ADVERTISING REVENUE

RapAirport.com/Advertise

Advertisers have the opportunity to target travelers at key touchpoints throughout the passenger journey — from ticketing to gate and bag claim.

2022: $77,000+ projected revenue

Past Income:
- 2021: $59,377
- 2020: $61,063
- 2019: $59,893
- 2018: $62,579

+29.6%
**PAID SEARCH**

Paid search efforts are driving conversions at a high rate of 31.42%, compared to our past performance goal of 20%.

<table>
<thead>
<tr>
<th>Location</th>
<th>Price 1</th>
<th>Price 2</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas</td>
<td>$158</td>
<td></td>
<td>Rates sampled 05/12/2022*</td>
</tr>
<tr>
<td>Newark</td>
<td>$344</td>
<td></td>
<td>Rates sampled 06/18/2022*</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>$169</td>
<td></td>
<td>Rates sampled 05/27/2022*</td>
</tr>
<tr>
<td>Chicago</td>
<td>$214</td>
<td></td>
<td>Rates sampled 06/28/2022*</td>
</tr>
</tbody>
</table>

**EMAIL BLASTS**

- 25,681 Audience
- Additional Revenue Option

**WEBSITE STATS**

- 159,522 Sessions in 2022
- 11,133 clicked to book flight
SKY HARBOR

Win a trip to/from Phoenix Sky Harbor by registering at RapAirport.com

**AWARENESS**
Inform locals and Phoenix market about direct flights from Sky Harbor.

**REMARKETING**
Collect engaged email addresses for future campaigns.
WEBSITE UPDATES

INTERACTIVE FEATURES
Interactive and mobile friendly terminal map provides locations of key touchpoints in the terminal and parking lot.

DIRECT ROUTE MAP
Interactive direct route map allows guests to easily find flight destination information.

AFFILIATE MARKETING
Launched June 27th, averaging around $15/day in additional revenue
SUNFLOWER PROGRAM

We’re proud to be the first airport in the Dakotas to adopt the Sunflower Hidden Disabilities Program.

The organization helps people with hidden disabilities discreetly inform others – through the use of a Sunflower printed lanyard – that they have a disability that may not be readily apparent. The Hidden Disabilities Sunflower indicates to anyone approaching – especially those in customer service roles – a person wearing one of these items may need more assistance and that patience is appreciated.