

# REACH THE MASSES



Duluth Downtown District Skywalk



Duluth Entertainment Convention Center



Amsoil Arena



Duluth International Airport



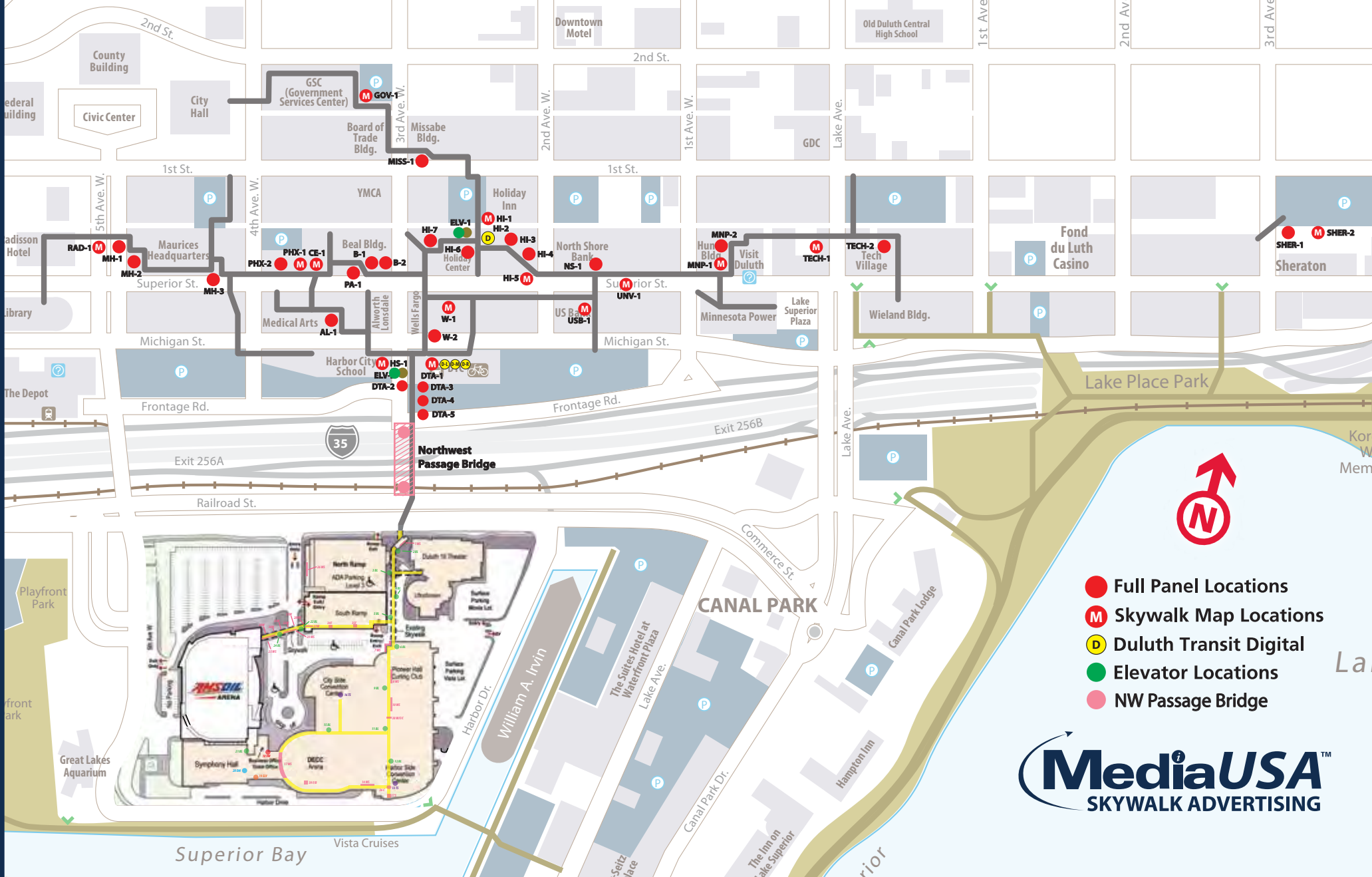
Duluth Transit Station

*Endless Possibilities. Amazing Results.*



2024

# DULUTH SKYWALK ADVERTISING LOCATIONS



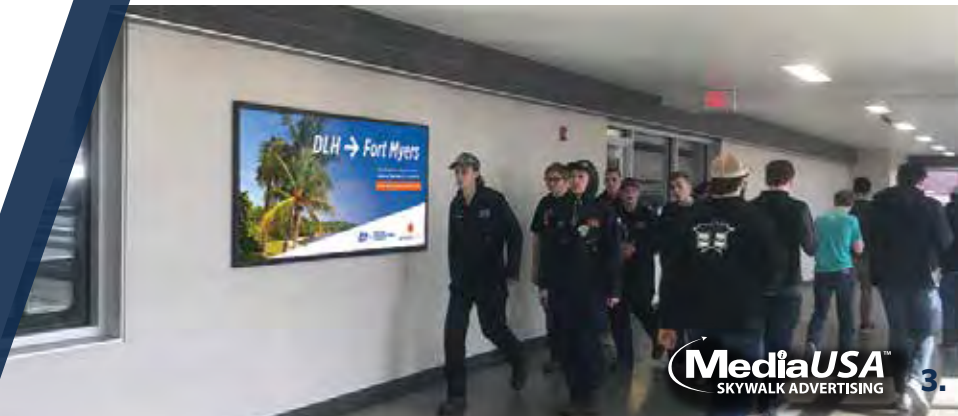
# UP CLOSE & PERSONAL

*Get up close and personal with the masses in the heart of Duluth!*

- Downtown Duluth skywalks are an interconnected collection of second story pedestrian walkways that connect downtown meeting and convention facilities, shopping, restaurants, businesses, entertainment hot spots, & hotels. This extensive skywalk system allows trend setting workers, residents, & visitors to navigate downtown Duluth 365 days a year in climate-controlled comfort!
- Featuring over 4 miles of skywalks, this system attracts over 18,000 upscale urban professionals working in the downtown waterfront district nearly every day. The Duluth skywalk is the **largest concentration of working adults in all of Northern Minnesota!** Add hundreds of thousands of conventioners and visitors, your ad campaign is sure to hit your mark!
- MediaUSA's skywalk platform is strategically placed to **target high demand areas** within this market.

## *Our Products Include:*

- Large Format Backlighting Ad Panels, Digital Panels, Elevator Wraps, Wallscape, Accent Clings, Floor Graphics & More!



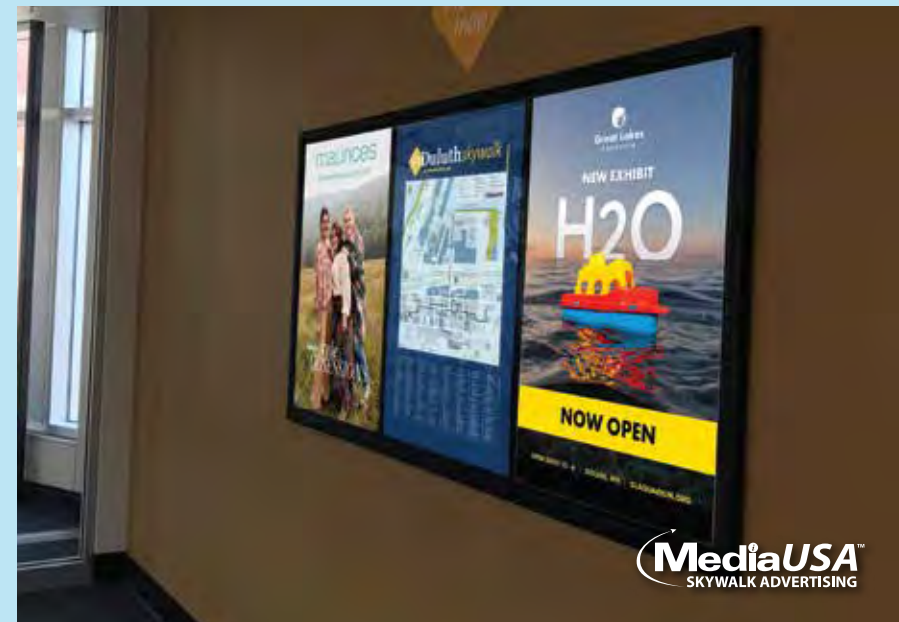
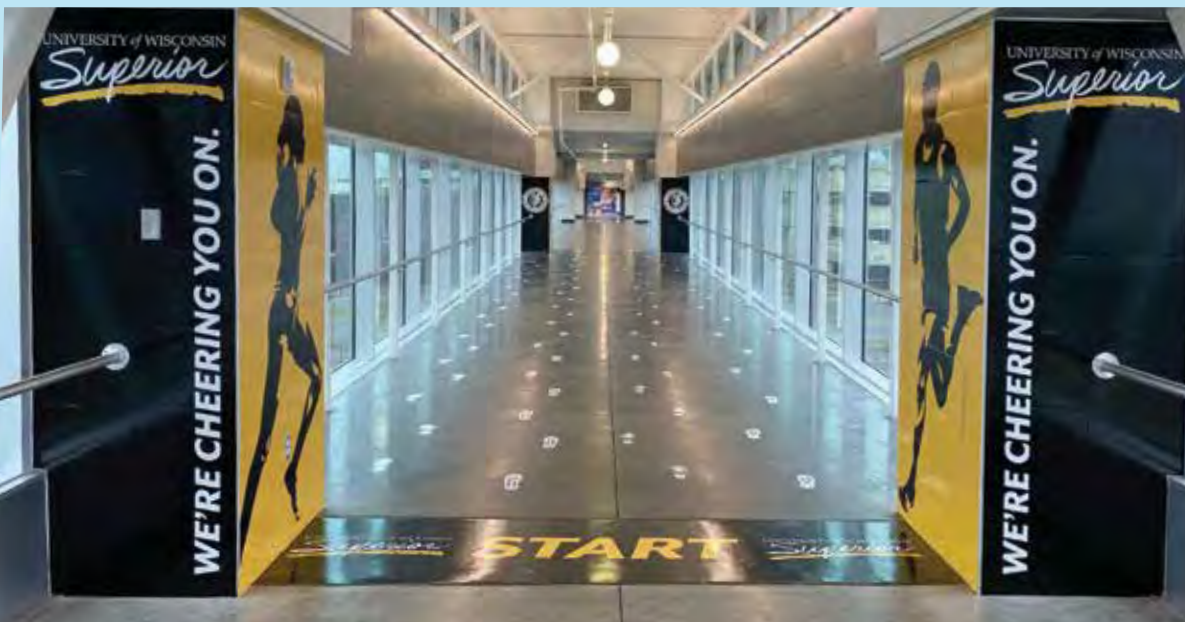
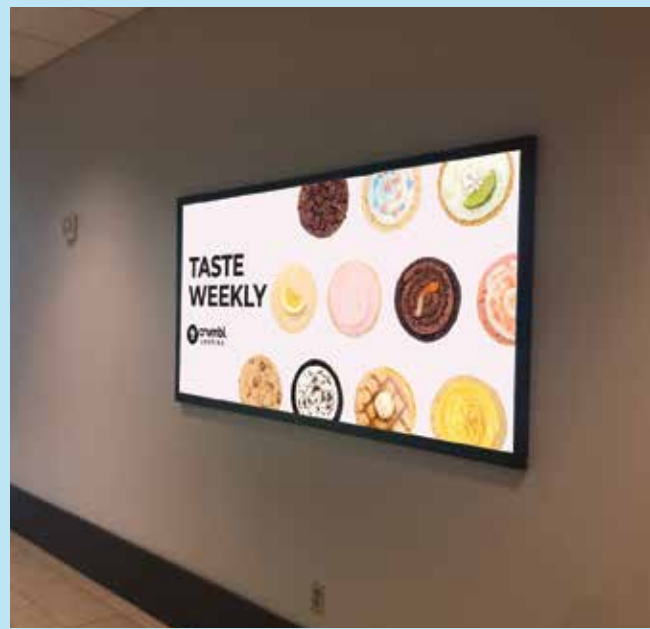


# PRODUCT OVERVIEW

## UNIQUE APPLICATIONS

SKYWALK

LED Backlit Panels • Wall Dominations • Elevator Clings • Floor Clings • Window Clings



MediaUSA  
SKYWALK ADVERTISING



# PRODUCT OVERVIEW

## UNIQUE APPLICATIONS

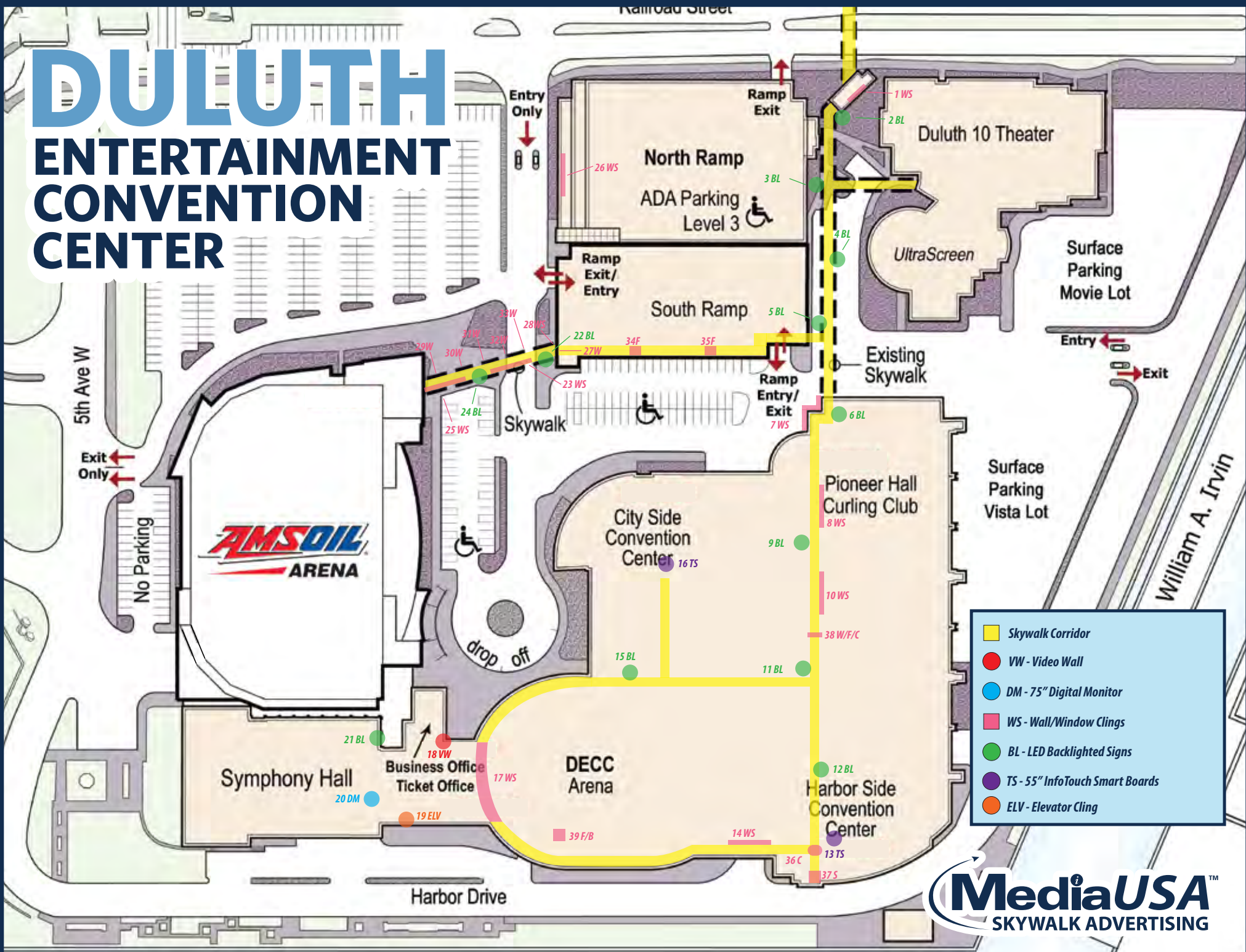
LED Backlit Panels • Wall Dominations • Elevator Clings • Floor Clings • Window Clings

SKYWALK





# DULUTH ENTERTAINMENT CONVENTION CENTER



# BY THE NUMBERS

*By using the MediaUSA Skywalk Advertising venue, you can reach over 6.7 million guests and tourists visiting Duluth each year, many taking advantage of the climate-controlled skywalks. This makes your reach POWERFUL!*

*MediaUSA Skywalk Advertising venue WILL IMPACT YOUR BUSINESS!*

- MediaUSA Skywalk Advertising panels and ad campaigns provide **multiple impressions** daily to a concentration of executives, managers, white collar employees, business owners, upscale shoppers, & thousands of tourists.
- **Over 100,000 impressions** per panel per month reaching over 500,000 impressions per month with a multiple buy campaign.
- **Strong convention business:** The DECC is the 11th busiest convention and entertainment facility in the United States per capita. Connected to the Skywalk System, the DECC attracts hundreds of thousands of event and convention attendees into the downtown area each month.

*Coverage Areas Include Traffic To & From:*

- Home to corporate headquarters: Allete / Minnesota Power, and Maurices and others call Downtown Duluth home. Coverage also includes the Duluth Entertainment Convention Center, law firms, financial institutions, health care campuses, and thousands of hotel guests.

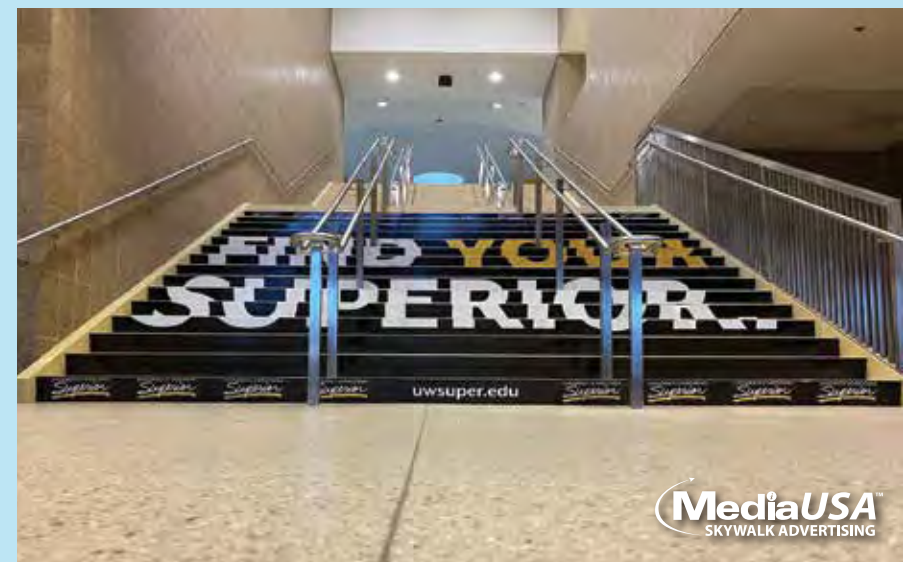
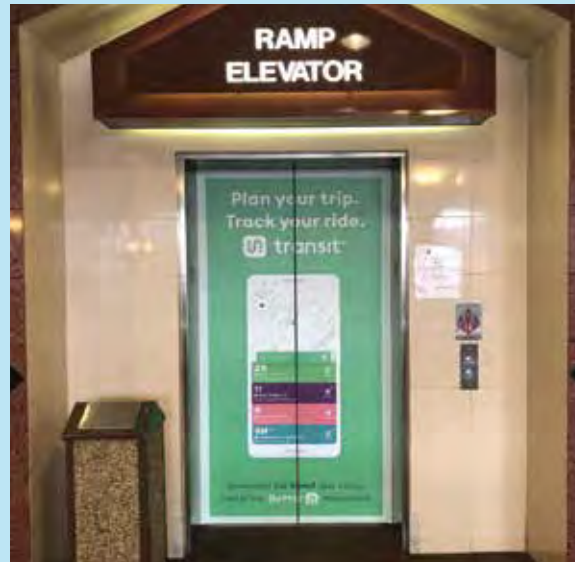




# PRODUCT OVERVIEW

## UNIQUE APPLICATIONS

LED Backlit Panels • Wall Dominations • Elevator Clings • Floor Clings • Window Clings





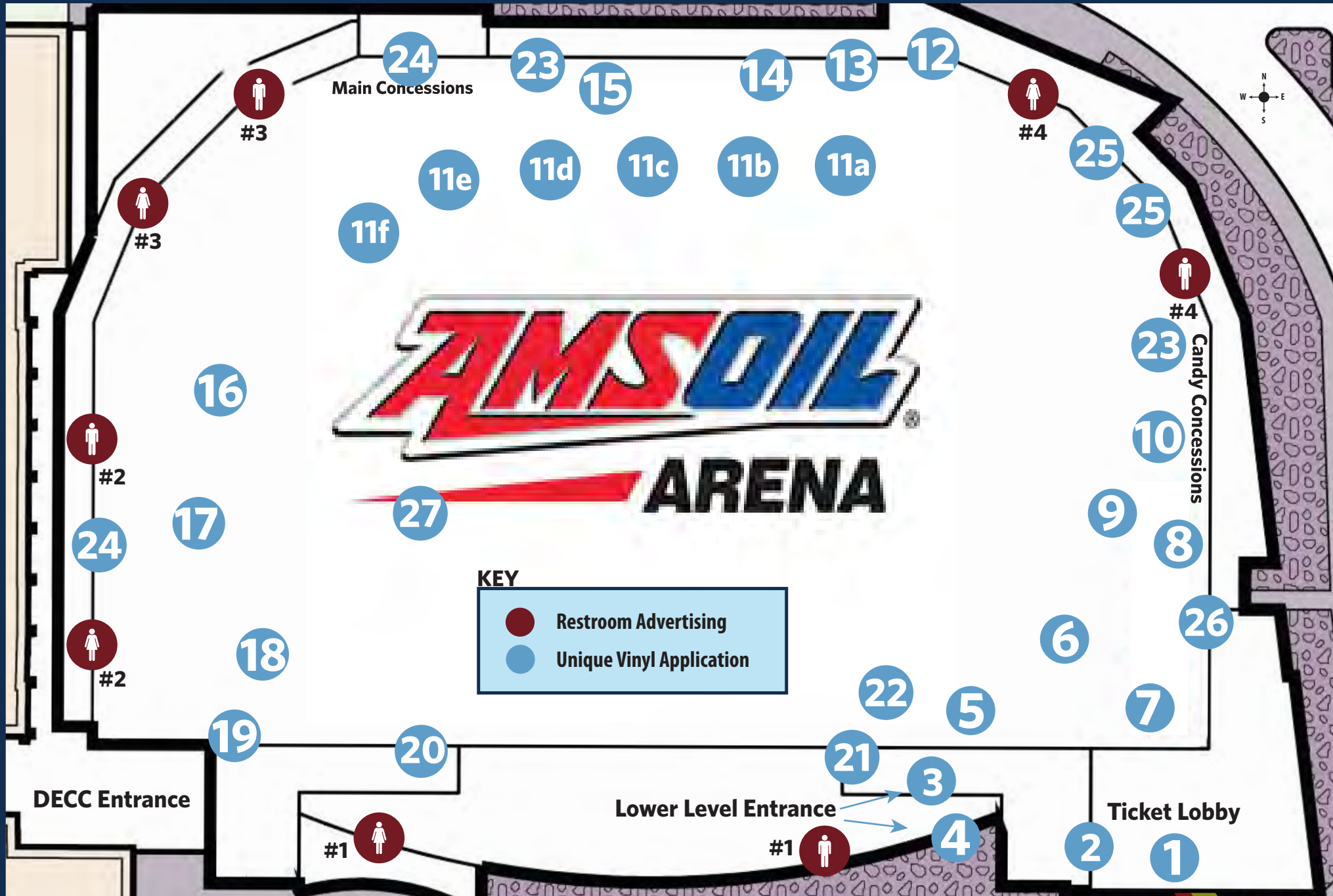
# PRODUCT OVERVIEW

## UNIQUE APPLICATIONS

LED Backlit Panels • Wall Dominations • Elevator Clings • Floor Clings • Window Clings



# Opportunity Locations





# THE LARGEST STAGE IN DULUTH AMSOIL ARENA

As the crowds grew at concerts and UMD hockey games, the city needed an arena worthy and able to fit its audiences. The DECC answered with the beautiful AMSOIL Arena. Since the doors opened in 2010, thousands have roared for the Bulldogs, been stirred by artistic performances or sung at the top of their lungs as their favorite musicians took the stage.

## Amsoil Arena

- 135,000 fans attended UMD men's & women's hockey games
- 5th in the country in average attendance for men's hockey and 3rd for women's hockey
- High school and community events hosted at the arena
- Graduation ceremonies for three local universities
- Concerts with nationally recognized recording artists
- High school hockey regional finals
- 6,200 average attendance on Men's Hockey
- 1,100 on Women's Hockey in a normal year



Full Amsoil Media Kit Available Upon Request



# PRODUCT OVERVIEW

# UNIQUE APPLICATIONS

AMSOIL

LED Backlit Panels • Wall Dominations • Elevator Clings • Floor Clings • Window Clings

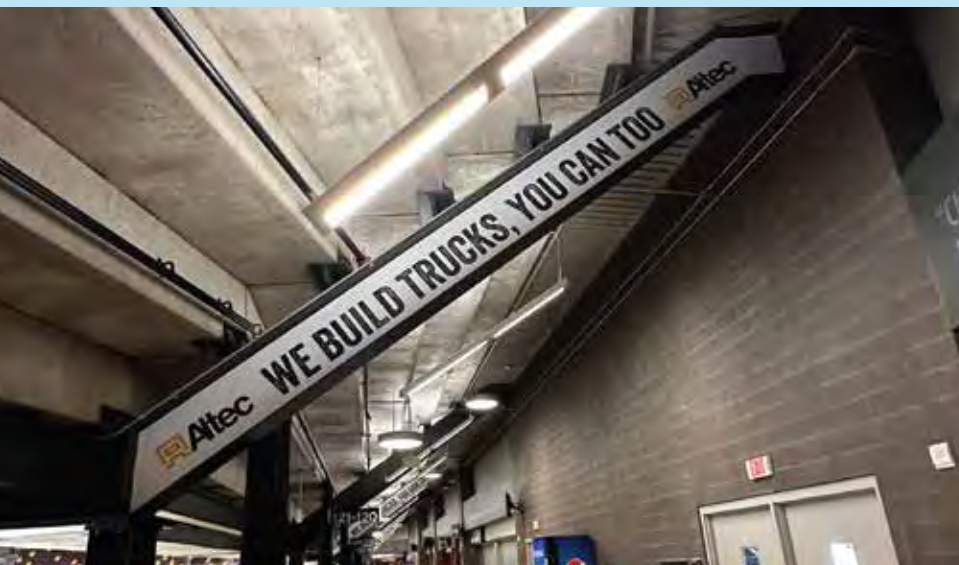




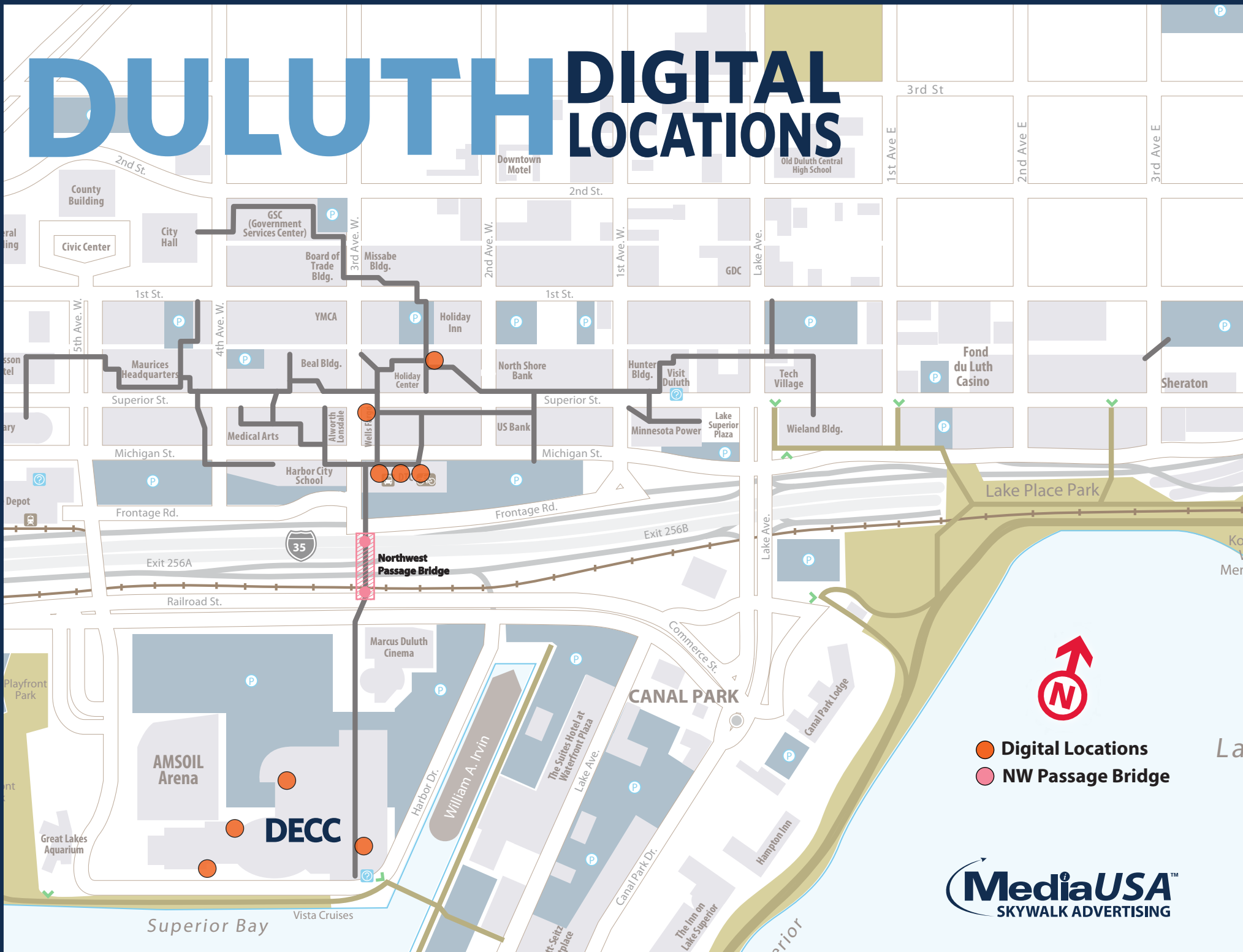
# PRODUCT OVERVIEW

# UNIQUE APPLICATIONS

LED Backlit Panels • Wall Dominations • Elevator Clings • Floor Clings • Window Clings



DULUTH DIGITAL LOCATIONS

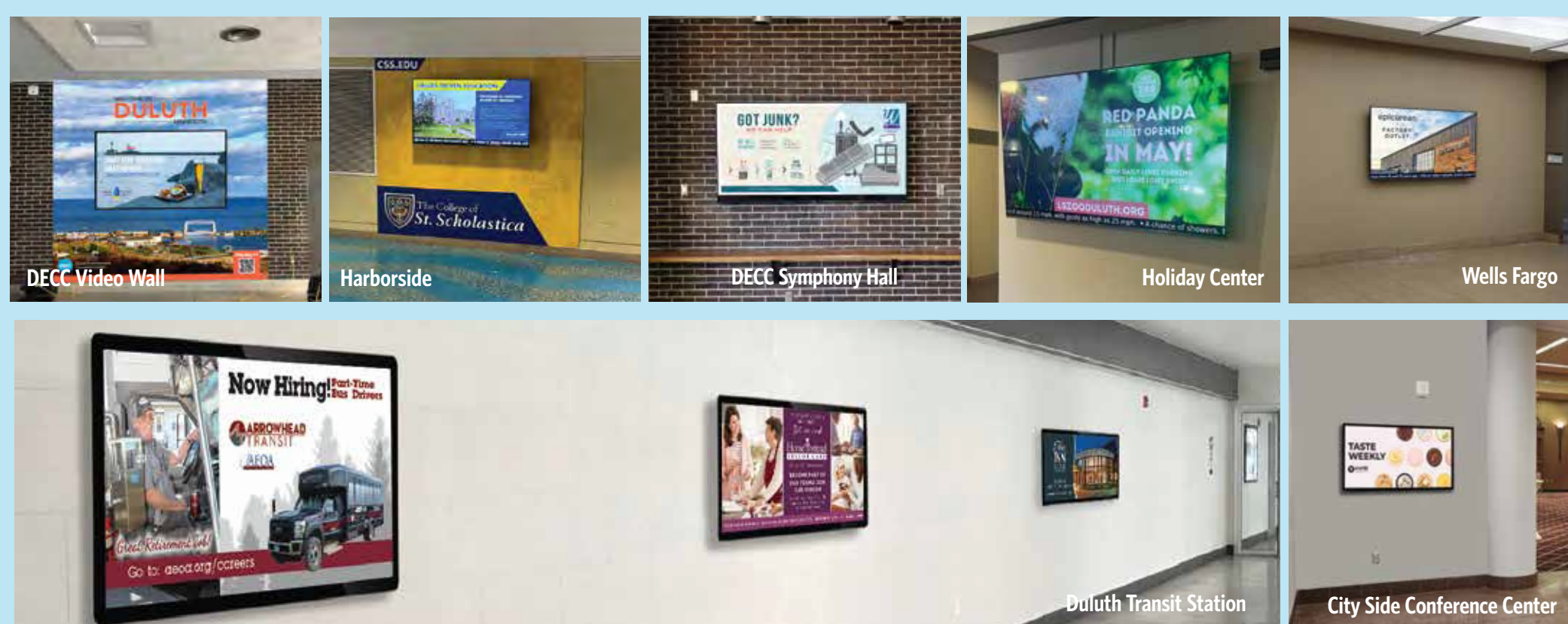




# PRODUCT OVERVIEW DIGITAL iBOARDS

These eye catching 75" and 85" digital displays draw attention to your customers and allows you the flexibility to feature a variety of graphics. Custom designed programming to meet your campaign, the iBoard is the perfect way to feature your business and products. Depending on your budget, 25%, 50%, 75% and 100% shows available on each unit.

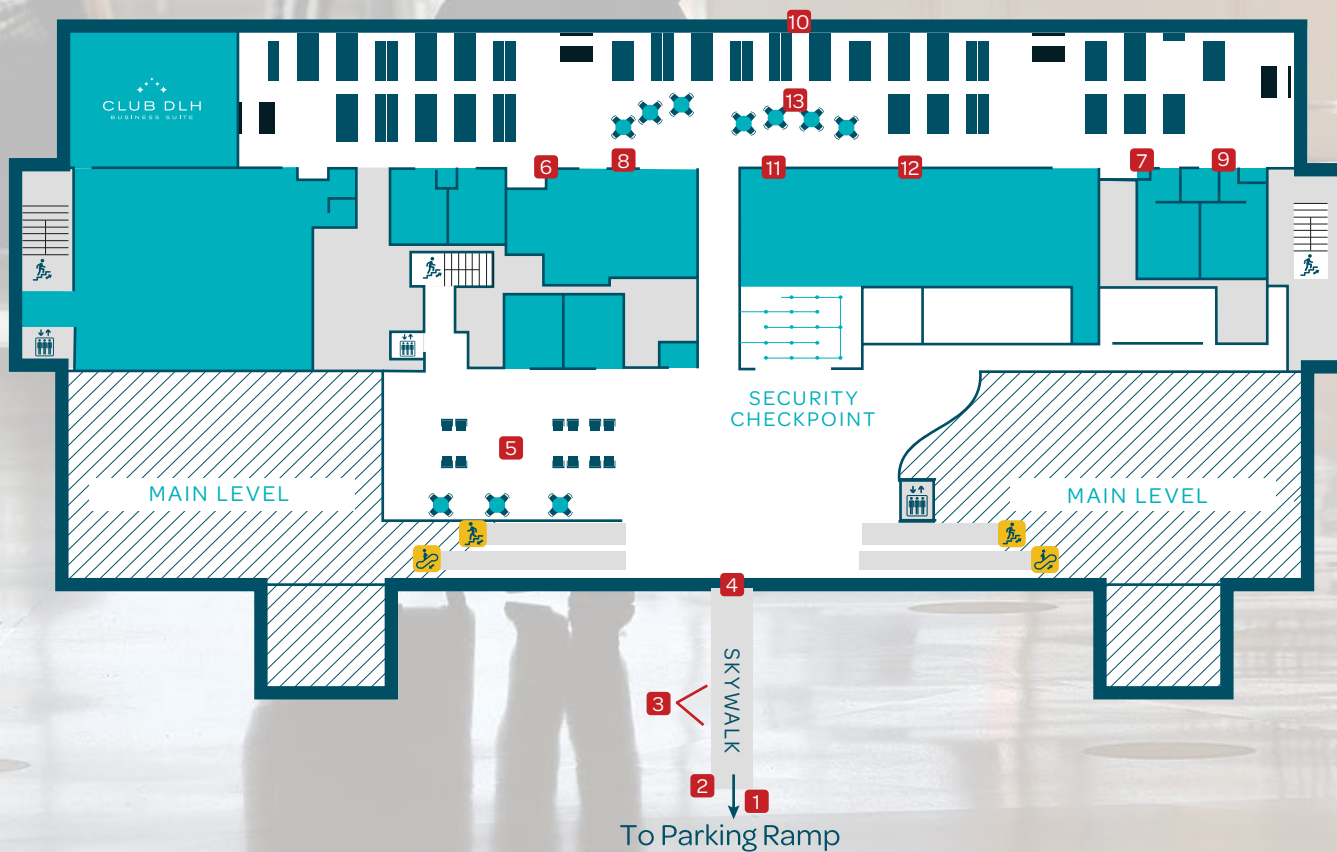
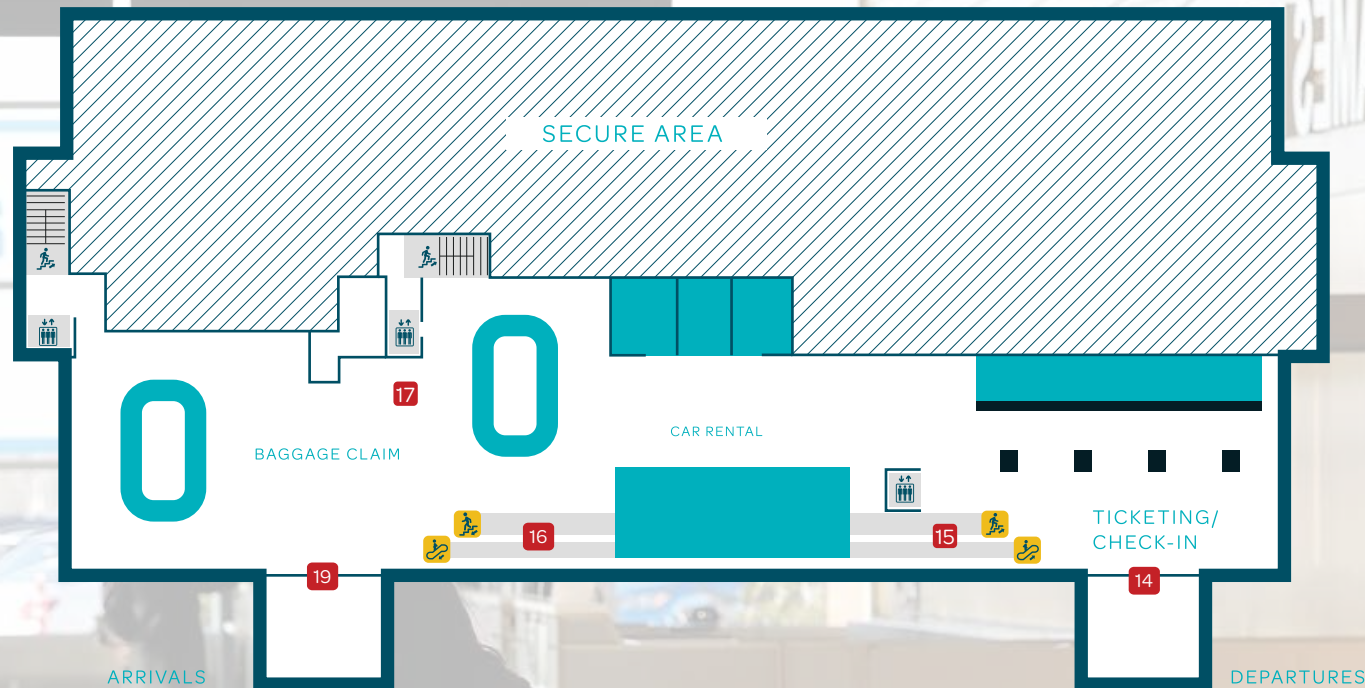
*Get YOUR digital campaign started today!*



## DULUTH TRANSIT DIGITAL iBOARD

The Duluth Transit Authority receives over 423,900 visitors and passengers on an annual basis including local pedestrians and tour buses from Minneapolis and other areas. Most pedestrians use this facility to access the downtown skywalk for work and play. This location also has easy access to the DECC Entertainment complex. Couple that with an additional 225 monthly contract parking customers along with hourly parkers and the pedestrian count is powerful!

# DULUTH International Airport





# DULUTH INTERNATIONAL AIRPORT

Duluth has always been first in air travel. A busy thriving airport means a thriving community! The Duluth International Airport has been serving the Duluth area and beyond since 1929.

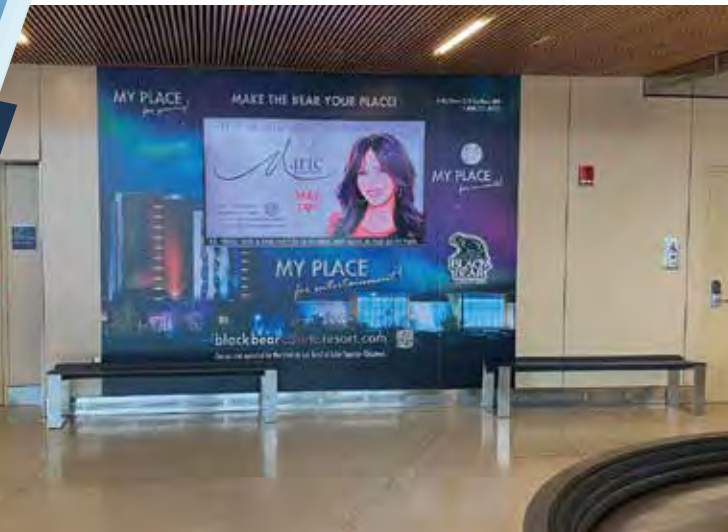
With approximately 3,000 flights per year, your advertising message is sure to have extreme impact to the hundreds of thousands of travelers each year. When you add thousands of pedestrians coming to the airport that pick up or see their loved ones off - your advertising campaign is sure to hit your mark!

This unique out of the box advertising - targets an upscale crowd, with the extraordinary income and discretionary funds to see, do, eat, play and buy!

From the shores of Lake Superior to the majesty of the Boundary Waters, the city of Duluth is the gateway to one of America's great spaces. We invite you to take an airport tour with us to show you how we can "lift" your advertising to elevate your ad campaign like nothing before!

You are cleared for a departure  
from ordinary advertising!

Full Duluth Airport Media Kit Available Upon Request





# PRODUCT OVERVIEW

# UNIQUE APPLICATIONS

AIRPORT

Wall Dominations • Stair Clings • Floor Clings • Window Clings



MediaUSA<sup>™</sup>  
SKYWALK ADVERTISING



# PRODUCT OVERVIEW

# UNIQUE APPLICATIONS

Wall Dominations • Stair Clings • Floor Clings • Window Clings

AIRPORT



MediaUSA  
SKYWALK ADVERTISING

# TARGET YOUR AUDIENCE



## Downtown Duluth Facts

- Over 18,000 upscale urban professionals working in the downtown waterfront district nearly every day
- Over 66% of visitors coming to Duluth are from the Twin Cities Metro area.
- 6.7 million tourist visitors per year account for over \$950 million in economic impact
- **STRONG CONVENTION BUSINESS:** The DECC is the 11th busiest convention and entertainment facility in the United States per capita. Connected to the Skywalk System, the DECC attracts hundreds of thousands of event and convention attendees into the downtown each month.
- **PLENTIFUL PARKING:** Nearly 15,000 parking spaces are located throughout the district in ramps, lots and on the street. Most are connected to the skywalk system or within close proximity.
- **AMSOIL ARENA:** Since the doors opened in 2010, thousands have roared for the Bulldogs, been stirred by artistic performances or sung at the top of their lungs as their favorite musicians took the stage.
- **DULUTH INTERNATIONAL AIRPORT:** With approximately 3,000 flights per year, your advertising message is sure to have extreme impact to the hundreds of thousands of travelers each year. When you add thousands of pedestrians coming to the airport that pick up or see their loved ones off your advertising campaign is sure to hit your mark!



# RATES & PRODUCTION

*Unbeatable Cost Per Thousand!*

## Monthly Rates:

### - LED PANELS

Single Panel (23.5" x 36") = \$250.00 | Full Panel (72.5" x 36") = \$625.00

### - CLINGS

Wall/Floor/Window Clings\* = \$12.00 per sq. ft. | Elevator Clings = \$625.00 per door

### - DIGITAL PROGRAMS

75" / 85" Digital Monitors

100% Show = \$1,500.00 | 75% Show = \$1,200.00

50% Show = \$800.00 | 25% Show = \$400.00

### - RESTROOM ADVERTISING

Eight Pack Unisex Package: \$500.00 Per Month

Four Pack Restroom Package: \$300.00 Per Month

Two Pack Restroom Package: \$200.00 Per Month

Single Sign Restroom Package: \$125.00

## Production & Install Fees:

- Single Panel (23.5" x 36") = \$75.00

- Full Panel (72.5" x 36") = \$125.00

- Cling Material = \$12.00 per sq. ft.

- Creative Hourly Rate = \$100.00

- Brochure Distribution = \$50.00 per month

**REQUEST YOUR  
CUSTOM DESIGNED  
PROGRAM TODAY!**

## Ask About Our Discounts:

- Greater Downtown Council Member Discounts

- Nonprofit Rate

\*All platforms outside of backlit displays must be pre-approved by building management, including pre-approval of creative elements. Larger size applications may be available. Production cost shown are estimates based on past execution, rates will change based upon actual size of application.



# Thank you for the opportunity to present MediaUSA's Advertising Platforms.

We are confident our advertising venues will provide you with great impact and exposure to an upscale demographic that is sure to target your audience. I look forward to a long and lasting partnership with you and your business!



Suite 211  
320.630.1137



[www.skywalkads.com](http://www.skywalkads.com)

1-800-567-8526 • [www.skywalkads.com](http://www.skywalkads.com)  
207 West Superior Street | Suite 211 | Duluth, MN 55802

