

Jersey boasts a state of the art airport terminal with an annual passenger flow of over 1.6 million people. Operating over 15 airlines with 80 daily commercial flights increasing to 150 on Saturdays. Flying to 34 destinations in the UK and Ireland and 11 European destinations. In 2009 the departures area undertook a 4 million pound refurbishment, the transformation of the lounge has seen the introduction of a new and enlarged Duty Free area, as well as the creation of a contemporary new bar and catering outlet.



### Why should you advertise at Jersey Airport?

Airport advertising provides precision when targeting a specific audience, from mass audiences to a particular demographic type or even destination group. Airports have the ability to reach new audiences every day. The unique mixture of passenger types appeal to a wide range of premium, pioneering and mainstream advertisers.

## Annual Passenger flow exceeding 1.5 million

### Available Formats

**Indoor** - Illuminated and LED light boxes, banners, door & window de cal advertising, wall wraps, LCD video advertising in arrivals baggage claim area, leaflet displays, trolleys.

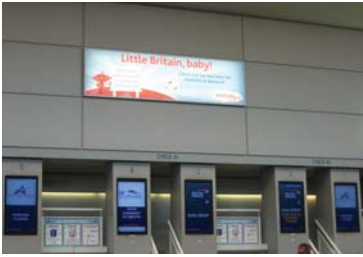
**Outdoor** - Large format banners, car park branding, security railings, taxi & bus shelters, trolleys and exterior gate branding.

**Displays** - Designated display areas.

**Sponsorship** - Numerous opportunities including, departure gates, security areas, and special events held at Jersey Airport.

JERSEY AIRPORT PASSENGER FIGURES (TOTAL ARRIVING AND DEPARTING PASSENGERS)	
2006:	1.5 Million
2007:	1.6 Million
2008:	1.5 Million
2009	1.0 Million (Jan - August 2009)

U.K DESTINATIONS 2009 - 2010						
Aberdeen	Blackpool	Dublin	Gloucester	Leeds	London Stansted	East Midlands
Alderney	Bristol	Dundee	Guernsey	Liverpool	Manchester	Plymouth
Belfast City	Cardiff	Edinburgh	Humberside	London City	Kent	Southampton
Belfast Int	Cork	Exeter	Inverness	London Gatwick	Newcastle	Southend
Birmingham	Doncaster	Glasgow	Isle of Man	London Luton	Norwich	
EUROPEAN DESTINATIONS 2009 - 2010						
Dusseldorf	Geneva	Munich	Palma	Tenerife	Funchal	Mahon
Nice	Paris	Vienna	Zurich			



### Departures and Check In:

All passengers enter the terminal through rotating glass doors directly facing the check in desks, these have illuminated advertising sites directly above them. There is an option to display hanging banners on the pillars in this area and there are also some prominent display areas.

### Security Area:

Passengers proceed from check in through to security which has an area for a large wall wrap and opportunities to advertise on the security trays & the security bags used to pass liquids and personal belongings through security.

### Departure Lounge:

There is a newly developed duty free store, cafe and bar in this location. We have display areas, illuminated advertising sites and leaflet dispensers.

### Arrivals & Departure Pier:

There are slimline LED lightboxes and free standing totem signs along the pier catching attention of both arriving and departing passengers. A new opportunity in this area is to brand the windows and doors that stretch the length of the pier. This branding can be double sided offering exposure to both passengers coming in to and exiting the pier from the aircraft.



### Trolleys:

There are 500 trolleys at Jersey Airport, which are widely used. Most passengers arriving and departing use one. Advertising is on both sides of the trolleys.

### Aurigny Lounge:

This is a designated lounge for Aurigny passengers travelling to Guernsey, Alderney and the UK. The lounge is used by arriving and departing passengers with flights up to every fifteen minutes during busy times. Sites in this area are illuminated.

### Arrivals Walkway:

This is the main walkway from the pier to the baggage claim area for all arriving passengers. Before you walk into the baggage claim area there are glass doors where advertising can be placed on the glass. Illuminated lightboxes are at eye level and angled for maximum exposure.

### Arrival Baggage Claim Area:

There are 3 baggage claim belts in the arrivals hall where passengers wait and collect their luggage. Passengers not collecting luggage walk through the hall to exit through the customs area. We currently have large illuminated sites here, as well as 3 LCD screens displaying flight information which are available for video advertising.

### Greeters Area Arrival Concourse:

This is the waiting area for colleagues, family and friends meeting passengers. There are cafe facilities and passengers pass through this area as they exit the baggage claim area. Illuminated advertising sites, poster sites and leaflet dispenser units are situated in this area.



### Outdoor Banners:

Viewed by all passengers and visitors. Outdoor banners are positioned along the approach road from the entrance to the airport and follow through to the main terminal, all vehicles approaching and exiting the airport use this road.

### Railing Panels:

Upon exiting the terminal from the arrivals area, all passengers are directed to the barrier area to board taxis, coaches and buses as well as collecting own vehicles from the main car park or being collected by colleagues or family.

### Car Park Tickets:

The main car park tickets at Jersey Airport provide a substantially high audience, as 'You cannot exit the airport without one!' advertising on the reverse of the ticket provides excellent corporate exposure and your message is clearly exposed.

### Taxi & Bus Shelter:

Located just outside the arrivals terminal there is the opportunity to advertise in the 8 lower glass panels on each shelter. These can be applied double sided giving exposure from both within and outside of the shelters.

### Car Park Barriers and Ticket Machines:

There are 8 entrance and exit barriers along with ticket machines around the car parks these are available for advertising together with 3 pay machines inside the terminal.

### Entrance Doors Into Departures:

There are three sets of rotating glass doors into departures that are available for advertising. All departing passengers use these entrances into the departures area of the airport to check in for their flights.

### Exterior Gates:

The opportunity exists to brand the airports exterior walls around each of the gates giving maximum large format exposure to all airport travellers.



## New Areas Under Development

New areas are continually being developed in and around the airport to ensure that we can offer the most up to date and effect opportunities to communicate your advertising message.

### Outdoor Signage:

We are currently researching new key signage areas around the exterior of the Airport.

Sign up for our newsletter on our website and you will be the first to hear of new advertising opportunities at Jersey Airport.

[www.marketing.je](http://www.marketing.je)