

# MEDIA KIT





## Market Information

### ***Palm Springs, CA***

#### **Area/Population**

- Greater Palm Springs is a sun drenched desert oasis vacation destination including 9 cities
- Population: Approximately 346,518

#### **Airport Specifics**

- PSP serves over 1.9 million passengers per year
- Named one of "America's Most Stress-Free Airports"

#### **Location**

- Two miles from the heart of Palm Springs

#### **Business**

- As Palm Springs is a resort city, most of the business is focused on tourists/travelers
- Ace Hotel & Swim Club – a renovated mid-20th century motel
- Bird Medical Technologies
- Colony Palms Hotel-opened in 1936 by Las Vegas casino owner Al Wertheimer
- Raven Productions





## Digital Networks

### VIDEO WALL DIGITAL NETWORK

#### Number of Displays

- 3 giant matrixed displays

#### Location

- Baggage Claim

#### Target Audience

- Arrivals
- Meeters/Greeters

#### Description of Display

- 46" digital displays
- 10 second animated or static advertisements
- Multiple creatives per advertiser
- A total of (12) 46" digital monitors, horizontally oriented and prominently placed to target 100% of all incoming passengers





## Digital Networks

### **BAG DECK DIGITAL NETWORK**

#### **Number of Displays**

- 5 displays with 10 faces

#### **Locations**

- End of every Baggage Deck in Baggage Claim

#### **Target Audience**

- Arrivals
- Departures

#### **Description of Display**

- 46" digital displays
- 10 second animated or static advertisements
- Multiple creatives per advertiser
- Average dwell times of 18 minutes ensuring maximum reach and frequency





# Digital Networks

## **SOLDIERED DIGITAL NETWORK**

### **Number of Displays**

- 4 displays with 8 faces

### **Location**

- From Courtyard to Baggage Claim

### **Target Audience**

- Arrivals
- Departures

### **Description of Display**

- 46" digital displays
- 10 second animated or static advertisements
- Multiple creatives per advertiser
- A total of (8) 46" digital monitors, vertically oriented and strategically placed to target 100% of all incoming and departing passengers





# Static Displays

## FABRIC TENSION DISPLAYS

### Number of Displays

- 24 static displays

### Locations

- Strategically placed throughout the entire airport
  - Pre-Security
  - Post-Security

### Target Audience

- Arrivals
- Departures
- Meeters/Greeters

### Description of Display

- (10) 8' x 2' displays and (4) 8' x 3.5' displays
- Fabric Tension Displays are the perfect advertising fixtures for PSP
- These displays allow for a more modern look with seamless, frameless edges to compliment the modern feel of the airport



## **VERTICAL DIORAMA DISPLAYS**

### **Number of Displays**

- 20 displays

### **Locations**

- Arrivals Courtyard

### **Target Audience**

- Arrivals
- Meeters/Greeters

### **Description of Display**

- Overall copy size: 43" W x 62" H
- Visual copy size: 41" W x 60" H
- The photographic image is secured between a sheet of white Acrylic (diffuser) and a non-glare, acrylic face, which reduces the glare of reflective ambient light



## **TOWER SPECTACULAR DISPLAY**

### **Number of Displays**

- 2 static displays

### **Locations**

- Walkway from Sonny Bono Terminal to Arrivals Courtyard

### **Target Audience**

- Arrivals

### **Description of Display**

- Overall Copy Size: 60" W x 88" H
- Visual Copy Size: 56" W x 82.75" H
- These displays bracket all passengers as they exit the Bono gates and enjoy outdoor patio and dining areas







# Static Displays

## LIFESTYLE WALL MURAL

### Number of Displays

- 2 displays

### Locations

- Baggage Claim

### Target Audience

- Arrivals
- Departures

### Description of Display

- 240" W x 48" H (Four 60" W x 48" H panels)
- Large impactful size and high-quality, printing and materials set these displays apart and allow the advertiser to present a more scenic and dynamic message relevant to the iconic Palm Springs lifestyle



## WALL MOUNTED VERTACULARS

### Number of Displays

- 10 displays

### Locations

- Arrivals Hall
- Baggage Claim
- Regional Concourse

### Target Audience

- Arrivals

### Description of Display

- Overall Copy Size: 48" W x 69" H
- Visual Copy Size: 46" W x 67" H
- Angled to impact traffic
- Backlit display
- Ideal for high impact advertising
- The photographic image is secured between a sheet of white Acrylic (diffuser) and a non-glare, acrylic face to reduce the glare of relective ambient light

## Static Displays



**COREY**  
AIRPORT SERVICES

## EXHIBITS

### Locations

- Throughout the airport

### Description of Display

- Area for out-of-the-box marketing ideas
- Provides striking, attention grabbing display that promotes awareness of your brand
- Fully customizable
- Display Types:
  - Vehicle Displays: Autos, Boats, Motorcycles, & Power Equipment
  - Modular Displays
  - Lounges and Play Areas
  - Booths (Manned and Unmanned)
  - Banner Stands
  - Xpression Displays

