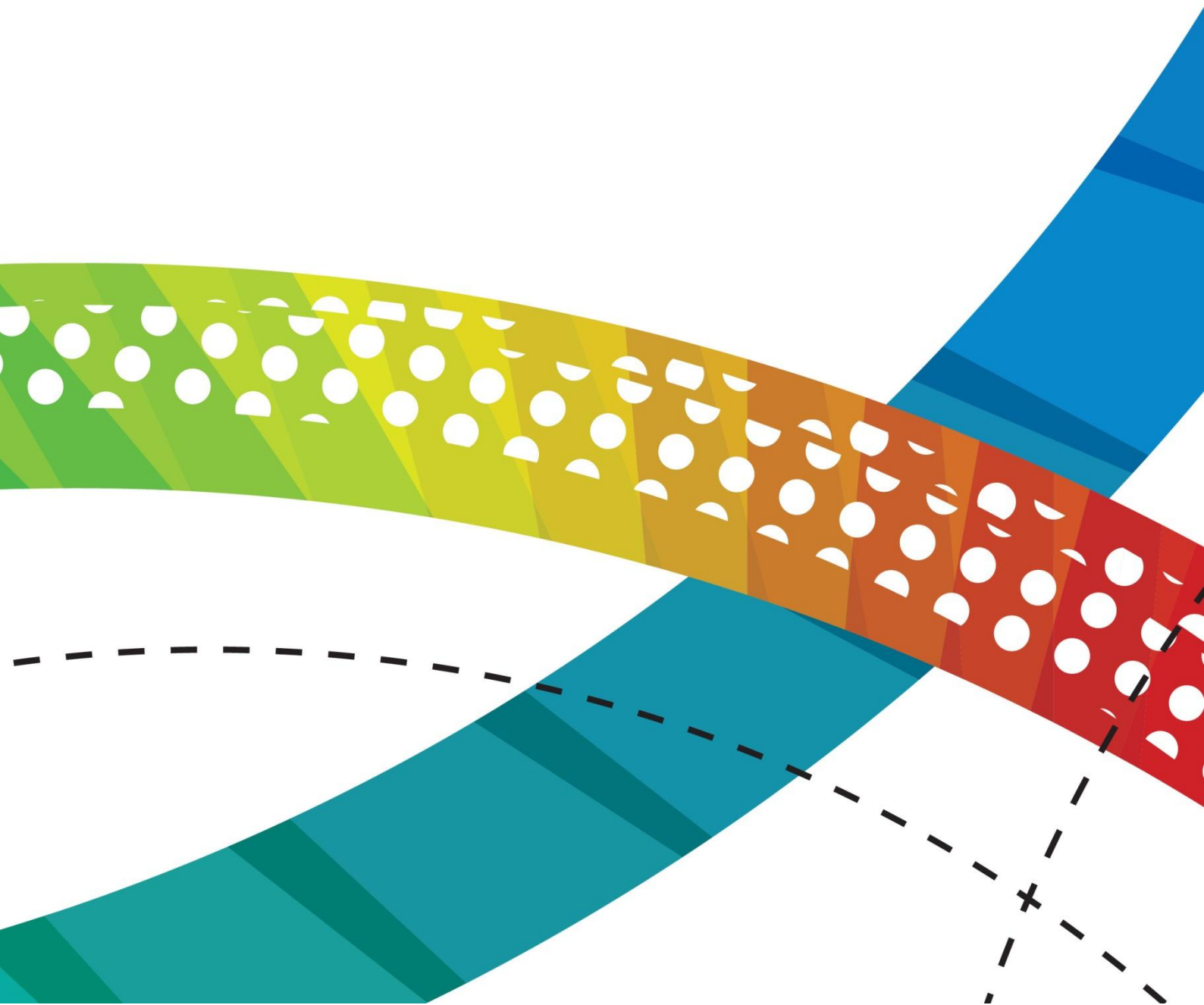




Advertising Opportunities 2026





Welcome to the

Busselton Margaret River Airport

Busselton Margaret River Airport (BMRA) is the premier aviation gateway to Western Australia's Southwest — strategically located minutes from Busselton and at the doorstep of the internationally acclaimed Margaret River Wine Region. The airport connects travellers directly to a region renowned for premium wineries, pristine coastline, luxury accommodation, and world-class culinary and cultural experiences.

BMRA continues to experience exceptional growth, welcoming more than 190,000 passengers in the 2024/25 financial year. This expanding audience comprises a strong mix of repeat local travellers and interstate visitors who are actively seeking local information, services, and experiences — creating a highly receptive advertising environment.

Why Advertise at Busselton Margaret River Airport?

A High-Value Audience

Passengers include affluent leisure travellers, corporate delegates, event attendees, FIFO professionals, and international tourists — a demographic with strong spending capacity and decision-making influence.

Strategic Placement Throughout the Journey

A diverse range of advertising opportunities is thoughtfully dispersed throughout the terminal, allowing brands to connect with travellers at multiple stages of their journey. From check-in and security screening to departure lounges and arrivals, advertisers can select placements where their target market's attention is most focused.

Premium, Low-Clutter Exposure

Unlike major metropolitan airports, BMRA offers carefully curated advertising opportunities that ensure standout visibility and brand prominence.

Gateway Influence

Positioned at the entrance to the Southwest, advertising at BMRA enables brands to shape visitor perception, drive regional spending, and create lasting impressions.

With growing passenger numbers and ongoing regional investment, Busselton Margaret River Airport represents a strategic, high-impact platform for brands seeking meaningful connection with a premium travel audience.

Align your brand with the gateway to Western Australia's most iconic destination.

Media Specifications

100-inch Arrivals Terminal Digital Screen

- Landscape: 1920 x 1080
- Can be video or still image.
- Displayed for 15 seconds (20 x advertising spots in total)
- Images: 200kb to 10mb (if larger check your resolution)
- Format: jpg, jpeg, png
- Video: 2mb to 100mb
- Format: MP4; 6-8mb/s bit rate; H.264 Codec; Square pixels (1:1)

Arrivals Hall Lightboxes

- 3m x 1m silicon edge fabric banner (2 x advertising spots in total)

Baggage Carousel Fascia

- Full colour with matt UV laminate (1 x advertising spot in total)
- Section 1: 3850mm x 290mm
- Section 2: 6300mm x 290mm
- Section 3: 5160mm x 290mm

85-inch Departure Terminal Digital Screen – Adjacent to Check-in

- Landscape: 1920 x 1080
- Can be video or still image.
- Displayed for 15 seconds (20 x advertising spots in total)
- Images: 200kb to 10mb (if larger check your resolution)
- Format: jpg, jpeg, png
- Video: 2mb to 100mb
- Format: MP4; 6-8mb/s bit rate; H.264 Codec; Square pixels (1:1)

65-inch Digital kiosks (Arrivals or Departures Lounge)

- **Portrait:** 1080 x 1920
- Can be video or still image.
- Displayed for 15 seconds (10 x advertising spots Arrivals, 15 advertising spots Departures in total)
- Images: 200kb to 10mb (if larger check your resolution)
- Format: jpg, jpeg, png
- Video: 2mb to 100mb
- Format: MP4; 6-8mb/s bit rate; H.264 Codec; Square pixels (1:1)



65-inch FIFO Lounge (Departures) Digital Screen

- Landscape: 1920 x 1080
- Can be video or still image.
- Displayed for 15 seconds (15 x advertising spots in total)
- Images: 200kb to 10mb (if larger check your resolution)
- Format: jpg, jpeg, png
- Video: 2mb to 100mb
- Format: MP4; 6-8mb/s bit rate; H.264 Codec; Square pixels (1:1)

Luggage Trolleys

- Full colour with Matt UV Laminate
- Top basket: 480mm x 99mm
- Back: 500mm x 340mm
- 16 x trolleys (in total).

Bus Shelter Posters

- Full colour synthetic media
- Large: 1000mm x 940mm
- Small: 880mm x 940mm
- 1 advertiser spot (2 frames)

Screening Trays

- Full colour with Matt UV laminate
- 370mm x 220mm
- 200 x trays (25 trays per order. Can apply for multiple orders)

Charge Station Posters

- Synthetic poster media
- Size: A1
- Portrait: 594mm (w) x 841mm (h)
- 3 x advertiser spots (in total)

Arrivals Terminal

100-inch digital screen directly above the baggage reclaim carousel.

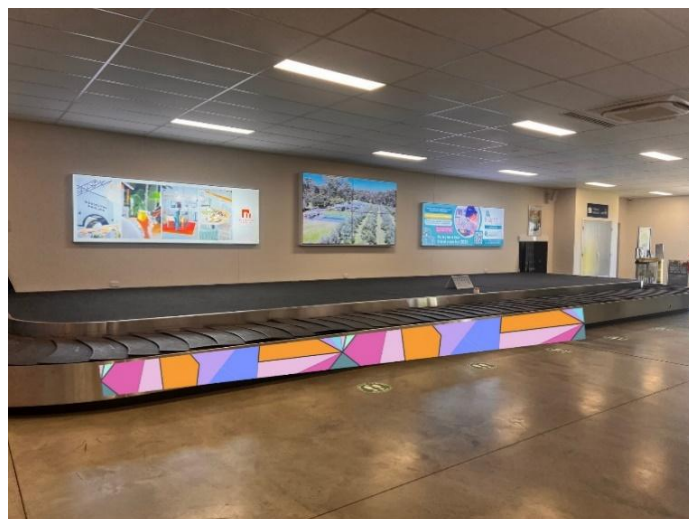
- Maximum of 20 paid advertisers (15 second slots), in each quarterly rotation on this screen giving each advertiser a significant portion of passenger attention while they wait for their bags.

Two static lightboxes

- Positioned on either side of the digital screen above the baggage reclaim carousel.
- Highly sought after advertising positions promoting your business to thousands of passengers each month.

Baggage Carousel Fascia

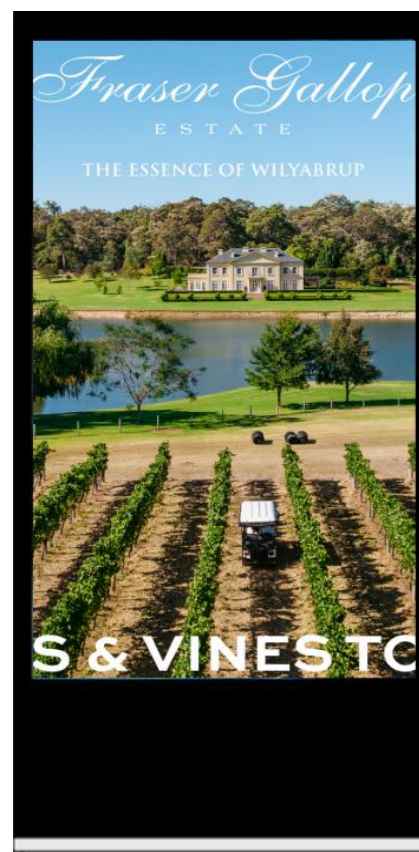
- A bold, full-length fascia wrap delivering immediate visual impact.
- Ensure your brand is the first thing travellers see as luggage arrives.



Departures Terminal

65-inch Digital Kiosk – Arrivals and Departure Lounge

- Capture the attention of passengers waiting for car hire services in Arrivals.
- Ideal for advertisers seeking additional dwell-time exposure.
- Departing passengers have a 30 to 60-minute wait in the Departures lounge.
- High dwell time.



85-inch Digital Screen – Adjacent to Check-in

- Visible throughout the main access area
- High -impact messaging for departing passengers and airport greeters.



65-inch Digital Screen – FIFO Lounge

- A targeted opportunity for businesses wanting to reach local repeat travellers and the FIFO community.
- Ideal for businesses and services targeting local families.
- High dwell time





Pick up / Drop off Lane Shelter

Posters: 1000mm x 940mm and 880mm x 940mm

- Visible to departing and returning passengers and families
- Housed in a secure and weatherproof unit
- Two prominent positions
- Viewed by passengers as well as friends and family dropping them off or picking them up.

Charging Station Posters

Three positions available

- FIFO Departure Lounge
- Departure Lounge Gate 2
- Departure Lounge Gate 1
- Incorporate your brand message in line with phone usage / charging



Position shown – FIFO Departure Lounge

Security Screening Trays

Every passenger must place their hand luggage, keys, phones and laptops in a tray before going through to the Departure Lounge. Place your branding in the base of these for high impact advertising.



Opportunity	Location*	Specifications	Advertising period	Investment Per advertising period (inc gst)*
Outside Advertising				
Shelter	Pick up / Drop off lane	2 positions per order 1000mm x 940mm 880mm x 940mm Synthetic Poster Media	6 months	\$2,000 per order
Luggage Trolleys 16 trolleys available	Throughout airport	500mm x 340mm (main front/rear panel) 480mm x 99mm Upper basket Matt UV laminate	12 months	\$150 per trolley
Arrivals Terminal				
100-inch Digital Screen – Arrivals Hall	Above baggage claim carousel	Landscape 1920 x 1080px. 15 second video or image.	3 months	\$750
Light boxes (each)	2 above baggage claim	3m long x 1m high Silicone edged banner	3 months	\$1,200
Baggage Claim strip decal Note: Artwork will wrap around the entire fascia	Baggage claim carousel fascia	Printed in three sections: 1. 3850mm x 290mm 2. 6300mm x 290mm 3. 5160mm x 290mm Matt UV laminate	6 months	\$2,000
65-inch Welcome Kiosk	Arrivals Hall exit door	Portrait 1080 x 1920 15 second video or image	3 months	\$750
Departures Terminal				
85-inch Digital Screen	Departures Check In	Landscape 1920 x 1080px. 15 second video or image.	3 months	\$750
65-inch Digital Kiosk	Departures Lounge Gate 2	Portrait 1080 x 1920 15 second video or image	3 months	\$750
Screening Trays	Security Screening	370mm x 220mm 200 available Matt UV Laminate	12 months	\$3 per tray, per month. 25 tray minimum order.
65-inch Digital Kiosk	FIFO Lounge	Landscape 1920 x 1080 15 second video or image	3 months	\$750
Charging Station Posters (each)	FIFO Lounge, Departures Lounge (Gate 1 & Gate 2)	Portrait A1 Poster Synthetic Poster Media	6 months	\$1,200

Terms and Conditions

General:

- Advertising prices do not include printing, production and installation of advertiser's artwork.
- Production, installation and removal of artwork (non-digital assets) is at the advertiser's expense. Static artwork must be installed by experienced providers.
- Digital artwork must be submitted for approval no later than 2 weeks prior to advertising period.
- All artwork is to be submitted for approval before production.
- Logos must not be any larger than 10% of the advertising area.
- Artwork must be provided in the correct format and size for display.
- Advertisement will be displayed while the Terminals are in use.
- Whilst every effort will be undertaken to ensure the reliability of the advertising equipment, should unforeseen short-term stoppages occur, charges still apply.
- The City of Busselton accepts no liability for loss or damage incurred as a result of actions or omissions in relation to the system.
- Accounts in arrears will result in immediate cessation of advertising without notice.
- Advertisers will be invoiced prior to the commencement of the advertising period.
- GST is included in all prices.
- Applicants acknowledge that when they submit an application, there is the intention to accept the advertising booking if they're successful in gaining a spot. Applicants are not to apply for multiple assets without the intention to continue with the booking.

Advertising that is not permitted:

- Organisations involved in the manufacture, distribution and wholesaling of tobacco and/or tobacco related products.
- Organisations involved in the manufacture, distribution and wholesaling of pornography and related products.
- Organisations whose products or services are injurious to health, and/or are perceived to conflict with Council's Policies and responsibilities to the community.

Content that is not permitted:

- Promotes political or religious activities/beliefs.
- Implies that Council supports excessive alcohol use or gambling.
- Denigrates, excludes or may offend minority community groups.
- Does not reflect community standards.
- Requires or implies the City/regions or Council's endorsement of commercial products, services, companies or individuals. *Note: whilst all advertising represents a partnership that comes with a level of endorsement from both parties' Logo placement with a 'proudly supported by' tag line does not classify as an endorsement of a business. An image of Councillors using the product saying "it is the best" would be seen as endorsement.*
- Personally benefits individual City of Busselton employees/Councillors or their family/friends.
- Implies City/Region/Council endorsement of contentious community issues

The City of Busselton reserves the absolute right, at its sole discretion, to accept or reject any advertising application, regardless of whether the application meets stated guideline or requirements. All decisions made by the City of Busselton in this regard are final and binding.