

JCDecaux

# FORMULA 1 2026 NETWORK

MIAMI INTERNATIONAL AIRPORT & PRIVATE AVIATION NETWORK  
AIRPORT ADVERTISING PACKAGES

May 1st-3rd 2026





# DOMINATE

AT MIAMI INTERNATIONAL AIRPORT  
FOR THE BIGGEST RACE OF THE YEAR

- Full Airport Digital Domination \*
- Large Format Digital Spectaculars
- Concourse Domination Program
- Arrivals Domination
- Ambassadorial Exteriors
- JCDcaux Elite
  - Miami
  - Austin
  - Las Vegas

\* AVAILABLE PROGRAMMATICALLY!

## Miami, Austin and Las Vegas

Formula 1 races annually generate a collective

**\$1.5 Billion**  
Visitor Spending

**1 Million+**  
Attendees

**1200+**  
Private Jets

**F1 2025**  
ADVERTISER  
SHOWCASE



CLICK HERE

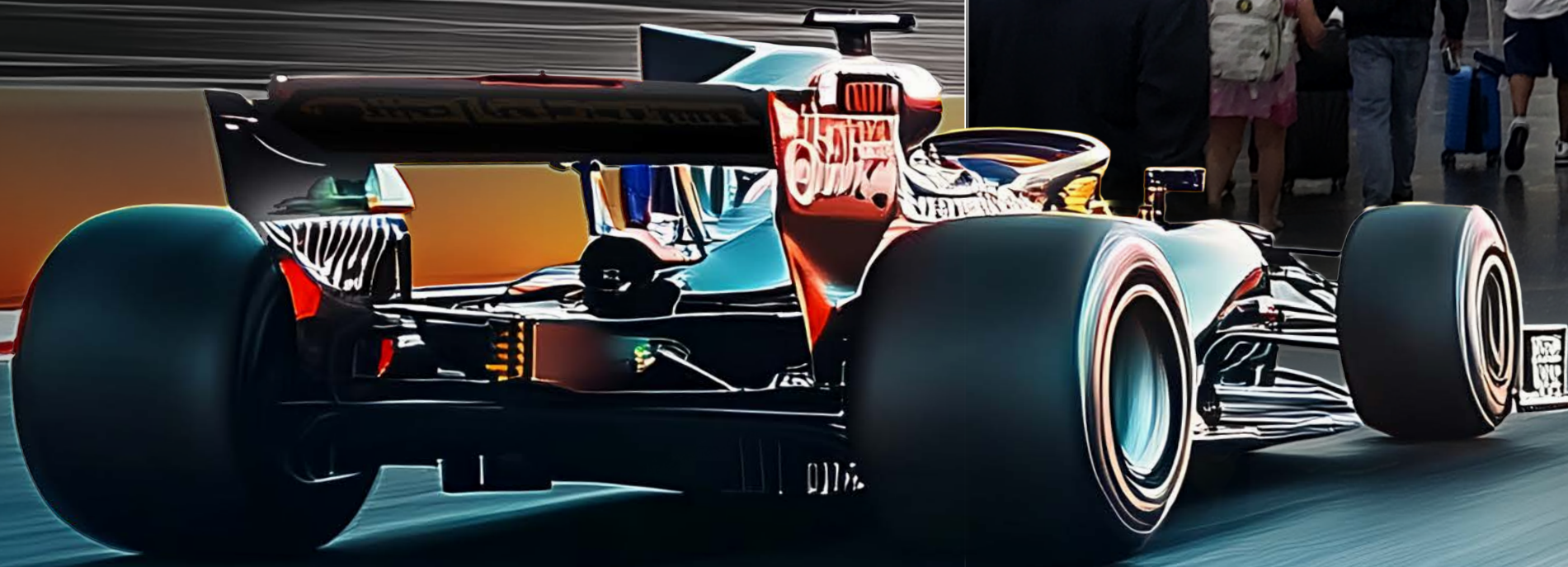


# FULL AIRPORT

## DIGITAL DOMINATION

Blanket Miami International Airport with this strategic high-definition digital network reaching 100% of arriving and departing passengers.

**102X** PRESTIGE  
DIGITAL  
NETWORK







# FULL AIRPORT DIGITAL DOMINATION

Strategically placed in gatehold areas, these high-impact units reach traffic throughout the entire airport while benefiting from extra dwell time as passengers wait to board.

**126X** GATEWAY  
DIGITAL  
NETWORK





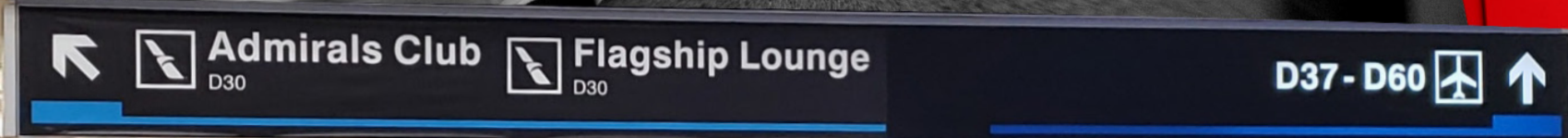
# LARGE FORMAT DIGITAL SPECTACULARS

Brands will dominate in both high traffic retail areas and key dwell areas throughout the airport with full motion creatives.

**4X** DOUBLE-SIDED  
OVERHEAD DIGITAL  
SPECTACULAR







# LARGE FORMAT DIGITAL SPECTACULARS

Dominate Miami's busiest concourse with this new oversized digital spectacular opportunity!

**2X** SUPERSIZED  
DIGITAL  
SPECTACULARS



Official Team Partner

**TeamViewer**  **AMG PETRONAS**  
FORMULA ONE TEAM



**From pit lanes  
to supply chains.**

The digital workplace company—connecting people with technology  
—enabling, improving, and automating digital processes.  
[teamviewer.com/workbetter](https://teamviewer.com/workbetter)

Whatever your digital workplace,  
make work **work better.**



# LARGE FORMAT DIGITAL SPECTACULARS

This standalone unit is strategically placed at the entrance to MIA's busiest concourse to reach a mass audience in this high-traffic location.

**1X** CONOURSE  
DIGITAL  
SPECTACULAR



# CONCOURSE

## DOMINATION PROGRAM

Immerse traveling fans with this domination program in the airport's largest and busiest concourse with these attention grabbing overhead placements.

**10X** SOFFIT  
DOMINATION







# CONCOURSE DOMINATION PROGRAM

Engage traveling fans in an experience like no other, with a domination program consisting of 6 soffit wraps and 4 column wraps for all-encompassing 360° views. This rotunda domination gives brands the opportunity to wow consumers with innovative exhibits and displays!

**1X** ROTUNDA  
DOMINATION





**AWS is how**  
Formula 1® brings fans  
closer to the data



# CONCOURSE DOMINATION PROGRAM

Reach Formula 1 fans as they travel in and out of Miami's busiest concourse in preparation for this year's race with an iconic, massive, and head-on wall wrap!

**1X**

OVERHEAD  
SHOWSTOPPER







# DOMESTIC ARRIVALS DOMINATION PROGRAM

Reach 100% of arriving passengers with the Domestic Arrivals Domination, consisting of 21 unique and impossible-to-miss column wraps.

**21X**

EXTENDED  
BRAND  
EXPOSURE







# INTERNATIONAL ARRIVALS DOMINATION PROGRAM

Captivate and reach 100% of arriving international fans as they pass the meeter/greeter section and head to the main exit points of the Airport.

**2X**

OVERSIZED HEAD-ON  
PLACEMENT



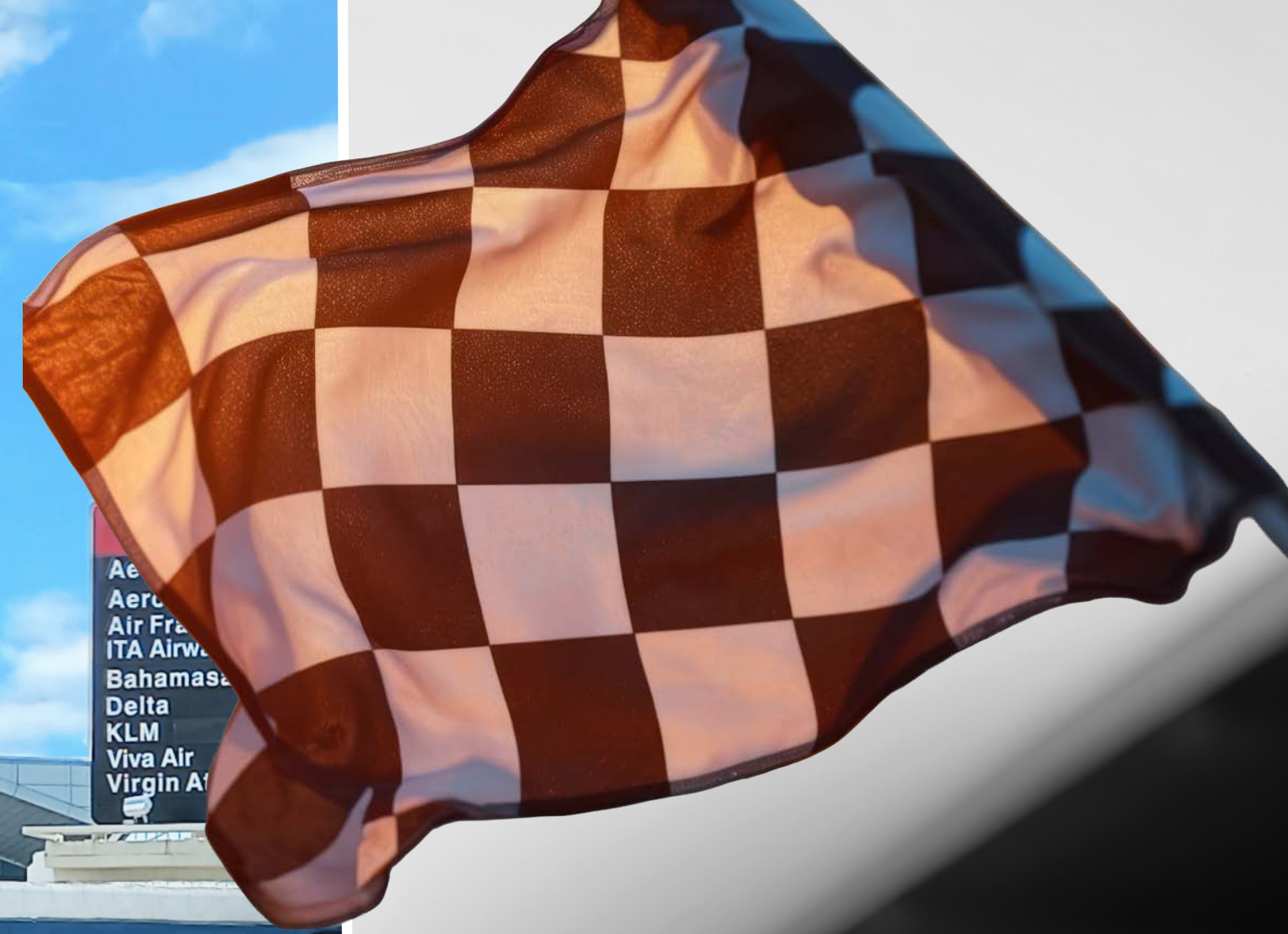


## INTERNATIONAL ARRIVALS DOMINATION PROGRAM

Capture the attention of international Formula 1 fans with this iconic digital domination, featuring one 180' LED display and 12 column wraps. This exclusive opportunity to a sole advertiser captures 100% of international arrivals as they walk down the airport ramp.

**12X** COLUMNS &  
1 DIGITAL RIBBON





# AMBASSADORIAL

## EXTERIOR

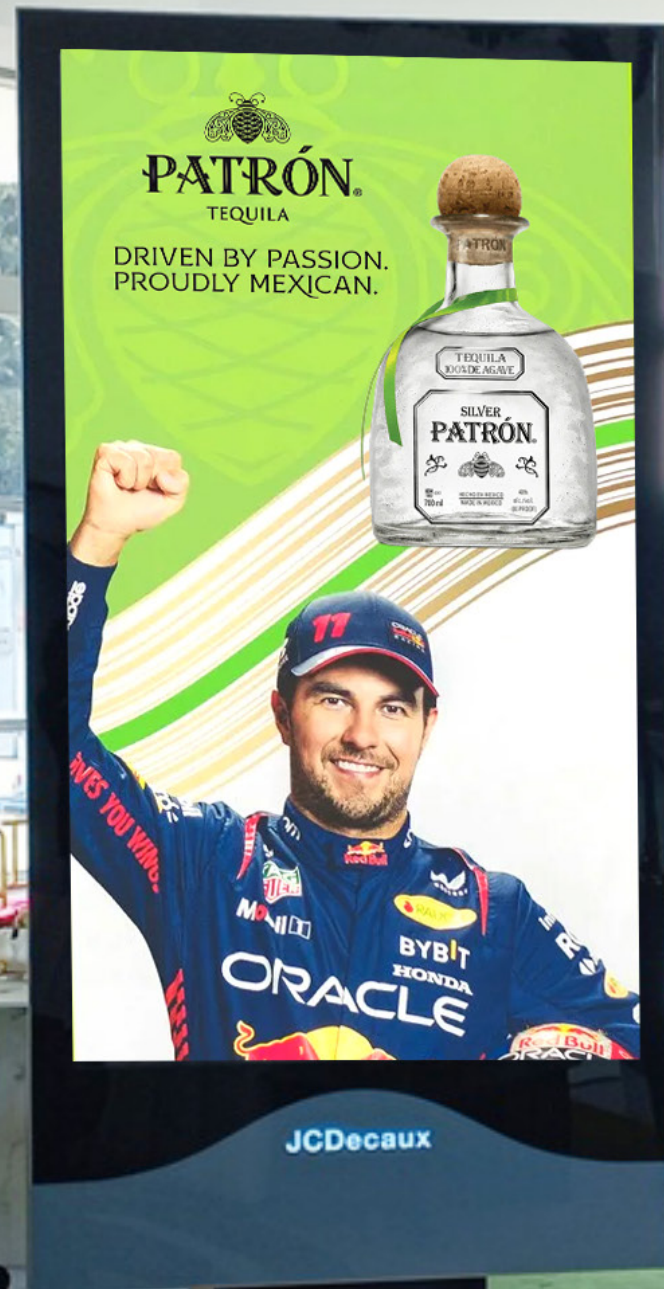
Make a statement with this large format ambassadorial exterior.

**1X**

GUARANTEED  
PROMINENT BRAND  
PLACEMENT



JCDecaux *Elite*



# MIAMI ELITE

## FORMULA 1 PROGRAM

Reach an exclusive audience of ultra wealthy motorsports fans with JCDecaux Elite with high impact digital and static advertising opportunities across 7 private airports in Southern Florida!

13X

VIBRANT DIGITAL  
SCREENS





JCDecaux *Elite*



# MIAMI ELITE

## FORMULA 1 PROGRAM

Reach an exclusive audience of ultra wealthy motorsports fans with JCDecaux Elite with high impact digital and static advertising opportunities across 5 private airports in the Miami area!

**2X**

EMBASSAIR  
AMBASSADORIAL  
EXHIBITS



JCDecaux *Elite*



# AUSTIN ELITE FORMULA 1 PROGRAM

Reach travelers headed to one of the most popular F1 races in the U.S. with our digital and static opportunities in Austin Bergstrom private terminal!

**October 23-25**

**1X**

DIGITAL SCREEN &  
4X STRATEGICALLY PLACED  
STATIC BANNERS



JCDecaux *Elite*

Presenting Partner of the  
Formula 1 Heineken Silver  
Las Vegas Grand Prix 2024

AMERICAN  
EXPRESS



# LAS VEGAS ELITE FORMULA 1 PROGRAM

With increased jet space at Harry Reid Int'l private terminal after the busy race last year, advertisers are bound to reach more wealthy passengers than ever during the 2024 Las Vegas Grand Prix!

November 19-21

2X

DIGITAL SCREEN &  
1X OVERSIZED WALL  
PLACEMENT



JCDecaux

# FORMULA 1

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