



Your opportunity to reach travelers from around the globe

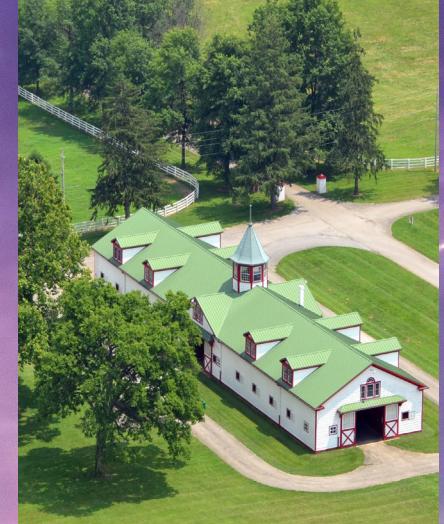
*Get advertising!*



For more information on advertising opportunities, contact Lauren Simmerman at 859.425.3243 or [lsimmerman@bluegrassairport.com](mailto:lsimmerman@bluegrassairport.com)

# The Best of the Bluegrass

The heart of the Bluegrass region is constantly growing. As the tourism, health care, retail, educational and cultural center for both central and eastern Kentucky, the Bluegrass region offers a diverse economy and strong workforce. More than 550,000 residents have made the greater Lexington area their home. The region also serves as the home for major corporations such as Lexmark International, Toyota Motor Manufacturing USA, LBX Company, Clark Material Handling Company, Tempur Sealy and Alltech—just to name a few.



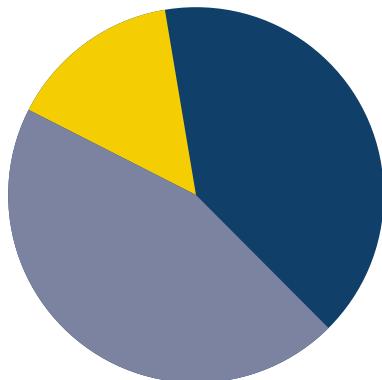
# Leverage a Captive Audience

As advertisers seek new opportunities to reach their customers, they will quickly learn that an airport provides a unique chance to capture the upscale, sophisticated consumer.

## Blue Grass Airport Demographics

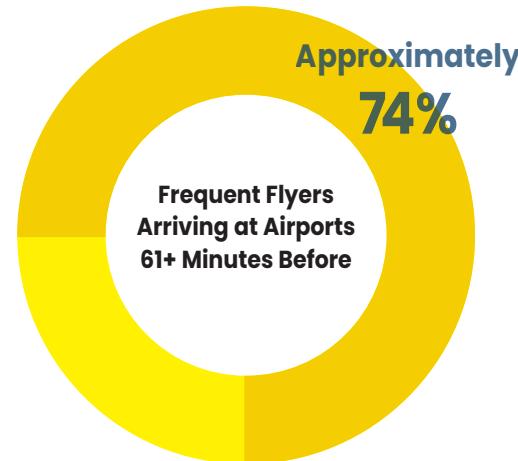
### Age of Travelers

**18-34 years**  
**35-54 years**  
**55+ years**



## National Airport Advertising Statistics

### Dwell Times



### Type of Travelers



**Business**  
**53.49%**



**Leisure**  
**42.44%**

### Responsiveness to Airport Ads



# About the Airport

Lexington is the home of Blue Grass Airport, which serves as many as 1.6 million passengers from central and eastern Kentucky. With passengers from a 54-county service area, Blue Grass Airport will provide you with multiple opportunities to reach worldwide visitors coming to explore the area as well as local clientele taking business and leisure trips from their regional airport.

Serving non-stop destinations on four airlines, Blue Grass Airport is the primary airport for almost 1 million individuals who reside within a 45-miles radius of the airport as well as the 1.5 million residents of central and eastern Kentucky.

## Advertising Options

Advertisers at Blue Grass Airport have multiple options within the terminal building and on property to reach their consumers.

### Several options include:

Terminal Doorway Wraps  
Wall Wrap Displays  
Backlit Displays  
Digital Displays  
Conference Packages

Selfie Booths  
Floor Graphics  
Brochure Displays  
Custom Product Displays  
Special Event Banners

### Do you have other ideas?

Share your thoughts with us and we will do our best to accommodate you! Blue Grass Airport will gladly customize an advertising package to best suit your needs.



### Passenger Statistics (July 2024–June 2025):

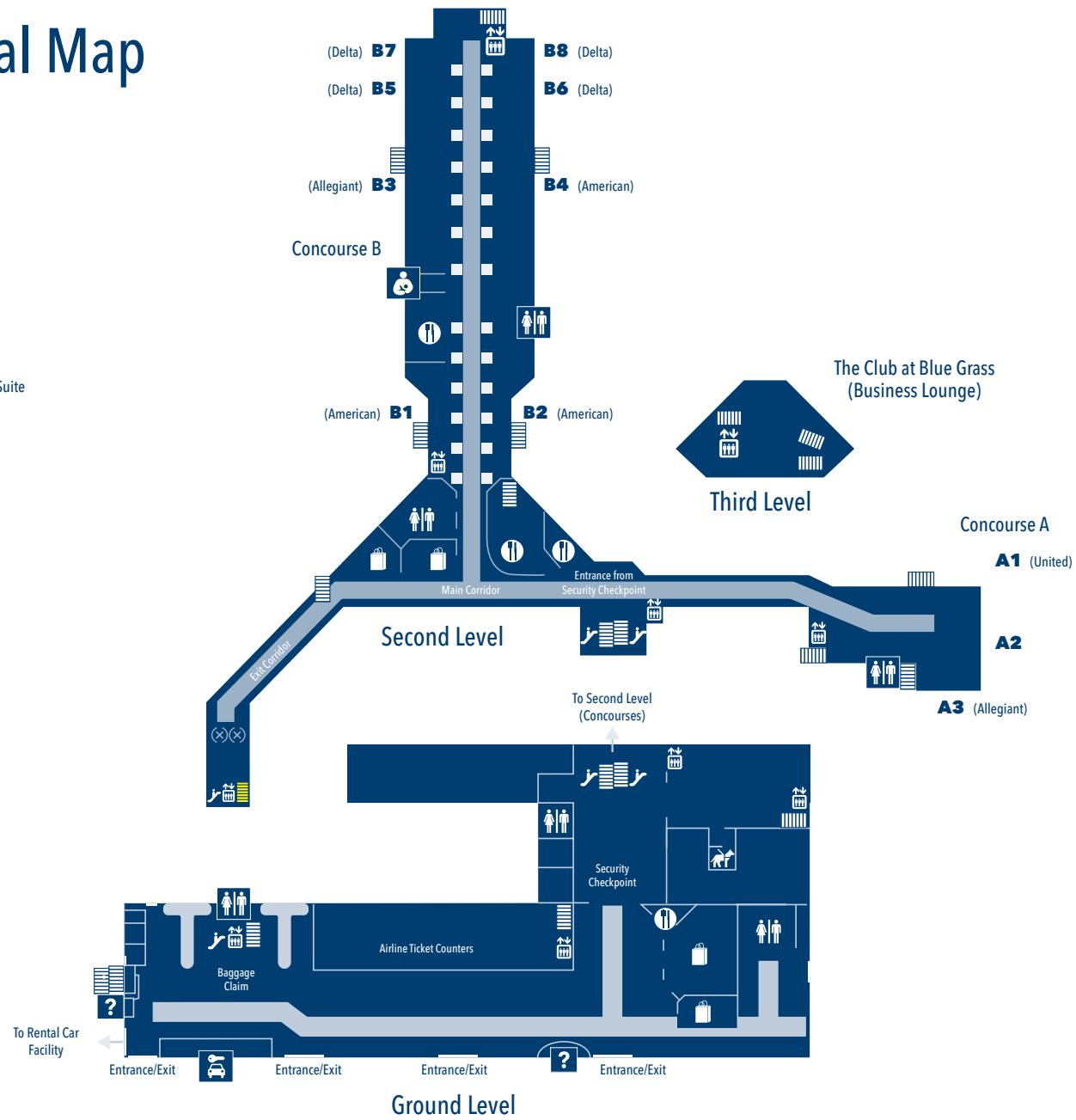
Monthly Passengers	<b>133,389</b>	Annual Passengers	<b>1,600,672</b>
Monthly Impressions	<b>400,168</b>	Annual Impressions	<b>4,802,016</b>



# Terminal Map

## Terminal Map

- Dining
- Elevator
- Escalator
- Information
- Mothers' Nursing Suite
- Pet Relief Area
- Rental Cars
- Restrooms
- Shopping
- Stairs



# Terminal Doorway Wraps

Wrap your artwork above one of the main entry and exit doorways of the terminal! This is a unique place for any ad as it is large enough to grab the attention of both incoming and outgoing passengers. With only four locations available, this high-profile location creates a lasting impression on consumers as they arrive in Lexington and are greeted by your company message.

Note: Due to the location of these ads, 60 percent of the message must include a welcome to our region and the remainder can be product/service advertising.

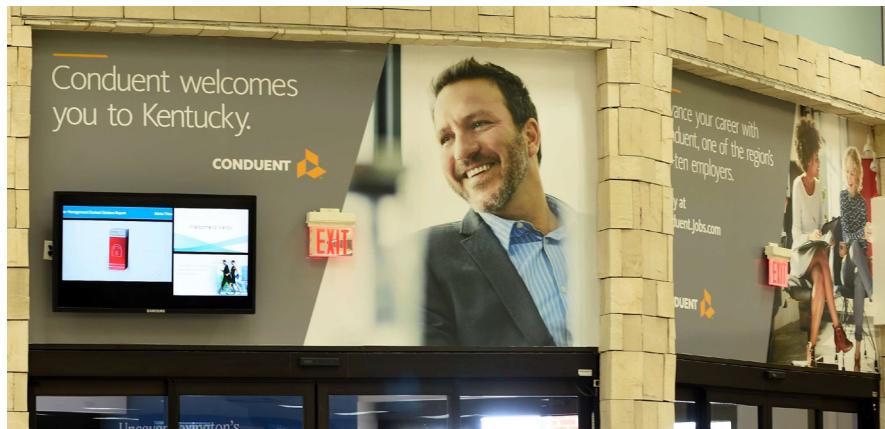
## Approximate Size:

276" W x 60" H

## Pricing:

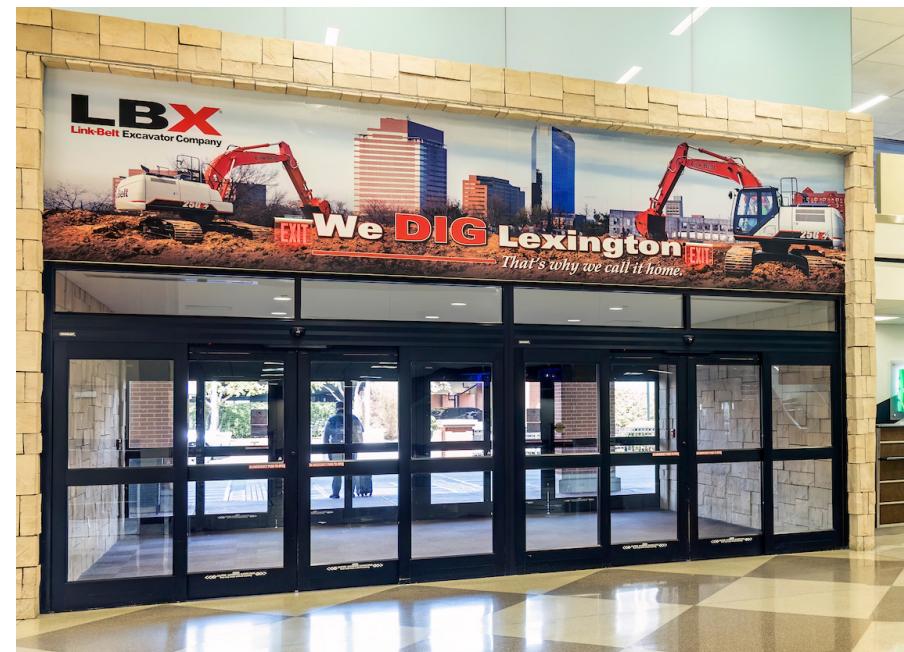
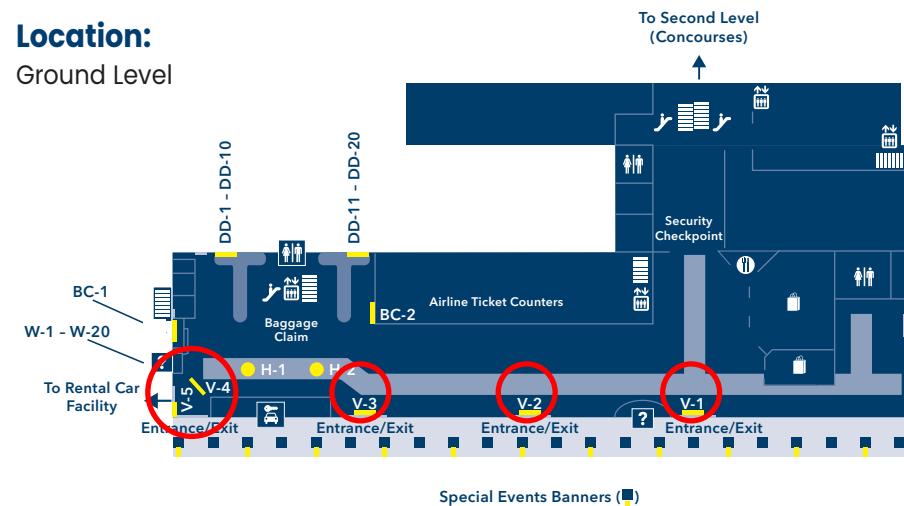
Baggage Claim:	<b>\$2,125/month</b>
Main Lobby:	<b>\$1,325/month</b>
Doorway Interior:	<b>\$1,025/month</b>

All pricing is net and based on a 12-month contract. Discounts are available for three-year contracts or auto-pay plans.



## Location:

Ground Level



# Wall Wraps

Located in key areas throughout the concourses and near the terminal entry/exit doorways, advertisers can position their message on large wall wraps with lighting directly above them. Wall wraps are positioned in high-traffic locations throughout the entire terminal so advertisers can select the placement that best targets their audience.

## Pricing:

Concourse A: **\$1,025/month**

Concourse B Gate: **\$1,375/month**

Main/Exit Corridor: **\$1,725-\$2,025/month**

Soffit Wall (Large): **\$1,825/month**

Soffit Wall (Medium): **\$1,625/month**

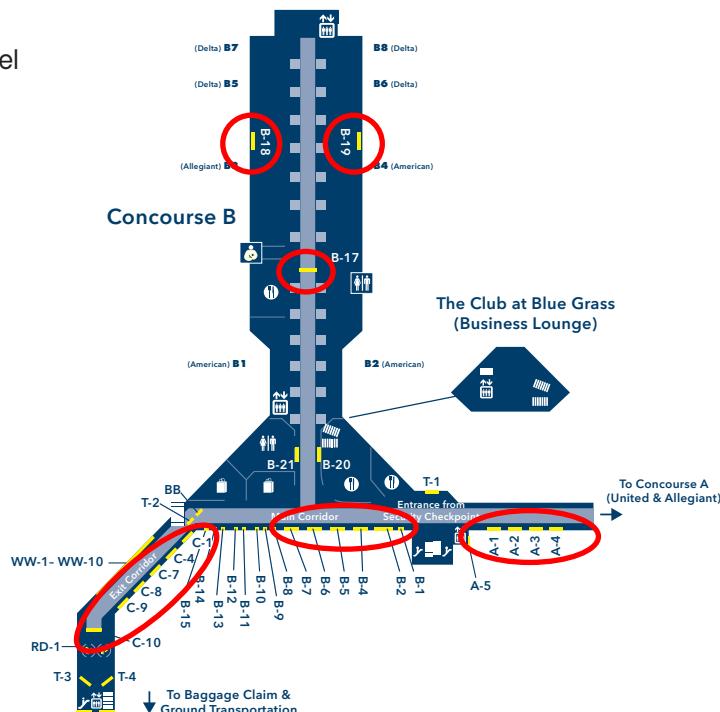
All pricing is net and based on a 12-month contract.

Discounts are available for three-year contracts or auto-pay plans.

Additional fees may apply to premium locations in the terminal.

## Location:

Second Level



# Backlit Displays

Illuminate your ad in a backlit display and draw the attention of incoming and outgoing passengers. Located throughout the terminal, these displays come in a variety of sizes and provide a price-efficient option for advertising within the terminal.

## Approximate Size:

30" or 60" W x 43" H

## Pricing:

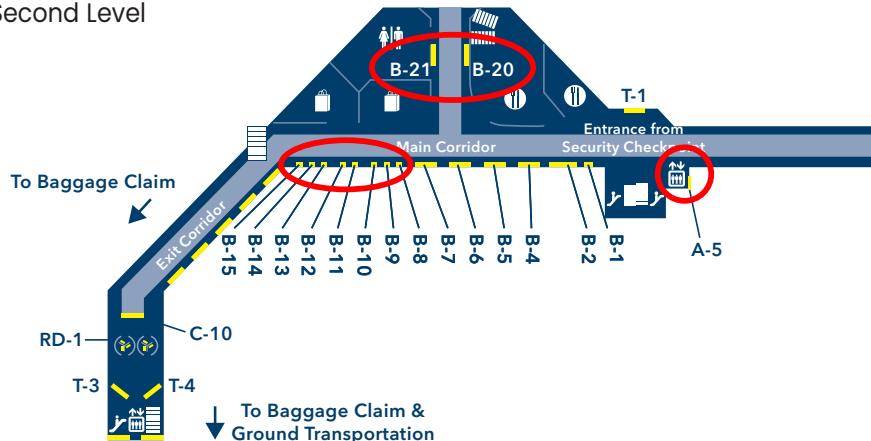
Large Concourse Displays: **\$775/month**  
Small Concourse Displays: **\$625/month**

All pricing is net and based on a 12-month contract. Discounts are available for three-year contracts or auto-pay plans.



## Location:

Second Level



# Brochure Displays

Conveniently located at the Welcome Center near baggage claim, the airport's desk includes display racks that hold brochures. The Welcome Center is the central information hub in the baggage claim area and is the desk where most passengers visit upon arriving in Lexington.

## Approximate Size:

3.5" W x 8.5" H or 8.5" W x 11" H

## Pricing:

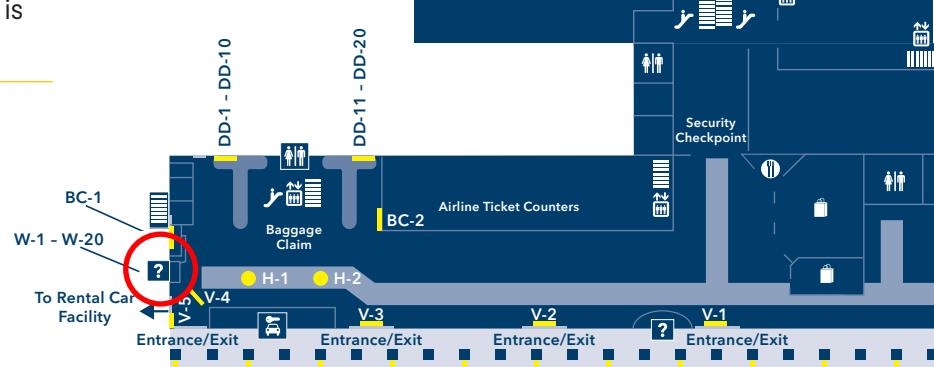
Brochure Only:

**\$65/month**

All pricing is net and based on a 12-month contract. Prepayment is required.

## Location:

Ground Level



# Brochure Displays

Enjoy the opportunity to reach visitors/arriving passengers and encourage them to tour the various distilleries in the Bluegrass! Place your distillery's brochure in this unique holder that is created out of reclaimed barn wood. This location is conveniently located near Cork & Barrel, our post-security bourbon retail store.

## Approximate Size:

3.5" W x 8.5" H

## Pricing:

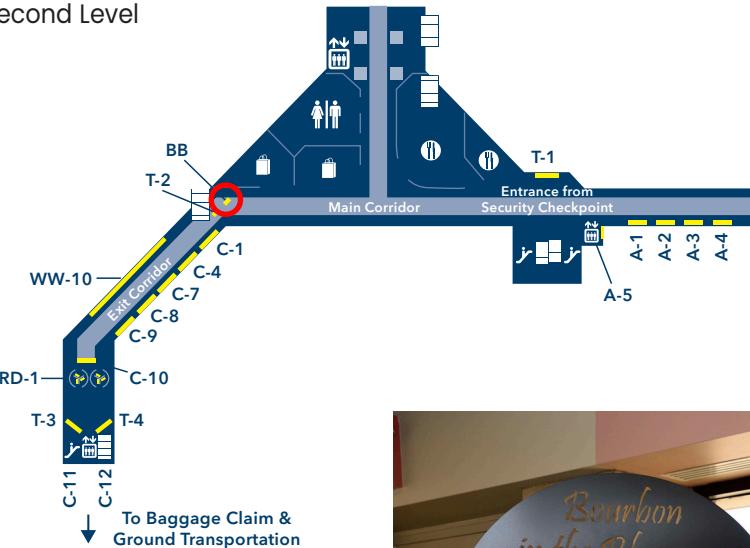
Bourbon Distillery & Welcome Center: **\$65/month**

All pricing is net and based on a 12-month contract. Prepayment is required.



## Location:

Second Level



# Fabric Displays

Several fabric display areas are designated throughout the concourses on a short-term basis to inform passengers of their arrival during a particularly exciting and special event. These displays offer the flexibility to customize your message to a targeted group of passengers while they are visiting Lexington. This is a great opportunity to share your message during Lexington's popular equine and cultural events or a corporate conference.

## Approximate Size:

60" W x 60" H

## Pricing:

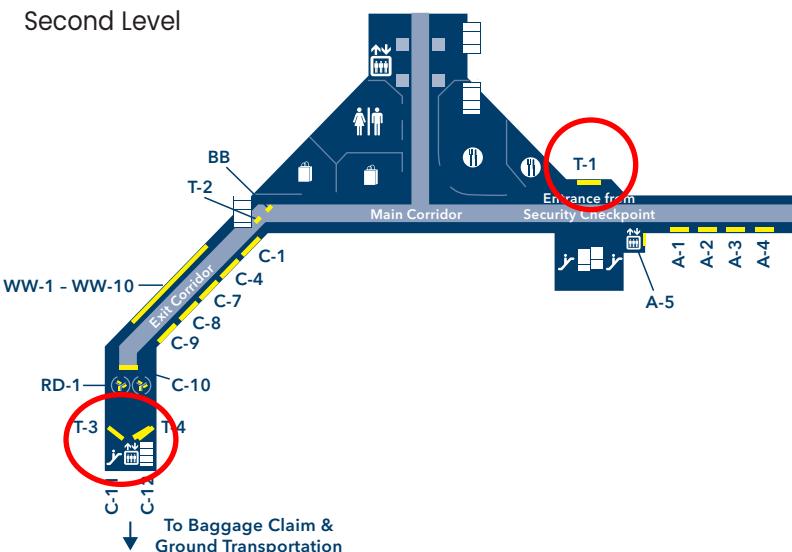
\$1,600/month

All pricing is net. Maximum 30- or 60-day contracts. Prepayment is required.



## Location:

Second Level



# Digital Displays (Security Checkpoint)

Through this uniquely located digital display overlooking the pathway to TSA security checkpoint, advertisers will enjoy the opportunity to creatively present their message to all departing passengers. Additional benefits include the increased dwell time of passengers and other bystanders as well as the opportunity to deliver a final message to departing travelers.

Approximately 650,000 annually departing passengers travel through the security area.

## Approximate Size:

132" W x 24" H

5700 pixels x 1800 pixels

## Pricing:

**12-Month Contract**    **\$1,100/month** (per 10-second slot)

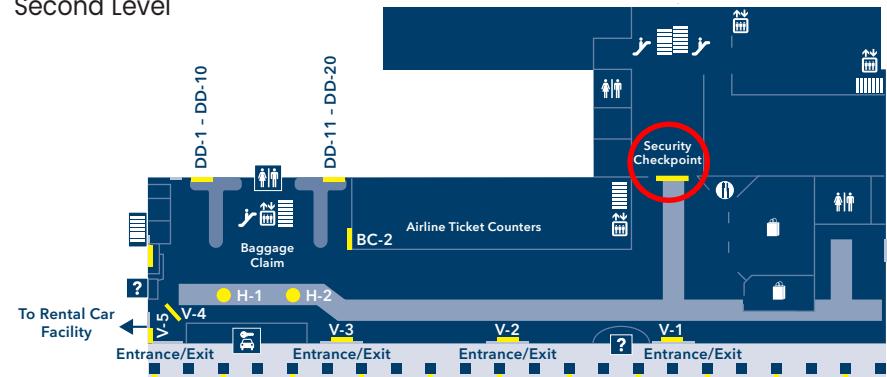
**Monthly Contract**    **\$1,300/month** (per 10-second slot)

All pricing is net. Discounts are available for three-year contracts or auto-pay plans. Prepayment is required for contracts 90 days or less.



## Location:

Second Level



# Digital Displays (Concourse Exit)

Highlight your advertising campaign with two high-resolution digital displays located just outside the concourse exit above the escalator and staircase to baggage claim. Since all arriving passengers pass through this area to exit the terminal, it is the perfect way to welcome your customers to Lexington! Enjoy the flexibility to easily change your artwork and update your message whenever needed on these unique, vertically-oriented displays.

## Approximate Size:

49" W x 85" H

2160 pixels x 3840 pixels

## Pricing:

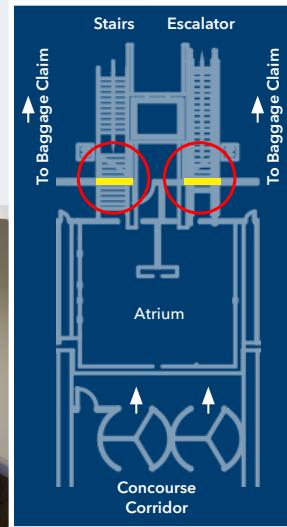
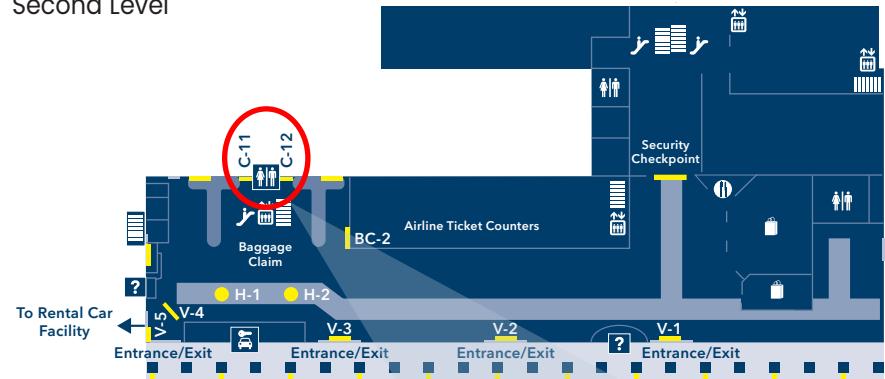
**Left Display (above staircase)** **\$1,400/month** (per seven-second slot)  
**Right Display (above escalator)** **\$1,600/month** (per seven-second slot)

All pricing is net and based on a 12-month contract. Discounts are available for three-year contracts or auto pay plans.



## Location:

Second Level



# Digital Displays (Baggage Claim)

Showcase your advertising campaign on Blue Grass Airport's two digital video walls with ultra high-definition panels in baggage claim. This digital medium consisting of six full HD displays provides the most current technology to showcase your long-term or short-term advertising campaign and is perfect for anything from static images to dynamic video.

Located in the airport's high-traffic baggage claim area, more than 650,000 arriving passengers annually will see these panoramic displays as they wait for their luggage or meet their friends and family.

Produce your message to fit across all six screens on each unit or enjoy the flexibility of combining images by using smaller portions of the screen.

## Approximate Size:

120" W x 48" H

4800 pixels x 1800 pixels

## Pricing:

### 12-Month Contract

One Display: **\$1,100/month** (per 10-second slot)

Two Displays: **\$2,000/month** (per 10-second slot)

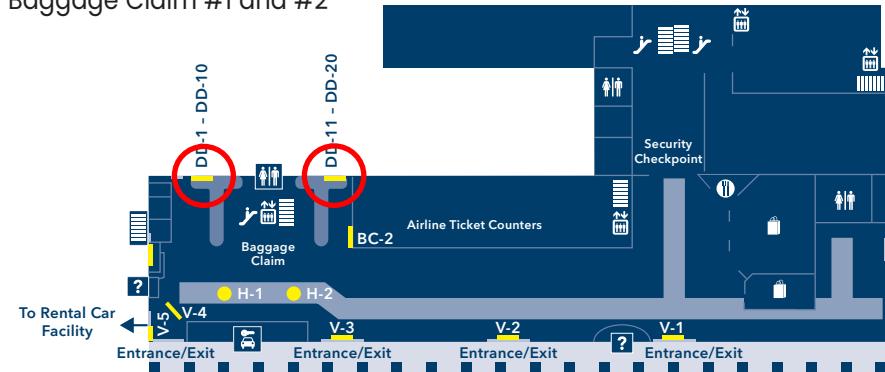
### Monthly Contract

Each Display: **\$1,600/month** (per 10-second slot)

*All pricing is net. Discounts are available for three-year contracts or auto-pay plans. Prepayment is required for contracts 90 days or less.*

## Location:

Baggage Claim #1 and #2



# Digital Displays (WestLEX)

Advertise in the airport's new general aviation facility—WestLEX! Designed for private aircraft owners, hangar tenants and flight school students, this facility includes a reception area, lounge, flight planning area and conference room. WestLEX serves as home to the Lexington Flying Club, NexGen Aviation (flight school) and Thoroughbred Aviation (aircraft maintenance). This facility is also used for special events (up to 500 guests) and VIP/dignitary arrivals.

## Approximate Size:

65" monitor

1920 pixels x 1080 pixels

## Pricing:

**Six-Month Contract**    **\$300/month** (per 10-second slot)

**Monthly Contract**    **\$350/month** (per 10-second slot)

All pricing is net. Prepayment is required for contracts 90 days or less.



# Parking Garage Exit Soffit

Take advantage of the opportunity to target and advertise to local Kentucky travelers through our parking garage exit soffit. This location provides the perfect opportunity to creatively capture the attention of Kentuckians as they exit the airport property.

## Pricing:

**\$1,400/month**

*All pricing is net and based on a 12-month contract. Discounts are available for three-year contracts or auto-pay plans.*



# Special Event Banners

Are you hosting a conference or putting on an event? Our exterior special event banners can be used as a welcome sign displaying your event. Located on the columns outside the terminal building, banners can be purchased for a one-month rental, beginning with the first of the month. This is a great opportunity to obtain high exposure and welcome attendees for an event or conference in the central Kentucky region. Quantity: 11 banners.

## Approximate Size:

45.75" W x 36" H

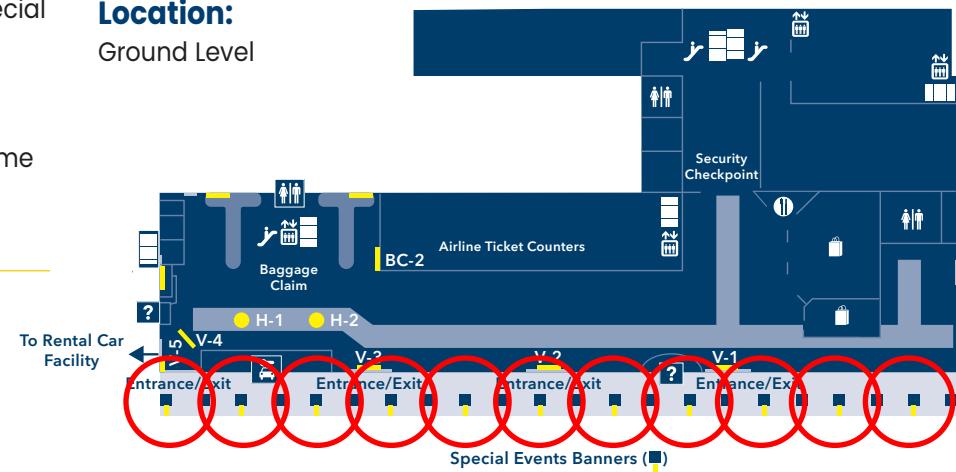
## Pricing:

\$1,650/month

All pricing is net. Banners must promote an event or conference within the airport's designated 54-county service area. Recommended artwork includes company logo and event name, no additional text due to size. Prepayment is required.



**Location:**  
Ground Level



# Floor Displays (Baggage Claim)

Display your artwork under the feet of passengers in Baggage Claim! This unique placement at the bottom of the stairs, escalator and elevator offers space for three ads. All arriving passengers walk through this area to exit the terminal, and it receives attention from friends and family waiting in baggage claim to pick up and welcome home travelers. This high-profile location provides dwell time and large passenger volume.

## Approximate Size:

Design size to be agreed upon between the airport and advertiser. Choice of three graphics with a maximum of 100" diameter per graphic in rental car area or five graphics with a maximum of 36" diameter per graphic surrounding a single baggage belt.

## Pricing:

**\$2,900/month** (three floor graphics up 100" in diameter)

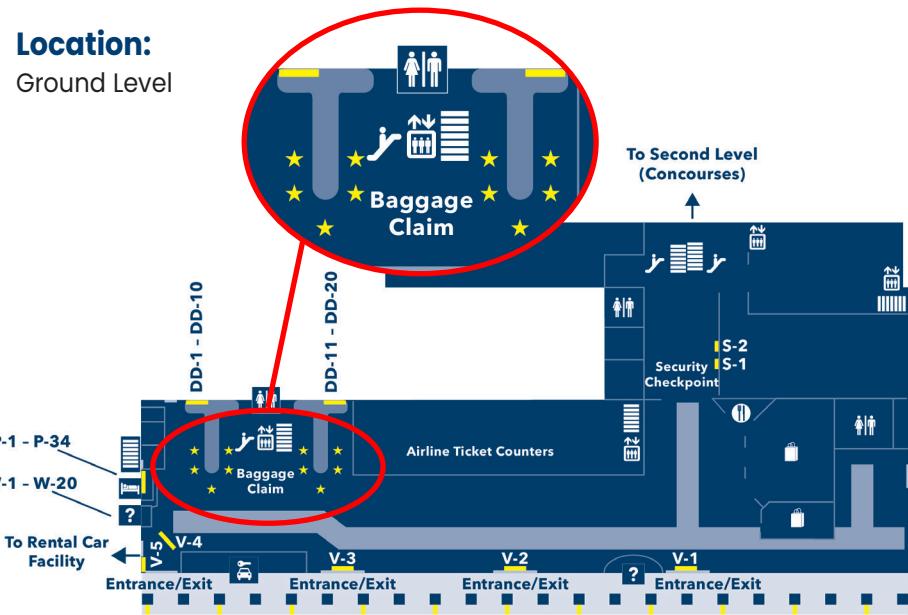
**\$1,950/month** (five floor graphics up to 36" in diameter)

All pricing is net. Maximum 90-day contract. Prepayment is required.



## Location:

Ground Level



Special Events Banners (■)



# Floor Displays (Concourse B)

Display your artwork under the feet of passengers in Concourse B! This unique placement offers space for up to five ads on the tile between one of the restaurants and the restrooms. Your ads can grab the attention of both incoming and outgoing passengers that travel through Concourse B. This high-profile location creates a lasting impression on passengers.

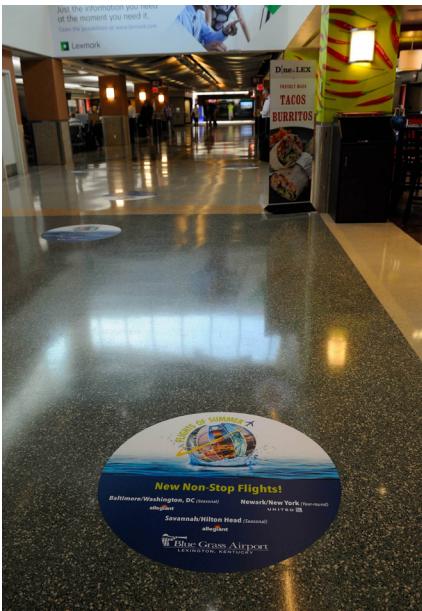
## Approximate Size:

Design size to be agreed upon between the airport and advertiser. Package includes five graphics with a maximum of 36" diameter per graphic in Concourse B. Floor graphics must remain within the Concourse B area.

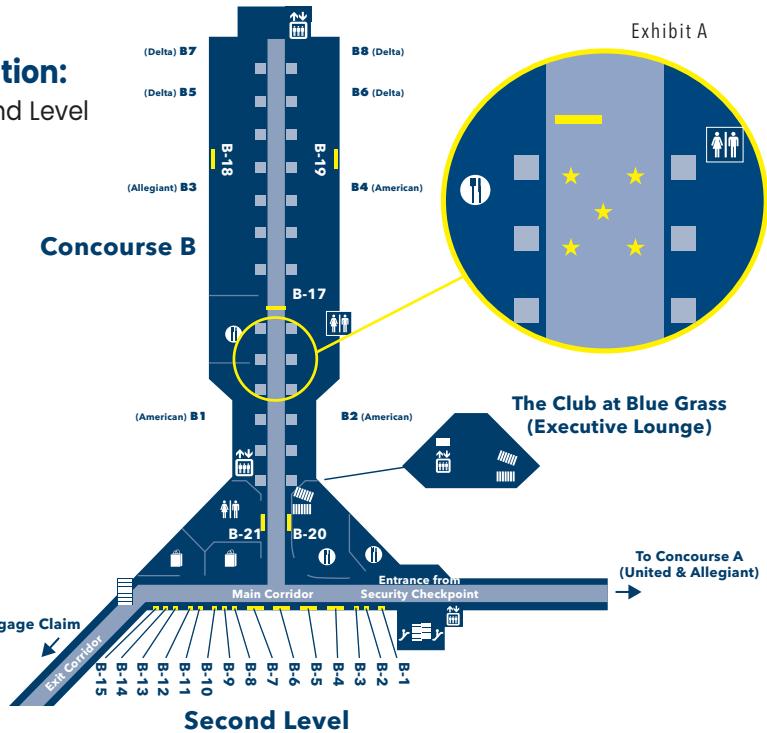
## Pricing:

**\$1,750/month** (five floor graphics up to 36" in diameter)

All pricing is net. Maximum 90-day contract. Prepayment is required.



**Location:**  
Second Level



# Custom Product Displays

Share information on your company's products by creating a custom product display along with a free-standing sign. The airport terminal and property includes several areas perfect for vehicles, equipment, ATV, custom signage, selfie booths and more!

## Approximate Size:

Size to be agreed upon between the airport and advertiser.

## Pricing:

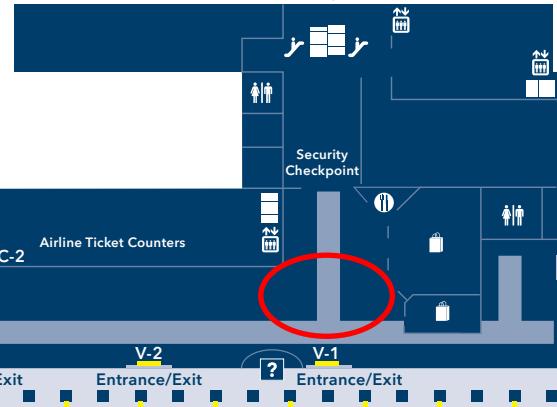
**\$1,900+/month**, depending on size and location

All pricing is net. Prepayment is required for contracts 90 days or less.



## Location:

Ground Level



# Specialty Advertising Opportunities

We offer a wide variety of specialty advertising opportunities and are always open to new ideas. Listed below are several options for consideration:

- **Automobile, equipment or boat displays**
- **Stairstep advertising graphics**
- **Security zip-top bags**
- **Luggage carts**
- **Promotional items**
- **Selfie booth**

Do you have other ideas? Share your thoughts with us and we will do our best to accommodate you!

