



International Airport

2024

Terminal Advertising Media Kit

www.flytulsa.com

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Airports around the world pride themselves on being a part of visitors' first and last impressions of their cities, and Tulsa International Airport is no different.

For over 95 years, our team has worked hard to ensure passengers not only tolerate the travel process, but actually enjoy it!



Here at TUL, we're all about the customer experience.

- In 2023, **new guest services areas** were opened on both Concourses that include a Sensory Room, Quiet Room, Lactation Room, Indoor Service Animal and Pet Relief Area, and Family Restroom.
- Local shops and restaurants, as well as national brands, serve a variety of passenger needs. New restaurants and shops were chosen based on feedback from thousands of TUL passenger surveys.
- TUL launched the **Welcome Waggin' therapy dog program in 2019, and this year marks five-years since it's conception.** This program eases stress for travelers. The program now has over 20 registered therapy dogs and handlers that volunteer regularly by walking through the terminal to visit with passengers.
- During peak leisure-travel times, the airport pays **local musicians to play live music in the terminal.**
- **Local art exhibits** are updated regularly to showcase Tulsa's thriving arts scene, including a new \$250,000 suspended artwork display that will be installed in June 2024.
- Passengers enjoy **free Wi-Fi** and gate area furniture that has integrated power outlets.
- The Airport has invested **over \$206 million in construction projects** over the past 10 years to offer a modern and easy-to-navigate terminal for travelers. This number represents a 4.64% increase in construction investment over the previous 10 years.
- Passengers can **fly nonstop to 22 different airports.**
- In the airport's 2023 passenger survey, **100% of the 246 survey participants, said they thought that TUL was a clean facility.**
- This year a new partnership with Discovery Lab Tulsa brought an **indoor play area** to the post-secure area, where children of various age groups can enjoy free play before their flight.

Tulsa International experienced a record year in 2023! Passengers were up 9% year-over-year, and 2024 seat capacity is up 5%.

The demographics below represent people living in the Tulsa DMA who have flown out of Tulsa International Airport within the last year.

Gender

Female: **51%** / Male: **49%**

Household Income

\$30,000 - 49,000: 14%

\$50,000 - 74,999: 17%

\$75,000 - 99,999: 13%

\$100,000 - 149,999: 14%

\$150,000 - 249,999: 6%

\$250,000+: 4%

Mean Household Income: \$98,856

Education Level

High School Graduate: 24%

Some College: 35%

College Graduate: 19%

Some Post Graduate: 5%

Post Graduate Degree: 13%

Age

Gen Z: 10.7%

Millennials: 29.3%

Gen X: 33.4%

Boomers: 16.5%

Silent Generation: 10.1%

Median Age: 47

Residence

Own: **75%** / Rent: **19%**



Over
3.1 million
passengers in 2023

Highest passenger numbers
in a single year since 2008!



Occupation

Transportation: 7%

Management: 14%

Business and Financial: 5%

Healthcare: 4%

Sales: 5%

Office and Admin Support: 7%

*Demographic information pulled from a 2023 Nielsen Scarborough Research report.
More demographic information may be available upon request.

Concourse B

Southwest

Gates B1, B3, B5

UNITED

Gates B6, B8, B10

Concourse A

allegiant

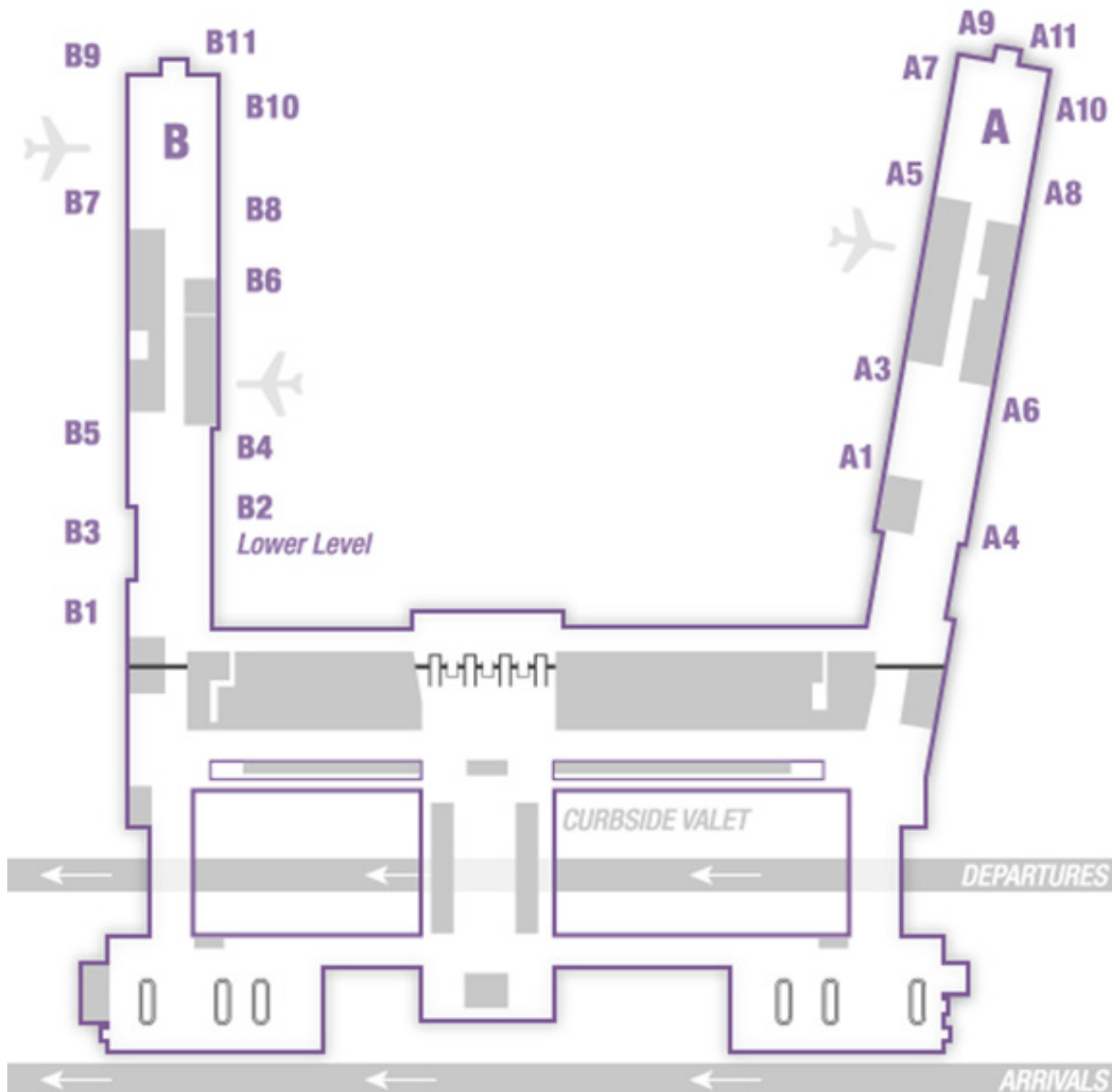
Gate A3

American

Gates A5, A7, A9, A10

DELTA

Gates A4, A6



Why Advertise at TUL?

Captive & Affluent Target Audience

Air travelers have a high disposable income, and are likely to travel for both business and leisure. **They are decision makers in their organizations, and leaders in their community.**

Low Cost Per Impression

With long term contracts for advertising displays starting at \$350 per month, airport advertising is an affordable advertising option for businesses of any size.



Why Advertise at TUL?

Why Advertise?



Loyal Advertisers from Several Different Industries

TUL's advertisers are a mix of local and national organizations. They represent several industries: healthcare, retail, tourism, energy, higher education and more.

Wide Variety of Display Types

Tulsa International Airport has over **20 different types of advertising displays**, and is always working to add new options. From big, bold wall wraps to sleek digital ads, marketing teams can get creative with all the possibilities.

Out of Home is an Essential Piece for Media Plans

According to the [Outdoor Advertising Association of America](#), "Though consumers spend 70% of their waking hours away from home, on average, only 5% of ad budgets are spent on Out of Home advertising. In today's world of clicks, likes, and page views, OOH advertising is an essential media buy. OOH can't be blocked, skipped, or viewed by bots. It is always on, surrounding audiences with real, powerful, advertising, wherever consumers live, work, travel, shop, and play."





“Our partnership with Tulsa International Airport has provided a captive audience to share visitor information, whether it is our events, attractions, or dining options and keeps Claremore in the forefront. **Brand recognition and the reminder that we are just a short drive from Tulsa and the Tulsa metro has increased visitors and visitor spending.** TUL’s affordable media options are a game changer for a smaller community with a smaller budget, and we appreciate working with them to showcase the City of Claremore.”

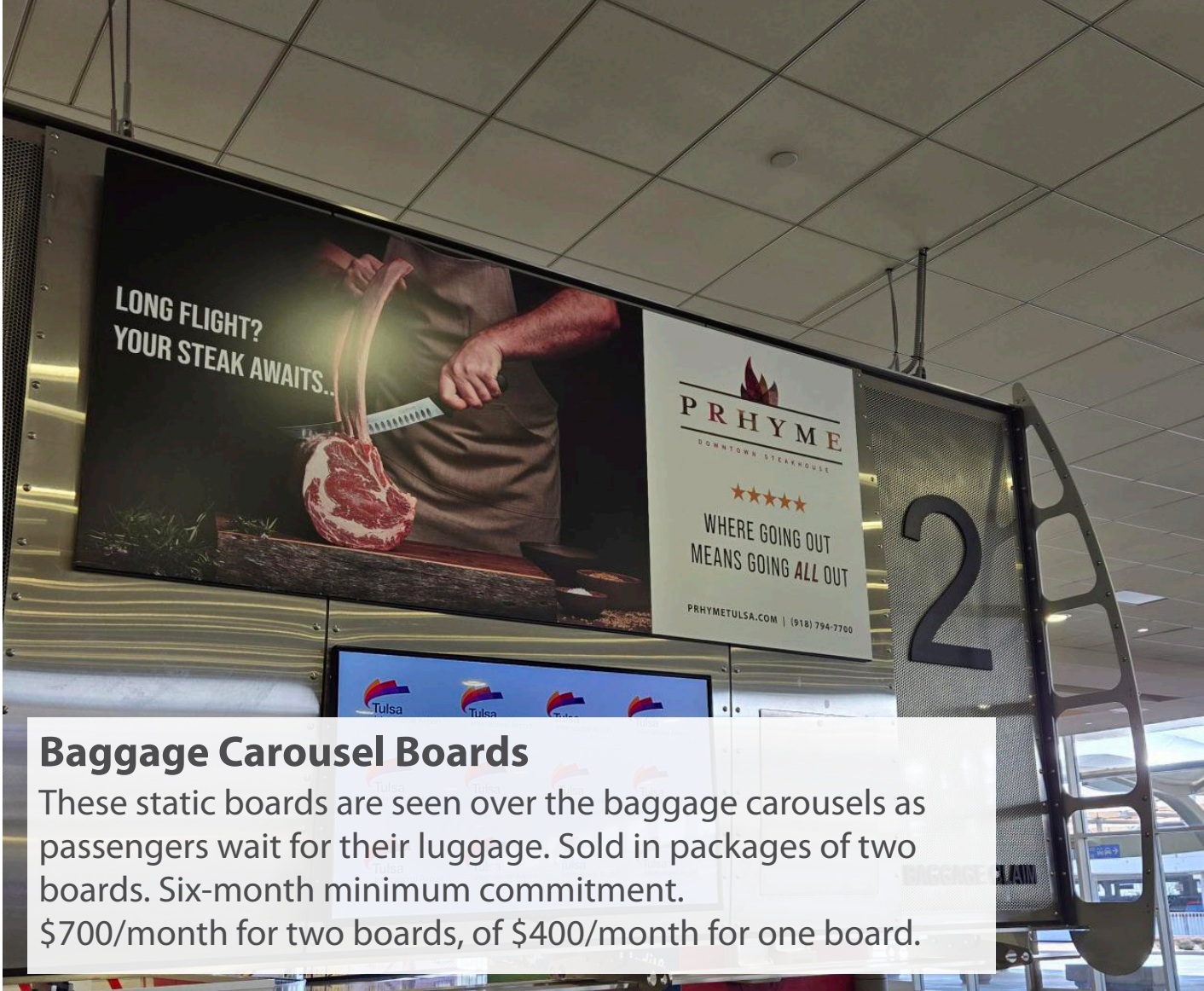
- Tanya Andrews, CTIS, Director, Claremore Expo & Tourism



Meet and Greet Monitors

Tulsa International Airport's newest advertising opportunity is the perfect way to welcome passengers to town, especially for events. Each Meet & Greet Area (one located on Concourse A, one located on Concourse B) is now outfitted with two 86" 4K monitors and greet all inbound passengers to Tulsa. This shared advertising space has fifteen second spots with a maximum loop of three minutes, guaranteeing ads are shown at least once every three minutes on all four monitors.

Advertisers can change art anytime without an additional fee and have the option of a static image or video (no sound) at the same rate. Contracts as short as two weeks to twelve plus months are welcome. Please contact for rate and availability.



Baggage Carousel Boards

These static boards are seen over the baggage carousels as passengers wait for their luggage. Sold in packages of two boards. Six-month minimum commitment.

\$700/month for two boards, of \$400/month for one board.



Elevator Wraps

The elevator wraps in baggage claim are two of the most prominent advertising displays at TUL. This location is seen as passengers walk to baggage claim. One-year minimum commitment. Contact for rate and availability.



X-Large Tension Fabric Display Signs

These hard-to-miss wall signs make a big impact on passengers, and locals picking up family and friends. Limited space available. Dimensions vary, but most are 16' x 12' or larger. Six month-minimum commitment. \$800/month.



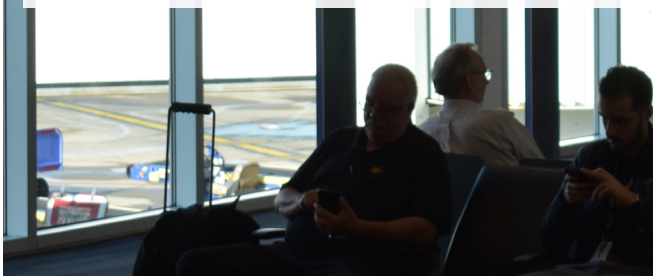
Escalator Railing Glass Wraps

These vinyl glass-railing wraps are seen as passengers enter the baggage claim area. There is one set available in each baggage claim, and they are sold separately. Six-month minimum commitment. \$1,000/month.



Network of LCD Monitor Ads

LCD Monitors are located in four of TUL's busiest gate areas. This shared advertising space has :15 and :30 spots available in either static image or video spots. A max of a 5-minute loop is available, meaning ads are guaranteed to be shown at least once every 5 minutes. Advertisers can change art anytime without an additional fee. Only a one-month minimum commitment. Rates range from \$350-750/month depending on the length of spot and commitment length chosen.



Tension Fabric Display Signs

Tension fabric displays (shown below) are wrinkle-resistant graphics that are put into frames throughout TUL's gate areas. Sizes range from 6'x10' to 7'x11'. Six month-minimum commitment. \$800/month.



Wall Wraps

Vinyl wall wraps are located in our high traffic areas, just past the security checkpoint. Six month-minimum commitment. \$1,200/month.

Window Wraps

Advertisers can wrap four consecutive window panels in the Concourse A or B area. Six month-minimum commitment. \$800/month.



Business Center Sponsorship

There is one Business Center in each concourse. These quiet areas have desks and power outlets for passengers to use as they wait to board their flight. This sponsorship includes a tension fabric display in the area, and window vinyls wraps near the entrance of the Business Centers.

Powermat Sponsorship

TUL has 260 gate area tables with outlets for passengers use. In addition to a traditional power outlet, the tabletops also have built-in Powermats, allowing passengers with certain smart phones to charge their devices wirelessly. This exclusive sponsorship package includes vinyl wraps on 100 tabletops throughout both concourses. Six month-minimum commitment. \$1,000/month.



Concourse Hall Banners

(Above) Seventeen banners are placed down the Connector Hall. All departing passengers walk through this hall after going through the check point to get to their gates. Three month-minimum commitment. \$1,800/month.

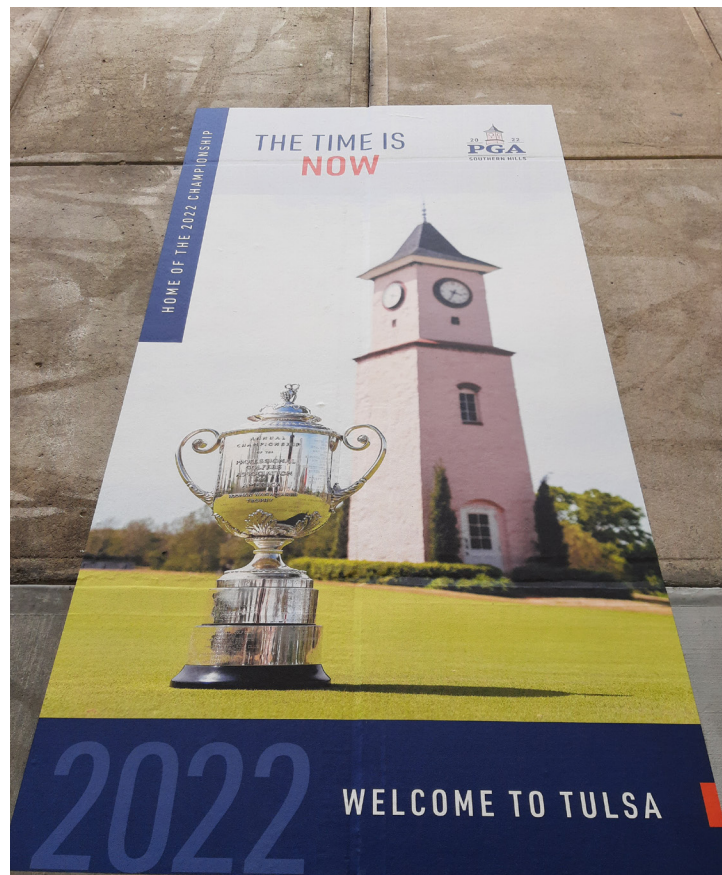


Checkpoint Escalator Wraps

All departing passengers see this set of two vinyl glass railing wraps since they are directly in front of TUL's only security checkpoint. Six-month minimum commitment. \$2,000/month.

Sidewalk Graphics

Sidewalk graphics are the perfect option to welcome passengers into Tulsa for your special event! This package of six 4'x8' sidewalk floor graphics that are placed outside all arrivals doors plus Schwab Hall for two weeks of your choosing. \$2,800.



Event Floor Graphics

Floor graphics are on display for the advertiser's two-week period of their choice. Package comes with (4) floor graphics placed in high traffic areas. Size options: Circle: 5' in diameter for \$2,200 or Rectangle: 8'x4' for \$2,200.

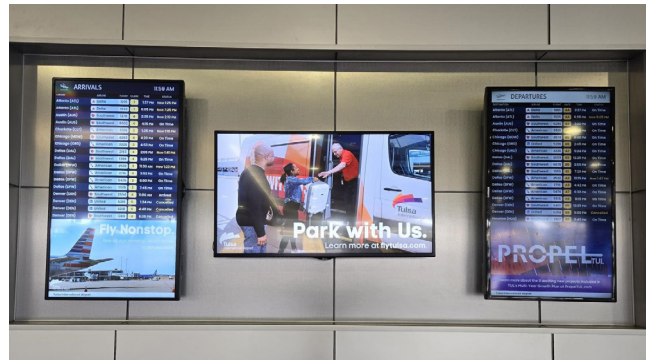


Airport Roadway Banners

TUL has banners on 20 light poles on the airport's exit roadway. Approximately 250K cars drive by monthly. Advertiser pays for printing and shipping of new banners, and for installation. Six-month minimum commitment. \$3,200/month.

Custom Exhibit Space

These 10'x10' areas near the baggage carousels are available for custom exhibit space. Previous examples: vehicles, playground/outdoor recreation equipment. Only a one-month minimum commitment. \$1,000/month for a 10'x10' baggage claim exhibit, or \$1,500/month for an 8'x18' post-security exhibit.



Exclusive Flight Information Display Monitor Ads

These digital ads (shown above) are at the bottom of almost all of the airport's flight and weather information monitors, making this the most visible advertising location at Tulsa International Airport. Monitors are located throughout Concourse A, Concourse B, baggage claim, and the area where locals wait to pick up arriving passengers. Advertiser can submit new artwork anytime with no additional charge. There is a 6-month minimum commitment. \$2,000/month.

Bathroom Advertising

Tulsa International Airport partners with Big Guys Advertising, a local indoor advertising company, to offer advertisers ads in restrooms throughout the terminal. Contact John Jolley for photos, rates and details at jolleymon@sbcglobal.net.

1. Are there minimum term lengths for advertising at TUL?

For most locations, there is a 6-month minimum commitment required. Some advertising displays have short-term contracts available that only require a 1-month commitment. Some companies that take advantage of the short-term advertising displays are conference hosts, concert venues, and other community events.

2. How much does airport advertising cost at the Tulsa International Airport?

Advertising rates vary depending on the size and location of a particular advertising display as well as the length of contract, but advertising rates range from \$350-1,000+ per month.

3. How many people fly through the Tulsa International Airport?

In 2023, over 3.1 million passengers flew through TUL. This doesn't include the number of impressions from the employees who work in the terminal, and people picking up/dropping passengers off that see terminal ads.

4. Are there discounts available for long-term contracts?

Yes! The airport gives a 5% discount if customers sign an agreement with a term that is three years or longer.

5. What if I have an idea for an advertising display format that you don't have?

If you have an idea for a new display that isn't listed in the media kit, contact the airport's advertising rep. If the display idea is something the airport can approve, the rep will let you know and send a proposed rate and other details.

6. Can the airport help design artwork?

No, advertisers must submit their camera-ready artwork to the airport's advertising rep.

7. Do customers pay for the printing/production costs?

Yes, advertisers pay for the cost of printing and installation, with the exception of digital ads. The advertising rep can collect quotes and work closely with the print vendor to install graphics.

8. Who manages the Tulsa International Airport's advertising program?

TUL's advertising program is managed in-house, by Tulsa Airport Improvement Trust employees. This is rare, since most airports work with a third-party advertising company. The airport working directly with advertising customers is a benefit to the customer since airport employees' offices are on-site, in the same building as the advertising displays. Airport employees are readily available to give tours, take photos, and to maintain advertising displays.

9. Are advertisers required to get artwork approved prior to production?

Yes. All advertisers must submit artwork to the advertising representative for approval before graphics are sent to print. Please send a PDF via email, and expect a response within 1-2 business days. Airport managers will not approve any artwork that is political in nature, or thought to be inappropriate for other reasons.



Contact Us



For availability and more information, contact:

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Website: www.flytulsa.com



Tulsa
International Airport
Advertise with us.