



42.9 million business travelers to 193 million round trips last year.

# airport displays

## Benefits

- Located throughout airport terminals to allow advertisers to communicate directly with the airport audience
- Air travelers arrive at airports on average 2 hrs prior to departure allowing maximum exposure
- Interior displays are usually backlit
- Delivers the elusive and highly desirable audience of business and leisure travelers
- Reach consumers in arrival and departing areas: ticketing, baggage claim, concourses, retail shops and VIP lounges
- Designed to attract attention, brand companies, products or services, encourage point of sale

## Distribution

- Located in almost every airport in the US and the world

## Size

- Varies according to type of display

## Production

- Varies according to type of display

## Contract Terms

- Typically purchased four weeks or longer
- Typically purchased in multi-market campaigns. Number of locations contracted determines coverage and cost

## Types of Displays

- Dioramas
- Double Dioramas
- Spectaculars
- Wall Wraps
- Overhead Spectaculars
- Floor Exhibits
- Luggage Carts
- Courtesy Phone Centers
- Show Cases
- Rail Systems
- Banner Poles
- Airport Buses
- Jet Ways
- Murals/Banners



For more information, please call 800-609-5259 or email us at: [info@billboardsource.com](mailto:info@billboardsource.com).