

Charlottetown Airport  
Advertising Opportunities  
**2011**



## Is your target market:

High income PEI residents  
Higher income tourists  
Business professionals

If the answer to any of the above is “yes”, your customers are spending time at the Charlottetown Airport  
Airport advertising across Canada has had double-digit growth since 2003.

**The reason – it works and is cost effective.**



- Arriving passengers spend 25 minutes on average at the Charlottetown Airport
- Departing passengers spend 88 minutes on average at the Charlottetown Airport
- Market size – 550,000 people annually
- The airport provides an opportunity to reach both Island residents and visitors. Traffic breakdown annually is 52% residents and 48% visitors
- 2010 recorded the highest passenger traffic ever with a 4.3% increase over 2009

# Backlit Illuminated Signage

Translucent displays are illuminated from behind. They have color depth and demand attention. Your message is “on” 24/7.



BACKLITS	SIZE	ANNUAL RATES		
		1 YEAR	3 YEARS	5 YEARS
Arrivals/Departures Area	50" x 40"	\$3,600	\$3,150	\$2,700
Arrivals/Departures Area	30" x 40"	\$3,300	\$2,885	\$2,475
Arrivals/Departures Area	30" x 30"	\$3,120	\$2,730	\$2,340
Arrivals Area	Baggage Belt 47" x 27"	\$3,600	\$3,150	\$2,700
Brochure Distribution*	Accompany backlit signs	\$ 300	\$ 262	\$ 225
Reservation Board	19" x 20"	\$2,100	\$1,840	\$1,575
Reservation Board	19" x 10"	\$1,500	\$1,315	\$1,125

\* Limited opportunity- only available to backlit & digital advertisers.

# Premium Digital Advertising Program

Digital advertising is available on two 55" LCD screens in high impact areas of the airport. Dynamic advertisements are produced as 30 second spots and rotate over a ten-minute display loop on both televisions simultaneously.



LOCATION	RATE/YEAR	RATE/6 MONTHS	MONTHLY
Arrivals	\$3,600	\$2,300	\$395
Departures	\$3,600	\$2,300	\$395
Both Locations	\$5,040	\$3,220	\$550

**NEW!** ▶

**LIMITED AVAILABILITY**



# Wall and Window Wraps

**Wall wrap** A creative and dominate position in the arrivals areas above the entryway to the international arrivals area  
**\$1,500 quarterly**

A high traffic area adjacent to the washrooms in the arrivals area provides an opportunity to reach consumers passing by  
**\$3,000 quarterly**

**Window wrap** A transparent advertisement opportunity on a series of windows in the departure area. This advertising will dominate the room and leave a lasting impression on the consumer  
**\$3,750 quarterly**

**Tunnel wrap** A transparent exit or entry tunnel draped in your brand will create a powerful first or last impression for air travelers  
**\$3,000 quarterly**



# Snap Frames

Aluminum snap frames are an excellent, cost effective way to turn a “would be passersby” into potential customers for your business. These frames are strategically placed in the arrivals area and in the men’s and women’s washrooms. They provide an ideal way to reach a captive audience.

SNAP FRAMES	SIZE	RATE/MONTH	RATE/YEAR
Arrivals Area	24” x 36”	\$120	\$1,440
Washroom	18” x 24”	\$ 25	\$ 300

## Specialty Opportunities

There are a number of specialty opportunities for advertisers at the airport including:

- Free Standing Displays
- Airport-wide Promotions
- Product or Service Sampling
- Convention Welcome Advertising
- Outdoor Advertising

### Terms and Conditions:

Opportunities and prices are subject to change  
12.5% discount off of published price for 3-year contract  
25% discount off of published price for a 5-year contract  
Design and production of advertising is not included in pricing  
Backlit illuminated display advertisers have right to 1st refusal to premium digital advertising and quality for a 50% discount on rates





## KEY

- Wall & Window Wraps
- Hotel Board
- Snap Frame Signage
- Backlit Signage
- Digital Advertising

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