



SANGSTER INTERNATIONAL AIRPORT (MONTEGO BAY)

2026 ADVERTISING OVERVIEW



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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)

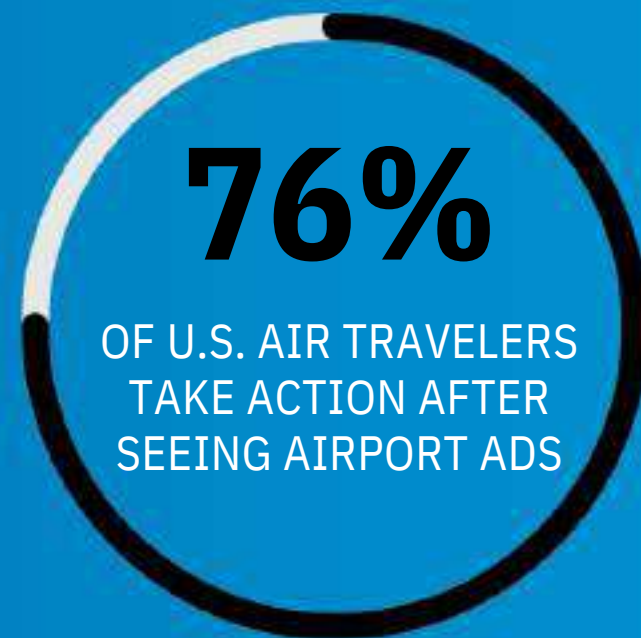
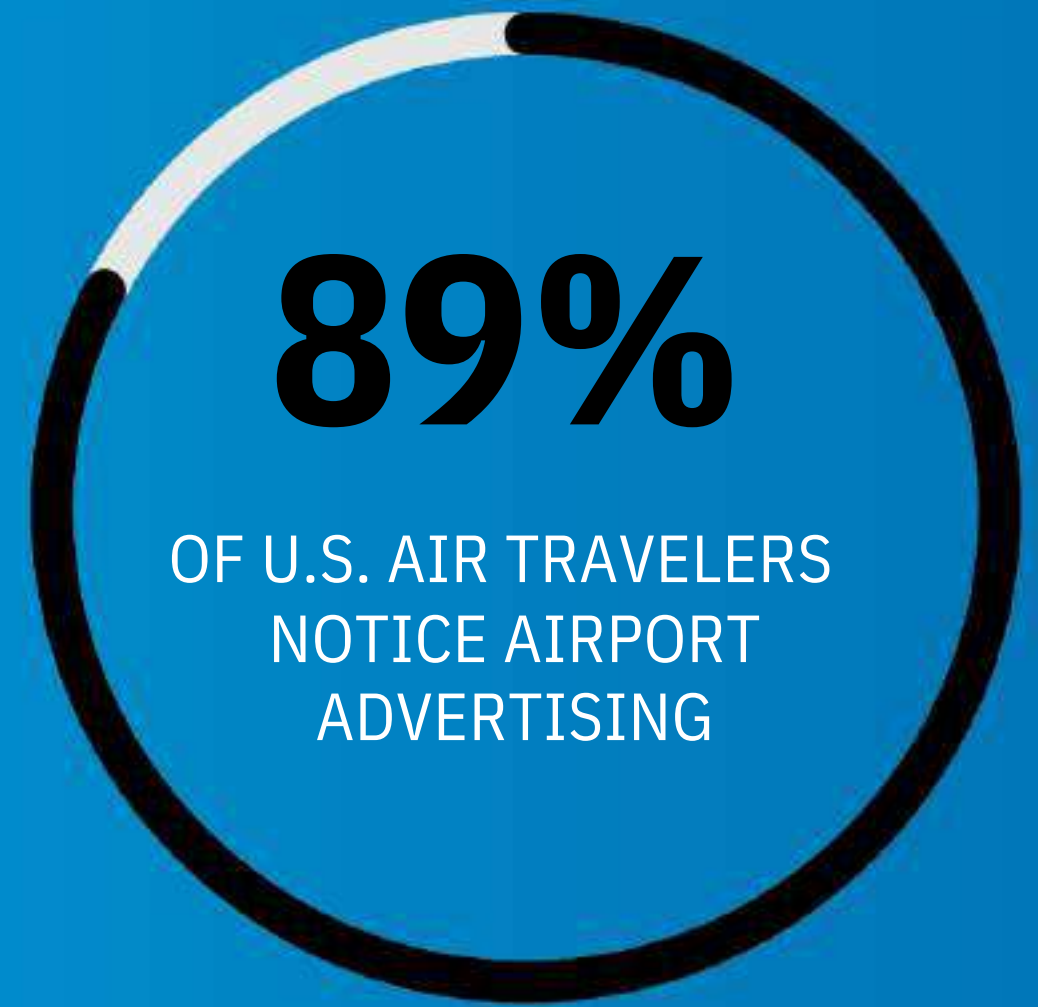
5,105,417 PAX

*Current travel insights are available. Contact us to learn more, mbjadvertising@mbjairport.com



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.



**5.1 Million
Passengers
2024**



**28 Airlines
46 Destinations
12 Countries**



**42,228 Aircraft
Movements
2024**



**airport
carbon
accreditation**



**airport
carbon
accredited**
MAPPING



**airport
carbon
accredited**
REDUCTION



**Bob Marley's One Love
Restaurant**



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



**Caribbean
Journal**
Caribbean Travel
Awards 2024
Caribbean Airport of
the Year

**Condé Nast
Traveler** | **TOP 5**
READER'S CHOICE | THE BEST
AWARDS 2020 | AIRPORTS IN
THE WORLD



Why advertise with US?

TOP 10 ROUTES

at Sangster International Airport

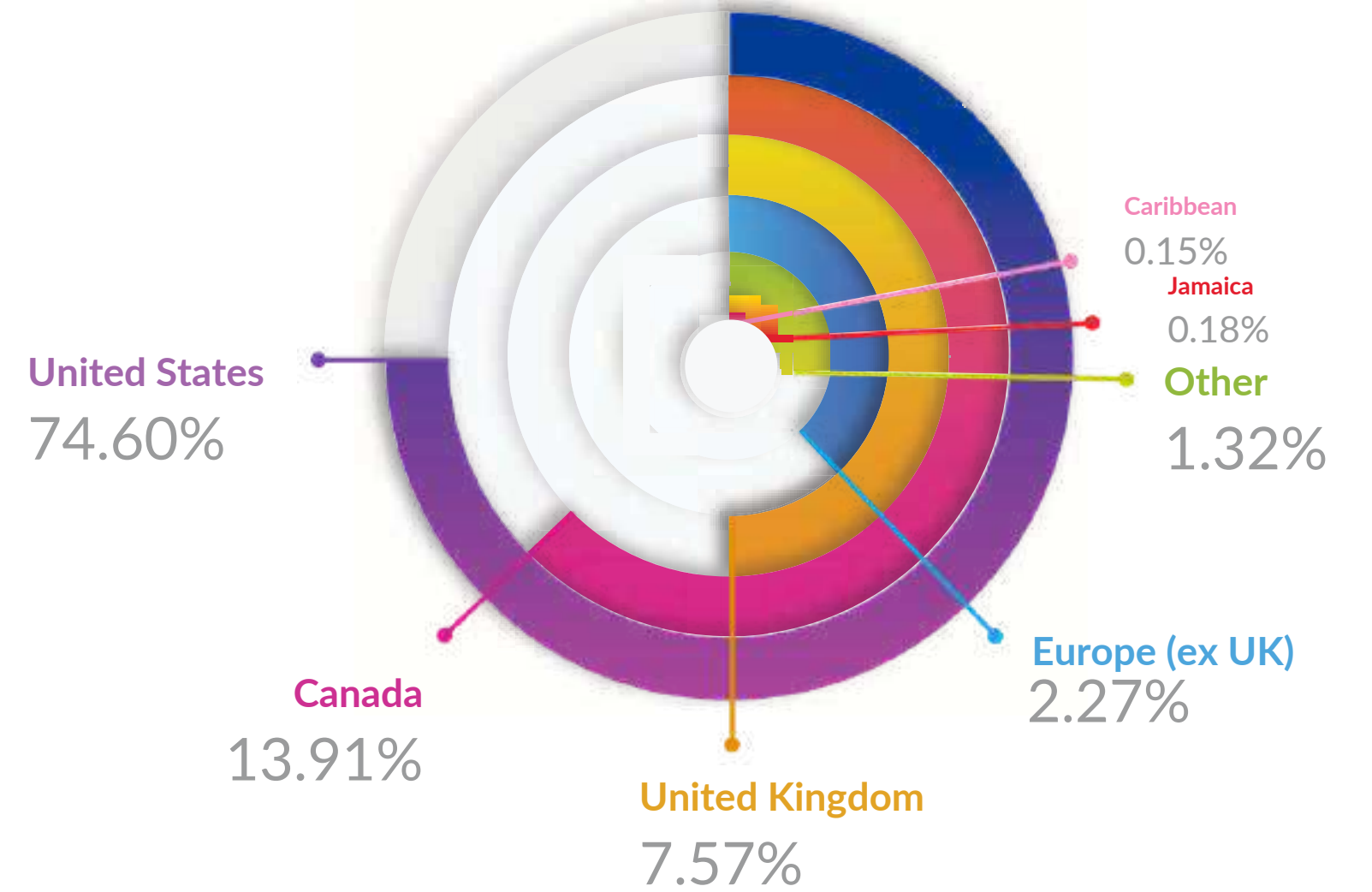


00 25 50 75 100 125 150 175

Numbers in 00,000
The figures represents upto September 2024

REGIONAL SPLIT

at Sangster International Airport





PART 2:

OUR INVENTORY



- [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

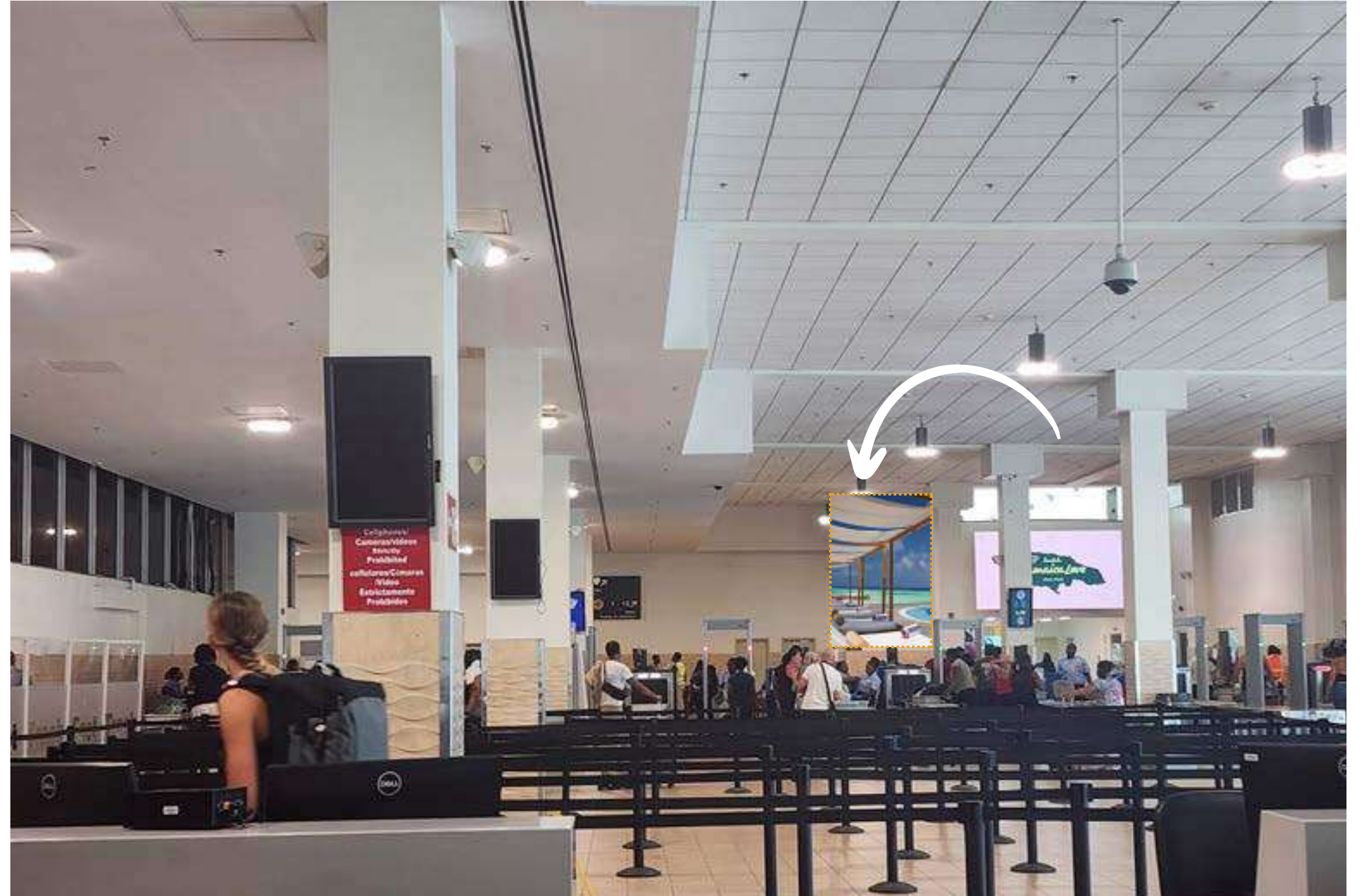
30,000 USD

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

1S-WW-5

Wall Wrap installed to the side wall 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



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

1A-TFD-20

253” W x 72” H 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.

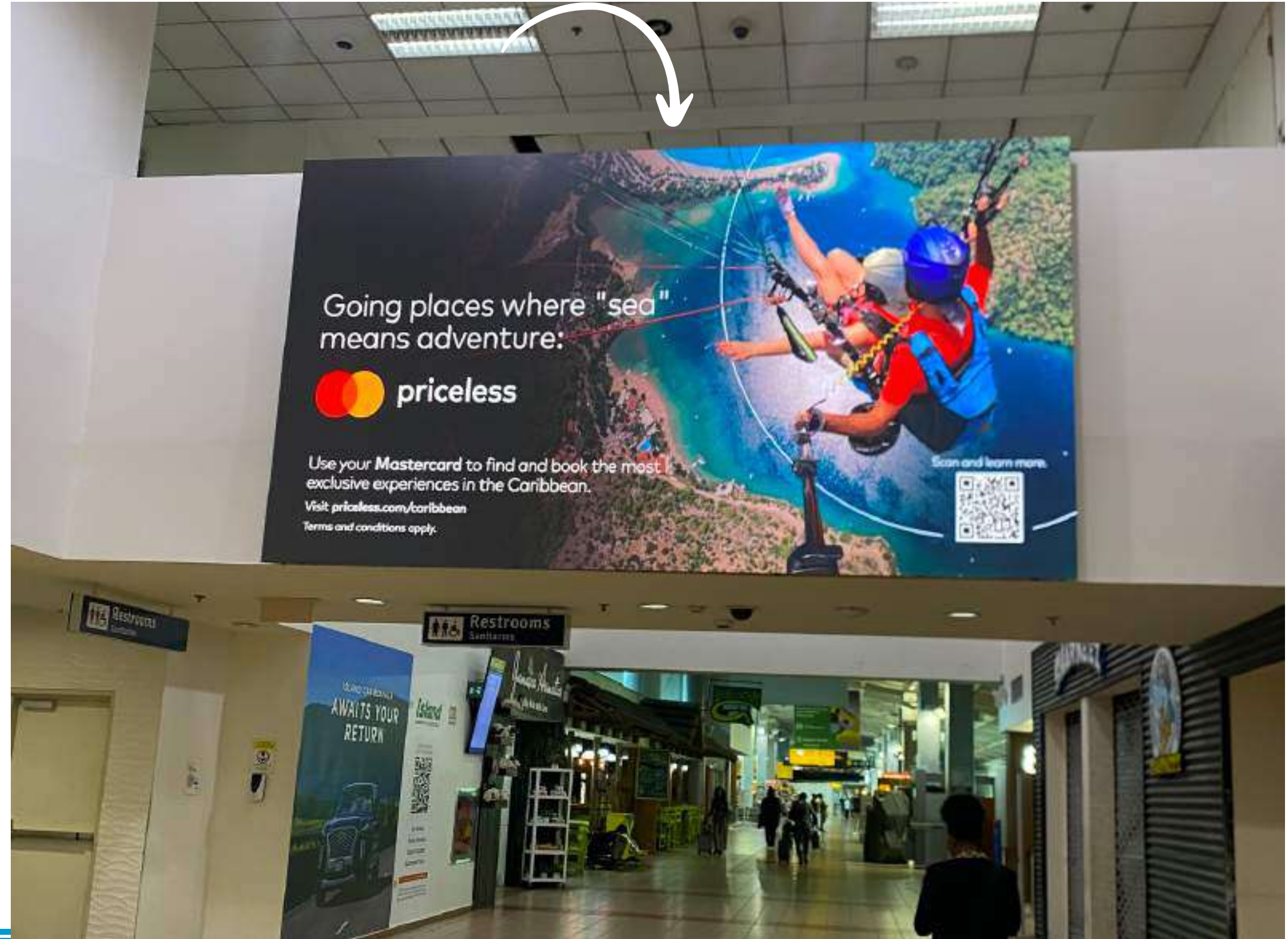
Rate*

Monthly

2,000 USD

Yearly

24,000 USD



PK2LCD-5-4

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

Impacts **100%** of departing passengers with **significant dwell time** during peak.

East Concourse - Impacts 65% of departing passengers
West Concourse - Impacts 30% of departing passengers

Rate

Monthly

2,000 USD

Yearly

24,000 USD



1A-SW-3

Digital Screen for film and images (without sound) installed in the West Concourse.

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

All passengers utilizing Gates 1-7 traverse this concourse.

Rate

Monthly

2,000 USD

Yearly

24,000 USD



1A-SW-2

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)



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.

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

339” W x 108”H Tension Fabric Display.
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	Yearly
	2,200 USD	26,400 USD



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

1A-WW-3

339” W x 108” H Wall Wrap 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.

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:

- Hanging Exhibit **
- Lower Window Pane
- Upper Window Pane
- Elevator Surrounding Wall
- Elevator Doors

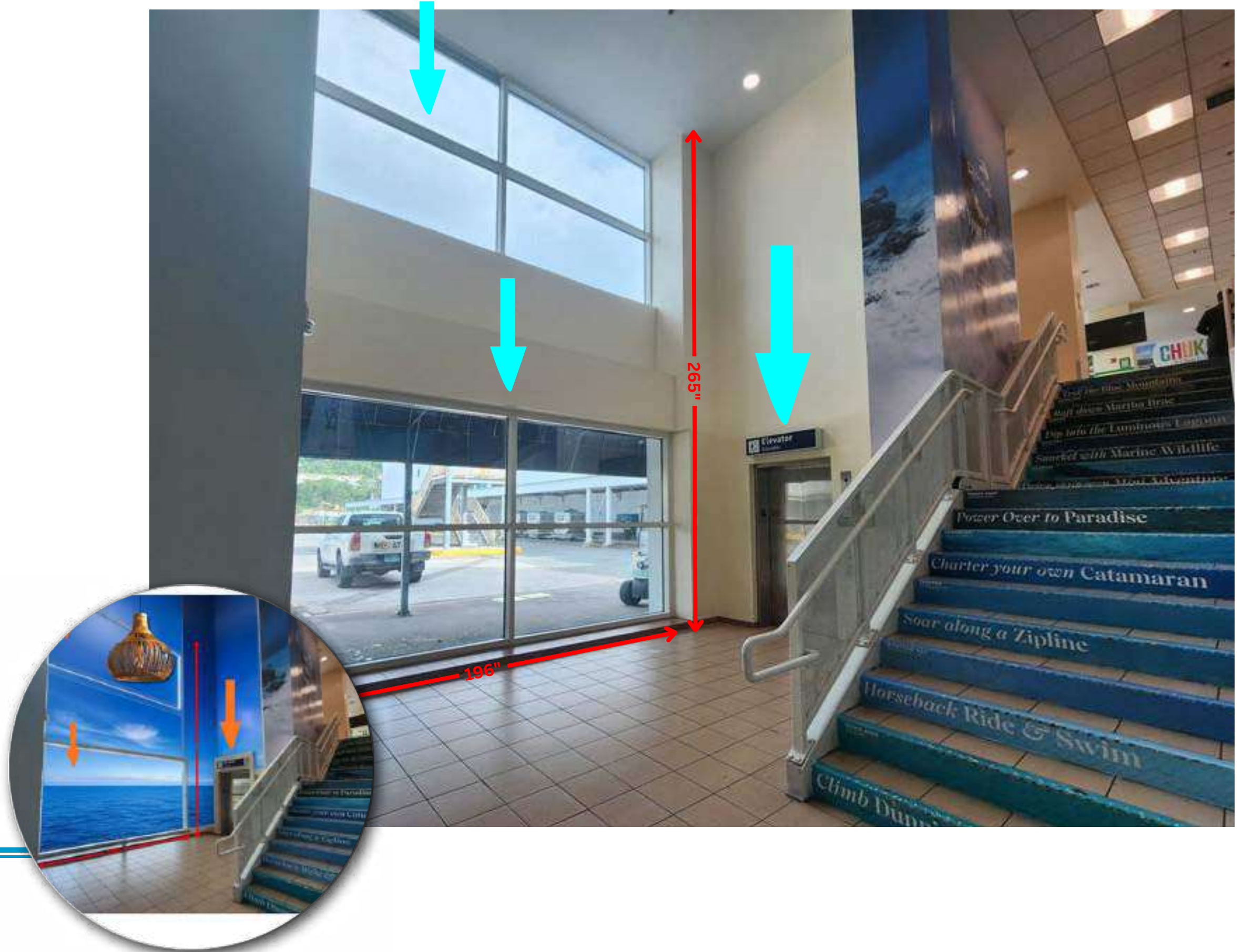
Rate*

Monthly

3,000 USD

Yearly

36,000 USD



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

**Hanging exhibit subjected to approval

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

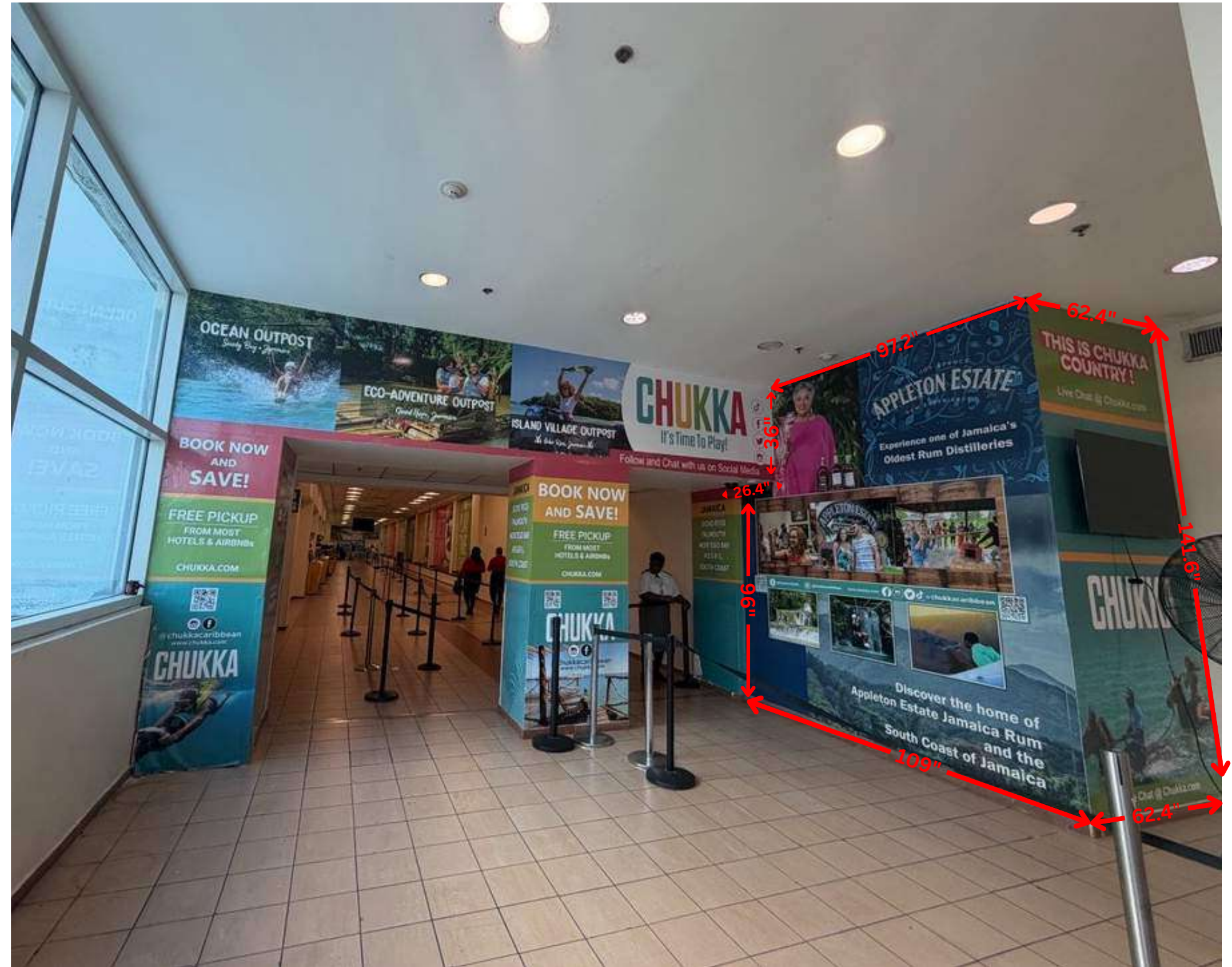
Wall Wrap. Installed in the East Concourse prior to the Immigration Hall.

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.

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.

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

120" W x 60" H 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

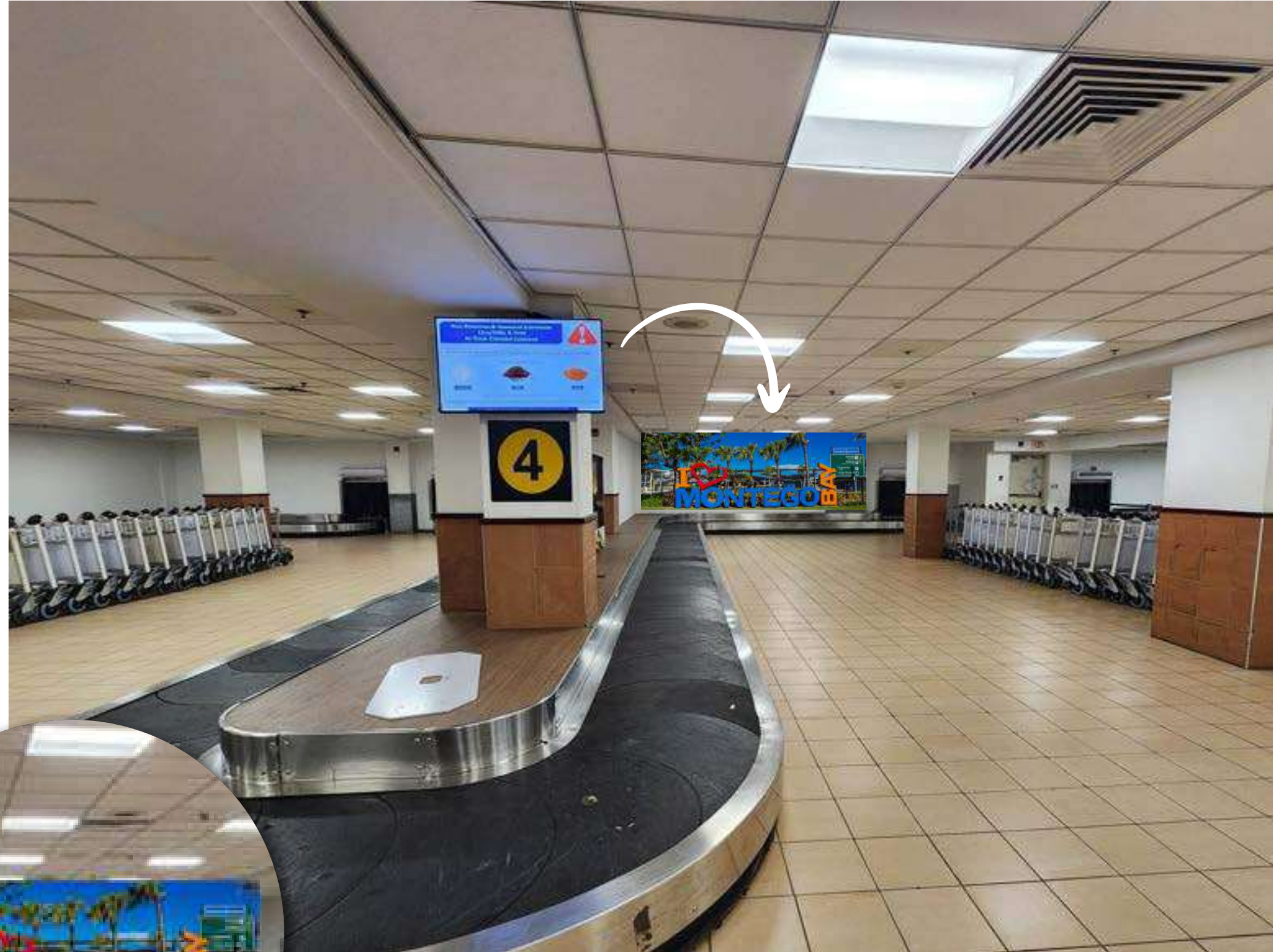
24,000 USD



1BC-WW-1

145.2” W x 76.8”H 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)

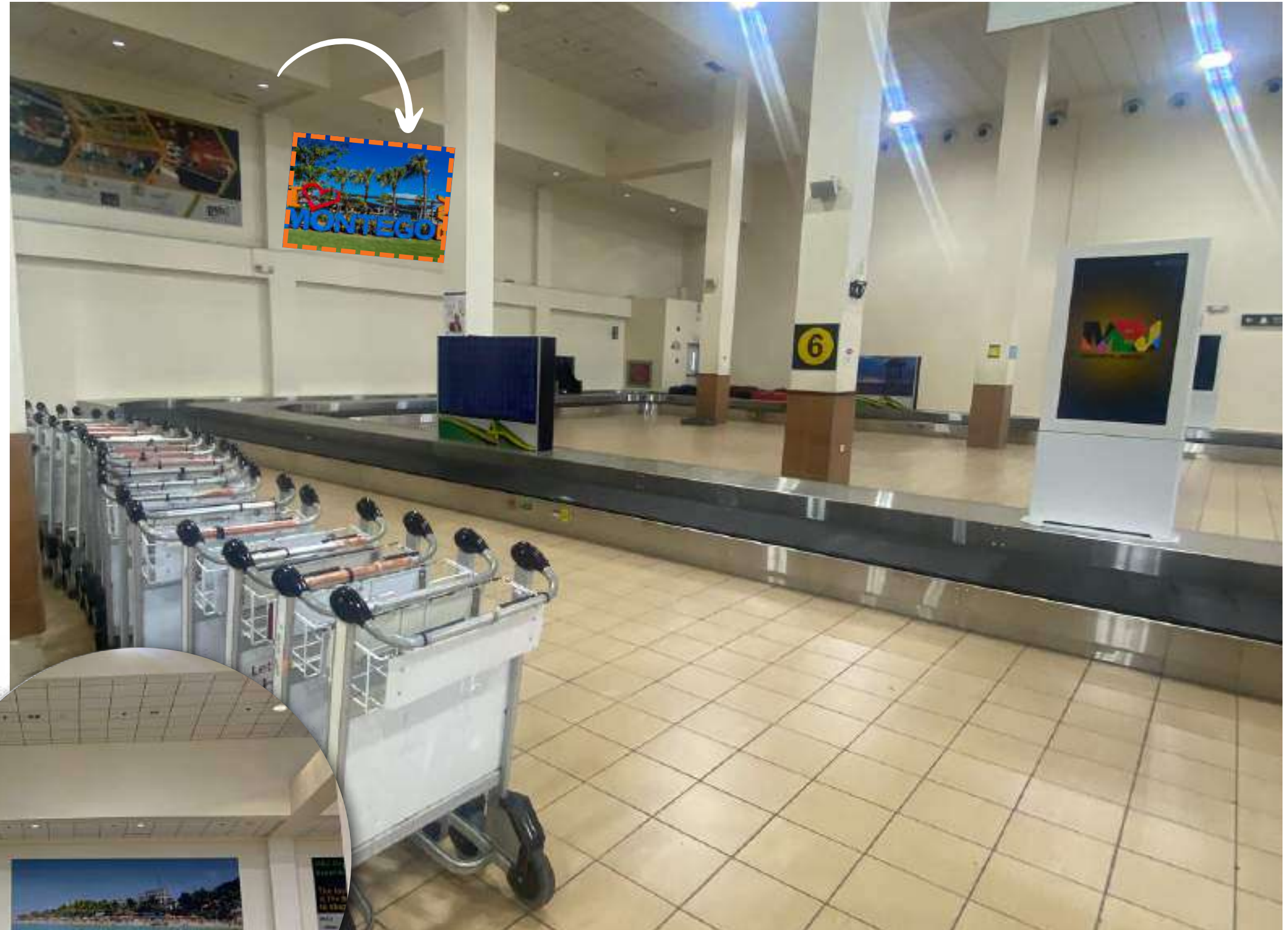
Impacts arriving passengers with significant dwell time during peak.

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)

216” W x 84” 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	Yearly
	2,000 USD	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-2

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	Yearly
	2,000 USD	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.

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.

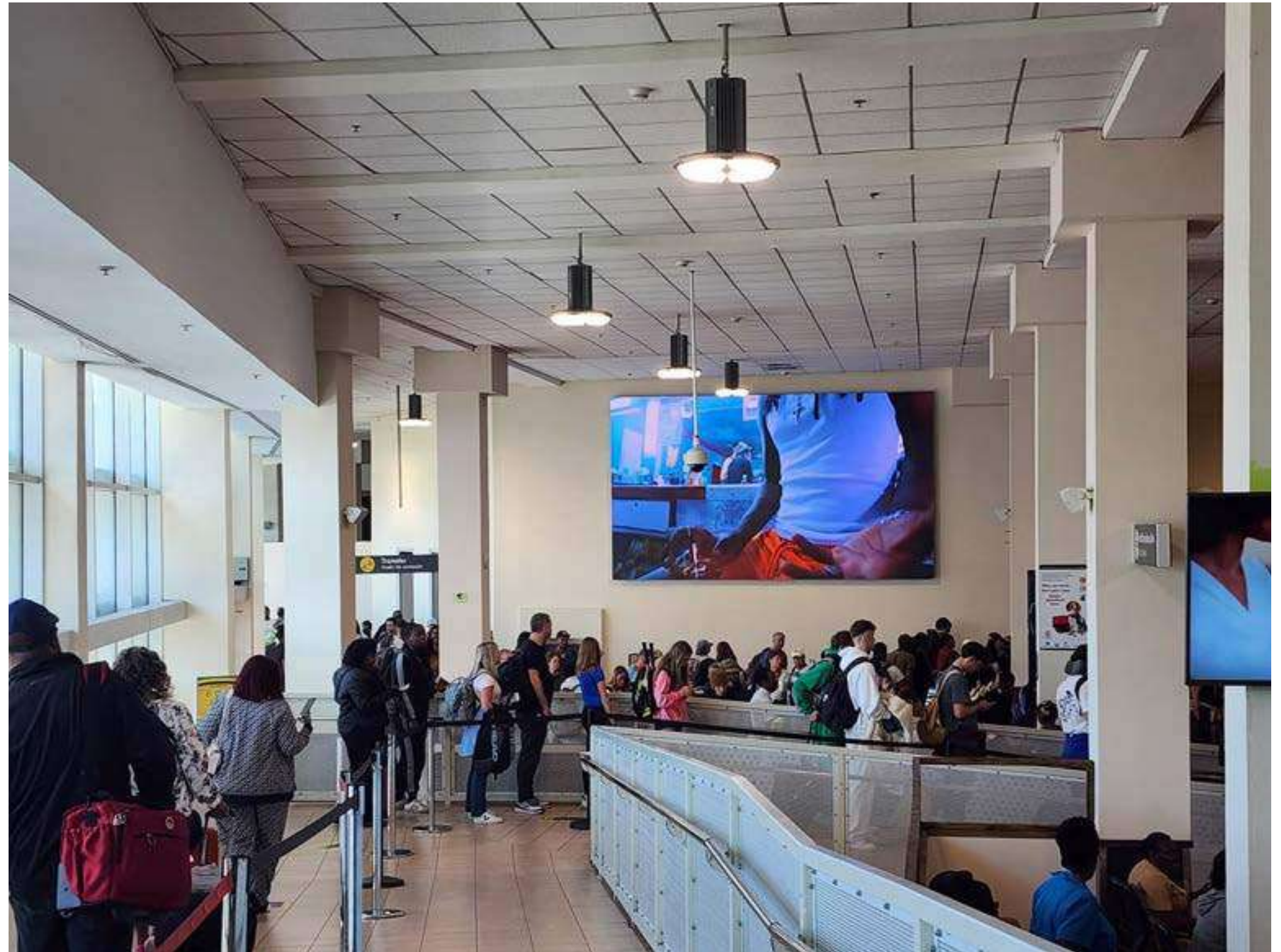
Rate*

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.

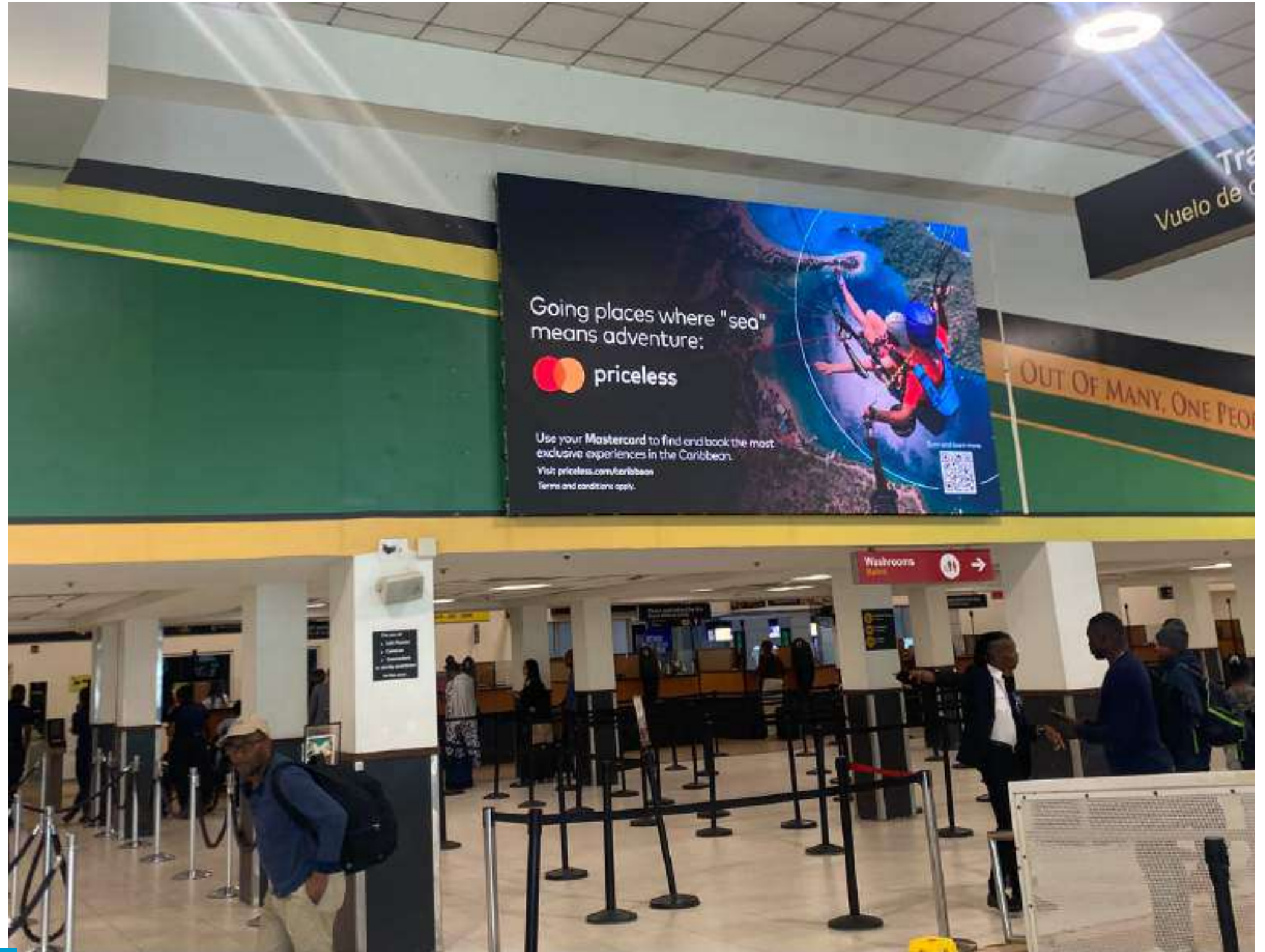
Rate

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

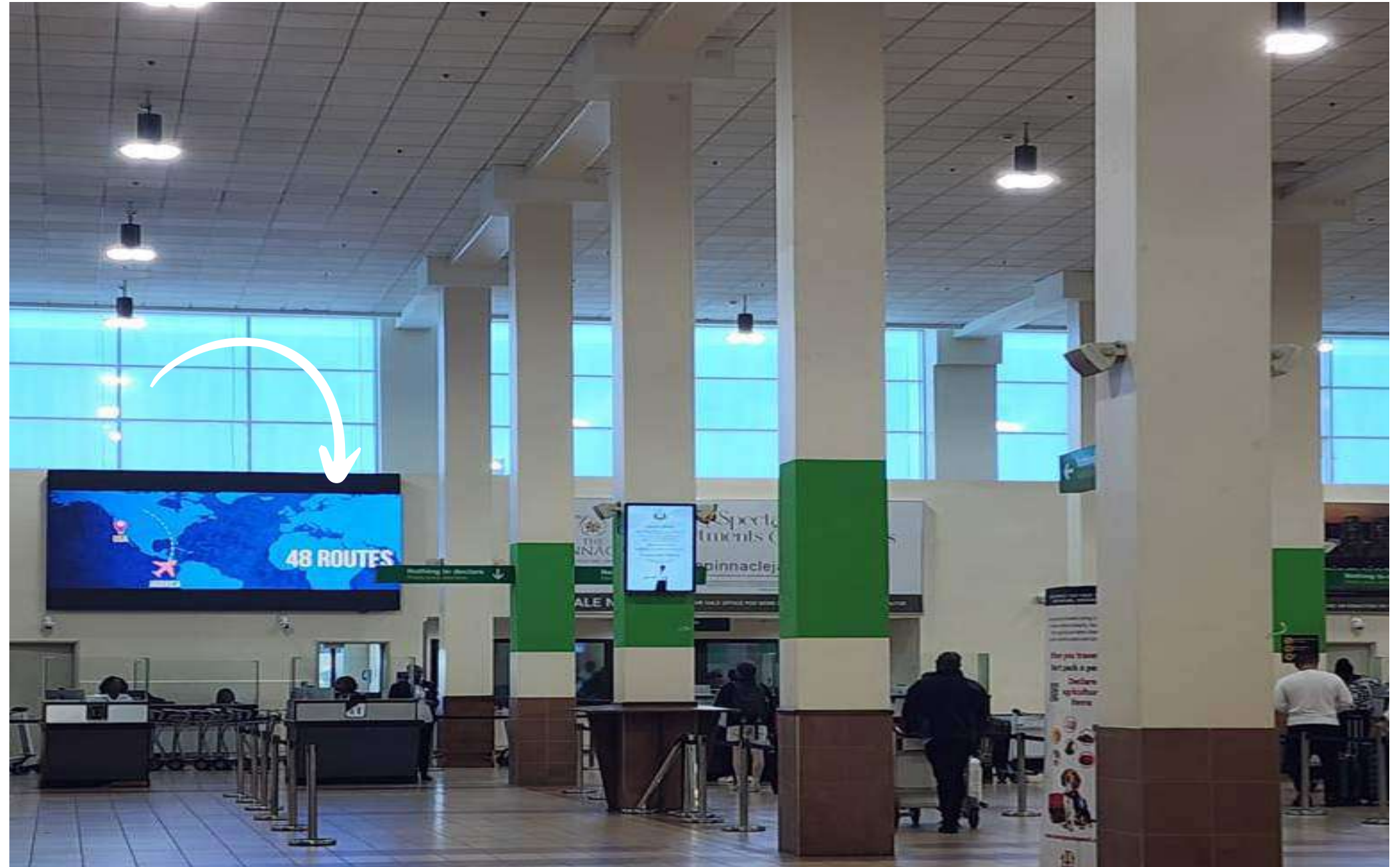
Yearly
24,000 USD



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

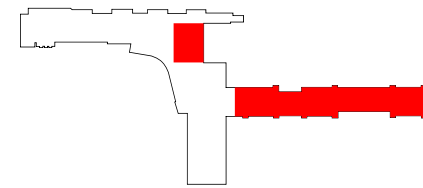
24,000 USD



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

THE ARRIVALS MAP

THE ARRIVAL WINGS



Exhibit

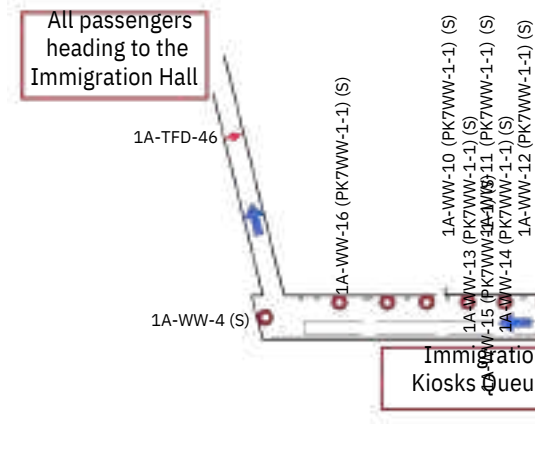
1A-EX-7 Sunisland Routes Adventure Tours Limited

Tension Fabric Display

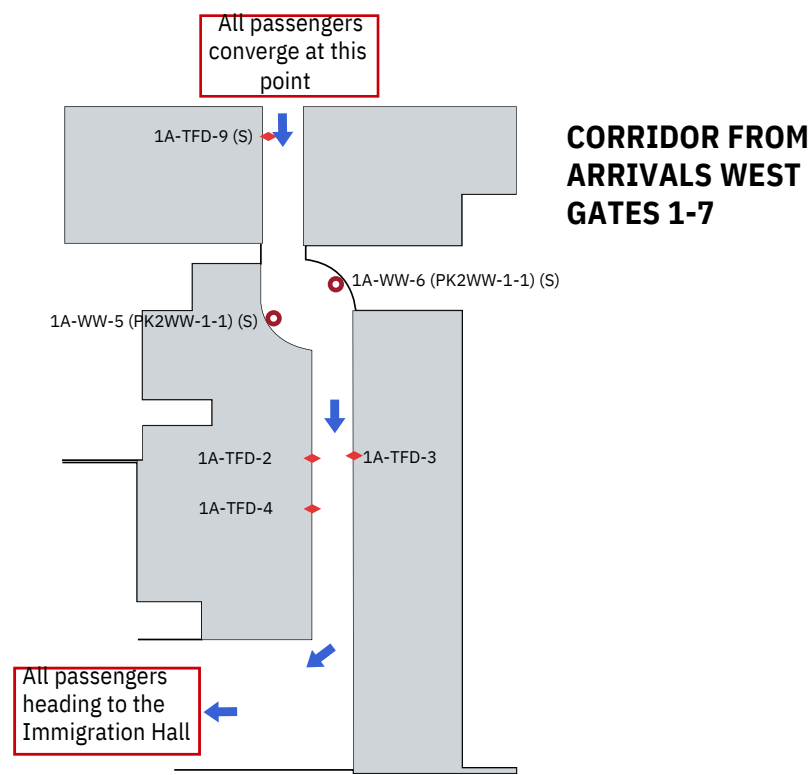
1A-TFD-2
1A-TFD-3
1A-TFD-9B Pinnacle Investments Ltd
1A-TFD-12 Sunisland Routes Adventure Tours Limited
1A-TFD-13
1A-TFD-14

Wrap

1A-WW-2
1A-WW-4 Sunisland Routes Adventure Tours Limited
1A-WW-5 Chukka Caribbean Adventures
1A-WW-6
1A-WW-10 Sunisland Routes Adventure Tours
1A-WW-11 Limited Chukka Caribbean Adventures
1A-WW-12 Chukka Caribbean Adventures



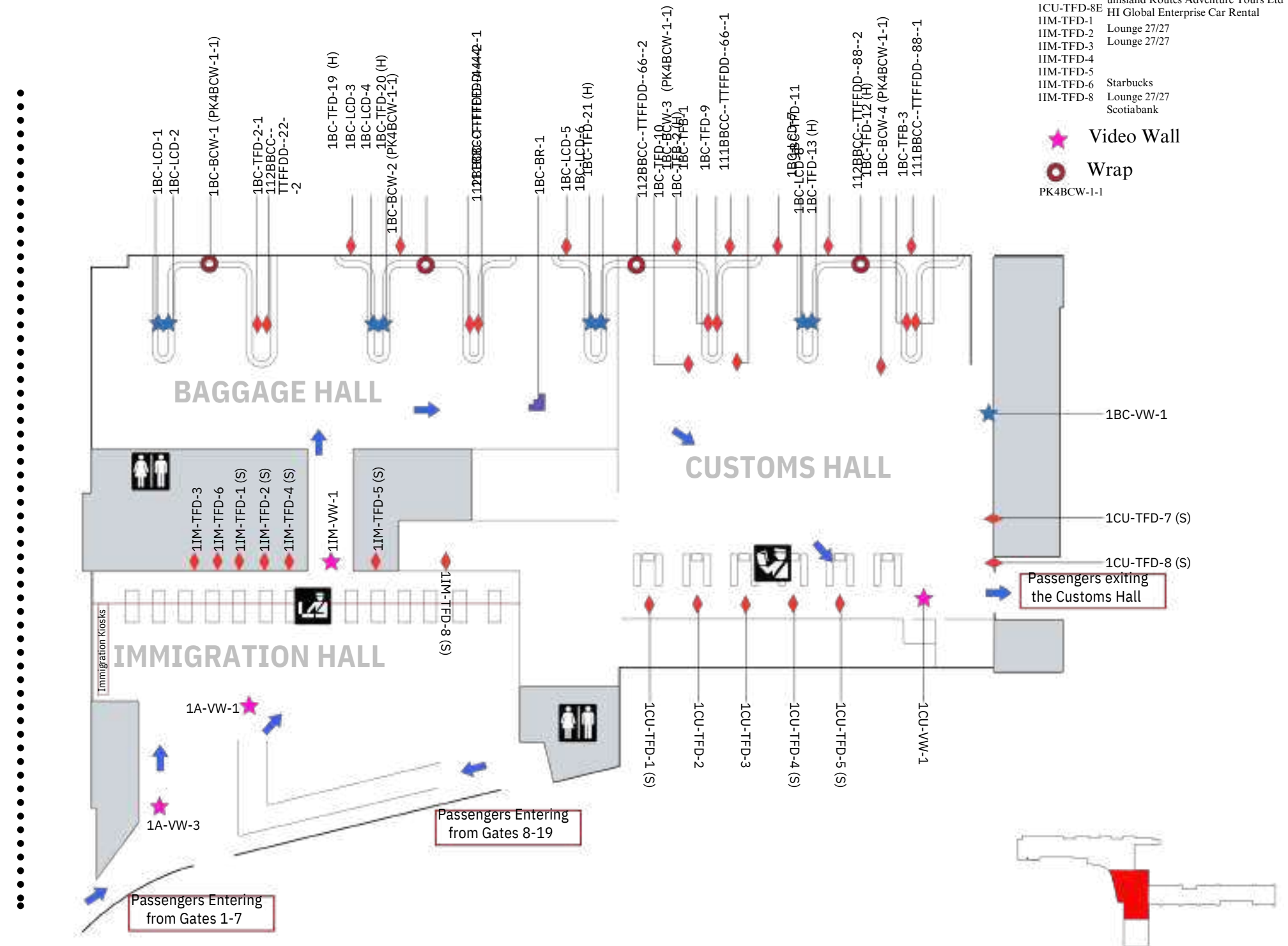
CORRIDOR FROM ARRIVALS EAST GATES 8-19



CORRIDOR FROM ARRIVALS WEST GATES 1-7

THE PROCESSING HALLS

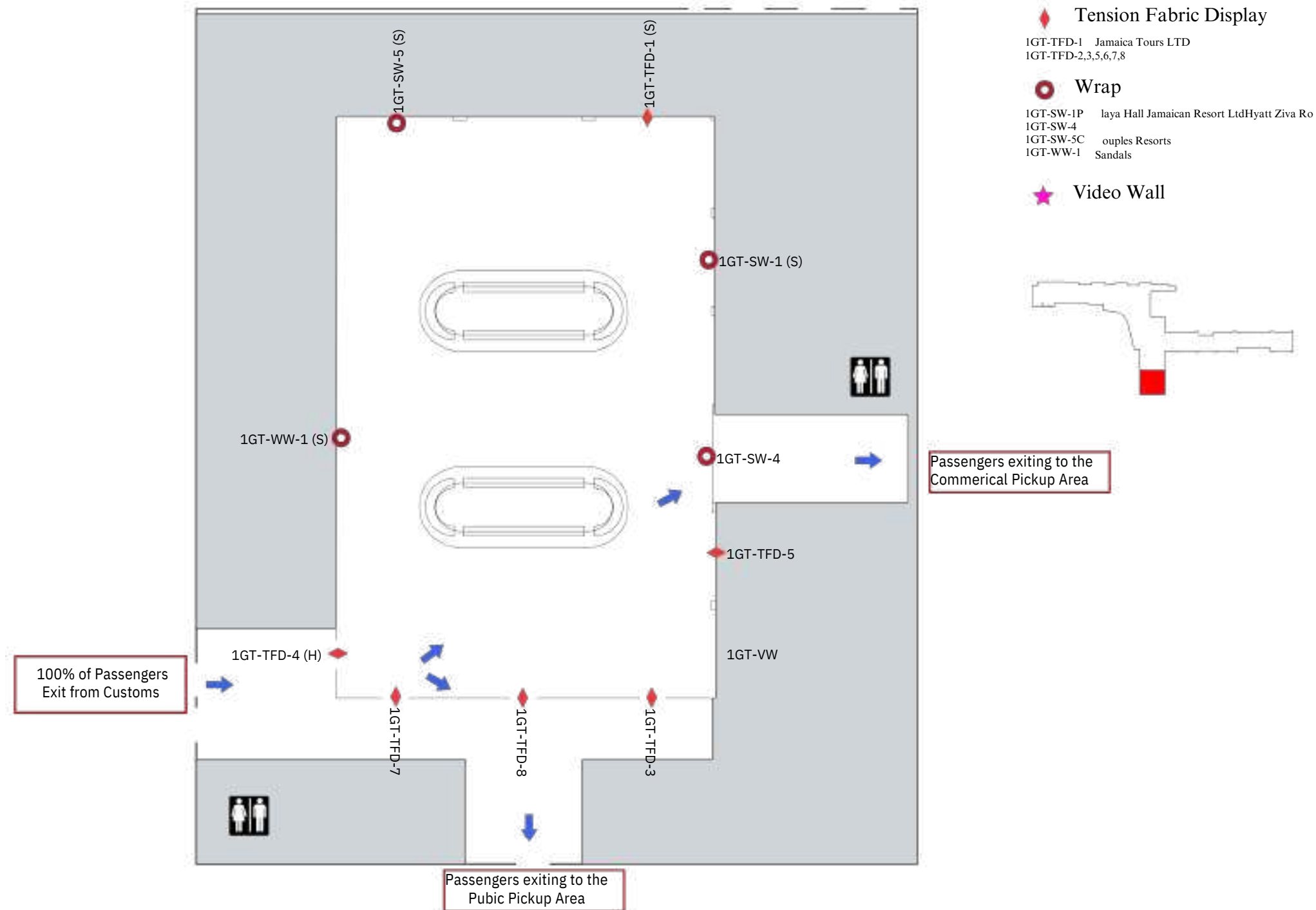
The Immigration Hall, Baggage Hall, Customs Hall



- ★ Bag Claim Digital
 - Brochure Rack
 - ◆ Tension Fabric Display
 - ★ Video Wall
 - Wrap
- 1BC-TFB-1 Baptist Health
1BC-TFD
1CU-TFD-1
1CU-TFD-2
1CU-TFD-30 Ocean Cliff
1CU-TFD-4 Pinnacle
1CU-TFD-5P Pinnacle
1CU-TFD-7S Sunisland Routes Adventure Tours Ltd
1CU-TFD-8E HI Global Enterprise Car Rental
1IM-TFD-1 Lounge 27/27
1IM-TFD-2 Lounge 27/27
1IM-TFD-3
1IM-TFD-4
1IM-TFD-5
1IM-TFD-6 Starbucks
1IM-TFD-8 Lounge 27/27
1IM-TFD-8 Scotiabank
- PK4BCW-1-1

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

1/3 of wall

Full wall

Monthly

3,500 USD

10,500USD

Yearly

42,000 USD

126,000USD

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

[BACK TO CONTENTS](#)

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.

10D-BB-VW

26' W x 14' H Outdoor Digital Billboard.

Installed at primary airport entry/exit.

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

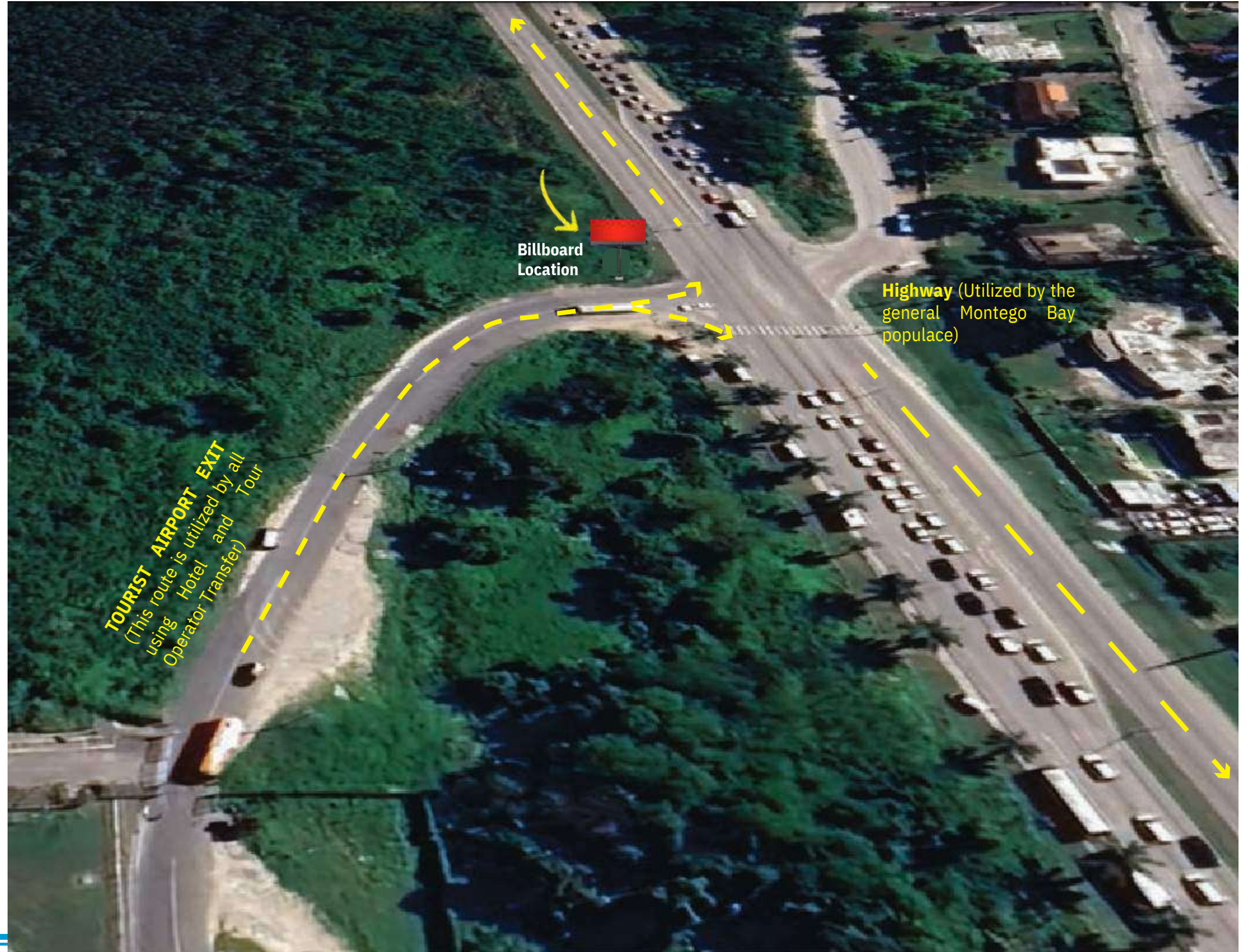
Impacts Arriving passengers heading to their destinations and locals traversing the highway.

***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.

1A-JBW (1-19)

Package of 9 Jetbridge Indoor Billboard.

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

Impacts **100% arriving and departing** passengers as they deplane and 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.



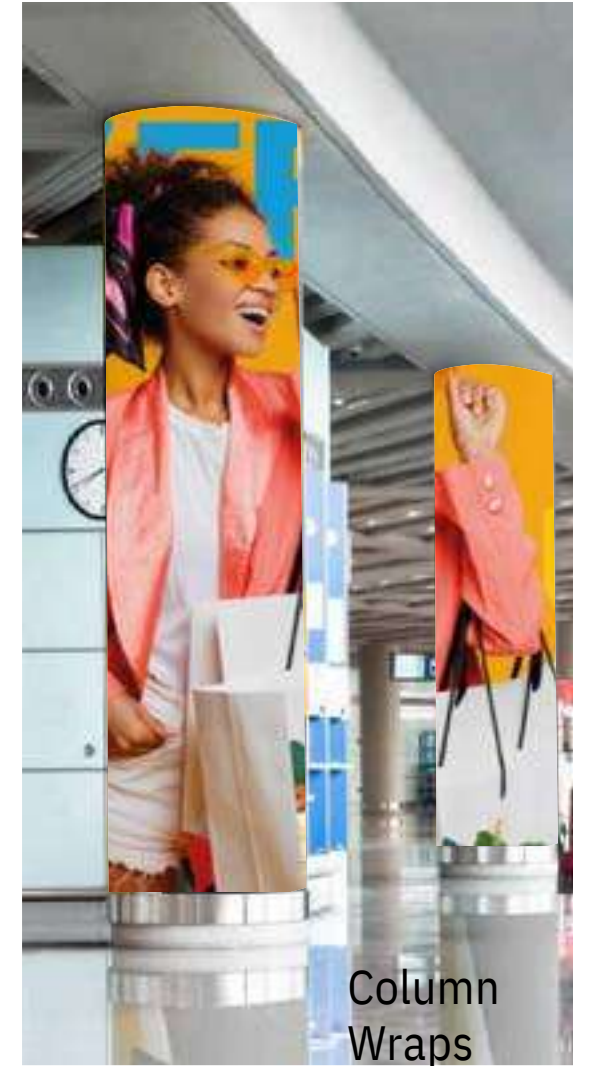
PART 3:
**ADDITIONAL
OPPORTUNITIES**

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...



MORE THAN AN AIRPORT

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General terms and conditions



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

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