

THUNDER BAY AIRPORT

Terminal
Advertising
Brochure
2026



Thunder Bay
AIRPORT



Why Choose Advertising at the Thunder Bay Airport?

Impressive Traffic Volumes

Local, Regional, and National Travelers

Serviced by Major Airline Carriers: Porter, Air Canada, WestJet, and Flair

Over 800 000 Annual Passengers Per Year
With an Estimated reach of 2 Million

Internal, External, Digital, and “Out-of-the-box” Options

Captive Audiences

Multiple Advertising Mediums

Affordable & Highly Visible

Flexible Start and End Dates

Interior Advertising



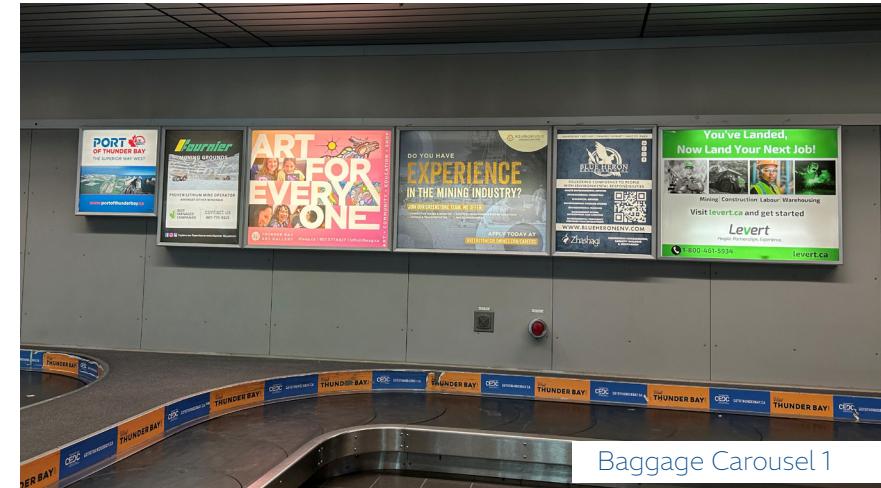
Back-Lit Signage

Small, Medium, and Large Options Available

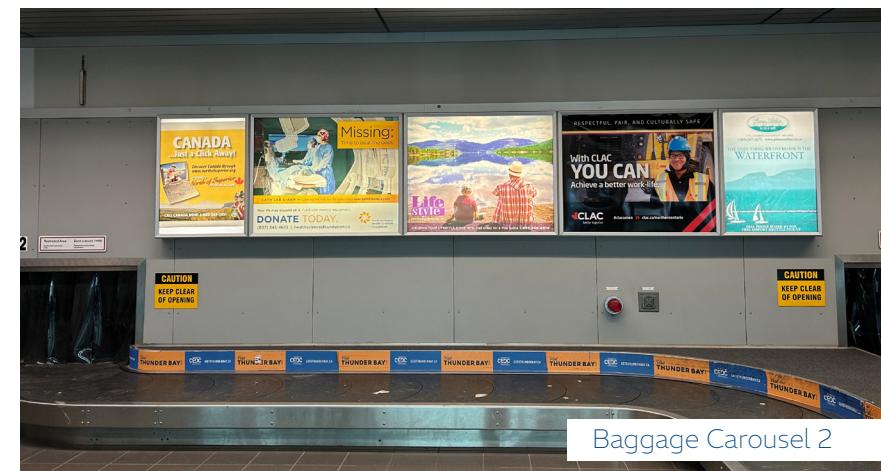
High-Quality Static Imagery

Departure and Baggage Carousel Spotlight Positions

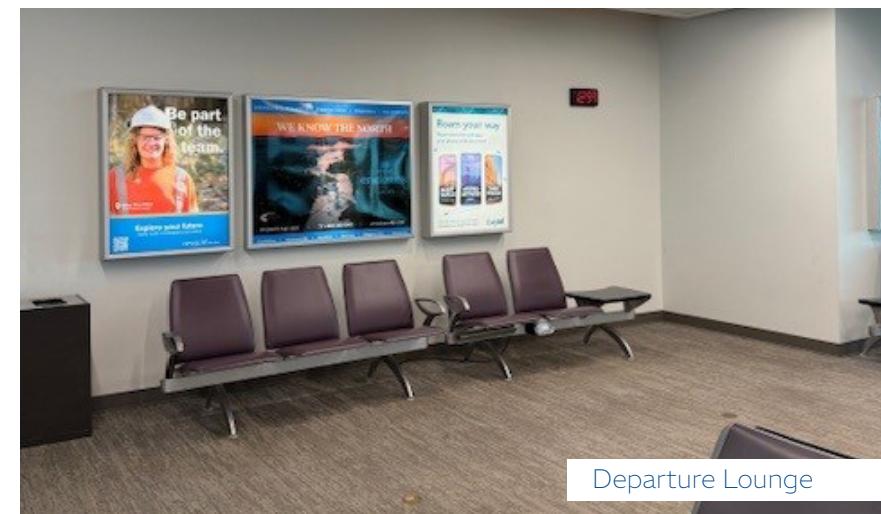
Price as Low as \$260/Month



Baggage Carousel 1



Baggage Carousel 2



Departure Lounge

Product Displays



Showcase Life-sized,
3D Product Displays,
Self-Standing Displays,
Signs, and More

Mezzanine Panels

Largest, Most Visible Signage

Located Between First &
Second Floor on Mezzanine

Three Sizes Available





Pole Wraps

Numerous Locations Available for Maximum Audience

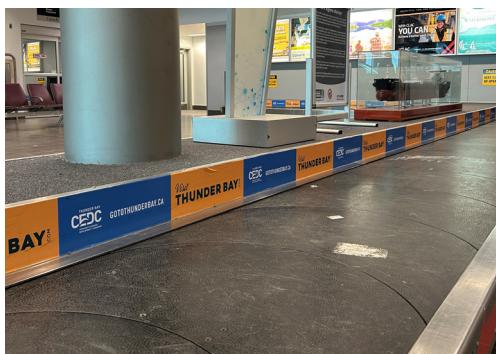
Starting at Only \$260/month for Multiple Locations



Pop-Up Banners

Flexible on location, small footprint but powerful messaging

Easily Relocatable



Baggage Carousel Wraps

High Traffic Area on Main Floor of Terminal

Two Carousels to Advertise On

Digital Advertising



Arrivals Digital Display



55" high profile digital HD display

10.5 second image or video in rotation with other ads

Starting at \$285.00/month

Large Digital Billboard Display



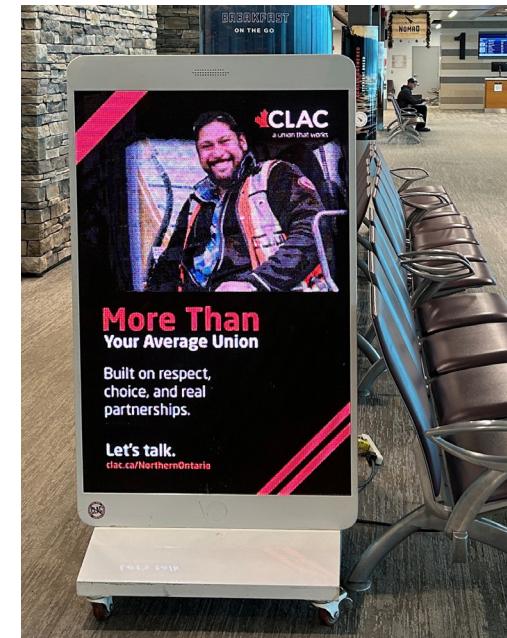
4ft X 10ft Full Colour LED Digital Screen

Positioned Beside Escalator for Maximum Visibility

8 Second Advertisements in Rotation

Standing Arrivals & Departure Lounge Displays

Located at Arrivals Gate on Second Floor, and Secure Departure Lounge



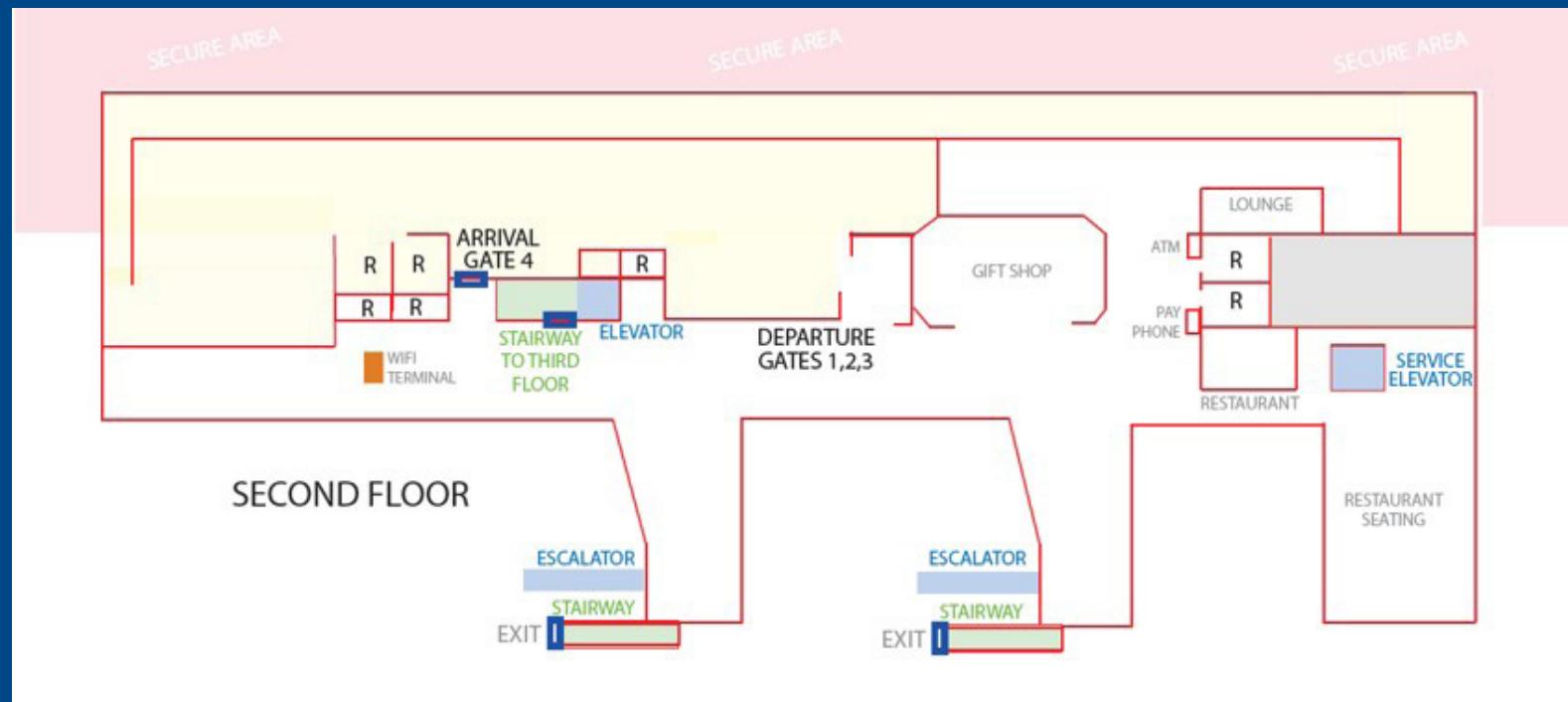
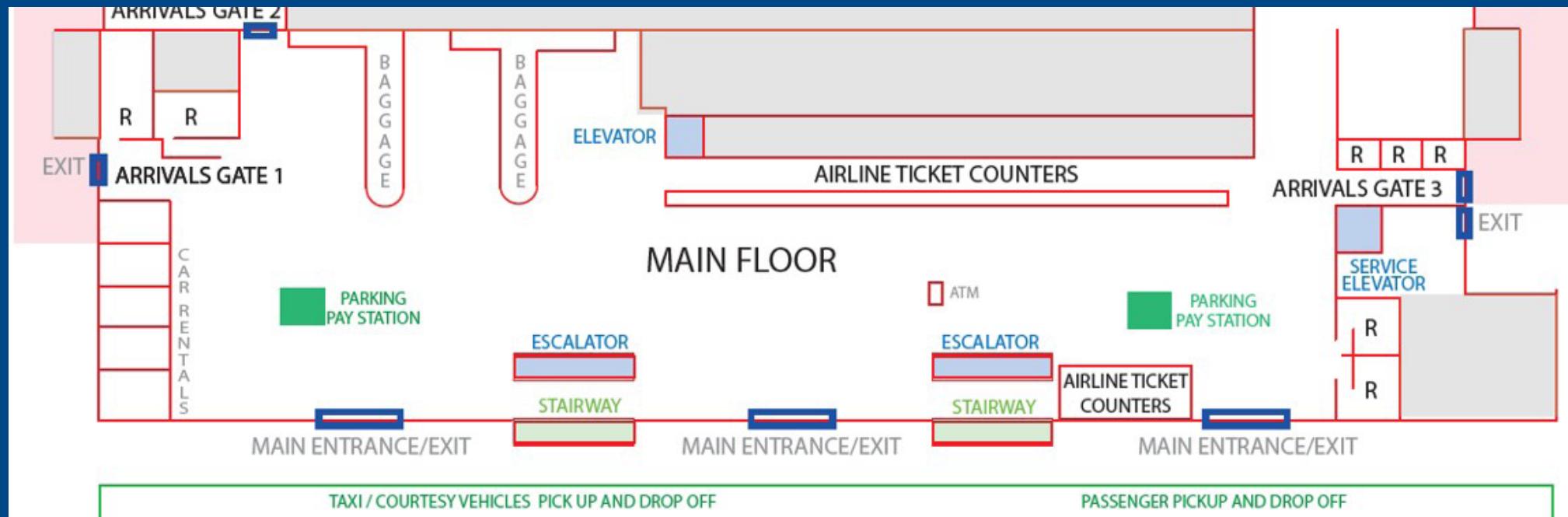
Ideal for Targeting Arriving Guests or Friends and Family Waiting for Passengers to Arrive

Food Court Display

Located in the Public Food Court.

Advertise to Those Waiting to Board Their Flight, Waiting for a Guest to Arrive, or Simply Enjoying a Coffee.





Airport Map

2026 Advertising Rates

Sign Type:	Location:	Sign Size (Pixels):	1 Year Rate:	3 Year Rate:
Medium Backlit	Baggage/Other	32 X 42	\$310	\$260
Large Backlit	Baggage/Other	52 X 42	\$515	\$475
Display Case	First/Second Floor		\$310	\$285
Display Case	Mobile or Other		\$415	\$360
Display	Oversize or Demo		\$675	\$595
Large Banner (4 Panel)	Mezzanine	138 X 88	\$650	\$565
Large Banner (3 Panel)	Mezzanine	72 X 132	\$650	\$565
Billboard	Outdoor		\$1240	\$1030
Pole Wraps	Numerous Options		\$270	\$230
Carousel Wraps	Baggage Carousel		\$570	\$515
Pop-Up Banners	Anywhere		\$340	\$310
Arrivals Digital Display	Arrivals 4	1920 W X 1080	\$285	\$230
Other Digital Signs	Second Floor		\$670	\$515

***All rates reflect monthly pricing**

Any Questions?

*Have an idea but don't see it outlined on our rate sheet?
Additional products and options are available!*

Please contact Emily Yackel - Marketing & Communications Coordinator at 807-473-2600 or by email: emily.yackel@flyqt.ca to discuss.

Please Note:

All rates are quoted in Canadian Funds. Posted Quotes are subject to change without notice. All materials, production, installation, and shipping costs must be supplied by the advertiser and are not included in posted prices. Advertisements are subject to approval of TBIAA. Lease spaces are subject to rules and regulations of lease agreements. Spaces are limited to availability. Current list of availability is not guaranteed.