



PORT LINCOLN AIRPORT

ADVERTISING PROSPECTUS

2026/27



ABOUT

Port Lincoln Airport is the gateway to the Eyre Peninsula and is the largest of three airports that serve 11 Eyre Peninsula councils with a combined population of approximately 58,800 residents.

The airport has in the vicinity of 16,000 aircraft movements and approximately 170,000 passengers annually with up to 24 scheduled daily passenger flight movements, making it the busiest regional airport in South Australia.

The Airport is a unique business unit as it provides an essential service across multiple council jurisdictions, but is owned and operated as a division of Lower Eyre Council.

In recognition of increased commercial and passenger numbers and forecast demand for future growth, Council built a new terminal in 2013. Passenger numbers have continued to increase with Port Lincoln Airport proudly providing the gateway to the Eyre Peninsula for government representatives, industry and business leaders, and community members.

Given the significant gateway entry and exit the port serves and through traffic it presents an excellent promotional opportunity for your business.

Advertising opportunities are limited at the Port Lincoln Airport – make an enquiry today to avoid disappointment. We look forward to working with you to help you promote your business.

ENQUIRIES

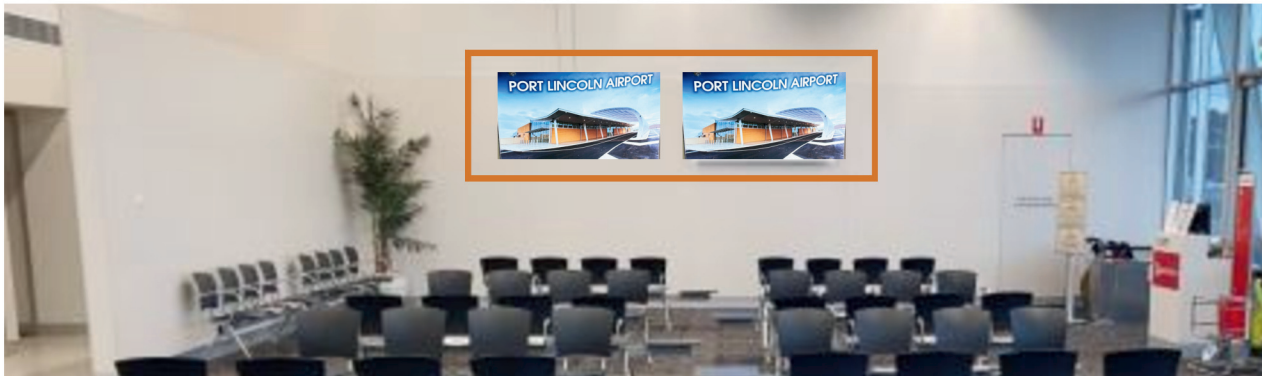
Tynesha Tenamu

Port Lincoln Airport Administration Officer

E tyneshat@lec.sa.gov.au T 8684 3400



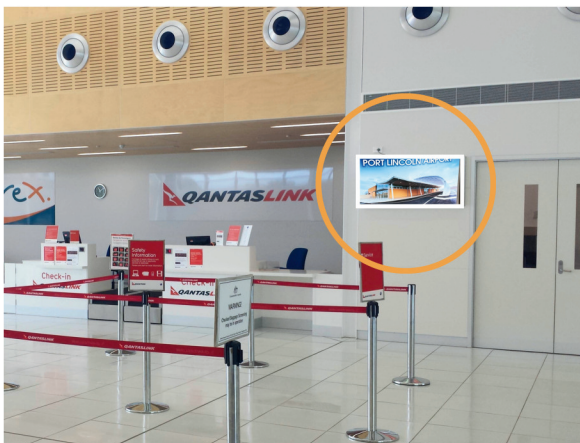
INVESTMENT OPPORTUNITIES TERMINAL BUILDING



DEPARTURE LOUNGE SCREENS

\$84.70 PER 20-SECOND BLOCK, PER MONTH

Thirty, 20-second blocks are available to advertise on each of the two 84-inch digital screens located in the departure lounge. Businesses are welcome to purchase multiple blocks to increase their coverage. Each block plays once every 10 minutes, or six times an hour to a captured audience of potentially more than 500 passengers a day.



CHECK-IN COUNTER LIGHTBOX

\$169.40 per month or as per the sliding scale discount:

Month 1-3, \$169.40 per month

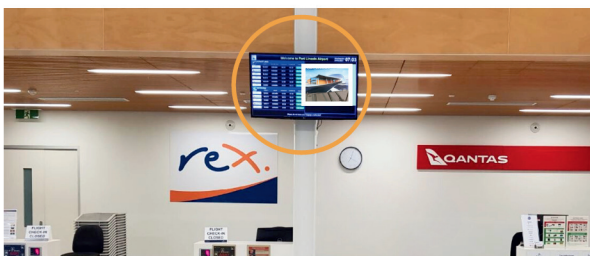
Month 4-6, \$135.63 per month

Month 7-12, \$101.64 per month

Discount scale: Month 1-3 pay 100 per cent

Month 4-6 pay 80 per cent

Month 7-12 pay 60 per cent



FLIGHT INFORMATION DISPLAYS (FID)

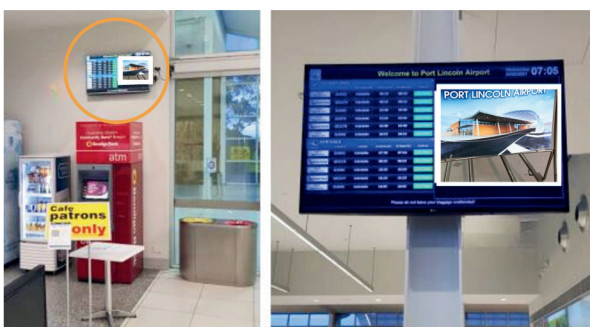
\$169.40 PER 20-SECOND BLOCK, PER MONTH

Three flight information display screens are located at check-in, the cafe, and in the departure lounge.

The screens display RPT flight schedules on the left of screen, while the right can be utilised to display still-image advertising on a 20-second rotation.

With 20-second time slots, capped at 30 blocks, this equates to each block getting six views every hour.

It is possible to purchase more than one block to increase advertising exposure.



INVESTMENT OPPORTUNITIES TERMINAL BUILDING



VISITOR INFORMATION BOOTH

Digital Advertisement - 50-inch screen

\$84.70 PER 20-SECOND BLOCK, PER MONTH

Thirty, 20-second blocks are available to advertise on the 50-inch digital screen located in the Visitor Information Booth. Businesses can purchase multiple blocks to increase their coverage. Each block plays once every 10 minutes, or six times an hour to a captured audience of potentially more than 500 passengers a day.

Banner Display

1m x 1m: \$127.05 PER MONTH

Display your banner within our Visitor Information Booth to promote your product or service.

Brochure Display - DL/ A5/ A4

FREE

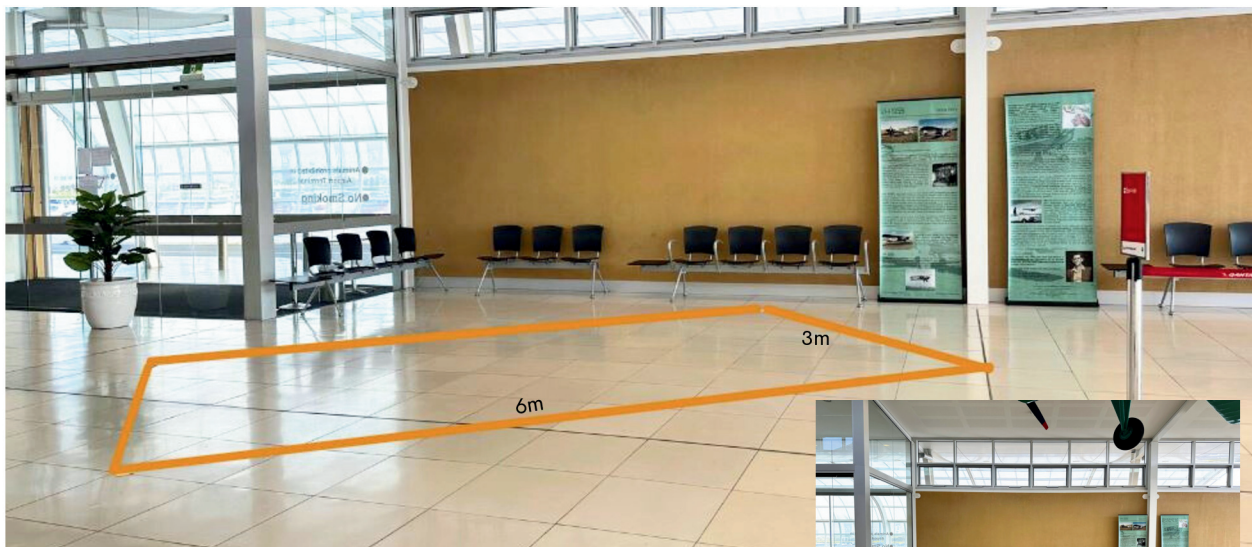
Display promotional material in the visitor information booth.

POP-UP TASTING EXPERIENCE

Lower Eyre Council is a strong supporter of local produce and beverages and has made a unique opportunity available for suitable local businesses to showcase their product by offering tasting and sampling experiences at the visitor information booth, directly adjacent the arrivals / departure gates. Enquire to find the time slots available on a rotating roster basis.



INVESTMENT OPPORTUNITIES TERMINAL BUILDING



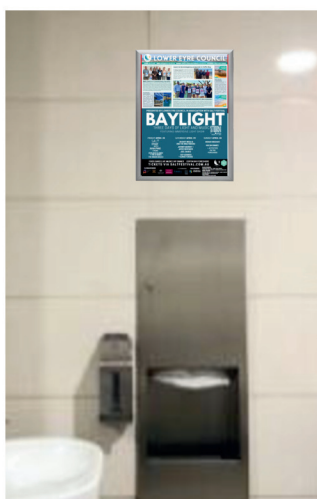
PRODUCT DISPLAY/ POP UP ACTIVATION SPACE

OPTION A: 3m x 3m: \$381.15 PER MONTH

OPTION B: 3m x 6m: \$762.30 PER MONTH



A 3m x 6m (18m²) space is available within the check-in area of the Port Lincoln Airport terminal. This area can be used in its entirety for vehicle or product display, or businesses can opt for a smaller space for a reduced cost. This highly visible area attracts the attention of all airport passengers and patrons as it is the primary entrance to the airport terminal.



A4 SNAP FRAMES

10 FRAMES: \$254.10 PER MONTH

20 FRAMES: \$508.20 PER MONTH

A total of 20, A4 snap frames are located within the Airport terminal restrooms and vicinity.

The frames are an effective channel to engage with a captured market of airport users to promote your business's product, service or event.



SECURITY SCREENING TRAYS

\$762.30 PER QUARTER

Promote your business with a personalised sticker on the highly-visible security screening trays.

x48 Large: 406mm x 508mm

x38 Small: 309mm x 206mm



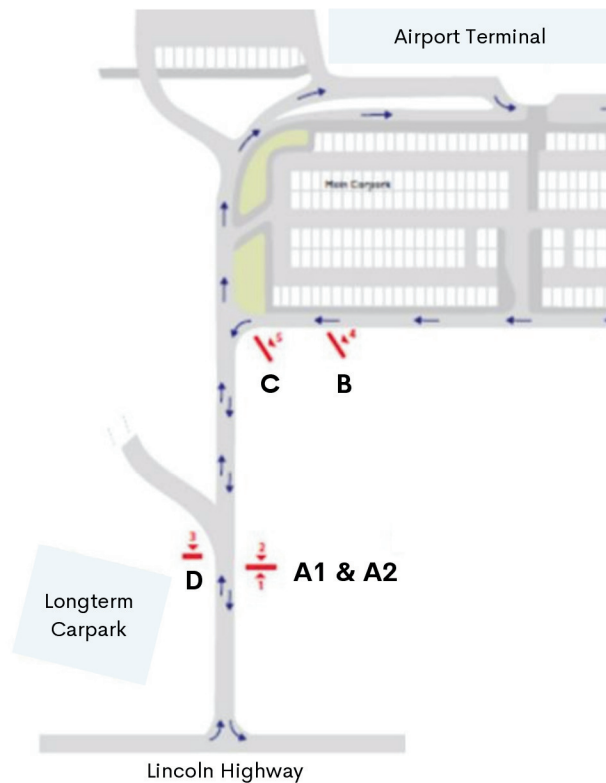
LUGGAGE TROLLEY

\$42.35 PER MONTH

(FOUR TROLLEY PACKAGE)

Sixteen luggage trolleys are available for personalisation. Please note a minimum 12-month booking applies.

INVESTMENT OPPORTUNITIES AIRPORT PRECINCT



BILLBOARDS

A1 & A2 (2950mm x 2450mm)

\$1,016.40 per month or as per the discount scale:

Month 1-3, \$1,016.40 per month

Month 4-6, \$813.12 per month

Month 7-12, \$609.84 per month

B & C (1500mm x 2990mm)

\$508.20 per month or as per the discount scale:

Month 1-3, \$508.20 per month

Month 4-6, \$406.56 per month

Month 7-12, \$304.92 per month

D (1200mm x 1500mm)

\$338.80 per month or as per the discount scale:

Month 1-3, \$338.80 per month

Month 4-6, \$271.04 per month

Month 7-12, \$203.28 per month

Discount scale: Month 1-3 pay 100 per cent

Month 4-6 pay 80 per cent

Month 7-12 pay 60 per cent

A1



A2



B & C



D



BOOKING FORM

Business Name
ABN
Contact
Title
Mobile
Email
Postal Address
Street Address

☐

DEPARTURE LOUNGE SCREEN

Term of months effective from

☐

CHECK-IN COUNTER LIGHTBOX

Term of months effective from

☐

FLIGHT INFORMATION DISPLAY

Term of months effective from

PRODUCT DISPLAY/ POP-UP ACTIVATION FLOOR SPACE

☐

Option A for a term of months effective from

☐

Option B for a term of months effective from

A4 SNAP FRAMES

☐

10-frame package for a term of months effective from

☐

20-frame package for a term of months effective from

☐

SECURITY SCREENING TRAYS

Term of months effective from

☐

LUGGAGE TROLLEY

Term of months effective from

☐

BILLBOARDS A1 / A2

Term of months effective from

☐

BILLBOARDS B / C

Term of months effective from

☐

BILLBOARD D

Term of months effective from

VISITOR INFORMATION BOOTH

☐

DIGITAL ADVERTISEMENT

Term of months effective from

☐

BANNER DISPLAY

Term of months effective from

☐

POP-UP TASTING EXPERIENCE

Preferred day and time:

SIGNWRITERS

PRODUCTION & INSTALLATION COSTS

Please be advised it is the responsibility of the business to arrange and cover the costs for production and installation of their respective advertisement.

Lower Eyre Council does not have an affiliation with a preferred supplier but can advise the following two companies have quality experience in signwriting and brand implementation:

IMPACT SIGNS

Phone 08 8682 1317

Email sales@impactsigns.biz

Address 91 Verran Terrace, PORT LINCOLN SA

SIGNFX

Phone 08 8683 0955

Email sales@signfx.net.au

Address 14 Tyler Street, PORT LINCOLN SA

TERMS & CONDITIONS

1. Lower Eyre Council reserves the right to refuse any advertisement or product promotion for any reason.
2. An Executed Memorandum of Understanding is required to confirm advertising, product promotion or space booking.
3. Advertisement will not be processed until both the text and booking agreement have been received.
4. Upon receipt of signed booking form, Lower Eyre Council will confirm entitlements in writing and forward acknowledgement of receipt, together with a tax invoice.
5. Payment and Pricing
 - All prices are quoted in Australian Dollars and are GST Exclusive.
 - Payment is strictly 14 days from issue of invoice.
 - All monies are payable in Australian dollars.
 - All payments must include 10% Goods and Services Tax component.
 - Prices are subject to change at any time.
6. Discounts
 - Multiple placement discounts do not apply on retrospective bookings.
 - No charge applies for product promotion (post 1 month trial) where business has advertising booked in same financial year.
7. Artwork
 - Lower Eyre Council does not take any responsibility for poor resolution of graphics, or font and graphics.
 - Prices do not include artwork development, changes to artwork, or installation or removal
 - Immediately upon the expiry or termination of the advertising period all advertisements are to be removed
 - Advertisers are responsible for ensuring artwork complies with Federal, State and Territory laws
8. Product Promotion
 - Businesses utilising the space for taste samples must ensure they adhere to all relevant government regulations, legislation and procedures including the Food Act 2001 and Liquor Licensing Act 1997.
 - Businesses are responsible for set up / pack up and securing their belongings each day and Lower Eyre Council accepts no responsibility for damages or loss to product or equipment.
 - Access to power will be provided but there is no water.
9. Cancellation Policy
 - All cancellations must be received in writing to Lower Eyre Council via mail@lec.sa.gov.au
 - Cancellation of any advertisement or arrangement must be received in writing from the advertiser 14 days before the commencement date in order to receive a 100 per cent refund.



www.lowereyrepeninsula.sa.gov.au