



Advertising Media Plan

Larnaca International Airport



A26-
A30

Sequential Digital Video Strip

Creating the First Impression

Media Benefits:

- ✓ Direct proximity, massive impact to the passengers
- ✓ Motion attracts attention
- ✓ Targeting 100% of arriving passengers
- ✓ Total of 64 screens on both corridors (East and West) situated parallel to the travelers where your brand travels along with the arriving passengers (Package of two SDVS)
- ✓ Advertiser may be broadcasted with a static or motion message on all 64 screens creating thus impact
- ✓ Targeting arriving passengers who have an appetite for information
- ✓ Located by travelers where passengers cannot escape from
- ✓ Duration: Maximum Loop Time 150s

[Uploading Fee: €550.00 + VAT]

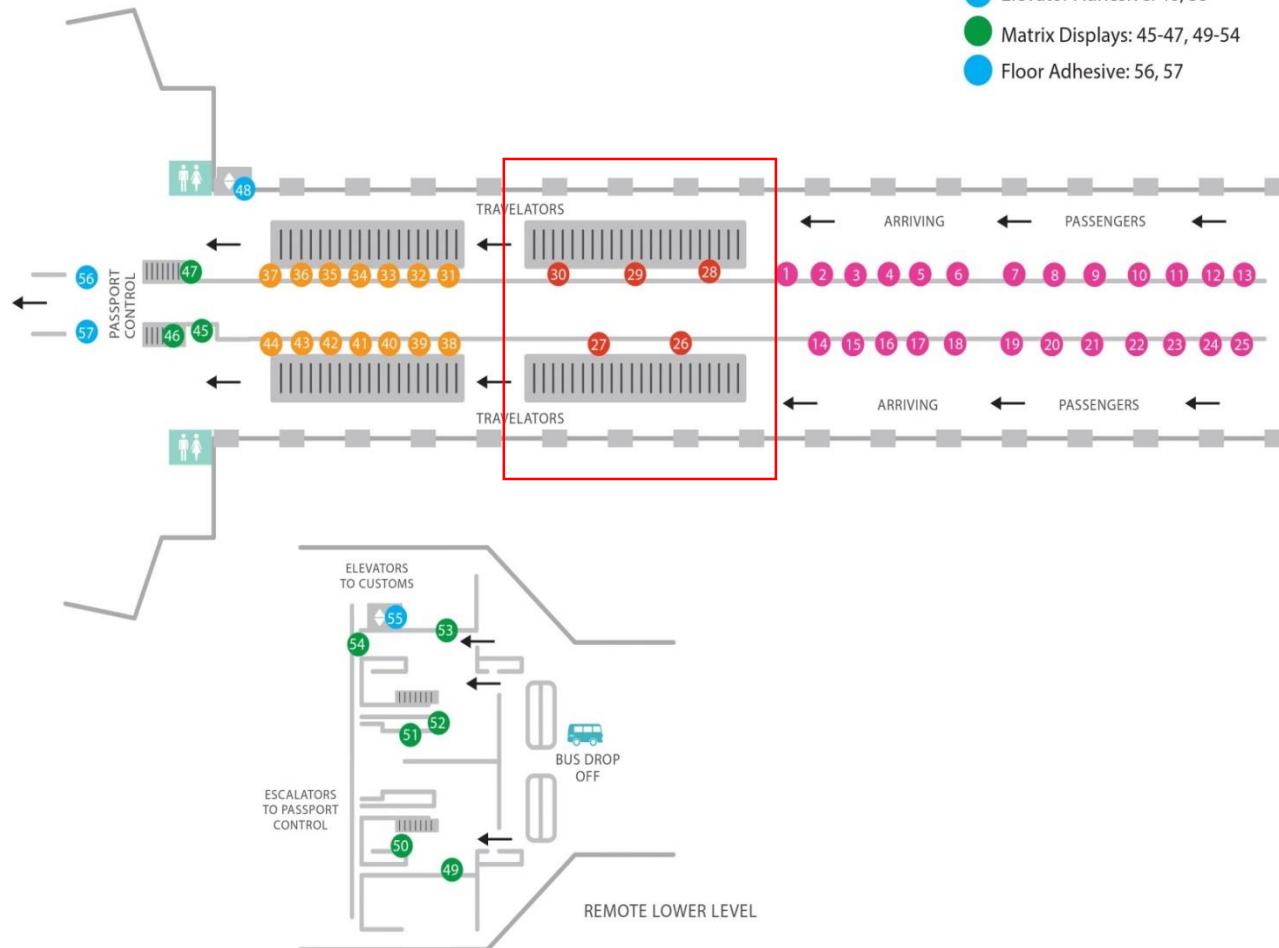
Monthly Net Rate
5500.00/month 15 sec motion



1

LARNACA INTERNATIONAL AIRPORT ARRIVALS

- Pinnacle Collection: 1-25
- EYE Player: 31 - 44
- Sequential Digital Video Strip: 26-30
- Elevator Adhesive: 48, 55
- Matrix Displays: 45-47, 49-54
- Floor Adhesive: 56, 57









A31-
A44

Eye Players

Advertising Less Ordinary

Media Benefits:

- ✓ Revolutionary technology specifically designed with 7 HD digital screens angled to face the incoming passengers on the second travelator
- ✓ Unobstructed view of the Ads creating a unique advertising experience
- ✓ Increased impact and attention span is enhanced
- ✓ Targeting 100% of arriving passengers
- ✓ Maximum projection is gained as the package includes both corridors (East and West)
- ✓ Located by the travellers where passengers cannot escape from
- ✓ Duration: Maximum Loop Time 150s

[Uploading Fee: €550.00 + VAT]

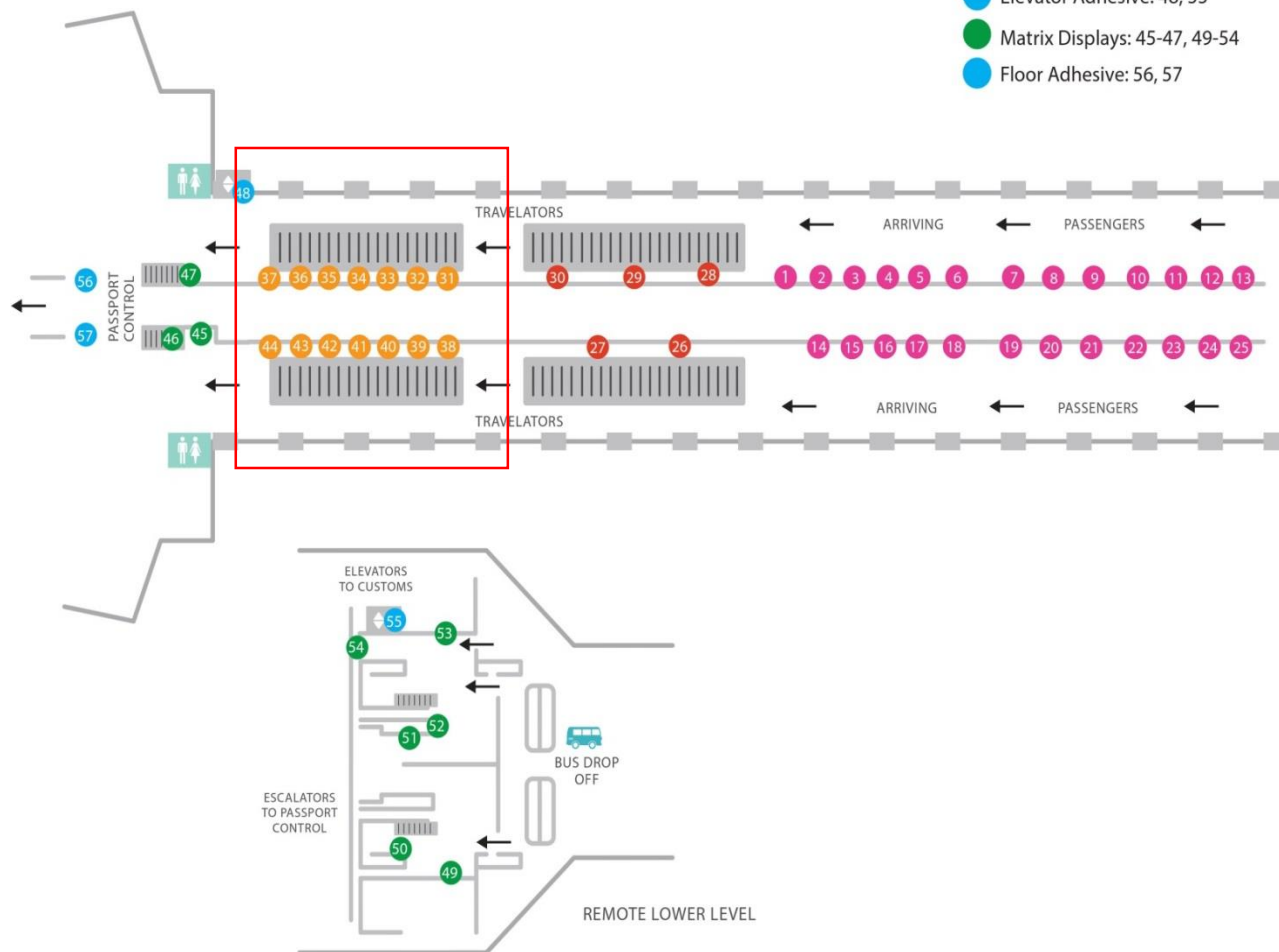
Monthly Net Rate
€5500.00/month 15 sec motion



1

LARNACA INTERNATIONAL AIRPORT ARRIVALS

- Pinnacle Collection: 1-25
- EYE Player: 31 - 44
- Sequential Digital Video Strip: 26-30
- Elevator Adhesive: 48, 55
- Matrix Displays: 45-47, 49-54
- Floor Adhesive: 56, 57







Digital Cubes

Communicate your Message with Frequency

Media Benefits:

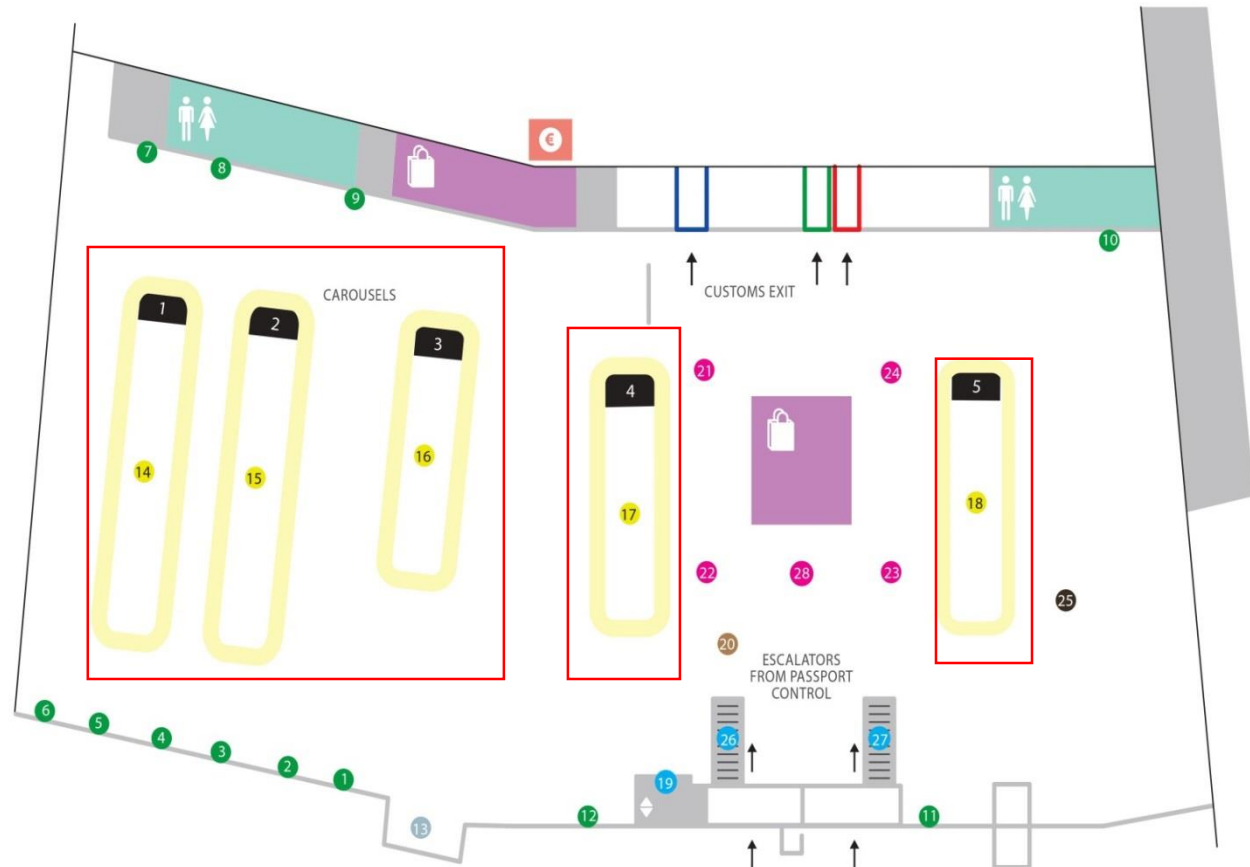
- ✓ Direct proximity, massive impact to the passengers
- ✓ 360 view - unmissable from all conveyors and every step of the way by all arriving passengers
- ✓ Targeting 100% of arriving passengers
- ✓ Inescapable visibility during waiting luggage time
- ✓ Synced message on all conveyor belts offers impact
- ✓ Duration: 390s loop

[Uploading Fee: €550.00 + VAT]

Monthly Net Rate
€6400.00/month 15 sec motion

LARNACA
INTERNATIONAL
AIRPORT
BAGGAGE RECLAIM

- Seamless Displays: 1 - 12
- Grid Wall: 13
- Digital Cubes: 14 - 18
- Elevator Adhesive: 19
- Interactive Projection Media: 20
- Column Adhesives: 21 - 24, 28
- Exhibit Display: 25
- Escalators Adhesives: 26, 27





Sliding Doors

Prominent static Media to reach your audience

Media Benefits:

- ☑️ Smartly positioned after the exit to the meet and greet area
- ☑️ Visible to all arriving passengers using the tour buses
- ☑️ A thematic advertising concept can be created to create a more dynamic effect
- ☑️ A point where arriving passengers are captive and receptive to communication

[Production Cost: €1400 + VAT]

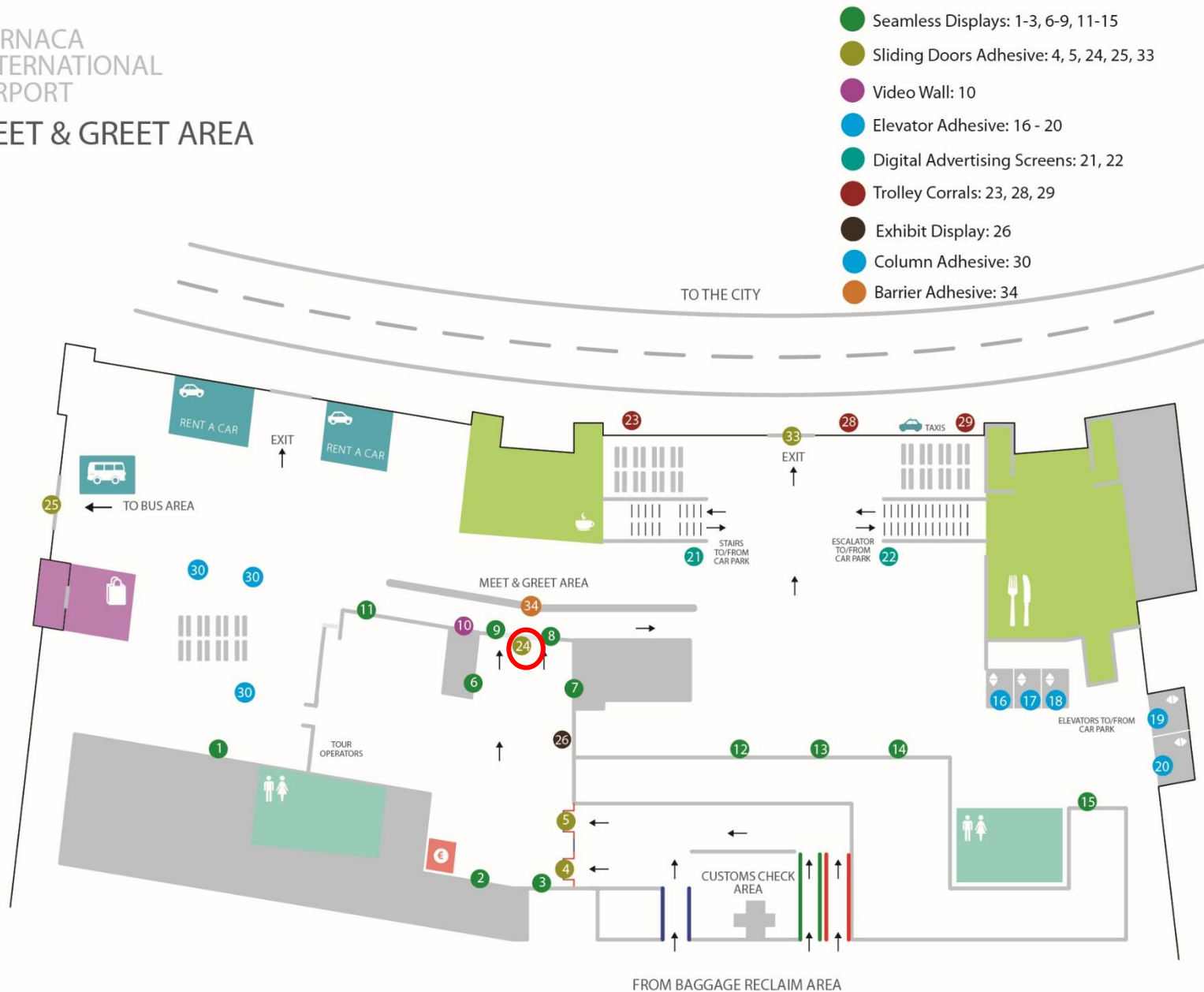
Monthly Net Rate
€8000.00/month



4

LARNACA
INTERNATIONAL
AIRPORT

MEET & GREET AREA



PAFOS INTERNATIONAL AIRPORT

Let us bring you closer to your costumers



Our International Presence

Larnaca, Pafos, Heraklion, Rhodes, Zagreb, Malta



5,000,000 Traffic can experience your brand

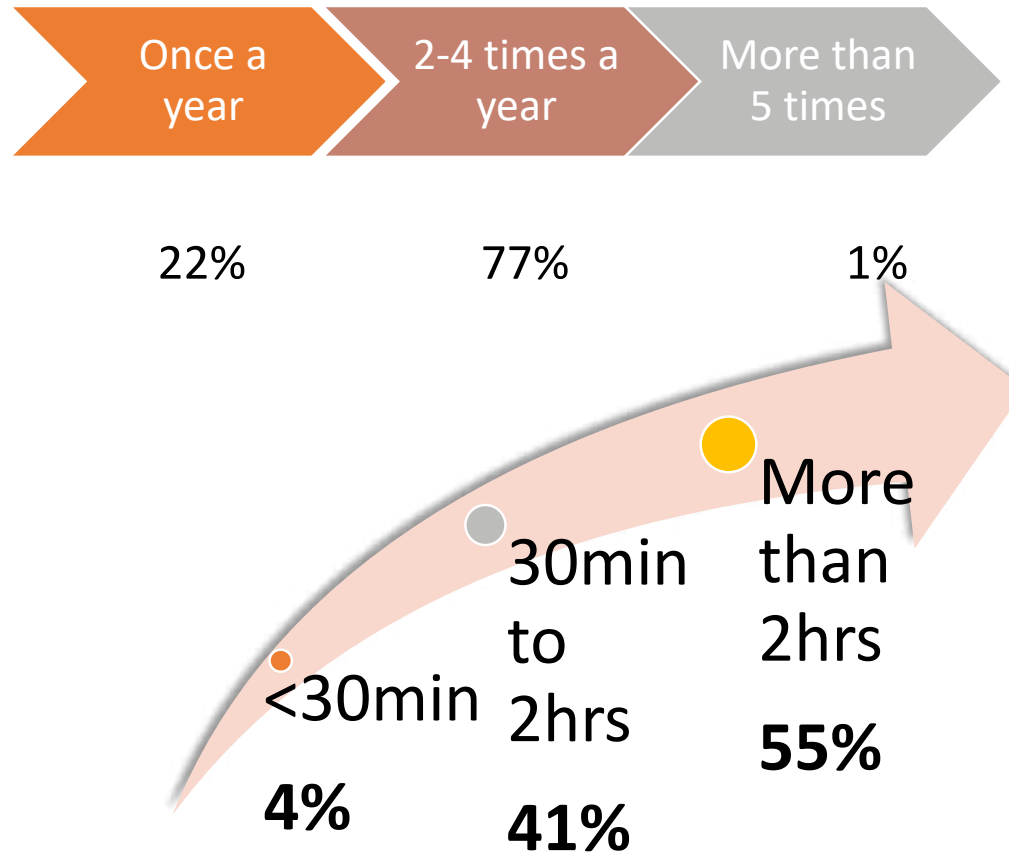


Pafos Airport has seen a passenger increase of 25% since 2009



And it keeps growing

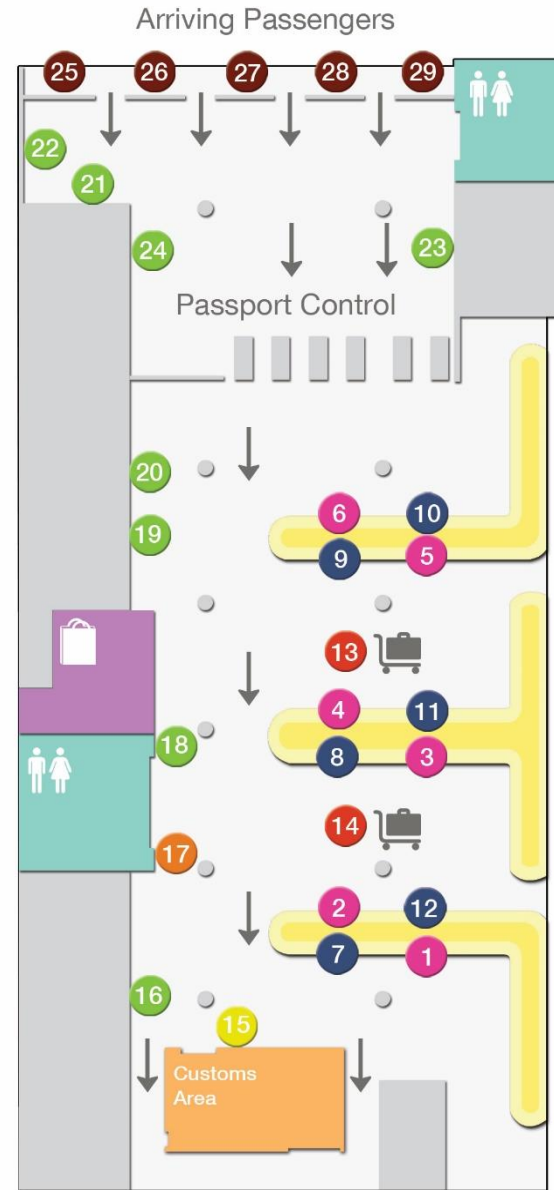
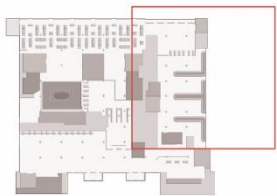
We know how effective our media are



The N° of Trips per annum and the average Dwell Time

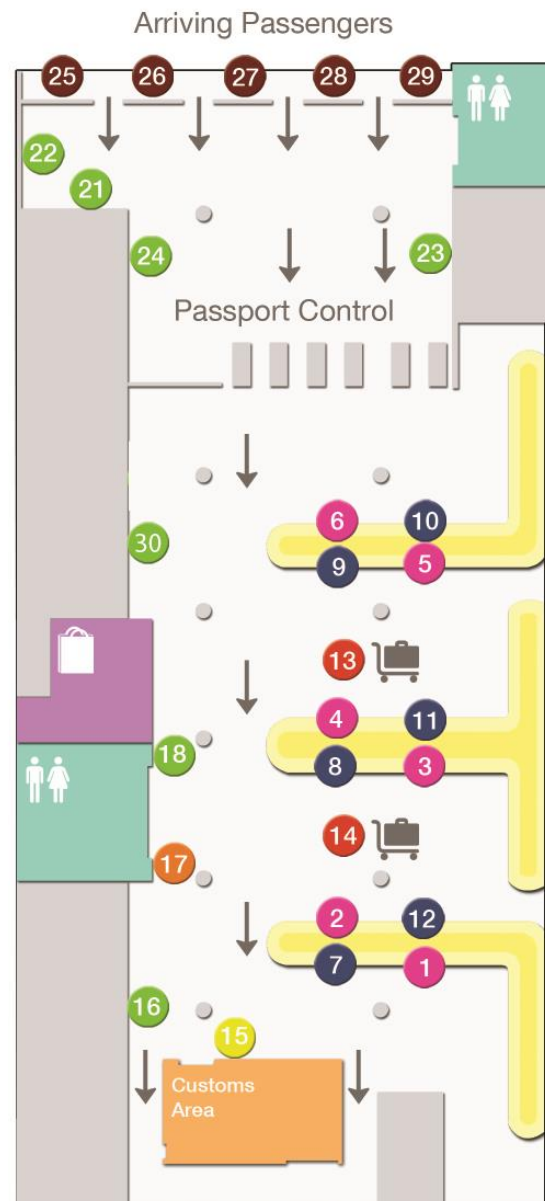
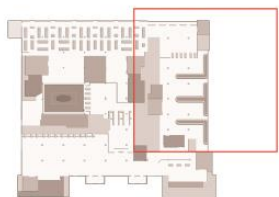
Baggage Reclaim

- Static Displays - 1 to 6
- Scrolling Displays - 7 to 12
- Trolley Corrals - 13 & 14
- Video Wall - 15
- Gridwall - 17
- Matrix Displays - 16 & 18 to 24
- Sliding Doors - 25 to 29



Baggage Reclaim

- Static Displays - 1 to 6
- Scrolling Displays - 7 to 12
- Trolley Corrals - 13 & 14
- Video Wall - 15
- Gridwall - 17
- Matrix Displays - 16, 18, 21-24, 30
- Sliding Doors - 25 to 29



to Welcomers' Hall Seating Area



Seamless Display

Build Business Through Impact

Media Benefits:

- High need and expectation for information after long dwell time in plane.
- Good size format media with strong impact
- Targeting 100% of arriving passengers
- Stand alone medium offering exclusivity

[Production Cost: €1350 + VAT]

Rental Cost
€2050/month



Seamless Display

Build Business Through Impact

Media Benefits:

- ➔ High need and expectation for information after long dwell time in plane.
- ➔ Good size format media with strong impact
- ➔ Targeting 100% of arriving passengers
- ➔ Stand alone medium offering exclusivity

[Production Cost: €600 + VAT]

Rental Cost
€1315/month



Seamless Display

Build Business Through Impact

Media Benefits:

- ➔ High need and expectation for information after long dwell time in plane.
- ➔ Good size format media with strong impact
- ➔ Targeting 100% of arriving passengers
- ➔ Stand alone medium offering exclusivity

[Production Cost: €600 + VAT]

Rental Cost
€2050/month



Revmax™ Scrollers

Create a massive impact at the arrivals

Media Benefits:

- Direct proximity, massive impact to the passengers
- Motion attracts attention
- Targeting 100% of Arriving Passengers
- Inescapable visibility during waiting luggage time
- Synced message on all conveyor belts offers impact

[Production Cost: €3500 + VAT]

Rental Cost
€2650/month









Static Adhesives

Frequency in the most neuralgic location within the airport

Media Benefits:

- Direct proximity, massive impact to the passengers
- Static Display offering dominance and high engagement
- Targeting 100% of Arriving Passengers
- Inescapable visibility during waiting luggage time
- Could be combined with Scrollers for larger impact

[Production Cost: €750 + VAT each]

Rental Cost
€2050/month per display













Trolley Corrals

High need and expectation for information after dwell time in plane

Media Benefits:

- Huge format media with strong impact
- A 360 view medium sitting in the middle of the Arrivals Hall offering immense creative possibilities
- Approximately 90% of arriving passengers are using a trolley cart / Trolley Cart Free Service within the Terminal

[Production Cost: €2050.00 + VAT each]

Rental Cost
€2450/month per unit

