

# Atlanta Market Overview



Clear Channel  
Outdoor

# A great place for your business to be seen

- 8<sup>th</sup> largest DMA in the U.S.
- Home to the busiest airport in the world
- 2<sup>nd</sup> largest African American market
- Major hub for tech, restaurant, and film/television industries
- Ranked 3<sup>rd</sup> for cities with the most Fortune 500 headquarters
- One of the top growing metros and ranked most livable in the U.S.



# Atlanta

## DMA by the numbers

### DMA

- 8th DMA rank
- 2<sup>nd</sup> largest African American market
- 5,569,489 population adults 18+

### Demographics

- 37 median age
- \$105,012 average HH income
- 36% HHI \$100K+
- 45% college graduate
- 2.0 average HH vehicles

### Race & Ethnicity

- 50% White/Anglo
- 30% African American
- 12% Hispanic/Latino
- 6% Asian
- 14% Other

### Market in Motion

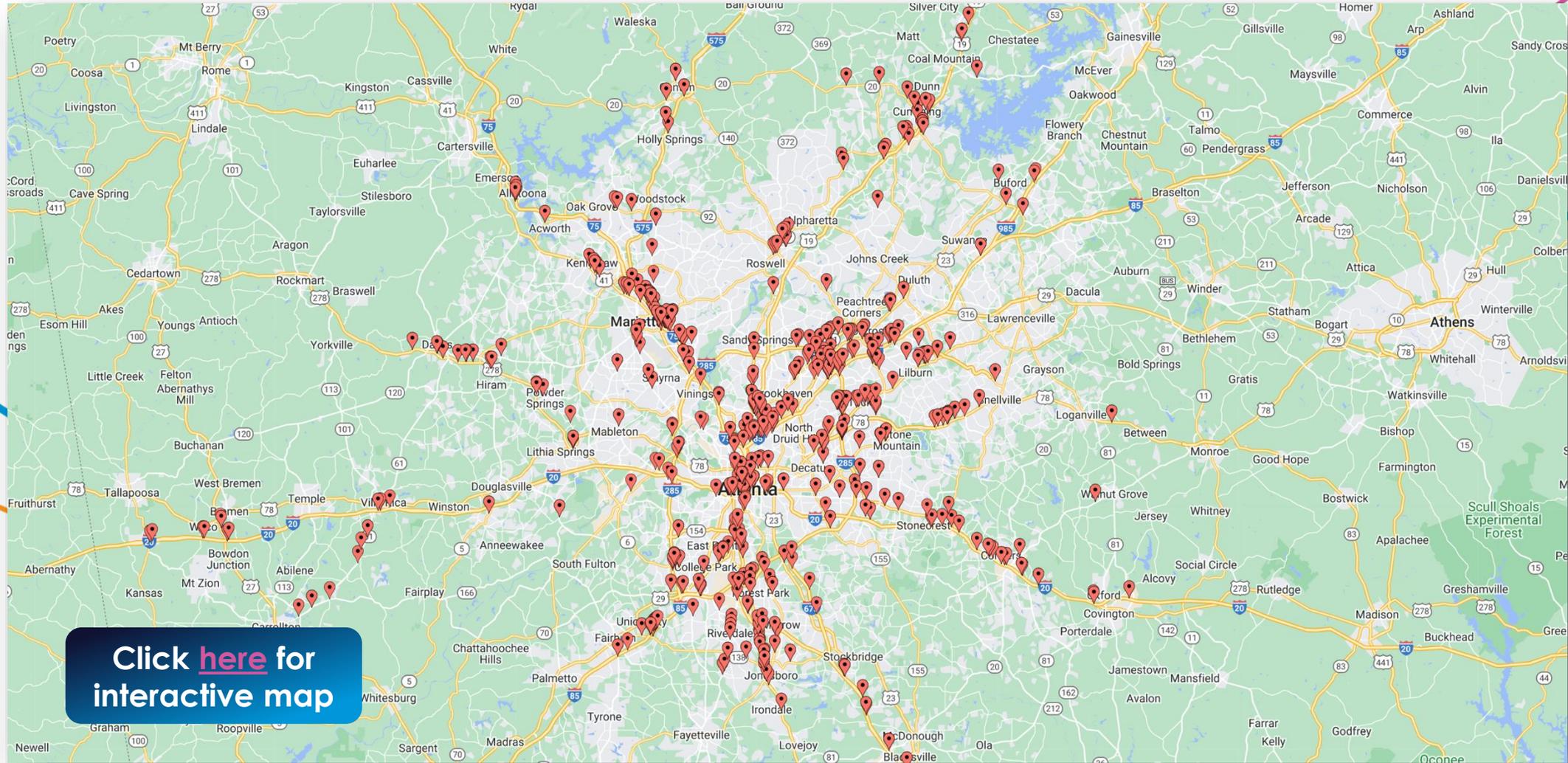
- 92% drove alone or carpooled in the past week
- 34% have a 30+ min commute to work (one way)
- 47 min average round trip travel to work
- 28% traveled 200+ total miles (wk)

# Printed bulletins: bold and unskippable

- Full-market coverage on major interstates and surface streets throughout the metro
- Opportunity for extensions and other eye-catching embellishments

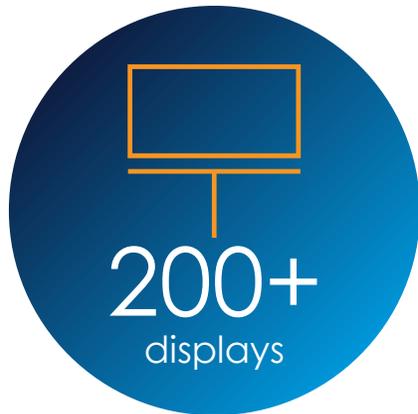


# Market coverage: bulletins

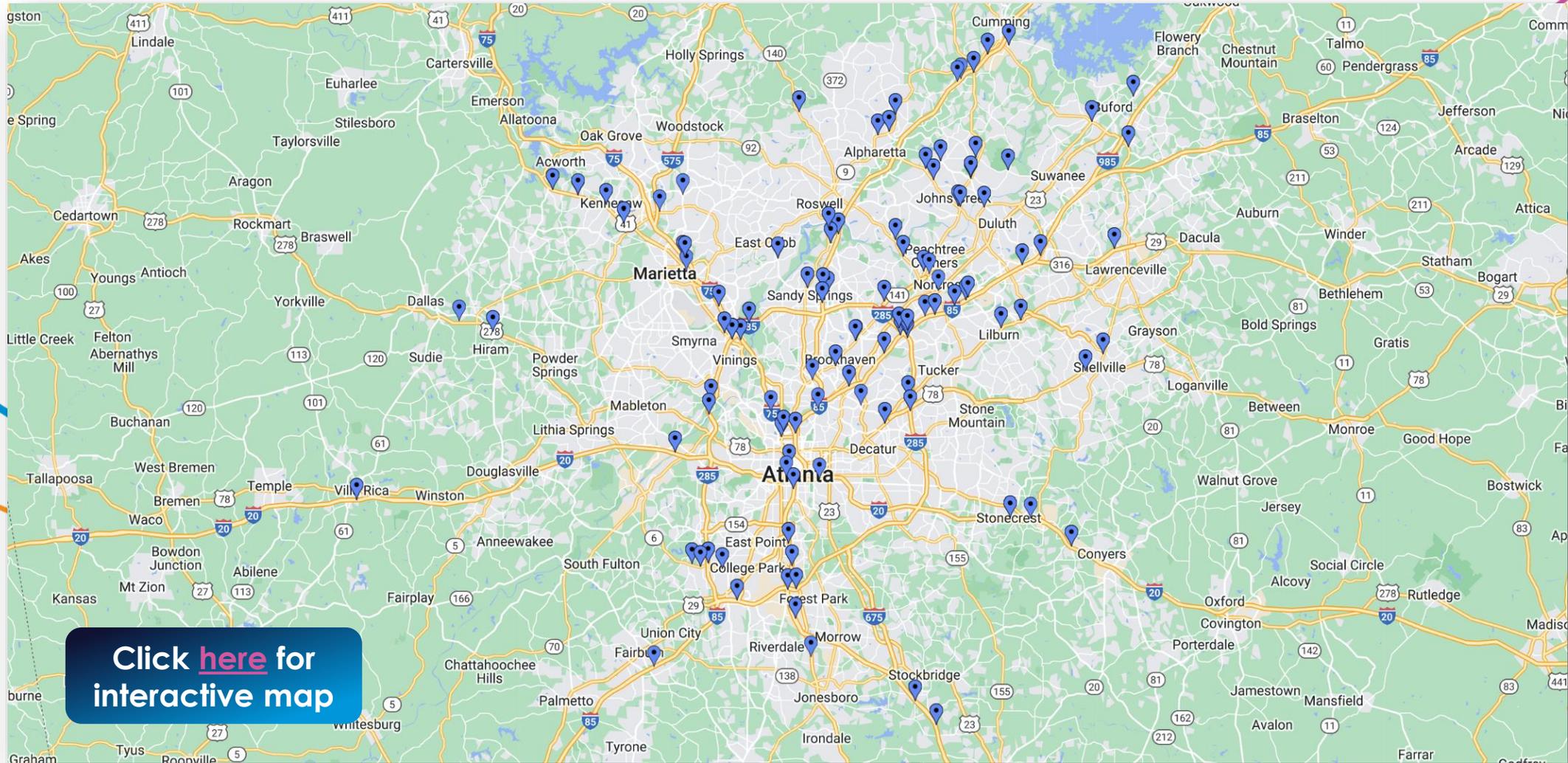


# Digital bulletins: fast and flexible

- Largest and most comprehensive digital bulletin provider in Atlanta with coverage on interstates and major surface streets
- Endless creative and promotional flexibility to support a wide variety of marketing goals



# Market coverage: digital bulletins

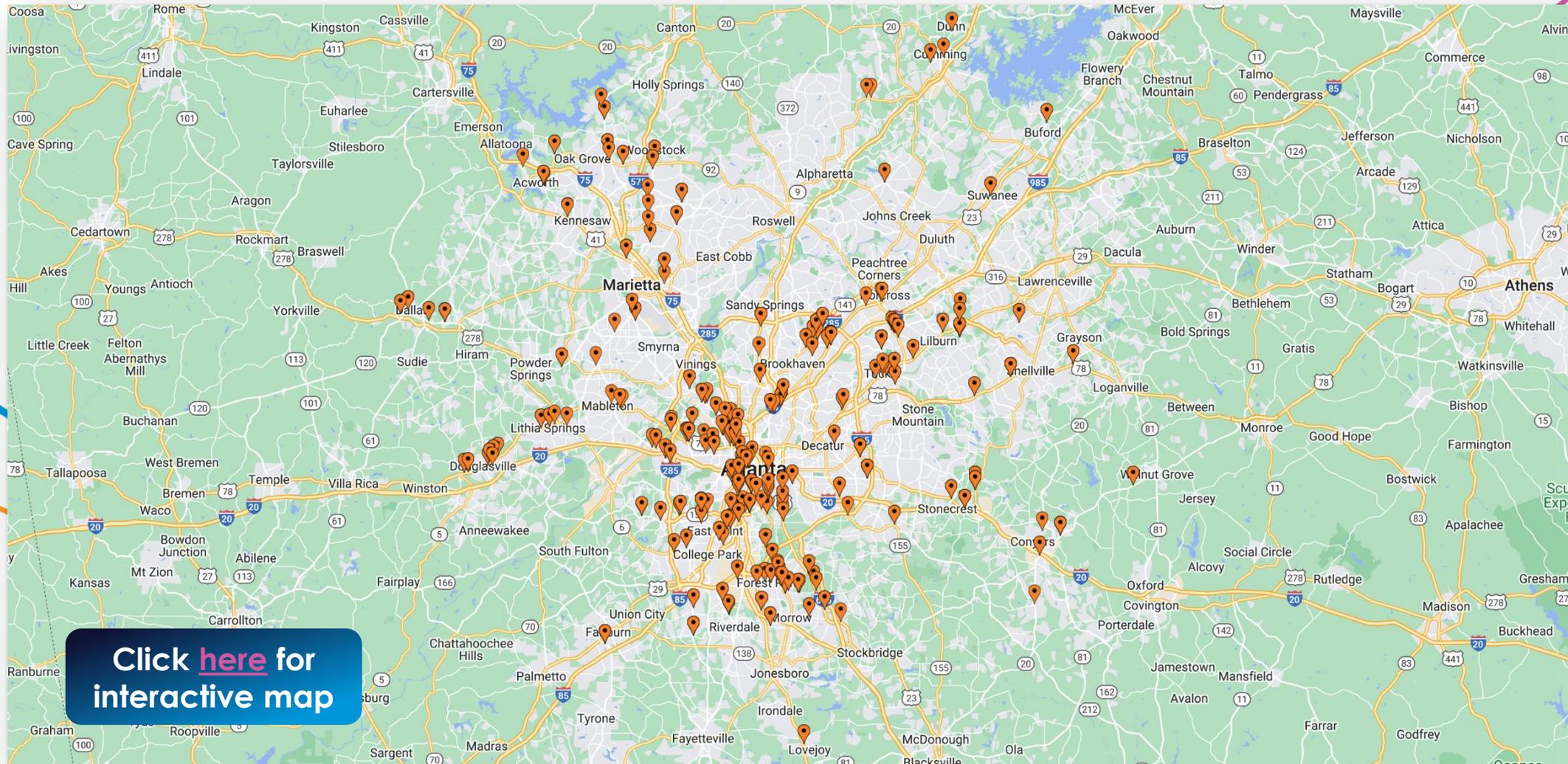


# Posters: cost effective and citywide reach

- Located on busy surface streets
- Stimulate sales near points of purchase
- Ideal for localized targeting of demographic audiences and geographic areas



# Market coverage: posters



# Premiere Panels: visually striking

- Premium, standout inventory built to maximize creative execution
- Larger creative canvas than posters at a cost-efficient price point
- Ideal for localized targeting



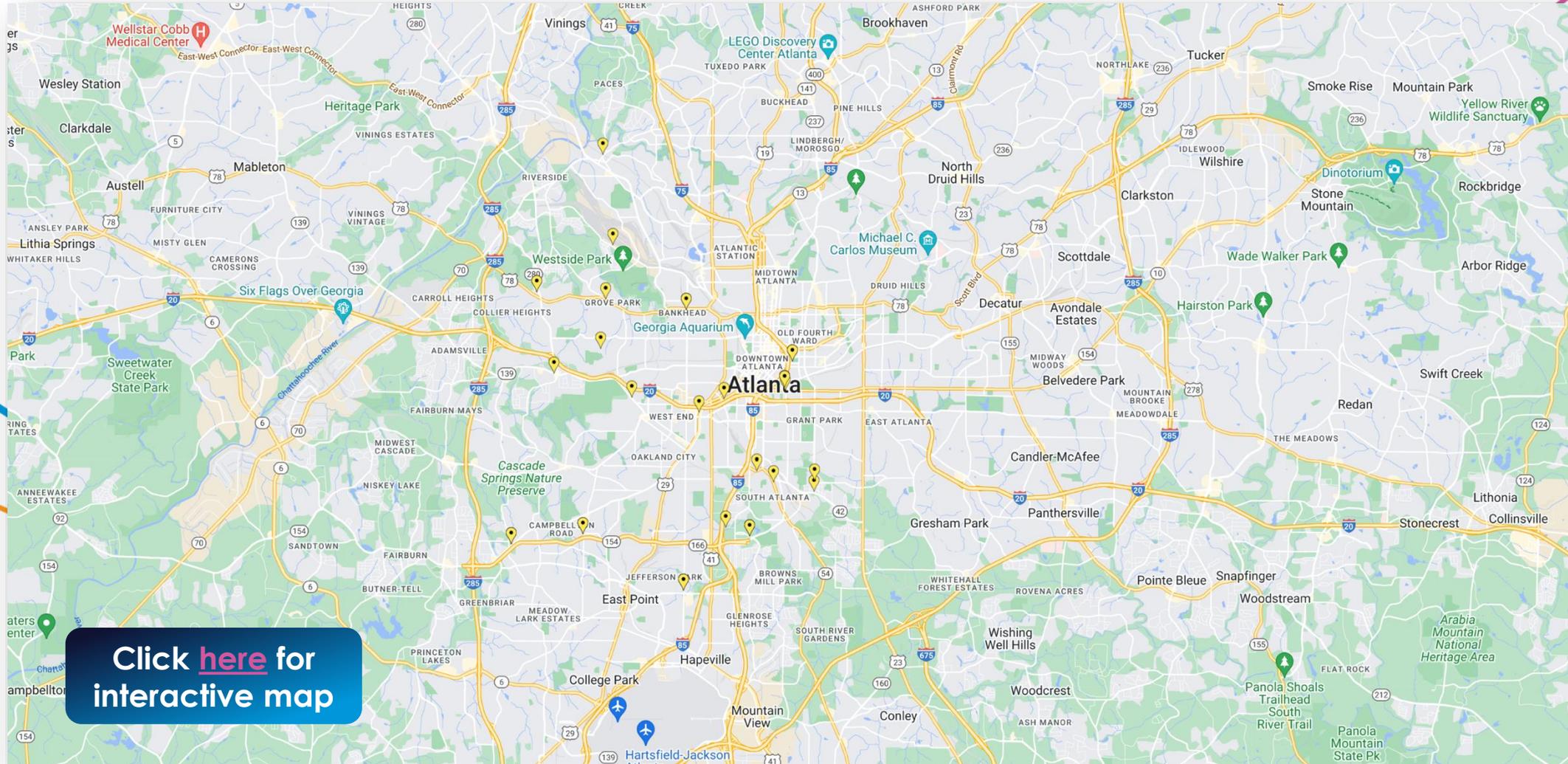


# Junior Posters: localized targeting

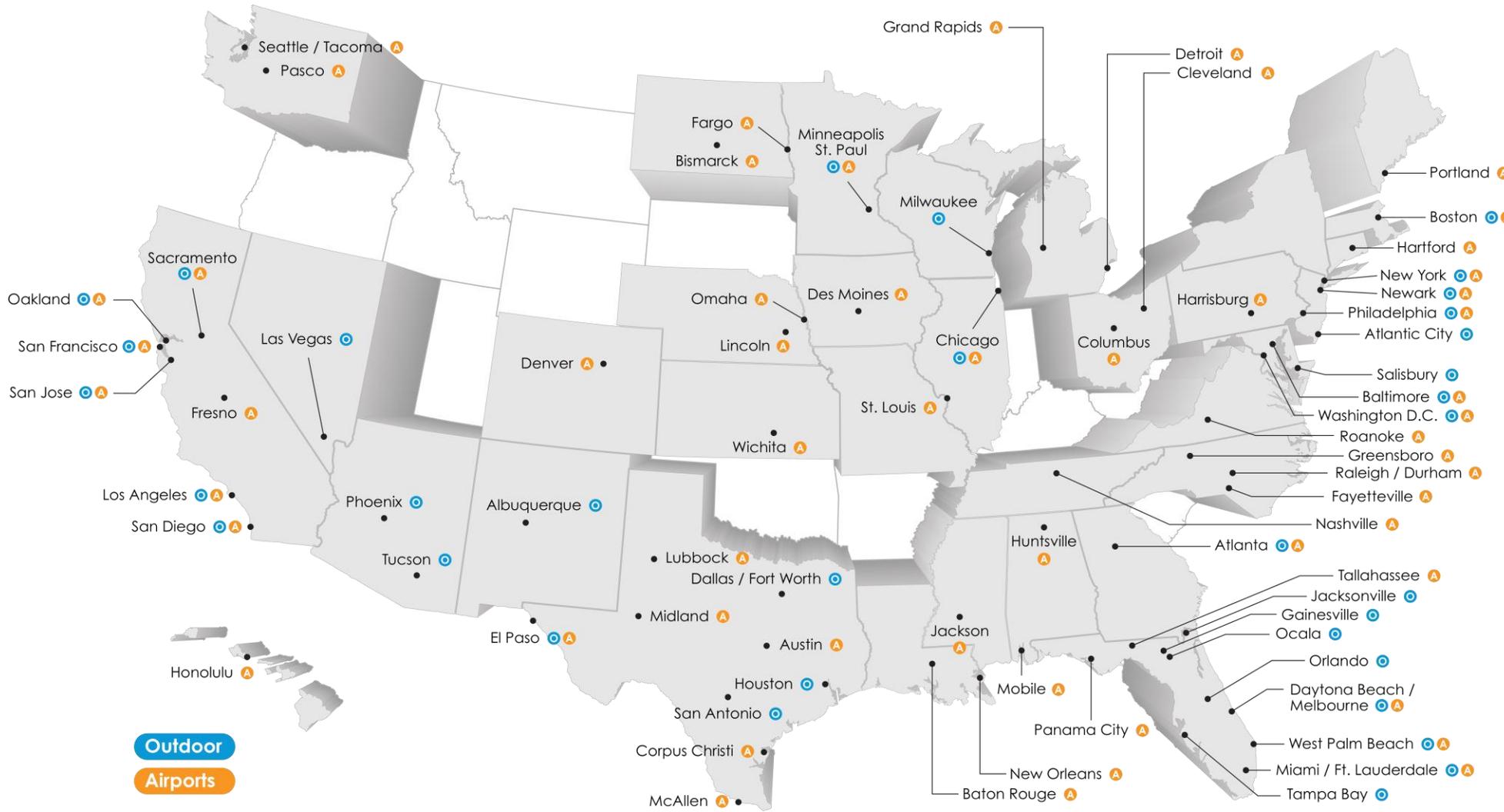
- Penetrates neighborhoods offering niche demographic and socioeconomic targeting
- Located on busy surface streets
- Positioned in some of the fastest-growing neighborhoods in downtown Atlanta



# Market coverage: junior posters



# More coverage & reach



**Outdoor & Airports**  
70,000+ displays<sup>1</sup>

**Outdoor & Airports reach**  
130 Million  
Americans weekly<sup>2</sup>

**90 DMAs including**  
44 of the top 50<sup>3</sup>

Sources: 1: CCOA Inventory, June 2022; 2: Geopath OOH Ratings (P5+), August 2022; 3: Based on CCOA Outdoor & Airport inventory in Nielsen DMAs, 2021; Coverage as of January 2024

# More data solutions

**RADARConnect**<sup>®</sup>  
Amplification

**RADARProof**<sup>®</sup>  
Attribution

**RADARView**<sup>®</sup>  
Audience Planning

**RADARSyne**<sup>®</sup>  
Integration (BETA)

Clear Channel Outdoor

**RADAR**

Clear Channel Outdoor



**Clear Channel**  
Outdoor

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**GET MORE WITH US.**

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