

# *JOHN WAYNE AIRPORT MEDIA KIT*



*RICH MULTIMEDIA  
TECHNOLOGIES*



# PEOPLE WHO USE JOHN WAYNE AIRPORT...

## ARE WEALTHY

105% - more likely to have a household income of \$250k or greater.

165% - more likely to have an individual employment income of \$250k or greater.

## ARE TRAVELERS

332% - more likely to have taken 5-9 air round trips.

62% - more likely to be in the highest quintile of high-mile travelers.

## ARE ONLINE SHOPPERS

113% - more likely to have spent \$2,500 or more on Internet purchases.

112% - more likely to have shopped for air tickets online.

127% - more likely to have bought mobile device apps on the Internet.

## LIKE TO LOOK GOOD

139% - more likely to have spent \$500 or more on fine jewelry.

219% - more likely to have spent \$500 or more on men's business clothing.

339% - more likely to have spent \$500 or more on cosmetics, perfume and skincare products.

## LIKE TO BE ENTERTAINED

504% - more likely to have attended an Anaheim Ducks hockey game.

75% - more likely to have attended an LA Lakers basketball game.

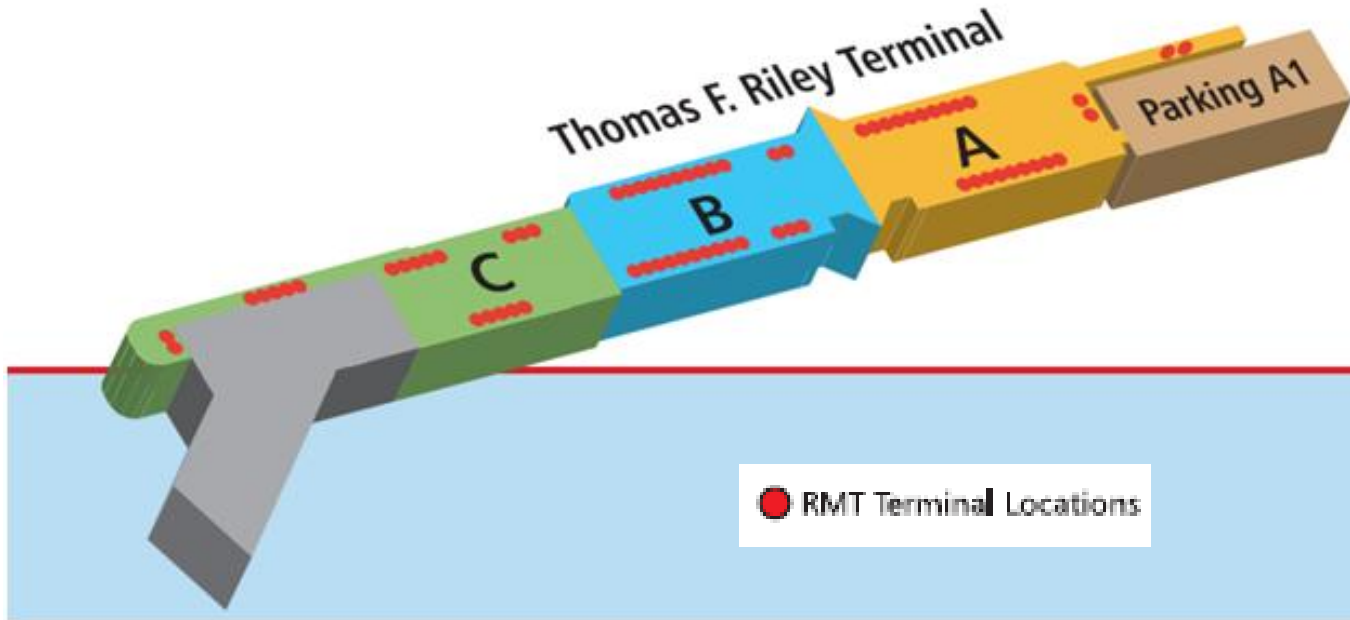
153% - more likely to have attended 10 or more Formula racing events.



# 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





John Wayne Airport serves more than 10 million passengers a year.

LOCATION		SCREENS
Terminal	A	29
Terminal	B	19
Terminal	C	11
Parking A		2
Total RMT Terminals		61

PASSENGER TRAFFIC	
Daily	28,000
Monthly	840,000
Yearly	10 million

