



**SANGSTER INTERNATIONAL AIRPORT**  
2026 ADVERTISING OVERVIEW

(MONTEGO BAY)

**MBJ**  
AIRPORTS LIMITED

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- Which media is right for you?
- Why Advertise with Us?

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  - Post Security (100% Traffic)
  - Food Court (100% Traffic)
  - East Concourse (Gates 8-19, 65% Traffic)
  - West Concourse (Gates 1-7, 30% Traffic)

## • Arrivals Terminal

- West Concourse (Gates 1-7, 30%)
- East Concourse (Gates 8-19, 65% Traffic)
- Immigration Hall (100% Traffic)
- Baggage Claim (100% Traffic)
- Customs Hall (100% Traffic)
- Ground Transportation (100% Traffic)
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PART 1:  
**WHY AIRPORTS**



Sangster International Airport is Jamaica's premier gateway and the global front door to your brand. With over 5 million passengers annually, Sangster International Airport offers unmatched exposure to the largest volume of leisure travellers in the Caribbean.

The media intervention along the passenger journey provides an unavoidable distraction via multiple touchpoints. Media not only informs, raises awareness, and drive **engagement**, but also directly impacts purchasing decisions, especially when individuals have the leisure to indulge.

- 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

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.

# **MORE TRAVELLERS MORE VISIBILITY MORE IMPACT**

With more travellers choosing SIA, passenger traffic is higher than before. Every journey unlocks greater opportunities, strengthens connections, and elevates visibility.

## **Total Passengers SIA (2024)**

# **5,105,417 PAX**

\*Current travel insights are available. Contact us to learn more, [mbjadvertising@mbjairport.com](mailto:mbjadvertising@mbjairport.com)

**1.4 BILLION**  
.....  
RECORD-HIGH NUMBER OF  
**GLOBAL TOURIST**  
IN 2024

-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 nationally, regionally, & internationally
- ✈ Quality consumer audience 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. Our outdoor options can extend your reach and deliver high-impact brand visibility through multiple formats.

## EXPERIENTIAL

Want consumers to more than just see your brand? Combine your branding for an interactive and experiential engagement.

## 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 eye-level and located within the Departures and Arrivals terminal. Accepts static or full-motion video.

## PRINT

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



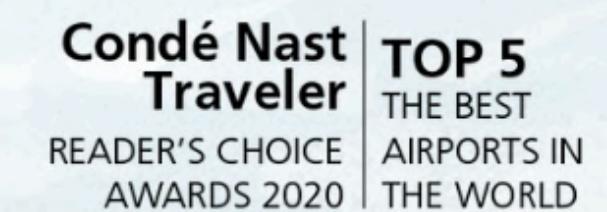
Bob Marley's One Love  
Restaurant



World Travel Awards 2025  
The Caribbean's Leading  
Airport 2009-2025



Caribbean Travel  
Awards 2024  
Caribbean Airport of  
the Year

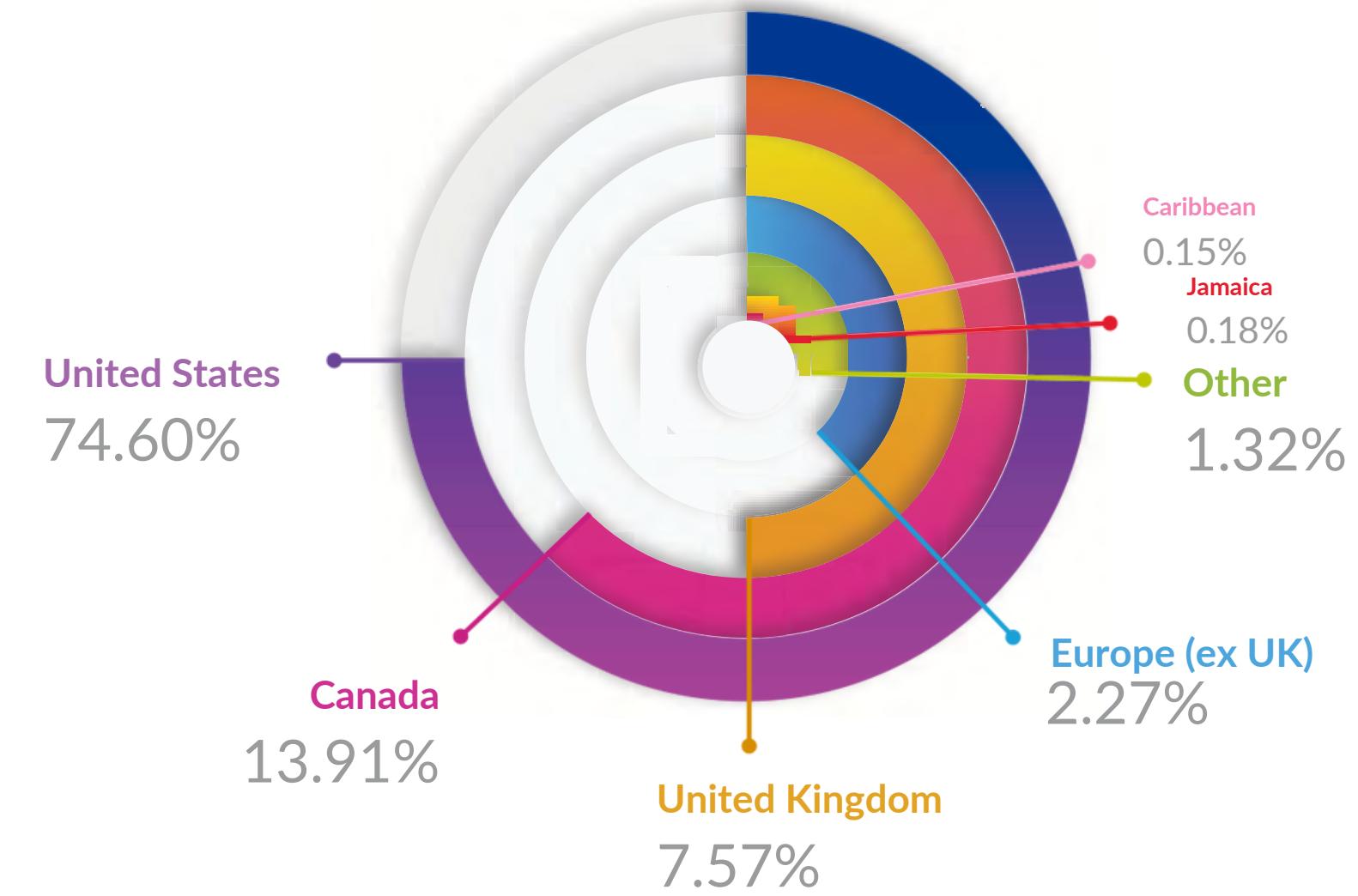


# Why advertise with US?

## TOP 10 ROUTES at Sangster International Airport



## REGIONAL SPLIT at Sangster International Airport



PART 2:  
**OUR INVENTORY**



**TUFF GONG**

TRADING

Products Offered

SHOP NOW

- Clothing
- Footwear

- Souvenirs
- Music & Literature

**Bob Marley's**

PIMENTO WOOD GRILL



[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.

**48" W x 36" H** per stanchion

Impacts 100% of all departing passengers and well-wishers.

**Material:** Wall wrap



**Rate\***

**Monthly**

1,000 USD

**Yearly**

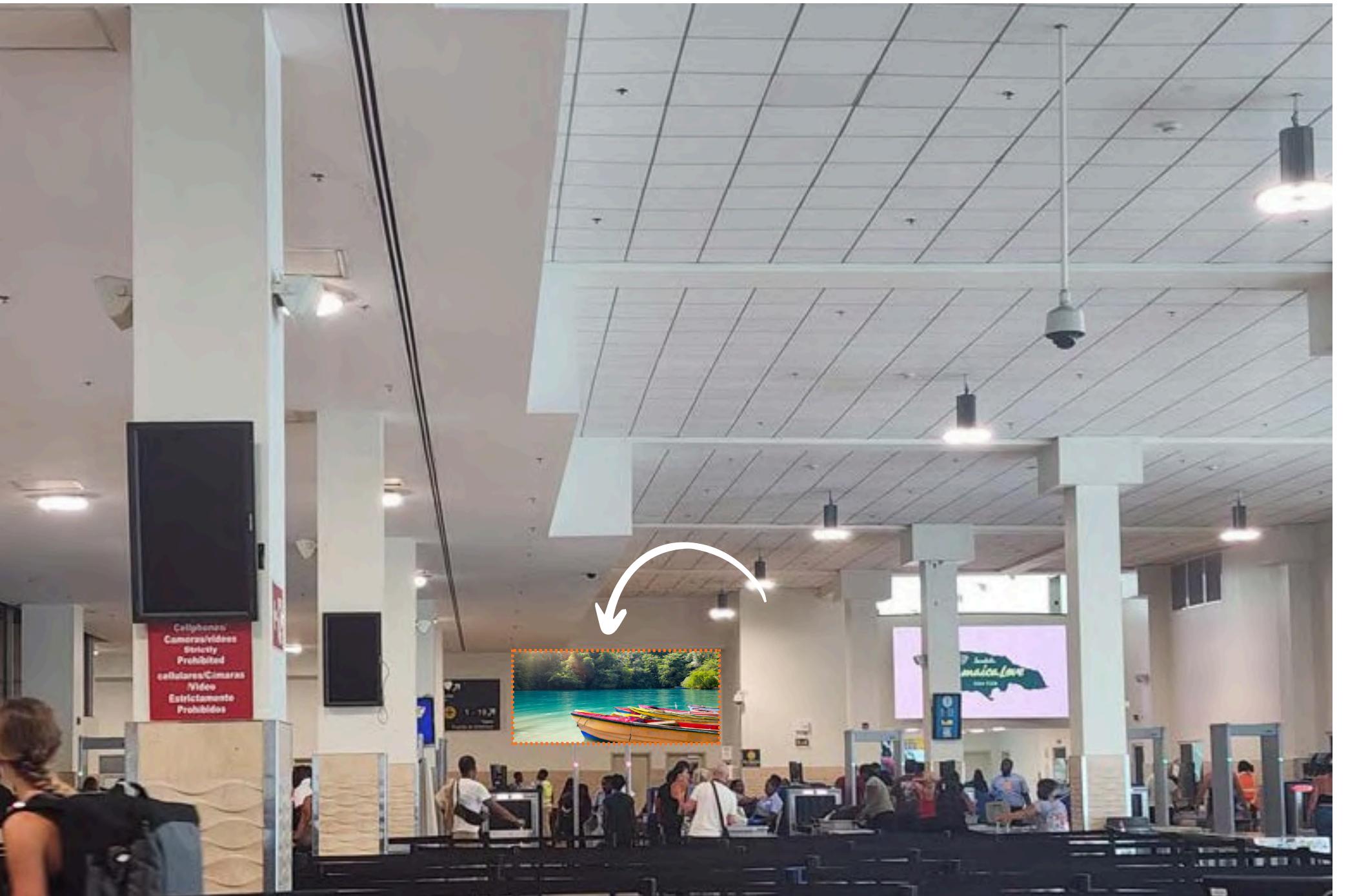
12,000 USD

### 1S-WW-3

Wall size: 228" W x 96"H

**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.



**Rate\***

**Monthly**

2,500 USD

**Yearly**

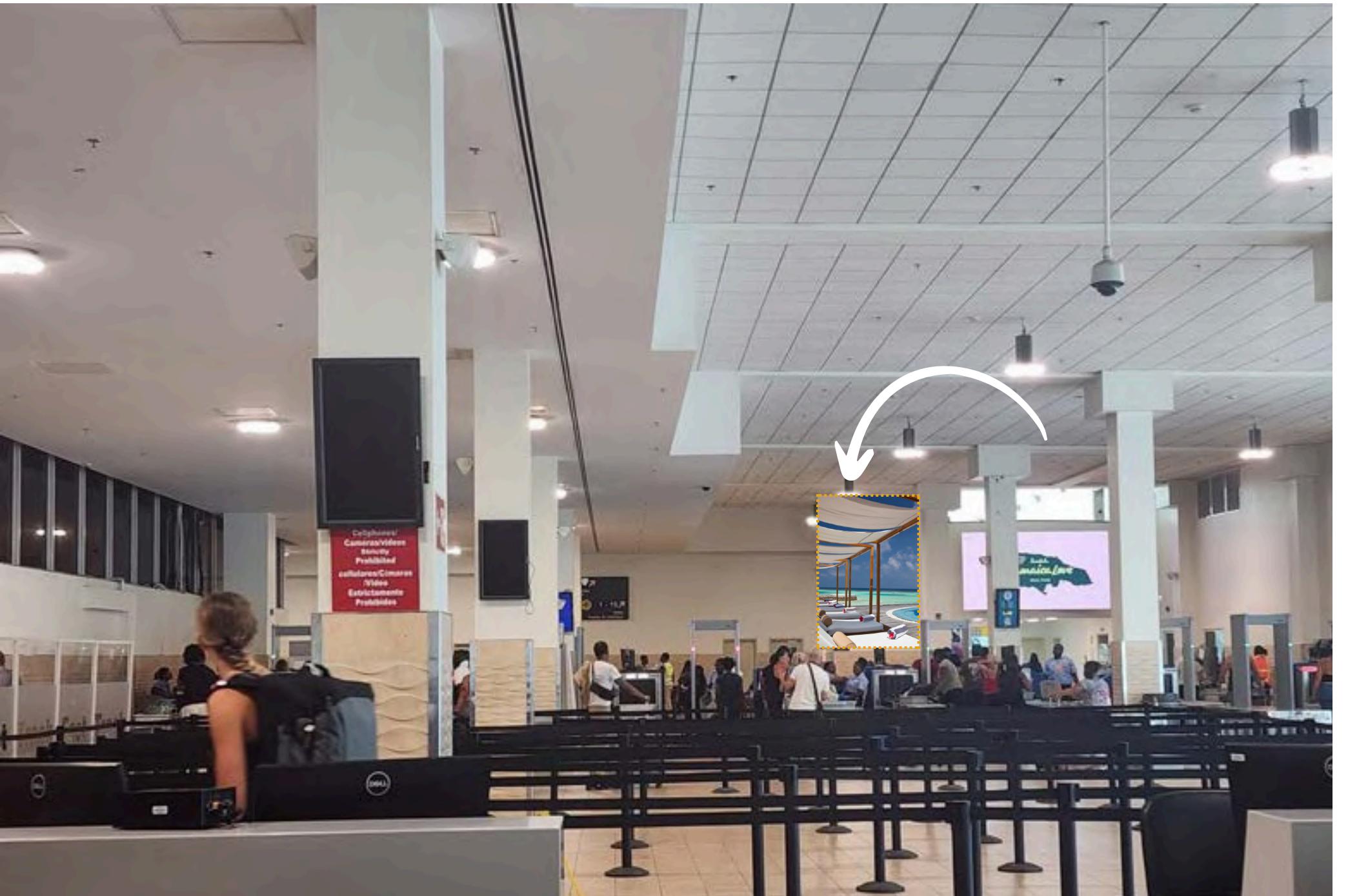
30,000 USD

## 1S-WW-4

Wall size: 102" W x 159.6"H

**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.



**Rate\***

**Monthly**

2,500 USD

**Yearly**

30,000 USD

## 1A-TFD-27

### 266" W x 132" H 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.

**Rate\***

**Monthly**

1,500 USD

**Yearly**

18,000 USD



## 1A-TFD-20

### Tension Fabric Banner.

Installed in the Departures Foodcourt.

Impacts 100% of all departing passengers.

With a **significant dwell time of up to 30 minutes** in the food court.



#### Rate\*

Monthly

4,000 USD

Yearly

48,000 USD

\*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.

# 2 AVAILABLE

**Rate\***

**Monthly**

1,000 - 2,000 USD

**Yearly**

14,400 - 24,000 USD



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

**1A-SW-4**

**60" W x 32" H Tension Fabric Banner.**

Installed in the West Concourse at Gates 6/7.

Impacts 30% of departing passengers. All departing passengers utilizing gates 1 - 7 traverse this concourse.



**Rate\***

**Monthly**

1,500 USD

**Yearly**

18,000 USD

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

## 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.

Rate*	Monthly	Yearly
Digital	3,000 USD	36,000 USD



## 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.

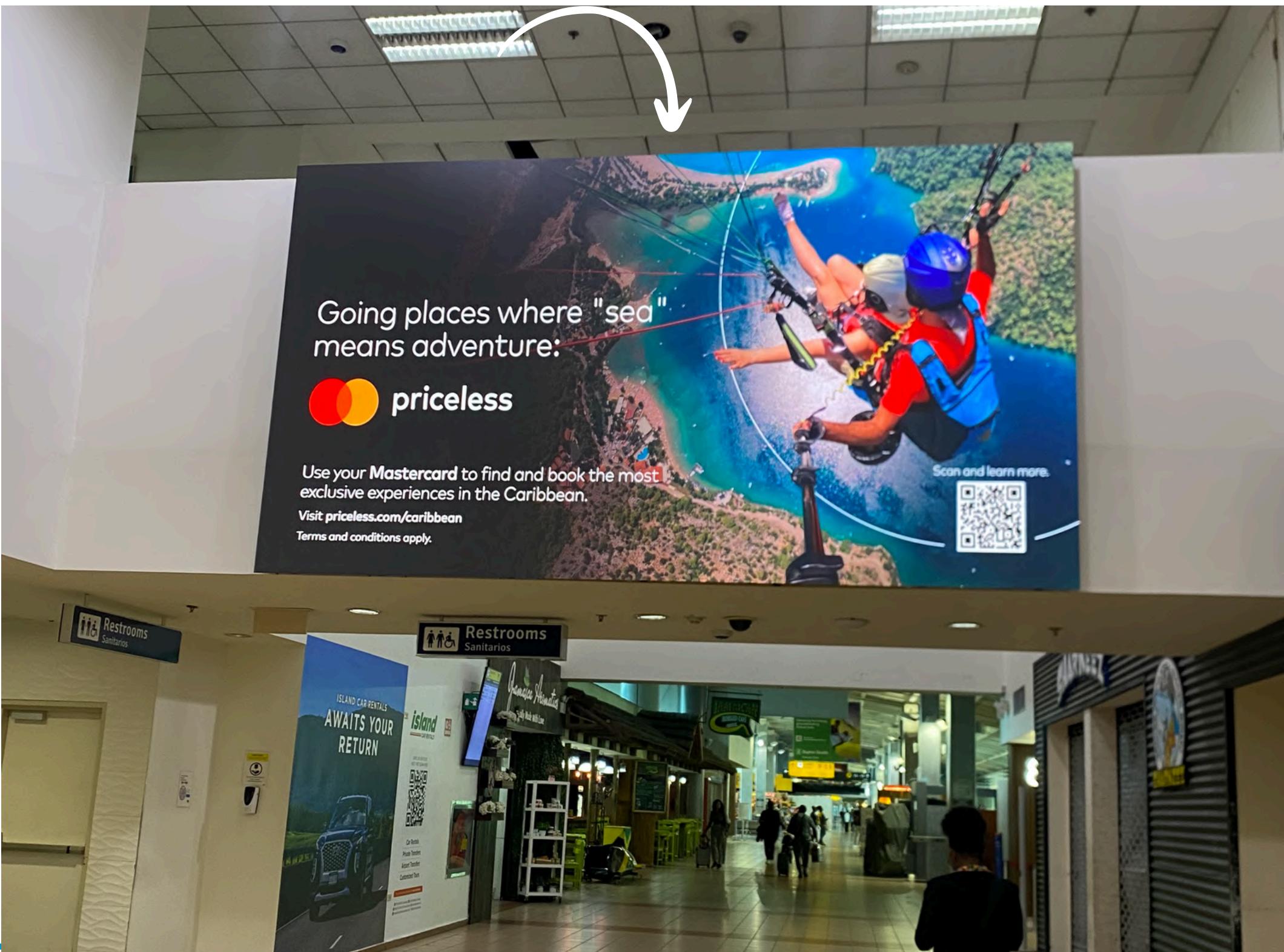
**Rate\***

**Monthly**

2,000 USD

**Yearly**

24,000 USD



## 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 30% of departing passengers with significant dwell time during peak.

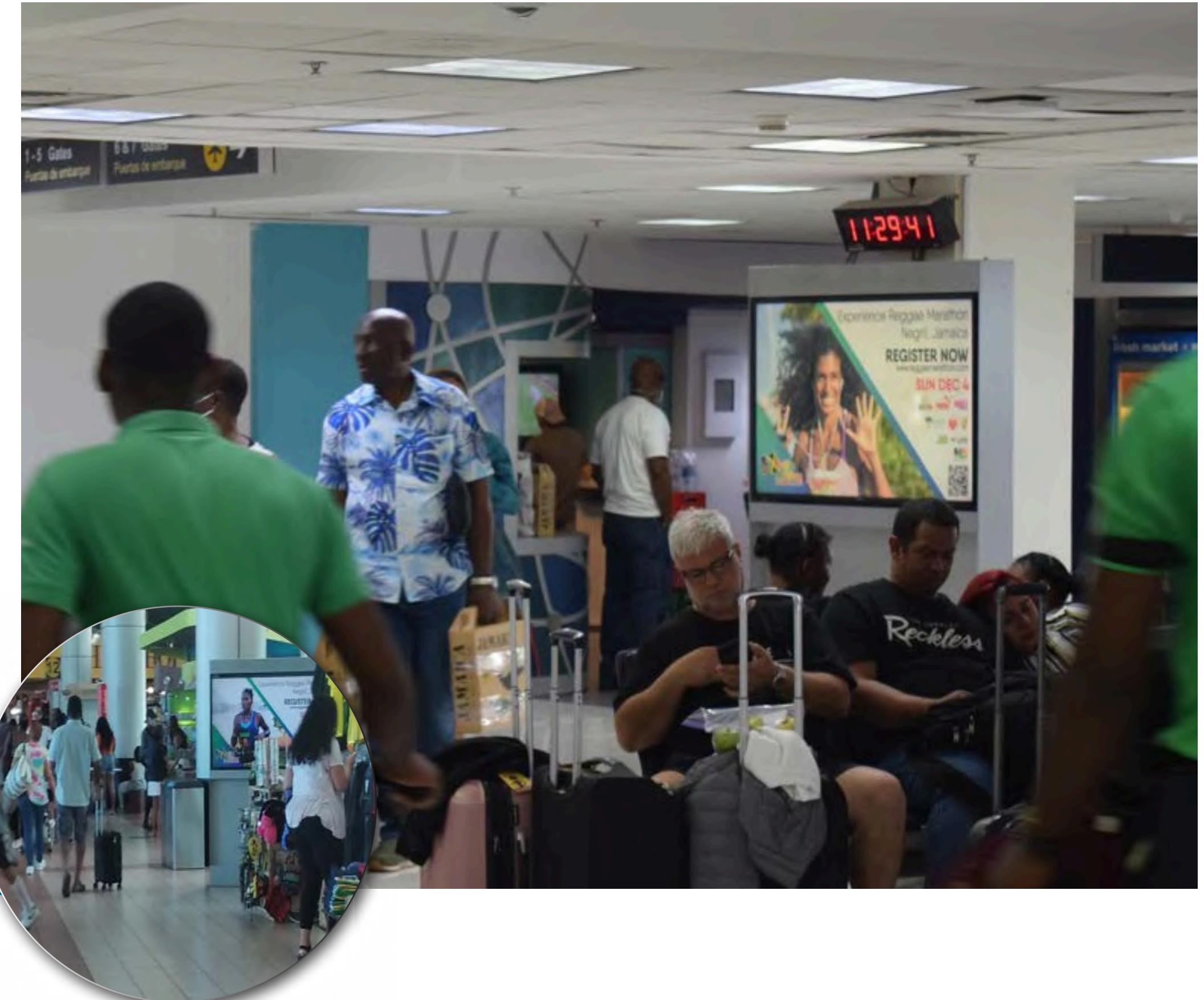
### Rate

**Monthly**

1,500 USD

**Yearly**

18,000 USD



## 1A-SW-

**Digital screen** for film and images (without sound) installed in the vicinity of Gate 10 leading to Gates 9-19.

Impacts 55% of departing passengers. All passengers utilizing Gates 9-19 traverse this concourse.

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

\*\*\*Ad space coming soon

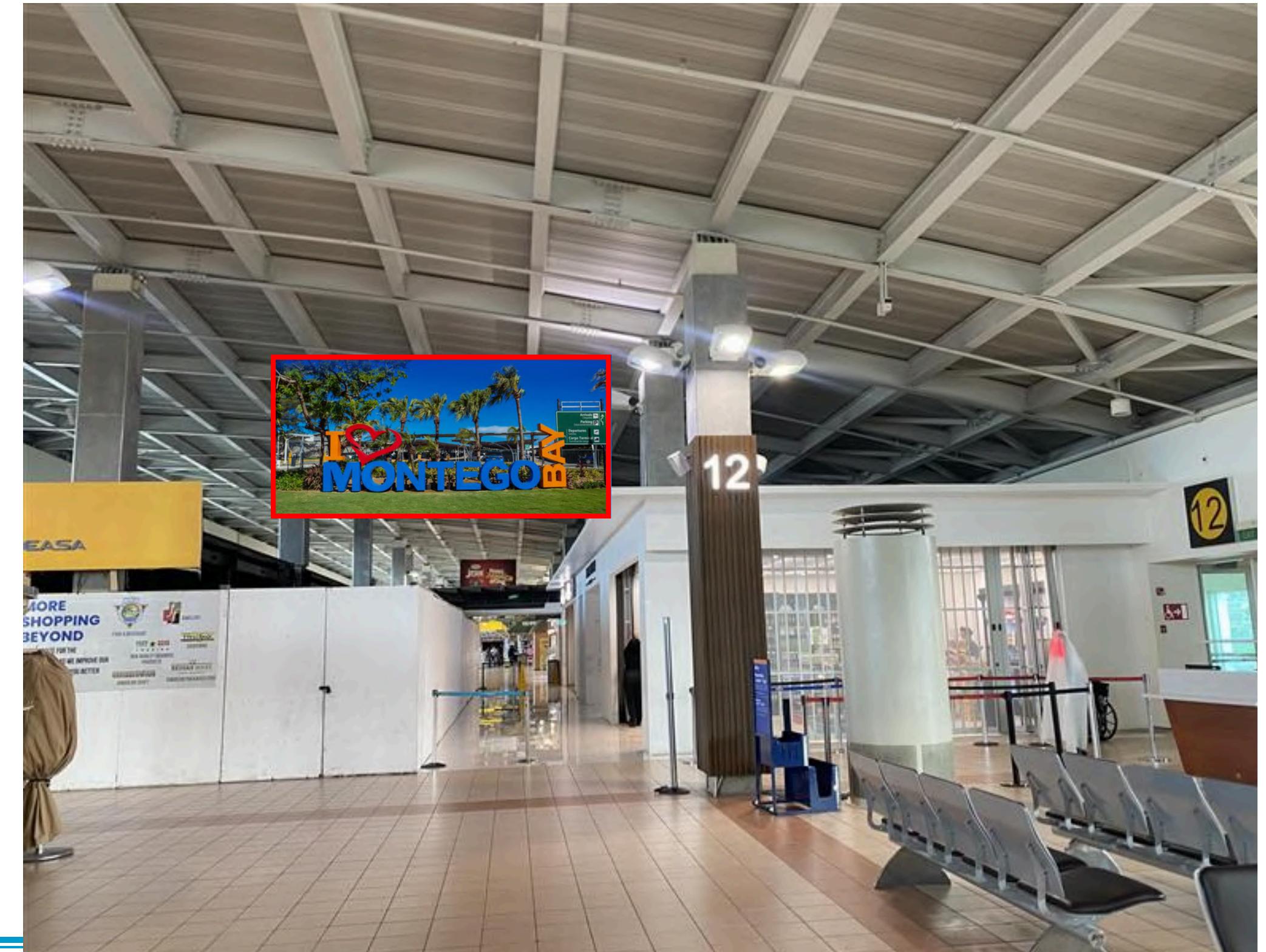
### Rate\*

Monthly

2,000 USD

Yearly

24,000 USD





The Arrivals Terminal is sub divided into Six (6) areas:

-  [West Concourse \(Gates 1-7\)](#)
-  [East Concourse \(Gates 8-19\)](#)
-  [Immigration Hall](#)
-  [Baggage Hall](#)
-  [Customs Hall](#)
-  [Ground Transportation Hall](#)

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

**STATIC**

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

**DIGITAL**

-  [LCD Network](#)
-  [LED Network\(s\)](#)



## 1IM-TFD

### **120" W x 72" H Tension Fabric Display.**

Installed at the Immigration Hall Exit (Behind Immigration Desks).

Impacts 100% of arriving Passengers with significant dwell time during peak.

# 3 AVAILABLE

**Rate\***

**Monthly**

1,600 USD

**Yearly**

19,200 USD



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

## 1A-TFD (10, 12, 13, 14, 51)

**Tension Fabric Display.** Multiple sizes (available upon request). Installed in the East Concourse. Impacts 65% of arriving passengers.

All arriving passengers from gates 8-19 will converge in this corridor leading to the Immigration Hall. This area also serves as the waiting area for processing Air/sea passengers (European).

# 1 AVAILABLE

Rate\*

Monthly

2,200 USD

Yearly

26,400 USD



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

## 1A-WW

Wall Size: 288" W x 96" H

**Package of 2 Wall Wrap** installed in the West Concourse prior to the Immigration Hall.

Impacts 30% of arriving passengers. All arriving passengers from gates 1-7 will converge in this corridor leading to the Immigration Hall.

### Rate\*

**Monthly**

1,800 USD

**Yearly**

21,600 USD



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

## PK2WW-1-1 (1A-WW-5 & 6)

### Package of 2 Wall Wrap 352" W x 93" H & 414" W x 93" H

Installed in the West Concourse prior to the Immigration Hall.

Impacts 30% of arriving passengers. All arriving passengers from gates 2-7 will converge in this corridor leading to the Immigration Hall.

#### Rate\*

**Monthly**

2,500 USD

**Yearly**

30,000 USD



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

## 1A-TFD (2, 3, 4, 9)

### 120" W x 72" H Tension Fabric Display.

Installed in the West Concourse prior to the Immigration Hall.

Impacts 30% of arriving passengers. All arriving passengers from gates 1-7 will converge in this corridor leading to the Immigration Hall.

# 3 AVAILABLE

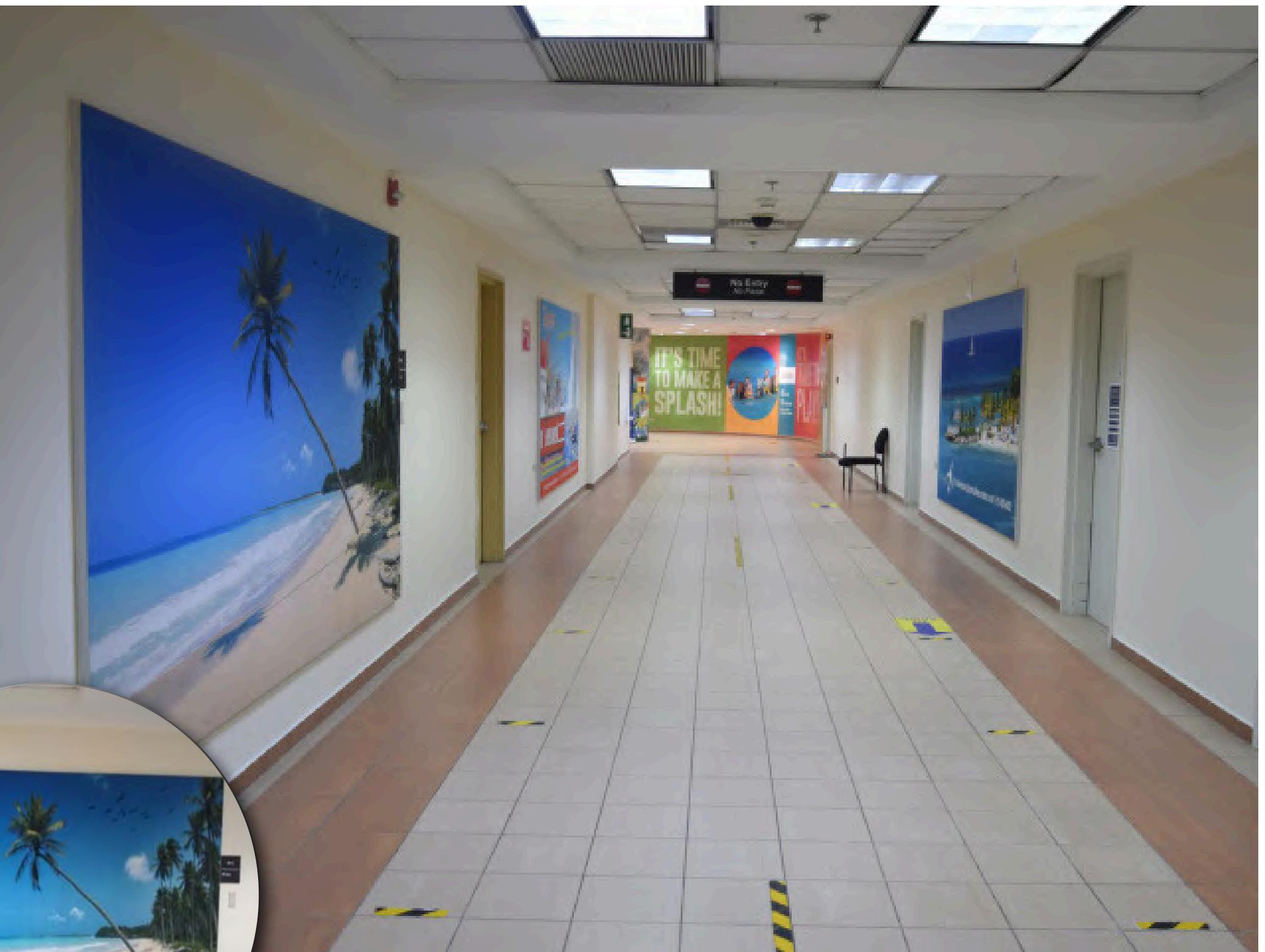
**Rate\***

**Monthly**

1,000 USD

**Yearly**

12,000 USD



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

## 1A-WW-2

**135" W x 108" H Wall Wrap.** Installed in the East Concourse at Gate 8.

Impacts 65% of arriving passengers. All arriving passengers from gates 8-19 will converge in this corridor leading to the Immigration Hall.

**Rate\***

**Monthly**

2,500 USD

**Yearly**

30,000 USD



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

## PK4WW

**Wall Wrap** installed in the East Concourse prior to the leading from gates 8-19 to the Immigration Hall.

Impacts 65% of arriving passengers with significant dwell time during peak.

Package Options Include:

- Lower Window Pane
- Upper Window Pane
- Elevator Surrounding Wall
- Elevator Doors

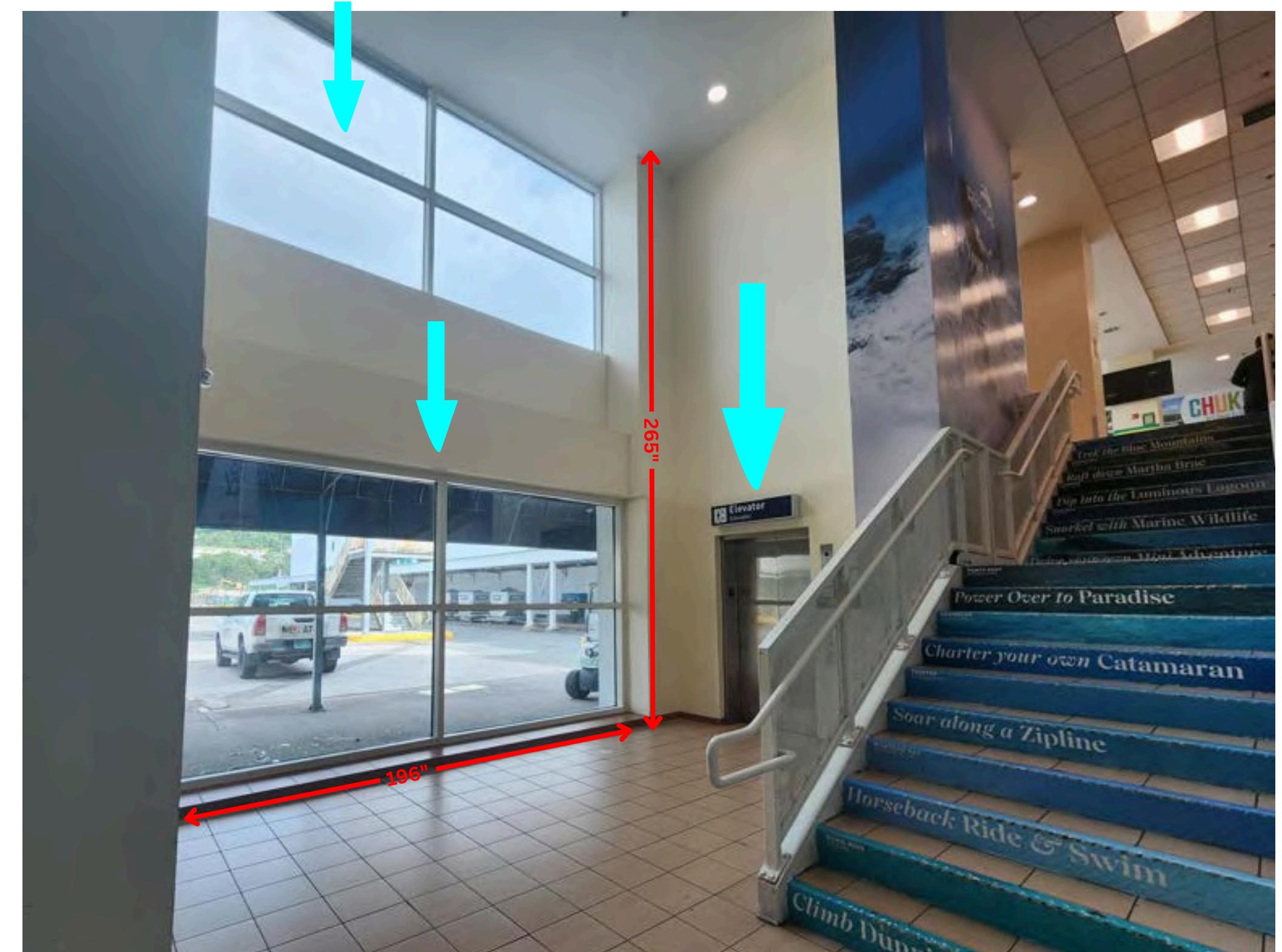
**Rate\***

**Monthly**

3,000 USD

**Yearly**

36,000 USD



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

## 1A-WW-30

**217" W x 147" H Wall Wrap.** Installed in the East Concourse prior to the Immigration Hall.

Impacts 65% of arriving passengers. All arriving passengers from gates 8-19 will converge in this corridor leading to the Immigration Hall.

### Rate\*

**Monthly**

1,800 USD

**Yearly**

21,600 USD



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

## 1A-WW-33

**Wall Wrap.** Installed in the East Concourse prior to the Immigration Hall.

Impacts 65% of arriving passengers. All arriving passengers from gates 8-19 will converge in this corridor leading to the Immigration Hall.

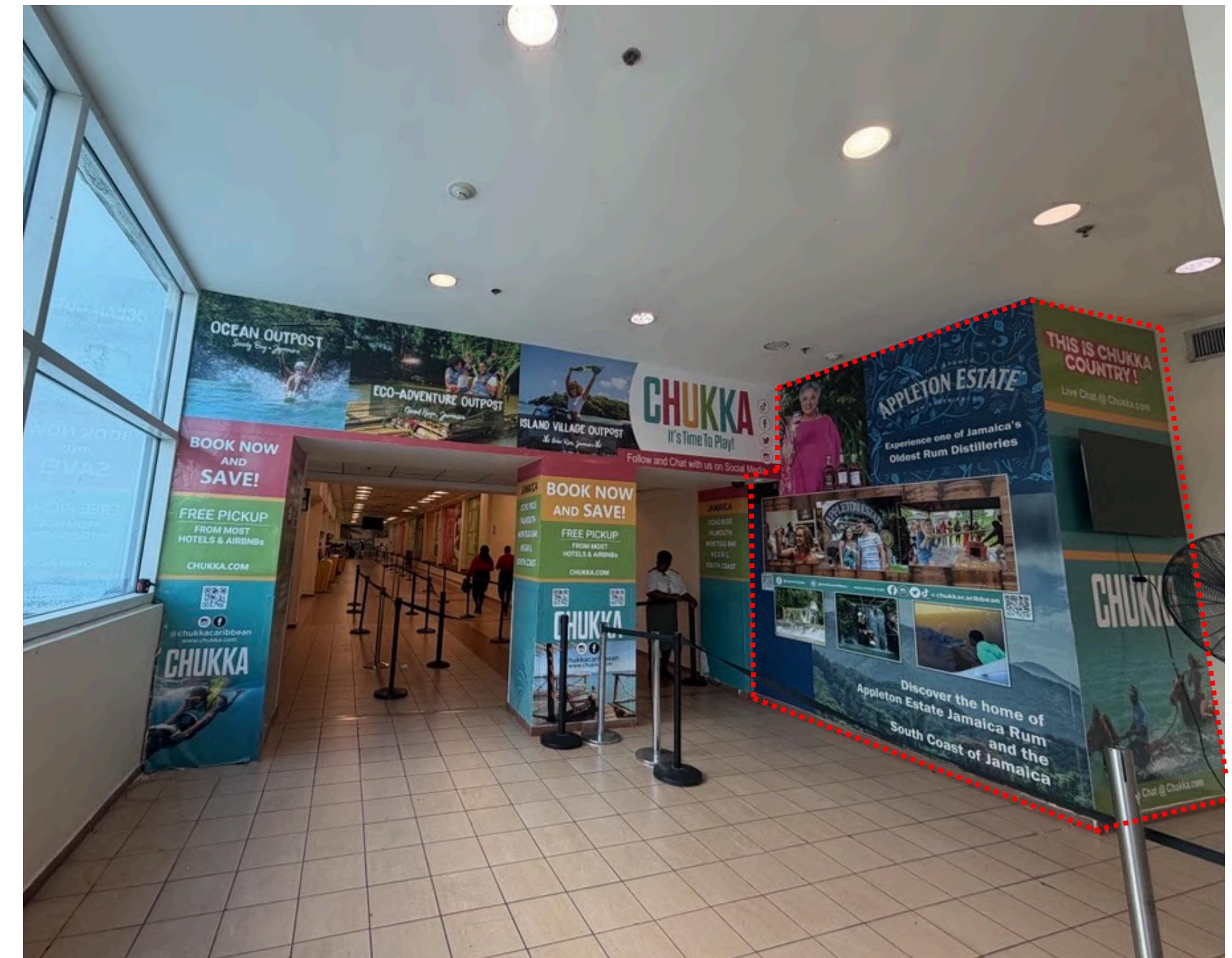
**Rate\***

**Monthly**

2,000 USD

**Yearly**

24,000 USD



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

## 1BC-SW-1

**Package of 6 Vinyl Wrap.** Installed in the Baggage Hall at carousels 1-6 on the metal plate above the carousel belt.

Impacts 100% arriving passengers with significant dwell time during peak.

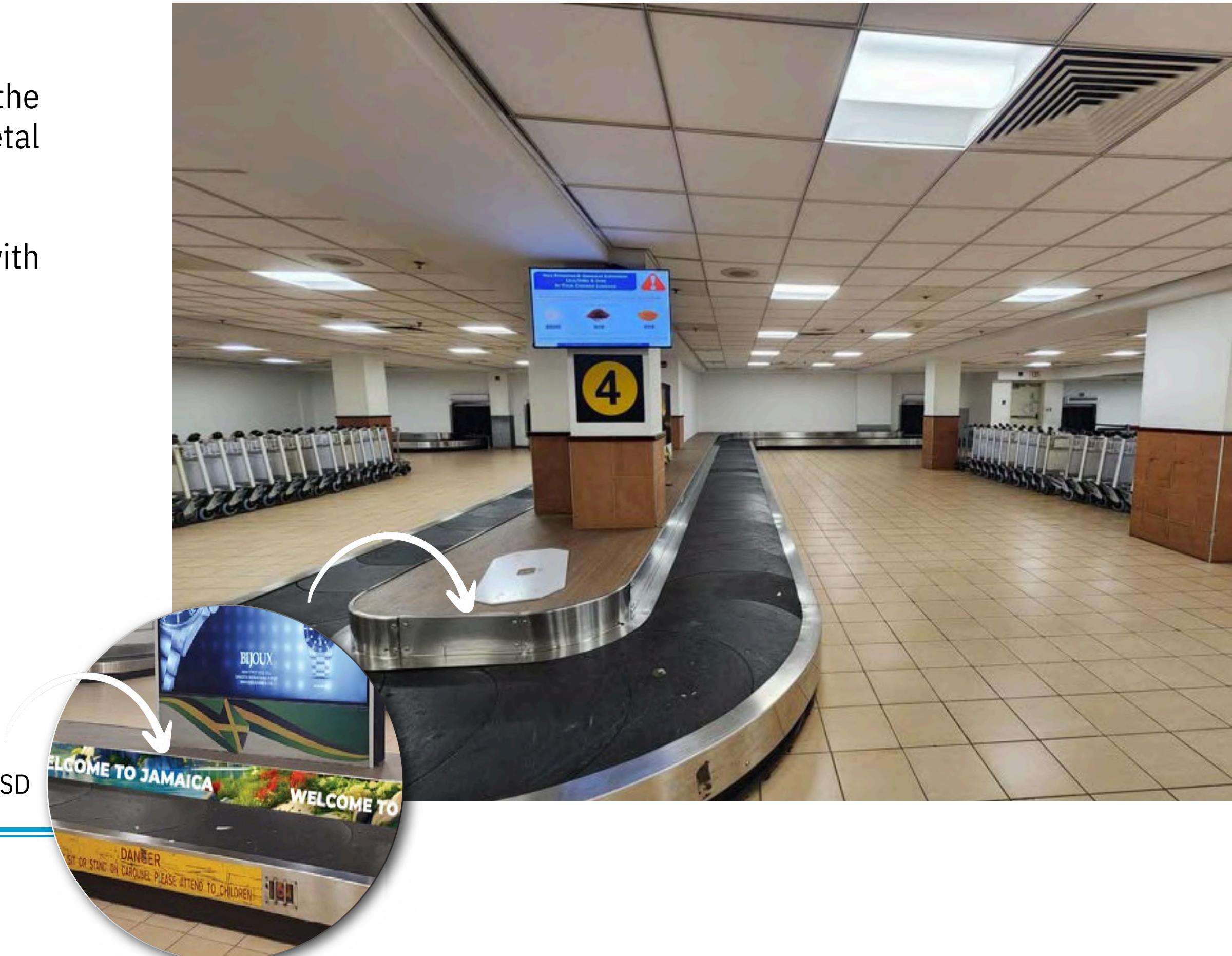
**Rate**

**Monthly**

1,500 USD

**Yearly**

18,000 USD



## 1BC-TFD-1

**Tension Fabric Display.** Installed in the Baggage Hall at carousels 1-6 on the backwall behind the carousel belt.

Impacts 100% arriving passengers with significant dwell time during peak.

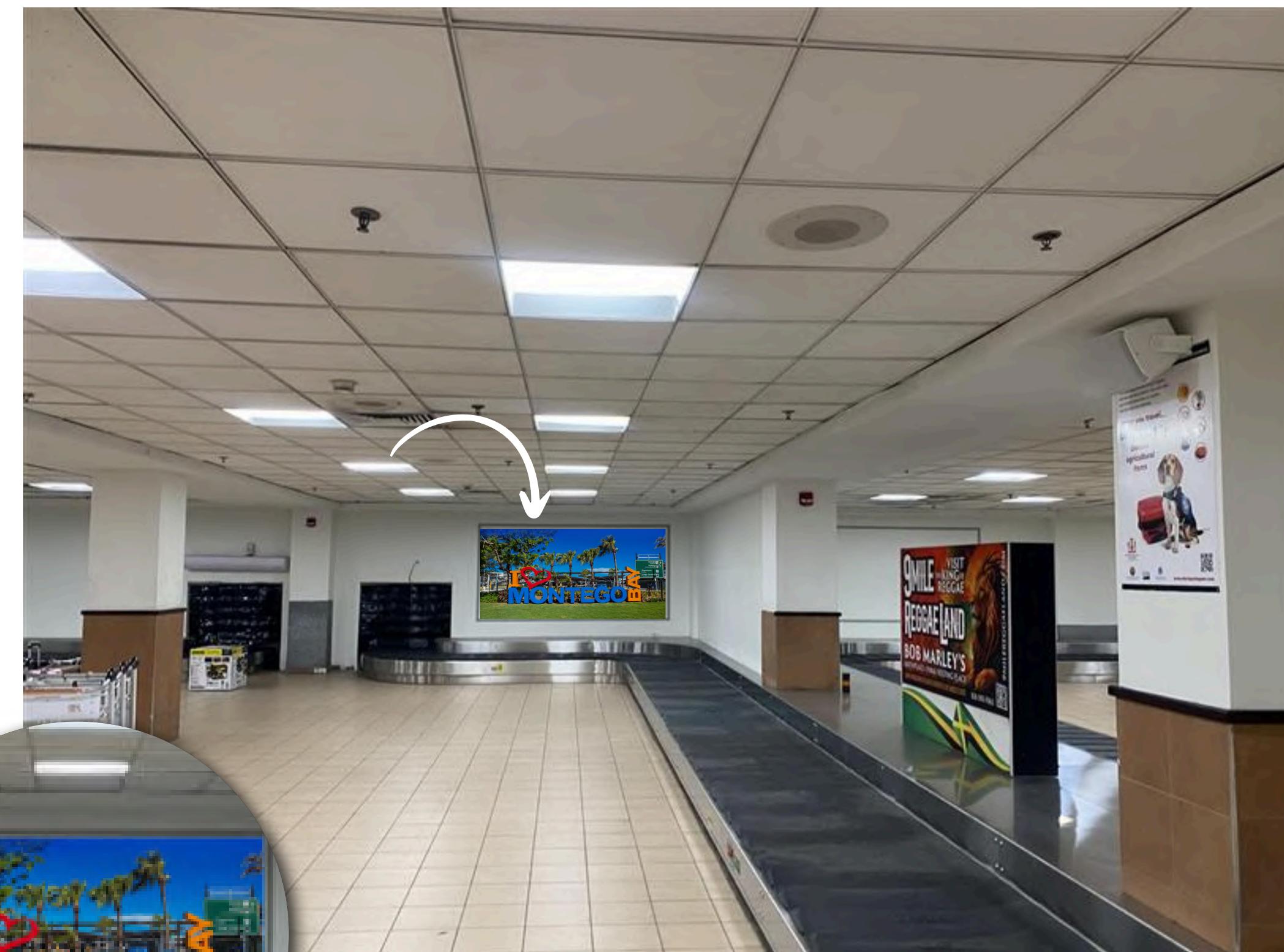
**Rate**

**Monthly**

2,000 USD

**Yearly**

24,000 USD



## 1BC-WW-1

**Wall Wrap.** Installed in the Baggage Hall at carousels 1-6 on the backwall behind the carousel belt.

Impacts 100% arriving passengers with significant dwell time during peak.

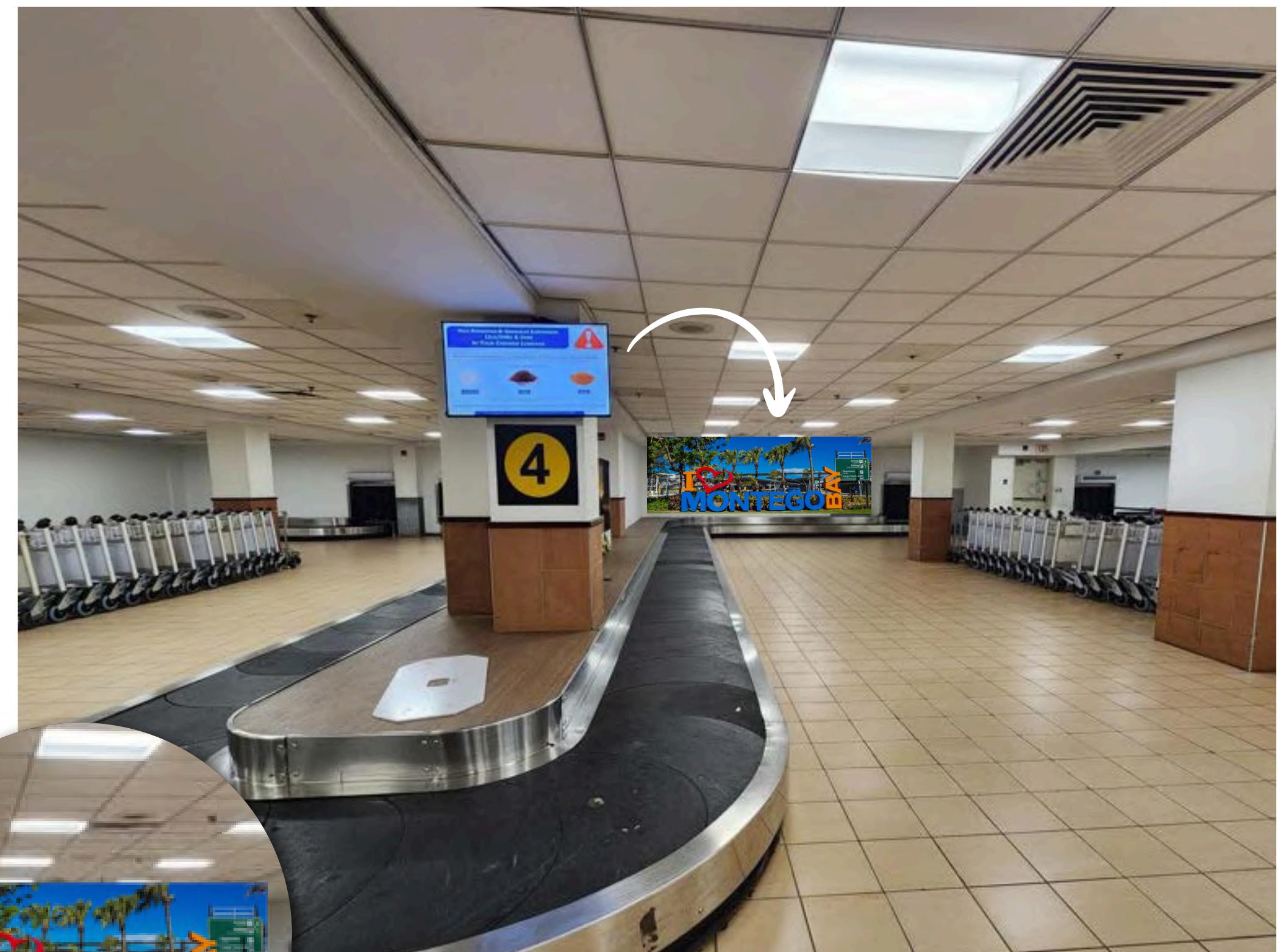
**Rate**

**Monthly**

2,200 USD

**Yearly**

26,400 USD



## 1BC-TFB-1

**Double sided Hanging Tension Fabric Banner.** Installed in the Baggage Hall near the entrance to the Customs Hall.

Impacts 100% of all arriving passengers with significant dwell time during peak.

Provides dual exposure: Seen twice by passengers arriving from Gates 8–19

# 1 AVAILABLE

**Rate\***

**Monthly**

2,000 USD

**Yearly**

24,000 USD



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

## 1BC-TFD

**Tension Fabric Banner.** Installed on the backwall of Customs Hall. (Behind baggage 5 and 6 carousel)

Impacts arriving passengers with significant dwell time during peak.

# 5 AVAILABLE

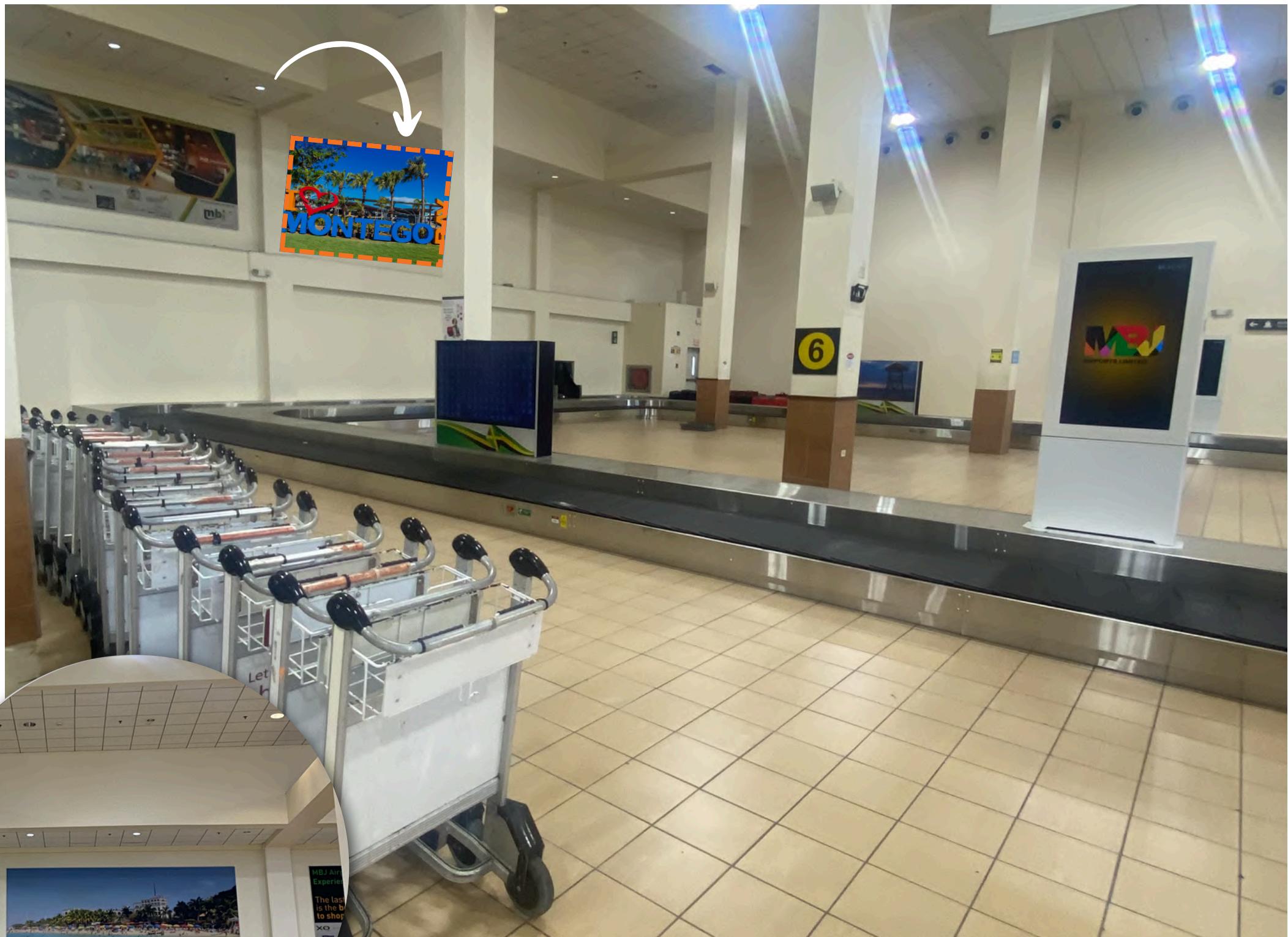
**Rate\***

**Monthly**

1,800 USD

**Yearly**

21,600 USD



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

## 1BC-LC

Approx. **163 Luggage Cart Wrap** (Adhesive films), Multiple sizes (available upon request). Located in the Baggage Hall at all 6 baggage carousels.

Impacts 100% arriving passengers traversing the Baggage Hall.

**Material: Vinyl Wrap**

**Rate\***

**Monthly**

1,500 USD

**Yearly**

18,000 USD



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

## 1CU-TFD (1, 2, 4, 5, 6, 7, 8)

### 120" W x 108" H Tension Fabric Display.

Installed in the Customs Hall (Behind the Custom Desks).

100% of all arriving passengers transiting the Customs Hall to the Ground Transportation Hall with significant dwell time during peak.

# 3 AVAILABLE

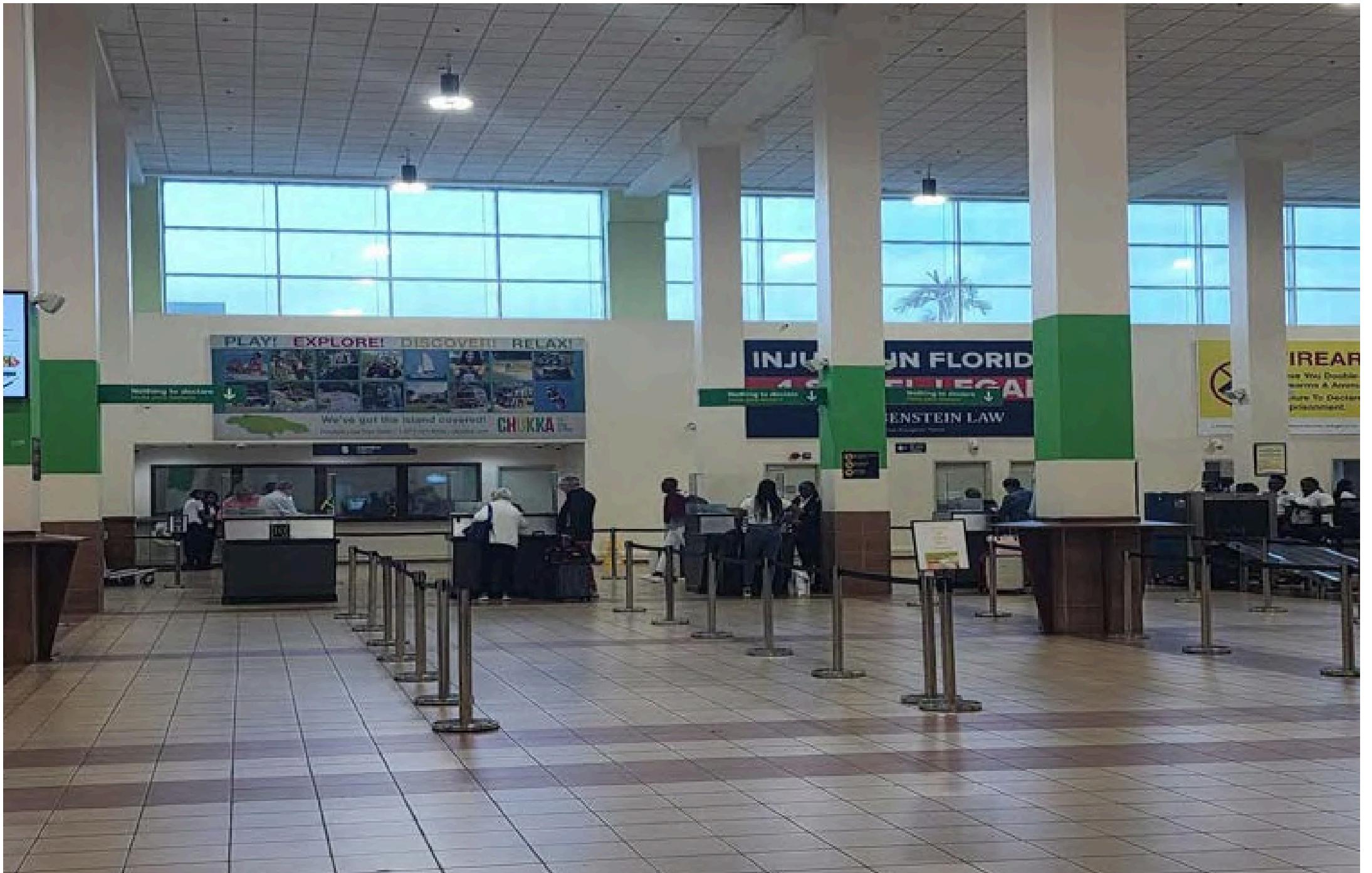
Rate\*

Monthly

2,000 USD

Yearly

24,000 USD



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

## 1GT-WW

**216" W x 225" H Wall Wrap.** Installed in the Ground Transportation Hall (GTAH).

100% of all arriving passengers with significant dwell time during peak.

**Rate\***

**Monthly**

2,500 USD

**Yearly**

30,000 USD



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

## 1GT-WW

**Package of 2 Wall Wrap** installed in the Ground Transportation Hall (GTAH).

216" W x 225" H Wall Wrap  
240" W x 185" H Wall Wrap

100% of all arriving passengers with significant dwell time during peak.

**Rate\***

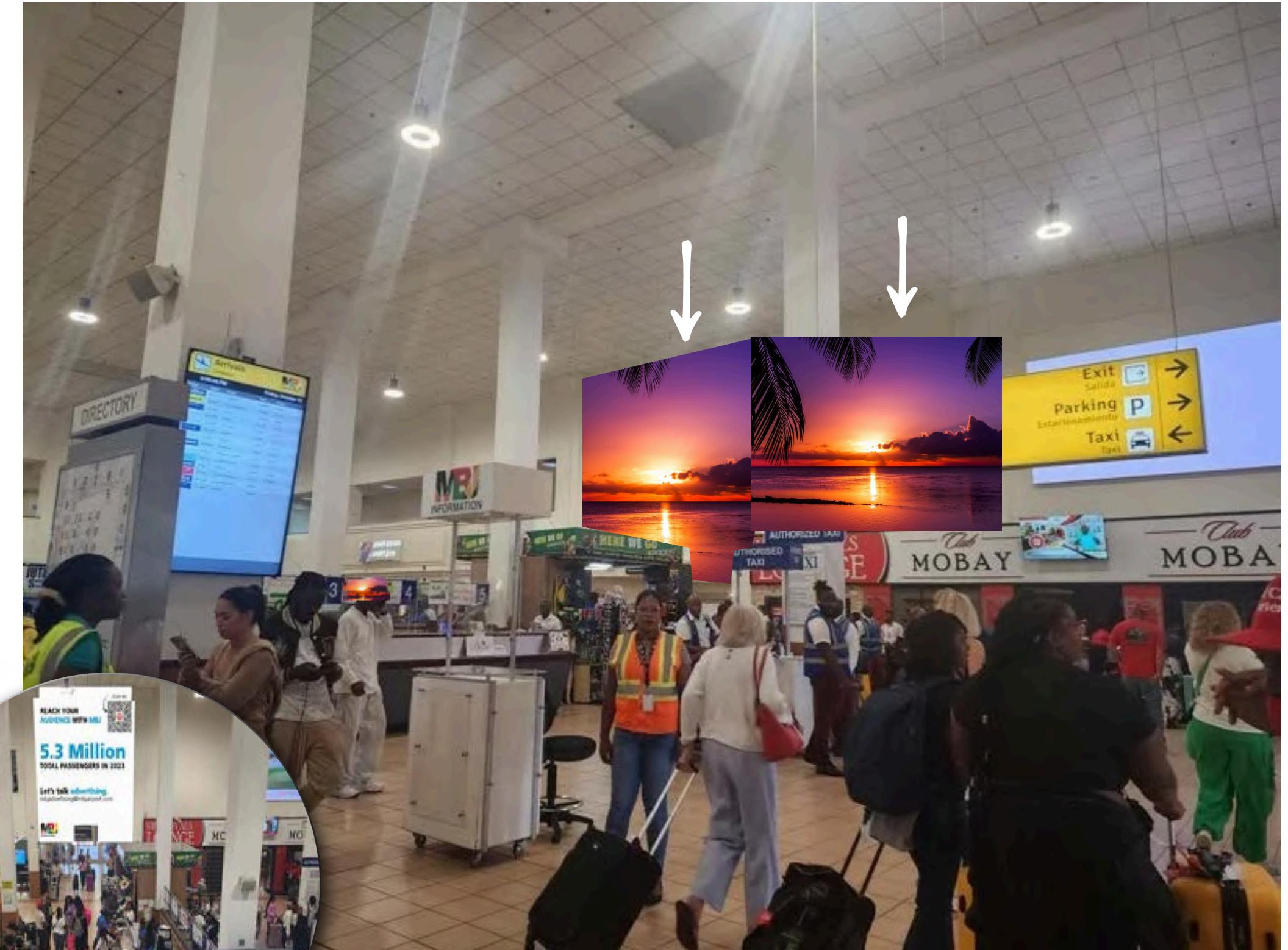
**Monthly**

3,500 USD

**Yearly**

42,000 USD

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



## 1GT-TFD (3, 7, 8)

**264”W x 60”H Tension Fabric Display.** Installed in the Ground Transportation Hall (GTAH).

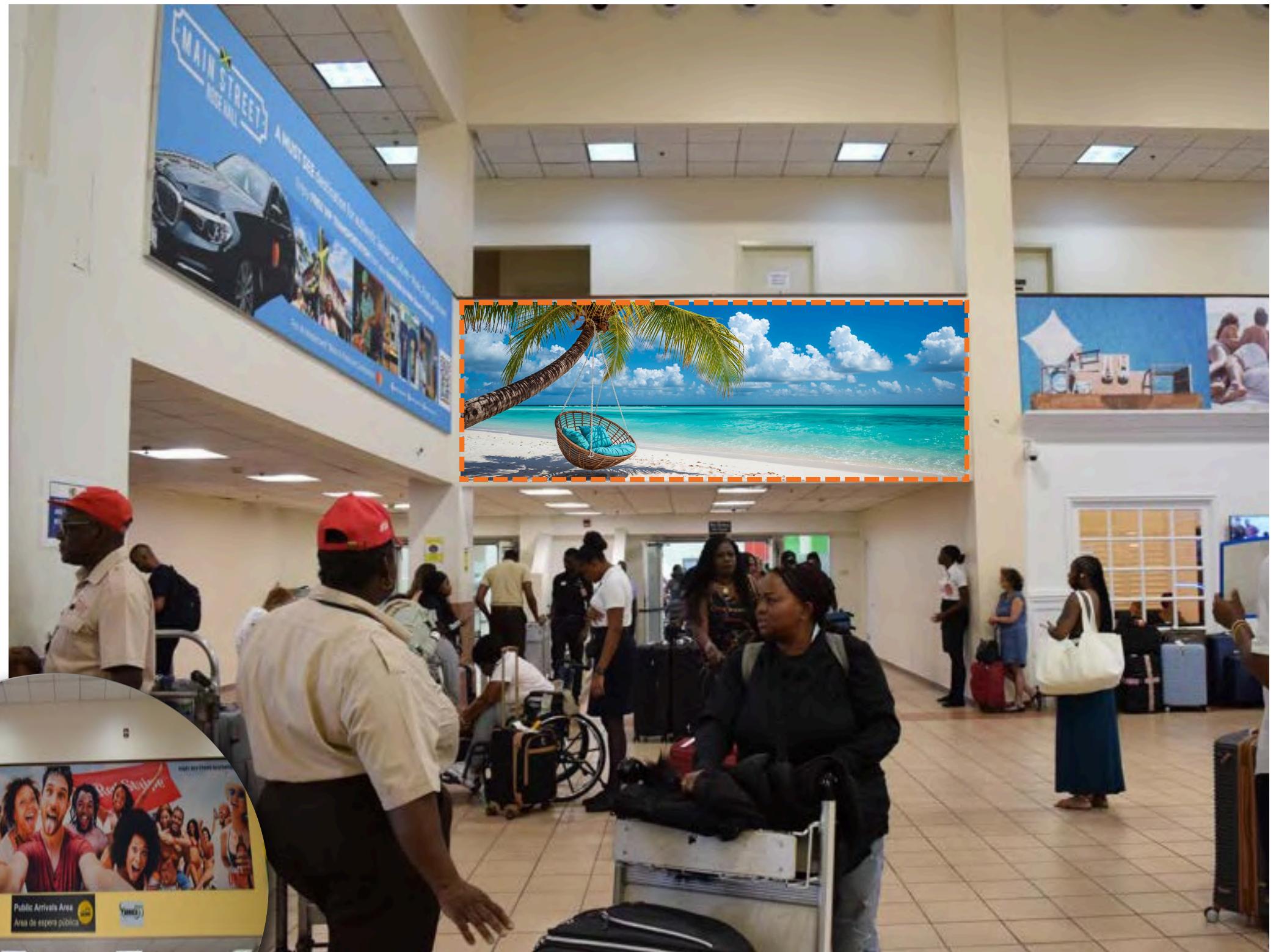
100% of all arriving passengers with significant dwell time during peak.

# 3 AVAILABLE

Rate\*

**Monthly**  
2,000 USD

**Yearly**  
24,000 USD



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

## 1CPA-WW

**177" W x 102" H Wall Wrap.** Installed at Commercial Pickup Area Exit where passengers wait to board Transportation to Hotels.

Impacts approximately 80% arriving passengers heading to their hotels.

**Rate\***

**Monthly**

2,500 USD

**Yearly**

30,000 USD



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

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## 1A-VW-3

**Digital screen** for film and images (without sound) installed in the Immigration Hall facing the East Concourse ramp.

Directly facing 65% of passengers arriving from gates 8 - 19. However, visible to 100% of passengers in the Immigration Hall.

All arriving passengers from gates 8-19 will converge in this corridor leading to the Immigration Hall.

**Rate\***

**Monthly**

2,800 USD

**Yearly**

33,600 USD



## 1A-VW-1

**16' W x 9' H LED Network** for film and images (without sound). Located at entry point of inbound Immigration Hall.

10 second advert. Impacts 100% of arriving passengers.

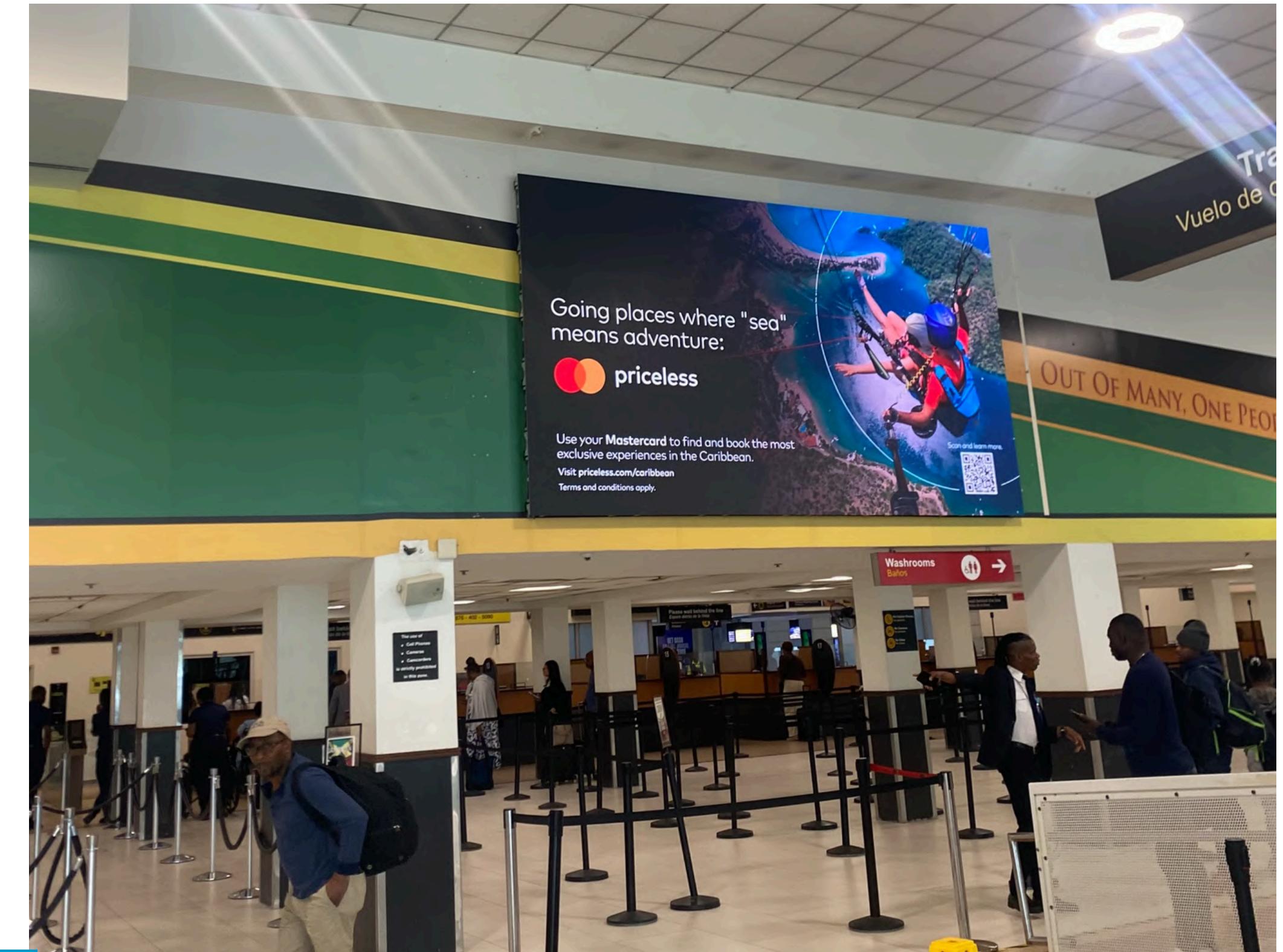
### Rate

**Monthly**

2,800 USD

**Yearly**

33,600 USD



## 1IM-VW-1

**12.5'W X 7'H LED Network** for film and images (without sound). Installed at the Immigration Hall Exit (Behind Immigration Desks).

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

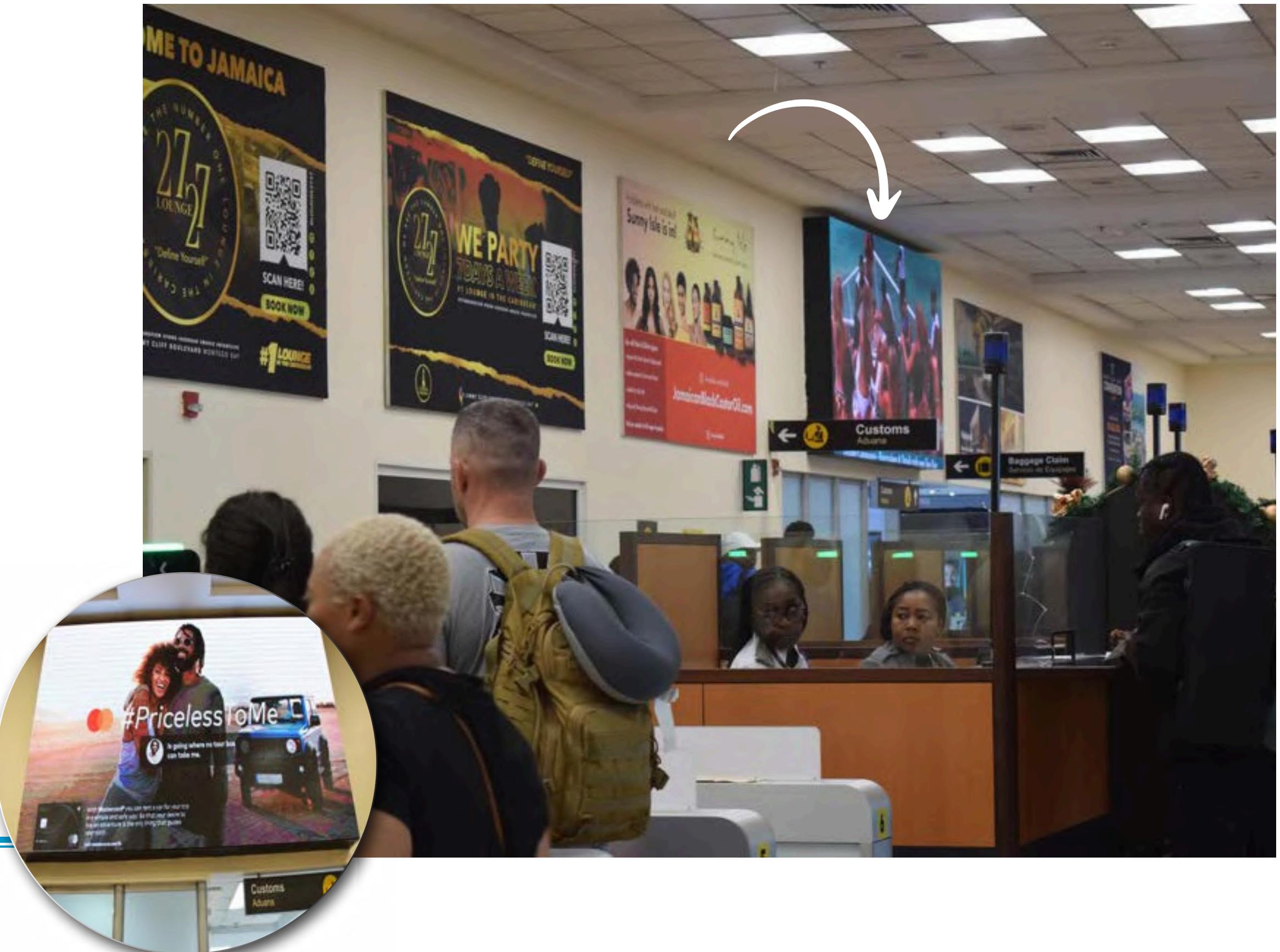
### Rate

**Monthly**

2,500 USD

**Yearly**

30,000 USD



## PK8LCD

**Package of 4 - 75" LCD** for film and images (without sound). Installed in the Baggage Hall at carousels 1, 3, 5 and 6.

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

**Rate**

**Monthly**

2,000 USD

**Yearly**

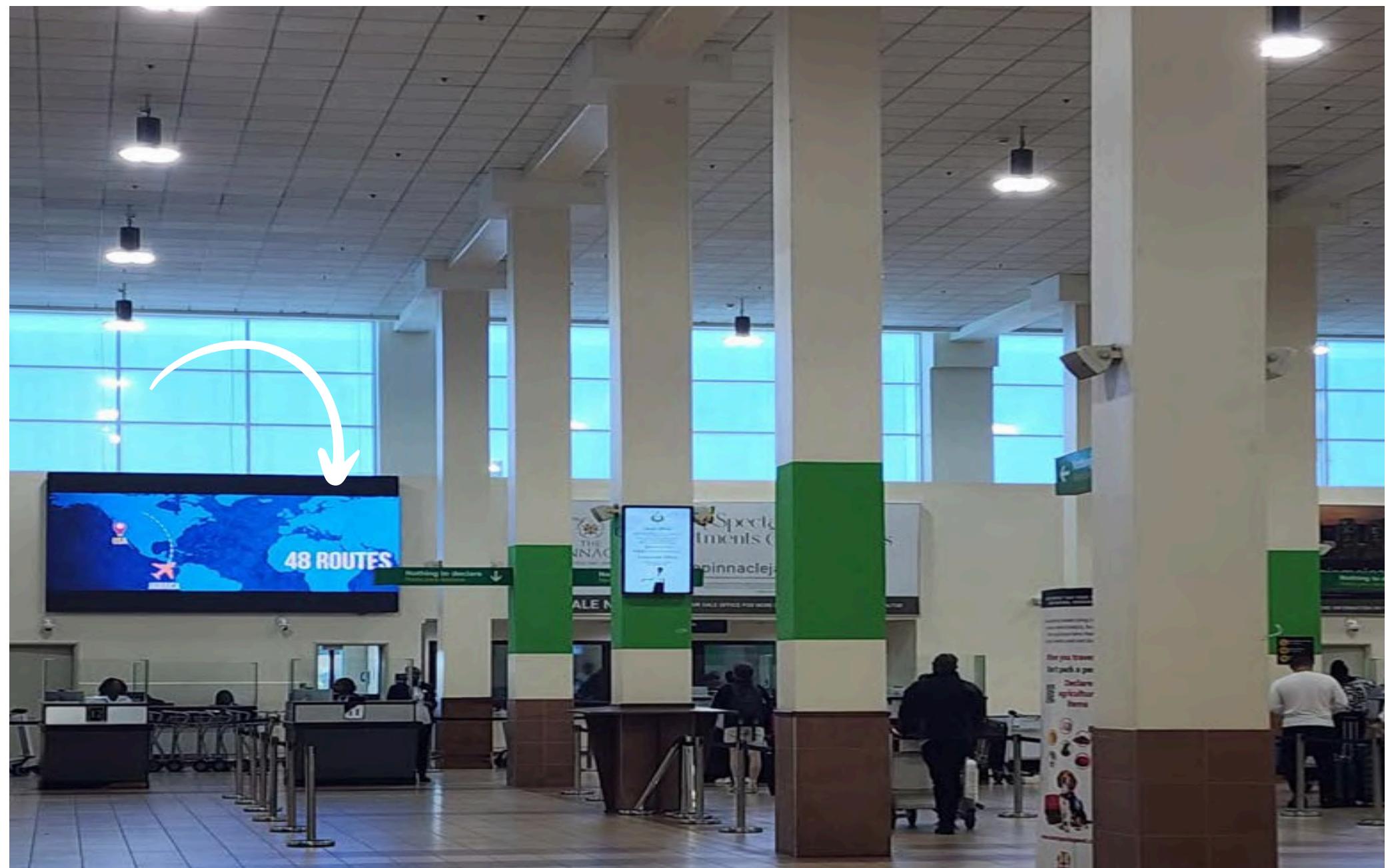
24,000 USD



## 1CU-VW

**LED Network** for film and images (without sound) installed in the Customs Hall (Behind the Custom Desks).

Impacts 100% of all arriving passengers transiting the Customs Hall to the Ground Transportation Hall with significant dwell time during peak.



**Rate\***

**Monthly**

2,000 USD

**Yearly**

24,000 USD

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

## GT-VW

**Digital screen** for film and images (without sound) installed in the Ground Transportation Arrival Hall (GTAH).

100% of all arriving passengers with significant dwell time during peak.

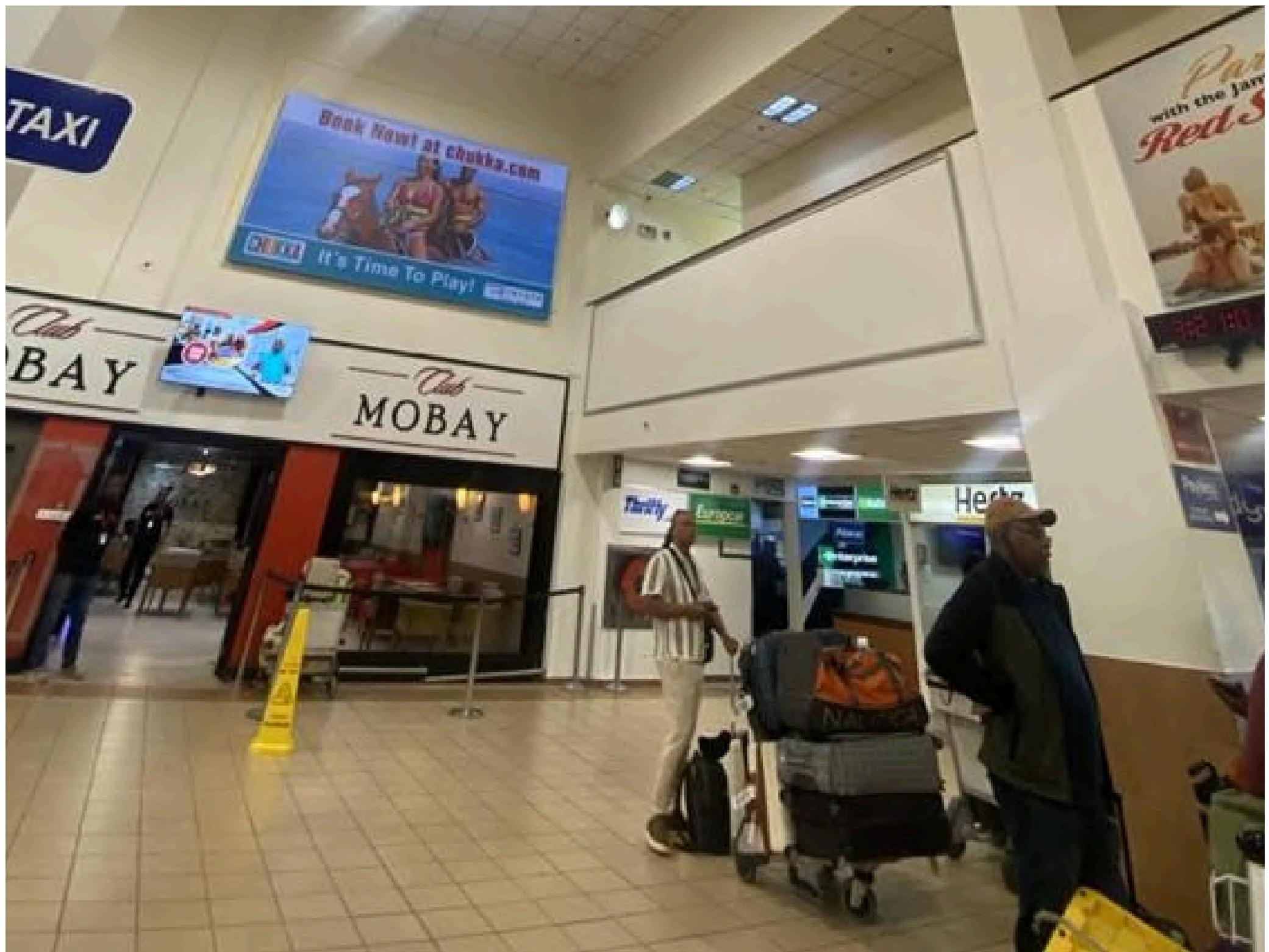
**Rate\***

**Monthly**

2,000 USD

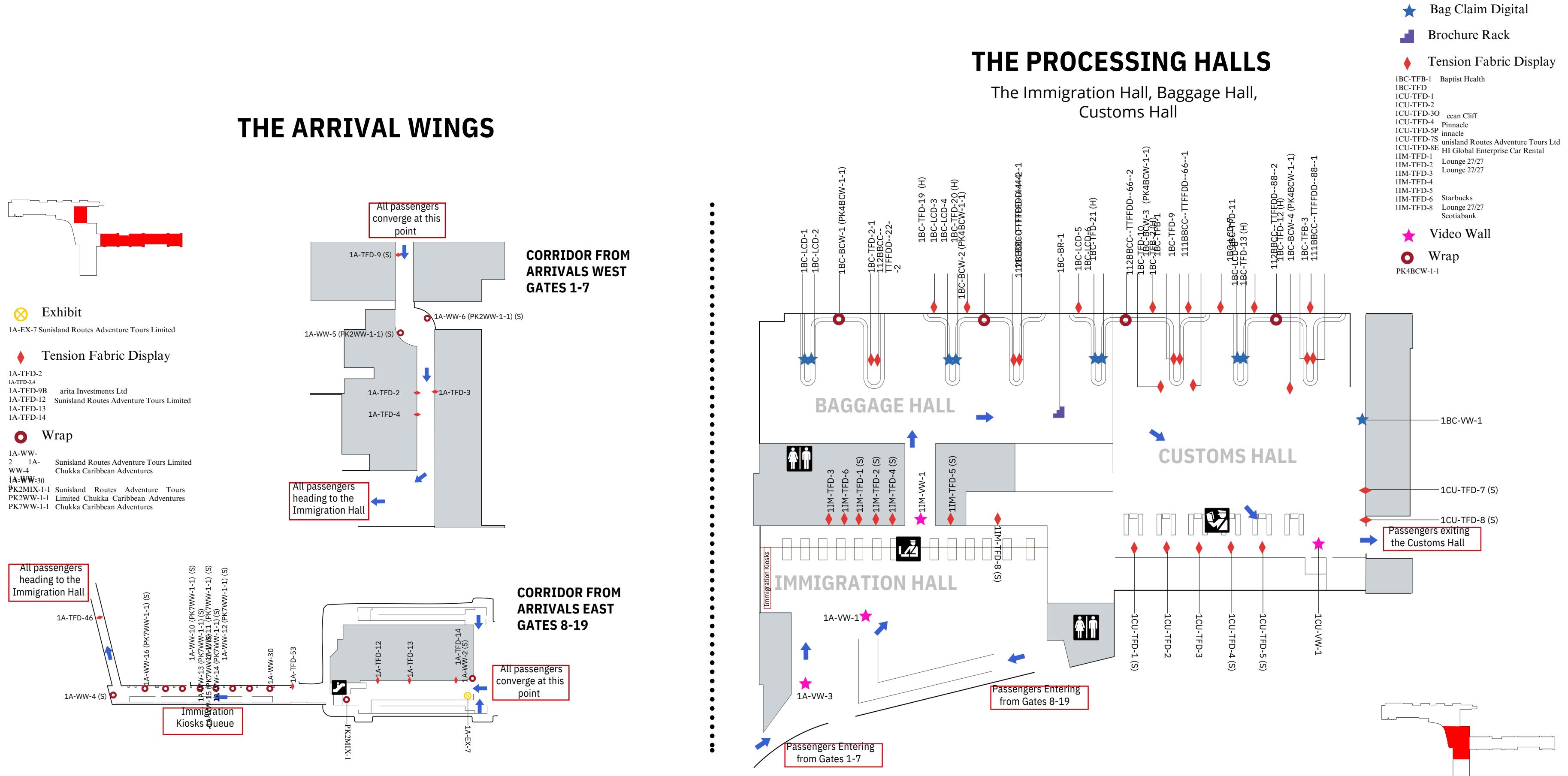
**Yearly**

24,000 USD



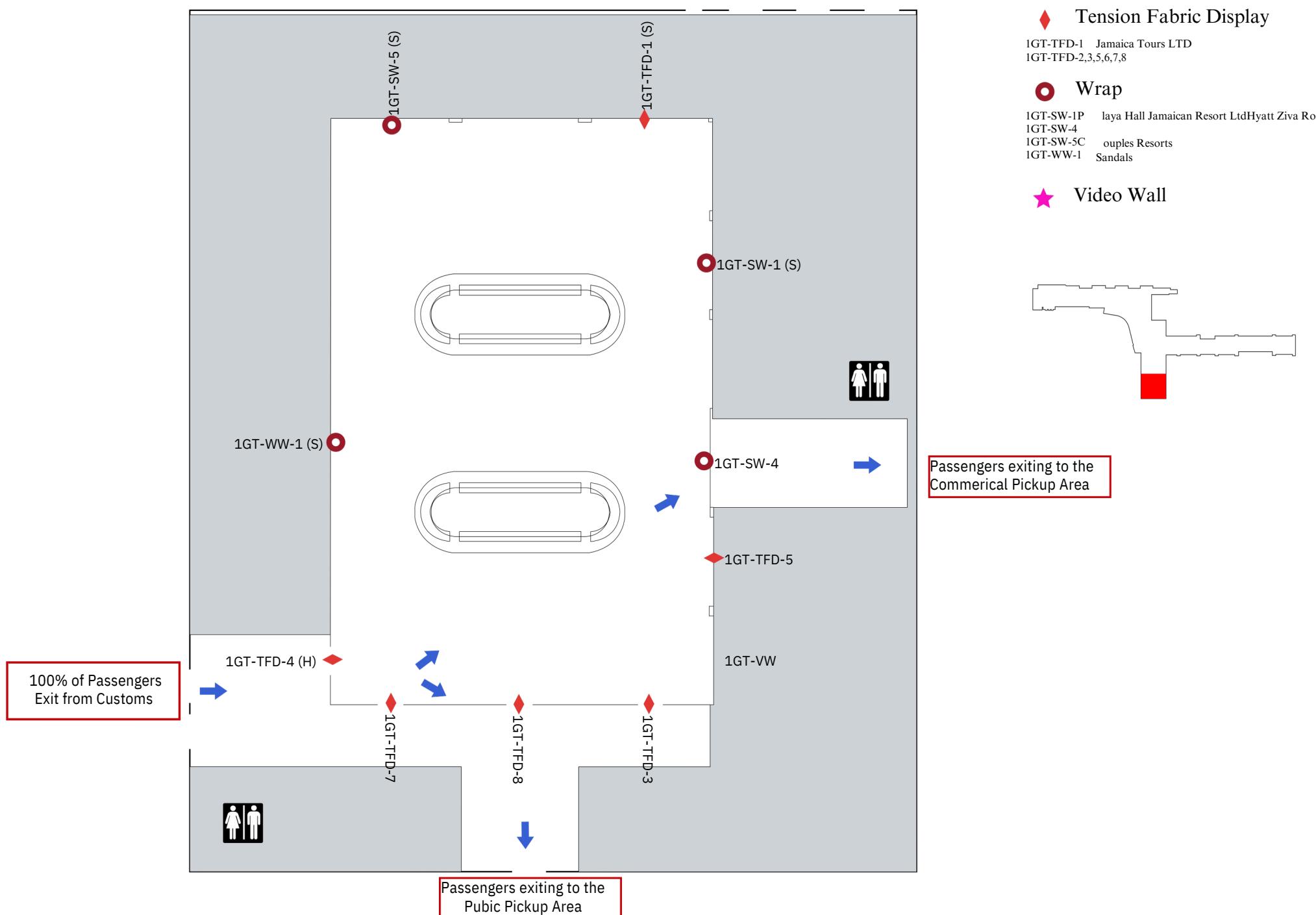
\*production and change assembly costs are at the expense of the client.

# THE ARRIVALS MAP



# THE ARRIVALS MAP

## THE GROUND TRANSPORTATION HALL





The Outdoor Advertising is sub divided into Three (3) areas:

 [Wallwraps](#)

 [Billboards](#)

 [Jetbridges](#)



## 10D-WW

### 102 M long x 3 M high Outdoor Wall Wrap.

Installed at Departures entrance.

Impacts 100% departing passengers and locals traversing the departure terminal.



Size	Monthly	Yearly
1/3 of wall	3,500 USD	42,000 USD
Full wall	10,500USD	126,000USD

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

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## 10D-BB (1, 2, 3, 4, 5)

**30" W x 10" H Outdoor Billboard.** Installed at primary airport entry/exit.

Impacts 100% departing passengers and locals traversing the departure terminal.

# 2 AVAILABLE

**Rate\***

**Monthly**

3,000 USD

**Yearly**

36,000 USD



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

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## 10D-BB

**20" W x 10" H Outdoor Billboard.** Installed at primary airport entry/exit.

Impacts 100% departing passengers and locals traversing the departure and arrival terminal.



**Rate\***

**Monthly**

3,000 USD

**Yearly**

36,000 USD

## 10D-LCD

**Digital screen** for film and images (without sound) Installed at Departures entrance.

10 second advert. Impacts 100% departing passengers and locals traversing the departure terminal.

\*\*\*Ad space coming soon

**Rate\***

**Monthly**

3,200 USD

**Yearly**

38,400 USD



## 1CP-BB

**30" W x 10" H Outdoor Double Facing Billboard.** Installed at airport exit for Hotel Transfers and Tour Operators.

Impacts Arriving passengers heading to their destinations and locals traversing the highway.

\*\*\*Ad space coming soon

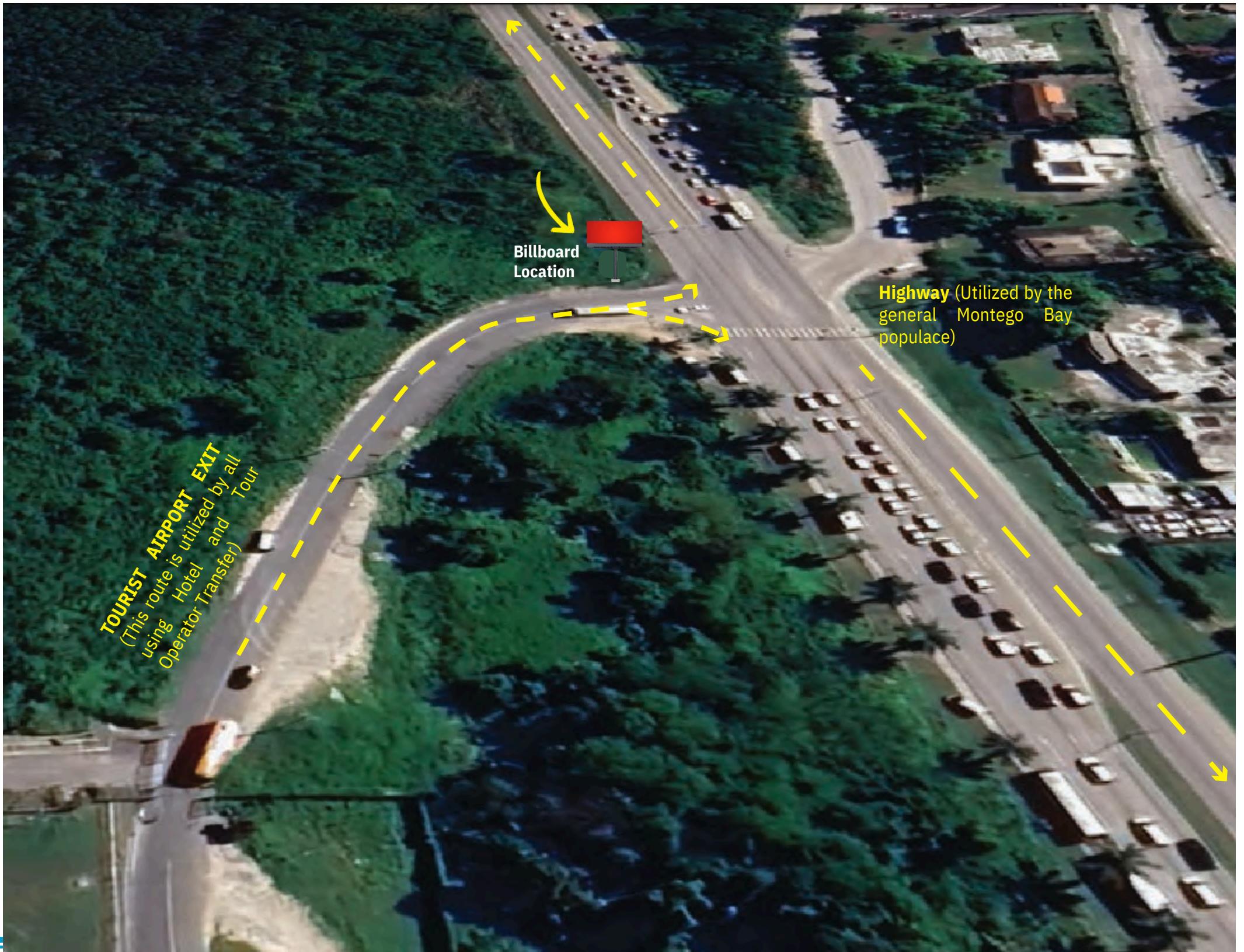
### Rate\*

**Monthly**

3,800 USD

**Yearly**

45,600 USD



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

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## 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.**

**Rate\***

**Monthly**

3,000 USD

**Yearly**

36,000 USD



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

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1

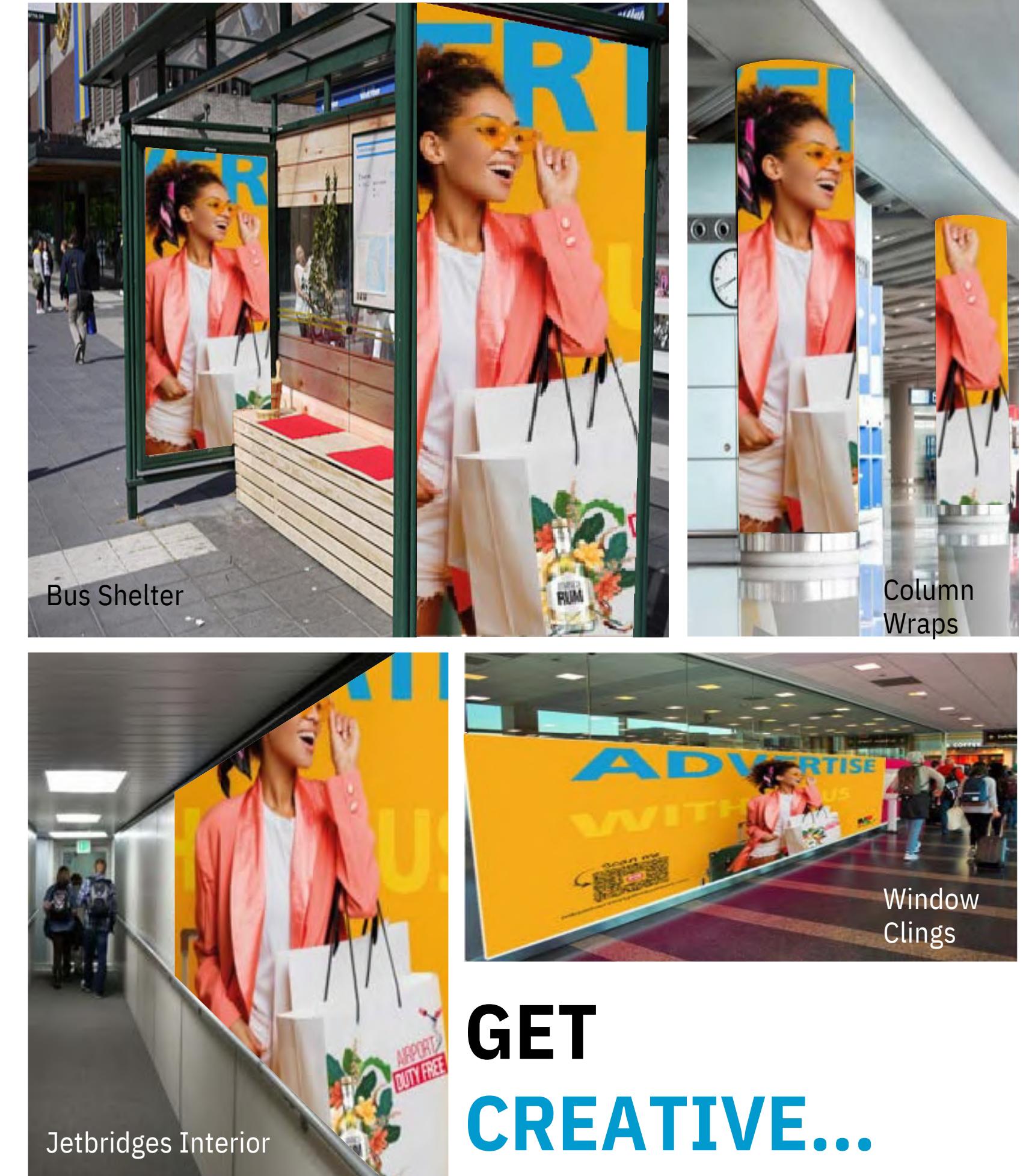
PART 3:

# ADDITIONAL OPPORTUNITIES



# MANY ADDITIONAL OPPORTUNITIES ARE AVAILABLE

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



Jetbridges Interior

**GET  
CREATIVE...**

# MORE THAN AN AIRPORT

connect. **communicate. engage**

## ADVERTISE WITH US!



## CONTACT US!

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# General terms and conditions

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**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) of 15% (subject to change) will be added to all fees.

## MAINTENANCE

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