



LOWER EYRE
COUNCIL

PORT LINCOLN AIRPORT ADVERTISING PROSPECTUS

FEBRUARY 2024





PORT LINCOLN AIRPORT ADVERTISING PROSPECTUS

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 Port Lincoln Airport provides for more than 16,000 annual aircraft movements and 180,000 passengers a year with approximately 12 scheduled daily passenger flight movements.

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

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INVESTMENT OPPORTUNITIES

TERMINAL BUILDING



VISITOR INFORMATION BOOTH

Digital Advertisement - 50-inch screen

\$100 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.

Brochure Display - DL/ A5/ A4

\$80 per month, or:

Month 1-6, \$80 per month: \$480 for six months

Month 7-12, \$64 per month: \$864 per annum

Special offer

Lower Eyre Council businesses are offered a **three-month free trial** to display promotional material in the new visitor information booth being created in the terminal. Community groups can display information free of charge (no time limit).

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.



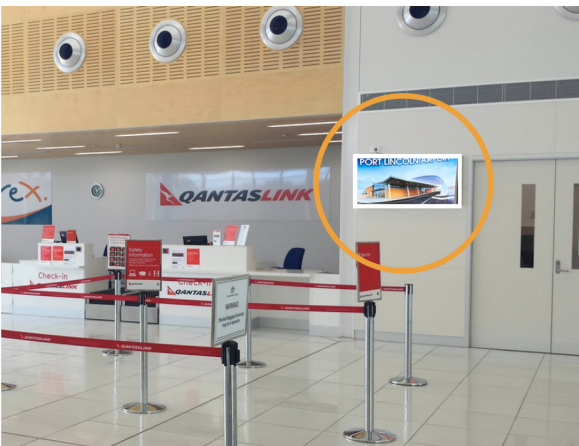
INVESTMENT OPPORTUNITIES TERMINAL BUILDING



DEPARTURE LOUNGE SCREENS

\$100 PER 20-SECOND BLOCK, PER MONTH

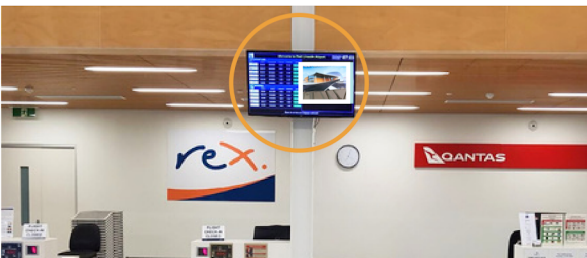
Thirty, 20-second blocks are available to advertise on each of the two 84-inch digital screens located in the departure lounge. Businesses are welcome to purchase multiple blocks to increase their coverage. Each block plays once every 10 minutes, or six times an hour to a captured audience of potentially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



CHECK-IN COUNTER LIGHTBOX

\$200 per month or as per the sliding scale discount:
 Month 1-3, \$200 per month: \$600 for three months
 Month 4-6, \$160 per month: \$1,080 for six months
 Month 7-12, \$120 per month: \$1,800 per annum

Discount scale: Month 1-3 pay 100 per cent
 Month 4-6 pay 80 per cent
 Month 7-12 pay 60 per cent



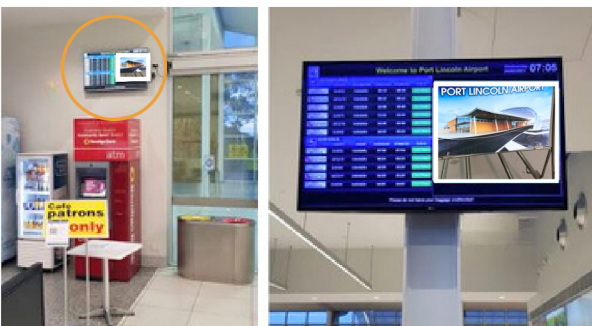
FLIGHT INFORMATION DISPLAYS (FID)

\$200 PER 20-SECOND BLOCK, PER MONTH
 Three flight information display screens are located at check-in, the cafe, and in the departure lounge.

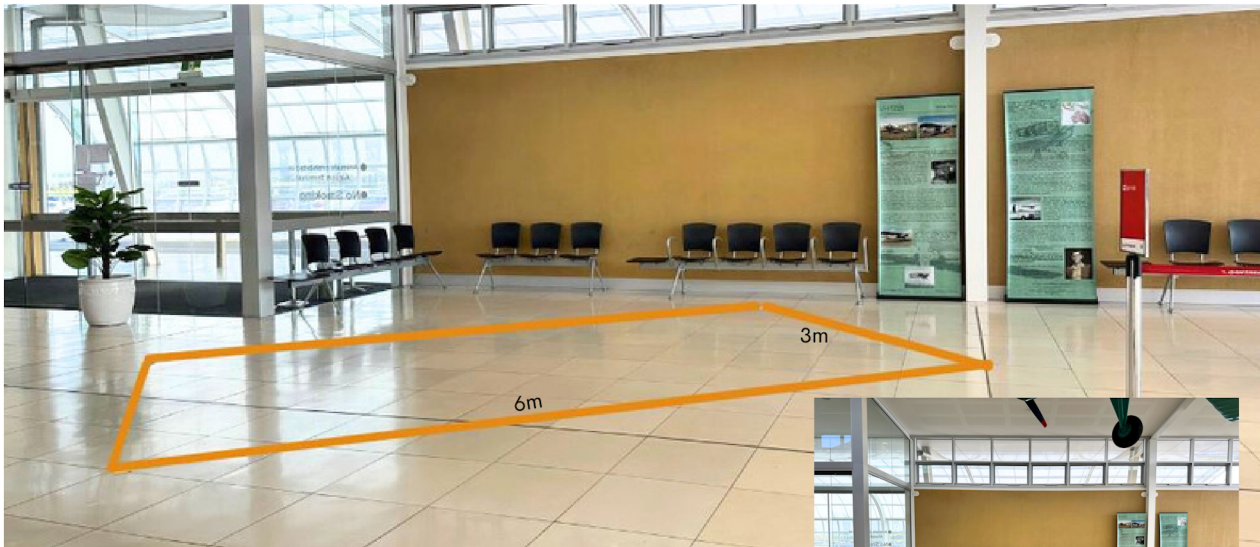
The screens display RPT flight schedules on the left of screen, while the right can be utilised to display still-image advertising on a 20-second rotation.

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



PRODUCT DISPLAY/ POP UP ACTIVATION SPACE

OPTION A: 3m x 3m: \$450 PER MONTH

OPTION B: 3m x 6m: \$900 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: \$300 PER MONTH

20 FRAMES: \$600 PER MONTH

A total of 20, A4-sized 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.



LUGGAGE TROLLEY

\$50 PER MONTH (FOUR TROLLEY PACKAGE)

A total of 16 luggage trolleys are available for personalisation. Please note a minimum 12-month booking applies (\$600 per pack, per annum).



SECURITY SCREENING TRAYS

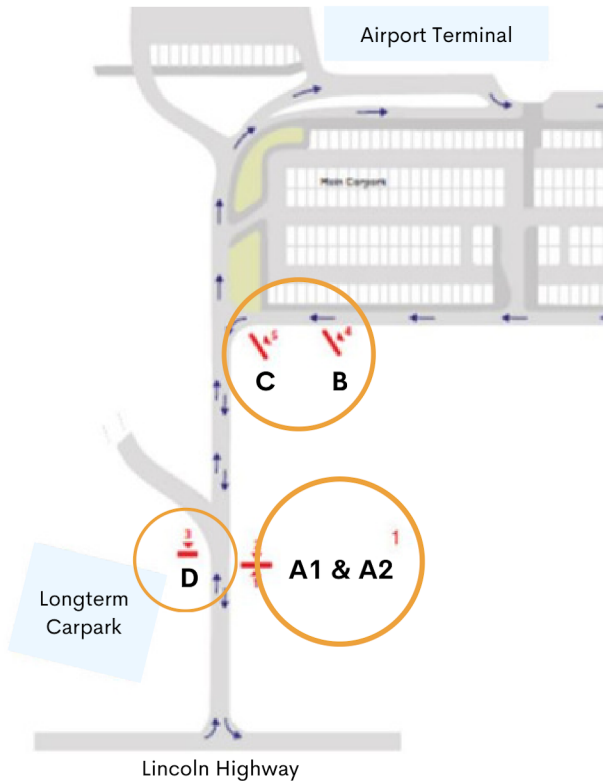
\$3600 PER ANNUM

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

x48 Large: 406mm x 508mm

x38 Small: 309mm x 206mm

INVESTMENT OPPORTUNITIES AIRPORT PRECINCT



A1



A2



B & C



D



BILLBOARDS

A1 & A2 (2950mm x 2450mm)

\$1200 per month or as per the discount scale:
 Month 1-3, \$1200 per month: \$3,600 for three months
 Month 4-6, \$960 per month: \$6,480 for six months
 Month 7-12, \$720 per month: \$10,800 per annum

B & C (1500mm x 2990mm)

\$600 per month or as per the discount scale:
 Month 1-3, \$600 per month: \$1,800 for three months
 Month 4-6, \$480 per month: \$3,240 for six months
 Month 7-12, \$360 per month: \$5,400 per annum

D (1200mm x 1500mm)

\$400 per month or as per the discount scale:
 Month 1-3, \$400 per month: \$1,200 for three months
 Month 4-6, \$320 per month: \$2,160 for six months
 Month 7-12, \$240 per month: \$3,600 per annum

Discount scale: Month 1-3 pay 100 per cent
 Month 4-6 pay 80 per cent
 Month 7-12 pay 60 per cent

OFFER: Book a Billboard for 12 months & gain complementary inclusion in the visitor info booth!



EXPRESSION OF INTEREST

BUSINESS NAME

ABN

CONTACT NAME

TITLE

MOBILE

EMAIL

POSTAL ADDRESS

STREET ADDRESS

DEPARTURE LOUNGE SCREEN FOR A TERM OF MONTHS
\$100 per 20-second block, per month

VISITOR INFORMATION BOOTH
DIGITAL ADVERTISEMENT FOR A TERM OF MONTHS
\$100 per 20-second block, per month

BROCHURE DISPLAY FOR A TERM OF MONTHS
\$80 per month, or as per the sliding scale discount: Six months: \$480
12 months: \$864

BROCHURE DISPLAY SPECIAL OFFER
 OPTION A: Lower Eyre Council business (free for three months)
 OPTION B: Community group (free for unlimited period)

POP-UP TASTING EXPERIENCE
PREFERRED DAY & TIME:

CHECK-IN COUNTER LIGHTBOX FOR A TERM OF MONTHS
\$200 per month or as per the sliding scale discount: Three months: \$600
Six months: \$1,080
12 months: \$1,800

FLIGHT INFORMATION DISPLAYS FOR A TERM OF MONTHS
\$200 per 20-second block, per month

PRODUCT DISPLAY/ POP-UP ACTIVATION FLOOR SPACE
 OPTION A: 3m x 3m (9m²): \$450 per month for a term months
 OPTION B: 3m x 6m (18m²): \$900 per month for a term months

A4 SNAP FRAMES
 OPTION A: 10-frame package: \$300 per month for a term months
 OPTION B: 20-frame package: \$600 per month for a term months



PORT LINCOLN AIRPORT ADVERTISING PROSPECTUS

- LUGGAGE TROLLEY** FOR A TERM OF MONTHS
\$50 per month (four-trolley package)

- SECURITY SCREENING TRAYS** FOR A TERM OF MONTHS
\$3600 per annum - x48 Large (406mm x 508mm) and x38 Small (309mm x 206mm)

- BILLBOARDS A1 / A2** FOR A TERM OF MONTHS
\$1200 per month or as per the discount scale: Three months: \$3,600
Six months: \$6,480
12 months: \$10,800

- BILLBOARDS B / C** FOR A TERM OF MONTHS
\$600 per month or as per the discount scale: Three months: \$1,800
Six months: \$3,240
12 months: \$5,400

- BILLBOARD D** FOR A TERM OF MONTHS
\$400 per month or as per the discount scale: Three months: \$1,200
Six months: \$2,160
12 months: \$3,600

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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.

TERMS & CONDITIONS

1. The District Council of Lower Eyre Peninsula 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, the District Council of Lower Eyre Peninsula 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

- The District Council of Lower Eyre Peninsula 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 The District Council of Lower Eyre Peninsula 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 District Council of Lower Eyre Peninsula via mail@dclep.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.





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COUNCIL

www.lowereyrepeninsula.sa.gov.au