

Barkley Regional Airport Digital Advertising



Now Open!

Updated June 2024

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www.FlyBarkley.com

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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 one in three people deciding to change jobs and 39-percent talking about getting healthier or fitter.

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%

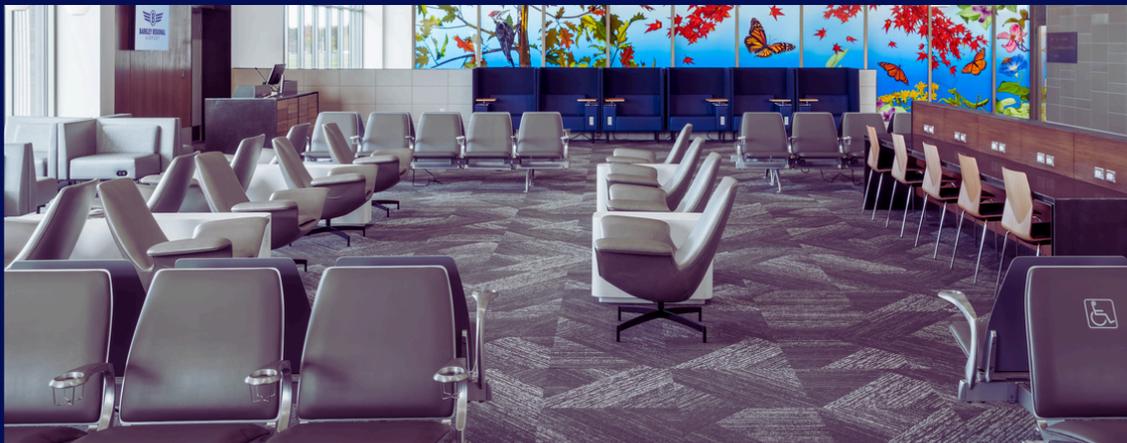
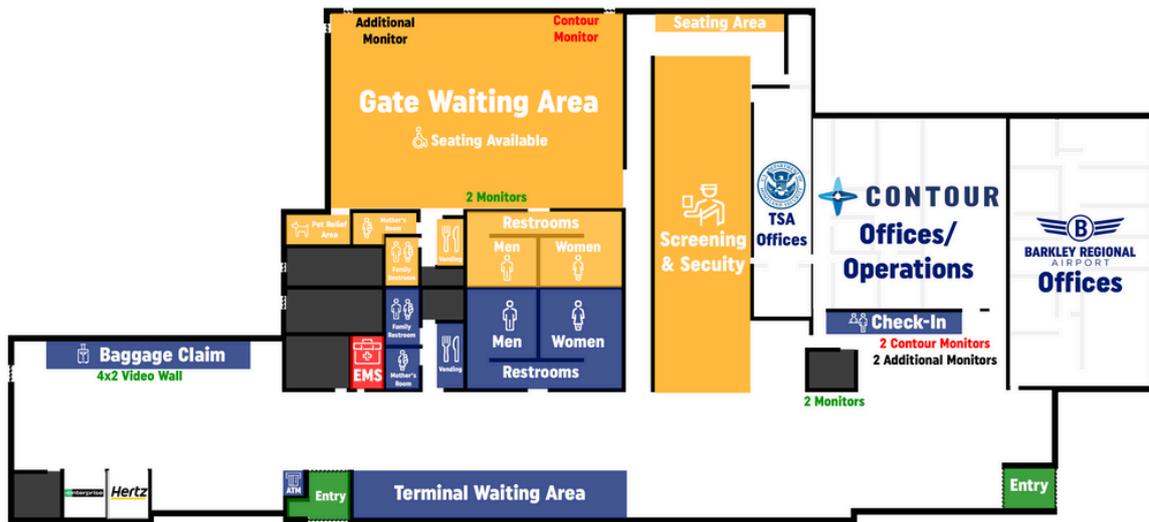
TRAVELERS ASSOCIATE
AIRPORT ADS WITH
HIGH-QUALITY BRANDS

2023 Barkley Regional Airport Flight Statistics

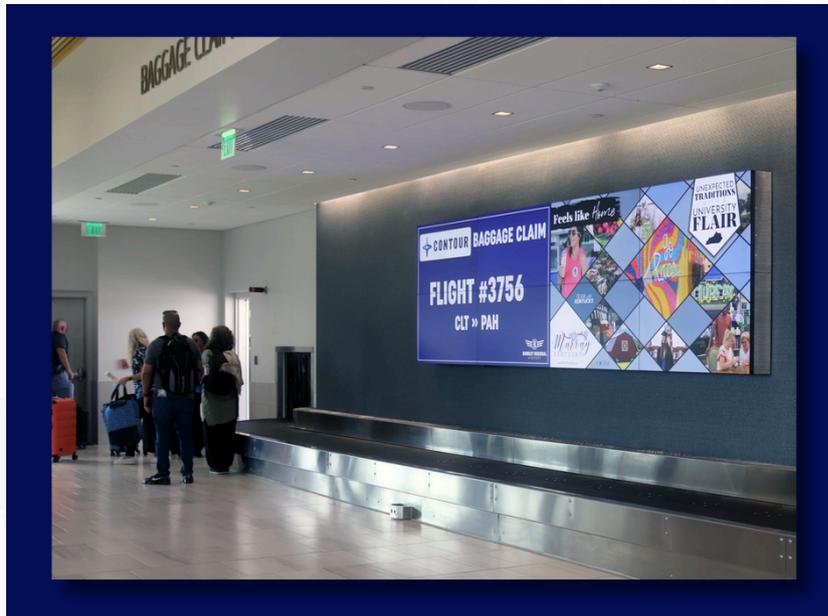
<u>Month</u>	<u>Flights Scheduled</u>	<u>Flights Operated</u>	<u>Passengers On</u>	<u>Passengers Off</u>
January	53	45	819	761
February	48	44	854	865
March	54	53	1,081	1,092
April	53	52	1,123	1,142
May	53	53	1,100	1,046
June	52	53	1,153	1,046
July	53	51	1,170	1,106
August	53	52	943	938
September	51	51	941	949
October	54	53	1,149	1,122
November	51	50	1,058	1,064
December	53	50	1,088	1,089
Totals	628	607	12,479	12,220

These numbers are limited to passengers ONLY, not total visitors to the airport.

Terminal Map



Digital Signage



Digital Advertising

The new terminal features a video wall by baggage claim and various 55"-72" monitors throughout the terminal and gate area. Your advertisement will rotate through a 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

- 15-second Image/Silent Video
- Five Locations
 - Main Terminal Monitor
 - Gate Monitor A
 - Gate Monitor B
 - Baggage Claim Video Wall
 - Private Aviation Terminal Monitor

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 inside of Barkley Regional Airports new, state-of-the-art terminal. Just a few of the new sponsorship opportunities include:

- ATM
- 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 bullet points for the copy writers.

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	15%
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 :15 seconds in length and may be static or a silent video.
- 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

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, 50,000 people visited PAH in 2023, 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 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

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Website

www.FlyBarkley.com



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