



ADVERTISING MEDIA KIT

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CONTACT

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ABOUT STS

A gateway to world-class wine and California leisure, in Napa and Sonoma County.

Serving the North Bay since 1943

3 Airlines

12 Non-stop Flights*

*Bend/Redmond, OR; Burbank, CA; Dallas, TX; Kalispell, MT; Las Vegas, NV; Los Angeles, CA; Orange County, CA; Palm Springs, CA; Phoenix, AZ; Portland, OR; San Diego, CA; Seattle, WA



PASSENGER ANALYTICS

STS saw a record-breaking passenger count of **772,000** in **2024**. Current projections show that over **850,000** passengers will fly through STS in 2025!

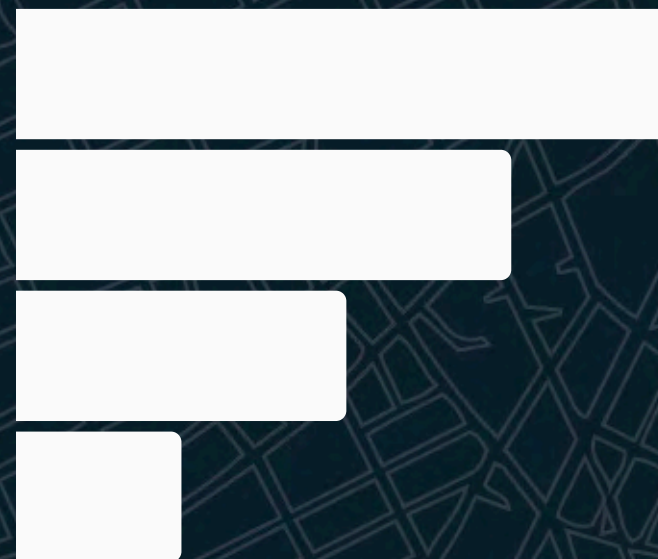
RESIDENTS

VISITORS



Where are these passengers primarily from?*

SANTA ROSA
SEBASTOPOL
HEALDSBURG
ROHNERT PARK



LOS ANGELES
SAN DIEGO
SEATTLE
NEW YORK



*Note: These are a high-to-low rankings of the top 4 geographies passengers come from, other smaller segments of populations are NOT represented.



TOP VISITOR DESTINATIONS

- | | |
|-----------------|------------------|
| 1. NAPA | 11. UKIAH |
| 2. SONOMA | 12. FORT BRAGG |
| 3. SANTA ROSA | 13. BODEGA BAY |
| 4. SAINT HELENA | 14. NOVATO |
| 5. YOUNTVILLE | 15. RUTHERFORD |
| 6. ROHNERT PARK | 16. WINDSOR |
| 7. CALISTOGA | 17. MENDOCINO |
| 8. SAN RAFAEL | 18. CLEARLAKE |
| 9. PETALUMA | 19. LAKEPORT |
| 10. HEALDSBURG | 20. LITTLE RIVER |

STS PASSENGER SEGMENTS

LATE CAREER OR RETIRED COUPLES (31%)



The majority of passengers within this cluster are affluent, highly educated, and maintain high discretionary income.

SUBURBAN FAMILIES (29%)




The majority of passengers within this cluster are affluent suburban families with active lifestyles.

YOUNG & URBAN PROFESSIONALS (10%)



These are young early-to-mid careers professionals who are still single, or beginning to start families.



ADVERTISING OPPORTUNITIES

Digital Advertising Opportunities

LOBBY & TICKETING

LOBBY & TICKETING DIGITAL NETWORK

Full digital coverage of all departing and arriving passengers via the main entry and exit corridors, including the lobby/restaurant area. Play a synced 10-second ad across all digital screens!

PRICE

\$750/month

DETAILS

2x55" Digital Screens + 2x70" Digital Screens
10-second ad synced across all digital screens in network





Digital Advertising Opportunities

CONCOURSE

CONCOURSE DIGITAL NETWORK

Full digital coverage of the gate areas throughout Concourse A and B, and the TSA screening area. A long dwell time will ensure your message is seen multiple times.

PRICE

\$850/month

DETAILS

6x55" Digital Screens
10-second ad synced across all digital screens in network

Digital Advertising Opportunities

BAGGAGE CLAIM

BC WALL DIGITAL NETWORK

Engaging digital assets comprised of a dynamic video wall display and three large digital screens. Capture arriving passengers and friends/family as they wait in the arrival area.

PRICE

\$850/month

DETAILS

3x75" Digital Screens + 1x110" (4x55") Digital Screens 10-second ad synced across all digital screens in network



Digital Advertising Opportunities

BAGGAGE CLAIM

BC CAROUSEL DIGITAL NETWORK

Digital advertising on Baggage Carousels 1 and 2. Deliver your message in a dynamic way to a captive audience as they wait for their luggage.

PRICE

\$1,000/month

DETAILS

8x55" Digital Screens



A dark, atmospheric photograph of an airport terminal interior. In the foreground, a man with a backpack and a young child are visible. In the background, other travelers with luggage are walking through the terminal. A large red airplane tail fin is visible in the upper center. The overall scene is dimly lit, emphasizing the digital advertising opportunities being presented.

Digital Advertising Opportunities

TAKEOVERS

BAGGAGE CLAIM TAKEOVER

Full coverage over both carousels, baggage claim video wall network and bonus kiosk. Ensure everyone sees your message!

PRICE

\$1,800/month

DETAILS

12 Digital Screen Assets

10-second ad synced across all digital screens per each network

FULL DIGITAL AIRPORT TAKEOVER

Full STS terminal digital coverage with all digital assets. Ensure your message is seen by everyone and elevate your impressions!

PRICE

\$2,500/month

DETAILS

22 Digital Screen Assets

10-second ad synced across all digital screens per each network

Static Advertising Opportunities

TSA

TSA VINYL WRAP

A large high impact vinyl wrap to wow departing passengers pass as they move through TSA. Make a bold statement with this large asset!

ED-15B

PRICE

\$2,000/month + Production & Install Costs

DETAILS

6-month minimum commitment



Static Advertising Opportunities

CONCOURSE A

TENSION FABRIC DISPLAY - A

A tension fabric display visible to every passenger as they move through and complete the TSA screening process.

PRICE

\$1,350/month + Production & Install Costs

DETAILS

6-month minimum commitment



Static Advertising Opportunities

CONCOURSE A

TENSION FABRIC DISPLAY - B

A tension fabric display visible to every passenger as soon as they leave TSA. Directly next to our multi-service post-security food vendor, Apple Spice.

PRICE

\$1,350/month + Production & Install Costs

DETAILS

6-month minimum commitment



Static Advertising Opportunities

CONCOURSE A

TENSION FABRIC DISPLAY - C

A tension fabric display reserved for businesses that cater to our furry friends. This display is located in the pet relief area.

PRICE

\$850/month + Production & Install Costs

DETAILS

6-month minimum commitment



Static Advertising Opportunities

BAGGAGE CLAIM

TENSION FABRIC DISPLAY - D + E

Two framed tension fabric strategically placed in Baggage Claim. Welcome arriving passengers as they start their vacation or their return home.

PRICE

\$2,000/month + Production & Install Costs

DETAILS

6-month minimum commitment



Static Advertising Opportunities

HALLWAY

TENSION FABRIC DISPLAY - F

A tension fabric display strategically placed to capture all exiting passengers. Be a top of mind brand as passengers leave the airport!

PRICE

\$1,450/month + Production & Install Costs

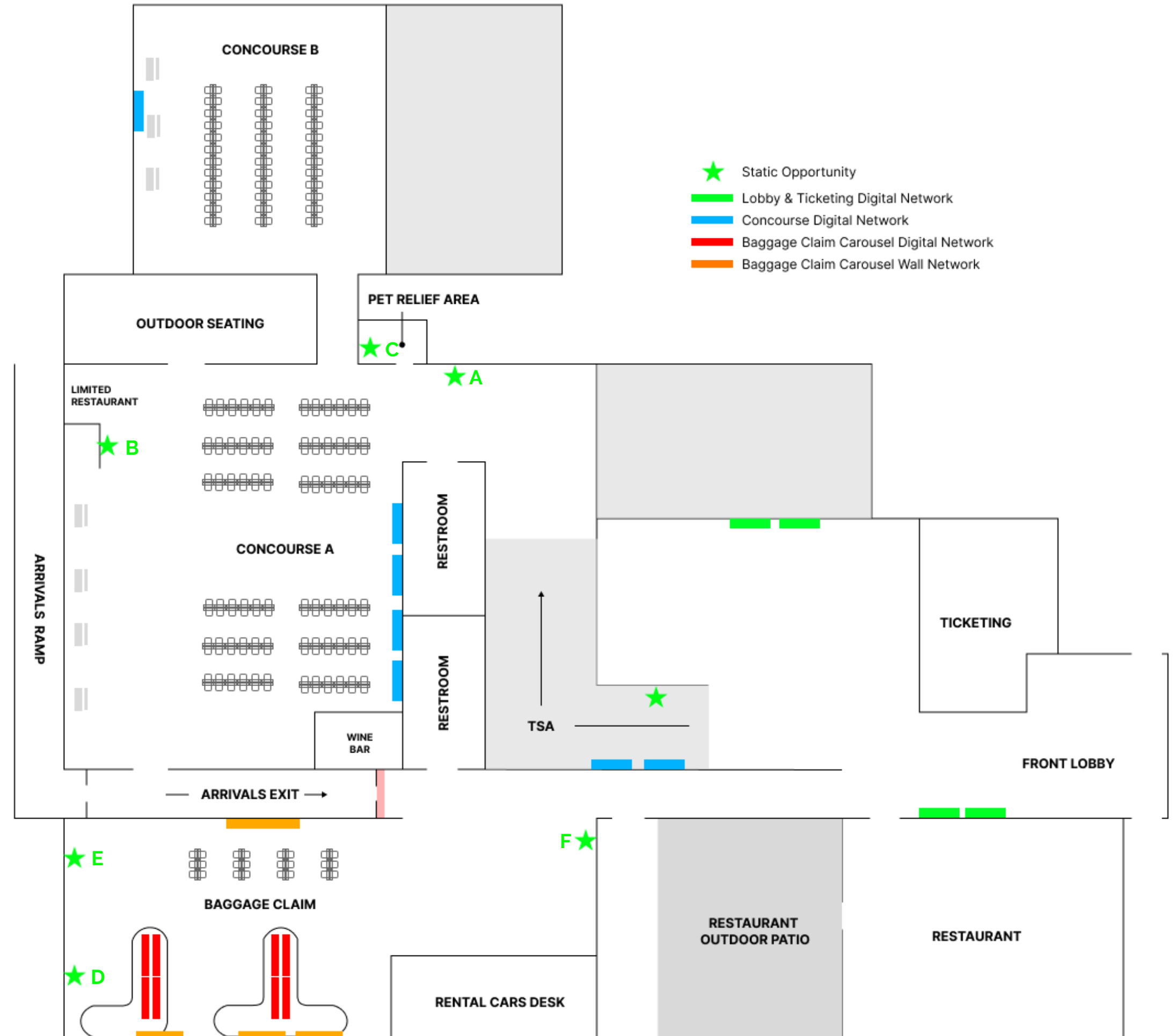
DETAILS

6-month minimum commitment



Advertising Opportunities

AIRPORT MAP



READY TO ADVERTISE WITH STS?

We're breaking away from the traditional mold of Airport Advertising and boldly advancing into the future.

Contact us today to get the ball rolling.

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