

# Terminal Advertising Media Kit



**McGHEE TYSON AIRPORT**  
**KNOXVILLE**

**June 2026**

# About McGhee Tyson Airport

Recognized as one of America's *FASTEST-GROWING* airports, McGhee Tyson Airport serves the East Tennessee Region that includes Knoxville, Oak Ridge, and the Great Smoky Mountains vacation destinations of Gatlinburg, Pigeon Forge, Sevierville, & Townsend. There are over one million residents in the local MSA.

The airport welcomed over 3.6 MILLION people in 2025, with nearly 4 MILLION expected in 2026.

Airline service to over 35 nonstop destinations is offered through SEVEN airlines with 140 daily flights:

**ALLEGiant | AMERICAN | AVELO | DELTA | FRONTIER | SOUTHWEST | UNITED**

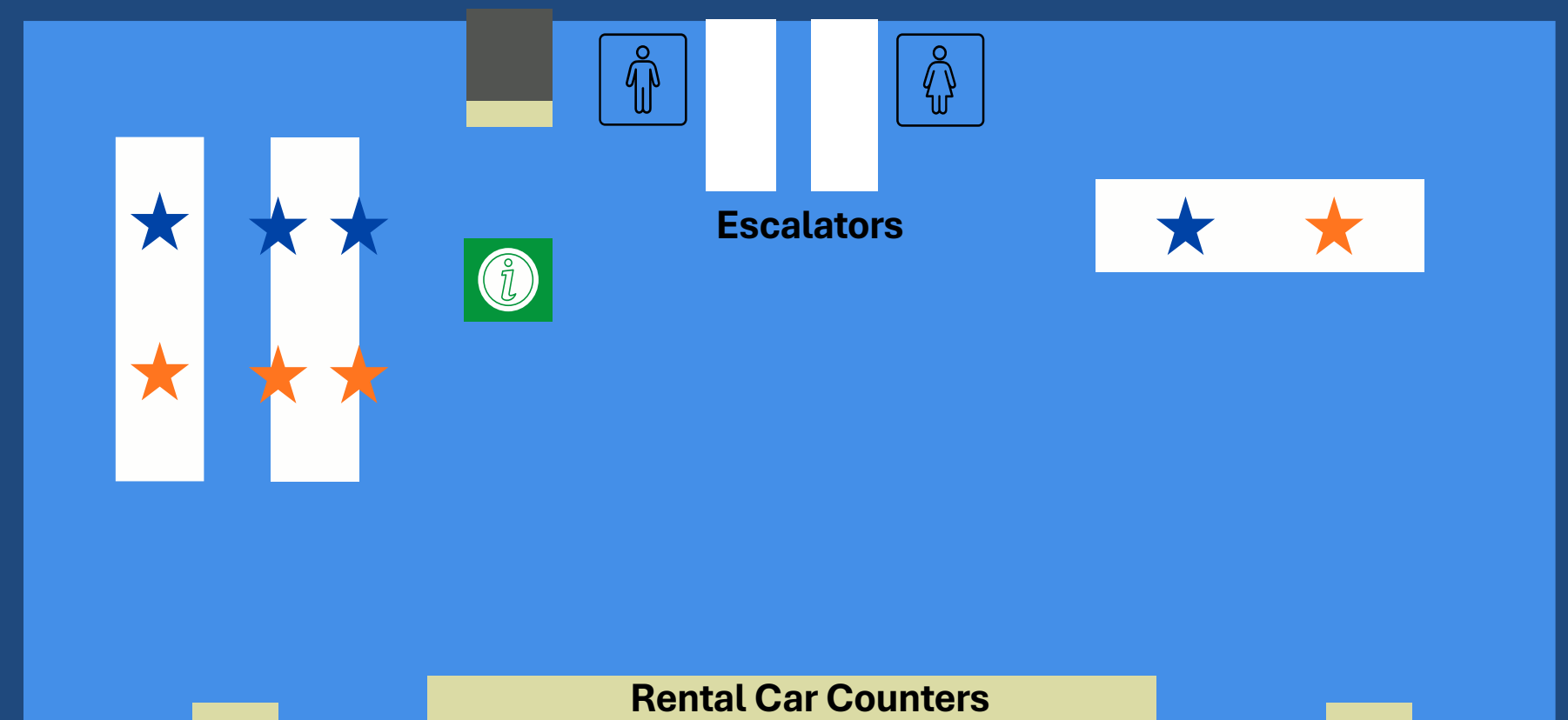


# Digital Advertising

Eight large 65” screens are located above the airport’s three baggage carousels. These HD screens display up to 15 second advertiser messages in rotation with other messages, with a repeat rate of approximately every four minutes. The screens can display both static images or videos.

Digital advertising is priced at **\$600 per month** for one screen above all three carousels, or **\$1100 per month** to display messages on both screens above our three carousels.

Unlimited message changes are included at no additional cost.



# Static Wall Signs

A variety of tension fabric signs are located throughout the airline terminal complex.

Most signs measure 65" wide x 45" tall, though other sizes may be available.

Lease rates start at \$600 per month, and vary by location.

Installation of creative material is provided at no charge.





# Large Suspended Vinyl Banners

Located in the main airline terminal atrium that leads to the airline concourse, these 8 feet wide x 10 feet tall suspended banners make a dramatic statement that can be seen by nearly every person that passes through McGhee Tyson Airport...that's around **FOUR MILLION** people!

There are a very limited number of these banner spaces available.

The starting lease rate for these large locations is **\$1100/ month** and varies by location. Banner installation included at no charge.

# Production, Terms, & More

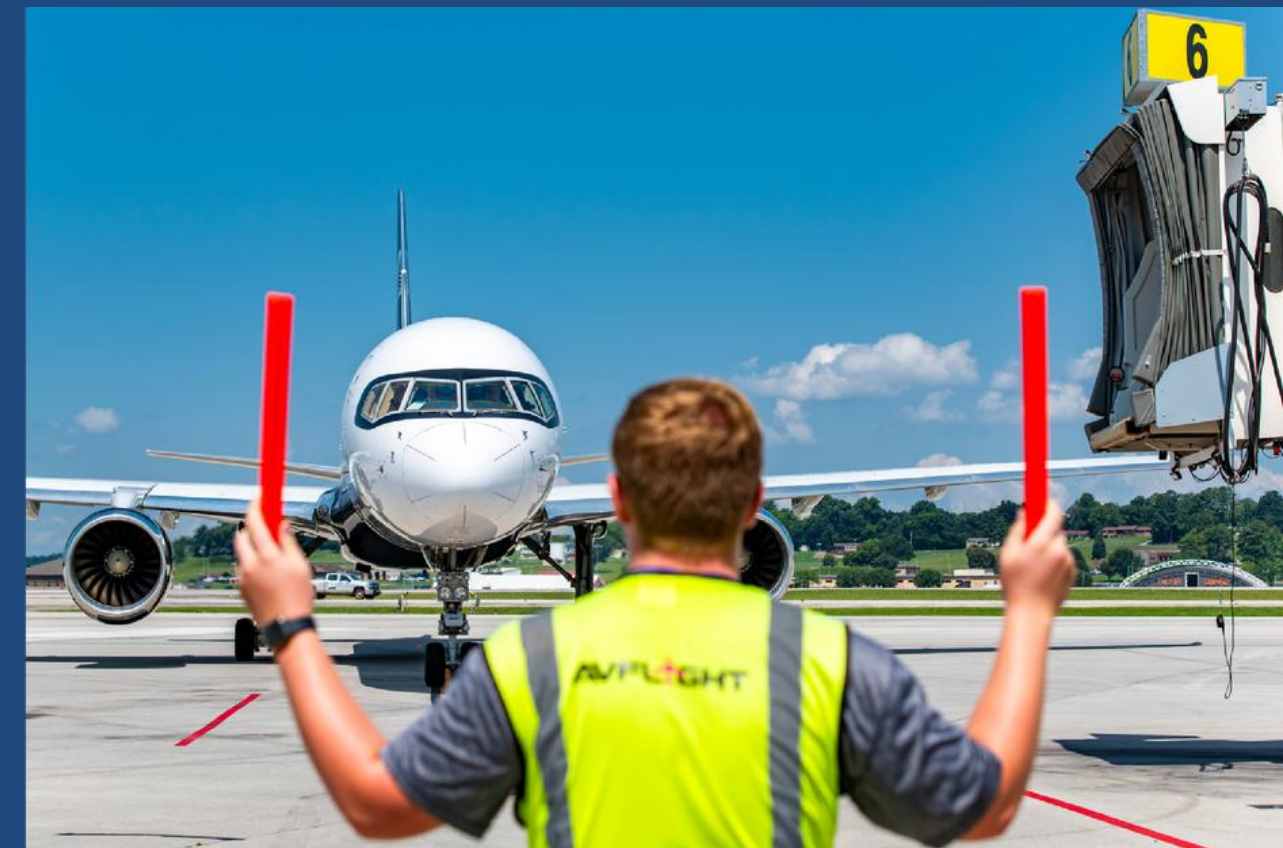
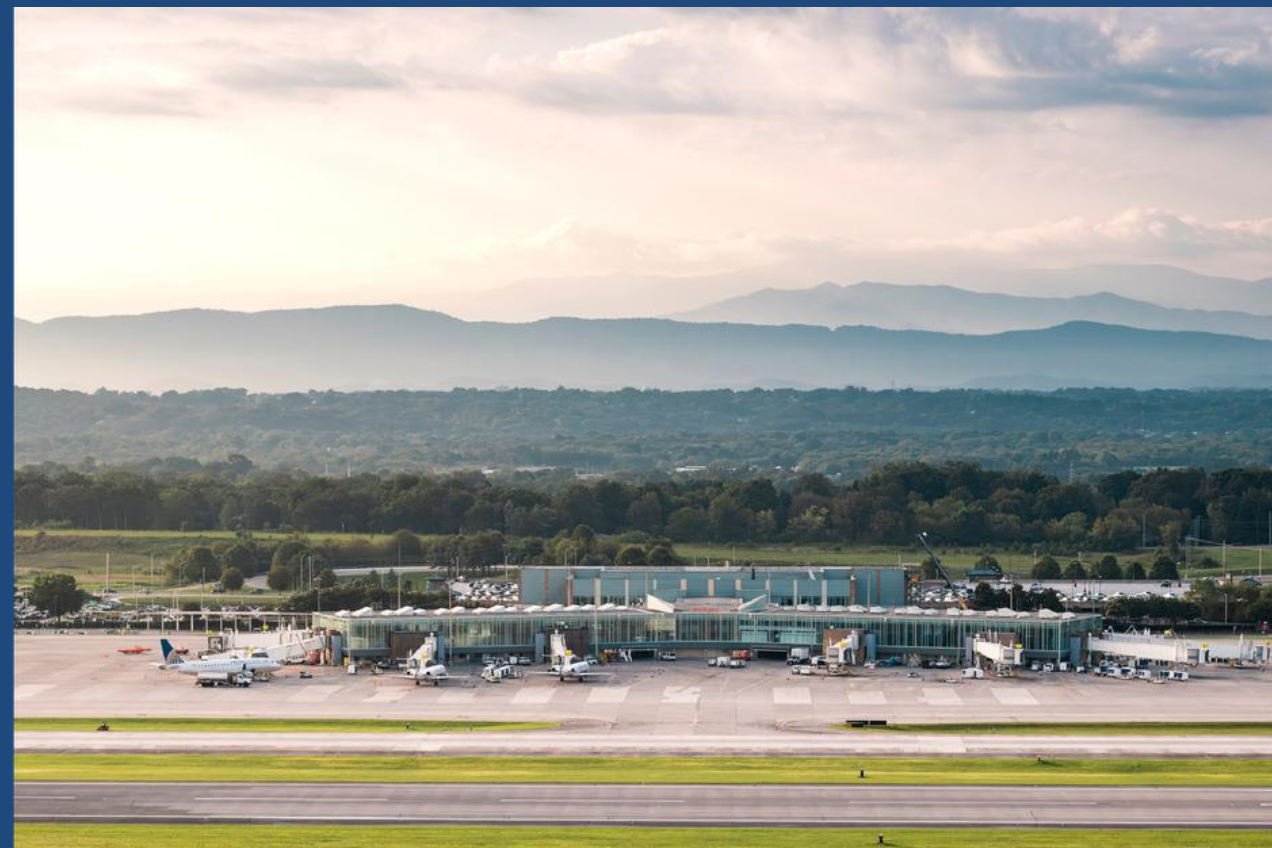
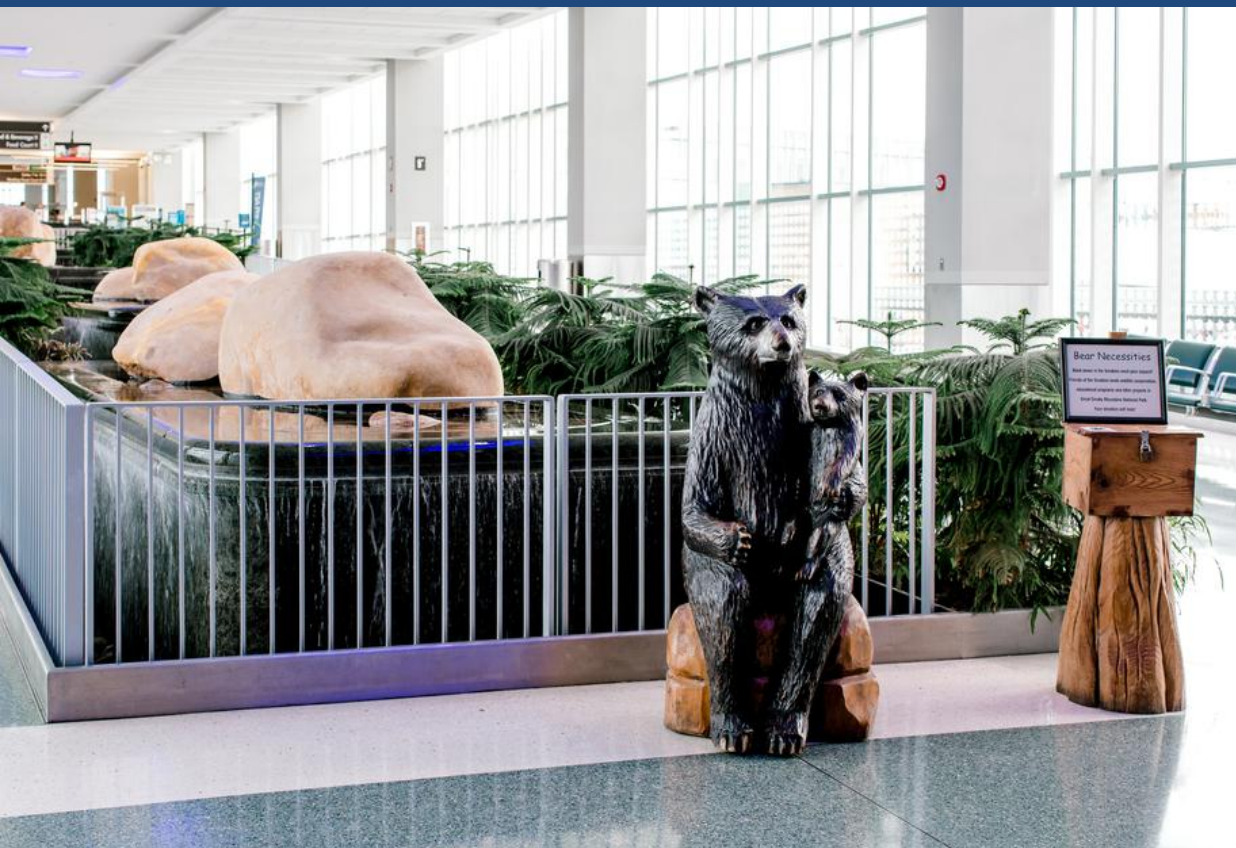
Advertiser may use any production company for creative design and production. The Airport can recommend a preferred vendor that has done considerable work in our terminal. All creative costs are the responsibility of the advertiser.

The Airport requires execution of a formal advertising agreement to confirm space. We ask for a one-year advertising commitment, which can be terminated anytime with 30-days written notice.

All quoted rates are NET. All advertising locations are presented subject to availability.  
Quoted rates are subject to change without notice.

A 5% discount for advance pre-payment of advertising agreements is available, as well as a 10% discount for leasing multiple advertising locations in the Airport.

All airport advertising is subject to the rules and regulations of the *Metropolitan Knoxville Airport Authority*.





**McGHEE TYSON AIRPORT**

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**K N O X V I L L E**

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