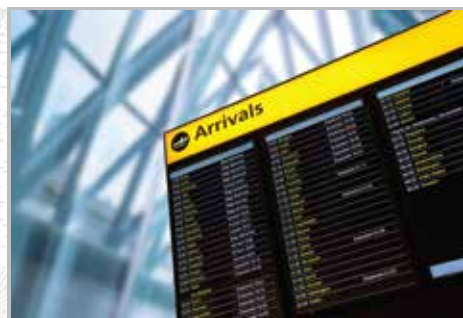


# MEDIA KIT





## Market Information

### ***Louisville, KY***

#### **Area/Population**

- Louisville is the largest city in Kentucky
- 27<sup>th</sup> most populous city in United States
- Population: approximately 760,000

#### **Airport Specifics**

- SDF serves more than 3.3 million passengers per year
- Worldport for UPS

#### **Location**

- Seven miles from downtown Louisville

#### **Business**

- Louisville-Jefferson Area is the headquarters for many corporations including:
  - Papa Johns
  - GE Consumer and Industrial
  - Brown-Forman Brands
  - Yum! Brands
  - Louisville Slugger
  - Churchill Downs: Home of the Kentucky Derby

#### **Home to over 15 Universities, including:**

- University of Louisville
- Bellarmine University
- Spalding University



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## **E-POSTER DIGITAL DISPLAY**

### **Number of Displays**

- 1 display with 2 sides

### **Location**

- Security/Arrivals

### **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 (2) 55" digital monitors, vertically oriented and strategically placed to target all arriving and departing passengers
- This display is positioned in the terminal for maximum visibility.



## **BAGGAGE CLAIM DIGITAL NETWORK**

### **Number of Displays**

- 5 digital displays

### **Locations**

- Back walls of both baggage claim areas

### **Target Audience**

- Arrivals
- Meeters/Greeters

### **Description of Display**

- 50" digital displays
- 10 second animated or static advertisements
- Up to 3 creatives per advertiser
- Average dwell times of fifteen to twenty minutes ensures maximum reach and frequency
- The baggage claim digital network includes 5 digital displays in the baggage area



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## **VIDEO WALL SPECTACULAR DIGITAL NETWORK**

### **Number of Displays**

- 1 display with (9) - 46" LCD monitors matrixed together

### **Locations**

- Arrivals Hallway

### **Target Audience**

- 100 percent of all arriving passengers

### **Description of Display**

- Stunning 10' x 6' Video Wall
- 10 second animated or static advertisements
- Up to 3 creatives per advertiser
- The larger than life display is eye-catching and the perfect venue for unique branding and welcome messages
- Can accommodate either fully animated video files or static images



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## VERTACULARS & DIORAMAS

### Number of Displays

- 18 vertacular displays
- 30 diorama displays

### Locations

- Strategically placed throughout the entire airport
  - Baggage Claim
  - Security
  - Concourse Walkway
  - Concourse

### Target Audience

- Arrivals
- Departures
- Meeters/Greeters

### Description of Display

- Displays are custom designed to complement the architectural feel of the airport while expertly showcasing branding messages
- This versatile, backlit format is ideal for high impact advertising messages



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## **FABRIC TENSION WALL MURAL DISPLAYS**

### **Number of Displays**

- 8 static displays

### **Locations**

- Baggage Claim
- Pre Security

### **Target Audience**

- Arrivals
- Departures
- Meeters/Greeters

### **Description of Display**

- (6) 20'w x 5'h displays in Baggage Claim and (2) 13'w x 4'h displays in Security
- Fabric Tension Displays provide beautiful, vivid images, which allow advertisers to present their messages without glare.
- Rich, colorful graphics are displayed using edgeless borders, allowing the graphic to be exhibited in full.

