



# MEDIA KIT 2024



# ABOUT US

- Lehigh Valley Int'l Airport is located 90 miles from New York City and 65 miles from Philadelphia.
- LV is one of the fastest-growing regions in Pennsylvania, generating \$8.1 billion in GDP
- Has a larger economic output than both Vermont and Wyoming.



- Denver (DEN)
- Fort Lauderdale/Hollywood (FLL)
- Punta Gorda (PGD)
- Melbourne (MLB)
- Myrtle Beach (MYR)
- Nashville (BNA)
- Orlando International (MCO)
- Orlando Sanford (SFB)
- Sarasota/Bradenton (SRQ)
- St. Pete/Clearwater (PIE)



- Charlotte (CLT)
- Philadelphia (PHL)



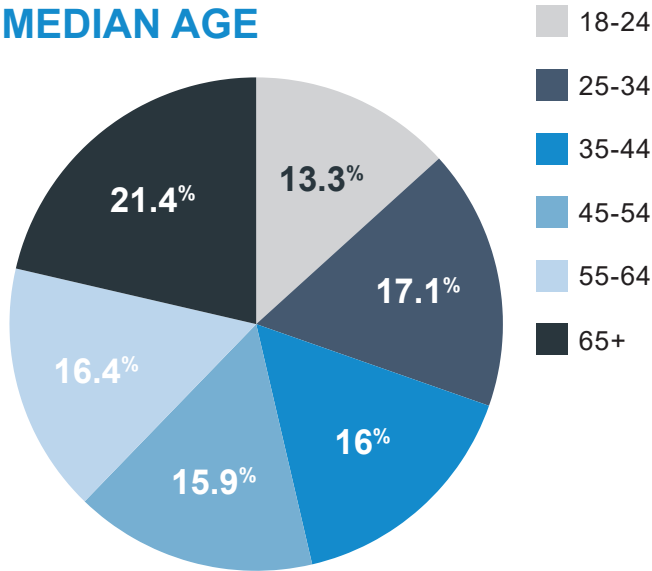
- Atlanta (ATL)



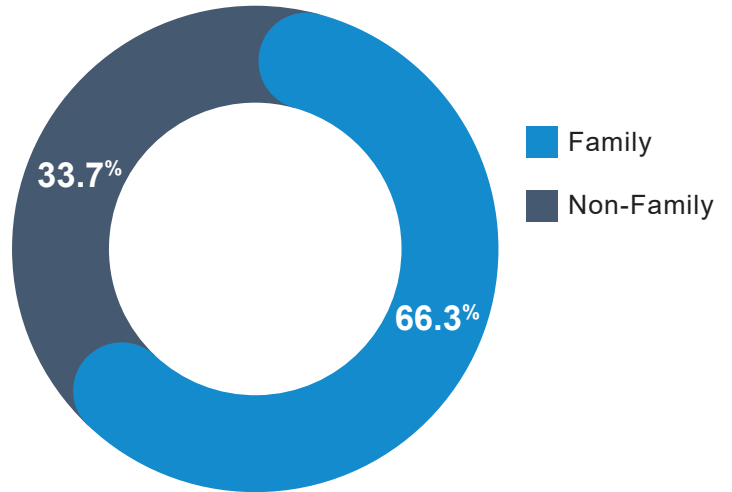
- Chicago O'Hare (ORD)
- Newark (EWR)

# PASSENGER DEMOGRAPHICS

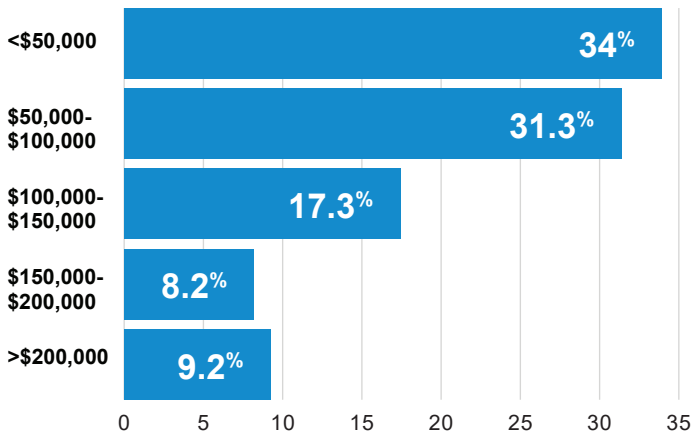
## MEDIAN AGE



## FAMILY HOUSEHOLDS



## HOUSEHOLD INCOME



## DEMOGRAPHIC FACTS

**12%** of visitors are working couples and families living comfortable lifestyles.

**10%** of visitors are empty nesters with sophisticated taste and lavish lifestyles.

**10%** of visitors are mature, retired couples that are loyal customers with modest taste.

## AVERAGE INCOME

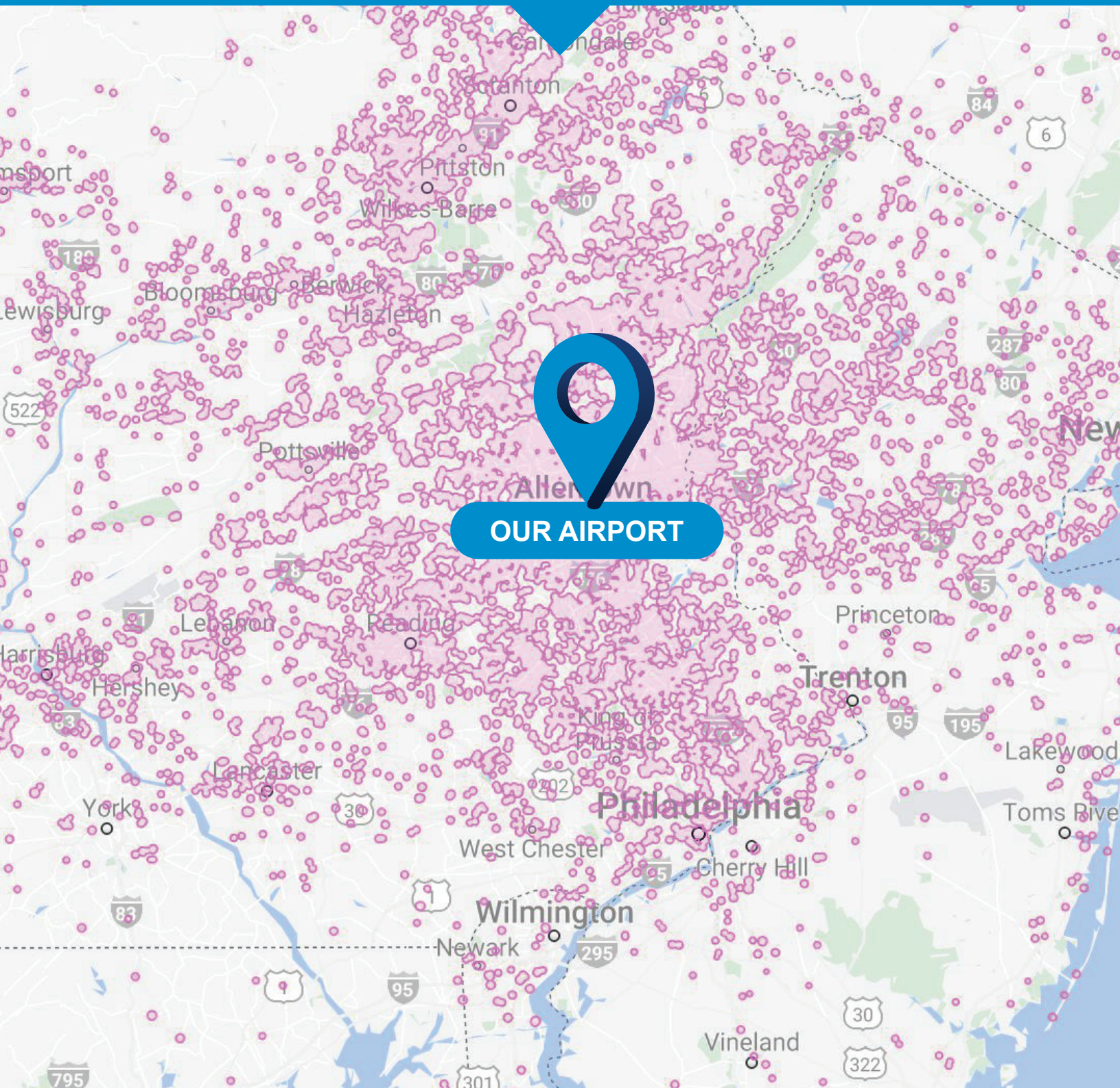
**\$101,486**

Average Household Income

**\$40,412**

Average Income Per Person

# AUDIENCE PROFILE



This map shows our passengers come from Eastern PA, New Jersey, and New York to visit ABE.

# OUTDOOR DISPLAYS

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## OUTDOOR BANNER

Be the first advertisement to greet passengers as they are entering and exiting the airport. A large, high impact display right outside of the main terminal.



# MOVING MEDIA

## ESCALATOR HANDRAILS

Ad Rails are an innovative and creative way to grab the passengers' attention! Zero installation costs, and artwork can be changed every 6 months.



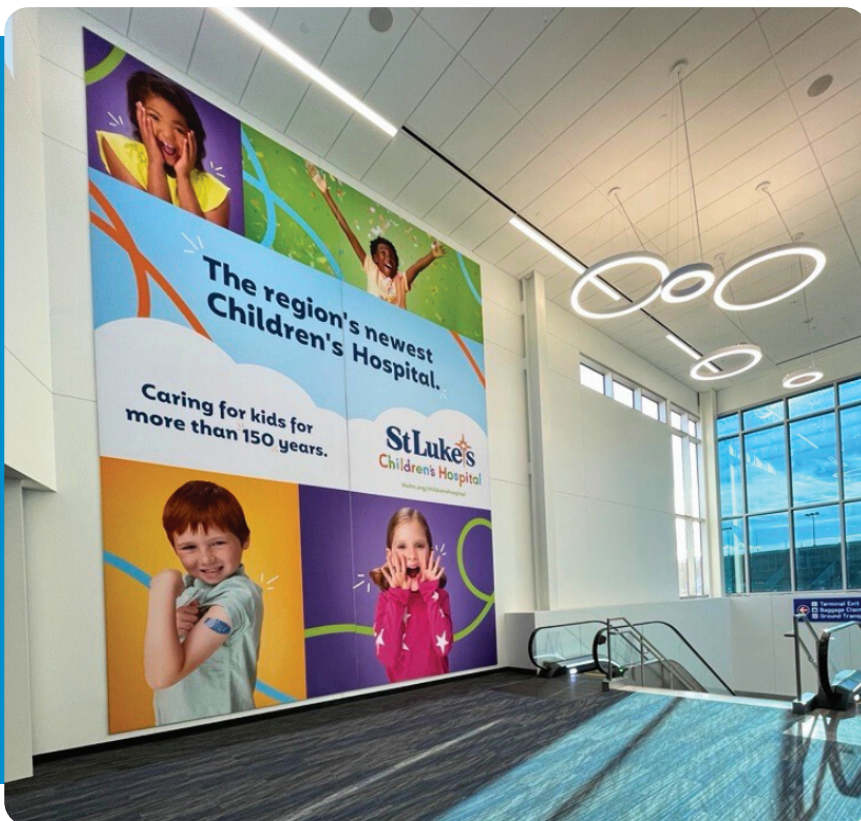
## BAGGAGE CAROUSELS

Baggage Carousels will reach a captive audience while passengers wait for luggage and rental cars.

# HIGH IMPACT DISPLAYS

## HANGING BANNER AND BEAM WRAP

Hanging Banners include the Beam Wraps and are double sided, It has the highest impact and visibility to both departing and arriving passengers



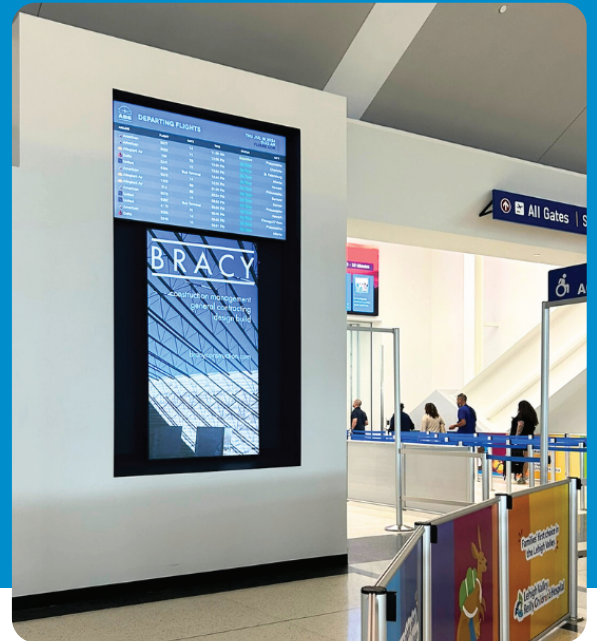
## TENSION FABRICS

Tension Fabrics are strategically located throughout the terminal in high impact areas with dwell times of 90+ minutes.

# DIGITAL DISPLAYS

## TSA CHECKPOINT DISPLAY

A digital display located adjacent to the TSA line is sure to hold passengers' attention while they wait. The vertical frame allows variety from the other horizontal displays in the airport.



## TERMINAL DIGITAL DISPLAYS

Digital displays are 15 second images or videos without sound, with four slots available per screen, They are strategically located at decision points where passengers congregate. There is zero installation fee and artwork can be changed at any time.



# DEPARTURE BANNERS

## TICKET COUNTER ADVERTISEMENTS

Departing passengers can view your advertisement from one of our many ticket counters!



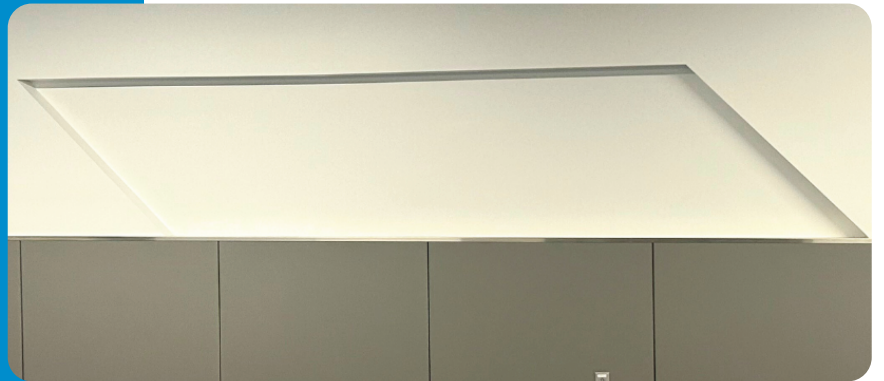
## COLUMN WRAPS

Column Wraps are found throughout the Wiley Departure Building at all gate areas. Each display provides a full 360 degree exposure.

# ARRIVAL TUNNEL

## VINYL FRAMES

Showcase your brand to all arriving passengers with high visibility displays located throughout the arrival tunnel.



# DEPARTURE DISPLAYS

## HYDRATION STATIONS

Work with us to find a creative canvas that aligns with your businesses needs and goals! St. Luke's University Health Network transformed all of our water fountains into "Hydration Stations"



## DISPLAY CASE

Showcase a model or products in one of our display cases! A unique way for passengers to get to know your brand while passing by.



# ABE

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## HAVE AN IDEA THAT YOU HAVEN'T SEEN?

The opportunities are endless! We are happy to collaborate with you on a product you will love.

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Our advertising program is managed by airport staff and we are committed to providing the best customer service to our clients. We prioritize quick responses, turn-around times and attention to quality. We value solid partnerships and ensuring that our clients receive excellent value and results.

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**CONTACT US FOR PRICING, MORE INFORMATION,  
AND A TOUR TODAY!**

**LILLEY GREIS**



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