



*Solutions* **NOW**.biz  
PRINT & DIGITAL SOLUTIONS FOR GROWING YOUR BUSINESS



**KALAMAZOO BATTLE CREEK  
INTERNATIONAL AIRPORT  
ADVERTISING GUIDE**



# WHY ADVERTISE IN OUR AIRPORT?



**We are working hard to make the airport a Kalamazoo Experience for all incoming and outgoing passengers! Be featured in a new and exciting way with us!**

- Travelers have a higher than average **household income** and the power to make purchasing decisions.
- In 2022, **1.3 billion travelers** took to the sky and nearly 50% of Americans flew in 2022 – a number that has been steadily increasing over the last four decades.
- Airport passengers spend an average of **133 minutes** inside an airport terminal – that's 2+ hours for your message to reach your audience.
- Kalamazoo passengers are less price sensitive than other airports.





### WHY AZO?

- 250,000+ annual passengers
- 35 weekly flight departures
- Reach inbound and outbound flyers
- Variety of ad types and locations
- Support your local community

### WHO FLIES THROUGH AZO?

- **Residency:** Local and visitors
- **Purpose:** 70% business, 30% leisure
- **Gender:** 50% men, 50% women
- **Age:** Primarily Gen X and Millennials, followed by Baby Boomers and Gen Z and younger



**(269) 209-5940**

# VEHICLES AND EXHIBITS



AZO product and vehicle displays offer a unique and interactive environment for passengers and visitors to learn about your products and services.

## Features

- Opportunities for new and creative ideas
- 3D displays are unexpected and visually exciting and entice people as they journey through the airport

## Areas, Rates & Specifications

### Vehicles:

- 6 months: \$705
- 24 months: \$610
- 36 months: \$550

### Exhibits:

- 6 months: \$705 per month
- 12 months: \$635 per month
- 24 months: \$610 per month
- 36 months: \$550 per month

*Depends on Size*



Ask your account executive for more details and bundle pricing. Prices do not include design, production work or installation. Ad copy must be approved by AZO authority before production of your artwork begins. Send proofs to your account executive for approval.



# TENSION FABRIC DISPLAYS

Tension fabric banners make it easy to stand out and get noticed. Tension Fabric Displays are static wall displays. Because of their design, the displays are flexible and are: double- or single-sided; wall mounted; ceiling mounted; or in freestanding framed floor units.

- Tension fabric displays customized to client preferences.
- Tensions fabric banners are installed in areas with heavy passenger traffic and are applied to various surfaces throughout the airport, including walls, windows, columns, and doors.
- Limitless messaging or branding possibilities
- Colors and graphics hold sharp, vivid print



**(269) 209-5940**



# CONCOURSE UPPER LEVEL

Today's travel industry requires passengers to check-in for their flights around 2 hours before departure. That leaves a captive audience in the gate areas, and the perfect opportunity to educate them about your business. Once they pass through TSA, passengers spend an average of 90 minutes in the gate area.

Ad Type	Location	Size (W x H)	1 yr Monthly	2 yr Monthly	3 yr Monthly
Tension Fabric 1A-TFD-3, 1A-TFD-4	Gate Area	3' x 4'	\$360	5% Discount	10% Discount
Tension Fabric 1A-TFD-1, 1A-TFD-6	Gate Area	10' x 5' 120" X 60"	\$500	5% Discount	10% Discount
Tension Fabric- 2 1A-TFD-2, 1A-TFD-5	Gate Area	10' x 5' 120" X 60"	\$500	5% Discount	10% Discount
Tension Fabric 1S-TFD-2, 1S-TFD-3	Pre-TSA	8' x 5' 96" X 60"	\$600	5% Discount	10% Discount
Tension Fabric 1S-TFD-1	Pre-TSA	20' x 10' 240" X 120"	\$800	5% Discount	10% Discount
Tension Fabric 1S-TFD-4, 1S-TFD-5	Post-TSA	15' x 5' 180" X 60"	\$750	5% Discount	10% Discount
Tension Fabric 1A-TFD-8, 1A-TFD-9	Business Center	10' x 5' 120" X 60"	\$500	5% Discount	10% Discount
Tension Fabric 1A-TFD-7	Gate Area - Hall	15" x 5" 180" X 60"	\$700	5% Discount	10% Discount





# MAIN TERMINAL LOWER LEVEL

The main terminal is where everyone must enter the airport, so your message is seen by more than just the passengers. The main entrance area provides great exposure for your business.

Ad Type	Location	Size (W x H)	1 yr Monthly	2 yr Monthly	3 yr Monthly
Tension Fabric	Main Terminal	10' x 5' 120" X 60"	\$500	5% Discount	10% Discount
Tension Fabric 1BC-TFD-5	Main Terminal	11' x 4' 136" X 49"	\$550	5% Discount	10% Discount



**SolutionsNOW.biz**  
PRINT & DIGITAL SOLUTIONS FOR GROWING YOUR BUSINESS

**(269) 209-5940**



# DISPLAY AREA LOWER LEVEL

Put your message on display right near ticket counters. This is a highly visible area right near the main entrance.

Ad Type	Location	Size (W x H)	2 yr Monthly
Display Area	Ticket Counter	Please Ask	Please Ask



# BAGGAGE CLAIM LOWER LEVEL

Once the plane has landed, the passenger heads to baggage claim. Whether they are arriving in the community for the first time or returning home after a long trip, the baggage claim area provides plenty of time to provide information on great hotels, restaurants, and other local attractions.

Ad Type	Location	Size (W x H)	2 yr Monthly
Tension Fabric 1BC-TFD-1,2,3,4	BC Belt Wall	10' x 5' 120" X 60"	\$500
Tension Fabric 1BC-TFD-5	BC Mid-Terminal	12' x 4' 136" X 49"	\$550





# DIGITAL DISPLAY

Your digital ad can be viewed at the baggage claim. The digital display screen is located in between two tension fabric displays seen in the photo below.

Ad Type	Location	Size (W x H)	1 yr Monthly	2 yr Monthly	3 yr Monthly
LCD Video Ad	Baggage Claim	36" Diagonal	\$200	10% Discount	15% Discount

## Video Advertising

AZO Digital displays provide you with the most current technology to showcase your message.

### Features

- Allows time-sensitive copy changes
- Minimal production costs
- High traffic count

### Static Digital Ads

- On screen for 10 seconds at a time
- Plays once every minute
- You may purchase more than one spot, with a maximum of six spots that can be purchased.

### Video Digital Ads

- Maximum video clip length is 15 seconds that will play once every minute
- Audio capabilities unavailable
- You may purchase a maximum of two 15 second clips for a total of 30 seconds of video advertising that will play once every minutes and a half.
- \$250 month

### Digital Display Advertising

Minimum of 1 year committment  
\$200/month

- Ad copy must be approved by AZO authority before production of your artwork begins. Send proofs to your account executive for approval.

### Production Specifications

Please contact your account executive for more details and about how to make your ad come alive with custom animated type and graphics.





# FREQUENTLY ASKED QUESTIONS

## WHAT ARE ALL THE SPACES I CAN ADVERTISE?

### **Custom Displays:**

Feature your product or service like never before! A select number of custom sponsorships, branding and display opportunities are available at our airport in key foot traffic locations. The displays command attention and won't be missed! Contact us for information about these unique and engaging options to showcase your business.

### **Digital Displays:**

Your message in full color on our digital networks, showcasing your message to arriving and departing traffic. Our digital signs are high definition, LCD screens that provide options of full-motion video and animation.

### **Wraps & Clings:**

Wraps and clings deliver big impact to travelers and are strategically located in high traffic locations. They provide a "can't miss" message for our advertisers. Both large and small, wraps are a great option to show-off your brand or offer.

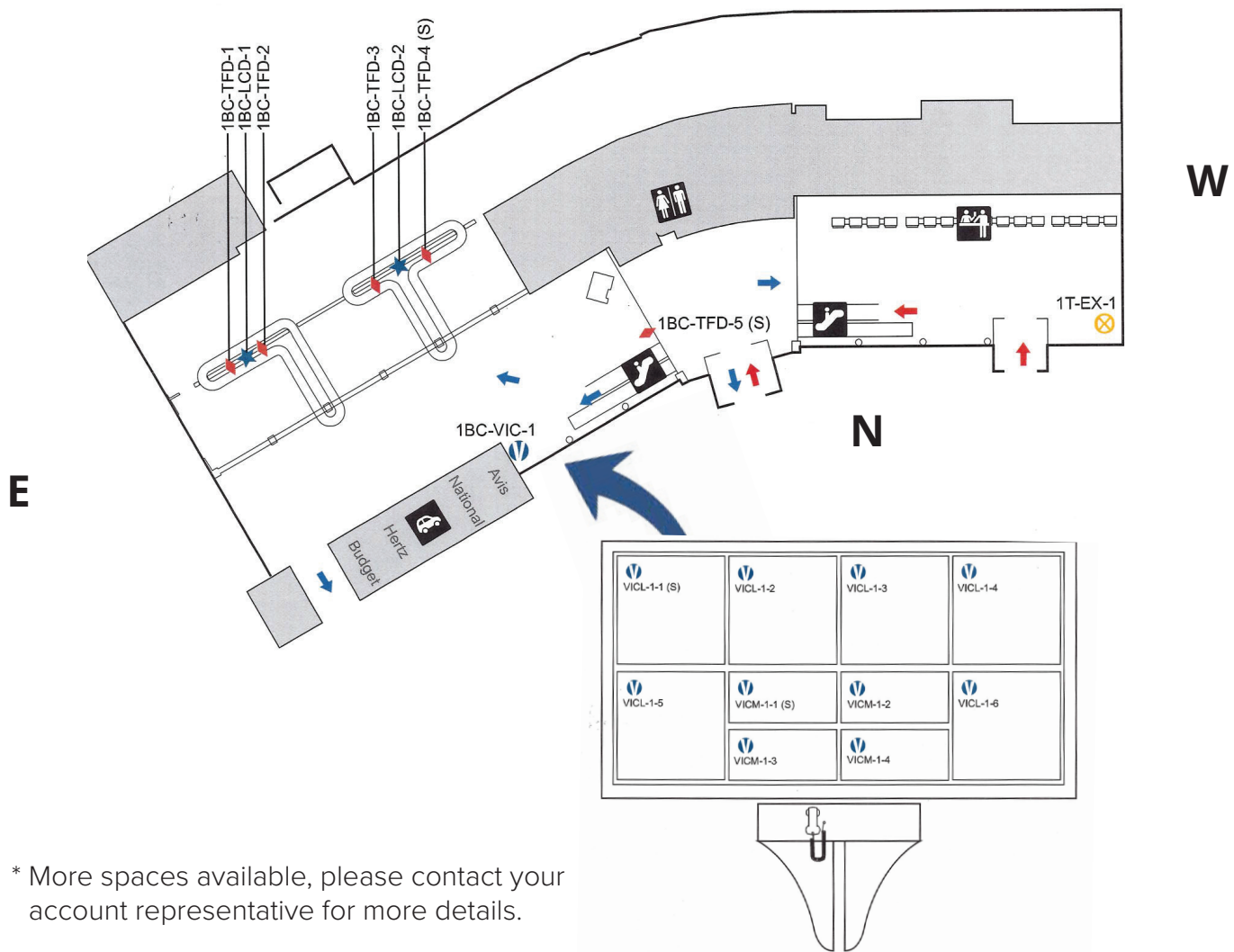
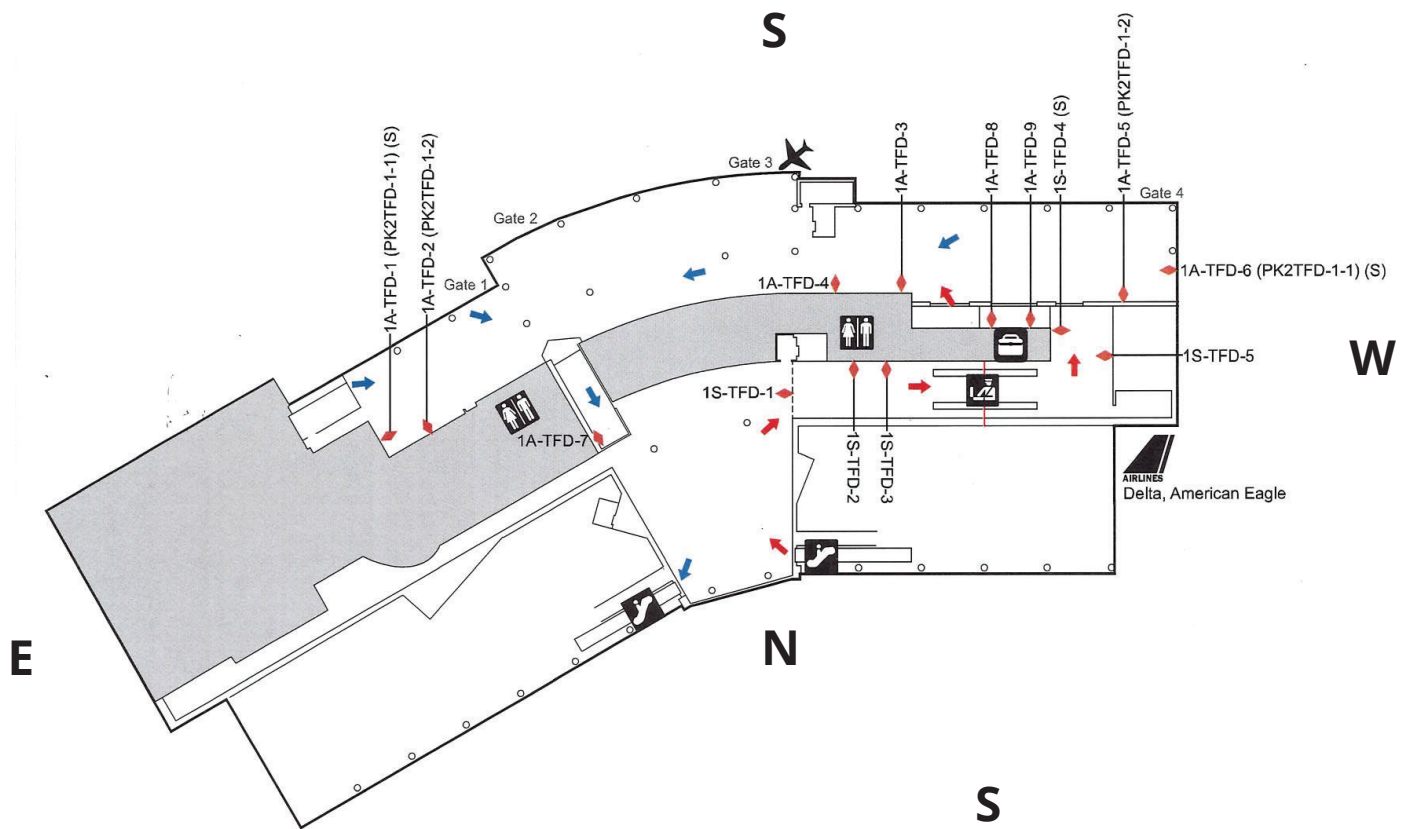
### **And More:**

- Backlit Signs
- Spectaculars
- Phone Center Directory
- Charging Station
- Sponsorships
- Jetway
- Exterior Wallscapes & Banners
- Exterior Pole Banners



**(269) 209-5940**





\* More spaces available, please contact your account representative for more details.





**Bringing the KALAMAZOO EXPERIENCE  
to 250,000 PASSENGERS ANNUALLY**

**SolutionsNOW.biz**  
PRINT & DIGITAL SOLUTIONS FOR GROWING YOUR BUSINESS

**To Advertise, Contact Deb Tien at  
SolutionsNOW.biz  
deb@SolutionsNOW.biz  
(269) 209-5940**

