

JCDecaux



BVLGARI
ROMA 1884

LOS ANGELES INTERNATIONAL



LOS ANGELES INTERNATIONAL

Los Angeles International Airport is the **eighth busiest airport in the world** and has welcomed **over 75M passengers** in 2023! Highly ranked among the nation's busiest airports, LAX is the number one Destination and Origin airport in the United States. Indexing at 146 for business decision-makers, LAX is a top business airport in the JCDecaux portfolio.

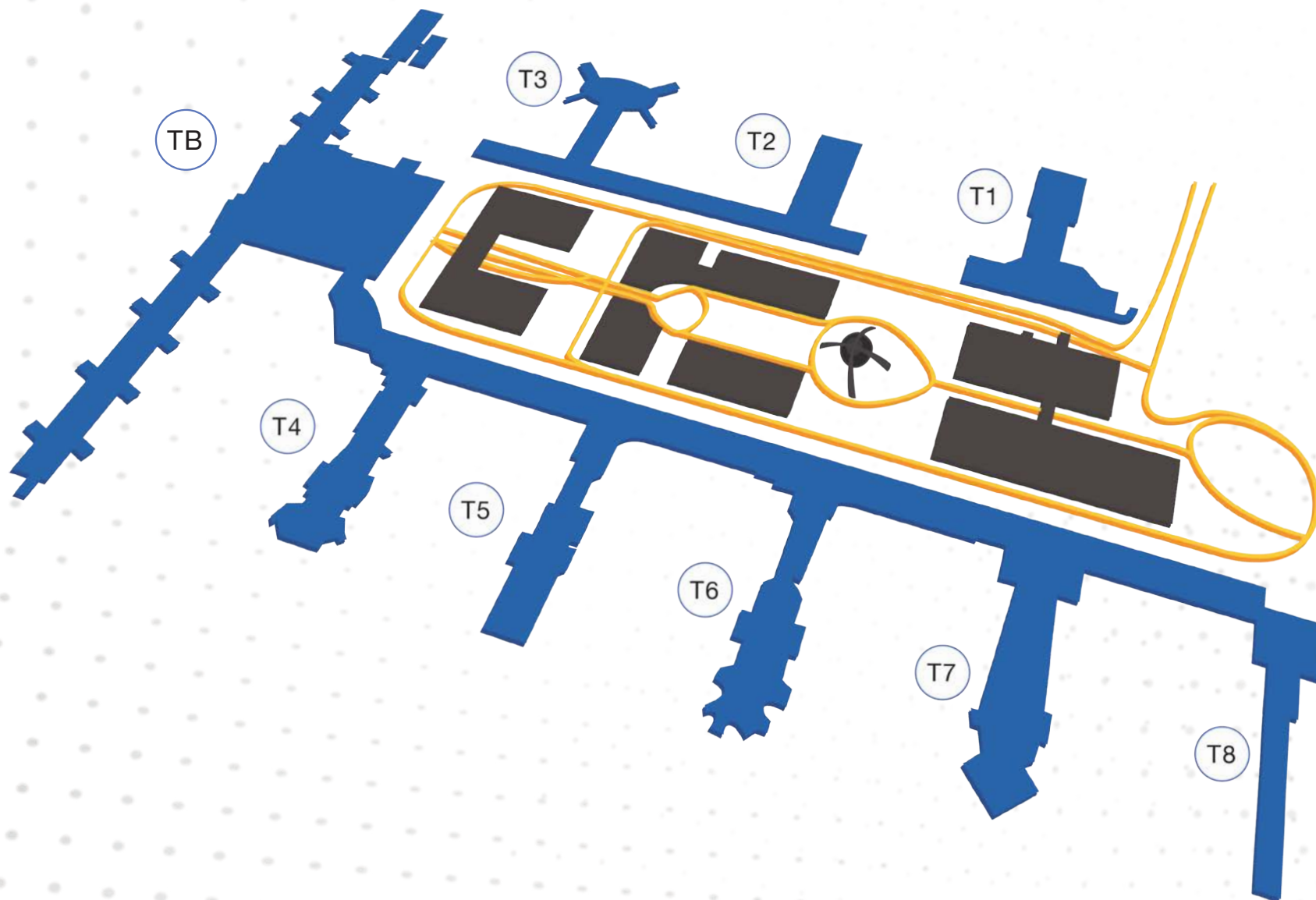
As the entertainment capital of the world and a hub for the fashion industry, Los Angeles draws in an extremely desirable audience. Advertising at LAX reaches highly educated, affluent individuals with active lifestyles, who influence major purchasing decisions for both home and business.

LAX

GET ACQUAINTED

LOS ANGELES INTERNATIONAL AIRPORT

LAX's **nine 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 in the gateway to Asia.



T1

Southwest Airlines

T2

Condor, Delta Airlines, Westjet

T3

Aeromexico, Delta Airlines

T4

American Airlines

T5

American Airlines, Hawaiian Airlines, JetBlue & more

T6

Air Canada, Alaska Airlines, Southern Airways

T7

United Airlines

T5

United Airlines

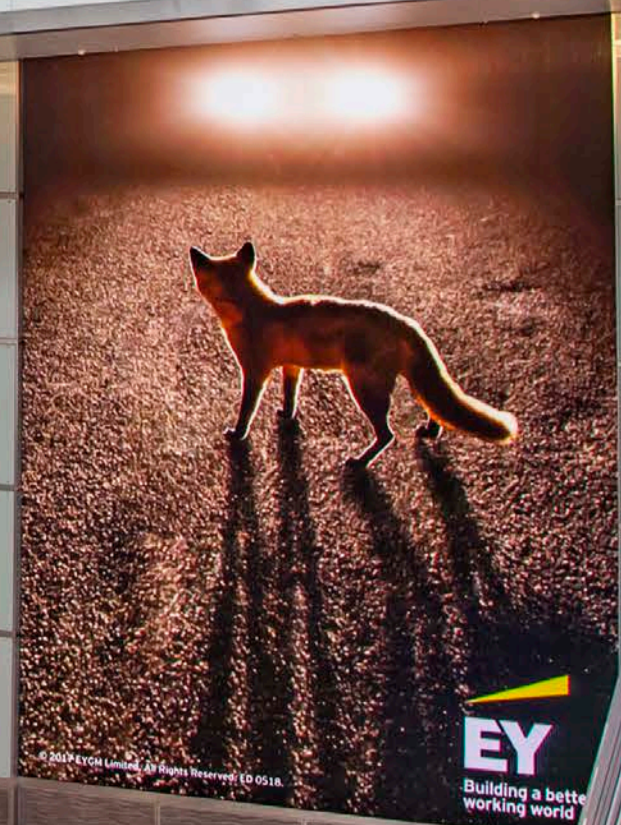
TB

Air China, British Airways, Emirates, Qatar Airways, Singapore Airlines, SAS, Turkish Airlines, Virgin Atlantic

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 LAX to capture the right audience at the right time.

- Prestige Digital Network
- Gateway Digital Network
- Bridge Media Band Network
- Digital Spectaculars
- Terminal B Digital Sponsorships
- Static Dominations
- Jetbridges
- LAX.it Sponsorship
- Exteriors



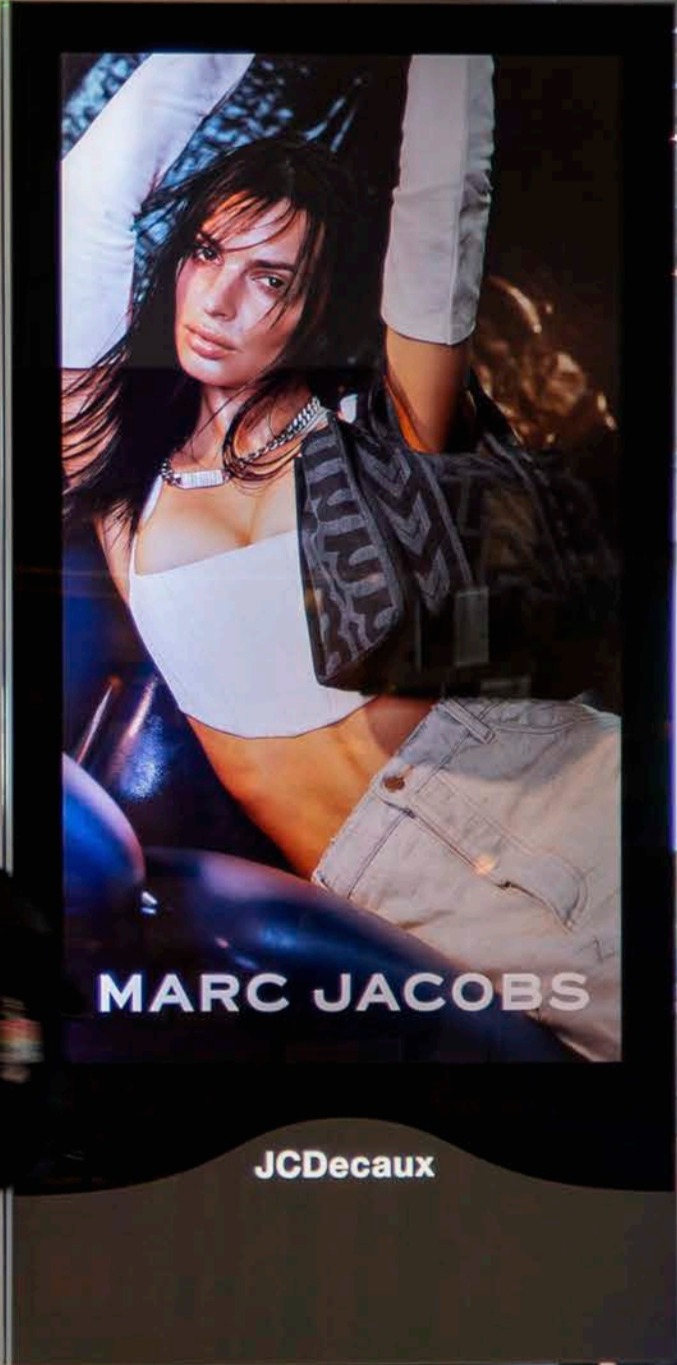
PRESTIGE DIGITAL NETWORK

The Prestige Digital Network consists of **157 head-on digital screens** which offer full motion creatives and high frequency in premium locations throughout all airport terminals.



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11A
This Gate is Empty
Recharge. Recharge.
empty. Need



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GATEWAY DIGITAL NETWORK

Strategically placed in gate hold areas, this network of **63 screens** reaches traffic **throughout the entire airport** while benefitting from extra dwell time as passengers wait to board.



JCDecaux

the ultimate
travel companion



lax → den



lax → jfk

ROLEX



Gates 151-159

Shopping ↑
Dining ↓

BRIDGE MEDIA BAND NETWORK

Our Bridge Media Band Network consists of **15 overhead large digital spectacles** that provide long read coverage to both domestic and international travelers throughout key terminals at LAX.



DIGITAL SPECTACULARS

Reach travelers head-on with full-motion creatives on one of LAX's **86 Digital Spectaculars!** These larger-than-life digital screens are available in all airport terminals and can be purchased as standalone opportunities or strategically networked together to **capture 100% of any one terminal.**



GUCCI

BON VOYAGE WALL TERMINAL B SPONSORSHIPS

Immerse a highly sought after global audience with our **iconic Terminal B** inventory. Situated in a narrow entryway directly after TSA that leads to the grand hall and gates, the Bon Voyage Wall is unmissable and stands out to 100% of departing passengers in the **busiest terminal at LAX.**

TIME TOWER TERMINAL B SPONSORSHIPS

Immerse a highly sought after global audience with our iconic Terminal B inventory. Dominate **LAX's busiest terminal** with head-on visibility throughout the entire grand hall! Captivate passengers luxuriating in upscale amenities, including premier dining, high-end shopping, and exclusive airline club lounges, with this **larger-than-life opportunity**.



PEACE OF MIND
IS KNOCKING
The Cultural Lounge. Just open to 7:00.
www.louisvuitton.com



Enjoy the award-winning
Business Class experience

 **CATHAY**
MOVE BEYOND



 **SUNGLASSES** 

SUNGLASSES

DIOR **PRADA** **GUCCI** **GUCCI** **SAINT LAURENT**

LANDMARK TERMINAL B SPONSORSHIPS

Immerse a highly sought after global audience with our iconic Terminal B inventory. This massive overhead screen targets **100% of passengers** in an environment celebrated for upscale amenities, including premier dining, high-end shopping, and exclusive airline club lounges.



I'm a fan.
BVLGARI
THE HOTEL GROUP

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ASIA PACIFIC BANGKOK • BEIJING • GUANGZHOU • HONG KONG • JAKARTA • KUALA LUMPUR • MACAU • SANYA
SHANGHAI CHENZHEN • SINGAPORE • TAIPEI • TOKYO THE AMERICAS BOSTON • CAIRO • MIAMI • NEW YORK
SAINTAUGUSTO EUROPE BARCELONA • BOXPUM • GENEVA • ISTANBUL • LAKE COMO • LONDON • LUCERNE • MADRID
MILAN • MUNICH • PARIS • PRAGUE MIDDLE EAST & AFRICA ABU DHABI • DOHA • DUBAI • MARRAKECH • RIYADH
BVLGARI
THE HOTEL GROUP

Terminal
B
Gates
130-146
201-225
Gates
148-159

BOOKSTORE

VINO
VOLO

VICTORIA'S

iStore

BVLGARI

STORYBOARD

TERMINAL B SPONSORSHIPS

Immerse a highly sought after global audience with our iconic Terminal B inventory. This unique **multi-screen display** guarantees high impact with 100% of passengers in this premium environment.

CONCOURSE PORTALS TERMINAL B SPONSORSHIPS

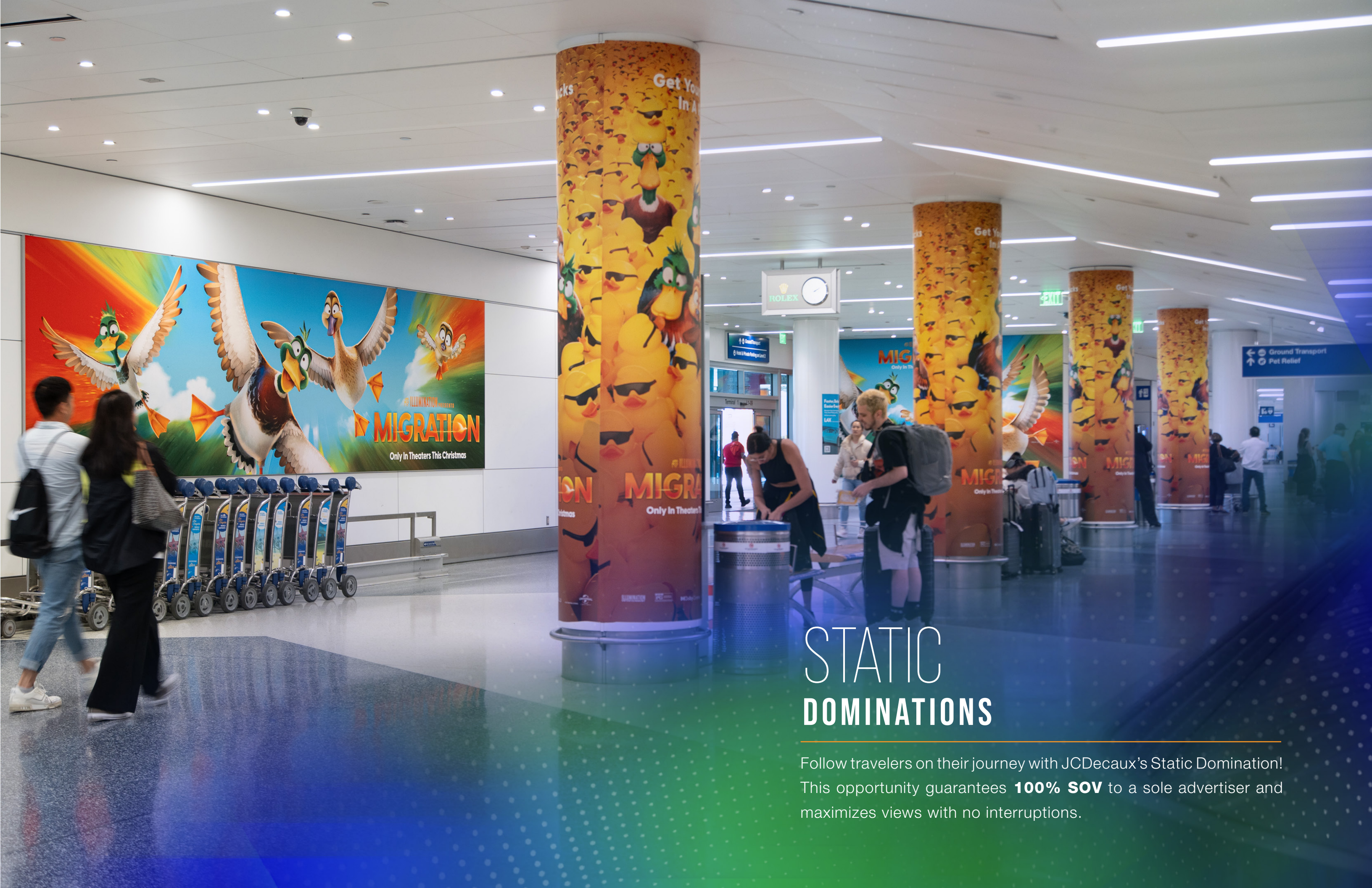
Immerse a highly sought after global audience with our iconic Terminal B inventory. Located in a busy thoroughfare near duty-free in **LAX's busy international terminal at LAX**, these massive digital placements ensure an unforgettable brand experience!





WELCOME WALL TERMINAL B SPONSORSHIPS

Immerse a highly sought after global audience with our iconic Terminal B inventory. Our **largest digital screen in LAX** makes an oversized impact welcoming passengers entering Los Angeles.



STATIC DOMINATIONS

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



JETBRIDGES

Dominate LAX's gateway across **96 jetbridges** that span the entire airport! This network is the first thing travelers see upon arrival and the last thing upon departure. Allowing brands to fully captivate travelers with both interior and exterior advertising, LAX's jetbridges are fully visible from gatehold lounges and airplane seats.

Papi Steak
L A S V E G A S

Fontainebleau Las Vegas
Culinary Excellence

BOOK YOUR RESERVATION NOW FOR AN EXTRAORDINARY DINING EXPERIENCE





EXTERIORS

Reach 100% of passengers on major roadways leading into and out of LAX 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.



LAX.IT SPONSORSHIP

Dominate on one of the largest and most unique advertising platforms by branding with LAX-it! Consisting of **84** column wraps, **30** shuttle bus wraps, **15** double-sided Pylons banners, **8** mobile charging stations, **1** skybridge banner, a spectacular landmark, and a selfie spot- this all-encompassing opportunity allows advertisers to reach 100% of arriving travelers across all terminals and immerse them in your brand.

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