

MINUTES OF MEETING
DANIA BEACH CITY COMMISSION
WORKSHOP – ADVERTISING & MARKETING
TUESDAY, JANUARY 31, 2023 – 5:00 PM

1. Call to Order/Roll Call

Mayor Ryan called the meeting to order at 5:02 p.m.

Present:

Mayor:	A. J. Ryan IV
Vice-Mayor:	Lori Lewellen
Commissioners:	Joyce L. Davis Tamara James – arrived at 5:25 p.m. Marco A. Salvino, Sr. – via virtual attendance
Deputy City Manager:	Candido Sosa-Cruz, ICMA-CM
City Attorney:	Eve Boutsis
Deputy City Clerk:	Erin McClendon

2. Advertising & Marketing

Deputy City Manager Sosa-Cruz noted this workshop started with Commissioner Davis thinking outside the box to promote the City. Commissioner Davis has been in discussions with individuals who handle marketing and public relations at the airport with the goal of giving the City more visibility.

Commissioner Davis said this is very exciting to be looking at ways to increase the City's visibility, especially since we will be celebrating its 120th anniversary. It is part of our Master Plan and for over a year she has been doing research. The prices of the inventory have changed since the beginning of her research. She has two efforts going on and she wants the Commission's input and feedback to make the City a destination location. She gave a PowerPoint presentation on Fort Lauderdale airport advertising options which is attached to and incorporated into these minutes.

Commissioner Salvino noted it was a nice presentation and asked how long a period is.

Commissioner Davis responded 28 days, but it is negotiable if you do an annual package.

Commissioner Salvino said after hearing that we are now the third largest tax base in Broward County, recognition should be located in Dania Beach. On some of the print, maybe we can say Ft. Lauderdale/Hollywood International Airport located in Dania Beach. He thinks we should focus on Terminal 1 and Terminal 4. Spirit Airlines is to be headquartered in Dania Beach and they will likely expand their terminal. Possibly, we can get coop dollars from some of the large local businesses in the area.

Vice-Mayor Lewellen suggested we work with the larger entities in the area. She agrees with Terminal 1 and Terminal 4 and thinks we should focus on the baggage claim area because people who are staying multiple days will be picking up a bag.

Commissioner James asked if we are talking about spending most of our funds on the airport or digital. She likes the big banner on the outside of the terminal and agrees on the baggage claim area. She would also want to see if we could have some sort of sponsorship program, as well, to help stretch our dollars.

Mayor Ryan said he understand we have \$100,000.00 earmarked for marketing so most of these are out of our budget, but if we can team up with Dania Pointe or other locations, we can offer something on the banners. It would be beneficial to seek outside help to assist with funding.

Commissioner Davis thanked the Commission for all the comments. This was just to show what our options were. She has met with City Manager Garcia as to the options. The airport has inhouse production and marketing teams and they could assist us. As a Commission, we have to decide what we want the marketing message to be. Having a professional marketing team would also be very helpful. A period of 28 days for 13 periods equals one year; the 13 periods have a special rate.

Vice-Mayor Lewellen said she would like to see what kind of rate they would give us for a longer period. She spoke of the screens on the airplane and questioned what that cost would be.

Commissioner James noted Dania Pointe would be our largest ally, then the Casino and after that co-ads. She is not sure what businesses to use but to think of partnerships in order to cut costs.

Mayor Ryan commented the airport is in Dania Beach so that means we own a lot of the land, and we could put signage on property around the airport.

Vice-Mayor Lewellen said the County owns the airport property; we have the big D signage coming from the airport.

Mayor Ryan felt perhaps we could get some type of discount.

Commissioner Salvino spoke about co-op advertising with multiple businesses. You pick out small restaurants, everyone splits the cost, and their name goes on the banner. Some of the developers could put up signs; we cannot keep going back to Dania Pointe or the Casino. Everyone can be included, and they would pick the price they can afford.

Vice-Mayor Lewellen said to promote the beach, we have Quarterdeck and Lucky Fish who can go in on advertising.

Commissioner Davis felt the Commission was all on the same page. She would like to get the messaging narrowed down to see how we wow the people with messaging other than just our tag line.

Commissioner James wanted to know what direction we are going in now. We are having dialogue but she questioned what is the next step; she wants consensus to go somewhere.

Commissioner Davis thought we should consider the digital marketing aspect first.

Commissioner James said we probably have to do at least half the budget on the airport.

Mayor Ryan felt we should plan for long-term.

Vice-Mayor Lewellen said she is leaning towards half the budget on the airport. There are other things we could do like magazines in the hotels that we could advertise in. It would not be bad to put an ad in all year long and change it quarterly. It is simple but much less than the airport.

Mayor Ryan noted he wants to be very specific in our targeting.

Commissioner Davis agreed on being specific. She noted that she sees people all the time at the beach with their luggage.

Commissioner James said we should think about a special logo for our 120-year birthday. We need to start those conversations now and we can use that in our marketing. It should be utilized in everything we do for the next year.

Commissioner Davis commented that was one of her thoughts as well. In 2023, we do something smaller and then increase our budget in the next fiscal year so that we hit it with a bang in 2024.

Commissioner Davis gave a PowerPoint presentation on Digital Advertising which is attached to and incorporated into these minutes.

Commissioner James said she thinks geofencing is an extremely effective way of advertising. She felt a lot needs to be on mobile as most people are on their mobile devices. We could invest a little more in our social media campaigning as well, highlighting and promoting our City. The same thing can be said for the airport and sponsorship packages, but definitely audio streaming and mobile apps.

Vice-Mayor Lewellen agreed with geofencing. She thinks commercials are very effective as well. Hollywood did one recently and she kept seeing it. It seemed to be very effective. She thinks we should have enough to cover a number of avenues.

Mayor Ryan noted there is a lot that we can do. Hollywood invests a lot of money into their Chamber of Commerce. He added he has two Dania Beach apps on his phone, and they are irrelevant. The ideas are great, but the money is just not there right now.

Discussion ensued on the City's current apps.

Commissioner James said she would not mind doing a hybrid of all the advertising.

Commissioner Salvino suggested everyone needs to put together a package of what they feel is best and give it back to Commissioner Davis. We need to see how many funds we can get. We need to find out if there are funds from the outside.

Commissioner Davis wanted to narrow it down and get a consensus.

Commissioner Salvino said he is good with the majority.

Vice-Mayor Lewellen commented we need marketing advice and asked what if we give half to the airport and the other half to other mediums. She would like to see what everything costs and the other options.

Commissioner James wanted to see how we track the effectiveness of these types of things. She is okay with half going to the airport but also wants to choose two other avenues; part of our community relies on print media.

Vice-Mayor Lewellen asked Deputy City Manager Sosa-Cruz if we have resources available to bring in a marketing consultant.

Deputy City Manager Sosa-Cruz said we do not have anyone in-house, but we are looking to bring in a communications director and additionally a PR firm to assist with global marketing of the City. When Covid started, we did the PR videos where each Commissioner went to a business in the City. As Commissioner James stated, not just localities but also on social media and putting money behind it. Several years ago, the CRA hired a marketing firm when the new logo came out; the PR company did a lot of marketing for the logo. He believes the company was Redline Marketing.

Commissioner James noted it was not Redline but another company that came in and carried out the vision.

Deputy City Manager Sosa-Cruz commented it was very well received. We also have a vendor in the City that does all of our bus benches. The Ask Dania Beach app is strictly for residents to report issues to the City. The Rec Desk app is for residents who want to book activities through the Parks Department. None of the apps are intended for marketing for the City, just to facilitate for the City.

Vice- Mayor Lewellen said so we do not have the resources at this point to bring in a consultant.

Deputy City Manager Sosa-Cruz explained the Commission has the Commission contingency of \$50,000.00 for the airport; they can use the other \$50,000,00 for whatever advertising and marketing. He would need to get with the Finance Director to determine if there are other funds that could possibly be used for a PR firm or consultant. Community Development Director Norena is also creating an application for the developers and that will also be a source of marketing through the City.

City Attorney Boutsis added whatever the Commission decides to do, she and Chief Financial Officer DiPaolo will work with them regarding the procurement process to make sure we follow Florida statutes. She asked if the cost for the airport advertising includes the design.

Commissioner Davis said there is a cost for installation and production. She spoke about QR Codes and said she would like to see that implemented. She agreed with Vice-Mayor Lewellen and Commissioner James to put 50% to the airport and 50% to the other. She would like to go forward with that recommendation and then do our homework to get the right people on board.

Commissioner James noted we should find out who Dania Pointe is using and that may possibly help us. Maybe since we are friends of Dania Pointe it will not cost us as much. Market trends are very important when we talk about marketing and campaigning.

Commissioner Davis said it has been offered to go to Dania Pointe to look at their branding. She can do that and come back with the information next time.

Mayor Ryan commented to be clear, the 50% is with the intention of getting partnerships.

Commissioner Davis and Vice-Mayor Lewellen responded yes.

Deputy City Manager Sosa-Cruz questioned whether we should first make sure we have a consultant on board or wait so that we do not do something incorrect.

Commissioner Davis felt it is important to bring the consultant on first but ensure they understand our vision.

Mayor Ryan asked Deputy City Manager Sosa-Cruz what the timeline would be for this.

Deputy City Manager Sosa-Cruz said there is a timing issue as far as advertising at the airport. This year might be booked already; let us look at what others are using for PR.

Mayor Ryan noted we should give ourselves an overall deadline of May 1, 2023.

Commissioner James said we could piggyback. We should sit down with Spirit and see what partnership opportunities are available and see if they can put our logo on some of their stuff. She knows the City Manager has some contacts with Spirit airlines.

Commissioner Davis reiterated that she received this presentation yesterday and all the inventory is available today. There is a 2-4 week turn-around.

Mayor Ryan commented this is productive and asked that we stay on top of it. He likes all the ideas and all the input provided. If we do it right the first time, it will be easier to do it throughout the year. Let us make sure we get it and do it throughout the year.

3. Adjournment

Mayor Ryan adjourned the meeting at 6:36 p.m.

ATTEST:


THOMAS SCHNEIDER, CMC
CITY CLERK



CITY OF DANIA BEACH


ARCHIBALD J. RYAN IV
MAYOR

Approved: February 28, 2023



Fort Lauderdale- Hollywood International Airport (FLL)



Clear Channel
Outdoor

1/30/2023



Ft. Lauderdale market highlights DMA ranking 16¹

Florida ranks #2 in the country in terms of number of airline passengers

Population³
1.94M

Workforce²
37.9%
Job growth increase
in the next 10 years

Tourism⁴
13+M
Annual visitors spend
\$6+ Billion

Key industries⁴
Retail
Educational Services
Construction
Health Care & Social Assistance
Accommodation & Food Services
Professional, Scientific, & Technical Services
Administrative & Waste Management Services

Air travel⁵
49%
of adults in the
Ft. Lauderdale DMA
have flown in the
past 12 months

Sources: ¹ACI 2019, ²Sterling's Best Places, ³Media Market, ⁴City of Fort Lauderdale 2021, ⁵Scarborough 2022





Ft. Lauderdale airport highlights ACI ranking 20¹

FLL is the fastest growing passenger hub in the united states

Passengers¹
36,747,622
Annual
3,062,302
Monthly

Impressions¹
102,893,342
Annual
8,574,445
Monthly

Flights²
290+
daily flights
serviced by **21 airlines**

Major airline hub²
25%
of total traffic
from **JetBlue**

Travel³
54%
of Ft. Lauderdale
Frequent Flyers have flown
for business in the last year

Sources: ¹Airports Council International 2019, ²Fort Lauderdale-Hollywood International Airport, ³Scarborough 2022



Domestic traffic highlights

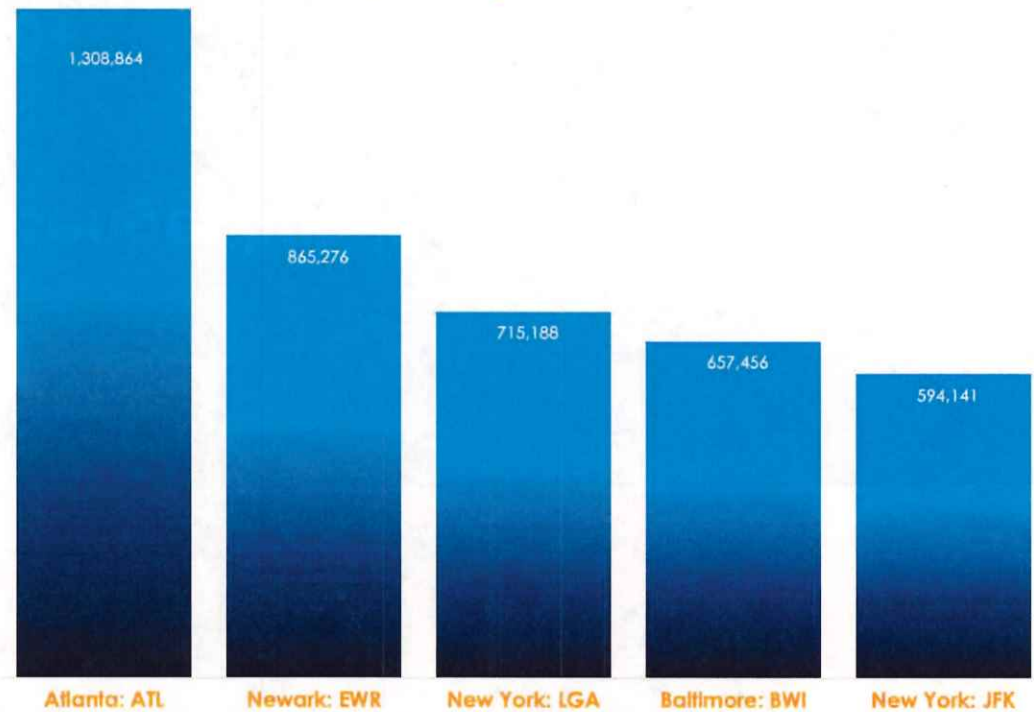


ANNUAL DOMESTIC PASSENGERS
27,903,550¹

78%
of traffic serviced is domestic¹

91
nonstop domestic destinations²

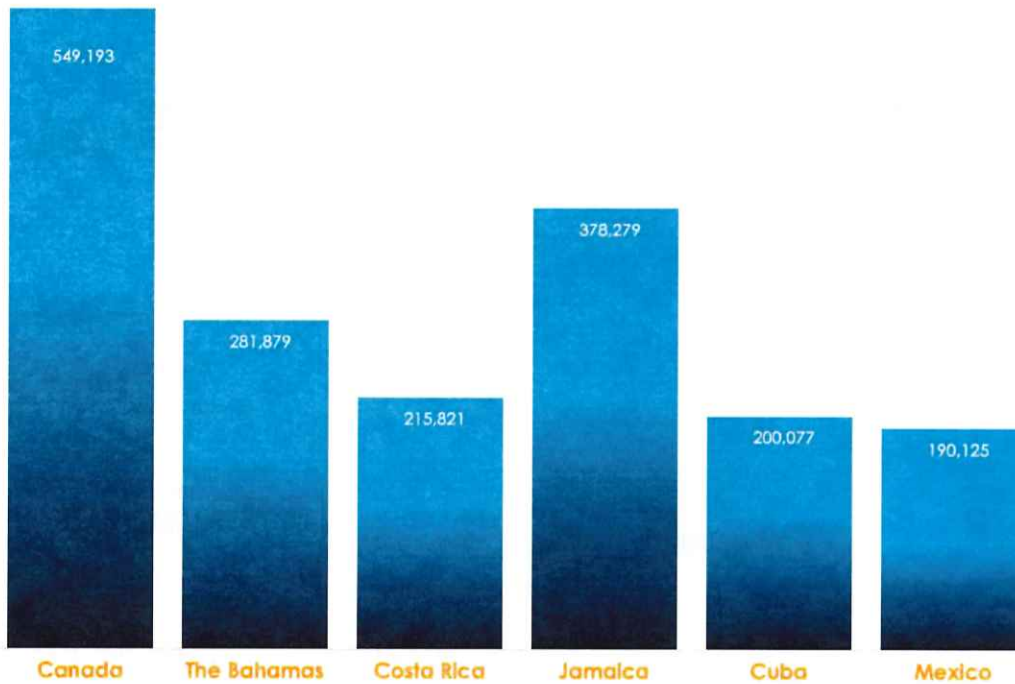
Leading domestic destinations³ Based on number of passengers



Sources: ¹ACI 2019, ²Fort Lauderdale-Hollywood International Airport, ³OAG



Leading international destinations³ Based on number of passengers



Sources: ¹ACI 2019, ²Fort Lauderdale-Hollywood International Airport, ³OAG

International traffic highlights



Annual international passengers
8,844,072¹

24%
of traffic
serviced is
international²

44
international
departures²



Monthly traffic by concourse

Total monthly passengers: 3,062,302

8%
244,984
PASSENGERS

TERMINAL 3
CONCOURSE E
American Airlines
Azul
JetBlue
Norwegian Air
Spirit
Sunwing

9%
275,697
PASSENGERS

TERMINAL 2
CONCOURSE D
Delta
Air Canada

8%
244,984
PASSENGERS

TERMINAL 1
CONCOURSE C
Alaska Airlines
Allegiant
Silver Airways
United
WestJet

13%
398,099
PASSENGERS

TERMINAL 1
CONCOURSE B
Southwest

19%
581,837
PASSENGERS

TERMINAL 3
CONCOURSE F
JetBlue
Spirit

17%
520,592
PASSENGERS

TERMINAL 4
CONCOURSE G
Air Transat
Avianca
British Airways
Caribbean Air
Emirates
Frontier
IBC Airways
Sky Bahamas
Spirit
Sunwing
Tame Airlines

26%
796,199
PASSENGERS

TERMINAL 1
CONCOURSE B
Bahamasair
Copa Airlines
Southwest
Swoop



Ft. Lauderdale frequent flyer profile

U.S. adults aged 18+ who live in the Ft. Lauderdale DMA, took 3+ round trips in the past 12 months & have departed from FLL in the past 12 months



Demographics

Age 25-54: **64%**
Married: **38%**
Employed FT: **62%**



Avg. household income/value

Avg. Household income: **\$98K**
Avg. Home value: **\$501K**



Travel behavior

Avg. round trips per year: **5**
Avg. business trips per year: **2**



Education

College graduate: **127 index**
Postgraduate degree: **185 index**



Spending behaviors / decision making

Spend \$45K+ on a new vehicle (next 12 mos.): **256 index**
Spent \$500+ on retail shopping (past 12 mos.): **181 index**
Company decision maker: **155 index**
Spent \$2,500+ on internet purchases (past 12 mos.): **167 index**



Source: Scarborough Ft. Lauderdale, FL 2022 Release 1
Base = U.S. Adults 18+, Index = 100



AVAILABLE INVENTORY



Ft. Lauderdale-Hollywood International Airport (FLL)

Jet Bridge Wrap

FLL1A-JBW-1

Description Large format Interior Jet Bridge Wrap passengers capturing arriving and departing passengers offering a first and last impression to a captive audience.

Target: Arrivals and Departures

Size: 144" W x 36" H

Production / Install / Removal: \$4,245.14

Net Media Rate Card:

\$3,950/period

Net Negotiated Rate Card:*

\$3,250/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)
Lit Tension Fabric Display

FLL1A-LTFD-1

Description Large format Soffit Lit Tension Fabric Display capturing arriving passengers as they exit Concourse A as well as departures navigating the concourse.

Target: Arrivals and Departures

Size: 204" W x 97.4375" H

Production / Install / Removal: \$3,340.24

Net Media Rate Card:

\$8,950/period

Net Negotiated Rate Card:*

\$7,350/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)
Specialty Display Sponsorship

FLL1A-SDS-1

Description Customizable Branded Environment located in the common seating area of Concourse A providing an exciting opportunity for passenger engagement.

Target: Arrivals and Departures

Size: 120" L x 120" W x 84" H

Production / Install / Removal: \$.00

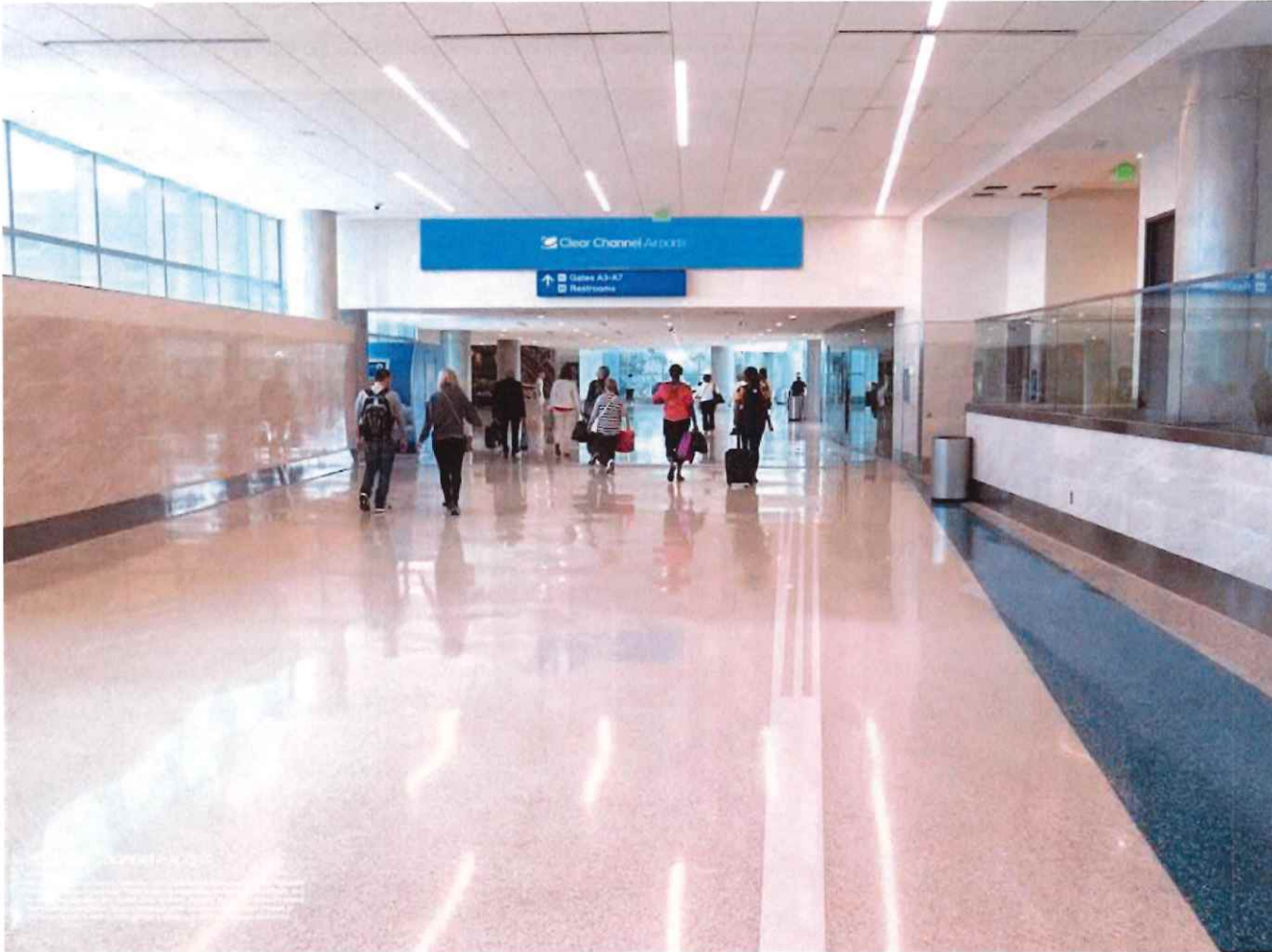
Net Media Rate Card:

\$39,300/period

Net Negotiated Rate Card:*

\$32,250/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL) Tension Fabric Display

FLL1A-TFD-2

Description Soffit Tension Fabric Display capturing arriving passengers as they exit Concourse A as well as departures navigating the concourse.

Target: Arrivals and Departures

Size: 240" W x 32" H

Production / Install / Removal: \$1,505.38

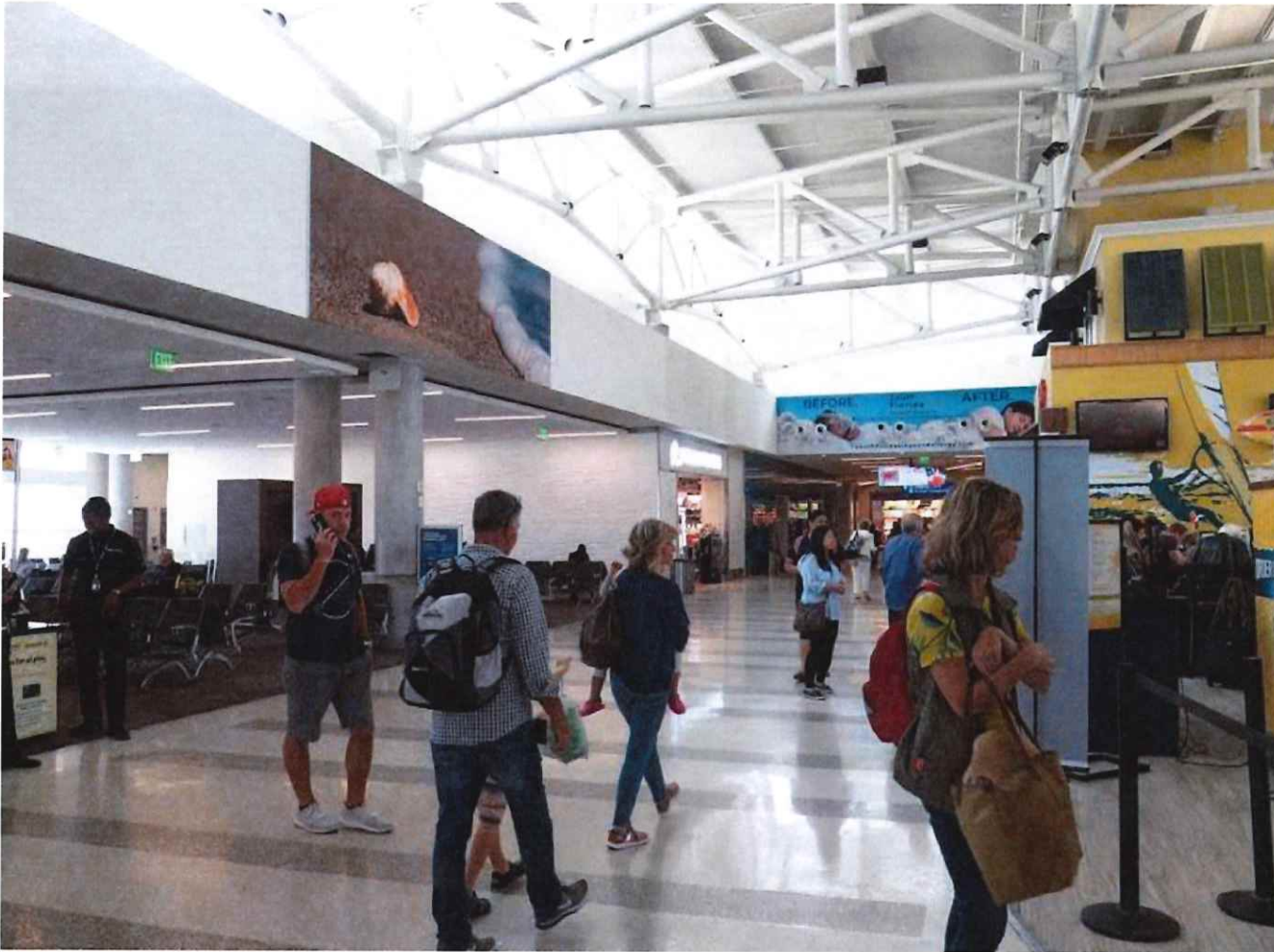
Net Media Rate Card:

\$6,000/period

Net Negotiated Rate Card:*

\$4,950/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Tension Fabric Display

FLL1B-TFD-1

Description Soffit Tension Fabric Display located in the heart of Concourse B and easily seen by all arriving and departing traffic.

Target: Arrivals and Departures

Size: 240" W x 72" H

Production / Install / Removal: \$3,060.40

Net Media Rate Card:

\$4,800/period

Net Negotiated Rate Card:*

\$3,950/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.





Ft. Lauderdale-Hollywood International Airport (FLL)

Baggage Carousel Wrap

FLL1BC-BCW-1

Description Baggage Carousel Wrap capturing arriving passengers from Terminal 1 as they wait to collect their luggage from Baggage Claim.

Target: Arrivals

Size: See Specs Sheet

Production / Install / Removal: \$.00

Net Media Rate Card:

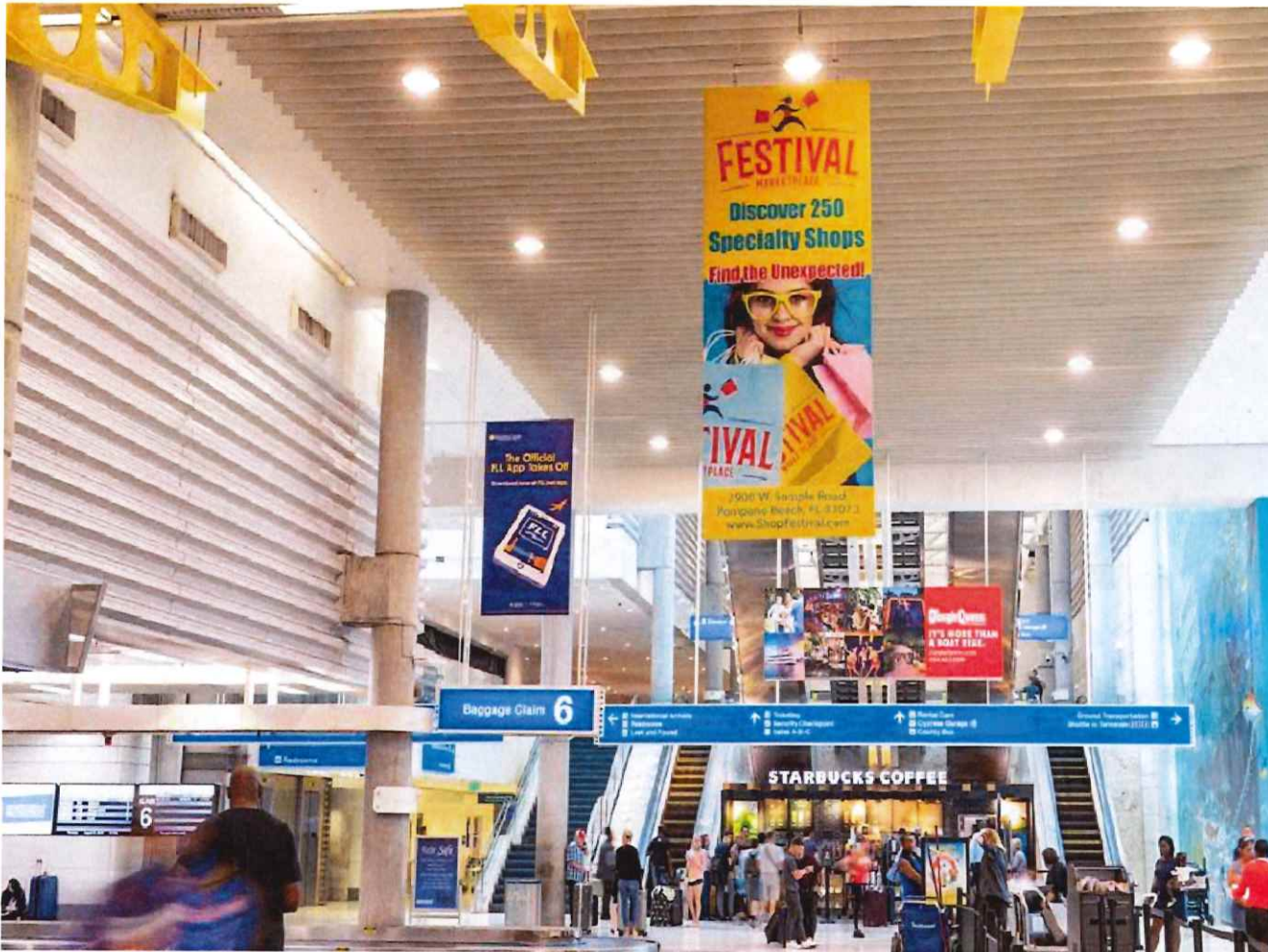
\$7,900/period

Net Negotiated Rate Card:*

\$6,500/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.





Ft. Lauderdale-Hollywood International Airport (FLL)
Tension Fabric Banner

FLL1BC-TFB-3

Description Large format Hanging Tension Fabric Banner capturing arriving passengers from Terminal 1 as they navigate through Terminal 1 baggage claim.

Target: Arrivals / Meeters and Greeters

Size: 48" W x 120" H

Production / Install / Removal: \$1,915.60

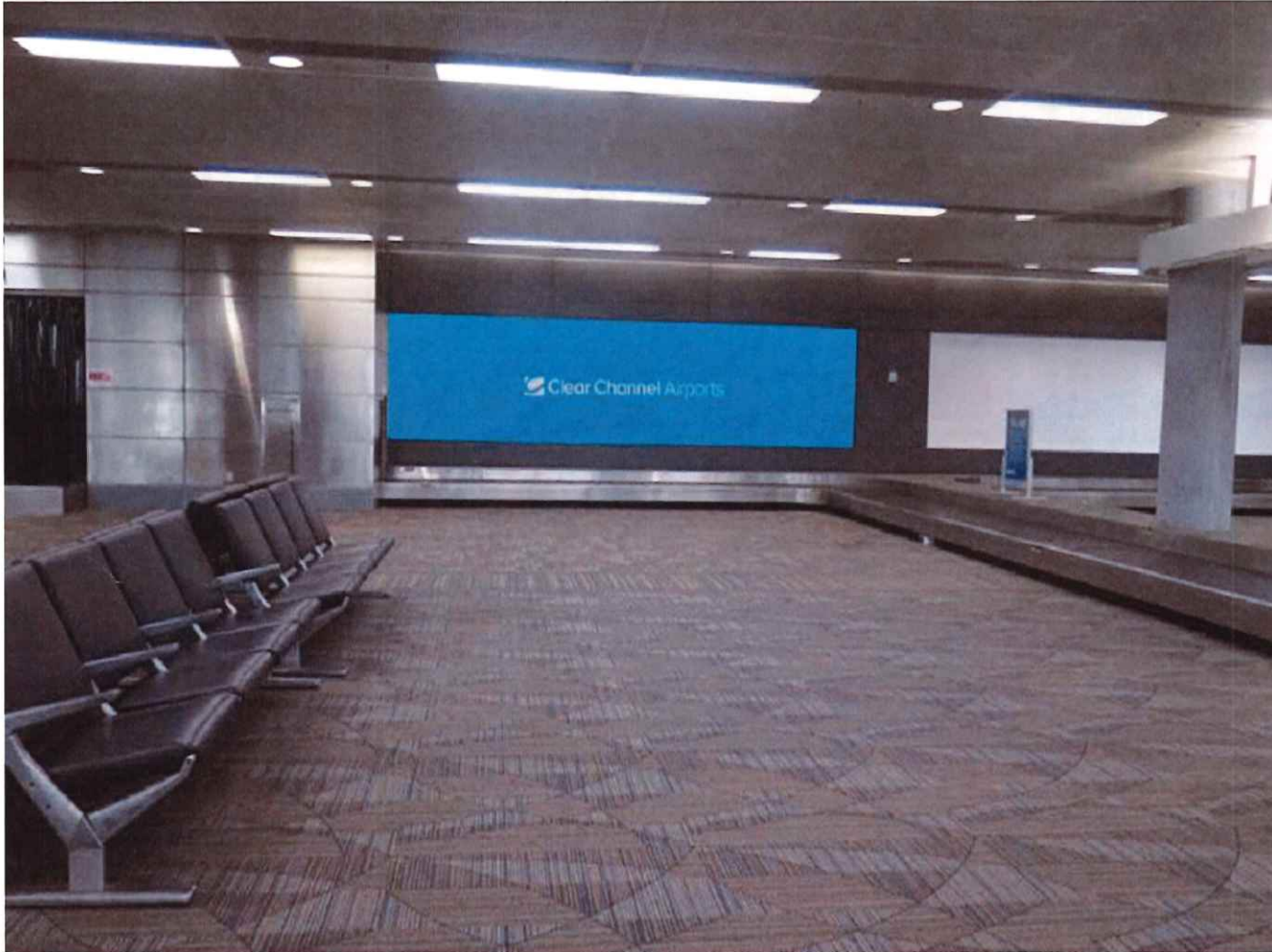
Net Media Rate Card:

\$3,300/period

Net Negotiated Rate Card:*

\$2,750/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Tension Fabric Display

FLL1BC-TFD-2

Description Large Format Tension Fabric Display located on the back wall of Terminal 1 bag claim capturing arriving passengers as they wait to collect their luggage

Target: Arrivals / Meeters and Greeters

Size: 264" W x 72" H

Production / Install / Removal: \$1,029.44

Net Media Rate Card:

\$2,700/period

Net Negotiated Rate Card:*

\$2,250/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL) Banner

FLL10D-B-1

Description Impactful massive Banner located on the exterior of the parking garage providing considerable exposure to all passengers and drive-by traffic.

Target: Arrivals, Departures and Drive by Traffic

Size: 1200" W x 360" H

Production / Install / Removal: \$31,136.62

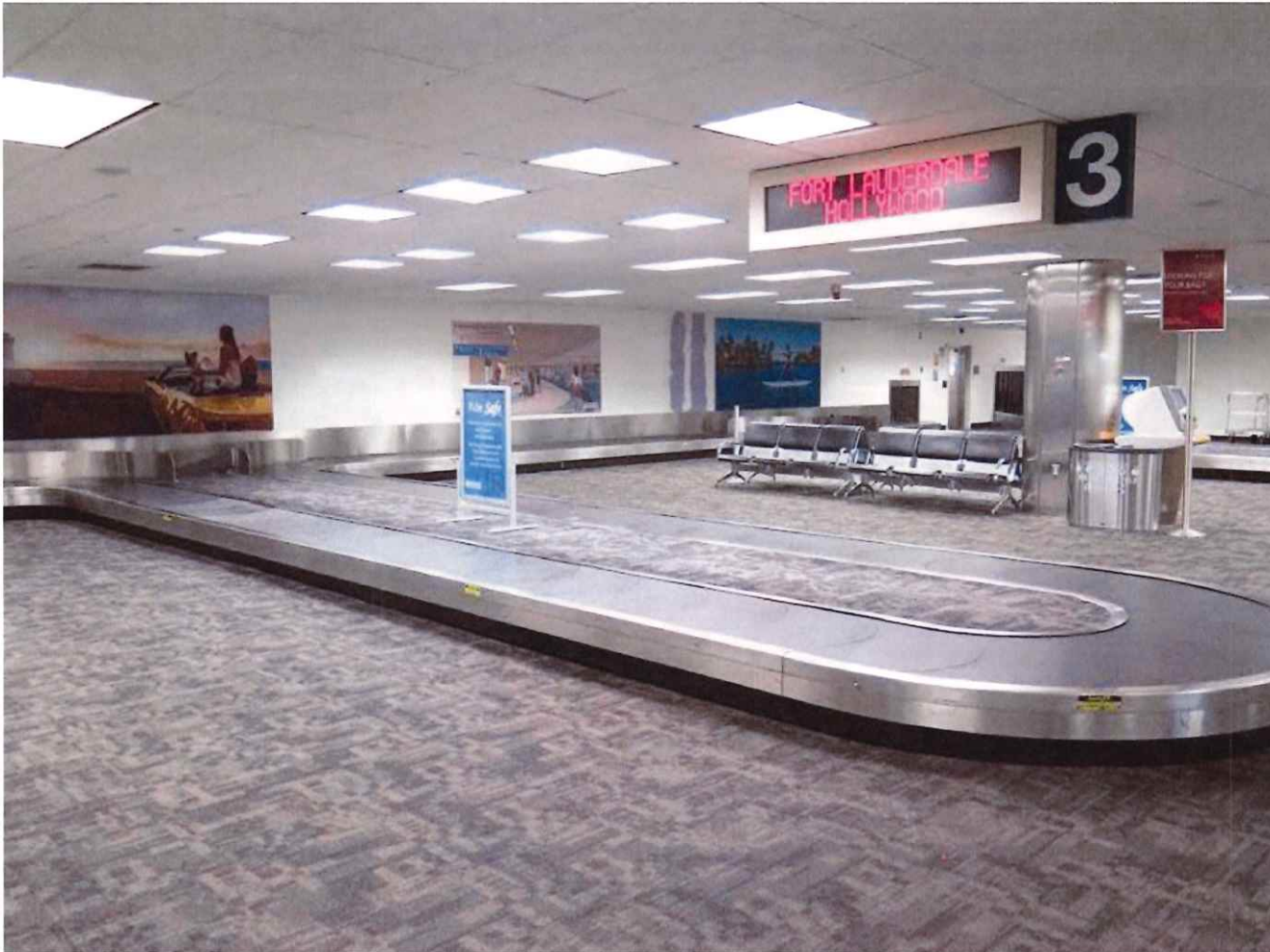
Net Media Rate Card:

\$30,650/period

Net Negotiated Rate Card:*

\$27,600/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Baggage Carousel Wrap

FLL2BC-BCW-2

Description Baggage Carousel Wrap capturing arriving passengers from Terminal 2 as they wait to collect their luggage from Baggage Claim.

Target: Arrivals

Size: See Specs Sheet

Production / Install / Removal: \$.00

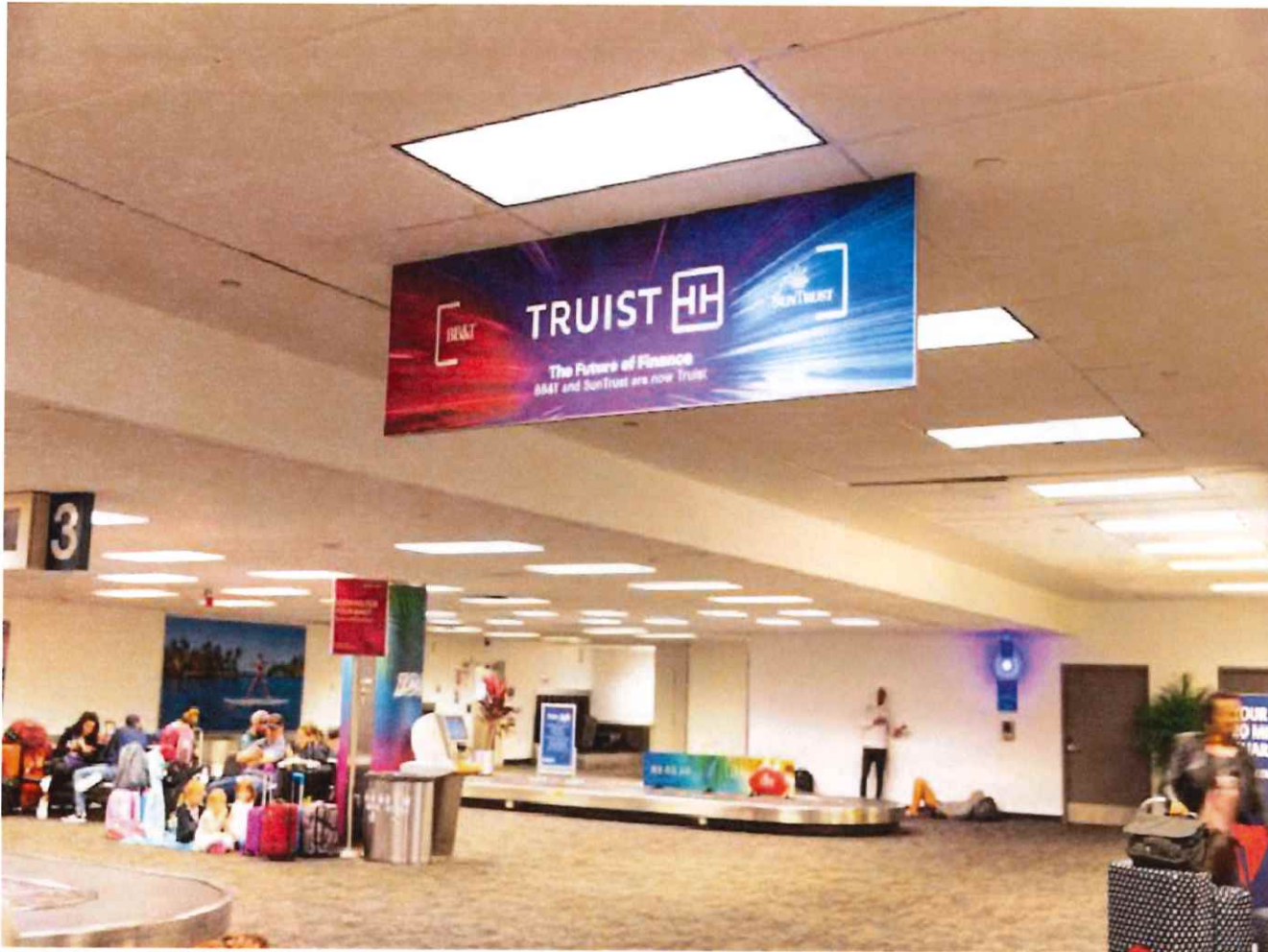
Net Media Rate Card:

\$7,900/period

Net Negotiated Rate Card:*

\$6,500/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Tension Fabric Banner

FLL2BC-TFB-2

Description Overhead Tension Fabric Banner capturing arriving passengers from Terminal 2 as they navigate through Terminal 2 baggage claim.

Target: Arrivals / Meeters and Greeters

Size: 84" W x 24" H

Production / Install / Removal: \$1,529.76

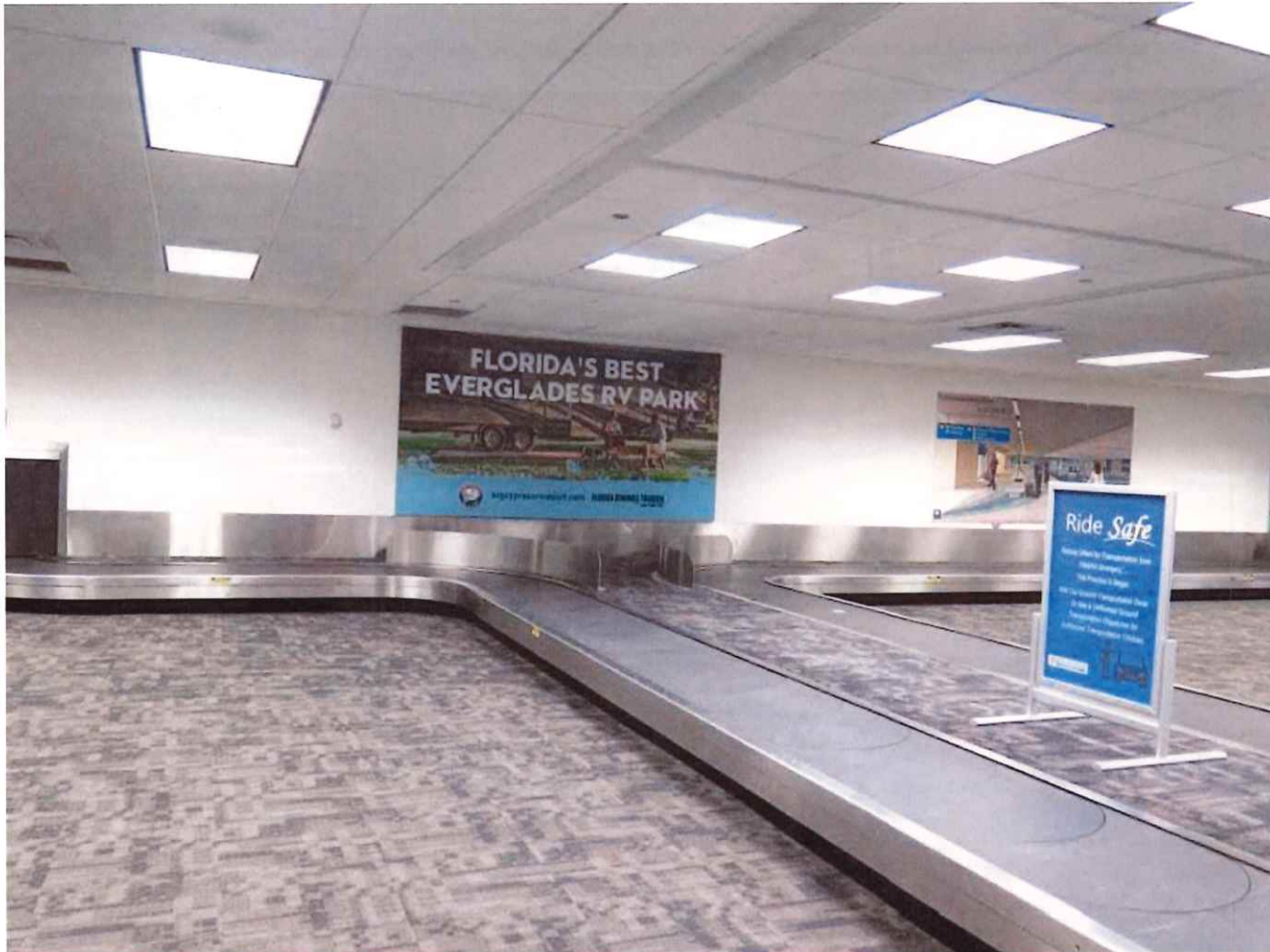
Net Media Rate Card:

\$3,000/period

Net Negotiated Rate Card:*

\$2,500/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Tension Fabric Display

FLL2BC-TFD-1

Description Large Format Tension Fabric Display located on the back wall of Terminal 1 bag claim capturing arriving passengers as they wait to collect their luggage

Target: Arrivals / Meeters and Greeters

Size: 132" W x 70" H

Production / Install / Removal: \$525.94

Net Media Rate Card:

\$2,400/period

Net Negotiated Rate Card:*

\$2,000/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Tension Fabric Display

FLL2D-TFD-16

Description Large format Tension Fabric Soffit Display located in the D Concourse targeting 100% of Concourse D arrivals and departures

Target: Arrivals and Departures

Size: 240" W x 48" H

Production / Install / Removal: \$2,127.60

Net Media Rate Card:

\$5,950/period

Net Negotiated Rate Card:*

\$4,900/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Column Wrap

FLL3BC-CW-1

Description Column Wrap located in the heart of Terminal 3 baggage claim capturing arriving passengers as wait to collect their luggage.

Target: Arrivals / Meeters and Greeters

Size: 40" W x 96" H

Production / Install / Removal: \$538.84

Net Media Rate Card:

\$2,400/period

Net Negotiated Rate Card:*

\$2,000/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)
Tension Fabric Banner

FLL3BC-TFB-1

Description Overhead Tension Fabric Banner capturing arriving passengers from Terminal 3 as they navigate through Terminal 3 baggage claim.

Target: Arrivals / Meeters and Greeters

Size: 84" W x 24" H

Production / Install / Removal: \$1,529.76

Net Media Rate Card:

\$3,600/period

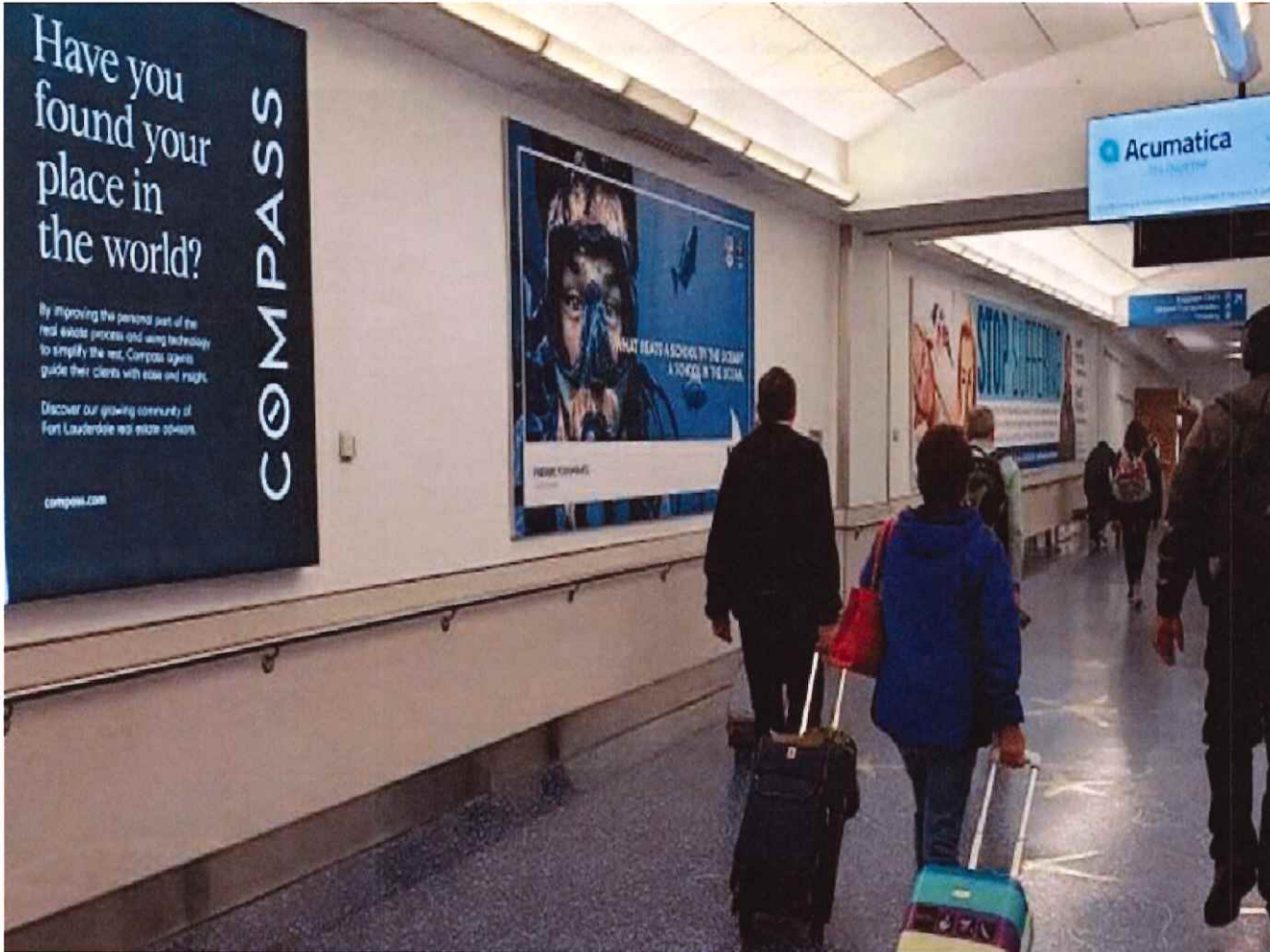
Net Negotiated Rate Card:*

\$3,000/period

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*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Tension Fabric Display

FLL3E-TFD-9

Description Large format Tension Fabric Displays located in the high traffic entrance/exit to Concourse E capturing 100% of arrivals and departures in Concourse E

Target: Arrivals and Departures

Size: 144" W x 72" H

Production / Install / Removal: \$584.24

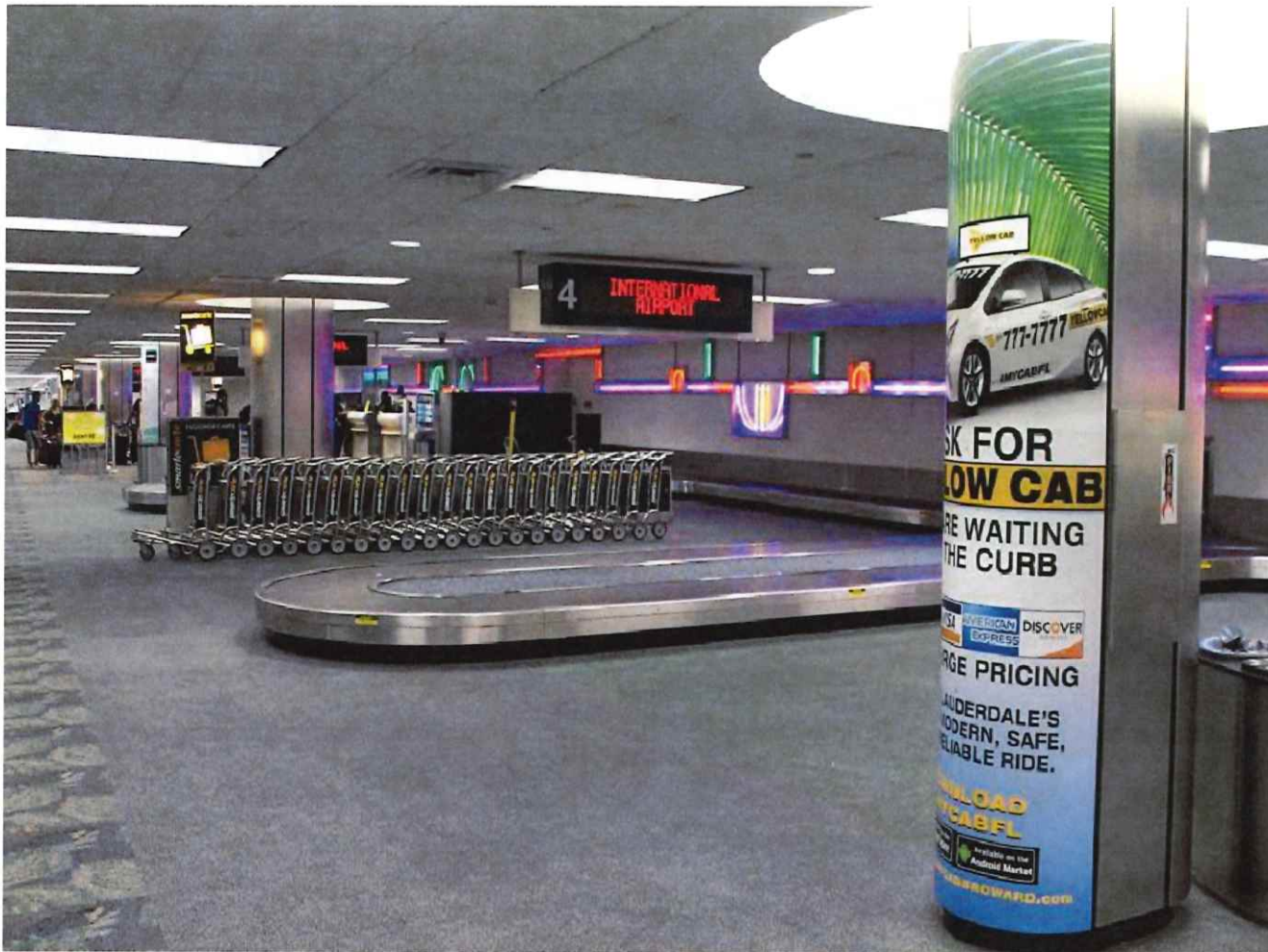
Net Media Rate Card:

\$6,300/period

Net Negotiated Rate Card:*

\$5,200/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)
Column Wrap

FLL4BC-CW-1

Description Column Wrap located in the heart of Terminal 4 baggage claim capturing arriving passengers as wait to collect their luggage.

Target: Arrivals / Meeters and Greeters

Size: 40" W x 96" H

Production / Install / Removal: \$538.84

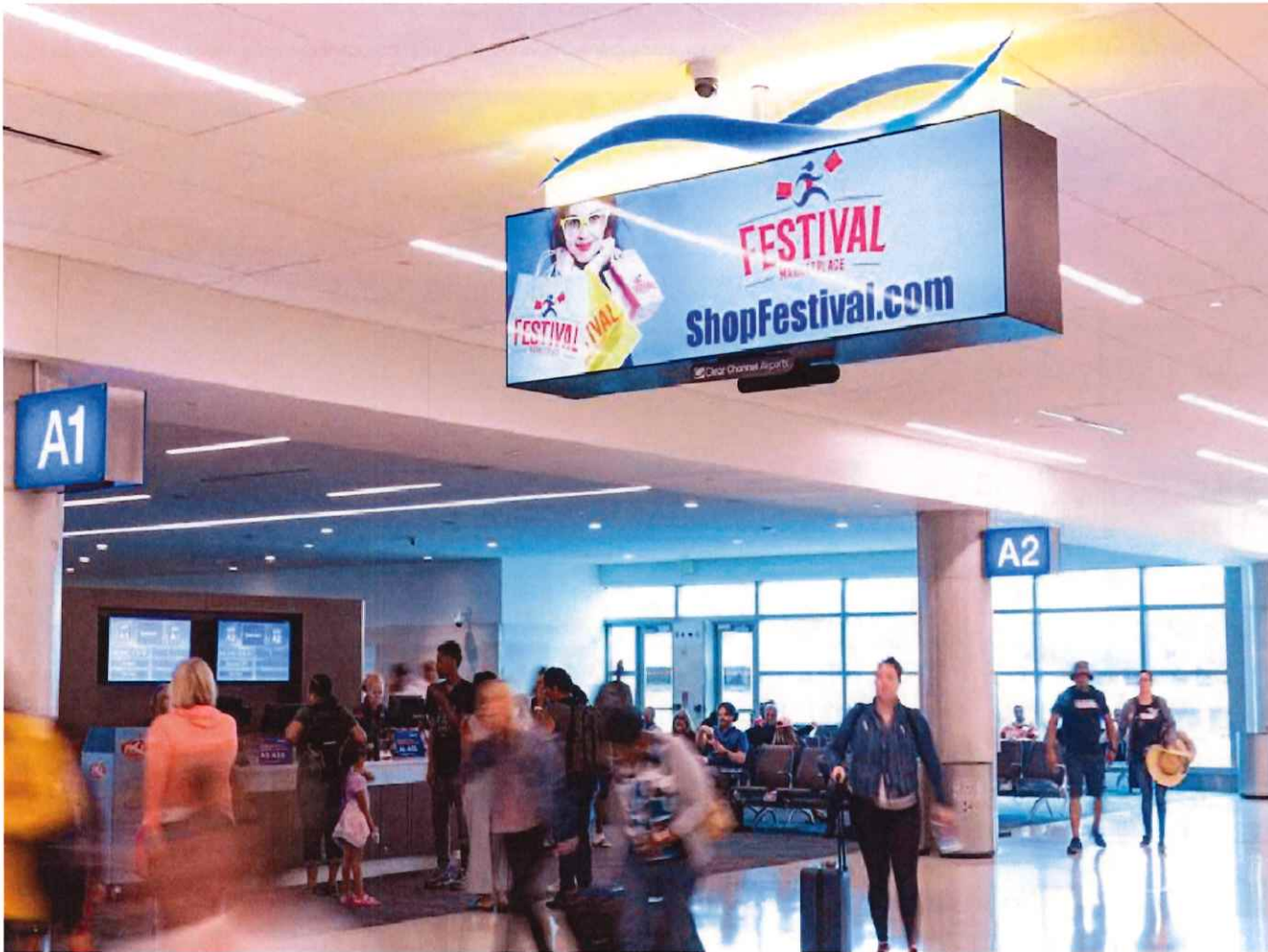
Net Media Rate Card:

\$2,700/period

Net Negotiated Rate Card:*

\$2,250/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Direct View Network

FLLPK14LCD-2-3

Description Package of 14 Direct View Network units, strategically placed in high traffic areas, provides comprehensive airport coverage capturing 100% of arrivals and departures across all 4 terminals.

Target: Arrivals and Departures

Size: 88"

Pixel Dimension: 3840 x 1080 (width x height).

Duration: :10 Spot / :100 Loop

Capabilities: Static And Motion

Net Media Rate Card:

\$42,450/period

Net Negotiated Rate Card:*

\$38,250/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)
Baggage Claim Digital

FLLPK24LCD-1-18

Description Package of 24 LCDs located across Terminals 1 -4 baggage claim providing comprehensive digital coverage to passengers as they wait to collect their luggage.

Target: Arrivals

Size: 55"

Pixel Dimension: 1920 x 1080 (width x height).

Duration: :10 Spot / :220 Loop

Capabilities: Static And Motion

Net Media Rate Card:

\$7,150/period

Net Negotiated Rate Card:*

\$5,900/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)
Direct View Network

FLLPK2LCD-1-1

Description Package of 2 Direct View Network units, strategically placed in high traffic area of Concourse A targeting 100% of Concourse A arrivals and departures

Target: Arrivals and Departures

Size: 88"

Pixel Dimension: 3840 x 1080 (width x height).

Duration: :10 Spot / :100 Loop

Capabilities: Static And Motion

Net Media Rate Card:

\$18,900/period

Net Negotiated Rate Card:*

\$15,500/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Tension Fabric Display

FLLPK2TFD-1-2

Description Package of 2 Large Tension Fabric Displays, located along the high traffic corridor connecting Concourses E and F.

Target: Arrivals and Departures

Size: 132" W x 80" H

Production / Install / Removal: \$3,308.62

Net Media Rate Card:

\$4,800/period

Net Negotiated Rate Card:*

\$3,950/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Tension Fabric Display

FLLPK2TFD-13-1

Description Package of 2 soffit Tension Fabric Displays located in the heart of Concourse B capturing 100% of arrivals and departures.

Target: Arrivals and Departures

Size: 327" W x 72" H

Production / Install / Removal: \$8,886.34

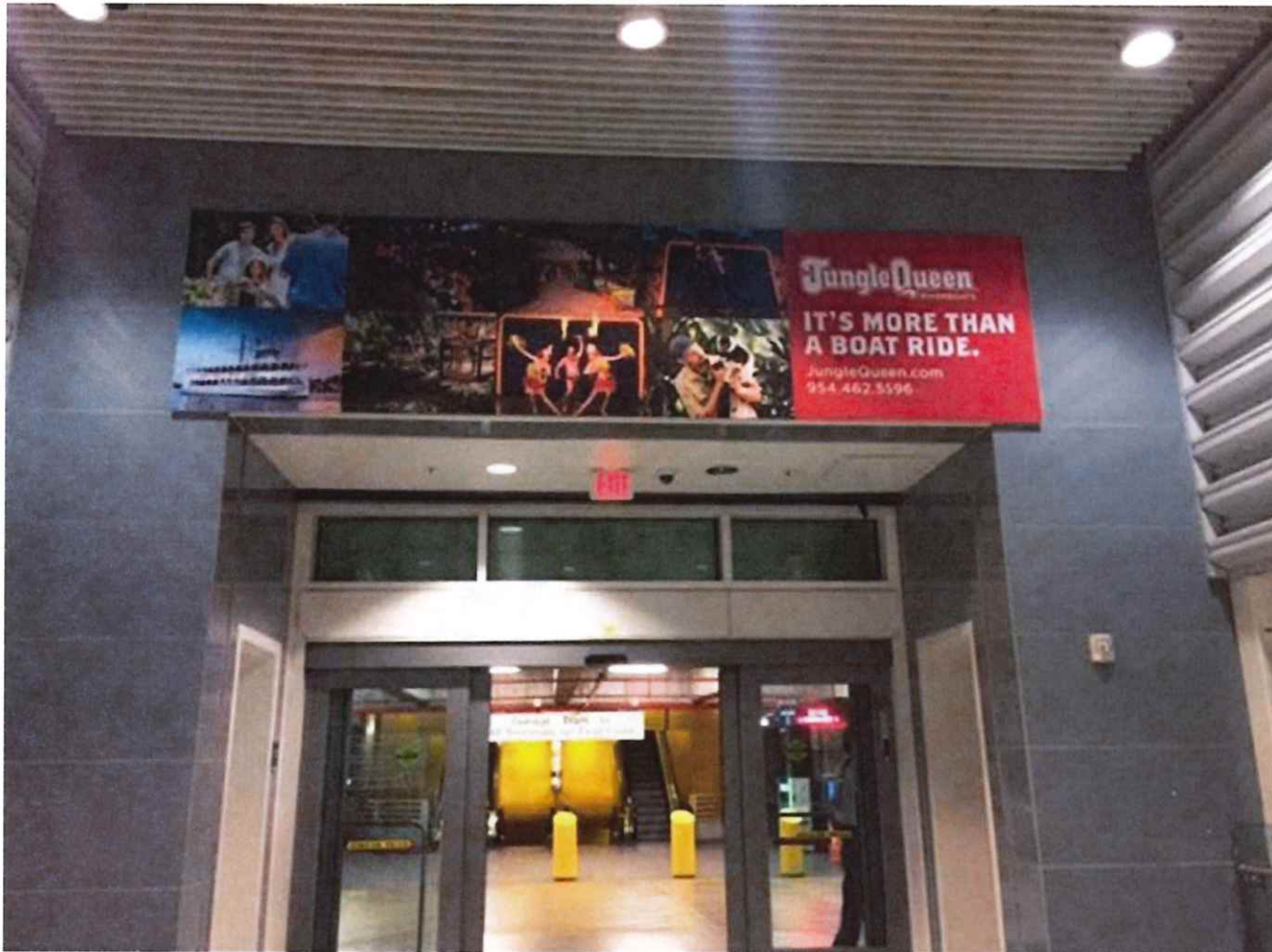
Net Media Rate Card:

\$10,050/period

Net Negotiated Rate Card:*

\$8,250/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Tension Fabric Display

FLLPK2TFD-2-1

Description Package of 2 Tension Fabric Displays provides a head on read to Terminal 1 arrivals as they head to Car Rental Facility or Terminal 1 parking garage.

Target: Arrivals

Size: 192" W x 48" H

Production / Install / Removal: \$2,109.76

Net Media Rate Card:

\$3,750/period

Net Negotiated Rate Card:*

\$3,100/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Tension Fabric Display

FLLPK2TFD-8-1

Description Package of 2 Soffit Tension Fabric Displays capturing 100% of Terminal 1 Departures heading to Concourses A, B, and C

Target: Departures

Size: 240" W x 72" H

Production / Install / Removal: \$4,000.80

Net Media Rate Card:

\$11,950/period

Net Negotiated Rate Card:*

\$9,800/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL) Video Walls

FLLPK2VW-1-1

Description Package of 2 large Format † Video Walls located at high traffic arrivals escalator from Terminal 2 and Terminal 4 capturing arrivals as they head to baggage claim.

Target: Arrivals

Size: 196" W x 104" H

Pixel Dimension: 1280 x 652

Duration: :10 Spot / :60 Loop

Capabilities: Static And Motion

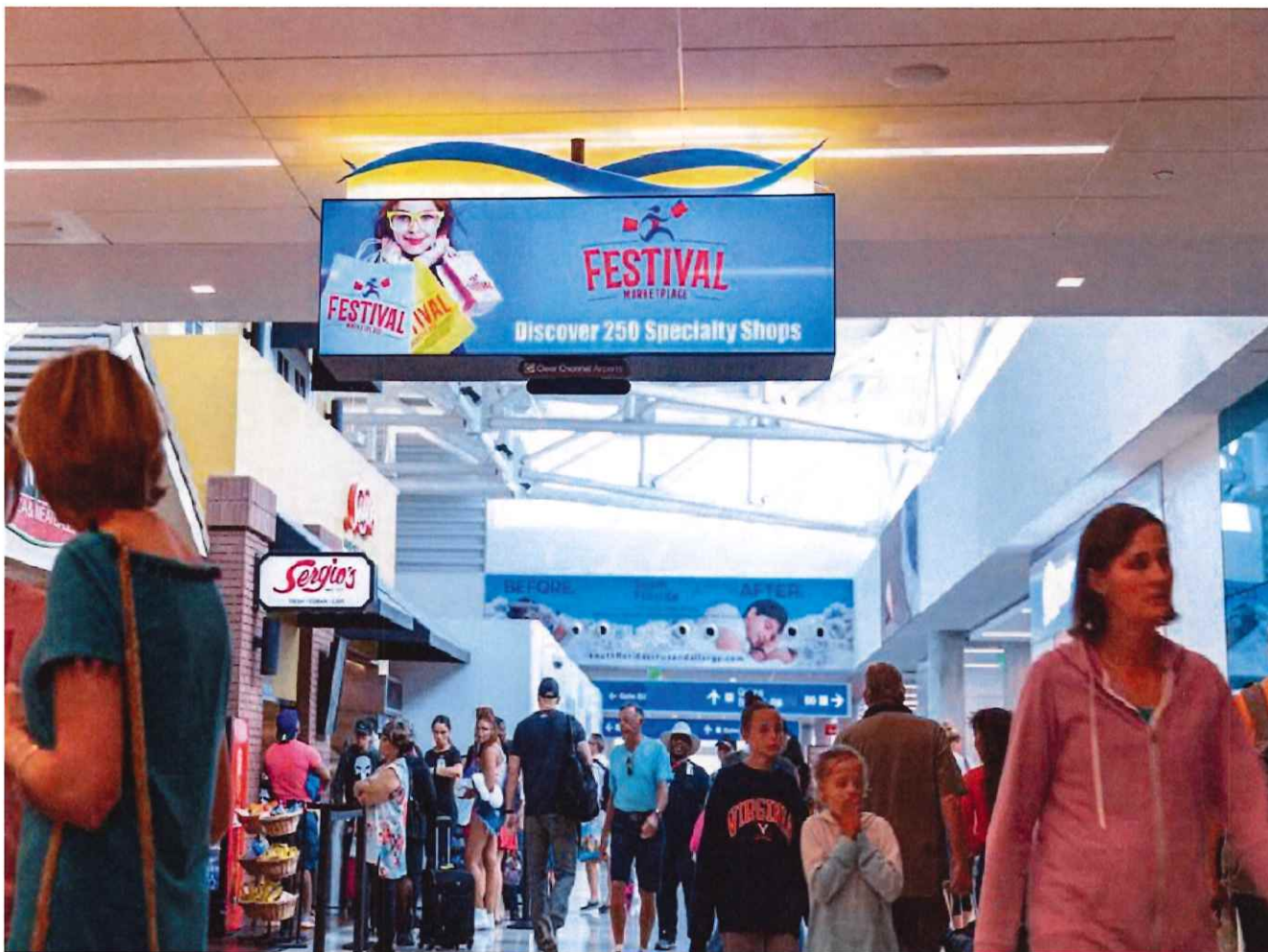
Net Media Rate Card:

\$23,600/period

Net Negotiated Rate Card:*

\$21,250/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Ft. Lauderdale-Hollywood International Airport (FLL)

Direct View Network

FLLPK3LCD-1-1

Description Package of 3 Direct View Network units, strategically placed in high traffic area of Concourse B targeting 100% of Concourse B arrivals and departures

Target: Arrivals and Departures

Size: 88"

Pixel Dimension: 3840 x 1080 (width x height).

Duration: :10 Spot / :100 Loop

Capabilities: Static And Motion

Net Media Rate Card:

\$18,900/period

Net Negotiated Rate Card:*

\$15,500/period

*Pricing valid for 30 days. All rates are non-cancellable. Annual rate increases will be applied to multi-year agreements. 1 Period = 28 Days.



Clear Channel Outdoor

GET MORE WITH US.

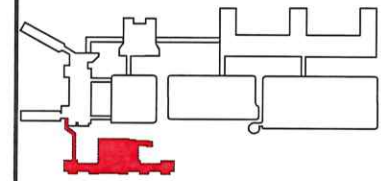
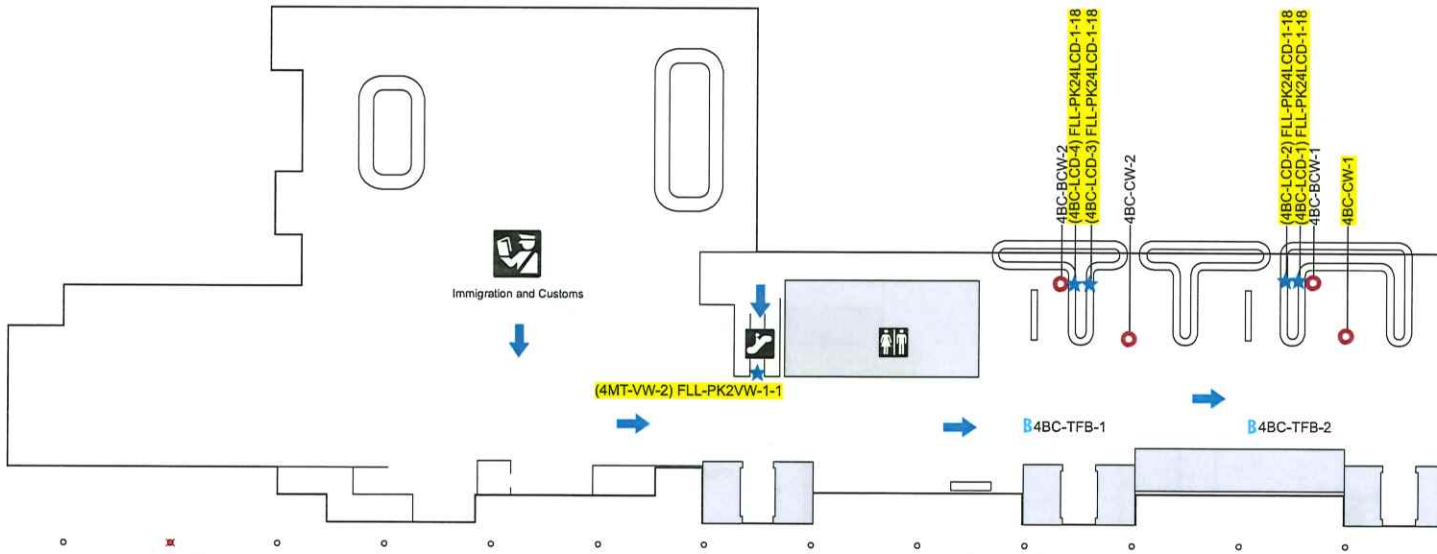
Disclaimer: This proposal includes data and other information that the Proposer considers to be confidential and proprietary and the proposal shall not be disclosed to any third party individual, corporation, partnership or other group or entity, except for those that have an actual need to know such confidential information as it relates to this proposal.

Additional Notes: Pricing only valid for 30 days. Production costs are based on CCA's preferred graphic vendor pricing with CSI and Moss. All materials must be received 10 business days prior to posting to guarantee an on time posting. All creative is subject to final airport authority approval prior to production / posting. All proposed inventory is subject to availability at time of booking. Inventory is not on hold.

All corporate marks, names, identities, and/or likeness utilized within these materials are for display purposes only. There exists no association between any third-party and In-Ter-Space Services, Inc. and/or Clear Channel Outdoor, LLC. unless explicitly stated. Any potential association, agency relationship, or copyright infringement created or perceived herein is neither intended nor implied, and hereby expressly disclaimed.

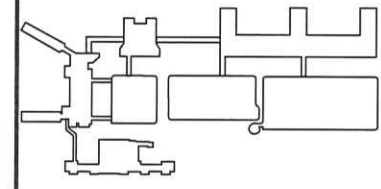
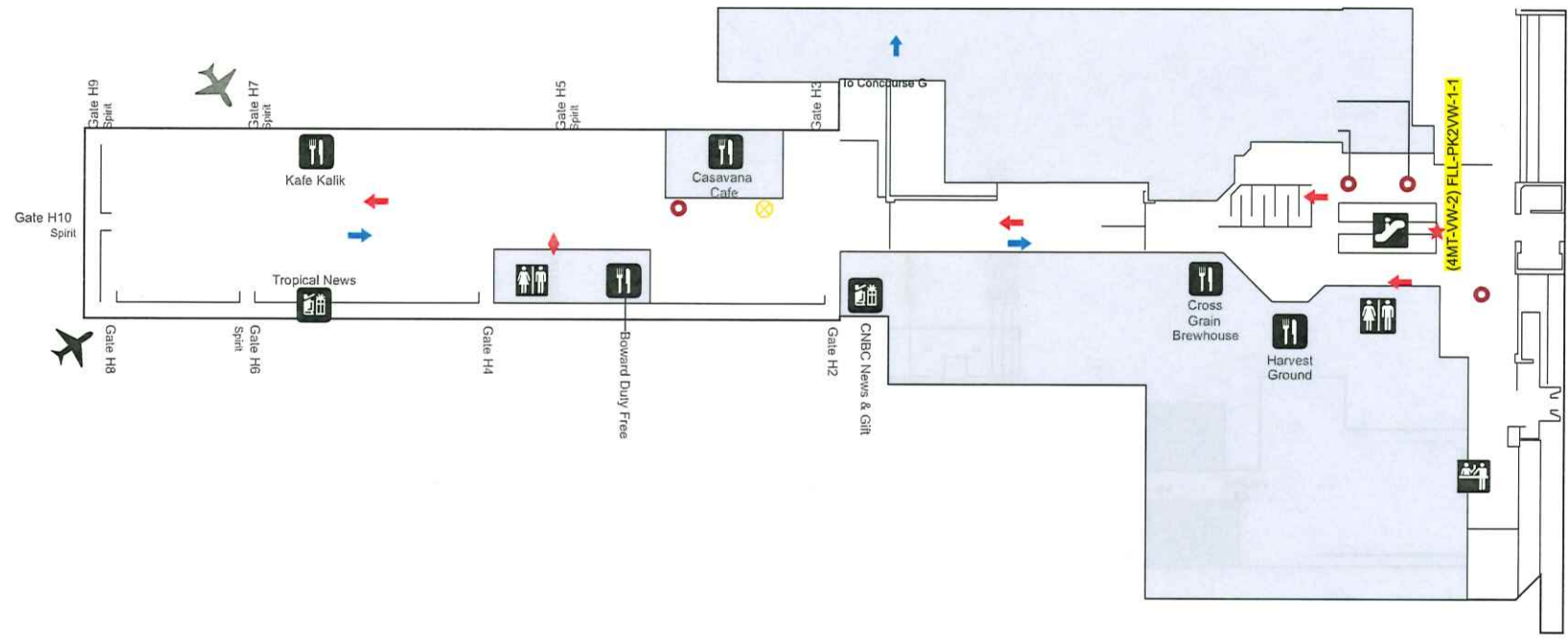
INVENTORY KEY

- ➔ Arriving
- ★ Bag Claim Digital
- B Banner
- Wrap



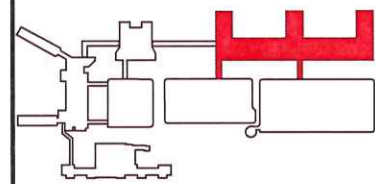
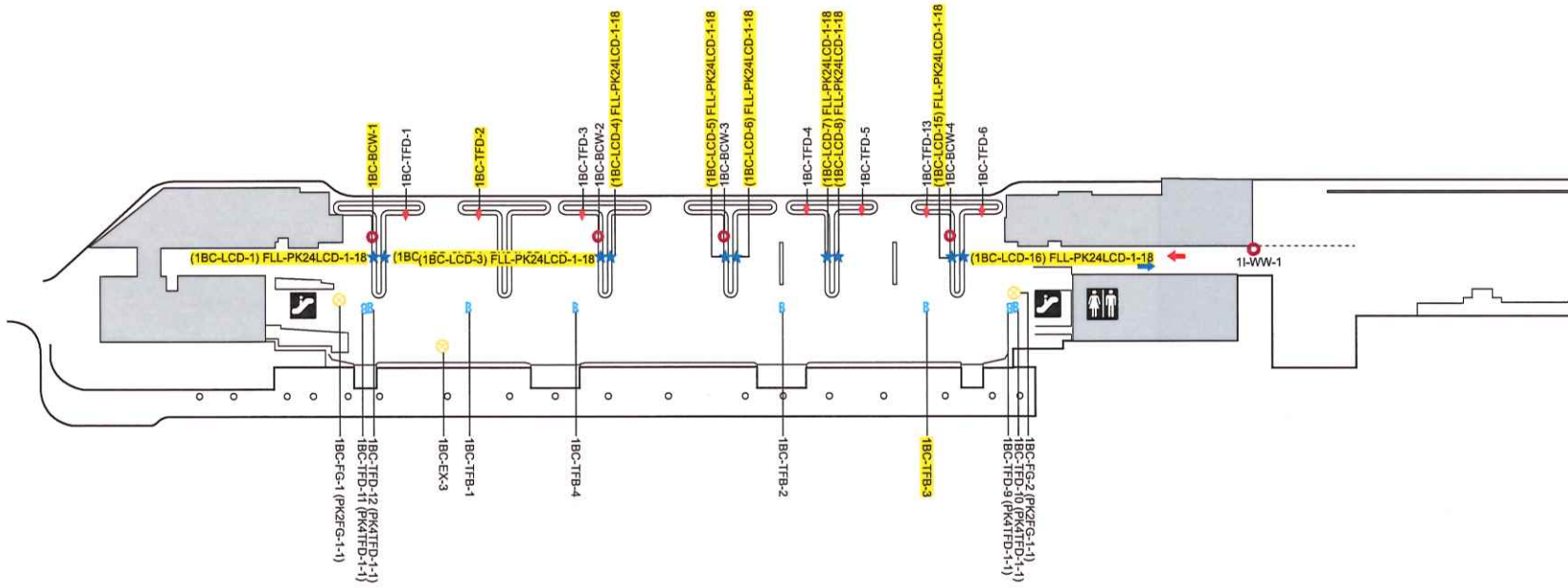
INVENTORY KEY

- ➔ Arriving
- ➔ Departing
- ⊗ Exhibit
- ★ Premier
- ◆ Tension Fabric Display
- ★ Video Wall
- Wrap



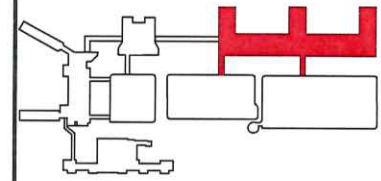
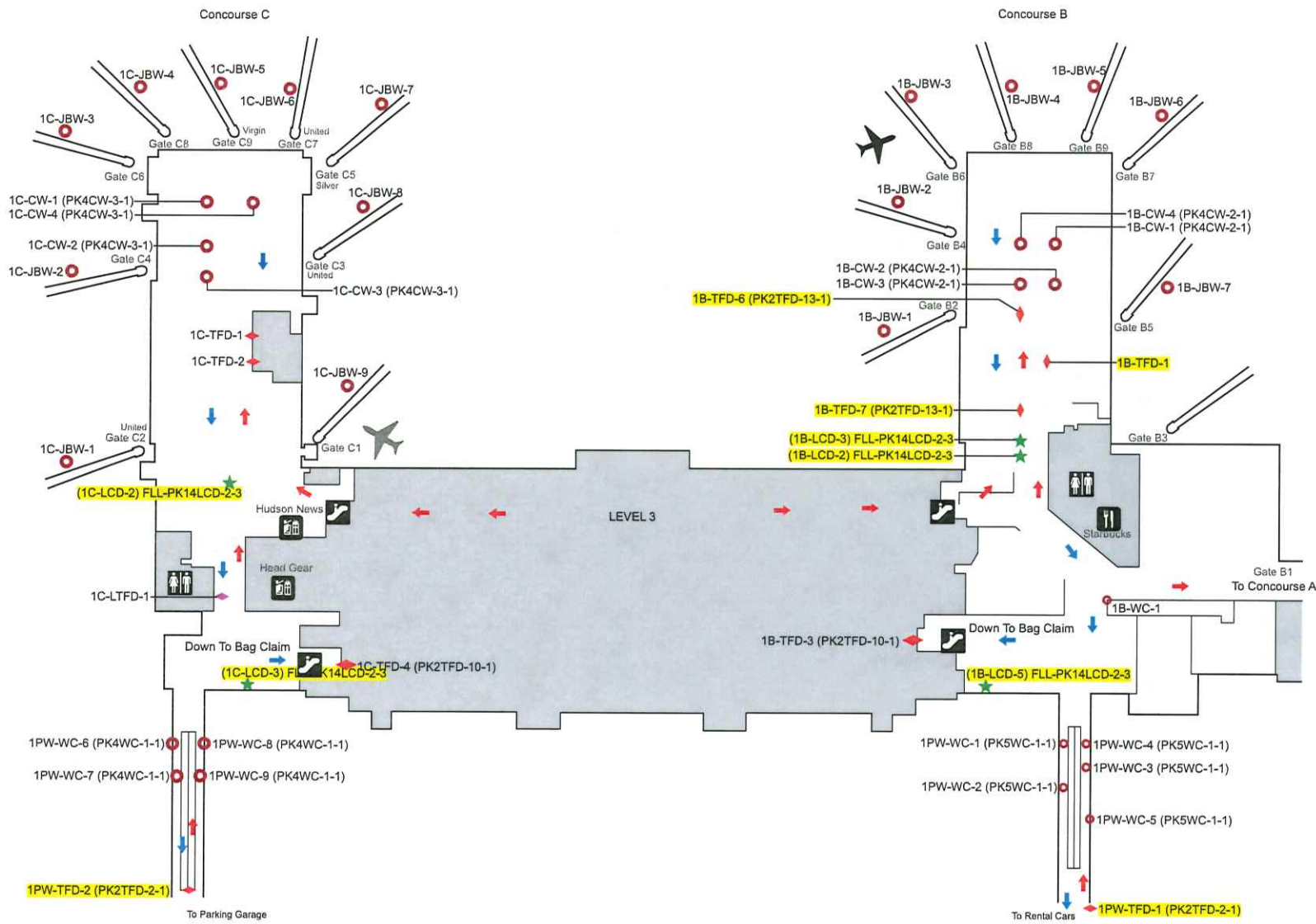
INVENTORY KEY

-  Arriving
-  Bag Claim Digital
-  Banner
-  Departing
-  Exhibit
-  Tension Fabric Display
-  Wrap



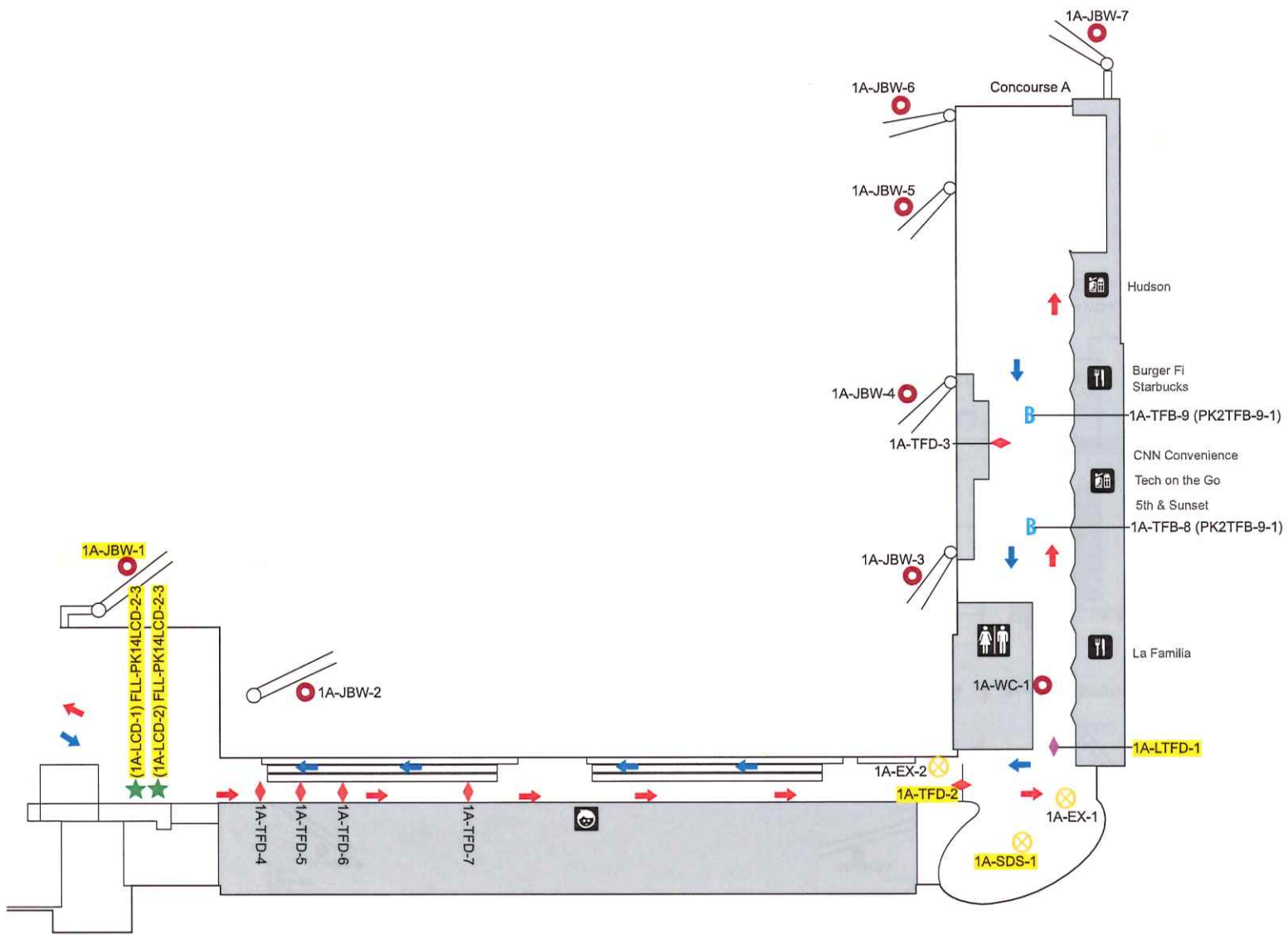
INVENTORY KEY

- ➔ Arriving
- ➔ Departing
- ⊗ Exhibit
- ◆ Lit Tension Fabric Display
- ★ Premier
- ◆ Tension Fabric Display
- Wrap



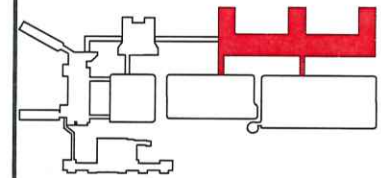
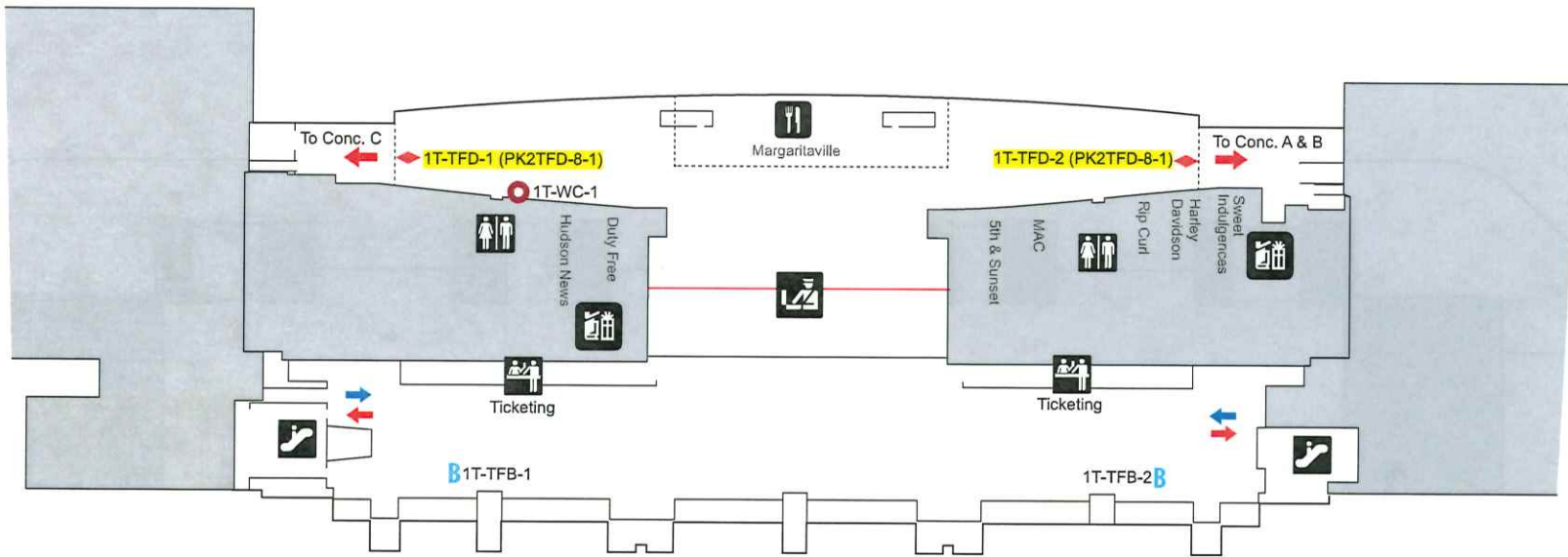
INVENTORY KEY

-  Arriving
-  Banner
-  Departing
-  Exhibit
-  Lit Tension Fabric Display
-  Premier
-  Tension Fabric Display
-  Wrap



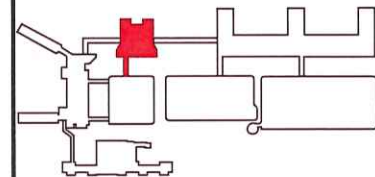
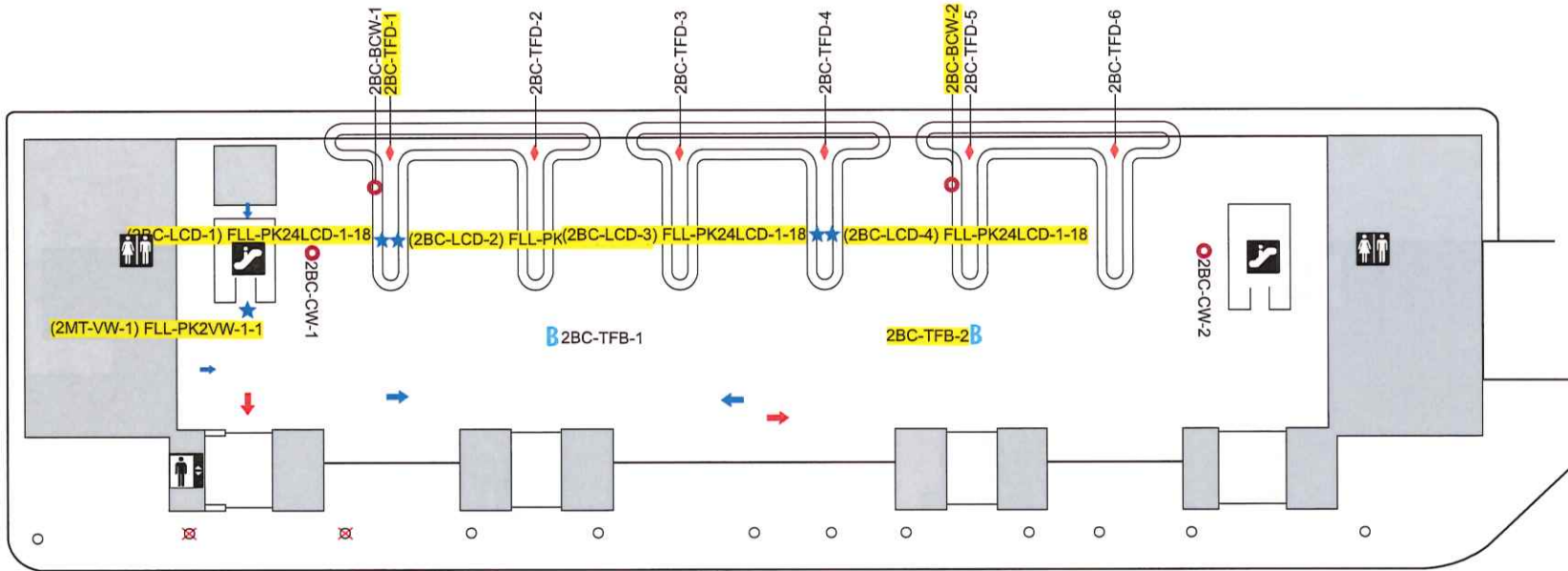
INVENTORY KEY

-  Arriving
-  Banner
-  Departing
-  Tension Fabric Display
-  Wrap



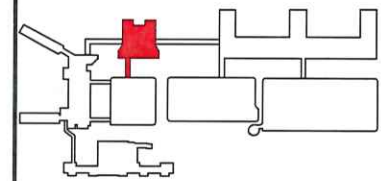
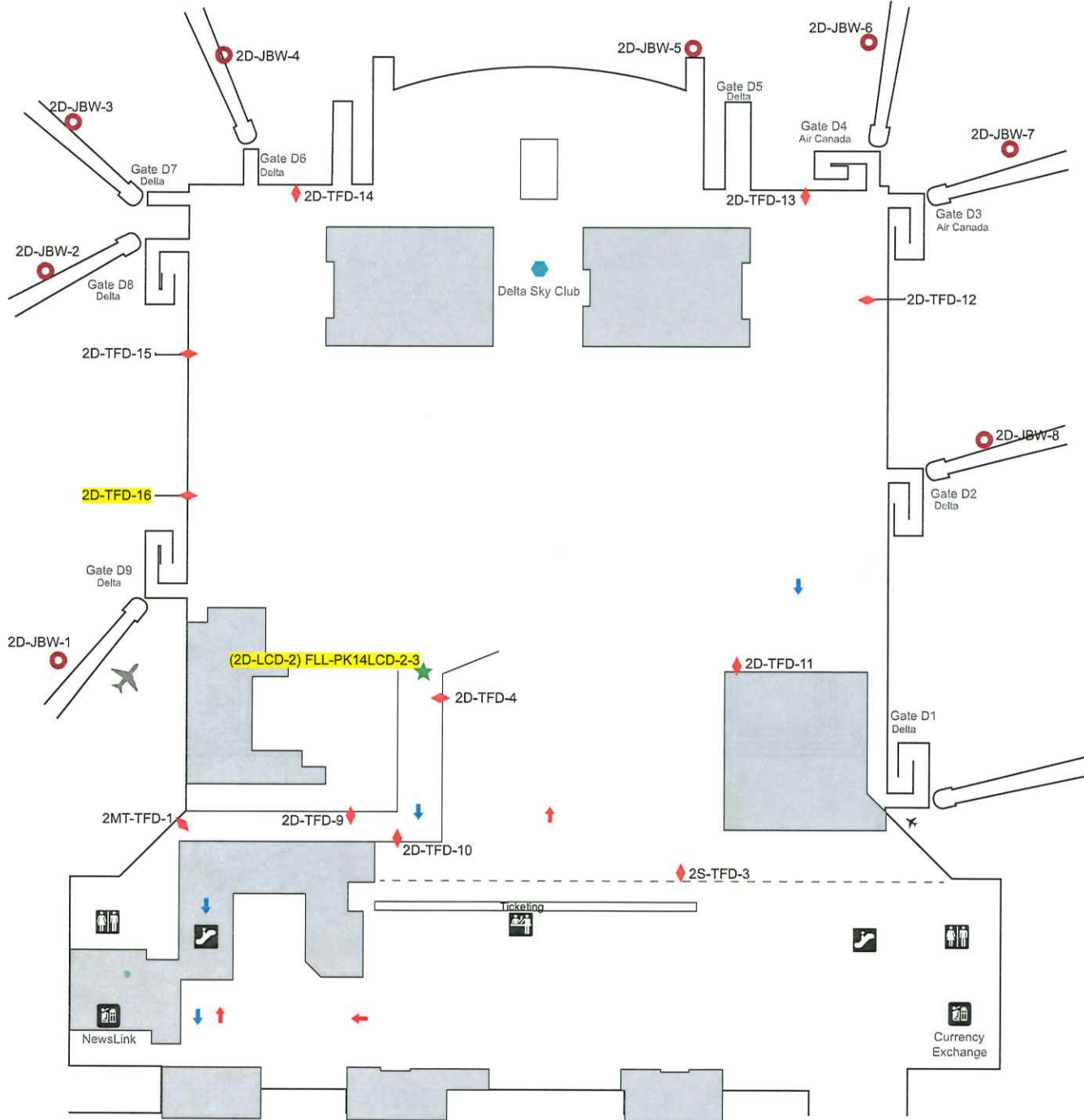
INVENTORY KEY

- ➔ Arriving
- ★ Bag Claim Digital
- B Banner
- ➔ Departing
- ◆ Tension Fabric Display
- Wrap



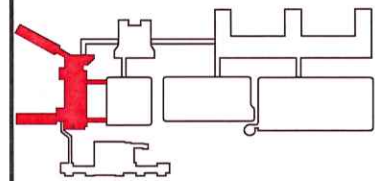
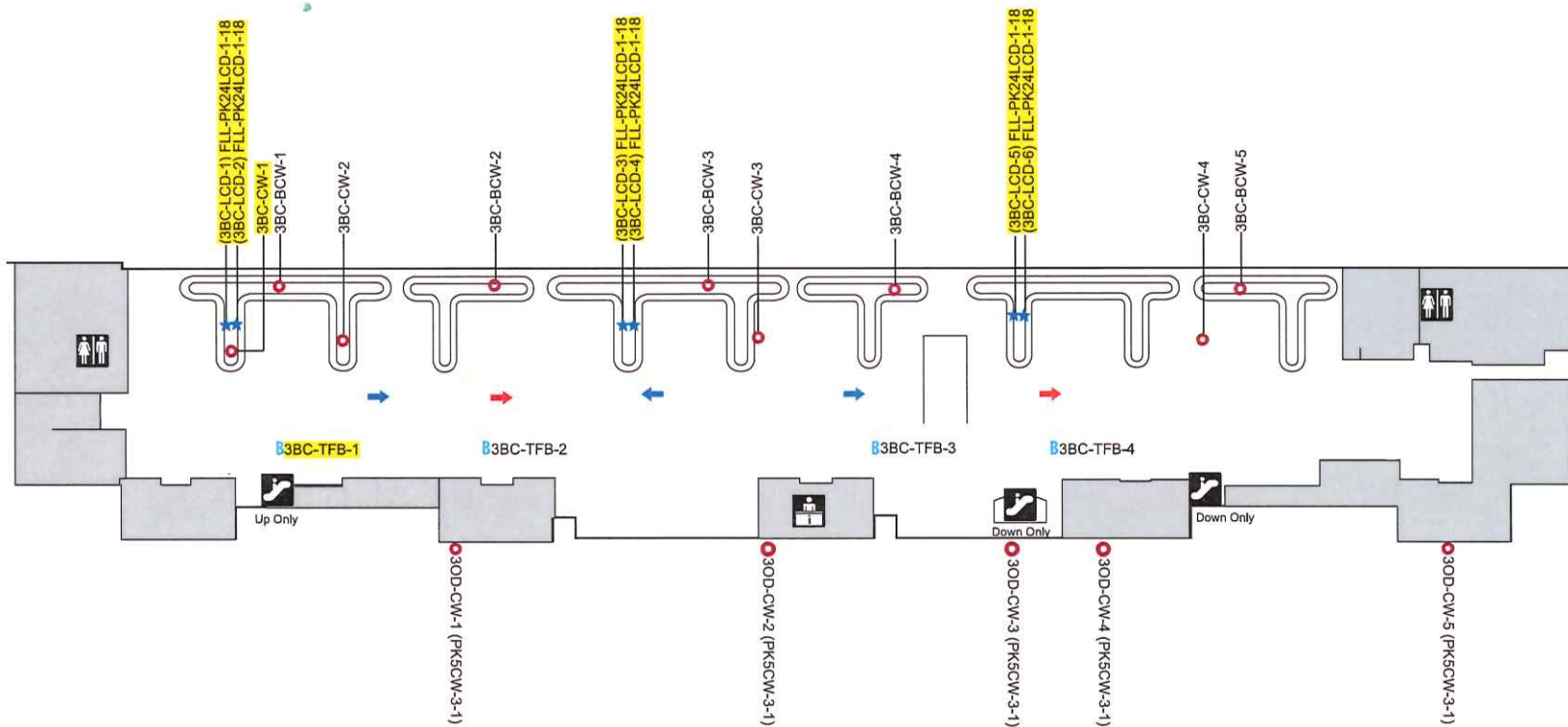
INVENTORY KEY

- ➔ Arriving
- ➔ Departing
- ★ Premier
- ◆ Tension Fabric Display
- Wrap



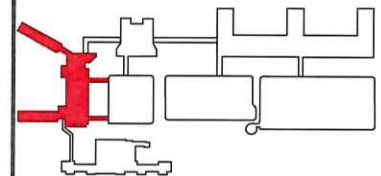
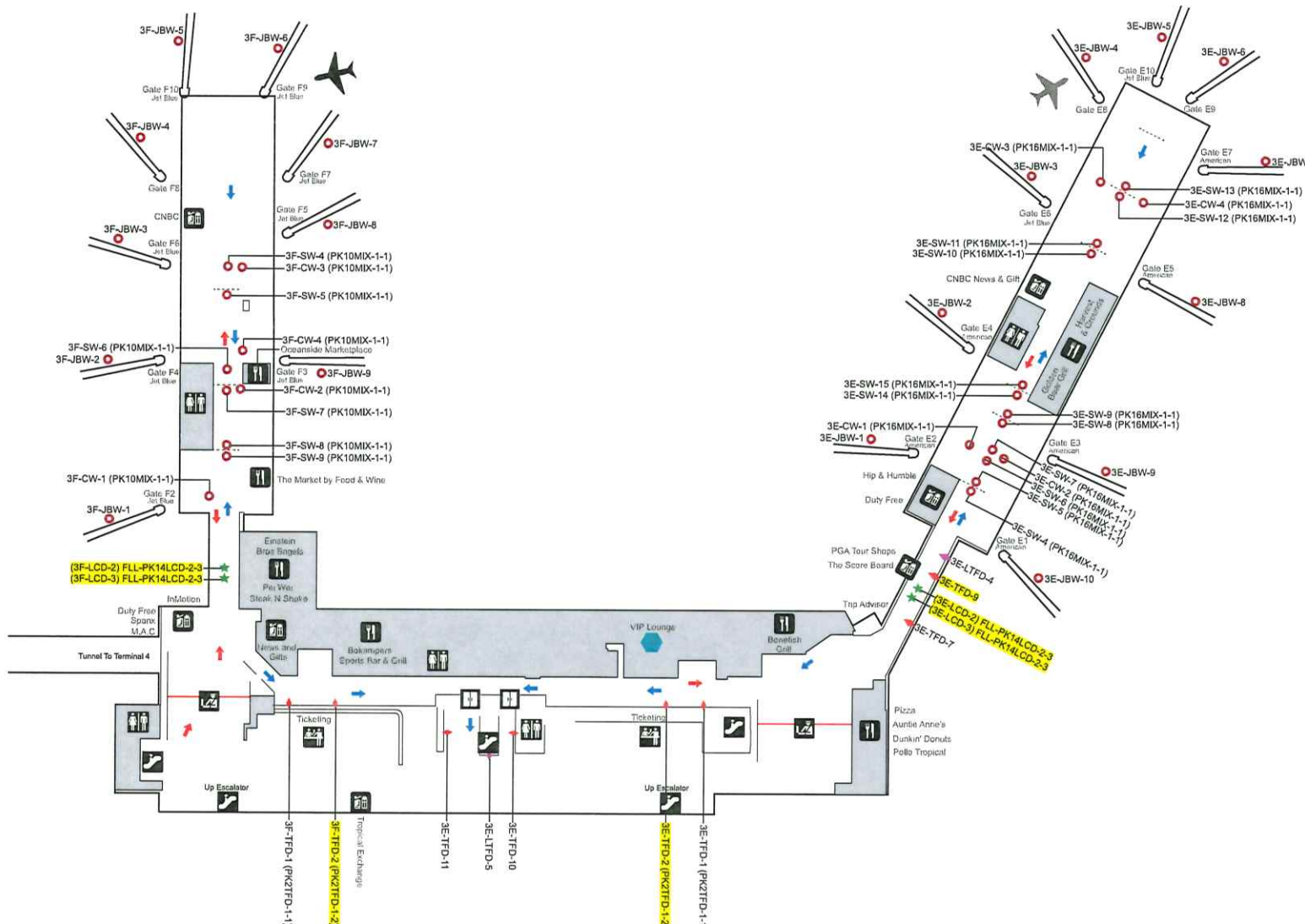
INVENTORY KEY

-  Arriving
-  Bag Claim Digital
-  Banner
-  Departing
-  Wrap



INVENTORY KEY

- ➔ Arriving
- ➔ Departing
- ◆ Lit Tension Fabric Display
- ★ Premier
- ◆ Tension Fabric Display
- Wrap



Digital Offerings



Mobile

- Audio Streaming
- Banners - IAB Sizes
- Video - VAST / VPAID
- Rich-Media / MRAID



Desktop

- Audio Streaming
- Banners - IAB Sizes
- Video - VAST / VPAID
- Rich-Media / MRAID



Digital Audio -
VAST / Streaming



Digital Out of Home



Connected TV

Digital Advertising Products

Audio Streaming Commercials: Pandora, Spotify, iHeartRadio, Univision, Musi, TuneIn, CMG, Audacy, etc.

Podcasts: Spotify, Apple, iHeartRadio, Pandora, Uforia (Univision), Stitcher, PodcastOne, etc.

CTV/OTT: Scripps (Discovery), AMC, CBS, NBC Universal, Fox Networks, Pluto TV, Viacom, Peacock, etc. / Roku, Amazon Fire Stick, Apple TV and major gaming consoles.

Video: Will be displayed and delivered on apps and websites where videos are available targeting the specific campaign target audience. Examples: CNN, NY Post, TMZ, Etsy, ESPN, CNBC, Sephora, Yahoo, etc.



Digital Advertising Products

(cont'd)

Banner Ads: Will be displayed and delivered on apps and websites where banners are available targeting the specific campaign target audience. Examples: CNN, NY Post, CBS Sports, TMZ, Fox, Etsy, ESPN, CNBC, Sephora, Yahoo, etc.

Rich Media: Our in-house designers bring your brand to life by creating captivating mobile-first creative. From rich media to video, our ad units feature cohesive branding and animation that entice users to engage.

Programmatic: Integrations: Over 60+ digital inventory publisher and network sources and 50+ data partners and growing. Audio streaming commercials, podcasts, CTV/OTT, video, banner and rich media campaigns are delivered programmatically.



Banner Ad

- Banner ads are delivered to the target audience of Broward County, FL consumers by geographically identifying their device's individual IP address.
- Ads are delivered to over 25K+ apps that enable banners to display via mobile and desktop devices based on the consumer's daily activities.
- Each ad has a clickable URL that will lead to the City of Dania Beach web page of choice.
- Ads are delivered utilizing banner ad inventory targeting mobile and desktop devices of the target audience of consumers in Broward County, FL



Connected TV / OTT

Connected TV (CTV) and over-the-top (OTT) video viewing have grown by leaps and bounds.

Connected TV / OTT

When we refer to **Connected TV or CTV**, we are generally referring to the hardware that specifically enables someone to connect their television set to the internet. This can occur directly through an **IP-enabled television set**, through a **cable set-top box**, through a **dedicated digital media player** like a **Fire stick**, **Chromecast stick** or a **Roku box**, etc. **Over-the-top (OTT) media** refers to the software/apps which enable the delivery of streaming media to televisions and other connected devices.

