

SKYMIDIA



New connections, new media and new opportunities!



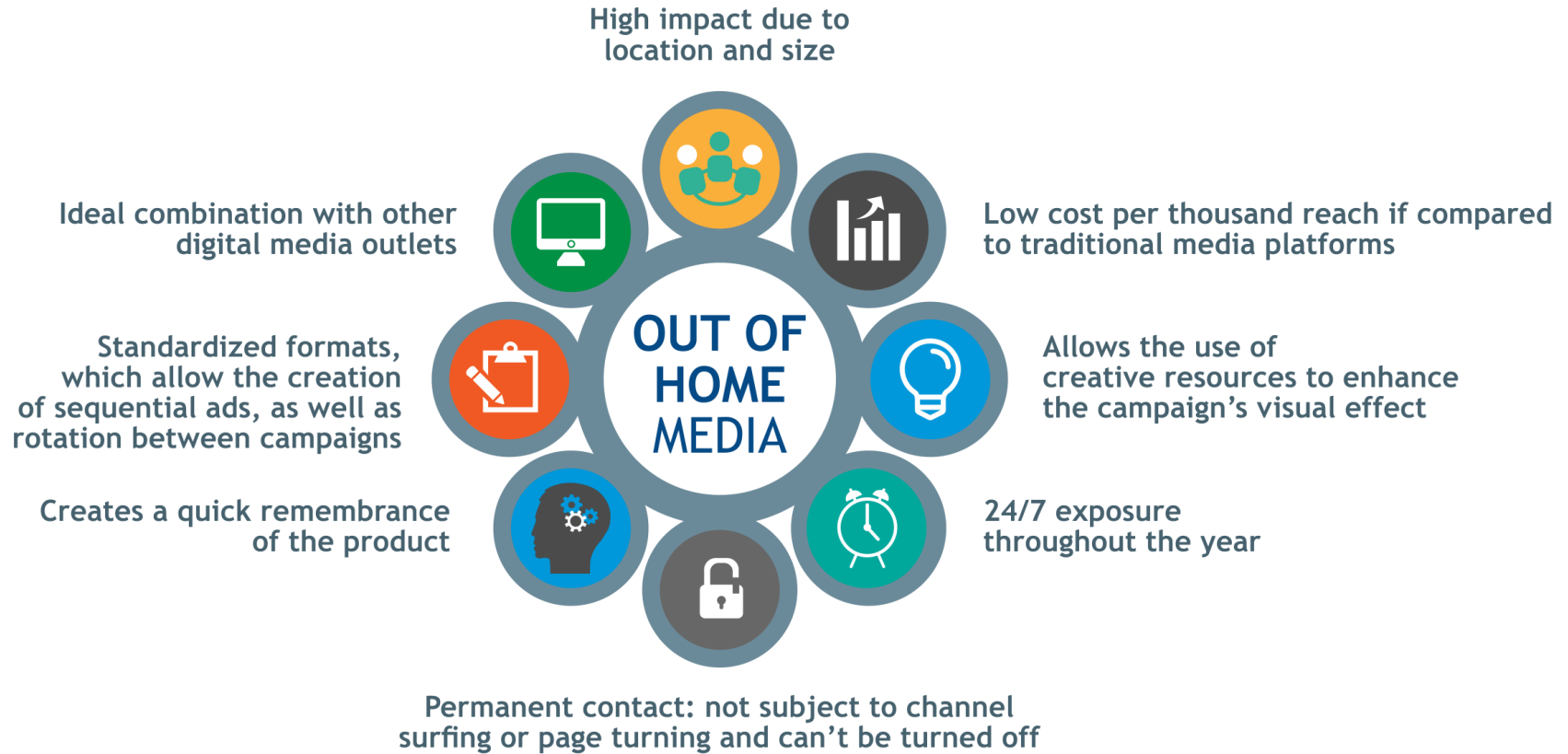
ABOUT US

A 100% national company, Skymidia has been operating in the field of technology associated with advertising for 16 years.

Its structure envelops the company headquarters in Rio de Janeiro (RJ), as well as offices in São Paulo (SP), Belo Horizonte (MG) and Miami (FL-USA).

Some of the largest companies in the country are among our clients: TIM, Vivo, Claro, Nextel, Embratel, Correios, Itaú, Bradesco, Furnas and others.







OOH MEDIA Airport MEDIA KIT



Airport media is aimed
at a **qualified public**.
Dispersion levels are
practically null,
so it provides
a **high return rate**.





Airport age range percentages:

26 to 35 years old - 35%

36 to 45 years old - 19%

18 to 25 years old - 16%

46 to 55 years old - 14%

56 to 64 years old - 12%

65+ years old - 3%

Did not reveal age - 1%

Source: Infraero



Educational level:

*Elementary school
(unfinished) - 1%*

*Elementary school
(finished) - 4%*

High school (unfinished) - 1%

High school (finished) - 21%

University (unfinished) - 10%

University (finished) - 51%

Masters - 4%



Source: Infraero





SANTOS DUMONT AIRPORT - SDU

An average of **27,191** passengers, **344** flights and 30 lb 11.43688 oz of cargo go through the airport daily. There are also **4.295** personnel currently employed by the airport system.

Total Rentable Area (TRA) - 88.33941 ft², which encompass 11.6% of the passenger terminal, spread across the underground level, ground floor, mezzanine, 1st and 2nd floors.

The TRA is divided as follows:

Retail: 20.51601 ft²

Services: 23.97123 ft²

Food & Restaurants: 40.52612 ft²

Eventual Actions: 3304.520ft²

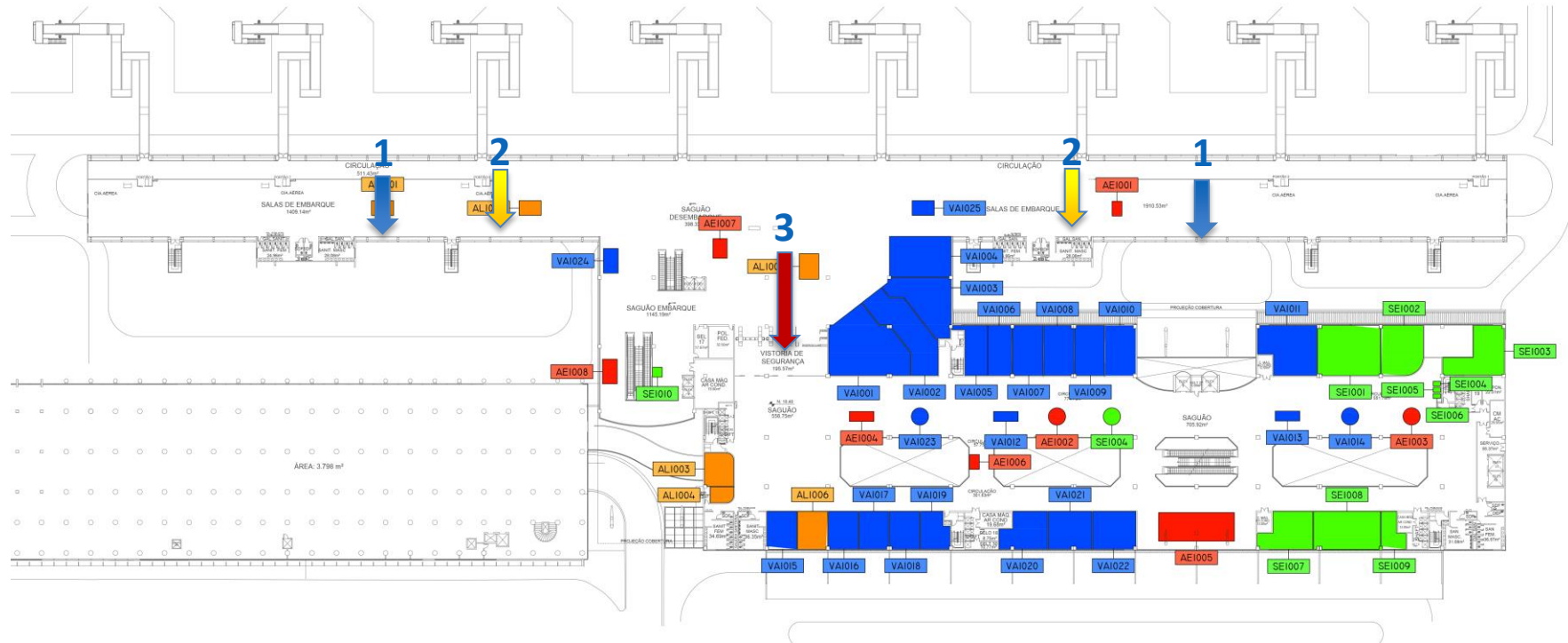
Total Commercial Slots: 156

Source: Infraero



MAP

SDU Departures Terminal



1 - CHARGING PANELS

SDU Departures Terminal



INFORMATIONS:

Description:

Backlight panel with blackout sticker.

Location:

2 Panels in the boarding area.

Panel 1 - Gate 3

Panel 2 - Gate 7

Dimensions:

12 ft 7.57 in x 4 ft 4.76 in



2 - AIR CONDITIONING PANELS SDU Departures Terminal



INFORMATIONS:

Description:
Stickered Panel.

Location:
In the boarding area.

Panel 1 - Gate 6

Panel 2 - Gate 3

Dimensions:
7 ft 9.31 in X 6 ft 11.46 in

3 - X-RAY PANELS (PANEL 1) SDU Departures Terminal



INFORMATIONS:

Description:

Canvas without eyelets.

Location:

Entrance to the boarding area, outside the glass.

Dimensions:

26 ft 11.62 in x 7 ft 9.31 in

3 - X-RAY PANELS (PANEL 2) SDU Boarding Terminal



INFORMATIONS:

Description:

Canvas without eyelets.

Location:

Entrance to the boarding area, outer side of the glass, next to the X-ray.

Dimensions:

17 ft 1.91 in x 7 ft 9.31 in

3 - X-RAY PANELS (PANEL 3) SDU Boarding Terminal



INFORMATIONS:

Description:

Canvas without eyelets.

Location:

Entrance to the boarding area, inner side of the glass wall, next to the X-ray.

Dimensions:

22 ft 11.59 in x 7 ft 9.31 in

3 - X-RAY PANELS (PANEL 4) SDU Boarding Terminal



INFORMATIONS:

Description:

Canvas without eyelets.

Location:

Entrance to the boarding area, inner side of the glass wall, next to the X-ray.

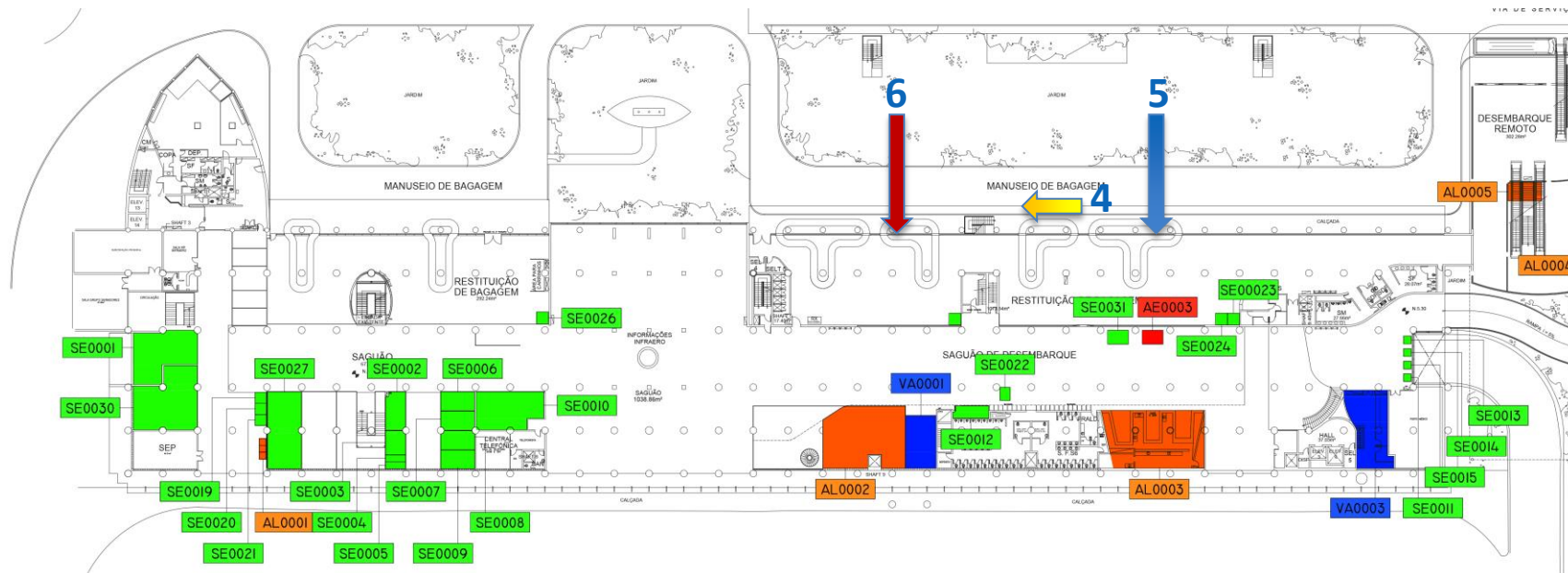
Dimensions:

18 ft 8.41 in x 7 ft 9.31 in



MAP

SDU Arrivals Terminal



4 - PANEL IN THE AREA BETWEEN ROOMS A AND B SDU Arrivals Terminal



INFORMATIONS:

Description:
Stickered panel.

Location:
Wall next to the hallway which connects rooms A and B.

Dimensions:
18 ft 5.26 in x 7 ft 5.76 in



5 - MEGA PANEL ON THE LUGGAGE CLAIM GLASS WALL - (PANEL 1) SDU Arrivals Terminal



INFORMATIONS:

Description:

Canvas panel without eyelets.

Location:

Next to the luggage claim conveyor belts. Panels 1 and 2.

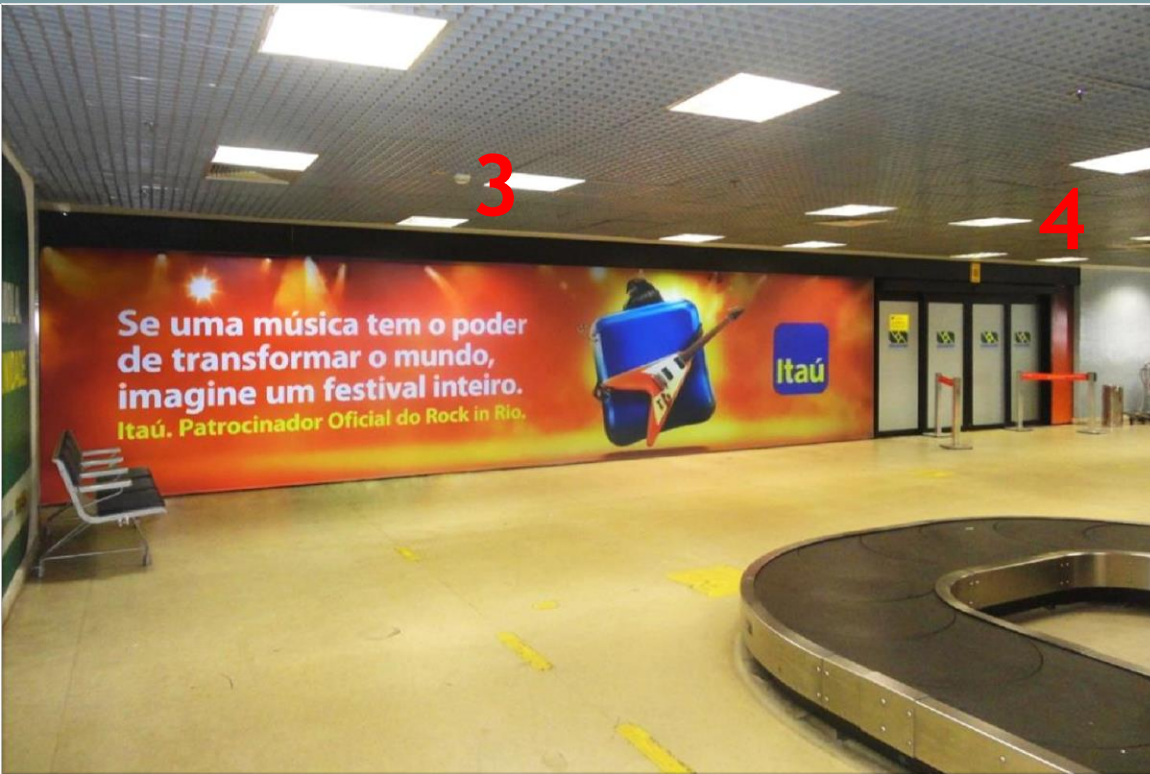
Dimensions:

Panel 1 - 50 ft 6.3 in x 7 ft 9.7 in

Panel 2 - 34 ft 1.45 in x 7 ft 9.7 in



6 - MEGA PANEL ON THE LUGGAGE CLAIM GLASS WALL - (PANEL 2) SDU Arrivals Terminal



INFORMATIONS:

Description:

Canvas panel without eyelets.

Location:

Next to the luggage claim conveyor belts. Panels 3 and 4.

Dimensions:

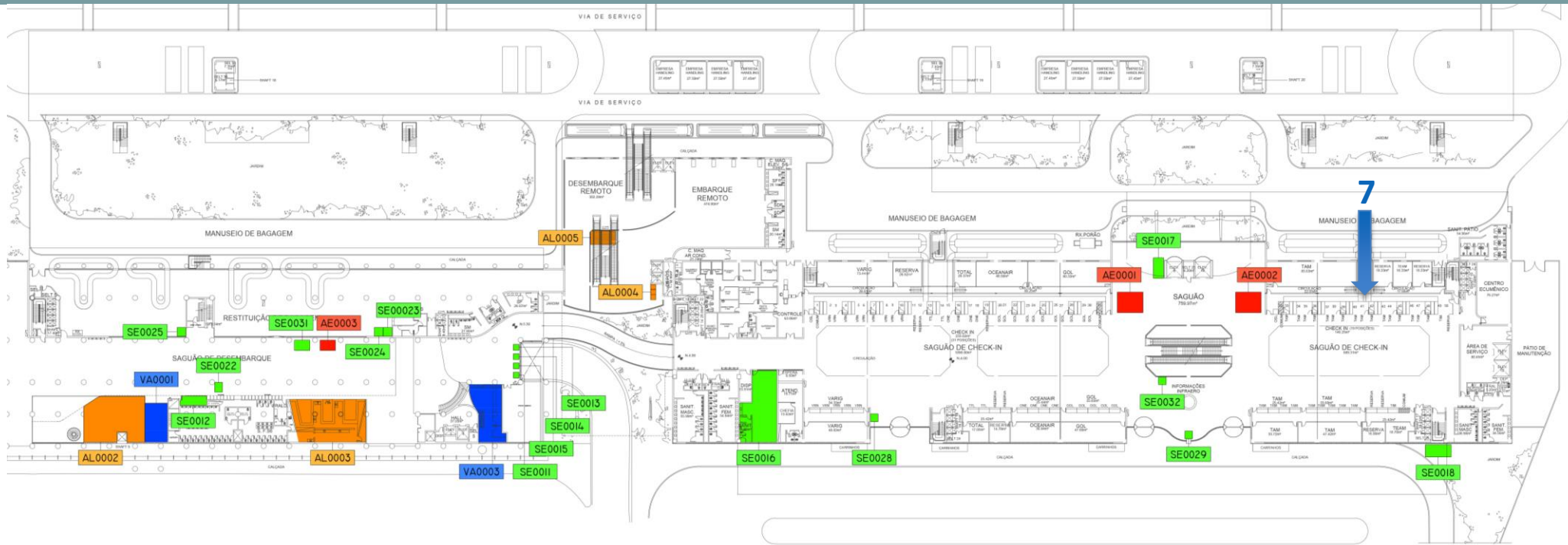
Panel 3: 34 ft 4.99 in x 7 ft 9.7 in

Panel 4: 1 ft 9.65 in x 7 ft 9.7 in



MAPA

Ground Floor



7 - CHECK-IN PANEL Ground Floor



INFORMATIONS:

Description:

Stickered PS panel.

Location:

Check-in lobby above the airline counters. 8 total panels.

Dimensions:

16 ft 4.85 in X 4 ft 3.18 in

8 - LED PANEL Ground Floor



INFORMATIONS:

Description:

LED Panel.

Location:

Parking lot entrance, above the cashiers. In the access way to the terminals, so it reaches 100% of the people.

Dimensions:

2592px X 144px / 8640 monthly appearances

Duration per appearance:

15 Seconds.



ADDITIONAL INFORMATION



- ✓ This proposal is valid for 5 working days.
- ✓ Any specific details should be consulted at the moment of closing.
- ✓ Any materials produced by agencies or clients needs to be made available at least 72 hours in advance.
- ✓ Production measurements should be confirmed through sketches. Skymidia does not accept responsibility for graphic material which doesn't comply with the specified standards.
- ✓ Production, manufacturing and installation costs should be consulted separately.
- ✓ Skymidia reserves the right for typing errors and other editing errors in advertising materials and commercial proposals.

Important:

Skymidia respects all decisions and decrees made by governmental regulatory agencies in the country, which is why the content of our ads cannot infringe the law in any way.



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