

# Advertising at AVL

With approximately **675,000** passengers traveling through AVL annually, your business has the opportunity to reach a wide and diverse audience of potential customers!

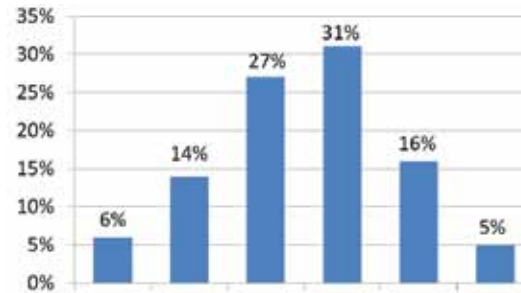
The 55/45 split of leisure and business travelers at AVL makes up a high-income target audience – nearly half have a **household income of \$75k or more** – and more than 70% of passengers are between the ages of 31 and 60.

Displaying your brochure at AVL gives your company a **strong first-impression** with these visitors and residents of Western North Carolina.

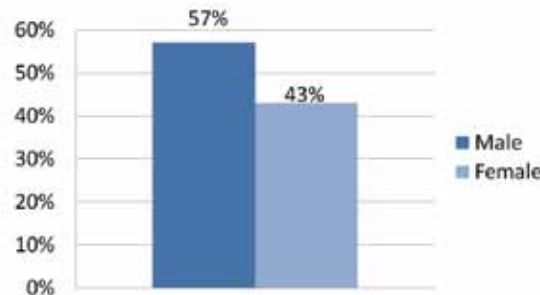
The brochure displays are located in Bag Claim, adjacent to the Guest Services desk, in a **highly visible** location. The Guest Services staff directs passengers to the brochures for information about area attractions, accommodations, dining, entertainment and more.

## Passenger Profile

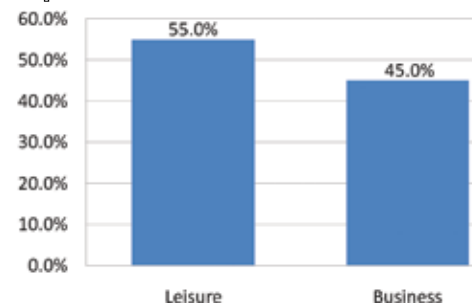
### Age



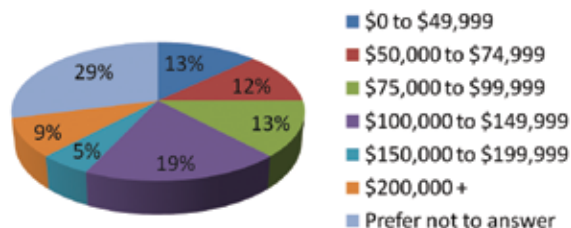
### Gender



### Purpose of Travel



### Household Income



## AVL Profile

- Serving 11 Western North Carolina counties
- Five on-site rental car companies
- Approximately 29 daily arrivals
- Five major commercial airlines
- More than 50,000 passengers assisted at Guest Services (adjacent to brochure racks)



## The Details

- Advertisers sign an annual agreement
- Advertisers may supply up to four (4) cases (or 3000) brochures to AVL at a time
- Materials must be professional in appearance and approved by the Marketing and Public Relations Department

# Rates

Standard brochure/rack card  
(4" wide or less) \$275

Non-standard brochure/rack card  
(4"- 6" wide) \$350

Extra-large brochure/rack card  
(6" wide or greater) \$425

Rates are on a per-year basis for one rack slot. Multiple slots may be purchased.

# Need more info?

## Contact Guest Services

Phone: 828-209-3663

E-mail: [gs@flyavl.com](mailto:gs@flyavl.com)

Mail: Asheville Regional Airport Authority  
Attn. Guest Services  
61 Terminal Drive, Suite 1  
Fletcher, NC 28732



## Brochure Display Advertising



[www.flyavl.com](http://www.flyavl.com)

