



VICTORIA INTERNATIONAL AIRPORT

Discover the Power of Real-Time Digital Advertising.

FAST FACTS:

Digital Displays:

27 plasma and LCD screens
Sizes range from 42" - 65"

Targeted Advertising Zones

Zone A: Arrivals:
escalator & main wall

Zone B: South Carousel

Zone C: Centre Carousel

Zone D: International Arrivals
Carousel

Zone E: Arrivals Hall

Backlit Displays:

31 displays in
10 locations

Brochure Racks:

2 locations

Hours of Operation:

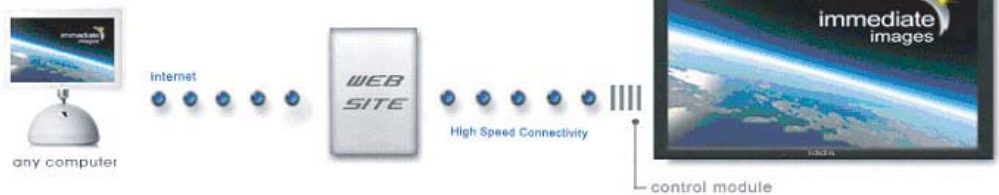
0330 - 0100
7 days / week
365 days / year

Number of Visitors Annually:

1.4 million passengers
2.5 million total visitors

The Victoria International Airport serves the City of Gardens and is Vancouver Island's largest commercial passenger air terminal. Each year, more than 1.4 million passengers travel through the airport, and half of them are accompanied by an average of 1.6 family, friends or colleagues each.

This is unquestionably one of the greatest advertising venues on the Island.



Immediate Images now offers advertisers an unmatched opportunity to reach this affluent, upscale and active audience through the revolutionary medium of real-time digital display.

From any computer, anywhere in the world, advertisers now have the ability to change, update or customize messages in real time. Ads can be scheduled by day of the week or time of day - and custom digital messages can be tailored for and timed to reach specific audiences.

The future of advertising has arrived.



Digital Signage Solutions.

The Immediate Digital Display System accepts both still image and video ads.

Advertisers have unlimited use of the content management system - there is no software to buy and no additional charge for uploading changes.

Outstanding image quality, state of the art display technology, the ability to update or change messages in real time - all part of the advertising arsenal available to you now. The patrons of the Victoria International Airport are waiting to hear from you.

Contact: Lee Taal
(250) 818-8225
lee@immediateimages.com

Peet Vuur
(250) 217-4907
peet@immediateimages.com

Anna Scolnick
(250) 589-4176
anna@immediateimages.com

VICTORIA INTERNATIONAL AIRPORT

Digital Advertising | Arrivals | **Zone A** | Escalator & Main Wall in Arrivals Area

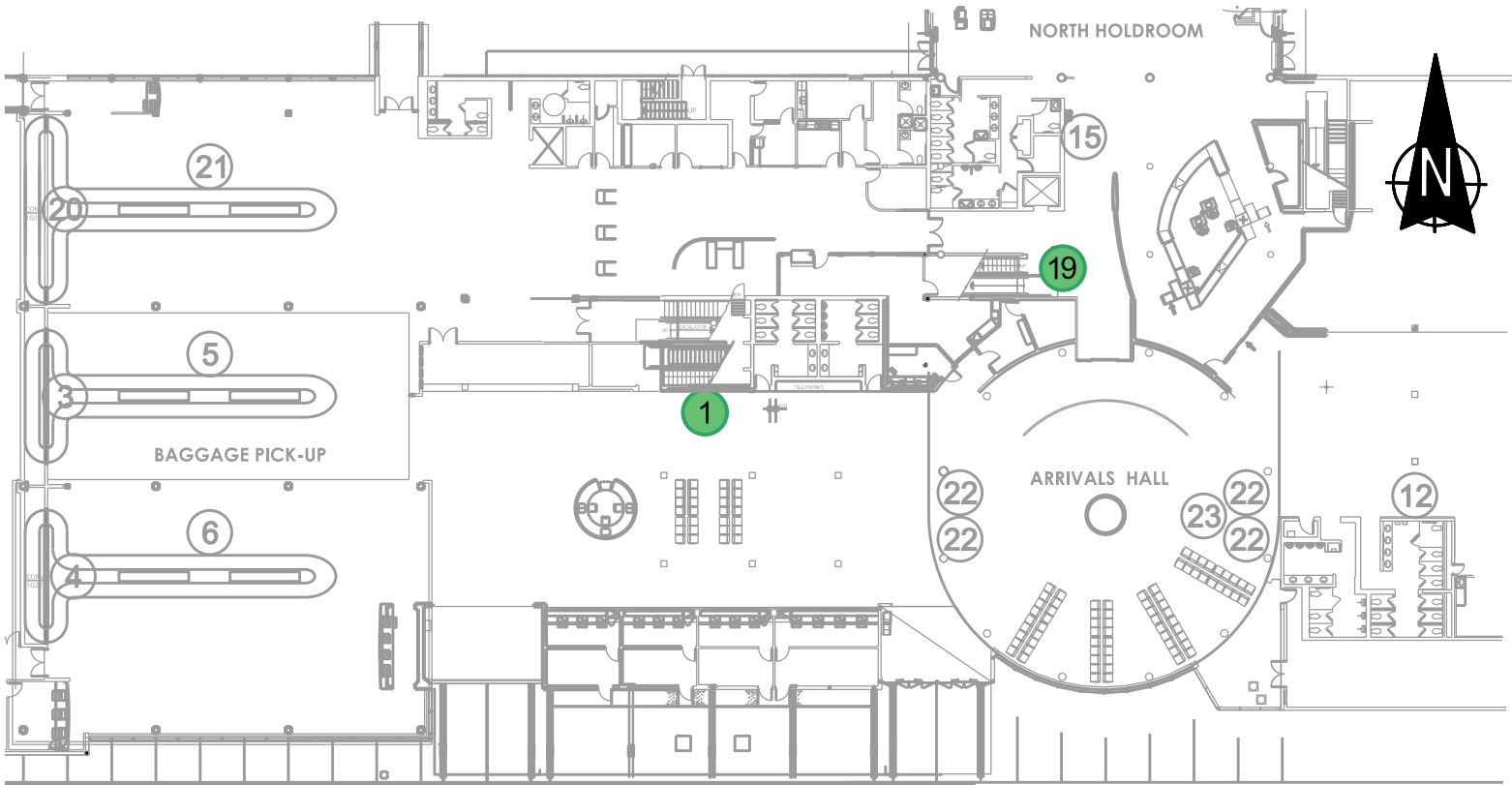
19	Location	Displays	Playlist
1	Escalator	1x 50" plasma	5:00 min
	Main Wall	3x 42" LCDs & brochure rack	

Monthly Rates

Ad Length	1 Month	1 Year	3 Years	5 Years
:10-seconds	415	350	315	280
:20-seconds	747	630	567	504
:30-seconds	996	840	756	672
Brochure Rack		30		

Demographics

TOTAL ANNUAL VISITORS: 1,510,417 | AVERAGE VIEWING TIME: 2:00 minutes
 All domestic bridge arrivals
 All arriving passengers plus meeters and greeters
 Gender: 37% male; 63% female
 Average travel party composition: 1.6 persons
 Average no. of trips per year: 4
 Purpose of trip: business 26%; vacation/pleasure travel 72%



Ad Requirements

VIDEO ADS

Size 848 pixels W x 480 pixels H
File Format .avi with DivX or XVID, .mov, MPEG1, 2 & 4
Pixel Aspect: 1.00 (square), progressive scan

STILL IMAGE ADS

Size 848 pixels W x 480 pixels H
File Format .jpg
Color Space RGB

Contact

LEE TAAL
 (250) 818-8225
 lee@immediateimages.com

PEET VUUR
 (250) 217-4907
 peet@immediateimages.com

ANNA SCOLNICK
 (250) 589-4176
 anna@immediateimages.com

VICTORIA INTERNATIONAL AIRPORT

Digital Advertising | Arrivals | **Zone B** | South Carousel

<p>4</p> <p>6</p>	<p>Location</p> <p>Back Wall</p> <p>Carousel A-Frame</p> <p>Carousel A-Frame</p>	<p>Displays</p> <p>2x 65" plasmas</p> <p>4x 50" plasmas</p> <p>8x 42.25"W x 30"H backlit panels</p>	<p>Playlist</p> <p>6:00 min</p>
---------------------------------	---	--	--

Monthly Rates

Ad Length	1 Month	1 Year	3 Years	5 Years
:10-seconds	700	600	540	480
:20-seconds	1260	1080	972	864
:30-seconds	1680	1440	1296	1152

Backlit panels	400	375	350
----------------	-----	-----	-----

Demographics

TOTAL ANNUAL VISITORS: 654,834 | AVERAGE VIEWING TIME: 15:00 minutes

All Air Canada arrivals

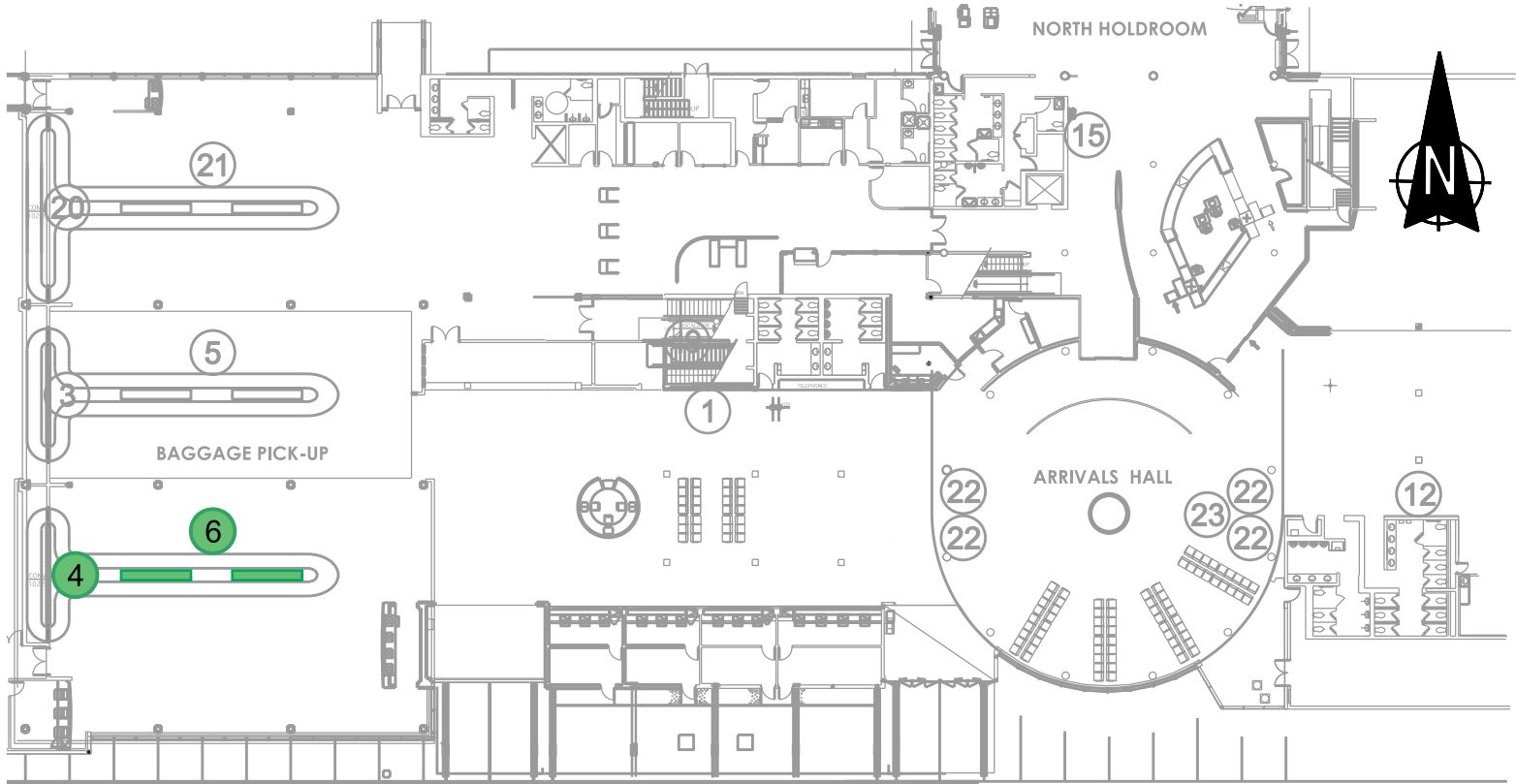
All Air Canada Jazz arrivals plus meeters and greeters

Gender: 37% male; 63% female

Average travel party composition: 1.6 persons

Average no. of trips per year: 4

Purpose of trip: business 26%; vacation/pleasure travel 72%



Ad Requirements

VIDEO ADS

Size: 848 pixels W x 480 pixels H
 File Format: .avi with DivX or XVID, .mov, MPEG1, 2 & 4
 Pixel Aspect: 1.00 (square), progressive scan

STILL IMAGE ADS

Size: 848 pixels W x 480 pixels H
 File Format: .jpg
 Color Space: RGB

Contact

LEE TAAL
 (250) 818-8225
 lee@immediateimages.com

PEET VUUR
 (250) 217-4907
 peet@immediateimages.com

ANNA SCOLNICK
 (250) 589-4176
 anna@immediateimages.com

VICTORIA INTERNATIONAL AIRPORT

Digital Advertising | Arrivals | **Zone C** | Centre Carousel

3	Location	Displays	Playlist
	Back Wall	2x 65" plasmas	6:00 min
5	Carousel A-Frame	4x 50" plasmas	
	Carousel A-Frame	8x 42.25"W x 30"H backlit panels	

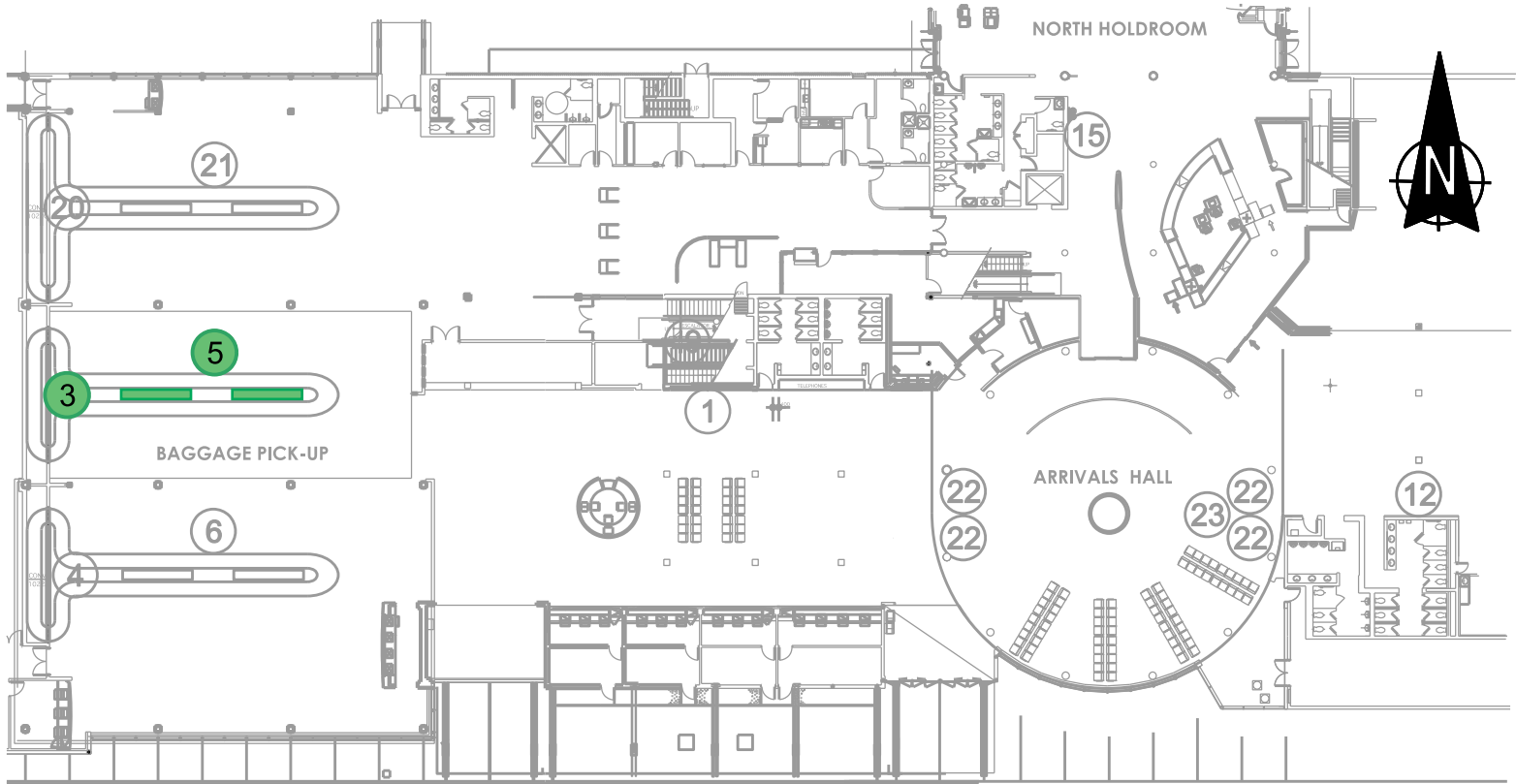
Monthly Rates

Ad Length	1 Month	1 Year	3 Years	5 Years
:10-seconds	700	600	540	480
:20-seconds	1260	1080	972	864
:30-seconds	1680	1440	1296	1152

Backlit panels	400	375	350
----------------	-----	-----	-----

Demographics

TOTAL ANNUAL VISITORS: 654,833 | AVERAGE VIEWING TIME: 15:00 minutes
 All WestJet arrivals
 All Pacific Coastal Airlines arrivals plus meeters and greeters
 Gender: 37% male; 63% female
 Average travel party composition: 1.6 persons
 Average no. of trips per year: 4
 Purpose of trip: business 26%; vacation/pleasure travel 72%



Ad Requirements

VIDEO ADS

Size: 848 pixels W x 480 pixels H
 File Format: .avi with DivX or XVID, .mov, MPEG1, 2 & 4
 Pixel Aspect: 1.00 (square), progressive scan

STILL IMAGE ADS

Size: 848 pixels W x 480 pixels H
 File Format: .jpg
 Color Space: RGB

Contact

LEE TAAL
 (250) 818-8225
 lee@immediateimages.com

PEET VUUR
 (250) 217-4907
 peet@immediateimages.com

ANNA SCOLNICK
 (250) 589-4176
 anna@immediateimages.com

VICTORIA INTERNATIONAL AIRPORT

Digital Advertising | Arrivals | **Zone D** | International Carousel

20	Location Back Wall	Displays 2x 65" plasmas	Playlist 6:00 min
21	Carousel A-Frame Carousel A-Frame	4x 50" plasmas 8x 42.25"W x 30"H backlit panels	

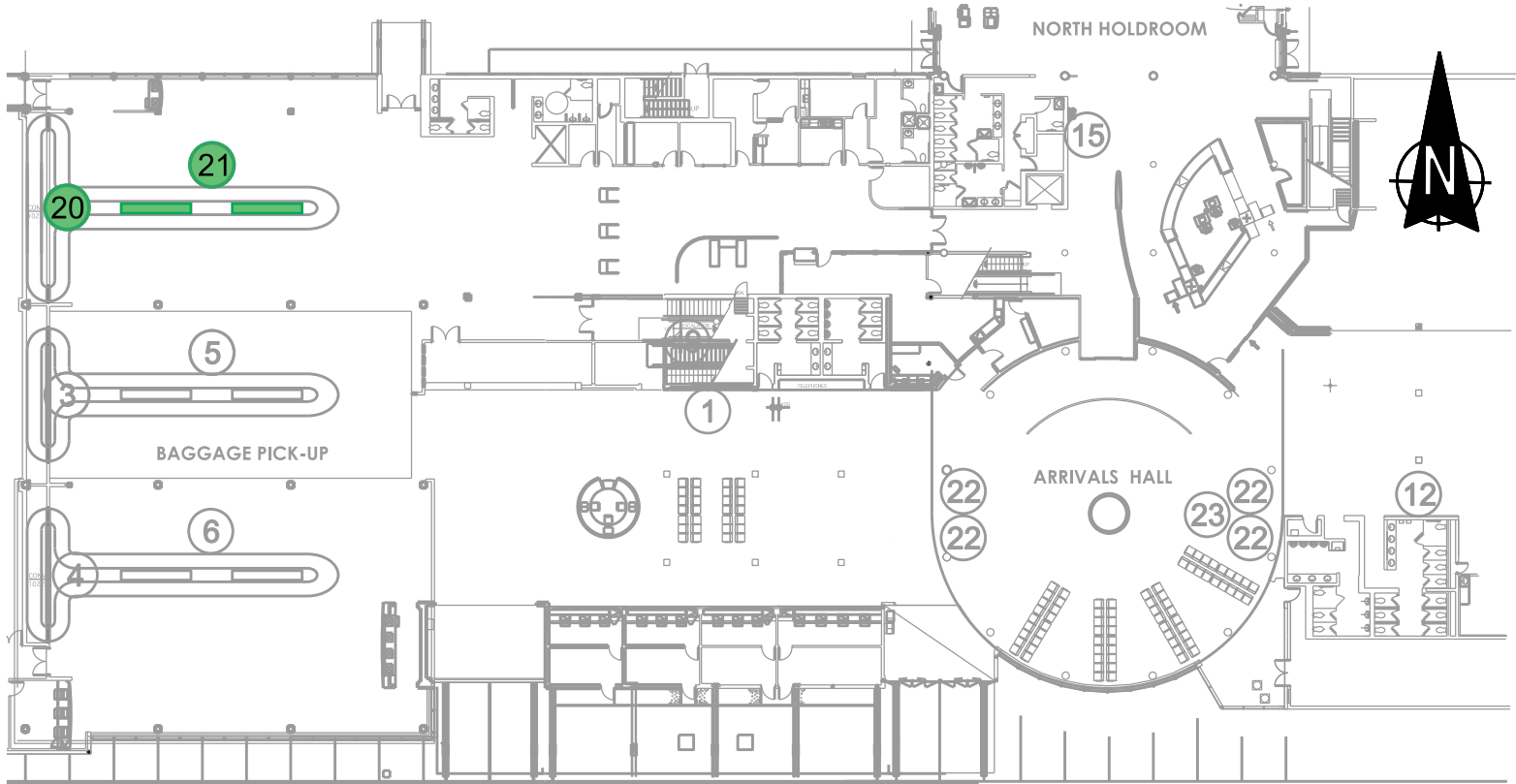
Monthly Rates

Ad Length	1 Month	1 Year	3 Years	5 Years
:10-seconds	350	300	270	240
:20-seconds	630	540	486	432
:30-seconds	840	720	648	576

Backlit panels	250	225	215
----------------	-----	-----	-----

Demographics

TOTAL ANNUAL VISITORS: 185,523 | AVERAGE VIEWING TIME: 20:00 minutes
 All US and International arrivals
 Gender: 37% male; 63% female
 Average travel party composition: 1.6 persons
 Average no. of trips per year: 4
 Purpose of trip: business 26%; vacation/pleasure travel 72%



Ad Requirements

VIDEO ADS

Size 848 pixels W x 480 pixels H
File Format .avi with DivX or XVID, .mov, MPEG1, 2 & 4
Pixel Aspect: 1.00 (square), progressive scan

STILL IMAGE ADS

Size 848 pixels W x 480 pixels H
File Format .jpg
Color Space RGB

Contact

LEE TAAL
 (250) 818-8225
 lee@immediateimages.com

PEET VUUR
 (250) 217-4907
 peet@immediateimages.com

ANNA SCOLNICK
 (250) 589-4176
 anna@immediateimages.com

VICTORIA INTERNATIONAL AIRPORT

Digital Advertising | Arrivals | **Zone E** | Arrivals Hall / Observation Deck

- 22
- 23
- 30

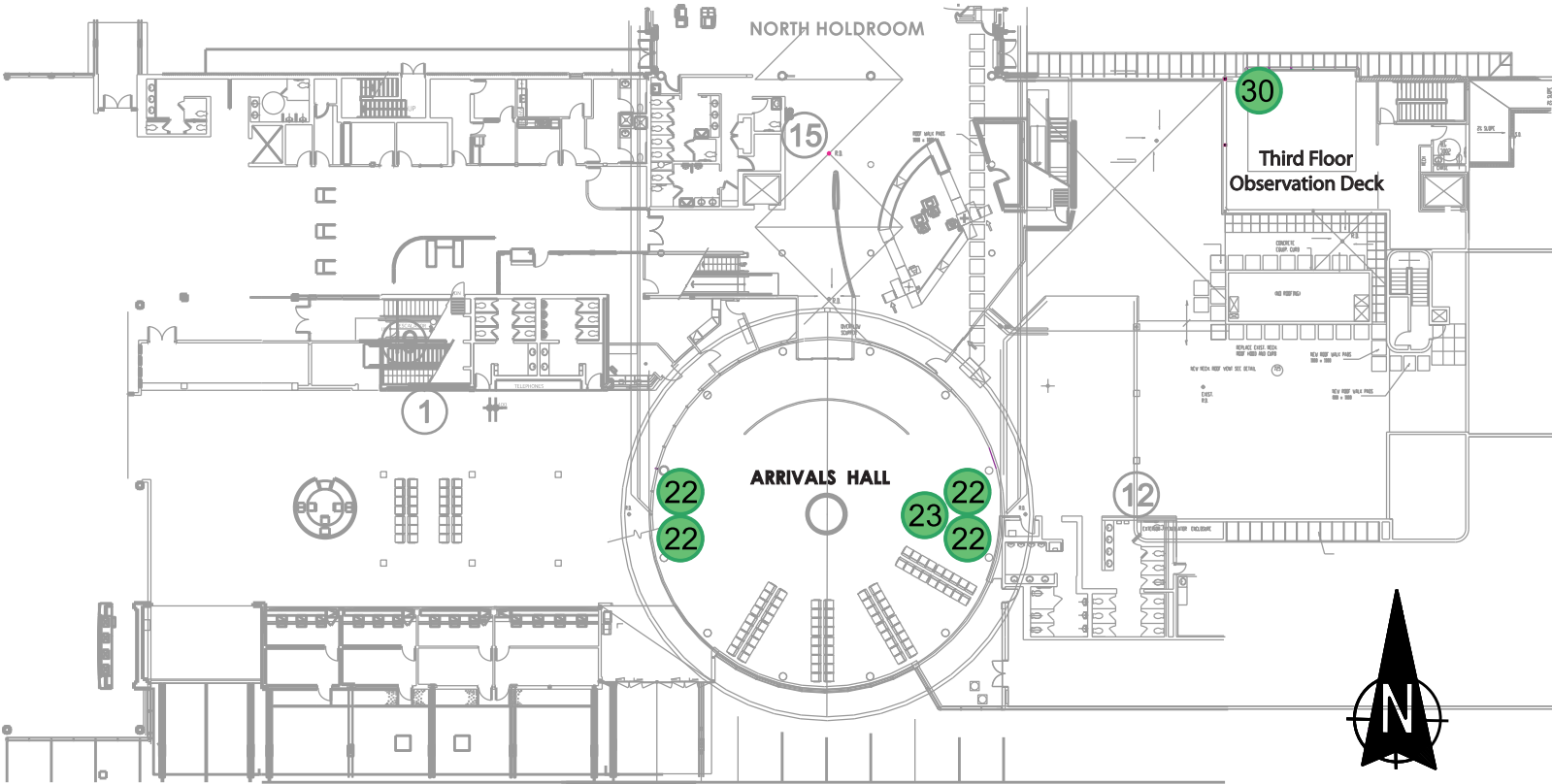
Location	Displays	Playlist
Rotunda	4x 50" plasmas	10:00 min
Rotunda	Brochure rack	
Observation Deck	1x 42" plasma	

Monthly Rates

Ad Length	1 Month	1 Year	3 Years	5 Years
:10-seconds	700	600	540	480
:20-seconds	1260	1080	972	864
:30-seconds	1680	1440	1296	1152
Brochure Rack		30		

Demographics

TOTAL ANNUAL VISITORS: 1,309,667 | AVERAGE VIEWING TIME: 45:00 minutes
 All arriving passengers plus meeters and greeters
 Gender: 37% male; 63% female
 Average travel party composition: 1.6 persons
 Average no. of trips per year: 4
 Purpose of trip: business 26%; vacation/pleasure travel 72%



Ad Requirements

VIDEO ADS

Size 848 pixels W x 480 pixels H
File Format .avi with DivX or XVID, .mov, MPEG1, 2 & 4
Pixel Aspect: 1.00 (square), progressive scan

STILL IMAGE ADS

Size 848 pixels W x 480 pixels H
File Format .jpg
Color Space RGB

Contact

LEE TAAL
 (250) 818-8225
 lee@immediateimages.com

PEET VUUR
 (250) 217-4907
 peet@immediateimages.com

ANNA SCOLNICK
 (250) 589-4176
 anna@immediateimages.com

VICTORIA INTERNATIONAL AIRPORT

Brochure Program

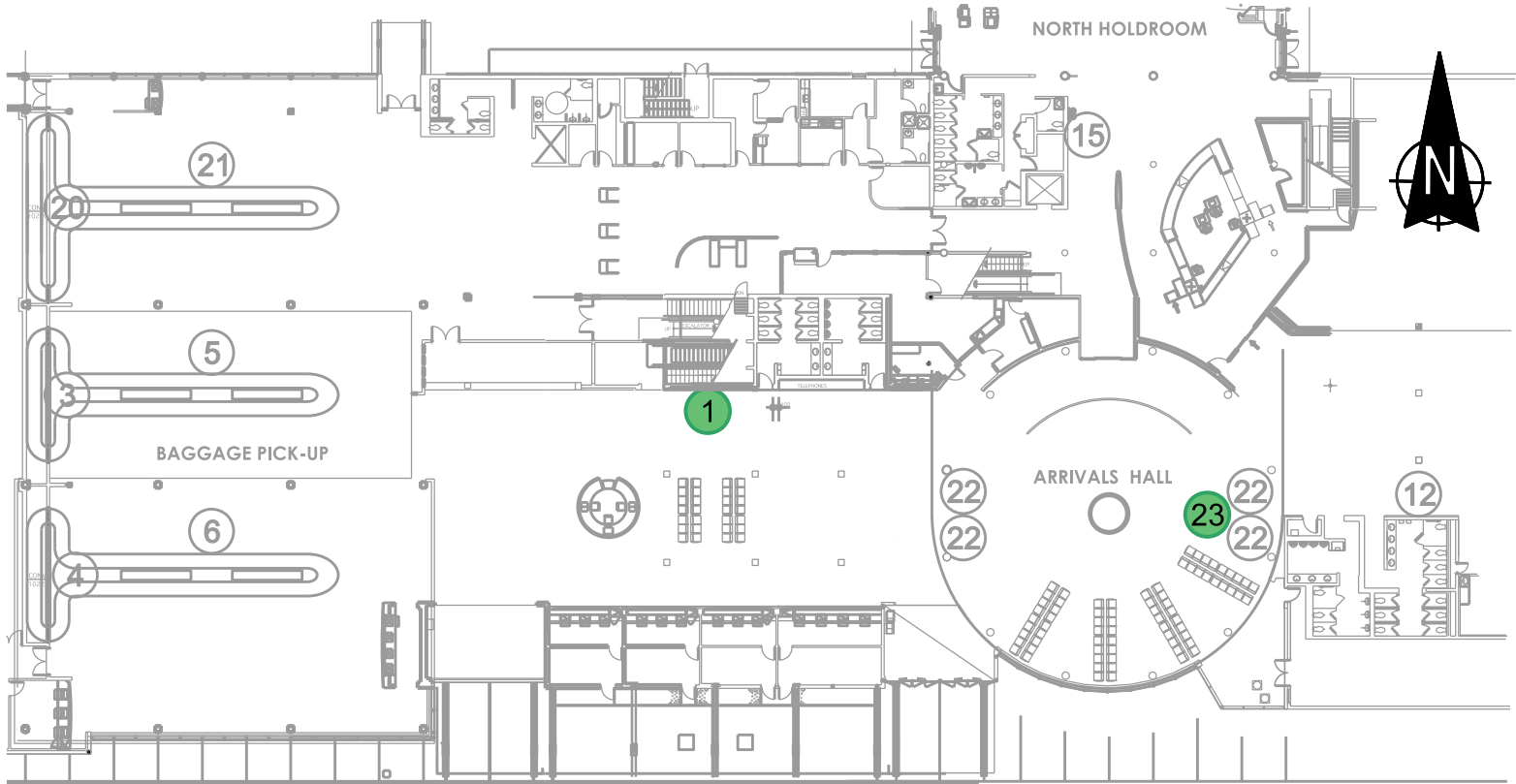
Monthly Rates

Location	Displays	6 months	1 year
1 Main Wall	3x 4' sections with Vancouver Island and Victoria Maps and 3x 42" LCD screens	36	30
23 Arrivals Hall	2x 4' sections with Vancouver Island and Victoria Maps	36	30
	MAGAZINE SLOTS	108	90

Demographics

TOTAL ANNUAL VISITORS: 2.5 million
Traffic patterns vary throughout the airport.

Consult your Immediate Images representative for viewership of specific brochure rack locations.



Ad Requirements

Advertisers must provide finished material, trimmed to size.

Contact

LEE TAAL
(250) 818-8225
lee@immediateimages.com

PEET VUUR
(250) 217-4907
peet@immediateimages.com

ANNA SCOLNICK
(250) 589-4176
anna@immediateimages.com

VICTORIA INTERNATIONAL AIRPORT

Backlit Display Advertising

Monthly Rates

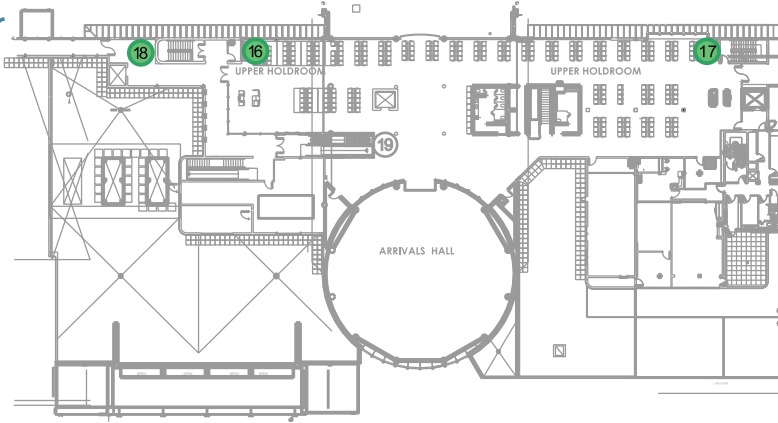
Location	Size	6 Months	1 Year	3 Years	5 Years
Domestic Carousels 5 6	8x 30"H x 42.25"W	450	400	375	350
International Carousel 21	8x 30"H x 42.25"W	300	250	225	215
Main Floor 8 10 12 15	45"H x 64"W	525	475	450	425
Second Floor 16 17 18	45"H x 64"W	425	375	350	325

Demographics

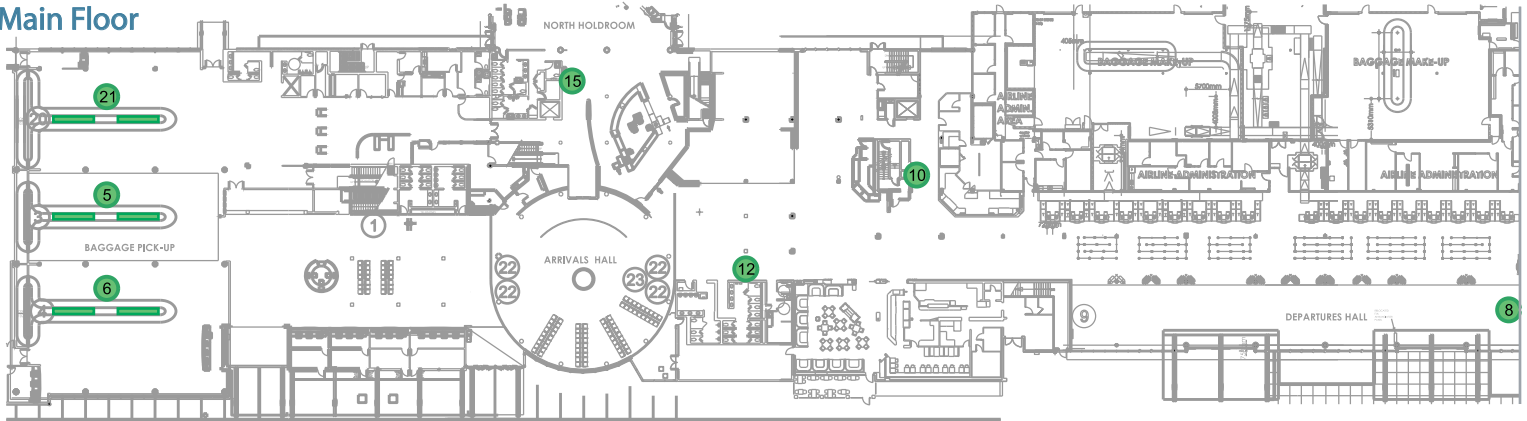
TOTAL ANNUAL VISITORS: 2.5 million
 Traffic patterns vary throughout the airport.
 Consult your Immediate Images representative for viewership of specific backlit locations.



Second Floor



Main Floor



Ad Requirements

Advertisers must provide finished material, trimmed to size.

Contact

LEE TAAL
 (250) 818-8225
 lee@immediateimages.com

PEET VUUR
 (250) 217-4907
 peet@immediateimages.com

ANNA SCOLNICK
 (250) 589-4176
 anna@immediateimages.com

