



LOUISVILLE, KY [SDF]

AIRPORT MEDIA GUIDE

AIRPORT ADVERTISING

Airport advertising delivers your message to a saturated audience of **affluent, educated, tech-savvy** business and leisure travelers in a “high dwell environment.”

Whether you are trying to raise awareness about your brand, product, or service, or you’d like to encourage point-of-sale, **airport advertising meets your needs.**



Airport advertising stands out from other media options because of its high visibility. Advertisers have the opportunity to target an engaged audience as they journey through the airport, from security lines to baggage claim.

Branding campaigns give consumers top of mind awareness of your brand. Invest in airport advertising to spread the word about your product or service.

Airport ads work exceptionally well for branding campaigns. Use airport advertising to paint a vivid, captivating picture of your brand. Achieve high ad recall and campaign awareness by bringing your message to the airport where the engaged audience awaits.

Advertisers say that when they use airport in their media mix, the buy feels much “bigger” than the actual spend.

AIRPORT PROFILE



**AVERAGE ANNUAL
PASSENGERS:
3.3 million**

- Conveniently 7 miles from downtown Louisville
- Louisville is the largest city in Kentucky
- Home to over 15 universities
- Louisville Area is the headquarters for many corporations

Source: airport.amarillo.com

TRAVELER PROFILE



**95 MILLION ADULTS
HAVE TAKEN AT LEAST 1 DOMESTIC
FLIGHT IN THE PAST YEAR**

Airport Frequent Fliers:
4+ trips per year

LOUISVILLE INTERNATIONAL FREQUENT FLIERS



93%

have taken at least one
personal/vacation trip in
the past year.



66%

have taken at least one
business trip in the
past year.



64%

have at least some
college education.



53%

are employed full time.



78%

have a HHI of \$75,000
or greater.



71%

viewed airport digital
display in past 6 months.

Source: Nielsen Scarborough Louisville, KY 2017 Release 1

MARKET PROFILE

AREA EVENTS & ATTRACTIONS

University of Louisville | Sullivan University | Cave Hill Cemetery
Louisville Slugger Field | Muhammad Ali Center | Louisville Zoo
Louisville Waterfront Park | Kentucky Kingdom | Conrad's Castle
Louisville Mega Cavern | Louisville Slugger Museum & Factory
Frazier History Museum | Churchill Downs | The Big Four Bridge
Louisville Mega Center | Old Louisville Kentucky Derby
Muhammad Ali Center



Source: Nielsen Scarborough Louisville, KY 2017 Release 1, gotolouisville.com

31%
OF RESIDENTS
HAVE FLOWN AT
LEAST ONCE THIS
PAST YEAR

34%
OF RESIDENTS
HAVE BEEN TO A
PROFESSIONAL
SPORTS EVENT
THIS YEAR

MARKET PROFILE



POPULATION:

1,272,682



48.4% MALE



51.6% FEMALE

18-24 y/o **12%**

45-54 y/o **18%**

25-34 y/o **17%**

55-64 y/o **18%**

35-44 y/o **17%**

65 & older **20%**

22% OF RESIDENTS HAVE A COLLEGE DEGREE OR HIGHER

79% ARE WHITE; 14% ARE BLACK; 5% ARE HISPANIC

35% OF HOUSEHOLDS EARN OVER \$75,000/YEAR

66% OWN THEIR RESIDENCE WHILE 34% RENT

Source: Nielsen Scarborough Louisville, KY 2017 Release 1, census.gov



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COMPETITIVE MEDIA PRESENCE



Airport advertising is a constant media companion.
Outdoor ads deliver consistent impressions as trends shift in other forms of advertising. Out-of-Home can compliment, reinforce, and extend the reach of other ad types in your campaign as part of a media mix strategy.

RADIO

38%

of residents use an online music service.

TELEVISION

52%

of homes *do not* subscribe to cable television.

NEWSPAPER

61%

of residents say they *did not* read a newspaper in the past week.

Source: Nielsen Scarborough Louisville, KY 2017 Release 1



AIRPORTS | SDF

AIRPORT PRODUCT OFFERINGS

BAGGAGE CLAIM



BAGGAGE CLAIM DIGITAL NETWORK

65" digital displays
2 displays w/ 4 faces

AIRPORT PRODUCT OFFERINGS

ARRIVALS HALLWAY



VIDEO WALL SPECTACULAR

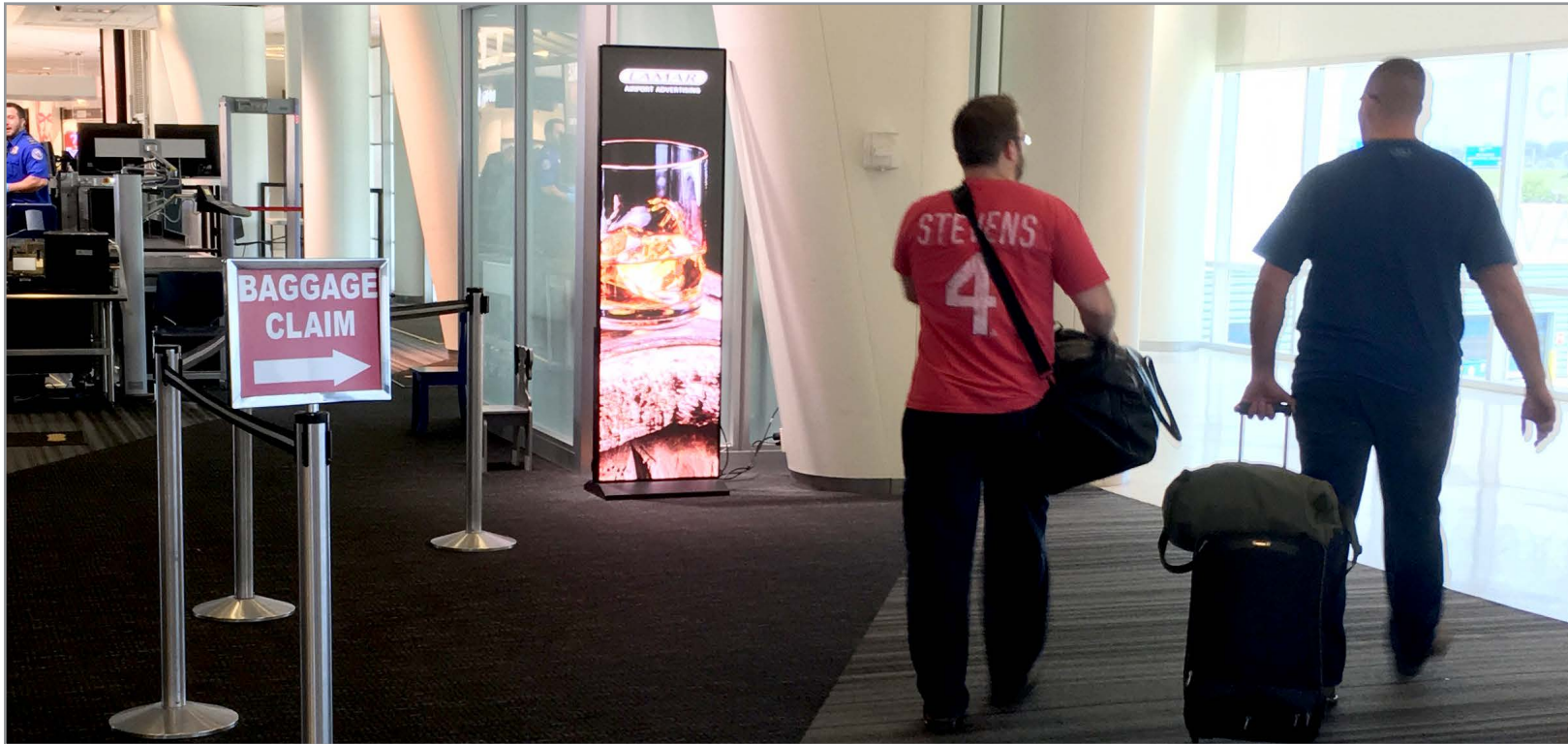
12' x 7' video wall

1 display

(9) - 55" LCD monitors

AIRPORT PRODUCT OFFERINGS

ARRIVALS HALLWAY



VERTICAL DIGITAL DISPLAY

1 display

AIRPORT PRODUCT OFFERINGS

BAGGAGE CLAIM



FABRIC TENSION WALL MURAL DISPLAYS

20' x 5'

6 displays

AIRPORT PRODUCT OFFERINGS

AIRPORT WIDE



BACKLIT FABRIC DISPLAY

- 6' x 6'
- 8' x 8'
- 4' x 6'
- 6' x 4'

AIRPORT PRODUCT OFFERINGS

SECURITY



SPECTACULAR
10' x 10'

AIRPORT PRODUCT OFFERINGS

SECURITY



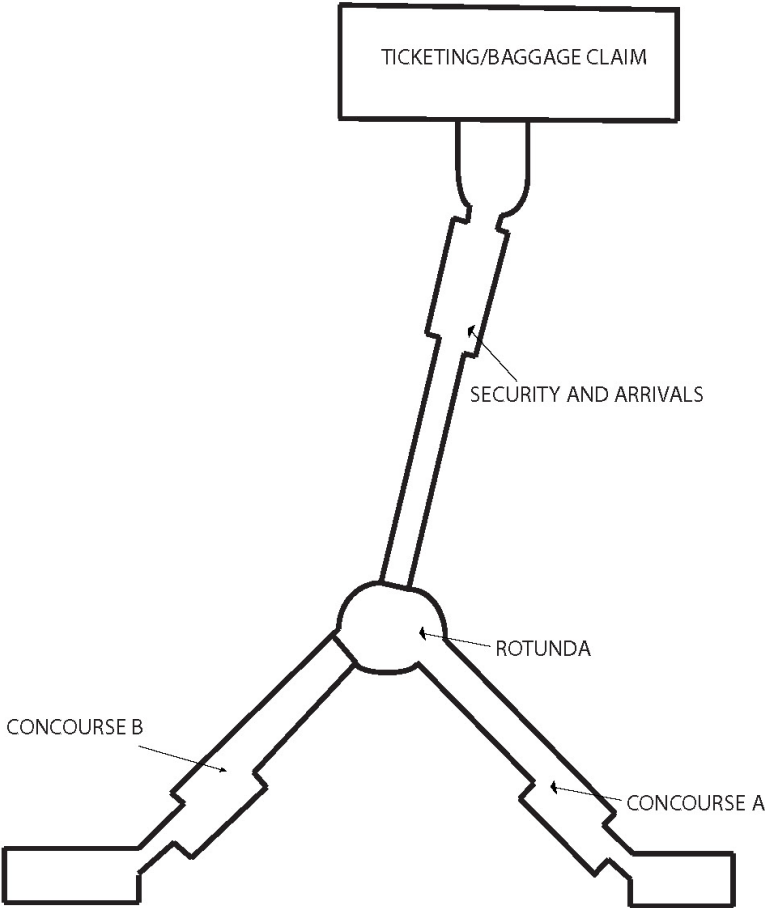
FABRIC TENSION WALL MURAL DISPLAYS

13' x 4'

2 displays

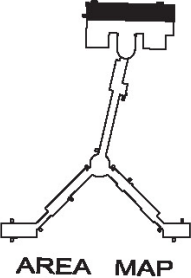
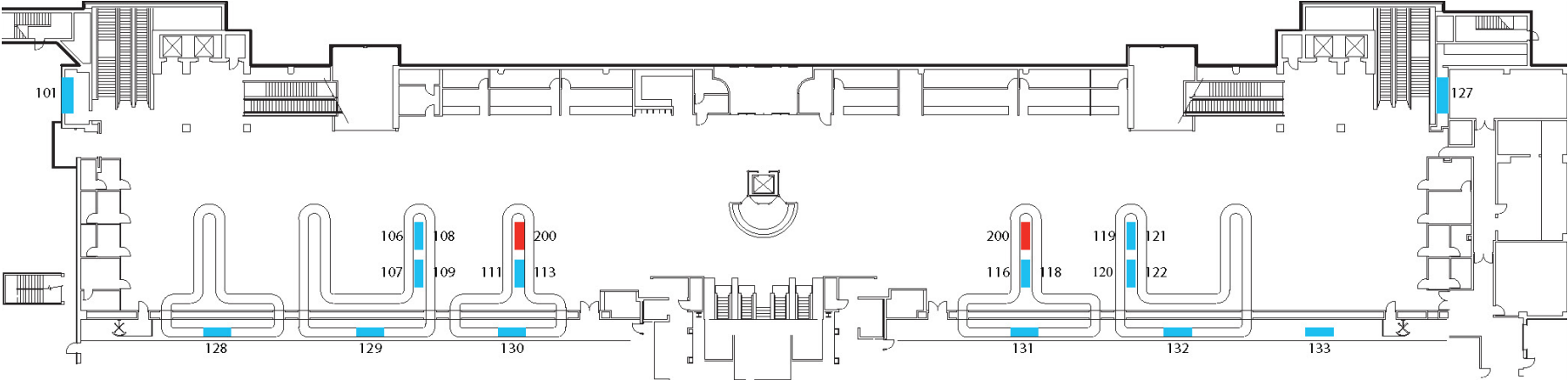
AIRPORT MAP

MAP OVERVIEW



AIRPORT MAP

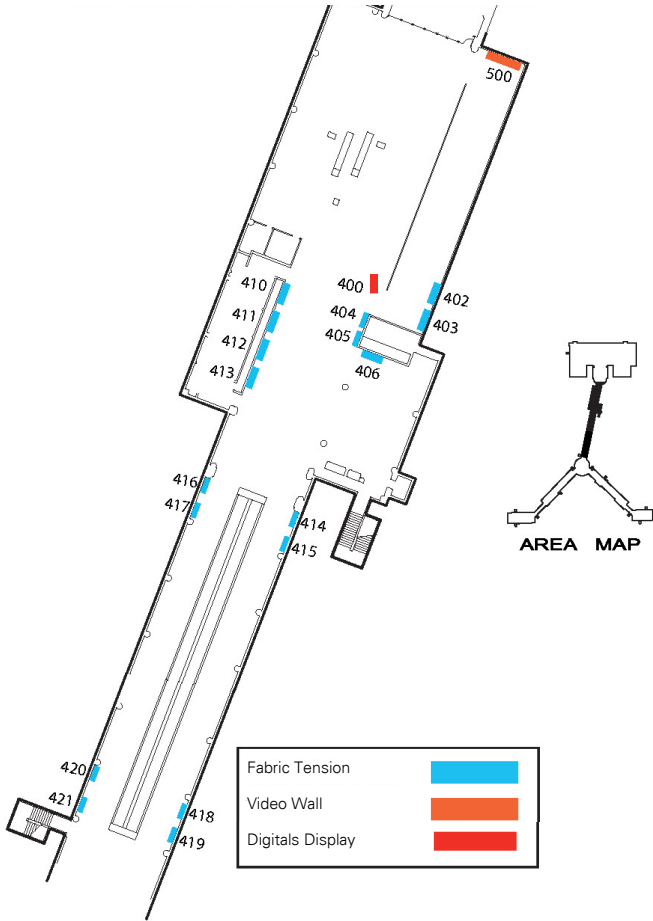
TICKETING / BAGGAGE CLAIM



Fabric Tension	Blue
Bag Deck Digitals	Red

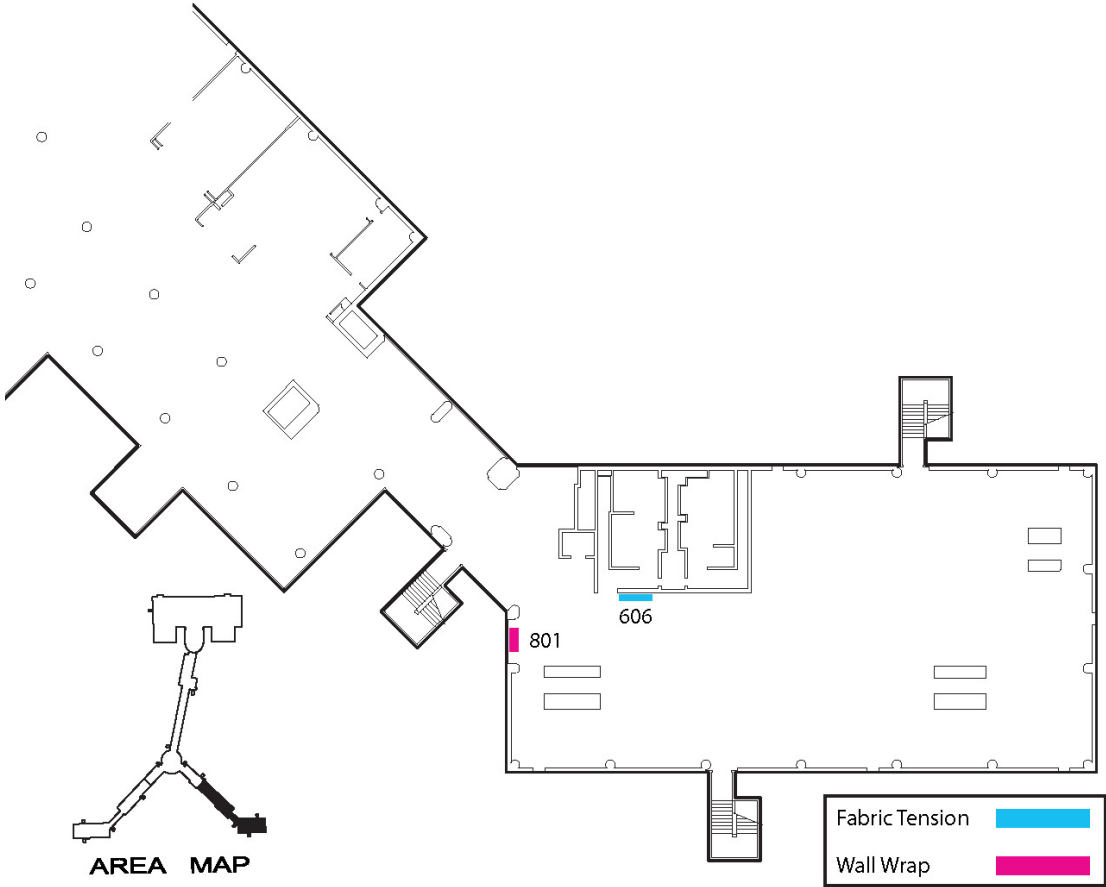
AIRPORT MAP

SECURITY / ARRIVALS



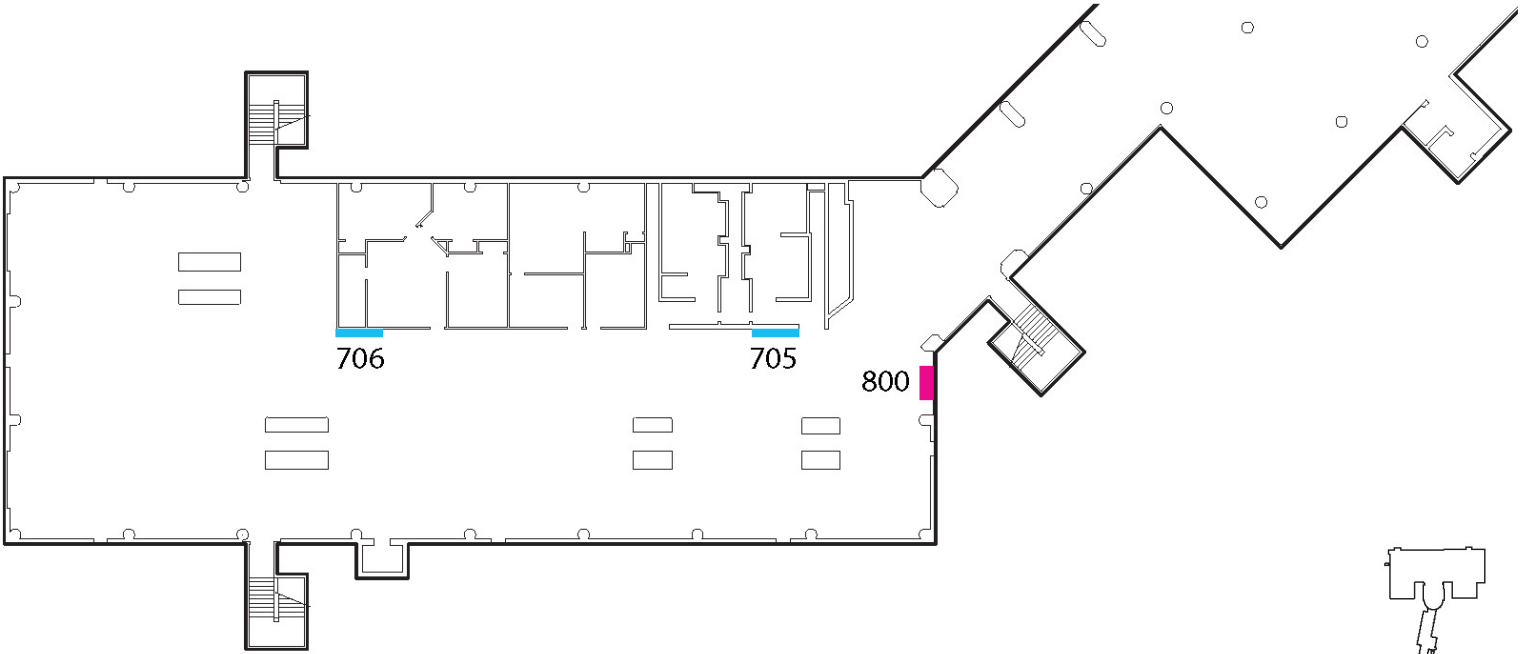
AIRPORT MAP

CONCOURSE A

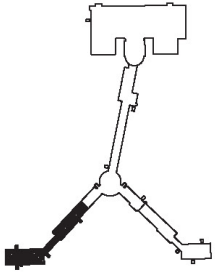


AIRPORT MAP

CONCOURSE B



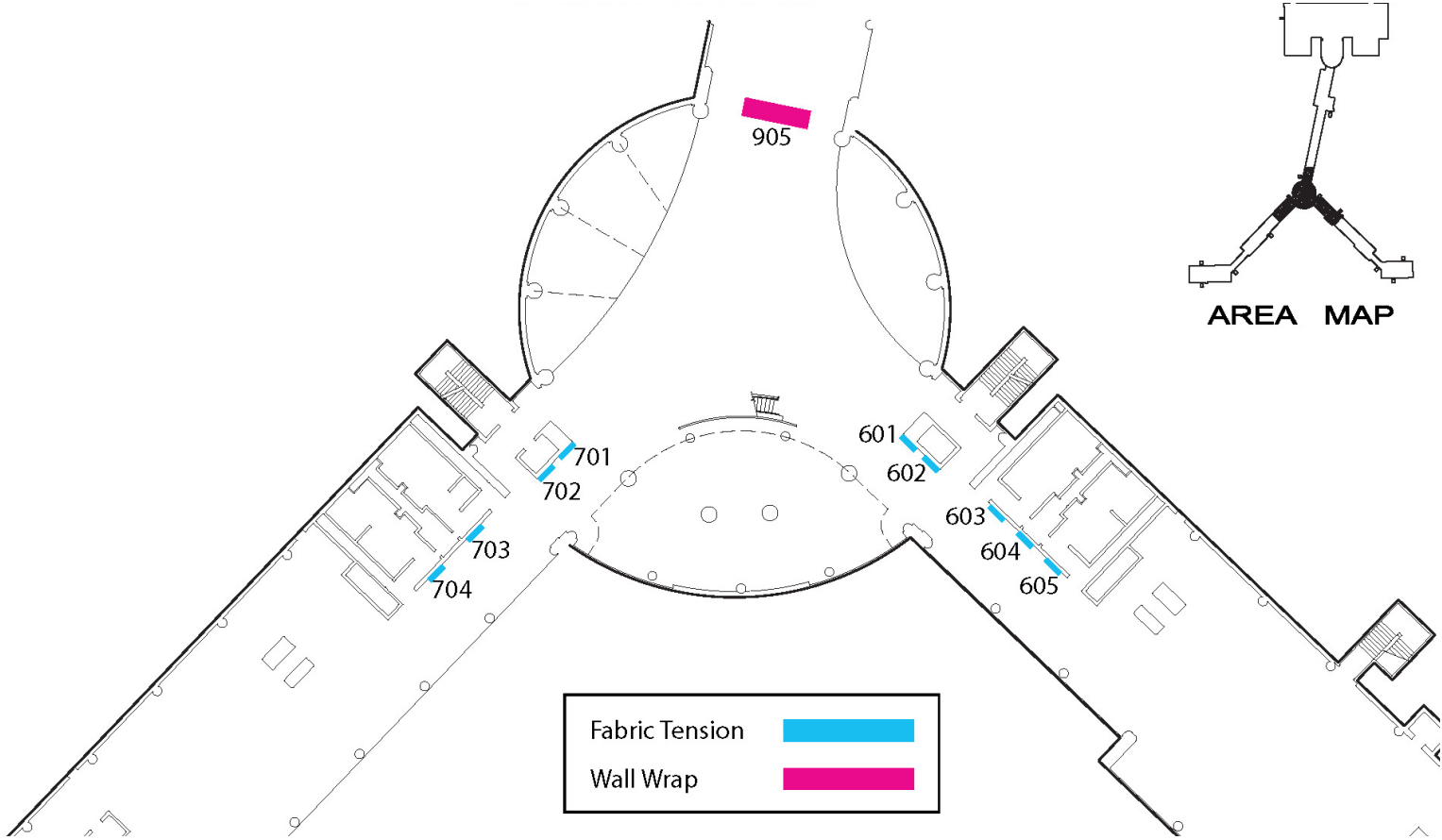
Fabric Tension	
Wall Wrap	



AREA MAP



AIRPORT MAP

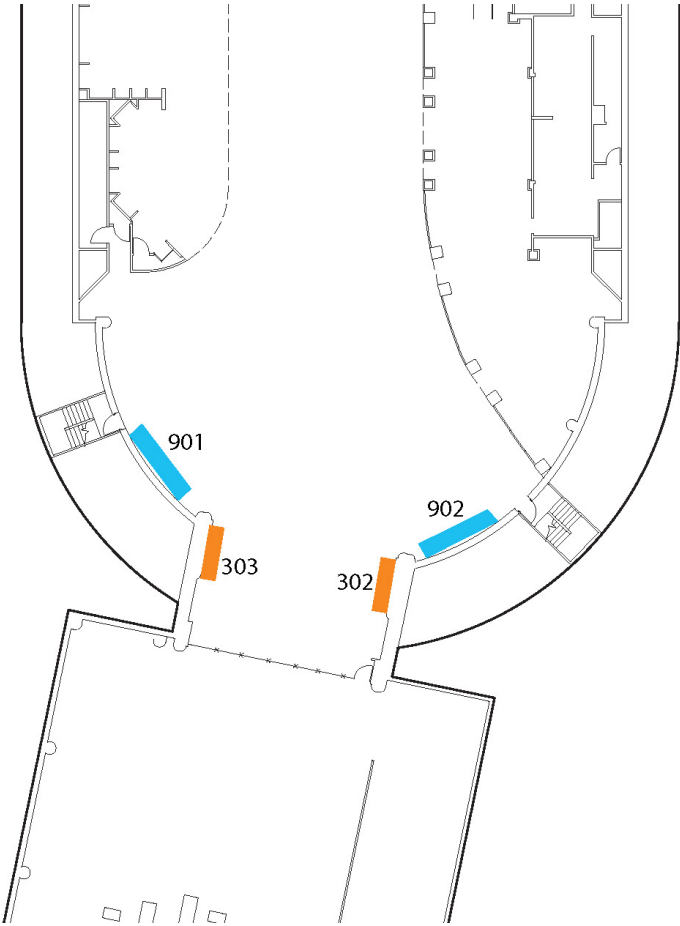
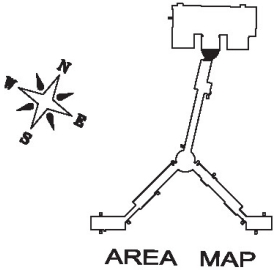
ROTUNDA



AIRPORT MAP

TSA AREA

Fabric Tension 
Custom Display 





AIRPORTS

Phone: 502.905.0210

lamar.com/airportadvertising



Thank you!

We appreciate the opportunity to be your airport media partner.

Please contact your Lamar Representative or our office to discuss availability and any questions you may have.

We're ready to help you build an effective campaign.