



# Advertise

## WHY ADVERTISE WITH AIRPORT REVENUE NEWS?



### THE INDUSTRY TRUSTS AIRPORT REVENUE NEWS (ARN)

ARN's insightful coverage of timely and informative issues about revenue issues has led to improved decision making and business growth for readers. The decision-makers at airports and concession companies, suppliers, consultants and designers have come to rely on the news coverage of ARN. These include boards of commissioners; aviation directors; airport finance directors; properties managers; retailing executives; news/gift, duty-free and food/beverage operators; aviation and retail consultants; retail and food developers; aviation-management firms; retail architects; terminal planners and designers; merchandise and equipment suppliers; service providers; and aviation associations.

### ARN'S INCISIVE COVERAGE IS A MUST-READ FOR ALL DECISION-MAKERS

ARN readers are a highly coveted audience comprised of decision-makers across several tiers of management at airports and companies doing business with airports. No other vehicle reaches this highly targeted market segment and its key decision-makers. ARN's digital content allows for new and enhanced ad-placement opportunities. ARN uncovers how to tap into and maximize revenue reservoirs, as well as how to improve efficiencies and save costs.

### ARN CONNECTS WITH PRINT & DIGITAL AUDIENCES

Airport Revenue News originally launched ARN magazine in 2001 as a print publication, with approximately 3,000 print issues distributed on a monthly basis, including onsite at industry leading events such as the ARN Revenue Conference & Exhibition. Since the February 2013 release of the Airport Revenue News magazine application, the digital magazine app has been downloaded by more than 3,000 users on their Apple and Amazon Devices. Online, Airport Revenue News hosts approximately 13,000 unique visitors, 32,000 unique visits and 140,000 unique page views on a monthly basis\*.

\*Based on Awstats/Google Analytics as of September 2014

For more information, contact: Business Development Department  
tel: 561.257.1026; fax: 561.228.0882; email: bizdev@airportrevenuenews.com

COVERING THE AIRPORT REVENUE WORLD



# Advertise

## WHY ADVERTISE IN ARN?

*Airport Revenue News (ARN) is the most widely read, highly respected airport publication in the industry. Since 2001, ARN has earned its reputation as the most credible information resource in the airport industry.*

### **THE INDUSTRY TRUSTS AIRPORT REVENUE NEWS.**

ARN's insightful coverage of timely and informative issues about revenue issues has led to improved decision-making and business growth for readers.

### **ADVERTISERS CAN COMMUNICATE THEIR MESSAGE TO A PREMIUM TARGET.**

ARN readers are a highly coveted audience comprised of decision-makers across several tiers of management at airports and companies doing business with airports. No other vehicle reaches this highly targeted market segment and its key decision-makers.

### **ARN'S INCISIVE COVERAGE IS A MUST-READ FOR ALL DECISION-MAKERS.**

ARN uncovers how to tap into and maximize revenue reservoirs, as well as how to improve efficiencies and save costs.

### **NO OTHER MAGAZINE OFFERS THE SPECIFIC COVERAGE OF AIRPORT REVENUE NEWS.**

ARN is the only trade magazine that consistently covers airport financing strategies, creative cost-cutting solutions, innovative strategies that work, how other airports and their businesses are overcoming specific obstacles, and many other issues of importance.



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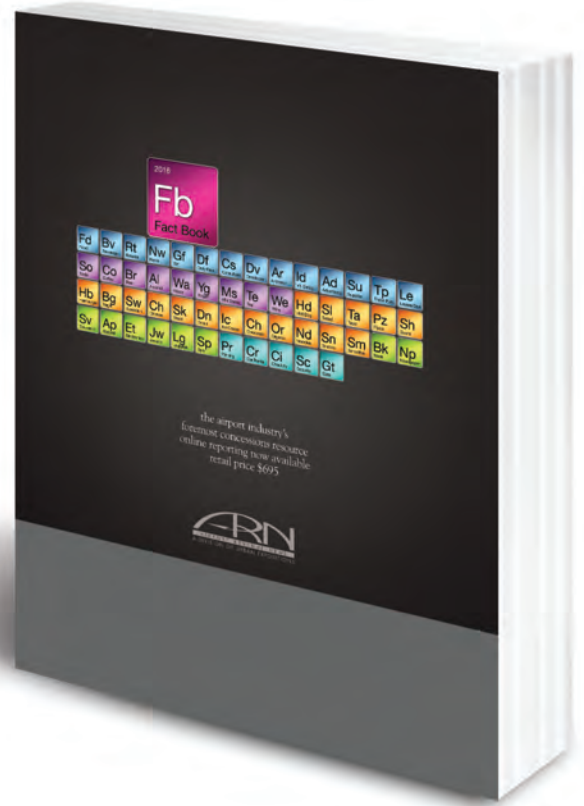
COVERING THE AIRPORT REVENUE WORLD



# Advertise

## WHY ADVERTISE IN THE 2017 FACT BOOK?

*The ARN Fact Book is the most frequently referenced, comprehensive concessions resource book in the industry. For the past 14 years, the ARN Fact Book has been the most valued resource for airport and concession executives and other premium target groups who use the book daily. Plus, its 12-month read cycle gives it great advertising value.*



### 1 THE INDUSTRY RELIES ON THE ARN FACT BOOK.

The Fact Book has become the airport industry's foremost resource on concession programs in approximately 100 airports. The 500-page book gives details on sales, square footages, enplanements, dwell times, dominant airlines, existing tenants and lease expirations, not just on an airportwide basis but for each terminal within the airport. The book also contains contact information for airports, developers, concessionaires and more.

### 3 THE INDUSTRY TRUSTS ARN.

The insightful coverage and editorial integrity of the ARN magazine has earned the publication the reputation as the best, most credible information resource in the airport industry. That is why readers trust the integrity of the data in the ARN Fact Book and use it over and over all year. This makes it the perfect venue for advertisers to communicate their message to decision-makers across several tiers of management at airports and companies doing business with airports.

### 2 NO OTHER RESOURCE PROVIDES CONCESSIONS DETAILS.

ARN is the only publisher of detailed data on airport concession programs. The comprehensive data helps industry executives to benchmark and compare the sales performance of their airport against others.

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# Circulation

## SUBSCRIBER & READER DEMOGRAPHIC

### Who is the ARN Reader?

#### Readership Profile:

The decision-makers at airports and concession companies, suppliers, consultants and designers have come to rely on the news coverage of ARN. These include boards of commissioners; aviation directors; airport finance directors; properties managers; retailing executives; news/gift, duty-free and food/beverage operators; aviation and retail consultants; retail and food developers; aviation-management firms; retail architects; terminal planners and designers; merchandise and equipment suppliers; service providers; and aviation associations.

Sex	60% male	40% female
Age	80% 30-55	20% other
Highly Educated	90%	

*Based on reader survey responses and assumptions as to age and education*



### Categories

Airports	25%
Retailers	18%
Food and Beverage Operators	18%
News and Gift Operators	12%
Consultants	11%
Duty-Free Operators	5%
Service Providers	4%
Architects	3%
Developers and Management Companies	2%
Vendors	1%
Airport and Retail Associations	1%

Based on reader survey responses

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# Editorial

## THE 2017 EDITORIAL CALENDAR

In addition to the topics listed, each issue of Airport Revenue News will feature one or more of the following columns:

**5 & Under:** Looking At The Challenges And Opportunities Unique To Airports With 5 Million Or Fewer Passengers

**Community:** Spotlighting Ways Airports And Concessionaires Impact The Broader Regions In Which They Operate

**One-On-One:** Conversations With Thought Leaders Outside The Aviation Industry

**In The Air:** Examining News, Trends And Issues In The Airline Industry And Their Impact On Airports

**Airport Perspectives:** Articles Written By Airport Executives On A Variety Of Subject Matters

**In The Spotlight:** Focusing On An Individual Company's Growth Within The Concessions Sector

**Sustainability Snapshot:** Highlighting Environmental And Green Efforts Undertaken By Airports And Concessionaires

*Publication date is the first week of every month.  
Editorial and deadlines are subject to change.*

### February 2017

**Authority vs. City Ownership Of Airports: Exploring The Pros And Cons Of Each Model**

**Tech For An Immersive Experience: How Airports And Concessionaires Can Engage Passengers**

**Creative City-Airport Marketing Collaborations**

**ARN Awards Finalists**

**Keynote Speaker Sneak Peak**

*Latest Buzz:* Featuring An Airport's Expansion Or Renovation

*Director's Chair:* An Interview With An Airport Director

*International Latest Buzz:* Spotlighting A Major Capital Project Abroad

*Data Check:* Highlighting Data Pertinent To Aviation Professionals

*Get To Know:* A Spotlight On Individual Airport Properties Managers

*Space deadline: Jan. 16*

*Artwork deadline: Jan. 18*

### March 2017

**Women In Leadership**

**The Local Connection: An "On-The-Street" Look At How Concessionaires Connect With Local Partners**

**ARN Conference & Exhibition Guide**

*Latest Buzz:* Featuring An Airport's Expansion Or Renovation

*Director's Chair:* An Interview With An Airport Director

*Data Check:* Highlighting Data Pertinent To Aviation Professionals

*Get To Know:* A Spotlight On Individual Airport Properties Managers

*Space deadline: Feb. 20*

*Artwork deadline: Feb. 22*

### April 2017

**Wrap-Up Of The ARN 2017 Conference & Exhibition**

**Creating A Destination Within Your Airport**

**Spotlight On Seattle**

*What's In A Name?:* Naming Strategies For Airports

*Latest Buzz:* Featuring An Airport's Expansion Or Renovation

*Director's Chair:* An Interview With An Airport Director

*International Latest Buzz:* Highlighting A Major Capital Project Abroad

*Data Check:* Highlighting Data Pertinent To Aviation Professionals

*Get To Know:* A Spotlight On Individual Airport Properties Managers

*Space deadline: March 20*

*Artwork deadline: March 22*

### May 2017

**The Continuing Focus On Healthy**

**Healthy Designs, Features At Airports**

**BWI Focus: One Airport's Multi-Pronged Approach To Providing Healthy Options And Environment**

*Latest Buzz:* Featuring An Airport's Expansion Or Renovation

*Director's Chair:* An Interview With An Airport Director

*Data Check:* Highlighting Data Pertinent To Aviation Professionals

*Get To Know:* A Spotlight On Individual Airport Properties Managers

*Space deadline: April 17*

*Artwork deadline: April 19*

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# Editorial

## THE 2017 EDITORIAL CALENDAR

Publication date is the first week of every month.  
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### 2017 Fact Book

**Target Release Date:**  
Summer 2017

In addition to the magazine, ARN also publishes its annual Fact Book, a resource book that spans more than 500 pages and contains data on sales, enplanements, lease expirations, tenant lists, contact information and much more for the concession programs in the terminals of approximately 100 airports.

*Space deadline: May 24, 2017*  
*Artwork deadline: May 31, 2017*

### August 2017

**Shopper Marketing And The Airport Retail Channel**

**Virtual Shopping In Airports**

**Airport Convenience Stores**

**Betting On Gambling In U.S. Airports**

*Latest Buzz: Featuring An Airport's Expansion Or Renovation*

*Director's Chair: An Interview With An Airport Director*

*International Latest Buzz: Highlighting A Major Capital Project Abroad*

*Data Check: Highlighting Data Pertinent To Aviation Professionals*

*Get To Know: A Spotlight On Individual Airport Properties Managers*

*Space deadline: July 17*  
*Artwork deadline: July 19*

### June 2017

**Leadership Vision: Talks With Chair And President Of AMAC**

**AMAC's Educational Efforts**

**Third-Party Financiers For Small Businesses And ACDBEs**

**Outreach: New Strategies For Success**

*Latest Buzz: Featuring An Airport's Expansion Or Renovation*

*Director's Chair: An Interview With An Airport Director*

*International Latest Buzz: Highlighting A Major Capital Project Abroad*

*Data Check: Highlighting Data Pertinent To Aviation Professionals*

*Get To Know: A Spotlight On Individual Airport Properties Managers*

*Space deadline: May 22*  
*Artwork deadline: May 24*

### September 2017

**Snapshot Of The Latest Funding Issues For FAA**

**State Funding Initiatives For Airports**

**Flourishing Airports And Their Impact On Local Economies**

*Latest Buzz: Featuring An Airport's Expansion Or Renovation*

*Director's Chair: An Interview With An Airport Director*

*Data Check: Highlighting Data Pertinent To Aviation Professionals*

*Get To Know: A Spotlight On Individual Airport Properties Managers*

*Space deadline: Aug. 21*  
*Artwork deadline: Aug. 23*

### July 2017

**Ramifications of Concessions Changes: A Look At The Industry's New Business Model In Action**

**Food And Philanthropy**

**Strategies For Sourcing Local Chefs**

**Healthy Options - Amplified**

*Latest Buzz: Featuring An Airport's Expansion Or Renovation*

*Director's Chair: An Interview With An Airport Director*

*Data Check: Highlighting Data Pertinent To Aviation Professionals*

*Get To Know: A Spotlight On Individual Airport Properties Managers*

*Space deadline: June 19*  
*Artwork deadline: June 21*

### October 2017

**ARN's Director Of The Year, Small Airports Division**

**Support For Director Of The Year**

**Turnover At The Top: Director Retirements And Their Impact On Operations**

*Latest Buzz: Featuring An Airport's Expansion Or Renovation*

*Director's Chair: An Interview With An Airport Director*

*International Latest Buzz: Highlighting A Major Capital Project Abroad*

*Data Check: Highlighting Data Pertinent To Aviation Professionals*

*Get To Know: A Spotlight On Individual Airport Properties Managers*

*Space deadline: Sept. 18*  
*Artwork deadline: Sept. 20*

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# Editorial

## THE 2017 EDITORIAL CALENDAR

*Publication date is the first week of every month.  
Editorial and deadlines are subject to change.*

### November 2017

**ARN's Director Of The Year, Medium Airports Division**

**Support For Director Of The Year**

**The Continuing Success Of Comfort Foods**

**Pop-Up Possibilities For Airport Concessions**

*Latest Buzz: Featuring An Airport's Expansion Or Renovation*

*Director's Chair: An Interview With An Airport Director*

*Data Check: Highlighting Data Pertinent To Aviation Professionals*

*Get To Know: A Spotlight On Individual Airport Properties Managers*

*Space deadline: Oct. 16*

*Artwork deadline: Oct. 18*

### December 2017/January 2018

**ARN's Director Of The Year, Large Airports Division**

**Support For Director Of The Year**

**2017 Year In Review**

**Business Previews For Airlines, Airports and Concessions**

*Latest Buzz: Featuring An Airport's Expansion Or Renovation*

*Director's Chair: An Interview With An Airport Director*

*International Latest Buzz: Highlighting A Major Capital Project Abroad*

*Data Check: Highlighting Data Pertinent To Aviation Professionals*

*Get To Know: A Spotlight On Individual Airport Properties Managers*

*Space deadline: Nov. 20*

*Artwork deadline: Nov. 22*

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# Rates/Specs

## THE 2017 RATES & SPECS

### ADVERTISING 2017 RATES (all rates are net)

	Open	4x	6x	11x
Full Page	\$3,950	\$3,750	\$3,550	\$3,250
2/3 Page	\$3,068	\$2,908	\$2,762	\$2,523
1/2 Page	\$2,413	\$2,288	\$2,172	\$1,985
Inside Front	\$7,305	\$6,925	\$6,580	\$6,010
Inside Back	\$6,137	\$5,817	\$5,626	\$5,047
Back Cover	\$7,892	\$7,481	\$7,106	\$6,490

**2 Page Spread (1x) \$7,500**  
**2 Page Advertorial (1x) \$10,000**

Add 12% for guaranteed or premium position.

### DESIGN CHARGE

Full & 2/3 pages .....\$900  
 1/2 pages .....\$750  
 Price includes one round of revisions,  
 Additional revision will be billed @ \$150.00 per hour.

### CONTACT INFORMATION

#### PRODUCTION

**Materials Should Be Sent To:**

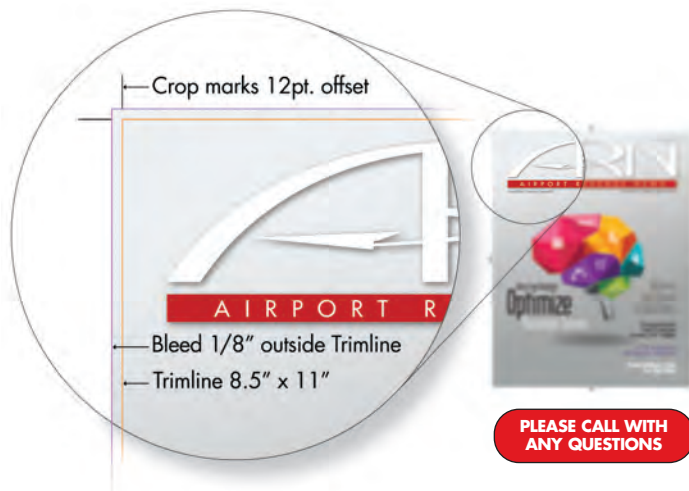
**Donna Crowley**

Airport Revenue News  
 3200 North Military Trail, Suite 110  
 Boca Raton, FL 33431  
 Phone: 561.257.1026  
 email: donna@airportrevenue.com

#### SALES

**Business Development Department**

Tel: 561.257.1026  
 Fax: 561.228.0882  
 email: bizdev@airportrevenue.com



AD SIZES	WIDTH	HEIGHT
Full page bleed	8.75"	11.25"
Trim	8.5"	11"
Live Area	7.75"	10.25"
2/3 page	4.833"	10"
1/2 page horizontal	7.375"	4.875"
1/2 page vertical	4.833"	7.375"

### IMPORTANT GUIDELINES

- Submit artwork minimum 300dpi
- Send artwork as either high-resolution TIF, EPS or PDF
- Supply a color or B&W printout if sending artwork

### PLEASE DO NOT

- Don't submit artwork with spot or PMS colors
- Don't submit artwork in formats such as Microsoft Word, PowerPoint, etc.
- Don't use TrueType fonts
- Don't add a bleed for fractional ads

### HOW TO GET YOUR FILES TO US

Please save file as a high resolution PDF and send via email to donna@airportrevenue.com if file is very large send via a free transfer site like WeTransfer.com (preferred) or dropbox.com.

### SPECS

#### PAGE LAYOUT APPLICATION

Do not apply color attributes to B&W images (TIF) within page layout application.

#### VECTOR ART PROGRAMS

Adobe Illustrator, up to version CS (all type must be outlined).

#### PHOTO IMAGING PROGRAMS

Adobe Photoshop, up to version CS – We prefer 4 color (CMYK) images be saved as composite TIF files or, if a clipping path is being used, as an EPS file. Supply all images as either CMYK or grayscale high res. (300 dpi) images.

#### FONTS

Use Postscript Type 1 fonts and include both screen & printer fonts that are used. Avoid using TrueType fonts. Do not apply style attributes to fonts from within page layout application.

#### PRINT OUTS

Supply final color or B&W laser printouts at actual size (100%). If possible, output final printouts with "registration marks".

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# Advertising

## ADVERTISING AGREEMENT

Advertiser \_\_\_\_\_ Date \_\_\_\_\_  
 Ad Agency \_\_\_\_\_ ARN Rep. \_\_\_\_\_  
 Contact \_\_\_\_\_ Frequency \_\_\_\_\_  
 Billing Address \_\_\_\_\_ City \_\_\_\_\_  
 State/Zip \_\_\_\_\_ Phone \_\_\_\_\_  
 Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Month	Year	Size Shape	Color	Premium Position	Premium Charges	Production Charges	Space Charge	Net Amount
Double Issue Dec./Jan.								
February								
March								
April								
May								
June								
July								
August								
September								
October								
November								
Double Issue Dec./Jan.								

Bill To: Corporate Name \_\_\_\_\_ Contact \_\_\_\_\_  
 Billing Address \_\_\_\_\_ Title \_\_\_\_\_  
 Billing Address \_\_\_\_\_ E-mail \_\_\_\_\_  
 City \_\_\_\_\_ State/Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_  
 Pick Up Art: **Month:** \_\_\_\_\_ **Year:** \_\_\_\_\_ Comments: \_\_\_\_\_  
 New Art to Arrive: **Contact:** \_\_\_\_\_ Date for New Art to Arrive: \_\_\_\_\_

Notes:

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# Terms and CONDITIONS

## PAYMENT POLICIES

1. All advertising is accepted on a prepaid basis unless accompanied by an insertion order from a recognized Advertising Agency (AGENCY) or until an account has been opened with Airport Revenue News (PUBLISHER) by the advertiser (ADVERTISER).
  2. Terms: Invoices are due and payable net 30 days. All overdue invoices are subject to a 1.5% Finance Charge per month. Checks that are returned to ARN for non-payment will be subject to a minimum fee of \$35 which will be automatically applied to the outstanding balance.
  3. In the event of non-payment, PUBLISHER will hold ADVERTISER and/or its AGENCY jointly and separately liable for such monies as are due and payable to the PUBLISHER.
  4. ADVERTISER hereby agrees to indemnify PUBLISHER for any expense PUBLISHER may incur to enforce collection of any amount due after the agreement and ADVERTISER agrees to pay attorney's fees and court costs incurred in such collection.
  5. With respect to any account in excess of thirty (30) days past due, no materials will be returned by PUBLISHER until account is paid in full.
- \* The parties agree that any litigation arising out of this contract shall be brought in the appropriate court in Palm Beach County, Florida.

## CANCELLATIONS and RATE CHARGES

1. Cancellations must be in writing and received prior to space closing date. Verbal cancellations will not be accepted. Any unfulfilled contract is subject to a short rate to the highest earned frequency.
2. Position is not guaranteed nor is advertising accepted subject to position unless premium is contracted for. Cover and premium position contracts are non-cancelable.
3. If materials for scheduled insertions are not received by the closing date, PUBLISHER may insert a previous advertisement; if no such material is on hand, PUBLISHER may then prepare and insert advertisement without approval of copy of layout by the ADVERTISER. PUBLISHER then reserves the right to charge the advertiser the appropriate design rate as specified on the RATE/SPEC sheet.
4. No proofing of ads or changes will be accepted after the artwork deadline.
5. If ADVERTISER-submitted artwork does not meet PUBLISHER'S ad requirements as specified on the RATE/SPEC sheet, the PUBLISHER reserves the right to charge the ADVERTISER design fees specified on RATE/SPEC sheet for any adjustments needed to make artwork comply with specifications.
6. PUBLISHER has the right to reject any advertising material which in PUBLISHER'S sole judgment does not meet the quality, character or format of the magazine.

## ADVERTISER REQUIREMENTS

1. PUBLISHER requires ADVERTISER or AGENCY to provide digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.). Laser or inkjet proofs are not considered accurate in color and will be used only to confirm content of the advertisement. If laser or inkjet proofs are supplied, PUBLISHER is not responsible for variances in color between supplied digital file and the completed magazine.

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# Testimonials

## TESTIMONIALS

"**ARN** has done a terrific job in the post 9/11 environment keeping its audience up to speed on the new issues and challenges that face the nation's airports. In this most daunting time in aviation history, **ARN** is chronicling the path to recovery with insightful commentary and "news you can use."

**- Jeffrey Fegan, Chief Executive Officer,  
Dallas-Ft. Worth International**

"You are to be commended for your focus on a very important and fundamental element of what airports do every day. Let me compliment you on the evolution of Airport Revenue News from a newsletter focusing on retail to a first rate magazine focusing on all aspects of airport business. I always enjoy my copy immensely."

**- Bill DeCota, Director,  
Port Authority New York of New Jersey**

"For airports, it has been a real struggle to maintain customer service while cutting budgets, strengthening security and straining to meet debt payments after years of expansion. Careful coordination and communication throughout the airport and transportation community is essential. **ARN** highlights the best ideas in the industry. In the process, it challenges all of us to keep looking for ways we can improve services to the traveling public."

**- Jeffrey Hamiel, Executive Director, Metropolitan  
Airport Commission - Minneapolis/ St. Paul**

"**ARN** is a valuable source of information. The publication's well-written articles paint a clear picture of what is happening at Logan International Airport as well as other major airports across the country. **ARN** provides its readers with current information and an important outlook of what the future may hold for the industry in general."

**- Thomas J. Kinton, Jr.,  
Massport Aviation Director**

"**ARN** provides a comprehensive overview of how airport concessionaires are doing in different types of markets. It's interesting to read articles regarding various individuals involved in the concession business in gaining insight into their views regarding airport operations. We enjoy reading comments from CEOs and trying to understand their side of the business."

**- Patrick Graham, Executive Director,  
Savannah International**

"**ARN** is the best overall. Pauline and her staff take the time to report on a topic – fairly and in-depth. **ARN** is right on target when they report news and initiatives in the aviation industry. Airport management is a complex relationship between business and government policy. Our industry is faced with new challenges, those imposed by government and those by economic factors. Whatever the issue, **ARN** is on top of our industry."

**- Bruce V. Pelly, Director,  
Palm Beach County Department of Airports**

"**ARN** truly has its finger on the pulse of today's aviation industry issues and trends. The timely, well-written articles have provided a wealth of information that will help us as we move forward with the final design and solicitation process for our \$386 million Midfield Terminal Complex. We are so impressed with **ARN** that we have purchased subscriptions for each member of our Airports Special Management Committee and Board of Port Commissioners. It has proven to be an excellent educational tool for these policy makers as well as members of our staff."

**- Robert Ball, Executive Director,  
Southwest Florida International**

"Since September 11<sup>th</sup>, the industry has been facing tremendous changes, reduction in passengers, changes in clearance procedures, passengers only beyond the checkpoint, etc. **ARN** has helped in sorting out what other airports are faced with around the country and where we might direct our efforts to the inevitable changes that will face us in the near and long-term future."

**- Kent George, Executive Director,  
Fort Lauderdale-Hollywood International**

"The challenges all airports will face in the future will, in all likelihood, be greater than those of the past several months. **ARN** has provided a fresh and hard hitting perspective on the challenges at hand. The value of **ARN** to me and my staff has grown as **ARN** has broadened its perspective over the past year to address how the challenges we all face today will effect current and future revenue streams. **ARN's** presentation of industry perspectives, from airport leaders to consulting experts, provides us with options and alternatives which help in the formulation of local solutions."

**- Scott Brockman, Finance & Administration,  
Memphis International Airport**

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