Central Square Advertising Mast

RM ST 0441

- Exterior branding with high impact.
- Dominating the central outdoor square, this site is regarded as the signature landmark.
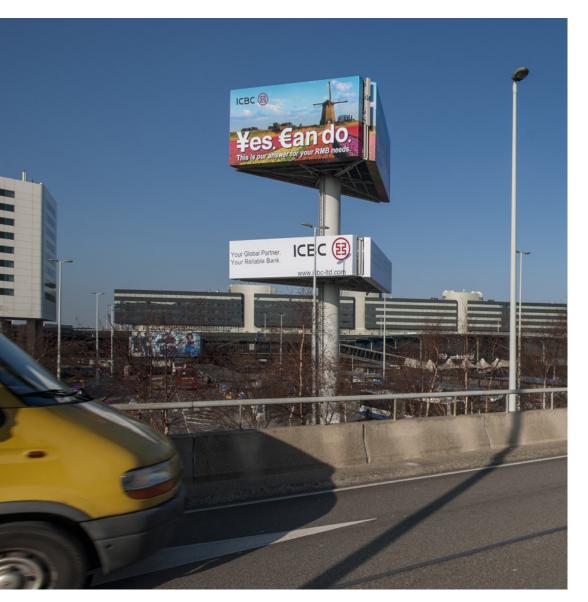- Provides a unique stand-out media format.

Schiphol

Facts

This advertising mast dominating the central square is in a truly superb location. This site is regarded as Schiphol's signature landmark. Targeting a diverse audience of millions of people each year, this advertising mast has a massive impact.

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.

Product information

Number of faces	6
Rate	€ 790,000
Booking period	Year
Size	Upper: 1,245 x 645 cm, Lower: 1,245 x 325 cm
Object orientation	Landscape
Material	PVC Cloth +/- 500 gr/m²
Lighting	LED backlit
Average reach in booking period	57,600,000

Specifications

Format	High resolution PDF
Scale	1:1 or 1:10
DPI	Minimal 75 DPI on real size
Bleed	10 mm
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 mediatraffic@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

71.0 million passengers

Amsterdam Airport Schiphol

Dwell time: **146** minutes

Departing passengers

35.6 million

Top 3 destination countries in %

UK	ESP	USA
15	8	8

Age * in %

0-20	21-30	31-40	41-50	51-60	>60
6	24	23	20	16	12

Type of passengers in %

Origin & Destination	Transfer
63	37

Arriving passengers

35.4 million

Top 3 countries of residence * in %

NL	UK	USA
33	11	10

Reason for travel * in %

■ Other

Business	Leisure
31	62

Gender * in %

Male	Female
57	43

Frequency of flying *

3.2 times a year via Schiphol

Highway

Schiphol Northeast

Amsterdam
A4 ▶

Schiphol Elzenhof

Sc

A5

RMST0449

RMST0441

RMST0451

Sch

RMST0440

RMST0446

Sc

RMST0450

Schiphol Centre

RMST0442

Den Haag /
Rotterdam
A4 ▲

Schiphol South

Schiphol Southeast