

# ATTRACTIVE MEDIA OPTIONS AVAILABLE ACROSS VARIOUS AIRPORTS



**Airport Media Kit - India**

# WE ARE UNIQUE FOR MANY REASONS



We're the only media company holding the required certifications to place graphic display advertisements in the most desirable locations inside commercial aircraft.



We have developed a unique program with Airlines to make onboard advertising more appealing.



We're connected around the world.



We can provide an advertiser with MILLIONS of impressions and a huge exposure time with just one airline.



Our teams know airlines and how they work.



We are the global leader in airline innovations and campaigns



We're a one-stop-shop if an advertiser needs resources—from creative design to launch.



We can create "Branding Experiences" that range from pre-flight to exterior aircraft wraps, to fully branded interior and digital advertising during the flight straight on the passenger's own device.

## List Of Airports We Work With

**HYDERABAD** : Aerobridges, Planters, Q Managers, Security Trays & Luggage trolleys.

**PUNE** : Backlit Signages / Hoarding, Digital Signages, Network Screens

**CHENNAI** : Security Trays, Q Managers, Planters, Digital Signages

**GOA** : Security Trays, Ambient Lit Signage

**KOLKATA** : Security Trays

Promotional Spaces / Experience / Product Display at various airports including Chennai, Kolkata, Pune, Ahmedabad & other AAI Airports.

**COIMBATORE** : Backlit Medians / Signages

**TIRUPATI** : Non-lit Medians / Hoarding

**TRICHY** : Backlit Signages

**AURANGABAD** : Non-lit Medians / Signages

**VIZAG** : Front Lit Hoarding, Ambient Lit Head On Hoarding

**VIJAYAWADA** : Backlit Signages

# Annual Passenger Traffic

<b>Location</b>	<b>Domestic Traffic</b>	<b>International Traffic</b>	<b>TOTAL</b>
HYDERABAD	9,135,060	3,314,844	12,449,904
PUNE	5,135,100	274,356	5,409,456
CHENNAI	10,960,584	5,448,420	16,409,004
GOA	3,620,040	306,420	3,926,460
KOLKATA	10,816,344	2,235,156	13,051,500
COIMBATORE	1,702,284	148,440	1,850,724
TIRUPATI	314,280	0	314,280
TRICHY	181,440	1,207,584	1,389,024
AURANGABAD	284,316	0	284,316
VIZAG	1,571,424	144,624	1,716,048
VIJAYAWDA	359,340	0	359,340

# Hyderabad Airport : Aerobridges Branding

- To ensure 100% Visibility of all Arriving and Departing passengers by offering multiple, cost effective branding options across all aerobridges and bus gates.
- Multiple branding/wrapping packages to choose from, different branding elements like
  - Exterior Arm Wrapping
  - Interior Glass Wrapping
  - Roof suspended head-on sites
  - Wall cladding inside the Aero Bridge
  - Wall wraps
  - Roof Suspended Danglers
- Advertise on strategic locations targeting 100% Departing & Arriving passengers, giving your brand the best eyeballs thus making it a cost effective and viable option.

# Multiple Branding Options Available

Both the packages listed below will be displayed on all 6 domestic and 3 international aerobridges ensuring 100% passenger visibility :

## Interior Branding Package ( for 3 clients)

- 1) 2 Aerobridge panels interior branding.
- 2) Double sided roof suspended head on site.
- 3) Head on Walls or Wall Mount Unit (Backlit) on the way to bus gates.
- 4) Large format Side Panels at Bus gate Arrival corridor.

## Exterior Wrapping Package ( for 1 client)

- 1) External Wrapping of Moving Arms.
- 2) Head on Wall Wraps on Interior Rotunda.
- 3) Inside Ceiling Danglers in the Moving Arms.
- 4) Exterior Wrapping of the Rotunda.

Note: Head on Walls & Arrival corridor static panels are for 3 clients only.

The location choice will be on first come first serve basis.



## Interior Branding Package

The interior branding package is available on all 9 aerobridges and comprises of:

- 1) Aerobridge panels interior branding.
- 2) Double sided roof suspended head on site.
- 3) Head on Walls or Wall Mount Unit (Backlit) on the way to bus gates.
- 4) Large format Side Panels at Bus gate Arrival corridor.

Head On wall Wrap at Bus Gate



Panels At Arrival Bus Gate



# Interior Branding Package



## Exterior Wrapping Package

The exterior branding package is available on all 9 aerobridges and comprises of:

- 1) Aerobridge moving arms exterior wraps
- 2) Exterior Rotunda Wraps
- 3) Internal Rotunda Branding

External Wrapping of Moving Arm



External Wrapping of The Rotunda



Head On Wall Wraps in Internal Rotunda



Interior Ceiling Danglers



# Exterior Wrapping Package

# Commercials : Aerobridges

Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
	(per cycle /month)		
Interior Branding Package	9 Aerobridges	Rs 18.0 lacs per client (max 3 clients different industry)	As per actuals
Exterior Wrapping Package	9 Aerobridges	Rs 20.0 lacs per month (single client)	As per actuals

## Terms & Conditions:

- Taxes extra as applicable
- Lead Time: 1-2 weeks from the date of final approval of the creative.
- Minimum period of display 1 month

## Hyderabad Airport : Planter Branding

An excellent medium to showcase your brand through 52 strategically placed planters of different sizes at various locations across Hyderabad Airport.

Present all across the Airport covering all departures and arrivals, domestic & international providing 100% visibility.

Can be seen at multiple touch points such as Check-in Hall, Security Check, Aerobridges, Bus Gates, Arrival Hall at both International and Domestic Terminals.



## Hyderabad Airport : Planter Branding

Also visible to visitors via presence in the airport village. Strategic high traffic locations ensure maximum visibility and recall. A combination of medium and large media in different shapes provides multiple branding options



# Commercials : Planter Branding

Media	Total Quantity	Rate ( Rs. Per Month)
Planter Branding	52	6.0 lacs

## Terms & Conditions:

- Taxes extra as applicable
- Lead Time: 1-2 weeks from the date of final approval of the creative.
- Minimum period of display 1 month



## Hyderabad Airport : Queue Managers

Queue Managers are used to manage the long queues at the check in counters, the Security Hold Area and also at the boarding gates.

Repeated visibility insures 100% recall.

The poles can be wrapped while the straps branded.

## Commercials : Queue Managers

Media	Rate (Rs. Per Month)
Queue - Managers	6.0 lacs

### Terms & Conditions:

- Taxes extra as applicable
- Lead Time: 1-2 weeks from the date of final approval of the creative.
- Minimum period of display 1 month





## Hyderabad Airport : Luggage Trolleys

Airport baggage trolleys is a mobile advertising medium which has presence at all the terminals of the Airport. Unlike other media, the Baggage Trolleys are visible inside and outside the departure and arrival terminals. Visible also in the parking lot of the airport. Used by 90% of the passengers. Economical & multipoint advertising medium. Your brand is visible from 3 advertising display sides.

# Shopping Trolleys At SHA - Hyderabad Airport

High visibility, specially in cluster. Used extensively by passengers in the security hold area (SHA) for shopping and carrying small bags. High utility value.



# Commercials : Trolleys

<b>Trolleys</b>	<b>Location at Hyd Airport</b>	<b>Total Quantity</b>	<b>Rate per Trolley/ Per Month (Rs.)</b>
Luggage Trolleys	Departures & Arrivals (Domestic/International)	2500	1,200/-
Shopping Trolleys	Domestic/International SHA	250	700/-

- Taxes extra as applicable
- Minimum booking order of 100 trolleys
- Printing & Mounting charges Extra @ Rs200/- per trolley.
- Baggage trolleys are available in both domestic & international sections at arrivals & departures.
- Shopping trolleys are available in the Security Hold Area in both domestic & international sections.

## Hyderabad Airport: Security Tray Wrap

Security Trays are found at the security check right after the check-in counters in both the domestic and international departure terminals. Every passenger has to go through the check in order to board their flights.

These trays are kept at the security check counters for passengers to keep their belongings like mobile phones, wallet, laptop, etc. so they can be screened.

These trays can be branded with your logo & message from inside as well as outside.

The color of the trays can also be changed to your brand colours. Passengers spend a minimum of 5 - 7mins in the queue trying to clear security and get to the other side.

Every passenger comes in contact with these trays twice hence doubling the chances of the brand being noticed.



## Advantages....

100% visibility covering both domestic and international departures.

Every passenger comes in contact with these trays twice hence doubling the chances of the brand being noticed.

Multiple media avenues with options of multiple creatives.

Customisation options available.

Tower like stacks ensure long distance visibility.

Relatively uncluttered environment enhances visibility and recall.

# Commercials : Security Tray Wrap

Available at Airport	No of trays (Approx)	Rate (Rs. per month)
	Including Domestic & International	
Hyderabad	200 large/ 200 small	450,000
Bangalore	1000 large	900,000

Taxes extra as applicable

Production Extra and charged at actuals. Rs. 200/- per large tray and Rs. 50/- per small tray

Prints to be changed once monthly

The above quantities also include spare trays. Certain airports also have hand tokens which can be branded.

## Chennai Airport : Planter Branding



Rendered image

## Chennai Airport : Planter Branding

An excellent medium to showcase your brand through 53 strategically placed planters of different sizes at various locations across Chennai Airport.

Present all across the Airport covering all departures and arrivals, domestic & international providing 100% visibility.

Can be seen at multiple touch points such as Check-in Hall, Security Check, Aerobridges, Bus Gates, Arrival Hall at both International and Domestic Terminals.





Also visible to visitors via presence in the airport village.

Strategic high traffic locations ensure maximum visibility and recall.

A combination of medium and large media in different shapes provides multiple branding options



# Commercials : Planter Branding

Media	Total Quantity	Rate ( Rs. Per Month)
Planter Branding	53	6.0 lacs

## Terms & Conditions:

- Taxes extra as applicable
- Lead Time: 1-2 weeks from the date of final approval of the creative.
- Minimum period of display 1 month



## Chennai Airport : Queue Managers

Queue Managers are used to manage the long queues at the check in counters, the Security Hold Area and also at the boarding gates.

Repeated visibility insures 100% recall.

The poles can be wrapped while the straps branded.

## Commercials : Queue Managers

Media	Rate (Rs. Per Month)
Queue - Managers	6.0 lacs

### Terms & Conditions:

- Taxes extra as applicable.
- Lead Time: 1-2 weeks from the date of final approval of the creative.
- Minimum period of display 1 month

## Chennai Airport : Security Tray Wrap

Security Trays are found at the security check right after the check-in counters in both the domestic and international departure terminals. Every passenger has to go through the check in order to board their flights.

These trays are kept at the security check counters for passengers to keep their belongings like mobile phones, wallet, laptop, etc. so they can be screened.

These trays can be branded with your logo & message from inside as well as outside.

The color of the trays can also be changed to your brand colours. Passengers spend a minimum of 5 - 7mins in the queue trying to clear security and get to the other side.

Every passenger comes in contact with these trays twice hence doubling the chances of the brand being noticed.



# Commercials : Security Tray Wrap

Available at Airport	No of trays (Approx)	Rate (Rs. per month)
	Including Domestic & International	
Chennai	300 large/ 200 small	8.0 lac

Taxes extra as applicable

Production Extra and charged at actuals. Rs. 200/- per large tray and Rs. 50/- per small tray

Prints to be changed once monthly

The above quantities also include spare trays. Certain airports also have hand tokens which can be branded.

## Goa Airport : Security Tray Wrap

Security Trays are found at the security check right after the check-in counters in both the domestic and international departure terminals. Every passenger has to go through the check in order to board their flights.

These trays are kept at the security check counters for passengers to keep their belongings like mobile phones, wallet, laptop, etc. so they can be screened.

These trays can be branded with your logo & message from inside as well as outside.

The color of the trays can also be changed to your brand colours. Passengers spend a minimum of 5 - 7mins in the queue trying to clear security and get to the other side.

Every passenger comes in contact with these trays twice hence doubling the chances of the brand being noticed.



# Commercials : Security Tray Wrap

Available at Airport	No of trays (Approx)	Rate (Rs. per month)
	Including Domestic & International	
Goa	200 large/ 300 small	375,000

Taxes extra as applicable

Production Extra and charged at actuals. Rs. 200/- per large tray and Rs. 50/- per small tray

Prints to be changed once monthly

The above quantities also include spare trays. Certain airports also have hand tokens which can be branded.



## Kolkata Airport : Security Tray Wrap

Security Trays are found at the security check right after the check-in counters in both the domestic and international departure terminals. Every passenger has to go through the check in order to board their flights.

These trays are kept at the security check counters for passengers to keep their belongings like mobile phones, wallet, laptop, etc. so they can be screened.

These trays can be branded with your logo & message from inside as well as outside.

The color of the trays can also be changed to your brand colours. Passengers spend a minimum of 5 - 7mins in the queue trying to clear security and get to the other side.

Every passenger comes in contact with these trays twice hence doubling the chances of the brand being noticed.



# Commercials : Security Tray Wrap

Available at Airport	No of trays (Approx)	Rate (Rs. per month)
	Including Domestic & International	
Kolkata	150 large/ 150 small	5 lac

Taxes extra as applicable

Production Extra and charged at actuals. Rs. 200/- per large tray and Rs. 50/- per small tray

Prints to be changed once monthly

The above quantities also include spare trays. Certain airports also have hand tokens which can be branded.



## Coimbatore Airport : Backlit Single Sided And Double Sided Medians

**Backlit Double Sided and Single sided Medians** placed on both sides of the common entry / exit road and also in front of the Terminal Building targeting all arriving & departing passengers at **Coimbatore Airport**.



# Commercials : Backlit Single Sided And Double Sided

Advertising Type	Qty	Rate (Rs.)	Production (Rs.)	Availability
(Per Cycle / Month)				
Backlit Medians At Entry & Exit (Coimbatore)	55 Single Sided 20 Double Sided	6,000 Per Median	Production And Taxes Extra	Subject To Availability

Taxes extra as applicable

Minimum Booking Period : 3 Months

Taxes as applicable.

**Lead Time:** 7 days from the date of confirmation.



## Tirupati Airport : Non-Lit Medians

**Non-Lit Medians** placed on both sides of the common entry / exit road and also in front of the Terminal Building creating a zone for your brand.

Targeting all arriving & departing passengers at **Tirupati Airport.**



# Commercials : Non-Lit Medians



Advertising Type	Qty	Rate (Rs.)	Production (Rs.)	Availability
(Per Cycle / Month)				
Non Lit Medians Terminal Building & Exit Road	20	Rs. 3,500 per Median	As per Actual	Available
Non Lit Medians Entry / Exit Road	30	Rs. 3,500 per Median	As per Actual	Not Available

Minimum Booking Period : 3 Months

Taxes as applicable.

**Lead Time:** 7 days from the date of confirmation.



## Aurangabad Airport : Non-lit Medians

**Non-Lit Medians** placed on both sides of the entry / exit road creating a zone for your brand. Targeting all arriving & departing passengers.

W 2' x H 3'

## Commercials: Nonlit Medians

Advertising Type	Qty	Rate (Rs.)	Production (Rs.)	Availability
	(per cycle /month)			
Non-lit Medians Sizes: W 2' x H 3'	17	7000/- Per Median	Extra	Available

Taxes as applicable. Vat 5% extra.

**Lead Time:** 7 days from the date of confirmation.



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INDIA - SRI LANKA - SINGAPORE - PHILIPPINES - TAIWAN - HONG KONG

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