

Esperance Airport

Promote Your Experience

Air travel is booming! All-time record passenger numbers continue to pass through the Esperance Airport each day, creating unique and broad reaching advertising opportunities within the Airport Terminal. Add on charter passengers, light aircraft, family members and so on and you're looking at hundreds of thousands of people using the Airport Terminal every year - that's potentially hundreds of thousands of local people looking at your ad.

Contact airport@esperance.wa.gov.au to register your interest or to explore available opportunities.

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



Questions or queries? Contact our Airport Operations Coordinator at:

airport@esperance.wa.gov.au

Esperance Airport, Coolgardie-Esperance Highway

Updated: April 2025

Esperance Airport

Advertising Opportunities



Signage Map

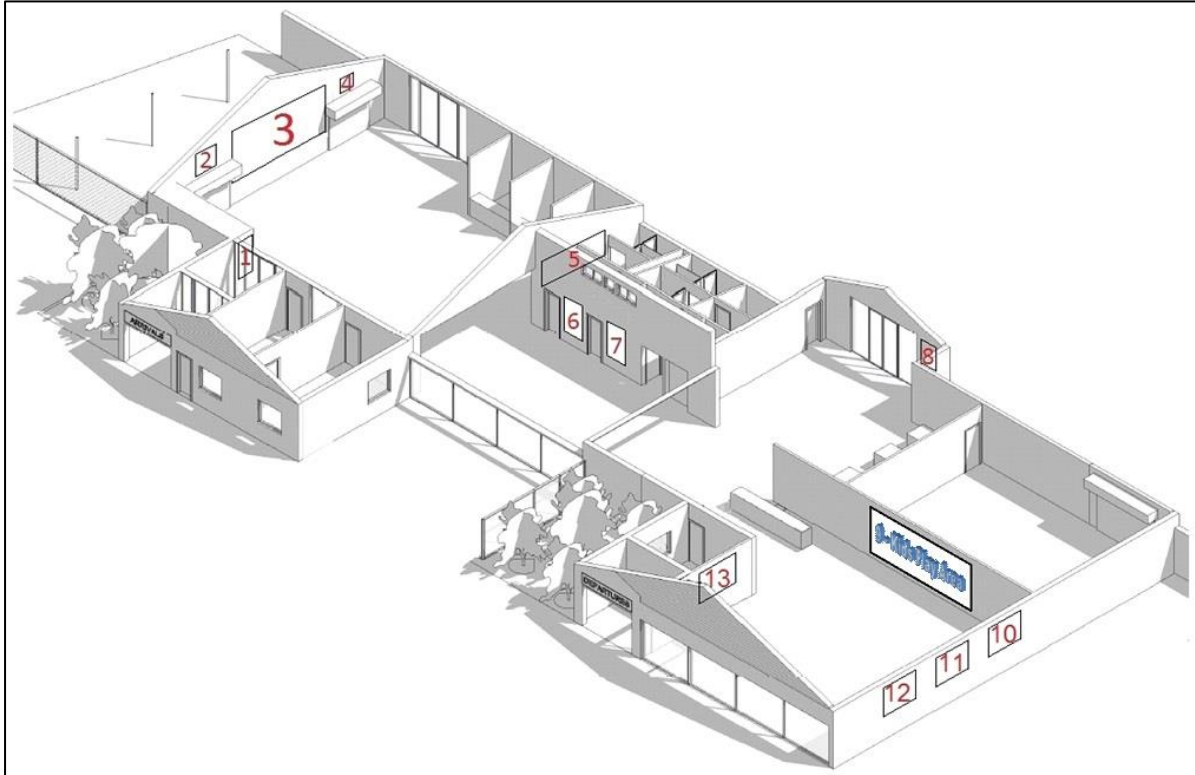


Figure 1: Fixed signs, locations 1, 2 and 4 to 13, and digital signs (electronic screen advertisements on periodic loop rotations), location 3, at Esperance Airport.

Fixed Signs – Non-Illuminated

Locations 2, 4, 8:

1m² (A0) – 841mm x 1188mm - \$295 incl. GST each per year*

Note: A0 signs are only available in portrait form.

Location 5:

3.3m² 1100 x 3000mm @ \$973.50 incl. GST per year*

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Fixed Signs – Non-Illuminated (Stretched Fabric)

Locations 1, 10, 11, 12 & 13

2.16m² 1200 x 1800mm @ \$637.20 incl. GST per year*



Figure 2: Fixed stretched fabric 1200 x 1800mm signs, locations 1 and 10 to 13. Location 1 (not shown) is portrait orientation, 10 to 13 (10 to 12 shown above) are all landscape.

Fixed Signs – Rear Illuminated

Locations 6 & 7

2.16m² 1200 x 1800mm (1120 x 1710mm internal) @ \$637.20 incl. GST each per year*

Printed in standard light box GSM backlit polypropylene.

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Figure 3: Signage locations 6 and 7, non-cycling rear illuminated fixed advertisements measuring approximately 1200 x 1800mm (1120 x 1710mm internal) each. Rear illuminated 'light box' signs need to be printed in standard light box GSM backlit polypropylene.

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Digital Sign – JPG / MP4 Files on Periodic Loop Rotation

Location 3

6.4512m² – 4480mm x 1440mm at:

- a) 1 x slot, 15 second silent ad = \$1,900 incl. GST per year*;
- b) 2 x slots, 30 second silent ad = \$3,800 incl. GST per year*; and
- c) 3 x slots, 45 second silent ad = \$5,700 incl. GST 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 \$55 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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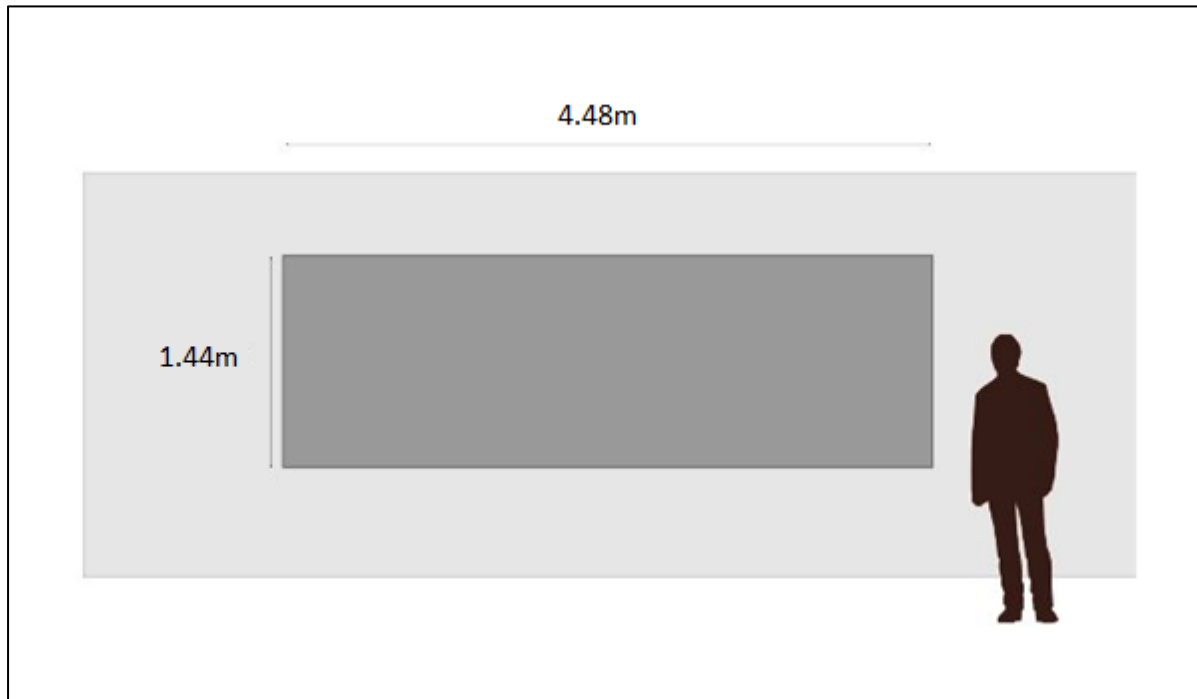


Figure 4: Non-illuminated fixed signage locations 2 and 4 (top, left and right, A0 size portrait signs at 841 x 1189mm) and digital sign location 3 (centre and bottom, digital rotating landscape silent videos / images).

Play Area / Tourism Promotions

Location 9

8.0m² 4000 x 2000mm

Reserved for play area and / or suitable broad scale Esperance tourism promotions pending resumption of security screening*

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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

Ctrl + Create

Phone: 0449 549 672 Email: gday@ctrlcreate.com.au

Rules & Conditions

- Advertising must be promoting a business, experience or product.
- The information must not be for any political purposes.
- The incumbent advertiser has first right of renewal on that space, however the Shire of Esperance retains ownership of all advertising spaces in perpetuity and may, at the discretion of staff, change or discontinue any advertising agreement.

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 refuse advertisements if they do not meet the above criteria.

Image Credit: Rosie Henderson

**Fees as stated are an approximate guide only as applicable to the 2023/24 financial year. For up to date pricing, refer to the current Shire of Esperance Fees & Charges guide as pricing is subject to change annually.*

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