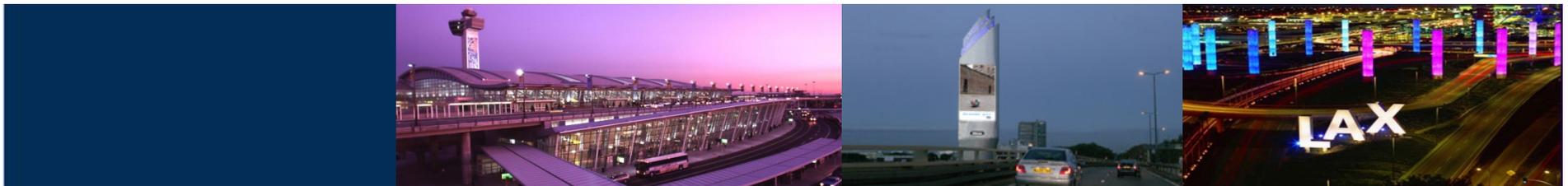




A JCDecaux ACDBE Partner

Airport Advertising Overview

September 6, 2013



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COMPANY BACKGROUNDS

- **JC Promotions, Inc, a JCDecaux ACDBE Partner**, specializes in helping companies seamlessly integrate airport advertising into their cross-communications
- **JCDecaux – leading player in the Out-of-Home industry**
 - #1 Worldwide in Outdoor Advertising
 - #1 Worldwide in Street Furniture Advertising
 - #1 Worldwide in Airport Advertising
 - #1 in Europe in Billboard Advertising
 - #1 in Asia Pacific for Outdoor Advertising

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VALUE OF AIRPORT ADVERTISING

- Reach nearly 495 annual air passengers
- Delivers a captive audience in a "high dwell time environment," providing advertisers with a potential for strong ROI
- Reaches one of the highest profile audiences in OOH media
- Travelers are highly educated, affluent individuals with active lifestyles, and they influence major purchasing decisions for the home and business



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LAX AUDIENCE PROFILE

- Over 63 million passengers used LAX in 2012, making it the **most traveled “origin and destination” airport in the world**
- They buy more luxury items and spend more money on automobiles, entertainment, jewelry and cosmetic products than most adults in the Los Angeles DMA
- LAX business travelers are nearly **two times more likely** to take 3+ leisure trips outside the continental U.S. annually than the average adult in the Los Angeles DMA

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TARGETING YOUR AUDIENCE

Departures

Capitalize on high dwell time, increased impressions, wired passengers

Arrivals

Flagship brand, headquarter / welcome message

Lounge Entrance

Direct access to C-Level and most powerful decision makers

Service-Based Products

Create positive brand association, interact with your consumer

Iconic / Domination Products

Communicate brand strength and superiority



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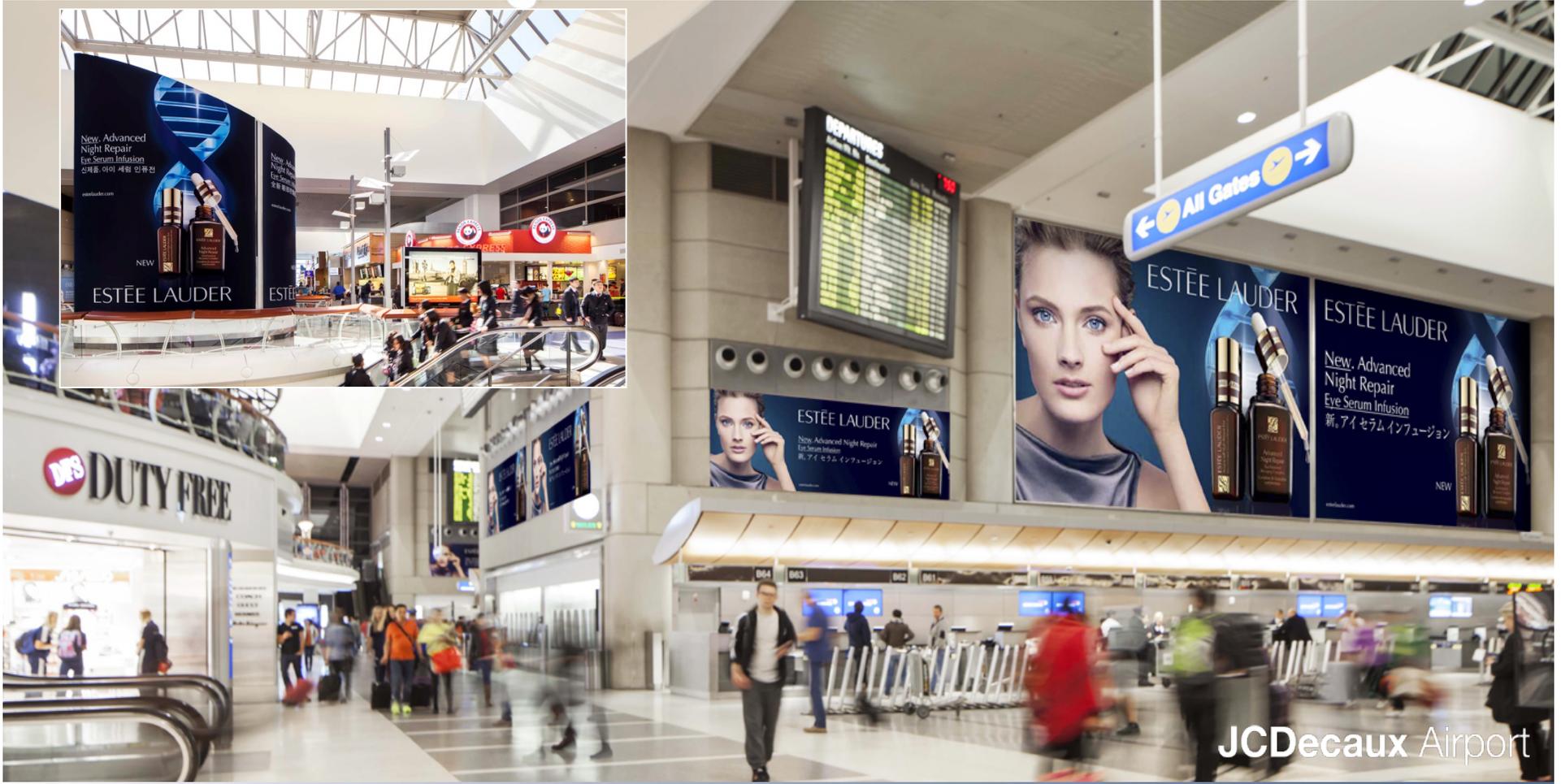
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Member of JCDecaux Airport network 



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TOM BRADLEY INT'L DOMINATION



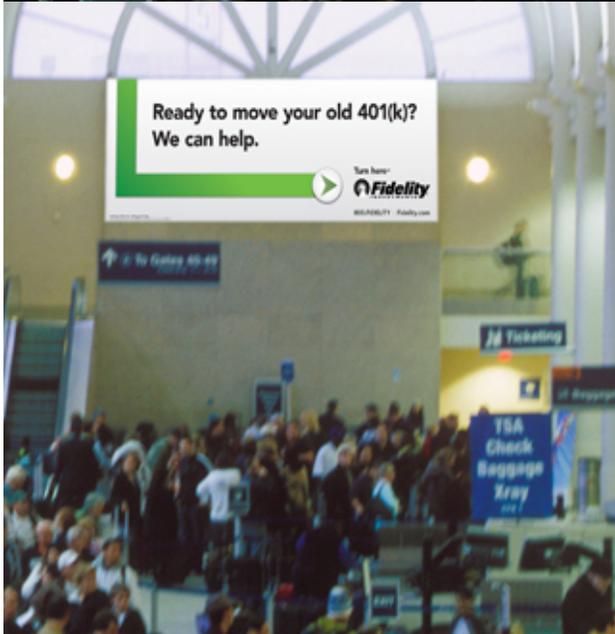
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TERMINAL 4 TICKETING DOMINATION





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TERMINAL 7 ROTUNDA DOMINATION



JCDecaux Airport

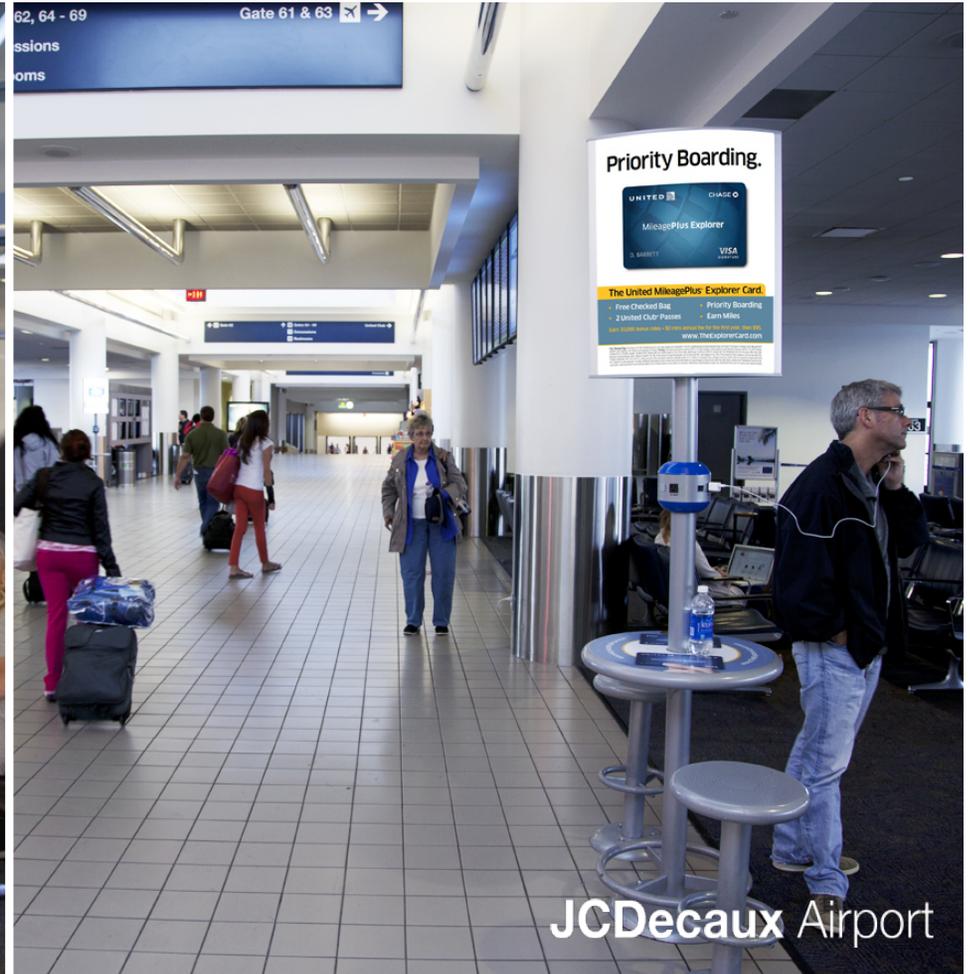
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SPONSORSHIP OPPORTUNITIES



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Prestige Digital Network

- High-definition double-sided 70” LCD screens
- Can provide a service – news, sports score updates, etc. – to travelers
- Offers campaign flexibility
- Situated in head-on airport locations with high visibility

DIGITAL INNOVATION



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MOBILE CONVERGENCE - NEAR FIELD COMMUNICATIONS



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Paramount NFC campaign



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MOBILE CONVERGENCE - NEAR FIELD COMMUNICATIONS



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Samsung NFC campaign



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We look forward to developing a specific airport advertising proposal to meet you clients' needs.

**For additional information or questions, please contact
Janet Curry: (310) 403-4738**

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