



IN A CHANGING WORLD,
**YOU CAN FAST-FORWARD
YOUR SUSTAINABILITY TRANSITION.**

MATCHING INVESTORS WITH CORPORATES
TO ACCELERATE SUSTAINABLE GROWTH
www.cib.bnpparibas

BNP PARIBAS
The bank for a changing world

Giant B-pier Banner - 19 meters

GB BP 1200

- Long-lasting large format statements sited at high dwell time piers.
- Delivers an upmarket audience - both departing and arriving - for a business-targeted brief.

Connecting brands to the world at Amsterdam Airport

Schiphol

Facts

This 19-meter-wide banner is the fourth giant banner in the Pier B corridor. You can use it to attract the attention of the 7 million Pier B users, half of whom are business travelers. This is an ideal way to engage this difficult-to-reach audience.



At the beginning of every campaign, a set of pictures of proof will be made and shared. This is a free of charge service. However, when professional pictures are requested, an additional fee of €350,00 per campaign will be charged*.

* When a campaign consist of more than one kickoffs, whom cannot be photographed at the same day, this fee will be multiplied.

Schiphol Media

Giant B-pier Banner - 19 meters



Product information

Number of faces	1
Rate	€ 25000
Booking period	Month
Size	19290 x 3020 mm
Object orientation	Landscape
Material	Valmer FR +/- 500gr/m2
Lighting	Frontlit
Average reach in booking period	699000

Specifications

Format	High resolution PDF
Scale	01:10
DPI	Minimal 75 DPI on real size
Bleed	left and right 115 mm
Additional requirements	Mark visual size with crop marks
Deliverytime before start of campaign	10 working days
Upload artwork	artwork@schiphol.nl

* Excluding production and installation costs.

Questions?

Files, uploads or specifications: please don't hesitate to contact our traffic coordinator at +31 (0)6 3092 6198 or send an email to mediatrafic@schiphol.nl.

Your order or account: please contact your account manager, give us a call on +31 (0)20 601 2713 or send an email to advertising@schiphol.nl.

Facts & Figures

Schiphol Media
Giant B-pier Banner - 19 meters

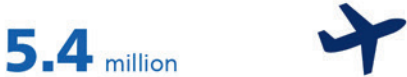


Pier B

Dwell time:
74 minutes



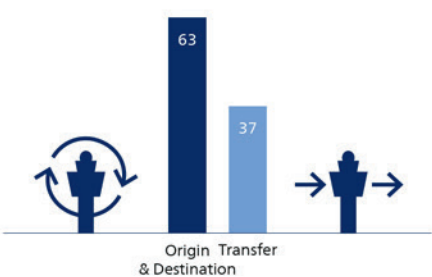
Departing passengers



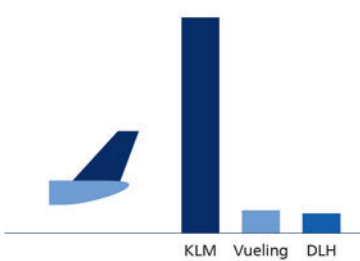
Arriving passengers



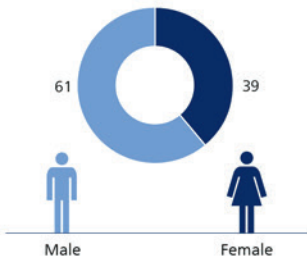
Type of passengers in %



Top 3 airlines



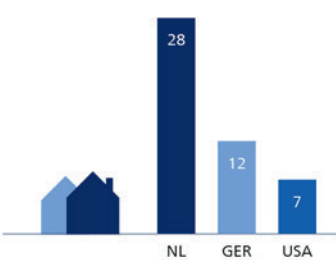
Gender in %



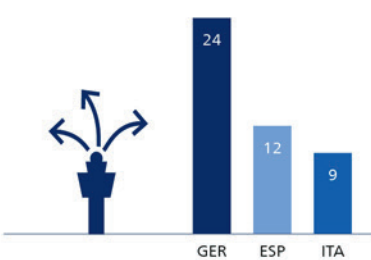
Average length of stay



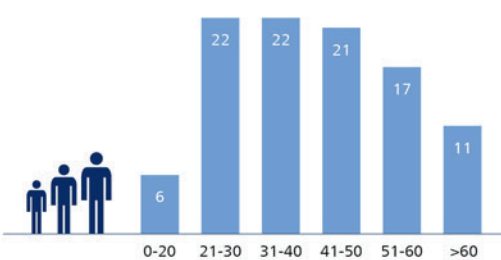
Top 3 countries of residence in %



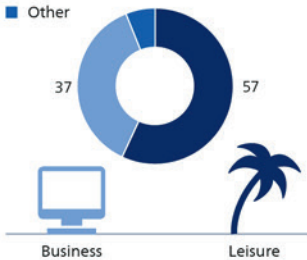
Top 3 destination countries in %



Age in %



Reason for travel in %



Frequency of flying





B-pier - First level

Schiphol Media
Giant B-pier Banner - 19 meters

