



Advertising opportunities at Tallinn Airport



BEST AIRPORT **2018**
UNDER 5 MILLION
PASSENGERS

Tallinn Airport as an advertising place.

The history of Tallinn Airport dates back to 1936, when the first short runway was created near Ülemiste Lake. From that point towards Tallinn Airport has constantly developed and it has been awarded multiple times. The airport is as Tallinn city, which will never be complete as the legend says.

Advertising at Tallinn Airport is a great opportunity, as we have positive image, flexible options and our passengers are excellent clients. They are happy, opened to new solutions and ideas, they are quite wealthy and they have time to get familiar with the advertisements.

Nowadays Tallinn Airport is visited by more than 3 million passengers per year, below are some key indicators of our passengers:

- 45% are Estonians, 15% Russians, 10% English, 5% German, equally 3% are Swedish, Norwegians and Finnish.
- 45% of the passengers are women, 55% are men.
- 10% are less than 25 years old, 30% are 25-35, 25% are 35-44, 20% are 45-54, 10% are 55-64 and 5% are over 65 years old.
- 45% are travelling for business purposes, 30% are going for a holiday and 15% are visiting friends or relatives.
- 73% of holiday passengers and 57% of business passengers are staying in the terminal for more than 1,5 hours.
- Average net income for women is 1200€ and for men 2200€.
- The overall satisfaction score is 4,5 out of 5,0 to the terminal.

Pricelist below will give you a brief overview of our possibilities. For a better view and specific offer, it would be reasonable to visit the terminal together.



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Tallinna Lennujaam numbrites 2018



Terminal size



Nr of taxis / month



ASQ Europe service level



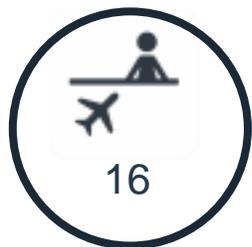
Nr of passengers / year



Nr of passenger average/day



Regular destinations



Regular Airline companies



Web visitors / day



VIP passengers / month



Nr of parking places



Nr of shops and food places



Nr of departing flights / day

Map of the terminal main floor.



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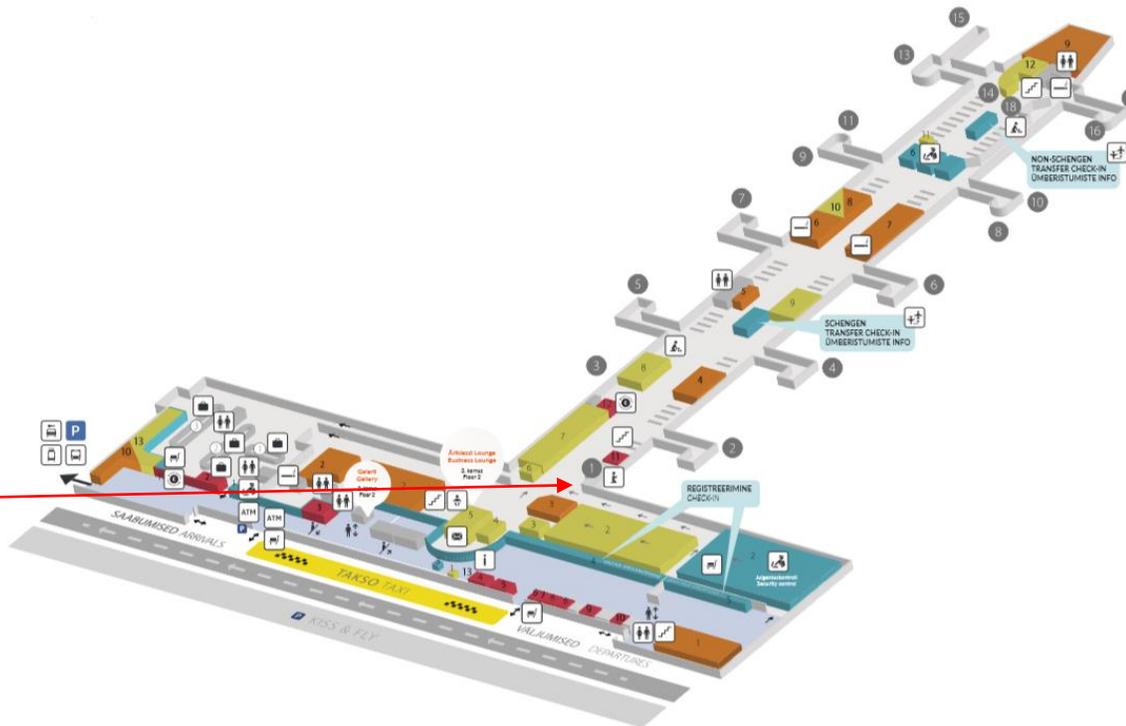
Airside, Schengen.

Advertisements are visible to all departing and to most arriving passengers.



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Lightening Icon in terminal.

The Icon is 2-sides with internal lights. Possible to use in different locations and more than one together to achieve even better visibility.

Dimensions

900 x 2200 mm.



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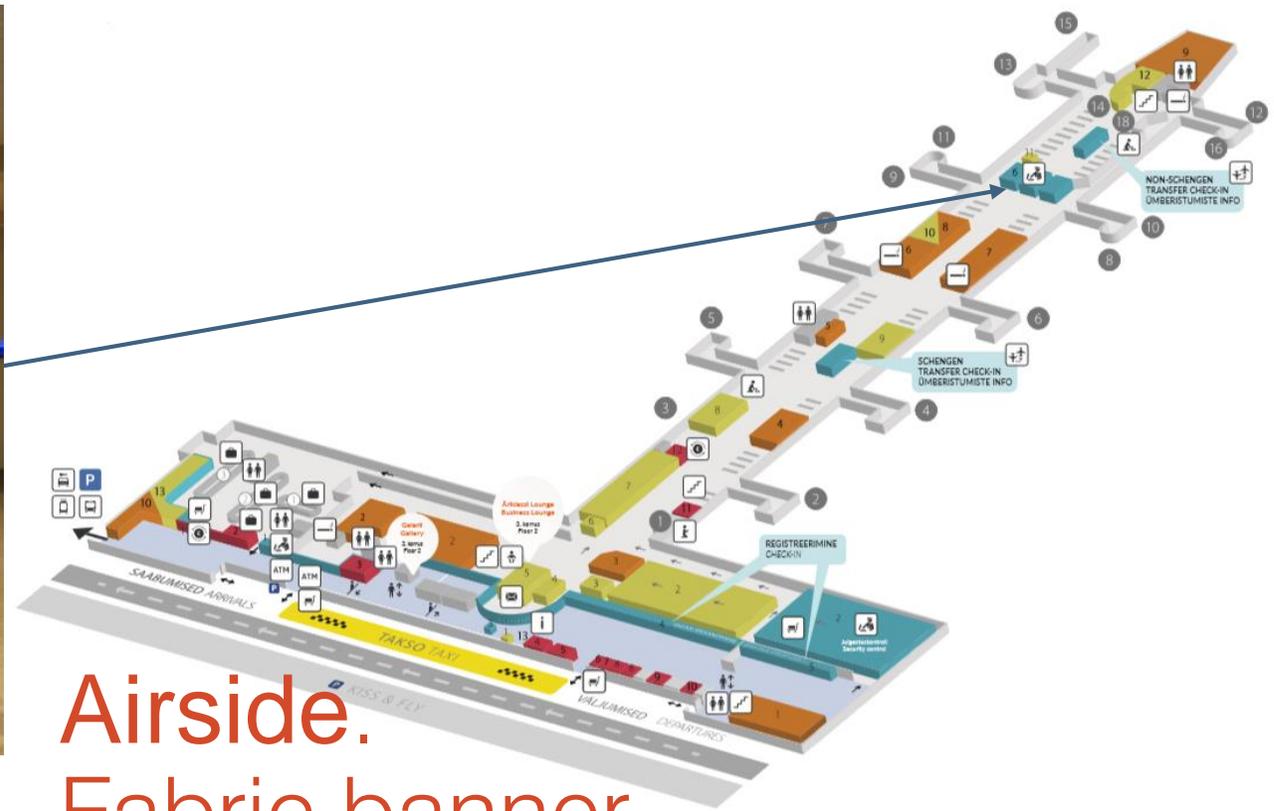
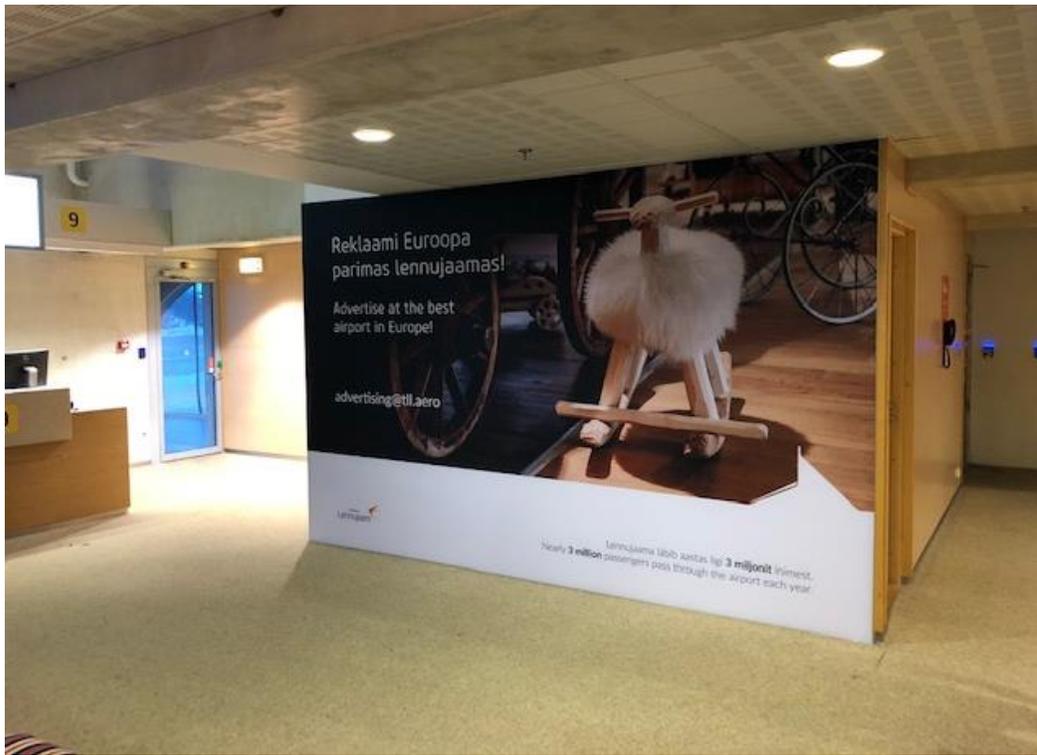




Aquarium.

Unique and fun advertising space is located just in the middle of the terminal, between gates 3/5 and 2/4 and it is therefore visible to all departing passengers. Aquariums top and bottom surface can be covered with your advertisement, possible to add stand with flyers etc. Maintenance of the aquarium is done by the Airport.

Measurements 2350 x 700 x 2390 mm. (LxWxH)



Airside. Fabric banner

Located in the main flight waiting area, close to the Non-Schengen passport control. It is very well visible for Schengen and Non-Schengen passengers.

Measurements 3000 x 2400 mm. (LxWxH)



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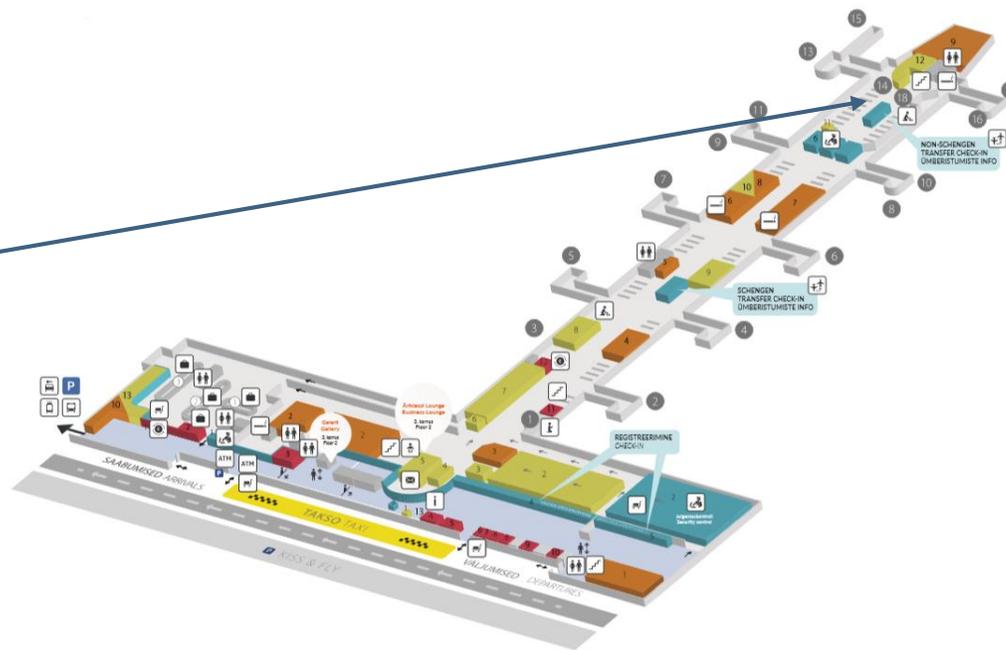
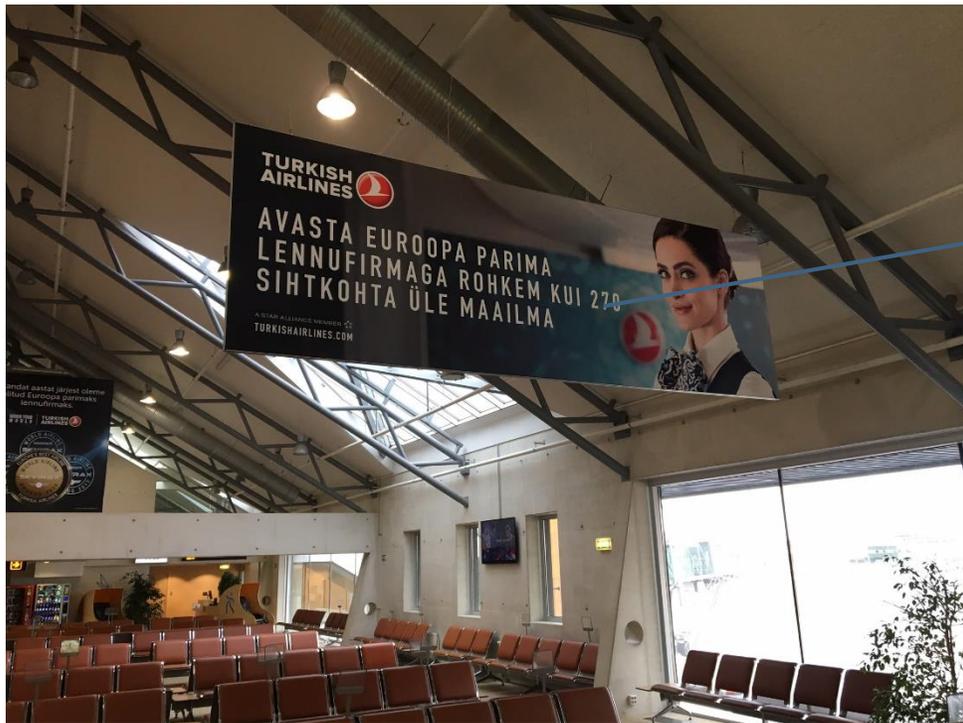
Airside, Non-Schengen.

Surfaces are visible to Non-Schengen departures and/ or arrivals



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Non-Schengen departures. Ceiling banner.

Canvas banner is located in the ceiling of Non-Schengen departures area and it is seen by every Non-Schengen departing passenger and to most Non-Schengen arrivals as well.

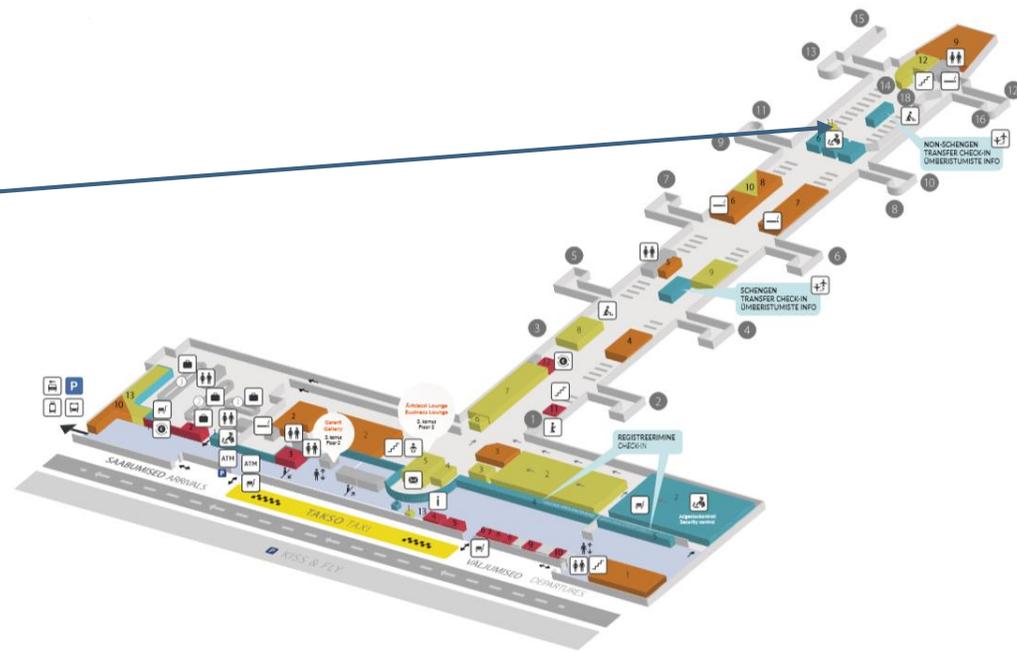
Size

3400 x 1000 mm.



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Non-Schengen departures.

Advertisement space is located in the ceiling of Non-Schengen departures area and it is seen by every Non-Schengen departing passenger and to most Non-Schengen arrivals as well.



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Non-Schengen arrivals. 2 sided Ceiling banner.

Vast ceiling banner is just before Non-Schengen passport control and it will be noticed by all arriving Non-Schengen passengers.

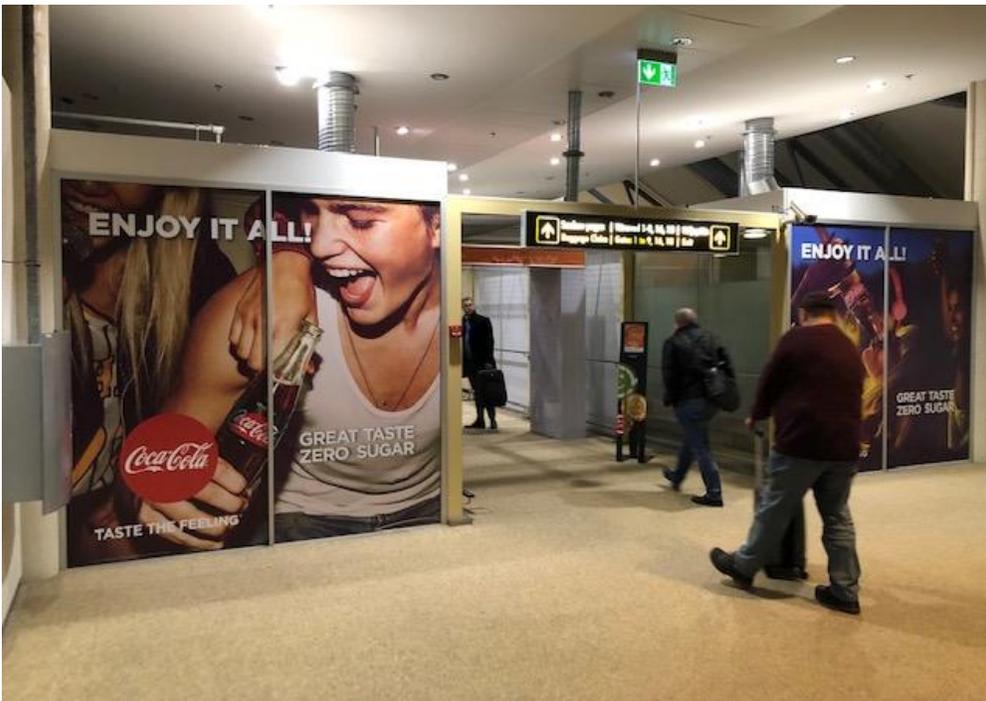
Size

8000 x 1000 mm.



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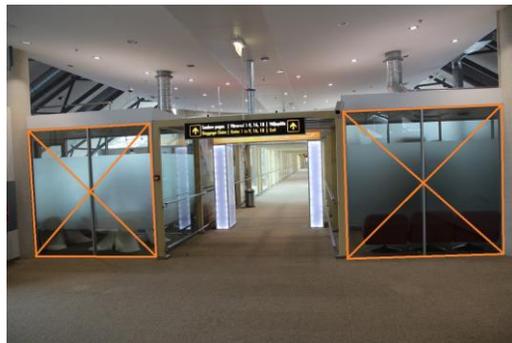




Non-Schengen all arrivals.

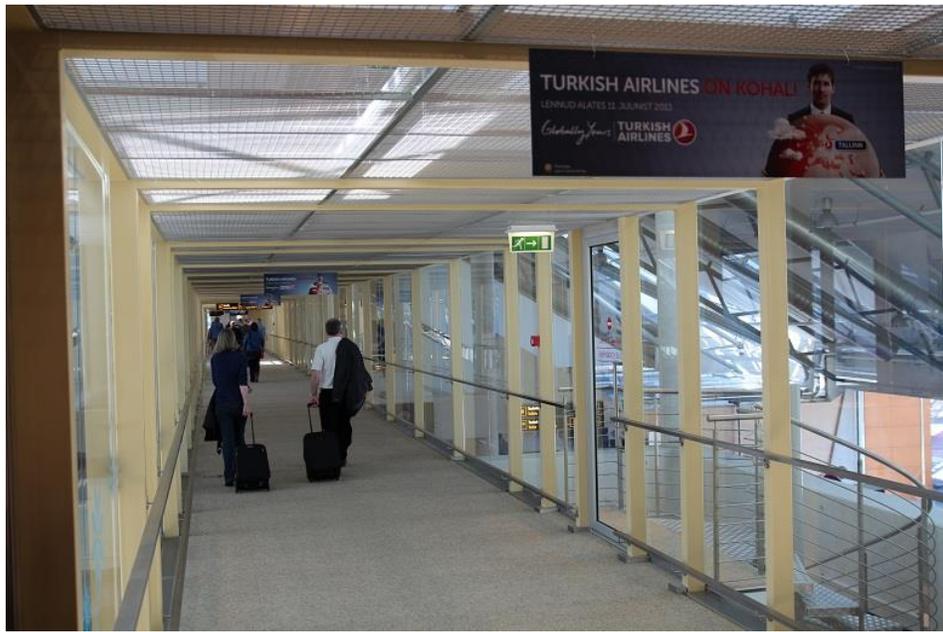
Double-side banners are located after Passport control and visible for all Non-Schengen arrivals.

Dimensions: 2500 X 2420 mm.



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„Ceiling talkers“ in Non-Schengen arrivals corridor.

The whole Non-Schengen arrivals corridor before and after the Passport control and before the luggage area can be marked with so called ceiling talkers.

Size 12 pc-s, a 1000x300mm



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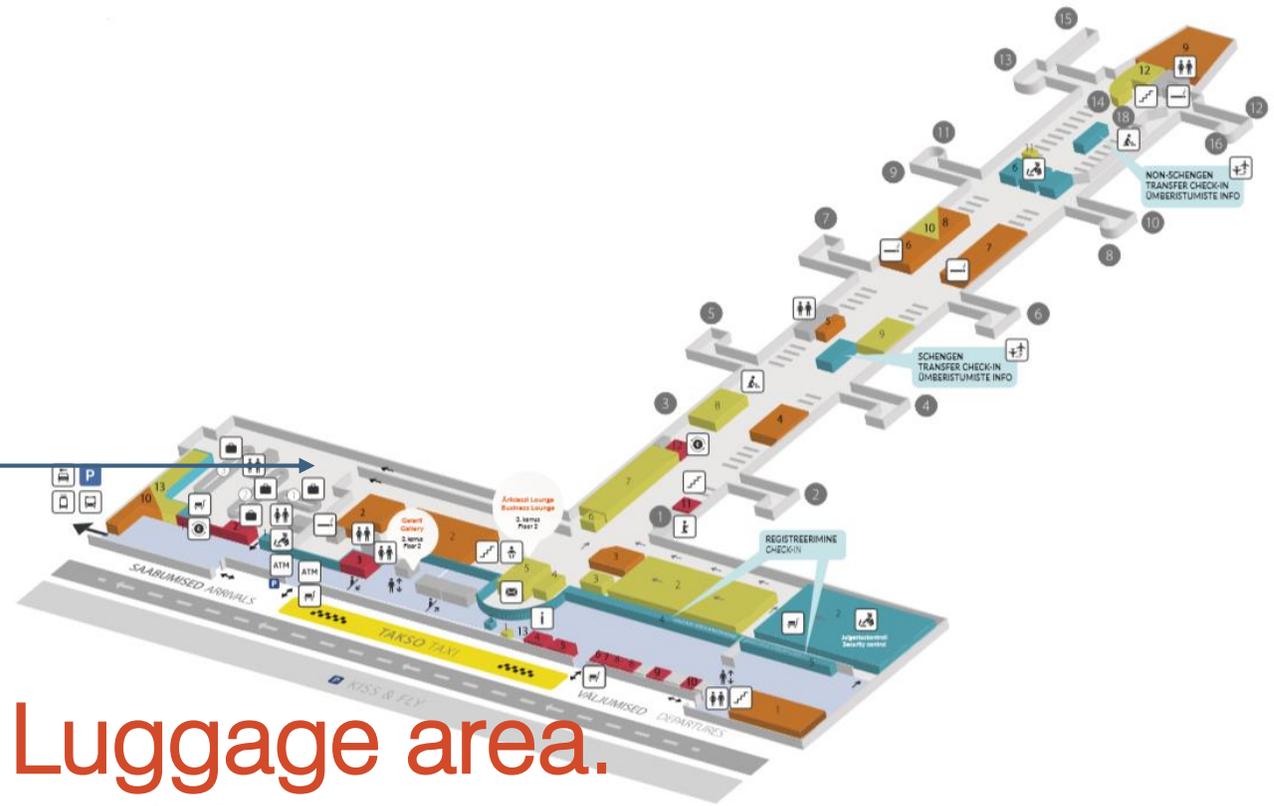
Luggage area.

Advertisements are visible to arriving passengers.



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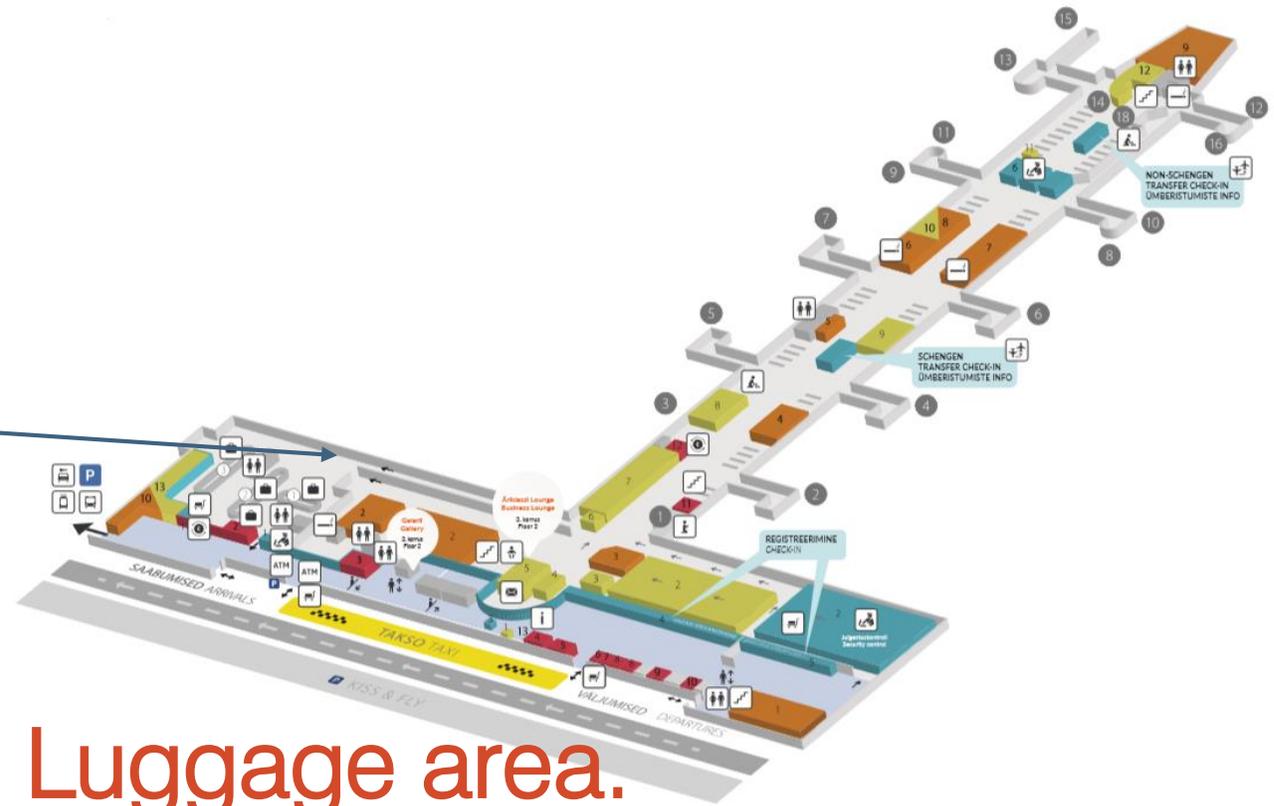
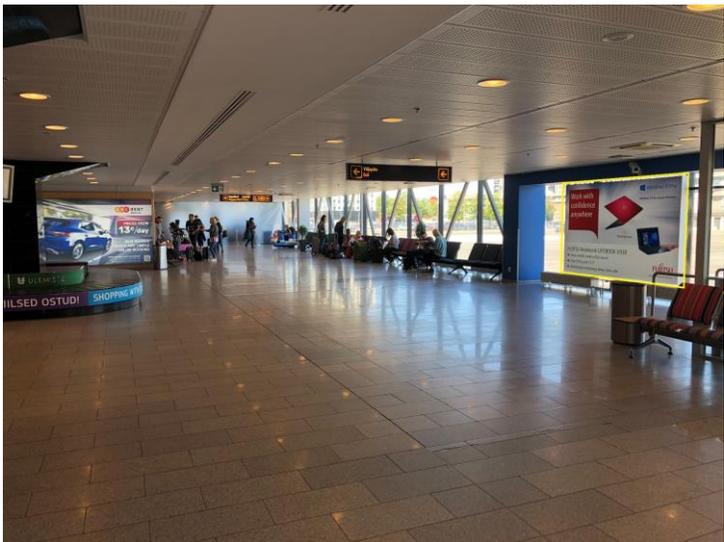
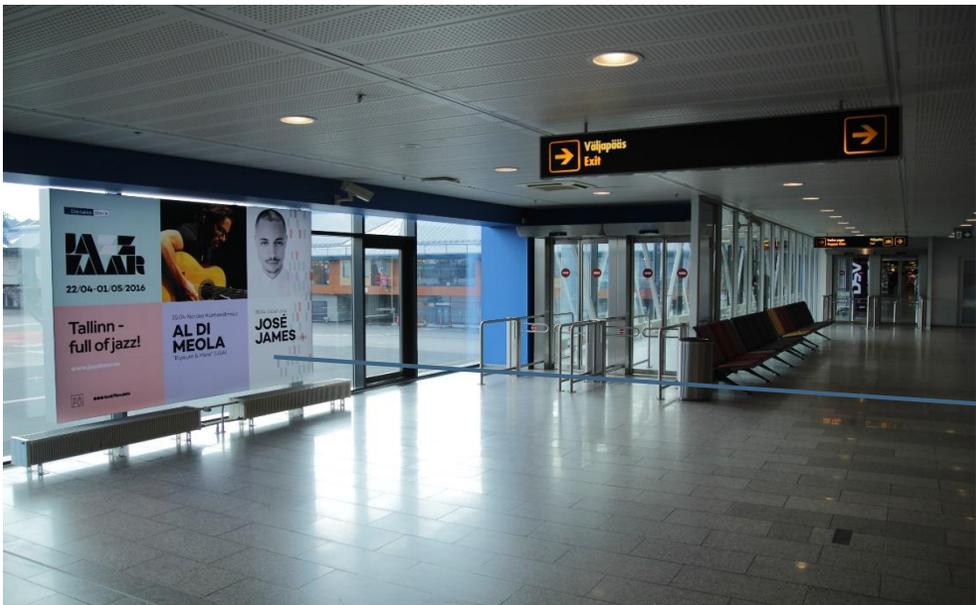


Luggage area. LED lightbox 1.

LED Lightbox is located just after entering the luggage area from the Schengen and Non-Schengen area, therefore it is visible to all arriving passengers.

Size 3550 x 2000 mm.

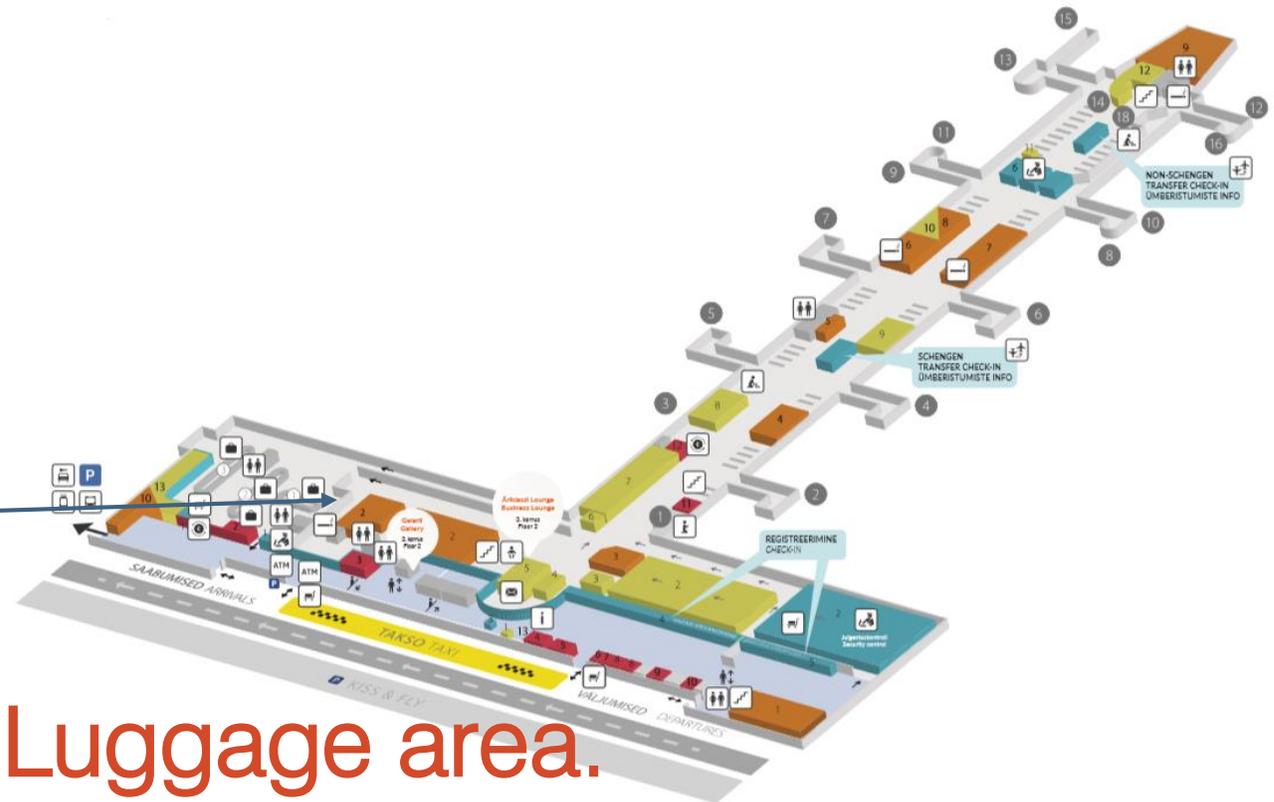
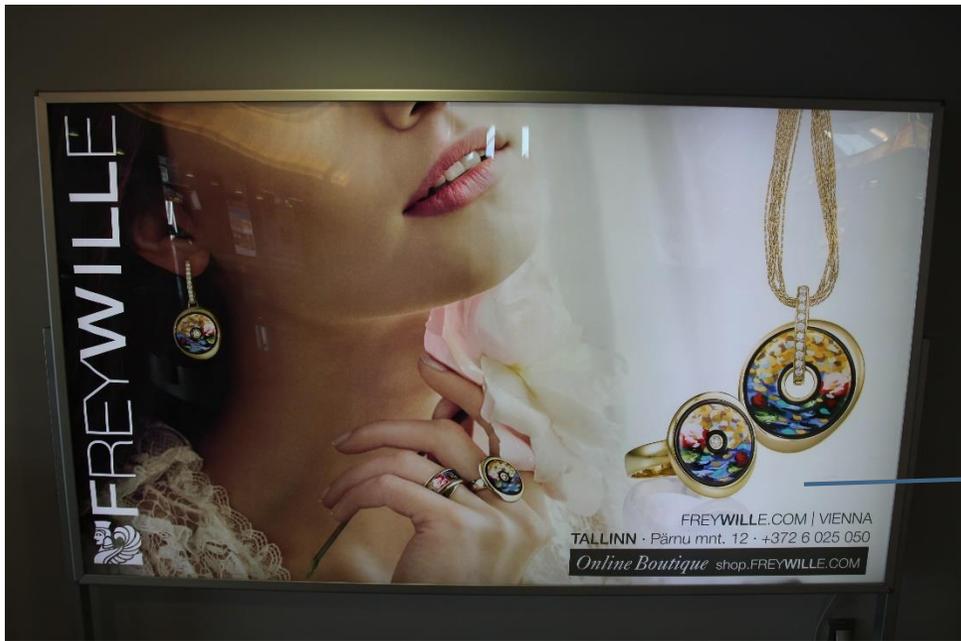




Luggage area. LED lightbox 2.

Lightbox is next to Non-Schengen and Schengen entrance doors to the luggage area and is therefore visible to all arriving passengers.

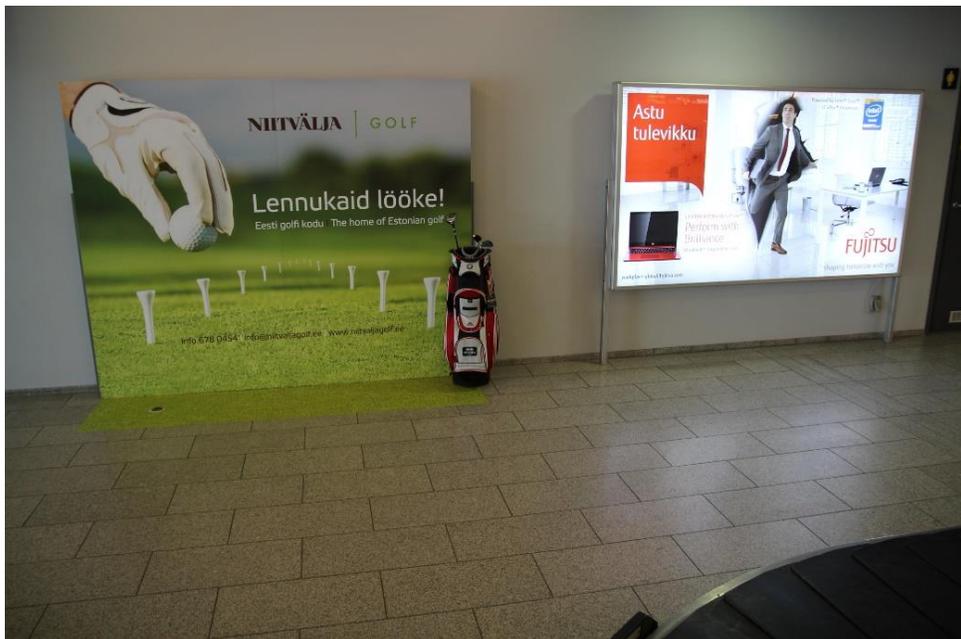
Size 3000 x 2000 mm



Luggage area. LED lightbox 4 & 5.

LED Lightboxes are located next to baggage belt no. 1 and are visible to most of the arriving passengers.

Size 2400 x 1400 mm.



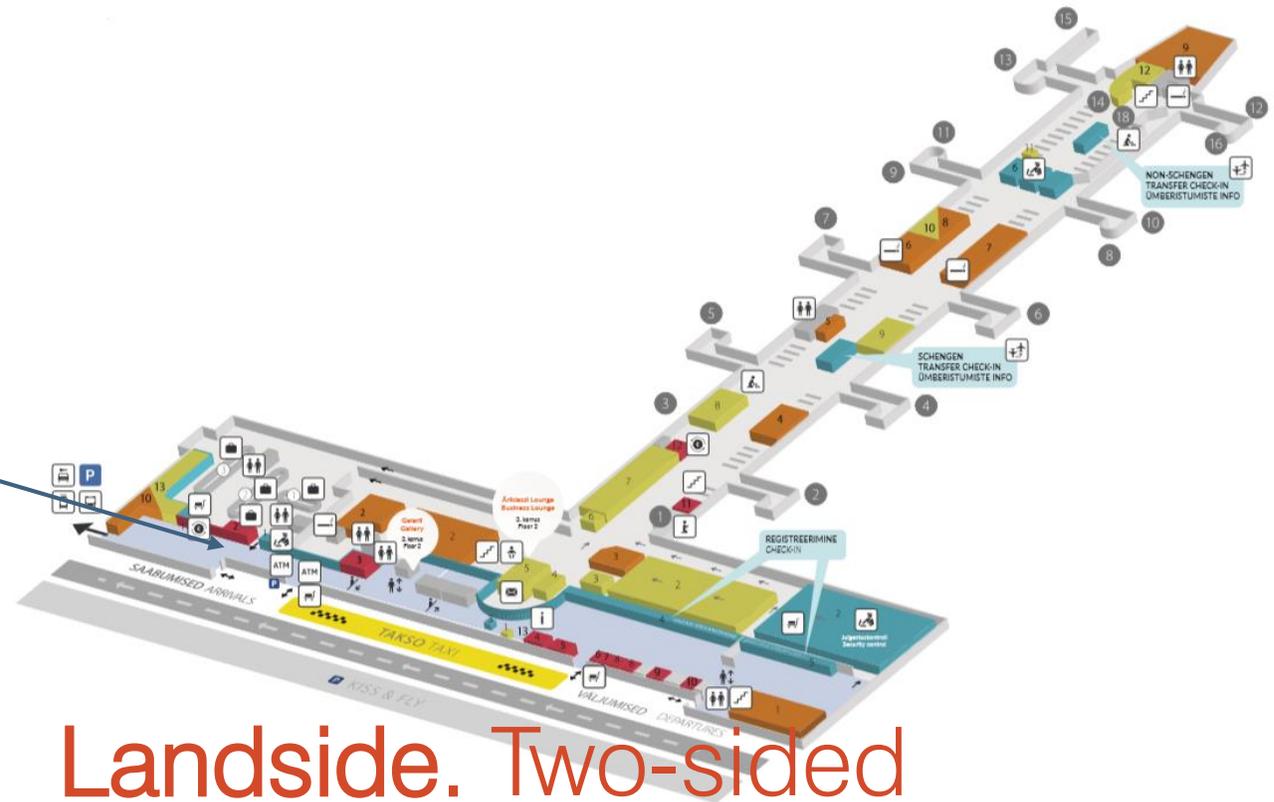
Landside.

Landside is public, therefore the advertisements are visible in addition to the passengers their company, welcomers and visitors as well. Approximately 25% more people than on airside.



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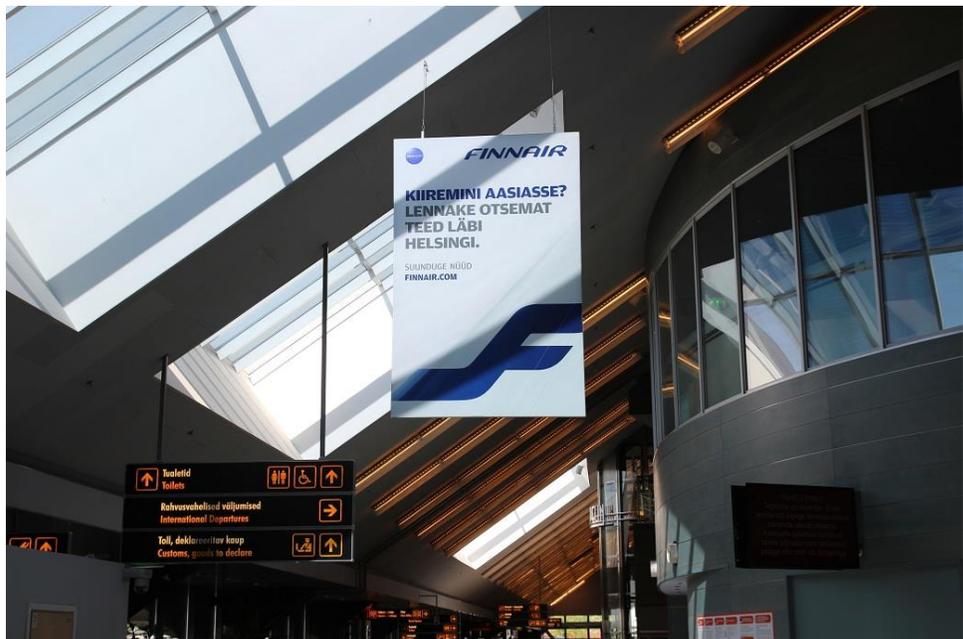


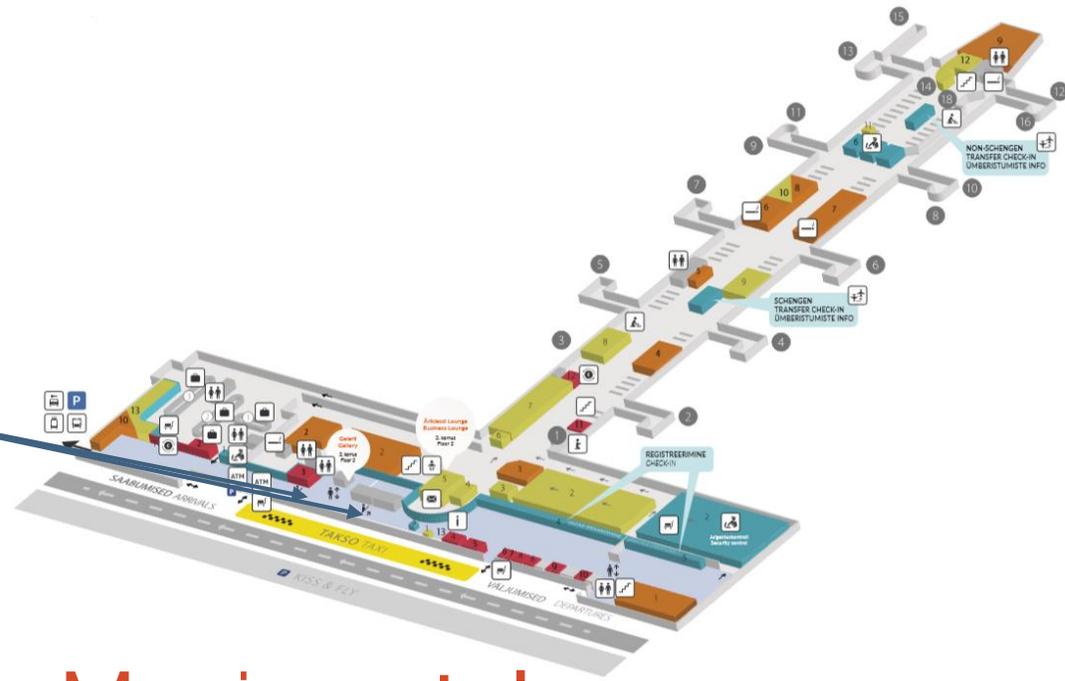
Landside. Two-sided fabric banner.

Two-sided fabric banner is hanging from the ceiling and it can be placed in departures or arrivals hall or between them.

Currently available arrivals hall position.

Size 2 x 1500 x 2300 mm.

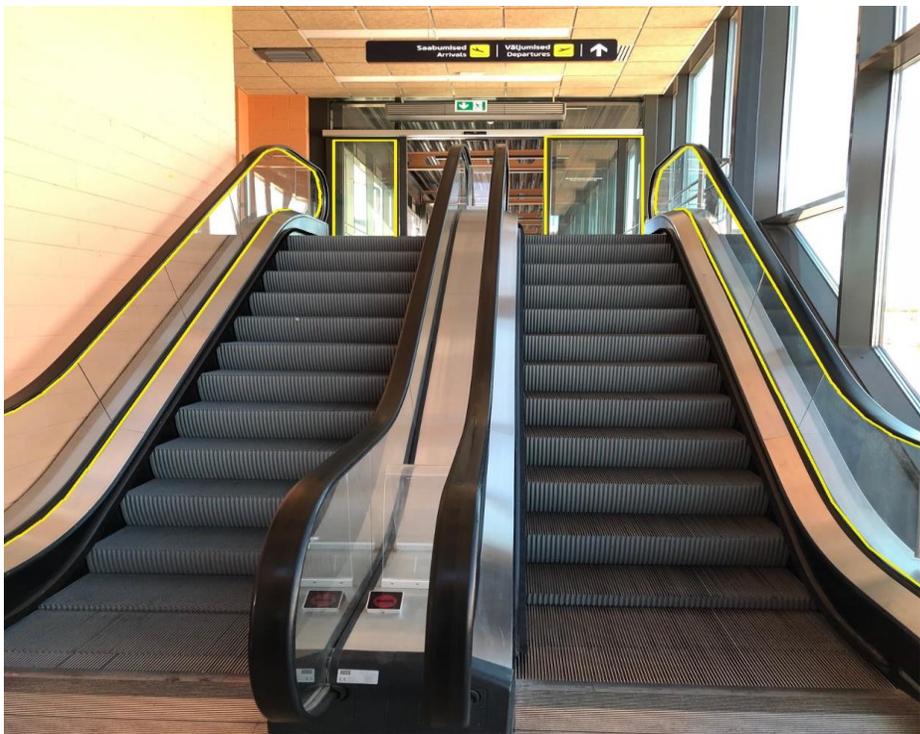




Moving staircase branding.

Opportunity to brand staircase, handles and walls. Staircase is used the most by business clients, bus travelers, tourist groups, car rental clients etc, but it is visible to everyone





Tram terminal.

Airport entrance from public transportation area (trams, buses, outdoor parking). **Moving staircase and access doors branding.**

This is one of the main entrance to the Airport. All departing and arrivals passengers and all other visitors, who are using buses, trams and outdoor parking can see that advertisement. It is very visible with combination of moving staircase + doors.



Other special solutions.

Airport is more than happy to create tailor-made or special solutions.



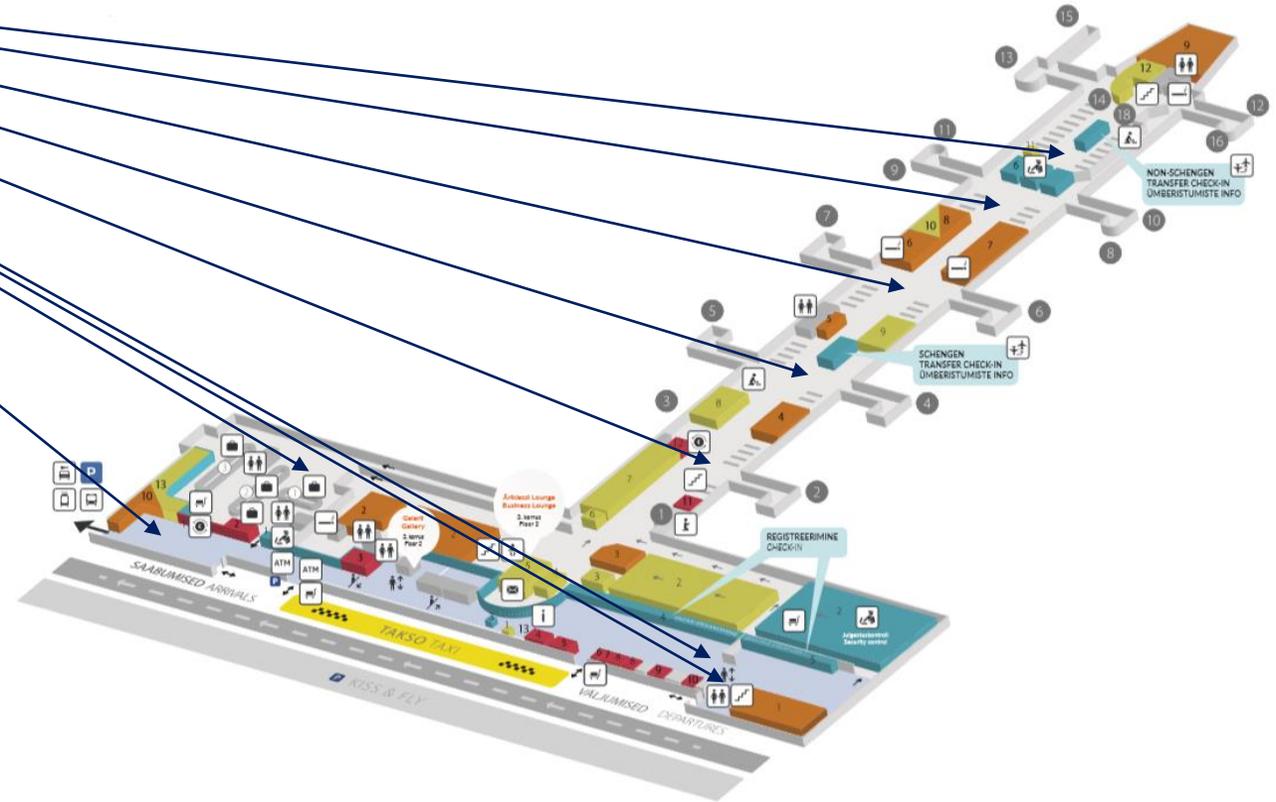
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Trash cans.

Trash cans are located in all areas - land side, Schengen, Non-Schengen and luggage area. All together 8 trash cans in terminal. Each can has 3 sides. You can cover all 3 sides or only 1. Your advertisement is covering all passenger's terminal.

Measurements: 520x660 + 3mm bleed



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	Lennuinfo	Transport	Reisijale	Restoranid	Kauplused	Teenused	Ärikliendile
VÄLJUVAD LENNUD	12:45	JP 7174	Amsterdam - Schiphol	Saabub 13:45	Adria Airways		
	12:50	SN 6579	Brüssel	Saabub 13:14	Brussels Airlines		
	14:00	AF 7972	Pariis - Charles de Gaulle	Saabub 14:00	Air France		
SIHTKOHAD	14:00	SQ 6281	Istanbul - Atatürk	Saabub 14:04	Singapore Airlines		

[→ Vaata kõiki](#)

 LASTEGA REISIJA

 PAGAS

FLY THE SCANDINAVIAN WAY

IGA PÄEV PALJU OTSELENDE SKANDINAAVIASSE NING EDASI ÜLE KOGU MAAILMA

A STAR ALLIANCE MEMBER



BRONEERI KOHE!



Ostud lennujaamast



Reisile täis kõhuga



Äriklassi lounge



VIP-teenindus

Homepage banner.

Cosiest's Airport internet version tallinn-airport.ee is visited by more than 450 000 people per month, over 60 000 unique visitors. Airport's homepage is clean and simple, therefore there are only two banner options without interfering pop-ups etc.

Size:

1570x215px (web) + 650x400px (mob)
jpg, png, gif for moving banner (no flash)



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Check-in kiosk – landside. Digital advertisement on top of the check in display.

Located close to check-in and security area. Visible for passengers and visitors.



Luggage trolleys.

It is about 280 luggage trolleys everyday in use in the Airport, which are located in luggage area, landside, in front of the terminal and in parking places. Advertisement is visible from all sides. Back-side is the biggest, smaller on the basket side, and additionally narrow spaces on both sides of the trolley.



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Branding of smoking areas.

There are four smoking areas in Tallinn Airport, which all can be used to deliver your message.

Smoking areas are located in Schengen area before luggage area, next to Mamma cafe, on second floors of restaurant Subway and pub Legend and in Non-Schengen area, next to restaurant Take Off Two.

Designs of the smoking areas would be done together with the advertising partner.



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Outdoor.

Airport is more than happy to create tailor-made or special solutions.



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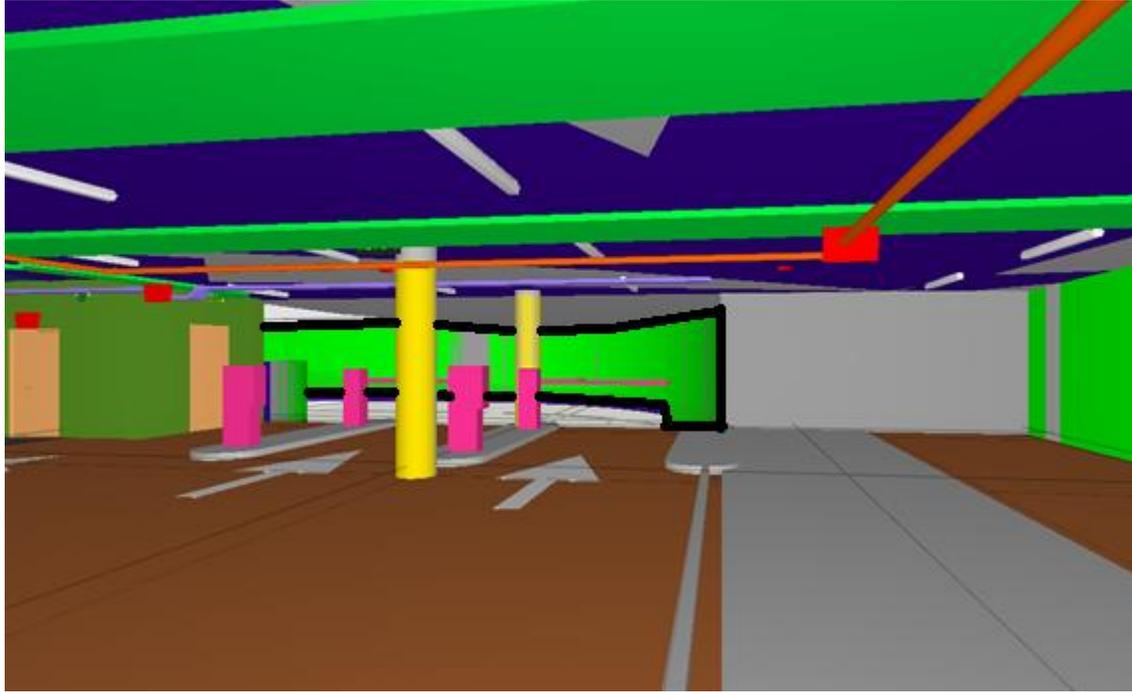
Parking house. 0 floor Parking area

Long wall with direction to exit from the parking house



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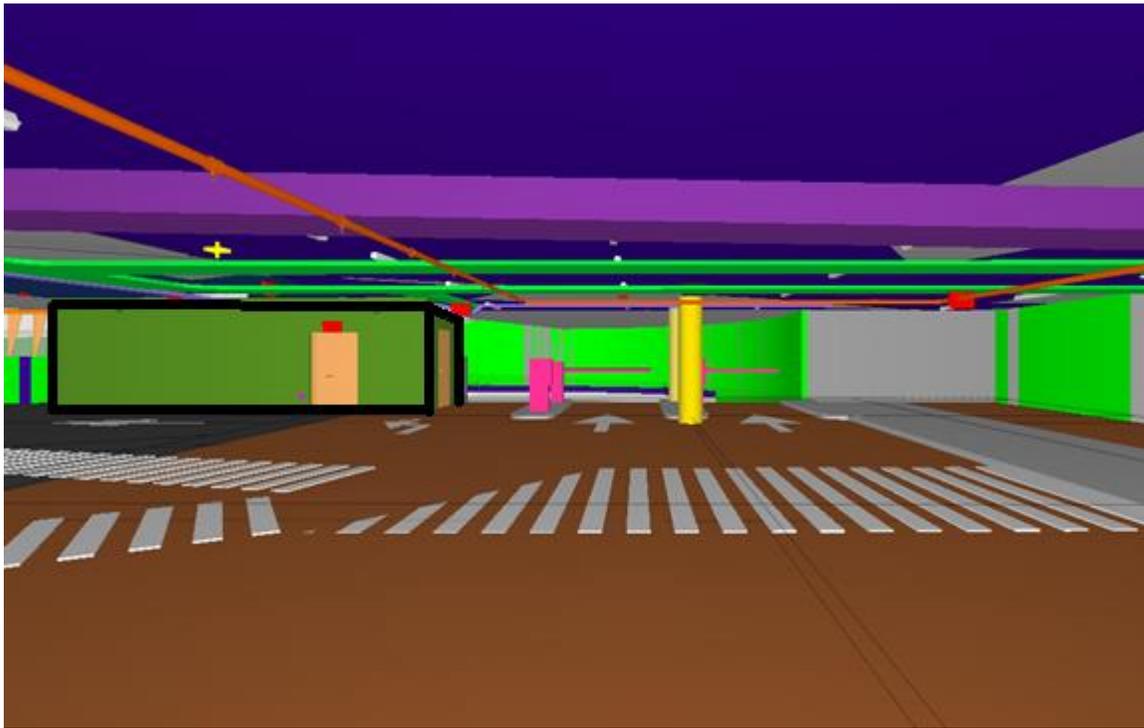


Parking house.
0 floor exit wall



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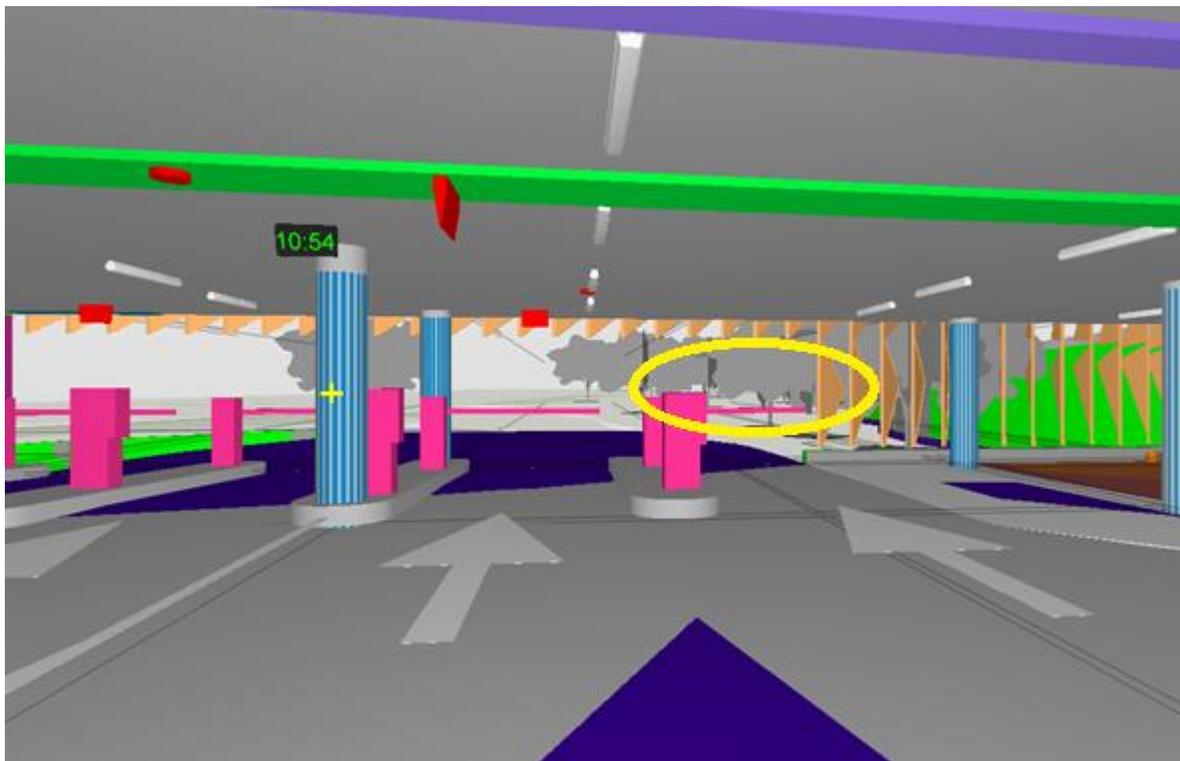


Parking house.
0 floor technical room
walls



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Parking house.
1st floor exit right side
(green area outdoor)



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Parking house.
0 & 1st floor glasses x 3
minimum



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Kiss&Fly Entrance doors (2-sided). Parking area

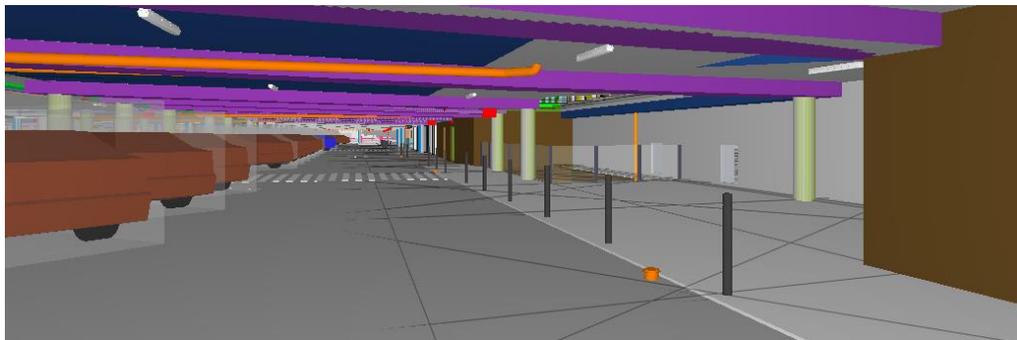
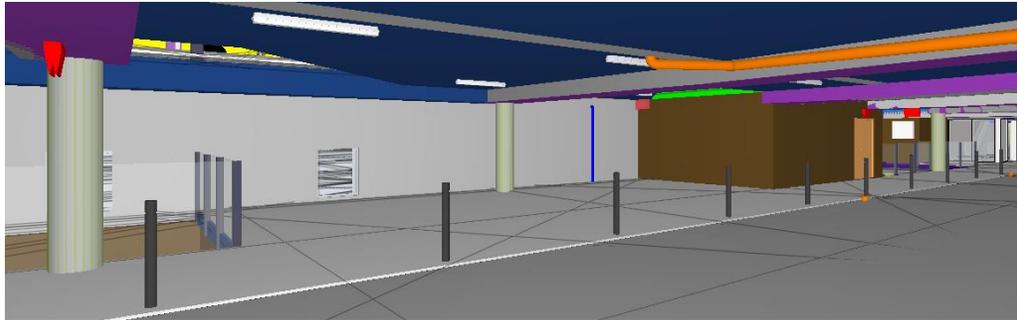
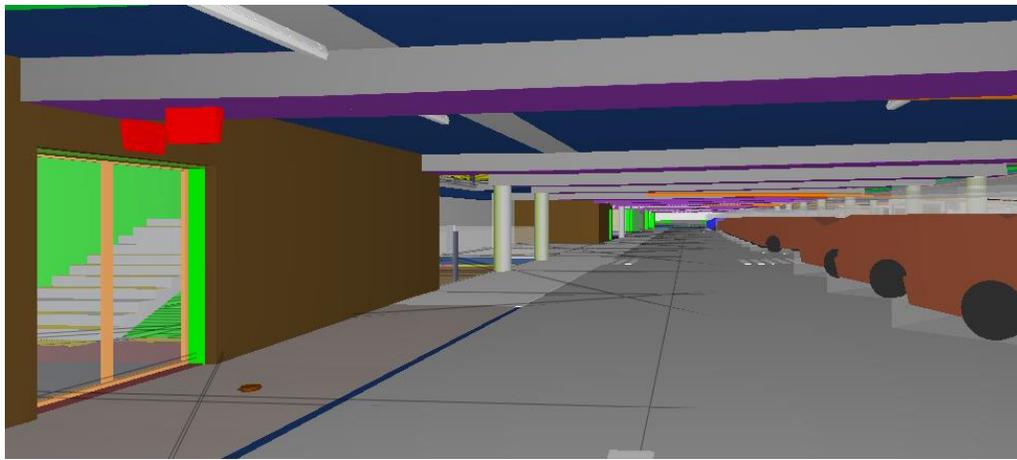


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Parking house. Kiss&Fly main entrance zone

Unique placement in the parking house for a CAR or some other bigger advertisements.



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Parking house. 2 floor entrance to parking and taxi area

Back-up entrance, which is usually closed between taxi entrance on the right side and 2 floor parking area entrance on the left side.

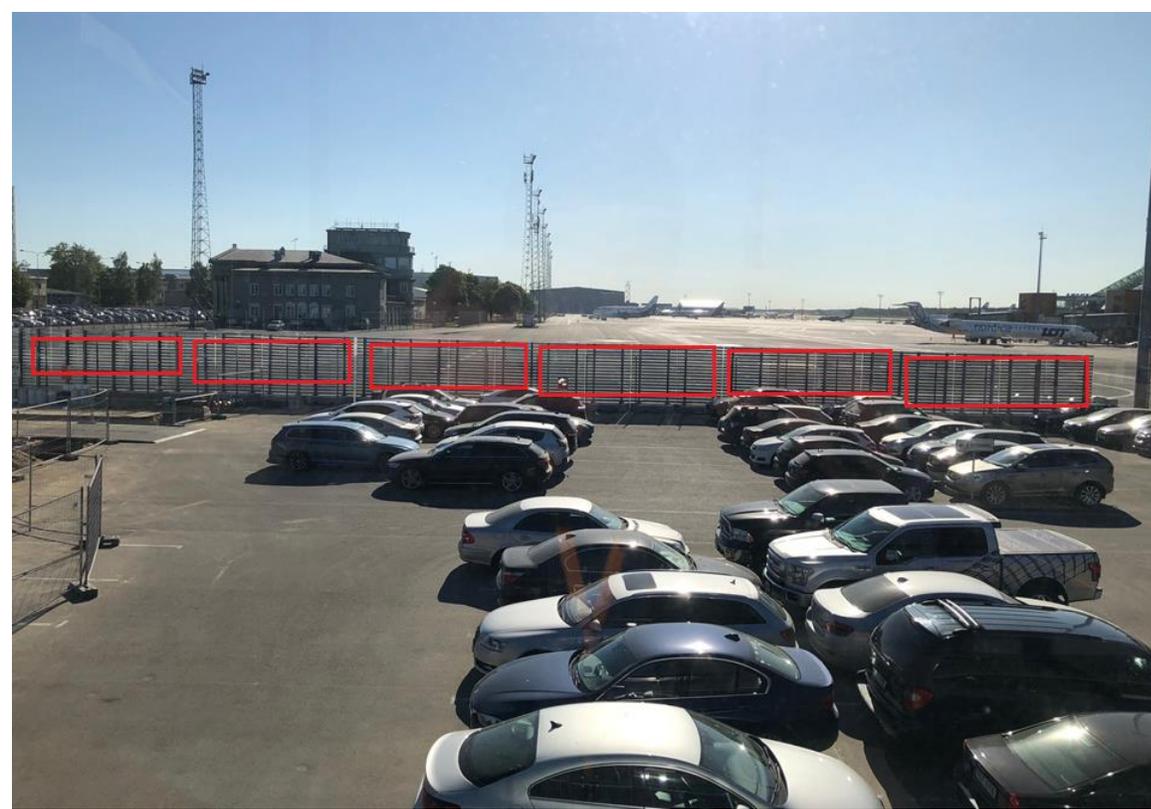


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Outdoor. Parking area

Visible from one of the main (public transportation) entrance to Airport through window and from parking area. Visible for all passengers, who are using outdoor parking, buses or trams.



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THANK YOU!



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