Digital Giant Screens Lounge 1

DGS L1

- Large format and high impact, this giant digital screens are located in the middle of Lounge 1.
- In between the two escalators towards the D2-pier and the business class lounges. Next to the Internet hotspot.

Connecting brands to the world at Amsterdam Airport

Schiphol

Facts

This is a true eye-catcher in the middle of Lounge 1. It is a combination of three LED screens which operate together. These are positioned between the two escalators going towards Pier D2 and the business-class lounges.

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.

Product information

Number of screens	3
Rate	€ 5,100
Booking period	One week
Screen size	4,000 x 2,500 mm
Pixel size	1,920 x 1,536 pixels (see page 4 of productsheet for detailed information)
Definition	Full HD
Ratio	05:08
Object orientation	Portrait
Length of commercial	15 seconds
Number of advertisers	Maximum 5
Percentage of showing	20%
Average reach per booking period	359,500

Specifications

Number of creatives	Maximum of 3 stills, 1 video
Format still	No Still
Format video	MP4 (Codec: H.264)
Format audio	No audio
Video type	Full video
Maximum size video	2 MB/sec
Maximum size still	16 MB
File name	dgsl1_client_campaign_1.ext
Delivery time before start of campain	Five working days
Upload artwork	artwork@schiphol.nl

Questions?
Files, uploads or specifications: please don't hesitate to contact our traffic coordinator at +31 6 3092 6198 or send an email to mediatraffic@schiphol.nl.
Your order or account: please contact your account manager, give us a call at +31 20 601 2713 or send an email to advertising@schiphol.nl.

Facts & Figures

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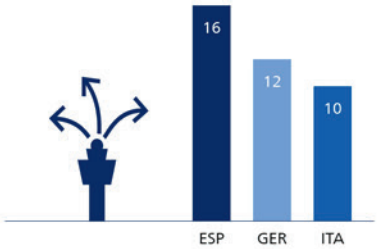
Digital Giant Screens Lounge 1

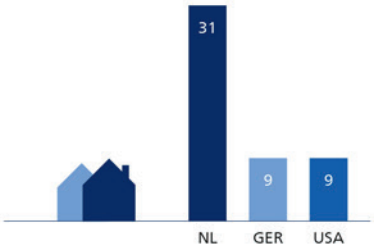
18.7
million passengers

Lounge 1

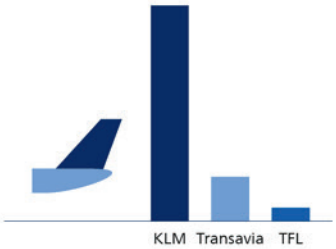
Top 3 destination countries in %



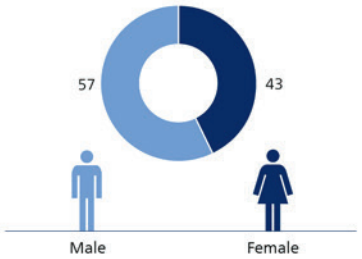
Top 3 countries of residence in %



Top 3 airlines



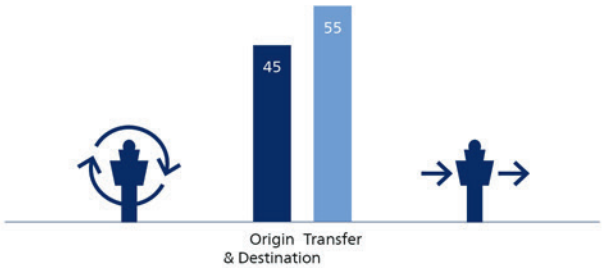
Gender in %



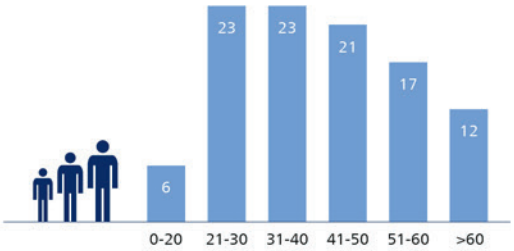
Frequency of flying

3.7
times a year
via Schiphol

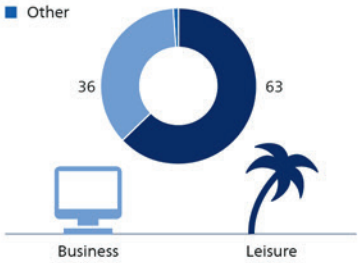
Type of passengers in %



Age in %



Reason for travel in %



2018 figures.

Overview

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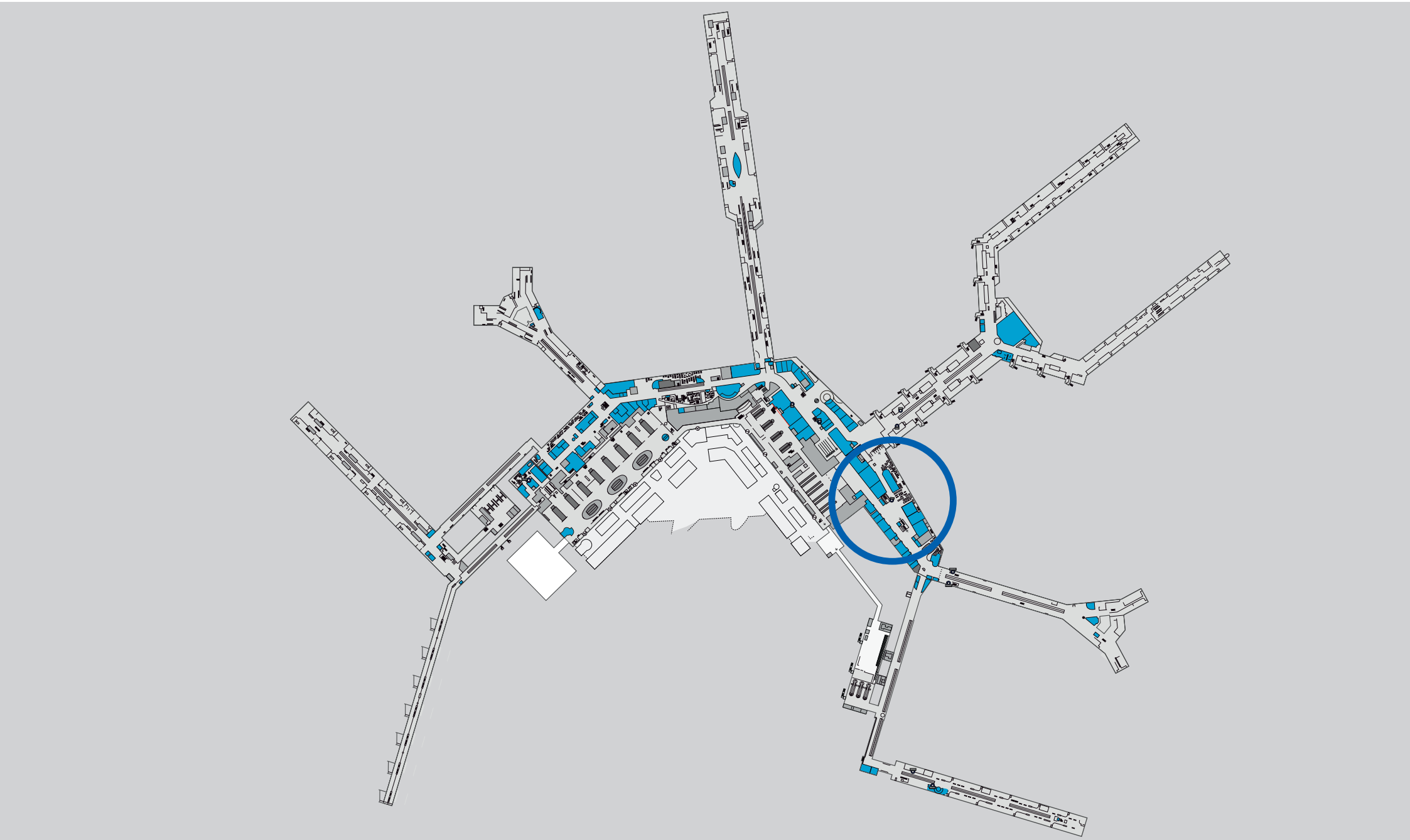
Digital Giant Screens Lounge 1



Lounge 1 - First level

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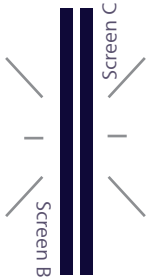
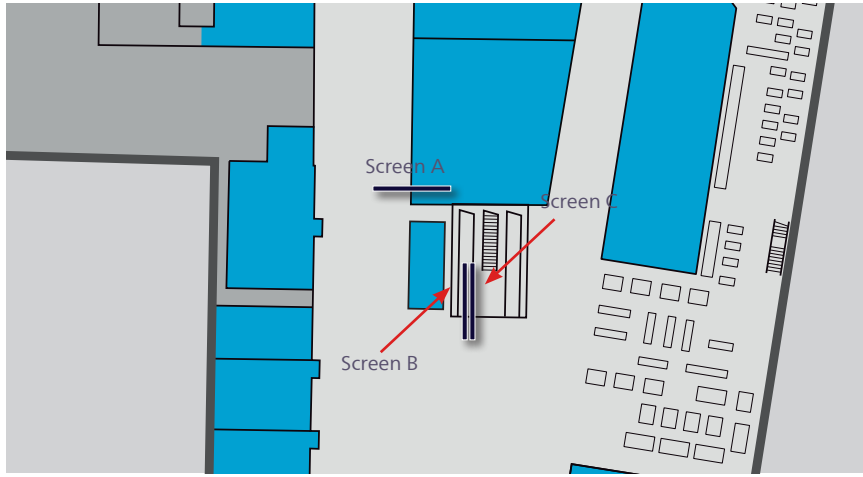
Digital Giant Screens Lounge 1

Explenation of product

Width 1920 px

Height 1536 px



Important!
The visual on screen A, can be different from screen B, buth must be dilivered as one file. The front and back of screen B are always the same. So for 3 screens, only one document must be delivered. The individual screens have a pixelsize of 1536 px by 960 px, so the file must be 1536 px (l) by 1920 px (w).