

JCDecaux

Uncloud your Cloud.

Get more straightforward Cloud solutions
for more business breakthroughs.

Keep Breaking Through

 unisys

← Gates E2-E9 Puertas E2-E9 ↑ Gate E1 Puerta E1 Walk to: Caminar a: ↑ Baggage Claim Recoger el equipaje

↑ Gate E9 Puerta E9 ↑ Walk to: Caminar a: ↑ Baggage Claim Recoger el equipaje

E1

GEORGE BUSH & HOBBY
HOUSTON AIRPORTS

IAH & HOU

INTERNATIONAL AIRPORTS

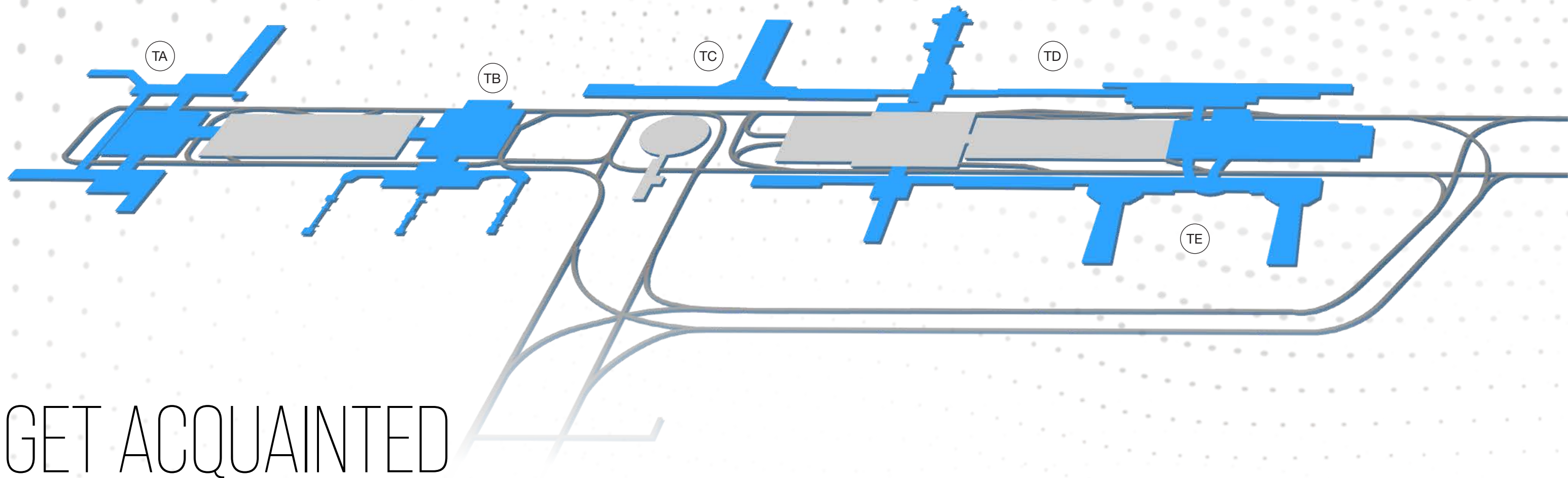
Home to premiere airports George Bush Intercontinental and William P. Hobby, Houston offers a global appeal and domestic draw for business decision makers and young professionals. As the **energy capital of the world**, JCDcaux's Houston airport advertising programs can help brands break ground on the largest Oil & Gas portals in the U.S. Both of our airports allow for a **full market domination**, but each can be bought separately in order to reach different audiences.



GEORGE BUSH INTERCONTINENTAL

is one of the busiest airports in the United States, welcoming over **48 million passengers in 2025!** Houston's economy extends beyond the energy industry; home to 26 Fortune 500 companies, the city draws in a large audience of elite business travelers.





GET ACQUAINTED

GEORGE BUSH INTERCONTINENTAL AIRPORT

IAH's **five terminals** offer a unique platform for advertisers to reach a cosmopolitan audience of trendsetters, frequent fliers, and business elite traveling on major airlines from around the world.

TA

American Airlines, Air Canada, Delta Airlines, Southwest Airlines, Alaska Airlines & more

TB/C/E

United Airlines

TD

AeroMexico, Air France, British Airways, Lufthansa, Emirates, Frontier Airlines, United Airlines, and more



WHICH MEDIA PROGRAM IS RIGHT FOR YOU?

JCDecaux's high-quality ad platforms allow brands to leverage ambassadorial positioning at IAH to capture the right audience at the right time.

- Prestige Digital Network
- Gateway Digital Network
- Digital Spectacular Network
- Static Domination
- Exteriors
- Private Aviation Media



HOUSTON

PRESTIGE DIGITAL NETWORK

Blanket George Bush Intercontinental Airport with this strategical high-definition digital network consisting of **96 Prestige Digital Units!** These vibrant screens offer full motion creatives and high frequency in premium locations throughout the airport, capturing passengers with head-on placements.

GATEWAY DIGITAL NETWORK

Strategically placed in gate hold areas, this network of **44 screens** reaches traffic throughout the entire airport while benefitting from extra dwell time as passengers wait to board.





DIGITAL SPECTACULARS NETWORK

Reach travelers with full-motion creatives on one of IAH's **7 Digital Spectaculars!** These large-than-life digital screens are located in all airport terminals and are strategically networked together to allure 100% of passengers.



EXECUTIVE TRIO DIGITAL SPECTACULARS

Target business travelers visiting the United Airlines Polaris and United Club lounges with these synchronized digital screens in IAH's busy Terminal E. The **three 100" screens** are perfectly positioned for maximum impact in this key travel zone.

2 billion
people a day use elevators and walkways
maintained and serviced with IFS.ai

Asset & Service Management
software from www.ifs.ai

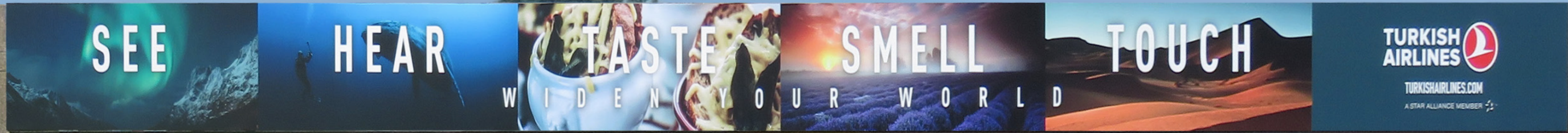


↑ ✈️ Gates B12-B19

Gates B20 ✈️ ↑

STATIC BANNER DOMINATION

Captivate travelers on a platform they can't turn off by immersing them in your brand with JCDecaux's Static Domination! Each site guarantees **100% SOV to a sole advertiser** and can be networked together to follow travelers on their journey.



18 FT 6 IN

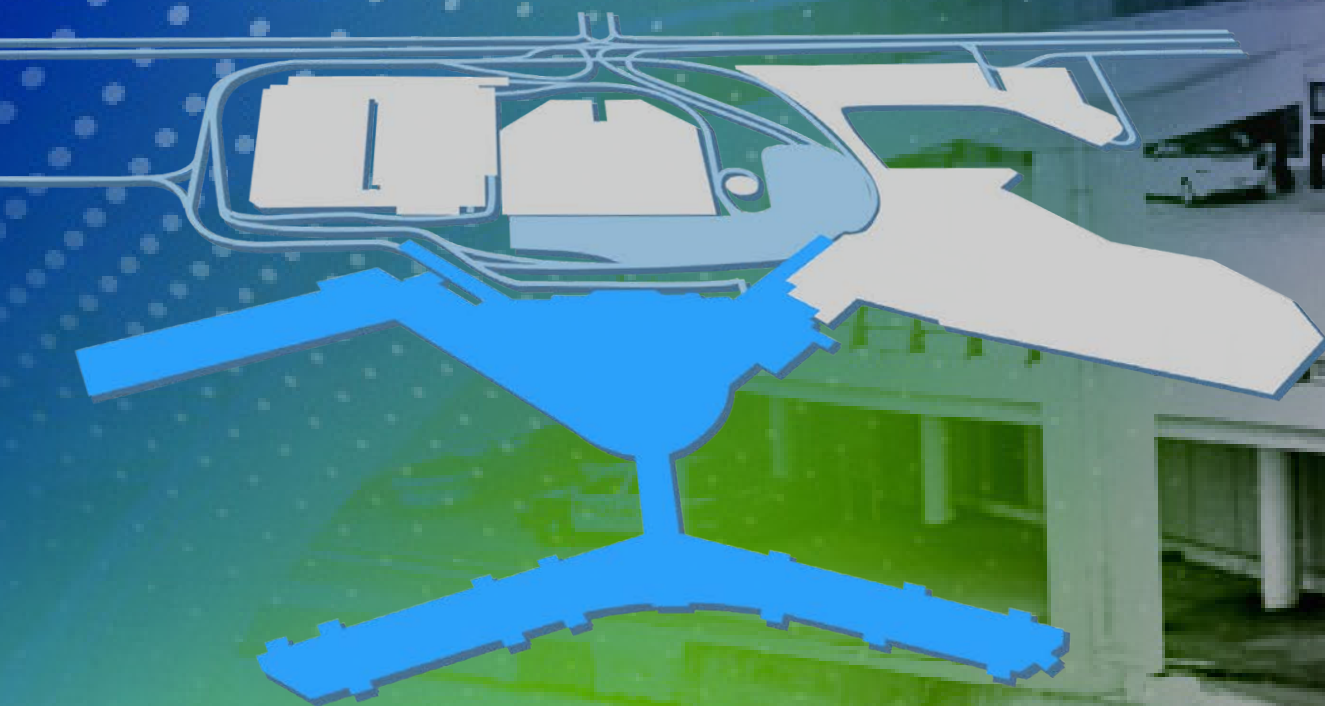


EXTERIORS

Capture passengers head-on as they enter and exit the airport loop with IAH's **4 impossible-to-miss exterior units!**

WILLIAM P. HOBBY INTERCONTINENTAL

welcomed nearly **14 million passengers** in 2025! As a market for education and healthcare in addition to large energy and oil corporations, HOU provides local companies with the opportunity for premium advertising.



WHICH MEDIA PROGRAM IS RIGHT FOR YOU?

JCDecaux's high-quality ad platforms allow brands to leverage ambassadorial positioning at HOU to capture the right audience at the right time.

- Prestige Digital Network
- Arrivals Digital Wall
- Static Domination
- Hanging Banners
- Private Aviation Media





PRESTIGE DIGITAL NETWORK

Dominate William P. Hobby Airport with this premiere digital network consisting of **12 digital screens!** Strategically placed throughout the entire airport, these vibrant, full-motion screens engage travelers head-on and captivate them in your brand!

ARRIVALS DIGITAL WALL

Capture **100% of arriving passengers** with this oversized digital display. Placed along the main concourse leading to baggage claim, this larger-than-life screen allows for vibrant, full motion creatives.



Raising the standard in cancer care

THE UNIVERSITY OF TEXAS
~~MD Anderson~~
Cancer Center
Making Cancer History®

↑  GATES 1-5

EXIT
↓  Baggage Claim Ground Transportation  ↓

EXIT ONLY
NO RE-ENTRY

EXIT

Baggage
Claim
→

Gates
1-5
←

Exit
to
Baggage
Claim
→

STATIC BANNER DOMINATION

Create an immersive branded experience with HOU's static domination! These **oversized signs** can be networked together to capture travelers throughout the airport journey and provide an ambassadorial appearance guaranteeing **100% SOV**.

Dr. Refuerzo
Maternal-Fetal Medicine
Specialist

UTHealth Houston
WOMEN'S AND CHILDREN'S CARE

Dr. Papanna
Fetal Surgery

UTHealth Houston
RENOWNED FOR COMPLEX CASES

Gate
42

The many faces of
UTHealth
Houston

↑ ✈️ Gates 44-49
Puertas 44-49

Dr. Adeyemo
Neonatology

UTHealth Houston
WOMEN'S AND CHILDREN'S CARE

Gates 50-51 ✈️ ↑
Puertas 50-51

Gate
43

Gate
45

UTHealth
Houston

Gate
44

HANGING BANNER DOMINATION

Dominate the airport travel journey with HOU's hanging banner domination! This unique placement captures travelers as they navigate the airport and benefits from **extended dwell time** as passengers wait at their gates.

PRIVATE AVIATION DIGITAL MEDIA DOMINATION

Target the **ultra-wealthy** in Houston with our elite private aviation media network. High resolution digital screens are placed at key points in **IAH and HOU private terminals** for maximum impact with this exclusive audience.

This network can be purchased as a Texas domination reaching **Houston, Dallas, & Austin across 5 terminals** or as our full coverage package of 75 screens across 46 terminals for coast-to-coast coverage.



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GEORGE BUSH & HOBBY
HOUSTON AIRPORTS