

FROM TOOWOOMBA TO THE WORLD



MEGASCREEN ADVERTISING

Expose your brand to over 300,000 potential customers per year, travelling through Toowoomba Wellcamp Airport on more than 80 flights per week, using 3 commercial airlines. Reach travellers, meeters & greeters, visitors and investors across a demographic that includes high-income earners, actively looking for information about Toowoomba, the Darling Downs and Surat Basin. Contact us today to discuss your advertising options.

What is the Megascreen?

Located in the high traffic, landside area of the terminal, the Megascreen is the first visual contact for passengers walking into the terminal, or the last point of contact for those waiting to collect their baggage from the carousel.

This always-on screen offers your brand a captive audience as part of a limited number of advertisers.

Although rates quoted are casual rates - long term rates available on request. Rates includes:

- » 30 x 15 second spots per hour featured in rotation with a maximum of 7 other advertisers.
- » Your brand featured on a 3.1m x 1.7m screen
- » Your message seen every 2 minutes (travellers will see your message up to 5 times while they claim their baggage).
- » Business type exclusivity.

Rates: \$1280 (ex GST) per month

Media and art specifications

- » **Image recommended jpeg**
Image based media should be formatted using the RGB colour model for accurate colour representation.
- » **Video recommended mp4 but can support most formats**
Video media should be optimised with a maximum frame-rate of 25 fps. Video should be 15 seconds long. File size approx. 7MB. Audio is NOT supported with video media formats. Bitrate 4000kbps.
- » **Flash .swf .fla**
Flash media should be optimised with a maximum frame-rate of 30 fps. Flash timing should be specified when supplying flash media. Audio is NOT supported with video media formats.
- » **Media Sizing**
Media should be formatted to suit a 16:9, aspect ratio. Video ideally should be formatted at 1080 resolution however 720 is usable. Still images should measure 1920px X 1080px
- » Media should be supplied in **landscape orientations**.

Terms & Conditions

- » Subject to change with 30 days notice.
- » Adverts are on an electronic screen rotating on predetermined intervals.
- » Price is per single advertisement (creative / copy).
- » Every effort will be undertaken to ensure the reliability of the advertising equipment however, should unforeseen short term stoppages occur, the monthly charge still applies.
- » Charges applied per calendar month or part thereof, at sole discretion of WTB & may be varied on a pro rata basis.
- » WTB accepts no liability for any loss or damage incurred as a result of actions or omissions in relation to the system.
- » Accounts in arrears will result in immediate cessation of advertising without notice.
- » Pricing subject to review.



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