

# 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 \$225.00/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 \$225/month for multiple locations

## POP-UP BANNERS

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



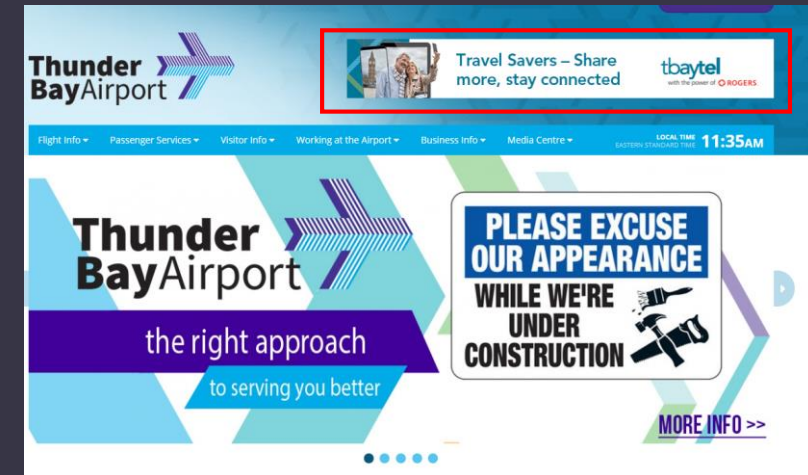
# Website Advertising

## WEB PAGE BANNER

- ❖ Reach our online visitors on each page of our website
- ❖ As low as \$200.00/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 \$100.00/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 banners: 'BLOW MINDS NOT BUDGETS' from Blackford's, 'boingo' offering Wi-Fi access, and 'GET HERE NOW' from Book Travel.

**Thunder Bay Airport**

Travel Savers – Share more, stay connected

tбайtel with the power of ROGERS

Flight Info ▾ Passenger Services ▾ Visitor Info ▾ Working at the Airport ▾ Business Info ▾ Media Centre ▾

LOCAL TIME 09:45AM

Flight Info

Arrivals

Departures

Airlines

Security Measures

Customs

Travel Advisories

Medical Transfers

**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**

Travel Savers – Share more, stay connected

tбайtel with the power of ROGERS

Flight Info ▾ Passenger Services ▾ Visitor Info ▾ Working at the Airport ▾ Business Info ▾ Media Centre ▾

LOCAL TIME 09:40AM

Flight Info

Arrivals

Departures

Airlines

Security Measures

Customs

Travel Advisories

Medical Transfers

**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

WWW.BLACKFORDS.CA

boingo

WI-FI ACCESS

AT MORE THAN 50,000 LOCATIONS

GET HERE NOW

Book Travel

Thunder Bay Airport NOW

Booking Tools

# Digital Advertising

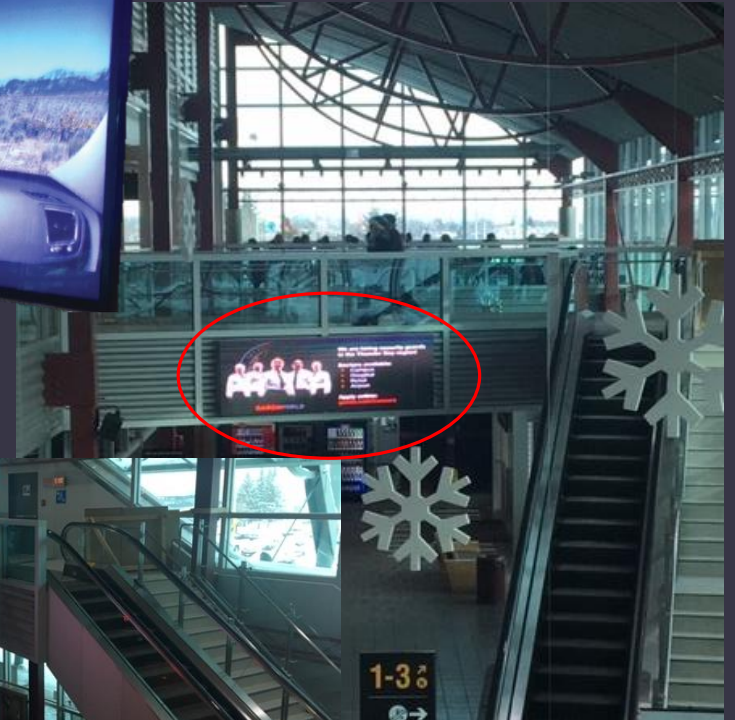
## ARRIVALS DIGITAL DISPLAY ADVERTISING

- ❖ 55" high profile digital HD display
- ❖ 10.5 second image or video in rotation with other ads
- ❖ Starting at \$250.00/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

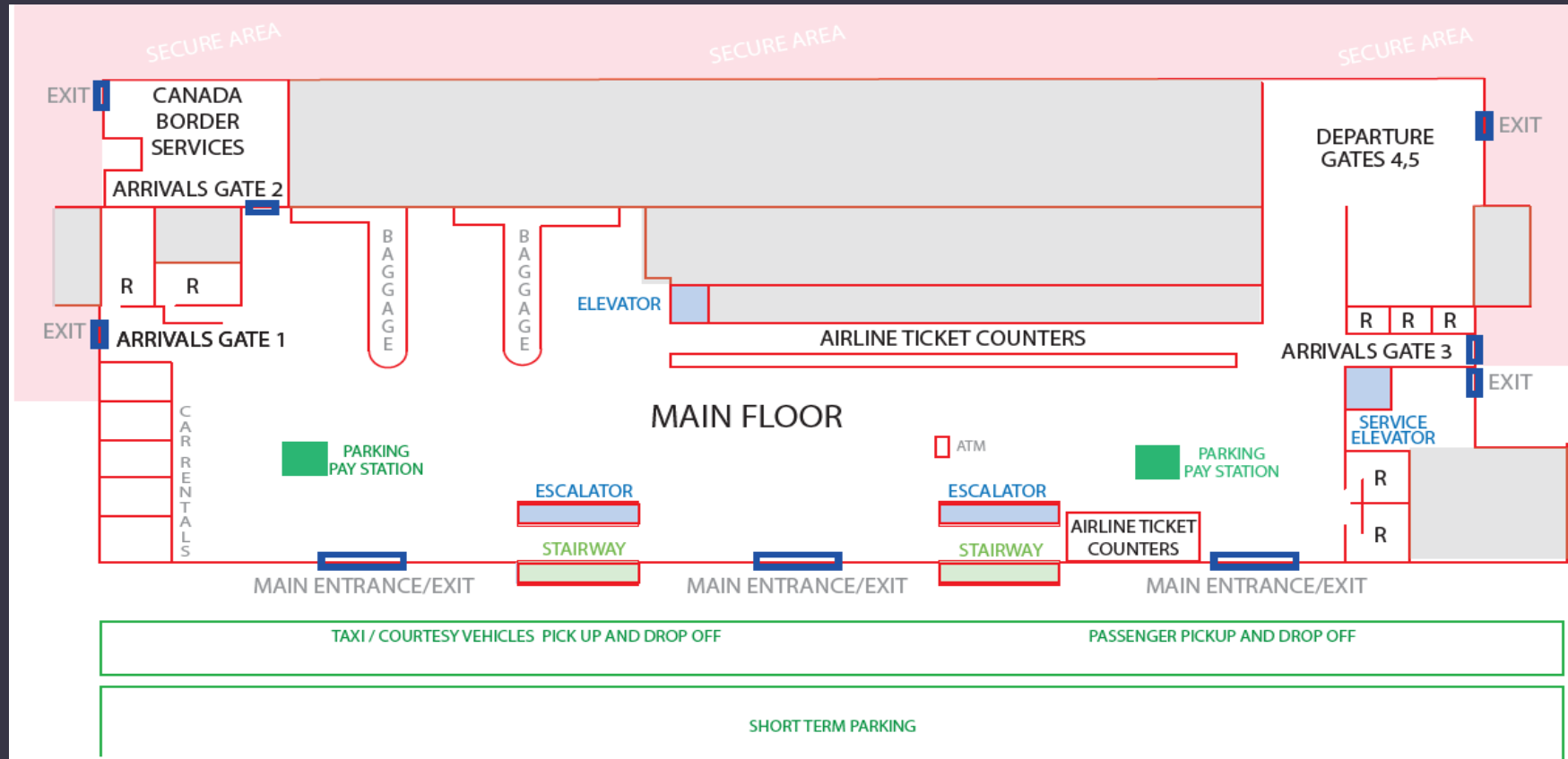


## FOOD COURT DISPLAY

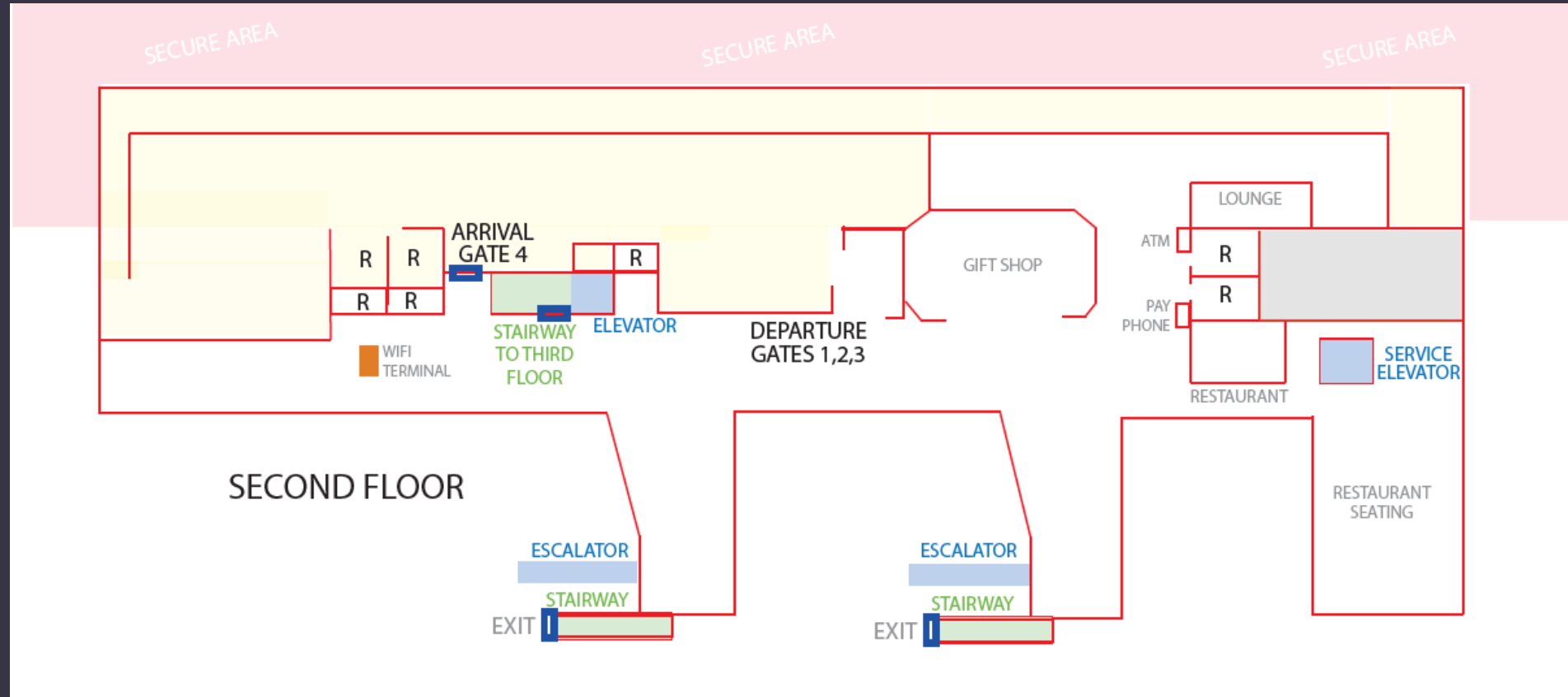
- ❖ Located in the public food court. Advertise to those waiting to board their flight, waiting for a guest to arrive, or simply enjoying a coffee.



# AIRPORT MAP – MAIN FLOOR



# AIRPORT MAP – SECOND FLOOR



# ADVERTISING RATES - INTERIOR

THUNDER BAY INTERNATIONAL AIRPORT - 2022 ADVERTISING RATES				
<u>SIGN TYPE</u>	<u>LOCATION</u>	<u>SIGN SIZE (W x L in)</u>	<u>1 YEAR RATE (per month)</u>	<u>3 YEAR RATE</u>
Medium Backlit	Baggage / Other	32 x 42	\$275	\$225
Large Backlit	Baggage / Other	52 x 42	\$475	\$425
Display Case	First or second floor		\$265	\$200
Display Case	Mobile or other		\$300	\$250
Display	Oversize or Demo		\$500	\$450
Large Banner	Mezzanine	4 Panel (138 x 88)	\$600	\$500
Large Banner	Mezzanine	3 Panel (72 x 132)	\$600	\$500
Billboard	Outdoor		\$1000	\$950
Pole Wraps	Numerous Options		\$225	\$200
Pop-up Banners	Anywhere		\$300	\$250

# ADVERTISING RATES – WEBSITE & DIGITAL

THUNDER BAY INTERNATIONAL AIRPORT – 2022 ADVERTISING RATES				
<u>SIGN TYPE</u>	<u>LOCATION</u>	<u>SIGN SIZE (PIXELS)</u>	<u>1 YEAR RATE (per month)</u>	<u>3 YEAR RATE</u>
ARRIVALS DIGITAL DISPLAY	Arrivals 4	1360 w x 768	\$250.00	\$200.00
OTHER DIGITAL SIGNS	Second Floor		\$650.00	\$500.00
<u>WEBSITE ADVERTISING</u>				
Home Page Banner	Website Home Page	468x80	\$150.00	\$125.00
Home Page Bottom Banner	Bottom of Website Home Page	190x190	\$100.00	\$75.00
Arrival / Departure Banner	Arrival / Departure Page	918x150	\$120.00	\$100.00
Additional Banners	All Pages Except Home Page	222x75	\$110.00	\$100.00

# 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.