

# BROADEN YOUR REACH WITH AIRPORT ADVERTISING

## RSW Ranks Among the Top 50 Airports for Passengers Traffic in the United States

Sixteen airline partners serve RSW with nonstop service throughout the United States and international service to Canada and Germany. With flights to major gateways like Atlanta, Chicago, New York and more, travelers have access to convenient connections worldwide.

### Customer Service Commitment

Our advertising program is managed entirely by dedicated Lee County Port Authority staff. This allows us the ability to work directly with you and gives us the opportunity to customize programs to support your advertising needs. We do not charge for graphic installation and graphics can be changed monthly, quarterly or yearly.

### Flexibility

Our program offers a wide variety of advertising displays throughout the airport at different price points. Discounts are available for multi-year, multi-location or prepayment. The Lee County Port Authority also has special event (short-term) advertising options available.

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## Average Age

The average age of April '22 – March '23 visitors was **50 years old**.

## Gender

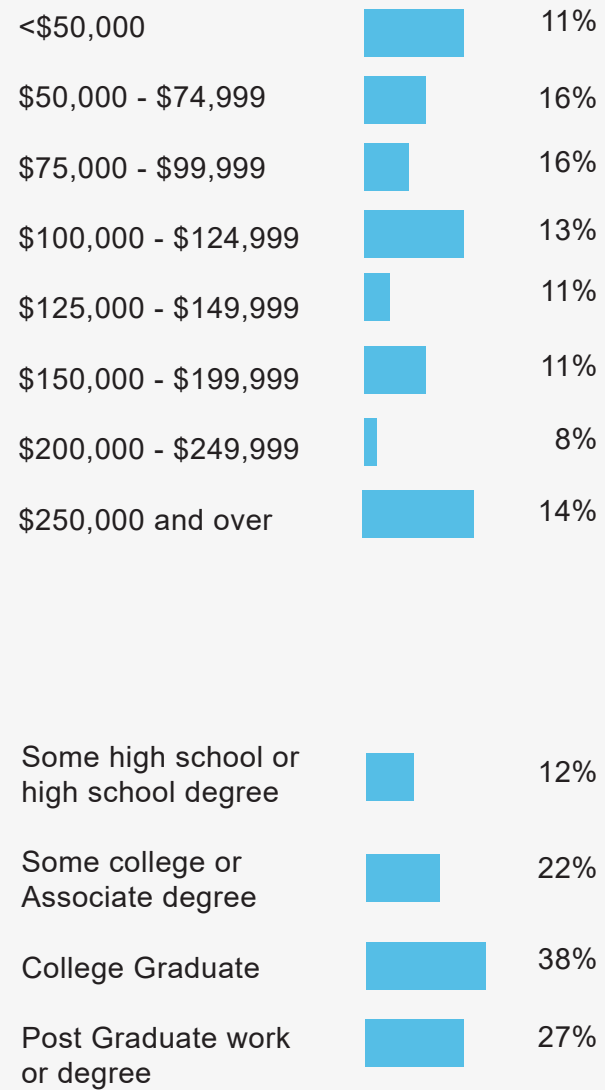
**38%** of visitors are females and **62%** are male.

## Median Household

April '22 – March '23 visitors had a median household income of **\$113,300**.

## College Education

**65%** of April '22 – March '23 visitors were college graduates.



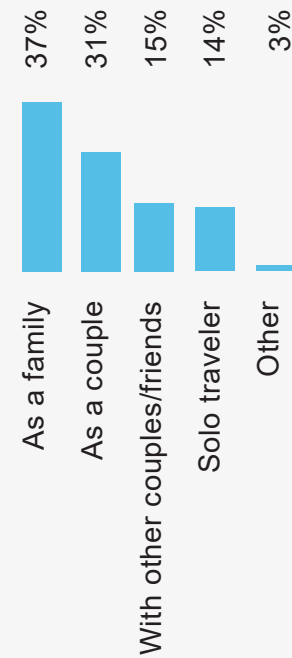


## Travel Party Size

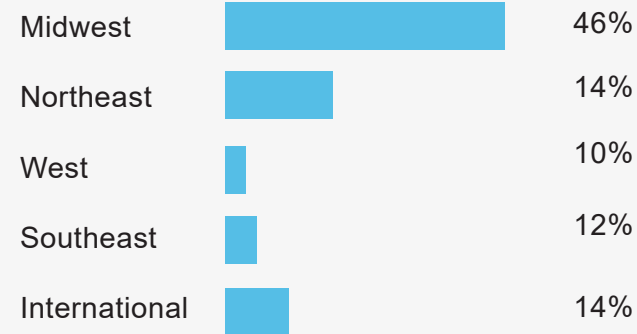
Visitors traveled in a party composed of **3.9** people.

## Travel With Children

**23%** of visitors traveled with children under the age of 18.



## Origin



RSW had limited international service due to travel restrictions outside the U.S.



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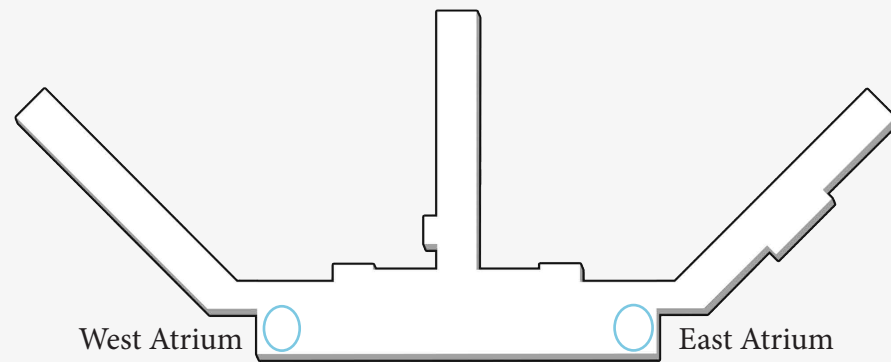


## ATRIUM LARGE VIDEO WALL\*

- One Video Wall (5x3)
- East or West Atrium
- Size: Fifteen 55" monitors

## RATES

- 1-year term \$3,500/month



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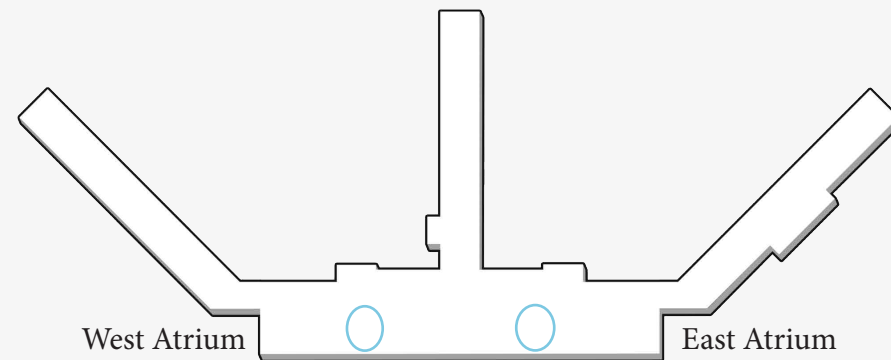


## EAST & WEST ATRIUM PACKAGE\*

- Two Video Walls (3x2)
- East and West Atrium
- Size: Six 55" monitors

## RATES

- 1-year term \$2,110/month



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\*WAITLIST ONLY



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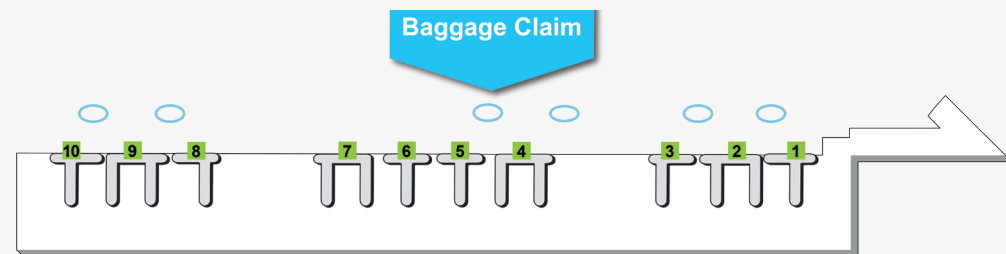


## BAG CLAIM PACKAGE\*

- Six Video Walls located along the back wall of Bag Claim:
  - Four 3x2 units  
Size: Six 55" monitors
  - Two 2x2 units  
Size: Four 55" monitors

## RATES

- 1-year term \$2,796/month



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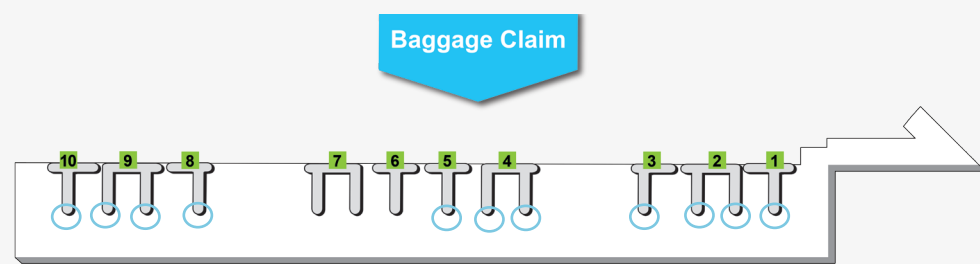


## DOUBLE-SIDED MONITOR\*

- One Double-sided Monitor
- Bag Claim Carousel
- Size: Two 55" monitors

## RATES

- 1-year term \$975/month



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\*WAITLIST ONLY

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## SINGLE MONITORS PACKAGE

- Eight LCD monitors located overhead
- Bag Claim
- Size: Eight 46" monitors

## RATES

- 1-year term \$795/month



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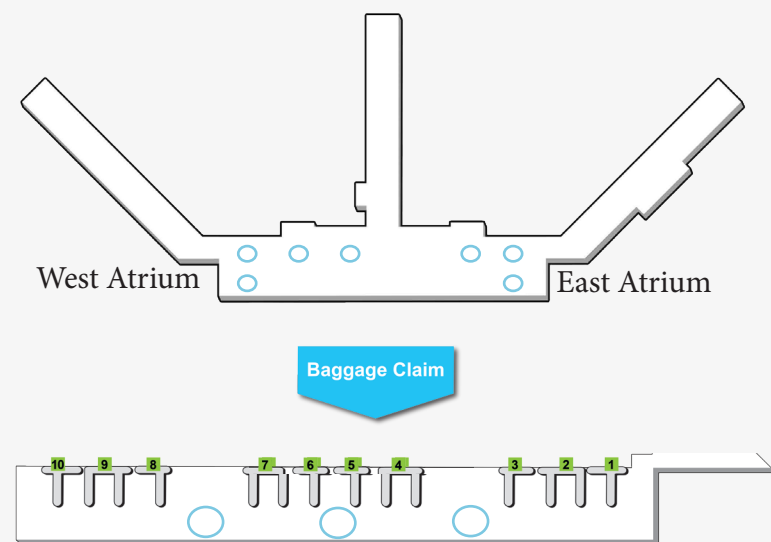


## FLOOR DISPLAY\*

- One Static Display
- Upper level Ticketing Hall/Atriums or Bag Claim
- Size: Approx. 20' x 15'

## RATES

- 1-year term \$2,100/month



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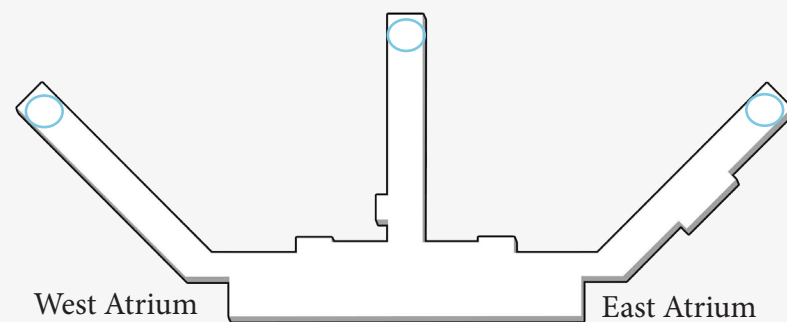


## CONCOURSE WALL-MOUNTED DISPLAY\*

- One Wall-mounted Display
- Concourse B, C or D
- Size: Approx. 28' x 10'

### RATES

- 1-year term \$2,500/month



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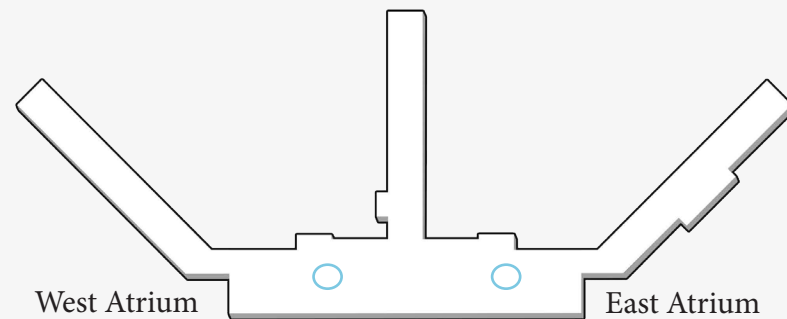


## ATRIUM ESCALATOR WALL-MOUNTED DISPLAY\*

- One Wall-mounted Display
- East or West Atrium Large Escalator
- Size: Approx. 16' x 5'

### RATES

- 1-year term \$4,700/month



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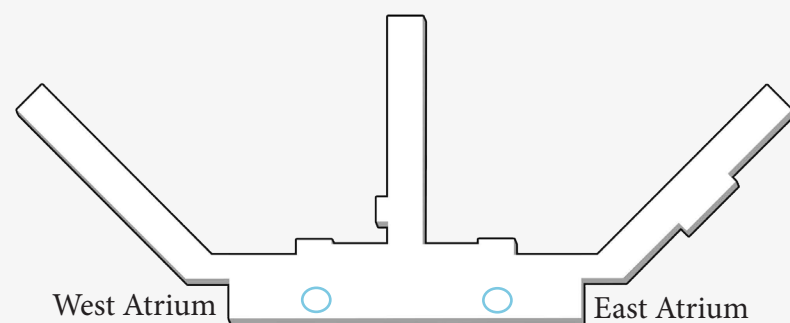


## TICKETING HALL ESCALATORS WALL-MOUNTED DISPLAY PACKAGE

- Two Wall-mounted Displays
- East and West Ticketing Hall Escalators
- Size: Approx. 10' x 7'

### RATES

- 1-year term \$3,000/month



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