

JCDecaux

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The Prestige Digital Network
Pittsburgh International Airport



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Overview

Pittsburgh International Airport now joins 9 other major U.S. airports that are part of The Prestige Digital Network (PDN). JCDecaux's PDN is the only network of its kind. Specifically designed and strategically placed to reach arriving and departing passengers, this premier advertising medium simply can't be missed.

The PDN at Pittsburgh is comprised of head on, fully digital, double sided, high-definition 70" LCD screens. Advertisers can display static, semi-static or full-motion images. Each screen runs advertising in loops, with 10-, 20-, 30-, or 60-second spots per advertiser.

Audience

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

Benefits

- Full airport coverage post security
- Creative can be changed as often as needed to promote monthly or daily messages, providing flexibility to the advertiser at no additional cost
- Free-standing units are 100% head-on to traveler flow, while full-motion advertising attracts the eye
- Content sponsorships available
- Video requirements and specifications are available upon request



"The JCDecaux Digital Airport Network allowed Thomson Reuters to reach both employees and clients in new and unique ways as well as the flexibility to change messaging throughout the campaign for a unique product launch that was both time sensitive and targeted."

Melissa Deml – Marketing Supervisor