

AIRPORT ADVERTISING

We are pleased to present this proposal for advertising at the Thunder Bay International Airport. You may be aware that over 800,000 passengers travel through our airport each year. With “Meeters and Greeters” of traveling passengers included, the TBIA offers your company interior exposure of over...

2.5 Million Visitors per year!

1. Impressive traffic volumes
 2. Local, regional and national travelers
 3. Internal/external and online options
 4. Multiple advertising mediums
 5. Arrival and departure placements
 6. Captive audiences
- = Highly visible, effective advertising***

www.thunderbayairport.com

Jackie McIver, Business & Communications Coordinator

340-100 Princess Street Thunder Bay, ON P7E 6S2 (807)473-2609 FAX (807)475-9627

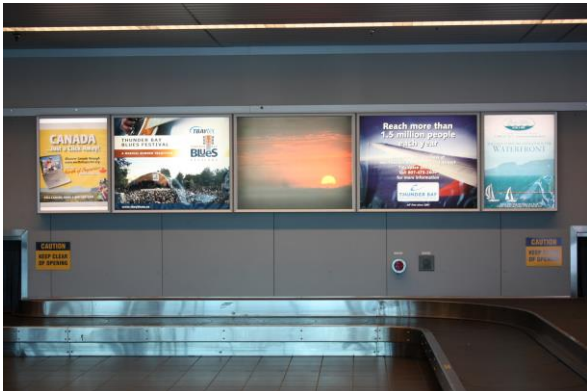


INTERIOR ADVERTISING



Triangular Backlit Signs

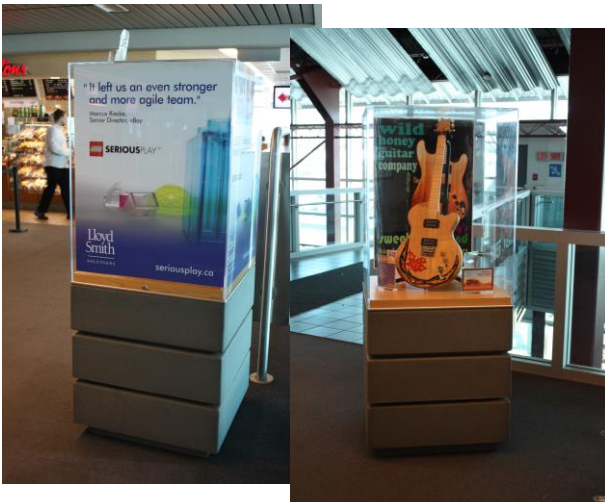
- 43"x 60" over sized displays
- High quality images and text at eye level
- As low as \$330/month



Backlit Signs

- Small, medium and large size displays.
- High quality images and text at eye level
- Arrival, departure, baggage pickup and spotlight positioning
- As low as \$150.00/month

Display Cases



- 3-4 sided viewing
- Showcase your products
- Low cost
- As low as \$100.00/month

INTERIOR ADVERTISING



Product Displays



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



Reservation Center/Pamphlets

- Direct usage of visiting passengers.
- Designated at baggage pickup and exit locations.
- Pamphlet display rack rentals starting at \$30/month.



Mezzanine Panels

- "Community Partners" section
- Largest, most visible signage inside terminal
- Located between 1st and 2nd floor on mezzanine
- Additional location at entry to Departure 1 and Departure 2
- 3 sizes available

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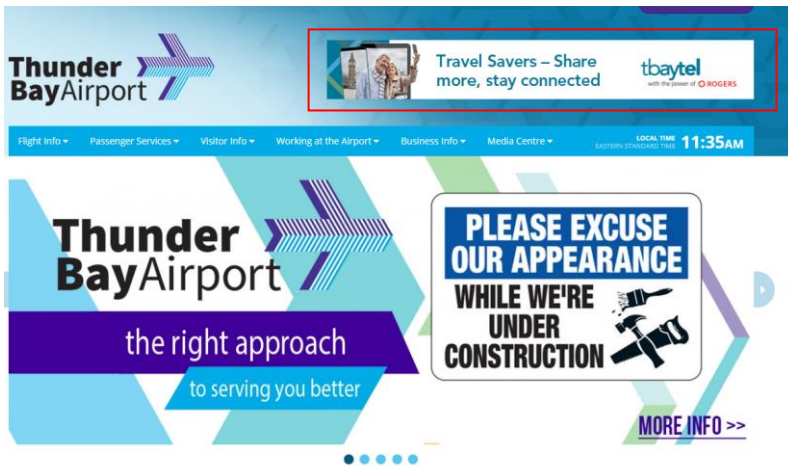
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EXTERIOR / WEBSITE ADVERTISING

Billboards

- Full size outdoor lit billboards expose your company to large volumes of vehicle traffic
- As low as \$750/month

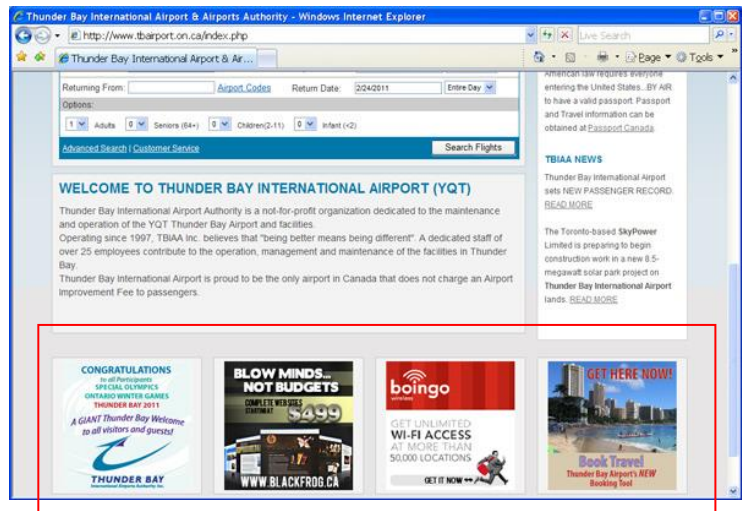


Web Page Banner Advertising

- Exposure to online visitors on each page of our website
- As low as \$150/month
- Average of 8000 new visitors per month with a PR rank of 5 and climbing.

Home Page Bottom Advertising

- Exposure to online visitors on the bottom of the Thunder Bay Airport home page
- As low as \$75/month
- Size is 190x190 pixels



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WEBSITE / DIGITAL OPPORTUNITIES

Arrival / Departure Banner Advertising

- Arrival and Departure Status Page Banners
- 1 exclusive position reaching 90% of users
- Size is 918x150 pixels
- Starting at \$120.00/month

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 EASTERN STANDARD TIME 09:45AM

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	✈️ Porter	JV340	Dryden Fort Frances Kenora	09:30 AM	09:20 AM	Arrived
01-04	✈️ Porter	JV318	Sioux Lookout Red Lake Winnipeg	09:40 AM	09:40 AM	Arrived
01-04	AIR CANADA	AC8531	Toronto	09:55 AM	10:30 AM	Delayed
01-04	porter	PD206	Toronto City Ottawa	10:48 AM	10:48 AM	On Time

All Pages Besides Home Page

- All pages except home page
- 4 banner spaces available
- 222x75 pixels
- \$110.00 per month

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 EASTERN STANDARD TIME 09:40AM

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>

Arrivals Digital Display Advertising

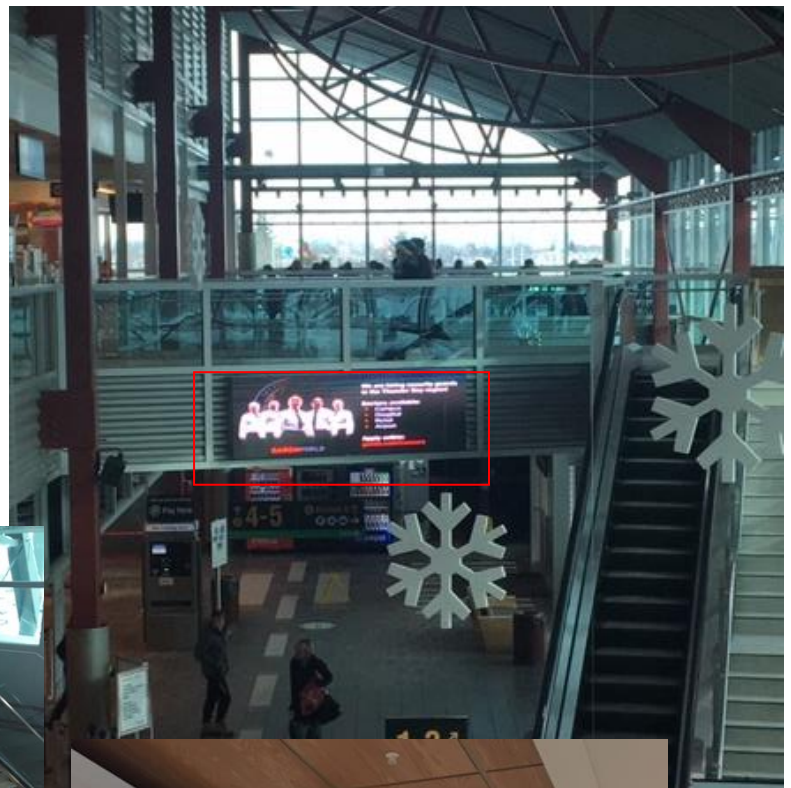
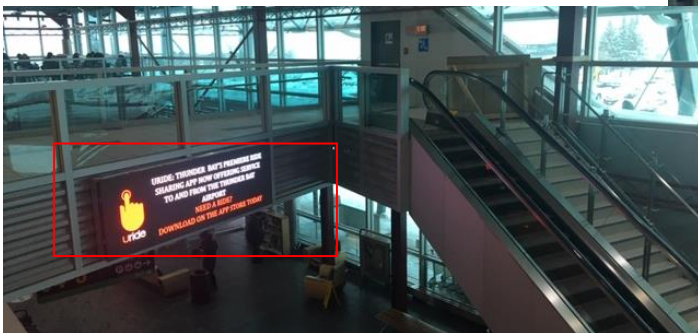
- 55" high profile digital HD digital display
- 10.5 second image or video display
- Starting at \$250.00/month



NEW OPPORTUNITIES

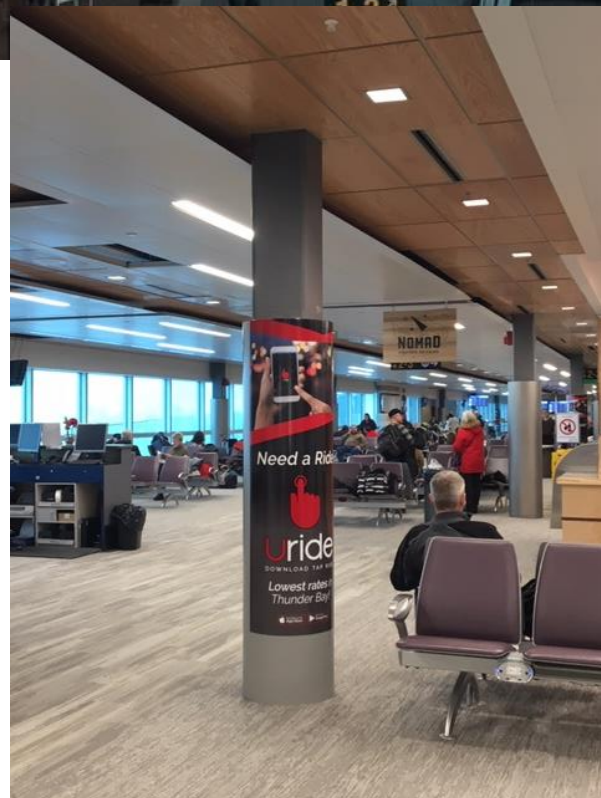
Large Digital Billboard Display

- 4ft x 10ft Full Colour LED digital screen
- Positioned beside the up escalator for ultimate viewing
- 8 Second advertisements
- Premium to Economy plans available



Pole Wraps

- Have a strong presence throughout the terminal building with Pole Wraps
- Starting at only \$200.00/month
- Numerous options and locations available



SECURE AREA

SECURE AREA

SECURE AREA

EXIT

CANADA
BORDER
SERVICES

ARRIVALS GATE 2

R

R

B
A
G
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B
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E

ELEVATOR

AIRLINE TICKET COUNTERS

DEPARTURE
GATES 4,5

EXIT

R R R

ARRIVALS GATE 1

EXIT

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PARKING
PAY STATION

MAIN FLOOR LOCATION

ATM

PARKING
PAY STATION

ARRIVALS GATE 3

EXIT

SERVICE
ELEVATOR

R

R

ESCALATOR

ESCALATOR

AIRLINE TICKET
COUNTERS

STAIRWAY

STAIRWAY

MAIN ENTRANCE/EXIT

MAIN ENTRANCE/EXIT

MAIN ENTRANCE/EXIT

TAXI / COURTESY VEHICLES PICK UP AND DROP OFF

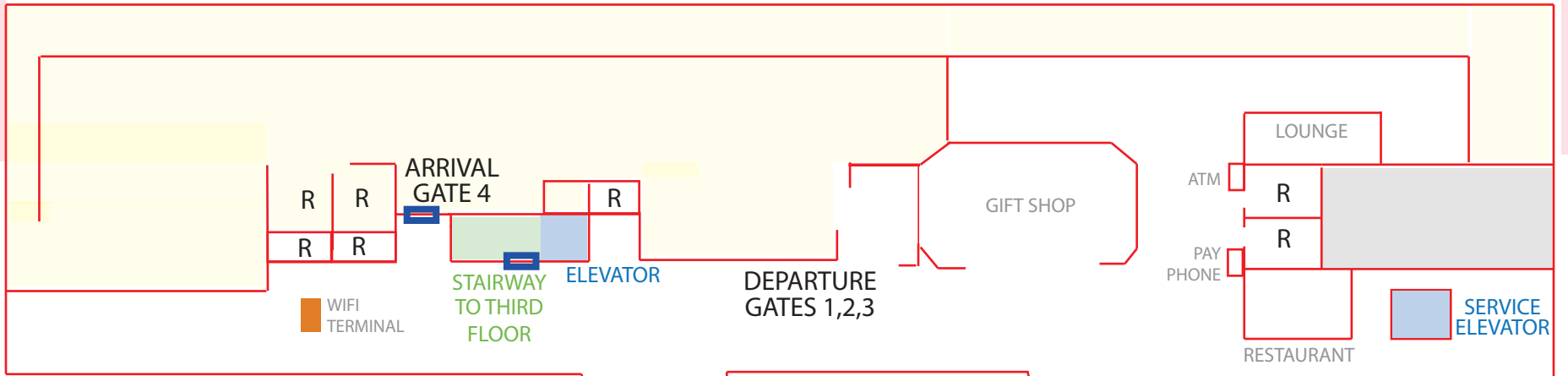
PASSENGER PICKUP AND DROP OFF

SHORT TERM PARKING

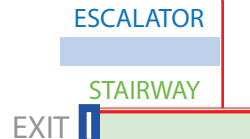
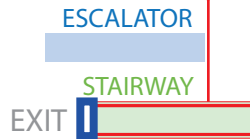
SECURE AREA

SECURE AREA

SECURE AREA



SECOND FLOOR LOCATION



RATE CARD

INTERIOR / EXTERIOR ADVERTISING

THUNDER BAY INTERNATIONAL AIRPORTS AUTHORITY 2019 Advertising Rate Sheet INTERIOR / EXTERIOR ADVERTISING				
Sign Type	Location	Sign Size (W x L in)	1 Year Rate (per month)	3 Year Rate (per month)
Backlit	Baggage/Other	32 x 32	200.00	150.00
Backlit	Baggage/Other	32 x 42	215.00	175.00
Backlit	Baggage/Other	52 x 42	425.00	350.00
Triangular	Main Floor	43 x 60	450.00	350.00
Display	Main Floor		265.00	200.00
Display	Second Floor		220.00	190.00
Display	Mobile or Other		220.00	190.00
Display	Oversize/Demo		450.00	375.00
Display Case	Any Location		150.00	100.00
Large Banner	Mezzanine	4 Panel 138 x 88	550.00	475.00
Large Banner	Mezzanine	3 Panel 72 x 132	500.00	450.00
Billboard	Outdoor		900.00	800.00
Pole Wraps	Any Location		200.00	150.00
Arrivals Digital Display	Arrivals 4	1360 W x 768 H	250.00	200.00

- All rates 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 TBIAA Inc.
- Lease spaces are subject to rules and regulations of lease agreements.
- Lease spaces are limited to availability.
- Current list of availability is not guaranteed

HAVE AN IDEA BUT DON'T SEE IT OUTLINED ON OUR RATE SHEET?
***ADDITIONAL PRODUCTS AND OPTIONS ARE AVAILABLE!**
 Please contact Jackie McIver at (807) 473-2609 or email Jackie.mciver@tbairport.on.ca to discuss these opportunities.

RATE CARD

WEBSITE ADVERTISING

THUNDER BAY INTERNATIONAL AIRPORTS AUTHORITY 2019 Advertising Rate Sheet WEBSITE ADVERTISING				
Sign Type	Location	Sign Size (pixels)	3 Month Rate (per month)	1 Year Rate (per month)
Home Page Banner	Home Page on Website	468 x 80	150.00	125.00
Home Page Bottom Banner	Home Page on Website	190 x 190	75.00	50.00
Arrival / Departure Banner	Arrival / Departures Page	918 x 150	120.00	100.00
Additional Banners	All Pages except Home Page	222 x 75	110.00	90.00

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