digikast
CAPTIVE MEDIA SOLUTIONS



FITNESSKAST
FITNESS CENTER ADVERTISING

HOTELKAST
HOTEL LOBBY ADVERTISING

HEALTHKAST
HEALTH FACILITY ADVERTISING

SKYKAST
AIRPORT TERMINAL ADVERTISING

COWBOYKAST
MCNEESE LEGACY CENTER & STADIUM ADVERTISING

CAMPUSKAST
MCNEESE CAMPUS & DORM BUILDINGS

LA & TX

Premiere Captive Audience Advertising Network

2026 MEDIA GUIDE

Phone 337.437.1112

www.digikast.com

AD RATES

Discounts are available based on contract length and running on multiple networks.

FITNESS KAST	**$500**	Featured in the Lake Area's most popular fitness centers and exposes advertising for your business to a large number of demographically favorable viewers. What sets FITNESSKAST venues apart is the frequency of the viewings, as most fitness club members exercise for over 30 minutes per visit and workout three or more times per week. With the amount of exposure that FITNESSKAST provides, you target a captive audience that has a statistically higher level of disposable income, which is a very attractive target for your advertising.
HOTELKAST	**$500**	Featured in hotels across SWLA and SETX. Each digital sign is prominently displayed in the lobby and plays advertisements for local area restaurants, shops, events, and more. Displayed alongside the time, local weather, and news, our screens entice viewers to watch longer, providing a captive audience for your advertising message. With the growing number of visitors to our area, HOTELKAST can be the first contact they have with your business when they stay at one of our venues. With your ad on HOTELKAST, you can capture the attention of these new visitors.
HEALTHKAST	**$500**	The HEALTHKAST network features broadcast content, like cable or streaming services, alongside advertisements for your business. HEALTHKAST+ TVs are located in the common areas of medical offices, physical rehabilitation centers, pharmacies, and hospitals across SWLA. The frequency with which an advertisement plays on HEALTHKAST+ is unpralleled, allowing your target audience to see and retain your advertising message in one visit to a HEALTHKAST+ venue. Capture their attention and deliver your message to your desired clientele with an ad on HEALTHKAST+.
SKYKAST Digital & Backlit ea.	**$500**	With nearly 50,000 travelers passing through the Lake Charles Regional Airport each month, SKYKAST provides your business with the opportunity for your advertising to reach a highly lucrative target demographic. SKYKAST features both indoor digital signage and backlit displays; the largest indoor digital display is a 5′ x 8′ video wall visible from upstairs and downstairs. Increased airport security causes travelers to spend a longer period of time in the terminal, and SKYKAST advertising capitalizes on this extended time, increasing the exposure for your business advertising with this captive audience.
COWBOYKAST	**$3,500**	COWBOYKAST features 11 strategically placed 55-inch digital screens throughout McNeese State University's Legacy Center, ensuring high-traffic visibility at concessions, ticket booths, and merchandise areas. With a capacity of 4,200+, it showcases 14 men's and 15 women's home basketball games, the Southland Conference Tournament in 2025 (14 games), and McNeese State University Graduation, making it a hub for prominent events.
CAMPUSKAST	**$1,000**	COWBOYKAST features 12 strategically placed 55-inch digital screens throughout McNeese State University's Campus, ensuring high-traffic visibility at the Library, Einstein's, The Ranch, & Living areas. 2025 Enrollment is the largest increase in enrollment in 22 Years!

Your ad plays for ten seconds in a 2-4 minute rotation that runs on every monitor on that network.*

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 with submission.)

ANIMATION ADVERTISEMENT

Dimensions - 1920px X 1080px
Formats Accepted - Loseless.MP4 (All formats need to be in RGB.)

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PRINT SIGNAGE

BAGGAGE AREA LIGHTBOX ADVERTISEMENT

Dimensions - 48.5n X 37in.
Formats Accepted - JPEG, PDF, PSD, PNG, AI or EPS (All formats need to be 300dpi & CMYK. Please outline or include all fonts.)

FRAMED LIGHTBOX ADVERTISEMENT

Dimensions - 48.5in X 37in.
Formats Accepted - JPEG, PDF, PSD, PNG, AI or EPS All formats need to be 300dpi & 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 300dpi & CMYK. Please outline or include all fonts.)

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

If you have any questions or concerns, please contact our production staff at support@digikast.com