



Lehigh Valley International Airport Advertising

Media Kit | 2019

Facts & Stats

Lehigh Valley International Airport (ABE) is

- located in Eastern Pennsylvania in Hanover Township – right in the heart of the Lehigh Valley – and is 90 miles from New York City, 85 miles from Harrisburg and 65 miles from Philadelphia.
- well-positioned to support the region’s continual growth and development as the only commercial airport.
- the 4th largest commercial airport in the Commonwealth of Pennsylvania out of 14.

Airlines



Passenger Demographics

Men	52.5%
Women	47.5%

<i>Household Income</i>	
\$50,000 or more	79.1%
\$75,000 or more	60.9%
\$100,000 or more	31.1%
\$150,000 or more	18.9%

<i>Age</i>	
21-34	22.2%
35-49	18.7%
50-69	40.5%
70+	18.6%

<i>Children in Household</i>	
One or more	34.4%
Two or more	19.6%

Married	61.1%
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College graduate+	46.1%
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<i>Employment status</i>	
Employed full-time	52.1%
Not employed - retired	23.2%

White collar	44.8%
Blue collar	18.1%

13 Nonstop Destinations

Passengers

2014	612,650
2015	673,505
2016	688,505
2017	692,154
2018	792,974
2019	Estimated 900,000+

Source: Nielsen Scarborough Philadelphia R2 2018



Lehigh Valley Spotlight

665,441
population

\$59,989
median household
income

2nd globally in
industrial growth

GDP
ranks
65th
out of
largest
U.S.
metros

\$39.1 billion regional GDP

2 county
region in
eastern
Pennsylvania
consisting of
62 distinct
municipalities
and three
cities;
Allentown,
Bethlehem and
Easton

12 colleges and
universities

344,623
labor force

Top GDP by sector
\$7.9 billion finance, insurance & real estate
\$6.9 billion manufacturing
\$5.3 billion professional & business services
\$5.3 billion education & health care

248,182
households

68th largest
metropolitan area
in the United
States by
population

5,073 technology patents
awarded in the Lehigh Valley
(2000-2015)

1,500+ office
buildings

If Lehigh Valley were a country,
it would be the world's 87th
largest

4.8%
unemployment rate

More than
80,000
workers employed
in "Eds and Meds"
sectors

\$3.44 billion in exports by
Lehigh Valley companies
(2015)

Employment by industry

Industry	%
Health Care and Social Assistance	17.4
Retail	10.7
Manufacturing	10.1
Transportation and Warehousing	8.7
Accommodation and Food Service	8.3
Education	7.9
Administrative and Support Services	7.4
Construction	4.2
Professional, Scientific and Technical Services	3.9
Finance and Insurance	3.2

9,747
degrees
awarded by
Lehigh Valley
colleges and
universities
(2014-15 academic
year)

116.4 million
square feet of
industrial market
inventory

\$28.38 average hourly
wage for manufacturing
workers

21.7% of population
between ages 18 and 34

Source



2017 Annual Report

Airport Advertising



Airport advertising is a highly effective media platform that reaches frequent flyers, tourists and business travelers and raises brand awareness while driving sales to local and national businesses.

75% of air travelers arrive 1+ hours before boarding

83% of air travelers notice airport advertising

88% of air travelers spend 30+ minutes walking the concourse

88% of air travelers shop while waiting for flight

73% of leisure frequent flyers believe airport ads represent high quality brands

90% of frequent flyers shop brick and mortar locations after seeing airport ads

78% of business frequent flyers are likely to visit restaurants after seeing airport ads

Source: 2017 Nielsen Airport Insights Study, MRI 2017, Scarborough 2017

Advertiser Testimonials



Pocono Raceway receives a substantial number of advertising pitches and the team at ABE really stood out in terms of their creativity and understanding of our business goals. We love seeing our mascot, Tricky, greeting passengers as they wait for their bags at baggage claim. Kudos to the ABE team!

Ben May,
President, Pocono Raceway



Joshi Hotel Group has been an advertising partner with Lehigh Valley International Airport for well over 15 years. We appreciate the flexibility that their advertising program and our marketing contacts provide. They are always willing to cater to our needs as we promote our hotel products to their customers. Feedback is provided on ways that we can increase our exposure at the airport and in the community while keeping cost down. As hoteliers, Joshi Hotel Group is proud to partner with an organization that continues to develop ways to grow travel to our region and truly cares about the community in which they serve.

Andrea C Weismiller
Vice President Sales, Joshi Hotel Group

When planning for our advertising campaign, ABE was an obvious target for our company due to the fact our ideal audience, made up of business travelers, passes through there on a daily basis. Having our ads seen by our current customers reassures them that they are working with a trusted Lehigh Valley company and also gives us the ability to market to potential customers. Because ABE offers many options and affordable rates, it was an easy decision for us to run an advertising campaign there.

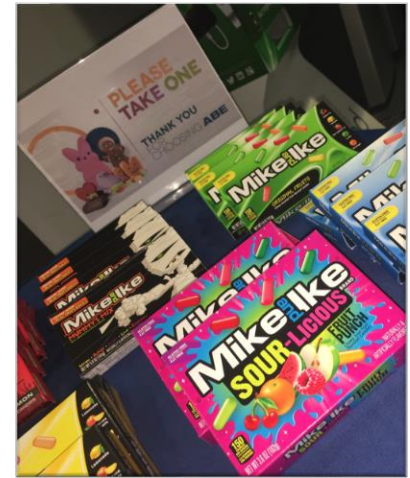
Rocco Zegalia,
VP of Sales & Marketing,
Netizen Corporation



Recognizing the value of a strong, vibrant, local airport, WFMZ is proud to partner with ABE.

Tim Weider
Senior Account Executive, WFMZ

Committed to Passenger Experience



Bring your advertisement to life!



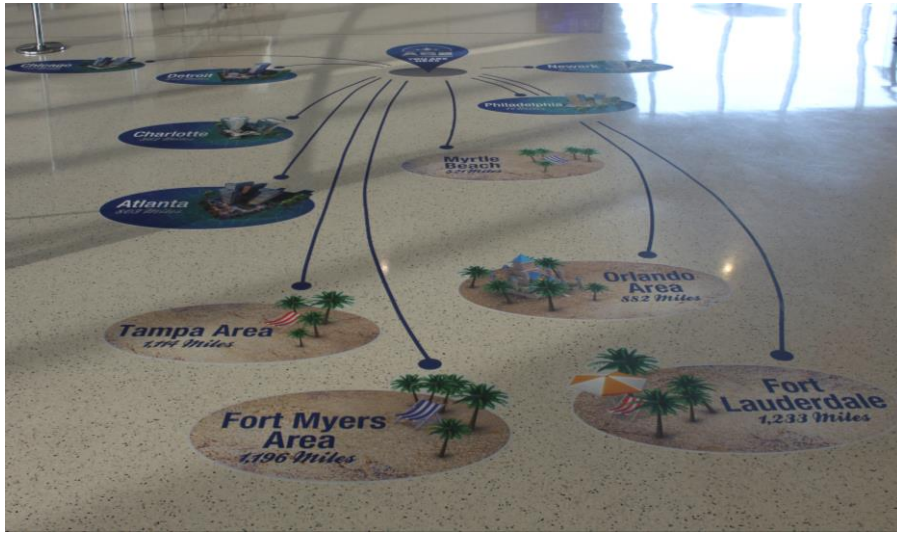
Advertising Options

Tension Fabrics and Hanging Banners have incredible impact as they are the two largest signage options available. We will custom-fit a desired location including outside.



Advertising Options

Floor Graphics and Column Wraps are simple ways to make a BIG impact!



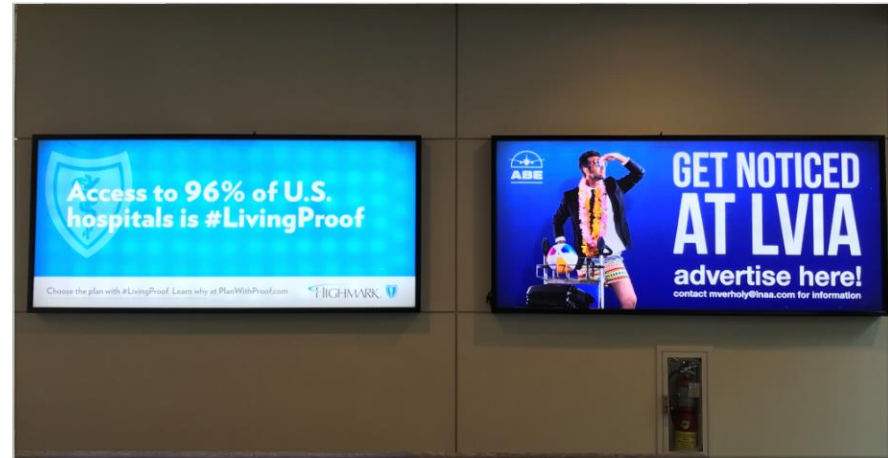
Make an impression with our **Baggage Carousels** while passengers wait for their luggage.



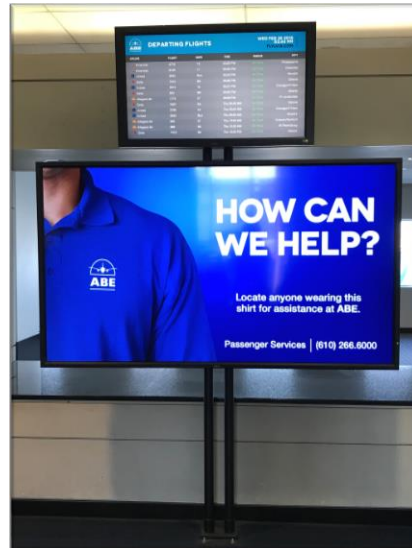
Advertising Options



Sleek and bright, fluorescent **Back-Lit Static Displays** are a great way to catch the eyes of customers and are located throughout the terminals.



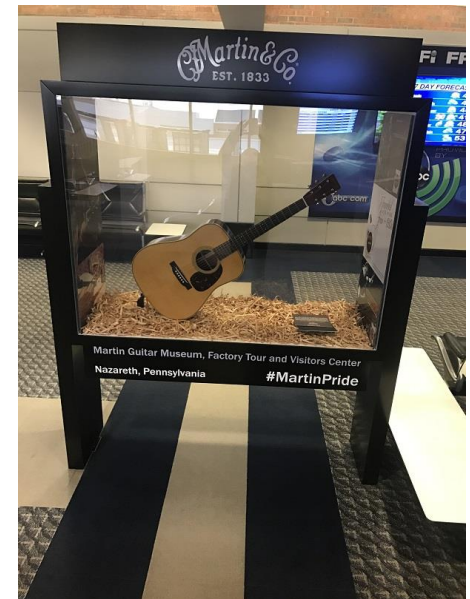
Looking to get in front of those who need a hotel room or ground transportation? The **Hotel & Ground Transportation Center** is the place to be!



Rotate your static or video message on any or all of our 4 **Digital Network Monitors**. We can run up to 8 spots per monitor and are limited to :30 seconds each.

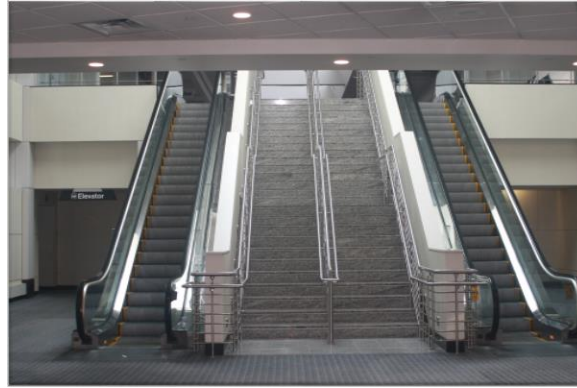
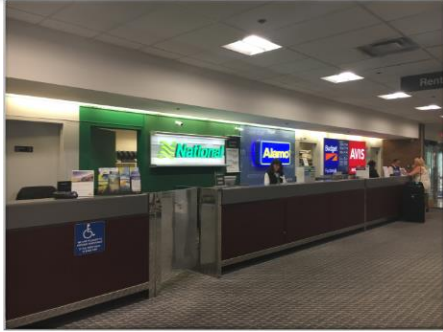
Advertising Options

Looking for high impact? We have **Floor & Exhibit Space** locations available to do just that! Perfect for vehicles, furniture, interactive displays, kiosks, photo ops, demos, pop-up shops and more!

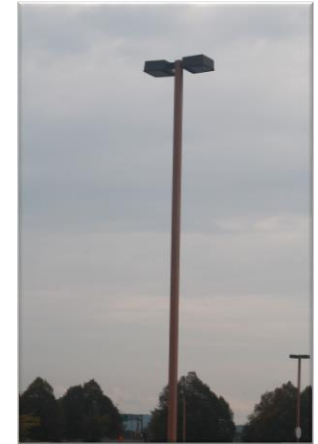


Display Cases are a great way to showcase your message or product as they are outfitted to your desire.

Advertising Options



Have an idea that you haven't seen?
The options are endless! Let us be your blank canvas to bring your brand and products to life. We will collaborate with you to develop a plan that works.





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.

Advertisers at Lehigh Valley International Airport have multiple options to reach consumers. From multi-year premium to short-term contracts and from event promotions to sponsor opportunities, we will work with you to determine the best advertising options for your strategic plan and budget.

Contact us for pricing, more information
and a tour today!

Megan J Verholy

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