

BENEFITING OUR COMMUNITY

Port
of Seattle

2018-2019 LOCAL & REGIONAL TOURISM AIRPORT ADVERTISING PROGRAM

Proposal Information and Requirements

The Port of Seattle has reserved advertising locations at Sea-Tac Airport for use by local cities and communities as well as destination marketing organizations in Washington state.

1. ADVERTISING DESCRIPTION

In 250 words or less state the intended theme or message(s) of your proposed sign advertising on the application form. (The actual language and or visuals do not have to be presented for this proposal; however, a description of what the objective or goal of your messaging is.)

The purpose is to give organizations the opportunity to impact Sea-Tac airport travelers with an awareness of destinations, attractions, activities and events occurring in our region and state that will increase the number of visitors and their economic impact on an area. In your proposal please identify the tourism message, event or attraction that will be highlighted.

2. FUNDS / COST

Your cost for participation in this program will be the cost of the production and placement of the approved signage. Your application and signature on the application serves as an acknowledgment that design and placement costs will be your responsibility. It is estimated that those costs will be approximately \$600-\$1,500 per sign placement, depending on location and ad type (single or double-sided).

WHY ADVERTISE AT SEA-TAC?



**Million Passengers Flew
through Sea-Tac in 2016.
That is A LOT of eyeballs
for your message.**

In addition, you will be responsible for paying a leasehold excise tax for each quarter (3 months). Most destination marketing organizations throughout the state of Washington are established as 501C-6 organizations. In addition to the artwork, development and installation of the sign and as an awardee of the Airport Spotlight Program, your organization will also be responsible for the state of Washington's leasehold excise sales tax on the signage.

Unless your organization is able to provide documentation to the Port of Seattle establishing that you have obtained an exemption from the leasehold excise sales tax liability, be aware that the Port of Seattle will invoice your organization for the time and location that your sign is displayed at Sea-Tac International Airport. The estimated liability or cost on a quarterly basis per single sided sign is \$525, and a double sided diorama is \$1,050.

3. ADVERTISING LENGTH

You may submit an application for one quarter (3 months) at a time. There are two application opportunities per calendar year. You can change your actual ad anytime during your assigned quarter. You are responsible for all costs of production, installation, removal, and Washington State leasehold excise tax.

4. EVALUATION AND PLACEMENT LOCATION

The submitted applications will be evaluated by a committee of Port of Seattle employees. Approved advertising messages will be awarded locations based on availability.

5. FAQ INFORMATION SESSION - [REGISTER NOW!](#)

Join us for an in-person or conference call-in Information Session:

Date: Tuesday, June 26, 2018

Time: 2:00pm – 3:00pm

Location: Port of Seattle, Pier 69, 2711 Alaskan Way, Seattle, WA 98121, Room 2D East

Call-in: (425) 660-9954, access code: 69372206

6. AWARD PROCESS

- Application submittal deadline is Friday, July 13, 2018 by 2:00 p.m., to be considered.
- A committee of Port of Seattle employees will review and select all winners on Wednesday, July 18, 2018. The committee will notify the organization of the location(s) that will be offered for use during the six month time frame (either October, November, December 2018 or January, February, March 2019).
- All applicants will be contacted beginning on Thursday, July 19, 2018.
- Potential awardees will be given five (5) business days from the time of notification to confirm their participation and use of the signage type and location. Upon confirmation, an agreement will be emailed to the organization for signature.
- Applicant acknowledges the requirement that the POS will review and approve the advertising prior to implementation or placement.
- Applicant recognizes the POS to be identified as a partner / sponsor of the advertising program on the actual sign advertising via use of the Port logo.
- Applicant acknowledges responsibility for payment of Washington State's leasehold excise tax.

Email and Text Updates

Sign up for updates at our web page

www.portseattle.org/subscribe



#sustainableseatac

Port
of Seattle®
www.portseattle.org

Port of Seattle
P.O. Box 1209
Seattle, WA 98111

Demographics for SEA Frequent Flyers.

Sex	Frequent Flyer	Business Frequent Flyer
Male	55%	67%
Female	45%	33%

Age	Frequent Flyer	Business Frequent Flyer
18-24	10%	6%
25-34	18%	13%
35-44	22%	24%
45-54	21%	26%
55-64	19%	23%
65+	10%	8%

Education	Index
College Graduate	123
Post Graduate Degree	184

Activities in the past 12 Mo.	Index
Snow Skiing / Snowboarding	253
Golf	208
Football	170
Tennis	170
Hiking / Backpacking	154

Spent \$500+ in last 12 Mo.	Index
Women's business clothing	343
Men's business clothing	219
Women's casual clothing	154
Men's casual clothing	150



AD SPECS

DIORAMA

- 62" W X 43"
- Production - Approximately \$300.00 ea.
- Installation/removal - Approximately \$175.00 each
- *Double sided, the total is x2.*

If you have any questions, please contact us at spotlight@portseattle.org.

A FULL MEDIA KIT WILL BE PROVIDED TO ALL PARTICIPANTS WITH ALL THE SPECS AND REQUIREMENTS.

Index = average U.S. Adult 18+

23 Major Airlines Serve Nearly 3.1M Monthly Passengers at Sea-Tac International Airport.

