

Advertising at Whakatāne Airport

The Whakatāne airport has approximately 20,000 passengers coming through per year, many of whom are greeted and farewelled by friends and family. We estimate around 40,000 people visit per year.

In addition, Whakatāne Airport is the gateway for promotional flights such as the Air Chatham’s DC3 ‘Fly Back in Time’ and White Island scenic flights. And recently the air club has been organising events bringing even more of our local community.



There are also a number of services that operate through the terminal including:

Airport Terminal Services	Air Chathams Flight schedule (19 flights per week) White Island Flights (Booking Office soon to be adjacent to Terminal Office, bringing greater foot traffic) Café JNP Shuttles Hertz Rent-a-car Air Chathams Freight Service
Airport Services	Aero-Hire - Flight training Aero-Hire - Flight Simulator Kahu Helicopters SunAir

The Whakatāne District Council recognises the excellent opportunities the Airport provides for successful advertising and business promotion across the district. For this reason, we have put together a range of airport advertising packages.

The coordination of the advertising options is managed by **Stellar Creative Marketing**.

Any questions or for booking please contact:

Cherie Stevenson

cherie@stellarcreative.co.nz

Ph: 021 216 1103



Advertising Options

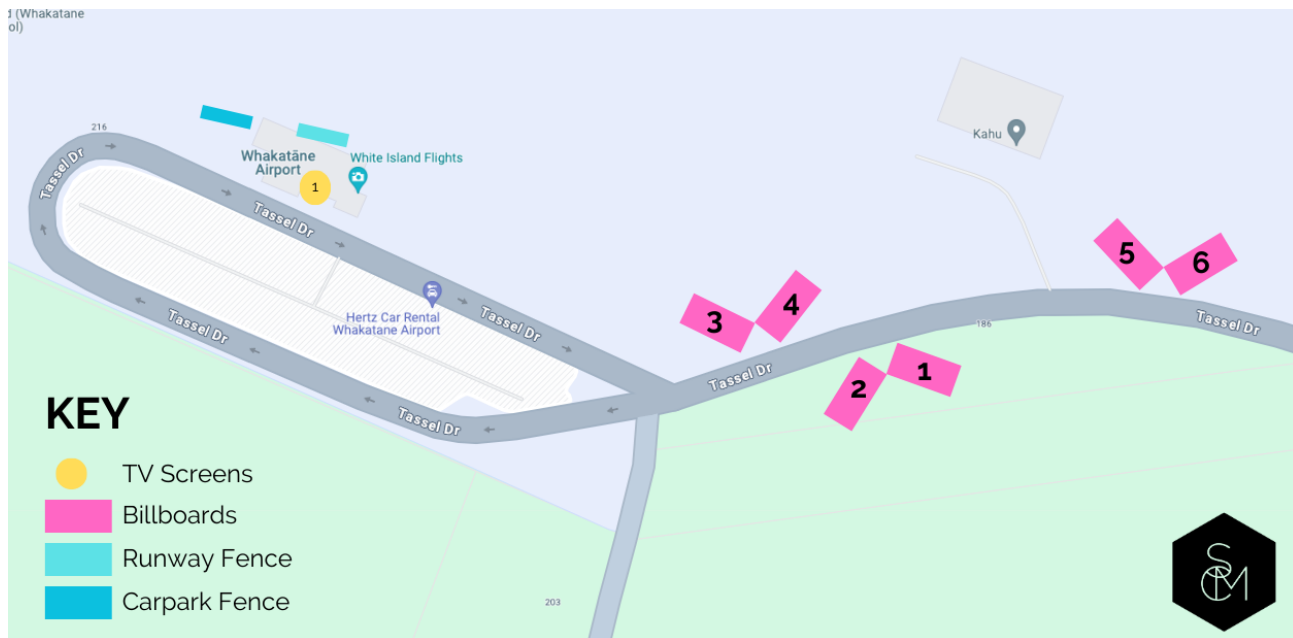
Signage

There are several signage options viewable on the way into the airport and from either the terminal or runway. There is also signage space available on the carpark fences.

The cost is the signage space only.

Sign	Location	Format	Size	Cost Monthly +GST	Availability
Roadside Wedge sign	Right hand side as you enter the airport carpark	Landscape, wedge single-sided (viewable when entering and departing Airport)	2440mm (wide) x 1220 (high) mm	\$380	6 x signs
Runway Fence	Facing the runway Terminal	Portrait ACM 3mm	2150mm (high) x 1170mm (wide)mm	\$380	4 x signs
Runway Fence	Facing the Terminal	Portrait ACM 3mm	2150mm (high) x 1170mm (wide)mm	\$380	4 x signs
Carpark Fence	Facing the carpark	Portrait ACM 3mm	2150mm (high) x 1170mm (wide)mm	\$380	5 x signs
Carpark Fence	Facing the runway	Portrait ACM 3mm	2150mm (high) x 1170mm (wide)mm	\$380	5 x signs

Please see the pictures provided showing the location of signage sites.



Print/Design Costs

Complete signs can be supplied for install or artwork can be supplied by advertiser for print and install. Design, print and install costs to be quoted separately (as below).

Sign	Specs	Cost + GST
Design	Logo and brand supplied as well as any images	\$85 an hour
Banner Print & Install	Recyclable Banner print, Plywood backing and install	\$462.5
Corflute Substrate & Install	Corflute substrate with 5 year print and laminate	\$643.75
ACM substrate & Install	ACM substrate with 5 year print and laminate	\$631.25
Install only	With Banner supplied	\$ 118.75

Brochures

Option	Cost
Brochure stand (Airport only)	\$150/ year

TV Advertising

TV	Specs	Location	Format	Length	Cost Per month
1x 55inch HD screen	MP4, AVI are the preferred digital video formats. Videos will be displayed in landscape orientation with an image size of 1920px wide by 1080px high	Inside Airport Terminal – Behind Reception	Video – no sound	0 – 5 mins	\$240 per month
				5 – 10 mins	\$480 per month
1x 55inch HD screen	MP4, AVI or JPG are the preferred digital image formats. Images will be displayed in landscape orientation with an image size of 1920px wide by 1080px high.	Inside Airport Terminal – Waiting area	Video or static advertisement	0 – 5 mins	\$240 per month
				5 – 10 mins	\$480 per month

- Both TVs have BrightSign units that can be used to display video or static images on the TVs
- Material can be changed out if required. Lead times will apply.
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Packages -

Quotes can be provided for a mix of advertising elements to meet advertiser's requirements Please see the booking form below.

AIRPORT ADVERTISING BOOKING FORM

Advertiser's details

Business name _____

Physical address _____

Postal address _____

Contact Name _____

Contact Phone/Mob _____

Mobile _____

Email Address _____

Ad Placement Details

Sign	Size	Cost	Location Preference	Notes	Confirm
Roadside	2440 (W) x 1220 (H)	\$380			
Runway	2150 (W) x 1170 (H)	\$380			
Carpark	2150 (W) x 1170 (H)	\$380			

**Only one Roadside sign is available for non-profit/charity/social enterprise booking. Limit is one month only free of charge. Please enquire first for availability.*

Brochures			Cost	Confirm
Brochure stand (Airport only)			\$150/ year	
TV Adverts	Specs	Location	Cost	Confirm
1x 55inch HD screen - Video (no sound)	MP4, AVI are the preferred digital video formats. Videos will be displayed in landscape orientation with an image size of 1920px wide by 1080px high	Inside Airport Terminal	0 – 5 mins \$240 per month	
		Behind Reception	5 – 10 mins \$480 per month	

1x 55inch HD screen - Video, Image	MP4, AVI or PDF or JPG are the preferred digital image formats. Images will be displayed in landscape orientation with an image size of 1920px wide by 1080px high.	Inside Airport Terminal - Waiting area	0 – 5 mins \$240 per month	
			5 – 10 mins \$480 per month	

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Thank you for your order. You will be contacted with a contract and terms and conditions.