

JCDecaux



GET AWAY  
TO IT ALL

CHOCTAW  
CASINO & RESORT  
DURANT

JCDecaux

DALLAS FORT WORTH  
INTERNATIONAL



# DALLAS FORT WORTH INTERNATIONAL

Dallas / Fort Worth International Airport is ranked the **4th busiest airport in the world** and the 2nd busiest in the nation, welcoming over **85M** passengers in 2025! Nested in one of the largest and fastest-growing metropolitan areas in the U.S., and a **prime convention destination**, DFW advertising reaches affluent local residents, global travelers, and a large audience of business elite.

# GET ACQUAINTED

## DALLAS FORT WORTH INT'L AIRPORT

DFW's five 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

American Airlines

TB

American Airlines

TD

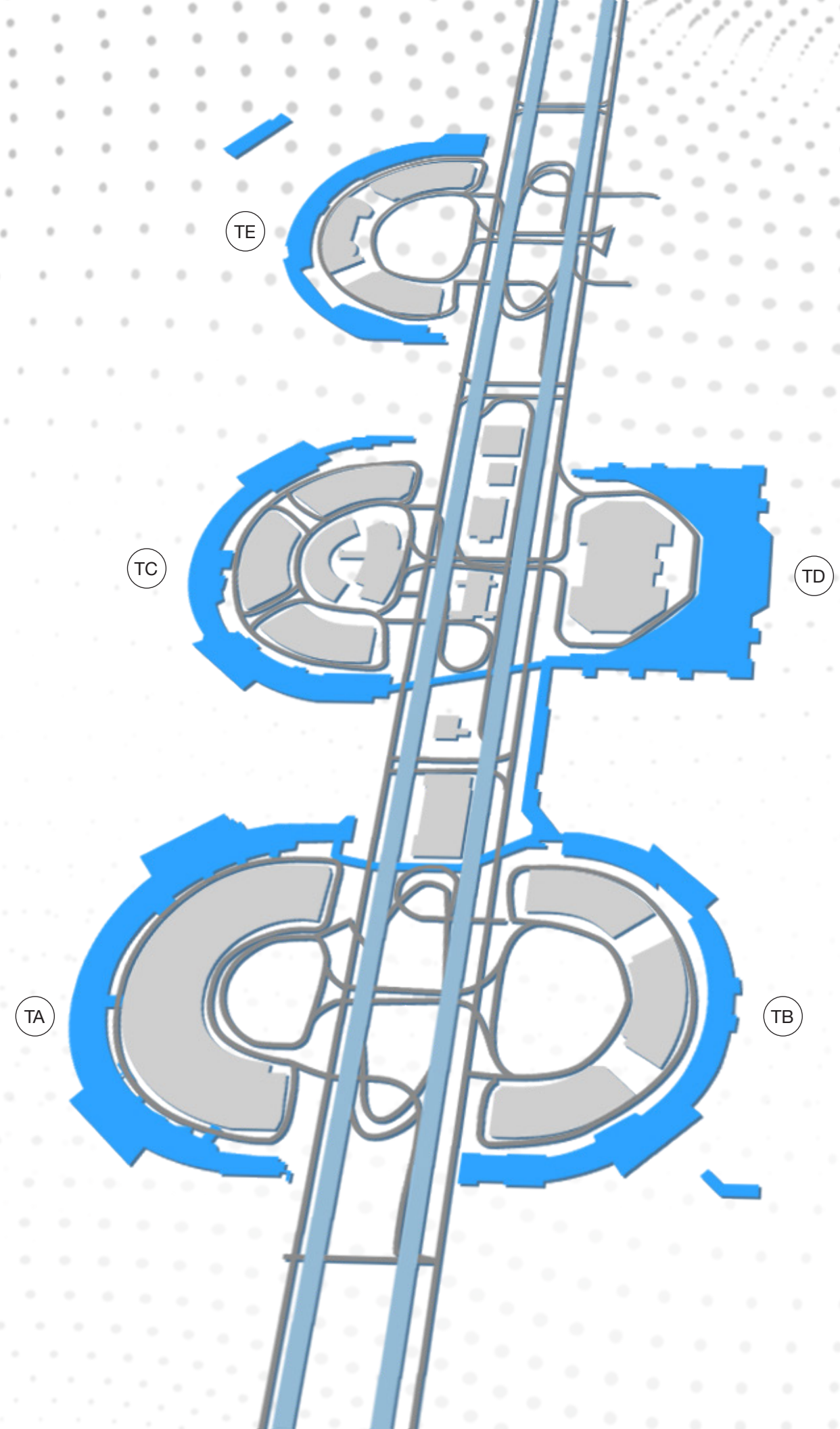
Air France, American Airlines, British Airways, Emirates, Japan Air, Turkish Airways, Qatar Airways & more

TC

American Airlines

TE

Air Canada, Alaskan Airlines, Delta Airlines, Frontier Airlines, jetBlue, United Airlines, Spirit Airlines, & more





*Coca-Cola*  
**PROUD  
SPONSORS  
OF EXCESSIVE  
CELEBRATIONS**

© 2018 The Coca-Cola Company

JCDecaux

B11



*Coca-Cola*  
**PROUD  
SPONSORS  
OF EXCESSIVE  
CELEBRATIONS**

JCDecaux

## WHICH MEDIA PROGRAM IS RIGHT FOR YOU?

JCDecaux's mixture of iconic ad platforms allow brands to leverage ambassadorial positioning at DFW to capture the right audience at the right time.

- Prestige Digital Network
- Gateway Digital Network
- Digital Spectaculars
- Static Domination
- Skylink Sponsorship
- Jetbridges
- Exteriors

# D25

THIS IS  
**GAME-CHANGING  
INNOVATION**  
WITH T-MOBILE  
FOR BUSINESS.



T-MOBILE  
FOR BUSINESS

PGA  
OF AMERICA  
1916

EXCLUSIVE 5G PARTNER

JCDecaux

↑ Gates D27-D37

# D27

THIS IS  
**GAME-CHANGING  
INNOVATION**  
WITH T-MOBILE  
FOR BUSINESS.



# D28

THIS IS  
**GAME-CHANGING  
INNOVATION**  
WITH T-MOBILE  
FOR BUSINESS.



## PRESTIGE DIGITAL NETWORK

Blanket Dallas/Fort Worth International Airport with this high-definition digital network consisting of **144 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 in gate hold lounges and retail corridors

DOORDASH

SKIP THE LINE.  
BOARD ON TIME.  
PAY NO FEES.

SCAN TO START YOUR ORDER.

JCDecaux

Link connection to: Admirals Club - A23  
C D E Ground Transportation Bag Claim

Ground Transportation Bag Claim  
Taxis - A13

# GATEWAY DIGITAL NETWORK

Strategically placed in gate hold areas, this network of **36 screens** provides airport-wide coverage while benefitting from extra dwell time as passengers wait to board.

When you need  
to travel with  
your buddy,  
Buddy,



**IT  
MATTERS  
WHERE  
YOU STAY.™**

Book Pet-Friendly Stays at [Hilton.com](https://www.hilton.com)



© 2023 Hilton. All rights reserved.

JCDecaux

DFW

# DIGITAL SPECTACULAR NETWORK

Reach travelers with full-motion creatives on one of DFW's **15 Digital Spectaculars!** These larger-than-life digital screens are now available in all airport terminals and can be strategically networked together to capture 100% of the airport audience.

RÉPUBLIQUE  
FRANÇAISE

Liberté  
Égalité  
Fraternité

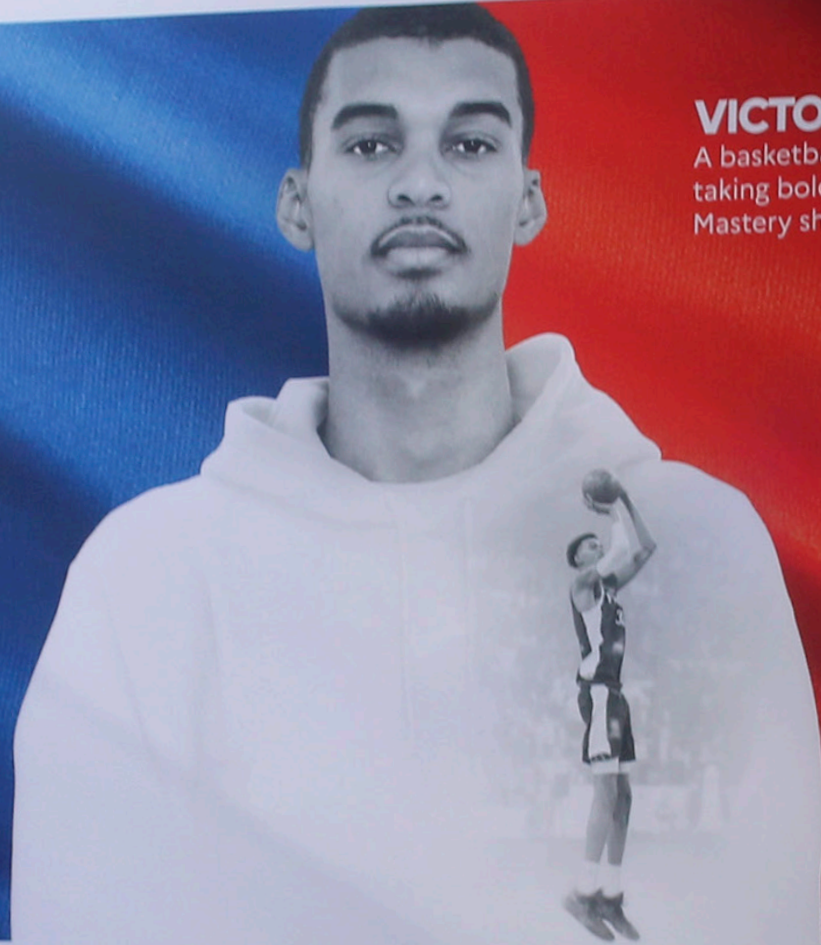
MAKE IT  
ICONIC.  
CHOOSE FRANCE

choosefrance.fr

France™

VICTOR WEMBANYAMA

A basketball virtuoso -  
taking boldness to new heights.  
Mastery shapes legacy.



## STATIC DOMINATION

Follow travelers on their journey with JCDecaux's Static Domination Network! This opportunity guarantees **100% SOV to a sole advertiser** and maximizes views with no interruptions.

# SKYLINK SPONSORSHIP

Dominate on one of the largest and most unique advertising platforms by branding on **DFW's Skylink and overhead banners!** This all-encompassing opportunity allows advertisers to reach **100% of departing travelers head-on** with elevated banners and immerse them in your brand as they travel through the airport on the Skylink.



# JETBRIDGES

Dominate Dallas' gateway across **162 jetbridges** that span the entire airport! This network displays the first message travelers see upon arrival and the last one upon departure.

You have **6** shows  
in common with  
anyone on your  
flight. **Find yours.**



You have **6** shows  
in common with  
germaphobes.  
**Find yours.** After  
the seat wipe-down.





# EXTERIORS

Reach 100% of passengers on major roadways leading into and out of DFW International with JCDecaux's **six impossible-to-miss exterior units!** These eye-catching exteriors also grab the attention of daily commuters throughout the DFW Metroplex.



# PRIVATE AVIATION DIGITAL MEDIA DOMINATION

Target the **ultra-wealthy** in Dallas with our elite private aviation media network. High resolution digital screens are placed at key points in **ADS and DAL 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.

JCDecaux



GET AWAY  
TO IT ALL

CHOCTAW  
CASINO & RESORT  
DURANT

JCDecaux

DALLAS FORT WORTH  
INTERNATIONAL