

# ADVERTISING AT VIENNA AIRPORT REOPENING TERMINAL 2



# Advertising Options In Terminal 2



## Opening

- Start Summer Flight Schedule (End of March 2022)

## Target Group

- All departing passengers to Schengen and Non-Schengen destinations („C“ and „D“ gates)
- Forecast passenger volume approx. 9 million

## Media mix

- Light boxes
- Digital Advertising (XL screens und LED wall)

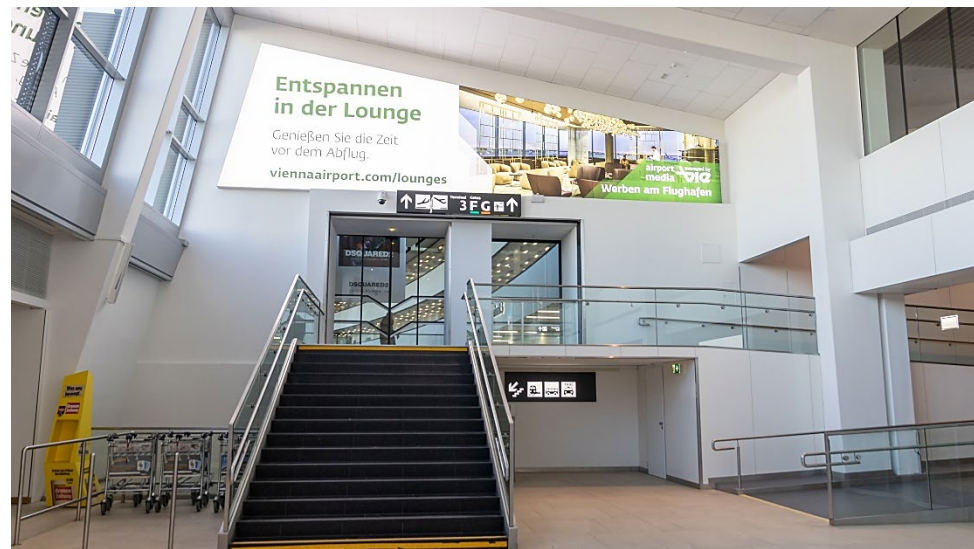
## Positioning

- High impact large format advertising sites at hot spots of Terminal 2

# Large Format Adv Site At The Front Face Of Terminal 2



- XL light box at the front face  
Terminal 2 / connecting Terminal 3
- Size approx. 11 m x 3.3 m (concave)  
about 26 m<sup>2</sup> advertising
- Media rate / year € 30,000



# Large Format Adv Site At The Front Face Of Terminal 2



- XL light box at the front face Terminal 2 / connecting Terminal 1
- Size approx. 11.5 m x 5 m (concave) about 45 m<sup>2</sup> advertising
- Media rate / year € 45,000



# Large Format Adv Site In The Center Of Terminal 2 In Front Of Central Security Control



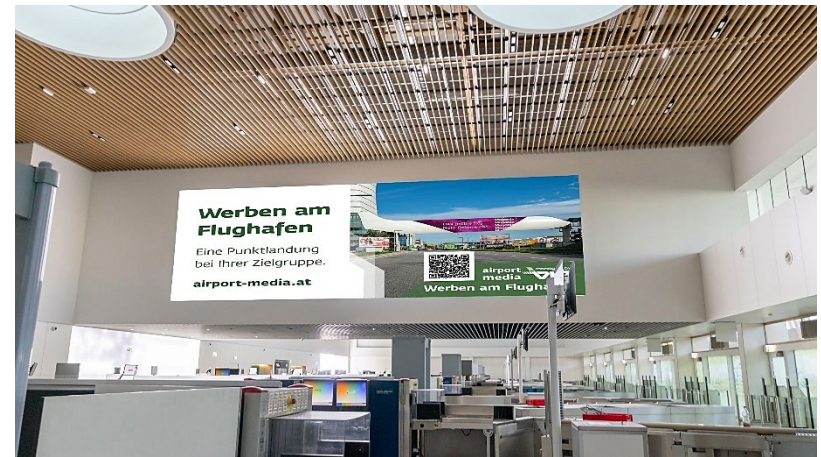
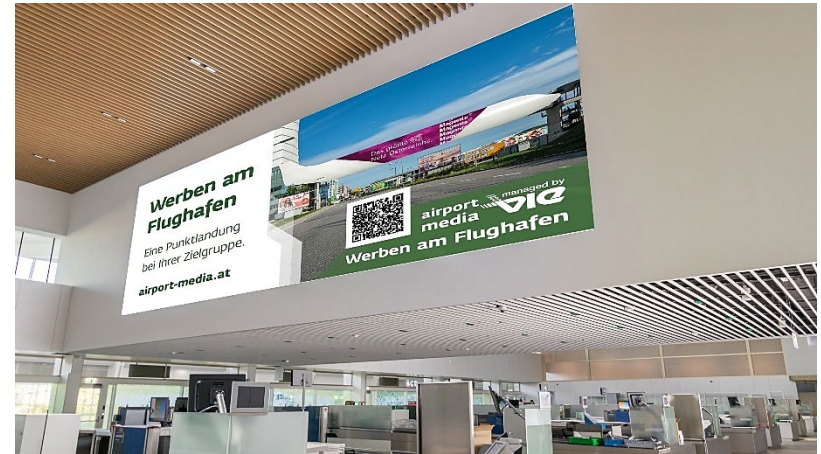
- XL light box in the center of Terminal 2 just in front of the central security control
- Size approx. 7 m x 3.1 m
- Media rate / year € 35,000



# 2 XL Adv Sites Close To Central Security Control Area



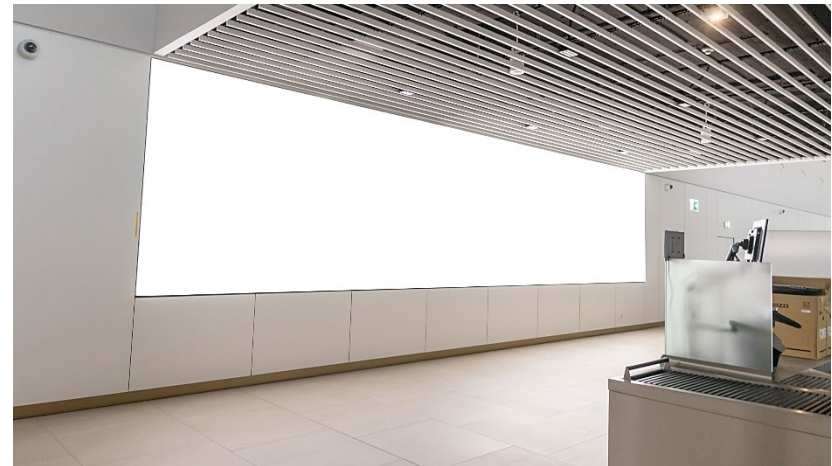
- 2 XL light boxes in the central area of the security check
- Size per light box approx. 15.3 m x 4.3 m about 132 m<sup>2</sup> advertising
- Media rate per year as a package € 70,000



# Light Boxes Right After The Central Security Control in Direction to Departure Gates



- XL light boxes right after the central security control in direction to departure gates
- Size per light box approx. 10.4 m x 2.3 m
- Media rate per year and light box € 45,000 or € 60,000



# LED Wall Central Security Terminal 2



- LED Wall (15 m<sup>2</sup>) right after the central security control at Terminal 2 (fast lane)
- All departing passengers via C and D gates (Schengen and Non-Schengen destinations)
- One loop runs for max. 90 seconds
- A maximum of 6 spots per advertising run



## Examples

Spot length 15 seconds

1 placement in a loop

Media rate / month € 5,047.50

Media rate 6 months € 23,263.50

Media rate 12 months € 44,440.50





# Digital Advertising In The Business Lounge Terminal 2



- An area of 2,500 m<sup>2</sup> for 500 guests
- Frequent flyers and business travelers as well as premium card holders from various credit card companies
- In total 6 screens at the entrance and waiting areas with synchronous advertising
- One loop runs for maximum 2 minutes



## Examples

Spot length 10 seconds

1 placement in a loop

Media rate / month € 1,952

Media rate 6 months € 7,176

Media rate 12 months € 13,800



# General



- All media rates plus 5% adv. tax and 20% VAT
- The implementation of the static advertising space takes place within 10 working days from receipt of printable data. The first production and installation of the advertising material (stretched cloth) is included in the media price.
- The content is imported within 5 working days of data receipt and technical and content approval. The recording of the content is included in the media rate.

# Further Advice



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