

MEDIA KIT





Market Information

Myrtle Beach, SC

Area/Population

- Myrtle Beach is one of the major centers of tourism in the United States
- Approximate number of tourists per year: 14 million
- Myrtle Beach metropolitan area population: 465,391

Airport Specifics

- Served 1.9 million passengers in 2016
- Non-stop flights to over 30 cities

Location

- Conveniently 4 miles from the Myrtle Beach Boardwalk

Business

- As Myrtle Beach is a resort city, most of the business is focused on tourists/travelers



BAGGAGE CLAIM DIGITAL NETWORK

Number of Displays

- 4 displays with 8 faces

Locations

- Baggage Claim

Target Audience

- Arrivals

Description of Display

- 65" digital displays
- 10 second animated or static advertisements
- Multiple creatives per advertiser
- A total of (8) 65" digital monitors, vertically oriented and strategically placed to target 100% of all incoming passengers



VIDEO WALL DIGITAL NETWORK

Number of Displays

- 1 display matrixed with 9 screens

Location

- End of the Arrivals Hallway

Target Audience

- 100 percent of all arrivals

Description of Display

- Stunning 10' x 6' Video Wall
- 10 second animated or static advertisements
- Multiple creatives per advertiser
- The larger than life display is eye-catching and the perfect venue for unique branding and welcome messages



FABRIC TENSION DISPLAYS

Number of Displays

- 35 static displays

Locations

- Strategically placed throughout the entire airport

Target Audience

- Arrivals
- Departures
- Meeters/Greeters

Description of Display

- (12) 6'x6' displays
- (8) 10'x3' displays
- (7) 6'x4' displays
- (6) 25'x5'-10" displays
- (3) 8'x8' displays
- (1) 24'6 x5' display

