



# Media Pack 2025

A low-angle photograph of the City of Derry Airport building. The building is white with a grid pattern. The logo and text 'City of Derry AIRPORT' are visible on the facade. The logo consists of seven colorful icons (green, orange, blue, purple, yellow, blue, red) representing different types of travelers. Below the main logo, the word 'Departures' is visible in large, white, 3D letters. The sky is blue with some clouds.

# A Giant welcome to the North West

City of Derry Airport (CoDA) has been the **Gateway of the North West** for over 40 years.

The Airport supports the North West's thriving economy and regional development, and is in a unique position as Ireland's only cross-border city, providing unique access to UK, Irish and EU markets.



## Why Advertise at City of Derry Airport?

- City of Derry Airport currently handles **over 225k passengers annually**, with the **capacity to transport 650k**. Increased passenger numbers are forecast following the recent expansion of services.
- Direct services include **London Heathrow & Glasgow** with **Loganair**, **Edinburgh & Liverpool** with **easyJet**, **Manchester & Birmingham** with **Ryanair**, **Verona** with **Topflight for Schools**, and **Lourdes** with **Joe Walsh Tours**, as well as single-ticket **international connections to 119 destinations across 56 countries** via Heathrow.
- **Increase in inbound tourism to the North West** and wider NI and Donegal areas - City of Derry Airport is the main gateway to this cross-border region.
- **Home of The Open 2025** - High numbers of UK & international passengers expected following the success of previous Open at Royal Portrush in 2019.
- Valuable and diverse audiences - both **business and leisure passengers**.
- **Optimum Mindset** - positive, alert and open to advertising influence.
- **Significant dwell time** in a prestigious, enclosed environment.
- Rich customer experience - **high spend per passenger**.
- 50% of aircraft movements are private charters - **Affluent AB audience**.

# Outdoor Advertising Sites

## Digital



<b>Site ID/s</b>	DIG01 / DIG02
<b>Description</b>	Digital 48 Screens
<b>Location</b>	Carpark
<b>Format</b>	JPEG/PNG/MP4
<b>Specification</b>	Landscape - 1920px x 1080px



<b>Site ID/s</b>	DIG03 / DIG04
<b>Description</b>	Digital 6 Screens
<b>Location</b>	Terminal Entrance & Terminal Exit
<b>Format</b>	JPEG/PNG/MP4
<b>Specification</b>	Portrait - 720px x 1280px

## Billboards & Display



<b>Site ID/s</b>	DA09 / DA10
<b>Description</b>	Static 96 Sheet / 48 Sheet
<b>Location</b>	Carpark
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 1219.2mm x 304.8mm / 609.6 x 304.8mm (plus 30mm bleed)



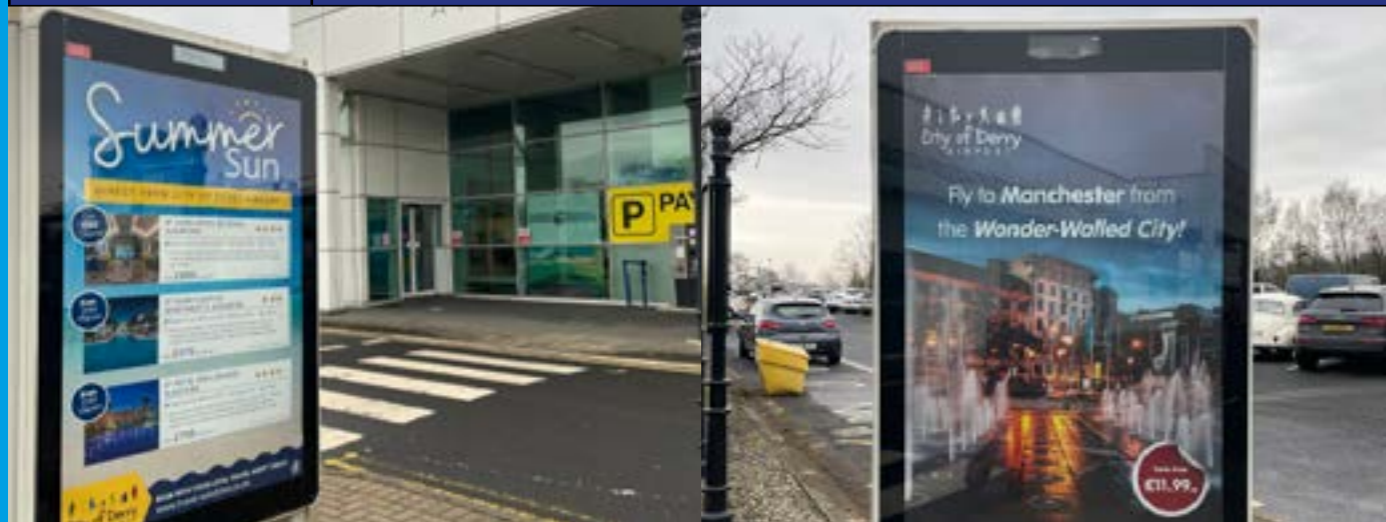
<b>Site ID/s</b>	DB01 / DB02
<b>Description</b>	Static Diabond Signage
<b>Location</b>	Exterior Carpark Entrance
<b>Format</b>	PDF
<b>Specification</b>	Portrait - 4880mm x 2440mm (plus 30mm bleed)

# Outdoor Advertising Sites

## Lightboxes



<b>Site ID/s</b>	DA13 / DA14
<b>Description</b>	Illuminated 6 Sheets
<b>Location</b>	Carpark / Terminal Entrance
<b>Format</b>	PDF
<b>Specification</b>	Portrait - 1200mm x 1800mm (plus 30mm bleed)



<b>Site ID/s</b>	DA15 / DA16
<b>Description</b>	Illuminated 6 Sheets
<b>Location</b>	Carpark / Terminal Exit
<b>Format</b>	PDF
<b>Specification</b>	Portrait - 1200mm x 1800mm (plus 30mm bleed)

## Branded Walkways



<b>Site ID/s</b>	FE01 / FE02 / FE03
<b>Description</b>	Fixed Hoarding
<b>Location</b>	Terminal Entrance / Terminal Exit / Carpark Entrance
<b>Specification</b>	Bespoke
<b>Requirement/s</b>	1 Year Booking Period



<b>Site ID/s</b>	FT01
<b>Description</b>	Arrivals Footway
<b>Location</b>	Airfield / Arrivals
<b>Specification</b>	Bespoke
<b>Requirement/s</b>	1 Year Booking Period

# Indoor Advertising Sites

## Digital



Site ID/s	DIG06
Description	Large Digital Screen
Location	Main Concourse / Terminal Exit
Format	JPEG/PNG/MP4
Specification	Landscape - 1920px x 1080px



Site ID/s	DIG07
Description	Large Digital Screen
Location	Arrivals - Border Control
Format	JPEG/PNG/MP4
Specification	Landscape - 1920px x 1080px



Site ID/s	DIG08
Description	Panoramic Digital Screen
Location	Arrivals - Baggage Reclaim
Format	JPEG/PNG/MP4
Specification	Landscape - 3180px x 2160px



Site ID/s	DIG05
Description	Digital 6 Screen
Location	Terminal Exit
Format	JPEG/PNG/MP4
Specification	Portrait - 720px x 1280px

# Indoor Advertising Sites

## Lightboxes



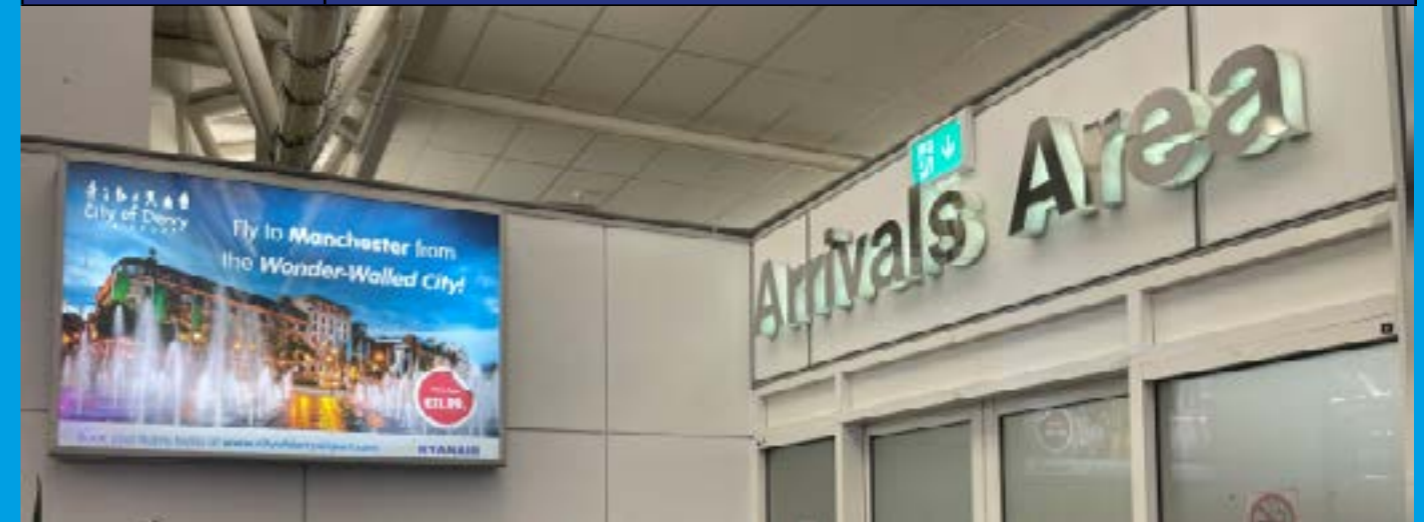
<b>Site ID/s</b>	DA01
<b>Description</b>	Static Flexiface Lightbox
<b>Location</b>	Terminal Entrance
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 2790mm x 9000mm (plus 30mm bleed)



<b>Site ID/s</b>	DA04 / DA05
<b>Description</b>	Static Backlit Lightbox
<b>Location</b>	Terminal Exit
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 825mm x 1120mm (plus 30mm bleed)



<b>Site ID/s</b>	DA03
<b>Description</b>	Static Backlit Lightbox
<b>Location</b>	Main Concourse / Terminal Exit
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 3975mm x 590mm (plus 30mm bleed)



<b>Site ID/s</b>	DA06
<b>Description</b>	Static Backlit Lightbox
<b>Location</b>	Main Concourse / Arrivals Exit
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 1515mm x 1020mm (plus 30mm bleed)

# Indoor Advertising Sites

## Lightboxes



<b>Site ID/s</b>	DA07 / DA08
<b>Description</b>	Static Backlit Lightbox
<b>Location</b>	Arrivals - Baggage Reclaim
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 1515mm x 1010mm (plus 30mm bleed)



<b>Site ID/s</b>	DA12
<b>Description</b>	Static Flexiface Lightbox
<b>Location</b>	Arrivals - Baggage Reclaim
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 3000mm x 1500mm (plus 30mm bleed)



<b>Site ID/s</b>	DA11
<b>Description</b>	Static Flexiface Lightbox
<b>Location</b>	Arrivals - Baggage Reclaim
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 3975mm x 1590mm (plus 30mm bleed)



<b>Site ID/s</b>	DA17
<b>Description</b>	Static Flexiface Lightbox
<b>Location</b>	Arrivals - Border Control
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 3000mm x 1500mm (plus 30mm bleed)

# Indoor Advertising Sites

## Lightboxes



<b>Site ID/s</b>	DA18
<b>Description</b>	Static Lightbox
<b>Location</b>	Arrivals Corridor
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 2395mm x 980mm (plus 30mm bleed)



<b>Site ID/s</b>	DA21
<b>Description</b>	Static Backlit Lightbox
<b>Location</b>	Domestic Arrivals
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 1515mm x 1010mm (plus 30mm bleed)



<b>Site ID/s</b>	DA19 / DA20
<b>Description</b>	Static Lightbox
<b>Location</b>	Departures
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 1515mm x 1010mm (plus 30mm bleed)



<b>Site ID/s</b>	DA22
<b>Description</b>	Static Backlit Lightbox
<b>Location</b>	Domestic Arrivals
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 1515mm x 1010mm (plus 30mm bleed)



# Indoor Advertising Sites

## Foamex Panels



<b>Site ID/s</b>	DA02
<b>Description</b>	Large Wall Display
<b>Location</b>	Terminal Entrance
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 2435mm x 4145mm (plus 30mm bleed)



<b>Site ID/s</b>	DA24
<b>Description</b>	Wall Display
<b>Location</b>	Departures
<b>Format</b>	PDF
<b>Specification</b>	Portrait - 1753mm x 1205mm



<b>Site ID/s</b>	DA23
<b>Description</b>	Large Wall Display
<b>Location</b>	Departures
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 2500mm x 1000mm (plus 30mm bleed)



<b>Site ID/s</b>	DA25
<b>Description</b>	Wall Display
<b>Location</b>	Departures
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 1350mm x 1103mm (plus 30mm bleed)

# Indoor Advertising Sites

## Wall & Door Wraps



<b>Site ID/s</b>	ARR01
<b>Description</b>	Border Control Room Wrap
<b>Location</b>	Arrivals - Border Control
<b>Format</b>	PDF
<b>Specification</b>	Bespoke



<b>Site ID/s</b>	ARR02
<b>Description</b>	Large Single Wall Display
<b>Location</b>	Arrivals - Baggage Reclaim
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 5710mm x 2550mm



<b>Site ID/s</b>	ARR03
<b>Description</b>	Single Wall Display
<b>Location</b>	Arrivals Corridor
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 4150mm x 2550mm



<b>Site ID/s</b>	MC01
<b>Description</b>	Large Single Wall Display
<b>Location</b>	Main Concourse
<b>Format</b>	PDF
<b>Specification</b>	Bespoke

# Indoor Advertising Sites

## Wall & Door Wraps



<b>Site ID/s</b>	MC02
<b>Description</b>	Single Wall Display
<b>Location</b>	Terminal Entrance / Main Concourse
<b>Format</b>	PDF
<b>Specification</b>	Landscape - 4025mm x 2915mm



<b>Site ID/s</b>	MC03
<b>Description</b>	Large Wall Wrap
<b>Location</b>	Security Entrance / Main Concourse
<b>Format</b>	PDF
<b>Specification</b>	Bespoke



<b>Site ID/s</b>	ENT01 / ENT02
<b>Description</b>	Entrance Doors & Surround (double-sided)
<b>Location</b>	Terminal Entrance
<b>Format</b>	PDF
<b>Specification</b>	Bespoke



<b>Site ID/s</b>	EXT01 / EXT02
<b>Description</b>	Exit Doors & Surround (double-sided)
<b>Location</b>	Terminal Exit
<b>Format</b>	PDF
<b>Specification</b>	Bespoke

# Indoor Advertising Sites

## Posters & TV Screens



<b>Site ID/s</b>	DA26 / DA27
<b>Description</b>	Static Poster
<b>Location</b>	Terminal Entrance
<b>Format</b>	PDF
<b>Specification</b>	Portrait - 625mm x 685mm



<b>Site ID/s</b>	DA32
<b>Description</b>	Static Poster
<b>Location</b>	Arrivals Exit
<b>Format</b>	PDF
<b>Specification</b>	Portrait - A1



<b>Site ID/s</b>	DA28 / DA29 / DA30 / DA31
<b>Description</b>	Static Poster
<b>Location</b>	Arrivals Exit / Main Concourse
<b>Format</b>	PDF
<b>Specification</b>	Portrait - A3



<b>Site ID/s</b>	DIG09 / DIG10 / DIG11 / DIG12
<b>Description</b>	Overhead Screens in Seated Areas
<b>Location</b>	Arrivals / Security / Departures
<b>Format</b>	Digital - JPEG/PNG/MP4
<b>Specification</b>	Landscape - 1920px x 1080px

# Bespoke Opportunities



<b>Site ID/s</b>	BG01	<b>Site ID/s</b>	BT01
<b>Description</b>	Baggage Carousel	<b>Description</b>	Baggage Trolleys
<b>Location</b>	Arrivals - Baggage Reclaim	<b>Location</b>	All Airport Zones
<b>Requirement/s</b>	1 Year Booking Period	<b>Requirement/s</b>	1 Year Booking Period



<b>Site ID/s</b>	BH01
<b>Description</b>	Sponsorship of Business Hub
<b>Location</b>	Departures
<b>Requirement/s</b>	1 Year Booking Period



<b>Site ID/s</b>	TNI01
<b>Description</b>	Sponsorship of Tourism NI Zone
<b>Location</b>	Main Concourse / Terminal Exit
<b>Requirement/s</b>	1 Year Booking Period



<b>Site ID/s</b>	LG01
<b>Description</b>	Sponsorship of Business Lounge
<b>Location</b>	Amelia Earhart Lounge
<b>Requirement/s</b>	1 Year Booking Period

# Advertising Rate Card

\*Minimum 3 month booking period. Rates include print & install charges for applicable sites.

Site ID	Cost (Monthly Rate*)
DA01	£850
DA02	£600
DA03	£300
DA04	£200
DA05	£200
DA06	£200
DA07	£200
DA08	£200
DA09	£1000
DA10	£1000
DA11	£300
DA12	£300
DA13	£360
DA14	£360
DA15	£360
DA16	£360
DA17	£300
DA18	£250
DA19	£200
DA20	£200

Site ID	Cost (Monthly Rate*)
DA21	£150
DA22	£150
DA23	£600
DA24	£500
DA25	£500
DA26	£80
DA27	£80
DA28	£80
DA29	£80
DA30	£80
DA31	£80
DA32	£100
DB01	£850
DB02	£850

Site ID	Cost (Monthly Rate*)
DIG01	£500
DIG02	£500
DIG03	£200
DIG04	£200
DIG05	£200
DIG06	£250
DIG07	£250
DIG08	£300
DIG09	£50
DIG10	£50
DIG11	£50
DIG12	£50

Site ID	Cost (Monthly Rate*)
ARR01	-
ARR02	£500
ARR03	£500
MC01	£850
MC02	£750
MC03	£1000
ENT01	£500
ENT02	£500
EXT01	£500
EXT02	£500
FE01	£1000
FE02	£1000
FE03	£1000
FT01	-
BG01	£400
BT01	£750
TNI01	-
BH01	-
LG01	-



For further information, please contact:

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