

MEDIA KIT





Market Information

Bentonville/Fayetteville, AR

Area/Population

- Bentonville is the tenth largest city in Arkansas
- Population: approximately 40,000

Airport Specifics

- XNA serves more than 1.3 million passengers per year
- 65,253 enplanements (July 2016)

Location

- 17 miles from Fayetteville, AR

Business

- The Bentonville metro area is the headquarters for three Fortune 500 companies:
 - WalMart
 - Tyson Foods
 - J.B. Hunt Transport Services

Universities near Bentonville

- University of Arkansas
- Webster University
- Harding University





Digital Networks

E-POSTER DIGITAL NETWORK

Number of Displays

- 5 displays with 8 faces

Locations

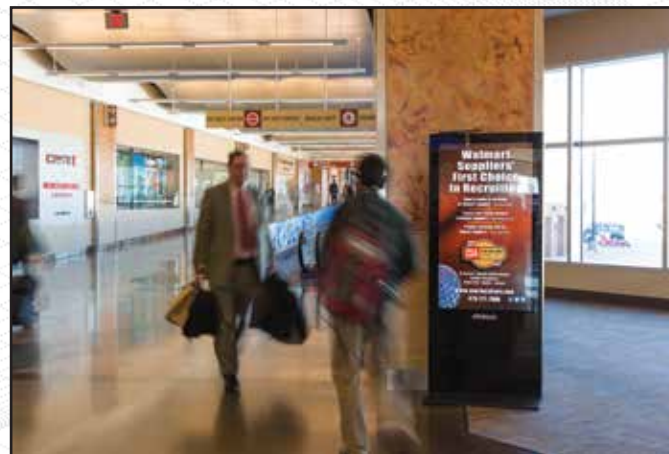
- Concourse A
- Security & boarding level

Target Audience

- Arrivals
- Departures

Description of Display

- 55" digital displays
- 10 second animated or static advertisements
- Up to 3 creatives per advertiser
- A total of (5) 55" digital monitors, vertically oriented and strategically placed to target 100% of all incoming and departing passengers. They are positioned throughout the terminal for maximum visibility.





Digital Networks

BAGGAGE CLAIM DIGITAL NETWORK

Number of Displays

- 8 displays with 8 faces

Locations

- Mounted atop baggage belts (4 per belt)

Target Audience

- Arrivals
- Departures
- Meeters/Greeters

Description of Display

- 65" digital displays
- 10 second animated or static advertisements
- Up to 3 creatives per advertiser
- Average dwell times of 17 to 20 minutes insures maximum reach and frequency. The network targets 100% of all arriving passengers as well as a portion of departing passengers and 'meeters and greeters'.





Digital Networks

FIDS DIGITAL NETWORK

Number of Displays

- 6 monitors

Locations

- Terminal
- Security
- Baggage Claim

Target Audience

- Arrivals
- Departures
- Meeters/Greeters

Description of Display

- Targets 100% of all XNA passengers at the airport's most used information areas, provided for repeated branding messages.
- Spots are sold in 10 second segments.





Digital Networks

VIDEO WALL

Number of Displays

- 1 display with nine matrixed screens

Locations

- End of arrivals hallway

Target Audience

- 100% of arrivals
- 100% of departures

Description of Display

- Spots are sold in 10 second segments
- The 6'x12' Video Wall is the cornerstone of the advertising program and presents messages in bright, colorful, full HDMI resolution. This is the perfect location to put brands and messages front and center to Northwest Arkansas' most desirable demographic.





Static Displays

FABRIC TENSION DISPLAYS

Number of Displays

- 33 static displays

Locations

- Strategically placed throughout the airport

Target Audience

- Arrivals
- Departures
- Meeters/Greeters

Description of Display

- (18) 6'x6' displays
- (6) 4'x6' displays
- (5) 8'x4' displays
- (2) 61'x35.75' displays
- (1) 15'x8' display
- (1) 8'x5'3" display
- Fabric Tension Displays are the perfect advertising fixtures for XNA. They are positioned in all high traffic areas throughout the terminal.

