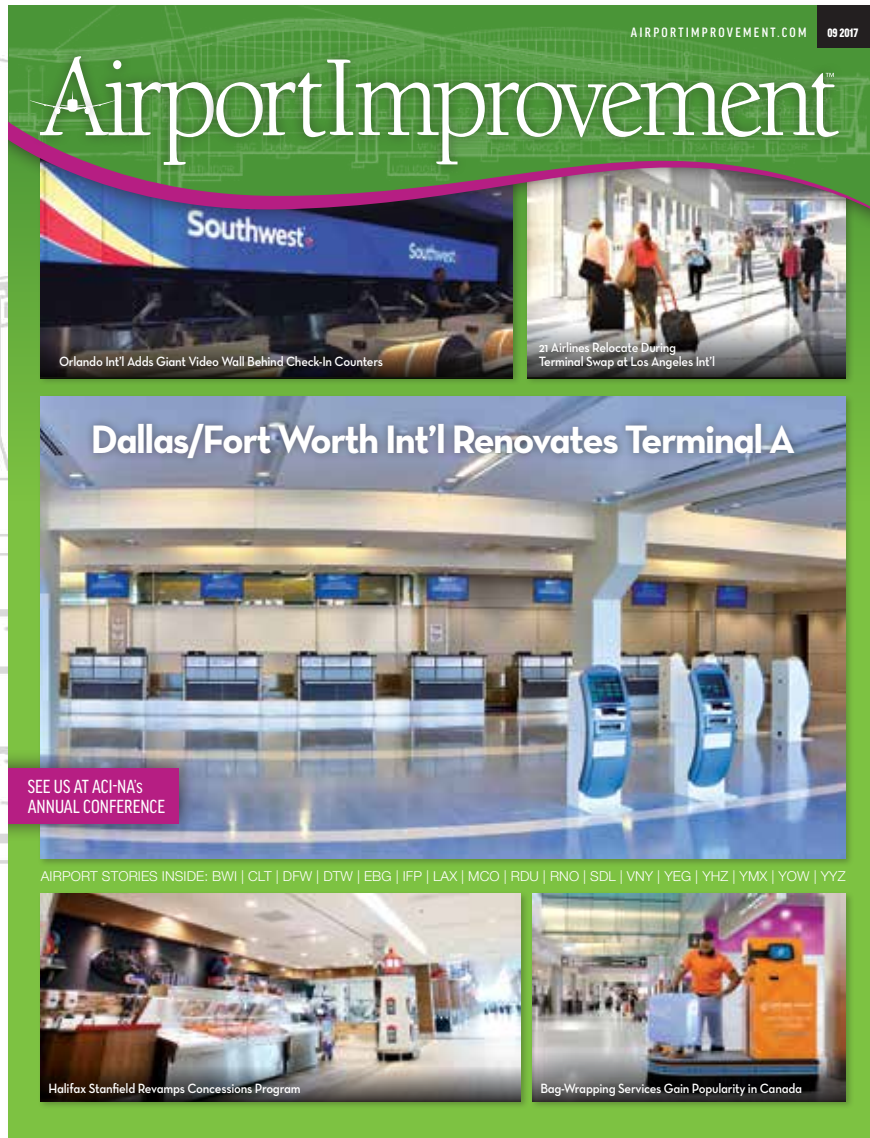


Airport Projects Profiled Here

Stories Featuring Airports, Their Consultants & Suppliers

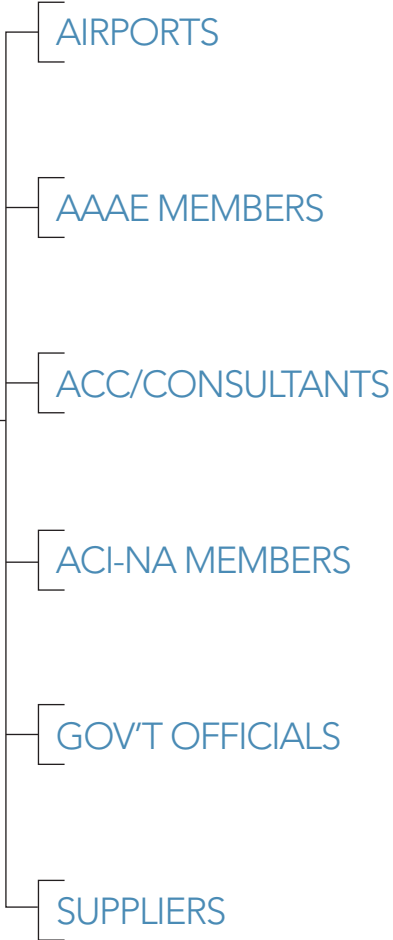


AirportImprovement.com

The Show & Tell of Airport Project Work

Circulation

Airport Improvement Is Read by All Airport Players



BROAD CIRCULATION. Our distribution is tops of all airport publications; we make it easy by including all key groups and decision-makers with just one buy. No need to choose one association or the other, as we reach AAAE, ACI-NA, and ACC members. Plus, we distribute to airport consultants, FAA, TSA and key suppliers.



Editorial

Airport Projects Showcased

Each Story Includes Interviews With:

AIRPORTS

CONSULTANTS

SUPPLIERS



Greenville-Spartanburg Int'l Remains Operational Throughout 5-Year Ground-to-Ceiling Rehab

Greenville-Spartanburg International Airport (GSP) recently put the finishing touches on its \$127 million Wingspan project, the largest capital improvement initiative ever undertaken at the South Carolina airport. In essence, GSP completely rebuilt its terminal from the ground up, expanding from 220,000 to 375,000 square feet.

Dave Edwards, GSP's president and chief executive officer, notes that work crews touched every square foot of the terminal, from outside to gate. "In some places we completely demolished the building and in other places [just] provided finishing touches," he explains. "There were times throughout the project where sections of the building had a roof but no walls, where we demised everything to the ground and rebuilt the walls beneath the existing roof."

All of the various elements were guided by three primary objectives: to correct functional deficiencies; increase and enhance amenities for travelers; and prepare the airport for future growth.

Throughout the comprehensive five-year renovation and expansion, the airport not only remained operational, it continued to grow—from roughly 886,500 million enplanements in 2011, when construction began, to more than 1 million enplanements in 2016. Forecasters estimate the airport will serve approximately 2 million passengers by 2035. When enplanements hit 1.5 million, the design allows for the addition of five more gates and three more baggage claim carousels. Currently, GSP has 13 gates and three carousels.

While growth projections were critical factors in moving the project forward, they weren't the only drivers. A 2003 master plan identified major deficiencies that supported constructing a new terminal or renovating the existing one. Most of the associated

recommendations were directly related to changes in security and passenger processing after 9/11:

- to consolidate the terminal's two security checkpoints (one for each concourse) into a single checkpoint to enhance TSA passenger processing;
- enlarge the bag make-up area to make room for new outbound baggage screening equipment;
- provide more room for queuing in front of ticket counters; and
- relocate concessions, shifting the concentration from predominantly curbside to inside.

With specific needs identified in 2003, by 2006 it was time to start pushing forward, Edwards states. GSP hired RS&H to perform a terminal-level master study to determine the best way to proceed: build a new terminal on a greenfield site or renovate and rehabilitate the existing facility. In the end, GSP officials chose the latter, because projected costs for renovation/rehabilitation were approximately 25% of what a new terminal would have cost.

Plan, Do, Check, Act

Although the airport would save money by rehabilitating its existing terminal, the project and process would be exponentially more complex. As program manager for the project, Jacobs



notes that in terms of cost and quality control, GSP's recent renovation and expansion was one of the most "surgically precise" projects he's ever been involved with. "Just building a new terminal next to the old one and then making the switch, that makes it real easy," he contrasts. "But essentially rebuilding an existing terminal from the ground up while remaining operational, that requires surgical skills."

FACTS & FIGURES

Project: Expansion & Renovation
Location: Greenville-Spartanburg (GSP) Int'l Airport
Cost: \$127 million
Funding: \$10 million from airport cash reserves, \$20 million from Airport Improvement Program, \$2 million from TSA
General Contractor: Skanska-Moss Joint Venture
Architecture, Engineering & Planning: RS&H
Architecture & Engineering: Michael Baker Int'l, Genstar
Architecture & Interior Design: Wilkinson Pridgen Smith Architecture
Program Management: Jacobs
Millwork: Saterfield Woodworking
Outbound Baggage Design: JIM & Assoc.
Outbound Baggage System: Automatic Systems
Inbound Baggage System: Vanderlande
Electrical: Walker & Whitehead Hayes & Lundford
Lighting Design: Lan Partners, RMF Engineering
Lighting & Controls: Vendocon, CALD
Mechanical Design: RMF Engineering
Lighting & Controls: Supplier: Hubbell Lighting
Mechanics: Will Surman & Co.
Shared Terminal Services; Flight & Baggage Info Display Systems; Paging System: Arif (now Amadeus; Atlanta)

TERMINALS | GSP | 9

Info Technology & Communications Design:
 Path Group
Signage: J2
Signage & Graphics Design: Valencourt Int'l
Acoustics & Sound Systems Design: Acoust Acoustics
Framing: Bonitz Contracting Co.
Drywall: Precision Walls
Title: Palms Services
Porcelain Tile, Terrazzo Flooring, Art Logos:
 David Allen Co.
Landscaping: InnoCenti & Nebel
Landscaping: Reback Wholesale Nursery & Landscaping
Site & Civil Engineering: Charles Site Design
Structural Engineering Design: Structural Milliken Int'l
Roofing: Harkin
Curtain Wall: SPS
Glazing: Neuvus
Carpet: Bonitz Contracting Co.
Security Access Control: SSI
Food & Beverage Management:
 RMF Concessions Group
Retail & Concessions: Hudson Group
Of Note: Complete rehabilitation, reconstruction and expansion of terminal 1 concourse, airport remained operational throughout 5-year construction

SAFETYFLEX AIRPORT BOLLARDS FROM TYMETAL

- Crash tested, low cost, patented construction
- Shallow mount foundation, fast inexpensive installation
- Car and Truck Stopper (K4) in stock
- K3 and K12 equivalents available
- Used in the London 2012 Olympic Games
- Equipped with reflective strips to aid on street furniture (planters, benches, bike racks)
- Technical and design support provided

Tymetal Corp.
www.tymetal.com

676 WILBUR AVE., GREENWICH, NY 10309 | 800.338.6426 (USA) | INFO@TYMETAL.COM OR WWW.SAFETYFLEXBOLLARDS.COM

The editorial content of both the publication and website focuses exclusively on airport projects. All significant areas of construction and renovation are covered, including:

- Terminals | Parking | Cargo | IT/Communications Security | Concessions/Retail | Runway/Ramp Hangars | Passenger Transport | Ground Support Fuel Storage | Baggage**

Each issue features case study profiles of projects in the above categories. Profiles detail project specifics, chronicle special challenges overcome, uncover valuable lessons learned, and highlight potential applications to future projects. Articles include input and perspective from airport managers and their consultants and suppliers.

2018 Editorial Calendar

Issue	Bonus Distribution	Close Date
Jan/Feb	ACC/AAAE Airport Planning, Design, & Const. Symposium, Denver. Feb 28 – March 2	12/8/17
March	Buffalo Snow Symposium, Buffalo. April 15 – 18	1/26/18
April	AAAE Annual, San Diego. April 15 – 18	3/7/18
June/July	Florida Airports Conference, Tampa. July 15 – 18	5/11/18
September	ACI-NA Annual, Nashville Sept 30 – Oct 2: SWIFT, Niagara Falls, ON. Sept. 10 – 13	7/20/18
October	Runway & Ramp Special Edition: IES Airfield Lighting Technology Meeting, New Orleans. October 1-5	8/31/18
Nov/Dec	Airport Consultants Council Annual Meeting, Bermuda. November 12-14	10/5/18

2018 Advertising Rates



2018 RATES

Net Full Color Rates

(all rates include eMagazine placement)

Full Page	\$4,925
2/3 Page	\$3,700
1/2 Page	\$3,025
1/3 Page	\$2,425
1/4 Page	\$1,850
1/6 Page	\$1,075
Special Positions	To guarantee a special position add 15% to rate.
Cover Positions	add 20% to rate.

CANCELLATION POLICY

Cancellations will not be accepted by the Publisher after the close date.

RATE PROTECTIVE CLAUSE

If and when new rates are announced, advertisers will be protected throughout the duration of their annual schedules, provided the schedule is placed prior to the announcement.

FTP INSTRUCTIONS

Server: ftp.airportimprovement.com
 Port: 21
 Username: airportupload@airportimprovement.com
 Password: Airport1!

PARTNERS' PROGRAM

Run in all 7 issues and receive:

- Rate protection
- One double-up ad per year

INSERTS

(furnished by advertiser)

1 Page (2 sides)	\$6,000
2 Pages (4 sides)	\$7,000
3 Pages (6 sides)	\$8,000
4 and 8 Page Inserts available	Call for rates

TERMS & CONDITIONS

30 days from the invoice date. Production charges may be billed at a rate of \$100 per hour if applicable. Interest will be charged if invoice is not paid within 30 days. Changes and cancellations must be made in writing. Changes and cancellations must be made in writing and received prior to issue close date. Publisher is not responsible for either the content or the opinions expressed within paid advertisements, or for any errors they may contain. Publisher reserves the right to reject any advertisement deemed unsuitable for publication. Rates shown are net. Recognized advertising agencies must add commission to billing or bill clients directly.

AD SIZES

Dimensions	Width x Height
Magazine Trim Size	8.375" x 10.875"
Full Page Bleed	8.625" x 11.125"
Full Page Live	7.375" x 9.875"
Full Page Trim	8.375" x 10.875"
2/3 Vertical	4.625" x 9.875"
1/2 Standard	4.625" x 7.188"
1/2 Horizontal	8.125" x 5.375"
1/3 Vertical	2.25" x 9.875"
1/3 Standard	4.625" x 4.625"
1/4 Standard	3.375" x 4.875"
1/6 Standard	2.375" x 4"

GENERAL REQUIREMENTS

All banners should be sized at 72 dpi resolution.

We reserve the right to reject advertising based on content, user impact, distraction factors and other situations as determined by the staff.

All banners that are submitted to AIRPORT IMPROVEMENT via e-mail must be uncompressed (not zipped).

ALT (Mouseover) text should be no greater than 10 words.

Advertisers must understand that all banners, when clicked, will launch the linked site in a new browser window.

Banners must be designed so that interaction with the users only takes place if the user places the mouse within the advertisement area.

Advertisers may make banner or other creative changes or additions every two weeks, although we prefer advertisers to send us multiple banners at one time and have them scheduled any way you would like throughout your campaign.

Flash banners must be Netscape/IE 4 + compliant as well as published out as Flash version 5.00. All SWF files should include embedded clickthrough URLs.

Each animated GIF frame must display for at least 2 seconds.



AirportImprovement.com

The ONLY industry website in North America dedicated to airports and their stories.

We've got the traffic you're looking for

Average Time on Site: 7 minutes

Monthly Website Visits: 41,656 September 2017

Pages viewed per visit: 21.69

(per publisher's website statistics August 2017)

Connect with us!



Web and Email

Make a big impression with our industry-leading website which contains current and 753 archived stories...all searchable by keyword or airport code.

- E-mail Blasts
- Custom Online Surveys
- E-Newsletter Sponsorship
- E-Newsletter Banners

LEAD GENERATION PROGRAMS

We're experienced and happy to help you tell your story or be a part of a general educational program on a predetermined topic.

- Webcast
- Podcasts
- PowerPoint

Whitepaper download channel. Supply an industry whitepaper (or optionally have us author one for you) and we will turn it into qualified leads. \$50/lead. Print advertiser \$30/lead.

Minimum commitment of 50 leads.

CUSTOM PUBLISHING

Create your own magazine. We'll partner with you.

ADVERTISING SPECIFICATIONS

We accept ads in GIF, JPEG, animated GIF, HTML5 and Flash (SWF) formats. Other formats must be tested and approved on a case-by-case basis.

BANNER ADVERTISING

Ad Unit	Dimensions Pixels (W x H)	Locations	Maximum File Size	Rich Media	Monthly Rate
Leaderboard	728 x 90	ROS	45K	Yes	\$1,500. Print Advertiser \$750
Rectangular	300 x 250	ROS	45K	Yes	\$1,100. Print Advertiser \$550
Skyscraper	120 x 600	ROS	45K	Yes	\$1,100. Print Advertiser \$550

OTHER OPPORTUNITIES

Products	Size	Rate
Video Network	N/A	\$1,000 per month
E-Mail Blast	N/A	\$1,500 per e-mail
Video Streaming Ads	480 x 300 pixels	\$1,500 per month
Eyeblander Floating Ads		\$500 per month
E-Newsletter Sponsor	728 x 90 pixels	\$1,500 per issue Print Advertiser \$750
Webinar Sponsor	Exclusive	\$6,900
Surveys	N/A	\$.035 per email

AirportImprovement.com

