

COLUMBIA

METROPOLITAN AIRPORT



For all advertising inquiries, please contact
Kim Crafton at K.Crafton@FlyCAE.com | 803.822.7856

IN-TERMINAL ADVERTISING MEDIA KIT

About Columbia Metropolitan Airport

The Columbia Metropolitan Airport (CAE) is a destination designed for travel. It's unexpected in its modernity, yet familiar in its charm. The airport is a catalyst for moving air travel – both passengers and cargo – around the world.

We like to say that CAE connects the world... to Columbia, South Carolina.



The mission of CAE is to provide an enhanced traveler experience through exceptional air service and first-rate facilities. CAE connects the world to Columbia, SC and provides visitors the best, first impression of the region. CAE unifies and drives the region forward through strategic economic development investments, while proactively looking for ways to Grow for Good.

It is the belief of the CAE leadership that the future success of the airport will come on the back of a high level of performance by the entire airport staff: TEAM CAE. In order to accomplish this, it is important to identify a set of core values that embodies the best of the airport staff, then utilize this model in the hiring and review practices of the airport moving forward. These core values are Attitude, Dedication, Integrity and Respect.

Passenger/Follower Demographics

Passenger Demographics:

CAE's passenger demographic breakdown is roughly 60% business traveler, 30% leisure traveler and 10% military travelers.

Social Media Followers/Demographics:

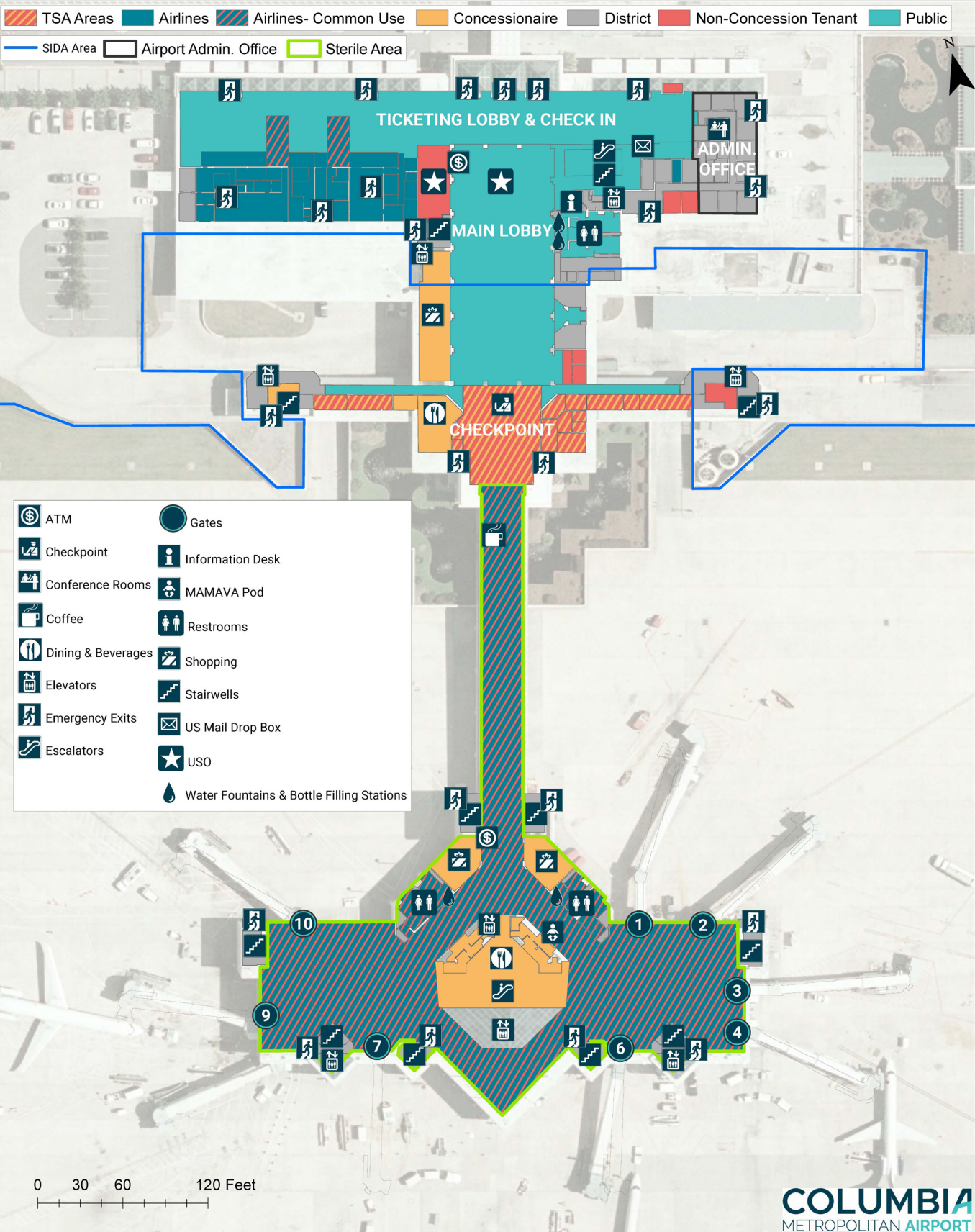
CAE's social media channels – Facebook, Twitter, LinkedIn and Instagram – have been useful tools to engage and market current and potential passengers, as well as gauging our end user or passenger. By including these demographics stats, a potential advertiser can also see the breakdown of individuals who follow up on social media and have a high propensity to travel.

Facebook:

- 60/40 split of women over men
- 45-54 is largest age range; then 35-44 and 55-64 are neck and neck
- Location: Columbia, Lexington, Pontiac/Irmo (these two cities switch back and forth)



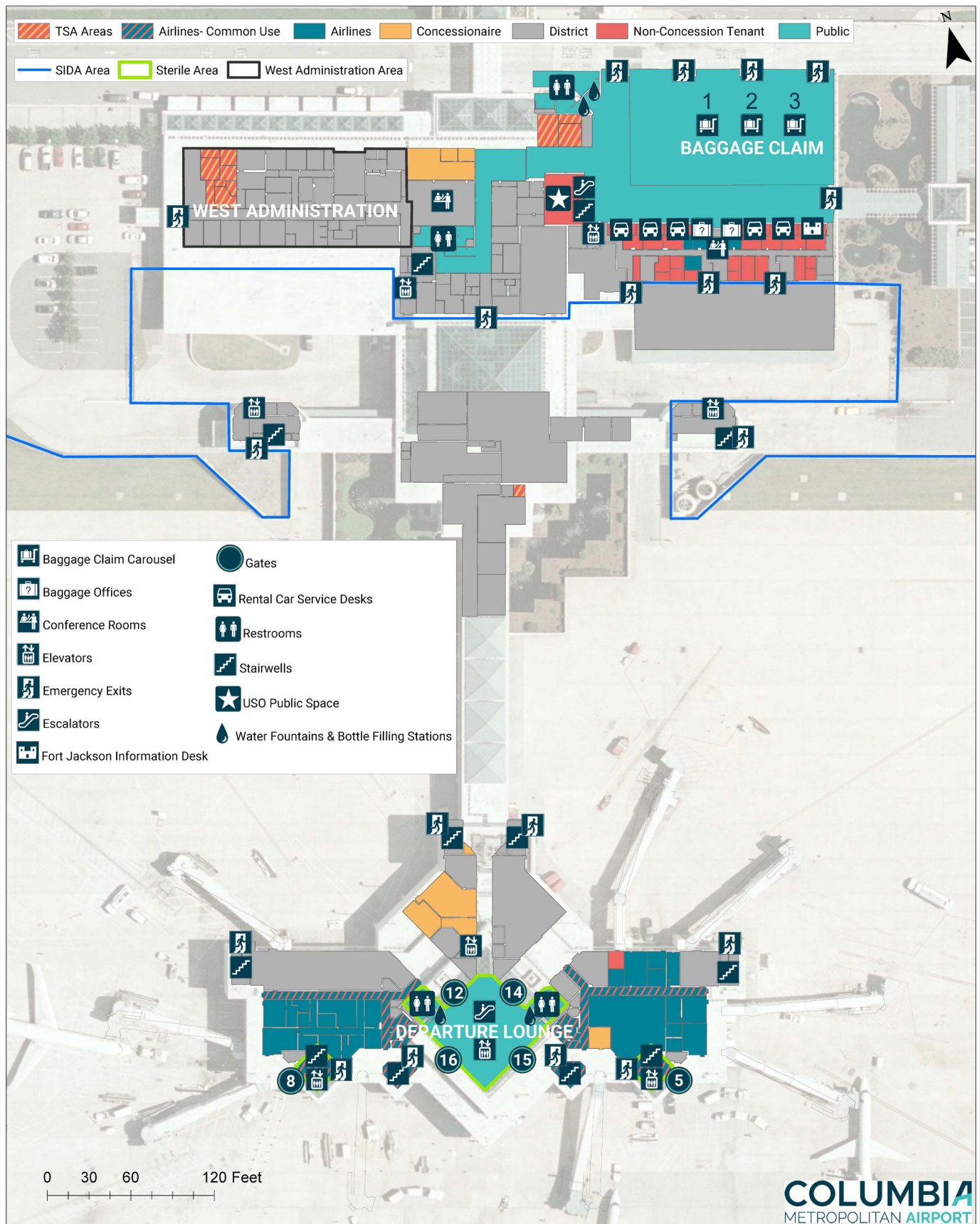
CAE TERMINAL UPPER LEVEL



CAE Terminal Map | Lower Level

(Landside & Airside/Past Security)

CAE TERMINAL LOWER LEVEL



Why Advertise at CAE?

Varying Options of Display Types:

CAE has a number of display opportunities throughout the airport – both on the landside (before going through security) and on the airside (post security). From digital displays/monitors, to stretch fabrics, power tower displays, window clings, backlit signage and more, there are several options to get messages out to the masses.

OOH Is Essential for Media Plans:

According to the Outdoor Advertising Association of America, “Though consumers spend 70% of their waking hours away from home, on average, only 5% of ad budgets are spent on Out of Home advertising. In today’s world of clicks, likes and page views, OOH advertising is an essential media buy. OOH can’t be blocked, skipped or viewed by bots...”

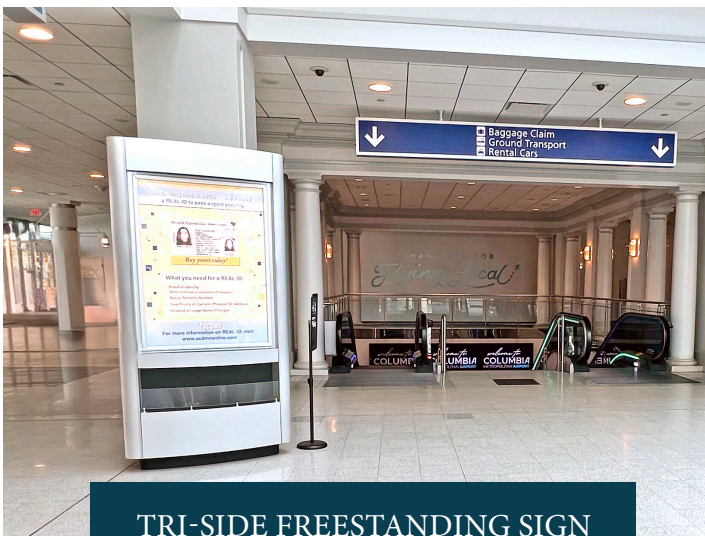
Captive & Affluent Target Audience:

Air travelers have a high disposable income and are more likely to have graduate degrees, own their own home, etc. They are decision makers in their organizations and leaders in their communities.





When available, CAE will have various opportunities for advertisers to capture our passenger's attention with messaging and images displayed on our windows throughout the Main Lobby. While these locations are quite popular and are typically under a multi-year contract, an interested advertiser should inquire if interested.



Specs: Custom



Opportunities:

- TSA windows
- "Exit Lane" windows

Advertisers are responsible for all production, installation and removal costs.

Advertising Opportunities | Pre-Security



ARRIVALS/DEPARTURES MONITORS

2 Locations. Sold as a pair



ESCALATOR MONITORS

Specs: 92.5" W x 114.5 H (viewing area)

**Video with sound or static graphic. It is suggested that videos need to be 15 seconds or less.*

Advertisers are responsible for all production, installation and removal costs.



BAGGAGE CLAIM



LARGE DIGITAL DISPLAYS

Specs: 1920 x 1080 px *

* Static graphic or videos with no sound, no more than 15 seconds.



MEDIUM DIGITAL DISPLAYS

Specs: 1920 x 1080 px *

* Static graphic or videos with no sound, no more than 15 seconds.



BAGGAGE BUMP STOPS

Specs: 38.5" W x 36" H

3 Locations on each of the carousels. Sold only as package.



BUSINESS ROOM DOORS

Specs: TBD

Advertisers are responsible for all production, installation and removal costs.



In the coming year, CAE's goal will be to replace all tension fabrics with digital displays – providing more opportunities for interested advertisers to get their messages out to our passengers, while also remaining esthetically updated throughout the terminal.



Specs: Custom



Specs: 1920 x 1080 px *

* Static graphic or videos with no sound, no more than 15 seconds.

More digital display option available. Please contact CAE for more information.

Advertisers are responsible for all production, installation and removal costs.

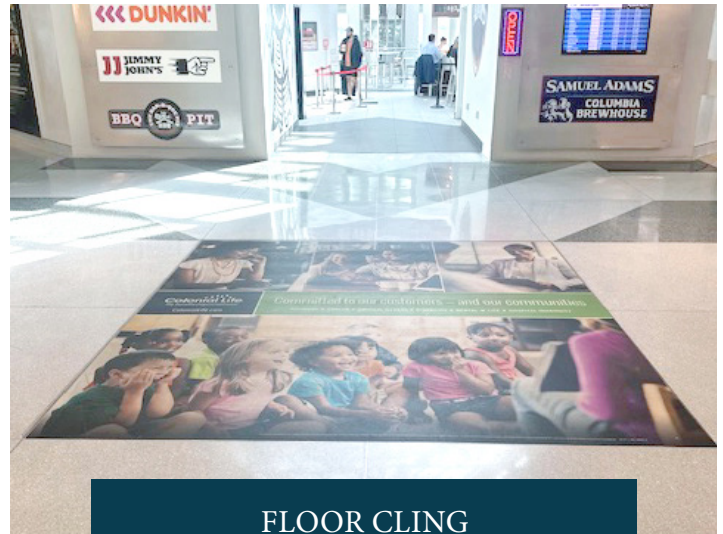
Advertising Opportunities | Post-Security



LARGE DIGITAL DISPLAYS

Specs: 1920 x 1080 px *

* Static graphic or videos with no sound, no more than 15 seconds.



FLOOR CLING

Specs: 92.5" W x 114.5 H (viewing area)



JET BRIDGE ADVERTISING

Specs: Custom multiple locations available



POWER TOWER SIGNAGE

Specs: Custom

Advertisers are responsible for all production, installation and removal costs.

FAQs

How many people fly through CAE each year?

In 2024, CAE welcomed over 1.3 million passengers through the airport.

Are there minimum term lengths for in-terminal advertising at CAE?

While CAE is open to doing short-term placements based on availability for digital signage (used mostly for conference welcome signs or weekend events), CAE cannot offer short-term opportunities on static displays. The typical run times are 3, 6, 9 months or longer.

Can CAE help me design creative for me advertising display?

Unfortunately, CAE will not be able to help design any creative materials needed for in-terminal advertising. CAE can, however, offer suggestions of local graphic designers.

Are advertisers responsible for both the ad placement and the production of the materials?

Yes. Advertisers are responsible for the cost of the placement, as well as the cost of producing the creative materials needed for the advertisement. CAE can offer suggestions to local print houses who can assist in producing materials.

Are advertisers required to get their creative approved prior to production?

Yes. CAE asks that all advertisers share creative prior to production to ensure advertisers align with CAE's overall core values.

Interested in Advertising? Contact Us:

For in-terminal advertising availability, please contact:

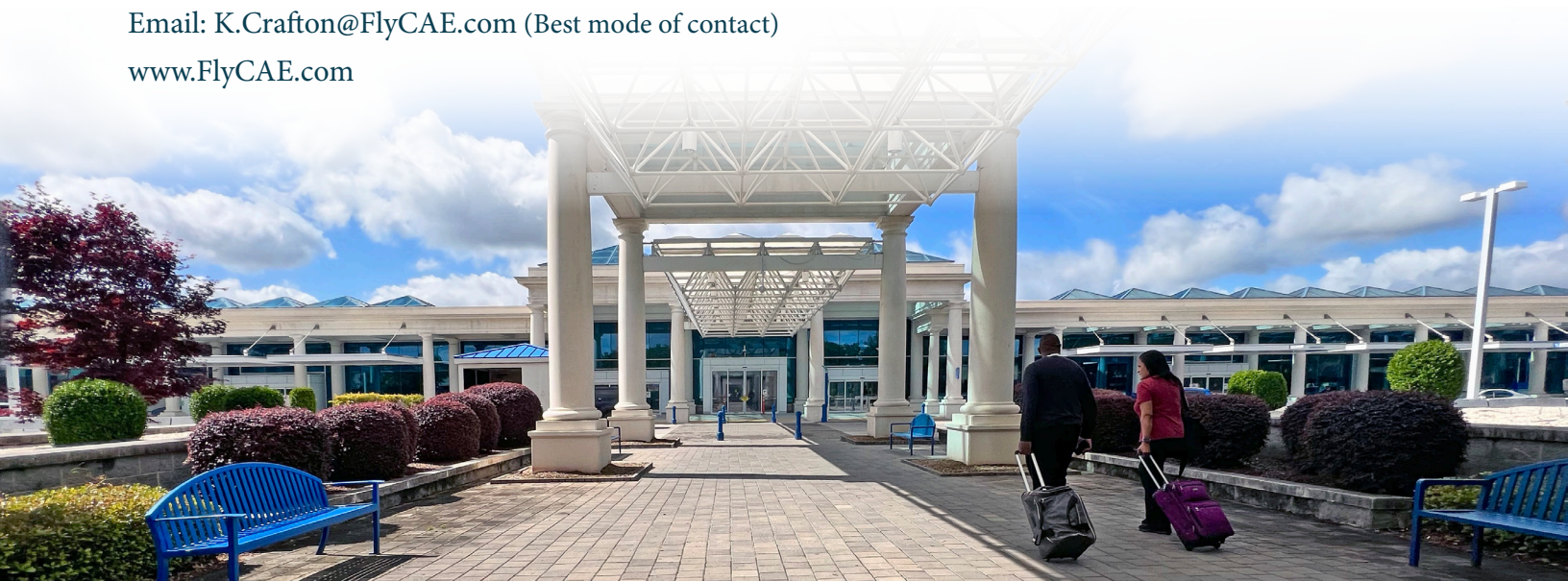
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For more information, please contact
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