



# ADVERTISING AT MONROE REGIONAL AIRPORT

Third & Fourth Quarters 2017

Advertising Management Under  
ONYX Advertising LLC

# OPPORTUNITIES

The background of the slide is a photograph of an airport tarmac. A white commercial airplane is parked at a gate, with its nose and cockpit visible. The tarmac is paved with yellow lines, and there are yellow ground support equipment vehicles nearby. A large, semi-transparent yellow circle is overlaid on the left side of the image, containing the word "OPPORTUNITIES" in white, bold, sans-serif capital letters.

- .: About
- .: The Regional Market
- .: Monroe Regional Airport
- .: Why Airport Advertising
- .: Inventory
- .: Rate Card
- .: Terms and Conditions
- .: Contact

NEED A REASON TO ADVERTISE TO  
A QUARTER MILLION ANNUAL  
TRAVELERS AND VISITORS  
AT THE MONROE REGIONAL AIRPORT?

.: Here Are At  
Least 20...



NORTHEAST LOUISIANA  
(MONROE/WEST MONROE/  
GRAMBLING/RUSTON)

BIRTHPLACE OF DELTA AIRLINES  
DUCK DYNASTY

MISS LOUISIANA PAGEANT  
GRAMBLING STATE UNIVERSITY

LOUISIANA TECH UNIVERSITY

UNIVERSITY OF LOUISIANA — MONROE  
D'ARBONNE NATIONAL WILDLIFE REFUGE

DELTA FEST  
CENTURYLINK

IBM  
THE I-20 HIGH-TECH HUB

SOUTHEAST ARKANSAS  
EL DORADO

MUSICFEST EL DORADO  
EL DORADO FILM FESTIVAL  
NORPHLET CHILI COOK OFF  
SOUTHERN FOOD & WINE FESTIVAL  
SOUTH ARKANSAS COMMUNITY COLLEGE

NORTHWEST MISSISSIPPI  
VICKSBURG

VICKSBURG NATIONAL MILITARY PARK  
JACQUELINE HOUSE AFRICAN AMERICAN  
MUSEUM  
MISS MISSISSIPPI PAGEANT & PARADE  
RIVERFEST





Short Driving Distances To Nearby Markets, Business Hubs, & Attractions

Shreveport/Bossier City, LA

Grambling/Ruston, LA

El Dorado, AR

Vicksburg, MS

Jackson, MS

Each Approximately  $\frac{1}{2}$  to  $1\frac{3}{4}$  Hour Drive

# ∴ Monroe Regional Airport

- Original home of Delta Airlines
- Served by Delta, American & United
- Daily direct flights to international airports in Atlanta, Dallas-Fort Worth, and Houston.

# .:Why Monroe Airport Advertising

Reach thousands  
of customers monthly.

Benefits include:

- Attentive / Captive audience
  - Superior visibility
  - Multiple viewpoints
- Average gate hold time -70 minutes
- Average baggage hold time -20 minutes
  - 55% business travelers
- Viewed by 225,000 visitors per year



# I N V E N T O R Y

## .:Interior

- .:Flight Information Displays (FIDS)
- .:Digitals, including NEW VIDEO WALL
- .:Restrooms, Backlits, Windows, Walls
- .:Floor Displays

## .:Exterior

- .:Light Pole Banners
- .:Street-level Digital Billboard

# INVENTORY



## ∴ Flight Information Displays

Your ad will be prominently shown with flight information on widescreen monitors located in the airport. You will gain exposure with passengers actively watching the monitors for status of their departing flight, and meeters and greeters waiting to receive arriving passengers.

- Ten (10) Displays throughout the terminal
- Displays images and video
- Engage a captive audience
- Highly visible, effective advertising!



## ∴ Backlit Displays

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.

- Medium and large displays
- High quality images and text at eye level
- Arrival and departure placements
- Engage a captive audience
- Highly visible, effective advertising!

# I N V E N T O R Y



## .: Digital LED Displays

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. 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.

- o Thousands of impressions per month
- o High quality images and text at eye level
- o 46" Displays
- o Engage a captive audience
- o Highly visible, effective advertising!



## .: Video Wall

With prime visibility at baggage claim, your company can project and command attention with an engaging, state-of-the-art video wall display. Your message can display both billboards and video. You can choose various durations – whether it's 30 seconds or 2 minutes. Choose one screen, all 9, or any combination in between.

- o Thousands of impressions per month
- o High quality images and text at eye level
- o 46" Displays x 9
- o Engage a captive audience
- o Highly visible, effective advertising!

# INVENTORY



## .: Product Displays & Live Sampling Displays

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 automotive dealers, or other large equipment to present their products to targeted consumers. Also, from a live symphony quartet to Louisiana meatpie samplings, live and up close displays can generate direct interaction with targeted consumers.

- 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, Motorcycles
- Engage a captive audience
- Highly visible, effective advertising!



## .: Jet Bridges & Gate Branding

### Jet Bridges – Exterior and Interior

Greet every departing and arriving flight with an eye-catching, buzz-creating display. Visible from the ground, the air, and/or while boarding/exiting the aircrafts.

Limited availability.

## .: Terminal Exterior Light Pole Banners

Banner spot avails along Terminal Drive in front of the airport, parking lots and walkways. Excellent visibility to all visiting the property.

# I N V E N T O R Y

## .:Vinyl Wraps & Clings



- o Jet Bridges, Windows, Restrooms
- o Engage a captive audience
- o Highly visible, effective advertising!

# INVENTORY

SAMPLE — GATE B





# INVENTORY

## JET BRIDGE - INTERIOR



# INVENTORY

JET BRIDGE  
INTERIOR



O N Y X M e d i a W o r k s . c o m

# .: Rates

\*Not Inclusive

DISPLAY	LOCATION	SIZE	MONTHLY RATE
Backlits	All Buildings	Call for Specs	500-800
Digital Display	All Buildings	46"	From 100
Digital Display - Exterior	Entrance/Exit to Airport Property	Call for Specs	400
Vinyl Wrap	All Buildings	Call for Specs	From 550
Product Display	Ticketing, Gates	Call for Specs	900
Bus Bench	Exterior at Passenger Curbside	Call for Specs	100
FIDS (Flight Information Displays)	All Locations	46"	From 500
Video Wall	Baggage Claim	Call for Specs	From 100
Jet Bridge - Interior, Exterior	Gates	Call for Specs	Call for Rate

Discounts available at 5%, 10% and 15% for 3, 6, and 12-month commitments, respectively.  
Rates are subject to change. Sign production is additional.

\*Countless opportunities available – from restroom stalls to floor decals.  
Call ONYX to Customize a Campaign for Your Business or Organization (318) 939-1316.



## *SO WHAT ARE THE NEXT STEPS...*

1. Q & A
2. SHORT TOUR
3. RESERVE YOUR CAMPAIGN TODAY & SCHEDULE A TIME TO SOLIDIFY.





Jennifer Johnson  
Direct (225) 939-1316  
Office (318) 459-9586

C O N T A C T

# GENERAL TERMS & CONDITIONS

Effective As of 10/06/14

*(Subject to Change With or Without Notice. Contact Your Sales Representative.)*

## 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 are based on a one-month, three-month, six-month and twelve-month contract. Longer terms are subject to discounts and shorter terms are subject to surcharges. Holiday/special event time frames are subject to surcharge.

*A three-month deposit is required for all campaigns longer than three months. For any campaign three months or shorter, payment in full is required. The 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 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 and ONYX Advertising prior to placement. Please send a PDF or JPEG file to your sales 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 ONYX Advertising. 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, ONYX will arrange for install within one week of delivery of items. If the install 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.