# Advertising Opportunities

Southwest Florida International Airport

# Broaden Your Reach With Airport Advertising

## Southwest Florida International Airport

**Did you know nearly 11 million visitors pass through Southwest Florida International Airport annually?**
This number includes travelers as well as people who are in the airport to meet or say goodbye to family and friends. In addition, there are several thousand employees at Southwest Florida International Airport. Your advertising is seen by a captive audience 24 hours a day, seven days a week, 365 days per year. On average, passengers spend approximately 60 minutes waiting at an airport. Advertising your product or service at Southwest Florida International Airport is a great way to reach thousands of business and leisure travelers each day. We will work with you to complement your advertising campaign with everything our world-class airport has to offer.

### Customer Service Commitment

Our advertising program is managed entirely by dedicated Lee County Port Authority staff. This allows us the ability to work directly with you and gives us the opportunity to customize programs to support your advertising needs. We do not charge for graphic installation and graphics can be changed monthly, quarterly or yearly.

### Flexibility

Our program offers a wide variety of advertising displays throughout the airport at different price points. We also offer long-term discounts as well as seasonal, short-term rate options.

Barbara-Anne Urrutia
239-590-4504
bsurrutia@flylcpa.com

# RSW ranks among the top 50 airports for passenger traffic in the United States

More than 8.8 million annual passengers

## 2+ million meeters and greeters

**Advertisers can achieve maximum exposure to unique airport audiences. Our beautiful atriums provide a large, open space for visitors to relax and enjoy the airport.**

## 4,000 employees

**RSW has 4,000 employees. Maximize your exposure to a wide range of audiences and demographics.**

**Fifteen airline partners serve RSW with nonstop service throughout North America and international service to Canada and Germany. With flights to major gateways like Atlanta,Chicago, New York and more, travelers have access to convenient connections worldwide.**

Barbara-Anne Urrutia
239-590-4504
bsurrutia@flylcpa.com

**Dining**

1 DUNKIN' DONUTS
2 JOSE CUERVO TEQUILERIA
3 QUIZNOS
4 NATHAN'S
5 SHULA'S BAR & GRILL
6 STARBUCKS

**Shopping**

7 BEACHES TRAVELMART
8 COASTAL NEWS
9 DYLAN'S CANDY BAR
10 BRIGHTON COLLECTIBLES
11 PGA TOUR SHOP
12 COMFORT ZONE

ATM
ESCALATOR
INFORMATION
SECURITY CHECKPOINT
B1 CONCOURSE GATES
FLIGHT INFORMATION/ COURTESY PHONE
RESTROOM - MEN'S
1 TERMINAL ENTRANCE DOORS (NUMBERED 1 - 6)
ELEVATOR
FOREIGN CURRENCY EXCHANGE/ BUSINESS CENTER
RESTROOM - WOMEN'S

**Airline Ticket Counter Locations**

1 AIR CANADA
10 AMERICAN
9 DELTA
2 FRONTIER
11 JETBLUE
5 SILVER
6 SOUTHWEST
7 SPIRIT
4 SUN COUNTRY
3 UNITED
8 WESTJET

LEE COUNTY VISITOR INFORMATION BOOTHS ARE LOCATED AT THE ENTRANCE TO CONCOURSES B & D

Barbara-Anne Urrutia
239-590-4504
bsurrutia@flylcpa.com

# Large Video Walls

Location: East or West Atrium

The Lee County Port Authority reserves the right to modify advertising locations, rates and terms.

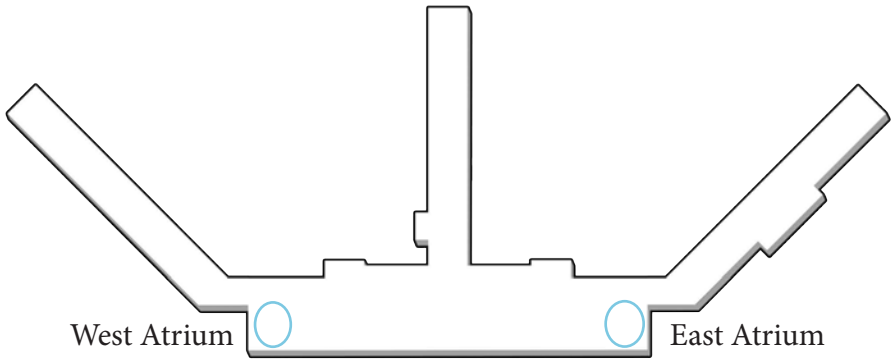
## Package

- One Video Wall (5 x 3)
- In East or West Atrium
- Size: Fifteen 55” monitors

## Rates

- 1-year term $3,500/month

*Discounts are available for multi-year, multi-location or pre-payment.*

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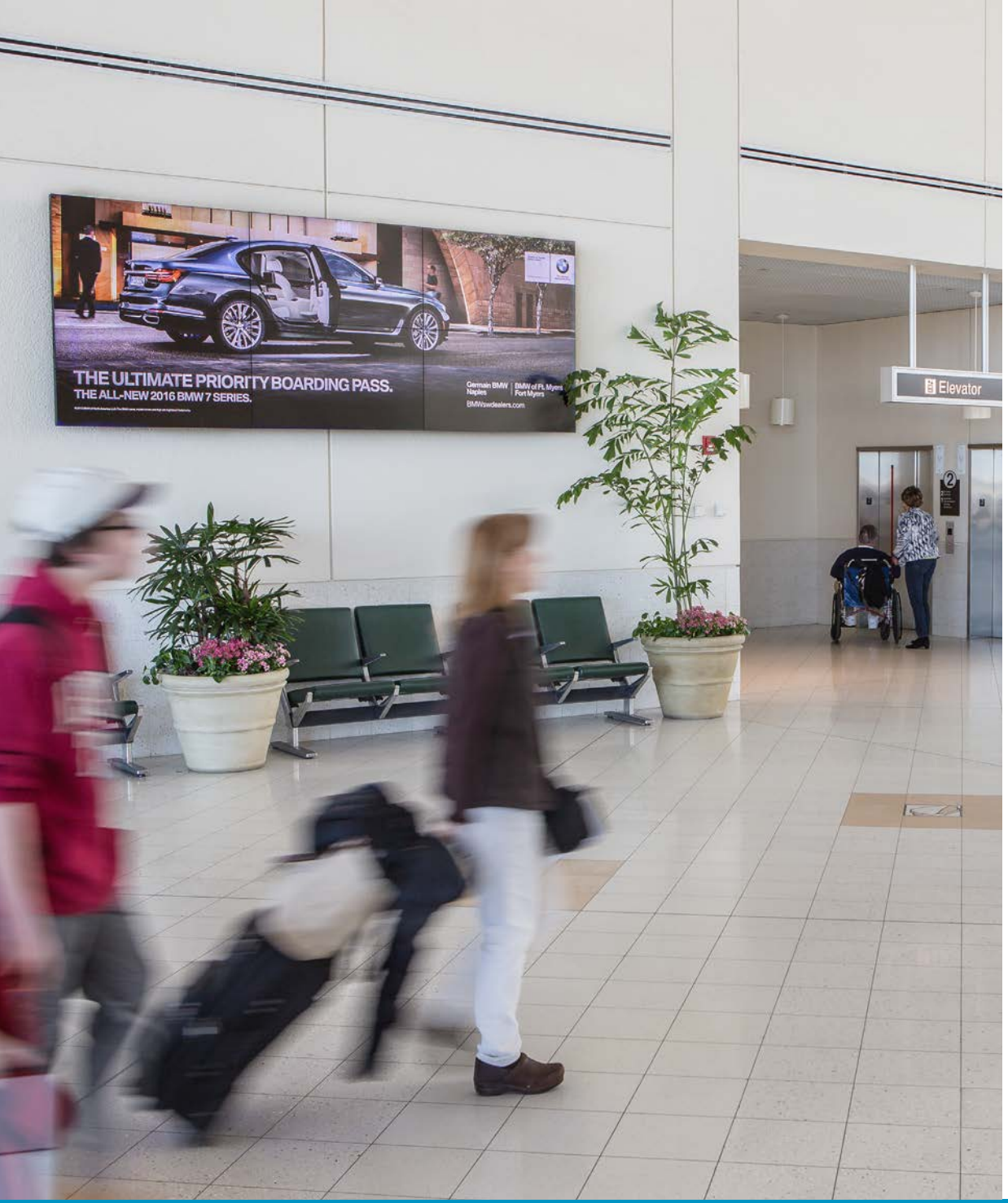



# Digital Displays

## Location: East and West Atrium

The Lee County Port Authority reserves the right to modify advertising locations, rates and terms.

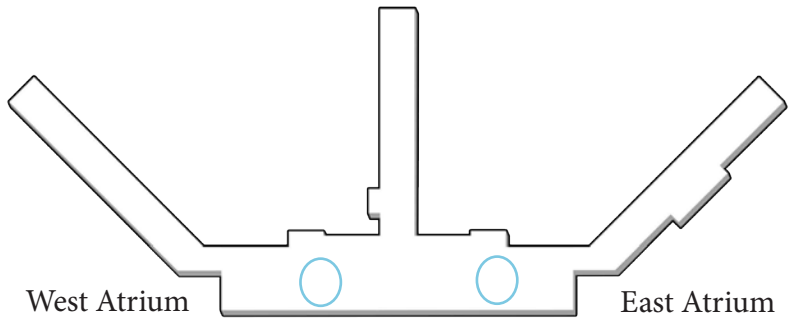
# Package

- One Video Wall (3 x 2) in East and West Atrium
- Size: Six 55” monitors

# Rates

- 1-year term $2,110/month

*Discounts are available for multi-year, multi-location or pre-payment.*

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239-590-4504
bsurrutia@flylcpa.com

# Digital Displays

## Location: Concourse B, C & D

The Lee County Port Authority reserves the right to modify advertising locations, rates and terms.

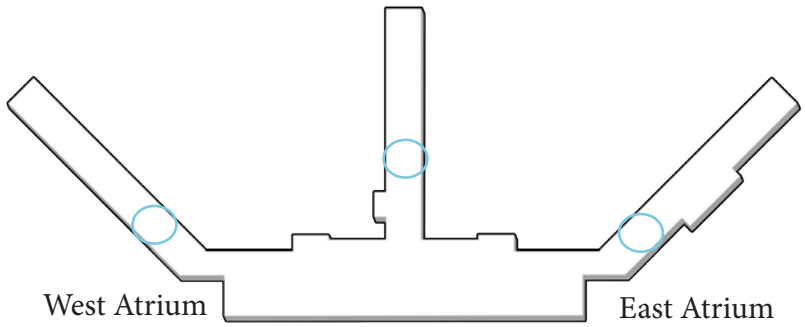
# Package

- One Video Wall (2 x 2) on each concourse
- Size: Four 55” monitors

# Rates

- 1-year term $1,695/month

*Discounts are available for multi-year, multi-location or pre-payment.*

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239-590-4504
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# Digital Displays

## Location: Baggage Claim

The Lee County Port Authority reserves the right to modify advertising locations, rates and terms.

# Package

- Eight Video Walls:
  - Four Video Walls (2 x 2)
  - Four Video Walls (3 x 2)

- Sizes:
  - Four 55” monitors (2 x 2)
  - Six 55” monitors (3 x 2)

# Rates

- 1-year term $3,495/month

*Discounts are available for multi-year, multi-location or pre-payment.*

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# Double-sided Monitors

## Location: Bag Belts in Baggage Claim

The Lee County Port Authority reserves the right to modify advertising locations, rates and terms.

# Package

- Double-sided Monitors
- Size: Two 55” monitors

# Rates

- 1-year term $825/month

*Discounts are available for multi-year, multi-location or pre-payment.*

Barbara-Anne Urrutia
239-590-4504
bsurrutia@flylcpa.com

# Digital Displays

## Location: Baggage Claim

The Lee County Port Authority reserves the right to modify advertising locations, rates and terms.

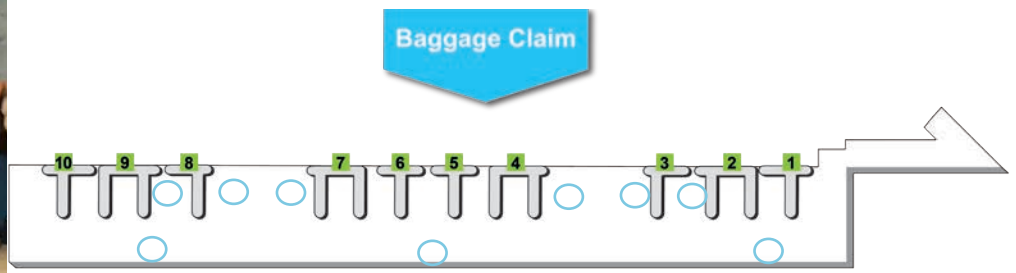
## Package

- Nine LCD Monitors
- 7-second advertisement
- Flash-animation capability

## Rates

- 1-year term $895/month

*Discounts are available for multi-year, multi-location or pre-payment.*

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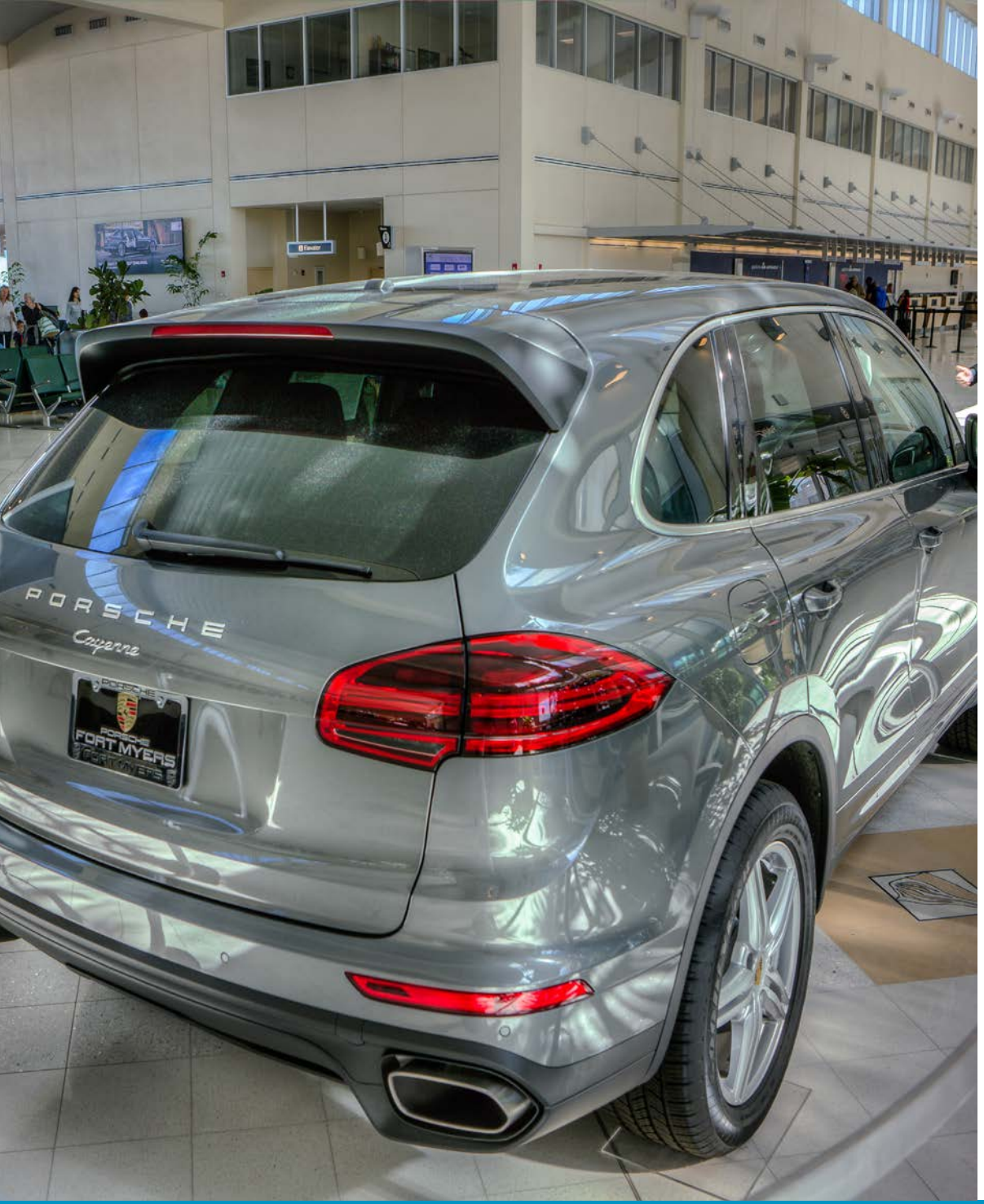



# Static Display/Exhibits

## Location: Atrium and Baggage Claim

The Lee County Port Authority reserves the right to modify advertising locations, rates and terms.

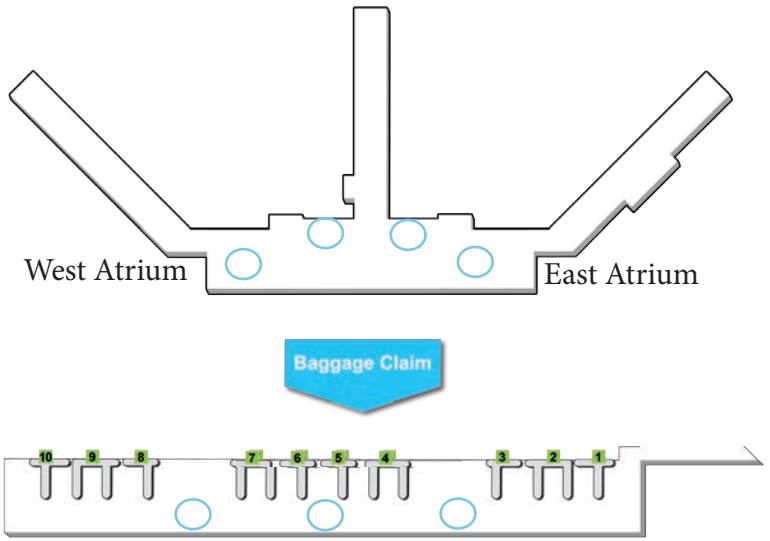
# Package

- One Static Display in Ticketing Hall or Baggage Claim
- Size: 20’ x 15’ floor space

# Rates

- 1-year term $2,100/month

*Discounts are available for multi-year, multi-location or pre-payment.*

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# Wall-mounted Displays

Location: Concourse B,C & D

The Lee County Port Authority reserves the right to modify advertising locations, rates and terms.

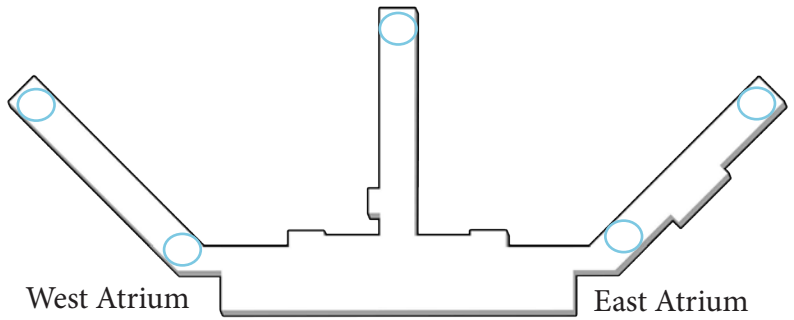
# Package

- One Wall-mounted Display
- Displays available in Concourses B, C or D
- Size: Approx. 28' x 10'

# Rates

- 1-year term $2,500/month

*Discounts are available for multi-year, multi-location or pre-payment.*

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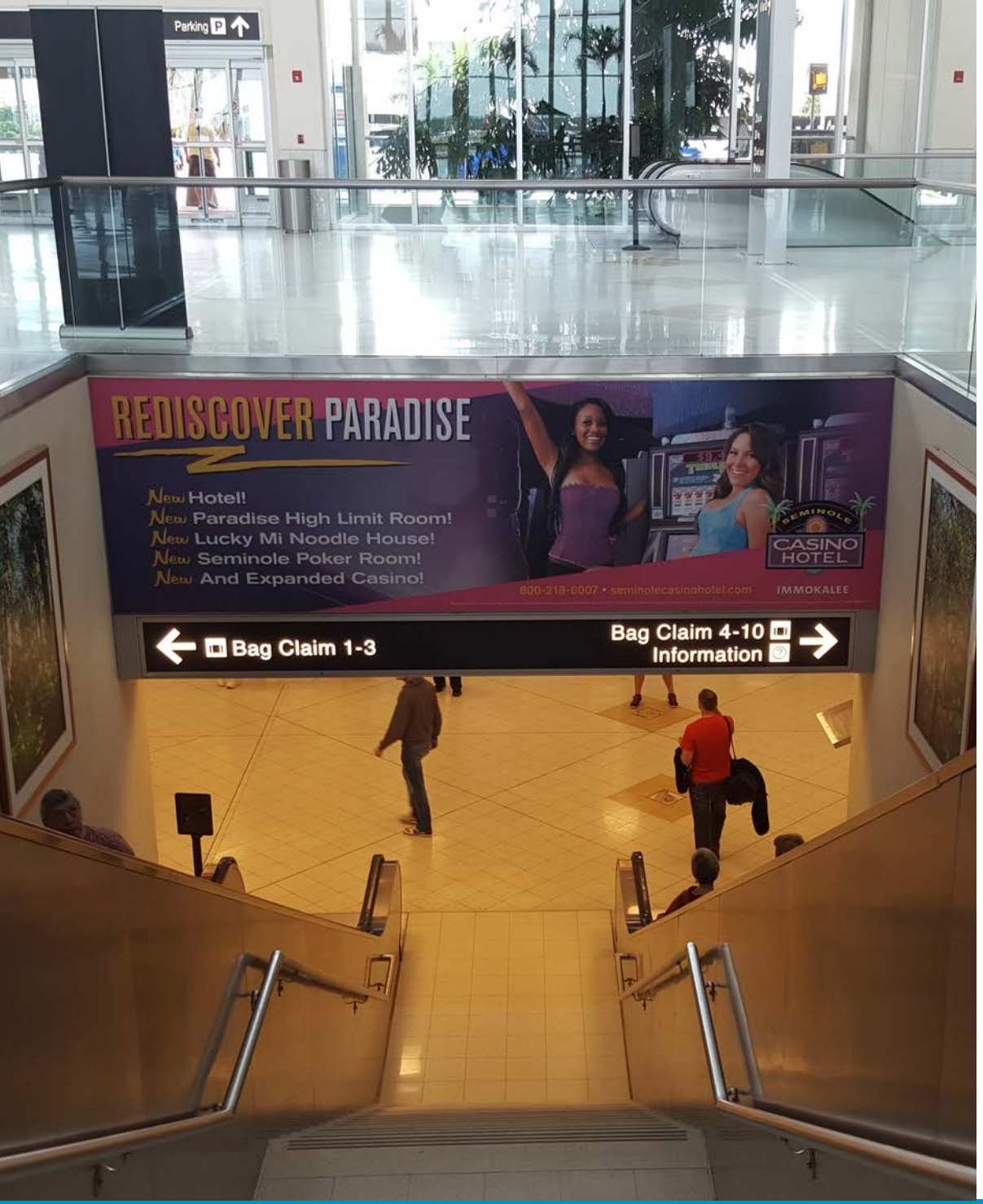



# Wall-mounted Displays

Location: Atrium Escalators

The Lee County Port Authority reserves the right to modify advertising locations, rates and terms.

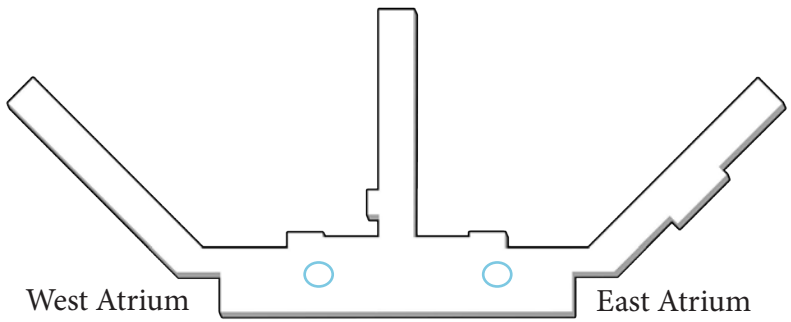
## Package

- One Wall-mounted Display
- In East or West Atrium
- Size: 200” x 60”

## Rates

- 1-year term $4,700/month

*Discounts are available for multi-year, multi-location or pre-payment.*

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239-590-4504
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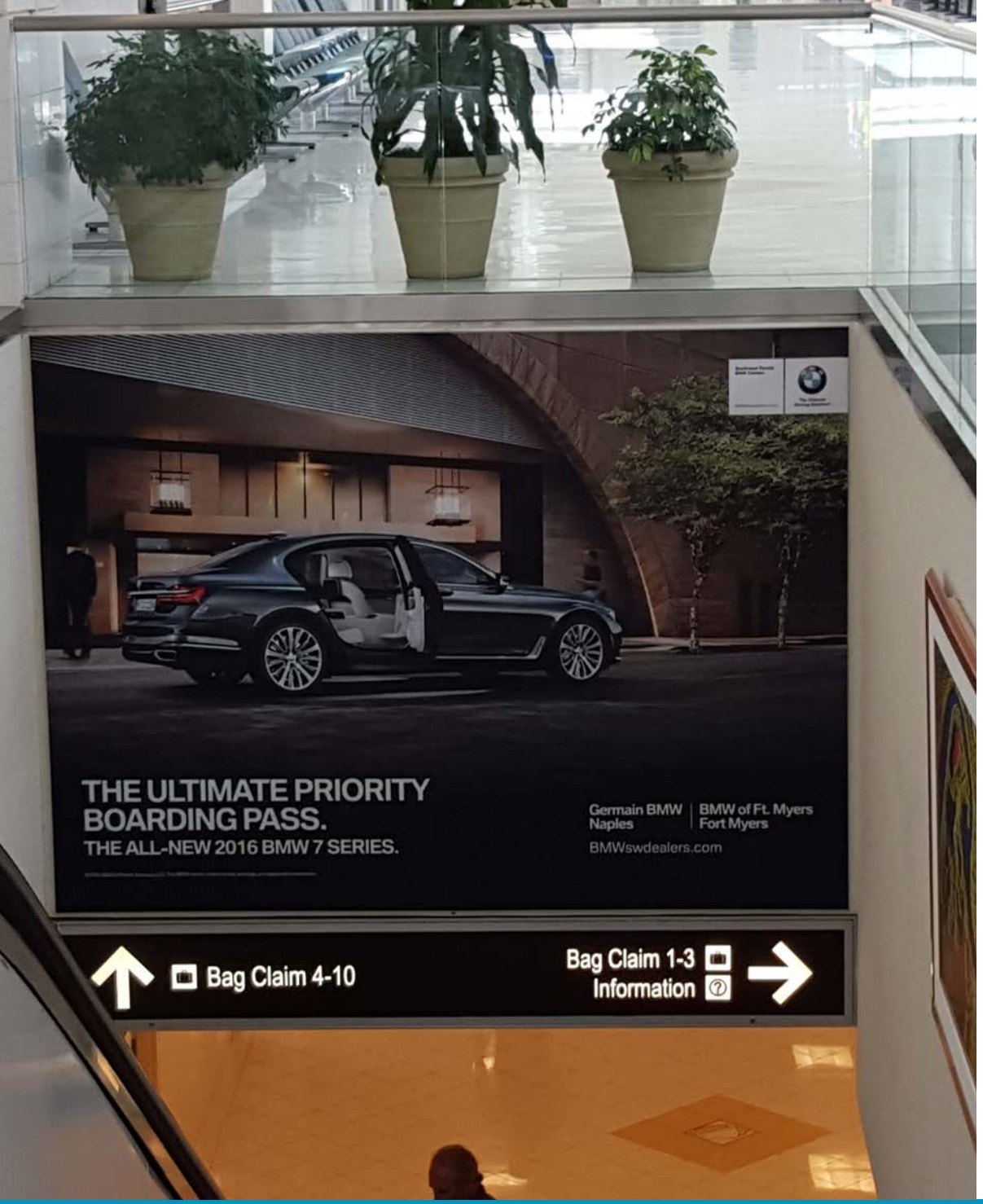



# Wall-mounted Displays

Location: Ticketing Hall Escalators

The Lee County Port Authority reserves the right to modify advertising locations, rates and terms.

# Package

- One Wall-mounted Display
- In East or West Atrium
- Size: Approx. 125.5” x 90.25”

# Rates

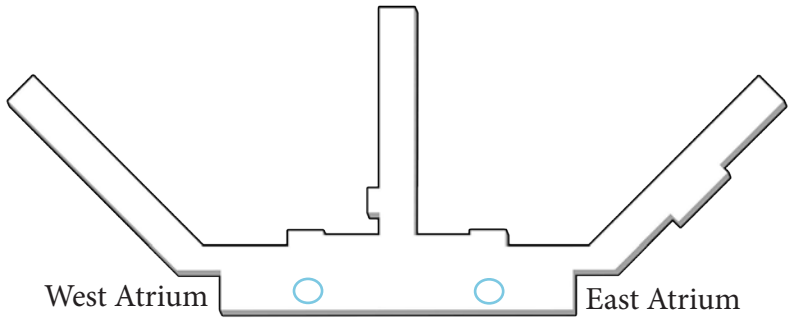
One Escalator

- 1-year term $2,500/month

Two Escalators

- 1-year term $4,700/month

*Discounts are available for multi-year, multi-location or pre-payment.*

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# Shuttle Bus Display

Location: Interior of Shuttle Bus

The Lee County Port Authority reserves the right to modify advertising locations, rates and terms.

# Package

- 19 display ads
- One display on each shuttle bus
- Size: 36” x 10.5”

# Rates

- 1-year term $675/month

*Discounts are available for multi-year, multi-location or pre-payment.*

# Broaden your viewing

audience with displays located inside our 19 airport shuttle buses. These advertisements reach the traveling public as they ride between the terminal and Long-term Parking Lot. Shuttle buses also provide service to the airport Employee Parking Lot – giving your business or service even more exposure to Southwest Florida residents.

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