



F1-pier Giant Portrait Lightbox

LO FP 1560

- Stand-out lightbox with impeccable quality.
- Delivering both departing and arriving passengers as they move across the walkways.
- Twinned with the digital pier package, it provides a total coverage.

Schiphol

Facts

Halfway along Pier F1, where the pier splits into two parts, a giant lightbox on the right attracts Pier F passengers at a crucial journey point. Most of the flights to China leave from this pier, making it a special place to advertise at Schiphol.



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
F1-pier Giant Portrait Lightbox



Product information

Number of faces	1
Rate	€ 2500
Booking period	Month
Size	2051 x 2319 mm
Object orientation	Portrait
Material	Dynajet L110
Lighting	LED backlit
Average reach in booking period	233.000

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.

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.



Pier F1

Dwell time:
86 minutes

Departing passengers

2.3 million



Arriving passengers*

0.5 million



* Country of origin: USA

Type of passengers in %



Origin 37
Transfer & Destination 63

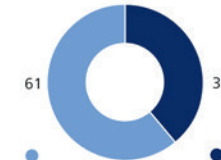


Top 3 airlines



KLM
Qatar Airways
AMX

Gender in %



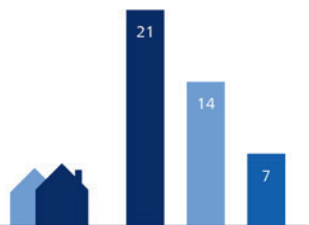
Male
Female

Average length of stay

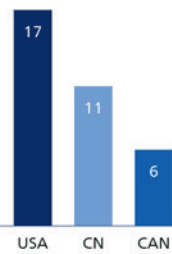


17.0
days at destination

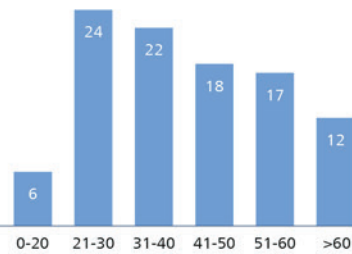
Top 3 countries of residence in %



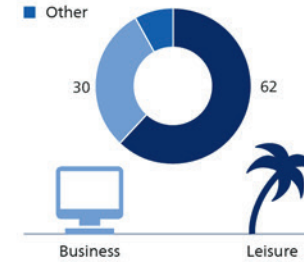
Top 3 destination countries in %



Age in %



Reason for travel in %



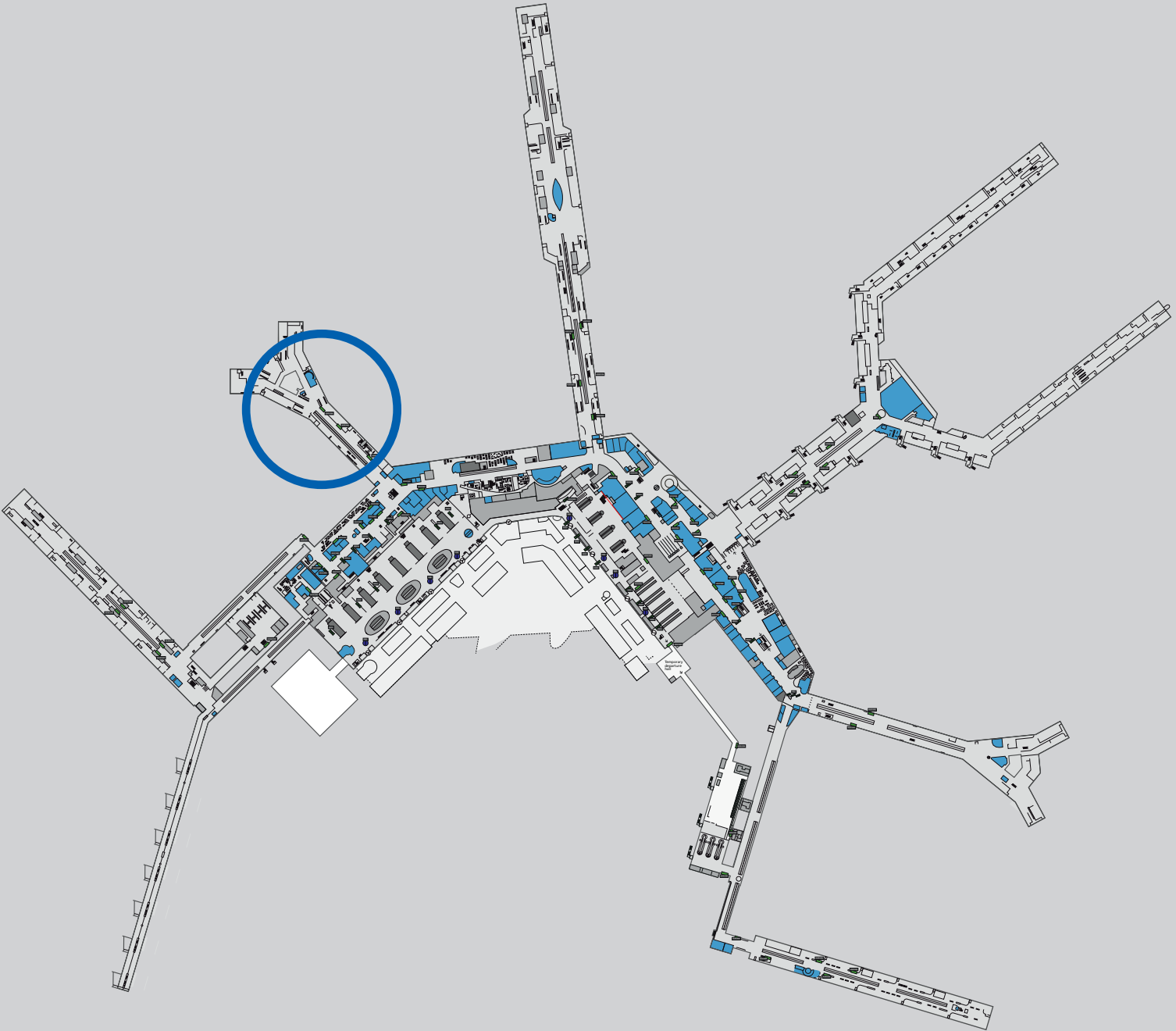
Business
Leisure

Frequency of flying



2.5
times a year
via Schiphol

Overview



F-pier - First level

