

Wilmington International Airport Media Kit



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As a gateway to southeastern North Carolina, ILM's diverse passengers include corporate employees, entrepreneurs, tourists, retirees and families. Frequent flyers appreciate ILM's convenience, cleanliness, friendly-staff, and accessibility. At the onset of COVID-19, ILM took swift action to implement enhanced safety, cleaning and disinfecting protocols. Passenger counts at ILM have rebounded steadily and trend above the national average.



Airport Stats

2019 Total Passengers:

1,075,963

Commercial Air Carriers:

American Airlines, Delta,
United Airlines

3 network airlines serve:

Numerous nonstop
destinations, hubs, and
international gateways

Economic Impact:

The NCDOT Division of
Aviation's 2018 report
estimated ILM's economic
impact at \$1.752 billion and
nearly 13,000 jobs.

ILM Terminal Expansion

ILM is embarking upon a terminal expansion. The airport has already completed phases 1 and 2 and is now in the final phase of the project. Once complete, the ILM terminal will grow by 75%, expanding to 162,800 SF.



The expansion will provide more room for travelers and enhanced amenities including an expanded TSA checkpoint, a new concourse and additional gate seating as well as new restaurant/retail space.

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Advertising Opportunities

Back-Lit Graphics

- Concourse
- Main Terminal
- Atrium
- Baggage Claim

Digital Displays

- Baggage Claim
- In-Terminal Kiosk

Column Wraps

- Pre and Post Security Locations

Wi-Fi Landing Page

- Viewable to all accessing ILM's free Wi-Fi

Brochures

- Main Atrium



Back-Lit Graphics.....\$400 - \$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).

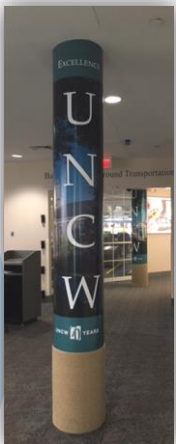
Digital Displays.....\$400/month

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.

Current advertisers receive priority on new opportunities with terminal expansion.