



PROMOMEDIA



Beirut Rafic Hariri International Airport



AIRPORT ADVERTISING BENEFITS

- **Target Audience:** Reach affluent, educated, tech-savvy business and leisure travelers in a “high dwell environment.”
- **Effective Exposure:** Raising brand awareness, promoting products/services, and driving point-of-sale.
- **High Visibility:** Engage audiences as they move through the airport (security, baggage claim, etc.).
- **Branding:** Enhance top-of-mind awareness with strategic airport advertising.
- **Exceptional Recall:** Create vivid and lasting impression of your brand for strong ad recall.
- **Perceived Impact:** Airport ads are perceived as larger-than-life, delivering higher value than the actual spend.



AIRPORT PROFILE



▶ DISPLAY TYPES AVAILABLE

- Digital Network
- Backlit Display
- Window Wrap
- Wall Wrap
- Custom Floor Display
- Concourse Banners
- Custom Presenting Sponsorship

▶ Airport Details

- Conveniently 5 KM away from Down Town.
- The one and only airport in Lebanon.
- More than 40 non-stop destinations.
- 8.5 million annual passengers.

TRAVELER PROFILE



85%

Notice airport advertising and take the time to read the message.



65%

Have taken at least one personal / vacation trip in the past year.



80%

Take action as a result of airport advertising.



91%

Of passengers fall into the A-B class value segment.



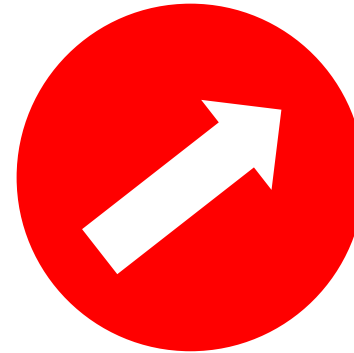
100+

The average traveler arrives more than 100 minutes before their flight.



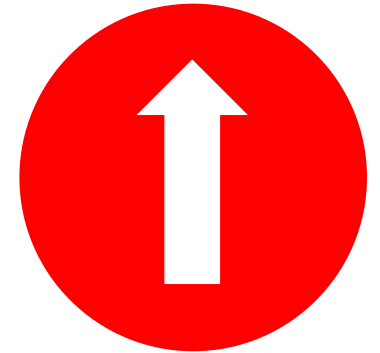
ZONE SELECTION

Select the right zones to reach your target audience. Strategic placement allows you to secure high visibility and maximize brand exposure.



DEPARTURE AREA:

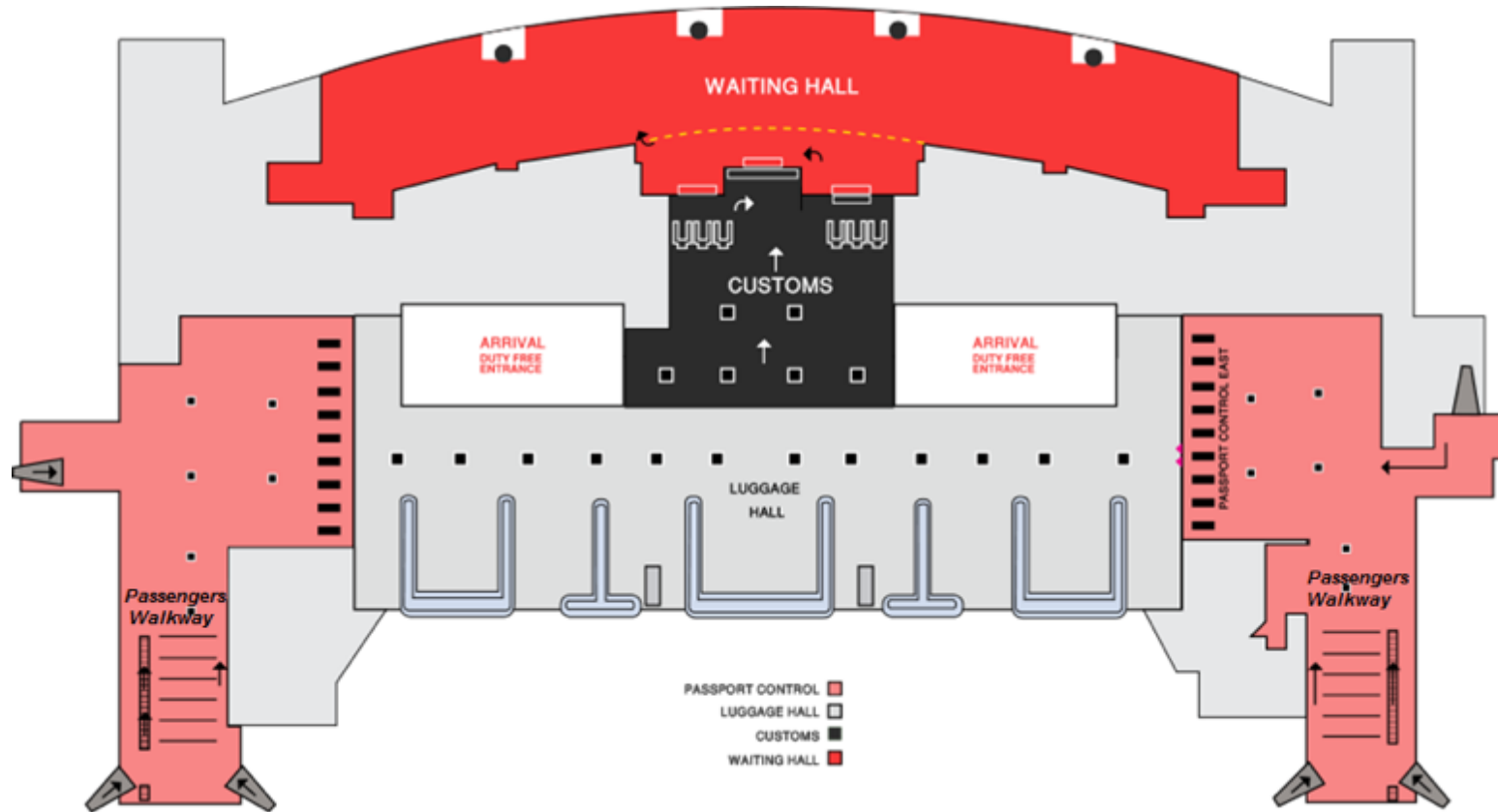
- Check-in Area
- Passport Control
- Duty Free Zone
- VIP Lounge



ARRIVAL AREA:

- Passengers Walkway
- Passport Control
- Luggage Area
- Customs Area
- Waiting Hall (Free Waiting Area)

AIRPORT ARRIVAL





A1

Type: Light Box

Size: 4.85x1.85
Meters

Location: Arrival
Passenger Walkway
East



A2

Type: Light Box

Size: 4.85x1.85
Meters

Location: Arrival
Passenger Walkway
West



خروج
Sortie

A3
Type: Light Box
Size: 4.35x1.85
Meters
Location: Arrival
Passport Control East



A4

Type: Light Box

Size: 7.43x0.43
Meters

Location: Arrival
Passport Control East
- 3 Faces



A5

Type: Light Box

Size: 4.35x1.85
Meters

Location: Arrival
Passport Control East



A6

Type: Light Box

Size: 4.35x1.85
Meters

Location: Arrival
Passport Control East



A7

Type: Light Box

Size: 2.85x1.85
Meters

Location: Arrival
Passport Control East

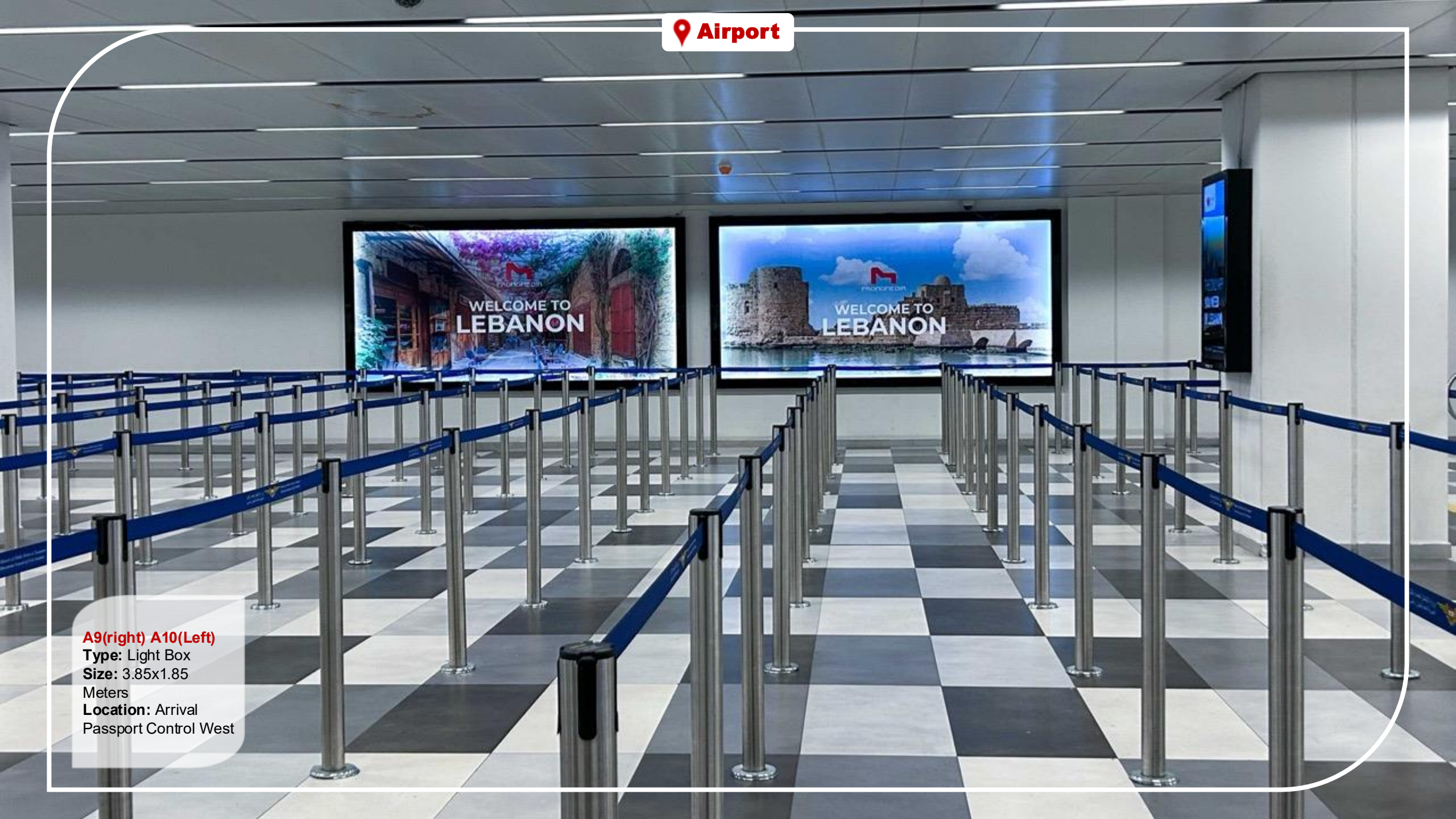


A8

Type: Light Box

Size: 3.65x1.85
Meters

Location: Arrival
passport control west



A9(right) A10(Left)
Type: Light Box
Size: 3.85x1.85
Meters
Location: Arrival
Passport Control West

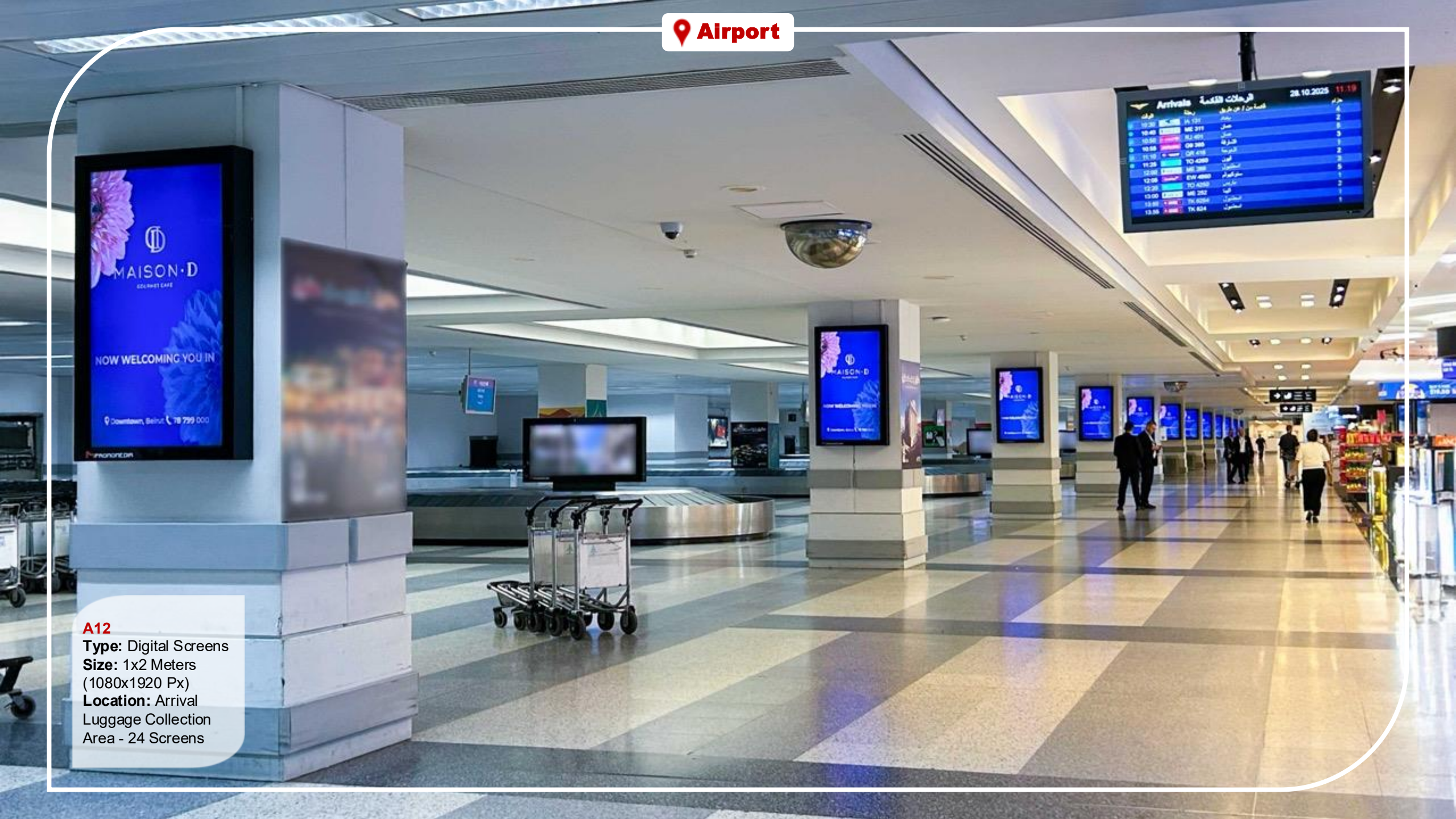


A11

Type: Synchronized
Digital Screens

Size: 1x2 Meters
(1080x1920 Px)

Location: Arrival
Passport Control East
/ West - 17 Screens



Arrivals				28.10.2025		11:19
الوقت	الخط	الرحلة	المنشأ	الوقت	الخط	المنشأ
10:30	MC 311	البحرين	البحرين	11:15	MC 311	البحرين
10:45	MC 311	البحرين	البحرين	11:30	MC 311	البحرين
10:50	MC 311	البحرين	البحرين	11:45	MC 311	البحرين
11:00	MC 311	البحرين	البحرين	12:00	MC 311	البحرين
11:15	MC 311	البحرين	البحرين	12:15	MC 311	البحرين
11:30	MC 311	البحرين	البحرين	12:30	MC 311	البحرين
11:45	MC 311	البحرين	البحرين	12:45	MC 311	البحرين
12:00	MC 311	البحرين	البحرين	13:00	MC 311	البحرين
12:15	MC 311	البحرين	البحرين	13:15	MC 311	البحرين
12:30	MC 311	البحرين	البحرين	13:30	MC 311	البحرين
12:45	MC 311	البحرين	البحرين	13:45	MC 311	البحرين
13:00	MC 311	البحرين	البحرين	14:00	MC 311	البحرين
13:15	MC 311	البحرين	البحرين	14:15	MC 311	البحرين
13:30	MC 311	البحرين	البحرين	14:30	MC 311	البحرين

A12

Type: Digital Screens
Size: 1x2 Meters
(1080x1920 Px)
Location: Arrival
Luggage Collection
Area - 24 Screens



A13

Type: Light Box

Size: 1.84x0.84
Meters

Location: Arrival
Baggage Claim Area -
14 Faces



A14

Type: Light Box

Size: 4.85x1.35
Meters

Location: Arrival
Baggage Claim Area
(A)



A15

Type: Light Box

Size: 4.85x1.35
Meters

Location: Arrival
Baggage Claim Area
(B)



A16

Type: Light Box

Size: 4.35x1.35

Meters

Location: Arrival
Baggage Claim Area
(C)



A17

Type: Static

Size: 0.81x1.52
Meters

Location: Arrival
Exit Duty Free - 6
Faces



WALKER
BEL 1L \$59

Exit
Sortie



A18(right) A19(Left)

Type: Light Box

Size: 4.35x1.35
Meters

Location: Arrival
Customs Area

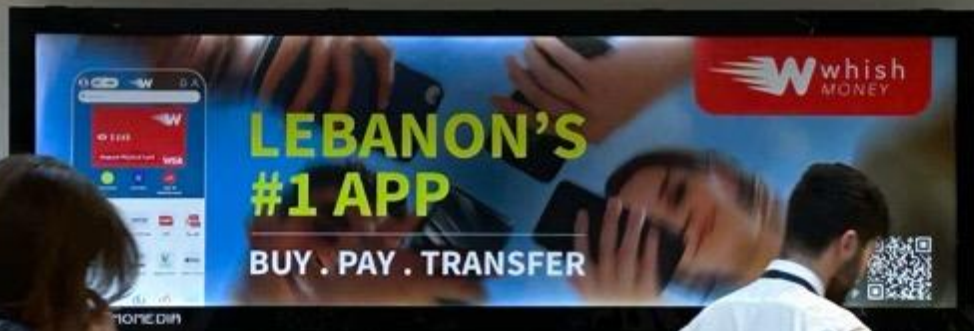


A20

Type: Light Box

Size: 3.05x1.65
Meters

Location: Arrival
Customs area - Exit to
Waiting Hall

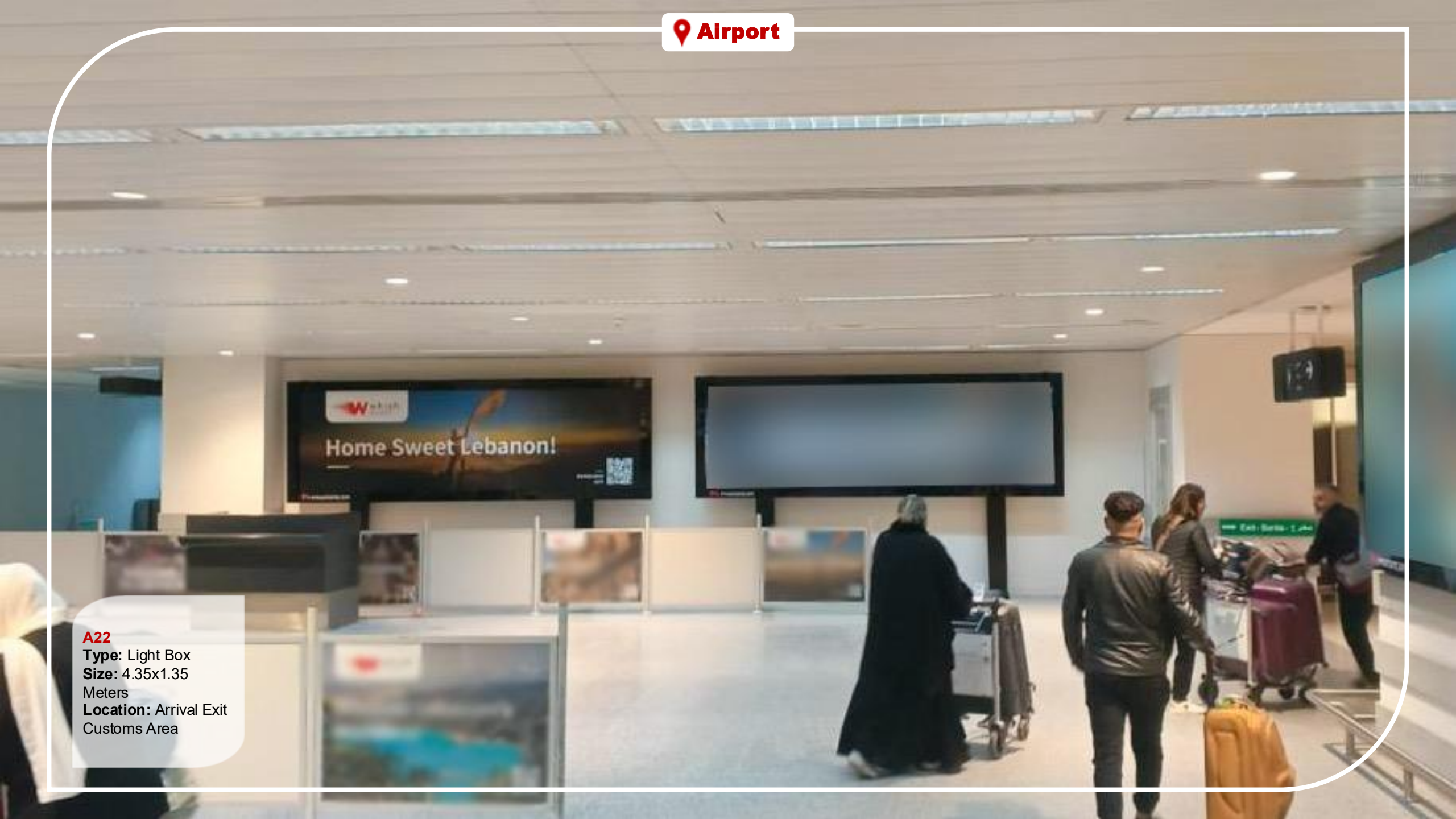


A21

Type: Light Box

Size: 4.35x1.35
Meters

Location: Arrival Exit
Customs Area



A22

Type: Light Box

Size: 4.35x1.35
Meters

Location: Arrival Exit
Customs Area



A23

Type: Digital Screen

Size: 5x3 Meters
(2560x1024 px)

Location: Arrival
Zone Exit



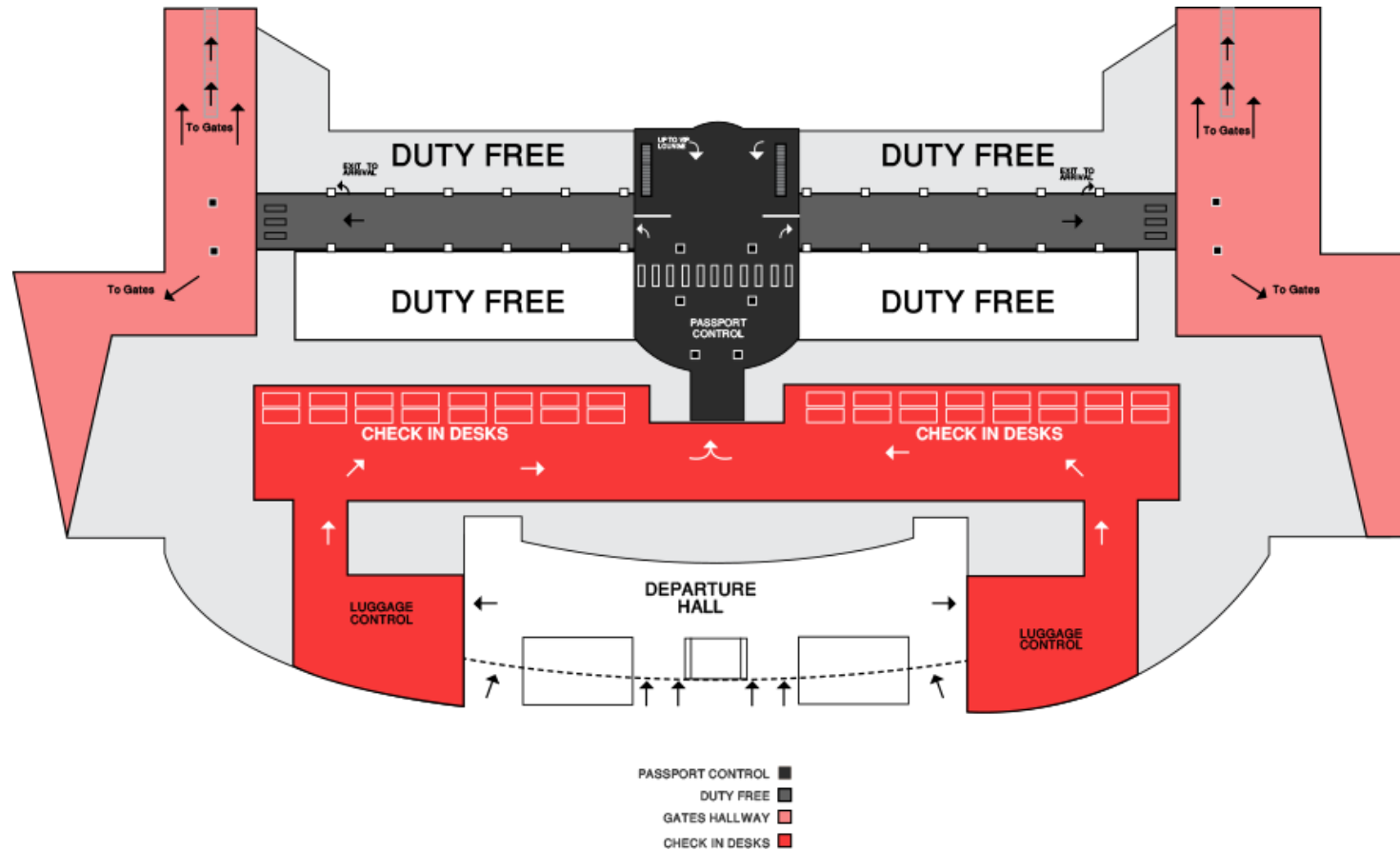
A24

Type: Digital Screen

Size: 5x3 Meters
(2560x1024 px)

Location: Arrival Exit
Waiting Hall

AIRPORT DEPARTURE





D1

Type: Light Box

Size: 0.81x1.1 -
0.815x1.5 Meters

Location: Departure
Area West – 8 Faces



D3

Type: Light Box

Size: 8x2.64 Meters

Location: Departure
Check In East



TAX REFUNDS استرداد الضريبة
All Destinations
Passengers Only
Non-passengers Entry to Subpass To & From

D4
Type: Light Box
Size: 8x2.64 Meters
Location: Departure
Check In West

SKY PRIORITY



D5

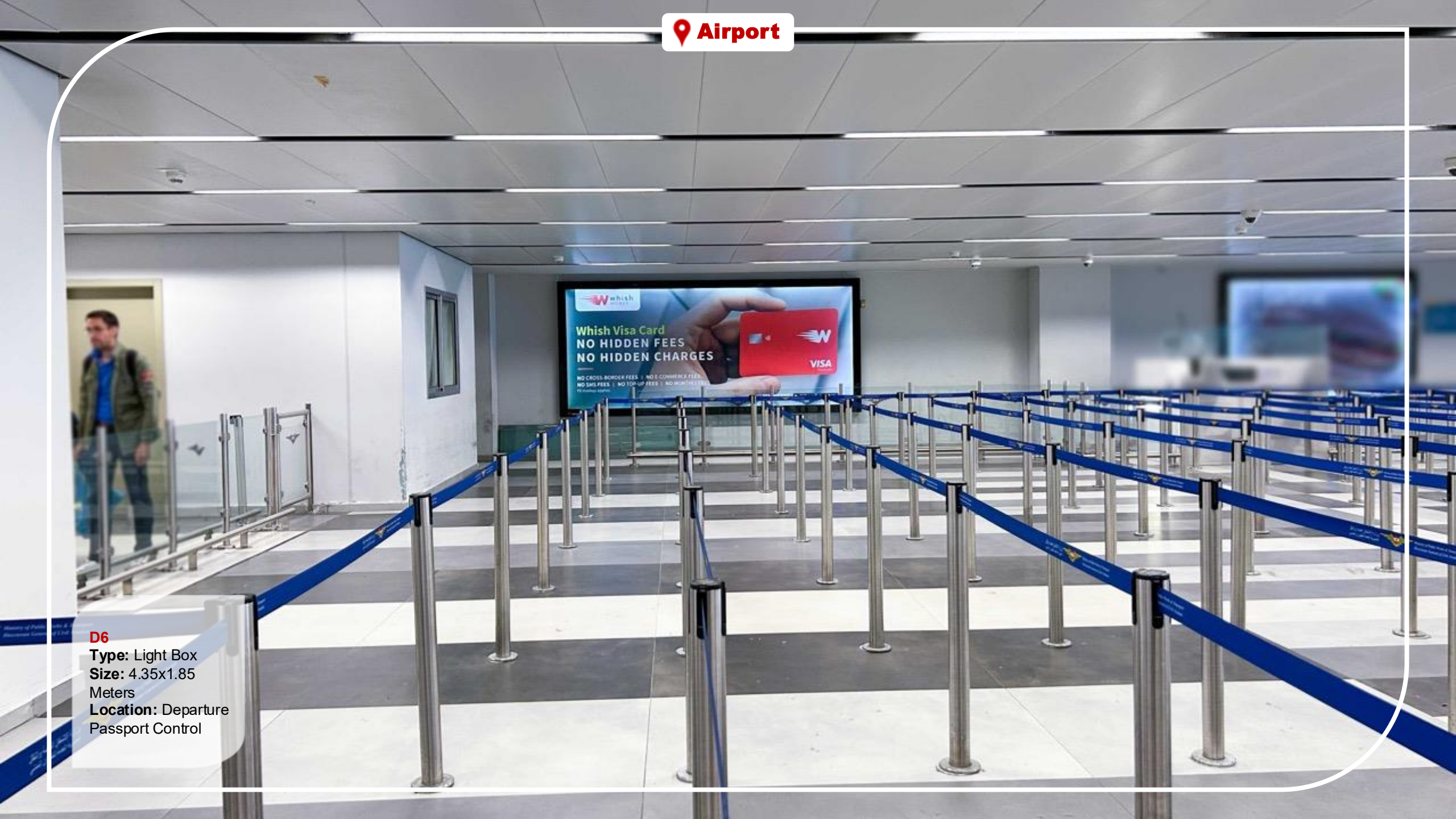
Type: Light Box

Size: 4.35x1.85

Meters

Location: Departure

Passport Control



D6

Type: Light Box

Size: 4.35x1.85

Meters

Location: Departure
Passport Control



D7

Type: Light Box

Size: 2.85x1.85
Meters

Location: Departure
Passport Control



D8

Type: Light Box

Size: 2.85x1.85

Meters

Location: Departure

Passport Control



D9

Type: Digital Screens

Size: 1x2 Meters
(1080x1920 Px)

Location: Departure
Passport Control Area
- 6 Screens



D10

Type: Static

Size: 11.65x0.85 /
11.93x0.85 Meters

Location: Departure
VIP / Duty Free Zone -
6 Faces





D11

Type: Light Box

Size: 1.85x4.85
Meters

Location: Departure
Cedar Lounge
Entrance



ADVERTISING

QATAR AIRWAYS
LOUNGE

Butter Trading

www.cfi.trade

www.cfi.trade



D12

Type: Light Box

Size: 4.85x1.85
Meters

Location: Departure
Cedar Lounge Exit



PROMOMEDIA

Thank you! We look forward to working with you.

