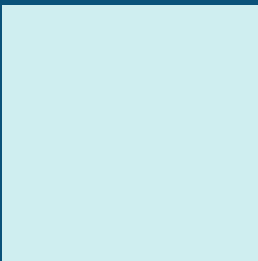


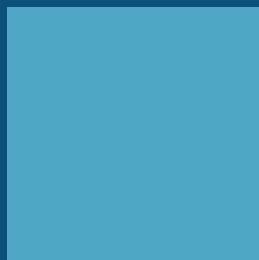
PHOENIX SKY HARBOR AIRPORT ADVERTISING



MEDIA KIT



2015



PHOENIX SKY HARBOR AIRPORT

PHX FAST
FACTS



Known as “America’s Friendliest Airport®” Sky Harbor is also among the top ten largest airports in the U.S. PHX handles 1,200 flights and more than 115,000 passengers traveling through the terminals each day. That’s more than 42 million passengers every year! Sky Harbor has three terminals with 121 aircraft gates. Sixteen airlines fly to more than eighty domestic and twenty international destinations, including every major media market and population base in the U.S., Mexico and

Airlines

Air Canada	Delta Airlines	JetBlue Airlines	United Airlines
Alaska Airlines	Frontier Airlines	Southwest Airlines	US Airways
American Airlines	Great Lakes	Spirit Airlines	Volaris
British Airways	Hawaiian Airlines	Sun Country Airlines	WestJet

Flight Information:

1,200+ Scheduled Daily Flights
3 Terminals with 121 Aircraft Gates

Key Domestic Nonstops:

Atlanta • Chicago • Dallas/Ft. Worth • Denver • Las Vegas • Los Angeles • Minneapolis
New York City • Philadelphia • Salt Lake City • San Diego • San Francisco • Seattle

International Nonstops:

Calgary • Cancun • Costa Rica • Edmonton
Guadalajara • Hermosillo • Ixtapa/Zihuatanejo
Kelowna • London • Los Cabos Mazatlan • Mexico
City • Puerto Vallarta • Regina Saskatoon • Toronto
• Vancouver, BC • Victoria Winnipeg



PHOENIX SKY HARBOR AIRPORT

PHX FAST
FACTS



Located just a few miles from Downtown Phoenix, and within minutes from a multitude of attractions and resorts, Phoenix's Sky Harbor has an enviable mix of national business and leisure travelers, as well as the significant local population base that it serves. Phoenix is the gateway to Grand Canyon National Park, and is "hometown" for professional baseball, basketball, hockey and football teams. The valley hosts multiple NASCAR auto racing and PGA golf tournaments year round.

42+ million Annual Passengers in 2014

Traffic and Impressions:

42+ million Total Annual Passengers/ 2 million International
117.6 million Annual Impressions

3.5 million Monthly Passengers
9.8 million Monthly Impressions

Household Income:

57% \$75k
36% \$100k +

Employment:

60% White Collar

Education:

44% College Graduate

Age:

35% 25 - 44 years
41% 45 - 64 years



Professional Sports:

MLB Spring Training
MLB Diamondbacks
NBA Phoenix Suns
NFL Arizona Cardinals
NHL Coyotes

Source: Scarborough and City of Phoenix

1 for Startups and Small Business Job Growth

One of the top 10 most affordable markets in America

Kauffman Foundation



Frequent Flyers & Air Travelers vs Non-Flyers – Absolutely a Preferred Target Audience!

Who is Flying? 87 million Adults 18+ have taken at least 1 domestic flight in the past year!

Frequent Flyers: 3+ trips per year, average 6 trips per year

Air Travelers: Average 3 trips per year

HHI \$100,000+

Frequent Flyers: 122% more likely

Air Travelers: 66% more likely, overall

College Degree

Frequent Flyers: 67% more likely

Air Travelers: 44% more likely, overall

Post Graduate Degree

Frequent Flyers: 135% more likely

Air Travelers: 70% more likely, overall

Spend More Time on the Internet

Frequent Flyers: 56% more likely to be a heavy internet user

Air Travelers: 26% more likely, overall

Spend Less Time Watching TV

Frequent Flyers: 30% less likely to be a heavy TV viewer

Air Travelers: 20% less likely, overall



Source: Scarborough/Arbitron Out-of-Home

Backlit Spectaculars and Backlit Signs

There is nothing ordinary about the new backlit Spectaculars and wall signs at PHX! Sleek, bright and sized right, these beautiful signs showcase your brand to 3.4 million people every month. Located on escalators, in concourses, arrival and public areas, and at key intersections of the airport, these large format signs bring your message to life.

Spectaculars

Sky Harbor now offers Spectaculars on the walls and mounted on floor pedestals. All signs are either head-on eye level reads, or uninterrupted overhead reads. Extra branding opportunities exist on the pedestal floor units.

Large Wall Signs

Complementing the Spectaculars, wall signs are new 6'x 6' or 5' x 5' slimline backlits, and are placed in selected intervals throughout the airport terminals.



Spectaculars



Extra Large Wall Signs



Large Wall Signs



Framed Fabric Banners throughout Sky Harbor

Vibrant color banners hang with brushed aluminum frames throughout the airport, providing a sharp visual with a polished look that showcases your brand or offer. Single banner locations and Domination Packages available.



High Profile Framed Banner Package

Two-sided framed fabric banners hang above the moving walkways in Terminal 4. These 168”w x 22”h signs deliver multiple exposure to both arriving and departing passengers. Your message is top of mind with repeated frequency as your customers travel down the walkways to or from their gate. We’ve added exposure in Baggage Claim with two more locations in the center, facing all arriving passengers.



Signature Escalator Wall

Matching escalators take arriving passengers from the concourses to Baggage Claim in Terminal 4. Both feature a near 40’w x 7’h framed fabric sign. The locations reach not only passengers headed to Bag Claim, but are very visible to travelers and greeters on the Passenger Lobby level that are shopping, eating, or approaching TSA for outbound screening.

Domination Locations and Packages.....

Want coverage of the entire airport? Own the airport with large format window clings and wall wraps in all three terminals.



Terminal 3 Wall Wraps Are Seen by All Arriving and Departing Passengers



Terminal 2 Window Wraps Target Arrivals



Terminal 4 Window Wraps Along Moving Walkways

Concourse Arrivals Digital

Don't be out of the loop! 70" digital signs located in exiting walkways from the gates to Baggage Claim, throughout Terminal 4. High impact! High definition! And high message retention by your travelers.



Concourse Digital Network

Landmark Arrivals Digital Walls

Watch your message in full color on our 4'h x 24'w digital walls located on both of the arrivals escalators in Terminal 4. These walls will showcase your message to every arriving passenger in the busiest terminal at Sky Harbor. A very limited number of spots are available on this 30 second "captive audience ride." (two :10 second spots and two :05 second spots)



Digital Wall

Baggage Claim Digital Network

Every baggage carousel at Sky Harbor showcases stunning two-sided 70" HD screens that place your ad right in front of the passengers' eyes while they wait for their luggage and walk through Baggage Claim. Advertisers are simultaneously shown on every carousel, in every terminal for 100% coverage. Never before has this area had such a dynamic way to share your message with the travelers. A perfect location for resorts & attractions, restaurants, special events and conventions.



Back-to-Back Baggage Carousel Digital Signs

Custom Displays and Presenting Sponsorships

Feature your product or service like never before! A select number of custom sponsorship, branding and display opportunities are now available at Sky Harbor Airport. Contact us for information about these unique and engaging options.



Interactive Display



Floor Display