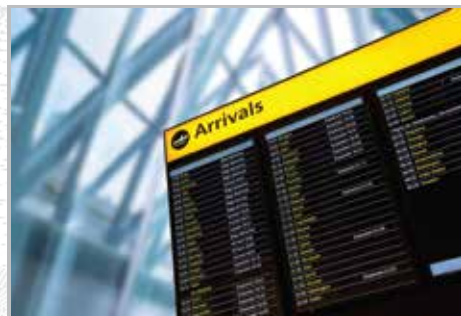


MEDIA KIT





Market Information

Monterey, California

Area/Population

- Monterey is a waterfront community on the central coast of California.
- Population: approximately 28,000

Airport Specifics

- MRY served 362,000 passengers in 2015
- More than 40 flights a day

Location

- 120 miles from San Francisco
- 70 miles from San Jose

Business

- The Bay Area is the headquarters for multiple high profile companies:
 - Pebble Beach Resorts (Pebble Beach)
 - Tesla Motors (Palo Alto)
 - Apple, Inc. (Cupertino)
 - Cisco Systems (San Jose)

Passenger Demographics

- Income over \$100,000 - 42%
- Income over \$200,000 - 20%
- Income over \$300,000 - 10%
- Passengers visiting for business - 37%
- Passengers visiting for leisure - 60%





Static Displays

FABRIC TENSION DISPLAYS

Number of Displays

- 20 backlit static displays

Locations

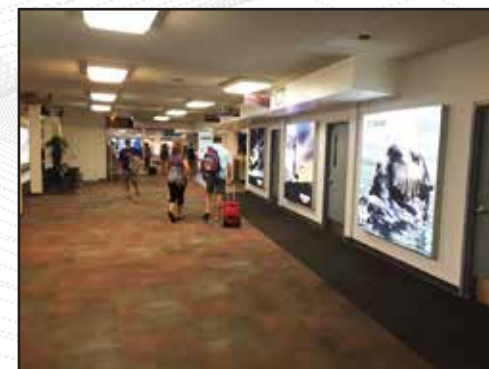
- Strategically placed throughout the airport

Target Audience

- All incoming and departing passengers

Description of Display

- (10) 6' x 6' displays
- (4) 6' x 4' displays
- (2) 18' x 4' displays
- (2) 8' x 4' displays
- (2) 10' x 6' displays
- Fabric Tension Displays are the perfect advertising fixtures for MRY. They are positioned in all high traffic areas throughout the airport.



COREY
AIRPORT SERVICES



Digital Network

BAGGAGE CLAIM DIGITAL DISPLAY

Number of Displays

- 1 display with 2 faces

Location

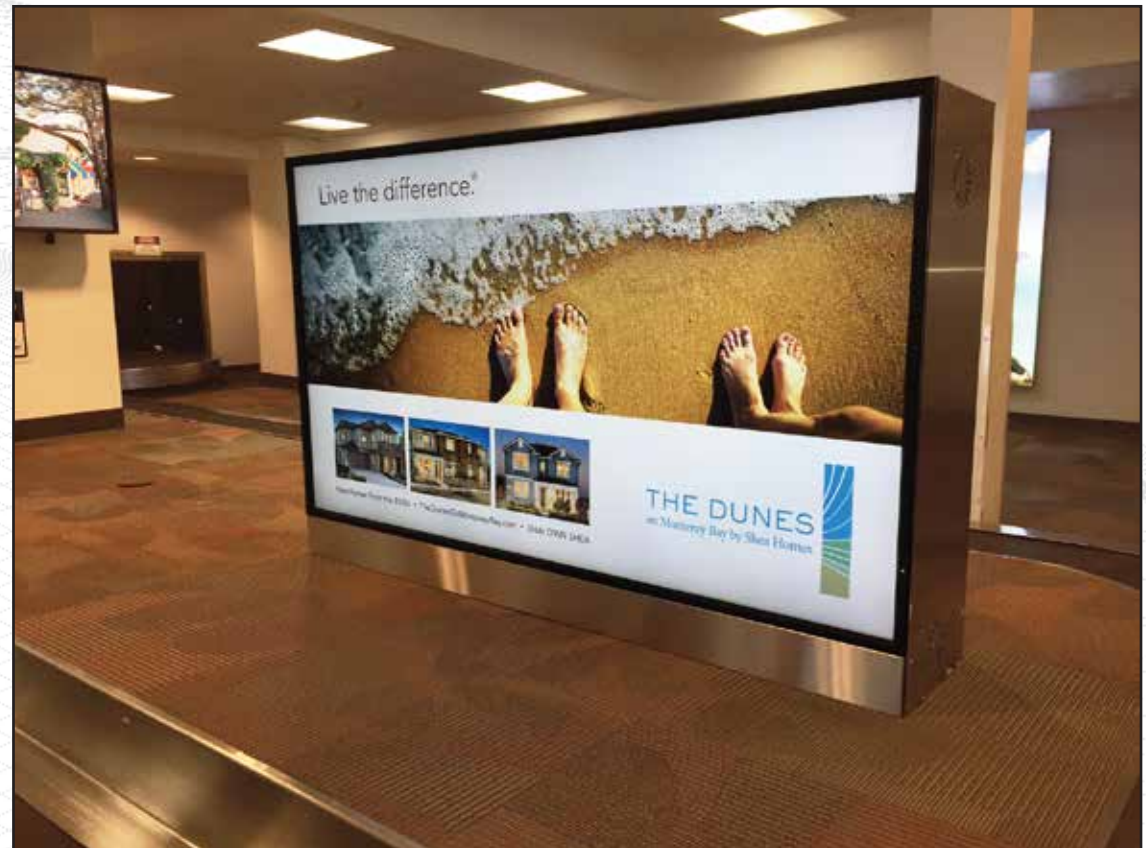
- Baggage claim

Target Audience

- 100% of all arriving passengers

Description of Display

- 65" digital displays
- 10 second animated or static advertisements
- Up to 3 creatives per advertiser





Static Displays

FABRIC TENSION DISPLAYS

Number of Displays

- 20 backlit static displays

Locations

- Strategically placed throughout the airport

Target Audience

- All incoming and departing passengers

Description of Display

- (10) 6' x 6' displays
- (4) 6' x 4' displays
- (2) 18' x 4' displays
- (2) 8' x 4' displays
- (2) 10' x 6' displays
- Fabric Tension Displays are the perfect advertising fixtures for MRY. They are positioned in all high traffic areas throughout the airport.





Showcase Displays

SHOWCASE DISPLAYS

Number of Displays

- 4 showcase displays

Locations

- Strategically placed throughout the airport
- 3 in the main terminal | 1 in baggage claim

Target Audience

- Throughout the airport

Description of Display

- (4) 3'6" x 8'1" illuminated displays
- Showcase displays allow advertisers to present their product in a museum-like, glass encased fixture. The display is perfect for promoting clothing, jewelry or local artwork.





Banner Displays

OUTDOOR BANNER DISPLAYS

Number of Displays

- 4 banner displays placed on light fixtures

Locations

- Strategically placed along the main entrance road leading into MRY

Target Audience

- All incoming and outgoing passengers

Description of Display

- (4) Double-sided displays

