

# ELEVATE YOUR ADVERTISING WITH YXT



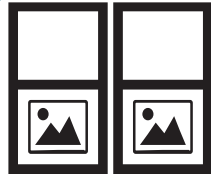
## STATIC BACKLIT AD SIGNS

Featured in the Arrivals area of the airport, these back lit signs provide high visibility for your business. All signs are printed on 7.5mm backlit film, giving maximum impact when placed in the backlit sign box.



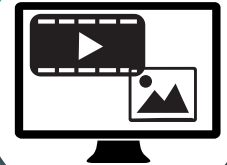
## SECURITY STATION ADS

Featured on both sides of the glass stations of the security line-up, this option puts your brand in front of travellers while they wait. These ads can also have great line of sight from Arrivals and the airport restaurant.



## WINDOW DOOR DECAL ADS

Featured on all entry and exit doors at the Airport Terminal, these advertisements allow you to catch the eye of visitors when they both enter and exit the Airport.



## DIGITAL TV ADS

The Airport is pleased to feature digital advertising on 6 TVs throughout the airport. Displaying 15 second video or static image ads, this is an economical way to stretch your marketing dollars.

## WHY ADVERTISE AT YXT?

- HIGH TRAFFIC LOCATION WITH OVER 18,000 UNIQUE VISITORS PER MONTH
- ECONOMICAL OPTIONS SUCH AS DIGITAL ADVERTISING FOR AS LOW AS \$79 PER MONTH \*\*
- VARIOUS AD SIZES AND LOCATIONS TO CHOOSE FROM THROUGHOUT THE TERMINAL
- FLEXIBILITY TO CHANGE DIGITAL ADS, AND STATIC ADS MESSAGING



## Northwest Regional Airport Terrace-Kitimat



103 - 4401 Bristol Road  
Terrace, BC V8G 0E9



250-635-2659  
ext: 224



bcorreia@yxt.ca  
www.yxt.ca

# YXT ADVERTISING PRICING

## STATIC BACKLIT SIGNS - \$2765.41 annually

Various sizes in one of the most viewed spots of the terminal.  
Located in the Arrivals area of the terminal.,  
Printed on backlit 7.5 mm film.

## STANCHIONS DECALS - \$2765.41 annually

Located on the security stanchions, double sided ads sized 47" by 35".  
Printed on Arlon white bubble free vinyl.

## DOOR WINDOW DECALS -

### Arrivals : \$4589.47 annually | Departures: \$4589.47 annually

Located on all exits and entry doors into the airport. Ads are placed on all lower windows  
of the automatic doors, double sided.  
Printed on Arlon White bubble free vinyl.

## DIGITAL ADVERTISING

**1 Ad 15 SECONDS - \$950 annually**

**2 Ads 15 SECONDS - \$1425 annually**

**3 Ads 15 SECONDS - \$2850 annually**

With 6 TVs throughout the airport, you are guaranteed  
your ad will be played 84 times per day, with a maximum  
of 6 plays per hour. Ads can be video clips or static images.

Acceptable file formats are .jpg, .png, or .mp4.

All images and video must be sized to 1920 by 1080  
for best viewing. All ads are formatted and displayed in  
landscape orientation.

\*\* Digital ad contracts can be billed monthly but are subject to administrative fees.

## EXCLUSIVE DIGITAL ADVERTISING

**80" TV - \$8571.43**

Located in the Departures/ Check-in area. Play exclusively your content  
on a 80" TV.

For information on ad space availability, please contact Brandie @ 250-635-2659 ext 224, or email  
bcorreia@yxt.ca.

For more information about printing static ads, designing both print and digital ads, please contact  
kat@westcodesigns.ca