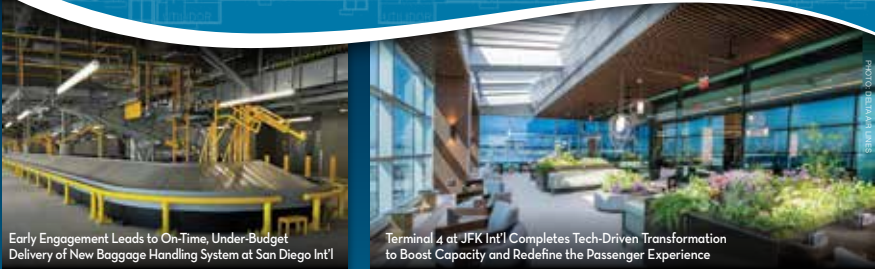


AirportImprovement®

The Show & Tell of Airport Project Work

JANUARY | FEBRUARY 2026

AirportImprovement®



Early Engagement Leads to On-Time, Under-Budget Delivery of New Baggage Handling System at San Diego Int'l

Terminal 4 at JFK Int'l Completes Tech-Driven Transformation to Boost Capacity and Redefine the Passenger Experience

New Display at Bush Intercontinental Offers Visitors a Glimpse into Houston



AIRPORT STORIES INSIDE: BHM | CLT | DTW | IAH | IND | JFK | RSV | SAN | SAT | SEA | SFO | YOO



After Devastating Tornado, Crawford County Airport Rises from the Rubble Better Than Ever



Cyberattack Setbacks Lead to Process Refinements, Renewed Precautions at Seattle-Tacoma Int'l

**Airports and their Consultants/Suppliers
Showcased in Every Story**

Circulation

Airport Improvement *Read by All Industry Players*

AIRPORTS



CONSULTANTS



GOV'T OFFICIALS



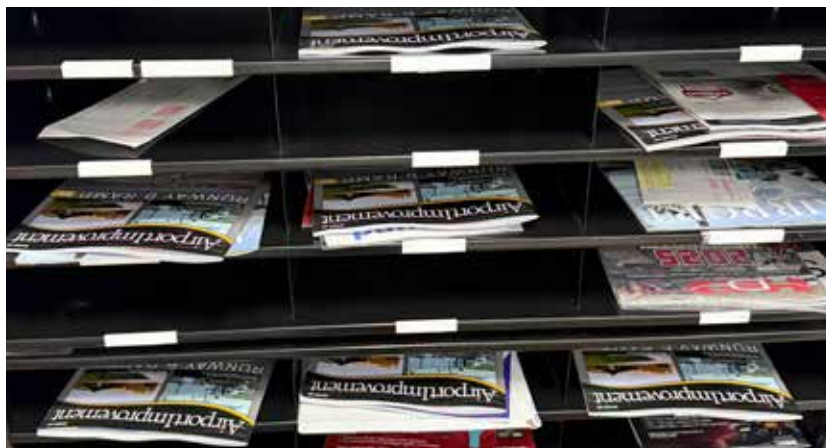
Transportation
Security
Administration

SUPPLIERS

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80% of subscribers choose print or print & digital.



Editorial

ALL AIRPORTS | ALL PROJECTS | ALL THE TIME

Stories include interviews with:

AIRPORTS

CONSULTANTS

SUPPLIERS



Charlotte Douglas Int'l Finishes Transformational Terminal Lobby Expansion

CLT
Charlotte Douglas International Airport

FACTS & FIGURES
Project: Terminal Lobby Expansion & Renovation
Location: Charlotte Douglas Int'l Airport in NC
Scope: 175,000 sq. ft. of new space, 151,000 sq. ft. of renovated space
Key Components: 3 large, more efficient TSA checkpoints, overhead & underground walkways between terminal & parking, 145,000 sq. ft. outdoor glass canopy, 8 high-capacity baggage claim carousels, new escalators & elevators, central courtyard with seating, concessions and 11 major art installations, including Queen Charlotte statue, new central utility plant
Budget: \$60 million
Funding: Passenger facility charges, customer facility charges, general airport revenue funds, airport credit
Construction: Dec. 2013-July 2020
Architects: Graham Smith Kohn Design
Construction Manager: HKS
Field Super: a joint venture
Program Manager: TSI
Civil Engineering: Skidmore, Brown & King
Structural Engineering: Lauen, Butler & Smith
Mechanical, Electrical & Plumbing Engineering: WSP
Special Systems Design & Engineering: Inno Engineers LLC
Baggage Handling System Engineering: DDP Associates

January/February 2020 | [AirportImprovement.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

2027 Editorial Calendar

Issue	Bonus Distribution	Close Date	Ad Materials Due
January/February	IABSC Annual Summit, January 26-27, 2027 – Grapevine, TX ACC/AAAE – Design Build Symposium, March 16-18, 2027 – New Orleans, LA	12/18/26	12/23/26
March/April	ACI-NA Airports@Work, April 26-29, 2027 - San Antonio, TX Buffalo Snow Symposium, April 23-28, 2027 – Buffalo, NY	2/12/27	2/17/27
May/June	AAAE Annual Conference, May 16-18, 2027 – Phoenix, AZ	4/9/27	4/14/27
July/August	Florida Airports Conference, July 25-27, 2027 – Orlando, FL Future Travel Experience, September 7-9, 2027 – Las Vegas, NV	6/4/27	6/9/27
September	ACI-NA Annual, October 4-7, 2027 – New Orleans, LA SWIFT, September 13-16, 2027 – Montreal, QC	7/23/27	7/28/27
October	Runway & Ramp Special Edition IES ALC Technology Meeting, October	9/3/27	9/8/26
November/December	ACC, November Airports Going Green, November	10/8/27	10/13/27

2027 Advertising



2026 RATES

Net Full Color Rates

(all rates include eMagazine placement)

Full Page	\$5,825
Two-Thirds	\$4,450
Half Page	\$3,600
Third Page	\$2,910
Quarter Page	\$2,225
Sixth Page	\$1,450

To guarantee a special position add 15% to rate.

Cover Positions add 20% to rate.

PARTNERS' PROGRAM

Run in all 7 issues and receive:

- Rate protection
- One double-up ad per year

INSERTS/OUTSERTS

Half Page False Cover	Call for rates
1 Page (2 sides)	Call for rates
2 Page (4 sides)	Call for rates
4 – 20 page inserts available	Call for rates

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"

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.

TERMS & CONDITIONS

Payment due 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.

GENERAL REQUIREMENTS

All banners are subject to Publisher approval. We reserve the right to reject advertising based on content, visual impact, or distraction factor as determined by staff.

All banners that are submitted to Airport Improvement via e-mail must be uncompressed (only HTML5 content should be 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.

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

Advertisers may make banner or other creative changes or additions every two weeks, following the time guidelines below, although we prefer advertisers to send multiple banners at once and schedule in advance. Multiple banners can be run simultaneously (A/B testing) at no additional cost.

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Custom E-Blast Service delivers
your message to decision-makers
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AirportImprovement

FOLLOW YOUR AUDIENCE ACROSS THE WEB



Airport Improvement Magazine's Retargeting Campaign keeps your brand in front of our qualified visitors after they leave our website.

WHY CHOOSE RETARGETING:

Guaranteed Clicks – your campaign will run until it has received the agreed-upon clicks – ensuring your campaign receives the attention you want.

QUALIFIED AUDIENCE

Target visitors who've already shown interest in AirportImprovement.com

EXTENSIVE REACH

Your ads follow users across Google's Search and Display Networks, reaching 90% of internet users worldwide

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Run up to 12 different banner designs in one campaign to optimize your messaging

Retargeting – Google Program

Travel with them! Retargeting campaigns allow you to deliver your banner ads to our website visitors AFTER they have left our website. Once visitors have been to AirportImprovement.com, they become a member of our retargeting lists. This program allows you VIP access to market directly to this highly qualified audience!

When your banners are placed in our retargeting program, your ads “follow” our visitors while they perform Google searches and visit other partner websites within Google’s expansive Search and Display Networks. Google Search is the gold standard of internet search engines. The Google Display Network reaches 90% of internet users worldwide and includes more than 2 million publishers, including websites like nytimes.com and weather.com and Google-owned websites like Gmail, Blogger, and YouTube and more.

Retargeting campaigns are an excellent way to “nudge” *Airport Improvement’s* qualified audience by remaining relevant in their online activity, thereby building brand awareness and shortening the amount of time necessary for conversion. **This is also an excellent opportunity to test multiple banner designs and marketing messaging – you can run up to 12 different banners in one campaign!**

PLACEMENT TYPE	2025 RATE	\$/CLICK
400 clicks	\$2,000	\$5/click
800 clicks	\$3,200	\$4/click
1200 clicks	\$4,000	\$3.33/click

Retargeting campaigns are sold on a cost-per-click (CPC) basis. Purchase as many clicks as you need, and the program will run until that quota is fulfilled.

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Make a big impression with our industry-leading website which contains current and 1,103 archived stories...all searchable by keyword or airport code.

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

Whitepaper download channel: Supply an industry white paper (optionally, have us author one for you) and we will turn it into qualified leads.

DIGITAL ADVERTISING SPECIFICATIONS

We accept static ads in GIF, JPEG and PNG formats.

We accept animated ads in GIF or HTML5 formats.

No FLASH, PDF or EPS banner creative is allowed.

WEBSITE BANNER ADVERTISING

Ad Unit	Dimensions Pixels (W x H)	Locations	Maximum File Size	Rich Media	Monthly Rate
Video	480 x 300	ROS	100K	Yes	\$250/month
Leaderboard	728 x 90	ROS	100K	Yes	\$250/month
Rectangular	300 x 250	ROS	100K	Yes	\$250/month
Skyscraper	120 x 600	ROS	100K	Yes	\$250/month

CUSTOM E-BLAST \$2,300

OTHER OPPORTUNITIES

Products	Size	Rate
Show & Tell Video	480 x 300	\$2,500
E-Newsletter Sponsor	728 x 90 pixels	\$250

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How does an airport project become a story?



Additional Independent Lounges Provide Extra Luxury at Dallas Fort Worth Int'l by KRISTEN RINPLEGGER

A new pair of independent passenger lounges is redefining how some guests experience hospitality at Dallas Fort Worth International Airport (DFW). Located side-by-side on the second level of Terminal D, the Plaza Premium Lounge and Plaza Premium First Lounge provide expanded access to upscale amenities without requiring membership in a credit card program or being a frequent flyer with a specific airline.

Developed and operated by Plaza Premium Group, both lounges offer travelers flexible access to elevated dining, quieter spaces and personalized service. The Plaza Premium First Lounge is particularly significant because it represents the company's highest tier format and is the first at a U.S. airport. (There are eight other locations globally)

The decision to add both lounges at DFW was driven by growing demand for premium passenger space as international travel, leisure traffic and passenger expectations continue to rise. In addition, the mix of customers seeking an elevated experience at the airport is becoming more diverse, including travelers who don't have elite airline status or high-end credit cards with rewards benefits.

Designed to offer different yet complementary experiences, DFW's two new lounges differ in service style, amenities, overall scale and guest capacity. The Plaza Premium First Lounge accommodates up to 96 guests, while the adjacent Plaza Premium Lounge offers seating for 62 travelers.

"DFW's approach to lounges is part of a broader, guest-focused strategy to give customers more control, flexibility and premium options throughout their journey," explains Zoraida Campbell, vice president of Concessions for the airport. "As demand for lounge space continues to grow, we are focused on partnering with the right operators and creating an environment where they can deliver high-quality experiences for a wide range of travelers."

Airport officials view independent lounges as an increasingly important component of future terminal infrastructure. Campbell notes that DFW already featured one of the country's most diverse lounge lineups, but expanding access beyond airline-specific products further widens the menu. "Independent

lounges are an important part of a balanced ecosystem, providing additional options for customers and helping meet growing demand for premium travel experiences," she says.

The new lounges are located in DFW's primary international terminal. "Terminal D continues to evolve as one of the most concentrated premium travel environments in the country, particularly for international travelers, making it a natural fit for expanded lounge offerings," Campbell explains.

The Points Guy, a popular media platform that focuses on travel rewards programs, agrees wholeheartedly. When covering the new Plaza Premium offerings at DFW, one post described Terminal D as "an absolute paradise for lounge aficionados." Other notable options in the terminal include a Capital One Lounge, an American Express Centurion Lounge and an American Airlines Flagship Lounge.

For Plaza Premium Group, the recent projects at DFW represent both a milestone and the continuation of a longstanding relationship with the airport. Dallas was the company's first U.S. market and is also home to the company's regional office. "We have a lot of people here in Dallas, and our relationship with the airport has been really good since Day One," says Pascal Bélanger, senior vice president, Americas, for Plaza Premium Group.

FACTS & FIGURES

Project: Independent upscale Passenger Lounges
Location: Dallas Fort Worth Int'l Airport, in T3 Terminal D
Developer/Operator: Plaza Premium Group
Plaza Premium First Lounge: Up to 96 guests
Plaza Premium Lounge: Up to 92 guests
Construction: Apr. 2025-Jan. 2026
Grand Opening: Fall 2025
Universal Features: Food & beverage service, lounge management technology & self-service check-in kiosks, multilingual staff
Upgraded Plaza Premium First Features: Made-to-order menu items from onsite kitchen, premium brand of full-service bar, private showers, program room
Facility Architect: Walport
General Contractor: Holt Construction
Key Benefits: Expanded access to elevated hospitality enhanced in-lounge experience, reduced terminal congestion, curated food & beverage offerings

14th / August 2024 AirportImprovement.com 14th / August 2024 AirportImprovement.com

Nominations for stories can be made on www.airportimprovement.com/nominations. Stories are centered on airport projects, not people, companies or products; although each is a supporting element of any project/story.

Nominations may be submitted by anyone. The following criteria are needed to pursue any story:

- The project is complete
- All major parties involved are willing to discuss the project
- Great photography is available

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