



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 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
Central Square Advertising Mast



Product information

Number of faces	6
Rate	€ 800,000
Booking period	Year
Size	Upper: 1,245 x 645 cm, Lower: 1,245 x 325 cm*
Object orientation	Landscape
Material	PVC Cloth +/- 500 gr/m ²
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	70 cm
Additional requirements	Mark visual size with crop marks
Deliverytime before start of campaign	20 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 1385 x 715 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.

