

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



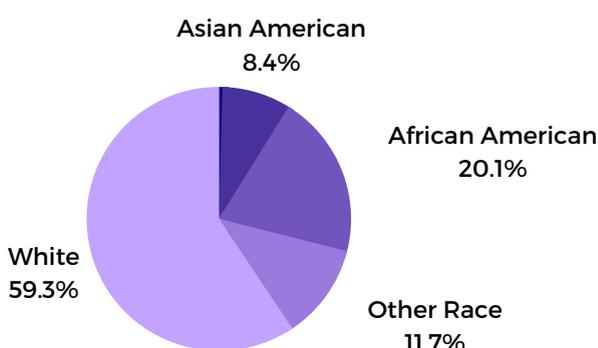
REACH 27.2 MILLION PEOPLE ANNUALLY

22 WEEK STATISTICS

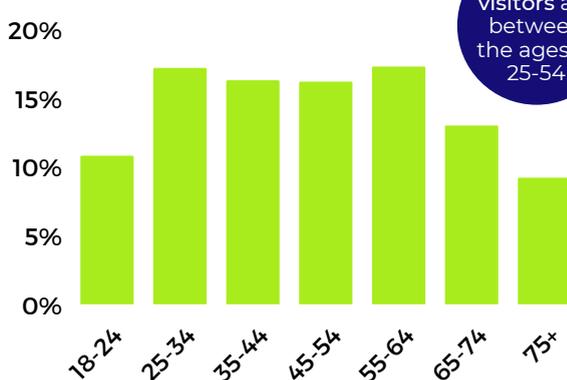
AVERAGE WEEKLY UNIQUE VISITS: 265,382



DEMOGRAPHICS



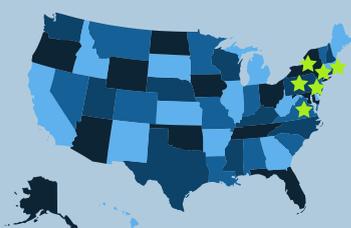
AGE DEMOGRAPHICS



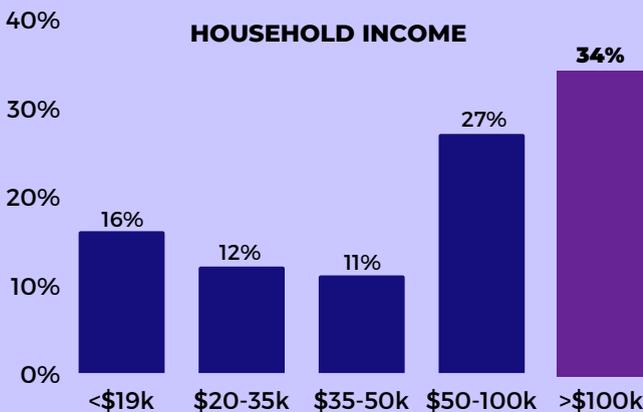
49% of visitors are between the ages of 25-54

TOP 6 STATES THAT VISIT:

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

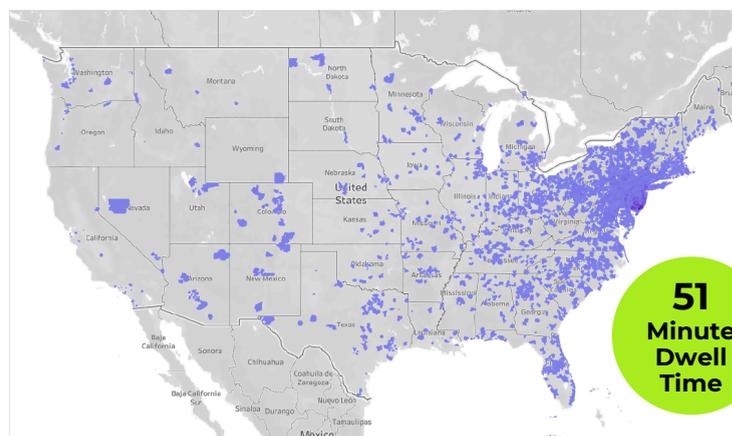


HOUSEHOLD INCOME



VISITS BY ZIP CODES

Activity Percent 0.00% 1.50%



POWERED BY **intermx**

Get your ad on the Boardwalk this Summer!