

Aena marketing support contribution for new routes

Summer Season 26 (S'26)

Marketing Support criteria. Summer season 26 (S'26). Summary

NEW AIRLINES in Aena's network in S'26 season

- Operation starts in S'26
- All routes

NEW ROUTES in S'26 season (for existing airlines)

- Operation starts in S'26
- New routes that meet the established criteria

- This presentation briefly explains Aena's marketing support initiatives for new route promotion for the current SUMMER 26 SEASON.
- These initiatives are subject to the fulfillment of the terms and conditions established by Aena.

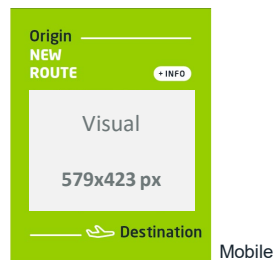
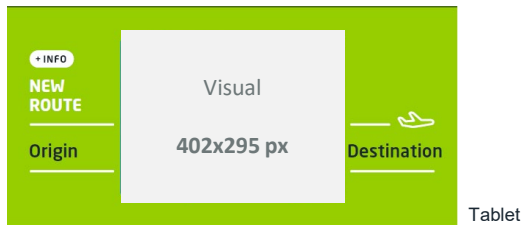
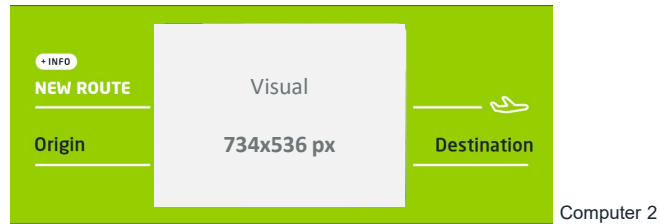
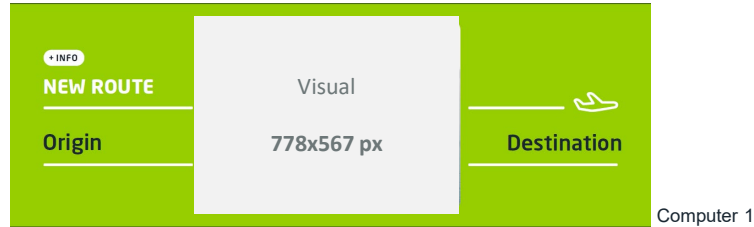
For Marketing Support purposes, a new route is considered in the Summer season when it exceeds 30 outbound movements and perform an increase of at least 15 outbound operations with respect to the previous Summer season, and the number of operations has been less than 10 in the previous one.

Marketing support proposal

- **1 banner** to promote the new route during a month period (to be determined, on Aena's passenger web or airport web).
See Conditions and terms I.
- **1 free advertising space (OPI) at the airport** during a two month period (to be determined) to promote the new route.
See Conditions and terms II.

Terms and conditions (I)

Banner website Aena / HOME_PASSENGERS*

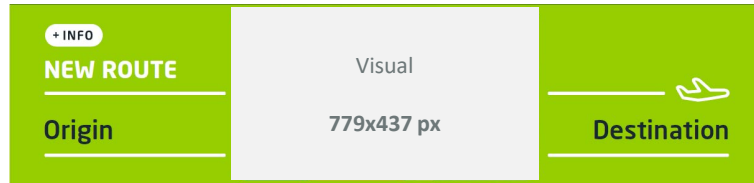


The visual to be prepared by the airline will be located on the **central window (shaded grey, in the image)** with the detailed sizes. It will also have the following characteristics:

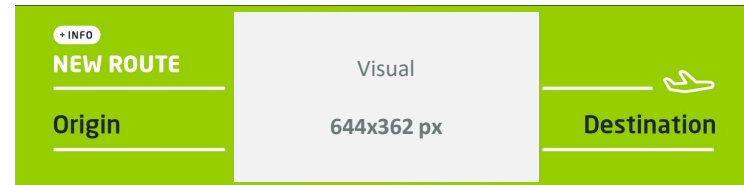
- The window will always be displayed against the Aena green background (RGB: 150/206/0 Website: #96ce00), so the **colours used** in the creative design must ensure **sufficient contrast and readability**.
- The visual **should not include text** or, if necessary, it should be brief. If it is included, it should not conflict with the main message (“New route origin-destination”). 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, mscontreras@aena.es and jammora@aena.es

Terms and conditions (I)

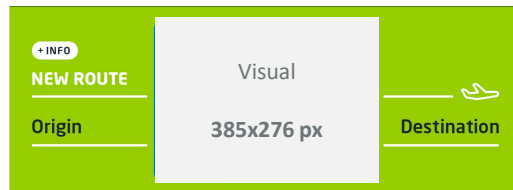
Banner website Aena / HOME_AIRPORTS*



Computer 1



Computer 2



Tablet



Mobile

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

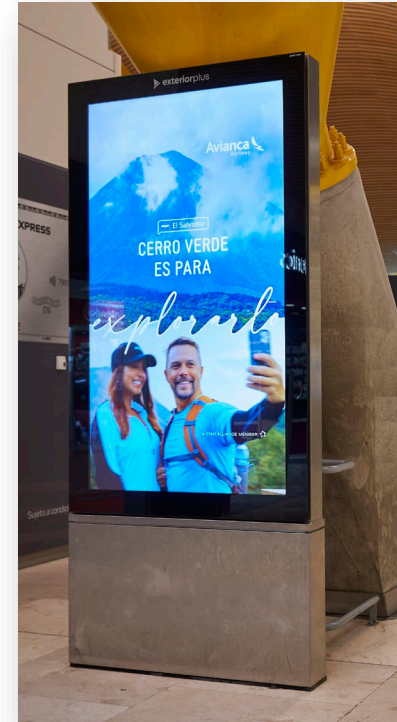
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* It is possible to send texts in all available languages on the website (languages accepted: Spanish, English, French, German, Galician, Catalan, Valencian and Basque), if desired.

Terms and conditions (II)

Advertisement space/ AIRPORT

- 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, mscontreras@aena.es and 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.



Thank you

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TIMES

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2023 - 2025

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Towards Sustainable Development

Social
Development

Economic
Development

Environmental
Sustainability



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



airports
for you

AGENDA
2030