

DENVER INTERNATIONAL AIRPORT

MEDIA KIT



**RICH MULTIMEDIA
TECHNOLOGIES**



DENVER INTERNATIONAL AIRPORT HIGHLIGHTS

- One of the busiest airline hubs in the world's largest aviation market
- The primary economic engine for Colorado, generating more than \$26 billion for the region annually
- For individuals with a household income of \$150K+, there has been a 120% increase in frequent flyers and 175% in business frequent flyers
- With limited zoning for outdoor advertising in the Denver area, DIA is the perfect venue to reach residents, tourists, and business travelers
- One of the world's greenest airports and has the largest solar farm at a commercial airport in the U.S.



VALUE PROPOSITIONS FOR EVERY RICH MEDIA TELE-DIGITAL STOREFRONTS MEDIA, ENTERTAINMENT AND AD NETWORK

- Free Phone and Re-Charge Zone
- HD static and video content display
- Proximity Marketing (Android & IOS)
- Mobile Ads and Apps
- Mobile Digital Coupons and Gift Cards
- M-Commerce and Mobile Payments
- SMS, QR response and 1-800 call campaigns
- Real Time content management and screen display
- Complete proof of performance and statistical feedback





LOCATION		SCREENS
Concourse	A	46
Concourse	B	99
Concourse	C	14
Arrivals	Level 5	45
Departures	Level 6	33
TOTAL RMT Terminals		237

PASSENGER TRAFFIC	
Daily	150,000
Monthly	4.5 million
Yearly	54 million

DIA is the world's 15th-busiest airport, and the United States' 5th-busiest.

