

SANGSTER INTERNATIONAL AIRPORT (MONTEGO BAY)

2024 ADVERTISING OVERVIEW





PART 1:

WHY AIRPORTS

- Airports offer advertisers a captive environment to engage **valuable audience** with significant purchasing power with their brand.
- The media intervention along the passenger journey provides an unavoidable distraction via multiple touchpoints. Media serves not only to entertain, raise awareness and drive **engagement**, but also directly influence at the point of purchase, when time to indulge is freely available.
- Capitalize on travelers' **extensive dwell time** to push your message at key touchpoints throughout the passenger journey from ticketing/security, concourse/gate and baggage claim.
 - Travelers arrive on average **1-3 hours** prior to boarding
 - **65%** spend more than 15 minutes walking the concourse
 - **2-out-of-3** are interested in engaging with new products at the airport

AIR TRAVEL EXPERIENCED A BOOM POST-PANDEMIC

SIA passenger traffic has surpassed pre-pandemic levels by over 500,000 as consumers return to the skies*.

Total Passengers SIA (2023)

5,267,820 PAX

*Current travel insights are available.

Contact us to learn more, advertising@mbjairport.com.

1.4 BILLION

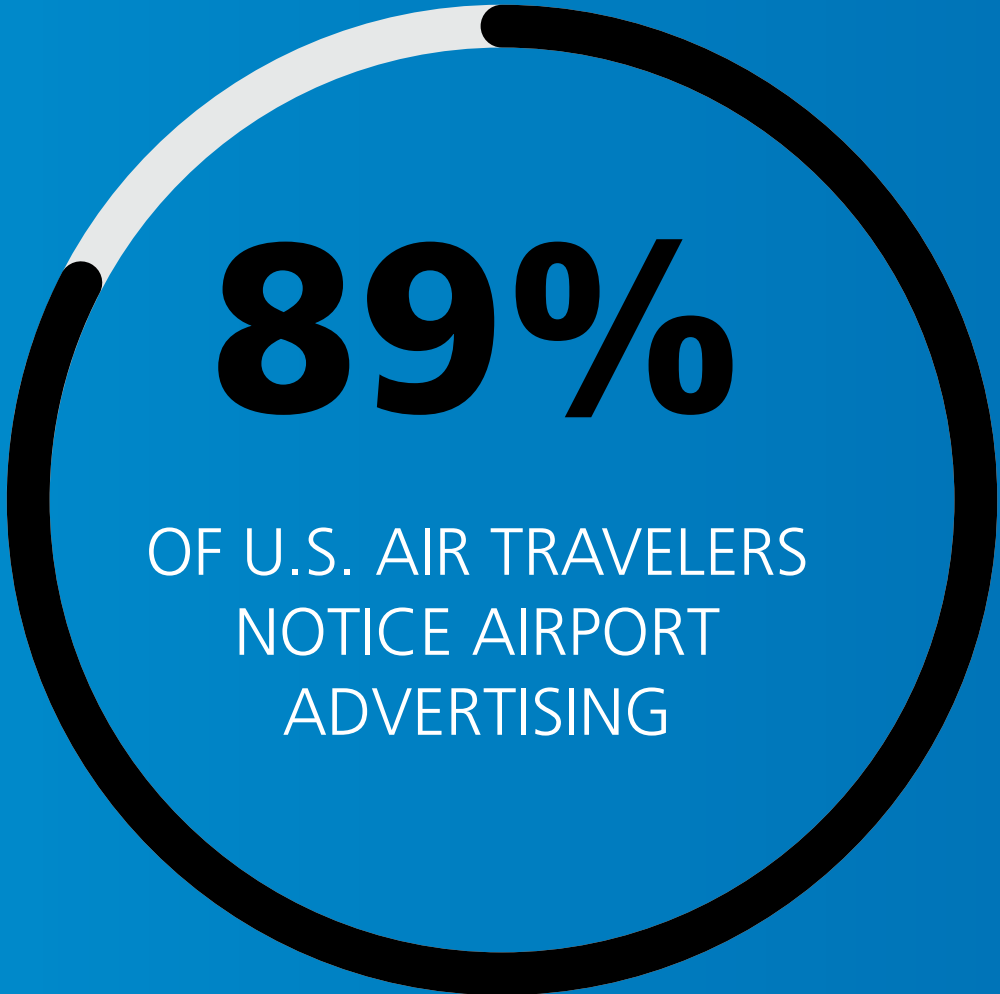
RECORD-HIGH NUMBER OF

GLOBAL TOURIST

IN 2019

-World Tourism Organization

AIRPORT AUDIENCE RESPOND TO AIRPORT ADVERTISING



Source: Nielsen Airport Insights Study [2018]
Air Travelers: U.S. adults 18+ who take 1+ domestic round trips per year

REACH YOUR AUDIENCE WITH MBJ

- ✈️ Powerful reach regionally, nationally, & internationally
- ✈️ Quality audience consumers in a captive environment
- ✈️ Strategic inventory and largest market selection for your advertising needs within the English speaking Caribbean
- ✈️ Diverse product offering including digital, print and experiential activations
- ✈️ Messaging that can't be turned off, skipped or ignored



Which Media is Right for You?

OUTDOOR

Leave a lasting impression as passengers arrive or depart the airport property. Our outdoor options can extend your reach and deliver high-impact brand visibility through multiple formats.

EXPERIENTIAL

Airports allow advertisers to combine branding with engagement to give potential customers something to encounter and interact with, rather than just see.

Or a combination of it all?

VIDEO WALLS

LED Video Walls are horizontal and mounted on walls within the Arrivals terminal. Screens can be part of a network or stand alone. Accept static or full-motion video.

DIGITAL NETWORKS

All screens are horizontal individual units (typically LCD) packaged as part of a larger network of same type screens. Often single-sided and wall mounted at eyelevel and located within the Departures and Arrivals terminal. Accepts static or full-motion video.

PRINT

Print media demands attention, cannot be turned off or skipped and can deliver call-to-action messages to engage passengers. It is the perfect vehicle to saturate an airport with multiple displays, or dominate high-impact areas with big, bold statements.

SIA Advertising 2024 | Why Airports

2003-2023 YEARS in Figures



75.5
Million Passengers



868,754
Aircraft
Movements



USD 326.5 million
in Investments



Air Services in 2023

45 Destinations
25 Airlines
12 Countries

MBJ

AIRPORTS LIMITED



USD 396.6 million
in Direct Contribution
to the Jamaican Economy
in Taxes and Fees



7,500 Jobs in 2023



Awards

15 times
Caribbean's Leading Airport
by World Travel Awards

ACI-ASQ Award
2009-2015

and Roll of Excellence in 2014
2020 Conde Nast Traveler
Readers' Choice Awards



81%
of businesses
operated at the airport
are Jamaican owned



Over
430,556 square
feet
constructed

Why advertise with **US?**

TOP 10 ROUTES

at Sangster International Airport

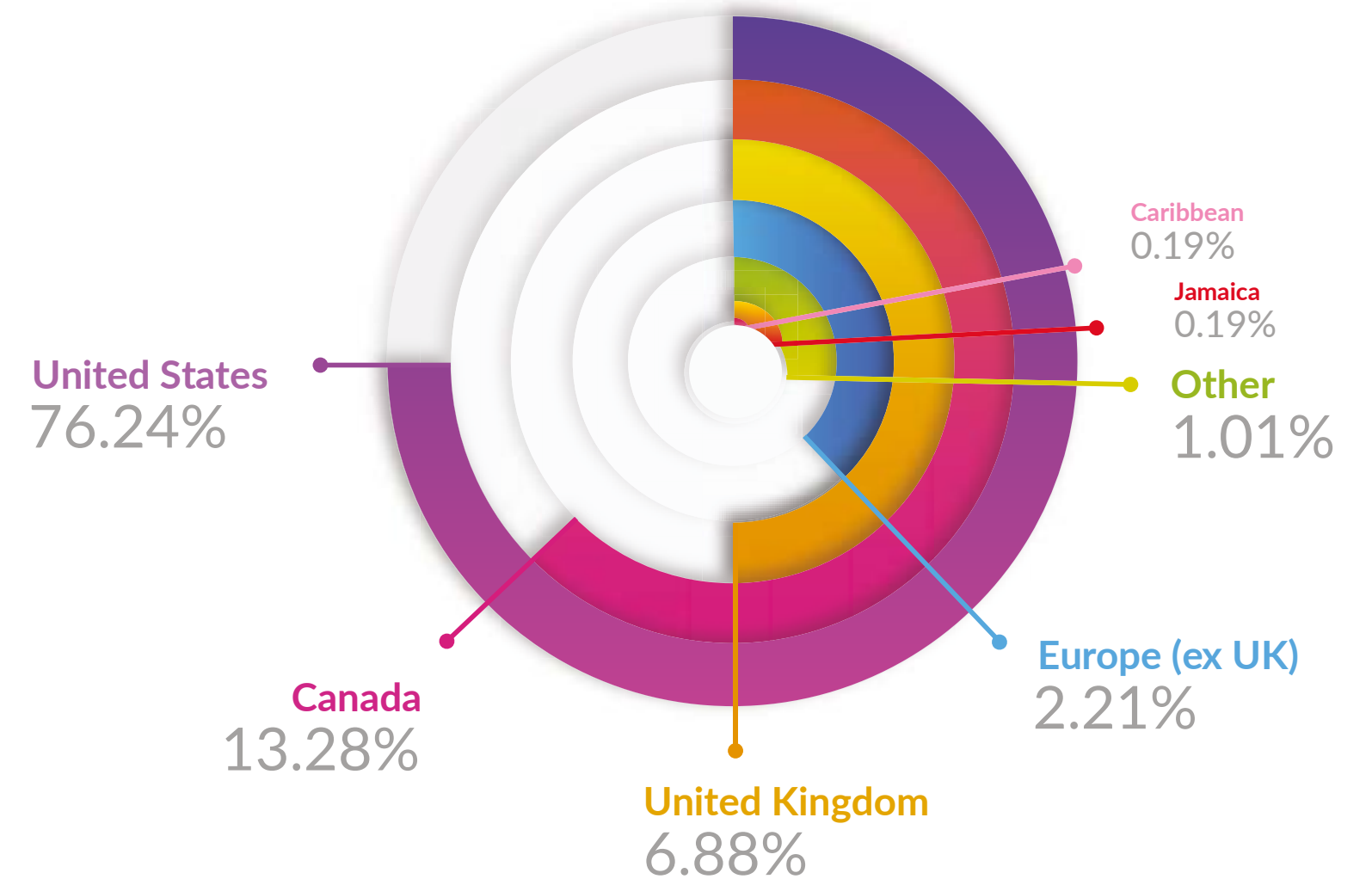


00 25 50 75 100 125 150 175

Numbers in 00,000
The figures represent 2023/2022 year-to-date.

REGION SPLIT

at Sangster International Airport










PART 2:
OUR INVENTORY

DEPARTURES TERMINAL

The Departures Terminal is sub divided into Five (5) areas:

-  [Check-in/Ticketing Hall](#)
-  [Outbound Security Hall](#)
-  [Food Court](#)
-  [Eastern Concourse \(Gates 8-19\)](#)
-  [Western Concourse \(Gates 1-7\)](#)

Both static and digital advertising opportunities are located in each area, specifically:

STATIC

-  [Wall Wraps](#)
-  [Tension Fabric Banners/Displays](#)

DIGITAL

-  [LCD Screens](#)



1S-SD-1

Package of 10 Stanchion Dividers located at in the Ticketing Hall.

Impacts app. 65% of all departing passengers.

Material: Wall wrap



*production and change assembly costs are at the expense of the client.

1S-WW-2

Wall Wrap installed in the Ticketing Hall.

Impacts 100% of all departing passengers. With a significant dwell time, particularly during peak hours.



*production and change assembly costs are at the expense of the client.

1S-WW-3

Wall Wrap installed to the back of the outbound security screening area.

Impacts 100% of all departing passengers. With a significant dwell time, particularly during peak hours.



1S-WW-4

Wall Wrap installed to the back of the outbound security screening area.

Impacts 100% of all departing passengers. With a significant dwell time, particularly during peak hours.



*production and change assembly costs are at the expense of the client.

1A-SW-2

Wall Size: 288" W x 96" H

Wall Wrap installed at the Food Court Exit/
East Concourse entrance. **BACKWALL**

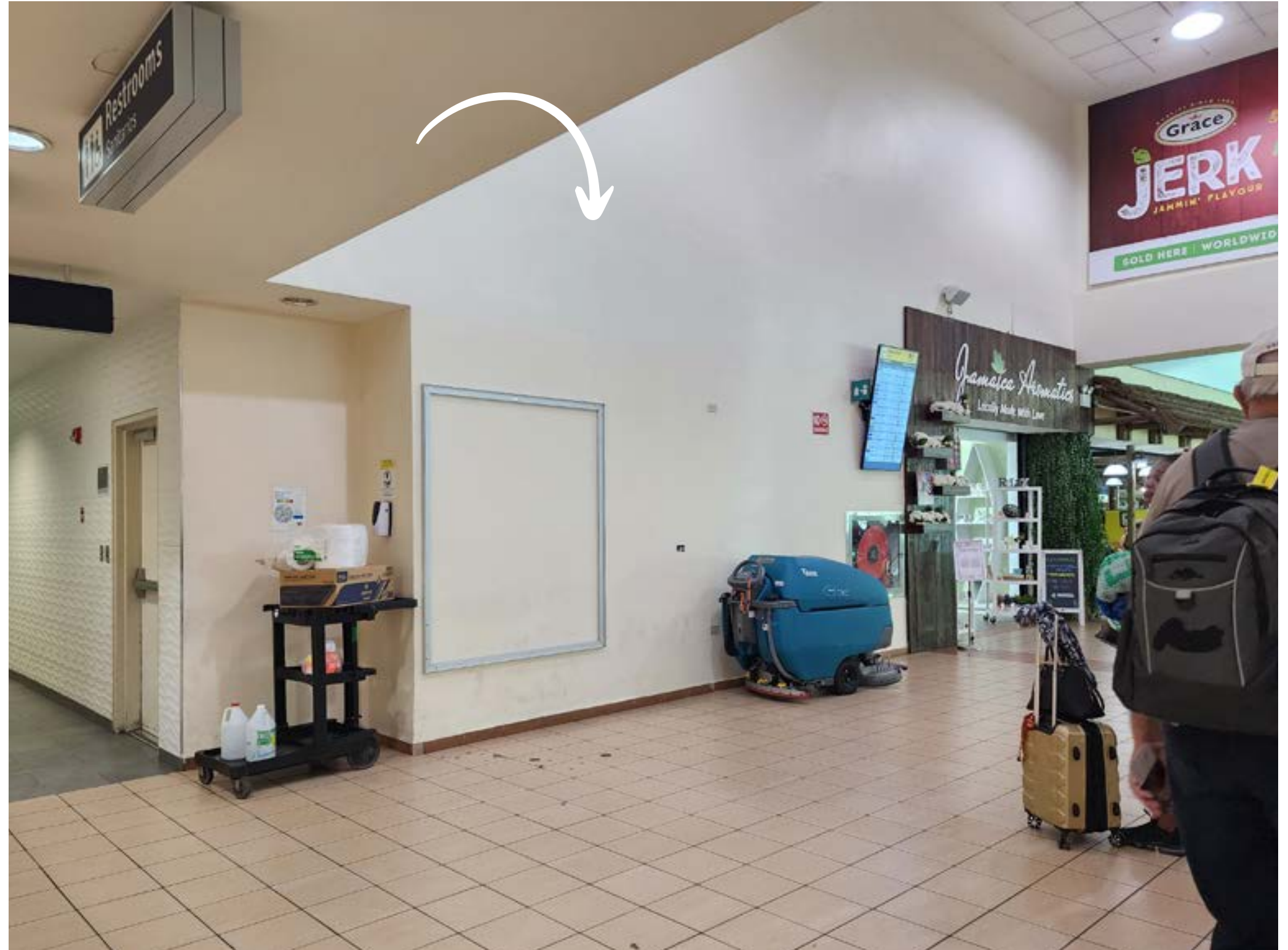
Impacts 65% of departing passengers. All
departing passengers utilizing gates 8-19
traverse this concourse.



1A-WW

Wall Wrap installed in front of Gate 8 leading to Gates 8-19.

Impacts 65% of departing passengers. All departing passengers utilizing gates 8-19 traverse this concourse.



*production and change assembly costs are at the expense of the client.

1A-TFD-27

Tension Fabric Display. Installed in the East Concourse at Gate 8, leading back to the Central Concourse. **BACKWALL**

Visible to passengers by Bobsled Restaurant, Gates 8 - 12 and others walking back to the Central concourse from gates 8-19.



*production and change assembly costs are at the expense of the client.

1A-TFB (1, 2, 5, 6)

120" W x 108" H Double sided Hanging Tension Fabric Banner. Installed in the East Concourse at Gates 8, 9/10, 13 and 15.

Impacts 65% of departing passengers. All departing passengers utilizing gates 8-19 traverse this concourse.

1 AVAILABLE



1S-TFD-1

Digital screen for film and images (without sound) installed in the Outbound Security Hall.

Impacts 100% of departing passengers with significant dwell time during peak. All departing passengers en route to the gates utilize this area.

Effective March 2024



1A-VW-2

360 LED Network for film and images
(without sound).

Located at in the central food court.

10 second advert. Impacts 100% of all
departing passengers. With a significant dwell
time, particularly during peak hours.



1A-SW-1

Digital screen for film and images (without sound) installed just before Gate 8 leading to Gates 8-19.

Impacts 65% of departing passengers. All passengers utilizing Gates 8-19 traverse this concourse.

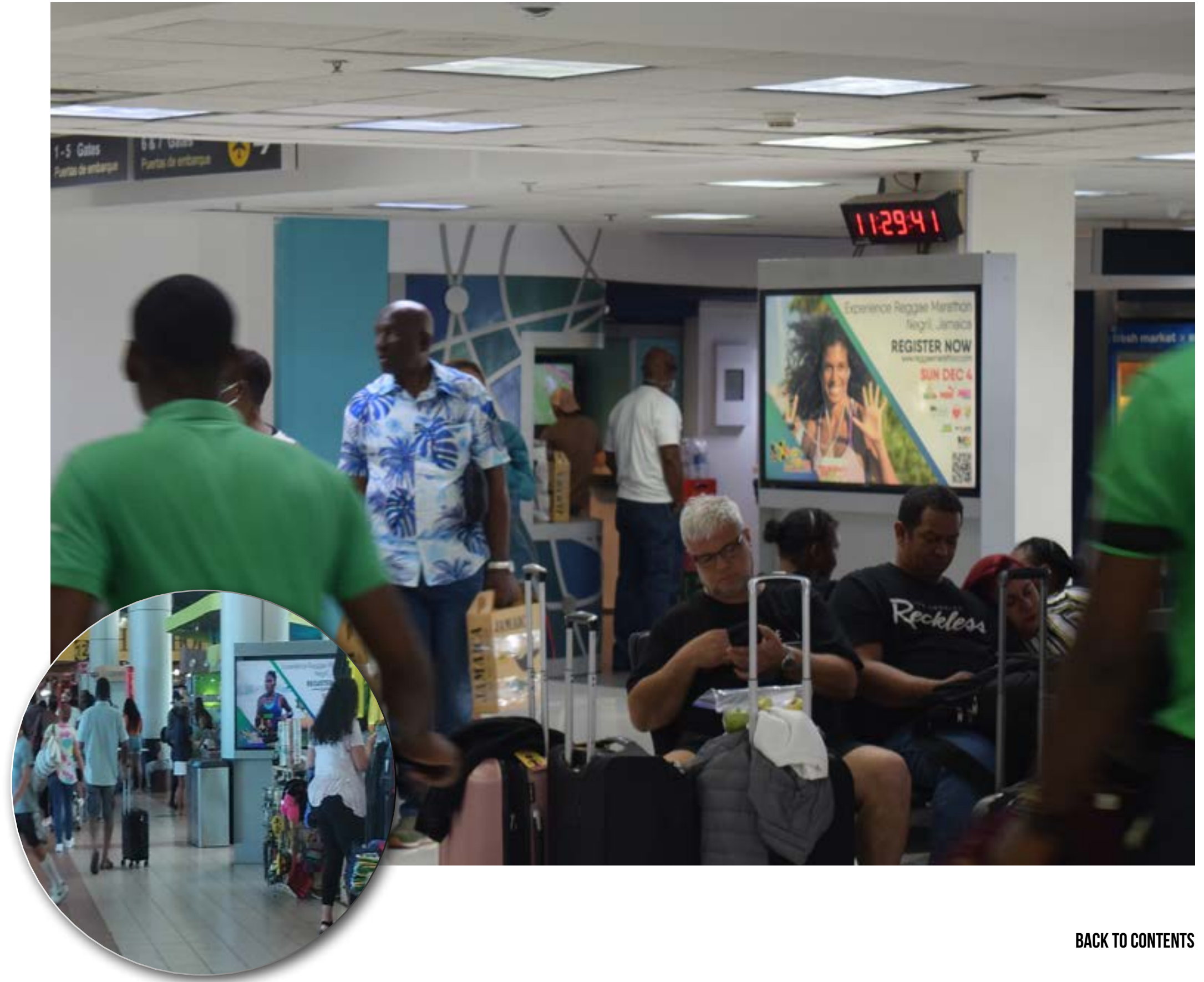
With Gates 15-19 being used predominantly for European flights.



PK3LCD-5-4

Package of 2 65" LCD for film and images (without sound) installed in the West and East Concourses.

10 second advert. Impacts 100% of departing passengers with significant dwell time during peak.



OUTDOOR ADVERTISING

The Outdoor Advertising is sub divided into Four (4) areas:

 [Wallwraps](#)

 [Billboards](#)

 [Jetbridges](#)

Currently, only static advertising opportunities are available in this category.



1OD-BB (1, 2, 3, 4, 5)

30" W x 10" H Outdoor Billboard. Installed at primary airport entry/exit and public car park.

Impacts 100% incoming passengers. Locals with private transfers and visitors using airport and hotel shuttles/transfers.

1 AVAILABLE



*production and change assembly costs are at the expense of the client.

1A-JBW (1-19)

Package of 9 Jetbridge Indoor Billboard.

Installed on the interior of Jetbridges at Gates 1 through 19.

Impacts **100%** departing passengers as they board their flight. With an approximate dwell time of **5-10 mins.**



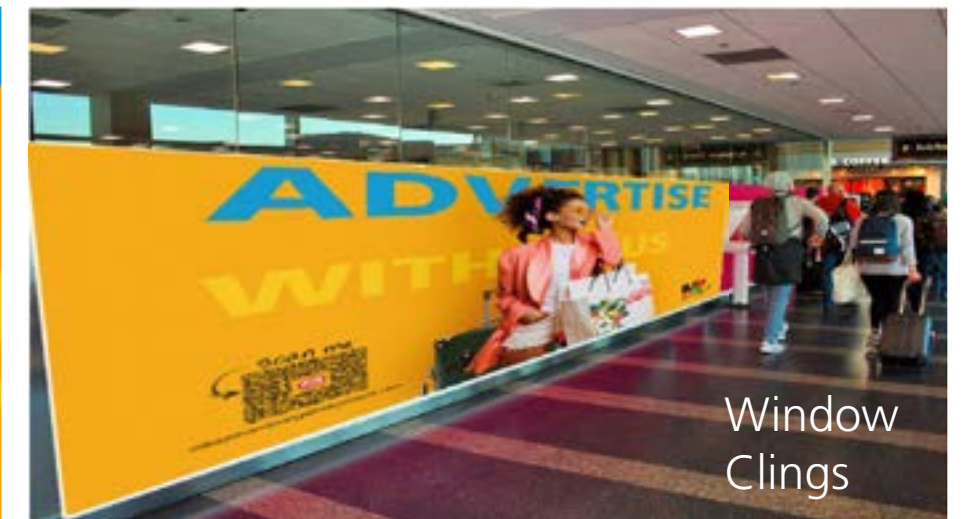
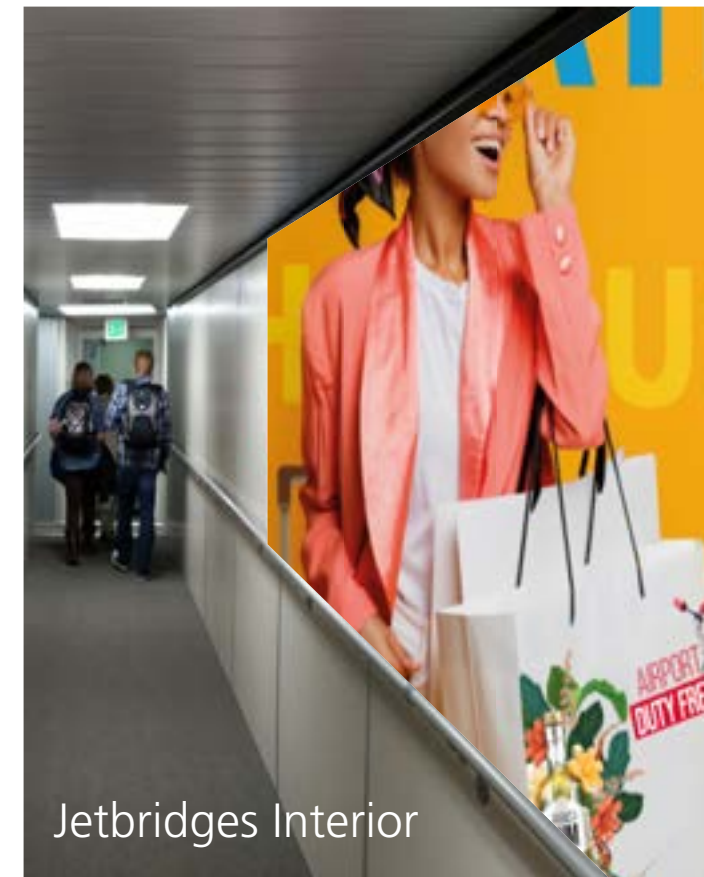
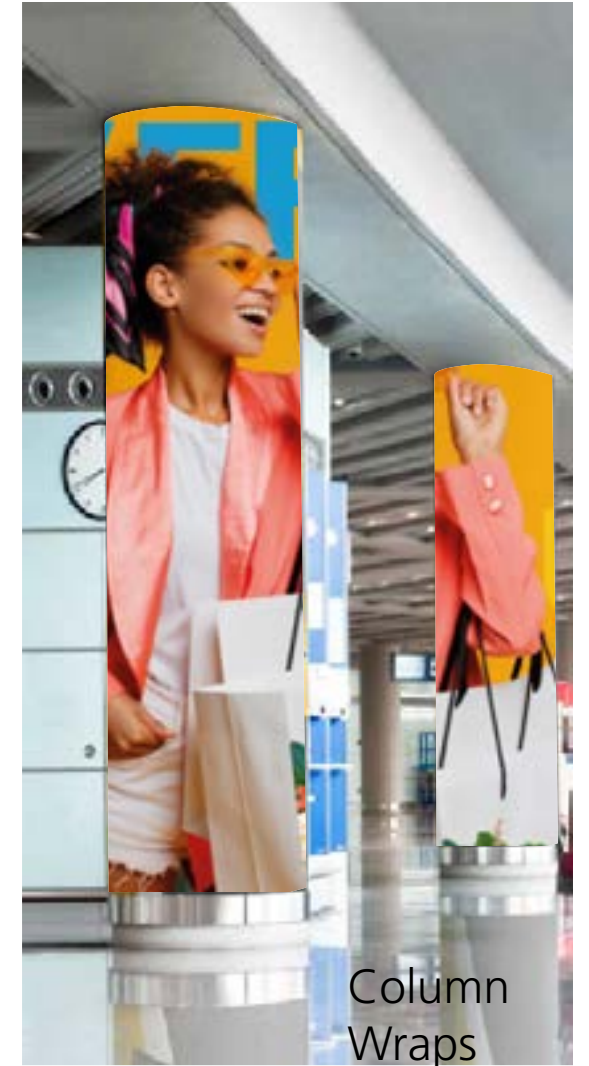


PART 3:

ADDITIONAL OPPORTUNITIES

MANY ADDITIONAL OPPORTUNITIES ARE AVAILABLE

Stand out in a crowded marketplace and create a positive brand association with air travellers.



GET CREATIVE...

General terms and conditions

DUE DATE FOR PAYMENTS, NON-USE OF OUR SERVICES

Invoices will be rendered per period dating from the commencement date of the License and shall be paid on the 1st (first) of each month.

If you do not make use of the agreed advertising right or cannot make use of it for a reason on your part, this shall not discharge you from the duty to make the payment. This shall also apply in particular if you do not submit the advertising or the other objects to be produced to us in good time for approval or have not produced them by the agreed start of the agreement.

MAINTENANCE

Included in the space fee rate is regular cleaning of all displays and maintenance of standard illumination.

RATES AND TAXATION

The fees quoted in this catalogue are for a 1 year minimum contract and are not inclusive of tax. General Consumption Tax (GCT) will be added to all fees.

SECURITY

In order to secure your liabilities from the contractual relationships, upon execution of this License, the Advertiser/Agency must deposit with the Licensor a security deposit in the form of cash, certified cheque, or irrevocable letter of credit (absolute guarantee) said letter of credit to expire ninety (90) days after the determination of this License, payable to the Licensor in an amount equivalent to three (3) months advertising display fee (ADF).

No interest will be paid by the Licensor to the Advertiser/ Agency in respect of the security deposit. If the licensor satisfy claims from the guarantee or the guarantee otherwise expires, you shall top up or renew the guarantee.

MORE THAN AN AIRPORT

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