

JCDecaux



043

Passport Control

Welcome to Greater Miami and the Beaches — MiamiandBeaches.com

D45-D60

Hytrain to D1-D39, E1-E35

Terminal/Exit

Baggage Claim

air essentials+

alitalia+



D44

# MIAMI INTERNATIONAL

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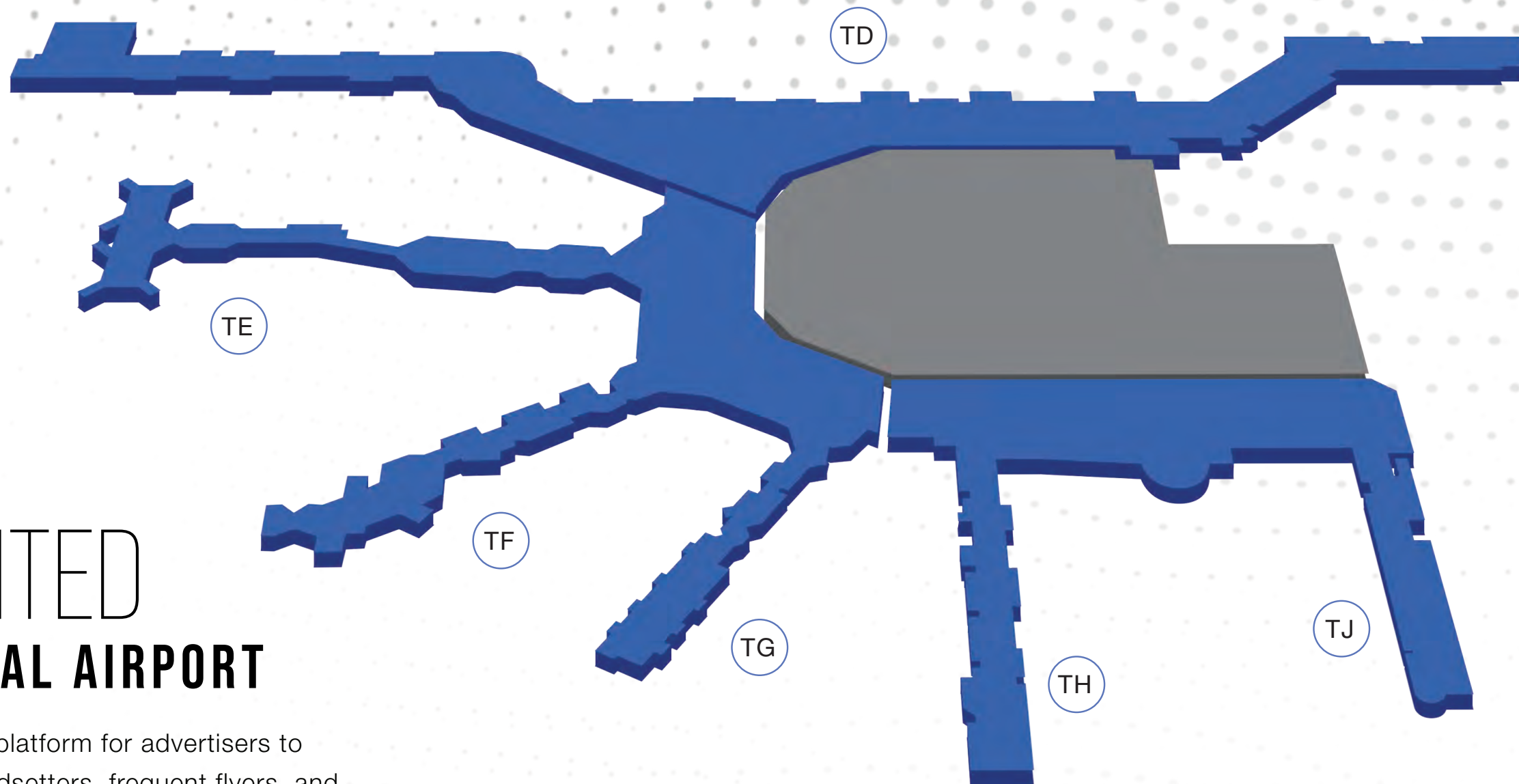
has welcomed over **49M passengers in 2023** and is the gateway to **Latin America!** With more flights to Latin America and the Caribbean than any other U.S airport, MIA is one of America's busiest airports for international passengers. As a top domestic and international leisure destination, advertising at MIA reaches a desirable mixture of leisure travelers, global elite business passengers, Millennial wanderlusts, and more!



# GET ACQUAINTED

## MIAMI INTERNATIONAL AIRPORT

MIA's **six concourses** offer a unique platform for advertisers to reach a cosmopolitan audience of trendsetters, frequent flyers, and business elite traveling on a major airline from around the world.



TD

American Airlines,  
Envoy Air Inc.

TE

American Airlines,  
British Airways, SAS,  
Qatar Airways, Alaska  
Airlines & more

TF

Air Europa, Finnair, Cayman  
Airways, Swiftair, Frontier  
Airlines & more

TG

United Airlines, Westjet,  
Spirit Airlines, Bahamasair,  
Southwest & more

TH

Delta Airlines, Aeromexico,  
Emirates, KLM, Turkish  
Airlines & more

TJ

Air Canada, Lufthansa,  
Air France, LATAM, Virgin  
Atlantic, Swiss International  
& more



# WHICH MEDIA PROGRAM IS RIGHT FOR YOU?

JCDecaux's mixture of iconic ad platforms, paired with opportunities for full-service sponsorships, allow brands to leverage ambassadorial positioning at MIA to capture the right audience at the right time.

- Prestige Digital Network
- Overhead Digital Spectacular
- Duty Free Digital Spectacular
- Concourse Digital Spectacular
- Gateway Digital Network
- Rotunda Wraps
- Concourse Domination
- Hanging Banners
- International Arrivals Immersion Network
- Domestic Arrivals Domination
- Skylink Sponsorship
- Exhibits
- Jetbridges Exteriors



# PRESTIGE DIGITAL NETWORK

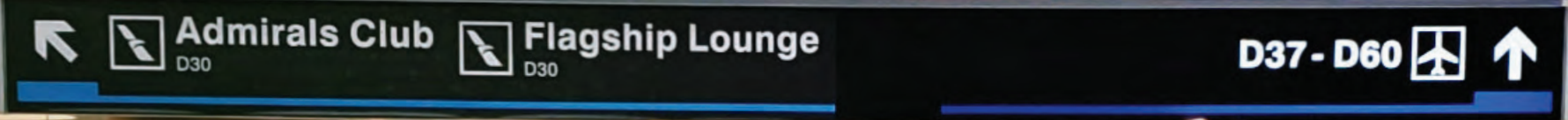
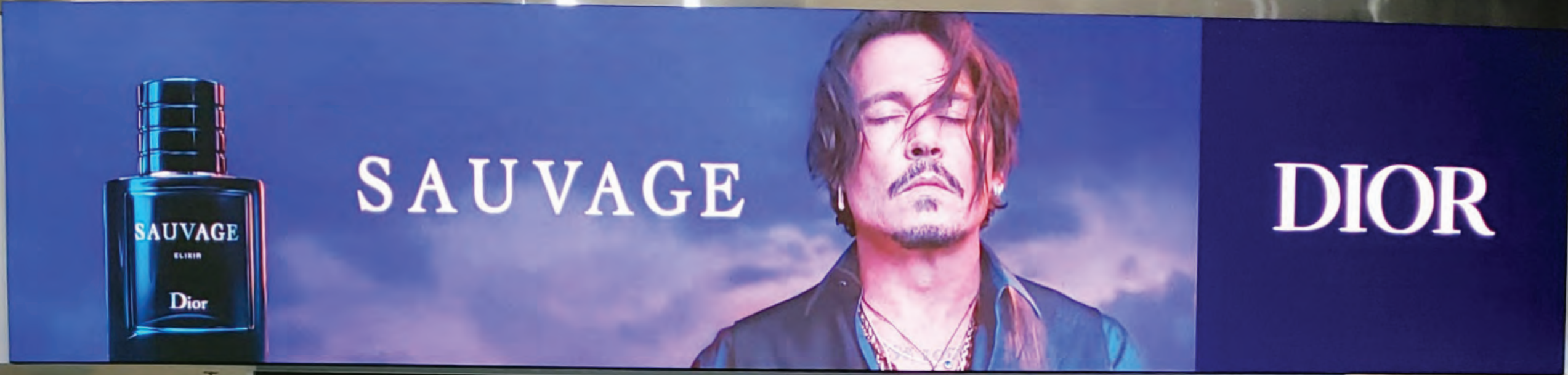
Blanket Miami International Airport with this sought after digital network consisting of **102 high-definition screens!** These vibrant screens offer full motion creatives and high frequency premium locations throughout the airport, capturing both arriving and departing passengers with head-on placements in gate hold lounges, retail corridors, and across international arrivals baggage claim areas.





# OVERHEAD DIGITAL SPECTACULARS

Reach travelers head-on with full-motion creatives in MIA's busiest concourse on JCDecaux's large format digital spectacular! These **two double-sided digital screen pairs** offers maximum exposure to all departing and arriving passengers giving brands the opportunity to make a bold statement.



# DUTY FREE DIGITAL SPECTACULARS

Dominate Miami's busiest concourse with this new oversized digital spectacular opportunity, reaching **100% of arriving and departing passengers** near Duty Free shops in the airport's busiest terminal.





Be our guest  
...just for the day

RESORTPASS

Pool • Cabana • Spa • Fitness

# CONCOURSE DIGITAL SPECTACULAR

This **supersized standalone unit** is strategically placed at the entrance to **MIA's busiest concourse** to reach a mass audience in this high-traffic location.



# GATEWAY DIGITAL NETWORK

Strategically placed in gate hold areas, these **136 high-impact screens** reach traffic throughout the entire airport while benefitting from extra dwell time as passengers wait to board.

RAY-BAN STORIES

WITH VOICE COMMANDS  
& OPEN-EAR AUDIO



Ray-Ban | Meta

sunglass hut BEST BUY LENS-CRAFTERS



More Perks.  
Enjoy preferred boarding

Terms and Conditions apply.

AAAdvantage® Aviator® Mastercard®  
Benefit provided by American Airlines. Conditions and limitations apply. Visit aa.com/newaadvantage for complete details.

More Play.

EARN LOYALTY POINTS TOWARD STATUS<sup>1</sup>

ApplyAviator.com

↑ ✈️ D1-D29

Terminal/EXIT  
Terminal/Salida

Baggage Claim  
Reclamo de Equipaje

F, G, H, J ✈️ ↑

# ROTUNDA WRAPS

Captivate passing travelers from multiple angles with our Rotunda wraps, offering immersive 360 degree views at the **bustling intersection of three concourses** – an ideal spot for maximum brand exposure.



MARC JACOBS

MARC JACOBS

MARC JACOBS

FLIGHT INFORMATION

FLIGHT INFORMATION

Flight closed  
MIA

# CONCOURSE DOMINATION

Capture the attention of travelers in MIA's largest and busiest concourse with these overhead banners. This opportunity guarantees **100% SOV for a sole advertiser**, maximizing views with no interruptions.



# HANGING BANNERS

Elevate your brand's presence with our **three double-sided Hanging Banners**, situated at the vibrant heart of shopping and dining areas for unmatched exposure and triple the impact.



# INTERNATIONAL ARRIVALS IMMERSION NETWORK

Capture travelers with this iconic digital opportunity in MIA's busiest concourse! Consisting of **one 180' LED display and 12 larger-than-life surrounding column wraps**, fully immerse travelers as they walk down the arrivals airport ramp. This network offers an exclusive branding experience for one sole advertiser, capturing 100% of international arrivals!

Int'l Arrivals  
Llegadas Internacionales



Departures/Check-in  
Salidas/Registro

Int'l Arrivals  
Llegadas Internacionales



23

FUN IS

EARN A  
\$250  
STATEMENT  
CREDIT

CARNIVALFUNPOINTS.COM

EARN A \$  
STATEMENT  
CARNIVALFUNPO

Carnival® World Mastercard



FUN IS BACK



EARN A \$250  
STATEMENT CREDIT  
CARNIVALFUNPOINTS.COM

Carnival® World Mastercard



Terms and conditions apply



EARN A  
\$250  
STATEMENT  
CREDIT

CARNIVALFUNPOINTS.COM

Carnival® World Mastercard



Terms and conditions apply



# DOMESTIC ARRIVALS DOMINATION

Reach 100% of arriving passengers with JCDecaux's Domestic Arrivals Domination! Consisting of **22 large column wraps**, this domination creates a unique and impossible-to-miss effect to captivate travelers.



# SKYLINK SPONSORSHIP

Reach travelers head-on as they exit the Sky Train platforms! Consisting of **five perfectly placed overhead wraps**, this domination provides long-read coverage to travelers as they continue their journey.



# EXHIBITS

Immerse business elite and leisurely travelers alike with an experience unlike any other! This experiential space allows consumers to **see, feel, and interact** with products first hand.



# JETBRIDGES

Dominate MIA's international gateway across **128 jetbridges** that span the entire airport! This network displays the first message travelers see upon arrival and the last one upon departure.





# EXTERIORS

Miami's iconic exteriors help elevate any brand in this top traveler market by capturing the attention of all airport departures! These **four larger-than-life banners** convey an ambassadorial message and are strategically positioned outside of the airport terminals, reaching both passenger and vehicular traffic. MIA's exterior units **reach 100% of departing passengers** and can be purchased together or as stand-alone branding opportunities.

Level	Spaces
6	251
5	305
4	177
3	2
2	124
1	10
G	2

SPEED LIMIT 15  
SLOW ZONE

CLEARANCE 7' 6"



# PRIVATE AVIATION DIGITAL MEDIA DOMINATION

Target the **ultra-wealthy** in Miami with our elite private aviation media network. High resolution digital screens are placed at key points in **OPF, SUA, and Embassair private terminals** for maximum impact with this exclusive audience.

This network can be purchased as a South Florida domination of **11 screens across 7 terminals in Miami, Tampa, Orlando, and West Palm Beach** or as our full coverage package of 75 screens across 46 terminals for coast-to-coast coverage.



extime  
EXCLUSIVE

HOSTED BY

EMBASSAIR



DIOR  
CHIFFRE ROUGE



DIOR  
CHIFFRE ROUGE

# PRIVATE AVIATION ICONIC EXTERIOR BANNERS

Reach an elusive audience of ultra-high-net-worth consumers with this iconic opportunity at **one of the most state-of-the-art private terminals in the country**. Supersized exterior banners at Embassair in Miami are located directly on the tarmac for head on exposure with arriving and departing passengers.

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