

JCDecaux

Baggage Concerns? Contact Your Airline

6

FOR ALL CAR RENTAL SERVICES
PROCEED DOWN TO LEVEL 1
BE GENTLE
REPORT DAMAGED BAGS
CALL 911

©2018

← Bag Claim BA on Level 1

One billion appointments
have been managed
on Salesforce
Field Service.

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have been managed
on Salesforce
Field Service.

salesforce

JCDecaux



ORLANDO
INTERNATIONAL

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An aerial photograph of the Orlando International Airport terminal and tarmac at dusk. The terminal building is a large, modern structure with a prominent, curved roofline. Several large commercial aircraft are parked at gates, and many smaller planes are visible on the tarmac. The sky is a deep blue, and the ground is illuminated by the warm light of the setting sun. The overall scene is busy and modern.

MCO welcomed **over 57M passengers in 2023** and is one of the busiest airports in the United States! As the gateway to one of the top tourist destinations in the world, MCO is the busiest airport in Florida and home to the most visited amusement parks!

Orlando is the **largest convention and conference market** in the U.S. and the headquarters to many Fortune 500 companies. Advertising at MCO reaches a desirable mixture of affluent residents, global leisurely travelers, elite business passengers, and more!

GET ACQUAINTED

ORLANDO INTERNATIONAL AIRPORT

MCO's **3 main terminals and 4 airside** offer a unique platform for advertisers to reach a cosmopolitan audience of trendsetters, frequent flyers, and business elite travelling on major airlines from around the world.

TA

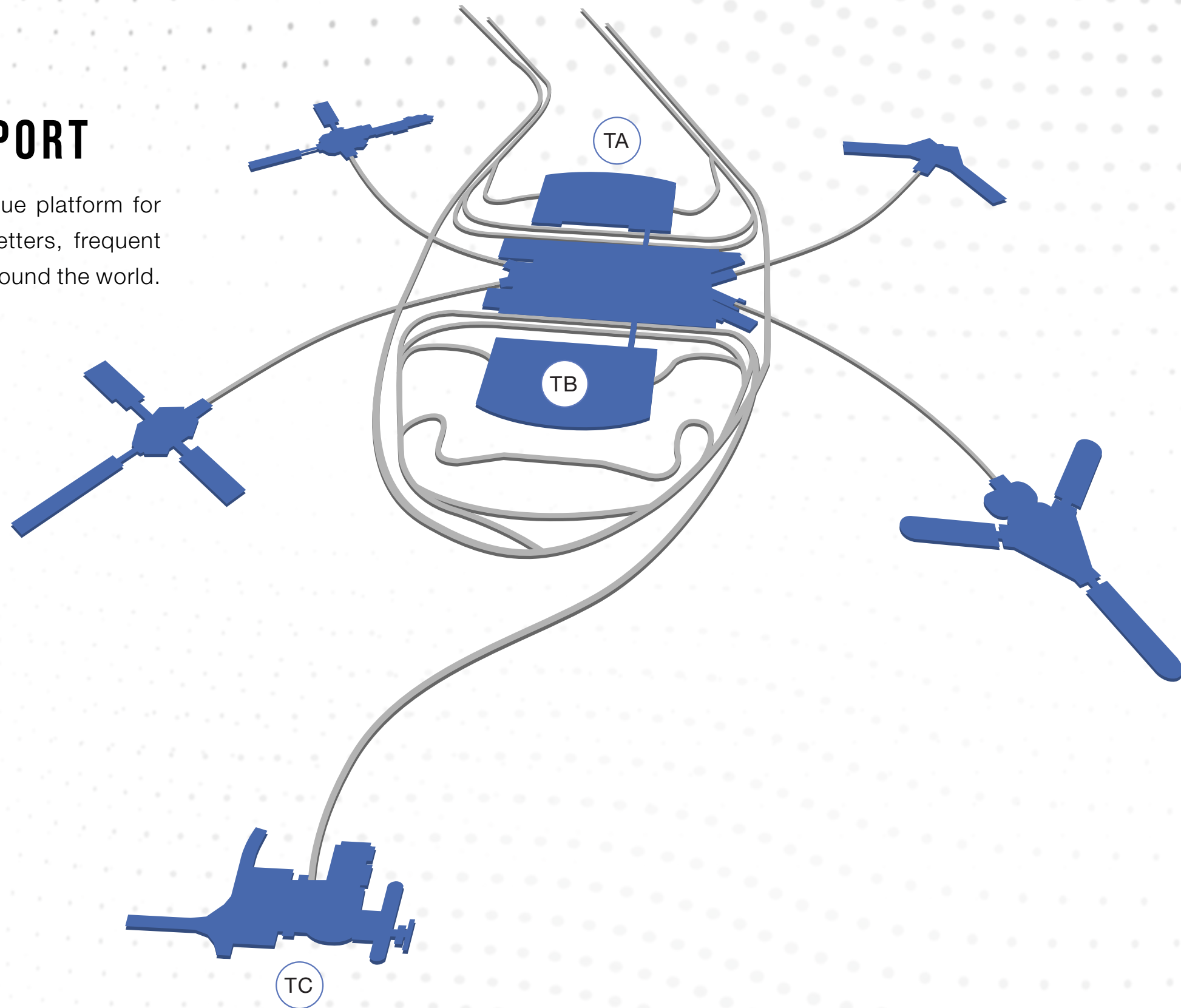
Virgin Atlantic Airways, Avelo Airlines, Frontier Airlines, Southwest Airlines, Spirit Airlines

TB

Air Canada, American Airlines, Alaska Airlines, Delta Airlines, LATAM Airlines, United Airlines, & more

TC

Aer Lingus, British Airways, Caribbean Airlines, Emirates, IcelandAir, JetBlue Airways, & more



A photograph of an airport terminal hallway. The ceiling is white with recessed lighting. A blue directional sign hangs from the ceiling, pointing up and to the left, with icons for a suitcase and a car. The sign reads "Bag Claim" and "Ground Transportation". The floor is highly reflective, showing the lights and the people walking. On both sides of the hallway, there are digital billboards for HOKA shoes. The billboards display a blue HOKA shoe and the text "FAST IN. FASTER OUT." and "HOKA". People are walking in the hallway, some with luggage. The overall atmosphere is bright and modern.

↑ Bag Claim Ground Transportation

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
- Escalator Arrivals Spectaculars
- Grand Hall Digital Spectaculars
- 360 Arrivals Digital Columns
- Arrivals Spectaculars
- Static Dominations
- Exhibits
- Exteriors



Energy technology, upgraded

Find us at DISTRIBUTECH

ARRIVALS	ARRIVALS	ARRIVALS	DEPARTURES	DEPARTURES	DEPARTURES
AA 1234	DL 5678	UA 9012	AA 3456	DL 7890	UA 1234
...



Energy technology, upgraded

Find us at DISTRIBUTECH

PRESTIGE DIGITAL NETWORK

Dominate Orlando International Airport with this sough-after digital network consisting of **78 high-definition screens!** These vibrant screens are clustered throughout key pulse points of the airport for optimal impact. Located in departures lounges and in baggage claim, these high-quality digital units capture 100% of passengers as they travel to and from Orlando.

GATEWAY DIGITAL NETWORK

Strategically placed in gate hold areas, this network of **40 screens** reaches traffic **throughout the entire airport** while benefitting from extra dwell time as passengers wait to board.

THREATLOCKER
ZERO TRUST ENDPOINT PROTECTION PLATFORM

**Block Untrusted
Software**

**...Including
Ransomware**

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to learn more

JCDecaux



ESCALATOR ARRIVALS

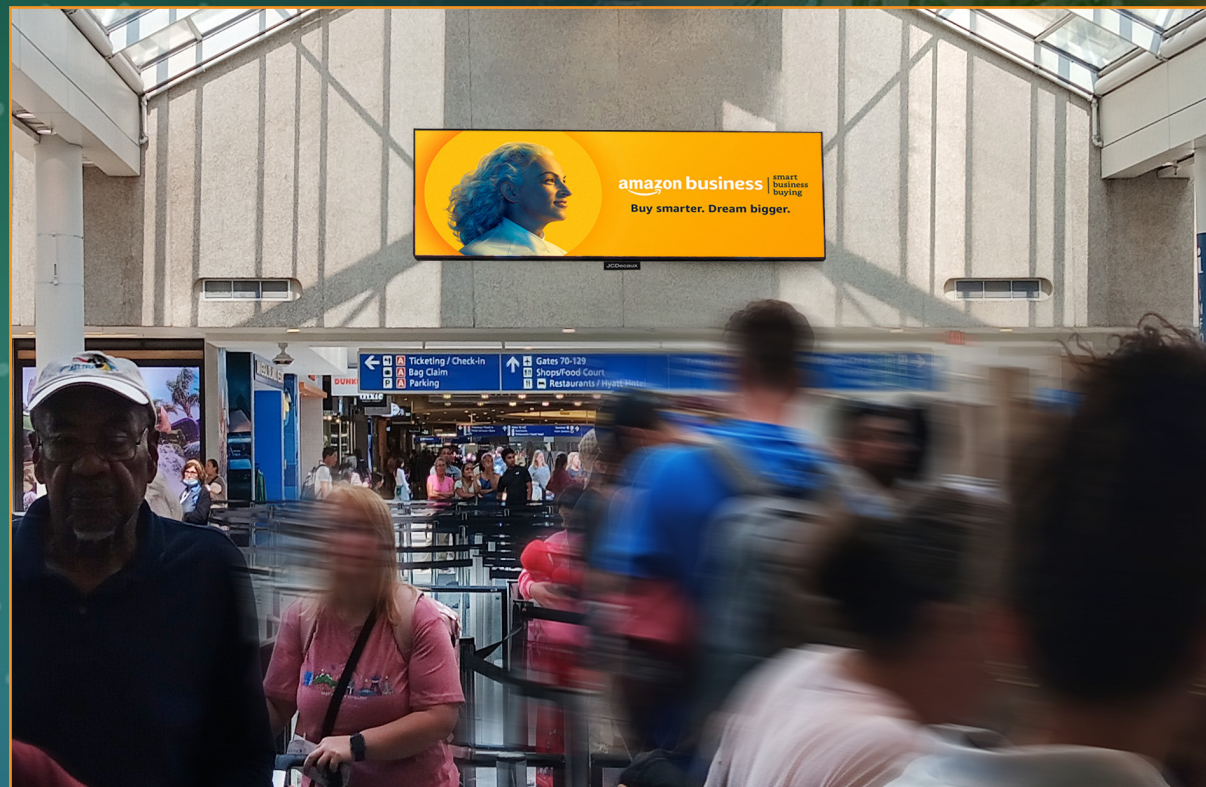
DIGITAL SPECTACULARS

Reach **100%** of arriving travelers in Terminals A and B head-on with our Escalator Arrivals Spectaculars! Consisting of **four large format digital displays**, they capture travelers attention as they head down the escalators to bag claim or the rental car counters. These four dominations give brands the opportunity to make a bold statement, capturing the entire airports traffic as they navigate through arrivals.

GRAND HALL

DIGITAL SPECTACULARS

Located in the East and West Halls of MCO's Grand Concourse, these **four larger-than-life screens** are designed for maximum impact. Each is strategically placed to reach arriving and departing passengers as they arrive into Orlando and exit via busy security lines.



Don't keep us waiting.

IHG
HOTELS & RESORTS

Holiday Inn - Jekyll Island

ARRIVALS

City	Airline	Flight	Time	Bag	Status
Melbourne	Azair	3138	04:46 pm		On Time
Boston	jetBlue	1154	05:27 pm		On Time
Dallas	jetBlue	452	11:10 pm		On Time
Carpenter, Brad	Azair	3706	05:45 pm		On Time
Portland	Allegiant	58	06:45 pm		On Time
London Gatwick	British Airways	783	06:37 pm		On Time
New York JFK	jetBlue	302	05:00 pm		On Time
New York JFK	jetBlue	1403	05:37 pm		On Time
New York JFK	jetBlue	762	07:40 pm		On Time

DEPARTURES

THURSDAY, OCTOBER 12, 2023

5:43 PM

Ground Transportation

ARRIVALS SPECTACULARS

Positioned in Terminal C's baggage claim area, these **two oversized screen pairs** capitalize on the extended dwell time experienced by passengers. They offer a prime opportunity to engage travelers as they are waiting to collect their luggage and planning the next leg of their journey.



200 billion
packages a year are sustainably
produced and distributed
by the world's leading
manufacturers using IFS.ai



Asset & Service
Management software
from www.ifs.ai

360° ARRIVALS DIGITAL COLUMNS

These towering digital pillars offer an **immersive 360-degree canvas**, presenting unprecedented creative opportunities. Located where the bustle of arrivals meets the anticipation of holidaymaking, the **two digital columns** are poised to present your message to an audience eager to embrace new products and experiences.

STATIC DOMINATIONS

Follow travelers on their journey with JCDecaux's Static Dominations! This domination network includes **head-on banners, wall-to-wall tunnel dominations, and impossible-to-miss wall wraps** in all four airside! This opportunity guarantees 100% SOV for 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.

SIXT
RENT THE CAR

**DON'T RENT
A CAR.
RENT THE CAR.**

The Elevated Comfort
of the BMW X7

← TURN LEFT FOR SIXT

EXTERIORS

Orlando's iconic exteriors help elevate any brand by capturing the attention of all airport passengers! These **two larger-than-life banners** convey an ambassadorial message and are strategically positioned outside of the airport terminals. MCO's double-sided exteriors reach arriving and departing passengers as they head to parking and car rentals!



PRIVATE AVIATION DIGITAL MEDIA DOMINATION

Target the **ultra-wealthy** in Orlando with our elite private aviation media network. High resolution digital screens are placed at key points in **MDW and PWK 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.

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PROCEED DOWN TO LEVEL 1
BE CAREFUL
REPORT DAMAGED BAGS
CALL 911

6-01 621

← Bag Claim BA on Level 1

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