

2013 Media Kit



Plattsburgh International Airport

The North Country Chamber of Commerce proudly manages the advertising for Plattsburgh International Airport. The Chamber offers a wide range of advertising opportunities including strategically placed large format kiosks, stylish backlit light-boxes and brochure distribution within the terminal, as well as online marketing opportunities via flyplattsburgh.com and our monthly e-Newsletter.

Please contact the North Country Chamber of Commerce for more information on airport advertising.

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flyplattsburgh.com



Terminal Advertising

In 2013, an excess of 175,000 business and leisure travelers (more than 85% from Canada) will pass through Plattsburgh International Airport offering an excellent opportunity to present your company's message to a very desirable demographic group for maximum effectiveness.

- Airports boast one of the highest demographics:
 - Median household income of \$104,000
 - 48% professional/managerial
- A captive audience translates to superior visibility:
 - Air travelers arrive at airports on average 2 hours prior to departure
 - Average gate hold dwell time is 70 minutes
 - Average baggage claim dwell time is 20 minutes



Large Format Light Boxes: Command the attention of passengers en route to hold rooms, baggage claim and ground transportation with bold brilliant advertising messages. Our light boxes are large back-lit transparencies, housed in attractive frames to get your message across – in a big way!

Location	Size	Annual Cost	Contract	Inventory
Lobby Entrance Self-standing kiosk	40" x 50"	\$2,500	Jan-Dec	Sold out
TSA Area Wall mount	50" x 40"	\$2,000	Jan-Dec	1 left
Baggage Claim Wall mount	50" x 40"	\$1,800	Jan-Dec	Sold out
Passenger Area Self-standing kiosk	40" x 50"	\$750	Jan-Dec	2 available

* All light box advertising must be bi-lingual.

Visitors Information Center: Located in the Baggage Claim Area, our Visitors Information Center showcases your brochures and puts your information in the hands of travelers right when they need it.

Brochure Type	Size	Annual Cost	Contract
Magazine-style	8 ½" x 11"	\$250	Jan- Dec
Rack Card	4" x 9"	\$250	Jan- Dec

* The Chamber of Commerce will restock the Visitors Center and notify you if more brochures are needed.

flyplattsburgh.com

Our popular website, updated in June 2012, features a limited amount of real estate for banner ads and great value for advertisers with:

- 50,000 average page visitors per month
- Average three page views per visit
- 75% of the visitors visiting the site are from Canada



Banner Ads

Ad Size	DPI	File Type	Cost/Mos
195 x 98 pixels	72	GIF, JPG	\$75

* Banner ads will rotate throughout the site.

* French versions of banner ads are required for the sister page on the French site.

flyplattsburgh.com is the number one lead generator for Allegiant Air, outperforming all other airport websites it serves.



Sample banner on flyplattsburgh.com

e-Newsletter

Our bi-lingual e-Newsletter continues to garner overwhelming response with click-through rates topping 47% each month.

Subscribers are generated through our participation in consumer tradeshow in Montreal and flyplattsburgh.com. The opt-in list is currently at 24,000 subscribers and growing. More than 85% of subscribers are from Canada. Combine that with proven, trackable results, and our monthly newsletter becomes a powerful marketing tool for promoting your business.

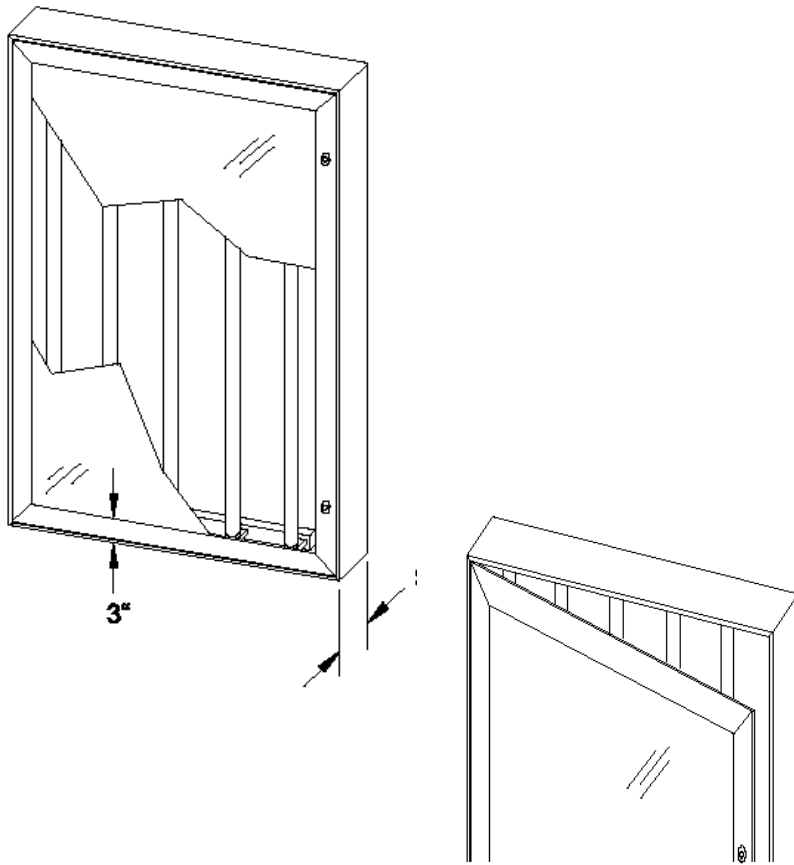
The screenshot shows the layout of the e-newsletter. At the top is the airport logo and name: "Plattsburgh International Airport Montreal's U.S. Airport". The main content area includes a personalized greeting "Dear Michele," followed by news about the airport's new bi-lingual website and a new air carrier. A featured section titled "Non-Stop Air Service: Plattsburgh to Fort Lauderdale just \$79" features a photo of an Allegiant Air plane (callout A) and details about direct flights starting in November. Below this is a "Commitment to Quality" section with a photo of an airplane cabin (callout C) and text about the partnership with SheltAir Aviation Services. On the right sidebar, there is a "Hertz Now Open" section with a photo of a woman driving (callout B), a "SIT BACK & COAST AWHILE" section with a photo of a couple, and "In the Wings" and "Quick Links" sections. A "Join Our Mailing List!" button is at the bottom right.

Ad Type	Size	Cost/Mos	Inventory
Banner Ad (A)	200 x100 pixels	\$100	3
Featured Ad (B)	Headline 25 – 30 words Linked text 130 x 100 linked photo	\$200	1
Featured Content (C)	Headline 50 – 75 words Linked text 130 x 100 linked photo	\$150	2

*French versions of ads and content are required for the French version of the newsletter

Advertising Guidelines

Specifications for Light Boxes



All airport advertising MUST be bilingual – no exceptions.

The North Country Chamber of Commerce, Clinton County and Plattsburgh International Airport reserve the right to deny any advertisement.

Advertisements that depict the following **WILL NOT** be accepted:

- An ad that is clearly false or misleading.
- Relates or suggests an illegal activity.
- Depicts or suggests explicit sexual or obscene material.
- Advertises alcohol or tobacco products.
- Advocates or opposes a political party, candidate for an elected position, issue or cause, religion, denomination, religious creed or belief.
- Depicts or advocates violence or antisocial behavior.
- Subjects individuals or groups of people to discrimination, public ridicule, or embarrassment.
- Includes language or graphics which is profane, vulgar or obscene.
- Advertisement or information contained therein that declares an endorsement by Clinton County, or Plattsburgh International Airport of any service, product or point of view.
- Advertisement is not in the best interest of the County or Plattsburgh International Airport.

Dimensions

Graphic Size	Visual Opening	Outside Dimension
40" x 50"	38 ¾" x 48 ¾"	44 ¾" x 54 ¾"
50" x 40"	48 ¾" x 38 ¾"	54 ¾" x 44 ¾"

The Chamber and Clinton County must review and approve all advertisements prior to them being displayed in the terminal building.

