



**ADVERTISING &
AVAILABLE SPACE**

CHARLES L. WILLIAMS TERMINAL



PhxMesa **Gateway** Airport

INTRODUCTION & OVERVIEW

Phoenix-Mesa Gateway Airport (AZA) is one of the fastest growing commercial airports in the United States. Since passenger service began in 2007, total passengers have grown from 59,231 to an expected one million in 2011. The Airport's economic impact flourished from \$534 million to \$685 million with over 4,000 jobs in the Gateway Area.

Gateway Airport's sole air carrier, Allegiant Air, has grown non-stop service from 13 destinations to 28, with load factors averaging 90% utilizing 150-seat capacity MD-83 aircraft. In November 2010, Gateway Airport expanded the terminal from four gates to six and announced in March of 2011 funding for another \$9.75 million expansion project that will add an additional two gates and 30,000 square feet.

AZA is offering select companies the opportunity to distinguish themselves at one of the fastest growing airports in the nation. The following highlights many of the advertising opportunities at AZA, however opportunities for experiential marketing and creative applications exist.

Total Passenger Service History:

2007.....59,231
 2008.....357,165
 2009.....579,059
 2010.....804,340
 2011.....Forecast one million

GATEWAY AIRPORT MARKETING ASSETS

AZA is expected to accommodate nearly one million total passengers in 2011. As the 60th busiest airport in the United States (total landings and takeoffs), AZA is a prime location for brand placement. Some of the marketing assets include:

- "Focus City" for Allegiant Air
- 28 nonstop destinations (2nd most nonstop options in Arizona)
- Low cost parking at \$6 a day
- Free Wi-Fi Internet
- "Fergie & Feller Field" outdoor courtyard located post security
- Award winning design for newly expanded passenger terminal and courtyard (AZRE Magazine's "Best Redevelopment Project")

PASSENGER DEMOGRAPHICS

AZA passengers have significantly higher income than the national median of \$50,000 with an average income level of \$79,700

Median Visitor Spending: \$673

Activities Participated: Dining 93%; Shopping 80%; Outdoor Activities 31%; Nightlife 30%; Sporting Events 25%; Golfing 25%; Art Galleries and Museums 24%; Cactus League Games 23%; Western Cultures and Attractions 19%; Performing Arts 13%

Trip Purpose: 54% Visit Family; 40% Vacation



just
plane
easy.®

A > LUGGAGE CONVEYOR BELT

DETAILS:

Future advertising partners will capture arriving passengers and those accompanying them with the unique opportunity to advertise directly on the AZA baggage belt. The AZA baggage belt is large in size (110' in total length) and highly visible to a captive audience providing an opportunity to create high-impact brand messages.

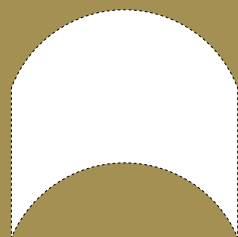


ADVERTISING SPECS:

Baggage Claim Slot: 34"
Available Advertising Length:
Eleven slots
(~31 feet in total length)

PRICING:

\$2,000/month



TERMS:

Minimum 4-month contract; advertiser is required to maintain advertising application's appearance.

B > LUGGAGE CARTS

DETAILS:

AZA has earned a reputation of "just plane easy®" convenience in large part because of the close proximity of vehicle parking. As such, arriving passengers enjoy using the luggage cart system for their multiple pieces of luggage. Your company can benefit by being the corporate sponsor of this free service. Future advertising partners can place their brand message in view of the passenger as well as directly on the cart handle.

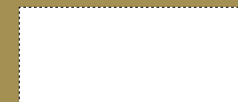


ADVERTISING SPECS:

Cart Billboard: 17.5" x 7"
plus additional handle grip
application reminding patrons
to return cart

PRICING:

\$300/month



TERMS:

Minimum 6-month contract; advertiser is required to maintain advertising application's appearance.

C > SUPPORT COLUMN

DETAILS:

In contrast to the digital media advertising located in the AZA baggage claim, one support column “wrap” opportunity is being offered by the Airport Authority. This unique advertising opportunity affords your company a non-traditional, highly visible, and fixed branding format. Your corporate brand will be viewed by arriving passengers and those accompanying them, as well as guests dining at the nearby Paradise Bakery Café located inside the baggage claim area.



ADVERTISING SPECS:

Column Face: 54" x 10'
Column Side: 19.63" x 10'

PRICING:

\$1,500/month



TERMS:

Minimum 6-month contract; advertiser is required to maintain advertising application's appearance.

D > DIGITAL MONITORS

DETAILS:

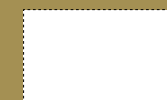
The AZA baggage claim area will provide companies with the opportunity to combine high-impact brand messages with the Airport's digital network connecting four digital monitors located strategically across the baggage claim area. The digital network will have the ability to broadcast multiple messages on a variety of formats including video commercials, flash content, and static imagery.



ADVERTISING SPECS:

Two 15-second spots, or one 30-second spot within a six-minute loop. Preferred format for still images is JPEG, PNG, Gif, or BMP. Animated images should be presented in MPEG1, MPEG2, MPEG4, QuickTime, AnimGif, ASF, ASX, AVI, or WMV formats. The minimum resolution for all full-screen content is 720 x 1280.

PRICING: \$500/month



TERMS:

Month-to-month

E > **PET PARK**

DETAILS:

AZA loves animals and so do many of our passengers. Is your company in the business of caring or providing for animals? If so, consider becoming a sponsor of AZA's Pet Park! Located post-security in the "Fergie & Feller Field" outdoor courtyard, your brand image will be visible to guests of the Pet Park, as well as travellers passing through or relaxing in the courtyard.



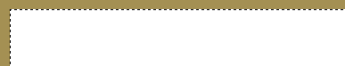
ADVERTISING SPECS:

TBD



PRICING:

TBD



TERMS:

TBD

F > **TRASH RECEPTACLES**

DETAILS:

Promote your eco-friendly company on our trash and recycling containers. Located throughout the Charles L. Williams passenger terminal, your brand can reach both arriving and departing passengers in a dignified and highly-visual manner.



ADVERTISING SPECS:

TBD

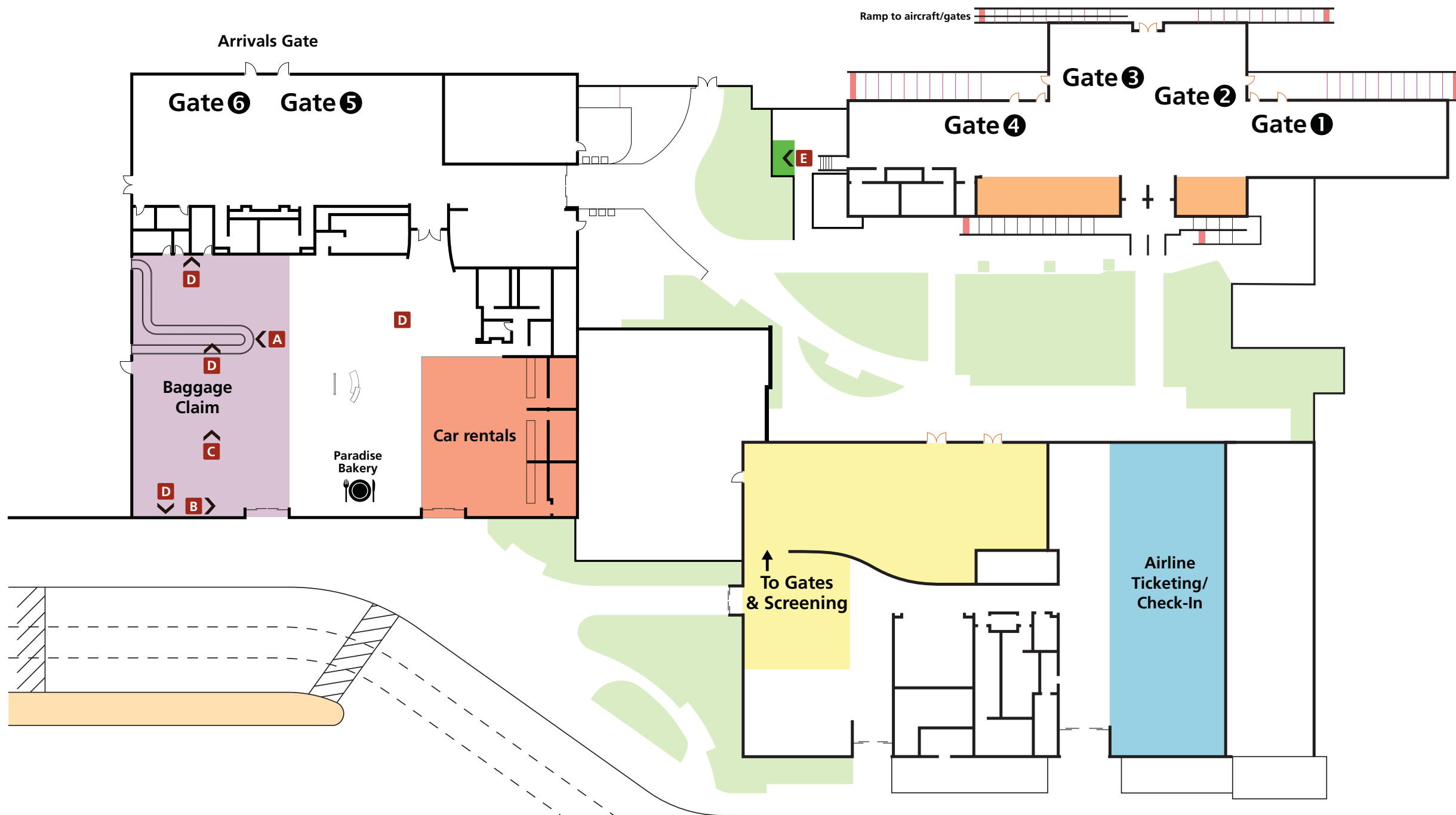


PRICING:

\$500/month

TERMS:

Minimum 6-month contract

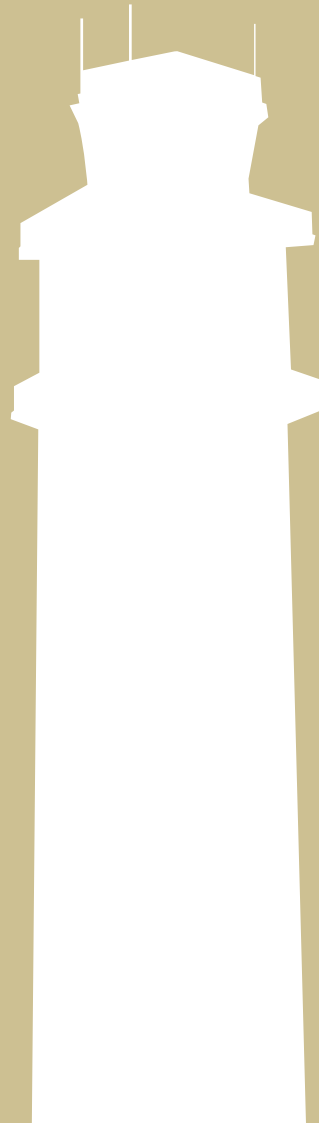


CHARLES L. WILLIAMS TERMINAL

Terminal Hours:
4:30 AM - 11:30 PM
www.justplaneeasy.com

Note: Locations available for advertising are marked with a red square and arrow.





PhxMesa **Gateway** Airport

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