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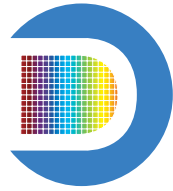
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WASHINGTON, DC

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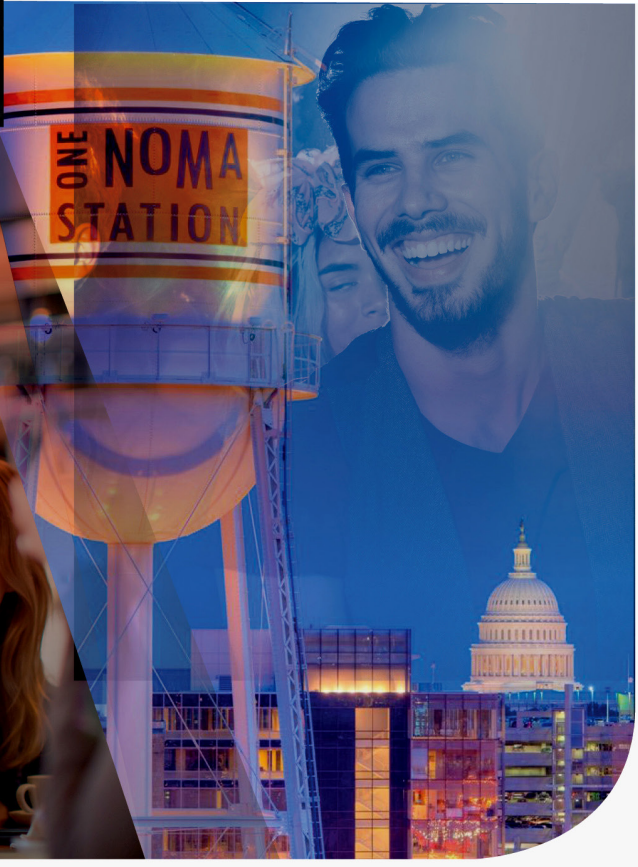


IVY CITY



DIGI MEDIA

PENN QUARTER & CHINATOWN




PREMIER MEDIA Exclusive sales and marketing partner

WASHINGTON D.C. MARKET OVERVIEW

Washington, D.C. is Americas front yard – where the country’s most treasured museums are located and monuments of our most revered figures stand. People travel from all over the world to see where the core identity of our country can be found – it’s a place where revelers go to speak truth to power in an ever-changing cultural identity. Nearly seven million people call the Washington, D.C. region their home and roughly 20 million tourists spend \$7.1 billion annually. Washington, D.C. is the nations public forum, what are you waiting for?

Metro population of over
9.5 million¹

more than
10,000
people
per square
mile²



7th largest Core Based Statistical Area
(CBSA) in the U.S.³

2nd highest
commuter population
in the U.S.⁴



Home to 15
influential
FORTUNE
500
companies⁵

Median household
income

#1 in the
U.S.⁶



6th largest



Designated
Market
Area⁷

AUDIENCE DEMOGRAPHICS

The Washington, D.C. region is known for being the most powerful city in the nation and with that comes one of the most educated workforces in the U.S. Nearly 53% of Washington, D.C. residents hold a bachelor degree or higher with a median income of \$69,235. Maybe you'll visit D.C. for the history and culture -- or maybe because it's a culinary destination with award-winning restaurants lining the streets of every trendy neighborhood. From Penn Quarter to Capital Hill; you'll never experience a dull moment.

46.8% of the population has
a college degree⁸



64% of the
labor force

is in higher level
positions in
professional,
business,
education,
health and
government⁹



DC welcomed a record
21.3 million visitors

generating an estimated **\$6.8 billion**
in visitor spending for the city alone¹⁰

AUDIENCE LIFESTYLE

It's no secret that Washington, D.C. has gone through a resurgence over the past several years. The nations capital is becoming one of the most sought after culinary and travel destinations. 20+ lively neighborhoods make up this city that offer residents and tourists a perspective like no other. Every neighborhood has its own style — whether it's art, sports, culture or history you desire, Washington, D.C. never disappoints. The D.C. vibe is exclusive and unique.



**“Restaurant City
of the Year”**
by Bon Appétit¹¹

2,233

Eating and drinking
establishments in the
District generating

\$3.6 billion in sales¹²



Nation's highest percentage
of 25-34 year-olds making

**more than
\$100,000**¹³



#1 healthiest city
in America

76.8% of people
in DC
reported exercising within
the past 30 days¹⁴



EVENTS CALENDAR

	Event 1	Event 2	Event 3	Event 4	Event 5
JANUARY	NBC4 Health & Fitness Expo January 7-8, 2017	Washington Auto Show late January	Presidential Inauguration January 17, 2017	DC Roller Girls To Be Determined	Home & Remodeling Show January 20-22, 2017
FEBRUARY	Date Nights DC All February	Super Bowl parties Mid June	Chocolate Lovers Festival FFX	Cupids Bar Crawl To Be Determined	Cupids Undie Run February 11, 2017
MARCH	Rock N Roll Marathon March 11, 2017	St. Patrick's Day Parade Mid March	Rock N Roll Marathon March 11, 2017	BET honors To Be Determined	DC Independent Film Festival To Be Determined
APRIL	National Cherry Blossom Festival Parade April 8, 2017	DC Filmfest Mid April	National Harbor Wine Fest April 23, 2017	Easter Egg Roll To Be Determined	White House Correspondents Dinner To Be Determined
MAY	Apple Blossom Festival End of April - First week of May	Flower Mart Early May	Rolling Thunder May 28, 2017	Memorial Day Concert May 28, 2017	Preakness May 20, 2017
JUNE	DC Jazz Fest Mid June	AWESOME CON Mid June	DC JAZZ FEST June 2-10, 2017	Capital Pride To Be Determined	Taste of Reston To Be Determined
JULY	NOMA Summer Screens June-August	Citi Open Mid July	Smithsonian Folklife Festival Early July	Capital Fourth July 4, 2017	Brew at the Zoo To Be Determined
AUGUST	Citi Open Tennis End of July - First week of August	Trillecto Mid August	DC Restaurant Week To Be Determined	Capital Dragon Boat Races To Be Determined	Summer Theater To Be Determined
SEPTEMBER	H Street Festival Mid September	DC FASHION WEEK Mid September	DC Shorts Film Festival To Be Determined	National Book Fest To Be Determined	DC Blues Festival To Be Determined
OCTOBER	All Things Go Fall Classic (Music festival) Early October	Taste of D.C. Oct. 8th	Rock the Core Cider Festival October 29, 2016	Marine Corps Marathon October 30, 2016	Capital Fringe To Be Determined
NOVEMBER	DC Beer Festival Early November	FOTO week DC Mid November	National Harbor Christmas Tree Lighting Ceremony November 13, 2016	Black Friday in DC November 25, 2016	POTUS Turkey Pardon To Be Determined
DECEMBER	DC Christmas Tree Lighting Early December	Kennedy Center Honors Mid December	Downtown DC Holiday Market November 25-December 23, 2016	Holiday Concerts in Washington, DC All December	Holidays at National Harbor All December

DIGI TECHNOLOGY

AYUDA

Ayuda is an ad tech company specializing in OOH. The Ayuda Platform is used globally by some of the largest OOH companies in the world to manage day-to-day operations. It includes an ERP specially built for OOH, a digital signage platform, and a programmatic ad-tech stack that enables OOH media companies to tap into new digital revenue streams. Ayuda is a proud member of the IAB, DPAA, OAAA and FEPE. For more information about Ayuda, visit www.ayudasystems.com

GIMBAL™

- GIMBAL beacon connecting the mobile ecosystem
- Worlds most widely deployed beacons
- Features:
 - Increase engagement
 - Improve digital ad relevance
 - Bridge Physical with digital
 - Advances Omni channel strategies

sito[®]
MOBILE

Real-time Attribution VWI platform provides closed-loop attribution and reporting, identifying consumers who have interacted with an ad on their mobile device and then walked into a physical location – all in real-time.

¹ censusreporter.org

² WDCEP

³ wikipedia.org

⁴ census.gov

⁵ WTOP

⁶ Washingtonian

⁷ ADWEEK

⁸ The New York Times

⁹ DC.gov

¹⁰ Destination DC

¹¹ bon appétit

¹² restaurant.org

¹³ Reuters/Nielsen

¹⁴ NBC News/Today



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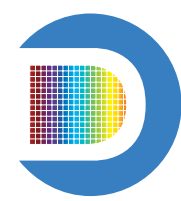
★★★
DUPONT CIRCLE

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