



Airport City Advertising Mast

RM ST 0449

- Strategically located exterior branding.
- Dominates Schiphol's exterior route to from the terminal building.
- Provides a unique stand-out media format.

Schiphol

Facts

This advertising mast is located next to the main exit road leading from the terminal building. Everyone leaving the airport by car or bus passes it. Advertising masts have a significant impact and are seen by millions of passengers each year.



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
Airport City Advertising Mast



Product information

Number of faces	6
Rate	€ 12,000
Booking period	One Month
Size	Upper: 1,102 x 572 cm Lower: 1,102 x 284 cm*
Object orientation	Landscape
Material	PVC Cloth +/- 500 gr/m ²
Lighting	LED backlit**
Average reach in booking period	547,5000

Specifications

Format	High resolution PDF
Scale	1:1 or 1:10
DPI	Minimal 75 DPI on real size
Bleed	70 cm at all sides
Additional requirements	Mark visual size with crop marks
Deliverytime before start of campaign	10 working days
Upload artwork	artwork@schiphol.nl

*Make sure that 70 cm of bleed is included. So for example: the file size of the upper object must be 1242 x 712 cm

**Backlit is triggered by the activation of streetlights. In consideration of the environment, we have chosen to decrease the intensity at 10 p.m., and fully deactivated the lightning at 11p.m.. The lightning is activated again at 4 a.m.

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.

