

ADVERTISE SMART

Media Opportunities at Airport Weeze



ADVERTISE SMART.



Reach people Across the airport journey.

Airport Weeze connects a unique cross-border audience from Germany and the Netherlands. Our compact terminal creates a calm, efficient journey with more attention for your message at every step.



10 million people

Population within a 60-minute drive



Cross-Border audience

from Germany and the Netherlands



High attention

in check-in, arrival and waiting areas

Start smarter. Advertise at Airport Weeze.

**LESS
DISTANCE.
MORE
IMPACT.**

Compact airport, many valuable contacts.

A compact airport means shorter routes, more waiting time in the right places and repeated exposure along the passenger journey. Fewer distractions. More impact for your brand.

APPROX.

2.0

MILLION

passengers

APPROX.

250

THOUSAND

visitors

APPROX.

2.5

MILLION

in total

AROUND

5

THOUSAND

daily contacts



SMART STARTS

40+
Destinations

-  Ryanair
-  Transavia





CEILING BANNER

High visibility in the heart of the terminal.

Location: Terminal – Public Area

Placed in a central terminal location close to check-in, shops and catering, the Ceiling Banner creates strong visibility for departing passengers, arriving travellers and airport visitors. Its suspended format makes it an eye-catching medium within the natural passenger flow.

Ideal for:

Brand awareness, seasonal campaigns, retail & food concepts, mobility services, tourism brands

Specifications:

- Double-sided digital print
- External dimensions: 150 cm x 400 cm
- + 1 cm bleed
- Material: Airtex
- Indirect lighting





MEGA BANNER

Large-format visibility above the terminal flow.

Location: Terminal – Public Area above Offices

This large-format placement is positioned above a highly frequented terminal area and is visible to both departing and arriving passengers. Its size and elevated position make it ideal for brands that want to stand out and create a strong visual presence inside the terminal.

Perfect for:

Brand launches, image campaigns, premium branding, high-impact visuals

Specifications:

- Digital print
- External dimensions: 550 cm x 290 cm
- + 1 cm bleed
- Material: PVC Frontlit
- Indirect lighting



A0-POSTER FRAMES

Flexible visibility along key passenger routes.

Location: Terminal – Arrival and Departure Area

A0 poster frames offer a flexible and cost-effective way to place your message along the main passenger routes.

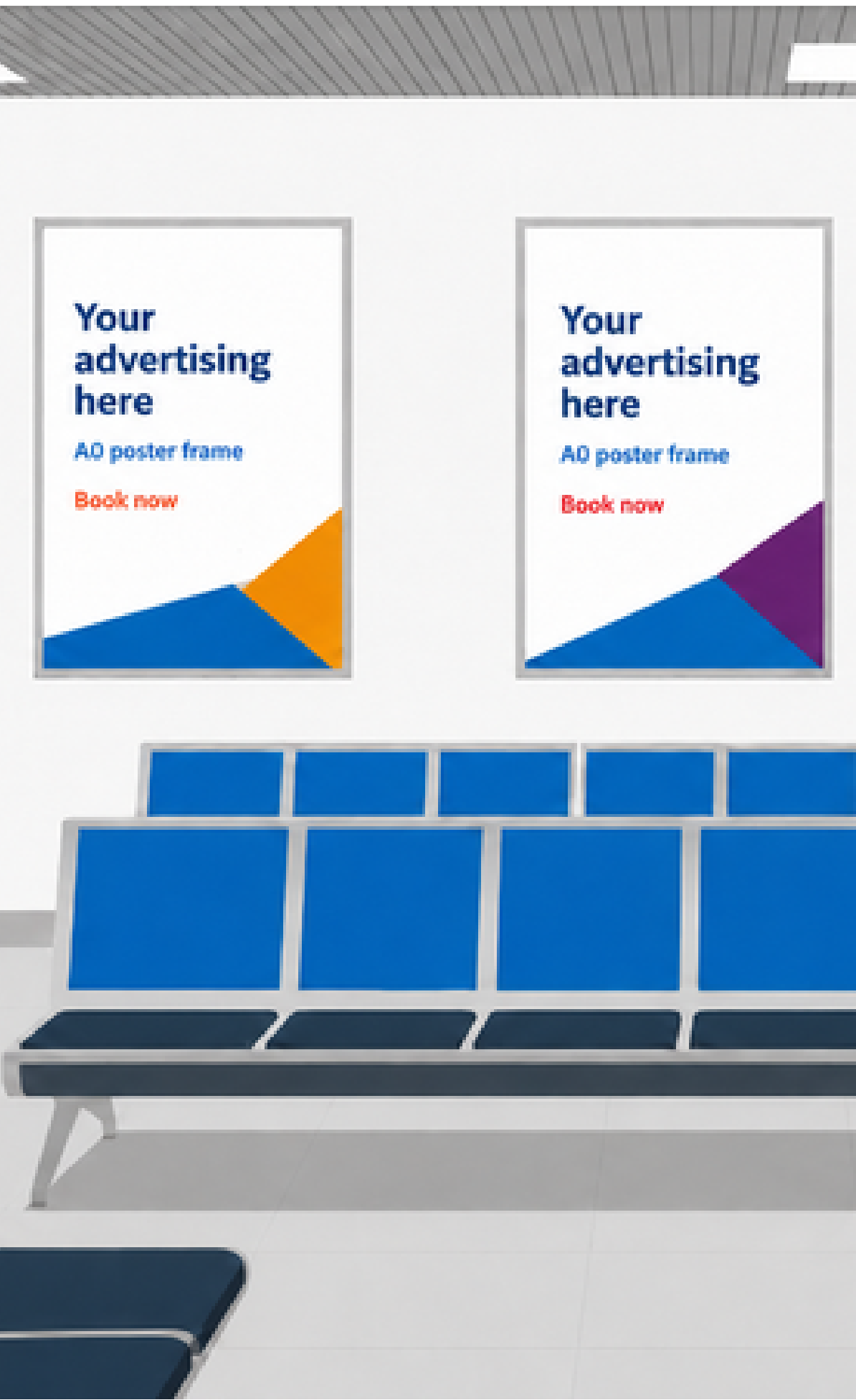
Passengers and visitors notice these placements while moving through arrival and departure areas, making them suitable for clear, repeated brand messages.

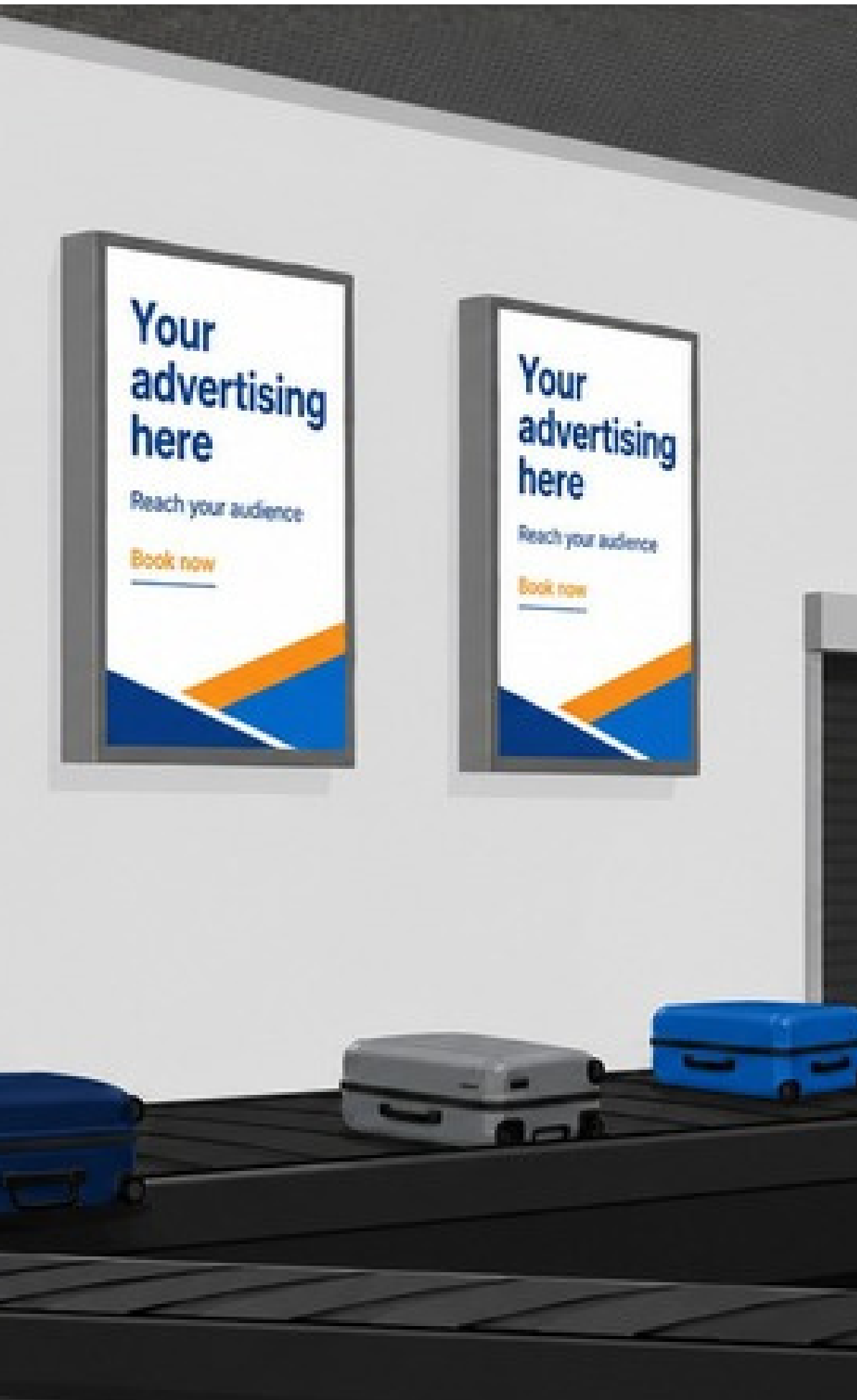
Ideal for:

Local promotions, events, recruitment, retail offers, short-term campaigns

Specifications:

- Digital print
- External dimensions: A0, 84 cm x 118 cm
- + 1 cm bleed
- Material: Photo print paper
- Indirect lighting





LIGHTBOX

Illuminated impact in arrival and departure areas.

Location: Terminal Entrance, Arrival and Departure Area

Lightboxes combine strong visibility with a high-quality illuminated appearance. Placed at the terminal entrance, in the arrival area and in the departure area, they create prominent contact points for passengers and visitors throughout the airport journey.

Recommended for:

Premium brands, image campaigns, real estate, automotive, financial services

Specifications:

- Digital print
- External dimensions: A0, 83 cm x 118 cm
- + 1 cm bleed
- Material: Backlit foil
- Direct lighting





TOURIST INFO BOARD

Your offer in the hands of travellers and visitors.

Location: Terminal Arrival / Departure Area, Central

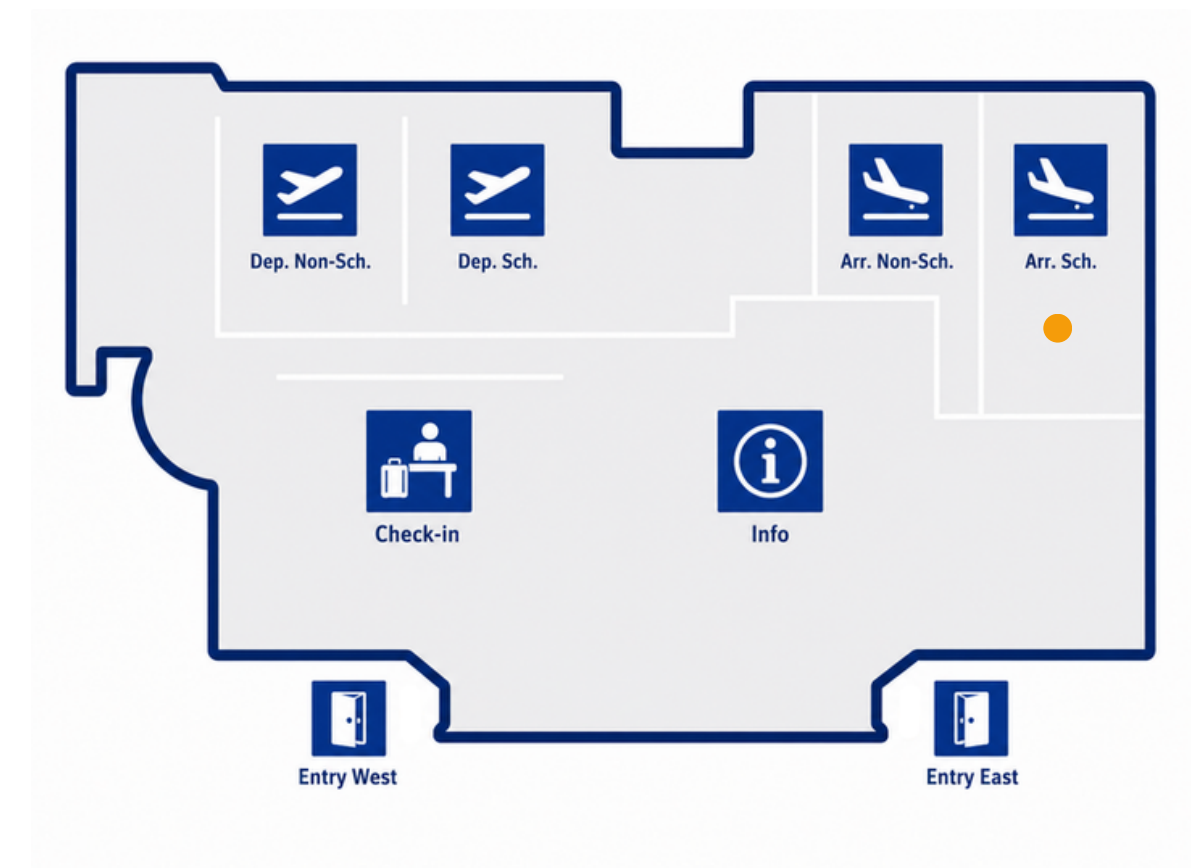
The Tourist Info Board is ideal for brochures, flyers and take-away information. It reaches passengers and visitors in a travel-oriented mindset and allows them to take your offer with them directly. Your material is checked daily by a restocking service to keep the presentation clean and up to date.

Best for:

Tourism, attractions, hotels, events, destinations, local services and leisure offers.

Specifications:

- 30 compartments
- DIN A4 and other formats
- Indirect lighting





MEGA BANNER TERMINAL

A strong brand presence at the terminal entrance.

Location: Terminal Entrance – Indoor

Positioned at the terminal entrance, this large-format banner creates immediate visibility for passengers, visitors and people picking up or dropping off travellers. Its prominent indoor location makes it a powerful medium for brands that want to be seen at one of the airport's key touchpoints.

Perfect for:

Brand awareness, new store openings, service providers, regional campaigns, destination marketing

Specifications:

- Digital print
- External dimensions: 356 cm x 252 cm
- + 1 cm bleed
- Material: Shop Canvas
- Indirect lighting





PANORAMA BANNER CHECK-IN

Stay visible throughout the journey.

Location: Check-in Area – Indoor

Positioned behind the check-in area, this panoramic banner reaches passengers as they move towards the restaurant, waiting areas and upper level. It offers extended viewing time and close proximity to travellers spending time inside the terminal.

Best for:

Airlines, travel brands, destination marketing, hospitality, lifestyle brands and long-term image campaigns.

Specifications:

- Digital print
- External dimensions: 497 cm x 230 cm
- + 1 cm bleed
- Material: Shop Canvas
- Indirect lighting





PANORAMA BANNER GATE 10

Stay visible before take-off.

Location: Gate 10 – Airside

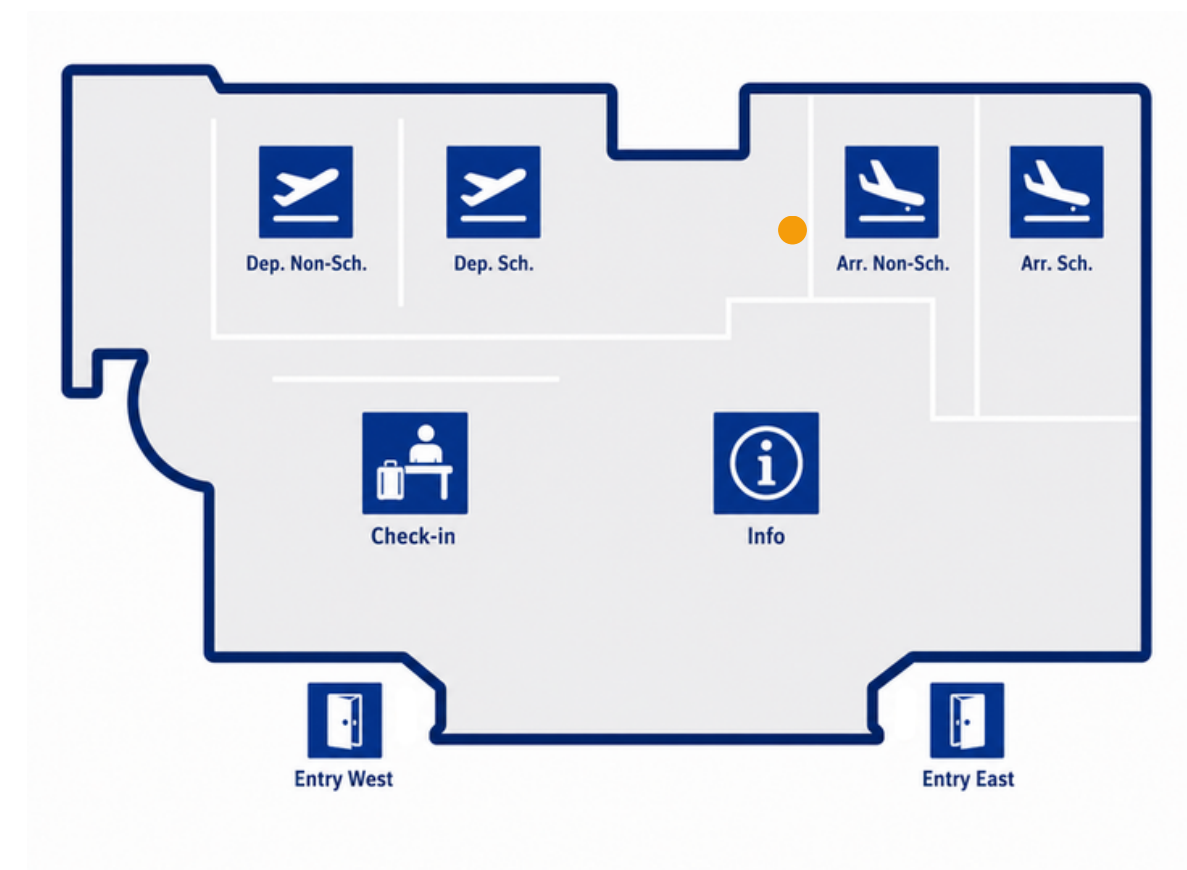
Positioned in the departure gate area, this panoramic banner benefits from one of the airport's longest passenger dwell times, creating extended visibility before boarding.

Perfect for:

Brand awareness, destination marketing, product launches, premium branding, long-term image campaigns

Specifications:

- Digital print
- External dimensions: 606 cm x 156 cm
- Visible dimensions: 600 cm x 150 cm
- + 1 cm bleed
- Material: Shop Canvas
- Indirect lighting





PANORAMA BANNER ARRIVAL

Make the final impression.

Location: Arrival and customs area

Positioned immediately after customs, this panoramic banner offers high visibility at the final touchpoint before passengers leave the terminal.

Ideal for:

Car rental & mobility services, hotels & accommodation, regional attractions, destination marketing, local services

Specifications:

- Digital print
- External dimensions: 500 cm x 200 cm
- + 1 cm bleed
- Material: Shop Canvas
- Indirect lighting





LUGGAGE TROLLEY

Mobile advertising close to passengers.

Location: Terminal, Check-In, Arrival Area, Car Park

Luggage trolleys bring your brand directly into the passenger journey. Used in the terminal, arrival area and car park, they create repeated visibility while travellers move through the airport with their luggage.

Ideal for:

Everyday brand visibility, parking & mobility, car rental, hotels, retail, local services

Specifications:

- Digital print
- Large Ad: 52,5 cm x 33,5 cm
- Small Ad: 46,5 cm x 12,5 cm
- + 1 cm bleed





EXHIBITION/SPECIAL AREAS

Bring your brand to life inside the terminal.

Location: Terminal – Check-In Area

Special areas offer space for product presentations, promotions, sampling or direct customer interaction.

They are ideal for brands that want more than visibility and aim to create a personal experience with passengers and visitors.

Perfect for:

Product launches, sampling, employer branding, live promotions, customer engagement

Specifications:

- Available on request
- Individual concepts possible





MEGA BANNER TERMINAL

Large-format visibility before entering the terminal.

Location: Terminal Entrance – Outdoor

Placed above the terminal entrances, this outdoor banner reaches travellers and visitors before they enter the building.

Its size and position make it highly visible for passengers, people picking up or dropping off travellers and visitors of the outdoor terrace.

Recommended for:

Outdoor brand awareness, tourism campaigns, automotive, destination marketing, regional visibility

Specifications:

- Digital print
- External dimensions: 356 cm x 252 cm
- + 1 cm bleed
- Material: Shop Canvas
- Indirect lighting



18/1 – OUTDOOR

Visibility on the way to and from the terminal.

Location: 5 positions next to the main terminal access road

Other positions on airport grounds possible

18/1 Outdoor placements reach passengers and visitors before and after their terminal visit. Located along the main access road, they are visible to airport traffic and create strong outdoor presence at a key arrival and departure point.

Perfect for:

Broad awareness campaigns, retail, events, tourism, automotive

Specifications:

- Digital print
- External dimensions: 362 cm x 255 cm
- + 1 cm bleed
- Material: Lightflex





AIRPORT TV

Digital visibility across the terminal.

Location: Terminal – Arrival and Departure Area

Airport TV places your message on digital screens in different terminal locations. With regular playouts throughout the day, it offers flexible visibility for moving images, campaign messages, offers and brand communication. Digital content can be updated more easily than printed media, making Airport TV suitable for short-term, seasonal and recurring campaigns.

Best for:

Brand awareness, retail offers, tourism, events, mobility, recruitment and time-sensitive campaigns.

Specifications:

- Still image or video spot
- Format: 1,920 px x 1,080 px, Full HD
- Broadcast frequency: 4x per hour
- File formats: JPG, PNG or wmv



SOCIAL MEDIA

Extend your airport presence online.

Instagram and Facebook

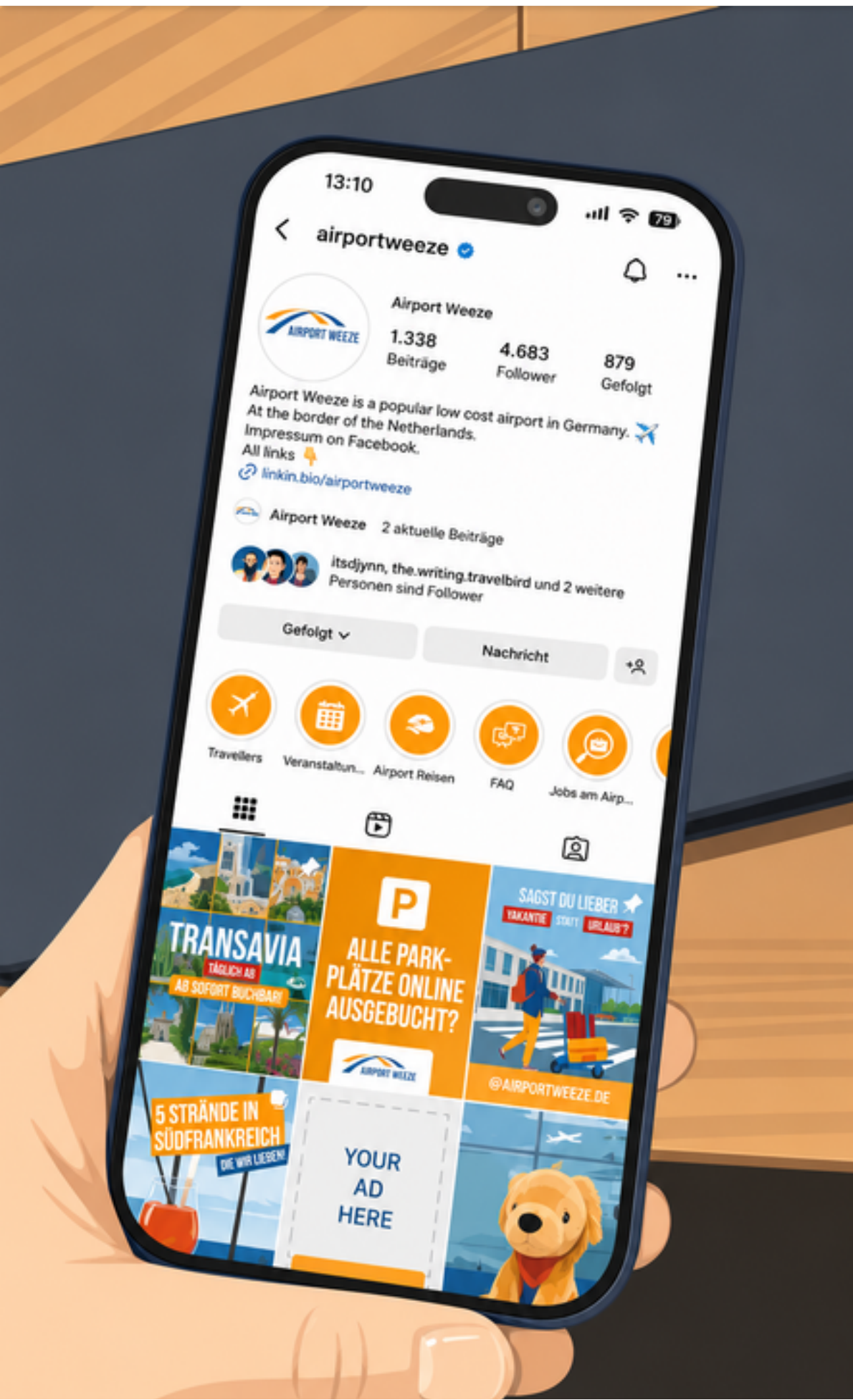
Combine your airport advertising with visibility on our German and Dutch social media channels. Together, we can create authentic content that connects your brand with travellers, regional audiences and the Airport Weeze community.

Options:

- Post, carousel or reel on our German and/or Dutch channels
- Collab post or sharing of your content
- Individual content production for your product, service or campaign

Perfect for:

- Storytelling
- Destination marketing
- Product launches
- Community engagement
- Campaign extensions





READY TO ADVERTISE SMART?

Whether you're planning a local campaign, launching a new product or looking to reach travellers from Germany and the Netherlands – we'll help you find the right media mix for your goals.

Contact:

Ira Pillmann

Marketing

marketing@airport-weeze.com

+49 (0) 2837 667923