

Kangaroo Island Airport

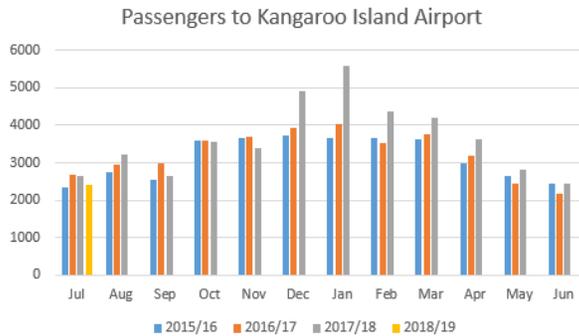
The Kangaroo Island Airport upgrade finished in June 2018 and included a runway extension to allow for larger planes to land as well as a brand new terminal.

There are a number of digital screens throughout the terminal providing businesses with a new advertising opportunity.

Passenger Numbers

In 2018, over 40,000 passengers passed through the airport and this number is expected to increase in coming years providing a large target audience for advertising.

Want to Advertise?



For more information contact Council on 08 8553 4500.

Please note: If an advert is deemed inappropriate by Council, it will not be accepted.

Airport and Flights

The Kangaroo Island Airport is open from 7.00am until after the last flight departs, usually by 7.00pm and currently has two airlines operating from the terminal—Rex and QantasLink. (see flights on back page)

The general flight schedule is:

Arrive	Depart		S	M	T	W	T	F	S
7:40 ADL	8:00 ADL	Rex	#	#	#	#	#	#	#
9:05 MEL	9:30 MEL	Qantas	+						
10:05 ADL	10:30 ADL	Rex	✓	✓	✓	✓	✓	✓	✓
11:55 ADL	12:12 ADL	Qantas	+	✓		✓	+		✓
12:30 ADL	12:50 ADL	Rex	#	#	#	#	#	#	#
12:30 MEL	13:00 MEL	Qantas			+			+	
14:30 ADL	14:50 ADL	Rex	#	#	#	#	#	#	#
18:00 ADL	18:30 ADL	Rex	✓	✓	✓	✓	✓	✓	✓
19:30 ADL	19:50 ADL	Rex	#	#	#	#	#	#	#

+ Peak season only # Operated as required

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Airport Advertising 2019-20



Digital screens

The following screens are available for digital advertising:

- 1 screen at each of the 4 Boarding Gates (available when not in use)
- 1 screen at 4 of the Check in Counters (available when not in use)
- 1 screen at Carousel (not currently available but planned for future inclusion)
- Double sided Flight Information Display Screen (FIDS) (alternating between FIDS information and adverts)

When screens are available for advertising, all ads will be displayed within a loop (length of loop depends on number of advertisers but likely to be approximately 10 minutes) interspersed with general notices throughout the day.*

Digital Adverts

Ads can be either 30 seconds or 60 seconds long and be a static digital ad or video.

Specifications:

- Static Images to be supplied at 3840px (W) X 2160px (H) @ 72dpi (RGB) in JPEG, PNG or TIF
- Video Files to be supplied at 3840px (W) X 2160px (H) in AVI, MPEG or MP4 with exact lengths of 30 seconds or 60 seconds. Please note there is no sound for the videos.

* As loops will always start at the beginning when activated, order of ads will differ on each screen.

** Any questions regarding the setup of artwork for the Kangaroo Island Airport Displays can be forwarded to adam.huddleston@launchpads.com.au

Advertising Packages

- **Standard Package (\$825.90)**
One 30 second ad (still or video) displayed once during the advertising loop on each digital screen from 1 July to 30 June. Includes installation of one ready-made digital advert or video.
- **Double Package (\$1608.20)**
One 60 second ad or 2 x 30 second ads (still or video) displayed once during the advertising loop on each digital screen from 1 July to 30 June. Includes installation of one ready-made digital advert or video.
- **Basic Package (\$490.60)**
One 30 second ad (still or video) displayed once during the advertising loop on half of the digital screens (ie 2 Boarding Gate screens and 3 Check In Counter screens) from 1 July to 30 June. Includes installation of one ready-made digital advert or video.
- **Event Package (\$133)**
One 30 second ad (still or video) displayed once during the advertising loop on each digital screen for a 4 week period leading up to the Event. Includes installation of one ready-made digital advert or video.

Adverts can be changed during the advertising period. The fee for implementation of a ready-made advert or video into the system is \$39.00 ex GST.

Additional Specifications**



The Kangaroo Island “sparkle” is always (255,255,255) RGB White with a 10% opacity. The Kangaroo Island Airport Logo will be altered to a colour with overlays the background image the best, as to always be visible.

Extras

Advertisers can be listed on the Information Touchscreens with a link to their website.

Advertisers can have their upcoming events listed on the Events screen (displayed periodically on the screens)