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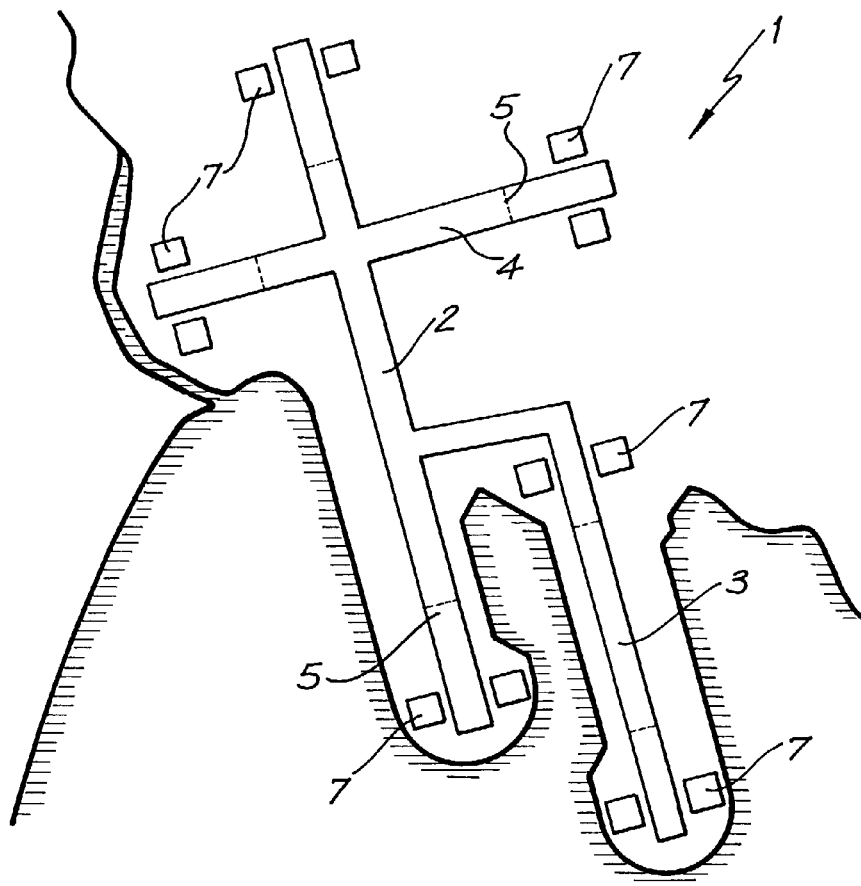
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(54) Title: AN AIRPORT ADVERTISING SYSTEM



(57) Abstract: The present invention relates to airport advertising. Airports are divided into the "landside" to which the general public is permitted and which includes the terminal(s), car parks etc., and the "airside" from which the public is excluded and which includes the runways, taxiing area, apron etc. Billboards (7) which are substantially flush with the ground surface are located in the airside preferably adjacent the runways (2, 3, 4). The billboards (7) are preferably between the runway extremities and a take off/touch down zone (5). Alternatively the billboards are adjacent taxiways or taxiing areas. The billboards can be provided with movable images and/or interior lighting. A typical billboard size is 50 metres x 50 metres (0.25 hectares).

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