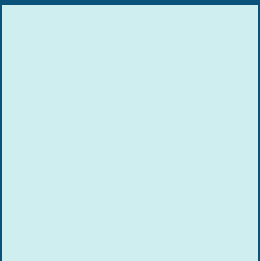


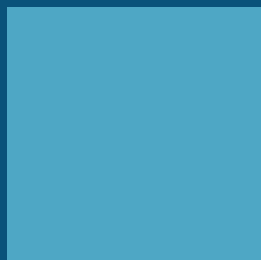
# BURBANK'S BOB HOPE AIRPORT ADVERTISING



## MEDIA KIT



## 2015



# BURBANK'S BOB HOPE AIRPORT

BUR

FAST  
FACTS



**Burbank's Bob Hope Burbank Airport** is the major regional airport serving Northern Los Angeles and the San Fernando Valley. Located just seven miles from Hollywood, the proximity and convenience of the Burbank Airport makes it the preferred airport for millions of Southern California residents. Travelers include the top executives from the myriad of studios, networks, music labels and affiliated entertainment companies located within a few miles of the airport.

## Airlines

Alaska/Horizon	Delta Connection	United Express	US Air Express
American	Southwest	US Airways	JetBlue

## Flight Information:

300+ Scheduled Daily Flights

## Key Domestic Nonstops:

Dallas • Denver • Las Vegas • New York City • Oakland • Phoenix • Portland • Sacramento  
Salt Lake City • San Francisco • San Jose • Seattle

## Burbank - Gateway to Local Attractions, Events & Businesses:

Warner Brothers  
NBC-Universal  
ABC • CBS • Fox  
The Walt Disney Co.  
MGM  
Columbia  
Paramount  
Nickelodeon  
Dreamworks  
Universal Studios  
Disneyland  
Hollywood

The Rose Parade  
Cartoon Network  
Knotts Berry Farm  
Six Flags  
Rodeo Drive  
Norton Simon Museum  
Lakers Basketball  
Dodgers Baseball  
LA Galaxy Soccer  
Los Angeles Theatre District  
Descanso Gardens





As the second largest airport in Los Angeles County, Burbank serves as a convenient gateway airport to millions of L.A. area passengers each year. Burbank Airport travelers are affluent, upscale, and loyal air travelers. The average household income is \$81,000 and 47% earn over \$100K. Many use Burbank as a feeder into the greater Los Angeles area, while countless others are from the surrounding cities.

## Annual Passengers 2013: 4 million

### Demographics:

48% Male  
52% Female  
22% aged 25-34 years  
22% aged 35-44 years  
21% aged 45-54 years  
16% aged 55-64 years

### Type of BUR Traveler:

53% business traveler  
40% leisure traveler

### Household Income:

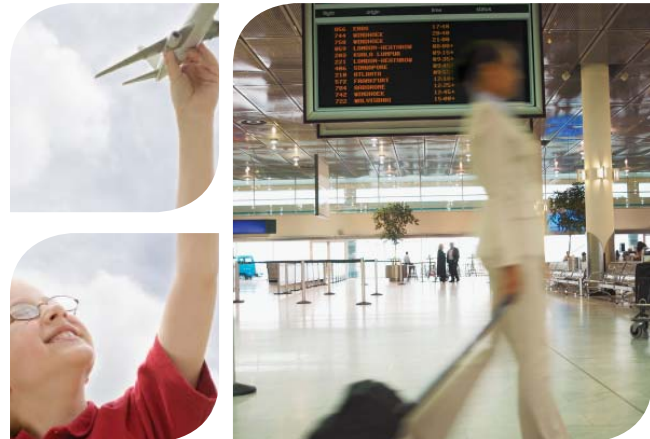
88% have a household income of \$40,000+  
47% have a household income of \$100,000+  
16% have a household income of \$200,000+

### Education:

67% college educated  
27% college graduate or more

### Residence:

69% live in California  
41% live in L.A. County



## Large and Standard Wall Dioramas

These high-impact backlit signs are big, bright and bold, and are located throughout the Ticketing, Concourse and Baggage Claim areas of BUR. Our eye-catching signs reach every traveler and can be strategically placed to target a specific audience.



Monthly Rate: \$2,000 net

All prices shown are net, monthly rates unless otherwise noted. Effective January 1, 2014 and subject to revision. Ad rates are for media space only & do not include ad design, production or installation (where applicable).



## Terminal Gate and Wall Wraps

Gate area Wall Wraps deliver big impact while travelers wait to board their flights. Long dwell times make this an especially attractive package for both branding and multi-message delivery.

The high-impact corridor Wall Wraps are strategically located in the highest traffic locations to provide a “can’t miss” message for our advertisers.

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Sales Representative: Doug McNaughton • 503.572.4049 • [dougm@AllianceAirportAdvertising.com](mailto:dougm@AllianceAirportAdvertising.com) • Toll Free (855) 410-0020



## Exit Door Wraps

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A perfect and creative way to reach 100% of arriving passengers are with these dynamic wraps above Terminal exit doors.

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## Courtesy Phone Centers

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A “must have” for hotels, motels, car rental agencies and attractions! Two signs and a direct dial phone line is included for one low price in both Terminal A and Terminal B Baggage Claims.

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## Terminal A & B Baggage Claim Wall Wraps and Custom Vinyl Spectacular

Five terrific locations are available in Terminal A and Terminal B Baggage Claims for either custom Wall Wraps and/or eye popping giant vinyl Spectaculars. These are guaranteed to capture arriving passengers attention! Coordinate your Wall Wrap with a large backlit sign for the most flexibility and great message delivery.

## Vinyl Spectacular (Top)

## Wall Wrap with Large Wall Diorama (Bottom)

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## Parking Garage Wallscapes

Soaring in front of airport vehicle traffic, as well as highly visible to all passengers entering and exiting the building, these bigger-than-life wallscapes deliver your message in a bold way!



## Twin Parking Garage Towers (Top)

## Main Parking Garage (Bottom)



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## Courtesy Shuttle & Transportation Shelters

Taxis, limos, car rental & hotel courtesy buses all use the front driveway Shuttle Stops in Burbank. This is also where departing passengers are dropped off and arriving passengers are met. Even locals pass through here on their way to Valet or self parking. This program offers an independent exterior buy, or a great way to package an interior/ exterior program for maximum coverage. All signs are backlit for night viewing.



## 4' x 6' Backlit Transit Shelters

## 10' x 4' Premier Backlit Vinyl Spectacular

## Entrance Bus Shelters



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BUR : CUSTOM  
: INVENTORY



Outdoor Island Banners (Top)

Shuttle Bus Interior (Bottom Left)

Shuttle Bus Exterior (Bottom Right)



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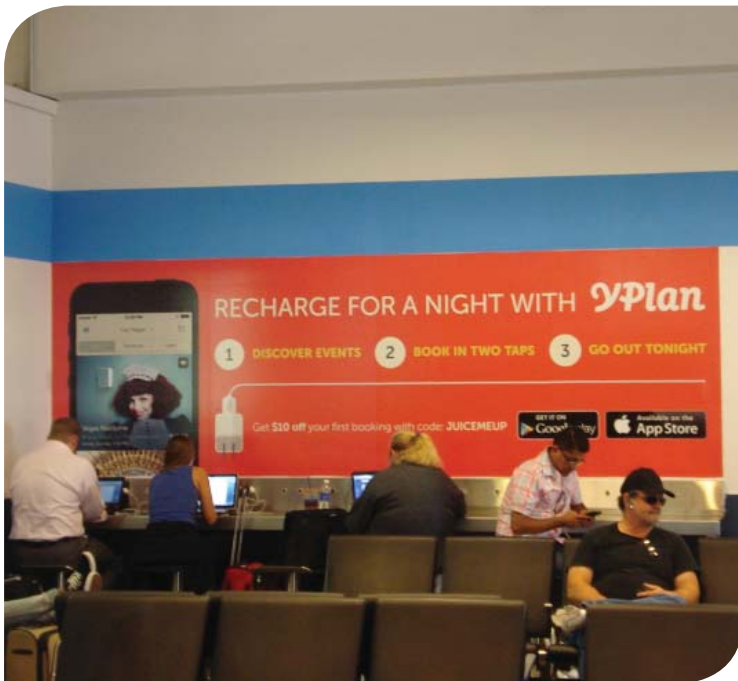


# BURBANK'S BOB HOPE AIRPORT

BUR : CUSTOM  
BRANDING

## Custom Branding Sponsorships

Feature your product or service like never before. A select number of custom sponsorship, branding and display opportunities are now available at Burbank's Bob Hope Airport. Contact your Sales Representative for information about Valet Center naming rights, Recharge Power Towers, and the exclusive Motion Picture Studio Partnership.



Sales Representative  
Doug McNaughton  
503.572.4049  
dougm@AllianceAirportAdvertising.com  
Or Call Toll Free  
(855) 410-0020

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