



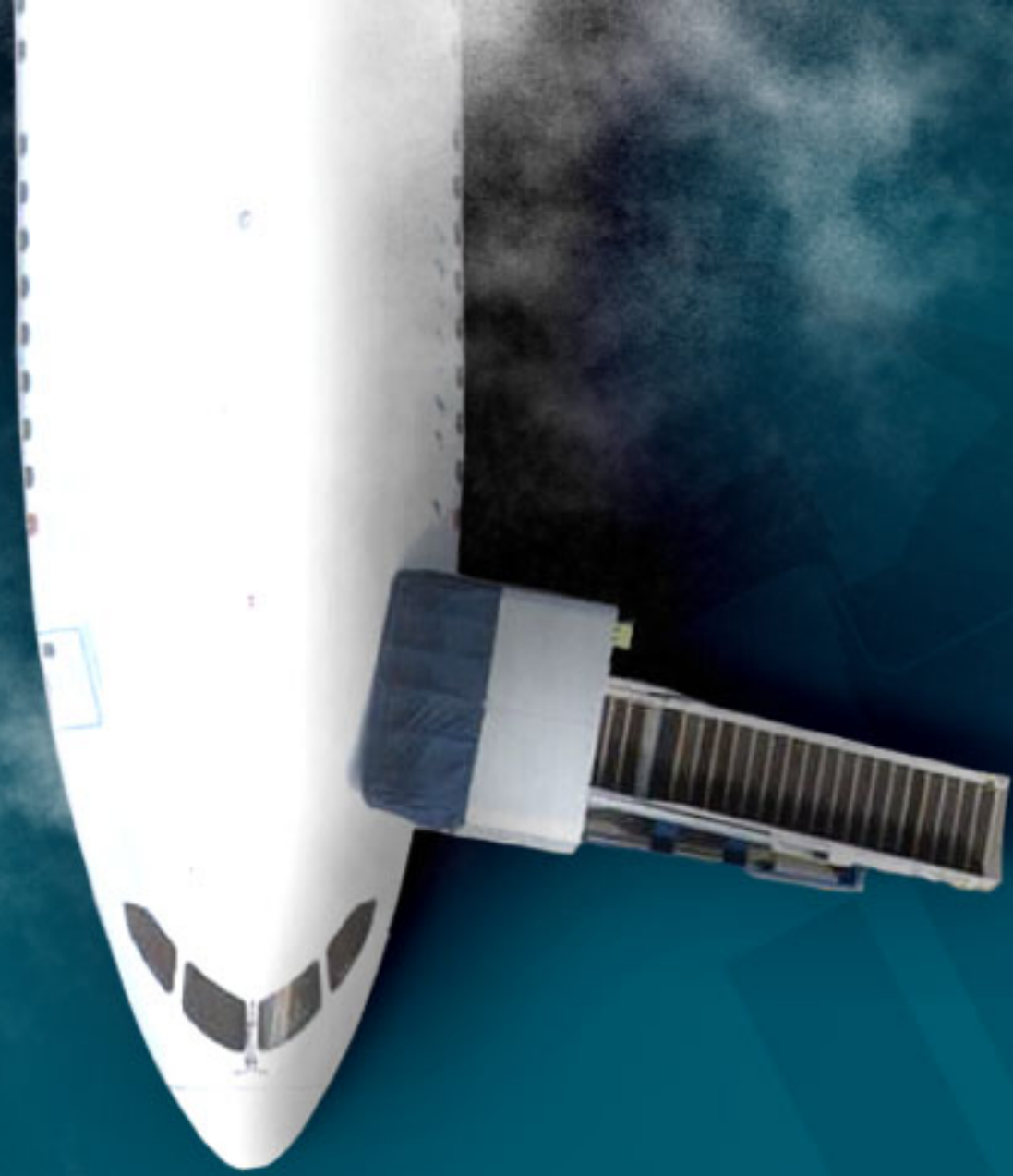
# SPYR®

# ADVERTISING



MEDIA KIT





**SOUTHWEST  
AIRLINES**

**FRONTIER  
AIRLINES**

**ALLEGIANT  
AIR**

**DELTA  
AIR LINES**

**BREEZE  
AIRWAYS**

**TERMINAL  
A**

**TERMINAL  
B**

**JETBLUE  
AIRWAYS**

**UNITED  
AIRLINES**

**AMERICAN  
AIRLINES**

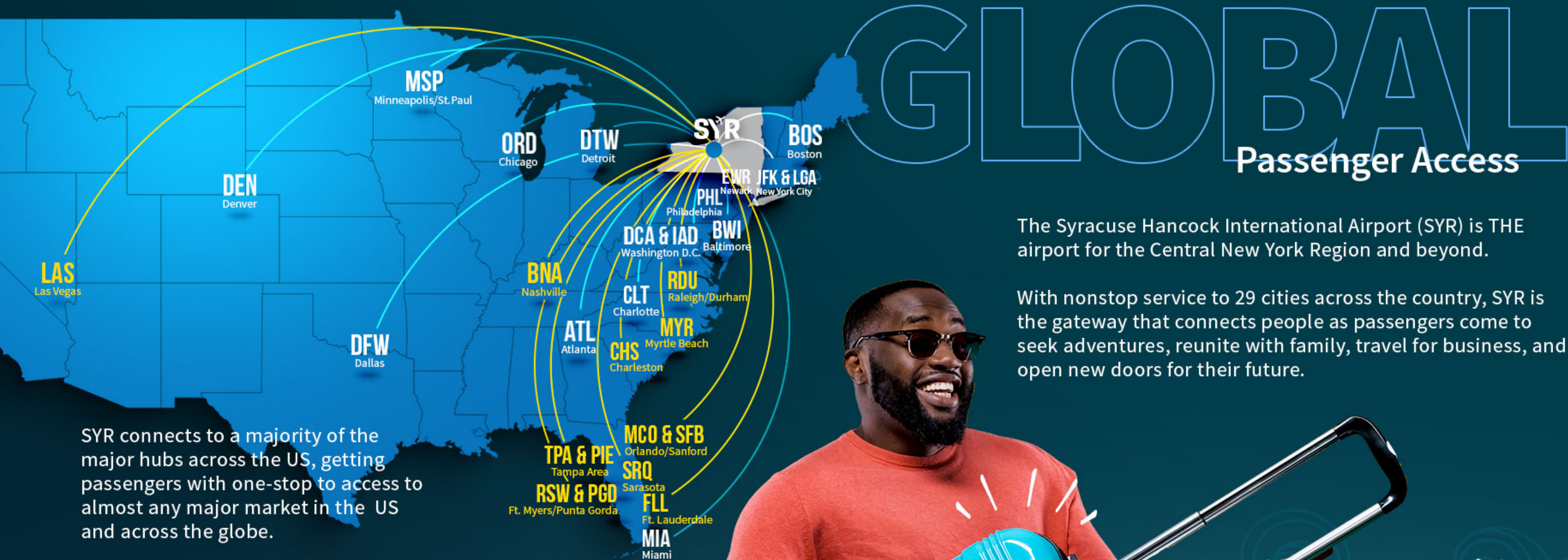
**SYR**<sup>®</sup> hosts air service  
from the  
following airlines

**AIRLINES**



# WHY ADVERTISE

**47** Daily Departures to Hub Airports:  
**57** Connections to Transatlantic Markets,  
**8** Connections to Transpacific Markets



# GLOBAL

## Passenger Access

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

With nonstop service to 29 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.





# 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 a hybrid of leisure and business travelers (35% Business, 65% Leisure). Many of our customers are educated and working professionals with disposable incomes. With over 33 college and universities in the region as well as a homebase for families and permanent residents, SYR is the gateway for leisure travel in the region. SYR had over 2.6 million passengers annually in 2019.

## TALKING Numbers

SYR serves not only the Central New York region, but much of Upstate New York and beyond with a population over 1.7 million covering 15 counties within our catchment area.

Since 2021, SYR has introduced five new nonstop routes leading to a total of 29 nonstop destinations with service to many major hubs across the country as well as two new carriers for a total of eight airlines that now serve SYR.





# 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



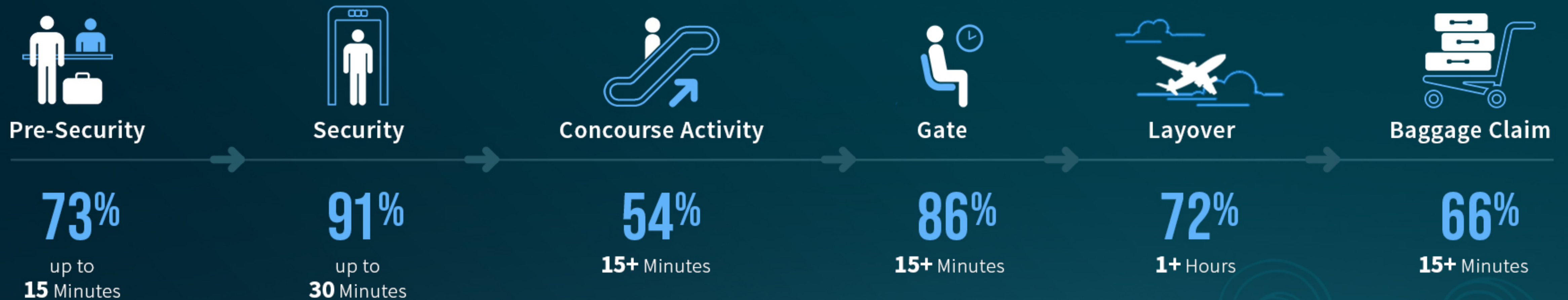


# WHY ADVERTISE

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

# LEVERAGE A CAPTIVE

audience during extended dwell time



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



# TYPES

## OF ADVERTISEMENTS

We have over 60 advertising locations available throughout the terminal to help you reach your audience



**DIGITAL  
ADVERTISING**

**FABRIC  
BACKLIT  
DISPLAY**



**EXHIBIT  
SPACE**

**SURFACE &  
WALL WRAPS**





# WALL WRAPS

## THROUGHOUT THE TERMINAL

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.

**SYR.**





# FABRIC BACKLITS

## THROUGHOUT THE TERMINAL

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

There are more than 20 pre-security checkpoint and post-security checkpoint locations to choose from.

**SYR.**





# DIGITAL DISPLAYS

## TERMINAL A & B Baggage Claim

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

**SYR.**





# EXHIBIT SPACE

## TERMINAL A & B 1st Floor

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.

**SYR.**





# LUGGAGE CARTS

## TERMINAL A & B Baggage Claim

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.

**SYR.**



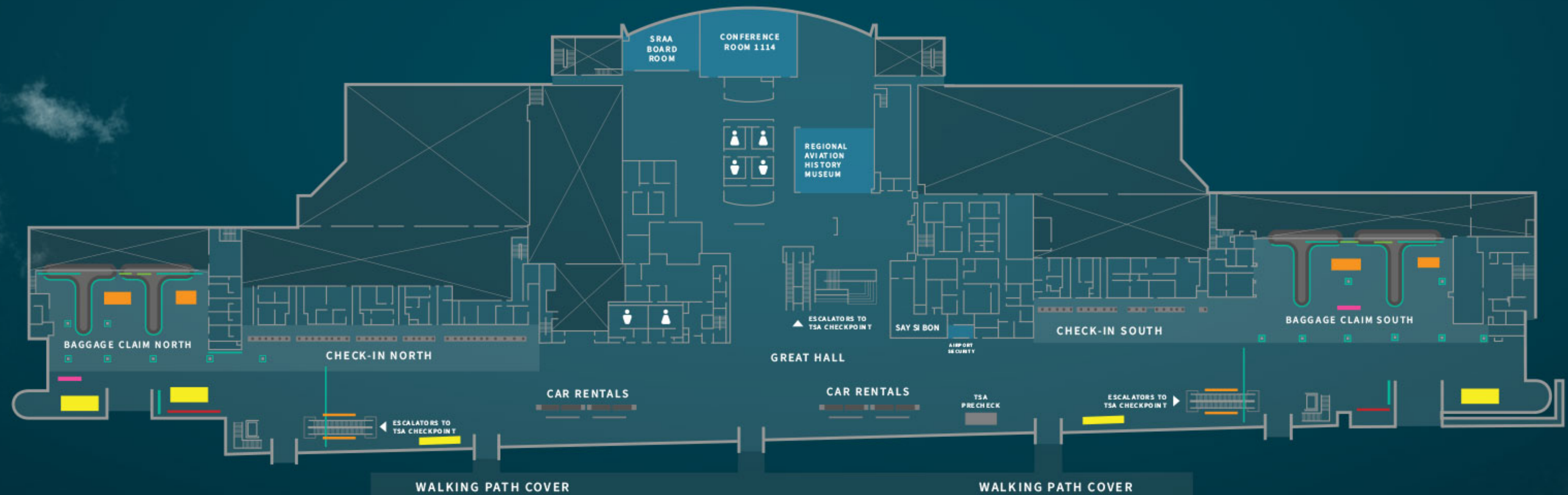


# FIRST FLOOR

LOCATION IS KEY

- BACKLIT TENSION FABRIC
- TENSION FABRIC NO BACKLIGHTING
- DIGITAL
- EXHIBIT SPACE (Vehicle & Floor)
- RESERVATION BOARD

- WRAPS (Wall & Column)
- VINYL CLINGS (Surface, Windows & Floors)
- LUGGAGE CARTS



ROAD

ROAD

GARAGE

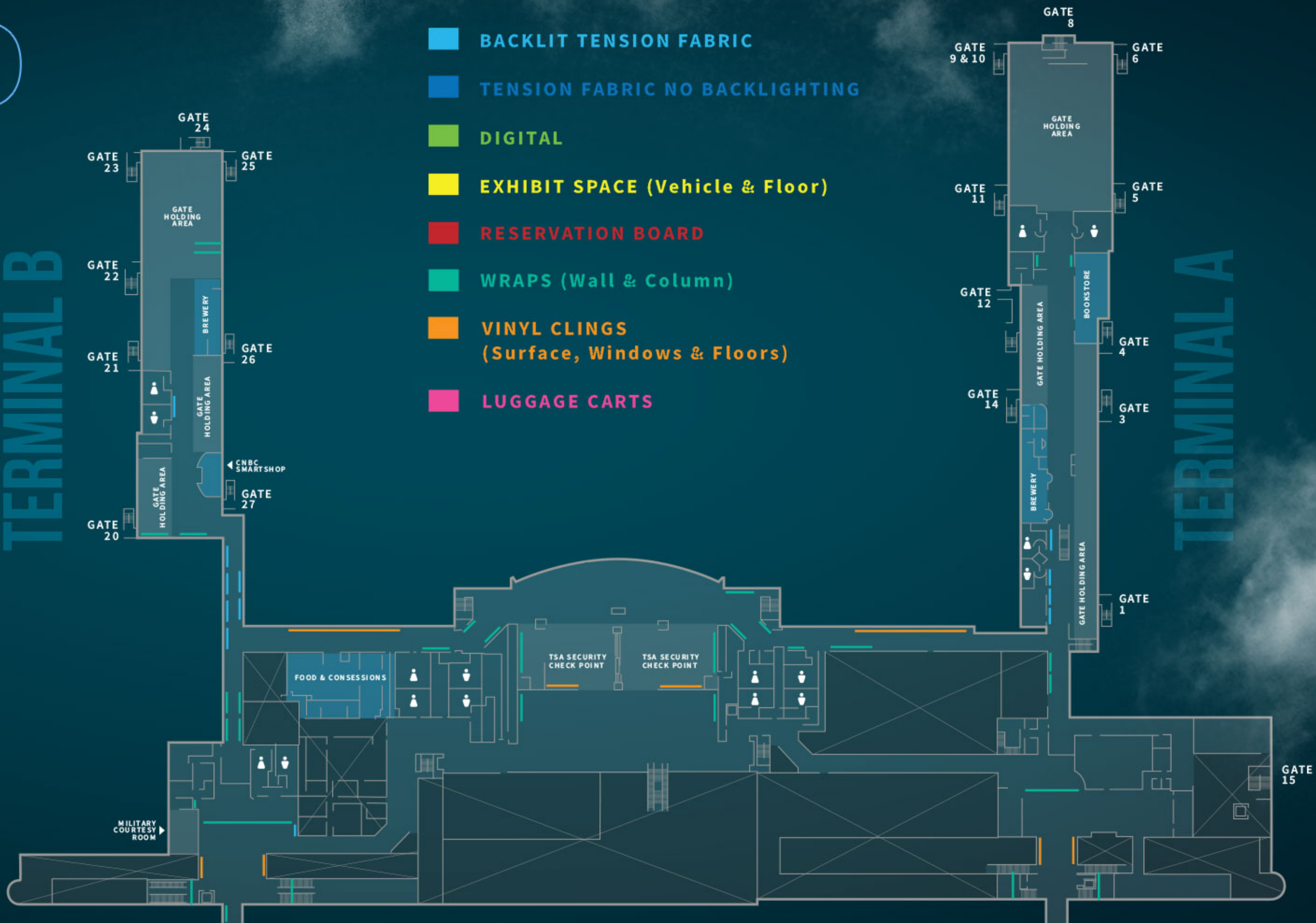


# SECOND FLOOR

LOCATION IS KEY

TERMINAL B

TERMINAL A





# ADVERTISE

# WITH US



Reach an audience of 2.6 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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**SYR**  **SYRACUSE**  
HANCOCK  
INTERNATIONAL AIRPORT