Advertising Opportunities
Southwest Florida International Airport
Did you know nearly 12 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.
RSW ranks among the top 50 airports for passenger traffic in the United States

More than 10.2 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.
Large Video Walls
Location: East or West Atrium

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

Location is sold out. Please contact us for more information.

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.
Digital Displays

Location: East and West Atrium

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

Location is sold out. Please contact us for more information.

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.

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

Location is sold out. Please contact us for more information.
Barbara-Anne Urrutia
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.
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.
Double-sided Monitors

Location: Bag Belts in Baggage Claim
The Lee County Port Authority reserves the right to modify advertising locations, rates and terms.

Location is sold out. Please contact us for more information.

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

Rates
- 1-year term $895/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 $795/month

Discounts are available for multi-year, multi-location or pre-payment.
Static Display/Exhibits

Location: Atrium and Baggage Claim

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

Location is sold out. Please contact us for more information.

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.
Wall-mounted Displays

Location: Concourse B, C & D

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

Location is sold out. Please contact us for more information.

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.

Location is sold out. Please contact us for more information.
Wall-mounted Displays

Location: Atrium Escalators

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

Location is sold out. Please contact us for more information.

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.
Wall-mounted Displays

Location: Ticketing Hall Escalators

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

Location is sold out. Please contact us for more information.

Package

- Two Wall-mounted Displays
- In East and West Atrium
- Size: Approx. 125.5” x 90.25”

Rates

- Two Escalators
  - 1-year term          $3,000/month

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