

# Media Kit



## Plattsburgh International Airport

The North Country Chamber of Commerce proudly manages the advertising and marketing for Plattsburgh International Airport.

The Chamber offers a wide range of advertising opportunities including strategically placed large format kiosks, stylish backlit light-boxes, digital screens and brochure distribution within the terminal and online marketing opportunities via [flyplattsburgh.com](http://flyplattsburgh.com).

Please contact the North Country Chamber of Commerce for more information on airport advertising.

Kristy Kennedy  
Vice President, Marketing  
North Country Chamber of Commerce  
PO Box 310, 7061 Route 9  
Plattsburgh, NY 12901

Ph: 518.563.1000  
Toll-free: 877.242.6752  
email: [kkennedy@flyplattsburgh.com](mailto:kkennedy@flyplattsburgh.com)  
[flyplattsburgh.com](http://flyplattsburgh.com)



❖ Packaging available for businesses who purchase more than one product

# Terminal Advertising – Static

An excess of 150,000 business and leisure travelers (more than 82% from Canada) will pass through Plattsburgh International Airport offering an excellent opportunity to present your company's message to a very desirable demographic group for maximum effectiveness.

- Airports boast one of the highest demographics:
  - Median household income of \$104,000
  - 48% professional/managerial
  
- A captive audience translates to superior visibility:
  - Air travelers arrive at airports on average 2 hours prior to departure
  - Average gate hold dwell time is 70 minutes
  - Average baggage claim dwell time is 20 minutes



**Large Format Light Boxes:** Command the attention of passengers en route to hold rooms, baggage claim and ground transportation with bold brilliant advertising messages. Our light boxes are large back-lit transparencies, housed in attractive frames to get your message across – in a big way!

Location	Size	Annual Cost	Contract
<b>Baggage Claim</b> Self-standing kiosk	40" x 50"	\$2,000	One year
<b>TSA Area</b> Wall mount	50" x 40"	\$2,000	one year
<b>Exit area</b> Self-standing kiosk	40" x 50"	\$2000	<b>Sold Out!</b>

\* All light box advertising must be bi-lingual

**Visitors Information Center:** Located in the Baggage Claim Area, our Visitors Information Center showcases your brochures and puts your information in the hands of travelers' right when they need it.

Brochure Type	Size	Annual Cost	Contract
Magazine-style	8 ½" x 11"	\$275	Jan - Dec
Rack Card	4" x 9"	\$275	Jan - Dec

\* The Chamber of Commerce will restock the Visitors Center and notify you if more brochures are needed

# Terminal Advertising – Digital

In 2018, PBG has added digital marketing to its list of offerings.

According to recent reports consumers are 65% more likely to consume digital advertising versus traditional print advertising. For this reason we found it important to offer businesses a digital means of advertising in our terminal.



We currently have a video wall located in the baggage claim/car rental area, highly visible, to those entering the front doors as well as to passengers picking up luggage and car rentals, as well as small screen above each gate in the secure area available. The screens will run daily from 5:30am to 9:30pm.

## Digital Advertising (Baggage Claim)

Cost/Month	Spots/day	Spots/month	Length	Bonus
\$250	20 spots a day	600	:15 sec	
\$500	50 spots a day	1500	:15 sec	
\$1000	110 spots a day	3300	:15 sec	Free monthly ad on flyplattsburgh.com

## Digital Advertising (Gate Area – small screens)

Cost/Month	Spots/day	Spots/month	Length	Bonus
\$150	15 spots a day	450	:15 sec	
\$300	35 spots a day	1050	:15 sec	
\$600	75 spots a day	2250	:15 sec	Free monthly ad on flyplattsburgh.com

- \* Advertisers are responsible for production and cost of commercial (specs available)
- \* Spots should be bilingual, French voiceover not require (encouraged) but any on screen writing is required
- \* Discounted pricing available for 6 month and 12 month contracts

# flyplattsburgh.com Advertising

Our popular website (now mobile) features a limited amount of real estate for banner ads and great value for advertisers with:

- 75,000 average page visitors per month
- Average three page views per visit
- 81% of the visitors visiting the site are from Canada



## Banner Ads

Ad Size	DPI	File Type	Cost/Mos
195 x 98 pixels	72	GIF, JPG	\$100

- \* Banner ads will rotate throughout the site
- \* French versions of banner ads are required for the sister page on the French site

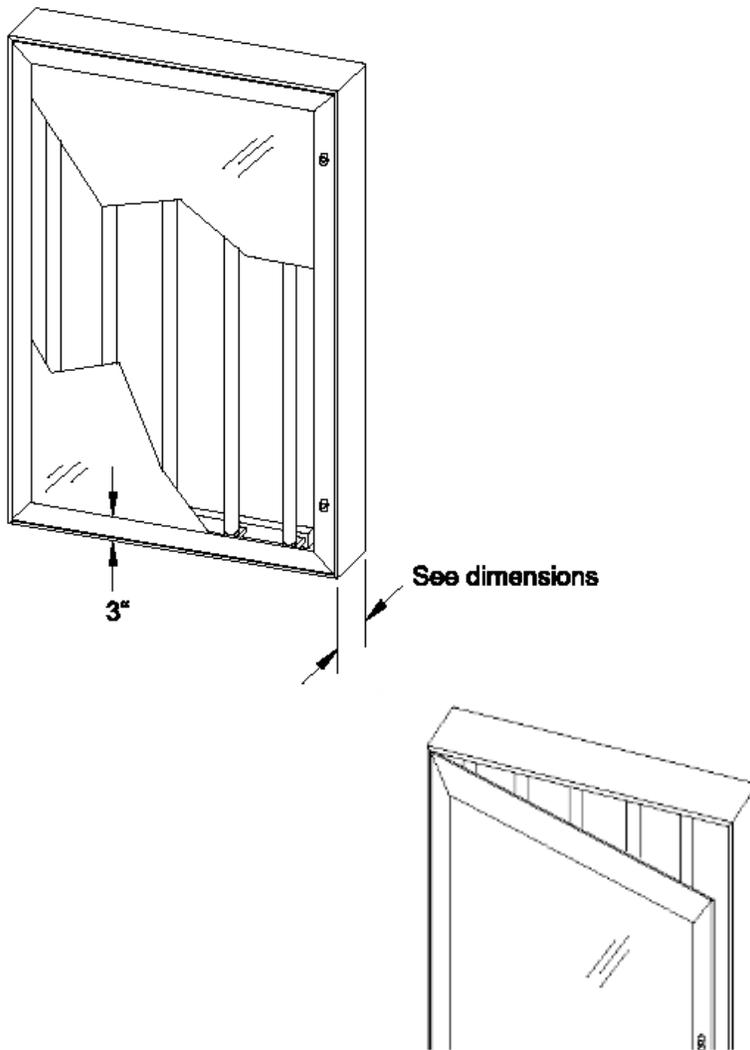
*flyplattsburgh.com is the number one lead generator for Allegiant Air, outperforming all other airport websites it serves.*



Sample banner on flyplattsburgh.com

# Advertising Guidelines

## Specifications for Light Boxes



### Dimensions

Graphic Size	Visual Opening	Outside Dimension
40" x 50"	38 3/4" x 48 3/4"	44 3/4" x 54 3/4"
50" x 40"	48 3/4" x 38 3/4"	54 3/4" x 44 3/4"

All airport advertising **MUST** be bilingual – no exceptions.

The North Country Chamber of Commerce, Clinton County and Plattsburgh International Airport reserve the right to deny any advertisement.

Advertisements that depict the following **WILL NOT** be accepted:

- An ad that is clearly false or misleading.
- Relates or suggests an illegal activity.
- Depicts or suggests explicit sexual or obscene material.
- Advertises alcohol or tobacco products.
- Advocates or opposes a political party, candidate for an elected position, issue or cause, religion, denomination, religious creed or belief.
- Depicts or advocates violence or antisocial behavior.
- Subjects individuals or groups of people to discrimination, public ridicule, or embarrassment.
- Includes language or graphics which is profane, vulgar or obscene.
- Advertisement or information contained therein that declares an endorsement by Clinton County, or Plattsburgh International Airport of any service, product or point of view.
- Advertisement is not in the best interest of the County or Plattsburgh International Airport.

The Chamber and Clinton County must review and approve all advertisements prior to them being displayed in the terminal building.

