

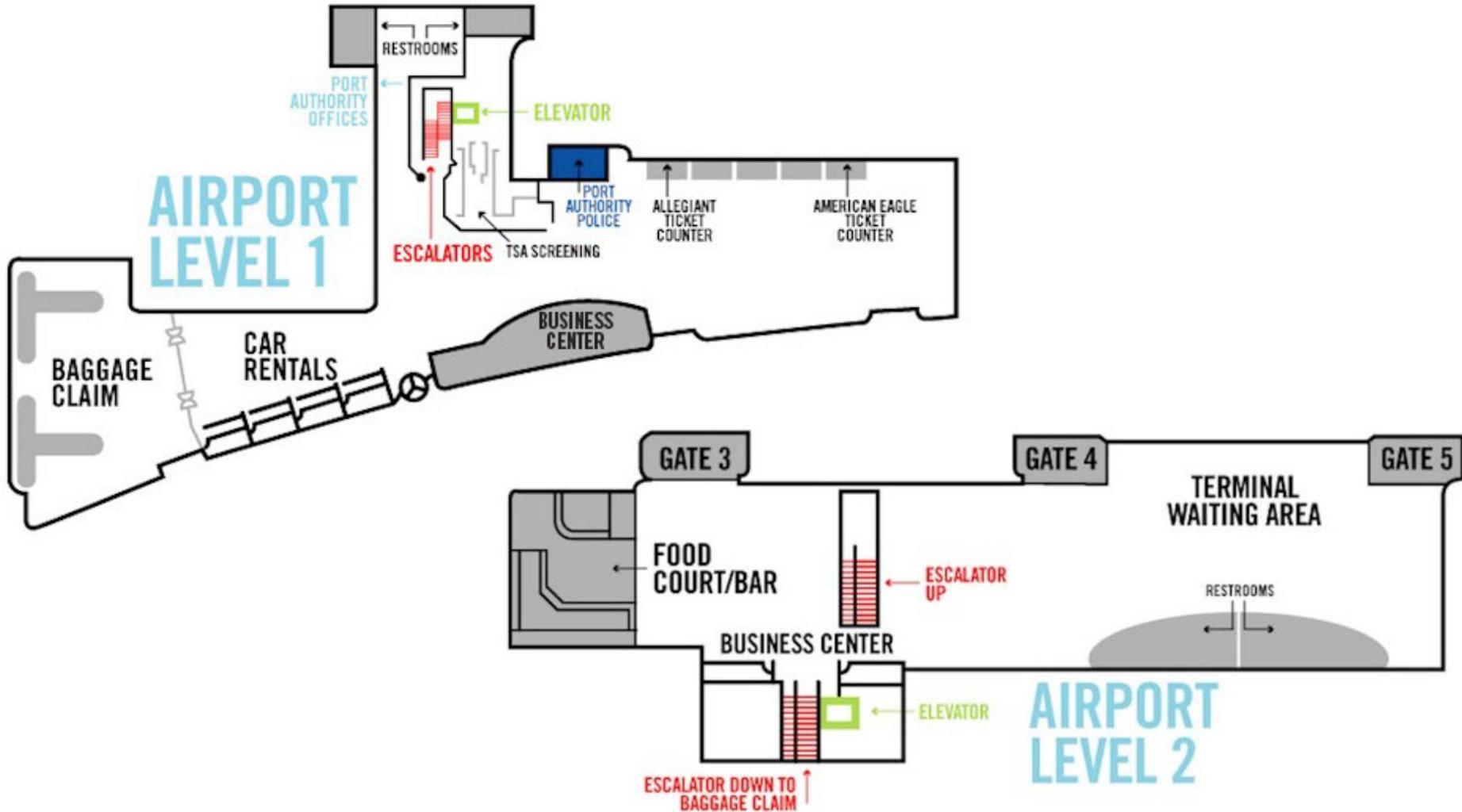


TOLEDO EXPRESS
AIRPORT



ADVERTISING OPTIONS

TOL TERMINAL LAYOUT



WHY ADVERTISE AT TOL?

Airports are a modern community gathering point and TOL is no different. Hundreds of thousands of travelers, families, and friends visit TOL every year. These visitors are a captive audience for your message.

- 80% of travelers notice airport advertising
- 66% read airport advertising
- 47% recall airport advertising when making a purchasing decision

**Statistics pulled from a study conducted by Clear Channel Airports*



AIRPORT ADVERTISING

WHY AIRPORT ADVERTISING WORKS

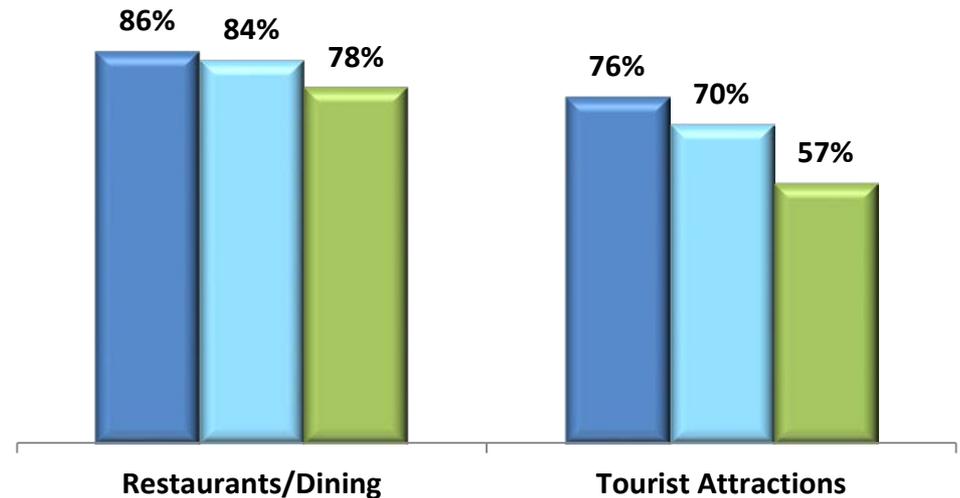
Airports provide a unique medium for advertisers because of the dwell time of travelers in the terminal and the purchasing power these travelers possess.

- 74% of frequent flyers arrive at the airport 61+ minutes before boarding
- 73% of travelers spend up to 15 minutes in the terminal before going through security
- 86% of travelers spend 15+ minutes at the gate before departure
- 66% of travelers spend 5+ minutes waiting for luggage at baggage claim

**Statistics pulled from a study conducted by Clear Channel Airports*

Likelihood of Visiting Specific Businesses After Learning About From Airport Advertising

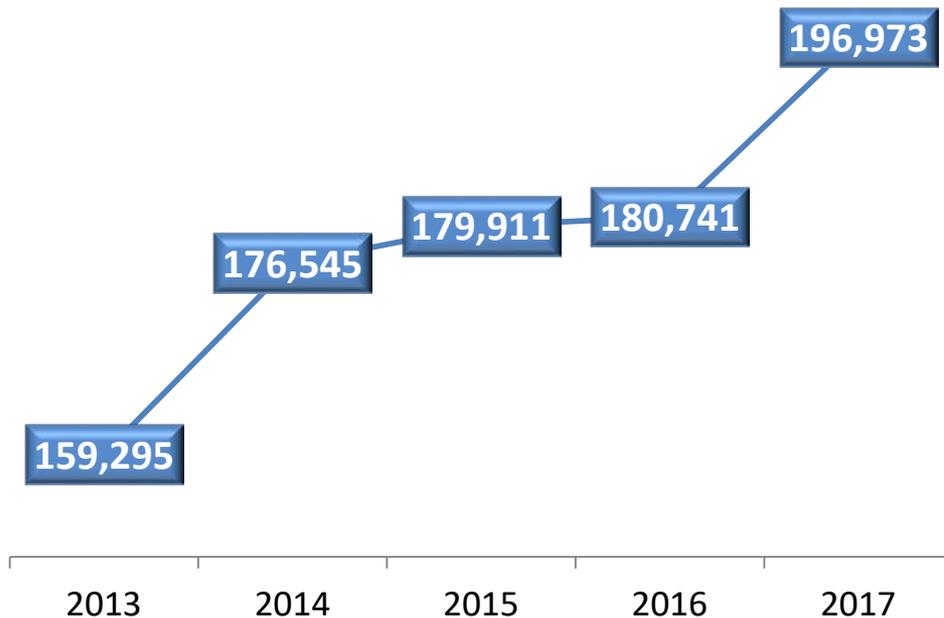
■ Air Travelers ■ Frequent Flyers ■ Business Frequent Flyers



AIRPORT ADVERTISING

TOLEDO EXPRESS AIRPORT SNAPSHOT

Total Passengers at Toledo Express



197,000

Annual Passengers

22,000

Monthly Visitors

5

Nonstop Destinations

150+

Connecting Destinations

ADVERTISING OPTIONS

- **FIRST FLOOR TERMINAL WALL WRAP**
- **BAGGAGE CLAIM WALL WRAP**
- **CAR RENTAL WALL WRAP**
- **PILLAR WRAPS**
- **SECOND FLOOR GLASS DISPLAY**
- **TERMINAL DIGITAL DISPLAYS**
- **KIDS PLAY AREA SPONSORSHIP**
- **SHORT-TERM AND EVENT DISPLAYS**



FIRST FLOOR TERMINAL WALL WRAP

Showcase your advertisement at the focal point of Toledo Express Airport. This prime location offers a clear line of sight for passengers entering the terminal, going through screening, and as they exit the airport. Take advantage of all of the passengers and their families as they congregate and pass by this central location.

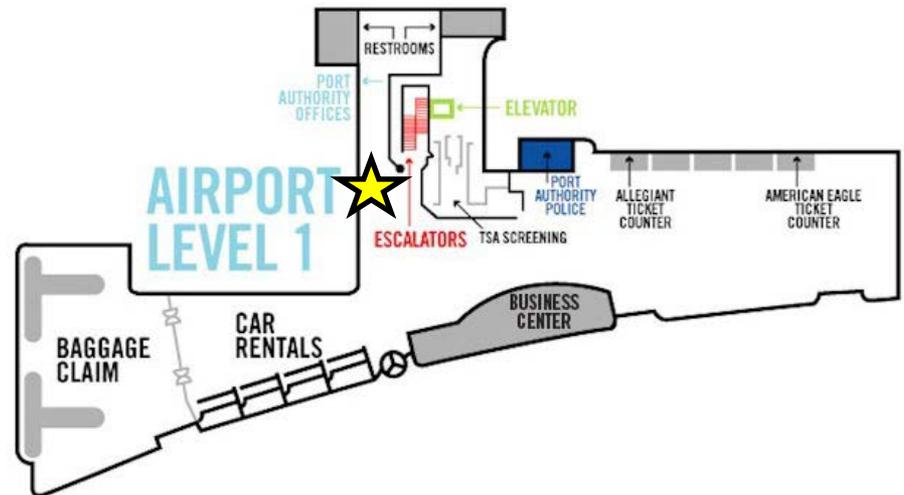


Pricing:

\$500 per month + one-time cost of production and installation*

Specifications:

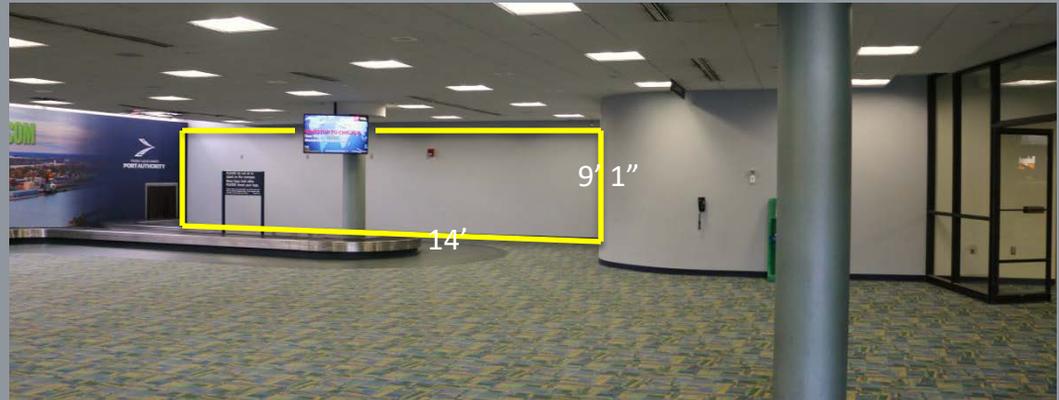
Length 8 feet 4 inches
Height 14 feet



**A 15% discount will be applied to all first year annual commitments*

BAGGAGE CLAIM WALL WRAP

Looking for a premium spot to display your advertisement? Then look no further. This wall is located at the Toledo Express Airport baggage claim. This spot offers unparalleled advantages as travelers and their loved ones gather to wait for their luggage. This gives you the chance to take advantage of that wait time with your advertisement.



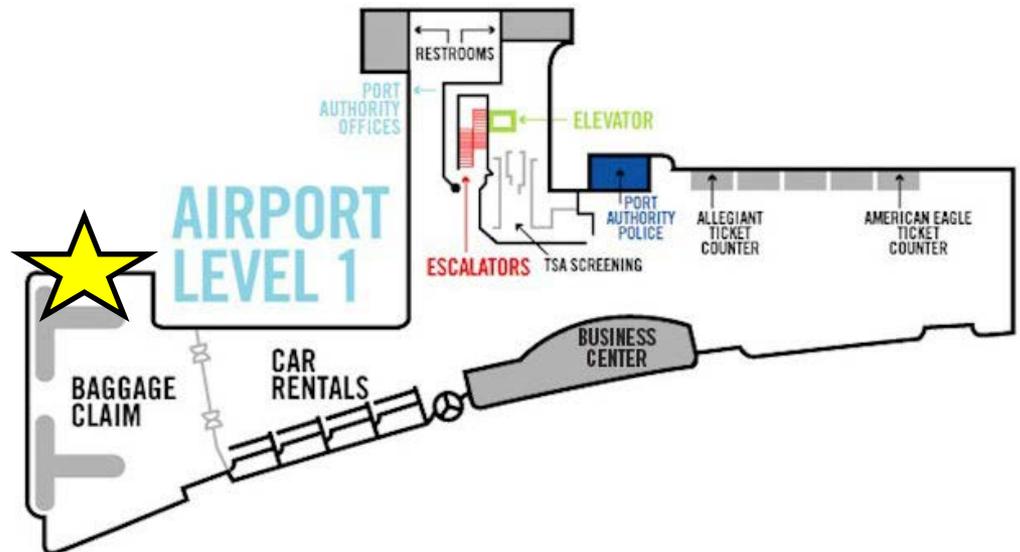
Pricing:

\$500 per month + one-time cost of production and installation*

Specifications:

Length 9 feet 1 inches
Height 14 feet

**A 15% discount will be applied to all first year annual commitments*



CAR RENTAL WALL WRAP

Located in a key location of the airport is the wall across from our car rentals and by baggage claim. This large canvas gives you the perfect opportunity to deliver your advertisement to travelers and their families as they arrive and depart the airport. This location offers unprecedented possibilities to capture the attention your audience.

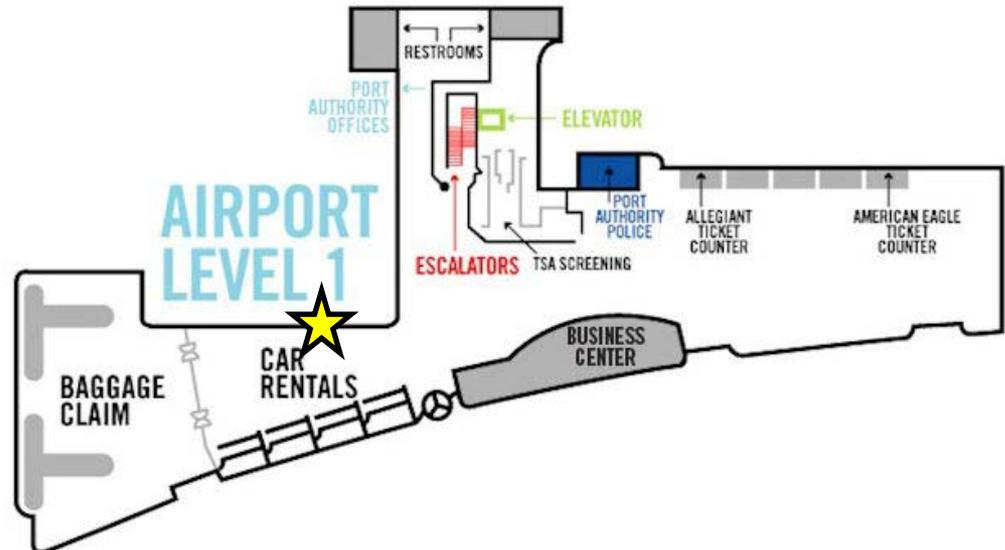
Pricing:

\$500 per month + one-time cost of production and installation*

Specifications:

Length 9 feet
Height 24 feet 6 inches

**A 15% discount will be applied to all first year annual commitments*



PILLAR WRAPS

Located throughout the terminal, pillar wraps have the advantage of being seen no matter what direction you are facing in the terminal. Some of these locations are by ticket counters, our business center, screening, car rentals, and baggage claim. These pillars offer unique advantages to display your message to a captive audience.

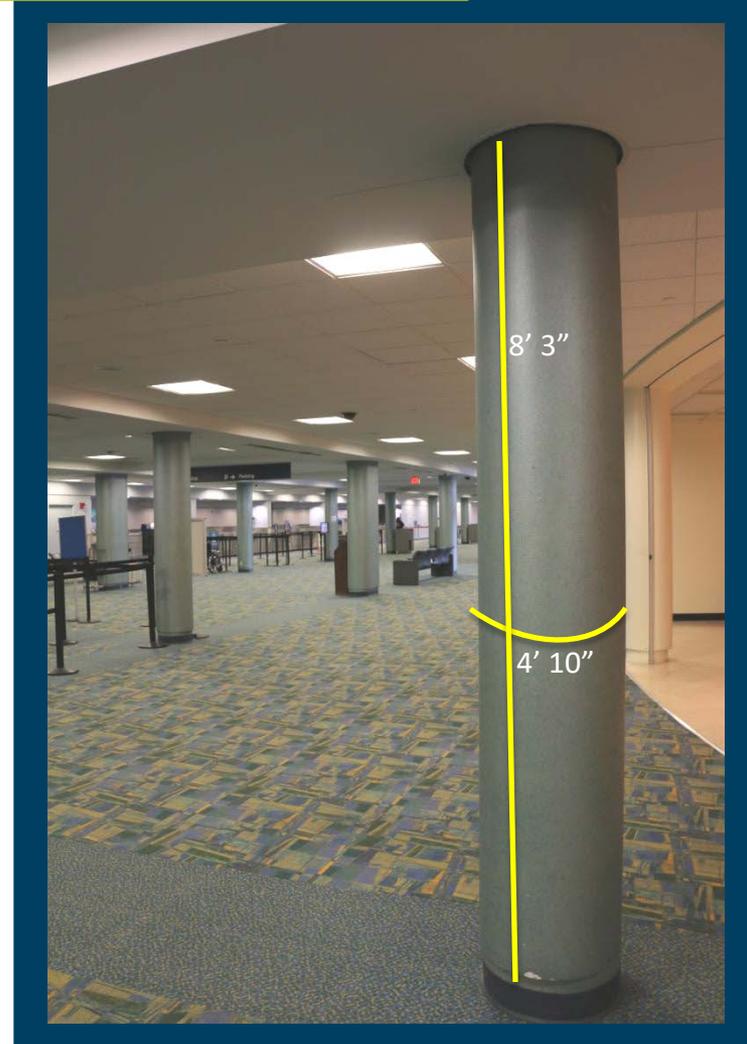
Pricing:

\$250 per month + one-time cost of production and installation*

Specifications:

Circumference	4 feet 10 inches
Height	8 feet 3 inches

**A 15% discount will be applied to all first year annual commitments*



SECOND FLOOR GLASS DISPLAY

This unique space offers you the chance to display your advertisement in a unique and captivating way. Located in-between our gates and by the primary restrooms in the concourse, this display offers unparalleled opportunities to catch the attention of all the travelers heading to and from their gates.

Pricing:

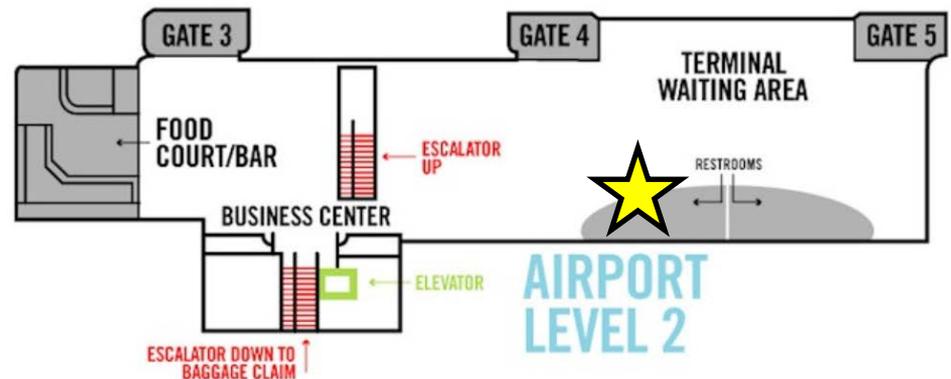
\$800 per month*

Specifications:

Length 8 feet 8 inches

Height 12 feet

**A 15% discount will be applied to all first year annual commitments*



TERMINAL DIGITAL DISPLAYS

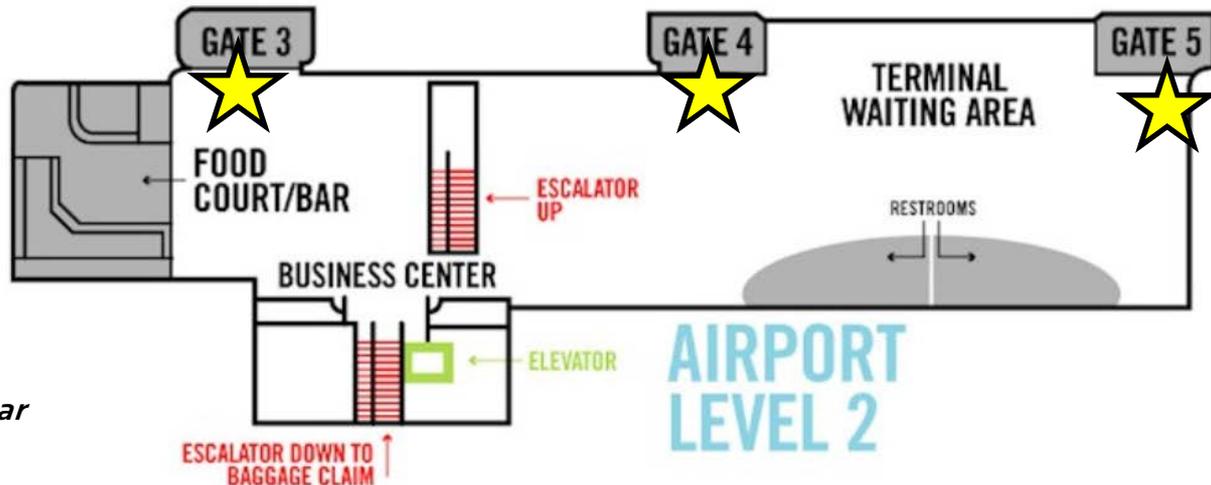
Terminal digital displays offer an alternative advertising solution to traditional methods. These displays allow you to capture your audiences' attention as they get on and off their aircraft. As well as offering the benefit of having the flexibility to alter and change your advertisement with ease.

Pricing:

- \$250 per month*

Specifications:

- Full color 1360 x 768 pixels



**A 15% discount will be applied to all first year annual commitments*

KIDS PLAY AREA SPONSORSHIP

This unique location offers the opportunity to reach travelers, and in particular families, as they gather with their children while they wait for their plane. This area is located in-between our two main gates and near our vending machines, and it allows for the opportunity to capture the attention of all that pass it.

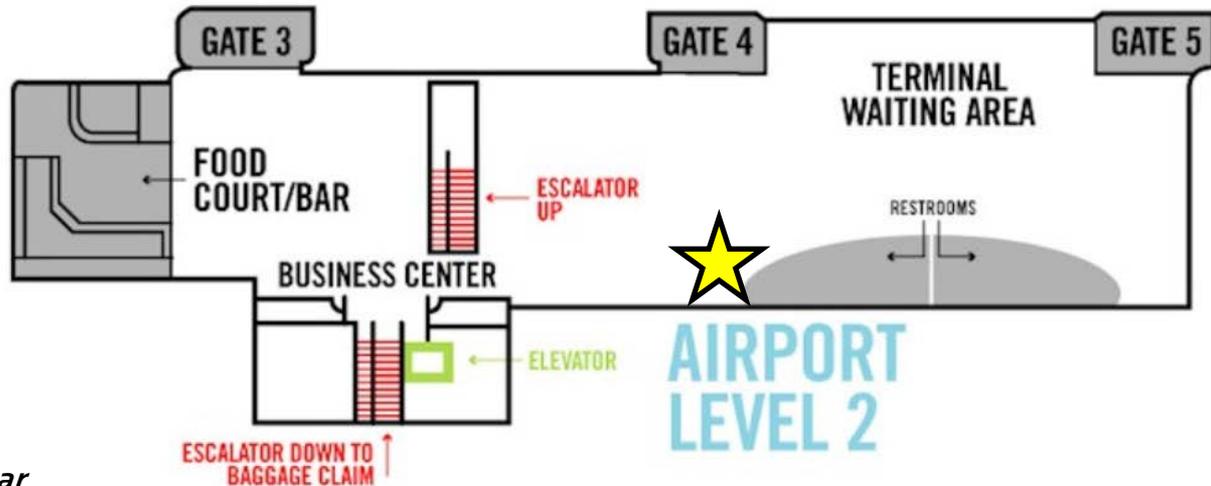


Pricing:

\$500 per month + one-time cost of production and installation*

Specifications:

Length 7 feet 6 inches
Height 18 feet 3 inches



**A 15% discount will be applied to all first year annual commitments*

SHORT-TERM AND EVENT DISPLAYS

Hosting an event or looking to promote something on a short term basis? Temporary displays offer the flexibility to customize and target key groups of travelers. These displays allow you to inform or welcome passengers as they begin their trip to Toledo.

Options Include:

Pull-up banners

Table tents

Wall banners

*We are open to discuss other short-term options

Pricing:

\$500 for a 30 day placement

\$800 for a 60 day placement



Your banner here

CONTACT US TODAY!

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