

**Next Stop: An Exciting Career In Aviation.**

Earn an associate, bachelor's or master's degree in airport management at Vaughn College.

- Flexible Schedule
- Solid Industry Connections
- Successful Graduates



**Vaughn College**  
of aeronautics and technology  
vaughn.edu

ENGINEERING ■ TECHNOLOGY ■ MANAGEMENT ■ AVIATION



Education



# Education

## Target potential students by advertising at JCDecaux Airports!

JCDecaux's Airports are prime venues for any type of academic institution to increase brand recognition among parents and potential students. Airports are great locations to reach the elusive teen and college student audience, many of whom travel throughout the year, especially during spring and summer vacations and the holidays.

Adult air travelers in our airports are also looking to continue and advance their own education, making them a prime audience for advertising graduate, MBA and doctorate programs.

JCDecaux's premium advertising programs are designed to target the hard-to-reach, discerning passengers who travel through our portfolio of airports. We offer turn key digital opportunities as well as large-format media platforms so higher education advertisers can build programs suited to their exact needs.

## Travelers are interested in education! In our airport portfolio, travelers are:

- 79% more likely to have completed some post graduate work but did not obtain a degree, making this a ripe audience for advertising post graduate programs
- 55% more likely to have completed post graduate work, indicating an interest in higher education for their families
- 31% more likely to have graduated from a four-year college or university

The New York and Boston markets offer opportunities for advertisers to target college-minded parents:

- 51% of all adults in the Boston DMA who have children ages 12 – 17 years old in their households have traveled through Boston airport in the past year
- 54% of all adults in the New York DMA who have a child in college have traveled through our NY airports in the past year, making them a key audience for advertising post graduate programs.

Source: 2013 Arbitron Company and Scarborough Research Corp./VNU



Babson



Baylor University



SMU COX



Texas Tech University



University of California



SMU Dedman

## JCDecaux Airport Advertising delivers powerful results:

VP for Enrollment and Marketing Brian Ralph of Bethany College says, "Airport advertising continues to be an instrumental component of Bethany's marketing and advertising plan. Our ads are directly responsible for enrolling students each year and greatly enhancing our name recognition and image."