



Media Port

Riga Airport Programmatic

Media Port x Riga International Airport

Check-in LED Unit Programmatic Buying Fact Sheet

A premium screen in a high-exposure zone

Location

Check-in Hall

Average Daily Impression: **12.689** (Based on the passenger traffic data)

Riga Airport Demographics

Gender Split: 50% male | 49% female | 1% other

Travel Purpose: 50% leisure | 28% VFR | 22% business

Age Distribution: 14% 16-24 | 28% 25-34 | 28% 35-44 | 17% 45-54 | 10% 55-64 | 3% 65+

Top 10 Destination: 12% Germany | 9% UK | 7% Finland | 6% Italy | 5% Sweden | 5% Norway | 5% Spain | 5% Lithuania | 5% Turkey | 4% Estonia | 2% UK

Top 10 Nationality: 42% Latvian | 12% Lithuanian | 5% Estonian | 5% Finnish | 4% German | 3% Ukranian | 2% Italian | 2% Spanish | 2% Sweden | 2% UK

Pricing Model

Impression-based (CPT – Cost Per Thousand) – prices available on request

Bookings are available on a weekly or monthly basis (no daily or partial-day buys in the first stage)

%25 SOV (max. 4 brands per 60-second loop)

Impressions Methodology

Impression estimates are based on official departure and arrivals passenger traffic data provided by Riga International Airport and passenger flow within the terminal.

Programmatic Buying Method

All campaign executions are managed via **Private Marketplace (PMP)** deals only. No real-time bidding will be allowed due to the nature of airport media.

Technical Specifications

Check-in LED (2 Faces)

Screen Size: 4.5m x 2.5m (Total 2 faces Each Face 4.5m x 2.5m)

Resolution: 1152 x 640 px (Horizontal)

Duration: 15 seconds

File Type: MP4 (H.264) | JPEG

Review & Approval Process

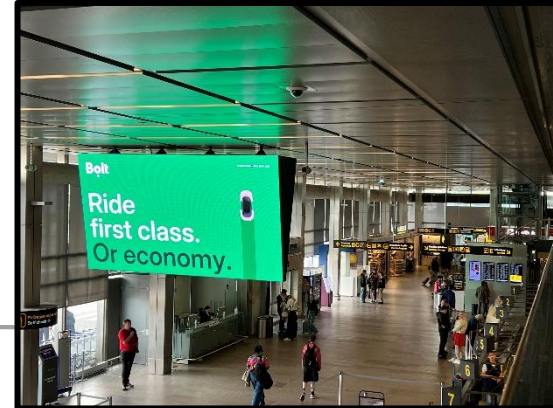
All creatives must be approved by Riga Airport. In accordance with Cabinet of Ministers Regulation "The Usage of Languages in Information", all ads must be primarily in Latvian. Foreign language-only ads are not allowed.

SSP/DSP Integration

Available via Adform SSP. Compatible with all DSP integrated with Adform.

Verification

Both self-managed (via DSP) and managed service (via SSP) models are supported. Managed service includes campaign setup, delivery, and reporting.



Media Port x Riga International Airport

Digital Triangle LED Unit Programmatic Buying Fact Sheet

A premium screen in a high-exposure zone

Location

Airside (after security for departing pax / before baggage claim for arriving pax)

Located at the Junction of Pier 1 & Pier 2 (Duty-Free Area)

Average Daily Impression: **15.561** (Based on the passenger traffic data)

Riga Airport Demographics

Gender Split: 50% male | 49% female | 1% other

Travel Purpose: 50% leisure | 28% VFR | 22% business

Age Distribution: 14% 16-24 | 28% 25-34 | 28% 35-44 | 17% 45-54 | 10% 55-64 | 3% 65+

Top 10 Destination: 12% Germany | 9% UK | 7% Finland | 6% Italy | 5% Sweden | 5% Norway | 5% Spain | 5% Lithuania | 5% Turkey | 4% Estonia | 2% UK

Top 10 Nationality: 42% Latvian | 12% Lithuanian | 5% Estonian | 5% Finnish | 4% German | 3% Ukranian | 2% Italian | 2% Spanish | 2% Sweden | 2% UK

Pricing Model

Impression-based (CPT – Cost Per Thousand) – prices available on request

Bookings are available on a weekly or monthly basis (no daily or partial-day buys in the first stage)

%25 SOV (max. 4 brands per 60-second loop)

Impressions Methodology

Impression estimates are based on official departure and arrivals passenger traffic data provided by Riga International Airport and passenger flow within the terminal.

Programmatic Buying Method

All campaign executions are managed via **Private Marketplace (PMP)** deals only. No real-time bidding will be allowed due to the nature of airport media.

Technical Specifications

Digital Triangle (3 Faces)

Screen Size: 4.5m x 2m (3 x 1.5m panels)

Resolution: 1152 x 512 px (Horizontal)

Duration: 15 seconds

File Type: MP4 (H.264) | JPEG

Review & Approval Process

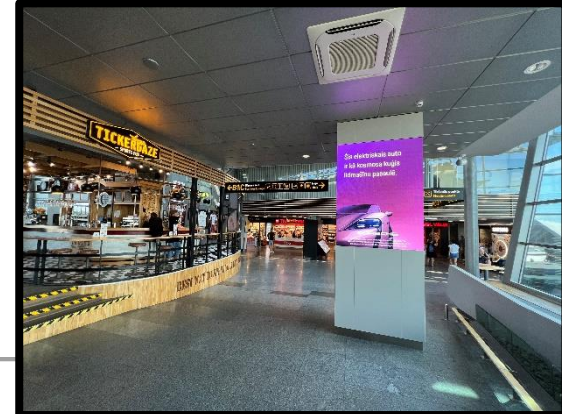
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SSP/DSP Integration

Available via Adform SSP. Compatible with all DSP integrated with Adform.

Verification

Both self-managed (via DSP) and managed service (via SSP) models are supported. Managed service includes campaign setup, delivery, and reporting.



Media Port x Riga International Airport

Digital Monitor Network Programmatic Buying Fact Sheet

A terminal-wide network of digital screens

Location

Distributed across the terminal

Average Daily Impression: **18.305** (Based on the passenger traffic data)

Riga Airport Demographics

Gender Split: 50% male | 49% female | 1% other

Travel Purpose: 50% leisure | 28% VFR | 22% business

Age Distribution: 14% 16-24 | 28% 25-34 | 28% 35-44 | 17% 45-54 | 10% 55-64 | 3% 65+

Top 10 Destination: 12% Germany | 9% UK | 7% Finland | 6% Italy | 5% Sweden | 5% Norway | 5% Spain | 5% Lithuania | 5% Turkey | 4% Estonia | 2% UK

Top 10 Nationality: 42% Latvian | 12% Lithuanian | 5% Estonian | 5% Finnish | 4% German | 3% Ukranian | 2% Italian | 2% Spanish | 2% Sweden | 2% UK

Pricing Model

Impression-based (CPT – Cost Per Thousand) – prices available on request

Bookings are available on a weekly or monthly basis (no daily or partial-day buys in the first stage)

%10 SOV (max. 10 brands)

Impressions Methodology

Impression estimates are based on official departure and arrivals passenger traffic data provided by Riga International Airport and passenger flow within the terminal.

Programmatic Buying Method

All campaign executions are managed via **Private Marketplace (PMP)** deals only. No real-time bidding will be allowed due to the nature of airport media.

Technical Specifications

Digital Monitor Network (49 Face)

Screen Size: 43" – 55"

Resolution: 1080 x 1920 px (Vertical)

Duration: 10 seconds

File Type: MP4 (H.264) | JPEG

Review & Approval Process

All creatives must be approved by Riga Airport. In accordance with Cabinet of Ministers Regulation "The Usage of Languages in Information", all ads must be primarily in Latvian. Foreign language-only ads are not allowed.

SSP/DSP Integration

Available via Adform SSP. Compatible with all DSP integrated with Adform.

Verification

Both self-managed (via DSP) and managed service (via SSP) models are supported. Managed service includes campaign setup, delivery, and reporting.

