





JCDecaux

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Transit to

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HYATT
SWEET

Pittsburgh International Airport
Tram Station Door Wraps

Description

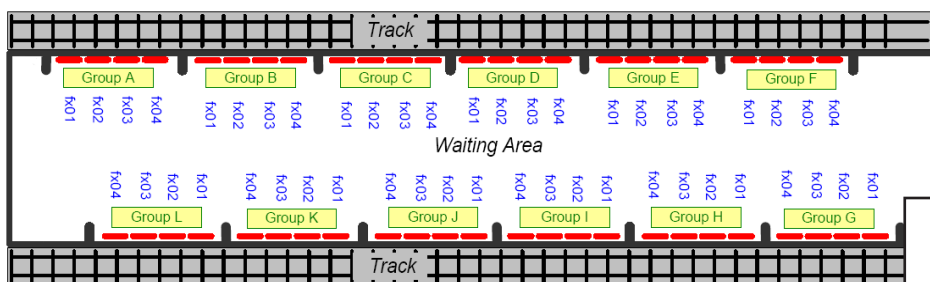
JCDecaux recently introduced a new branding opportunity in the Airside Terminal tram area of Pittsburgh International Airport (PIT).

This unique Glass Wrap sponsorship covers all 48 door panels of the airport tram's waiting area, dominating six groups of four glass doors on either side of the platform. Impossible to miss, this prospective advertising showcase **reaches all airline passengers** as they arrive in Pittsburgh!

Benefits

- Reaches all arriving passengers in the Airside Terminal
- Large canvas allows unlimited creative flexibility
- One advertiser only; allows sole ownership of tram platform doors
- Brand new advertising opportunity - be the first to take advantage of this premiere offer!

Map of Locations



Audience

- All arriving Pittsburgh air travelers
- 2009 annual passengers, PIT: 8,031,175
 - 97.4% domestic travelers; 2.6% international
 - 50.5% male; 49.5% female
 - 34.1% business travelers
 - Average age: 47
 - Average household income: \$88,614; 32% above DMA average!

Technical Specifications and Notes

- Six groups of four glass doors; each group has two 38" doors and two 40 1/4" doors
- Two center-most doors of each group slide open for passenger entry and exit, while other two doors remain stationary
- Detailed map of locations and production specifications provided upon request

2010 Rates

\$95,000 for annual contract

