



# AIRPORT DISPLAYS



**CAPTIVE**  
*Audience*

**DWELL TIME**

*Affluent*  
**CONSUMERS**

## 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

