

Capture High-Flying Attention: Advertise at Whakatane Airport!

Reach a Targeted Audience & Boost Your Brand with Prime Advertising Space

We offer a unique opportunity to showcase your business to a captive audience of travellers and tourists actively seeking experiences in the Bay of Plenty region.

With travellers coming from 1-1.5 hours across the bay we are the airport of choice for many of our rural and remote community. Connecting flights across the country and internationally.

The Whakatāne airport receives approximately 20,000 passengers per year, many of whom are greeted and farewelled by friends and family. Air Chathams has an average of 19 flights per week, and newly arrived SunAir will have 10 flights per week. We estimate that around 42,000 people visit the airport annually.

In addition, Whakatāne Airport is the gateway for promotional flights such as White Island scenic flights. Recently, the Whakatāne Aeroclub has been organising events, bringing even more members of our local community to the airport.

WHAKATĀNE AIRPORT
Our operators



Sunair Aviation Ltd



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The Whakatāne District Council recognises the excellent opportunities the Airport provides for successful advertising and business promotion across the district. For this reason, we have put together a range of airport advertising packages.

The coordination of the advertising options is managed by
Stellar Creative Marketing.

For booking please contact:

Cherie Stevenson cherie@stellarcreative.co.nz

021 216 1103



STELLAR
CREATIVEMARKETING

Stellar Creative Marketing

Backed by over 15 years of advertising and marketing experience, including the past eight as a Whakatāne Marketing Agency, we understand the local market and how to create impactful campaigns.

We've helped numerous businesses thrive through strategic promotion and high-profile marketing.



Why Advertise at Whakatāne Airport?

- **Targeted Reach:** Capture the attention of approximately 42,000 passengers annually.
- **Prime Location:** Dominate the visual landscape with prominent billboard placements and strategically positioned posters and video adverts throughout the terminal.
- **Captive Audience:** Travellers are engaged and receptive to messaging while waiting for flights.
- **Positive Associations:** Link your brand with the excitement of travel and exploration.
- **Memorable Impact:** Create lasting impressions with high-quality visuals and clear messaging.

Our Advertising Solutions

We offer a range of advertising options to suit your needs and budget:

- **High-Impact Billboards:** Make a bold statement with our strategically located, large-format billboards.
- **Engaging Terminal Posters:** Increase brand awareness with strategically placed posters throughout the terminal.
- **High Quality Video Adverts:** Entertain and inform a captive audience using two large TV screens in the check-in and waiting area.

Advertising Options

Signage

There are several billboard signage options viewable on the way into the airport.

Sign	Format	Size	Cost Monthly +GST	Availability
Roadside Wedge sign	Landscape, wedge single-sided (viewable when entering and departing the airport)	2440mm (W) x 1220mm (H)	\$380	2 x signs

Print and Design Costs

Complete signs can be supplied for installation or artwork can be supplied by an advertiser for print and installation. Design, print and install costs to be quoted separately (as below).

Sign	Specs	Cost + GST
Design	Logo and brand supplied as well as any images	\$95 an hour
Corflute Substrate & Install	Corflute substrate with 5 year print and laminate	\$640
ACM substrate & Install	ACM substrate with 5 year print and laminate (recommended)	\$650

Brochures

Option	Cost
Brochure stand (Airport only)	\$150 / year

TV Advertising

TV	Specs	Location	Length	Cost Per month + GST
1x 55inch HD screen Video or static adverts	MP4, AVI are the preferred digital video formats. For static PDF or JPG are the preferred digital image formats. Displayed in landscape orientation with an image size of 1920px wide by 880px high	Inside Airport Terminal	0 - 1 min	\$150
			1 - 5 mins	\$200
			5 > mins	\$250

First month free for bookings made between 1 Jun - 31 August 2025.

Material can be changed out during the booking period if required. Lead times will apply.
 Any questions or for booking please contact: Cherie Stevenson cherie@stellarcreative.co.nz

+6421 216 1103

AIRPORT ADVERTISING BOOKING FORM

Advertiser's details

Business name	
Physical address	
Physical address	
Postal address	
Contact Name	
Mobile Phone	
Email Address	

Ad Placement Details

Sign	Size	Cost + GST	Location Preference	Notes	Confirm
Roadside Monthly	2440 (W) X 1220 (H)	\$380			

**Only one Roadside sign is available for non-profit/charity/social enterprise booking.
 Limit is one month only free of charge. Please enquire first for availability.*

Brochures	Cost + GST	Confirm
Brochure stand (Airport only)	\$150/ year	

TV Adverts	Location	Length	Cost + GST	Confirm
1 x 55inch HD screen Video Monthly	Inside Airport Terminal	0 – 1 min	\$150	
		1 – 5 mins	\$200	
		5 > mins	\$250	

Specs for screen: MP4, AVI are the preferred digital video formats. PDF or JPG are the preferred digital image formats. Videos will be displayed in landscape orientation with an image size of 1920px wide by 880px high. Send booking form to Cherie Stevenson
cherie@stellarcreative.co.nz Ph: 021 216 1103 *Thank you for your order. You will be contacted with a contract and terms and conditions.*