



Leeds Bradford[®]
Yorkshire's Airport

ADVERTISING



Plane & Simple.



advertising@lba.co.uk

At a Glance.



22%

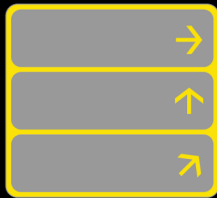
PASSENGER GROWTH

Over the last 5 years



80

DIRECT DESTINATIONS



12

Million people

WITHIN 100 MILES



18%

**HIGHER RESPONSE RATE VS.
ROADSIDE ADVERTISING**

Audience breakdown %



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Advertising at Leeds Bradford Airport.

Opportunities exist right across the terminal from **check in, departures and arrivals**

You can tailor your advertising message to engage with people in a holiday mood or reconnect with them on their return as our research shows our passengers have different mindset zones across the airport.



ARRIVING

Passengers are excited, mindful of airport process.

They look to check in, before thinking ahead, preparing and making sure they have their documentation, luggage and valuables.



DEPARTING

They remain upbeat, relaxed and 100% holiday focused. This is where their holiday starts.

Looking to eat, shop & maybe drink but also taking care to ensure they make the plane!



RETURNING

With a practical outlook they are back into their routine.

They collect their bags, and prepare for the journey home, thinking back about their holiday and ahead to next one or future plans.



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Large Format.

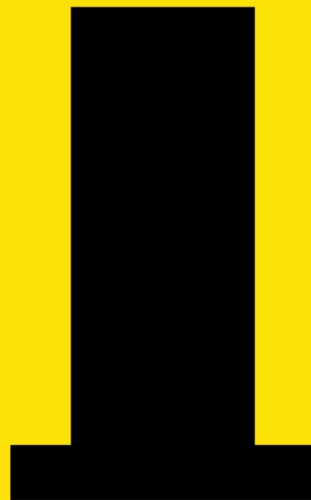
Print sites across the airport
both **inside and outside**

Exterior sites include 48 and 96 sheet posters main A roads, access roads to the terminal & car parks and our interior sites range from 6 sheets to large format wall graphics throughout the terminal building.

Prices start from £400 per month



**85% of passengers are open to finding out about
new products and services at airports**



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Digital Display.

LED Video Wall

This large format video wall displays your advert for 10 seconds every minute. Located at the entrance to security, all passengers will move by this state of the art screen making sure your advert is seen by all.

From £250 per week



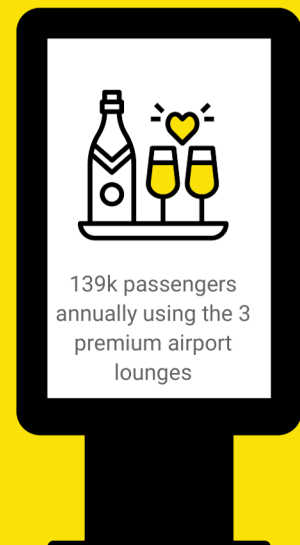
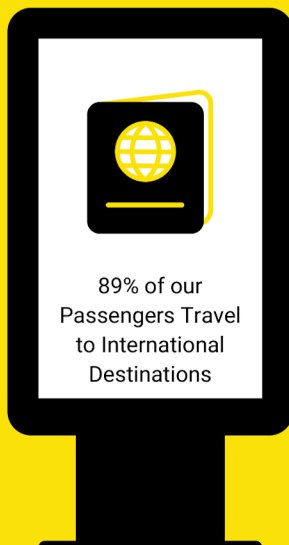
New for 2023!

34 screens

Each screen plays 6 x 10 second adverts on a continuous loop of 4 rotations, meaning you can display up to 4 varying versions of your brand message on one screen and still be seen for 10 seconds every minute.

Choose your locations or choose all screens, it's up to you.

From £100 per week



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High Impact Premium Sites.

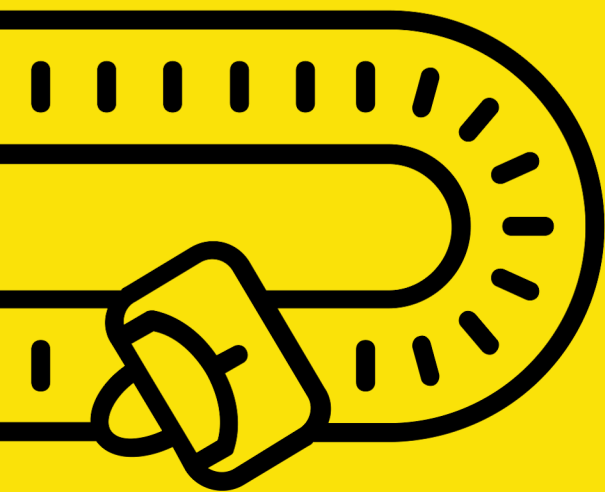
Takeovers, full branding and custom approach

Located in both departures and arrivals the opportunity to target passengers at key points is available by having a full take over of stairs and escalators.

Airbridges take passengers from Aircraft direct into the Terminal and various opportunities are available including full graphic wraps for both the outside and inside of these bridges.

All arriving international passengers pass through the baggage reclaim hall and you can attach a design on to the carousel itself or your brand messaging on the side panels

Prices available on request



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If you have an idea that isn't quite outlined in here then please get in touch to discuss it or to view the sites for yourself.

We have the knowledge and expertise to help get your idea off the ground!



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