



**Qfactor**

airport advertising

## Information and Rates

**TRI**  
TRI-CITIES AIRPORT

Qfactor Airport Advertising  
A Division of The Quotient Group

QfactorAds.com | 888.820.7993

# THE AIRPORT



Tri-Cities Airport (TRI) is located in Blountville, TN serving Northeast Tennessee, Southwest Virginia, Western North Carolina and Eastern Kentucky. TRI is the region's choice for local, easy, and convenient air travel.

TRI offers nonstop service to 3 of the largest hubs in the United States with connectivity across the globe. TRI also offers affordable nonstop flights to sunny vacation destinations.



5 destinations



3 airlines



worldwide connectivity

## OUR AIRLINE PARTNERS

### NONSTOP FLIGHTS

American Airlines 

 DELTA

 **allegiant**<sup>®</sup>

Charlotte

Dallas/Ft. Worth

Atlanta

Orlando/Sanford

St. Petersburg/  
Clearwater

# ABOUT TRI



TRI is centrally located between the cities of Bristol, Kingsport and Johnson City, Tennessee, just 3 miles off interstate 81 at Exit 63. The Airport's 23,000-sq-ft. concourse provides comfort and convenience for travelers with seven spacious gates, restaurant, bar, gift shop, business center and free WI-FI.

TRI is a great location to engage with potential customers with many advertising options!

Monthly Passengers: **37,000**  
Annual Passengers: **445,000**

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

## WHY ADVERTISE IN AN AIRPORT?



**2 million** passengers travel through U.S. airports every day.



TRI's average passenger dwell time is **90 minutes**.



Travelers have an average household income of **more than \$100k**.

TRI offers a variety of affordable advertising options, including custom packages and varying contract lengths, to help your business reach its target audience 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 TRI!

Monthly rates listed reflect a one-year commitment. Discounted rates apply with longer contracts. Interested in a short-term placement? Contracts under one year available, listed monthly rates increase by 20%.

**3 YEARS**

**SAVE 10%**

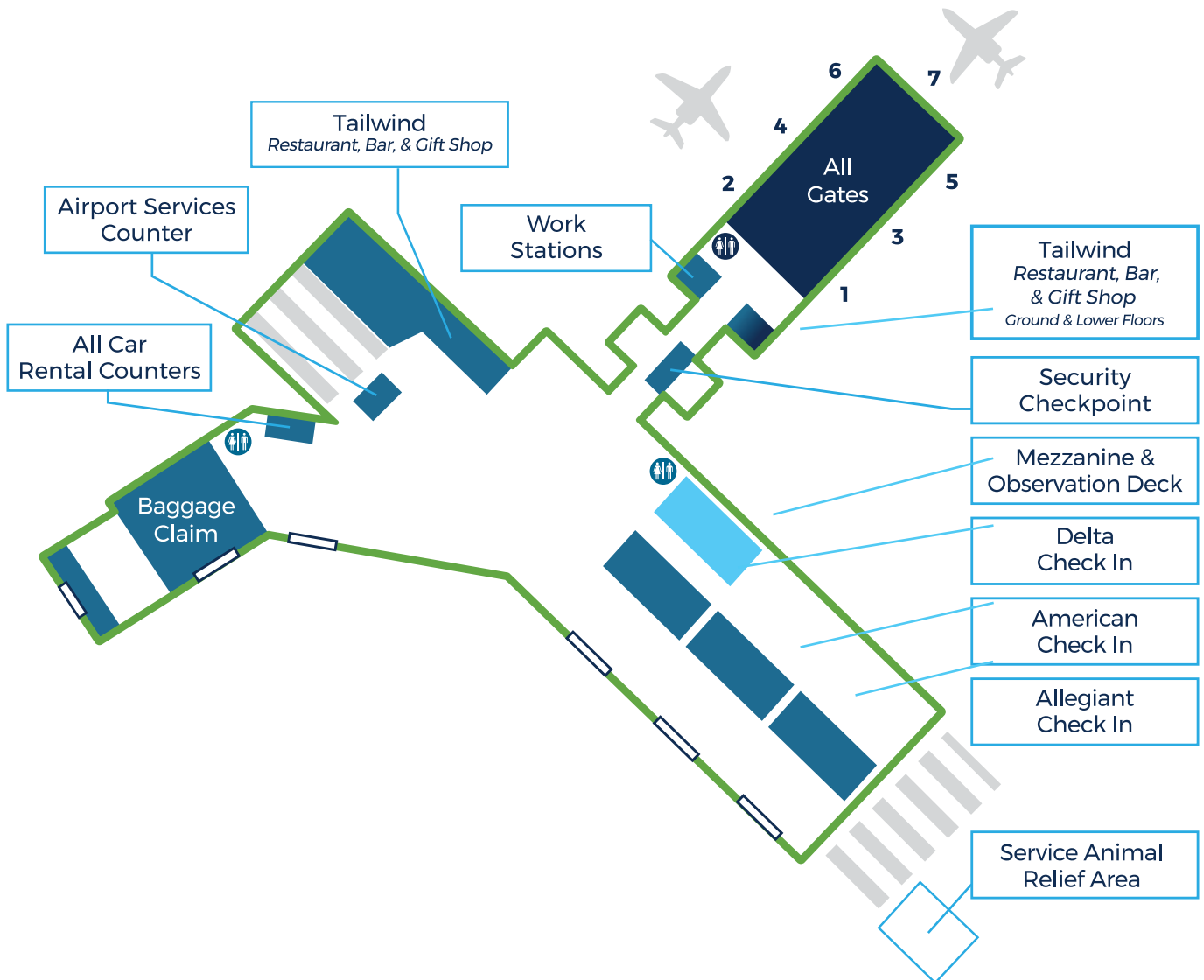
**5 YEARS**

**SAVE 20%**

# TERMINAL MAP

## DISPLAY OPTIONS

- Digital Monitors
- Backlit Displays
- Wall Wraps
- Window Clings
- Tension Fabric
- Banners
- Jet Bridge Clings
- Custom Exhibits



# DISPLAY RATES

Monthly Rates Listed. Discounts may apply.



## BAG CLAIM BACKLIT

**\$500-575**

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.

## TENSION FABRIC

**\$500-2500**

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.



## WINDOW CLING

**\$500-2500**

Make a splash across multiple window panes. Custom-design your ad size and message to make an impact.

# DISPLAY RATES

Monthly Rates Listed. Discounts may apply.

## BANNERS

**double-sided | \$1200**

Reach travelers of any demographic with captivating banners that make a dynamic statement about your company. Located in high traffic areas in the concourse, this advertising option is sure to create an impact. Location must be approved by Airport prior to placement.



## WALL WRAPS

**\$500-2500**

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.



## JET BRIDGE CLINGS

**\$200-300 per panel**

TRF has 2 jet bridges to choose from. Jet bridge clings provide the perfect backdrop for large format advertising. Create a visual masterpiece to showcase your products or services. Multi-panel options give you the freedom to make a splash!



# DISPLAY RATES

Monthly Rates Listed. Discounts may apply.



## LOBBY BACKLIT

**\$625**

The lobby is visited by more than just passengers, as this area is publicly accessible and conveniently located near the restaurant and gift shop, rental car counters and bag claim.

## ELEVATOR WRAPS

**\$1000-1800**

Unique opportunity to wrap the elevator doors and surrounding spaces. Opportunities on a single level or both.



## DISPLAY CUBE

**4-sided \$325**

Stand out in 3D. The cube offers space for multiple messages and can be placed strategically throughout the terminal to reach your target audience.

# DISPLAY RATES

Monthly Rates Listed. Discounts may apply.



## DIGITAL MONITORS

**\$275**

Digital signs are a great way to stay current with your advertising while offering the flexibility to change your message frequently. Each ad will run for 10 seconds, shown every 2 minutes 24/7. Ask about longer running ad times.

## EXHIBIT & SHOWCASE priced per square foot

Non-traditional, larger-format space opportunities are available and customized to your needs. These spaces are high-visibility areas that create branding dominance.



## WASTE RECEPTACLE WRAPS

**\$200 per bin**

With bins throughout the terminal, your message can be seen throughout - or select key locations.



# Qfactor

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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 TRI.



Contact Katie:  
KATIE PRICE  
[katie@thequotientgroup.com](mailto:katie@thequotientgroup.com)  
330.293.0330



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