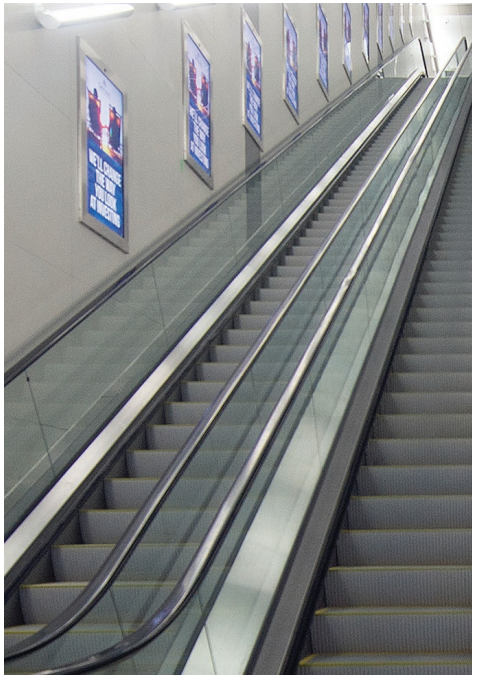


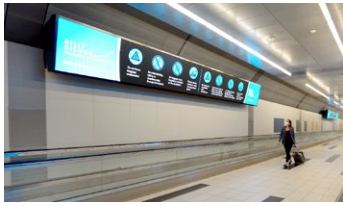












BILLY BISHOP TORONTO CITY AIRPORT

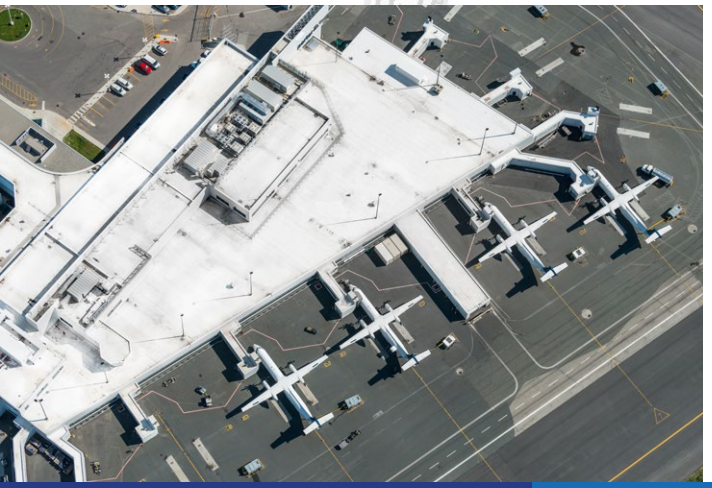
Pedestrian Tunnel Advertising

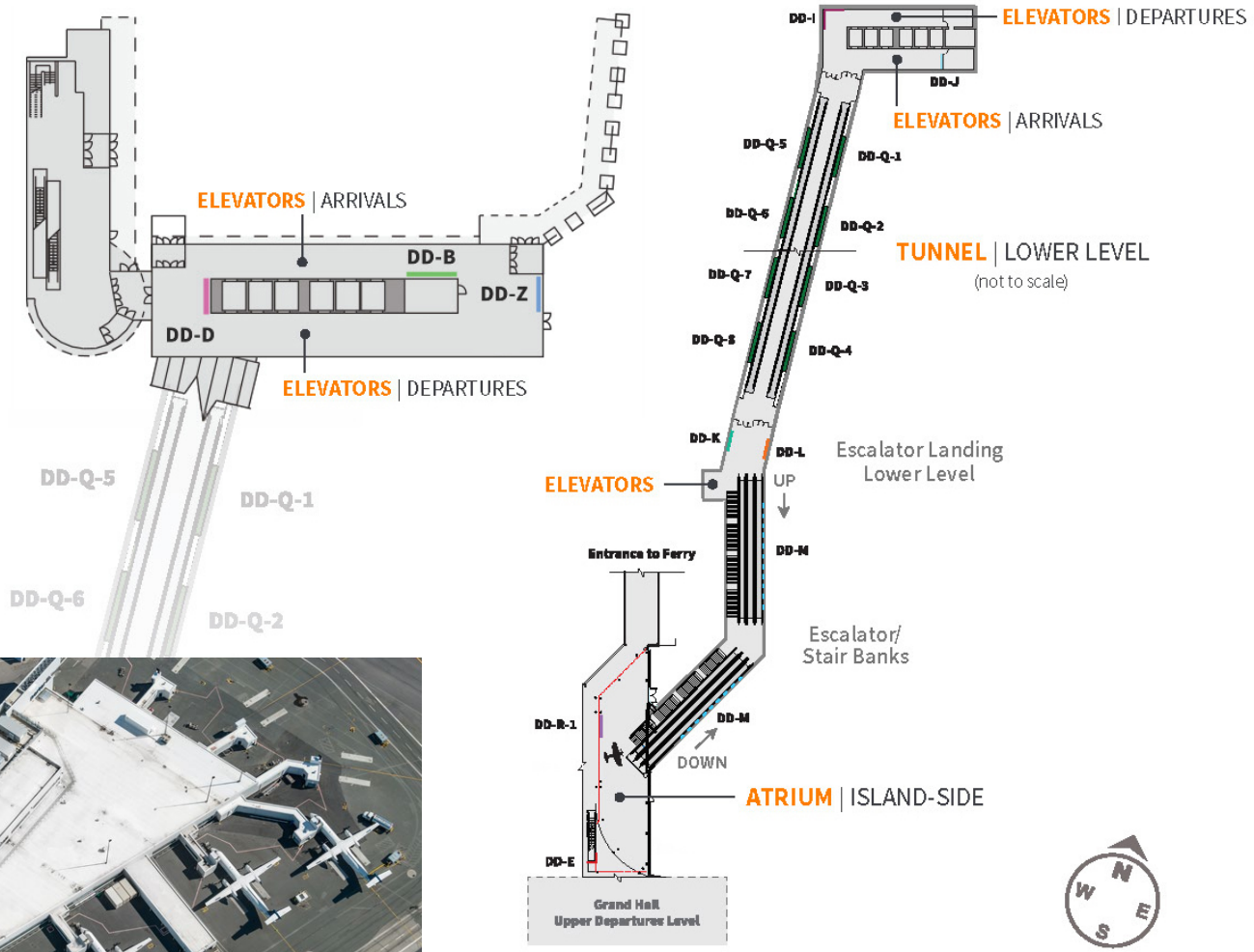
MECHANICAL SPECS & CREATIVE GUIDELINES

For sales inquiries, please contact **Jeremy Kahnert** | **jkahnert@billybishoptunnel.com** | **416-726-2545**

AÉROPORT DE TORONTO
BILLY BISHOP
TORONTO CITY AIRPORT

SITE MAP | OVERVIEW





DIGITAL DISPLAYS

DD-Z	Digital Display Z 10.29' x 2.915' (3 x 3 - 43" LCD	
DD-B	Digital Display B 16' x 8' (LED)	
DD-D	Digital Display D (Right-hand Ad Column) 4' x 6.75' (1 x 3 - 55" LCD)	
DD-I	Digital Display I (Inner Corner) 12' x 6.75' each (x2 3 x 3 55" LCD)	
DD-J	Digital Display J 8' x 6.75' (2 x 3 - 55" LCD)	
DD-K	Digital Display K 12' x 6.75' (3 x 3 - 55" LCD)	
DD-L	Digital Display L 12' x 6.75' (3 x 3 - 55" LCD)	
DD-M	Digital Displays M (Portrait) 47" LCD (x20 - 2 Banks: 11 Lower + 9 Upper)	
DD-Q	Digital Displays Q 29.5' x 3.3' (x8 - LED)	
DD-R	Digital Displays R1-R3 (Freestanding) 8.05' x 6.8' (x3 6 x 6 - Touch Microtiles)	
DD-E	Digital Display E (Outer Corner) 9.45' x 6.14' (LED)	

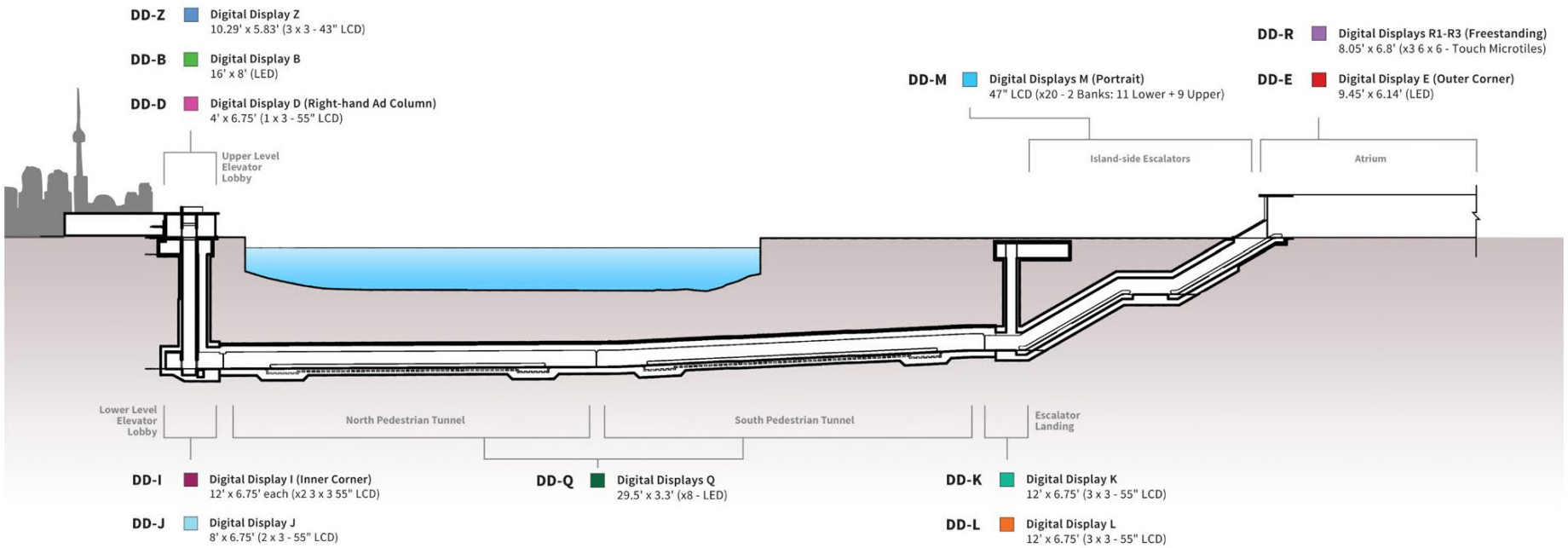
Sizes are approximate. Please refer to display resolution in the Mechanical Specs document (linked on feature pages) for file production purposes.

AÉROPORT DE TORONTO
BILLY BISHOP
TORONTO CITY AIRPORT

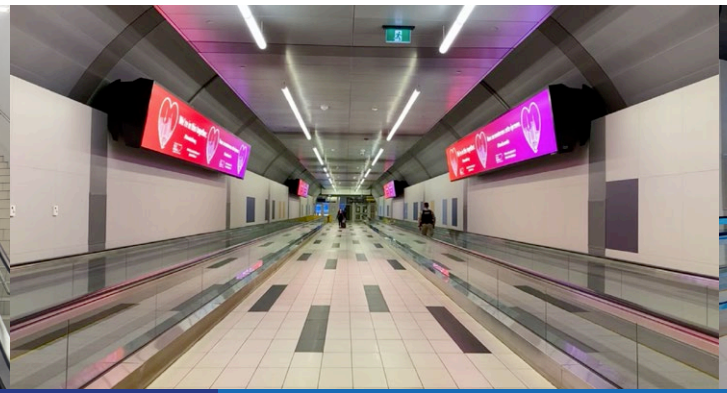
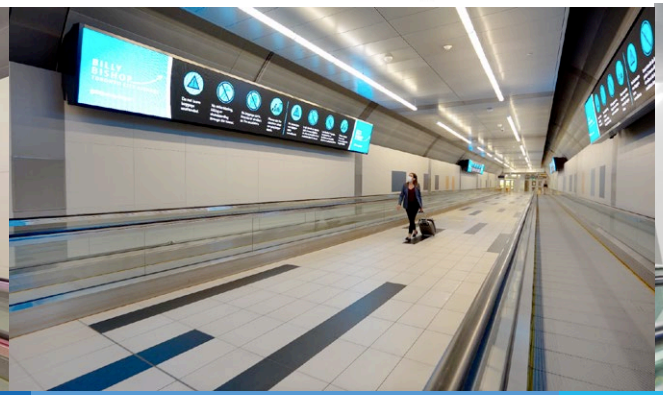
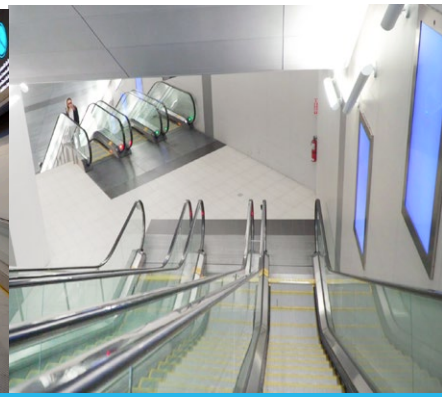
BILLY BISHOP AIRPORT ADVERTISING OPPORTUNITIES

For sales inquiries, please contact
Jeremy Kahnert | jkahnert@billybishoptunnel.com | 416-726-2545

SITE MAP | BILLY BISHOP AIRPORT TUNNEL CROSS-SECTION OVERVIEW



MAINLAND | LOWER LEVEL **TUNNEL** | PEDESTRIAN WALKWAY **ISLAND-SIDE** | ESCALATORS/STAIRS

AÉROPORT DE TORONTO
BILLY BISHOP
TORONTO CITY AIRPORT

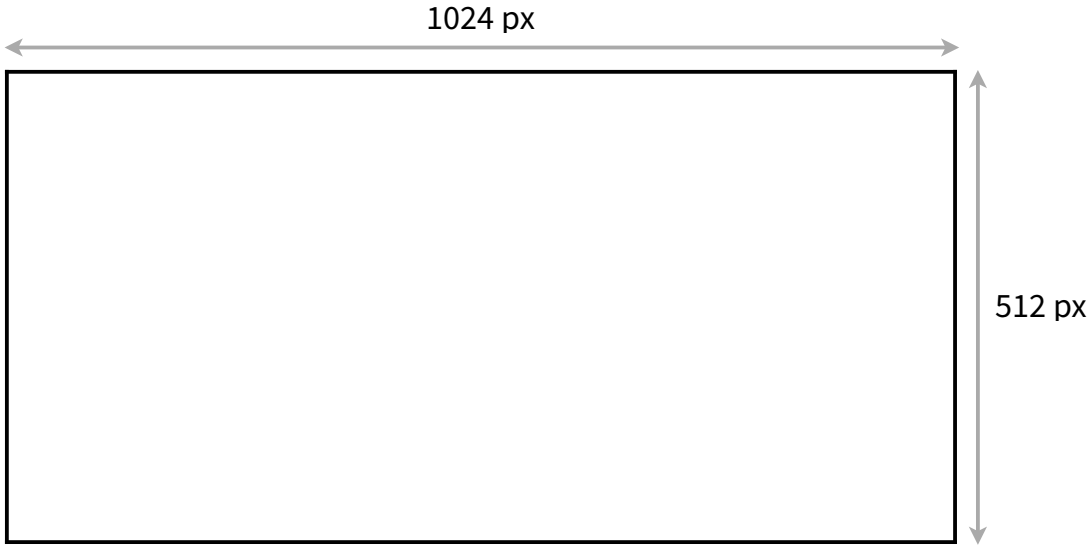
BILLY BISHOP AIRPORT ADVERTISING OPPORTUNITIES

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Jeremy Kahnert | jkahnert@billybishoptunnel.com | 416-726-2545

FEATURE DD-B | MAINLAND PAVILION | UPPER LEVEL

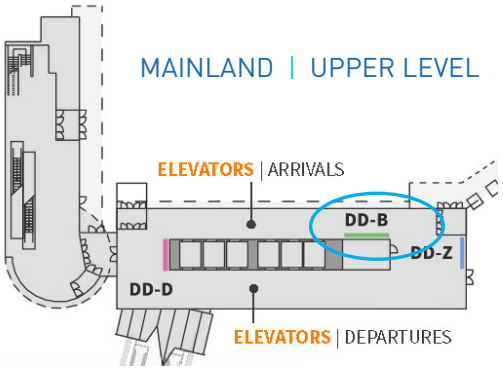
Digital Display B [DD-B]

Location: Zone 2 (Mainland Terminal Elevator Interior Upper Level/Lower Level)



MEDIA FORMAT

Resolution	1024 x 512 pixels
Codec	Video Codec - H264
Aspect Ratio	2:1 landscape
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 15.12' x 7.56'
Naming Convention	DDB_Advertiser_BBTCA_StartDate

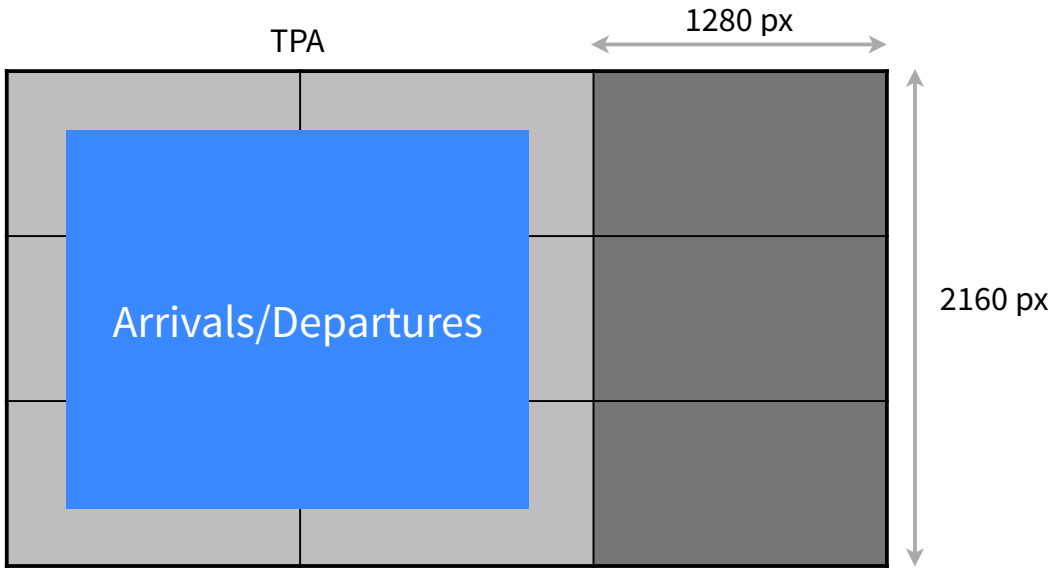




FEATURE DD-D | MAINLAND PAVILION | UPPER LEVEL

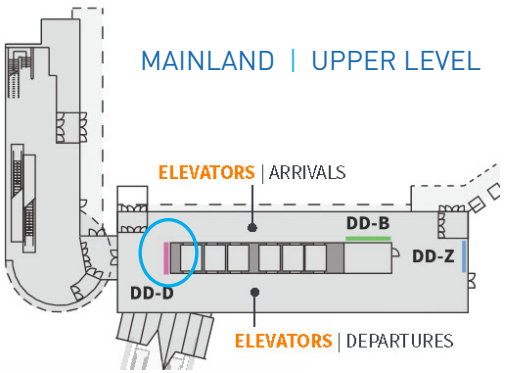
Digital Display D [DD-D]

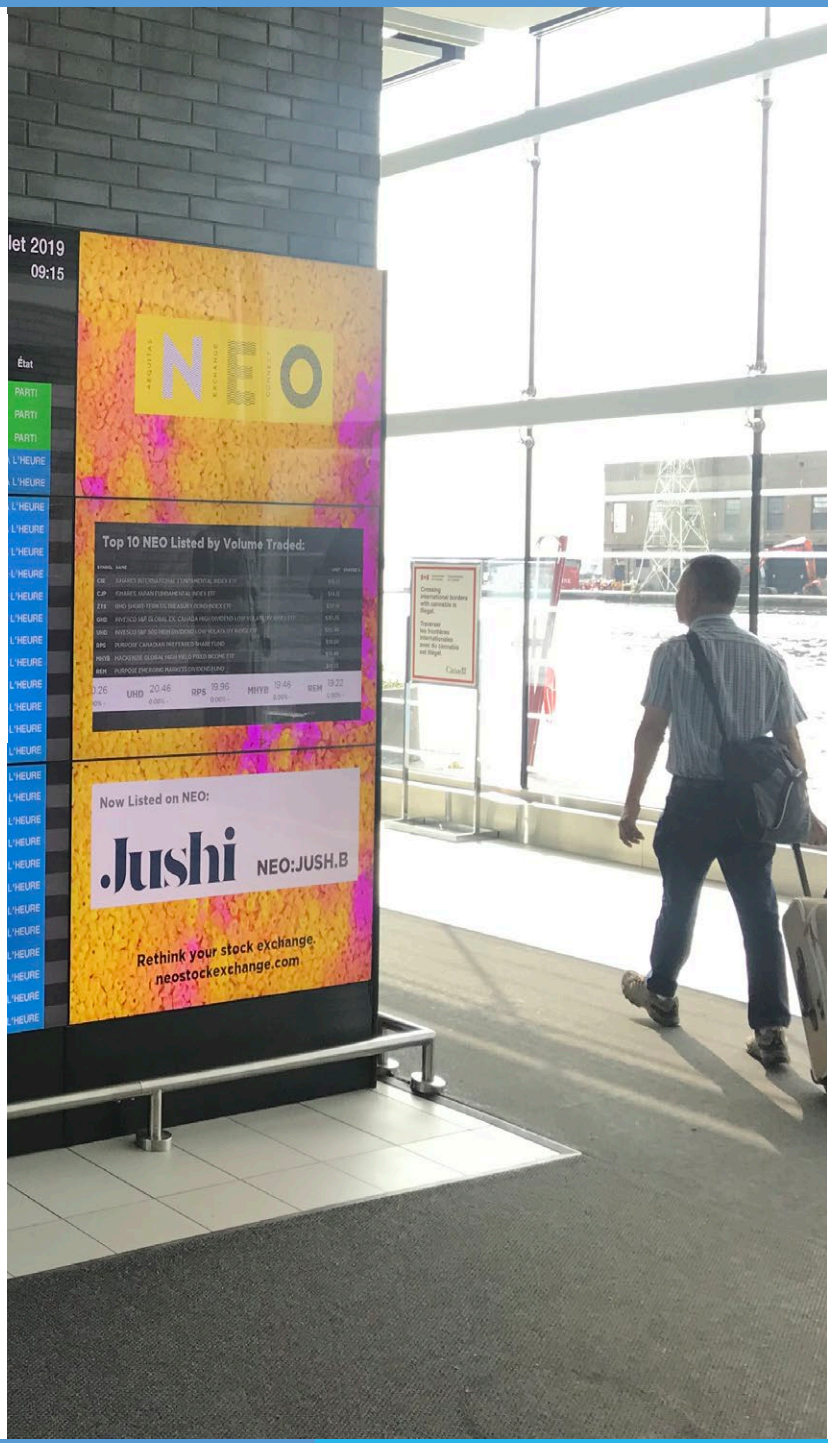
Location: Zone 2 (Mainland Terminal Elevator Interior Upper Level)



MEDIA FORMAT

Resolution	1280 x 2160 pixels (or 1280 x 720 each)
Codec	Video Codec - H264
Aspect Ratio	16:9 x 3 landscape (each) or 16:27 (full)
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 11.95' x 6.75' (47.8" x 27" each)
Naming Convention	DDD_Advertiser_BBTCA_StartDate

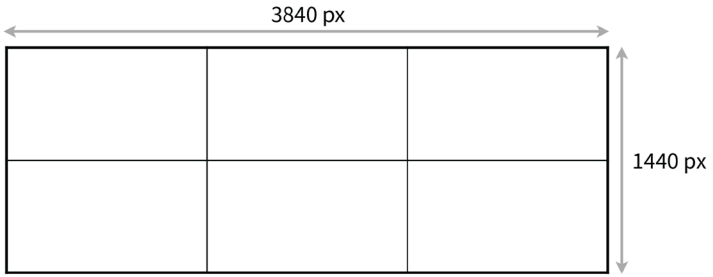




FEATURE DD-Z | MAINLAND PAVILION | UPPER LEVEL

Digital Display Z [DD-Z]

Location: Zone 2 (Mainland Terminal Elevator Interior Upper Level)



Preview



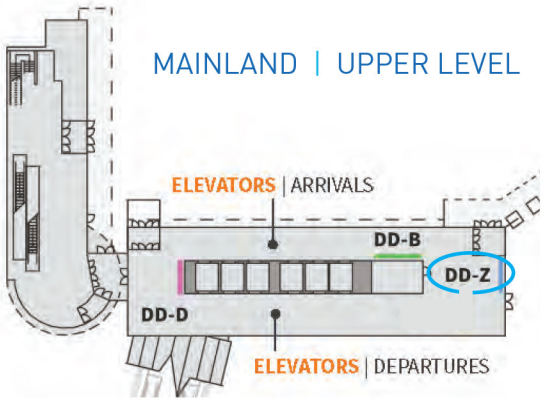
Final Output

Final output is 3840x2160px, with 3840x1440px content and 3840x720px black matte.
The black matte/padding will not appear on the display, but is required for scheduling.

***Please note** screen bezel placement on diagram and adjust design accordingly.
Do not place logos or critical visual assets across bezel lines.

MEDIA FORMAT

Resolution	3840 x 1440 pixels
Codec	Video Codec - H264 / H265
Aspect Ratio	16:9 landscape
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 10.3' x 5.82'
Naming Convention	DDZ_Advertiser_BBTCA_StartDate

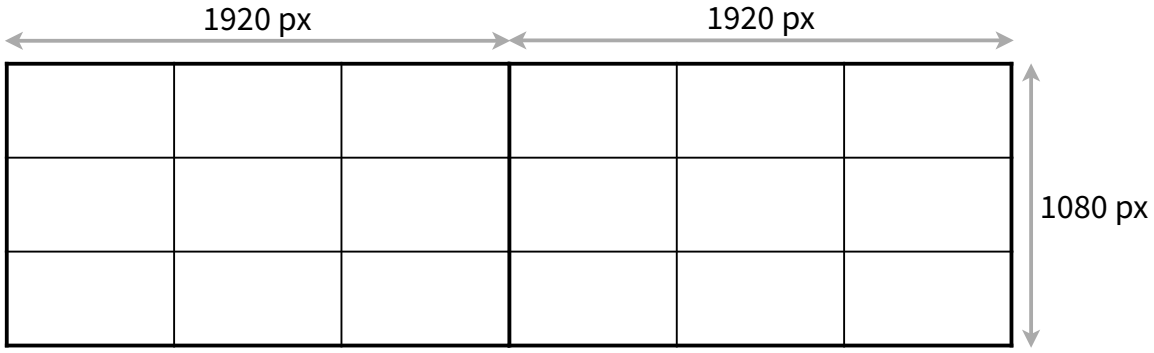




FEATURE DD-I | MAINLAND PAVILION | UPPER LEVEL

Digital Display I [DD-I] (inward-facing corner wall 90º)

Location: Zone 2 (Mainland Terminal Elevator Interior Lower Level)

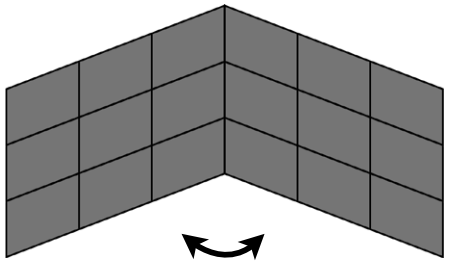


2 Screens = 2 files 1920x1080

Please label file #1 and file #2

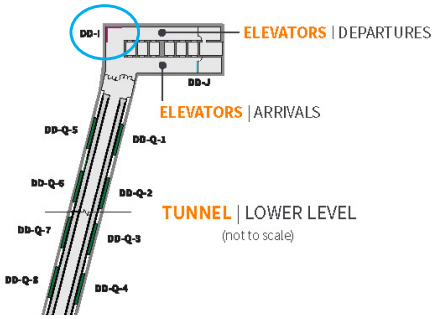
MEDIA FORMAT

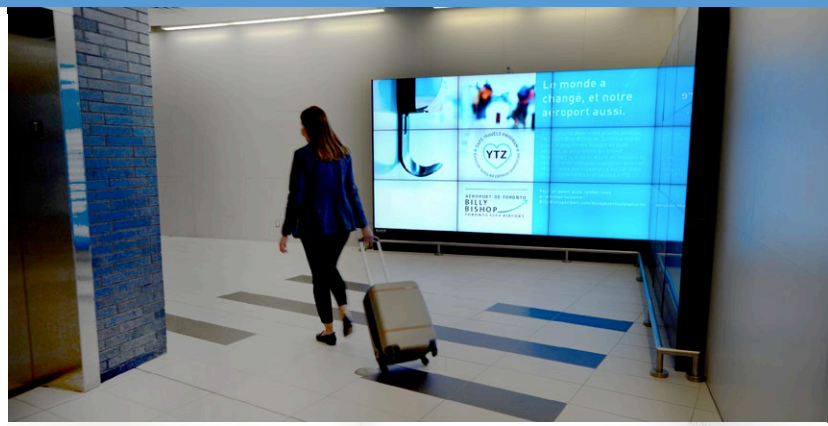
Resolution	(1920 x 2) x 1080 pixels
Codec	Video Codec - H264 / H265
Aspect Ratio	32:9 landscape
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 24' x 6.75'
Naming Convention	DDI_Advertiser_BBTCA_StartDate



90º

MAINLAND | LOWER LEVEL





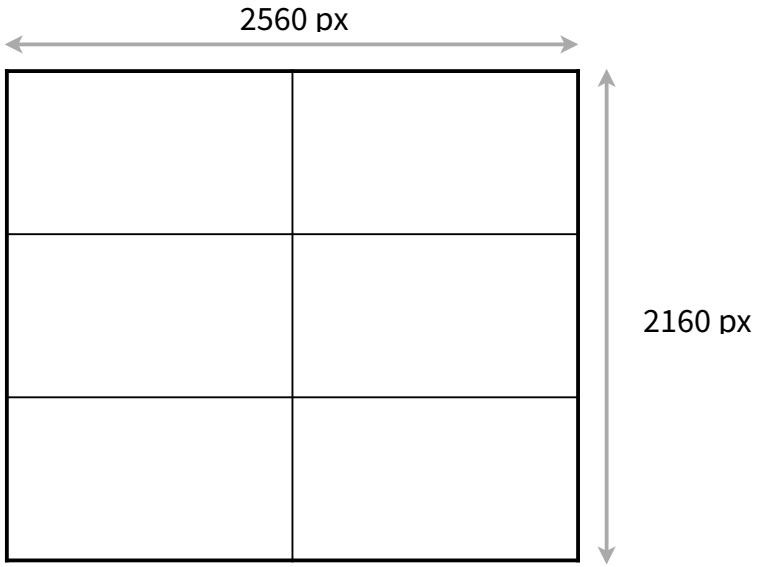




FEATURE DD-I | MAINLAND PAVILION | UPPER LEVEL

Digital Display J [DD-J]

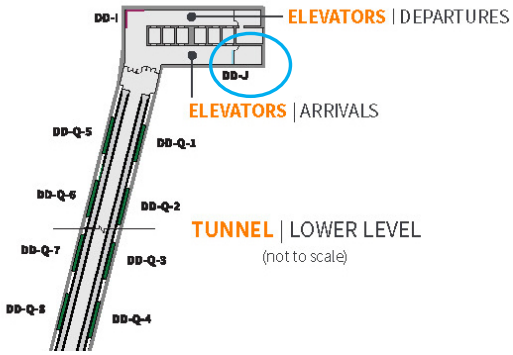
Location: Zone 4 (Escalator Lobby - Island-side)



MEDIA FORMAT

Resolution	2560 x 2160 pixels
Codec	Video Codec - H264
Aspect Ratio	32:27 landscape
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 8' x 6.75' each
Naming Convention	DDJ_Advertiser_BBTCA_StartDate

MAINLAND | LOWER LEVEL

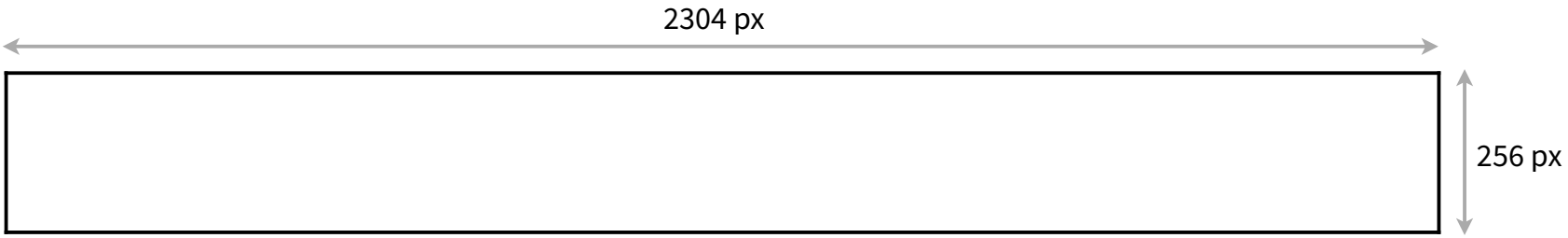




FEATURE DD-Q | MAINLAND PAVILION | UPPER LEVEL

Digital Display Q-1 to Q-8 [DD-Q-1/2/3/etc.]

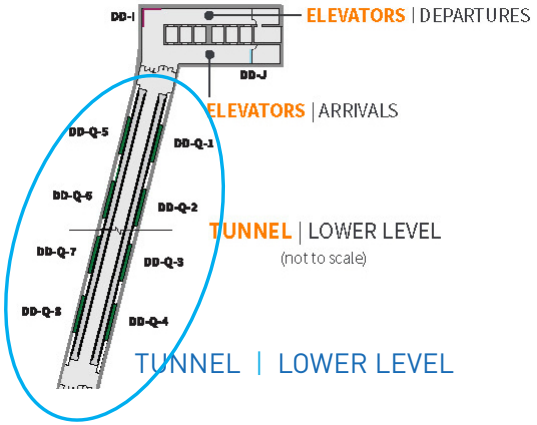
Location: Zone 4 (Tunnel Moving Walkway T1 North/T2 South)

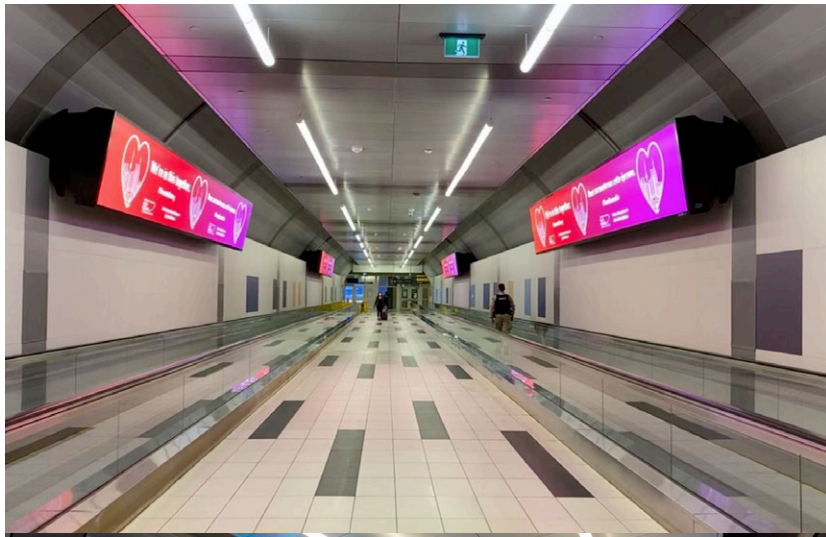


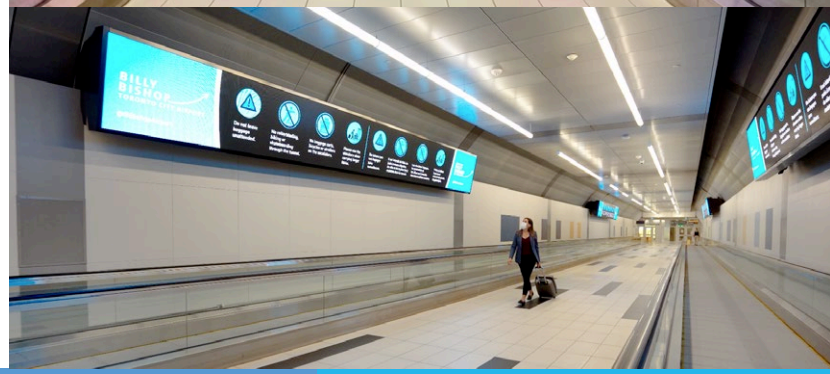
8 Units - Landscape

MEDIA FORMAT

Resolution	2304 x 256 pixels
Codec	Video Codec - H264
Aspect Ratio	9:1 landscape
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 29.53' x 3.28' each
Naming Convention	DDQ_Advertiser_BBTCA_StartDate



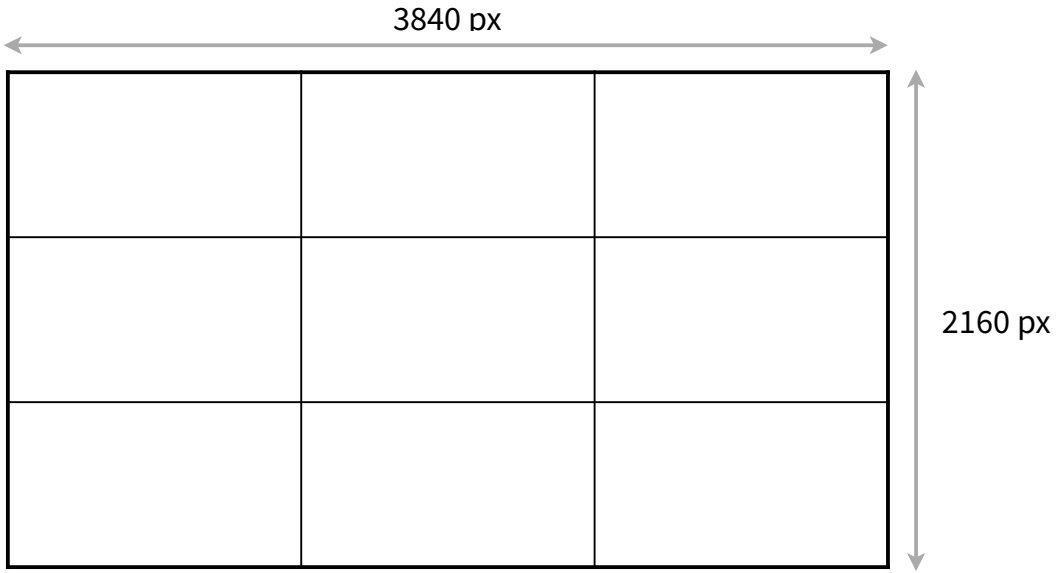




FEATURE DD-K&L | MAINLAND PAVILION | UPPER LEVEL

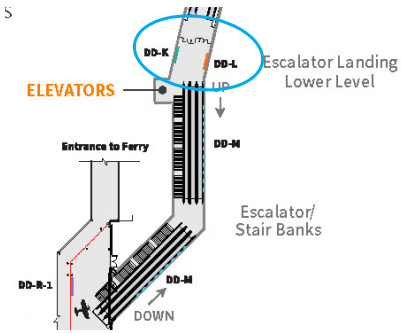
Digital Display K & L [DD-K & DD-L]

Location: Zone 4 (Escalator Lobby - Island-side)

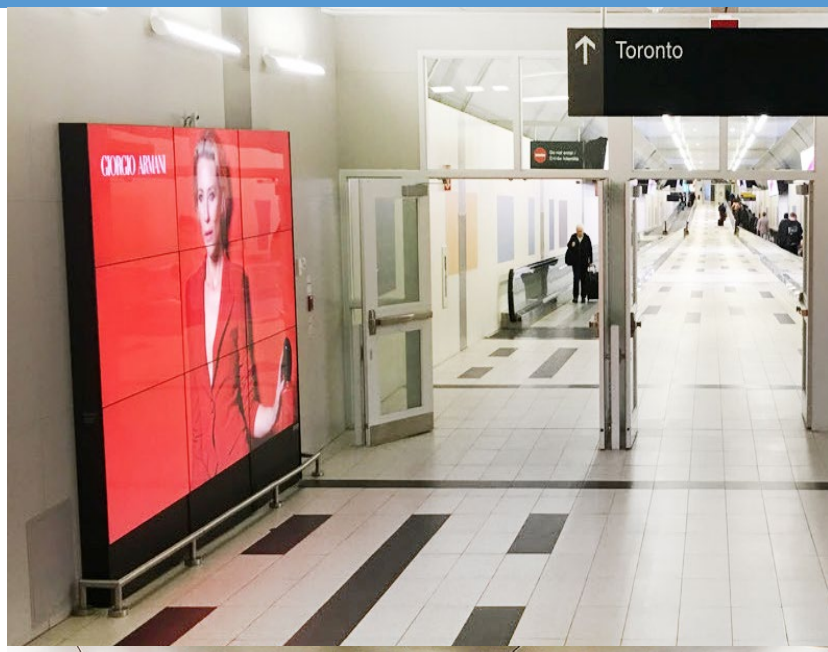


MEDIA FORMAT

Resolution	3840 x 2160 pixels
Codec	Video Codec - H264
Aspect Ratio	16:9 landscape
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 12' x 6.75' each
Naming Convention	DDK&L_Advertiser_BBTCA_Start-Date



TUNNEL | LOWER LEVEL

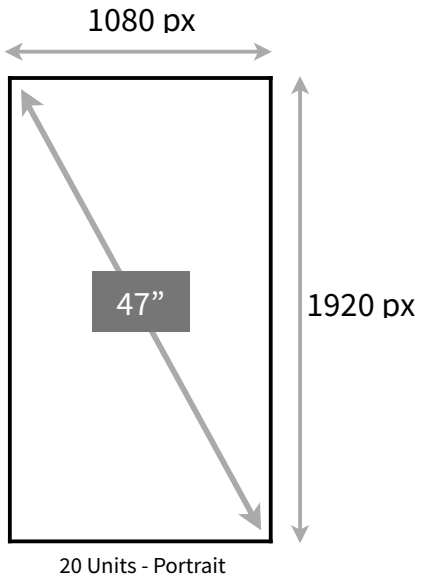




FEATURE DD-M | MAINLAND PAVILION | UPPER LEVEL

Digital Display M-1 to M-20 [DD-M-1/2/3/etc.] (20 units)

Location: Zone 5 (Island-side Escalators and Stairs)

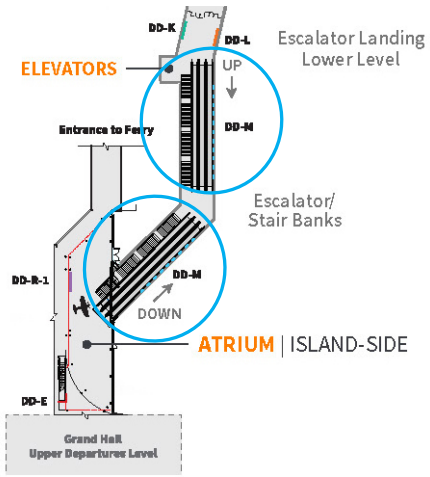


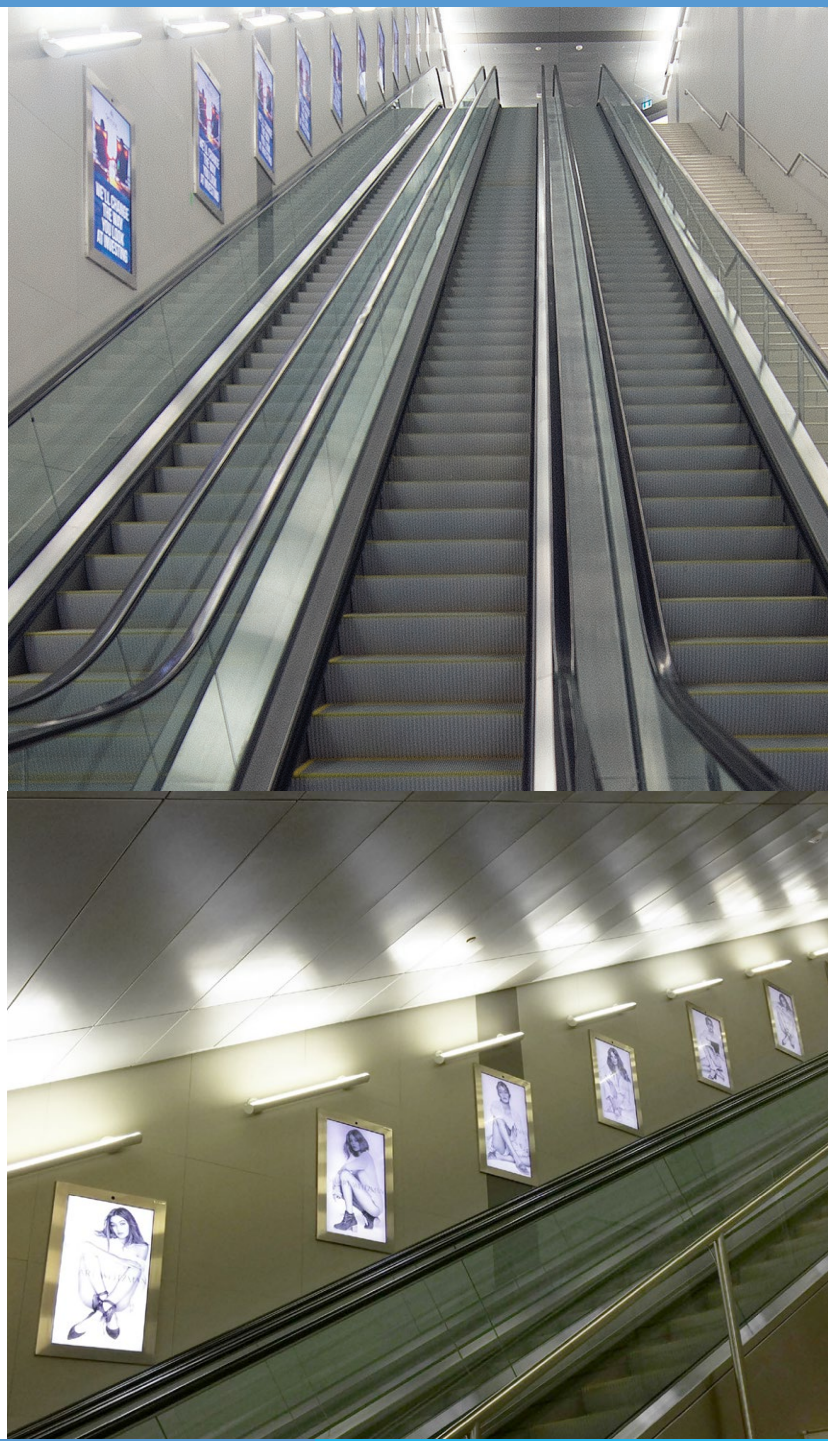
20 Units - Portrait

MEDIA FORMAT

Resolution	1080 x 1920 pixels
Codec	Video Codec - H264
Aspect Ratio	9:16 portrait
Frame Rate	30 frames per second
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 24.3” x 42.2” each
Naming Convention	DDM_Advertiser_BBTCA_StartDate

ESCALATORS | STAIR BANK

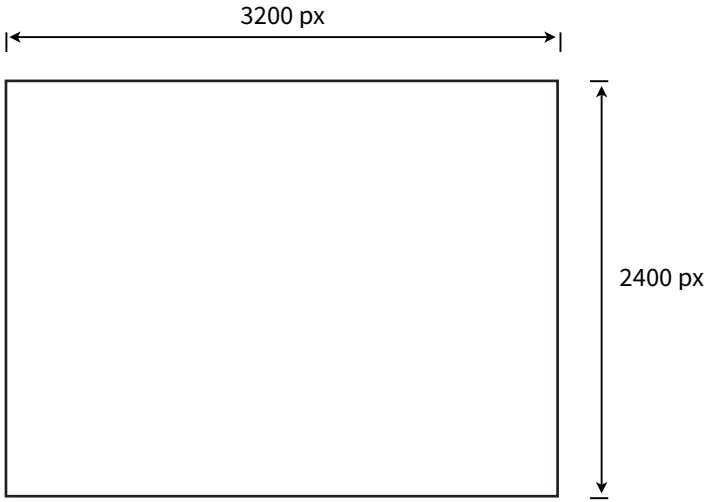




FEATURE DD-R | MAINLAND PAVILION | UPPER LEVEL

Digital Display R-1

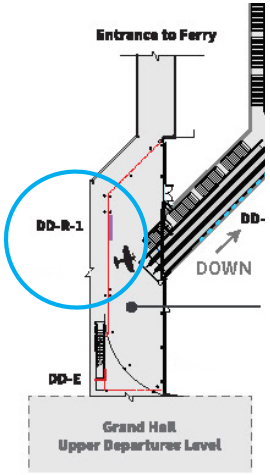
Location: Zone 6 (Island-side Ground Level Lobby/Atrium)



MEDIA FORMAT

Resolution	3200 x 2400 pixels
Codec	Video Codec - H264
Aspect Ratio	4:3 landscape
Frame Rate	HD - 30 frames/sec 4K - 60 frames/ sec
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 8' x 6'
Naming Convention	DDR_Advertiser_BBTCA_StartDate

ATRIUM | ISLAND-SIDE



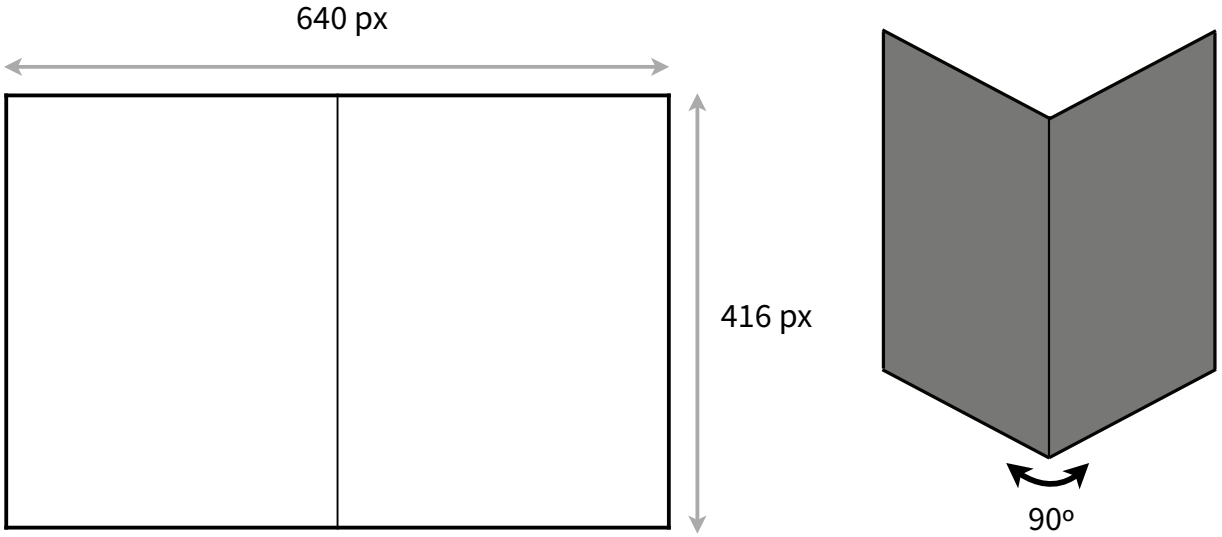




FEATURE DD-E | MAINLAND PAVILION | UPPER LEVEL

Digital Display E [DD-E] (outward-facing corner wall 90º)

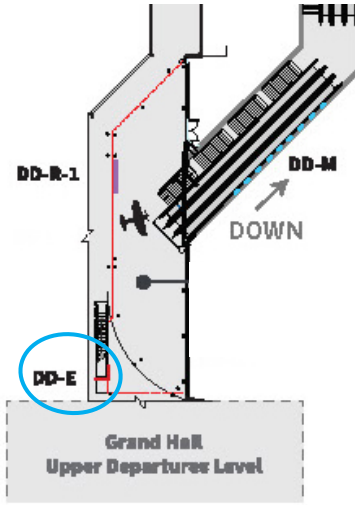
Location: Zone 6 (Island-side Ground Level Lobby/Atrium)



MEDIA FORMAT

Resolution	640 x 416 pixels
Codec	Video Codec - H264
Aspect Ratio	20:13 landscape
Frame Rate	HD - 30 frames/sec
Duration	15 seconds
Video Format	MP4, WMV files are accepted
Static Format	JPEG
Audio	None
Screen Size	Approx 9.5' x 6.14'
Naming Convention	DDR_Advertiser_BBTCA_StartDate

ATRIUM | ISLAND-SIDE





AÉROPORT DE TORONTO
BILLY BISHOP
TORONTO CITY AIRPORT

SCENIC AIRPORT APPROACHES
PRIVATEFLY
TOP 10 - 2020

Thank You

