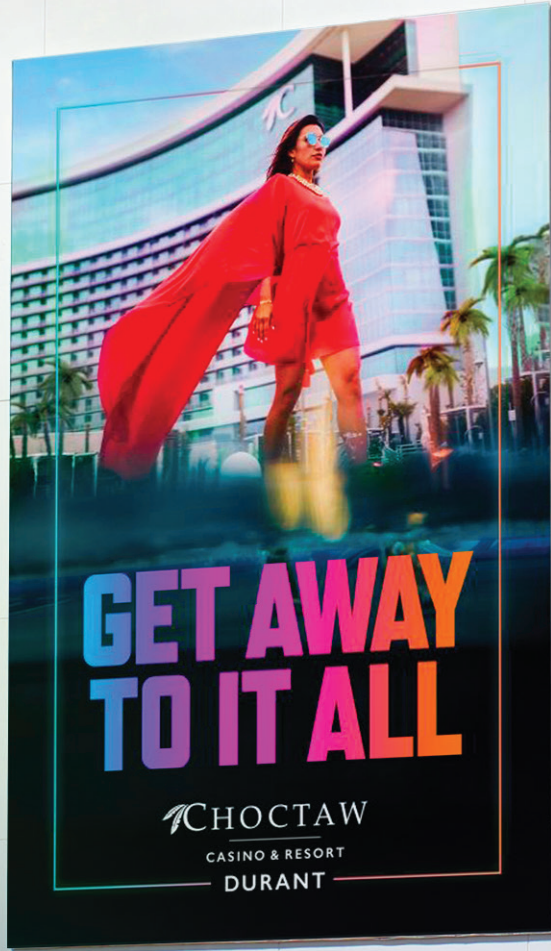


JCDecaux



GET AWAY
TO IT ALL

CHOCTAW
CASINO & RESORT
DURANT

The billboard features a woman in a vibrant red cape and dress, standing in front of a modern, multi-story building with a curved facade. The scene is set against a clear blue sky with palm trees in the foreground. The text 'GET AWAY TO IT ALL' is prominently displayed in large, colorful, block letters. Below it, the Choctaw logo and 'CASINO & RESORT DURANT' are visible.

JCDecaux

DALLAS FORT WORTH
INTERNATIONAL



DALLAS FORT WORTH INTERNATIONAL

Dallas / Fort Worth International Airport is ranked the **3rd busiest airport in the world**, welcoming over **80M** passengers in 2023! Nested in one of the largest and fastest-growing metropolitan areas in the U.S., and a **prime convention destination**, DFW advertising reaches affluent local residents, global travelers, and a large audience of business elite.

GET ACQUAINTED

DALLAS FORT WORTH INT'L AIRPORT

DFW's five 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

American Airlines

TB

American Airlines, American Eagle

TD

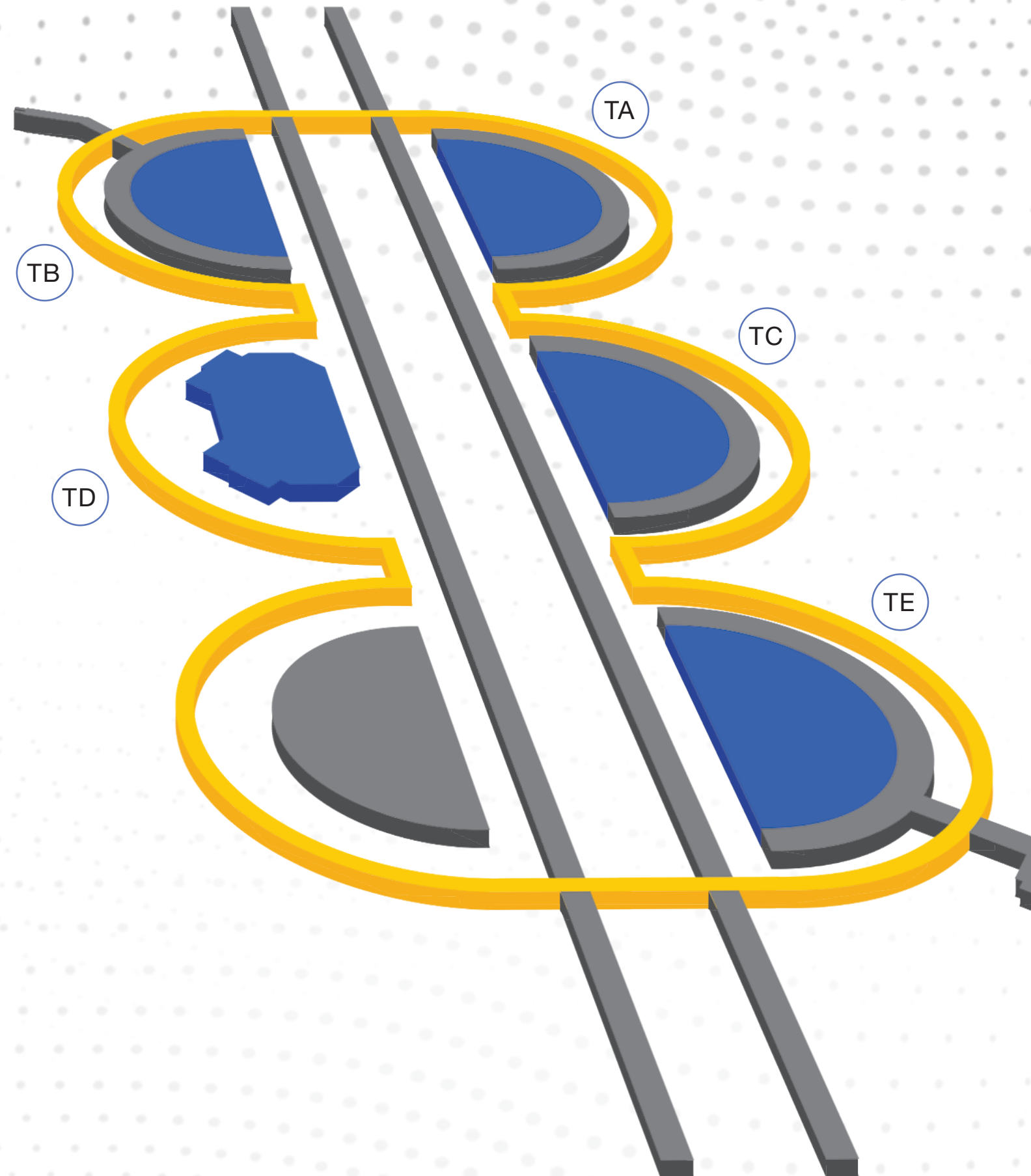
American Airlines, British Airways, Emirates, Japan Air, Turkish Airways, Qatar Airways & more

TC

American Airlines

TE

Air Canada, Alaskan Airlines, Delta Airlines, Frontier Airlines, jetBlue, United Airlines & more





Coca-Cola
**PROUD
SPONSORS
OF EXCESSIVE
CELEBRATIONS**

© 2018 The Coca-Cola Company

JCDecaux

B11



Coca-Cola
**PROUD
SPONSORS
OF EXCESSIVE
CELEBRATIONS**

JCDecaux

USO - B47
Toilets - B15
Gates B12-B49



EXIT

B12

Skylink connection to:
A C D E

B14

WHICH MEDIA PROGRAM IS RIGHT FOR YOU?

JCDecaux's mixture of iconic ad platforms allow brands to leverage ambassadorial positioning at DFW to capture the right audience at the right time.

- Prestige Digital Network
- Gateway Digital Network
- Digital Spectaculars
- Static Domination
- Skylink Sponsorship
- Jetbridges
- Exteriors

D25

THIS IS
**GAME-CHANGING
INNOVATION**
WITH T-MOBILE
FOR BUSINESS.



T-MOBILE
FOR BUSINESS

PGA
OF AMERICA
1916

EXCLUSIVE 5G PARTNER

JCDecaux

↑ Gates D27-D37

D27

THIS IS
**GAME-CHANGING
INNOVATION**
WITH T-MOBILE
FOR BUSINESS.



D28

THIS IS
**GAME-CHANGING
INNOVATION**
WITH T-MOBILE
FOR BUSINESS.



PRESTIGE DIGITAL NETWORK

Blanket Dallas/Fort Worth International Airport with this high-definition digital network consisting of **144 Prestige Digital Units!** These vibrant screens offer full-motion creatives and high frequency in premium locations throughout the airport, capturing passengers with head-on placements in gate hold lounges and retail corridors

DOORDASH

SKIP THE LINE.
BOARD ON TIME.
PAY NO FEES.

SKIP TO START YOUR ORDER.

JCDecaux

Link connection to: Admirals Club - A23
C D E Ground Transportation Bag Claim ↑

ates A11-A39

Ground Transportation Bag Claim ↑
Toll-free - A13 ↑

GATEWAY DIGITAL NETWORK

Strategically placed in gate hold areas, this network of **36 screens** provides airport-wide coverage while benefitting from extra dwell time as passengers wait to board.

DFW

When you need to travel with your buddy, Buddy,



IT MATTERS WHERE YOU STAY.

Book Pet-Friendly Stays at [Hilton.com](https://www.hilton.com)



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DIGITAL SPECTACULAR NETWORK

Reach travelers head-on with full-motion creatives on one of DFW's **16 Digital Spectaculars!** These larger-than-life digital screens are now available in all airport terminals and can be strategically networked together to capture 100% of the airport audience.

RÉPUBLIQUE
FRANÇAISE

Liberté
Égalité
Fraternité

MAKE IT
ICONIC.
CHOOSE FRANCE

choosefrance.fr

France™

VICTOR WEMBANYAMA

A basketball virtuoso -
taking boldness to new heights.
Mastery shapes legacy.



STATIC DOMINATION

Follow travelers on their journey with JCDecaux's Static Domination Network! This opportunity guarantees **100% SOV to a sole advertiser** and maximizes views with no interruptions.

SKYLINK SPONSORSHIP

Dominate on one of the largest and most unique advertising platforms by branding on **DFW's Skylink and overhead banners!** This all-encompassing opportunity allows advertisers to reach **100% of departing travelers head-on** with elevated banners and immerse them in your brand as they travel through the airport on the Skylink.



JETBRIDGES

Dominate Dallas' gateway across **162 jetbridges** that span the entire airport! This network displays the first message travelers see upon arrival and the last one upon departure.

You have **6** shows
in common with
anyone on your
flight. **Find yours.**



You have **6** shows
in common with
germaphobes.
Find yours. After
the seat wipe-down.



More Travel.

Earn
AAdvantage[®]
bonus miles

Terms and Conditions apply.



More Tee Time.



AAdvantage[®] Aviator[®] Mastercard[®]

[ApplyAviator.com](https://www.applyaviator.com)

Terminal B



EXIT
B
↙

CONSTRUCTION
WORK
AHEAD

Express

EXTERIORS

Reach 100% of passengers on major roadways leading into and out of DFW International with JCDecaux's **six impossible-to-miss exterior units!** These eye-catching exteriors also grab the attention of daily commuters throughout the DFW Metroplex.



JCDecaux

PRIVATE AVIATION DIGITAL MEDIA DOMINATION

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

This network can be purchased as a Texas domination reaching **Houston, Dallas, & Austin across 5 terminals** or as our full coverage package of 75 screens across 46 terminals for coast-to-coast coverage.

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