

JCDecaux



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MIAMI
INTERNATIONAL

MIAMI INTERNATIONAL

welcomed nearly **53M passengers in 2025** and is the gateway to Latin America! With more flights to Latin America and the Caribbean than any other U.S airport, MIA is one of America's busiest airports for international passengers. As a top domestic and international leisure destination, advertising at MIA reaches a desirable mixture of leisure travelers, global elite business passengers, Millennial wanderlusts, and more!





TB

A schematic map of Miami International Airport's terminal layout. The map is primarily blue, representing the terminal buildings and connecting walkways. It features a central hub with several long, linear concourses extending outwards. A dashed line indicates a connection between a smaller building on the left and the main terminal complex. A circular area in the center-right represents the baggage claim and customs area. A small circle with the letters 'TB' is located at the top left of the map.

GET ACQUAINTED

MIAMI INTERNATIONAL AIRPORT

MIA's **six concourses** offer a unique platform for advertisers to reach a cosmopolitan audience of trendsetters, frequent flyers, and business elite traveling on a major airline from around the world.

TD

American Airlines,
Envoy Air Inc.

TE

American Airlines,
British Airways, SAS,
Qatar Airways, Alaska
Airlines & more

TF

Air Europa, Finnair, Cayman
Airways, Swiftair, Frontier
Airlines & more

TG

United Airlines, Westjet,
Spirit Airlines, Bahamasair,
Southwest & more

TH

Delta Airlines, Aeromexico,
Emirates, KLM, Turkish
Airlines & more

TJ

Air Canada, Lufthansa,
Air France, LATAM, Virgin
Atlantic, Swiss International
& 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 MIA to capture the right audience at the right time.

- Prestige Digital Network
- Overhead Digital Spectacular
- Duty Free Digital Spectacular
- Concourse Digital Spectacular
- Gateway Digital Network
- Rotunda Wraps
- Concourse Domination
- Hanging Banners
- International Arrivals Immersion Network
- Domestic Arrivals Domination
- Skylink Sponsorship
- Exhibits
- Jetbridges Exteriors

PRESTIGE DIGITAL NETWORK

Blanket Miami International Airport with this sought after digital network consisting of **102 high-definition screens!** These vibrant screens offer full motion creatives and high frequency premium locations throughout the airport, capturing both arriving and departing passengers with head-on placements in gate hold lounges, retail corridors, and across international arrivals baggage claim areas.



Bienvenue

dans le futur



WAYMO

Votre trajet autonome à Miami

Available on the App Store | Get it on Google Play



OVERHEAD DIGITAL SPECTACULARS

Reach travelers head-on with full-motion creatives in MIA's busiest concourse on JCDecaux's large format digital spectacular! These **two double-sided digital screens** offer maximum exposure to all departing and arriving passengers giving brands the opportunity to make a bold statement.

Savings as satisfying
as breezing through
security.



It Feels Good to
GEICO®



Admirals Club
D30



Flagship Lounge
D30

D37 - D60



DUTY FREE DIGITAL SPECTACULARS

Dominate Miami's busiest concourse with this new oversized digital spectacular opportunity, reaching **100% of arriving and departing passengers** near Duty Free shops in the airport's busiest terminal.



CONCOURSE DIGITAL SPECTACULARS

This **supersized standalone unit** is strategically placed at the entrance to **MIA's busiest concourse** to reach a mass audience in this high-traffic location.

GATEWAY DIGITAL NETWORK

Strategically placed in gate hold areas, these **126 high-impact screens** reach traffic throughout the entire airport while benefitting from extra dwell time as passengers wait to board.





**EARN AADVANTAGE® MILES
TO GET TO VACATION MODE**

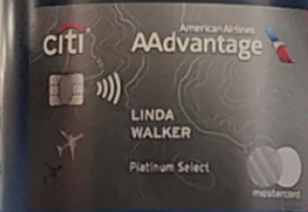
TRAVEL ON

ApplyAACard.com/airport
Terms and conditions apply.



↑  D31, D32, E1 - E35
 Restrooms
Baños

←  D31, D32
 E1 - E35  Res
Baños



TRAVEL ON

 **SCAN FOR A
BONUS OFFER**

ApplyAACard.com/airport
Terms and conditions apply.

D33 - D36 
Restrooms 
Baños ↑

D  
Restrooms Baños

NewLink

ROTUNDA WRAPS

Captivate passing travelers from multiple angles with our Rotunda wraps, offering immersive 360 degree views at the **bustling intersection of three concourses** – an ideal spot for maximum brand exposure.



MARC JACOBS

MARC JACOBS

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CONCOURSE DOMINATION

Capture the attention of travelers in MIA's largest and busiest concourse with these overhead banners. This opportunity guarantees **100% SOV for a sole advertiser**, maximizing views with no interruptions.



HANGING BANNERS

Elevate your brand's presence with our **three double-sided Hanging Banners**, situated at the vibrant heart of shopping and dining areas for unmatched exposure and triple the impact.



INTERNATIONAL ARRIVALS IMMERSION NETWORK

Capture travelers with this iconic digital opportunity in MIA's busiest concourse! Consisting of **one double-sided 180' LED display and 12 larger-than-life surrounding column wraps**, fully immerse travelers as they walk down the arrivals airport ramp. This network offers an exclusive branding experience for one sole advertiser, capturing 100% of international arrivals!

Int'l Arrivals
Llegadas Internacionales



← Departures/Check-in
Salidas/Registro

Int'l Arrivals
Llegadas Internacionales



23

FUN IS

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\$250
STATEMEN
CREDIT

CARNIVALFUNPOINTS.CO

Carnival® World Mastercard



Carnival

FUN IS BACK



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EARN A
\$250
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DOMESTIC ARRIVALS DOMINATION

Reach 100% of arriving passengers with JCDecaux's Domestic Arrivals Domination! Consisting of **21 large column wraps**, this domination creates a unique and impossible-to-miss effect to captivate travelers.



SKY TRAIN SPONSORSHIP

Reach travelers head-on as they exit the Sky Train platforms! Consisting of **five perfectly placed overhead wraps**, this domination provides long-read coverage to travelers as they continue their journey.



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 MIA's international gateway across **128 jetbridges** that span the entire airport! This network displays the first message travelers see upon arrival and the last one upon departure.



**FEEL WORLDS
AWAY IN HOURS**

Wherever you are going,
our Global Partner Network
will get you there.

AIRFRANCE KLM virgin atlantic AEROMEXICO
中国东方航空 KOREAN AIR LATAM AIRLINES WESTJET WHEELS UP

KEEP CLIMBING
DELTA

H

Aerolineas Argentinas
Aeromexico
Air France Caribbean
ITA Airways
Bahamasair
Delta
KLM SAS
Viva Air VivaAerobus
Virgin Atlantic

EXTERIORS

Miami's iconic exteriors help elevate any brand in this top traveler market by capturing the attention of all airport departures! These **four larger-than-life placements** convey an ambassadorial message and are strategically positioned outside of the airport terminals, reaching both passenger and vehicular traffic. MIA's exterior units **reach 100% of departing passengers** and can be purchased together or as stand-alone branding opportunities.

PRIVATE AVIATION DIGITAL MEDIA DOMINATION

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

This network can be purchased as a South Florida domination of **12 screens across 6 terminals in Miami, Tampa, Orlando, and West Palm Beach** or as our full coverage package of 74 screens across 44 terminals for coast-to-coast coverage.





PRIVATE AVIATION ICONIC EXTERIOR BANNERS

EXTERIORS

Reach an elusive audience of ultra-high-net-worth consumers with this iconic opportunity at **one of the most state-of-the-art private terminals in the country.** Supersized exterior banners at Embassair in Miami are located directly on the tarmac for head on exposure with arriving and departing passengers.

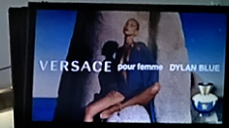
JCDecaux



↑ D45-D60 → Elevators to D1-D39, E1-E35 → Terminal/Exit → Baggage Claim

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