



PAKISTAN AIRPORTS AUTHORITY (PAA) پاکستان ایئر پورٹس اتھارٹی

EXPRESSION OF INTEREST

DIGITAL BRANDING AND ADVERTISING OPPORTUNITIES AT JIAP KARACHI, AIIAP LAHORE AND IIAIP ISLAMABAD



Pakistan Airports Authority (PAA) invites Expression of Interest (EOI) from reputable and experienced advertising firms and media agencies to plan, design, and execute DIGITAL branding and advertisement concessions at Jinnah International Airport (JIAP) Karachi, Allama Iqbal International Airport (AIIAP) Lahore and Islamabad International Airport (IIAP) Islamabad. Interested parties are required to submit detailed and structured proposals covering the following aspects:

Areas Include:

- Access Roads (both entry and exit)
- Landside Zones
- Car Parking Areas
- Passenger Terminal Building (PTB) - Interior and Exterior

Types of Digital Advertising Mediums



Digital Screens, LED Walls, 3D Installations, etc.

Sizes and Specifications



Detailed specifications (height, width, resolution for digital media, etc.) of each proposed digital medium

Placement Details



Exact number of units, locations, and orientation for each medium. The locations should be strategically proposed to maximize visibility without disrupting airport operations.

Interested firms can submit their Expressions of Interest along with detailed proposals to the office of Director Commercial & Estates by

26-05-2025

Visual Concept



Color images / renders showing the design intent, style, and impact of proposed branding elements

Duration of Proposal



Clearly indicate whether the proposal is for short-term (up to 12 months) or long-term (1 to 5 years); and outline a proposed implementation timeline

Relevant Experience



Track record of similar projects at airports or comparable commercial hubs and client portfolio and performance references (if available)

Proposed Rates and Commercial Terms

Medium	Unit	Rate	Notes
Digital Screen	10m x 5m	\$5,000	
Digital Screen	5m x 3m	\$3,000	
Digital Screen	3m x 2m	\$2,000	
Digital Screen	2m x 1m	\$1,000	
LED Wall	10m x 5m	\$10,000	
LED Wall	5m x 3m	\$5,000	
LED Wall	3m x 2m	\$3,000	
LED Wall	2m x 1m	\$1,500	

Proposed License Fee to PAA - annual/monthly license fee

Director Commercial & Estates
Headquarters, Pakistan Airports Authority
Terminal - 1, Jinnah International Airport Karachi, Pakistan

Telephone : +92 21-99242531, Fax: +92 21 99242532
e-mail : dce@paa.gov.pk
Website : www.paa.gov.pk

Any information or clarification may be obtained from the office of Additional Director Commercial & LD (North / South)
Tel. No.: 021-99072165 & 021-99072111



Money sent successfully.

Transaction ID
14565294578

Transaction Date & Time
5/12/2025 11:34:03 AM

Transaction Amount
15,000

From Account Title
SAIFULLAH

Beneficiary Name
PUBLIC PROCUREMENT

Beneficiary Account/ IBAN
*0701

Channel
via HBL Digital