



Qfactor

airport advertising

Information
and Rates



APPLETON AIRPORT

Qfactor Airport Advertising
A Division of The Quotient Group

QfactorAds.com | 888.820.7993

THE AIRPORT



Appleton International Airport (ATW) is located in Appleton, Wisconsin. ATW is the region's choice for local, easy, and convenient air travel.

Make a lasting impression inside ATW's airport with terminal advertising. Your brand, in the spotlight. With our innovative ad placements, your brand will shine brightly in a dynamic and prestigious environment, building a strong foundation for long-term success.

 18 destinations

 4 airlines

 worldwide connectivity

OUR AIRLINE PARTNERS

NONSTOP FLIGHTS



Phoenix/Mesa	Las Vegas	Fort Lauderdale/ Miami (Seasonal)
Denver	Tampa/St. Pete	Savannah/ Hilton Head (Seasonal)
Orlando/Sanford	Ft. Myers/Punta Gorda	Sarasota/Bradenton (Seasonal)
Nashville	Portland, Oregon (Seasonal)	
New York/Newark (Seasonal)		



Atlanta	Minneapolis/St. Paul	Detroit
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Chicago	Charlotte	Dallas/Ft. Worth
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Chicago	Denver	
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ABOUT ATW



ATW is centrally located between the cities of Milwaukee and Green Bay, Wisconsin. The Airport's concourse provides comfort and convenience for travelers with spacious gates, fantastic food, a bar, gift shop, business center, and free WI-FI.

ATW is a great location to engage with potential customers with many advertising choices. With options starting at less than a latte a day, there is something for everyone.

Monthly Passengers: **80,600+**
Annual Passengers: **967,600+**

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

WHY ADVERTISE IN AN AIRPORT?



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



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



Travelers have a higher than average household income.

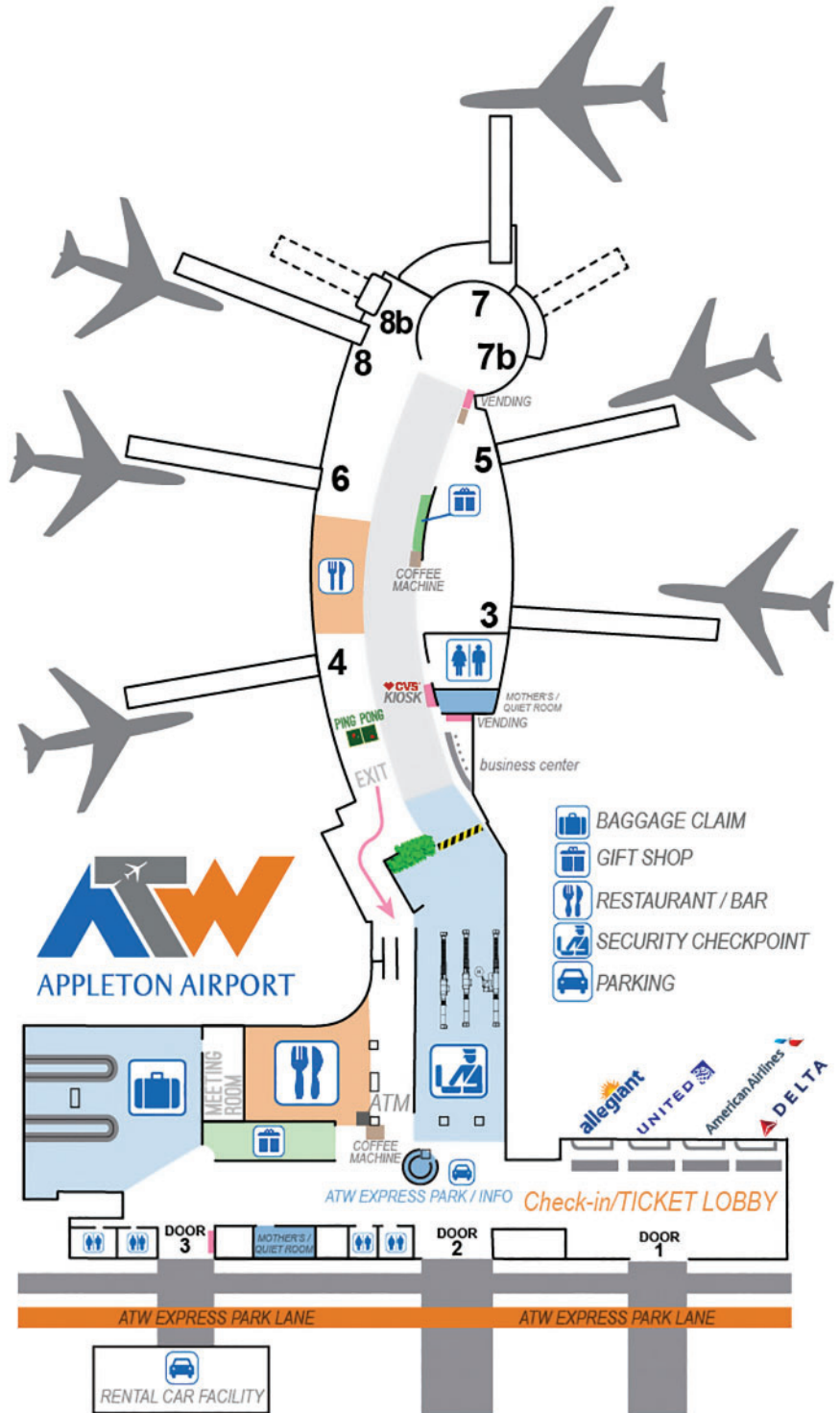
Did you know that a staggering **71%** of individuals in airport terminals have ample time to engage with advertising messages?

By leveraging airport in-terminal advertising, you tap into a highly qualified, captive audience as they travel. Take advantage of this unique opportunity to connect with potential customers, driving engagement and fostering brand loyalty in a space where attention is primed and receptive.

TERMINAL MAP

DISPLAY OPTIONS

- Backlit Signs
- Concourse Digital Ads
- Concourse Video Wall
- Jet Bridge Clings
- Wall Clings
- Waste Receptacle Wraps
- Business Center Sponsorships
- Ping Pong Table Sponsorship
- Custom Sponsorship Opportunities



MONTHLY DISPLAY RATES

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



BACKLIT SIGNS

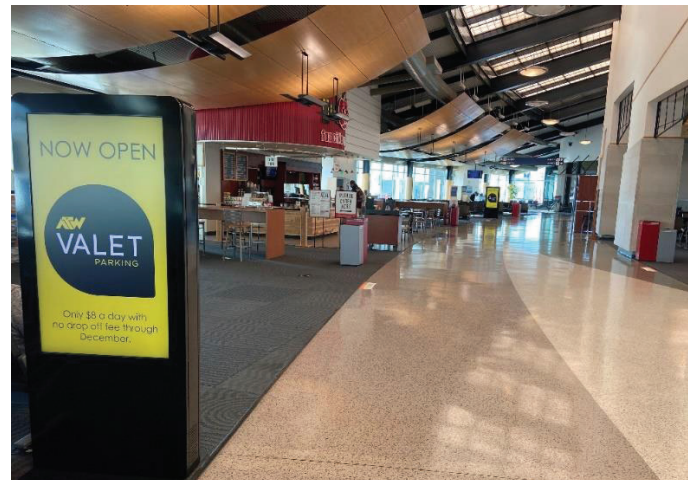
\$495-\$580

Select your desired location from gate area, bag claim, lobby or ask about pricing for multiple locations. Sized 5' x 4' and 8' x 4'.

CONCOURSE DIGITAL ADS

\$540

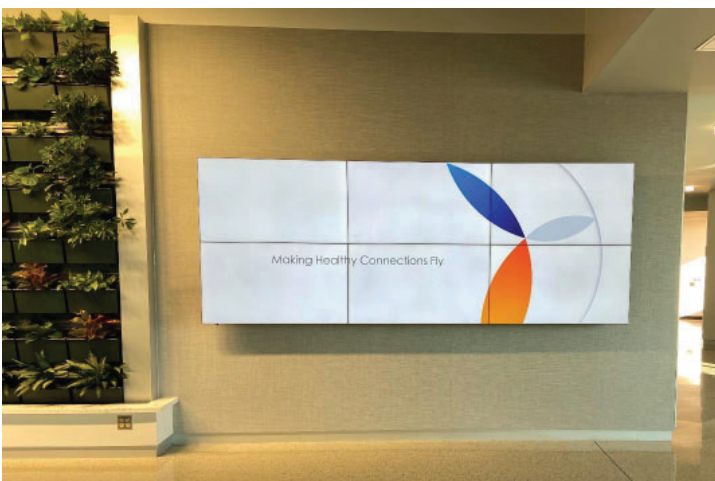
Capture attention by displaying your video or static image on a 55" digital display in the concourse. Ad run time 30 seconds. Rotates continuously from 4 a.m. - 11 p.m. Max 10 advertisers. Portrait mode 1080 x 1920. File formats JPG, PNG, MP4, MPEG.



CONCOURSE VIDEO WALL

\$1100

Make a huge impact on the 12' x 4.5' 4K HD Video Wall that all passengers view. Ad run time 20 seconds. Rotates continuously from 4 a.m. - 11 p.m. Max 4 advertisers. Video Resolution 3840 x 1440. File formats MOV and MP4.



MONTHLY DISPLAY RATES

Based on one-year commitment. Discounts available for longer contracts.

JET BRIDGE CLINGS

\$220 per panel

Greet passengers on arrival and capture their attention prior to departure. 3 x 3 wall clings available. Multi-panel sponsorship options give you the freedom to make a splash.



WALL CLINGS

Starting at \$550

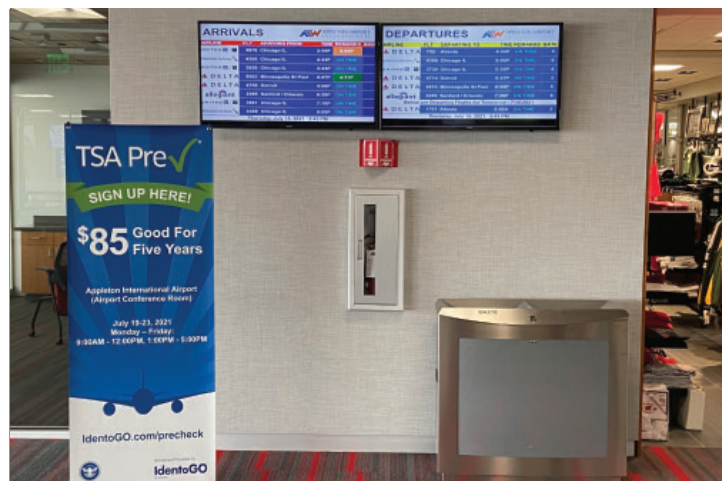
Stand out from your competition with wall clings designed to fit seamlessly within the design of any space. These displays are sure to catch the attention of passengers as they make their way through the terminal.

Sizes vary.

WASTE RECEPTACLE WRAPS

\$165 per panel

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



MONTHLY DISPLAY RATES

Based on one-year commitment. Discounts available for longer contracts.



BUSINESS CENTER SPONSORSHIP

\$1485

A beautiful back drop awaits your message. As passengers enter the concourse through TSA, your sponsorship will be one of the first things they notice. With charging stations and generous counter space, this area is used by business travelers and leisure alike. This is the ideal spot for a custom advertisement, ample wall space and an area for a display are included.

PING PONG TABLE SPONSORSHIP

\$495

Your brand on ATW's concourse ping pong table. Creativity awaits with this unique sponsorship space.



CUSTOM SPONSOR OPPORTUNITIES

Prices Vary

Non-traditional, larger-format opportunities are available and customized to your needs. These spaces are high-visibility areas that create branding dominance. Ask about options in the lobby, or the baggage carousel.

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MICHELE KOHUT

director of sales

Michele'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 Michele today to ensure your message makes an impact with travelers at ATW

Contact Michele:
MICHELE KOHUT
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888.820.7993



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