



# Advertising at the SYR Airport

**SYR**

**SYRACUSE**

— HANCOCK —  
INTERNATIONAL AIRPORT



# 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 is served by the following airlines

## Terminal A South Concourse



6% \*



11% \*



31% \*



3% \*

## Terminal B North Concourse



31% \*



18% \*

\* Percentage total passengers traffic by airline



# Why Advertise at SYR

## Capture Their 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 Group of Consumers

Our primary customers are educated and working professionals with disposable income. SYR has over 2 million passengers annually and serves **24** non-stop destinations with service to many major city hubs.

## By the Numbers

The Syracuse Hancock International Airport serves not only the Central New York Region, but across New York State and beyond. There were **over 2.3 million passengers** traveling through Syracuse International Airport in 2018, which is 11.62% increase from 2017 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 2019.

# Why Advertise at SYR

## From Getting the Passenger's Attention to Taking Action



### The Effectiveness of Airport Advertising is Proven

Recent Neilson, Arbitron & Scarborough studies show that:

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

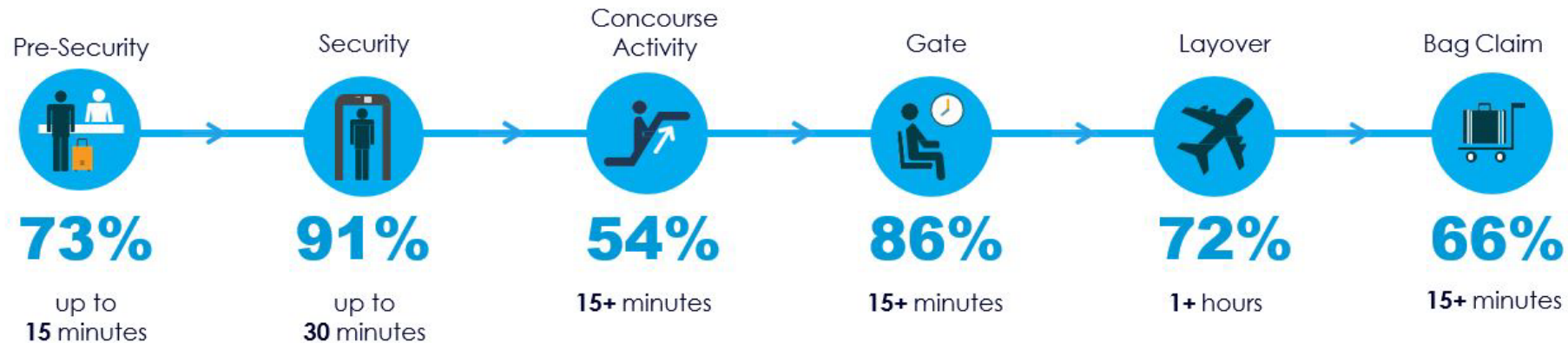


# Why Advertise at SYR

From Getting the Passenger's Attention to Taking Action

## LEVERAGE A CAPTIVE AUDIENCE DURING EXTENDED DWELL TIME

74% OF FREQUENT FLYERS ARRIVE AT THE AIRPORT 61+ MINUTES BEFORE BOARDING.



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

# New Advertising Options

We have **55 NEW** advertising locations available throughout the terminal to help you reach your audience

- ✈️ **Wall Wraps** *starting at \$250.00*
- ✈️ **Fabric Backlit Display** *starting at \$300.00*
- ✈️ **Digital Advertising** *starting at \$225.00*



# New Wall Wraps

- ✈ 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.





# New Fabric Backlit Display

- ✈ Located throughout the terminal, these bright fabric signs are available in several sizes and illuminate your advertisement to arriving and departing passengers.



# New Digital Advertising

- ✈ 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.





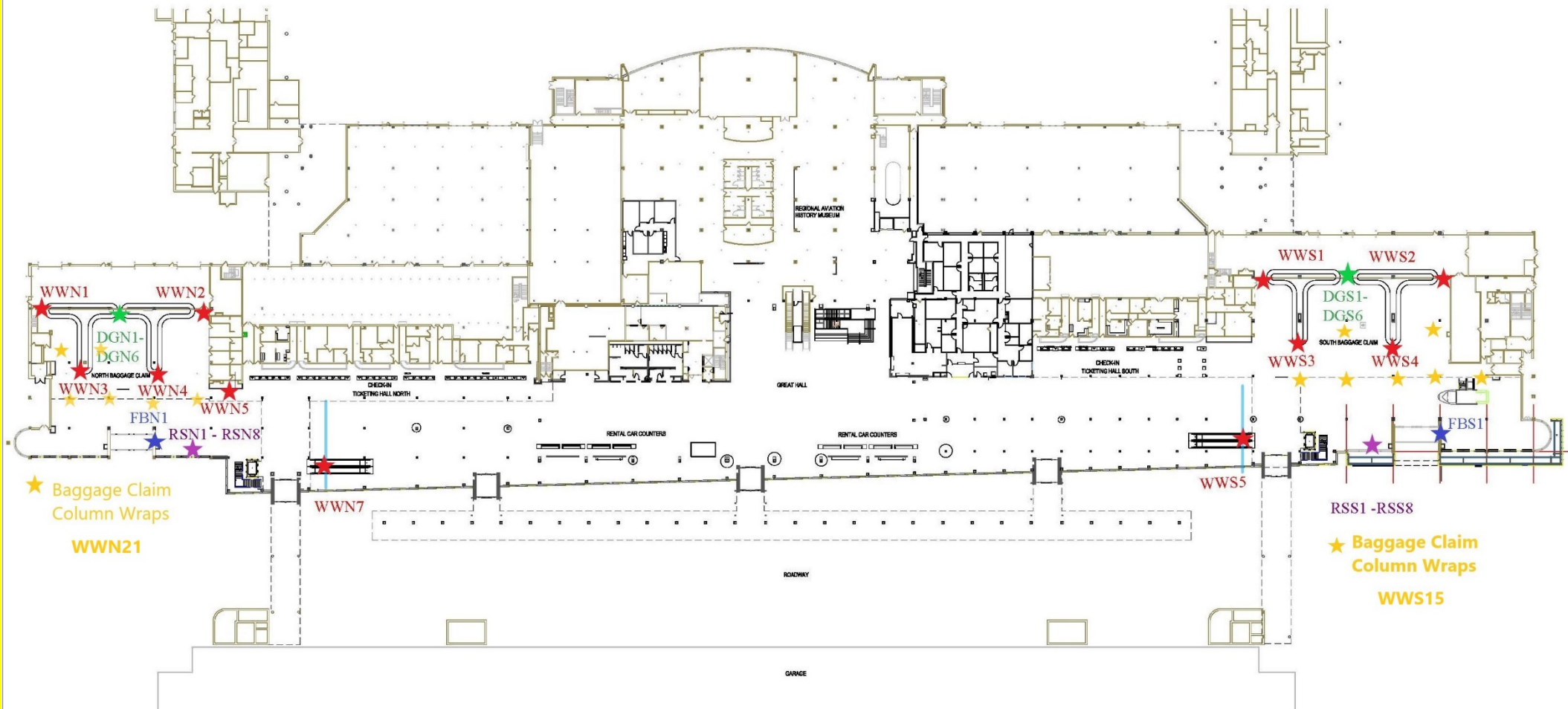
# Map of Terminal Locations

## 1<sup>st</sup> Floor

### Syracuse Hancock International Airport 1st Floor Layout

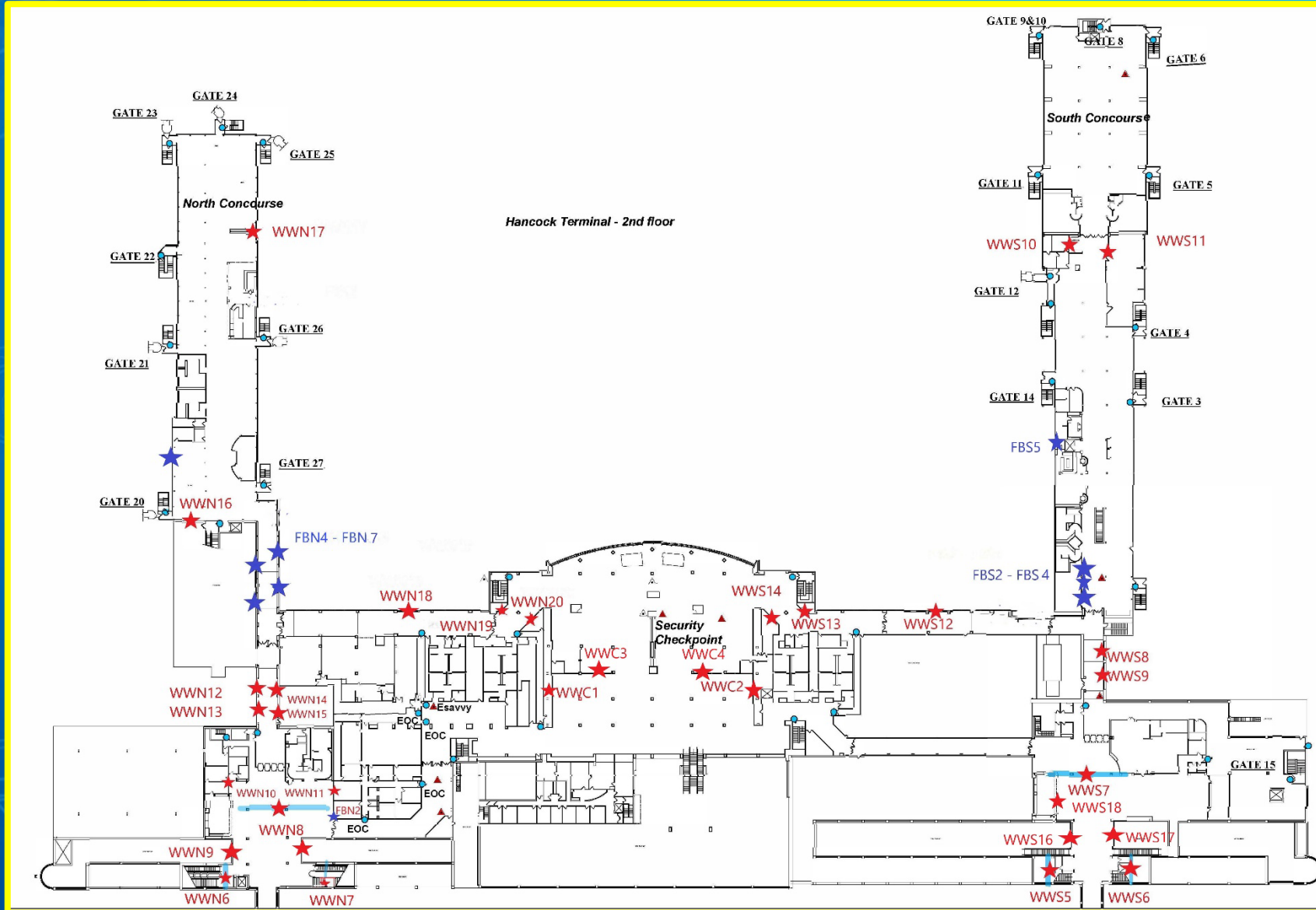
North Concourse

South Concourse



# Map of Locations

## 2<sup>nd</sup> Floor





# Contact us today to talk about your advertising plan



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