



MEDIA GUIDE

FITNESSKAST

FITNESS CENTER ADVERTISING

HEALTHKAST

HEALTH FACILITY ADVERTISING

HOTELKAST

HOTEL LOBBY ADVERTISING

SKYKAST

AIRPORT TERMINAL ADVERTISING

AD RATES

FITNESSKAST	\$500	The price to run an ad on any of our digital networks for one month is \$500. Your ad plays for six seconds in a 2-4 minute rotation that runs on every monitor on that network.*
HEALTHKAST	\$500	
HOTELKAST	\$500	Our backlit signs at the Lake Charles Regional Airport are \$500 per month.
SKYKAST	\$500	Discounts are available based on contract length and running on multiple networks.
BACKLIT	\$500	

* Some exclusions apply based on venue approval or conflicts of interest.

AD SPECS

DIGITAL SIGNAGE

STILL IMAGE ADVERTISEMENT

Dimensions - 1920px x 1080px

Formats Accepted - JPEG, PDF, PSD, PNG, AI or EPS
(All formats need to be in RGB. Please outline or include all fonts.)

ANIMATION ADVERTISEMENT

Dimensions - 1920px x 1080px

Formats Accepted - MP4 @ 4 MBS or Higher, SWF @ 30 FPS for SKYKAST

(All formats need to be in RGB. Please outline or include all fonts. No XML, use single timeline and smooth all embedded images when using Flash.)

PRINT SIGNAGE

BAGGAGE AREA LIGHTBOX ADVERTISEMENT

Dimension - 48.5in x 37in

Formats Accepted - JPEG, PDF, PNG, AI or EPS
(All formats need to be in CMYK. Please outline or include all fonts.)

FRAMED LIGHTBOX ADVERTISEMENT

Dimension - 48.5in x 37in

Formats Accepted - JPEG, PDF, PNG, AI or EPS
(All formats need to be in CMYK. Please outline or include all fonts.)

KIOSK LIGHTBOX ADVERTISEMENT

Dimensions for Main Advertisement- 23.8in x 68.15in

Dimensions for Kiosk Header- 24in x 6in (Please refer to our template for guides.)

Formats Accepted - JPEG, PDF, PSD, PNG, AI or EPS
(All formats need to be in CMYK. Please outline or include all fonts.)