



Media Pack 2025

A low-angle photograph of the City of Derry Airport terminal building. The building is white with a grid pattern of windows. The logo and name 'City of Derry AIRPORT' are prominently displayed on the facade. The logo consists of seven colorful icons (green, orange, blue, purple, yellow, blue, red) representing different types of passengers, followed by the text 'City of Derry' in a large, black, cursive font and 'AIRPORT' in a smaller, black, sans-serif font below it. The sky is blue with some white 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 225k passengers annually**, with the **capacity to transport 650k**. Increased passenger numbers are forecast following the recent expansion of services.
- Direct services include **London Heathrow & Glasgow** with **Loganair**, **Edinburgh & Liverpool** with **easyJet**, **Manchester & Birmingham** with **Ryanair**, **Verona** with **Topflight for Schools**, and **Lourdes** with **Joe Walsh Tours**, 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) |



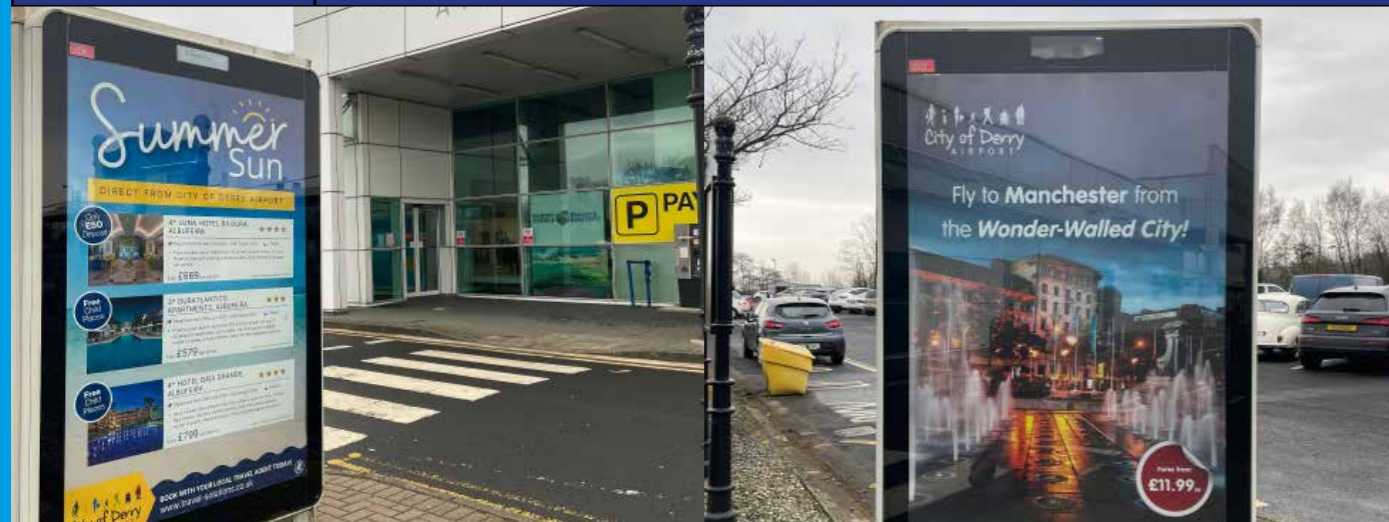
| | |
|----------------------|--|
| Site ID/s | DB01 / DB02 |
| Description | Static Diabond Signage |
| Location | Exterior Carpark Entrance |
| Format | PDF |
| Specification | Portrait - 4880mm x 2440mm (plus 30mm bleed) |

Outdoor Advertising Sites

Lightboxes



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



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|----------------------|--|
| 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



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|----------------------|--|
| 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 |



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|---------------|----------------------------|
| Site ID/s | DIG08 |
| Description | Panoramic Digital Screen |
| Location | Arrivals - Baggage Reclaim |
| Format | JPEG/PNG/MP4 |
| Specification | Landscape - 3000px x 500px |



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



| | |
|---------------|---------------------------|
| 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) |



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|----------------------|--|
| 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 | DA03 |
| Description | Static Backlit Lightbox |
| Location | Main Concourse / Terminal Exit |
| Format | PDF |
| Specification | Landscape - 3975mm x 590mm (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 | DA12 |
| Description | Static Flexiface Lightbox |
| Location | Arrivals - Baggage Reclaim |
| Format | PDF |
| Specification | Landscape - 3000mm x 1500mm (plus 30mm bleed) |



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



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|----------------------|---|
| 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) |



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



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|----------------------|---|
| 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



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



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



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



| | |
|----------------------|---|
| 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 | ARR03 |
| Description | Single Wall Display |
| Location | Arrivals Corridor |
| Format | PDF |
| Specification | Landscape - 4150mm x 2550mm |



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



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|----------------------|---------------------------|
| 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 |



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|----------------------|--|
| 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 | Site ID/s | BT01 |
| Description | Baggage Carousel | Description | Baggage Trolleys |
| Location | Arrivals - Baggage Reclaim | Location | All Airport Zones |
| Requirement/s | 1 Year Booking Period | 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 | TNI01 |
| Description | Sponsorship of Tourism NI Zone |
| Location | Main Concourse / Terminal Exit |
| Requirement/s | 1 Year Booking Period |



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|----------------------|--------------------------------|
| 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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