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Pittsburgh Domination Programs
Pittsburgh International Airport



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JCDecaux®

Overview

JCDecaux is introducing two new Domination Programs at Pittsburgh International Airport (PIT). Each program is specifically designed to reach 100% of arriving passengers in a big way! These programs are composed of large format signage on baggage carousels and on all of the Airside Terminal tram doors, resulting in unique and compelling advertising showcases! Travelers arriving at PIT have no choice but to see this wide-reaching array of signage as they enter the Pittsburgh market!

Program #1: Airside Tram Domination

- Reach 100% of inbound passengers
- These unique, large format displays guarantee that your brand will be noticed and create a buzz
- The Air Tram package is an exclusive and unique offering that gives one advertiser sole ownership at this major pulse point.
- Ask about our new Air Tram Departures package, too!

Program #2: Baggage Carousel Domination

- Reach passengers at this longest dwell time area in the airport
- Be the first advertiser to take advantage of this exciting, new format that has never been done before in PIT
- Create huge impact by wrapping the main belts in the arrivals area

Audience

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

Benefits

- Reaches all arriving passengers as they enter the Pittsburgh market
- Large canvas provides major impact and creative flexibility
- Oversized formats communicate a cohesive brand message
- One advertiser only, allowing for sole ownership of these major airport pulse points
- Brand new advertising package - be the first to surprise travelers and take advantage of this unique signage combination!

