



Media Kit
2020

ADVERTISING

SYR[®]



ADVERTISE WITH US

REACH AN AUDIENCE OF 2.6 MILLION UNIQUE
TRAVELERS EACH YEAR



ABOUT US

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

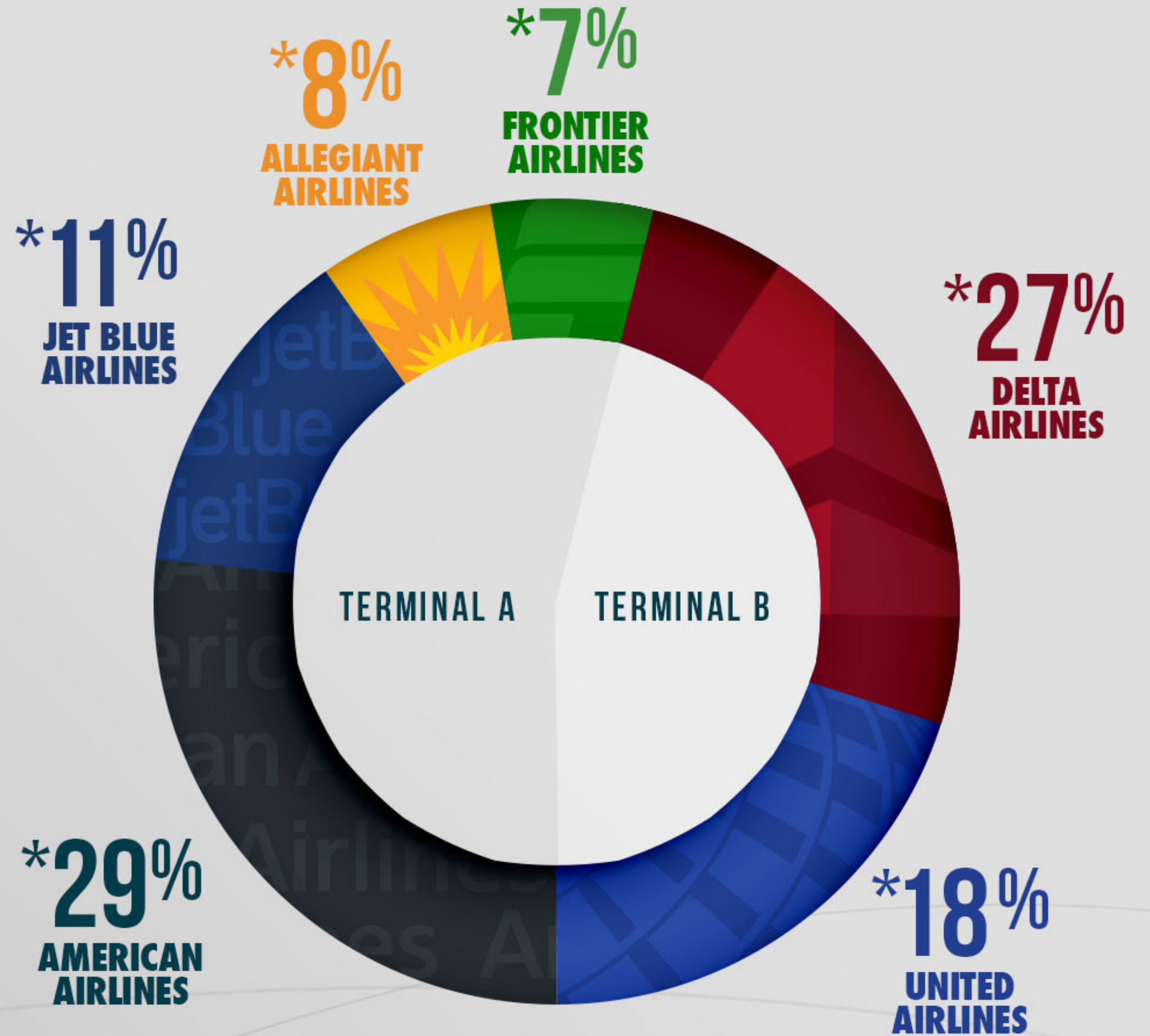
With non-stop service to 24 cities across the country, SYR is the gateway connecting people together as passengers come to seek adventures, reunite with family, travel for business, and open new doors for their future.



AIRLINES

SYR HOSTS
AIR SERVICE
FROM THE
FOLLOWING
AIRLINES

* Percentage total passengers
traffic by airline



ADVERTISE WHY

ATTRACT
ATTENTION

DIVERSE
TRAVELERS

TALKING
NUMBERS



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.

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.

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.

ADVERTISE WHY

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

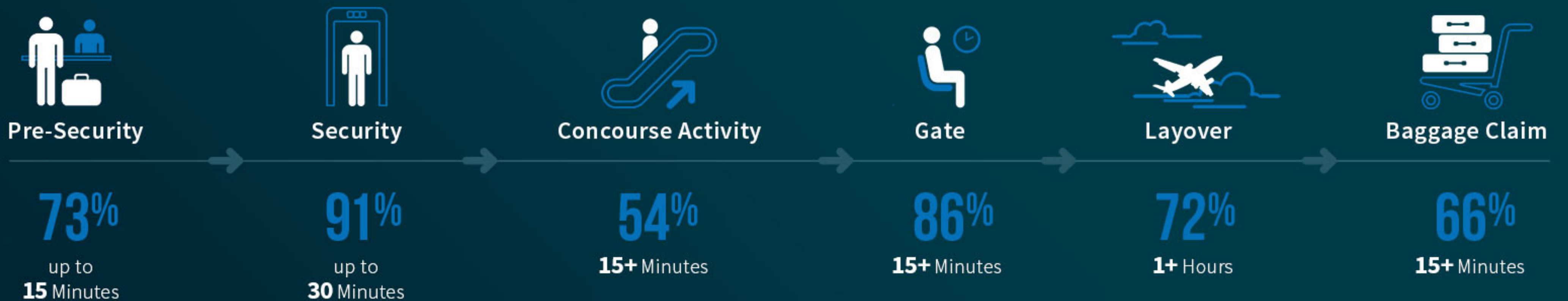
Recent Nielson, Arbitron & Scarborough studies show



ADVERTISE WHY

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

LEVERAGE A CAPTIVE AUDIENCE DURING EXTENDED DWELL TIME



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

NEW ADVERTISING

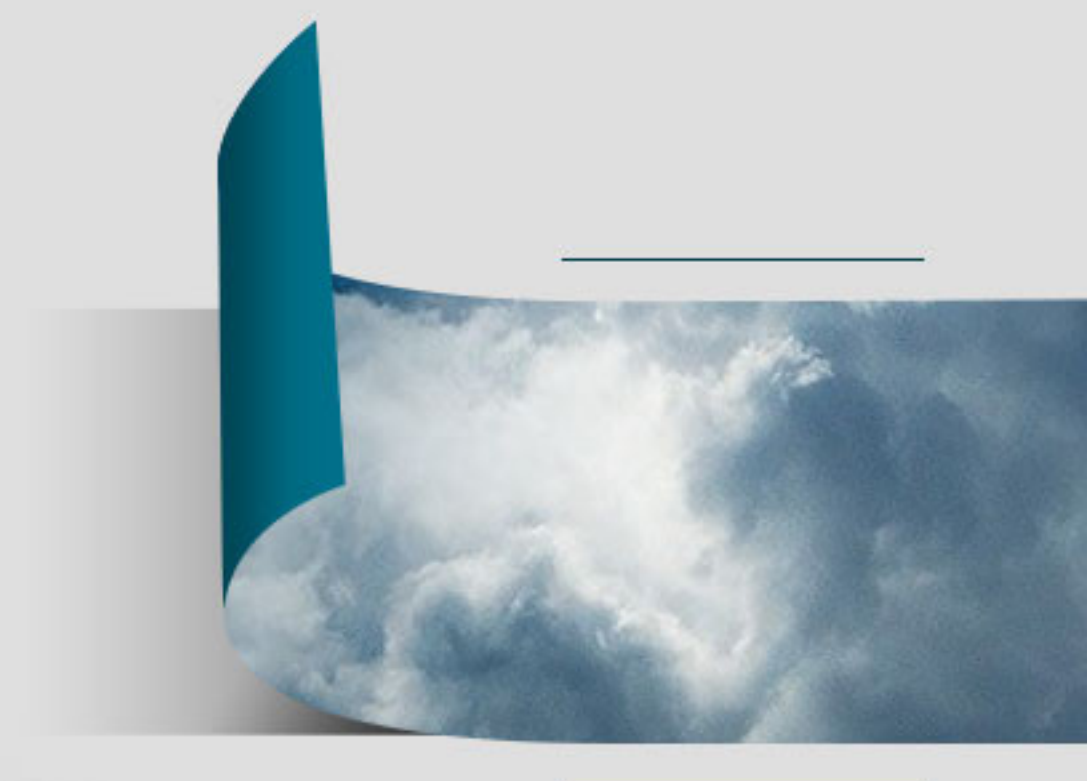
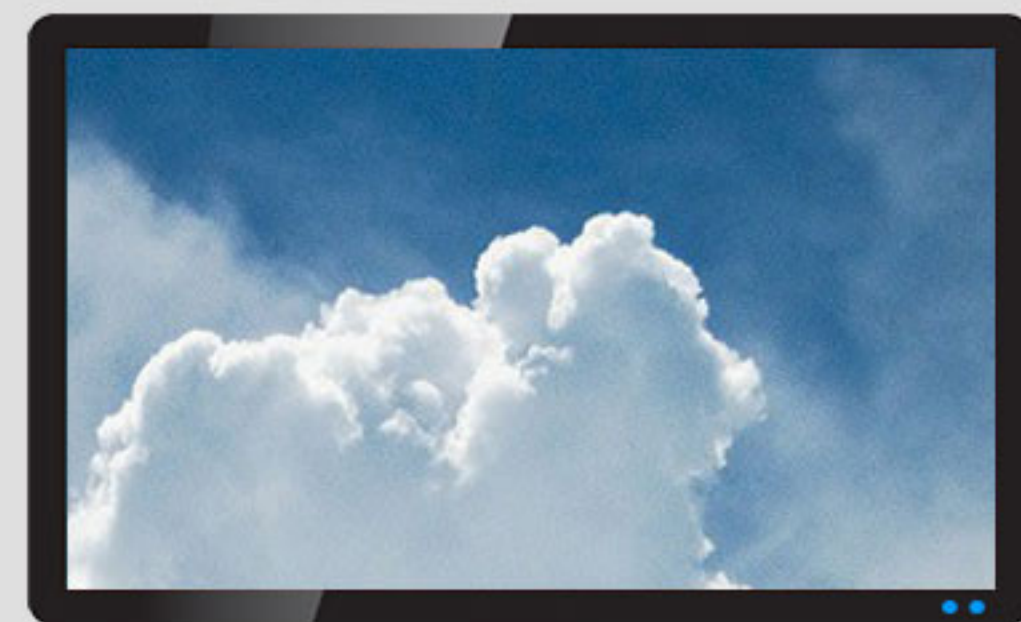
WE HAVE 60
ADVERTISING
LOCATIONS
AVAILABLE
THROUGHOUT THE
TERMINAL TO HELP
YOU REACH YOUR
AUDIENCE



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 40 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.



COMING SOON!

RESERVATION BOARDS

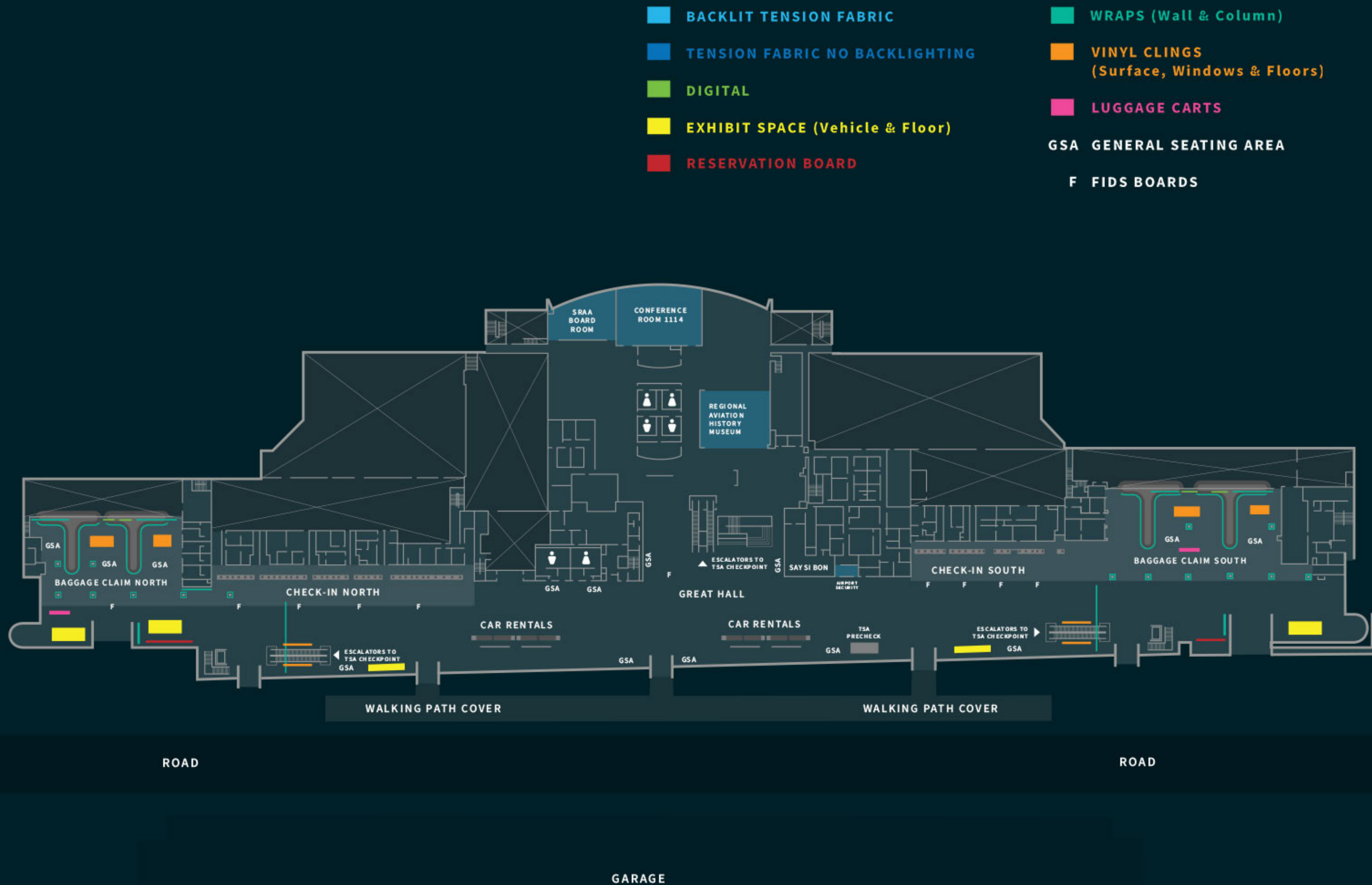
**STARTING FROM
\$225 PER MONTH**

Located in Terminal A & Terminal B baggage claim areas, arriving passengers only have to pick up the phone to have instant access to local hotel, restaurants, and other area vendors located on the reservation board.

These new centers are equipped with 25" X 12" backlit static display for your advertisement and large digital monitor that will rotate with all advertisers on the reservation center.

LOCATION IS KEY

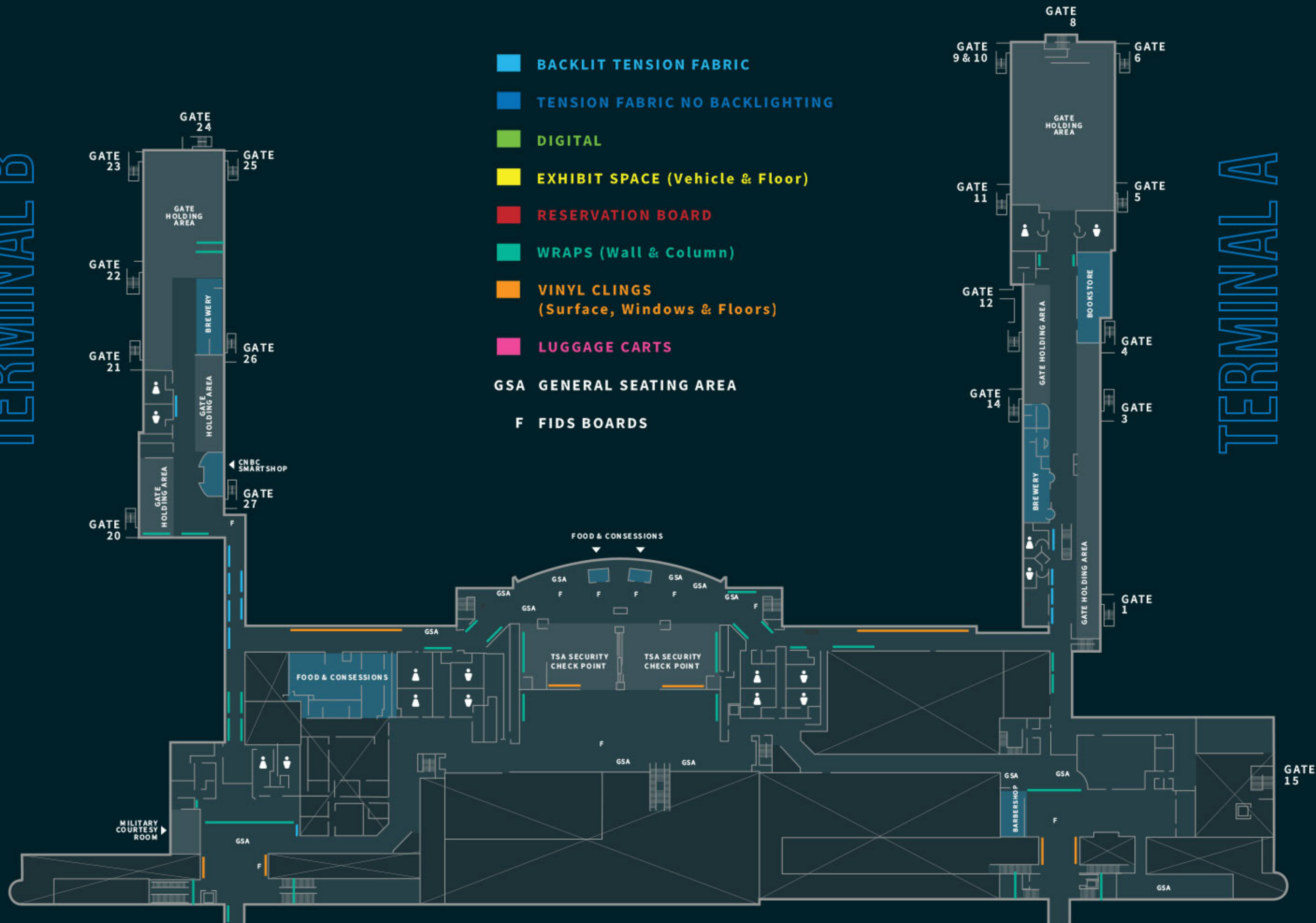
FIRST FLOOR



LOCATION IS KEY

SECOND FLOOR

TERMINAL B



TERMINAL A

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UNIQUE TRAVELERS EACH YEAR

CONTACT US TODAY

TO TALK ABOUT YOUR ADVERTISING PLAN

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

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