

This summer, be on the Atlantic City Boardwalk with Impactivate! Capture the attention of vacationers, business travelers and tourists with our **Smart Boardwalk**, consisting of 98 screens lining one of the most popular summer attractions on the East Coast!



This Smart Boardwalk is the **first of its kind**. With over 27 million visitors to Atlantic City annually, advertisers can **maximize exposure** and engage with consumers through multiple messages.



**AD SPONSORED
WIFI**



**FULL MOTION, AUDIO
AND LIVE STREAMING**



**98 DIGITAL
SCREENS**

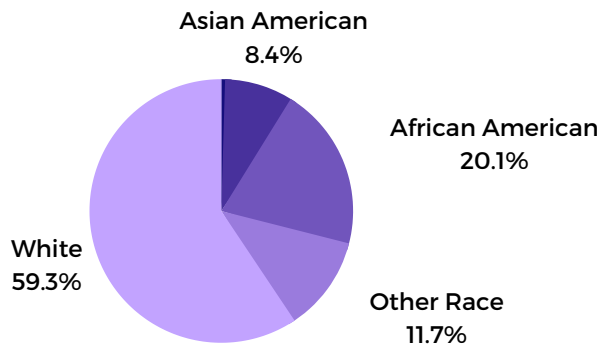


**REACH 27.2 MILLION
PEOPLE ANNUALLY**

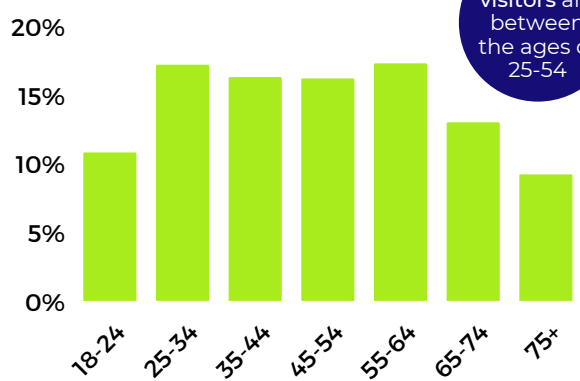
22 WEEK STATISTICS AVERAGE WEEKLY UNIQUE VISITS: 265,382



DEMOGRAPHICS



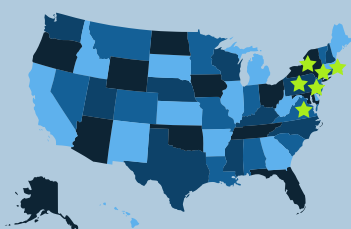
AGE DEMOGRAPHICS



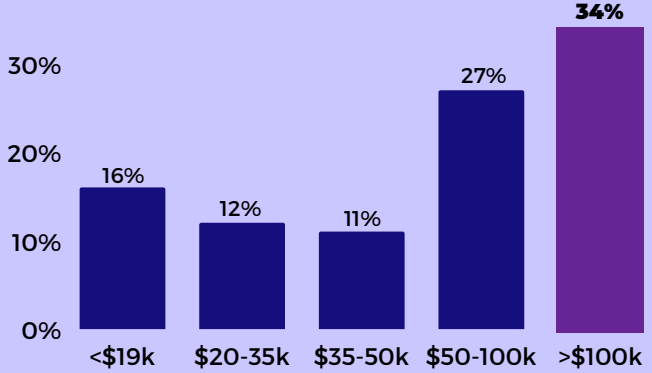
49% of visitors are between the ages of 25-54

TOP 6 STATES THAT VISIT:

36% New Jersey 3% Maryland
24% Pennsylvania 2% Connecticut
21% New York 2% Virginia

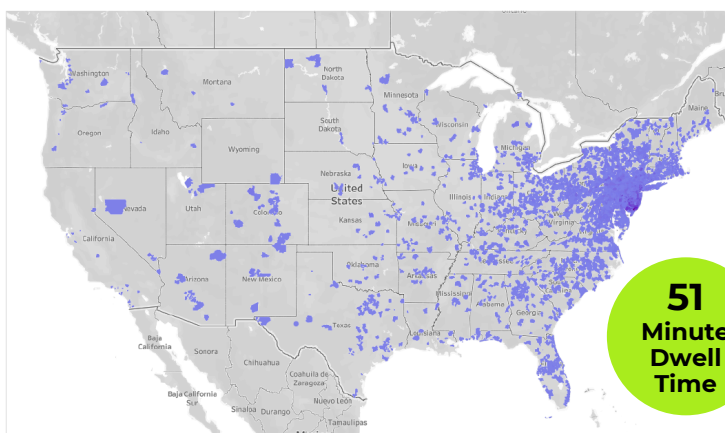


HOUSEHOLD INCOME

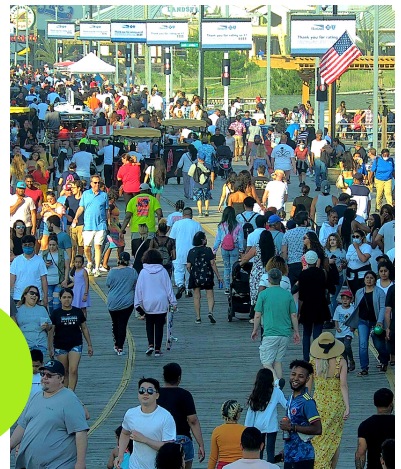


VISITS BY ZIP CODES

Activity Percent
0.00% 1.50%



**51
Minute
Dwell
Time**



POWERED BY **intermx**

Get your ad on the Boardwalk this Summer!