



Manchester·Boston
REGIONAL AIRPORT

In Airport Advertising

2025 MEDIA KIT



ABOUT MHT



Strategically situated in the heart of New England, Manchester-Boston Regional Airport is located less than fifty miles north of Boston, Massachusetts, and less than an hour's drive from the region's most popular ski areas, extensive hiking trails, scenic seacoast beaches, and peaceful lakefront resorts.

MHT is New Hampshire's second-largest point of entry and connects travelers to over 250 cities. The Airport has won multiple travel accolades, including Best Domestic Airport by Travel + Leisure in 2023.

**TRAVEL+
LEISURE**



MHT earned the top spot as the **#1 domestic airport in 2023** from Travel + Leisure Magazine, with additional top 10 rankings in 2019, 2022, and 2024.

 **1.3M**

annual passengers
through MHT

 **\$137K+**

average household
income

 **70%**

college grad or
some college

 **70%**

homeowners

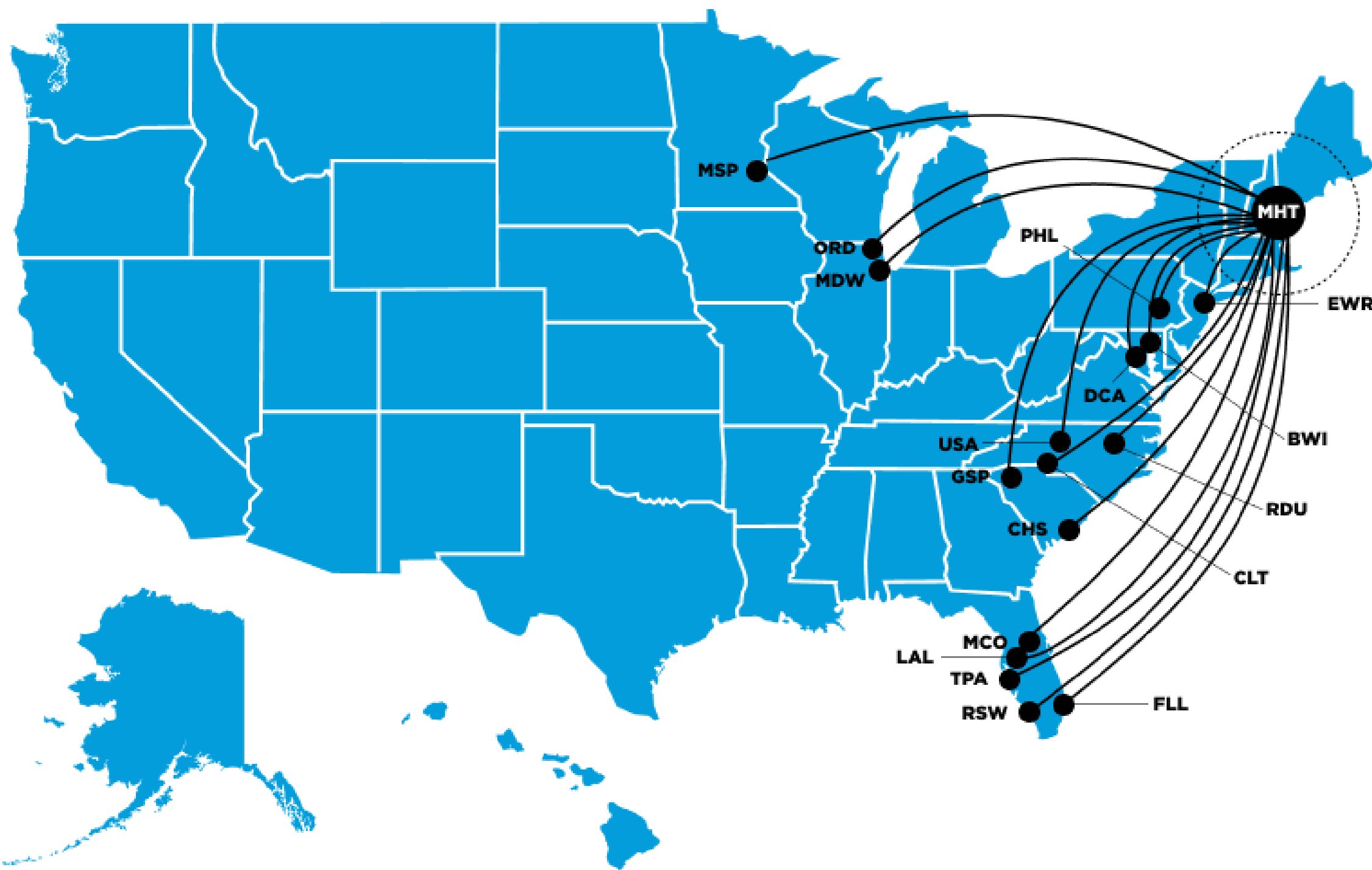
 **84%**

visitors aged 25-65

 **\$272M**

total annual visitor
expenditure

ROUTE MAP



American Airlines 

avelo 
AIRLINES

Breeze 

jetBlue[®]

Southwest[®] 

spirit

 sun country airlines.

UNITED 

DIGITAL DISPLAYS



PRE-SECURITY, BAG CLAIM, AND RENTAL CAR AREA

HIGH IMPACT UNITS:

Visibility to all guests at Lobby Level

- Strategically located in **high foot traffic** areas.
- Synchronized & clustered screens for **maximum impact**.
- **1.3+ million** travelers, greeters, and well-wishers gather and are exposed to the digital screen advertising.



SIX SCREEN NETWORK

- ✓ 10 second ad length
- ✓ Maximum of 8 advertisers
- ✓ Full-motion ad capabilities

AD SPECS

- 65" LCD screens, 1920 pixels wide x 1080 pixels high.
- Static ads must be RGB baseline encoded, .jpg or .png files, file size <5MB.
- Motion ads accepted formats are .mp4 or .mov, 10 seconds in duration, file size 1-3MB.



DIGITAL DISPLAYS



POST-SECURITY GATES & GUEST AMENITIES

HIGH IMPACT UNITS:

Visibility to passengers

- Strategically located in **higher dwell time** areas.
- Synchronized & clustered screens for **maximum impact**.
- **Eight Airlines**, including **JetBlue starting January 2025**, will expand your message exposure to even more travelers.

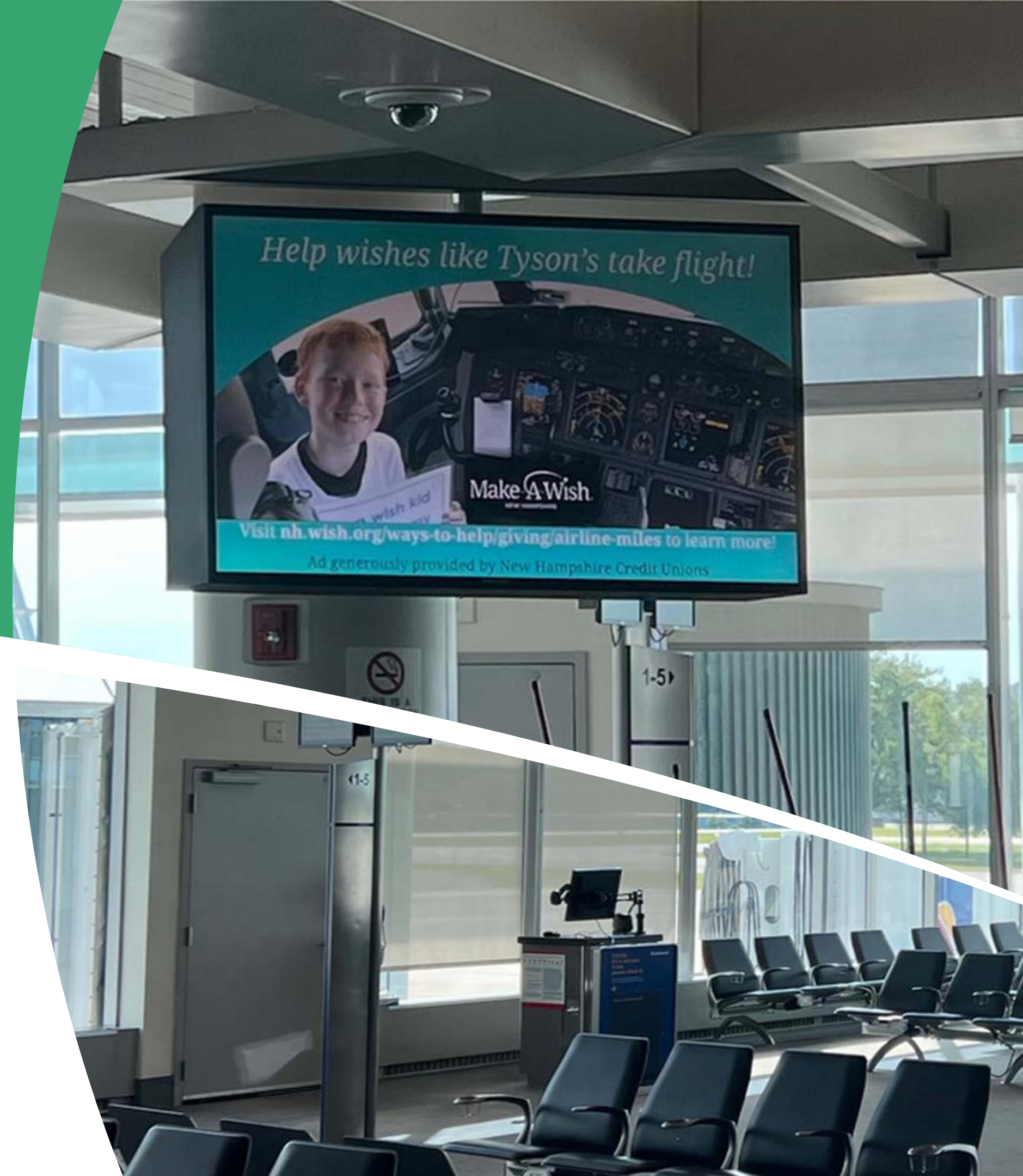


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PREMIUM DISPLAYS



FLANKING THE CENTRAL CORE OF THE AIRPORT

PREMIUM UNITS:

Access all airport guests

- **Central location** greets all airport guests.
- Gallery position commands **brand impact with 1.3M+ travelers**, plus their well-wishers and greeters.
- **Eight Airlines, including JetBlue starting January 2025**, will expand your message exposure to even more travelers.

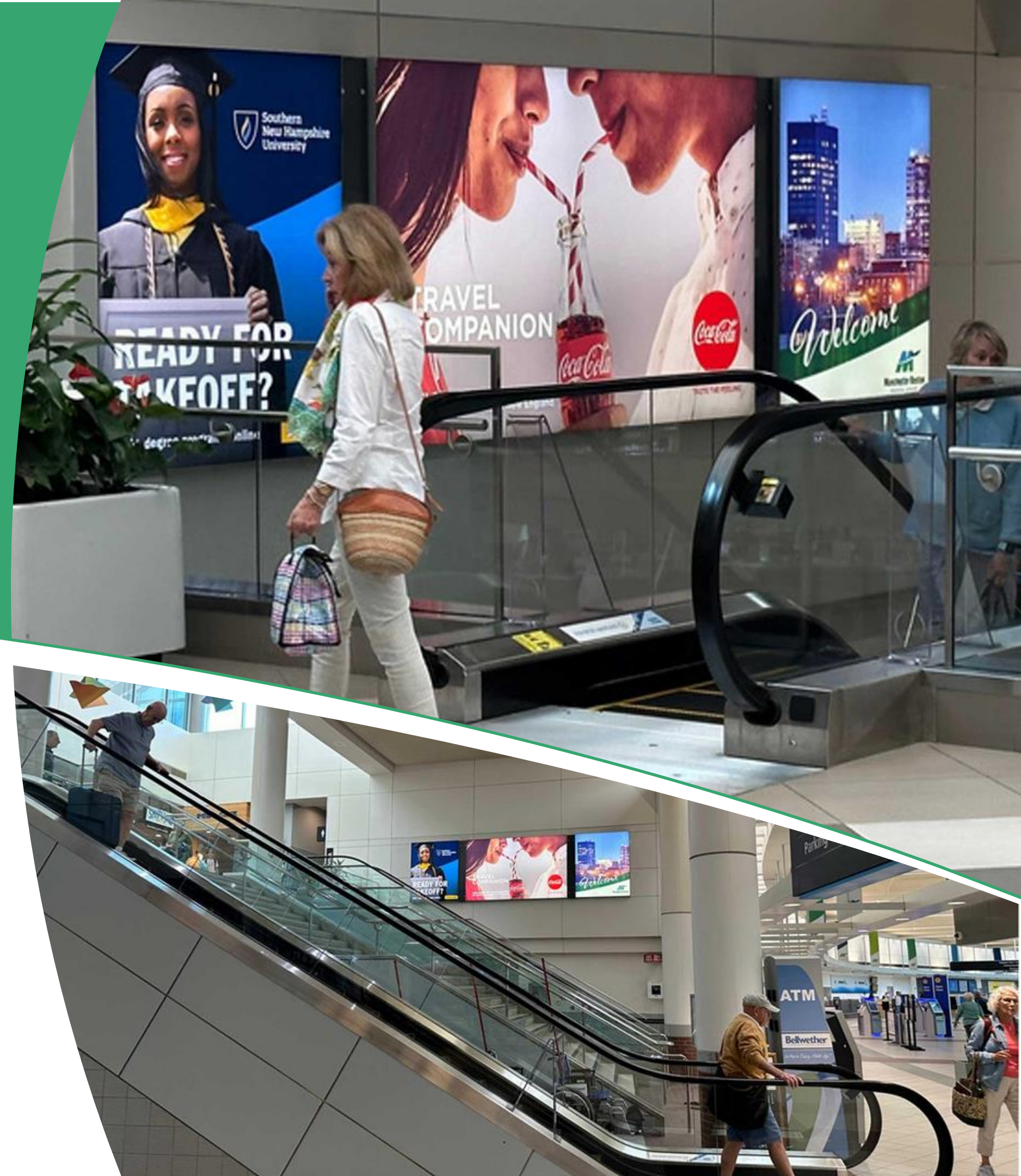


SIX UNIT GALLERY

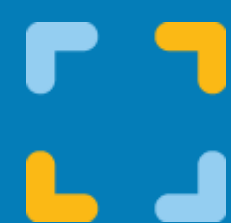
- ✓ Two unit sizes
- ✓ Maximum of 6 advertisers
- ✓ Elevated & backlit

AD SPECS

- 60" wide x 70" high or 120" wide x 70" high.
- Advertiser is responsible for production and installation costs.
- Tension fabric display must be approved in advance by Airport Staff and produced by an MHT-approved vendor.
- Low resolution PDF or JPEG <1MB to be emailed for approval. Final approved graphic file output must be a minimum of 100DPI at 100% of printed size.



POWERFUL DISPLAYS



THROUGHOUT POST-SECURITY AREAS

UNIT FLEXIBILITY:

Expand brand narrative

- **Customize your message** to specific airline traveler demographics.
- Opportunity to **connect with multiple demographic segments**.
- **Pair display with** digital for timely announcements.

Tension Fabric Banners & Displays: Gallery Style & Stand-Alone



EXCLUSIVE BANNERS

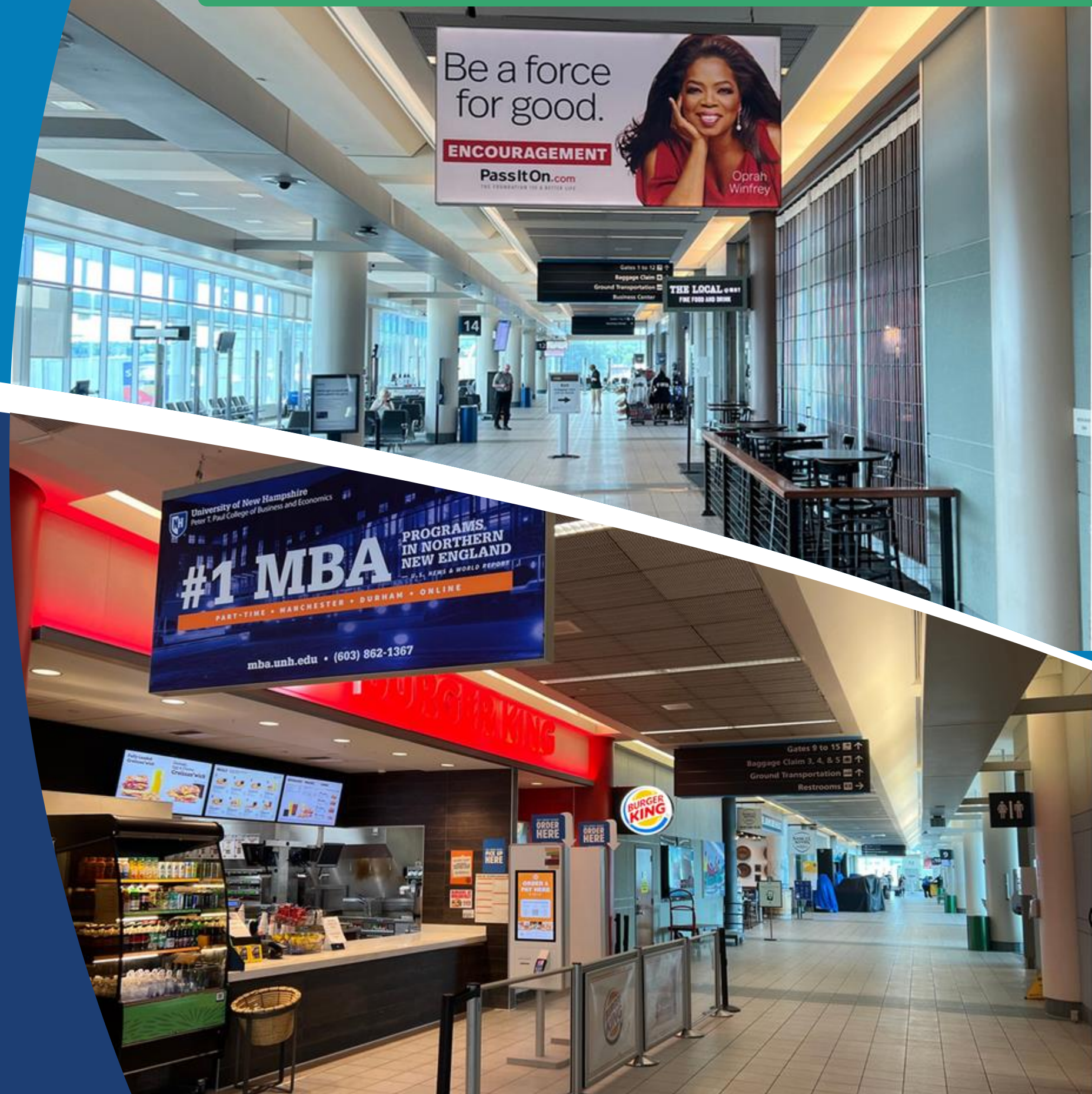


ABOVE POST-SECURITY CORRIDOR

BRAND MESSAGE DOMINANCE: Unique visibility to all travelers

- **Limited inventory** commands superior traveler attention.
- **Double-sided units** invites message placement in multiple locations.
- **Pair display with digital** for seasonal relevancy with frequent travelers.

Tension Fabric Banners & Displays: Overhead Banner Backlit Units



TENSION FABRIC BANNERS & DISPLAYS

- ✓ Various sizes
- ✓ Select backlit units

AD SPECS

- Sizes vary and exact specs will be provided by unit as needed.
- Advertiser is responsible for production and installation costs.
- Tension fabric display must be approved in advance by Airport Staff and produced by an MHT-approved vendor.
- Low resolution PDF or JPEG <1MB to be emailed for approval. Final approved graphic file output must be a minimum of 100DPI at 100% of printed size.



WAIT... WE HAVE MORE!

CUSTOM UNITS, PRE-SECURITY, BAG CLAIM, AND RENTAL CAR AREA

MHT IS BOSTON'S EASY AIRPORT

- Pedestrian bridge and walkways
- Floor exhibits
- Column wraps
- Floor clings
- Window clings

If you have other ideas, **let's chat.**





**PARTNER WITH BOSTON'S
EASY AIRPORT AND
ELEVATE YOUR BUSINESS
TO NEW HEIGHTS!**

MORE INFORMATION:

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