



# G1-pier Lightbox Package

LO GP

- Wall-embedded lightboxes with impeccable quality.
- Delivering both departing and arriving passengers as they move across the walkways.
- Advertising at piers is advertising at a crucial journey point as passengers start to slow down.

**Schiphol**



# Facts

Sited in this area of relatively high dwell time, this wall-mounted lightboxes will definitely get your message across.



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**  
G1-pier Lightbox Package



### Product information

Number of faces	2
Rate	€ 5,000
Booking period	Month
Size	2,500 x 2,550 mm
Object orientation	Portrait
Material	Dynajet L110
Lighting	LED backlit
Average reach in booking period	280,000

### Specifications

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

### 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](mailto: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](mailto:advertising@schiphol.nl).



# Facts & Figures

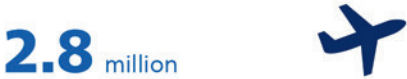


## Pier G1

Dwell time:  
84 minutes



### Departing passengers

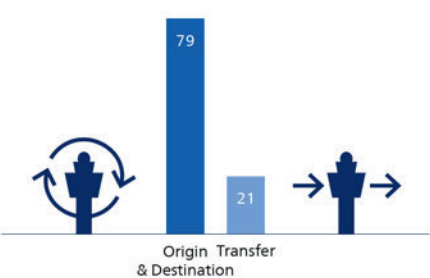


### Arriving passengers\*

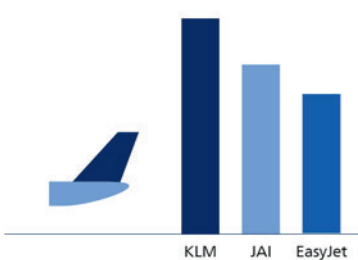


\* Countries of origin: USA and UK

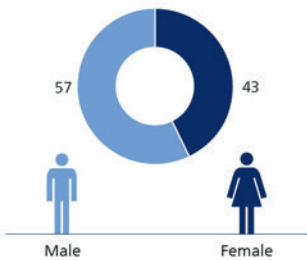
### Type of passengers in %



### Top 3 airlines



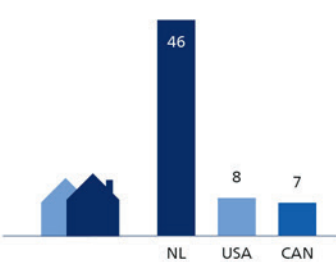
### Gender in %



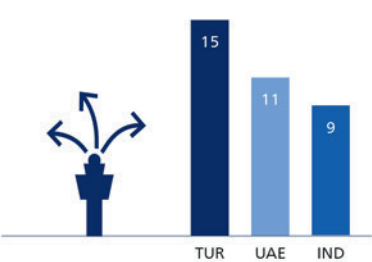
### Frequency of flying



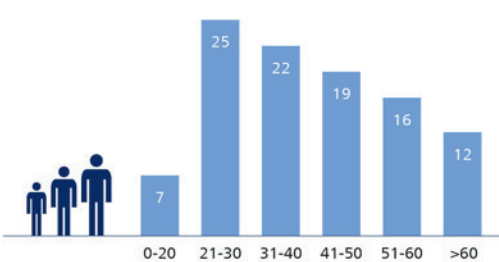
### Top 3 countries of residence in %



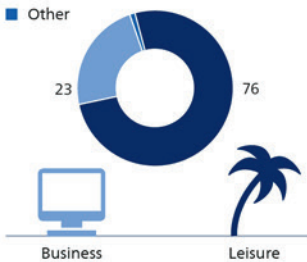
### Top 3 destination countries in %



### Age in %



### Reason for travel in %



# G-pier - Second level



# G1 Pier - First level

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