



CHS

**CHARLESTON INTERNATIONAL
AIRPORT**

ADVERTISING KIT

ABOUT CHARLESTON INTERNATIONAL AIRPORT

Charleston International Airport [CHS] is a joint civil-military airport located in North Charleston, South Carolina.. It is South Carolina's largest and busiest airport. The airport, located in North Charleston, is approximately 12 miles (19 km) northwest of downtown Charleston.

First impressions are important, and when you advertise with Charleston International Airport, you are the first impression made to more than **six million passengers annually**. CHS continues to make advancements to accomodate passenger growth, and is currently undergoing a terminal expansion project.

Approximately **90% of travelers** arrive to the airport 1+ hours before their scheduled departure, allowing plenty of time to experience the airport.

Three out of four people will read your message.



"If you're looking for a way to engage your prospects and grow business, CHS is the place for you. With over 6 million travelers passing through our doors each year, Charleston is the largest airport in the state of South Carolina.

As Charleston International Airport continues to grow and service more and more travelers, any airport advertising campaigns will reach more and more eyes."

ELLIOTT SUMMEY, CEO

A FIT FOR EVERYONE

OUR AUDIENCE

Our dynamic audience can bring your brand closer to the right person.

- FREQUENT FLYERS
- GLOBAL TRAVELERS
- DIGITAL NOMADS
- 365,050 ESTIMATED PASSENGERS MONTHLY



NONSTOP DESTINATIONS

SEA

MSP



YYZ

BTV

PWM

ALB

MHT

BOS

ROC

SYR

BDL

PVD

HVN

EW, JFK, LGA

HPN, ISP, SWF

DTW

MDW & ORD

CAK

PIT

IND

LCK & CMH

CVG

SDF

PHL

BWI

DCA & IAD

RIC

ORF

DEN

MCI

STL

LAX

BNA

CLT



BDA

ATL

★ CHS

DAL & DFW

AUS

HOU & IAH

MSY

MCO

TPA

PBI

RSW

FLL

MIA

New destinations are being added regularly. Please contact CHS for an updated list of destinations.

AIRLINES AT CHS

American Airlines 

AIR CANADA 

Alaska
AIRLINES


allegiant[®]

avelo 

BERMUDA  AIR

Breeze 

 **DELTA**

FRONTIER

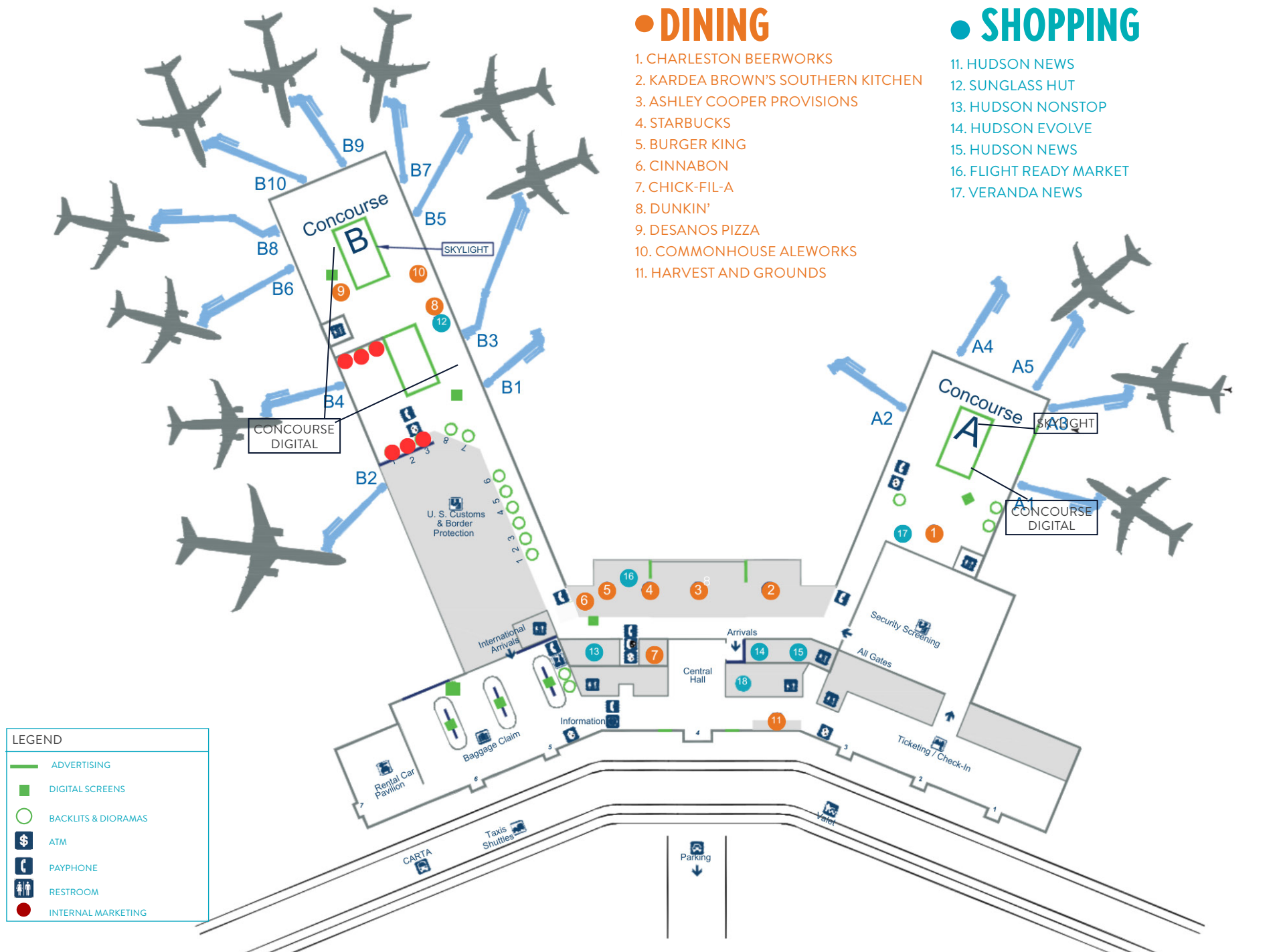
jetBlue

Southwest 

 **sun country**
airlines

spirit[™]

UNITED 

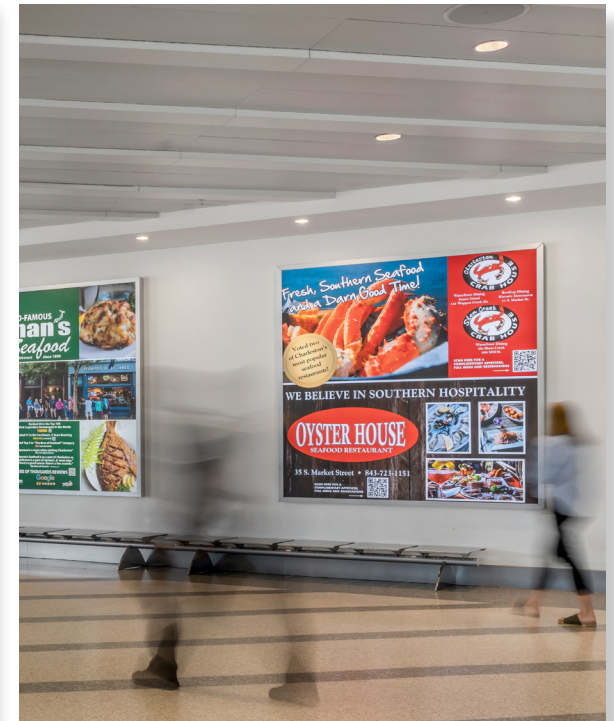


Advertisers are responsible for all production, installation, & removal costs.

www.iflychs.com

BACKLITS

Our high-end backlit formats are strategically placed for maximum visibility, delivering powerful impressions in key areas throughout the airport. These vibrant displays are perfect for bold, high-impact messaging that captures travelers' attention.



SPECS:

BAGGAGE CLAIM 1 & 2: 216" x 72"
CONCOURSE B WALL: 58.75" x 94.75"
B2 & B4 WALL: 82.75" x 46.75"
CONCOURSE A: 82.75" x 58.75"

Locations: Concourse A & B, Baggage Claim

CUSTOM ADVERTISING

Our custom advertising opportunities let your brand take over high-traffic spaces with creative, large-scale formats such as jet bridge panels, skylight wraps allowing for unique first impressions to travelers. For more information on custom advertising contact Martha Ralston.



DIGITAL ADVERTISING

Deliver dynamic, eye-catching content across CHS's digital display network. Perfect for static, semi-animated, or fully animated content, this format keeps your brand front and center with frequent play across our screens. Digital screens are located throughout the terminal, offering targeted exposure to both departing and arriving passengers.



Reach arriving passengers with this advertising option in an extremely high-dwelling area. Our 60" LED screens cannot be missed. Two screens mounted on each baggage carousel offer many possibilities.

This digital network offers advertisers the ability to post static, semi-static, or fully moving images.

3 minute loop of 10 second spots

1920 x 1080px (16:9 Ratio)
mp4 & jpeg files accepted at 300DPI



SPECIFICATIONS

BACKLITS

Print View Size

BAGGAGE 1 & 2:

216" x 72"

CONCOURSE B WALL

58.75" x 94.75"

CONCOURSE A:

82.75" x 58.75"

Digital Proof/Hard Copy Proof:

\$9.95 ea. (digital) Please allow 1-2 additional working days.

\$40 (hard copy) allow 3-4 working days to complete.

Graphic Design:

\$80/hr. Quote can be provided upon request.

Expedited Services:

Quote can be provided upon request.

Customer will be provided of any payment changes.

DIGITAL ADS

1920 x 1080px

mp4 & jpeg files accepted at 300DPI

All digital signage/video will have a 3" border from the design edge to prevent text running to the edge of the screens.



ARTWORK GUIDELINES

Spot On Graphix will make every effort to print your files in the most accurate and timely manner possible. Our success depends on you, the client, to review your digital files, layouts and proofs carefully. PLEASE PROVIDE THE ART FILES AT LEAST 15 DAYS PRIOR TO THE ANTICIPATED INSTALLATION DATE. EXPEDITED CHARGES WILL BE APPLIED FOR ORDERS REQUIRING A SHORTER TURN-AROUND. A digital copy must accompany all files for reference. Spot on Graphix cannot be responsible for file content, including missing or incorrectly positioned image(s) and/or text(s). Files that need modifications or formatting may be subject to additional computer time billed at \$80/hr. Proof, file set-up charges may apply.

Color Mode:

Vector Preferred. Raster artwork: RGB; Vector artwork: CMYK or Grayscale acceptable.

Color Mode:

Specify spot colors using Pantone Matching System. Do not use percentages of spot colors (i.e. PMS 185 @25%). Instead, pick an appropriate PMS color or use a CMYK build.

Font Specifications:

Please convert all fonts to outlines or curves. Include all font files used in linked or embedded files.

Resolution/File Size:

Please confirm the resolution is at least 125 dpi at full size. 175 dpi or 200 dpi is highly recommended.

Software & Preferred File Formats:

Illustrator, Photoshop, TIFF, PDF, JPEG, InDesign

-Include all placed images, logos, fonts and other elements.

-Always LINK bitmap files. Never embed them.

-Files should be prepared in proportion to the final output size.

Please include scaling information.

-For all large quantity runs, a proof is required for approval.

The Customer acknowledges and agrees that this contract is not a lease and that the Customer is not granted any interest in real or personal property hereunder. It is agreed that the Customer will furnish display materials, including extras, not later than two (2) weeks prior to the Commencement Date. Upon creative approval, all production, shipping, and installation costs are the Customer's responsibility.

CONTACT US

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