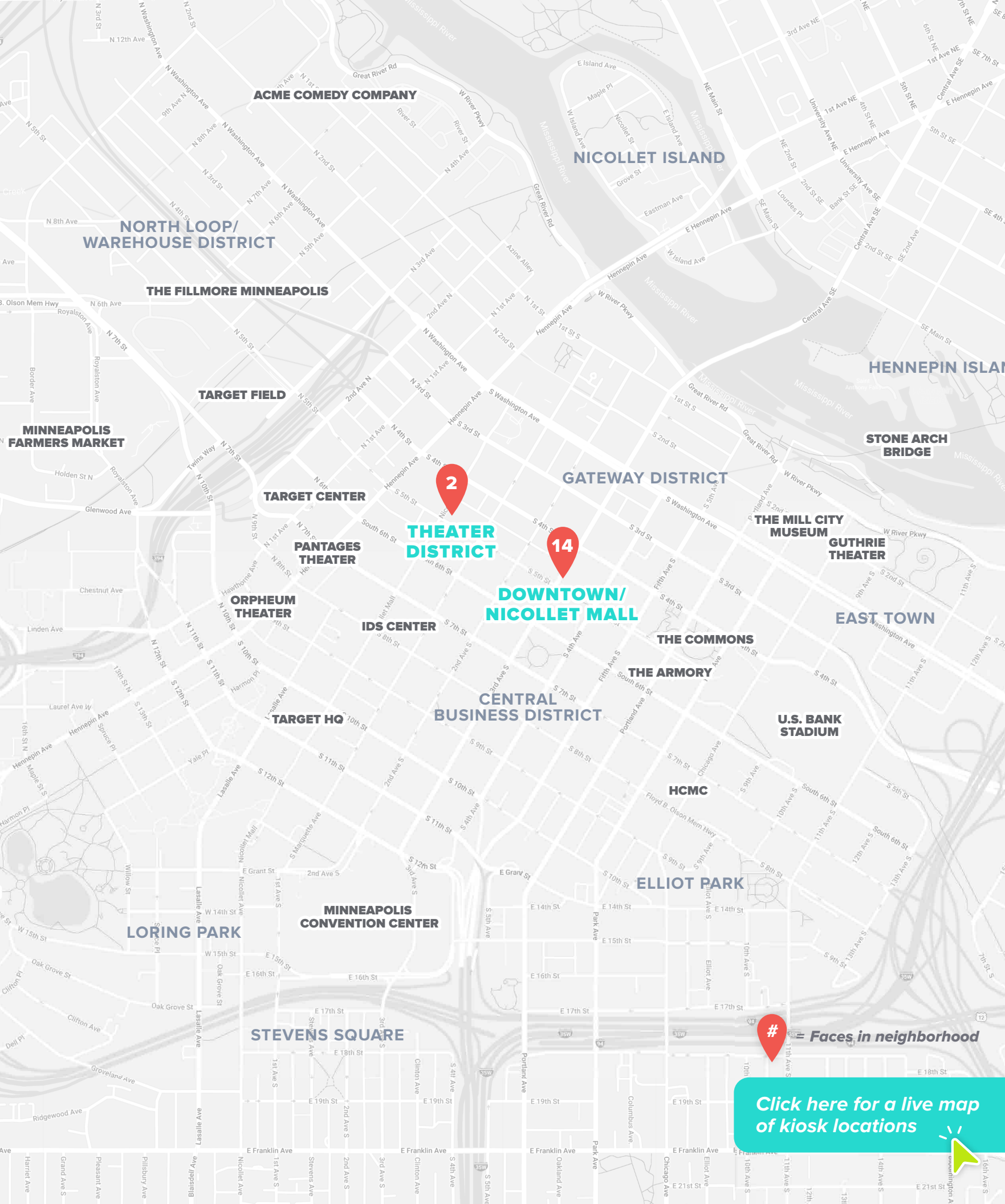
MEET ike

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





MINNEAPOLIS LOCATIONS

Neighborhoods

Downtown

High-rise office towers, luxury apartments, hotels, and diverse dining, shopping, and entertainment destinations populate Downtown's Central Business District. By day, the streets bustle with professionals and government workers while, as night falls, the district transforms into a destination for eclectic bars, gourmet restaurants, and art galleries. Just a stone's throw away is **Target Center** (home of NBA's Timberwolves) and **U.S. Bank Stadium** (home of NFL's Vikings), where sports fans gather to cheer on their favorite team and music lovers flock to lively concerts.

Nicollet Mall is the pulse of downtown Minneapolis. The 12-block pedestrian-friendly boulevard is the city's shopping and dining district and a main transit hub. The area is home to many of the city's corporate offices, luxury condos, and high-rise apartments. With a wide variety of retailers, restaurants, street musicians, and outdoor art, Nicollet Mall is constantly abuzz with activity.



Thank you

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