



Gates **BC | D** 59-87

Transf

# Digital Shopping Network

DSN

- More than a 100 screens show your message throughout the terminal
- 16 digital screens located in our Departure Hall.
- Provides ownership in the shopping streets.

Connecting brands to the world at Amsterdam Airport

**Schiphol**

# Facts

A double-sided run of 101 column-mounted digital screens in the middle of all the lounges en departure halls captures the attention of shoppers on one side and transfer passengers on the other. Simultaneous displays stimulate travelers to visit the airport shops.



At the beginning of every campaign, a set of pictures will be taken and shared as proof. This service is free of charge. However, if professional photos are requested, an additional fee of €350.00 per campaign will be charged\*.

\* When a campaign consists of more than one kick-off, and these cannot be photographed on the same day, this fee will be multiplied.

**Schiphol Media**  
Digital Shopping Network



### Product information

Number of screens	101
Rate	€ 12,500
Booking period	One week
Screen size	1,018 x 573 mm
Pixel size	1,080 x 1,920 pixels
Definition	Full HD
Ratio	9:16
Object orientation	Portrait
Length of commercial	10 seconds
Number of advertisers	Maximum 5
Percentage of showing	20%
Average reach per booking period	340,000

### Specifications

Number of creatives	Maximum of 3 stills, 1 video
Format still	JPEG (72 dpi and sRGB colour profile)
Format video	MP4 (Codec: H.264)
Format audio	No audio
Video type	Light animated
Maximum size video	2 MB/sec
Maximum size still	4 MB
File name	dsn_client_campaign_1_ext
Delivery time before start of campaign	Five working days
Upload artwork	artwork@schiphol.nl

#### Questions?

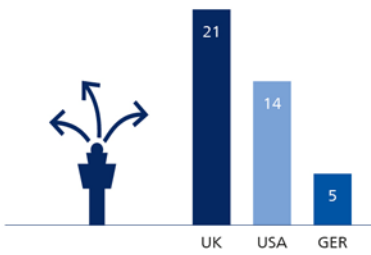
Files, uploads or specifications: please don't hesitate to contact our traffic coordinator at +31 6 3092 6198 or send an email to [mediatrafic@schiphol.nl](mailto:mediatrafic@schiphol.nl).

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

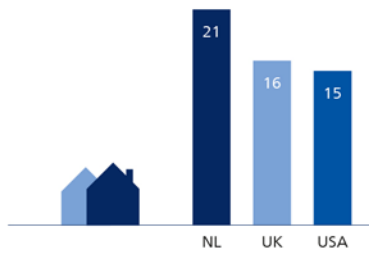


## Lounge 2

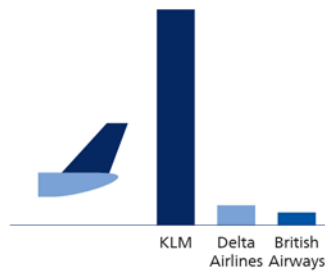
Top 3 destination countries in %



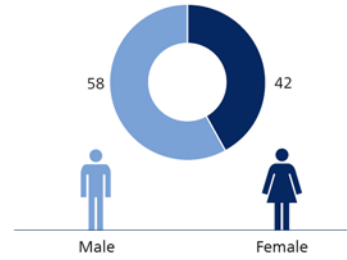
Top 3 countries of residence in %



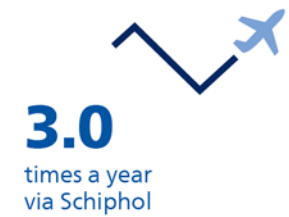
Top 3 airlines



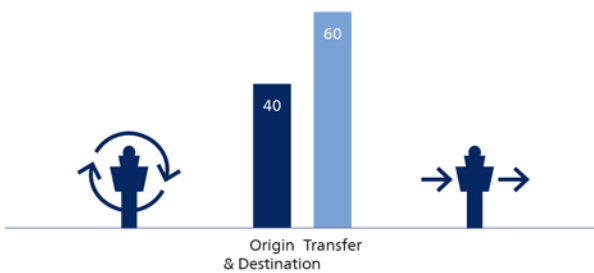
Gender in %



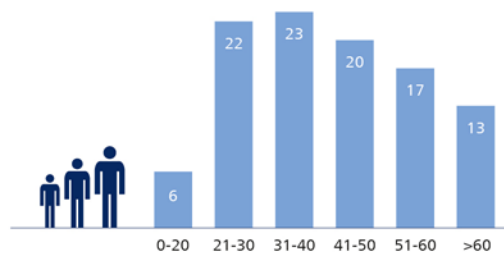
Frequency of flying



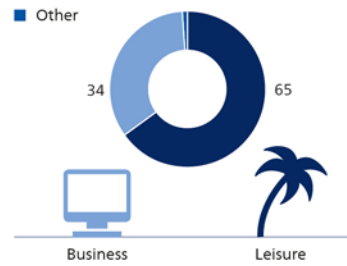
Type of passengers in %



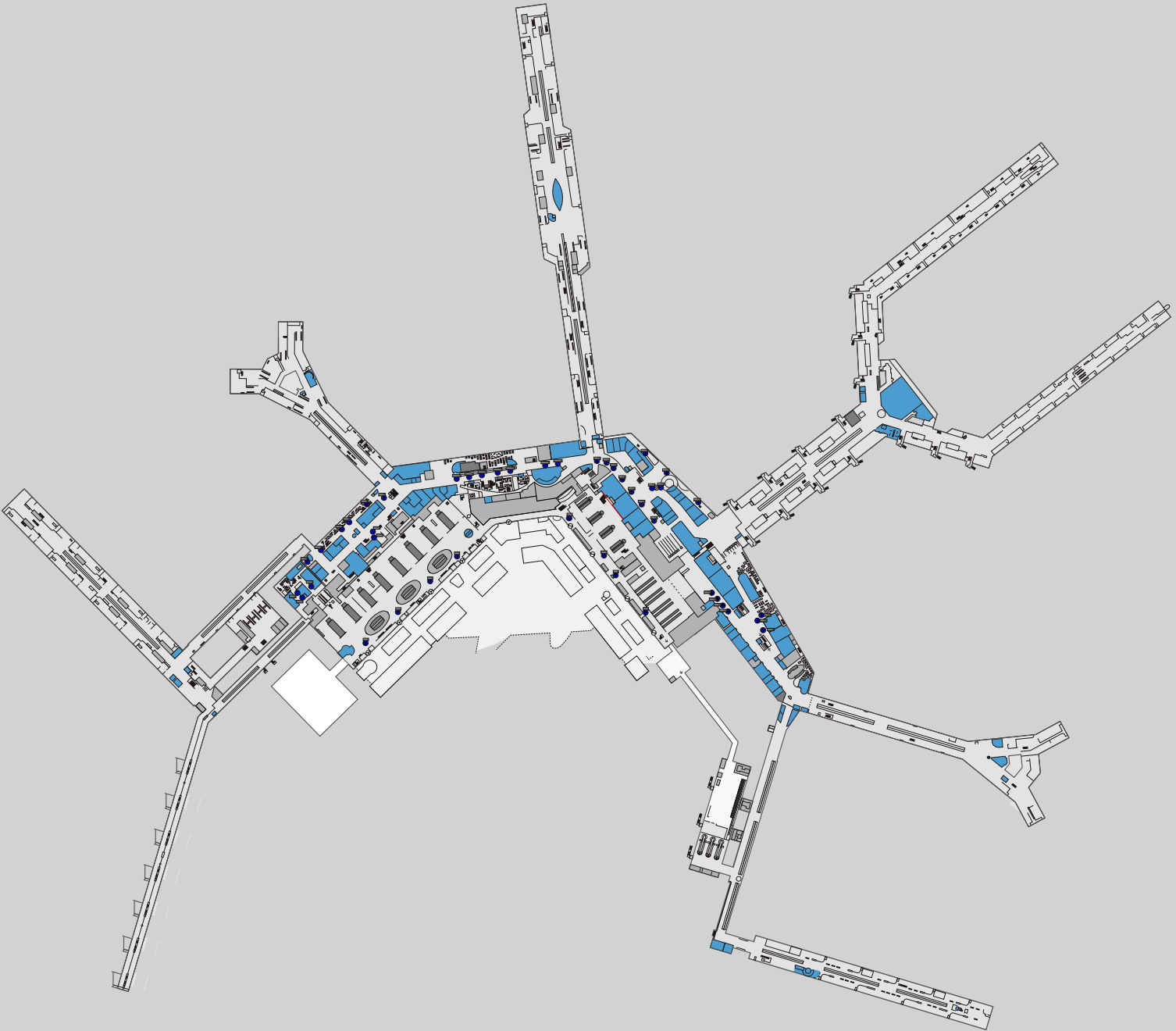
Age in %



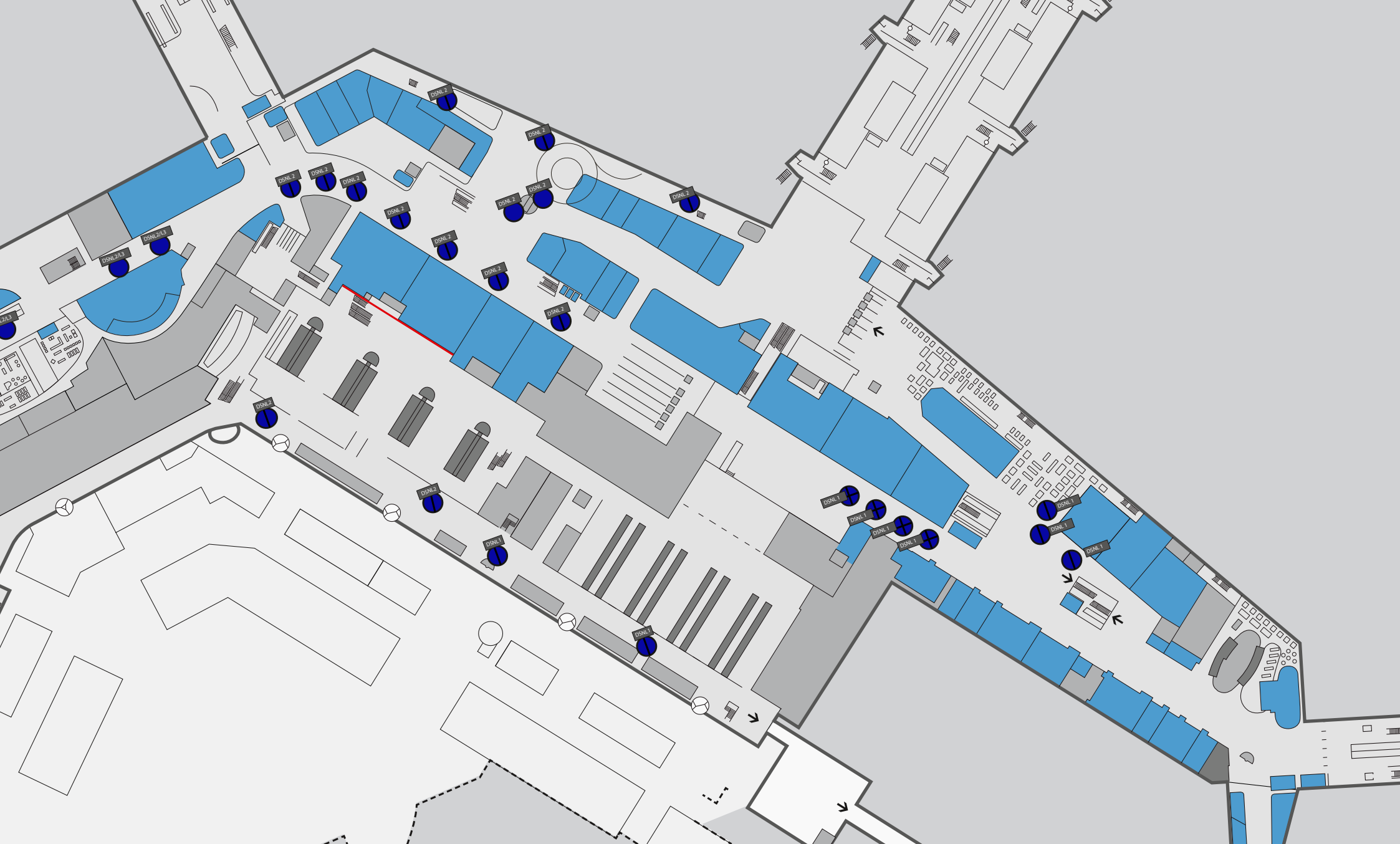
Reason for travel in %



# Overview



# Lounge 1 & 2 - First level



# Lounge 2 - Second level



# Lounge 3 - First level

