
WELCOME

TO ADVERTISING THAT ACTUALLY REACHES YOUR AUDIENCE



CAPTIVE AUDIENCE / TRAVELER PROFILES



CHATTANOOGA
AIRPORT

CAPTIVE AUDIENCE & TRAVELER PROFILES

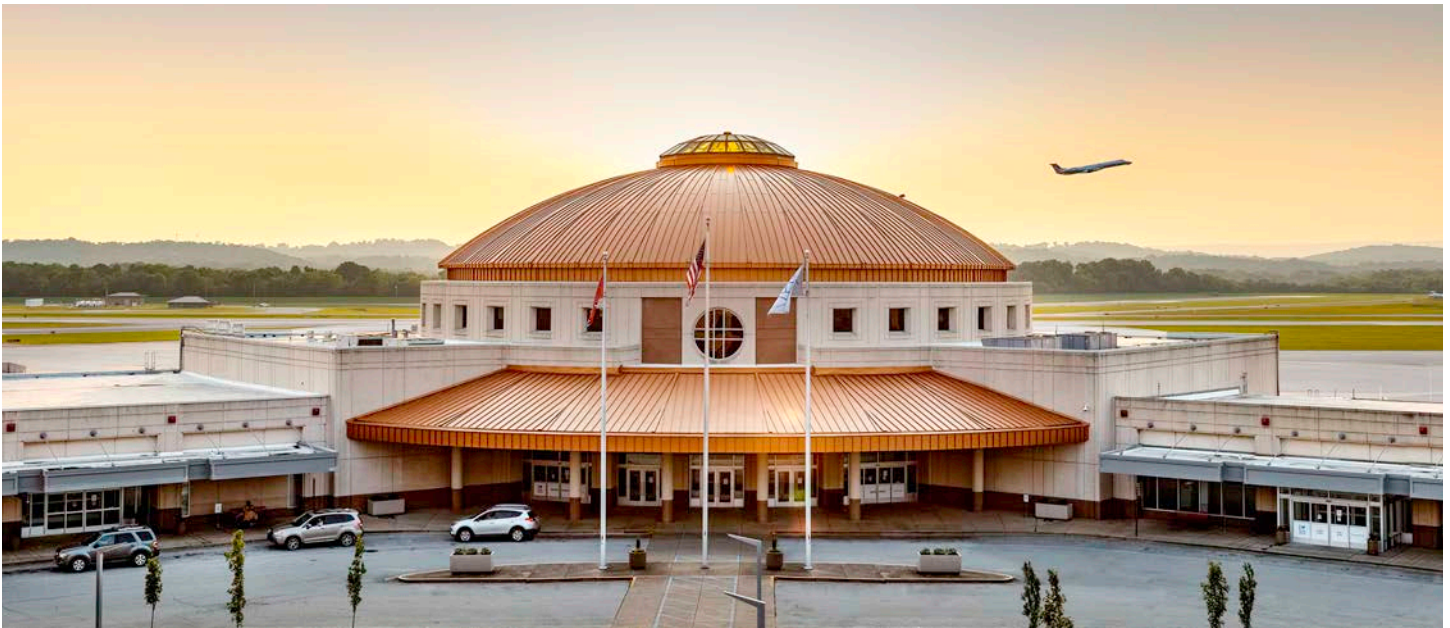
With four major airlines providing non-stop service to nine domestic destination and hubs, nearly one million passengers fly in and out of Chattanooga each year.

Because travelers are spending more time in the terminal, they're a captive audience, and the Chattanooga Metropolitan Airport offers an excellent opportunity to present your company's message to a very desirable demographic group for maximum effectiveness.

Advertising in Chattanooga Airport generates visibility to your local customers, visiting or potential customers and for reaching your competitor's customers. Nearly a million visitors each year get their first impressions of Chattanooga from its airport.

- » **74%** of travelers are college graduates
- » **80%** stay in a hotel
- » **73%** hold managerial positions
- » **43%** hold top management positions

Is *your* brand aligned with the gateway to your city?



BUSINESS TRAVELERS

- » **70%** are between the ages of 25 and 49
- » **63%** have a personal employment income of **\$50,000+** with an average of \$84,500
- » **84%** are male, 16% are female
- » **74%** are college graduates; 27% hold post-graduate degrees
- » **73%** hold managerial positions
- » **43%** hold top management positions (*CEO, President, Owner*)
- » **80%** own a car bought new
- » **54%** own an imported car
- » **94%** own at least one car
- » **64%** own two or more cars
- » **70%** own securities
- » **71%** purchased luggage in the past year
- » **23%** use a rental car on an average trip
- » **80%** stay in a hotel, averaging 56.2 nights per year



LEISURE TRAVELERS

- » **65%** of leisure travelers planning to take an overnight trip next year plan to do so by plane
- » **66%** have been to college and 83% are registered to vote
- » **68%** are more likely to spend over \$500 on men's casual clothing and 65% more likely to spend the same amount on women's casual clothing
- » Spend **40%** more per year on jewelry than their non-flying counterparts
- » **43%** of leisure travelers find shopping desirable when traveling for pleasure
- » **43%** of leisure travelers find learning a new skill / activity desirable when on a pleasure trip
- » **52%** of leisure travelers feel more romantic on vacation
- » **56%** of leisure travelers disregard their diet while on vacation
- » **60%** of leisure travelers represent people in the airport markets who spend over \$500 on cosmetics



WHY AIRPORT ADVERTISING?

IN THE WAKE OF INCREASED SECURITY MEASURES, AIRPORT TRAVEL HAS CHANGED TREMENDOUSLY:

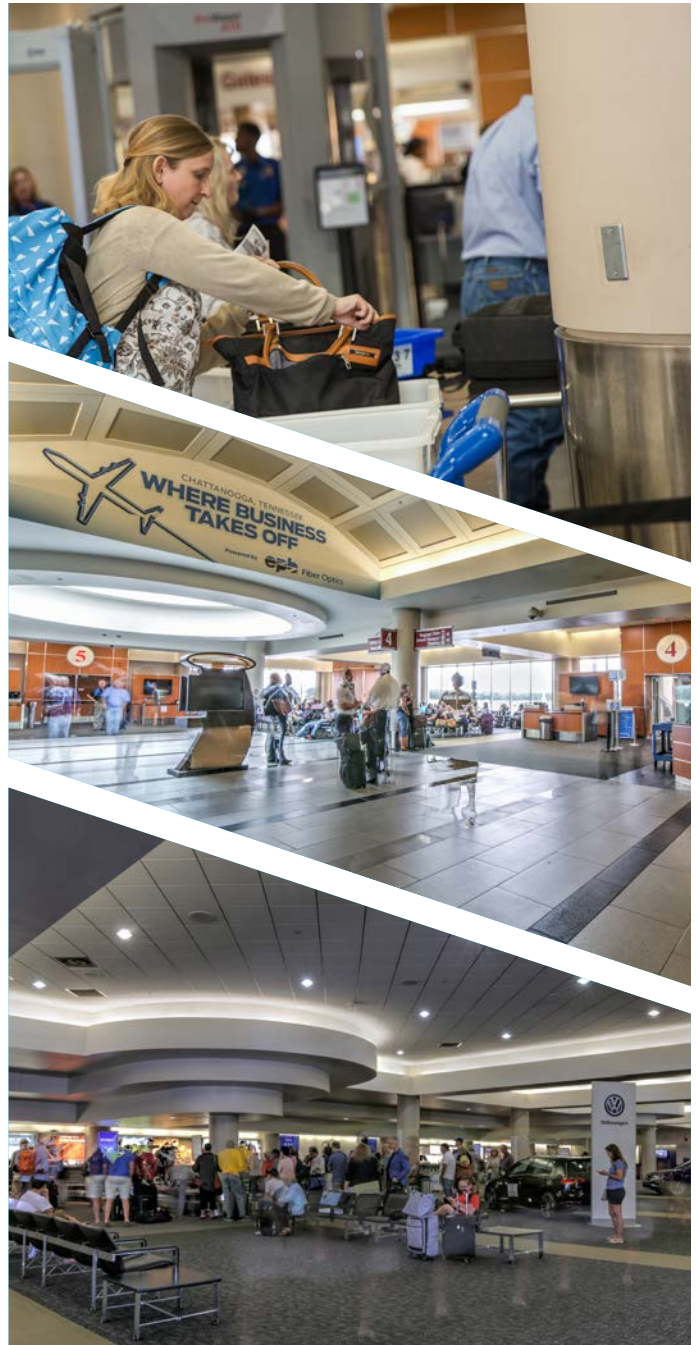
- » Travelers are spending more time in the terminal
- » Travelers have been required to take fewer carry-ons and check more luggage
- » Traffic numbers have rebounded and are growing

WHAT CAN AIRPORT ADVERTISING DO FOR YOUR BUSINESS?

- » Generate visibility to your local customers, visiting or potential customers; reach your competitor's customers
- » Works great with your media mix in branding your product or image
- » Prove your community support and stable future
- » Build and foster corporate pride
- » Helps support public relations efforts

WHY ADVERTISE AT THE CHATTANOOGA AIRPORT?

- » Nearly one million passengers fly in and out of Chattanooga each year
- » **4 airlines including:**
Allegiant, American, Delta, and United
- » **Nine nonstop destinations to:**
Atlanta, Charlotte, Chicago, Dallas, Detroit, Miami, Orlando/Sanford, Washington D.C., Tampa (via St. Petersburg)



ADVERTISING OPPORTUNITIES

COLUMN WRAPS

Advertise your business, special event or promotion on a highly visible column. Ideal for welcoming incoming clients, employees or conference attendees. Small and large columns available.



STANDALONE DISPLAYS

Highly visible placement of a corporate display, whether pre-existing or specially designed for the airport space. Exhibit looping video, display take-away educational pieces or utilize other tools to promote your business or service. Standalone displays allow you to promote your business or service your way.



BACKLIT ADVERTISEMENTS

Opportunities available at baggage claim, security and throughout lower level of the Airport; ideal placement in locations with passenger wait times.



ADVERTISING OPPORTUNITIES

WALL WRAPS / MURALS

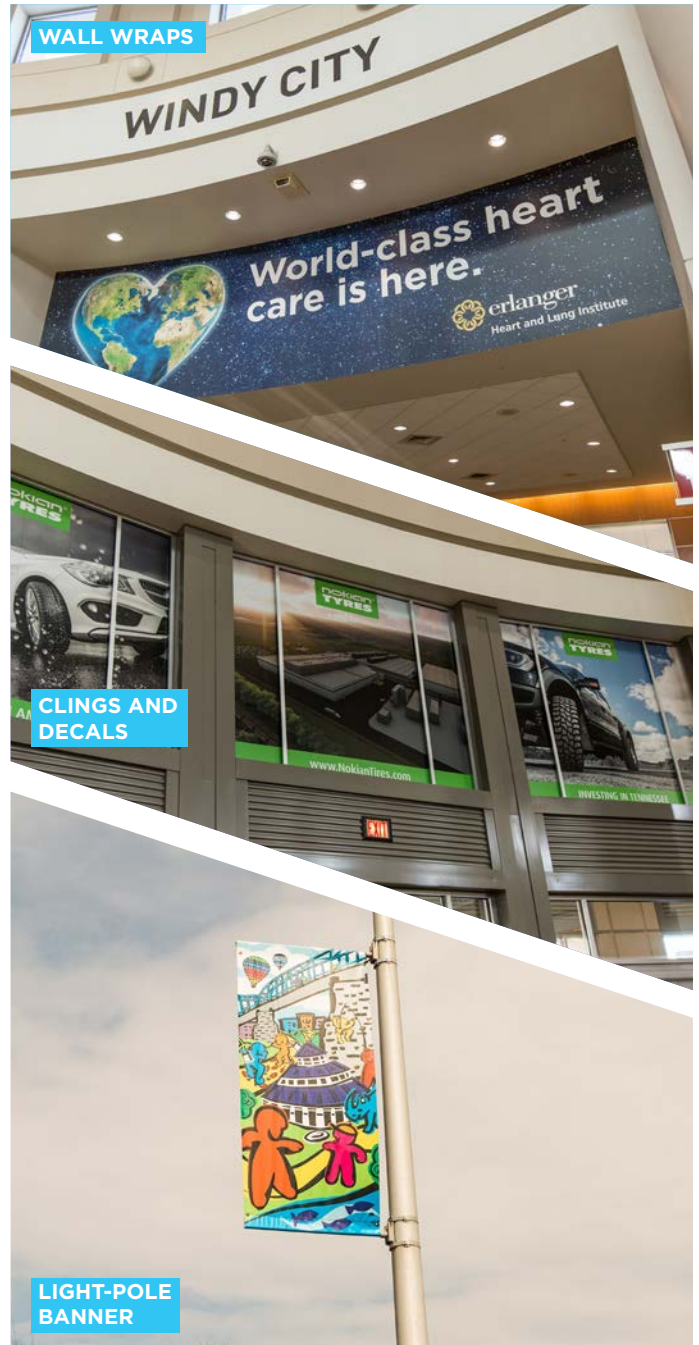
Opportunities above ticketing and baggage claim in the entry/exit area of the Airport, and throughout the terminal. Allows you to personally welcome your customers to Chattanooga and identify your company as a pillar of the community. Highly visible locations.

CLINGS AND DECALS

A variety of locations and options available: large windows at gates; glass door entrances; jetway inside; sidewalks in front of baggage claim, ticketing or entrance; and landscaped walking paths throughout parking lot.

LIGHT-POLE BANNERS

Personally welcome travelers at the Airport by placing your logo or message on light-poles and identify your company as a pillar of the community. Locations available at entrance, exit and throughout parking areas.



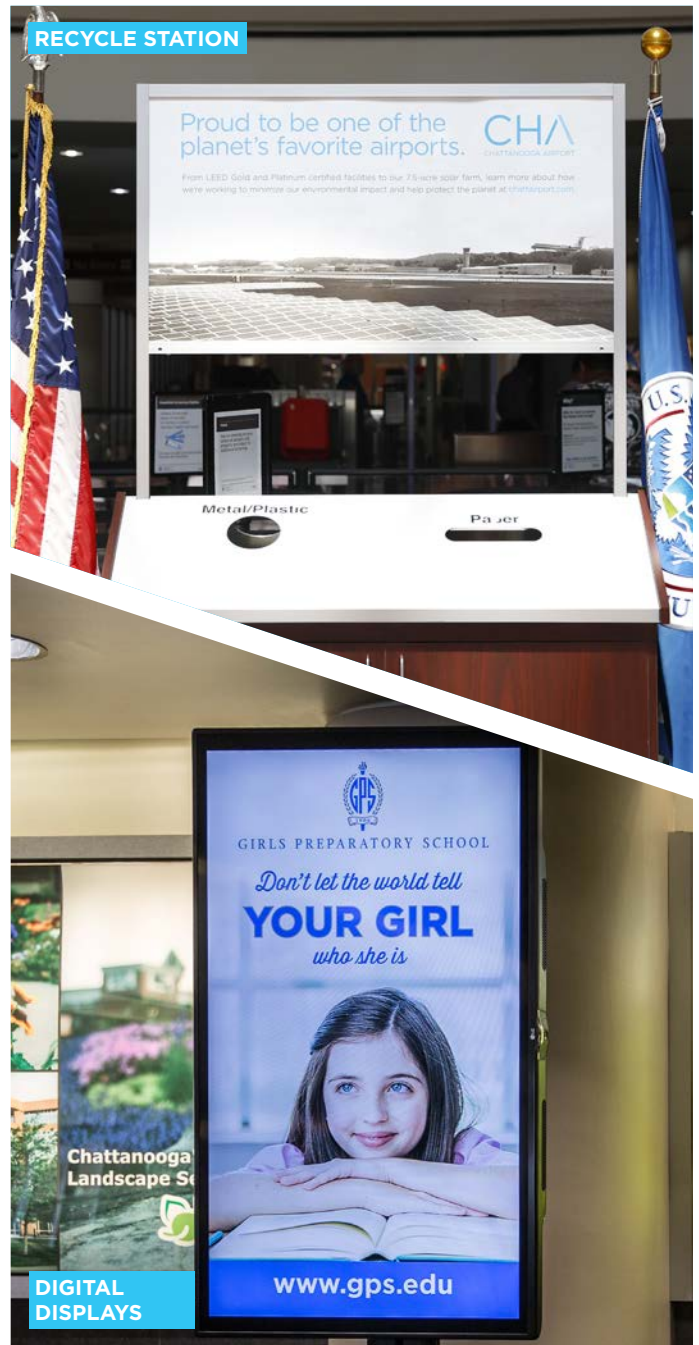
ADVERTISING OPPORTUNITIES

RECYCLE STATION

Showcase your commitment to the environment by sponsoring a recycle station at the Airport. Sponsorship includes exclusive signage on both sides of the station, visible to both arriving and departing passengers.

DIGITAL

Opportunities are available on all Flight Information Display Screens (FIDS) located throughout the terminal. Locations include the ticketing terminal, baggage claim, the upper level near the security checkpoint, and on the passenger concourse.



FLEXIBLE OPPORTUNITIES

PARKING

For cars, boats and motorcycles, parking in the Airport ensures you'll get noticed. Parking contracts include the ability to post signage about your business along with your vehicle. Available locations include entry, baggage claim, ticketing and in front of the terminal.

SPONSORSHIPS / NAMING OPPORTUNITIES

A variety of locations and options are available for sponsoring areas of the Airport. Seating areas, technology centers, recharging stations and other areas of the Airport can be branded with your logo, product and/or message. Naming rights to the field are available.



2022 ADVERTISING RATES

VENUE	RATES PER MONTH	LOCATION(S)
Standalone Display	\$800	Throughout the airport
Welcome Murals	\$750 for one panel, \$1,300 for two panels, \$2,000 for one full image replacement	Rotunda
Clings and Wraps	\$800 – \$1800	Throughout the airport
Pop-Up Banners	\$200	Throughout the airport
Large Blacklit	\$750	Baggage Claim, Rotunda, Concourse
Small Blacklit	\$400	Baggage Claim
Column Wraps – Small	\$300	Baggage Claim, Concourse
Column Wraps – Large	\$400	Rotunda
Naming Rights	\$1,000 – \$2,500	Throughout ground
Recycle Station	\$800	Throughout ground
Light-Pole Banners	\$1,000	Along entrance, exit & parking areas
Digital	\$250 – \$1,000	Throughout the airport

Please note that all advertising must meet the Airport's guidelines and must be approved before installation.
The advertiser is responsible for all costs associated with their ad including design, production and all standalone displays.

For more information, contact Blake Poole at 423-855-2234 or bpoole@chattairport.com