

IMPACTIVATE

Media Kit | 2017



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 SPONSERSHIPS
FULL BRAND BUILDOUT

INTERACTIVE CHARGING STATIONS
OVER 6 MILLION IMPRESSIONS PER DAY



IMPACTIVATE

MAXIMIZE YOUR IMPACT

- **VIDEO + AUDIO + ANIMATION**
- Faces - 20
Duration - :15
Exp. Time Per hr - 12 min.
- Number of Impressions:
1,600,000
- Number of Ads Per Day
16,128

TRADITIONAL DIGITAL SCREENS

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

TRADITIONAL STATIC VINYL

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



Sources: visitnj.org & atlanticcitynj.com

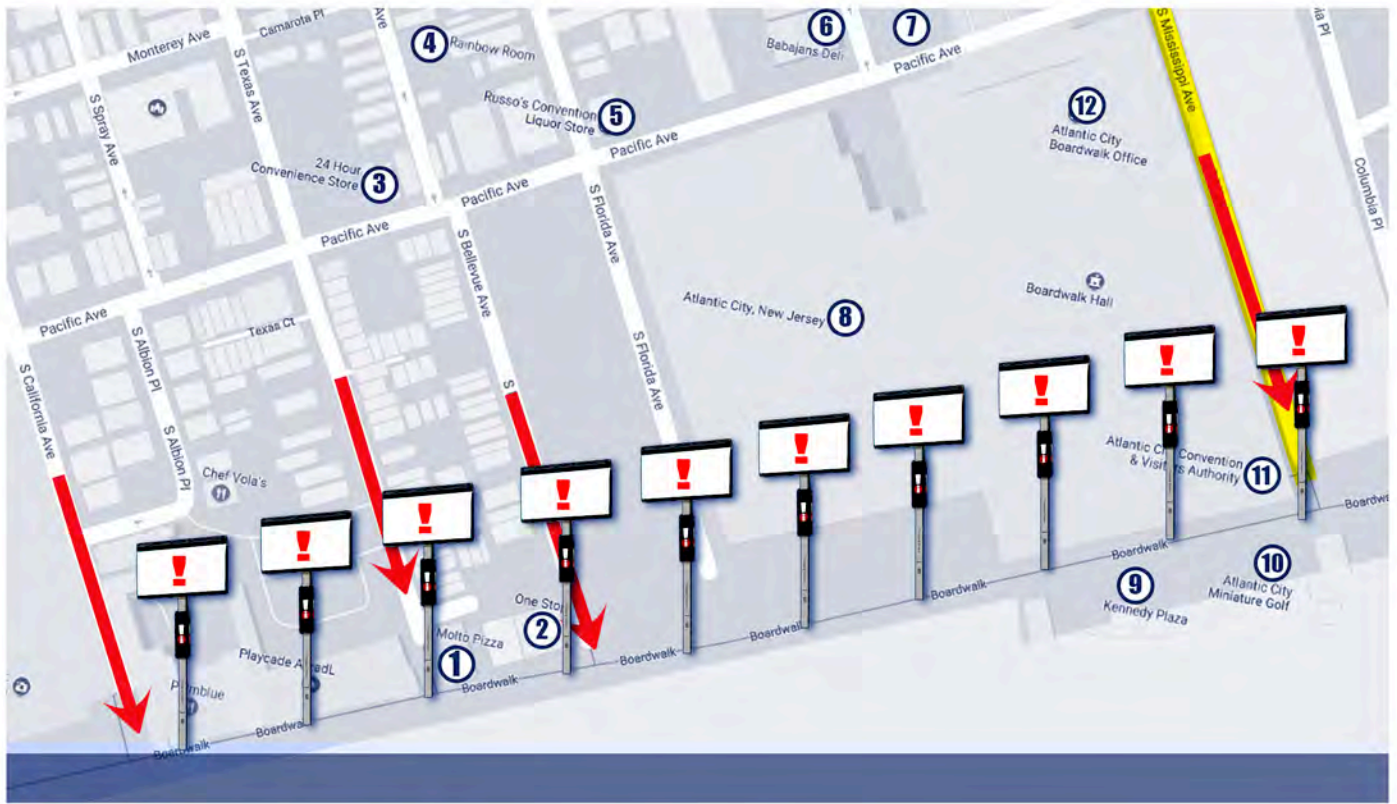


ZONE 1

- 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





# 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

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

 MOST POPULAR STREETS HEADING TO THE BOARDWALK

 PEDESTRIAN TRAFFIC FLOW TOWARDS THE BOARDWALK

 PARKING STRUCTURES

 IMPACTIVATE UNIT

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

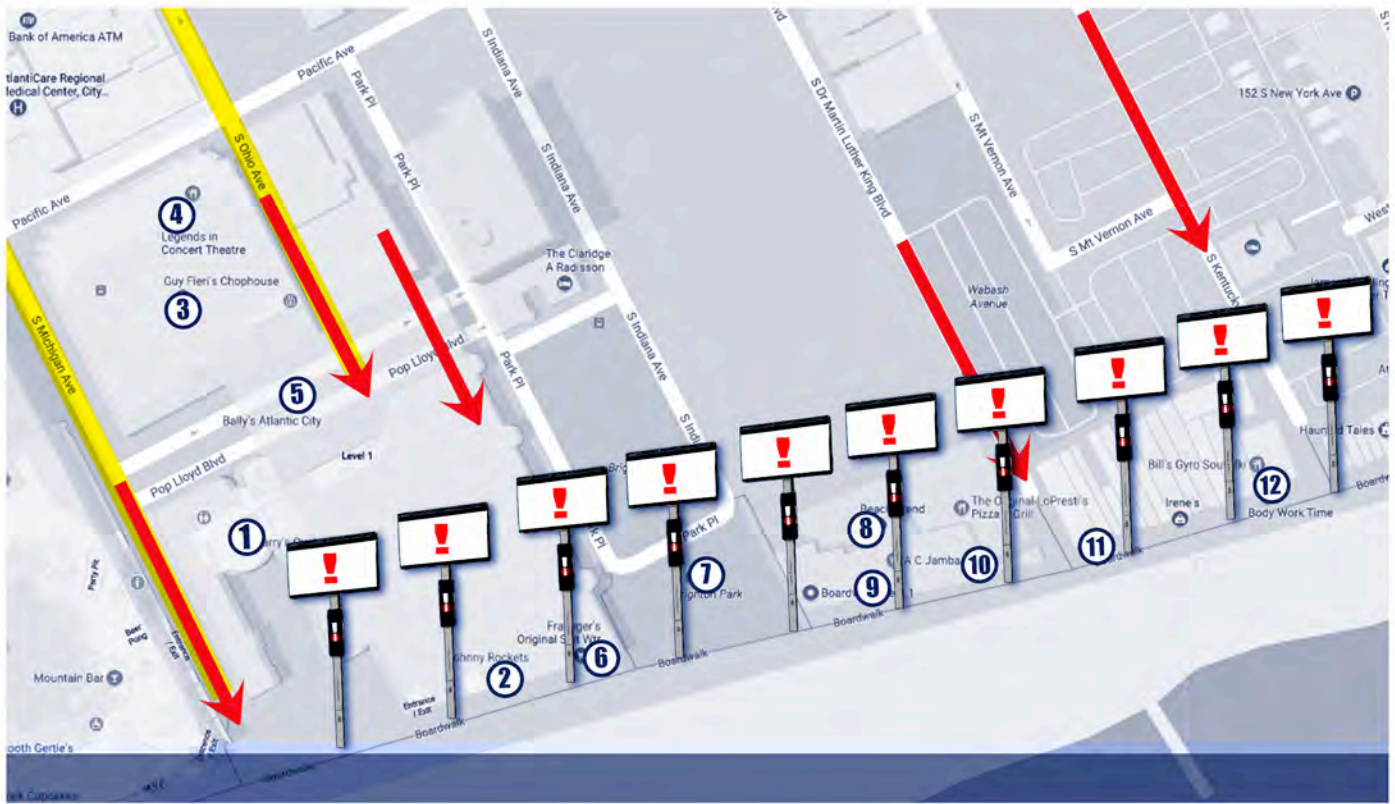


ZONE 3

- ① RAINFOREST CAFE
- ⑦ BOARDWALK CUPCAKES
- ② KWI
- ⑧ MOUNTAIN BAR
- ③ BEST BUY
- ⑨ PLAYGROUND
- ④ GORDAN RAMSEY PUB & GRILL
- ⑩ APPLE STORE
- ⑤ TOGA BAR
- ⑪ FANTASEA RESORTS TOURIST CENTER
- ⑥ CAESER'S ATLANTIC CITY
- 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

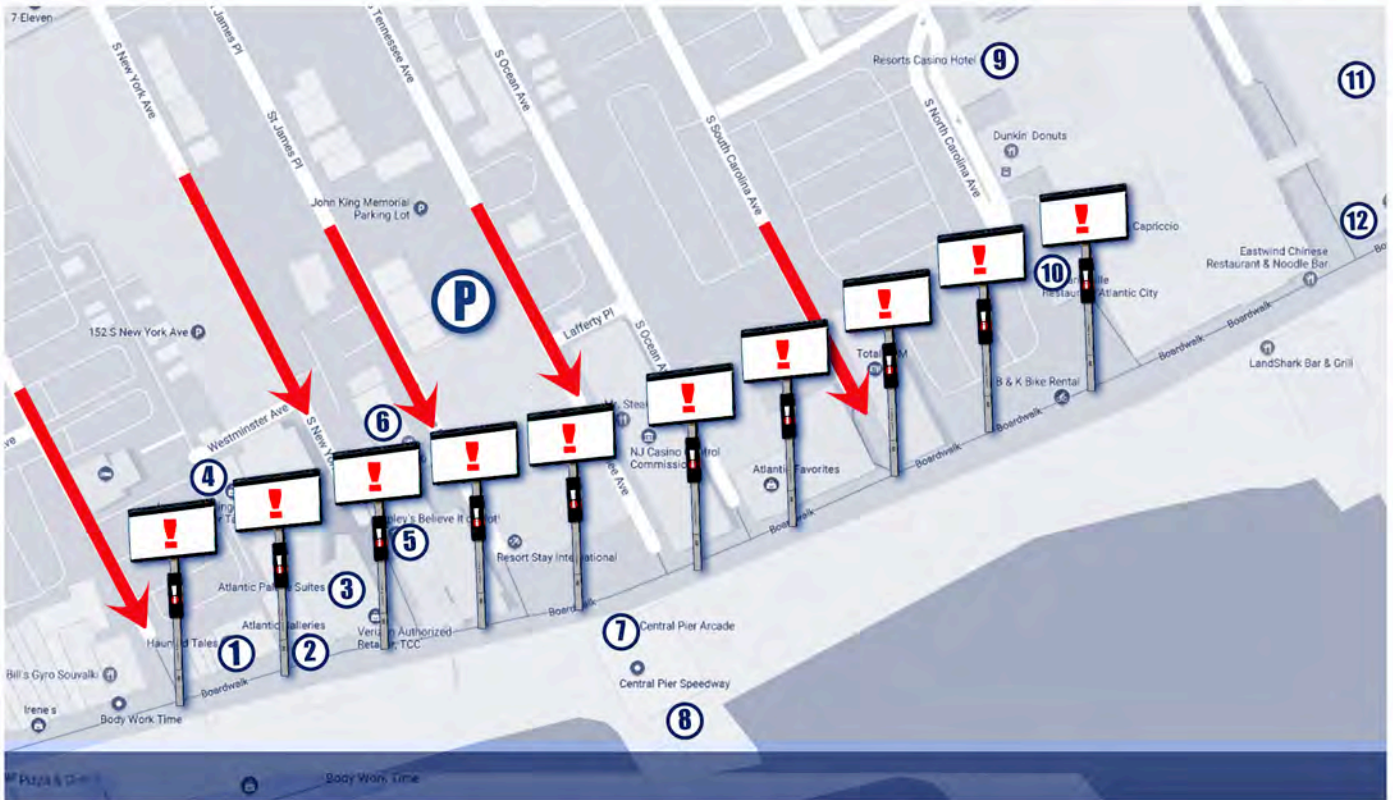


ZONE 4

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


- MOST POPULAR STREETS HEADING TO THE BOARDWALK
- PEDESTRIAN TRAFFIC FLOW TOWARDS THE BOARDWALK
- PARKING STRUCTURES
- IMPACTIVATE UNIT


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





ZONE 5

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

 MOST POPULAR STREETS HEADING TO THE BOARDWALK

 PEDESTRIAN TRAFFIC FLOW TOWARDS THE BOARDWALK

 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

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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: 5,000 Attendees • Brantley Gilbert

Beach Concert: 5,000 Attendees • Ron White @ the Tropicana:

2,000 Attendees • Summer Jazz Concert: 2,000 Attendees

Anthony Hamilton @ Caesars: 1,600 Attendees

AUGUST

Atlantic City Airshow: 50,000 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: 600,000 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 Dibitto @ Levoy Theater: 1,500 Attendees • Vic Dibitto @ 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**

**1.8 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

2ND 
LARGEST GAMBLING
MARKET IN U.S.



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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 & 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 carousel 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 & atlanticcitynj.com

40+ 

KID FRIENDLY ACTIVITIES
ALONG AC BOARDWALK

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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.

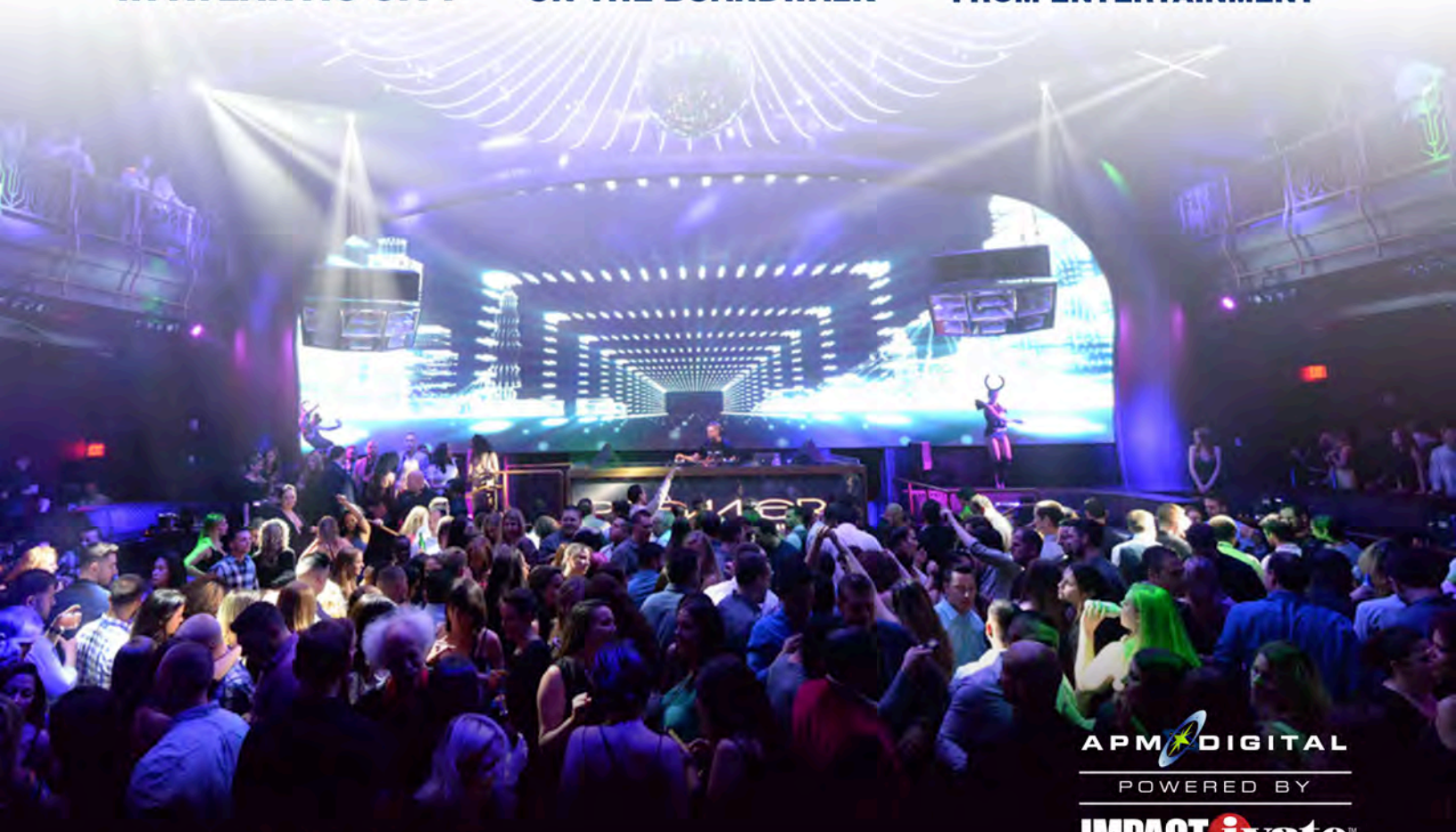
Top Night Clubs:

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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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



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 resorts opening in Summer 2018
- 2,400 slot machines
- 130 table games



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



= 201,600 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

=

1,176,000 Impressions Per Day

32.9 MILLION IMPRESSIONS

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



PER ZONE RATES

# of Zones	Cost Per Zone	Total Cost	Duration	Maximum Impressions
1 Zone	\$8,400	\$8,400	4 Weeks	6,720,000
2 Zones	\$7,900	\$15,800	4 Weeks	13,440,000
3 Zones	\$7,400	\$22,200	4 Weeks	20,160,000
4 Zones	\$6,900	\$27,600	4 Weeks	26,880,000
5 Zones	\$6,000	\$30,000	4 Weeks	33,600,000

* 60,000 visitors on the boardwalk daily with a frequency of 2-4 x 28 days of in campaign per flight.

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

*** 98% walk through zone at least once, 70% walk back.

Sources: visitnj.org & atlanticcitynj.com

PER ZONE BREAKDOWN

10 Structures	20 Faces	:15 Sec Spot	3 Min Loop	12 Advertisers
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These **high resolution** 9mm digital displays include two North and South facing 100 LED screens, stand 13 feet high with an unobstructed view, offer full motion video and directional audio, additional security camera features, sponsorship capabilities, and **AND MUCH MORE.**

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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)

CONTENT DELIVERY INFORMATION:

sales@allpointSCO.com

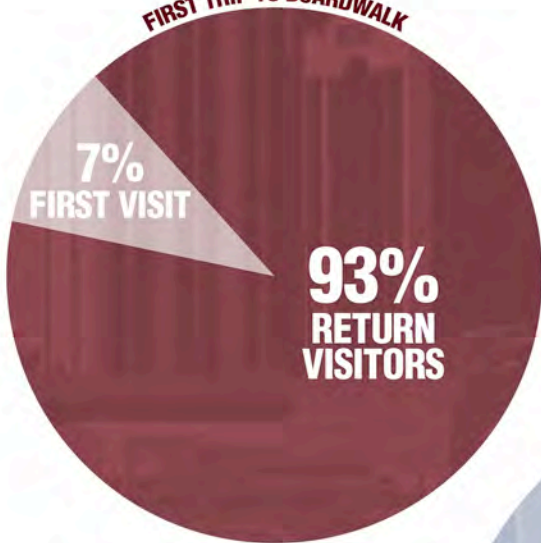
Ph (866) 625-3836

Fx (503) 626-3785



DEMOGRAPHICS

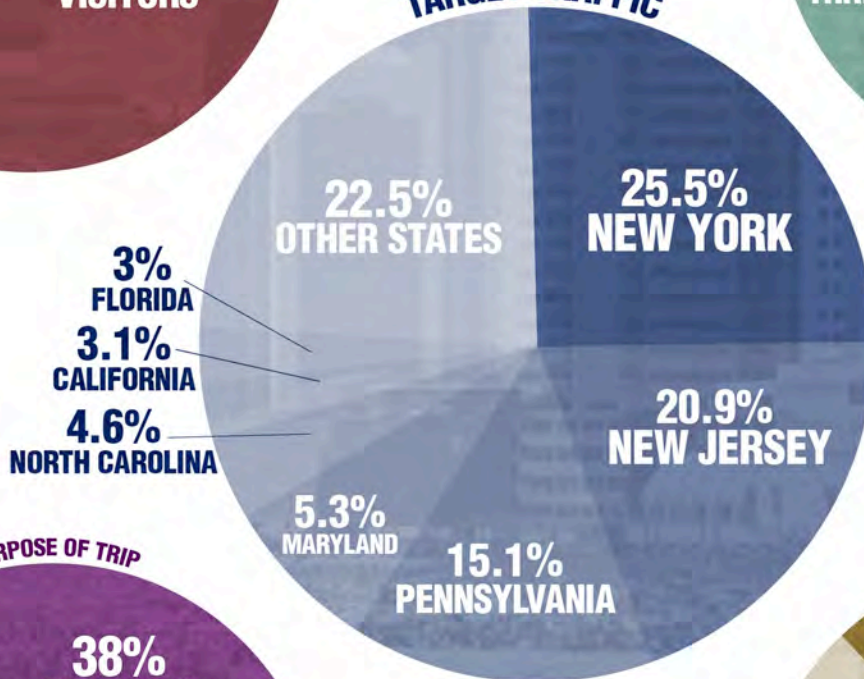
FIRST TRIP TO BOARDWALK



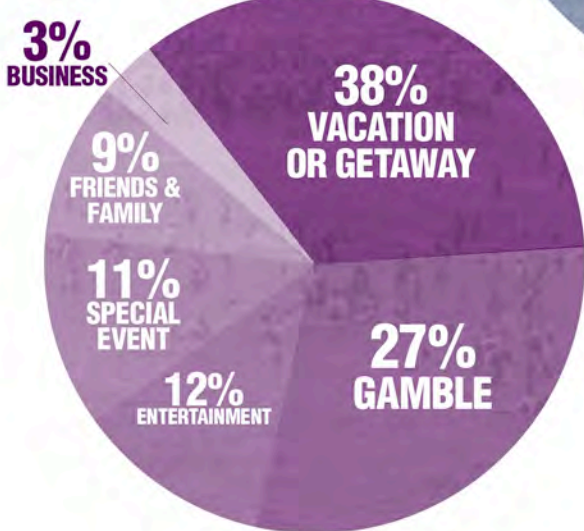
NIGHTS SPENT IN MARKET



TARGET TRAFFIC



PURPOSE OF TRIP



HOUSEHOLD INCOME



Sources: visitnj.org & atlanticcitynj.com