

JCDecaux

DIOR



AIRPORT  
DIGITAL 2024

 **CLICK HERE**  
TO VIEW INTERACTIVE BROCHURE





JCDecaux Airport can uniquely elevate your brand with the elusive and affluent air traveler by leveraging various digital formats. Our digital platforms allow advertisers to execute cutting-edge marketing programs and greatly enhance the passenger's airport experience.

Capturing them in a high dwell time area with new digital concepts, our airport networks are the **PERFECT PLATFORM FOR EXISTING BRAND LAUNCHES AND CONSUMERS ENGAGEMENT.**



LAX

LOS ANGELES INTERNATIONAL

DFW

DALLAS FORT-WORTH INTERNATIONAL

BOS

BOSTON LOGAN INTERNATIONAL

MCO

ORLANDO INTERNATIONAL AIRPORT

IAH

GEORGE BUSH INTERCONTINENTAL

HOU

WILLIAM P. HOBBY

MIA

MIAMI INTERNATIONAL





# LAX

Los Angeles International, the 5th largest airport in the U.S., **reaches over 75 million passengers annually** and is home to Terminal B, one of the most prestigious terminals in the United States. LAX is the global gateway linking the U.S. and the Asia-Pacific region and hosts our latest top-tier inventory.

LAX also features **the most exclusive Iconic Digital Landmark Program in any airport worldwide.**



LAX

DFW

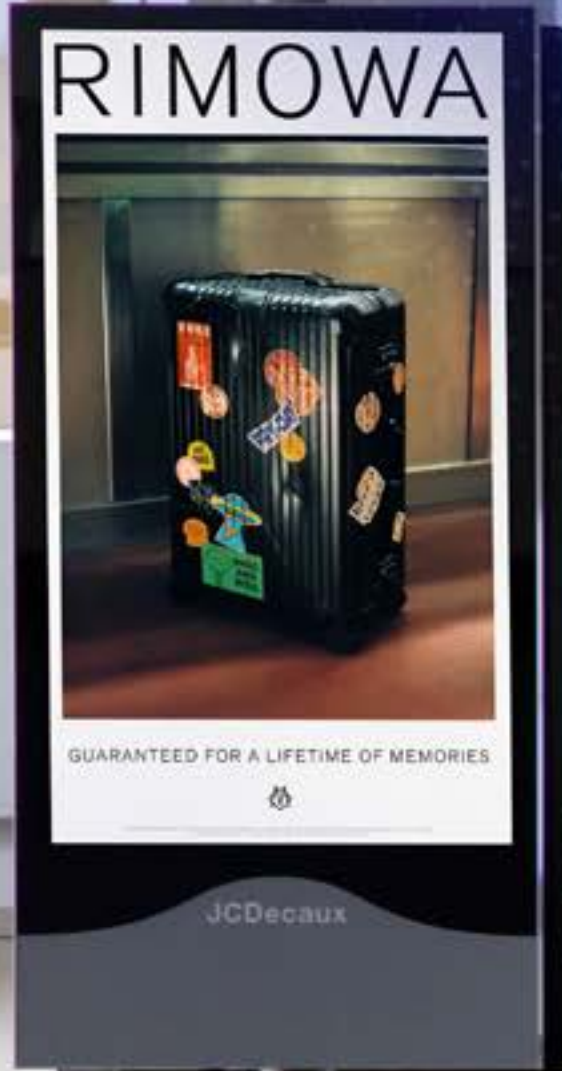
BOS

MCO

IAH

HOU

MIA



# PRESTIGE

## DIGITAL NETWORK

TERMINALS  
**ALL**

LOCATIONS  
**POST-SECURITY**

REACH  
**75 MILLION  
PASSENGERS ANNUALLY**



LAX

DFW

BOS

MCO

IAH

HOU

MIA

# GATEWAY

## DIGITAL NETWORK

TERMINALS  
**ALL**

LOCATIONS  
IN THE  
GATEHOLD AREAS

REACH  
75 MILLION  
PASSENGERS ANNUALLY





LAX

DFW

BOS

MCO

IAH

HOU

MIA

the ultimate  
travel companion

lax → den

lax → jfk

↑ ✈ Gates 151-159

Shopping ↑  
Dining ⌚

# BRIDGE MEDIA BAND NETWORK

TERMINALS  
**ALL**

LOCATIONS  
POST-SECURITY ON THE  
WAY TO GATEHOLD AREAS

REACH  
**75 MILLION  
PASSENGERS ANNUALLY**



LAX

DFW

BOS

MCO

IAH

HOU

MIA



MARC JACOBS

JCDecaux



CLEAR  
PLUS



TSA Pre  
Checkpoint



MARC JACOBS

JCDecaux

UNITED  
Premier 1K  
United Polaris

# FULL AIRPORT

## DIGITAL SPECTACULAR NETWORK

TERMINALS

**ALL**

LOCATION

**VARIOUS**

REACH

**75 MILLION  
PASSENGERS ANNUALLY**



LAX

DFW

BOS

MCO

IAH

HOU

MIA



← Ground Transportation  
Exit To Street  
Connecting Flights  
Through Passengers  
with Checked Bags →



# INTERNATIONAL ARRIVALS

## CUSTOMS SPECTACULARS

TERMINALS

**B**

LOCATION

IN THE ARRIVALS AREA

REACH

**8 MILLION  
PASSENGERS ANNUALLY**



LAX

DFW

BOS

MCO

IAH

HOU

MIA



# TSA DOMINATION

TERMINAL  
**B**

LOCATION  
AT TSA CHECK-IN

REACH  
OVER 8 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA

# INTERNATIONAL ARRIVALS

## DIGITAL SPECTACULARS

TERMINAL

**B**

LOCATION

IN THE ARRIVALS AREA

REACH

8 MILLION  
PASSENGERS ANNUALLY





LAX

DFW

BOS

MCO

IAH

HOU

MIA

# INTERNATIONAL ARRIVALS

## DIGITAL SPECTACULARS

TERMINAL  
**B**

LOCATION  
IN THE ARRIVALS AREA

REACH  
**8 MILLION  
PASSENGERS ANNUALLY**

Google  
We secure   
digital learning tools  
for American schools

 [safety.google/cybersecurity](https://safety.google/cybersecurity)

JCDecaux



LAX

DFW

BOS

MCO

IAH

HOU

MIA

BURBERRY

# LANDMARK

## DIGITAL SPONSORSHIP

TERMINAL  
**B**

LOCATION  
POST-SECURITY

REACH  
15.9 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA

# TIME TOWER

## DIGITAL SPONSORSHIP

TERMINAL  
**B**

LOCATION  
POST-SECURITY

REACH  
15.9 MILLION  
PASSENGERS ANNUALLY





LAX

DFW

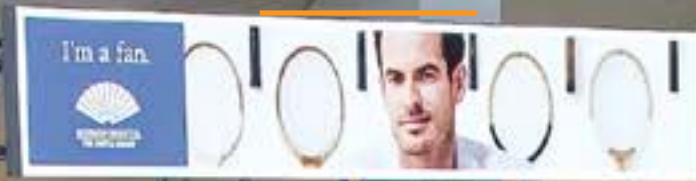
BOS

MCO

IAH

HOU

MIA



# STORYBOARD

## DIGITAL SPONSORSHIP

TERMINAL  
**B**

LOCATION  
POST-SECURITY

REACH  
15.9 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA

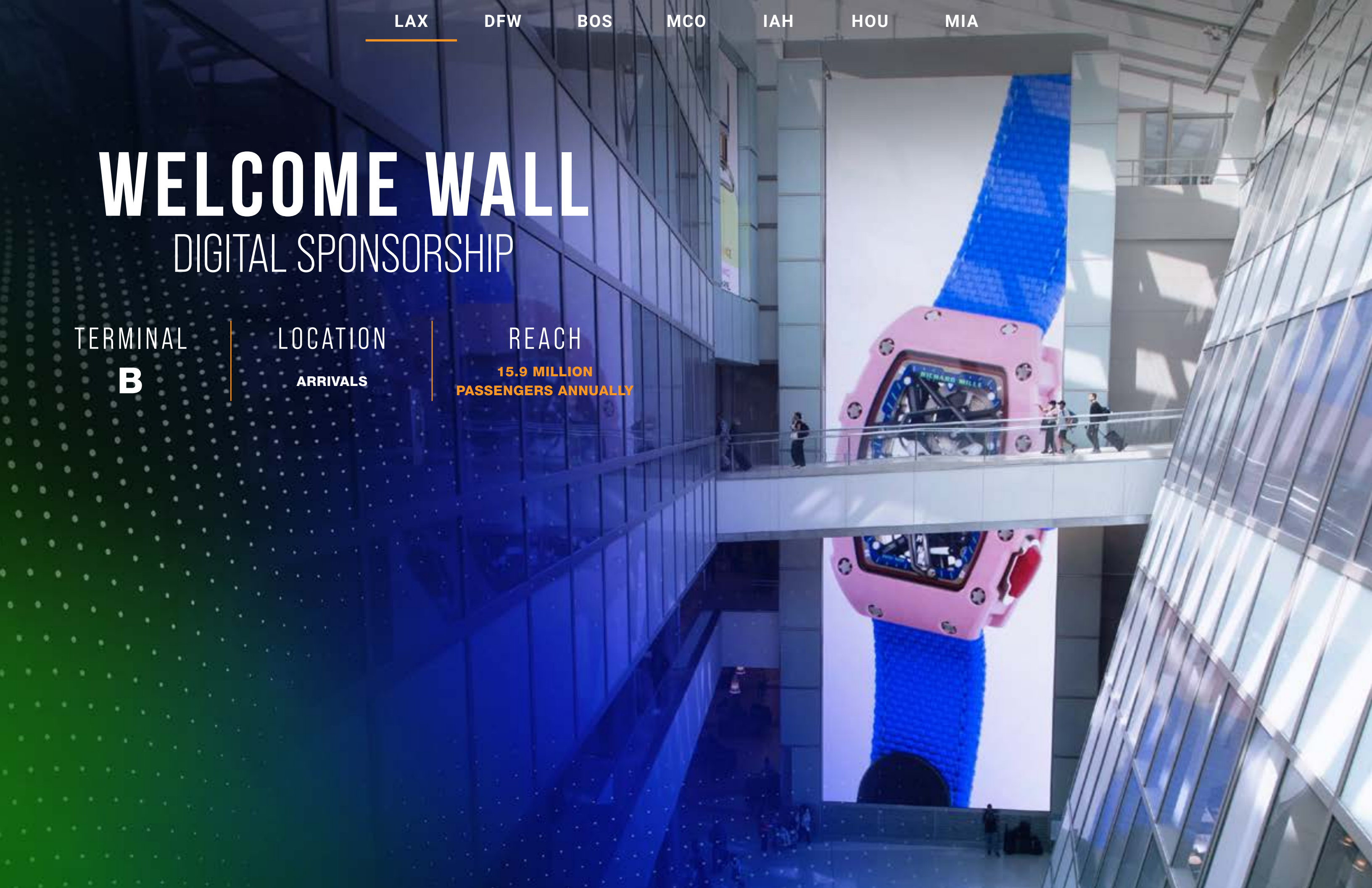
# WELCOME WALL

## DIGITAL SPONSORSHIP

TERMINAL  
**B**

LOCATION  
ARRIVALS

REACH  
15.9 MILLION  
PASSENGERS ANNUALLY





LAX

DFW

BOS

MCO

IAH

HOU

MIA

# BON VOYAGE WALL

## DIGITAL SPONSORSHIP

TERMINAL  
**B**

LOCATION  
POST-SECURITY

REACH  
15.9 MILLION  
PASSENGERS ANNUALLY





LAX

DFW

BOS

MCO

IAH

HOU

MIA

# CONCOURSE PORTALS

## DIGITAL SPONSORSHIP

TERMINAL  
**B**

LOCATION  
POST-SECURITY

REACH  
15.9 MILLION  
PASSENGERS ANNUALLY

L'OCCITANE  
EN PROVENCE

L'OCCITANE  
EN PROVENCE

L'OCCITANE

130-146



LAX

DFW

BOS

MCO

IAH

HOU

MIA



# DIGITAL BRAND TUNNEL

TERMINAL  
**B**

LOCATION  
CONNECTING TUNNEL

REACH  
15.9 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA



15

Gates 16 - 18

Gates 15 - 17

ROLEX



REBEL

# SOUTHWEST

## DIGITAL DOMINATION

TERMINAL

1

LOCATION

TSA TICKETING AREA

REACH

OVER 3.2 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA



# SOUTHWEST

## DIGITAL DOMINATION

TERMINAL

1

LOCATION

TSA TICKETING AREA

REACH

OVER 3.2 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA



# DELTA

## DIGITAL DOMINATION

TERMINAL

3

LOCATIONS

POST-SECURITY

REACH

4.6 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA



JCDecaux



# DELTA

## DIGITAL DOMINATION

TERMINAL

3

LOCATIONS

POST-SECURITY

REACH

4.6 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA

# DELTA

## DIGITAL DOMINATION

TERMINAL  
3

LOCATIONS  
POST-SECURITY

REACH  
4.6 MILLION  
PASSENGERS ANNUALLY

DIOR

JCDecaux

JCDecaux



LAX

DFW

BOS

MCO

IAH

HOU

MIA

Don't keep us waiting.

IHG<sup>®</sup>  
HOTELS & RESORTS

JCDecaux

# AMERICAN AIRLINES

LARGE FORMAT

TERMINAL

3

LOCATIONS

POST-SECURITY

REACH

4.6 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA

# VOGUE

JCDecaux

Gates 55 - 59

Terminal 4, 6 & B (Tom Bradley)  
Gates 40 - 225 • Bag Claim

## TERMINAL 5

### DIGITAL SPECTACULARS

TERMINAL  
5

LOCATIONS  
IN THE RETAIL /  
DINING CORE

REACH  
OVER 5.1 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA

look, a real smile in LA!



JCDecaux



Gates 50 - 54



Terminal 4, 6, 7, 8 & B (Tom Bradley)  
Gates 40 - 49, 60 - 225 • Bag Claim

# TERMINAL 5

## DIGITAL SPECTACULARS

TERMINAL  
5

LOCATIONS  
IN THE RETAIL /  
DINING CORE

REACH  
5.1 MILLION  
PASSENGERS ANNUALLY



## 61 & 63 Sessions

MIA

Gates 60 & 62    
Restrooms  

62

**VERONICA BEARD**

# TERMINAL 6

## DIGITAL DOMINATION

# TERMINAL

## 6

## LOCATIONS

### IN THE RETAIL / DINING AREA

REACH  
2.9 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA

SINCE 2018, WE'VE USED OVER 6 BILLION  
BOTTLES WORTH OF RECYCLED PLASTIC

TURNING YESTERDAY'S  
SPRITE INTO TODAY'S COKE.



THE  
*Coca-Cola*  
COMPANY

# TERMINAL 6

## DIGITAL DOMINATION

TERMINAL  
6

LOCATIONS  
AT TSA CHECKPOINT

REACH  
2.9 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA

When your itinerary  
is full but your  
stomach's empty



IT MATTERS  
WHERE  
YOU STAY.

Hilton  
FOR THE STAY

JCDecaux

↑ Gates 72-77, United Polaris Lounge

NEW MEXICO  
TRUE

# UNITED AIRLINES

## DIGITAL SPECTACULARS

TERMINAL

7

LOCATIONS

POST-SECURITY

REACH

4 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA

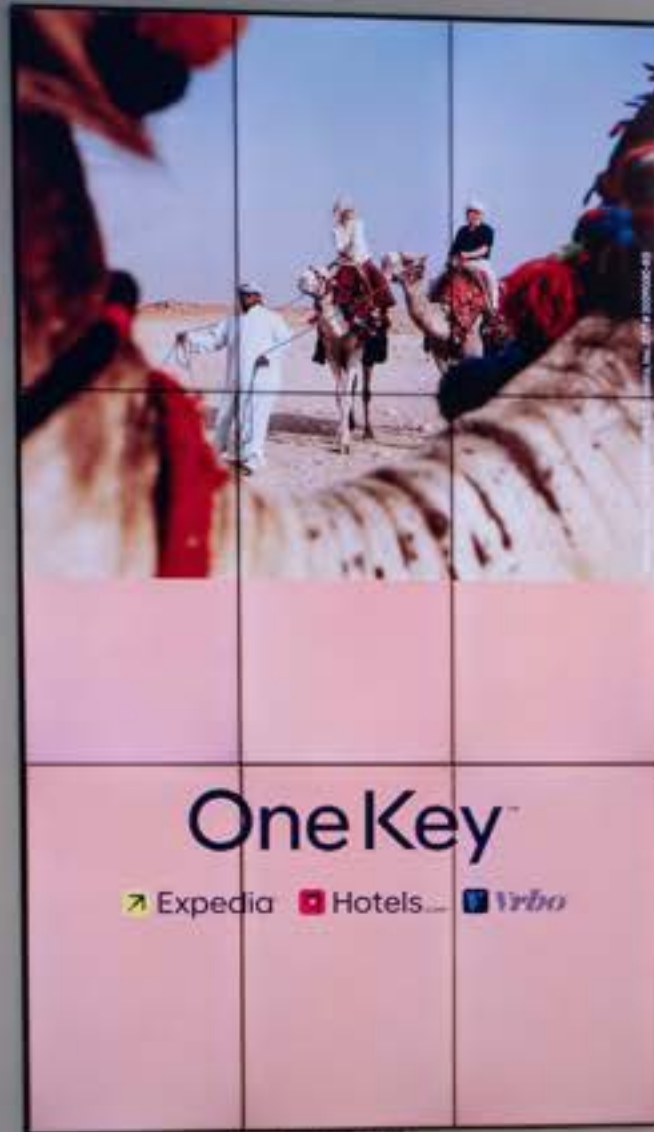
# UNITED AIRLINES

## ARRIVALS WALL

TERMINAL  
7

LOCATIONS  
IN THE ARRIVALS AREA

REACH  
4 MILLION  
PASSENGERS ANNUALLY





# DALLAS FORT WORTH

Dallas Fort Worth International has become a showcase for cutting-edge digital media and technology, offering brands a mix of iconic, premium ad structures in key airport areas. DFW's extended digital network allows advertisers to immerse the **81M annual travelers** passing through the airport in a highly strategy and impactful way.





LAX

DFW

BOS

MCO

IAH

HOU

MIA

# PRESTIGE

## DIGITAL NETWORK

TERMINAL  
**ALL**

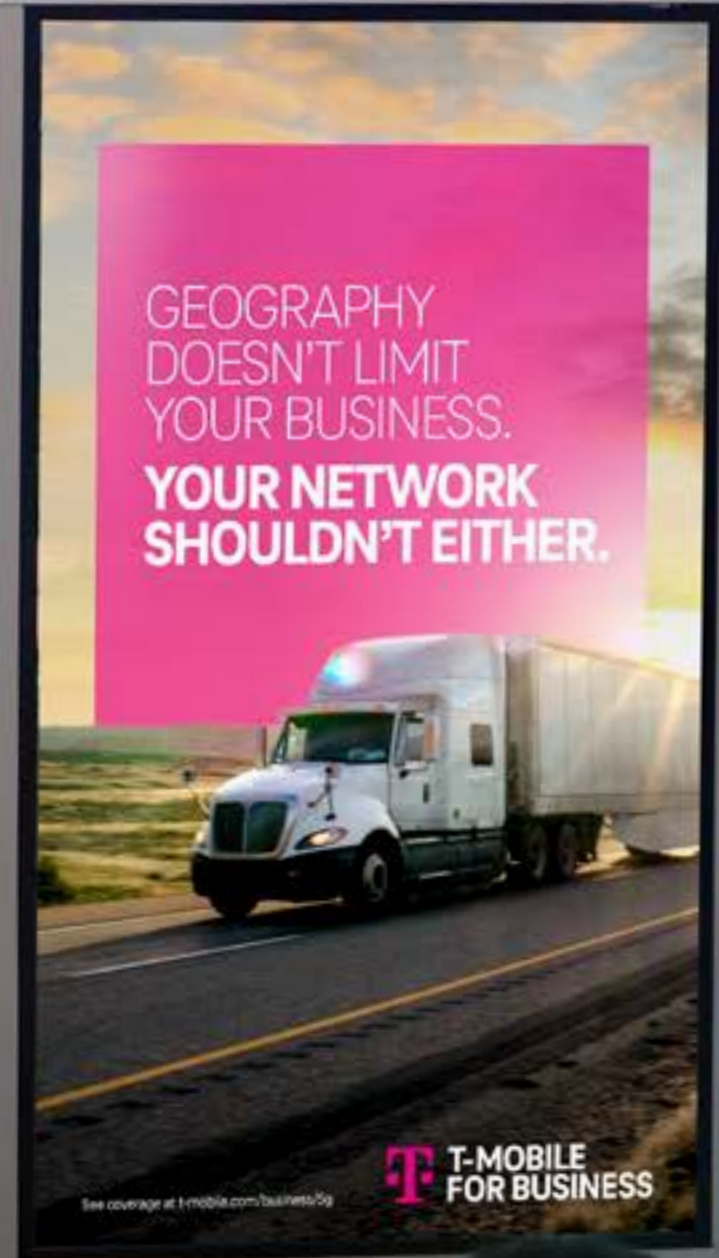
LOCATIONS  
POST-SECURITY

REACH  
**81 MILLION  
PASSENGERS ANNUALLY**

A36



A35



JCDeco



LAX

DFW

BOS

MCO

IAH

HOU

MIA

# GATEWAY

## DIGITAL NETWORK

TERMINALS

**ALL**

LOCATIONS

IN THE GATEHOLD AREAS

REACH

**81 MILLION  
PASSENGERS ANNUALLY\***





LAX

DFW

BOS

MCO

IAH

HOU

MIA

A lot, made a lot **easier.**  
That's **productivity**  
in **Slack.**



| Where the future works

JCDecaux



↑ Gates  
↑ Bag Claim C15  
↑ Ground Transportation  
↑ Skylink to: A B D E

# FULL AIRPORT

## DIGITAL SPECTACULAR NETWORK

TERMINAL  
**ALL**

LOCATIONS  
POST-SECURITY

REACH  
**81 MILLION  
PASSENGERS ANNUALLY**



Boston Logan welcomes over **40 million passengers annually and serves as a top business hub for frequent flyers**. As the college capital of the US, Boston boasts 50+ colleges and universities, making Logan a pivotal gateway for the academic community. Offering a variety of digital spectacles across its terminals brands have the ability to reach this audience effectively.



# BOSTON LOGAN





LAX

DFW

BOS

MCO

IAH

HOU

MIA

the  
ultimate  
travel  
companion



bos → atl   bos → lax

JCDecaux

↑ **C E** Terminals  
✈ Gates B19-B40



TERMINAL  
**ALL**

LOCATIONS  
POST-SECURITY

REACH

**40 MILLION  
PASSENGERS ANNUALLY**

Flight changes?

- Scan for updated  
itinerary and new  
boarding pass
- Rebook with the  
American app
- Visit [aa.com/flightchanges](https://aa.com/flightchanges)
- Get assistance here



LAX

DFW

BOS

MCO

IAH

HOU

MIA

# GATEWAY

## DIGITAL NETWORK

TERMINALS  
**B & E**

LOCATIONS  
IN THE GATEHOLD AREAS

REACH  
**17 MILLION  
PASSENGERS ANNUALLY**





LAX

DFW

BOS

MCO

IAH

HOU

MIA

YOUR  
EPIC  
SUMMER  
AWAITS

  
New Hampshire  
LIVE FREE

JCDecaux



# FULL AIRPORT

## DIGITAL SPECTACULAR NETWORK

TERMINAL  
**A, B & E**

LOCATIONS  
VARIOUS

REACH  
**28 MILLION  
PASSENGERS ANNUALLY**



# ORLANDO

Orlando International Airport **welcomes over 55 million passengers annually** and serves as the domestic and international gateway for the many tourist attractions the city has to offer. Several additions to our digital footprint we offer unparalleled opportunity to each this airport audience.





LAX

DFW

BOS

MCO

IAH

HOU

MIA

# PRESTIGE

## DIGITAL NETWORK

TERMINAL  
**ALL**

LOCATIONS  
POST-SECURITY

REACH  
55 MILLION  
PASSENGERS ANNUALLY

↑ Gates C230-C245



Energy  
technology,  
upgraded

Find us at DISTRIBUTECH



JCDecaux



LAX

DFW

BOS

MCO

IAH

HOU

MIA

# GATEWAY

## DIGITAL NETWORK

TERMINALS  
**A & B**

LOCATIONS  
IN THE GATEHOLD AREAS

REACH  
**49 MILLION  
PASSENGERS ANNUALLY**





LAX

DFW

BOS

MCO

IAH

HOU

MIA



# ESCALATOR ARRIVALS SPECTACULAR

TERMINAL  
**A,B**

LOCATIONS  
IN THE ARRIVALS AREA

REACH  
OVER 25 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA

Don't keep us waiting.

IHG  
HOTELS & RESORTS

## ARRIVALS

City	Airline	Flight	Time	Gate	Time	City	Airline	Flight	Time	Gate	Time
San Francisco	Delta	DL123	10:00 am	A1	10:15 am	Los Angeles	Delta	DL456	10:30 am	A2	10:45 am
London	British Airways	BA178	09:45 am	A3	10:00 am	Paris	Air France	AF123	10:15 am	A4	10:30 am
Amsterdam	KLM	KL600	10:00 am	A5	10:15 am	Brussels	Brussels Airlines	BR123	10:30 am	A6	10:45 am
Frankfurt	Lufthansa	LH456	10:15 am	A7	10:30 am	Munich	Lufthansa	LH789	10:45 am	A8	11:00 am
London Gatwick	easyJet	EZ888	10:30 am	A9	10:45 am	Paris	easyJet	EZ999	11:00 am	A10	11:15 am
New York-JFK	JetBlue	B6123	10:45 am	A11	11:00 am	New York-LGA	JetBlue	B6456	11:15 am	A12	11:30 am
New York-LAX	Delta	DL789	11:00 am	A13	11:15 am	New York-MIA	Delta	DL012	11:30 am	A14	11:45 am
New York-PHX	Delta	DL345	11:15 am	A15	11:30 am	New York-DCA	Delta	DL678	11:45 am	A16	12:00 pm

TUESDAY, NOVEMBER 10, 2020

5:43 PM

100% ON TIME

100% ON TIME

100% ON TIME

100% ON TIME

100% ON TIME

100% ON TIME

100% ON TIME

100% ON TIME

100% ON TIME

100% ON TIME

100% ON TIME

100% ON TIME

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100% ON TIME

100% ON TIME

ARRIVALS  
SPECTACULARSTERMINAL  
CLOCATIONS  
IN THE ARRIVALS AREAREACH  
OVER 3.5 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA

# 360 LED COLUMNS

TERMINAL  
C

LOCATIONS  
IN THE ARRIVALS AREA

REACH  
**OVER 3.5 MILLION  
PASSENGERS ANNUALLY**





# GEORGE BUSH

Houston is home to more energy companies than any other city. George Bush Intercontinental **serves over 41 million passengers annually**. Its large format Digital Spectacular program captures 85% of departures and offers brands maximum exposure at the Gateway to Houston!





LAX

DFW

BOS

MCO

IAH

HOU

MIA



HOUSTON

# PRESTIGE

## DIGITAL NETWORK

TERMINAL  
**ALL**

LOCATIONS  
PRE & POST-SECURITY

REACH  
41 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA

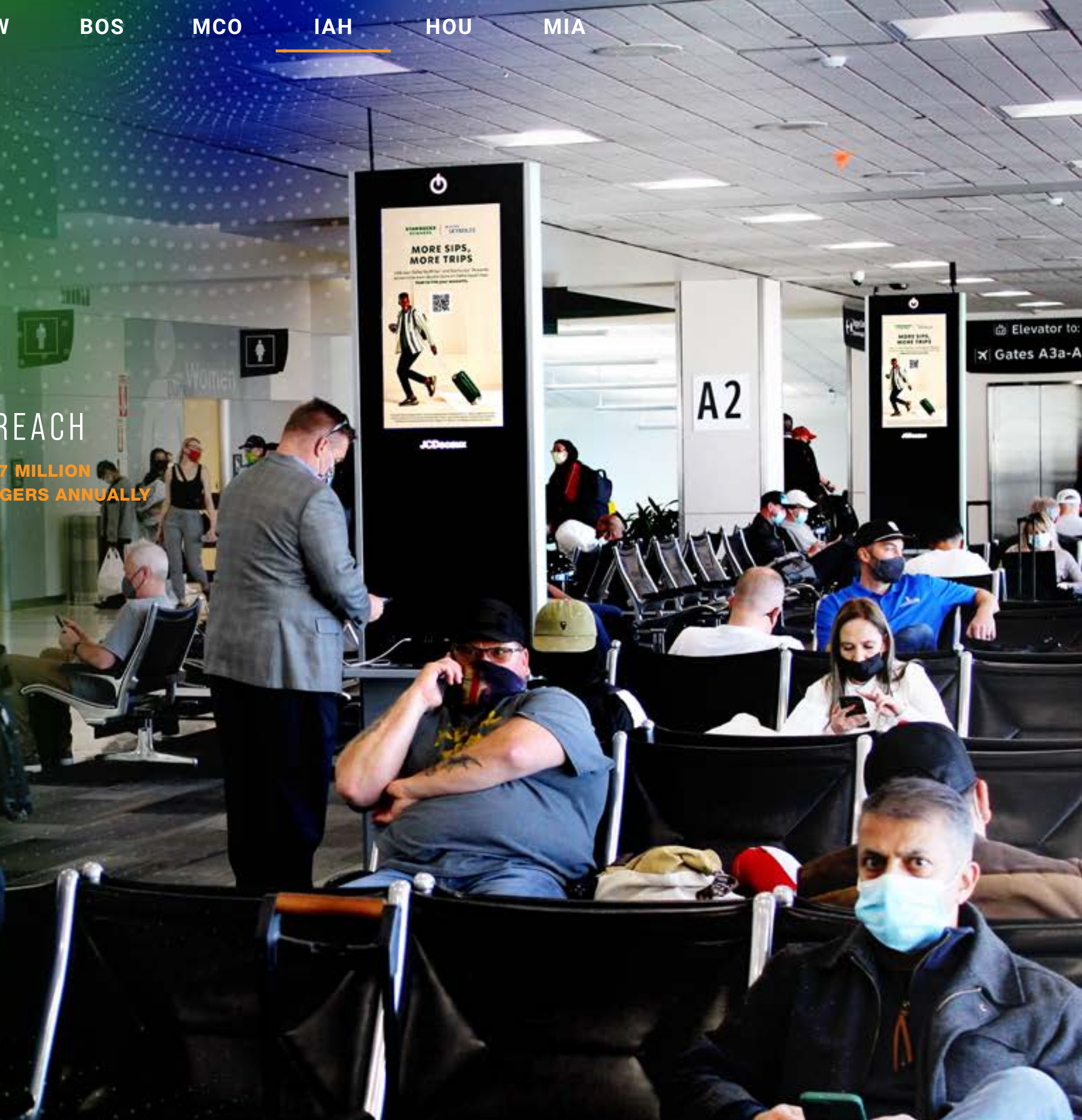
# GATEWAY

## DIGITAL NETWORK

TERMINALS  
**A, B & C**

LOCATIONS  
IN THE GATEHOLD AREAS

REACH  
**27 MILLION  
PASSENGERS ANNUALLY**





LAX

DFW

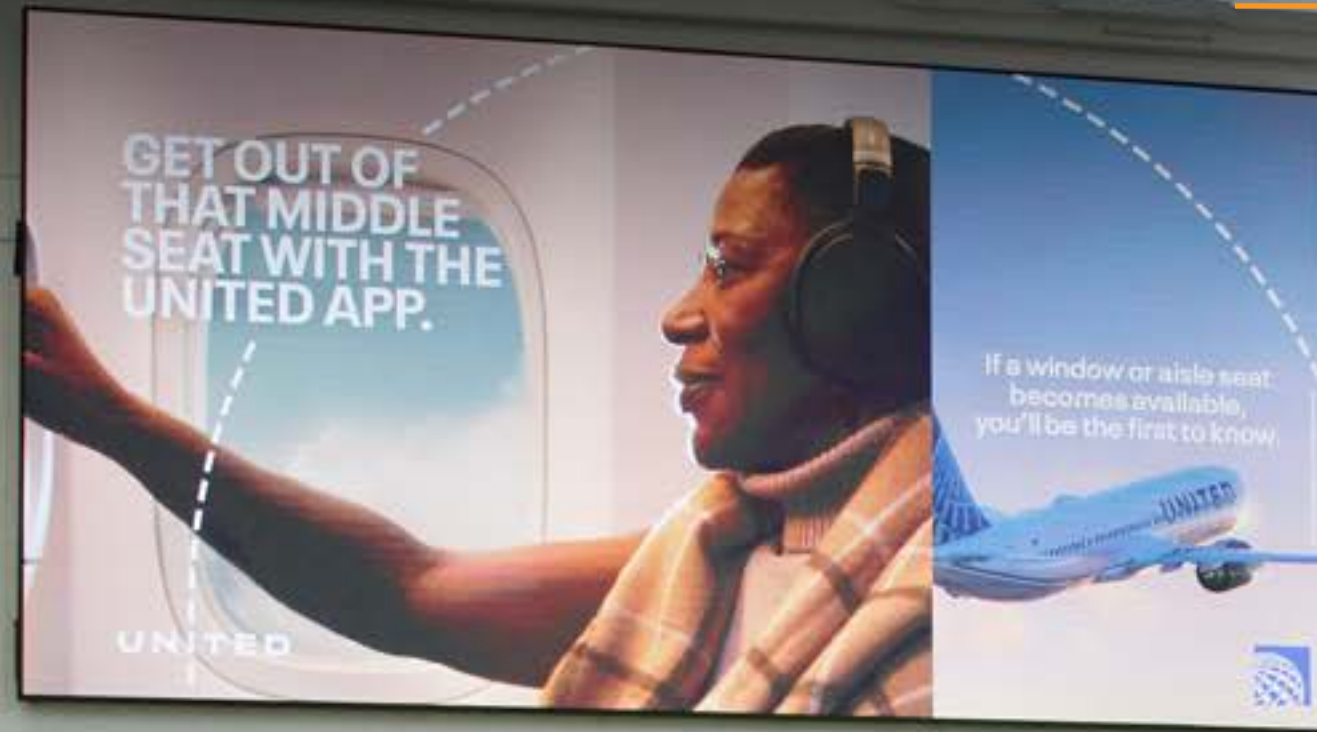
BOS

MCO

IAH

HOU

MIA



JOHNSTON & MURPHY

# FULL AIRPORT

## DIGITAL SPECTACULAR NETWORK

TERMINAL  
**ALL**

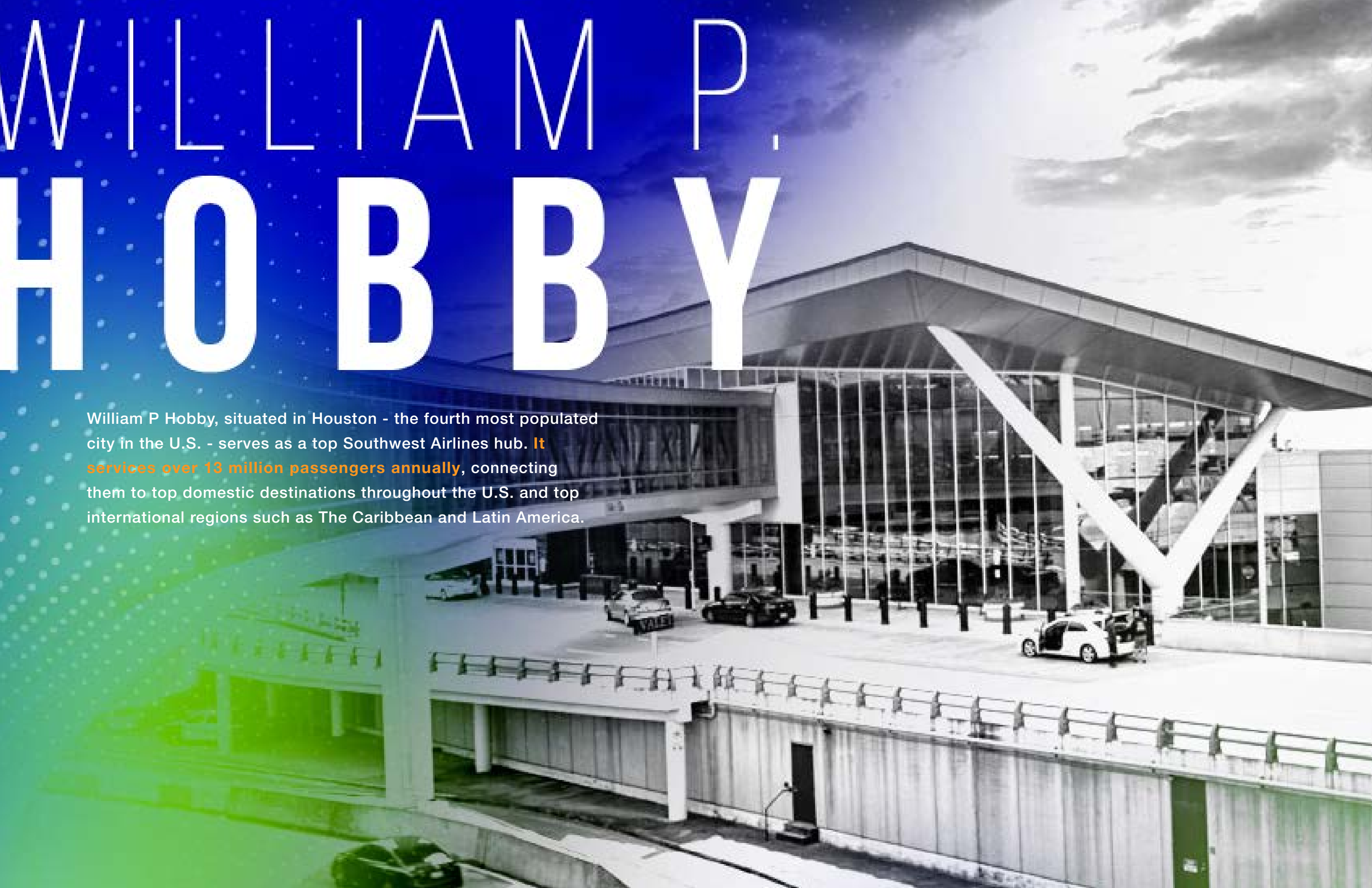
LOCATIONS  
VARIOUS

REACH  
**OVER 20 MILLION  
PASSENGERS ANNUALLY**



# WILLIAM P. HOBBY

William P Hobby, situated in Houston - the fourth most populated city in the U.S. - serves as a top Southwest Airlines hub. **It services over 13 million passengers annually**, connecting them to top domestic destinations throughout the U.S. and top international regions such as The Caribbean and Latin America.





LAX

DFW

BOS

MCO

IAH

HOU

MIA

The University of Texas at Austin  
**Texas MBA**  
WEEKENDS IN HOUSTON  
TexasMBA.com  
A World of Opportunity

JCDecaux

# PRESTIGE

## DIGITAL NETWORK

TERMINAL  
**ALL**

LOCATIONS  
POST-SECURITY

REACH  
13 MILLION  
PASSENGERS ANNUALLY



Travel Required.

LAX

DFW

BOS

MCO

IAH

HOU

MIA

# ARRIVALS

## DIGITAL WALL

TERMINAL  
CENTRAL

LOCATIONS  
IN THE ARRIVALS AREA

REACH  
OVER 6 MILLION  
PASSENGERS ANNUALLY



JCDecaux



# MIAMI



**Miami International Airport welcomes 52M passengers annually.** As the second most visited city in the country, MIA provides an unparalleled opportunity to reach both business and leisure travelers. JCDecaux now offers new digital spectaculars, complementing the existing digital and static signage.



LAX

DFW

BOS

MCO

IAH

HOU

MIA

# PRESTIGE

## DIGITAL NETWORK

TERMINAL

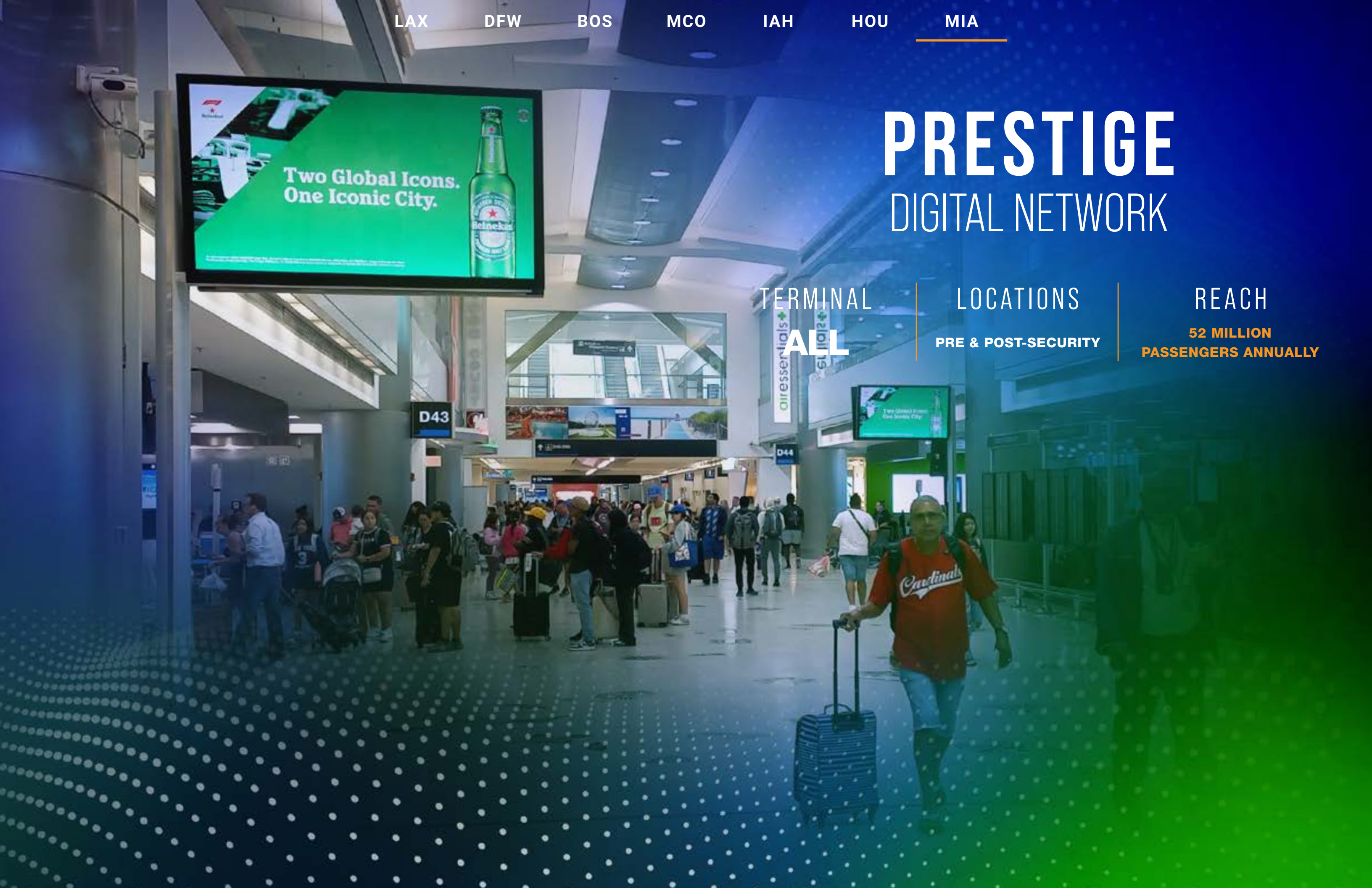
ALL

LOCATIONS

PRE & POST-SECURITY

REACH

52 MILLION  
PASSENGERS ANNUALLY





LAX

DFW

BOS

MCO

IAH

HOU

MIA

# GATEWAY

## DIGITAL NETWORK

TERMINALS  
**ALL**

LOCATIONS  
IN THE GATEHOLD AREAS

REACH  
**52 MILLION  
PASSENGERS ANNUALLY**

Next time,  
wear slip-  
ons.

60% of travelers think you  
should've been better  
prepared for TSA.\*

KAYAK

Baggage Claim  
Reclamo de Equipaje  
Terminal  
Terminal

DFA DUTY FR



LAX

DFW

BOS

MCO

IAH

HOU

MIA



# OVERHEAD

## DIGITAL SPECTACULARS

CONCOURSE  
**D**

LOCATIONS  
IN THE HEART OF THE  
RETAIL CORRIDOR

REACH  
OVER 28 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA

# DIGITAL BAND LED

CONCOURSE

D

LOCATIONS

IN THE HEART OF THE  
INT'L ARRIVALS AREA

REACH

OVER 5.6 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

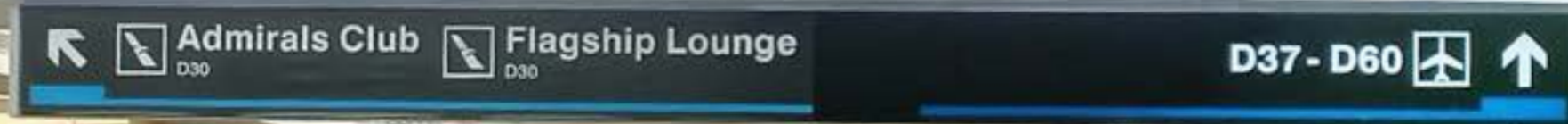
BOS

MCO

IAH

HOU

MIA



# DUTY-FREE

## DIGITAL SPECTACULAR

CONCOURSE

D

LOCATIONS

NEAR DUTY FREE SHOPS

REACH

OVER 28 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA



# DUTY-FREE

## DIGITAL SPECTACULAR

CONCOURSE

D

LOCATIONS

NEAR DUTY FREE SHOPS

REACH

OVER 28 MILLION  
PASSENGERS ANNUALLY



LAX

DFW

BOS

MCO

IAH

HOU

MIA



# CONCOURSE

## DIGITAL SPECTACULAR

CONCOURSE  
**D**

LOCATIONS  
POST-SECURITY

REACH  
OVER 28 MILLION  
PASSENGERS ANNUALLY



JCDecaux

DIOR



AIRPORT  
DIGITAL 2024