



JVC Outdoor: Premium Long Island Advertising

Reach Affluent Audiences at MacArthur Airport, Adventureland
Park & Catholic Health Amphitheater

JVC Broadcasting Out-of-Home Division

March 2026 | Sales Presentation



The OOH Advertising Opportunity: Proven Performance & Growth

\$9.13B

2024 US OOH Ad Market

\$9.13B total market size for US out-of-home advertising in 2024

80%

Consumers Take Action After OOH Exposure

80% of consumers take action following out-of-home ad exposure

83%

Airport Ad Notice Rate

83% notice rate for advertising in airport environments

4.5%

Annual Market Growth Rate

4.5% year-over-year market growth

Out-of-home advertising outperformed digital display, magazines, and cable TV in 2024

Airport advertising delivers the highest action rate in the industry at 75%

Long Island market offers affluent demographics with exceptional discretionary spending power

The Long Island Challenge: Limited Traditional OOH Inventory

Unlike most major metropolitan markets, Long Island has virtually no traditional billboard infrastructure. This creates a unique advertising challenge - and opportunity - for brands seeking to reach Long Island's affluent consumers through out-of-home media.



No Billboard Inventory

Long Island lacks the highway billboard infrastructure available in most US markets, eliminating the most common OOH advertising channel



Captive Venue-Based Advertising

Without roadside options, venue-based advertising becomes the primary way to reach consumers in high-engagement environments



JVC Outdoor Fills the Gap

Our three premium venues provide the only significant out-of-home advertising opportunities across Long Island



JVC Outdoor: Three Premium Venues, One Powerful Network



MacArthur Airport

2.1M+ annual passengers, 90+ minute average dwell time, affluent business and leisure travelers in discovery mindset



Adventureland Amusement Park

450K+ seasonal visitors, 5-7 hour average stay, family decision-makers aged 20-54 in positive emotional state



Catholic Health Amphitheater at Bald Hill

50K+ annual event attendees at major concerts and live entertainment, outdoor signage and stage announcements, highly engaged audiences in positive emotional state during memorable experiences



Venue #1: MacArthur Airport

Capturing affluent business travelers and vacationers

ISP



Long Island MacArthur Airport



Airport Advertising Insights

1 Part of \$4.5 billion global airport advertising market

Part of \$4.5 billion global airport advertising market growing steadily

2 Annual passenger reach

2.1M+ annual passengers including business executives and vacationing families

3 Extended dwell times

Extended 90+ minute dwell times create 3-5 ad exposures per visit

4 Discovery mindset

52% of travelers in discovery mindset, less distracted by mobile devices

5 Premium, brand-safe environment

Premium brand-safe environment with industry-leading 83% ad recall rate



MacArthur Airport: Proven Advertising Performance

75% Action Rate

Airport ad viewers visit websites, make purchases, or discuss brands with others

Digital & Static Options

Dynamic creative execution with both traditional and digital display formats

High-Visibility Placements

Terminals, baggage claim, concourses, and security checkpoint areas

Peak Business Travel

Q4 seasonal spikes align perfectly with advertiser budget cycles

Venue #2: Adventureland Park

Where families make memories and brand connections





Theme Park Market Overview

10.81%

Theme Park Market Growth Through 2034

10.81% CAGR

Family Decision-Makers

Adults aged 20-54 represent 42.6% of visitors with highest household spending power

Extended Engagement

Average 5-7 hour park visits create sustained, repeated brand exposure opportunities

Peak Season Traffic

Memorial Day through Labor Day with concentrated weekend family attendance



Adventureland: Multiple Touchpoints Throughout the Guest Experience

1 Stage 1

Park Entrances - First impressions as families arrive excited for their day

2 Stage 2

Ride Queue Lines - Captive audiences waiting 10-20 minutes per attraction

3 Stage 3

Dining Areas - Meal times provide relaxed viewing opportunities

4 Stage 4

High-Traffic Walkways - Continuous exposure as guests navigate the park

5 Stage 5

Exit Areas - Final brand reinforcement as families depart

Opportunity for experiential activations, product sampling, and food & beverage sponsorships

Venue #4: Catholic Health Amphitheater

Live entertainment at Long Island's premier outdoor concert venue



Catholic Health Amphitheater at Bald Hill



Proven Performance: OOH Delivers Measurable Results

OOH Engagement by Venue Type



1

Strong Market Demand

10% YOY growth in OOH pricing demonstrates advertiser confidence in the medium

2

Digital Revolution

DOOH growing to 42% of market by 2029 - we offer both digital and static inventory

Catholic Health Amphitheater: How Live Event Advertising Touches Consumers

Research shows that consumers exposed to advertising during live entertainment events demonstrate 73% higher brand recall compared to traditional outdoor advertising. The combination of positive emotional states, extended engagement, and shared social experiences creates powerful memory formation and brand associations that drive purchase intent long after the event concludes.

High-Impact Outdoor Signage

Large-format displays visible to all attendees entering and throughout the venue

Stage Announcements

Audio integration reaches captive audiences during breaks and transitions

Social Amplification

Attendees share concert experiences on social media, extending brand reach organically

Emotional Connection

Positive event experiences create favorable brand perception and lasting memory associations



The JVC Outdoor Advantage: Integrated Multi-Venue Impact



Single Partner

One point of contact for three distinct, high-value audience segments streamlines campaign execution



Amplified Frequency

Sequential messaging across venues creates powerful brand building and recall



Maximum Reach

Combined 2.6M+ annual impressions across all three properties delivers exceptional market coverage

Bundle pricing delivers cost efficiency vs. individual venue purchases with coordinated creative execution



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Let's Create Your Next Successful Campaign



Exclusive Opportunities Available

Premium advertising positions across all three venues ready for immediate booking



Flexible Campaign Options

Single-venue focus or integrated multi-location campaigns tailored to your objectives



Q2 2026 Inventory Open

Secure your premium positions now for spring and summer peak seasons



Partnership Terms

Short-term tactical campaigns or annual partnerships with volume discounts



Next Steps

Schedule your site visit and media planning consultation with JVC Outdoor today

Contact: JVC Outdoor Sales Team | 631-542-5424 | bruce@jvcbroadcasting.com | jvcbroadcasting.com



Thank You

JVC Outdoor: Your Partner for Premium Long Island Advertising Success

