

# SANGSTER INTERNATIONAL AIRPORT (MONTEGO BAY)

## 2023 ADVERTISING OVERVIEW





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PART 1:

# WHY AIRPORTS



# 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 is nearing pre-pandemic levels as consumers return to the skies\*.

**1.4 BILLION**

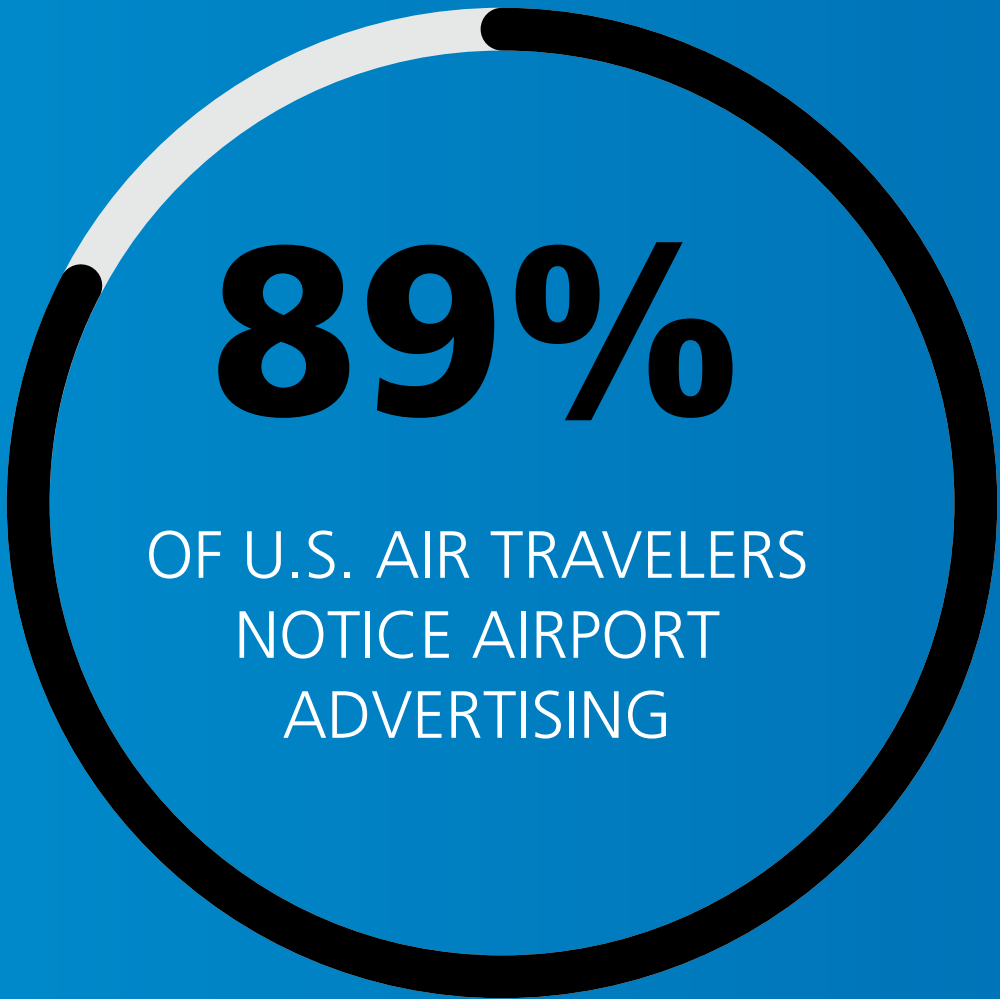
RECORD-HIGH NUMBER OF  
**GLOBAL TOURIST**  
IN 2019

-World Tourism Organization

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



# 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?

## 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.



# 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?



2003-2023  
**20** YEARS  
in Figures



**71.6**  
Million Passengers



**836,175**  
Aircraft  
Movements



**USD 309** million  
in Investments



**Air Services in 2023**

**45** Destinations  
**25** Airlines  
**12** Countries

**MBJ**  
**AIRPORTS LIMITED**



**USD 349.6** million  
in Direct Contribution  
to the Jamaican Economy  
in Taxes and Fees



**7,500** Jobs in 2023



**81%**  
of businesses  
operated at the airport  
are Jamaican owned



Over  
**430,556**



**Awards**

**15 times**  
Caribbean's Leading Airport  
by World Travel Awards

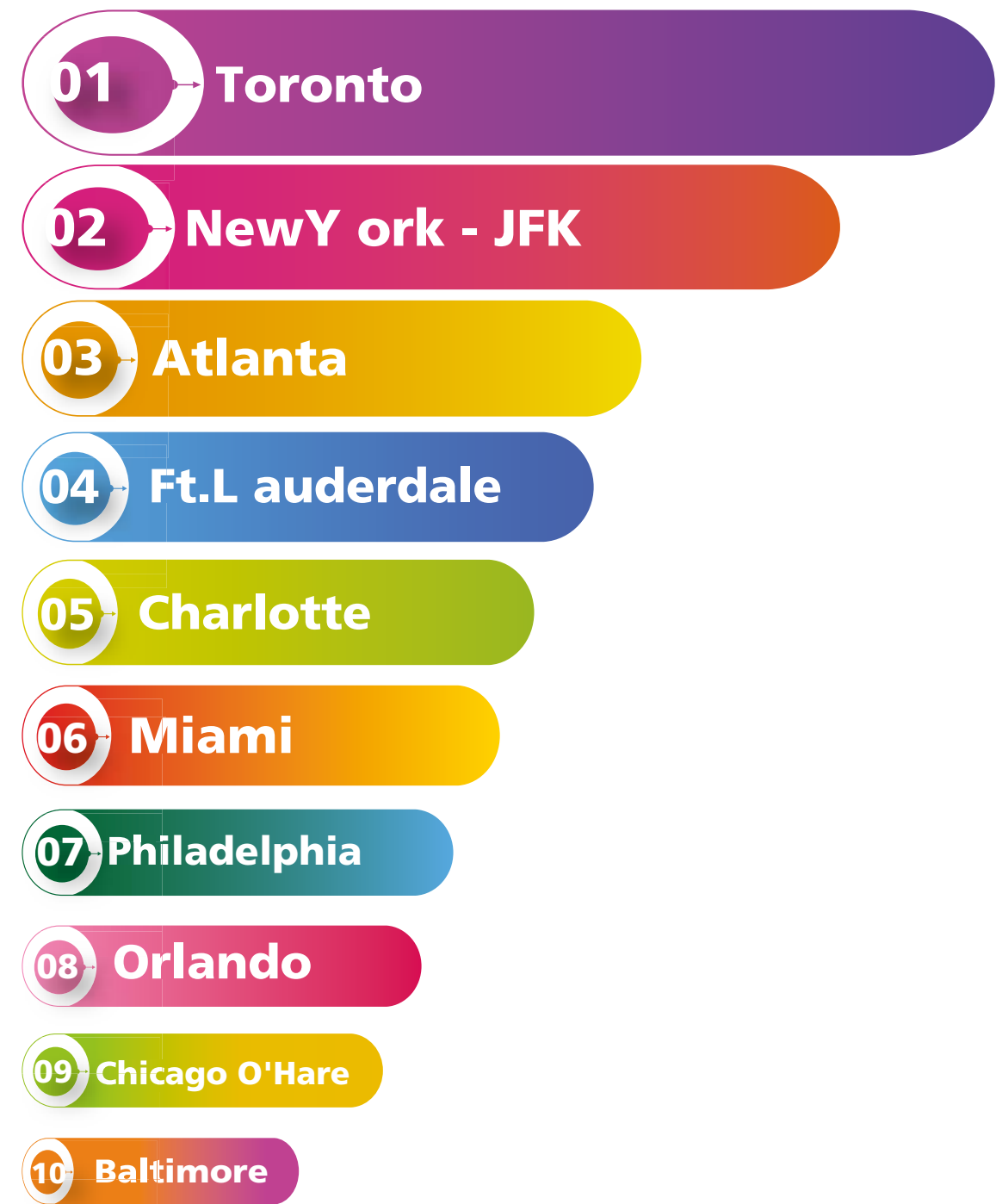
**ACI-ASQ Award**  
2009-2015

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



# Why advertise with **US?**

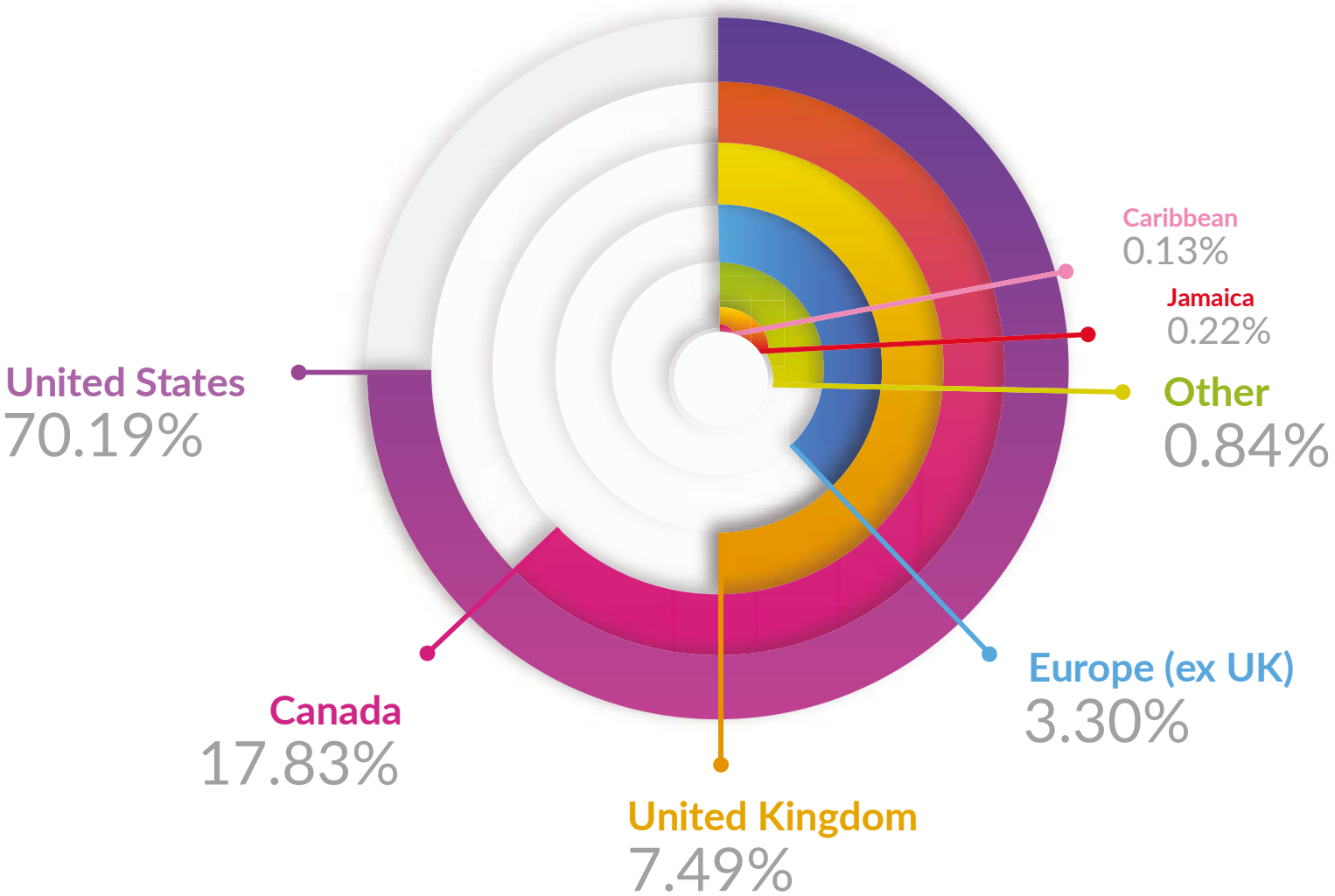
**TOP 10 ROUTES**  
at Sangster International Airport



00 25 50 75 100 125 150 175

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

**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](#)
-  [Western Concourse](#)

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

## **STATIC**

-  Wall Wraps
-  Tension Fabric Banners/Displays

## **DIGITAL**

-  LCD Network
-  360 Video Wall



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 signifcant dwell  
time, particularly during peak hours.





1A-SW (1 & 2)

Wall Size: 288" W x 96" H  
Double Sided Wall Wrap. Installed at the  
Food Court Exit/East Concourse entrance.

Impacts 70% of departing passengers. All  
departing passengers utilizing gates 8-19  
traverse this concourse.



1A-TFD-26

264" W x 96" H Tension Fabric Display.  
Installed in the East Concourse.

Impacts 70% of departing passengers. All  
departing passengers utilizing gates 8-19  
traverse this concourse.





1A-TFD-27

Tension Fabric Display. Installed in the East Concourse.

Impacts 50% of departing passengers. All departing passengers utilizing gates 8-19 traverse this concourse.





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 70% of departing passengers. All departing passengers utilizing gates 15-19 traverse this concourse.

2 AVAILABLE

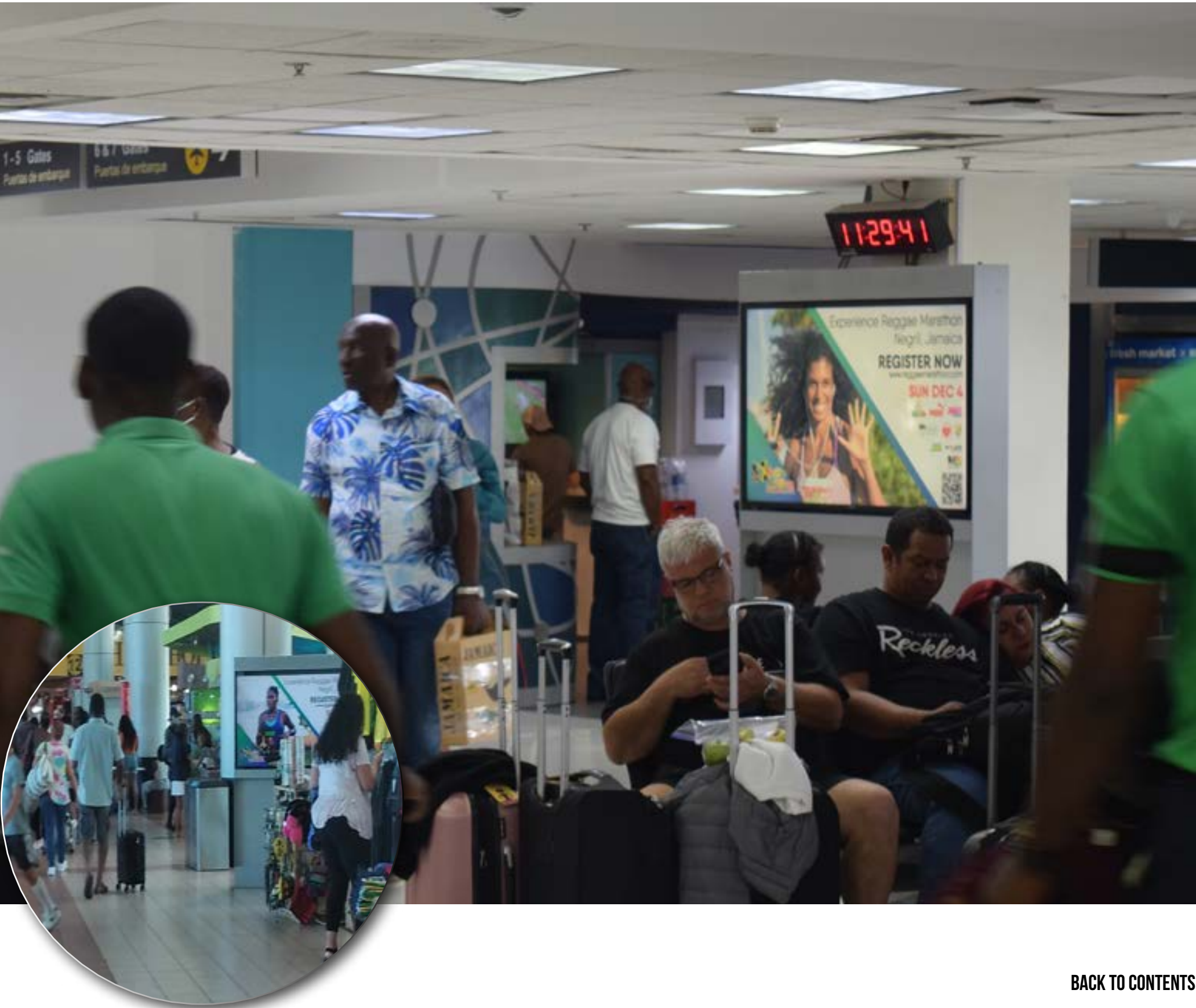




PK3LCD-5-4

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.













# ARRIVALS TERMINAL

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


-  [West Concourse](#)
-  [East Concourse](#)
-  [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)





**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**



1A-WW-30

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

Impacts 70% of arriving passengers. All arriving passengers from gates 8-19 will converge in this corridor leading to the Immigration Hall.



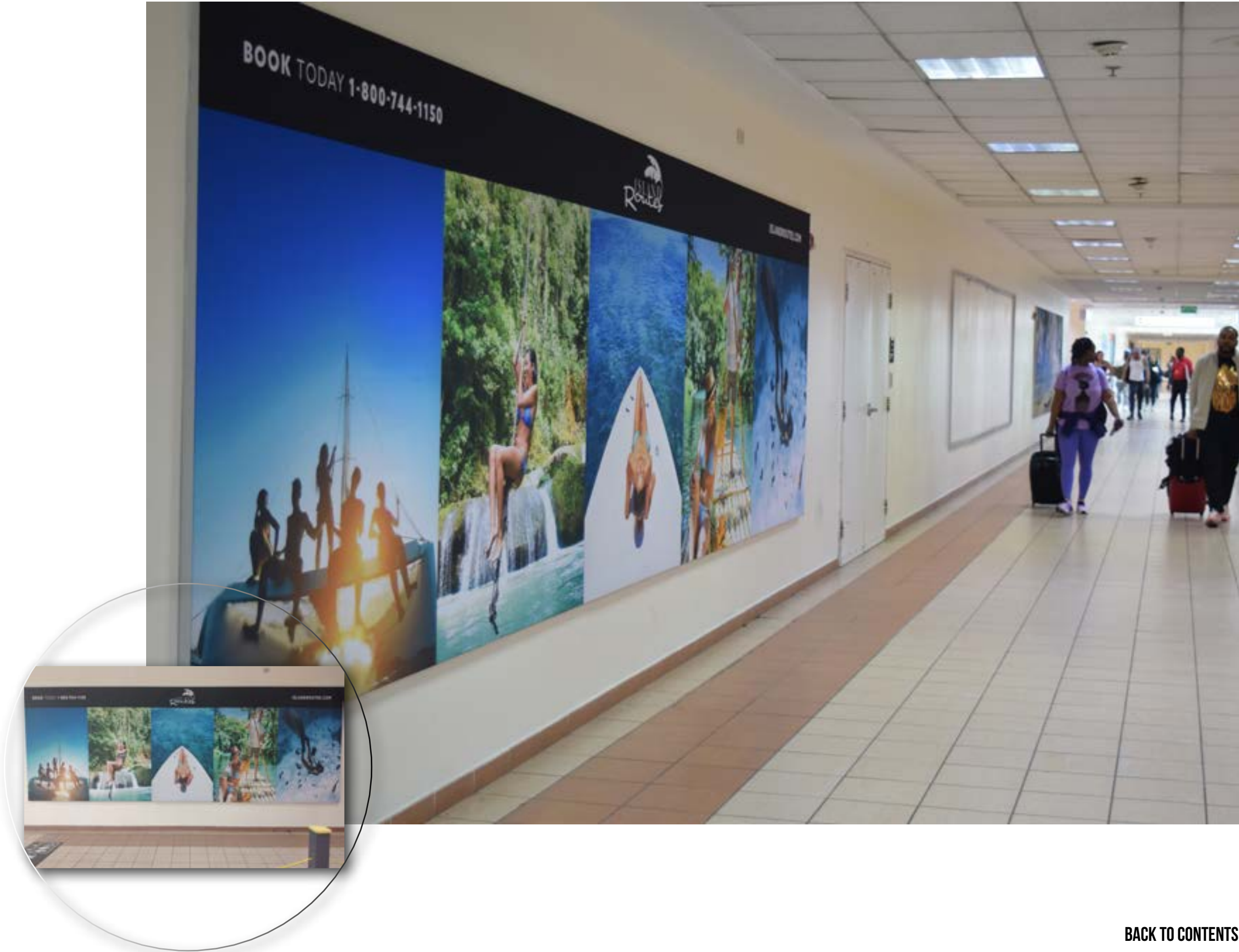


**1A-TFD (10, 12, 13, 14, 51)**

Tension Fabric Display. Multiple sizes (available upon request). Installed in the East Concourse.

Impacts 70% 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 pax (European).

**2 AVAILABLE**





1A-WW-2

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

Impacts 70% of arriving passengers. All arriving passengers from gates 8-19 will converge in this corridor leading to the Immigration Hall.



## 1A-VW-1

16" W x 9" H LED Network (Cluster of 4 MM LEDs) for film and images (without sound). Located at entry point of inbound Immigration Hall.

10 second advert. Impacts 100% of arriving passengers. This area has an average dwell time of 12 minutes 34 seconds, with significant increase during peak hours, particularly during peak seasons.

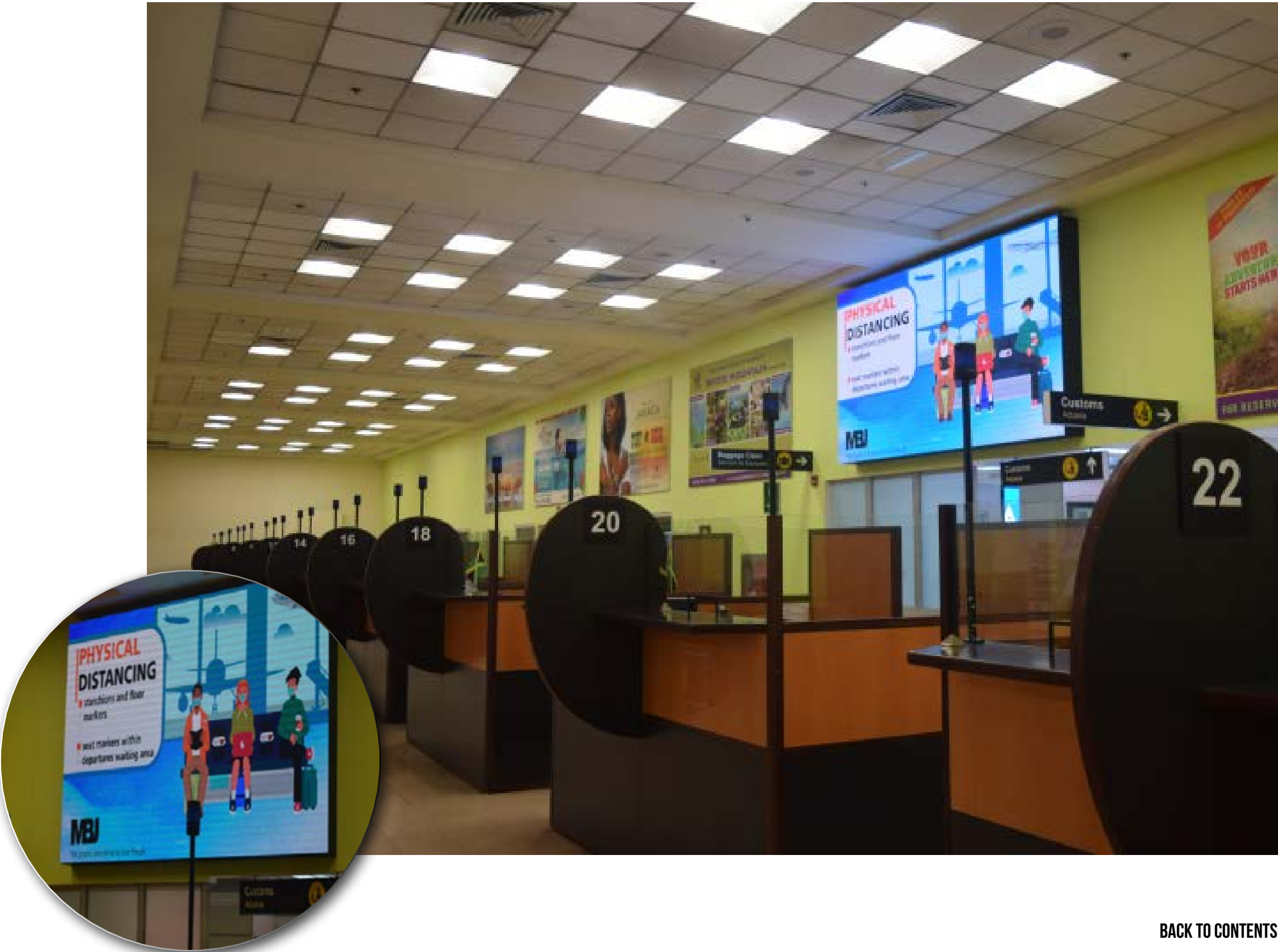




1IM-VW-1

12.5"W X 7"H LED Network (Cluster of 4 MM LEDs) 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.



1IM-TFD (1, 2, 3, 4, 5, 8)

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





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.



## 4BR-1

Brochure Rack. Located in the Baggage Hall.

100% arriving passengers transiting the Baggage Hall to the Customs Hall.

Supported Sizes: 4"x 9" and 8.5"x 11".

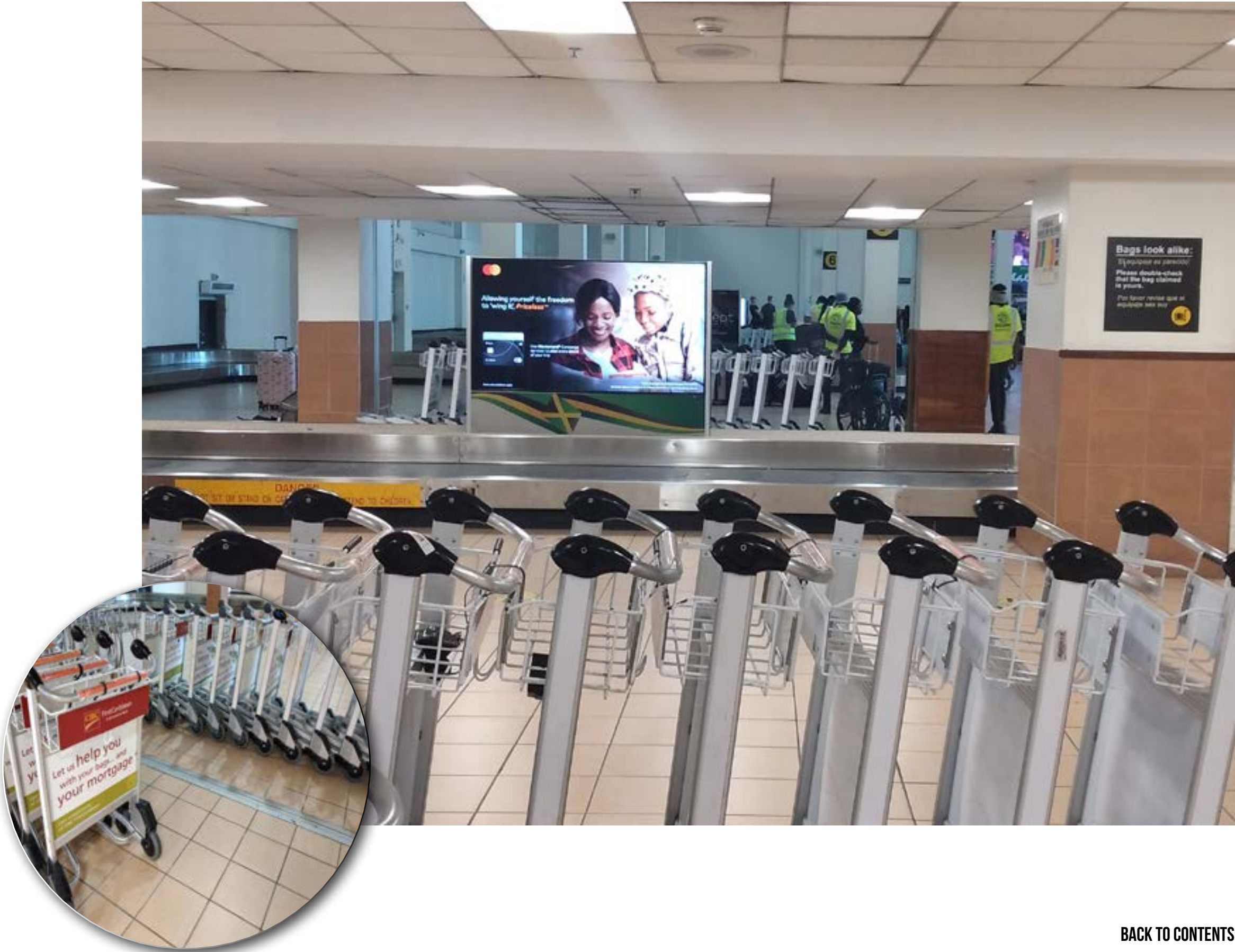




1BC-LC

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

Impactd 100% arriving passengers traversing the Baggage Hall.



## 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.

# 4 AVAILABLE





1GT-TFD (3, 7, 8)

Approx. sizes: 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



1GT-TF-6

Approx. sizes: 192"W x 120"H Tension Fabric Display. Installed in the Ground Transportation Hall (GTAH) directly above .

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





# OUTDOOR ADVERTISING

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

 [Wallwraps](#)

 [Billboards](#)

 [Jetbridges](#)

 [Bus Shelters](#)

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





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

360” W x 108” 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.

2 AVAILABLE





## 1OD-JB (9)

Jetbridge Outdoor Billboard.  
Installed on the exterior of Jetbridges at Gate 9.

Jetbridge 9 is visible to the main food court  
which is used by **90%** of total passengers with  
dwell time of **30 mins - 1 hour**.





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

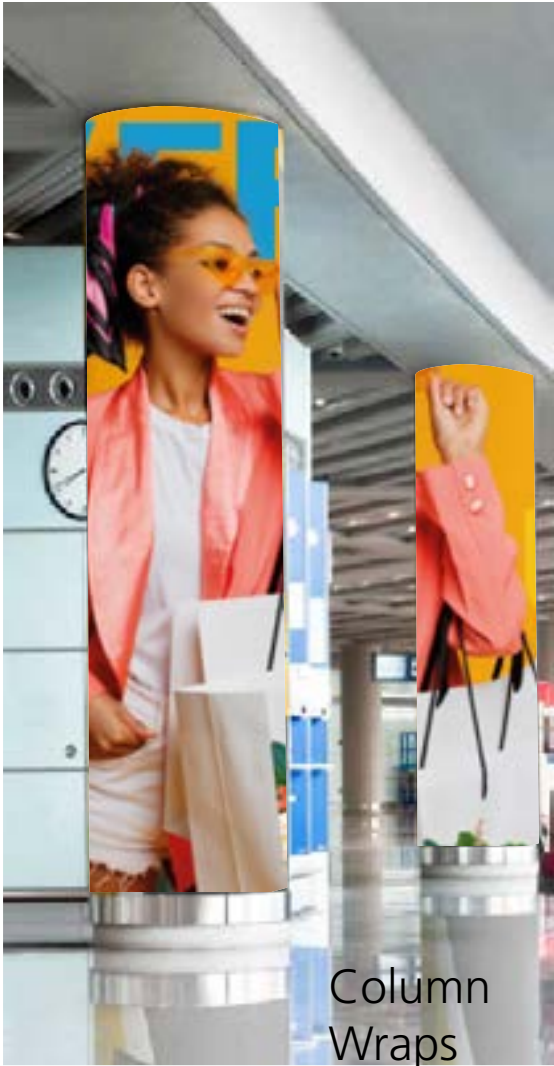


# MANY **ADDITIONAL** **OPPORTUNITIES** ARE **AVAILABLE**

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



Bus Shelter



Column Wraps



Jetbridges Interior



Window Clings

**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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