

MEDIA KIT



Dallas, TX

Area/Population

- Population: approximately 6.9 million people reside in the Dallas-Fort Worth Metroplex, making it the largest Metroplex in the South

Airport Specifics

- Over 15.5 million travelers through DAL in 2016
- New Terminal opened in 2014
- Southwest Airlines' Home Airport

Location

- 6 miles from downtown Dallas
- Just minutes from the exclusive Highland Park Neighborhood

Business

- Dallas Metro Area is home to 18 area businesses that have been named Fortune 500 companies, including:
 - Exxon Mobil
 - AT&T
 - Kimberly Clark
 - Texas Instruments

Universities

- The Dallas-Fort Worth Metroplex is home to 38 colleges and universities, including:
 - Baylor University
 - Texas Christian University
 - Southern Methodist University



**E-Poster
Digital Network**

Number of Displays

- 7 displays with 13 faces

Locations

- Strategically placed throughout the terminal

Target Audience

- 100% of arrivals (multiple exposures per passenger)
- 100% of departures (multiple exposures per passenger)
- Meeters/Greeters

Description of Display

- 80" digital displays
- 10 second animated or static advertisements
- Multiple creatives per advertiser
- A total of (13) 80" LED monitors, vertically oriented and strategically placed to target 100% of all incoming and departing passengers



FIDS Digital Network

Number of Displays

- 10 displays with 15 faces

Locations

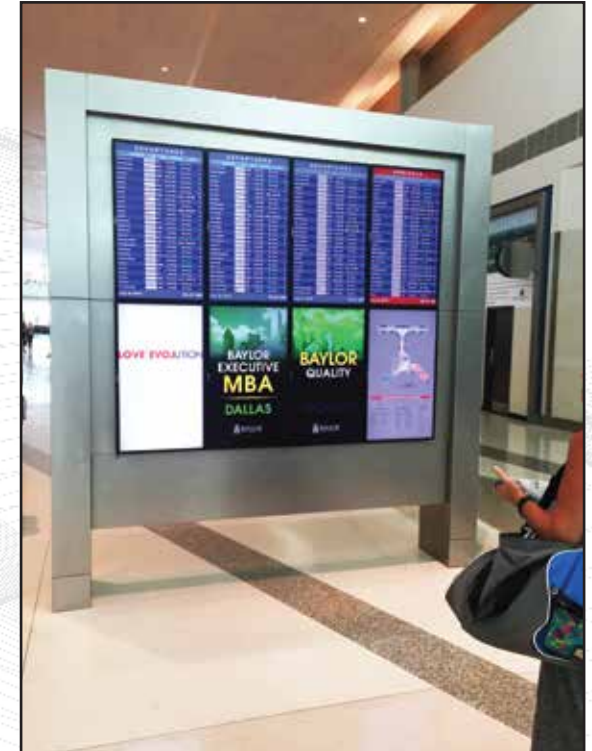
- Terminal
- Baggage Claim
- Ticketing

Target Audience

- 100% of arrivals (multiple exposures per passenger)
- 100% of departures (multiple exposures per passenger)
- Meeters/Greeters

Description of Display

- LED displays, each comprised of two monitors for a total of 30 digital screens.
- 10 second animated or static advertisements
- Multiple creatives per advertiser
- The DAL FIDS Network is the most impactful program of its type in the nation.



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Baggage Claim Digital Network

Number of Displays

- 4 displays with 8 faces

Locations

- Baggage Claim

Target Audience

- Arrivals

Description of Display

- 82" LED displays
- 10 second animated or static advertisements
- Multiple creatives per advertiser
- Average dwell time of 16 minutes ensures maximum reach and frequency
- The signage package includes all digital displays in the baggage area. With few exceptions – every arriving passenger comes through this area.



Information Kiosk

Number of Displays

- 2 displays

Locations

- Located in the baggage claim

Target Audience

- Arrivals
- Meeters/Greeters

Description of Display

- 55" digital displays
 - Overhead digital display
 - Interactive digital landing pages
- 10 second animated or static advertisements on the overhead digital display
- Interactive digital landing pages target customers needs and directs them to your business



Fabric Tension Displays

Number of Displays

- 21 displays

Locations

- Throughout the entire airport

Target Audience

- Arrivals
- Departures
- Meeters/Greeters

Description of Displays

- (15) 6' x 6' displays
- (5) 15' x 6' displays
- (1) 16'-4" x 7'10" display
- Fabric Tension Displays are the perfect advertising fixtures for the new Dallas Love Field Terminal. They are positioned in several high traffic areas throughout the terminal.



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Interior Wall Wraps

Number of Displays

- 10 wall wraps

Locations

- Strategically placed throughout the terminal

Target Audience

- Arrivals
- Departures

Description of Displays

- Wrap behind FIDS
- Elevator wrap
- Wrap directly on wall
- Surfaces in valuable high traffic areas are wrapped with printed vinyl to create dynamic advertising space. Walls, elevators and structures with central exposure are utilized to creatively reach passengers.



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Exterior Displays

Number of Displays

- 3 displays (at this time)

Locations

- Exterior of Dallas Love Field

Target Audience

- Arrivals
- Departures
- All ground transportation

Description of Displays

- The Parking Garage Banner consists of a super-sized mesh graphic on the southeast corner of the Love Field Parking Garage that grabs the attention of all vehicles entering the airport. It's the first impression to all incoming vehicles.
- A large mesh graphic on the fence adjacent to the exiting road at Dallas Love Field, this large display demands the attention of all vehicles exiting the airport grounds. The opportunity is the perfect place for branding or a welcoming message for travelers arriving in Dallas.



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Exterior Displays

Description of Displays

- The Skybridge at Love Field offers a larger-than-life presentation, enabling an advertiser to establish their product or services as an elite brand. This head-on, gigantic image reaches 100% of the ground transportation at Love Field.
- This is a one-of-a-kind sponsorship option which affords advertisers the opportunity to have their message/name directly next to the Dallas Love Field airport logo. No greater impact is possible at Dallas Love Field.



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