Asheville Regional Airport

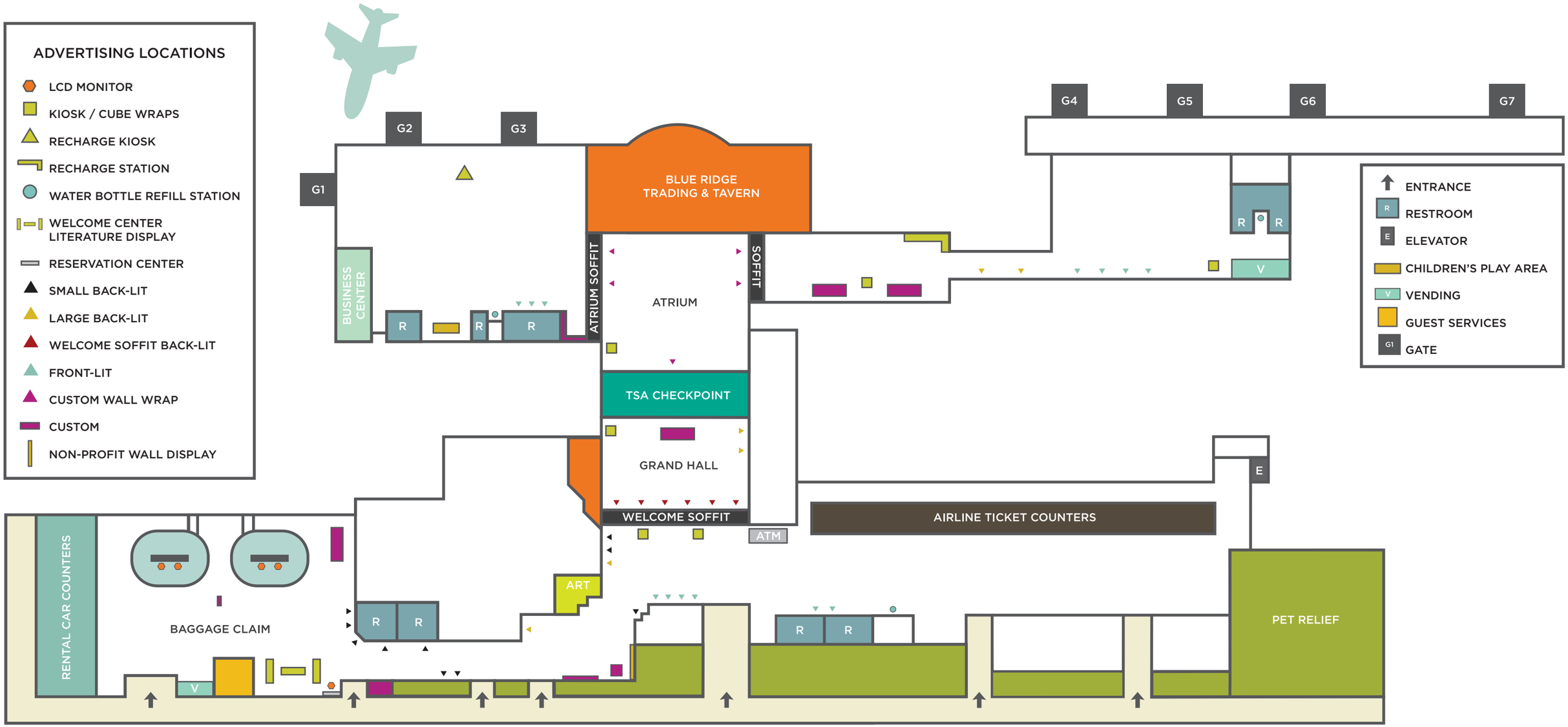
ADVERTISING
information + rates

Asheville
REGIONAL AIRPORT
Take the easy way out.

AVL TERMINAL LAYOUT

ADVERTISING LOCATIONS

- LCD MONITOR
- KIOSK / CUBE WRAPS
- RECHARGE KIOSK
- RECHARGE STATION
- WATER BOTTLE REFILL STATION
- WELCOME CENTER LITERATURE DISPLAY
- RESERVATION CENTER
- SMALL BACK-LIT
- LARGE BACK-LIT
- WELCOME SOFFIT BACK-LIT
- FRONT-LIT
- CUSTOM WALL WRAP
- CUSTOM
- NON-PROFIT WALL DISPLAY



CAPTURE THEIR 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 advertising in an airport while they are waiting for flights or bags – that is more attention than is typically given to other advertising media.

AFFLUENT & SOPHISTICATED CONSUMERS

Asheville Regional Airport's primary customers are educated, professional and have significant disposable income. Many of our customers reside in western North Carolina, are age 40+ and fly 5-10 times each year or more. We also serve hundreds of thousands passengers who are visiting our area from around the globe.

The effectiveness of airport advertising is proven.

Recent Nielsen, Arbitron & Scarborough studies show that:

• Affluent and upscale travelers who take four or more flights each year account for nearly 60% of all airport advertising impressions. (This number is higher at Asheville Regional Airport – our demographics skew higher than the national average.)

• Air travelers are generally consumers of high-end goods and services and are keen to try new products and services.

• There is a higher recall rate for products and services advertised at an airport than when advertised using traditional media. There is less media clutter at an airport, and more "linger" time.

UPSCALE ADVERTISING

Airport advertising provides the opportunity to attract the attention of the most affluent and sophisticated consumers in the region.

COMMITTED TO CUSTOMER SERVICE

Our advertising program is managed by airport staff, and we are committed to providing the best customer service to our clients. We prioritize quick responses, turn-around times and attention to quality. We will work with you to determine the best advertising option for your strategic plan and budget, and we're always open to new ideas. It's all about a solid partnership, and ensuring that our clients receive excellent value and results with airport advertising.

BY THE NUMBERS

Asheville Regional Airport serves an 11-county region in western North Carolina, with a reach of more than 1.3 million people using the airport each year. Asheville Regional Airport provides numerous opportunities for visible, creative and memorable advertising to reach a desirable audience base – including locals and visitors coming in to explore the area.

108,000+ average monthly passengers | visitors

1.3million+ average annual passengers | visitors

DEMOGRAPHIC SNAPSHOT
— WNC Local Market

ANNUAL HOUSEHOLD INCOME

19%	50K - 79K
62%	80K +

AGE RANGE

16%	25 - 44
50%	45 - 64
32%	65 +

FLYING FREQUENCY — Trips per year

24%	3 - 4
18%	5 - 10
20%	10 +

EDUCATION LEVEL

38%	Bachelor's Degree
27%	Master's Or Law Degree
9%	PhD/MD

51% MALE

49% FEMALE

ADVERTISING OPTIONS

CAPTIVATING DISPLAYS

- Front-lit Poster Displays
- Back-lit Displays
- Welcome Center Literature Display
- Floor Exhibit Space
- Wall Wraps
- Cube Wrap
- LCD Scrollers
- Reservation Center Displays
- Recharge Station Kiosk
- Kiosk 3-sided Encased Displays

SHORT TERM + EVENT

- Non-profit Wall Displays (eligibility requirements)
- Welcome Banner/Poster
- Standee Banners in Prominent Locations

BRANDED SERVICE + CUSTOM

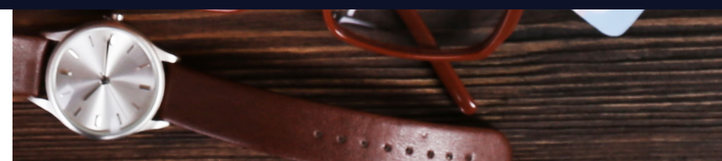
- Recharge Station
- Water Bottle Refill
- Custom

SPECTACULAR CUSTOM OPTIONS

- All ideas considered!

THE SKY IS THE LIMIT

Advertisers at Asheville Regional Airport have multiple options to reach consumers. From multi-year contracts to short-term (one month) event promotions, we have options for your strategic advertising plans.



CAPTIVATING DISPLAYS

FRONT-LIT POSTER DISPLAY

Take full advantage of an airport audience with the 4’x4’ static foam-mounted posters, attractively displayed with front lighting in key traffic areas of the airport. Quantities are limited. Discounted rates for multiple locations.

PRICING INFORMATION

One location	$400/mo
Package of two	$650/mo
Package of three	$1,000/mo

PRODUCTION SPECIFICATIONS

Finished Trimmed Size 48” x 48”

High resolution print on 3/16” Gatorboard

Final Image should be print-quality resolution. Direct print on Gatorboard or print, mount, and laminate on Gatorboard.

INSTALLATION/UNINSTALLATION

Provided at no additional charge

All displays/designs must be approved by airport marketing department before installation.

FRONT-LIT LOCATIONS

CAPTIVATING DISPLAYS

BACK-LIT DISPLAY

Our most popular static display, these dramatic full color panels are strategically placed in high-traffic areas throughout the airport. A back-lit display is a great way to brand your business and increase exposure to a targeted audience.

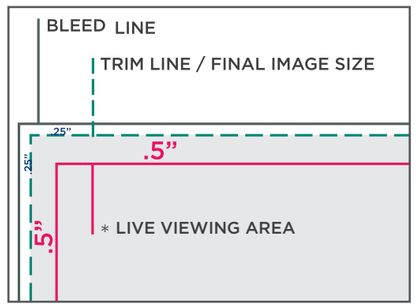
PRICING INFORMATION

	LOCALE A	LOCALE B
Small	$275/mo	$200/mo
Large	$650/mo	$300/mo
Welcome Soffit	$1,000/mo	$600/mo
W/ Brochure Display	$25/mo	$25/mo

PRODUCTION SPECIFICATIONS

Finished Trimmed Size:

Small	30.25”(w) x 43.25”(h)
Large	62.25”(w) x 43.25”(h)
Large (Airside)	62.5”(w) x 43.5”(h)
Welcome Soffit	96.25”(w) x 43.25”(h)



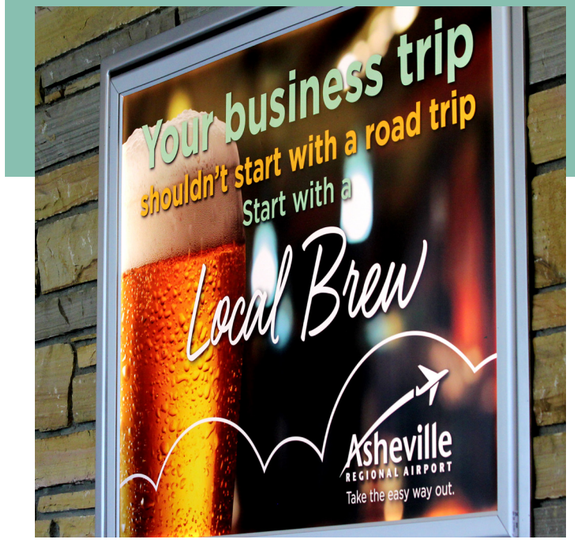
*The live viewing area is .5” smaller than the final image, on all sides.

Final Image should be print-quality resolution and printed on photo film (such as Lightjet, Lambda) or a high resolution direct print on white translucent vinyl.

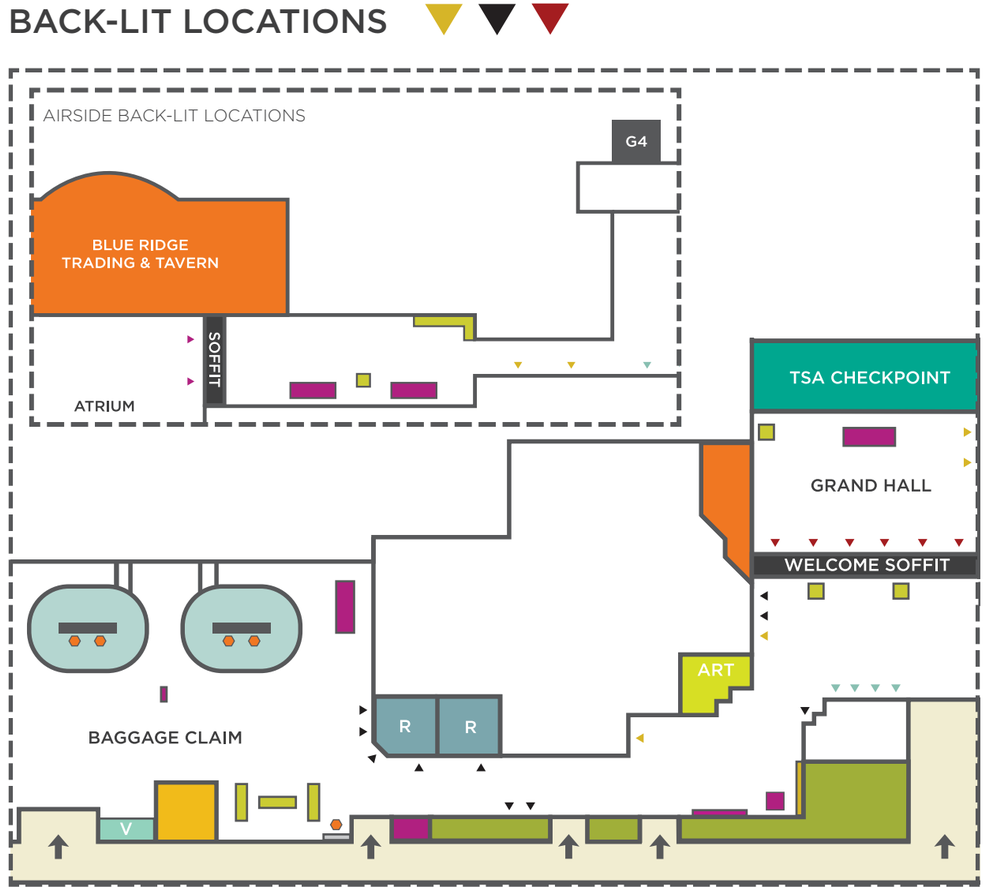
INSTALLATION/UNINSTALLATION

Provided at no additional charge

All displays/designs must be approved by airport marketing department before installation.



BACK-LIT LOCATIONS



CAPTIVATING DISPLAYS

WELCOME CENTER LITERATURE DISPLAY

Conveniently located at the Guest Services Welcome Center in Baggage Claim, the airport offers a bright and spacious area for visitors and locals to peruse information while they wait for their luggage or for passengers. The custom literature displays hold traditional tri-fold brochures and rack cards, as well as tabloid and magazine-size publications. It is a perfect location for all kinds of “take away” information – such as attractions, real estate, local publications and more.

PRICING INFORMATION

Brochure/Rack Card (standard — less than 4” wide)	$275/yr
Medium publication (4”-6” wide)	$350/yr
Large publication (greater than 6” wide)	$425/yr
End Cap Package (includes poster and literature display in premium location)	$550/yr

PRODUCTION SPECIFICATIONS

End Cap Poster Display

Finished Trimmed Size:	14”(w) x 12”(h)

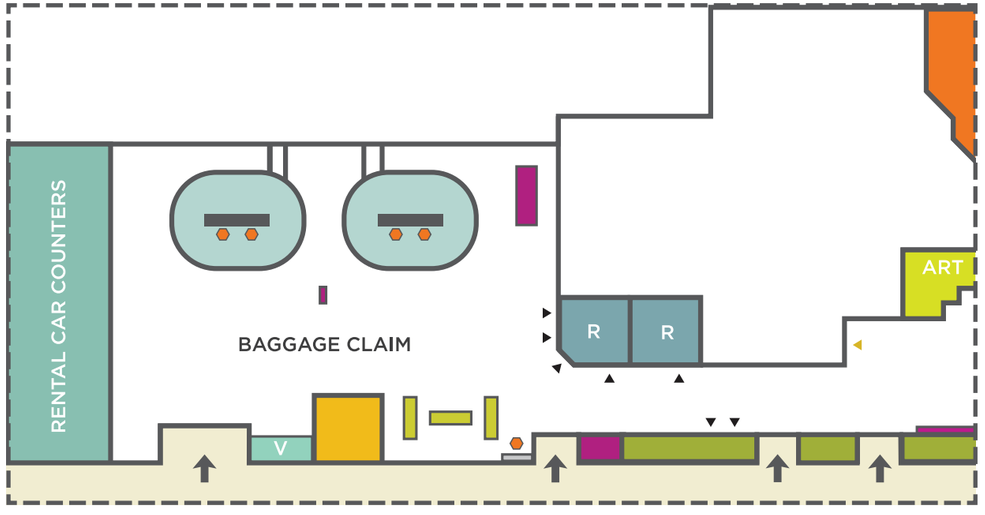
Poster is framed inside an acrylic display

INSTALLATION/UNINSTALLATION

Provided at no additional charge. Advertiser provides a minimum of 300-500 publications for display at beginning of contract.

All displays/designs must be approved by airport marketing department before installation.

WELCOME CENTER LOCATION



CAPTIVATING DISPLAYS

CUSTOM FLOOR EXHIBIT SPACE

Do you have products or striking three-dimensional advertising that you would like to display in high-traffic areas of the airport? We offer a small number of premier floor exhibit locations that might be just right for you!

PRICING INFORMATION

Grand Hall (Landside/Pre-Security)	$1,000 - $1,500/mo
Walkway to Baggage Claim	$500 - $750/mo
Atrium (Airside/Post-Security)	$1,000 - $1,500/mo
Gates (Airside/Post-Security)	$500 - $750/mo

Prices are customized and vary per location and size

SPECIFICATIONS

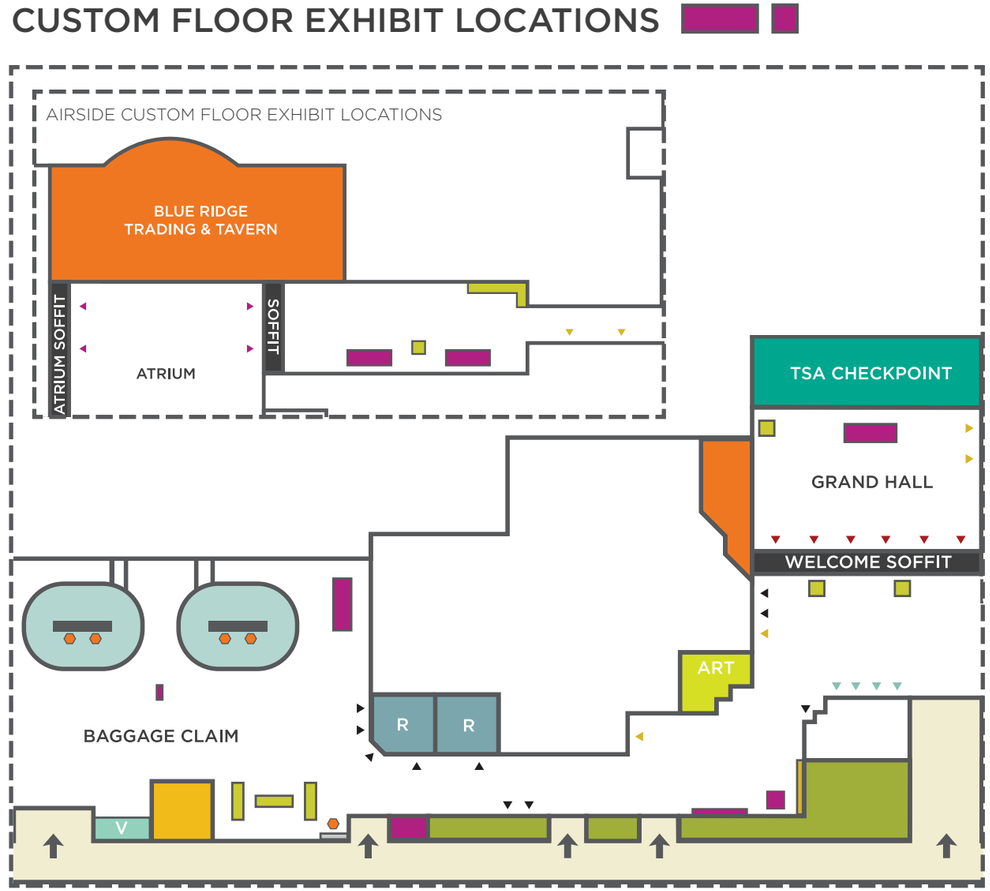
All floor exhibits are customized, and must be approved by the airport's marketing department and safety committee before installation, as pedestrian safety is a primary consideration of eligibility.

Auto exhibits are commonly utilized. It is important to note that all tires must be placed on carpet squares to protect the airport flooring and all vehicular batteries must be disconnected.

INSTALLATION/UNINSTALLATION

A description or visual rendering of the floor exhibit, including exact placement within the terminal, will be agreed upon by the airport and the advertiser before installation. Advertiser is responsible for installation and unistallation.

CUSTOM FLOOR EXHIBIT LOCATIONS



CAPTIVATING DISPLAYS
WALL WRAPS

Wall wraps have incredible impact, as they are the largest signage available in the airport. Limited inventory creates little competition for attention, which helps your message really stand out. Examples of large wall wraps can be seen in the Atrium, a large area in the center of the terminal where all passengers flow from security to their gates or the restaurant.

PRICING INFORMATION

Grand Hall (Landside/Pre-Security)	$1,000 - $2,500/mo
Walkway to Baggage Claim	$500 - $1,000/mo
Atrium (Airside/Post-Security)	$1,000 - $2,500/mo
Gates (Airside/Post-Security)	$500 - $1,000/mo

Prices are customized and vary per location and size

PRODUCTION SPECIFICATIONS

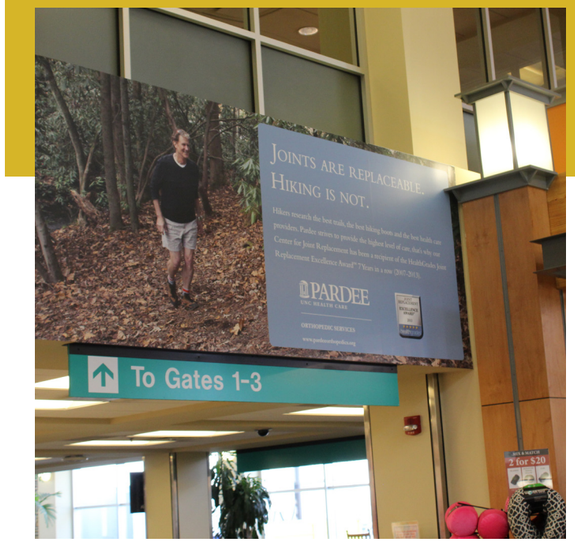
Final image size is custom and parameters vary per location.

Image should be print-quality resolution and directly printed on PS vinyl. Other materials are optional and must be approved by airport.

INSTALLATION/UNINSTALLATION

Additional fees apply

All displays/designs must be approved by airport marketing department before installation.



CUSTOM WALL WRAP LOCATIONS

CAPTIVATING DISPLAYS
CUBE WRAP

Make an impact with a vibrant Cube Wrap. This unique display creates a great way to draw attention to your business at multiple locations throughout the terminal. These freestanding displays allow for 4-sided viewing and maximum exposure to target audiences. Cube Wraps can be used on both landside and airside.

PRICING INFORMATION

Baggage Claim | Gate Area	$250/mo
Grand Hall | Atrium	$350/mo

PRODUCTION SPECIFICATIONS

Finished Trimmed Size:

Cube Wrap	64.5”(w) x 72.375”(h) Each side is 16.125"(w)
Cube provided	

Final Image should be print-quality resolution and directly printed on PS

INSTALLATION/UNINSTALLATION

Additional fees apply

All displays/designs must be approved by airport marketing department before installation.

CAPTIVATING DISPLAYS
LCD SCROLLERS

You will have a captive audience with your customized ad on our five 42” LCD televisions, located above the luggage carousels and at the courtesy kiosk in Baggage Claim. LCD screens provide crisp, clear images that rotate on a continuously looped three minute (max) slide show.

PRICING INFORMATION

10-second Scroller	$200/mo
Package of two	$350/mo
Package of three	$500/mo

The number of 10-second slots available is limited to no more than 18. Each 10-second slot may be filled with one static or dynamic image, or two files that show for 5-seconds each.

PRODUCTION SPECIFICATIONS

Image Types	JPG, GIF, BMP (32-BIT High Color)
Image Size	1360 x 768 (Full Screen)
Dynamic (movie) Types	AVL, MPG, ASF
Dynamic (movie) Size	Video files less than 2.5 MB

INSTALLATION/UNINSTALLATION

Clients may change their artwork at any time at no additional charge.

All displays/designs must be approved by airport marketing department before installation.

CAPTIVATING DISPLAYS
RESERVATION CENTER

Located in our Welcome Center adjacent to Baggage Claim, the Reservation Center Display is ideal for hotels, car rental agencies and ground transportation providers. Each size comes with an easy phone connection directly to your business via our courtesy reservation phone.

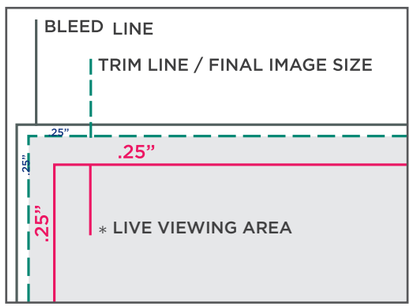
PRICING INFORMATION

Small	$125/mo
Medium	$250/mo
Large	$350/mo

PRODUCTION SPECIFICATIONS

Finished Trimmed Size:

Small	9”(w) x 11.25”(h)
Medium	18.25”(w) x 11.25”(h)
Large	26.75”(w) x 11.25”(h)



*The live viewing area is .25” smaller than the final image, on all sides.

Final Image should be print-quality resolution and printed on photo film (such as Lightjet, Lambda) or a direct print on white translucent vinyl.

INSTALLATION/UNINSTALLATION

Provided at no additional charge. Direct phone connection included.
All displays/designs must be approved by airport marketing department before installation.

CAPTIVATING DISPLAYS
RECHARGE KIOSK

The Recharge Station Kiosk is located between Gates 2 and 3 on the airside of the terminal. This attention-getting kiosk is a highly utilized area and a focal point for waiting passengers before flights. Use this opportunity to boldly brand your business in this sought after location.

PRICING INFORMATION

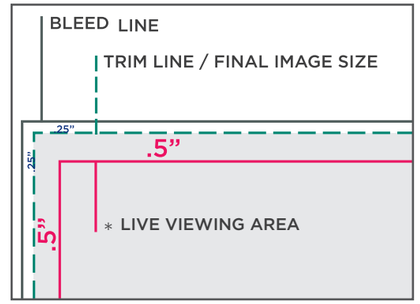
One Kiosk Poster	$300/mo

Prices include literature "take-away" at Kiosk underneath poster

PRODUCTION SPECIFICATIONS

Finished Trimmed Size:

Kiosk Poster	30.25”(w) x 46.25”(h)



*The live viewing area is .5” smaller than the final image, on all sides.

Final Image should be print-quality resolution and printed on photo film (such as Lightjet, Lambda) or a direct print on white translucent vinyl.

INSTALLATION/UNINSTALLATION

Provided at no additional charge

All displays/designs must be approved by airport marketing department before installation.

CAPTIVATING DISPLAYS
KIOSK

Kiosks are a great way to convey your message or product. Our kiosks can be configured to display actual product, back-lit graphics or printed graphics. Kiosks are located in the Grand Hall. Brochure or business card racks may also be attached to the kiosks so customers can take information about your business.

PRICING INFORMATION

Large Kiosk Grand Hall (Landside/Pre-Security)	$300/mo
Brochure "take-away" Pocket	$50/mo

SPECIFICATIONS

Kiosk Size	20.5”(w) x 42.25”(h) x 21.5"(d)

Kiosks are LED Spot-lit with available power outlet.

INSTALLATION/UNINSTALLATION

Provided at no additional charge

All displays/designs must be approved by airport marketing department before installation.

SHORT TERM + EVENT
NON-PROFIT WALL

The airport understands that there are many small non-profit organizations in the region that could benefit from an advertising presence in the airport. We have dedicated a prominent display location near the Grand Hall and Art Gallery for our area’s non-profit organizations. This space is leased at a greatly reduced rate to eligible organizations, or traded at retail value for sponsorship. All lease and trade opportunities will be reviewed and approved by the airport’s marketing director.

PRICING INFORMATION

3 | 6 | 12 month option	$125 - $500/yr

PRODUCTION SPECIFICATIONS

Finished Trimmed Size:

Poster	27”(w) x 24”(h)

Final Image should be print quality resolution and printed on psv vinyl or static cling vinyl.

INSTALLATION/UNINSTALLATION

Provided at no additional charge

All displays/designs must be approved by airport marketing department before installation.

SHORT TERM + EVENT
WELCOME BANNER

Welcome your organization or event attendees to the airport with a vibrant, eye catching banner or poster. This welcome signage can be a great tool for way-finding and giving your organization an official presence when guests arrive at the airport.

PRICING INFORMATION

Welcome Banner or Poster

ONE DAY	TWO DAYS	ONE WEEK
$50	$75	$225*

*One week maximum

SPECIFICATIONS

Banner Max Width	33"(w)
Poster Max Size	24"x 36"

INSTALLATION/UNINSTALLATION

Provided at no additional charge

All displays/designs must be approved by airport marketing department before installation.

SHORT TERM + EVENT
BANNER + SMALL KIOSK

Several temporary display areas are designated throughout the terminal for use on a short-term basis to advertise special events that are happening in the region. Messages must be approved by the airport marketing department, and approval is based partially on event size, reach, target audience and appeal to the general customer base of Asheville Regional Airport.

PRICING INFORMATION

	ONE MONTH	THREE MONTHS
Grand Hall (Landside/Pre-Security)	$500	$1,200
Baggage Claim (Landside/Pre-Security)	$300	$750
Atrium (Airside/Post-Security)	$500	$1,200
Gates (Airside/Post-Security)	$300	$750

Larger sizes will be considered and custom pricing assigned.

SPECIFICATIONS

Freestanding Banner Max Width	33"(w)
Small Kiosk	18"(w) x 30"(h) x 18" (d)

INSTALLATION/UNINSTALLATION

Provided at no additional charge

All displays/designs must be approved by airport marketing department before installation.

BRANDED SERVICE + CUSTOM
REFILL + RECHARGE

Water bottle refill and recharge stations are located in a variety of locations in the terminal. We encourage advertisers to brand these high traffic areas with custom displays. Whether a wall wrap or another creative option, these stations are sure to attract large audiences.

PRICING INFORMATION

Recharge Station	$500/mo
Water Bottle Refill Station	$250/mo*

*Price per location

SPECIFICATIONS

Custom

INSTALLATION/UNINSTALLATION

Additional Fees apply.

All displays/designs must be approved by airport marketing department before installation.

BRANDED SERVICE + CUSTOM
OTHER GREAT IDEAS...

Have a creative idea that you don't see here? Great! Let's chat about it! We are open to any idea, and will collaborate with you to develop a plan that works.

PRICING INFORMATION

Prices are customized and vary per location and size

THE DETAILS YOU NEED

Contracts

All ad campaigns require a contract between the advertiser and the Greater Asheville Regional Airport Authority. Please allow 10-14 business days for execution of a contract.

Payments

Payments are due on the first day of each month and Advertisers will receive monthly invoices. A 5% discount may be applied for annual fees paid in full upon contract execution. All rates listed in this document are NET, and excluding temporary, special event and non-profit display advertising, are sold for a minimum 12-month contract. Discounted rates will be offered for longer terms. First month's payment is due with signed contract.

Advertisement Design & Production

The advertiser is responsible for all design and production costs and fulfillment. The airport provides the space for the advertisements, and coordinates the installation and maintenance of all advertisements. There may be installation or uninstallation fees associated with a display.

Advertisement Approval

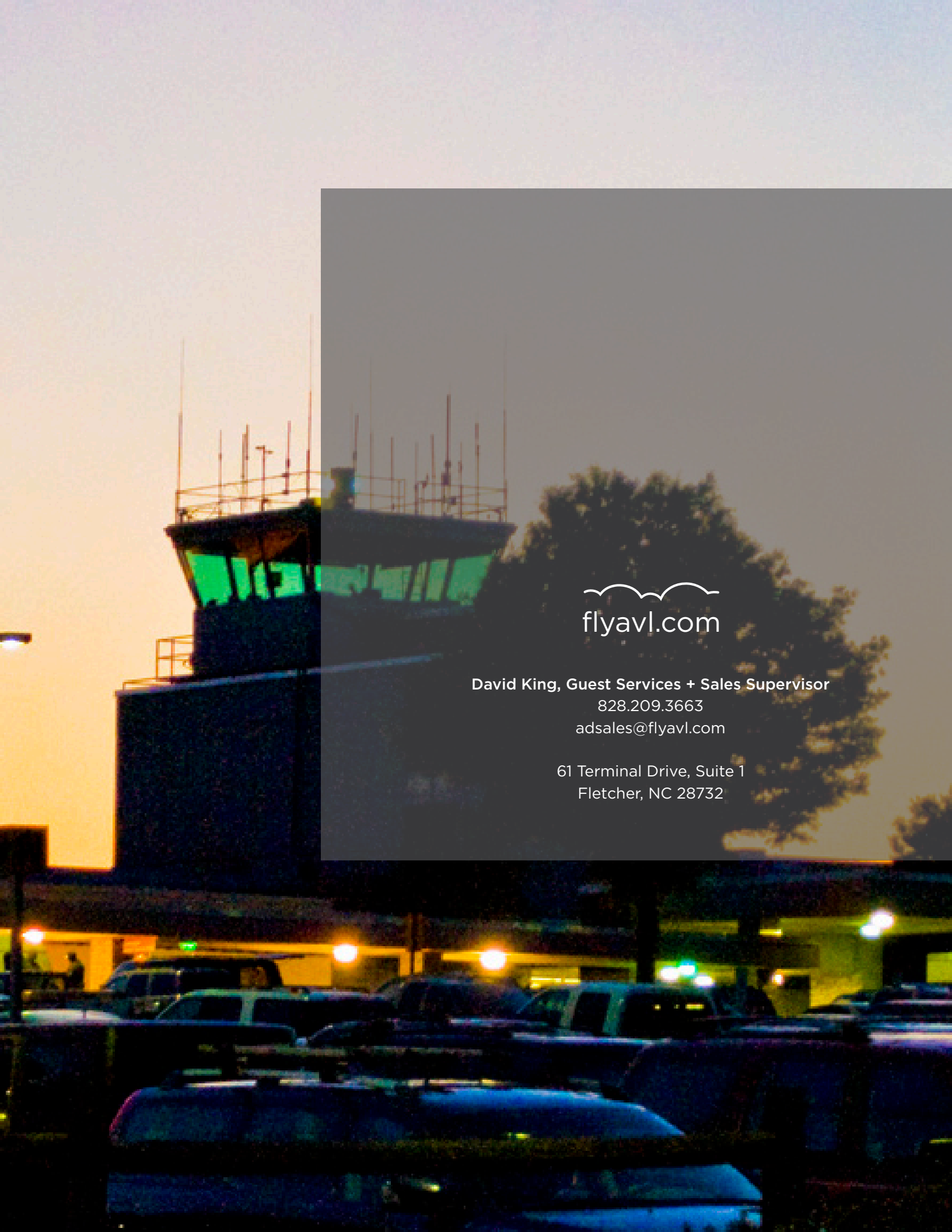
All display artwork, graphics and design must be approved by the airport prior to placement. Please send a PDF file to your sales representative via email for approval.

Delivery of Materials

All materials you have produced for your display must be delivered to the airport one week prior to the start of the contract for installation. Your sales representative will coordinate dates and details with you, and make the process as easy as possible.

Customer Service

You have a dedicated airport sales representative who will provide detailed customer service throughout your airport advertising experience. As a value to you, your representative will share feedback about your advertisement, make suggestions about how to best maximize your exposure to customers, and reward you with value-added opportunities in the terminal as they become available. We want you to gain customers and brand awareness, and will work with you to maximize your airport advertising experience!



flyavl.com

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