

Monroe Regional Airport Advertising Opportunities



Airport Advertising

Monroe Regional Airport advertising can generate incredible reach for your message to more than 275,000 annual passengers and visitors.

Because of the significant reach you get with Monroe Regional Advertising, we feature some of the lowest costs per thousand compared to other local media. We also offer discounts for long-term contracts or bulk contracts. Let us customize a proposal for you today!

Because Monroe Regional Advertising is not an oversized corporation dealing with several venues, we can provide you a flexibility in your advertising campaign. We do not have any restrictions on the term of your contract— you can sign up for 1 week or 10 years! We also never charge for creative change out—feel free to make changes monthly, quarterly or yearly! Monroe Regional Advertising also is open to new ideas—so if you have a creative idea—let's talk!

Opportunity



- ⇒ Impressive traffic volume
- ⇒ Local, regional and national travelers
- ⇒ Multiple advertising mediums
- ⇒ Arrival and Departure placements
- ⇒ Engage a captive audience
- ◇ Highly visible, effective advertising!

www.flymonroe.org

Ron Phillips - Director of Marketing

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Airport Advertising

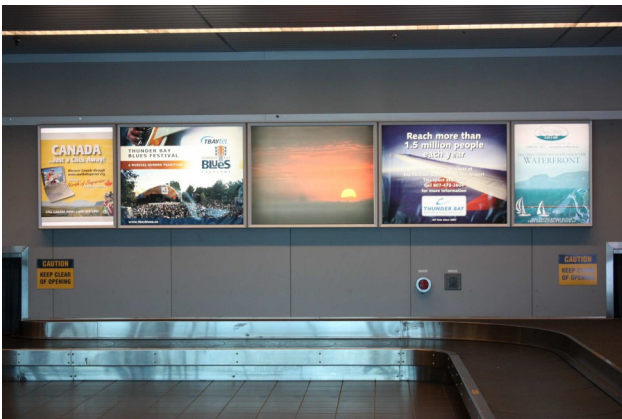
Backlit inventory comes in a variety of shapes and sizes to suite you advertising needs.

Bright, crisp eye catching displays illuminate your message to airline passengers as they enter ticketing, pass through security, proceed through concourses, and gather in gate areas.

The Diorama is the most popular form of airport advertising. This standard-size, backlit display is perfect for effectively presenting national, regional and local airport advertising campaigns.

275,000 visitors per year.

Backlit Displays



- ⇒ Medium and large displays
- ⇒ High quality images and text at eye level
- ⇒ Arrival and departure placements
- ⇒ 42”H X 62”W
- ⇒ 42”H X 32”W
- ⇒ Engage a captive audience
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Monroe Regional Airport's digital displays provide clients with the most current technology to showcase their campaign. Utilize our vast digital networks throughout the terminal to compose a time-sensitive, eye catching motion or static campaign. Today's digital medium allows for time sensitive copy changes, minimal production costs, and the flexibility to adapt and respond to an advertiser's needs. Multi unit LED screens and our broadcasting network are a few of Monroe Regionals exciting digital opportunities.

Our *Digital Network* allow advertisers to effectively reach the entire airport audience through one centralized dynamic medium. These displays are strategically placed in the highest profile locations in the airport terminal.

275,000 visitors per year.

Digital LED Displays



- ⇒ Thousands of impressions per month
- ⇒ High quality images and text at eye level
- ⇒ Arrival and departure placements
- ⇒ 46" Displays
- ⇒ Engage a captive audience
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Wall wraps and window clings are direct application, giant displays that take full advantage of unused wall and window space in areas of heavy passenger flow. These opportunities are located in areas of maximum passenger concentration and offer inescapable visibility. Wraps and Clings can be applied to most surfaces: on soffits, overhead in escalators, vertically on columns or doors, directly to windows or glass panels of all shapes and sizes. Some of our new applications include innovative surfaces such as jet bridges and baggage carousels. Wall Wraps are visually appealing, large formatted graphic images that bring color and excitement to the interior of an airport. Wall Wraps are a self-adhesive vinyl material that adheres to smooth surfaces on a temporary basis. Wall Wraps can be posted and removed with absolutely no damage to the wall structure. Sizes vary per location.

275,000 visitors per year.

Vinyl Wraps and Clings



- ⇒ Thousands of impressions per month
- ⇒ High quality images and text at eye level
- ⇒ Arrival and departure placements
- ⇒ Baggage carousels
- ⇒ Jet bridges
- ⇒ Engage a captive audience
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Floor Displays / Exhibit locations allow advertisers rent designated floor-space to exhibit their products and services. This is a highly effective way for manufacturers and dealers of automobiles, or other large equipment to present their products to targeted consumers.

275,000 visitors per year.

Product Display



- ⇒ Showcase life-size, 3D product display
- ⇒ Display products or free standing products or signs
- ⇒ Arrival and departure placement in Jet Bridges
- ⇒ Cars, Boats, All Terrain vehicles, Motorcycle
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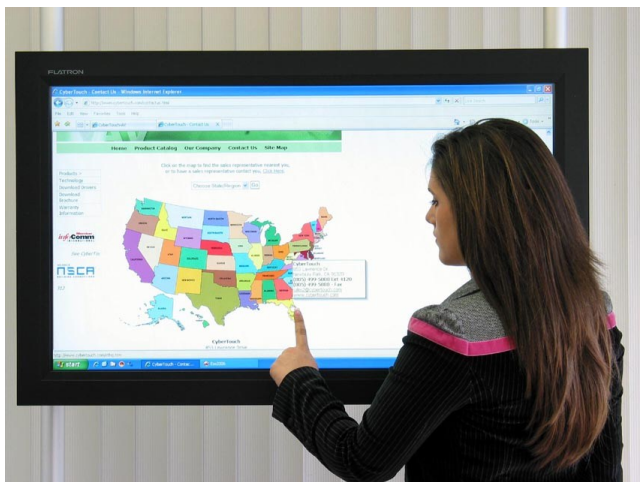
Airport Advertising

Hotel Courtesy Phones & Informative Kiosks

Hotel Courtesy Phones allow travelers to communicate directly to hotels and other travel-related services. Information is either presented in an attractive phone display unit or interactive touch-screen kiosks.

275,000 visitors per year.

Informative Kiosk-Phone Board



- ⇒ Hotel, Motel Information
- ⇒ Restaurants and local attractions
- ⇒ Taxi Cabs
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Flight Information Displays

Your ad will be prominently shown (see photo below) with flight information on widescreen TVs located in the airport. You will gain exposure with passengers watching the TV for status of their departing flight, and meeters and greeters waiting to receive arriving passengers.

275,000 visitors per year.

Flight Information Displays

The screenshot shows a flight information display with three main sections: 'ARRIVALS', 'MONROE WEATHER', and 'NEWS AND INFORMATION'. The 'ARRIVALS' section contains a table of flight data. The 'MONROE WEATHER' section shows the current weather for Sunday. The 'NEWS AND INFORMATION' section features a news anchor and a 'marketplace' logo.

CARRIER	FLT #	CITY	TIME	REMARK
A AMERICAN	387	DALLAS	12:55 PM	CLAIM 3
A AMERICAN	263	EL PASO	1:00 PM	1:10P
Δ DELTA	499	ATLANTA	1:30 PM	ON TIME
A AMERICAN	339	DALLAS-DFW	1:25 PM	1:40P
U UNITED	649	DENVER	2:07 PM	ON TIME
A AMERICAN	559	DALLAS	2:10 PM	ON TIME
Δ DELTA	520	ATLANTA	2:30 PM	ON TIME
A AMERICAN	905	EL PASO	2:45 PM	ON TIME
A AMERICAN	409	CHICAGO	3:00 PM	ON TIME
U UNITED	6671	CHICAGO	3:02 PM	ON TIME
C CONTINENTAL	3120	HOUSTON	3:07 PM	ON TIME

MONROE WEATHER
SUNDAY
48° / 33°

NEWS AND INFORMATION
marketplace

AP U.S. NEWS > Calif. considers smoking ban at all state parks
THURSDAY, MARCH 18, 2010 2:26 PM

- ⇒ Place your ad on each display or target a specific area of the airport
- ⇒ Ten (10) Displays throughout the terminal
- ⇒ Displays images and video
- ⇒ Displays exported animations created in Microsoft PowerPoint and Adobe Flash
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Advertising Rates

Type of Display	Location	Sign Size	1st Month	3 Months *	6 Months **	1 Year ***
Backlit	Boarding	42"H X 62"W	\$800.00	5%	10%	15%
Backlit	Boarding	42"H X 32"W	\$500.00	5%	10%	15%
Digital Display	All Buildings	46"	\$550.00	5%	10%	15%
Vinyl Wrap	All Buildings		\$550.00	5%	10%	15%
Product Display	Ticketing		\$900.00	5%	10%	15%
Phone Board	Baggage Claim		\$250.00	5%	10%	15%
FIDS - Banner (14) Arrival/Departure Displays	All Locations	46"	\$500.00 — \$900.00	5%	10%	15%

* **5% Discount for three (3) month contract.**

** **10% Discount for six (6) month contract.**

*** **15% Discount for 12 month contract.**

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Some Things to Consider

CONTRACTS

All ad campaigns require a fully-executed contract signed by the Advertiser and Monroe Regional Airport. Please allow at least 30 days for the execution of a contract.

PAYMENTS

Payments are due on the first day of each month without demand. All rates listed in this Kit are GROSS and based on a one, three, six months and year contract. Longer terms are subject to discounts and shorter terms are subject to surcharges. Holiday/special event time frames are subject to surcharge.

SECURITY DEPOSIT

A three-month, fully-refundable security deposit is required for all campaigns longer than three months. For any campaign three months or shorter, payment in full is required. The security deposit or payment in full is due prior to the execution of the contract and the installation of any graphics. For the quickest processing, please provide your security deposit or payment in full along with your contract submission.

RESPONSIBILITIES

The Advertiser is responsible for the creative and production of all graphics. The airport provides the space for all graphics, as well as the installation and maintenance of all graphics (exceptions noted).

GRAPHIC APPROVAL

All signage must be approved by the airport staff prior to placement. Please send a PDF file to your airport representative via email for the quickest approval process.

BANNERS & Vinyl WRAPS

The Advertiser is responsible for the installation and removal of banners and column wraps. Advertiser must coordinate the installation and removal of these items with the airport staff. Installation and removal of these items must be done by a professional sign company, and proof of insurance may be required for the sign company. The expense of installation is established between the Advertiser and the sign company.

DELIVERY OF MATERIALS

All materials must be sent to the airport one week prior to the start of the contract for installation. If the materials are not delivered by the start of the contract, the airport staff will install within one week of delivery of items. If airport staff cannot meet this timeline, the Advertiser will be contacted.

REMOVAL OF MATERIALS

At least three days prior to the end of the contract, the Advertiser must notify airport staff of the request to return advertising materials. The airport staff will remove all materials with the exception of banners and vinyl wraps as noted above. Advertiser must pay for all shipping costs associated with the return of materials.

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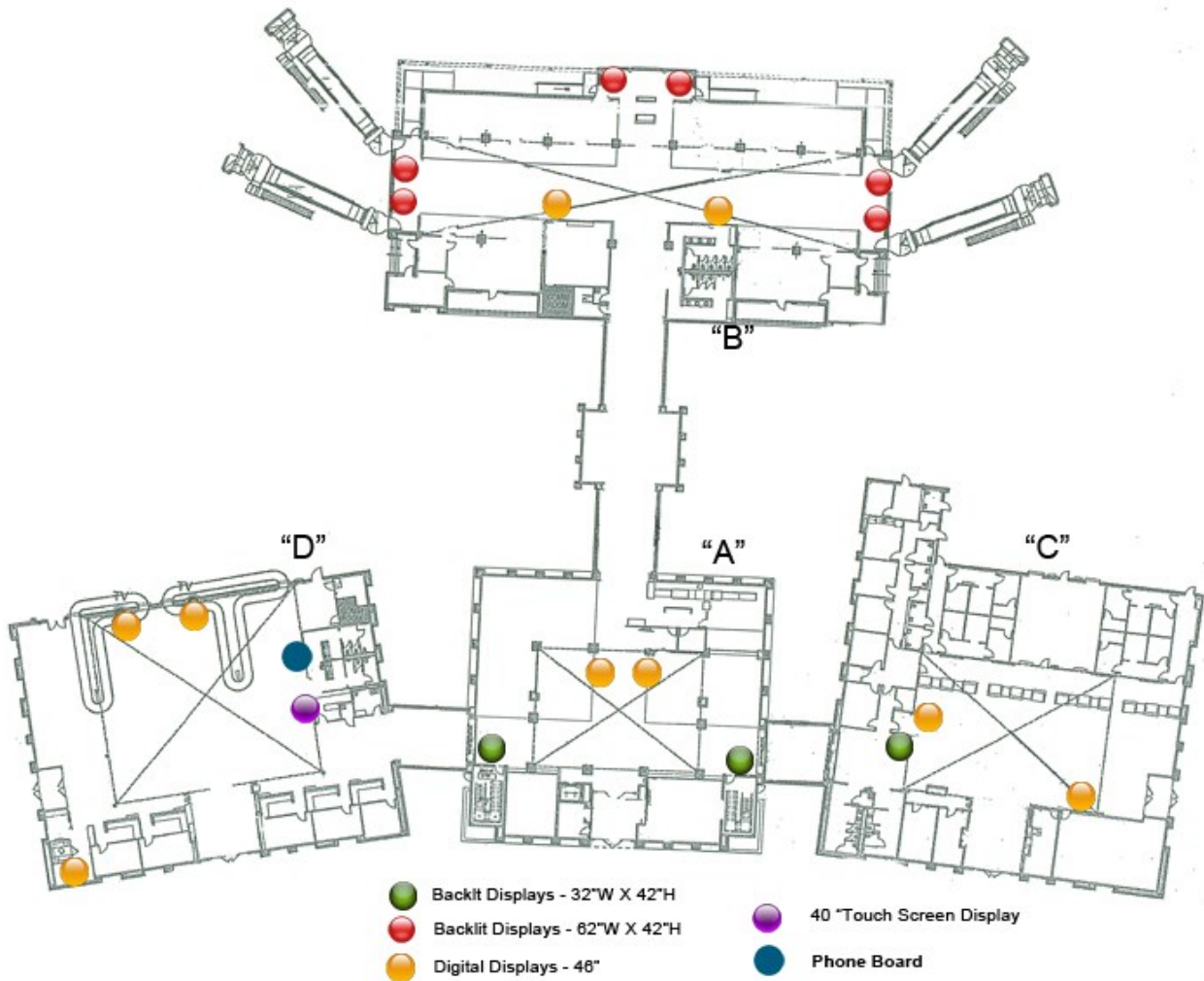
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Terminal Layout



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