

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

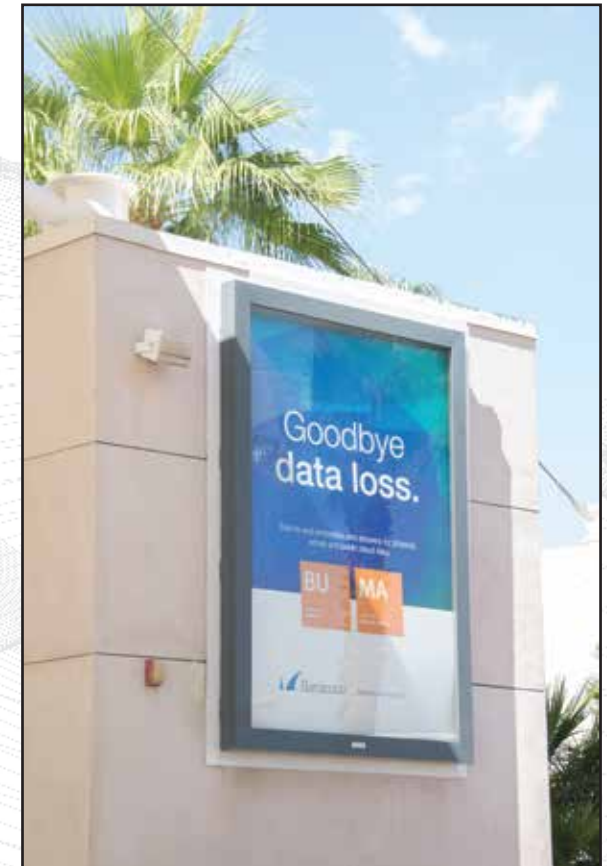
- Walkway from Sonny Bono Terminal to Arrivals Courtyard

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

