

# Advertising at Leahy BTV



With 1.7 million visitors annually, Leahy BTV is a vibrant and bustling transportation hub, serving both locals and visitors alike.

We offer endless opportunities for creative engagement within the communal areas to reflect the spirit and uniqueness of Vermont, leaving a positive and memorable impression on all who pass through.

Contact Leahy BTV today!  
[advertising@btv.aero](mailto:advertising@btv.aero)

## Advertising at

# BTV

**PATRICK LEAHY**  
**BURLINGTON**  
INTERNATIONAL AIRPORT

# Leahy BTV Visitors

## DEMOGRAPHIC SNAPSHOT

Your advertisement will reach an engaged audience in a 180,000 sq-foot Terminal space where customers are actively waiting and relaxing for their flight or upon the arrival of a loved one. Allowing for targeted and compelling advertising.

You can reach your right target market at Leahy BTV!

**1.7M**  
ANNUAL VISITS

**1.3M**  
ANNUAL TICKETED

**611K**  
ANNUAL VISITORS

**2.79x**  
VISIT FREQUENCY

- **MEDIAN AGE 37.2**
- **HHI \$70,600**
- **50%+ BACHELOR DEGREE**
- **49% FEMALE**
- **51% MALE**



## CUSTOM SOLUTIONS

We know that prominence and strategic choice of ad placement in high traffic areas provide enhanced audience visibility and attraction — that is why in conjunction, we offer the utilization of custom and next-level ideas to further contribute to standing out in these high-traffic areas and maximize visibility to leave a lasting impact on potential customers.