

Spotlight

Information & Advertising Kit
2019

SEATTLE-TACOMA INTERNATIONAL AIRPORT





About Spotlight

The Port of Seattle has reserved advertising locations at Sea-Tac Airport for use by local cities and statewide communities. These locations are available for use by the cities of Burien, Des Moines, Federal Way, Normandy Park, SeaTac and Tukwila, as well as destination marketing organizations throughout Washington State. We have named this program Spotlight, highlighting the focus on our communities.

The purpose of Spotlight 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.

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Access a diverse community in a major international gateway

46.9M

Passengers in 2017

9

Largest US airport

16.3B

Regional economic impact

97

Domestic non-stop destinations

28

International non-stop destinations

34

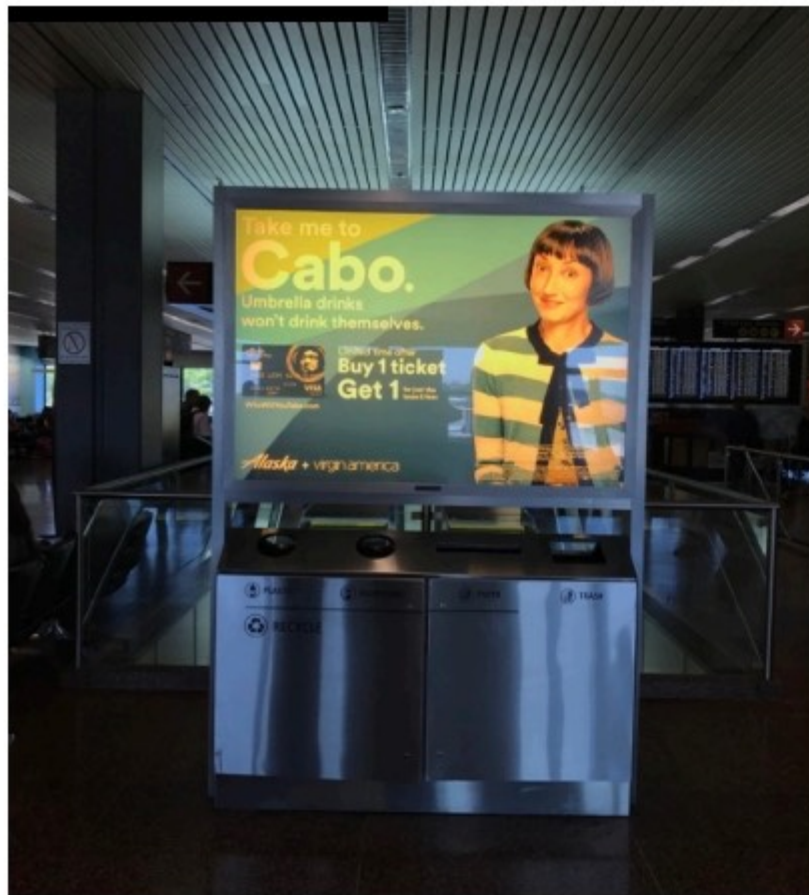
Airlines

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Ad Styles

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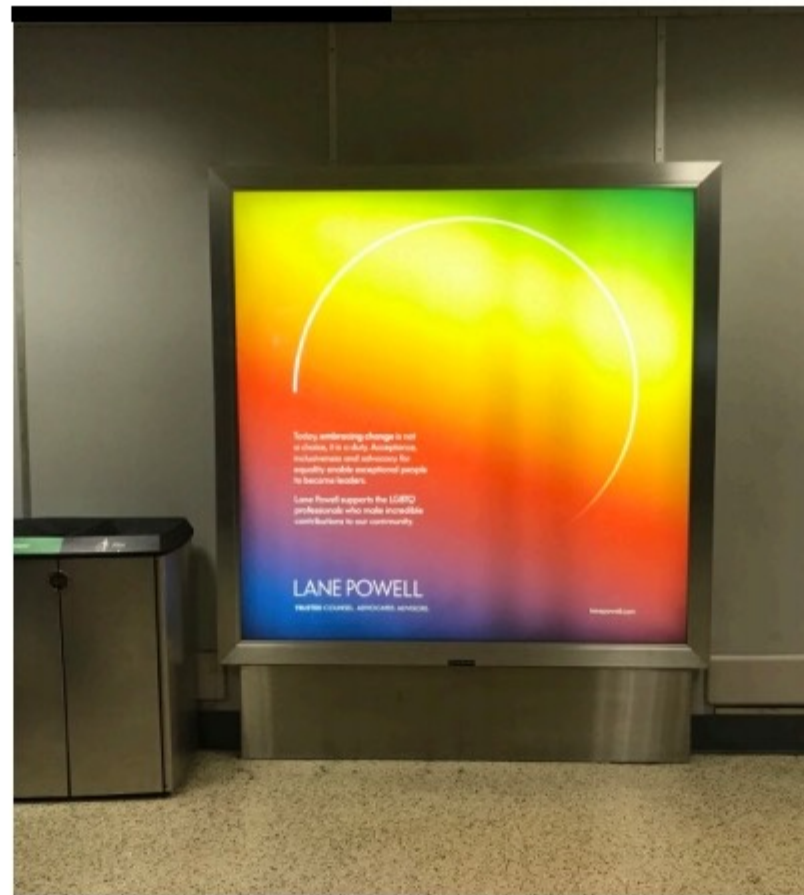
Double-Sided Diorama

Inventory Details

Location: Throughout the airport

Size: Approximately 3'H x 5'W

Remarks: Backlit positioned on recycling bins.



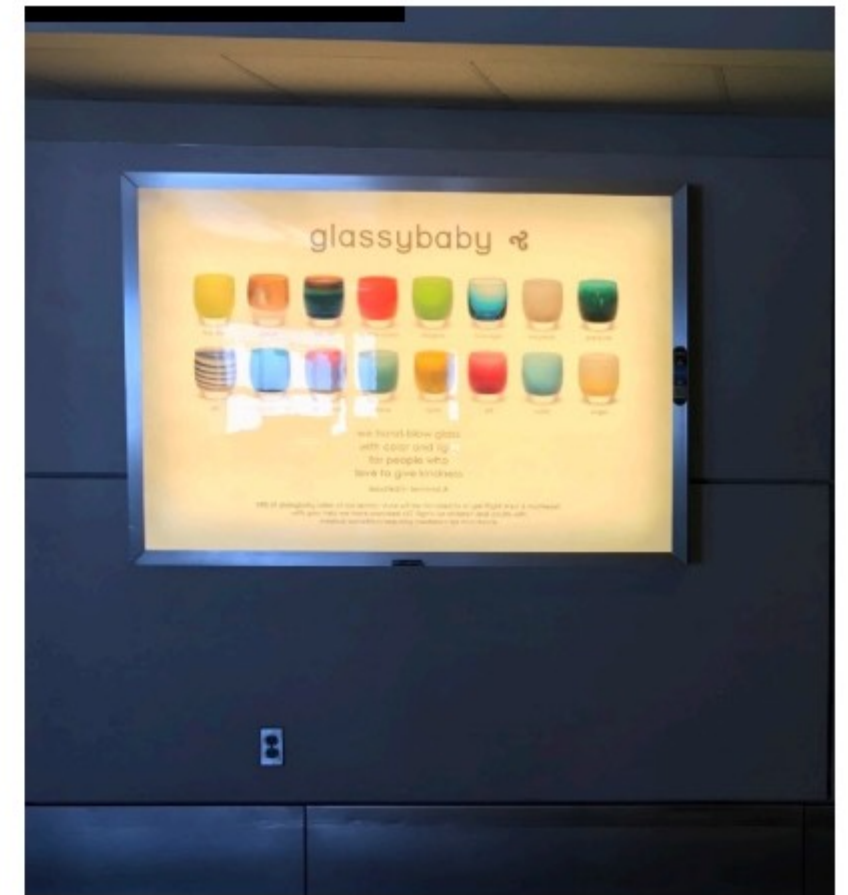
Mini Spectaculars

Inventory Details

Location: Throughout the airport

Size: Approximately 6'H x 6'W

Remarks: Backlit positioned on concourse walls.



Single-Sided Diorama

Inventory Details

Location: Throughout the airport

Size: Approximately 3'H x 5'W

Remarks: Backlit positioned on concourse walls.

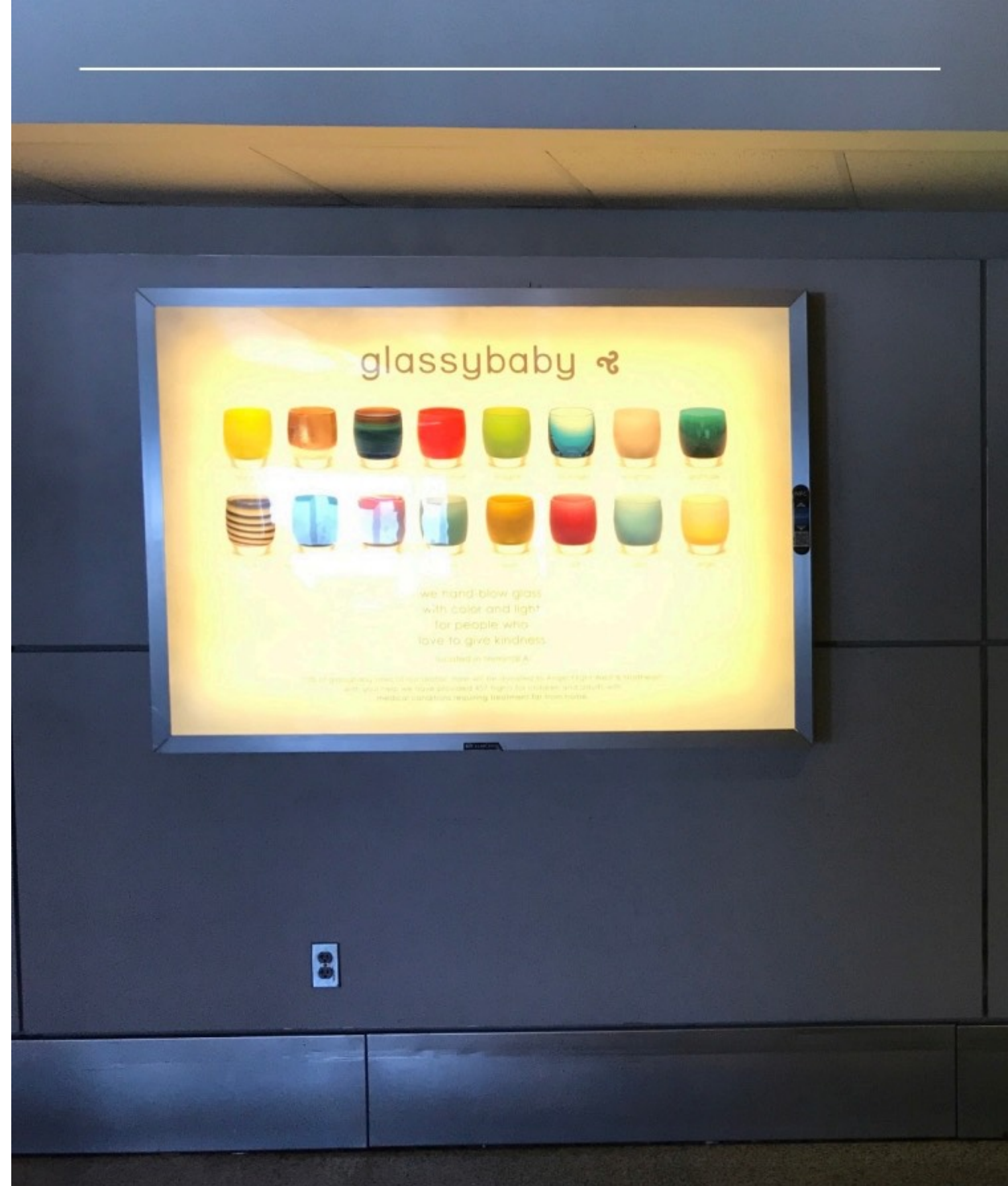
Single-sided Diorama

Spots available: 14

Locations:

- B Concourse: 2
- C Concourse: 2
- D Concourse: 1
- North Satellite: 2
- South Satellite: 1
- Baggage Claim: 6

Dimensions: 62" W x 43" H



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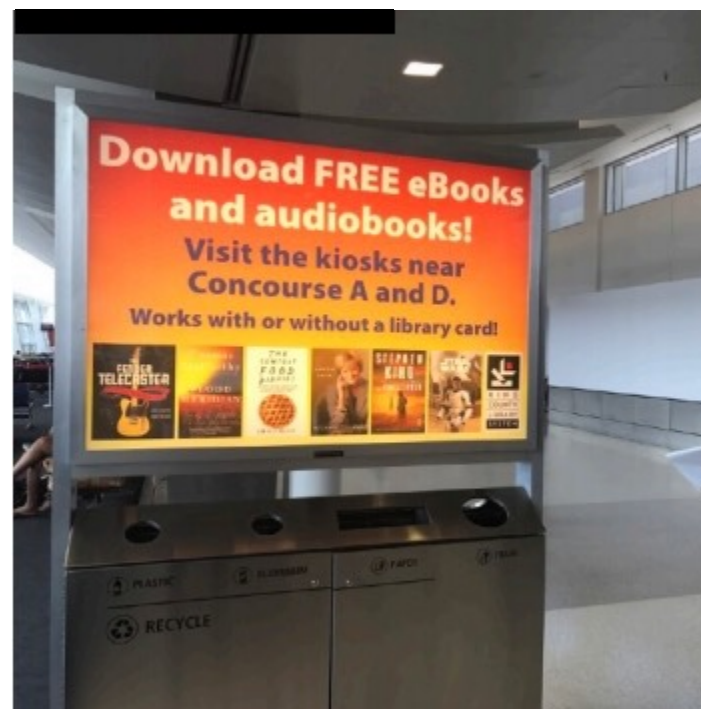
Double-sided Dioramas

Spots available: 3

Locations:

- A Concourse: 2
- South Satellite: 1

Dimensions: 62" W x 43" H



Mini Spectacular

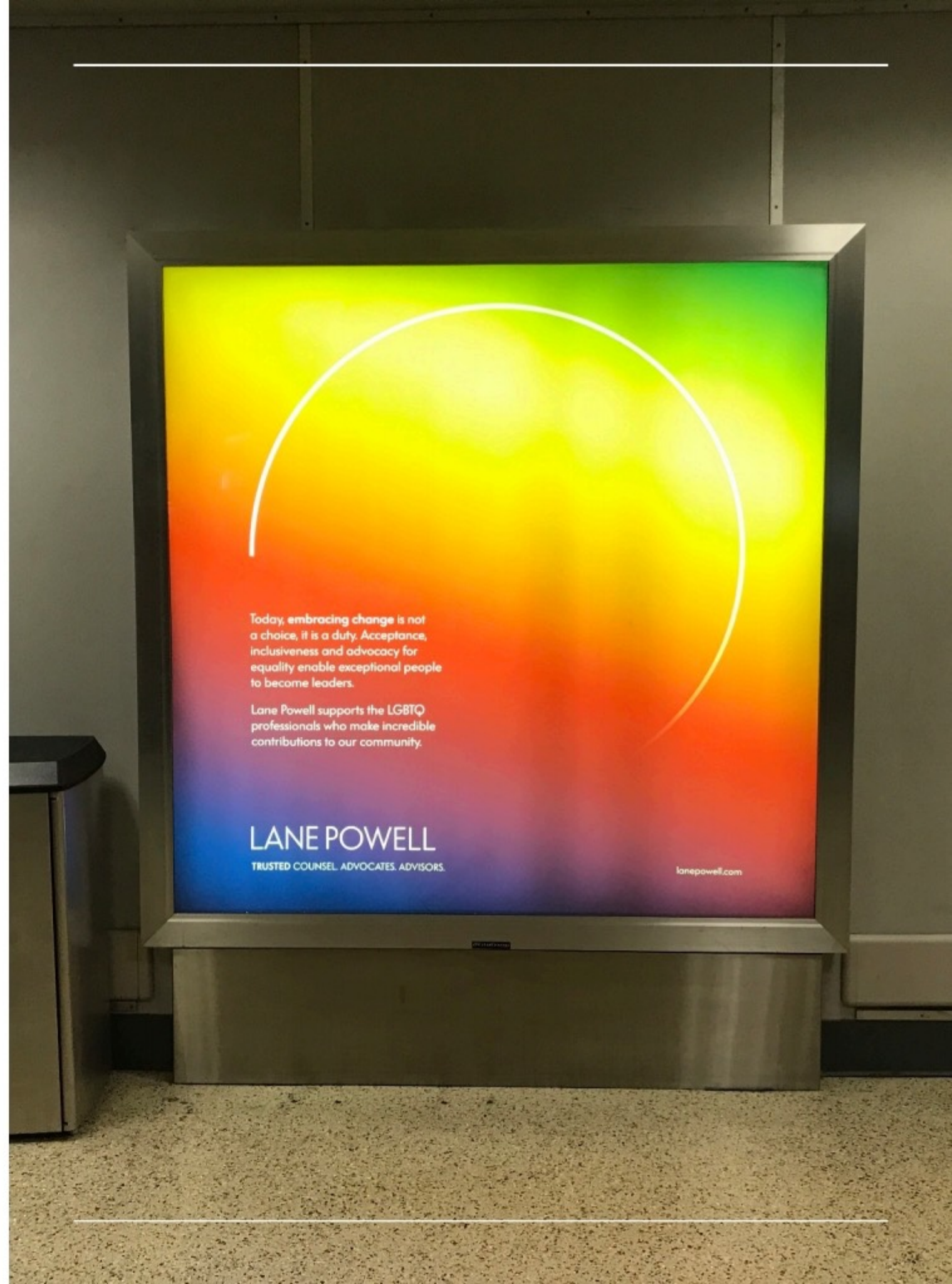
Spots available: 1

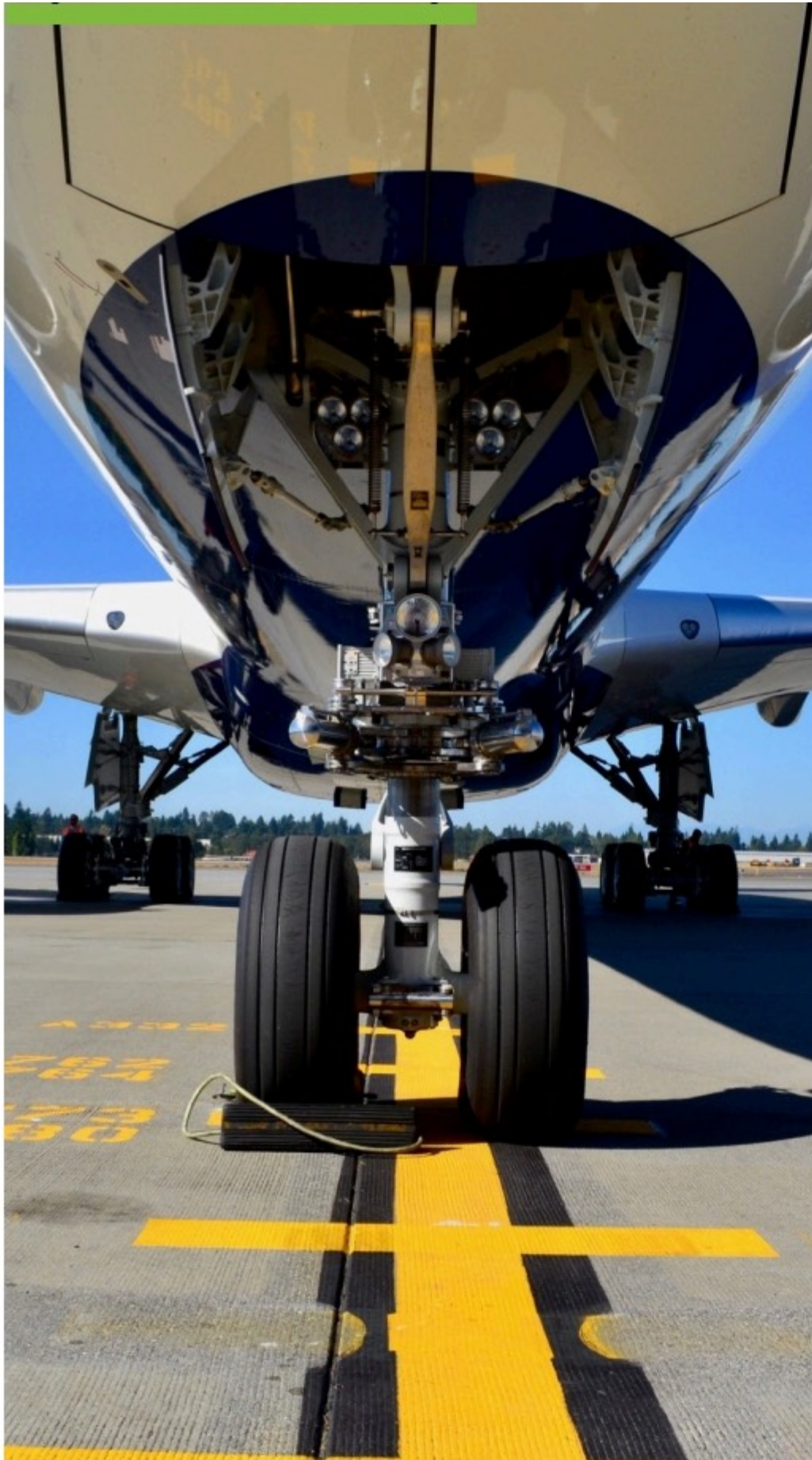
Locations:

- D Concourse: 1

Dimensions: 69" W x 69" H

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Steps to follow

Once you have been awarded an advertising location, please follow these 4 easy steps:

1 You will receive an agreement, Port logos, a Media Kit and a spec sheet for your ad based on the location you are awarded.

2 You will be responsible for paying the Washington State Leasehold Tax (the Port will invoice you), if you are not able to demonstrate to the Port your organization's exemption.

3 Please submit your artwork, including a visibly-sized Port logo for review ASAP (or one month prior to the first date of the quarter you are awarded to advertise) in PDF format to:
spotlight@portseattle.org

4 Once your ad has been reviewed and approved please submit your artwork to our preferred vendor, Devil Dog Installations.

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Preferred Vendor and Installer

Devil Dog Installations

Contact: Rebecca Uyleman

19653 70th Avenue S, Unit 3
Kent, WA 98032

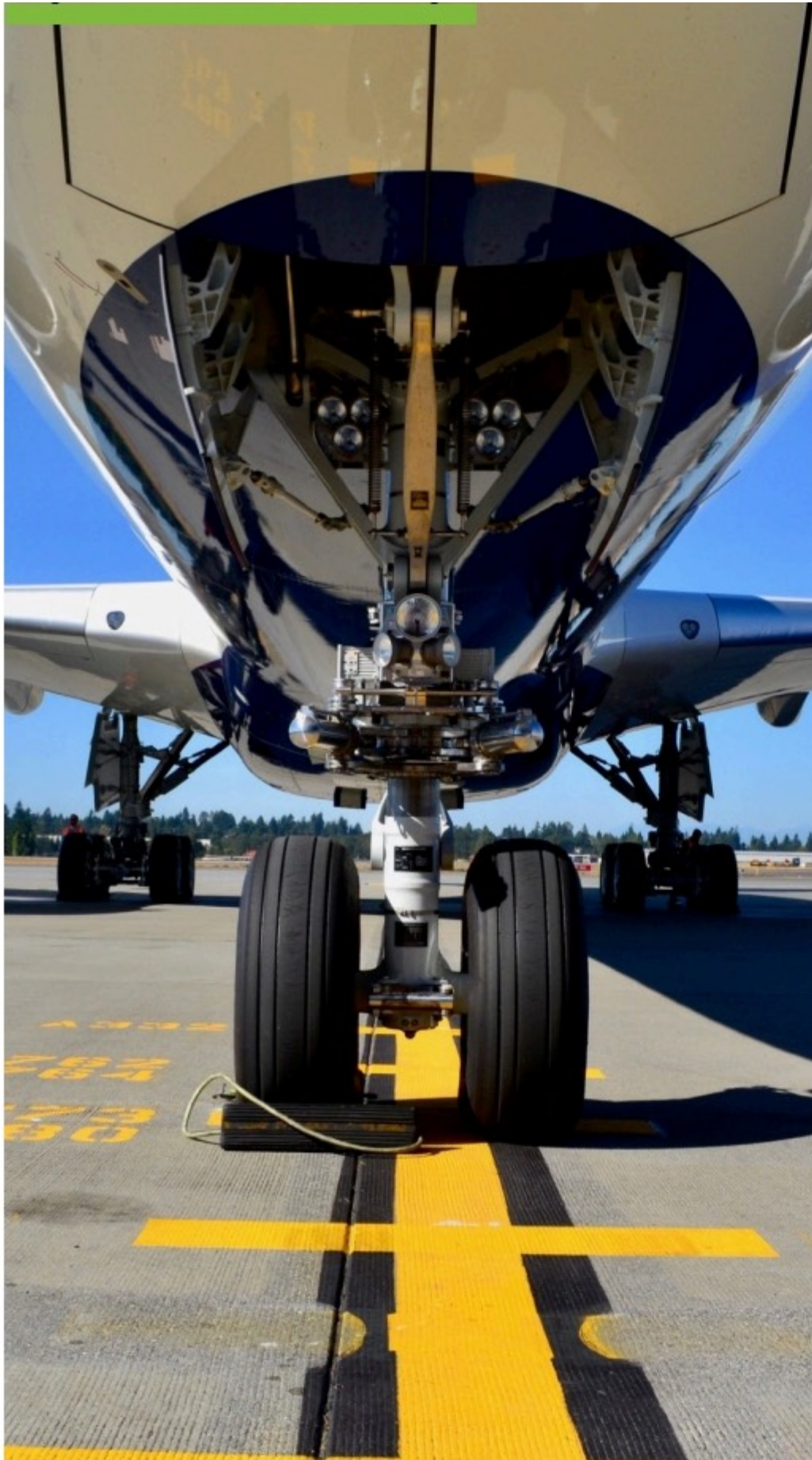
206.354.6238

rebecca@devildoginstallations.com

*Advertiser is responsible for all costs associated with production, install and removal.

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FAQ

Q: How do we go about applying given that as an organization, our advertising message may change if awarded a sign location outside the airport secured area versus in the secure area on the concourses?

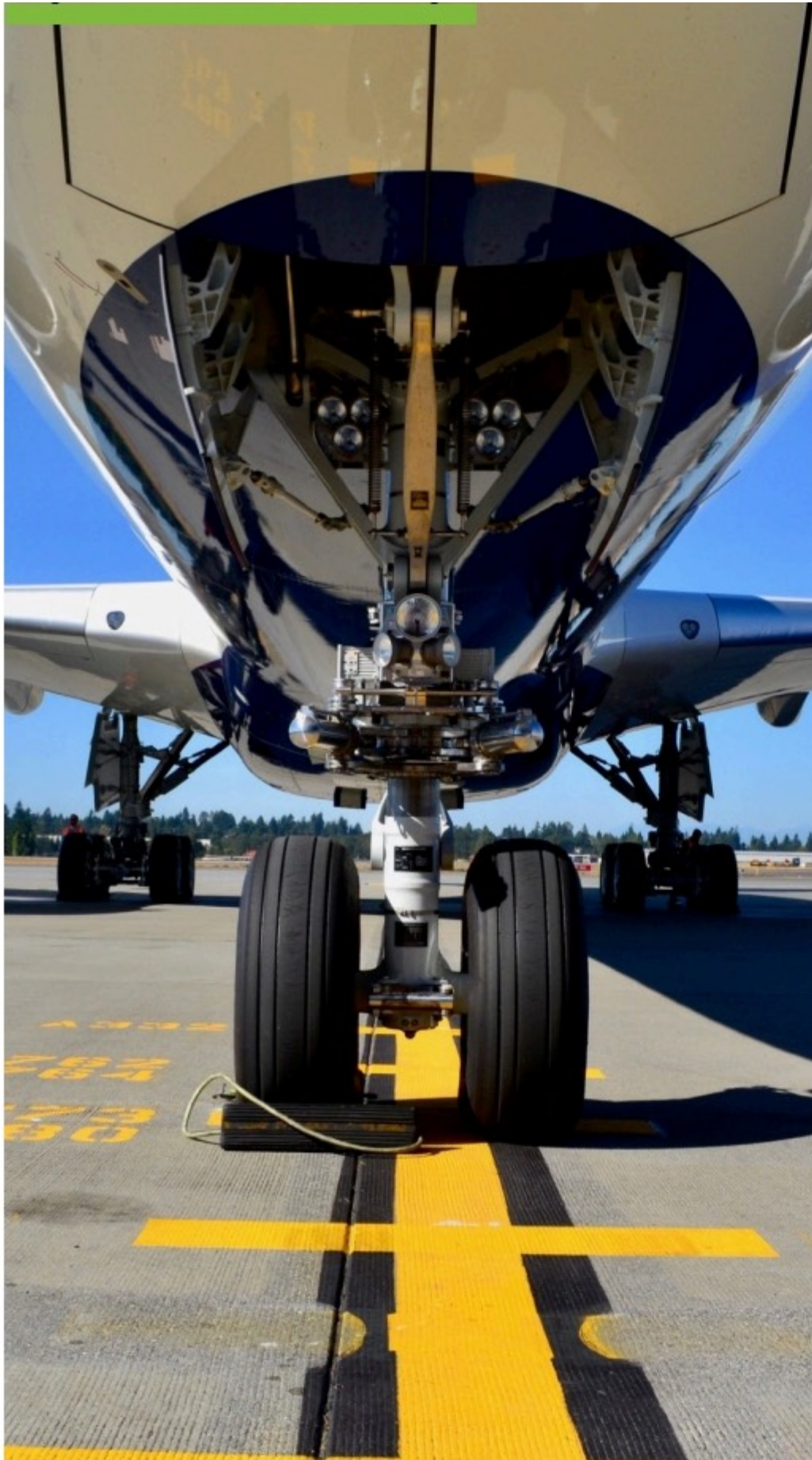
A: If your message may change based on the location, then state both of the messages or intentions in your application and identify which message would be utilized when in the secure area or outside the secure area (baggage claim).

Q: How many times can an organization apply for an advertising location?

A: There are two application opportunities per calendar year. You may apply for both applications opportunities for one quarter (3 months) each.

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FAQ

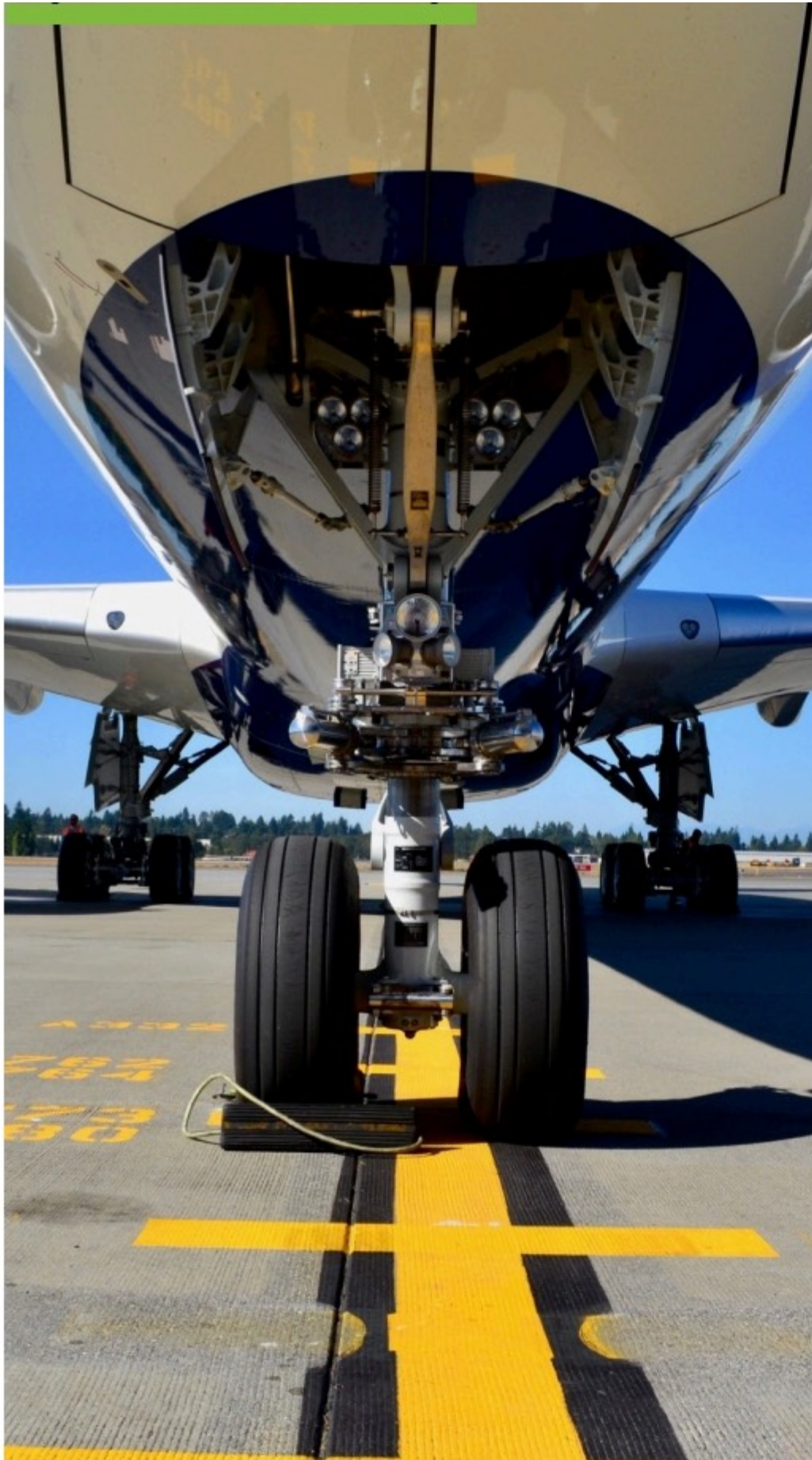
Q: What's the cost to participate in the Spotlight program?

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

In addition, you will be responsible for paying a leasehold excise tax for each quarter (3 months). 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.

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FAQ

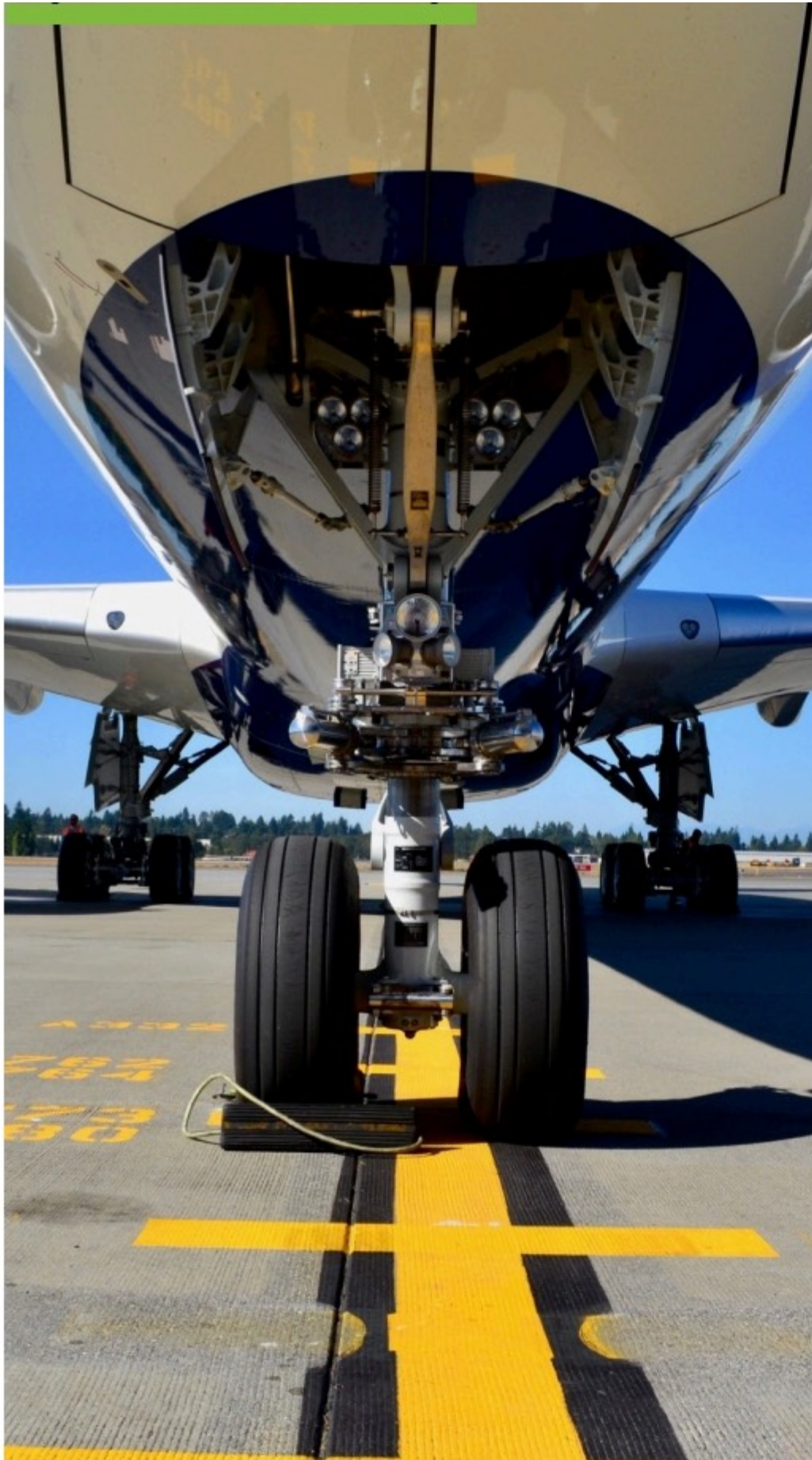
Unless your organization is able to provide documentation to the Port of Seattle establishing that you have obtained an exemption from the leasehold excise sales tax liability, be aware that the Port of Seattle will invoice your organization for the time and location that your sign is displayed at SeaTac International Airport. The estimated tax liability or cost on a quarterly basis per single sided sign is \$1,677, and a double sided diorama is \$3,354.

Question: Will the Port of Seattle need to be recognized on the actual signage?

Answer: Yes, as part of the agreement between the Port of Seattle and the organization awarded a signage location, it will be required to identify the Port of Seattle by giving recognition as a sponsor by placing the Port of Seattle logo on the signage.

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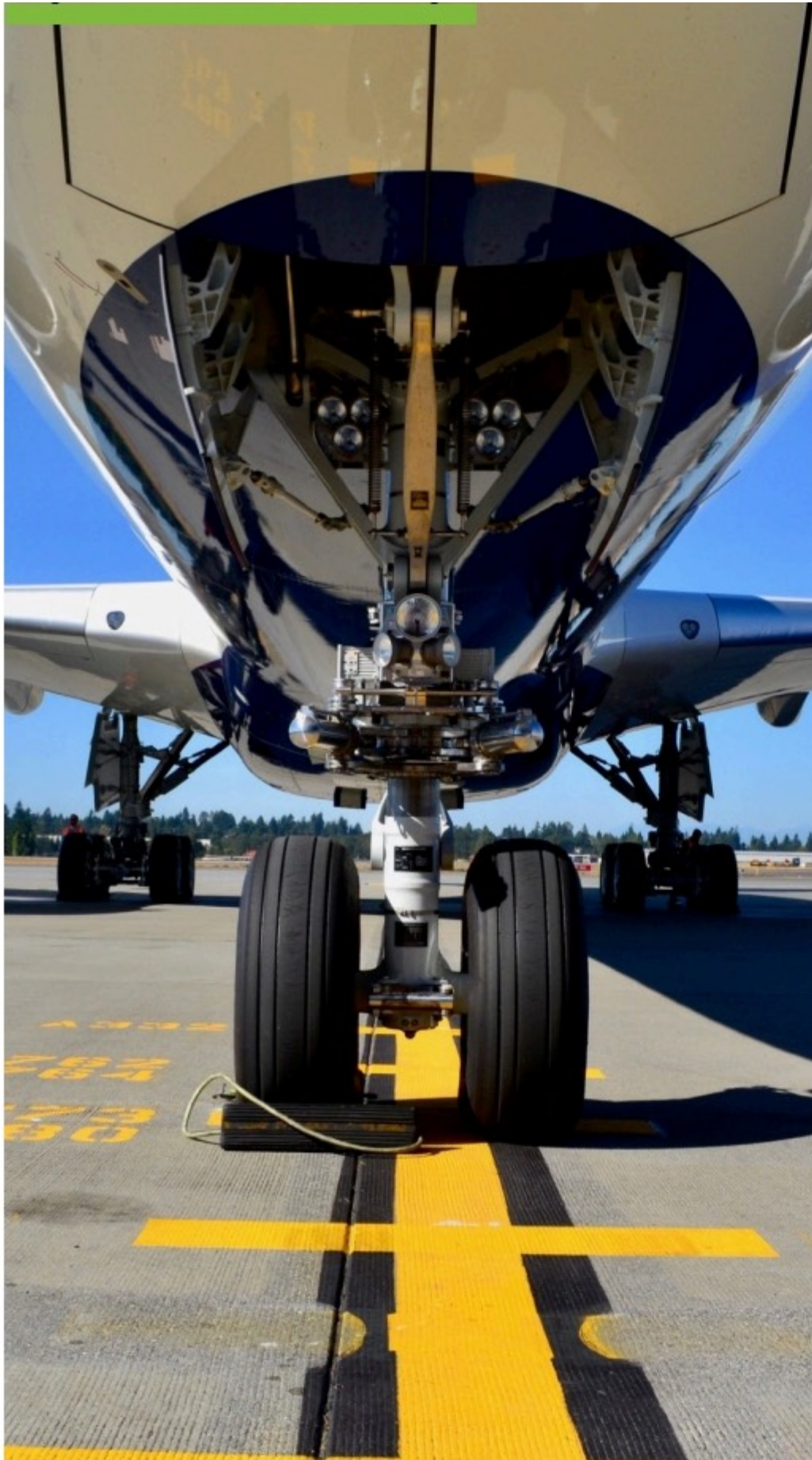
FAQ

Q: Can an organization propose a specific event that will include the date(s) and location of the event?

A: Yes, an organization may advertise a specific event including date and location. If the event transpires and is completed during the actual quarter, then the Port of Seattle has the prerogative to remove and replace the sign.

Q: Who is responsible for the actual creative sign design?

A: The awarded organization.



FAQ

Q: Who is responsible for the production and the actual placement of the sign at the agreed upon sign location at the airport?

A: The Port of Seattle recommends Devil Dog Installations for the production and installation of the signs. The organization will be responsible for any costs associated with any sign production and remunerate directly Devil Dog Installations. The actual sign will be placed and positioned at the approved sign location by Devil Dog Installations. Any associated sign placement costs will be remunerated directly to them.

Other questions?

Program protocol, application and location:

Ron Peck

Director, Tourism Development

peck.r@portseattle.org

206.787.6262

Gail Muller

Tourism Project Specialist

muller.g@portseattle.org

206.787.3377

Technical specs and logistics:

Elias Calderon

Senior Manager, Aviation Marketing

calderon.e@portseattle.org

206.787.6182



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