

# Airport Advertising



**Greater  
Binghamton  
Airport**

*Our gateway to the world.*



**Advertise at the Greater Binghamton Airport!**

**It's the right Audience!**

**It's the right Time!**

The one place in South Central New York to target local business and political leaders.

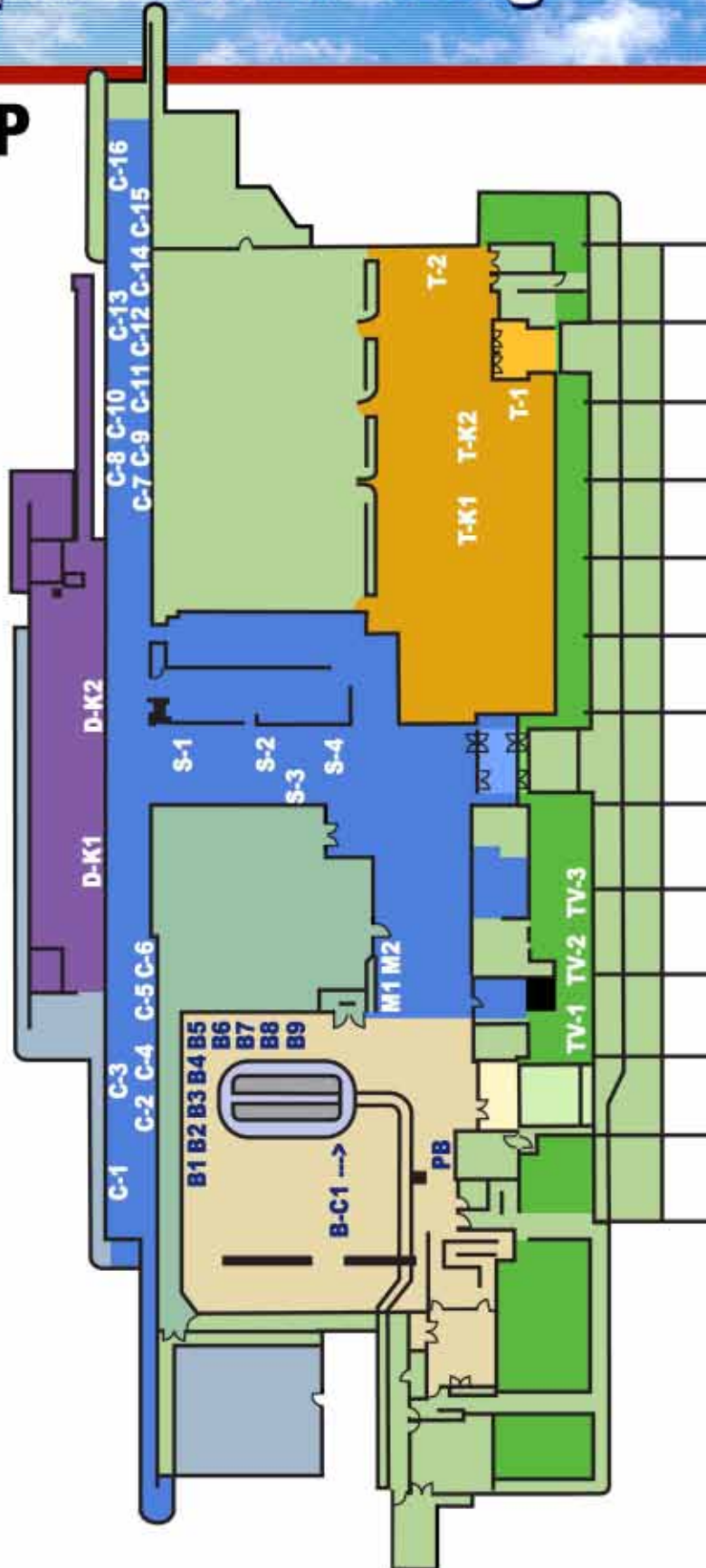
Air travelers exceed the national average for income, business responsibility & decision making influence.

Two thirds of the passengers in/out of the Greater Binghamton Airport are business travelers.



# Airport Advertising

## MAP



- T - Ticketing Area (T-K kiosks)
- B - Baggage Area (B-C carousel sign)
- S - Security Hall
- C - Concourse
- D - Departure Area (D-K kiosks)
- TV - TV lounge
- M - Main Hall
- PB - Phone Board

# Airport Advertising

## ILLUMINATED SIGNS

Brilliant, illuminated light boxes recessed in maple panels and strategically located in high traffic areas.

### Baggage Claim



Print Size 62.25 "w x 39.5" h  
Visual Open 60.75" w x 36.5" h

### Security Hall



Print Size 63.75 w x 39.5 h"  
Visual Open 60.75 w x 36.5 h"

### Main Hall



Print Size 62.25 "w x 39.5" h  
Visual Open 60.75" w x 36.5" h

### Concourse



Print Size 63.75 w x 39.5 h"  
Visual Open 60.75 w x 36.5 h"

### Basic Rates:

**Baggage Claim**

per month

**\$340.00**

**Security Hall**

**\$375.00**

**Main Hall, Concourse**

**\$275.00**

# Airport Advertising

Brilliant, illuminated signs in high traffic areas.

## Baggage Carousel - Front



Print - 69.5"wX21.5"h  
Visual Opening 67"w x 16"h

## Baggage Carousel - Back



Print - 69.5"wX21.5"h  
Visual Opening 67"w x 16"h

## Pay Phone Area



Print - 45.5"w x 21.5"h  
Visual Opening - 42.75"w x 18.625"h

## TV Lounge



P 27.325"w x 39.5" h/ V.O. 27w x39h"

**Vertical Panels**  
(not backlit)

## Basic Rates:

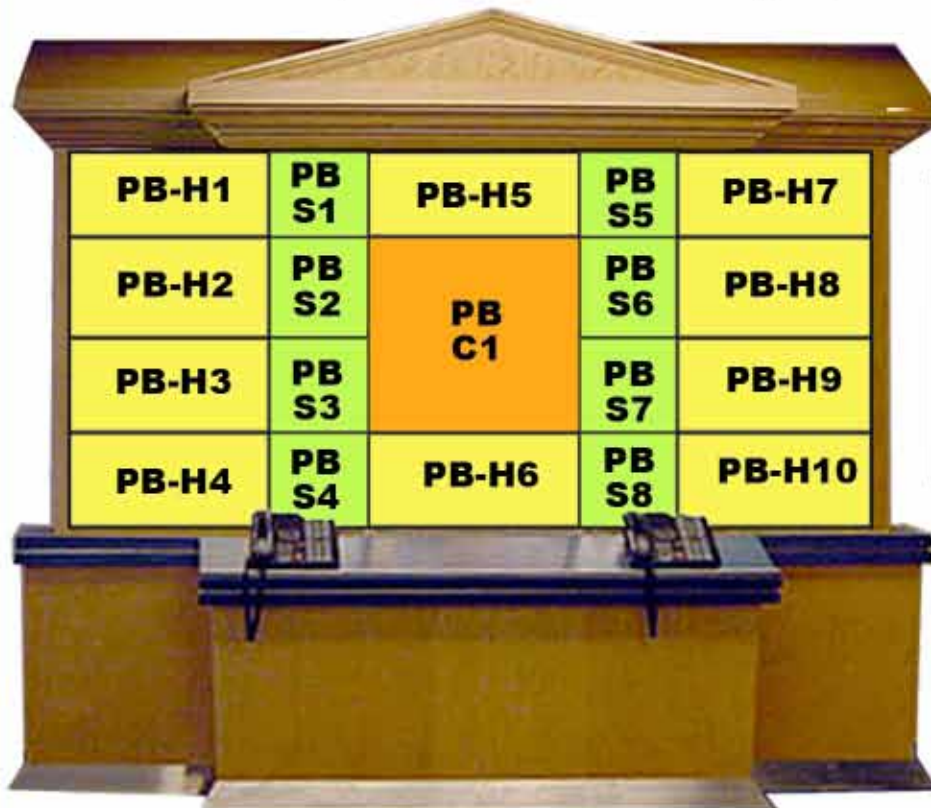
**Baggage Carousel**  
**TV Lounge**  
**Pay Phone Area**

per month  
**\$465.00**  
**\$160.00**  
**\$335.00**

# Airport Advertising

## PHONE BOARD

Beautiful, architecturally designed phone board. Illuminated signs with two phone lines to dial directly to your business.



- 10 - Horizontal Rectangular Panels** (P&VO: 26.25"w x 12.325"h)
- 8 - Square Panels** (P&VO: 12.325"w x 12.325"h)
- 1 - Center Panel** (P&VO: 26.25"w x 26.125"h)

**Basic Rates:**

**Horizontal Panels**  
**Square Panels**  
**Center Panel**

**per month (includes phone lines)**

**\$150.00**  
**\$120.00**  
**\$225.00**

# Airport Advertising

## KIOSKS

Museum quality cases for displaying two and three dimensional items. Each unit has adjustable shelves and directional lighting.

**Ticketing Lobby**



**Departure Lounge**



**2 units - Departure Lounge**  
**2 units - Ticketing Lobby**

**2 shelves (1'-7" x 1'7 x 8' tall)**  
**2 shelves (1'-7" x 1'7 x 9' tall)**

**Basic Rates:**

**Departure Lounge**  
**Ticketing Lobby**

per month  
**\$375.00**  
**\$375.00**

# Airport Advertising

## Miscellaneous



### South Wall next to Check-In

**Center Backlit Panel** - (Print: 57" w x 45.5" h / VO: 54.75" w x 42.5" h)

**2 side display Cabinets** - (24" w x 38" h Gator, Sintra or Styrene panels)

**Basic Rates:**

**South Wall**

per month

**\$425.00**

**Baggage Area Columns**

**\$465.00**



**Vertical Signs  
On Baggage  
Carousel Columns**  
(24" w x 28" h)