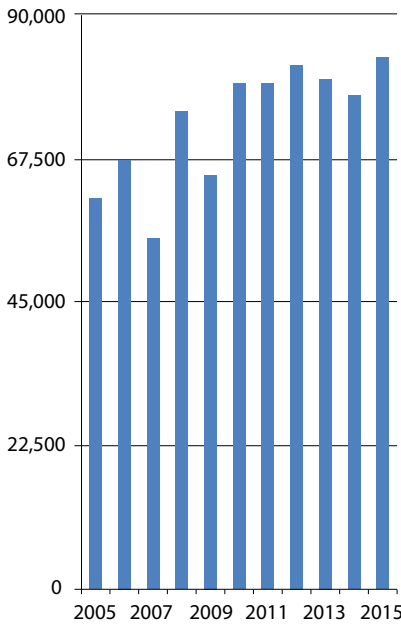




Why Choose Us?

- Passenger load factors have increased over 35% over ten years.



- Passengers spend an average of 90 minutes in the airport terminal, presenting you with a captive and engaged audience.
- Including passengers, family, friends, and others visiting the airport with the travellers, your advertisement has an average of 150,000 impressions annually, averaging 575 impressions per week day.

Airport Facts and Figures

- The North Bay Jack Garland Airport is currently served by Bearskin Airlines, and Sunwing Airlines.
- With services to Toronto’s Pearson International Airport passengers can access anywhere worldwide, in addition to other services throughout Northern Ontario.
- The catchment area for the Airport has a population over 140,000, stretching from New Liskeard to South River, and Sturgeon Falls to Mattawa.
- The primary domestic destinations for travellers using North Bay Jack Garland Airport are Ottawa, Thunder Bay, Edmonton, Timmins, and Calgary
- Modern Air Terminal Building built in 2002, and expanded in 2014.
- The Airport has been used for 26% personal travel, and 74% business travel.
- 76% of travellers connect to other domestic destinations, 5% connect to transborder destinations, and 19% connect to international destinations.

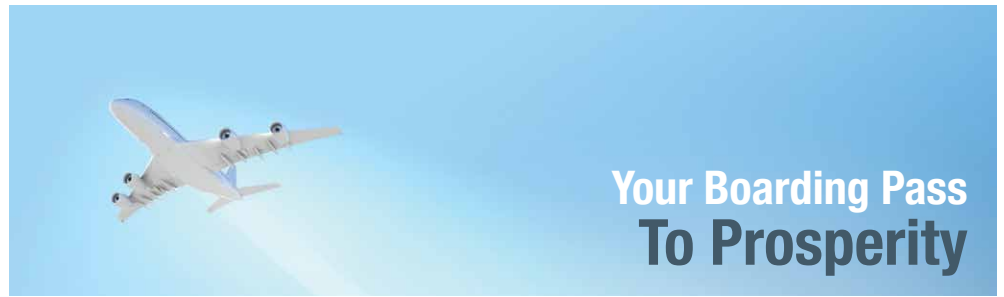


Catchment Area Facts and Figures

- Average Family Income is \$70,167
- Half the population has a post-secondary education or trade/apprenticeship certificate (2006)
- Retail trade serves a market of approximately 112,000 people
- Diversified economy based on manufacturing, mining, aerospace, education, regional health, government services, and military (including many international residents and workers).

“ Airport Advertising Has An Immense Power To Reach An Elusive and Upscale Audience. ”

Source: The Arbitron Airport Advertising Study:
Exploring an Undiscovered Upscale Medium



The North Bay Jack Garland Airport provides a full service advertising option, providing you or your clients with:

DESIGN and PRODUCTION SUPPORT

Through local partners we are able to not only help you reach your desired market, but also leave a lasting impression on them. Our partners can design your ad and produce it using a wide range of different methods, including signs, banner, vinyl wraps, print, digital, and more.

INSTALLATION and MAINTENANCE SERVICES

Our partners also ensure that your ad is professionally installed and maintained so your advertisement has a lasting impression on travellers, as well as their family and friends. Included in all advertisement options, our partners take great care of your ads, allowing your ad to last longer than at other venues, greatly reducing your production and installation costs. Whether it's cleaning wraps that are on floors, replacing bulbs on your backlit displays, vacuuming under your banners and displays, it's simply all covered.

We can also work with your preferred suppliers.

RETAIL INDUSTRY

North Bay is a diverse retail industry, spread over a large area, and attracting people from an even larger area. By advertising at the North Bay Jack Garland Airport your message reaches a market with a high annual income, with the willingness to spend disposable income on the luxuries in life, including travel.

MANUFACTURING and LOGISTICS INDUSTRY

Home to some of the largest industry specific manufacturing and logistics firms, your company shouldn't have to struggle to find the best employees or business leads. By advertising at the North Bay Jack Garland Airport you won't need to because they'll find you. Promote your company and its culture to attract excellent employees or to expand your client base.

CONSULTING and PROFESSIONAL SERVICES INDUSTRY

Whether it's health specialists or consulting experts, travellers through the North Bay Jack Garland Airport work hard, and could use your help. Regardless of your marketing scope, our options can be tailored to any organization to meet the needs of smaller specialist businesses, or larger national and international firms.

TECHNOLOGY and DEVELOPMENT INDUSTRY

It doesn't grow, expand, or succeed without I.T. Everything from students to businesses and the professionals that manage them have technology demands to meet, and with your help they can. Showcase what you can offer them, so that when they need it to work they know exactly who can help.

REAL ESTATE and CONSTRUCTION INDUSTRY

With many transient travellers, including relocating military families, business executives and managers, graduates of numerous universities and colleges, you can capitalize on their need to find a place to call home (or business headquarters), whether its buying one in the North Bay and surrounding area, or building new. Whether it's relocating to North Bay or looking to upgrade, the captive view of travellers using the airport, and their friends and family who great them, your advertising here can have a lasting impact.

FINANCIAL and INVESTMENT INDUSTRY

In addition to the personal side of our travellers needs, there is also the corporate finances that need to be cared for. Many of the users of the North Bay Jack Garland Airport are business representatives, and they're frequent fliers. By using our advertising opportunities you can make your first impression on them a lasting one, and hopefully make them a lasting client of yours.

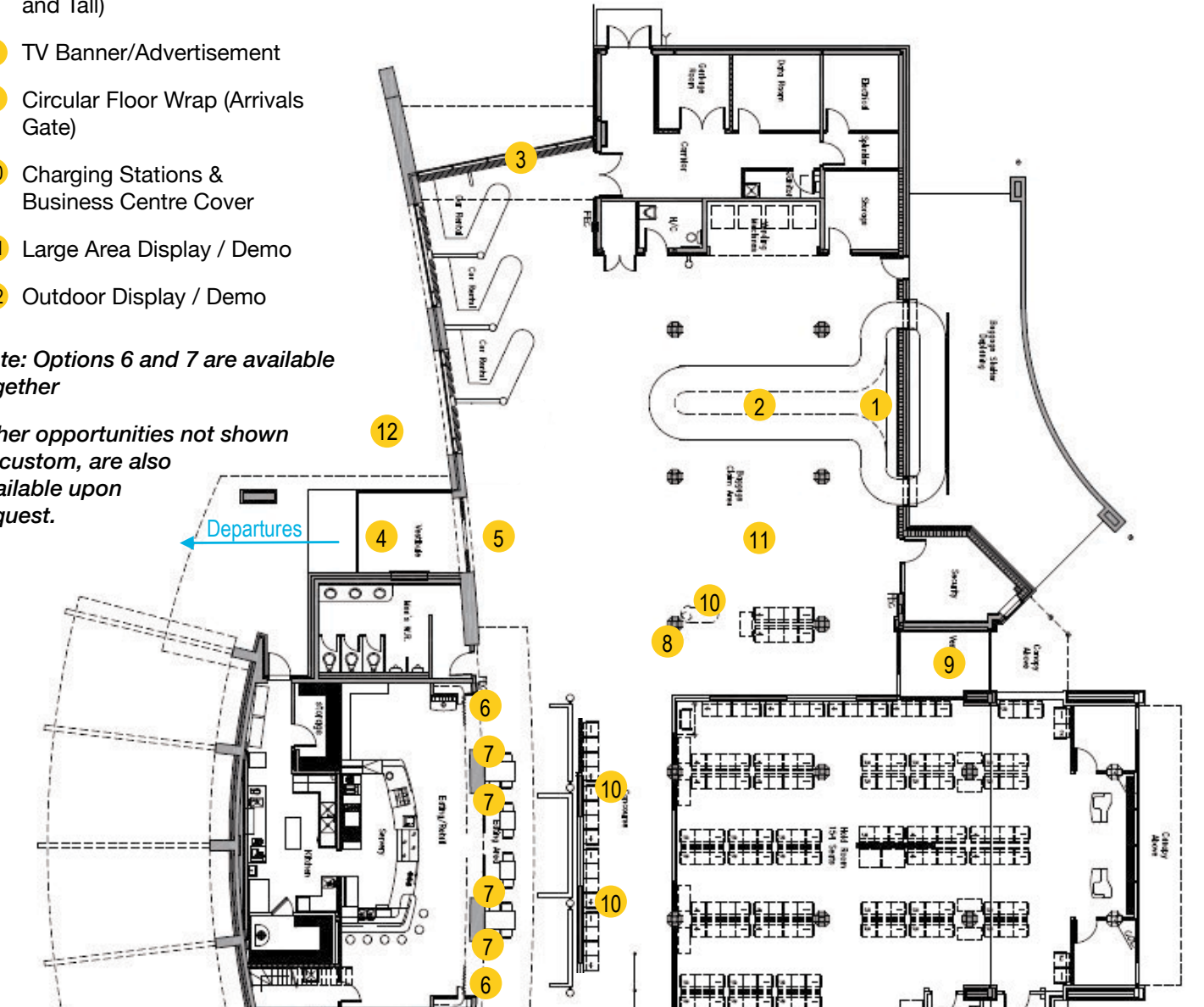
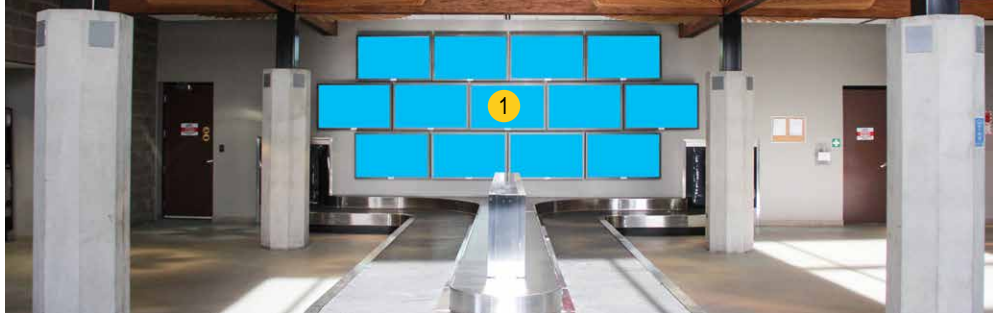
Advertising at an airport is a unique opportunity, as it costs less than other venues, it provides a captive audience, allowing your ad to be seen and absorbed compared to billboard ads seen by distracted drivers or magazine and newspaper advertisements where you're competing with editorial.

AVAILABLE OPTIONS IN THIS SPACE:

- 1 Backlit Signs and Banners
- 2 Wall Wrap - Banner (Long)
- 3 Window Wraps
- 4 Wall Wraps - Banners (Short) [OR]
- 5 Wall Wraps - Stands (Short and Tall)
- 6 TV Banner/Advertisement
- 7 Circular Floor Wrap (Arrivals Gate)
- 8 Charging Stations & Business Centre Cover
- 9 Large Area Display / Demo
- 10 Outdoor Display / Demo

Note: Options 6 and 7 are available together

Other opportunities not shown or custom, are also available upon request.

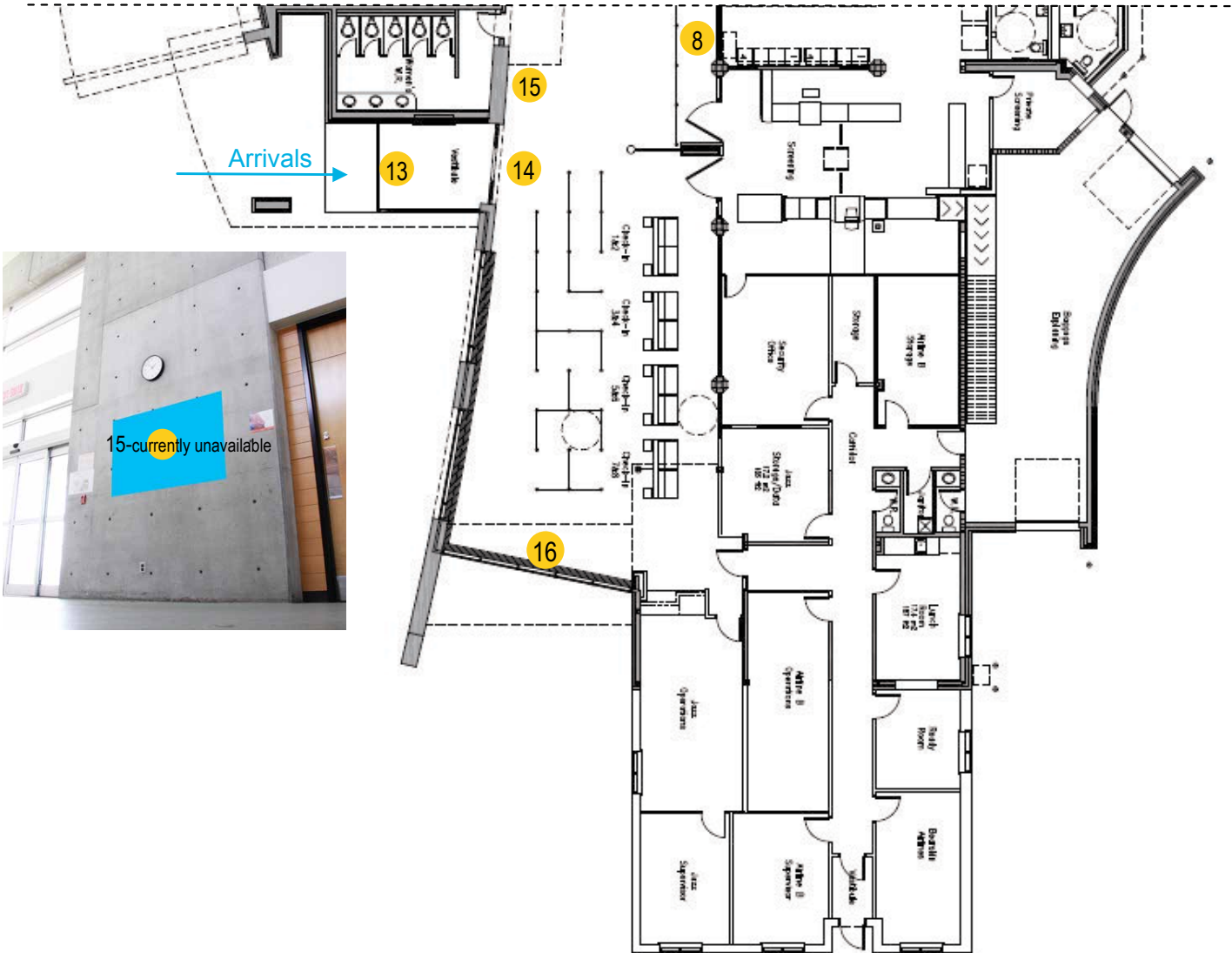


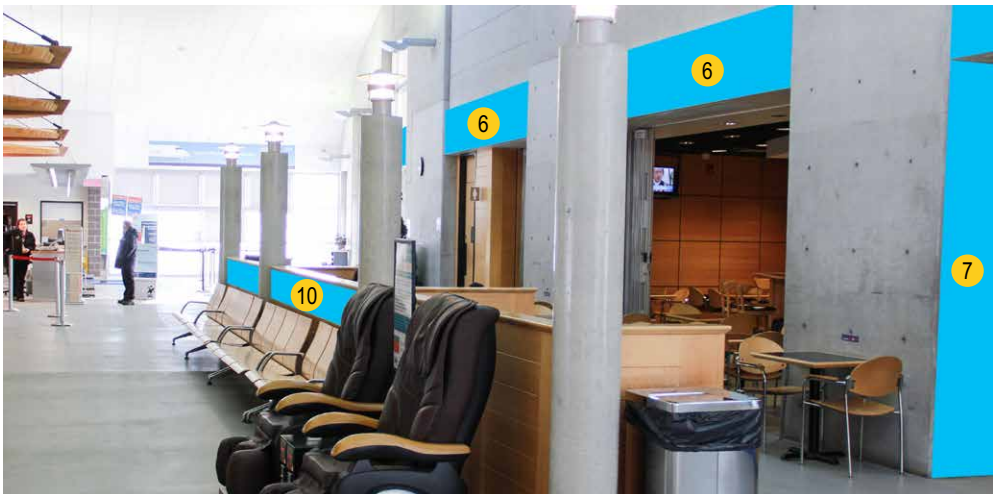
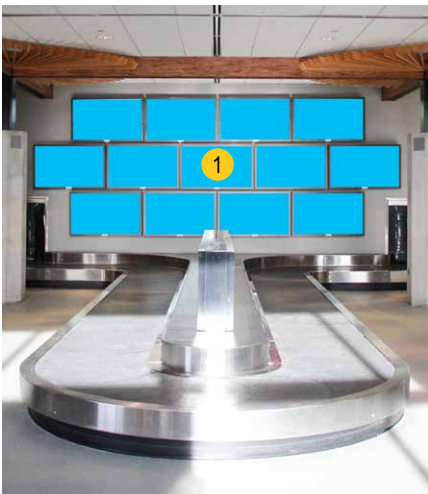
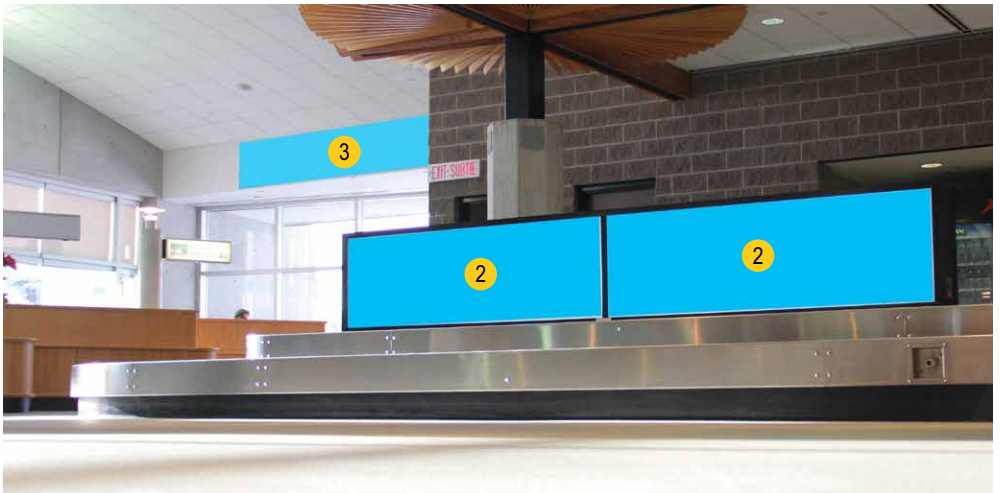
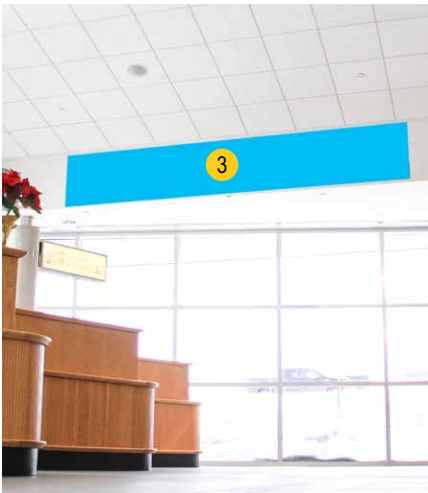
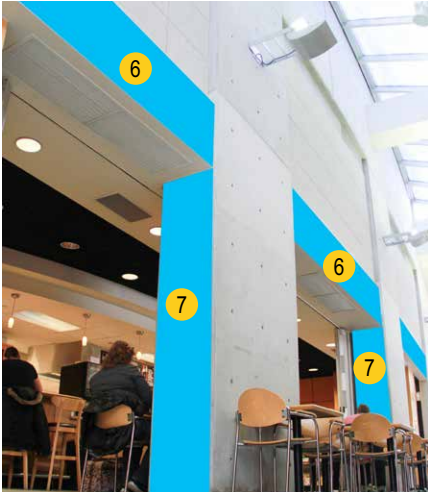
AVAILABLE OPTIONS IN THIS SPACE:

- 8 Rotating TV Banner Ad-currently unavailable
- 13 14 Window Wraps
- 16 Wall Wrap - Banner (Long)
- 15 Indoor Med. Product - currently unavailable Display/Demo Area
- 17 Pull Up Banner (Location Optional)

ADDITIONAL OPTIONS:

- Product Display and Showcases/Demos (Limited Space)
- Digital Signs and Advertising
- Brochure and Pamphlet Distribution Displays
- Tradeshow and Banner Stands
- And Many More...







Location Number	Artwork Size	Display Type	Monthly Rates	1 yr Contract	2 yr Contract	3 yr Contract
			(Billed Quarterly, or Semi-Annually)	(Billed Annually)	10% Discount (Billed Annually)	20% Discount (Billed Annually)
1	48' W x 48" T	Backlit Signs and Banners	\$250	\$3,000	\$5,400	\$7,200
2	49" W x 30" T	Backlit Signs and Banners	\$250 (front) or \$175 (back)	\$3,000 (front) or \$2,100 (back)	\$5,400 (front) or \$3,780 (back)	\$7,200 (front) or \$5,040 (back)
3 & 16	174" W x 28" T	Wall Wrap - Banner (Long)	\$500 (for both 3 & 15)	\$6000 (for both 3 & 15)	\$10,800 (for both 3 & 15)	\$14,400 (for both 3 & 15)
4	24" W x 33.5" T	Window Wraps (both sides of door)	\$450	\$5,400	\$9,720	\$12,960
5	25.5" W x 33" T	Window Wraps (both sides of door)	\$450	\$5,400	\$9,720	\$12,960
6	27" T x 168" W	Wall Wraps - Banners (Short)	\$350	\$4,200	\$7,560	\$10,080
7	20" W x 60" T (Short) 20" W x 80" T (Tall)	Wall Wraps - Stands (Short or Tall)	\$350 (for 2 short or 2 tall)	\$4,200 (for 2 short or 2 tall)	\$7,560 (for 2 short or 2 tall)	\$10,080 (for 2 short or 2 tall)
8	1920px W x 260px T	Rotating TV Banner / Advertisement	Currently Unavailable			
9	Call to Discuss Ad Specs and Availability	Circular Floor Wrap	Currently Unavailable			
10	17" T x 30" W	Charging Stations & Business Centre	\$200 (for all 3 stations)	\$2,400 (for all 3 stations)	\$4,320 (for all 3 stations)	\$7,200 (for all 3 stations)
11	200" L x 84" W x 90" T (maximum)	Indoor Large Product Display / Demo Area	\$500	\$6,000	\$10,800	\$14,400
12	200" L x 84" W x 90" T (negotiable)	Outdoor Large Product Display / Demo Area	\$300	\$3,600	\$6,480	\$8,640
13	24" W x 33.5" T	Window Wraps (both sides of door)	\$450	\$5,400	\$9,720	\$12,960
14	25.5" W x 33" T	Window Wraps (both sides of door)	\$450	\$5,400	\$9,720	\$12,960
15	30" T x 48" W	Indoor Med. Product Display / Demo Area	Currently Unavailable			
17	33.5" W x 79" T	Pull Up Banner	\$200/Location	\$2,400	\$4,320	\$7,200

For advertisement opportunities, please contact:

Bryan Avery
 Airport Manager
 705.474.3026 ext. 5304 or bryan.avery@yyb.ca

Natalie Money
 Regulatory Compliance Manager 705.474.3026 ext. 5305
 or natalie.money@yyb.ca

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