Media Kit
2021

ADVERTISING

SYR®

ADVERTISE WITH US

REACH AN AUDIENCE OF 2.6 MILLION UNIQUE TRAVELERS EACH YEAR

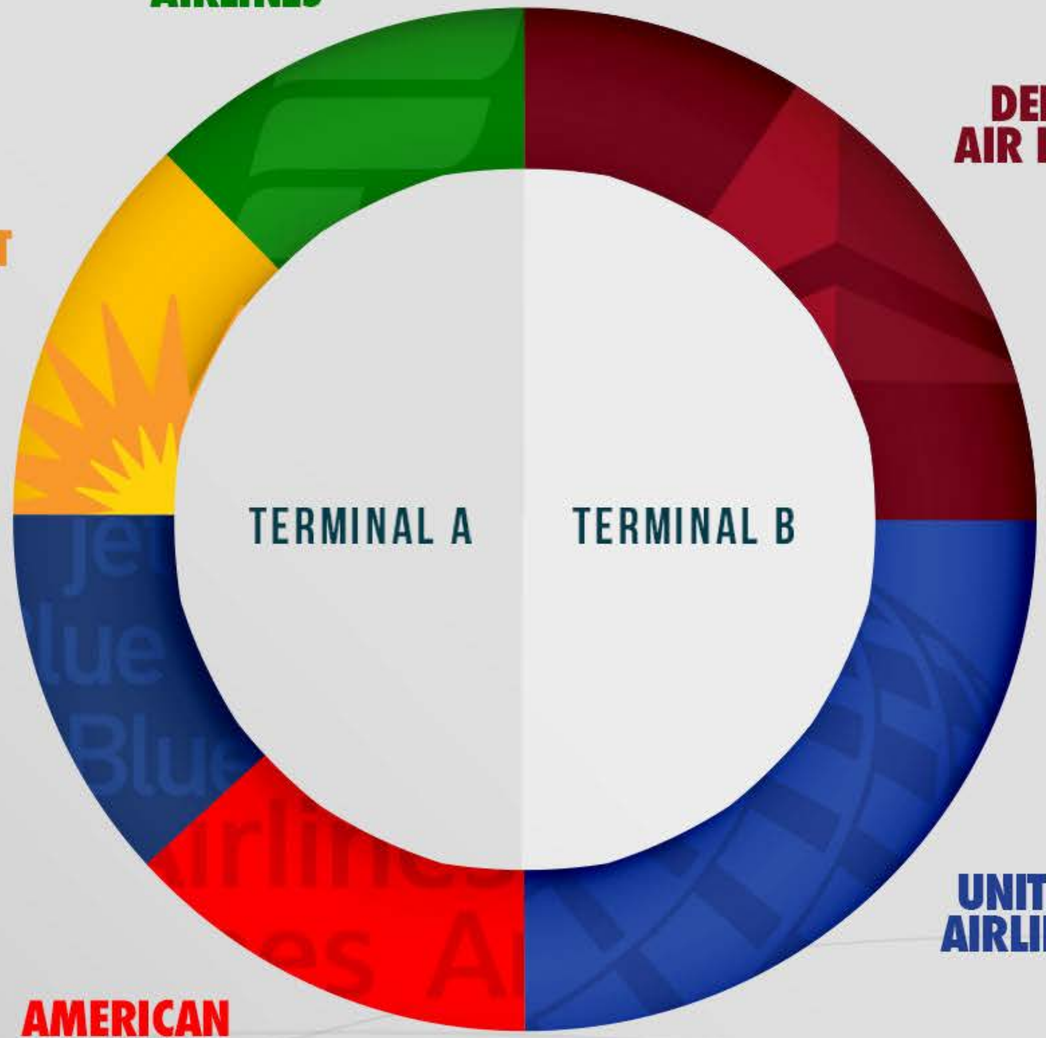
ABOUT US

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

With nonstop service to 24 cities across the country, SYR is the gateway that connects people 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 nonstop destinations with service to many major city hubs.

TALKING NUMBERS

SYR serves not only the Central New York region, but much of Upstate New York and beyond. Over 2.6 million passengers traveled through SYR in 2019 - a 12% increase over 2018 passenger traffic levels.

In 2018 we expanded our total number of nonstop destinations from 17 to 24 and continue to work towards growing our destinations and carrier service in 2021 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

73%

up to **15** Minutes

Security

91%

up to **30** Minutes

Concourse Activity

54%

15+ Minutes

Gate

86%

15+ Minutes

Layover

72%

1+ Hours

Baggage Claim

66%

15+ Minutes

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

NEW ADVERTISING

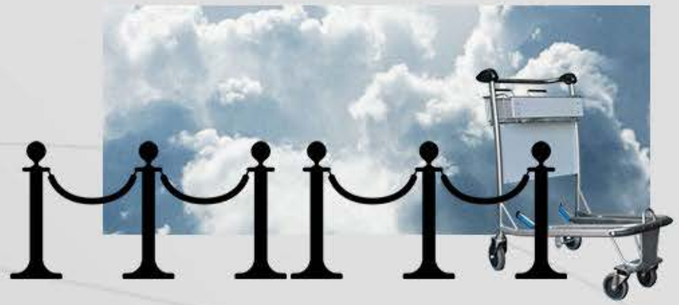
WE HAVE 60 ADVERTISING LOCATIONS AVAILABLE THROUGHOUT THE TERMINAL TO HELP YOU REACH YOUR AUDIENCE

DIGITAL ADVERTISING

FABRIC BACKLIT DISPLAY

SURFACE & WALL WRAPS

EXHIBIT SPACE & LUGGAGE CARTS



WALL WRAPS

STARTING AT $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 checkpoint and post-security checkpoint locations to choose from.

FABRIC BACKLIT DISPLAYS

STARTING AT $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 checkpoint and post-security checkpoint locations to choose from.

DIGITAL DISPLAYS

STARTING AT $225 PER MONTH

Located in the Terminal A & Terminal B baggage claim areas, these large screen 4k monitors display your advertisement for passengers and visitors alike.

EXHIBITION SPACE

PRICE VARIES UPON SIZE AND LOCATION

Located throughout the 1st floor in both Terminal A & Terminal B, these full-scale exhibits reach an audience of arriving and departing passengers, as well as visitors to the airport.

LUGGAGE CARTS

STARTING AT
$350 PER MONTH

EST. ONE TIME PRODUCTION:
$862.50/10 LUGGAGE CARTS

Dimensions: 20.5”w x 14.75” h

Located in the Baggage Claim of Terminal A and Terminal B and the 1st floor of the garage, these luggage carts will be used throughout the terminal. They reach an audience of both departing and arriving passengers.

COMING SOON!

RESERVATION BOARDS

STARTING AT $225 PER MONTH

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

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

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

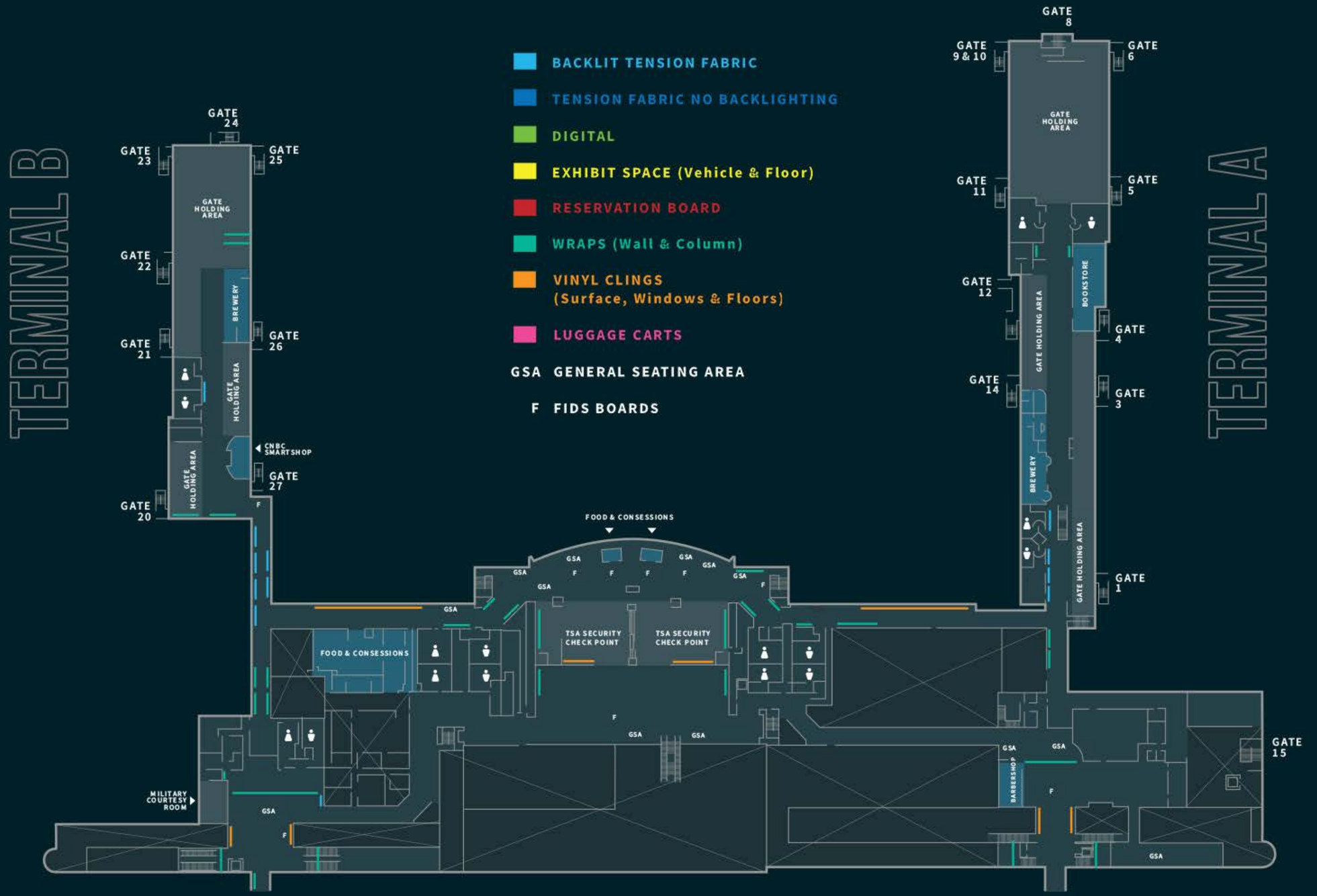
ROAD

ROAD

GARAGE

LOCATION IS KEY

SECOND FLOOR



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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/

Linda Ryan
Director of Business Development

p – 315.455.3434
f – 315.454.8757
ryanl@syrairport.org

SYR SYRACUSE HANCOCK INTERNATIONAL AIRPORT