



2018

MEDIA KIT





728,000
PASSENGERS ENPLANED IN 2017



4,413
AIR CARRIER FLIGHTS AS OF 2017



80%
LEISURE TRAVELERS



20%
BUSINESS TRAVELERS

TMA (TTN) STATS AND FACTS

- Home to Frontier Airlines, which offers non-stop service to 17 U.S. Cities.
- Serves as the aviation division headquarters of a number of Fortune 100 Companies.
- The NJ State Police, the New Jersey Army National Guard and two flight schools are also located at the airport.



**THE AIRPORT HAS BEEN A PART OF
MERCER COUNTY, NJ FOR OVER**

**88
YEARS**

Trenton-Mercer Airport has been an important part of the Greater Central Jersey Region for over 88 years. It is both a major economic engine for the area and an air travel hub that hosts a robust mix of commercial, corporate, private, and government aviation users.



Median Household Income of

\$77,650

(reference: <https://datausa.io/profile/geo/mercercounty-nj/>)



TRAVELERS ARE COMING FROM A

60+
MILE RADIUS

to utilize the Trenton-Mercer Airport

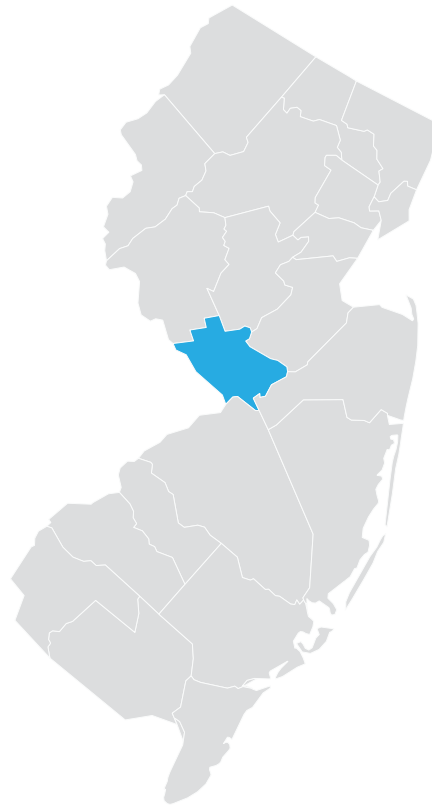


MERCER COUNTY, NJ IS THE

12th
MOST POPULATED COUNTY
IN NEW JERSEY

(reference: <https://datausa.io/profile/geo/mercercounty-nj/>)

MERCER COUNTY, NJ STATS AND FACTS



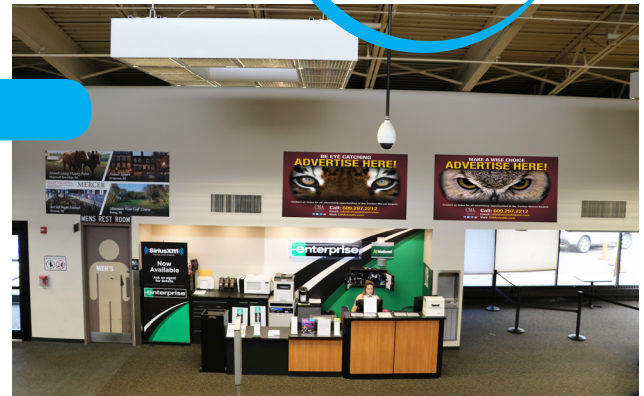
New Jersey with Counties - Single Color by FreeVectorMaps.com

TRENTON-MERCER AIRPORT MAIN LOBBY AREA



LOBBY UPPER WALL 1

Capture the attention of passengers in line to rent a car.



LOBBY UPPER WALL 2

Be seen right as passengers enter the lobby with this prime location.



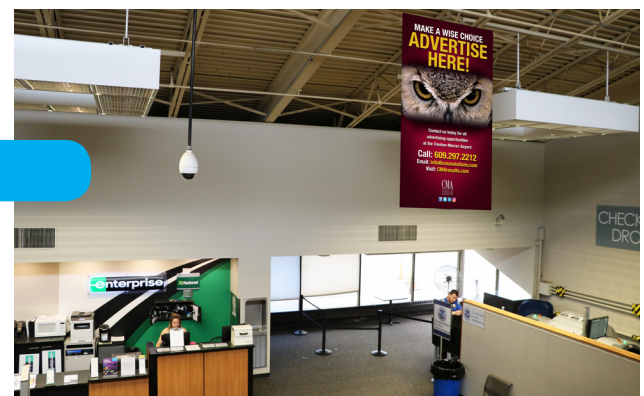
LOBBY WALL GRAPHIC 1

Grab the attention of passengers going upstairs to grab a bite to eat and wait for their flight.



LOBBY WALL GRAPHIC 2

Grab passengers attention as they begin to head down to the TSA area.



LOBBY BANNERS

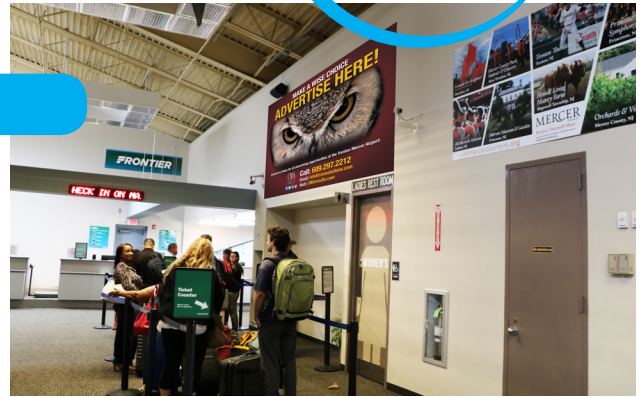
Capture the attention of passengers and family/friends that are dropping off and picking up at the airport.

TRENTON-MERCER AIRPORT CHECK-IN AREA



CHECK-IN UPPER WALL

Prime location while on line during check-in.



CHECK-IN WALL GRAPHIC

Welcome passengers with a large wall graphic sign as they wait to check-in.



CHECK-IN UPPER BEAM

Be seen overhead as passengers wait in line to check in to their flight.



UPSTAIRS WAITING AREA

Secure your space upstairs while those who arrive early wait for their flight.

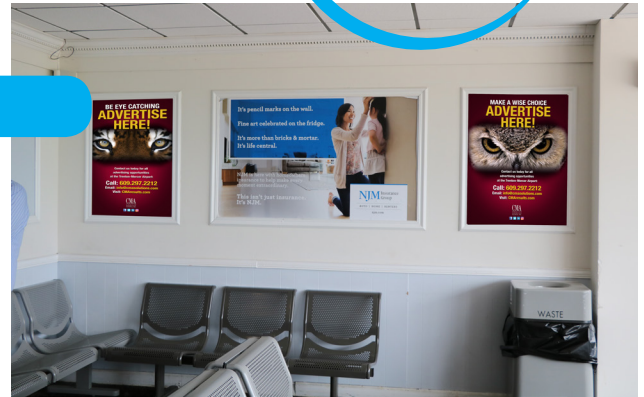


TRENTON-MERCER AIRPORT UPSTAIRS WAITING AREA



UPSTAIRS WAITING AREA DUAL WALL GRAPHICS

With passengers always waiting to board their flight upstairs, take advantage of this cost-effective space.



UPSTAIRS WAITING AREA WALL GRAPHICS

Waiting time at the gate area is only 60-90 minutes before a flight takes off. Take advantage of this highly visible space as those who arrive early wait.



RESTAURANT ENTRANCE WALL

Showcase your business to those entering the restaurant while they wait to board their flight.



UPSTAIRS WAITING AREA WINDOW VISOR

Top 9" of these windows can showcase your business as people take in the sights of planes taking off and landing.



TRENTON-MERCER AIRPORT TSA AND GATE AREA



TSA SECURITY ENTRANCE

Prominent location at the TSA check-in entrance. All passengers traveling through the airport must go through this line.



TSA SCREENING AREA

With the opportunity to showcase your business on the open ventilation in the gate area, this spot is ideal for HVAC companies.



GATE AREA FAMILY CORNER

This section is dedicated to passengers with younger children. Have your family-friendly business prominently featured.



GATE AREA UPPER WALL GRAPHICS

Be seen overhead as passengers look for open seats at their gate.

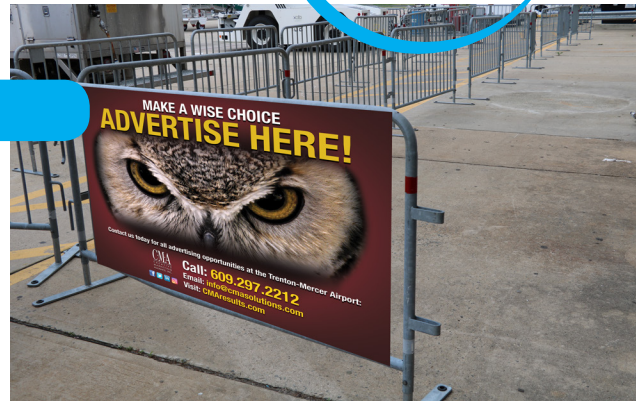


TRENTON-MERCER AIRPORT WALKWAY AND BAGGAGE AREA



WALKWAY DIVIDERS ON CONCOURSE

Do you have an event you'd like to showcase? Utilize this easily changeable space as people walk to their plane.



WALKWAY TO BAGGAGE CLAIM

Capture passengers attention as they exit their flight and enter baggage claim.

(all passengers must pass through this area)



BAGGAGE CLAIM AREA WALL GRAPHIC

Welcome passengers as they wait for their luggage in this prime location in baggage claim.



BAGGAGE CLAIM AREA POST

100% of passengers must go through baggage claim as they exit the airport, so take advantage of this location.



BAGGAGE CLAIM BACK WALL

Showcase 3 variations of your brands messaging along the backdrop of all luggage being brought in on the belt.

There are two opportunities to secure this space.



TRENTON-MERCER AIRPORT SHUTTLE BUS AND PARKING LOT AREA



INTERIOR SHUTTLE BUS GRAPHIC 1

Welcome passengers as they ride the shuttle to the terminals.



INTERIOR SHUTTLE BUS LONG GRAPHIC

Showcase your business to passengers with a display on the baggage carrier.



EXTERIOR SHUTTLE BUS GRAPHIC

Capture the attention of passengers and family/friends that are dropping off and picking up at the airport.



PARKING LOT BANNERS

Displayed on all lamp posts in the parking areas of the airport, have your business be seen when people arrive and exit the airport.



TRENTON-MERCER AIRPORT MISCELLANEOUS AREA



LADIES RESTROOM WALL GRAPHIC

Always a popular area, secure this space in the ladies restroom. Great for businesses targeting mothers as it's displayed right next to the changing station.



MENS RESTROOM WALL GRAPHIC

Command attention while men use the facility.



ELEVATOR WALL GRAPHIC

Capture passengers attention as they utilize the elevator. The prime audience here are those unable to take the stairs down to TSA or up to the restaurant and waiting area.



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TRENTON-MERCER AIRPORT INSERTION ORDER FORM



SEND COMPLETED SPACE RESERVATION FORM TO JUDE MARTIN-CIANFANO, ADVERTISING MANAGER

Phone: 609-297-2212

Fax: 609-799-7032

E-mail: jcianfano@cmasolutions.com

Please complete the following mandatory information.

ADVERTISER INFORMATION:

Company: _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____

Email: _____

BILLING INFORMATION:

Accounts Payable Contact (or Agency): _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____

Email: _____

Purchase Order #: _____ Confirm CMA vendor set up: ☐ Yes ☐ No

Trenton-Mercer Airport Ad Information & Frequency

Ad Space

Lobby Upper Wall 1

Lobby Upper Wall 2

Lobby Wall Graphic 1

Lobby Wall Graphic 2

Lobby Banners

Check-In Upper Wall

Check-In Wall Graphic

Check-In Upper Beam

Upstairs Waiting Area

Upstairs Waiting Area Dual Wall Graphics

Upstairs Waiting Area Wall Graphics

Restaurant Entrance Wall

Upstairs Waiting Area Window Visor

TSA Security Entrance

TSA Screening Area

Gate Area Family Corner

Gate Area Upper Wall Graphics

Walkway Dividers On Concourse

Walkway To Baggage Claim

Baggage Claim Area Wall Graphic

Baggage Claim Area Post

Baggage Claim Back Wall

Interior Shuttle Bus Graphic 1

Interior Shuttle Bus Long Graphic

Exterior Shuttle Bus Graphic

Parking Lot Banners

Ladies Restroom Wall Graphic

Mens Restroom Wall Graphic

Elevator Wall Graphic

Please use this Web Address _____ for our ad link

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TRENTON-MERCER AIRPORT INSERTION ORDER FORM



CONTRACT SPECIFICATIONS

All advertisements are accepted by Trenton-Mercer Airport on the understanding that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof. All copy, text and illustrations are subject to Trenton-Mercer Airport approval before execution of order by Trenton-Mercer Airport reserves the right to reject any advertising at any time. When changes in copy/material are not received by the closing date, copy/material run in previous issues will be inserted. **Cancellation is not accepted after the closing date.** All contracts are accepted with the provision that rates are subject to change. In consideration of by Trenton-Mercer Airport acceptance of such advertisements, the agency and advertiser will indemnify and save harmless by Trenton-Mercer Airport against all loss, liability damage, and expense of whatsoever nature arising out of copying its advertising, including without limitation, reasonable attorney's fees resulting from claims or suits for liable, violations of rights of privacy, plagiarism, and copyright or trademark infringement.

SHORT RATES

If an advertising contract is canceled before the agreed number of insertions has appeared, a short rate adjustment will be made on space already run.

PAYMENT POLICY

1. All invoices are due upon receipt. Should the invoice not be paid within 60 days after receipt, we authorize Trenton-Mercer Airport to charge the following credit card for the ad at the contracted amount:

Credit Card #: _____

Name on Card: _____ Expiration Date: _____

Security Code: _____

2. All rates published are net.

3. All accounts must be in good standing for acceptance of insertion orders.

Signed _____ Date _____

Signed _____ Date _____

Send all ad materials and insertions to:

Jude Martin-Cianfano, Advertising Manager
Trenton-Mercer Airport
c/o Creative Marketing Alliance
191 Clarksville Road
Princeton Junction, NJ 08550
Phone: 609-297-2212

Billing Contact:

Todd DeFilippis
TDeFilippis@cmasolutions.com