



**Qfactor**

airport advertising

## Information and Rates



Qfactor Airport Advertising  
A Division of The Quotient Group  
QfactorAds.com | 888.820.7993

# THE AIRPORT



St. Cloud Regional Airport (STC) is located in St. Cloud, Minnesota. It offers affordable flights to popular destinations.

STC 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.



3 destinations



2 airlines



popular destinations

## OUR AIRLINE PARTNERS

### NONSTOP FLIGHTS



Phoenix/ Mesa

Ft. Myers/  
Punta Gorda



Laughlin, Nevada

# ABOUT STC



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

Monthly Passengers: **3,000+**  
Annual Passengers: **36,900+**

Leisure Travelers: **100%**

## WHY ADVERTISE IN AN AIRPORT?



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



STC's average passenger dwell time is **60 minutes**.



Affluent Spenders 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?

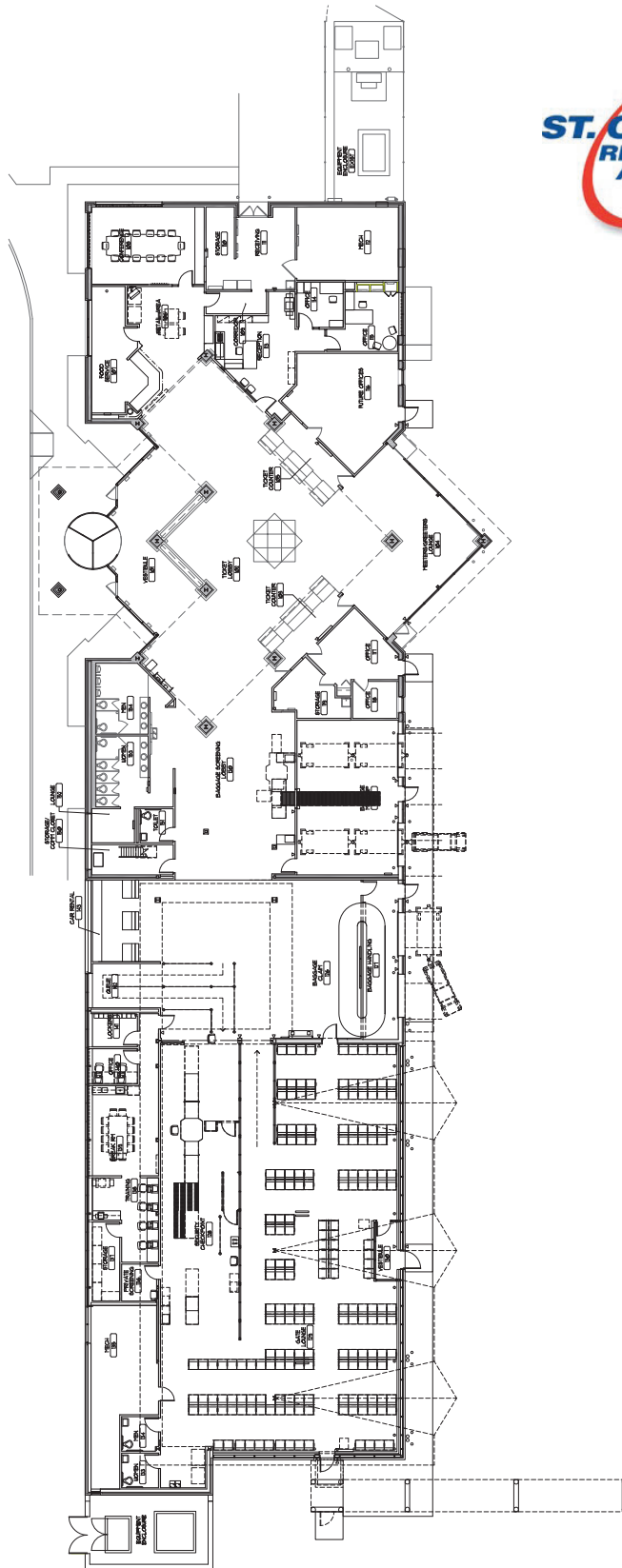
By leveraging airport in-terminal advertising, you tap into a highly qualified, captive audience as they travel. Take advantage of this unique opportunity to connect with potential customers, driving engagement and fostering brand loyalty in a space where attention is primed and receptive.

# TERMINAL MAP



## DISPLAY OPTIONS

- Backlit
- Baggage Claim
- Drop-In Poster
- Framed Ad
- Hallway to TSA
- Jet Bridge Clings
- Lobby
- Main Entrance
- Wall Wraps
- Window Clings
- Custom 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 FABRIC

**\$150 - \$250**

Grab the attention of your potential customers with a large, striking graphic. Select your location from the baggage claim, main entrance, or lobby, including the STC phone board. Pricing is based on the display size and the area's passenger traffic and dwell times.



## DROP-IN POSTER

**\$175**

This strategic location above the main terminal entrance is a fantastic location to expose your brand to everyone passing in and out of the terminal building. Create a lasting impression on both local and visiting passengers.





# MONTHLY DISPLAY RATES

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

## FRAMED ADS

**\$150 - \$250**

Every passenger must pass through the TSA prior to their departure. This makes for a captive audience as they wait their turn to go through screening. Take advantage of this perfect opportunity to engage with each and every person passing through our gates.



## JET BRIDGES

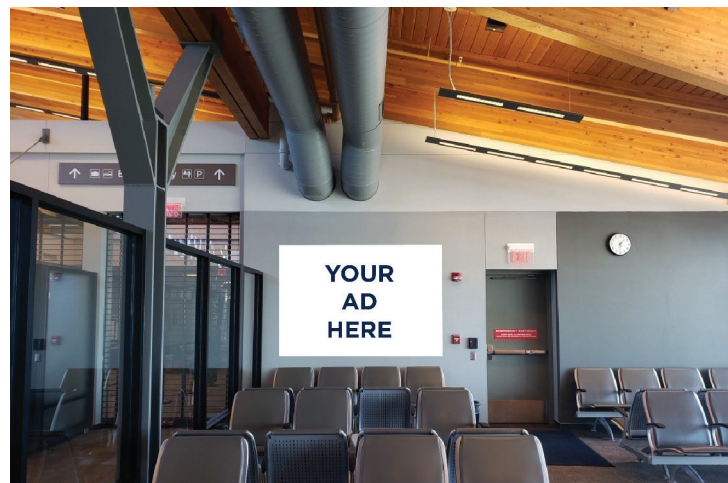
**\$155 - \$485**

Welcome arriving passengers and send off those who are departing. Captivate their attention with 3 different sized wrap options: 1 panel, 2 panels or 3 panels. There is also an option for a single panel on the jet bridge door. Explore the flexibility of multi-panel sponsorship options, empowering you to leave a lasting impression.

## WALL WRAPS

**\$350**

Stand out from your competition with wall wraps designed to fit seamlessly within the design of the terminal. Wall wraps are non-intrusive, yet eye catching. Choose locations in the following high-traffic areas: the gate wall, TSA wall and lobby.



# MONTHLY DISPLAY RATES

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## WINDOW CLINGS

**\$350**

Elevate your brand in the traveler's journey with our window cling advertising spaces along the glass wall. Enjoy prime visibility. It's the perfect way to catch attention and leave a lasting impression on the diverse audience passing through.

## CUSTOM OPPORTUNITIES

**price varies**

Non-traditional, larger-format opportunities are available and customized to your needs. These spaces are high-visibility areas that create branding dominance. Ask about our options or bring your ideas to discuss.



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## MICHELE KOHUT

director of sales

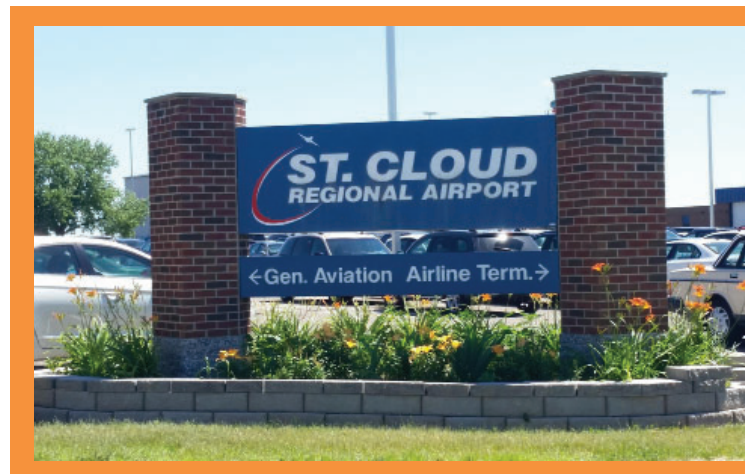


Michele's infectious personality and kind heart keeps customers loyal and businesses growing – traits that have made her 20 years in sales and customer service a great success.

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 EVV.

Contact Michele:  
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888.820.7993



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