

# Advertising Opportunities

at Punta Gorda Airport



**FLY PGD** Media Solutions

Connect with travelers across every touchpoint

[FlyPGD.com/Advertise](https://FlyPGD.com/Advertise)

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# Advertising Opportunities

Put your brand in front of a growing audience of high-intent travelers at one of Florida's busiest regional airports. Punta Gorda Airport (PGD) offers a range of in-terminal and on-property advertising options designed to deliver visibility, impact and results.

## Tailor Your Message. Maximize Your Reach.

Whether you're a national brand or a local business, Fly PGD Media Solutions provides a flexible, impactful platform to engage with over **2.3 million travelers** annually.

# Advertising Platforms at a Glance

## OPTIONS INCLUDE:



**PGD** offers a multi-channel advertising platform designed to meet travelers at every point in their journey, on the ground and online.

### Digital & Online Media

- Banner placements on high-traffic webpages
- Sponsored placements in the BUZZ e-newsletter
- Social Spotlight posts on PGD's Facebook and Instagram accounts

### In-Terminal Advertising

- Digital displays and static signage in high-traffic areas
- Three Welcome Centers with brochure display in the Bag claim, Rental Car Center and PGD Air Center

### Rental Car Center

- Large digital and static displays in a new 18,000-square-foot, high-visibility facility
- Ad opportunities in shared and exclusive restrooms and passenger flow zones

### Bailey Terminal Exterior

- 8'x12' framed banner near the ticketing entrance
- Light pole banners
- Transit shelter placements
- Boarding ramp signage

### PGD Air Center

- 65" interior digital display
- Exterior full-color LED road sign
- Freestanding floor signs
- Restroom ad placements
- Unique opportunities to align with the future public-use restaurant



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# Airport Advertising Delivers



# 83%

OF FREQUENT FLYERS  
NOTICE AIRPORT  
ADVERTISING



# 56%

OF BUSINESS FREQUENT FLYERS  
RECALLED ADS AFTER SEEING  
THEM IN THE AIRPORT

Nearly half (**49%**) took action after noticing an ad at the airport, such as visiting a brand's website (**47%**), downloading an app (**36%**) and sharing with a colleague (**26%**).

Source: 2022 Clear Channel Outdoor research study



## Why It Works

### Captive Environment

With long dwell times and fewer distractions, airport passengers are more likely to notice and absorb ad content.

### High Intent, High Value

PGD serves leisure travelers, business professionals and seasonal residents, all in decision-making mode.

### Brand Safety

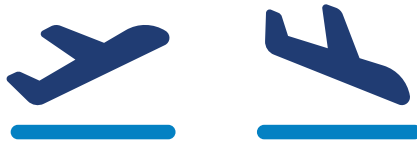
Airport environments are clean, well-regulated and free of the noise and risks often associated with digital-only platforms.

# Why Advertise with PGD?



**2.3M**

TOTAL PASSENGERS  
IN 2025



**140K+**

ANNUAL TAKEOFFS & LANDINGS



**50+**

NONSTOP  
DESTINATIONS



**62**

MEDIAN AGE



**\$76K**

MEDIAN HOUSEHOLD INCOME



## 2025 Visitation Statistics

METRIC	PGD - TOTAL PASSENGER AREA	PGD - RENTAL CAR FACILITY	PGD AIR CENTER
Visits	1.9M	411.5K	55.7K
Visit Frequency	1.6	1.47	4.97
Avg. Dwell Time (in minutes)	90	31	98

Includes visitors, employees and residents  
Source: Placer.ai

# Your Audience at PGD

Punta Gorda Airport welcomed **2.3 million terminal passengers** in 2025— most traveling for leisure or to visit family and friends in the region.



## Highlights

- Visitors are actively **searching** for places to eat, stay, shop and explore
- **Strong mix** of local and out-of-state travelers, ideal for local, regional and national brands
- Direct flights from **50+ destinations**, with Northeast and Midwest markets particularly well represented

## PGD Advertising Goals



**Enhance the PGD Experience** – reinvesting in future improvements and passenger amenities to support a growing travel hub



**Seamless Passenger Experience** – aesthetically pleasing integration with wayfinding, entertainment and flight information



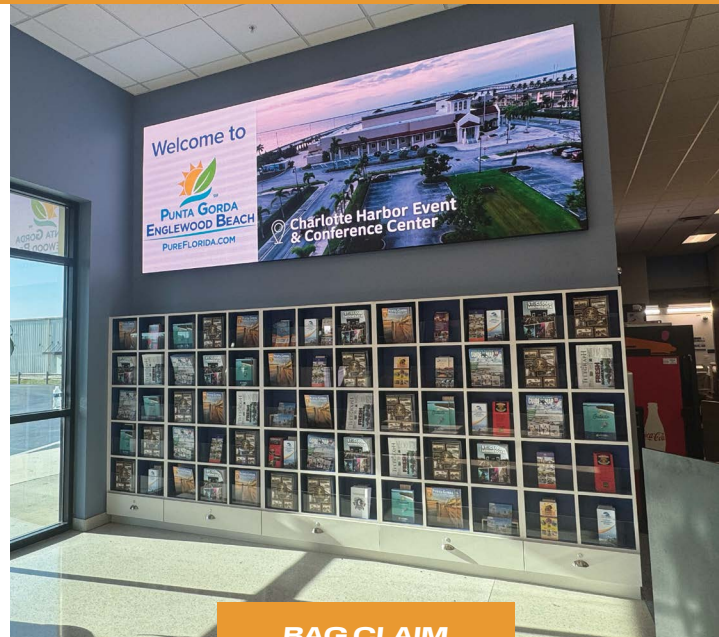
**Support for the Local Economy** – helping local and regional businesses grow their reach with smart advertising



# 3 Welcome Centers, — 1 BIG Impact —

## Brochure Displays

Reach travelers the moment they land in sunny Southwest Florida with premium brochure placement in PGD's three high-traffic Welcome Centers. These curated spaces are strategically positioned to capture attention during key transition moments, when visitors are actively deciding where to eat, stay, shop and explore.



BAG CLAIM

## Get in the hands of our visitors

Take advantage of these trusted touchpoints for travelers arriving in Southwest Florida and make a lasting first impression.

Each location offers a unique opportunity to engage a highly targeted audience with strong dwell times and limited distractions.

*Advertising placements shown are illustrative.*



RENTAL CAR CENTER



PGD AIR CENTER



# Bailey Terminal Interior Advertising Opportunities

**Digital Displays** 20 hours of play (4 a.m. to midnight).



## Terminal-Wide Digital (Concourse Digital Network)

### • Five 100-inch LCD Displays: 7.3'x 4.1'

- Ultra HD Screens, 16:9 aspect ratio
- Locations: one in Ticketing Lobby, one in Bag Claim, three in Concourse
- Avg Dwell Time: 89 minutes (Concourse)



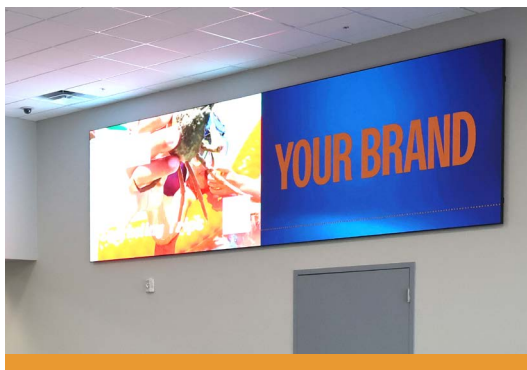
## Arrivals Featured Digital

### • Two LED Video Walls: 11.5' x 6.5'

- High Resolution Screens, 16:9 aspect ratio
- Locations: One displayed behind carousel 1, one behind Carousel 2

### • Two back-to-back 100-inch LCD Displays: 7.3'x 4.1'

- Eight ad spaces: each is 49" x 29," 16:9 aspect ratio
- Location: Four ad spaces on Carousel 1, four ad spaces on Carousel 2
- Avg Dwell Time: 32 minutes



## Ticketing Lobby Featured Digital

### • One LED Video Wall: 16.5' x 5'

- High Resolution Screen, 32:9 aspect ratio
- Location: Displayed adjacent to the check-in queue, also visible from TSA screening queue
- Avg Dwell Time: 62 minutes (includes ticketing, check-in and TSA screening)
- Features: Can display ultra-wide video content or multiple quadrants



## Static Displays

### In Concourse and Bag Claim

#### • 6' x 6' Tension Displays

- Vibrant graphics without being displayed behind glass, eliminating glare.



# Bailey Terminal Exterior

## Unmatched Visibility & High Impact

Exterior signage at PGD is large-format and strategically placed at key entry and exit points. It captures attention from drivers, passengers, greeters, and airport staff – maximizing exposure. These zones are bottlenecks of activity – guaranteeing high dwell time and engagement.

## Advertising Opportunities



### 8'x12' Framed Banner

Located on the exterior south end of the Bailey Terminal near ticketing entrance



### Boarding Ramp Banners

Five ramps with four 144" x 28" mesh banner opportunities per ramp



### Light Pole Banners

Three opportunities in front of the Bailey Terminal  
Three opportunities in front of the Rental Car Center  
*Additional opportunities available*



### Transit Shelters

One exclusive opportunity or shared placements

*Advertising placements shown are illustrative.*

**Be the first they see and the last they remember**

Own the space where every journey begins and ends.

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# Rental Car Center

## A Blank Canvas for All Your Advertising Needs



**At PGD, we don't just move passengers – we move brands forward.**

Our brand-new, state-of-the-art, 18,000-square-foot Rental Car Center is now open, and we're offering the unique opportunity to shape the future of brand engagement in a dynamic, high-impact environment.

### What's New

- A centralized rental car facility featuring top national rental car brands
- A seamless traveler experience, complete with modern architecture, high foot traffic and premium visibility
- Integration with PGD's digital and physical advertising networks

### Why This Matters

- This new facility is more than just a transportation hub – it's a blank canvas for immersive and memorable brand exposure
- Capture attention at the exact moment travelers are making decisions





# Rental Car Center Advertising Opportunities



## Highly Visible Display Space

About **20,000** travelers per month with a **31-minute** average dwell time to showcase your business



LED DISPLAY



LCD DISPLAY



BACK-LIT SIGN



SKY BANNERS

### Digital Displays

Your ad will be shown on two 100" digital displays. One of 12 ads rotates every two minutes with 10-second view time per ad.

19 hours of play (5 a.m. to midnight), 7 days a week and average 26 impressions/views per visitor.

#### Available opportunities

- LED Video Wall: 11.5' x 6.5' High Resolution Screens, 16:9 aspect ratio
- Two 100-inch LCD Displays: 7.3'x 4.1' Ultra HD Screens, 16:9 aspect ratio

### Static Displays

High-impact, permanent displays available in backlit, gallery canvas wrap or poster snap frame formats.

#### Available opportunities

- 96" x 36" Double Sided Sky Banners (sold as 2)
- Four (two in each restroom) 60" x 40" poster snap frames
- Two 30" x 48" gallery canvas wraps (alternative option for back-lit)
- One double-sided 23.5" x 66.5" back-lit free standing

### Think Big. Go Bold. Get Noticed.

This iconic launch marks the beginning of a new era in airport advertising. With a blank canvas as your starting point, the possibilities are endless — and you get to lead the way.

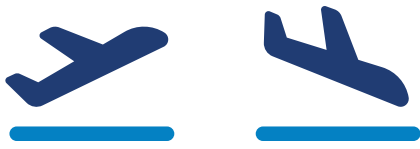


## Premium Visibility. Aviation-Focused Audience.

The PGD Air Center is a 13,500-square-foot facility that serves as a gateway for general aviation, private charters and aviation professionals. With a welcoming lobby, conference and event rooms, leased spaces, and a pilot lounge, the PGD Air Center provides private aircraft services for a high-value audience.

**Open to the public and strategically located on the north side of the airfield, the PGD Air Center also offers direct access to a 500,000-square-foot ramp, self-serve fuel and exclusive private aircraft services.**

### In 2025, PGD recorded...



**143,678**

ANNUAL TAKEOFFS & LANDINGS

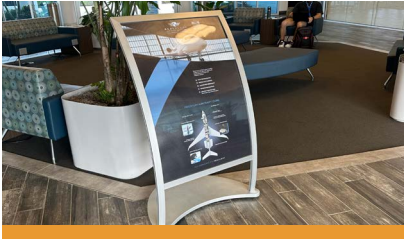
WITH NEARLY



**50%**

OF PILOTS AND PASSENGERS USING  
PGD AIR CENTER AMENITIES

Plans are underway for a future full-service restaurant and bar with panoramic runway views, further enhancing the visitor experience.



## PGD Air Center Lobby

- Two 24" x 36" Freestanding Floor Signs
- Digital Coffee Table Display – a central conversation piece with rotating digital ads



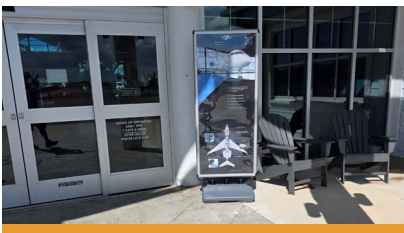
## Interior Digital Display

- 65" wall-mounted screen in high-traffic area
- 10-second ad in a continuously looping slideshow
- Maximum of four advertiser spots per loop, with a duration of 2 minutes between your ad being shown



## Restroom Displays

- Matching ad placements available in both men's and women's restrooms
- Two 60" x 40" displays (one in each restroom)



## Airside Exterior

- Prime airside visibility – seen by pilots and private air travelers upon arrival and departure
- Two 67" x 28" weather resistance freestanding signs



## Exterior LED Road Sign

- Full-color digital display at the PGD Air Center entrance
- 5-second ad in a continuously looping slideshow
- Maximum of 13 advertiser spots per loop, with a duration of 2 minutes between your ad being shown

Advertising placements shown are illustrative.

## Elevate your visibility with a built-in audience

The PGD Air Center attracts a unique, influential crowd. Be part of something exceptional. The runway is ready.



# Why Advertise on Our Digital Platforms?



## Target a Premium Audience



16K

FACEBOOK FOLLOWERS

2.5K

INSTAGRAM FOLLOWERS



1.7M

WEBPAGE VIEWS  
ANNUALLY

57.3K

SUBSCRIBERS TO PGD'S BUZZ E-NEWS

62%

AVERAGE OPEN RATE

## Prime Placement, High Visibility

Limited ad space = less clutter, more impact

### Trust-Backed Platform

PGD's website and email platforms are **trusted by travelers** planning their journey, making it a brand-safe, high-integrity environment for your messaging.

### Local and National Reach

Speak directly to both local residents and inbound travelers from **50+ nonstop destinations.**

### Flexible Placement. Powerful Results.

Whether you're a national brand looking to reach high-value leisure travelers or a local business building visibility, we offer flexible page placements and pricing tiers to align with your advertising goals – and your budget.

# Digital Advertising Opportunities



## Add more impact!



Pair digital advertising with in-terminal signage for a seamless, multi-channel presence.

**ARRIVALS & DEPARTURES**

PUNTA GORDA AIRPORT ARRIVALS & DEPARTURES

Click on a city to filter by city:  
Click on an airline to filter by airline:

Arriving From	Time	Airline	Flight	Class	Remarks
Flint, MI	10:33 AM	allegiant	1537	1	Expected At 9:51 AM
Grand Rapids, MI	10:59 AM	allegiant	539	1	In Flight
Belleville, IL	1:48 PM	allegiant	843	1	On Time
Des Moines, IA	2:01 PM	allegiant	457	1	On Time
Dayton, OH	2:11 PM	allegiant	867	1	On Time
Albany, NY	5:06 PM	allegiant	852	1	On Time
Southbend, IN	5:30 PM	allegiant	956	1	On Time
Rockford, IL	5:48 PM	allegiant	891	1	On Time
Fort Wayne, IN	6:01 PM	allegiant	921	1	On Time
Louisville, KY	8:04 PM	allegiant	2492	1	On Time
Harrisburg, PA	9:05 PM	allegiant	2520	1	On Time

look **FLYPGD Media Solutions**

## Website Display Ads

Target travelers where they seek critical travel information. Banner placements are available across **PGD's top-performing webpages:**

- Arrivals & Departures
- Parking & Directions
- Rental Cars
- Airlines
- In-terminal Wi-Fi landing page

**PGD BUZZ**

What's all the BUZZ? Check out the latest happening at PGD.

Visit PGD BUZZ

Available Advertising Space

**Airport News**

Available Advertising Space

Available Advertising Space

CCAA | news@flypgd.com | http://flypgd.com  
2000 Airport Road A-1  
Punta Gorda, FL 33982

STAY CONNECTED

f t

## BUZZ Email Blast Newsletter

Feature your brand in our monthly BUZZ email blast, reaching over **55,000 subscribers** with a high open rate.

## Social Spotlight *Included with Digital Advertising Packages*

Showcase your brand to travelers and the local community with **PGD's Social Spotlight** – a featured post on our official Facebook and/or Instagram channels. Ideal for local promotions, product launches or seasonal campaigns, this opportunity boosts visibility and engagement by aligning your message with a trusted regional platform.



# Big Things Are Taking Off

Punta Gorda Airport is investing in a bold future, with major upgrades designed to elevate the traveler experience and attract even more visitors to Southwest Florida.

## Bailey Terminal Expansion

A 50,000+ square foot expansion is underway, bringing new gates, additional seating, improved concessions and upgraded amenities – all driving more foot traffic and visibility for your brand.

## PGD Air Center Growth

Built in 2022, the PGD Air Center is gaining momentum as a hub for general aviation. It's also the future home of a public use restaurant, offering even more opportunities for brand alignment and regional visibility to an exclusive audience.

## More passengers. More destinations. More potential.

Now is the time to align your brand with PGD's next chapter.

## Ready to Take Off With Us?

Put your brand in front of thousands of travelers – right at the point of decision. Whether through eye-catching static displays or dynamic digital messaging, PGD advertising connects you with a premium, high-intent audience in the perfect mindset to explore, shop and book. Space is limited and demand is growing. Now's the time to claim your spot.



Let's get your campaign off the ground.



# Frequently Asked Questions

## What types of businesses can advertise at PGD?

We welcome both local and national advertisers across a wide range of industries. However, all advertising is subject to PGD's approval and must align with airport guidelines and federal advertising standards.

## How can I find out about advertising rates?

Please contact [advertise@flypgd.com](mailto:advertise@flypgd.com) to request current rates. Rates may vary and may be adjusted as needed.

## What if I have an idea for an advertising display format not listed in the media kit?

If you have a unique idea for a display format not currently offered, contact PGD's advertising representative. If the concept is approved, the rep will provide a proposed rate and additional details.

## Do advertisers pay for printing and production costs?

Yes. Advertisers are responsible for the cost of printing and installation for static displays. This does not apply to digital ads. PGD will coordinate print production and installation using PGD-approved vendors.

## Who is responsible for supplying advertising media files?

All media must be supplied by the advertiser. For an additional fee, PGD can assist with graphic design services.

## Can I update my digital ad content during the campaign?

Yes. Digital campaigns can be refreshed periodically, subject to the terms of your agreement. Please contact the PGD advertising representative for file specs, scheduling options and deadlines.

## Do you offer reporting on ad performance?

While PGD does not currently offer performance analytics for static placements, impressions estimates and rotation schedules can be provided for digital campaigns.

## Who do I contact for additional support or questions?

For all advertising inquiries or support, please contact:

Email: [advertise@flypgd.com](mailto:advertise@flypgd.com)

Phone: **941.639.1101 ext: 165**

All advertising opportunities are subject to availability at the time of booking. PGD reserves the right to adjust listed advertisement pricing at its discretion based on individual advertiser agreements. Advertisers must comply with all airport regulations and federal advertising standards. All creative is subject to PGD's approval for content, design and placement.