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

• 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

AVERAGE ANNUAL PASSENGERS: 3.3 million

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

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

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

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

Population: 1,272,682

- 48.4% Male
- 51.6% Female

- 18-24 y/o 12%
- 25-34 y/o 17%
- 35-44 y/o 17%
- 45-54 y/o 18%
- 55-64 y/o 18%
- 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
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
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

TSA AREA

Fabric Tension
Custom Display

Area Map
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.