Media Kit
2021

ADVERTISING

SYR®

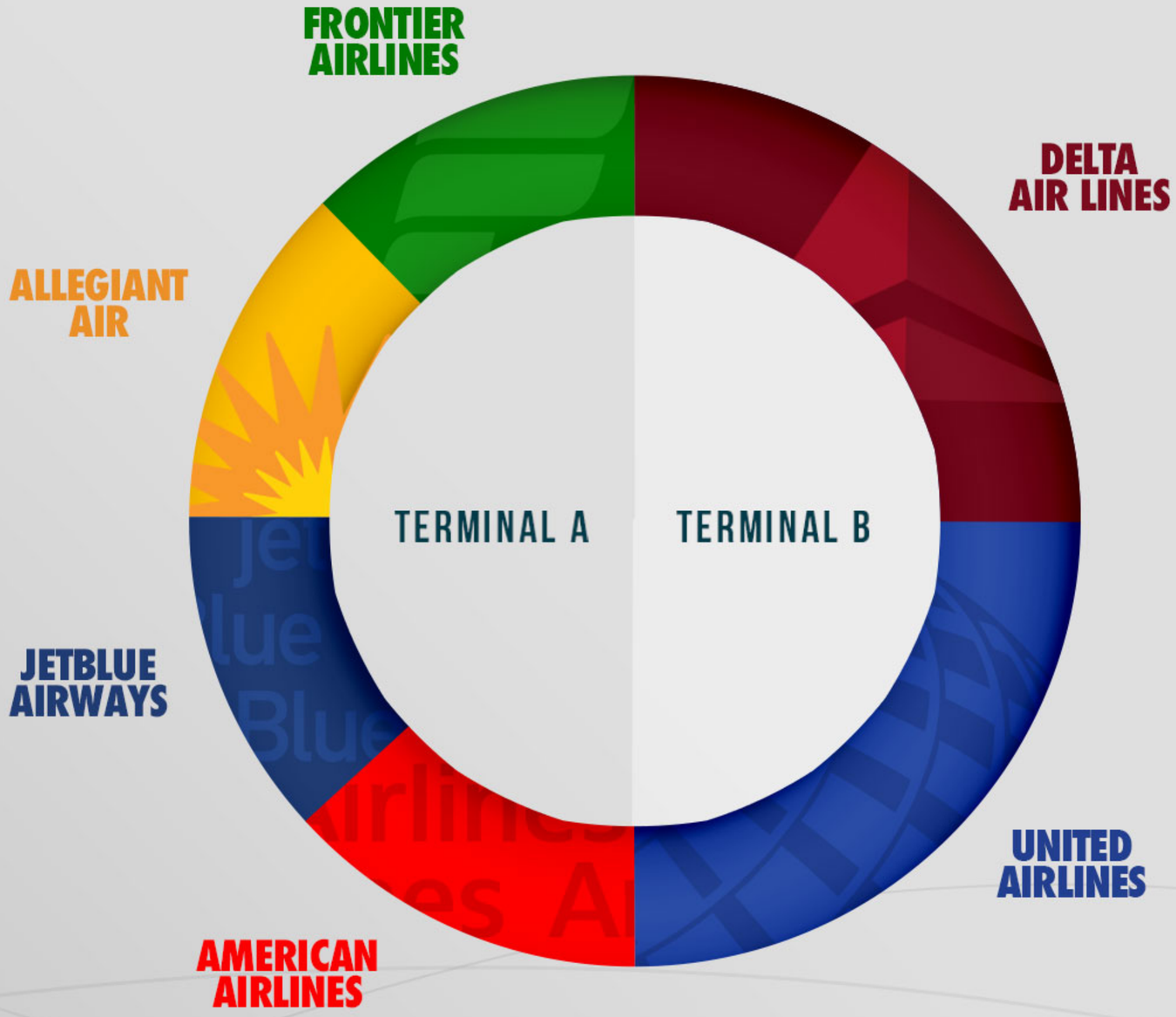
ABOUT US

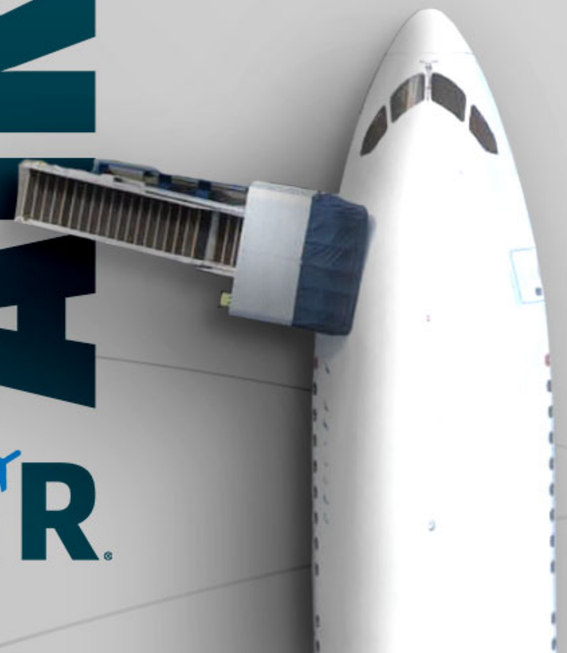
The Syracuse Hancock International Airport is THE airport for the Central New York Region and beyond.

With non-stop service to 24 cities across the country, SYR is the gateway connecting people together as passengers come to seek adventures, reunite with family, travel for business, and open new doors for their future.

AIRLINES

SYR HOSTS AIR SERVICE FROM THE FOLLOWING AIRLINES





SYR

WHY ADVERTISE

ATTRACT ATTENTION

Two hours or more! That's how much time air travelers are advised to arrive at the airport before a scheduled flight. Studies show that air travelers spend significant time viewing airport advertising in an airport while waiting for flights, bags, transportation – more attention than is typically given to other advertising media.

DIVERSE TRAVELERS

Our primary customers are educated and working professionals with disposable income. SYR has over 2.6 million passengers annually and serves 24 non-stop destinations with service to many major city hubs.

TALKING NUMBERS

The Syracuse Hancock International Airport serves not only the Central New York Region, but across New York State and beyond. There were over 2.6 million passengers traveling through Syracuse Hancock International Airport in 2019, which is 12% increase from 2018 passenger traffic.

In 2018 we expanded our total number of non-stop destinations from 17 to 24 and continue to work towards growing our destinations and carrier service in 2020 and beyond.

WHY ADVERTISE

CAPTURING PASSENGER'S ATTENTION TO TAKING ACTION

74% of passengers arrive at the airport **more than an hour** before boarding. Passengers and the public have a higher "linger" time in airports due to the nature of travel in comparison to other traditional media display areas.

Advertising in SYR connects your organization with local, national and global passengers and creates significant brand awareness and sales reaching highly coveted audiences such as frequent fliers and key business decision makers.

Frequent flyers have been shown to be highly responsive to airport advertising with 80% noticing airport advertising to 42% taking action by visiting a website, going to a store, and/or learning more about a product/brand/service as a result of airport advertising

74% ARRIVE

MORE THAN 1 HOUR EARLY

80% NOTICE

AIRPORT ADVERTISING

42% TAKE

ACTION

Recent Nielson, Arbitron & Scarborough studies show

WHY ADVERTISE

74% of frequent flyers arrive at the airport **61+ minutes** before boarding.

LEVERAGE A CAPTIVE AUDIENCE DURING EXTENDED DWELL TIME

Pre-Security	Security	Concourse Activity	Gate	Layover	Baggage Claim
73%	91%	54%	86%	72%	66%
up to **15** Minutes	up to **30** Minutes	**15+** Minutes	**15+** Minutes	**1+** Hours	**15+** Minutes

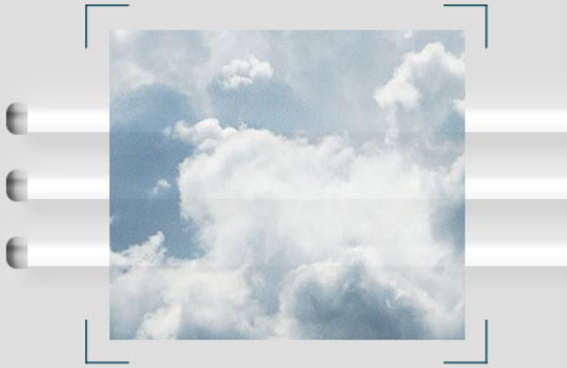
Sources: Nielsen Airport Insights Study 2017
Frequent Flyers(FF) = 3* domestic trips in the past year

NEW ADVERTISING

WE HAVE 60 ADVERTISING LOCATIONS AVAILABLE THROUGHOUT THE TERMINAL TO HELP YOU REACH YOUR AUDIENCE

DIGITAL ADVERTISING

FABRIC BACKLIT DISPLAY



SURFACE & WALL WRAPS

WALL WRAPS

STARTING FROM $250 PER MONTH

Located throughout the terminal, these wall wraps vary in size and are visible to arriving and departing passengers.

There are more than 50 pre-security and post-security locations to choose from.

FABRIC BACKLIT DISPLAYS

STARTING FROM $300 PER MONTH

Located throughout the terminal, these wall wraps vary in size and are visible to arriving and departing passengers.

There are more than 12 pre-security and post-security locations to choose from.

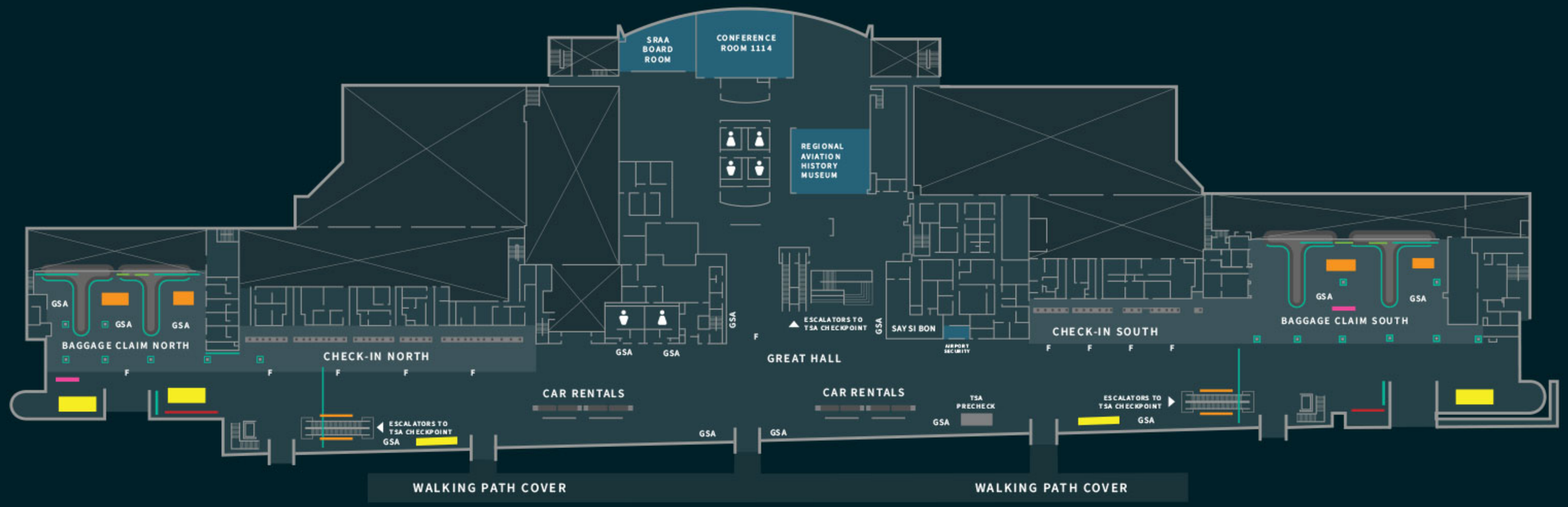
DIGITAL DISPLAYS

STARTING FROM $225 PER MONTH

Located in Terminal A & Terminal B baggage claim areas, these large screen 4K monitors display your advertisement to passengers and visitors.

LOCATION IS KEY
FIRST FLOOR

- BACKLIT TENSION FABRIC
- TENSION FABRIC NO BACKLIGHTING
- DIGITAL
- EXHIBIT SPACE (Vehicle & Floor)
- RESERVATION BOARD
- WRAPS (Wall & Column)
- VINYL CLINGS (Surface, Windows & Floors)
- LUGGAGE CARTS
- GSA GENERAL SEATING AREA
- F FIDS BOARDS



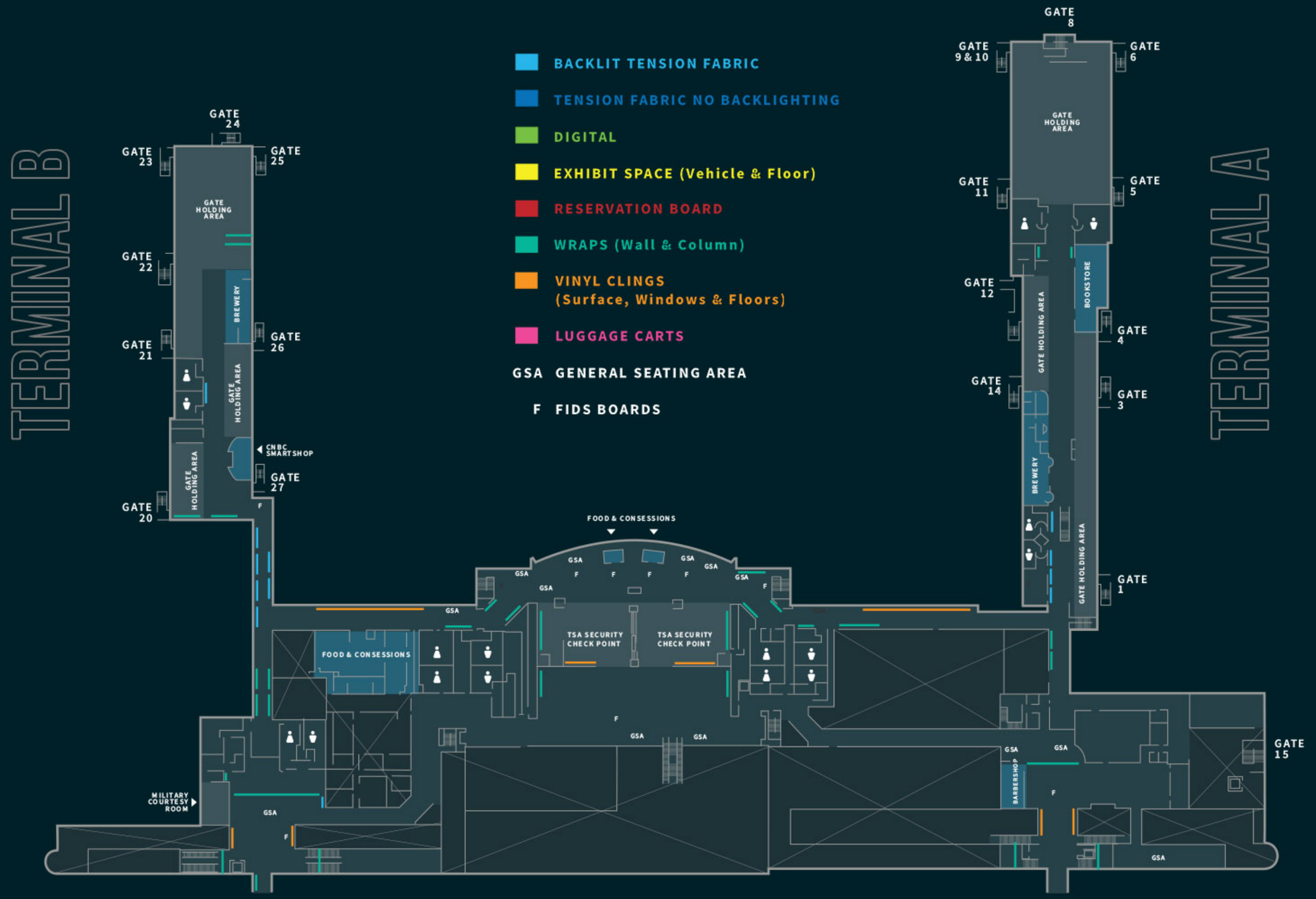
ROAD

ROAD

GARAGE

LOCATION IS KEY

SECOND FLOOR



CONTACT US TODAY

TO TALK ABOUT YOUR ADVERTISING PLAN

https://www.syrairport.org/about-us/advertising-at-syr/

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SYR SYRACUSE HANCOCK INTERNATIONAL AIRPORT