

Kalamazoo | Battle Creek International Airport Advertising Guide

Why advertise in an airport?



Travelers have a higher than average **household income** and the power to make purchasing decisions



In 2018, a record **one billion travelers** took to the sky and nearly 50% of Americans flew in 2017 — a number that has been steadily increasing over the last four decades



Airport passengers spend an average of **133 minutes** inside an airport terminal — that's 2+ hours for your message to reach your audience

Why AZO?*

- 300,000+ annual passengers
- Nearly 25,000 passengers/month
- 50 weekly flight departures
- Reach inbound and outbound flyers
- Variety of ad types and locations
- Support your local community

Who flies through AZO?

- **Residency:** Local and visitors
- **Purpose:** 40% business, 60% leisure
- **Gender:** 50% men, 50% women
- **Age:** Primarily Gen X and Millennials, followed by Baby Boomers and Gen Z and younger

How much does it cost?

With advertising options **starting at just \$220 per month**, there is something for everyone. Our team will help you identify the best fit for your budget and needs.

*Passenger and flight information provided is based on 2019 data.

Main Terminal – Lower Level

The main terminal is where everyone must enter the airport, so your message is seen by more than just the passengers. The main entrance area provides great exposure for your business.



*Ad Type	Location	Size (W x H)	3-5 yr Monthly
Tension Fabric	Main Terminal	Varies	\$300 - \$600

*Monthly cost of ad based on contract length and ad size.

Display Area – Lower Level

Put your message on display right near ticket counters. This is a highly visible area right near the main entrance. The display area shown is floor space only. Contact us for more info.



Ad Type	Location	Size (L x W x H)	3 yr- Monthly	5 yr- Monthly
Display Area	Ticket Counter	240" x 120" x 72"	\$650	\$550

Baggage Claim – Lower Level

Once the plane has landed, the passenger heads to baggage claim. Whether they are arriving in the community for the first time or returning home after a long trip, the baggage claim area provides plenty of time to provide information on great hotels, restaurants, and other local attractions.



Ad Type	Location	Size (W x H)	1 yr Monthly	3 yr Monthly	5yr Monthly
Tension Fabric	BC Belt Wall	120" x 60"	\$340	\$325	\$300
Tension Fabric	BC – Mid-Terminal	136" x 49"	\$500	\$475	\$425
Digital – 2 Screens	BC Belt Wall	80" screen	\$250	\$240	\$220

Digital Details – Baggage Claim

Your message displayed on two, 80" digital signs above each belt. Average dwell time at baggage claim is 10 minutes.

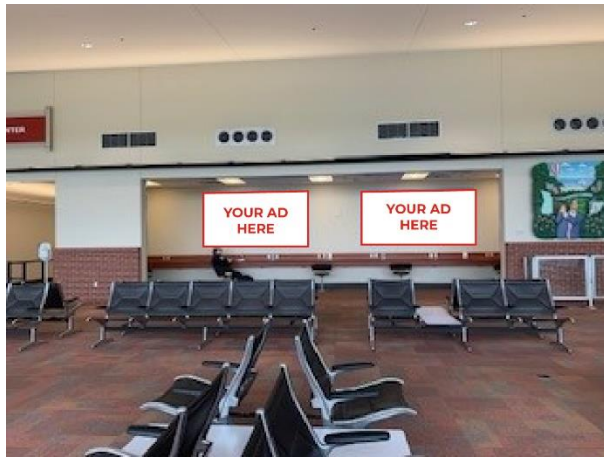
- Your ad runs for 10 seconds
- Sign is capped at a maximum of 10 advertisers
- Audio messaging not available (due to airline announcements)
- Airport will include 10-second information and public service announcements before each paid advertiser; rotated monthly to ensure digital sign has a fresh look

File formats

📁 Image files: JPG Resolution 1080p

Concourse – Upper Level

Today's travel industry requires passengers to check-in for their flights around 2 hours before departure. That leaves a captive audience in the gate areas, and the perfect opportunity to educate them about your business. Once they pass through TSA, passengers spend an average of 90 minutes in the gate area.



Ad Type	Location	Size (W x H)	1 yr Monthly	3 yr Monthly	5 yr Monthly
Tension Fabric	Gate Area	36" x 48"	\$280	\$266	\$240
Tension Fabric	Gate Area	120" x 60"	\$310	\$300	\$280
Tension Fabric - 2	Gate Area	120" x 60"	\$560	\$540	\$496
Tension Fabric	Pre-TSA	96" x 60"	\$310	\$300	\$280
Tension Fabric	Pre-TSA	240" x 120"	\$370	\$350	\$314
Tension Fabric	Post-TSA	180" x 60"	\$370	\$350	\$314
Tension Fabric	Business Center	120" x 60"	\$310	\$300	\$280
Tension Fabric	Gate Area - Hall	180" x 60"	\$370	\$350	\$314

Contact Qfactor for more opportunities such as sponsorships and other creative ideas!

Frequently Asked Questions

- **I have an idea for an ad type that isn't listed — what should I do?**
 - Custom concepts are welcome, pending Qfactor and airport management approval. Please contact us at [888.820.7993](tel:888.820.7993) or QfactorAds.com/contact.
- **Do I need to sign a contract?**
 - Yes, all advertising requires a fully executed contract signed by the advertiser and a Qfactor representative. Terms are negotiable, but most advertisers start at one year. Please allow up to 30 days for the execution of the contract.
- **How will I be billed?**
 - Advertisers will be billed quarterly or in full unless advertising contracts are pre-paid on an annual basis. Invoices are payable by check or bank transfer.
- **Do you offer graphic design services?**
 - The advertiser is responsible for the creation of all graphics. Qfactor offers graphic design services for an additional fee.
- **What are the advertising specs?**
 - Specs will be provided for the space you select. This information should be provided to the designer and, for non-digital spaces, to the printer.
- **What is the artwork approval process?**
 - All advertisements must be approved by Qfactor and airport management prior to installation. Advertisers shall submit a PDF for traditional (printed) ads, a JPG or PNG for digital ads, an MPEG for video ads, or an .APK for interactive applications.
- **Who will print my ad?**
 - Advertisers are responsible for the coordination and cost of all printing and production. Your Qfactor representative can provide recommendations for printing.
- **When does my ad need to be delivered to the airport?**
 - For printed ads, the advertiser is responsible for ensuring delivery of printed materials to the airport at least 10 business days prior to the start of the contract.
 - Digital materials shall be submitted at least 5 business days prior to the start of the contract.
- **Will I get my advertising materials back?**
 - Yes, but only returned with a request in writing at least seven business days prior to the end of the display period. Advertiser is responsible for any cost associated with the return of materials.

All ad rates are net. Multi-year contracts that cancel prior to completion will be back rated.

Prices listed are monthly charges based on contract length.