

JCDecaux

the ultimate travel companion

smart water

smart water

bos → atl bos → lax

JCDecaux

A large digital screen in an airport terminal displays an advertisement for Smart Water. The ad features the text "the ultimate travel companion" on the left and two bottles of Smart Water on the right. Below the bottles, it lists flight routes "bos → atl" and "bos → lax". The JCDecaux logo is visible at the bottom of the screen.

↑ C E Terminals
✈ Gates B19-B40

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A smaller version of the Smart Water advertisement is displayed on a screen in the airport terminal. It includes the same text and imagery as the larger ad above.

C E Terminals
Gates B23-B40

B 21
B 20

BOSTON LOGAN INTERNATIONAL



BOSTON LOGAN INTERNATIONAL

Boston Logan International Airport welcomed nearly **41M passengers in 2023!** As a headquarter for many Fortune 500 companies, BOS is the primary way upscale travelers enter and exit the market. In addition to having major corporate headquarters, Boston is **the nation's college capital** with over 50 colleges and universities as well as the home of some of the **highest ranked hospitals in the world.**

Advertising at BOS reaches affluent residents, global travelers, college students, and a large audience of the business elite.

GET ACQUAINTED

BOSTON LOGAN INTERNATIONAL AIRPORT

BOS' four terminals offer a unique platform for advertisers to reach a cosmopolitan audience of trendsetters, frequent flyers, and business elite traveling on major airlines from around the world.

TA

Delta Airlines,
WestJet

TB

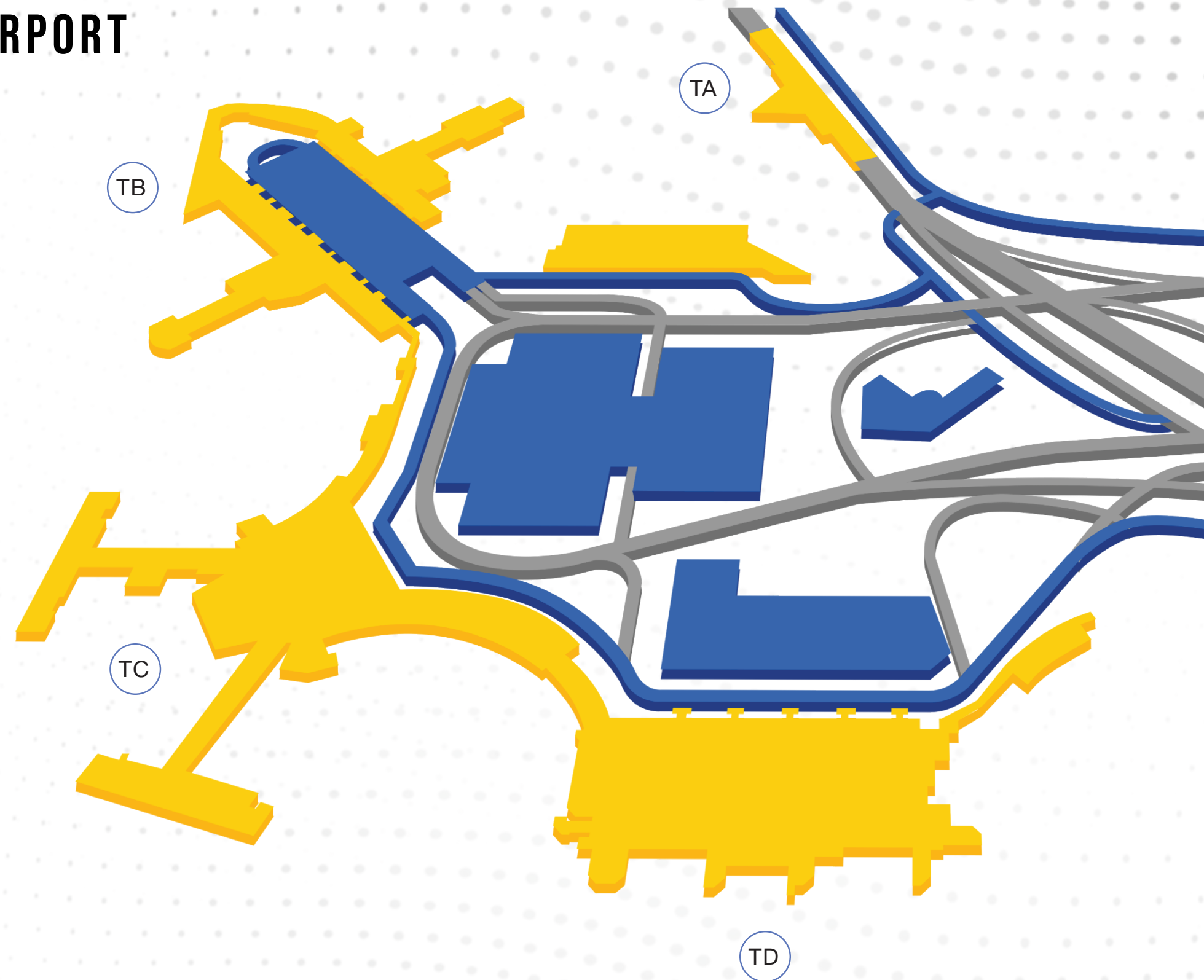
United Airlines, American Airlines, Air
Canada, Alaska Airlines, Southwest
Airlines, Spirit Airlines

TC

JetBlue, Aer Lingus, Air
Portugal, Silver Airways,
Cape Air

TD

British Airways, Emirates, Air
France, Lufthansa, Japan Airlines,
Qatar Airways & more

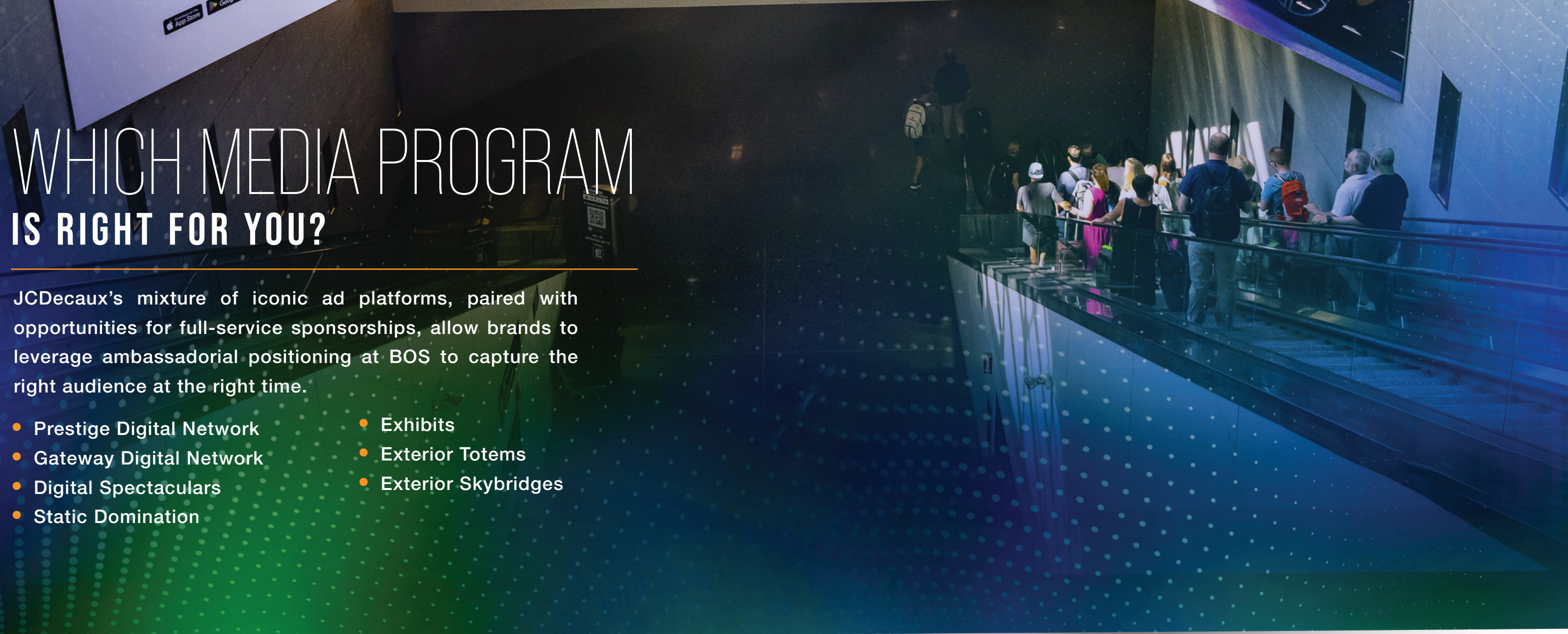




WHICH MEDIA PROGRAM IS RIGHT FOR YOU?

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

- Prestige Digital Network
- Gateway Digital Network
- Digital Spectaculars
- Static Domination
- Exhibits
- Exterior Totems
- Exterior Skybridges



PRESTIGE DIGITAL NETWORK

Blanket Boston Logan International Airport with this high-definition digital network consisting of **51 double-sided Prestige Digital Units!** These vibrant screens offer full-motion creatives and high frequency in premium locations throughout the airport, capturing both arriving and departing passengers with head-on placements in gate hold lounges and retail corridors.

Armrests are not a given.

57% of travelers say armrests are up for grabs. Making 100% of middle seats sadder.*

KAYAK

*From our 2023 survey of 1000 US & Canadian adults who've flown commercially in the last 3 years.

JCDecaux

Recline all you want.

88% of travelers say it's average OK.

KAYAK



Baggage Claim
Ground Transport

Baggage Claim
Gates B1-B5, B15-B36
Elevator to Gate B9

IHG
HOTELS & RESORTS
Travel like you mean it.
Kimpton Rowan - Palm Springs
JCDecaux

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GATEWAY DIGITAL NETWORK

Spread throughout gate hold areas and central concourses, this high-impact network reaches traffic throughout the entire airport while benefitting from extra dwell time as passengers wait to board.

Welcome to Boston.
Home of the leader in
heart research.

 Mass General Brigham

Based on NIH funding.



JCDecaux



DIGITAL SPECTACULARS

Reach travelers head-on with full-motion creatives on one of BOS' **three Digital Spectaculars!** These larger-than-life digital screens are available in two terminals and can be purchased as standalone opportunities or strategically networked together to capture travelers throughout the airport.

*Lightly
Fantastic*

*Lightly
Fantastic*

*Lightly
Fantastic*

THE LEGAL DRINKING AGE IN MASSACHUSETTS IS 21. DO NOT CONSUME DURING PREGNANCY OR IN CONNECTION WITH THE OPERATION OF HEAVY MACHINERY, OR WHILE DRIVING. ENJOY RESPONSIBLY. | HARD SELTZER WITH JUICE FROM CONCENTRATE AND WITH OTHER NATURAL FLAVORS | ©2023 HARD SELTZER BEVERAGE COMPANY, LLC. TRUZYHARDSELTZER.COM

STATIC DOMINATION

Follow travelers throughout their journey with JCDecaux's Static Domination Network! This opportunity guarantees **100% SOV** to a sole advertiser and maximizes views without interruptions.



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.

WORLD
MATERCARD





EXTERIOR TOTEMS

Reach **100% of passengers on major roadways** leading into and out of BOS with JCDcaux's eye-catching units! These uninterrupted totem exteriors can be bought to have coverage throughout the airport terminals with a total of **34 double-sided totems**.

When banks go low, we go high.

Wicked high corporate card limits and rewards.



 Brex

EXTERIORS

In addition to our premium totem exteriors, you can captivate travelers on one of our **four exterior skybridges!** These striking exteriors allow a brand to be an airport ambassador, greeting travelers with images that are simply impossible to miss!

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Detailed description: A large digital billboard in an airport terminal. The billboard features a white background with the text 'the ultimate travel companion' in blue. Below the text are two clear plastic water bottles with blue labels that say 'smart'. At the bottom of the billboard, it says 'bos → atl' and 'bos → lax'. The JCDecaux logo is at the bottom center of the billboard frame.

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✈ Gates B19-B40

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Detailed description: A smaller version of the smart water bottle advertisement, mounted on a wall in the airport terminal. It includes the same text and images as the larger billboard above.

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