



Royal Flush
ADVERTISING

*Fly*RKS
MEDIA KIT

WELCOME

We are excited to partner with the Southwest Wyoming Regional Airport, where first impressions of our community begin. This partnership creates a unique and highly effective opportunity for local and regional businesses to connect with travelers at the gateway to southwest Wyoming.

Airport advertising reaches a captive, attentive audience and offers strong visibility, lasting brand recall, and meaningful impact. Whether welcoming visitors or reminding locals why Wyoming is home, this medium allows advertisers to showcase what makes our state, our communities, and our businesses truly special.

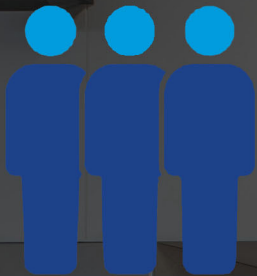
JESSICA EVANS

- Owner

Located seven miles east of Rock Springs in Sweetwater County, the Southwest Wyoming Regional Airport serves as a vital gateway for both commercial and general aviation. Owned by the City of Rock Springs and operated by the Rock Springs - Sweetwater County Airport Joint Powers Board, the airport supports over 52,000 commercial passengers and 10,000 aircraft operations annually, supporting 336 jobs and \$59.3 million in annual economic activity.

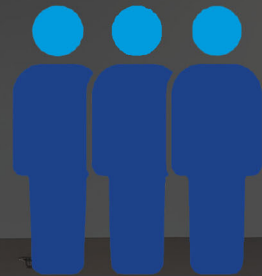


STATISTICS



52K

2025 Passengers



21.8%

Passenger increase
from 2024



99%

Flight Completion
Performance

National average is 98%



76%

On Time Flight
Performance

National average is also 76%



"This isn't just about numbers, it's about people. Every flight represents a connection: a grandmother meeting her first grandchild, a local business owner expanding markets, or a skilled worker strengthening our community. Community air service is more than a convenience, it's a lifeline."

- Devon Brubaker, Airport Director

**\$2.6
BILLION**

Statewide Economic Impact

**\$38.6
MILLION**

Southwest Wyoming
Annual Economic Impact

DIGITAL DISPLAYS

TERMINAL AREA DIGITAL DISPLAYS

Located in the main terminal and baggage claim areas. Visible by arrival & departure passengers, rental car customers, and people picking up passengers.

- Five displays total: 3 in baggage claim, 2 in terminal lobby
- Playlist rotates every 10 minutes
- Includes 2 min dedicated to non-advertising content
- 8 min dedicated to advertising content
- Limited Space Available
- Ad Specs: 3840px wide by 2160px tall in horizontal format

AD LENGTH / TYPE	12 MONTH TERM	6 MONTH TERM
30 SECOND VIDEO	\$440/month	\$515/month
15 SECOND VIDEO	\$275/month	\$350/month
10 SECOND STILL	\$165/month	\$240/month

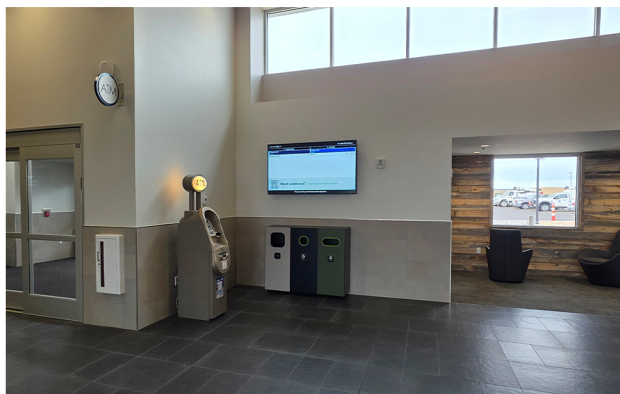
*Monthly rates do not include cost of printing, graphic design, or video development.



DISPLAY BY TICKETING BY RESTROOMS



DISPLAYS ABOVE BAGGAGE CLAIM



DISPLAY BY ATM IN BAGGAGE CLAIM



DISPLAY OPPOSITE RENTAL CAR DESK

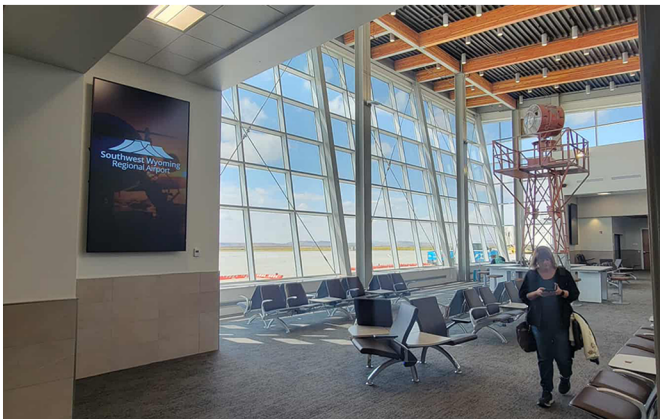
HOLDING AREA DIGITAL DISPLAYS

Located in the holding area after a passenger goes through ticketing. Visible for an extended period of time while passengers wait to board their departure, giving them time to research your company.

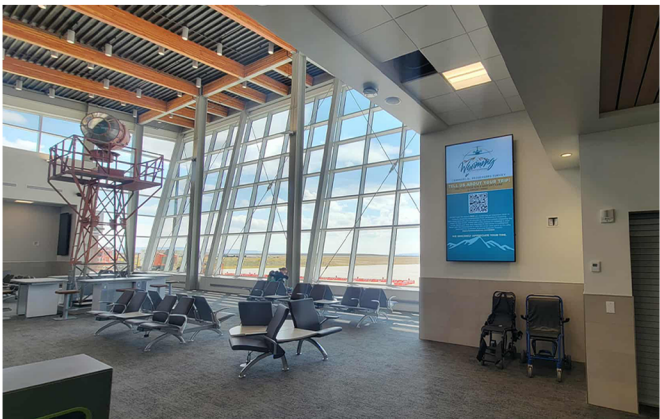
- Two oversized vertical displays
- Playlist rotates every 10 minutes
- Includes 2 min dedicated to non-advertising content
- 8 min dedicated to advertising content
- Limited Space Available
- Ad Specs: 2160px wide by 3840px tall in vertical format

AD LENGTH / TYPE	12 MONTH TERM	6 MONTH TERM
30 SECOND VIDEO	\$385/month	\$460/month
15 SECOND VIDEO	\$220/month	\$295/month
10 SECOND STILL	\$135/month	\$210/month

*Monthly rates do not include cost of printing, graphic design, or video development.



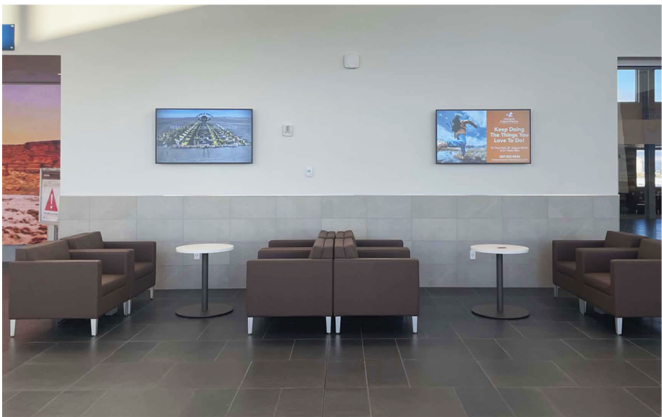
DISPLAY ON “LEFT” SIDE OF HOLD ROOM



DISPLAY ON “RIGHT” SIDE OF HOLD ROOM

PACKAGE DEAL

Want to be in both the terminal area and the holding area? No problem. Enjoy a 10% discount on your monthly rate and be displayed on two bonus displays located inside the hold room.



ADDITIONAL DISPLAYS IN HOLD ROOM

STATIC DISPLAYS

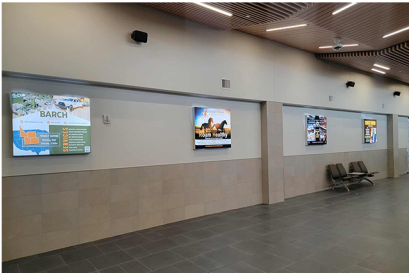
STATIC DISPLAY OPTIONS

Located strategically throughout the airport to capture passenger's attention.

- Variety of options available to fit any budget
- Ads are visible at all times
- Limited Space Available

DISPLAY OPTION	SIZE (WXH)	12 MONTH TERM	6 MONTH TERM
TERMINAL LED LIGHTBOX	48X36"	\$245/month	\$320/month
SEATING AREA LED LIGHTBOX	48X36"	\$220/month	\$295/month
ENTRYWAY BILLBOARD	48X36"	\$275/month	\$350/month
SEATING AREA POSTER	18X24"	\$100/month	\$175/month
PET RELIEF AREA POSTER	36X48"	\$200/month	\$275/month

*Monthly rates do not include cost of printing or graphic design.



TERMINAL LED LIGHTBOX

Located in main terminal lobby.
Only four available.



SEATING AREA LED LIGHTBOX

Located by museum display and view of tarmac. Only three available.



ENTRYWAY BILLBOARD

Located in all three entryways.
Only two available.



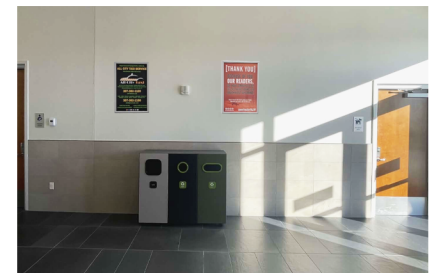
SEATING AREA POSTER

Located by museum display and view of tarmac. Only five available.



SEATING AREA POSTER

Located by baggage claim and view of parking lot. Only four available.



PET RELIEF AREA

Located near restrooms and pet relief area. Only two available.

**Choose any combination of displays and
receive a 10% discount.**

1

REVIEW YOUR OPTIONS

Take a look at the available placements and exposure opportunities. We'll help you determine what best fits your budget and desired impact.

2

CHOOSE YOUR TERM

Select a 6-month or 12-month advertising term based on your goals and how often you'd like to refresh your message.

3

SECURE YOUR SPACE

Once you're ready, we'll provide a straightforward contract to lock in your placement and timeline.

4

DESIGN YOUR AD

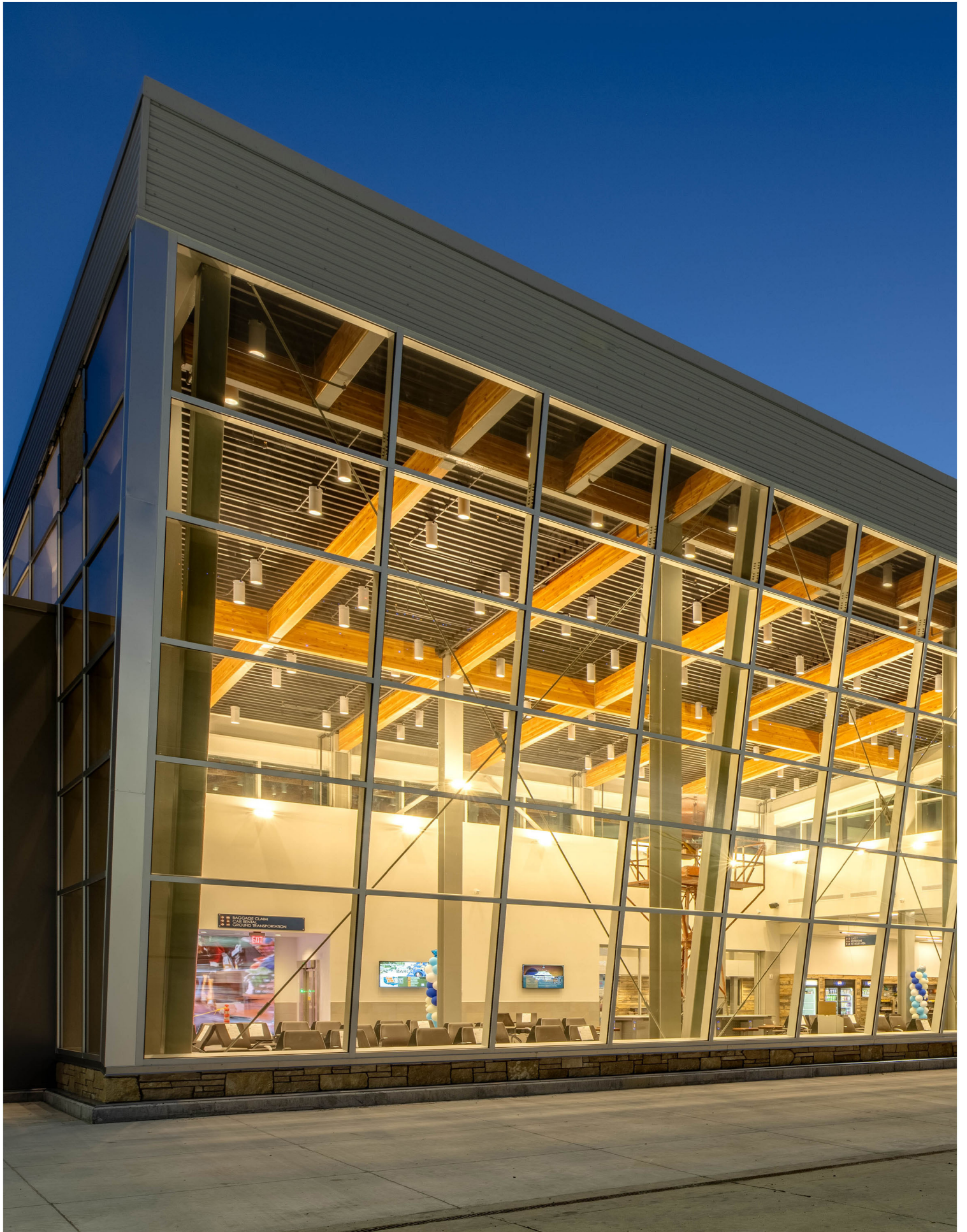
You're welcome to provide your own artwork, or you can have Royal Flush Advertising professionally design your ad for maximum visibility and effectiveness.

5

GO LIVE AND UPDATE AS NEEDED

Your ad is installed and begins working for you immediately. Need to update your message for seasons, promotions, or events? Ad changes are simple and can be made as needed during your term.

PROCESS



FAQs

WHY ADVERTISE AT RKS AIRPORT?

Airport advertising places your brand at the gateway to Southwest Wyoming, reaching a captive, attentive audience and delivering strong visibility and brand recall.

WHO WILL SEE MY AD?

Your message reaches arriving and departing travelers, business professionals, tourists, and locals—often while they are waiting and highly engaged.

IS AIRPORT ADVERTISING EFFECTIVE FOR LOCAL BUSINESSES?

Yes. It's especially effective for local services, tourism, retail, dining, healthcare, real estate, and professional businesses looking for consistent exposure.

WHERE ARE THE ADS LOCATED?

Ads are placed in high-traffic, high-visibility areas throughout the terminal to maximize impressions.

CAN I CHOOSE MY PLACEMENT?

We'll help you select the best available placement based on your goals, budget, and desired impact.

WHAT CONTRACT TERMS ARE AVAILABLE?

Advertisers can choose a 6-month or 12-month term for steady, long-lasting exposure.

CAN I CHANGE MY AD DURING THE CONTRACT?

Yes. Updating your message for seasonal promotions or new campaigns is simple and encouraged.

DO I NEED TO DESIGN MY OWN AD?

No. You may supply artwork, or Royal Flush Advertising can professionally design your ad for maximum impact.

HOW QUICKLY WILL MY AD GO LIVE?

Once the contract is signed and artwork is approved, ads are installed promptly and begin working for you.

WILL ROYAL FLUSH MANAGE EVERYTHING?

Yes. From placement coordination and installation to design support and updates, we handle the details so you don't have to.

THANK YOU

WE APPRECIATE YOUR CONSIDERATION

Phone ● 307-389-1510

Email ● royalflushads@gmail.com

Website ● www.royalflushadvertising.com