



Media Pack 2024

The background of the page is a photograph of the City of Derry Airport terminal building. The building is a modern, white structure with a glass facade. On the side of the building, the airport's logo is displayed, featuring a row of colorful icons (green, orange, blue, purple, yellow, blue, red) representing diverse people. Below the icons, the text 'City of Derry' is written in a large, black, cursive-style font, and 'AIRPORT' is written in a smaller, black, sans-serif font below it. The sky is a clear blue with a few wispy clouds.

A Giant welcome to the North West

City of Derry Airport (CoDA) has been the **Gateway of the North West** for over 40 years.

The Airport supports the North West's thriving economy and regional development, and is in a unique position as Ireland's only cross-border city, providing unique access to UK, Irish and EU markets.



Why Advertise at City of Derry Airport?

- City of Derry Airport currently handles **over 200k passengers annually**, with the **capacity to transport 650k**. Increased passenger numbers are forecast following the expansion of services in 2024.
- Direct services include **London Heathrow, Glasgow, Manchester, Birmingham, Faro, Verona, & Lourdes**, as well as single-ticket **international connections to 119 destinations across 56 countries** via Heathrow.
- **Increase in inbound tourism to the North West** and wider NI and Donegal areas - City of Derry Airport is the main gateway to this cross-border region.
- **Home of The Open 2025** - High numbers of UK & international passengers expected following the success of previous Open at Royal Portrush in 2019.
- Valuable and diverse audiences - both **business and leisure passengers**.
- **Optimum Mindset** - positive, alert and open to advertising influence.
- **Significant dwell time** in a prestigious, enclosed environment.
- Rich customer experience - **high spend per passenger**.
- 50% of aircraft movements are private charters - **Affluent AB audience**.

Outdoor Advertising Sites

Digital



Site ID/s	DIG01 / DIG02
Description	Digital 48 Screens
Location	Carpark
Format	JPEG/PNG/MP4
Specification	Landscape - 1920px x 1080px



Site ID/s	DIG03 / DIG04
Description	Digital 6 Screens
Location	Terminal Entrance & Terminal Exit
Format	JPEG/PNG/MP4
Specification	Portrait - 720px x 1280px

Billboards & Display



Site ID/s	DA09 / DA10
Description	Static 96 Sheet / 48 Sheet
Location	Carpark
Format	PDF
Specification	Landscape - 1219.2mm x 304.8mm / 609.6 x 304.8mm (plus 30mm bleed)



Site ID/s	DB01 / DB02
Description	Static Diabond Signage
Location	Exterior Carpark Entrance
Format	PDF
Specification	Portrait - 4880mm x 2440mm (plus 30mm bleed)

Outdoor Advertising Sites

Lightboxes



Site ID/s	DA13 / DA14
Description	Illuminated 6 Sheets
Location	Carpark / Terminal Entrance
Format	PDF
Specification	Portrait - 1200mm x 1800mm (plus 30mm bleed)



Site ID/s	DA15 / DA16
Description	Illuminated 6 Sheets
Location	Carpark / Terminal Exit
Format	PDF
Specification	Portrait - 1200mm x 1800mm (plus 30mm bleed)

Branded Walkways



Site ID/s	FE01 / FE02 / FE03
Description	Fixed Hoarding
Location	Terminal Entrance / Terminal Exit / Carpark Entrance
Specification	Bespoke
Requirement/s	1 Year Booking Period



Site ID/s	FT01
Description	Arrivals Footway
Location	Airfield / Arrivals
Specification	Bespoke
Requirement/s	1 Year Booking Period

Indoor Advertising Sites

Digital



Site ID/s	DIG06
Description	Large Digital Screen
Location	Main Concourse / Terminal Exit
Format	JPEG/PNG/MP4
Specification	Landscape - 1920px x 1080px



Site ID/s	DIG07
Description	Large Digital Screen
Location	Arrivals - Border Control
Format	JPEG/PNG/MP4
Specification	Landscape - 1920px x 1080px



Site ID/s	DIG08
Description	Panoramic Digital Screen
Location	Arrivals - Baggage Reclaim
Format	JPEG/PNG/MP4
Specification	Landscape - 3180px x 2160px



Site ID/s	DIG05
Description	Digital 6 Screen
Location	Terminal Exit
Format	JPEG/PNG/MP4
Specification	Portrait - 720px x 1280px

Indoor Advertising Sites

Lightboxes



Site ID/s	DA01
Description	Static Flexiface Lightbox
Location	Terminal Entrance
Format	PDF
Specification	Landscape - 2790mm x 9000mm (plus 30mm bleed)



Site ID/s	DA03
Description	Static Backlit Lightbox
Location	Main Concourse / Terminal Exit
Format	PDF
Specification	Landscape - 3975mmx x 590mm (plus 30mm bleed)



Site ID/s	DA04 / DA05
Description	Static Backlit Lightbox
Location	Terminal Exit
Format	PDF
Specification	Landscape - 825mm x 1120mm (plus 30mm bleed)



Site ID/s	DA06
Description	Static Backlit Lightbox
Location	Main Concourse / Arrivals Exit
Format	PDF
Specification	Landscape - 1515mm x 1020mm (plus 30mm bleed)

Indoor Advertising Sites

Lightboxes



Site ID/s	DA07 / DA08
Description	Static Backlit Lightbox
Location	Arrivals - Baggage Reclaim
Format	PDF
Specification	Landscape - 1515mm x 1010mm (plus 30mm bleed)



Site ID/s	DA11
Description	Static Flexiface Lightbox
Location	Arrivals - Baggage Reclaim
Format	PDF
Specification	Landscape - 3975mm x 1590mm (plus 30mm bleed)



Site ID/s	DA12
Description	Static Flexiface Lightbox
Location	Arrivals - Baggage Reclaim
Format	PDF
Specification	Landscape - 3000mm x 1500mm (plus 30mm bleed)



Site ID/s	DA17
Description	Static Flexiface Lightbox
Location	Arrivals - Border Control
Format	PDF
Specification	Landscape - 3000mm x 1500mm (plus 30mm bleed)

Indoor Advertising Sites

Lightboxes



Site ID/s	DA18
Description	Static Lightbox
Location	Arrivals Corridor
Format	PDF
Specification	Landscape - 2395mm x 980mm (plus 30mm bleed)



Site ID/s	DA21
Description	Static Backlit Lightbox
Location	Domestic Arrivals
Format	PDF
Specification	Landscape - 1515mm x 1010mm (plus 30mm bleed)



Site ID/s	DA19 / DA20
Description	Static Lightbox
Location	Departures
Format	PDF
Specification	Landscape - 1515mm x 1010mm (plus 30mm bleed)



Site ID/s	DA22
Description	Static Backlit Lightbox
Location	Domestic Arrivals
Format	PDF
Specification	Landscape - 1515mm x 1010mm (plus 30mm bleed)

Indoor Advertising Sites

Foamex Panels



Site ID/s	DA02
Description	Large Wall Display
Location	Terminal Entrance
Format	PDF
Specification	Landscape - 2435mm x 4145mm (plus 30mm bleed)



Site ID/s	DA23
Description	Large Wall Display
Location	Departures
Format	PDF
Specification	Landscape - 2500mm x 1000mm (plus 30mm bleed)



Site ID/s	DA24
Description	Wall Display
Location	Departures
Format	PDF
Specification	Portrait - 1753mm x 1205mm



Site ID/s	DA25
Description	Wall Display
Location	Departures
Format	PDF
Specification	Landscape - 1350mm x 1103mm (plus 30mm bleed)

Indoor Advertising Sites

Wall & Door Wraps



Site ID/s	ARR01
Description	Border Control Room Wrap
Location	Arrivals - Border Control
Format	PDF
Specification	Bespoke



Site ID/s	ARR02
Description	Large Single Wall Display
Location	Arrivals - Baggage Reclaim
Format	PDF
Specification	Landscape - 5710mm x 2550mm



Site ID/s	ARR03
Description	Single Wall Display
Location	Arrivals Corridor
Format	PDF
Specification	Landscape - 4150mm x 2550mm



Site ID/s	MC01
Description	Large Single Wall Display
Location	Main Concourse
Format	PDF
Specification	Bespoke

Indoor Advertising Sites

Wall & Door Wraps



Site ID/s	MC02
Description	Single Wall Display
Location	Terminal Entrance / Main Concourse
Format	PDF
Specification	Landscape - 4025mm x 2915mm



Site ID/s	MC03
Description	Large Wall Wrap
Location	Security Entrance / Main Concourse
Format	PDF
Specification	Bespoke



Site ID/s	ENT01 / ENT02
Description	Entrance Doors & Surround (double-sided)
Location	Terminal Entrance
Format	PDF
Specification	Bespoke



Site ID/s	EXT01 / EXT02
Description	Exit Doors & Surround (double-sided)
Location	Terminal Exit
Format	PDF
Specification	Bespoke

Indoor Advertising Sites

Posters & TV Screens



Site ID/s	DA26 / DA27
Description	Static Poster
Location	Terminal Entrance
Format	PDF
Specification	Portrait - 625mm x 685mm



Site ID/s	DA32
Description	Static Poster
Location	Arrivals Exit
Format	PDF
Specification	Portrait - A1



Site ID/s	DA28 / DA29 / DA30 / DA31
Description	Static Poster
Location	Arrivals Exit / Main Concourse
Format	PDF
Specification	Portrait - A3



Site ID/s	DIG09 / DIG10 / DIG11 / DIG12
Description	Overhead Screens in Seated Areas
Location	Arrivals / Security / Departures
Format	Digital - JPEG/PNG/MP4
Specification	Landscape - 1920px x 1080px

Bespoke Opportunities



Site ID/s	BG01
Description	Baggage Carousel
Location	Arrivals - Baggage Reclaim
Requirement/s	1 Year Booking Period



Site ID/s	BT01
Description	Baggage Trolleys
Location	All Airport Zones
Requirement/s	1 Year Booking Period



Site ID/s	TNI01
Description	Sponsorship of Tourism NI Zone
Location	Main Concourse / Terminal Exit
Requirement/s	1 Year Booking Period



Site ID/s	BH01
Description	Sponsorship of Business Hub
Location	Departures
Requirement/s	1 Year Booking Period



Site ID/s	LG01
Description	Sponsorship of Business Lounge
Location	Amelia Earhart Lounge
Requirement/s	1 Year Booking Period

Advertising Rate Card

*Minimum 3 month booking period. Rates include print & install charges for applicable sites.

Site ID	Cost (Monthly Rate*)
DA01	£850
DA02	£600
DA03	£300
DA04	£200
DA05	£200
DA06	£200
DA07	£200
DA08	£200
DA09	£1000
DA10	£1000
DA11	£300
DA12	£300
DA13	£360
DA14	£360
DA15	£360
DA16	£360
DA17	£300
DA18	£250
DA19	£200
DA20	£200

Site ID	Cost (Monthly Rate*)
DA21	£150
DA22	£150
DA23	£600
DA24	£500
DA25	£500
DA26	£80
DA27	£80
DA28	£80
DA29	£80
DA30	£80
DA31	£80
DA32	£100
DB01	£850
DB02	£850

Site ID	Cost (Monthly Rate*)
DIG01	£500
DIG02	£500
DIG03	£200
DIG04	£200
DIG05	£200
DIG06	£250
DIG07	£250
DIG08	£300
DIG09	£50
DIG10	£50
DIG11	£50
DIG12	£50

Site ID	Cost (Monthly Rate*)
ARR01	-
ARR02	£500
ARR03	£500
MC01	£850
MC02	£750
MC03	£1000
ENT01	£500
ENT02	£500
EXT01	£500
EXT02	£500
FE01	£1000
FE02	£1000
FE03	£1000
FT01	-
BG01	£400
BT01	£750
TNI01	-
BH01	-
LG01	-



For further information, please contact:

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