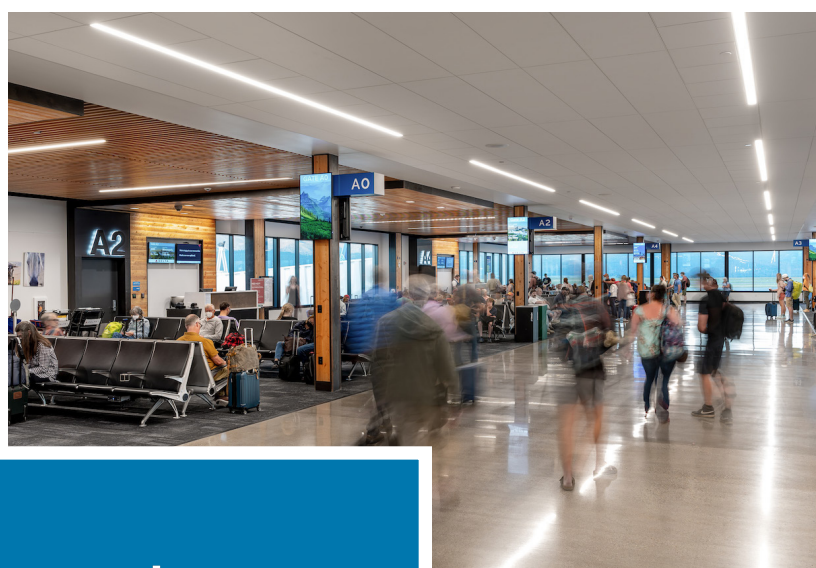




Missoula
MONTANA AIRPORT

ADVERTISING

Information & Rates

Missoula Montana Airport (MSO)

5225 West Broadway, Missoula, MT 59808

flymissoula.com | 406.728.4381 | 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 125,000.

With multiple nonstop routes on the country's top air carriers, MSO handles over 1 million passengers per year and is the starting point for your Montana adventure.

Recently completed in 2026, the new, state of the art terminal building offers travelers with world class views and modern amenities, all 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**.



2.7 million passengers travel through U.S. airports every day – MSO handles upwards of **2,900 passengers on a daily basis**.



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

Monthly Passengers: **88,000**
Annual Passengers: **1,060,000**

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

• ABOUT MSO •



Multiple Nonstop Routes



Worldwide Connectivity

IMMEDIATE IMPRESSIONS

Make a first impression with visitors immediately upon arrival and at departure! MSO's passengers consist of 30% business travelers and 70% 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 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. Contact us for details!

SOME OF OUR AIRLINE PARTNERS



• MONTHLY RATES •



DIGITAL STATIC \$450 | 1920x1080

With a minimum of 50 impressions per hour, your message is sure to get noticed! Ads are displayed for 12 seconds on the 6 static monitors located on the walls 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 WALLS \$1500 | 60 sec. | up to 8k

These 8k feature walls measures a whopping 180 by 120 inches! With locations in Baggage Claim and Meet & Greet/ Departures area, 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 System (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

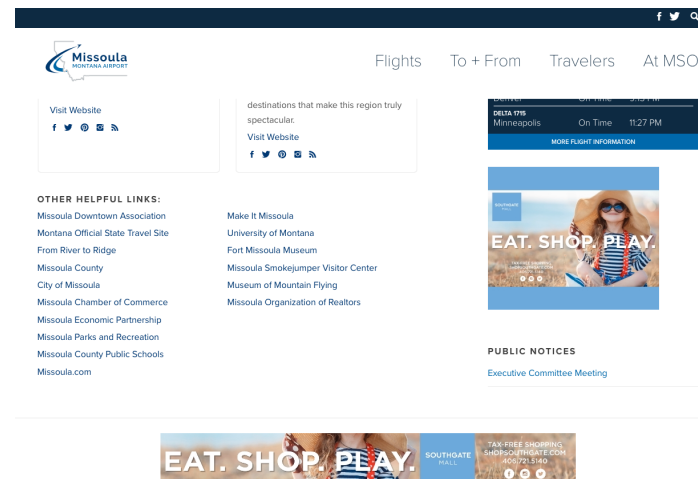
\$25 | 4x9 brochure
\$40 | 8.5x11 magazine

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



AIRPORT VIRTUAL TOUR ➤



flymissoula.com/advertising

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