



**Qfactor**

airport advertising

## Information and Rates



EUGENE F KRANZ

**TOLEDOEXPRESS**  
AIRPORT

Qfactor Airport Advertising  
A Division of The Quotient Group

QfactorAds.com | 888.820.7993

# ABOUT TOL



Eugene F. Kranz Toledo Express Airport is Northwest Ohio's local choice for fast, easy, and convenient air travel, providing an easy alternative to larger airports.

TOL offers nonstop service to Phoenix/Mesa, Arizona and Orlando Sanford, Ft. Myers/Punta Gorda, and St. Pete-Clearwater, Florida via Allegiant and is home to three fixed-base operators and the Ohio National Guard 180th Fighter Wing.

Advertise at TOL and make a first impression with travelers immediately upon arrival. TOL's passengers are primarily Gen X and Millennials.

Monthly Passengers: **16,000**  
Annual Passengers: **192,000**

Business Travelers: **10%**  
Leisure Travelers: **90%**

## WHY ADVERTISE IN AN AIRPORT?



**2 million** passengers travel through U.S. airports every day.



TOL's average dwell time is **60 minutes**.



Travelers have an average household income of **more than \$100k**.

TOL offers a variety of affordable advertising options, including custom packages and varying contract lengths, to help your business reach its target audience and our team will help identify the best fit for your needs. Support your local community and increase the visibility of your business by advertising inside TOL!

Monthly rates listed reflect a one-year commitment. Discounted rates apply with longer contracts. Interested in a short-term placement? Contracts under one year available, listed monthly rates increase by 20%.

**3 YEARS**

**SAVE 10%**

**5 YEARS**

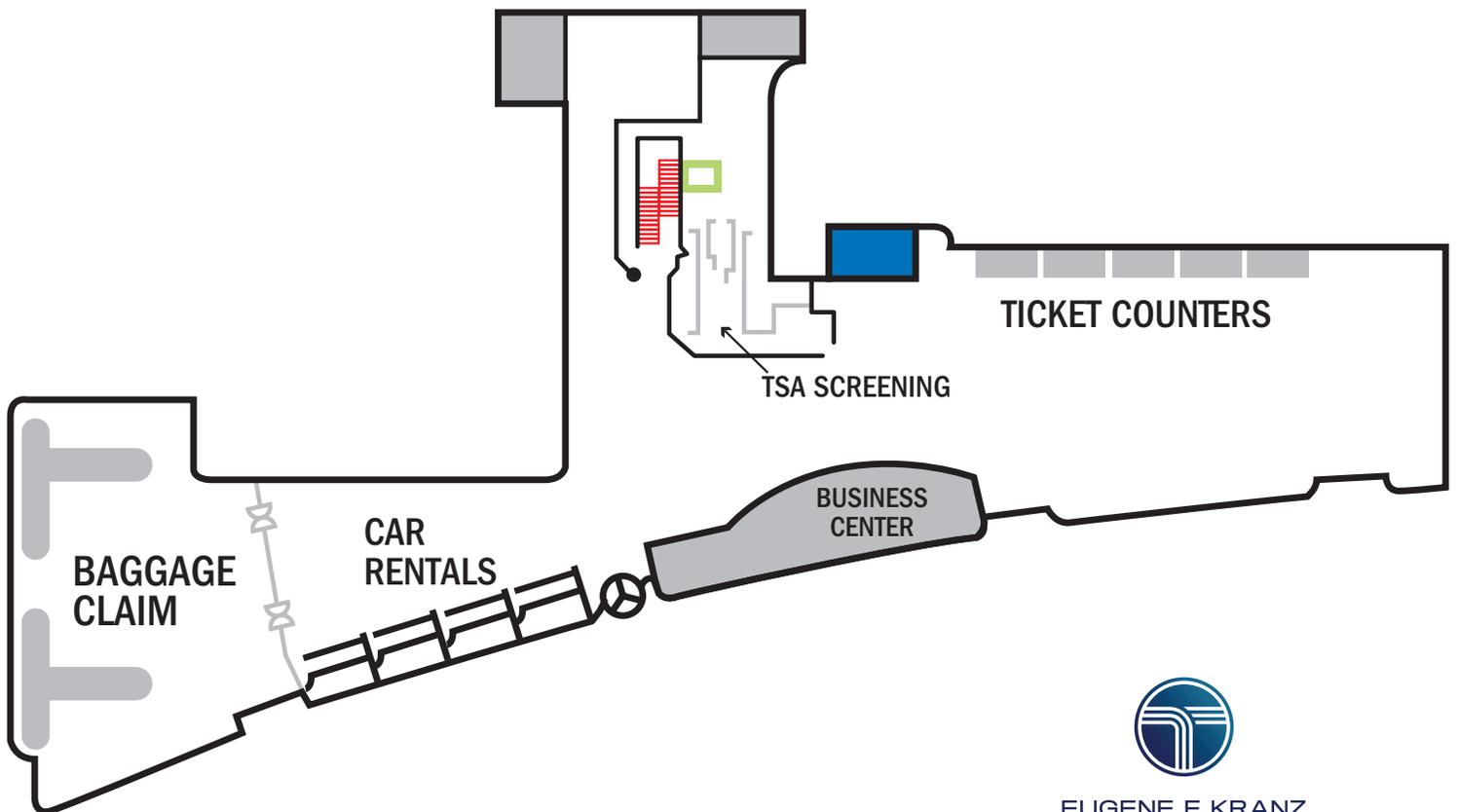
**SAVE 20%**

# TERMINAL MAPS

## LEVEL 1

### DISPLAY OPTIONS

- Wall Wraps
- Pillar Wraps
- Digital Displays
- Short-Term & Event Displays



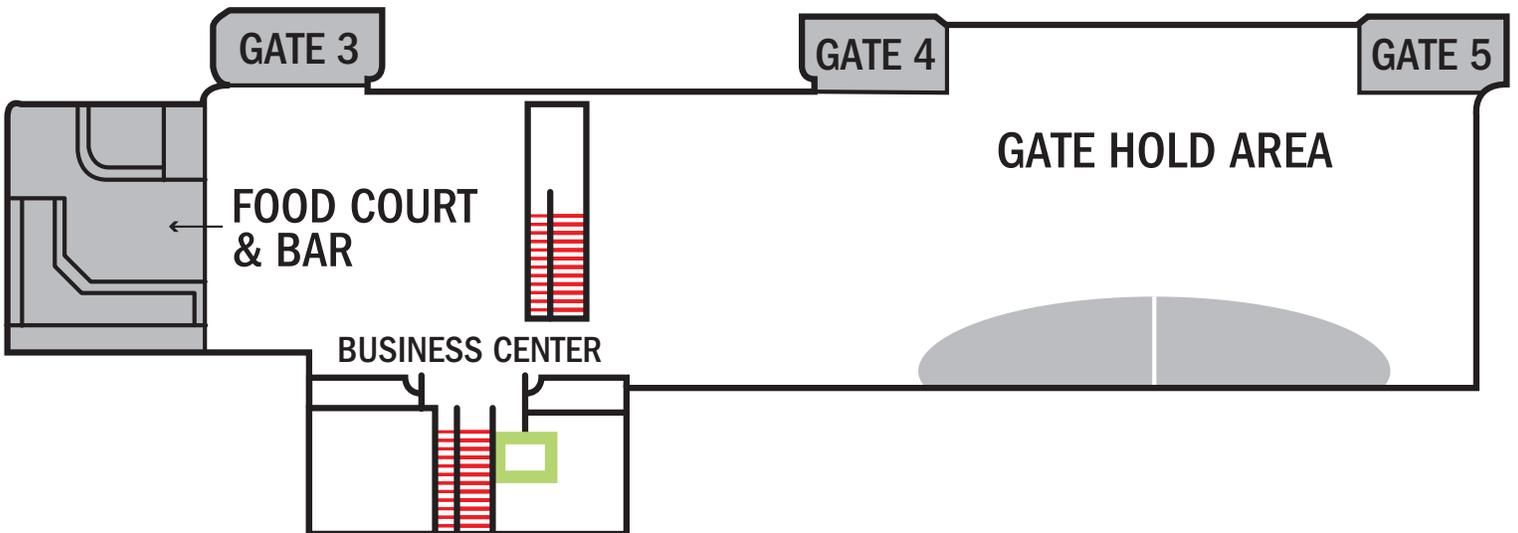
EUGENE F KRANZ  
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# TERMINAL MAPS

## LEVEL 2

### DISPLAY OPTIONS

- Wall Wraps
- Pillar Wraps
- Digital Displays
- Short-Term & Event Displays



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# MONTHLY DISPLAY RATES



## CHECKPOINT WALL WRAPS

various sizes | \$500+ | 4 available

The focal point of Toledo Express Airport. These prime locations offer a clear line of sight for both arriving and departing passengers.

Reach passengers and their families as they congregate and pass by these central locations at TSA security screening.

## BAG CLAIM WALL WRAPS

9' x 12' | \$450

9' x 14' | \$500

These premium spaces are located in baggage claim, offering unparalleled advantage as travelers and their families gather to wait for their luggage. Take advantage of the wait time to showcase your business.



## CAR RENTAL WALL WRAPS

9' x 24.6' | \$400

9' x 11.5' | \$500

A key location between car rentals and baggage claim, this large canvas gives you the perfect opportunity to showcase your business to passengers and their families as they arrive and depart the airport.

# MONTHLY DISPLAY RATES

## AIRLINE GATE WALL WRAPS

various sizes | \$250+ | 5 available

Showcase your business in the gate holding areas, which are centrally located and highly visible to passengers waiting to board their flights.



## AIRLINE JET BRIDGES

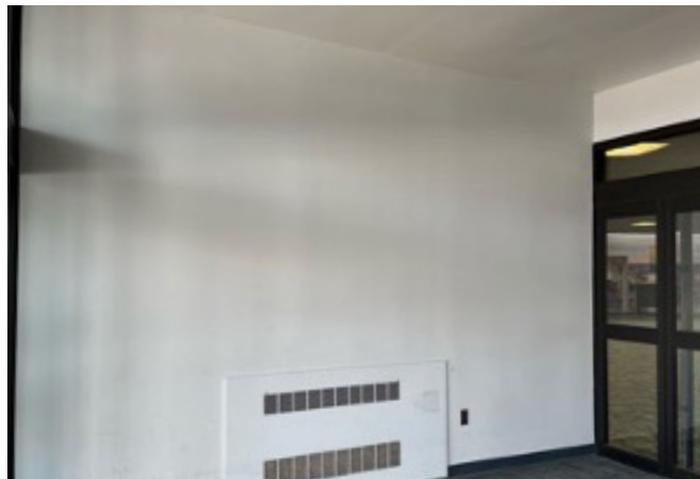
6.75' x 3.75' | \$150 | 10 available

One of the highest traffic areas within the airport – airline jet bridges. Showcase your business to all passengers. Specs are per panel, must purchase a minimum of two panels.

## ENTRANCE WALL WRAPS

7' x 14' | \$500 | 8 available

Showcase your business to anyone arriving at or leaving Toledo Express Airport through any of the main entrances to the airport.



# MONTHLY DISPLAY RATES



## CONFERENCE ROOM WINDOW CLINGS

**3.4' x 5' | \$250**

This prime location offers a clear line of sight for both departing and arriving passengers. Reach passengers and their families as they congregate and pass by this central location.

## PILLAR WRAPS

**4.10' x 8.3' | \$250 | 15 available**

Located throughout the terminal, pillar wraps can be seen no matter what direction you are facing. Locations include ticket counters, business center, checkpoint, car rentals, and baggage claim. Pillars are a unique opportunity to display your message to a captive audience.



## DIGITAL MONITORS

**1920x1080 | \$150**

An alternative solution to traditional ads. Change your message up to 4 times per year (additional change \$50) to keep your ad fresh. Static or video (no sound), max display time 20 seconds. No more than 8 ads per monitor, ensuring great visibility. Price per monitor, discounts available for multiple placements.

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## **KATIE PRICE** director of sales

Katie'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 Katie today to ensure your message makes an impact with travelers at TOL.



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