



ADVERTISING OPPORTUNITIES



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why advertise in the sunport?

The Albuquerque International Sunport, known for its distinct southwestern architecture and cultural décor, is New Mexico's largest commercial airport, welcoming over 5 million passengers each year. The Sunport boasts a world-class art collection, unique amenities, New Mexican cuisine, local artisanal gifts and has a \$2.1 Billion impact on the state.

The Albuquerque International Sunport is the Gateway of New Mexico.



Nonstop service to 29 destinations,
with worldwide connectivity



Ranked Top 5 medium-size
airport by J.D. Power



Served by 8 major carriers
and 2 charter airlines



Over 5 million
passengers per year





customer profile

Majority of passengers (58%) are leisure travelers
 Vast majority of passengers (72%) live in the southwest
 The average traveler spends 2 hours at the airport
 44% travel alone, 34% travel in a pair



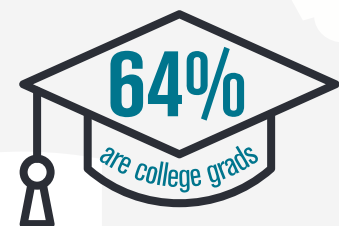
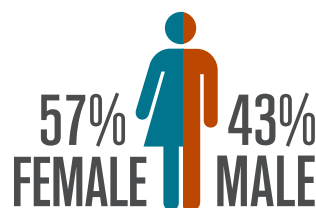
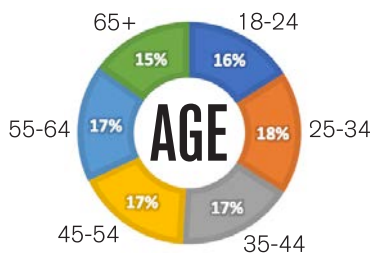
average
time spent
in terminal



demographics

57% Female, 43% Male
 40% single, 49% married

Age evenly split between 18 and 64
 84% have attended at least some college





advertising options



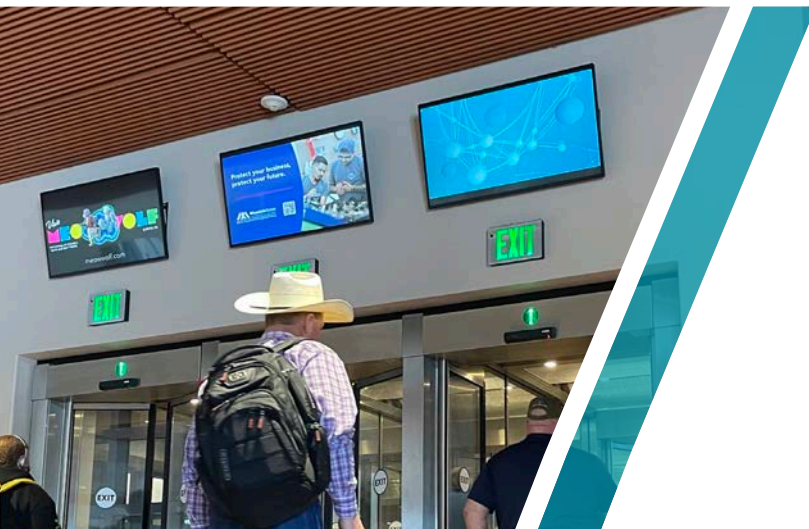
Bag Claim Monitors

14 high-visibility, 65" diag monitors
12 spots available on 10 second loop
captures 100% of arriving passengers



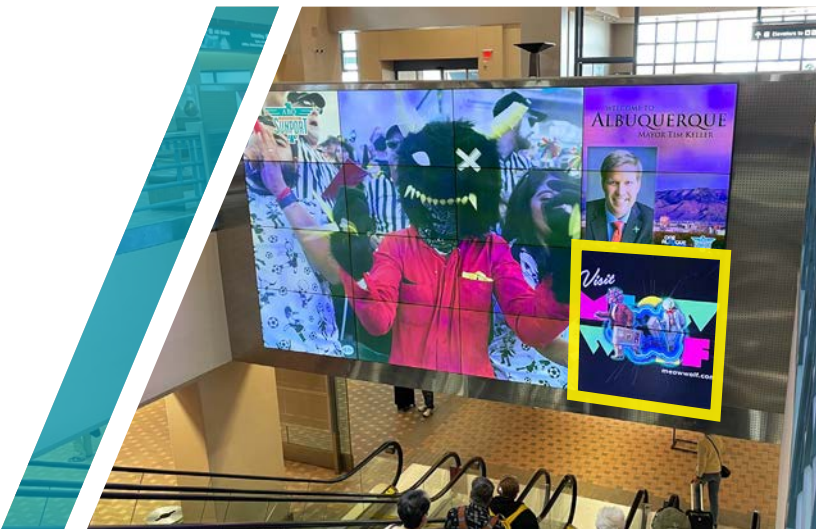
Shuttle Buses

full bus wrap
running 20 hours per day
over 400,000 impressions per year per bus



Exit Corridor Monitors

3 high-visibility, 42" diag monitors
12 spots available on 10 second loop
captures 100% of arriving passengers



Escalator Monitors

lower right corner only, 48" x 54"
12 spots available on 7 second loop
captures 100% of arriving passengers
*static images only



advertising options



Elevator Wraps

each package includes 3 locations
high-impact, large canvas to deliver
your brand & messaging



Brochure Rack Display

exclusive, premium space
2D or 3D space with available power
captures 100% of arriving passengers



Silicone Edge Graphic (SEG)

multiple location options at restrooms
and water stations
large, high-impact medium



Exhibit Space in Great Hall

accommodates large exhibits up to
15' wide x 8' tall x 3' deep
captures 50% of departing passengers



advertising options



Video Wall

huge, premium space above escalators going to bag claim
2,700,000+ impressions per year



Triangle Column Signs

includes three double-sided columns
excellent for series/staggered messaging
captures 100% of arriving passengers

see next page
for new spaces
coming soon!

SOLD



Wall Wraps

two exclusive spaces, 12' wide
on either side of bag claim level
captures 100% of arriving passengers



advertising options coming 2024



Concourse Monitors

each package includes 9 monitors,
spread throughout A&B Concourse
captures 100% of arriving AND departing passengers



Checkpoint Monitors

four large monitors in recompose
area of security checkpoint
captures 100% of departing passengers



FIDS Monitors

3 high-traffic locations
12 spots available on 10 second loop
captures 100% of departing passengers



Large Video Wall

this massive LCD system will be our
largest space at 25' wide x 9' tall
captures 100% of arriving passengers



customized sponsorships

These opportunities allow you to align your brand with special amenities provided at the Sunport. Take advantage of naming rights, long-term sponsorships and custom signage for these captive audiences.

Call for other areas that may be available!



Mother's Nursing Room
make your brand synonymous with this beautiful space for nursing mothers



Pet Relief Area
very popular with passengers traveling with service animal or pet



Shuttle Waiting Area
5 shuttle operators utilize this area

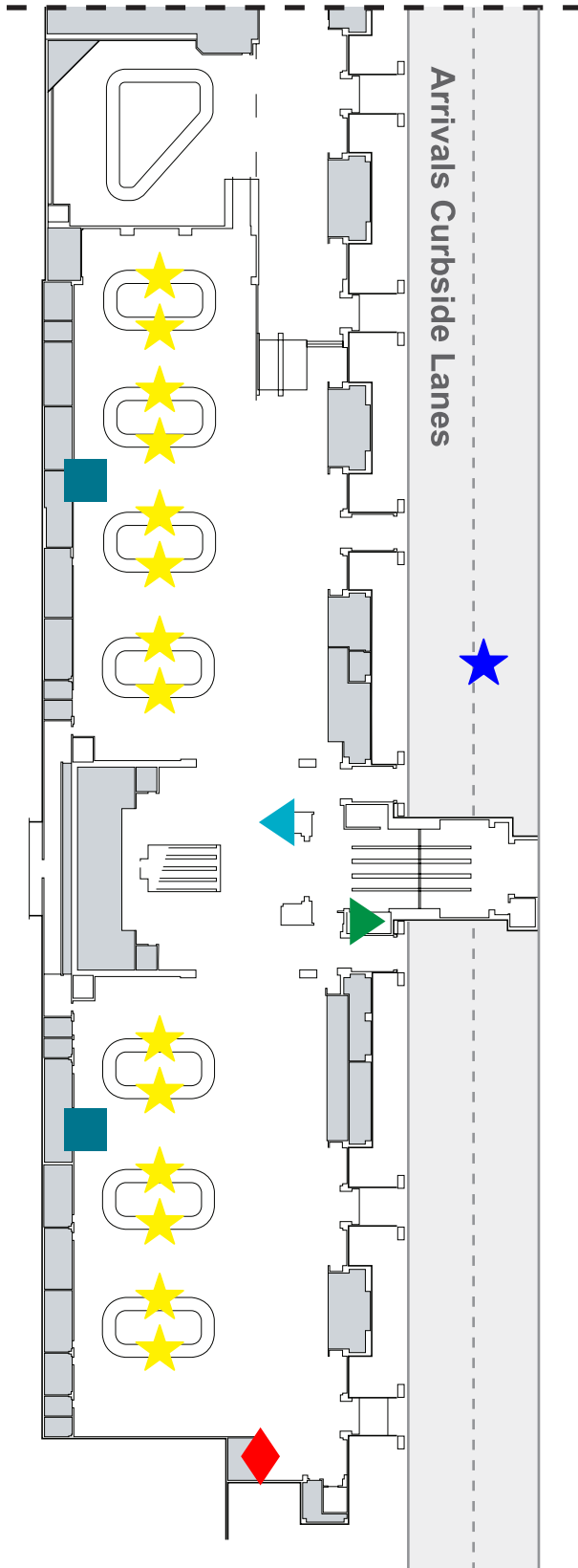


Charging Stations
areas available on each concourse

space maps

1st level

- baggage claim



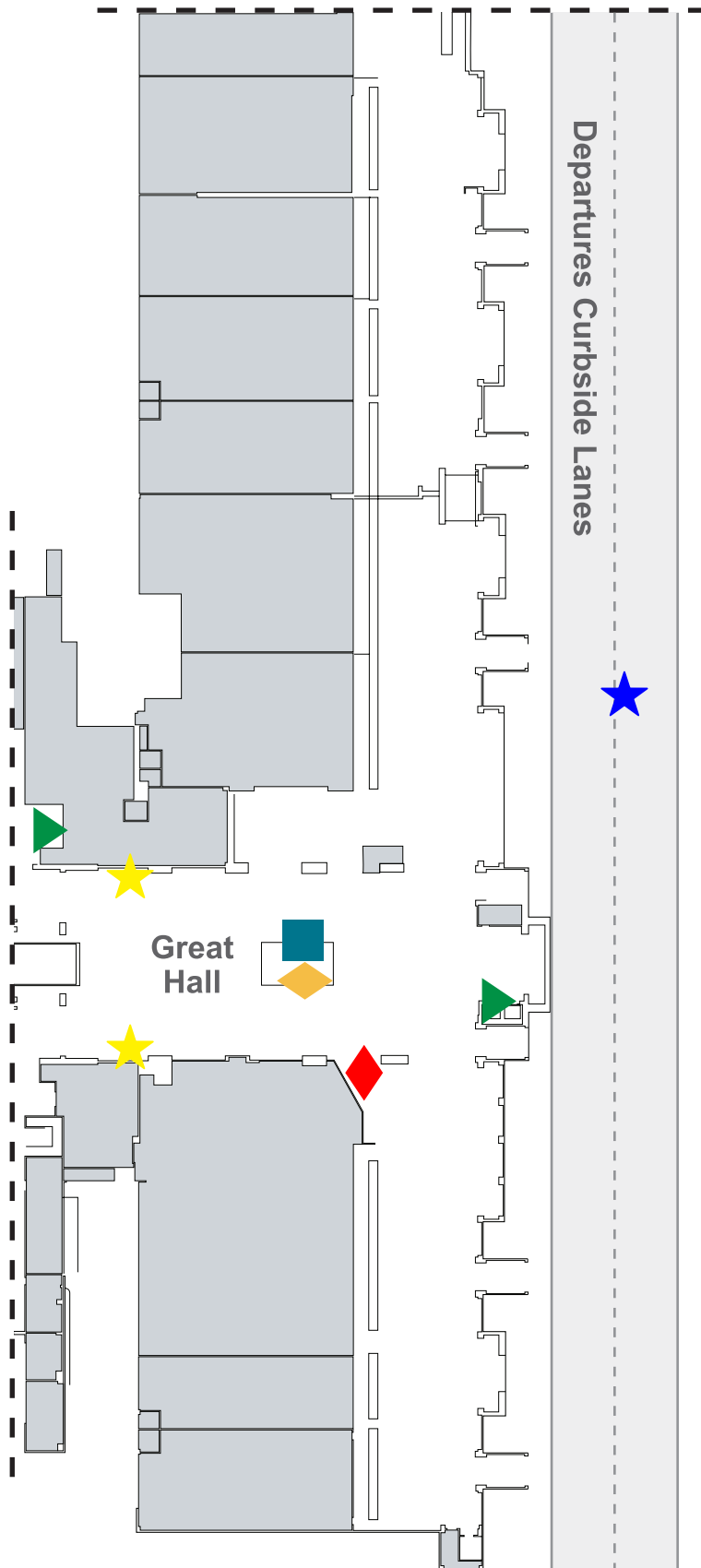
- ★ Baggage Claim Monitors
- ▲ Elevator Wrap (options)
- ◆ Shuttle Waiting Area
- ★ Rental Car Shuttles
- Wall Wraps
- ▲ Brochure Rack Display



space maps

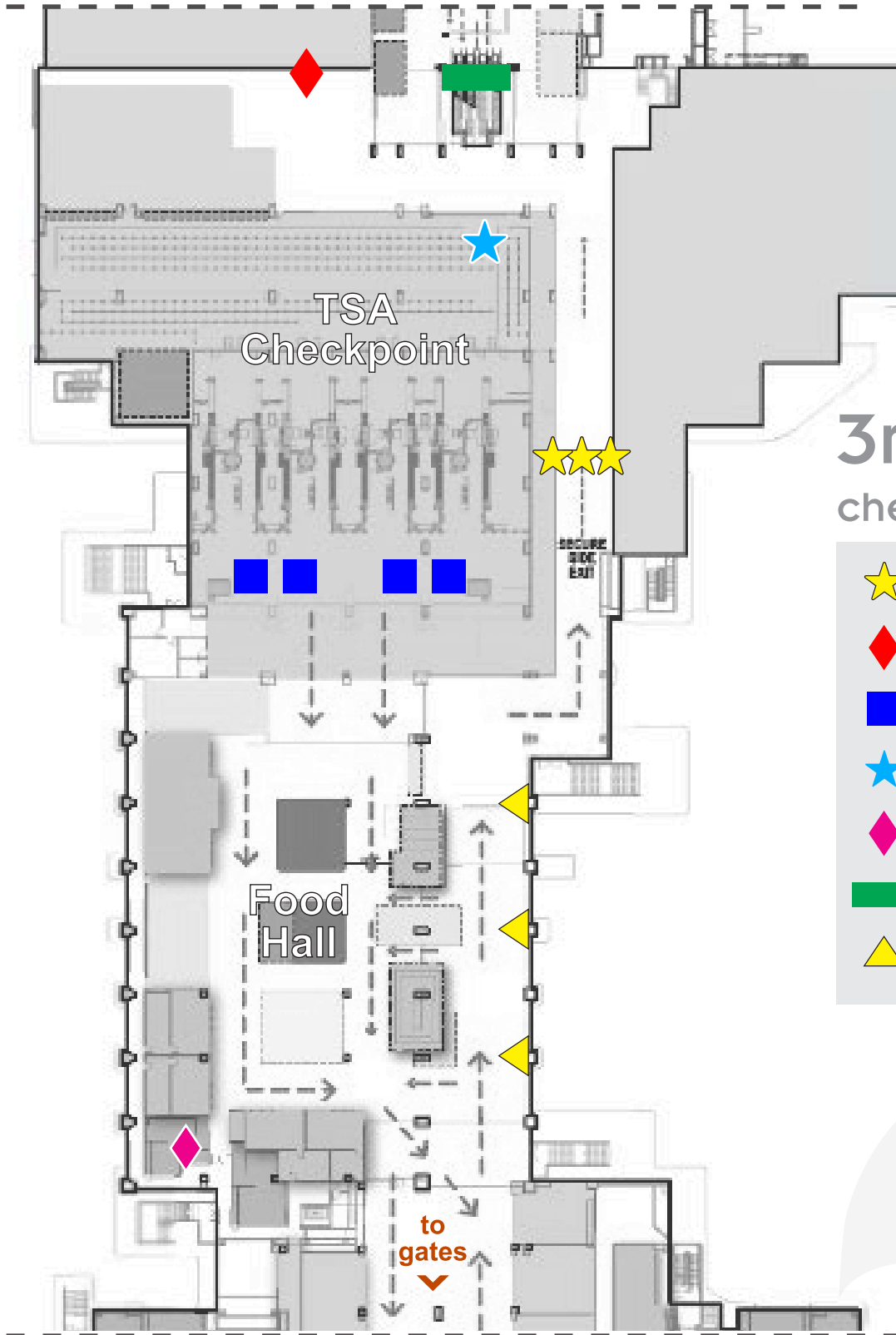
2nd level

- ticketing/great hall



- ★ FIDS Monitors
- ▲ Elevator Wrap (options)
- ◆ Great Hall Exhibit Space
- ★ Rental Car Shuttles
- Video Wall
- ◇ Escalator Monitors





3rd level

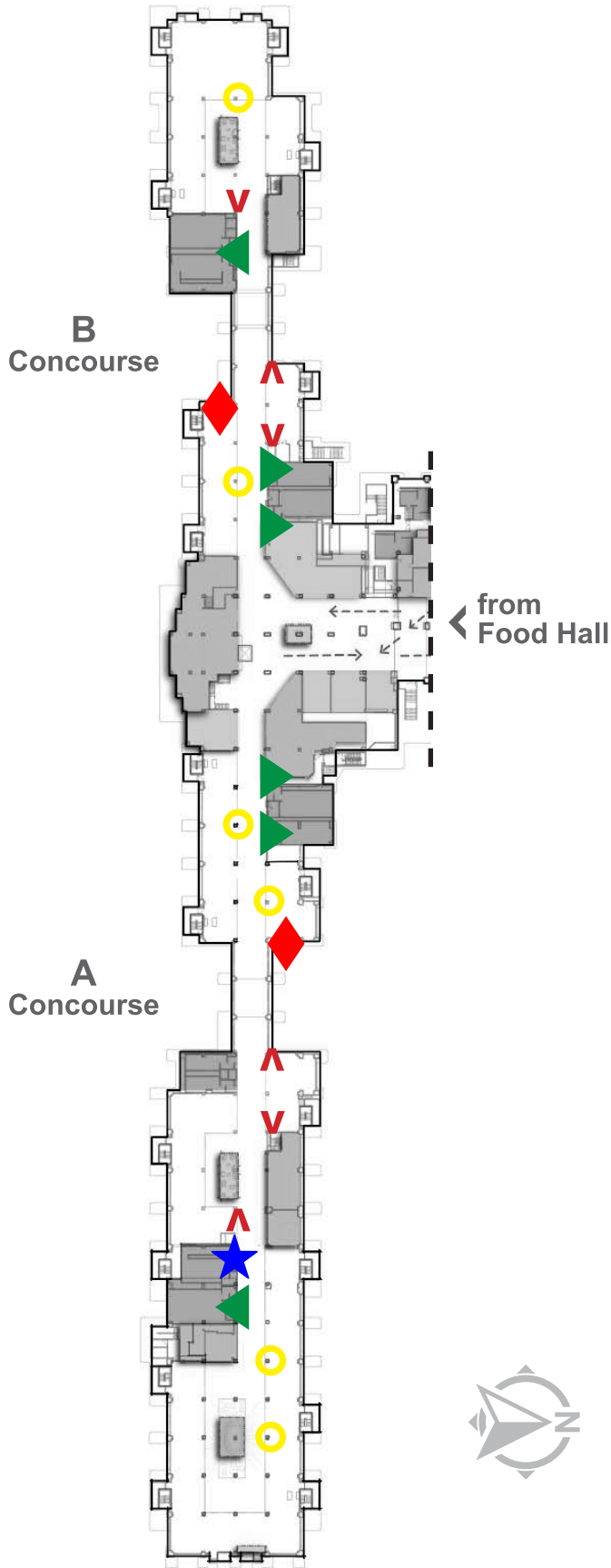
checkpoint & food hall






- Exit Corridor Monitors
- Elevator Wrap (option)
- Checkpoint Monitors
- FIDS Monitor
- Mother's Nursing Room
- Large Video Wall
- Triangle Column Signs

space maps

3rd level

- a/b concourse



-  Silicone Edge Graphics (SEGs)
-  Charging Stations
-  Pet Relief Area
-  Concourse Monitors, 2-sided
-  Concourse Monitors, single-sided





call today to discuss
options or schedule
a tour!

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