



Lounge 2 Travel Retail Lightbox Package

LO L2 TRLP

- Research shows that repetition helps a lot with the recall of your message
- High volume of passengers walk by your objects
- A lightbox domination in the middle of the biggest shopping area of Schiphol

Schiphol

Facts

These four lightboxes are located throughout the shopping area of Lounge 2. It's specifically designed for point-of-sale messaging, enabling you to make the most of your airport advertising budget.



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
Lounge 2 Travel Retail Lightbox



Product information

Number of faces	4
Rate	€ 20,000
Booking period	Month
Size A (two times)	2,300 x 2,735 mm
Size B (two times)	2,535 x 2,740 mm
Object orientation	Portrait
Material	Dynajet L110
Lighting	LED backlit
Average reach in booking period	1,474,000

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

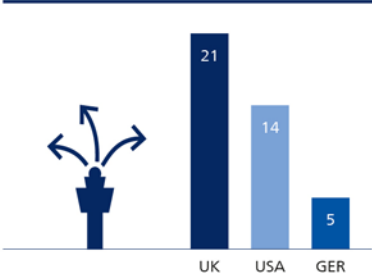
Questions?

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.
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.

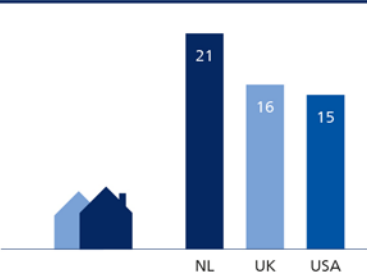


Lounge 2

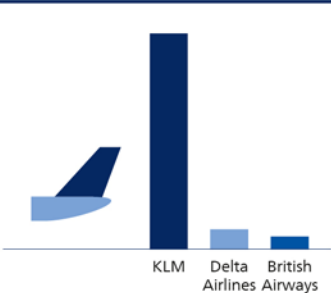
Top 3 destination countries in %



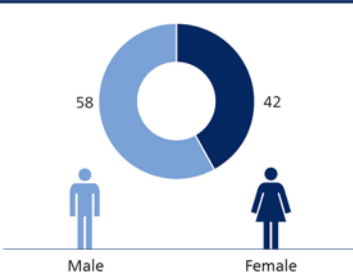
Top 3 countries of residence in %



Top 3 airlines



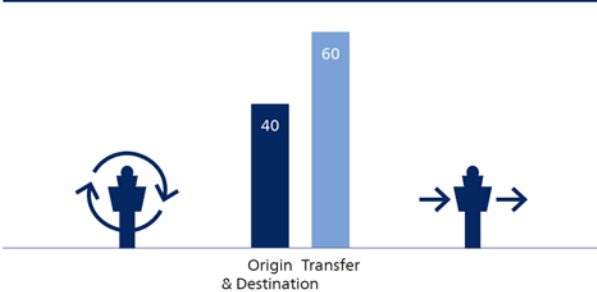
Gender in %



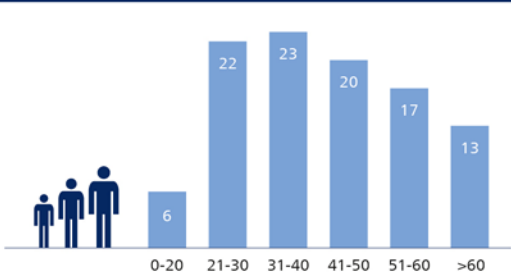
Frequency of flying



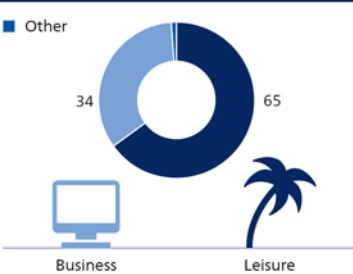
Type of passengers in %



Age in %



Reason for travel in %





Lounge 2 - First level

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