


JCDecaux

Uncloud your Cloud.

Get more straightforward Cloud solutions
for more business breakthroughs.

Keep Breaking Through

 unisys

Gates E14-E24  →
Puertas E14-E24

Restrooms  →
Baños

Food Court  →
Area de Restaurantes

GEORGE BUSH & HOBBY
HOUSTON AIRPORTS

IAH & HOU

INTERNATIONAL AIRPORTS

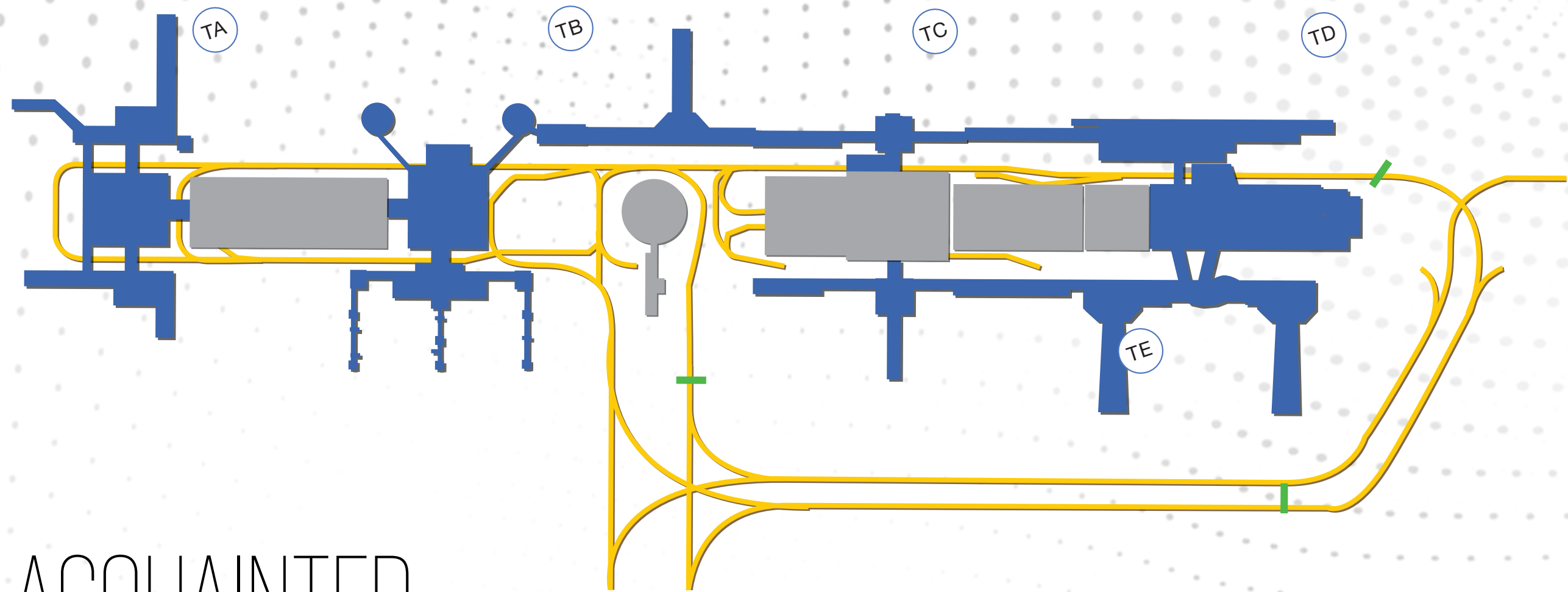
Home to premiere airports George Bush Intercontinental and William P. Hobby, Houston offers a global appeal and domestic draw for business decision makers and young professionals. As the **energy capital of the world**, JCDecaux's Houston airport advertising programs can help brands break ground on the largest Oil & Gas portals in the U.S. Both of our airports allow for a **full market domination**, but each can be bought separately in order to reach different audiences.



GEORGE BUSH INTERCONTINENTAL

is one of the busiest airports in the United States, welcoming over **45 million passengers** in 2023! In addition to energy, Houston is home to many Fortune 500 companies, drawing in a large audience of elite business travelers.





GET ACQUAINTED

GEORGE BUSH INTERCONTINENTAL AIRPORT

IAH's **five terminals** offer a unique platform for advertisers to reach a cosmopolitan audience of trendsetters, frequent fliers, and business elite traveling on major airlines from around the world.

TA

American Airlines, Air Canada, Delta Airlines, Spirit Airlines, Alaska Airlines & more

TB

United Airlines, CommuteAir, Mesa Airlines, SkyWest Airlines, Republic Airlines & more

TC

United Airlines, Mesa Airlines

TD

Lufthansa, Singapore Airlines, Emirates, British Airways, United Airlines & more

TE

United Airlines, Mesa Airlines



WE HAVE THE
BRAINS

Mischer
Neuroscience Institute
**MEMORIAL
HERMANN**
UTHealth | McGovern
The University of Texas | Medical School
Health Science Center at Houston

Shoe
Shine

↑ Gates / Salas B76 to B83

↑ Terminal A C D E
Via Terminalink B84 - B88
Restroom

WHICH MEDIA PROGRAM IS RIGHT FOR YOU?

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

- Prestige Digital Network
- Gateway Digital Network
- Digital Spectacular Network
- Static Domination
- Exteriors
- Private Aviation Media



PRESTIGE DIGITAL NETWORK

Blanket George Bush Intercontinental Airport with this strategical high-definition digital network consisting of **94 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.

GATEWAY DIGITAL NETWORK

Strategically placed in gate hold areas, this network of **44 screens** reaches traffic throughout the entire airport while benefitting from extra dwell time as passengers wait to board.





DIGITAL SPECTACULARS NETWORK

Reach travelers with full-motion creatives on one of IAH's **8 Digital Spectaculars!** These large-than-life digital screens are located in all airport terminals and are strategically networked together to allure 100% of passengers.



Polaris Lounge



800
BONES
+ 1000

EXECUTIVE TRIO DIGITAL SPECTACULARS

Target business travelers visiting the United Airlines Polaris lounge with these synchronized digital screens in IAH's busy Terminal E. The **three 100" screens** are perfectly positioned for maximum impact in this key travel zone.

2 billion
people a day use elevators and walkways
maintained and serviced with IFS.ai

Asset & Service Management
software from www.ifs.ai



↑ ✈️ Gates B12-B19

Gates B20 ✈️ ↑

STATIC BANNER DOMINATION

Captivate travelers on a platform they can't turn off by immersing them in your brand with JCDecaux's Static Domination! Each of our **75 banners** guarantees **100% SOV to a sole advertiser** and can be networked together to follow travelers on their journey.



18 FT 6 IN



EXTERIORS

Capture passengers head-on as they enter and exit the airport loop with IAH's **4 impossible-to-miss exterior units!**

WILLIAM P. HOBBY INTERCONTINENTAL

welcomed over **14 million passengers** in 2023! As a market for education and healthcare in addition to large energy and oil corporations, HOU provides local companies with the opportunity for premium advertising.




WHICH MEDIA PROGRAM IS RIGHT FOR YOU?

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

- Prestige Digital Network
- Arrivals Digital Wall
- Static Domination
- Hanging Banners
- Private Aviation Media

UNIVERSITY
ce.edu

RICE UNIVERSITY
rice.edu

Walk Left Stand Right 
No Wheelchairs, Strollers, Walkers
or Smart Carts on Moving Walkway

The University of Texas at Austin
Texas MBA
WEEKENDS IN HOUSTON
TexasMBA.com
A World of Opportunity

The University of Texas at Austin
Texas MBA
WEEKENDS IN HOUSTON
TexasMBA.com
A World of Opportunity
JCDigital

PRESTIGE DIGITAL NETWORK

Dominate William P. Hobby Airport with this premiere digital network consisting of **17 digital screens!** Strategically placed throughout the entire airport, these vibrant, full-motion screens engage travelers head-on and captivate them in your brand!

ARRIVALS DIGITAL WALL

Capture **100% of arriving passengers** with this oversized digital display. Placed along the main concourse leading to baggage claim, this larger-than-life screen allows for vibrant, full motion creatives.



Raising the standard in cancer care

THE UNIVERSITY OF TEXAS
~~MD Anderson~~
Cancer Center
Making Cancer History®

↑ ✈️ GATES 1-5

EXIT
↓ Baggage Claim Ground Transportation ↓

EXIT ONLY
NO RE-ENTRY

EXIT

Baggage
Claim
→

Gates
1-5
←

Exit
to
Baggage
Claim
→

STATIC BANNER DOMINATION

Create an immersive branded experience with HOU's static domination! The **27 oversized signs** can be networked together to capture travelers throughout the airport journey and provide an ambassadorial appearance guaranteeing **100% SOV**.

Dr. Refuerzo
Maternal-Fetal Medicine
Specialist

UTHealth Houston
WOMEN'S AND CHILDREN'S CARE

Dr. Papanna
Fetal Surgery

UTHealth Houston
RENOWNED FOR COMPLEX CASES

Gate
42

Gate
43

The many faces of
UTHealth Houston

Gates 44-49
Puertas 44-49

Gates 50-51
Puertas 50-51

Dr. Adeyemo
Neonatology

UTHealth Houston
WOMEN'S AND CHILDREN'S CARE

Gate
45

UTHealth Houston

Gate
44

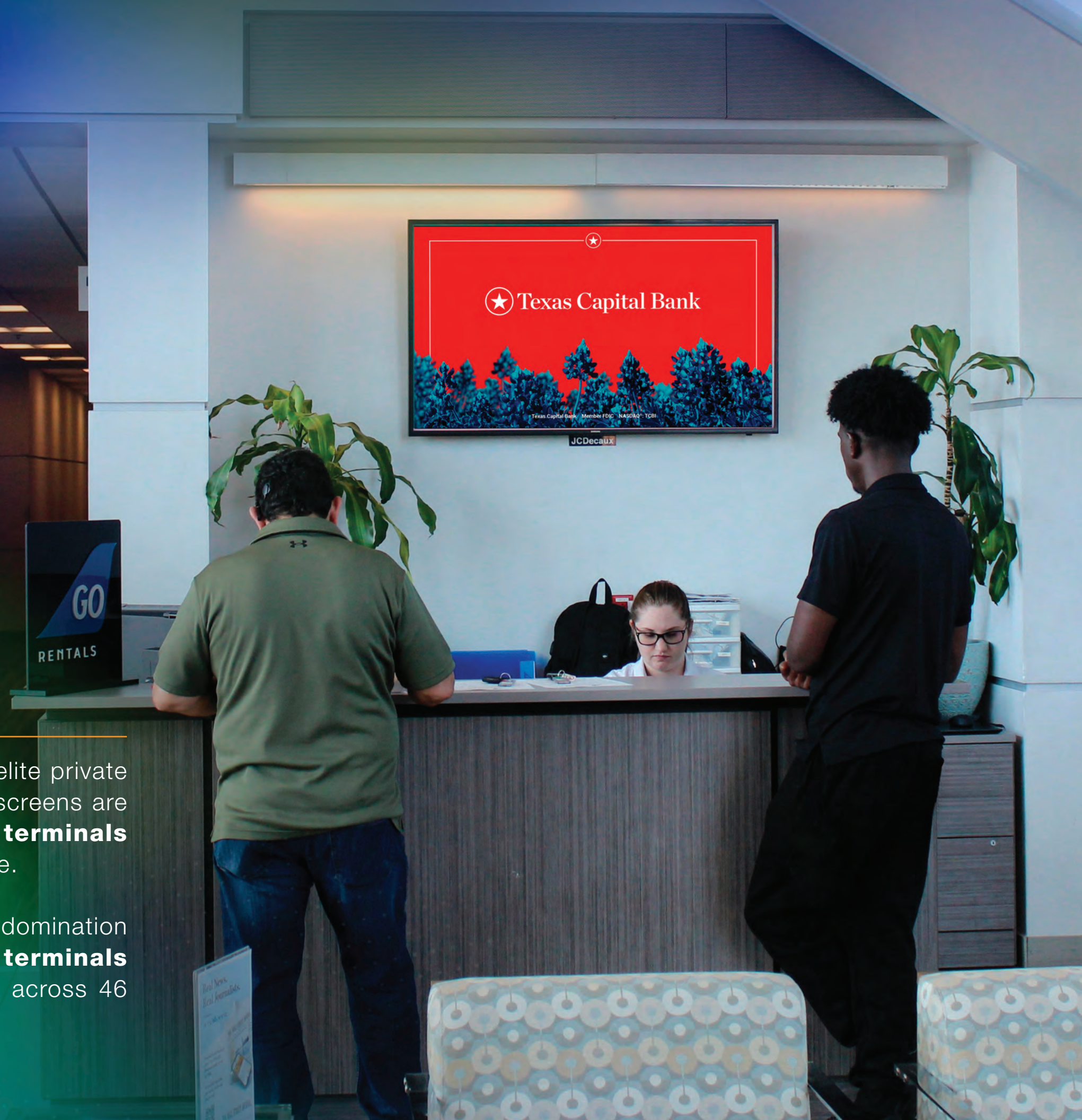
HANGING BANNER DOMINATION

Dominate the airport travel journey with HOU's hanging banner domination! This unique placement captures travelers as they navigate the airport and benefits from **extended dwell time** as passengers wait at their gates.

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 **IAH and HOU 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.




JCDecaux

Uncloud your Cloud.

Get more straightforward Cloud solutions
for more business breakthroughs.

Keep Breaking Through

 unisys

Gates E14-E24  →
Puertas E14-E24

Restrooms  →
Baños

Food Court  →
Area de Restaurantes

GEORGE BUSH & HOBBY
HOUSTON AIRPORTS