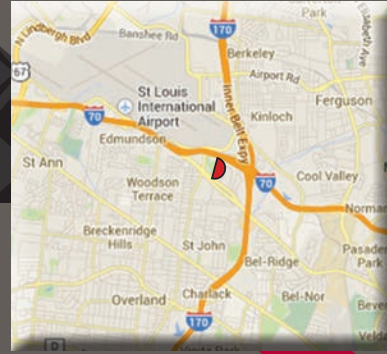


# RBX MEDIA

## ST. LOUIS INTERNATIONAL AIRPORT DIGITAL WALLSCAPE SUMMARY



LATITUDE: 38.73224 LONGITUDE: -90.3467

SPECIFICATIONS

- Display Type:** DIGITAL WALLSCAPE  
**Location No.** 101  
**City:** St. Louis  
**Zip:** 63134  
**Description:** I-70, 1/2 mile East of Lambert International Airport  
**Facing:** West  
**Size:** 47' h x 25' w  
**TAB Panel ID:** 30713831  
**Total OOH Impressions:** **3.96 million\* (weekly)**  
*\* highest in STL DMA (TAB audited)*  
**Weekly "Spot" Total:** 495,137

VIEWING INFORMATION

## THE "DIGITAL GATEWAY" TO ST. LOUIS!

This unique nearly 1,200 sq. ft. Digital Wallscape is located on one of St. Louis' most heavily traveled interstates, I-70, and offers more than a 60-second approach time. Positioned just a 1/2 mile from Lambert International Airport which facilitates more than 13 MILLION annual passenger trips, it's just a 1/4 mile from the I-170 split and only 11 miles from downtown St. Louis (home of the Rams, Cardinals & Blues).

This hi-def LED Wallscape is viewable from three separate arteries as well as the Southwest Airlines Passenger Terminal.



ABOVE Approach view from I-70.

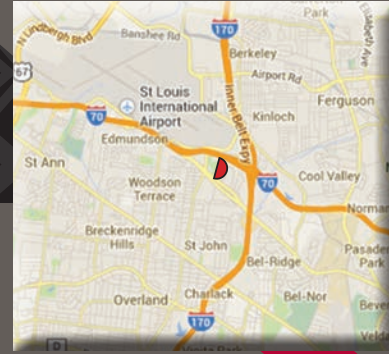


Digital wallscape's view.

**THIS DIGITAL WALLSCAPE  
SUPPORTS VIDEO!**

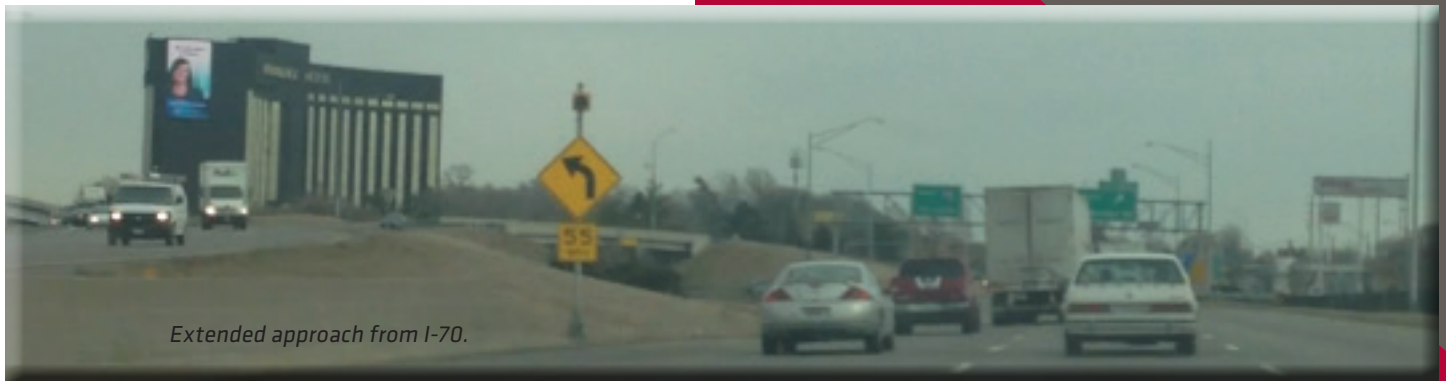
# RBX MEDIA

## ST. LOUIS INTERNATIONAL AIRPORT DIGITAL WALLSCAPE SUMMARY



ADDITIONAL INFORMATION

Promote your Brand to the mobile masses via the dominant Digital Display while solidifying your brand internally to the savvy traveler and guests of the Renaissance Airport property. Unique and creative messaging, product offerings and Brand promotions inside and throughout the Renaissance will solidify and position your Brand to this affluent and higher-end demographic.



*Extended approach from I-70.*



*Direct access road from Lambert International to I-70 eastbound.*

## SAMPLE VIDEO PROGRESSIONS

Build Your Brand With

614-545-1169  
rbxmedia.com

- :08 second "dwell" time per spot
- FULL spot rotation provides 1,400 "spots" per day

# ▶ RBX MEDIA

## ST. LOUIS INTERNATIONAL AIRPORT DIGITAL WALLSCAPE SUMMARY

MARKET & LOCATION STATISTICS

### LAMBERT - ST. LOUIS INTERNATIONAL AIRPORT STATS

- 250 non-stop daily flights
- 90+ destinations (domestic and international)
- 13.3 million passengers in 2012
- 12 primary airlines

### ST. LOUIS POPULATION STATS

DMA Rank:	21
Population:	2,817,355
Median Age:	38.2
Male:	48.4%
Female:	52.6%
White:	76.9%
AA:	18%
Hisp:	2.5%
Asian:	2.1%
Other:	1.1%
Median HHI:	\$51,985
GMP	
(Gross Metro Product)	\$133.1 Billion
(40% of Missouri's entire GMP)	
Nine Fortune 100 Companies	

