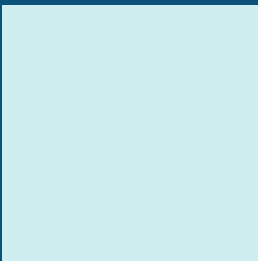


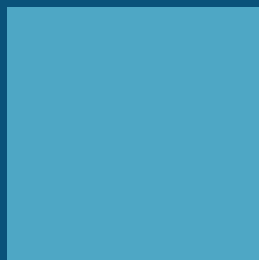
# SALT LAKE CITY INTERNATIONAL AIRPORT ADVERTISING



## MEDIA KIT



## 2015



# SALT LAKE CITY INTERNATIONAL AIRPORT

SLC FAST  
FACTS



Reach national, regional or local customers in the Salt Lake City airport. These flyers have great demos, are 50/50 business & leisure, and are a unique mix of hub and destination travelers. Only a 2.5 hour maximum flight from 50% of the US population, SLC is the largest hub airport in the western states and is Delta's second largest hub. High income travelers use SLC as the gateway to exclusive ski resorts such as Park City and Solitude, as well as multiple world famous golf courses.

## Airlines

Alaska	American	Continental	Delta	Frontier
JetBlue	Skywest	Southwest	United	Us Air

## Flight Information:

684 Scheduled Daily Flights  
86 Cities Served with Nonstop Flights

## Key Domestic Nonstops:

Atlanta • Chicago • Dallas • Denver • Las Vegas • New York City • Phoenix • Portland  
San Francisco • Seattle • Washington, DC

## International Nonstops:

Calgary • Guadalajara • Mexico City • Paris • Vancouver, BC

## Annual Passengers 2013: 20 million

## Demographics:

52% Male	58% Leisure Traveler
48% Female	40% Business Traveler
33.4% Age 25 - 44	30% HHI \$100,000+
16.7% Age 45 - 64	70% Business Traveler with College Degree
27% Households with Children Under the Age of 18	58% Origination/Destination



# SALT LAKE CITY INTERNATIONAL AIRPORT

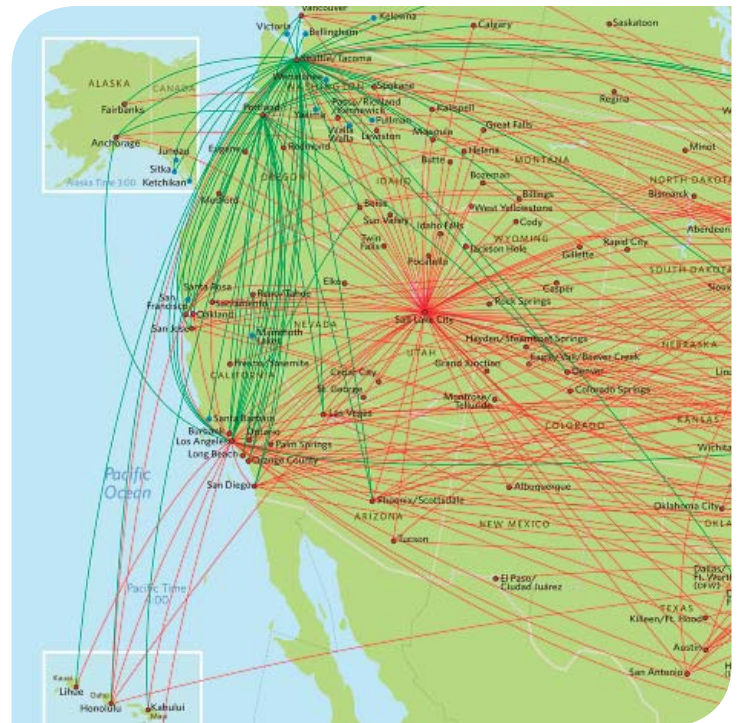
SLC FAST FACTS



**Salt Lake City International Airport** is located approximately 15 minutes from the Salt Palace Convention Center and downtown hotels. It is within 40 minutes to an hour of eleven major ski resorts and provides convenient access from the airport to five national and 42 state parks. SLC is the gateway to 100 golf courses statewide, 24 in Salt Lake County and 26 more within an hour's drive.

## Connecting flights. Connecting people.™

- The airport is the 25th busiest in North America and 64th busiest in the world. The complex is made up of two terminals, five concourses and 86 gates.
- SLC is a hub for Delta Air Lines. Along with commuter partners, they operate approximately 219 scheduled daily domestic flights.



## Large and Standard Wall Dioramas

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



60" x 60" Large Wall Diorama (Top)

62" x 43" Standard Wall Diorama (Bottom)

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).



# SALT LAKE CITY INTERNATIONAL AIRPORT

SLC INVENTORY



## Double Wall Diorama

Eye catching double sized dioramas signs are sure to deliver your message with high visibility and impact. These units are located throughout the airport concourses and can be purchased to target your specific audience.

124" x 43"



## Digital Floor Directories

Premium life-sized digital floor units reach every arriving and departing passenger and run a continuous 2 minute loop. Extra time and attention is focused here as the Airport Directory is on one side.

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Sales Representative: Ty Walsh • 702.362.4777 • [ty@allianceairportadvertising.com](mailto:ty@allianceairportadvertising.com) • Toll Free 855.410.0020



# SALT LAKE CITY INTERNATIONAL AIRPORT

SLC INVENTORY



## Courtesy Phone Centers

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

Travelers find featured advertisers on bright LCD screens above the touch-screen displays while direct-dial phones connect passengers to your business for reservations, information or shuttle notification.

Monthly Rate: Please call for availability



## Baggage Claim Backlit Dioramas

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

62" x 43"

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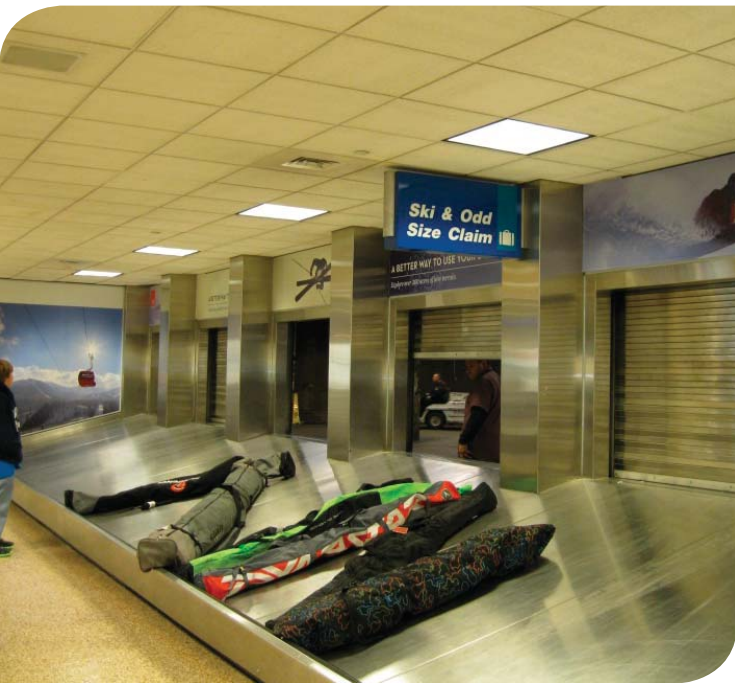




## Oversized Ski & Baggage Area Wall Wraps

Oversized ski and baggage area pick up wall wraps – these multi wrap walls ensure 100% ad coverage to all SLC fliers bringing their own equipment.

Monthly Rate: On Request



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