

Kia ora and thank you for your enquiry into advertising at Whakatāne Airport,

The airport currently has approximately 20,000 passengers coming through per year, many of whom are greeted and farewelled by friends and family. In addition, Whakatāne Airport is the gateway for promotional flights such as the Sunshine and a Plate events, Air Chatham's DC3 'Fly Back in Time' and White Island scenic flights.

There are also a number of services that operate through the terminal including:

Airport Terminal Services

- Air Chathams Flight schedule (19 flights per week)
- White Island Flights (Booking Office soon to be adjacent to Terminal Office, bringing greater foot traffic)
- Café
- JNP Shuttles
- Hertz Rent-a-car
- Air Chathams Freight Service

Airport Services

- Aero-Hire - Flight training
- Aero-Hire - Flight Simulator
- Kahu Helicopters
- SunAir

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.

Advertising Options

Signage

There are several signage options viewable from either the terminal or runway. There is also signage space available on the carpark fences.

The cost will include printing and installation, with artwork to be provided by the advertiser. Files to be supplied in

Sign	Location	Format	Size	Cost	Availability
Roadside Wedge sign	Right hand side as you enter the airport carpark	Landscape, wedge single-sided (viewable when entering and departing Airport)	2440mm (wide) x 1220 (high) mm	\$1,380	2 x signs
Runway Fence	Facing the runway	Portrait ACM 3mm	2150mm (high) x 1170mm (wide)mm	\$1,200	4 x signs
Runway Fence	Facing the Terminal	Portrait ACM 3mm	2150mm (high) x 1170mm (wide)mm	\$1,200	4 x signs
Carpark Fence	Facing the carpark	Portrait ACM 3mm	2150mm (high) x 1170mm (wide)mm	\$1,200	5 x signs
Carpark Fence	Facing the runway	Portrait ACM 3mm	2150mm (high) x 1170mm (wide)mm	\$1,200	5 x signs

Please see the pictures provided showing the location of signage sites.

Brochures

Option	Cost
Brochure stand (Airport only)	\$50/ year
Brochure stand (Visitor Information Centre & Airport)	\$175/ year

TV Advertising

TV	Specs	Location	Format	Length	Cost
1x 55inch HD screen - Video	MP4, AVI are the preferred digital video formats. Videos will be displayed in landscape orientation with an image size of 1920px wide by 880px high	Inside Airport Terminal	Video – no sound	0 – 1 mins	\$120
				1 – 5 mins	\$240
				5 - 10 mins	\$480
				10 – 15 mins	\$720
1x 55inch HD screen - Static advertisement	PDF or JPG are the preferred digital image formats. Images will be displayed in landscape orientation with an image size of 1920px wide by 880px high.	Inside Airport Terminal	Promo tile, static advertisement		

- Material can be changed out if required. Lead times will apply. Please contact Nikorima Broughton on 027870723 for further information.

Packages -

Quotes can be provided for a mix of advertising elements to meet advertiser's requirements
Please see the booking form below.

AIRPORT ADVERTISING BOOKING FORM

Advertiser's details

Business name _____

Physical address _____

Postal address _____

Contact Name _____

Contact Phone/Mob _____

Mobile _____

Email Address _____

Ad Placement Details

Sign	Location	Format	Size	Cost	Availability	Confirm
1.Roadside Wedge sign	Right hand side as you enter the airport carpark	Landscape, wedge single-sided ACM 3mm	2440mm (wide) x 1220 (high) mm	\$1,380	A	
					B	
2.Runway Fence	Facing the runway	Portrait ACM 3mm	2150mm (high) x 1170mm (wide)mm	\$1,200	A	
					B	
					C	
					D	
3.Runway Fence	Facing the Terminal	Portrait ACM 3mm	2150mm (high) x 1170mm (wide)mm	\$1,200	A	
					B	
					C	
					D	
4.Carpark Fence	Facing the carpark	Portrait ACM 3mm	2150mm (high) x 1170mm (wide)mm	\$1,200	A	
					B	
					C	
					D	
					E	
5.Carpark Fence	Facing the runway	Portrait ACM 3mm	2150mm (high) x 1170mm (wide)mm	\$1,200	A	
					B	
					C	
					D	
					E	

Brochures		Cost	Confirm			
Brochure stand (Airport only)		\$50/ year				
Brochure stand (Visitor Information centre & airport)		\$175/ year				
TV Advertising	Specs	Location	Advertising	Length	Cost	Confirm
1x 55inch HD screen - Video	PDF or JPG are the preferred digital image formats. Images will be displayed in landscape orientation with an image size of 1920px wide by 880px high.	Inside Airport Terminal	Video – no sound	0 – 1 mins	\$120	
				1 – 5 mins	\$240	
				5 - 10 mins	\$480	
				10 – 15 mins	\$720	
1x 55inch HD screen - Static advertisement	MP4, AVI are the preferred digital video formats. Videos will be displayed in landscape orientation with an image size of 1920px wide by 880px high	Inside Airport Terminal	Promo tile, static advertisement			

Any questions or for booking please contact Nikorima Broughton.

Nikorima.broughton@whakatane.govt.nz Ph: 07 306 0500 ext 7559 or 0278070723

Thank you for your order. You will be contacted with a contract and terms and conditions.