



# MEDIA GUIDE

**FITNESSKAST**  
FITNESS CENTER ADVERTISING

**HOTELKAST**  
HOTEL LOBBY ADVERTISING

**HEALTHKAST**  
HEALTH FACILITY ADVERTISING

**SKYKAST**  
AIRPORT TERMINAL ADVERTISING

# AD RATES

|                    |              |   |
|--------------------|--------------|---|
| <b>FITNESSKAST</b> | <b>\$500</b> | 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.* |
| <b>HEALTHKAST</b>  | <b>\$500</b> |   |
| <b>HOTELKAST</b>   | <b>\$500</b> | Our backlit signs at the Lake Charles Regional Airport are \$500 per month.   |
| <b>SKYKAST</b>     | <b>\$500</b> | Discounts are available based on contract length and running on multiple networks.  |
| <b>BACKLIT</b>     | <b>\$500</b> | * 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.)