

# MEDIA KIT





## **Birmingham, AL**

### **Area/Population**

- Birmingham is the largest city in Alabama
- Population: approximately 212,000

### **Airport Specifics**

- BHM serves more than 3 million passengers per year
- Operates 114 flights daily to 26 airports in 23 cities

### **Location**

- Six miles from downtown Birmingham

### **Business**

- Birmingham Metro Area is the headquarters for many corporations including:
  - Regions Financial
  - Liberty National Life Insurance
  - BBVA Compass
  - Books-A-Million

### **Universities**

- University of Alabama at Birmingham
- Samford University
- Birmingham School of Law
- Birmingham Southern College







## **E-POSTER DIGITAL NETWORK**

### **Number of Displays**

- 6 displays with 11 faces

### **Locations**

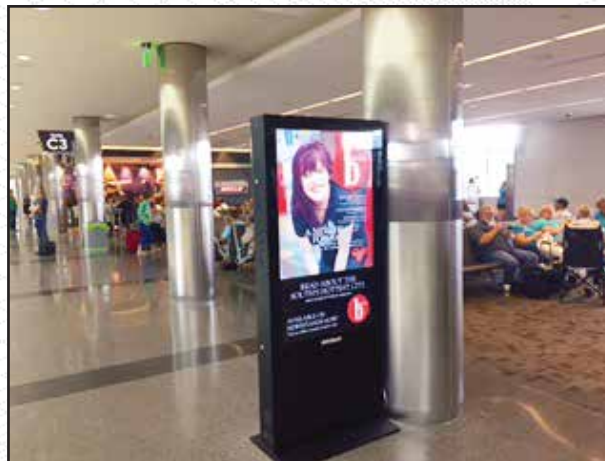
- Scattered throughout the two terminals

### **Target Audience**

- Arrivals
- Departures

### **Description of Display**

- 55" digital displays
- 10 second animated or static advertisements
- Multiple creatives per advertiser
- A total of (11) 55" digital monitors, vertically oriented and strategically placed to target all incoming and departing passengers
- They are positioned throughout the terminal to reach 100% of daily passengers multiple times





## **BAGGAGE CLAIM DIGITAL NETWORK**

### **Number of Displays**

- 12 displays

### **Locations**

- Back walls of both baggage claim areas

### **Target Audience**

- Arrivals
- Meeters/Greeters

### **Description of Display**

- 75" digital displays
- 10 second animated or static advertisements
- Multiple creatives per advertiser
- Average dwell times of 17 minutes ensures maximum reach and frequency
- The signage package include all digital displays in the baggage area
- With very few exceptions – every arriving passenger comes through this area



## **FABRIC TENSION DISPLAYS**

### **Number of Displays**

- 24 static displays

### **Locations**

- Strategically placed throughout the entire airport

### **Target Audience**

- Arrivals
- Departures
- Meeters/Greeters

### **Description of Display**

- (20) 6'x6' displays and (4) 8' x 3.5' displays
- Fabric Tension Displays are the perfect advertising fixtures for BHM
- These displays replace the antiquated light-boxes and dioramas seen in many airports across the country
- Displays are positioned in all high traffic areas throughout the terminal





## Large Format Wraps

### Number of Displays

- 15 charging stations
- One elevator wrap

### Locations

- Charging Stations
  - Throughout both terminals
- Elevator Wrap
  - Exit route for arrivals

### Target Audience

- Charging Stations
  - 100% viewability for arrivals and departures
- Elevator Wrap
  - 100% arrivals

### Description of Displays

- Charging Stations are a valuable commodity while traveling
- The stations are prominently displayed at every gate
- The elevator is positioned as your focus point as you are leaving the terminal to baggage claim

