

Advertising Opportunities



Yellowknife
Airport | Aéroport

Advertising Opportunities at YZF



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YZF Demographics and Facts

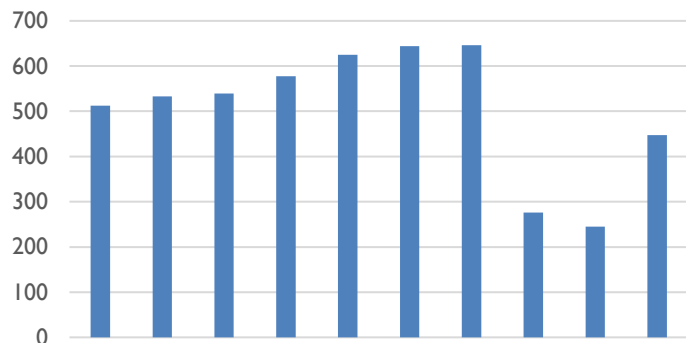


Airport Facts:

- YZF is a gateway to the NWT and the Arctic. It plays a major role in supporting industry, tourism, and the overall quality of life in the North.
- Prior to March 2020, YZF underwent a significant period of growth in passenger traffic. In 2021 YZF had a 70% drop in passenger movements compared to 2019 due to the pandemic. Today YZF is in a period of growth, seeing increases of 82% compared to 2021 and 62% compared to 2020.

- Consistent long-term growth
 - 2003 thru 2017: 3.3% CAGR
 - 2012 thru 2017: 6.5%
- Recovery since COVID-19
 - 2021– 2022: 82.37%

Pax 2013 to 2022



Advertising Guidelines



Advertising Agreement Information

- Posted rates are subject to change without notice.
- Clients are responsible for all fabrication and replacement installation costs.
- YZF will coordinate installation of signs.
- Client is responsible for providing proof of artwork for approval prior to installation identified in advertising agreement.
- Advertising spaces are subject to the terms set out in the advertising agreement.
- Rates are available for as short as one month or yearly agreements.

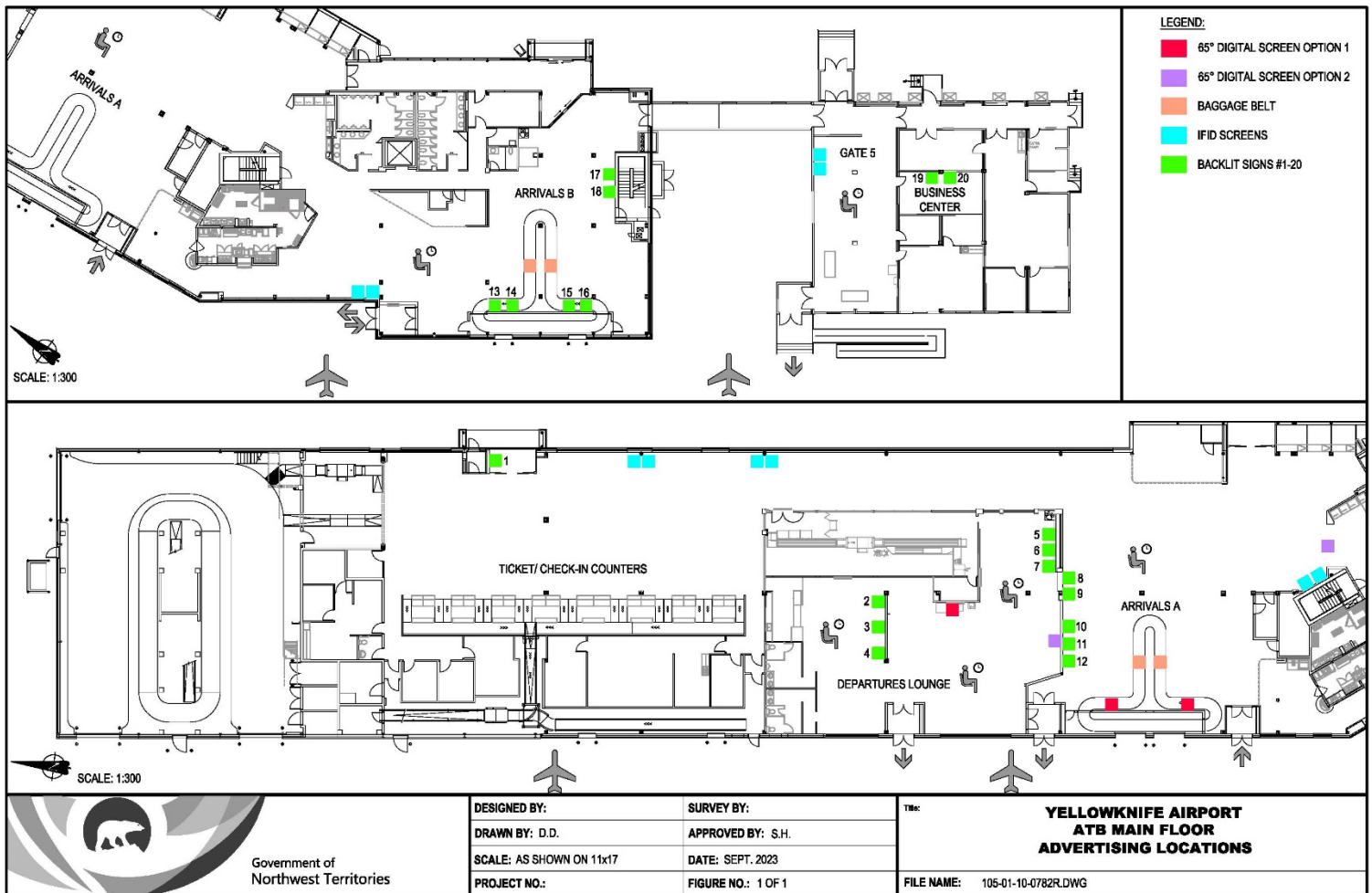
Advertising Tips:

- Use clear and concise language
- Highlight your comparative advantage
- Establish an image and/or recognizable logo
- Advertise seasonally to target your desired audience
- Make sure your contact information or website is clearly displayed
- Use the highest possible resolution for professional and attention-grabbing appearance
- White space is your friend: crowded ads lose the desired impact

Advertising Options & Rates

Sign Type	Location	Annual Contract (monthly rate)	Monthly Contract
Backlit Signs	Arrivals A - Wall Mount	\$425	\$2000
	Departures Lounge - Wall Mount	\$375	\$1600
	Arrivals B - Carrousel/Wall Mount	\$350	\$1600
	Gate 5 - Business Centre	\$325	\$1600
Digital Screens (No Audio) <i>15 sec ad space on loop with other ads on 65-inch screens.</i> <i>15 sec banner space on loop with other ads.</i>	2 Carrousel A & 1 departure lounge (3 screens total)	\$300	
	1 Arrivals A & 1 departure lounge (2 screens total)	\$250	
	IFids Screens (10 screens total)	\$200	
Baggage Belt 8' Length	Carousel A	\$425	
	Carousel B	\$375	
Banners		\$500	\$3500
Window Wraps		\$500	
Brochure / Magazine Rack		\$250	
Exterior Signs and Specialty Displays		As negotiated	As negotiated

YZF Terminal Layout



Options in this Space:

- Carousel & Wall Mount Backlit sign boxes
- Window/Wall wraps
- Baggage belt advertising
- Banners
- Brochure/Magazine Rack
- Digital Screens (No Audio)

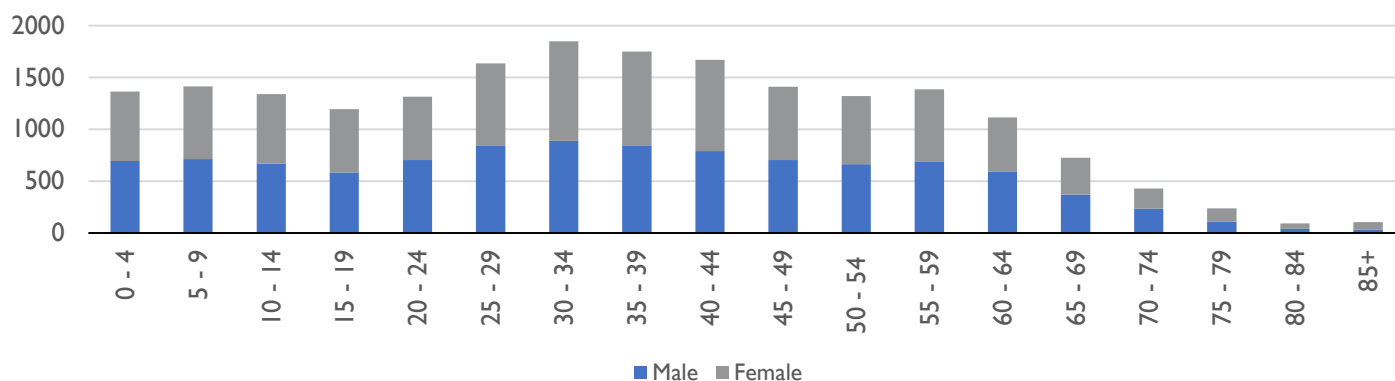
Yellowknife Demographics

Yellowknife is home to a diverse group of people and caters to a range of business interests. Information on Yellowknife's demographics will help to focus your advertising.

In 2022, the population estimate of Yellowknife was 22,983, which was an increase from 22,740 in 2021.

Since the drive out of Yellowknife is very long and the road is subject to occasional closures, many residents, tourists and businesspeople choose to access Yellowknife by air, arriving and departing from YZF.

2021 Census of Population



Thriving Cosmopolitan Northern City



Yellowknife is a thriving, cosmopolitan city with a range of business interests and tourist attractions.

Pre-pandemic more than 115,000 visitors and in 2022 as we recover more than 60,000 visitors came to the Northwest Territories. On average 27% are business travellers and 73% is made up of aurora viewing, fishing, hunting, visiting friend and relatives, general touring & outdoor adventure.

= many eyes seeing your ads, despite the seemingly small local population



Contact us to discuss your advertising needs at Yellowknife Airport

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www.inf.gov.nt.ca/en/services/airports/yellowknife-airport



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