

JCDecaux



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LOS ANGELES
INTERNATIONAL



LOS ANGELES INTERNATIONAL

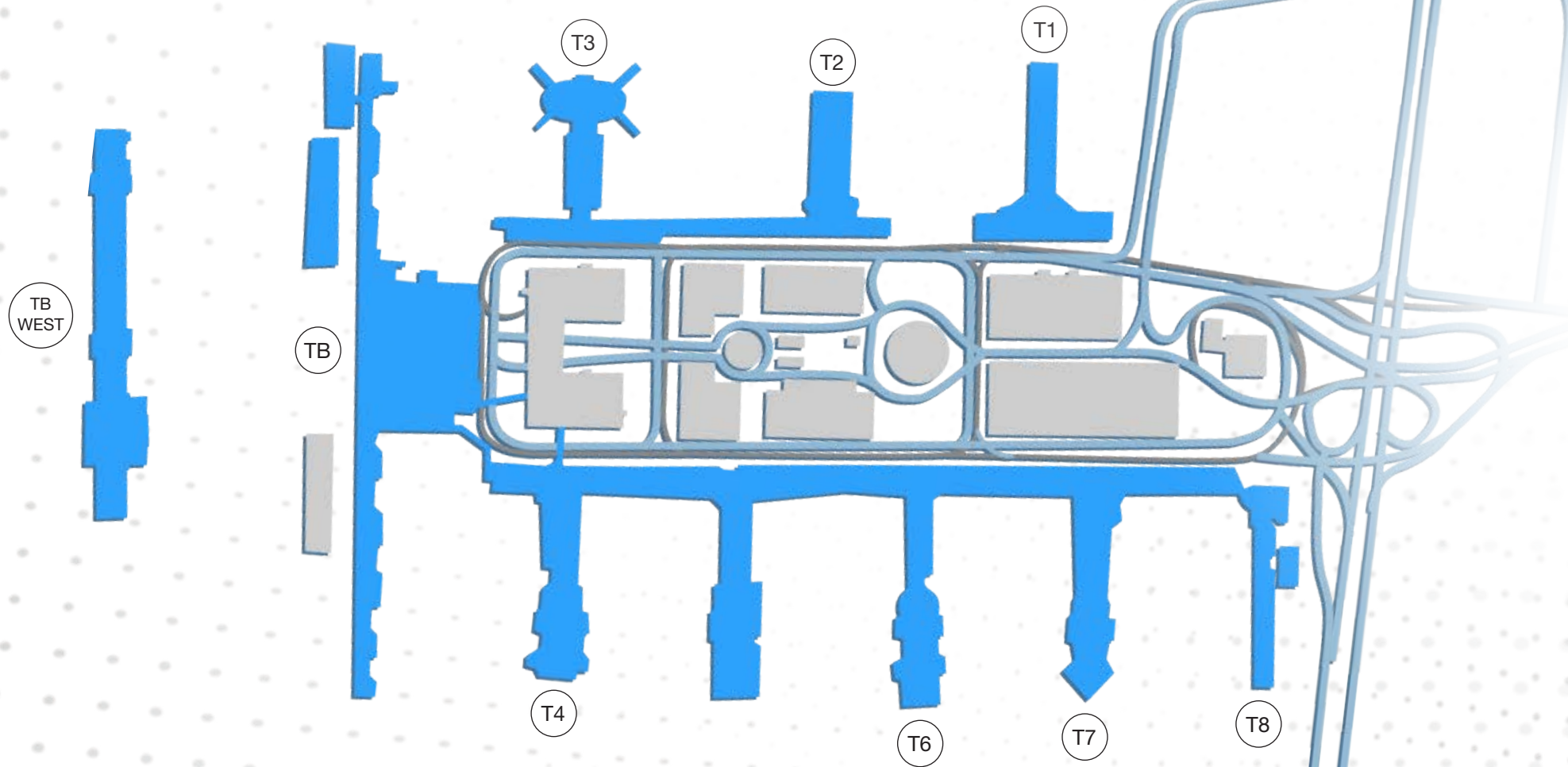
Los Angeles International Airport welcomed **nearly 74M passengers** in 2025! Highly ranked among the nation's busiest airports, LAX is the gateway to the second largest DMA and a key global hub for leading U.S. airlines Delta, American, United, and Southwest.

As the entertainment capital of the world and a hub for the fashion industry, Los Angeles draws in an extremely desirable audience. Advertising at LAX reaches highly educated, affluent individuals with active lifestyles, who influence major purchasing decisions for both home and business.

GET ACQUAINTED

LOS ANGELES INTERNATIONAL AIRPORT

LAX's **eight 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 in the gateway to Asia.



T1

Southwest Airlines, jetBlue

T2

Delta Airlines, Westjet

T3

Delta Airlines

T4

American Airlines

T6

Air Canada, Alaska Airlines, Hawaiian Airlines, Southern Airways

T7/8

United Airlines

TB

American, Asiana Airlines, British Airways, Delta Airlines, Emirates, Eva Airways, Korean Airlines, Lufthansa, Qatar Airways, Singapore Airlines, Virgin Atlantic, and more

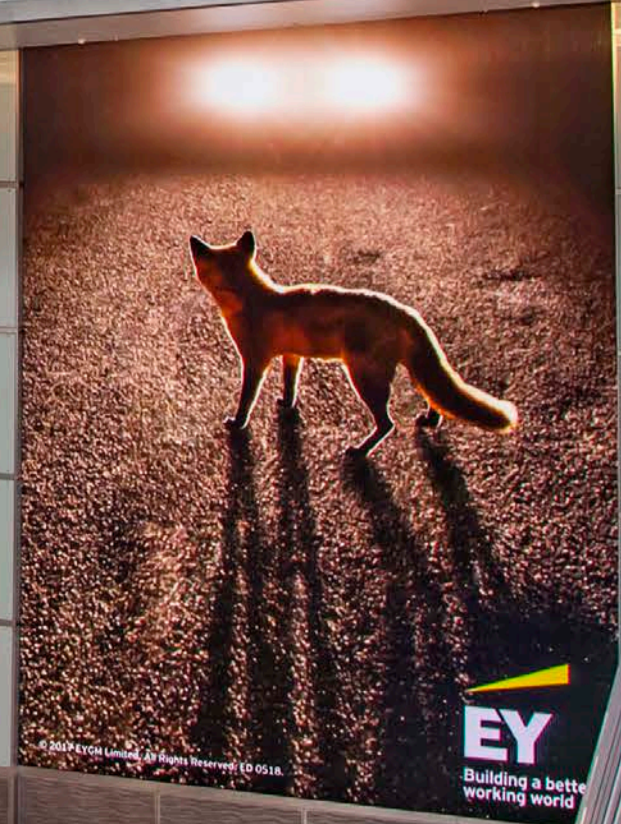
TB West

Air France, Air Tahiti Nui, Allegiant Air, Flair Airlines, Frontier Airlines, KLM Royal Dutch Airlines, Philippine Airlines, Spirit, Sun Country, Volaris, and more

WHICH MEDIA PROGRAM IS RIGHT FOR YOU?

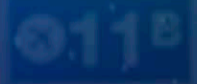
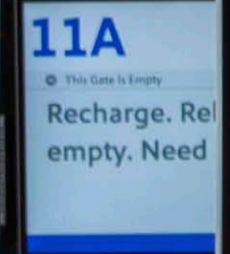
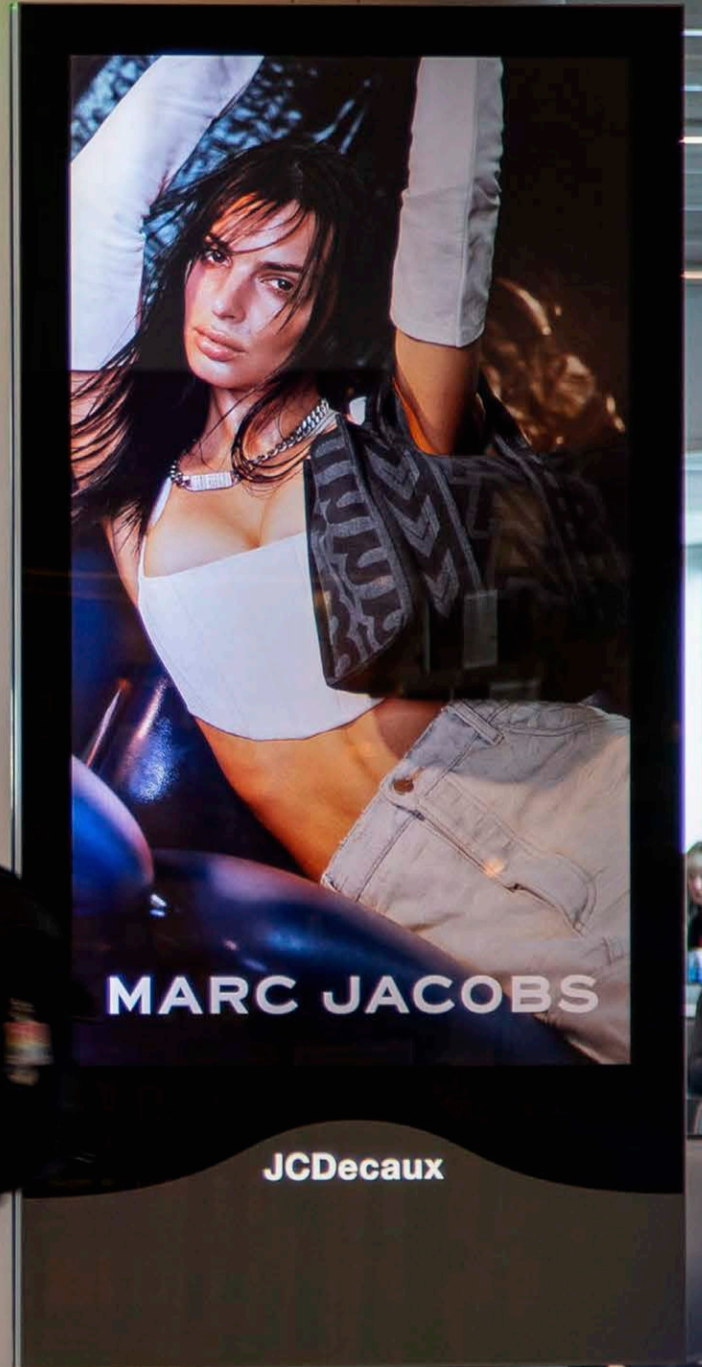
JCDecaux's mixture of iconic ad platforms, paired with opportunities for full-service sponsorships, allow brands to leverage ambassadorial positioning at LAX to capture the right audience at the right time.

- Prestige Digital Network
- Gateway Digital Network
- Bridge Media Band Network
- Digital Spectaculars
- Terminal B Digital Sponsorships
- Static Dominations
- Exhibits
- Jetbridges
- LAX.it Sponsorship
- Exteriors



PRESTIGE DIGITAL NETWORK

The Prestige Digital Network consists of **159 head-on digital screens** which offer full motion creatives and high frequency in premium locations throughout all airport terminals.



GATEWAY DIGITAL NETWORK

Strategically placed in gate hold areas, this network of **49 screens** reaches traffic **throughout the entire airport** while benefitting from extra dwell time as passengers wait to board.



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ZIPAIR powered by Starlink



↑ ✈️ Gates 151-159



Shopping ↑
Dining ⓘ

BRIDGE MEDIA BAND NETWORK

Our Bridge Media Band Network consists of **13 overhead large digital spectacles** that provide long read coverage to both domestic and international travelers throughout key terminals at LAX.



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← Gates 20-28
Restrooms
Nursing Room

Gates 9-19 ↑
Bag Claim →
Ground Transport



EXIT

DIGITAL SPECTACULARS

Reach travelers head-on with full-motion creatives on one of LAX's **17 Digital Spectaculars!** These larger-than-life digital screens are available in all airport terminals and can be purchased as standalone opportunities or strategically networked together to **capture 100% of any one terminal.**



GUCCI

BON VOYAGE WALL TERMINAL B SPONSORSHIPS

Immerse a highly sought after global audience with our **iconic Terminal B** inventory. Situated in a narrow entryway directly after TSA that leads to the grand hall and gates, the Bon Voyage Wall is unmissable and stands out to 100% of departing passengers in the **busiest terminal at LAX.**

TIME TOWER TERMINAL B SPONSORSHIPS

Dominate **LAX's busiest terminal** with head-on visibility throughout the entire grand hall! Captivate passengers luxuriating in upscale amenities, including premier dining, high-end shopping, and exclusive airline club lounges, with this **larger-than-life opportunity**.





LANDMARK TERMINAL B SPONSORSHIPS

This massive overhead screen targets **100% of passengers** in an environment celebrated for upscale amenities, including premier dining, high-end shopping, and exclusive airline club lounges.



I'm a fan.
BVLGARI
THE HOTEL GROUP

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ASIA PACIFIC BANGKOK • BEIJING • GUANGZHOU • HONG KONG • JAKARTA • KUALA LUMPUR • MACAU • SANYA
SHANGHAI CHENZHEN • SINGAPORE • TAIPEI • TOKYO THE AMERICAS BOSTON • CAIRO • MIAMI • NEW YORK
SAINTAUGUSTO EUROPE BARCELONA • BOXPUM • GENEVA • ISTANBUL • LANE COMO • LONDON • LUCERNE • MADRID
MILAN • MUNICH • PARIS • PRAGUE MIDDLE EAST & AFRICA ABU DHABI • DOHA • DUBAI • MARRAKECH • RYADH

Terminal
B
Gates
130-146
201-225
Gates
148-159

BOOKSTORE

VINO
VOLO

VICTORIA'S

iStore

BVLGARI

STORYBOARD

TERMINAL B SPONSORSHIPS

This unique **multi-screen display** guarantees high impact with 100% of passengers in this premium environment.

CONCOURSE PORTALS TERMINAL B SPONSORSHIPS

Located near duty-free in **LAX's busy international terminal at LAX**, these massive digital placements ensure an unforgettable brand experience!





WELCOME WALL TERMINAL B SPONSORSHIPS

Our **largest digital screen in LAX** makes an oversized impact welcoming passengers entering Los Angeles.



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OF THE

SIXT
RENT THE CAR
CARS FROM
\$89
/DAY*
**RENT FIRST CLASS,
PAY ECONOMY.**
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STATIC DOMINATIONS

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



JETBRIDGES

Dominate LAX's gateway across **96 jetbridges** that span the entire airport! This network is the first thing travelers see upon arrival and the last thing upon departure. Allowing brands to fully captivate travelers with both interior and exterior advertising, LAX's jetbridges are fully visible from gatehold lounges and airplane seats.

Papi Steak
L A S V E G A S

Fontainebleau Las Vegas
Culinary Excellence

BOOK YOUR RESERVATION NOW FOR AN EXTRAORDINARY DINING EXPERIENCE





EXTERIORS

Reach 100% of passengers on major roadways leading into and out of LAX with JCDecaux's **four impossible-to-miss exterior units!** These eye catching placements allow brands to be airport ambassadors, greeting passengers as the first and last message they see at the airport. Pair our exteriors with our **80 exterior column wraps** for coverage across all airport terminals.



LAX.IT SPONSORSHIP

Dominate on one of the largest and most unique advertising platforms by branding with LAX-it! Consisting of **80** column wraps, **15** double-sided Pylons banners, **8** mobile charging stations, **1** skybridge banner, and a selfie spot- this all-encompassing opportunity allows advertisers to reach 100% of arriving travelers across all terminals and immerse them in your brand.

PRIVATE AVIATION DIGITAL MEDIA DOMINATION

Target the **ultra-wealthy** in Los Angeles with our elite private aviation media network. **7 high resolution digital screens** are placed at key points in **LAX, LGB, BUR, SBA, and SMA private terminals** for maximum impact with this exclusive audience.

This network can be purchased as a **Los Angeles domination across 5 terminals** or as our full coverage package of 75 screens across 46 terminals for coast-to-coast coverage.



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