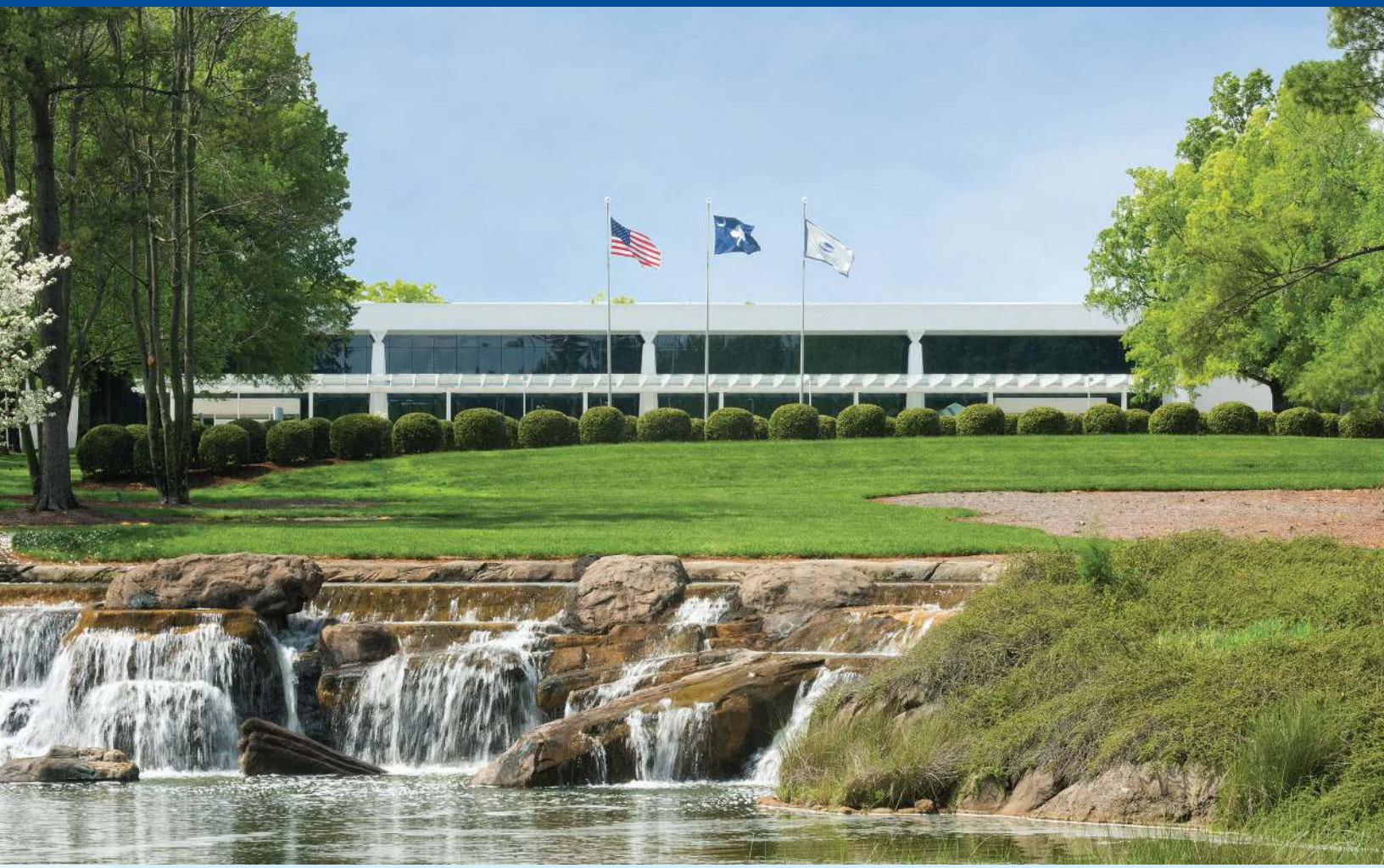
Advertising Program at GSP International Airport



GSP - Important for Business & Economic Development

GSP INTERNATIONAL AIRPORT
ROGER MILLIKEN FIELD

For more information, contact
Michael Forman
864-848-6282
mforman@gspairport.com

gspairport.com

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GSP INTERNATIONAL AIRPORT AIR SERVICE

OVER **100** TOTAL DAILY NONSTOPS

*Las Vegas - Seasonal Service

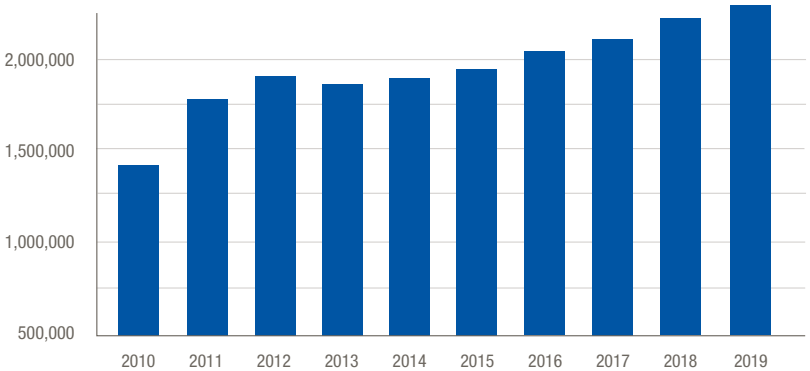
OVER **2.61** MILLION PASSENGERS IN 2019

NONSTOP CITIES & DAILY DEPARTURES

Atlanta	Delta & Southwest	13 Daily
Baltimore	Southwest	1 Daily
Charlotte	American	9 Daily
Chicago	American & United	6 Daily
Dallas/Fort Worth	American	3 Daily
Denver	Frontier & United	11 Weekly
Detroit	Delta	3 Daily
Fort Lauderdale	Allegiant	3 Weekly
Houston	United	2 Daily
Las Vegas*	Frontier	2 Weekly
Miami	American	2 Daily
New York City		6 Daily
- LaGuardia	Delta	3 Daily
- Newark	United	3 Daily
Orlando		6 Weekly
- International	Frontier	3 Weekly
- Sanford	Allegiant	3 Weekly
Philadelphia	American	3 Daily
Tampa/St. Petersburg	Allegiant	3 Weekly
Washington, D.C.		7 Daily
- Dulles	United	4 Daily
- Reagan	American	3 Daily

allegiant · American Airlines · DELTA · FRONTIER · Southwest · UNITED

TOTAL ANNUAL PASSENGERS



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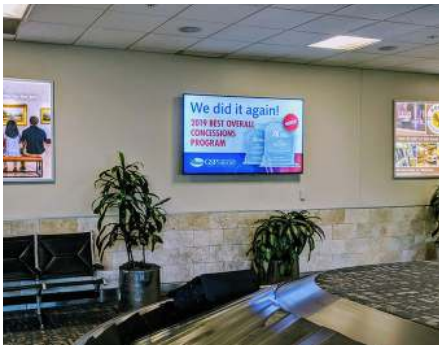
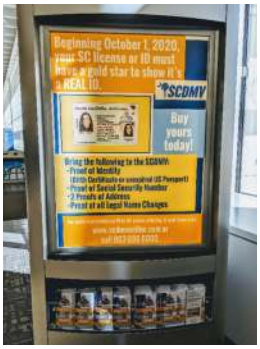
Advertising at GSP: Expand Your Brand's Reach!

With over 2.6 million passengers in 2019, and on track to exceed that total in 2020, GSP affords unmatched visibility for your company's advertising program. Your advertising will be seen by a captive audience of both leisure and business travelers nearly around the clock, as our customers spend on average 90 minutes while at the airport.





Airport Advertising: It Works!

80%
NOTICE
AIRPORT ADVERTISING

66%
READ
ADVERTISING

47%
RECALL
WHEN MAKING A PURCHASING DECISION

42%
TAKE ACTION
VISITED A WEBSITE, WENT TO A STORE OR LEARNED MORE ABOUT A PRODUCT/BRAND/ SERVICE AS A RESULT OF AIRPORT ADVERTISING

Digital Advertising Demands Attention

73%
NOTICE
AIRPORT ADVERTISING

66%
READ
ADVERTISING

40%
RECALL
WHEN MAKING A PURCHASING DECISION

34%
TAKE ACTION
VISITED A WEBSITE, WENT TO A STORE OR LEARNED MORE ABOUT A PRODUCT/BRAND/ SERVICE AS A RESULT OF AIRPORT ADVERTISING

*All stats based on the 2018 Nielsen Airport Insights Study

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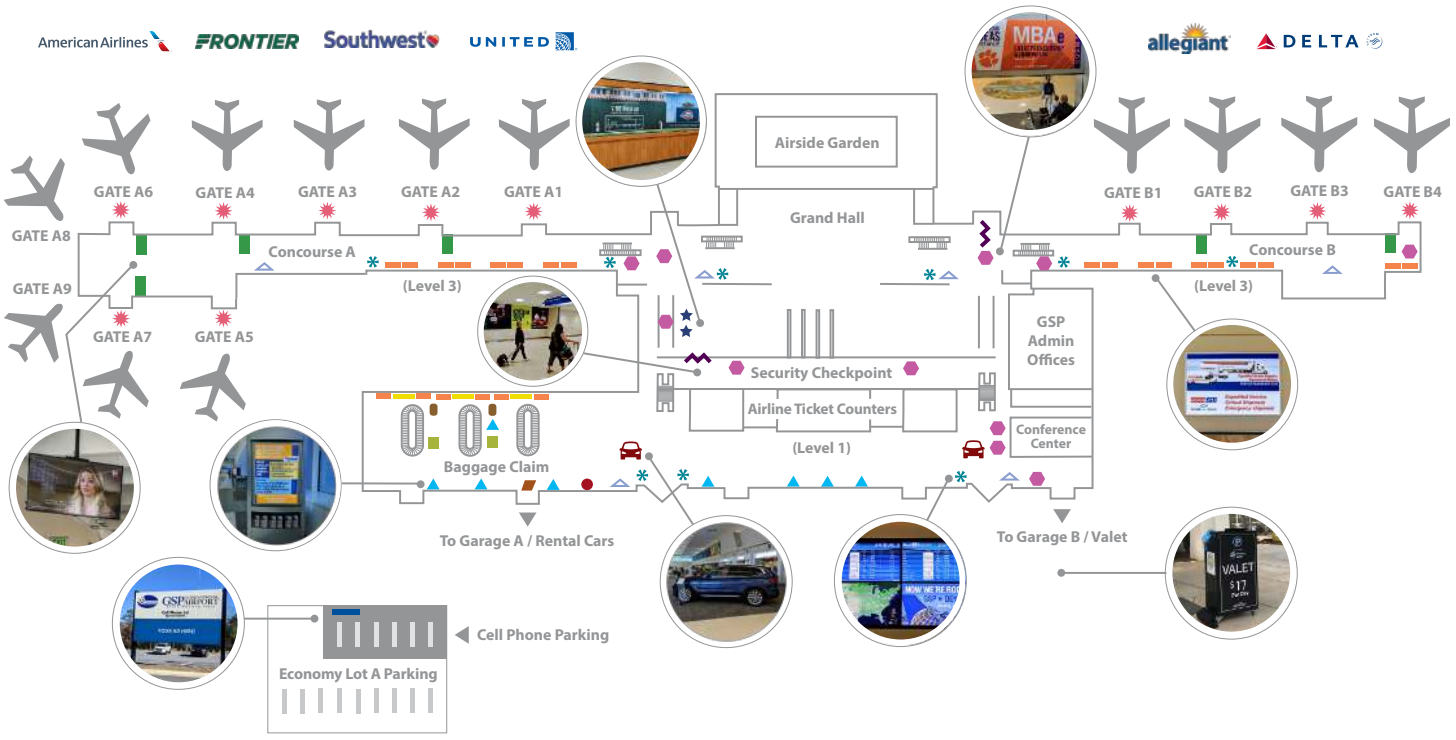
TERMINAL MAP – ADVERTISING LOCATIONS



LEGEND

- Brochure Rack (1)
- Information Kiosk (2)
- Vertical Island with Brochure Rack (8)
- Flight Information Displays (FIDS) (9)
- Boarding Bridge Displays (11)
- Vehicle Showcase (2)
- Video Monitors (3)
- Back-Lit Static Display (24)
- CNN Airport Network (6)
- Rental Car Area Tension Fabric Display (1)
- Wall Wrap (2)
- Arrivals Escalator Tension Fabric Display (11)
- Arrivals Exit Corridor A Display Cases (2)
- Column Wrap (2)
- Hand Sanitizers (6)

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30-SECOND COMMERCIAL – CNN AIRPORT NETWORK

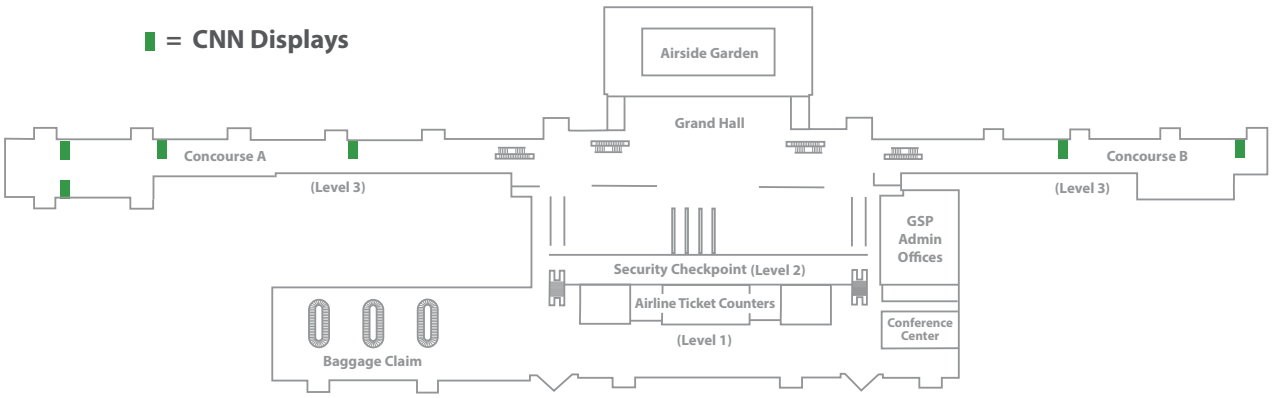
Location: Six TV monitors located throughout the passenger seating areas, with four on Concourse A (at Gates A2, A4, A6, and A7) and two on Concourse B (at Gates B2 and B4). In addition, it is streamed live via Wifi throughout the terminal for viewing on personal electronic devices such as phones and tablets.

Package: A 30-second commercial created by the advertiser will be played once per hour on all monitors.

Size & Material: Each monitor measures approximately 42" from corner to corner.

Price: $2,000/Month.

Term: One year minimum.



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BACK-LIT STATIC DISPLAYS

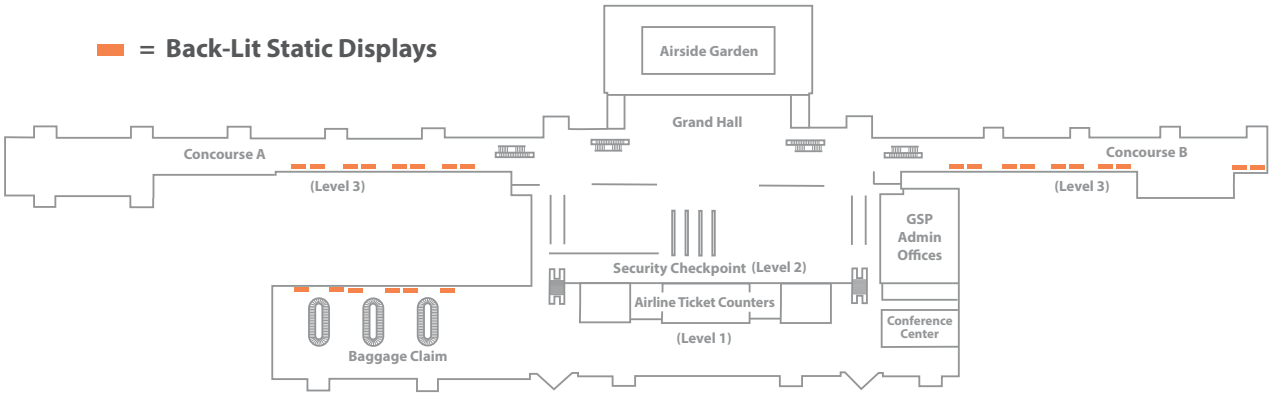
Location: 24 back-lit displays on walls throughout the public and secure side of the terminal, with six in the Baggage Claim Area, eight on Concourse A, and ten on Concourse B.

Package: Each display can be leased on an individual basis.

Size & Material: Overall Dimensions Baggage Claim: 60 1/4"W x 41 1/4"H; Concourses 60"W x 40"H. Translucent and matte finish required. Bleed Background to overall size.

Price: $1,000/Month in Baggage Claim and $750/Month on each Concourse.

Term: Six month minimum.



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BAGGAGE CLAIM - BROCHURE RACK

Location: One two-sided rack adjacent to the Information Center in the baggage claim; four full-size brochure spots (two on each side) and 34 pamphlet-size spots (17 on each side).

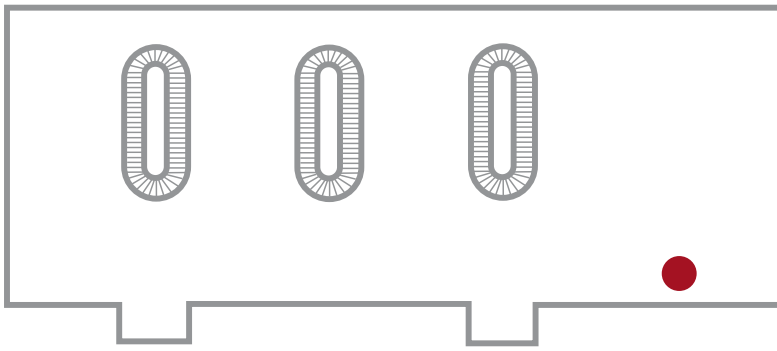
Package: Available on a per-spot basis.

Size & Material: Overall dimensions for large brochure: 8.5"W x 11.5"H; pamphlet size: 4.5"W x 11.5"H.

Price: $50/month for each large brochure spot, $30/month for each pamplet size spot.

Term: One year minimum.

Baggage Claim Area



● = Brochure Rack

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BAGGAGE CLAIM - COLUMN WRAPS

Location: Two four-sided column wraps in baggage claim, with one located between baggage carousels #1 and #2, and the other located between baggage carousels #2 and #3.

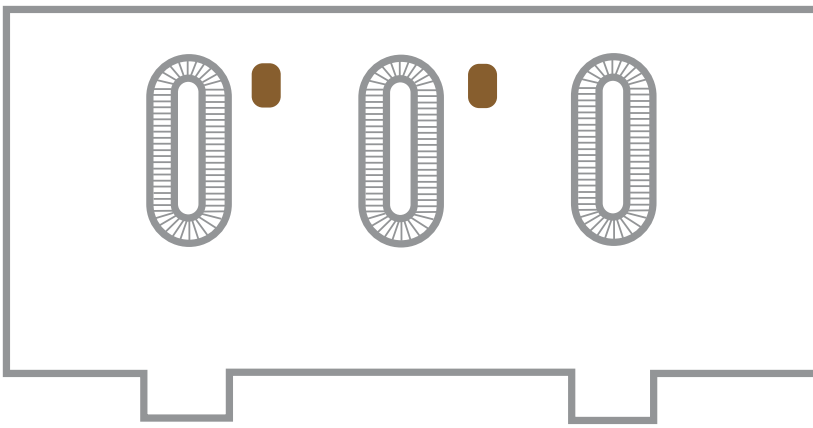
Package: Includes advertising on all four sides of each column; both columns must be leased together – not available on an individual basis.

Size & Material: Overall dimensions per column side: 60"W x 74"H; matte finish required.

Price: $2,500/Month for both columns.

Term: Six month minimum.

Baggage Claim Area



= **Column Wraps**

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BAGGAGE CLAIM - INFORMATION KIOSKS

Location: Two free-standing, two-sided video displays located in the baggage claim.

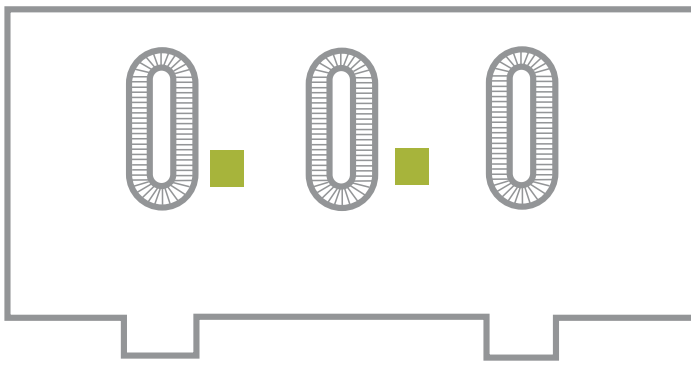
Package: Video advertising would be shown on both sides of each kiosk on a rotating basis; only available as a package for both kiosks.

Size & File Format: Viewing area dimensions are 27"W x 47.5"H. 1920 x 1080 resolution required for all advertisements.

Price: $500/Month.

Term: Six month minimum.

Baggage Claim Area



■ = **Information Kiosks**

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BAGGAGE CLAIM DIGITAL MONITORS

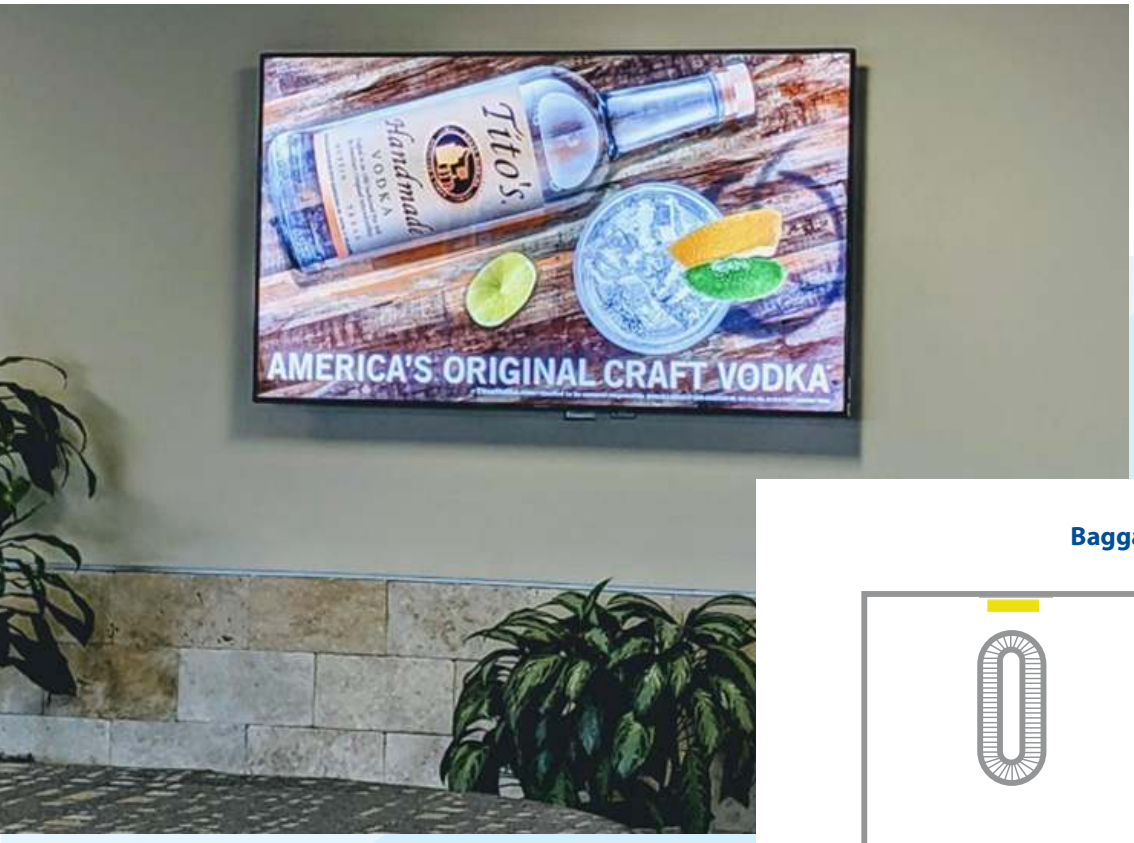
Location: Three digital monitors in the baggage claim area, with each monitor positioned on the wall behind each baggage carousel.

Package: One ten-second advertising clip (a video or a montage of static images) rotating once every minute on all three monitors.

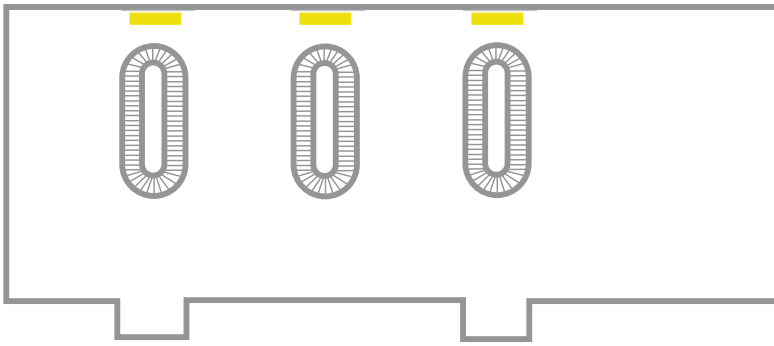
Size & File Format: Each monitor measures approximately 72" corner to corner. 1920 x 1080 resolution required for all advertisements.

Price: $1,000/Month.

Term: Six-month minimum.



Baggage Claim Area



= **Digital Monitors**

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BAGGAGE CLAIM - VIP WELCOME PACKAGE

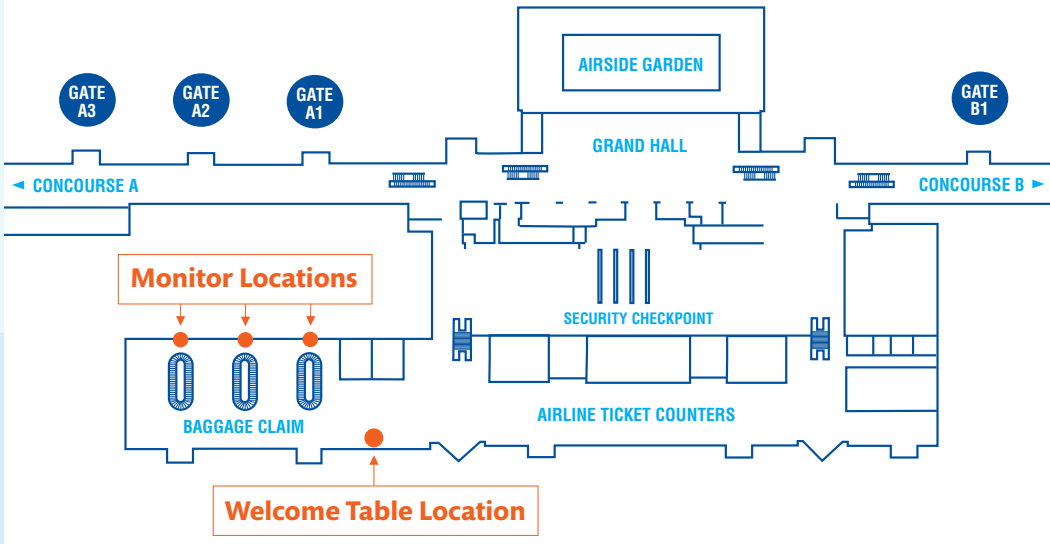
Location: Table set up in Baggage Claim.

Package: 10-second video or photo montage on all three monitors in our Baggage Claim area (rotating every minute). Table with two chairs and black tablecloth to be set up next to GSP's Information Center. A branded tablecloth and standup sign can be provided by advertiser.

Size & Material: Each monitor measures approximately 72" corner to corner. 1920 x 1080 resolution required for all advertisements.

Price: $500.

Term: Three day package.



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BOARDING BRIDGES

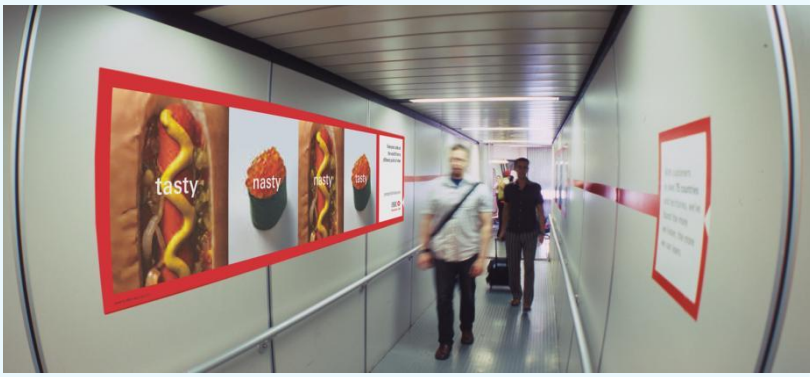
Location: Nine Boarding Bridges on Concourse A, Four Boarding Bridges on Concourse B.

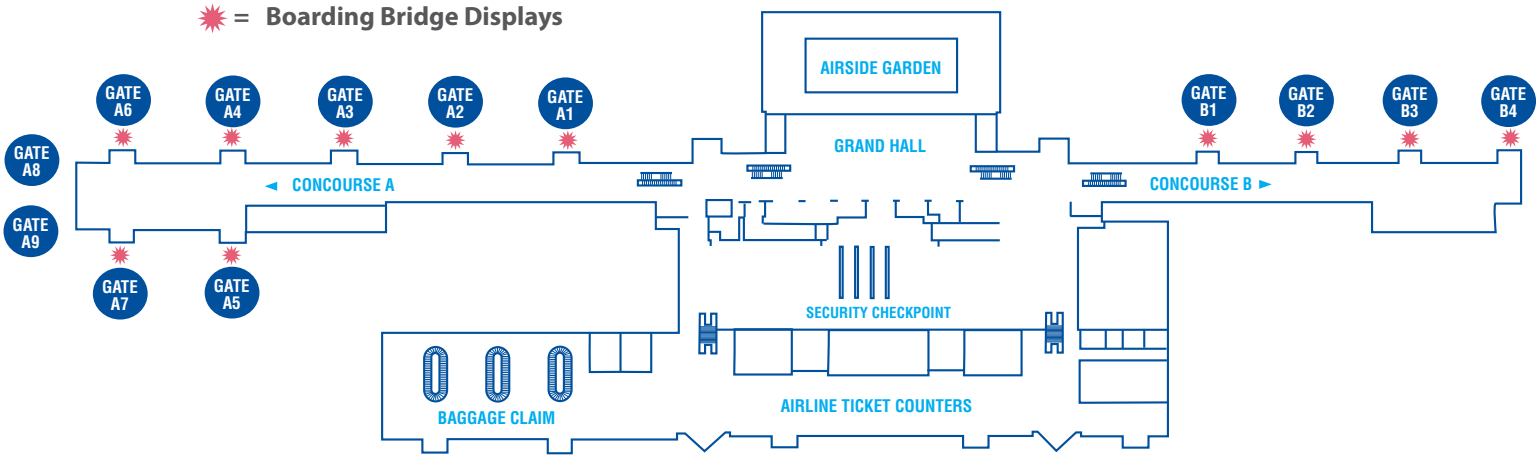
Package: Advertisement would be shown along Boarding Bridge at any one of the 13 bridges on the Concourses. All locations are leased on an individual basis and are available first come, first serve.

Size & Material: Sizes vary, matte finish required. Ask GSP Airport District staff for further details.

Price: $500/month per bridge location.

Term: One year minimum.





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BOARDING PASSES

Location: Customer advertisement placed on the back of all boarding passes printed at the airport.

Size & File Format: 8"W x 3 ¼"H, 1920 x 1080 resolution required for all advertisements.

Price: $1,000/month.

Term: One year minimum.

Unique opportunity to reach thousands of potential customers every day.

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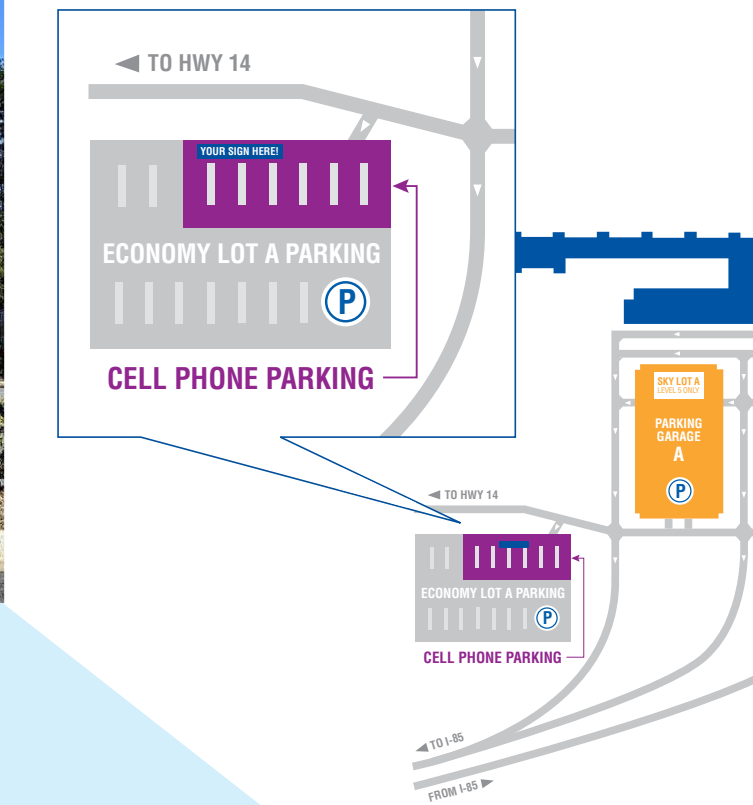
CELL PHONE LOT SPONSORSHIP

Location: On the large billboard at the entrance to the Cell Phone Lot, which is adjacent to Economy Lot A and a short drive from the terminal building.

Package: Includes branded signage under the "Sponsored By" text (as shown below), branded banners on all seven light poles throughout the lot, plus additional recognition on the GSP website.

Size & Material: The sponsor sign area measures 15' wide by 4' high.

Price: $1,500/Month plus any costs related to branded signage and banners with a minimum one-year term.



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CONCOURSE A - EXIT CORRIDOR DISPLAY CASES

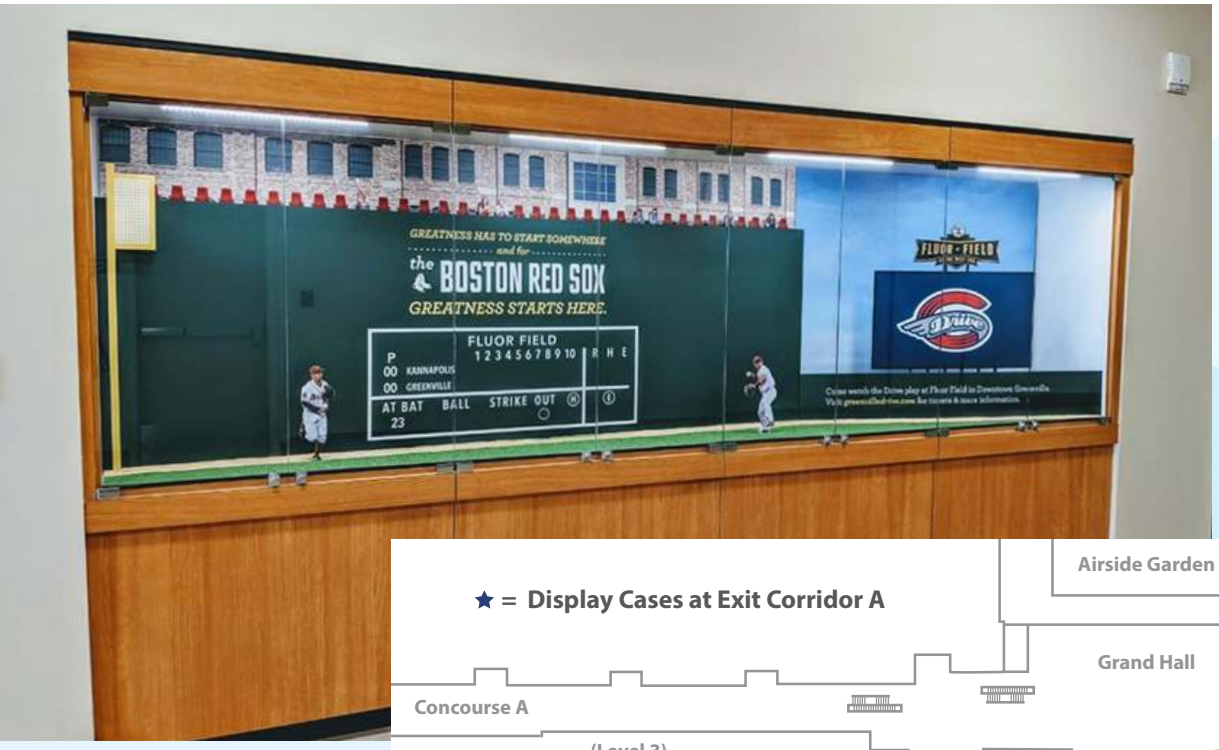
Location: Three dimensional display cases available in the exit corridor for passengers arriving on Concourse A.

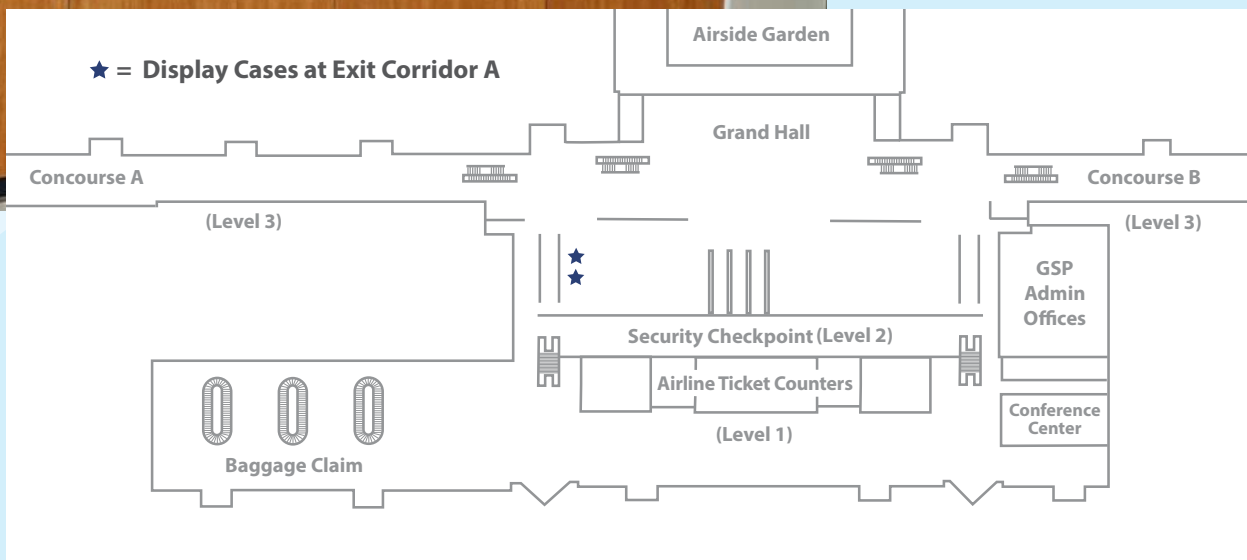
Package: These advertising options are available as a three-panel or four-panel display.

Size & Material: Each panel measures approximately 37 2/3" W x 42" H x 16" D.

Price: $750/Month for the three-panel display, and $1,000/Month for the four-panel display.

Term: One year minimum.





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FLIGHT INFORMATION DISPLAYS (FIDS)

Location: Nine digital monitors located throughout the terminal, with two on Concourse A, two on Concourse B, two in the grand hall after security, two near baggage claim, and one located near the conference center and ticketing lobby.

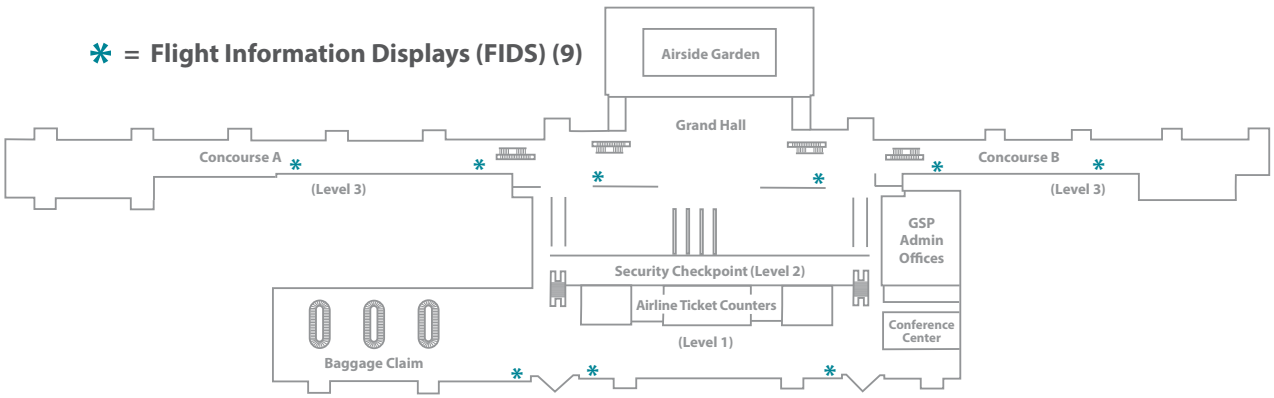
Package: A 10-second ad created by the Advertiser will be played once per minute on all monitors.

Size & Material: Each monitor measures approximately 42" from corner to corner.

1920 x 1080 resolution required for all advertisements.

Price: $2,000/Month.

Term: Six month minimum.



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HAND SANITIZERS

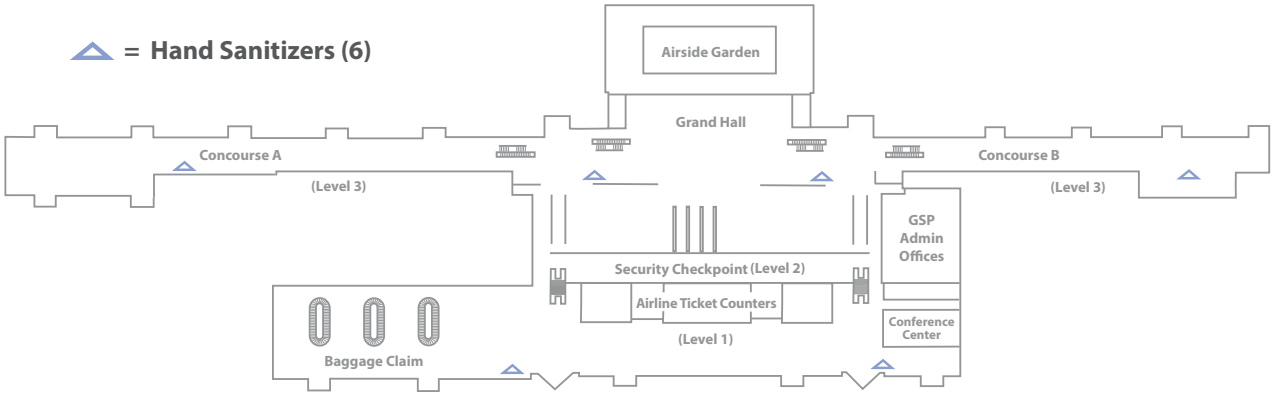
Location: Customer logo placed on top of hand sanitizer machines in conspicuous locations terminal wide for maximum presence.

Package: Six locations terminal wide, comes as a package only.

Size & Material: 9"W x 6"H, sticky back for adherence to (velcro or tape preferred).

Price: $500/month for package.

Term: One year minimum.



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RENTAL CAR AREA TENSION FABRIC

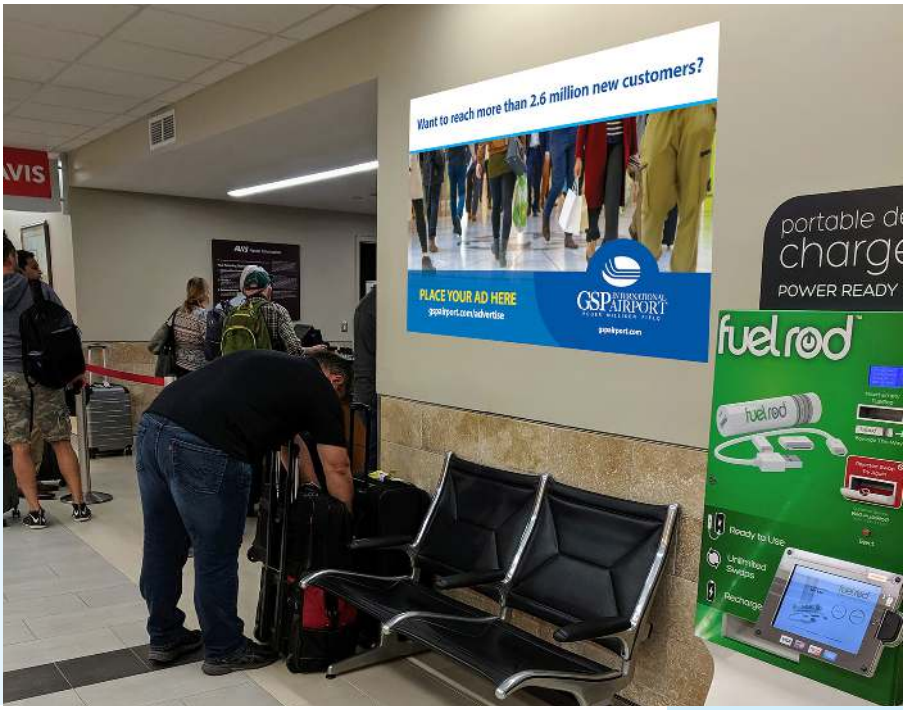
Location: At Rental Car front desk area.

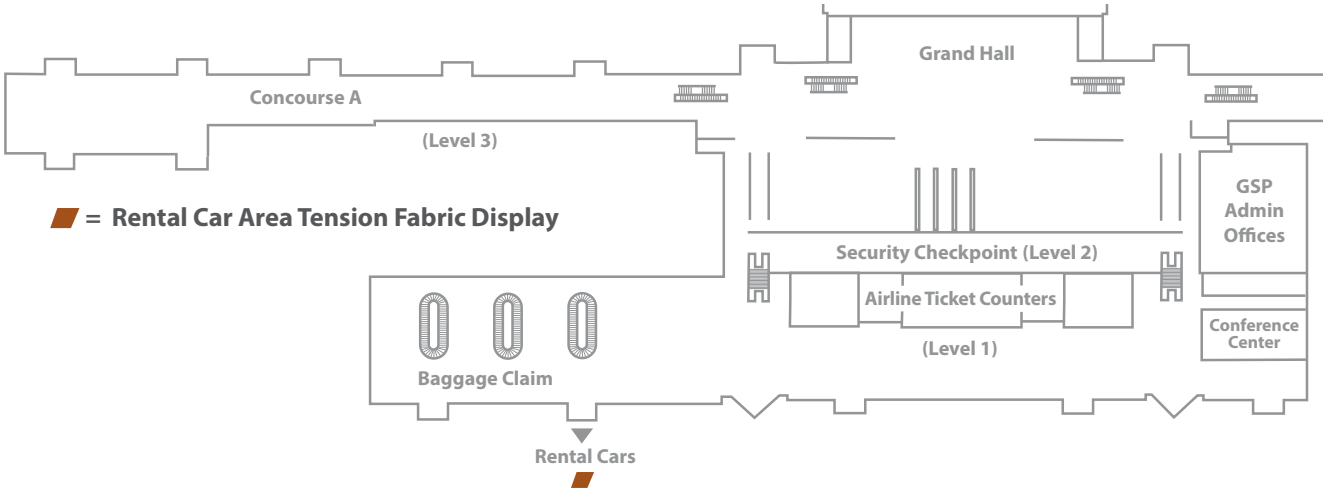
Package: Two total signs in Rental Car area. Leased on an individual basis.

Size & Material: Overall dimension 96"W X 60"H, tension fabric.

Price: $500/month per location.

Term: Six month minimum.





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TENSION FABRIC DISPLAYS

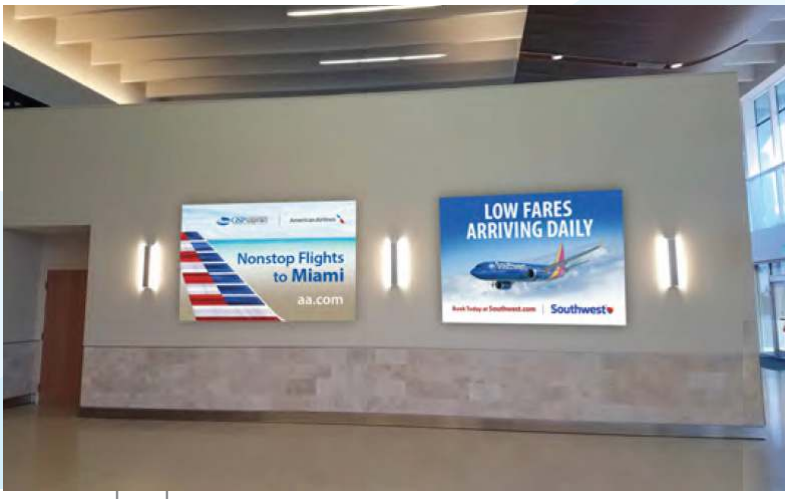
Location: One display above both down escalators for arriving passengers at each concourse, two displays on each of Concourse A and Concourse B, two displays near the TSA security checkpoint, and three displays near the conference center and ticketing lobby.

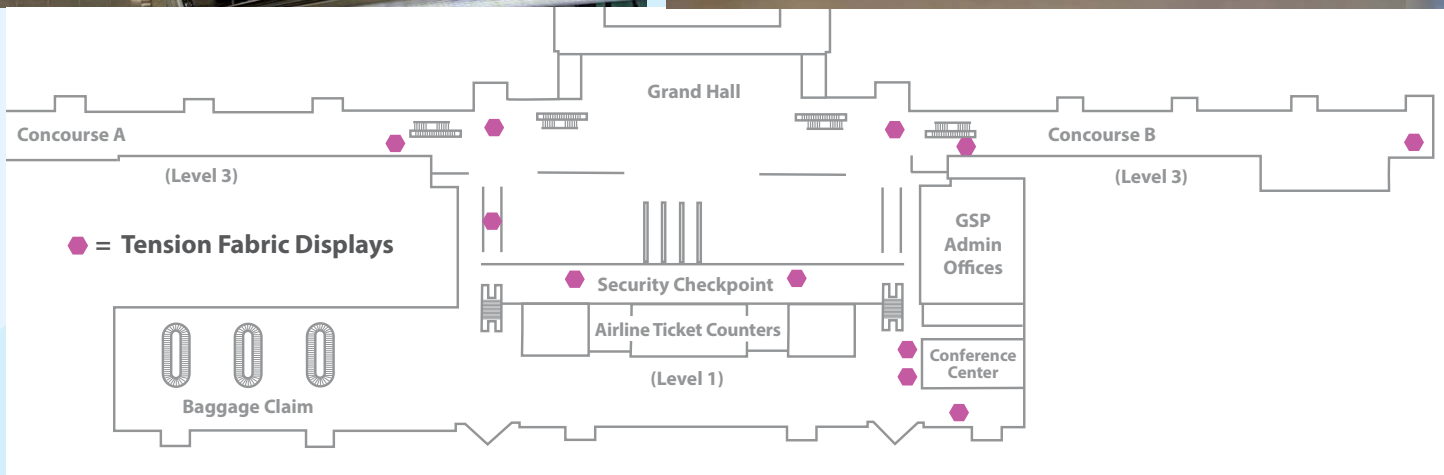
Package: The escalator(s) advertising option is only available as a two-display package. All other displays leased on an individual basis.

Size & Material: Escalator displays measure 126"W x 52"H. All other displays measure 144"W x 60"H or 96"W x 60"H. All displays are tension fabric.

Price: $3,500/Month for the escalator display package displays, $2,000/Month for individual 144"W x 60"H displays, and $1,500/Month for 96"W x 60"H displays.

Term: Six month minimum.





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TSA CLEAR BAG ADVERTISEMENTS

Location: Customer advertisement placed on the back of one quart bags provided at the TSA check point, for use by travelers requiring additional carrying capacity during screening.

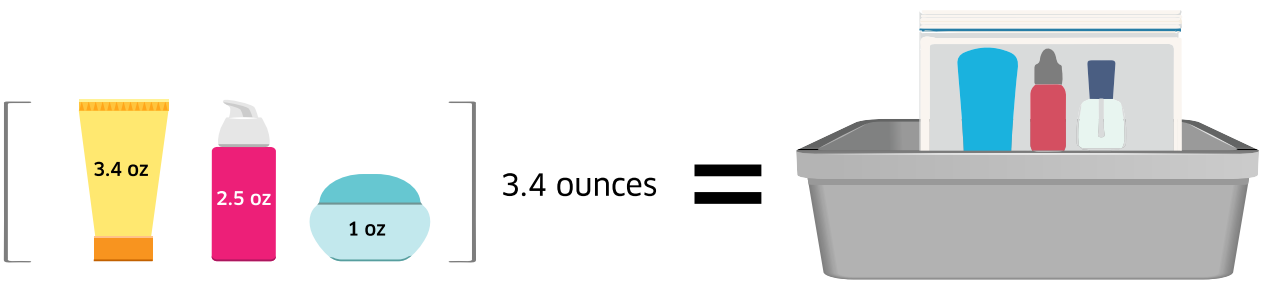
Size & File Format: One-quart sized bag, 1920 x 1080 resolution required for all advertisements.

Price: $500/month.

Term: One year minimum.

CARRY-ON-BAG

3.4 ounces (100 ml) or smaller sized containers that fit in 1 quart-sized, resealable bag may go in carry-on and through checkpoint security.



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For more information, contact
Michael Forman
864-848-6282
mforman@gspairport.com

VALET PARKING SPONSORSHIP

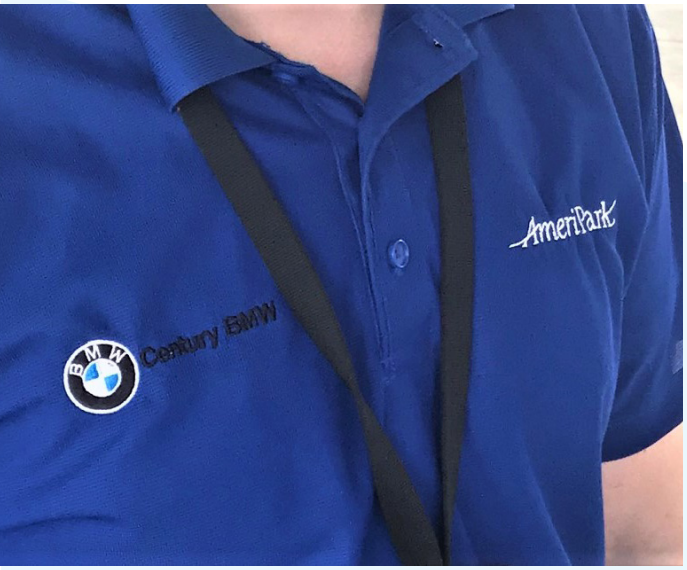
Location: Advertising throughout the airport property, including all signage related to Valet Parking.

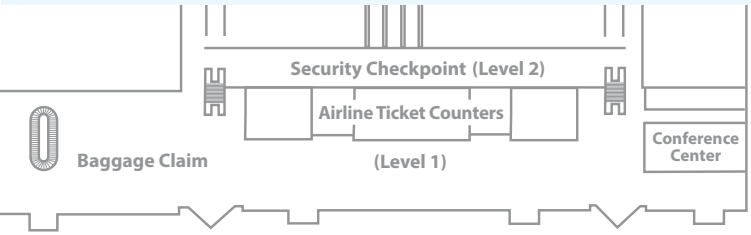
Package: Sponsor's name and logo will be added to all signage, including on the roadway into the terminal, at the drop-off podium, at the exit from Garage B and the Daily Parking Lot, on all Valet attendant uniforms, and on 26 digital flight displays throughout the terminal, plus additional recognition on the GSP website.

Size & Material: Sponsor would be responsible for all signage and uniform costs.

Price: $2,500/Month.

Term: One year minimum.





Valet Parking Drop-Off & Pick-Up

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VEHICLE SHOWCASE

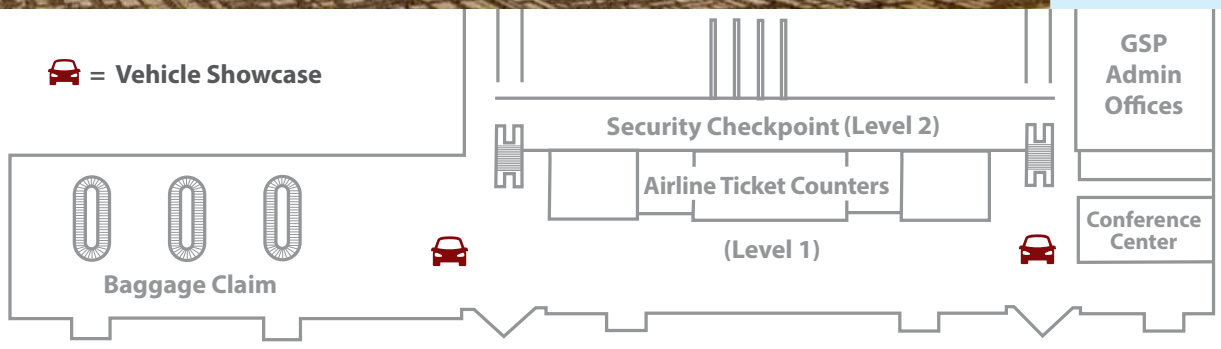
Location: Two locations on the public side of the terminal - one adjacent to the concessions and baggage claim, and one adjacent to the conference center and ticketing lobby near the valet parking stand.

Package: Each vehicle showcase is available on a per location basis.

Size & Material: Any size vehicle, including compacts, sedans, and SUVs, as well as motorcycles.

Price: $2,500/Month for the baggage claim location; $2,000/Month for the conference center location.

Term: One year minimum.



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VERTICAL ISLANDS WITH BROCHURE RACKS

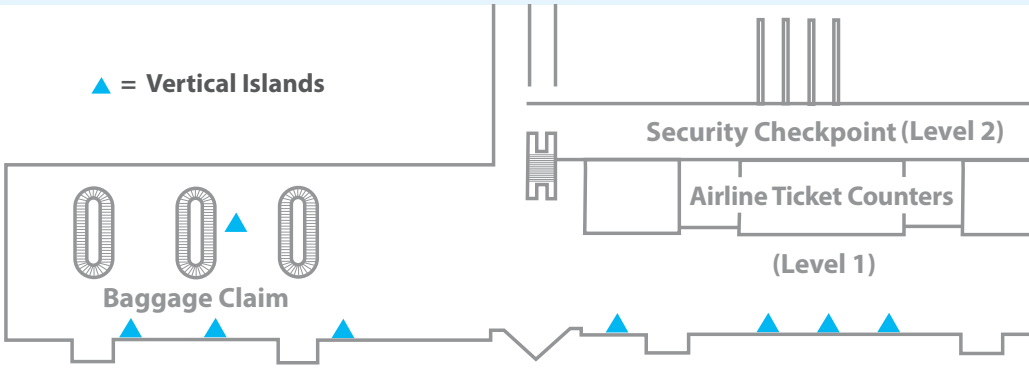
Location: Eight free-standing two-sided islands throughout the public side of the terminal, with four in the baggage claim and four in the ticketing lobby (including two half-size islands).

Package: Includes the back-lit advertising in the vertical island and room for dozens of tri-fold brochures in the rack at the base of the island; leased on an individual per-island basis.

Size & Material: Overall dimensions for full-size islands: 33 5/8"W x 46 1/4"H; half-size islands: 33 5/8"W x 23"H; bleed background to overall size, translucent and matte finish required.

Price: $500/Month for a full-size island in all locations, and $250/Month for a half-size island.

Term: Six month minimum.



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WALL WRAPS

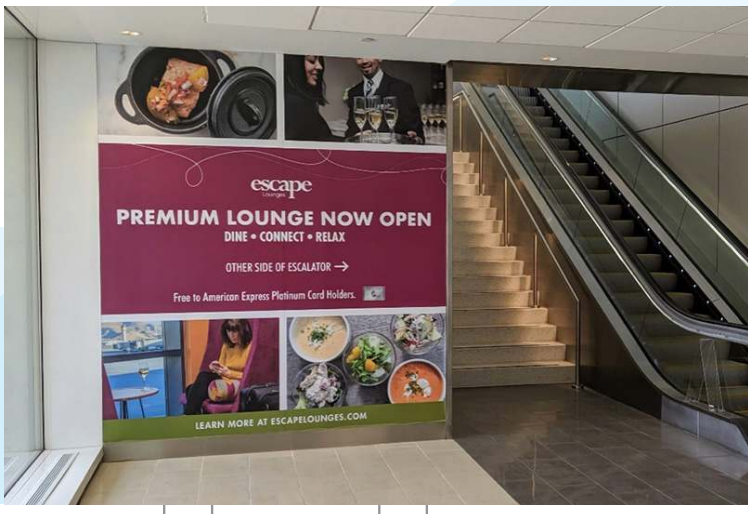
Location: Two locations inside the terminal: the large wall at the entrance to the TSA security checkpoint (public side), and on the wall outside the MAG Escape Lounge (secure side).

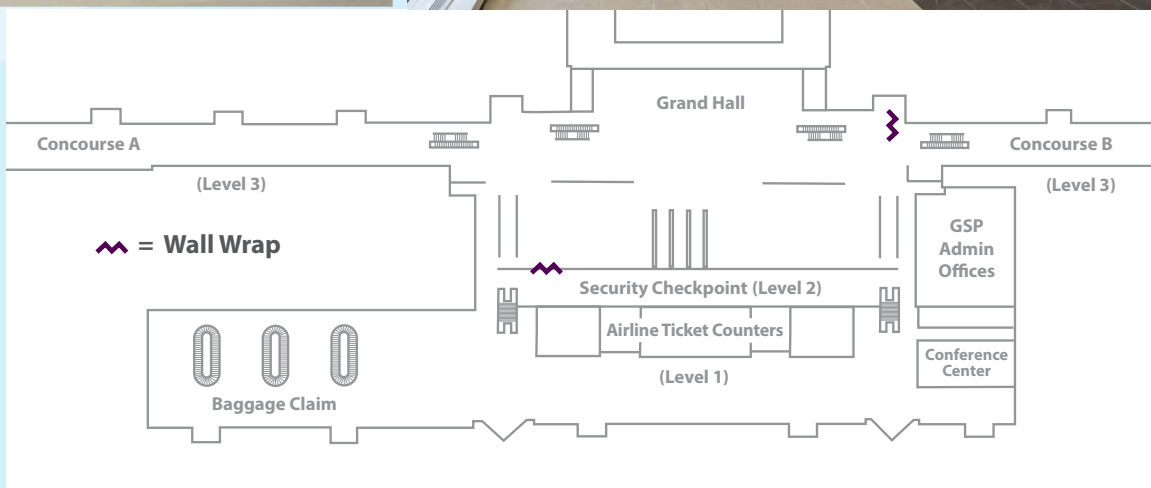
Package: Each wall is available on an individual basis.

Size & Material: The larger wall measures 317 1/2"W by 78" H; the smaller wall measures 105 3/8"W by 94 1/4" H.

Price: $2,500/Month for the larger wall, and $1,000/Month for the smaller wall.

Term: Six month minimum.





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WIFI SPONSORSHIP

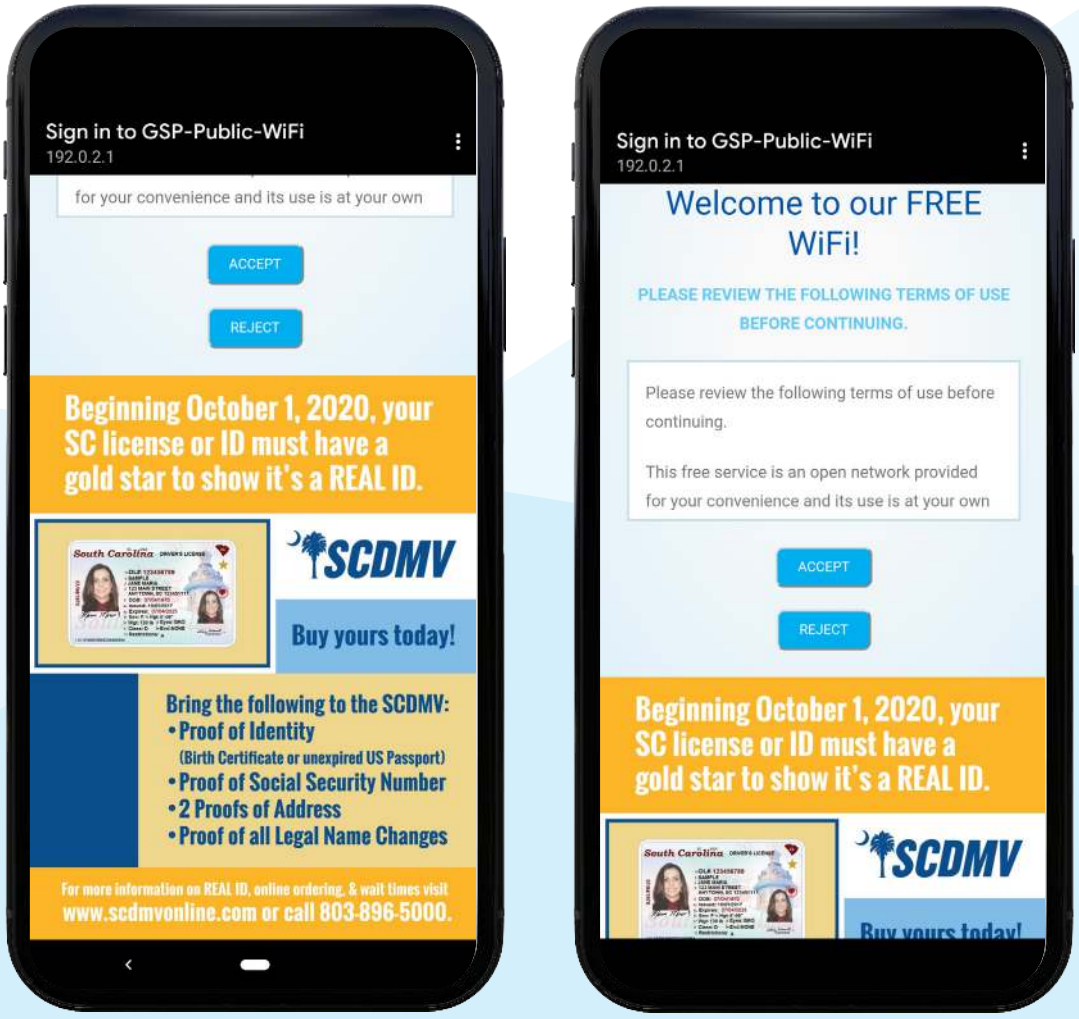
Location: Terminal-wide.

Package: Logo would be shown on GSP Public-WiFi Loading Page for any device requesting a free, complimentary WiFi connection.

Size & File Format: 1920 x 1080 resolution required for all advertisements.

Price: $1,000/Month.

Term: One year minimum.



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