

# Baggage Carousel Advertising

## Airport Program Overview



## Airport Benefits

- provides incremental non-airline revenue
- zero mechanical alteration or capital expenditure
- daily cleaning of carousels
- ad sizes scalable to your environment
- attract new advertisers with innovative capabilities

## Ad Sizes

Ad Graphics can be customized to each airport environment, allowing individual airports to balance aesthetics with revenue generation.

Multiple 10', 20' or 35' Carousel Segment



Full Carousel Wrap



- *applied on top of current panels off-hours installation - no down time*
- *daily inspection & maintenance of ads*
- *patent-pending technology*
- *removal of graphics returns carousel to original condition*



DoubleTake Marketing



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### Production Process

DoubleTake Marketing has researched, developed, and filed for a patent on its baggage carousel advertising technology. Ads are printed on a white vinyl material which includes a temporary pressure sensitive adhesive, similar to the material used on wall and vehicle wraps. Once the ads are printed, they are coated with a highly specialized and durable laminate which provides the advertisements with the strength and capability of withstanding the harsh environments of the baggage carousel operation.

### Installation Process

Before the AdSpresive™ Graphics are installed the carousel is thoroughly cleaned to remove all debris, stickers, and grease. The printed panels are then applied to each baggage carousel plate with the ends of the vinyl panels wrapped under the adjoining carousel plates (very similar to the application process of a wall wrap). The installation process can be scheduled during off hours as to ensure there no interruption to the normal baggage carousel operation.

### Ad Maintenance, Inspection and Reporting

Each baggage carousel advertisement is cleaned, inspected, and photographed every two to three days. Photographs documenting before and after maintenance will be available as requested. Each AdSpresive™ graphic is intended to be installed and maintained for a period of 60 days and is warranted for the life of the ad.

### Carousel equipment maintenance

In many instances standard maintenance to the equipment is possible without damage to the advertising graphics. If advertising panels need to be removed as part of the maintenance process DoubleTake Marketing's local service rep coordinates with airport operations / maintenance staff to ensure replacement panels are on site and can be on site during the maintenance to help remove or install replacement ad graphics.

Should emergency maintenance to the equipment be necessary, replacement graphics are on-site with 48 hours of report to return advertising program to pre-maintenance condition.



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videos / photos online: [doubletakemarketing.com](http://doubletakemarketing.com)

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