



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 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.



5 destinations



3 airlines



worldwide connectivity

OUR AIRLINE PARTNERS

NONSTOP FLIGHTS

American Airlines 

 DELTA

 **allegiant**[®]

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 concourse provides comfort and convenience for travelers with 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: **37,300+**
Annual Passengers: **448,500+**

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**.



Affluent Spenders
Travelers have a higher than average household income.

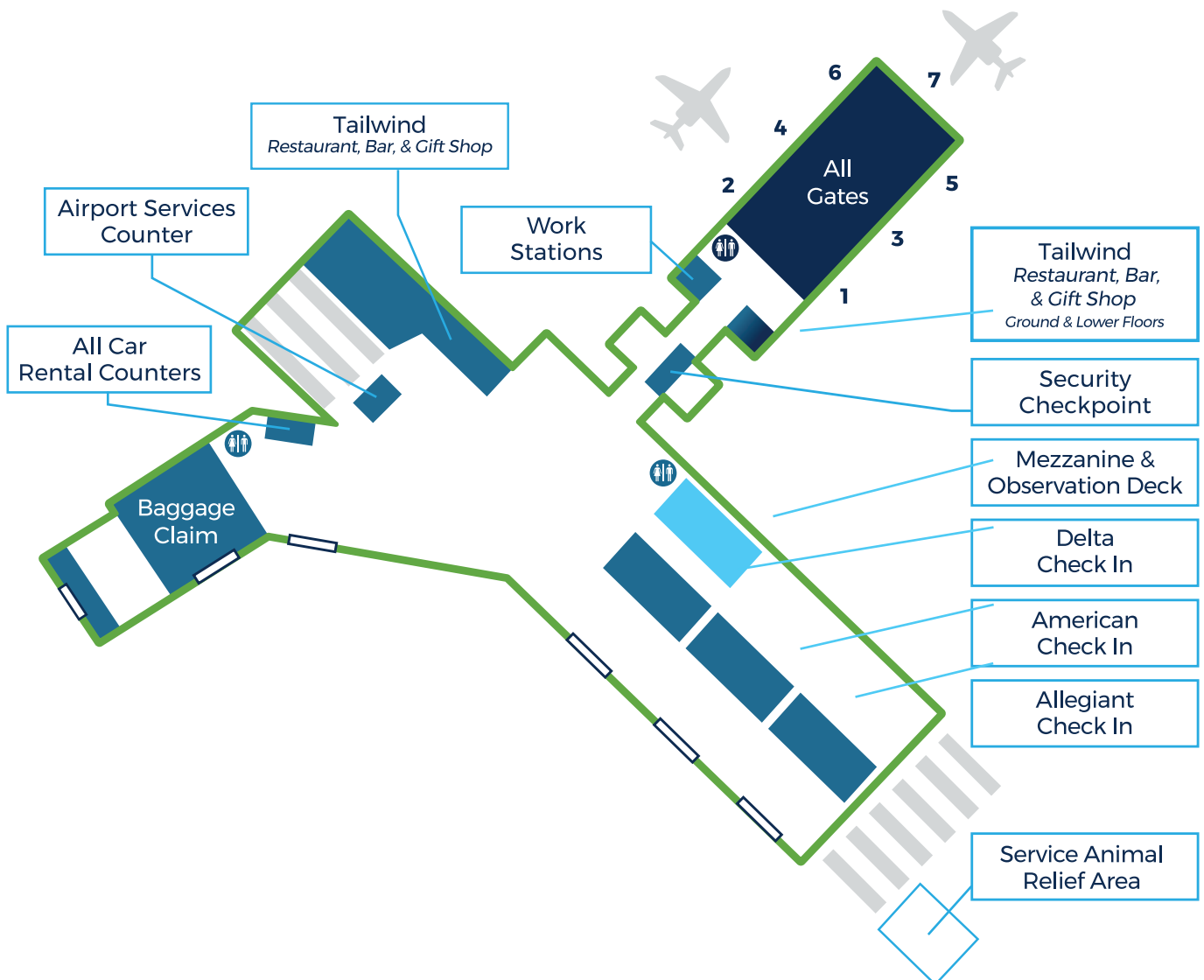
Did you know that a staggering **71%** of individuals in airport terminals have ample time to engage with advertising messages?

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

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

\$525-605

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

\$525-2625

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

\$525-2625

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

MONTHLY DISPLAY RATES

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

BANNERS

double-sided | \$1260

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

\$525-2625

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

\$210-315 per panel

TRI 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!



MONTHLY DISPLAY RATES

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



LOBBY BACKLIT

\$660

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

\$1050-1890

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



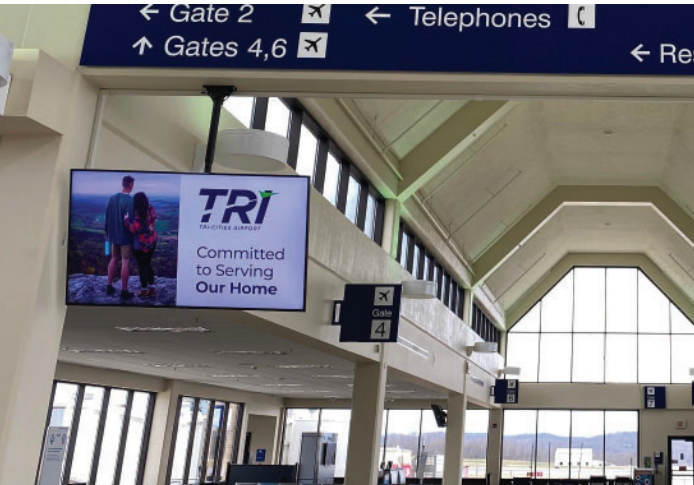
DISPLAY CUBE

4-sided \$345

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

MONTHLY DISPLAY RATES

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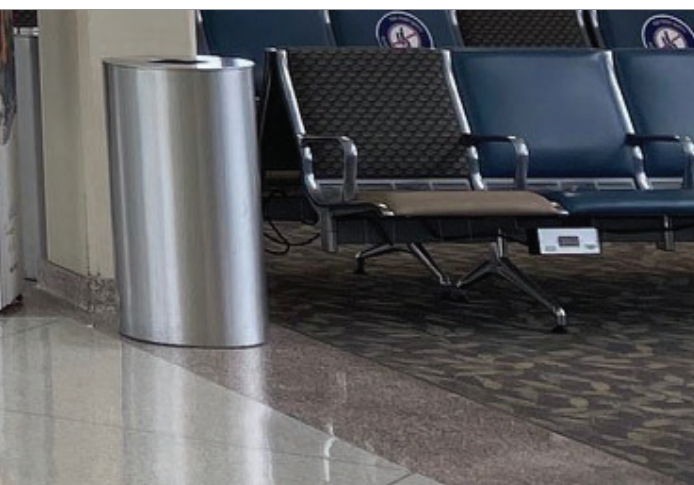
DIGITAL MONITORS

\$290

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

\$210 per bin

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

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MICHELE KOHUT

director of sales

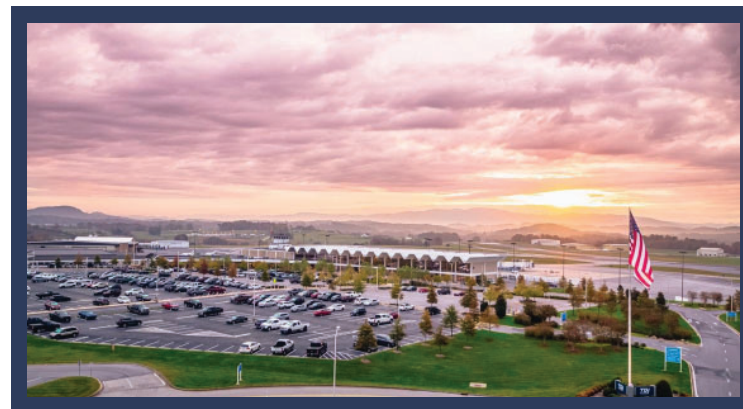


Michele's infectious personality and kind heart keeps customers loyal and businesses growing – traits that have made her 20 years in sales and customer service a great success.

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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