

# FROM TOOWOOMBA TO THE WORLD

## FIDS 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 are the FIDS Screens

Flight Information Display screens can be found across the Terminal in both the airside and landside lounges.

These always-on screens display vital flight information, such as arrivals, departures, delays and opening of boarding gates. Each screen incorporates a media screen where dedicated advertising messages are loaded.

### Rates

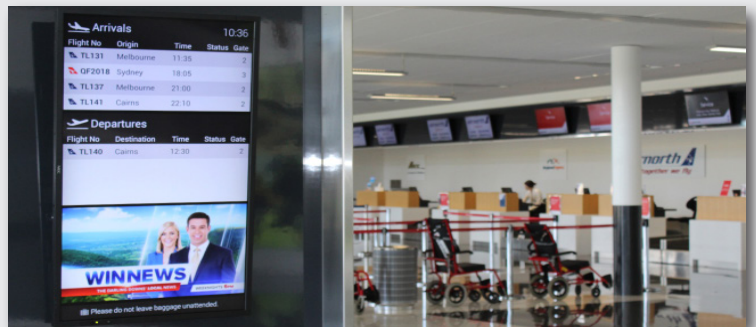
Although rates quoted are casual rates - long term rates available on request. Rates includes:

- » 10 FIDS screens at WTB across the terminal.
- » 20 x 15 second spots per hour.
- » Inclusion on screens not in use\*.
- » Screens to display during functions and events in the terminal space\*. (\*At Wellcamp's discretion).

**\$429 (ex GST) per month**

### Media and art specifications

- » Image .jpg .gif .png .bmp .tif, size: 1920px x 1080px
- » Image based media should be formatted using the RGB colour model for accurate colour representation.
- » Video .mov .mpg .mp4 .avi .wmv .ogg
- » Video media should be optimised with a maximum frame-rate of 30 fps. Video should be 15 seconds long.
- » Audio is NOT supported with video media formats.
- » Video sizing: to suit a 16:9, aspect ratio, preferably at a resolution of 1920x1080.
- » Maximum file size 8mb.
- » Landscape orientation only.
- » 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.



### 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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