

Qfactor

airport advertising

Information
and Rates



EUGENE F KRANZ

TOLEDOEXPRESS

AIRPORT

Qfactor Airport Advertising
A Division of The Quotient Group

QfactorAds.com | 888.820.7993

ABOUT TOL



Eugene F. Kranz Toledo Express Airport is Northwest Ohio's local choice for fast, easy, and convenient air travel, providing an easy alternative to larger airports.

Make a lasting impression for your business by advertising in the TOL terminal. Your brand, in the spotlight. With our innovative ad placements, your brand will shine brightly in a dynamic and prestigious environment, helping you build a strong foundation for long-term success.

Monthly Passengers: **10,300+**
Annual Passengers: **124,700+**

Business Travelers: **10%**
Leisure Travelers: **90%**

WHY ADVERTISE IN AN AIRPORT?



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



TOL's average 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?

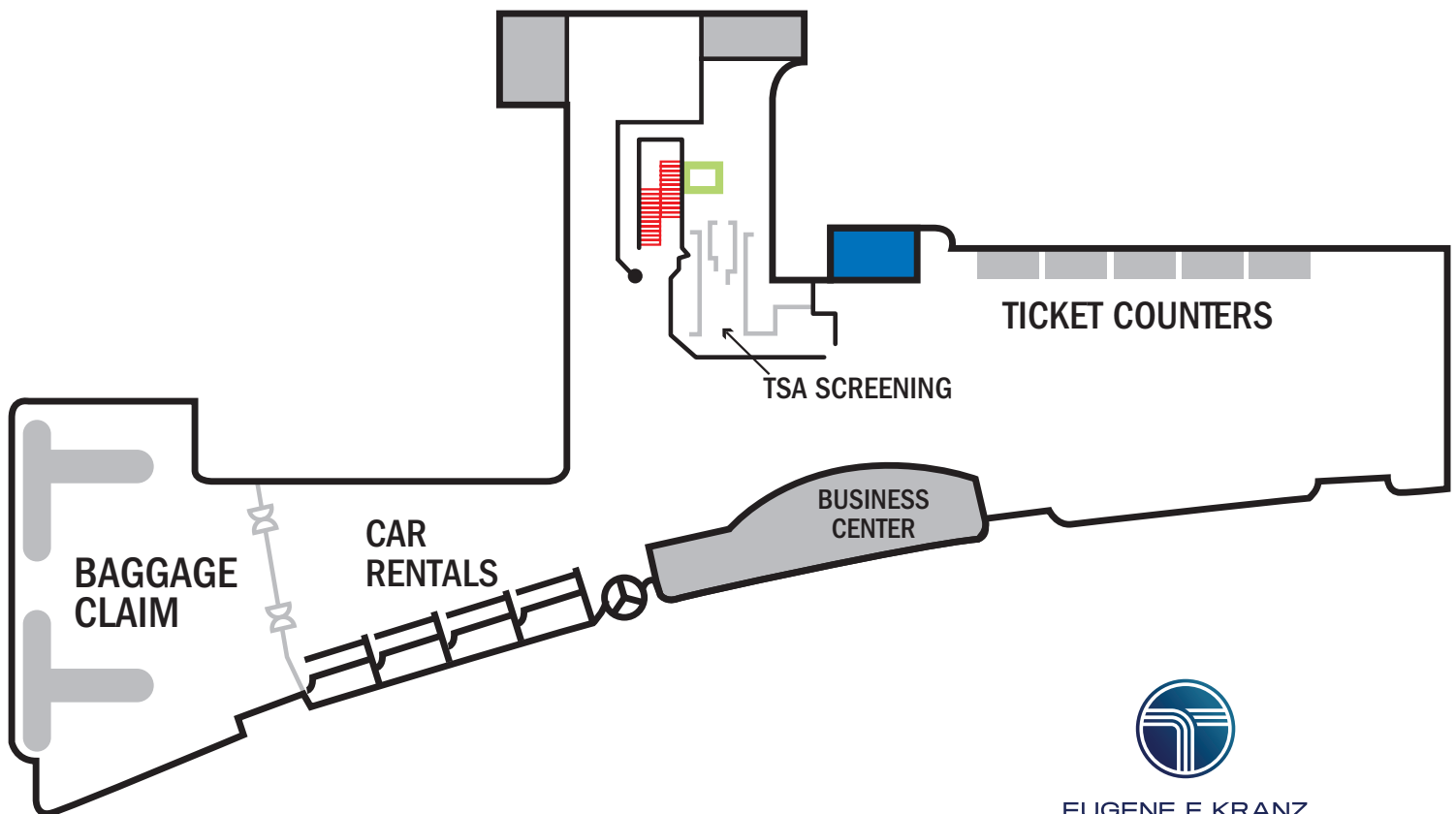
By leveraging airport in-terminal advertising, you tap into a highly qualified, captive audience as they travel. Take advantage of this unique opportunity to connect with potential customers, driving engagement and fostering brand loyalty in a space where attention is primed and receptive.

TERMINAL MAPS

LEVEL 1

DISPLAY OPTIONS

- Wall Wraps
- Pillar Wraps
- Digital Displays
- Short-Term & Event Displays



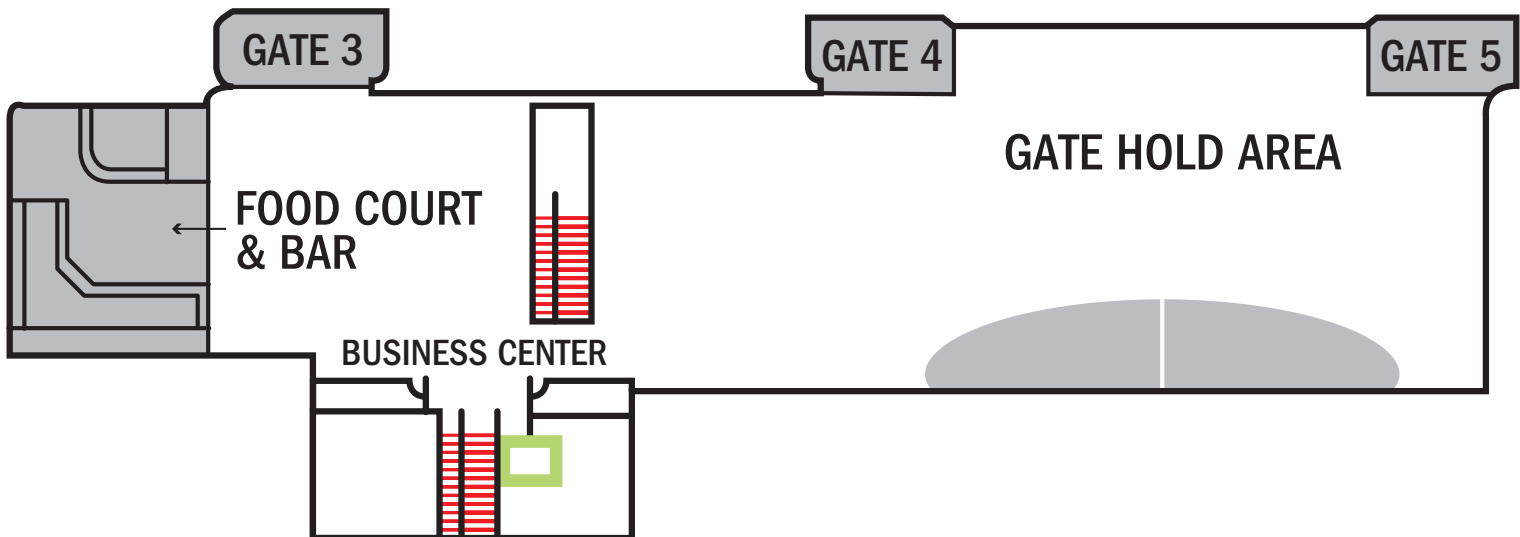
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TERMINAL MAPS

LEVEL 2

DISPLAY OPTIONS

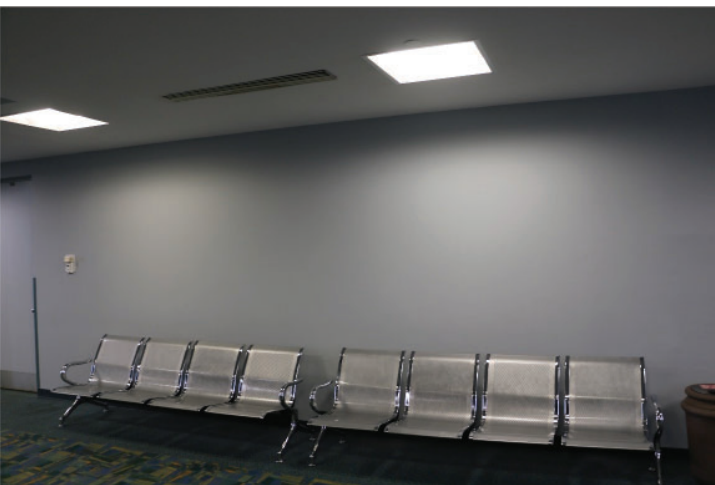
- Wall Wraps
- Pillar Wraps
- Digital Displays
- Short-Term & Event Displays



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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!



CHECKPOINT WALL WRAPS

various sizes | \$500+ | 4 available

The focal point of Toledo Express Airport. These prime locations offer a clear line of sight for both arriving and departing passengers.

Reach passengers and their families as they congregate and pass by these central locations at TSA security screening.

BAG CLAIM WALL WRAPS

9' x 12' | \$450

9' x 14' | \$500

These premium spaces are located in baggage claim, offering unparalleled advantage as travelers and their families gather to wait for their luggage. Take advantage of the wait time to showcase your business.



CAR RENTAL WALL WRAPS

9' x 24.6' | \$400

9' x 11.5' | \$500

A key location between car rentals and baggage claim, this large canvas gives you the perfect opportunity to showcase your business to passengers and their families as they arrive and depart the airport.

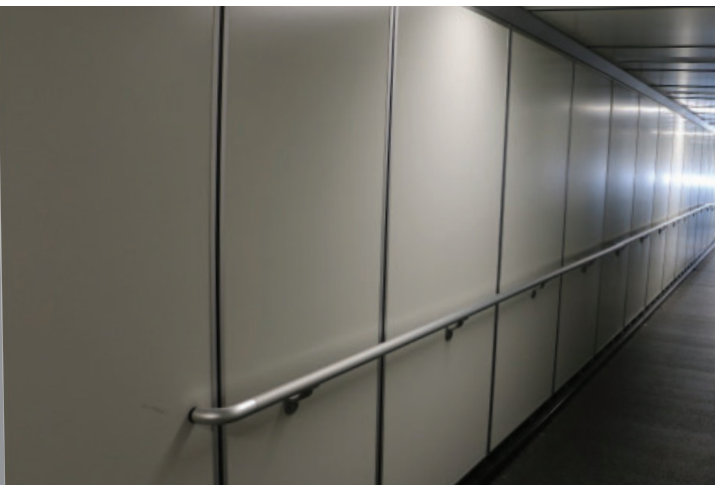
MONTHLY DISPLAY RATES

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

AIRLINE GATE WALL WRAPS

various sizes | \$250+ | 5 available

Showcase your business in the gate holding areas, which are centrally located and highly visible to passengers waiting to board their flights.



AIRLINE JET BRIDGES

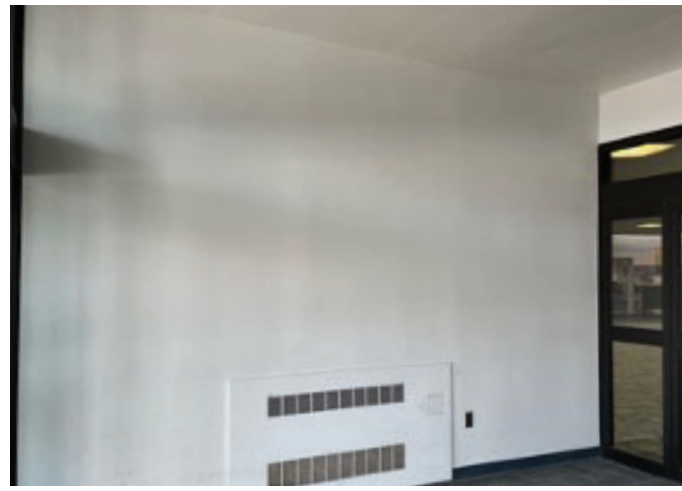
6.75' x 3.75' | \$150 | 10 available

One of the highest traffic areas within the airport – airline jet bridges. Showcase your business to all passengers. Specs are per panel, must purchase a minimum of two panels.

ENTRANCE WALL WRAPS

7' x 14' | \$500 | 8 available

Showcase your business to anyone arriving at or leaving Toledo Express Airport through any of the main entrances to the airport.



MONTHLY DISPLAY RATES

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CONFERENCE ROOM WINDOW CLINGS

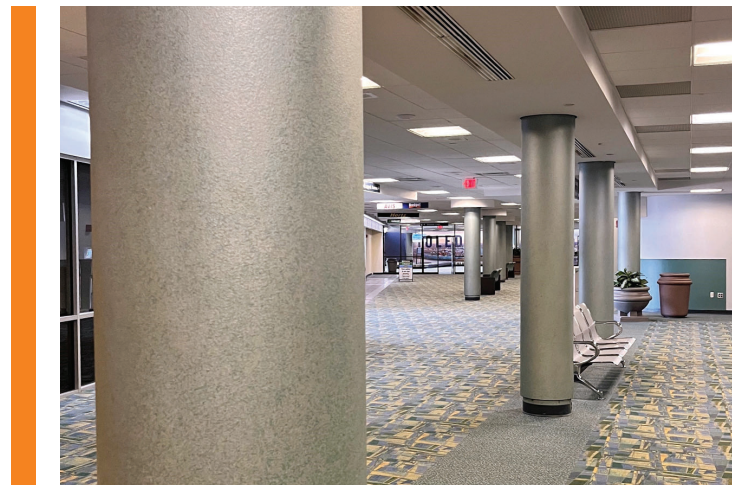
3.4' x 5' | \$250

This prime location offers a clear line of sight for both departing and arriving passengers. Reach passengers and their families as they congregate and pass by this central location.

PILLAR WRAPS

4.10' x 8.3' | \$250 | 15 available

Located throughout the terminal, pillar wraps can be seen no matter what direction you are facing. Locations include ticket counters, business center, checkpoint, car rentals, and baggage claim. Pillars are a unique opportunity to display your message to a captive audience.



DIGITAL MONITORS

1920x1080 | \$150

An alternative solution to traditional ads. Change your message up to 4 times per year (additional change \$50) to keep your ad fresh. Static or video (no sound), max display time 20 seconds. No more than 8 ads per monitor, ensuring great visibility. Price per monitor, discounts available for multiple placements.

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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.

Contact Michele:
MICHELE KOHUT
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888.820.7993



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