



AMARILLO, TX [AMA]

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:
740,000**

- Conveniently 10 miles from downtown Amarillo
- Just minutes from the exclusive Highland Park Neighborhood
- Serves the Texas and Oklahoma panhandle areas and eastern New Mexico

Source: airport.amarillo.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

American Quarter Horse Heritage Center and Museum | Amarillo Zoo
High Noon on the Square | Music in the Gardens | Amarillo Dragway
Globe-News Center for the Performing Arts | Route 66 Historic District
West Texas A&M University | Amarillo College | Vista College
Amarillo Botanical Gardens | Don Harrington Discovery Center
Texas Air & Space Museum | Wonderland Park | Jack Sisemore
Traveland RV Museum | Cadillac Ranch | Palo Duro Canyon



Source: Nielsen Scarborough USA+ 2016 Release 2: West South Central Census Division , visitamarillo.com

42%
OF RESIDENTS
HAVE FLOWN AT
LEAST ONCE THIS
PAST YEAR

30%
OF RESIDENTS
PARTICIPATE
IN OUTDOOR
ACTIVITIES

MARKET PROFILE



POPULATION:

199,582



48.5% MALE



51.5% FEMALE

18-24 y/o 13%

25-34 y/o 19%

35-44 y/o 17%

45-54 y/o 18%

55-64 y/o 16%

65 & older 17%

22% OF RESIDENTS HAVE A COLLEGE DEGREE OR HIGHER

60% ARE WHITE; 28% ARE HISPANIC; 6% ARE BLACK

30% OF HOUSEHOLDS EARN OVER \$75,000/YEAR

63% OWN THEIR RESIDENCE WHILE 37% RENT

Source: Nielsen Scarborough USA+ 2016 Release 2: West South Central, census.gov



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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

30%

of residents use an online music service.

TELEVISION

58%

of homes *do not* subscribe to cable television.

NEWSPAPER

77%

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

Source: Nielsen Scarborough USA 2016+ Release 2 - West North Central Census Division



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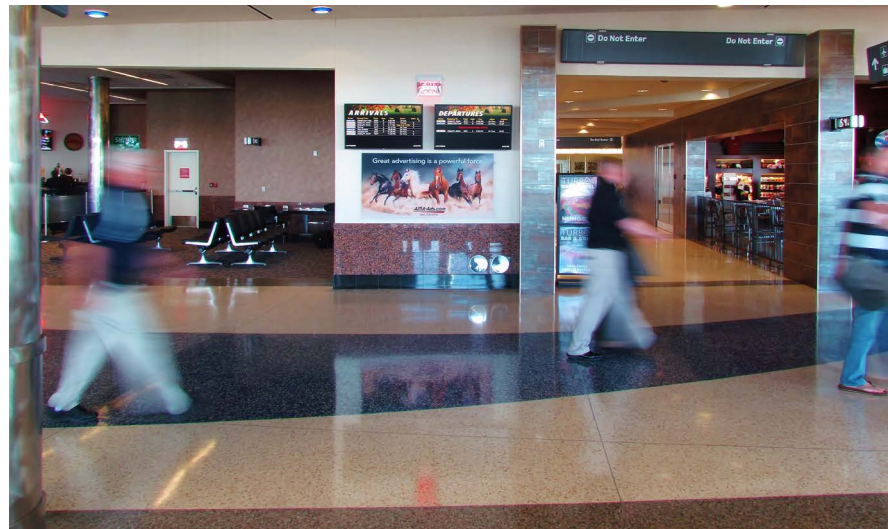
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Phone: 859.967.6877

lamar.com/airportadvertising



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.