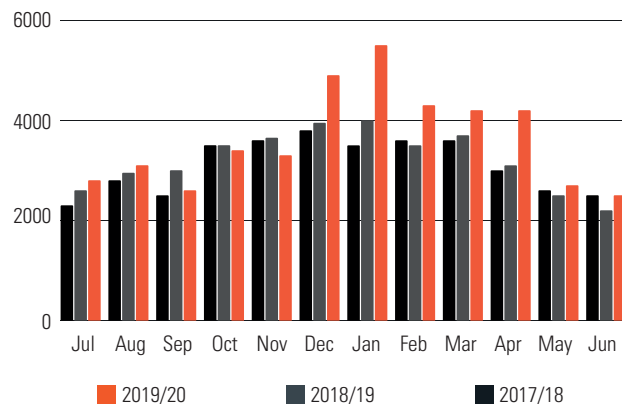


KANGAROO ISLAND AIRPORT

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 business-es 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 LaunchPADS on 1300 321 100.

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



OUR OFFICE

Shop 4 / 54 - 56 Grange Road,
Welland SA 5007 Australia

ABN 46 614 713 843

Phone: 1300 321 100

Email: advertising@launchpads.group



AIRPORT ADVERTISING

KANGAROO ISLAND AIRPORT



DIGITAL SCREENS

The following screens are available for digital advertising:

- Screens at each of the 4 Boarding Gates (available when not in use)
- Screen at 6 of the Check in Counters (available when not in use)
- Screen at baggage carousel (not currently available but planned for future inclusion)

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.*

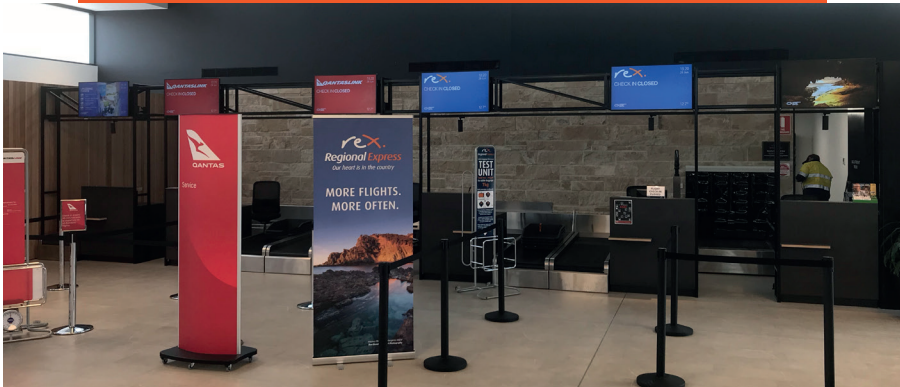
DIGITAL ADVERTS

Ads can be either 15, 30 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 15, 30 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.



ADVERTISING PACKAGES

Standard Package

One 15 second ad (still or video) displayed once during the advertising loop on each digital screen for 1 year from start date. Includes installation of one ready-made digital advert or video.

Double Package

One 30 second ad or 2 x 15 second ads (still or video) displayed once during the advertising loop on each digital screen for 1 year from start date. Includes installation of one ready-made digital advert or video.

Basic Package

One 15 second ad (still or video) displayed once during the advertising loop on half of the screens (i.e., 2 Boarding Gate screens and 3 Check in Counter screens) for 1 year from start date. Includes installation of one ready-made digital advert or video.

Event Package

One 15 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.

Custom requirements – Please contact for pricing

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)

AIRPORT & 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.

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