

ROCHESTER

INTERNATIONAL AIRPORT | MN



IN-TERMINAL ADVERTISING GUIDE



Reach local travelers and
visitors to our community!

SERVED BY MAJOR DOMESTIC AND INTERNATIONAL AIRLINES



DELTA

American Airlines



Your Message Will be Featured on 7 Digital Displays

Pre-Security

- Terminal Entrance - Ticketing 55 inch (1)
- Terminal Exit - Baggage 55 inch (1)
- Baggage Claim - 55 inch (2 - back to back)

Post-Security

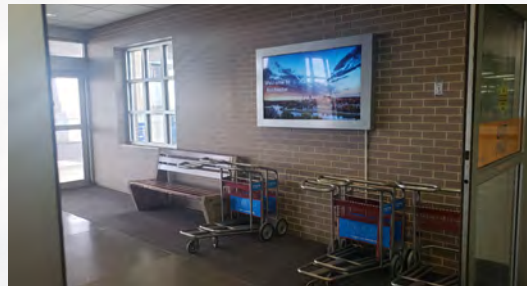
- Gate 2 wall - 65 inch (1)
- Gate 1 stairwell - 65 inch (1)
- Gate 4 stairwell - 65 inch (1)

Image Run Time	Display Hours	Frequency	# of Displays	Total Plays
15 sec.	19 per day (4am - 11pm)	min. 20 plays per hour	7 (4 Pre-Security, 3 Post-Security)	min. of 2,600 per day

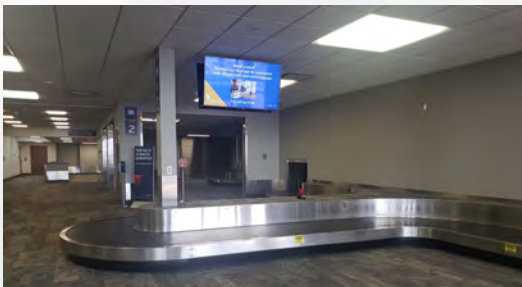
- \$750/month
- \$190/week
- \$25/day



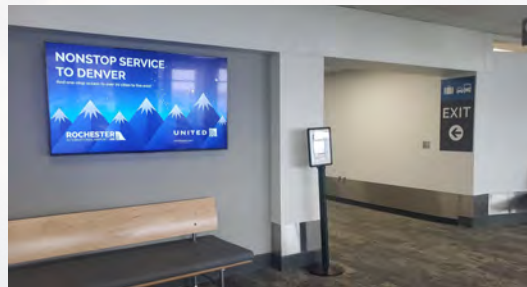
Terminal Entrance



Terminal Exit



Baggage Claim



Gate 2 Wall



Gate 1 Stairwell



Gate 4 Stairwell

Why Airport Advertising?



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



RST passengers spend an average of 90 minutes inside the terminal — and your message will be viewed on multiple displays



In 2023, the airport welcomed nearly 190,000 passengers from destinations around the globe.

Why Advertise at RST?

- Residency: Local and visitors
- Purpose: 40% business, 40% medical, 20% leisure
- Sex: 50% men, 50% women
- Age: Primarily Gen X and Baby Boomers, followed by Millennials, Gen Z and younger

Frequently Asked Questions

Do I need to sign a contract?

- Yes, please contact Mary Gastner at mgastner@flyrst.com or 507-282-2328. Terms are negotiable. Please allow up to 10 business days for the execution of the contract.

How will I be billed?

- Advertisers will be billed monthly, or as otherwise arranged by contract. Invoices are payable by check or bank transfer.

Do you offer graphic design services?

- The advertiser is responsible for the creation of all graphics.

What are the advertising specs?

- All screens have a 16:9 aspect ratio, 1920x1080 at 150 ppi, max file size of 2GB. Audio is not available due to airport announcements. This information should be provided to the designer.

What is the artwork approval process?

- All advertisements must be approved by RST management prior to installation. Advertisers shall submit a JPG or PNG for digital ads, an MOV, MP4, M4V for video ads. Ads can be emailed or submitted via dropbox.

When does my ad need to be delivered to the airport?

- Digital materials shall be submitted at least 5 business days prior to the start of the contract.