

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
- JCDecaux 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**



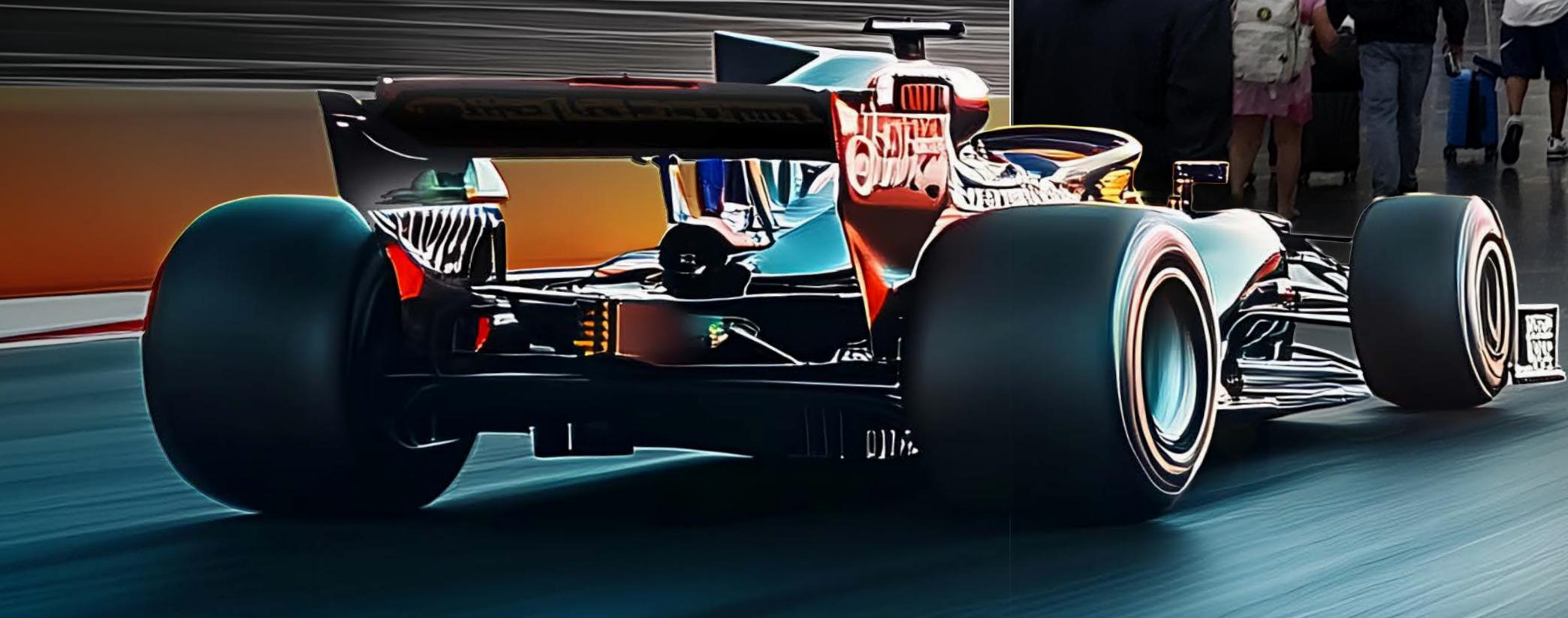
CLICK HERE

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



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



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 CONCOURSE
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.

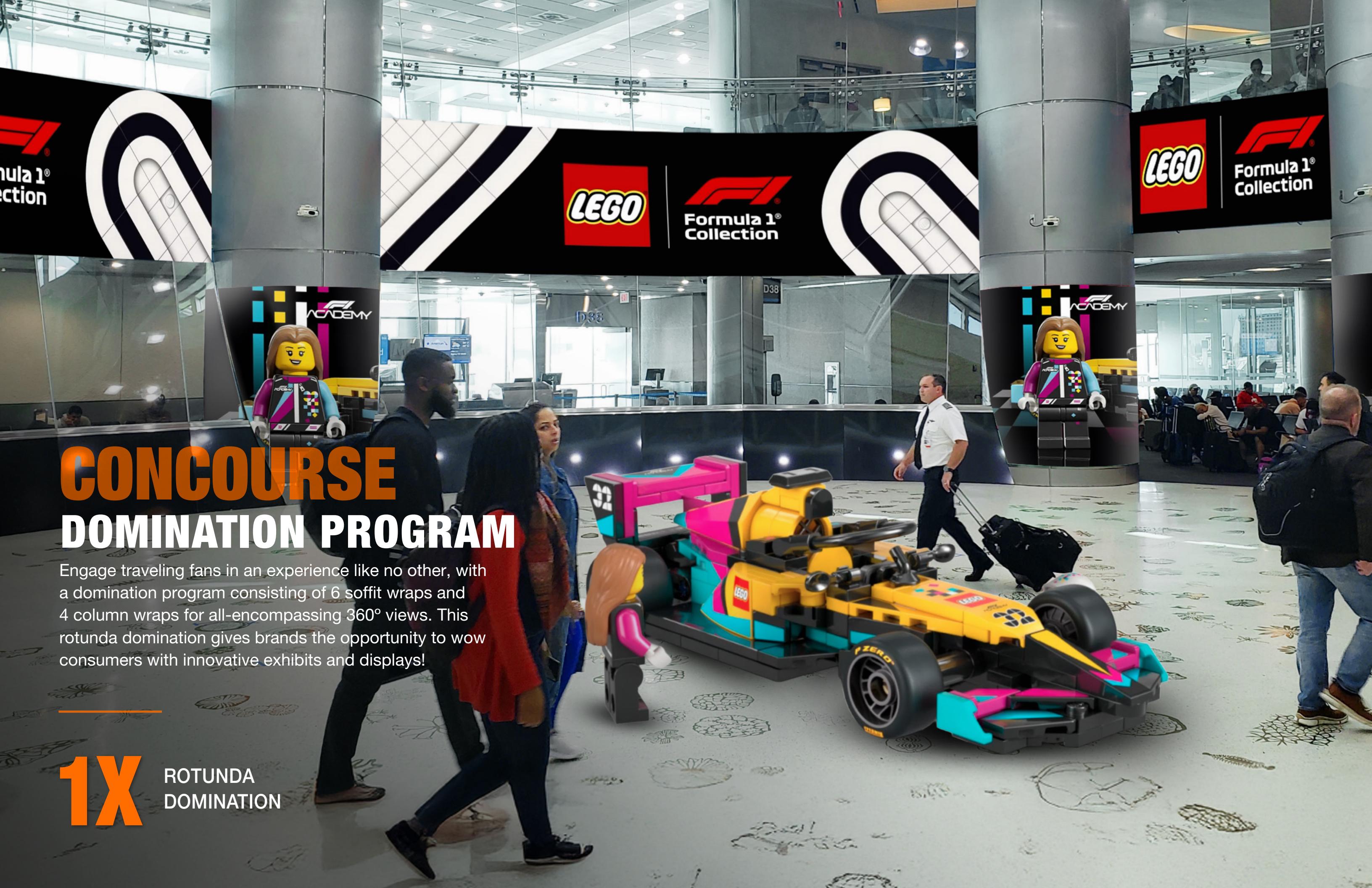
10X SOFFIT
DOMINATION

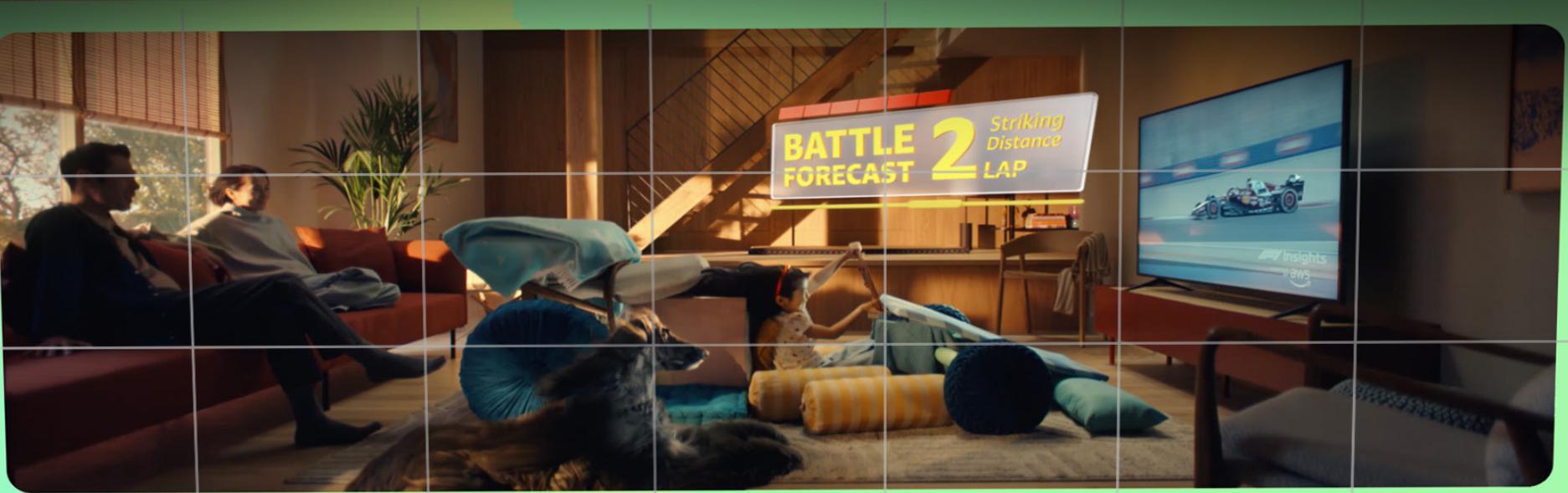


CONCOURSE DOMINATION PROGRAM

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





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*

Presenting Partner of the
Formula 1 Heineken Silver
Austin Grand Prix 2024

AMERICAN
EXPRESS

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



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