

JCDecaux

↑ **B** Gates 26-50

↑ US Airways



5 Day Forecast

PITTSBURGH

Partly Cloudy 11:45 pm 68°F

Tues	Wed	Thurs	Fri	Sat
High 76° Low 50	High 51° Low 43	High 45° Low 37	High 48° Low 38	High 45° Low 43

Steelers

PITTSBURGH
Steelers



Digital Travel Concierge Sponsorship
Pittsburgh International Airport



Digital Travel Concierge Sponsorship Pittsburgh International Airport

JCDecaux®

Overview

JCDecaux's Prestige Digital Network (PDN) is the only network of its kind in any airport in the U.S. This cutting-edge advertising platform allows advertisers to sponsor live content that travelers want and need, such as news, stock quotes, weather and sports scores.

Our Digital Travel Concierge Sponsorship, available for the first time ever at Pittsburgh International Airport (PIT), gives one advertiser the opportunity to own the airport and elevate their brand by providing travelers with a service they need and entertainment they want.

Showcased on head-on, fully digital, double sided, high-definition 70" LCD screens, the Content Sponsorship program is a rare opportunity for any advertiser that wants to distinguish themselves from other brands and make a lasting impression on the elite traveling public at PIT!



Audience

- 2010 PIT passengers: 8,195,359
- Average HHI: \$77,557; 30% above market average!

Benefits

- A "first-of-its-kind" sponsorship opportunity!
- Builds distinctive brand equity by providing vital information and/or entertainment to travelers when and where they need it
- Sponsors "own" the screen with customized content and branding

Sponsored Content Options

- Weather
- News
- Finance
- Sports

Sponsorship includes:

- Live content customized per advertiser's direction
- Opening and closing billboards
- Embedded brand icon in content
- Ad adjacency to sponsored content
- Wrapped base of unit for extra impact

Video requirements and specifications are available upon request