



ADVERTISING MEDIA KIT

Alice Springs and Tennant Creek Airports

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ALICE SPRINGS AIRPORT OVERVIEW

Our purpose is to provide safe, efficient and environmentally sound services that represent value for money for all our customers.

Contributing to the NT's economic growth and our community's wellbeing.

Alice Springs has long served as the tourist gateway to Central Australia, with the airport also serving the community, businesses and government. Having a sizeable general aviation sector servicing and supporting the surrounding region and remote communities, Alice Springs Airport is the major transport hub in Central Australia. Each year over 700,000 passengers pass through the airport.

Alice Springs Airport continues its involvement in our local communities by partnering with businesses and other industries, providing support and sponsorship to charities, events and the arts.

With the likes of In-Kind Advertising we give support and sponsorship to the Finke Desert Race, Red Centre NATs, Anzac Day events, Imparja Cup, Masters Games, Vinnies CEO Sleep-Out, Cancer Council, Biggest Morning Tea, Desert Song Festival, Henley On Todd Regatta, NT Customer Service Awards, Alice Springs Show, NT Tourism Awards, Chamber of Commerce Charity Golf Events and Music NT's Bush Band Bash.

Advertising opportunities are aimed to reach over 700,000 passengers and visitors a year.

Alice Springs Airport has worked hard on building advertising strategies and continues to search for new ideas that will provide stakeholders with the best opportunities and coverage to relay their message to existing and potential interstate, international and NT customers.

Digital and traditional advertising mediums are concentrated throughout the airport terminal in high dwelling, high traffic areas and lounges.

Creative and targeted opportunities enable advertising content to reach specific audiences. From dynamic footage of the Red Centre captured on the multi-screen media display, exciting events happening in town displayed in backlit boxes, to material displays of what you need and new age arts displayed throughout the terminal.

We are excited to present our new double sided billboards, which are situated along Stuart Highway between the Adelaide turn off and Colonel Rose Drive. This prime location provides an exposure of more than 1.4 million travellers and locals throughout Alice Springs a year.

ALICE SPRINGS AIRPORT MEDIA KIT

**Looking to promote your Business,
Attraction or a Community/Charity Event?**

**Alice Springs Airport can provide you
with the target audience you need and
the means to share your message.**

PRODUCTS

Multi-screen Display: Landside Arrivals Carousel and Domestic Departure Sterile area

- Paid advertising.
- Sponsored advertising by ASA.

Backlit Display Boxes: Landside and Domestic Departure lounge screened area

- Paid advertising.
- Sponsored advertising by ASA.

Billboard: External locations along intersection of Stuart Highway, Adelaide/ Alice bound

- Paid advertising.
- Discounted rates for sponsored advertising by ASA.

Passenger Baggage Trolley: Used within the Airport Terminal and car park areas

- Paid advertising.

Security Tray Mats: Used for passengers belongings to be screened prior to entering the departure lounge

- Paid advertising.
- Discounted rates for sponsored advertising by ASA.

Material Displays: Situated throughout the terminal landside and sterile area

- Paid advertising.
- Sponsored advertising by ASA.
- Discounted rates for sponsored advertising by ASA.

Pull-Up and Barrier Banners: Able to be situated throughout the airport terminal

- Paid advertising.
- Sponsored advertising by ASA.
- Discounted rates for sponsored advertising by ASA.

Window Decal: Situated throughout the terminal, landside and sterile area

- Paid advertising.
- Discounted rates for sponsored advertising by ASA.

Corridor Wall Display: Situated landside in the corridor between screening point and Qantas check-in counters

- Paid advertising.
- Discounted rates for sponsored advertising by ASA.

Bulkhead Display Coming Soon: Located in the centre of the sterile departure area

- Paid advertising.
- Discounted rates for sponsored advertising by ASA.

Up and Coming Advertising: Flight Information Display Screens will be situated throughout the terminal, landside – check-in area, hire car area, kerbside and arrival baggage carousel area, and through the sterile departure area – two domestic departure lounges and café area.

AUDIENCE

All advertising is set to target arriving and departing passengers, non-travelling visitors and all staff within the airport terminal and surrounding airport property.

The target audience is in excess of 700,000 passengers/visitors per year.

The billboards along the Stuart Highway, are in a prime location as they are targeted for all traffic moving between Adelaide, Alice Springs Airport and Alice Springs, this also includes a large number of local traffic working in the southern outskirt areas of Alice Springs.

It has been estimated that traffic through this area is in excess of 1.4 million locals/visitors per year.

LENGTH OF CONTRACTS & PUBLICITY SCHEDULE

Alice Springs Airport realise that not everything fits neatly into an ideal time frame.

This is why we are flexible with the length of our advertising contract.

We provide standard lengths of contracts at 3 months, 6 months 9 months and 12 months. Other options available are multiple days, weeks or extended standard contracts.

RATES

All advertising products have a standard chargeable rate which is provided separately to this kit, please contact the Commercial Assistant for details.

Negotiated rates will apply for multiple products and with multiple variety of products over a standard length of a contract.

Sponsored advertising, prior arrangement and agreement with ASA must occur at least one month prior to publication. This will be subject to availability of product and requirements.

Agents commission is not paid by Alice Springs Airport, any agency payments will need to be arranged separately with the advertiser.

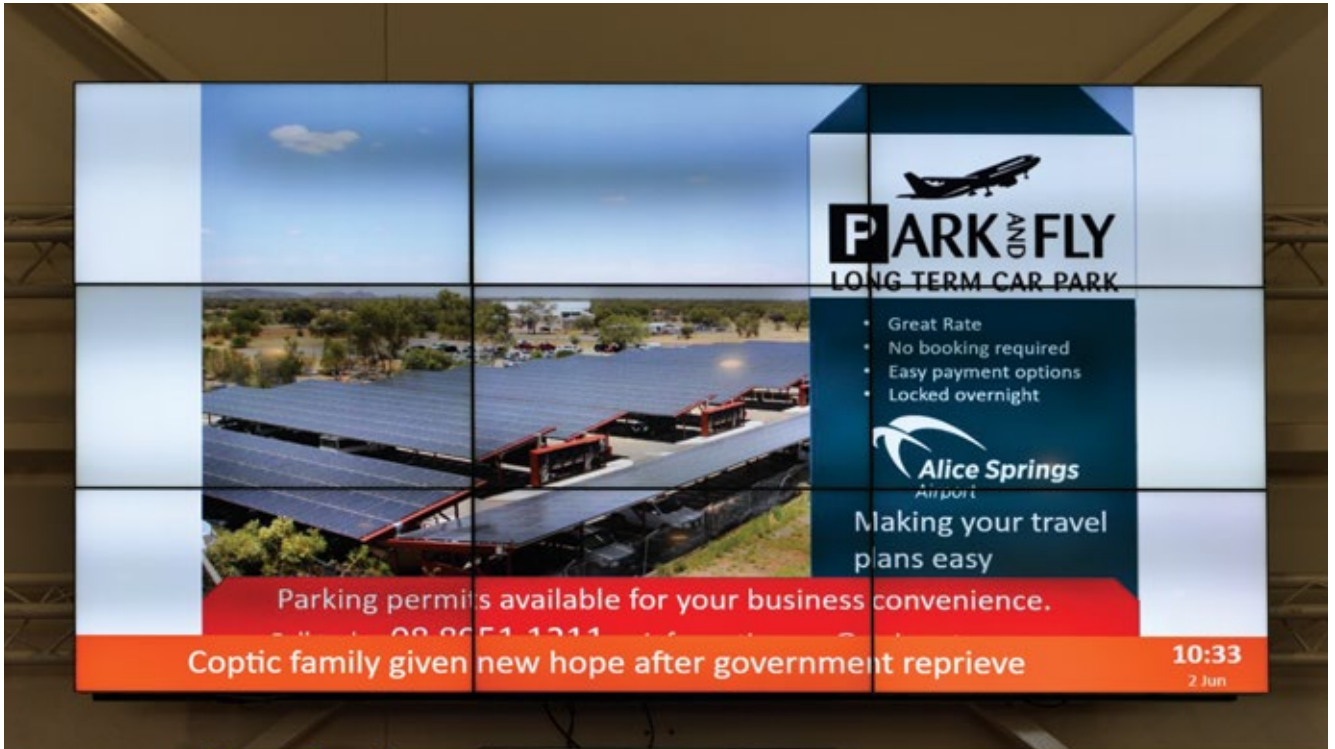
SPECIFICATION OF PRODUCTION & INSTALLATION

Alice Springs Airport is not responsible for any production or installation costs for any of its products.

All production must be submitted to ASA prior to installation for management approval.

The multi-screen display is installed in house and no charges are incurred by the client for this service. Production must be sent to ASA ready for installation.

MULTI-SCREEN DISPLAY



With the capacity for digital stills or animated shorts, the screens provide a creative solution for promoting your message to local, interstate and international audiences.

THE VIDEO WALL – LANDSIDE

Set in the centre of the Eastern Arrivals Baggage Carousel area.

- Extending 3071mm x 1736mm.
- Comprising of 9 full HD LED technology screens for brilliant images.
- AMVA for wide-view super-high contrast, vivid images.
- Advanced Colour Calibration.
- Bezel-less design – creating the incredible and memorable visual experience.
- Designed for 24/7 operation – lost advertising time will never be an issue.
- Programmed for IR Loop-through – there will be no stop – start operation.

MULTI-SCREEN DISPLAY



SPECIFICATIONS

The ultimate formats for best resolution:

- **Movies & Ads:** 1920 wide x 980 high, full HD, WMV format.
- **Short Movies or Animations:** 1920 wide x 980 high, full HD, Flash files (SWF).
- **Pictures:** 1920 wide x 980 high, full HD, RGB, 72dpi, JPEG format

The above specifications will allow for the 100mm news feed which runs continuously across the bottom of the display screen.

VIDEO WALL STERILE AREA DEPARTURE LOUNGE

Set on the main exterior wall of the café, this screen is in prime view of all passengers and visitors within the sterile area. Aimed for interstate travel destinations advertisement.



- Comprising of 4 x 46" full HD LED technology screens for brilliant images.
- AMVA for wide-view super-high contrast, vivid images.
- Advanced Colour Calibration.
- Bezel-less design – creating the incredible and memorable visual experience.
- Designed for 24/7 operation – lost advertising time will never be an issue.
- Programmed for IR Loop-through – there will be no stop – start operation.

SPECIFICATIONS

The ultimate formats for best resolution:

- **Movies & Ads:** 1920 wide x 980 high, full HD, WMV format.
- **Short Movies or Animations:** 1920 wide x 980 high, full HD, Flash files [SWF].
- **Pictures:** 1920 wide x 980 high, full HD, RGB, 72dpi, JPEG format

BACKLIT DISPLAY



With the option of Portrait or Landscape displays, the backlit boxes are built to provide the perfect illuminated, full colour image, in low light, bright light and night conditions. Your message will be seen by all passer-by's.

BACKLIT BANNER LANDSCAPE DISPLAY

Situated in the concourse exit from the sterile area this box is in a prime location. Every passenger arriving in Alice Springs will view this amazing display.

SPECIFICATIONS

The ultimate formats for best resolution:

- 3070mm wide x 1270mm height with a keder edge.
- Strong 510 gsm backlit construction.
- Clean white backlit film offering a clearer and more visible image under illumination.
- Compatible with most solvent inkjet printers.
- Rapid ink drying after printing.
- Excellent outdoor durability.
- Resistance to UV, rain, fungi, and frost.
- Film 510gsm (15oz) satin, translucent white PVC Banner, Scrim Construction: 1000m x 1000 denier, 12 x 12 per square inch, Outdoor life: up to 3 years printed.
- Avery MPI 4410 Backlit is ideal for illuminated application where a full colour image is to be illuminated under day and/or night conditions.

BACKLIT BOX PORTRAIT DISPLAY

Situated throughout the main thoroughfare of the Alice Springs Airport Terminal.

From the concourse exit from the sterile area, within the hire car area, the eastside baggage carousel area and the western baggage carousel area.

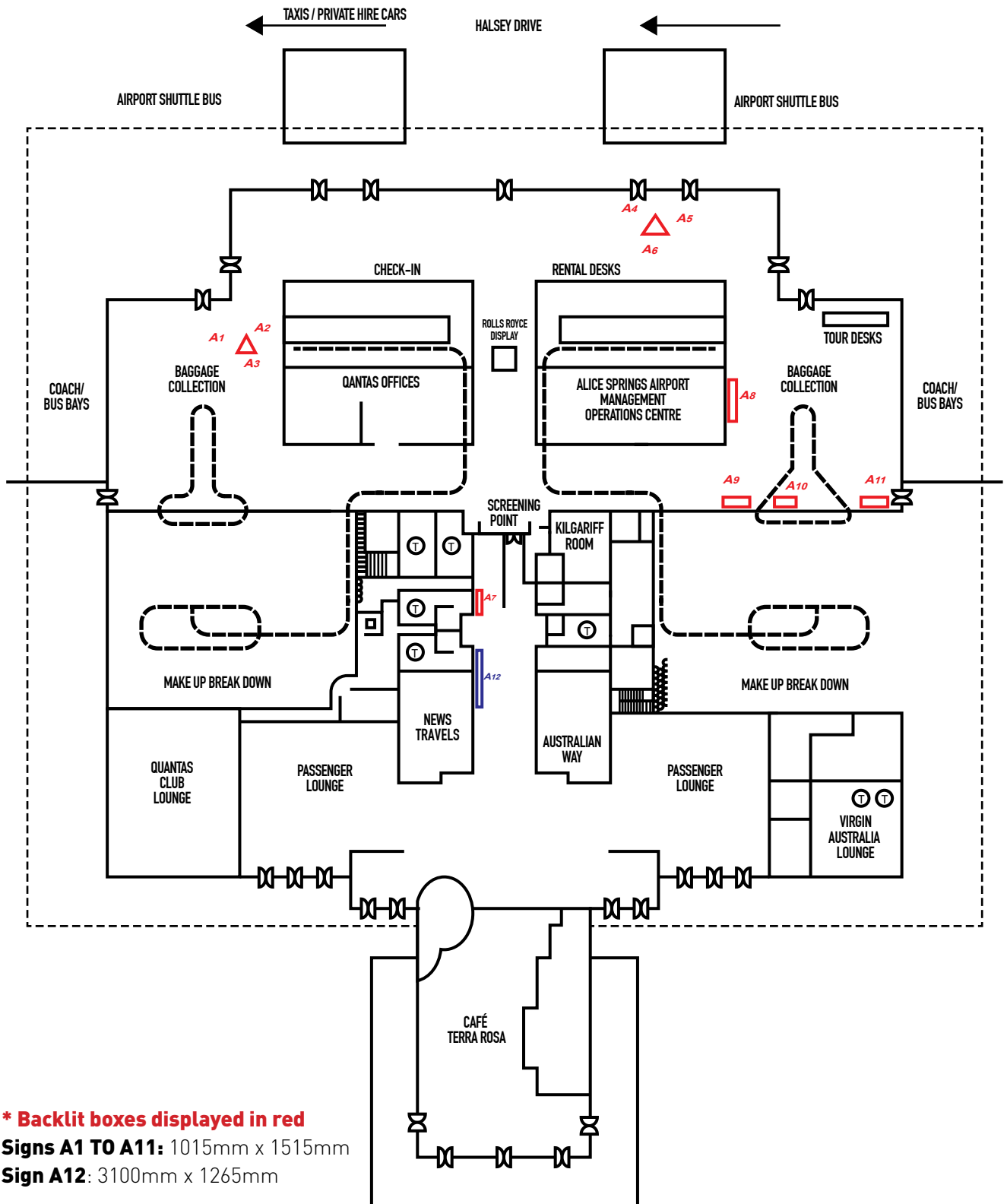
SPECIFICATIONS

Avery Light Box Poster Printing
Advertising Backlit Film Printing

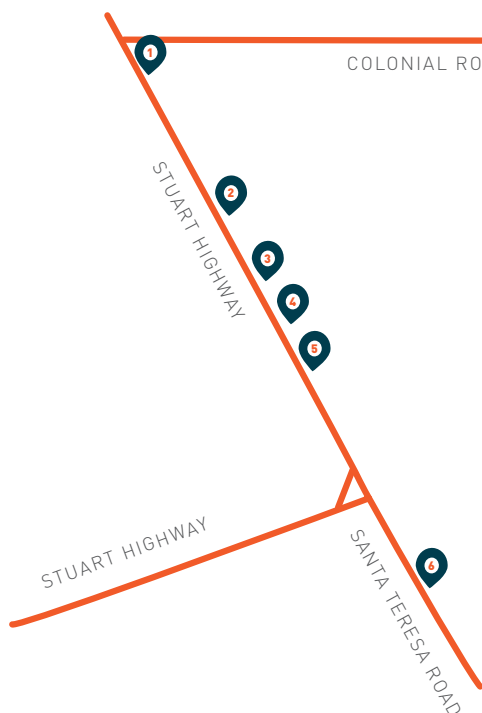
- 1001mm wide x 1051mm height straight edge cut.
- Material – backlit PET film.
- 100 – 200 mic.
- Custom Colour (CMYK).
- Indoor/outdoor light box.
- Features UV-proof, water-proof, no fade.
- Surface: Matte, waterproof.
- Various image, vivid colour, high resolution, good lightfast and anti-aging properties.
- With durability of precision up to 720*1440dpi.
- Life span in excess of 2 years.



BACKLIT DISPLAY LOCATIONS



HIGHWAY BILLBOARDS



This is an opportunity you do not want to miss. Alice Springs Airport have the means to increase your audience capacity for advertising to exceed 1.4 million people a year.

With a design to provide maximum exposure, 6 billboards have been constructed along the Stuart Highway at the Adelaide turnoff, built double sided, each side angled towards the highway, your message will be viewed at the best angle available.

Designed and built with outstanding workmanship, by local companies, our billboard structure will withstand the Central Australian harsh weather.

SPECIFICATIONS

With sign dimensions of 6 metres wide x 3 metres high, with a view distance of approximately 1.5km your sign will not be missed.

With hard board and sail rails installed, our billboards are ready for production installation.

Canvas with Keder Edge

- 6000mm wide x 3000mm height.
- Canvas print with keder edge.
- Exterior grade inks.
- Sign writer will be required for installation.
- Note – Cannot be printed locally.

Vinyl Only

- 6000mm wide x 3000mm height.
- Supplied in 5 drops.
- Self-adhesive vinyl.
- Exterior grade ink.
- Cold gloss laminate.
- Trim to edge.
- Sign writer will be required for installation.
- Note – May be printed locally.

Vinyl Mounted To Dibond

- 6000mm wide x 3000mm height.
- Supplied in 5 drops.
- Self-adhesive vinyl.
- Exterior grade ink.
- Cold gloss laminate.
- Trim to edge.
- Mounted to dibond panels.
- Router cut to shape.
- Sign writer will be required for installation.
- Note – May be printed locally .

Direct Print Dibond

- 6000mm wide x 3000mm height.
- Supplied in 5 drops.
- Print direct to dibond.
- Exterior grade ink.
- Cold gloss laminate.
- Router cut to shape.
- Sign writer will be required for installation.
- Note – May be printed locally .

PASSENGER BAGGAGE TROLLEYS & SECURITY TRAYS



This is the perfect advertising opportunity for your company or event.

Whether you are looking for long term publicity or an up and coming weekend event for the community. Our passenger baggage trolleys or passenger screening trays will present your message to every arriving and departing passenger or visitor at Alice Springs Airport.

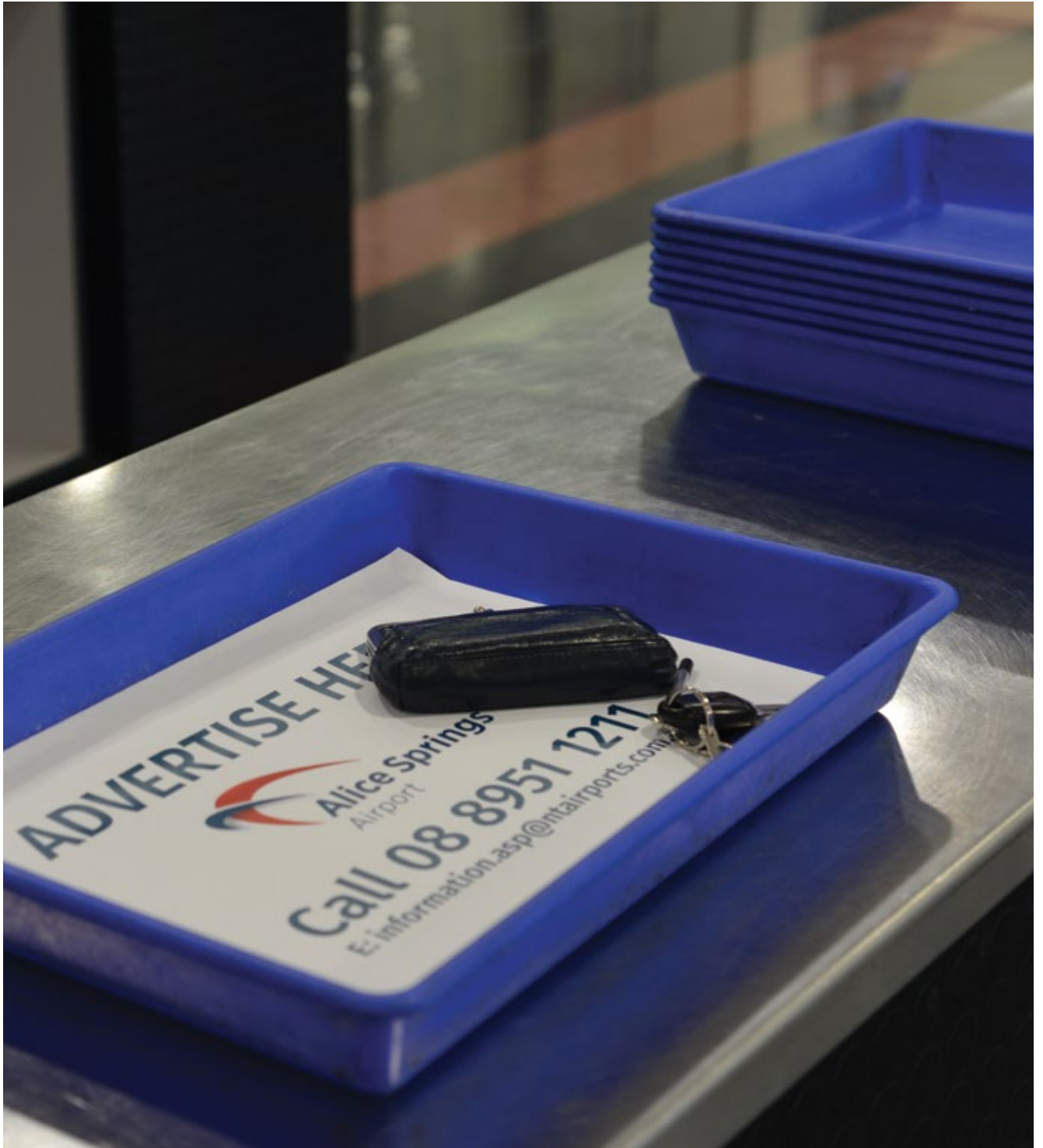
SPECIFICATIONS

Passenger Baggage Trolleys

- 100 trolleys in continual use each day.
- Production of advertising design available to be produced by local companies.
- Trolley maintenance carried out by ASA.
- Templates for production available on request.
- High gloss finish recommended.

Passenger Screening Trays

- 150 trays in continual use each day.
- 385mm wide x 260mm length.
- Choice of adhesive sticker or paper/plastic sheets.
- Production available locally.
- Choice of matte or gloss finish.



LIFE MATERIAL DISPLAYS

Have a vision to promote your event or business? We will find the right location to ensure you receive a large audience and provide the space which will allow them to stop and have that up close and personal experience.

SPECIFICATIONS

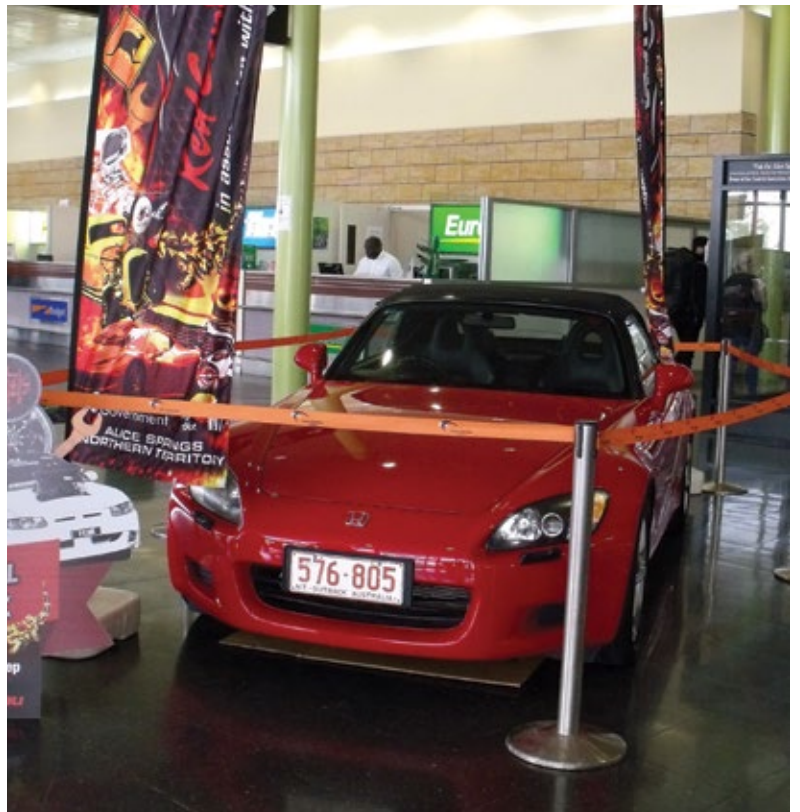
Details of display to be submitted to commercial team at ASA.

Don't be scared to think outside the box. All ideas are welcome.

- Size of display – height and width.
- Target audience request.
- Item to be displayed – details required.



You have an idea, we will work with you to bring it together.



PULL UP BANNERS & BARRIER BANNERS



Whether you are welcoming visitors to the Alice for a day, or you are promoting a community event for a month or two or even just a week. We can position your message to be seen by the targeted audience.



SPECIFICATIONS

Art work must be submitted to management for approval prior to commencement date.

Pull Up Banners

Banners can be produced in a variety of sizes and placed throughout the Airport. All production specifications can be obtained from your chosen production team.

Barrier Banners

This is a great way to welcome a conference group or a special someone to Alice Springs. Situated at the arrivals gates 5 and 6.

- 900mm height x length various (short 2300mm, maximum 6100mm).
- Canvas, plastic, linen or vinyl.

WINDOW DECAL



With this amazing advertising layout, you will catch the eye of all who pass by. The roof is the limit.

SPECIFICATIONS

Window measurements vary depending on position of advertising. Correct measurements can be obtained from management on request.

- All door decal must provide acceptable view for safe pedestrian movement.
- Minimum of 3 month contract.

CORRIDOR WALL DISPLAY



This wall is the centre piece for the walkway corridor between the western check-in counters and the screening point. Down lights, have been placed in perfect position, to draw direct attention to the detail of the display.

SPECIFICATIONS

- 11,200mm wide x up to 21,700mm height.
- Wall is a fabric material.
- Velcro attachments and adhesive.
- Sign writers installation may be required.
- Able to be produced by local companies.
- Allowance for power points in 5 locations on bottom wall.



CONTACT DETAILS

For all advertising enquiries
and charges contact

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