



ELKO, NV [EKO]
AIRPORT MEDIA GUIDE

AIRPORT ADVERTISING

Airport advertising delivers your message to a saturated audience of **affluent, educated, tech-savvy** business and leisure travelers in a “high dwell environment.”

Whether you are trying to raise awareness about your brand, product, or service, or you’d like to encourage point-of-sale, **airport advertising meets your needs.**



Airport advertising stands out from other media options because of its high visibility. Advertisers have the opportunity to target an engaged audience as they journey through the airport, from security lines to baggage claim.

Branding campaigns give consumers top of mind awareness of your brand. Invest in airport advertising to spread the word about your product or service.

Airport ads work exceptionally well for branding campaigns. Use airport advertising to paint a vivid, captivating picture of your brand. Achieve high ad recall and campaign awareness by bringing your message to the airport where the engaged audience awaits.

Advertisers say that when they use airport in their media mix, the buy feels much “bigger” than the actual spend.

AIRPORT PROFILE



**AVERAGE ANNUAL
PASSENGERS:
30,000**

- Elko Regional Airport is one of the earliest airports in the US
- EKO is 1 mile from the Elko business district in Elko, Nevada
- EKO covers approximately 700 acres of land
- Salt Lake City, UT is the top destination

Source: transtats.bts.gov, flyelkonevada.com

TRAVELER PROFILE



**95 MILLION ADULTS
HAVE TAKEN AT LEAST 1 DOMESTIC
FLIGHT IN THE PAST YEAR**

Airport Frequent Fliers:
4 + trips per year

FREQUENT FLIERS



92%

have taken at least one
personal/vacation trip in
the past year.



68%

have taken at least one
business trip in the
past year.



78%

have at least some
college education.



31%

are employed full time.



62%

have a HHI of \$75,000
or greater.



56%

viewed airport digital
display in past 6 months.

Source: Nielsen USA+ 2016 Release 2

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MARKET PROFILE

AREA EVENTS & ATTRACTIONS

National Cowboy Poetry Gathering | Elko Home and Business Expo
Annual Elko Basque Festival | Humbolt National Forest | Elko County Fair
Senior Olympic Games | Ruby Mountain Balloon Festival | Elko Mining Expo
Silver State Stampede | Elko Classic Car Show | Festival of Trees | Wine Walks
Snowmobiling Adventures | Lake of Fire Celebration | Snowflake Festival
Ruby Mountain Relay | Elko Fireworks Spectacular | Ruby View Golf Course

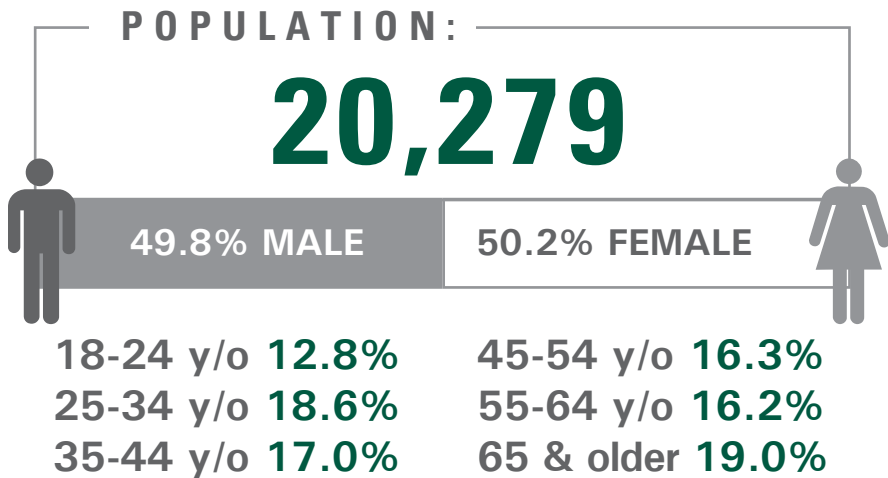


Source: Nielsen USA+ 2016 Release 2: Mountain Census Division

46%
OF RESIDENTS
HAVE FLOWN AT
LEAST ONCE THIS
PAST YEAR.

35%
OF RESIDENTS
HAVE ATTENDED
A PROFESSIONAL
SPORTING EVENT
IN THE PAST 12
MONTHS.

MARKET PROFILE



62% OF RESIDENTS ATTENDED AT LEAST SOME COLLEGE

69% ARE WHITE; 21% ARE HISPANIC; 3% ARE BLACK

41% OF HOUSEHOLDS EARN OVER \$75,000/YEAR

65% OWN THEIR RESIDENCE WHILE 32% RENT

Source: Nielsen USA+ 2016 Release 2: Mountain Census Division, bestplaces.net



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COMPETITIVE MEDIA PRESENCE



Airport advertising is a constant media companion.
Outdoor ads deliver consistent impressions as trends shift in other forms of advertising. Out-of-Home can compliment, reinforce, and extend the reach of other ad types in your campaign as part of a media mix strategy.

RADIO

37%

of residents used an online music service.

TELEVISION

66%

of homes *do not* subscribe to cable television.

NEWSPAPER

72%

of residents say they *did not* read a newspaper in the past week.

Source: Nielsen USA+ 2016 Release 2: Mountain Census Division



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AIRPORTS

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Thank you!

We appreciate the opportunity to be your airport media partner.

Please contact your Lamar Representative or our office to discuss availability and any questions you may have.

We're ready to help you build an effective campaign.