



# ILM

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## Wilmington International Airport Media Kit

In 2019, ILM reached a major milestone; **1,075,963 passengers** flew 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 2019

**Total Passengers:** 1,075,963

**Commercial Air Carriers:**

American Airlines, Delta, United Airlines

### Current Air Service

2020

**3 network airlines serve:**

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

### Social Stats

Dec 2019

**Facebook:** 22,150+

**Twitter:** 5,141+

**Instagram:** 1,696+



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## Wilmington International Airport Media Kit

### 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.