

# MEDIA KIT

# ADVERTISING OPPORTUNITIES



## Pedestrian Tunnel Advertising

Digital Out Of Home • Experiential • Traditional

For sales inquiries, please contact **Jeremy Kahnert**

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# ABOUT BILLY BISHOP TORONTO CITY AIRPORT (BBTCA)

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Billy Bishop Toronto City Airport is Canada's 9th busiest airport. The Tunnel Facility is a truly innovative placed-based advertising implementation, which leverages a unique, low stress and highly efficient customer experience with immersive, human scale, state-of-the-art 4K DOOH screens.

The Billy Bishop Airport Pedestrian Tunnel venue offers the opportunity to build a memorable brand experience like no other advertising space in the country. Traditional media and experiential spaces can extend your program to connect with Toronto's business decision makers and upscale consumers.

Plus we provide the tools to help you to understand the levels of impact and engagement that your campaign can achieve.

Read on to learn why BBTCA is more than just an OOH buy.



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## BILLY BISHOP AIRPORT ADVERTISING

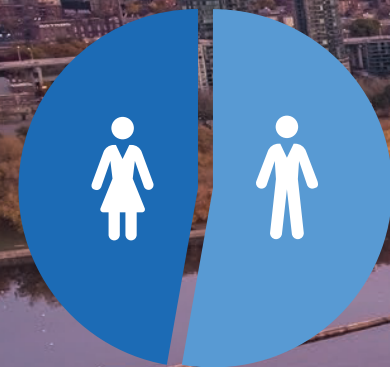
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# PASSENGER PROFILE

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Male: **53%**  
Female: 47%



Business: **59%**  
Leisure: 41%



Domestic: **69%**  
International: 31%



Passengers with  
HHI over \$100k: **61%**



**76%** of all flights are to **Montreal, Ottawa, New York (Newark), Thunder Bay, Halifax, Boston and Chicago**



Principle Residence: **90%** reside  
in the **Greater Toronto Area (GTA)**

Source: PortsToronto research

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# WHO USES BILLY BISHOP AIRPORT? | PASSENGER PROFILE

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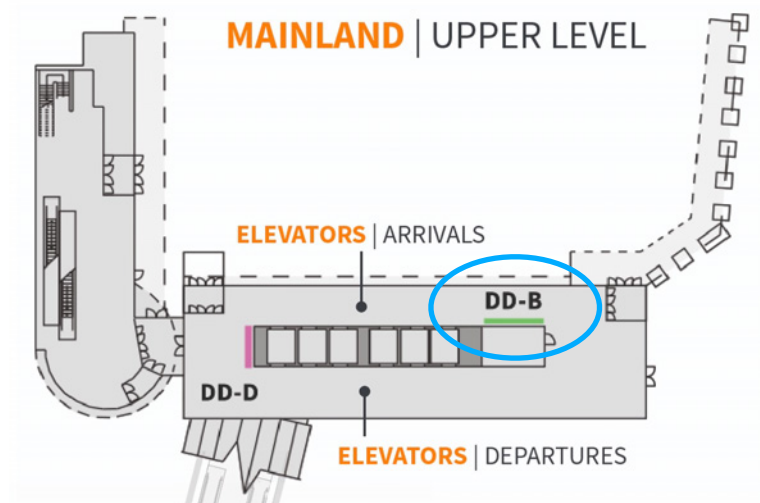






## Key Features

- The brightly lit Mainland Pavilion features floor-to-ceiling windows that allow this feature to be seen from the traffic circle and any approach to the building
- Our large format LED display offers significant impact and stopping power
- The “greater than human scale” of the feature offers your creative team the ability to produce impactful full motion video, animated or static ads that inform and command attention
- Reaches 100% of passenger traffic – plus drop-offs and pick-ups

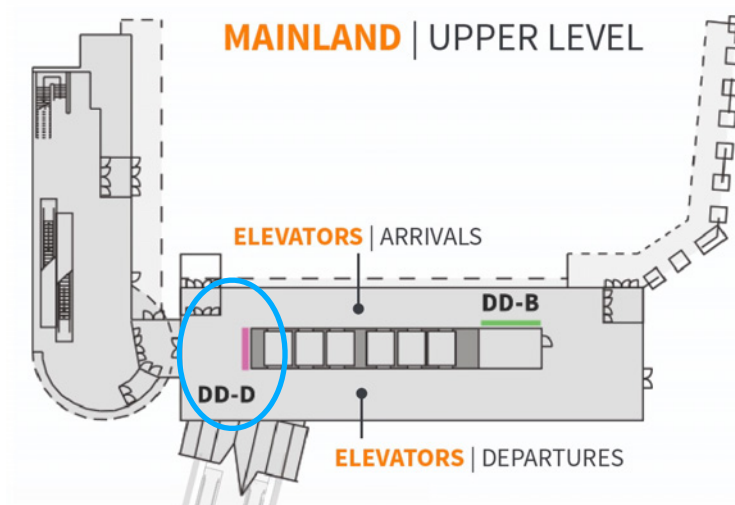
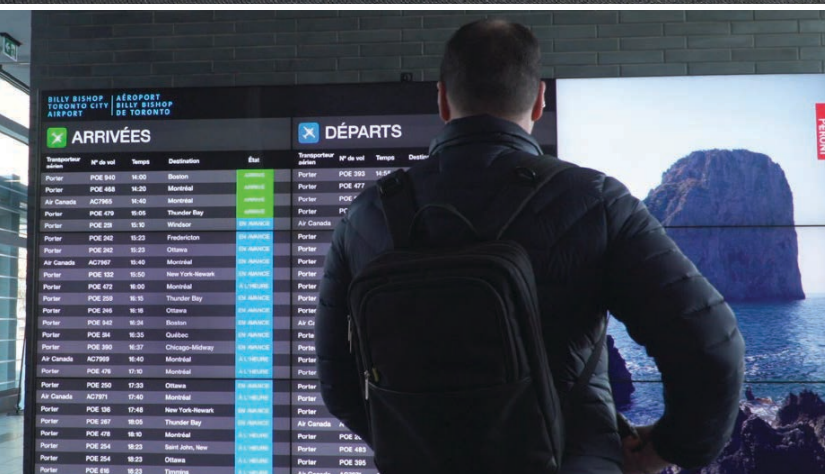






## Key Features

- Our highly readable Flight Information screens are the main focus for all departing passengers as they enter the Mainland Pavilion
- Use animated poster shaped creative to deliver a timely message to those arriving, waiting for their colleagues, friends and family, grabbing a coffee or simply “taking themselves places”
- Video capable and 4K definition will maximize your messages’ impact and stopping power



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**DD-D | 4' x 6.75' (1 x 3 LCD) Digital Video Wall**  
**(Arrivals/Departures) Right-hand Ad Column**  
4-week rate  
\$15,000 net per 15 sec spot

**28,125 impressions per 4 weeks**

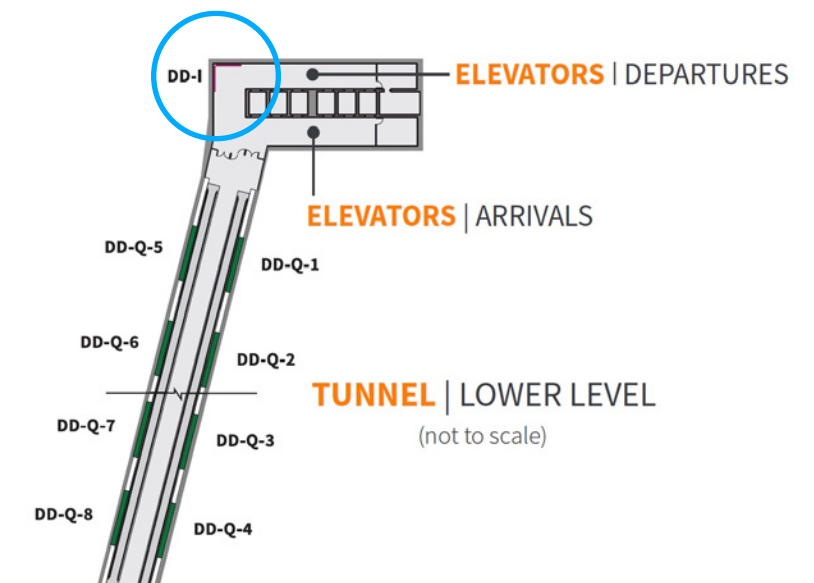




## Key Features

- Our unique 24' L-shaped display gives your creative team a larger than life canvas to showcase your product
- Located at the base of our 10 story elevator bank and at the tunnel entrance it has extended hang times to make sure you deliver your whole message
- Reaches all users of the tunnel with a panoramic performance

## MAINLAND | LOWER LEVEL



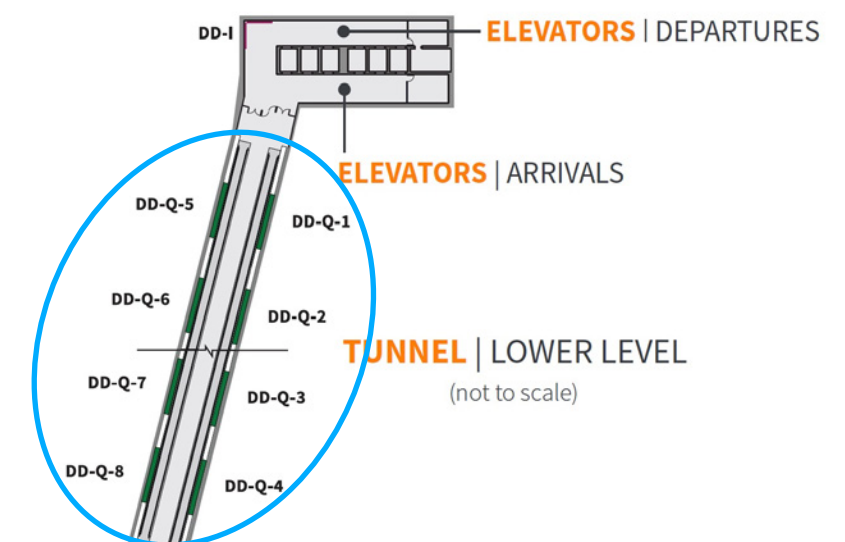




## Key Features

- With a two minute transit time, our tunnel LEDs offer you 8 facings to communicate complex messaging or multiple models
- The tunnel services 99% of facility users and this spectacular will assure you reach each and every one of them
- Proportioned in the same ratio as a digital banner ad, you can utilize online creative to maximize your impact

### MAINLAND | LOWER LEVEL

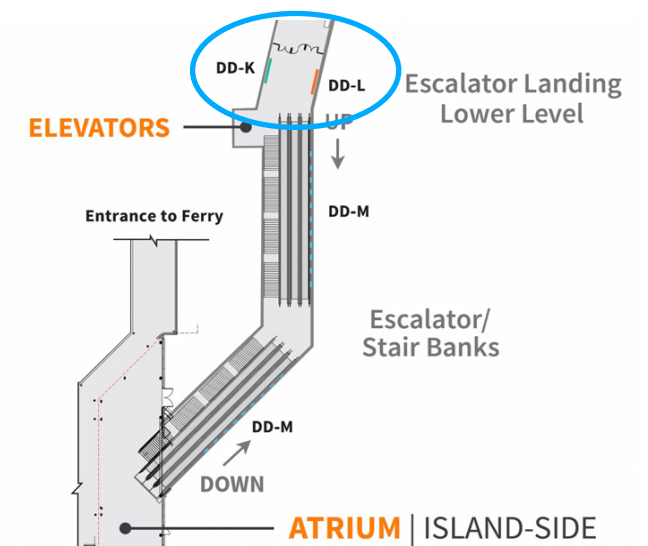




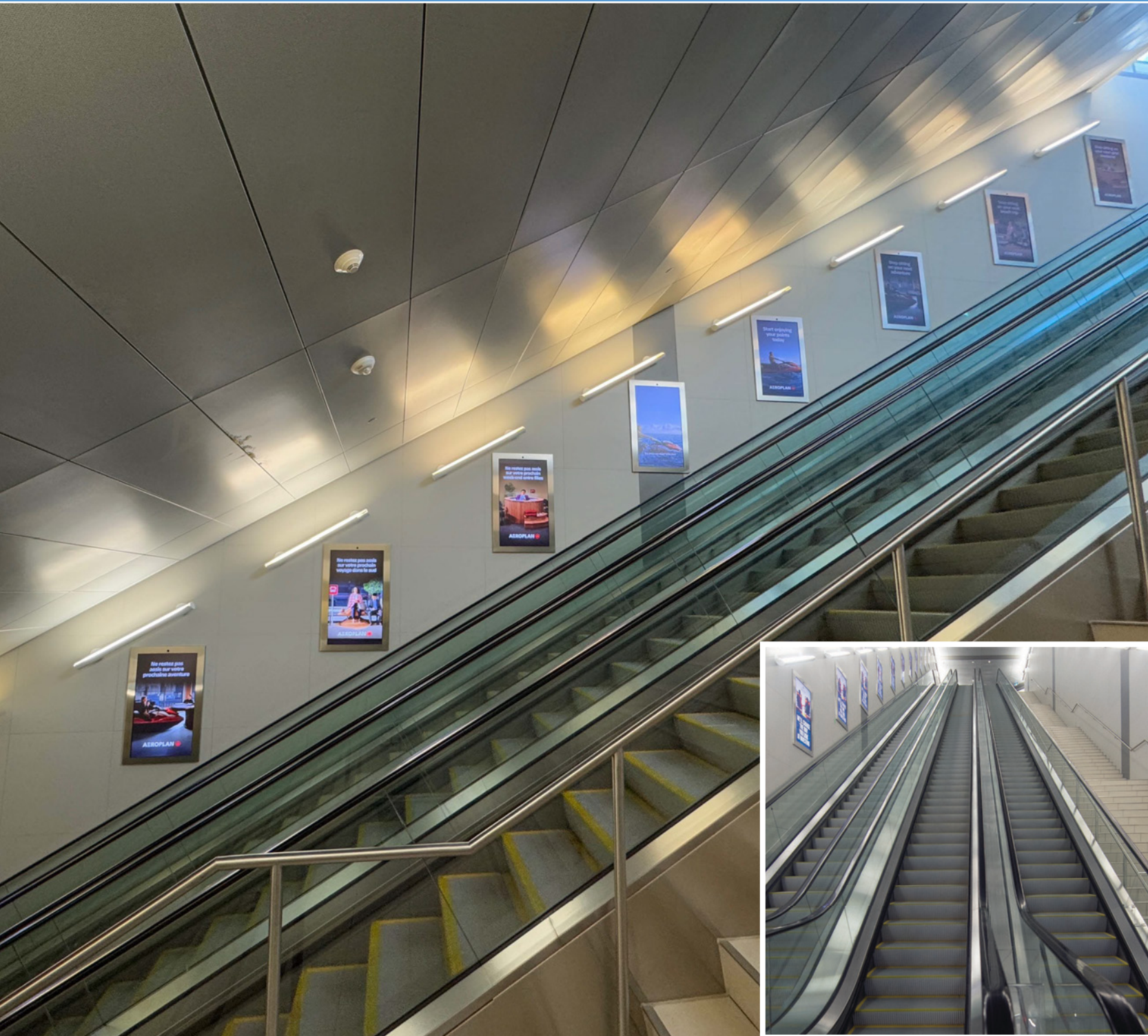


## Key Features

- Our large format 4K LCD displays are unique in Canada and these ones located at the base of our tunnel escalators work beautifully with our escalator screens to leave a lasting impression
- The “greater than human scale” of these features offers your creative team the ability to produce impactful full motion video, animated or static ads that inform and command attention
- Reaches 99% of passenger traffic – both departures and arrivals

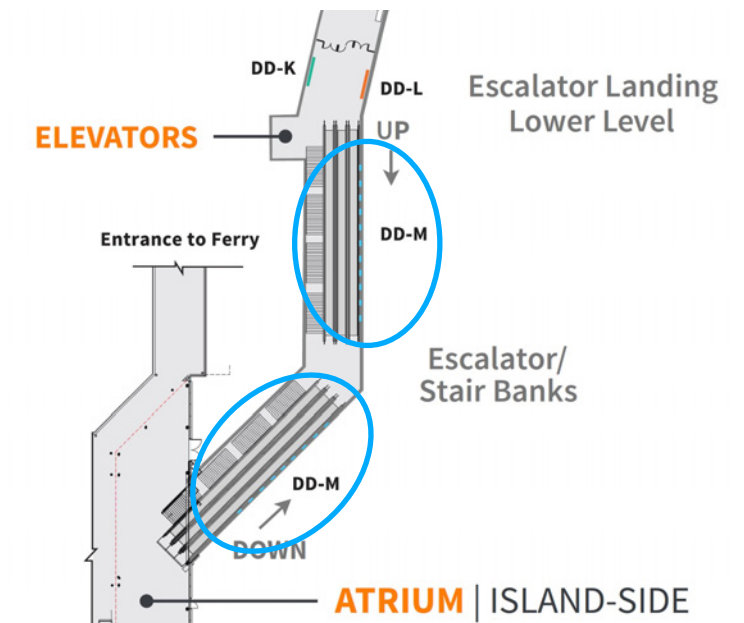






## Key Features

- Billy Bishop's unique two-minute journey on our tunnel escalators allows you to deliver both beauty and breadth of line when the passenger is most likely to see it
- 15 second full motion ads give ample time to capture attention, inform and educate passengers on your products' technical features and benefits
- Reach 99% of passenger traffic – both departures and arrivals – creating maximum impact

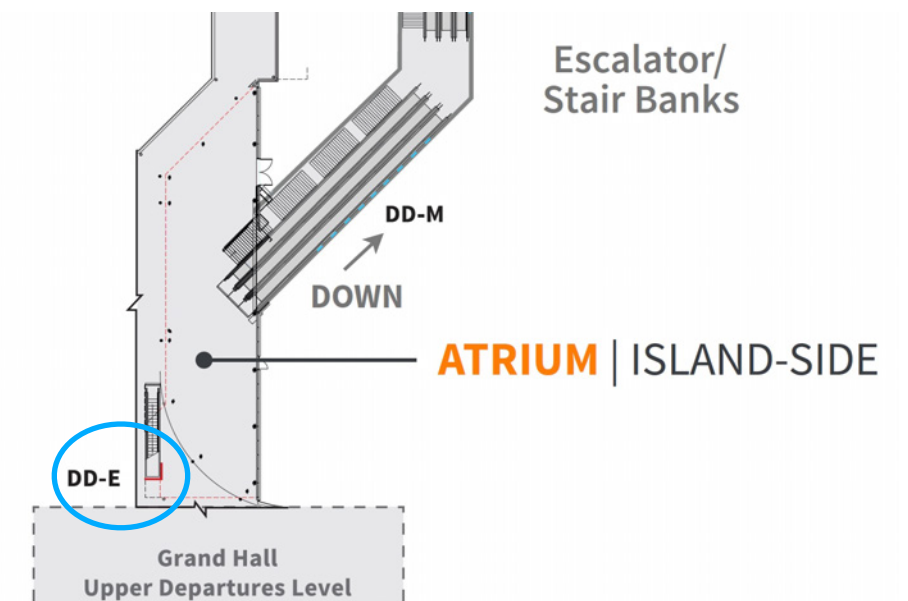






## Key Features

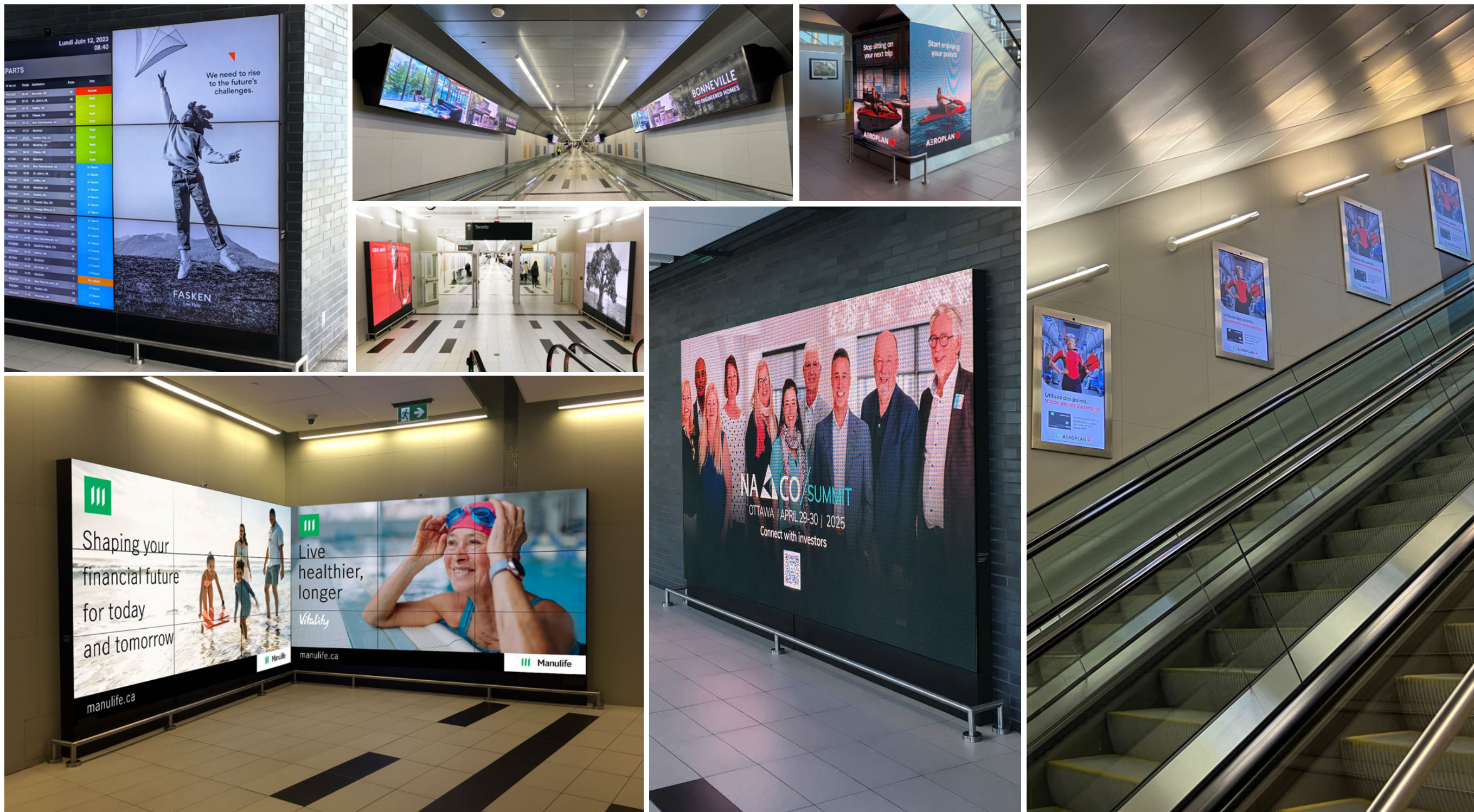
- Greet arriving passengers as they exit security with this great L-shaped LED display
- Its “greater than human scale” offers your creative team the opportunity to dazzle with wrap-around images and unique concepts





# BILLY BISHOP TUNNEL DIGITAL NETWORK PACKAGE

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## 36 Digital Screens

4-week rate

\$60,000 net per 15 sec spot, 12.5% SOV

\$90,000 net 2 x 15 sec spot, 25% SOV

**1,012,500 impressions per 4 weeks**

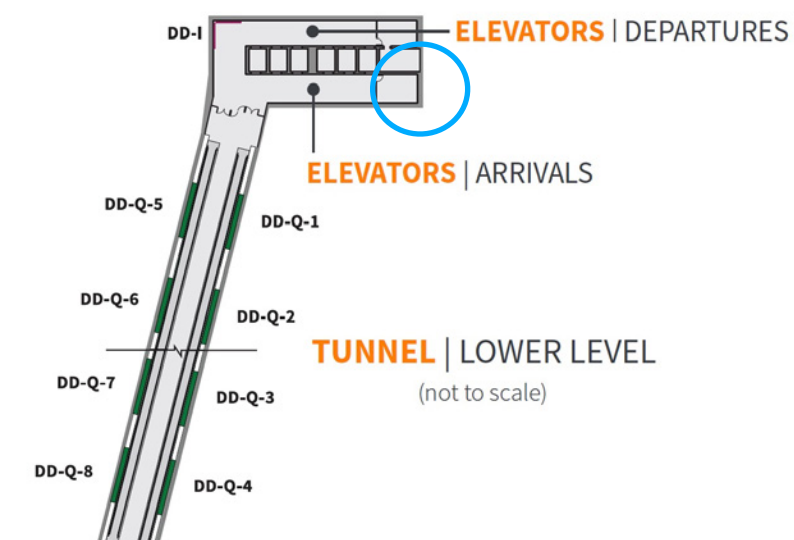




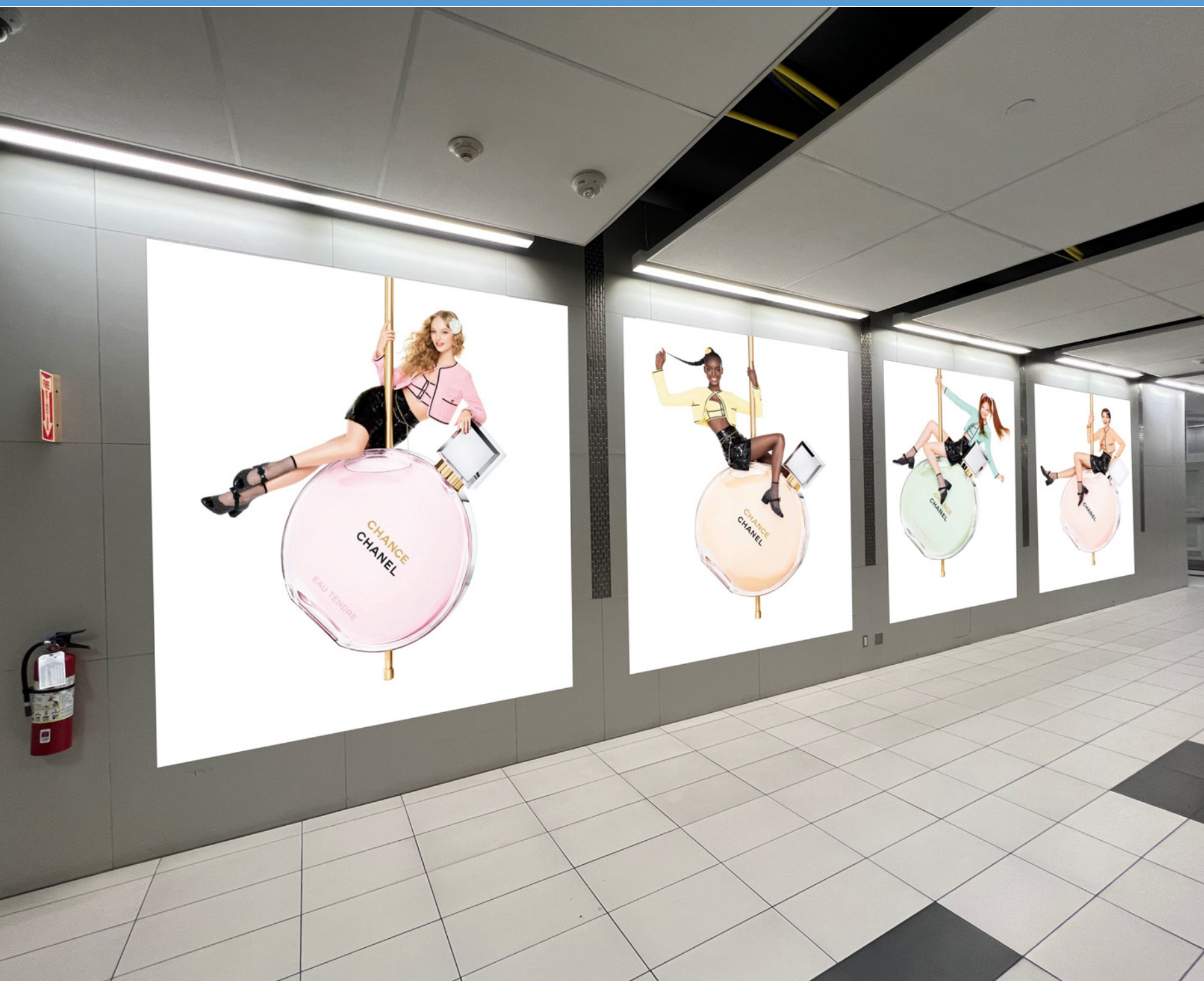
## Key Features

- Ideal for high impact domination campaigns
- Prime location in the Billy Bishop Airport pedestrian tunnel
- A must for storytelling campaigns
- Reaches 100% of all arrival and departing passengers

### MAINLAND | LOWER LEVEL



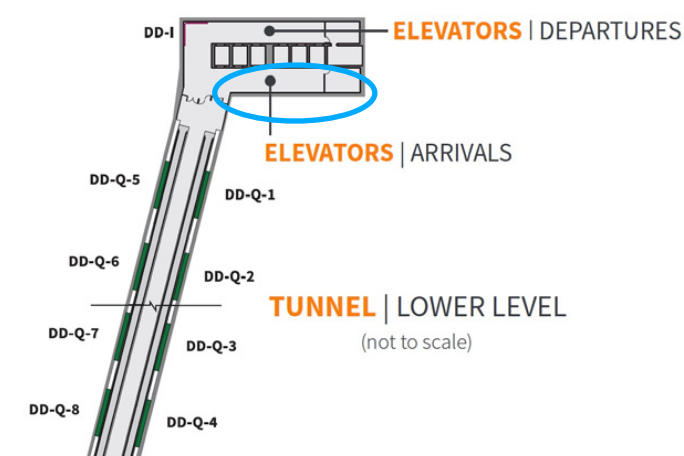




## Key Features

- Ideal for High Impact domination campaigns, 4 x ~10' x 10' Vinyl Wall Murals guarantee unaided recall
- Prime location in the Billy Bishop Airport pedestrian tunnel next to arrival elevators
- A must for storytelling campaigns
- Reaches 100% of passengers
- Opportunity for one large mural vs 4 individual vinyls

MAINLAND | LOWER LEVEL

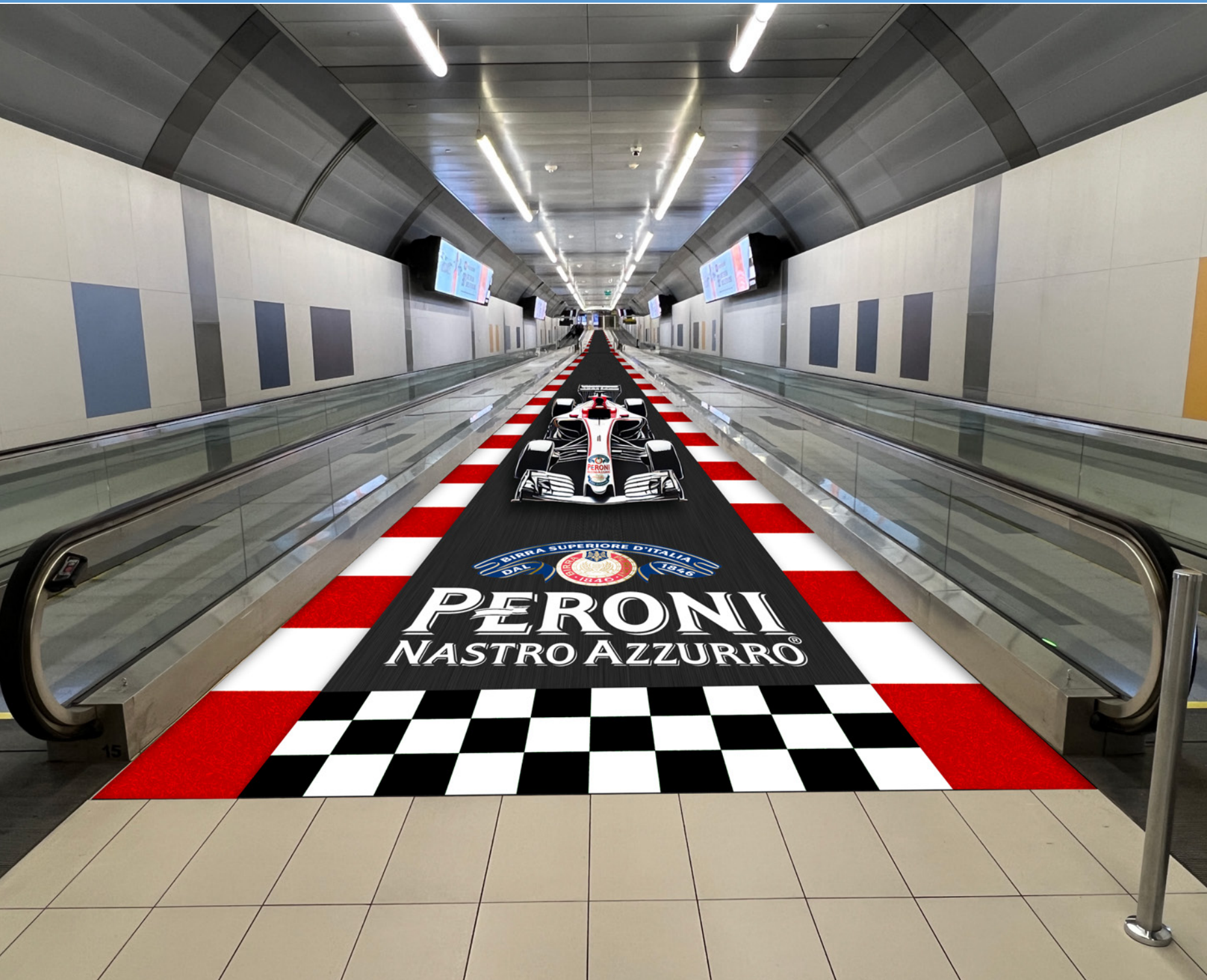


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4 x Wall Murals | Arrival Elevators | Tunnel  
4 x 115.5"(w) x 118.5"(h)  
4-week rate  
\$30,000 net + \$7,975 Production

900,000 impressions per 4 weeks  
Available as 1 mural vs 4 individual

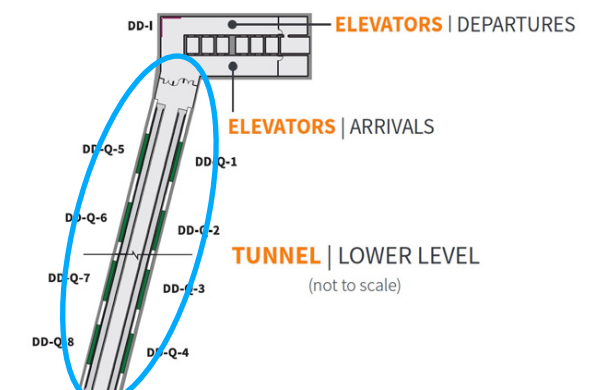




## Key Features

- Ideal for High Impact domination campaigns
- Prime location in the Billy Bishop Airport pedestrian tunnel
- A must for storytelling campaigns
- Reaches 100% of all arrival and departing passengers
- Award winning potential activation!
- Recommended in conjunction with skyline digital (above) and/or movator glass clings (page 16)

MAINLAND | LOWER LEVEL



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**Floor Graphic(s) | Pedestrian Tunnel**  
**485' (L) x 11.5' (W) - full coverage**

4-week rate

\$50,000 net + \$86,700 Production - full coverage

**500,000 impressions per 4 weeks**

**Partial coverage pricing available upon request (sets of 20' x 11.5')**

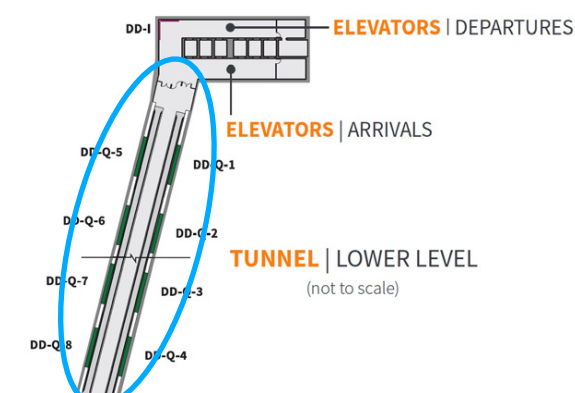




## Key Features

- Ideal for High Impact domination campaigns
- Prime location in the Billy Bishop Airport pedestrian tunnel
- A must for storytelling campaigns
- Reaches 100% of all arrival and departing passengers
- Recommended in conjunction with skyline digital (above) and/or tunnel floor graphics (page 15)

### MAINLAND | LOWER LEVEL

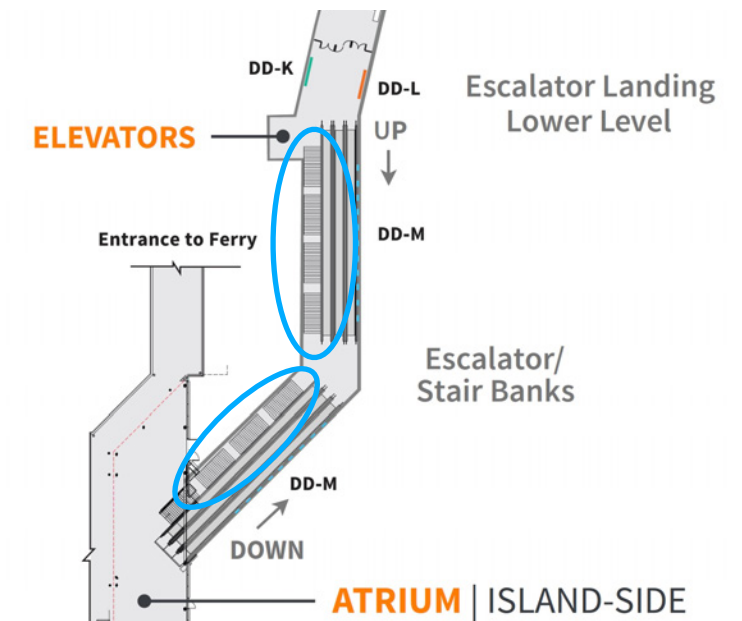






## Key Features

- Ideal for High Impact domination campaigns
- Prime location in the Billy Bishop Airport pedestrian tunnel
- A must for storytelling campaigns
- Reaches 100% of all arrival and departing passengers
- Combination with 20 x digital escalator screens is highly recommended

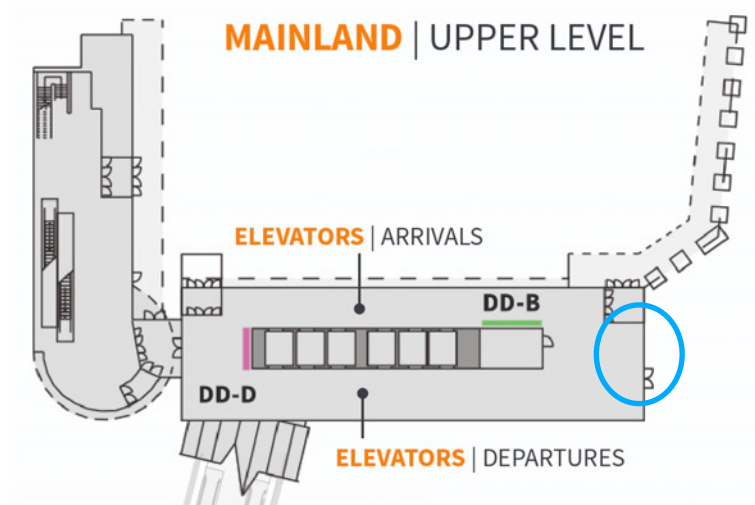






## Key Features

- Ideal for High Impact domination campaigns
- A must for storytelling campaigns
- Reaches 99% of arrival traffic
- High dwell time location next to Hotel Shuttles and Ride Sharing designated area
- PRIME LOCATION, the last message passengers will consume as they exit the airport

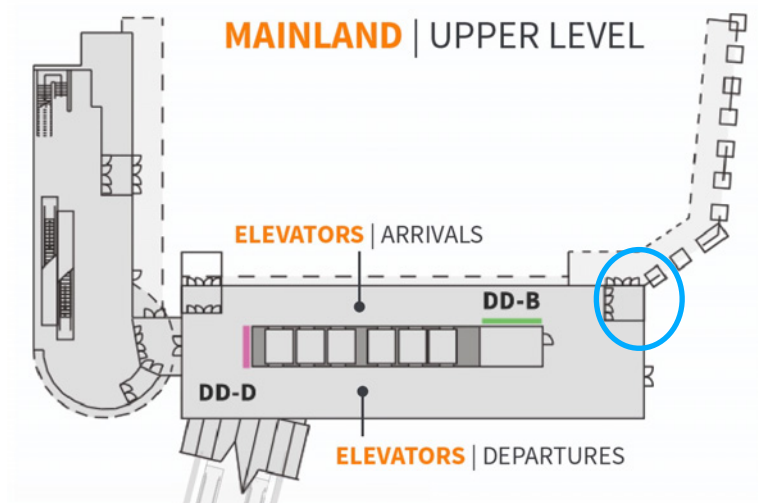






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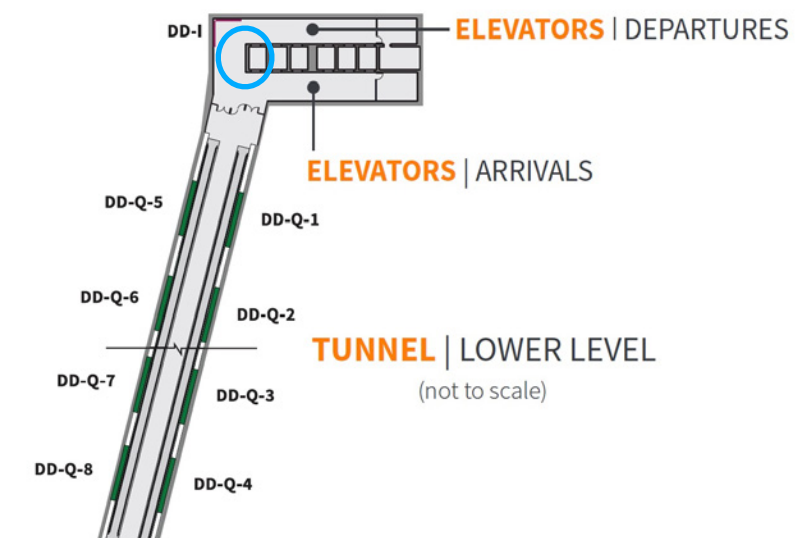




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### MAINLAND | LOWER LEVEL

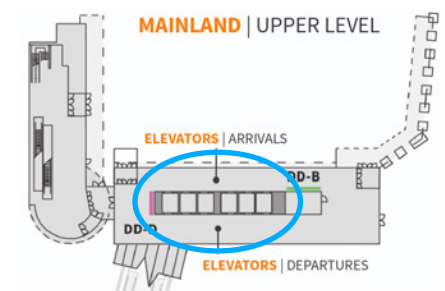






## Key Features

- Ideal for High Impact domination campaigns
- 24 faces are available to showcase your brand's creativity
- A must for storytelling campaigns
- Must be purchased in conjunction with digital screens



## MAINLAND | LOWER LEVEL





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# Thank You

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