

# Barkley Regional Airport New Terminal Digital Advertising



**Now Open!**

Updated December 2023

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# We Want To Partner With You!

Barkley Regional Airport not only serves Paducah, but the entire Purchase area. We feel passionately about supporting one another and advocating for our amazing community.

As we see air travel increasing at a rapid pace, airport advertising opens up new options for even more creative marketing avenues, Whether static or animated, digital gives you the flexibility to regularly change your message, allowing you to optimize your budget and reach your target audience like never before.

This unique audience has a highly receptive mindset and are very aware and actively looking for information. More than half of business travelers are the influential senior level business decision makers that you want to reach and it's a fact that leisure passengers make life changing decisions while on vacation – with 1 in 3 people deciding to change jobs and 39% talking about getting healthier or fitter.

# Air Service Overview

In 2022, PAH had 14,542 passengers, not including visitors and loved ones coming in for pick up and drop off as well. We also host charters for various groups and sports teams, such as Murray State and UT Martin.

## Connections from Charlotte



Charlotte is a significant American Airlines hub that provides connection access to more than 133 domestic and 35 international destinations.

Charlotte-Douglas International Airport is the fifth most connected airport in the U.S. and the 12th most connected in the world. This allows our passengers to have the world at their fingertips with one short connecting flight.



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# Travelers Respond To Airport Advertising

**89%**

TRAVELERS NOTICE  
AIRPORT  
ADVERTISING

**79%**

TRAVELERS READ  
AIRPORT  
ADVERTISING

**62%**

TRAVELERS RECALL  
ADS THEY SAW WHILE  
AT THE AIRPORT

**76%**

**TRAVELERS  
TAKE ACTION  
AFTER  
SEEING  
AIRPORT ADS**

**68%**

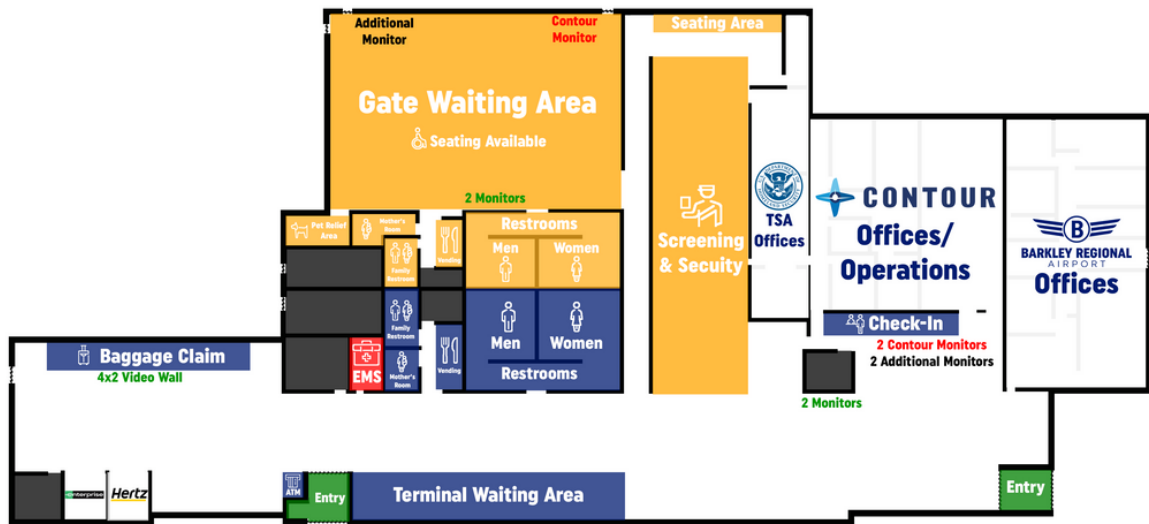
TRAVELERS ASSOCIATE  
AIRPORT ADS WITH  
HIGH-QUALITY BRANDS

# 2022 Total Enplanements vs. Other Regional Airports

	<b>PAH</b> (Paducah, KY)	<b>CGI</b> (Cape Girardeau, MO)	<b>MWI</b> (Marion, IL)	<b>OWB</b> (Owensboro, KY)
January	835	623	655	1,116
February	838	506	537	1,068
March	1,228	797	676	1,344
April	1,268	657	735	1,503
May	1,505	968	886	1,724
June	1,576	739	769	1,666
July	1,356	701	786	1,670
August	1,091	650	869	1,002
September	1,403	1,288	844	462
October	1,381	312	896	1,502
November	1,073	86	812	1,299
December	988	722	854	1,275
<b>TOTAL</b>	<b>14,542</b>	<b>8,049</b>	<b>9,319</b>	<b>15,631</b>

Owensboro is Kentucky's 7th largest city, while Paducah is 17th.

# Terminal Map



# Digital Signage



## Digital Advertising

The new terminal will feature a video wall by baggage claim and various 55"-72" monitors throughout the terminal and gate area. Your advertisement will rotate through continuous loop gaining the most exposure to local travelers and visitors.

Airport passengers are an attentive, excited and receptive audience within a captive setting. This gives organizations an opportunity a chance to reach a high concentration of people who welcome messaging and pay extra attention compared to advertisements in their everyday lives.

*Nonprofits receive a 10-percent discount off digital advertising*

## Digital Advertising Options

- 10-second Image/Silent Video
- :60 max loop per screen
- Five Locations
  - Main Terminal Monitor
  - Gate Monitor A
  - Gate Monitor B
  - Baggage Claim Video Wall
  - Private Aviation Terminal Monitor



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# Sponsorship Opportunities

Airport sponsorship programs enhance the travel experience by delivering unique branded opportunities, and exclusive amenities and services to passengers. Sponsorships can be limited to specific events or long term for naming or branding rights to a defined area inside or outside the airport.

There are many sponsorship opportunities for the new Barkley Terminal opening in the Summer of 2023. Just a few of the new sponsorship opportunities include:

- ATM
- Billboard at Entrance to Airport
- Pet Relief Area
- Food Court
- Mother's Room
- Baggage Claim
- In-Seat Charging

*Nonprofits receive a 10-percent discount off sponsorships*

# Audio Commercials

Barkley Regional now offers audio commercials that play throughout the terminal from our audio partners at Neptune Radios. All commercials are :30 in length and play a minimum of three times a day during peak hours. All recording is included in the cost of the commercial and recorded by the professional DJs at Neptune. All the client has to provide is the copy.

# Barkley Regional Advertising Rates

	6 Months	12 Months
Single Digital Monitor (Terminal, Gate, Private Aviation Terminal)	\$200/mo. (\$1,200)	\$175/mo. (\$2,100)
Overhead :30 Audio Commercial	\$250/mo. (\$1,500)	\$200/mo. (\$2,400)
Baggage Claim Video Wall	\$300/mo. (\$1,800)	\$250/mo. (\$3,000)

## Discounts

Type of Discount	Percentage
Nonprofit Organization	10%
Multiple Digital Monitors	10%
Digital Monitor, Baggage Claim, Audio Commercial (Any 2)	12.5%
Digital Monitor, Baggage Claim, Audio Commercial (Any 3)	15%

## Additional Info

- All ads are :10 second in length and maybe static or a silent video with a :60 max loop per screen.
- Sponsorships are priced on a situational basis and will include the cost of any branding needed. All sponsorships are sold for a period of 12 months
- Nonprofit discount cannot be combined with any other discount

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# FAQ

## **Are there minimum term lengths for advertising at PAH?**

Barkley Regional Airport offers six and 12 month options on each of its digital signage options with discounts for multiple monitor purchases. All sponsorships are based on a 12-month contract. Other terms can be discussed on a case-by case basis.

## **Does PAH offer a non-profit discount?**

Yes, Barkley Regional Airport offers a 10-percent discount on all advertising (digital/audio/sponsorships) for non-profit organizations.

## **How many passengers fly through PAH?**

Approximately, 30,000 people visited PAH in 2022, for an average of a little over 2,400 per month. Barkley Regional Airport offers 12 flights per week with two daily flights on Sunday-Monday and Wednesday-Friday and one on Tuesday & Saturday.

## **Are advertisers required to get artwork approved prior to production?**

Yes. All advertisements must be submitted to [parker@flybarkley.com](mailto:parker@flybarkley.com) for approval. Advertisements will not be approved if political in nature or thought to be inappropriate for other reasons.

## **Can you update your digital/audio advertisement?**

Yes, you can update and change your digital/audio advertisement as much as you wish, as long as it falls within the original contract agreement. If different than originally agreed upon, then rewrites to the contract must be completed first.

## **Do I have to provide my own advertisement?**

No, the PAH marketing team can create one for you at the rate of \$35/hour with a two-hour minimum. All audio advertisement creation is included in the price of the ad and recorded professionally by our partners at Neptune Radio, all you provide is the script.

# Thank You!

We love being a part of this community and cannot wait to help your business grow!

Barkley Regional Airport is excited to begin this new chapter in our story. Through this new chapter, we are able to offer you new ways to tell YOUR STORY. In addition, advertising with Barkley Regional keeps your marketing dollars local and all funds go directly to back to PAH, the Purchase area's ONLY commercial airport.



## Address

100 Terminal Dr., West Paducah, KY 42086



## Telephone

+270-744-0521



## Website

[www.FlyBarkley.com](http://www.FlyBarkley.com)