

# AENA Marketing Support contribution for new routes

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## Summer Season 24 (S'24)

Data and Airline Market Directorate



# MARKETING SUPPORT CRITERIA. SUMMER SEASON 24 (S'24). SUMMARY

## NEW AIRLINES in Aena's network in S'24 season

- **Operation starts in S'24**
- **All routes**

## NEW ROUTES in S'24 season (for existing airlines)

- **Operation starts in S'24**
- **New routes<sup>1</sup>** that meet the established criteria

- Banner on departing airport website (1 MONTH)
- Advertising space on departing airport (OPPI) (2 MONTHS)
- Advertising through Aena's communication channels (Aena website, Social networks, ... etc.)

For Marketing Support purposes, a **new route** is considered in the Summer season when it exceeds 30 outbound movements and perform an increase of at least 15 outbound operations with respect to the previous Summer season, and the number of operations has been less than 10 in the previous one.



## PREVIOUS CONSIDERATIONS

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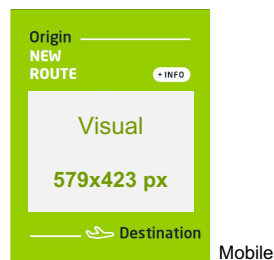
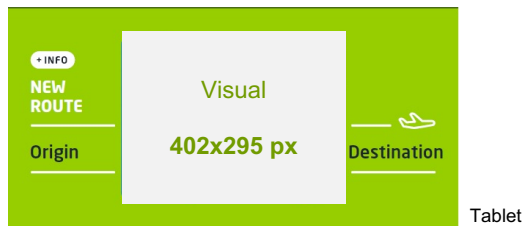
- This presentation briefly explains AENA' marketing support initiatives for new route promotion for the current SUMMER 24 SEASON.
- These initiatives are subject to the fulfillment of the terms and conditions established by Aena.

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## Terms and conditions (I)

### Banner website Aena / HOME\_PASSENGERS\*



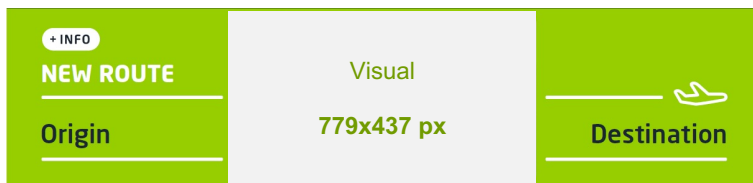
The visual to be prepared by the airline will be located on a **central window (shaded grey, in the image)** with the detailed dimensions. It will also have the following characteristics:

- The window will always be displayed against the Aena green background (RGB: 150/206/0 Website: #96ce00), so the **colours used** in the creative design must ensure **sufficient contrast and readability**.
- The visual **should not include text** or, if necessary, it should be brief. It should not conflict with the main message ("New route origin-destination"). If it is included, a version in both Spanish and English must be prepared.
- Banner **cannot contain prices, promotions or advertise** other routes different from the new routes indicated in this document.
- The **logos** should be positioned as a **signature at the sides of the window**.
- Visuals must be sent in **.jpg files and editable ones** (.psd/.ai)
- Please send **your URL** to link it in the "+info" button
- **The editing of the banner will be made by Aena.**
- Please send to [ecasado@aena.es](mailto:ecasado@aena.es), [mscontreras@aena.es](mailto:mscontreras@aena.es) and [jammora@aena.es](mailto:jammora@aena.es)

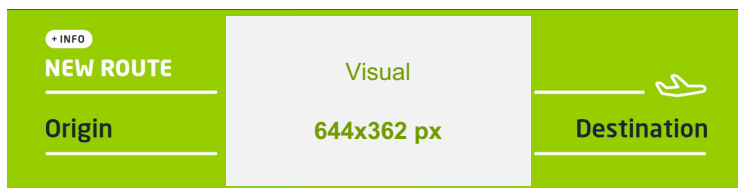


## Terms and conditions (I)

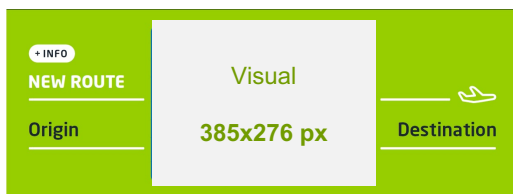
### Banner website Aena / HOME\_AIRPORTS\*



Computer 1



Computer 2



Tablet



Mobile

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## Terms and conditions (II)

### Advertisement space/ AIRPORT

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- For **information about characteristics and location** of the advertisement space please write an email to airport advertising operator contact and put in copy to [ecasado@aena.es](mailto:ecasado@aena.es), [mscontreras@aena.es](mailto:mscontreras@aena.es) and [jammora@aena.es](mailto:jammora@aena.es)
- The free advertising space included in this proposal will be an OPPI physical support or a publicity space with similar characteristics. **Production, maintenance, installation & withdrawal costs to be paid by the airline.**
- Advertising must comply the **specific indications** set by Aena as follows:
  - The advertising information must not contain prices, promotions or announce other routes different from that indicated in this document.
  - Advertising Spaces (OPPI) are subject to availability.
  - Dates are indicative.



## Terms and conditions (III)

### Social Media

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- Promotion of the new routes at Aena' **social networks & other media channels**. Airline could publish the following references in its social media simultaneously:



- **Facebook & Instagram:** @aena.es @enjoyaena #AeropuertosAena #EnjoyAena
- **LinkedIn:** @Aena @Enjoy Aena #AeropuertosAena #EnjoyAena
- **X/Twitter:** @aena #AeropuertosAena

- **Aena generates the informative content** in previous cases.

# Thank you

## Towards Sustainable Development



**Social**  
Development



**Economic**  
Development



**Environmental**  
Sustainability

Company committed to the United Nations Sustainable Development Goals (SDGs)



**aena**

AGENDA  
**2030**