



# AIRPORT **ADVERTISING**

**PATTISON**



# AIRPORT ADVERTISING THE BENEFITS

The airport audience is unlike any other. To advertisers, airports serve as a hub that offers the unique opportunity to reach a high-income audience in an engaging environment. Crowds spend hours idling in terminals without giving way to outside distractions, making airports one of the most powerful places to position your campaign.

**PATISON Outdoor Advertising** offers interior and exterior advertising options at some of Canada's busiest airports, and gives advertisers the opportunity to share their messages with this extremely receptive audience. As Canada's largest Out-of-Home advertising company, we provide advertising space within and surrounding 10 international airports and 4 domestic airport.

**LET US HELP YOUR BRAND SOAR TO NEW HEIGHTS.**



## DEPARTURES

## LEAVE A LASTING IMPRESSION

- Captive audiences with long dwell times.
- Target frequent business travelers & executive travelers to holiday goers & leisure travelers.
- Target specific clients travelling to and from specific destinations.
- Create an exciting brand experience with opportunities for unique dominations.
- Highly visible to travelers queuing at the counters and kiosks as well as to the companions seeing them off.
- Expose your message to a captive audience with above-average discretionary income, influence, and decision-making power.



## ARRIVALS

## A WARM WELCOME

- Target locals and visitors.
- Long dwell times for people waiting for baggage or for people waiting for travelers to arrive – offers extended exposure to advertising.
- Expose your message to a captive audience with above-average discretionary income, influence, and decision-making power.
- One of the first media passengers see as they arrive.
- Opportunities for unique domination campaigns.

# WESTERN CANADA'S **NUMBER 1** AIRPORT ADVERTISING COMPANY



-  Interior & Exterior Products
-  Exterior Products

**YBR:** Brandon Municipal Airport  
**YQQ:** Comox Valley Airport  
**YYJ:** Victoria International Airport

**YXE:** Saskatoon International Airport  
**YLW:** Kelowna International Airport  
**YQU:** Grande Prairie Airport

**YWG:** Winnipeg International Airport  
**YYC:** Calgary International Airport  
**YQR:** Regina International Airport

**YXS:** Prince George Airport  
**YMM:** Fort McMurray International Airport  
**YEG:** Edmonton International Airport

**YOW:** Ottawa International Airport  
**YHZ:** Halifax International Airport





# AIRPORT **COVERAGE** INSIDE & OUT





# PRODUCT INVENTORY

		VICTORIA	COMOX	KELOWNA	PRINCE GEORGE	CALGARY	EDMONTON	GRANDE PRAIRIE	FORT MCMURRAY	REGINA	SASKATOON	WINNIPEG	OTTAWA	HALIFAX
EXTERIOR PRODUCTS	10' x 20' Airlights										•			
	10' x 30' Airlights					•	•		•			•	•	•
	10' x 20' Horizontal Poster			•	•	•		•			•			
	10' x 20' Digital Horizontal Poster	•			•	•	•	•	•	•	•	•	•	•
	7' x 10' Digital Horizontal Poster			•	•									
	14' x 48' Superboards				•				•					
	14'x48' Digital Superboards			•		•		•		•				
	Parking Arms	•		•		•		•						
	Exterior Flag Banners				•	•								•
	Parkade Banners													
INTERIOR STATIC PRODUCTS	Spectaculars	•	•	•	•	•	•	•	•	•	•	•		
	Airposters	•	•	•	•	•	•	•	•	•		•		
	Skyposters					•					•			
	Column Ads				•	•								
	Horizontal Banners	•			•	•	•							
	Product/ Kiosk Displays	•	•	•		•	•	•	•	•	•	•		
	Vehicle Displays	•	•			•	•	•	•	•	•	•		
	Trumpet Banners					•								
	Luggage Carts	•		•		•	•	•						
INTERIOR DIGITAL PRODUCTS	YYC TV					•								
	Gateway TV	•		•	•	•		•			•			
	Luggage Carousel Displays	•		•	•	•		•	•	•	•	•		
	Flight Info Displays (FIDs)					•		•			•			
	Digital Airposters					•	•	•						
	Digital Wall Matrix						•	•			•			
	Digital Interior HP					•	•	•						
	Digital Ribbons						•							
	Digital Pylons (70")					•								
	Digital Showcase (90")					•								
ALTERNATIVE MEDIA	Digital Hotel Directories						•				•			
	Varies by Airport*		•	•	•	•	•	•			•	•		

Note: All airport creative requires airport approvals - submit to CSR Prairie Airports (AB, Man/Sask) and CSR Pacific Airport (BC).

\*All AAM installs require Airport approvals & permits - please contact Ed Kremenik (BC), Magda Bandura (AB), Joanne Fershau (Man/Sask).

# VICTORIA INTERNATIONAL AIRPORT

**Annual passenger traffic:** 1,934,842\*

**Available products:** Airposters, Horizontal Banners, Backlit Spectaculars, Digital Spectacular Displays, Gateway TV, Vinyl Wraps, Vehicle Displays, Rotunda Upper Glass Domination, Luggage Carts, Jet Bridge Domination (interior and exterior)

Victoria International Airport (YYJ) is the 10th busiest airport in Canada with over 1.9 million passengers per year. YYJ was rated among one of the top ten most-loved airports in the world by CNN Travel and is the 2012 and 2014 winner of 'Best Regional Airport in North America' by Airports Council International. By advertising at the airport, businesses have the opportunity to explore the unique mindset of the air traveller with flexible, high-impact products, including digital, static and specialty advertising displays.

\*As of 2017, [www.victoriaairport.com](http://www.victoriaairport.com)





# COMOX VALLEY AIRPORT

# YQQ

**Annual passenger traffic:** 369,161 \*

**Available products:** Horizontal and Vertical Airposters, Backlit Spectacular, Exclusive Company Display

The Comox Valley Airport (YQQ) is the second largest airport on Vancouver Island and serves an area of about 350,000 Vancouver Island passengers. YQQ's passengers are primarily local residents and leisure travelers, the main target demographic for most Vancouver Island businesses.

\*As of 2017, [www.comoxairport.com](http://www.comoxairport.com)



# KELOWNA INTERNATIONAL AIRPORT

**Annual passenger traffic:** 1,893,470\*

**Available products:** Exterior Highway Sign, Parking Arms, Flag Banners, Airport Spectaculars, Large Backlit Airposters, Backlit Airposters, Wall Airposters, Backlit Header Airposters, Digital Carousel Network, Digital Gateway Network, Carousel Decal, Rotunda Vehicle Display, Window Decals, Door Decals, Airport Luggage Carts

Kelowna International Airport (YLW) is your link to the World, serving 1.8 million passengers annually and offering more than 60 daily non-stop commercial flights with nine airline partners. Kelowna has a strong population growth, driven by the movement of Canadians from BC and other provinces into this region.

\*As of 2017, [ylw.kelowna.ca](http://ylw.kelowna.ca)





# PRINCE GEORGE AIRPORT

**Annual passenger traffic:** 499,125\*

**Available products:** Exterior Static Horizontal Posters, Exterior Horizontal Digital Poster, Airport Digital Luggage Carousel and Departure Gateway TV, Hanging Banner, Backlit Airposters and Spectaculars, Airport Window Door Decals

Serving 499,125 passengers in 2017, Prince George Airport (YXS) connects residents and communities of Northern British Columbia to the rest of Canada. Whether travelling for business or pleasure, Prince George Airport provides travellers with a memorial travel experience.

\*As of 2017, [www.pgairport.ca](http://www.pgairport.ca)



# CALGARY INTERNATIONAL AIRPORT

**Annual passenger traffic:** 16,275,862\*

**Available products:** AirLight, Airport Network, Airport Specialty, Airport Spectacular, AirPoster, Digital AirPoster, Digital Horizontal Poster, Hanging Banner, Jetbridge, Kiosk, Product & Vehicle Display, Parkade Banner, SkyPoster, Superboard

With over 16.2 million passengers per year, the Calgary International Airport is Canada's third-busiest airport and Western Canada's gateway to the world. Calgary is also Western Canada's head office capital. As a result, Calgary International Airport attracts an affluent, influential and cosmopolitan audience, making this airport the ideal platform to showcase luxury brands, high-end products and services.

\*As of 2017, [www.yyc.com](http://www.yyc.com)



# EDMONTON INTERNATIONAL AIRPORT

**Annual passenger traffic:** 7,807,384\*

**Available products:** AirLight, Digital Horizontal Poster

Edmonton, Alberta's capital city, is home to one of Canada's busiest airports with 7.8 million passengers passing through the airport annually. Edmonton is North America's northernmost city with a metropolitan population of over 1 million. Its proximity to the oil and gas industry makes the Edmonton International Airport an ideal platform for targeting Canadian and International Managers, Owners, Professionals and Executives (MOPEs).

\*As of 2017, [www.flyeia.com](http://www.flyeia.com)





# GRANDE PRAIRIE AIRPORT

# YQU

**Available products:** AirPoster, Airport Luggage Cart, Digital Horizontal Posters, Hotel Direction, Horizontal Posters

The Grande Prairie Airport is the largest airport in Peace River Country. A high volume of passenger traffic travels to Calgary and Edmonton from this airport due to the booming oil and gas industry in the area.



CLASSIC



DIGITAL



TRANSIT



PLACE BASED







# FORT MCMURRAY INTERNATIONAL AIRPORT

# YMM

**Annual passenger traffic:** 1,308,416\*

**Available products:** Airport Specialty, Airport Spectacular, Digital AirPoster, Digital Flight Information Display, Digital Gateway TV Display, Digital Horizontal Poster, Digital Luggage Carousel Display, Digital Wall Matrix, Flag Banner, Horizontal Poster, Interior Digital Display, Jetbridge

Strategically located in the heart of Canada's Oil Sands, the Fort McMurray Airport is Canada's fastest-growing airport. In 2014 the airport unveiled a new Air Terminal building to accommodate for even more traffic in years to come. Over 60% of OOH products available at this airport are digitally based.

\*As of 2017, [www.flyymm.com](http://www.flyymm.com)



# REGINA INTERNATIONAL AIRPORT



# YQR

**Annual passenger traffic:** 1,262,577\*

**Available products:** AirLight, Airport Spectacular, AirPoster, Digital Luggage Carousel Display, Hanging/Flag Banner, Kiosk, Product & Vehicle Display

With over 1.2 million passengers annually, the Regina International Airport is the second-busiest airport in Saskatchewan offering the opportunity to target business and leisure travellers alike in this region. This high-income group is looking to be informed while waiting for their flight making this the perfect environment to position your advertising campaign.

\*As of 2017, Regina Airport Authority





# SASKATOON INTERNATIONAL AIRPORT



**Annual passenger traffic:** 1,484,615\*

**Available products:** AirLight, AirPoster, Digital Horizontal Poster, Horizontal Poster, Kiosk, Product & Vehicle Display

Your message will get the exposure it deserves at John G. Diefenbaker International Airport with close to 1.4 million passengers flying in and out of this airport annually. The airport has undergone recent expansions to accommodate the growth of air travel and the economy of this area.

\*As of 2017, [www.yxe.ca](http://www.yxe.ca)





# WINNIPEG INTERNATIONAL AIRPORT

# YWG

**Annual passenger traffic:** 3,669,797\*

**Available products:** Available Products: AirLight, Airport Specialty, Airport Spectacular, AirPoster, Digital Horizontal Poster, Digital Luggage Carousel Display, Kiosk, Product & Vehicle Display

With over 3.6 million visitors to Winnipeg James Armstrong Richardson International airport each year, airport advertising can communicate your message to premium audiences including professionals and tourists in an engaging environment with high dwell times.

\* As of 2017, [www.waa.ca](http://www.waa.ca)



CLASSIC



DIGITAL



TRANSIT



PLACE BASED







# OTTAWA INTERNATIONAL AIRPORT



**Annual passenger traffic:** 4,616,448\*

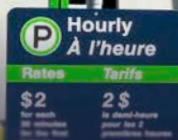
**Available products:** AirLight, Digital Horizontal Poster, Digital Superboard, Street Level Ad

Canada's capital city attracts tourists, government officials, students and decision-makers from across the country and around the world. Advertising your campaign at Ottawa MacDonald-Cartier International Airport gives you access to over 4.6 million influential and educated air travellers annually with above-average income and purchasing power.

\*As of 2017, [www.ottawa-airport.ca](http://www.ottawa-airport.ca)



# HALIFAX INTERNATIONAL AIRPORT



Hourly À l'heure	
Rates	Tarifs
\$2	2 \$
<small>For each 15 minutes or less for each 15 minutes or less</small>	



**Annual passenger traffic:** 3,663,039\*

**Available products:** AirLight, Airport Specialty, Digital Horizontal Poster, Parkade Banner, Terminal Banner

Halifax Stanfield International Airport serves half of all air travellers in Atlantic Canada. YHZ also welcomed over 3.6 million passengers in 2017, which marks the airport's third busiest year so far. PATTISON's product offering at YHZ can help you reach an affluent consumer who can also influence purchase decisions.

\*As of 2017, [www.hiia.ca](http://www.hiia.ca)





# AIRPORT ADVERTISING **THE PRODUCTS**

**AIRLIGHT:**

10'H x 30'W backlit posters located on the entry and exit routes to airports.

**AIRPORT LUGGAGE CART:**

Ads are placed on airport luggage carts acting as a mobile billboard moving through high-traffic areas of the airport.

**AIRPORT NETWORK:**

46" LCD screens located throughout Domestic, Trans-border and International departure lounges and at Domestic baggage carousels to reach travellers while they wait for their flights. The Airport Network displays real-time news content, weather and entertainment programs 24/7 next to your ad to catch passengers' attention.

**AIRPORT SPECIALTY:**

Includes Wall Murals, Door Decals, Floor Decals, Column Wraps, Railing Wraps, Carousel Wraps, Digital Carousels, Awning Wraps, Escalator Wraps, Elevator Wraps and Interactive Displays.

**AIRPORT SPECTACULAR:**

Large, impactful displays located in passenger lounges, concourses and baggage claim areas.

**AIRPOSTER:**

Illuminated horizontal poster located at eye-level inside Departure and Arrivals passenger lounges and public areas.

**DIGITAL AIRPOSTER:**

Widescreen posters that display a 6 second loop of static, fullscreen ads

**DIGITAL FLIGHT INFORMATION DISPLAY:**

Screens displaying advertising next to flight information, capturing passengers' attention while they wait to board their flight.

**DIGITAL GATEWAY TV DISPLAY:**

47" LCD screen mounted adjacent to a 47" television screen. The TV screen captures audience attention while static advertising runs on the screen adjacent to it.

**DIGITAL HORIZONTAL POSTER:**

10'H x 20'W digital LED displays located at entry and exit routes to airports.

**DIGITAL LUGGAGE CAROUSEL DISPLAY:**

Digital screens placed at luggage carousels - a key dwell area for passengers.

**DIGITAL SUPERBOARD:**

Digital, large format, impactful billboards placed in high-traffic entry and exit routes to airports.

**DIGITAL WALL MATRIX:**

Large, digital format matrix located in high-traffic arrivals area.

**HANGING/FLAG BANNER:**

Large, suspended flexible vinyl banner.

**HORIZONTAL POSTER:**

10'H x 20'W static posters located at entry and exit routes to airports.

**HOTEL DIRECTORY:**

Features static ads and a phone for passengers to call hotels directly. It is prominently located at the main terminal exit and is a key spot for hotels to secure last minute bookings or have their customers call for shuttle pickup.

**INTERIOR DIGITAL DISPLAY:**

10'x20' LED digital display located inside the airport.

**JETBRIDGE:**

An enclosed connector that extends from a terminal gate to an airplane or from a terminal to the parking garage.

**KIOSK, PRODUCT & VEHICLE DISPLAY:**

Unique and effective one-on-one opportunities to reach a premium audience. Can be paired with product demonstrations and surveys.

**PARKADE/TERMINAL BANNER:**

Fully illuminated banner dominating the parkade and/or terminal building.

**SKYPOSTER:**

Rear-illuminated horizontal display located on bulkheads adjacent to Departure and Arrival gates.

**STREET LEVEL AD:**

Advertisements located in the parking garage.

**SUPERBOARD:**

Large format, impactful billboards placed in high-traffic entry and exit routes to airports.

