EXHIBIT 1

DIGI MEDIA

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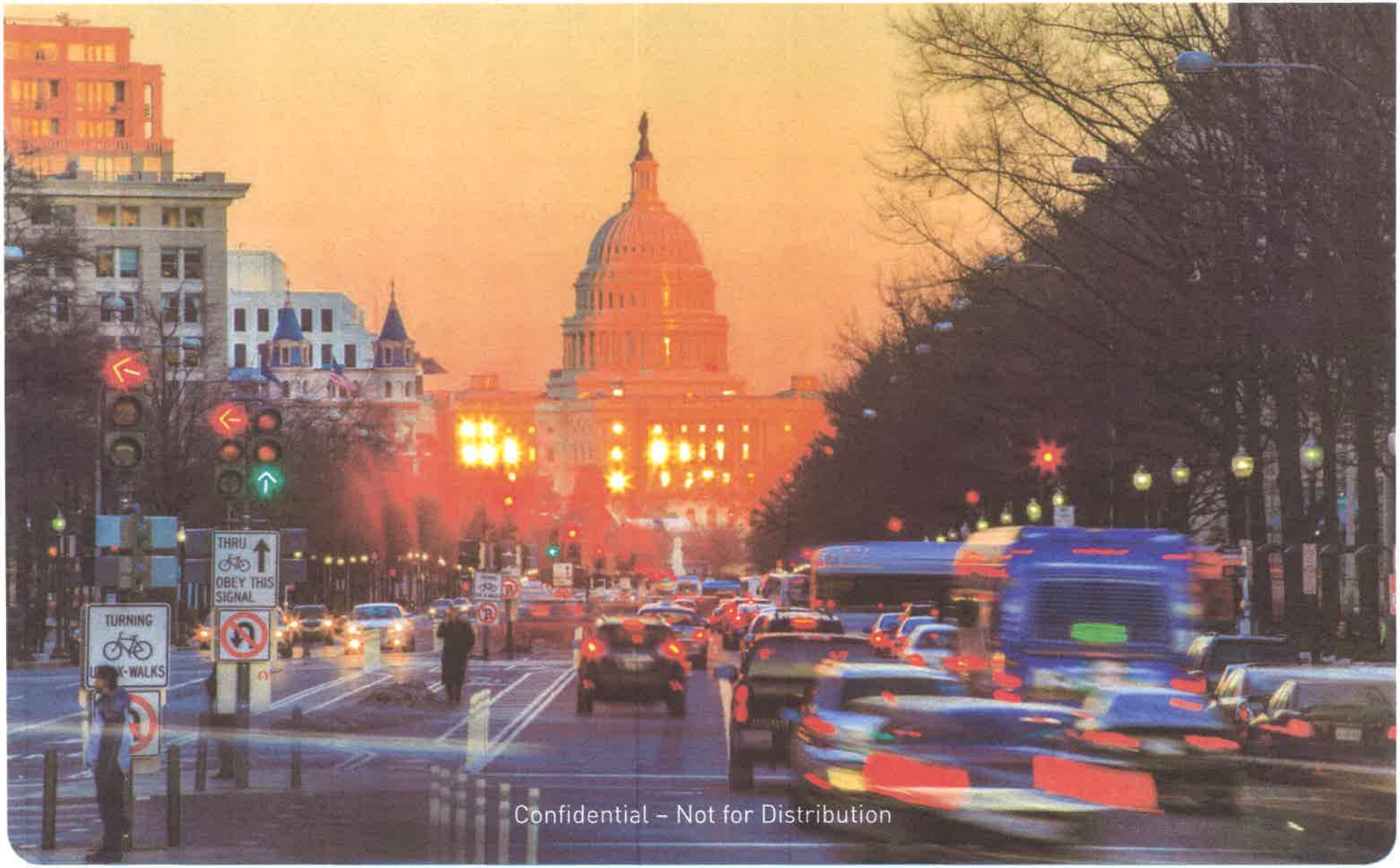

Confidential – Not for Distribution

DIGI MEDIA

DC Market

- DMA **Rank #7**
- Metro population of **over 9.5 million**
- **2nd Highest Commuter population** in the U.S.
- Median HHI is **#1 in United States**
- **48.6% of population** has college degree
- Home to 15 influential **Fortune 500 companies**
- **64% of labor force is in higher level positions** in professional, business, education, health and government well above the 44% national average.

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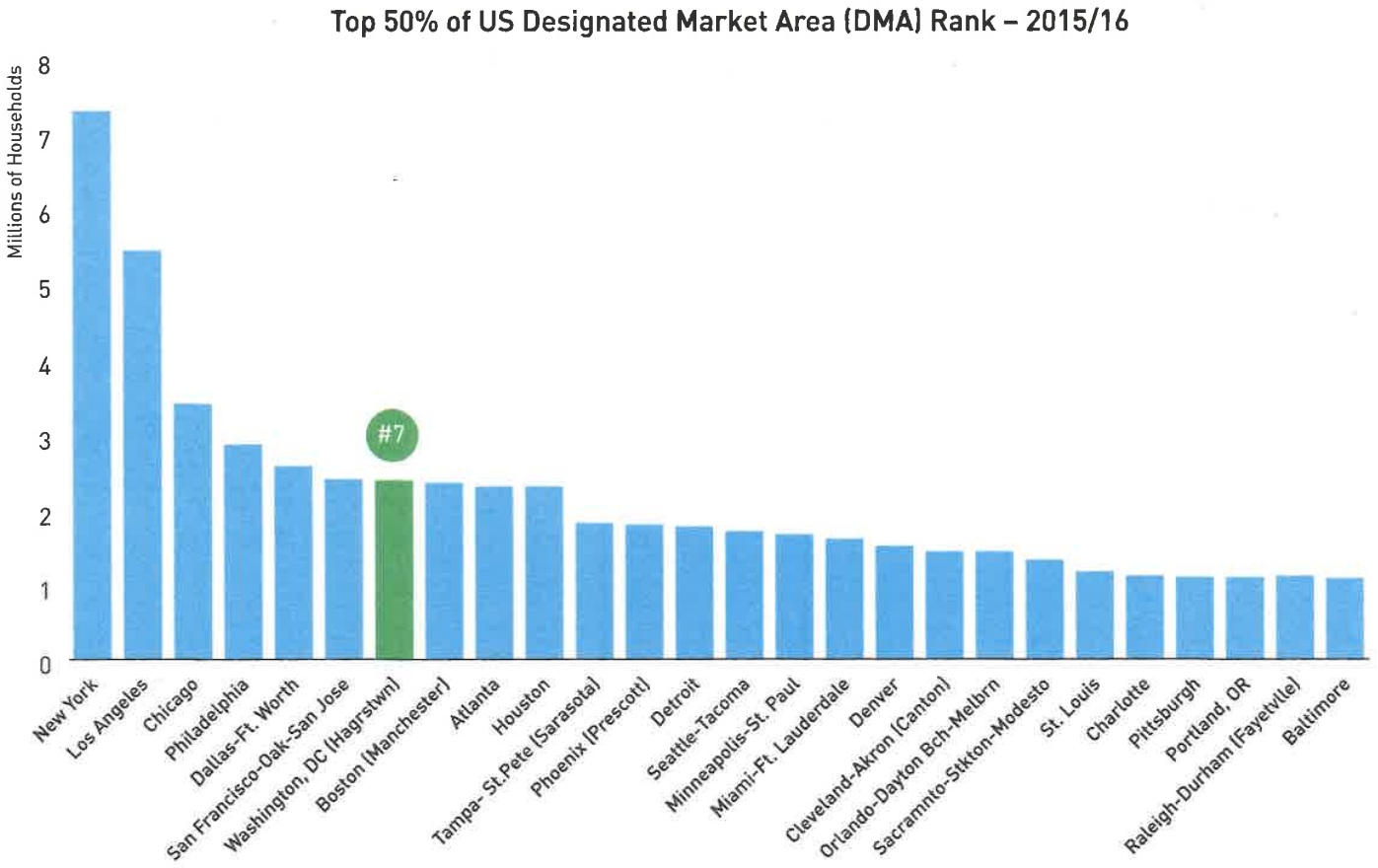
DIGI MEDIA

Washington D.C. represents the 7th largest Designated Market Area in the U.S.



Source: Neilsen DMA Estimates 2015 for the USA

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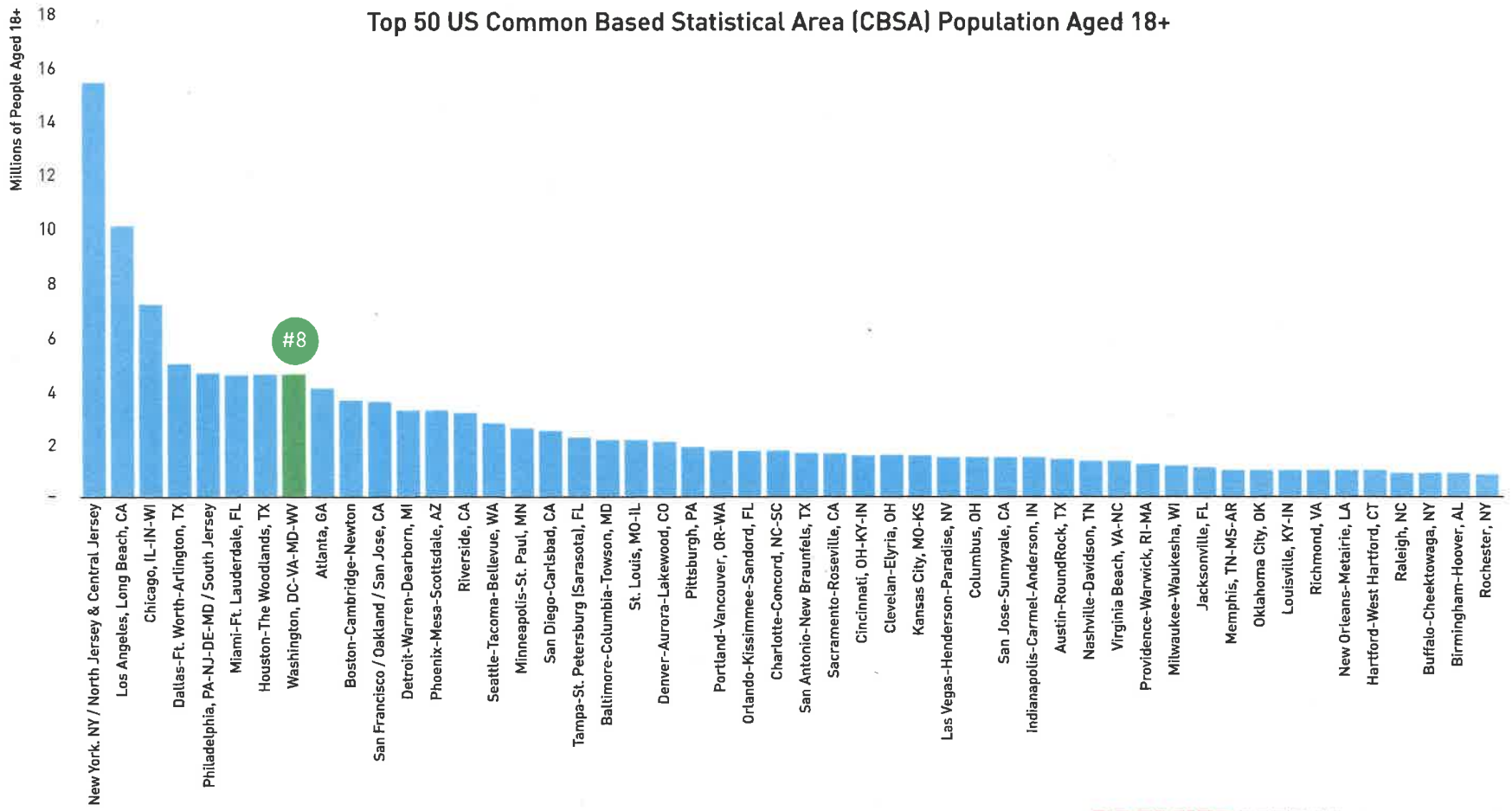
DIGI MEDIA

Washington D.C. represents the 8th Common Based Statistical Area (CBSA) in the U.S.



Source: CBSA

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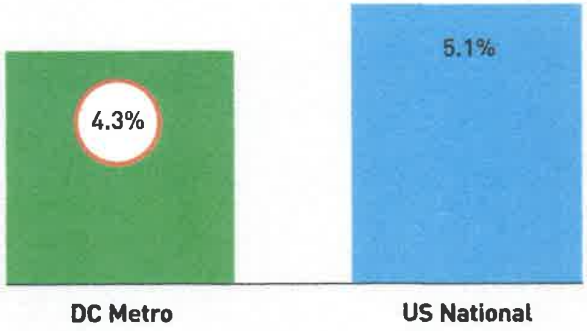
DIGI MEDIA

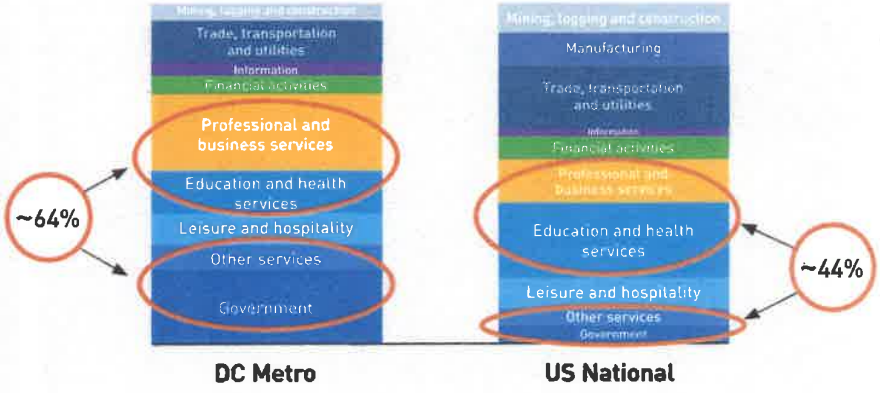
DC Market in Detail

DC has favorable demographics leading to a more attractive market for advertisers

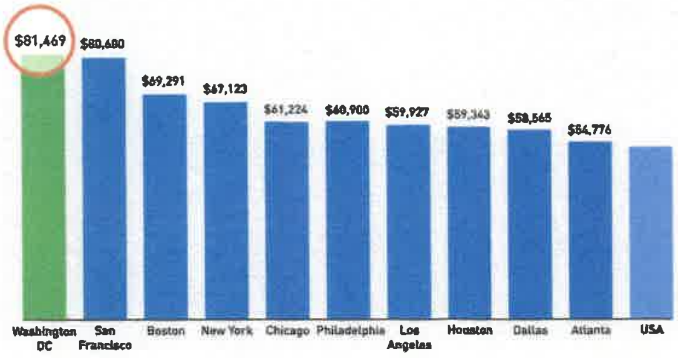
Unemployment is lower in the DC metro than the broader U.S.



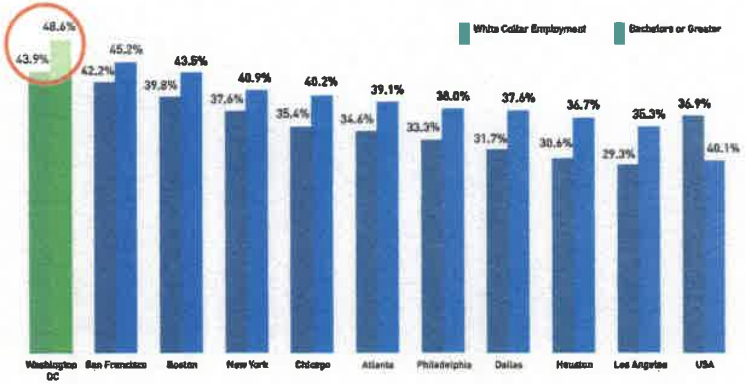
Labor force is skewed to government and services



Median household income is higher than the broader U.S.



Driven by higher white collar employment and high proportion of highly educated people



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DiGi DC Overview

- This large format digital network will fill the biggest OOH media void in DC Market
- First time in OOH history that a full large format digital network will go live simultaneously
- Complete market coverage in core city center and major arterials
- 20 unique sites comprised of 52 screens – sold as one network
- The city center displays will be 6mm resolution, the highest quality used to date in a large format network

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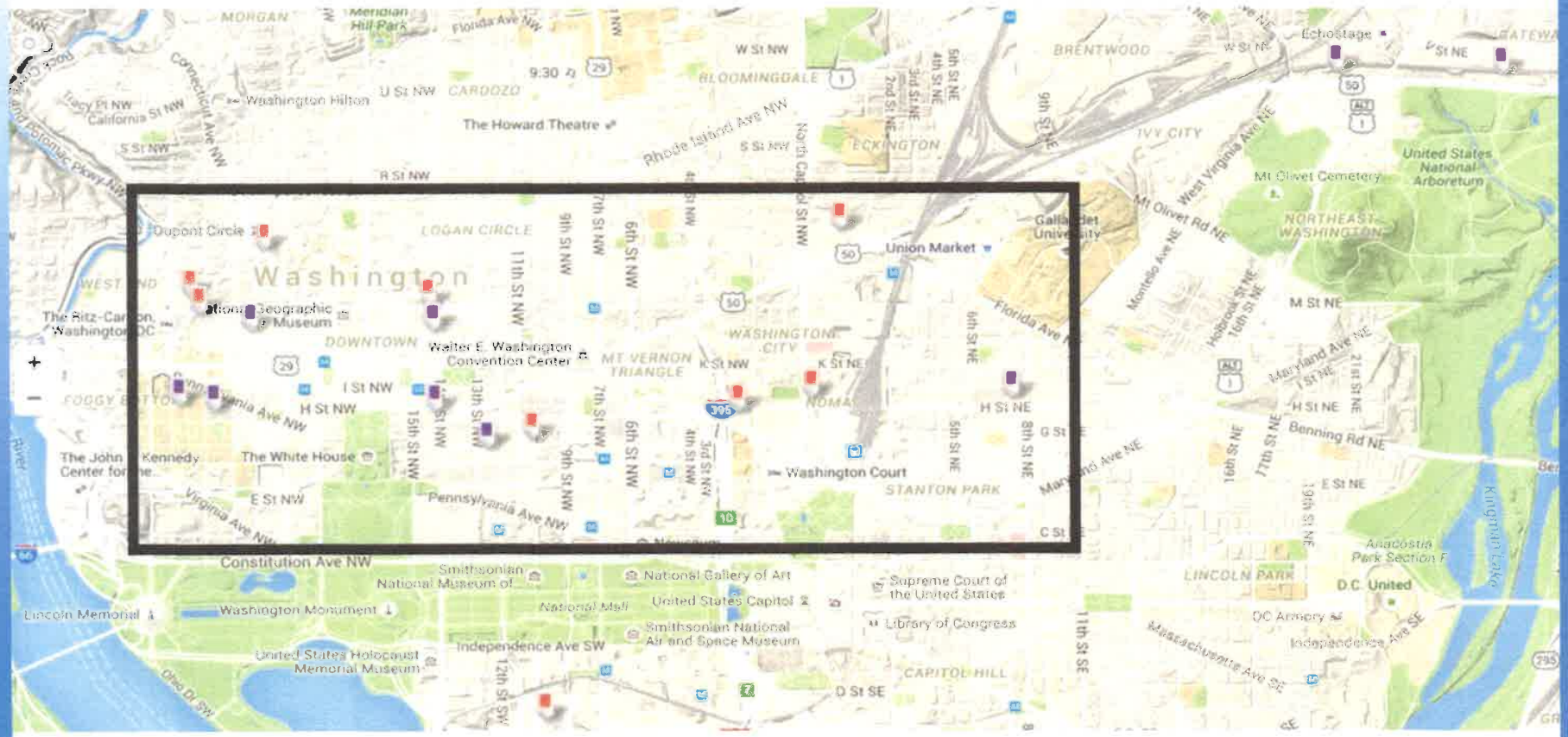
DIGI MEDIA

DC Market Coverage

Broad network coverage in downtown Washington D.C. including key in/outbound arterial highway locations



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DIGI MEDIA

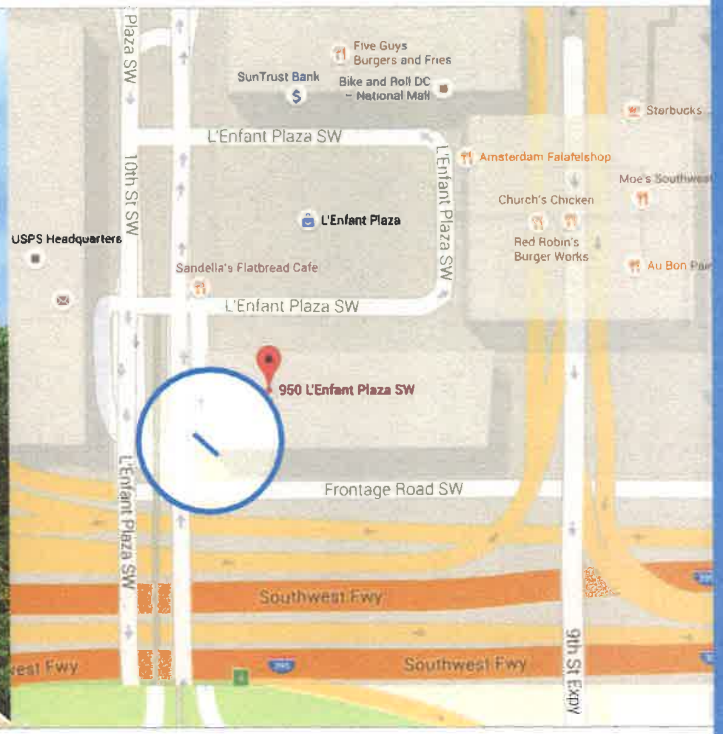
Washington, D.C. DC 0u1A

950 L'Enfant Plaza

I395 Northbound

This 60' x 30' oversized spectacular is located on I395 one of DC's most congested arteries connecting the VA suburbs and downtown DC. This south facing display reaches the highly desirable VA commuters and those coming in from Reagan National and Dulles Airports. This screen will also show to many parts of DC's biggest development in decades The Wharf a 3mm sq ft waterfront mixed use project which includes offices, residential, retail, fine dining, entertainment/nightlife, marinas and open plazas/promenades.

Location	950 L'Enfant Plaza
City, State	Washington, D.C.
Latitude	38.883266
Longitude	-77.025458
Size(s)	60' x 30'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

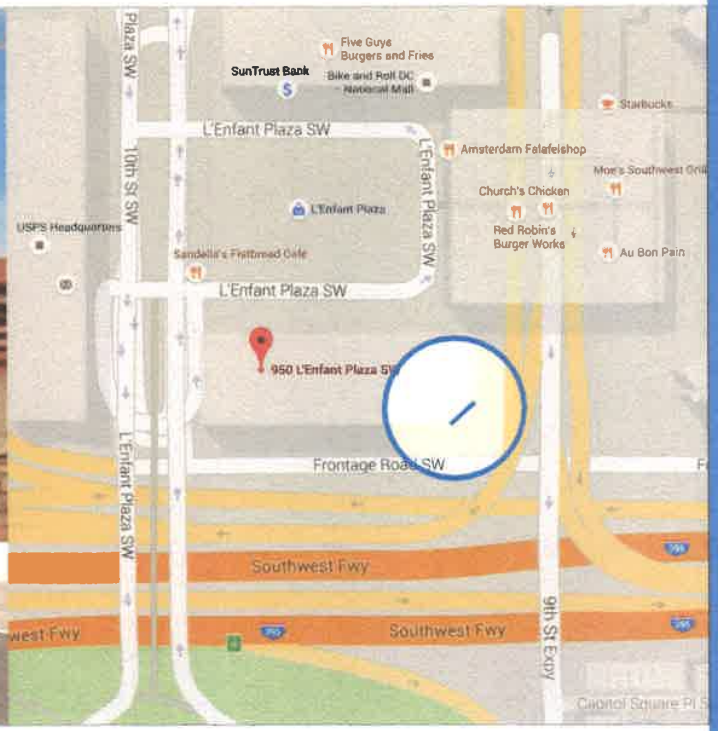
Washington, D.C. DC 001B

950 L'Enfant Plaza

I395 Southbound

This 60' x 30' oversized spectacular is located on I395 one DC's most congested arteries that connects downtown with the VA suburbs. This north facing display reaches all traffic emanating out of downtown DC and points north and heading to the VA suburbs and Reagan National and Dulles Airports. Major nearby attractions include The National Mall/Monuments, The Wharf and The Pentagon.

Location	950 L'Enfant Plaza
City, State	Washington, D.C.
Latitude	38.883266
Longitude	-77.025458
Size(s)	60' x 30'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

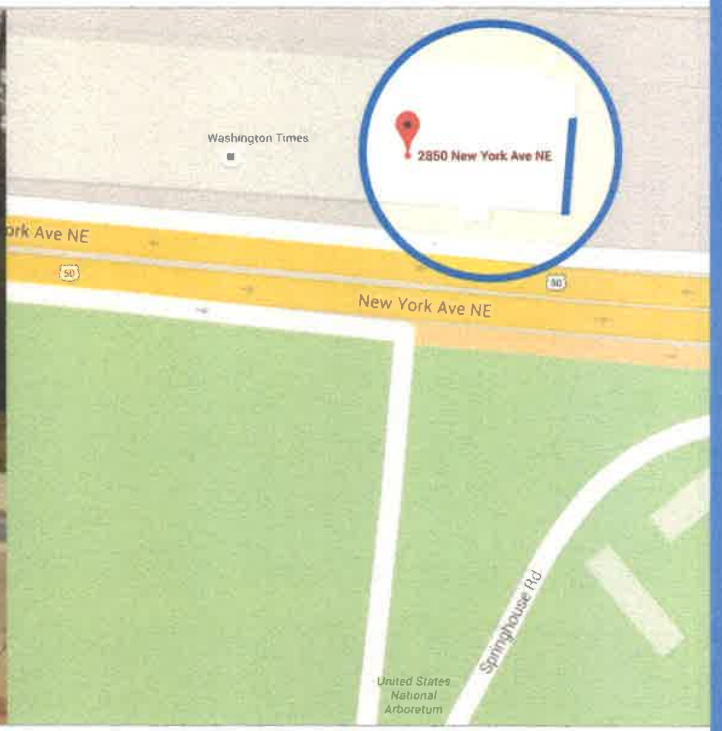
Washington, D.C. **DC 002A**

2850 New York Ave. NE

Inbound Traffic

This inbound 14' x 48' right hand read is located on one of DC's busiest commuter routes New York Ave NE. In addition to being a commuter route this corridor called Ivy City has become a hotbed of redevelopment. Recent projects include the Hecht Warehouse Lofts, DC's first Nike store, Mom's Organic and Union Market.

Location	2850 New York Ave. NE
City, State	Washington, D.C.
Latitude	38.917665
Longitude	-76.964927
Size(s)	14' x 48'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

Washington, D.C. DC 0U2B

2850 New York Ave. NE

Outbound Traffic

This outbound 14' x 48' right hand read is located on one of DC's busiest commuter routes New York Ave NE. In addition to being a commuter route this corridor called Ivy City has become a hotbed of redevelopment. Recent projects include the Hecht Warehouse Lofts, DC's first Nike store, Mom's Organic and Union Market.

Location	2850 New York Ave. NE
City, State	Washington, D.C.
Latitude	38.917665
Longitude	-76.964927
Size(s)	14' x 48'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds

PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

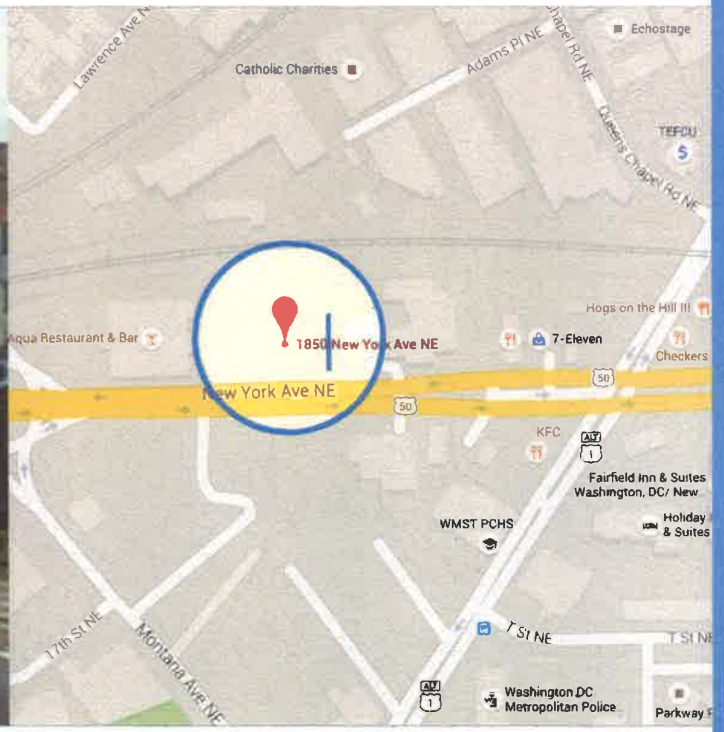
Washington, D.C. DC 003A

1850 New York Ave. NE

Inbound Traffic

These oversized 20 x 60 displays are located on one of the busiest commuter arteries, New York Ave NE. Not only is it the busiest artery for commuters, but the entire area is going through a complete redevelopment. Completed projects such as the Hecht Warehouse loft apartments which is home to DC's only Nike Store, Union Market and craft breweries/distilleries. One of DC's top 10 most impactful developments, New City DC, is currently underway directly across from these spectacular displays.

Location	1850 New York Ave. NE
City, State	Washington, D.C.
Latitude	38.917665
Longitude	-76.975464
Size(s)	20' x 60'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

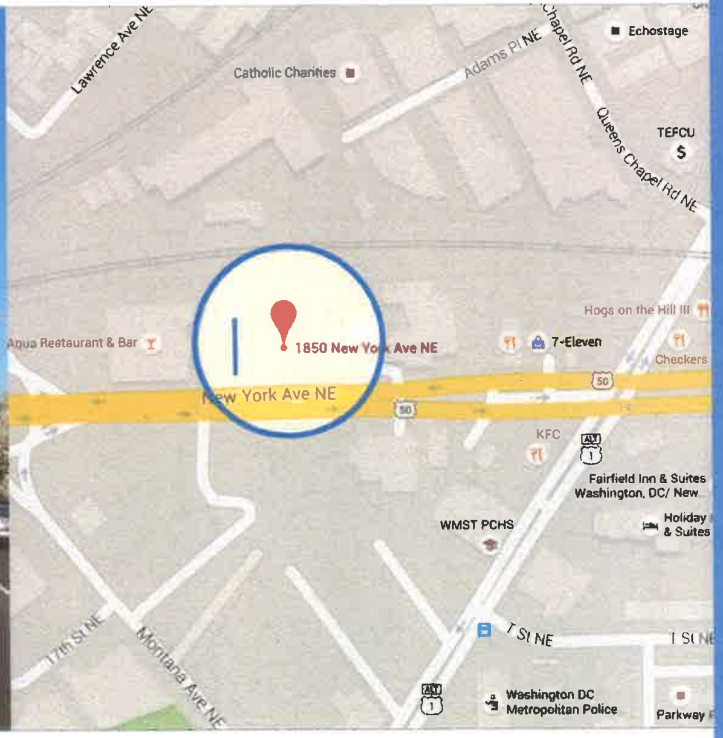
Washington, D.C. DC 0u3B

1850 New York Ave. NE

Outbound Traffic

These oversized 20 x 60 displays are located on one of the busiest commuter arteries, New York Ave NE. Not only is it the busiest artery for commuters, but the entire area is going through a complete redevelopment. Completed projects such as the Hecht Warehouse loft apartments which is home to DC's only Nike Store, Union Market and craft breweries/distilleries. One of DC's top 10 most impactful developments, New City DC, is currently underway directly across from these spectacular displays.

Location	1850 New York Ave. NE
City, State	Washington, D.C.
Latitude	38.917665
Longitude	-76.975464
Size(s)	20' x 60'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

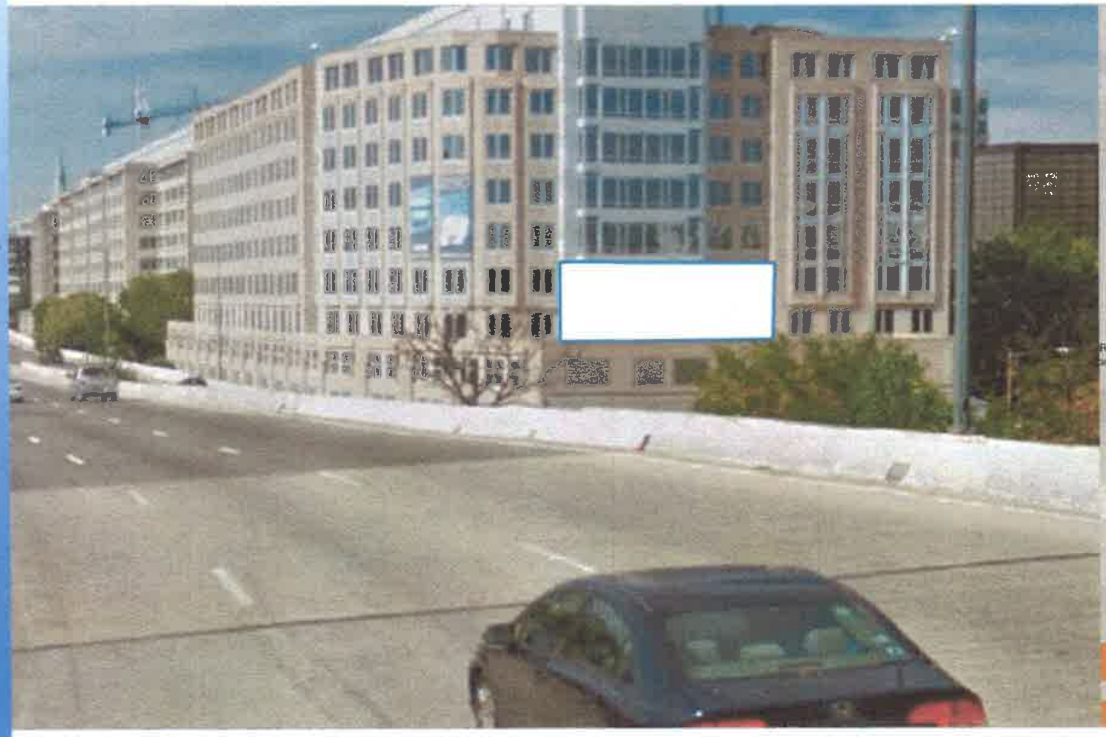
Washington, D.C. **DC 004A**

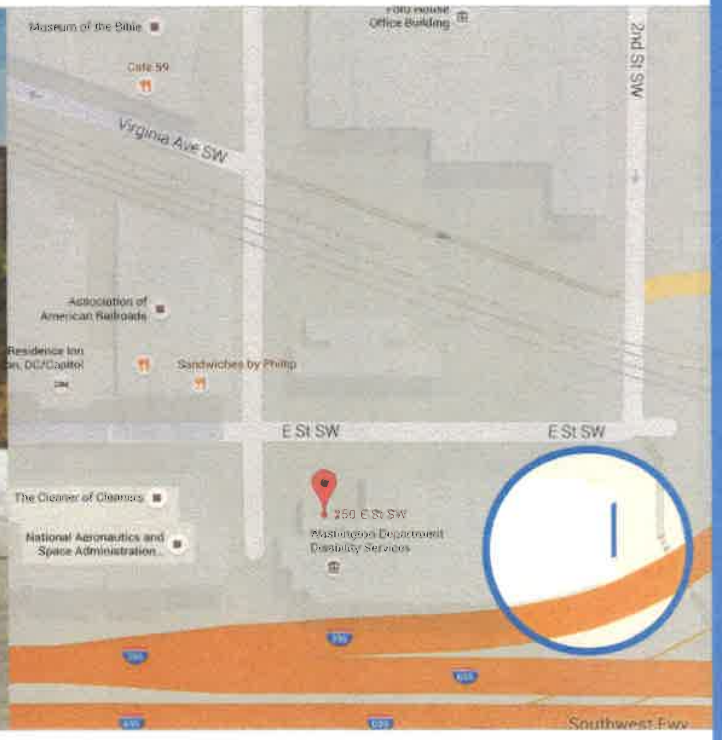
250 E Street SW

I395 Southbound

Located on I-395, one of DC's most traveled arterials connecting DC and Virginia suburbs. Traffic passing this sign is heading towards the airport and the The Wharf, which is the largest mixed-use project underway in DC. With virtually no OOH on this in-demand corridor, this 14 x 48 display will stand out and deliver high-impact digital messaging and elevate your brand to new heights.

Location	250 E st NW
City, State	Washington, D.C.
Latitude	38.896117
Longitude	-77.014602
Size(s)	14' x 48'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds





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DIGI MEDIA

Washington, D.C. DC 005A

64 New York Ave. NE

Westbound Traffic

This oversized 18' x 54' spectacular provides dual reads to one DC's most congested arteries inbound NY Ave NE (Rt 50) as well as the always crowded Florida Ave NE. Located in the booming NOMA district the area is in midst of complete renaissance. Major area highlights include Sirius XM HQ, Bureau of Alcohol, Tobacco and Firearms, Gallaudet University, Ivy City and Union Market now being called the Brooklyn of DC.

Location	64 New York Ave. NE
City, State	Washington, D.C.
Latitude	38.909323
Longitude	-77.006015
Size(s)	18' x 54'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds

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DIGI MEDIA

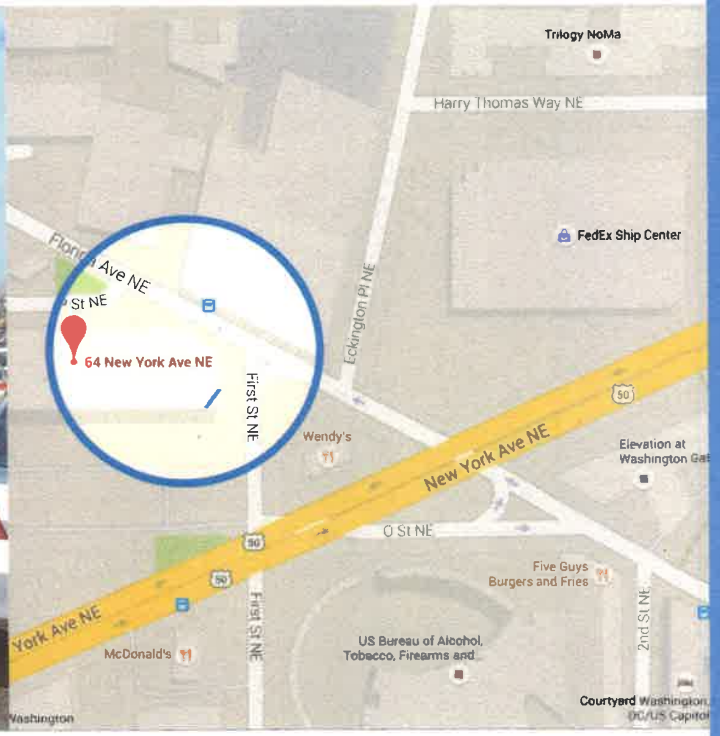
Washington, D.C. DC 005B

64 New York Ave. NE

Eastbound Traffic

This oversized 18' x 54' spectacular provides multiple reads to Florida Ave NE, 1st Street NE and to one of DC's most congested arteries outbound NY Ave NE (Rt 50). Located in the booming NOMA district the area is in midst of complete renaissance. Major area highlights include Sirius XM HQ, Bureau of Alcohol, Tobacco and Firearms, Gallaudet University, Ivy City and Union Market now being called the Brooklyn of DC.

Location	64 New York Ave. NE
City, State	Washington, D.C.
Latitude	38.909323
Longitude	-77.006015
Size(s)	18' x 54'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

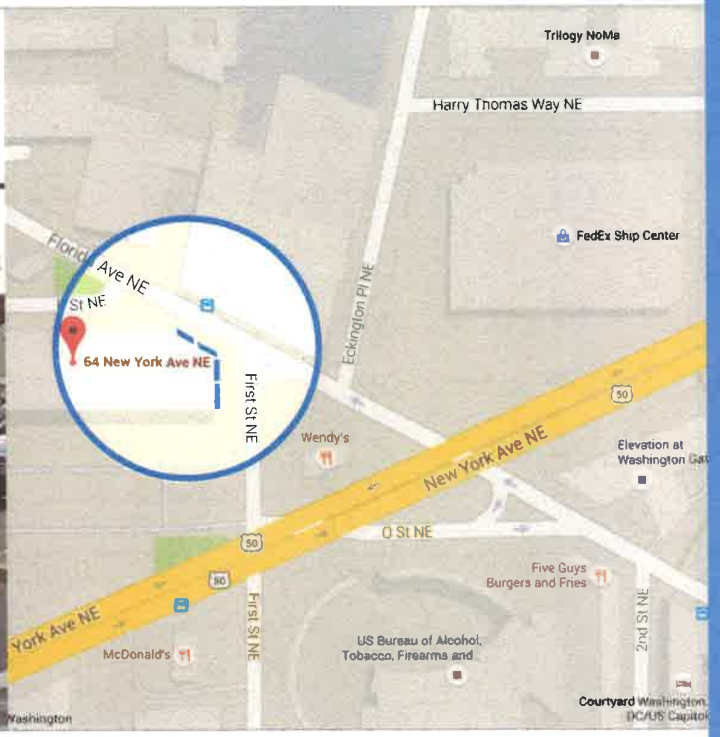
Washington, D.C. DC 005C,D,E,F

64 New York Ave. NE

Street Level

This street level combination of 4 oversized screens dominates this very congested intersection. Head on vehicle approach gives the sense of driving through the screens. Located in the booming NOMA district the area is in midst of complete renascence. Major area highlights include Sirius XM HQ, Bureau of Alcohol, Tobacco and Firearms, Gallaudet University, Ivy City and Union Market now being called the Brooklyn of DC.

Location	**64 New York Ave. NE**
City, State	Washington, D.C.
Latitude	**38.909323**
Longitude	-77.006015
Size(s)	10' x 17' (2), 10' x 14.8', 10" x 9.8'
Digital Display	6mm
Loop/Spot Lengths	**64 seconds / 8 seconds**



PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

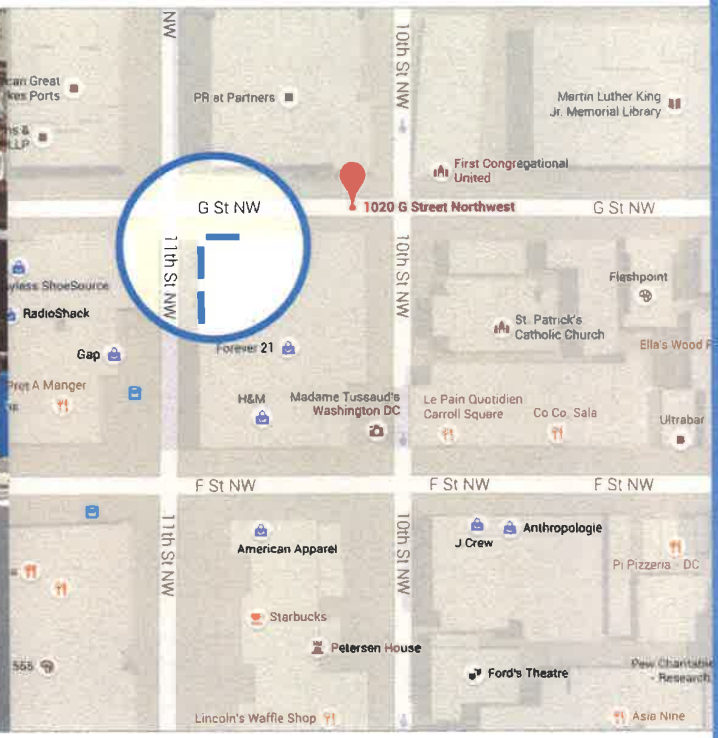
Washington, D.C. DC006A,B,C

Woodies Building

1020 G St. NW

This eye level trio of screens is situated in the bustling downtown business district of Washington D.C. and dominates the intersection of G Street NW and 11th Street NW. The site bordered by popular tourist and nightlife destinations like Chinatown, The Verizon Center, Penn Quarter and The White House. The site also surrounds entrances/exits to the Metro Center Station which is the busiest stop in the entire system.

Location	1020 G Street NW
City, State	Washington, D.C.
Latitude	38.898365
Longitude	-77.026979
Size(s)	9' x 19', 10' x 14' 9 (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

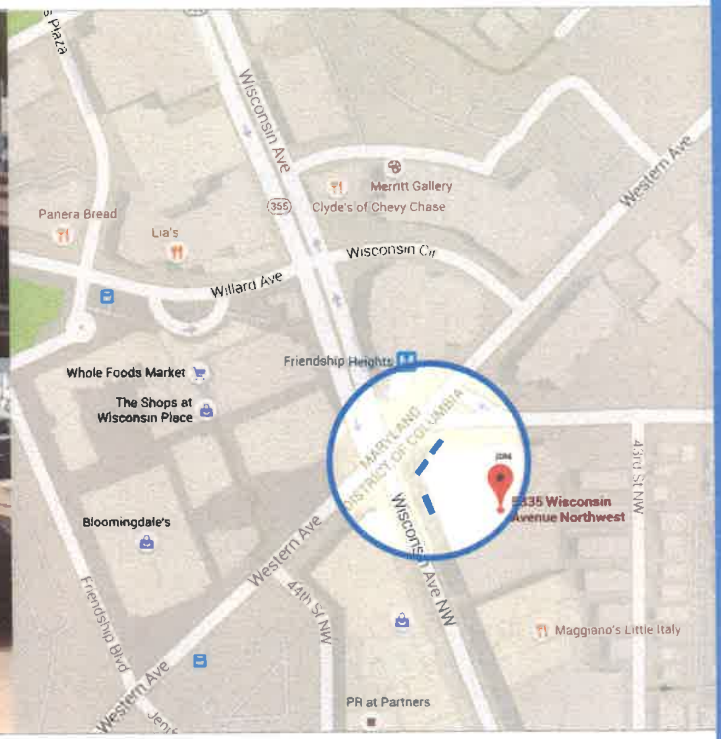
Washington, D.C. DC007A,B,C

Chevy Chase Pavilion

5335 Wisconsin Ave NW

This site consists of a pair of spectacular screens at main entrance on Western and an additional screen at the Wisconsin entrance. The Chevy Chase/Bethesda communities are one of the most affluent areas in the US with this shopping district called the Rodeo Drive of the East. This site provides the ultimate placement for any upscale, luxury, high end brand.

Location	5335 Wisconsin Ave NW
City, State	Washington, D.C.
Latitude	38.960788
Longitude	-77.085537
Size(s)	6' x 12', 12' x 12' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

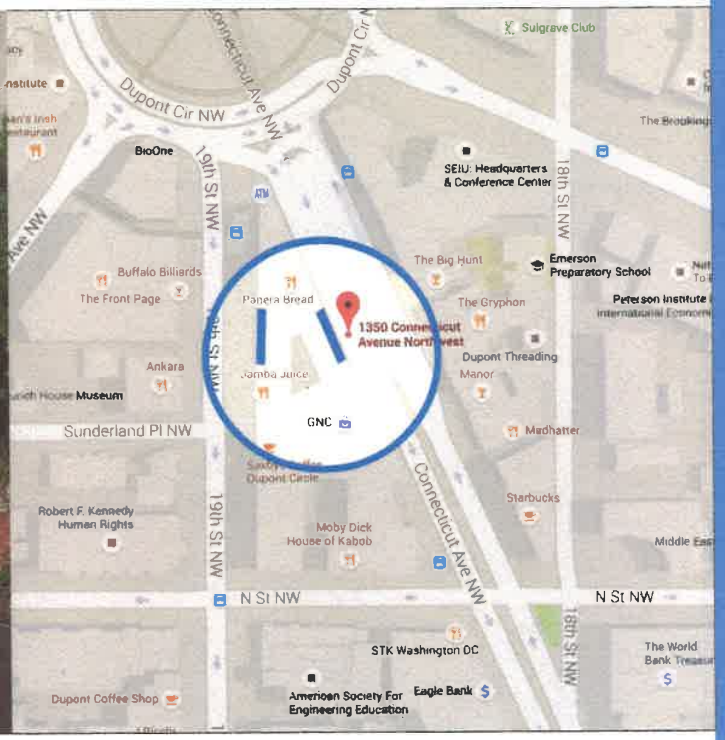
Washington, D.C. DC008A,B

1350 Connecticut Ave NW

DuPont Circle

These dual screens are located just south of the historic neighborhood of DuPont Circle. DuPont is a popular choice for many to live in D.C. This site is also near many perpetually buzzing nightlife hangouts and directly facing the DuPont Circle Metro Station. In close proximity is GWU/Foggy Bottom, Adams Morgan, Georgetown and The National Harbor.

Location	1350 Connecticut Ave NW
City, State	Washington, D.C.
Latitude	38.908264
Longitude	-77.042791
Size(s)	3' x 9' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

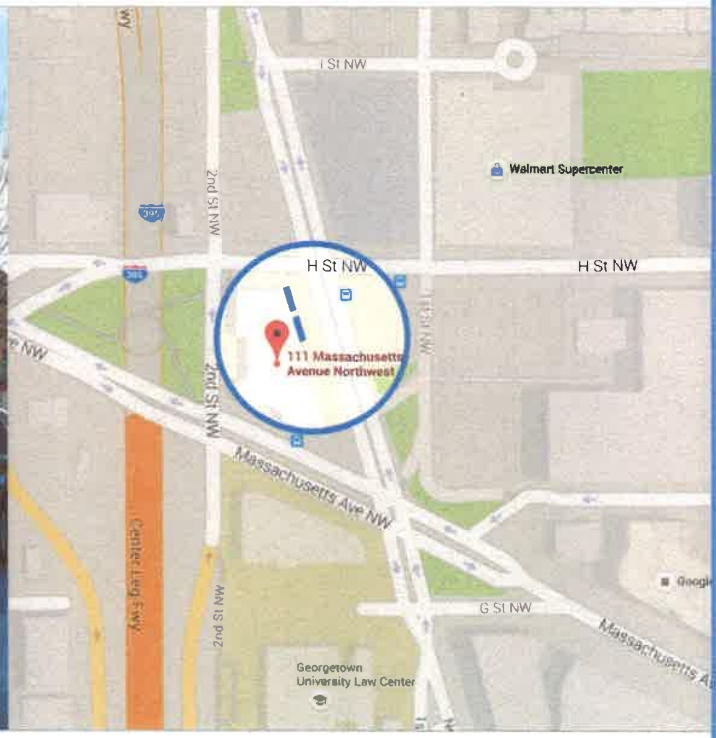
DIGI MEDIA

Washington, D.C. DC009A,B

111 Massachusetts Ave NW

These oversized dual screens read to the highly congested westbound H street traffic. The area is constant with traffic as it intersects with the I395 on and off ramps. This site stands between the east end and NOMA with numerous mixed use developments including the 2.2mm sq ft Capitol Crossing now under construction. In close proximity is Georgetown Law School, Google DC, Walmart Super Center and Union Station.

Location	111 Massachusetts Ave NW
City, State	Washington, D.C.
Latitude	38.899664
Longitude	-77.013213
Size(s)	12' x 24' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

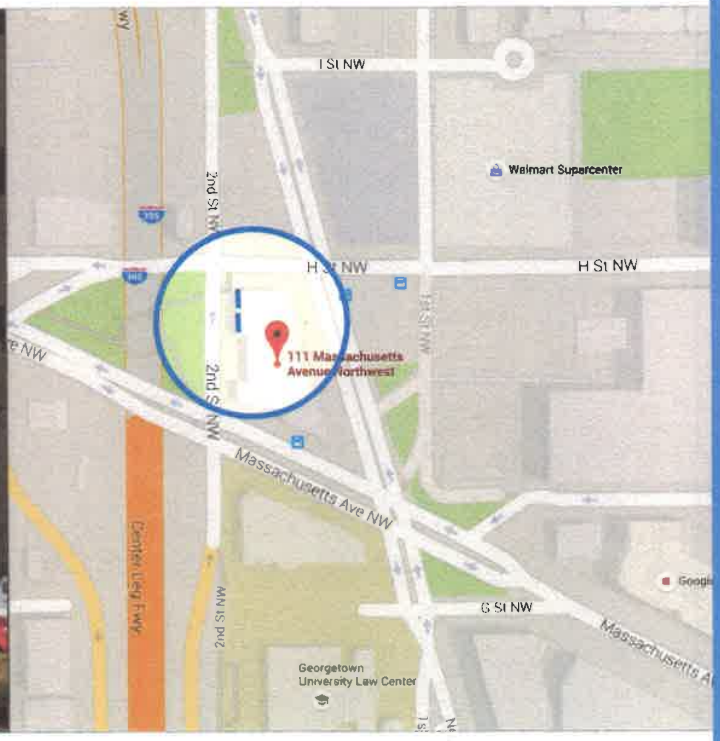
DIGI MEDIA

Washington, D.C. DC 009C, D

111 Massachusetts Ave NW

These oversized dual screens read to the highly congested eastbound H Street traffic. The area is constant with traffic as it intersects with the I395 on and off ramps. This site stands between the east end and NOMA with numerous mixed use developments including the 2.2mm sq ft Capitol Crossing now under construction. In close proximity is Georgetown Law School, Google DC, Walmart Super Center and Union Station.

Location	111 Massachusetts Ave NW
City, State	Washington, D.C.
Latitude	38.899664
Longitude	-77.013213
Size(s)	8' x 24' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

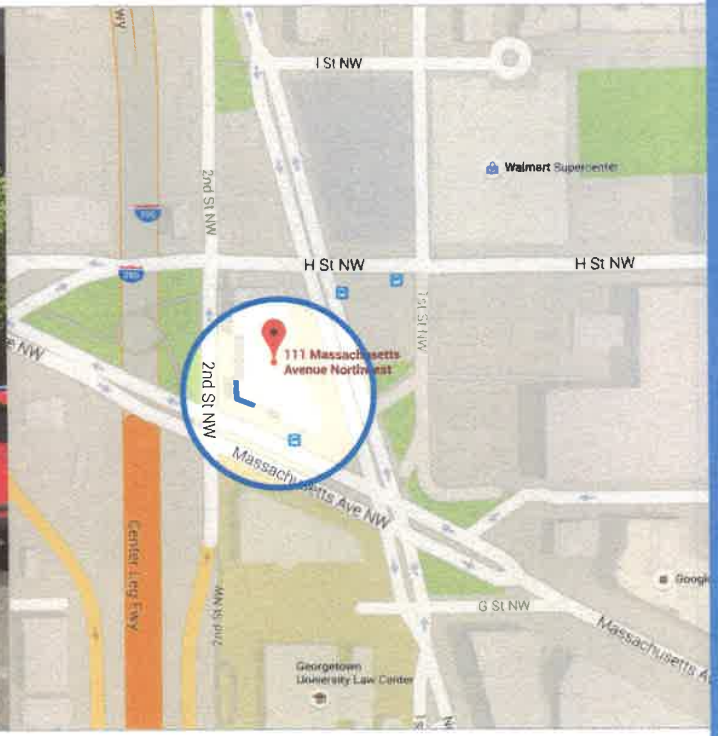
DIGI MEDIA

Washington, D.C. DC 009E, F

111 Massachusetts Ave NW

These oversized dual screens read to the highly congested Massachusetts Ave and I395 off ramp traffic. The area is constant with traffic as it intersects with the I395 on and off ramps. This site stands between the east end and NOMA with numerous mixed use developments including the 2.2mm sq ft Capitol Crossing now under construction. In close proximity is Georgetown Law School, Google DC, Walmart Super Center and Union Station.

Location	111 Massachusetts Ave NW
City, State	Washington, D.C.
Latitude	38.899664
Longitude	-77.013213
Size(s)	8' x 24' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

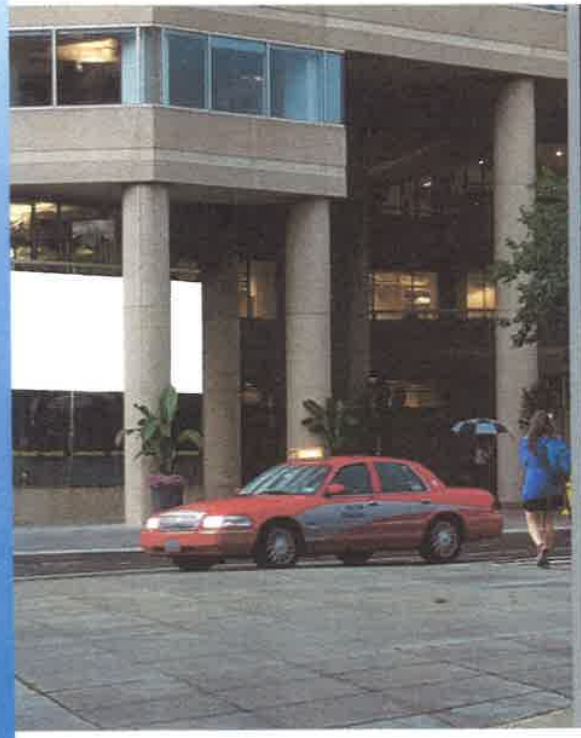
DIGI MEDIA

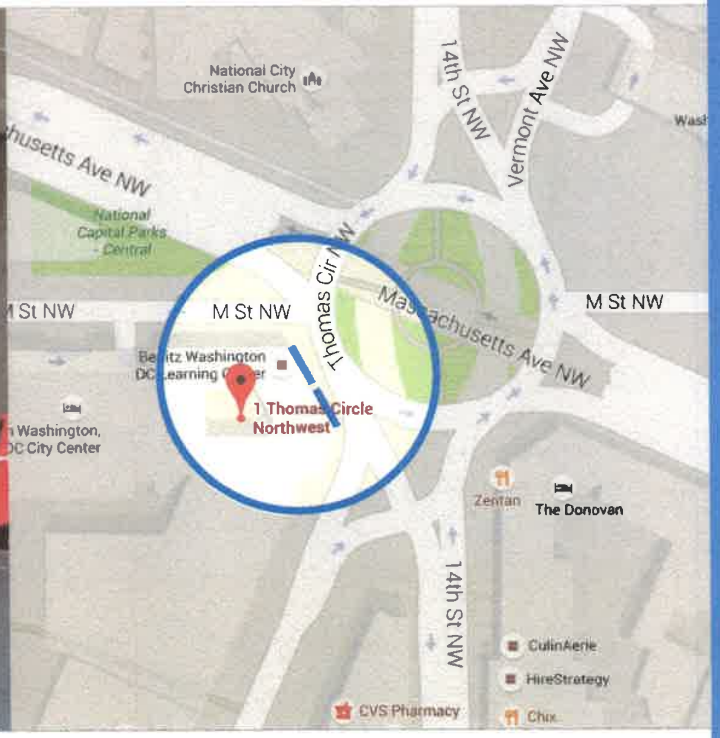
Washington, D.C. DC 010A, B

1 Thomas Circle NW

These twin screens dominate the famous Thomas Circle. Set in the central part of downtown D.C. the traffic and pedestrian flow is consistently heavy through this circle. In close proximity is The White House, National Mall, GWU/Foggy Bottom. The area is also home to many chic restaurants, bars and hotels.

Location	1 Thomas Circle NW
City, State	Washington, D.C.
Latitude	38.905322
Longitude	-77.032699
Size(s)	8' x 24' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds





PREMIERMEDIA *Exclusive sales and marketing partner*

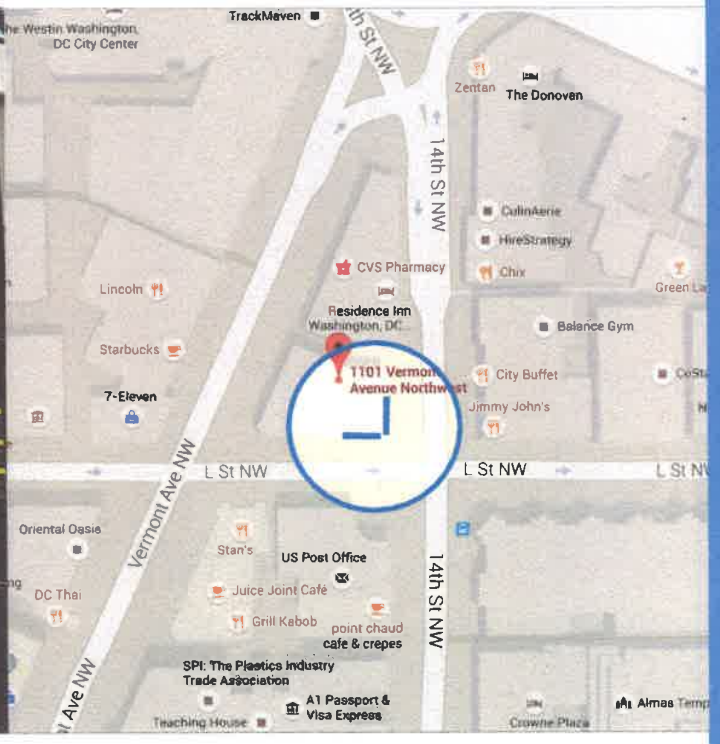
DIGI MEDIA

Washington, D.C. DC 011A, B

1101 Vermont Ave NW

Located just off Thomas Circle these dual screens dominate the intersection which is constantly congested with vehicles and pedestrians . In close proximity is The White House, National Mall, GWU/Foggy Bottom. The area is also home to many chic restaurants, bars and hotels.

Location	1101 Vermont Ave NW
City, State	Washington, D.C.
Latitude	38.904019
Longitude	-77.03244
Size(s)	6' x 18' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

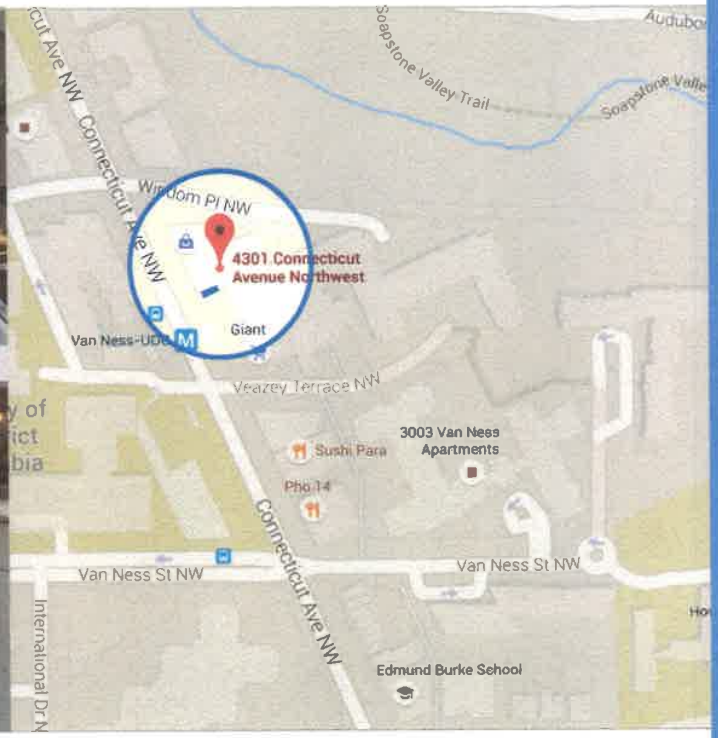
Washington, D.C. DC 012A

Van Ness Center

4301 Connecticut Ave NW

This eye level spectacular screen is located in the historic community of Van Ness and across from UDC. The site delivers high exposure due to the congestion on Connecticut Ave as well as being located at the Van Ness Metro stop and bus stop. This NW DC neighborhood is adjacent the charming Rock Creek Park this area is also home to many students since UDC and Howard University are within close proximity.

Location	4301 Connecticut Ave NW
City, State	Washington, D.C.
Latitude	38.944986
Longitude	-77.063457
Size(s)	8' x 24'
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

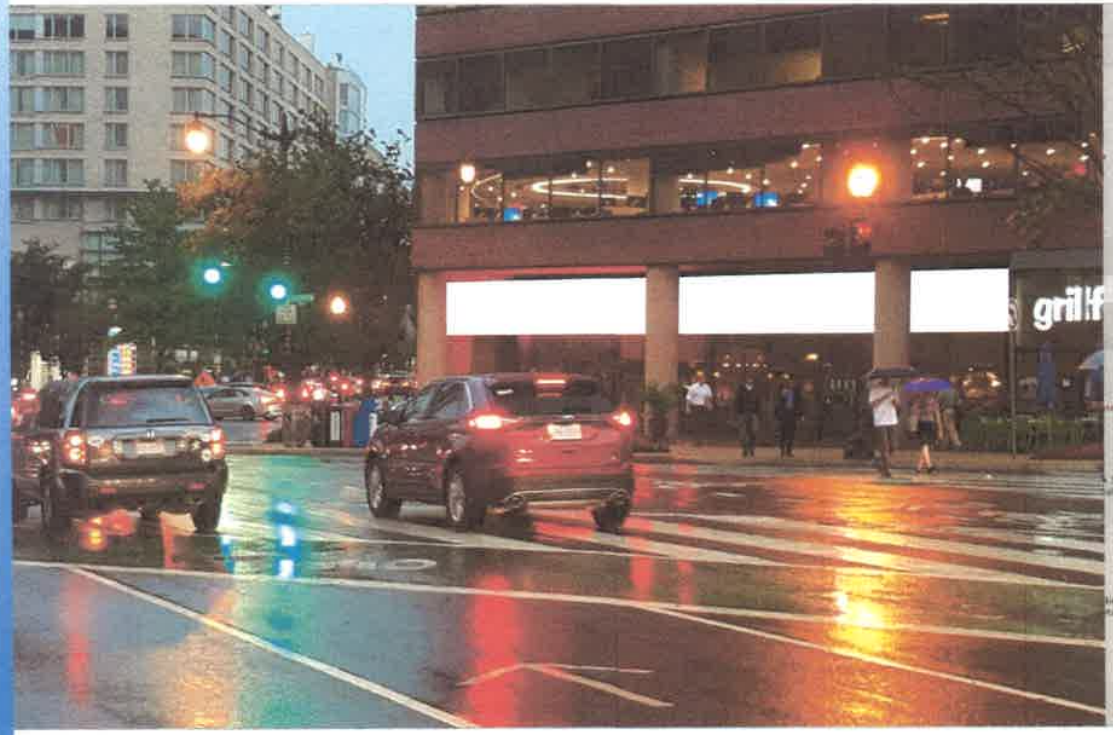
Washington, D.C. DC 013A, B, C

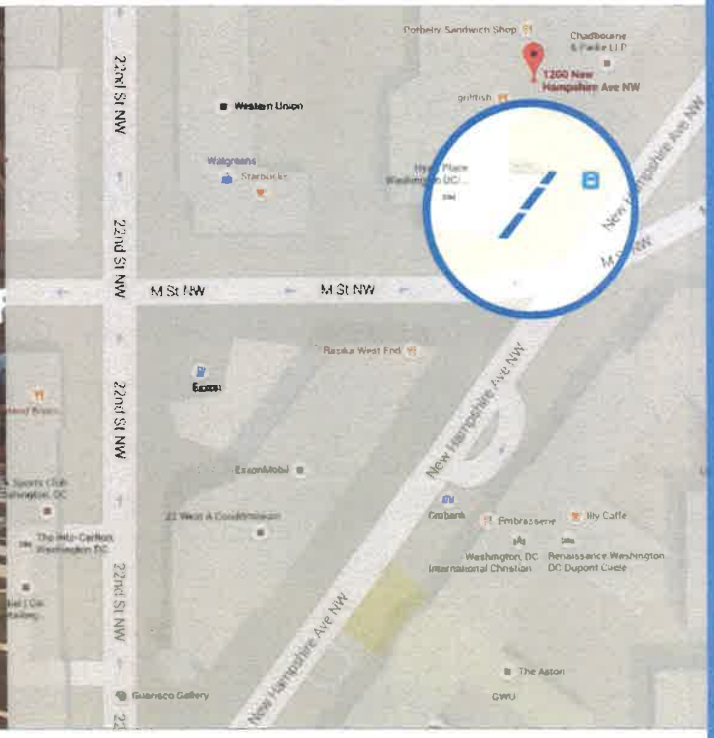
1200 New Hampshire Ave NW

This trio of screens in the upscale West End District provides 55' of street frontage and dominates the intersection of New Hampshire NW and M Street NW. Delivering a primary vehicle read to both streets as well as heavy pedestrian traffic. Regal hotels such as the Ritz Carlton, Fairmont, Renaissance, Westin and Washington Marriott are next door neighbors to the site. Popular areas like DuPont Circle, GWU/Foggy Bottom and Georgetown are a short walk from this location.

*For total intersection domination use in conjunction with DC014A,B,C,D,E 2100 M Street NW

Location	1200 New Hampshire Ave NW
City, State	Washington, D.C.
Latitude	38.905884
Longitude	-77.047215
Size(s)	8' x 24', 8' x 21', 8' x 10'
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds





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DIGI MEDIA

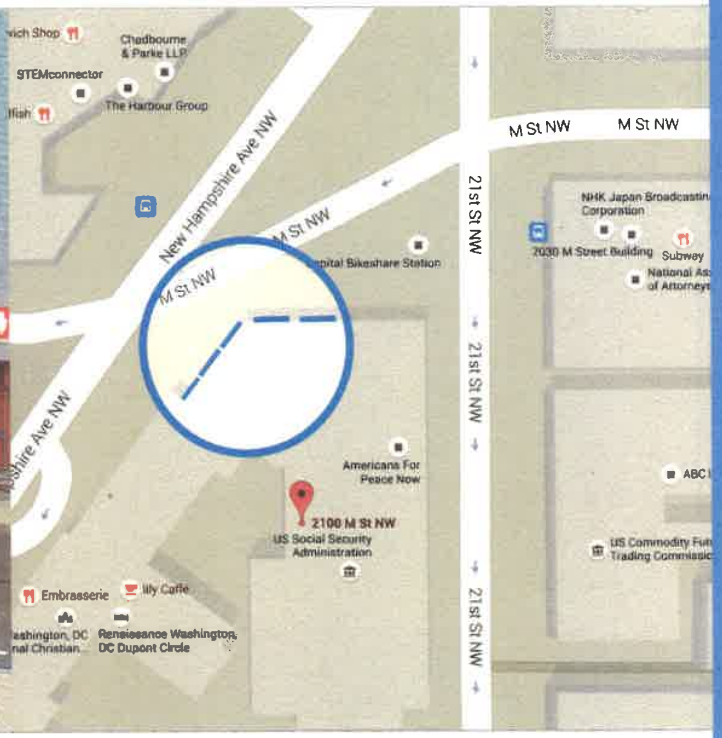
Washington, D.C. DC 014A, B, C, D, E

2100 M St. NW

This combination of screens wraps the corner with 60' of street frontage on 5 screens. Located in the posh West End at the intersection of New Hampshire Ave NW and M Street NW. Regal hotels such as the Ritz Carlton, Fairmont, Renaissance, Westin and Washington Marriott are next door neighbors to the site. Popular areas like DuPont Circle, GWU/Foggy Bottom and Georgetown are a short walk from this location.

*For total intersection domination use in conjunction with DC013A,B,C 1200 New Hampshire Ave NW

Location	2100 M St. NW
City, State	Washington, D.C.
Latitude	38.904888
Longitude	-77.047082
Size(s)	4' x 12' (5)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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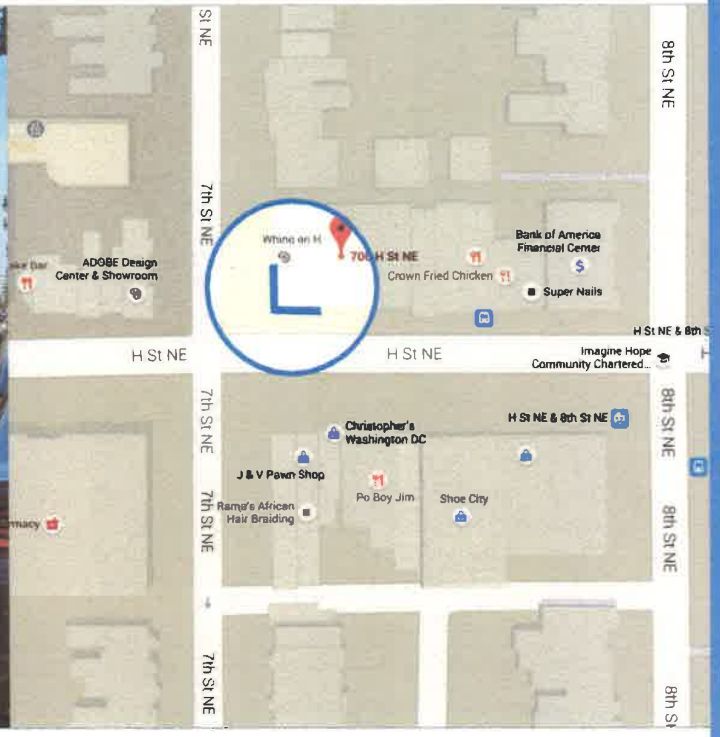
DIGI MEDIA

Washington, D.C. DC 015A, B

700 H St. NE

This oversized dual corner screen is located in the heart of the revitalized H Street NE corridor of D.C. The H Street NE corridor has delivered multiple residential and retail complexes with another 1,500 units being delivered including the Apollo with 430 units/Whole Foods and Anthology with 307 units/Starbucks. With the mass influx of new residents to the area it is now home to a diverse group of restaurants, night-life and entertainment venues such as The Atlas Center and Rock and Roll Hotel. This is DC's version of Williamsburg and Bushwick in Brooklyn.

Location	700 H St. NE
City, State	Washington, D.C.
Latitude	38.900437
Longitude	-76.995818
Size(s)	10.5" x 36" (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

Washington, D.C. DC 016A, B

601 13th St. NW

This set of eye level screens is located in the heart of downtown and dominates the intersection of G Street NW and 13th Street NW. The area is bustling with office, retail, restaurant and entertainment traffic. This site location surrounds the Metro Center subway station the busiest in the system. Popular destinations such as the White House, Gallery Place, Warner Theatre, Verizon Center are within close proximity.

Location	601 13th St. NW
City, State	Washington, D.C.
Latitude	38.898245
Longitude	-77.029309
Size(s)	6' x 15' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds

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DIGI MEDIA

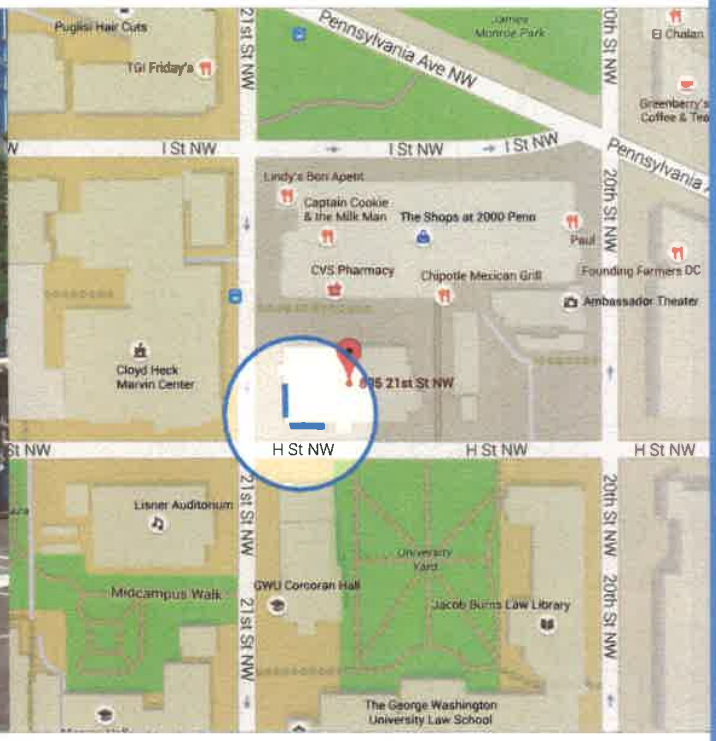
Washington, D.C. DC 017A, B

GWU School of Media and Public Affairs

805 21st Street NW

These oversized twin corner screens are in the heart of GWU's campus in downtown DC's highly desirable Foggy Bottom neighborhood. Throngs of students, faculty, residents and visitors walk through this campus intersection at H and 21st Streets all year long. This display is within blocks of Whole Foods, District Commons and fine dining/nightlife. Close by is The National Harbor, The White House and the always popular Georgetown.

Location	805 21st Street NW
City, State	Washington, D.C.
Latitude	38.899826
Longitude	-77.046159
Size(s)	10' x 17' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

Washington, D.C. DC 018A, B

801 N. Capitol St NE

These twin eye level screens sit on the bustling intersection of North Capitol and H Streets NE. This area is the connection of the revived H Street corridor and the Capitol Hill neighborhood. The area is growing rapidly with mixed use development such as Senate Square Lofts and the Station House. In close proximity is CNN, Kaiser Permanente, Care First and the soon to come Capitol Crossing mega development and the Uline Arena flagship REI store.

Location	801 N. Capitol St NE
City, State	Washington, D.C.
Latitude	38.900495
Longitude	-77.008618
Size(s)	8' x 14' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds

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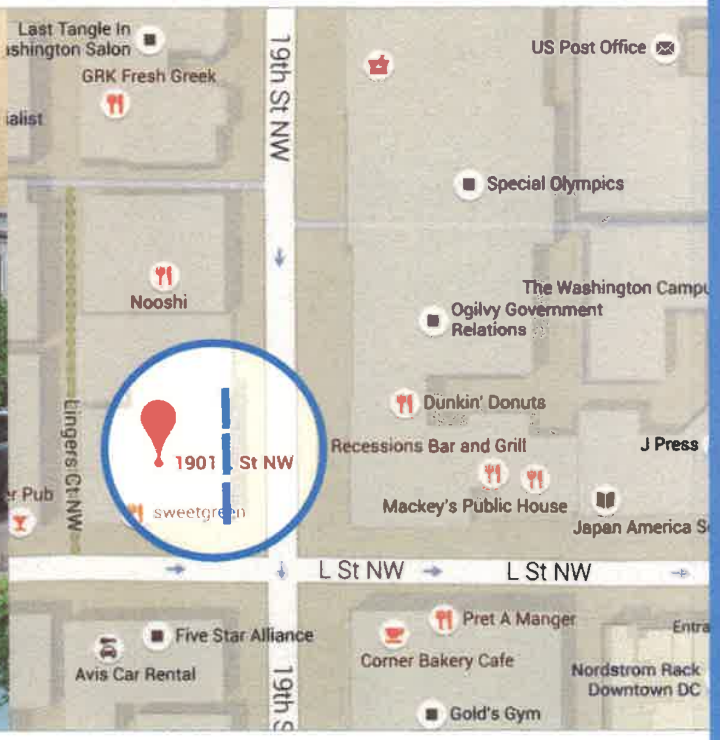
DIGI MEDIA

Washington, D.C. DC 019A, B, C

1901 L St NW

This grouping of three displays is located in the popular NW district between Foggy Bottom and DuPont Circle. Surrounded by many restaurants, bars and office buildings this area of town is always active with a steady stream of pedestrians and vehicles. Nearby attractions include Georgetown, National Harbor, The White House and National Mall.

Location	1901 L St NW
City, State	Washington, D.C.
Latitude	38.904037
Longitude	-77.04387
Size(s)	8' x 27' (2), 8' x 17'
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

Washington, D.C. DC U20A

1401 New York Avenue

This location is within two blocks from the front door of The White House, the old Federal Reserve, Franklin Square Park, McPherson Square and Metro Center. The unparalleled pedestrian and vehicular read to 8 separate lanes of heavy traffic build a case for this to be arguably the best unit in The United States of America! This digital display is FULL MOTION with ad exposure to the heaviest tourism in the market, federal government and downtown financial district.

Location	1401 New York Ave NW
City, State	Washington, D.C.
Latitude	38.899781
Longitude	-77.032312
Size(s)	7' x 100'
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds

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DIGI MEDIA

DC Network Capabilities

Integrating the worlds best OOH software to drive value and improve integration across channels

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

PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

UNIT ID #	ADDRESS/DESCRIPTION	CITY or HIGHWAY	DEC'S/WEEKLY RATING	RATECARD
DC001A	I395 F/S @ 950 L'Enfant Plaza	Highway	1,076,600	55,000
DC001B	I395 F/N @ 950 L'Enfant Plaza	Highway	1,076,600	55,000
DC002A	2850 New York Ave NE F/W	Highway	522,200	25,000
DC002B	2850 New York Ave NE F/E	Highway	522,200	20,000
DC003A	1850 New York Ave NE F/W	Highway	522,200	25,000
DC003B	1850 New York Ave NE F/E	Highway	522,200	25,000
DC004A	I395 F/N @ 250 E Street SW	Highway	1,076,600	55,000
DC005A	64 New York Ave NE F/W	Highway	672,322	30,000
DC005B	64 New York Ave NE F/E	Highway	672,322	25,000
DC005A,B,C,D	64 New York Ave NE Street Level F/W	City	672,322	20,000
DC006A,B,C	1020 G Street NW F/N&W	City*	2,110,522	38,000
DC007A,B,C	5335 Wisconsin AVE NW @ Chevy Chase Pavilion	City*	1,184,032	37,000
DC008A, B	1350 Connecticut Ave NW @ DuPont Circle	City*	2,812,178	22,000
DC009A,B	111 Massachusetts Ave NW F/E	City	677,155	28,000
DC009C,D	111 Massachusetts Ave NW F/W	City	677,155	28,000
DC009E,F	111 Massachusetts Ave NW F/S & W	City	677,155	28,000
DC010A,B	One Thomas Circle F/E	City	348,681	30,000
DC011A,B	1101 Vermont Ave NW F/S & E	City	173,375	18,000
DC012A	4301 Connecticut Ave NW @ Van Ness Center F/S	City*	1,092,585	8,000
DC013A,B,C	1200 New Hampsire Ave NW F/SE	City	228,882	30,000
DC014A,B,C,D,E	2100 M Street NW F/N/W	City	228,882	30,000
DC015A,B	700 H Street NE F/S & W	City	266,192	25,000
DC016A,B	601 13th Street NW F/N & W	City*	2,110,522	30,000
DC017A,B	805 21st Street NW @ GWU Media and PA F/S & W	City	116,863	30,000
DC018A,B	801 North Capital Street @ UDC F/SW	City	505,213	14,000
DC019A,B,C	1901 L Street NW F/E	City	155,125	28,000
DC020A	1401 New York Ave NW	City	457,479	70,000

Highway Network	Highway	6,663,244	315,000
City Network	City	14,494,318	514,000
Full Network	Highway/City	21,157,562	829,000

All ratings are from DOT and are car traffic counts only except City locations located at Metro stop.*
2015 ridership numbers from WMATA and factor number of ent/exits at station
No pedestrian counts are included all locations will be rated by GeoPath (TAB) upon installation

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DIGI MEDIA

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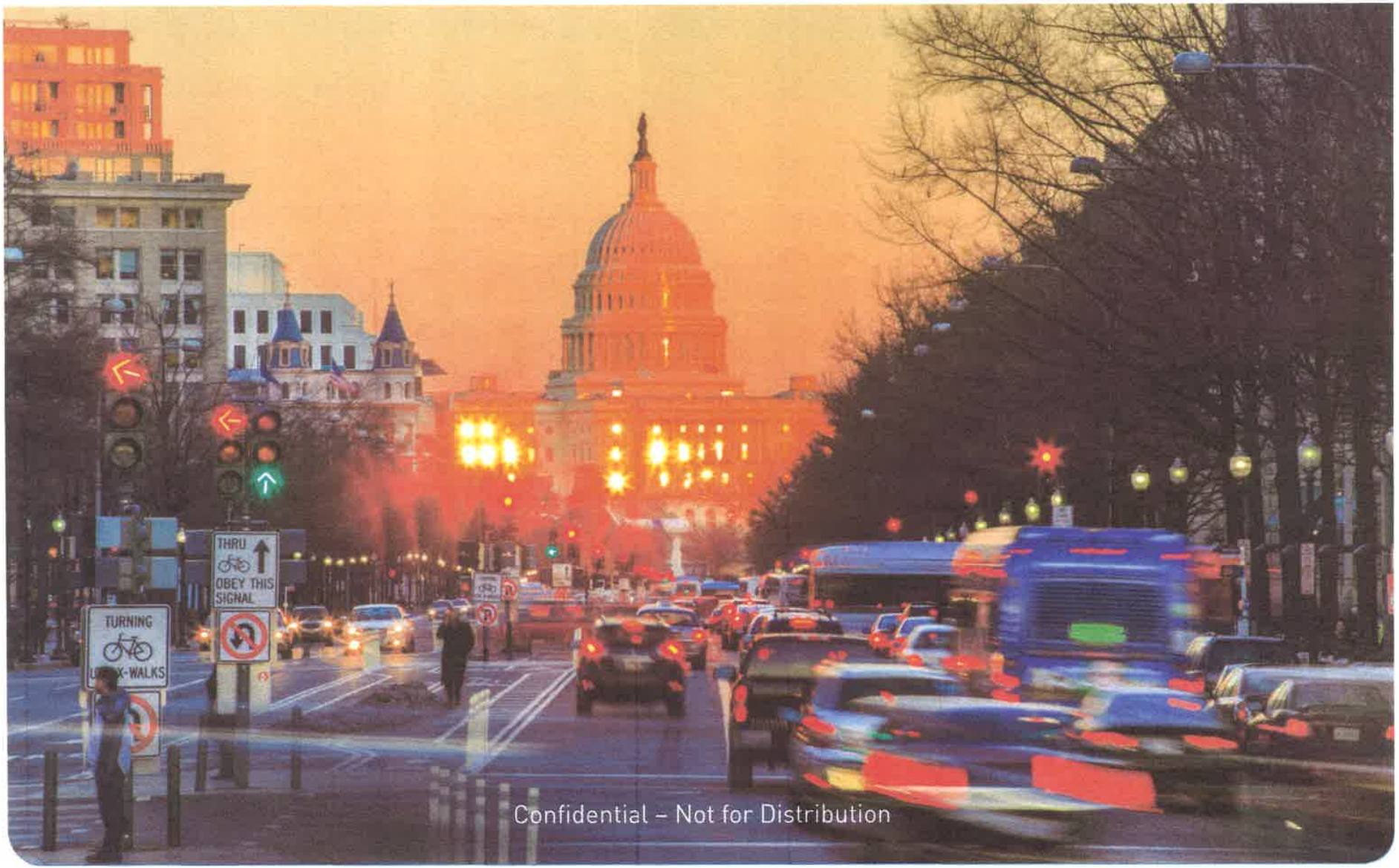

Confidential – Not for Distribution

DIGI MEDIA

DC Market

- DMA **Rank #7**
- Metro population of **over 9.5 million**
- **2nd Highest Commuter population** in the U.S.
- Median HHI is **#1 in United States**
- **48.6% of population** has college degree
- Home to 15 influential **Fortune 500 companies**
- **64% of labor force is in higher level positions** in professional, business, education, health and government well above the 44% national average.

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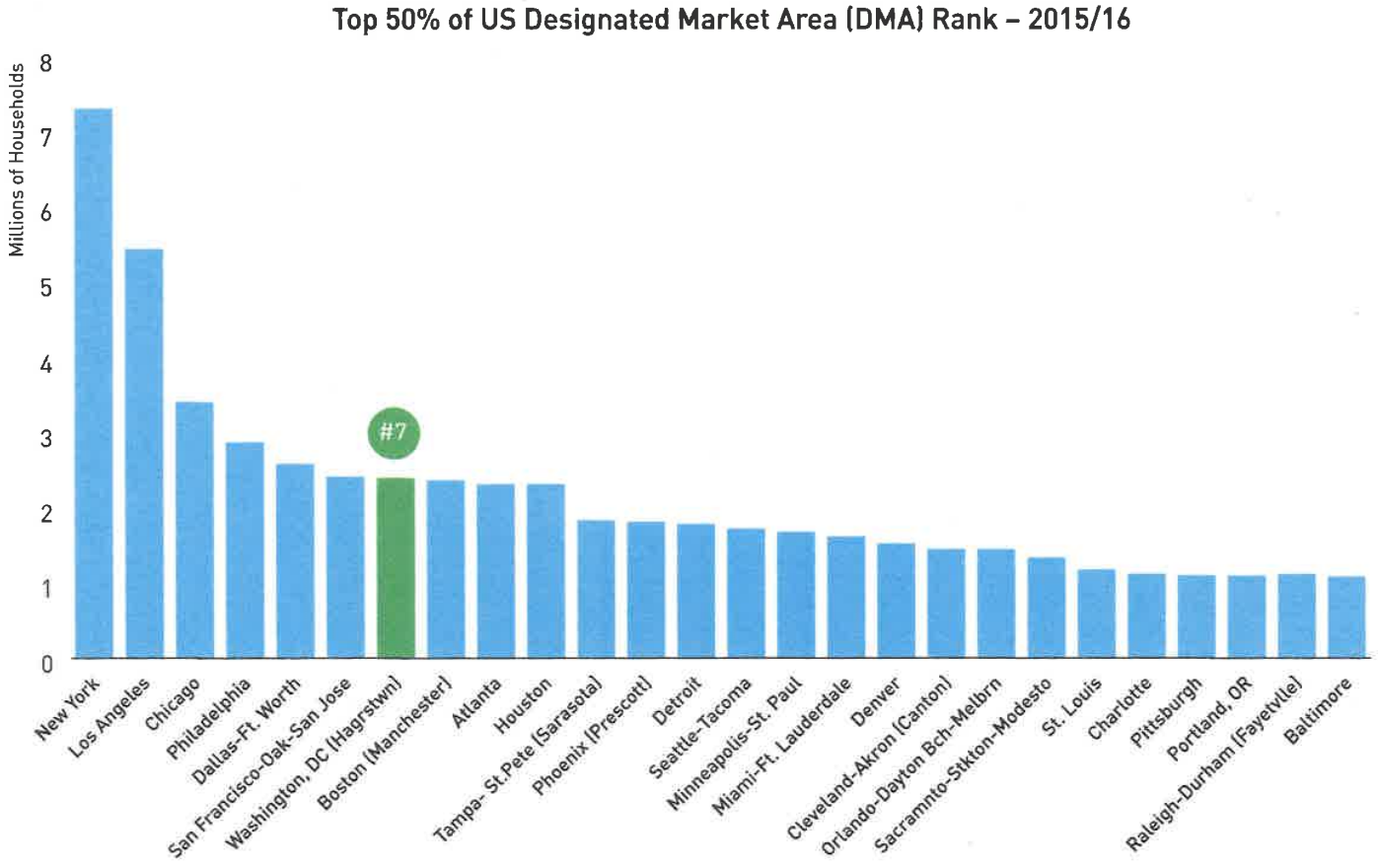
DIGI MEDIA

Washington D.C. represents the 7th largest Designated Market Area in the U.S.



Source: Neilsen DMA Estimates 2015 for the USA

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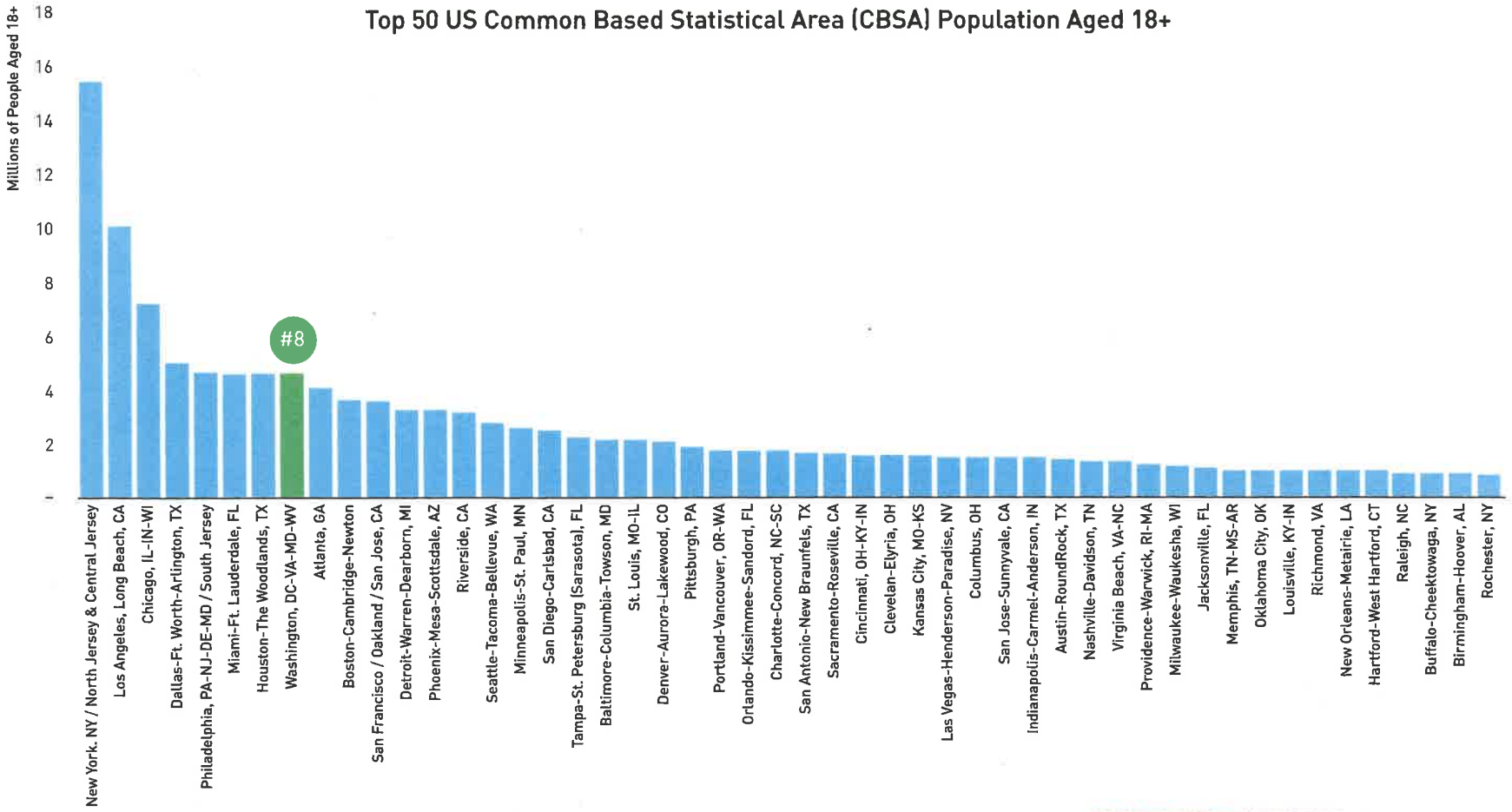
DIGI MEDIA

Washington D.C. represents the 8th Common Based Statistical Area (CBSA) in the U.S.



Source: CBSA

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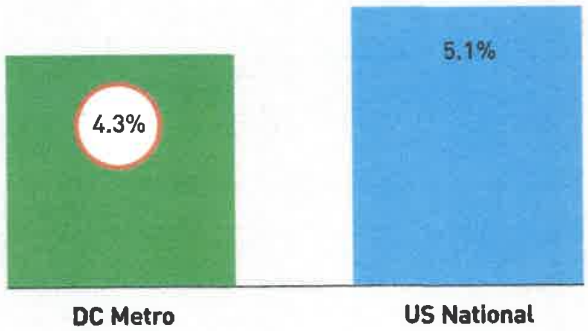
DIGI MEDIA

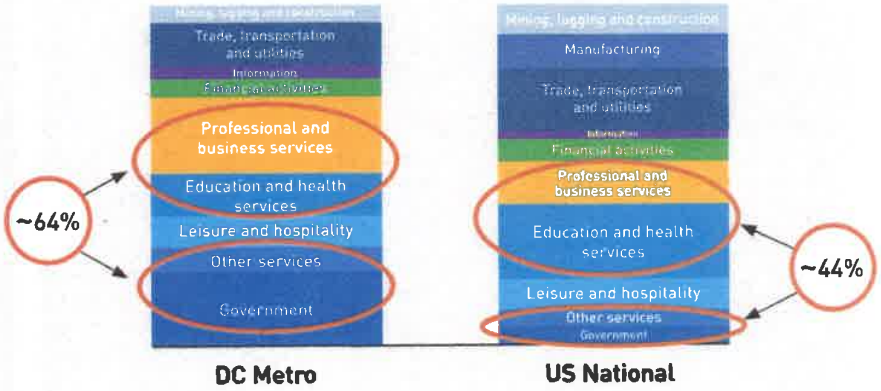
DC Market in Detail

DC has favorable demographics leading to a more attractive market for advertisers

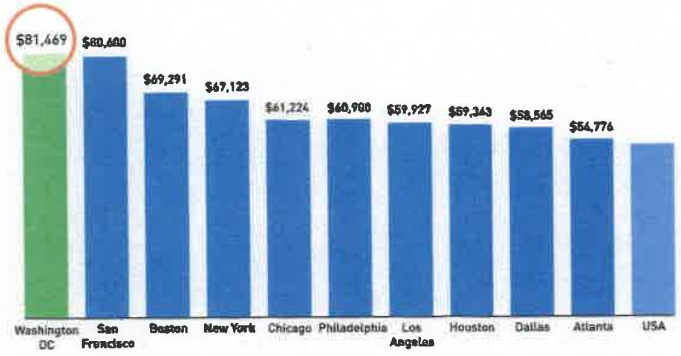
Unemployment is lower in the DC metro than the broader U.S.



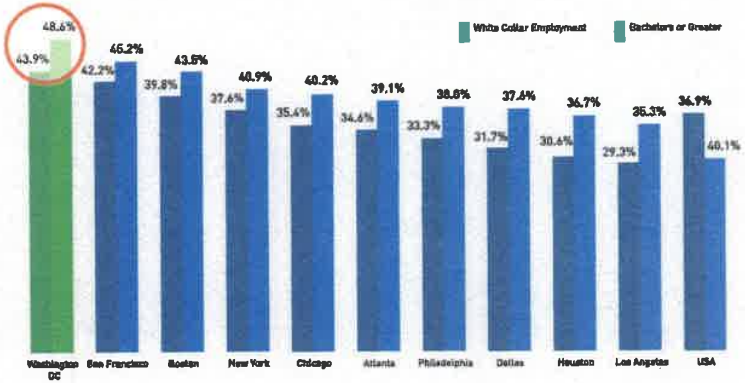
Labor force is skewed to government and services



Median household income is higher than the broader U.S.



Driven by higher white collar employment and high proportion of highly educated people



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DIGI MEDIA

DiGi DC Overview

- This large format digital network will fill the biggest OOH media void in DC Market
- First time in OOH history that a full large format digital network will go live simultaneously
- Complete market coverage in core city center and major arterials
- 20 unique sites comprised of 52 screens – sold as one network
- The city center displays will be 6mm resolution, the highest quality used to date in a large format network

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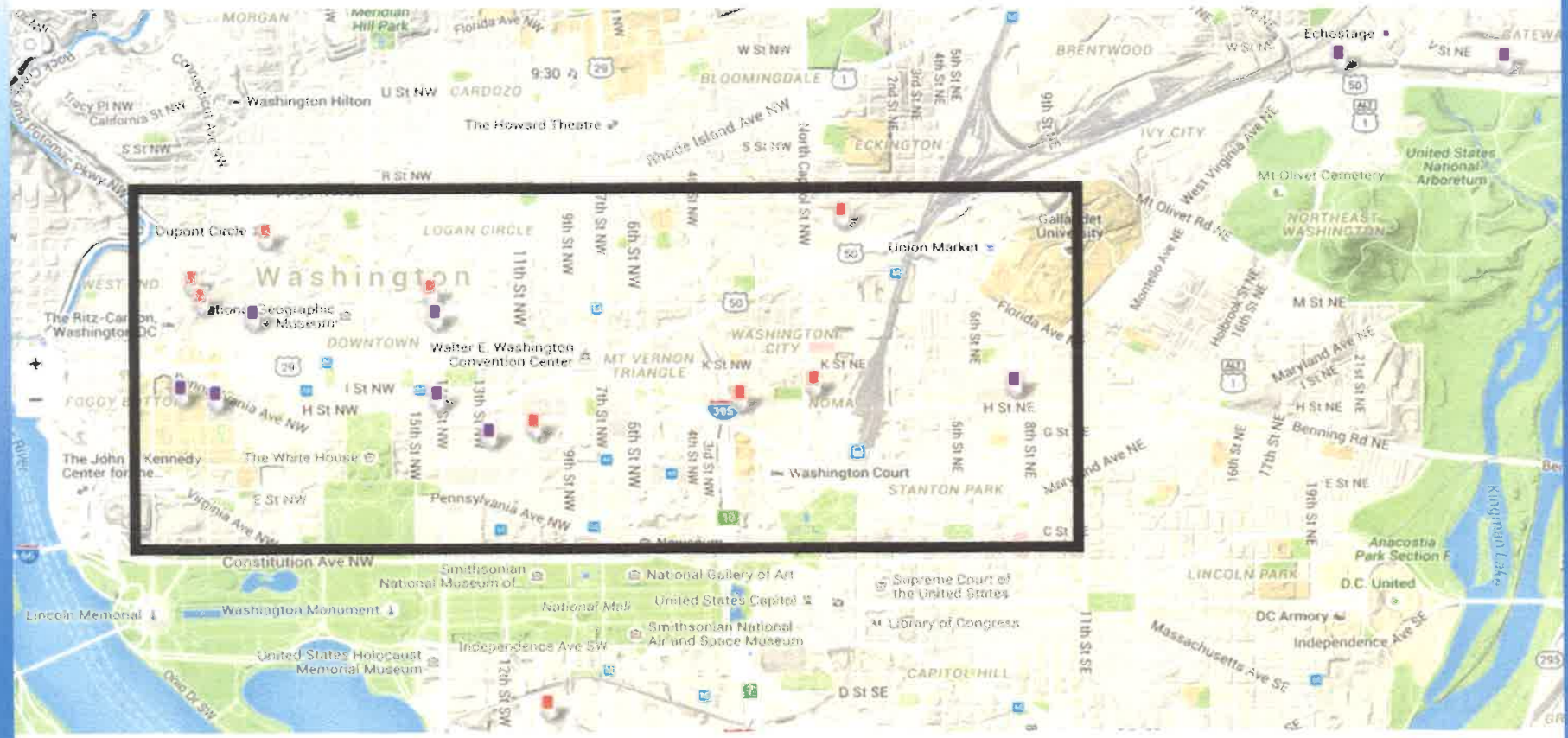
DIGI MEDIA

DC Market Coverage

Broad network coverage in downtown Washington D.C. including key in/outbound arterial highway locations



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DIGI MEDIA

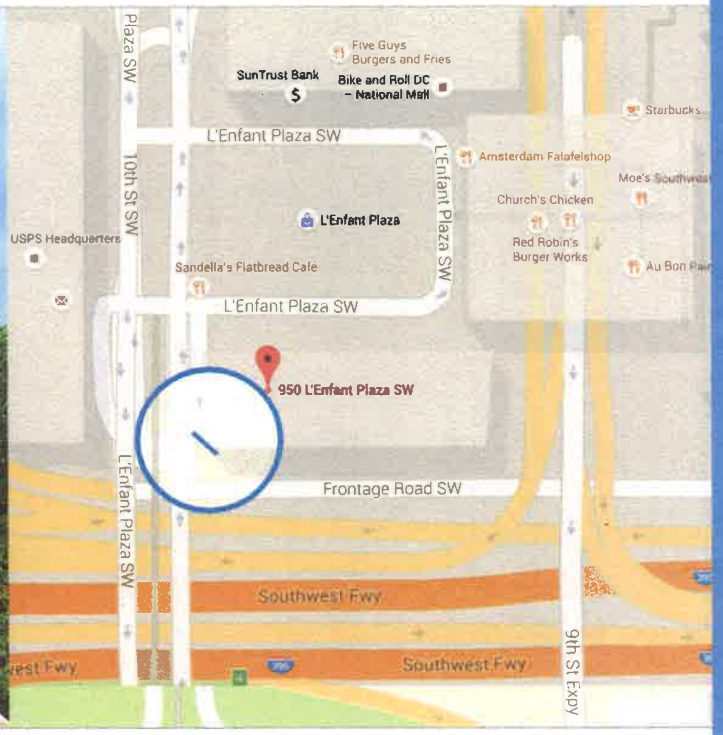
Washington, D.C. DC 0U1A

950 L'Enfant Plaza

I395 Northbound

This 60' x 30' oversized spectacular is located on I395 one of DC's most congested arteries connecting the VA suburbs and downtown DC. This south facing display reaches the highly desirable VA commuters and those coming in from Reagan National and Dulles Airports. This screen will also show to many parts of DC's biggest development in decades The Wharf a 3mm sq ft waterfront mixed use project which includes offices, residential, retail, fine dining, entertainment/nightlife, marinas and open plazas/promenades.

Location	950 L'Enfant Plaza
City, State	Washington, D.C.
Latitude	38.883266
Longitude	-77.025458
Size(s)	60' x 30'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

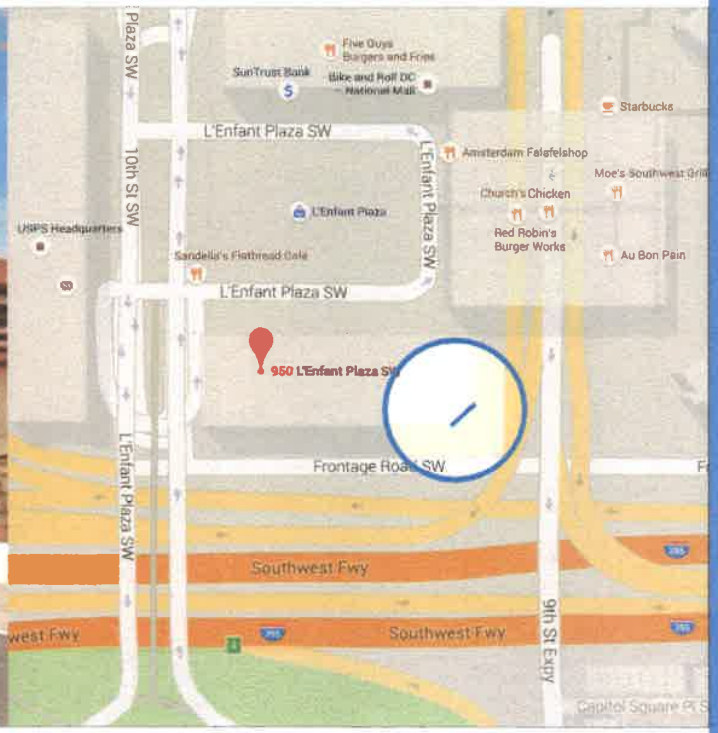
Washington, D.C. DC 0u1B

950 L'Enfant Plaza

I395 Southbound

This 60' x 30' oversized spectacular is located on I395 one DC's most congested arteries that connects downtown with the VA suburbs. This north facing display reaches all traffic emanating out of downtown DC and points north and heading to the VA suburbs and Reagan National and Dulles Airports. Major nearby attractions include The National Mall/Monuments, The Wharf and The Pentagon.

Location	950 L'Enfant Plaza
City, State	Washington, D.C.
Latitude	38.883266
Longitude	-77.025458
Size(s)	60' x 30'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

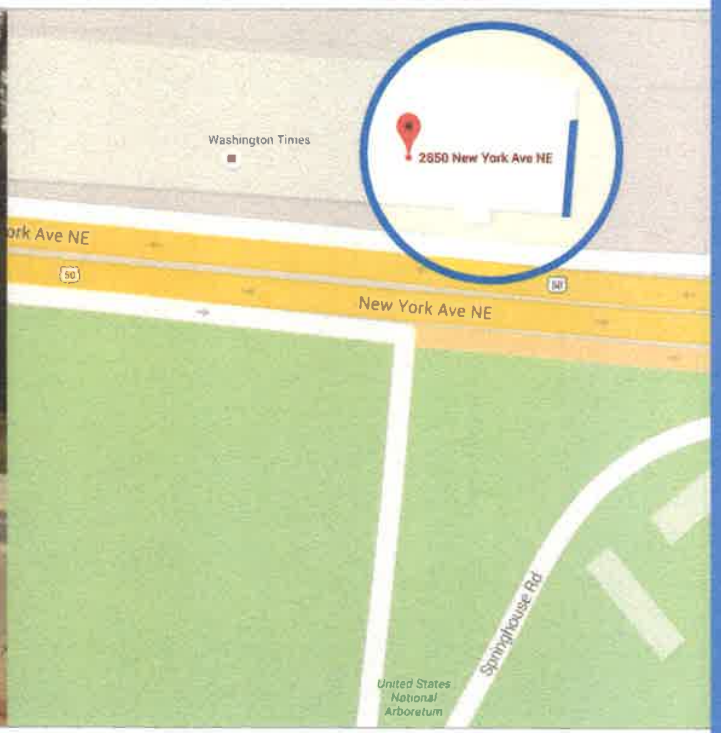
Washington, D.C. DC 002A

2850 New York Ave. NE

Inbound Traffic

This inbound 14' x 48' right hand read is located on one of DC's busiest commuter routes New York Ave NE. In addition to being a commuter route this corridor called Ivy City has become a hotbed of redevelopment. Recent projects include the Hecht Warehouse Lofts, DC's first Nike store, Mom's Organic and Union Market.

Location	2850 New York Ave. NE
City, State	Washington, D.C.
Latitude	38.917665
Longitude	-76.964927
Size(s)	14' x 48'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

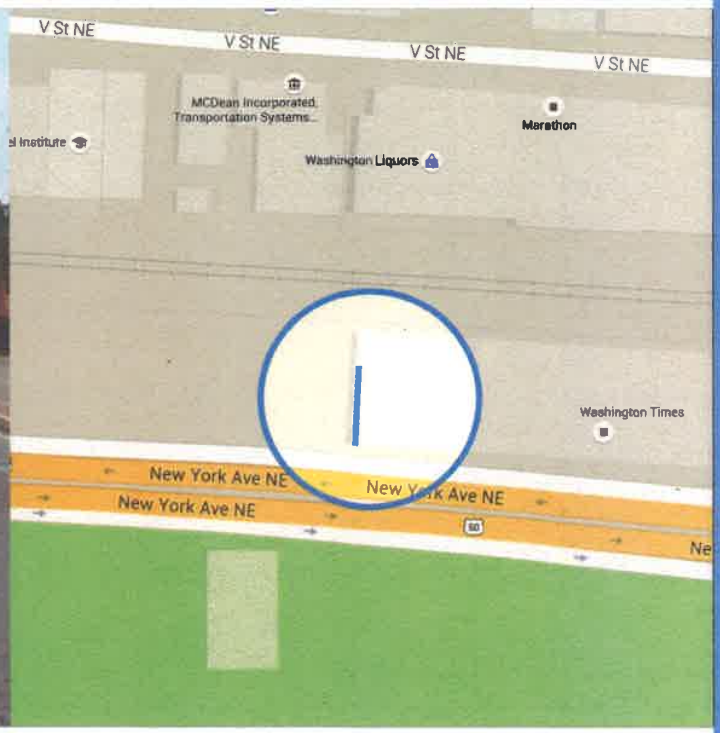
Washington, D.C. DC 0U2B

2850 New York Ave. NE

Outbound Traffic

This outbound 14' x 48' right hand read is located on one of DC's busiest commuter routes New York Ave NE. In addition to being a commuter route this corridor called Ivy City has become a hotbed of redevelopment. Recent projects include the Hecht Warehouse Lofts, DC's first Nike store, Mom's Organic and Union Market.

Location	2850 New York Ave. NE
City, State	Washington, D.C.
Latitude	38.917665
Longitude	-76.964927
Size(s)	14' x 48'
Digital Display	16mm
Loop/Spot Lengths	:64 seconds / 8 seconds



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DIGI MEDIA

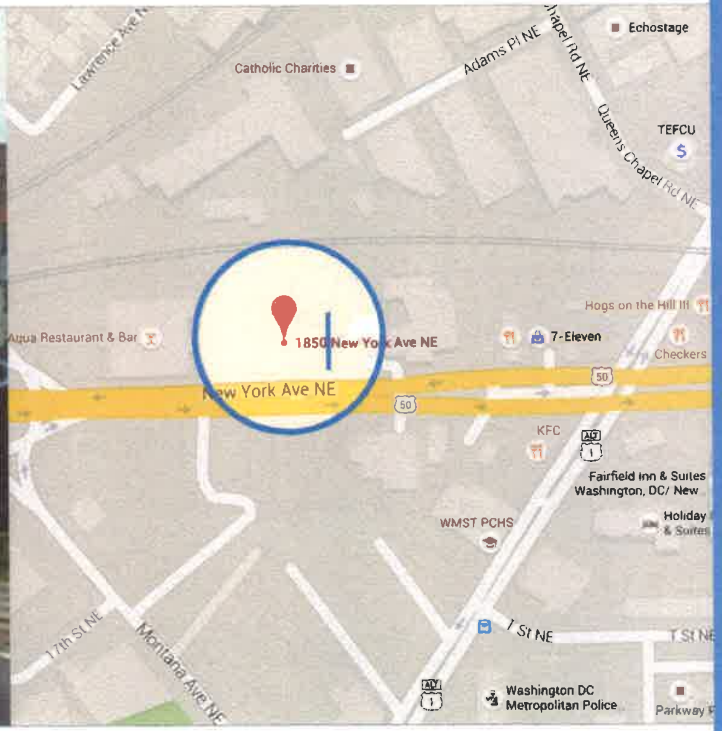
Washington, D.C. DC 0U3A

1850 New York Ave. NE

Inbound Traffic

These oversized 20 x 60 displays are located on one of the busiest commuter arteries, New York Ave NE. Not only is it the busiest artery for commuters, but the entire area is going through a complete redevelopment. Completed projects such as the Hecht Warehouse loft apartments which is home to DC's only Nike Store, Union Market and craft breweries/distilleries. One of DC's top 10 most impactful developments, New City DC, is currently underway directly across from these spectacular displays.

Location	1850 New York Ave. NE
City, State	Washington, D.C.
Latitude	38.917665
Longitude	-76.975464
Size(s)	20' x 60'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

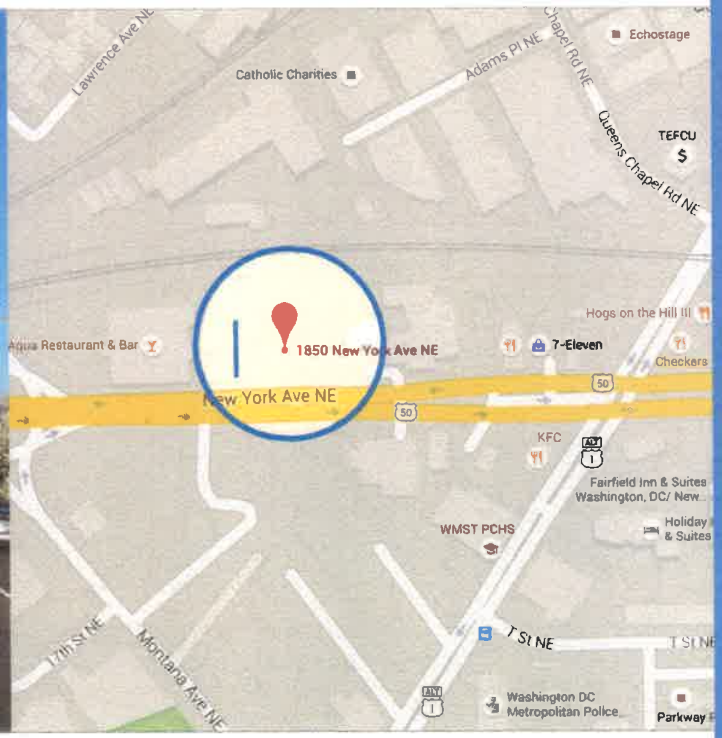
Washington, D.C. DC 003B

1850 New York Ave. NE

Outbound Traffic

These oversized 20 x 60 displays are located on one of the busiest commuter arteries, New York Ave NE. Not only is it the busiest artery for commuters, but the entire area is going through a complete redevelopment. Completed projects such as the Hecht Warehouse loft apartments which is home to DC's only Nike Store, Union Market and craft breweries/distilleries. One of DC's top 10 most impactful developments, New City DC, is currently underway directly across from these spectacular displays.

Location	1850 New York Ave. NE
City, State	Washington, D.C.
Latitude	38.917665
Longitude	-76.975464
Size(s)	20' x 60'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

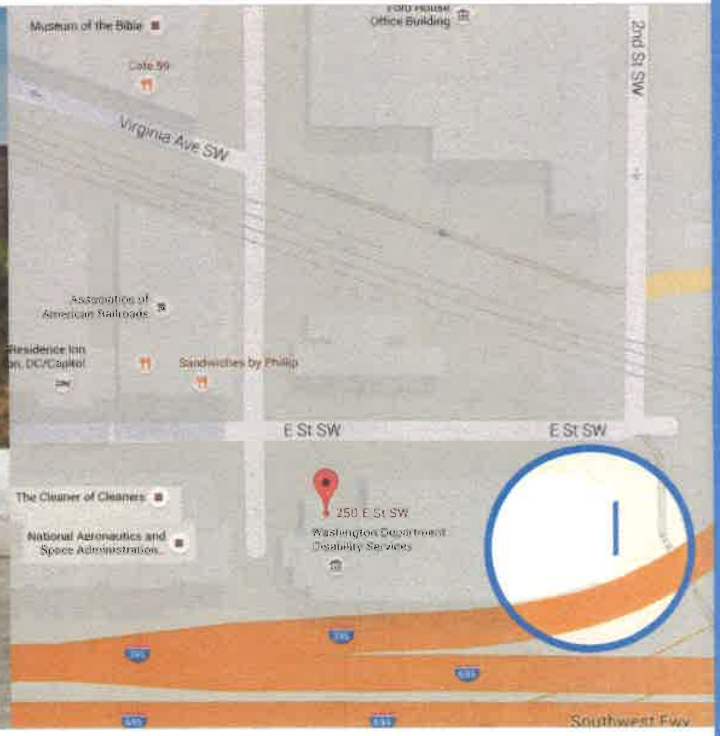
Washington, D.C. DC 0u4A

250 E Street SW

I395 Southbound

Located on I-395, one of DC's most traveled arterials connecting DC and Virginia suburbs. Traffic passing this sign is heading towards the airport and the The Wharf, which is the largest mixed-use project underway in DC. With virtually no OOH on this in-demand corridor, this 14 x 48 display will stand out and deliver high-impact digital messaging and elevate your brand to new heights.

Location	250 E st NW
City, State	Washington, D.C.
Latitude	38.896117
Longitude	-77.014602
Size(s)	14' x 48'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

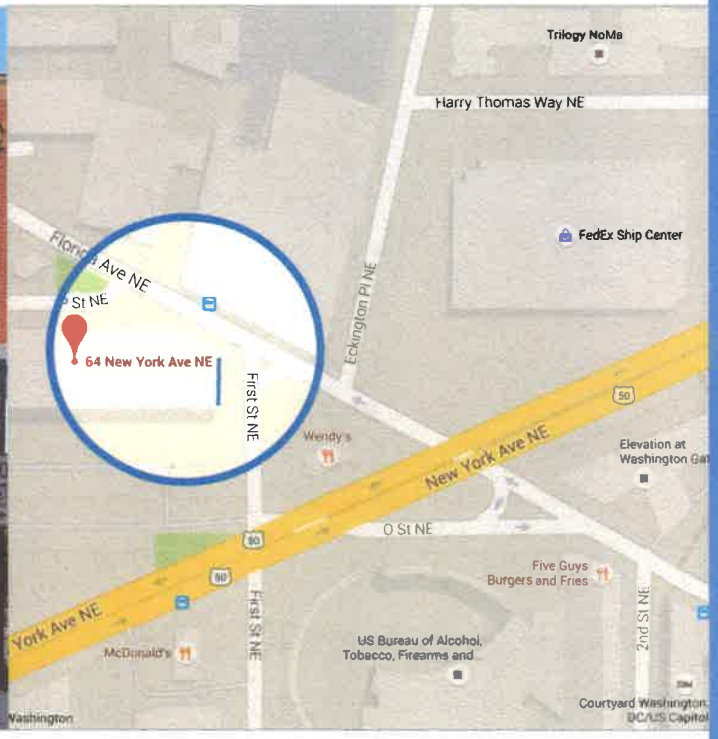
Washington, D.C. DC 0U5A

64 New York Ave. NE

Westbound Traffic

This oversized 18' x 54' spectacular provides dual reads to one DC's most congested arteries inbound NY Ave NE (Rt 50) as well as the always crowded Florida Ave NE. Located in the booming NOMA district the area is in midst of complete renaissance. Major area highlights include Sirius XM HQ, Bureau of Alcohol, Tobacco and Firearms, Gallaudet University, Ivy City and Union Market now being called the Brooklyn of DC.

Location	64 New York Ave. NE
City, State	Washington, D.C.
Latitude	38.909323
Longitude	-77.006015
Size(s)	18' x 54'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

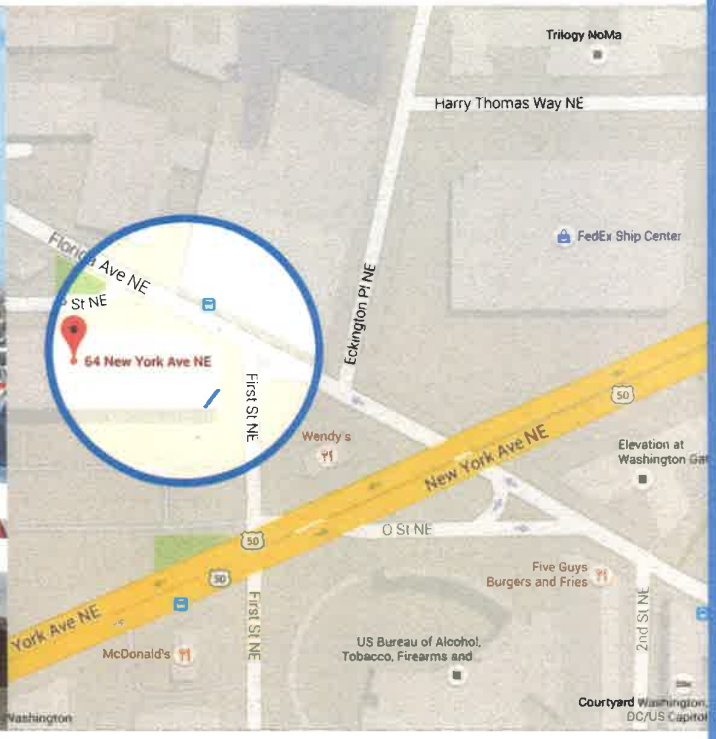
Washington, D.C. DC 005B

64 New York Ave. NE

Eastbound Traffic

This oversized 18' x 54' spectacular provides multiple reads to Florida Ave NE, 1st Street NE and to one of DC's most congested arteries outbound NY Ave NE (Rt 50). Located in the booming NOMA district the area is in midst of complete renaissance. Major area highlights include Sirius XM HQ, Bureau of Alcohol, Tobacco and Firearms, Gallaudet University, Ivy City and Union Market now being called the Brooklyn of DC.

Location	64 New York Ave. NE
City, State	Washington, D.C.
Latitude	38.909323
Longitude	-77.006015
Size(s)	18' x 54'
Digital Display	16mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

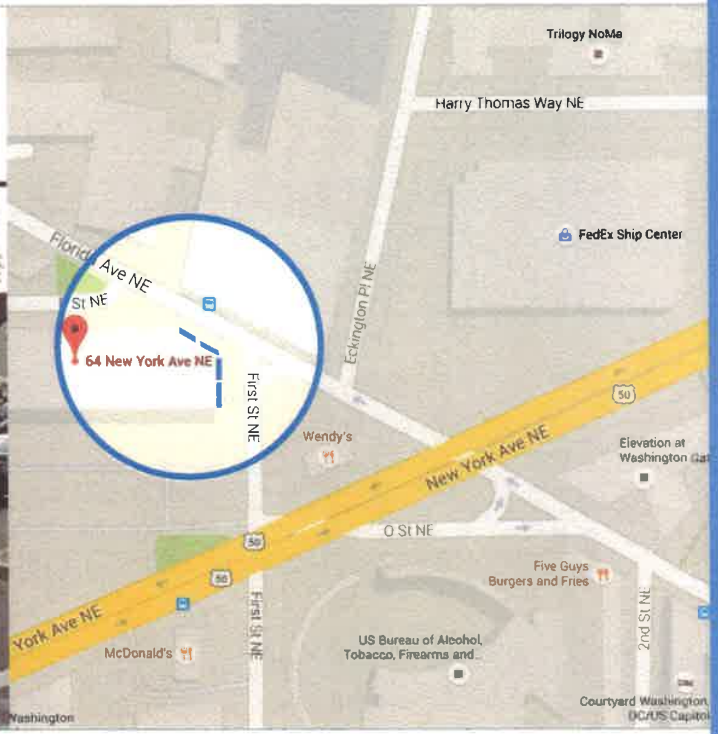
Washington, D.C. DC 005C,D,E,F

64 New York Ave. NE

Street Level

This street level combination of 4 oversized screens dominates this very congested intersection. Head on vehicle approach gives the sense of driving through the screens. Located in the booming NOMA district the area is in midst of complete renascence. Major area highlights include Sirius XM HQ, Bureau of Alcohol, Tobacco and Firearms, Gallaudet University, Ivy City and Union Market now being called the Brooklyn of DC.

Location	64 New York Ave. NE
City, State	Washington, D.C.
Latitude	38.909323
Longitude	-77.006015
Size(s)	10' x 17' (2), 10' x 14.8', 10" x 9.8'
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

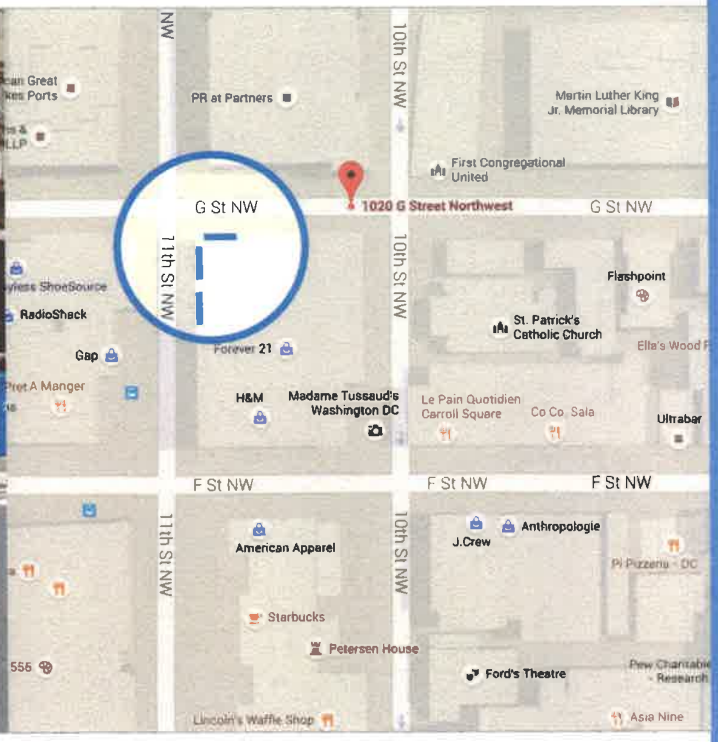
Washington, D.C. DC006A,B,C

Woodies Building

1020 G St. NW

This eye level trio of screens is situated in the bustling downtown business district of Washington D.C. and dominates the intersection of G Street NW and 11th Street NW. The site bordered by popular tourist and nightlife destinations like Chinatown, The Verizon Center, Penn Quarter and The White House. The site also surrounds entrances/exits to the Metro Center Station which is the busiest stop in the entire system.

Location	1020 G Street NW
City, State	Washington, D.C.
Latitude	38.898365
Longitude	-77.026979
Size(s)	9' x 19', 10' x 14' 9 (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

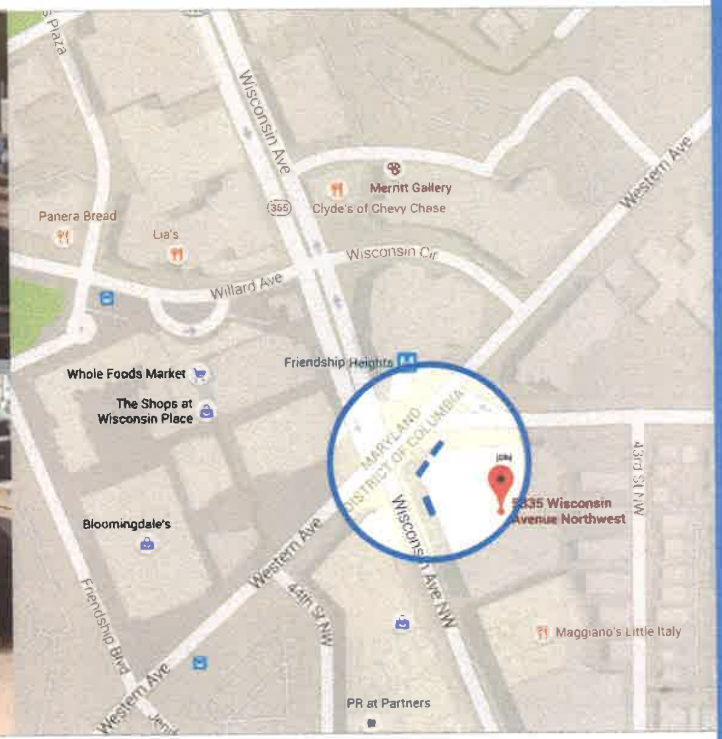
Washington, D.C. DC007A,B,C

Chevy Chase Pavilion

5335 Wisconsin Ave NW

This site consists of a pair of spectacular screens at main entrance on Western and an additional screen at the Wisconsin entrance. The Chevy Chase/Bethesda communities are one of the most affluent areas in the US with this shopping district called the Rodeo Drive of the East. This site provides the ultimate placement for any upscale, luxury, high end brand.

Location	5335 Wisconsin Ave NW
City, State	Washington, D.C.
Latitude	38.960788
Longitude	-77.085537
Size(s)	6' x 12', 12' x 12' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

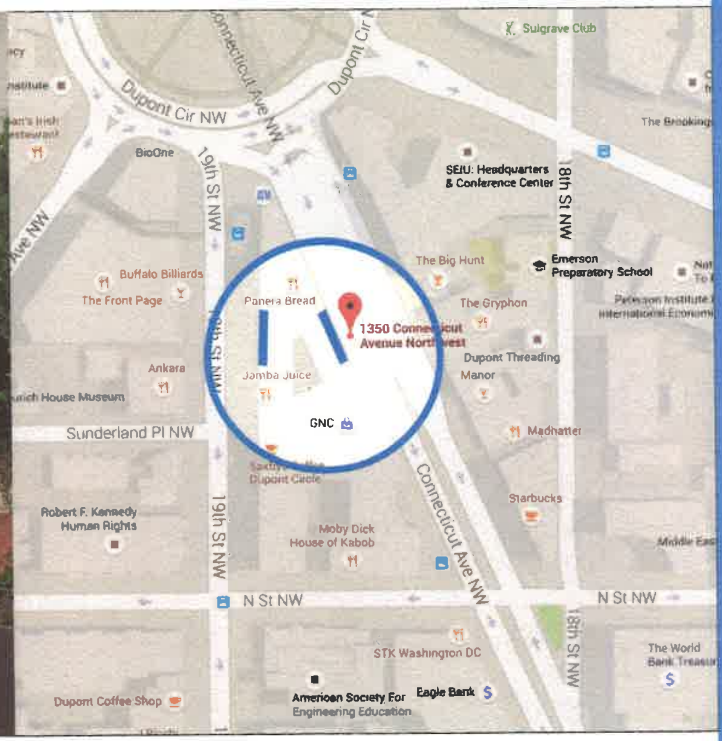
Washington, D.C. DC008A,B

1350 Connecticut Ave NW

DuPont Circle

These dual screens are located just south of the historic neighborhood of DuPont Circle. DuPont is a popular choice for many to live in D.C. This site is also near many perpetually buzzing nightlife hangouts and directly facing the DuPont Circle Metro Station. In close proximity is GWU/Foggy Bottom, Adams Morgan, Georgetown and The National Harbor.

Location	1350 Connecticut Ave NW
City, State	Washington, D.C.
Latitude	38.908264
Longitude	-77.042791
Size(s)	3' x 9' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

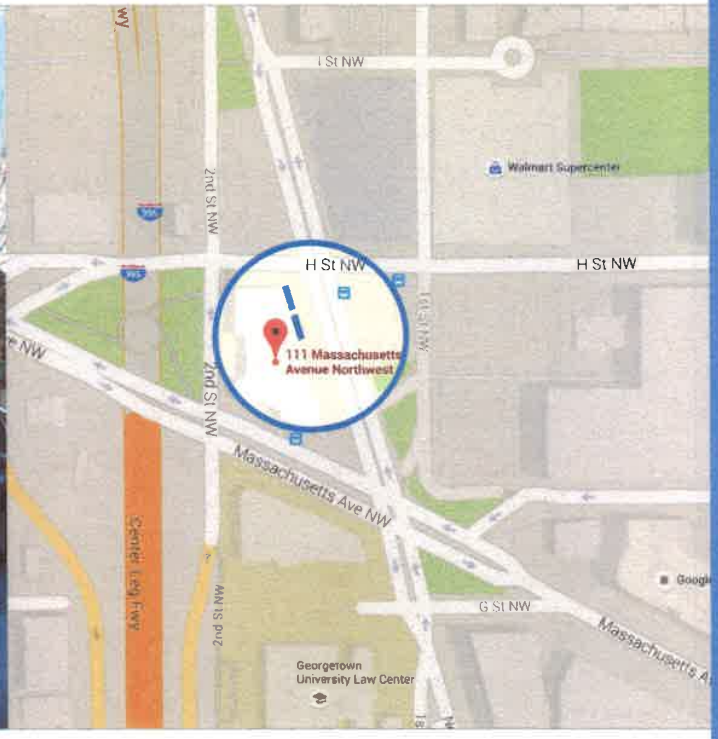
DIGI MEDIA

Washington, D.C. DC009A,B

111 Massachusetts Ave NW

These oversized dual screens read to the highly congested westbound H street traffic. The area is constant with traffic as it intersects with the I395 on and off ramps. This site stands between the east end and NOMA with numerous mixed use developments including the 2.2mm sq ft Capitol Crossing now under construction. In close proximity is Georgetown Law School, Google DC, Walmart Super Center and Union Station.

Location	111 Massachusetts Ave NW
City, State	Washington, D.C.
Latitude	38.899664
Longitude	-77.013213
Size(s)	12' x 24' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

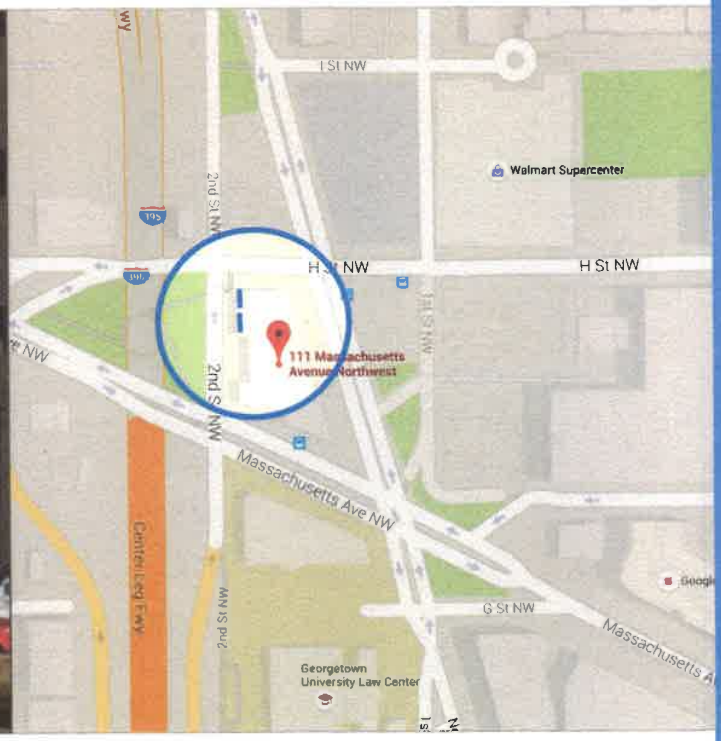
DIGI MEDIA

Washington, D.C. DC 009C, D

111 Massachusetts Ave NW

These oversized dual screens read to the highly congested eastbound H Street traffic. The area is constant with traffic as it intersects with the I395 on and off ramps. This site stands between the east end and NOMA with numerous mixed use developments including the 2.2mm sq ft Capitol Crossing now under construction. In close proximity is Georgetown Law School, Google DC, Walmart Super Center and Union Station.

Location	111 Massachusetts Ave NW
City, State	Washington, D.C.
Latitude	38.899664
Longitude	-77.013213
Size(s)	8' x 24' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



PREMIERMEDIA *Exclusive sales and marketing partner*

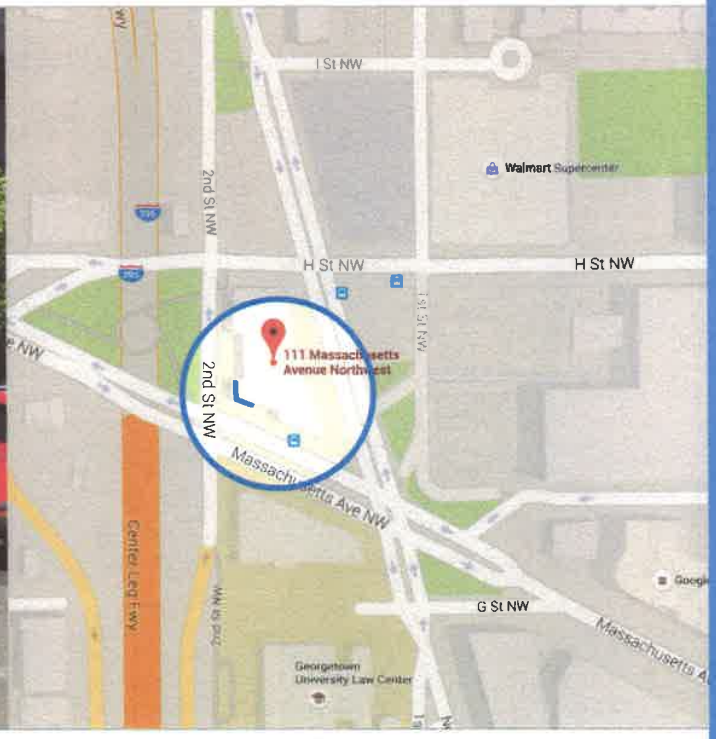
DIGI MEDIA

Washington, D.C. DC 009E, F

111 Massachusetts Ave NW

These oversized dual screens read to the highly congested Massachusetts Ave and I395 off ramp traffic. The area is constant with traffic as it intersects with the I395 on and off ramps. This site stands between the east end and NOMA with numerous mixed use developments including the 2.2mm sq ft Capitol Crossing now under construction. In close proximity is Georgetown Law School, Google DC, Walmart Super Center and Union Station.

Location	**111 Massachusetts Ave NW**
City, State	Washington, D.C.
Latitude	**38.899664**
Longitude	-77.013213
Size(s)	8' x 24' (2)
Digital Display	**6mm**
Loop/Spot Lengths	**64 seconds / 8 seconds**



PREMIERMEDIA *Exclusive sales and marketing partner*

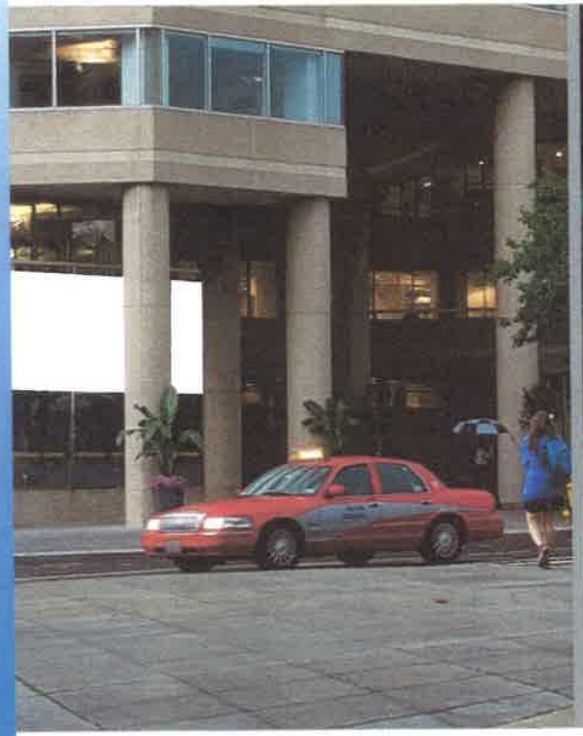
DIGI MEDIA

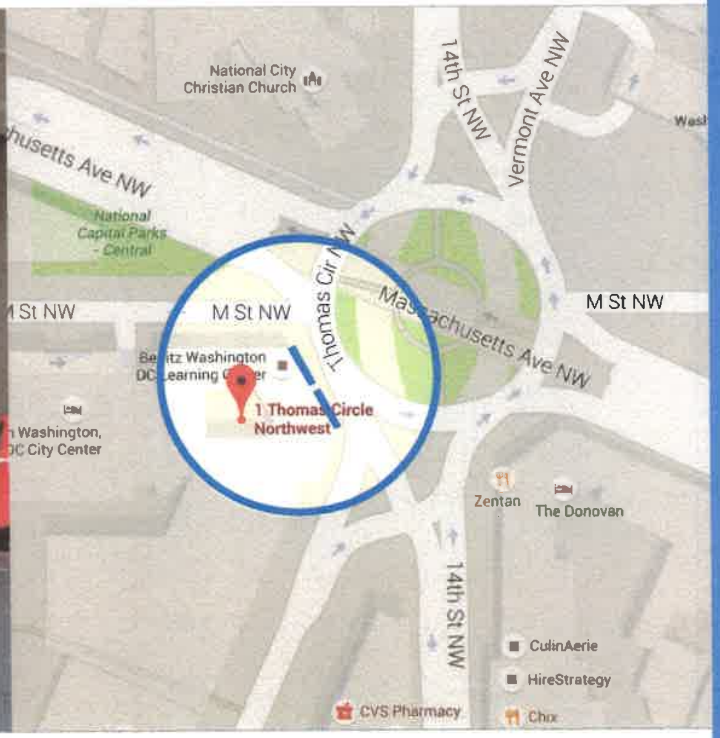
Washington, D.C. DC 010A, B

1 Thomas Circle NW

These twin screens dominate the famous Thomas Circle. Set in the central part of downtown D.C. the traffic and pedestrian flow is consistently heavy through this circle. In close proximity is The White House, National Mall, GWU/Foggy Bottom. The area is also home to many chic restaurants, bars and hotels.

Location	1 Thomas Circle NW
City, State	Washington, D.C.
Latitude	38.905322
Longitude	-77.032699
Size(s)	8' x 24' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds





PREMIERMEDIA *Exclusive sales and marketing partner*

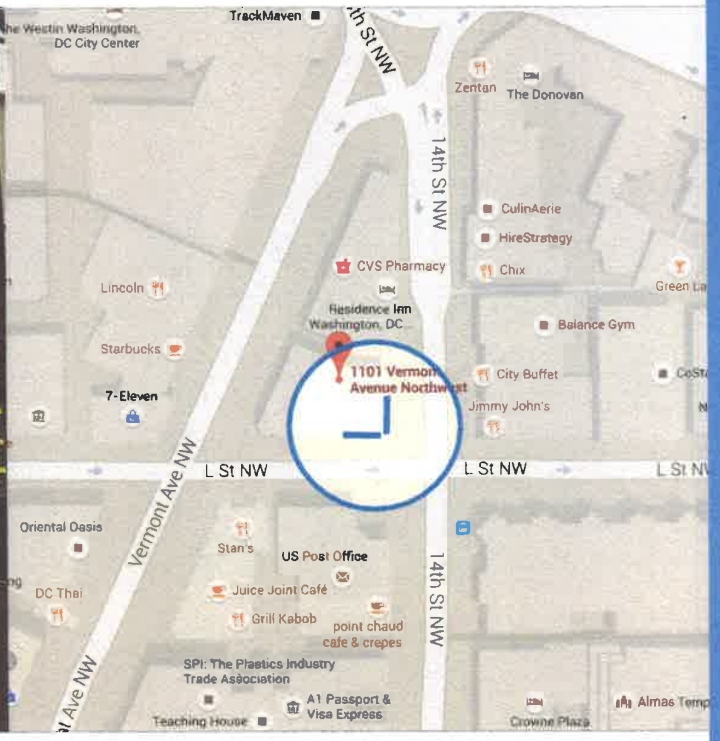
DIGI MEDIA

Washington, D.C. DC 011A, B

1101 Vermont Ave NW

Located just off Thomas Circle these dual screens dominate the intersection which is constantly congested with vehicles and pedestrians . In close proximity is The White House, National Mall, GWU/Foggy Bottom. The area is also home to many chic restaurants, bars and hotels.

Location	1101 Vermont Ave NW
City, State	Washington, D.C.
Latitude	38.904019
Longitude	-77.03244
Size(s)	6' x 18' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

Washington, D.C. DC 012A

Van Ness Center

4301 Connecticut Ave NW

This eye level spectacular screen is located in the historic community of Van Ness and across from UDC. The site delivers high exposure due to the congestion on Connecticut Ave as well as being located at the Van Ness Metro stop and bus stop. This NW DC neighborhood is adjacent the charming Rock Creek Park this area is also home to many students since UDC and Howard University are within close proximity.

Location	4301 Connecticut Ave NW
City, State	Washington, D.C.
Latitude	38.944986
Longitude	-77.063457
Size(s)	8' x 24'
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds

PREMIERMEDIA *Exclusive sales and marketing partner*

DIGI MEDIA

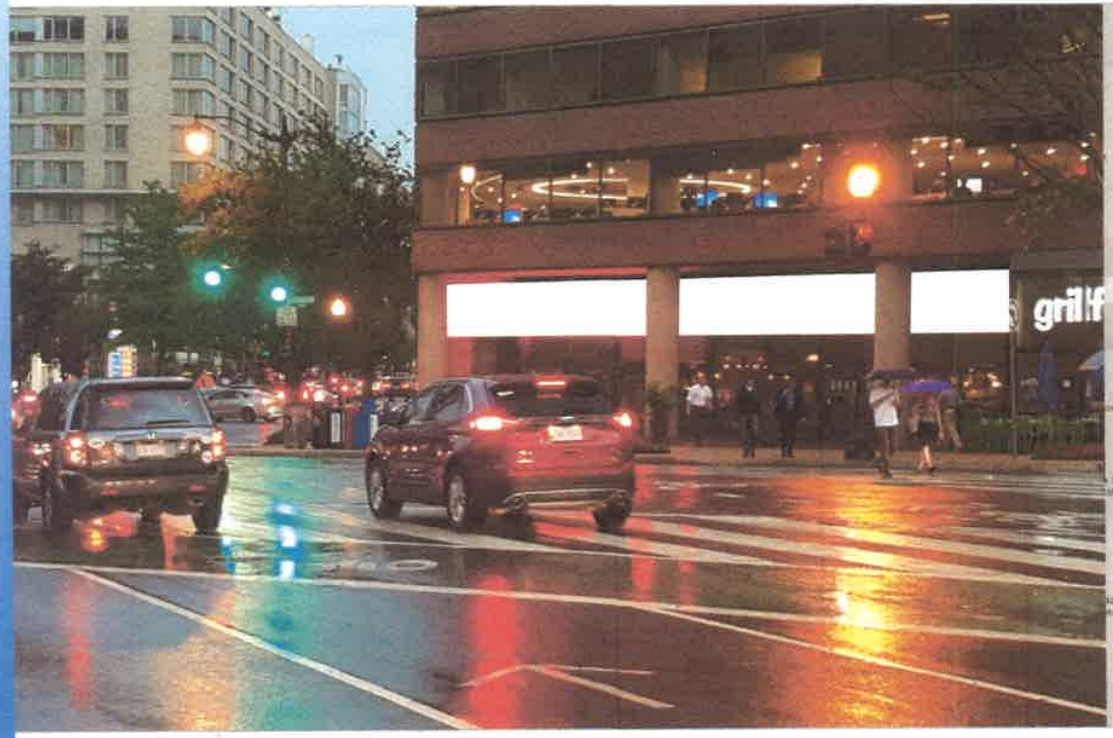
Washington, D.C. DC 013A, B, C

1200 New Hampshire Ave NW

This trio of screens in the upscale West End District provides 55' of street frontage and dominates the intersection of New Hampshire NW and M Street NW. Delivering a primary vehicle read to both streets as well as heavy pedestrian traffic. Regal hotels such as the Ritz Carlton, Fairmont, Renaissance, Westin and Washington Marriott are next door neighbors to the site. Popular areas like DuPont Circle, GWU/Foggy Bottom and Georgetown are a short walk from this location.

*For total intersection domination use in conjunction with DC014A,B,C,D,E 2100 M Street NW

Location	1200 New Hampshire Ave NW
City, State	Washington, D.C.
Latitude	38.905884
Longitude	-77.047215
Size(s)	8' x 24', 8' x 21', 8' x 10'
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

Washington, D.C. DC 014A, B, C, D, E

2100 M St. NW

This combination of screens wraps the corner with 60' of street frontage on 5 screens. Located in the posh West End at the intersection of New Hampshire Ave NW and M Street NW. Regal hotels such as the Ritz Carlton, Fairmont, Renaissance, Westin and Washington Marriott are next door neighbors to the site. Popular areas like DuPont Circle, GWU/Foggy Bottom and Georgetown are a short walk from this location.

*For total intersection domination use in conjunction with DC013A,B,C 1200 New Hampshire Ave NW

Location	2100 M St. NW
City, State	Washington, D.C.
Latitude	38.904888
Longitude	-77.047082
Size(s)	4' x 12' (5)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds

PREMIERMEDIA *Exclusive sales and marketing partner*

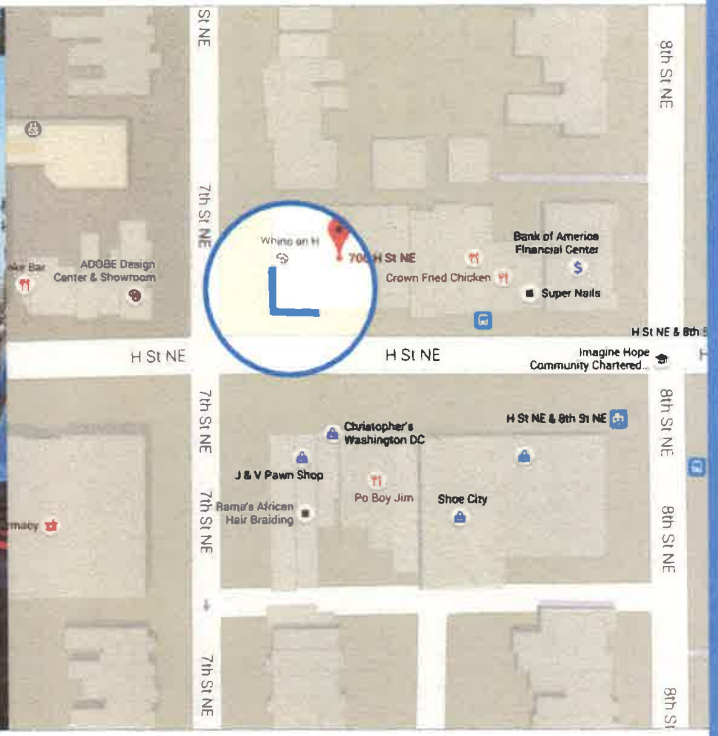
DIGI MEDIA

Washington, D.C. DC 015A, B

700 H St. NE

This oversized dual corner screen is located in the heart of the revitalized H Street NE corridor of D.C. The H Street NE corridor has delivered multiple residential and retail complexes with another 1,500 units being delivered including the Apollo with 430 units/Whole Foods and Anthology with 307 units/Starbucks. With the mass influx of new residents to the area it is now home to a diverse group of restaurants, night-life and entertainment venues such as The Atlas Center and Rock and Roll Hotel. This is DC's version of Williamsburg and Bushwick in Brooklyn.

Location	700 H St. NE
City, State	Washington, D.C.
Latitude	38.900437
Longitude	-76.995818
Size(s)	10.5" x 36" (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

Washington, D.C. DC 016A, B

601 13th St. NW

This set of eye level screens is located in the heart of downtown and dominates the intersection of G Street NW and 13th Street NW. The area is bustling with office, retail, restaurant and entertainment traffic. This site location surrounds the Metro Center subway station the busiest in the system. Popular destinations such as the White House, Gallery Place, Warner Theatre, Verizon Center are within close proximity.

Location	601 13th St. NW
City, State	Washington, D.C.
Latitude	38.898245
Longitude	-77.029309
Size(s)	6' x 15' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds

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DIGI MEDIA

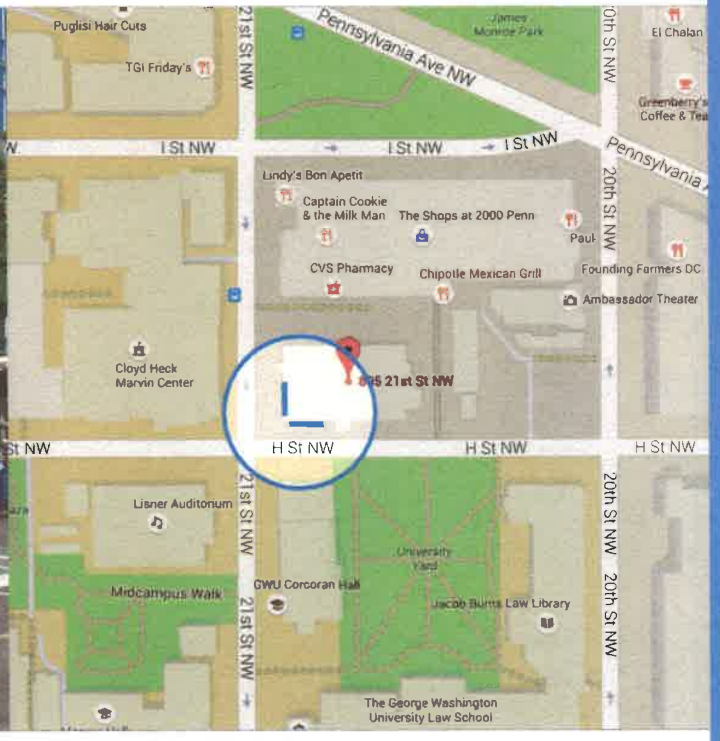
Washington, D.C. DC 017A, B

GWU School of Media and Public Affairs

805 21st Street NW

These oversized twin corner screens are in the heart of GWU's campus in downtown DC's highly desirable Foggy Bottom neighborhood. Throngs of students, faculty, residents and visitors walk through this campus intersection at H and 21st Streets all year long. This display is within blocks of Whole Foods, District Commons and fine dining/nightlife. Close by is The National Harbor, The White House and the always popular Georgetown.

Location	805 21st Street NW
City, State	Washington, D.C.
Latitude	38.899826
Longitude	-77.046159
Size(s)	10' x 17' (2)
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

Washington, D.C. DC 018A, B

801 N. Capitol St NE

These twin eye level screens sit on the bustling intersection of North Capitol and H Streets NE. This area is the connection of the revived H Street corridor and the Capitol Hill neighborhood. The area is growing rapidly with mixed use development such as Senate Square Lofts and the Station House. In close proximity is CNN, Kaiser Permanente, Care First and the soon to come Capitol Crossing mega development and the Uline Arena flagship REI store.

Location	**801 N. Capitol St NE**
City, State	**Washington, D.C.**
Latitude	38.900495
Longitude	**-77.008618**
Size(s)	8' x 14' (2)
Digital Display	**6mm**
Loop/Spot Lengths	**64 seconds / 8 seconds**

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DIGI MEDIA

Washington, D.C. DC 019A, B, C

1901 L St NW

This grouping of three displays is located in the popular NW district between Foggy Bottom and DuPont Circle. Surrounded by many restaurants, bars and office buildings this area of town is always active with a steady stream of pedestrians and vehicles. Nearby attractions include Georgetown, National Harbor, The White House and National Mall.

Location	1901 L St NW
City, State	Washington, D.C.
Latitude	38.904037
Longitude	-77.04387
Size(s)	8' x 27' (2), 8' x 17'
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds

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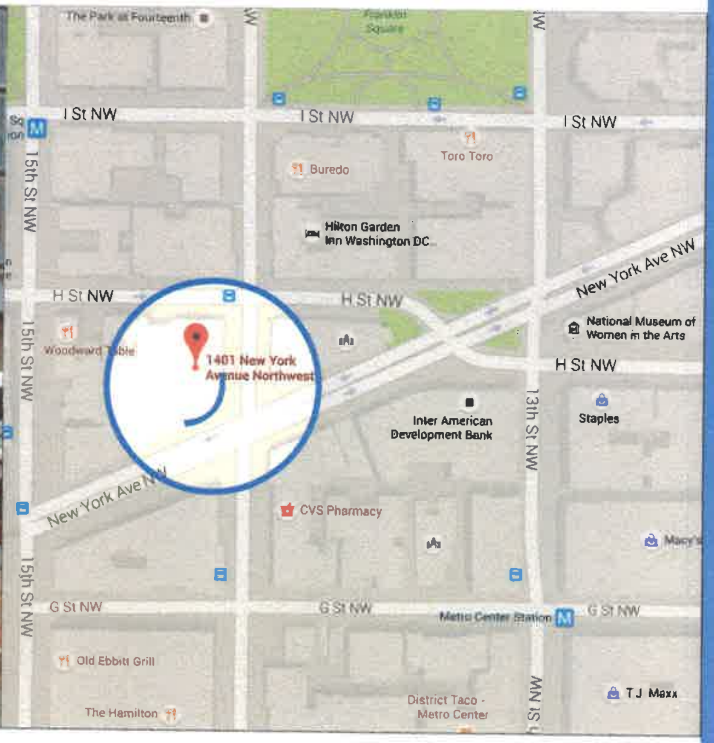
DIGI MEDIA

Washington, D.C. DC 020A

1401 New York Avenue

This location is within two blocks from the front door of The White House, the old Federal Reserve, Franklin Square Park, McPherson Square and Metro Center. The unparalleled pedestrian and vehicular read to 8 separate lanes of heavy traffic build a case for this to be arguably the best unit in The United States of America! This digital display is FULL MOTION with ad exposure to the heaviest tourism in the market, federal government and downtown financial district.

Location	1401 New York Ave NW
City, State	Washington, D.C.
Latitude	38.899781
Longitude	-77.032312
Size(s)	7' x 100'
Digital Display	6mm
Loop/Spot Lengths	64 seconds / 8 seconds



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DIGI MEDIA

DC Network Capabilities

Integrating the worlds best OOH software to drive value and improve integration across channels

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

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DIGI MEDIA

UNIT ID #	ADDRESS/DESCRIPTION	CITY or HIGHWAY	DEC'S/WEEKLY RATING	RATECARD
DC001A	I395 F/S @ 950 L'Enfant Plaza	Highway	1,076,600	55,000
DC001B	I395 F/N @ 950 L'Enfant Plaza	Highway	1,076,600	55,000
DC002A	2850 New York Ave NE F/W	Highway	522,200	25,000
DC002B	2850 New York Ave NE F/E	Highway	522,200	20,000
DC003A	1850 New York Ave NE F/W	Highway	522,200	25,000
DC003B	1850 New York Ave NE F/E	Highway	522,200	25,000
DC004A	I395 F/N @ 250 E Street SW	Highway	1,076,600	55,000
DC005A	64 New York Ave NE F/W	Highway	672,322	30,000
DC005B	64 New York Ave NE F/E	Highway	672,322	25,000
DC005A,B,C,D	64 New York Ave NE Street Level F/W	City	672,322	20,000
DC006A,B,C	1020 G Street NW F/N&W	City*	2,110,522	38,000
DC007A,B,C	5335 Wisconsin AVE NW @ Chevy Chase Pavilion	City*	1,184,032	37,000
DC008A, B	1350 Connecticut Ave NW @ DuPont Circle	City*	2,812,178	22,000
DC009A,B	111 Massachusetts Ave NW F/E	City	677,155	28,000
DC009C,D	111 Massachusetts Ave NW F/W	City	677,155	28,000
DC009E,F	111 Massachusetts Ave NW F/S & W	City	677,155	28,000
DC010A,B	One Thomas Circle F/E	City	348,681	30,000
DC011A,B	1101 Vermont Ave NW F/S & E	City	173,375	18,000
DC012A	4301 Connecticut Ave NW @ Van Ness Center F/S	City*	1,092,585	8,000
DC013A,B,C	1200 New Hampsire Ave NW F/SE	City	228,882	30,000
DC014A,B,C,D,E	2100 M Street NW F/N/W	City	228,882	30,000
DC015A,B	700 H Street NE F/S & W	City	266,192	25,000
DC016A,B	601 13th Street NW F/N & W	City*	2,110,522	30,000
DC017A,B	805 21st Street NW @ GWU Media and PA F/S & W	City	116,863	30,000
DC018A,B	801 North Capital Street @ UDC F/SW	City	505,213	14,000
DC019A,B,C	1901 L Street NW F/E	City	155,125	28,000
DC020A	1401 New York Ave NW	City	457,479	70,000
	Highway Network	Highway	6,663,244	315,000
	City Network	City	14,494,318	514,000
	Full Network	Highway/City	21,157,562	829,000

All ratings are from DOT and are car traffic counts only except City locations located at Metro stop.*
2015 ridership numbers from WMATA and factor number of ent/exits at station
No pedestrian counts are included all locations will be rated by GeoPath (TAB) upon installation

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