

JCDecaux Airport

LAX

LXI





IS YOUR BRAND READY FOR THE BIG GAME?

SUPER BOWL

— FEB **LAX** 2027 —

One of the world's most anticipated sporting events is returning to **Los Angeles' So-Fi Stadium for Super Bowl LXI!**

Dominate Los Angeles International Airport

70K Stadium
Capacity



#5 Busiest airport
in the US



500 Private Jets
at 2026 game

Air France, Frontier Airlines,
Volaris, and more

American Airlines, Delta,
Emirates, Lufthansa, and more

American
Airlines

Alaska Airlines,
Air Canada, Hawaiian
Airlines & more

United
Airlines

United
Airlines



LAX **SUPER BOWL NETWORK**

- **Full Airport Arrivals Domination**
- **Terminal Takeovers**
Available in all terminals
- **Full Airport Digital Dominations**
Prestige Digital Network
Gateway Digital Network
- **Large Format Digital Spectaculars**
- **Bridge Media Bands**
- **Iconic Digital Opportunitites**
- **Ambassadorial Exteriors**
- **Jet Bridges**
- **Exhibit Space**
- **Private Aviation**



**FULL AIRPORT
ARRIVALS DOMINATION**

Score the attention of travelers as they touch down in Los Angeles for the big game with an airport-wide arrivals domination! This network of sites offers coverage of key arrivals zones across all of LAX- providing your brand with complete access to all inbound sports fans as they arrive in market for the big game.



**FULL AIRPORT
ARRIVALS DOMINATION**

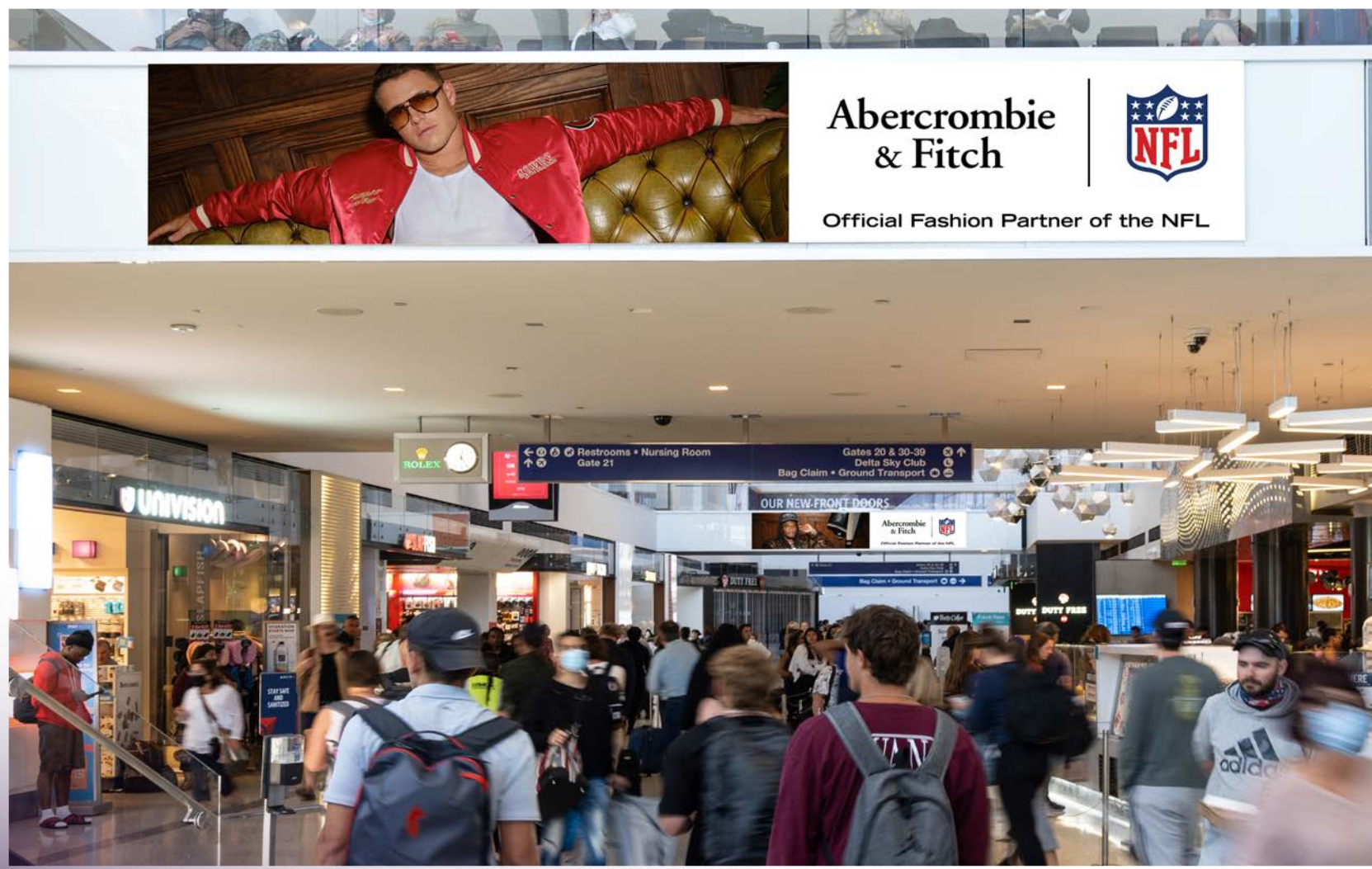


Abercrombie
& Fitch



// **TERMINAL TAKEOVERS**

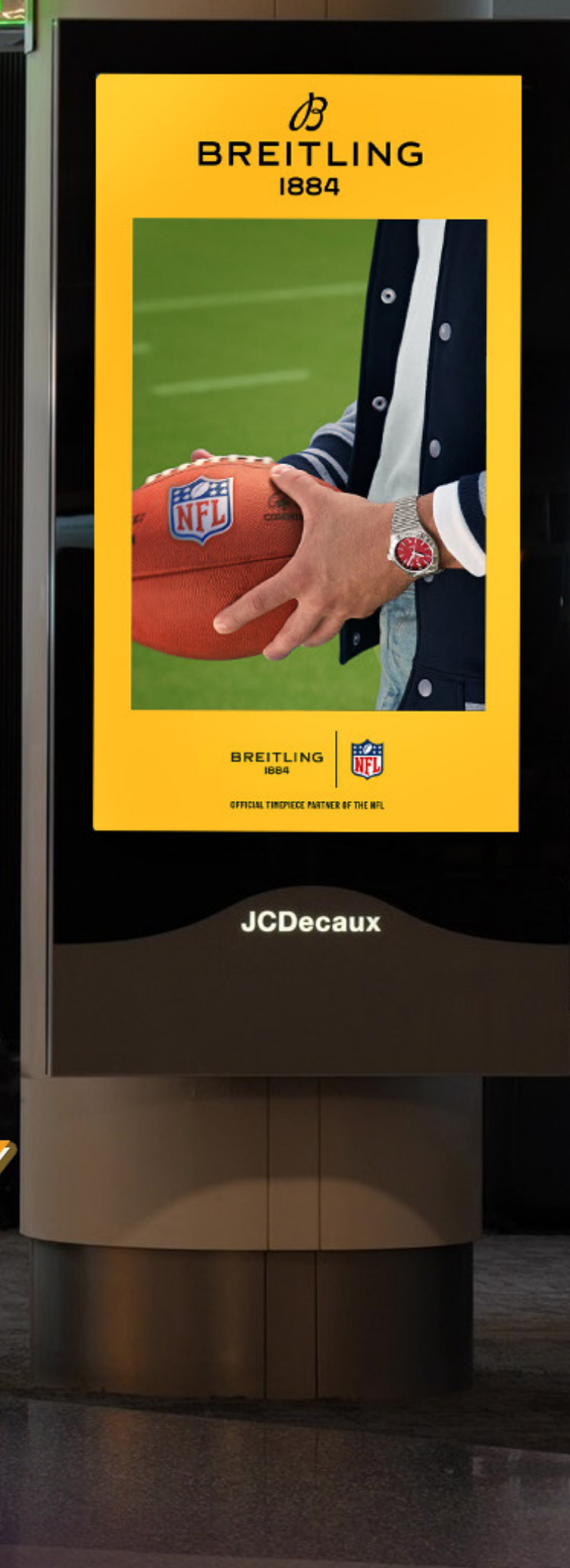
Make a play for your key audiences with targeted terminal dominations! Packages of premier static sites in each terminal have been hand-selected to capture 100% of arriving passengers, maximize visibility, and build brand awareness.



**TERMINAL
TAKEOVERS**

FULL AIRPORT DIGITAL DOMINATIONS **PRESTIGE DIGITAL NETWORK**

Lead the charge in game day branding with this network of high-definition synched screens! With **150 screens** distributed across all terminals at the airport, this placement guarantees visibility for your brand messaging among both arriving and departing passengers.



BREITLING
1884

NFL

BREITLING
1884

NFL

OFFICIAL TIMEPIECE PARTNER OF THE NFL

JCDecaux

FULL AIRPORT DIGITAL DOMINATIONS ***GATEWAY DIGITAL NETWORK***

Supercharge your Super Bowl activations with the Gateway Digital Network; **40 screens** are strategically located in gate hold areas throughout LAX to extend engagement with your brand's message as travelers arrive and depart.





LARGE FORMAT DIGITAL SPECTACULARS

Build hype for the big day with larger-than-life advertising placements across the gateway to Los Angeles! These unmissable screens are designed to maximize attention throughout the travel journey, engaging fans from takeoff to touchdown.



↑ ⌂ Gates 23-28

Restrooms • Nursing Room ♂ ♀ ↑



↑ ⌂ Gates 22-28

// **BRIDGE MEDIA BANDS**

Leverage this network of digital spectacles, located throughout key terminals at LAX, to bring your brand's messaging closer to the end zone with head-on visibility and long read coverage.



ICONIC DIGITAL OPPORTUNITIES ***BON VOYAGE WALL***

Capture 100% of departing fans in the busiest terminal at LAX with the unmissable Bon Voyage wall, located in a narrow entryway directly after TSA that leads to the grand hall and gates.



YOUR PARLAY
COULD...GO...ALL...
THE...WAAAAYY!!!



OFFICIAL PARTNER OF THE NFL

Gates 201-225

BVLGARI

Cartier

ICONIC DIGITAL OPPORTUNITIES STORYBOARD

Make the biggest brand play yet by advertising on this iconic multiscreen display in LAX's busiest terminal! With unmissable visibility throughout the grand hall, this placement guarantees high impact with 100% of international and domestic passengers in this premium environment.



HOUSE OF TIME

MAKE YOUR GAMEDAY EPIC

OFFICIAL SOFT DRINK OF THE NATIONAL FOOTBALL LEAGUE

- ✈ Gates 130-146
201-235
- 🚶 Escalator to Terminal 1, 2 & 3
- ✈ Gates 9-38
- 🚗 Ground Transport
- ➔
- ✈ Gates 148-159
- ⬆
- ✈ Terminal 4, 5, 6 & 7

LAX DEPARTURES

Destination	Flight	Airline	Class	Gate	Time
Los Angeles	AA 1234	American	Y	130	12:00
San Francisco	UA 567	United	Y	148	12:15
London	BA 201	British Airways	Y	201	12:30
Paris	AF 300	Air France	Y	202	12:45
Amsterdam	KLM 600	KLM	Y	203	13:00
Brussels	DL 400	Delta	Y	204	13:15
Frankfurt	LH 500	Lufthansa	Y	205	13:30
Munich	EW 100	Southwest	Y	206	13:45
Dallas	WN 200	Southwest	Y	207	14:00
Phoenix	WN 300	Southwest	Y	208	14:15
Seattle	AS 400	Alaska	Y	209	14:30
Portland	AS 500	Alaska	Y	210	14:45
San Jose	AS 600	Alaska	Y	211	15:00
San Diego	AS 700	Alaska	Y	212	15:15
San Francisco	AS 800	Alaska	Y	213	15:30
Los Angeles	AS 900	Alaska	Y	214	15:45
San Jose	AS 1000	Alaska	Y	215	16:00
San Francisco	AS 1100	Alaska	Y	216	16:15
Los Angeles	AS 1200	Alaska	Y	217	16:30
San Jose	AS 1300	Alaska	Y	218	16:45
San Francisco	AS 1400	Alaska	Y	219	17:00
Los Angeles	AS 1500	Alaska	Y	220	17:15
San Jose	AS 1600	Alaska	Y	221	17:30
San Francisco	AS 1700	Alaska	Y	222	17:45
Los Angeles	AS 1800	Alaska	Y	223	18:00
San Jose	AS 1900	Alaska	Y	224	18:15
San Francisco	AS 2000	Alaska	Y	225	18:30
Los Angeles	AS 2100	Alaska	Y	226	18:45
San Jose	AS 2200	Alaska	Y	227	19:00
San Francisco	AS 2300	Alaska	Y	228	19:15
Los Angeles	AS 2400	Alaska	Y	229	19:30
San Jose	AS 2500	Alaska	Y	230	19:45
San Francisco	AS 2600	Alaska	Y	231	20:00
Los Angeles	AS 2700	Alaska	Y	232	20:15
San Jose	AS 2800	Alaska	Y	233	20:30
San Francisco	AS 2900	Alaska	Y	234	20:45
Los Angeles	AS 3000	Alaska	Y	235	21:00
San Jose	AS 3100	Alaska	Y	236	21:15
San Francisco	AS 3200	Alaska	Y	237	21:30
Los Angeles	AS 3300	Alaska	Y	238	21:45
San Jose	AS 3400	Alaska	Y	239	22:00
San Francisco	AS 3500	Alaska	Y	240	22:15
Los Angeles	AS 3600	Alaska	Y	241	22:30
San Jose	AS 3700	Alaska	Y	242	22:45
San Francisco	AS 3800	Alaska	Y	243	23:00
Los Angeles	AS 3900	Alaska	Y	244	23:15
San Jose	AS 4000	Alaska	Y	245	23:30
San Francisco	AS 4100	Alaska	Y	246	23:45
Los Angeles	AS 4200	Alaska	Y	247	24:00
San Jose	AS 4300	Alaska	Y	248	24:15
San Francisco	AS 4400	Alaska	Y	249	24:30
Los Angeles	AS 4500	Alaska	Y	250	24:45
San Jose	AS 4600	Alaska	Y	251	25:00
San Francisco	AS 4700	Alaska	Y	252	25:15
Los Angeles	AS 4800	Alaska	Y	253	25:30
San Jose	AS 4900	Alaska	Y	254	25:45
San Francisco	AS 5000	Alaska	Y	255	26:00
Los Angeles	AS 5100	Alaska	Y	256	26:15
San Jose	AS 5200	Alaska	Y	257	26:30
San Francisco	AS 5300	Alaska	Y	258	26:45
Los Angeles	AS 5400	Alaska	Y	259	27:00
San Jose	AS 5500	Alaska	Y	260	27:15
San Francisco	AS 5600	Alaska	Y	261	27:30
Los Angeles	AS 5700	Alaska	Y	262	27:45
San Jose	AS 5800	Alaska	Y	263	28:00
San Francisco	AS 5900	Alaska	Y	264	28:15
Los Angeles	AS 6000	Alaska	Y	265	28:30
San Jose	AS 6100	Alaska	Y	266	28:45
San Francisco	AS 6200	Alaska	Y	267	29:00
Los Angeles	AS 6300	Alaska	Y	268	29:15
San Jose	AS 6400	Alaska	Y	269	29:30
San Francisco	AS 6500	Alaska	Y	270	29:45
Los Angeles	AS 6600	Alaska	Y	271	30:00
San Jose	AS 6700	Alaska	Y	272	30:15
San Francisco	AS 6800	Alaska	Y	273	30:30
Los Angeles	AS 6900	Alaska	Y	274	30:45
San Jose	AS 7000	Alaska	Y	275	31:00
San Francisco	AS 7100	Alaska	Y	276	31:15
Los Angeles	AS 7200	Alaska	Y	277	31:30
San Jose	AS 7300	Alaska	Y	278	31:45
San Francisco	AS 7400	Alaska	Y	279	32:00
Los Angeles	AS 7500	Alaska	Y	280	32:15
San Jose	AS 7600	Alaska	Y	281	32:30
San Francisco	AS 7700	Alaska	Y	282	32:45
Los Angeles	AS 7800	Alaska	Y	283	33:00
San Jose	AS 7900	Alaska	Y	284	33:15
San Francisco	AS 8000	Alaska	Y	285	33:30
Los Angeles	AS 8100	Alaska	Y	286	33:45
San Jose	AS 8200	Alaska	Y	287	34:00
San Francisco	AS 8300	Alaska	Y	288	34:15
Los Angeles	AS 8400	Alaska	Y	289	34:30
San Jose	AS 8500	Alaska	Y	290	34:45
San Francisco	AS 8600	Alaska	Y	291	35:00
Los Angeles	AS 8700	Alaska	Y	292	35:15
San Jose	AS 8800	Alaska	Y	293	35:30
San Francisco	AS 8900	Alaska	Y	294	35:45
Los Angeles	AS 9000	Alaska	Y	295	36:00
San Jose	AS 9100	Alaska	Y	296	36:15
San Francisco	AS 9200	Alaska	Y	297	36:30
Los Angeles	AS 9300	Alaska	Y	298	36:45
San Jose	AS 9400	Alaska	Y	299	37:00
San Francisco	AS 9500	Alaska	Y	300	37:15
Los Angeles	AS 9600	Alaska	Y	301	37:30
San Jose	AS 9700	Alaska	Y	302	37:45
San Francisco	AS 9800	Alaska	Y	303	38:00
Los Angeles	AS 9900	Alaska	Y	304	38:15
San Jose	AS 10000	Alaska	Y	305	38:30

ICONIC DIGITAL OPPORTUNITIES LANDMARK

This massive overhead screen targets 100% of passengers in an environment celebrated for premier dining, high-end shopping, and exclusive airline club lounges—including the new American Airlines Admirals Club.

ICONIC DIGITAL OPPORTUNITIES CONCOURSE PORTALS

With a central location in LAX's busiest terminal, these showstopping digital placements ensure that traveling football fans are immersed in this unforgettable brand experience.

SONY

SONY





AMBASSADORIAL EXTERIORS **SKYBRIDGE**

This supersized iconic exterior is designed to offer your brand unbeatable visibility; reach departing fans leaving an unforgettable game with 100% share of voice in this premium location.

**HYDRATES
BETTER
THAN WATER**

IT FUELS THE BEST



OFFICIAL SPORTS DRINK OF THE
NATIONAL FOOTBALL LEAGUE

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AMBASSADORIAL EXTERIORS RIDESHARE BANNERS

Take over the end zone with these iconic exterior placements - located in direct proximity to the airport rideshare pickup area! These eye-catching larger-than-life sites are designed to reach all arriving passengers as they exit the airport.



Apple Music Halftime Show

// **AMBASSADORIAL EXTERIORS** **ARRIVALS COLUMNS**

Take advantage of 360-degree reach on this unique package of **exterior columns** and connect with arriving fans as they exit LAX as well as drivers heading to passenger pickup.



Apple Music
Halftime
Show

Apple Music
Halftime
Show



Applebee's

OFFICIAL GRILL + BAR OF THE NFL



// JET BRIDGES

Win the attention of traveling fans across LAX's jet bridge network. Spanning the entire airport, these dominant banners are the first thing fans see upon arrival and the last thing upon departure, allowing your brand to fully own the game day travel experience.

// EXHIBIT SPACE

Captivate sports fans traveling to and from the big game with an experience like no other! Exhibits at LAX offer advertisers the unique ability to exercise creative freedom in a captive environment, branding fans' travel journey and building long lasting associations with the unforgettable Super Bowl experience.



// PRIVATE AVIATION MEDIA

Reach the massive influx of ultrawealthy sports fans and celebrities with high impact advertising opportunities across 5 private airports in the Los Angeles area. This network offers a rare opportunity to make the first impression with the high-profile audience of the Super Bowl.



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