

Gallatin Airport Authority Policy on Commercial Advertising

PURPOSE

Entities periodically approach the Gallatin Airport Authority seeking to engage in advertising on the property of Bozeman Yellowstone International Airport (BZN). This document sets forth the policy of the Authority with respect to such advertising. This policy shall not be construed to limit or restrict the Authority's ability to identify, inform the public or promote Bozeman Yellowstone International Airport's facilities, services or tenants, or otherwise market the Airport.

The Authority considers advertising to be a means of generating revenue, enhancing the image of the airport, promoting the region, and contributing to a positive air travel experience.

Advertising is also recognized as an essential part of the airport's concessions; however, the display must be aesthetically consistent with the Airport's design and architecture without interfering with operational efficiencies or safety. A balance between airport advertising and other informational systems must be maintained in order to preserve visual continuity and avoid clutter and message overload.

Advertising is defined as any commercial message displayed through visual, auditory or other communication systems. For the purpose of this policy, advertising does not refer to facility way-finding, informational or tenant identification signs.

TERMINAL BUILDING

Within the terminal building, all advertising in public and common use spaces that are designated for use by the Authority's in-terminal concessionaires shall be governed through individual concession agreements. Advertising in public and common use spaces that are not designated for use by the Authority's in-terminal concessionaires shall be allowed entirely at the discretion of, and subject to the sole judgment of the Authority. Advertising in spaces exclusively or preferentially leased by tenants shall be restricted to goods and services offered by the tenant. Back wall logos must fit within a 42" by 56" wood or leather bound frame. Backlit or light box signs will not be permitted.

Advertising shall not be placed in any location on the exterior of the terminal building, with the exception of passenger loading bridges.

All advertisements proposed in the terminal building or on the loading bridges, no matter where or how placed, are subject to the written consent and approval of the Authority prior to installation.

OTHER AIRPORT OWNED BUILDINGS

Signs and advertisements are governed through individual Lease Agreements or at the sole judgment of the Authority.

GENERAL AVIATION

Within the general aviation area, including hangars and fencing, signs and advertising shall be governed by individual Ground Lease Agreements and subject to the sole judgment of the Authority. All advertisements proposed, no matter where placed, are subject to the written consent and approval of the Authority prior to installation.

OTHER AIRPORT PROPERTY

In shuttle bus waiting areas, public and employee parking lots or areas designated by the Authority for display of banners, automated public parking pay-stations, electronic displays such as information kiosks, video monitors and pay-station machines, or on the Internet website(s) maintained by the Authority, and in other areas as may be designated by the Authority from time to time, advertising shall be allowed entirely at the discretion of and subject to the judgment of the Authority. All advertisement proposed, no matter where or how placed is subject to the written consent and approval of the Authority prior to installation.

PROHIBITIONS

Except as noted above, no advertising of any nature is allowed along roadways, walkways, pathways, landscaped areas, or on other grounds of the Airport.

Advertisements containing flashing messages or illuminated by strobe or laser lighting, whether inside or outside any building or structure, are prohibited.

Advertising referring to tobacco, alcohol or prohibited substances; referring to politics or a political candidate, employment, religious, sexual or social content; or otherwise deemed inappropriate for the Airport environment, in the sole discretion of the Authority, is prohibited.

TEMPORARY ADVERTISING SIGNS

Temporary signs that may be considered advertising in nature may be used by the Authority and Airport tenant contractors during construction periods to identify projects, work sites, contractors and work in process as specified in Authority-approved contract documents.

Other temporary signs that may be considered advertising in nature may be allowed subject to prior Airport Authority review and approval.

LOCATIONS AND RATES

Current Gallatin Airport Authority advertising locations and rates are listed in Exhibit A.

GENERAL

Notwithstanding any of the preceding, the Authority reserves the right to refuse any advertisement in any form at any time in any location for any reason, whether or not stated.

EXHIBIT A – Effective January 1, 2015

GALLATIN AIRPORT AUTHORITY ADVERTISING LOCATIONS AND RATES

Advertising rates and media locations may be adjusted from time to time subject to Airport Authority approval. All media must be approved by the Airport Director.

BROCHURE RACK



This rack is located at the information counter in the baggage claim area. Each space is 4" wide by 9" high and rents for \$250.00 per year with a minimum one year rental payable in advance. Two adjacent spaces may be rented (if available) for magazine-size documents at a rate of \$500.00 payable in advance. Minimum thirty-day advance written notice of cancellation is required. Brochures may be re-stocked by airport staff or Destination Yellowstone staff as time allows.

SIGNS IN BAGGAGE CLAIM AREA

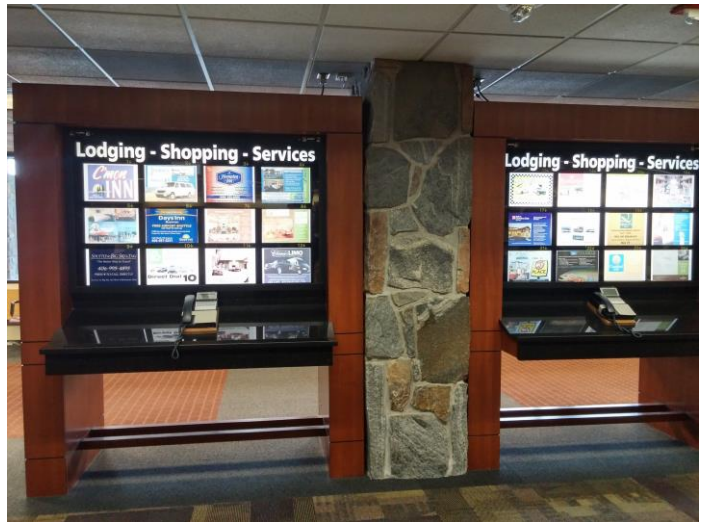
These signs must be exactly 44" wide by 41" high and made of sandblasted wood with natural earth-tone colors to match the terminal. A colored drawing of the proposed sign must be submitted to the Airport Director for approval prior to beginning construction of the sign. These spaces rent for \$175.00 per month with a minimum ninety-day commitment and \$525.00 deposit payable in advance. Minimum sixty-day advance written notice of cancellation is also required.



EXHIBIT A – Effective January 1, 2015

TELEBOARD SIGNS

These signs are high quality transparencies and are 8” high by 10” wide. The spaces rent for \$55.00 per month with a minimum ninety-day commitment, \$165.00 payment in advance. Thirty-day advance written cancellation notice to the Airport Authority is required. There is no additional charge for the pre-programmed telephone. Only local telephone numbers or toll free numbers will be used. A shuttle must be available. Shuttle passes are \$25/mo. and are available through the airport office. In the case of taxi services a \$1.50 per passenger must be paid to the airport.



AIRPORT WEB PAGE

The airport can host up to fifty (50) advertisements on the Airport web page <http://www.bozemanairport.com>. Rent for this space is \$12.50 per month per space, up to five spaces per advertiser, to be paid in advance, with a minimum six-month commitment. Additionally, a one-time \$25.00 non-refundable set up fee is to be paid in advance. Dimensions for each advertisement are 728 pixels wide by 90 pixels tall in JPEG format to be furnished to the Airport Director for approval prior to publication.



DISPLAY CASES



Display case rental rate is \$150.00 per month in advance with a minimum ninety-day commitment and \$450.00 payment in advance. Thirty-day advance written notice of cancellation is required. Built in display cases are furnished by the Airport Authority. Freestanding cases are furnished by the advertiser and shall be placed in a location suitable to the Airport Authority.

ART DISPLAY (not including art donations)

Quality works of art may be displayed as wall hangings or free standing if considered acceptable by the Airport Authority. Rental rate shall be based on the size of the piece with a minimum monthly rental of \$150.00 per piece.



PASSENGER BOARDING BRIDGES



The Gallatin Airport Authority has eight (8) passenger loading bridges; each loading bridge can accommodate one (1) advertisement per-side (exterior) and two (2) interior signs. Exterior sign dimensions are 5'H X 12'L and colors must complement the terminal building, interior signs dimensions are 33"H X 47"L displayed in airport provided frames. Each passenger boarding bridge rents for \$275.00 per-month with a minimum twelve month commitment and \$550.00 deposit payable in advance. Minimum sixty-day advance written notice of cancellation is also required.

LUGGAGE CARTS

The Gallatin Airport Authority has three luggage cart kiosks; each kiosk holds 20 carts; each cart can accommodate (1) advertisement per-side. Dimensions are luggage side 16 9/16"high x 20 3/8"wide and passenger side 13 1/2"high x 20 3/8"wide. 20 carts rent for \$295.00 per month with a minimum twelve month commitment and \$295.00 deposit payable in advance. A minimum ninety-day advance written notice of cancellation is also required. Carts are movable and no specific location is guaranteed for the carts.

