

Departure Media Airport Advertising is Awarded a 5 Year Agreement with the Norfolk International Airport to Provide an Aesthetically Pleasing Comprehensive Airport-Wide Advertising Program

Norfolk, VA—Departure Media, an exclusive airport media agency, announced today that it has signed a new five-year partnership with the Norfolk International Airport. Plans are underway to implement a state-of-the-art advertising concession reaching all 3.4 million passengers who pass through the airport annually. DMI was chosen over Clear Channel Airports in a competitive bid process.

The enhanced advertising program proposed by DMI will complement the terminal aesthetics and offer custom displays that are both highly marketable and pleasantly engaging to passengers. Upgrades will include cutting edge digital assets, large format static displays, corporate sponsorships and cutting edge technology. The new contract began January 1, 2019.

The Norfolk International Airport is the major airport serving the coastal Virginia and northeastern North Carolina communities. The Airport hosts 3,380,902 annual passengers. Six airlines currently operate out of ORF and offer access to hundreds of cities worldwide. With the new contract, DMI is introducing innovative advertising opportunities to major national brands and local advertisers, reaching discernable yet sophisticated consumers.

Norfolk Airport Authority executive director Robert Bowen states: “We are looking forward to working with Departure Media, who is well regarded in airport advertising circles for their innovative methods of promoting their clients’ brands.”

“We are thrilled about this opportunity and excited to be working with the Norfolk International Airport,” said Leslie Bensen, CEO, Departure Media Airport Advertising. “We are very proud to be the selected company exclusively offering creative marketing solutions to the organizations that call this region home. This will be our second airport in Virginia and Norfolk is a very important addition as we continue to increase our market share and grow as the leading female-owned airport advertising company in the United States.”

About Departure Media Airport Advertising

Dedicated to airport advertising for more than 25 years, DMI is the premier designer of custom display concepts. Departure Media Airport Advertising is the largest prime ACDBE Advertising Concessionaire in the country; the company is 100 percent woman-owned and certified throughout the United States as a W/MBE, DBE, and ACDBE (Women/Minority Business Enterprise; Disadvantaged Business Enterprise; and Airport Concession Disadvantaged Business Enterprise). The Company is based in Charleston, South Carolina and currently operates 11 airport programs across the United States. More information can be found by visiting www.departure-media.com.

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