



ILM

Contact Information:

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Wilmington International Airport Media Kit

In 2018, ILM experienced a **record breaking year** with **934,058 passengers** flying to/from ILM! ILM airport offers a suite of advertising options for businesses that would like to gain superior visibility and convey brand messages to this targeted demographic.



ILM Client Profile

Business Travelers

- 62% Male
- 64% age 18-54
- 50% HHI \$100K+
- 65% Hold a 4-year College Degree
- 49% took at least 5 trips in the past year.

Leisure Travelers

- 59% Female
- 48% age 18-54
- 23% age 65-74
- 33% HHI \$100K+
- 54% Hold a 4-year College Degree

* Based on ILM's 2013 Market Perception Study

Airport Stats

Calendar Year 2018

Total Passengers: 934,058

Commercial Air Carriers:

American Airlines, Delta, United Airlines

Current Air Service

2018

3 network airlines serve:

- 8 non-stop destinations
- 7 hubs
- 6 international gateways

Social Stats

Dec 2018

Facebook: 21,700+

Twitter: 4,800+

Instagram: 1,400+



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Advertising Opportunities

Back-Lit Graphics

- Concourse
- Main Terminal
- Atrium
- Baggage Claim

Brochures

- Main Atrium

Digital Displays

- Baggage Claim
- Concourse

In-Terminal Kiosks

Wi-Fi Landing Page

Column Wraps

Social Media



Back-Lit Graphics.....\$350 - \$500/month

Choose your location and size to fit your budget. A variety of sizes are offered and range from 24" x 48" (baggage claim) to 45.5" x 45" (concourse).

Digital Displays.....\$400/month

15 seconds of every minute, your graphic/video is displayed on the baggage carousel.



Column Wraps.....\$400 per column/month

Select locations available for this visually impactful advertising opportunity. 51" x 91"

Brochures.....\$25/month

Magazine Distribution.....\$50/month

Advertise your event or tourist attraction, or distribute your magazine at our Information Desk.



*Please inquire for a custom proposal.