

# Airport Terminal Advertising

## Charles M. Schulz - Sonoma County Airport



### Advertise to over 225,000 passengers, 365 days a year!

The Charles M. Schulz - Sonoma County Airport provides a great opportunity for local, regional and national brands to advertise their goods and services.

The Airport is a gateway for tourists and business professionals alike, with easy access to a diverse economy and strong tourism market. The terminal offers five rental car agencies, a restaurant, and serves as a location for Sonoma County Airport Express, which carries over 200,000 riders annually.

### Opportunities

#### Terminal Backlit Signs

Backlit signs are available throughout the terminal, in various sizes, and include overhead and wall-mounted displays.

#### Luggage Carts

Complimentary luggage carts offer double-sided advertising exposure to arriving and departing passengers.

#### Special Event Signage

Special event signage may be available and priced according to placement and duration.

#### Rack Cards

Rack cards are included with advertising backlit signs.

Please inquire on rates and availability for rack card only advertising.

### Specifications & Printing Cost

All files need to be submitted as print quality **pdf files**, resolution of **300 dpi**, and half of actual size. Printing costs include approval and installation. Ads can be delivered via USB drives or a CD. One time printing costs are as follows:

\$435 - backlit signs \*\*

\$240 - backlit signs \*

\$200 - luggage carts (per 5)

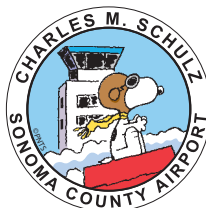
### Website

In addition to sign advertisements in the terminal, a copy of the ad, contact information and a web link will be offered on our website.

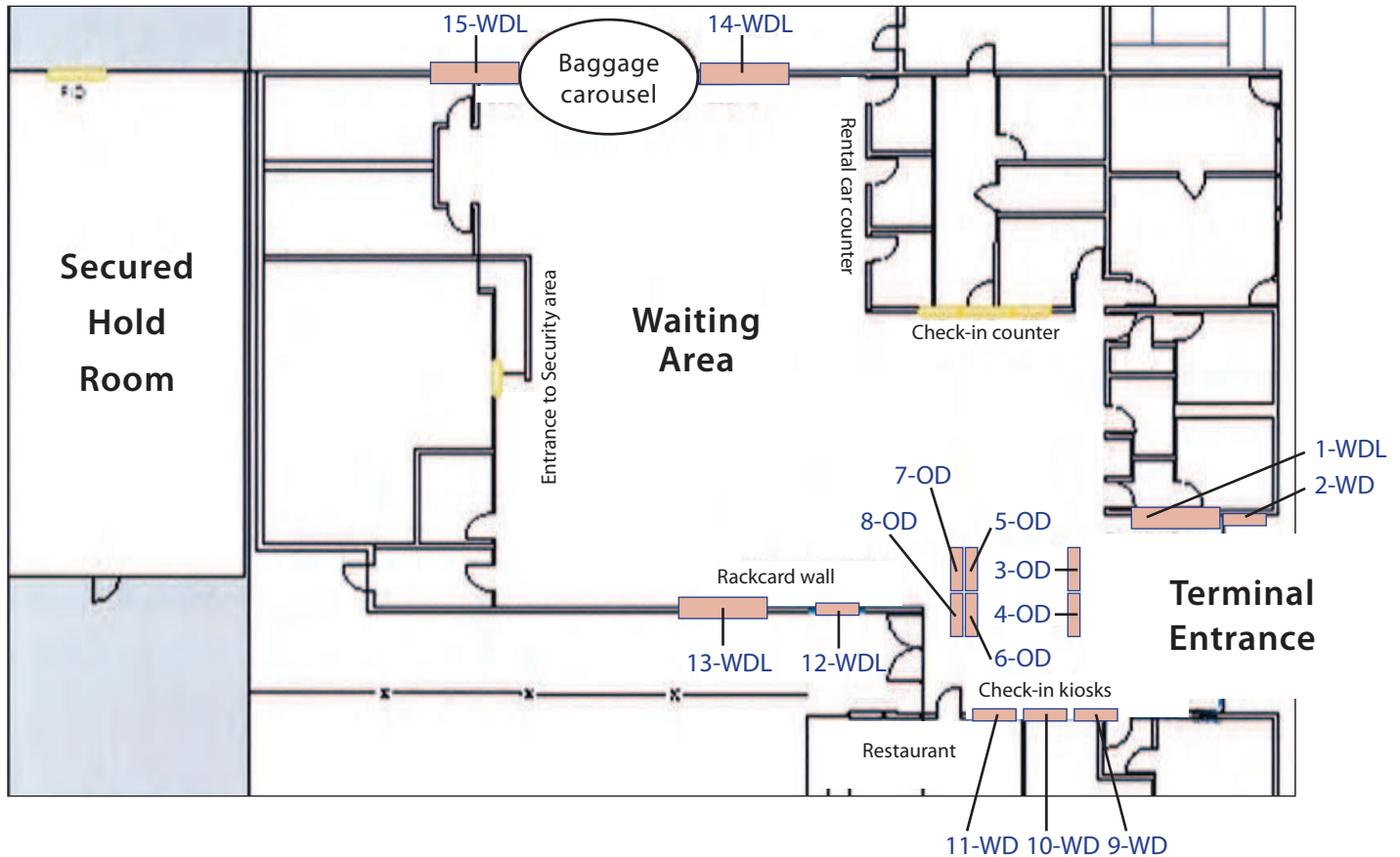
### Contact Information

Email: [airportadvertising@sonoma-county.gov](mailto:airportadvertising@sonoma-county.gov)

Phone: Lori Schandel at 707.565.7238



# Charles M. Schulz - Sonoma County Airport



## Monthly Rate Information

### Backlit display - throughout the terminal

13-WDL, or 1/3 of display	60" W x 41" H ** 20" W x 41" H *	\$1200 \$525
3, 4, 5, 6, 7, 8-OD, 9, 10, 11-WD	43" W x 30" H *	\$750
12-WDL, or 1/2 of display	41" W x 30" H * 20" W x 30" H *	\$800 \$475

WD = wall display  
WDL = large wall display  
OD = overhead display

### Backlit display - baggage carousel area

14-WDL, 15-WDL, or 1/2 of display	48" W x 60" H ** 48" W x 30" H *	\$1300 \$850
--------------------------------------	-------------------------------------	-----------------

### Backlit display - entrance of terminal

1-WDL, or 1/2 of display	62" W x 43" H ** 31" W x 43" H *	\$1200 \$750
2-WD	30" W x 43" H *	\$750

### Luggage Carts (5 cart minimum)

20	20" W x 15" H *	\$125/per 5
----	-----------------	-------------

For non-profit advertising please contact Premier Digital Display - 707.566.8011



Prices are monthly, however discounts will be given for longer commitments