

Heathrow Advertising Guidelines

1. Advertising Guidelines for Heathrow including Heathrow Rail and Heathrow Express on board digital

- 1.1 This Policy is applicable to all advertising formats including digital.
- 1.2 In these Guidelines Media Partner means any company acting as media agent on behalf of Heathrow Airport from time to time.
- 1.3 Creative requiring Heathrow's or Heathrow Express' approval should be submitted by the Media Partner to the Commercial Media Representative Elaine Sears.
- 1.4 Creative approval will require a minimum of three (3) working days. If a late booking requires a quicker turnaround, the Media Partner should highlight this via email as "Urgent" and telephone the Commercial Media Representative to agree a response timeline.

2. Approval of Advertiser

All Media Partners will automatically reject bookings from:

- 2.1 Political Parties
 - 2.2 Religious clients (except where the intention of any religious advertising is to promote on-airport facilities); and
 - 2.3 Charities that may be deemed Politically Sensitive.
- 2.4 The Media Partner will refer any of the following to Heathrow using the advertiser approval form attached:
- 2.4.1 Any advertising which may reasonably be deemed to be unlawful, untruthful, indecent or comparatively discredit or denigrate Heathrow, Heathrow Express or any other organisation or individual;
 - 2.4.2 An advertiser of a sexual nature;
 - 2.4.3 An airline wishing to advertise within 3 metres of airline check-in desks, sales and reservations desks, customer service desks, CIP facilities and transfer desks (see Specific Policy for Airlines – section 4);
 - 2.4.4 An airline wishing to advertise on the frontage terminal buildings (see Specific Policy for Airlines – section 4);
 - 2.4.5 Approval will be sought, where appropriate, from the Commercial Director, Commercial Media Representative, Terminal Management, and Legal.
- 2.5 Media Partners must also obtain prior approval from Heathrow or Heathrow Express (as applicable) for booking requests from:
- 2.5.1 Any third-party airport operators;
 - 2.5.2 Any third-party retailer, or operator of a retail centre; or
 - 2.5.3 Any third-party provider of transport services.
- 2.6 Where a Media Partner refers an advertiser for approval (in accordance with clause 2.6 above), the request will be considered with reference to the following objective criteria:
- 2.6.1 The length of the proposed booking;
 - 2.6.2 The location of the requested advertising;

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- 2.6.3 Environmental and surface access considerations, including relevant targets for reduction of landside airport traffic and use of public transport surface access options;
 - 2.6.4 The need to ensure the highest standards of health, safety and security for Heathrow Airport and its users;
 - 2.6.5 Consumer protection issues; and
 - 2.6.6 The need to ensure an appropriate mix of creative within Heathrow Airport.
- 2.7 Where a Media Partner refers an advertiser for approval in accordance with clause 2.6, the following apply:
- 2.7.1 The Commercial Media Representative will aim to respond within 3 working days.
 - 2.7.2 For Heathrow and Heathrow Express proposals, the Commercial Media Representative shall respond with one unanimous response for Heathrow and Heathrow Express covering all Heathrow parties who need to be consulted. If the Commercial Media Representative is unable to respond within 3 working days an update will be provided to the Media Partner and a revised time-frame will be given for providing the final response.
 - 2.7.3 Advertiser Approval can be given subject to separate Creative Approval also being granted.
 - 2.7.4 Approval will only be given to the numbered sites stated in the form. If the client wishes to change sites after approval has been given, a new form must be submitted and approval will be subject to the same timetable.

3. Approval of Creative

- 3.1 All Media Partners will refer creative falling into any of the following categories to the Commercial Media Representative:
- 3.1.1 As detailed in Sensitive Site Guidelines – Section 5;
 - 3.1.2 Creative from any advertiser that is referred (see approval of advertiser – section 2);
 - 3.1.3 Creative in conflict with the British Code of Advertising Practice and/or the Advertising Standards Authority;
 - 3.1.4 Creative derogatory to the known activities or business of Heathrow;
 - 3.1.5 Creative derogatory to the known activities or business of Heathrow Business Partners or HAL business partners;
 - 3.1.6 Creative considered to conflict with airport directional and/or information signs;
 - 3.1.7 All creative from non-native airlines. (Terminal or Airport);
 - 3.1.8 Creative containing nudity or images of a sexual nature;
 - 3.1.9 Creative from any advertiser which required approval under clause 2.6.
- 3.2 Approval will be sought, where appropriate, from the following:
- 3.2.1 Commercial Director, Commercial Media Representative, Terminal Management, and Legal.
 - 3.2.2 If the proposal involves several creative for several sites, the Media Partner must confirm “which Creative for which site”.
- 3.3 Concept drawings sent for approval will be subject to final approval - once clients have finalised their creative.
- 3.4 Where referral to Heathrow is required for creative approval, the Commercial Media Representative will seek to respond within three (3) working days. The Commercial Media Representative will provide an update on timing to the Media Partner in the event that approval has not been given within 3 working days. It is expected that additional time will be required only in exceptional circumstances.

4. Specific Policy for Airlines

4.1 Long term interior advertising panels

Interior airline advertising will be allowed across all terminals without restrictions, except where it is located within three metres of the following airline specific facilities when it will be subject to restrictions outlined in 4.2 below:

- 1 Check-in desks
- 2 Sales and reservations desks
- 3 Customer service desks
- 4 CIP facilities
- 5 Transfer desks

4.2 Restrictions

- Sponsorship concepts in “common user” areas such as gate-rooms/Satellites/Security Search/Fast track, etc. will not be made available to Airlines unless the area is used by a specific single native (means operating from the Terminal) Airline.
- Where any of the above is non-airline specific or are specific to the airline wishing to advertise no restriction will apply.
- If the “long-term” sites are being contracted for a short term booking, they will still be deemed as “long-term” for the purpose of approval. The Media Partner will need to notify Commercial Media Representative if the client decides to renew or extend the Contract.

4.3 Interior advertising panels

Interior airline advertising panels will be permitted across all Heathrow Terminals without restriction, except where campaigns have been deemed as airline sensitive. To date, this only includes the following campaigns:

- 1 Outside Business Lounges
- 2 In Gateroom (Destinations)

4.4 Exterior advertising

There will be no restrictions on the sale of exteriors unless on the frontage of terminal building (conditions outlined below), or where covered under “Approval of Advertiser” or “Approval of Creative” in sections 2 and 3 above.

4.5 Frontage of Terminal buildings & Airport/Terminal Entrances:

- Airlines native to terminal must be approached and offered the opportunity to take advertising on the terminal frontage, in advance of other clients and with full knowledge of the Airline Advertising Policy. Assuming the opportunity is not booked by any of the terminal’s native airlines, the sites will then be offered for general sale to all categories (including all other Heathrow airline carriers).
- The Media Partner should offer all opportunities on our rate-card to all media agencies. Therefore, all airlines will have had a reasonable chance to buy any specific site. The only exception to this is where an airline approaches the Media Partner to develop an opportunity specific to them. This will not be offered out to all airlines.

4.6 Airlines & Alliances

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- Promotional & Leafleting space is sold on a “First Come First serve” basis and availability is communicated regularly to all media Agencies therefore Airlines or Alliances promotions will be allowed across all terminals without restriction, except where it is located within three metres of the following airlines specific facilities:
 - 1 Check-in desks
 - 2 Sales and reservations desks
 - 3 Customer service desks
 - 4 CIP facilities
 - 5 Transfer desks

Where any of the above is non-airline specific or are specific to the airline wishing to advertise no restriction will apply.

5. Sensitive Sites

5.1 Sites will be deemed "sensitive" by the adverts product or category that it is advertising (*i.e. any site could become sensitive at any time by the new creative being proposed for the site*).

5.2 The Media Partner, using these Advertising Guidelines will manage the assessment of creative. If there are any issues with the creative, the creative will be submitted to the Commercial Media Representative for approval. Heathrow will not be liable for any associated costs for creative(s) that need to be removed or replaced having been incorrectly approved by the Media Partner.

5.3 Although *not an exhaustive list* these sites are currently designated as sensitive:

Terminal	Site Number	Location	Approach to assessment
All Terminals	All	Immigration	Submit to the Commercial Media Representative for approval
All Terminals	All	Baggage Reclaim Halls	Submit to the Commercial Media Representative for approval
All Terminals	All	Entrances & within Security Search areas	Assess creative to ensure no negative references regarding security processes etc.
HAL Exteriors	400	Heathrow Welcome	Creative must be approved by Highways Agency – Submit to Elaine Sears
All Terminals	All	All	Airline branding and close proximity to Airline operation

Advertiser Approval Form

Date of approval request:	
Date response required:	
Submitted by:	
Client:	
Reason for referral:	
Which Terminal/ HEX & Location:	
Site/Campaign/New development:	
Anticipated start date:	Anticipated end date:
Client budget:	
Advertiser's total current airport spend:	
Is this advertiser at any other UK airport?	
Is this advertiser on any other medium currently? (i.e. Press, TV etc.)	
History of airport campaigns	
Approved by:	
Date approved:	