





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.



Upstate, SC

"The New Start Up South"

- Matador Network



Greenville, SC

"Top 50 Best Vacation Spots in the U.S."

-Men's Journal



Spartanburg, SC

"Seven Cutest Small Towns to Visit in S.C. in 2024"

- WorldAtlas.com



Why Advertise at GSP?

By the Numbers





Business 46% Leisure 54%

Upstate South Carolina

Female 55%



1,544,124

Total Population

40 Average Age 254+ # of HQ Locations

535+# of International
Companies



Airport Accolades

"2024 Best Places to Work in SC"
- SC Biz

"2023 Best Airport in North America"

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

"2023 Cleanest Airport in North America"

2 - 5 Million Passenger Category

- Airport Council International (ACI)

"2023 Most Enjoyable Airport in North America"

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



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



Air Service at GSP



Airlines & Frequencies











Southwest's





Route Map

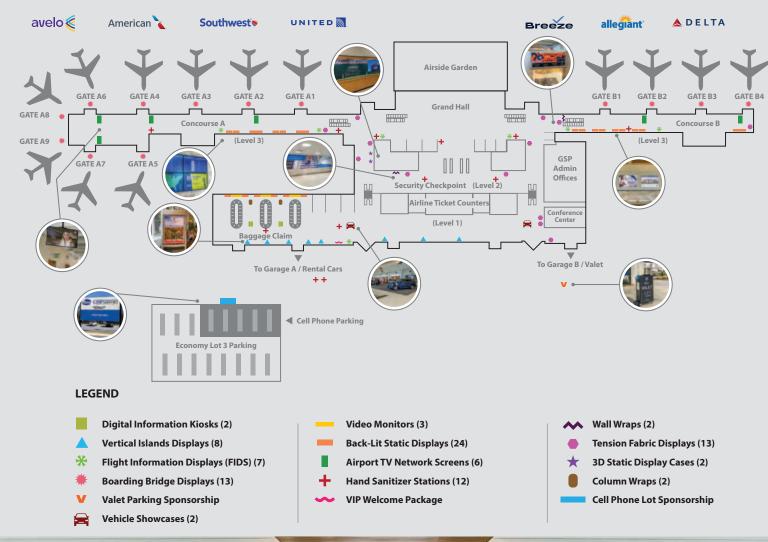
Airline	Frequen
Delta & Southwest	8 Daily
Southwest	2 Daily
American	8 Daily
American & United	4 Daily
American	3 Daily
United	1 Daily
Delta	2 Daily
Allegiant	2 Weekly
Breeze	2 Weekly
United	1 Daily
Breeze	2 Weekly
Avelo	2 Weekly
American	1 Daily
Southwest	1 Daily
Avelo	2 Weekly
American & Delta	6 Daily
United	3 Daily
Avelo & Breeze	4 Weekly
Allegiant	2 Weekly
American	3 Daily
Breeze	2 Weekly
Avelo	2 Weekly
Breeze	2 Weekly
Allegiant	2 Weekly
United	3 Daily
American	3 Daily
	Delta & Southwest Southwest American American & United American United Delta Allegiant Breeze United Breeze Avelo American Southwest Avelo American & Delta United Avelo & Breeze Allegiant American Breeze Allegiant United Breeze Avelo





To Over 200 Cities Worldwide

Terminal Building Map



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.



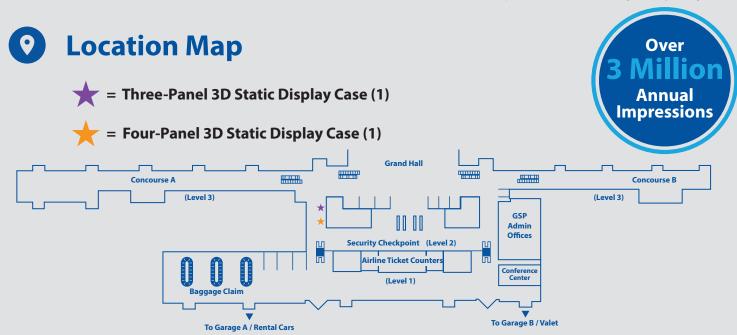
Details

- 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



Page 5

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.



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.

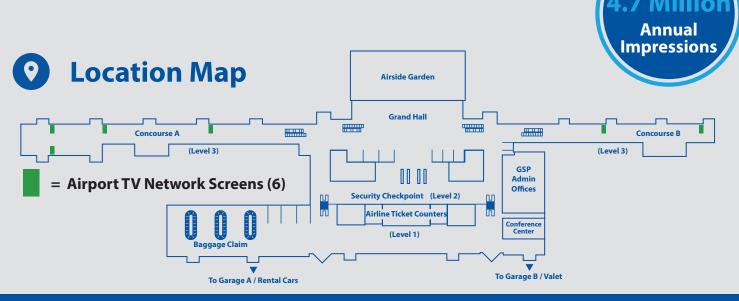
Details

- 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.



Page 6

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Back-Lit Static Displays

\$1,000/month

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



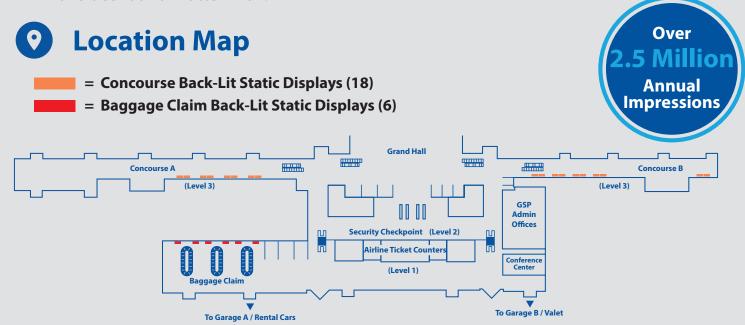
Details

- 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.



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.



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.



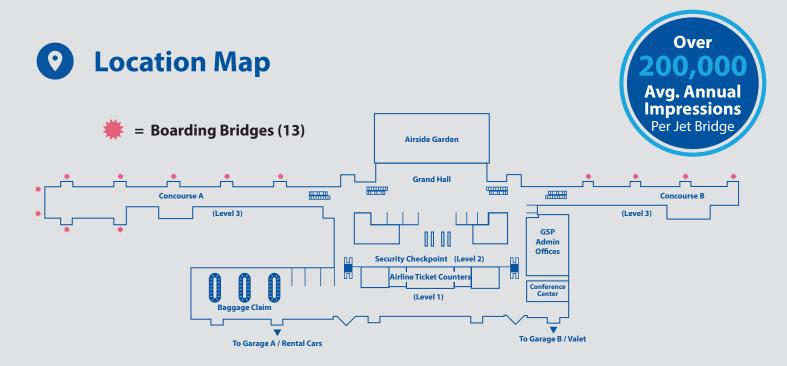
Details

- 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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Boarding Passes

\$1,000/month

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

Details

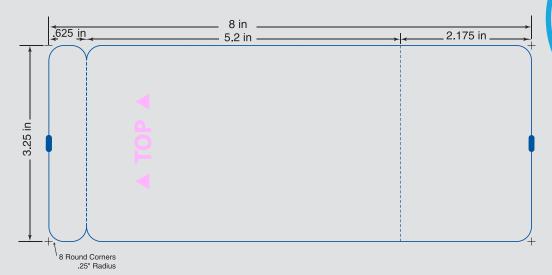
- Ad printed on the back of boarding passes used by all airlines.
- Dimensions:
 - See below
 - Must be in PDF format





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Dimensions



Over
1.3 Million
Annual
Impressions

Tim Juul | Concessions Manager Phone: 864.848.6212 | tjuul@gspairport.com **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



GSPAIRPORT

Cell Phone Lot

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



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Cell Phone Parking







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.

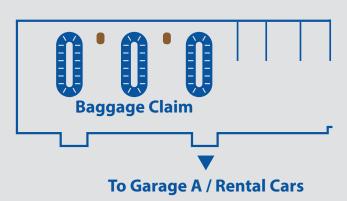


Advertisers are responsible for all production, installation, removal costs and repairs to wall after removal, and for field-verifying all measurements. The GSP Airport District reserves the right to modify the advertising locations, rates, and terms presented in this brochure.

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



= Column Wraps (2)





Digital Information Kiosks

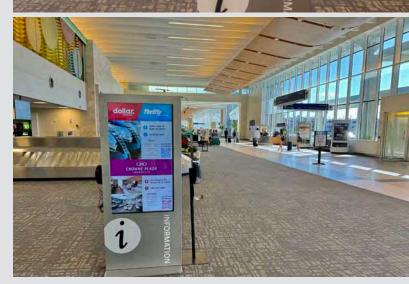
\$500/month

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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Location Map



= Digital Information Kiosks (2)



Over
1.6 Million
Annual
Impressions

Page 12

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.



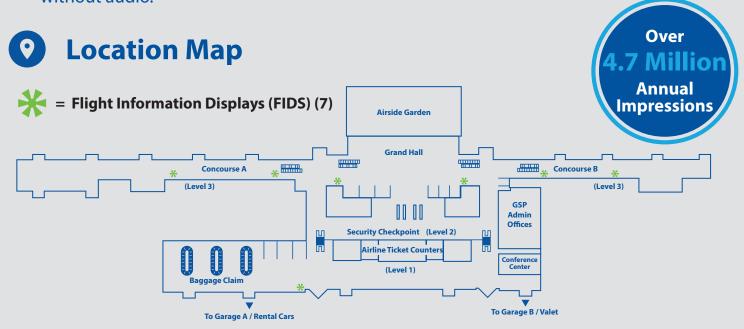
Details

- Seven 42" monitors located throughout the terminal building:
 - One 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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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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For dimension visualization, please visit the Artwork Sizing Glossary on Pages 24-25.

Location Map

= Hand Sanitizers (12) Concourse A (Level 3) 00 00 Admin Offices Security Checkpoint (Level 2) Airline Ticket Counter Conferen Center (Level 1)

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

Tim Juul | Concessions Manager Phone: 864.848.6212 | tjuul@gspairport.com **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.



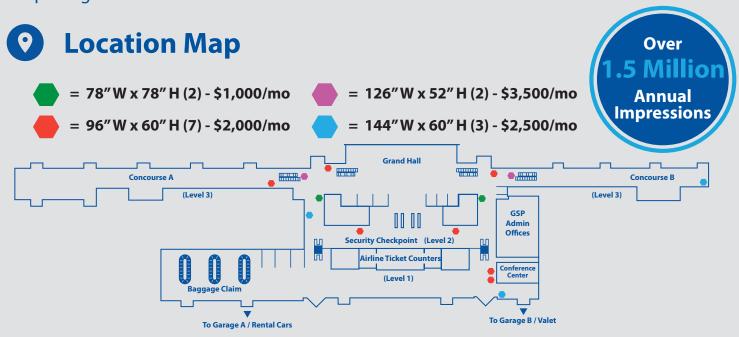
Details

- 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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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





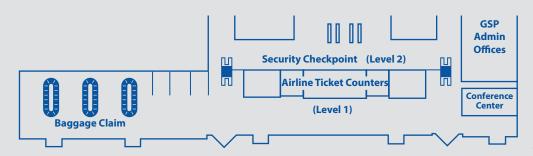


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Cocation Map



= Valet Parking Sponsorship





Valet Parking Drop-Off & Pick-Up

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.





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Over Cocation Map = Baggage Claim Vehicle Showcase (1) **Impressions** = Conference Center Vehicle Showcase (1) Concourse A Concourse B (Level 3) (Level 3) GSP Admin Security Checkpoint (Level 2) I Airline Ticket Counter (Level 1) To Garage B / Valet To Garage A / Rental Cars

Vertical Island Backlit

\$500/month

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



Details

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



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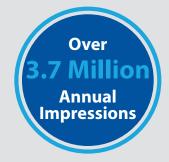
For dimension visualization, please visit the Artwork Sizing Glossary on Pages 24-25.



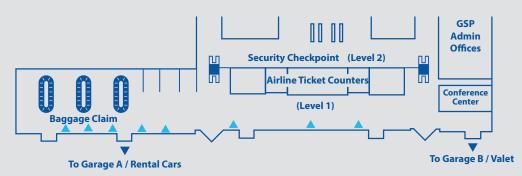
Location Map



= Vertical Island Full Size Displays (8)



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Video Monitors

\$1,000/month

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



- 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.



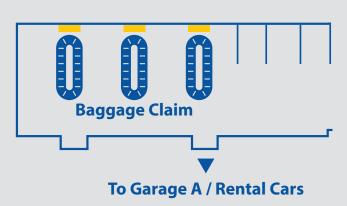
CHRIST CHURCH EPISCO isit cces.org or call 864.331.4223

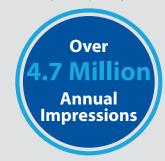
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For dimension visualization, please visit the Artwork Sizing Glossary on Pages 24-25.



= Video Monitors (3)





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VIP Welcome Package

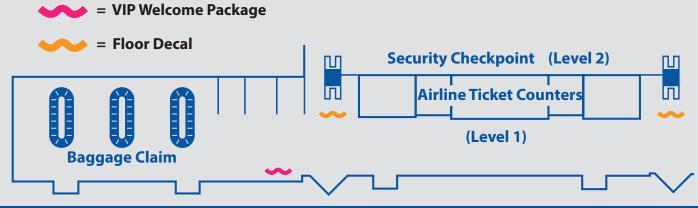
Welcome Package \$500/Three Days **Floor Decal** \$500/Three Days

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

Details

- Welcome package includes:
 - 6' table, 2 chairs, and a black black tablecloth
 - 10-second ad on Flight Information Displays (FIDs)
- Dimensions (FIDs ad):
 - 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.
 - \$100 per each additional day









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Over
3,500
Daily
Impressions

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

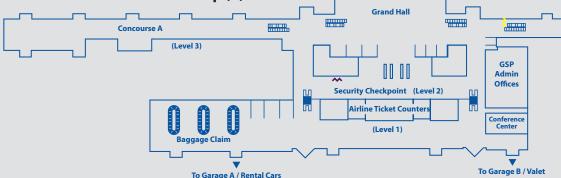
- Two locations:
 - One near the TSA security checkpoint entrance.
 - One adjacent to the down escalator from Concourse B outside of the MAG Escape Lounge.
- Dimensions:
 - TSA Security Checkpoint Wall:
 - 317.5"W x 77.75"H
 - Escalator Wall:
 - 105.375"W x 120.25"H
- Locations leased on an individual basis



Location Map

= Escalator Wall Wrap (1)

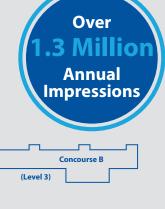
= TSA Security Checkpoint Wall Wrap(1)







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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.





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

Statistics





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

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

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

Artwork Sizing Glossary (cont.)

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

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

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.



Advertising Rates



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
	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	33.625″W x 46.25″H	6 months	\$500/month	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 +\$100 per additional day	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
		Floor Decal	Size Varies	3 day package	\$500 +100 per additional day	Size of floor graphic varies by design. Please verify with GSP staff for final approval
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	\$1,000/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

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
	Flight Information Displays (FIDS)	7 monitors (1 pre-security, 6 post-security)	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
Throughout Airport and	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
Airport Property	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	3 islands and space for tri-fold brochures	33.625"W x 46.25"H	6 months	\$500/month	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.