

SIGN LOCATIONS AND ADDITIONAL BENEFITS

- Signs are prominently displayed in the departure and arrival areas of the airport, allowing businesses to target their preferred demographic.
- Advertisers receive a free designated spot in the airport brochure racking program (\$200 value) and a free listing with hotlink on the YQQ website www.comoxairport.com.
- Incentives are in place for agreements extending longer than one year. YQQ is pleased to work with your business to tailor a program that meets your needs.



The Comox Valley Airport (YQQ) is an exceptional venue to increase awareness of local business.

Offering ongoing contact with local residents, outgoing passengers and inbound tourists, YQQ can provide year-round exposure to a range of demographics.

Our passengers are primarily local residents, leisure travelers and tourists, the main demographic target for most Vancouver Island businesses.

Contact:

For more information or to tailor a program for your business, contact our YQQ advertising sales representative at:

Phone: (250) 890-0829

Email: info@comoxairport.com

comoxairport.com



Where journeys begin.

Comox Valley Airport Backlit Advertising Program





AUDIENCE

YQQ serves passengers from all over Northern Vancouver Island, from Nanaimo to the most northern tip of the island. In 2011, almost **310,000** passengers travelled through the airport – a number that is forecast to increase by a steady three per cent annually. If each passenger was accompanied by one guest, a conservative estimate of total public visits to the terminal building could be 620,000. That is well over half a million people with the potential to be exposed to your business advertisement annually!

VENUE HIGHLIGHTS

- A friendly, efficient and modern facility that is the best and most convenient point of access to and from Northern Vancouver Island.
- Vancouver Island's second largest international airport.
- Open seven days per week, 365 days per year.
- Daily direct flights to Calgary, Edmonton and Vancouver.
- Seasonal direct service to Puerto Vallarta and Cancun, with up to three flights per week.
- A dedicated public relations and marketing program aimed at increasing the number of routes at YQQ and bringing more passengers into the terminal.

EXPOSURE AND VALUE

One main advantage to advertising at the Comox Valley Airport is guaranteed exposure. The airport offers a full range of services and is open seven days a week/ 365 days a year with an average of 1,693 guests moving through the terminal each day. When comparing prices against other forms of advertising, the airport is a clear winner in terms of exposure value for dollar.

Type	Duration	Price
Local Newspaper	1 day	\$800 + HST (full page, colour)
Comox Valley Airport	365 days	\$1,600 + HST (full colour 4x6 foot backlit)
Tourist Guide	365 days	\$10,750 + HST (1/2 page, colour)
Quarterly Magazine	4 months	\$9,750 + HST (full page, colour)
Monthly Magazine	1 month	\$11,880 + HST (full page, colour)

PRICING

Duration	Price	Savings
1 year	\$2,000 per year + HST or \$166/month	Minimum contract length.
2 years	\$1,900 per year + HST or \$158/month	\$200
3 years	\$1,800 per year + HST or \$150/month	\$600
4 years	\$1,700 per year + HST or \$142/month	\$1,200
5 years	\$1,600 per year + HST or \$133/month	\$2,000 *Best Value*

*25% deposit due when contract is signed.
Installation costs not included.

SIGN SPECS

Signs are available in both portrait and landscape formats with the option to install detached, single or double-wide frames.

Portrait: 4 ft (w) by 6 ft (h) | Landscape: 6 ft (w) by 4 ft (h)