



**SIMPLY AIR**

**DENVER  
INTERNATIONAL  
AIRPORT**

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## ABOUT DEN

Denver International Airport (**DEN**) is the fifth busiest airport in the United States and the 20th busiest airport in the world. It's also a main hub for Frontier Airlines as well as the second largest hub for both United and Southwest Airlines.

As of 2018, **DEN** has non-stop service to over 195 destinations throughout North America, Latin America, Europe, and Asia.

With limited zoning beautification ordinances for outdoor advertising, **DEN** is the perfect venue to reach residents, tourists, business travelers and the record breaking 61 million+ served in 2017.

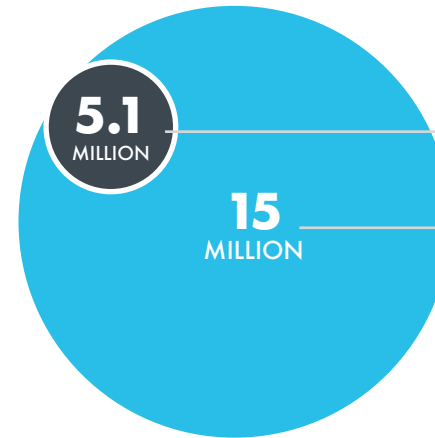


## OOH IMPRESSIONS

Serving more than 61 million+ passengers in 2017, with strong future projections, **DEN** enjoys average monthly Out-Of-Home impressions at a rate of almost 3-1, and annually, better than 3-1.

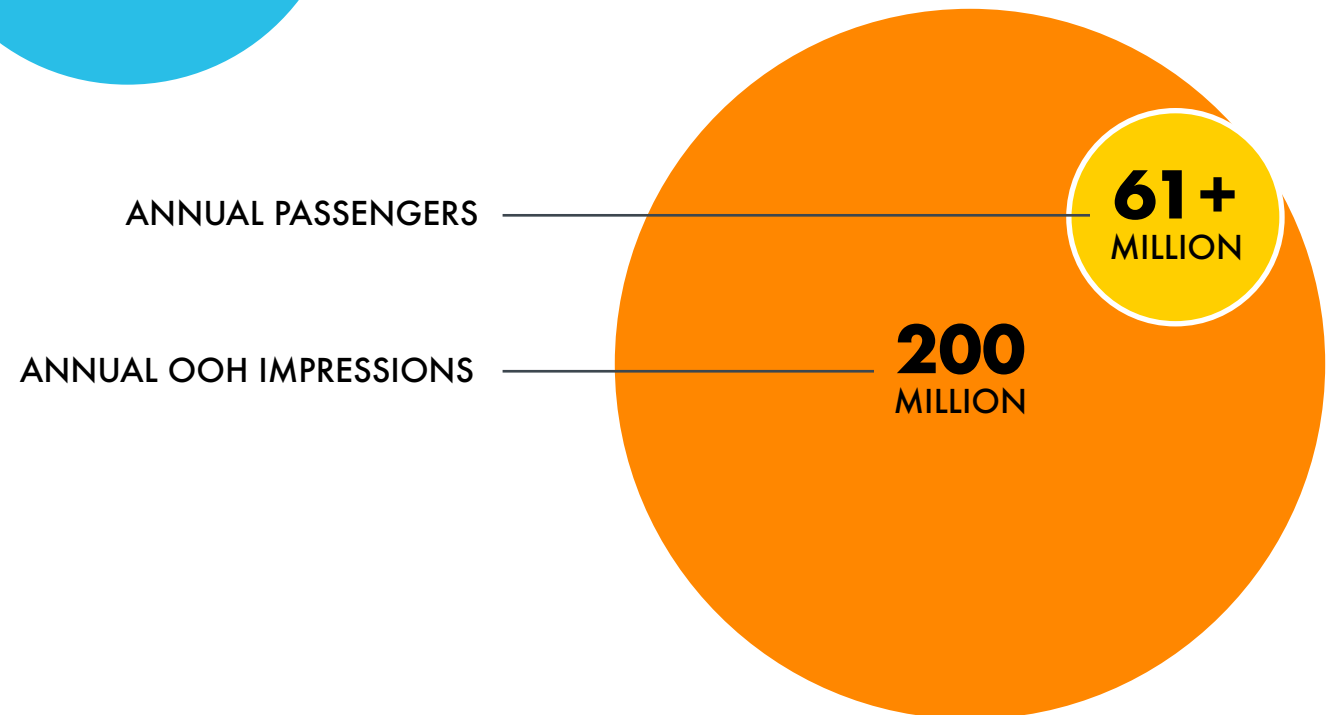
The average dwell time averages between **3 to 30 plus minutes**. Based upon layovers and or any other problems that may delay a passengers flight, the time spent in the vicinity of our kiosk could increase upward to **1 hour or more**.

## DEN OPPORTUNITIES



AVERAGE MONTHLY PASSENGERS

MONTHLY OOH IMPRESSIONS

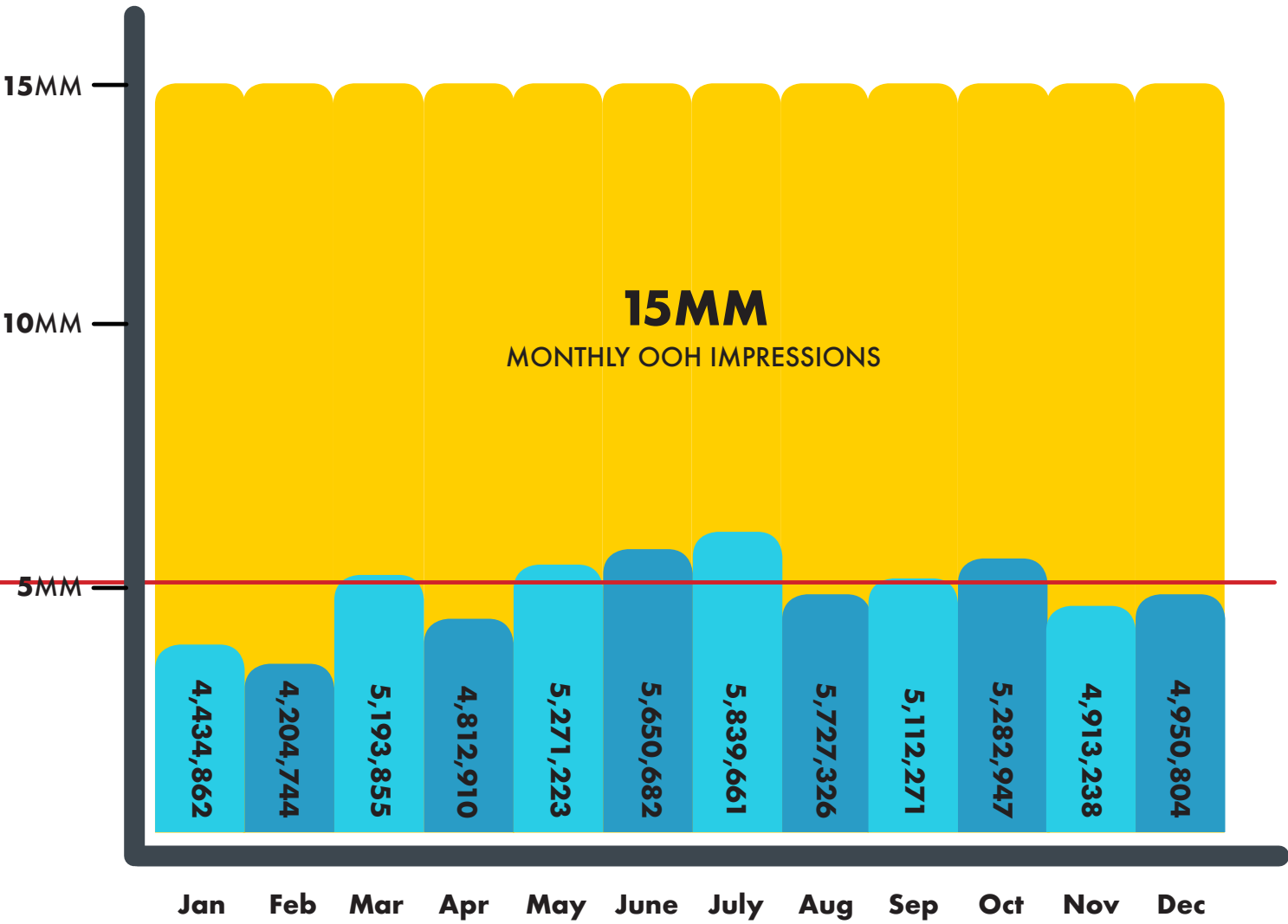


ANNUAL PASSENGERS

ANNUAL OOH IMPRESSIONS

# DEN OPPORTUNITIES

**5.1MM**  
MONTHLY AVERAGE  
PASSENGERS

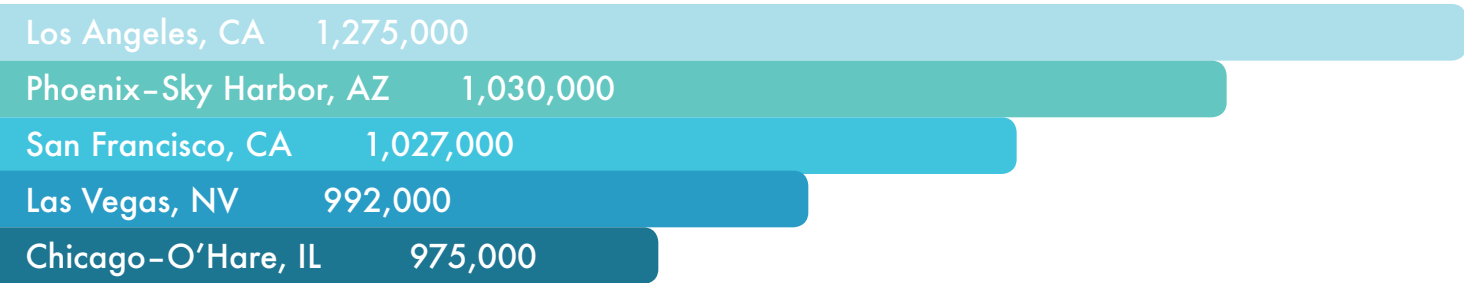




# DEN TRAVELLER STATS

TICKETED PASSENGERS	61+ MILLION
DOMESTIC PASSENGERS	96%
INTERNATIONAL PASSENGERS	4%
NUMBER OF AIRLINES	16
NUMBER OF TERMINALS	1 (3 CONCOURSES)

## PRIMARY DOMESTIC DESTINATIONS



“Denver, CO: Denver International (DEN)”. Bureau of Transportation Statistics. Retrieved June 19, 2018.

## DIRECT INTERNATIONAL DESTINATIONS



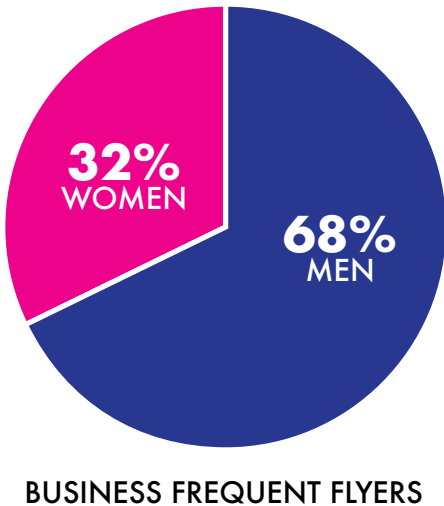
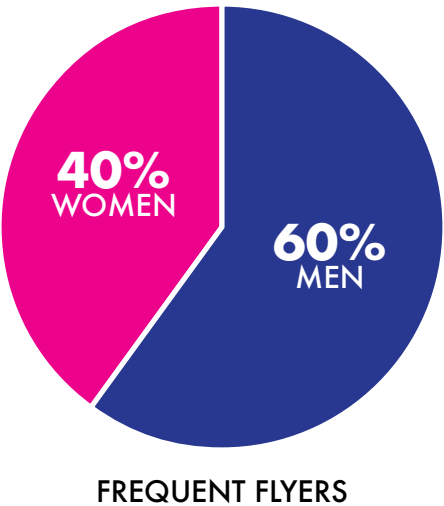
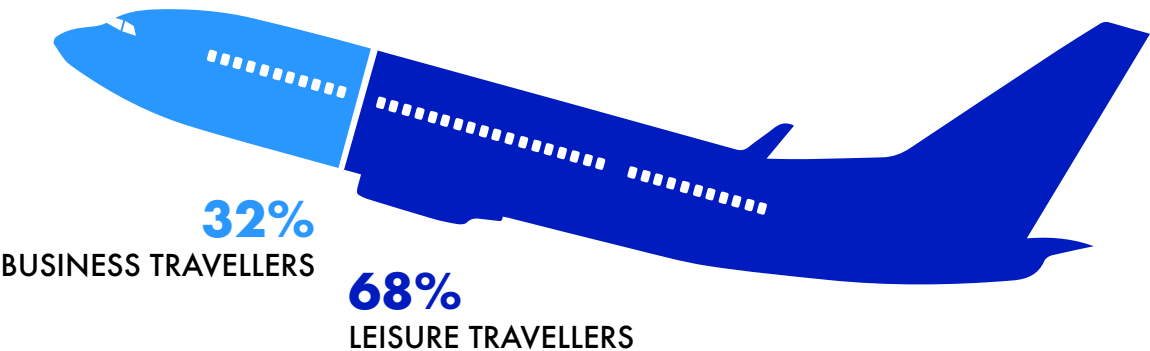
Office of the Assistant Secretary for Aviation and International Affairs (June 20, 2017). U.S.-International Passenger Raw Data for Calendar Year 2016 (Report). US Department of Transportation. Retrieved August 10, 2017.

# DEN DEMOGRAPHICS

## THE BUSINESS OF FLYING FOR BUSINESS.

Maintaining client relationships, face-to-face collaboration with colleagues in other geographies, even chasing new business in a global economy, means business travel is an important factor to business success.

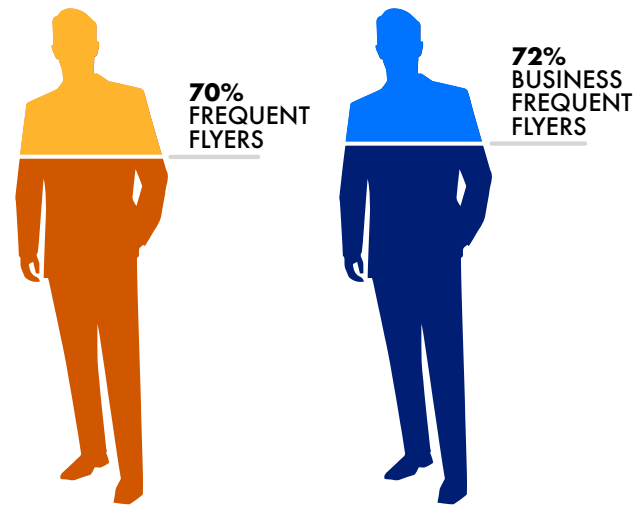
Whether flying for business or leisure, the majority of frequent flyers and business frequent flyers travelling through **DEN** are male.



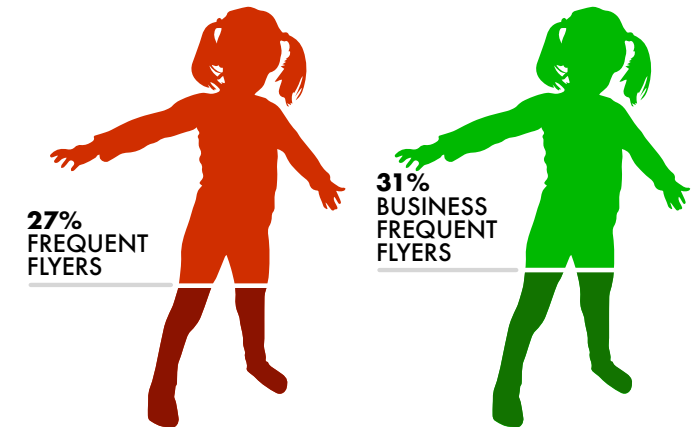
## THE BUSINESS OF FLYING FOR BUSINESS.

The **DEN** target sweetspot is an 18-54 college educated, male business traveller, working a white collar career earning an annual salary of \$100K plus, which paints a picture of the best targetting potential for **INFOHUB**.

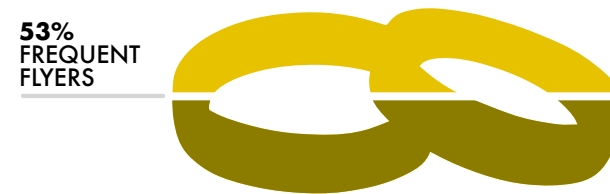
## DEN DEMOGRAPHICS



AGE 18 - 54

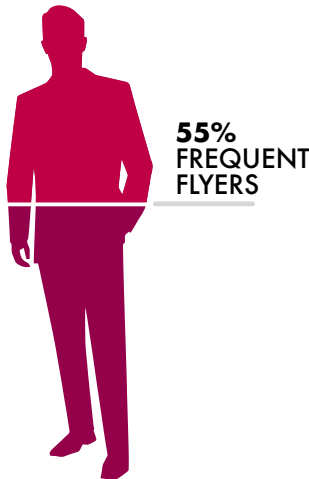


HAS CHILD UNDER 18



MARRIED

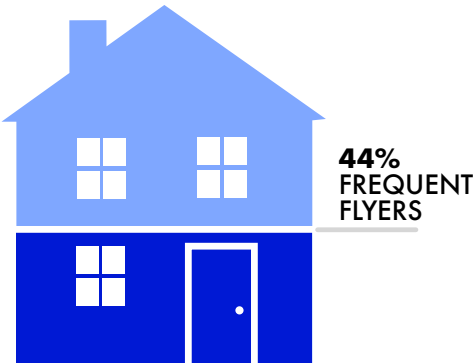
# DEN DEMOGRAPHICS



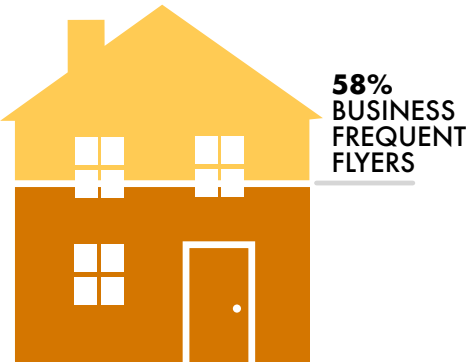
COLLEGE GRADUATE



WHITE COLLAR OCCUPATION

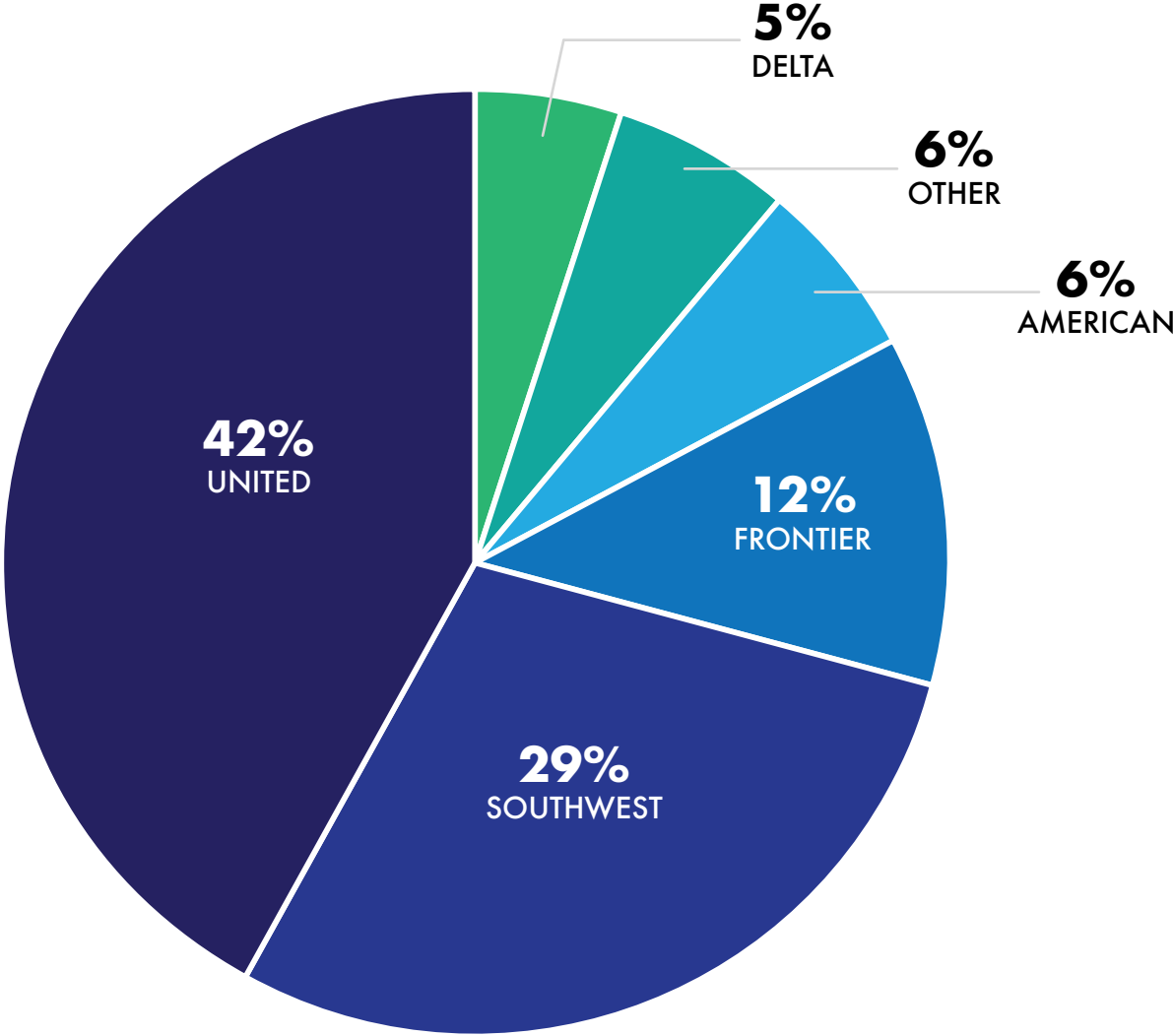


HOUSEHOLD INCOME >\$100K





# DEN AIRLINES



AIRLINE MARKET SHARE - JANUARY 2017

# SIMPLY AIR & RMES





# ONE SYSTEM ALL MEDIA

- **237 INFOHUB in high traffic areas throughout DEN**
- **FREE domestic and international VOIP calls**
- **Real time flight data**
- **Clear way-finding in DEN**
- **Charging ports** for mobile phones, laptops, and other hand-held devices
- **Premium twenty-four hour programming** from Simply Air, Closed Circuit Airport Publisher Broadcasting Network
- **Each RMES digital screen represents its own broadcasting and advertising network**





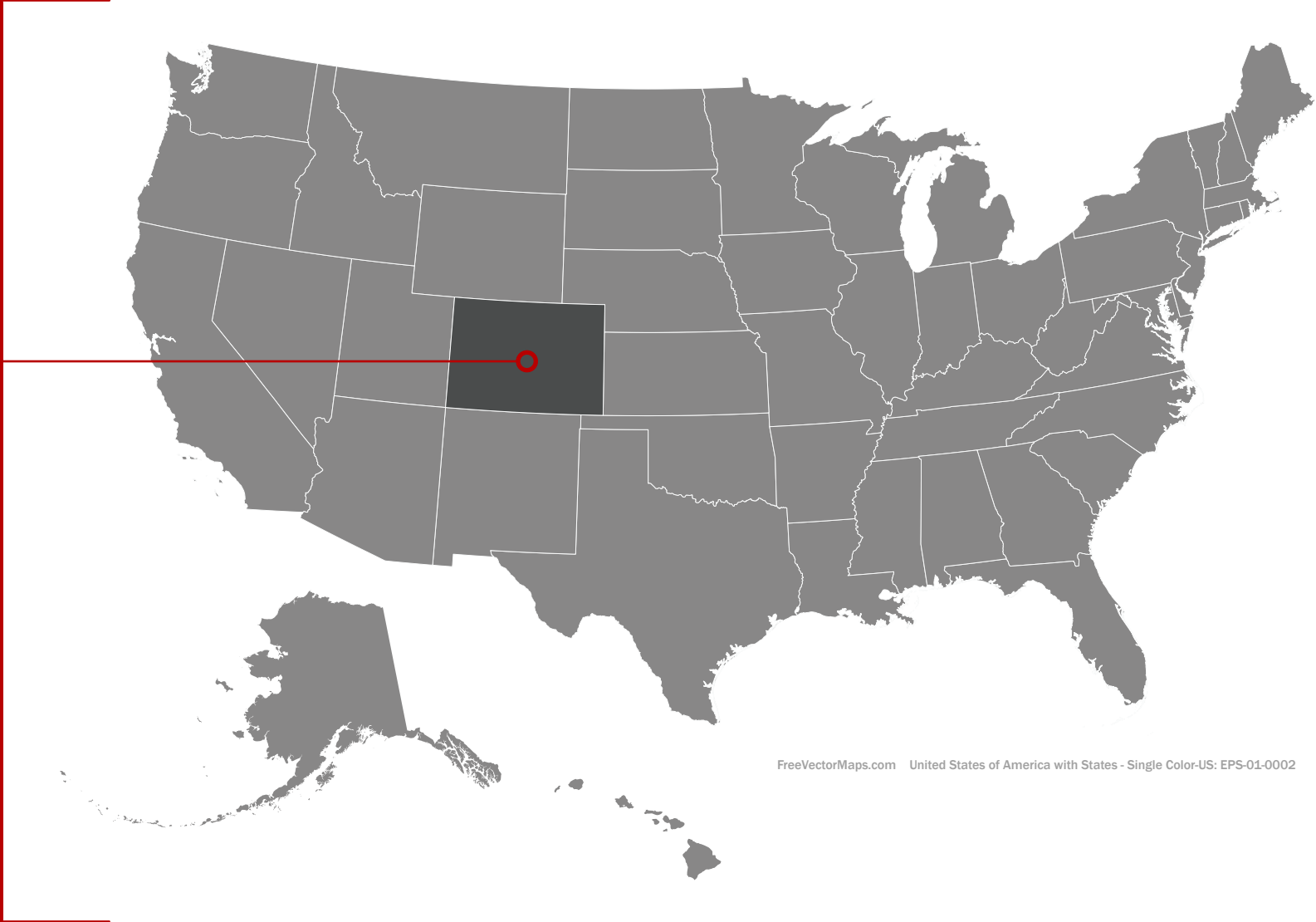
# DEN TRAVELLERS CALLING

## THE CONNECTED DEN TRAVELLER

Even though many travellers are rarely, if ever without their personal devices – particularly business travellers – those devices often need charging while users still require a connection.

**RMES INFOHUB** registered an average 33,618 calls per month in 2018. That's nearly 1200 calls/day at an **INFOHUB** where callers were able to make free calls, stay current with news, weather and flight details while their personal devices received a much needed charge.

Based on average of 33,618 calls a month in the first 5 months of 2018.



FreeVectorMaps.com United States of America with States - Single Color-US: EPS-01-0002

# ONE SYSTEM ALL MEDIA

## RIGHT TIME.

Time your message perfectly through programmatic daypart scheduling so the travellers you target are seeing better tailored communications.

## RIGHT PLACE.

Know where your target is – business or leisure – in the terminal concourse or gate they pass through most frequently, and capture their attention with content they want.

## RIGHT MESSAGE.

Unlike typical airport broadcast systems we create custom designed, contextual messaging and content via **INFOHUB** so travellers through **DEN** can stay charged, connected and informed with critical and relevant information.



Our advanced indoor proximity platform allows for real time data collection and engagement with mobile applications within the **DEN**, offering advertisers and brands interactivity with their customers.

## ADVANCED PROXIMITY

- Subscription based access to the **DEN** Proximity Network through the ApConnect SDK
- Our powerful management system and workflow engine allows proximity events to trigger webhooks, MQTT, email, SMS, or push notifications



- Directly engage mobile customers or gain insights into their behaviour before, after and while waiting for their flights
- Create rich-media ads that trigger mobile responses/interactions from viewers and measure their effectiveness
- Enhance the airport experience for travellers and own the customer journey



For more information on:

**RMES Closed Circuit Airport PMP Sponsorship  
(OOH/DOOH/Programmatic) and Content Activation  
or to request an INFOHUB spec sheet.**

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and Digital Solutions

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