



Media Kit
2019

ADVERTISING

SYR



ADVERTISE WITH US

REACH AN AUDIENCE OF 2 MILLION UNIQUE
TRAVELERS EACH YEAR



ABOUT US

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

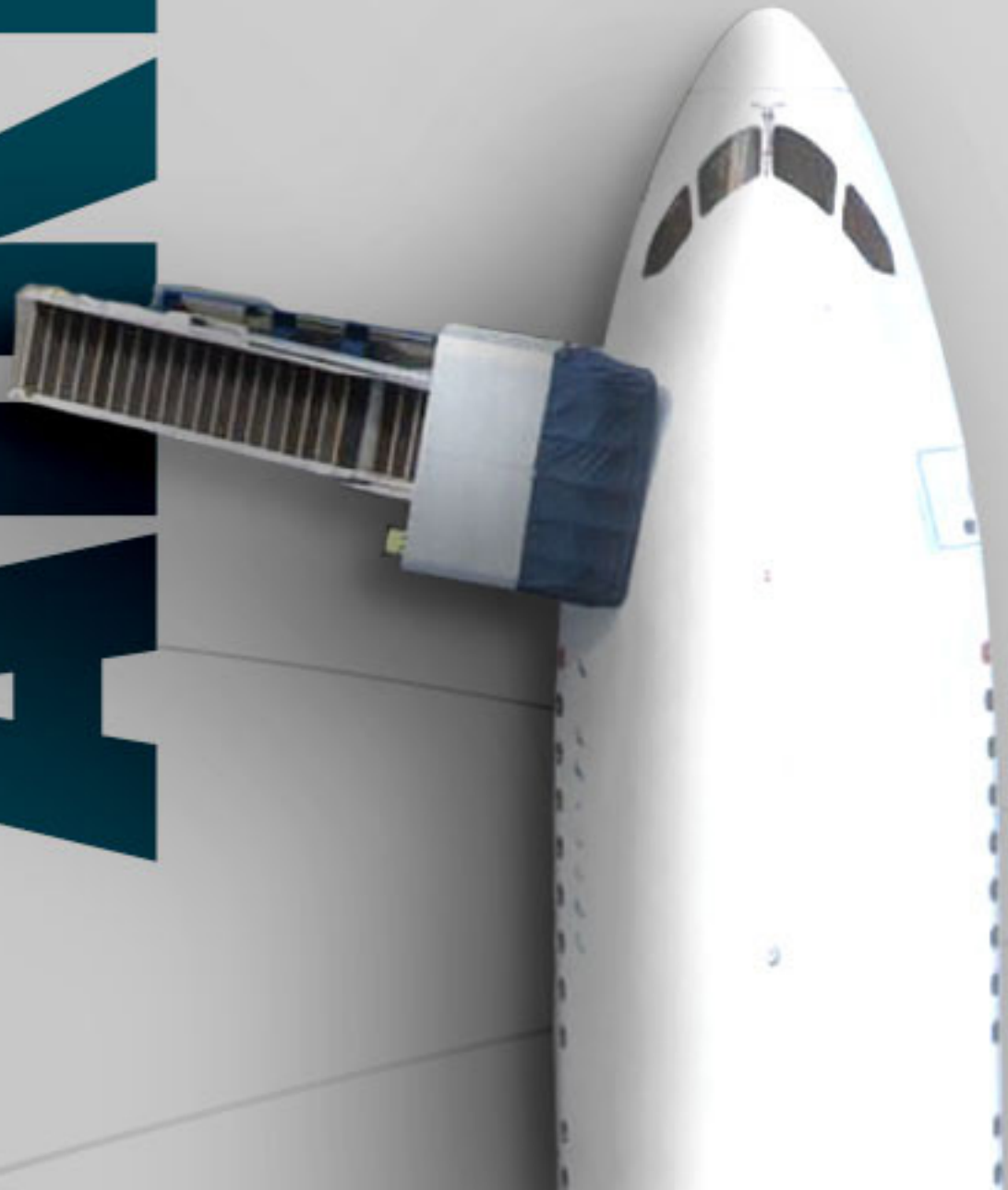
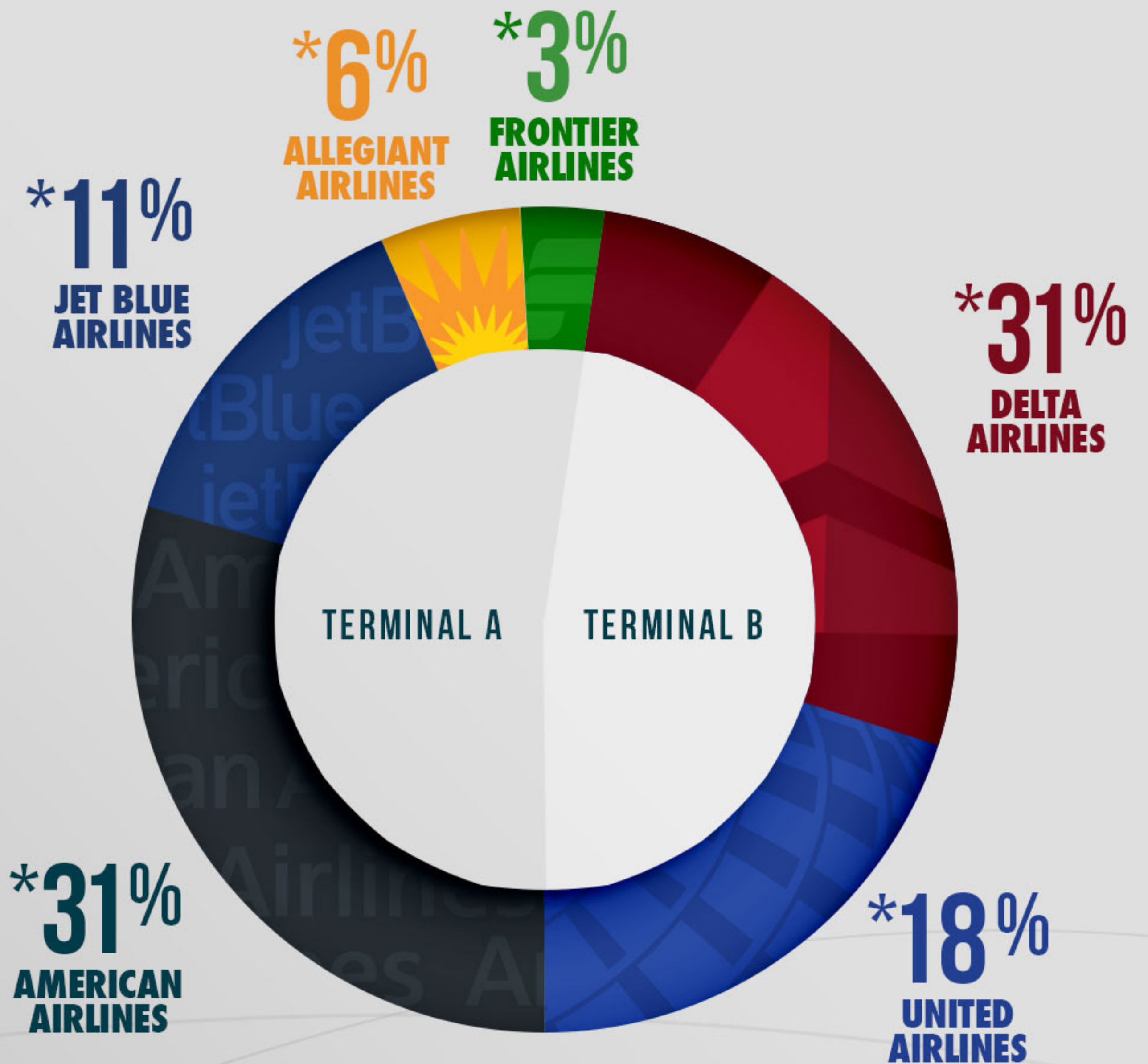
With non-stop service to 24 cities across the country, SYR is the gateway connecting people together as passengers come to seek adventures, reunite with family, travel for business, and open new doors for their future.



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 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 2.3 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.

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

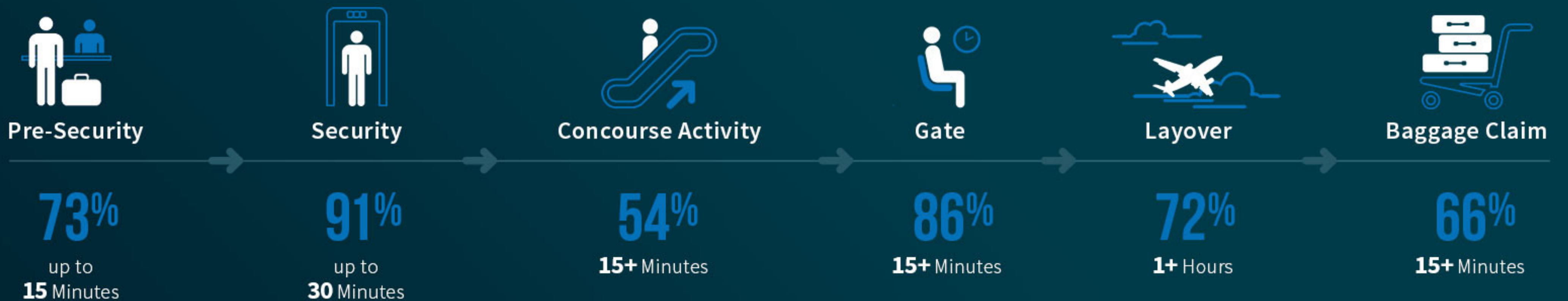
Recent Nielson, Arbitron & Scarborough studies show



ADVERTISE WHY

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

LEVERAGE A CAPTIVE AUDIENCE DURING EXTENDED DWELL TIME



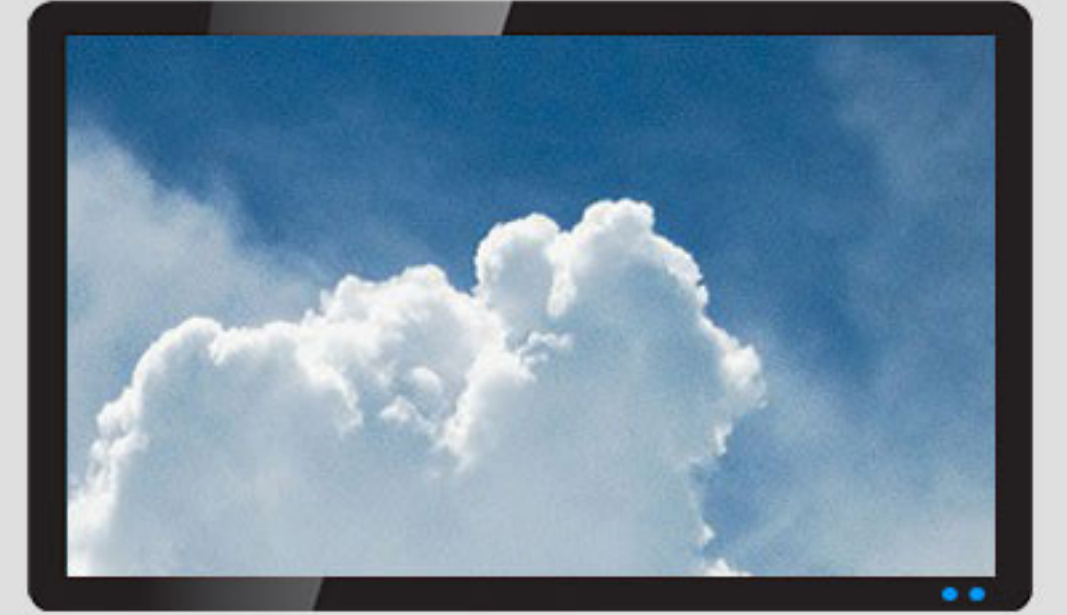
Sources: Nielsen Airport Insights Study 2017
Frequent Flyers (FF) = 3* domestic trips in the past year

NEW ADVERTISING

WE HAVE 55 NEW
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

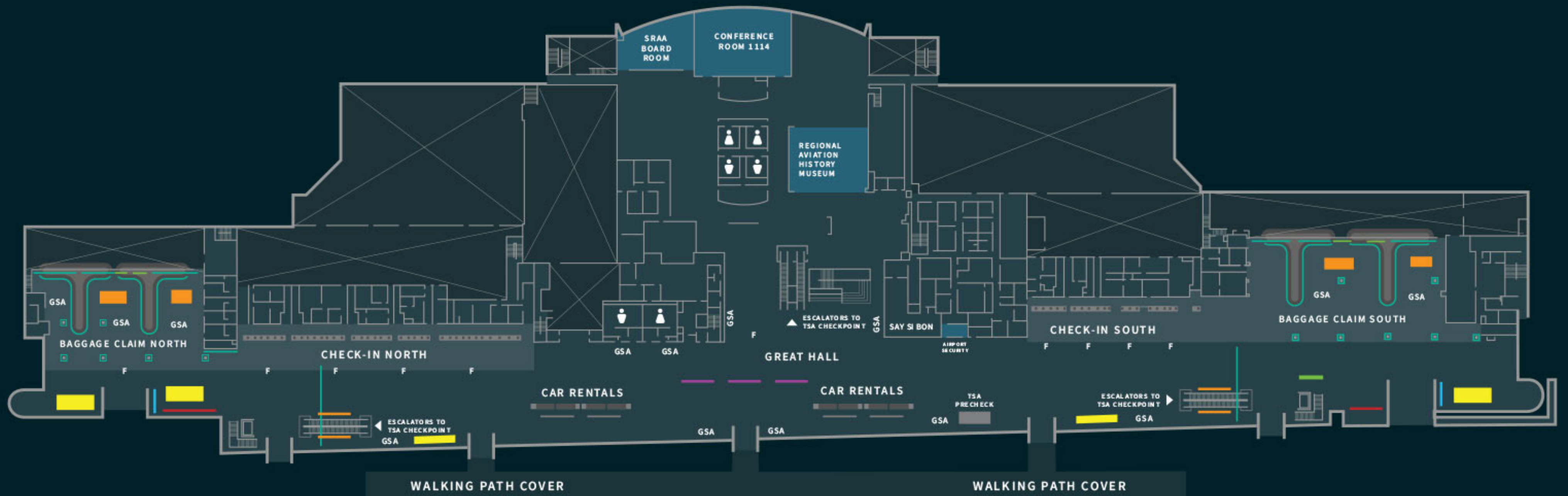
Located in Terminal A & Terminal B baggage claim areas, arriving passengers only have to pick up the phone to have instant access to local hotel, restaurants, and other area vendors located on the reservation board.



LOCATION IS KEY

FIRST FLOOR

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



ROAD

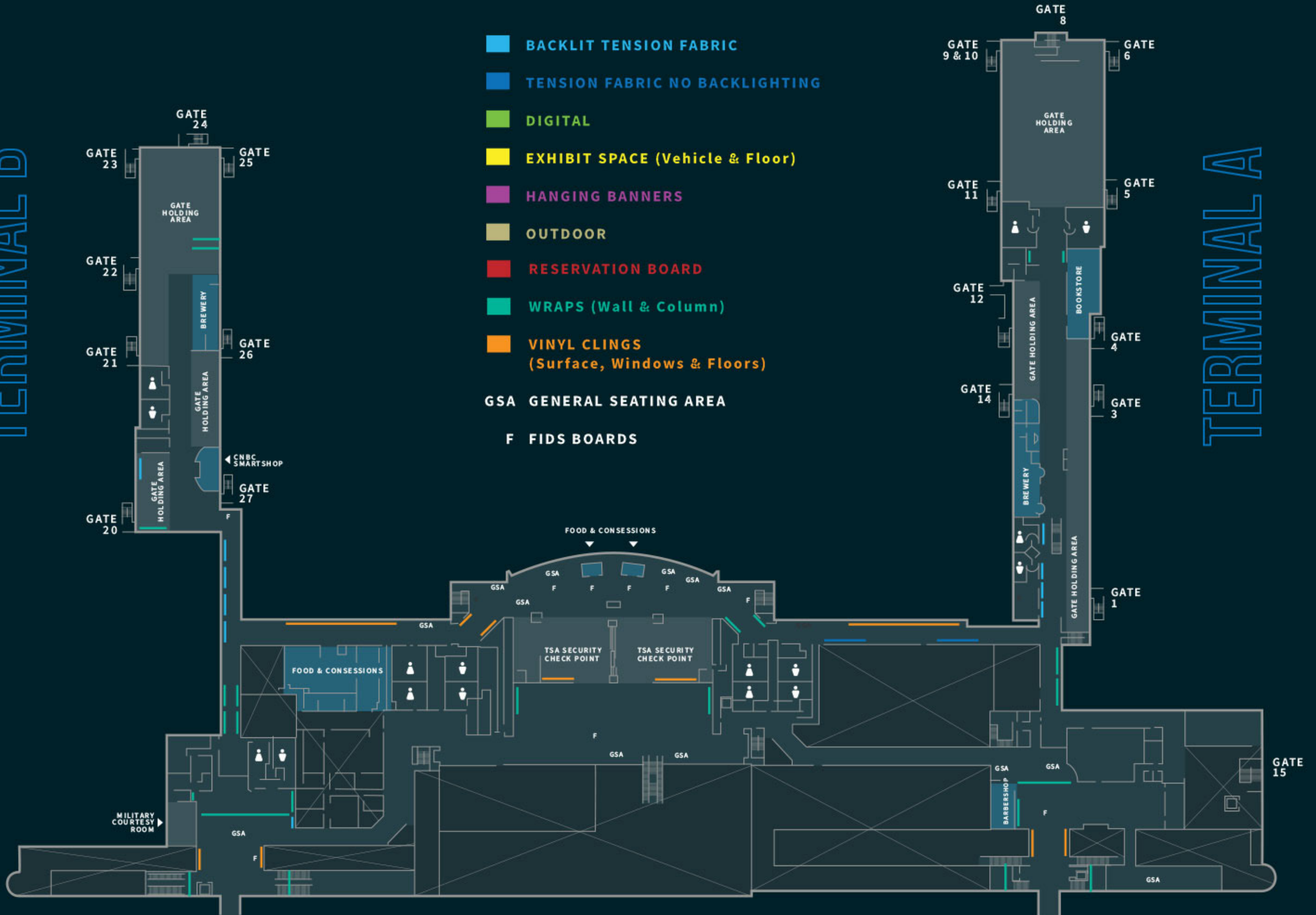
ROAD

GARAGE

LOCATION IS KEY

SECOND FLOOR

TERMINAL B



TERMINAL A

ADVERTISE WITH US



REACH AN AUDIENCE OF 2 MILLION
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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