

GRACE

# ATLANTA



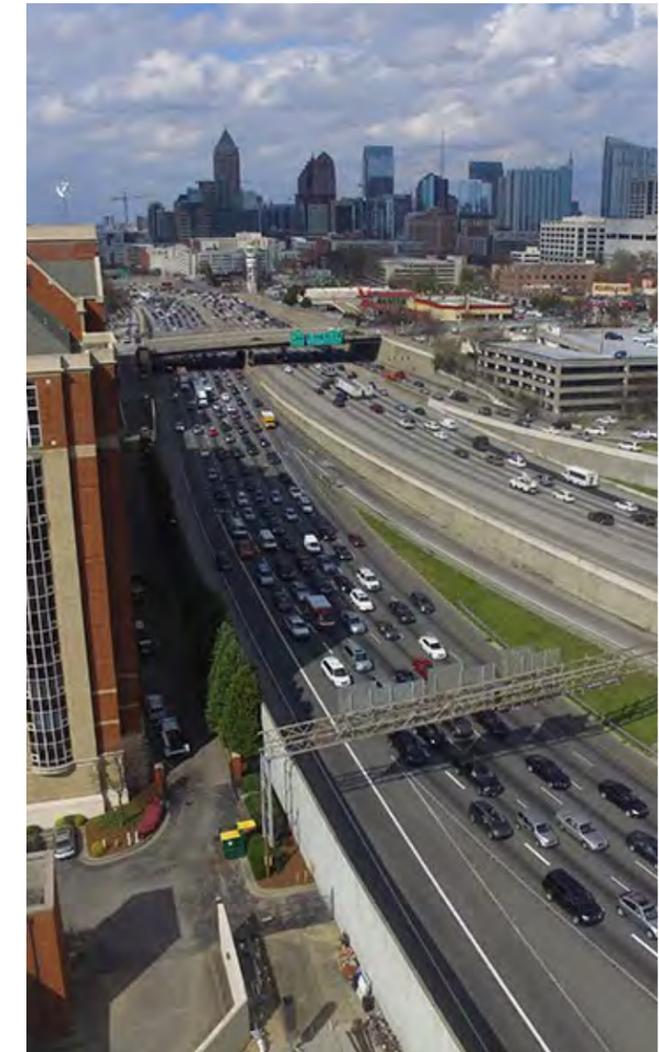


Through our strategic partnership, Grace Outdoor and Awedience Media proudly present Atlanta's 3500 Sq. Ft digital landmark, the largest freeway-mounted electronic display in the country.

Located directly over the 75/85 Downtown Connector - with direct access to one of the top-three most heavily traveled freeways in the country - this display generates an incredible 380,400 daily impressions from local commuter traffic.

With clean, eye-popping exposure, your brand will benefit from the 24/7 continuity of message throughout your campaign that will break through the clutter of the many other traditional billboards in the market.

This is one of Atlanta's most iconic media opportunities and is poised to be the centerpiece for top brands seeking an unavoidable presence in this TOP 10 DMA.

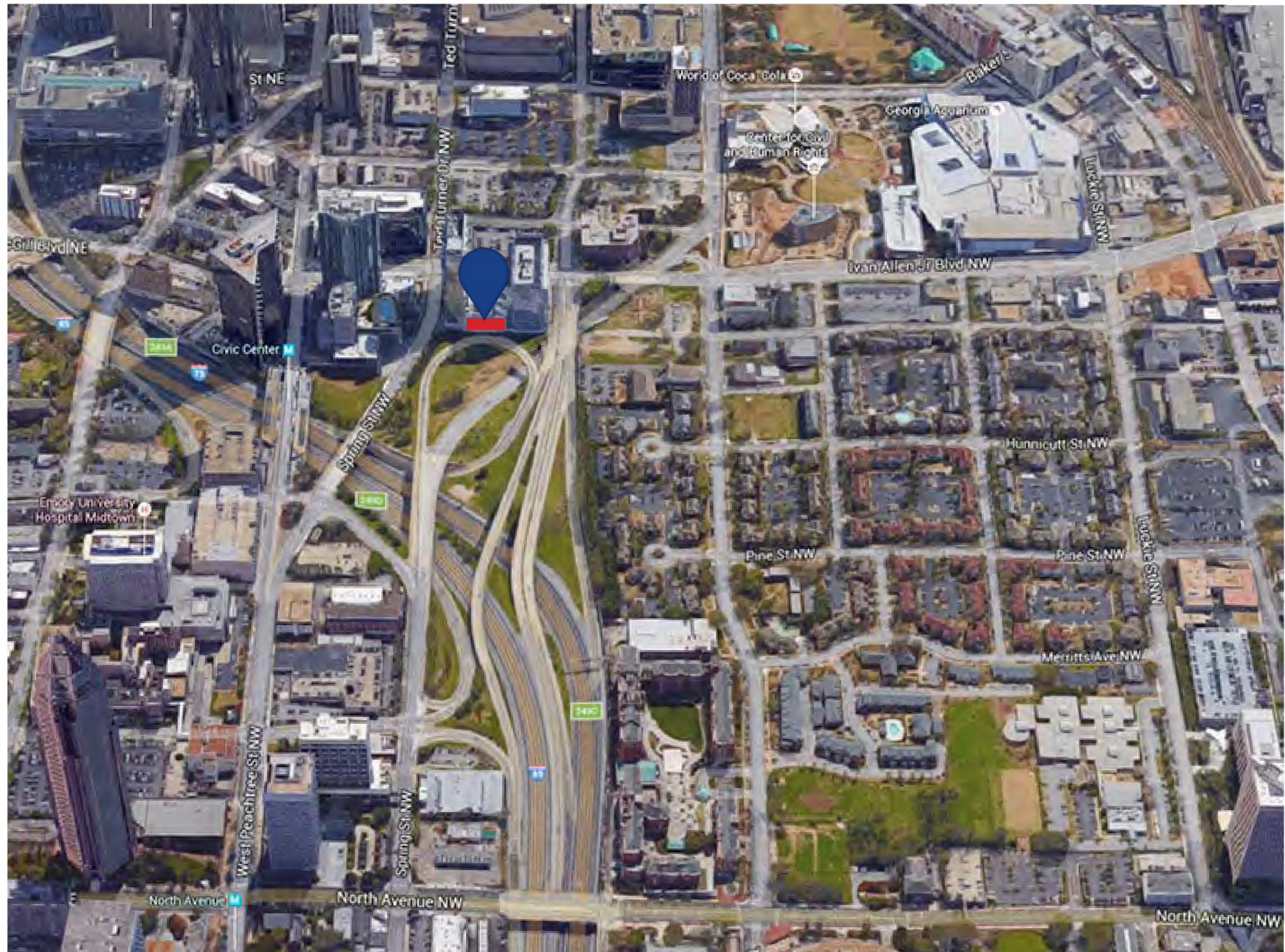


## SURROUNDINGS

This iconic digital display is positioned just off the I-75/I-85 Downtown Connector and offers clear visibility from the highway and multiple secondary arteries. Located just minutes from both The Georgia Aquarium and The World of Coca-Cola, this display reaches a potential average of 380,400 viewers a day.

### Nearby Attractions Include:

- Georgia Institute of Technology
- Philips Arena
- Georgia State University
- Atlanta University Center
- Atlanta Botanical Garden
- Atlanta Symphony Orchestra
- Centennial Olympic Park
- Fox Theatre
- Georgia Aquarium
- High Museum of Art
- Skyview Atlanta
- Underground Atlanta
- Virginia Highlands
- World of Coca-Cola
- Zoo Atlanta



## GENERAL POPULATION

DMA RANK - 9  
18+ METRO - 456,002  
18+ DMA - 2.4 MILLION  
GREATER ATL - 5 MILLION

## EDUCATION

Over 88% of Atlanta area residents have a High School diploma, with nearly 50% of those over the age of 25 with a Bachelor's Degree or higher.



## INCOME [ \$46,439 ]

According to the 2010 census, people ages 45-64 make up about 25 percent of the Atlanta population. Millennials, those ages 10-29, make up the largest population group in the city.

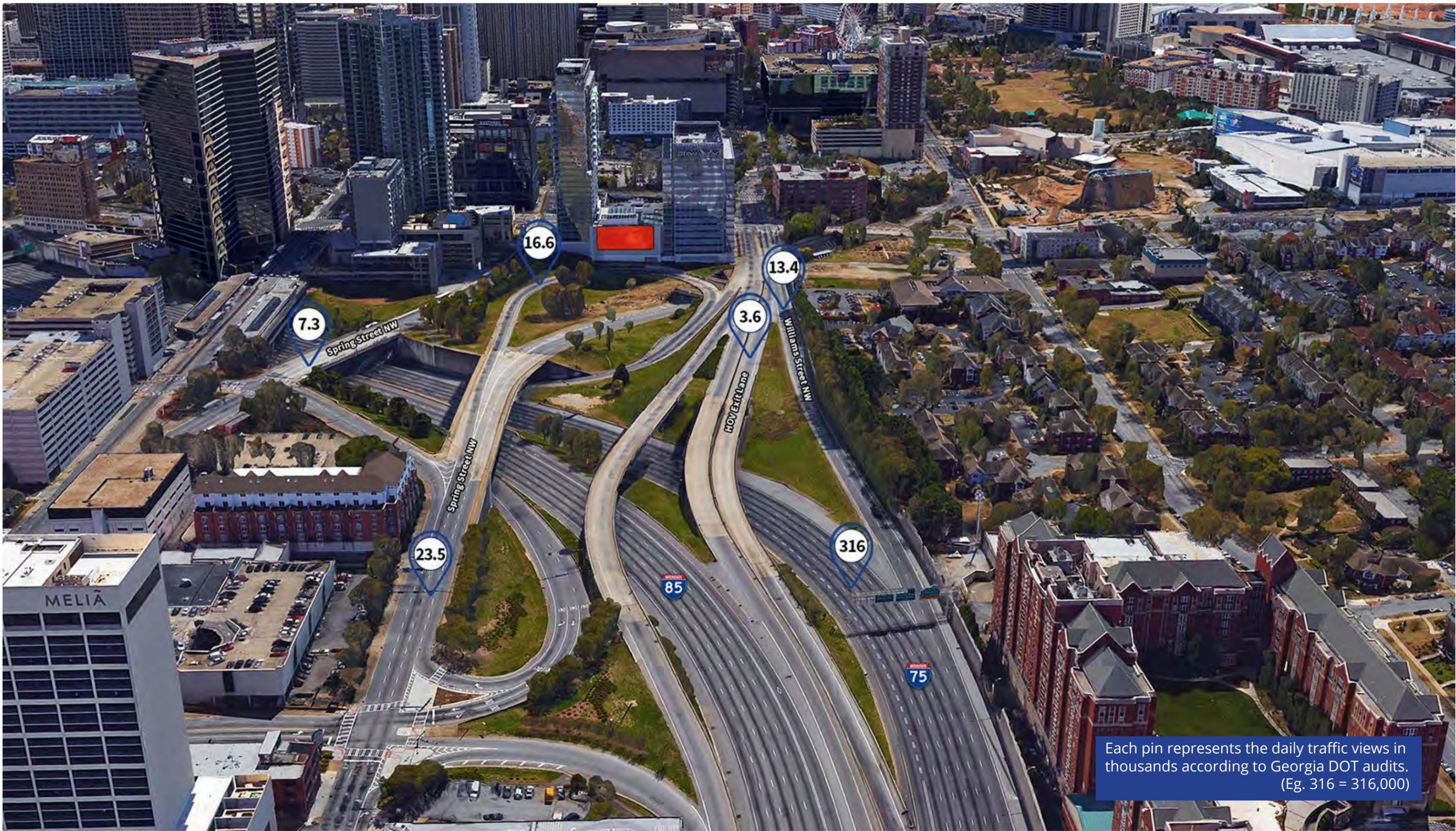
## MEDIAN AGE [ 32 ]



## ECONOMIC DEVELOPMENT

Atlanta is Georgia's capital and most populous city, as well as the economic and cultural hub of the metro area. It is home to 13 Fortune 500 & 24 Fortune 1000 headquarters.

Atlanta is the South's shining star, a vibrant city with an outstanding quality of life.

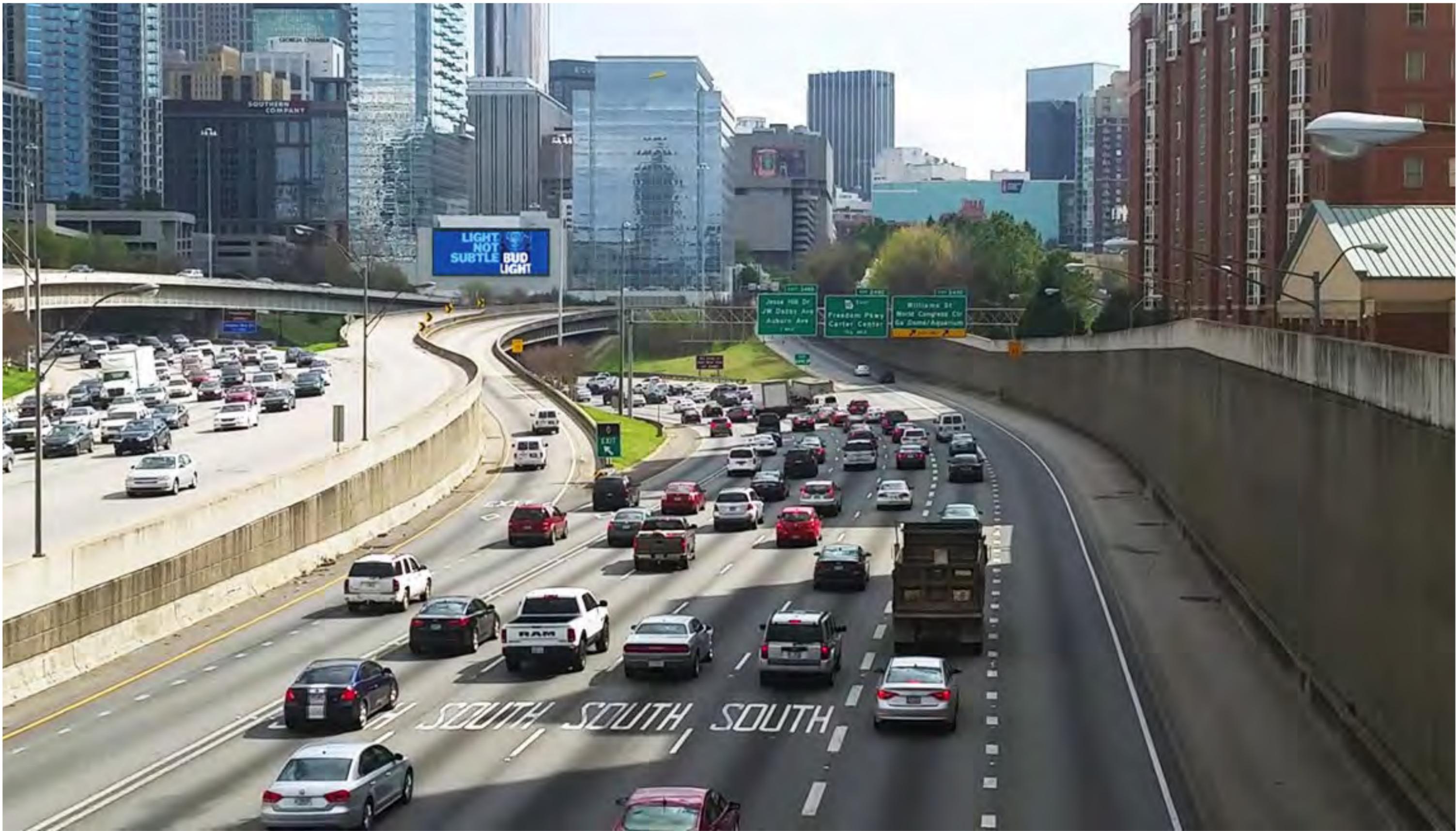




**GRACE**

DOWNTOWN CONNECTOR I-75/I-85 CLOSE UP

**awedience**  
media







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SPRING STREET AERIAL VIEW

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media



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SPRING STREET CLOSE UP | I-75/I-85 HOV LANE

**awedience**  
media



## STATIC SPECIFICATIONS

**Resolution:** 72ppi

**Mechanical Size:** 640 H x 1900 W pixels

**Bleed:** Edge-to-edge

**Color Space:** 24 Bit RGB Mode, sRGB Profile

**Acceptable File Formats:**

- JPEG (preferred), PNG, or GIF

\*Convert all text to outlines

\*Save file at maximum quality

## ANIMATION OPTIONS

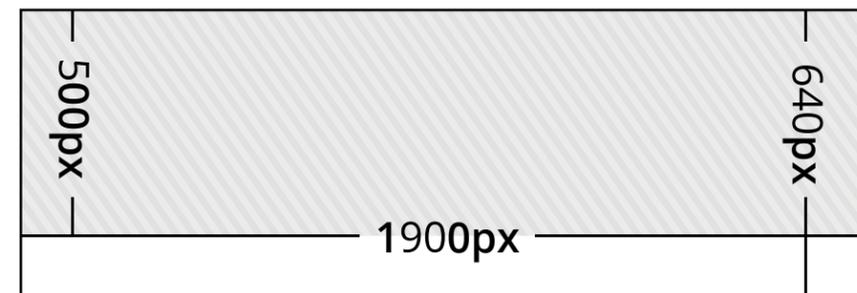
**Resolution & Frame Rate:** 72ppi @ 30 FPS

**Ad Length:** Set the file to the exact dwell time of the board- 10 sec. Animated content allowed up to 2 seconds at either beginning OR end of ad. (20% of total time) Do not end on black.

**Animated ad requirements:**

- MP4 File Type
- H.264 Codec

## DESIGN TEMPLATE



**Safe Area:** Top 500px of board remains viewable from most vantage points. Make sure to contain any important information within the grey box to ensure maximum visibility.

## DESIGN TIPS

Static artwork files should be flattened with all fonts converted to outlines. When creating black, make sure your values are R-0, G-0, B-0. Convert all PMS colors to RGB.

Remember to choose colors that are high in contrast to attract the viewer's attention. Colors too similar in shade and hue will tend to blend together.

Include a 5 pixel safety area within all four sides of the finished layout for placement of critical elements and copy.

**GRACE**

in partnership with



Feedback, inquiries or additional requests to:

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