BROADEN YOUR REACH WITH AIRPORT ADVERTISING

RSW Ranks Among the Top 50 Airports for Passengers Traffic in the United States

Fourteen airline partners serve RSW with nonstop service throughout the United States and international service to Canada and Germany. With flights to major gateways like Atlanta, Chicago, New York and more, travelers have access to convenient connections worldwide.

Customer Service Commitment

Our advertising program is managed entirely by dedicated Lee County Port Authority staff. This allows us the ability to work directly with you and gives us the opportunity to customize programs to support your advertising needs. We do not charge for graphic installation and graphics can be changed monthly, quarterly or yearly.

Flexibility

Our program offers a wide variety of advertising displays throughout the airport at different price points. Discounts are available for multi-year, multi-location or prepayment. The Lee County Port Authority also has special event (short-term) advertising options available.

CLICK HERE TO CONTACT US ABOUT ADVERTISING AT RSW
**Average Age**

The average age of January – March visitors was **49 years old**.

**Gender**

39% of visitors are females and 61% are male.

**Median Household**

January – March visitors had a median household income of **$115,600**.

**College Education**

61% of January – March visitors were college graduates.

### Income Distribution

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$50,000</td>
<td>16%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>13%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>11%</td>
</tr>
<tr>
<td>$100,000 - $124,999</td>
<td>16%</td>
</tr>
<tr>
<td>$125,000 - $149,999</td>
<td>9%</td>
</tr>
<tr>
<td>$150,000 - $199,999</td>
<td>13%</td>
</tr>
<tr>
<td>$200,000 - $249,999</td>
<td>5%</td>
</tr>
<tr>
<td>$250,000 and over</td>
<td>17%</td>
</tr>
</tbody>
</table>

### Education Distribution

- Some high school or high school degree: 16%
- Some college or Associate degree: 23%
- College Graduate: 34%
- Post Graduate work or degree: 27%

Source: Passenger demographic information provided by Downs & St. Germain Research for January-March 2022
Travel Party Size

Visitors traveled in a party composed of 3.7 people.

Travel With Children

21% of visitors traveled with children under the age of 18.

Origin

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midwest</td>
<td>59%</td>
</tr>
<tr>
<td>Northeast</td>
<td>20%</td>
</tr>
<tr>
<td>West</td>
<td>4%</td>
</tr>
<tr>
<td>Southeast</td>
<td>6%</td>
</tr>
<tr>
<td>International</td>
<td>10%</td>
</tr>
</tbody>
</table>

RSW had limited international service due to travel restrictions outside the U.S.

Source: Passenger demographic information provided by Downs & St. Germain Research for January-March 2022
ATRIUM LARGE VIDEO WALL

• One Video Wall (5x3)
• East or West Atrium
• Size: Fifteen 55" monitors

RATES

• 1-year term  $3,500/month

CLICK HERE TO CONTACT US ABOUT THIS LOCATION
EAST & WEST ATRIUM PACKAGE

• Two Video Walls (3x2)
• East and West Atrium
• Size: Six 55" monitors

RATES

• 1-year term $2,110/month

CLICK HERE TO CONTACT US ABOUT THIS PACKAGE
BAG CLAIM PACKAGE

- Six Video Walls located along the back wall of Bag Claim:
  - Four 3x2 units
    Size: Six 55" monitors
  - Two 2x2 units
    Size: Four 55" monitors

RATES

- 1-year term $2,796/month

CLICK HERE TO CONTACT US ABOUT THIS PACKAGE
DOUBLE-SIDED MONITOR

- One Double-sided Monitor
- Bag Claim Carousel
- Size: Two 55" monitors

RATES

- 1-year term  $895/month

CLICK HERE TO CONTACT US ABOUT THIS LOCATION
SINGLE MONITORS PACKAGE

- Eight LCD monitors located overhead
- Bag Claim
- Size: Eight 46" monitors

RATES

- 1-year term  $795/month
FLOOR DISPLAY

• One Static Display
• Upper level Ticketing Hall/Atriums or Bag Claim
• Size: Approx. 20’ x 15’

RATES

• 1-year term $2,100/month

CLICK HERE TO CONTACT US ABOUT THIS LOCATION
CONCOURSE WALL-MOUNTED DISPLAY

- One Wall-mounted Display
- Concourse B, C or D
- Size: Approx. 28’ x 10’

RATES

- 1-year term $2,500/month

CLICK HERE TO CONTACT US ABOUT THIS LOCATION
ATRIUM ESCALATOR
WALL-MOUNTED DISPLAY

• One Wall-mounted Display
• East or West Atrium Large Escalator
• Size: Approx. 16’ x 5’

RATES

• 1-year term  $4,700/month

CLICK HERE TO CONTACT US ABOUT THIS LOCATION
TICKETING HALL ESCALATORS
WALL-MOUNTED DISPLAY PACKAGE

• Two Wall-mounted Displays
• East and West Ticketing Hall Escalators
• Size: Approx. 10’ x 7’

RATES

• 1-year term $3,000/month

CLICK HERE TO CONTACT US ABOUT THIS PACKAGE