



# B-pier Giant Portrait Lightbox

LO BP 1535

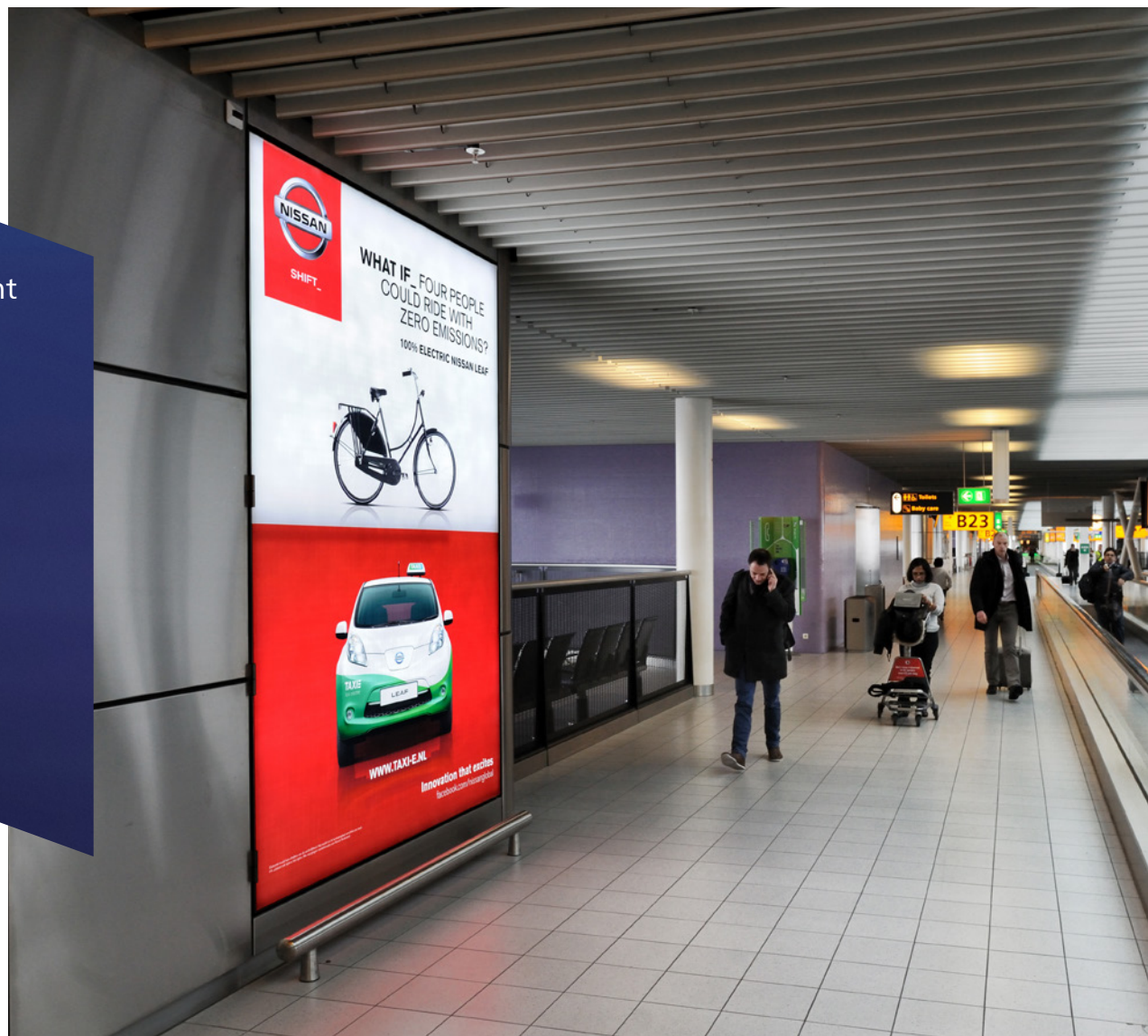
- Wall-embedded lightbox with impeccable quality.
- Delivering both departing and arriving passengers as they move across the walkways.

**Schiphol**



# Facts

This wall-embedded lightbox is located in a prominent location on Pier B. Your advertisement won't go unnoticed by the 6 million passengers using this pier each year. This one is the third lightbox on the pier, and is positioned next to gate B16.



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**  
B-pier Giant Portrait Lightbox



### Product information

Number of faces	1
Rate	€ 5000
Booking period	Month
Size	2051 x 2899 mm
Object orientation	Portrait
Material	Dynajet L110
Lighting	LED backlit
Average reach in booking period	495.000

### 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 [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).





Pier B

Dwell time:  
74 minutes



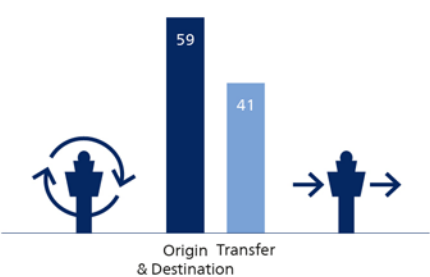
Departing passengers



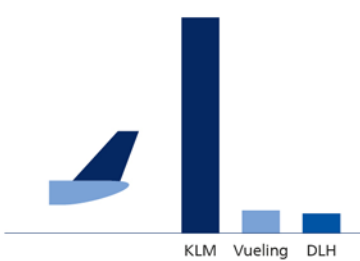
Arriving passengers



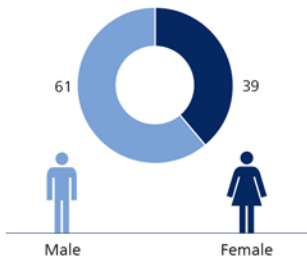
Type of passengers in %



Top 3 airlines



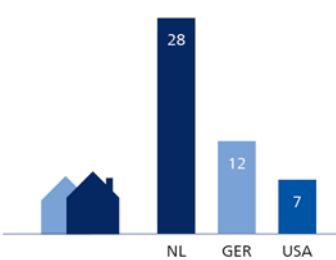
Gender in %



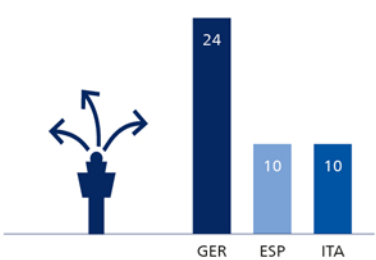
Average length of stay



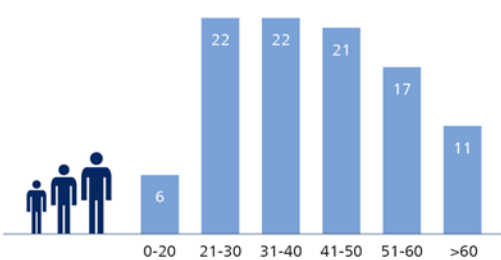
Top 3 countries of residence in %



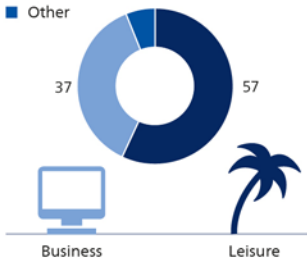
Top 3 destination countries in %



Age in %



Reason for travel in %



Frequency of flying





# B-pier - First level

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