

# Spotlight

Information & Advertising Kit  
Q2 or Q3 2020

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 and attractions 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

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**49.6M**

Passengers in 2018

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**8th**

Busiest airport in US

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**16.3B**

Regional economic  
impact

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**89**

Domestic non-stop  
destinations

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**27**

International non-stop  
destinations

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**30**

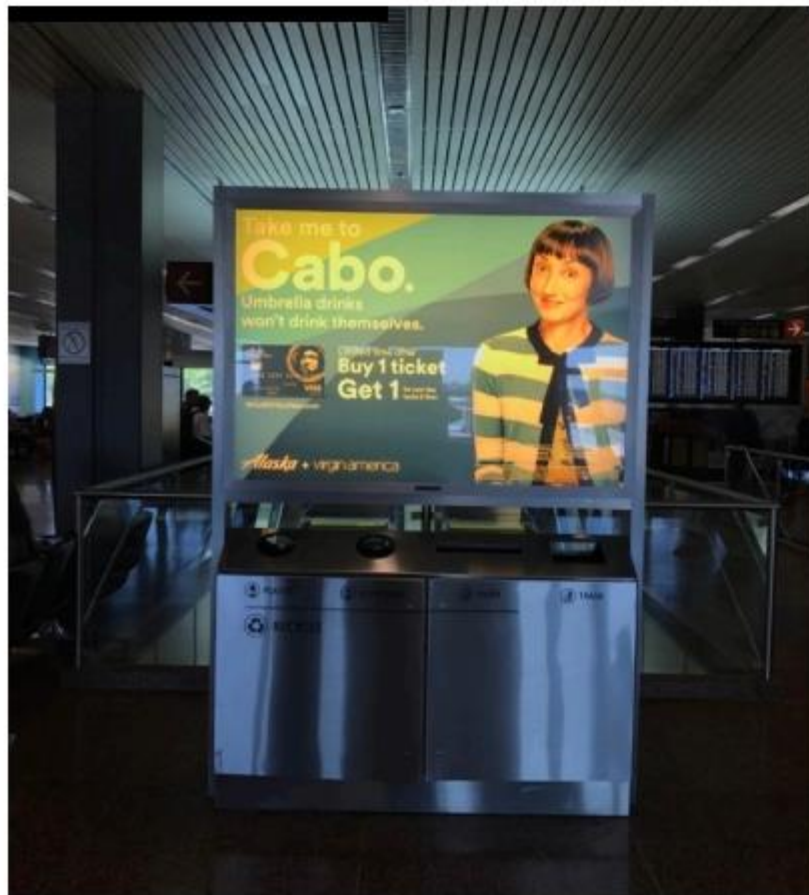
Airlines

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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.



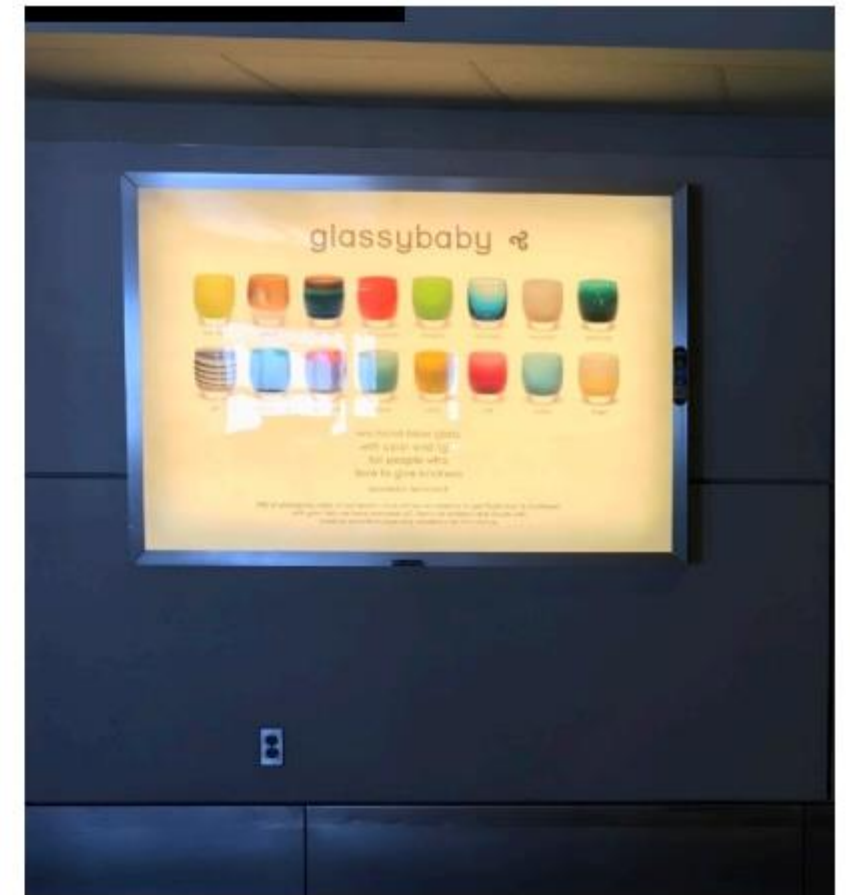
## Mini Spectaculars

### 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.



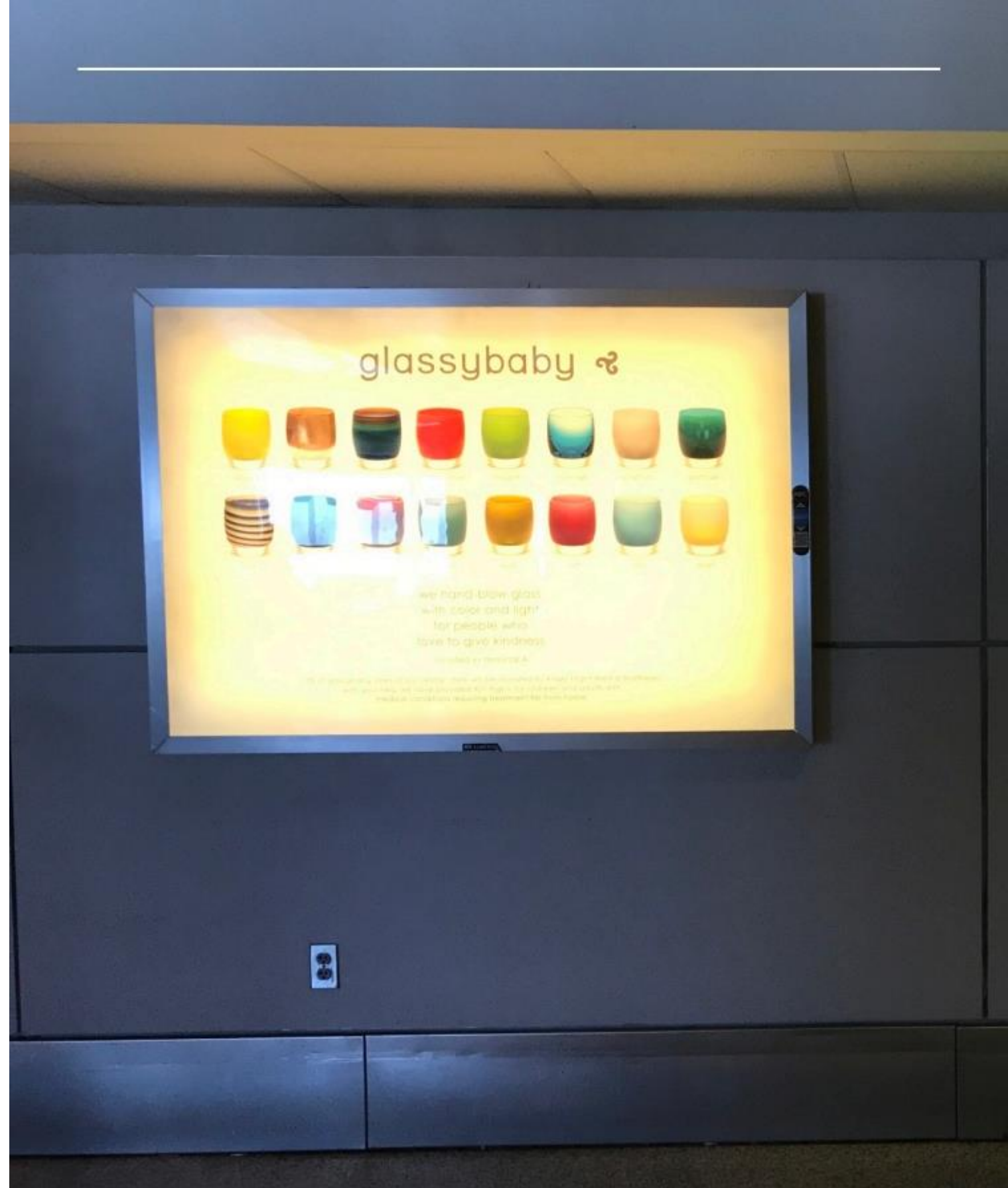
# Single-sided Diorama

**Spots available: 20**

## **Locations:**

- B Concourse: 2
- C Concourse: 2
- D Concourse: 6
- Ticketing: 1
- South Satellite: 1
- Central Terminal Train : 2
- 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



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# Mini Spectacular

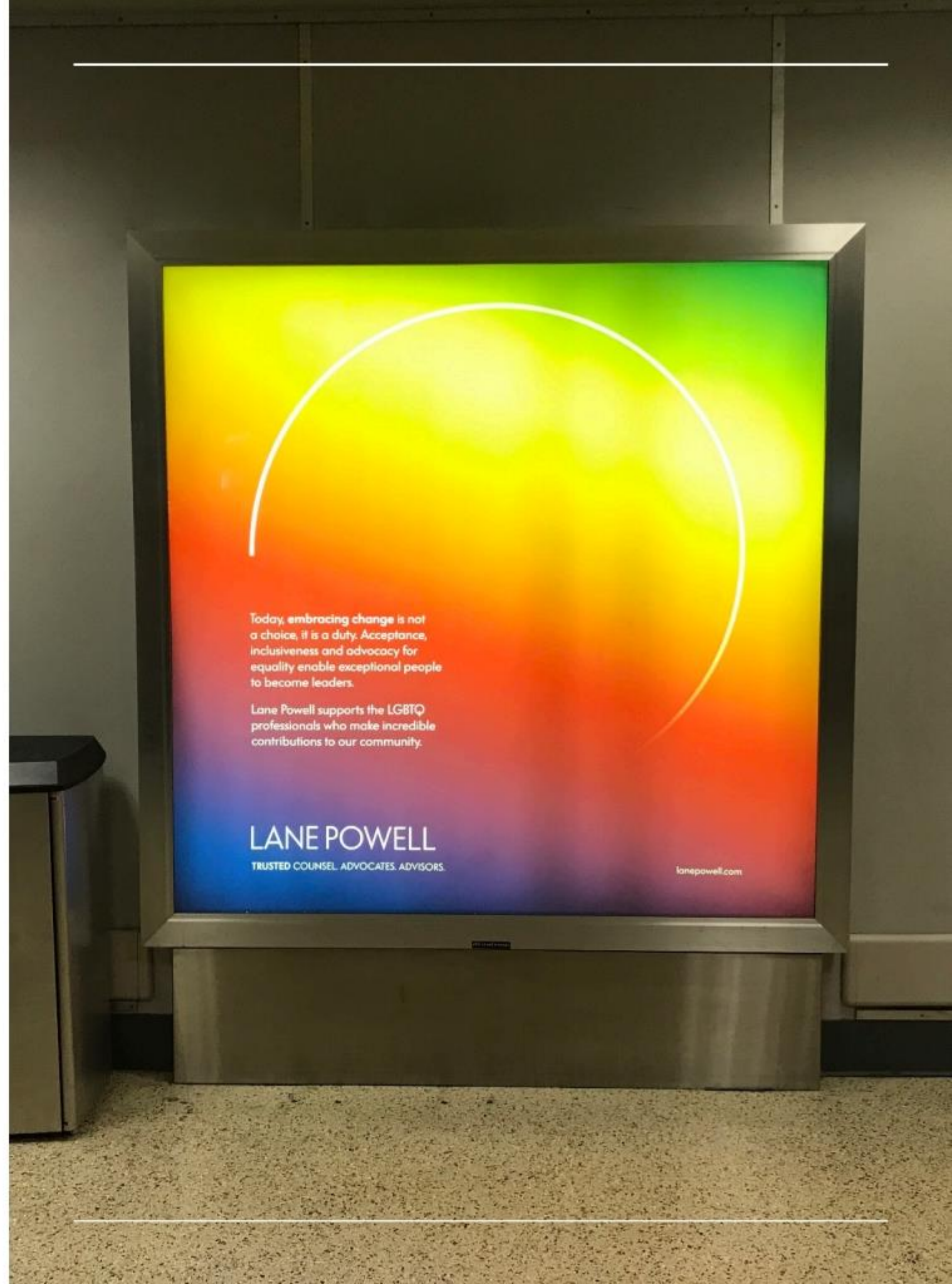
**Spots available: 2**

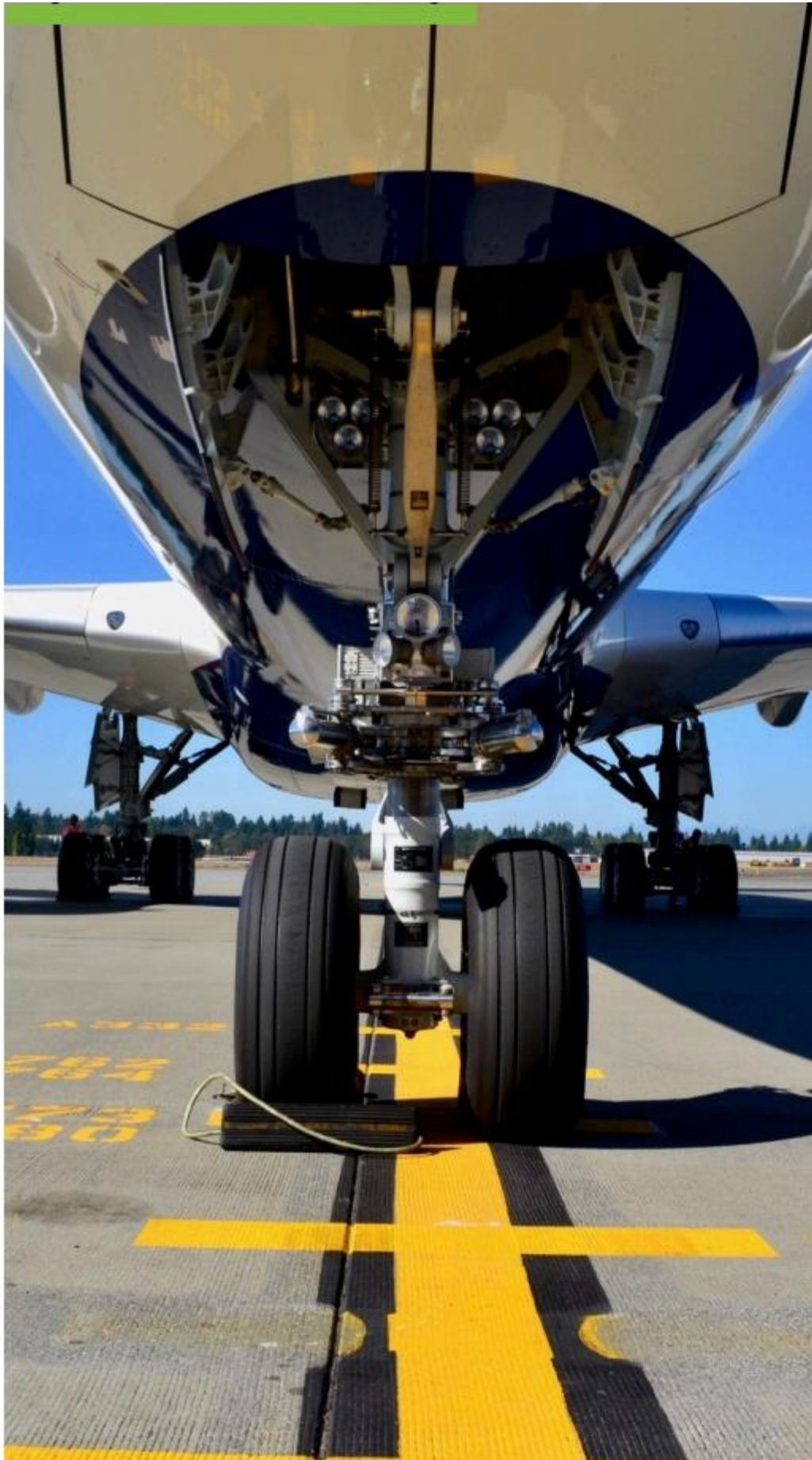
**Locations:**

- D Concourse: 1
- North Satellite train: 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 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 Excise Tax (the Port will invoice you), unless your organization has obtained exemption status from the Department of Revenue.
- 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 or JPG format to: [spotlight@portseattle.org](mailto: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

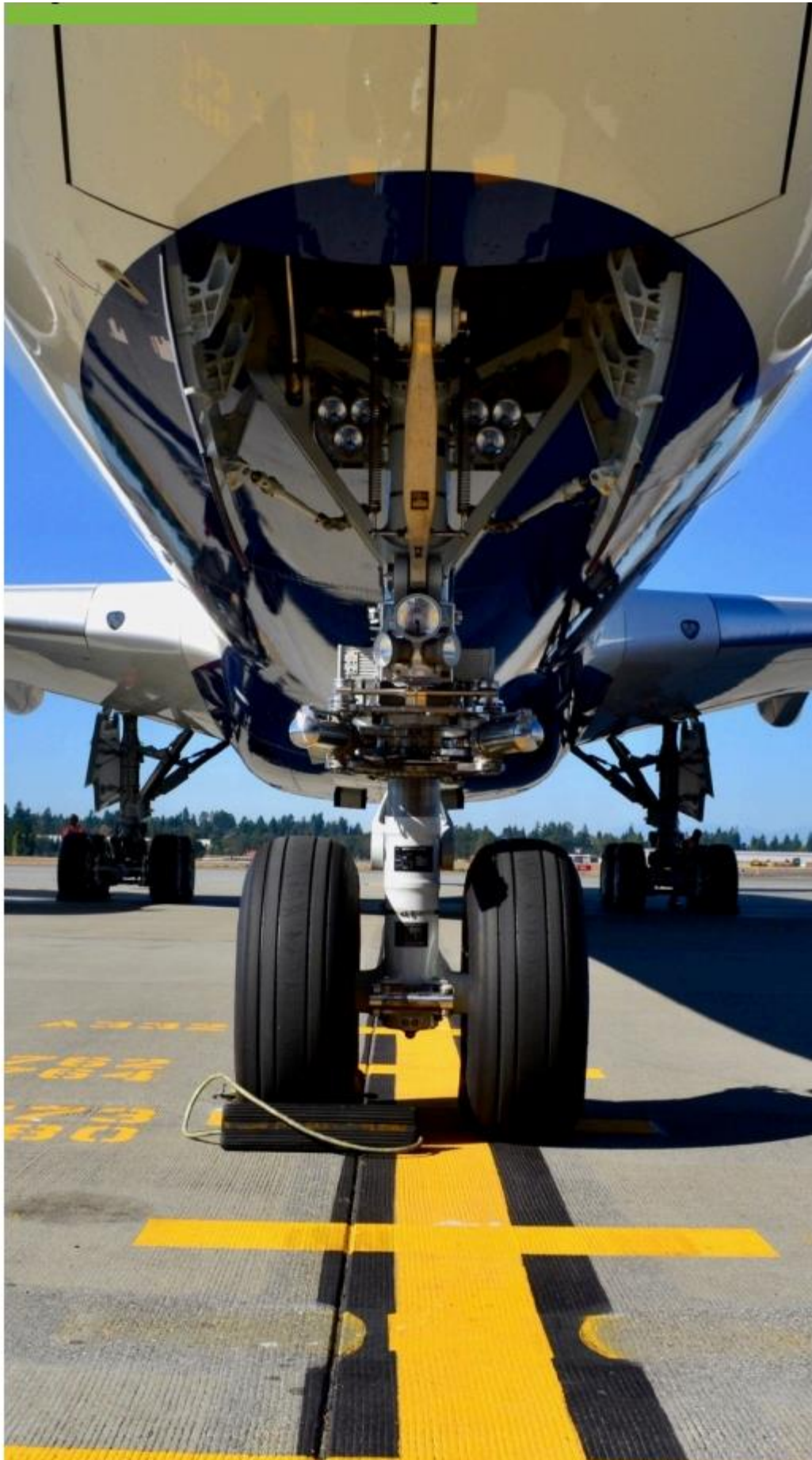
206.354.6238

[rebecca@devildoginstallations.com](mailto:rebecca@devildoginstallations.com)

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

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# FAQ

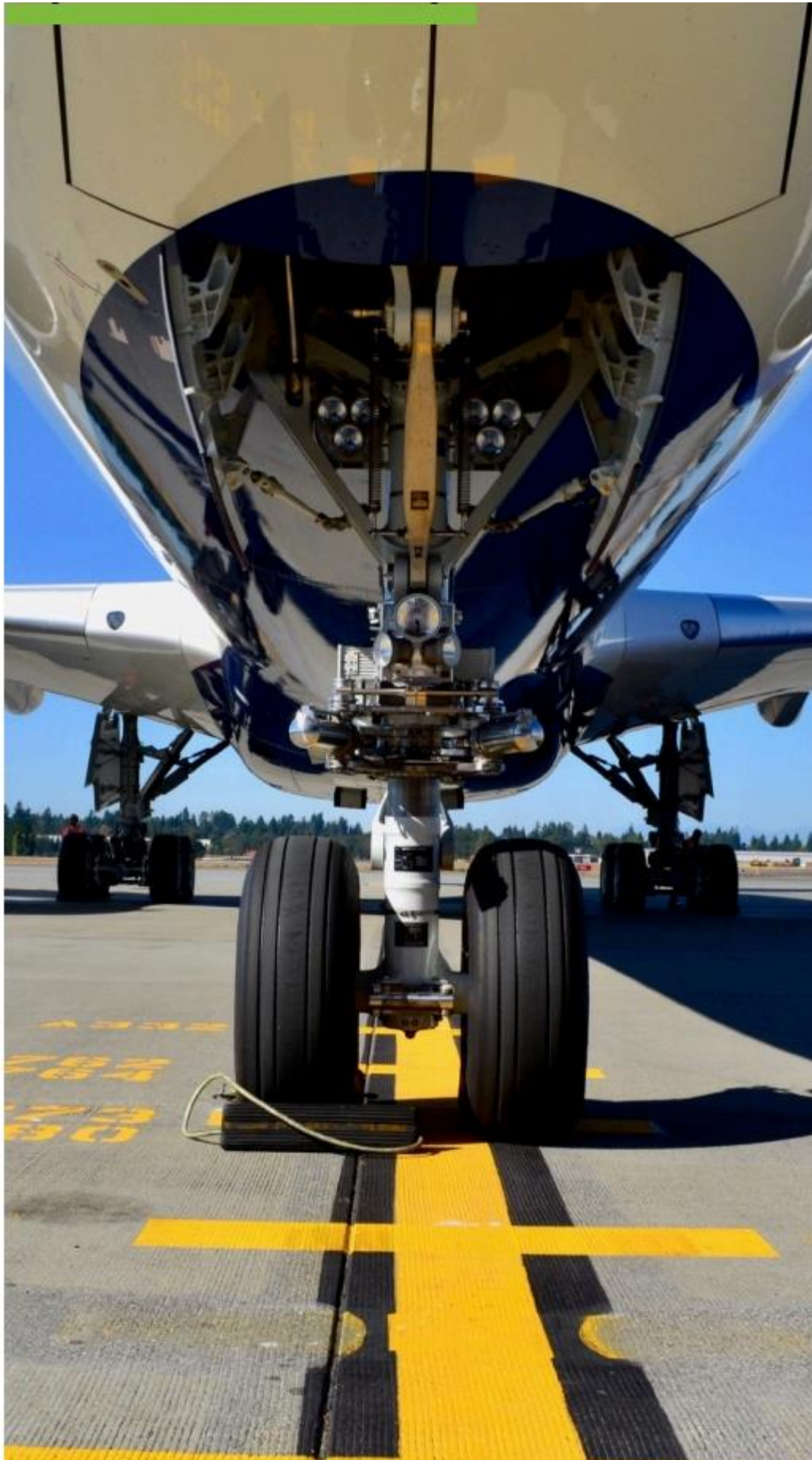
**Q:** How do we go about applying given that as an organization, our advertising message may change if awarded a sign location outside the airport secured area versus in the secure area on the concourses?

**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 (January and June). You are welcome to apply for both of the opportunities. Awards are made on a quarterly basis.





# FAQ

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

**A:** Production and placement of the approved signage will be paid directly to Devil Dog Installations. The estimated cost will be between \$458 - \$916 per sign placement depending on sign type (single, double-sided or mini-spectacular).

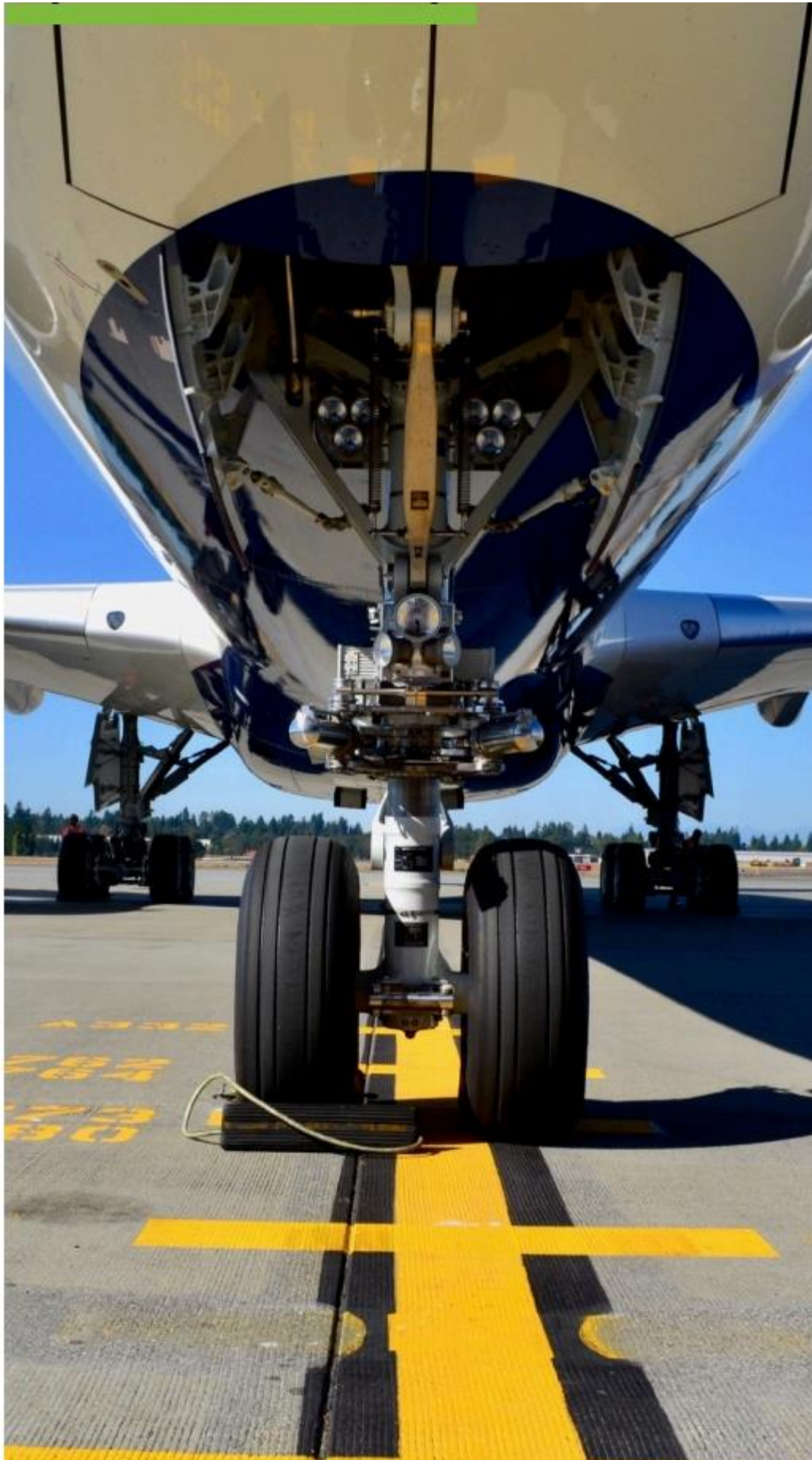
The signage location is subject to RCW compliance for the State of [Washington's lease hold excise tax](#). The awarded organization will be responsible to pay the lease hold excise tax, if the organization cannot provide proof of exemption upon request.

The Port of Seattle will invoice the awarded organization for the lease hold excise tax which is estimated at the rate of 12.84% of fair market value. The estimated cost to the awarded organization on a quarterly basis for a single-sided sign is \$1,677.00 and for a double-double-sided sign is \$3,354.00.

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# FAQ

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

**A:** Yes. The Port of Seattle logo is required on all signage, as sponsor recognition.

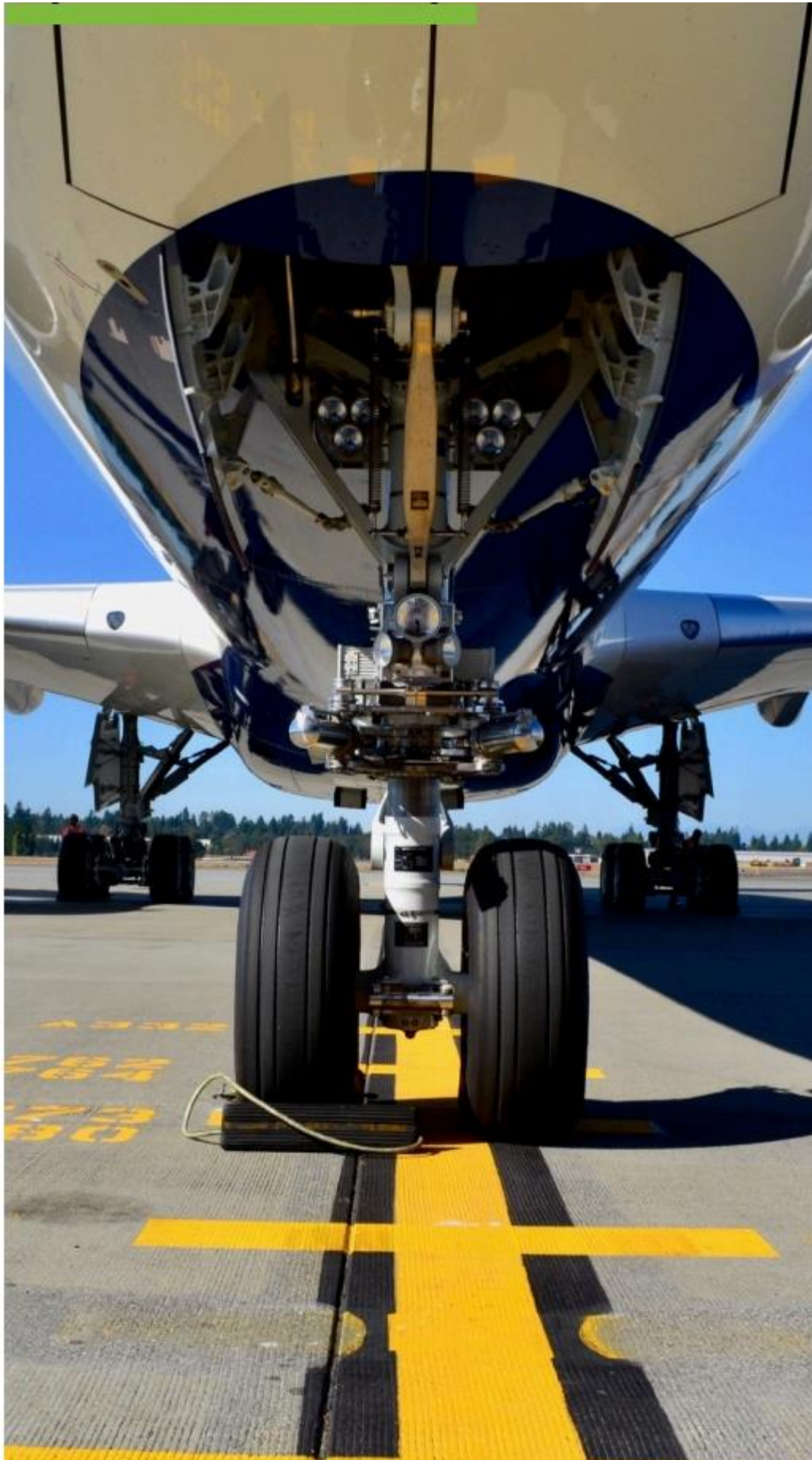
**Q:** Can an organization propose a specific event that will include the date(s) and location of the event?

**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 awarded organization will be responsible to contact Devil Dog Installations, once their ad is approved, and remunerate Devil Dog Installations directly.

# Other questions?

Ron Peck  
Director, Tourism Development  
[peck.r@portseattle.org](mailto:peck.r@portseattle.org)  
206.787.6262

Gail Muller  
Project Specialist, Tourism Development  
[muller.g@portseattle.org](mailto:muller.g@portseattle.org)  
206.787.3377



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