

Advertising & Promotional Opportunities

fly friendly

Fast Forward ➡➡ to growing your brand



Welcome to

Cork Airport's

Advertising & Promotional Brochure

Cork Airport is the busiest international airport in Ireland after Dublin. We are estimated to serve in excess of **2.2 million passengers** for 2016 **across 50 plus routes to the UK and Europe.**

We boast a new modern terminal and loyal catchment area as well as a recognised award winning customer service and leading passenger satisfaction levels, so there are plenty of reasons why advertisers should choose Cork Airport.

Advertising and promoting your products or services at Cork Airport gives you the opportunity to publicise your brands in a state of the art terminal, whilst **connecting with various consumers audiences aged between 25 and 50+ which are typically from the ABC1 group.**

Airport travellers also have a uniquely receptive mindset and rather than 10 seconds to create a relationship with them when using traditional advertising, you have around two hours!

There are a wide range of media formats available landside, airside and outside the terminal. These include striking transparency lightboxes, branded arrival doors, advertising columns, highly visible sponsored locations and a number of promotional points, ideal for your product placement.

We also have a number of new opportunities to shout about this year, particularly in the departures lounge where passengers are mulling around or sitting for long periods of time.

We look forward to hearing from you

Cork Airport



Gateway to the South of Ireland

Landside

- 4** Above car rental CRK-LD-001 and 002
- 4** Above Spar CRK-LD-003 and 004
- 5** Above Bank, WH Smith and Ticket Desks CRK-LD-005 to 010
- 6** Main Entrance/Exit Doors CRK-LD-011
- 6** Departure Hall CRK-LD-012 and 013
- 7** Departure Hall CRK-LD-014
- 8** Main Concourse Lifts CRK-LD-015
- 8** Main Concourse Lift shaft CRK-LD-016
- 9** Media Boxes CRK-LD-017
- 10** Main Concourse CRK-LD-018
- 10** Main Concourse CRK-LD-019
- 11** Arrivals Panel CRK-LD-020
- 12** Meeting Point CRK-LD-021 and 022
- 12** Promotions Area CRK-LD-023
- 13** Tribune Banners on Pillars CRK-LD-024

Airside

- 14** Outside Loop CRK-AD-001
- 14** Departure Floor Stickers CRK-AD-002
- 15** Departure Toilet Entrance CRK-AD-003
- 16** Media Boxes CRK-AD-004
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- 17** Airbridge CRK-AD-006
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- 19** Baggage Belt CRK-AD-012, 013 and 014
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- 20** Above Entrance to Arrivals Hall CRK-AD-016
- 21** Baggage Hall CRK-AD-017
- 22** Baggage Hall CRK-AD-018
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- 23** Baggage Hall CRK-AD-020
- 24** Baggage Hall CRK-AD-021
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Exterior

- 26** Smoking Areas CRK-OOH-001
- 26** Walkway to Car Park CRK-OOH-002
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- 27** Europanel CRK-OOH-004
- 28** Car Park Lifts CRK-OOH-005
- 28** Area Outside Terminal CRK-OOH-006
- 29** Display Banner on CUB Building CRK-OOH-007
- 29** Light Display on CUB Building CRK-OOH-008

Target high footfall areas of **departing** and **arriving** passengers

Above car rental

Location & Ref	Above Car Hire – CRK-LD-001 and 002
Size	1450mm (h) x 2950mm (w)
Audience	All arriving & departing passengers
Rate	€300 per cycle



Light boxes in main terminal ▶



Above Spar

Location & Ref	Above Spar – CRK-LD-003 and 004
Size	1450mm (h) x 2950mm (w)
Audience	All arriving & departing passengers
Rate	€300 per cycle

◀ Light boxes in main terminal

as well as **thousands** of meeters and greeters

Above Bank, WH Smith and Ticket Desks

Location & Ref	Above Bank & WH Smith – CRK-LD-005 to 008 Above Ticket Sales – CRK-LD-009 and 010
Size	1450mm (h) x 2950mm (w)
Audience	All arriving & departing passengers
Rate	€300 per cycle



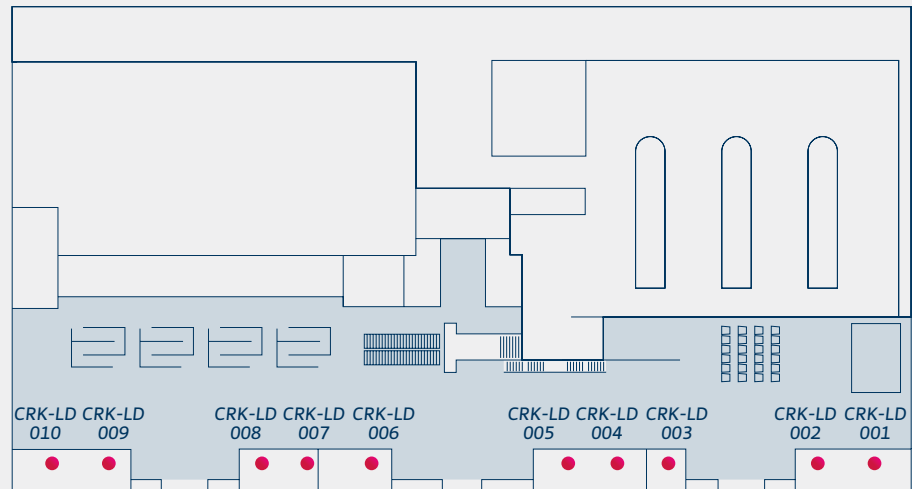
CRK-LD-001 and 002



CRK-LD-003, 004 and 005



CRK-LD-006, 007, 008, 009 and 010



Airport Ground Floor Plan Landside

Main Entrance/Exit Doors

Location & Ref	Main Entrance/Exit doors – CRK-LD-011 x3
Size	1050mm (w) x 400mm (h)
Audience	All arriving & departing passengers
Rate	€720 per cycle

Exterior 



Interior 



Over check in desks 




Departure Hall

Location & Ref	Over Aer Lingus check-in desks CRK-LD-012
	Over Ryan Air check-in desks CRK-LD-013
Size	2440mm (h) x 18130mm (w)
Audience	All departing passengers
Rate	€1,300 per cycle

Departure Hall

Location & Ref	Top of escalators – CRK-LD-014
Size	6696mm (w) x 2251mm (h)
Audience	All departing passengers
Rate	€1,200 per cycle



As seen going up to departure gates 

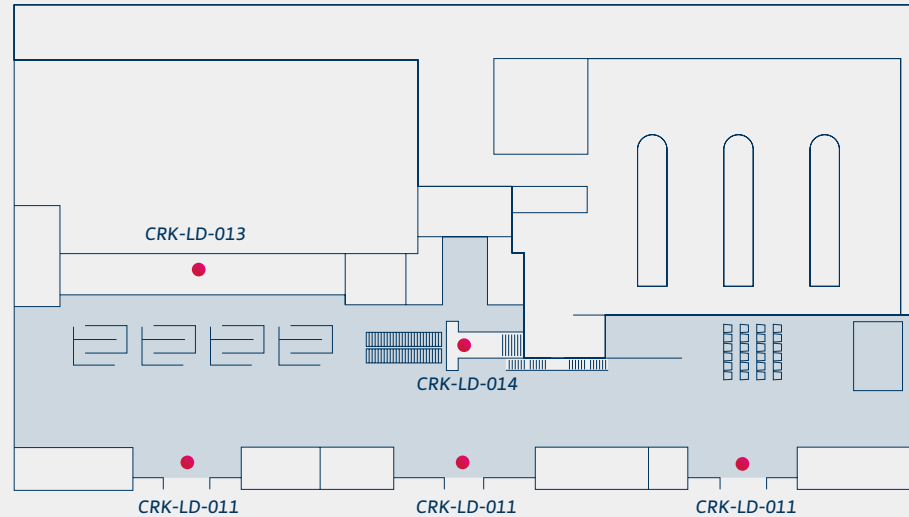
CRK-LD-013 



CRK-LD-014 



CRK-LD-011 x3 



Airport
Ground
Floor Plan
Landside

Main concourse lifts

Location & Ref	Lift Doors in Terminal - CRK-LD-015
Size	1100mm (w) x 2100mm (h) x4
Audience	All departing & arriving passengers
Rate	€850 per cycle



In Arrival/Departure Hall 



 Lift wrap in Departures/Arrivals Hall


Main concourse life shaft

Location & Ref	Front lift shaft – CRK-LD-016
Size	2830mm (w) x 10240mm (h)
Audience	All departing & arriving passengers
Rate	€1,500 per cycle

Media Boxes

Location & Ref	Various – CRK-LD-017 x8
Size	517mm (w) x 685mm (h)
Audience	All arriving & departing passengers
Rate	€288 per cycle



Various locations in Departure Hall 

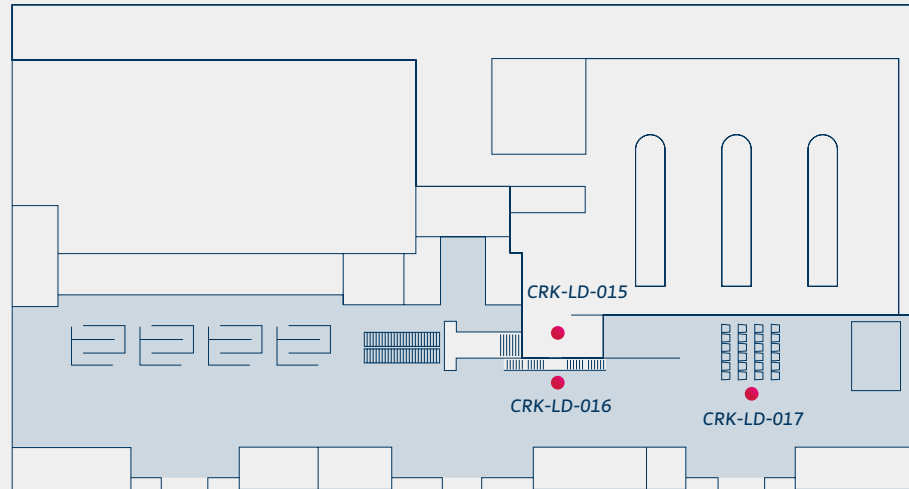
CRK-LD-015 



CRK-LD-017 



 CRK-LD-016



Airport
Ground
Floor Plan
Landside

Main concourse

Location & Ref	Above exit doors – CRK-LD-018
Size	1450mm (h) x 2950mm (w)
Audience	All departing & arriving passengers
Rate	€500 per cycle



Main concourse

Location & Ref	Either side of entrance/exit doors x3 CRK-LD-019
Size	4.4 m (w) x 4.5 m (h)
Audience	All departing & arriving passengers
Rate	€1,800 per cycle

Arrivals panel

Location & Ref	Glass panel after arrivals door CRK-LD-020
Size	1490mm (w) x 3000mm (h) x4
Audience	All arriving passengers, and people meeting arriving passengers
Rate	€1,600 per cycle

As passengers exit into arrivals hall



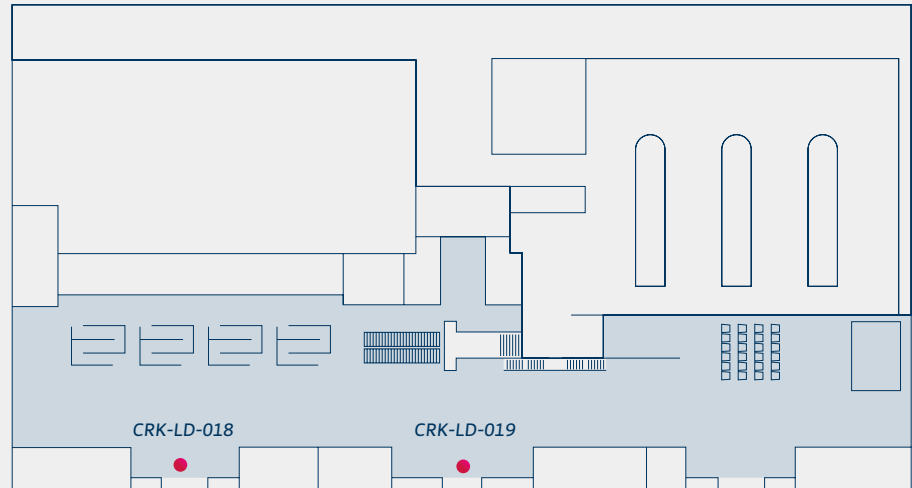
CRK-LD-019



CRK-LD-018



CRK-LD-020



Meeting point

Location & Ref Arrivals meeting point
(Sponsorship of Area) CRK-LD-021

Size 15 m x 15 m (flexible)

Rate €20,000 per annum

(Rate includes full sponsorship ownership of area e.g. customised floor graphics, tables, seats and meeting point).

Location & Ref Arrivals meeting point
(As display point) CRK-LD-022

Size Flexible

Audience All arriving passengers,
and meeters & greeters

Rate €2,000 per month



Promotions Area

Location & Ref Central concourse (Promotional Space)
CRK-LD-023

Size 10 metres x2
(flexible depending on promotion)

Audience All arriving and departing passengers

Rate €900 per cycle

◀ In front of retail outlets



Tribune Banners on Pillars

Location & Ref	Available across back of terminal CRK-LD-024
Size	876mm (w) x 2980mm (h)
Audience	All departing passengers
Rate	€1,000 per cycle (including all 7)

 As seen going to check in



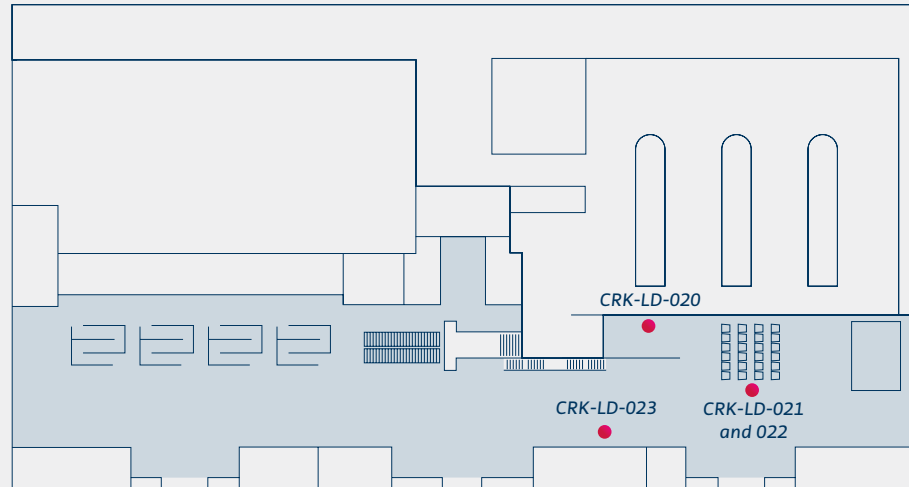
 CRK-LD-024



 CRK-LD-021 and 022



 CRK-LD-023



Airport
Ground
Floor Plan
Landside

Outside Loop

Location & Ref	Departures Corridor – CRK-AD-001
Size	8.6 m (w) x 2.2 m (h)
Audience	All departing passengers
Rate	€1,250 per cycle



◀ Along floor in departures



Departures Floor Stickers

Location & Ref	Departure corridor floor – CRK-AD-002
Size	1 m (w) x 0.5 m (h) (flexible)
Audience	All departing passengers
Rate	€800 per cycle

along their **journey** through the airport

Departure toilet entrance

Location & Ref	Departures corridor – CRK-AD-003
Size	4.6 m (w) x 2.2 m (h)
Audience	All departing passengers
Rate	€600 per cycle



Area behind seating

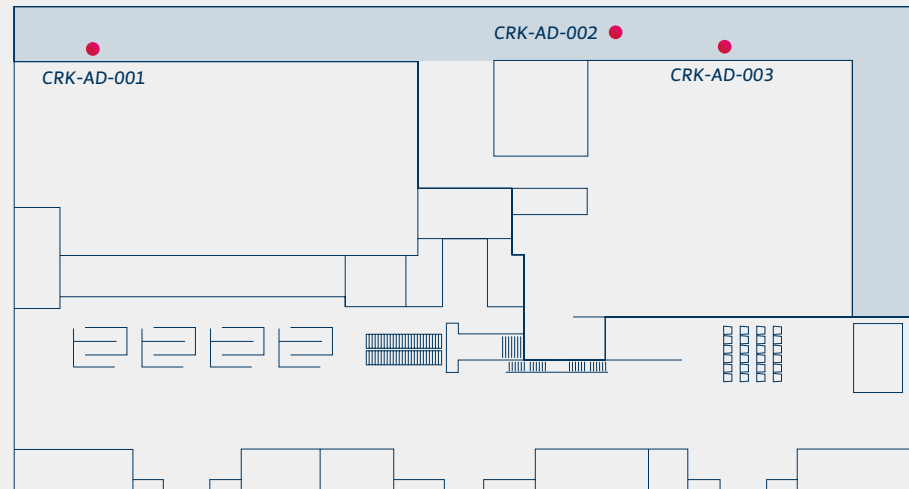
CRK-AD-001



CRK-AD-002



CRK-AD-003



Airport
First Floor
Plan
Airside



◀ Various locations in Departure Hall



Media Boxes

Location & Ref	Various – CRK-AD-004
Size	517mm (w) x 685mm (h)
Audience	All departing passengers
Rate	€216 per cycle



Sponsorship of Jack Lynch Lounge

Location & Ref	Executive lounge – CRK-AD-005
Size	Entire lounge
Audience	Departing passengers
Short term rate	€2,500 per month
<i>Rate includes full sponsorship i.e. screens, pop ups, product samples etc</i>	

◀ Full lounge takeover targeting affluent passengers

Airbridge

Location & Ref	Airbridge – CRK-AD-006
Size	15.5 m (w) x 1.92 m (h) x 2 sides Includes 15 panels per side
Audience	All departing passengers
Rate	€3,000 per month

(Two Airbridges are available and included in the monthly cost).



Ceiling to floor graphics panels ▶

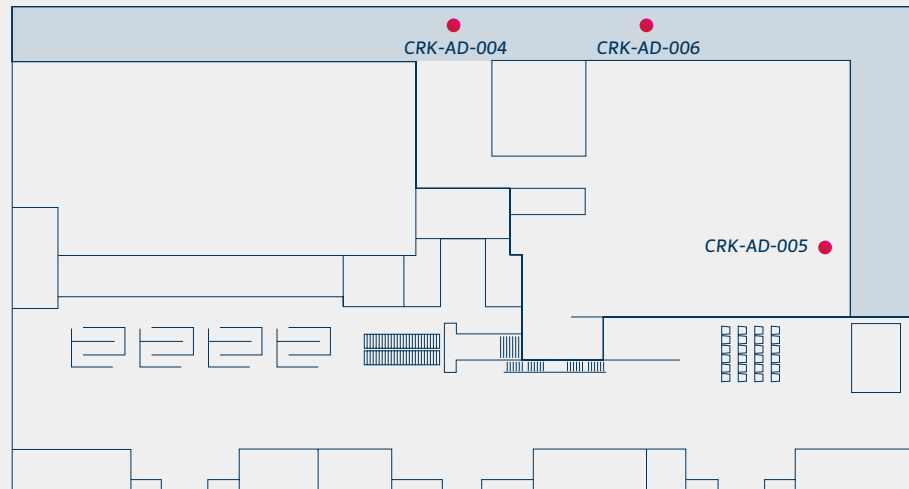
CRK-AD-004 ▶



▶ CRK-AD-006



▶ CRK-AD-005





Corridor before immigration

Location & Ref Arrivals corridor – CRK-AD-007
CRK-AD-008

Size 702mm (w) x 1402mm (h)

Audience All arriving passengers

Rate €100 per cycle



Immigration Queuing

Location & Ref Immigration hall
CRK-AD-009
CRK-AD-010
CRK-AD-011

Size 702 mm (w) x 1402 mm (h)

Audience Departing passengers

Rate €100 per cycle



◀ In front of baggage reclaim

Baggage Belt

Location & Ref	Baggage reclaim CRK-AD-012 CRK-AD-013 CRK-AD-014
Size	702mm (w) x 1402mm (h) x3
Audience	All arriving passengers
Rate	CRK-AD-012 €750 per cycle (3 site pack) CRK-AD-013 €500 per cycle (3 site pack) CRK-AD-014 €250 per cycle (3 site pack)



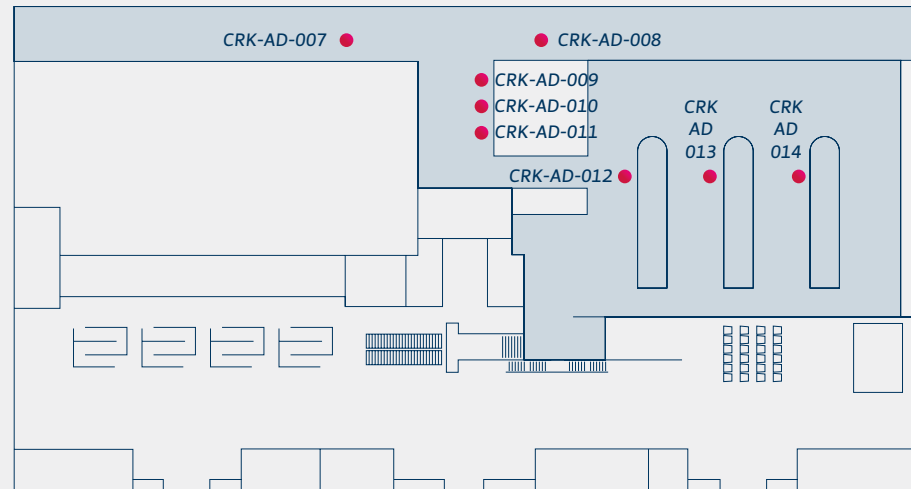
♥ CRK-AD-012 to 014



♥ CRK-AD-007 and 008



♥ CRK-AD-009 to 011





Customs Channel

Location & Ref	Above customs channel – CRK-AD-015
Size	5080mm (w) x 1600mm (h)
Audience	All arriving passengers
Rate	€900 per cycle

As seen going through to baggage reclaim ▶



Above Entrance to Arrivals Hall

Location & Ref	Arrivals Hall, Main Area – CRK-AD-016
Size	9070mm (w) x 1600mm (h)
Audience	All arriving passengers
Rate	€500 per cycle

◀ As seen going through to baggage reclaim



Baggage Hall

Location & Ref	Exit from Immigration CRK-AD-017
Size	9000mm (w) x 1600mm (h)
Audience	All arriving passengers
Rate	€360 per cycle

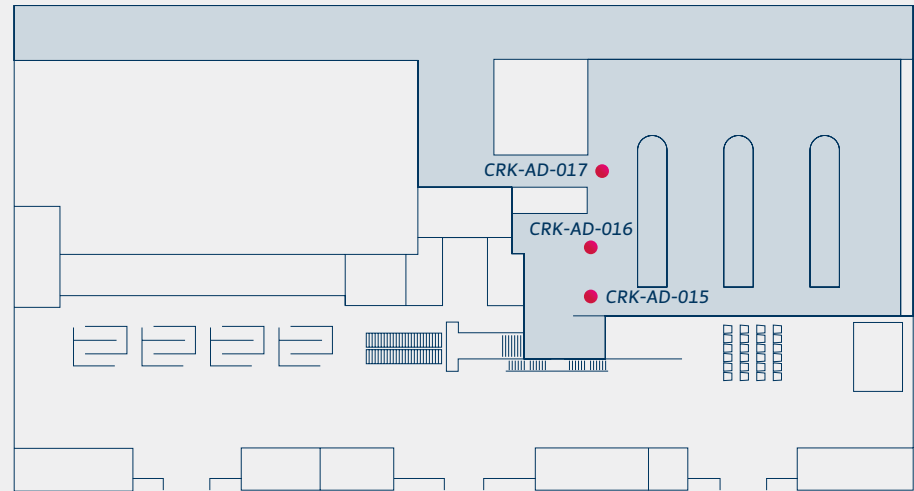


Baggage reclaim ➤

CRK-AD-015 ➤
and
CRK-AD-016



CRK-AD-017 ➤



Baggage Hall

Location & Ref	Glass Wall Customs Hall CRK-AD-018
Size	18,000mm (w) x 2,150mm (h)
Audience	All arriving passengers
Rate	€800 per cycle



In front of baggage reclaim ▶



Baggage Hall

Location & Ref	High Glass Panel Customs CRK-AD-019
Size	1270mm (h) x 3050mm (w)
Audience	All arriving passengers
Rate	€600 per cycle

◀ As seen going in baggage reclaim

Baggage hall

Location & Ref	Pillars Customs Hall CRK-AD-020 (3 columns)
Size	2840mm (w) x 3000mm (h)
Audience	All arriving passengers
Short term rate	€275 per cycle



Baggage reclaim 



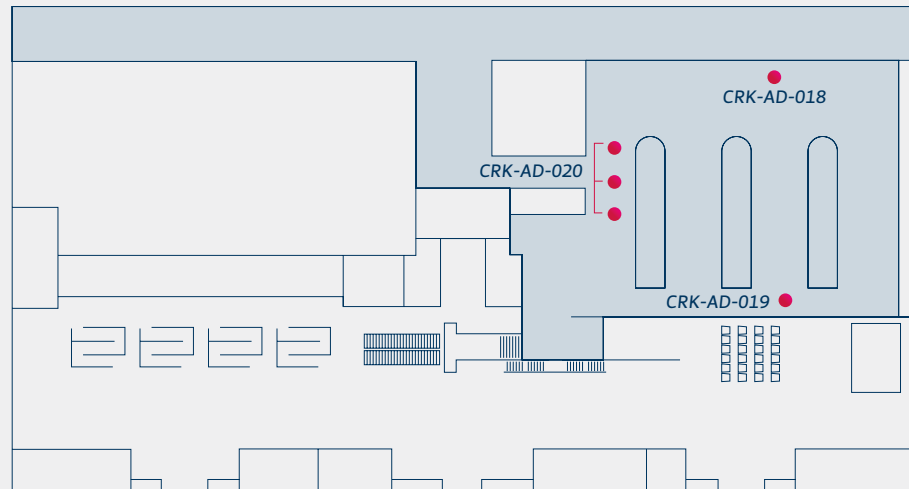
CRK-AD-019 



 CRK-AD-020




 CRK-AD-018



Baggage Hall


Location & Ref	Baggage Belt Suitcases CRK-AD-021 (6 double sided suitcases)
Size	946mm (w) x 455mm (h)
Audience	All arriving passengers
Rate	€500 per cycle

In front of
baggage reclaim 



Arrivals Doors

Location & Ref	Exit door to public CRK-AD-022
Size	4645mm (w) x 2800mm (w)
Audience	All arriving passengers
Rate	€1,000 per cycle

 As seen in baggage reclaim

Baggage Reclaim Display Point

Location & Ref	Baggage reclaim – CRK-AD-023
Size	2 m x 2 m (flexible)
Audience	All arriving passengers
Rate	€1,250 per cycle

(We can create a bespoke insallation to suit your promotion).



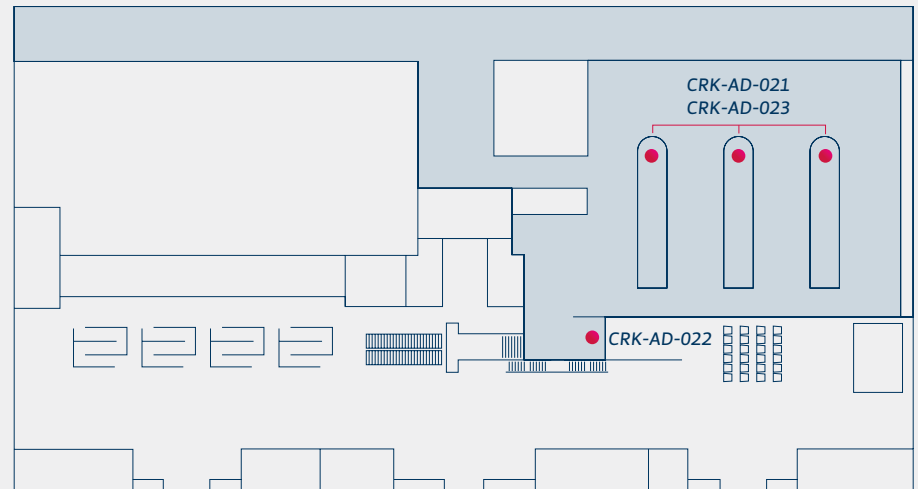
Baggage reclaim ➤



CA1 & 1A - CA5 & 5A



CBCD



Airport Ground Floor Plan Airside

Outside Main Building

Location & Ref	Smoking Areas – CRK-OOH-001
Size front	6807mm (w) x 1092mm (h)
Size rear	6730mm (w) x 1092mm (h)
Audience	All arriving/departing passengers
Rate	€420 per cycle



Outside entrance/exit doors



Walkway to short term car park


Walkway to short term car park

Location & Ref	Glass Panels – CRK-OOH-002 x9
Size	1220mm (w) x 1820mm (h)
Audience	All arriving/departing and car hire passengers
Rate	€800 per cycle

48 Sheet

Location & Ref	Airport exit road – CRK-OOH-003
Size	3048mm (h) x 6095mm (w)
Audience	All arriving passengers
Rate	€360 per cycle



As seen from exit road ▶


Europanel

Location & Ref	Entrance road – CRK-OOH-004
Size	3048 (h) x 3962 (w)
Audience	All arriving passengers
Rate	€300 per cycle

Multi Story Car Park Lifts

Location & Ref	3 x Car park lift doors – CRK-OOH-005
Size	1600 (w) x 2100mm (h)
Audience	All arriving/departing passengers
Rate	€500 per cycle



Lifts from car park 



 Area in front of Airport



 Paved area in front of Airport



 As seen from Airport exit

Outside Terminal

Location & Ref	Display Area & Grass – CRK-OOH-006
Size	To be agreed on request
Audience	All arriving/departing
Rate	€800 per cycle

Display Banner on CUB Building

Location & Ref	CUB Building – CRK-OOH-007
Size	30 ft x 30 ft
Audience	All arriving & departing passengers
Rate	€3,500 per cycle



Light Display on CUB Building

Location & Ref	CUB Building – CRK-OOH-008
Size	N/A
Audience	All arriving & departing passengers
Rate	€800 per cycle

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or for more information please visit our website
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