

# Wilmington International Airport Media Kit



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flyILM.com



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 2020 report  
estimated ILM's economic  
impact at \$2.2 billion and  
16,385 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

### Digital Displays

- Post-security

### Baggage Belt Ads

- Baggage Carousels

### Back-Lit Graphics

- Select locations, as available

### Wi-Fi Landing Page

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



### Digital Displays.....\$500/month

Your graphic or video is displayed for 15 seconds, rotating throughout **all** screens located post-security including the corridor, terminal gate monitors, and monitors by FIDS and the restrooms. Approx. 50" display screens with 4K Ultra HD.

### Baggage Belt Ads.....\$400/month

Your graphic or video is displayed for 15 seconds on both baggage carousels. Approx. 55" display screens.



### Back-Lit Graphics.....\$400 - \$500/month

Select locations offered, as available. A variety of sizes range from 24" x 48" (baggage claim) to 45.5" x 45" (concourse).

### Wi-Fi Landing Page.....\$1,000/month

Your digital ad with click through placed on the terminal wi-fi landing page.

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

\*Discounts for multiple locations may apply. Please inquire for a custom proposal.

**Current advertisers receive priority on new opportunities within the terminal expansion.**