



Headquarter's Sponsorship Program
Pittsburgh International Airport



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JCDecaux®

Overview

JCDecaux is pleased to offer Pittsburgh's elite headquarter companies the opportunity to be city ambassadors through this unique Headquarter's Sponsorship Program at Pittsburgh International Airport (PIT), the city's primary gateway to the world. This program offers your company a new way to communicate with the wide-range of elite constituents passing through PIT, including your clients, employees and business/community leaders, as well as the traveling public.

The Headquarters' Sponsorship Program includes:

- Digital Content Sponsorship allowing companies to provide travelers live updates on Pittsburgh-area news, sports and weather. Sponsorship includes opening-closing billboards with company logo embedded in content and ad adjacency to sponsored content. Exclusive 20-second spot.
- Arrivals Area Domination, a network of 4 large format Spectaculars in the arrivals area that greets travelers as they enter Pittsburgh
- 6 iconic, large format locations in the central concourse retail core

Audience

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

Benefits

- Reaches 100% of passengers
- Establishes your company as a Pittsburgh ambassador, welcoming all travelers to your headquarters and company campuses
- Large canvases provides major impact and creative flexibility
- Oversized formats communicate a cohesive brand message
- Provides useful up-to-date market information

