



# B-pier Lightbox

LO BP 1590

- 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 8.8 million passengers using this pier each year. This lightbox is the fourth lightbox at the pier, and is sited next to gate B23.



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 Lightbox



### Product information

Number of faces	1
Rate	€ 5,000
Booking period	Month
Size	2,051 x 2,899 mm
Object orientation	Portrait
Material	Dynajet L110
Lighting	LED backlit
Average reach in booking period	616,388

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



## Pier B

Dwell time:  
74 minutes

### Departing passengers

**5.3** million

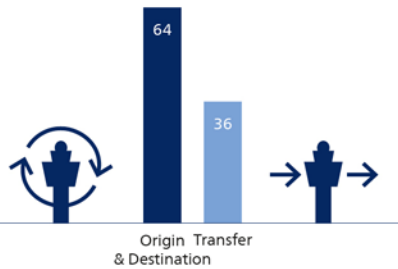


### Arriving passengers

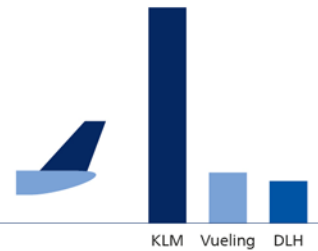
**3.5** million



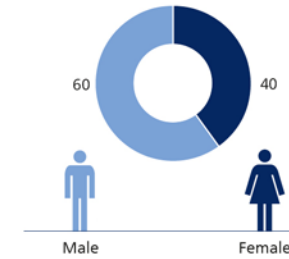
### Type of passengers in %



### Top 3 airlines



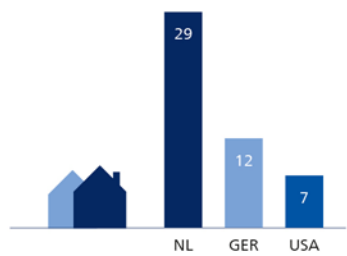
### Gender in %



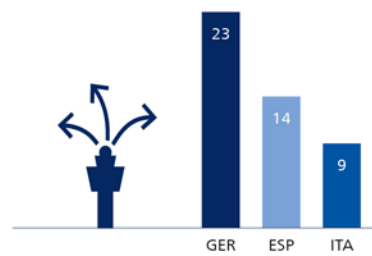
### Frequency of flying



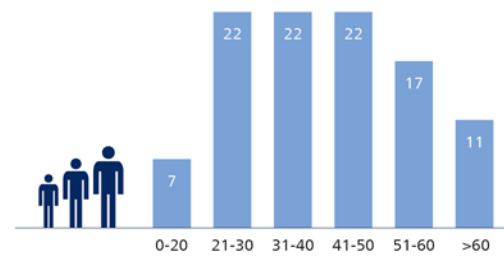
### Top 3 countries of residence in %



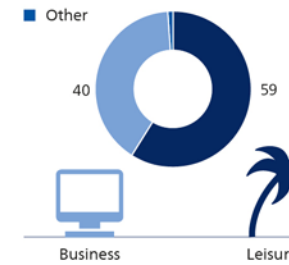
### Top 3 destination countries in %



### Age in %



### Reason for travel in %





# B-pier - First level

