



JAX

Jacksonville
International
Airport

In-Terminal Advertising Guide

flyjax.com



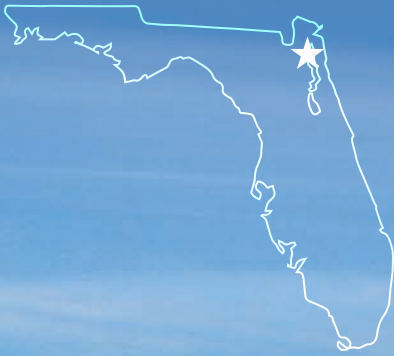
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Contents

Introduction	1
Traveler Demographics	2
Advertising Advantages	3
JAX Terminal Layout	4
Pre-Security Digital Displays	5
Post-Security Digital Displays	6
Welcome Center Digital Display	7
Courtesy Waiting Lot Digital Display	8
Tension Fabric	9
Arrivals Corridor	10
Baggage Claim	11
Exhibit Space	12
Arrival Wall	13
Specialty Advertising	14
Frequently Asked Questions	15



They call Jacksonville “The First Coast of Florida,” and with good reason. The 12th largest city by population in the U.S., Jacksonville is home to more than 1.5 million people who spend more than \$25 billion annually. We’re also home to 80 corporate and regional headquarters, including four Fortune 1,000 and three Fortune 500 companies, and three major military installations. Welcome to one of the brightest spots in The Sunshine State.



JAX Traveler Demographics

Female	52%	Household Income	
Male	48%	\$30-50K	11%
		\$50-75K	15%
Age		\$75-100K	12%
76+	2%	\$100-150K	17%
65-75	13%	\$150-200K	10%
55-64	24%	\$200K+	11%
45-54	14%		
35-44	14%	Post-Grad	10%
26-34	15%	College Grad	31%
22-25	6%	Some College	22%
<21	5%		

8 million

Passengers / Visitors Avg/Year

Reason for Trip		Frequent Fliers (Trips)	
Business	50%	21+	10%
Leisure	50%	11-20	9%
		6-10	16%
		3-5	31%
		1-2	34%



Advertising Advantages at JAX



Cost Effective

With some of the lowest costs per thousand compared to other Jacksonville media, you'll get a significant reach from your buy. Discounts for long-term or bulk contracts are also available.



Elite Target Audience

Jacksonville's population isn't just young — it's smart. Nearly half of the city's population is college educated, which explains why 50% of Jacksonville's employed residents work in management, sales or other professional businesses. And with an average household income of \$83,000 with no children at home, Jacksonville has plenty of disposable income to go around.

Reach

With more than 8 million passengers and visitors passing through every year, Jacksonville International Airport can provide an incredible reach for your message.



Meet Your Advertising Needs

Jacksonville International Airport offers more than 15 types of displays, price points starting at \$200 per month, and term lengths as short as one month.

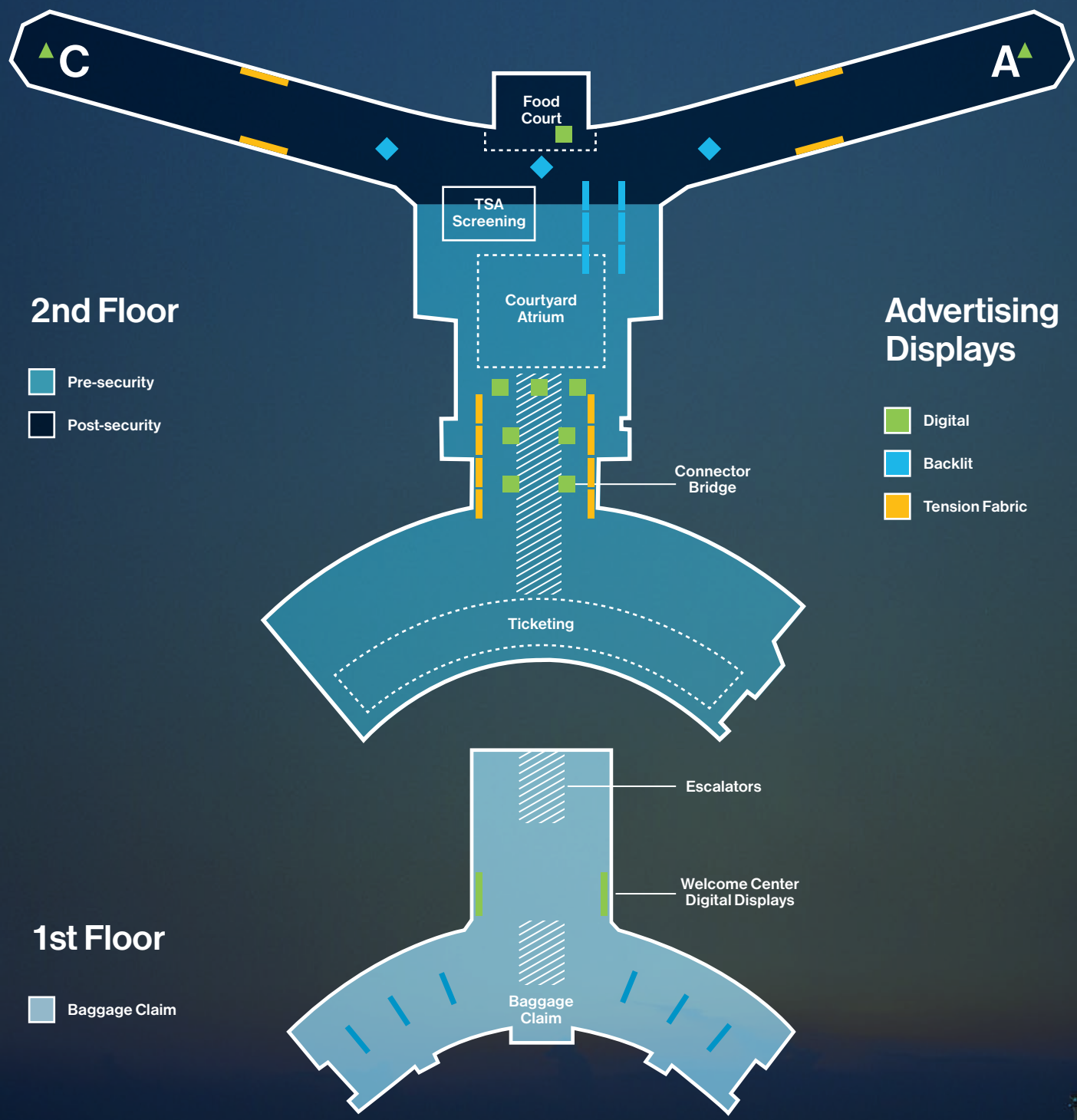


Flexible

Whether you want one month or ten years, we're willing to work with you, and we'll make creative change-outs monthly, quarterly or yearly at no additional charge.

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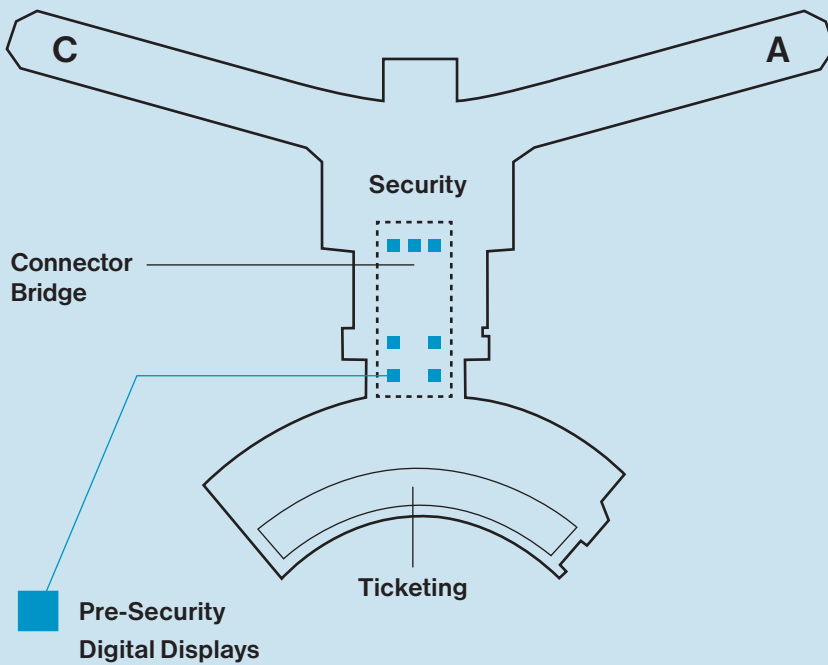
JAX Terminal Layout



Pre-Security Digital Displays



Location



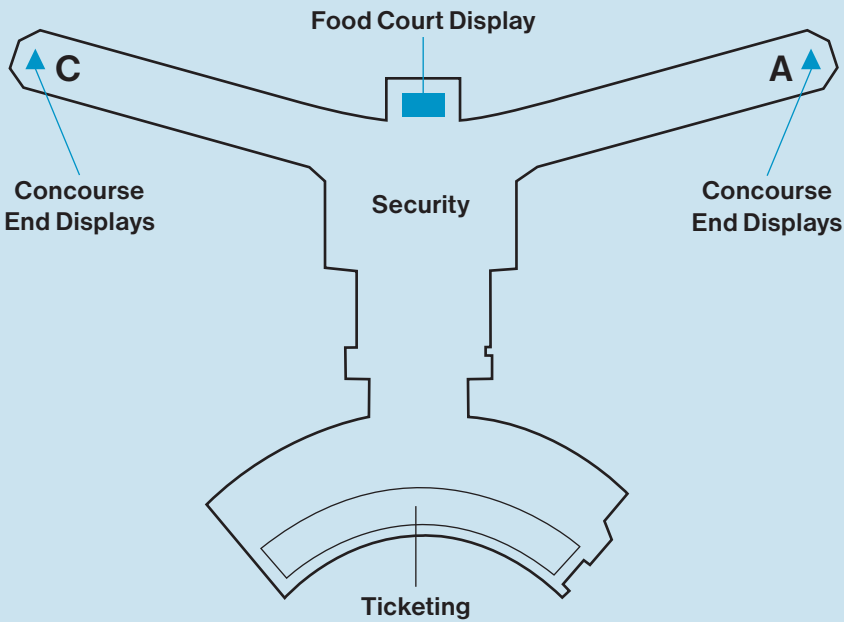
Specifications

- Fourteen 46" displays
- Visible by departing + arriving passengers
- Compatible with static and dynamic content
- Minimum 10-second run time every 90 seconds or less

Post-Security Digital Displays



Location



Specifications

Seven screens included at one price:

Two displays of three horizontal 46" screens at each Concourse end

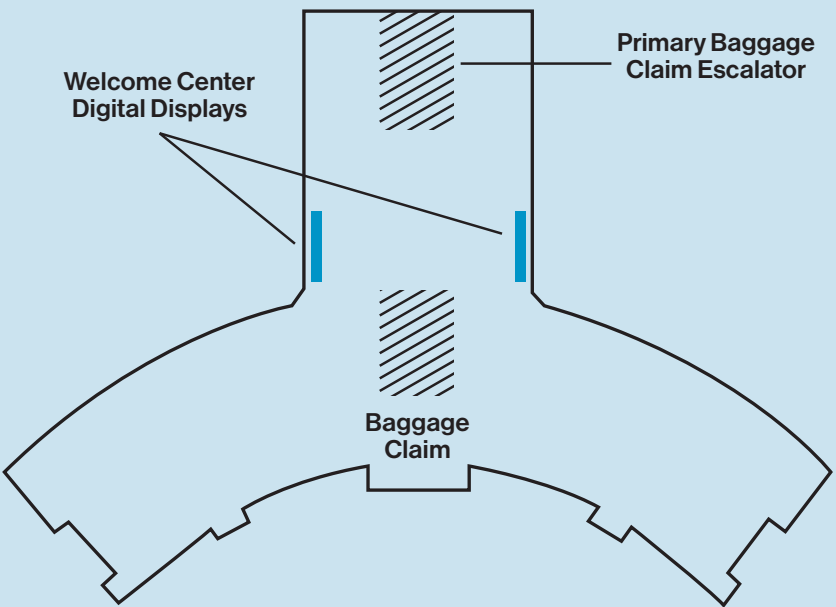
One vertical 46" display next to Food Court

Compatible with static and dynamic content

Minimum 10-second run time



Location



Specifications

- Two displays of 3 bezelless 55" vertical video monitors
- Your ad plays simultaneously on both walls for a minimum of 10 seconds every 90 seconds or less
- Compatible with static and dynamic content



Specifications

Located outdoors at the Authority's Courtesy Waiting Lot

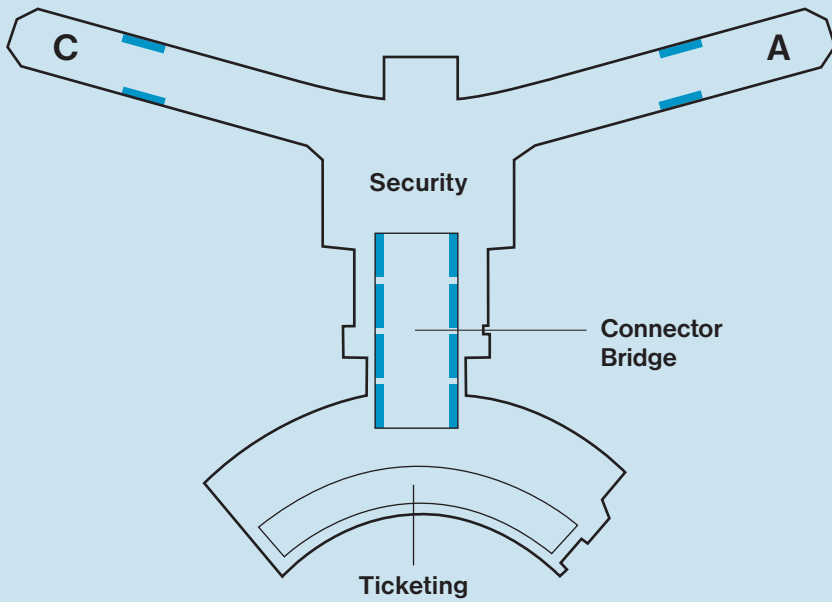
Minimum 15-second run time

Compatible with static and dynamic content

Ad rotates with flight information



Location



Specifications

XLarge

7' Tall
18' Wide

Large

7' Tall
13' Wide

Medium

7' Tall
8' Wide

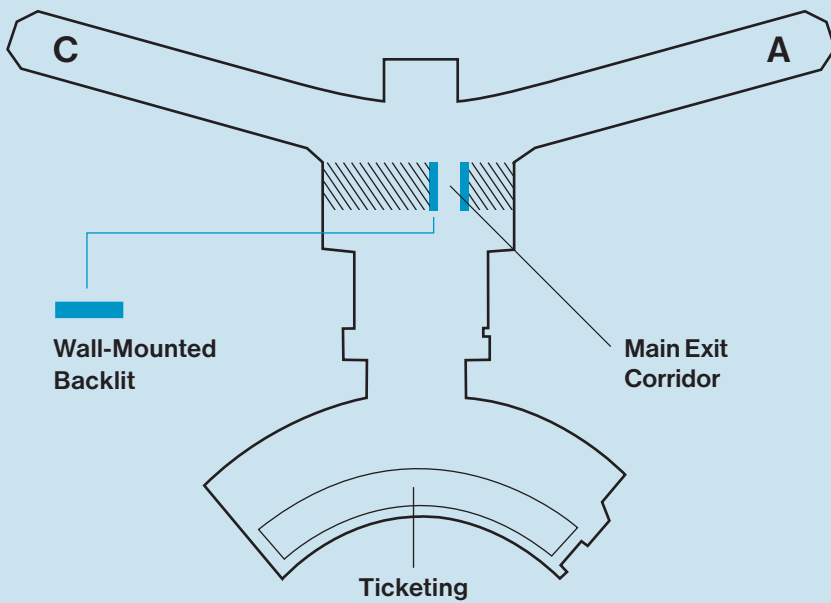
Small

6' Tall
6' Wide

9 oz polyester knit fabric stretched over a low profile, wall-mounted aluminum frame



Location



Specifications

Large Backlit (7)

43" Tall
60" Wide

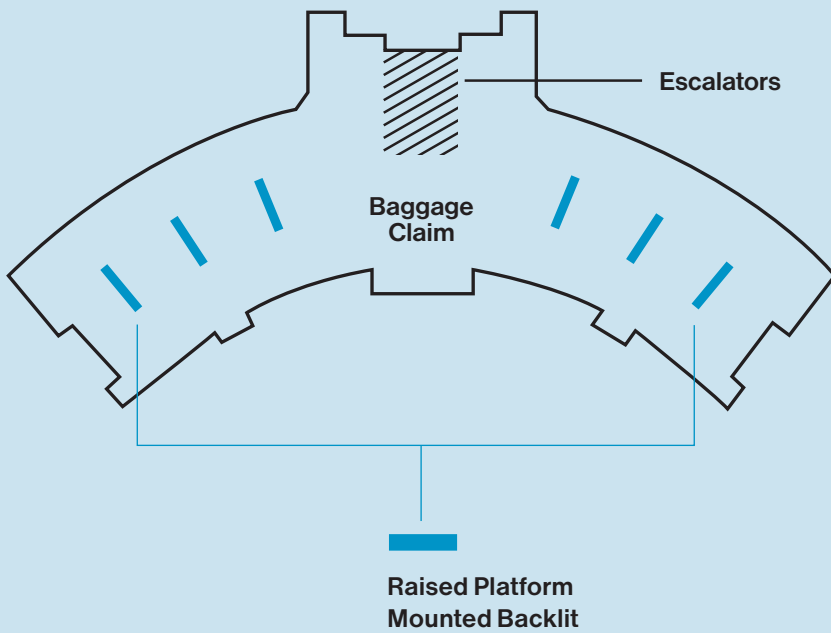
Medium Backlit (5)

43" Tall
30" Wide

Wall-mounted backlit brilliant color duratrans translucent-base display



Location



Specifications

Medium Backlit (12)

21" Tall
45" Wide

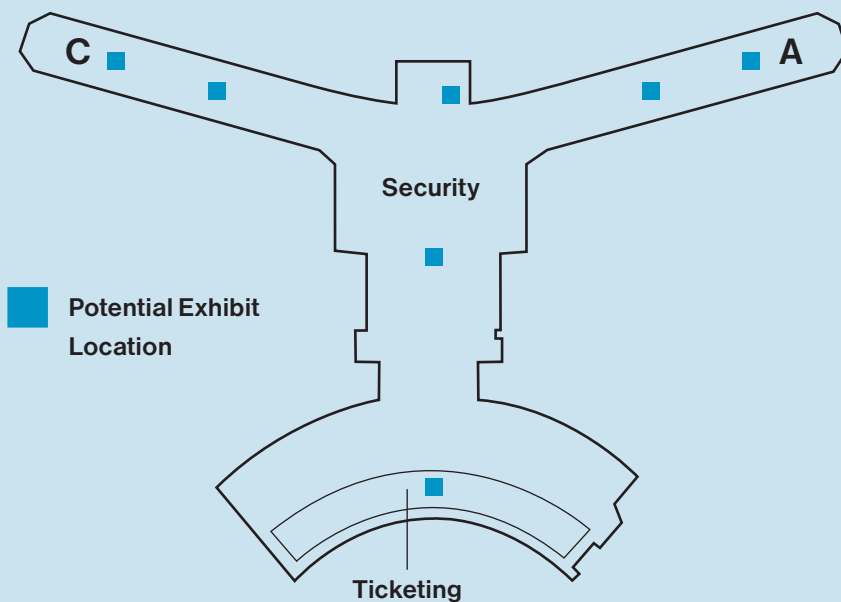
Small Backlit (24)

19" Tall
40" Wide

Raised platform-mounted backlit brilliant color duratrans translucent-base display



Location



Specifications

Potential spots for displays located throughout airport

Insurance and exhibit maintenance requirements may apply

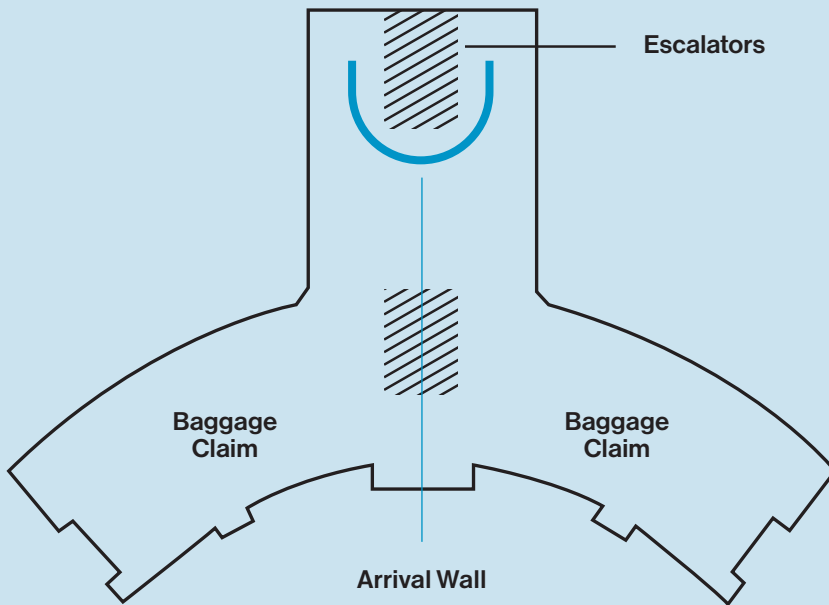
Arrival Wall

13



Location

Specifications

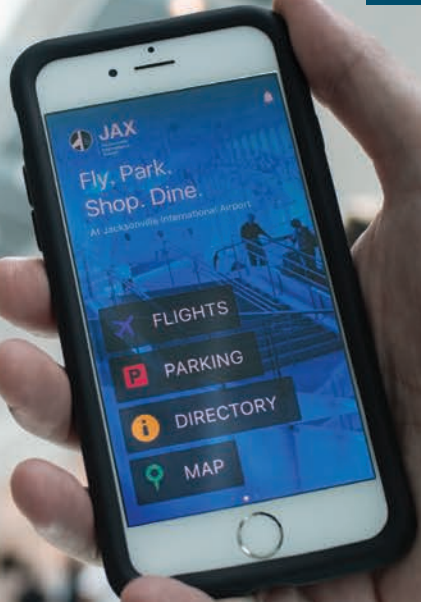


Wall Panel Wrap

94" Tall
545" Wide

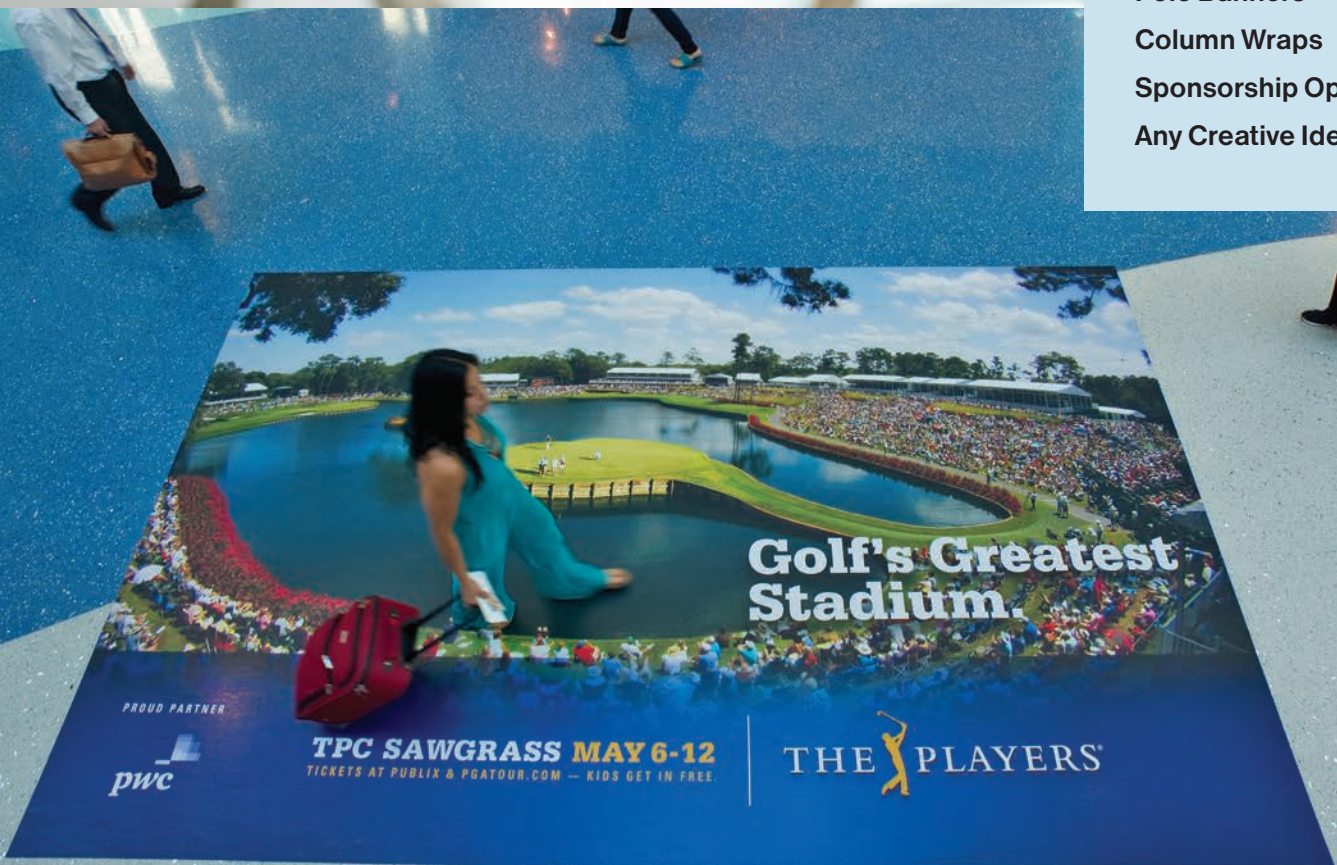
Various print materials, inks and sizes as approved by the Jacksonville Aviation Authority

Smaller dimensions available



Opportunities

- Wifi Ads
- Floor Clings
- Security Bins
- Outdoor/Exterior
- Pole Banners
- Column Wraps
- Sponsorship Opportunities
- Any Creative Ideas!



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Frequently Asked Questions

Contracts

All ad campaigns require a fully-executed Jacksonville Aviation Authority contract signed by the Advertiser and the Authority. Please allow at least 30 days for the execution of a contract.

Payments

Payments are due on the first day of each month without demand. Longer terms are subject to discounts and shorter terms are subject to surcharges. Holiday/special event time frames (including, but not limited to The PLAYERS tournament and November—December) subject to surcharge.

Security Deposit

A three-month, fully-refundable security deposit is required for all campaigns longer than three months. For any campaign three months or shorter, payment in full is required. The security deposit or payment in full is due prior to the execution of the contract and the installation of any graphics. For the quickest processing, please provide your security deposit or payment in full along with your contract submission.

Responsibilities

The Advertiser is responsible for the creative and production of all graphics. The Authority provides the space for all graphics, as well as the installation and maintenance of all graphics (exceptions noted).

Graphic Approval

All signage must be approved by the Authority prior to placement. Please send a PDF file to your Authority representative via email for the quickest approval process.

Lamp Pole Banners, Column Wraps, Floor and Wall Clings

The Advertiser is responsible for the installation and removal of lamp pole banners, column wraps and floor and wall clings. Advertiser must coordinate the installation and removal of these items with the Authority. Installation and removal of these items must be done by a professional sign company, and proof of insurance may be required for the sign company. The expense of installation is established between the Advertiser and the sign company.

Delivery of Materials

All materials must be sent to the Authority one week prior to the start of the contract for installation. If the materials are not delivered by the start of the contract, Authority will install within one week of delivery of items. If Authority cannot meet this timeline, the Advertiser will be contacted.

Removal of Materials

At least three days prior to the end of the contract, the Advertiser must notify Authority of the request to return advertising materials. Authority will remove all materials with the exception of lamp pole banners, column wraps and floor clings as noted above. Advertiser must pay for all shipping costs associated with the return of materials.

Contact Us

To see our current rates or if you still have questions, please visit our website at www.flyjax.com for our contact information. We're happy to talk to you and hear how we can help you reach your advertising goals!





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