

# Thunder Bay Airport Terminal Advertising

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INTERIOR, EXTERIOR, DIGITAL AND WEBSITE OPTIONS



# Why advertise at Thunder Bay Airport?

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- ❖ Impressive traffic volumes
- ❖ Local, regional and national travelers
- ❖ Serviced by major airline carriers such as Porter, Air Canada, WestJet and Flair
- ❖ Over 800,000 annual passengers per year with an estimated reach of 2 million
- ❖ Internal, external, digital, online and “out of the box” options
- ❖ Captive audiences
- ❖ Multiple advertising mediums
- ❖ Affordable and highly visible
- ❖ Start and end dates flexible



# Interior Advertising

## INTERIOR ADVERTISING – BACKLIT SIGNAGE

- ❖ Small, medium and large options available
- ❖ High quality static images
- ❖ Departure and baggage spotlight positioning
- ❖ As low as \$240.00/month



# Interior Advertising

## PRODUCT DISPLAYS

- ❖ Showcase life size, 3D product displays
- ❖ Display products or self standing displays, signs and more



## Mezzanine Panels

- ❖ Largest, most visible signage
- ❖ Located between 1<sup>st</sup> and 2<sup>nd</sup> floor on mezzanine
- ❖ Three sizes available



# Interior Advertising

## POLE WRAPS

- ❖ Numerous locations available for maximum audience
- ❖ Starting at only \$240/month for multiple locations

## POP-UP BANNERS

- ❖ Flexible on location, small footprint but powerful messaging
- ❖ Option to easily relocate

## BAGGAGE CAROUSEL WRAPS

- ❖ High traffic area on the main floor of the terminal
- ❖ Two carousels to advertise from





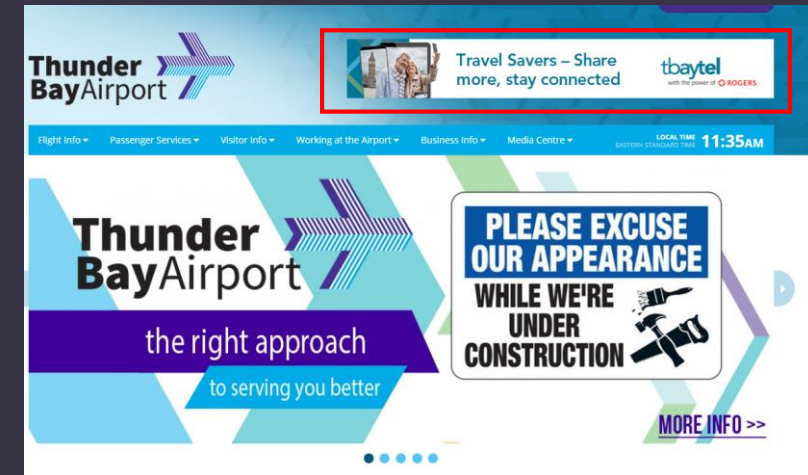
# Website Advertising

## WEB PAGE BANNER

- ❖ Reach our online visitors on each page of our website
- ❖ As low as \$215.00/month
- ❖ Average of 8,000 new visitors per month with a PR rank of 5 and climbing

## HOME PAGE BOTTOM BANNER

- ❖ Exposure to online visitors on the bottom of the homepage
- ❖ As low as \$110.00/month
- ❖ Direct link to company website with just a click



# Website Advertising

## ARRIVAL / DEPARTURE BANNER

- ❖ Flight Arrival and Departure status page banners
- ❖ One exclusive position reaching 90% of webpage users
- ❖ 910x150 pixels

## BANNER ADVERTISEMENT – OTHER

- ❖ All pages except for home and arrival / departure pages
- ❖ 4 Banner spaces available
- ❖ Repeated advertising = effective messaging
- ❖ Direct link to company website
- ❖ 222x75 pixels

The image displays two screenshots of the Thunder Bay Airport website, illustrating banner ad placements. The top screenshot shows the 'Arrivals' page with a banner for 'SUNNY VACATIONS DIRECT FROM THUNDER BAY' and a 'BOOK NOW' button. The bottom screenshot shows the 'Travel Advisories' page with three smaller banners for 'BLOW MINDS NOT BUDGETS', 'boingo', and 'GET HERE NOW!'. Both screenshots include the Thunder Bay Airport logo, navigation menu, and local time (09:45 AM and 09:40 AM respectively).

**Thunder Bay Airport**

Travel Savers – Share more, stay connected

tbaytel with the power of ROGERS

Flight Info | Passenger Services | Visitor Info | Working at the Airport | Business Info | Media Centre | LOCAL TIME 09:45 AM

**Arrivals**

SUNNY VACATIONS DIRECT FROM THUNDER BAY

BOOK NOW

Date	Airline	Flight	Via	Schedule	Expected	Status
01-03	porter	PD242	Toronto City Ottawa	10:48 PM	11:30 PM	Arrived
01-04	Windjet	JV340	Dryden Fort Frances Kenora	09:30 AM	09:20 AM	Arrived

**Thunder Bay Airport**

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Flight Info | Passenger Services | Visitor Info | Working at the Airport | Business Info | Media Centre | LOCAL TIME 09:40 AM

**Travel Advisories**

Travel Reports offer information on safety and security, local laws and customs, entry requirements, health conditions and other important travel issues. Some countries currently contain a Travel Warning, indicating that Canadians should either avoid non-essential travel to the country or to specific region(s) of the country, or avoid all travel to the country or to specific region(s) of the country.

Travelling to a country with a Travel Warning may impact your health insurance and/or trip cancellation insurance.

The decision to travel is the sole responsibility of the individual.

For a list of countries with current travel warnings, please visit: <https://travel.gc.ca/travelling/advisories>

BLOW MINDS NOT BUDGETS

boingo

GET HERE NOW!

# Digital Advertising

## ARRIVALS DIGITAL DISPLAY ADVERTISING

- ❖ 55" high profile digital HD display
- ❖ 10.5 second image or video in rotation with other ads
- ❖ Starting at \$275.00/month



## LARGE DIGITAL BILLBOARD DISPLAY

- ❖ 4ft x 10ft Full Colour LED digital screen
- ❖ Positioned beside the up escalator for ultimate viewing
- ❖ 8 Second advertisements in rotation





# Digital Advertising

## STANDING ARRIVALS & DEPARTURE LOUNGE DISPLAYS

- ❖ Located at the arrivals gate on the second floor, or in the secure departure lounge
- ❖ Ideal location for targeting arriving guests or friends and family waiting for their loved ones



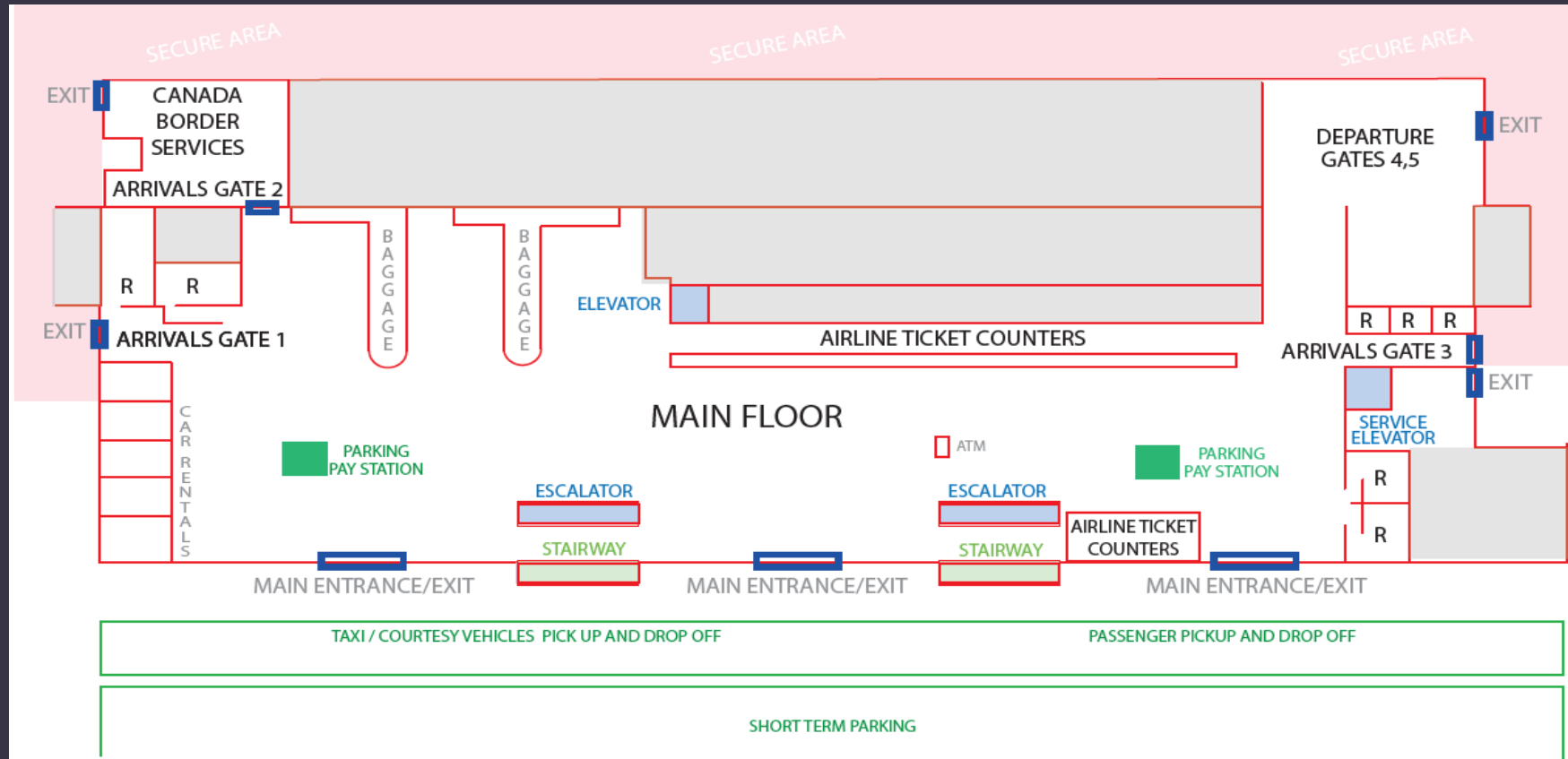
## FOOD COURT DISPLAY

- ❖ Located in the public food court. Advertise to those waiting to board their flight, waiting for a guest to arrive, or simply enjoying a coffee.

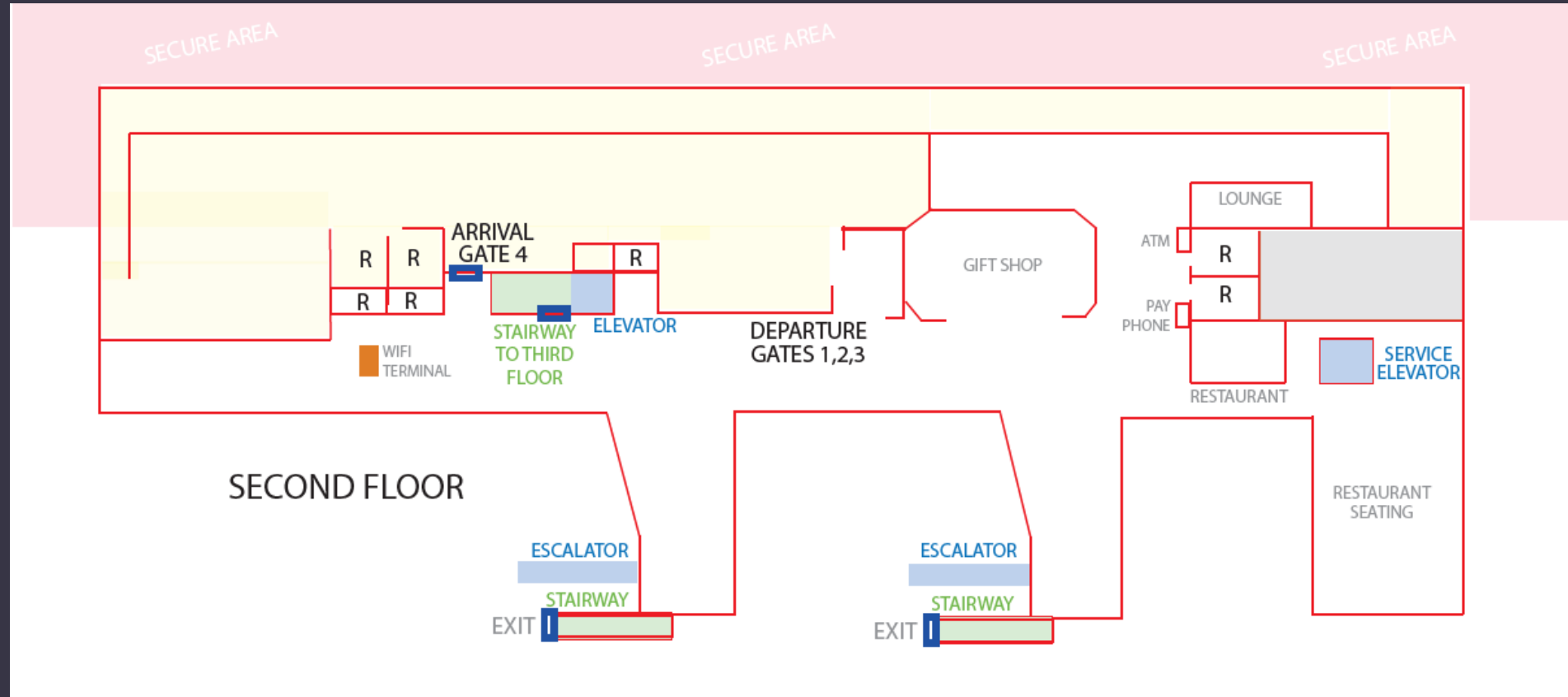


LARGE DIGITAL, STANDING ARRIVALS AND DEPARTURE AND FOOD COURT DISPLAY – BUNDLED TOGETHER.

# AIRPORT MAP – MAIN FLOOR



# AIRPORT MAP – SECOND FLOOR



# ADVERTISING RATES - INTERIOR

THUNDER BAY INTERNATIONAL AIRPORT - 2024 ADVERTISING RATES (PER MONTH)				
<u>SIGN TYPE</u>	<u>LOCATION</u>	<u>SIGN SIZE (W x L in)</u>	<u>1 YEAR RATE</u>	<u>3 YEAR RATE</u>
Medium Backlit	Baggage / Other	32 x 42	\$290	\$240
Large Backlit	Baggage / Other	52 x 42	\$490	\$440
Display Case	First or second floor		\$280	\$220
Display Case	Mobile or other		\$320	\$275
Display	Oversize or Demo		\$550	\$500
Large Banner	Mezzanine	4 Panel (138 x 88)	\$625	\$550
Large Banner	Mezzanine	3 Panel (72 x 132)	\$625	\$550
Billboard	Outdoor		\$1200	\$1000
Pole Wraps	Numerous Options		\$240	\$220
Carousel Wraps	Baggage Carousels		\$550	\$500
Pop-up Banners	Anywhere		\$300	\$275



# ADVERTISING RATES – WEBSITE & DIGITAL

THUNDER BAY INTERNATIONAL AIRPORT – 2024 ADVERTISING RATES PER MONTH				
<u>SIGN TYPE</u>	<u>LOCATION</u>	<u>SIGN SIZE (PIXELS)</u>	<u>1 YEAR RATE</u>	<u>3 YEAR RATE</u>
ARRIVALS DIGITAL DISPLAY	Arrivals 4	1920 w x 1080	\$265.00	\$215.00
OTHER DIGITAL SIGNS	Second Floor		\$650.00	\$500.00
<u>WEBSITE ADVERTISING</u>				
Home Page Banner	Website Home Page	468x80	\$160.00	\$145.00
Home Page Bottom Banner	Bottom of Website Home Page	190x190	\$120.00	\$100.00
Arrival / Departure Banner	Arrival / Departure Page	918x150	\$130.00	\$110.00
Additional Banners	All Pages Except Home Page	222x75	\$130.00	\$110.00

# ANY QUESTIONS?

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Have an idea but don't see it outlined on our rate sheet?

ADDITIONAL PRODUCTS AND OPTIONS ARE AVAILABLE

Please contact Jackie MacDonald, Business & Communications Coordinator at:  
(807) 473-2609 or by email to [Jackie.macdonald@tbairport.on.ca](mailto:Jackie.macdonald@tbairport.on.ca) to discuss

PLEASE NOTE THAT...

- ❖ All rates are quoted in Canadian funds. Posted quotes are subject to change without notice.
- ❖ All materials, production, installation and shipping costs must be supplied by the advertiser and are not included in posted prices
- ❖ Advertisements are subject to approval of TBIAAI
- ❖ Lease spaces are subject to rules and regulations of lease agreements. Spaces are limited to availability
- ❖ Currently list of availability is not guaranteed.