



SHARJAH INT'L AIRPORT

Advertising Media Kit 2025

Advertising Partner
Global EDGE Advertisements LLC
www.geadv.com

PLETHORA OF OPPORTUNITIES



18.2 Millions
Passengers
in 2024



1.8 Millions
Local Market
Catchment Size



180 Flights +
Operated
Each Day



21 international
carriers operate to & from
sharjah airport



Competitive pricing
compared to
neighbouring airports



8,000 sqm
leased for commercial
activities

Advertising at Sharjah Airport

Sharjah Airport, a modern gateway to Sharjah, serves as a significant local economic driver. Its advertising spaces, offer businesses the opportunity to reach a significant number of arriving and departing passengers, given the extensive network of regional and international destinations connected through Sharjah Airport. With various types of advertising screens strategically placed throughout the terminal building, exhibitors have a range of options to showcase their content, ensuring visibility to passengers as they navigate through the airport.

PASSENGER DIRECTORY

1. Afghanistan

Kabul
Armenia
Yerevan
Azerbaijan
Baku-Heydar Aliyev

2. Bahrain

Bahrain

3. Bangladesh

Chittagong
Dhaka
Sylhet

4. Egypt

Assiut
Alexandria
Cairo
Luxor
Sharm E Sheik
Sohag
Cairo - Sphinx Airport

5. Georgia

Tbilisi

6. India

Ahmedabad
Amritsar
Bangalore
Calicut
Chandigarh
Chennai (Madras)
Cochin
Coimbatore
Delhi
Goa
Hyderabad Int'l Apt.
Indore
Jaipur
Kannur In'l Apt.
Lucknow
Madurai
Mangalore
Mumbai

Nagpur

Srinagar
Surat
Trichy
Trivandrum
Varanasi
Vijayawada

7. Iraq

19. Iran
Tehran
Mashhad
Shiraz
Lar
Baghdad Int'l Apt.
Erbil Airport
Sulaimaniyah Int'l Apt.
Najaf

8. Jordan

Amman Queen Alia Int'l Apt.

9. Kazakhstan

Almaty
Nursultan Nazarbayev Airport

10. Kenya

Nairobi Jomo Kenyatta Int'l Apt.

11. Kirghizia

Bishkek
Osh

12. Kuwait

Kuwait

13. Lebanon

Beirut

14. Malaysia

Kuala Lumpur

15. Nepal

Kathmandu

16. Nigeria

Lagos

17. Oman

Muscat
Salalah
Sohar

18. Poland

Krakow

19. Pakistan

Faisalabad
Islamabad
Karachi
Lahore
Multan
Peshawar
Quetta
Sialkot
Turbat

20. Qatar

Hamad Int'l Apt.

21. Russian Federation

Adler/Sochi
Domodedovo Moscow
Multi Apts
Ekaterinburg
Kazan
Saint Petersburg
Samara
Ufa

22. Saudi Arabia

Dammam
Jeddah
Madinah
Riyadh

Taif

Hail

Yanbu

Abha

Jouf

Gassim

Tabuk

23. Somalia

Mogadishu

Hargeisa

24. Sri Lanka

Colombo Katunayake Apt.
Mattala

25. Sudan

Khartoum
Port Sudan

26. South Africa

Johannesburg
Juba

27. Syria

Aleppo
Damascus
Latakia

28. Thailand

Bangkok
Phuket

29. Tatarstan

Makhachkala

30. Turkey

Ankara Esenboga Apt.
Istanbul Int. Airport
Sabiha Gokcen Int'l Apt.
Trabzon

31. Turkmenistan

Ashgabad

32. Uganda

Entebbe/Kampala

33. Ukraine

Kyiv

34. United States Of America

Houston

35. Uzbekistan

Tashkent
Namangan



Scheduled Passenger Airlines Operating at Sharjah Airport

Air Arabia	Fly Egypt	Serene Air
Air Arabia Egypt	Fly Jinnah	Syrian Air
Air Blue	Fly Oya	TARCO Aviation
Air Cairo	Indigo	Turkish Airlines
Air India Express	Jordan Aviation	UR Airlines
Belavia	Nile Air	US Bangla Airlines
Biman Bangladesh	Pegasus	Uzbekistan Airways
Cham Wings	Pakistan Int'l Airlines	
Egypt Air	Qatar Airways	

*airlines subject to change

AUDIENCE STATS

Introduction:

Sharjah Airport has emerged as a pivotal hub for air travel, boasting impressive growth figures in 2024. This report aims to analyze the audience bifurcations concerning the airport's performance metrics and expansion plans.

Expected In end of 2024
**18.2 MILLION
PASSENGERS**

100 destinations
**ACROSS 98
COUNTRIES**

Increase in passengers
**RECORDING
OVER 95%**

Passenger Growth:

In 2024, Sharjah Airport witnessed a substantial increase in passenger traffic, reaching 18.2 million passengers, marking a significant 22.4% surge from its 2023 figures. This growth reflects the airport's growing popularity among travelers.

International Connectivity:

The airport's connectivity expanded with the addition of seven new passenger destinations and three new cargo destinations, including prominent cities like Kuala Lumpur, Kazan, and Houston. Sharjah Airport now connects to over 100 destinations across 98 countries through 21 international airlines.

Popular Destinations:

India emerged as the most favored destination, with over 3.4 million passengers, followed by Saudi Arabia and Pakistan. Among cities, Doha experienced exceptional growth, recording over 95% increase in passengers compared to the previous year, followed by Dhaka and Cairo.

Audience Bifurcations:

The audience demographics at Sharjah Airport depict a diverse mix of travelers. The majority of passengers hail from India, Saudi Arabia, and Pakistan, highlighting the airport's significance in serving these regions. Additionally, the notable growth in traffic to destinations like Doha signifies emerging travel trends and preferences among passengers.

<https://www.wam.ae/en/article/b46vkzi-sharjah-airport-receives-83-million-passengers>

87%

GCC Nationals pay attention to advertising while travelling

89%

GCC travelers state that advertising helps them know what's available.

22%

are tourists visiting the UAE

31%

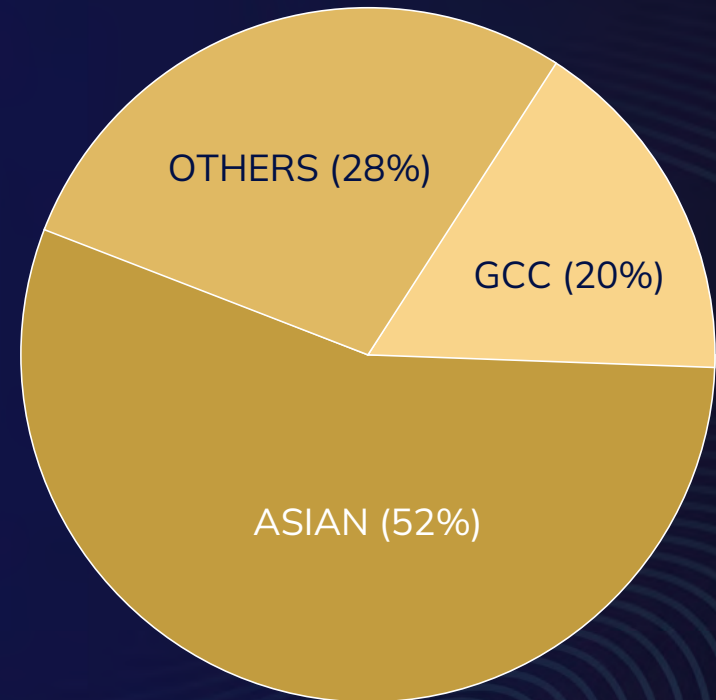
Above average income of the local population held by International passengers.

72%

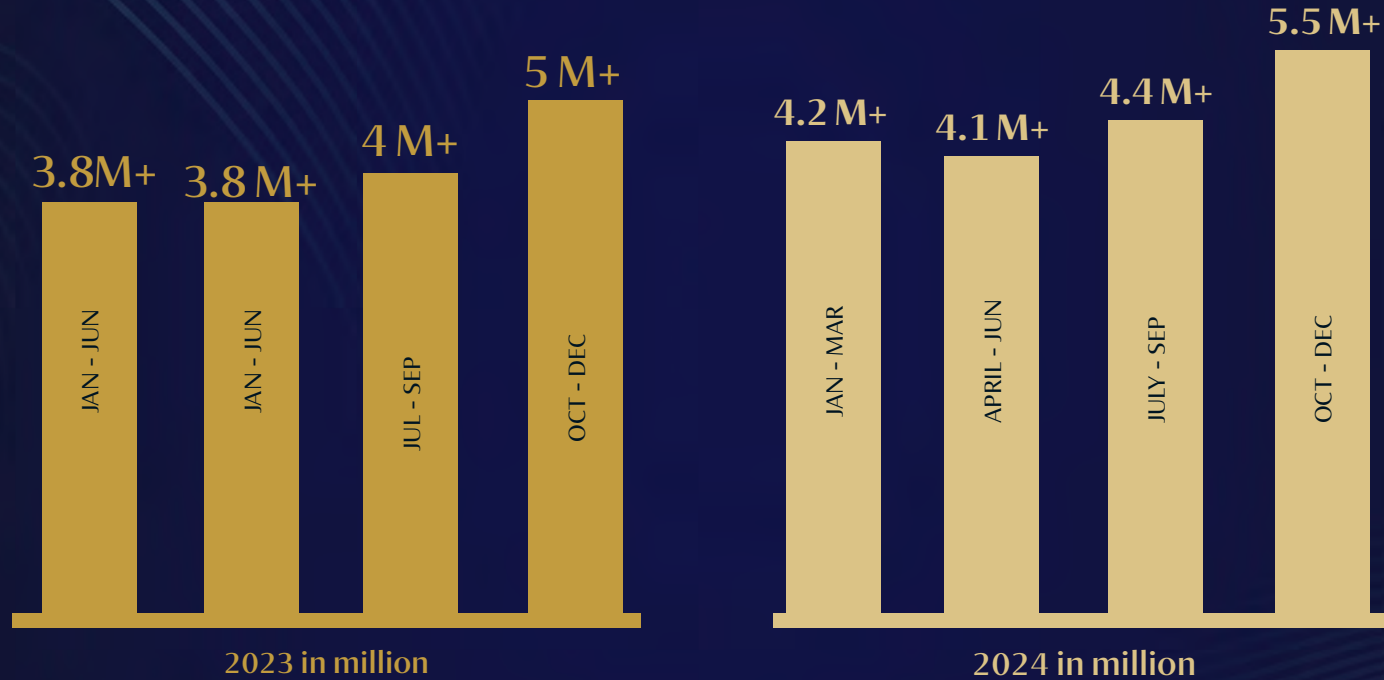
of business travelers state that B2B airport advertising is effective at reaching people like them

71%

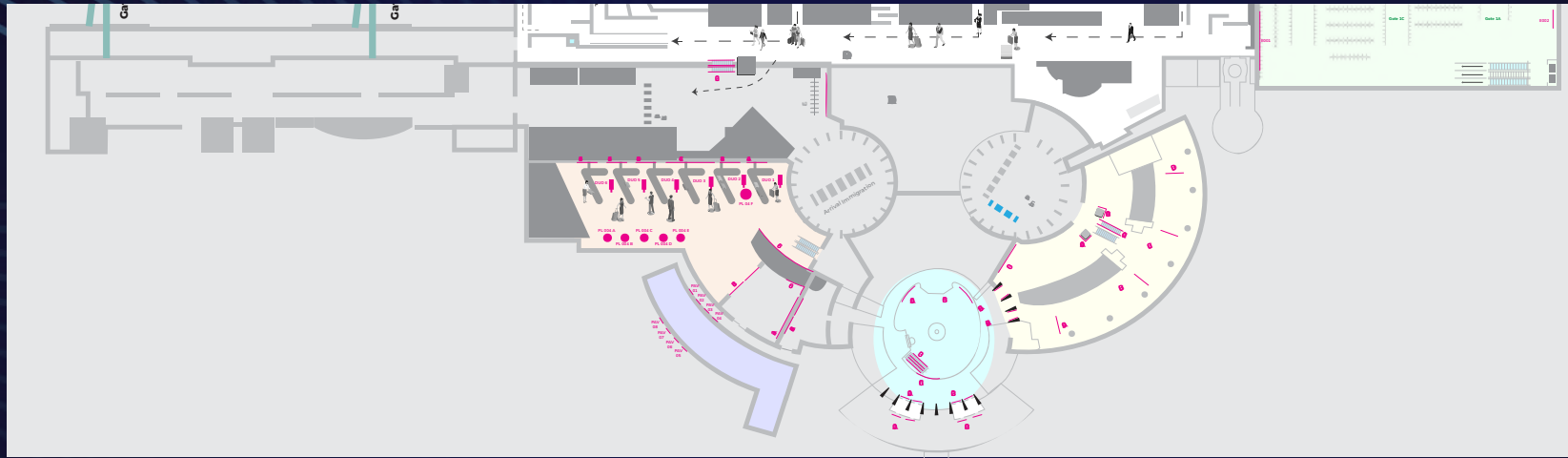
of air travelers are engaged with airport advertising, offering brands great opportunities.



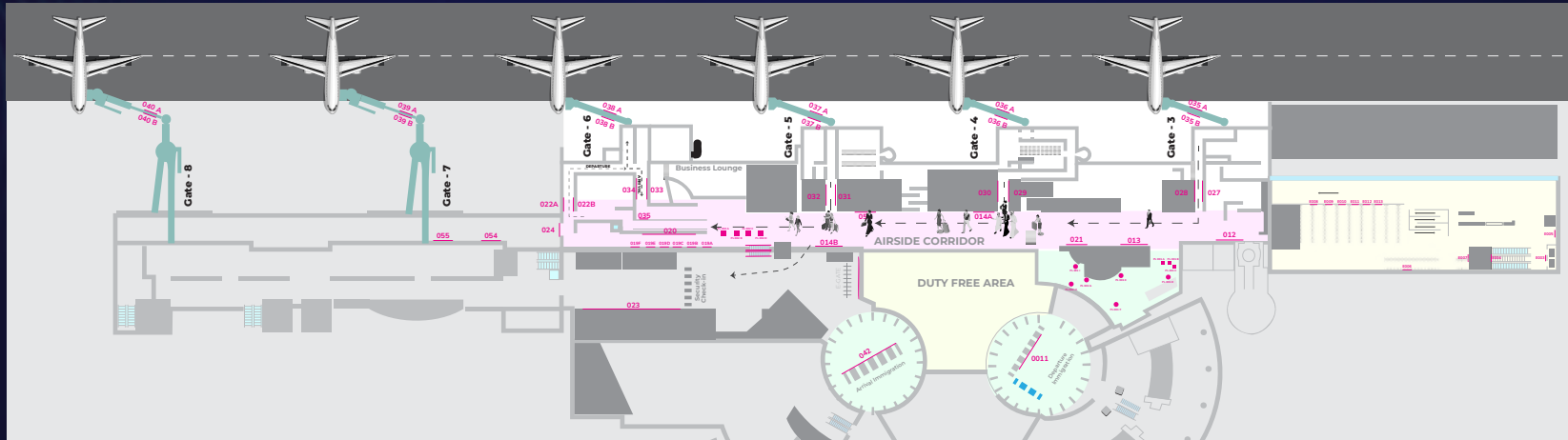
PASSENGER NUMBERS 2023 - 2024



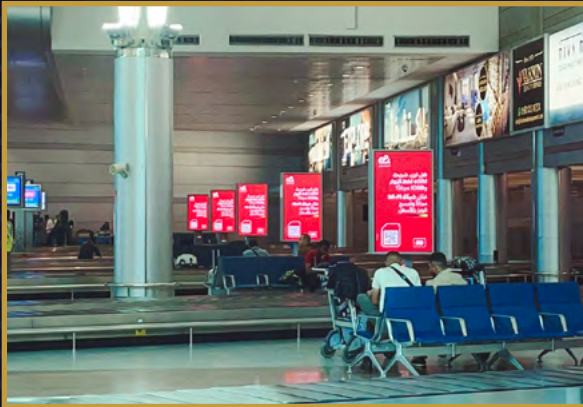
GROUND FLOOR 52 ADVERTISING SPOTS



FIRST FLOOR 67 ADVERTISING SPOTS



Advertising opportunities at Sharjah Airport



DIGITAL SCREENS

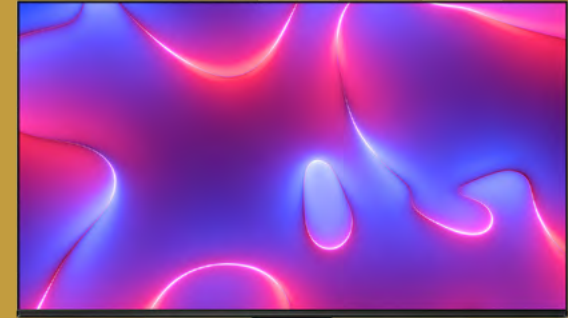


PROMOTION PLACES



STATIC LOCATIONS

TERMINAL SCREENS



SPECIFICATIONS

Size = 1920p (w) x 1080p (h) (16:9)

Duration of Ad : 15 Sec upto 8 Ad Campaigns

68 Screens



PASSPORT CONTROL



DEPARTURE MAIN DOME



DEPARTURE WAITING



MEET & GREET



GATES



FOOD COURT

DUO FUSION SCREEN



SPECIFICATIONS

Display Size : 150 cm (h) × 80 cm (w) -v Backlight Type : WLED
 Resolution : 1080 x 1920 (9:16) - Display Color : 16.7M
 Ad Duration : 15 Sec upto 8 Ad Campaigns
 6 Units - 12Faces

MEDIA COST

AED 65,000 PER MONTH

MATERIAL UPLOADING

AED 2,000

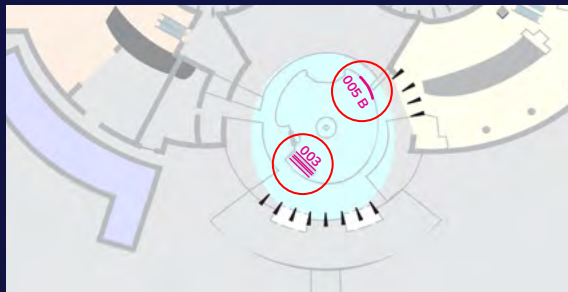


SHA 003 & 005B

SITE LOCATION

Dome Area: Branding on the escalators & Frame Branding in the central terminal building.

DOMELIGHT BRANDING



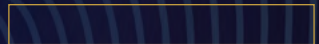
SITE INFO

QTY: 1 SET 6 Faces
Size: 23m x 0.55m



SITE INFO

QTY: 1
Size: 9.60 m x 1.45 m



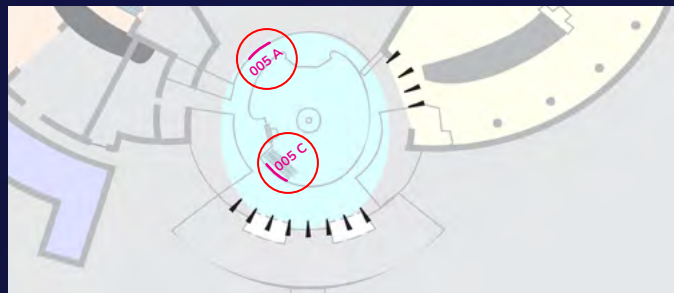


SHA 005A & 005C

DOMES DELIGHT BANNERS

SITE LOCATION

Dome Area: Frame Branding on the left & back bulkhead in the central terminal building above the retail stores



SITE INFO

QTY: 1, Size: 12.20 m x 1.45 m





MEDIA COST	AED 50,000 PER MONTH
PRODUCTION COST	AED 20,000

SHA 006 A-B & 007 A-B

CHECK-IN CANOPY

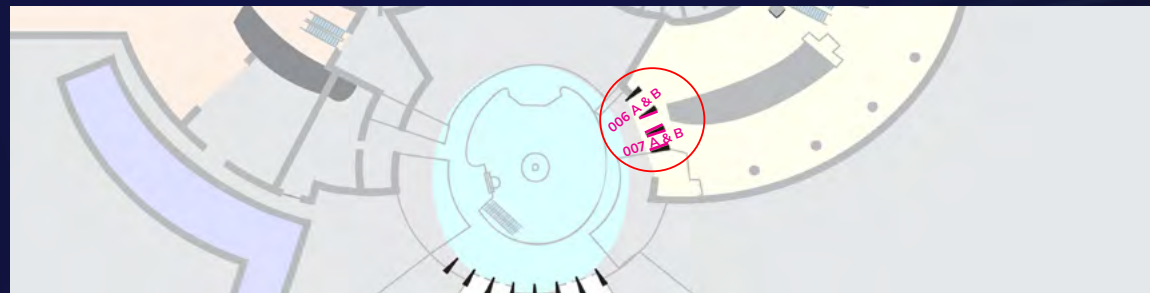
SITE LOCATION

Check-In Hall Entrance :

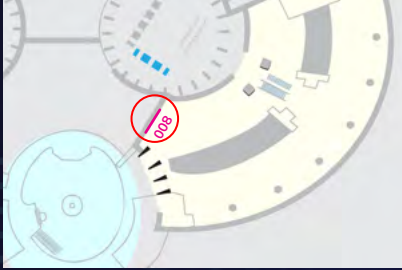
Frame Branding on the 2x wall sites leading to Airline check in counters from the central terminal building.

SITE INFO

QTY: 4 Faces
Size: 3.58 m x 1.82 m



DEPARTURE



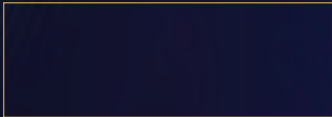
CHECK-IN VISTA

SITE LOCATION

Check-In Hall : Large format Frame wall site above the Airline check in counters facing the check in hall

SITE INFO

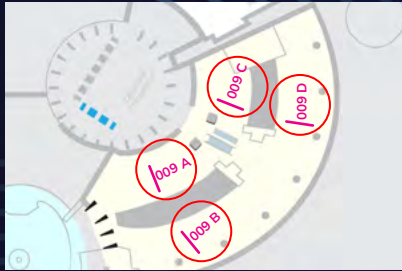
QTY: 1
Size: 12.40 m x 4.34 m



MEDIA COST	AED 60,000 PER MONTH
PRODUCTION COST	AED 25,000

SHA 008

DEPARTURE



OVERHEAD ENGAGEMENTS

SITE LOCATION

Check-In Hall :

A Double-Sided hanging banner in the departure main check-in area.

SITE INFO

QTY : 4 Banners 8 Faces

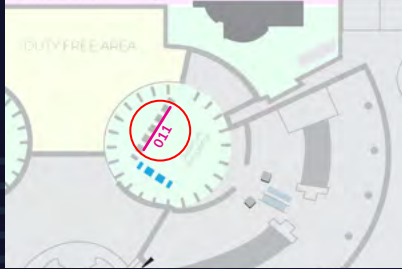
Size: 2.00 m x 3.00 m



MEDIA COST	AED 45,000 PER MONTH
PRODUCTION COST	AED 20,000

SHA 009 A-D

DEPARTURE



DEPARTURE HORIZON

SITE LOCATION

Passport Control: Frame Branding Counter panels and bulkhead above the counters, located in the departure passport control hall.

SITE INFO

QTY: 1
Size: 14.30 m x 1.22 m



مطار الشارقة
Sharjah Airport

MEDIA COST	AED 75,000 PER MONTH
PRODUCTION COST	AED 20,000

SHA 011

DEPARTURE



مطار الشارقة
Sharjah Airport



MEDIA COST	AED 50,000 PER MONTH
PRODUCTION COST	AED 15,000

SHA E 003 & 004

DUO RADIANCE

SITE LOCATION

Boarding Gates: Light Box Branding on top of elevator & Front of Escalator door heading to boarding gates at ground floor.



SITE INFO

QTY: 1
Size: 5.00m x 1.40 m



SITE INFO

QTY: 1
Size: 4.00m x 3.50 m



DEPARTURE



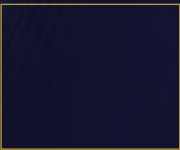
EAST WING RADIANCE - A

SITE LOCATION

Boarding Gates: Light Box Branding beside the elevator heading to boarding gates at ground floor.

SITE INFO

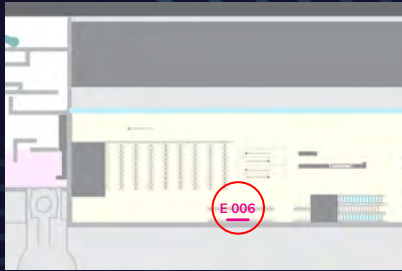
QTY: 1
Size: 3.65m x 3.00 m



MEDIA COST	AED 40,000 PER MONTH
PRODUCTION COST	AED 5,000

SHA E 005

DEPARTURE



EAST WING RADIANCE - B

SITE LOCATION

Boarding Gates: Light Box Branding
in first floor near cafes and duty free

SITE INFO

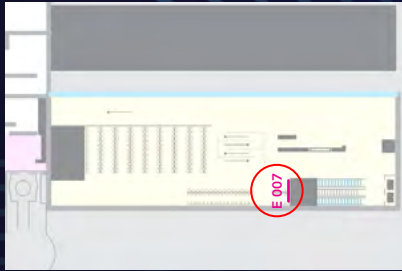
QTY: 1
Size: 3.675m x 1.86 m



MEDIA COST	AED 32,000 PER MONTH
PRODUCTION COST	AED 5,000

SHA E 006

DEPARTURE



EAST WING RADIANCE - C

SITE LOCATION

Boarding Gates: Light Box Branding
in first floor near cafes and duty free

SITE INFO

QTY: 1
Size: 3.675m x 1.86 m



MEDIA COST	AED 32,000 PER MONTH
PRODUCTION COST	AED 5,000

SHA E 007

DEPARTURE



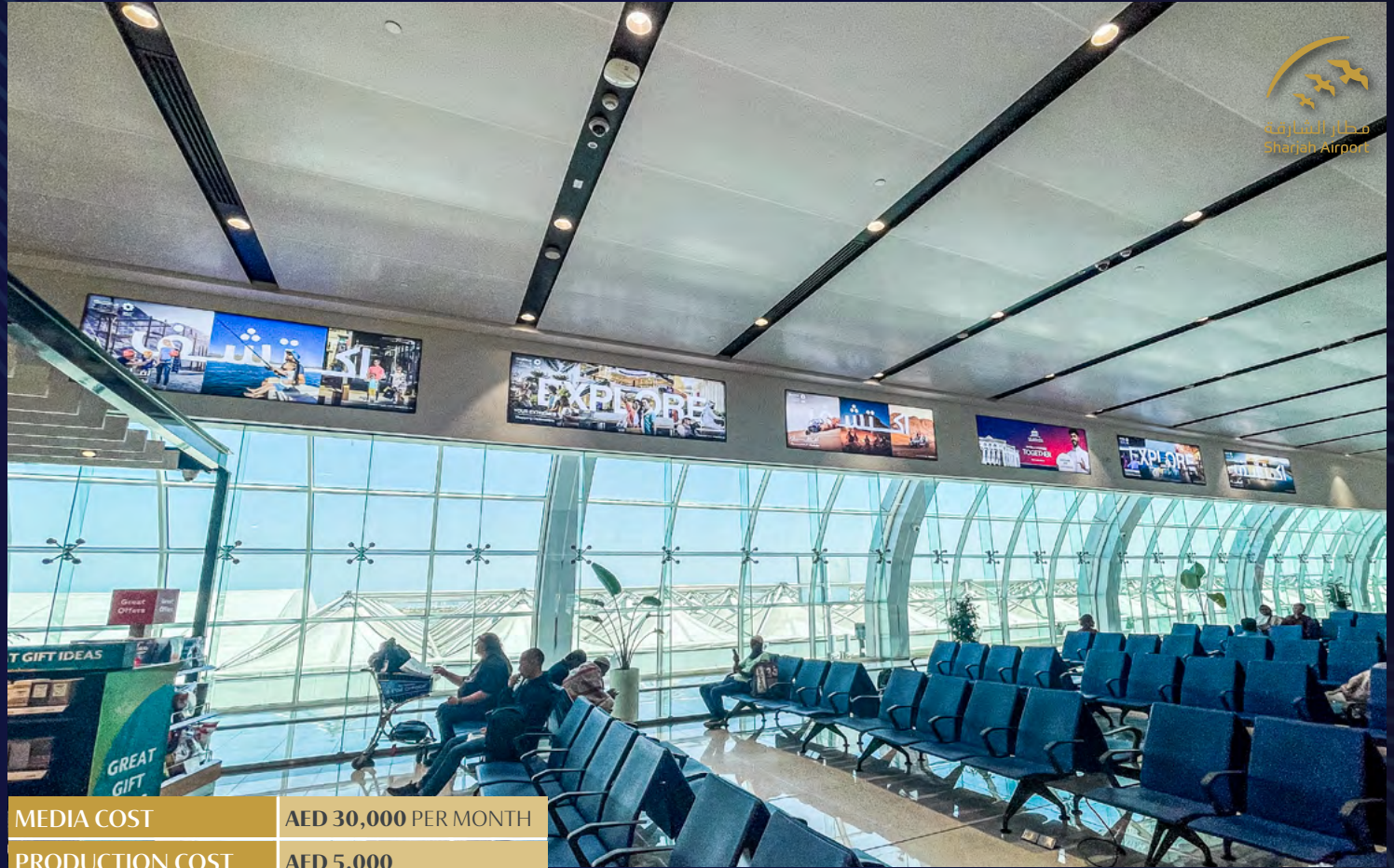
MINION RADIANCE

SITE LOCATION

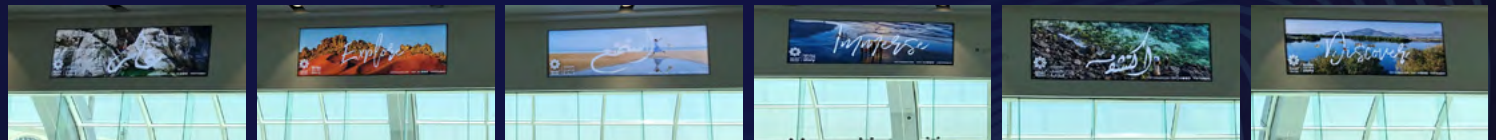
Boarding Gates: Light Box Branding on bulkhead in first floor departure corridor to security area heading to departure gates.

SITE INFO

QTY: 1 Face / 6 Faces
Size: 3.00m x 1.00 m



MEDIA COST	AED 30,000 PER MONTH
PRODUCTION COST	AED 5,000



SHAE 008

SHAE 009

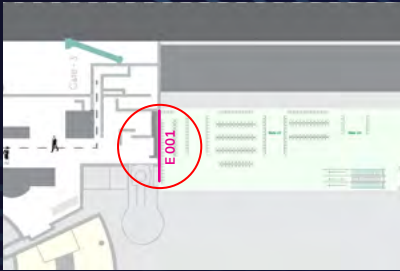
SHAE 010

SHAE 011

SHAE 012

SHAE 013

DEPARTURE



GATE GLOW ENGAGEMENT

SITE LOCATION

Boarding Gates: Light Box Branding on the wall located at ground floor waiting area of departure boarding gates.

SITE INFO

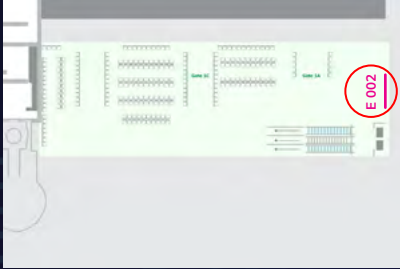
QTY: 1
Size: 12.00m x 1.4 m



MEDIA COST	AED 40,000 PER MONTH
PRODUCTION COST	AED 10,000

SHA E 001

DEPARTURE



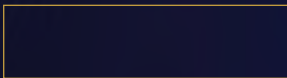
GATE GLOW ENGAGEMENT

SITE LOCATION

Boarding Gates: Light Box Branding on the wall located at ground floor waiting area of departure boarding gates.

SITE INFO

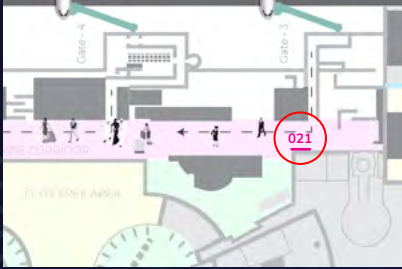
QTY: 1
Size: 5.4m x 1.4 m



MEDIA COST	AED 30,000 PER MONTH
PRODUCTION COST	AED 5,000

SHA E 002

DEP - ARR 



CORRIDOR HIGHLIGHTS - B

SITE LOCATION

Airside Corridor: Light Box Branding Wall site positioned directing towards East Wing

SITE INFO

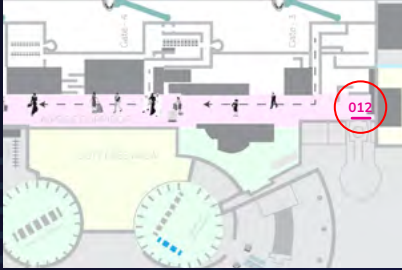
QTY: 1
Size: 4.90 m x 1.60 m



MEDIA COST	AED 45,000 PER MONTH
PRODUCTION COST	AED 10,000

SHA 021

DEP - ARR  



CORRIDOR HIGHLIGHTS - D

SITE LOCATION

Airside Corridor: Light Box Branding Wall site positioned directing towards East Wing

SITE INFO

QTY: 1
Size: 3.80 m x 1.50 m



MEDIA COST	AED 40,000 PER MONTH
PRODUCTION COST	AED 10,000

SHA 012

DEP - ARR  



CORRIDOR HIGHLIGHTS - E

SITE LOCATION

Airside Corridor: Light Box
Branding Wall site positioned directing towards Business Lounge

SITE INFO

QTY: 1
Size: 3.80 m x 1.50 m



MEDIA COST	AED 40,000 PER MONTH
PRODUCTION COST	AED 10,000

SHA 014B

DEP - ARR 



CULINARY COLUMNS

SITE LOCATION

Food Court Area: Pillar Branding
Near Airside Corridor inside
food court

SITE INFO

QTY: 9 PILLARS

Sizes

Round Pillar (6):

2.46(W) x 1.75(H)M

Rectangle Pillar (3):

65cmx4 = 2.60M(W) x 1.73m(H)

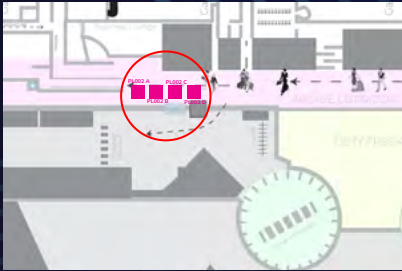
61.5cmx4 = 2.46(W) x 1.73m(H)



MEDIA COST	AED 55,000 PER MONTH
PRODUCTION COST	AED 25,000

SHA PL 001 (A-I)

DEP - ARR 



VIP VISTA COLUMNS

SITE LOCATION

Business Lounge: Pillar Branding
Near Airside Corridor

SITE INFO

QTY : 4 PILLARS

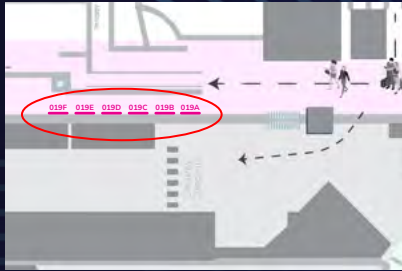
Size:

1.00m(w) x 2.00m(H) x 0.70m(D)



MEDIA COST	AED 55,000 PER MONTH
PRODUCTION COST	AED 20,000

SHA PL 002 (A-D)



GCC HIGHLIGHTS

SITE LOCATION

Leading to Airbridge: 6 x wall Frames Branding positioned along the corridor leading to the Transit/Arrival gates

SITE INFO

QTY: 1 Face / 6 Faces
Size: 3.60 m x 2.20 m



MEDIA COST	AED 35,000 PER MONTH
PRODUCTION COST	AED 5,000



SHA 019 A



SHA 019 B



SHA 019 C



SHA 019 D

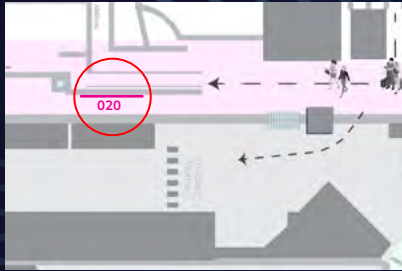


SHA 019 E



SHA 019 F

ARR - TRANS



GCC LONG HIGHLIGHT

SITE LOCATION

Leading to Airbridge: 1 Long wall Frame Branding positioned along the corridor leading to the Transit/Arrival gates

SITE INFO

QTY: 1
Size: 15.0 m x 2.00 m



MEDIA COST	AED 60,000 PER MONTH
PRODUCTION COST	AED 20,000

SHA 020

DEPARTURES



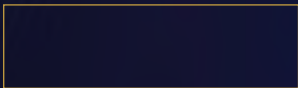
AEROGATE FRAME - A

SITE LOCATION

Airside Corridor: Frame Branding Wall site positioned along the corridor leading to the departure gates 6, 20 and 21

SITE INFO

QTY: 1 Set
Size: 6.54 m x 1.87 m



MEDIA COST	AED 35,000 PER MONTH
PRODUCTION COST	AED 10,000

SHA 022A

DEPARTURES



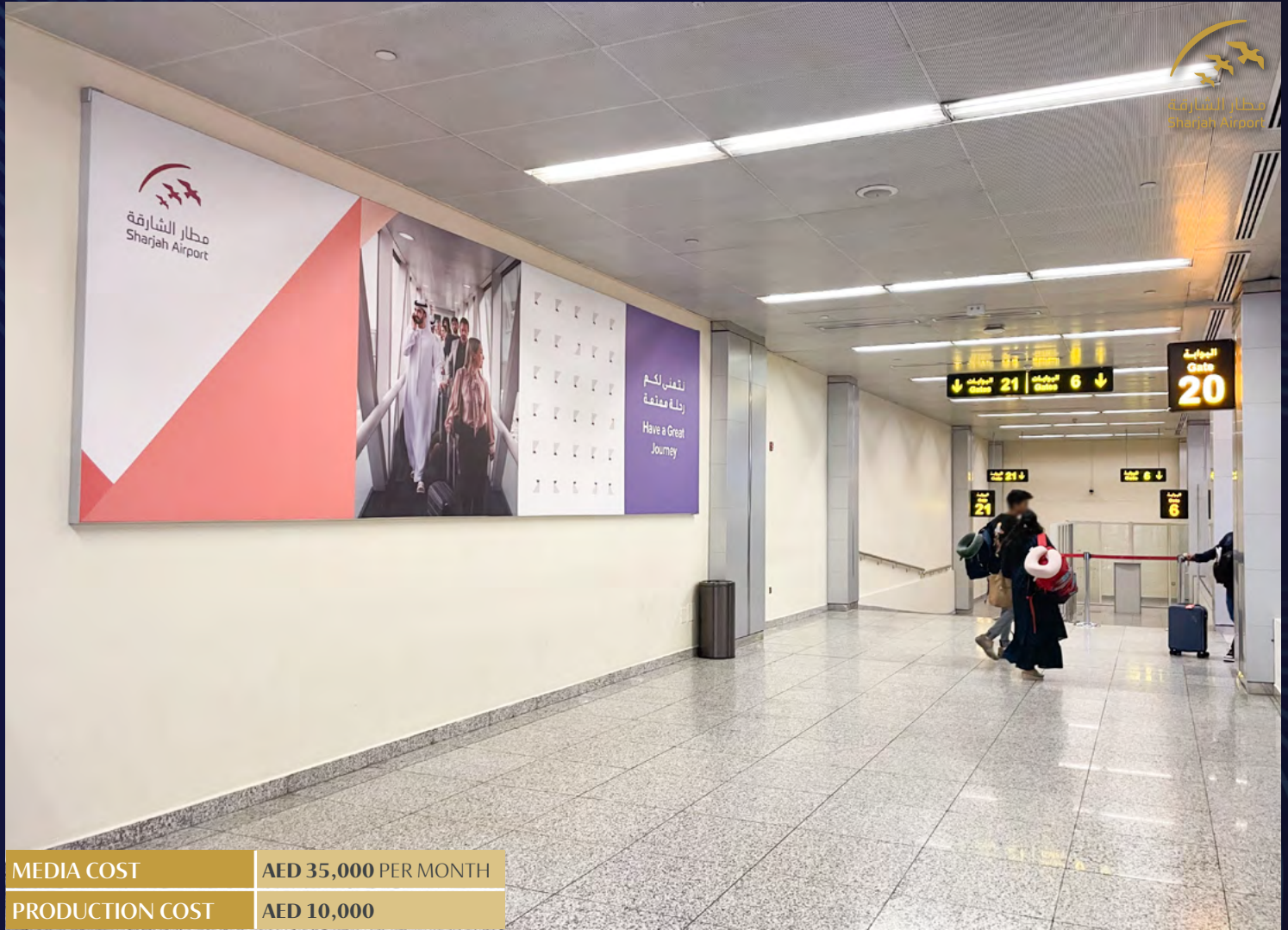
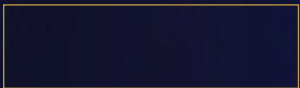
AEROGATE FRAME - B

SITE LOCATION

Airside Corridor: Frame Branding
Wall site positioned along the corridor
leading to the departure
gates 6, 20 and 21

SITE INFO

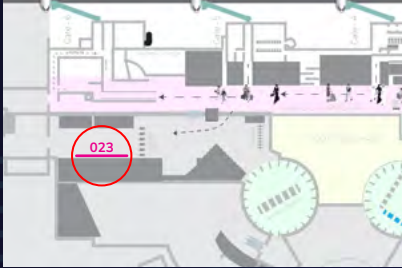
QTY: 1 Set
Size: 6.54 m x 1.87 m



MEDIA COST	AED 35,000 PER MONTH
PRODUCTION COST	AED 10,000

SHA 022B

DEPARTURES



BEYOND SECURITY FRAME

SITE LOCATION

After Security Check-In:

Frame Branding Wall site positioned along the corridor leading to the departure gates 6 to 29

SITE INFO

QTY: 1 Set

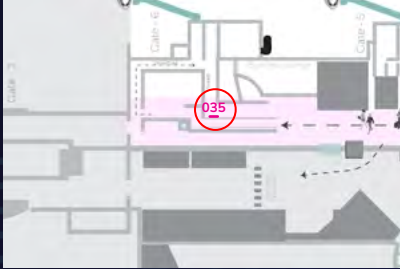
Size: 20 m x 2.20 m



MEDIA COST	AED 50,000 PER MONTH
PRODUCTION COST	AED 20,000

SHA 023

ARRIVALS



MARHABA RADIANCE

SITE LOCATION

Airside Corridor: Light Box
Branding Gate 20 arrival corridor

SITE INFO

SIZE: 3.80(W)X1.50(H)M
QTY: 1



MEDIA COST	AED 30,000 PER MONTH
PRODUCTION COST	AED 10,000

SHA 035

ARR - TRANS



AEROGATE BRANDING

SITE LOCATION

Airside Corridor: Frame branding Package of wall sites in the left wall of the Gate 1 to 6 airbridge arrival corridor

 PACKAGE (A)

LEFT SIDE : 28,30,32,34,054

 PACKAGE (B)

RIGHT SIDE : 27,29,31,33,055

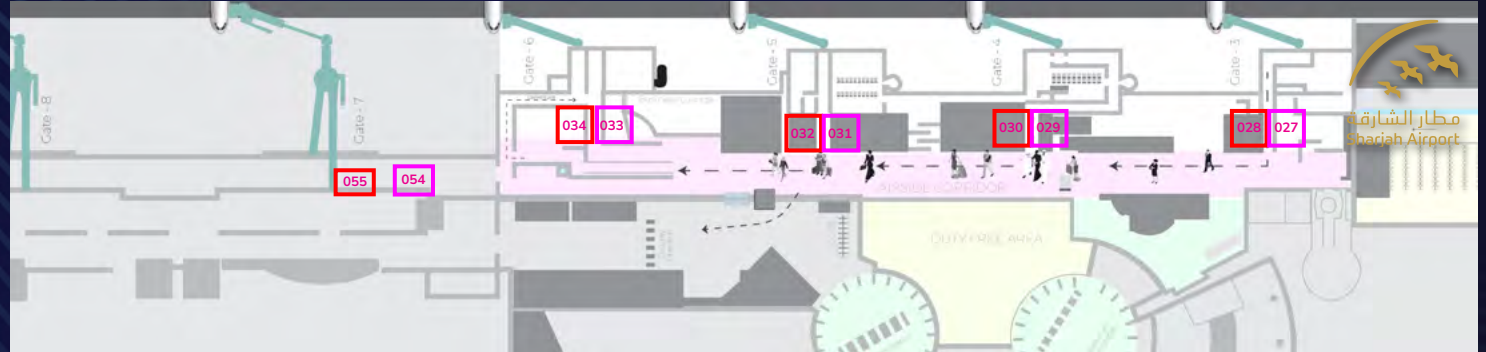
SITE INFO

QTY: 5 / Package
Size: 6.00m x 1.20 m - 4
Size: 3.80m x 1.50 m - 1



SHA 027-034

MEDIA COST	AED 85,000 PER MONTH
PRODUCTION COST	AED 20,000



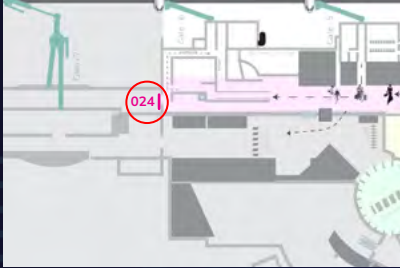
SHA 054-055

SITE LOCATION

Transit Corridor: BLight box Bulkhead located in the arrivals/ departure/transit corridor link on route to main departure/arrival corridors.



ARR - TRANS



CONNECTION RADIANCE

SITE LOCATION

Transit Corridor: Light Box
Branding Bulkhead located in the
arrivals transit corridor link on route
to main departure/arrival corridors

SITE INFO

QTY: 1
Size: 3.80m x 1.50 m

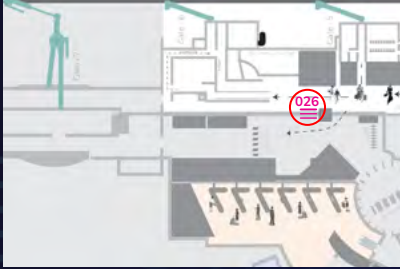


مطار الشارقة
Sharjah Airport

MEDIA COST	AED 30,000 PER MONTH
PRODUCTION COST	AED 10,000

SHA 024

ARRIVALS



MARHABA ASCENT - A

SITE LOCATION

Transit Corridor: Escalator
Branding Bus drop off to passport control.

SITE INFO

QTY: 1 SET 5 Faces
Size: 28 m x 0.76 m



MEDIA COST	AED 50,000 PER MONTH
PRODUCTION COST	AED 25,000

SHA 026

ARRIVALS



MARHABA EXPOSURE

SITE LOCATION

Passport Control: Frame Branding at Counter panels and bulkhead above the counters, located in the arrival's passport control hall.

SITE INFO

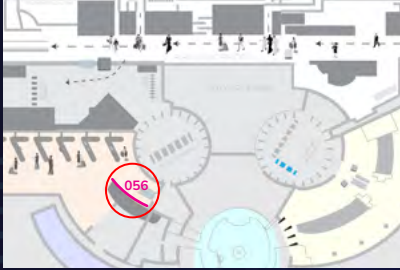
QTY: 1
Size: 14.30m x 1.22 m



MEDIA COST	AED 75,000 PER MONTH
PRODUCTION COST	AED 20,000

SHA 042

ARRIVALS



WALL OF VISIBILITY

SITE LOCATION

Baggage Claim: Wall sticker branding Towards Baggage Claim Area

SITE INFO

QTY: 1
Size: 21.23m x 3.80 m

MEDIA COST	AED 80,000 PER MONTH
PRODUCTION COST	AED 25,000

SHA 057

ARRIVALS



BAGGAGE BRILLIANCE

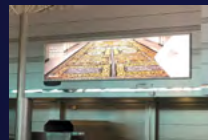
SITE LOCATION

Baggage Claim: Lightboxes located on the bulkhead facing the baggage carousels.

SITE INFO

QTY: 1
Size: 6.80m x 2.00 m

MEDIA COST	AED 45,000 PER MONTH
PRODUCTION COST	AED 10,000



SHA 044 G



SHA 044 F



SHA 044 E

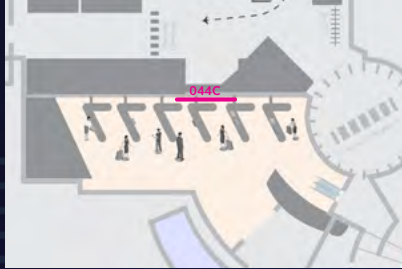


SHA 044 B



SHA 044 A

ARRIVALS



WIDE FUSION

SITE LOCATION

Baggage Claim: long Light Box located on the bulkhead facing the baggage carousels.

SITE INFO

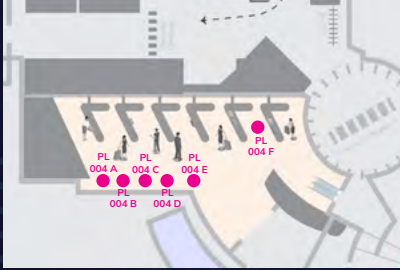
QTY: 1
Size: 13.6m x 2.00 m X 2.5m x 2m

MEDIA COST	AED 95,000 PER MONTH
PRODUCTION COST	AED 20,000



SHA 044 C

ARRIVALS



ARRIVALS VISTA COLUMNS

SITE LOCATION

Baggage Claim: Pillar Branding
Baggage Claim Area

SITE INFO

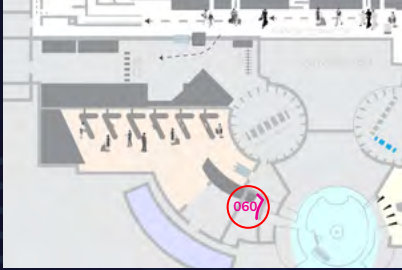
QTY : 6 PILLARS
SIZE: 3.30(C) X 4.50M(H)



MEDIA COST	AED 70,000 PER MONTH
PRODUCTION COST	AED 25,000

SHA PL 004 (A-F)

MEET & GREET SIDE



AERIAL GREETINGS

SITE LOCATION

Waiting Area: Glass Branding
Public waiting area in between
Arr/Dep

SITE INFO

QTY: 1 SET
Size: 28.80m(W)X2.4m(H)



MEDIA COST	AED 35,000 PER MONTH
PRODUCTION COST	AED 10,000

SHA 060

AIRPORT PARKING



PARKING PAY STATIONS

SITE LOCATION

Parking Area: Glass Branding at
Parking Lot Arr/Dep

SITE INFO

QTY: 6 UNIT

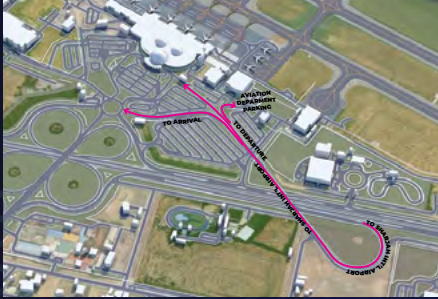
Size : 75 Sqmt. per unit



MEDIA COST	AED 75,000 PER MONTH
PRODUCTION COST	AED 40,000

SHA PRK 01

TOWARDS AIRPORT



LAMPPOST BANNER

SITE LOCATION

Towards Airport:
lamppost banner towards airport

SITE INFO

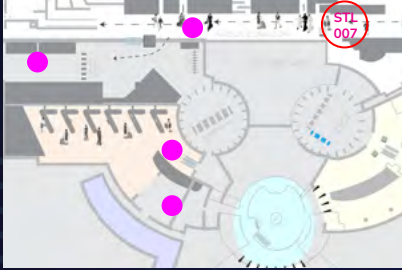
QTY: 79 Lampposts
Size : 0.90M x 2.30M



MEDIA COST	AED 50,000 PER MONTH
PRODUCTION COST	AED 25,000

SHA LP 01

DEP - ARR  



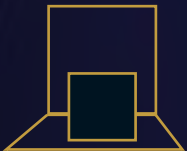
CAPTIVATING DISPLAY A

SITE LOCATIONS

Stands can be placed in airside corridor, next to security check, arrive baggage claim, near customs & Main dome area

SITE INFO

QTY: 1 SET
Size: 1.00m x 1.00m



SHA STL 006



Thank you

Airport Advertising Partner

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