

Esperance Airport

Advertising Opportunities



Esperance Airport

Promote Your Experience

Over 50,000 – and growing - travellers typically pass through the Esperance Airport annually, making this an ideal location for local and West Australian businesses to promote their product or service.

Located 23 km north of Esperance on the Coolgardie-Esperance Highway, the Esperance Airport is the main terminal for passenger and private flights accessing the South East Region.

The Esperance Airport Terminal features a large, modern and comfortable passenger lounge, services by food and beverage machines.

We invite you to take this opportunity to advertise at the Esperance Airport.



Any questions or queries, please contact our Airport Operations Coordinator at:

airport@esperance.wa.gov.au

Esperance Airport, Coolgardie-Esperance Highway

Updated: August 2023

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Fixed Signs – *Non-illuminated*

Locations 2, 4, 8 Sign Dimensions

1m² (A0) – 841mm x 1188mm - \$290 inc. GST per year*

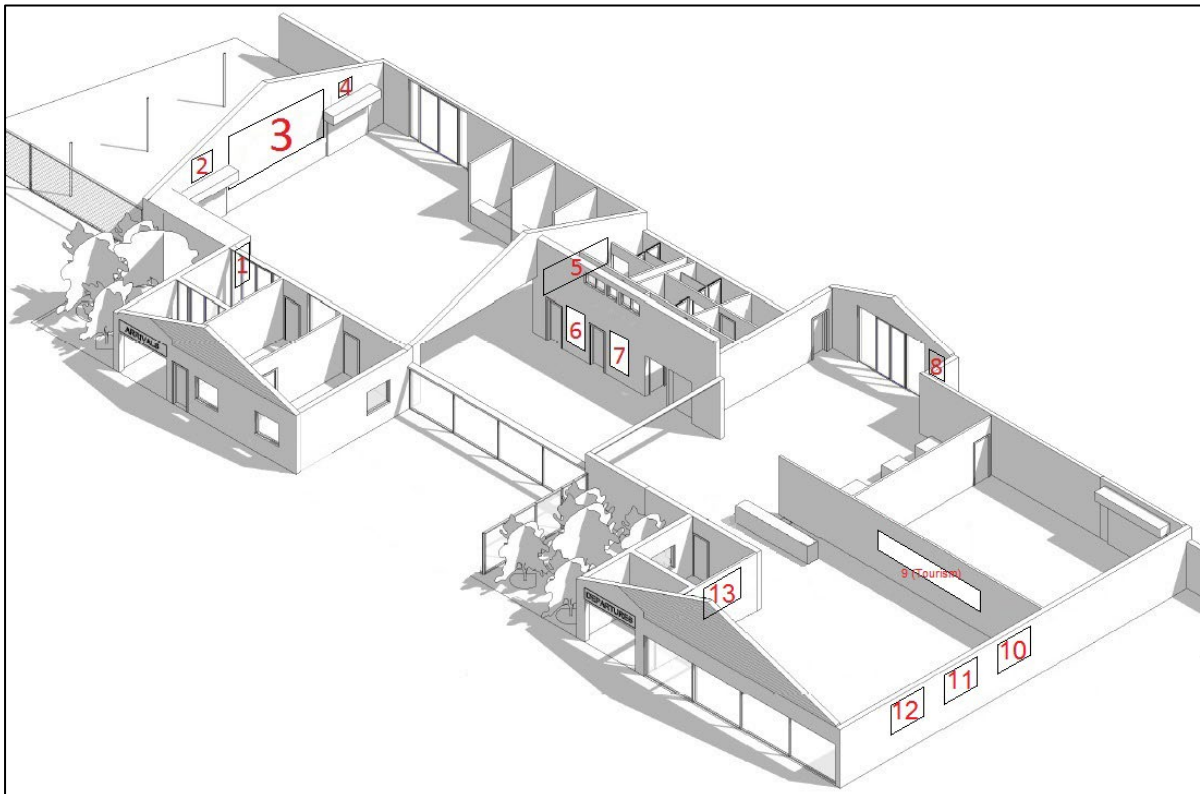
Location 5 Sign Dimensions

3.3m² 1100 x 3000mm @ \$957 incl. GST per year*

Location 1, 10, 11, 12 & 13 Sign Dimensions

2.2m² 1100 x 2000mm @ \$638 incl. GST per year*

Note A0 signs are only available in portrait form.



**Fees are in line with the Shire of Esperance Fees & Charges guide and are subject to change annually.*

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Digital Sign – *Electronic screen, video or images on periodic loop rotations*

Location 3

Sign Dimensions

6.4512m² – 4480mm x 1440mm at:

15 second, silent ad = \$1,875 incl. GST each per year.

- A business can book max. 3 x 15 sec spaces (consecutively, i.e. a 30 or 45 second advertisement, or separately).
- Digital advertisements are capped at 20 slots in total for maximum business exposure.
- Mandatory resolution requirement: 1792pxW x 576pxH @ 72ppi to ensure content displays at optimal quality.
- An admin fee of \$50 applies to all subsequent updates to advertisements.
- Please note: Once approved by airport management, changes to adverts and new adverts will be displayed within 7 days from receipt of the MP4.

Please email final advert to airport@esperance.wa.gov.au in either an MP4 (H.264) format or JPG format. Dropbox and USB delivery are suitable for larger files.



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Fixed Signs – Rear Illuminated

Location 6 & 7

Sign Dimensions

2.16m² 1200 x 1800mm (1120 x 1710mm internal) @ \$626.40 incl. GST each per year*

Printed in standard light box GSM backlit polypropylene.



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Fixed Signs - *Print and Installation*

It is the responsibility of the proponent to arrange printing and installation of advertising for fixed signs. Printing and installation are a separate cost incurred by the proponent. Below is a list of local signage businesses.

Esperance Art and Design

Norseman Road, Esperance

Phone: 0414 981 018 Email: andrew.halter.76@gmail.com

Express Yourself Printing

Norseman Road, Esperance

Phone: (08) 9071 7667 Email: expressyourself@westnet.com.au

The Print Shop

Phone: 0401 678 502 Email: paul@theprintshopesperance.com.au

Topsigns

Shelden Road, Esperance

Phone: (08) 9071 3565 Email: topsigns@westnet.com.au

Digital MP4 Video / JPEG Image Signs

Wayward Nation Creative

Phone: 0475 853 366 Email: hello@waywardnation.com.au

Housekeeping

The information and images provided:

- Must not contain any content likely to be inappropriate or offensive to the public.
- Must be accurate, factual and up to date.
- Must have obtained the appropriate permissions to use or own the images used.
- Changes to advertising conditions can occur at any time at the discretion of the Shire – any changes will be communicated to existing advertisers.

Shire of Esperance staff reserve the right to remove advertisements if they do not meet the above criteria.

Image Credit: Rosie Henderson

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