

# Promote your Business at the Airport!



## Airport Video Advertising Opportunities

To build awareness of the economic opportunities in the Brainerd Lakes Area, the Brainerd Lakes Regional Airport partnered with the Brainerd Lakes Area Economic Development Corporation to develop an in-terminal broadcast system. This customized network allows the live satellite broadcast of national news, weather, and sports to be intermixed with **local video segments** to air travelers and airport terminal visitors. Currently, BLAEDC and the Airport are broadcasting dozens of video messages featuring Crow Wing County economic development and airport messages. Local business also have an opportunity to promote their products or services to the traveling market.

### A variety of digital advertising options are available

#### STILL IMAGE OPTIONS:

##### **:15 still — \$385**

:15 second "stills" are available for \$385 annually. These spots allow a business to feature one image (photograph or logo) with text. Spots will run at least twice each hour.

##### **:15 still with audio — \$585**

For an additional \$200, audio may be added to the :15 still. This audio may be an announcer's voice over, music or your company jingle. Frequency will be the same.

To be eligible for "moving picture" or traditional video commercials, businesses must be a BLAEDC member and financially support the region's economic development efforts.

#### **Specs**

:15 stills — digital artwork (JPG or PNG file sized to 1920 x 1080)

email to: [Kieran@KnowMoore.com](mailto:Kieran@KnowMoore.com)

For more information on Still Options contact:

**Airport Manager**

**(218) 825-2166**

**[info@brainerdairport.com](mailto:info@brainerdairport.com)**

#### VIDEO OPTIONS:

##### **:30 or :60 videos — BLAEDC annual supporters**

Economic supporters at the \$1,100 a year level have the option to run 1, :30 spot per hour (or one :60 spot every two hours)

Top economic development supporters (\$2,750 + annually) will receive the highest frequency of air time of all businesses within the airport's video system. At minimum, this would be 2, :30 spots per hour (or 1 :60 spot every hour).

#### **Specs**

:30 videos — Full Resolution QuickTime format

To submit videos, email [Kieran@KnowMoore.com](mailto:Kieran@KnowMoore.com) for delivery information.

For more information contact:

**Megan Rehbein, BLAEDC**

**(218) 828-0096 or**

**[Megan@GrowBrainerdLakes.org](mailto:Megan@GrowBrainerdLakes.org)**

Information current as of 9/26/2014, subject to policy change at any time.

BLAEDC and the Brainerd Lakes Regional Airport reserve the right to refuse any/all videos and images. All videos and images will be reviewed before airing.