

Advertising Opportunities at YYD

Advertising at the Airport is a novel way to showcase your business to a captive audience of business and leisure travellers, as well as the many members of the surrounding communities that visit the airport to pick up and drop off travellers.

Each year between 75,000 and 85,000 passengers, from all over the world, visit the terminal building.

YYD is excited to provide several ways for local businesses to receive excellent exposure:

Brochure Display



The brochure display is situated in a high traffic zone in the arrivals area of the terminal building. Businesses will pay a small annual fee and provide brochures to Airport Administration so that they may be stocked regularly.

Garbage & Recycle Bins, FOD Containers



These containers are new to the Airport and have the ability to advertise in the Airport parking lot, in front of the terminal building, or, if on a Foreign Object Debris (FOD) container, on the airside apron.



Complimentary Parking Stalls



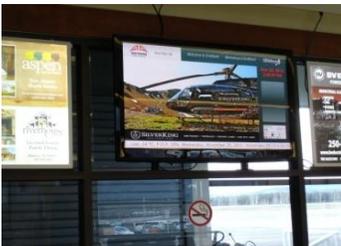
At a cost of approximately \$1.00 a day, this form of advertising gives Airport users a warm fuzzy feeling. Businesses create two 24" x 30" signs, which are placed back-to-back on a sign post so they face two directions, and Airport visitors using the complimentary stall receive one hour of free parking!

Backlit Carousel Sign



Displayed in the arrivals area of the Airport where people stand to wait for their luggage, these signs are a popular form of advertising. Businesses design and create the 23" x 29" sign to be displayed.

Telemonitor Ad



This is a digital form of advertising on a 50" flat screen. Advertisers can use the screen to show several slides or a video on a closed loop circuit, amongst other advertising, throughout the day in the terminal building.

Reserved Parking Stalls



Designed for businesses that frequent the Airport, this option allows a business to advertise on two 24" x 30" back-to-back signs that face opposite directions, while reserving an annual parking stall for company vehicles. This form of advertising offers a bonus convenience; no parking tickets needed, just park and fly.

Please feel free to come check out the different ways to advertise at YYD in person, call (250) 847-3664, or email airportadmin@smithers.ca for additional information.

The cost for all forms of advertising are listed in the Airport Fees and Charges Bylaw 2016-2018.