

ADVERTISING | Information & Rates

Wilmington International Airport (ILM)
1740 Airport Blvd. | Wilmington, NC 28405

THE AIRPORT



Wilmington International Airport (ILM) is located just north of Wilmington, North Carolina in one of the fastest growing regions in the southeastern U.S. and the country. The mission of Wilmington International Airport is to provide an exceptional airport experience for its customers, connecting the Cape Fear Region to the global marketplace.

In 2022, ILM set a new passenger record, serving over 1 million passengers (1,086,245).

ILM proudly provides air service through American Airlines, Avelo Airlines, Delta, Sun Country Airlines, and United. These 5 commercial airlines serve numerous nonstop destinations, hubs, and international gateways.

Why advertise in an airport?



Travelers have a higher than average household income and the power to make purchasing decisions.



2022 saw a strong return to travel with over 900 million travelers flying within the US.



Airport passengers are a captive audience. ILM has an average 90-minute dwell time.

Why ILM?

- ✈ Over 1 million annual passengers
- ✈ Averaging 90,000 passengers/month
- ✈ Averaging 520 weekly commercial flights
- ✈ Reach inbound and outbound flyers
- ✈ Variety of ad types and locations
- ✈ Support your local community

WHAT'S NEW AT ILM?

Travelers have 14 nonstop route options providing access to over 360 destinations.



Terminal Expansion

To accommodate growth and an exceptional airport experience for our customers, ILM is expanding our terminal by 75%.

Many components of the \$68 million project are already open and operating, serving thousands of passengers every day.

The new, clean open space provides increased room for more travelers and amenities and the perfect opportunities to reach your audience.

Travel Growth

Travel has rebounded at Wilmington International Airport. ILM surpassed pre-pandemic passenger numbers and added two new airlines in 2022. With a growing community and increased demand for travel, passenger volumes will continue to increase at ILM.

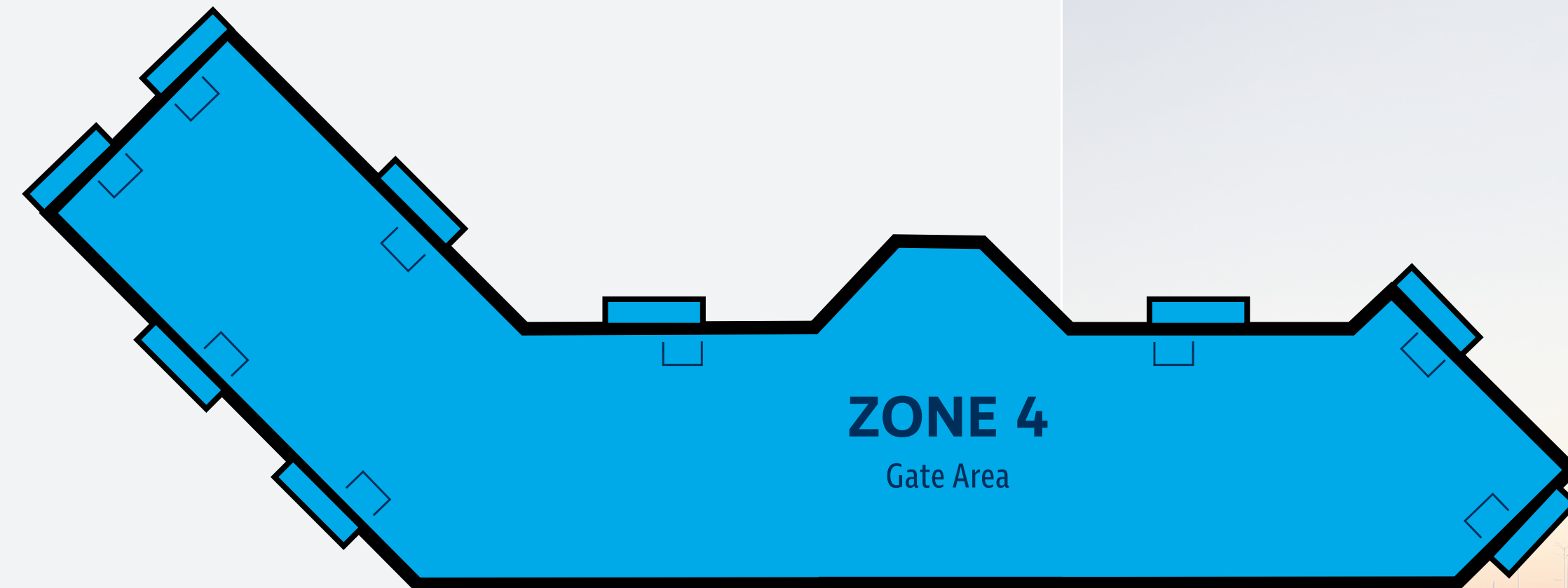




DISPLAY OPTIONS

Wide Variety of Options

- Digital Monitor Displays
- Backlit Graphics
- Tension Fabric Displays
- Banner-Up Displays
- Wall Wraps
- WiFi Landing Page
- Magazine Distribution
- Selfie Station
- Customized Spaces



ZONE 4

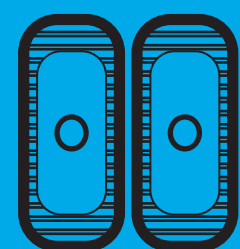
Gate Area



TERMINAL MAP

ZONE 3

TSA Checkpoint
and
Circulation
Area



Baggage
Claim

ZONE 1

Terminal Exits



Ticketing

ZONE 2

Terminal Entrances





DIGITAL DISPLAY RATES

With affordable options and varying contract lengths, there is something for everyone. Digital ads display for 15 seconds on all monitors in each zone. Static or video ads, your choice! Discounts available for annual contracts. Save even more with a multi-year agreement.



ZONE 1 – BAGGAGE CLAIM

make an impact immediately upon a visitor's arrival

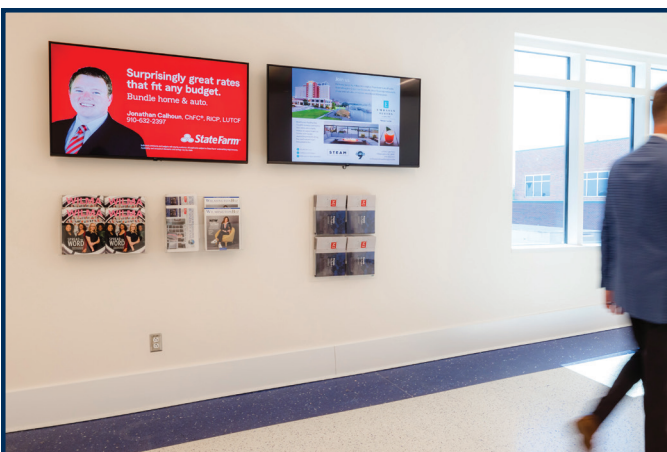
6 months	1 year
\$600 / month	\$500 / month



ZONE 2 – TICKETING

get your message up front to those checking in at ILM

6 months	1 year
\$450 / month	\$400 / month



ZONE 3 – CHECKPOINT & CIRCULATION

reach every single arriving and departing passenger

6 months	1 year
\$600 / month	\$500 / month



ZONE 4 – GATE AREA

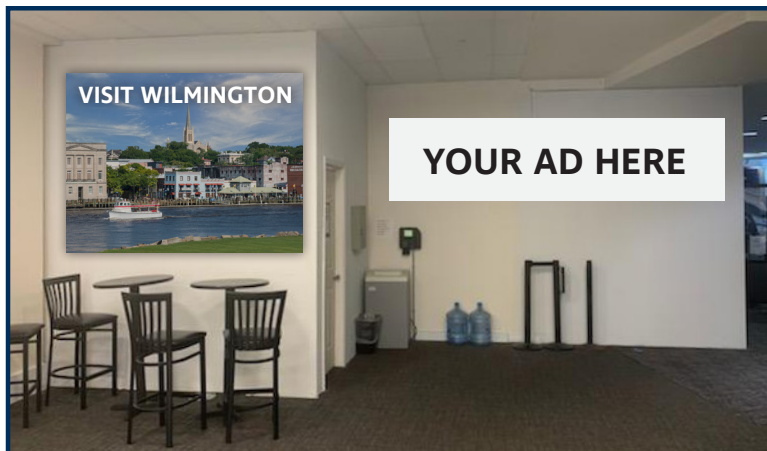
passengers spend the most time in the gate areas

6 months	1 year
\$550 / month	\$500 / month

DISPLAY RATES



From wall wraps and window clings to tension fabric and creative outdoor spaces, ILM offers many options for advertisers at affordable rates with unbeatable audience impressions. Reach passengers as they make their way through the terminal, await their flight, and upon arrival and departure at the airport.



TSA COLLECTION AREA

SEG frames outside security checkpoint

1 year

\$300 / month



TSA GLASS PARTITION

window cling visible to incoming passengers

1 year

\$800 / month



CONCOURSE ENTRY – OVERHEAD

premium display at entrance to main concourse

1 year

\$900 / month



DISPLAY RATES

CONCOURSE WALKWAY

multiple opportunities for tension fabric displays

LARGE	X-LARGE
\$500 / month	\$800 / month



CONCOURSE WALKWAY

several opportunities for window clings

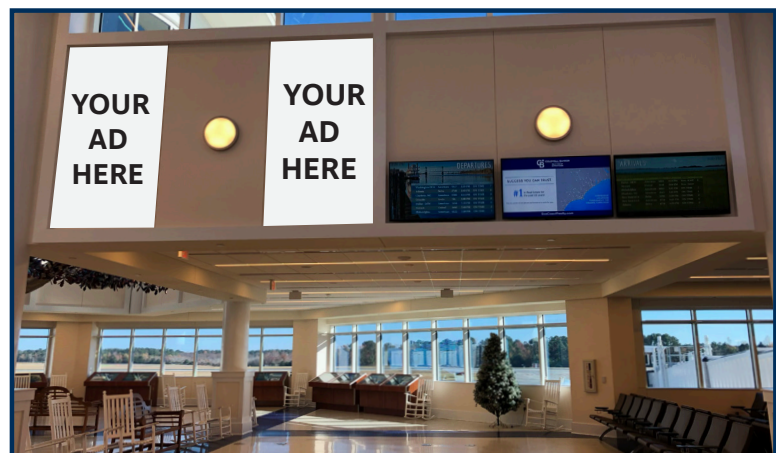
1 year
\$400 / month



CONCOURSE OVERHEADS

premium wall displays

MEDIUM	LARGE
\$1200 / month	\$1500 / month



DISPLAY RATES



CONCOURSE RESTAURANT WALL

large, half wall tension fabric

1 year

\$700 / month



CONCOURSE EXIT – OVERHEAD

premium display at exit from main concourse

1 year

\$900 / month



AIRLINE JET BRIDGES

inside and outside jet bridges available

INSIDE

\$150 / month

OUTSIDE

\$2000 / month



DISPLAY RATES

PARKING LAMP POST BANNERS

take advantage of high-traffic, on-site parking

1 year | all lamp posts

\$6500 / month



AIRPORT BILLBOARD

located at the main entrance

1 year

\$3000 / month

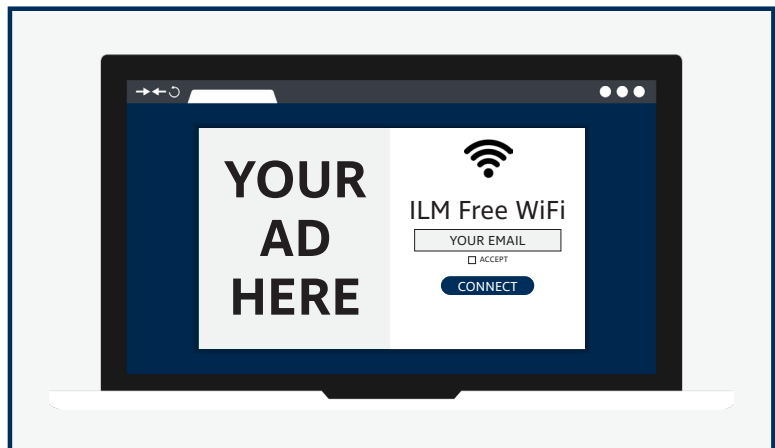


WIFI SPONSORSHIP

reach users logging on to ILM's free WiFi

1 year

\$1500 / month



CUSTOM OPPORTUNITIES



THINK BIG!

Partner with us to showcase a vehicle or boat, an interactive display, or even a selfie station. We'll work with you to make the maximum impact!

PRICES VARY



DIGITAL KIOSKS

Select the perfect location for your message with portable digital kiosks

COLUMN WRAPS

Your ad with 360° views



ATRIUM LIGHT DISPLAY

Let your message shine





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FlyILM.com/advertising-opportunities

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