



**GSP** INTERNATIONAL  
AIRPORT  
ROGER MILLIKEN FIELD

**Terminal  
Advertising  
Opportunities**  
[gspairport.com/advertise](https://gspairport.com/advertise)

## Table of Contents

1	About Upstate South Carolina
2	Why Advertise at GSP
3	Air Service at GSP
4	Terminal Building Map
5	3D Static Display Cases
6	Airport TV Network Commercial
7	Back-Lit Static Displays
8	Boarding Bridge Displays
9	Boarding Passes
10	Brochure Rack
11	Cell Phone Lot Sponsor
12	Column Wraps
13	Digital Information Kiosks
14	Flight Information Displays
15	Hand Sanitizers
16	Tension Fabric Displays
17	Valet Parking Sponsor
18	Vehicle Showcases
19	Vertical Island Displays
20	Video Monitors
21	VIP Welcome Package
22	Wall Wraps
23	Wi-Fi Sponsor
24	Artwork Sizing Glossary
26	Frequently Asked Questions
28	Rate Card



# About Upstate South Carolina

Page 1



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

Greenville-Spartanburg  
International Airport

Spartanburg

Greenville



# Why Advertise at GSP?

## By the Numbers

Avg.  
**2.6**  
Million  
Annual  
Passengers

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

Business  
35%

Leisure  
65%

### Upstate South Carolina

Female  
60%

Male  
40%

**1,544,124**  
Total  
Population

**40**  
Average  
Age

**245+**  
# of HQ  
Locations

**535+**  
# of International  
Companies

## Airport Accolades

### "2022 Best Airport in North America"

2 - 5 Million Passenger Category  
- Airport Council International (ACI)

### "2022 Cleanest Airport in North America"

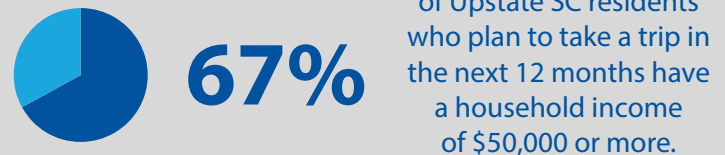
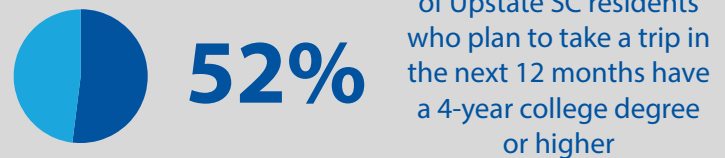
2 - 5 Million Passenger Category  
- Airport Council International (ACI)

### "2022 Most Enjoyable Airport in North America"

2 - 5 Million Passenger Category  
- Airport Council International (ACI)

### "2022 Easiest Airport Journey in North America"

2 - 5 Million Passenger Category  
- Airport Council International (ACI)



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



**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](https://gspairport.com/advertise)

# Air Service at GSP



## Airlines & Frequencies

**allegiant**

**American**

**avelo**

**DELTA**

**Silver**

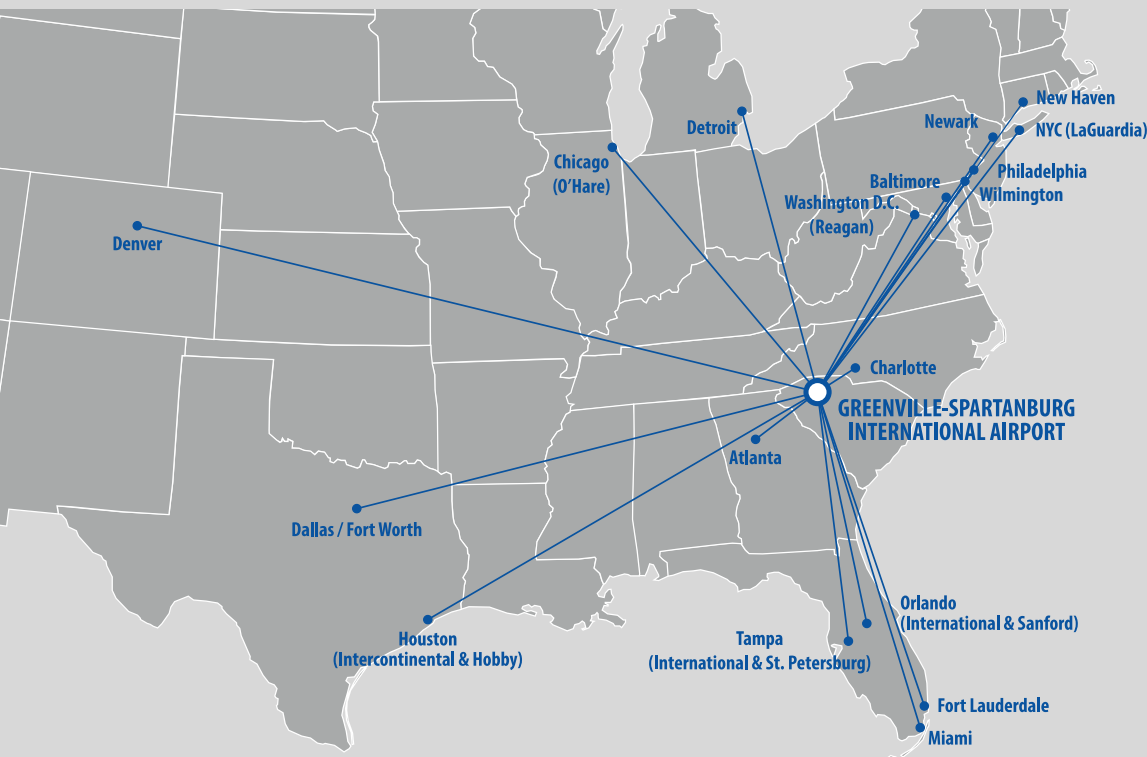
**Southwest**

**UNITED**

Destination	Airline	Frequency
Atlanta	Delta & Southwest	9 Daily
Baltimore	Southwest	1 Daily
Charlotte	American	7 Daily
Chicago/O'Hare	American & United	3 Daily
Dallas-Fort Worth	American	2 Daily
Denver	United	1 Daily
Detroit	Delta	2 Daily
Fort Lauderdale	Allegiant	2 Weekly
Houston/Hobby	Southwest	2 Weekly
Houston/Intercontinental	United	1 Daily
Miami	American	1 Daily
New Haven	Avelo	2 Weekly
New York/LaGuardia	American & Delta	6 Daily
Newark	United	3 Daily
Orlando/International	Avelo & Silver	5 Weekly
Orlando/Sanford	Allegiant	2 Weekly
Philadelphia	American	2 Daily
Tampa/International	Silver	3 Weekly
Tampa/St. Petersburg	Allegiant	2 Weekly
Washington D.C./Reagan	American	3 Daily
Wilmington	Avelo	2 Weekly



## Route Map



Over  
**100**  
Total Daily  
Nonstops

1 Stop  
Connections  
To Over  
200 Cities  
Worldwide

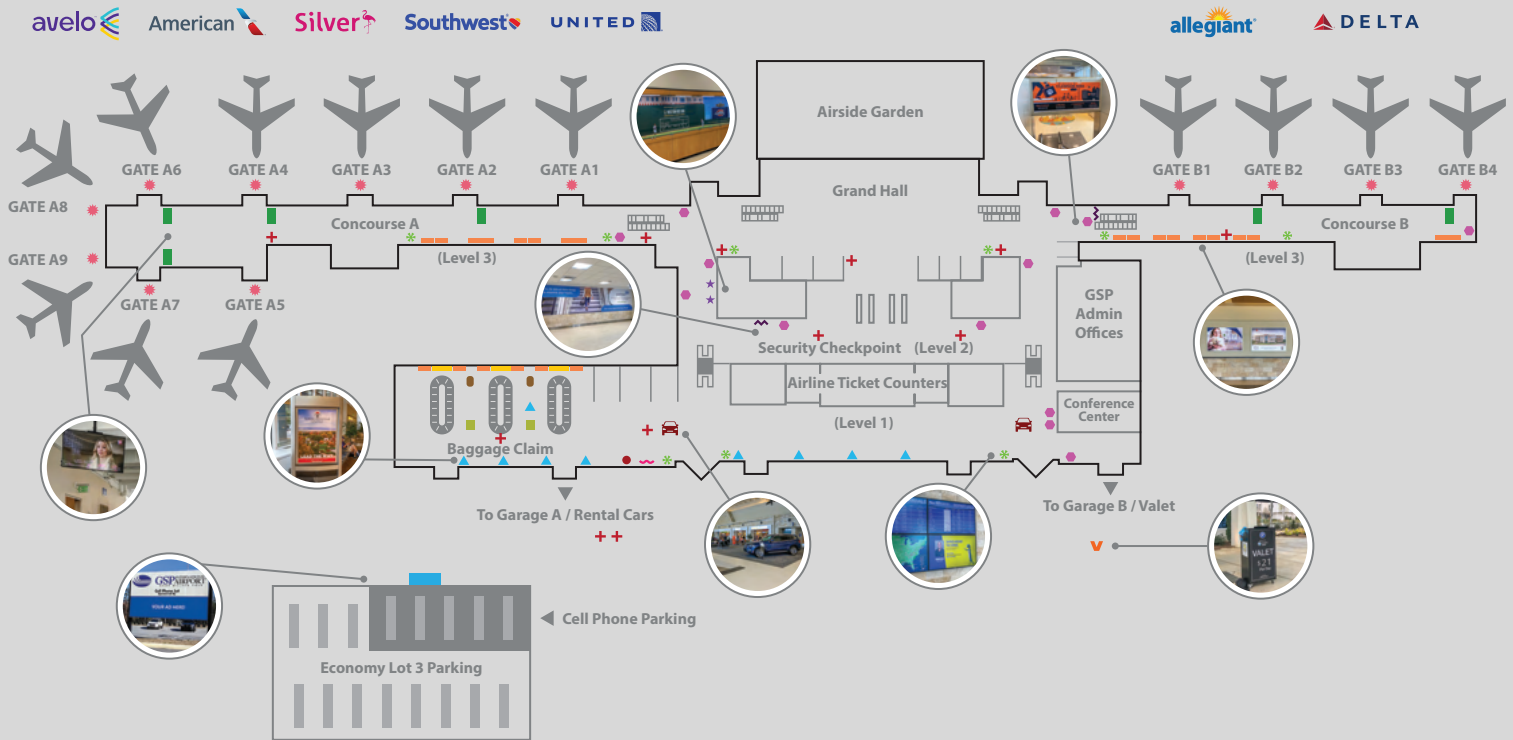
**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://gspairport.com/advertise)

# Terminal Building Map



## LEGEND

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



**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

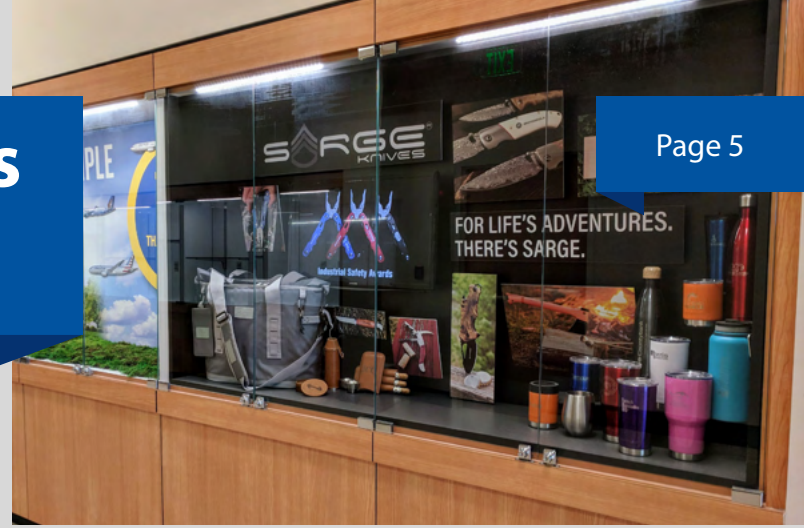
[gspairport.com/advertise](http://gspairport.com/advertise)

# 3D Static Display Cases

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

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

Page 5



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.

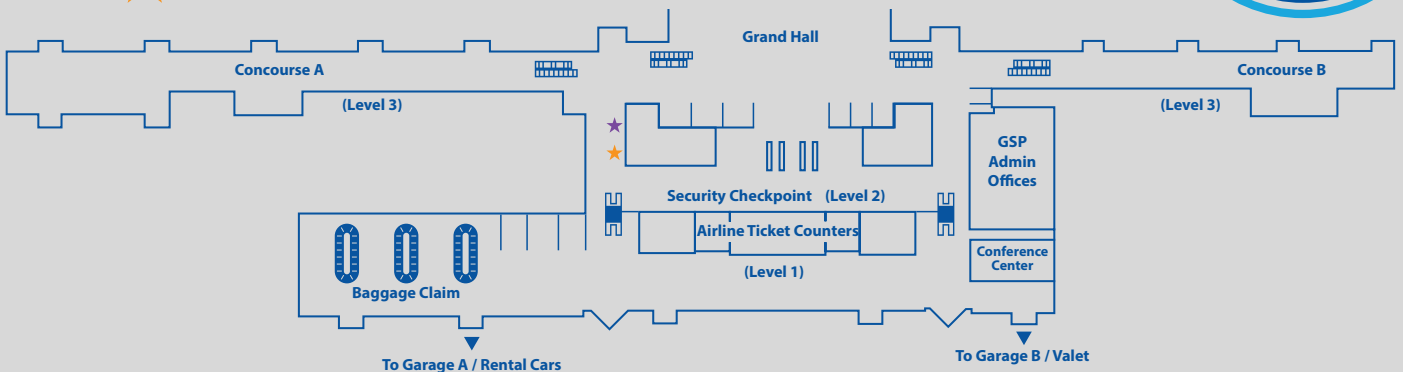
For dimension visualization, please visit the Artwork Sizing Glossary on Pages 24-25.



## Location Map

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

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



Over  
**780,000**  
Annual Impressions

**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](https://gspairport.com/advertise)

# Airport TV Network Commercial

\$2,000/month

Page 6

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.



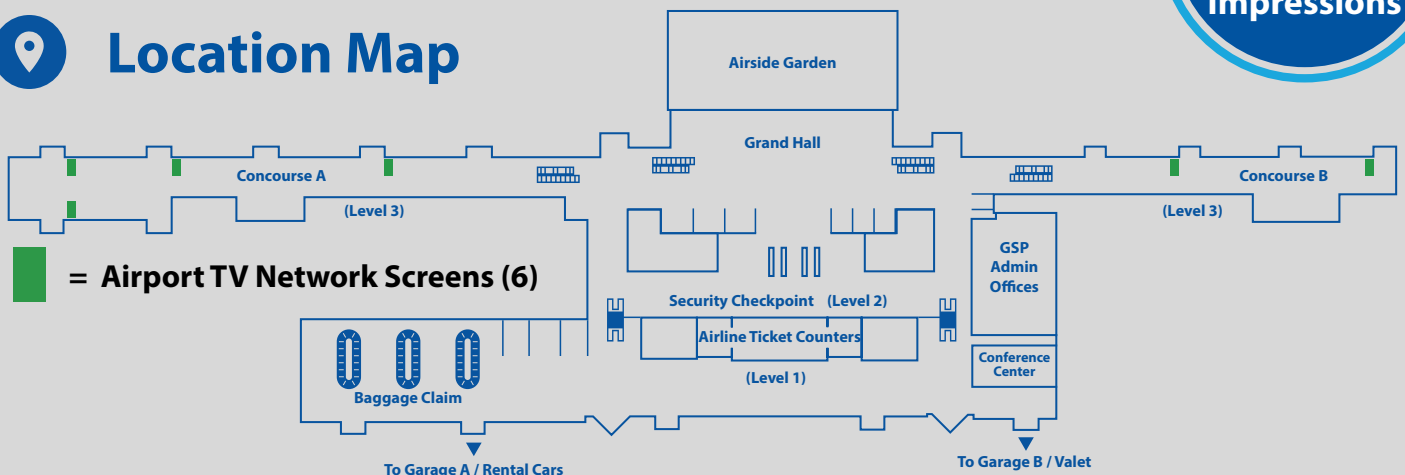
Advertisers are responsible for all production, installation, and removal costs, and for field-verifying all measurements. The GSP Airport District reserves the right to modify the advertising locations, rates, and terms presented in this brochure.

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

Over  
**2.6 Million**  
Annual  
Impressions



## Location Map



**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://gspairport.com/advertise)

# 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.



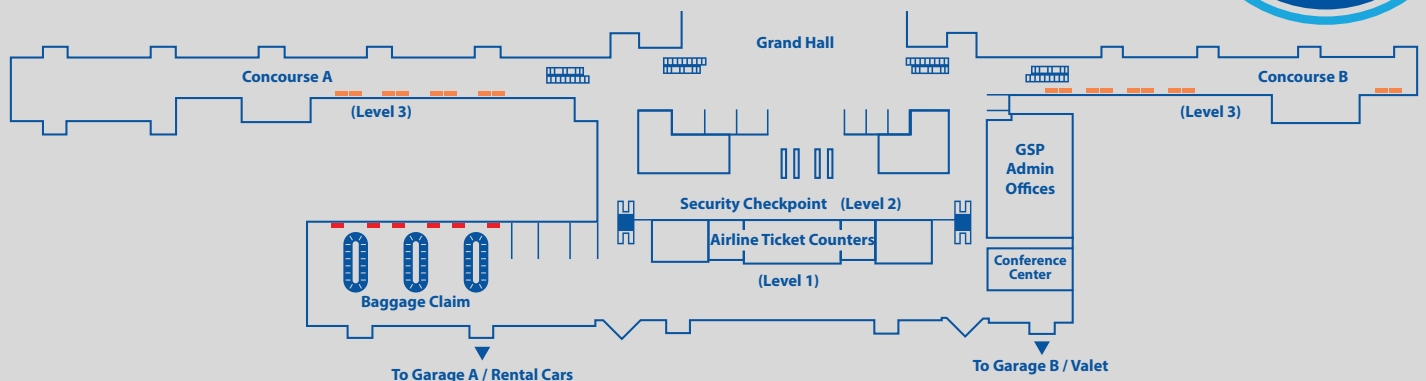
## Details

- 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.



## Location Map

-  = Concourse Back-Lit Static Displays (18)
-  = Baggage Claim Back-Lit Static Displays (6)



Page 7



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.

Over  
**2.6 Million**  
Annual  
Impressions

**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://gspairport.com/advertise)

# 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.



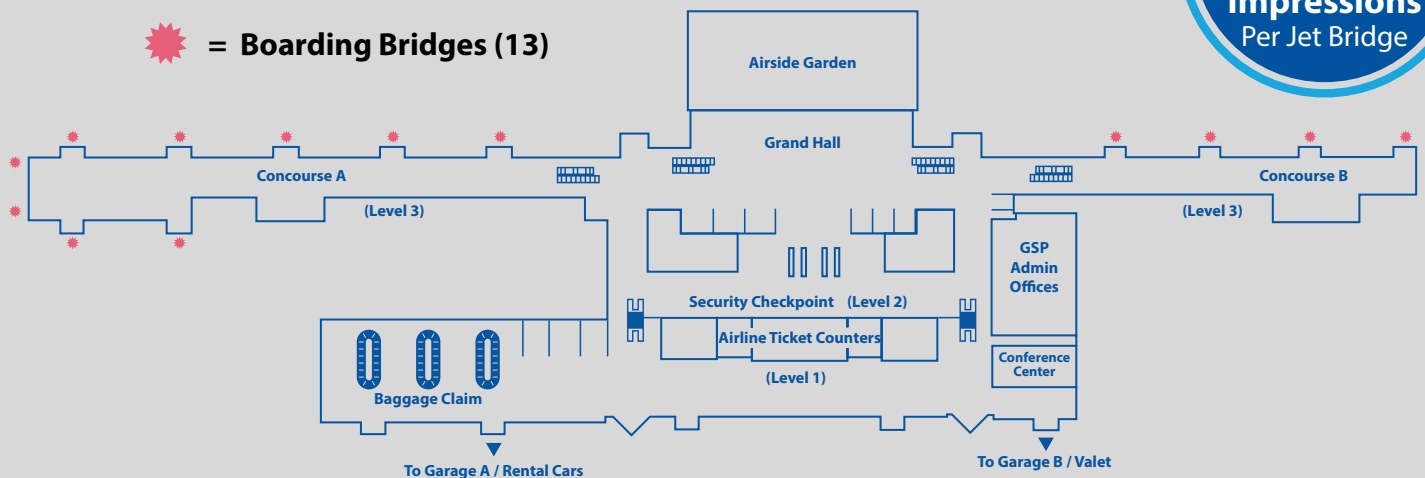
Advertisers are responsible for all production, installation, and removal costs, and for field-verifying all measurements. The GSP Airport District reserves the right to modify the advertising locations, rates, and terms presented in this brochure.



## Location Map



= Boarding Bridges (13)



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

**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://gspairport.com/advertise)

# Boarding Passes

\$1,000/month

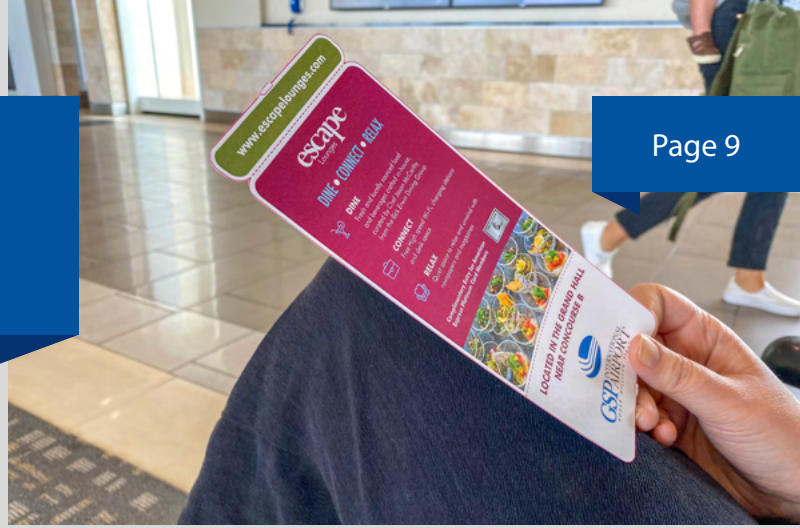
Page 9

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



## Details

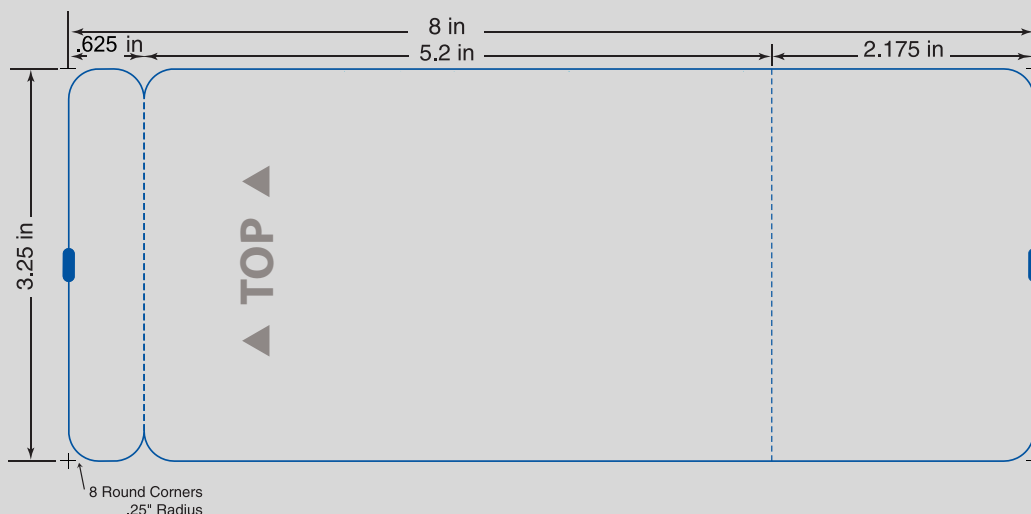
- Ad printed on the back of boarding passes used by all airlines.
- Dimensions:
  - See below
  - Must be in PDF format



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.



## Dimensions



Over  
**2.6 Million**  
Annual  
Impressions

**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://gspairport.com/advertise)

# Brochure Rack

**Pamphlet:**  
\$30/month

**Large Brochure:**  
\$50/month

Page 10

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



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.

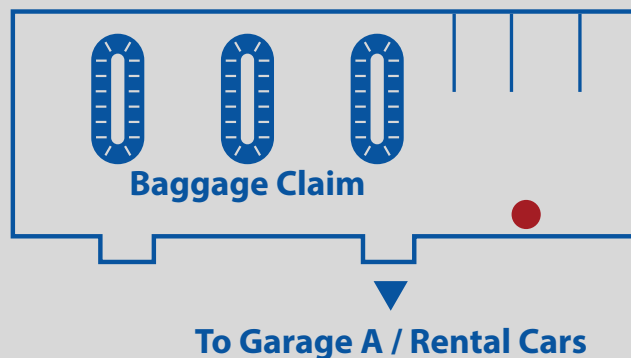
For dimension visualization, please visit the Artwork Sizing Glossary on Pages 24-25.



## Location Map



= Brochure Rack (1)



Over  
**1.3 Million**  
Annual  
Impressions

**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](https://gspairport.com/advertise)

# Cell Phone Lot Sponsor

\$1,500/month

Page 11

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



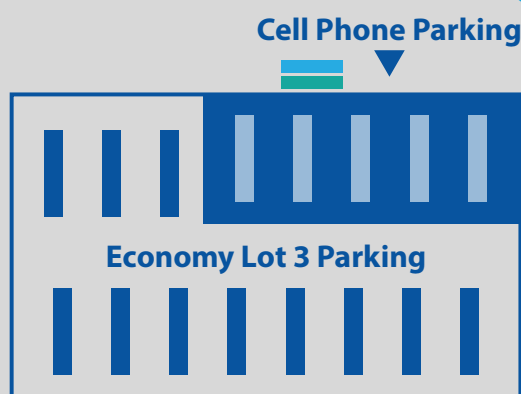
Advertisers are responsible for all production, installation, and removal costs, and for field-verifying all measurements. The GSP Airport District reserves the right to modify the advertising locations, rates, and terms presented in this brochure.

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



## Location Map

-  = Street facing sign (1)
-  = Lot facing sign (1)



Over  
**50,400**  
Cars Parked  
Annually

**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](https://gspairport.com/advertise)

# 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.

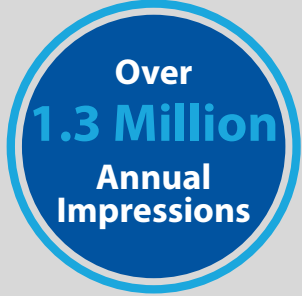
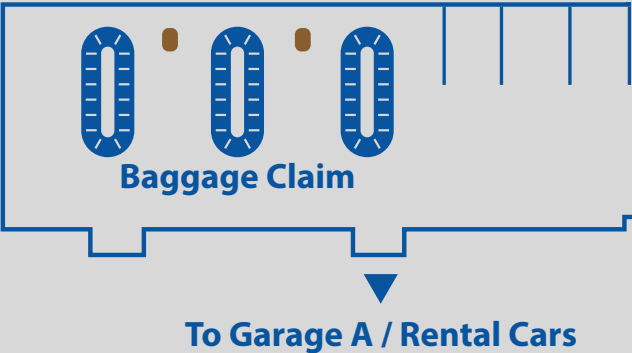
For dimension visualization, please visit the Artwork Sizing Glossary on Pages 24-25.



## Location Map



= Column Wraps (2)



### For more information, contact:

Tim Juul | Concessions Manager  
Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://gspairport.com/advertise)

# Digital Information Kiosks

\$500/month

Page 13

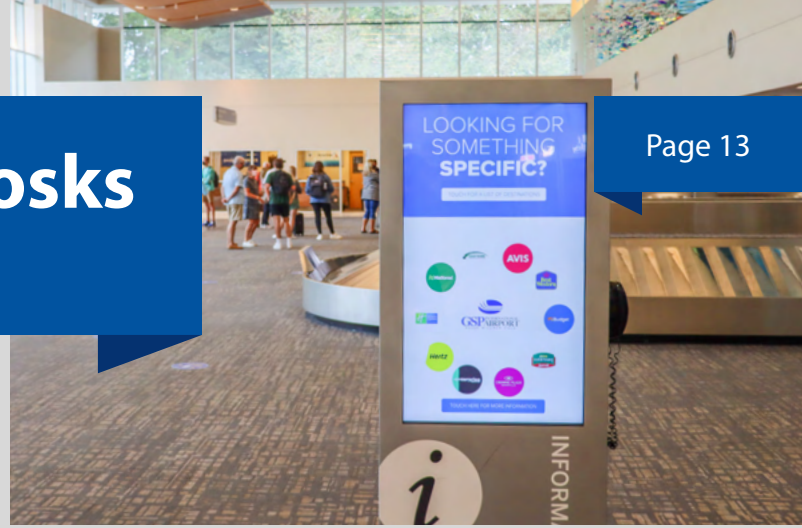
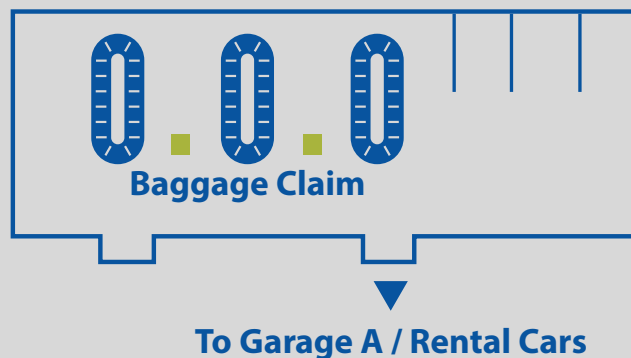
Digital touchscreens in baggage claim that capture arriving passengers and guests waiting for passengers, allowing them to explore dining, shopping, and lodging in Upstate SC.

## 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.

## Location Map

 = Digital Information Kiosks (2)



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.

Over  
**1.3 Million**  
Annual  
Impressions

**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](https://gspairport.com/advertise)

# Flight Information Displays

\$2,000/month

Page 14

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.



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.

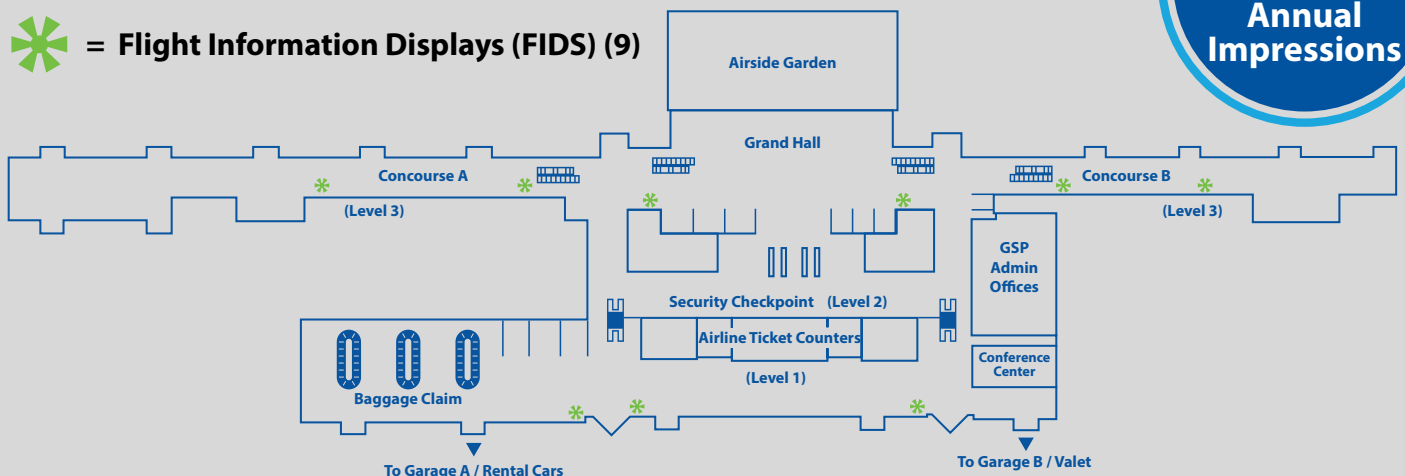
For dimension visualization, please visit the Artwork Sizing Glossary on Pages 24-25.



## Location Map



= Flight Information Displays (FIDS) (9)



Over  
**5.9 Million**  
Annual  
Impressions

**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](https://gspairport.com/advertise)

# Hand Sanitizers

\$550/month

Advertising plate on each hand sanitizer dispenser located 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.



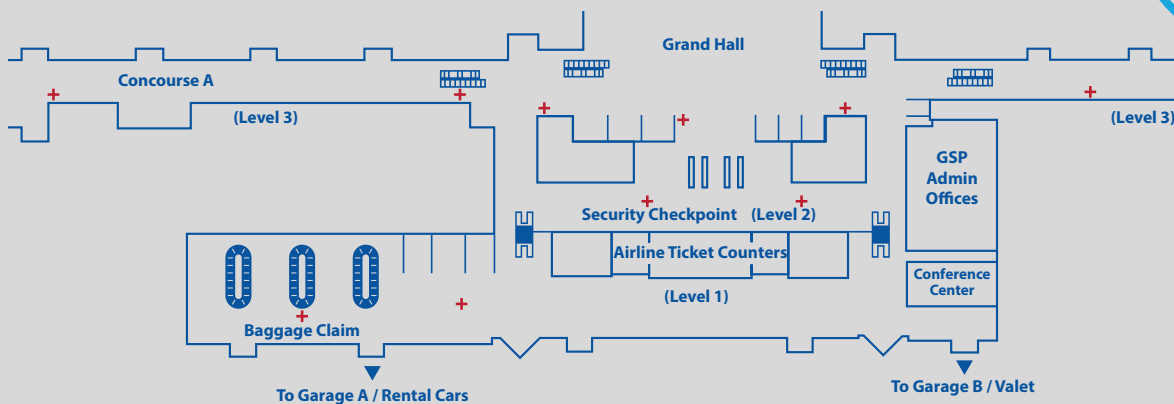
Advertisers are responsible for all production, installation, and removal costs, and for field-verifying all measurements. The GSP Airport District reserves the right to modify the advertising locations, rates, and terms presented in this brochure.

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



## Location Map

**+** = Hand Sanitizers (12)



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

Over  
**5.9 Million**  
Annual  
Impressions

**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](https://gspairport.com/advertise)

# 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.




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.



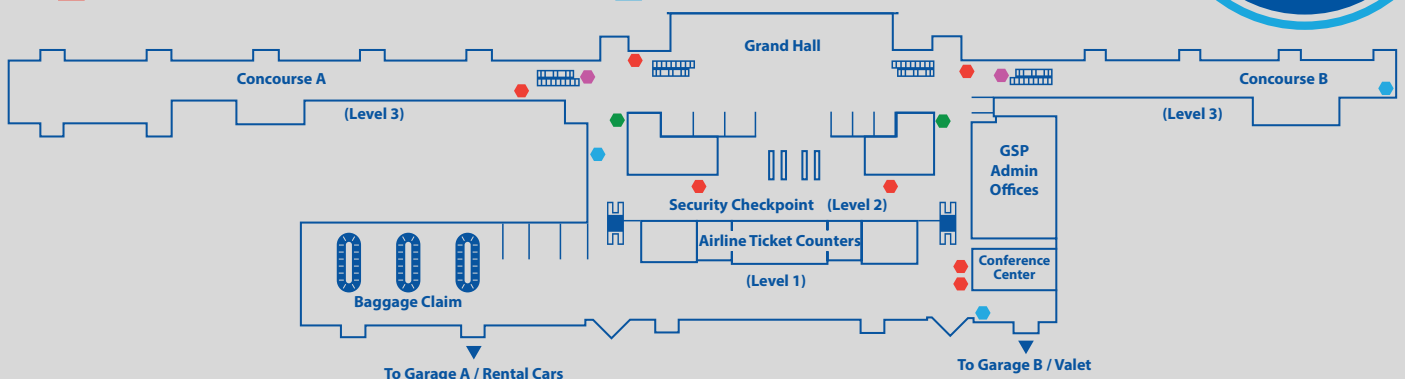
## Location Map

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

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

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

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



Over  
**2.6 Million**  
Annual  
Impressions

### For more information, contact:

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://gspairport.com/advertise)

# 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

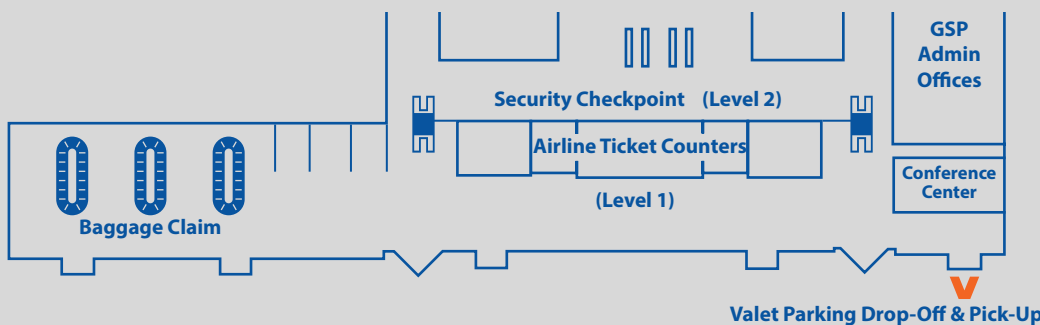


Advertisers are responsible for all production, installation, and removal costs, and for field-verifying all measurements. The GSP Airport District reserves the right to modify the advertising locations, rates, and terms presented in this brochure.



## Location Map

**V** = Valet Parking Sponsorship



Over  
**5.9 Million**  
Annual Impressions

### For more information, contact:

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://gspairport.com/advertise)

# Vehicle Showcases

**Baggage Claim:**  
\$2,500/month

**Conference Center:**  
\$2,000/month

Page 18

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.



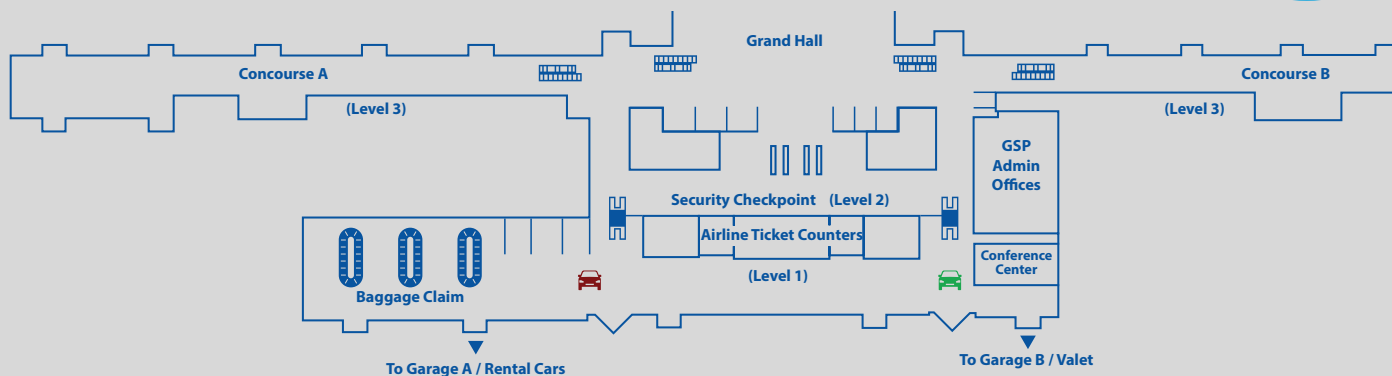
## Location Map



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



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



Over  
**1.3 Million**  
Annual  
Impressions

**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](https://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.



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.

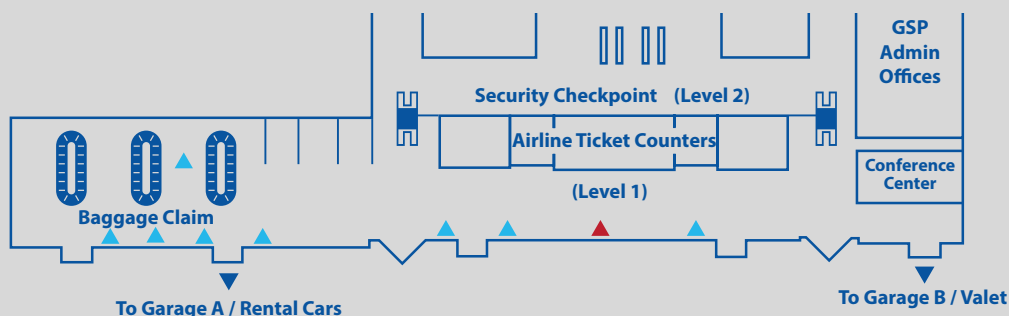
For dimension visualization, please visit the Artwork Sizing Glossary on Pages 24-25.



## Location Map

▲ = Vertical Island Full Size Displays (8)

▲ = Vertical Island Half Size Displays (1)



Over  
**1.7 Million**  
Annual  
Impressions

### For more information, contact:

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](https://gspairport.com/advertise)

# Video Monitors

\$1,000/month

Page 20

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.



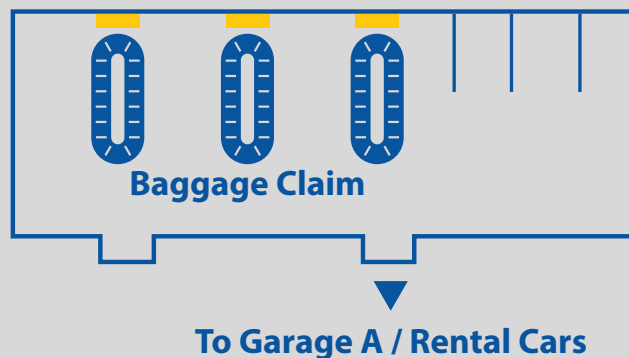
Advertisers are responsible for all production, installation, and removal costs, and for field-verifying all measurements. The GSP Airport District reserves the right to modify the advertising locations, rates, and terms presented in this brochure.

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



## Location Map

 = Video Monitors (3)



Over  
**1.3 Million**  
Annual  
Impressions

### For more information, contact:

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://gspairport.com/advertise)

# VIP Welcome Package

## \$500/Three Days

Page 21

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.

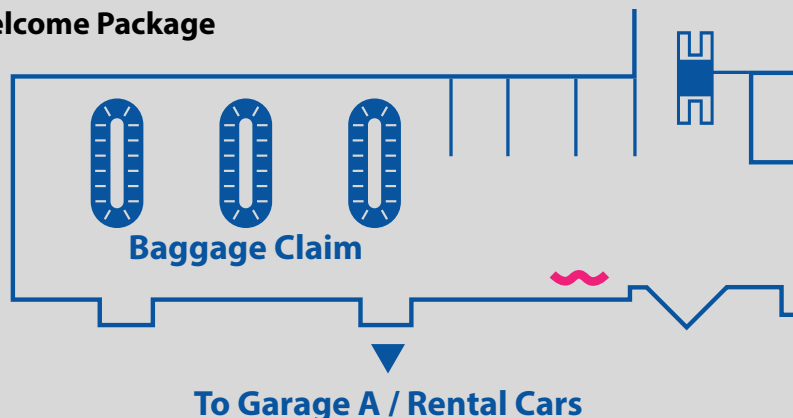


Advertisers are responsible for all production, installation, and removal costs, and for field-verifying all measurements. The GSP Airport District reserves the right to modify the advertising locations, rates, and terms presented in this brochure.



## Location Map

 = VIP Welcome Package



Over  
**3,500**  
Daily  
Impressions

**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://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.

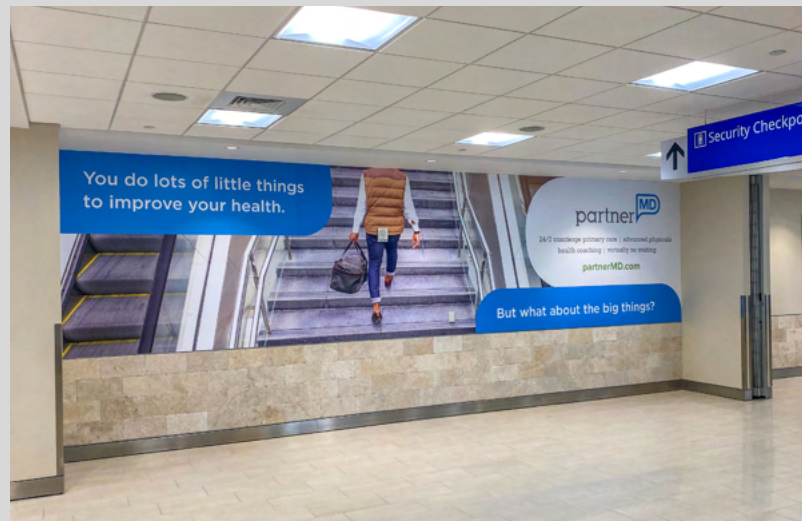
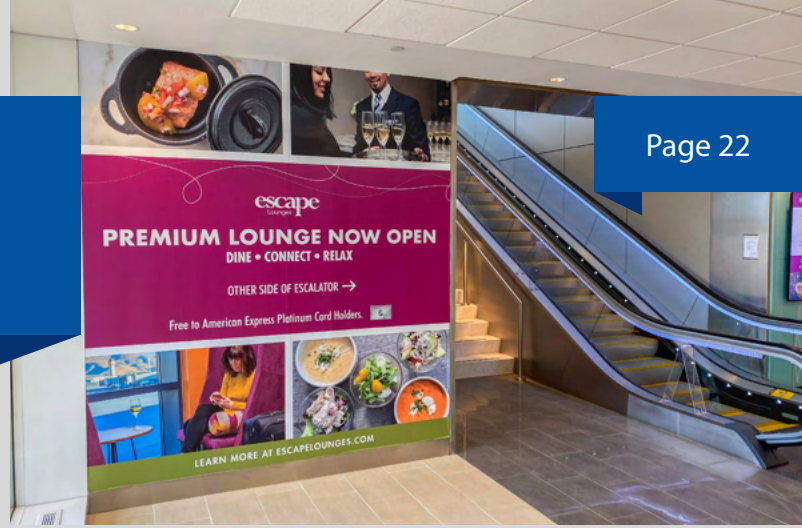
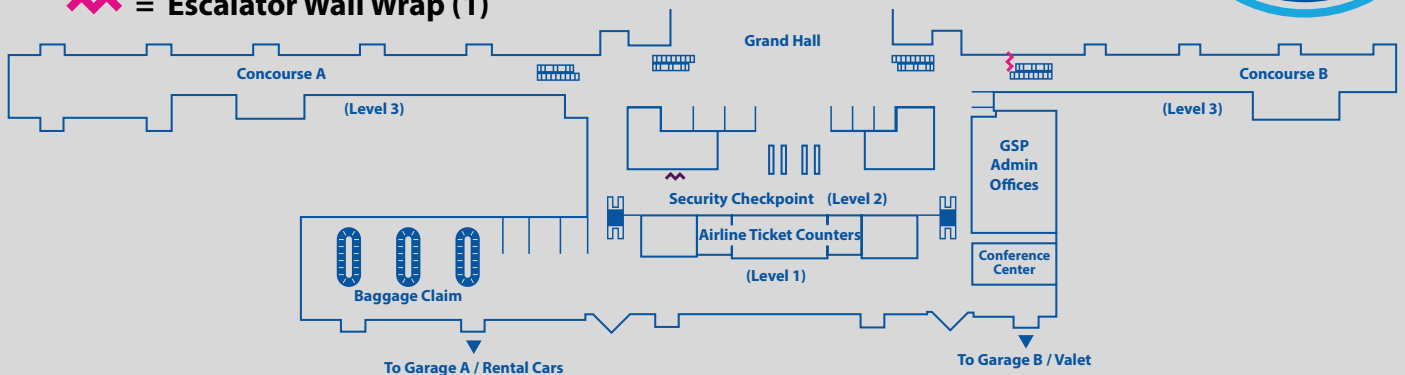
## Details

- 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

## Location Map

 = TSA Security Checkpoint Wall Wrap(1)

 = Escalator Wall Wrap (1)



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

**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://gspairport.com/advertise)

# Wi-Fi Sponsor

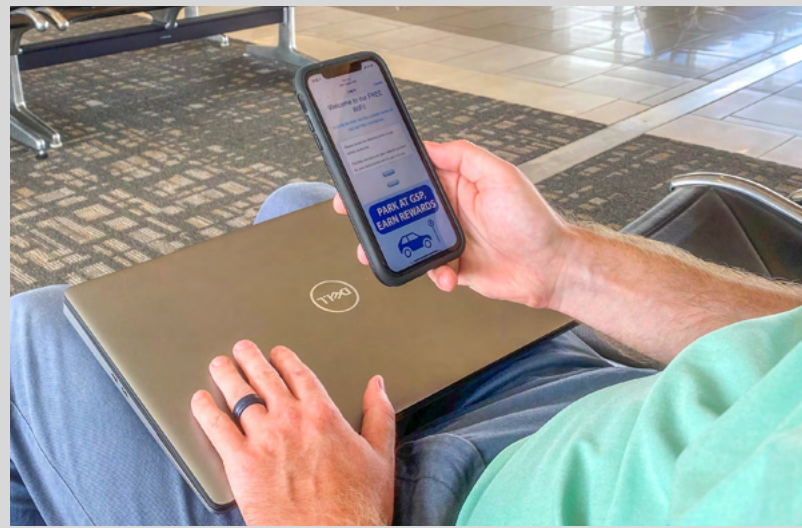
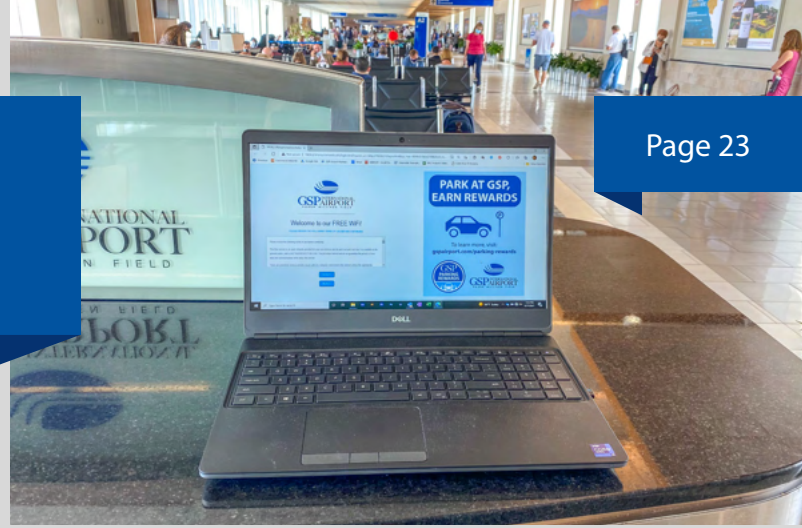
\$1,000/month

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



**For more information, contact:**

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](https://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:

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://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: 96"W x 60"H  
In Feet: 8'W x 5'H

**Small Rectangle**

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

**Medium 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:

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://gspairport.com/advertise)

# 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?**

Tim Juul is our Concessions Manager and handles our advertising at GSP. His contact information is at the footer of each page of the advertising booklet.



### **For more information, contact:**

Tim Juul | Concessions Manager  
Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](http://gspairport.com/advertise)



**GSP** INTERNATIONAL  
**AIRPORT**  
ROGER MILLIKEN FIELD

# Advertising Rates



Location	Display Type	Description	Size	Term Minimum	Rate	Additional Information
<b>Baggage Claim</b>	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
<b>Cell Phone Lot</b>	Lot Entrance Billboard (Front & Back)	Branded signage on "Sponsored By" sign and Arrival/Departure sign	Sponsored By: 180" W x 48" H Arrival/Departure: 179" W x 48" H	1 year	\$1,500/month	Includes recognition on GSP website
<b>Concourse A &amp; B</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.)



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 Large Rectangle: 144"W x 60"H	6 months	Small Rec: \$2,000/month 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; 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; 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 dispys 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 Full Size: 33.625"W x 46.25"H	6 months	\$250/month (half size) \$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

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

## For more information, contact:

Tim Juul | Concessions Manager

Phone: 864.848.6212 | [tjuul@gspairport.com](mailto:tjuul@gspairport.com)

[gspairport.com/advertise](https://gspairport.com/advertise)