



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

SKYAD.COM

Airport Media Proposal

Luxury Lounges and Private Air



VIE L'VEN

ST. MAARTEN

Airport Media



VIE L'VEN

ST. MAARTEN

MIAMI

MARKET: Miami

AIRPORT: MIA

OF UNITS: 104

UNIT #: Various

Media Type: Prestige Digitalwork

Location: Located throughout the full airport.

Bring your brand to life with a dynamicwork of 104 digital 70" screens. Located in high traffic areas and key pulse points of the North and South Concourses, this dominationwork captivates 100% of all passengers with endless creative executions.

Arrivals or Departures: Arrivals & Departures.

Near Business Lounge? Yes, American Airlines Admirals Lounge (Concourse D).

Unit Size (H x W): 38.4" x 65"

4-Week Airport Traffic #: 4,300,330

Spot Length (in sec): 10

of Spots per loop: 8

Full Motion or Static: Full Motion

4-Week Media PLANNING COST: \$355,000



Creative is subject to airport approval.

MARKET: Miami

AIRPORT: MIA

OF UNITS: 136

UNIT #: Various

Media Type: Digital Charging Stationwork

Location: Located throughout the full airport

Reach departing and arriving passengers throughout the entire airport with these double-sided digital charging stations located throughout the gate hold areas of the airport, reaching passengers during high dwell times.

Arrivals or Departures: Arrivals & Departures

Near Business Lounge? No

Unit Size (H x W): 32"

4-Week Airport Traffic #: 4,300,330

Spot Length (in sec): 10

of Spots per loop: 8

Full Motion or Static: Full Motion

4-Week Media PLANNING Cost: \$268,000



Creative is subject to airport approval.

MARKET: Miami

AIRPORT: MIA

OF UNITS: 1

UNIT #: 2440

Media Type: Digital Spectacular

Location: Concourse D

This eye-level head-on digital spectacular allows brands to speak to Air Travelers as they journey through Concourse D, strategically placed this asset at the entrance to the busiest Concourse in MIA allowing you to reach a massive audience in a high traffic location.

Arrivals or Departures: Arrivals & Departures

Near Business Lounge? No

Unit Size (H x W): 104" x 132"

4-Week Airport Traffic #: 2,385,024

Spot Length (in sec): 10

of Spots per loop: 8

Full Motion or Static: Full Motion

4-Week Media PLANNING Cost: \$49,750



Creative is subject to airport approval.

Airport Lounges



VIE L'VEN

ST. MAARTEN

LOUNGE PARTNER: Delta Sky Club



MEDIA WALL UNIT

- Located in high-dwell and high-traffic area of lounge
- Airst 10 mins of static advertising, no content
- Custom timing available
- Each 5 min static ad offers 50% SOV, takeovers are also available

Ft. Lauderdale Airport: 84" Large Format HD Screen
Pricing 4 weeks: \$14,775 for 299,544 Impressions

Miami Airport: 42" HD Horizontal Screen
Pricing 4 weeks: \$7,350 for 299,544 Impressions



SAMPLE PHOTO

LOUNGE PARTNER: Delta Sky Club



SAMPLE PHOTO

55" HD Digital Screen

LOUNGE PARTNER: Delta Sky Club



84" Large Format HD Digital Screen



84" Large Format Screen Skyway

LOUNGE PARTNER: Delta Sky Club



55" Vertical Poster Screen



85" Large Format Screen-Back and Front

Private Airports



VIE L'VEN

ST. MAARTEN

MARKET: Chicago, IL

OF UNITS: 2

AIRPORT: MDW, PWK

Media Type: Digitalwork

Location: Located in private airport lobby
Chicago Midway Private Airport – MDW Chicago Executive
Private Airport – PWK

At Arrivals & Departures

Unit Size (H x W):

49"

40"

4-Week Airport Traffic #: 4,147 Landings total

Spot Length (in sec): 10

of Spots per loop: 8

Full Motion or Static: Full Motion

4-Week Media Planning Cost: \$8,875

This digital screen targets the top 1% affluent audience as they wait for their private jets in the Chicago DMA.

Creative is subject to airport approval.



MARKET: Los Angeles, CA

OF UNITS: 6

AIRPORT: LAX, LGB, SMO

Media Type: Digitalwork

Location: Located in private airport lobby

Los Angeles International Private Airport – LAX Long Beach

Private Airport – LGB

Santa Monica Municipal Private Airport – SMO

At Arrivals & Departures

Unit Size (H x W): Various

4-Week Airport Traffic #: 5,671 Landings total

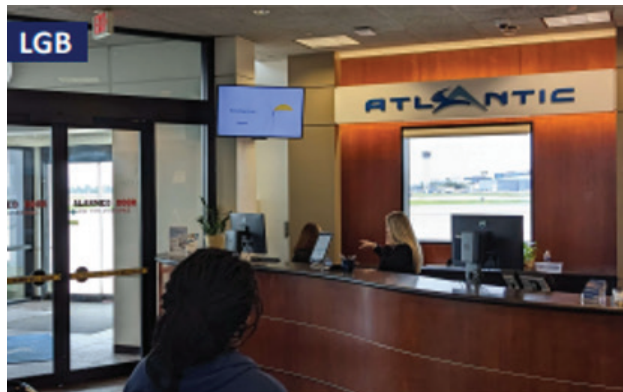
Spot Length (in sec): 10

of Spots per loop: 8

Full Motion or Static: Full Motion

4-Week Media Planning Cost: \$26,500

This digital screen targets the top 1% affluent audience as they wait for their private jets in the Los Angeles DMA.



Creative is subject to airport approval.

MARKET: Miami, FL

OF UNITS: 4

AIRPORT: Embassair

Media Type: Embassair Digital Domination

Location: Located in private airport lobby
Miami Private Airport

At Arrivals & Departures

Unit Size (H x W): 74.1" x 41.7"

Spot Length (in sec): 10

of Spots per loop: 8

Full Motion or Static: Full Motion

4-Week Media Planning Cost: \$14,750

Reach the top 1% of jetsetters at Embassair with these four digital screens.

Premium high-definition screens at key pulse points in the terminal, offering unprecedented access and extended exposure amongst the ultra-wealthy.



Creative is subject to airport approval.

MARKET: Miami, FL

OF UNITS: 1

AIRPORT: OPF

Media Type: Digital Screen unit #OPF01

Miami Opa-Locka Private Airport – OPF

Location: Located in private airport lobby

At Arrivals & Departures

Unit Size (H x W): 75"

4-Week Airport Traffic #: 3,536 Landings total

Spot Length (in sec): 10

of Spots per loop: 8

Full Motion or Static: Full Motion

4-Week Media Planning Cost: \$5,250

This digital screen targets the top 1% affluent audience as they wait for their private jets in the Miami DMA.



Creative is subject to airport approval.

Airports Highlights



VIE L'VEN

ST. MAARTEN

MIAMI International



#1 U.S. gateway to Latin America & the Caribbean

#1 City in the U.S. for Spanish-language media

#1 Concentration of international banks in the U.S.

Top tourist destination in the nation

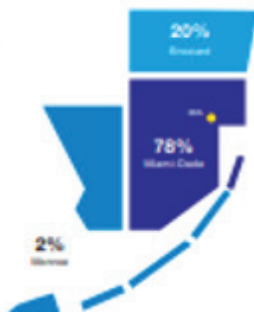
51 Airlines | **6 Terminals** | **63 Countries** | **130+ Destinations**

Nationalities		Top Destinations	
Domestic	International	Domestic	International
New York	Brazil	Los Angeles	United Kingdom
Chicago	Mexico	Dallas	Colombia
Atlanta	Dominican Republic		

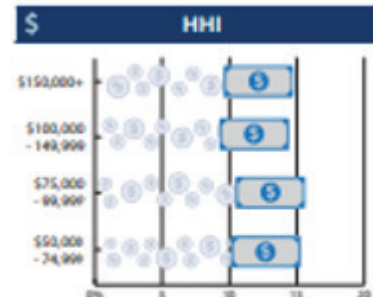
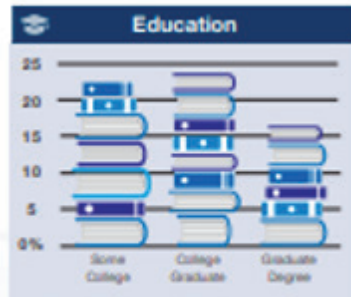
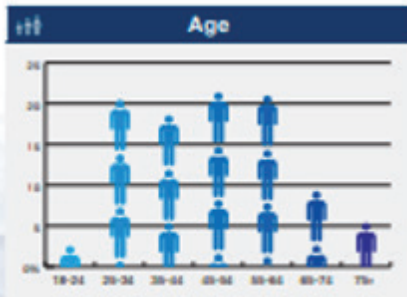
U.S. 69% | **International 31%**

Core Advertising Networks | **MIA Traveler by County (Scarborough 2020)**

- Prestige Digital Network**
Airport-wide coverage consisting of 60+ prestige digital screens
- Digital Spectaculars**
Larger-than-life digital screens located in key pulse points providing full airport coverage
- Exteriors**
Four impossible-to-miss ambassadorial exterior units reaching travelers as they enter and exit the airport



SOURCE: FORWARDKEYS 2021



Audience*

Category	Count	Description
Influencers	307	Highly active on social media with a large following. Early tech adopter.
Automobile Enthusiasts	208	Prefers driving luxury, foreign cars. Buys a new car every 2-3 years.
Fashionistas	189	Wear highest quality, designer labels. Looks for the latest fashions.
Streamers	157	Subscribes to one or more online streaming services to watch their favorite TV shows and movies.
Healthcare Workers	155	Works in the healthcare industry. Health conscious.

*Index against national U.S. mobile traffic.

SOURCE: NEUSTAR 2021

Airports
Lounge
Highlights



VIE L'VEN

ST. MAARTEN

Delta Sky Club
Lounges

LOUNGE vs OTHER OUT-OF-HOME



387 Index: CTO (Chief Tech Officer) Who Travel 1+ Month Inside the Delta Sky Lounges
 315 Index: Multiple C-Level Executives Traveling Together Inside Delta Sky Lounges

531 Index: Involved in \$1M+ Corporate Business Purchasing Decisions

Key Insights:

Our Lounge audience is more than 3x as likely to have a HHI of \$200k+, and 3x more likely to be a C-Level Executive when compared with the general concourse audience.

	Airport Lounges	Airport Concourse	Taxi	Gas Station	Elevator	Train
HHI \$200K+	424 index	126 index	125 index	103 index	116 index	91 index
Average HHI	\$182k	\$88k	\$83k	\$82k	\$84k	\$92k
Average Net Worth	\$600k	\$304k	\$273k	\$279k	\$269k	\$112k
C-Level	301 index	101 index	95 index	92 index	92 index	120 index
Involved in \$1MM+ corporate purchasing decisions	531 index	186 index	n/a	n/a	n/a	n/a
Average dwell-time	90 mins	5 mins	15 mins	5 mins	1 min	5 – 60 mins

Source: GfK MRI Doublebase

Private
Airports
Highlights

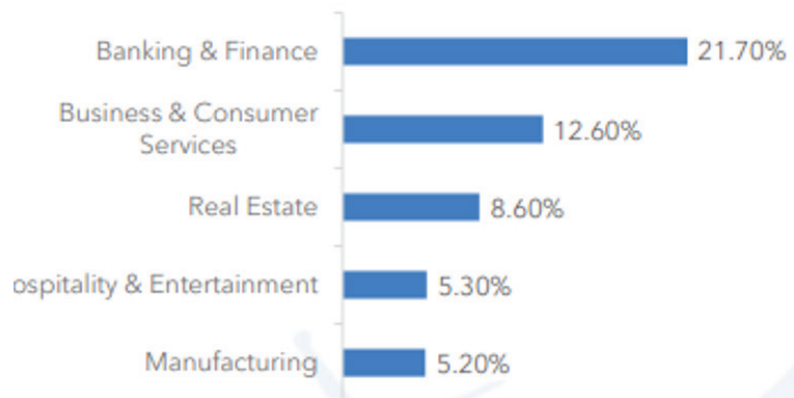


VIE L'VEN

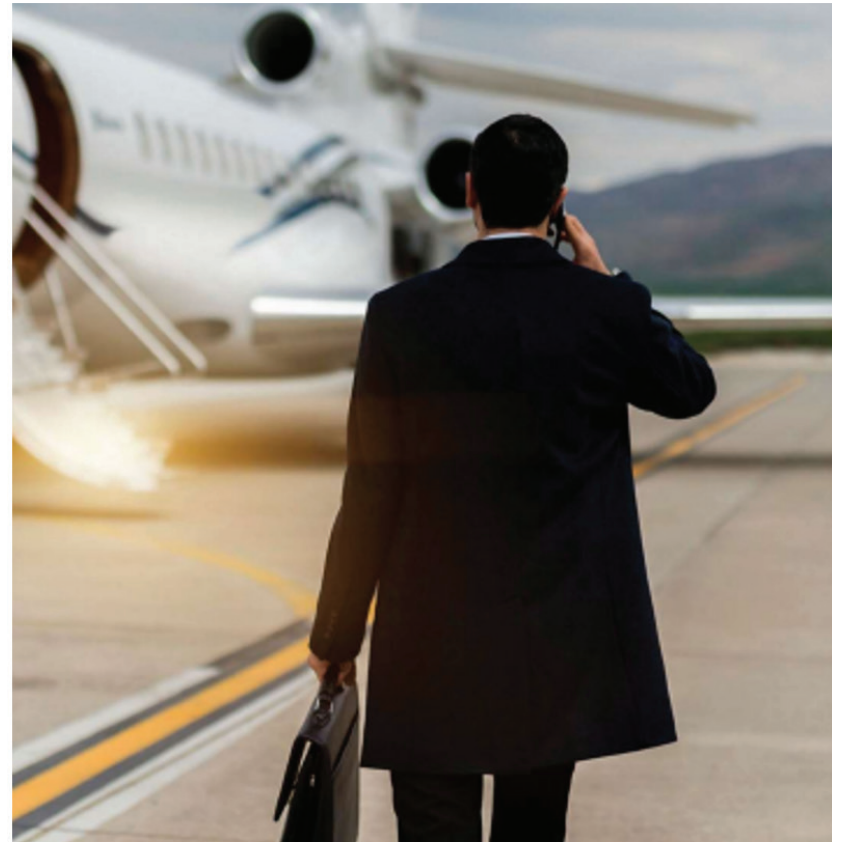
ST. MAARTEN

PROFILING THE PRIVATE JET OWNER

Primary Industry



Sources: Wealth-X Spotlight on Private Jet Owners¹



THE RISE OF PRIVATE AVIATION

The number of weekly private flights in 2021 **consistently overperformed 2019** numbers, up to 32% in mid-June.¹

+26% Increase in business jets flights worldwide in the first 10 days of 2022 vs pre-pandemic.²

+52% increase in Q2 2021 aircraft sales.³

\$162B Projected spend on new and used private jet sales through 2025.³

>50% Private jet aircraft make up more than half of the business aviation fleet in the US.⁴

Sources: Compare Private Planes¹, WingX², Forbes³, Stratos Jets⁴

