



BARKLEY REGIONAL AIRPORT

ADVERTISING & SPONSORSHIP OPPORTUNITIES

CONNECT YOUR BRAND WITH TRAVELERS ACROSS THE PURCHASE REGION

Barkley Regional Airport
100 Terminal Drive West Paducah, KY, US, 42086
Call: (270) 744-0521 | FlyBarkley.com

Advertising & Sponsorship Inquiries
Marketing Manager | kat@flybarkley.com

WHY ADVERTISE AT BARKLEY

OVERVIEW

Barkley Regional Airport serves as the gateway to the Purchase Region, connecting the four-state area, home to travelers, businesses, and visitors, to destinations across the country. Each year, thousands of passengers and visitors pass through our modern terminal, offering businesses a unique opportunity to connect with an engaged and attentive audience.

Reach Engaged Audiences

- Business travelers and decision-makers
- Leisure travelers beginning their journeys
- Visitors discovering the region
- Friends and family picking up travelers

High-Visibility Opportunities

- Digital displays throughout the terminal
- Large-format baggage claim video wall
- Terminal-wide audio announcements
- Sponsorships within key passenger areas

Advertising Advantages

- Limited advertising clutter
- Captive audience environment
- Repeated exposure throughout the terminal
- Strong association with trusted brands

FACT CHECK

According to new research commissioned by Clear Channel Outdoor (CCO) and conducted by Nielsen, 82% read airport advertisements, 61% recall seeing them, and 57% took action after viewing an airport ad (an 8% increase from the 2022 study).

AUDIENCE & PASSENGER PROFILE

Barkley Regional Airport serves travelers from across a 4-state region: Western Kentucky, Southern Illinois, Southeast Missouri, and Northwest Tennessee.

Passengers traveling through Barkley include business professionals, leisure travelers, and visitors coming to the Purchase Region for work, tourism, education, and family visits.

Airport environments create highly engaged audiences.

Travelers spend extended time inside terminals waiting for flights, picking up passengers, or preparing for their journeys, creating repeated exposure to advertising throughout their visit.



BUSINESS PROFESSIONALS

- Corporate professionals and executives
- Government and military travelers
- Energy, manufacturing, and logistics industry leaders
- Consultants and regional decision-makers

LEISURE TRAVELERS

- Families beginning vacations
- Couples and weekend travelers
- Students and young professionals
- Sports teams and organized groups

REGIONAL VISITORS

- Friends and family visiting the region
- Tourists exploring western Kentucky
- Visitors attending conferences and events
- Travelers connecting to destinations across the country

BARKLEY'S REACH & TRAFFIC

OVERVIEW

Barkley Regional Airport connects the Purchase Region to the national air travel network through daily service to major hub airports. Each year, thousands of passengers and visitors pass through the terminal, creating consistent opportunities for businesses to reach a steady flow of travelers.

Beyond ticketed passengers, the airport also welcomes friends and family, business partners, and visitors who enter the terminal, expanding the total audience for advertising throughout the facility.

**OVER 12,000
ANNUAL
PASSENGERS
THROUGH
BARKLEY'S
DOORS**

**THOUSANDS
MORE OF
VISITORS AND
COMMUNITY
MEMBERS**

**14 WEEKLY
FLIGHTS
CONNECTING
TO MAJOR
HUB
AIRPORTS**

REGIONAL & NATIONAL CONNECTIVITY

Advertising at Barkley places your brand in front of travelers from arrival to departure, as they move through multiple areas of the terminal, maximizing visibility and repeated impressions.

DIGITAL & AUDIO ADVERTISING

High-Impact Advertising Across the Terminal

DIGITAL ADVERTISING

HOW IT WORKS

- : 30-second advertisement
- Static image or silent video
- Rotates continuously throughout the day
- Displayed across multiple screens

WHY DIGITAL ADVERTISING

- High visibility throughout the terminal
- Repeated exposure as travelers move through spaces
- Flexible content that can be updated
- Strong visual impact

OR

AUDIO ADVERTISING

HOW IT WORKS

- : 30-second professionally recorded commercial
- Plays multiple times daily during peak hours
- Broadcast throughout the terminal

WHY AUDIO ADVERTISING

- Reaches every traveler in the terminal
- Cannot be skipped or ignored
- Reinforces digital messaging
- Creates strong brand recall

BEST WHEN COMBINED

Combining digital and audio advertising ensures your brand is experienced throughout the entire terminal. According to JCDecaux, an international advertising firm that specializes in airport marketing, 77% of flyers in the past year have taken at least one action during or after their trip after being exposed to an airport advertisement.

DIGITAL ADVERTISING LOCATIONS

High-visibility placements throughout Barkley Regional Airport's modern terminal.

MAIN TERMINAL

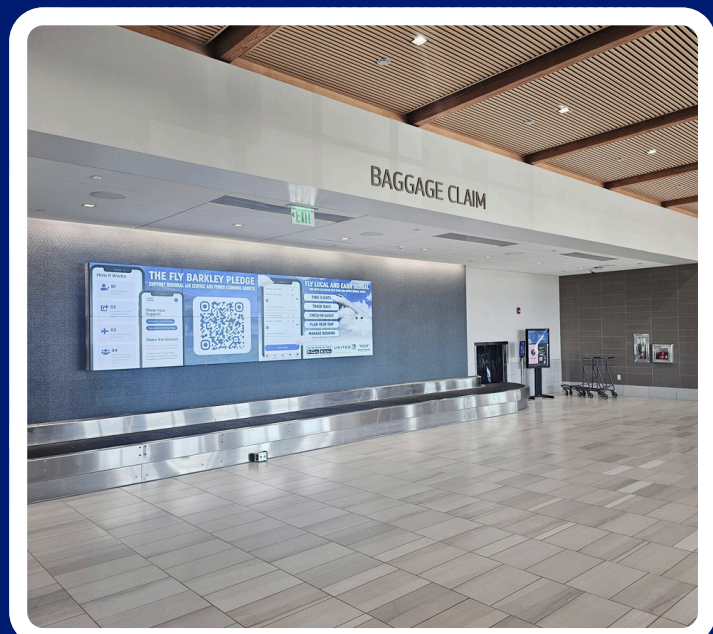
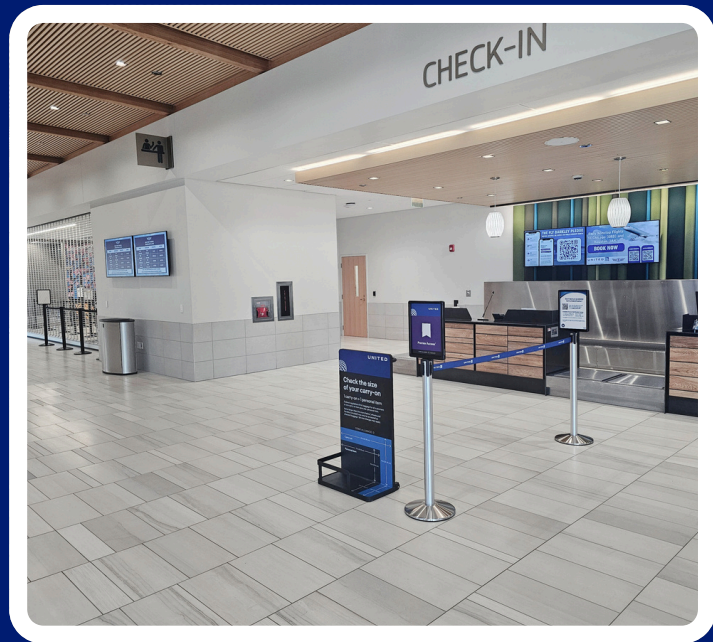
- Check-in and ticketing area
- High foot traffic from all departing passengers
- High foot traffic from visitors and community members
- Ideal for first impressions

DEPARTURE AREA

- Passengers waiting for boarding
- Extended dwell time
- High engagement and repeated exposure

BAGGAGE CLAIM

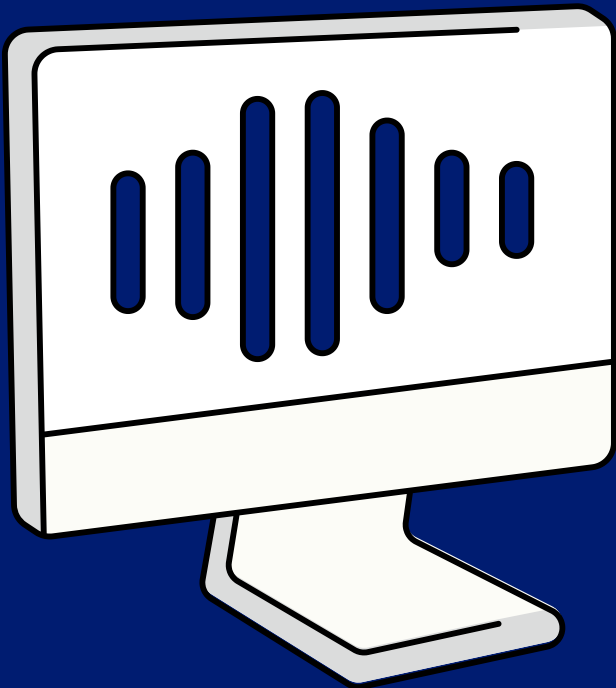
- Large-format video wall
- Captive audience waiting for luggage
- Strong visibility for arriving passengers, greeters, and rental car counters



Through Barkley's partnership with Neptune Radio, your business receives a professionally produced commercial that plays throughout the terminal.

Each radio ad is recorded by experienced professionals and played multiple times daily during peak travel hours, ensuring your message reaches travelers across the terminal.

No script? No problem. Simply provide a few key points about your business, and our team will handle the writing and production for you.



AUDIO ADVERTISING PRODUCTION

Professional, done-for-you audio advertising, made simple.

HOW IT WORKS

- :30-second professionally produced commercial
- Recorded by Neptune Radio DJs
- Plays multiple times daily during peak hours
- Broadcast throughout the terminal

WHAT YOU PROVIDE

- Business name
- Key messaging or promotions
- Contact information (if desired)
- We handle the rest, from scriptwriting to final production.

WHY IT WORKS

- Reaches every traveler in the terminal
- Reinforces digital advertising messages
- Creates strong brand recall through sound
- Delivers a polished, professional presence

SPONSORSHIP OPPORTUNITIES

FEATURED OPPORTUNITIES

- Baggage Claim Area: High traffic from arriving passengers and greeters
- In-Seat Charging Stations: Continuous visibility while travelers wait at the gate
- Pet Relief Area: Unique, memorable branding opportunity
- Mother's Room: Supportive, community-focused placement
- ATM Area: Frequent interaction and visibility

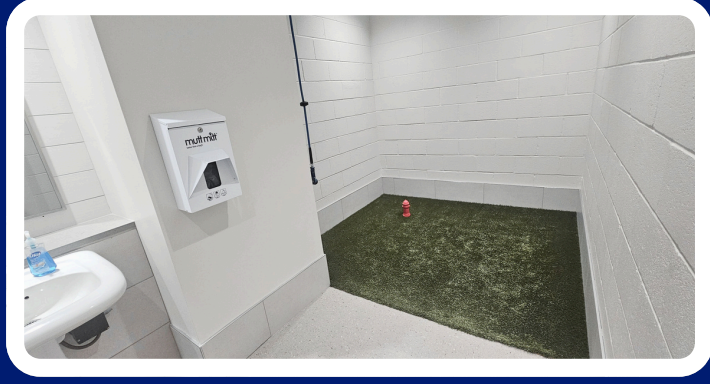
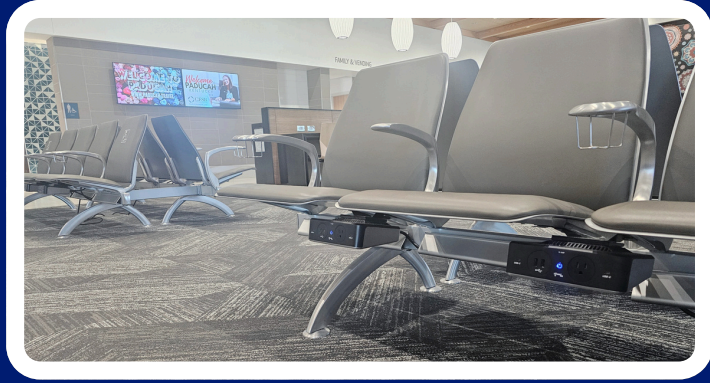
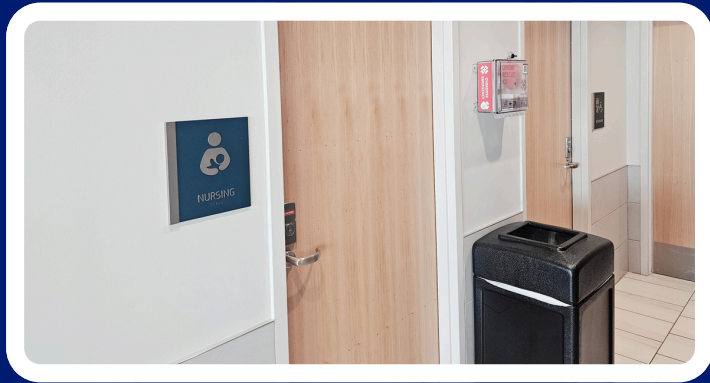
FLEXIBLE & CUSTOM OPPORTUNITIES

Sponsorships can be tailored to meet your goals, whether you're looking to promote your business, support the community, or create a lasting presence inside the terminal.

Custom opportunities and event-based sponsorships are also available.

NONPROFIT DISCOUNT

Nonprofit organizations receive a 10% discount on sponsorship opportunities.



ADVERTISING RATES & DISCOUNTS

Available Advertising Options	6 Months	12 Months
Digital Displays Located at check-in, the main terminal, and in the departure area	\$200/mo. (\$1,200)	\$175/mo. (\$2,100)
Baggage Claim Video Wall Large-format display with high visibility for arriving passengers and greeters	\$300/mo. (\$1,800)	\$250/mo. (\$3,000)
Audio Commercial (Terminal-Wide) Professionally produced and played throughout the terminal	\$250/mo. (\$1,500)	\$200/mo. (\$2,400)
Sponsorship Opportunities Custom branding in key areas throughout the terminal*	—	—

Type of Discount	Percentage
Nonprofit Organization Discount (Can not be combined)	15%
Multiple Digital Displays (Digital Displays + Video Wall)	10%
Multi-Platform Advertising (Digital + Audio + Video Wall)*	15%

*Sponsorship opportunities vary. Multi-Platform Advertising includes Digital Displays, Audio Commercials, the Baggage Claim Video Wall, terminal sponsorship opportunities, and the billboard.

BUILD YOUR PACKAGE

MAXIMIZE YOUR REACH

Passengers move through multiple spaces. Advertising across multiple platforms ensures your message is seen and heard throughout their journey, increasing visibility and brand recall. Repeated exposure in different areas helps reinforce your message, keeping your brand top of mind from arrival to departure. By combining visual and audio touchpoints, you create a more memorable and effective advertising presence.

POPULAR COMBINATIONS

Many partners choose to combine advertising options for increased visibility and impact:

- Digital Displays + Baggage Claim Video Wall
- Digital Displays + Audio Commercial
- Baggage Claim Video Wall + Sponsorship

Custom packages are available to fit your goals and budget.

ADDITIONAL INFORMATION

- All digital ads are 30 seconds and may be static or silent video
- Audio commercials are 30 seconds and professionally produced
- Sponsorships are sold as 6 to 12 month agreements
- Digital and audio content may be updated during the contract period
- Nonprofit discounts cannot be combined with other offers.

COMMON QUESTIONS

How often will my ad run?

Digital advertisements run on a 30 second rotation and are displayed frequently throughout the day across high-traffic areas of the terminal. Audio commercials are also scheduled to play multiple times daily during peak travel hours, ensuring consistent exposure to passengers.

Do I need to provide my own ad?

We encourage customers to provide their own with the necessary branding. However, our team can create your digital ad, and all audio commercials are professionally produced at no additional cost. You simply provide key messaging, and we'll take care of the rest.

Can I update my ad?

Yes. Digital and audio advertisements can be updated throughout your contract period, allowing you to adjust messaging for promotions, seasonal campaigns, or new initiatives.

Where will my ad appear?

Advertisements are placed throughout the terminal in high-visibility areas, including check-in, departure gates, and baggage claim, ensuring your message reaches travelers at multiple points in their journey.

What advertising options are available?

We offer digital displays, baggage claim video wall placements, overhead audio commercials, and sponsorship opportunities. Options can be combined to maximize visibility and impact.

How do I get started?

Getting started is easy. Contact marketing via email at contact@flybarkley.com or call 270-744-0521, and we'll walk you through available options and help build a customized advertising package that fits your goals and budget.



START THE CONVERSATION TODAY



(270) 744-0521



kat@flybarkley.com



100 Terminal Dr., West
Paducah, KY 42086



FlyBarkley.com

LET'S GET YOUR BUSINESS SEEN

Put your brand in front of thousands of travelers every day. Barkley Regional Airport offers a unique opportunity to reach a captive, high-intent audience throughout their journey. When you advertise with us, you're promoting your business, investing in your local community, and keeping your marketing dollars working right here at home.