



World-Class
Light Beer

2.9g CARBS
★
95 CALS

Heineken
SILVER

Heineken
SILVER

©2024 HEINEKEN® Silver Lager Beer. Brewed in Holland. Imported by HEINEKEN USA, White Plains, NY.



PEACHTREE ST 209-181

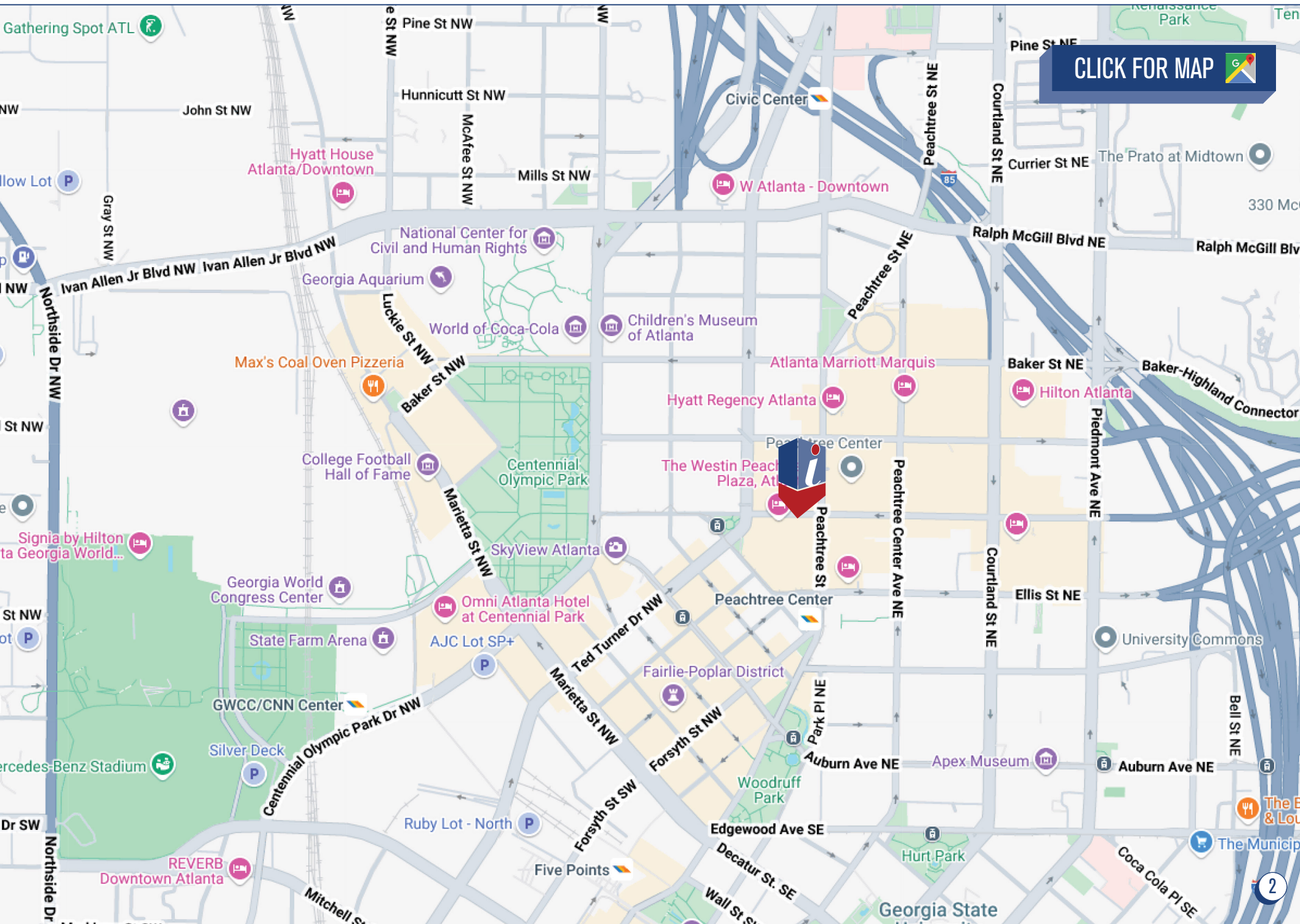


INTEGRATION
media incorporated

ATLANTA
2026

CHASE

ONE WAY
←
SECURITY CAMERA





IGNITE YOUR BRAND IN
DOWNTOWN ATLANTA



DOWNTOWN ATLANTA

Situated in the bustling heart of Downtown Atlanta, this digital billboard commands attention. Positioned across from the iconic **Hard Rock Café** and **Peachtree Metro stop**, it is surrounded by a skyline of towering office buildings, luxurious hotels and gourmet dining establishments such as **The Ritz Carlton**, **The Westin Peachtree Plaza Hotel**, **Amalfi Cucina & Mercato**, and **Tin Lizzy's Cantina**. A short stroll to the west reveals the world-renowned **Olympic Park**, **CNN headquarters**, and the myriad of sports arenas that define Atlanta's sports scene.



ATLANTA

Atlanta's rapid growth has taken it from the 10th largest DMA in the country all the way to the 7th largest DMA, in less than 10 years! As the capital of Georgia, Atlanta is a major cultural and economic hub of the Southeast. Known for its rich history, diverse population, and strong job market, the city thrives in industries such as logistics, film and entertainment, technology, and finance. Atlanta is home to Coca-Cola, The Home Depot, UPS and Delta Airlines to name a few. With a booming metropolitan area and a vibrant social scene, Atlanta continues to attract residents and businesses alike.

DMA Rank: 7nd

**DMA Population:
Approximately 6,300,000**

■ Demographic Breakdown:

- **Hispanic or Latino:** 11.2%
- **White (Non-Hispanic):** 40.0%
- **African American:** 34.0%
- **Asian:** 6.0%
- **Other/Multiracial:** 8.8%

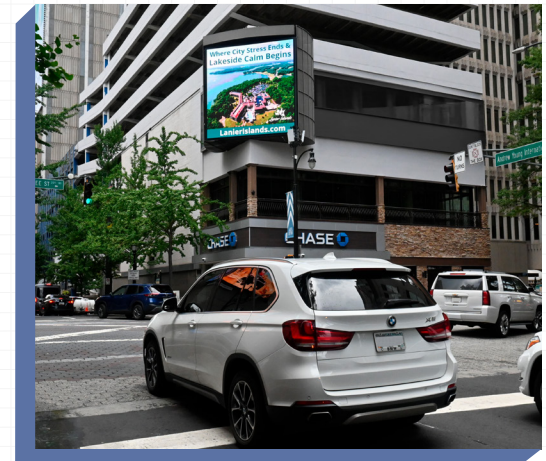
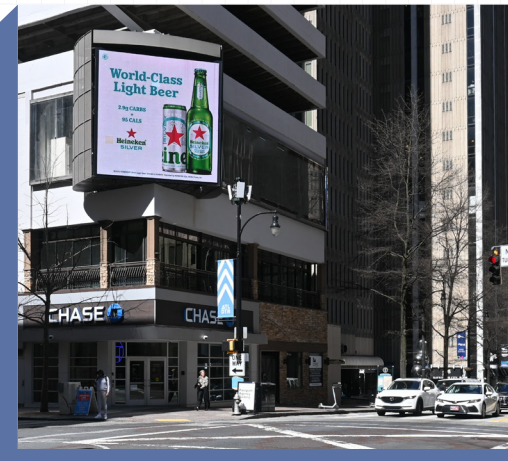
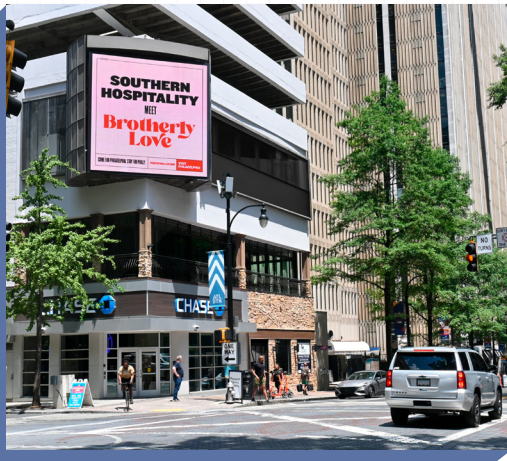
■ Market Snapshot:

- **Median Age:** Approximately 34.4 years.
- **Median Household Income:** \$79,701.

■ Key Highlights:

- **Attractions:** Georgia Aquarium, World of Coca-Cola, Centennial Olympic Park, Beltline and Martin Luther King Jr. National Historic Site.
- **Sports Teams:** Atlanta Falcons (NFL), Atlanta Braves (MLB), Atlanta Hawks (NBA) and Atlanta United (MLS).
- **Industries:** Film & Entertainment, Technology, Logistics and Finance.
- **Education:** Georgia Tech, Emory University and Georgia State University.

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