Maximizing Advertising Revenue

Airport Advertising

The ability to dynamically display aesthetically pleasing advertising content throughout an airport can create tremendous revenue opportunities. By their nature, airports have long been seen as one of the finest advertising venues for all types of products and services. In general, the buying power demonstrated by the average air traveler is usually far more than that of the average person. This single fact makes airports one of the best ad buying opportunities available, as the return on investment is nearly guaranteed.

For an airport to maximize its advertising revenue potential, it must have the ability to accurately and efficiently display multiple types of advertising content. AirIT has created **ADS *(Advertising Display System)*** to enable all of the functional control and scheduling that is required for an airport to effectively manage its advertising content.

The Flexible Solution for All Types of Content

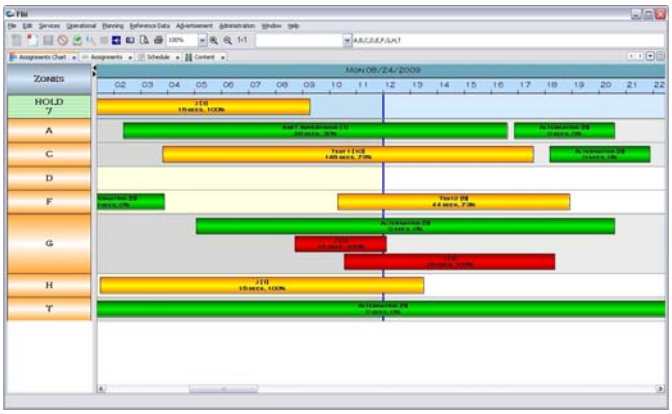
AirIT's **ADS** was designed from the ground up to be the most capable advertising management system available. In order to have an effective advertising program, an airport needs to accommodate a myriad of different advertising content and display mediums. Whether advertisers choose to use simple static images or full-motion video content spanning multiple displays, AirIT's **ADS** is fully capable of accommodating any content.

This open ended content flexibility allows airports to give advertisers the freedom they need to create product and service marketing that is distinct and tailored to their needs. Additionally, it allows advertisers to build multi-format campaigns that can utilize and leverage many formats and display mediums throughout the airport, creating a visually interesting program to engage and captivate passengers.

Truly Scalable

AirIT's **ADS** was designed to be at home in large international airports and small local airports alike. The system has the ability to literally accommodate and display images and video on an unlimited number of display devices throughout the largest airports, while still being able to cost-effectively accommodate just a few advertising displays at small facilities.

Likewise, the scheduling component of the system was created to be extremely user-friendly whether you are scheduling content for hundreds of displays or just a few. The concept was to create an interface that would be very simple to learn and use, regardless of the content or display quantity. The scheduler allows the user to build content and display schedules on the day of use or as far as 90-days in advance. The ability to create schedules far in advance greatly reduces the workload and allows the user to build the majority of the display schedule in advance and then just revisit the schedule as changes or amendments to the content or display assignments are required. The system can also be configured to automatically fill unused time slots with predetermined content.



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Management

Management control is one of the most important aspects to effectively using any system. AirIT's **ADS** was built to deliver tremendous management and audit controls to ensure system effectiveness and efficiency. Schedules, display names, locations, types, groups and content can all be user defined. Additionally, user access level can be defined at the administrator level to ensure that system access is commensurate with job responsibilities.

In order to effectively meet the requirements of advertiser's contracts, AirIT's **ADS** contains a full suite of activity and audit reports on board. These reports create the necessary audit trail and confirmation that advertisers are getting the correct duration and display counts that they have contracted for. The reports are able to verify and provide an audit of images and video files based on time, type, physical location and grouping. It is also possible to directly integrate these reporting functions to revenue management systems like AirIT's **PROPworks™** to fully automate the billing functions and make the system even less labor intensive.

Benefits

Maximizing non-airline revenue from sources like advertising keeps airports contemporary and cost competitive. AirIT's **ADS** delivers a fully functioning advertising management and control system that can help airports effectively derive maximum revenue from airport advertising.

- Fully scalable
- Accommodates any media type
- Simple user interface and scheduling
- Automatic content fill for unused slots
- Robust management control
- Full reporting and audit capabilities
- Revenue management integration

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