

FULL MOTION + AUDIO + LIVE STREAMING + ANIMATION

# SMART DOOH BOARDWALK

Reaching 19.4 Million People Anually  
On the Worlds First Smart Boardwalk!

**98 DIGITAL SCREENS, LIMITLESS CAPABILITIES!**

**392** Plays per Hour

**263,424** per 4-weeks plays

4-week impressions: **4,984,412** per spot (**392** plays/hour)

CPM: **\$1.35**

Cost Per Play: **\$0.03**

**9,383,857** Unique people

**64** minute dwell well time per person



## THIS COULD BE YOUR AUDIENCE!

Our LAD data device powered by Linkett™ provide unparallel demographic information from over 9M unique devices each year.

geopath

LINKETT™

ADOMNI

DPAA<sup>7</sup>

APM DIGITAL  
POWERED BY

IMPACTivate™  
NETWORKS

# YOUR AUDIENCE HAS MONEY!

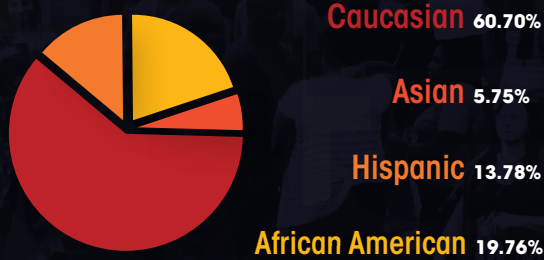
**55.95%**  
of Potential Audience  
Has an Income of  
Over **\$85,000**  
a Year ...



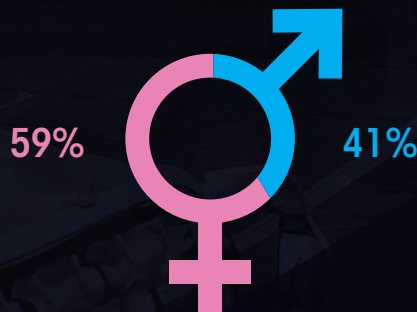
**Upper Class** 55.95%  
**Middle Class** 28.77%  
**Low Income** 15.34%

## Your Audience Is **Diverse:**

### Audience by Ethnicity:



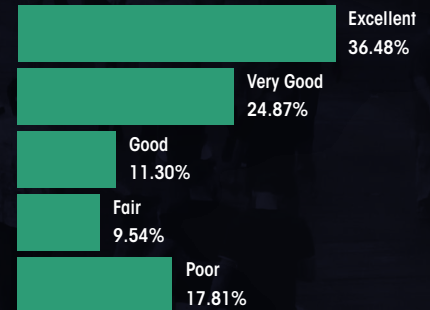
### Audience by Gender:



### Audience by Age:



**72.65%**  
of Potential  
Audience Has  
**Good to  
Excellent**  
Credit.



## SHOPPERS ARE THE **#1** LIFESTYLE DEMOGRAPHIC

### TOP 3 LIFESTYLE DEMOGRAPHICS

SHOPPERS



FAMILIES



HEALTH & SPORTS



For additional  
lifestyle information  
please reach out for  
full report