# Terminal Advertising Opportunities

gspairport.com/advertise

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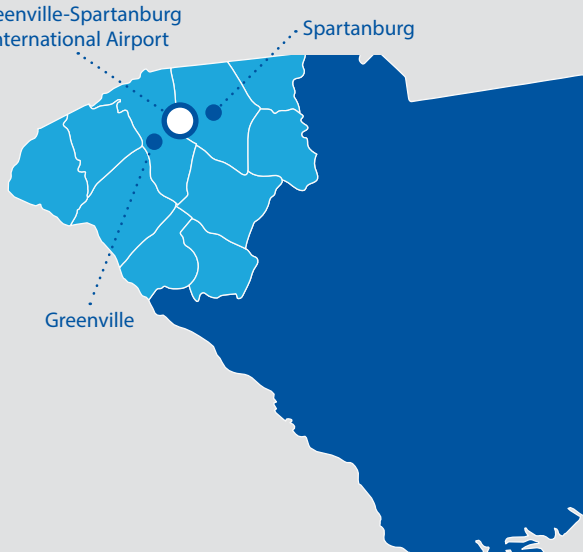
# About Upstate South Carolina

Nestled against the foothills of the Blue Ridge Mountains on the Interstate 85 corridor, GSP International Airport serves a rapidly growing region of the western Carolinas anchored by the cities of Greenville and Spartanburg. GSP's ideal location allows access to over 3.3 million residents within 75 miles and is home to over 500 international companies from over 30 countries. Once known as the "Textile Capital of the World," the Upstate has become a center for innovation in automation and manufacturing across several industries. With a small town spirit and an urban feel, we welcome you to our region.

Spartanburg, SC
**"Top Ten Coolest Towns in America"**
*- Bloomberg*

Greenville, SC
**"Breakout City on the Forefront of America's Economic Recovery"**
*- The Wall Street Journal*

Upstate, SC
**"The New Start Up South"**
*- Matador Network*



# Why Advertise at GSP?

## By the Numbers

Avg. **2.6 Million** Annual Passengers

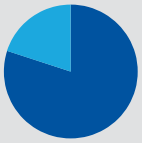
Avg. **1.4 Hours** Spent at Airport Per Trip

Business 60% | Leisure 40%

### Upstate South Carolina

Female 51% | Male 49%

| 1,544,124 | 40 | 245+ | 545+ |
|---|---|---|---|
| *Total Population* | *Average Age* | *# of HQ Locations* | *# of International Companies* |



**80%** of travelers notice airport advertising

**72%** of Upstate SC residents plan to take a trip in the next 12 months

**52%** of Upstate SC residents who plan to take a trip in the next 12 months have a 4-year college degree or higher

**67%** of Upstate SC residents who plan to take a trip in the next 12 months have a household income of $50,000 or more.

***Data Sources:*** *Magid Focus Group Testing - Upstate SC, August 2021 & Nielsen Airport Insight Study 2017*

## Airport Accolades

**"2021 Concessions Adaptability Award"**
2 - 5 Million Passenger Category
*- Airport Council International (ACI)*

**"2021 Airport Health Accreditation"**
*- Airport Council International (ACI)*

**"2020 Best Airport in North America"**
2 - 5 Million Passenger Category
*- Airport Council International (ACI)*

**"2019 Best Overall Concessions Program"**
*- Airport Revenue News*

**For more information, contact:**
Mimi Thomas | Business Development Specialist
Phone: 864.848.6212 | mthomas@gspairport.com

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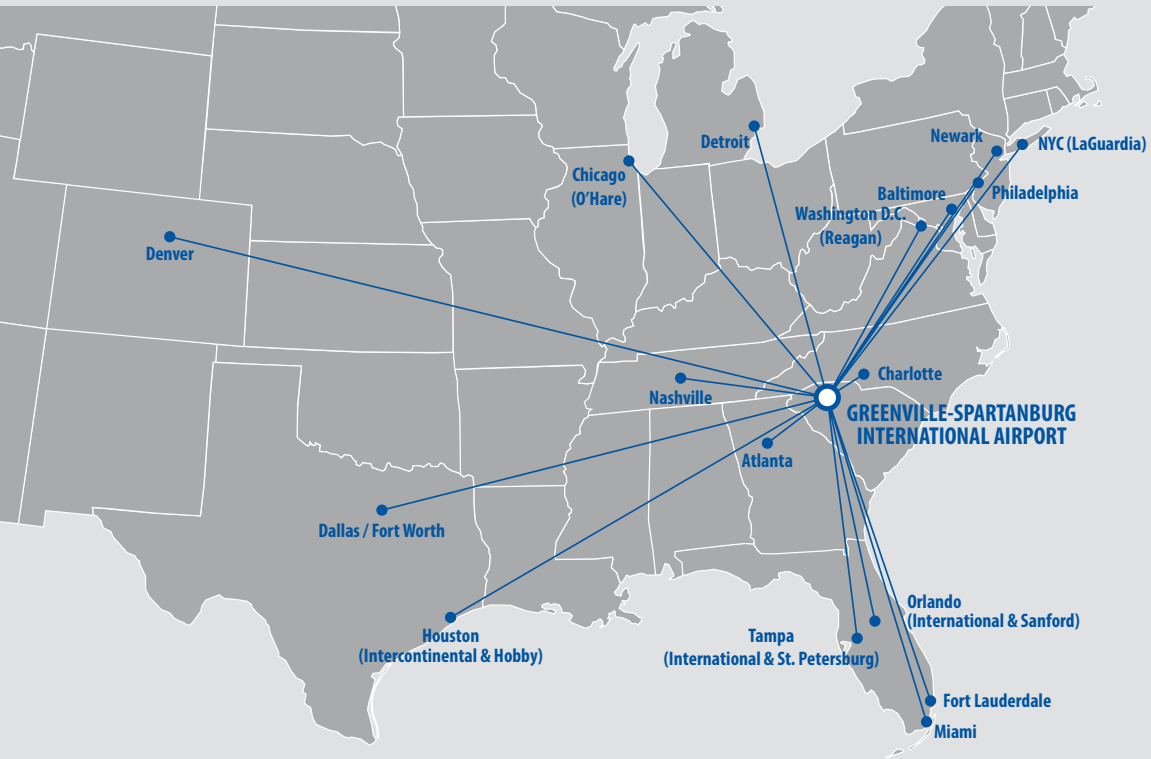
# Air Service at GSP

## Airlines & Frequencies

| Destination | Airline | Frequency |
|---|---|---|
| Atlanta | Delta & Southwest | 9 Daily |
| Baltimore | Southwest | 1 Daily |
| Charlotte | American | 8 Daily |
| Chicago/O'Hare | American & United | 3 Daily |
| Dallas-Fort Worth | American | 3 Daily |
| Denver | United | 1 Daily |
| Detroit | Delta | 2 Daily |
| Fort Lauderdale | Allegiant | 2 Weekly |
| Houston/Hobby | Southwest | 1 Weekly |
| Houston/Intercontinental | United | 1 Daily |
| Miami | American | 2 Daily |
| Nashville | Contour | 5 Weekly |
| New York/LaGuardia | Delta | 3 Daily |
| Newark | United | 3 Daily |
| Orlando/International | Silver | 2 Weekly |
| Orlando/Sanford | Allegiant | 2 Weekly |
| Philadelphia | American | 2 Daily |
| Tampa/International | Silver | 2 Weekly |
| Tampa/St. Petersburg | Allegiant | 2 Weekly |
| Washington D.C./Reagan | American | 3 Daily |

## Route Map




**Over 100 Total Daily Nonstops**

**1 Stop Connections To Over 200 Cities Worldwide**

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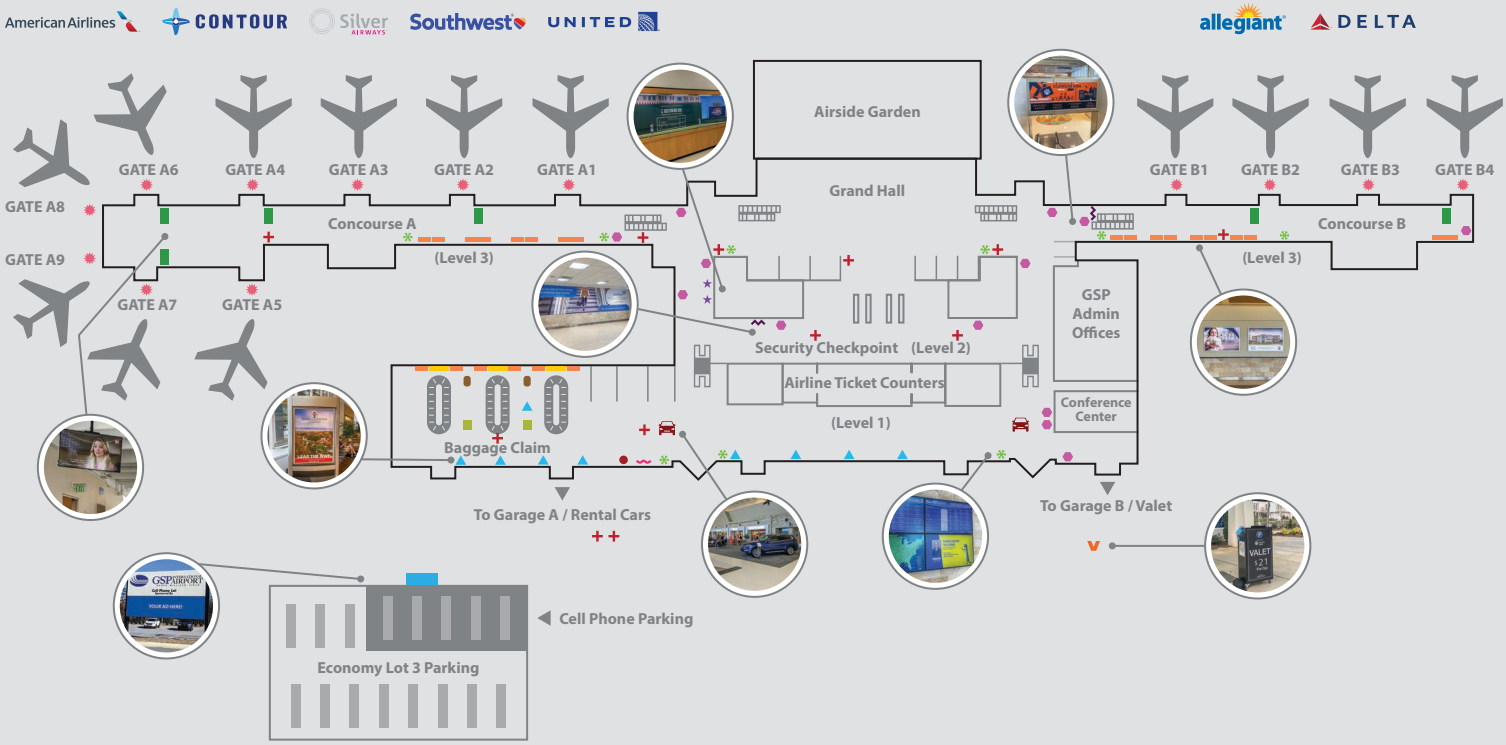
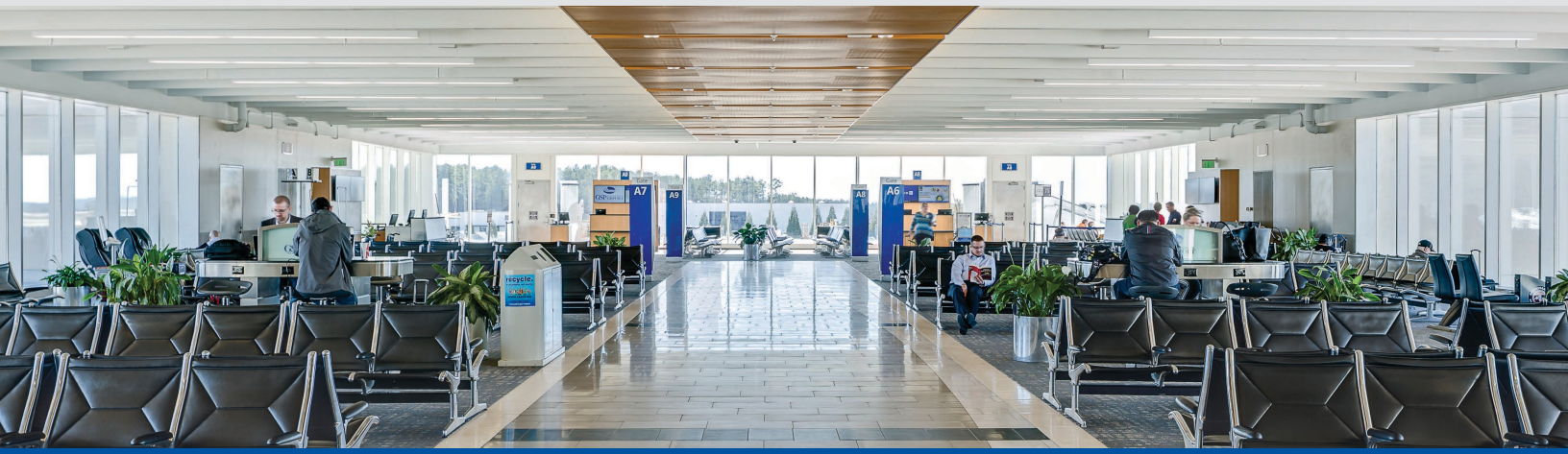
# Terminal Building Map




## LEGEND

- Brochure Rack (1)
- Digital Information Kiosks (2)
- Vertical Islands Displays (9)
- Flight Information Displays (FIDS) (9)
- Boarding Bridge Displays (13)
- Valet Parking Sponsorship
- Vehicle Showcases (2)
- Video Monitors (3)
- Back-Lit Static Displays (24)
- Airport TV Network Screens (6)
- Hand Sanitizer Stations (12)
- VIP Welcome Package
- Wall Wraps (2)
- Tension Fabric Displays (13)
- 3D Static Display Cases (2)
- Column Wraps (2)
- Cell Phone Lot Sponsorship



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# 3D Static Display Cases

**Three-Panel:** $750/month

**Four-Panel:** $1,000/month

Glass display cases located in the exit corridor from Concourse A, visible to arriving passengers as they exit to baggage claim.

## Details

- Three-dimensional display cases, available as a three-panel or four-panel display.
- Dimensions:
  - Three-panel:
    - 113″W x 42.5″H x 16.25″D
  - Four-panel:
    - 159.125″W x 42.5″H x 16.25″D

*Advertisers are responsible for all production, installation, and removal costs, and for field-verifying all measurements. The GSP Airport District reserves the right to modify the advertising locations, rates, and terms presented in this brochure.*

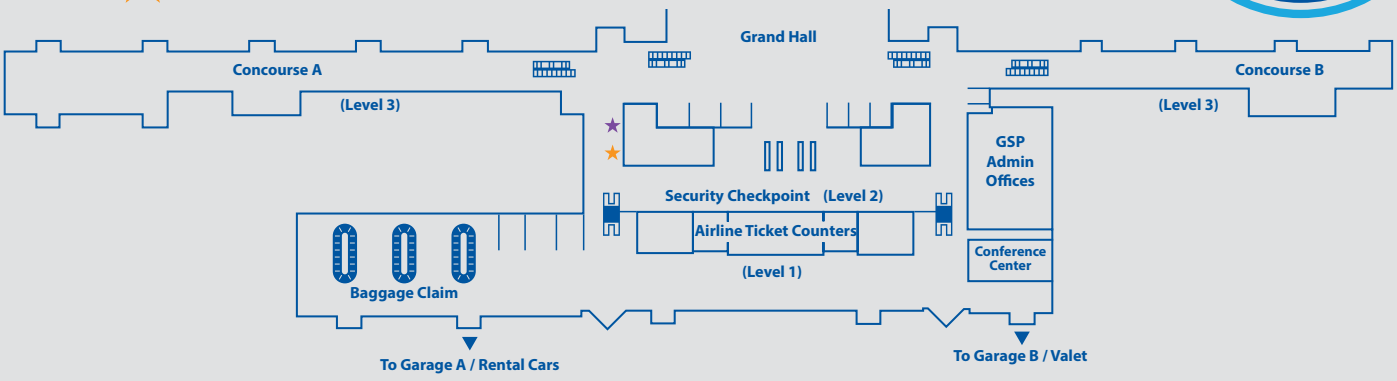
*For dimension visualization, please visit the Artwork Sizing Glossary on Pages 24-25.*

## Location Map

**Over 780,000 Annual Impressions**

★ = **Three-Panel 3D Static Display Case (1)**

★ = **Four-Panel 3D Static Display Case (1)**

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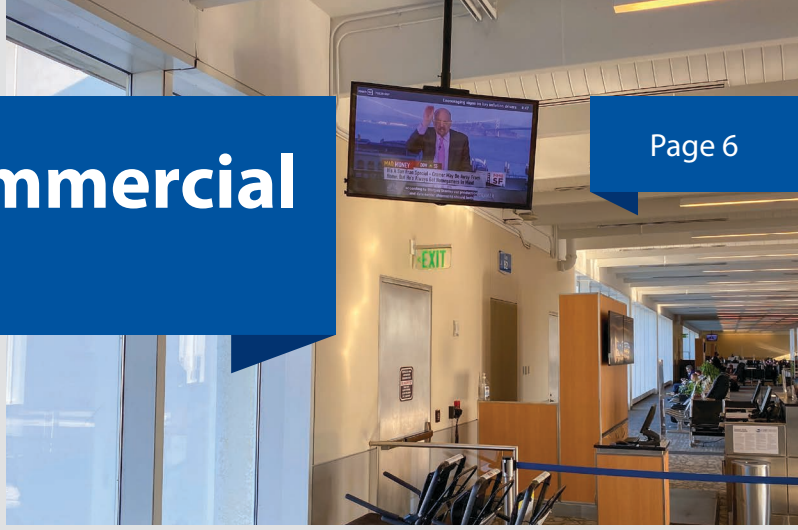
# Airport TV Network Commercial

$2,000/month



A network of gate area television screens and wifi-streaming content that includes commercials, visible to passengers and employees as they wait to board their flight.

## Details

- Six 42" monitors located in the holding areas:
  - Four on Concourse A
  - Two on Concourse B
- Dimensions:
  - 1920 pixels W x 1080 pixels H
  - Must be in MP4 format
- 30-second commercial with audio, played once per hour.
- Locations leased together, not available on an individual basis.

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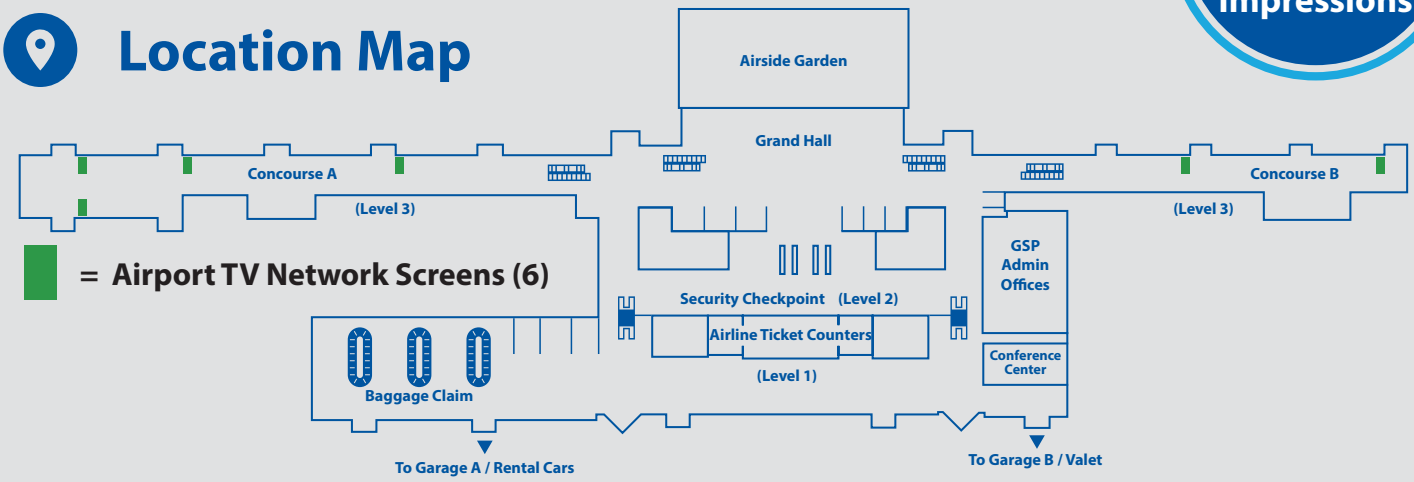
**Over 2.6 Million Annual Impressions**

## Location Map

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# Back-Lit Static Displays

**Baggage Claim:** $1,000/month

**Concourses:** $750/month

Back-lit framed displays that capture both arriving and departing passengers, as well as airport employees.

## Details

- Twenty-four locations throughout the airport:
  - Six on Baggage Claim
  - Eight on Concourse A
  - Ten on Concourse B
- Dimensions:
  - Baggage Claim: 60.25″ W x 41.25″ H
  - Concourse: 60″ W x 40″ H
- Locations leased on an individual basis.
- Translucent and matte finish.

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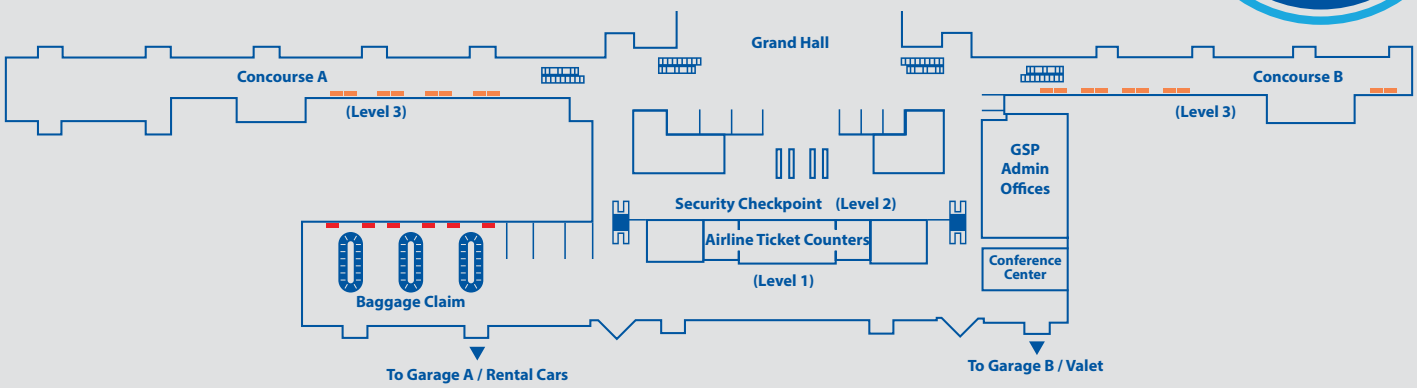
## Location Map

**= Concourse Back-Lit Static Displays (18)**

**= Baggage Claim Back-Lit Static Displays (6)**

**Over 2.6 Million Annual Impressions**

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# Boarding Bridge Displays

## $500/month per boarding bridge

Decal on walls of the boarding bridge, grabbing the attention of passengers and crew boarding and exiting the aircraft.

## Details

- Thirteen boarding bridges:
  - Nine on Concourse A
  - Four on Concourse B
- Dimensions:
  - Sizes vary
- Locations leased by concourse, not available on an individual boarding bridge basis.

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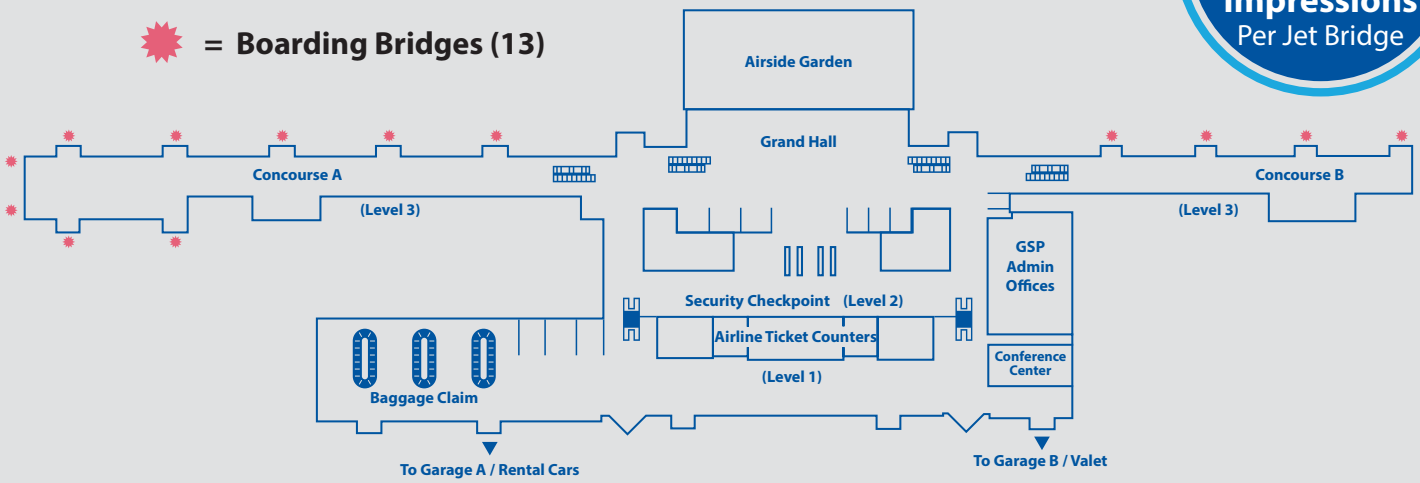
**Over 200,000 Avg. Annual Impressions** Per Jet Bridge

## Location Map

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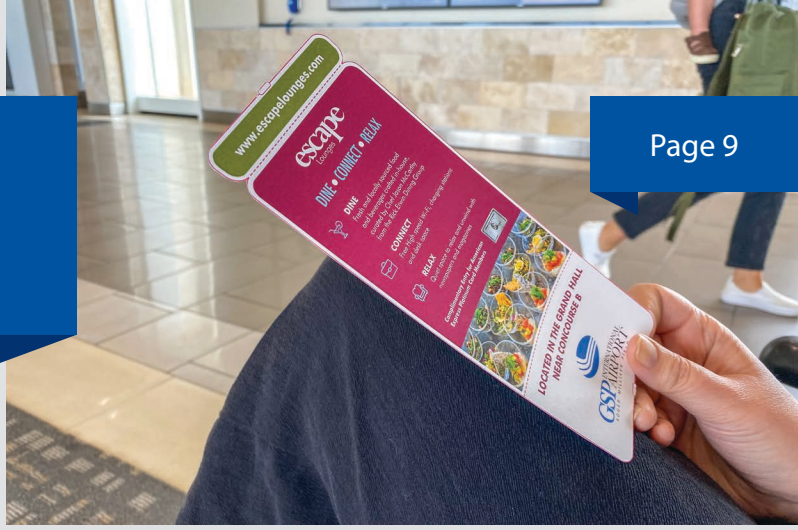
# Boarding Passes

$1,000/month

Advertisement printed on the back of all printed boarding passes for each airline, visible to all departing passengers.



## Details

- Ad printed on the back of boarding passes used by all airlines.
- Dimensions:
  - See below
  - Must be in PDF format

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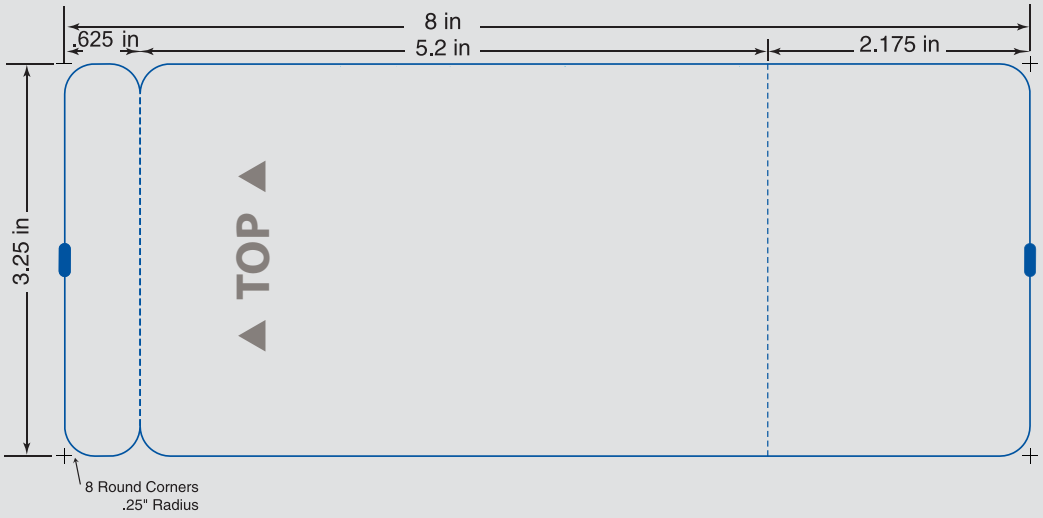
## Dimensions




**Over 2.6 Million Annual Impressions**

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# Brochure Rack

**Pamphlet:** $30/month

**Large Brochure:** $50/month

Brochure rack located between baggage claim and the ticketing counters, visible to both passengers and the general public.

## Details

- Thirty-four pamphlet-size slots (seventeen on each side) and four full-size brochure slots (two on each side).
- Dimensions:
  - Pamphlet: 4.5″W x 11.5″H
  - Large Brochure: 8.5″W x 11.5″H

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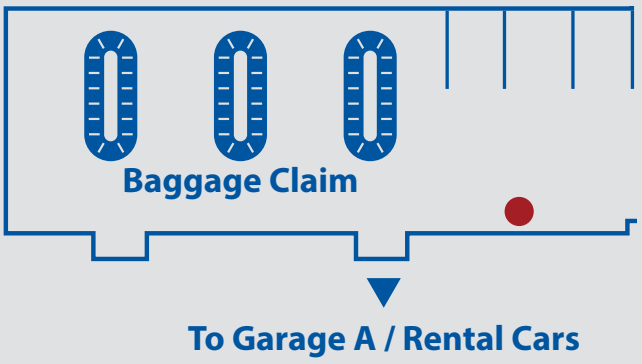
## Location Map

**Over 1.3 Million Annual Impressions**

● = **Brochure Rack (1)**

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# Cell Phone Lot Sponsor

$1,500/month

Cell phone lot sponsorship providing logo and signage in the lot, visible to all visitors waiting to pick up passengers, as well as to the general public via GSP Drive.

## Details

- Includes branded signage:
  - Under "Sponsored By" text on the front of the cell phone lot sign.
  - Lot facing side of the cell phone lot sign.
  - Additional recognition on the GSP website.
- Dimensions:
  - Street facing sign: 180" W x 48" H
  - Lot facing sign: 179" W x 48" H

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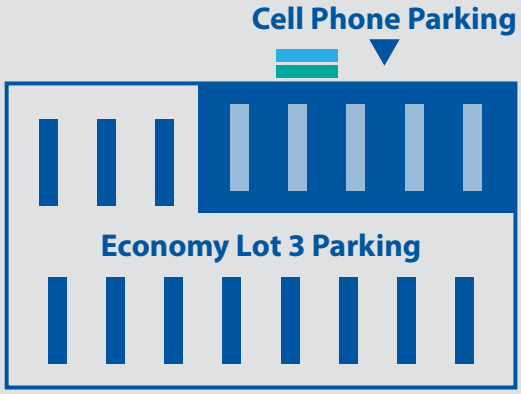
**Over 50,400 Cars Parked Annually**

## Location Map

= **Street facing sign (1)**

= **Lot facing sign (1)**

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# Column Wraps

$2,500/month

Decal on columns in baggage claim, visible to the general public and passengers waiting on their bags.

## Details

- Two four-sided column wraps, located in baggage claim.
- Dimensions:
  - 60" W x 74" H per side
- Columns must be leased together, not available on an individual basis.
- Matte finish.

*Advertisers are responsible for all production, installation, removal costs and repairs to wall after removal, and for field-verifying all measurements. The GSP Airport District reserves the right to modify the advertising locations, rates, and terms presented in this brochure.*

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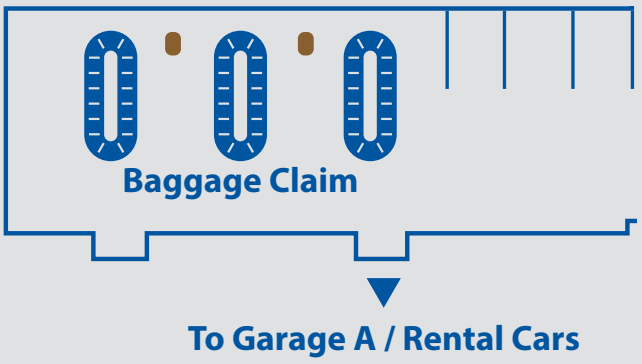
## Location Map

= **Column Wraps (2)**




**Over 1.3 Million Annual Impressions**

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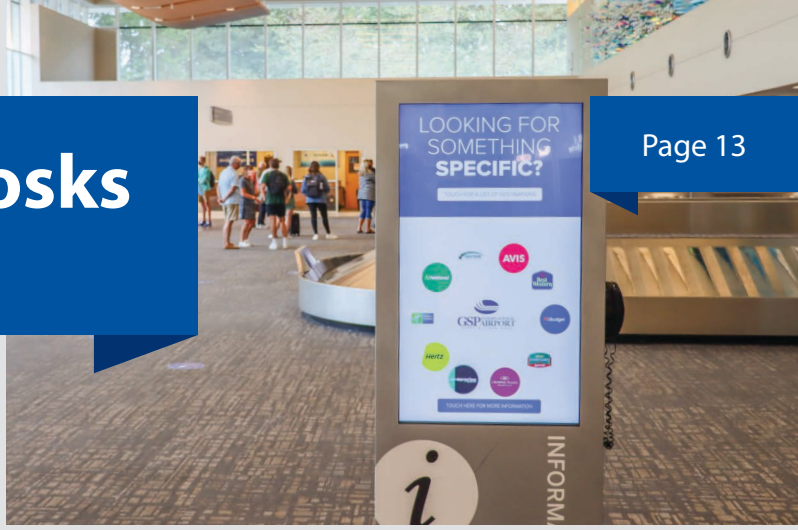
# Digital Information Kiosks

$500/month




Digital touchscreens in baggage claim that capture arriving passengers and guests waiting for passengers, allowing them to explore dining, shopping, and lodging in Upstate SC.

## Details

- Two kiosks located in baggage claim.
- Two 55" vertical monitors per kiosk.
- Dimensions:
  - 1080 pixels W x 1920 pixels H
  - Must be in JPEG or MP4 format
- 10-second Advertisement clip, either in video or static image, without audio.
- Locations leased together as a pair, not available on an individual basis.

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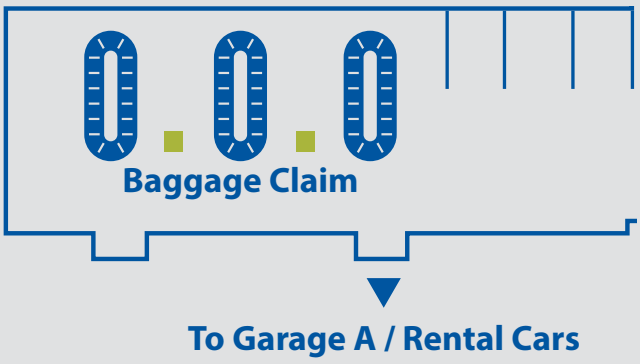
**Over 1.3 Million Annual Impressions**

## Location Map

= **Digital Information Kiosks (2)**

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# Flight Information Displays

$2,000/month

Digital screens located throughout the terminal building that capture both arriving and departing passengers, as well as the general public.

## Details

- Nine 42" monitors located throughout the terminal building:
  - Three pre-security
  - Six post-security
- Dimensions:
  - 1920 pixels W x 1080 pixels H
  - Must be in JPEG or MP4 format
- 10-second Advertisement clip, either in video or a montage of static images, without audio.

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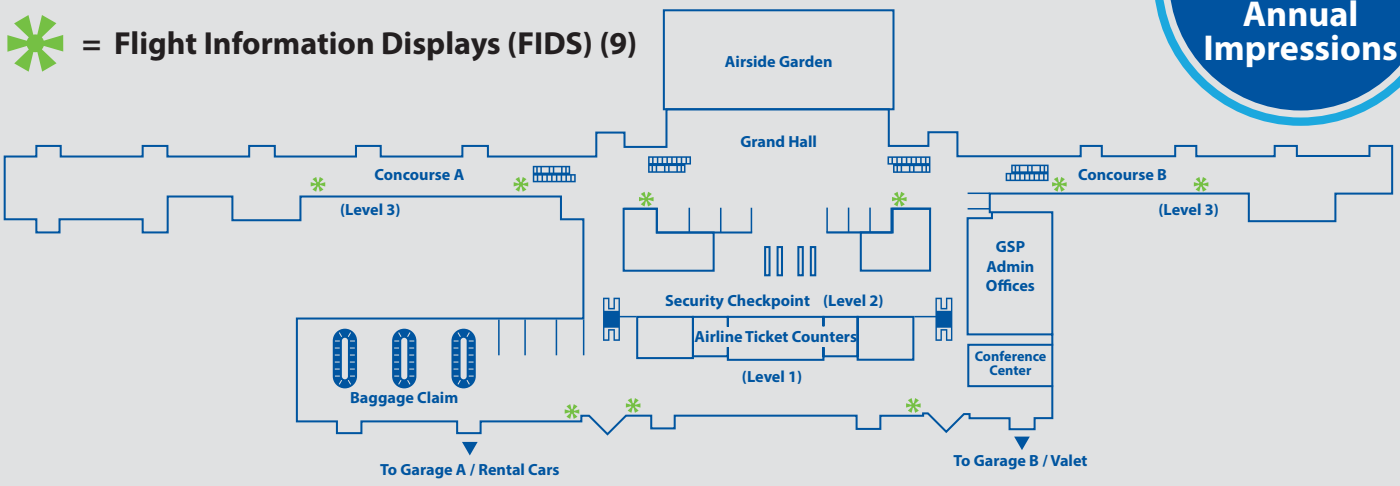
## Location Map

= **Flight Information Displays (FIDS) (9)**

**Over 5.9 Million Annual Impressions**

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# Hand Sanitizers

$550/month

Advertising plate on each hand sanitizer dispenser located through throughout the terminal building that capture both arriving and departing passengers.

## Details

- Twelve hand sanitizer dispensers located throughout the terminal building:
  - Six pre-security
  - Six post-security
- Dimensions:
  - 8.5″ W x 11″ H
  - 0.75″ rounded corners
- Vinyl sticker material.
- Locations leased together, not available on an individual basis.

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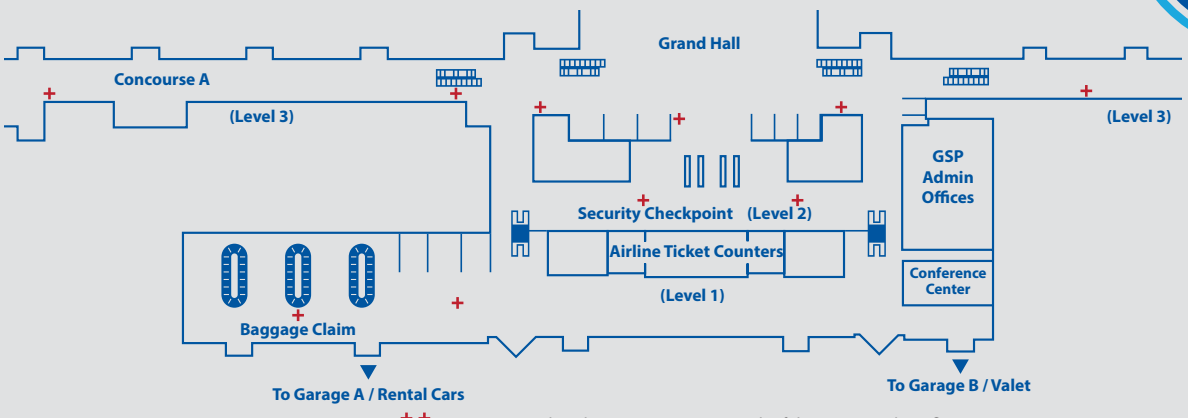
**Over 5.9 Million Annual Impressions**

## Location Map

**+ = Hand Sanitizers (12)**




++ **Note: one hand sanitizer station at each of the two Rental Car floors in Garage A

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# Tension Fabric Displays

## $1,000/month - $3,500/month

Tension fabric displays located throughout the terminal building's high traffic areas, grabbing the attention of passengers and the general public.

## Details

- Multiple sizes available.
- Dimensions:
  - Square: 78" W x 78" H
  - Small Rectangle: 96" W x 60" H
  - Medium Rectangle: 126" W x 52" H
  - Large Rectangle: 144" W x 60" H
- Locations leased on an individual basis, except for the escalator locations, which are only available as a two-display package.

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## Location Map

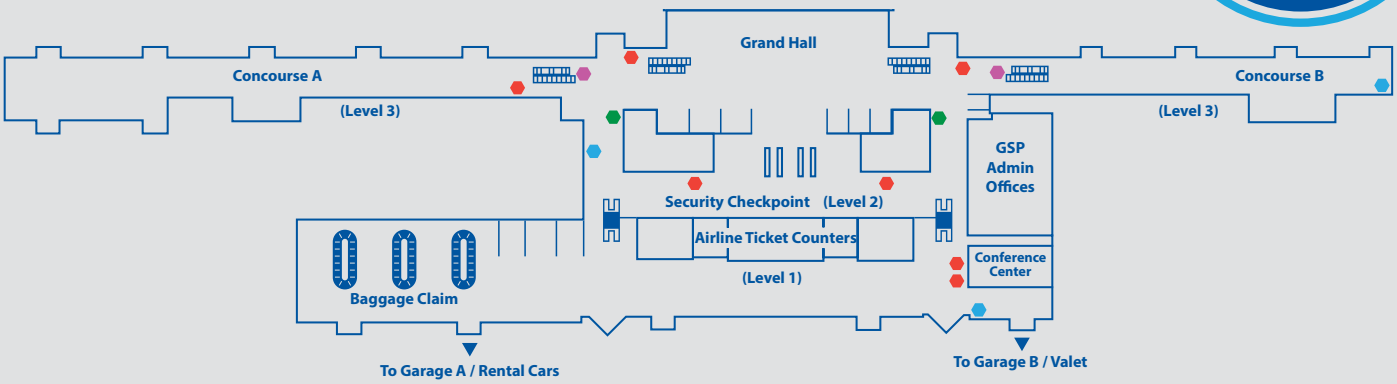
**Over 2.6 Million Annual Impressions**

= 78" W x 78" H (2) - $1,000/mo

= 96" W x 60" H (7) - $2,000/mo

= 126" W x 52" H (2) - $3,500/mo

= 144" W x 60" H (3) - $2,500/mo

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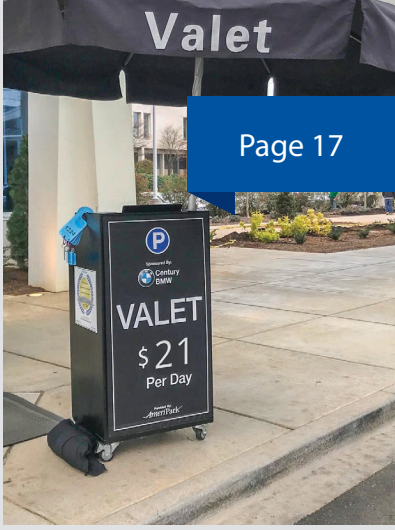
# Valet Parking Sponsor

$2,500/month




Valet parking sponsorship providing name and logo on all signage, visible to all vehicle traffic and to all passengers in the terminal building.

## Details

- Name and/or logo included on:
  - Roadway into the terminal & lot exit
  - Drop-off podium
  - Valet attendant uniforms
  - Flight Information Displays around the terminal building
  - GSP website

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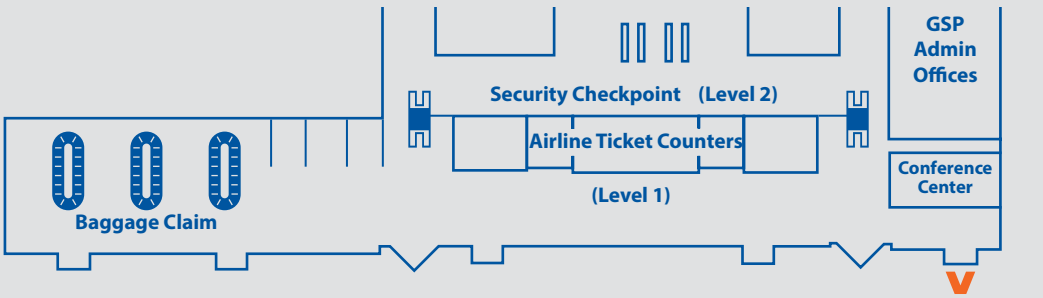
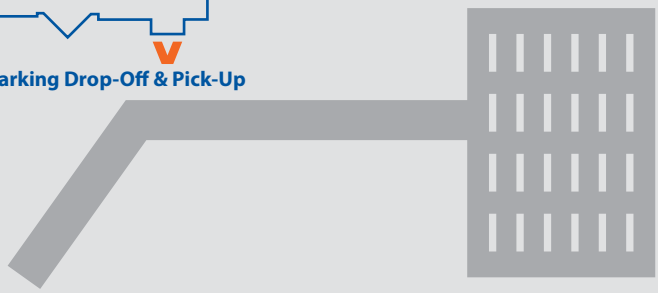
## Location Map

V = Valet Parking Sponsorship




**Over 5.9 Million Annual Impressions**



**For more information, contact:**
Mimi Thomas | Business Development Specialist
Phone: 864.848.6212 | mthomas@gspairport.com

**gspairport.com/advertise**

# Vehicle Showcases

**Baggage Claim:** $2,500/month | **Conference Center:** $2,000/month

Display area to showcase any size vehicle, visible to both arriving or departing passengers, as well as the general public.

## Details

- Two locations:
  - One near Baggage Claim
  - One near Conference Center
- Locations leased on an individual basis.

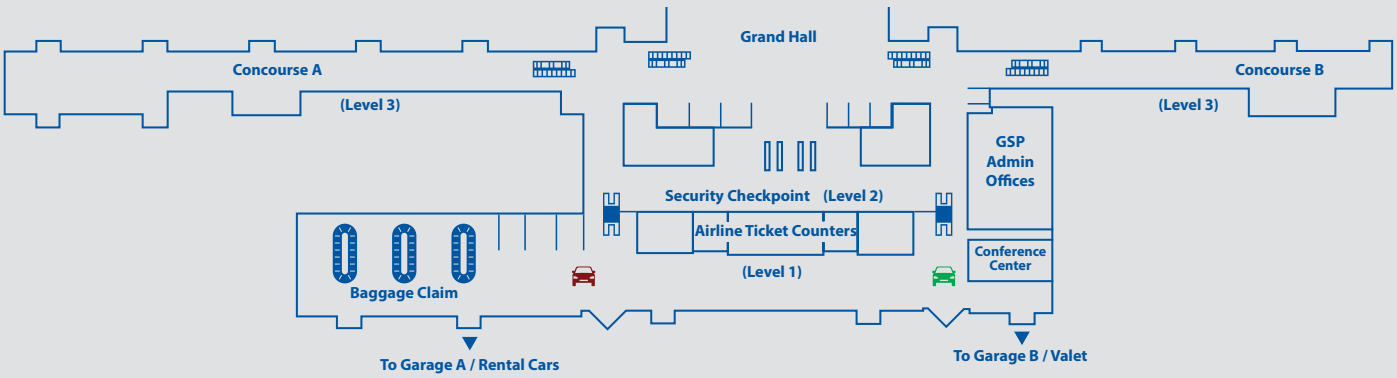
*Advertisers are responsible for all production, installation, and removal costs, and for field-verifying all measurements. The GSP Airport District reserves the right to modify the advertising locations, rates, and terms presented in this brochure.*

## Location Map

**Over 1.3 Million Annual Impressions**

= **Baggage Claim Vehicle Showcase (1)**

= **Conference Center Vehicle Showcase (1)**




**For more information, contact:**
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**gspairport.com/advertise**

# Vertical Island Displays

**Full Size:** $500/month | **Half Size:** $250/month

Backlit displays with brochure rack beneath, visible to both passengers and the general public in the ticket counter and baggage claim areas.

## Details

- Nine two-sided vertical island displays:
  - Four in ticketing lobby
  - Five in Baggage Claim
- Includes back-lit advertisement with room for brochures.
- Dimensions:
  - Full Size: 33.625"W x 46.25"H
  - Half Size: 33.625"W x 23"H
- Locations leased per side on an individual basis.
- Translucent and matte finish.

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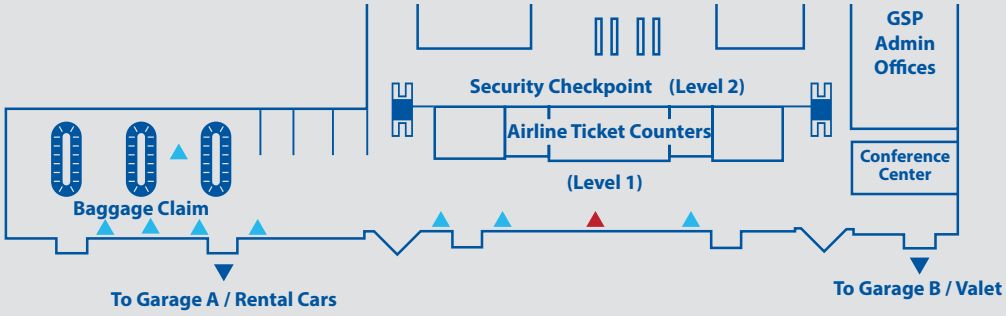
*For dimension visualization, please visit the Artwork Sizing Glossary on Pages 24-25.*

**Over 1.7 Million Annual Impressions**

## Location Map

▲ = **Vertical Island Full Size Displays (8)**

▲ = **Vertical Island Half Size Displays (1)**




**For more information, contact:**
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Phone: 864.848.6212 | mthomas@gspairport.com

**gspairport.com/advertise**

# Video Monitors

$1,000/month

Video screens in baggage claim that capture arriving passengers and guests waiting for passengers.

## Details

- Three 72" monitors located in baggage claim.
- Dimensions:
  - 1920 pixels W x 1080 pixels H
  - Must be in JPEG or MP4 format
- 10-second Advertisement clip, either in video or a montage of static images, played once per minute, without audio.
- Locations leased together, not available on an individual basis.

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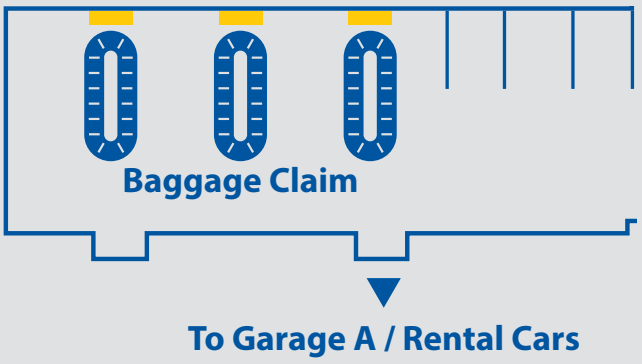
*For dimension visualization, please visit the Artwork Sizing Glossary on Pages 24-25.*

## Location Map

**= Video Monitors (3)**




**Over 1.3 Million Annual Impressions**

**For more information, contact:**
Mimi Thomas | Business Development Specialist
Phone: 864.848.6212 | mthomas@gspairport.com

**gspairport.com/advertise**

# VIP Welcome Package

## $500/Three Days

Table set up in baggage claim next to GSP's Information Center that captures arriving passengers and guests waiting for passengers.

## Details

- Package includes:
  - 6' table, 2 chairs, and a black black tablecloth
  - 10-second ad on baggage claim's 72" video monitors
- Dimensions:
  - 1920 pixels W x 1080 pixels H
  - Must be in JPEG or MP4 format
- 10-second Advertisement clip, either in video or a montage of static images, played once per minute, without audio.
- Price includes a three day term.

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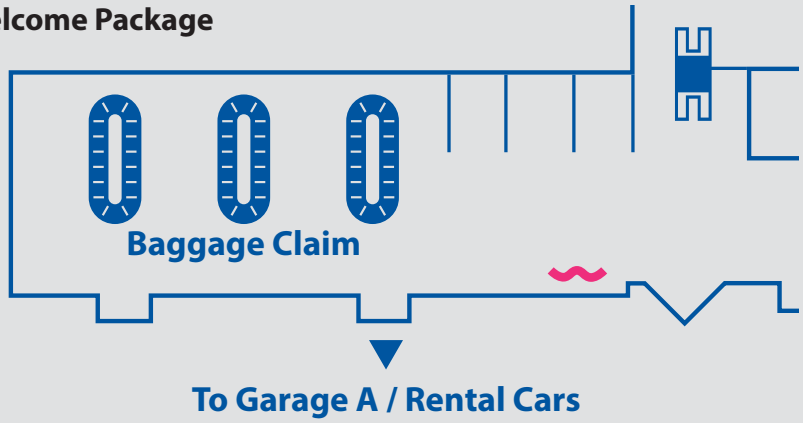
**Over 3,500 Daily Impressions**

## Location Map

**= VIP Welcome Package**



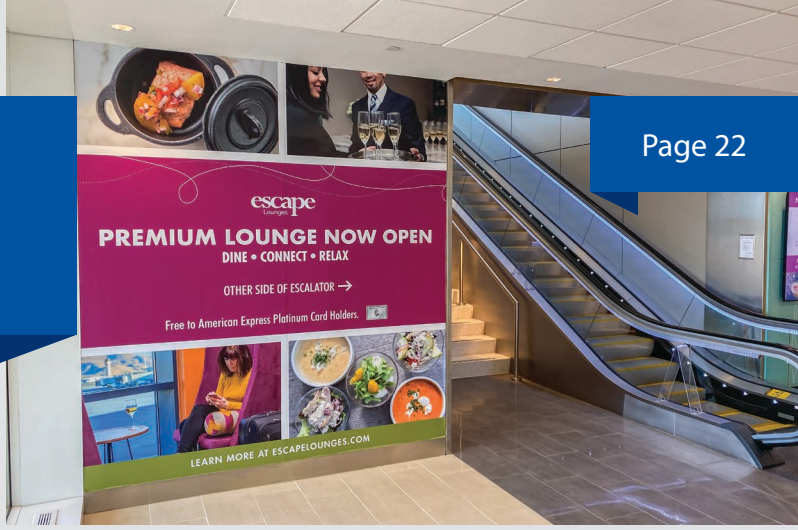

**For more information, contact:**
Mimi Thomas | Business Development Specialist
Phone: 864.848.6212 | mthomas@gspairport.com

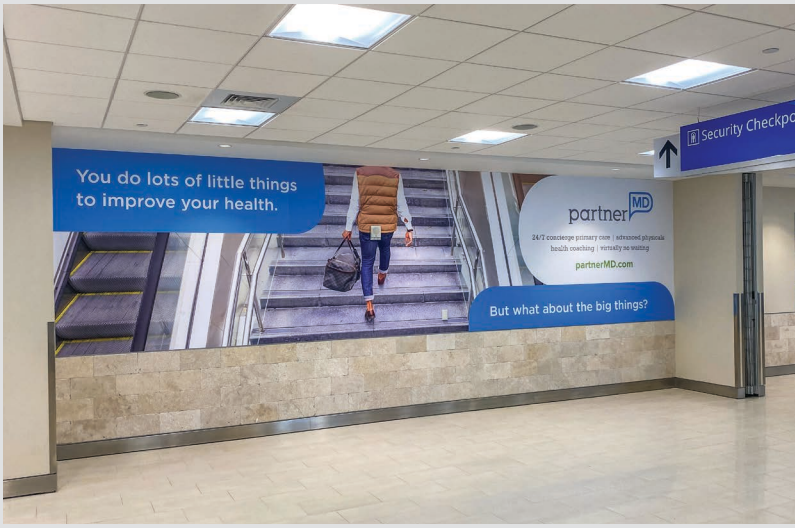
**gspairport.com/advertise**

# Wall Wraps

**TSA Wall:** $2,500/month

**Escalator Wall:** $1,000/month




Display area to showcase any size vehicle, visible to arriving or departing passengers, as well as the general public.

## Details

- Two locations:
  - One near the TSA security checkpoint entrance.
  - One adjacent to the down escalator from Concourse B outside of the MAG Escape Lounge.
- Dimensions:
  - TSA Security Checkpoint Wall:
    - 317.5" W x 78" H
  - Escalator Wall:
    - 105.375" W x 120.25" H
- Locations leased on an individual basis

*Advertisers are responsible for all production, installation, removal costs and repairs to wall after removal, and for field-verifying all measurements. The GSP Airport District reserves the right to modify the advertising locations, rates, and terms presented in this brochure.*

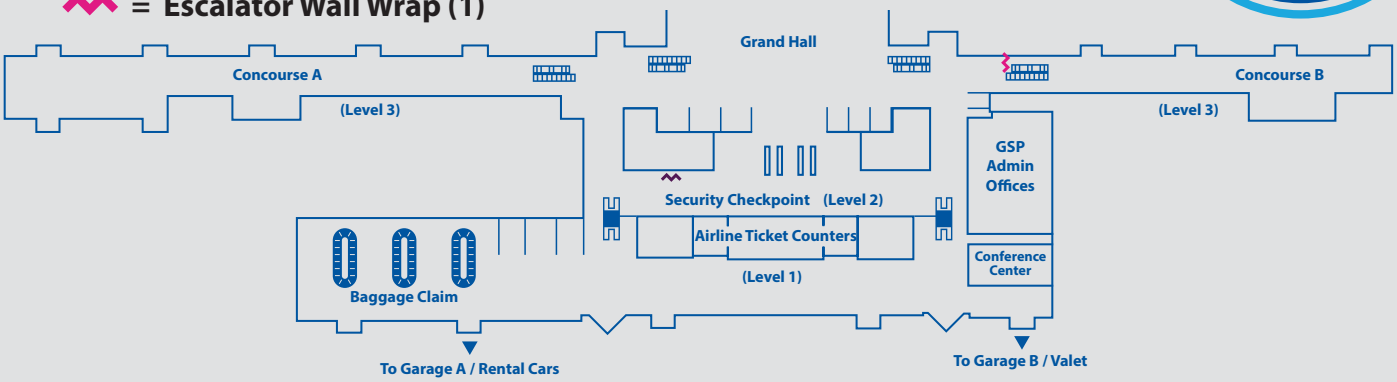
*For dimension visualization, please visit the Artwork Sizing Glossary on Pages 24-25.*

**Over 1.3 Million Annual Impressions**

## Location Map

= **TSA Security Checkpoint Wall Wrap(1)**

= **Escalator Wall Wrap (1)**




**For more information, contact:**
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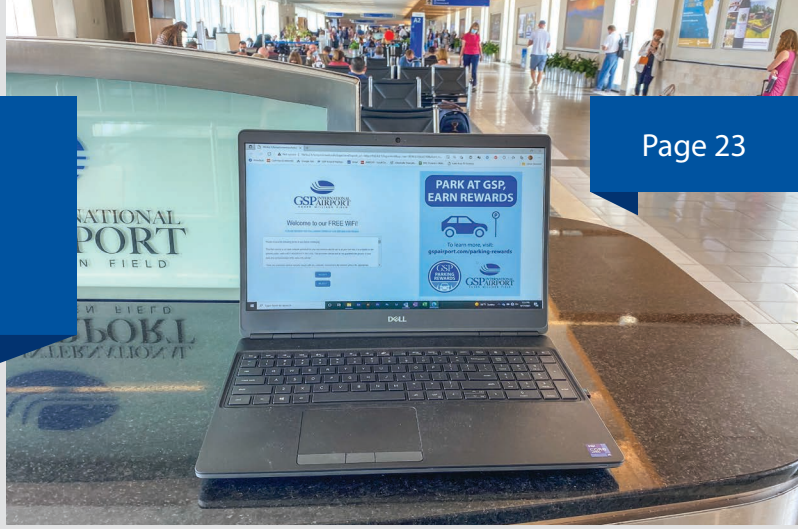
Phone: 864.848.6212 | mthomas@gspairport.com

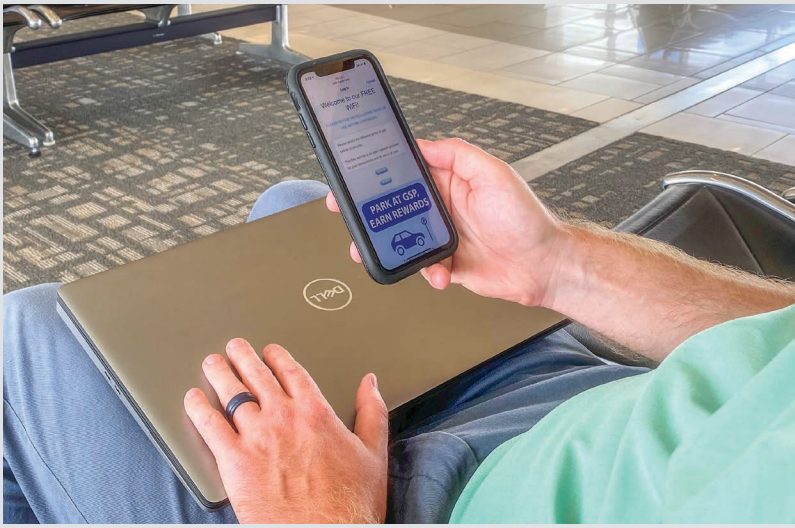
**gspairport.com/advertise**

# Wi-Fi Sponsor

$1,000/month

Digital ad on the Wi-Fi-landing page, visible for anyone connecting to GSP's free public Wi-Fi.




## Details

- Image is shown beneath the "Accept" button of the pop-up terms when a person connects to GSP's free public Wi-Fi.
- Dimensions:
  - 960 pixels W x 1200 pixels H
  - File size must be under 260 kb
  - Must be in JPEG format
- Static images only.

*Advertisers are responsible for all production, installation, and removal costs, and for field-verifying all measurements. The GSP Airport District reserves the right to modify the advertising locations, rates, and terms presented in this brochure.*

*For dimension visualization, please visit the Artwork Sizing Glossary on Pages 24-25.*

## Statistics

**Over 60,750 Monthly Impressions**

**Over 729,000 Annual Impressions**

**For more information, contact:**
Mimi Thomas | Business Development Specialist
Phone: 864.848.6212 | mthomas@gspairport.com

**gspairport.com/advertise**

# Artwork Sizing Glossary



## 3D Display Cases

In Inches: 113″ W x 42.5″ H x 16.25″ D
In Feet: 9′ 5″ W x 3′ 6.5″ H x 1′ 4.25″ D

3-Panel

In Inches: 159.125″ W x 42.5″ H x 16.25″ D
In Feet: 13′ 3.125″ W x 3′ 6.5″ H x 1′ 4.25″ D

4-Panel

## TV Displays

1920 px W x 1080 px H

FIDs, Video Monitors & Airport TV Network

1080 px W x 1920 px H

Digital Information Kiosks

## Back-Lit Static Displays

In Inches: 60″ W x 40″ H
In Feet: 5′ W x 3′ 4″ H

Concourses

In Inches: 60.25″ W x 41.25″ H
In Feet: 5′ .25″ W x 3′ 5.25″ H

Baggage Claim

## Brochure Rack

4.5″ W x 11.5″ H

Pamphlet

8.5″ W x 11.5″ H

Large Brochure

## Cell Phone Lot Sponsorship

In Inches: 180″ W x 48″ H
In Feet: 15′ W x 4′ H

Street Facing Sign

In Inches: 179″ W x 48″ H
In Feet: 14′ 11″ W x 4′ H

Lot Facing Sign

**For more information, contact:**
Mimi Thomas | Business Development Specialist
Phone: 864.848.6212 | mthomas@gspairport.com

**gspairport.com/advertise**

# Artwork Sizing Glossary (cont.)

## Column Wraps

In Inches: 60" W x 74" H
In Feet: 5' W x 6' 2" H

** Measurements are for one side of the two, four-sided columns*

## Tension Fabric Displays

In Inches: 78" W x 78" H
In Feet: 6' 6" W x 6' 6" H

Square

In Inches: 126" W x 52" H
In Feet: 10' 6" W x 4' 4" H

Medium Rectangle

In Inches: 96" W x 60" H
In Feet: 8' W x 5' H

Small Rectangle

In Inches: 144" W x 60" H
In Feet: 12' W x 5' H

Large Rectangle

## Vertical Island Displays

In Inches: 33.625" W x 46.25" H
In Feet: 2' 9.625" W x 3' 10.25" H

Full Size

In Inches: 33.625" W x 23" H
In Feet: 2' 9.625" W x 1' 11" H

Half Size

## Wi-Fi Sponor

960 px W x 1200 px H

## Hand Sanitizers

8.5" W x 11" H
0.75" rounded corners

## Wall Wraps

In Inches: 317.5" W x 78" H
In Feet: 26' 5.5" W x 6' 6" H

TSA Wall

In Inches: 105.375" W x 120.25" H
In Feet: 8' 9.375" W x 10' .25" H

Escalator Wall

**For more information, contact:**
Mimi Thomas | Business Development Specialist
Phone: 864.848.6212 | mthomas@gspairport.com

# Frequently Asked Questions

**Does advertising at GSP require a contract?**

Yes, all advertisements at GSP require a fully-executed contract by the Greenville-Spartanburg Airport District.

**What is my responsibility as an advertiser?**

The advertiser is responsible for creating and ordering graphics and/or displays, as well as obtaining approval of the design by the Greenville-Spartanburg Airport District prior to installation. Certain locations require the advertiser to arrange for installation and removal.

**How does billing work?**

The Greenville-Spartanburg Airport District will bill the advertiser on a monthly basis at the beginning of each month.

**I want to advertise at GSP. Who do I reach out to to get started?**

Mimi Thomas is GSP's Business Development Specialist and is ready to assist. Her contact information is at the footer of each page of the advertising booklet.

**For more information, contact:**
Mimi Thomas | Business Development Specialist
Phone: 864.848.6212 | mthomas@gspairport.com

GSP INTERNATIONAL
AIRPORT
ROGER MILLIKEN FIELD

# Advertising Rates

GSP INTERNATIONAL AIRPORT
ROGER MILLIKEN FIELD

| Location | Display Type | Description | Size | Term Minimum | Rate | Additional Information |
|---|---|---|---|---|---|---|
| Baggage Claim | Back-lit Static Displays | 6 displays | 60.25"W x 41.25"H | 6 months | $1,000/month | Translucent and matte finish required; .125" bleed required; .030 polycarbonate material suggested |
| | Brochure Rack | 34 pamphlet spots, 4 large brochure spots | 4.5"W x 11.5"H (pamphlet) 8.5"W x 11.5"H (large brochure) | 1 year | $30/month (pamphlet) $50/month (brochure) | Rate charged on a per slot basis |
| | Column Wrap | 2 columns | Per side: 60"W x 74"H; Total of 8 sides, 4 per column | 6 months | $2,500/month | Matte finish required; Price includes both columns; locations must be leased together; location may require advertiser to arrange for installation and removal |
| | Digital Information Kiosks | 2 kiosks with 2 monitors each | 55" monitors; 1080 x 1920 pixels | 6 months | $500/month | 10 second video or static images played once per minute; JPG or MP4 format; MP4 must be 30 FPS and under 25 mb; without audio |
| | Video Monitors | 3 monitors | 72" monitors; 1920 x 1080 pixels | 6 months | $1,000/month | 10 second video or static images played once per minute; JPG or MP4 format; MP4 must be 30 FPS and under 25 mb; without audio |
| | Vehicle Showcase | Any sized vehicle | Size varies | 1 year | $2,500/month | Any sized vehicle, including compacts, sedans, SUVs, motorcycles, etc |
| | Vertical Island with Brochure Rack | 5 islands and space for tri-fold brochures | Full Size: 33.625"W x 46.25"H | 6 months | $500/month (full size) | Translucent and matte finish required; .125" bleed required; .030 polycarbonate material |
| | VIP Welcome Package | Table and 3 video monitors | 6'Table and 2 chairs provided; 72" monitors; 1920 x 1080 pixels | 3 day package | $500 | 10 second video or static images played once per minute; JPG or MP4 format; MP4 must be 30 FPS and under 25 mb; without audio |
| Cell Phone Lot | Lot Entrance Billboard (Front & Back) | Branded signage on "Sponsored By" sign and Arrival/Departure sign | Sponsored By: 180"W x 48"H Arrival/Depature: 179"W x 48"H | 1 year | $1,500/month | Includes recognition on GSP website |
| Concourse A & B | 3D Static Displays (Exit Corridor) | 3 or 4 panel display | 3-Panel: 113"W x 42.5"H x 16.25"D 4-Panel: 159.125"W x 42.5"H x 16.25"D | 1 year | 3-Panel: $750/month 4-Panel: $1,000/month | Electricity and LAN available |
| | Airport Network Commercial | 6 monitors (4 in Concourse A, 2 in Concourse B) | 42" monitors; 1920 x 1080 resolution | 1 year | $2,000/month | 30 second video played once/hour on monitors; MP4 must be 30 FPS and under 25 mb; with audio |
| | Back-lit Static Displays | 18 displays (8 in Concourse A, 10 in Concourse B) | 60"W x 40"H | 6 months | $750/month | Translucent and matte finish required; .125" bleed required; .030 polycarbonate material suggested |
| | Boarding Bridges | 13 boarding bridges (9 in Concourse A, 4 in Concourse B) | Sizes vary, inquire for details | 1 year | $500/month per boarding bridge | Matte finish required; Price is per boarding bridge; leased by concourse |
| | Tension Fabric Displays | 9 displays (3 square, 2 small rectangle, 2 medium rectangle, 2 large rectangle) | Square: 78"W x 78"H; Small Rectangle: 96"W x 60"H; Medium Rectangle: 126"W x 52"H; Large Rectangle: 144"W x 60"H | 6 months | Square: $1,000/month Small Rec: $2,000/month Medium Rec: $3,500/month Large Rec: $2,500/month | Polyester knit fabric required; Escalator display (medium rectangle) is 2-display package, others leased individually; .125" bleed required |
| | Wall Wrap | Wall outside of MAG Escape Lounge | 105.375"W x 120.25"H | 6 months | $1,000/month | .125" bleed required; location may require advertiser to arrange for installation and removal |

*Note: Advertisers are responsible for all production, installation, and removal costs, and for field-verifying all measurements.*

*See page two for additional rates*

# Advertising Rates (cont.)

GSP INTERNATIONAL AIRPORT
ROGER MILLIKEN FIELD

| Location | Display Type | Description | Size | Term Minimum | Rate | Additional Information |
|---|---|---|---|---|---|---|
| **Conference Center** | Tension Fabric Displays | 3 displays (2 small rectangle, 1 large rectangle) | Small Rectangle: 96″ W x 60″ H<br>Large Rectangle: 144″ W x 60″ H | 6 months | Small Rec: $2,000/month<br>Large Rec: $2,500/month | Polyester knit fabric required; leased individually; .125″ bleed required |
| | Vehicle Showcase | Any sized vehicle | Size varies | 1 year | $2,000/month | Any sized vehicle, including compacts, sedans, SUVs, motorcycles, etc |
| **Throughout Airport and Airport Property** | Flight Information Displays (FIDS) | 9 monitors | 42″ monitors;<br>1920 x 1080 pixels | 1 year | $2,000/month | 10 second video or static images played once per minute; JPG or MP4 format; MP4 must be 30 FPS and under 25 mb; without audio |
| | Hand Sanitizers | Logo placed on top of sanitizer machines | 8.5″ W x 11″ H;<br>0.75″ rounded corners | 1 year | $550/month | Vinyl sticker for adherence to machines required |
| | Wi-Fi Sponsorship | Ad shown on public wifi loading page | 960 x 1200 pixels | 1 year | $1,000/month | File must be JPG format and size must be under 260kb |
| | Valet Parking | All signage related to valet parking, attendant uniforms | Size varies | 1 year | $2,500/month | Signage includes roadway entrance, drop-off, parking exits, info displys and GSP website |
| **Ticketing Lobby** | Vertical Island with Brochure Rack | 4 islands and space for tri-fold brochures (3 full-size, 1 half size) | Half Size: 33.625″ W x 23″ H<br>Full Size: 33.625″ W x 46.25″ H | 6 months | $250/month (half size)<br>$500/month (full size) | Translucent and matte finish required; .125″ bleed required; .030 polycarbonate material suggested |
| **TSA Security Checkpoint** | Tension Fabric Displays | 2 displays (2 small rectangle) | Small Rectangle: 96″ W x 60″ H | 6 months | Small Rec: $2,000/month | Polyester knit fabric required; leased individually; .125″ bleed required |
| | Wall Wrap | Entrance to TSA Security Checkpoint | 317.5″ W x 78″ H | 6 months | $2,500/month | .125″ bleed required; location may require advertiser to arrange for installation and removal |
| **Other** | Boarding Passes | All boarding passes printed at the airport | 8″ W x 3.25″ H | 1 year | $1,000/month | .125″ bleed required |

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Phone: 864.848.6212 | mthomas@gspairport.com

**gspairport.com/advertise**