



Lehigh Valley International Airport Advertising

Media Kit | 2018

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.

11 Nonstop Destinations



Airlines



Passengers

2013	621,896	Jan 2018	53,177	11.9% increase from Jan 2017
2014	612,650			
2015	673,505			
2016	688,505	Feb 2018	53,564	15.7% increase from Feb 2017
2017	692,154			



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

Committed to Passenger Experience



Bring your advertisement to life!



Advertising at Lehigh Valley International Airport

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 within the terminals and on the property 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.

Capture their attention! Travelers are advised to arrive to an airport at least two hours or more prior to their flight.



Advertising Locations

LEVEL 1, MAIN TERMINAL

ADVERTISING KEY

- Tension Fabric
- Wraps
(Column and Wall)
- Vinyl Clings
(Surface, Window & Floor)
- Hanging Banners
- Backlit Static
- Outdoor
- Exhibit Space
(Vehicle & Floor)
- Digital
- Display Case

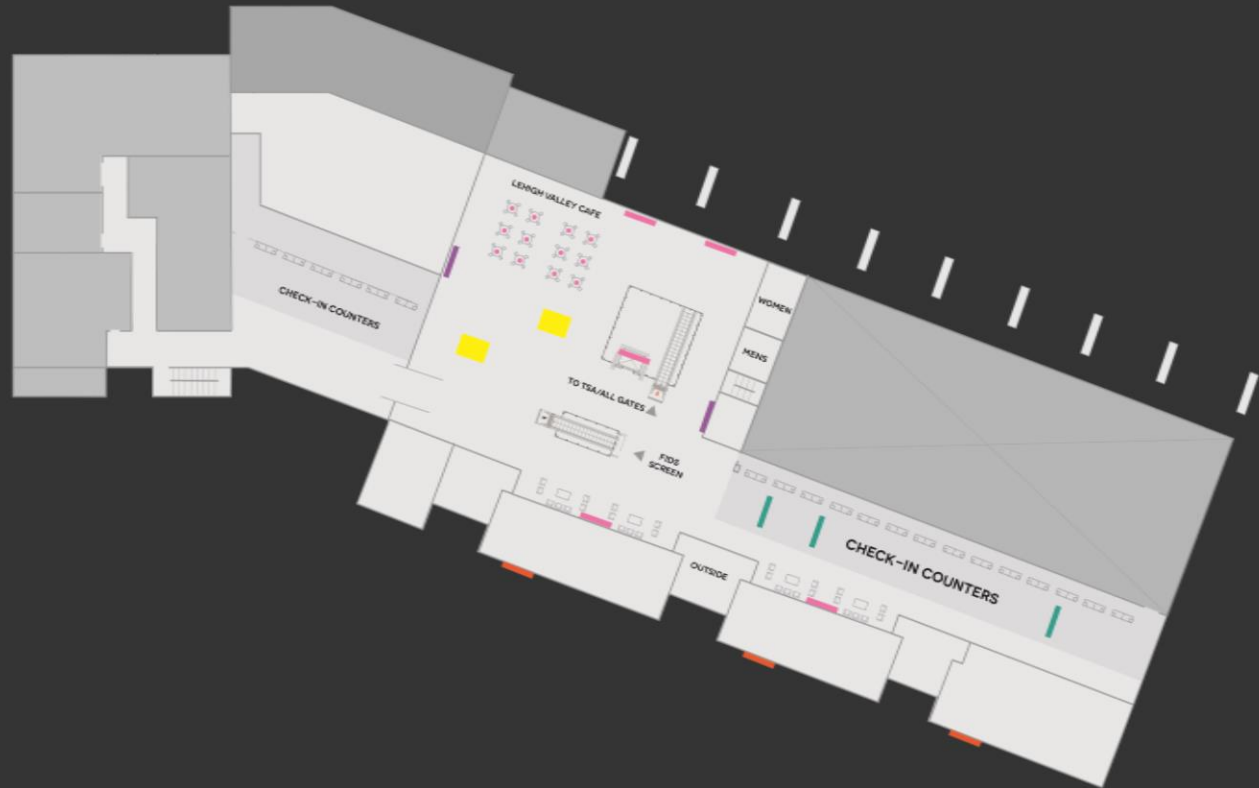


Advertising Locations

LEVEL 2, MAIN TERMINAL

ADVERTISING KEY





- Tension Fabric
- Wraps
(Column and Wall)
- Vinyl Clings
(Surface, Window & Floor)
- Hanging Banners
- Backlit Static
- Outdoor
- Exhibit Space
(Vehicle & Floor)
- Digital
- Display Case

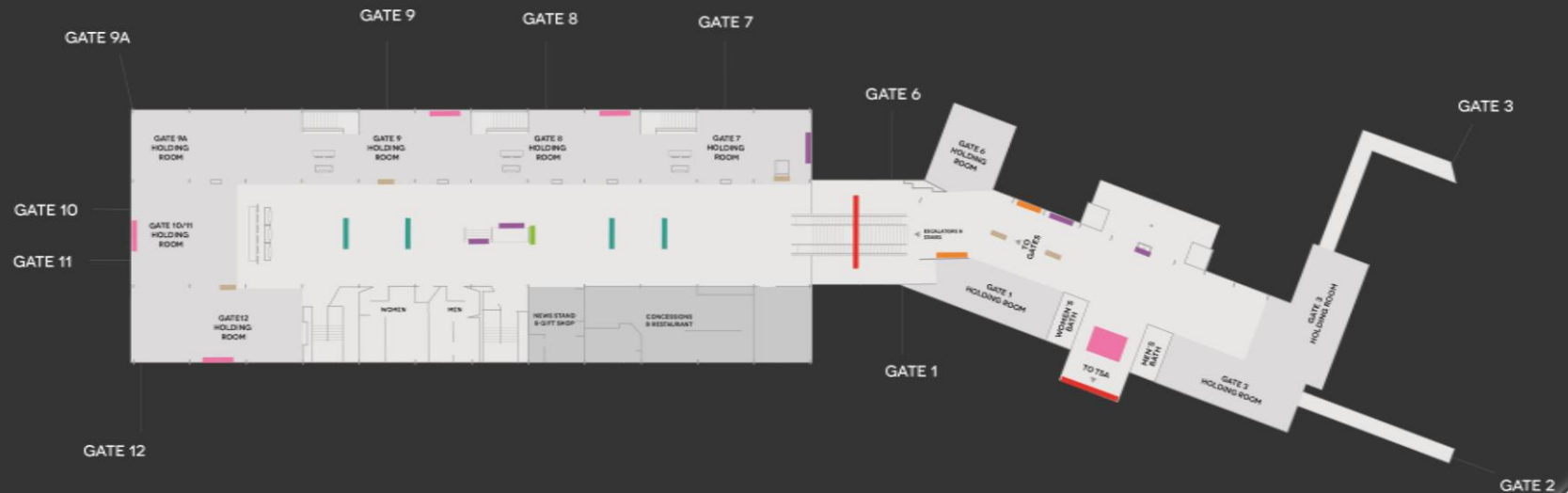


Advertising Locations

WILEY DEPARTURE BUILDING

ADVERTISING KEY

- | | | |
|--|---|--|
|  Tension Fabric |  Hanging Banners |  Exhibit Spac (Vehicle & Floor) |
|  Wraps (Column and Wall) |  Backlit Static |  Digital |
|  Vinyl Clings (Surface, Window & Floor) |  Outdoor |  Display Case |



Advertising Locations

FBO BUILDING

ADVERTISING KEY

-  Tension Fabric
-  Vinyl Clings
(Surface, Window & Floor)
-  Digital



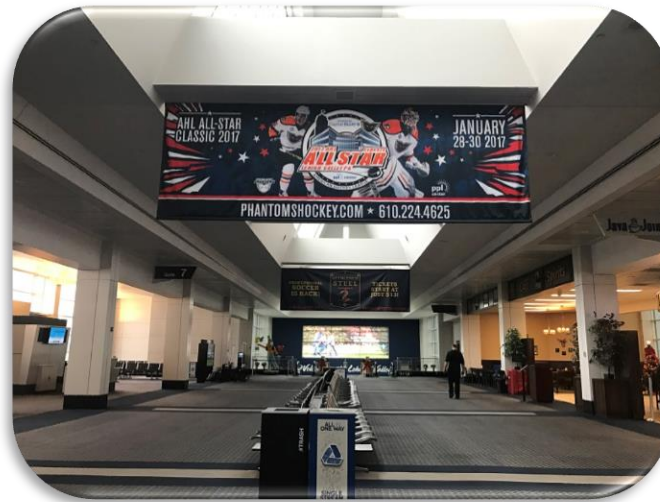
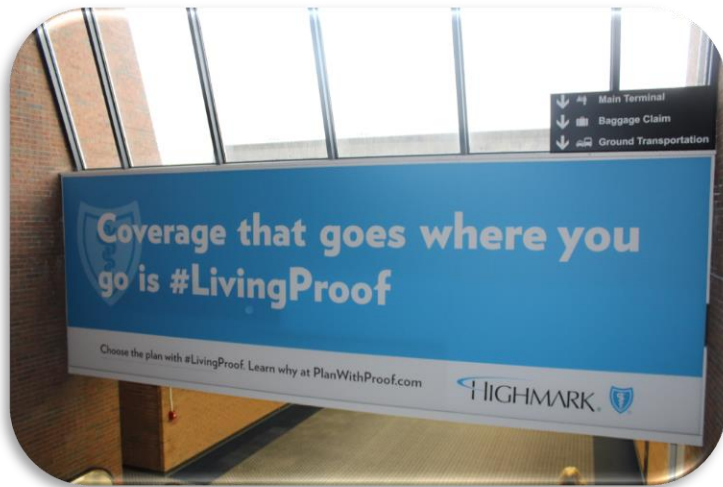
Advertising Locations



Multi-Modal Ground Transportation Center

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, Column Wraps and Charging Station Graphics are simple ways to make a BIG impact!

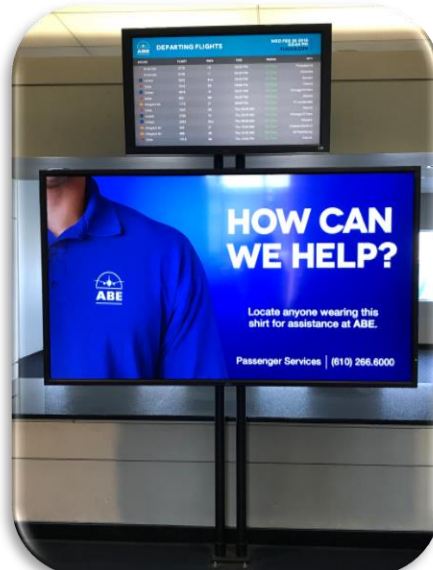
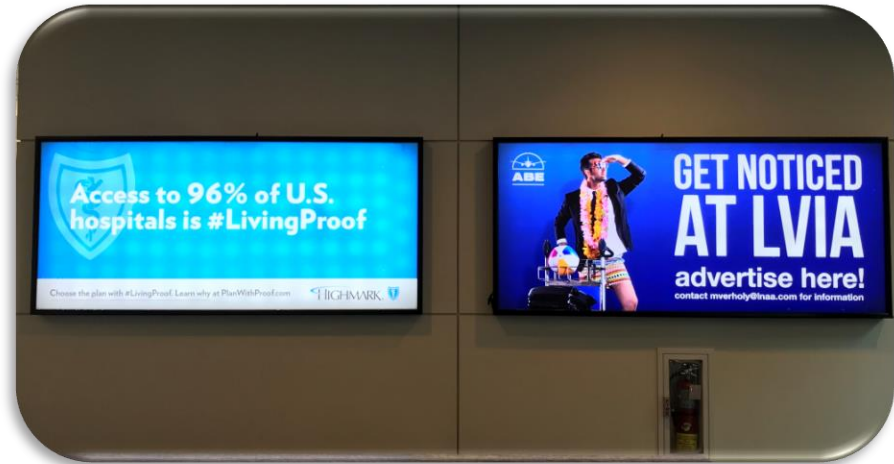


Advertising Options



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!

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

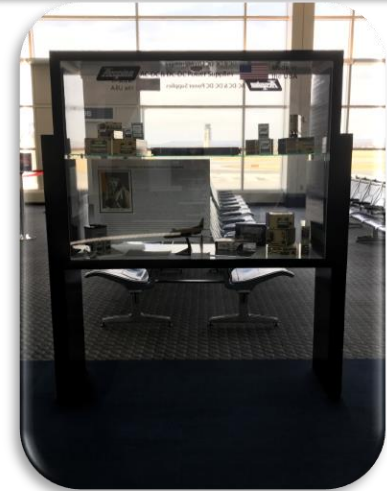


Rotate your static or video message on any or all of our 4 **Digital Network Monitors**. We can run up to 10 spots per monitor and are limited to :30 seconds each.

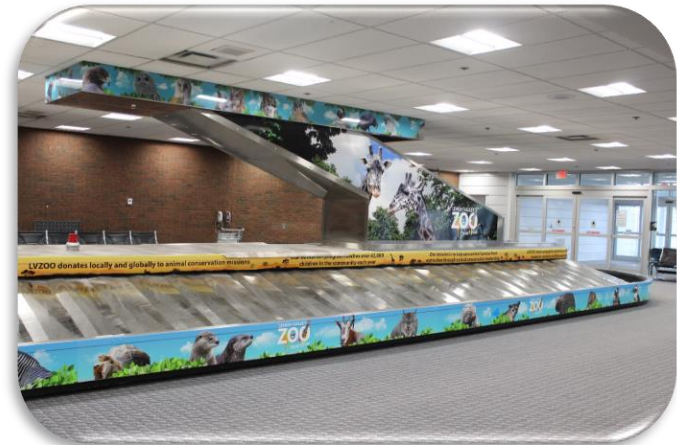


Advertising Options

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!



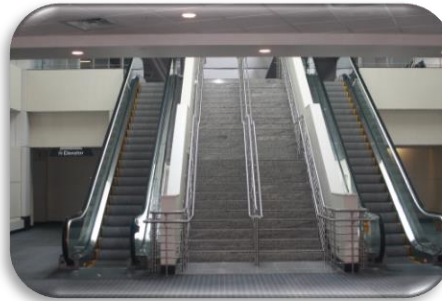
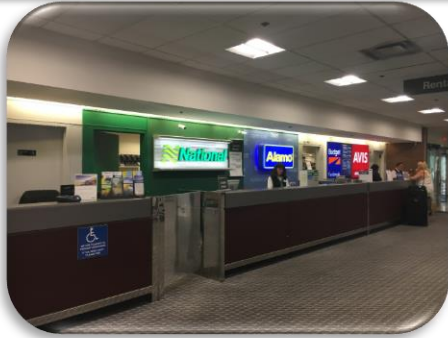
Display Cases are a great way to showcase your message or product as they are outfitted to your desire.



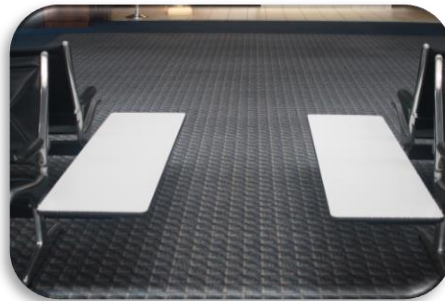
Make an impression with our **Baggage Carousels** while passengers wait for their luggage.



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.





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

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