

JCDecaux

the ultimate travel companion

smart smart

bos → atl bos → lax

JCDecaux

This advertisement features two clear plastic water bottles with blue labels that say "smart". The text "the ultimate travel companion" is on the left. Below the bottles are the flight routes "bos → atl" and "bos → lax". The JCDecaux logo is at the bottom.

↑ C E Terminals
✈ Gates B19-B40

the ultimate travel companion

smart smart

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A smaller version of the smart water bottle advertisement, showing the same text and product images.

C E Terminals
Gates B23-B40

B 21
B 20

BOSTON LOGAN INTERNATIONAL



BOSTON LOGAN INTERNATIONAL

Boston Logan International Airport welcomed over **43M passengers in 2025**, capturing the attention of affluent residents, global travelers, business elite, college students and more as they enter and exit the market. In addition to hosting **18 Fortune 500 companies' headquarters** and **44 colleges and universities**, Boston is also ranked as the **#1 U.S. city for healthcare**, offering access to some of the **highest ranked hospitals in the world**.

GET ACQUAINTED

BOSTON LOGAN INTERNATIONAL AIRPORT

BOS' four terminals offer a unique platform for advertisers to reach a cosmopolitan audience of trendsetters, frequent flyers, and business elite traveling on major airlines from around the world.

TA

Delta Airlines

TB

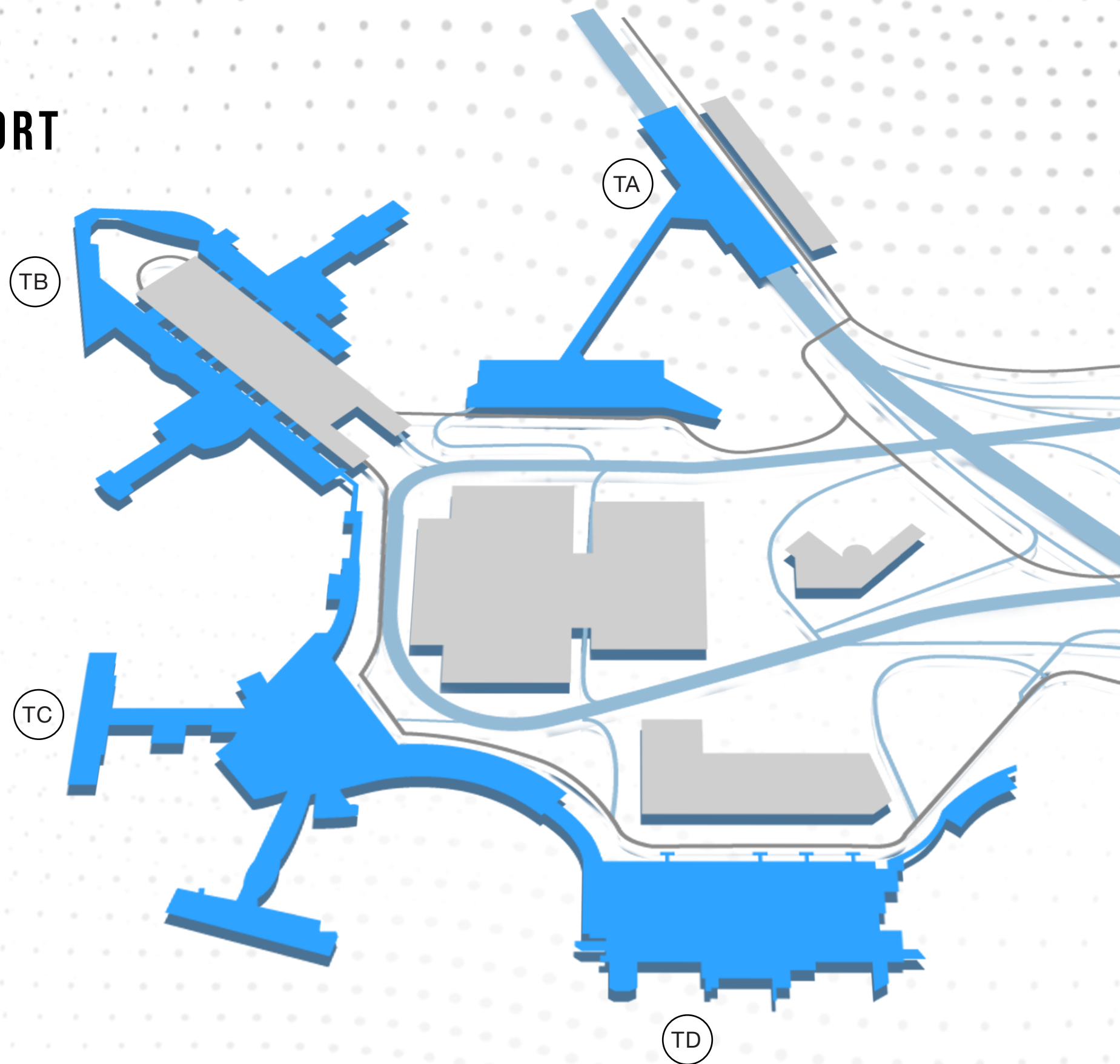
United Airlines, American Airlines, Air Canada, Alaska Airlines, Southwest Airlines

TC

JetBlue, Aer Lingus, Air Portugal, Cape Air, Etihad

TD

British Airways, Emirates, Air France, Lufthansa, Japan Airlines, Qatar Airways & more





WHICH MEDIA PROGRAM IS RIGHT FOR YOU?

JCDecaux's mixture of iconic ad platforms, paired with opportunities for full-service sponsorships, allow brands to leverage ambassadorial positioning at BOS to capture the right audience at the right time.

- Prestige Digital Network
- Gateway Digital Network
- Digital Spectaculars
- Static Domination
- Exhibits
- Exterior Totems
- Exterior Skybridges



PRESTIGE DIGITAL NETWORK

Blanket Boston Logan International Airport with this high-definition digital network consisting of **100 synched digital screens!** These vibrant screens offer full-motion creatives and high frequency in premium locations throughout the airport, capturing both arriving and departing passengers with head-on placements in gate hold lounges and retail corridors.




Baggage Claim
Ground Transport

Baggage Claim
Gates B1-B5, B15-B36
Elevator to Gate B9

You know *chowdah.*
We know *cheddah.*

Scan to learn more



TIAA Wealth Management
Invest in your *worth.*

JCDecaux

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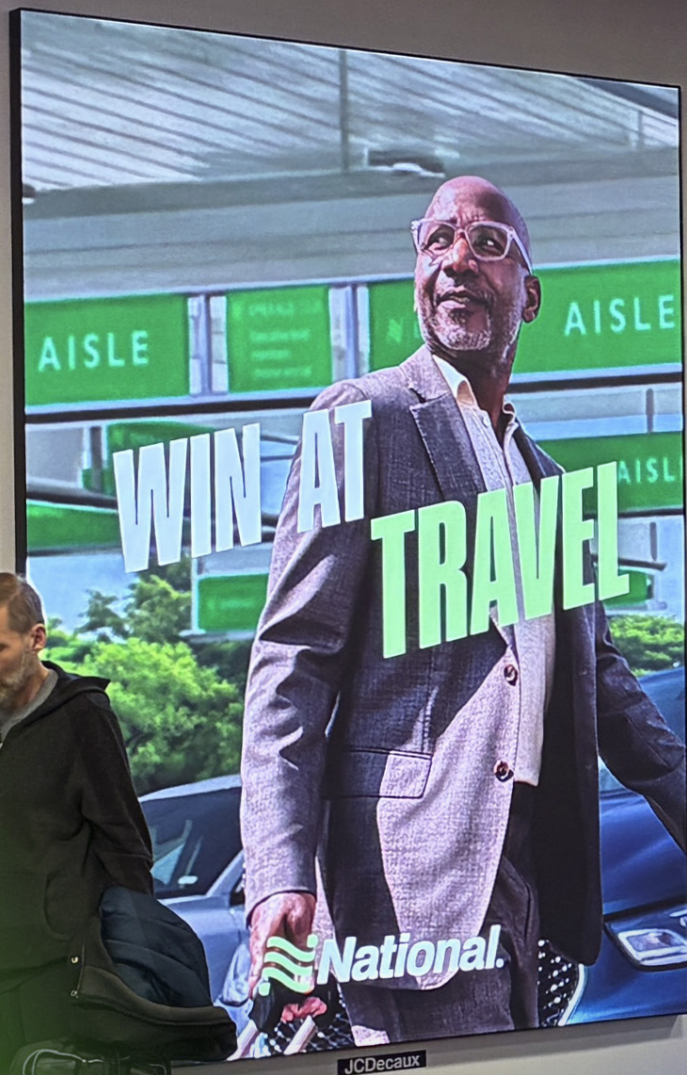


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GATEWAY DIGITAL NETWORK

Spread throughout gate hold areas and central concourses, this high-impact network reaches traffic throughout the entire airport while benefitting from extra dwell time as passengers wait to board.



DIGITAL SPECTACULARS

Reach travelers head-on with full-motion creatives on one of BOS' **four Digital Spectaculars!** These larger-than-life digital screens are available in two terminals and can be purchased as standalone opportunities or strategically networked together to capture travelers throughout the airport.

*Lightly
Fantastic*

*Lightly
Fantastic*

*Lightly
Fantastic*

THE LEGAL DRINKING AGE IN MASSACHUSETTS IS 21. DO NOT CONSUME DURING PREGNANCY OR IN CONNECTION WITH THE OPERATION OF HEAVY MACHINERY, OR WHILE DRIVING. ENJOY RESPONSIBLY. | HARD SELTZER WITH JUICE FROM CONCENTRATE AND WITH OTHER NATURAL FLAVORS | ©2023 HARD SELTZER BEVERAGE COMPANY, LLC. TRUZYHARDSSELTZER.COM

STATIC DOMINATION

Follow travelers throughout their journey with JCDecaux's Static Domination Network! This opportunity guarantees **100% SOV** to a sole advertiser and maximizes views without interruptions.



EXHIBITS

Immerse business elite and leisurely travelers alike with an experience unlike any other! This experiential space allows consumers to **see, feel, and interact** with products first hand.

WORLD
MATERCARD®





EXTERIOR TOTEMS

Reach **100% of passengers on major roadways** leading into and out of BOS with JCDecaux's eye-catching units! These uninterrupted static exteriors can be bought to have coverage throughout the airport terminals with a total of **28 double-sided totems**.

When banks go low, we go high.

Wicked high corporate card limits and rewards.



 Brex

EXTERIORS

In addition to our premium totem exteriors, you can captivate travelers on one of our **four exterior skybridges!** These striking exteriors allow a brand to be an airport ambassador, greeting travelers with images that are simply impossible to miss!

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A billboard advertisement for smart water bottles. The text reads "the ultimate travel companion" in large blue letters. Below this, two clear plastic water bottles are shown, each with a blue "smart" logo. Underneath the bottles, the text "bos → atl" and "bos → lax" is displayed. The JCDecaux logo is at the bottom of the billboard.

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