JCDecaux



FORMULA 1 2027 NETWORK

MIAMI INTERNATIONAL AIRPORT & PRIVATE AVIATION NETWORK
AIRPORT ADVERTISING PACKAGES

April 30th - May 2nd, 2027



DOMINATE

AT MIAMI INTERNATIONAL AIRPORT FOR THE BIGGEST RACE OF THE YEAR

- **Full Airport Digital Domination ***
- **Large Format Digital Spectaculars**
- **Concourse Domination Program**
- **Arrivals Domination**
- **Ambassadorial Exteriors**
- **JCDecaux Elite**
  - Miami
  - Austin
  - Las Vegas

* AVAILABLE PROGRAMMATICALLY!

Miami, Austin and Las Vegas

Formula 1 races annually generate a collective

$2 Billion	1 Million+	1200+
Economic Impact	Attendees	Private Jets

FULL AIRPORT

DIGITAL DOMINATION

Blanket Miami International Airport with this strategic high-definition digital network reaching 100% of arriving and departing passengers.

102X PRESTIGE DIGITAL NETWORK



FULL AIRPORT DIGITAL DOMINATION

Strategically placed in gatehold areas, these high-impact units reach traffic throughout the entire airport while benefiting from extra dwell time as passengers wait to board.

126X GATEWAY DIGITAL NETWORK

LARGE FORMAT
DIGITAL SPECTACULARS

Brands will dominate in both high traffic retail areas and key dwell areas throughout the airport with full motion creatives.

4X DOUBLE-SIDED OVERHEAD DIGITAL SPECTACULAR



LARGE FORMAT
DIGITAL SPECTACULARS

Dominate Miami's busiest concourse with this new oversized digital spectacular opportunity!

2X SUPERSIZED DIGITAL SPECTACULARS



LARGE FORMAT DIGITAL SPECTACULARS

This standalone unit is strategically placed at the entrance to MIA's busiest concourse to reach a mass audience in this high-traffic location.

1X CONCOURSE DIGITAL SPECTACULAR

CONCOURSE
DOMINATION PROGRAM

Immerse traveling fans with this domination program in the airport's largest and busiest concourse with these attention grabbing overhead placements.

10X SOFFIT DOMINATION



CONCOURSE
DOMINATION PROGRAM

Engage traveling fans in an experience like no other, with a domination program consisting of 6 soffit wraps and 4 column wraps for all-encompassing 360° views. This rotunda domination gives brands the opportunity to wow consumers with innovative exhibits and displays!

1X ROTUNDA DOMINATION



AWS is how
Formula 1® brings fans closer to the data

aws

CONCOURSE DOMINATION PROGRAM

Reach Formula 1 fans as they travel in and out of Miami's busiest concourse in preparation for this year's race with an iconic, massive, and head-on wall wrap!

1X OVERHEAD SHOWSTOPPER

DOMESTIC ARRIVALS

DOMINATION PROGRAM

Reach 100% of arriving passengers with the Domestic Arrivals Domination, consisting of 21 unique and impossible-to-miss column wraps.

21X EXTENDED BRAND EXPOSURE





INTERNATIONAL ARRIVALS
DOMINATION PROGRAM

Captivate and reach 100% of arriving international fans as they pass the meeter/greeter section and head to the main exit points of the Airport.

2X OVERSIZED HEAD-ON PLACEMENT

INTERNATIONAL ARRIVALS
DOMINATION PROGRAM

Capture the attention of international Formula 1 fans with this iconic digital domination, featuring one 180’ LED display and 12 column wraps. This exclusive opportunity to a sole advertiser captures 100% of international arrivals as they walk down the airport ramp.

12X COLUMNS &
1 DIGITAL RIBBON

AMBASSADORIAL

EXTERIORS

Make a statement with these large format ambassadorial exteriors.

3X* GUARANTEED PROMINENT BRAND PLACEMENT

*4th is sold out already

JCDecaux *Elite*

MIAMI ELITE

FORMULA 1 PROGRAM

Reach an exclusive audience of ultra wealthy motorsports fans with JCDecaux Elite with high impact digital and static advertising opportunities across 6 private airports in Southern Florida!

12X VIBRANT DIGITAL SCREENS

JCDecaux *Elite*

supporter

MIAMI ELITE
FORMULA 1 PROGRAM

Reach an exclusive audience of ultra wealthy motorsports fans with JCDecaux Elite with high impact digital and static advertising opportunities across 5 private airports in the Miami area!

2X EMBASSAIR AMBASSADORIAL EXHIBITS

JCDecaux *Elite*

Presenting Partner of the
Formula 1 Heineken Silver
Austin Grand Prix 2024

AMERICAN EXPRESS

AUSTIN ELITE
FORMULA 1 PROGRAM

Reach travelers headed to one of the most popular F1 races in the U.S. with our digital and static opportunities in Austin Bergstrom private terminal!

October 22–24, 2027

1X DIGITAL SCREEN &
4X STRATEGICALLY PLACED
STATIC BANNERS

JCDecaux *Elite*

Presenting Partner of the
Formula 1 Heineken Silver
Las Vegas Grand Prix 2024

LAS VEGAS ELITE
FORMULA 1 PROGRAM

With increased jet space at Harry Reid Int'l private terminal after the busy race last year, advertisers are bound to reach more wealthy passengers than ever during the 2024 Las Vegas Grand Prix!

November 18-20, 2027

2X DIGITAL SCREEN &
1X OVERSIZED WALL
PLACEMENT

JCDecaux



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