



BROWNSVILLE SOUTH PADRE  
ISLAND INTERNATIONAL AIRPORT



# Advertising Media Kit



# About

# BRO About BRO

## ABOUT BROWNSVILLE SOUTH PADRE ISLAND INTERNATIONAL AIRPORT

Welcome to the Brownsville South Padre Island International Airport, the closest airport in all of Texas to:

- SPI
- STARBASE
- Port of Brownsville
- and ¡MEXICO!

Brownsville South Padre Island International Airport is FAA designation (BRO).

The new terminal has unique climate-controlled glass, keeping passengers and guests comfortable and protected from the hot Texas sun. The air conditioning systems have been outfitted with ionic filtration technology, which reduces and eliminates particles, including airborne pathogens.

## We service five cities with nonstop flights:

Each of the five airports provides endless opportunities to travel the world.



On December 9, 2020, a Starship prototype launched at 4:45 Pm CST from SpaceX's facility near Boca Chick Beach on SpaceXs first high-altitude fight test of the vehicle. Starship flew to about 7.8 miles (12.5 kilometers) into the sky before reorienting itself for a controlled aerodynamic descent, using flaps to guide itself precisely to its landing target, and then flipping around for the landing burn. Low pressure in the fuel header tank during the landing burn led to high touchdown velocity, resulting in a hard (and exciting!) landing.





# DEMOGRAPHICS



**254K+**

BRO estimates  
arriving and departing  
passengers per year



increase in air travel  
from 2021 to 2022

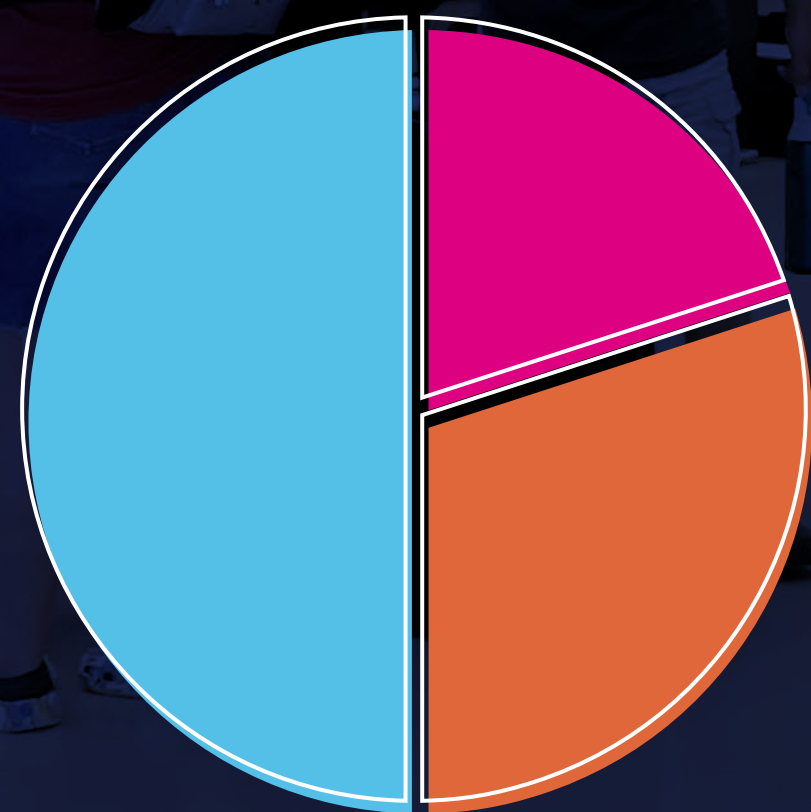
50%



50%



relatively equal  
distribution of male  
and female passengers.



ADULTS  
18 - 45

40% - 50%

SENIOR  
CITIZENS 65+

10% - 20%

ADULTS  
45 - 65

30% - 40%

**The largest gain in air travel**

is among those with a household income between

**\$70,000 and \$99,000**

crossing all demographics.



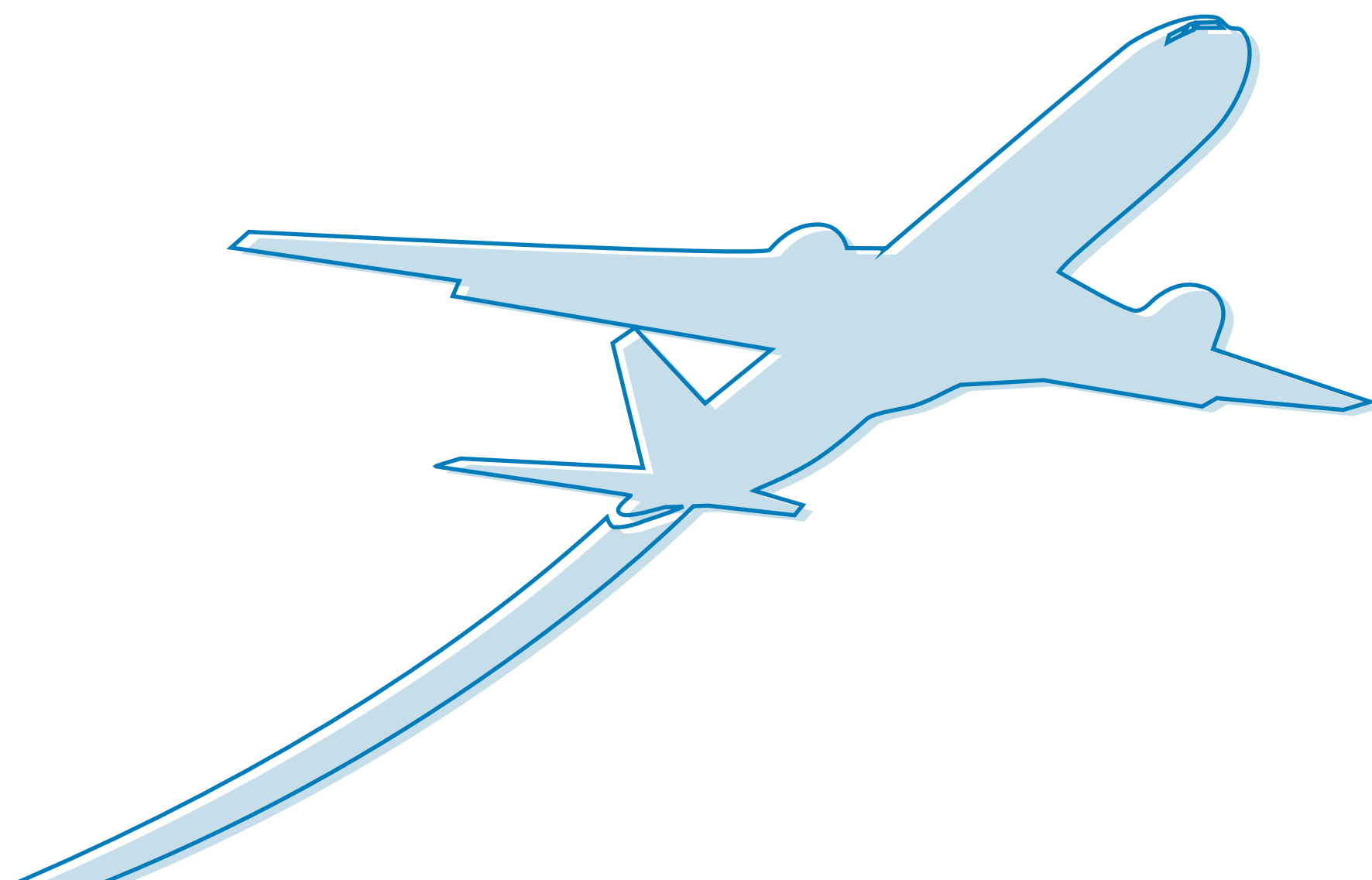
## PASSENGER EXPERIENCE

A comfortable, safe passenger environment is job #1 at BRO. We strive to make the passenger experience easy and effortless.

Passengers enjoy free Wi-fi throughout the Airport with easy-to-access integrated power outlets.

Interviews for the TSA Pre-Check Program are conducted at BRO, with onsite TSA offices.

# PASSENGER EXPERIENCE



## Why Advertise at **BRO**?

The most important trait in advertising is to create consumer mind time. Mind time is the first step in establishing brand top-of-mind-awareness. It involves establishing your brand with creative videos or photographs with saturated repetition.

Airport advertising offers an audience confined to one location. As the traveler moves from one location of the airport to another, your business can position itself in front of a captured audience each step of the way.

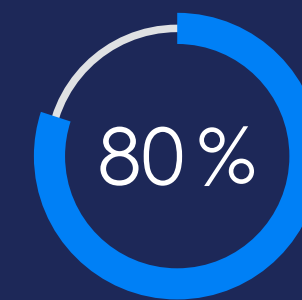
And, based on your budget, you can select location marketing to effectively reach different segments of the BRO audience. For example, baggage claim advertising reaches the travelers, departing and arriving, and often family members picking up or dropping off loved ones as well.



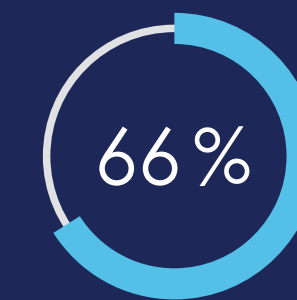
# Why Advertise at **BRO**?

## It works!

### Airport Advertising



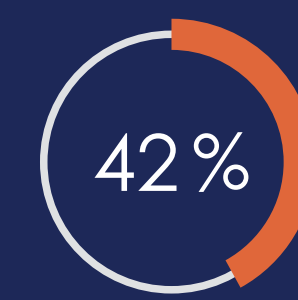
**Notice**  
Airport Advertising



**Read**  
Advertising

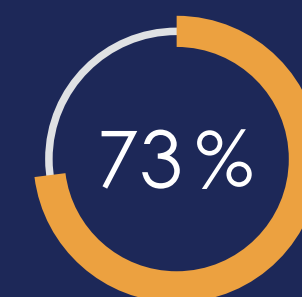


**Recall**  
When Making A  
Purchasing Decision

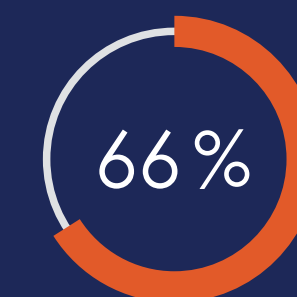


**Take Action**  
Visited a website, went to a  
store or learned more about  
a product/ brand/ service as  
a result of airport advertising

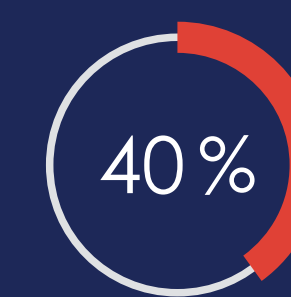
### Digital Advertising



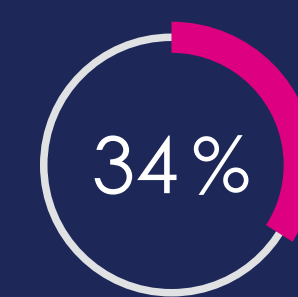
**Notice**  
Airport Advertising



**Read**  
Advertising



**Recall**  
When Making A  
Purchasing Decision



**Take Action**  
Visited a website, went to a  
store or learned more about  
a product/ brand/ service as  
a result of airport advertising

# Advertising Works

\*all Stats Based On The 2018 Nielsen Airport Insights Study



# Advertising Options

## Digital Displays

**Zone 1 - Premium Video Wall**

**Zone 2 - Baggage Claim**

**Zone 3 - Gate Area**

**Zone 4 - Pre-TSA Area**

**Zone 5 - TSA Checkpoint**

**Zone 6 - Second Floor Administration**

## Special Display Opportunities

**1. Floor Exhibit**

**2. Jet Bridge**

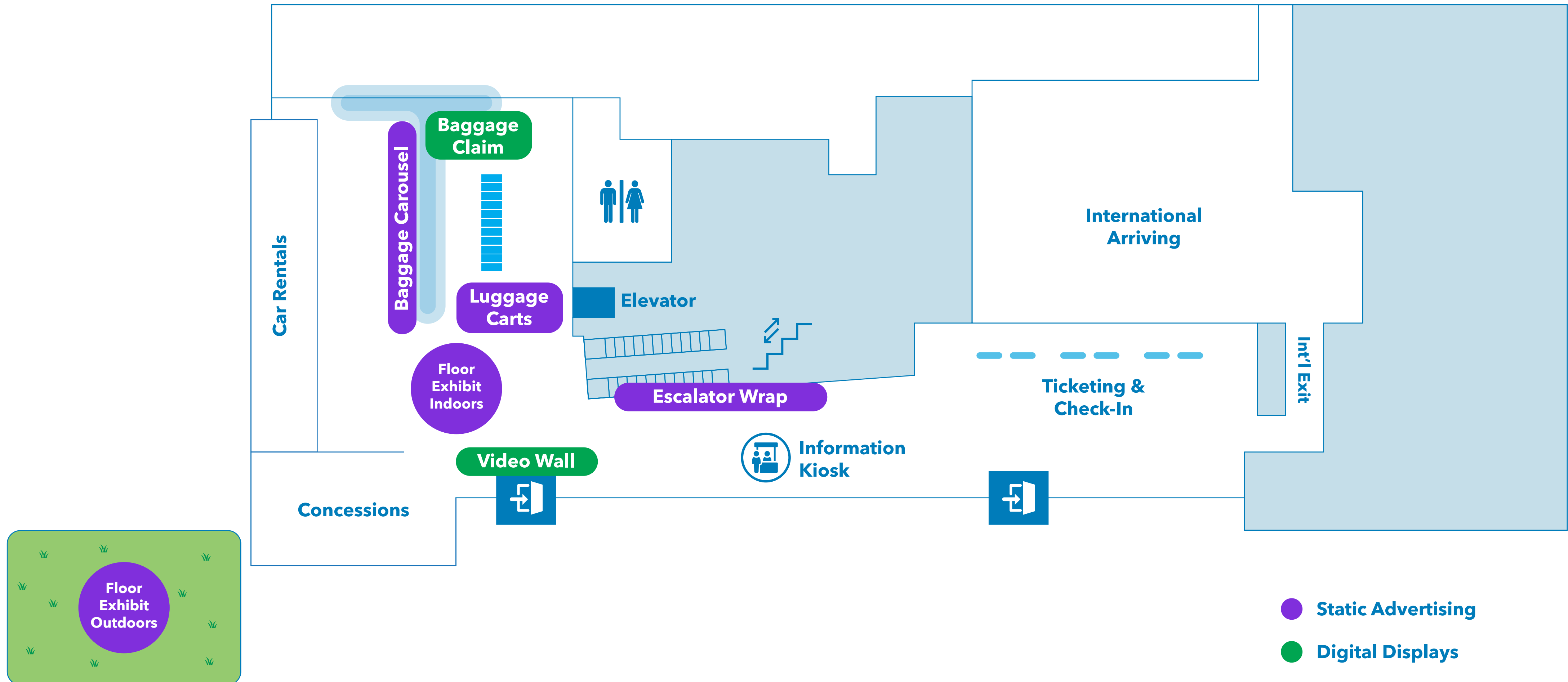
**3. Baggage Carousel**

**4. Escalator Side**

**5. Luggage Carts**

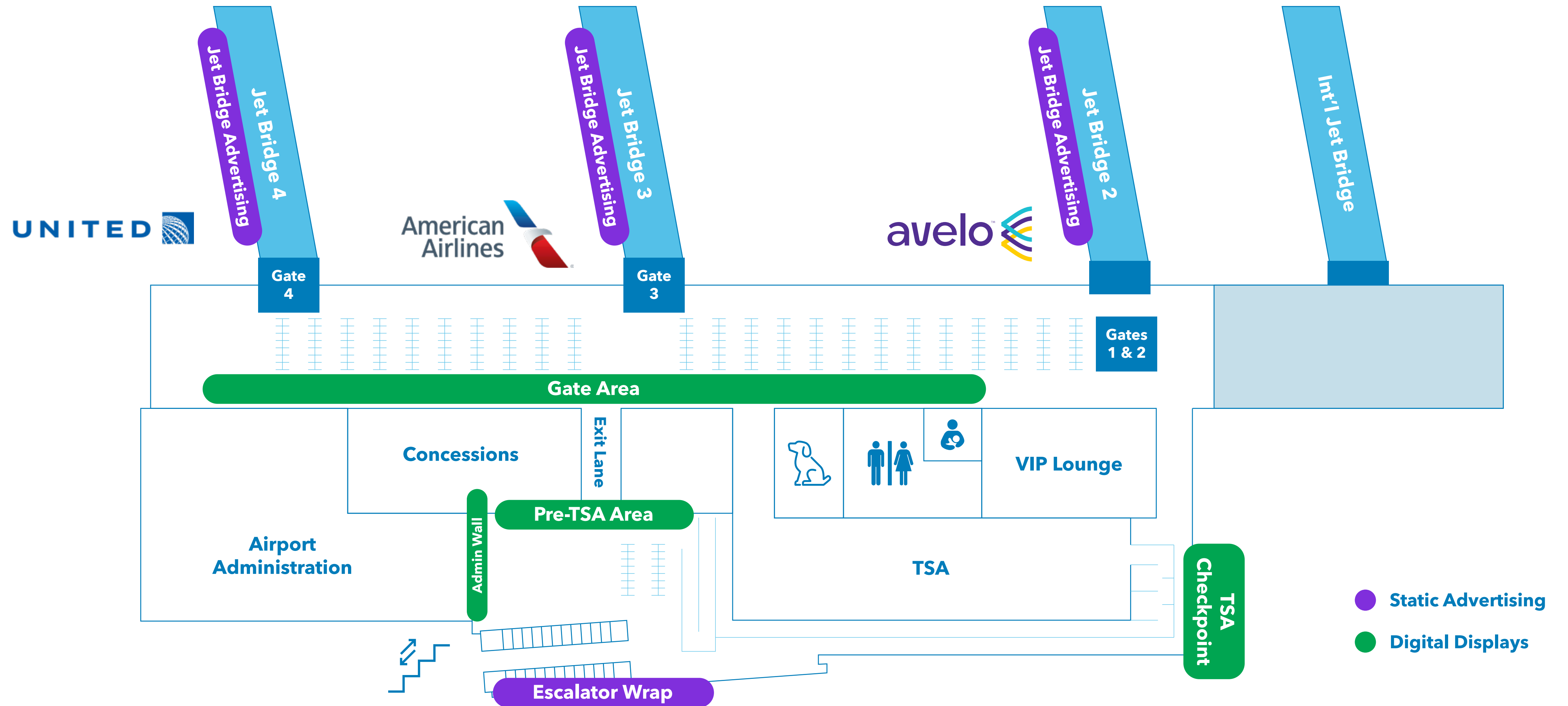
**6. Terminal Wall above Baggage Claim**







# TERMINAL LEVEL 2







# ZONE 1

## Premium Video Wall

This 12-screened video wall will reach 100% of arriving passengers with a captive view time of 20 seconds per showing. This visually stunning display offers an exceptional and dynamic opportunity for advertisers to be the first to welcome a visitor to the RGV and to welcome our residents home.

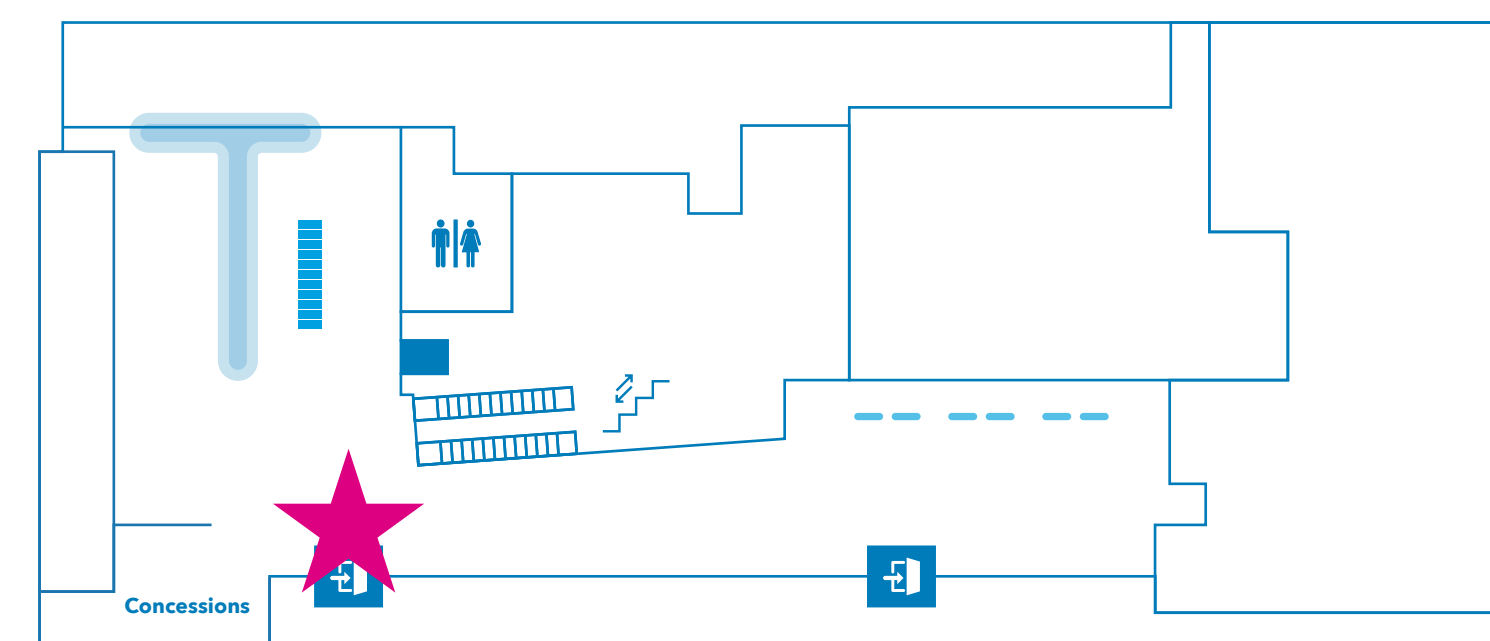
**Only six sponsors: Ad displays once every 2 minutes at 20 Seconds per showing**

**\$1,500 per month for one year agreement  
\$1,350 per month for three year agreement**

6 artwork changes per year, surcharges will apply for more



### TERMINAL LEVEL 1





# Baggage Claim

## Rotation on 5 screens

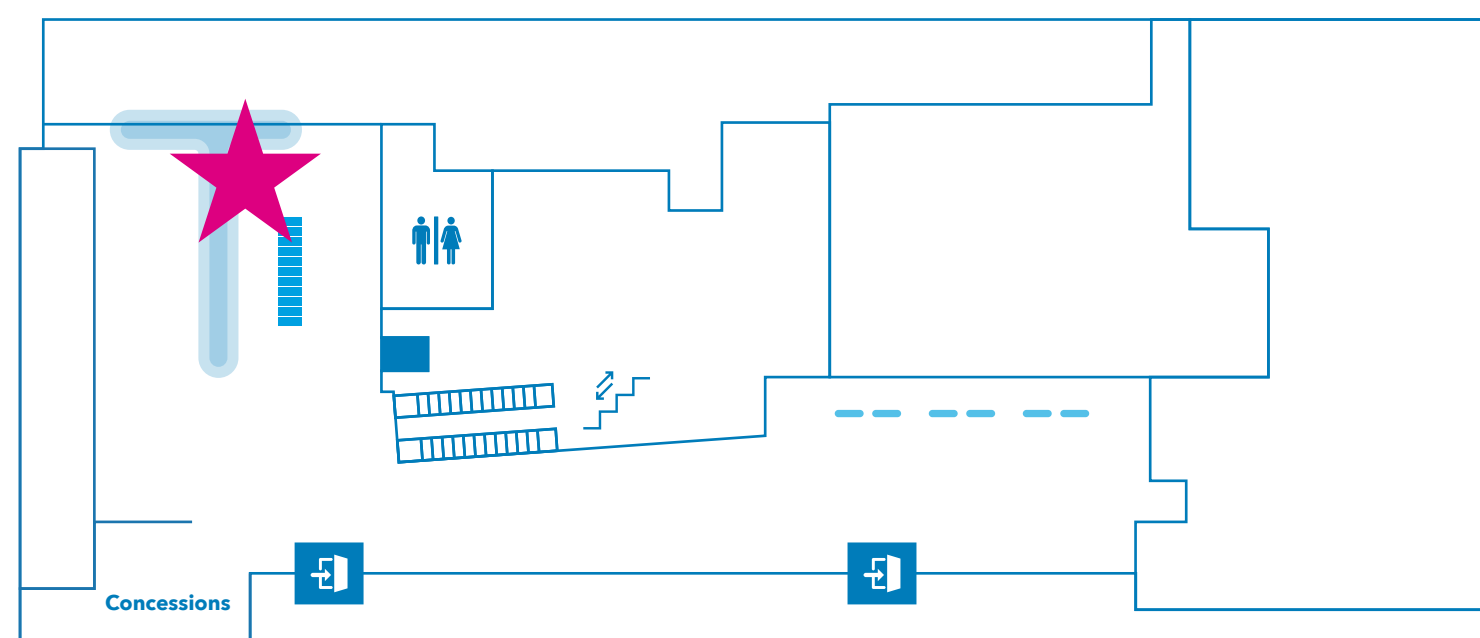
Baggage claim reaches arriving passengers with this high-end digital advertising option in an extremely high traffic area, whether travelers are waiting for bags or simply passing through baggage claim. As an extra added benefit, family and friends often wait with the arriving passenger, giving your ad additional eyes.

**Ad displays once every two minutes  
for 10 Seconds on 4 screen rotation**

**\$680 per month for one year agreement  
\$612 per month for three year agreement**

6 artwork changes per year, surcharges will apply for more

## TERMINAL LEVEL 1



# ZONE 2







# ZONE 3

## Gate Area

### Rotation on 8 screens

As passengers relax in the gate area, the display locations are custom designed to showcase your branding message. The glass is temperature-controlled, so there is no glare interfering with your ad.

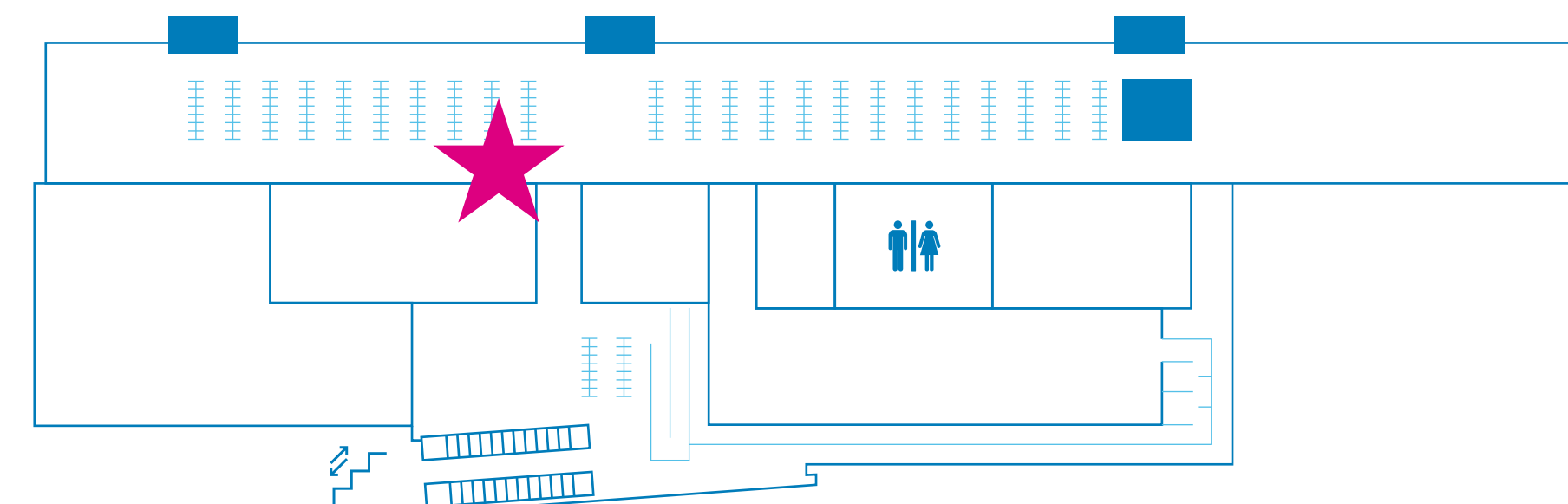
**Ad displays one time every minute for 10 Seconds on 8 screen rotation**

**\$800 per month for one year agreement**  
**\$720 per month for three year agreement**

6 artwork changes per year, surcharges will apply for more



### TERMINAL LEVEL 2





# Pre-TSA Area

Rotation on 5 screens

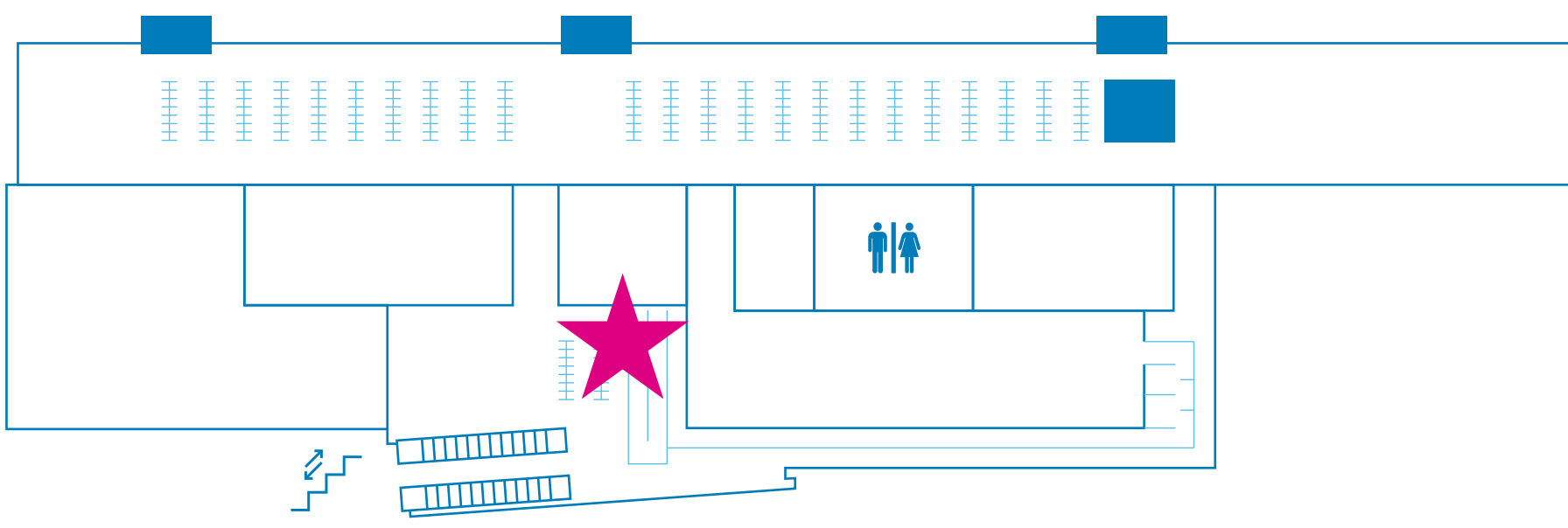
The Second-Floor displays offer another opportunity to reach consumers in a comfortable setting with excellent screen visibility. All boarding passengers must pass this location, whether waiting for their flight on the upper level or walking to the gate area.

Ad displays one time every minute for 10 Seconds on 5 screen rotation

\$600 per month for One Year Agreement  
\$540 per month for Three Year Agreement

6 artwork changes per year, surcharges will apply for more

## TERMINAL LEVEL 2



# ZONE 4







# ZONE 5

## TSA Checkpoint

While stopping to go through security, passengers have wait time to view monitors. You will receive a high level of impressions to impact the checkpoint audience.

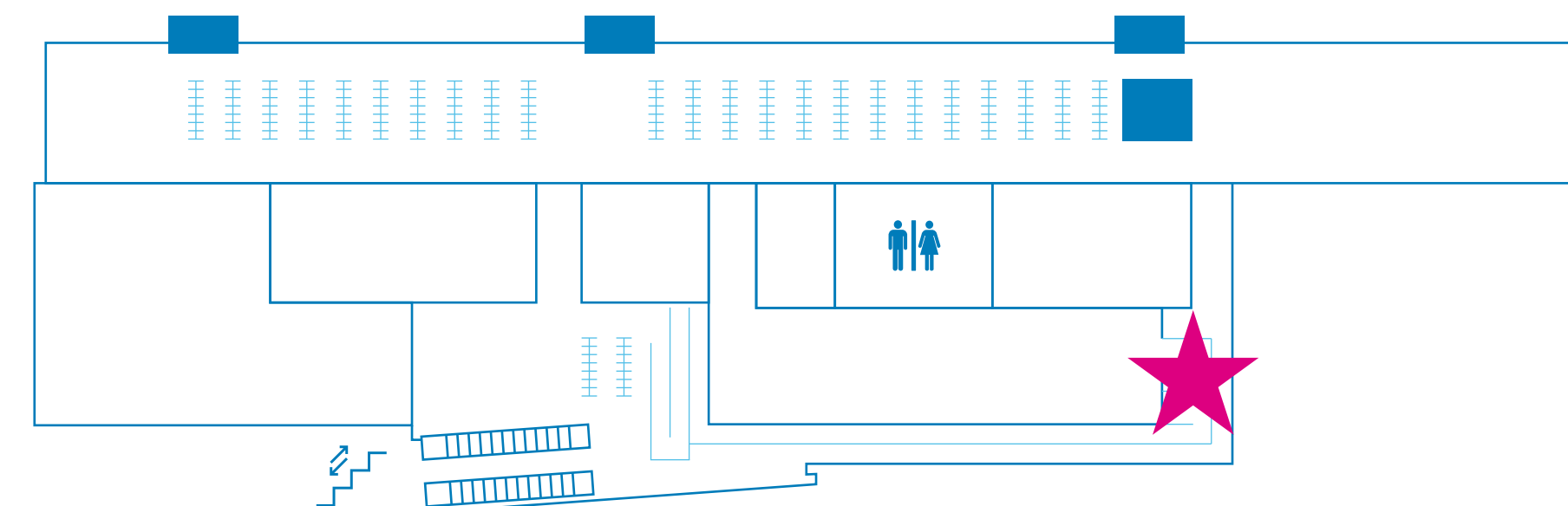
**Ad displays one time every 2 minutes  
for 10 Seconds on 2 screen rotation**

**\$390 per month for One Year Agreement  
\$350 per month for Three Year Agreement**

6 artwork changes per year, surcharges will apply for more



### TERMINAL LEVEL 2





# Second Floor Administration

## Rotation on 5 screens

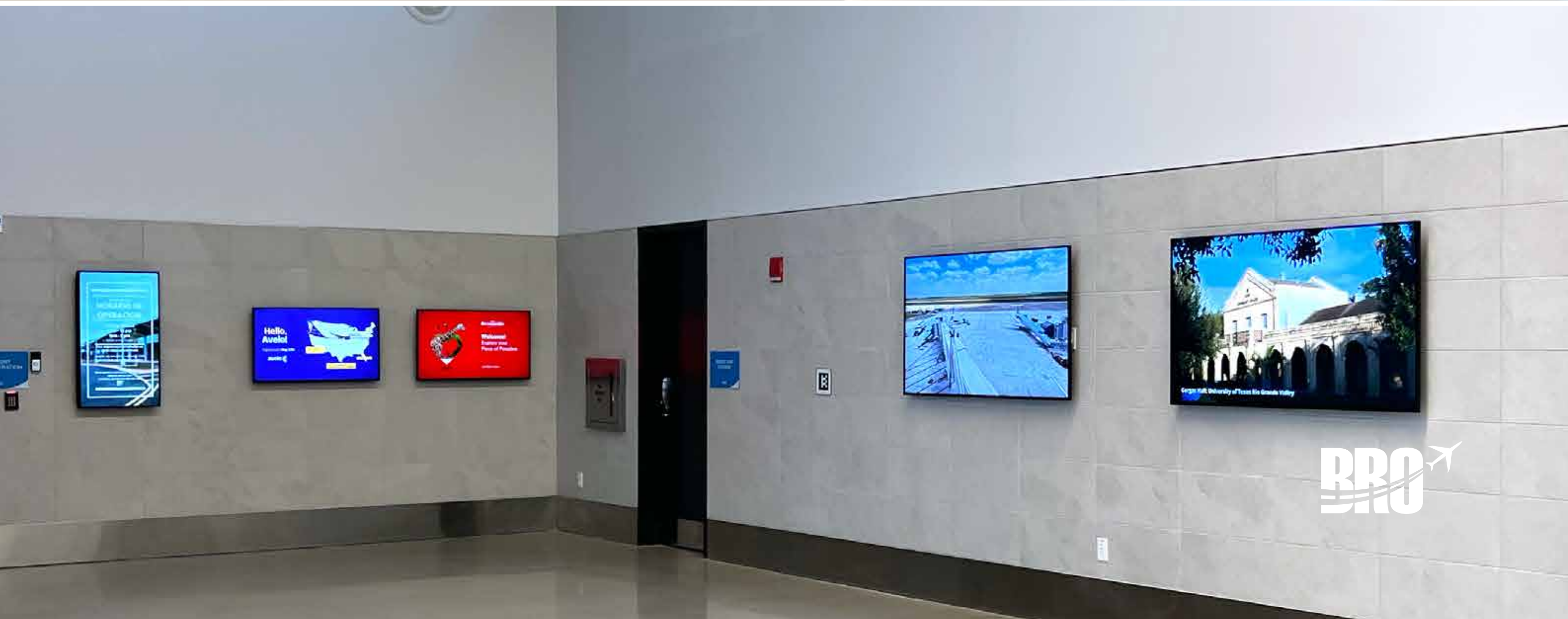
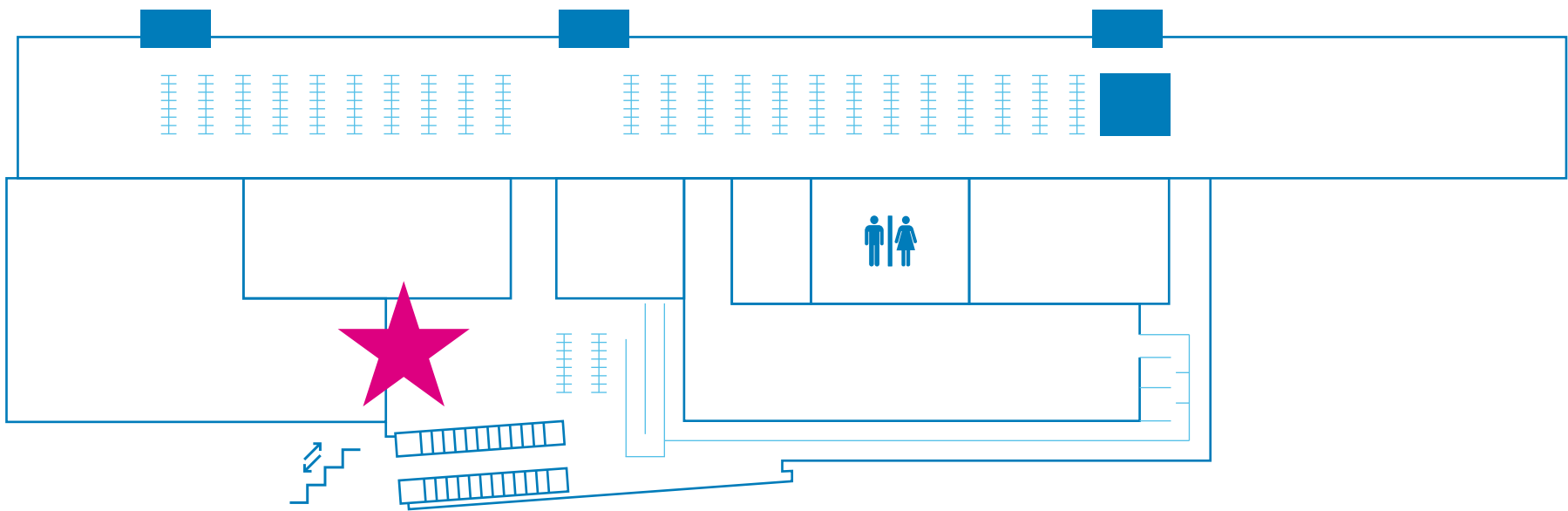
The monitors on the second-floor administration wall are considered casual viewing screens. The price point on the packages allows for an excellent return on investment. With a solid creative concept, the value of these screens far exceeds the price point.

Ad displays one time every 2 minutes  
for 10 Seconds on 2 screen rotation

\$100 per month for One Year Agreement  
\$90 per month for Three Year Agreement

6 artwork changes per year, surcharges will apply for more

## TERMINAL LEVEL 2







# Unique Display Advertising

## Static Displays

## Floor Exhibit Space

Do you have products or striking three-dimensional advertising that you would like to display in high-traffic areas? We offer a premier floor exhibit location!

Auto exhibits are commonly utilized. Note: all tires must be placed on carpet squares to protect the airport flooring, and all vehicular batteries must be disconnected. The Advertiser will provide stanchions for pedestrian safety. (See Exhibit Space Terms and Conditions)

Advertising Area	Dimensions	Price per month
Indoors	20' L x 8' W x 7' H	\$1,000
Outdoors	40' L x 10' W	\$ 800

## Jet Bridge Advertising

Jet Bridge advertising is one of the more impactful opportunities available at any airport. This program guarantees exceptional visibility on the interiors of jet-loading bridges.

Advertising Area	Dimensions*
Jet Bridges 2, 3 & 4	48" W x 71" L

**\$800 per month** 1 year contract  
**\$720 per month** 3 year contract  
**+ materials and installation**

\*Subject to change. Call for spec sheet and terms and conditions. Ask about multi-bridge advertising discount.





# Unique Display Advertising

## Static Displays

### Baggage Carousel

Domestic Baggage Claim

Pricing:

**\$1,400 per month** 1 year contract  
**\$1,260 per month** 3 year contract  
 + materials and installation

International Baggage Claim  
 Coming Soon

### Escalator Side

Main Lobby

Pricing:

**\$1,400 per month** 1 year contract  
**\$1,260 per month** 3 year contract  
 + materials and installation

International Arrival  
 Coming Soon

### Luggage Carts

Main Lobby

Pricing:

**\$500 per month** 1 year contract  
**\$450 per month** 3 year contract  
 + materials and installation

Two sponsors available  
 10 Carts each

This advertising is evaluated case-by-case. Please contact the airport administration for more information.







# Event Digital Display

# Digital Display

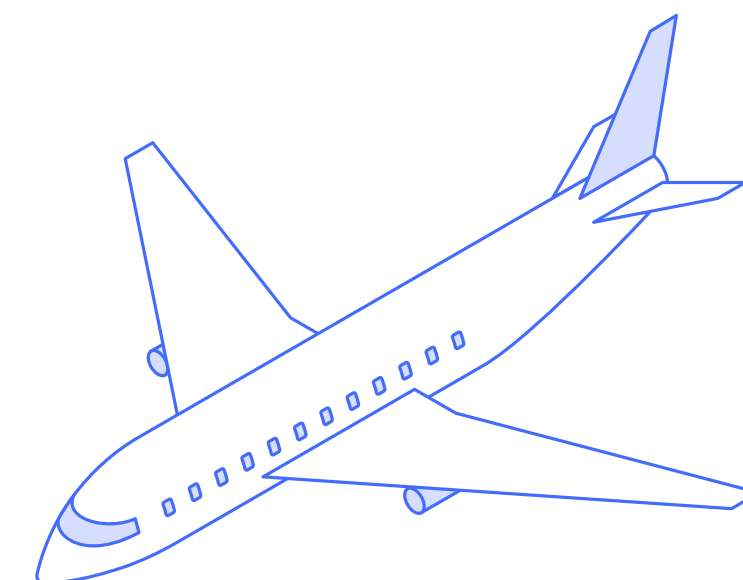
**Welcome your organization or event attendees to the airport with a vibrant, eye-catching Digital Ad.**

This welcome ad can be a great tool for wayfinding and giving your organization an official presence when guests arrive at the airport.

Approval is based on monitor availability.

**Ad displays for 10 Seconds on available screens with a minimum of 540 impressions per day.**

**\$200 per day**



## Other Advertising

**Have a creative idea that you don't see here? Great! Let's chat!**

We will collaborate with you to develop a plan that works. Please contact the airport administration for more information.





# BRO GUIDELINES



## 1.1 Agreement

All ad campaigns require an agreement between the Advertiser and Brownsville South Padre International Airport. Please allow ten business days for the execution of the agreement.

## 1.2 Advertiser Responsibilities

- a. Advertisers are responsible for providing all production content in the format based on the specifications of the media purchased. Where applicable, the advertiser will be responsible for the cost of installation and removal. Installation and removal will be billed separately from the monthly charge.
- b. The Advertiser must coordinate the physical artwork with BRO and contract with a BRO-approved vendor. The advertiser is responsible for payment to the vendor. Proof of insurance may be required for exhibit advertising.
- c. Digital screens - The Advertiser must submit artwork per the specifications provided at least one week prior to the agreed start date and before the established change of artwork date.
- d. Floor exhibit - BRO must preapprove all floor exhibits prior to installation. Exhibits must adhere to all State and Local laws and ordinances. In the event of a vehicle display, the Advertiser must also provide carpet squares for each tire and ensure the vehicle is empty of gasoline and the battery must be disconnected.

## 1.3 Advertising Approval

The BRO Airport Administration must approve all advertising artwork before production and/or placement. Please send the file via email or a link to a file server for the approval process. Links to a file server are provided upon request.

## 1.4 Advertising rates

All published rates are net. Advertising rates are subject to change without notice. Surcharges will apply for short-term agreements. The earned rate will apply to all agreements that fail to meet the terms of the agreement between the Advertiser and BRO.

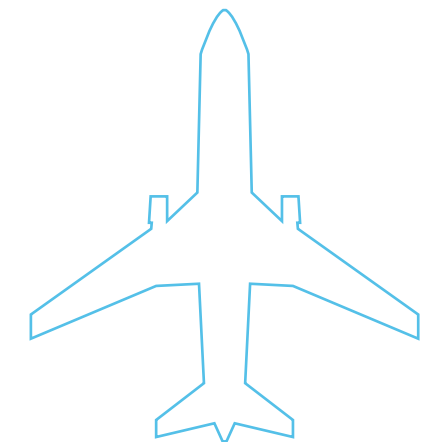
## 1.5 Political and Religious Advertising is prohibited

ADS THAT ARE CONSIDERED CONTROVERSIAL AND/OR USE UNSUITABLE LANGUAGE, GRAPHICS, OR CONTENT WILL NOT BE PERMITTED. THE BRO POLICY STIPULATES THAT THE AIRPORT BOARD AND DIRECTOR HAVE FINAL SAY ON ARTWORK DISPLAYED.

**BRO RESERVES THE RIGHT TO DECLINE ANY ARTWORK OR BUSINESS THAT DOESN'T ALIGN WITH ITS VALUES.**

## 1.6 Removal of material

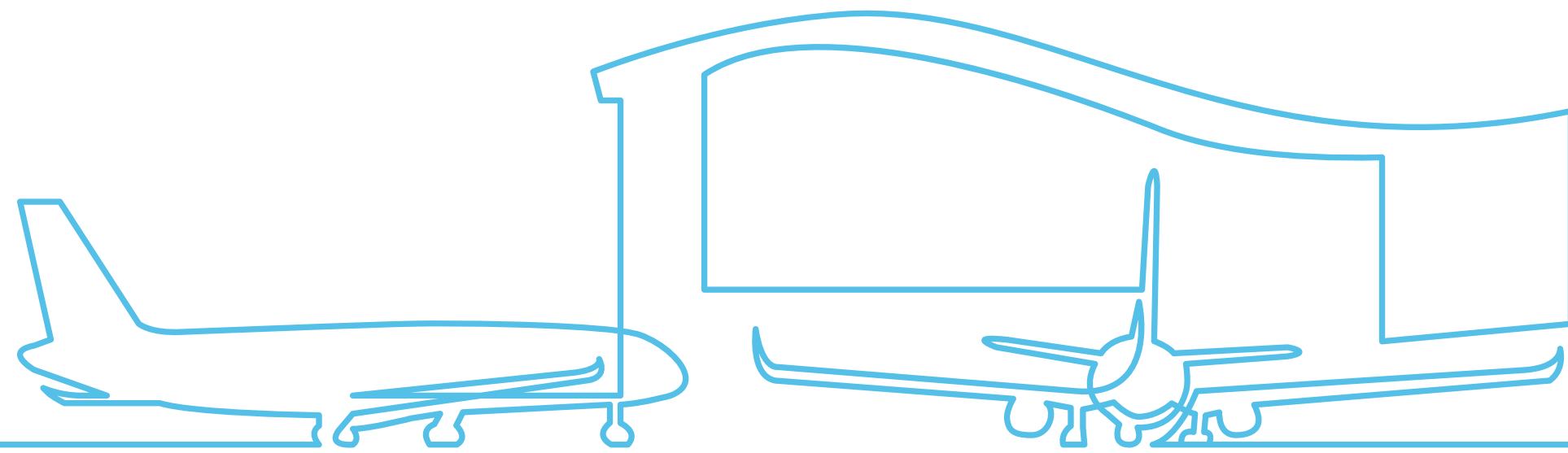
If applicable, at least seven days before the end of the agreement, the Advertiser must notify the Airport Administration of a removal date.





# Contact us

---



**Please contact  
Airport Administration  
at 956.542.4986.  
[Lorena.E.Cardona@brownsvilletx.gov](mailto:Lorena.E.Cardona@brownsvilletx.gov)**

