

Tulsa
International Airport

2026

Terminal Advertising Media Kit

www.flytulsa.com

Contents

3 | About Tulsa International Airport
4 | Passenger Demographics
5 | Terminal Map
6 | Reasons to Advertise at TUL
8 | Customer Testimonials
9 | Meet and Greet Area
10 | Baggage Claim
12 | Post-Security Areas
14 | Specialty Advertising Displays
16 | FAQ's
17 | Contact Information



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 nearly 100 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.

Tulsa International Airport is proud to be your easygoing gateway to the world. With 26 nonstop destinations and one-stop connections to more than 440 airports worldwide, TUL makes traveling from Tulsa convenient and accessible.

We're also investing in the future of TUL through our PropelTUL campaign, a series of projects designed to strengthen our infrastructure and enhance the guest experience for years to come. In May 2026, we opened Gate A2 and welcomed new Federal Inspection Services for U.S. Customs and Border Protection into the terminal, opening the door to commercial international service and our newest seasonal destination, Cancún, Mexico. This expansion is just one of more than a dozen PropelTUL projects underway or planned, including a new Air Traffic Control Tower, updated wayfinding signage, a new airport hotel and an enhanced plane-spotting observation area.

But improving the travel experience goes beyond construction projects. In 2023, TUL opened new guest service areas on both concourses, including a Sensory Room, Quiet Room, Lactation Room, indoor service animal and pet relief area, and Family Restroom. Our Welcome Waggin' therapy dogs have been greeting guests since 2019, while our Tunes at TUL program brings local musicians into the terminal during peak leisure travel periods.

We're also proud to showcase what makes Tulsa special. Local art exhibits are updated regularly, giving travelers a glimpse of Tulsa's thriving arts scene through everything from rotating exhibits and murals to large-scale public art installations like Sunrising, installed in 2024. Our partnership with Discovery Lab also brought a free indoor play area to the post-security area in 2024, giving young travelers a place to play and explore before their flights. It's an exciting time to partner with Tulsa International Airport. With continued investment in our facilities, guest experience and community partnerships, TUL is positioned for incredible growth, and an even better travel experience, for years to come.

Demographics

The demographics below represent people living in the Tulsa DMA who have flown out of Tulsa International Airport in 2025.

Gender

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

Household Income

- $30,000 - 49,000: 10%
- $50,000 - 74,999: 15%
- $75,000 - 99,999: 15%
- $100,000 - 149,999: 25%
- $150,000 - 249,999: 18%
- $250,000+: 6%

Mean Household Income: $111,093

Education Level

- High School Graduate: 20.4%
- Some College: 31.7%
- College Graduate: 24.5%
- Some Post Graduate: 3.7%
- Post Graduate Degree: 13.9%

Age

- Gen Z: 17%
- Millennials: 27.8%
- Gen X: 16.6%
- Boomers: 16.9%
- Silent Generation: 21.7%

Median Age: 49

Residence

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



Over **3.1 million** passengers in 2025



Occupation

- Management: 14%
- Education: 7%
- Business and Financial: 5%
- Healthcare: 7%
- Sales: 5%
- Office and Admin Support: 5%

*Demographic information pulled from a 2025 Nielsen Scarborough Research report. More demographic information may be available upon request.

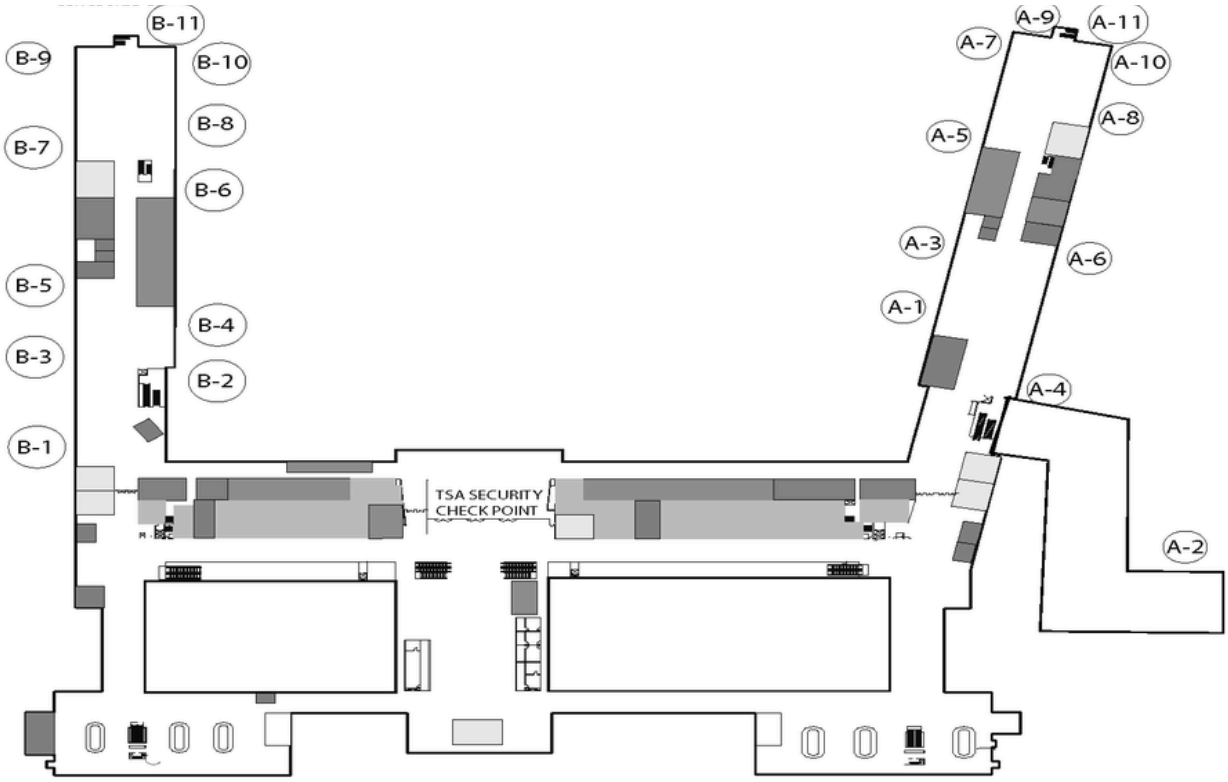
Our passenger enplanements are nearly evenly split between the two concourses at TUL, meaning you cannot go wrong with whichever advertising placements you chose!

Concourse B

Southwest	Gates B1, B3, B4, B5
UNITED	Gates B6, B8, B10

Concourse A

Alaska Airlines	Gate A3
allegiant	Gate A10
American	Gates A5, A7, A9, A10
DELTA	Gates A3, A4, A6
sun country airlines	Gate A2



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/month, airport advertising is an affordable option for businesses of any size



Why Advertise at TUL?

Loyal Advertisers

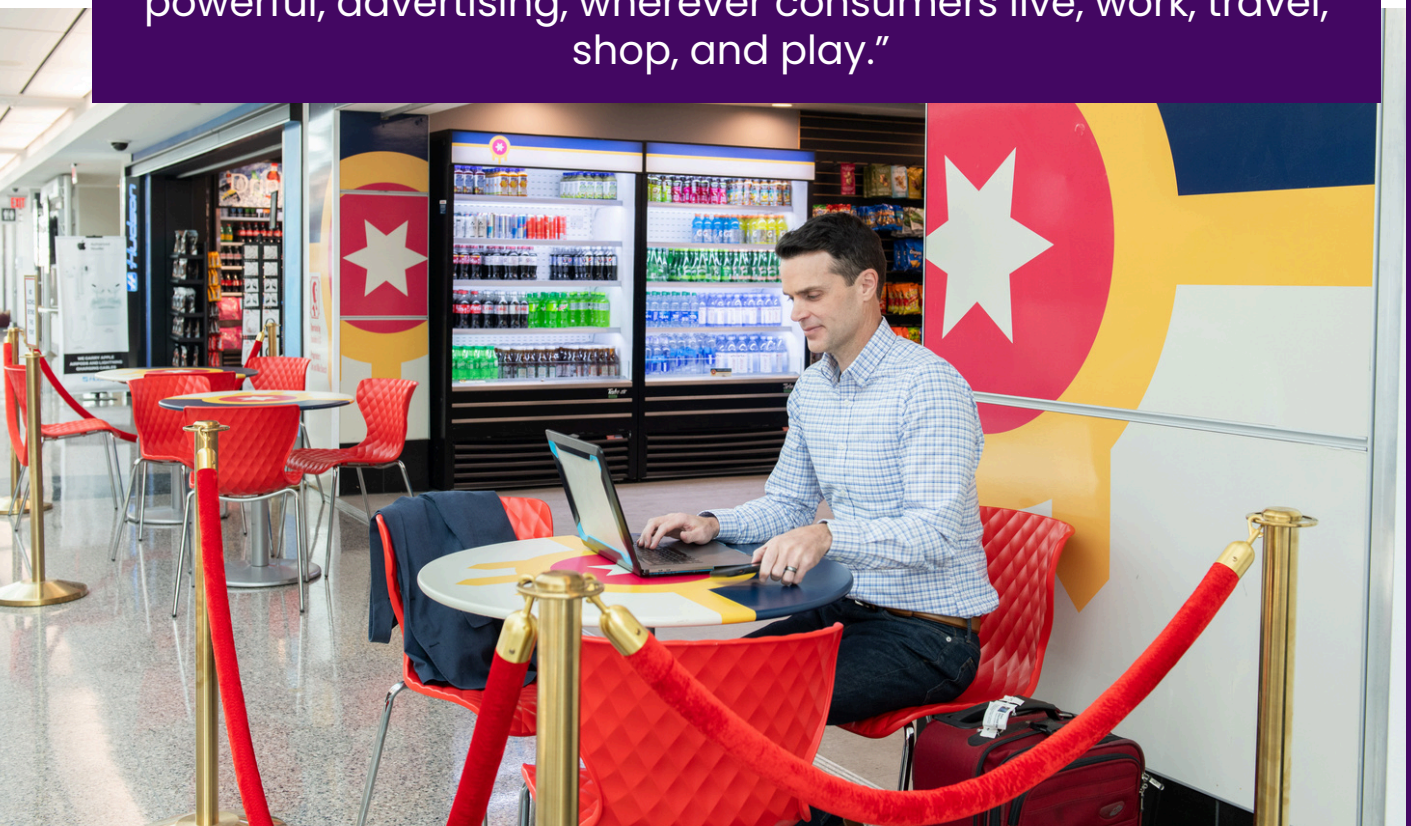
TUL's advertisers are a mix of local and national organizations. They represent several industries: healthcare, retail, tourism, energy, higher education and more.

Wide Variety

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."



Testimonials

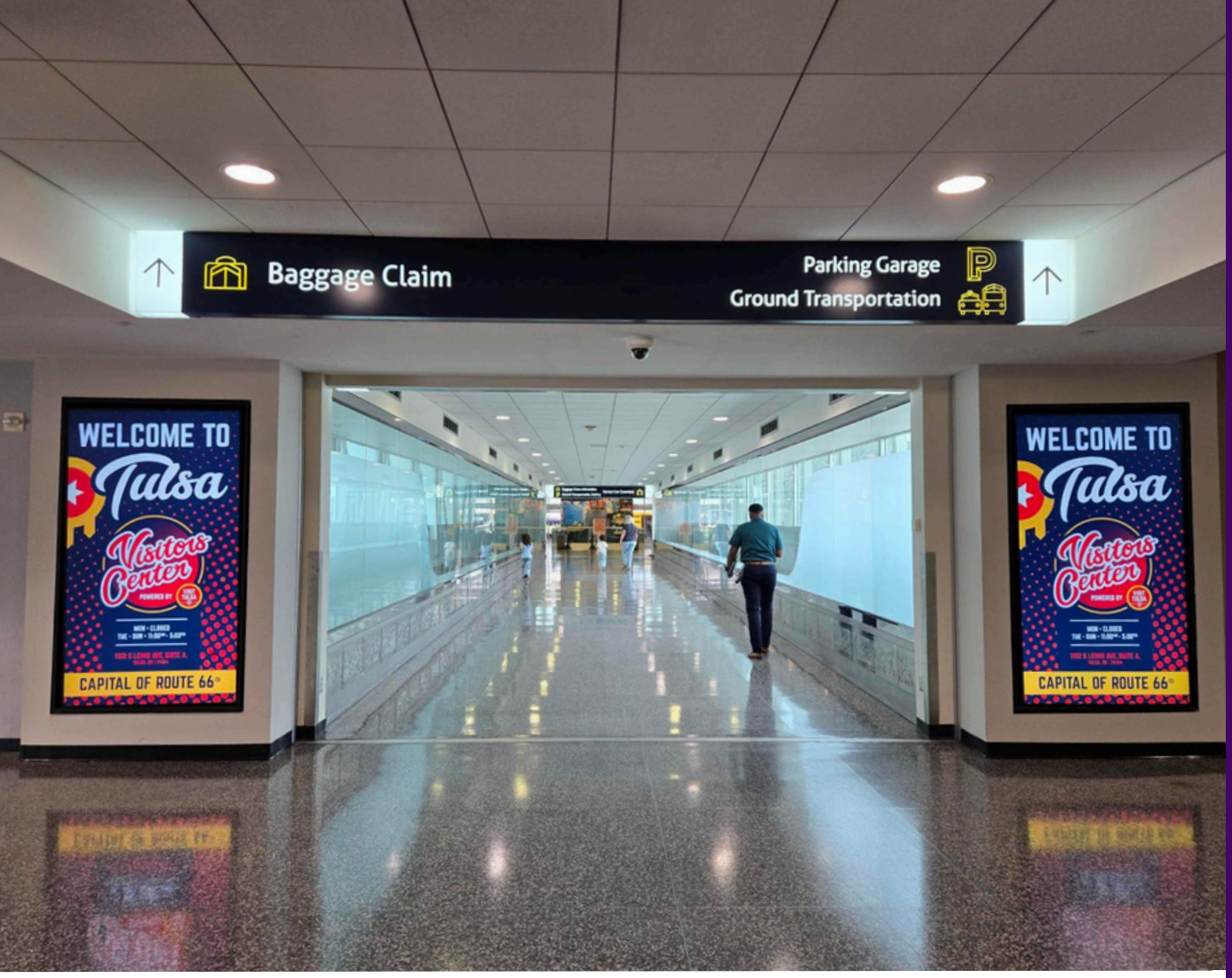


"Our advertising at the Tulsa International Airport provides us an opportunity to showcase Mother Road Market's diverse offerings to an equally diverse audience. We know people are seeing and remembering our story because we hear from travelers that they saw our video while waiting at the luggage carousel. As travelers fly in to visit the Capital of Route 66, we know our ad placement at Tulsa International Airport will be a great first impression."

Katy Hall, Chief Communication Officer
Lobeck Taylor Family Foundation

"Installing our advertisement at Tulsa International Airport has been a remarkable experience. We expected visibility and inquiries from visitors; what we didn't expect was wave of community pride it would create. Seeing residents stop to snap photos and share that it makes them feel 'home' has been incredibly meaningful. Looking forward to a continued partnership!"

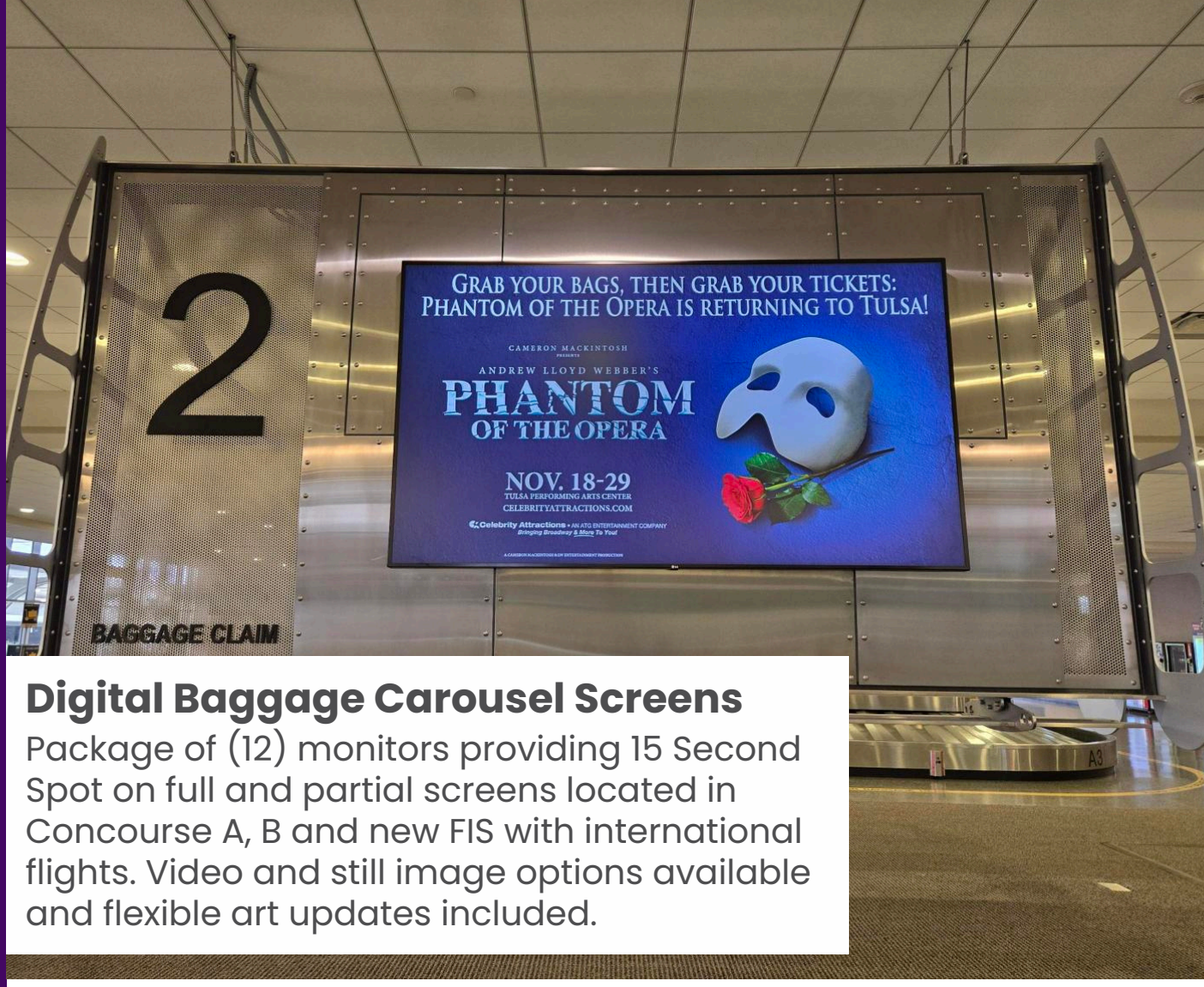
Makala Barton, Tourism Development Manager
Visit Broken Arrow



Meet and Greet Monitors

Want to roll out the red carpet and welcome passengers to town? The Meet & Greet Monitors are the perfect way to welcome passengers to Tulsa, especially for events. Each Meet & Greet Area (one located on Concourse A, one located on Concourse B) is 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.



Digital Baggage Carousel Screens

Package of (12) monitors providing 15 Second Spot on full and partial screens located in Concourse A, B and new FIS with international flights. Video and still image options available and flexible art updates included.



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.



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.



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.



Wall Wraps

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

Window Wraps

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

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.

Concourse Hall Banners

(Right) Seventeen banners placed down the Connector Hall. All departing passengers walk through this hall after going through the checkpoint to get to their gates.



Specialty

Exclusive Flight Information Display Monitor Ads





The only digital advertising opportunity with exclusive advertising. Package of (6) 86" monitors with the center real estate available for advertising. Clients may submit between 4-8 images or videos for expanded messaging and ideal use. Monitors are located throughout Concourse A, Concourse B, and each baggage claim. Advertiser can submit new artwork anytime with no additional charge. There is a 6-month minimum commitment.

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.



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, Rectangle: 8'x4' (portrait or landscape), Square: 4'x4'





Airport Roadway Banners

TUL has banners on 20 light poles on the airport's exit roadway that are the final "Welcome to Tulsa" advertising opportunity on TUL property. Messaging along those lines is required by airport for approval. Advertiser pays for printing and for installation. Six-month minimum commitment.



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. Options include a 10'x10' baggage claim exhibit or an 8'x18' post-security exhibit.

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.

FAQ's

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?

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 $350-1,500+ per month.

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

In 2025, over 3.1 million passengers flew through TUL. We also have thousands of employees and visitors that see advertising on an annual basis.

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

Yes! Please mention your interest in a three or five year contract to learn more.

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 on static ads. The advertising rep will collect quotes and work closely with the print vendor to install graphics.

8. Who manages 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 unappropriate for other reasons.



Contact Us

For availability and more information, contact:

Kathleen Hobbs
Advertising Sales Manager

Office: 918-838-5598
Email: kathleenhobbs@flytulsa.com
Website: www.flytulsa.com

Tulsa
International Airport
Advertise with us.