



 **Guernsey Airport**
YOUR GATEWAY TO THE CHANNEL ISLANDS

Website Advertising

About Guernsey Airport

Guernsey Airport is the island's primary gateway to the UK & Europe, serving business travellers, holiday makers and local residents.

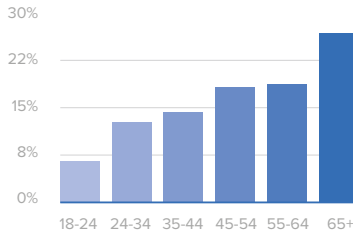
The website is a popular resource, providing a live arrivals and departures feed, important information on the airport, airlines and destinations.

Website Target Audience

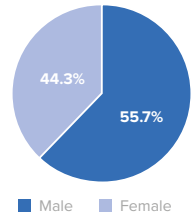
Personas

- Local residents travelling abroad
- Visiting Guernsey on holiday
- Local business travellers
- Visiting Guernsey on business
- Private business travellers
- General aviation
- Airline operators
- Concession operators
- Aircraft spotters

Age



Gender



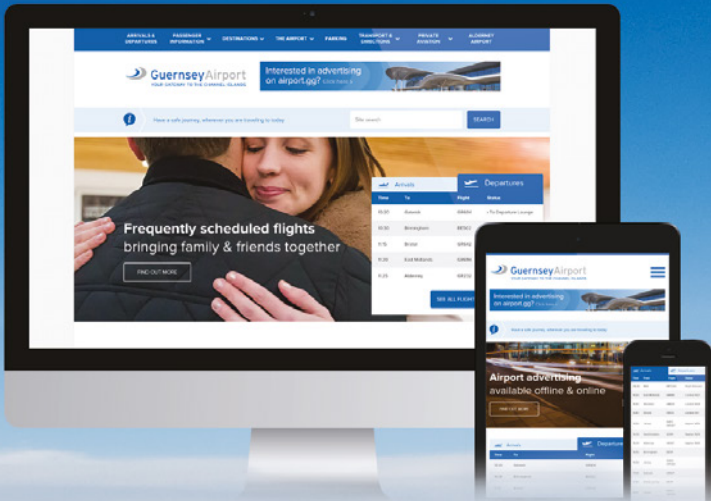
Google Analytics data from January 2015 to December 2015



1,500,000 sessions per year
350,000 users per year

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate (%)	Exit Rate (%)
Home Page	389,009	294,507	01:45	275,217	32.42%	33.05%
Arrivals & Departures	5,660,164	1,452,118	04:20	1,169,007	58.96%	36.88%
Other	219,766	143,892	-	43,240	-	-
Total	6,268,939	1,890,517	04:46	1,487,464	56.60%	23.73%

Google Analytics data from January 2015 to December 2015



Homepage Rates

Desktop

Tablet

Mobile

Position	Devices	Banner Sizes	Monthly Fee	Slots
Home Page Leaderboard (A)	Desktop Tablet Mobile	728 x 90 pixels 728 x 90 pixels 300 x 90 pixels	£200.00	4
Other Page Leaderboard e.g. At The Airport, Check-in etc.	Desktop Tablet Mobile	728 x 90 pixels 728 x 90 pixels 300 x 90 pixels	£50.00	50

Our monthly fee is inclusive of one advertising slot only. Your chosen advert will be designed to be responsive, formatted for desktop, tablet and mobile devices. Some slots may act as sliding banners and rotate on a constant cycle, displaying up to 4 adverts in any one cycle.

Arrivals & Departures Rates

Desktop

Desktop view of the Guernsey Airport website. The page features a navigation menu at the top, a search bar with the letter 'B' in a grey box, and a main section titled 'Arrivals & Departures'. Below this is a table of flight status information for arriving and departing flights, with a search bar and a 'C' in a grey box. At the bottom, there is a 'D' in a grey box and an 'E' in a grey box.

Tablet

Tablet view of the Guernsey Airport website. The page features a navigation menu at the top, a search bar with the letter 'B' in a grey box, and a main section titled 'Arrivals & Departures'. Below this is a table of flight status information for arriving and departing flights, with a search bar and a 'C' in a grey box. At the bottom, there is a 'D' in a grey box and an 'E' in a grey box.

Mobile

Mobile view of the Guernsey Airport website. The page features a navigation menu at the top, a search bar with the letter 'B' in a grey box, and a main section titled 'Arrivals & Departures'. Below this is a table of flight status information for arriving and departing flights, with a search bar and a 'C' in a grey box. At the bottom, there is a 'D' in a grey box and an 'E' in a grey box.

Position	Devices	Banner Sizes	Monthly Fee	Slots
Arrivals & Departures Leaderboard Top (B)	Desktop Tablet Mobile	728 x 90 pixels 728 x 90 pixels 300 x 90 pixels	£300.00	4
Arrivals & Departures Skyscraper Top (C)	Desktop Tablet Mobile	160 x 600 pixels 300 x 90 pixels 300 x 90 pixels	£300.00	4
Arrivals & Departures Skyscraper Bottom (D)	Desktop Tablet Mobile	160 x 600 pixels 300 x 90 pixels 300 x 90 pixels	£250.00	4
Arrivals & Departures Leaderboard Bottom (E)	Desktop Tablet Mobile	728 x 90 pixels 728 x 90 pixels 300 x 90 pixels	£200.00	4



Interested in advertising?

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