

ST. JOHN'S INTERNATIONAL AIRPORT

**Advertising
Media Kit**



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CONTACT

Aaron Natsheh

Business Development Advisor

St. John's International Airport Authority

Phone: (709) 758-8752

Mobile: (709) 771-8040

E-Mail: anatsheh@stjohnsairport.com



WHY ADVERTISE?

St. John's International Airport is the gateway to Newfoundland and Labrador, with 70% of non-resident air travellers to the entire province passing through our terminal building. Just 10 minutes from the downtown core, the Airport plays a key role in facilitating the economic growth of our community. It's the 2nd largest airport in Atlantic Canada and one of the fastest growing airports in the country.

Advertising at St. John's International Airport offers a unique opportunity to be the first or last message travellers see when using our gateway, making

your brand memorable. Passengers and visitors to the airport are constantly seeking something to occupy their attention, and unlike other forms of media, airport advertising is visible to them for minutes or hours, as opposed to just seconds. Whether you are trying to capture the attention of tourists with a proven high spend, business travellers who are decision-makers for their companies, or the local population who make up the over 5 million "meeters and greeters" to the airport each year, we can provide an economical and efficient way to reach audiences who are otherwise difficult to capture.

ADVERTISING ADVANTAGES

- Ability to showcase your product/service 24 hours/day with a display in a high traffic location.
- Multiple locations increase presence and frequency.
- Target an audience that doesn't typically use traditional media forms.
- Attentive and captive audience.
- Multiple view points.
- Millions of impressions.

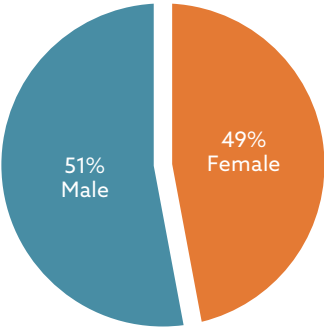


TRAVELLER DEMOGRAPHICS & TRAVEL STATISTICS

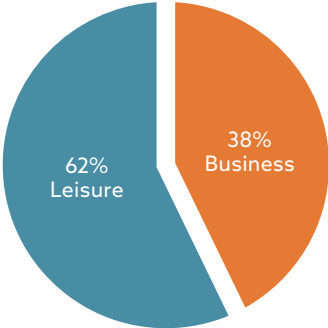
The St. John's International Airport is the premier gateway to the province of Newfoundland and Labrador.

1.5
MILLION
PASSENGERS
ANNUALLY

Gender breakdown:



Reason for travel:



Passenger age:

16 - 21	5%
22 - 25	7%
26 - 34	15%
35 - 44	19%
45 - 54	23%
55 - 64	20%
65+	11%

Number of return trips (12 months):

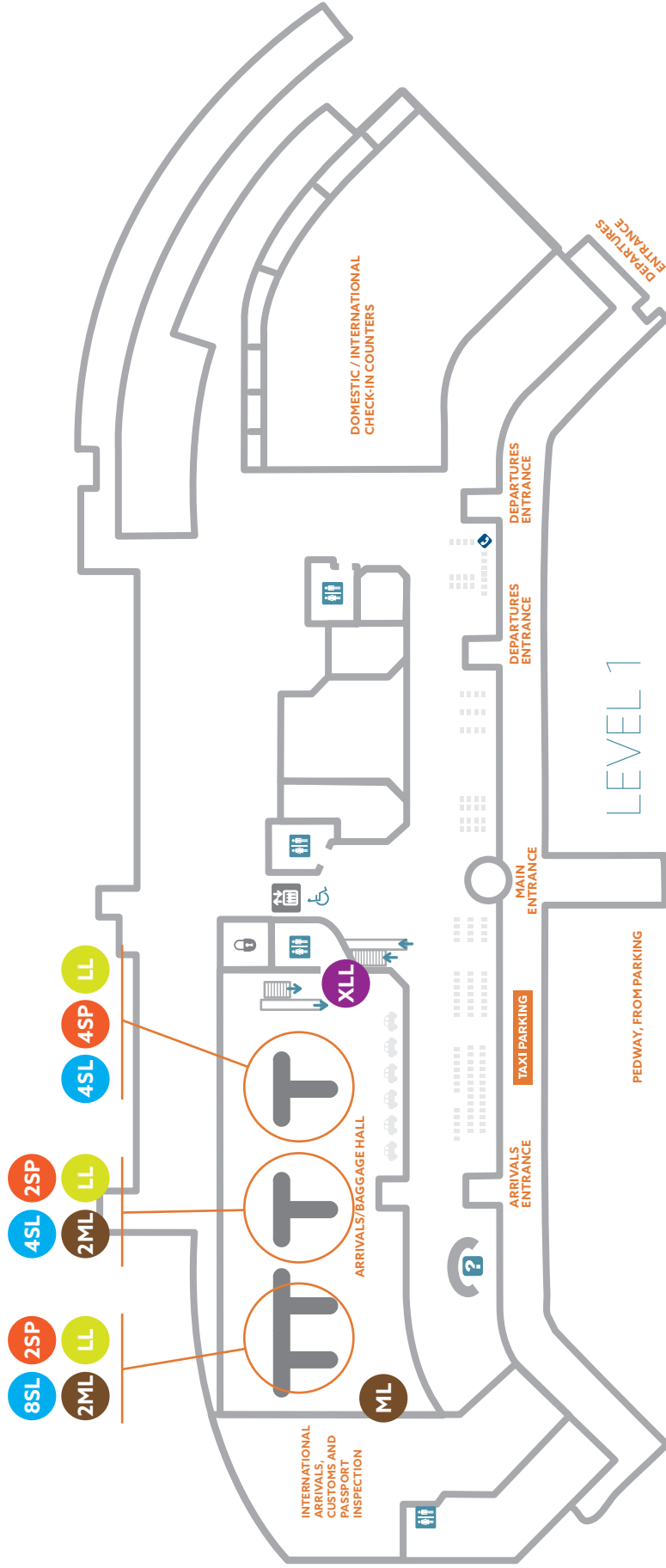
1 - 2	32%
3 - 5	33%
6 - 10	18%
11 - 20	10%
21+	7%

Time spent in the Airport:

30 - 45 minutes	5%
45 - 60 minutes	13%
60 - 75 minutes	22%
75 - 90 minutes	18%
90 - 120 minutes	24%
2+ hours	16%

Three daily flights to Europe with many connections to other Canadian cities.

TERMINAL MAP



LEGEND

Symbol	Description	Printing Size	Visible Area
SL	Small Landscape Backlit	48" w X 24" h	47" w X 23" h
ML	Medium Landscape Backlit	50" w X 40" h	49" w X 39" h
LL	Large Landscape Backlit	84" w X 40" h	83" w X 39" h
XLL	Extra Large Landscape Backlit	84" w X 43" h	83" w X 42" h
SP	Small Portrait Backlit	30" w X 40" h	29" w X 39" h



LEGEND

Symbol	Description	Printing Size	Visible Area
ML	Medium Landscape Backlit	50" w X 40" h	49" w X 39" h
LL	Large Landscape Backlit	84" w X 40" h	83" w X 39" h
SP	Small Portrait Backlit	30" w X 40" h	29" w X 39" h
DD	Digital Display	46" LCD Display	
1-5	Bridges	46" w X 60" h Panels	

BACKLIT SIGNAGE

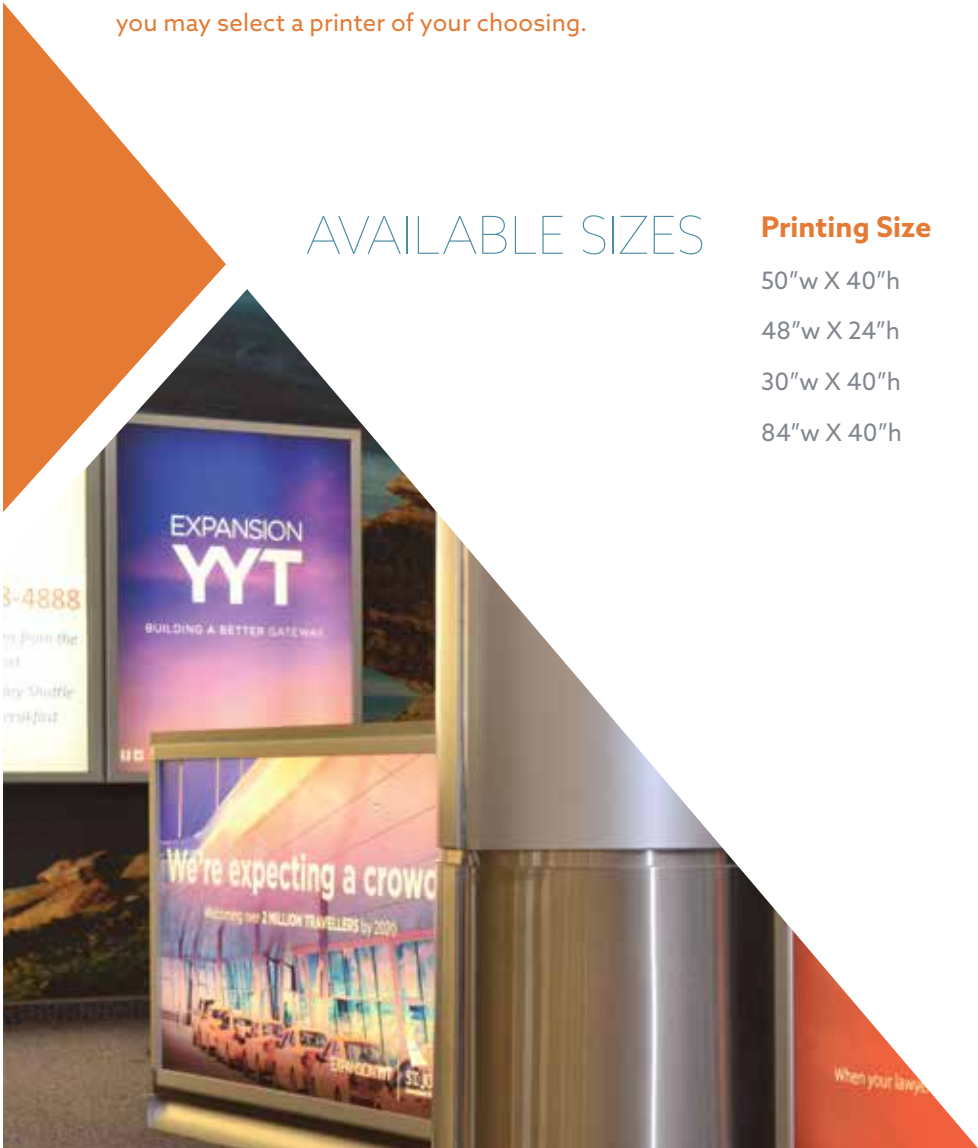
Backlit signage is located in the Arrivals Area (baggage claim) on the main floor of the Airport Terminal Building, as well as throughout the Departures Lounge on the second floor. This signage reaches both inbound and outbound passengers with multiple locations to increase presence and frequency.

- Artwork must have a matte lustre finish laminate applied to the front surface.
- Colour must bleed to full artwork size with no crop marks showing on artwork.
- All artwork for the backlits must be of the Duratrans type. Vinyl is prohibited.
- Trim borders are prohibited.
- No rates allowed on the artwork.
- Minimum of 300 DPI.

Note: We take no responsibility for printing of artwork but we can suggest some local printers who are familiar with the production of backlit displays at the Airport if you wish. However, you may select a printer of your choosing.

AVAILABLE SIZES

Printing Size	Visible Area
50" w X 40" h	49" w X 39" h
48" w X 24" h	47" w X 23" h
30" w X 40" h	29" w X 39" h
84" w X 40" h	83" w X 39" h



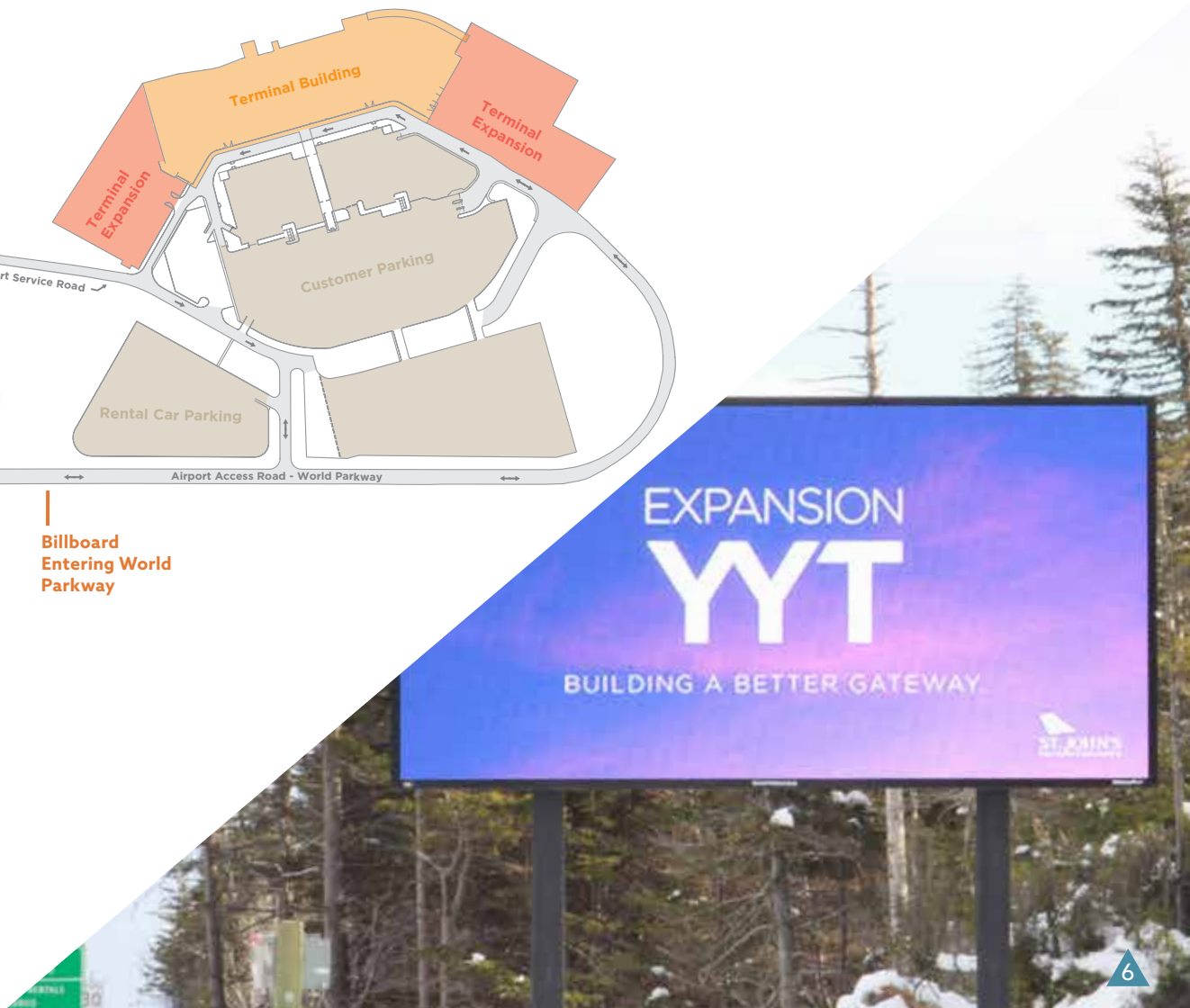
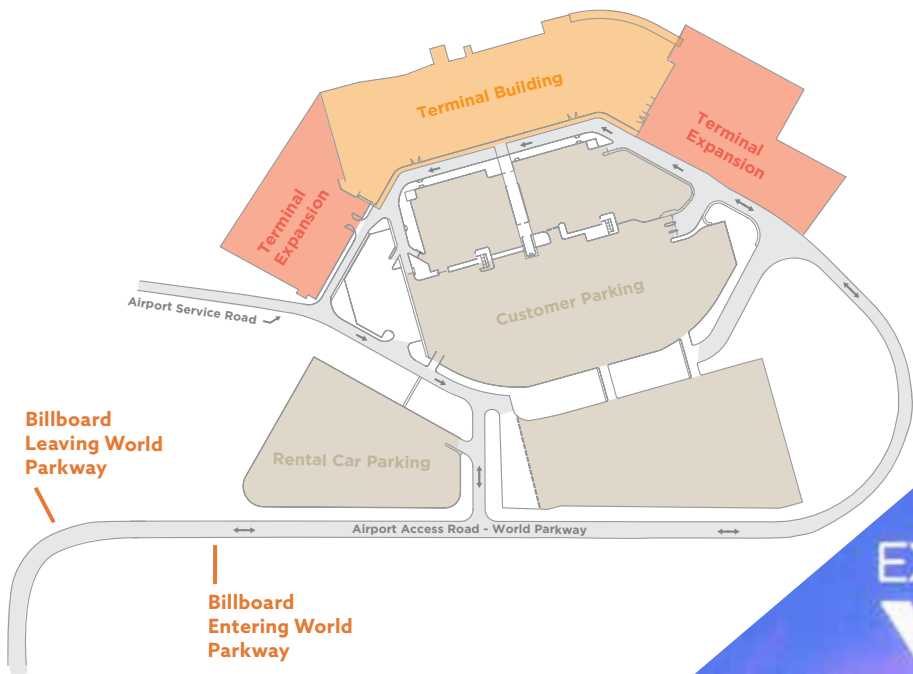
DIGITAL BILLBOARD ADVERTISING

Two digital billboards, with an unobstructed view, located on the only access road to the Terminal Building. In addition, the area along the access road is under development, thereby increasing visibility to the public.

Capture the attention of:

- Tourists with a proven high-spend
- Business travellers who are decision-makers for their companies
- 1.5 million annual passengers
- The local population who make up over 5 million "meeters and greeters" at the Airport each year
- 1,500 Airport employees

Billboard Size	19.9'w x 10.2'h
Artwork	8" w x 4" h (352 pixels x 176 pixels) 150 dpi, Static image (jpeg)
Pixel Pitch	16 mm
Maximum Brightness	12,000 nits
Colour Capability	144 quadrillion colours
Surface	Anti-glare
Contrast Enhancement	Non-reflective black louvers
Dimming	100 Levels (Automatic)



DIGITAL DISPLAYS

There are four 46" LCD digital screens located in the Departures Lounge, capturing audience attention as travellers wait for their flights.

- Image size/resolution: 96 dpi, 1360w x 768h.
- Static image (JPG)

Every spot will play approximately 960 times/day.

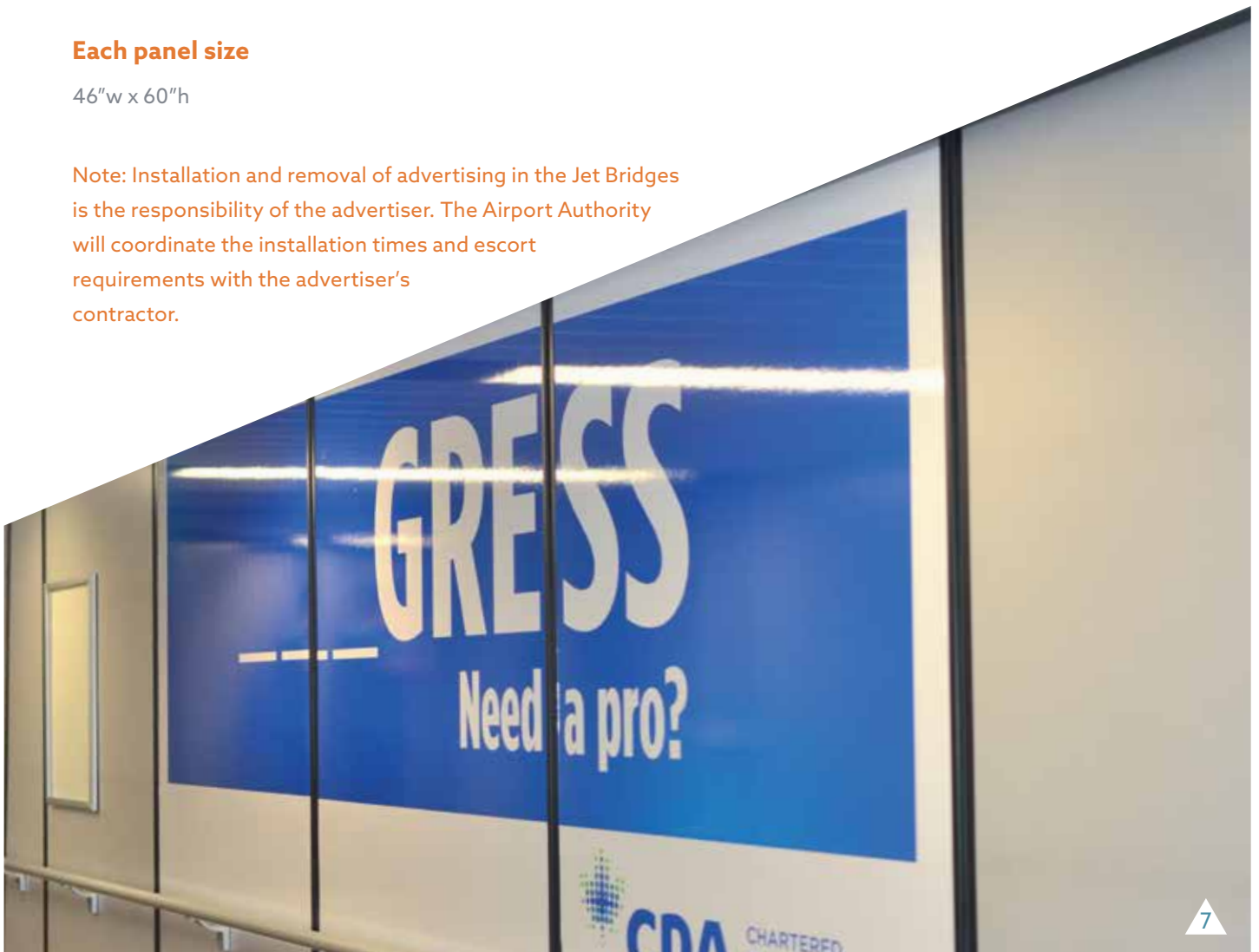
BRIDGES

There are five bridges located in the Departures Lounge with advertising opportunities to capture the audience of those arriving and departing from the Airport.

Each panel size

46"w x 60"h

Note: Installation and removal of advertising in the Jet Bridges is the responsibility of the advertiser. The Airport Authority will coordinate the installation times and escort requirements with the advertiser's contractor.





ADDITIONAL ADVERTISING OPPORTUNITIES

Every space is strategically located in high traffic locations such as the check-in area and the arrivals area (baggage claim).

- Luggage Carts
- Display Cases
- Wall Wraps

Specialty advertising is available.

Feature your product or service like never before. A select number of custom branding and display opportunities are now available.

FAQs

Are there discounts for purchasing multiple forms of media?

Yes. Please contact us to discuss the discounts available should you book more than one ad space.

Does artwork need to be approved?

Yes. We must ensure that all artwork compliments the Airport, therefore we must first approve all advertising.

Do we need to pay someone to install the artwork?

Installation is included in the price for backlit signs and digital displays. For most other mediums, such as bridge advertising, the advertiser must contract the signage company to install the artwork at the airport.

Do you have a preferred printer?

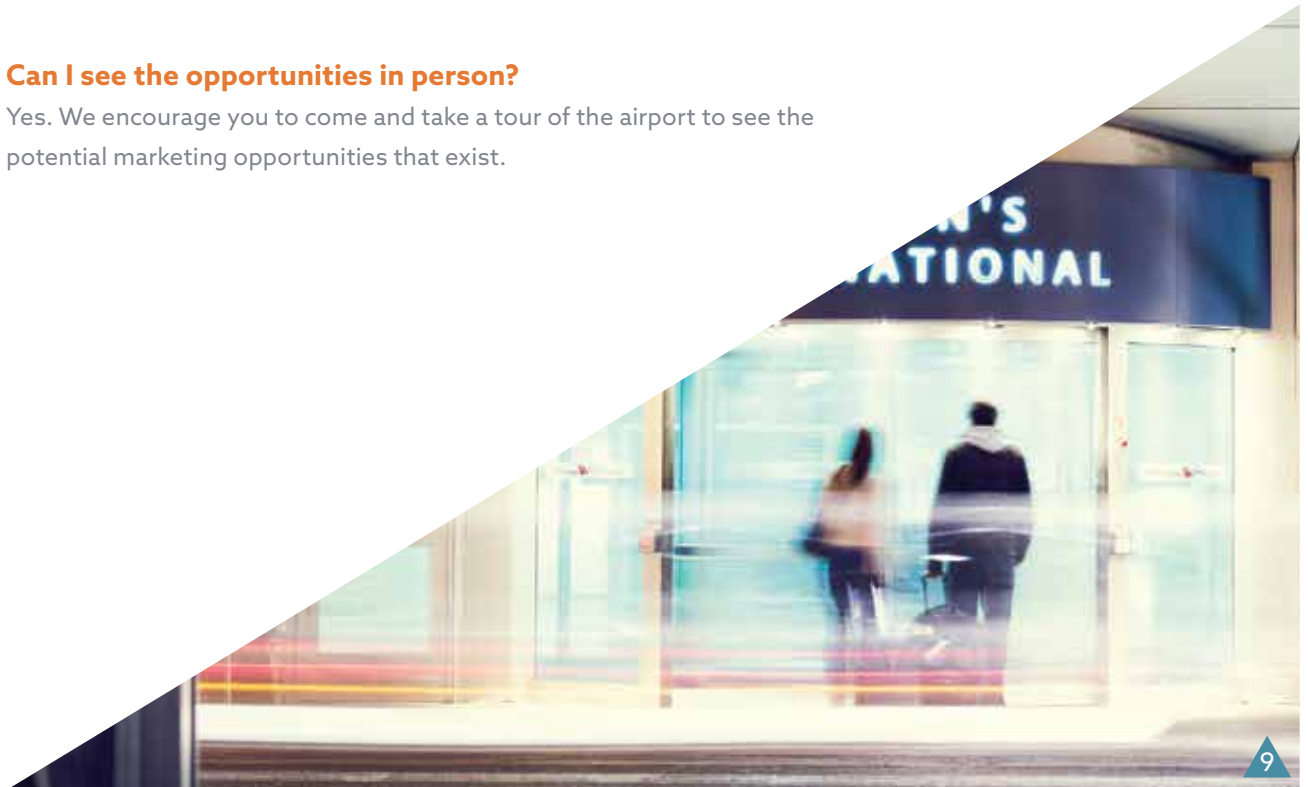
The advertiser can select any printer they prefer, or you can contact us and we will recommend one for you.

Does it matter which carousel, gate, or bridge I select?

Yes. Each bridge, gate, and carousel serve different flights which may be more or less desirable based on your target audience. We offer free consults to help you decide which spaces are optimal for your campaign.

Can I see the opportunities in person?

Yes. We encourage you to come and take a tour of the airport to see the potential marketing opportunities that exist.





ST. JOHN'S
International Airport Authority

stjohnsairport.com