



Qfactor

airport advertising

Information and Rates



south bend
INTERNATIONAL

Qfactor Airport Advertising
A Division of The Quotient Group

QfactorAds.com | 888.820.7993

THE AIRPORT



South Bend International Airport is located minutes away from the University of Notre Dame and is Northern Indiana and Southwestern Michigan's choice for local, easy & convenient air travel.

SBN offers nonstop service to 12 destinations on four airlines with connections worldwide and is Indiana's second-busiest airport. 60% of travelers originate from the SBN region. 40% of travelers are inbound.

WHY ADVERTISE IN AN AIRPORT?



2 million passengers travel through U.S. airports every day – SBN sees **2,000 passengers daily**.



SBN's average dwell time is **90 minutes** and more than 80% of travelers tend to notice airport advertising.



Travelers are decision makers with an average household income of **more than \$100k**.

Monthly Passengers: **60,000**
Annual Passengers: **800,000**

Business Travelers: **40%**
Leisure Travelers: **60%**

ABOUT SBN



 12 destinations

 4 airlines

 worldwide connectivity

Advertising at SBN allows your business to make a first impression with visitors to our region immediately upon arrival. SBN's passenger make up is 40% business, 60% leisure. With a variety of options from curb to gate, advertising inside SBN offers the flexibility to select displays and locations to make the most impact.

SBN offers custom packages and varying contract length and our team will help identify the best fit for your needs. Support your local community and increase the visibility of your business by advertising inside SBN!

Monthly rates listed reflect one-year commitment. Discounted rates available for longer contracts. Interested in a short-term placement? Contracts under one year available!

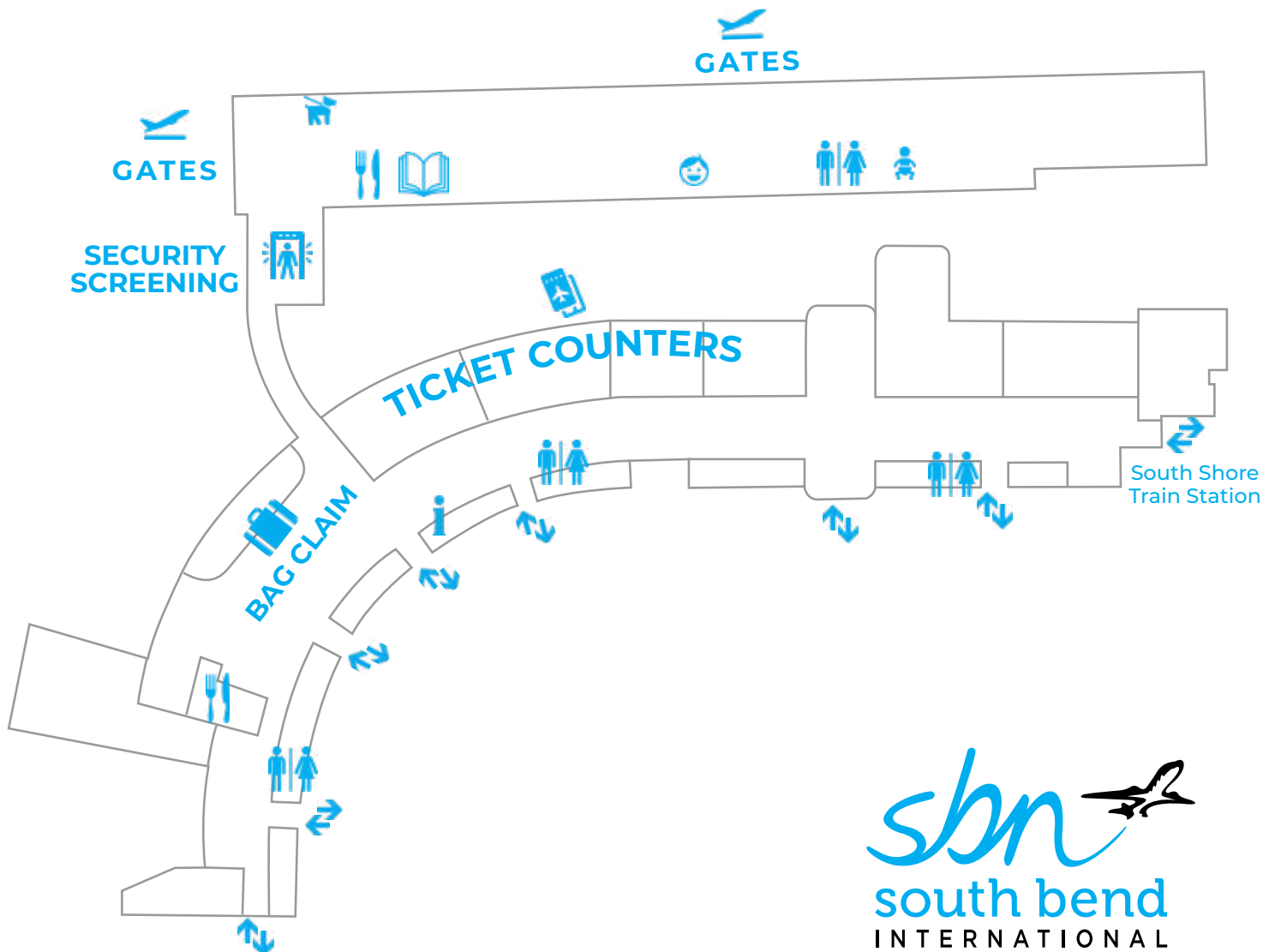
OUR AIRLINE PARTNERS



TERMINAL MAPS

DISPLAY OPTIONS

- Bag Claim Digital
- Tension Fabric & Lit Tension Fabric
- Banners
- Wraps
- Exhibits



DISPLAY RATES



BAG CLAIM DIGITAL

\$350

Once the plane has landed, passengers head to baggage claim. Whether they are arriving for the first time or returning home, this area provides a captive audience. Digital can be easily updated, topical, and eye-catching.

TENSION FABRIC

240x56 | \$510

smaller sizes available

Grab the attention of your potential customers with a large, striking graphic. This is an extremely adaptable form of advertising that is cost effective. Highlight your company by telling a brand story or other long-lasting message.



LIT TENSION FABRIC

200x56 | \$600
smaller sizes available

Give your ad the extra wow factor of a backlit display. With multiple high-impact locations, you have the ability to grab the attention of your potential customers with this cost effective option.

DISPLAY RATES

BANNERS

240x65 double-sided | \$770

Reach travelers of any demographic with captivating banners that make a dynamic statement about your company. Located in high traffic areas around the terminal, this advertising option is sure to create an impact.



WRAPS

400x100 | \$395

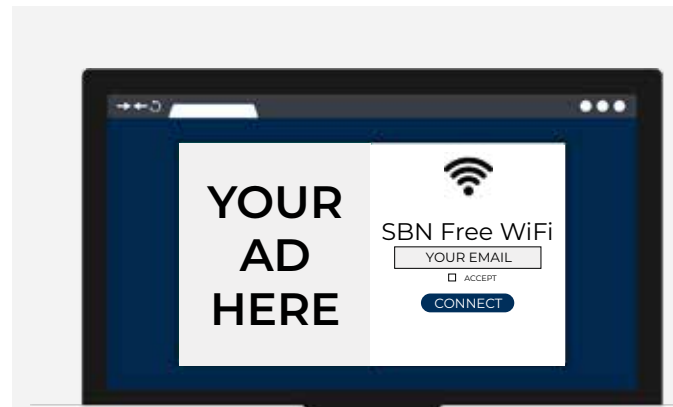
Stand out from your competition with wall wraps designed to fit seamlessly within the design of any space. Wall wraps are non-intrusive but are sure to catch the attention of passengers as they make their way through the terminal.



WIFI SPONSORSHIP

\$1200

With more than 15,000 unique users each month and an average of 850 users per day, your ad on SBN's WiFi login page is sure to be seen by business and leisure travelers alike. Capture connected users with this highly-effective option.



• DISPLAY RATES •



ENTRANCE WRAPS various sizes | \$500

Available at all entrance and exit points, wall wraps in these high-traffic locations allow you to showcase your business to anyone passing through South Bend International Airport. Capture attention immediately with these limited spaces.

EXHIBITS price varies

Bring some dimension to your advertising and make a memorable impact with an exclusive exhibit space! Whether an interactive or immersive experience or a brochure stand, passengers will be drawn to these highly sought after and limited exhibit spaces throughout the terminal.



AMENITY SPONSORSHIPS price varies

Get your message in front of specific, key audiences including business travelers and families by sponsoring premium locations inside SBN. Options include Business Center, Children's Play Area, Nursing Mothers Room, and Pet Relief Area.

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MICHELE KOHUT

director of sales

The Qfactor team custom-fits every advertising package to meet your needs. Michele has a knack for assessing your needs and goals and providing the best solutions to meet and exceed those goals. We understand that community partnerships are the building block to success for both the advertiser and the airport.

Connect with Michele today to ensure your message makes an impact with travelers at SBN!



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KATIE PRICE director of sales

Katie's infectious personality and kind heart keeps customers loyal and businesses growing – traits that have made her 20 years in sales and customer service a great success. She custom-fits every sale to meet her customers' needs and her commitment to listening and giving the best advice possible with every sale has resulted in many lifelong friendships. She believes community partnerships are the building block to success for both the advertiser and the airport.

Connect with Katie today to ensure your message makes an impact with travelers at TOL.



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