

JCDecaux

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

PITTSBURGH INTERNATIONAL

PITTSBURGH INTERNATIONAL

Pittsburgh International Airport welcomed over **9M passengers in 2023** and was recognized as **one of the top 10 domestic airports** by Travel+Leisure! Pittsburgh is an emerging technology market, home to Carnegie Mellon University, which hosts one of the largest and most popular computer science programs in the country.

Ranked one of the most livable cities in the United States, Pittsburgh is home to many Fortune 500 companies. PIT's diverse advertising programs make for a compelling branding campaign for headquarter brands, local start-ups, and technology companies.





GET ACQUAINTED PITTSBURGH INT'L AIRPORT

PIT's **four terminals** offer a unique platform for advertisers to reach a cosmopolitan audience of frequent flyers and business elite traveling on major airlines!

TA

Allegiant, Southwest, Sun Country,
United Airlines

TC

Air Canada, British Airways, Icelandair

TB

Alaska Airlines, American Airlines,
Jetblue, Southwest Airways, Spirit

TD

Breeze Airways, Delta, Frontier



Coatings that absorb pollution. That's how we're helping the world become a more beautiful place.

Paint that resists scratches. That's how we're helping the world become a more beautiful place.

PPG

We protect and beautify the world.

WHICH MEDIA PROGRAM IS RIGHT FOR YOU?

JCDecaux's high-quality ad platforms allow brands to leverage ambassadorial positioning at PIT to capture the right audience at the right time.

- Prestige Digital Network
- Soffit Banners
- Tri-Sided Wall Wrap
- Airside Core Escalator Banner
- Landslide Transit Banners & Column Wraps
- Baggage Claim Domination
- Bag Chute Domination
- Departures Tram Domination
- Tram Door Panel Domination
- Interior Tram Domination



"I am
La Roche."

- Rebecca
Interior Design, Class of 2013
laroche.edu/i-amlrc

JCDecaux

PRESTIGE DIGITAL NETWORK

Blanket Pittsburgh International Airport with this sought-after digital network consisting of **16 high-definition double-sided LCD screens!** These vibrant screens are clustered throughout key pulse points of the airport and reach 100% of departing and arriving passengers.

The treatments that will travel the world tomorrow,
are happening today at UPMC.

UPMC

Upgrade to first class customer service from a Health Care

UPMC HEALTH PLAN

Access with the UPMC AnywhereCare app no matter where you travel.

UPMC HEALTH PLAN

SOFFIT BANNERS

Capture 100% of departing and arriving passengers with this brand new overhead double-sided static spectacular package. **12 high-impact wraps** are strategically located near various dining and retail options within PIT's retail core area, your brand won't be missed.

TRI-SIDED STATIC SPECTACULAR

This **brand-new unique tri-sided static spectacular** is guaranteed to reach both departing and arriving passengers. Strategically located just past the **retail and dining area** this unique domination will reach passengers heading toward the airport tram.

→ Do Not Enter

Here, progress is always in progress.

Driven by the search. Inspired by the impact.

Katz Graduate School of Business
Part-Time MBA program,
designed for working professionals

U.S. News & World Report
2023 Best Graduate School Rankings

Best Production Business Year 2020

University of Pittsburgh
pittgraduate

Driven by the search. Inspired by the impact.

Katz Graduate School of Business
Part-Time MBA program,
designed for working professionals

U.S. News & World Report
2023 Best Graduate School Rankings

Best Production Business Year 2020

University of Pittsburgh
pittgraduate

AIRSIDE CORE ESCALATOR BANNER

Capture **100% of arriving travelers** with this unmissable iconic overhead static spectacular. This large format banner will reach arriving passengers as they make their way toward the baggage claim and airport exit.

AMERICA'S **LARGEST**
INJURY LAW FIRM

MORGAN & MORGAN



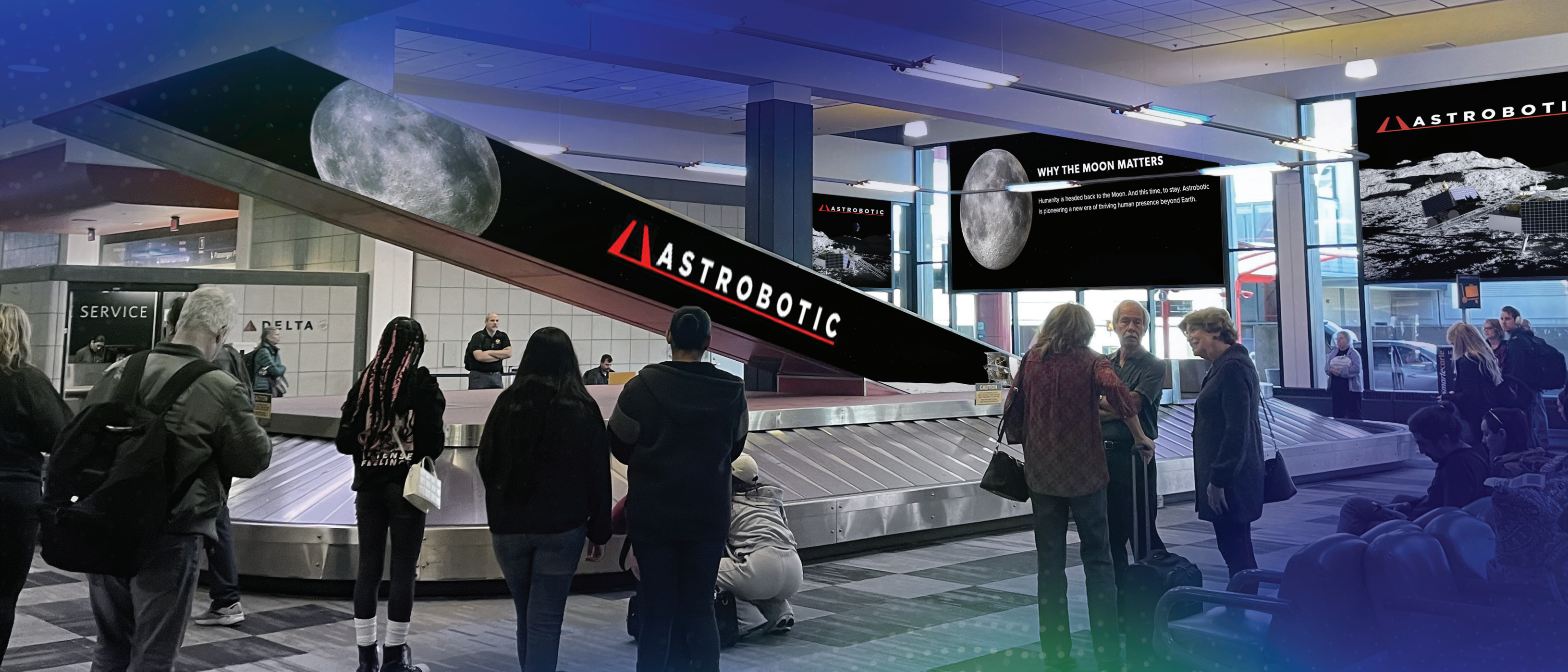


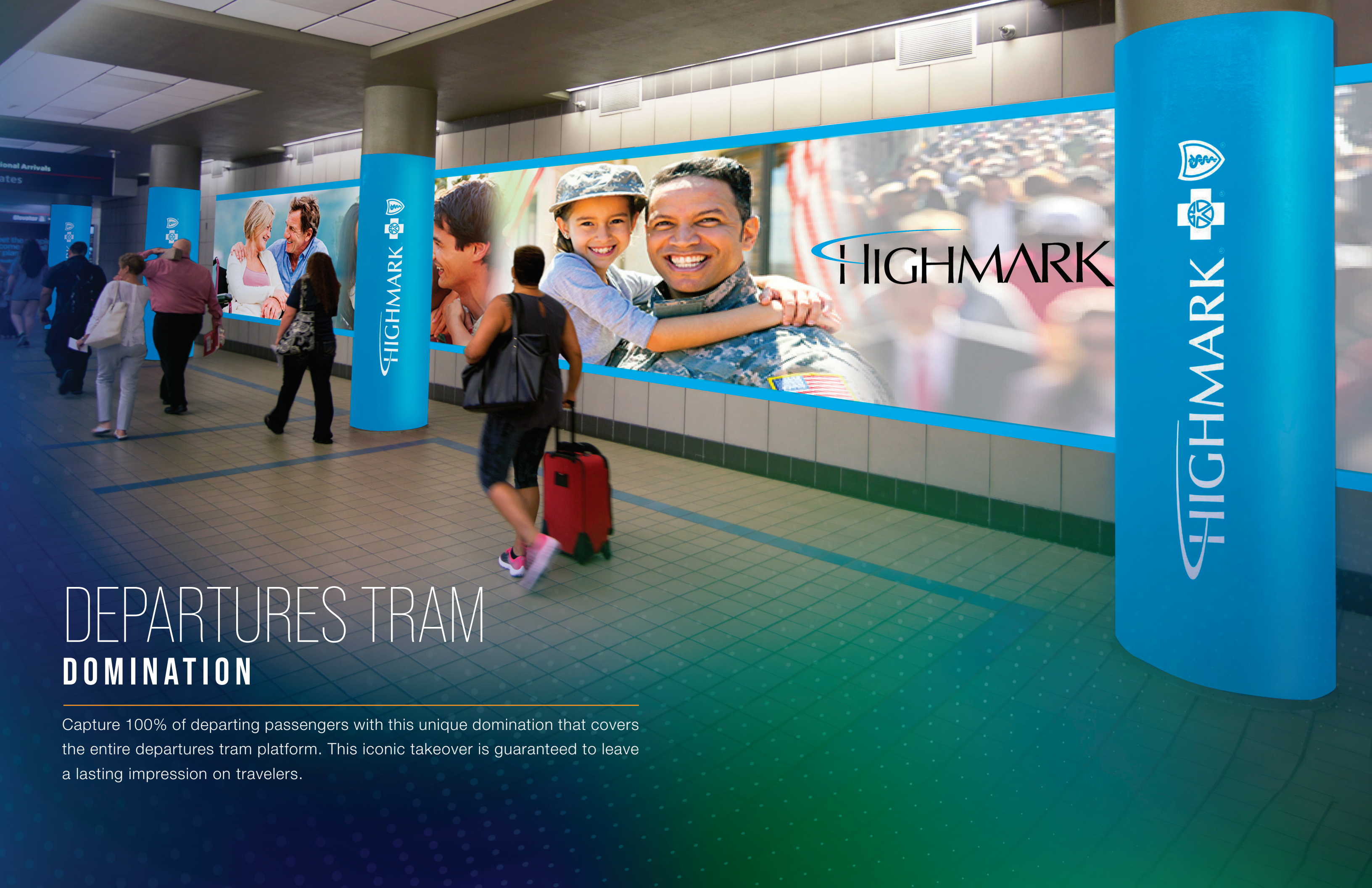
LANDSIDE TRANSIT BANNERS & COLUMN WRAPS

This package contains **two overhead banners and a column wrap** between them that will reach arriving passengers in the Landslide Transit corridor heading toward parking and the Hyatt. Dominate the airport exit with this unique package.

BAGGAGE CLAIM DOMINATION

Dominate the airport's baggage claim with this iconic domination that will **reach 100% of the arriving audience**. Make a big impact with travelers as they wait for their luggage and head toward the airport exits.





DEPARTURES TRAM DOMINATION

Capture 100% of departing passengers with this unique domination that covers the entire departures tram platform. This iconic takeover is guaranteed to leave a lasting impression on travelers.



TRAM DOOR PANEL DOMINATION

Dominate PIT's Landslide Transit area with this package of 48 wraps positioned on the doors of the inter-terminal transportation system. Strategically located post-security this package will reach 100% of all departing passengers as they make their way towards their gates.

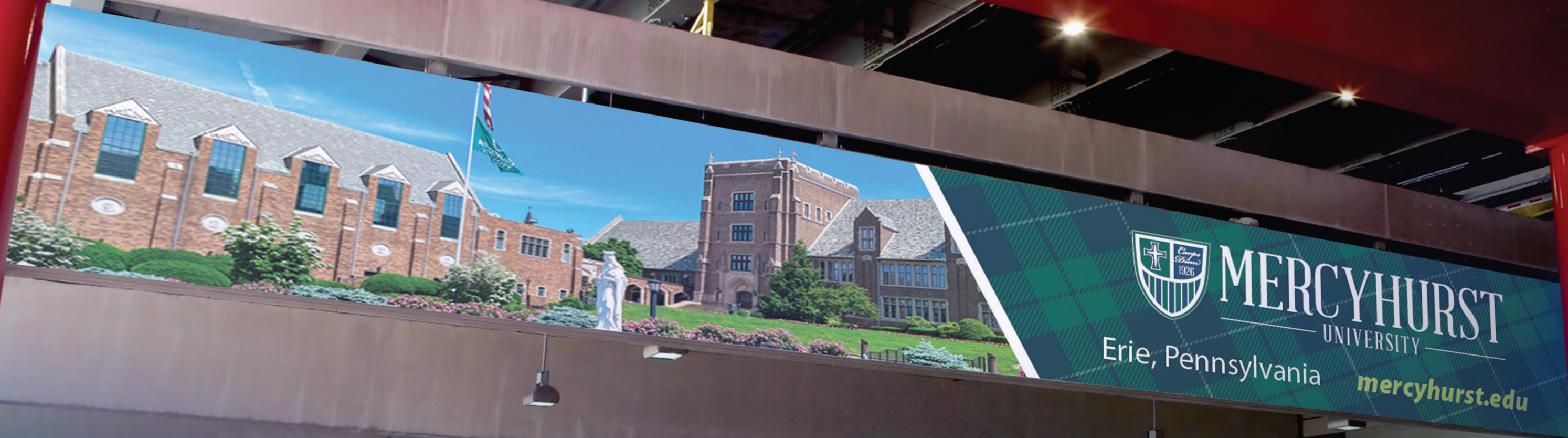
Alliant is the More
Rewarding Way to
Manage Risk

Alliant

alliant.com | construction@alliant.com

INTERIOR TRAM DOMINATION

Dominate the interior tram windows with this package of **12 window wraps** located inside PIT's inter-terminal transportation cars. Reach 100% of all departing passengers as they make their way towards their gates from security.



EXTERIORS

Reach arriving passengers as they **head to the rideshare and taxi pickup** with JCDecaux's eye-catching exterior skybridge. This **large uninterrupted exterior** placement allows a brand to be an airport ambassador, greeting travelers with images that are simply impossible to miss.



JCDecaux

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

PITTSBURGH INTERNATIONAL