Nestled in the foothills of the Great Smoky Mountains, against the banks of the Tennessee River, Knoxville serves as the perfect blend of southern hospitality and modern development. Rich in culture and natural beauty, the unique destinations in Knoxville reflect the diversity of this historic city and its charming people.

**McGhee Tyson Airport Fast Facts**

- Almost **2 million passengers traverse the terminal every year**. People who “meet and greet” those passengers are also a substantial number of additional viewers for advertising on the landside of our terminal.

- Travelers are **spending more time at the airport than they did in the past**. 65% of airline travelers spend more than 30 minutes in the airport terminal (after passing through security). Nearly one in three (30%) spend longer than one hour waiting to board their plane.

- Airline travelers are **50% more likely to have an annual household income of $100,000 or more than the average American**.

- Affluent and upscale Americans who take four or more flights per year account for almost **60% of all airport advertising impressions**.

- The airport is viewed as the “front door” to East Tennessee. **Your brand will be showcased in this “front door” venue.**
Reach
With more than 2 million passengers and visitors passing through every year, McGhee Tyson Airport can provide an incredible reach for your message.

Cost Effective
With some of the lowest costs per thousand compared to other Knoxville media, you’ll get a significant reach from your buy. Discounts for long-term or bulk contracts are also available.

Meet Your Advertising Needs
McGhee Tyson Airport offers a variety of displays with price points starting at $250 per month and term lengths as short as one month.

Elite Target
Knoxville’s population isn’t just young - it’s smart. Nearly half of the city’s population is college educated, which explains why 50% of Knoxville’s employed residents work in management, sales or other professional businesses. And with an average household income of $100,000 or more, Knoxville has plenty of disposable income to go around.

Flexible
Whether you want one month or three years, we’re willing to work with you, and we’ll make creative change-outs monthly, quarterly or yearly at no additional charge.
CONCOURSE
POST-SECURITY

1.9 MILLION IMPRESSIONS

LOCATIONS:
- Medium Backlit Display
- Large Backlit Display
- Large Tension Fabric Display
- Video Wall Display

TENNESSEE MARKETPLACE
CENTER COURT
TSA SCREENING
1. Digital Displays - Baggage Claim

Dual 55” HD monitors over baggage carousels allow one 1080 pixels x 3840 pixels image or two 1080 pixels x 1920 pixels images. Monitors can display full-motion video. Digital ads run for 10 seconds approximately every 2 ½ minutes.

2. Backlit Displays

Traditional backlit Duratrans signs are located throughout the terminal building.

3. Floor Exhibit Space

Boats, cars, and other specialty displays can be placed throughout the terminal building. Size and weight restrictions may apply.

4. HD Video Walls

Locations are available in both the East and West concourses. Content displayed repeats multiple times throughout the day. Specific time slots are available for an additional charge. Pricing varies with length of video and number of viewings. In addition to display graphics, audio is also available. No additional cost for updating content at anytime.

5. Wall Wraps & Spectaculars

Large vinyl displays in a variety of sizes may be attached to terminal walls in designated locations.
1. Digital Displays

- Baggage Claim

**SPECIFICATIONS**
Size Varies

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6. Tension Fabric Displays

A variety of tension fabric sign sizes and locations are available.

**SPECIFICATIONS**
Size Varies

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7. Banners

Banners may be placed in designated terminal locations for short-term periods.

**SPECIFICATIONS**
Size Varies

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8. Visitor Center Brochure Racks

The airport brochure center is located in the baggage claim area and offers space for a variety of brochures & magazines.

**SPECIFICATIONS**
Size Varies

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9. Custom Specialty Displays

The Airport Authority is happy to work with advertisers with special needs to develop other custom advertising locations at McGhee Tyson Airport.

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...AND MORE!
FREQUENTLY ASKED QUESTIONS

Contracts
All ad campaigns require a fully-executed contract signed by the Advertiser and Metropolitan Knoxville Airport Authority (MKAA). Please allow at least 30 days for the execution of a contract.

Advertising Rates
McGhee Tyson Airport advertising rates are shown on the airport’s Rate Card. All published rates are net. Advertising rates are subject to change without notice. Long-term, multi-location, and/ or contract prepayment discounts are available. Surcharges will apply for short-term advertising agreements.

Payments
Advertisers will be billed monthly, unless advertising contracts are prepaid.

Responsibilities
The Advertiser is responsible for the creation and production of all graphics using the provider of their choice. The MKAA can provide a list of authorized graphic production companies on request. The MKAA provides locations for all graphics, as well as installation and maintenance of all advertising locations.

Graphic Approval
All signage must be approved by the MKAA prior to placement. Please send a PDF file to your MKAA representative via email for the quickest approval process.

Advertising Media
The Advertiser is responsible for the installation and removal of all wall wraps, spectaculars, floor displays, and other large advertising displays following all MKAA requirements. Advertiser must coordinate the installation and removal of these items with the MKAA. Installation and removal of these items must be done by a professional sign company, and proof of insurance may be required for the sign company. The expense of installation is established between the Advertiser and the sign company.

Delivery of Materials
All materials must be sent to the MKAA one week prior to the start of the contract for installation. If the materials are not delivered by the start of the contract, MKAA will install within one week of delivery of items. If MKAA cannot meet this timeline, the Advertiser will be contacted.

Removal of Materials
At least seven days prior to the end of the contract, Advertiser must notify the MKAA of their desire to have advertising materials returned. The MKAA will remove all advertising materials (with the exception of wall wraps, spectaculars, floor displays, and other large displays). Advertiser is responsible for all shipping costs associated with the return of advertising materials.