

**Missoula**  
MONTANA AIRPORT

# ADVERTISING

## Information & Rates

Missoula Montana Airport (MSO) | 5225 West Broadway, Missoula, MT 59808  
[flymissoula.com](http://flymissoula.com) | 406.728.4381 | [contactus@flymissoula.com](mailto:contactus@flymissoula.com)

# • THE AIRPORT •

MISSOULA MONTANA AIRPORT (MSO)



Missoula, located in picturesque Western Montana, is the state's second-largest city and metropolitan area, with a population of over 115,000.

With multiple nonstop routes on the country's top air carriers, MSO handles nearly 1 million passengers per year and is Western Montana's passport to everywhere.

MSO's brand new, state-of-the-art terminal building – Phase 1 completed in spring 2022 – offers travelers modern amenities with a touch of Western Montana flair.

## WHY ADVERTISE IN AN AIRPORT?



80% of travelers tend to notice airport advertising. MSO's average dwell time is over **90 minutes**.



2 million passengers travel through U.S. airports every day – MSO handles upwards of **2,500 passengers on a daily basis**.



Travelers are decision makers with an average household income of **more than \$100k**.

Monthly Passengers: **75,000**  
Annual Passengers: **900,000**

MSO is the primary airport for **500,000** people residing within 100 mile radius of the airport

# • ABOUT MSO •



Over 14 Nonstop Routes



Worldwide Connectivity

## IMMEDIATE IMPRESSIONS

Make a first impression with visitors immediately upon arrival and at departure! MSO's passengers consist of 25% business travelers and 75% leisure travelers – and they pay attention to advertising. With features like large foot traffic areas and 24/7 cost effective brand messaging, advertisers can ensure messages make an impact!

## ABUNDANCE OF DISPLAY OPTIONS

A broad selection of display options allows you to reach your audience with targeted, meaningful messaging. MSO offers custom packages, affordable options, and varying contract lengths. There is something for every advertiser. Discounts available for annual contracts. Save even more with a multi-year agreement.

## LIMITED, CUSTOM ADVERTISING OPTIONS

MSO's terminal is the perfect space for making a splash – whether it's floor displays, wall wraps, display cases, or sponsorships – custom advertising options are available. Full content takeover available on limited basis. Contact us for details!

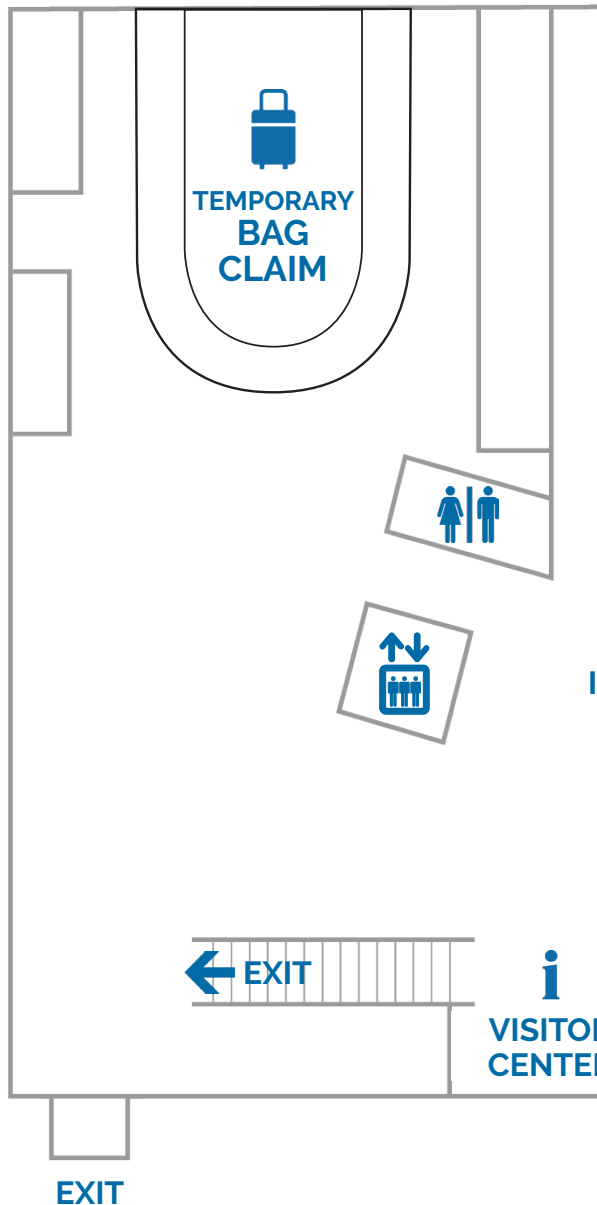
## OUR AIRLINE PARTNERS





# • TERMINAL MAPS •

## LEVEL 1



### INFORMATION

All departing passengers and airport visitors start their journey at MSO through the main entrance. The new, expansive lobby creates a warm welcome for both travelers and meeters/greeters entering the building.

The only operating escalator in Western Montana transports everyone to the second level to continue through security or to meet arriving passengers.

Baggage claim is also located on Level 1, a prime location to reach travelers with dwell time as they await luggage.



scan to interact  
with this space



# • TERMINAL MAPS •

## LEVEL 2

### INFORMATION

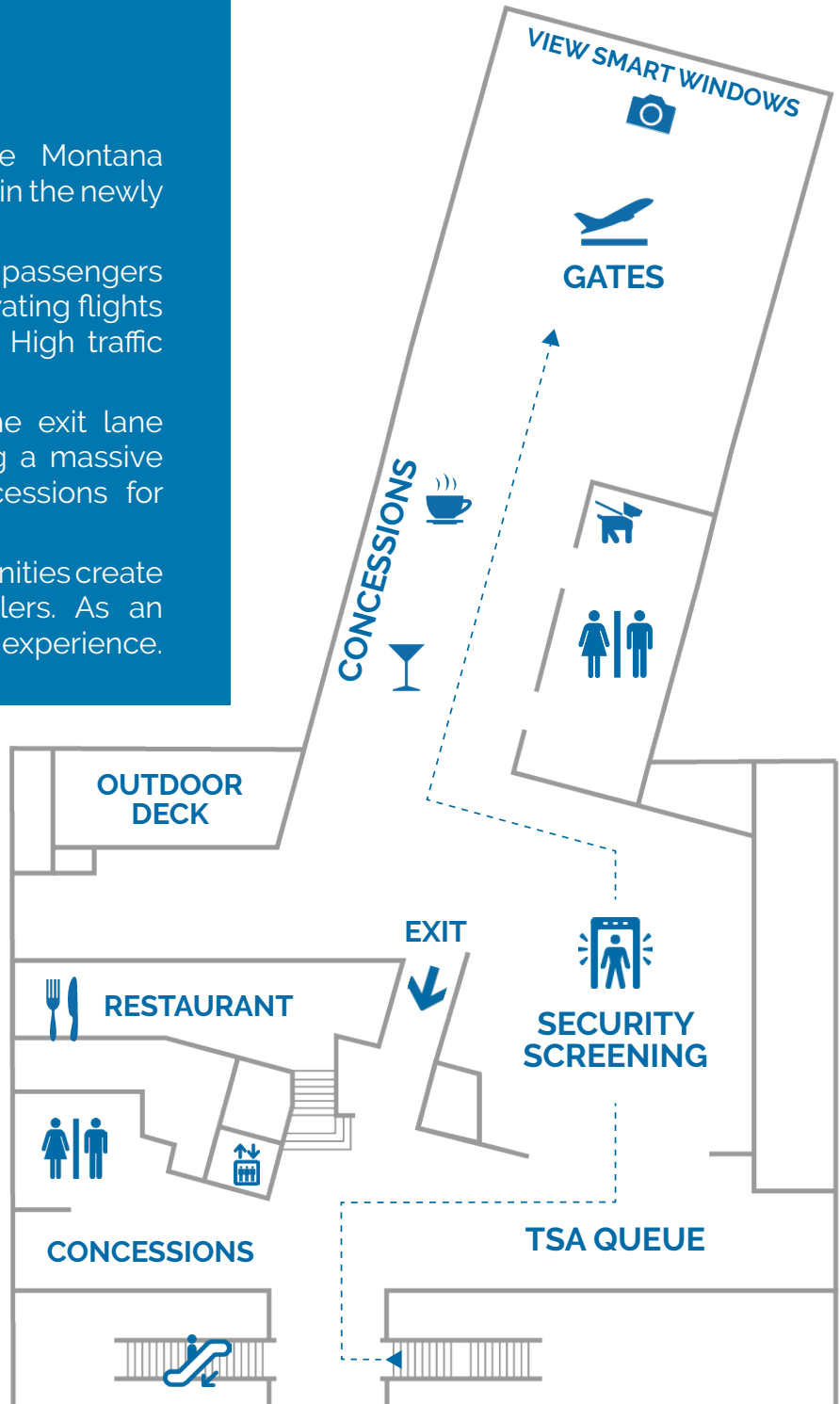
With vast window views of the Montana landscape, your message will shine in the newly constructed concourse.

Once through security, departing passengers spend an average of 90 minutes awaiting flights and congregate in the gate areas. High traffic areas surround the concessions.

Arriving travelers pass through the exit lane to a large reception area featuring a massive video wall and pre-security concessions for meeters/greeters.

Local art displays and premium amenities create a first-class experience for travelers. As an advertiser, you can be a part of this experience.

scan to interact  
with this space



# • MONTHLY RATES •



## DIGITAL STATIC \$450 | 1920x1080

With a minimum of 50 impressions per hour, your message is sure to get noticed! Ads display for 12 seconds on all monitors in baggage claim. By utilizing digital ad copy, creative assets can be changed easily and frequently.

*accepted formats: jpg, png, pdf*

## DIGITAL VIDEO \$600 | 1920x1080 | 30 sec.

If a picture paints a thousand words, a 30 second video paints tens of thousands! A minimum of 24 impressions per hour coupled with the dynamic nature of video content means advertisers have a huge opportunity to put their message in front of customers!

*accepted formats: mp4, m4v  
no sound, CC available*



## FEATURE WALL \$1500 | 60 sec. | up to 8k

This 8k feature wall measures a whopping 180 by 120 inches! With limited space available, your content gets premium viewership by departing passengers and meeters/greeters. Truly an outstanding and dramatic venue for delivering content!

*accepted formats: mp4, m4v  
16:9 ratio*

# • MONTHLY RATES •

## FLIGHT INFO DISPLAYS

**\$200 | 1080x600**

One of the most widely viewed systems in the airport, MSO's flight information display systems (FIDS) delivers flight information to both departing passengers and meeter/greeters. Impression rates are minimum 75 per hour. FIDS displays are located in multiple locations throughout the terminal for maximum exposure.

*accepted formats: jpg, png, pdf*



## VISITORS INFO CENTER

**\$25 | 4x9 brochure**

**\$40 | 8.5x11 magazine**

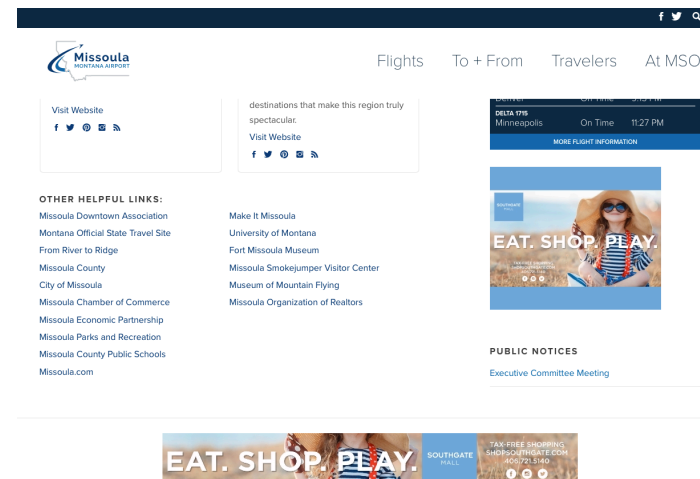
On the main level, both arriving and departing passengers browse the Visitors Information Center for brochures on activities and tourist destinations. Affordable rates make this one of MSO's most popular advertising options!

## WEBSITE

**\$350 | 300x250 | 730x90**

With over 615,000 annual page views from 170,000 users, this is one of MSO's fastest growing advertising options. Advertising opportunities include banners and slideshows.

*accepted formats: jpg, png, pdf*







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