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introducing the new destination in fragrance.



Baggage Carousel Networks
JCDecaux Airports



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Overview

JCDecaux is now offering an exclusive opportunity at airports in several important markets: Baggage Carousel Networks! Because airlines require passengers to check their bags more than ever, bag claim areas are brimming with captive audiences.

This eye-catching, innovative medium allows for creative messaging and is a great addition to any campaign targeting arriving passengers!

Available Locations

DMA	Airport	2010 Arriving passengers*
Los Angeles	LA/Ontario International (ONT)	2,404,744
Dallas	Dallas Love Field (DAL)	3,980,405
Washington, D.C.	Baltimore-Washington International (BWI)	10,975,825
Houston	William P. Hobby (HOU)	4,526,660
Minneapolis	Minneapolis-St. Paul International (MSP)	16,362,783
Pittsburgh	Pittsburgh International (PIT)	4,097,678



Benefits

- Unique media platform allows advertisers to be airport ambassadors, greeting arriving passengers
- More travelers are required to check their bags due to TSA restrictions on carry-on luggage contents; your ad is guaranteed to be seen by these passengers
- Slowly moving ads make multiple impressions on travelers as they wait for their bags to arrive
- Great platform for offering special incentives via SMS text

Program Details

Fully-wrapped carousels are exclusive to one advertiser in each airport

Airport	# of carousels
LA/Ontario International (ONT)	6
Dallas Love Field (DAL)	4
Baltimore-Washington International (BWI)	14
William P. Hobby (HOU)	3
Minneapolis-St. Paul International (MSP)	16
Pittsburgh International (PIT)	11

Please contact your JCDecaux representative for rates and detailed production specifications

*Source: Airports Council International 2010 Traffic Report