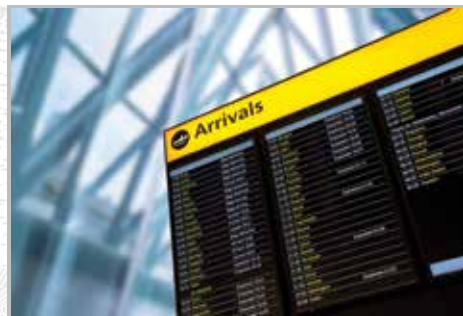


MEDIA KIT





Punta Gorda, Florida

Area/Population

- Punta Gorda is one of the oldest incorporated cities in the state of Florida.
- Population: approximately 17,000

Airport Specifics

- Surpassed 1.1 million passengers in 2016
- Serves 35 non-stop destinations Allegiant and Frontier Airlines

Business

- Southwest Florida is the headquarters for multiple high profile companies:
 - Hertz - Estero
 - Chico's - Ft. Myers
 - Health Management Associates - Naples
 - PGT Industries - Venice

Universities near Punta Gorda

- Florida Gulf Coast University
- Florida SouthWestern State College

Market Information



FABRIC TENSION DISPLAYS

Number of Displays

- 17 static displays

Locations

- Strategically placed throughout the airport

Target Audience

- Throughout the airport

Description of Display

- (17) 6' x 6' displays
- Fabric Tension Displays are the perfect advertising fixtures for PGD. They are positioned in all high traffic areas throughout the airport.





Digital Networks

DIGITAL NETWORK DISPLAYS

Number of Displays

- 6 displays with 6 faces

Locations

- 3 baggage claim displays
- 2 gate displays
- 1 departure display

Target Audience

- 100% of all passengers

Description of Display

- 42" digital displays
- 10 second animated or static advertisements
- Up to 3 creatives per advertiser
- Average dwell times of 18 minutes insures maximum reach and frequency. The network targets 100% of all passengers.

