



Tulsa
International Airport

2026

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 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.

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. TUL launched the **Welcome Waggin' therapy dog program in 2019 and is among the cutest faces you'll see at TUL.** 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 through Tunes at TUL.** **Local art exhibits** are updated regularly to showcase Tulsa's thriving arts scene. From large scale public art displays like *Sunrising* that was installed in 2024, to murals and rotating art exhibits, TUL is proud to share a taste of Tulsa's art scene with visitors. 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 over 25 different airports.** We're proud to have partners like Discovery Lab Tulsa who brought an **indoor play area** to the post-secure area in 2024, where children of various age groups can enjoy free play before their flight. Our **PropelTUL campaign** is in full swing and addresses improvements in our infrastructure, like updated vestibules and wayfinding signage, to new a new hotel on airport property, and the major investments to build a new FIS facility and Air Traffic Control Tower. Each of these improvements situates Tulsa International Airport for incredible growth and improved service to our passengers for years to come.



Tulsa International experienced a record year in 2024! Passengers were up 3.5% making it the 4th busiest year in our history!

The demographics below represent people living in the Tulsa DMA who have flown out of Tulsa International Airport in 2024.

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 **3.2 million** passengers in 2024
4th busiest year in Tulsa International Airport's history!



Occupation

Transportation: 7%
Management: 14%
Business and Financial: 5%
Healthcare: 4%
Sales: 5%
Office and Admin Support: 7%

*Demographic information pulled from a 2024 Nielsen Scarborough Research report. More demographic information may be available upon request.

Concourse B



Gate B9



Gates B1, B3,
B4, B5



Gates B6, B8, B10

Concourse A



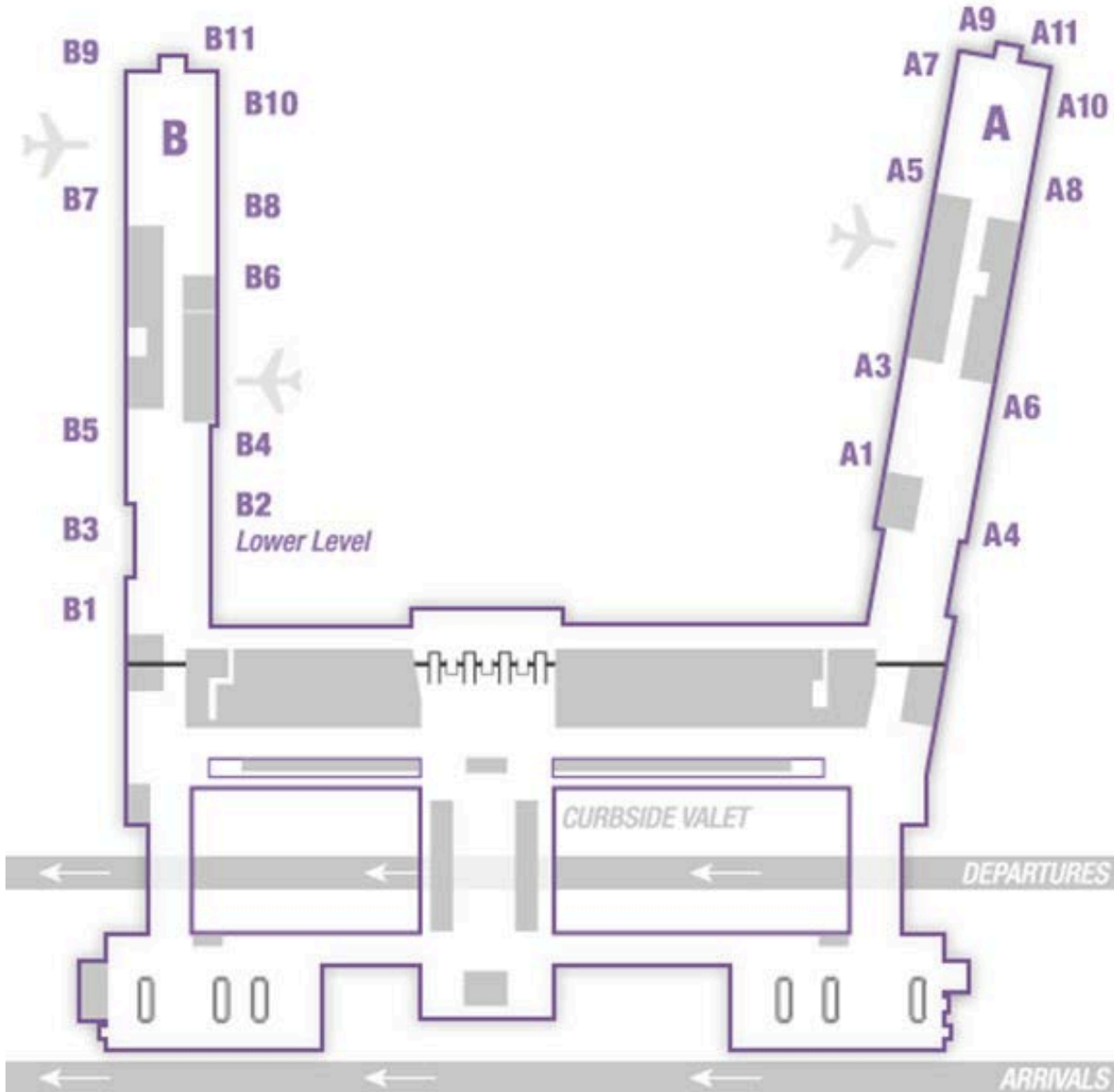
Gate A3



Gates A5, A7, A9,
A10



Gates A3, A4, A6



Why Advertise?



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?

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 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

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.



Digital Baggage Carousel Screens

Package of (12) monitors providing 15 Second Spot on full and partial screens located in Concourse A and B. Video and still image options available! Free to change image/video at any time. \$1,500 month.



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.



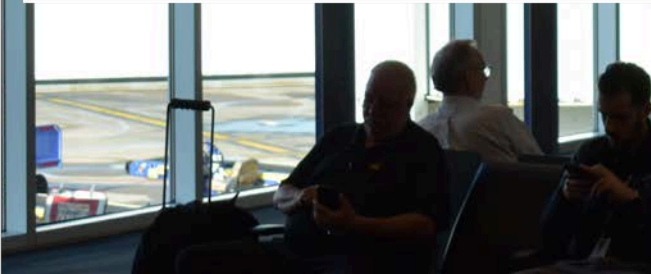
X-Large Tension Fabric Display Signs

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.



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

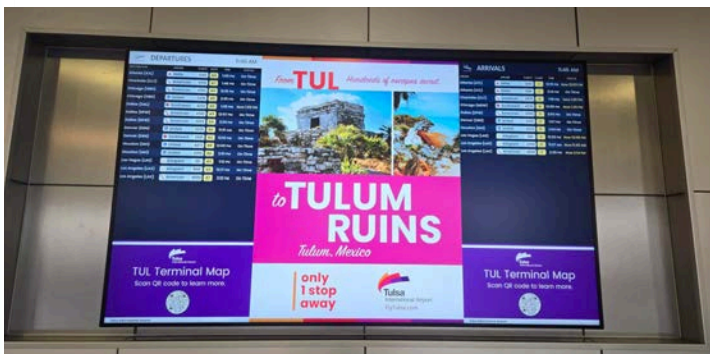
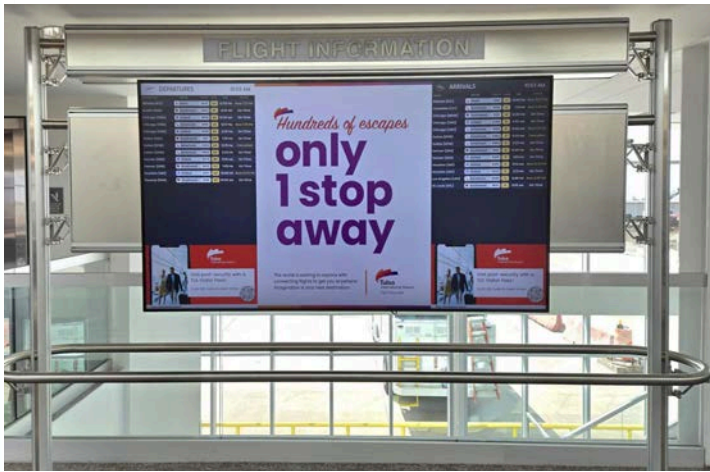
TUL has 260 gate area tables with outlets for passengers use. In addition to a traditional power outlet, the tabletops also have built-in Powermats, allowing passengers with certain smart phones to charge their devices wirelessly. This exclusive sponsorship package includes vinyl wraps on 100 tabletops 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.

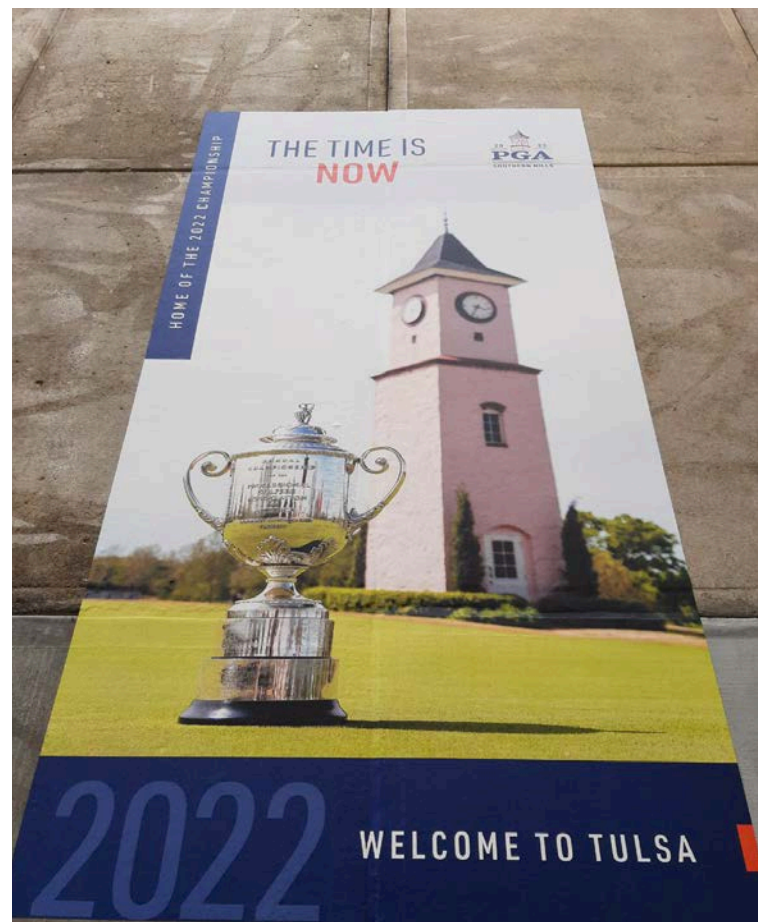
Exclusive Flight Information Display Monitor Ads



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. \$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 that are the final "Welcome to Tulsa" advertising opportunity on TUL property. Messaging along those lines is required by airport for approval. Approximately 100k cars drive by monthly. Advertiser pays for printing 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.

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 2024, over 3.2 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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