



SPYR<sup>®</sup>

ADVERTISING



MEDIA KIT

# ADVERTISE WITH US

Reach an audience of 3 million unique  
travelers each year

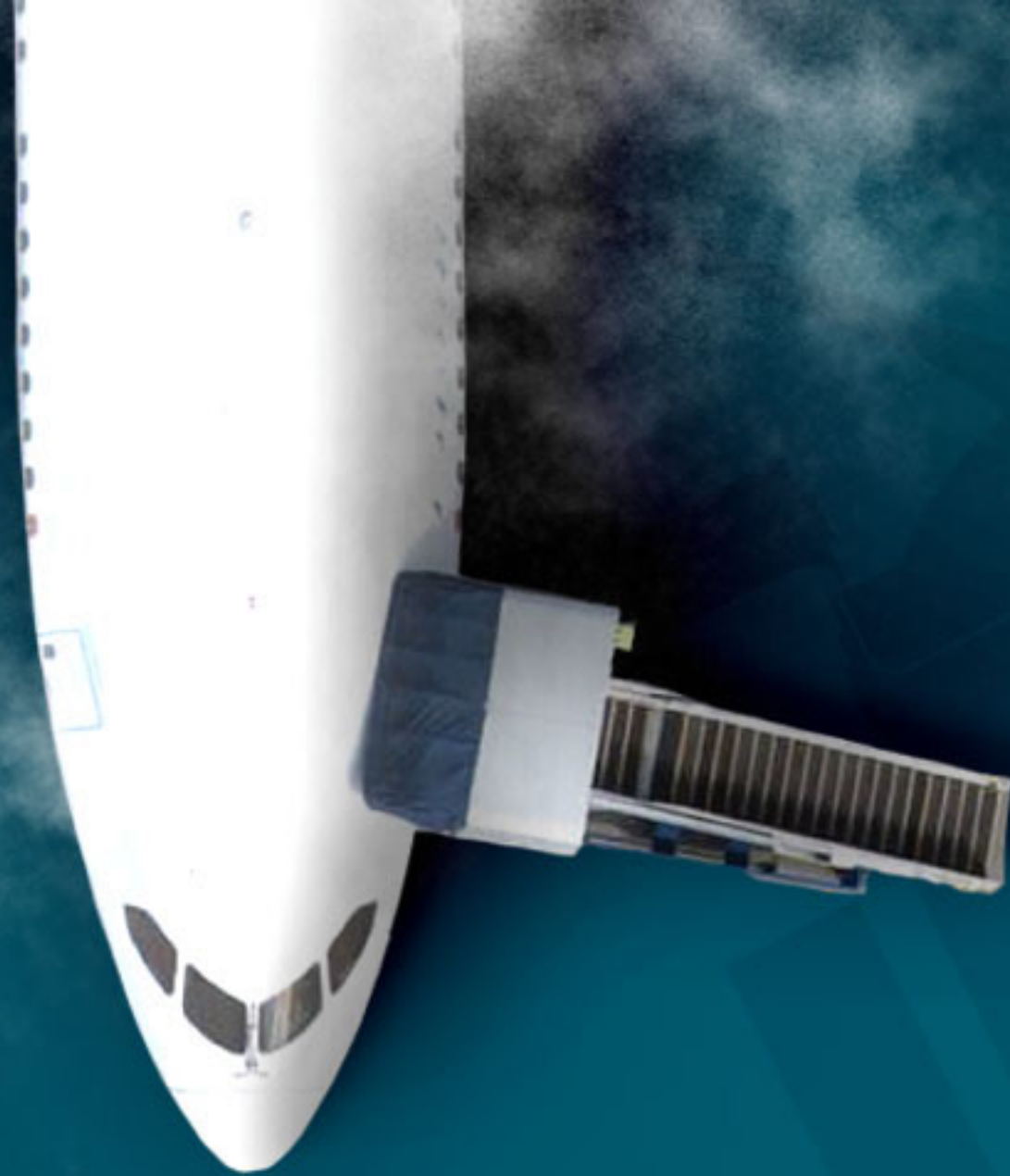


# ABOUT SYR<sup>®</sup>

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.





**SUN COUNTRY  
AIRLINES**

**ALLEGiant  
AIR**

**FRONTIER  
AIRLINES**

**DELTA  
AIR LINES**

**BREEZE  
AIRWAYS**

**TERMINAL  
A**

**TERMINAL  
B**

**JETBLUE  
AIRWAYS**

**AMERICAN  
AIRLINES**

**UNITED  
AIRLINES**

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

# 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 3 million passengers annually in 2024.

## 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 2023, 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 83% noticing airport advertising to 49% 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

83% NOTICE  
Airport Advertising

49% 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**



Baggage Claim

**66%**

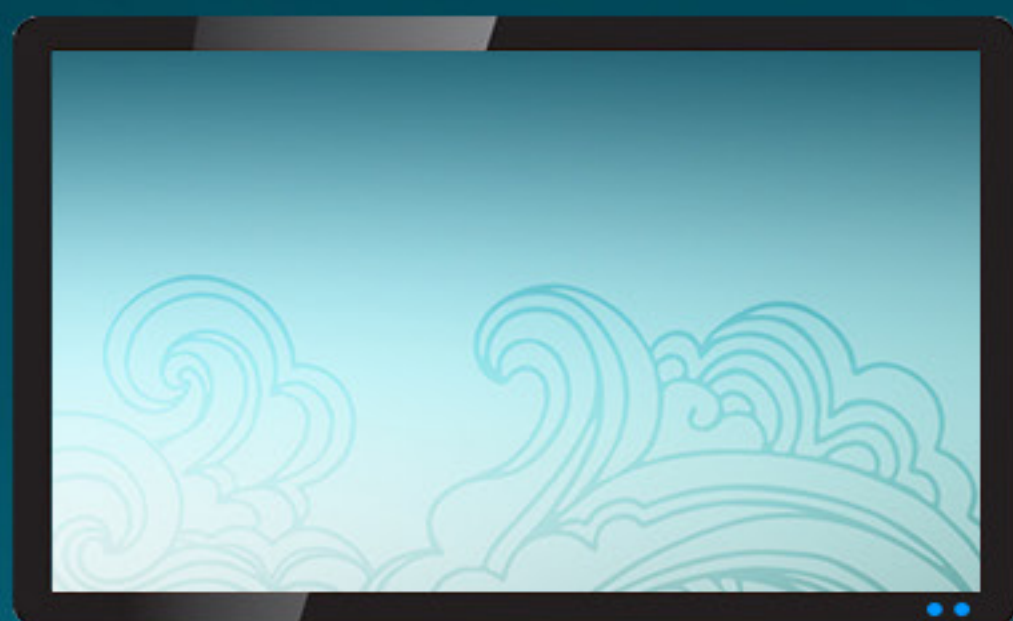
**15+ Minutes**

Sources: Recent Nielson, Arbitron & Scarborough studies show  
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.**

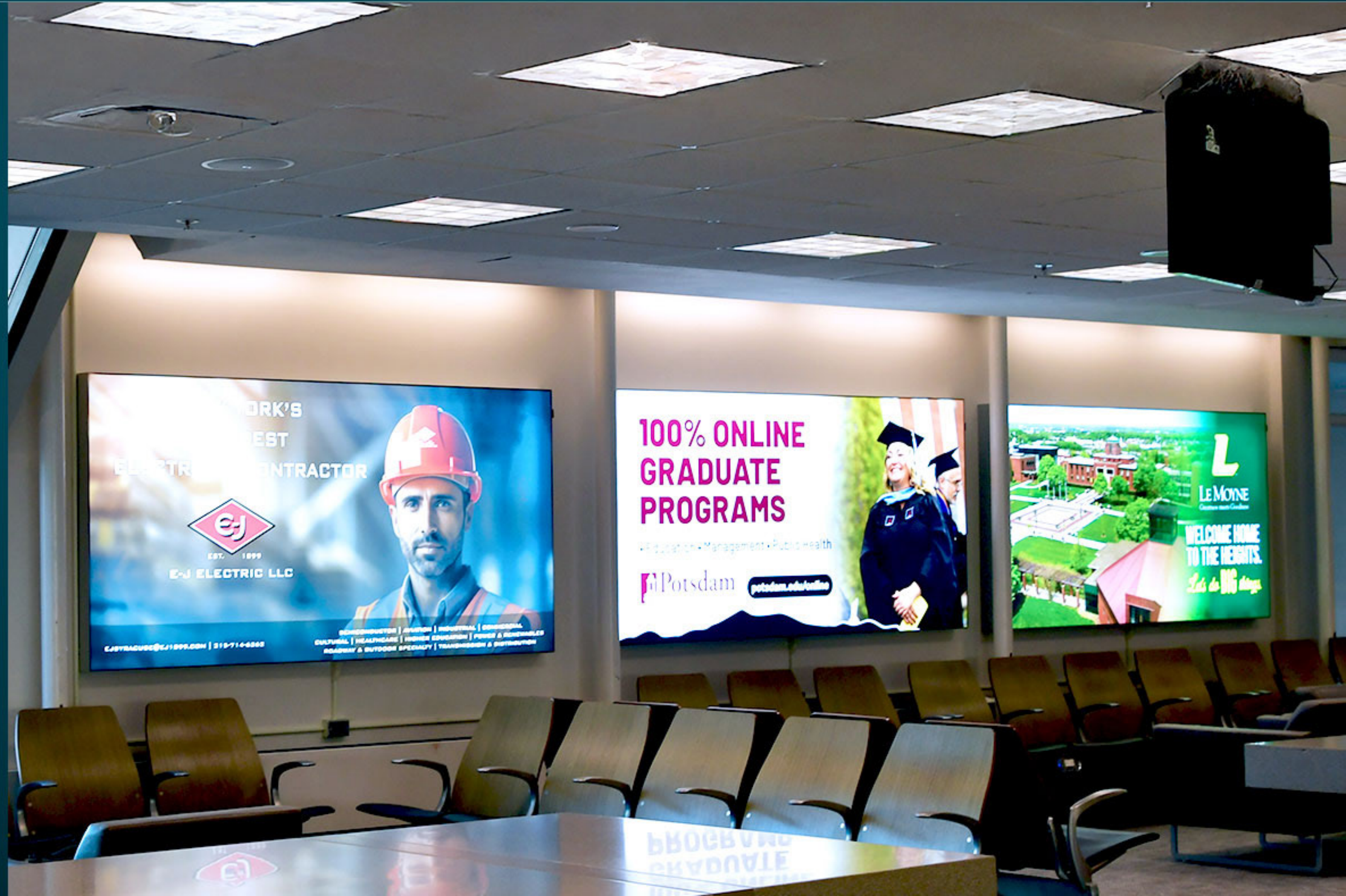


# FABRIC BACKLITS

## 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.



# 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.**

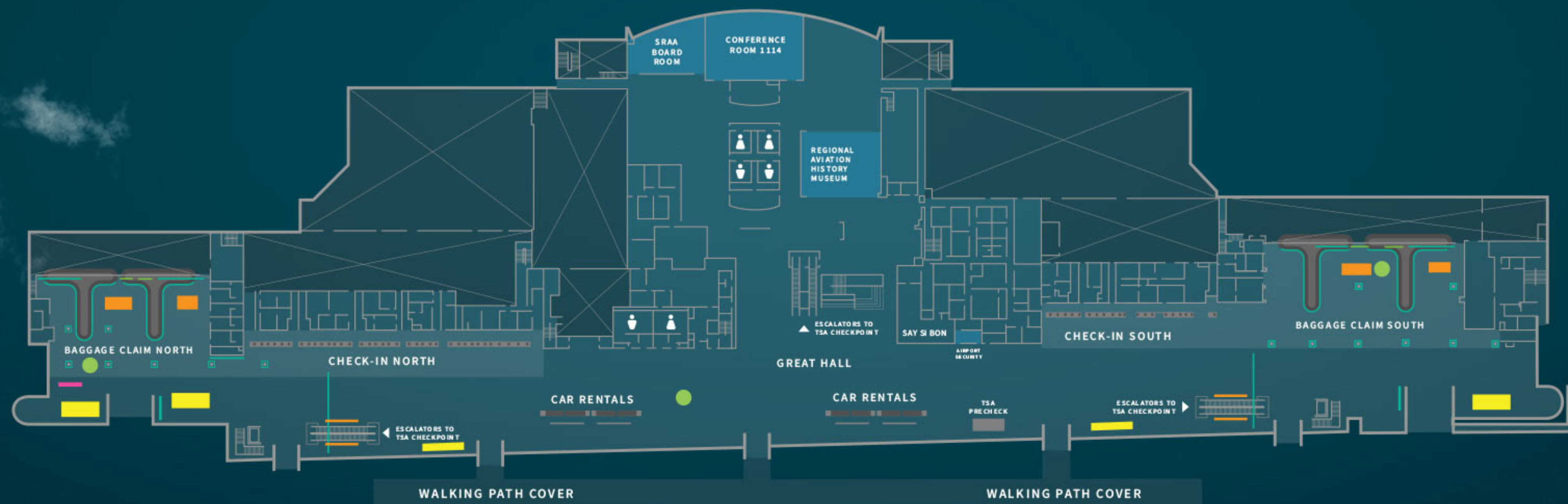


# FIRST FLOOR

LOCATION IS KEY

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

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



ROAD

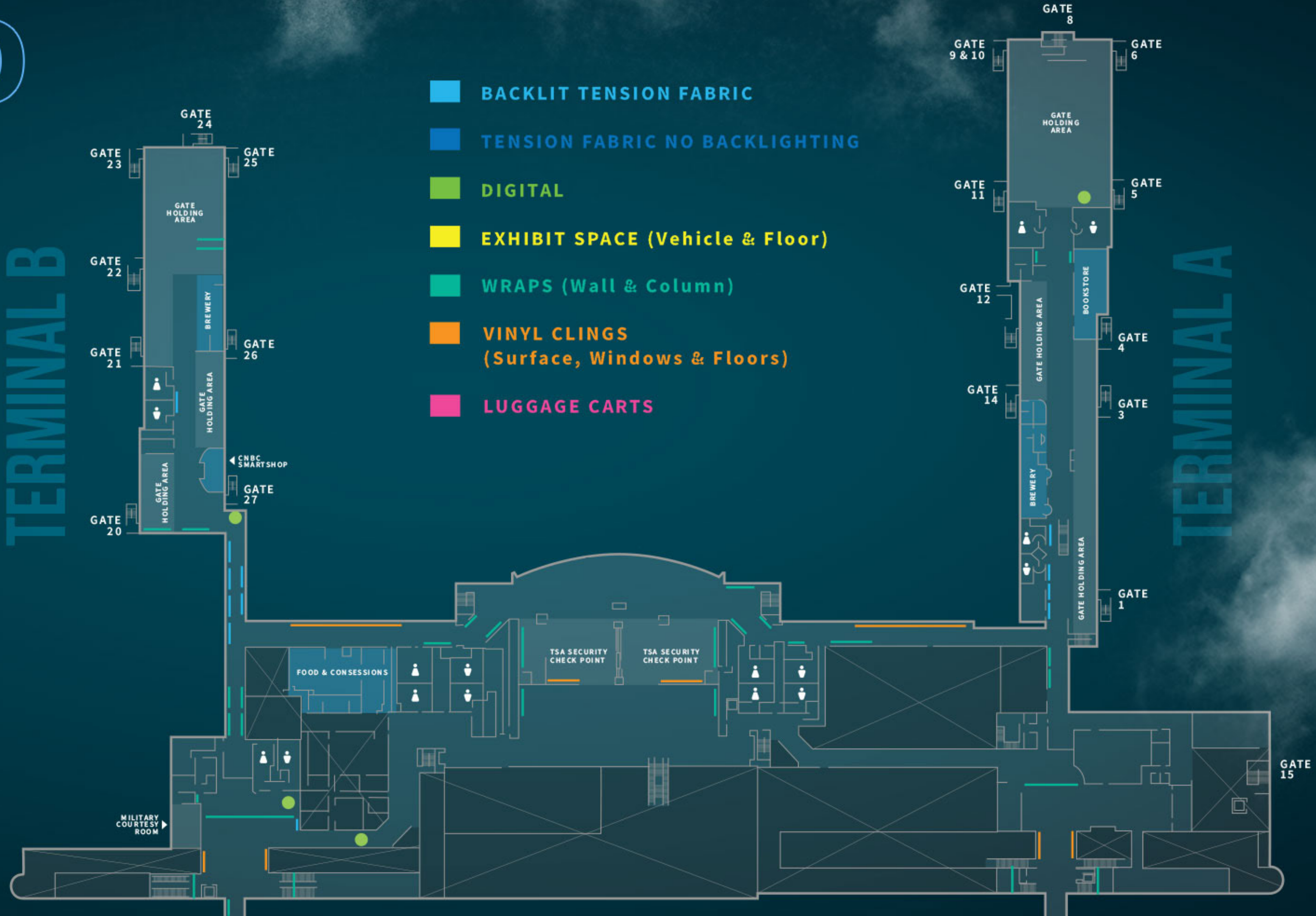
ROAD

GARAGE

# SECOND FLOOR

LOCATION IS KEY

TERMINAL B



TERMINAL A

# ADVERTISE WITH US



Reach an audience of 3 million unique  
travelers each year

# CONTACT US TODAY

TO TALK ABOUT YOUR  
ADVERTISING PLAN

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

**LINDA RYAN C.M.**

Director of Business Development

p – 315.455.3434

c – 315.256.5177

ryanl@syrairport.org

