



ADVERTISING OPPORTUNITIES



SOFIA BAJANA
Program Manager

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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 5.5 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 32 destinations,
with worldwide connectivity**



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



**Served by 8 major carriers
and 1 charter airline**



**Over 5.5 million
passengers per year**





customer profile

Majority of passengers (58%) are leisure travelers

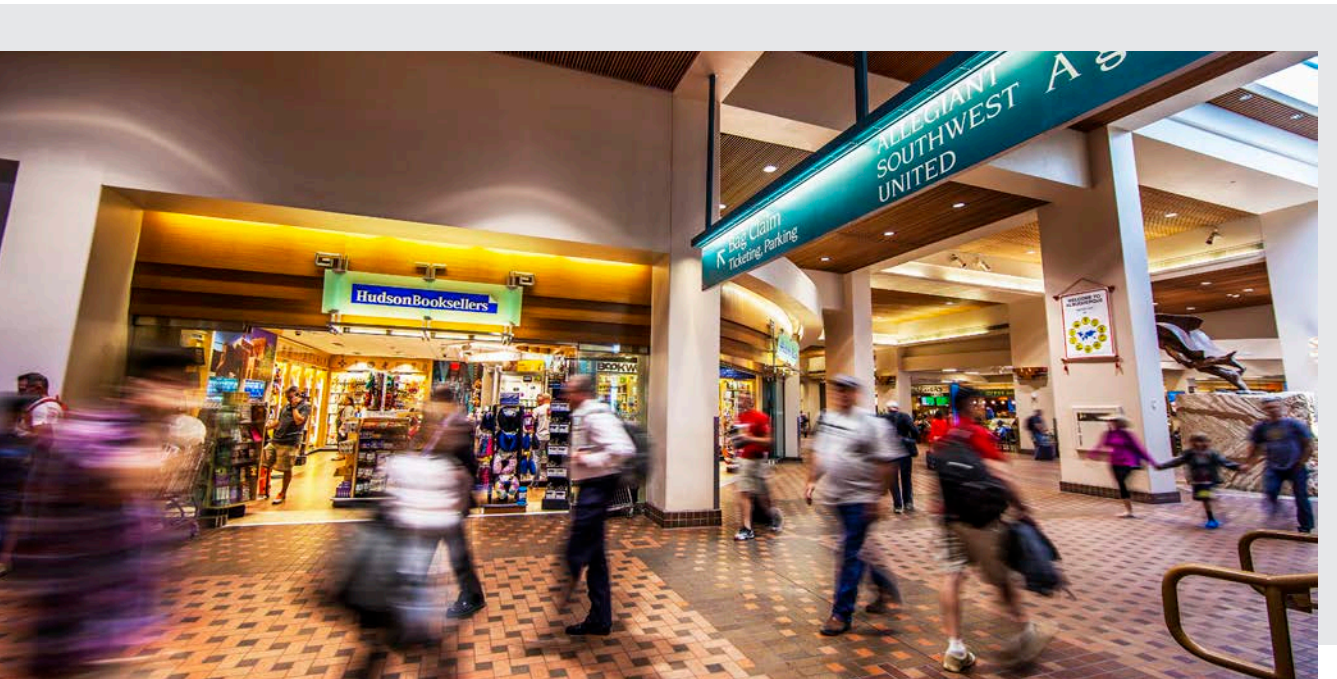
Vast majority of passengers (72%) live in the southwest

The average traveler spends 2 hours at the airport

44% travel alone, 34% travel in a pair



average
time spent
in terminal



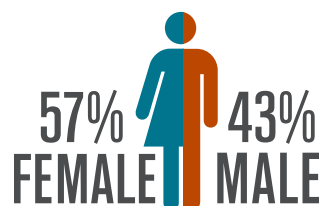
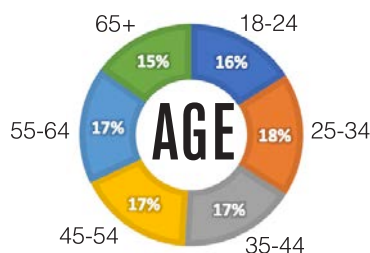
demographics

57% Female, 43% Male

40% single, 49% married

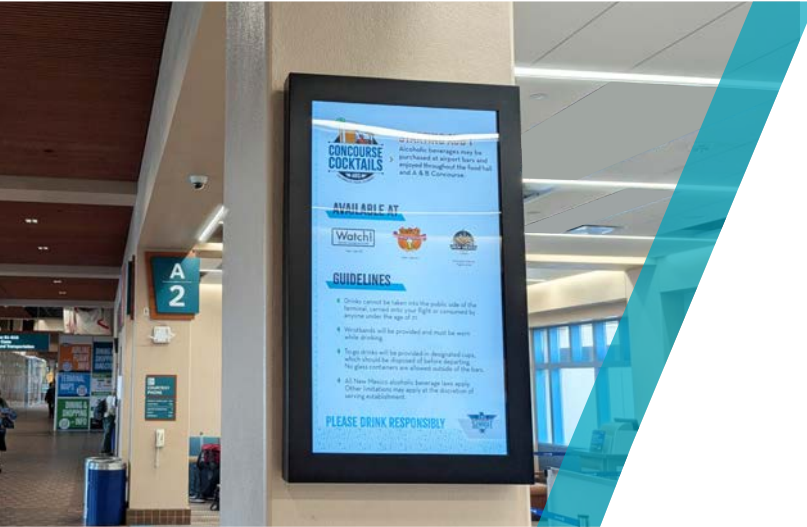
Age evenly split between 18 and 64

84% have attended at least some college





advertising options



Concourse Monitors

each package includes 9 monitors, spread throughout A&B Concourse captures 100% of arriving AND departing passengers. 12 spots on each package



Checkpoint Monitors

4 large monitors in recompose area of security checkpoint captures 100% of departing passengers 12 spots available on 10 second loop



FIDS Monitors

2 high-traffic locations in Great Hall 12 spots available on 10 second loop captures 100% of departing AND arriving passengers



Wall Wraps

two large, 20' walls available near Gates A3 and B3



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 Graphics (aka Tension Fabric Displays)

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

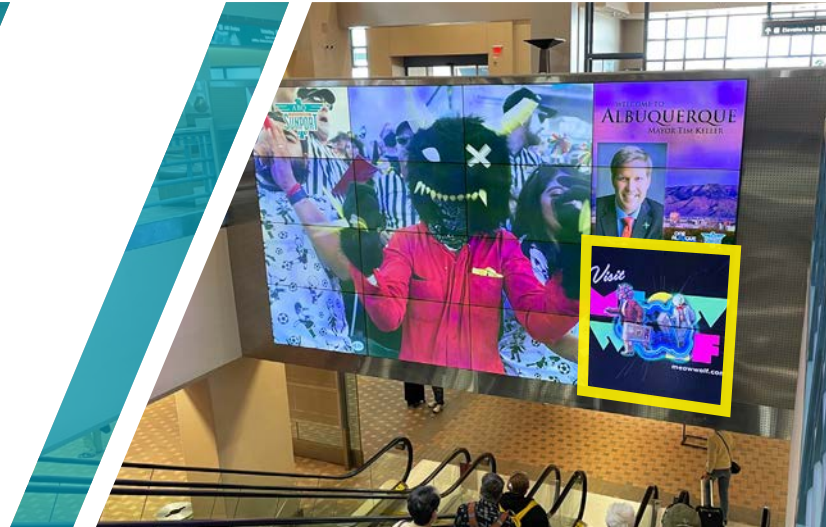


advertising options



Video Wall

huge, premium space above
escalators going to bag claim
2,700,000+ impressions per year
12 spots available on 10 second loop



Escalator Monitors

this space reflects lower right corner only.
12 spots available on 7 second loop
captures 100% of arriving passengers



Mother's Nursing Room

make your brand synonymous with this
beautiful space for nursing mothers.
Call to discuss options



SOLD

Video Wall Upper Banner

this exclusive space reflects the
upper-most section. 16' wide and
captures 100% of arriving passengers



advertising options



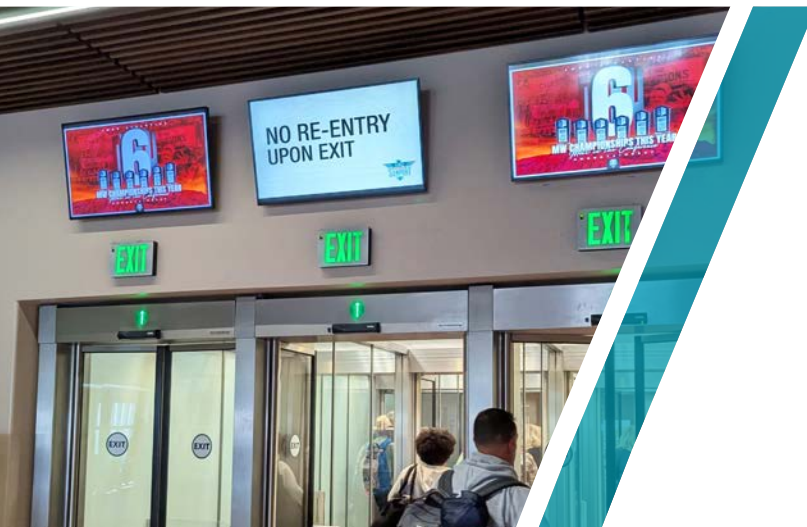
Bag Claim Monitors

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



Triangle Column Signs

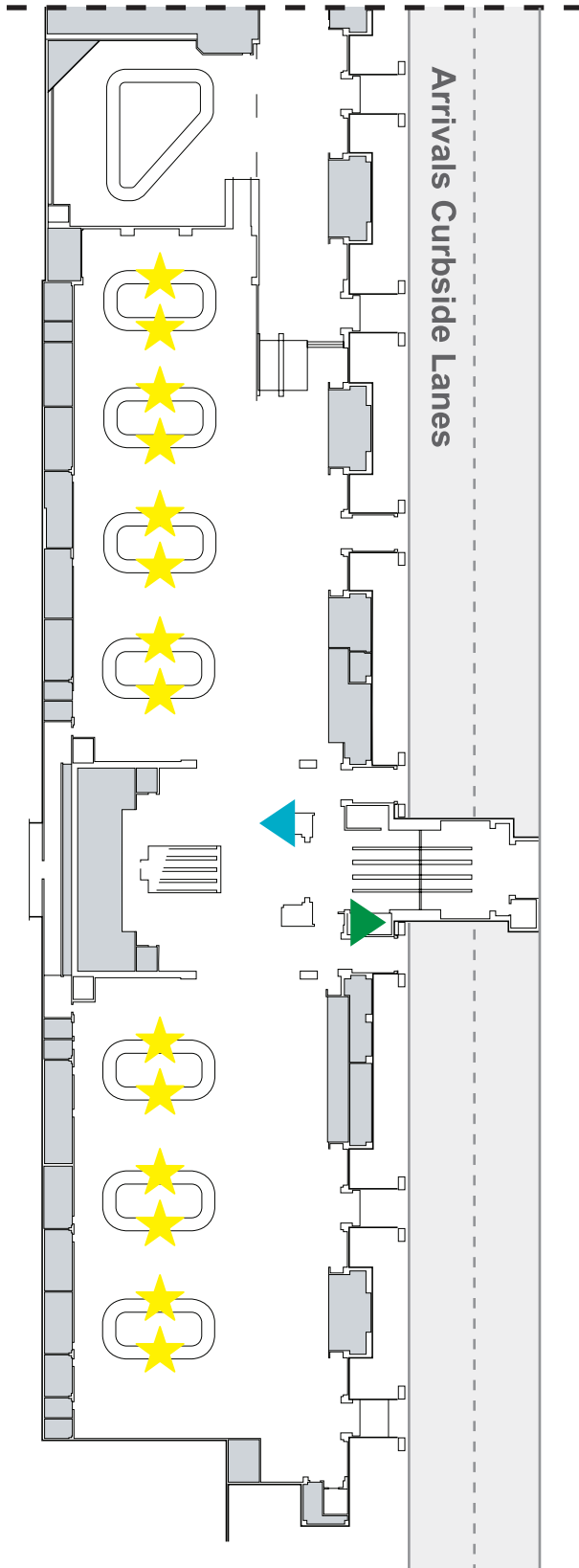
includes three double-sided columns
excellent for series/staggered messaging
captures 100% of arriving passengers



Exit Corridor Monitors

2 high-visibility monitors
12 spots available on 10 second loop
captures 100% of arriving passengers

space maps



1st level - baggage claim







- ★ Baggage Claim Monitors
- ▲ Elevator Wrap (options)
- ▲ Brochure Rack Display

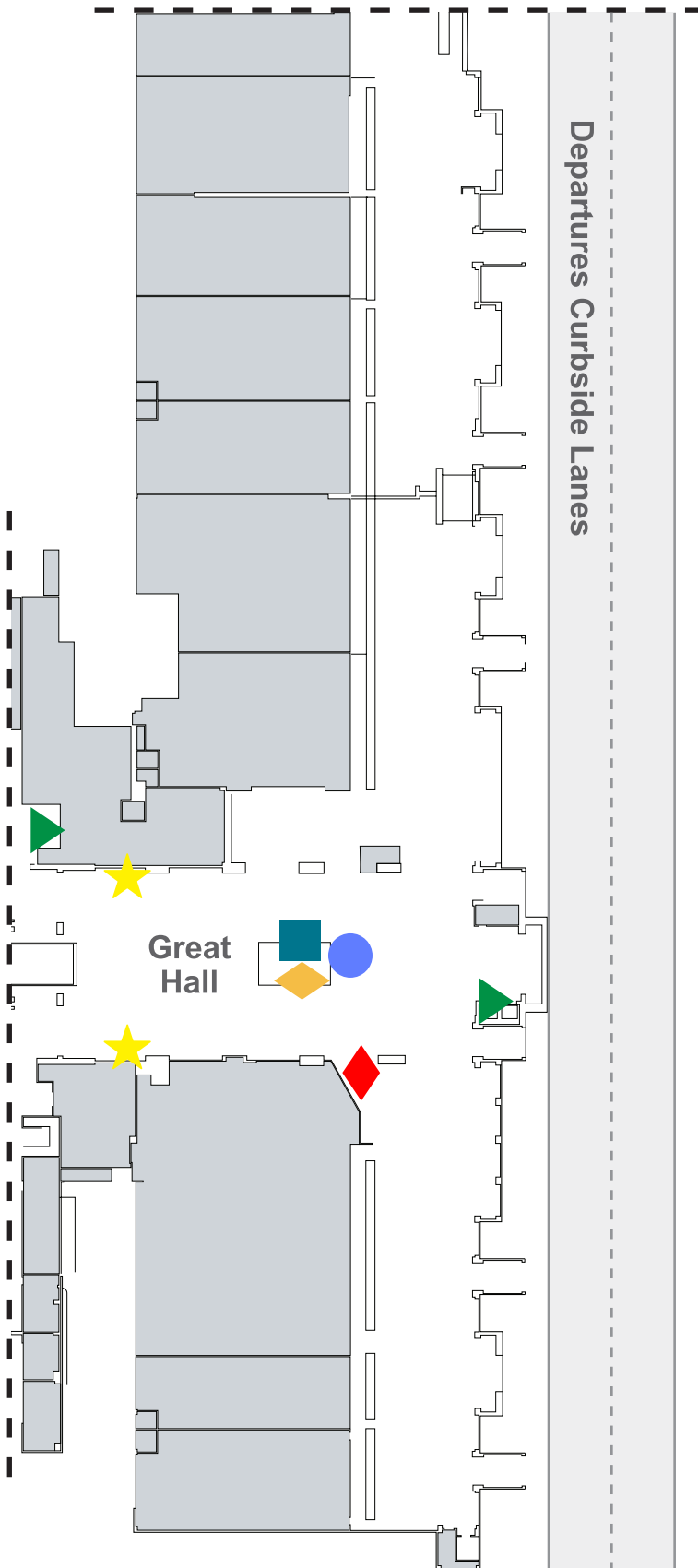
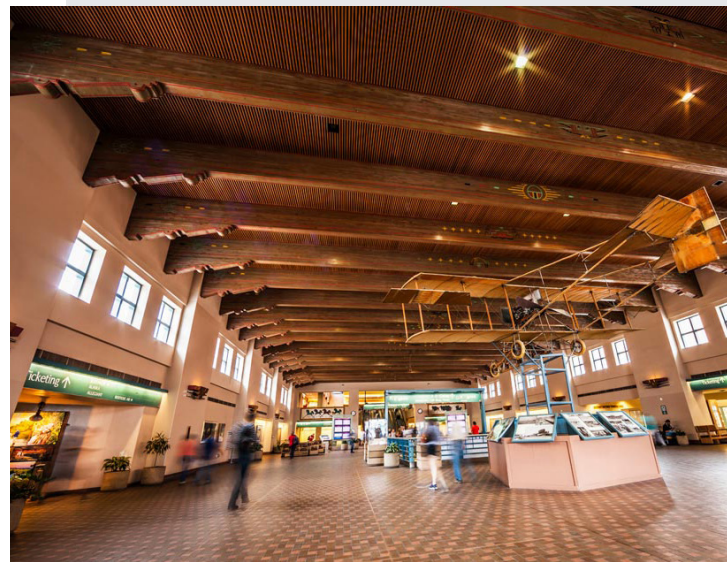


space maps

2nd level

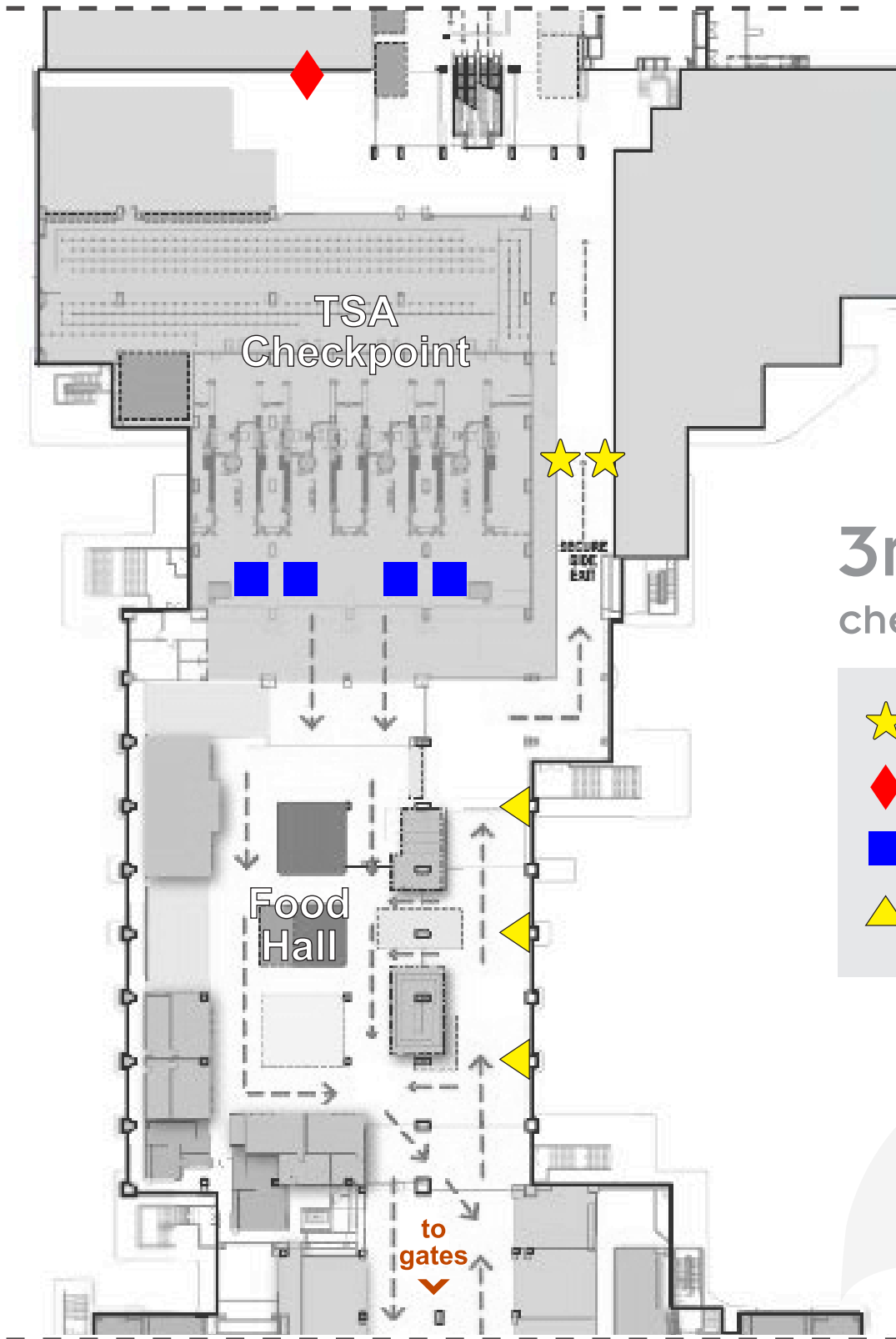
- ticketing/great hall

-  FIDS Monitors
-  Elevator Wrap (options)
-  Great Hall Exhibit Space
-  Video Wall
-  Escalator Monitors
-  Video Wall Upper Banner





space maps



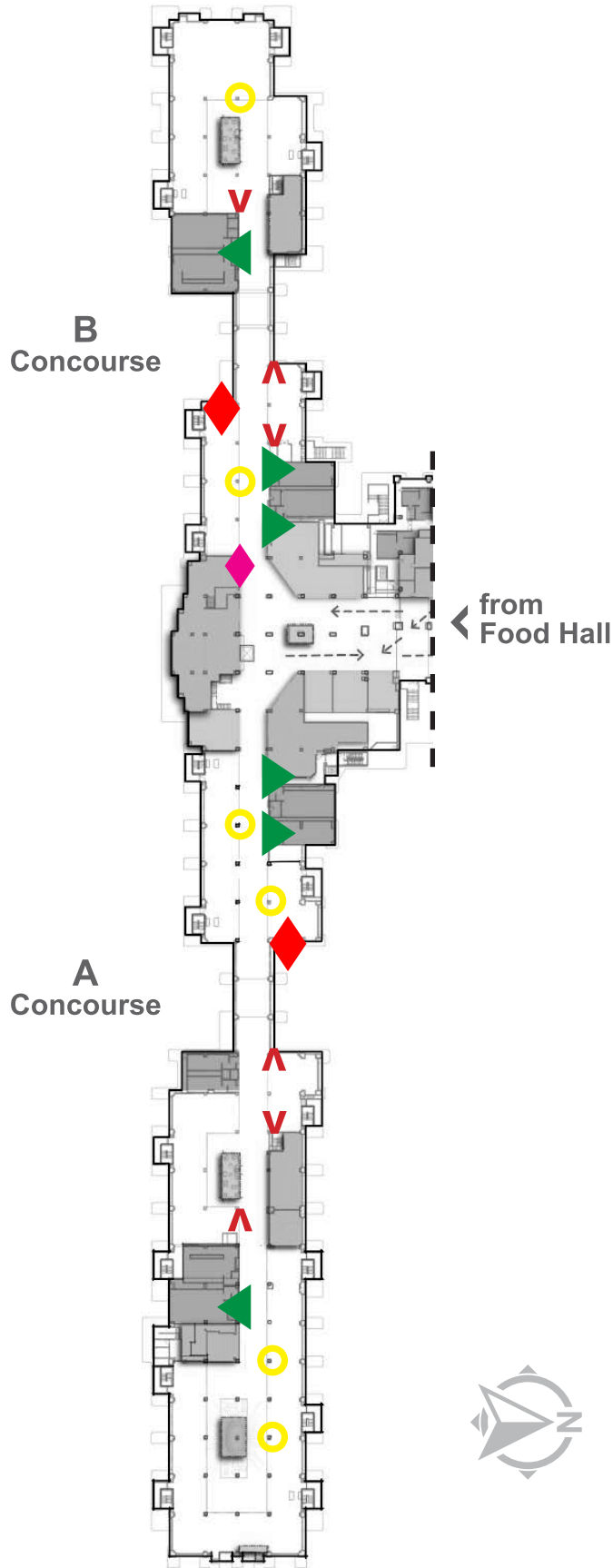
3rd level checkpoint & food hall






- ★ Exit Corridor Monitors
- ◆ Elevator Wrap (option)
- Checkpoint Monitors
- ▲ Triangle Column Signs

space maps

3rd level

- a/b concourse



-  Silicone Edge Graphics (SEGs)
-  Wall Wraps
-  Concourse Monitors, 2-sided
-  Concourse Monitors, single-sided
-  Mother's Nursing Room





advertising program rate sheet

space

	3 months		6 months		9 months	
	monthly	total campaign	monthly	total campaign	monthly	total campaign
FIDS Monitors (2)	\$544	\$1,633	\$495	\$2,970	\$450	\$4,050
Escalator Monitors	\$607	\$1,822	\$552	\$3,314	\$502	\$4,518
Checkpoint Monitors (4)	\$907	\$2,722	\$825	\$4,950	\$750	\$6,750
Exit Corridor Monitors (2)	\$607	\$1,822	\$552	\$3,314	\$502	\$4,518
Bag Claim Monitors (14)	\$1,141	\$3,424	\$1,037	\$6,225	\$943	\$8,487
Concourse Monitors (9)	\$2,520	\$7,562	\$2,291	\$13,750	\$2,083	\$18,747
Video Wall	\$2,016	\$6,050	\$1,833	\$11,000	\$1,667	\$15,003
Video Wall Upper Banner	\$4,235	\$12,705	\$3,850	\$23,100	\$3,500	\$31,500
* Exhibit space in Great Hall	\$1,141	\$3,424	\$1,037	\$6,225	\$943	\$8,487
* Triangular Column Signs (3)	\$1,008	\$3,025	\$916	\$5,500	\$833	\$7,497
* Silicone Edge Graphics	\$607	\$1,822	\$552	\$3,314	\$502	\$4,518
* Elevator Wraps (3)	\$783	\$2,350	\$712	\$4,273	\$647	\$5,823
* Brochure Rack Display	\$1,141	\$3,424	\$1,037	\$6,225	\$934	\$8,403
* Wall Wraps	\$806	\$2,420	\$733	\$4,400	\$667	\$6,003
* Mother's Nursing Room	Call to discuss options					

* advertiser responsible for
production costs





call today to discuss options or schedule a tour!

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