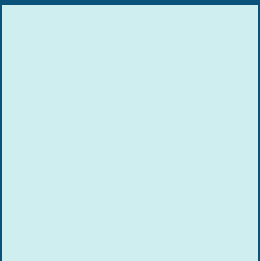


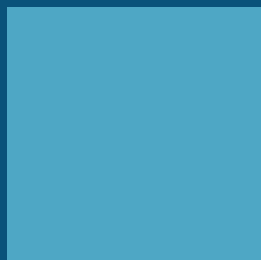
# PORTLAND INTERNATIONAL AIRPORT ADVERTISING



## MEDIA KIT



## 2015





**Ranked "Best U.S. Airport"** 2006, 2007, 2008 & 2010 by Conde Nast in its Business Traveler Poll, Portland International has a loyal passenger mix that truly enjoys the ambiance of this airport. Portland International offers up the perfect blend of business and leisure travelers. More than 15 million passengers a year use PDX as their gateway to and from Portland and the Pacific Northwest. The airport provides nonstop flights to nearly 60 domestic and international cities in the US, Europe, Canada and Asia, and has an average of 500 departures daily.

## Airlines

Air Canada	Continental	Hawaiian	Seaport	United
Alaska	Delta	Horizon	Southwest	Us Air
American	Frontier	JetBlue	Spirit	

## Flight Information:

500+ Scheduled Daily Flights  
56 Cities Served with Non-stop Flights

## Key Domestic Nonstops:

Atlanta • Boston • Chicago • Dallas • Denver • Las Vegas • New York City • Phoenix  
San Francisco • Seattle

## International Nonstops:

Amsterdam • Calgary • Tokyo/Narita • Vancouver, BC

## Frequency & Type of PDX Travel Annually:

25% of passengers fly twice a year  
16% of passengers fly three-four times a year  
35% of passengers fly once a year

## Type of PDX Travel Annually:

National Air Travel: 72%  
Regional Air Travel: 27%





**Portland International travelers** are affluent, educated and savvy. Over ninety-five thousand will buy a new car this year, 54% work full-time, 18% earn over \$100K per year and 76% own their home. PDX is their air travel gateway and they are loyal PDX travelers!

## Annual Passengers 2014: 15 + million

### Demographics:

- 45% Male
- 55% Female
- 35% Age 35 – 54 years
- 32% Age 55 – 64

### Children Under 18 in Household:

- 58% None
- 34 % One or Two

### Employment:

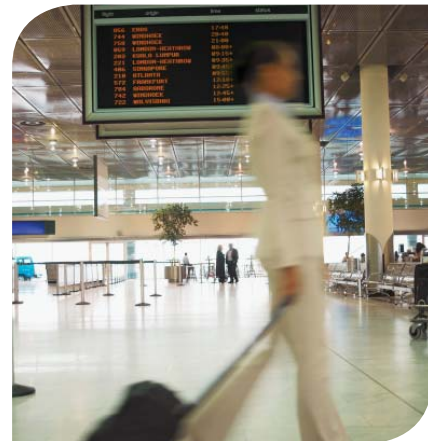
- 74% Employed Full- or Part-Time
- 15% Management/Business/Financial
- 19% Professional
- 47% White Collar
- 13% Retired

### Education:

- 69% College Educated
- 34% College Graduate or More
- 35% Some College

### Residence:

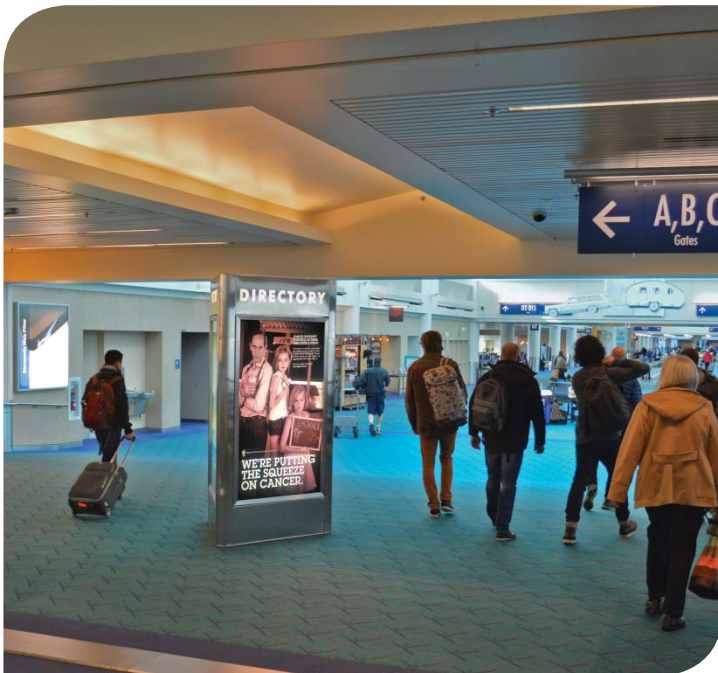
- 78% live in Portland Metro DMA





## 5' X 5' Large Wall Dioramas

These high-impact backlit signs are strategically located throughout the airport's Concourses and Baggage Claim areas. Integrated within heavily trafficked or long dwell-time locations, these signs are sure to grab the travelers' attention as they arrive or depart PDX. Let us strategically plan your placement to reach a broad...or very specific... market.



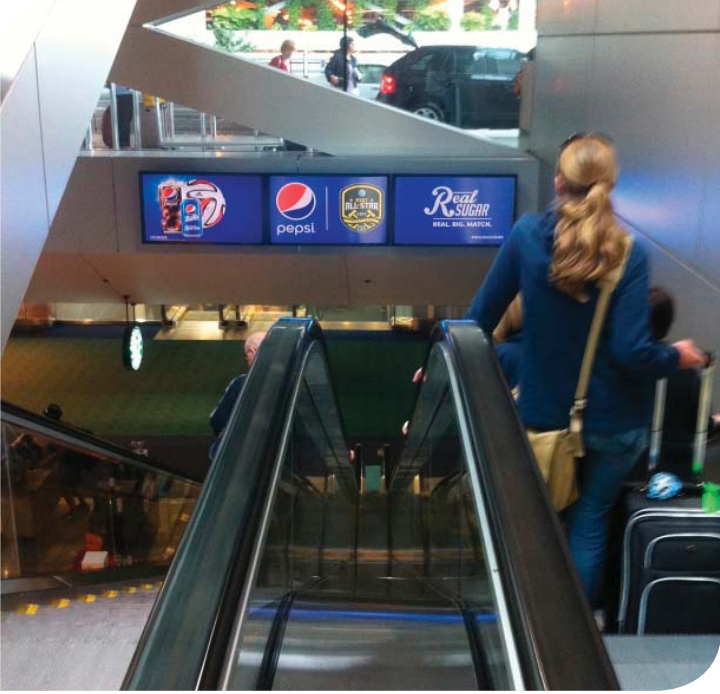
## Floor Directories

Located head-on at the four Concourse entrances, these premium life sized backlit floor units reach every arriving and departing passenger. Extra time and attention is experienced here as the Concourse Directory is featured on one side.

All prices shown are net, monthly rates unless otherwise noted. Effective January 1, 2015 and subject to revision. Ad rates are for media space only & do not include ad design, production or installation (where applicable).

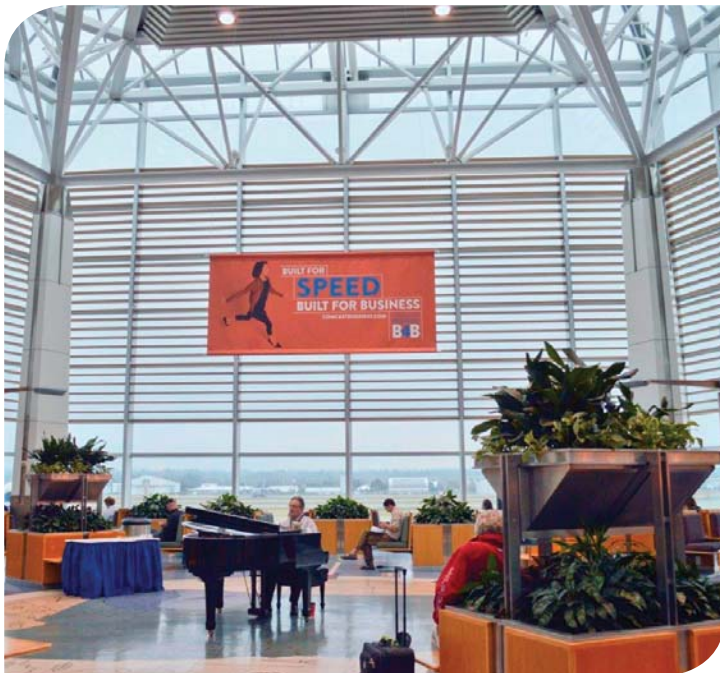
Sales Representative: Doug McNaughton • 503.572.4049 • [dougmc@AllianceAirportAdvertising.com](mailto:dougmc@AllianceAirportAdvertising.com) • Toll Free 855.410.0020





## PDX Arrivals Digital Network

Located at the top of both escalators to Baggage Claim, these dynamic digital panoramas are a “can’t miss” for arriving passengers. Three high definition LCD screens placed end-to-end offer a moving visual of your special ad. Use it with still, video and flash technologies or feature yourself with all three! Alliance can help with creative content if needed.



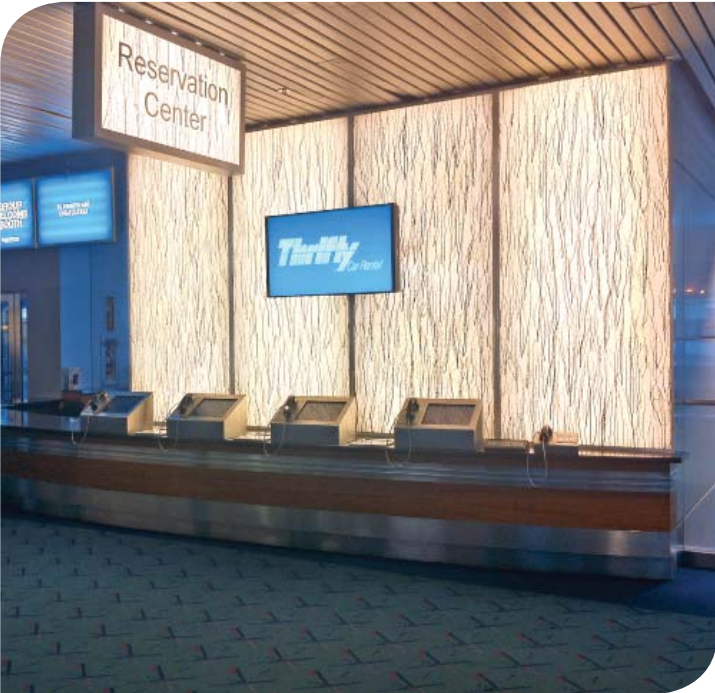
## Terminal Atrium Banners

Located just past TSA Checkpoints in the North and South Atriums, these gigantic 20+ foot ceiling hanging banners dramatically reach every passenger arriving and departing from Portland International Airport.

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## Courtesy Phone Centers

Welcome to PDX's "must have" for hotels, motels, car rental agencies and attractions!

Travelers watch featured advertisers on a bright 42" digital screen above the touch-screens and direct-dial phones. Your package includes all three – the LCD, touch-screen pages dedicated to your company, and a quick direct dial to your business for reservations, information or shuttle notification.



## Recharge Power Towers

Exclusively brand your company on these seven (7) gigantic Recharge Power Towers located in gate hold areas throughout PDX.

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## Custom Presenting Sponsorships

Feature your product or service like never before. A select number of custom sponsorship, branding and display opportunities are now available at Portland International Airport. Contact you Sales Representative for information about Service Centers, free Wi-Fi, Children's Play Areas, the Television Lounge and Greeter Waiting Lobbies.



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