



**ADVERTISING  
OPPORTUNITIES**

# CHARLES L. WILLIAMS TERMINAL





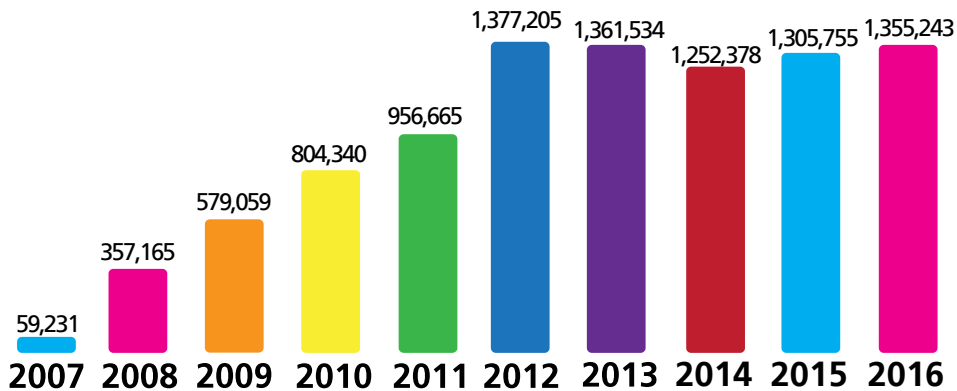
## INTRODUCTION & OVERVIEW

Gateway Airport is one of the fastest growing commercial airports in the United States. Since passenger service began in 2007, total passengers has grown from 59,231 to 1.3 million in 2016 and it is anticipated the airport will serve almost 1.4 million passengers in 2017. The Airport's economic impact flourished from \$534 million to \$1.3 billion and supports more than 10,400 jobs in the region.

Gateway Airport serves more than 45 cities via Allegiant and WestJet to such destinations as Las Vegas, San Francisco/Oakland, Provo, Memphis, Tampa/St. Pete, and Kansas City, as well as Edmonton and Calgary, Alberta.

Gateway is offering select companies the opportunity to distinguish themselves at one of the fastest growing airports in the nation. The following highlights many of the advertising opportunities at Gateway, however opportunities for experiential marketing and creative applications exist.

### TOTAL PASSENGERS



just  
plane  
easy.®

## GATEWAY AIRPORT MARKETING ASSETS

With more than 1.3 million total passengers served in 2016, Gateway is a prime location for brand placement. Some of the marketing assets include:

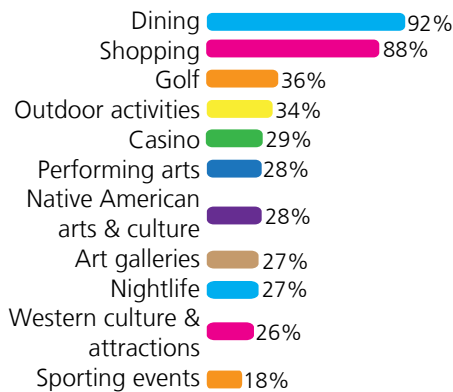
- ➔ “Focus City” for Allegiant
- ➔ More than 45 nonstop destinations including Canada (2nd most nonstop options in Arizona)
- ➔ Low cost parking at \$7 a day
- ➔ Free Wi-Fi Internet
- ➔ “Fergie & Feller Field” outdoor courtyard located post security
- ➔ Award winning design for newly expanded passenger terminal and courtyard (AZRE Magazine’s “Best Redevelopment Project”)



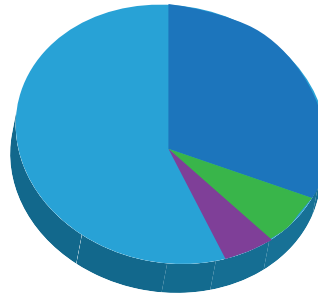
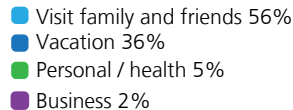
## 2016 PASSENGER DEMOGRAPHICS

Gateway passengers had significantly higher income than the national median of \$50,000 with a median income level of \$77,100 and an average age of 57 years old. Length of stay is typically seven nights with \$1,900 spent over the course of the trip.

### Activities Participated In



### Trip Purpose



# 1 BAGGAGE CAROUSEL GRAPHICS



- Make your message prominent by placing it directly on the belt with up to three 20' sections on each of our two belts.
- Minimum one-month term
- Pricing varies depending on term and number of sections. Please contact for more information.

# 2 BROCHURES



- Place your brochures in Baggage Claim for easy pick-up!
- Please contact Robert Guthrie with Certified Folder Display: [robertg@certifiedfolder.com](mailto:robertg@certifiedfolder.com) or 602-437-4776.

### 3 | > COLUMN WRAP



- A highly visible, unique opportunity to showcase your brand throughout the terminal.
- Minimum three-month term
- \$1,800 / month

### 4 | > DIGITAL ADVERTISING



- 30-second spots in a 15-minute loop
- Minimum three-month term
- One or two: \$400 each / month
- Three or four: 5% discount
- Five to eight: 10% discount

**5** | **FLOOR SPACE / GRAPHICS**



Photo courtesy of Bluemedia

- Leave your mark by taking advantage of up to two high trafficked areas in the terminal.
- Minimum three-month term
- \$15 - \$30 / square-foot / month

**6** | **LIGHT BOXES**



- Alluring, back-lit, static graphics precisely placed throughout the terminal.
- Minimum three-month term
- 4 feet x 3 feet: \$750 each / month

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## LUGGAGE CARTS



- Display your message on the highly-used, convenient luggage carts.
- Minimum six-month term
- \$750 / month

8



## PET PARK SPONSORSHIP



- An oasis just for our four-legged friends! Display your logo in an appealing and helpful area provided for a highly targeted demographic.
- Minimum six-month term
- \$1,500 / month

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## VEHICLE, BOAT, MOTORCYCLE DISPLAY



- Get your product seen! Leave a lasting impression with passengers with an exclusive display.
- Minimum three-month term
- 2,000 / month.

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## WALL GRAPHICS



Photo courtesy of Bluemedia

- Gateway offers numerous wall spaces for distinctive placement of your message.
- Sizes from 10' x 5' to 19.5' x 12.2'
- Minimum six-month term
- \$1,500 - \$2,380 / month



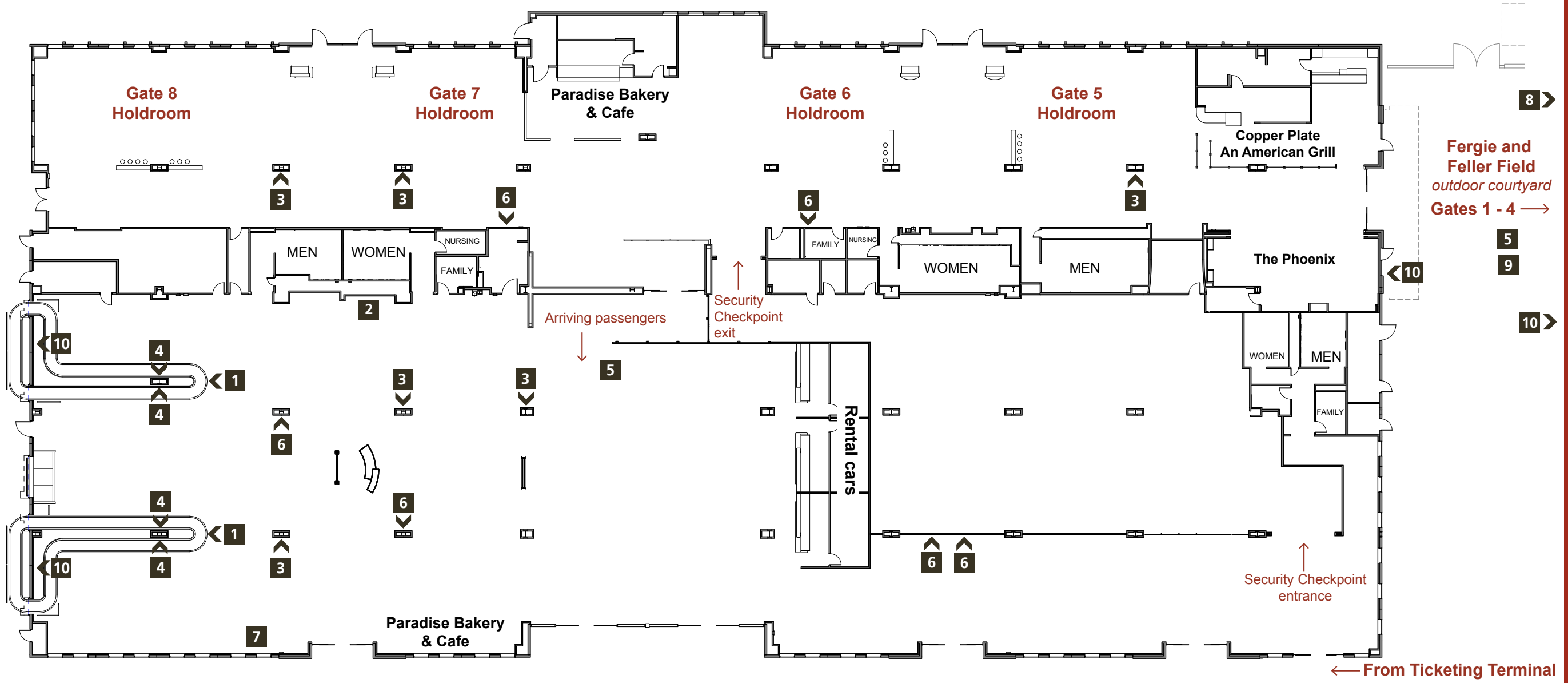
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## WINDOW GRAPHICS



- Limited window space is available to compliment a select area of wall and floor space in baggage claim.
- Minimum three-month term
- \$15 / square-foot / month



- |                              |                                |  |
|------------------------------|--------------------------------|--|
| <b>1</b> Baggage carousel    | <b>5</b> Floor space / graphic | <b>9</b> Vehicle, boat, motorcycle, etc. display |
| <b>2</b> Brochures           | <b>6</b> Light box             | <b>10</b> Wall graphic                           |
| <b>3</b> Column wrap         | <b>7</b> Luggage carts         | <b>11</b> Window graphic                         |
| <b>4</b> Digital advertising | <b>8</b> Pet park              |  |



Phoenix-Mesa  
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Airport

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