

Advertising at Learmonth Airport

The Learmonth Airport provides an opportunity for businesses, clubs and government organisations to advertise in prime expose locations within the terminal and heliport.

Advertising may take the form of:

- Wall mounted signage up to a maximum 1m x 2m in fixed locations charged at a per m² rate per month
- Window signage as per size of available window space charged at a per m² rate per month
- Pillar information stands approximately 0.6m x 0.6m x 2.4m (L x W x H) charged a monthly fee
- Display holders to accommodate up to a maximum A4 sized material charged a monthly or annual fee
- Free-standing banner up to a maximum of 2.1m x 1m (H x W) charged a monthly fee
- A-frame up to a maximum of 1m x 0.8m (H x W) charged a monthly fee

The display of advertising material is not permitted within the Learmonth Airport terminals unless Council has granted approval prior to material being installed or displayed. External signage is not permitted.

For Federal/State Government Departments, the advertising period is limited to 3 months and the organisation will be exempt from paying the advertising fee.

Advertising Requirements

When considering proposals for display of material or advertisement signage Council will, at a minimum, have regard to the following characteristics of the proposed sign/advertising:

- The advertising material must be reflective of the tourism and business attributes of the location
- The material to be displayed or distributed is not :-
 - political in nature or purpose
 - discriminatory, racists or defamatory signage
 - offensive, derogatory, vexatious or slanderous of individuals or organisations
 - legal in nature
 - an action that would breach a Federal, State or Council Local Laws or Policy
 - the personal opinions of an individual or organisation
- Must not be illuminated and not having any moving parts.
- Must not pose a threat to public safety or health.
- Must not obstruct pedestrian access.
- Advertisement Signage is to be professionally designed and made, to the satisfaction of Council officers.
- The advertiser is responsible for professional design, construction, installation and removal of signs & displays and pays for any costs involved with this activity, including any rectification works and associated costs to the affixed surface if so required.
- Every sign shall be securely fixed to the structure by which it is supported to the satisfaction of Council officers and shall be maintained in a safe condition.
- Wall signage (except at locations B&C within the Terminal) may include a brochure holder which must be wholly contained within the sign.
- It is the responsibility of the advertiser to ensure that brochure/pamphlet holders are filled throughout the term of the advertising period.
- Advertisement signage within a sub-leased or licenced area is limited to that of the sub-lessee/licencee only and must be in accordance with any conditions relating to advertising/signage in the executed sub-lease.

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Available locations for display

The location shall be limited in the Terminal to:

- **A** Northern wall of arrivals foyer
- **B&C** Above arrival baggage carousel doors (wall display only - maximum 1.4m W x 1m H)
- **D** Between the arrivals foyer door and rental booths (excluding wall and window displays)
- **E** Between the arrivals toilets and glass wall (excluding window display)
- **Var.** Toilets and cubicles (single A4 display holder only – no brochures/pamphlets)
- **F** Eastern wall of Café area between café and toilets
- **G** Wall behind check-in conveyor (wall display only)
- **H** Southern end of check-in hall
- **I** Check-in queuing area (free-standing banner and A-frame only)

The location shall be limited in the Heliport to:

- **A** The Northern wall between the breathalyser area and front door
- **B** Alongside the coffee machine (excluding wall and window displays)
- **C** The Southern wall
- No window displays

How to apply to advertise

- Complete form PD007 – Application for permit for advertising at Learmonth Airport. A map is attached to the application form providing detail on advertising locations.
- Submit application to emas@exmouth.wa.gov.au or at the Shire office. Please allow 14 days to process the application. An application is not subject to an application fee.
- Upon approval and before the display or installation of the advertisement, the Advertiser is required to pay the Fee for advertising at Learmonth Airport or Learmonth Heliport as listed in the Shire of Exmouth's annually adopted *Schedule of Fees & Charges*. The Schedule of Fees & Charges is available for viewing at the Shire Offices.
- The advertiser is required to contact the Airport to arrange a suitable time to install the approved sign.
- Both promotional material and advertising signs are subject to a minimum advertising period of 3 months. The maximum advertising period is 1 year after which a new application is required.
- Requests for a shorter period due to extenuating circumstances will be considered (e.g. sporting or community event flyers)
- A limited number of brochure holders are available and will be approved in order of receipt of application.

The information provided above is a basic guide only. Council's Policy on the Display of Promotional material and Advertising Signs at the Learmonth Airport Terminal and Application Form PD007 provide further information and are available from the Shire offices or online from www.exmouth.wa.gov.au. The advertiser and the Shire of Exmouth each have the opportunity to terminate the advertising agreement prior to the agreed term. This is further detailed in the abovementioned Council policy.

Should you require further information please do not hesitate to contact the Shires Aviation department on (08) 9949 3126.

1 July 2017