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## St. Louis Business Journal

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# Lambert wants to sell terminal naming rights to raise revenue

St. Louis Business Journal - by [Kelsey Volkmann](#)

Officials at **Lambert-St. Louis International Airport** are looking to sell naming rights to terminals, air advertisements over a radio system and allow companies to pass out product samples as ways to raise additional revenue.



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Airport commissioners approved a contract Wednesday with Airport Marketing Income, a Beaverton, Ore., company that has launched additional revenue-making initiatives at airports in Boston, Chicago, Cleveland and seven other airports.

Airports have raised between several million and a couple hundred thousand dollars through these measures, said Julie Olson, director of marketing for the four-year-old company.

They do this by selling the naming rights to parking garages, terminals, concourses and maybe one day, the airports themselves, she said.

**Cleveland Hopkins International** struck a deal for **Pepsi** to become the official beverage at the airport.

**San Jose International Airport** makes more money by offering WiFi Internet, and at **Boston Logan International Airport**, Boston marathon participants were greeted with window graphics and other signage for Under Armour athletic apparel at the baggage claim.

Boston's airport also features eight-foot-tall Dunkin Donut coffee cups.

**Chicago O'Hare International Airport** and **Denver International Airport** allowed 35 "brand ambassadors" to hand out 825,000 samples of Airborne dietary supplements.

Airport Marketing Income would pay a fee to St. Louis based on at least 50 percent of the revenue of any particular marketing project.

Lambert would recover 50 percent of the operations fee, said Jeff Lea, an airport spokesman.

Airports nationwide are grappling with a decline in passengers and flights as travelers and airlines scale back amid the recession.

**American Airlines**, Lambert's top carrier, **plans to cut another 18 flights** from St. Louis this year, and passenger boardings are down 15 percent for the first five months this year compared to last year.

"This does highlight the need for airports to look at ways beside aviation traffic to support their operations," Lea said. "We are trying to find ways to increase our revenues so we can reduce the cost to the airlines so we can be even more attractive for more air service."

If the airport commission approves the three-year deal with Airport Marketing Income, it would head next to the city's board of estimate for consideration.

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