

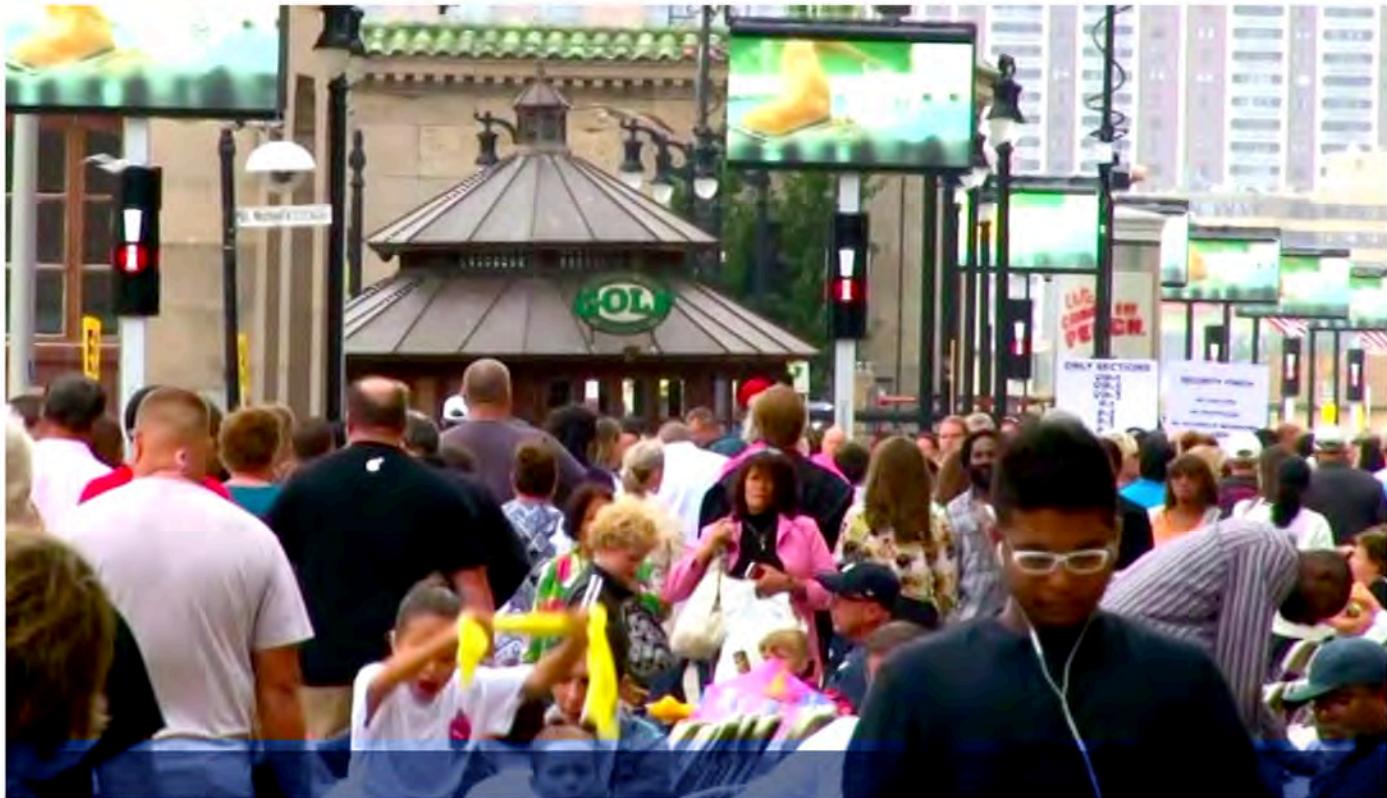
# IMPACTIVATE

## Media Kit | 2017



Reaching 1.6M People Monthly on the World's First Smart Boardwalk

APM DIGITAL  
POWERED BY  
**IMPACTivate**  
NETWORKS



# 360° BOARDWALK EXPERIENCE

This unique **multifaceted digital network** is unlike anything you have seen before. Located on the iconic Atlantic City boardwalk, Impactivate owns a network of 50 OOH digital place-based structures with the opportunity to grow to over 700 structures along the Jersey Shore. With over **130 million visitors** across the Jersey Shore line, advertisers can **maximize exposure** and engage with consumers through multiple messages.

With **endless capabilities** this network can directly target consumers through mobile ads, connect with consumers on a personal level providing WiFi and targeted messages, provide up to date events, live-stream concerts, shows, and entertainment, offer **charging stations** to the millennials, and **maximize impressions** through **extreme exposure**. This transformed boardwalk offers 'Something for Everyone' visiting Atlantic City and offers unlimited brand exposure targeting slow moving consumers.

These **high resolution** 9 mm digital displays include two opposite facing 100 LED screens, stands 13 feet high with an unobstructed view, offers full motion video and directional audio, security camera features, sponsorship capabilities, and MORE. This 'Smart Boardwalk' is the first of its kind.

# NETWORK FEATURES

100 LED SCREENS NORTH & SOUTH FACING  
50 STRUCTURES - IN 5 ZONES - EACH 13 FT TALL

FULL MOTION + AUDIO + ANIMATION  
FIBEROPTIC CAPABILITIES

CAPTIVATING SPONSORSHIPS

FULL BRAND BUILDOUT

INTERACTIVE CHARGING STATIONS

OVER 5 MILLION IMPRESSIONS

PER  
MONTH



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# IMPACTIVATE

## MAXIMIZE YOUR IMPACT

### TRADITIONAL DIGITAL SCREENS

#### TRADITIONAL STATIC VINYL

- Single Face
- Exposure Time Per hr - 60 Min.



- Single Face
- 'Flip' Duration - :08
- 'Flips' Per Hour - 56
- 'Flips' Per Day - 1344
- Exp. Time Per hr - 7.5 min.



- **VIDEO + AUDIO + ANIMATION**

- Faces - 20  
Duration - :15  
Exp. Time Per hr - 12 min.

- Number of Impressions:  
**1,680,000**

- Number of Ads Per Day  
**16,128**



Sources: visitnj.org & atlanticcitynj.com



# ZONE 1

1 CAFE BY CK	7 STARBUCKS
2 HOOTERS	8 STEEL'S FUDGE
3 TROPICANA	9 CHEF VOLA'S
4 TONY LUKES	10 PALMBLUE
5 CHICKIE'S & PETE'S	11 BUNGALOW BEACH
6 FIREWATERS	

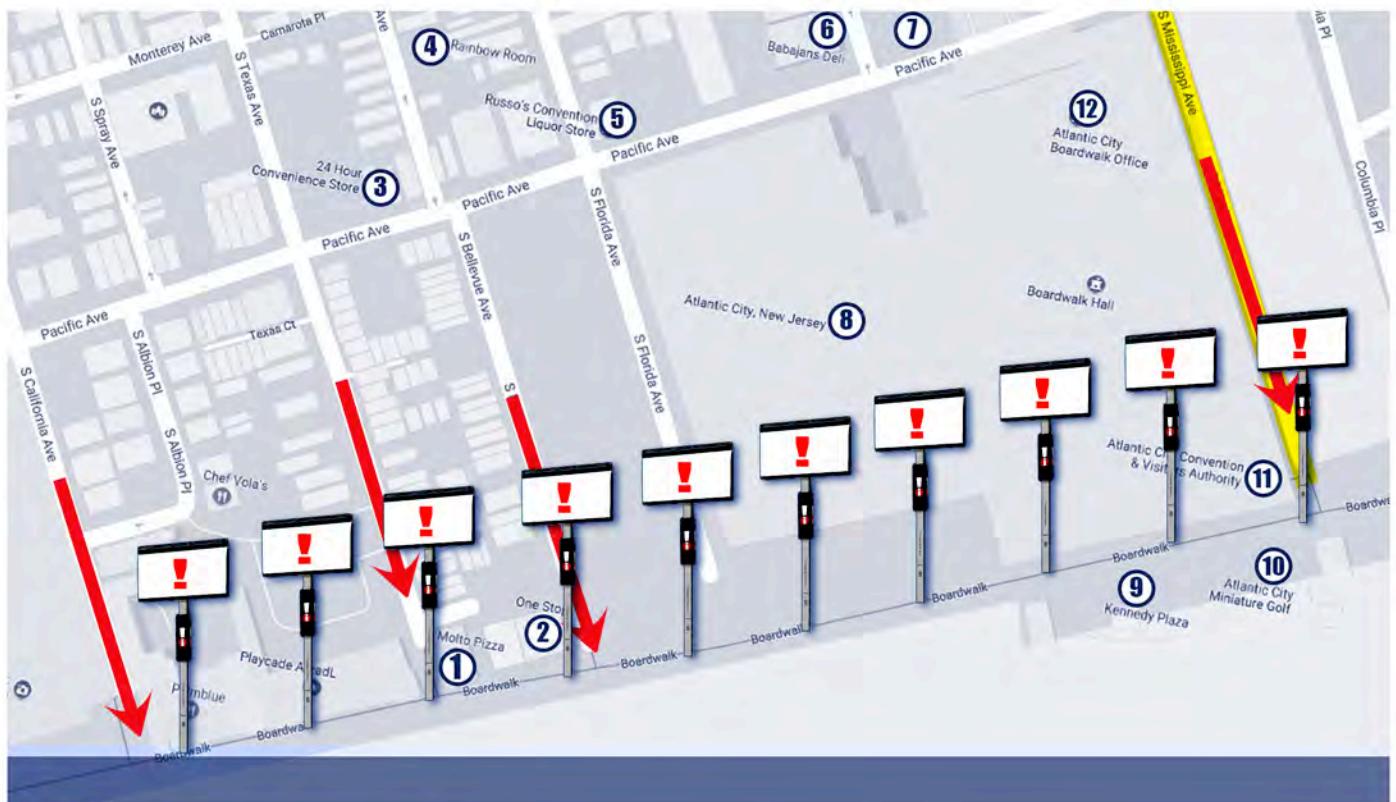
MOST POPULAR STREETS  
HEADING TO THE BOARDWALK

PEDESTRIAN TRAFFIC FLOW  
TOWARDS THE BOARDWALK

PARKING STRUCTURES



# of Zones	1/5
# of Structures per Zone	10
# of Faces in Each zone	20
Time of One Ad Spot	:15
Time of Loop	3 min



# ZONE 2

<b>1</b> MOLTO PIZZA	<b>7</b> BULL SHOT'S
<b>2</b> ONE STOP	<b>8</b> BOARDWALK HALL
<b>3</b> CONVENIENCE STORE	<b>9</b> KENNEDY PLAZA
<b>4</b> RAINBOW ROOM	<b>10</b> MINIATURE GOLF
<b>5</b> LIQUOR STORE	<b>11</b> VISITORS CENTER
<b>6</b> BABAJANS DELI	<b>12</b> BOARDWALK OFFICE

MOST POPULAR STREETS  
HEADING TO THE BOARDWALK

PEDESTRIAN TRAFFIC FLOW  
TOWARDS THE BOARDWALK

**P** PARKING STRUCTURES

IMPACTIVATE UNIT

<b># of Zones</b>	<b>2/5</b>
<b># of Structures per Zone</b>	<b>10</b>
<b># of Faces in Each zone</b>	<b>20</b>
<b>Time of One Ad Spot</b>	<b>:15</b>
<b>Time of Loop</b>	<b>3 min</b>



# ZONE 3

1 RAINFOREST CAFE

2 KWI

3 BEST BUY

4 GORDAN RAMSEY PUB & GRILL

5 TOGA BAR

6 CAESER'S ATLANTIC CITY

7 BOARDWALK CUPCAKES

8 MOUNTAIN BAR

9 PLAYGROUND

10 APPLE STORE

11 FANTASEA RESORTS  
TOURIST CENTER

12 SPORTS CITY

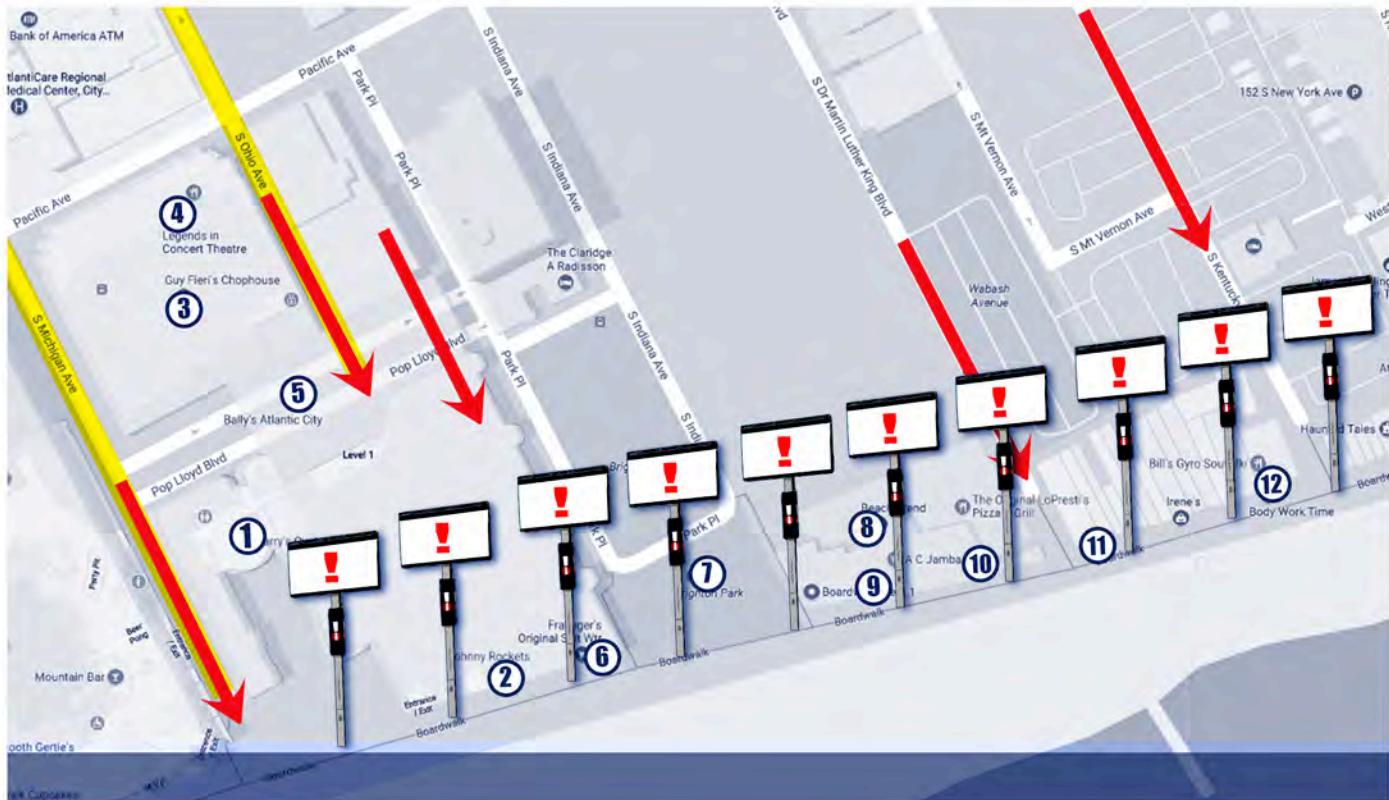
MOST POPULAR STREETS  
HEADING TO THE BOARDWALK

PEDESTRIAN TRAFFIC FLOW  
TOWARDS THE BOARDWALK

PARKING STRUCTURES

IMPACTIVATE UNIT

# of Zones	3/5
# of Structures per Zone	10
# of Faces in Each zone	20
Time of One Ad Spot	:15
Time of Loop	3 min



# ZONE 4

<b>1</b> HARRY'S OYSTER BAR	<b>7</b> BRIGHTON PARK
<b>2</b> JOHNNY ROCKETS	<b>8</b> BEACH TRENDS
<b>3</b> GUY FIERI'S CHOPHOUSE	<b>9</b> PEPPER PALACE
<b>4</b> WILD WILD WEST CASINO	<b>10</b> AMERICAN SOUVENIRS
<b>5</b> BALLY'S ATLANTIC CITY	<b>11</b> FASHION STORES
<b>6</b> FRALINGER'S SALT WATER TAFFY	<b>12</b> BODY WORK TIME

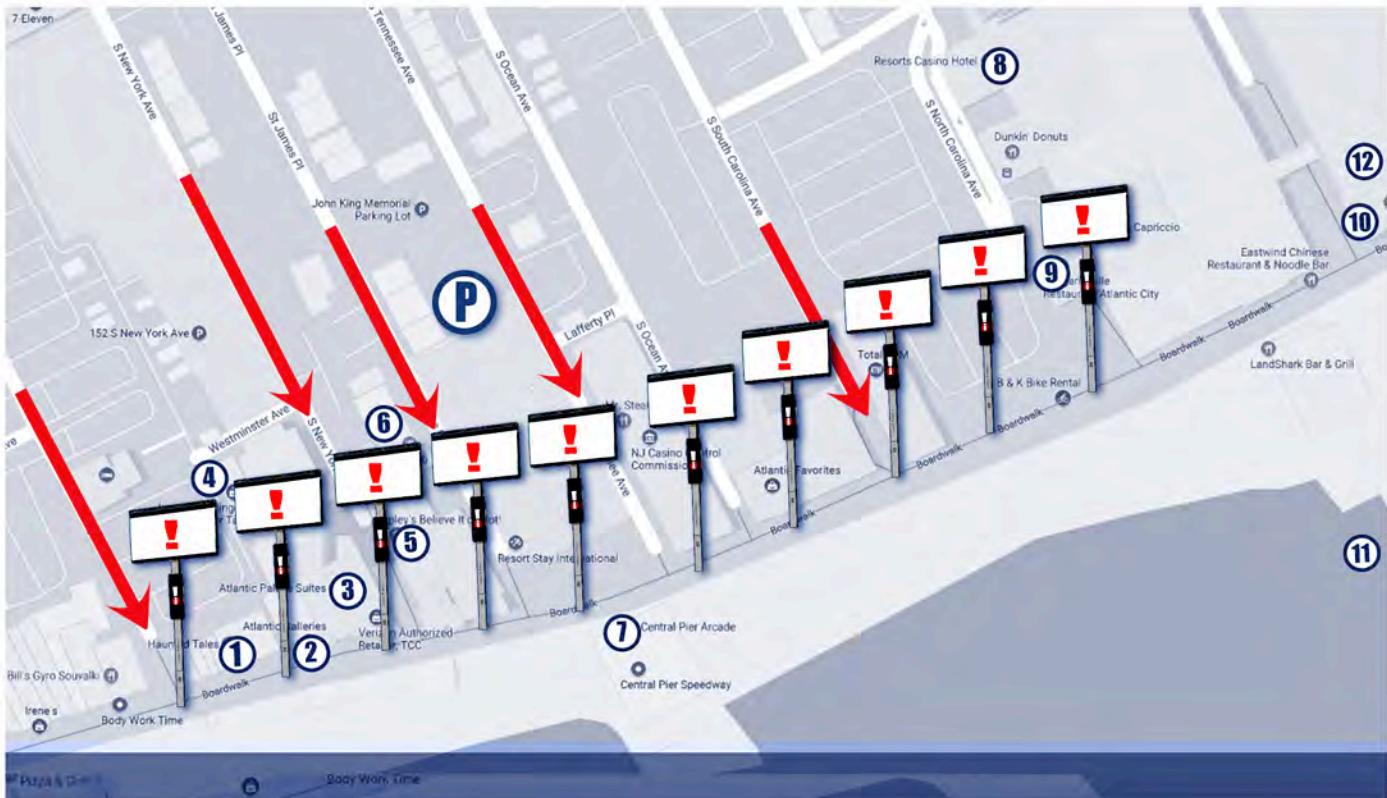
MOST POPULAR STREETS HEADING TO THE BOARDWALK

PEDESTRIAN TRAFFIC FLOW TOWARDS THE BOARDWALK

P PARKING STRUCTURES

IMPACTIVATE UNIT

<b># of Zones</b>	<b>4/5</b>
<b># of Structures per Zone</b>	<b>10</b>
<b># of Faces in Each zone</b>	<b>20</b>
<b>Time of One Ad Spot</b>	<b>:15</b>
<b>Time of Loop</b>	<b>3 min</b>



# ZONE 5

<b>1</b> HAUNTED TALES	<b>7</b> CENTRAL PIER ARCADE
<b>2</b> ATLANTIC GALLERIES	<b>8</b> RESORTS CASINO
<b>3</b> ATLANTIC PALACE SUITES	<b>9</b> MARGARITAVILLE
<b>4</b> JAMES & FRALINGER'S SALT WATER TAFFY	<b>10</b> HARD ROCK CAFE
<b>5</b> RIPLEY'S BELIEVE IT OR NOT	<b>11</b> STEEL PIER
<b>6</b> THE IRISH PUB	<b>12</b> *SOON TO BE HARD ROCK HOTEL & CASINO

MOST POPULAR STREETS  
HEADING TO THE BOARDWALK

PEDESTRIAN TRAFFIC FLOW  
TOWARDS THE BOARDWALK

**P** PARKING STRUCTURES



IMPACTIVATE UNIT

# of Zones	5/5
# of Structures per Zone	10
# of Faces in Each zone	20
Time of One Ad Spot	:15
Time of Loop	3 min



# FREE WIFI ON THE BOARDWALK AND BEACH!

This network spans over two miles of beach and boardwalk, delivering quality Wi-Fi with several features for users and partners. These digital screens, Wi-Fi deployment, light show additions and security project has created the world's first 'Smart Boardwalk.' With this unique platform, we can actively participate and promote various beach related activities, live-stream events, directly target consumers and provide **FREE Wi-Fi** to users.

**90%**   
OF PEOPLE HAVE A  
**MOBILE DEVICE IN REACH**  
**100%** OF THE TIME

**150**   
# OF TIMES MOBILE USERS  
CHECK THEIR PHONE EACH DAY

**90%**   
OF ALL SMARTPHONES  
ARE EQUIPPED WITH WIFI

## Interactive Charging Stations at Every Unit & AD Supported Free WiFi

- Database Marketing
- Demographic and Visitor Tracking
- High Speed On-Line Gaming
- Live Streaming and Timely Updates
- Featuring Audio and Video
- Real Time Production



Atlantic City Airshow

# ATLANTIC CITY EVENTS

EVERY YEAR ATLANTIC CITY HOSTS DOZENS OF EXCITING EVENTS INCLUDING CONCERTS, SHOWS, COMPETITIONS, FESTIVALS, AND MORE!

## JULY

**4th of July Fireworks: 200,000 Attendees**

**Pink Beach Concert: 50,000 Attendees • Brantley Gilbert Beach Concert: 50,000 Attendees • Ron White @ the Tropicana: 2,000 Attendees • Summer Jazz Concert: 2,000 Attendees Anthony Hamilton @ Caesars: 1,600 Attendees**

## AUGUST

**Atlantic City Airshow: 600,000 Attendees**

**Red Bull Global Rally Cross: 20,000 Attendees • 7th Annual Athletic Triathlon: 10,000 Attendees • Chaka Khan @ Tropicana: 2,000 Attendees • Smokey Robinson @ Tropicana: 2,000 Attendees Donnie and Marie @ Caesars: 1,600 Attendees**

## SEPTEMBER

**Miss America Competition: 50,000 Attendees**

**Iron Man 70.3 Atlantic City: 10,000 Attendees • Rick Springfield @ Tropicana: 2,000 Attendees • Keith Sweat @ Tropicana: 2,000 Attendees • Jeffrey Osborne @ Resorts: 1,700 Attendees Chris Botti @ Caesars : 1,600 Attendees**

**3 MONTHS ESTIMATED 3.66 MILLION IMPRESSIONS**



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# YEAR ROUND EVENTS CONT.

THE FUN CONTINUES THROUGH FALL AND WINTER!

## OCTOBER

**Atlantic City Marathon: 10,000 Attendees**

**Atlantic City Comedy Festival: 8,300 Attendees • Lewis Black @ the Borgata: 2,400 Attendees • Dion @ Tropicana: 2,000 Attendees O.A.R. @ Tropicana: 2,000 Attendees • Vic Dibitetto @ Levoy Theater: 1,500 Attendees • Vic Dibitetto @ Levoy Theater: 1,500 Attendees**

## NOVEMBER

**Janet Jackson Concert: 10,500 Attendees**

**Gladys Knight @ Tropicana: 2,000 Attendees • The Magpie Salute @ the Borgata Music Box: 2,400 Attendees • El Gran Combo De Puerto Rico: 2,000 Attendees • Etienne Charles @ Cape May Convention Hall: 1,000 Attendees**

## DECEMBER

**2nd Annual Christmas Spectacular: 10,500 Attendees**

**Atlantic City Polar Plunge: 10,000 Attendees • Debbie Boone Concert: 2,500 Attendees • Atlantic City Ballet Nutcracker: 1,600 Attendees • A Christmas Carol @ Levoy Theater: 1,500 Attendees Mannheim Streamroller Christmas: 1,200 Attendees**

**3 MONTHS ESTIMATED 198,700 IMPRESSIONS**



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# ATLANTIC CITY AT A GLANCE

60 THOUSAND PEOPLE  
VISIT THE BOARDWALK DAILY

1.68 MILLION PEOPLE  
VISIT THE BOARDWALK MONTHLY

21 MILLION PEOPLE  
VISIT THE BOARDWALK YEARLY

Sources: visitnj.org & atlanticcitynj.com

\*Based on High Traffic Months

**81%**  
OF TOURISTS VISIT THE  
ICONIC BOARDWALK

**57%**  
OF VISITORS LODGE ON  
BOARDWALK PROPERTY

**2<sup>ND</sup>**   
LARGEST GAMBLING  
MARKET IN U.S.





# NEW JERSEY AT A GLANCE

**2016 MARKED  
7 STRAIGHT YEARS  
OF SPENDING AND VISITING GROWTH**

TOURISM DEMAND GREW  
**2.9%**  
IN 2016 ALONE

Sources: [visitnj.org](http://visitnj.org) & [atlanticcitynj.com](http://atlanticcitynj.com)

TOURISM  
GENERATED  
**\$38.2 BILLION**  
OF STATE GDP IN 2016

**IN 2016**  
TOURISM REPRESENTED  
**6.5%**  
OF ENTIRE STATE ECONOMY



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## ATLANTIC CITY FULL OF FAMILY FUN!

Enjoy a nice stroll on the iconic Atlantic City Boardwalk which overlooks the beach. As you walk down the boardwalk, pop in and out of the local shops that line the beach and are open daily. Visit the popular **Salt Water Taffy Store** or enjoy some lunch in the original tropical **Rain Forest Café** and explore the museum of the unexplained, **Ripley's Believe it or Not**. The attractions don't stop there, along the AC boardwalk, the Steel Pier stands tall with rides for the whole family! This amusement park extends over the Atlantic Ocean and features more than 25 extreme rides. There are arcade games, a carousal and delicious food to enjoy throughout the day.

For those who like to shop, two blocks away from the Boardwalk are the Tanger Outlets, the only outlet mall in New Jersey. **Tanger Outlets** include consumers favorite designer and brand-named stores from Nike and Adidas to H&M and Michael Kors.

Atlantic City is responsible for a third of all tourism in New Jersey. It continues to grow its attractions for families and children of all ages, with endless opportunities and day time adventures the entire family can enjoy.

**10.8 MILLION**   
# OF FAMILIES WHO VISIT  
THE BOARDWALK EACH YEAR

Sources: [visitnj.org](http://visitnj.org) & [atlanticcitynj.com](http://atlanticcitynj.com)

**40+**   
KID FRIENDLY ACTIVITIES  
ALONG AC BOARDWALK

**APM DIGITAL**  
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# ATLANTIC CITY'S ELECTRIC NIGHTLIFE

After a family fun day step out on Atlantic City's boardwalk and experience the **electric nightlife!** AC is filled with late night bars, hosting concerts, events, festivals, and entertainment that lasts throughout the night. Not only are there bars within walking distance of each other, the Casinos are all within 2 miles along the boardwalk. AC boasts the **second largest gambling market** in the U.S. right behind Las Vegas. Enjoy a nice cold beer on the boardwalk, hop in a pedicab, or stroll along the boardwalk to venture from casino to casino.

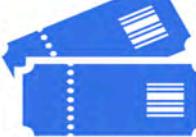
**T-Street**, located in the Playground along the boardwalk is a nightlife hub! As they put it, "Imagine the streets of Broadway in Nashville and Beale Street in Memphis, but surrounded by Ocean views!" T-Street includes a **beer garden**, night clubs and late-night entertainment bars.

## Top Night Clubs:

1. Boogie Nights
2. Anthem
3. Tropicana
4. Haven Nightclub
5. Bungalow Lounge

**18**   
# OF NIGHTCLUBS  
IN ATLANTIC CITY

**11**   
# OF NIGHTCLUBS  
ON THE BOARDWALK

**\$193**   
MILLION  
OF ATLANTIC CITY'S REVENUE  
FROM ENTERTAINMENT



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# ATLANTIC CITY GROWING FAST!

Atlantic City isn't done growing. More casinos, attractions and nightlife areas are coming in over the next two years and we don't see it halting anytime soon!

## Stockton University – Off Campus Opening Fall of 2018

- Stockton University main campus is roughly 26-30 minutes away from where the campus will be on Boardwalk – Campus will be located on Atlantic Ave, Albany Ave & Pacific Ave.
- Campus will include a housing and student center on the boardwalk for about 520 students
- Academic building that can accommodate up to 1,800 students
- 2018 they are expecting 1,000 students

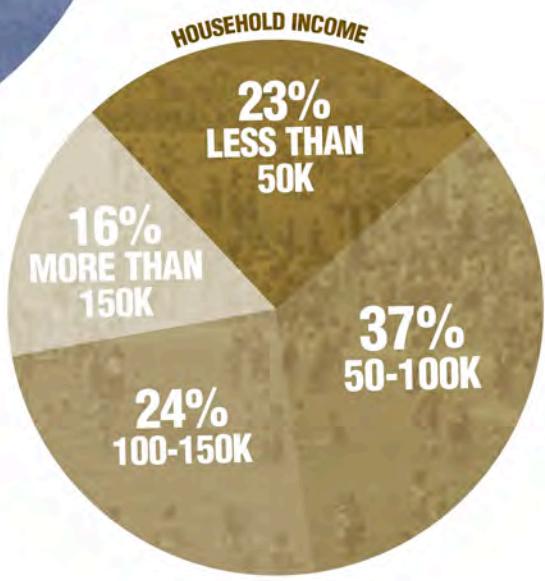
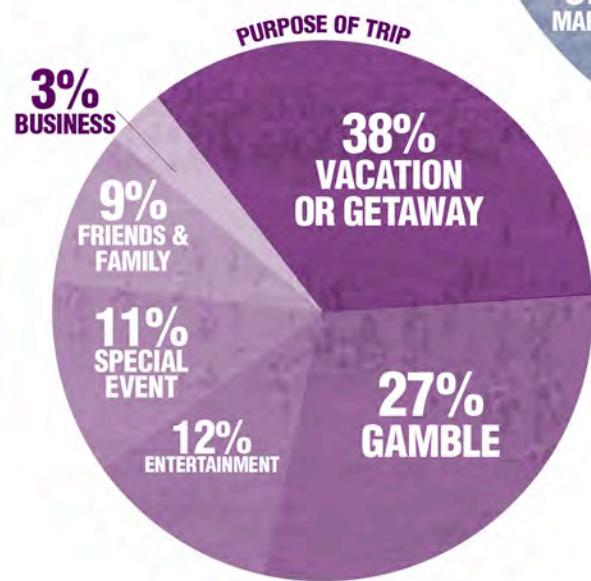
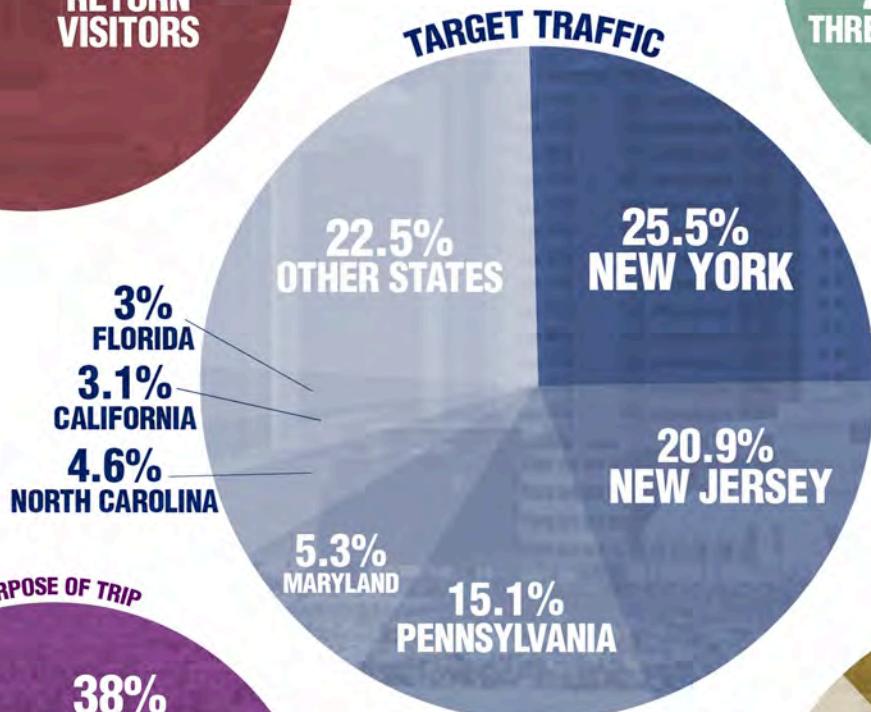
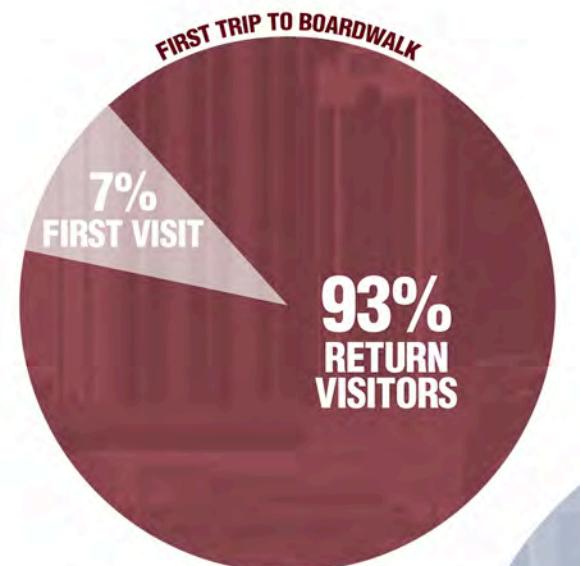
## Opening an Air Beer Garden for Boardwalk

- Next to Tropicana
- Seating for 322
- Will open July 2017
- Includes two bars, propane fire pits, and game areas

## Redevelopment of Hard Rock Hotel & Casino.

- \$375 million ahead of the resort's opening in Summer 2018
- 2,400 slot machines
- 130 table games

# DEMOGRAPHICS





# PRODUCTION TEAM

We have an in-house production team that brings decades of expertise to creating engaging narratives for your ads. Let us help you tell your story through our one of a kind Digital Network on the iconic Atlantic City Boardwalk!

## CAPABILITIES:

- Creative Direction
- Scripting and Storyboarding
- Multi Camera Event Coverage  
Live Streaming of Events, Concerts, and Festivals
- Producing, Editing and Directing
- Full Animation and Audio Experiences
- Fully Wrapped and Branded Structures

# PER ZONE IMPRESSIONS

An Average of  
60,000 People Visit  
Boardwalk Per Day



**X**



**=**  
117,600 Impressions Per Day

70% of Visitors  
Travel the Boardwalk  
Both Directions



**X**



**=**  
199,920 Impressions Per Day

\* Frequency Based on 3 min loop, 12 advertisers, leisure walking speed of 6.2 min per zone.

# BOARDWALK IMPRESSIONS

Zone 1

Zone 2

Zone 3

Zone 4

Zone 5



117,600 Impressions Per Zone **X**

5 Zones →

**=** 588,000 Impressions Per Day

Zone 1

Zone 2

Zone 3

Zone 4

Zone 5



70% of Visitors  
Travel the Boardwalk  
Both Directions **X**

← →

**=** 999,600 Impressions Per Day

# 27.9 MILLION IMPRESSIONS

\* Frequency Based on 3 min loop, 12 advertisers, leisure walking speed of 6.2 min per zone.

# IMPACTIVATE SPECS

## VIDEO

- Format: [.MP4] [.AVI] & [.MOV]
- Aspect Ratio 2:1 or 16:9
- Codec: H.264
- Dimension: 1920x1080 Pixels
- Audio: 48kHz 16 bit Stereo
- Text: 14 Point or Larger is Recommended
- Slate: Remove All Slates, Head, & Tail

## STILLS/ STATIC

- 224x112 pixels @ 72 dpi
- JPG or PNG
- Text: 14 pt or Larger is Recommended
- Horizontal Images are Preferred Over Vertical (Due to Landscape Screen Configuration)

\* Every clip needs to be exactly :15 or :30 seconds long.  
Any overage will be clipped to sustain advertising loops.



LOGO

DO: Make your logo/ message large and place in a central location

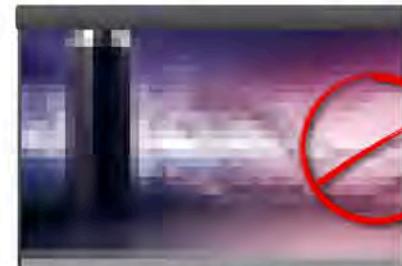


LOGO

DON'T: Make your logo/ message too small to read and place towards edge



DO: Follow the aspect ratio guidelines for video or spec guidelines for stills



DON'T: Provide low quality images or images that don't fit the provide space.

## CONTENT DELIVERY INFO:

sales@allpointsco.com  
Ph (866) 625-3836  
Fx (503) 626-3785