

1-475 Airport Road
Sault Ste. Marie, Ontario
705-779-3031
www.saultairport.com



Y A M

ADVERTISING OPPORTUNITIES



Sault Ste. Marie Airport
Development Corporation

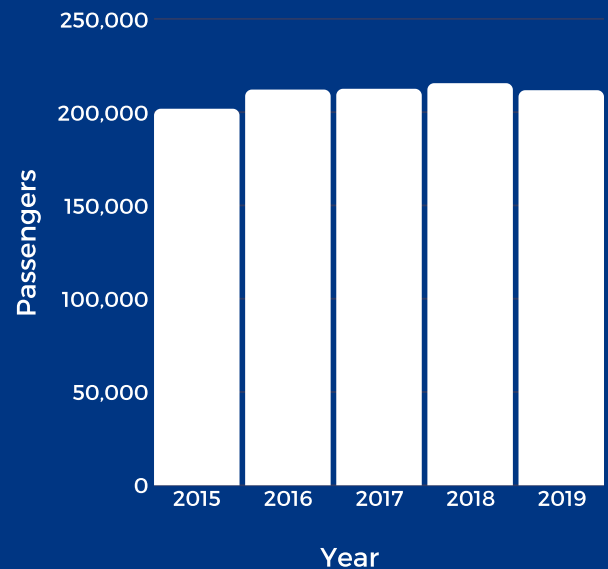
go there to get anywhere

YAM

AIRPORT FACTS

Since 2011 passenger numbers have risen steadily, year by year, breaking the 200,000 mark for the first time in 2015. Passenger volumes hit an all-time high in 2018, exceeding 215,000 passengers for the first time; totaling 215,043. 2019 saw 4 monthly record passenger levels being set.

YAM ANNUAL PASSENGERS



- The Sault Ste. Marie Airport is a gateway to Northern Ontario and is currently serviced by Air Canada Express, Bearskin Airlines, Porter Airlines and Sunwing Airlines.
- Air Canada Express offers daily flights to and from Pearson International Airport. World-wide flights make connection in Toronto through the Air Canada Star Alliance system, allowing for travel all across the globe. Air Canada provides scheduled and chartered air transportation to 175 destinations across 6 continents, for both passengers and cargo.
- Bearskin Airlines is known for its many scenic flight destinations all across Northern Ontario. Flights to and from Thunder Bay, Sudbury, Timmins, and Winnipeg are available, along with many flights to some of Northern Ontario's more remote destinations.
- Porter Airlines offers daily service to and from Billy Bishop Toronto City Airport, which connects passengers to various Canadian and U.S. destinations.
- Sunwing Airlines offers weekly flights in the winter months from Sault Ste. Marie to sun destinations.
- The primary domestic destinations of travellers using the Sault Ste. Marie Airport are: Toronto, Ottawa, Sudbury, Montreal, Chicago and Thunder Bay.
- The Sault Ste. Marie Airport is located in very close proximity to Sault Ste. Marie, Michigan and attracts many U.S. travellers.
- Including passengers family, friends and others visiting the airport, your advertisement will have an average of 300,000 impressions annually.



ADVERTISING GUIDELINES

BRING YOUR BRAND TO LIFE



Advertising Contact at YAM:

Emma Paat
Security/ Business Administration Manager

paate@saultairport.com

Tel. 705-779-3031 ext. 204



ADVERTISING AGREEMENT INFORMATION

- Posted rates are subject to change without notice.
- Rates are available for 1 year, 2 year (5% discount) and 3 year (10% discount) contracts.
- Minimum agreement period is 1 year on all agreements.
- Payment may be accepted on an annual, semi-annual or monthly schedule.
- Client is responsible for fabrication of all signs.
- Client is responsible for installation of window vinyl.
- Client is responsible for providing the SSMADC with a proof of the graphic prior to printing to be approved by the President/CEO.

QUALITY & RESOLUTION

Most of the advertising located at the Sault Ste. Marie Airport are large scale spaces. It is highly recommended to obtain the services of a professional design company to produce your advertisement, as well as a professional sign or print company to create the finished product. Series purchases must have a cohesive design that compliment each other or one divided ad. All window vinyl must be opaque.

When it comes to getting people to see your product, service or promotion, there is no better place to advertise than the Sault Ste. Marie Airport. With thousands of flights, hundreds of employees and nearly 215,000 passengers passing through the terminal annually your message is sure to make an impression.

ADVERTISING OPTIONS & RATE CARD

Sign Number	Artwork Size	Sign Type	1 Year Contract		2 Year Contract (5% Discount)		3 Year Contract (10% Discount)	
1 to 20	V.O. 47"W x 34.25"H P.S. 49"W x 37"H	Backlit Translite	\$	2,244.00	\$	4,263.60	\$	6,058.80
21 to 25	V.O. 48"W x 35.25"H P.S. 50"W x 38"H	Backlit Translite	\$	3,300.00	\$	6,270.00	\$	8,910.00
26 to 28	V.O. 60"W x 24"H P.S. 61"W x 24.5"H	Backlit Translite	\$	5,500.00	\$	10,450.00	\$	14,850.00
29	V.O. 56"W x 68"H P.S. 57.6"W x 69.6"H	Backlit Translite	\$	3,600.00	\$	6,840.00	\$	9,720.00
30 Series:		Window Vinyl	\$	2,520.00	\$	4,788.00	\$	6,804.00
A	48.5"W x 33.5"H							
B	46.5" W x 33.5"H							
C	46.5" W x 33.5"H							
D	48.5"W x 33.5"H							
31 Series:		Window Vinyl	\$	2,520.00	\$	4,788.00	\$	6,804.00
A	48.5"W x 33.5"H							
B	46.5"W x 33.5"H							
C	46.5"W x 33.5"H							
D	48.5"W x 33.5"H							
32 Series:		Window Vinyl	\$	2,520.00	\$	4,788.00	\$	6,804.00
A	48.5"W x 33.5"H							
B	46.5"W x 33.5"H							
C	46.5"W x 33.5"H							
D	48.5"W x 33.5"H							
33 Series:		Window Vinyl	\$	2,520.00	\$	4,788.00	\$	6,804.00
A	48.5"W x 33.5"H							
B	46.5"W x 33.5"H							
C	46.5"W x 33.5"H							
D	48.5"W x 33.5"H							
34 Series:		Window Vinyl	\$	2,520.00	\$	4,788.00	\$	6,804.00
A	25"W x 27.5"H							
B	25"W x 27.5"H							
C	25"W x 27.5"H							
D	25"W x 27.5"H							

V.O.= Visual Opening

P.S.= Production Size

continued on next page...

Save with a multi-year contract!

5% discount applied to a 2 year contract.

10% discount applied to a 3 year contract.

ADVERTISING OPTIONS & RATE CARD

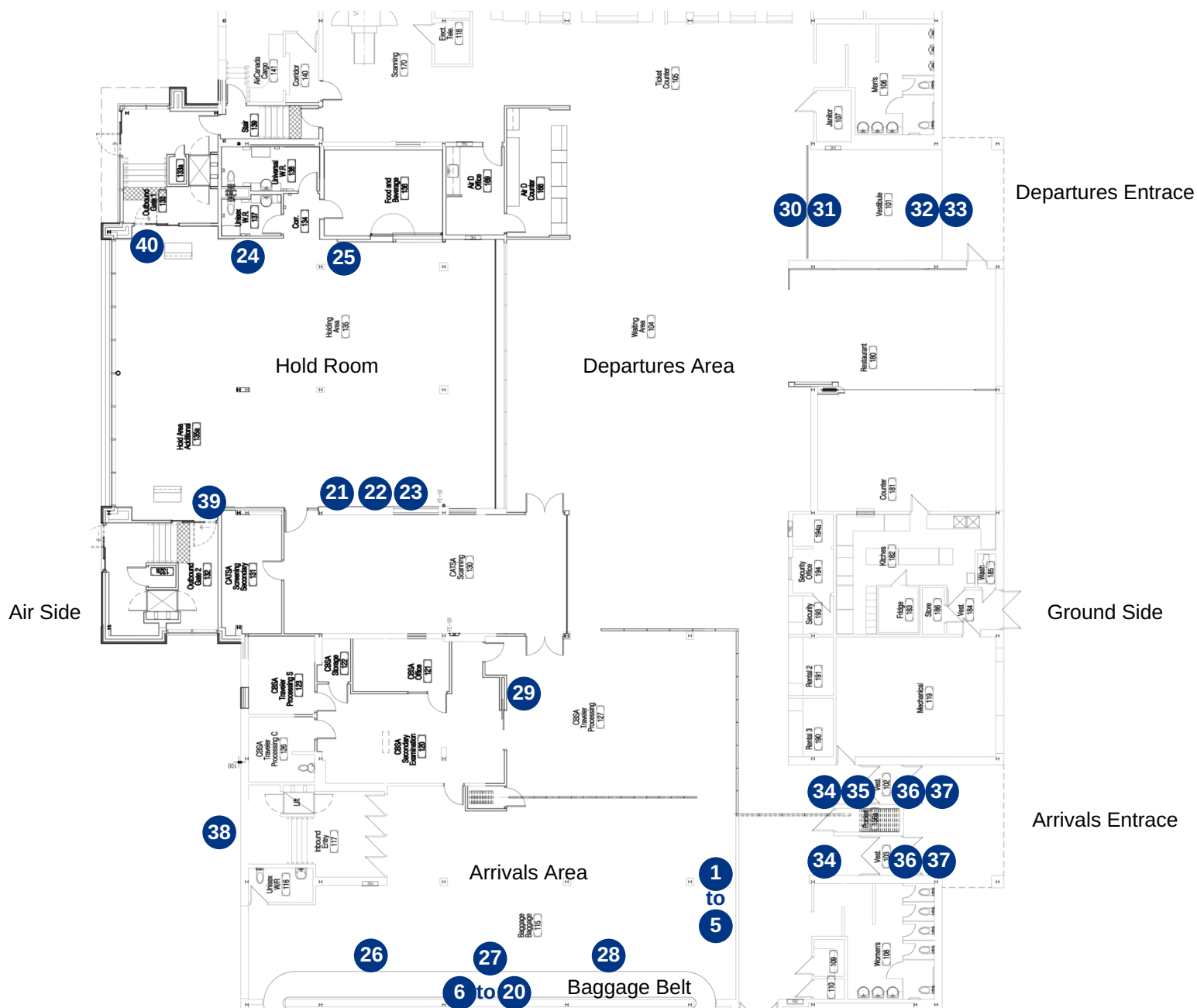
Sign Number	Artwork Size	Sign Type	1 Year Contract		2 Year Contract (5% Discount)		3 Year Contract (10% Discount)	
35 Series:								
A	25"W x 27.5"H	Window Vinyl	\$	2,244.00	\$	4,263.60	\$	6,058.80
B	25"W x 27.5"H							
36 Series:								
A	24"W x29.5"H	Window Vinyl	\$	2,520.00	\$	4,788.00	\$	6,804.00
B	24"W x29.5"H							
C	56.5"W x 31"H							
37 Series:								
A	24"W x29.5"H	Window Vinyl	\$	2,520.00	\$	4,788.00	\$	6,804.00
B	24"W x29.5"H							
C	56.5"W x 31"H							
38 Series:								
A	38.5"W x 34"H	Window Vinyl	\$	3,600.00	\$	6,840.00	\$	9,720.00
B	38.5"W x 34"H							
C	38.5"W x 34"H							
D	38.5"W x 34"H							
39 Series								
A	22.5"W x 35.5"H	Window Vinyl	\$	3,480.00	\$	6,612.00	\$	9,396.00
B	22.5"W x 35.5"H							
40 Series								
A	22.5"W x 35.5"H	Window Vinyl	\$	3,480.00	\$	6,612.00	\$	9,396.00
B	22.5"W x 35.5"H							

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10% discount applied to a 3 year contract.

TERMINAL LAYOUT



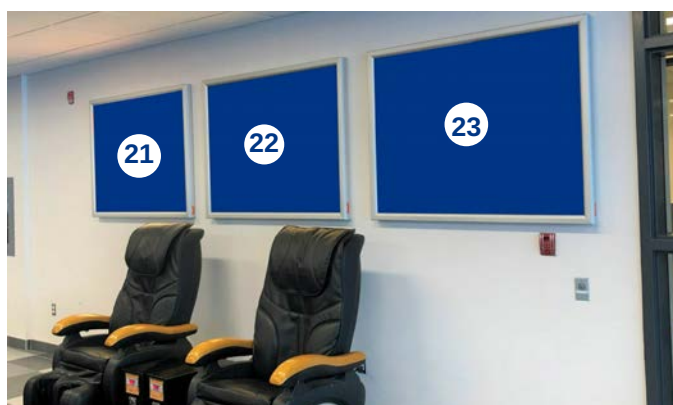
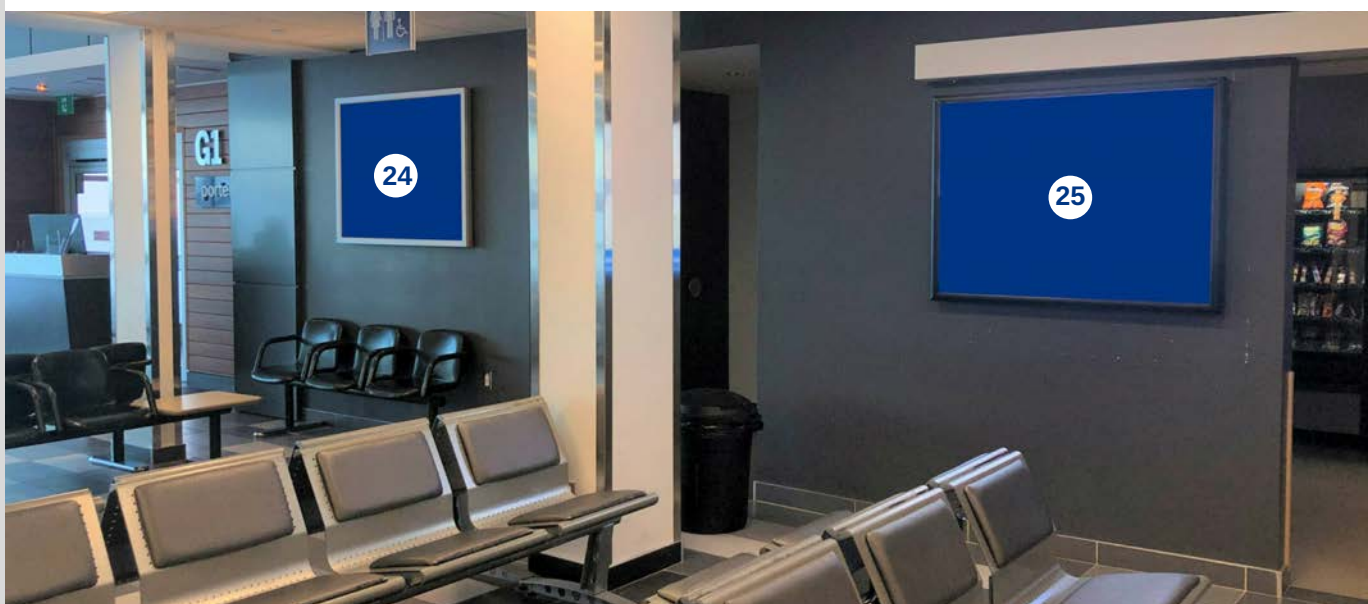
Options in this space:

1 to 29 Translite Backlit Signs

30 to 40 Window Vinyl

ADVERTISING DETAILS

*AVAILABLE SPACES
HOLD ROOM INTERIOR*



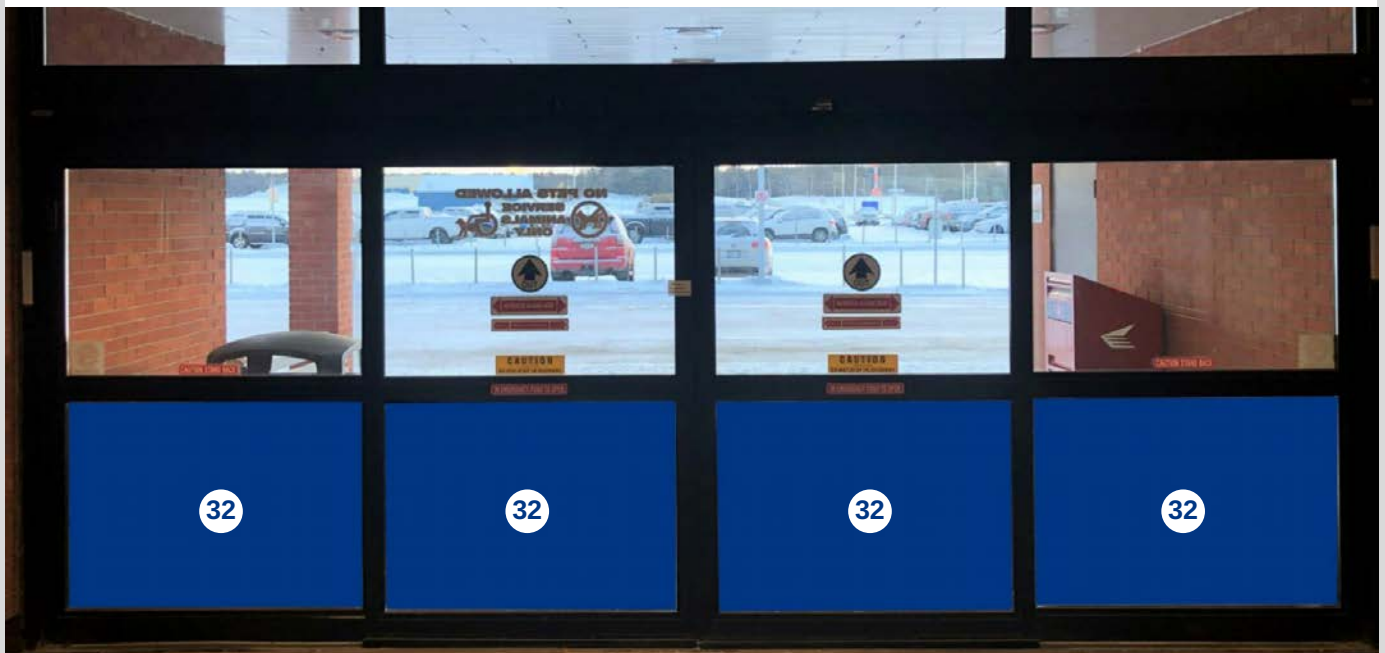
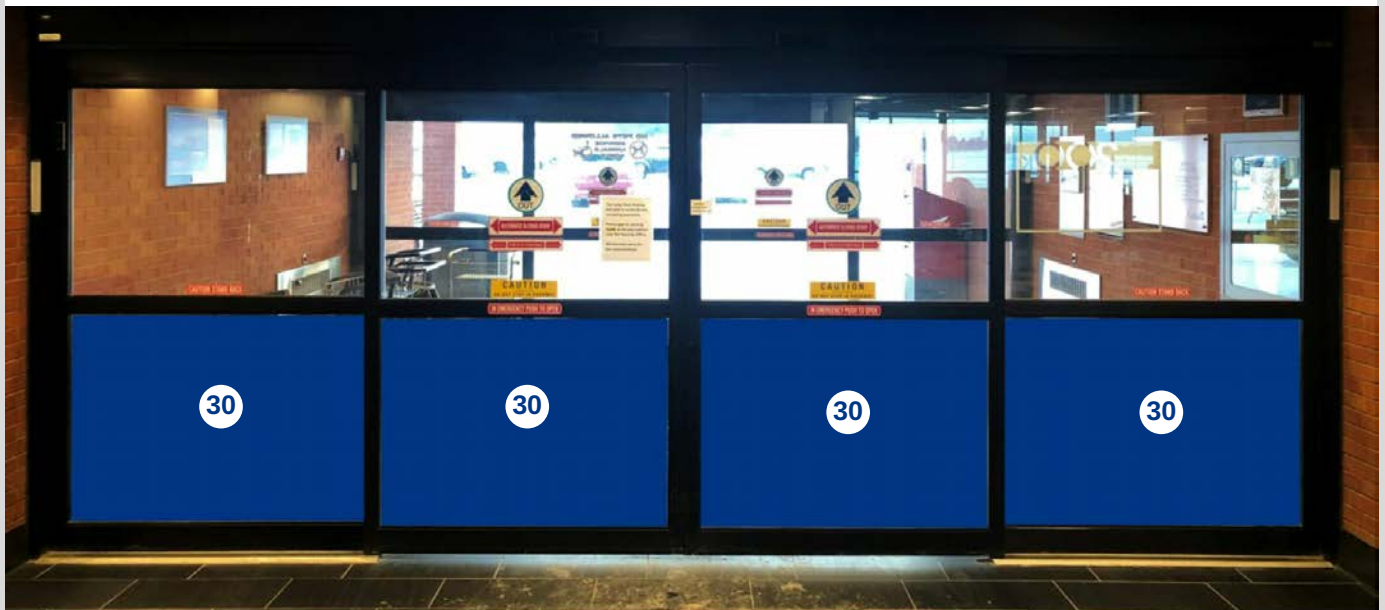
ADVERTISING DETAILS

*AVAILABLE SPACES
TERMINAL INTERIOR*



ADVERTISING DETAILS

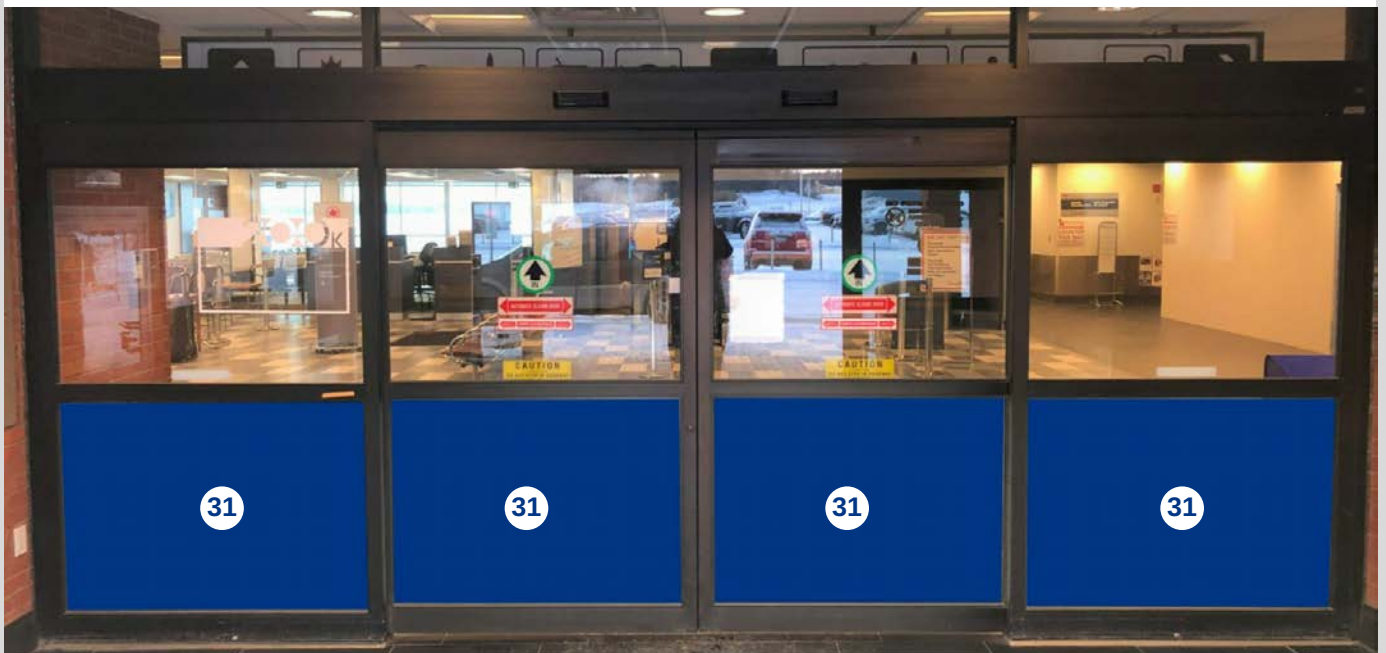
*AVAILABLE SPACES
DEPARTURES*



Facing the interior of the terminal

ADVERTISING DETAILS

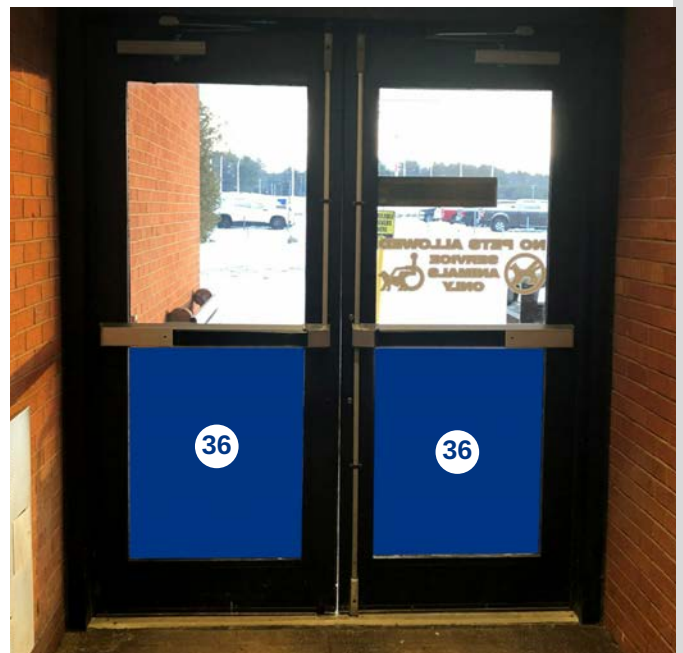
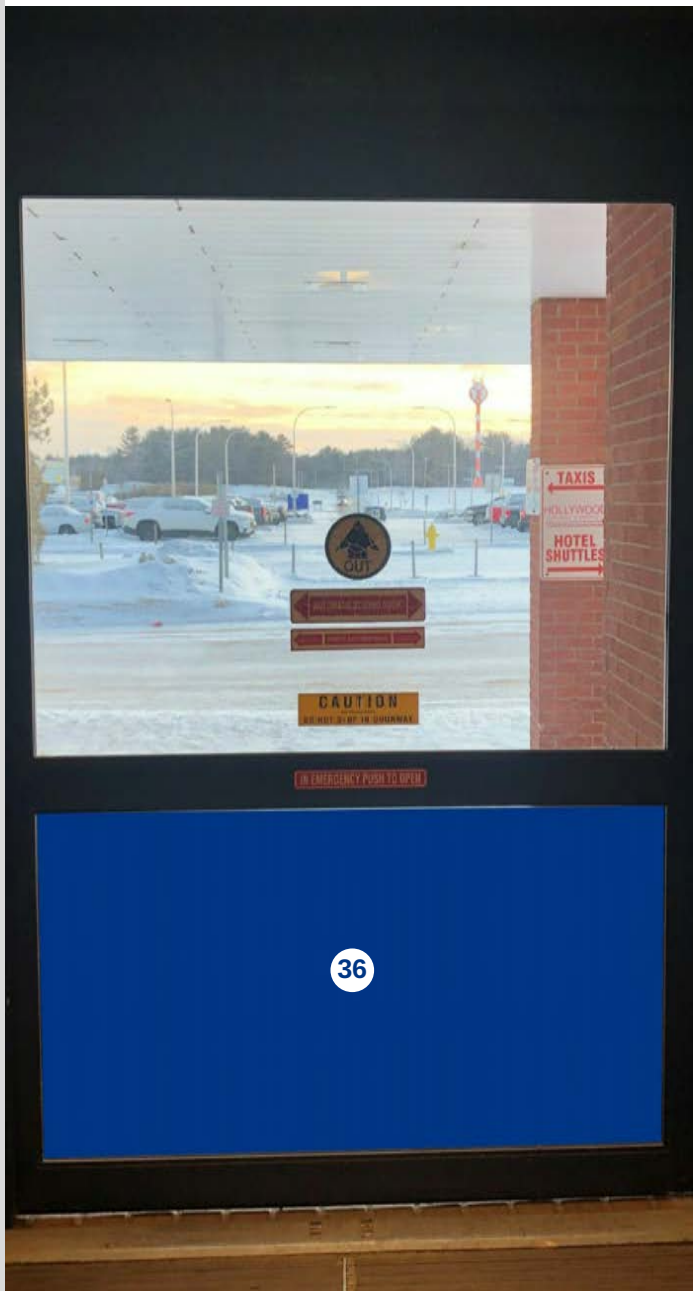
*AVAILABLE SPACES
DEPARTURES*



Facing the exterior of the terminal

ADVERTISING DETAILS

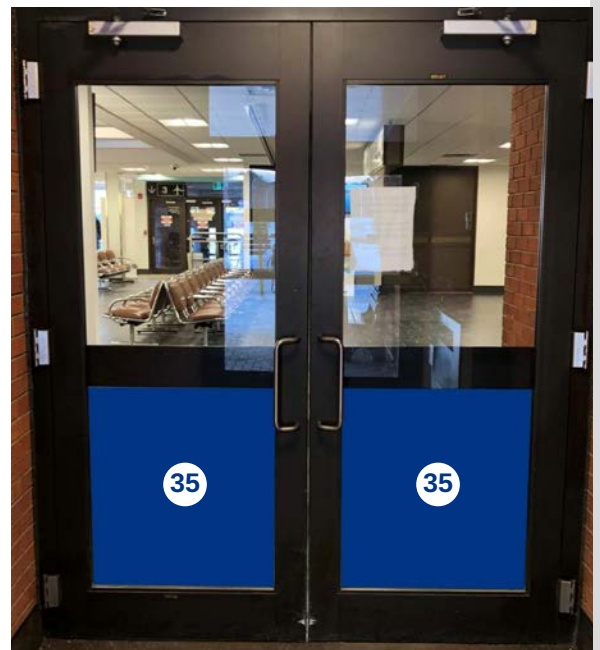
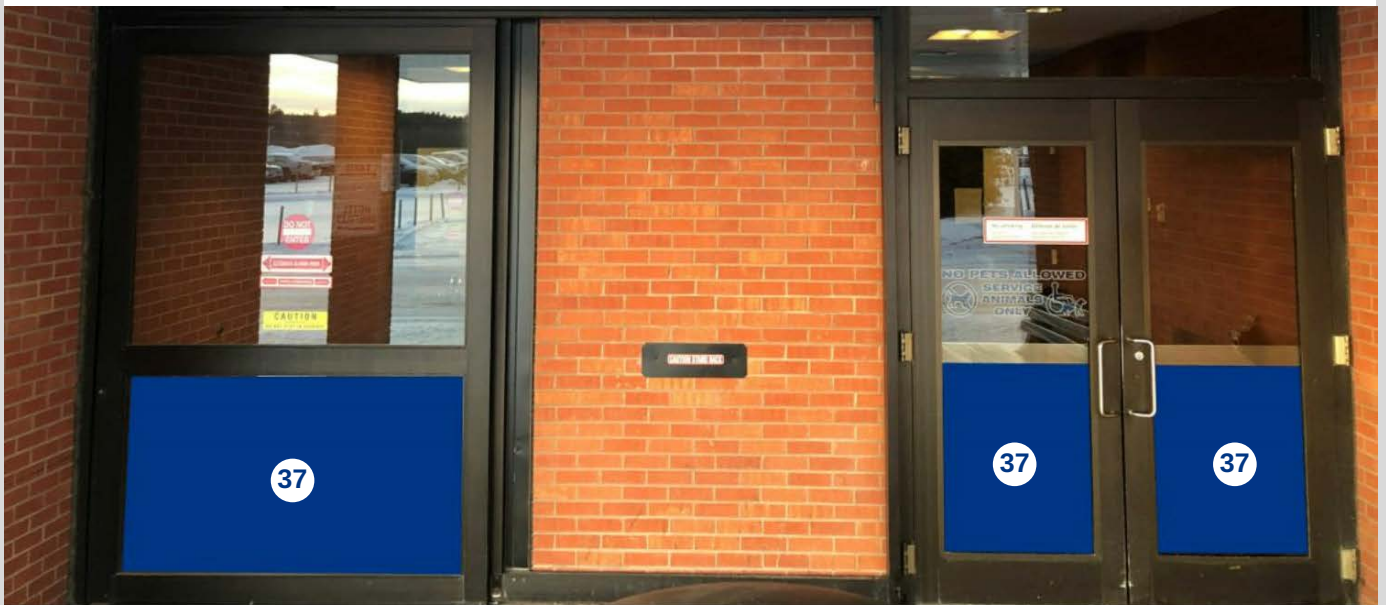
AVAILABLE SPACES
ARRIVALS



Facing the interior of the terminal

ADVERTISING DETAILS

*AVAILABLE SPACES
ARRIVALS*



Facing the exterior of the terminal