



# Giant B-pier Banner - 13 meters

GB BP 1456

- Long-lasting large format statements sited at high dwell time piers.
- Delivers an upmarket audience - both departing and arriving - for a business-targeted brief.

Connecting brands to the world at Amsterdam Airport

**Schiphol**



# Facts

This 13-meter-wide banner is the last giant banner in the Pier B corridor. You can use it to attract the attention of the 7 million Pier B users, half of whom are business travelers. This is an ideal way to engage this difficult-to-reach audience.





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**

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### Product information

Number of faces	1
Rate	€ 20000
Booking period	Month
Size	13000 x 3020 mm
Object orientation	Landscape
Material	Dynajet L110
Lighting	LED backlit
Average reach in booking period	699000

### Specifications

Format	High resolution PDF
Scale	01:10
DPI	Minimal 75 DPI on real size
Bleed	left and right 120 mm
Additional requirements	Mark visual size with crop marks
Deliverytime before start of campaign	10 working days
Upload artwork	artwork@schiphol.nl

\* Excluding production and installation costs.

### 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).

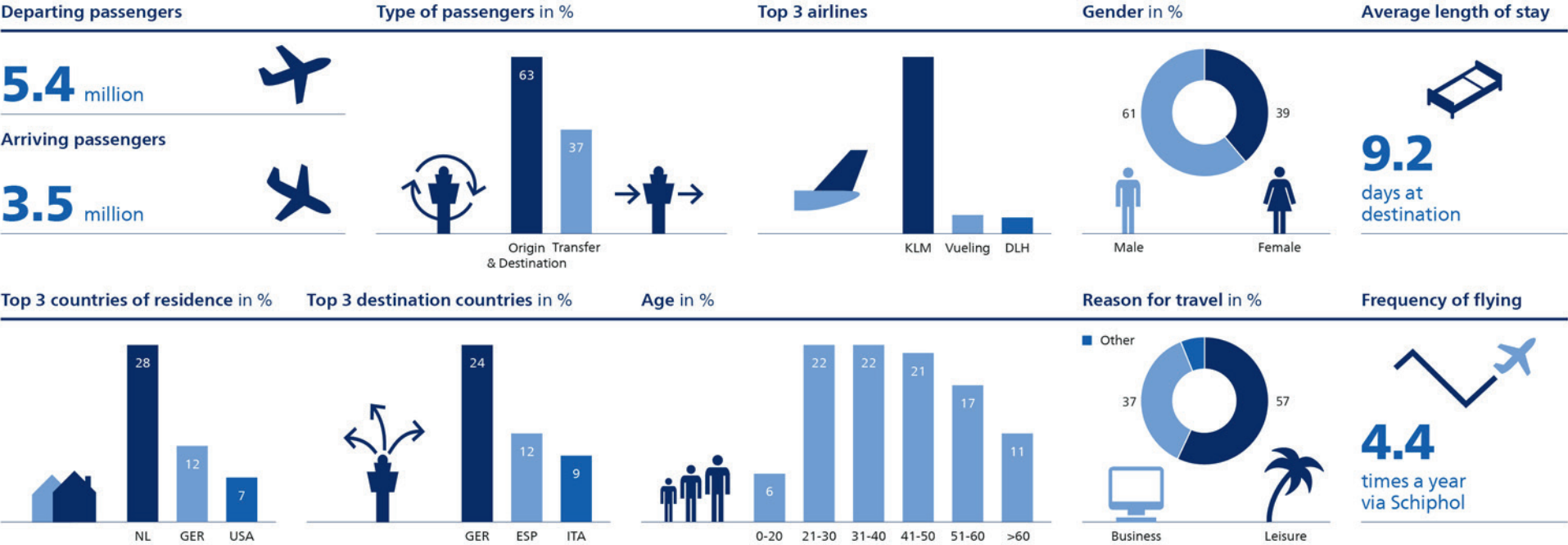
# Facts & Figures

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## Pier B

Dwell time:  
74 minutes





# B-pier - First level

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