



Qfactor

airport advertising

Information
and Rates

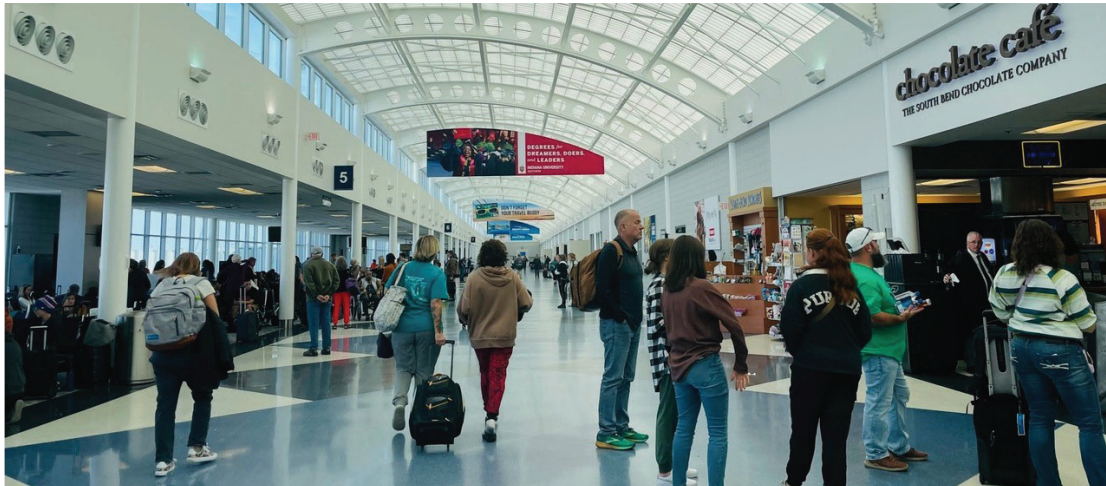


south bend
INTERNATIONAL

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 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.

WHY ADVERTISE IN AN AIRPORT?



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



SBN's average dwell time is **90 minutes** and more than 71% of travelers tend to notice airport advertising.



Affluent Spenders
Travelers have a higher than average household income.

Monthly Passengers: **68,400**
Annual Passengers: **821,500**

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

ABOUT SBN

Advertising at SBN allows your business to make a first impression with visitors to our region immediately upon arrival. 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.

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.

SBN offers custom packages and varying contract lengths, 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!



13 destinations



4 airlines



worldwide connectivity

OUR AIRLINE PARTNERS

NONSTOP FLIGHTS



Phoenix/Mesa	Las Vegas	Ft. Myers/ Punta Gorda
Sarasota/ Bradenton	Orlando/Sanford	Tampa Bay / St. Pete
Knoxville		



Dallas/Ft. Worth	Charlotte	
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Atlanta	Detroit	Minneapolis/St. Paul
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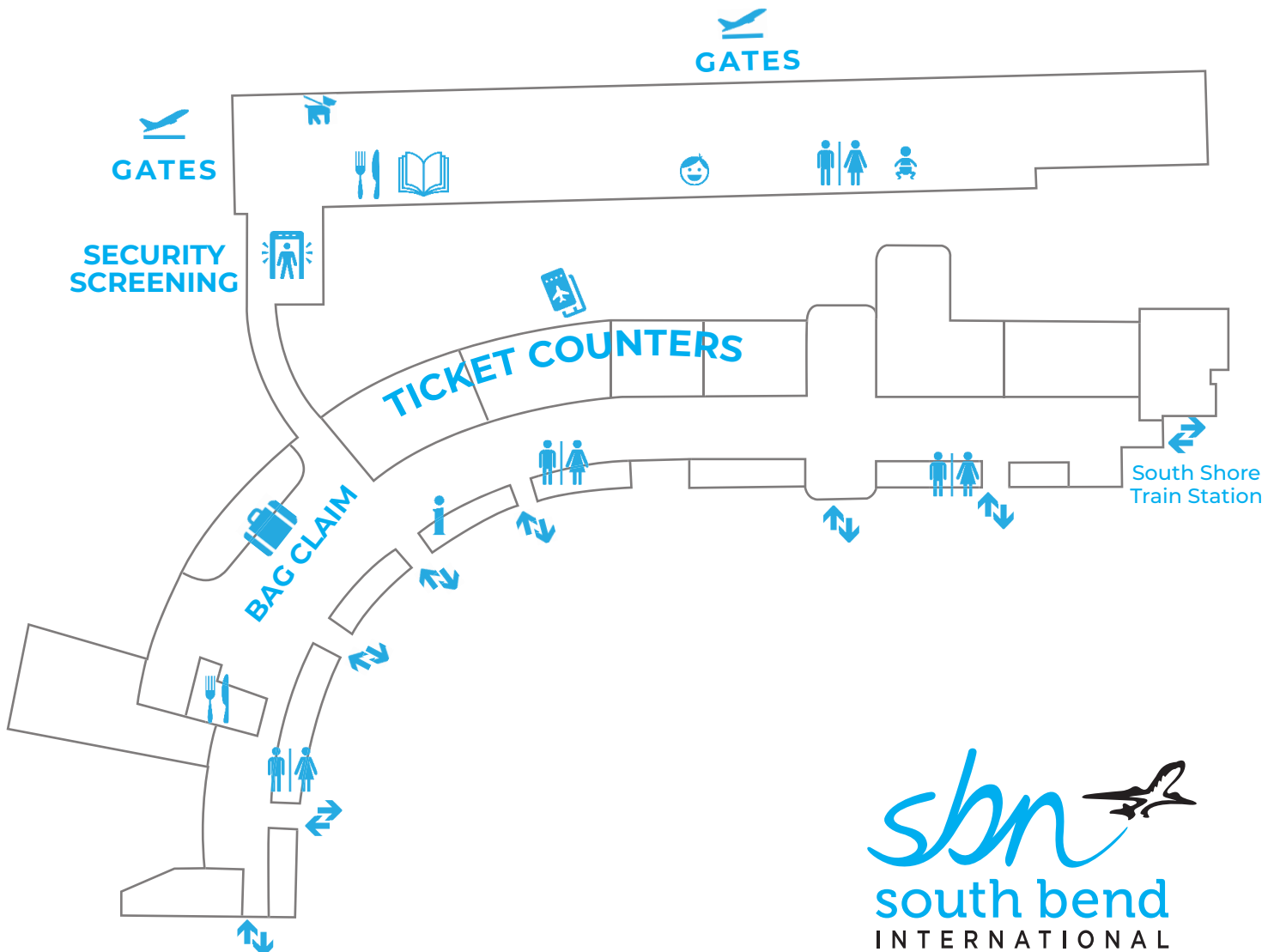


Chicago		
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TERMINAL MAPS

DISPLAY OPTIONS

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



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!



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.

MONTHLY DISPLAY RATES

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

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

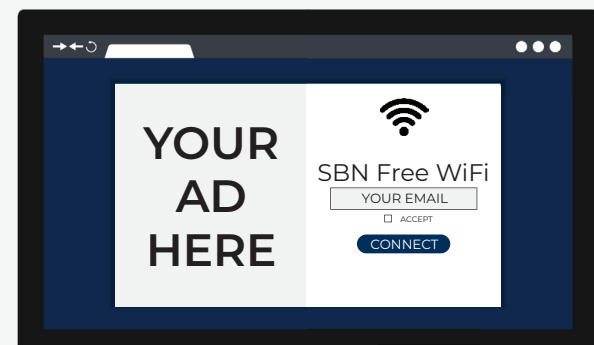
400x100 | \$395

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.



MONTHLY DISPLAY RATES

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



ENTRANCE WRAPS

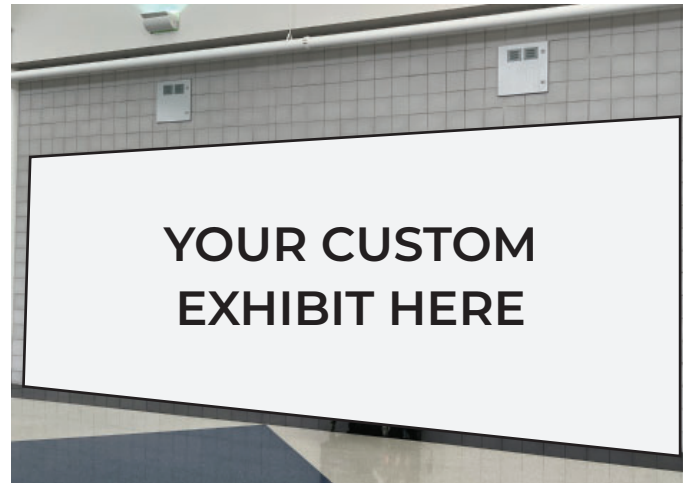
various sizes | \$500

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.

Qfactor

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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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