

Lounge Ambient Rate Card
2011/2012

	Heathrow Terminal 5						Heathrow Terminal 3						
	Concorde	First	Club North	Club South	Club B	Arrivals	Club	First	Gatwick Club	Gatwick First	Manchester	Edinburgh	Glasgow
Average Monthly Footfall	16,000	44,000	71,000	78,000	31,000	12,000	33,000	12,000	26,000	8,000	23,700	20,000	13,500
Experiential Zones	-	£57,200	£60,350	£66,300	£26,350	£10,200	£28,050	£10,200	£22,100	£10,400	£20,145	£17,000	£11,475
Manned Promotions (per week)	-	£13,200	£13,927	£16,200	£6,438	£5,000	£5,826	£5,000	£7,800		£7,110	£6,000	£5,000
Terrace Exhibitions	On Request	£24,000	£28,400	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Media Wall (Large)	-	£44,000	£44,375	£48,750	£19,375	£8,400	£20,675	£9,000	£20,150	£9,000	-	-	-
Interactive Digital Screens	-	£30,800	£28,400	£31,200	£12,400	£5,000	£13,200	£5,000	£18,200	£5,600	£16,590	£14,000	£9,450
Interactive Digital Tables	-	£30,800	£28,400	£31,200	£12,400	£5,000	£13,200	£5,000	£18,200	£5,600	£16,590	£14,000	£9,450
Digital Posters	£36,000												
Screen Savers + banner	£33,000 (147 computer screens across Concorde, First, Club & Arrivals Lounges)						£58,513 for All UK lounges including Heathrow (233 computer screens)						
Poster Stands	-	£13,200	£21,300	£23,400	£9,300	£3,600	£9,900	£5,000	£7,800	£5,000	£7,110	£6,000	£5,000
Poster Stand Quantities	-	1	2	2	2	2	2	1	2	1	2	2	1
Business card drop	-	£13,200	£10,650	£11,700	£4,650	£1,800	£4,950	£1,800	£3,900	£2,400	£3,555	£3,000	£2,025
Table Tops	£4,800	£9,680	£8,520	£9,360	£3,720	£1,440	£3,960	£1,440	£3,120	£1,760	£2,844	£2,400	£1,620
Table Top quantities	2	3	4	4	4	2	3	2	4	2	2	2	2
Brochures	£4,000	£8,800	£6,035	£6,630	£2,635	£1,020	£2,805	£1,020	£2,210	£1,600	£2,015	£1,700	£1,148
Brochure Quantities	300	825	1300	1450	580	200	600	200	500	150	450	370	250
Leaflets	£3,600	£7,700	£4,970	£5,460	£2,170	£840	£2,310	£840	£1,820	£1,400	£1,659	£1,400	£945
Leaflet Quantities	400	1100	1775	1950	775	300	825	300	650	200	593	500	337

Lounge Class	Passengers who can access
Concorde	First class ticket holders and premium card Executive Club members.
First	First class ticket holders and Gold Card Executive Club members.
Club	Club class ticket holders and Gold and Silver Executive Club members.
Arrivals	First and Club class ticket holders and Gold Executive Club members

All rates are Media only (Production costs where they apply are separate)

Poster Stands productions costs are £250 per poster

Other bespoke opportunities available upon request

British Airways has a global network of business lounges, please contact the sales team for information.

Poster Stands, Terrace Exhibitions, Business Centre Sponsorship, Digital Screens, Digital posters, Manned Promotions and Experiential Zones must be booked in conjunction with other BA Media onboard or print advertising opportunities

Minimum ambient booking rate £5,000 net.