

TERMINAL ADVERTISING GUIDE



McGHEE TYSON AIRPORT
KNOXVILLE

ABOUT KNOXVILLE

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

- Over **2.5 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**.
- We are the first stop for many travelers headed to the Great Smoky Mountains, which is the **most-visited national park in the country**. Terminal advertising options are especially great for businesses operating in the hospitality industry in the East Tennessee area.

WHY ADVERTISE AT MCGHEE TYSON AIRPORT

 Main Terminal

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 multi-site contracts are available.

Concessions 

Restrooms

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.**

Reach



With more than **2.5 million passengers** and visitors passing through every year, McGhee Tyson Airport can provide an incredible reach for your message.

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.

Meet Your Advertising Needs

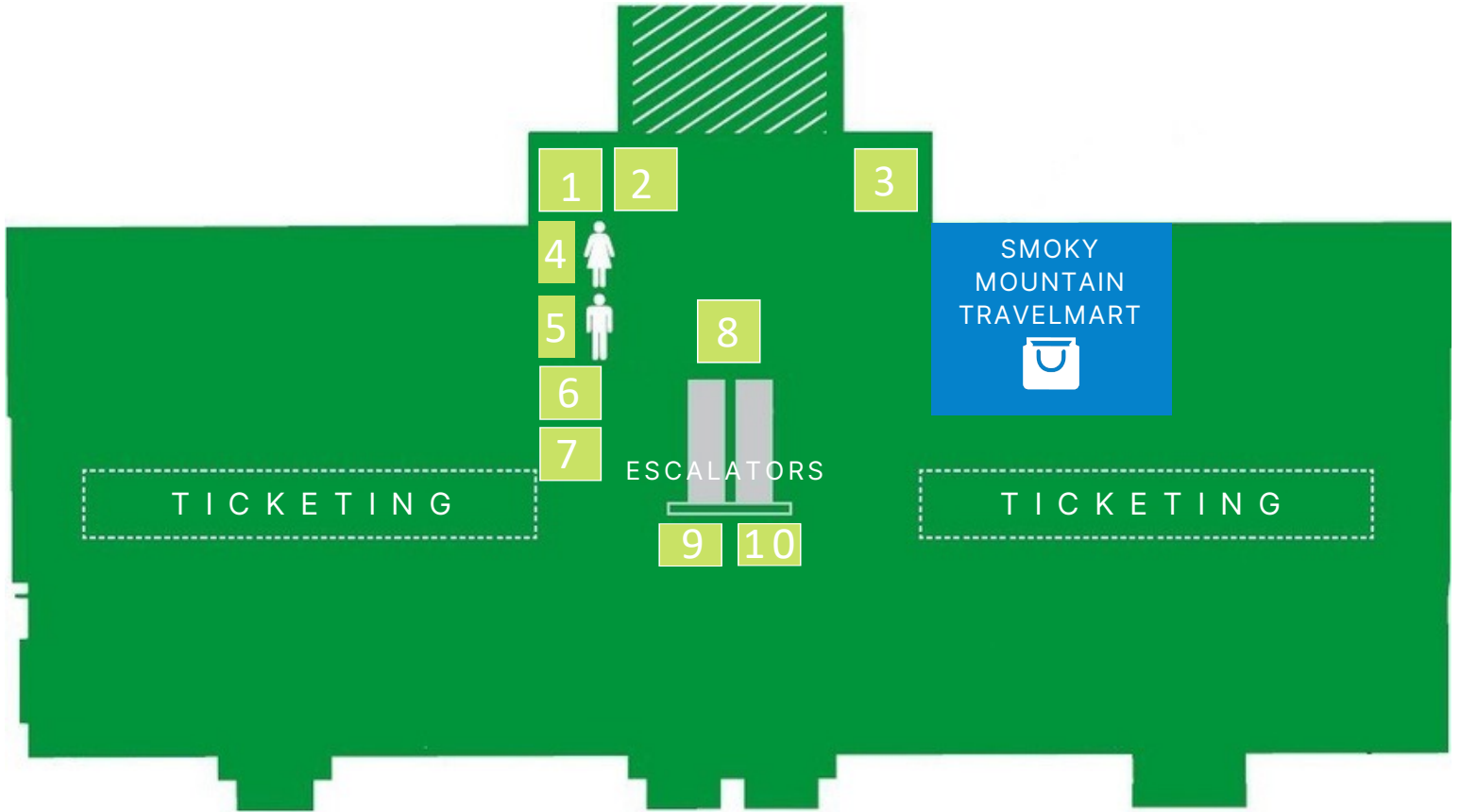


McGhee Tyson Airport offers a variety of displays with price points starting at **\$250 per month** and term lengths as short as one month.

TICKETING

PRE-SECURITY

OVER 2.5 MILLION IMPRESSIONS

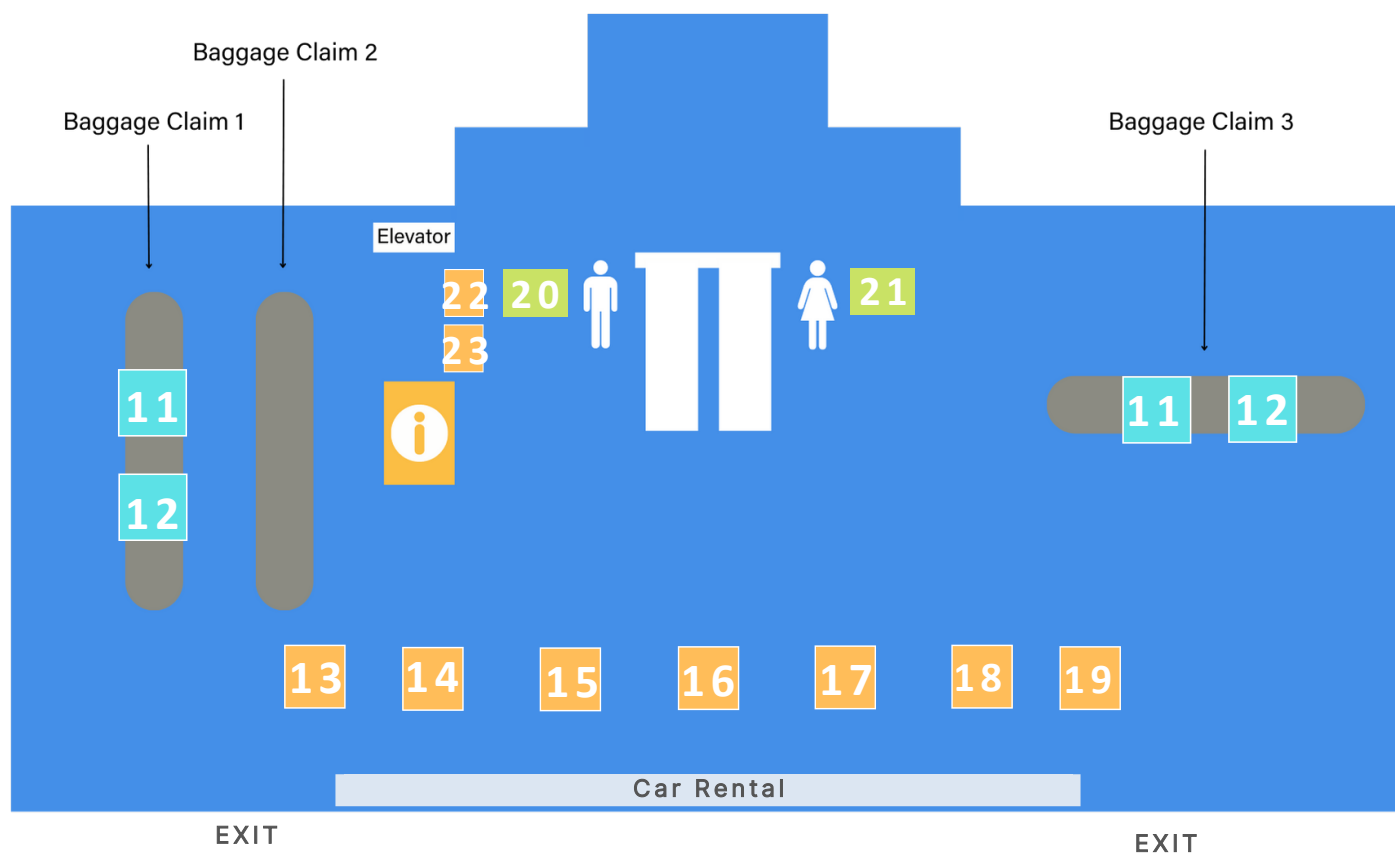


 Tension Fabric | Wall Wrap | Banner Space

BAGGAGE CLAIM

PRE-SECURITY

OVER 1.5 MILLION IMPRESSIONS



■ Tension Fabric | Wall Wrap | Banner Space

■ Large Backlit Display

■ Medium Backlit Display

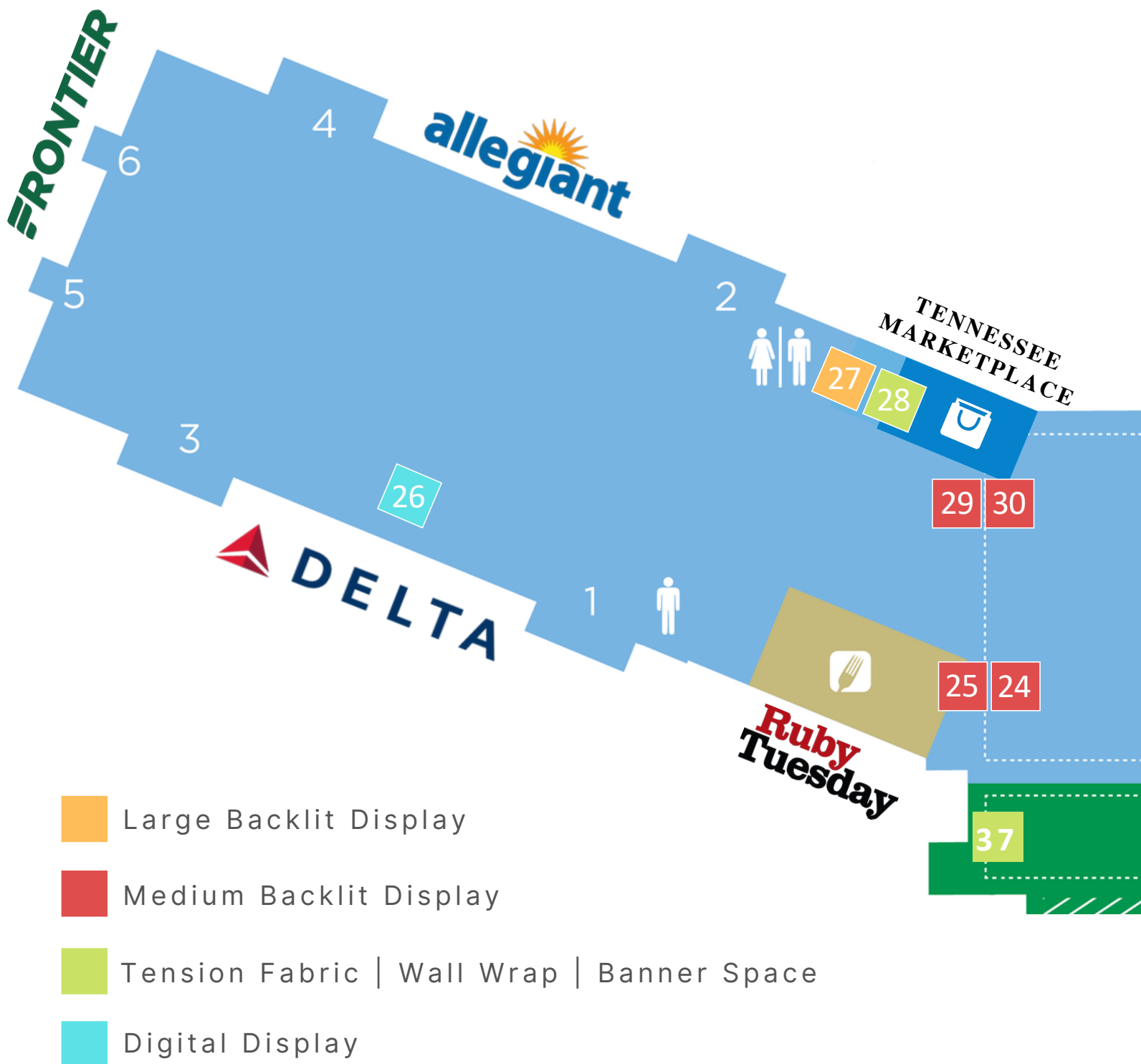
■ Digital Display

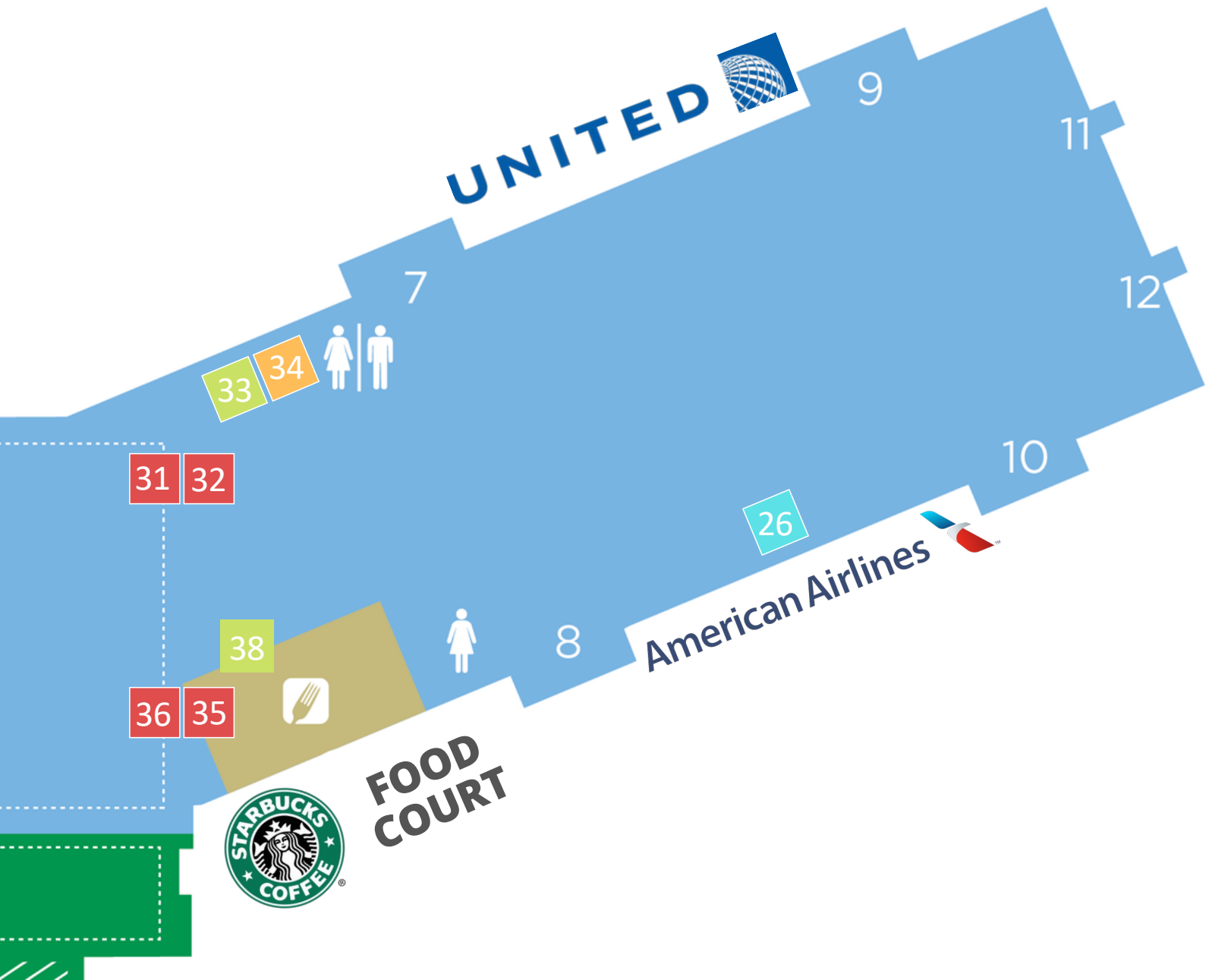
■ Information | Brochures

CONCOURSE

POST-SECURITY

OVER 2.5 MILLION IMPRESSIONS





ADVERTISING OPTIONS

Digital Displays - Baggage Claim

SPECIFICATIONS

27" tall x 96" wide
pixel ratio: 1080 x 3840
preferred format: .jpg, .pdf, .mp4

Dual 55" HD monitors over baggage carousels allow **one 1080 x 3840 pixels image or two 1080 x 1920 pixels images.** Monitors can display full-motion video. Digital ads run for 10 seconds approximately every 4-5 minutes. Audio is available. No additional cost for updating content at any time.

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. Audio is available. No additional cost for updating content at any time.

SPECIFICATIONS

approx. 5' tall x 8' wide
pixel ratio: 2160 x 3840
preferred format: .mp4

SPECIFICATIONS

medium:
30" wide x 43" tall

large:
61" wide x 41.5" tall

Backlit and Edgelit Displays

Traditional backlit Duratrans signs are located throughout the terminal building in various sizes.

Production note: the specs listed are the full production specs.

ADVERTISING OPTIONS

Wall Wraps & Spectaculars

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

Tension Fabric Displays

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

Banners

Banners may be placed in designated terminal locations.

Information Center Brochures

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

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.

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.

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 upon 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 advertising 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. The 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. The expense of installation is established between the Advertiser and the installer.

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, the 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). The Advertiser is responsible for all shipping costs associated with the return of advertising materials.



CONTACT US

ADSALES@TYS.ORG

865.342.1100



McGHEE TYSON AIRPORT
KNOXVILLE

ADVERTISING RATES AT MCGHEE TYSON AIRPORT

Rates shown are net per month based on a 12 month advertising agreement.
Rates are subject to change.

Baggage Claim Carousels

Sold in 10 second spots rotating above both carousels. Spots show once every approximately 4-5 minutes.

Starting at \$550

Concourse Video Walls

Sold in spots up to 2 minutes in rotation on both East and West video walls. Spots show once every approximately 15 minutes.

Still image with or without audio (1 minute): \$650

Video with audio (up to 2 minutes): \$750

Additional minutes: \$100/minute

Backlit Displays

Medium: \$300 each, or 2/\$500

Large: \$450

Tension Fabric, Wall Wraps, and Banners

Locations and sizes vary: starting at \$1,000

Specialty

Locations and sizes vary: starting at \$1,000

Brochures

Contact Brochure Distribution Services for pricing: bmayer@bdsinfo.net

Rates applicable for new advertising agreements signed on or after July 1, 2023. Non-profit agencies, veteran owned organizations, and current airport tenants receive a 25% discount off of published rates, subject to availability.

Rates are effective July 1, 2023, and are subject to change. Multi-location, multi-year, and prepayment discounts are available. **Advertiser is responsible for creation and production of all creative artwork at an additional cost.** Installation charges may apply to some advertising locations that require special handling.