



# BENDIGO AIRPORT: ADVERTISING PROSPECTUS

Promote your business to  
passengers as they wait

Bendigo Airport provides connectivity, employment and emergency services to our community. It offers a range of commercial and light aircraft operations including emergency services, flight training and recreational, corporate and charter operations. QantasLink operates flights between Bendigo and Sydney airports and is actively advocating for additional services and airlines. The commercial flights are frequently at capacity, and the airport continues to experience strong and consistent passenger activity through the terminal.

Reach new customers by advertising your products and services within the Bendigo Airport terminal building. The terminal building includes a café that is open to the public outside of commercial flight times. More than 2,500 people visit Bendigo Airport each month. Passengers spend an average of 45 minutes in the airport before boarding a flight, which provides a captive audience for your message.

## Advertising package details

Length of advertisement: Maximum of 15 seconds

Recurrence: Advertisement displayed at least three times every 15 minutes.

Period of advertising: Three months

Cost: \$250 + GST

**2,500**  
visitors



Through the Bendigo  
Airport each month



Average time spent by  
passengers in the airport  
before boarding a flight

## Specifications for digital materials

Bendigo Airport requires artwork to be supplied in the following formats.

### Animation (HD MPEG-4 video)

- Media files should be sized to screen resolution 1920 pixels (w) x 1080 pixels (h)
- File format is MP4, AVI or MPEG
- Frame rate for all media is 25 FPS
- Maximum duration is 15 seconds

### Static content (JPEG)

- JPEGs should be saved with maximum quality settings to minimize compression artefacts
- Media files should be sized to screen resolution 1920 pixels (w) x 1080 pixels (h)
- File format is JPEG
- Each static content file will be displayed for maximum of 15 seconds

## Terms and conditions

- Cost includes ad placement only
- All artwork and videos are to be submitted for approval
- As space is limited, bookings will be made on a first in, first served basis
- Payment must be received prior to digital material being displayed
- The Bendigo Airport reserves the right to refuse any advertising
- At cessation of the advertising period, Bendigo Airport will arrange for removal of the digital material
- Partners will be invoiced each quarter for a three month period
- Advertising agreements are not permitted with organisations whose products and services conflict with the City of Greater Bendigo's values, policies and responsibilities to the community
- Content that promotes products or services which conflict with the City's values, policies and responsibilities to the community is not permitted. (This includes content that implies the City's endorsement of any commercial products and services, excessive alcohol use or gambling, content that personally benefits individual employees of the City and Councillors and content that may offend minority groups, or which does not reflect community standards)

Advertise  
here 



To discuss this opportunity please email  
[airportmanager@bendigo.vic.gov.au](mailto:airportmanager@bendigo.vic.gov.au)

  
BENDIGO AIRPORT

 CITY OF GREATER  
BENDIGO