# SEA
Seattle-Tacoma
International
Airport

Spotlight

Information & Advertising Kit

About Spotlight

The Port of Seattle has reserved advertising locations at Seattle-Tacoma International Airport (SEA Airport) for use by statewide cities and community organizations. The cities of Burien, Des Moines, Federal Way, Normandy Park, SeaTac and Tukwila, as well as other cities, counties, chambers of commerce, destination marketing organizations and non-profit organizations throughout Washington State are eligible to apply. We have named this program Spotlight, highlighting the focus on our communities.

The purpose of Spotlight is to give organizations the opportunity to provide SEA Airport travelers with an awareness of destinations, attractions, activities and events occurring in our region. The economic impact of traveler visitation and expenditures could benefit WA State regions and communities.

Access a diverse community in a major international gateway

51.8M
Passengers in 2019

8th
Busiest airport in North America

16.3B
Regional economic impact

91
Domestic non-stop destinations

27
International non-stop destinations

31
Airlines

SEA
Seattle-Tacoma International Airport

Ad Styles
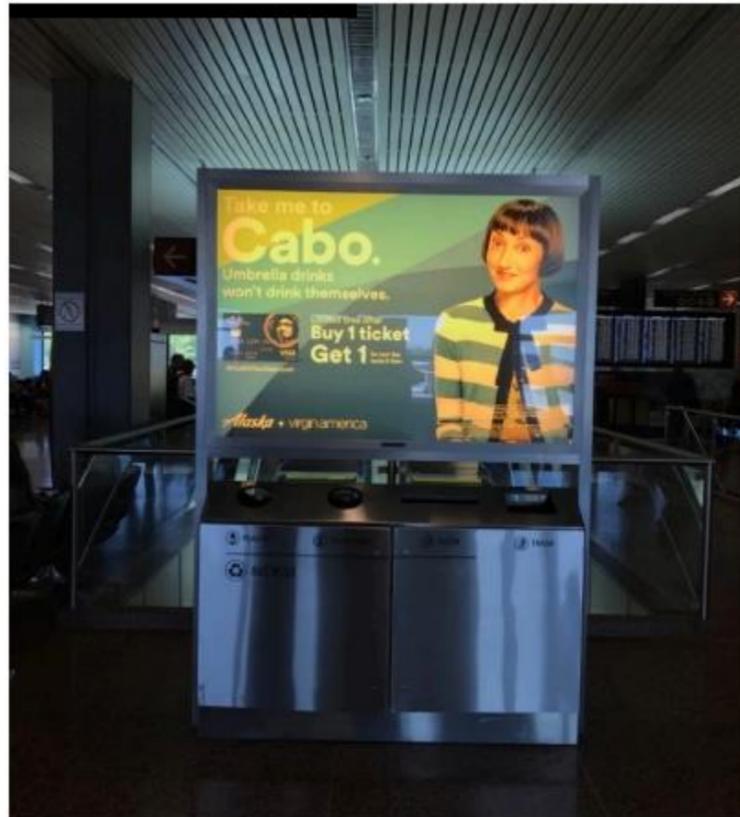
Double-Sided Diorama
Inventory Details

Location: Throughout the airport
Size: Approximately 3 'H x 5 'W
Remarks: Backlit positioned on recycling bins.
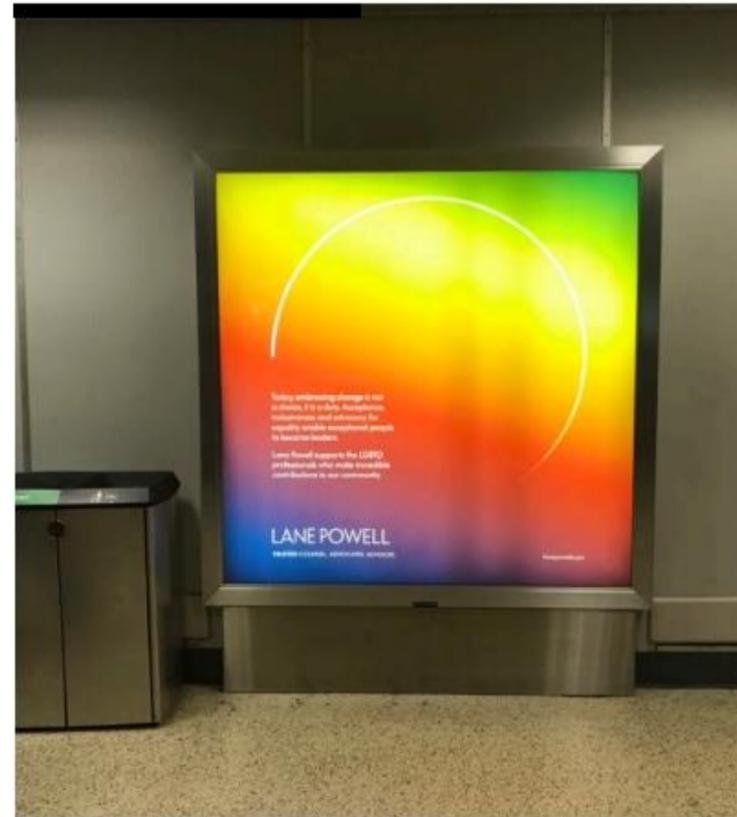
Mini Spectaculars
Inventory Details

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.

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Single-sided Diorama

Total Spots: 22

Locations:
- B Concourse: 2
- C Concourse: 2
- D Concourse: 6
- Ticketing Main Terminal: 3
- South Satellite Train Level: 1
- Central Terminal Train Station: 2
- Baggage Claim: 6

Dimensions: 62" W x 43" H
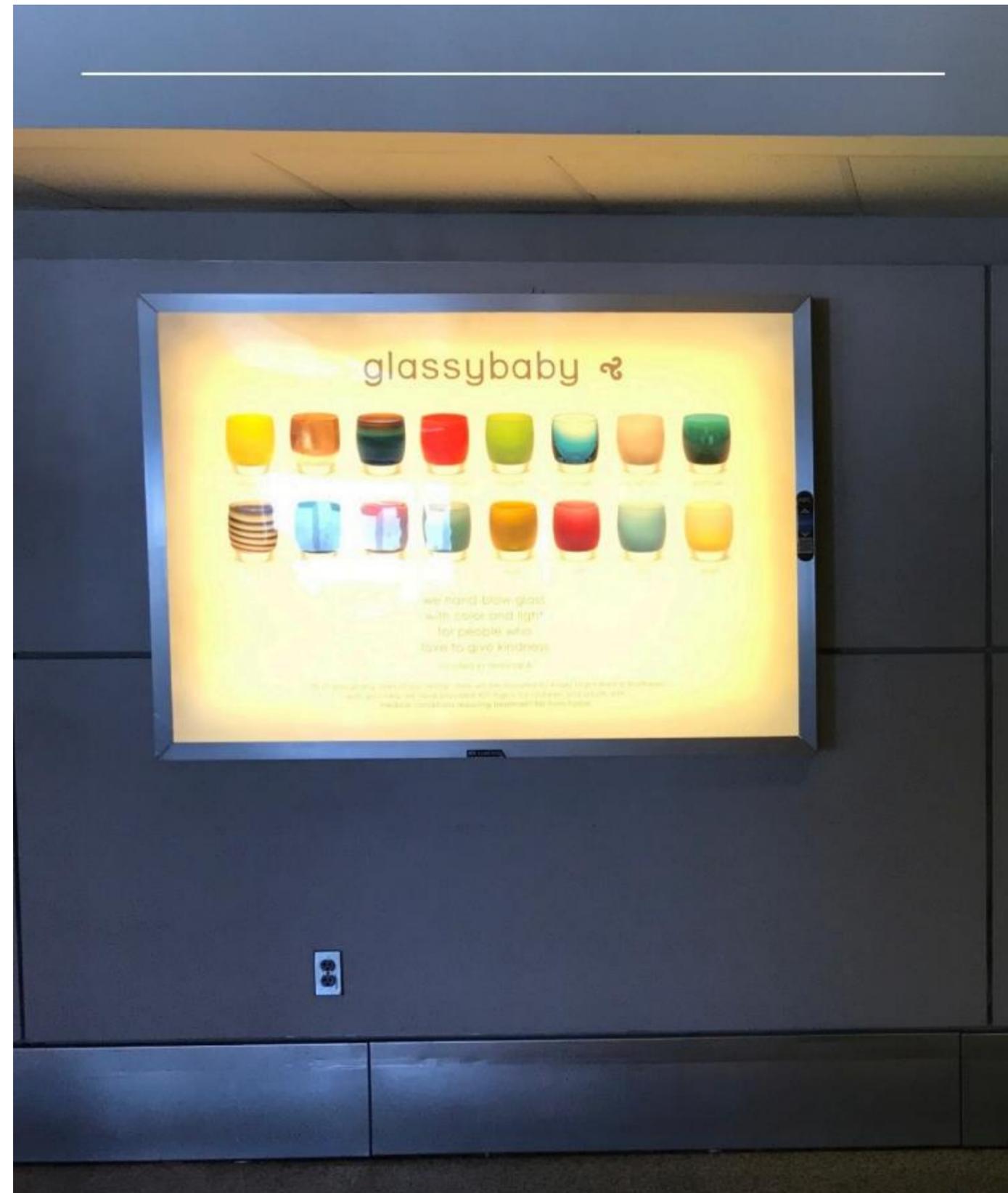
Double-sided Dioramas

Total Spots: 3

Locations:

 - A Concourse: 2

 - South Satellite: 1

Dimensions: 62" W x 43" H
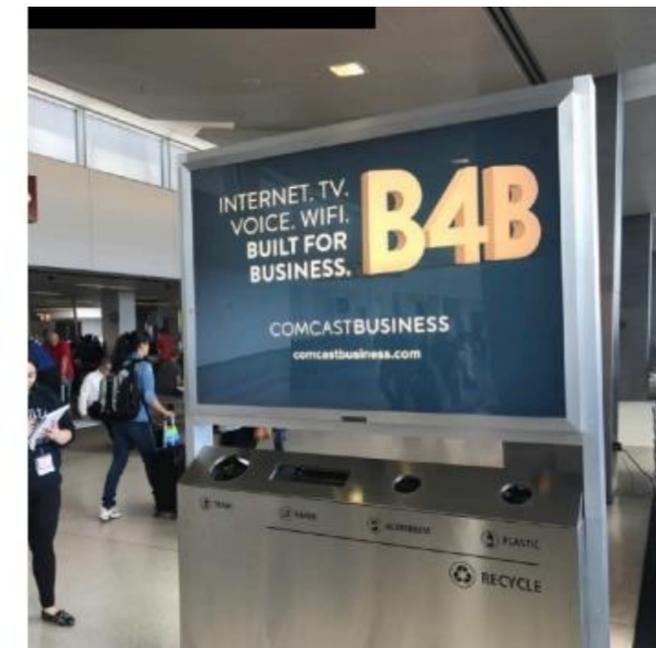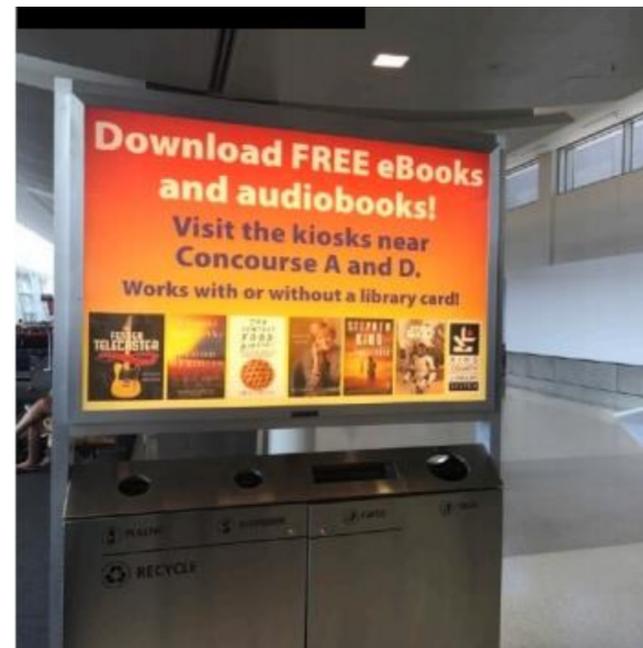
Mini-Spectacular

Total Spots: 1

Locations:

 - D Concourse: 1

Dimensions: 69" W x 69" H
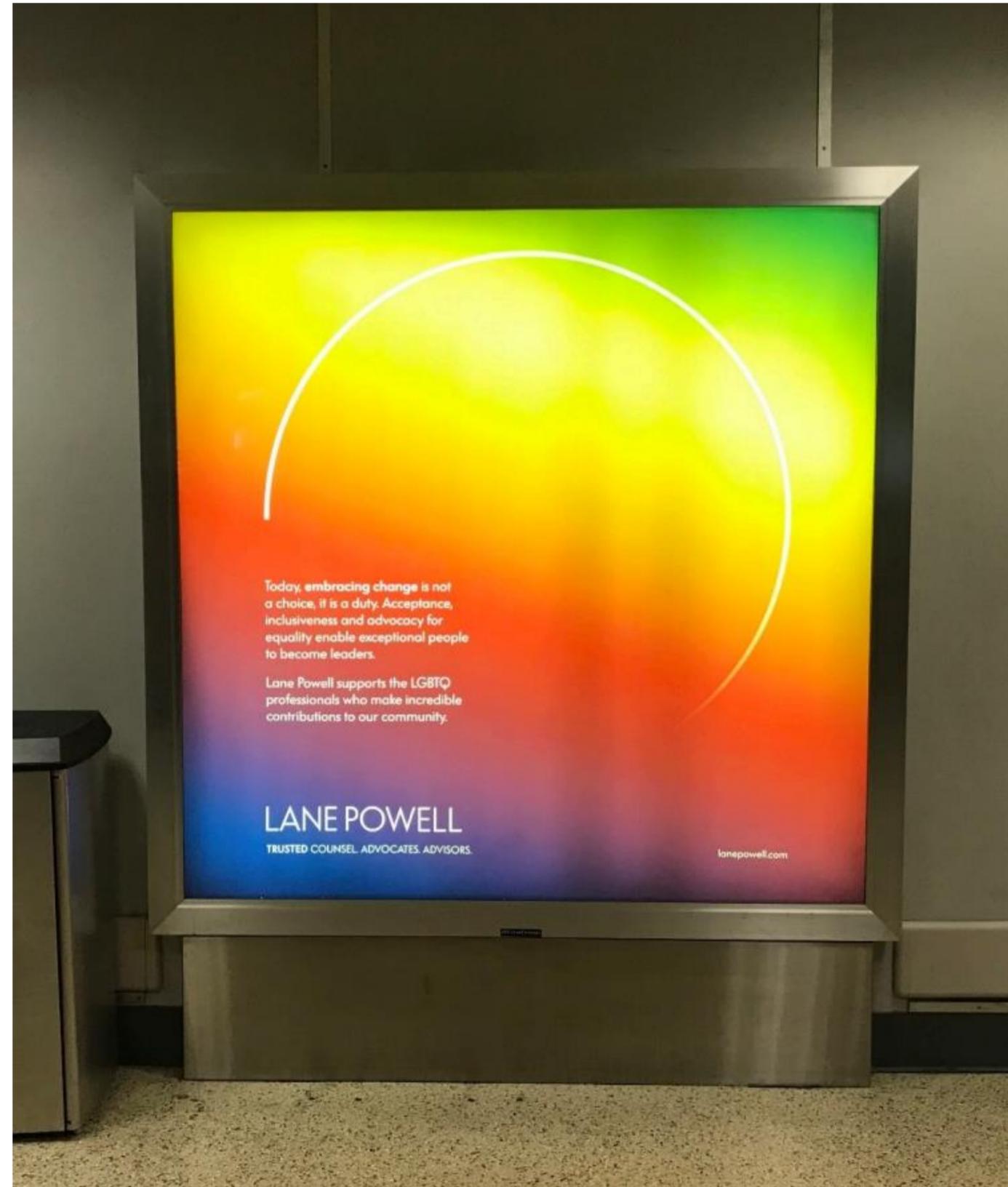
Steps to follow

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

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

2 Non-exempt awardees are responsible for paying the Washington State Department of Revenue (DOR) Leasehold Excise Tax (the Port's Accounting Dept. will invoice). You are responsible to know if your organization is exempt or non-exempt by contacting WA State DOR directly.

3 Submit your artwork, including a visibly-sized Port logo for review asap, or at least one month prior to the awarded start date, in jpg 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.
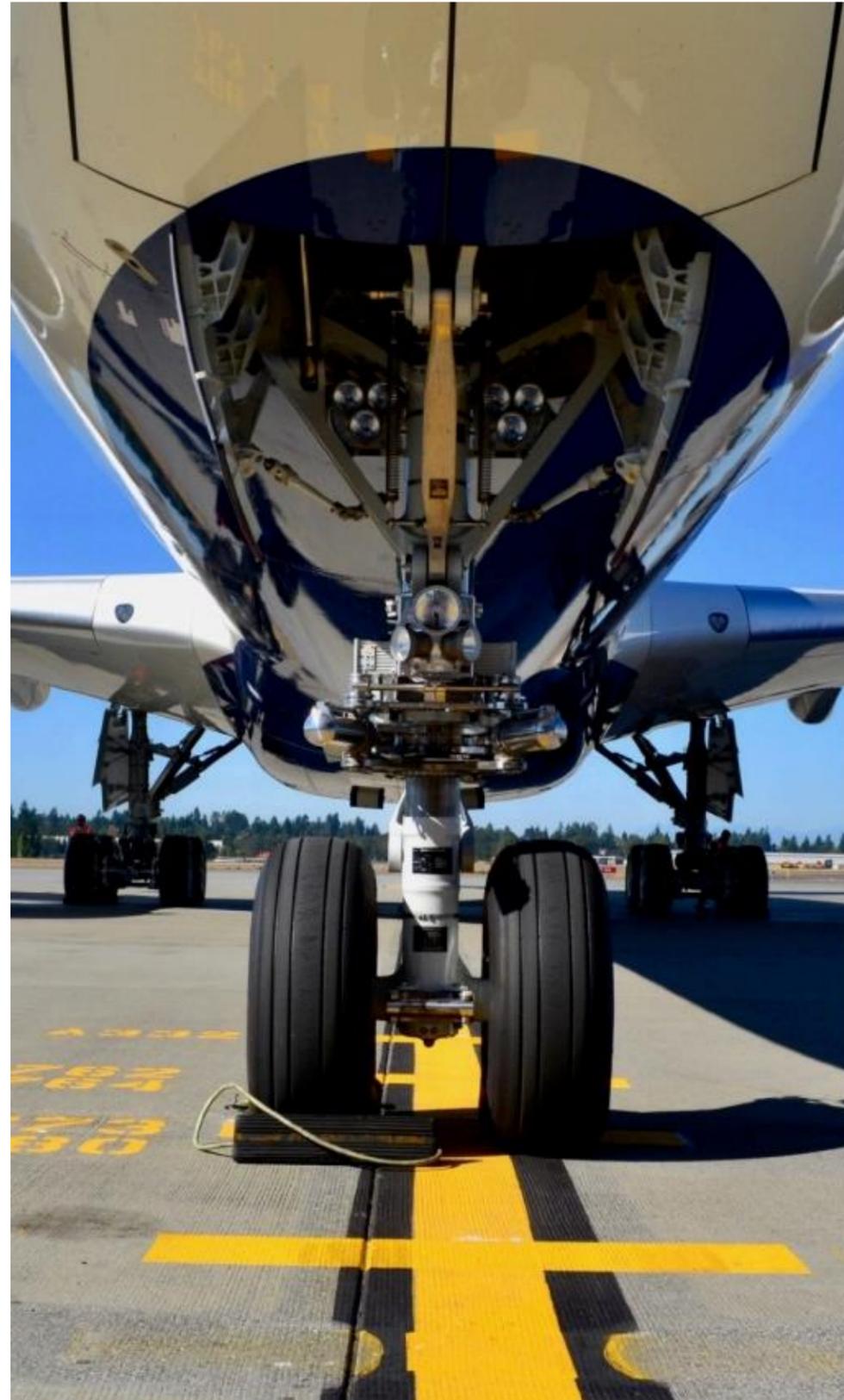
Preferred Vendor and Installer

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.

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 in 2021. You are welcome to apply for both opportunities. Awards are made on a quarterly basis.
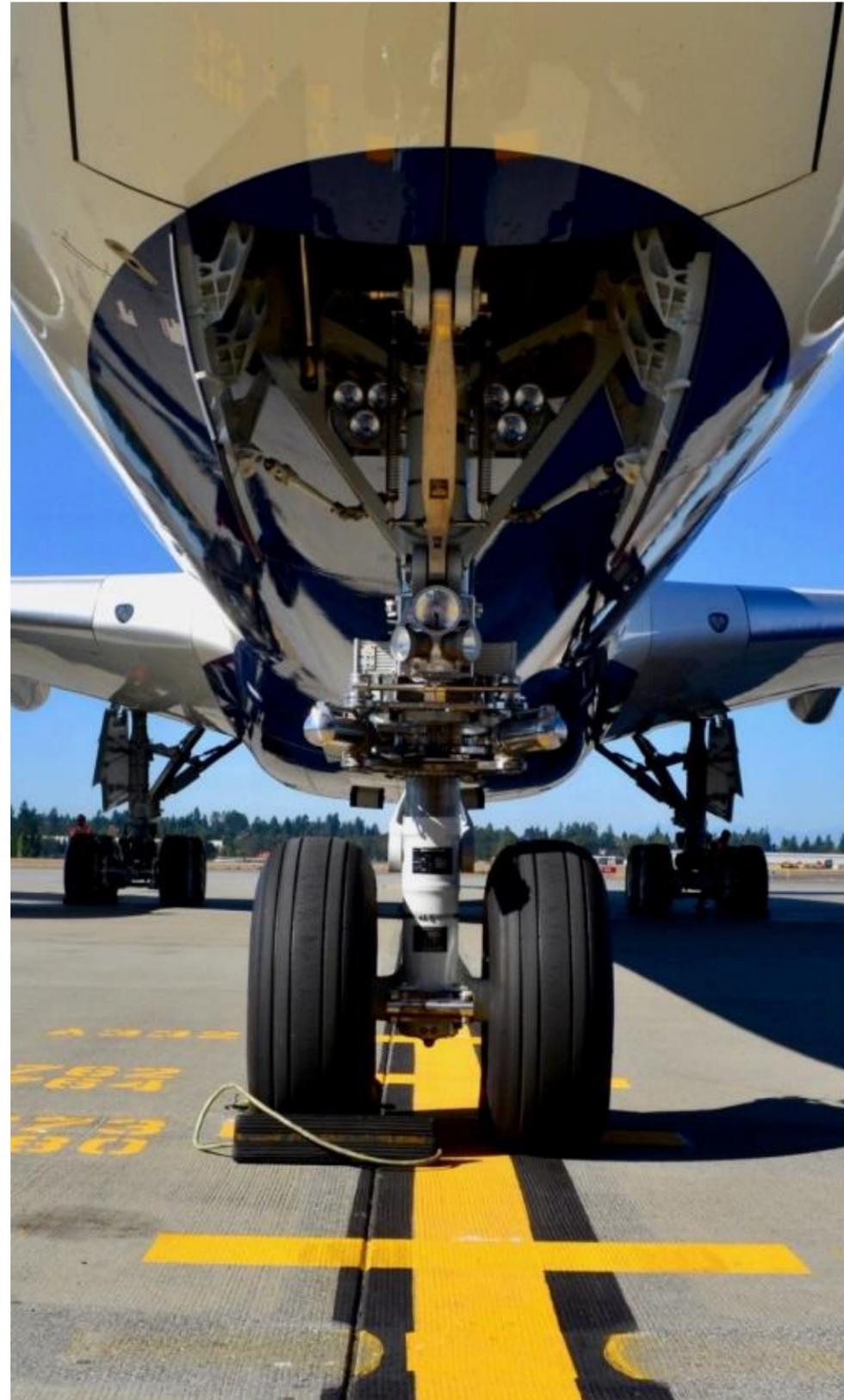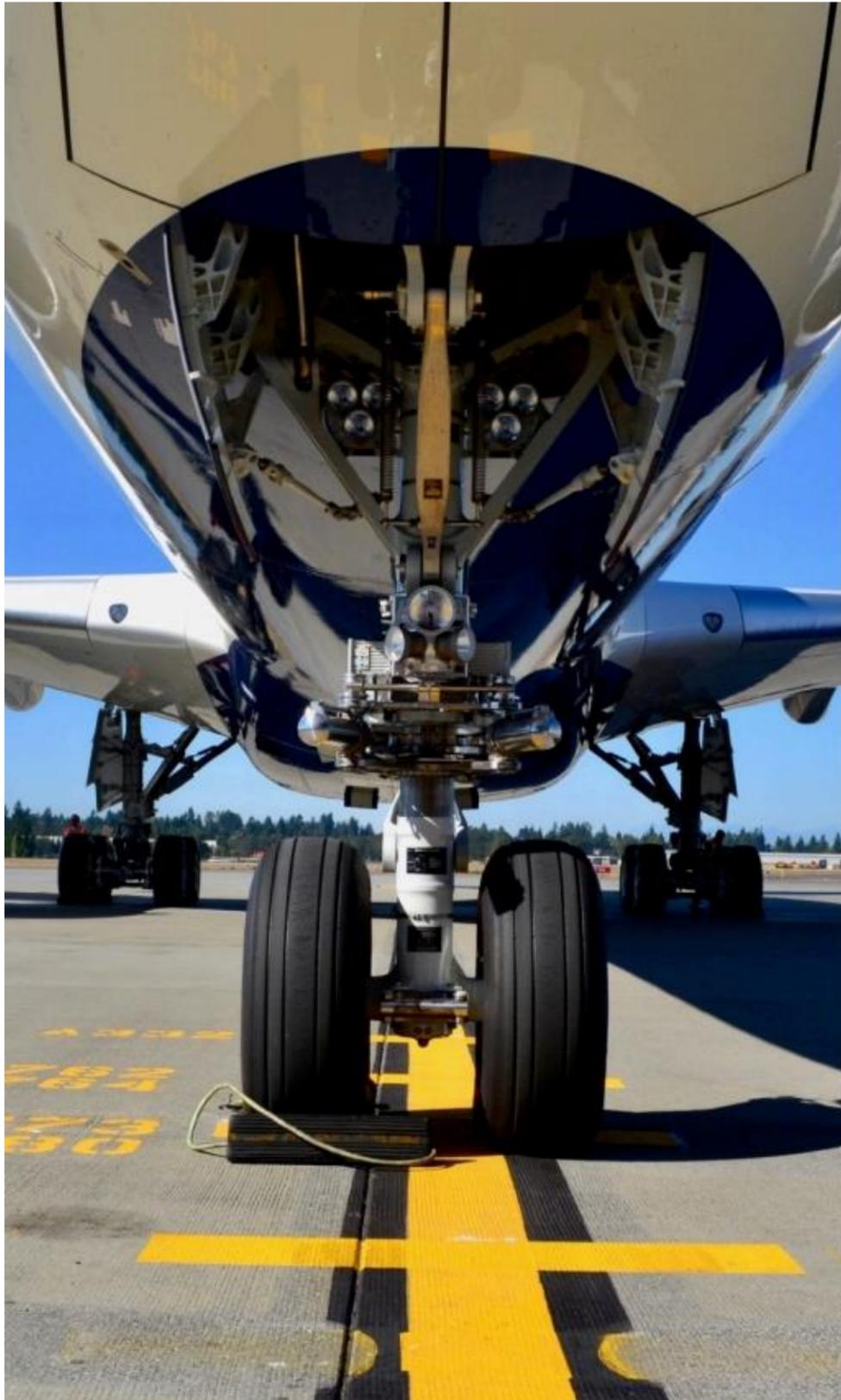
FAQ

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).

In addition, each sign location is subject to Washington State Department of Revenue (DOR) leasehold excise tax compliance. You are responsible to contact WA State DOR directly to determine your organization's exempt or non-exempt status. As proof, you may be required to provide documentation from DOR for exempt status.

The Port of Seattle's Accounting Dept. will invoice each non-exempt awarded organization for the leasehold excise tax which is estimated to be $516 per quarter for a single-sided sign and $1,032 per quarter for a double-sided sign.

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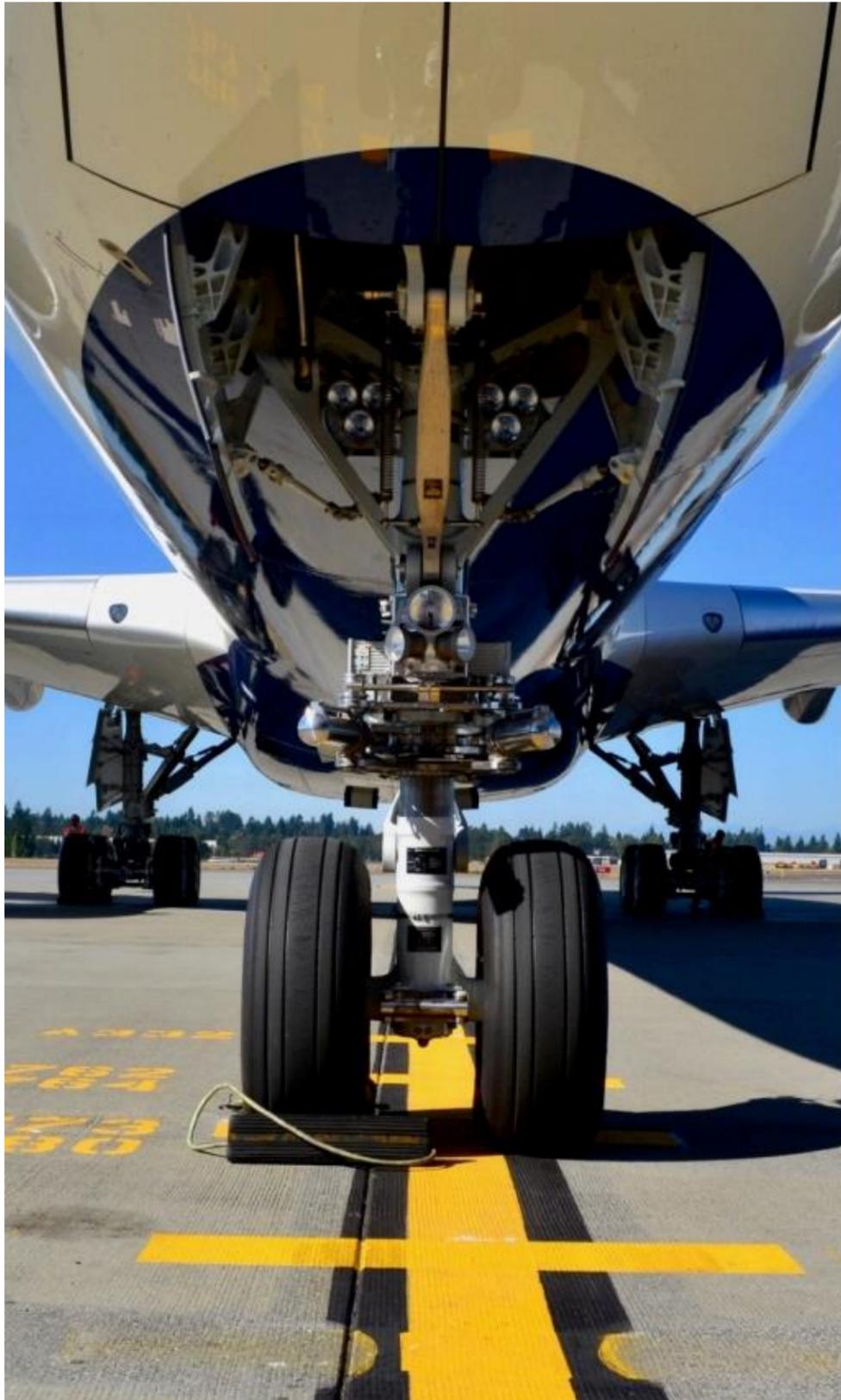
FAQ

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.
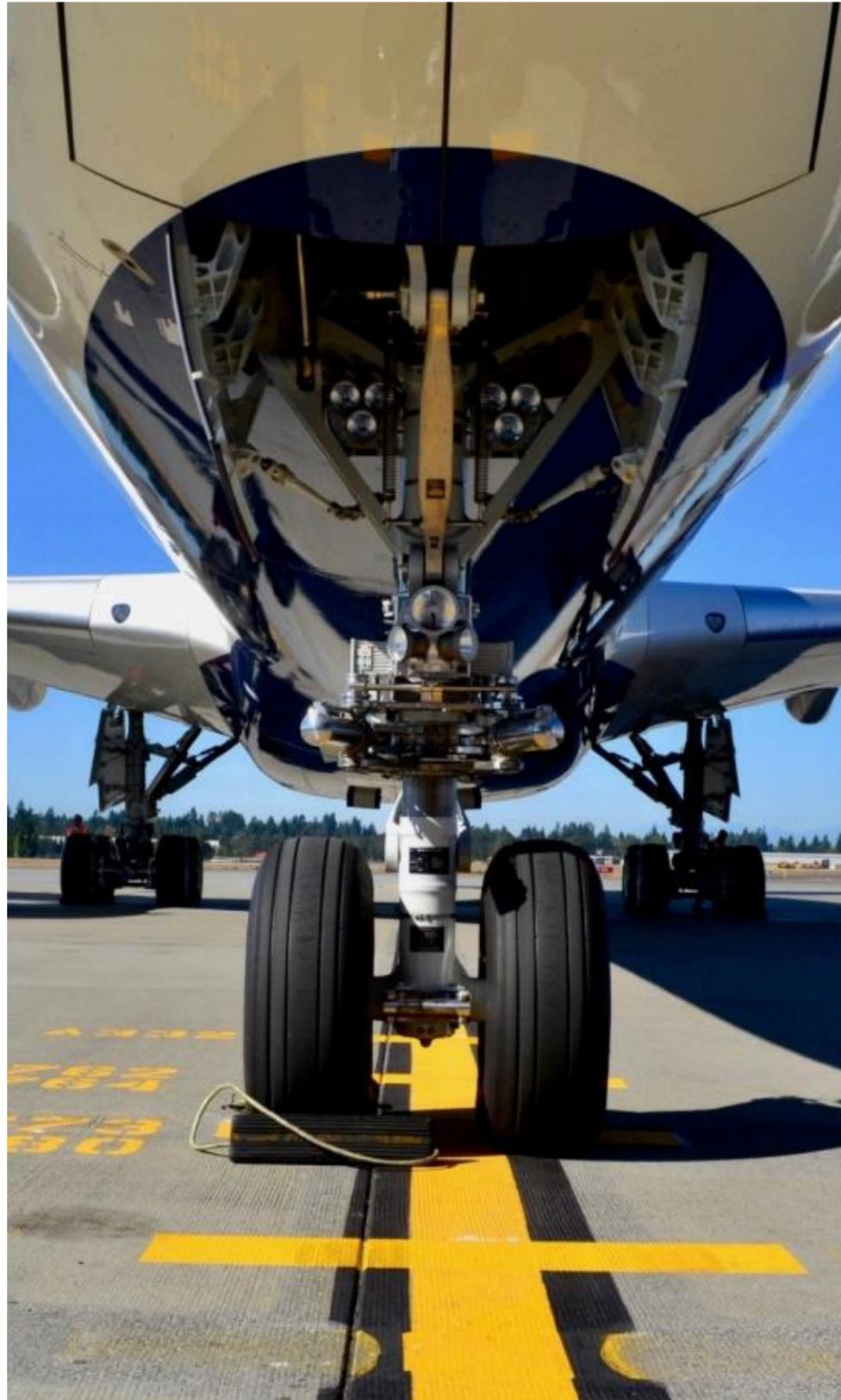
Other questions?

Program Contacts:

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