



ADVERTISING  
BRANDING  
MARKETING

NEW YORK  
477 Madison Ave  
New York, NY 10022  
212-677-2500

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SKYAD.COM

# Airport Media Proposal

## Domestic and International Airports



VIE L'VEN

ST. MAARTEN

# Domestic Airports



VIE L'VEN

ST. MAARTEN

New York John F. Kennedy  
International Airport (JFK)

**TARGETING:** New York

**AIRPORT:** JFK





**TARGETING:** New York

**AIRPORT:** JFK



John F. Kennedy Airport Highlights

ACI Ranking 6<sup>1</sup>

**Ranked #3 best large airport in the U.S. for customer satisfaction<sup>2</sup>**

An international hub providing access worldwide averaging 25,000+ flights per month<sup>3</sup>

Passengers<sup>1</sup>

**55,287,711**

Annual

**4,607,309**

Monthly

Impressions<sup>1</sup>

**154,805,591**

Annual

**12,900,466**

Monthly

Flights<sup>3</sup>

**230+**

nonstop  
destinations across  
73+ airlines

Hub<sup>3</sup>

**73%**

of total traffic

**DELTA**  
American Airlines  
**jetBlue**

Connecting Traffic<sup>3</sup>

**25%**

of passengers have  
connecting flights

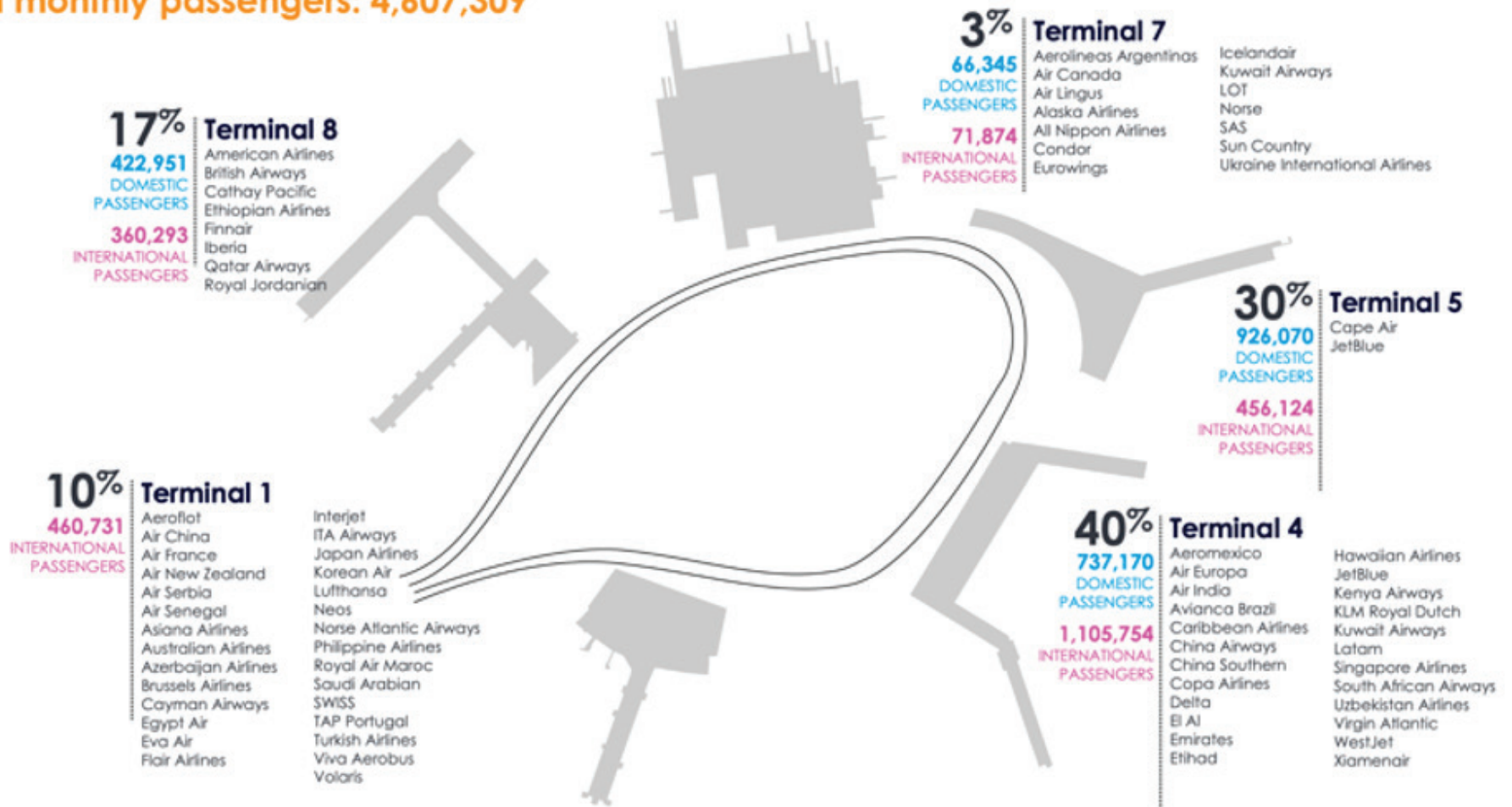
Sources: <sup>1</sup>Airports Council International 2022, <sup>2</sup>J.D. Power, <sup>3</sup>Port Authority of New York & New Jersey

**TARGETING:** New York

**AIRPORT:** JFK

# Monthly traffic by concourse

Total monthly passengers: 4,607,309



Sources: <sup>1</sup>Airports Council International 2022, <sup>2</sup>Port Authority of New York & New Jersey



**TARGETING:** New York

**AIRPORT:** JFK

# John F. Kennedy frequent flyer profile

U.S. adults aged 18+ who live in the New York City DMA, took 3+ round trips in the past 12 months & have departed from JFK in the past 12 months



## Demographics

Age 25-54: **64%**  
Married: **48%**  
Employed FT: **54%**



## Avg. household income/value

Avg. Household income: **\$116K**  
Avg. Home value: **\$715K**



## Travel behavior

Avg. round trips per year: **4**  
Avg. business trips per year: **2**



## Education

College graduate: **155 index**  
Postgraduate degree: **125 index**



## Spending behaviors / decision making

Company decision maker: **178 index**  
Spent \$500+ on retail shopping (past 12 mos.): **157 index**  
Spend \$45K+ on a new vehicle (next 12 mos.): **154 index**  
Spent \$2,500+ on internet purchases (past 12 mos.): **139 index**



# **AIRPORT:** John F. Kennedy International Airport / JFK

**# OF UNITS:** 1

**UNIT #:** JFK-5A-MSX-9

**Media Type:** T5 Gate Hold Mini Spec

**Location:** Target Terminal 5 departures and arrivals with a bright, exclusive mini spectacular within the gate hold area, capitalizing on this high-dwell time location.

Terminal 5 Departures and Arrivals. Major airline includes Jet Blue.

**Unit Size (H x W):** 69" W x 69" H

**4-Week Airport Traffic #:** 4,607,309

- **4-Week Media Cost:** \$18,125
- **Total 1X Production, Install & Removal Cost (per install, including shipping & tax):** \$750



Creative is subject to airport approval.



# AIRPORT: John F. Kennedy International Airport / JFK

# OF UNITS: 2

UNIT #: JFK-PK2WWX-7-1

**Media Type:** T5 Wall Wrap Package

**Location:** Target 100% Terminal 5 departures with a pair of massive wall wraps with cast lighting, immersing passengers as they enter the central retail and dining areas and on their way to gate holds. Also seen by 100% domestic arrivals on their way to baggage claim.

100% Terminal 5 Departures and Domestic Arrivals. Jet Blue Hub Terminal.

**Unit Size (H x W):** 674" W x 124.25" H

**4-Week Airport Traffic #:** 4,607,309

- **4-Week Media Cost:** \$161,000
- **Total 1X Production, Install & Removal Cost (per install, including shipping & tax):** \$21,875



Creative is subject to airport approval.

# **AIRPORT:** John F. Kennedy International Airport / JFK

**# OF UNITS:** 4

**UNIT #:** JFK-PK4LCDX-1-1

**Media Type:** T5 Premier Digital work

**Location:** Bring your brand to life across 4 LCD screens in Terminal 5. Located in the main dining areas and capitalizing on passengers' high-dwell times.

100% Terminal 5 Departures & Arrivals. Major airlines include Jet Blue.

**Unit Size (H x W):** 75"

**4-Week Airport Traffic #:** 4,607,309

• **4-Week Media Cost:** \$85,000



Creative is subject to airport approval.



# **AIRPORT:** John F. Kennedy International Airport / JFK

**# OF UNITS:** 6

**UNIT #:** JFK-PK6DX-1-1

**Media Type:** T5 Bag Top Dioramas

**Location:** Package of 6 illuminated dioramas located on top of 3 different bag carousels, targeting 100% Terminal 5 domestic arrivals in a high-dwell area. Also targets arrivals without checked luggage as passengers head to airport exits, ground transportation and the JFK Air Train.

100% Terminal 5 Domestic Arrivals

**Unit Size (H x W):** 68.5" W x 38.5" H, 69.5" W x 39.5" H

**4-Week Airport Traffic #:** 4,607,309

- **4-Week Media Cost:** \$27,000
- **Total 1X Production, Install & Removal Cost (per install, including shipping & tax):** \$2,375



Creative is subject to airport approval.

Atlanta

Hartsfield-Jackson Atlanta International Airport  
(ATL)



**TARGETING:** Atlanta

**AIRPORT:** ATL



Atlanta Market Highlights DMA Ranking 7<sup>1</sup>

**Atlanta is ranked the #1 Most Livable City in the United States<sup>2</sup>**

The #4 best city in the world to travel to for shopping, culture, attractions & more<sup>3</sup>

**Population<sup>4</sup>**

**6.1M**

**Headquarters<sup>5</sup>**

**24**

Fortune 1000  
companies

**Workforce<sup>6</sup>**

**1.2M<sup>+</sup>**

labor force –  
one of the **most  
educated** talent  
pools in the country

**Key sectors<sup>6</sup>**

Bioscience  
Entertainment  
Healthcare  
Higher Education  
Supply Chain Management  
Technology

**Air travel<sup>7</sup>**

**#1**

Busiest Airport in the  
World

Sources: <sup>1</sup>Nielsen, <sup>2</sup>Outside Magazine, <sup>3</sup>Lonely Planet, <sup>4</sup>U.S. Census Bureau, <sup>5</sup>Fortune, <sup>6</sup>Atlanta Convention & Visitor's Bureau, <sup>7</sup>Northstar Meetings Group

**TARGETING:** Atlanta

**AIRPORT:** ATL



Atlanta Airport Highlights ACI Ranking 1<sup>1</sup>

# Atlanta is the #1 Busiest Airport in the World<sup>1</sup>

Ranked Best Airport for Global Arrivals<sup>2</sup>

Passengers<sup>1</sup>

**93,699,630**

Annual

**7,808,303**

Monthly

Impressions<sup>1</sup>

**262,358,964**

Annual

**21,863,247**

Monthly

Flights<sup>3</sup>

**220+**

nonstop  
destinations across  
20+ airlines

Hub<sup>3</sup>

**80%**

of total traffic

 **DELTA**

Connecting Traffic<sup>4</sup>

**68%**

of passengers have  
connecting flights

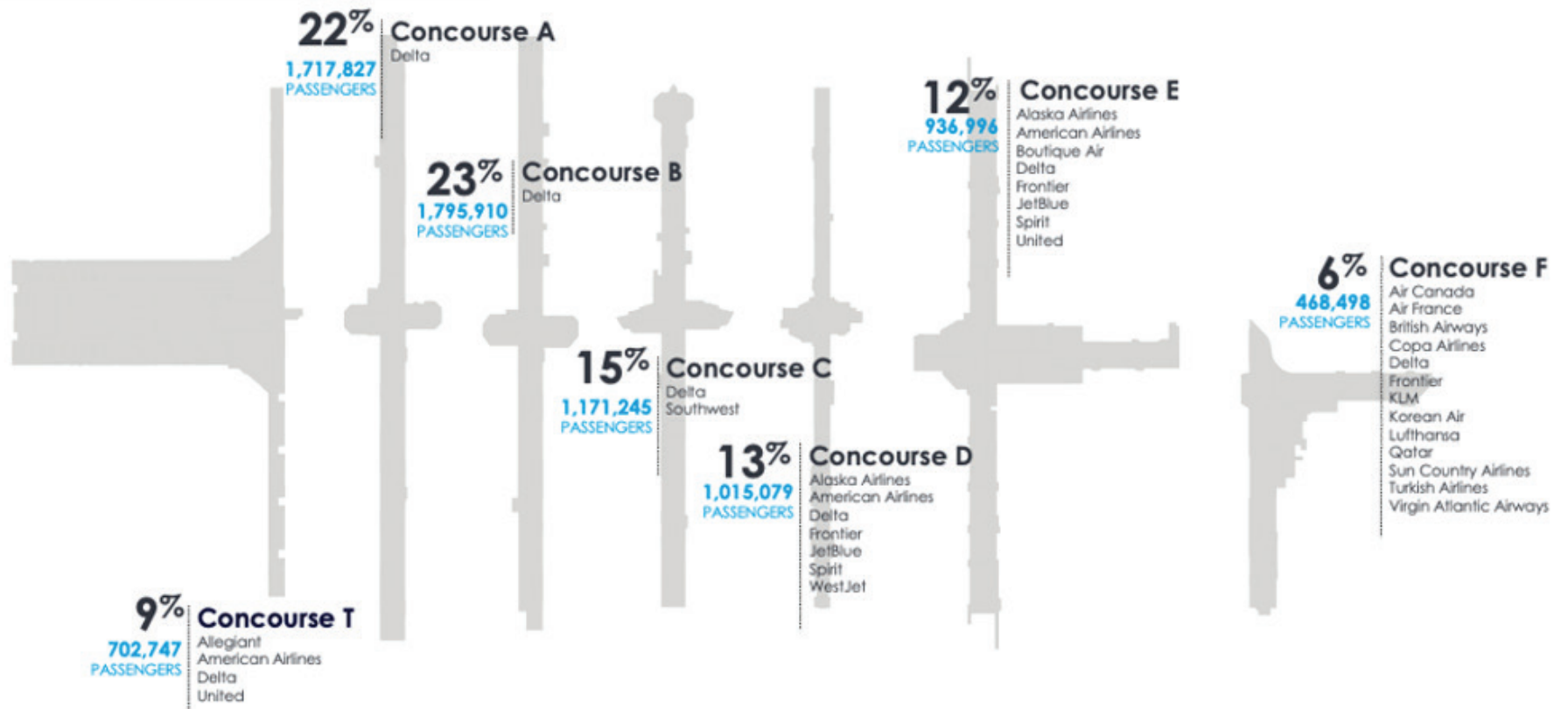


**TARGETING:** Atlanta

**AIRPORT:** ATL

# Monthly traffic by concourse

Total monthly passengers: 7,808,303



Sources: <sup>1</sup>Airports Council International 2022, <sup>2</sup>Hartsfield-Jackson Atlanta International Airport

**TARGETING:** Atlanta

**AIRPORT:** ATL

## Atlanta frequent flyer profile

U.S. adults aged 18+ who live in the Atlanta DMA, took 3+ round trips in the past 12 months & have departed from ATL in the past 12 months



### Demographics

Age 25-54: **66%**  
Married: **44%**  
Employed FT: **68%**



### Avg. household income/value

Avg. Household income: **\$128K**  
Avg. Home value: **\$508K**



### Travel behavior

Avg. round trips per year: **7**  
Avg. leisure trips per year: **4**



### Education

College graduate: **146 index**  
Postgraduate degree: **169 index**



### Spending behaviors / decision making

Spend \$45K+ on a new vehicle (next 12 mos.): **224 index**  
Spent \$500+ on retail shopping (past 12 mos.): **184 index**  
Spent \$2,500+ on internet purchases (past 12 mos.): **166 index**  
Company decision maker: **149 index**





**AIRPORT:** Hartsfield-Jackson Atlanta  
Atlanta International Airport / ATL

**# OF UNITS:** 1

**UNIT #:** ATL-1A-TFD-3

**Media Type:** Tension Fabric Display

**Location:** Overhead tension fabric display positioned at the top of the escalator in Concourse A targeting outbound passengers in route to take the Plane Train to Concourses B,C,D,E and F.

Targets Departures

**Unit Size (H x W):** 132" W x 96" H

**4-Week Airport Traffic #:** 7,808,302

- **4-Week Media Cost:** \$35,625
- **Total 1X Production, Install & Removal Cost (per install, including shipping & tax):** \$5,125

*Airport "Holiday Blackout Dates" Apply. This unit requires an escalator shutdown for install/removal.*

*No escalator shutdowns are permitted during the blackout dates. Contract and creative are due a minimum of 30 days out from desired posting date.*



Creative is subject to airport approval.

# AIRPORT: Hartsfield-Jackson Atlanta International Airport / ATL

# OF UNITS: 1

UNIT #: ATL-1EE-MGD-1

**Media Type:** Lit Tension Fabric Diorama

**Location:** Backlit sidewall unit on the east side of Concourse E adjacent to the \*Delta Sky Club Lounge\* and steps away from CenterPoint. This unit is near the Duty- Free store, shopping and dining options.

Arrivals & Departures

**Unit Size (H x W):** 62" W x 43" H

**4-Week Airport Traffic #:** 7,808,302

- **4-Week Media Cost:** \$2,875
- **Total 1X Production, Install & Removal Cost (per install, including shipping & tax):** \$675

*Near Delta Sky Club, multiple CenterPoint options, along with UPS, FedEx, Fuel Rod*



Creative is subject to airport approval.



# AIRPORT: Hartsfield-Jackson Atlanta International Airport / ATL

# OF UNITS: 1

UNIT #: ATL-1ES-MGS-1

**Media Type:** Spectacular

**Location:** Backlit sidewall unit on the south side of Concourse E near CenterPoint capturing passengers in route to their gate or heading towards CenterPoint for the Duty-Free store, shopping, and dining options.

Arrivals & Departures

**Unit Size (H x W):** 133" W x 81" H

**4-Week Airport Traffic #:** 7,808,302

- **4-Week Media Cost:** \$9,125
- **Total 1X Production, Install & Removal Cost (per install, including shipping & tax):** \$1,200

*Near Best Buy Express, CNN Newsstand, Global News Express, Sojourner's*



Creative is subject to airport approval.

# AIRPORT: Hartsfield-Jackson Atlanta International Airport / ATL

# OF UNITS: 1

UNIT #: ATL-1ES-TFD-2

**Media Type:** Tension Fabric Display

**Location:** Elevated tension fabric display at the escalator capturing passengers in route to the Plane Train to go outbound to Concourse F or inbound to D,C,B,A,T, and / or Main Terminal (Domestic Baggage Claim)

Arrivals & Departures

**Unit Size (H x W):** 135" W x 83" H

**4-Week Airport Traffic #:** 7,808,302

- **4-Week Media Cost:** \$20,750
- **Total 1X Production, Install & Removal Cost (per install, including shipping & tax):** \$3,875

*Airport "Holiday Blackout Dates" Apply. This unit requires an escalator shutdown for install removal. No escalator shutdowns are permitted during the blackout dates. Contract and creative are due a minimum of 30 days out from desired posting date.*

Creative is subject to airport approval.





# AIRPORT: Hartsfield-Jackson Atlanta International Airport / ATL

# OF UNITS: 1

UNIT #: ATL-PK26WW-1-1

**Media Type:** Wall Wrap

**Location:** Package of 26 train station panels at Concourse E reaching inbound passengers headed to D,C,B,A,T, and Domestic Bag Claim. In addition, these wraps also reach outbound passengers headed to Concourse F.

Arrivals/Departures

**Unit Size (H x W):**

21.25" W x 80.5" H, 30.25" W x 81" H, 32" W x 77.5" H, 33.25" W x 81.25" H, 33.5" W x 76.5" H, 36.25" W x 81.25" H, 37" W x 81.25" H, 41.5" W x 81.25" H

**4-Week Airport Traffic #:** 7,808,302

- **4-Week Media Cost:** \$65,875
- **Total 1X Production, Install & Removal Cost (per install, including shipping & tax):** \$23,750



Creative is subject to airport approval.

Miami

Miami International Airport

# AIRPORT: Miami International Airport

**Media Type:** Prestige Digital work

**# of units:** 104 Screens

## Coverage: MIA Full Airport

Bring your brand to life with a dynamic work of 104 digital 70" screens. Located in high traffic areas and key pulse points of the North and South Concourses, this domination work captivates 100% of all passengers with endless creative executions

Arrivals/Departures

**Unit Size (H x W):** 70"

**4-Week Airport Traffic #:** 4,300,339

**Availability:** 11/9/23 – 04/28/24

- **4-Week Media Cost:** \$236,000
- **Q4 - 4-Week Media Cost:** \$319,000

**SOV:** (1) :10 second spot, min 12.5% SOV



Creative is subject to airport approval.



# International Airports



VIE L'VEN

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Toronto, Canada  
Toronto Pearson Airport

## **AIRPORT:** Toronto Pearson Airport

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Canada's #1 airport in number of passengers

**42.5 MILLIONS** passengers expected in 2023

2<sup>nd</sup> busiest airport for international travelers in North America

Divided into **2 terminals**, Toronto Pearson International Airport is the biggest airport in Canada



**AIRPORT:** Toronto Pearson Airport

Traveler's Information  
(Terminal 1 and Terminal 3)

Reasons for travel:



42.5M  
passengers  
expected in 2023



73%  
LEISURE  
(Vacations, tourism)



27%  
BUSINESS

Airport traffic forecast 2023



2H10  
average time spent in  
terminal/dwell time



15.5M  
DOMESTIC



15.2M  
TRANSBORDER



11.8M  
INTERNATIONAL

# Terminal 1 Information



**26.3M**  
passengers  
expected in 2023\*

Terminal 1 is the biggest terminal in the Pearson Airport and hosts domestic and international flights. It holds the record of being among the biggest buildings in the world in terms of surface area. Terminal 1 houses the boarding gates D, E and F.

## Airport traffic forecast 2023\*



**10.2M**  
DOMESTIC



**8.1M**  
TRANSBORDER



**8M**  
INTERNATIONAL

## Terminal 3 Information

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16.1M

passengers  
expected in 2023\*

Terminal 3 hosts domestic and international flights and houses the boarding gates A, B and C. The Sheraton Hotel can be found inside Terminal 3, as well as, indoor parking, both of which link with Terminal 1.

Airport traffic  
forecast 2023\*



5.2M

DOMESTIC



7.1M

TRANSBORDER



3.8M

INTERNATIONAL



## Destinations' Information



**173,000+**  
Flights during the year\*



**155**  
Destinations



**60**  
Airlines, including Air  
Canada, Air France,  
WestJet

### 32 domestic destinations

- Calgary
- Edmonton
- Halifax
- Kelowna
- Montreal
- Ottawa
- Saskatoon
- Winnipeg
- Yellowknife
- And more...

### 86 international destinations

- Amsterdam
- Beijing
- Copenhagen
- Madrid
- Paris
- Prague
- Rome
- Sao Paulo
- Varadero
- And more...

### 37 transborder destinations

- Atlanta
- Chicago
- Denver
- Las Vegas
- Los Angeles
- Miami
- Nashville
- New York
- San Francisco
- Pittsburgh
- And more...

## AIRPORT: Toronto Pearson Airport

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T1 – INTERNATIONAL DEPARTURES

Digital Landmark

One advertiser only

3x3 video wall

No specific loop length enabling total flexibility

Close to trendy new restaurants and luxury stores

Minimum 52 weeks

Weekly Rate: \$19,500

100% SOV

## AIRPORT: Toronto Pearson Airport

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T1 – INTERNATIONAL DEPARTURES

Elevator Wrap Dominations

MAPLE LEAF LOUNGE

Choice of 2 elevator wrap dominations Reaches all International passengers at T1

Weekly Rate: \$19,875

100% SOV



# AIRPORT: Toronto Pearson Airport



T3 – INTERNATIONAL DEPARTURES

Video Wall work

Node C

Digital work of 3 video walls

Content perfectly synchronized (no sound)

Located in a high traffic area

1 x 10 sec per 2 min loop

Weekly Rate: \$6,750

8.33% SOV

Paris

Charles de Gaulle Airport

## AIRPORT: Charles de Gaulle Airport

### PARIS AIRPORTS, PREPARES TO HOST WORLD SPORTING EVENTS

PARIS-CDG as **1st** European airport



**5th** Worldwide airport by SKYTRAX



Legend

Traffic observed in the Parisian airports  
2023 and 2024 traffic forecasts based on TSI data (April 2022)





## AIRPORT: Charles de Gaulle Airport



# 106M

of passengers expected  
in 2024

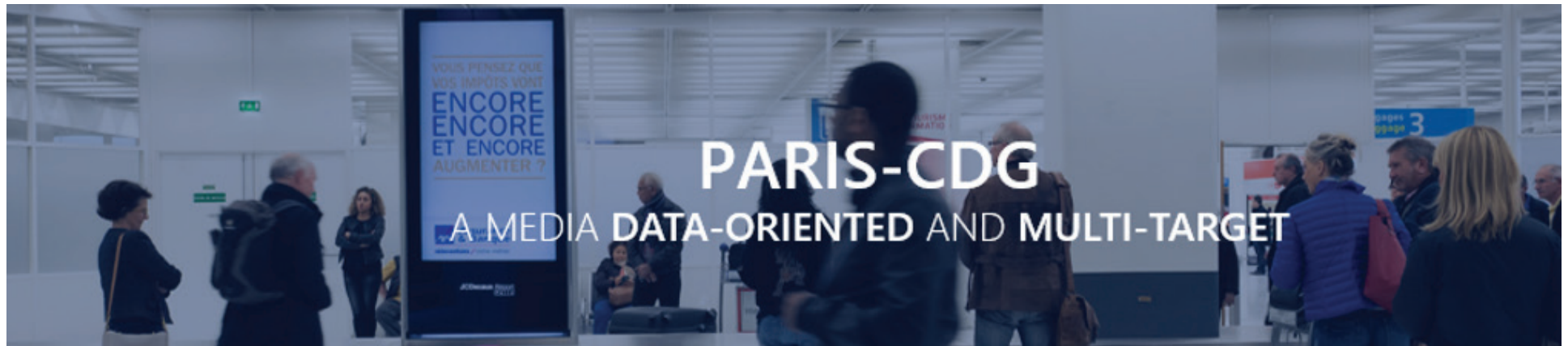
**72 millions** of passengers  
expected at Paris-CDG

**34 millions** of passengers  
expected at Paris-Orly

**97% of 2019**

Source: Non-contractual traffic forecasts, based on ACI Europe scenario and 2022 traffic trends AAM

## AIRPORT: Charles de Gaulle Airport



**61%**

**26 to 54  
Years-Old**

vs 62% for  
Paris Aéroport

**12%**

**Top Five  
Europeans\***

vs 12% for Paris  
Aéroport

**54%**

**International  
passengers**

vs 48% for Paris  
Aéroport

**75%**

**Leisure  
passengers**

vs 76% for Paris  
Aéroport

**40%**

**ABC1  
passengers**

vs 41% for Paris  
Aéroport

**49%**

**Millenials  
Passengers**

vs 50% for Paris  
Aéroport

## AN AUDIENCE LIKELY TO MAKE PURCHASES IN AIRPORTS

91%

Like to **arrive early at the airport** to make sure they don't miss their flight

49%

Take advantage of their waiting time in the airport to do **shopping in fashion and accessory stores**

59%

Enjoy discovering new products in **airport stores**

63%

**Buy in Duty Free stores** in airports abroad to take advantage of tax-free prices



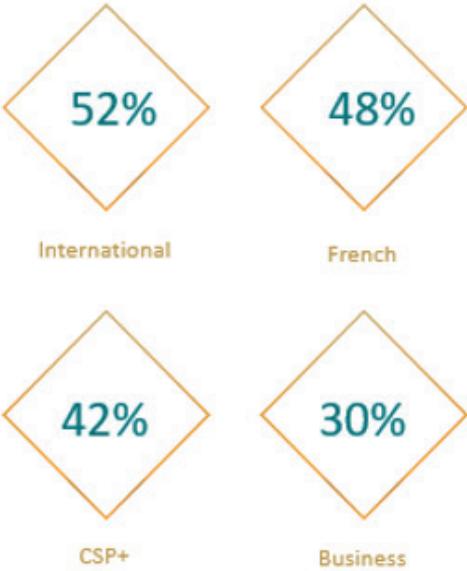
**AIRPORT:** Charles de Gaulle Airport

**PARIS-CDG,  
EUROPE'S LEADING AIRPORT**



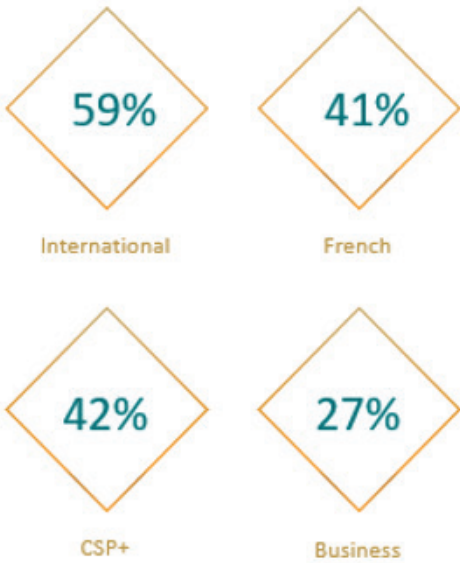
**72,1M**  
of passengers expected in 2024

**55%**  
of international flights



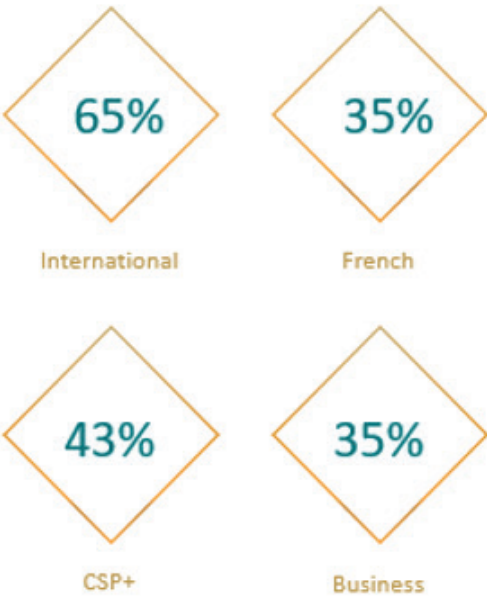
# PARIS-CDG 2E

## THE MEETING POINT FOR INTERNATIONAL TRAVELERS



# PARIS-CDG 2E GATE K

## THE MEETING POINT FOR INTERNATIONAL TRAVELERS





# AIRPORT: Charles de Gaulle Airport

## Boarding duo premium Gate K

Reach 100% of Paris CDG 2E Gate K departures.  
Communicate through emblematic lightboxes.

### Departures CDG 2E Gate K

Boarding area

5,7M of passengers

Passengers expected at departures of CDG 2E Gate K in 2024

2 lightboxes (55sqm)

(W.13,1 x H.4,2M)



Cost 4 Weeks: \$220,000

Production: \$29,600

## AIRPORT: Charles de Gaulle Airport

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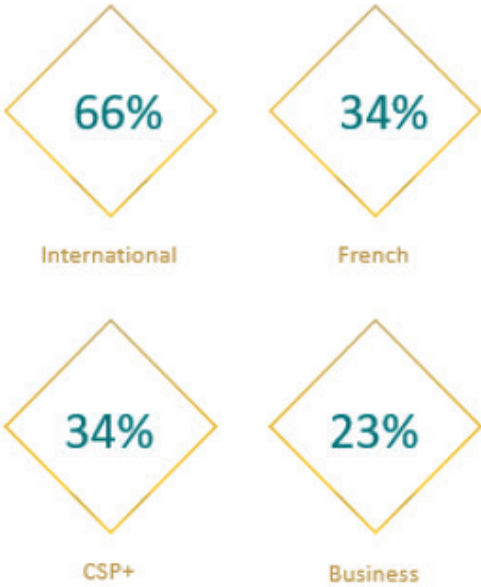
# PARIS-CDG 2E GATE M

## THE MEETING POINT FOR INTERNATIONAL TRAVELERS



3M  
of passengers expected in 2024

98%  
of international flights





**AIRPORT:** Charles de Gualle Airport



**Shuttle station lightbox**

Reach passengers departing from Paris CDG 2E Gate M with this device located just at the exit of the shuttle station LISA.

ICONIC

Departures CDG 2E Gate  
M  
Before control area

3M of passengers  
Passengers expected at the departure of  
CDG 2E gate M in 2024

1 Lightbox (21sqm)  
W.14,2m x H.1,5m

Cost 4 Weeks: \$103,000

Production: \$7,500

# AIRPORT: Charles de Gaulle Airport

## Bespoke Digital

Key coverage on Terminal 2E digital screens at Paris Airport.

Departures

CDG 2E



Audience : 1,6M of unique passengers

Data estimated over 177 days

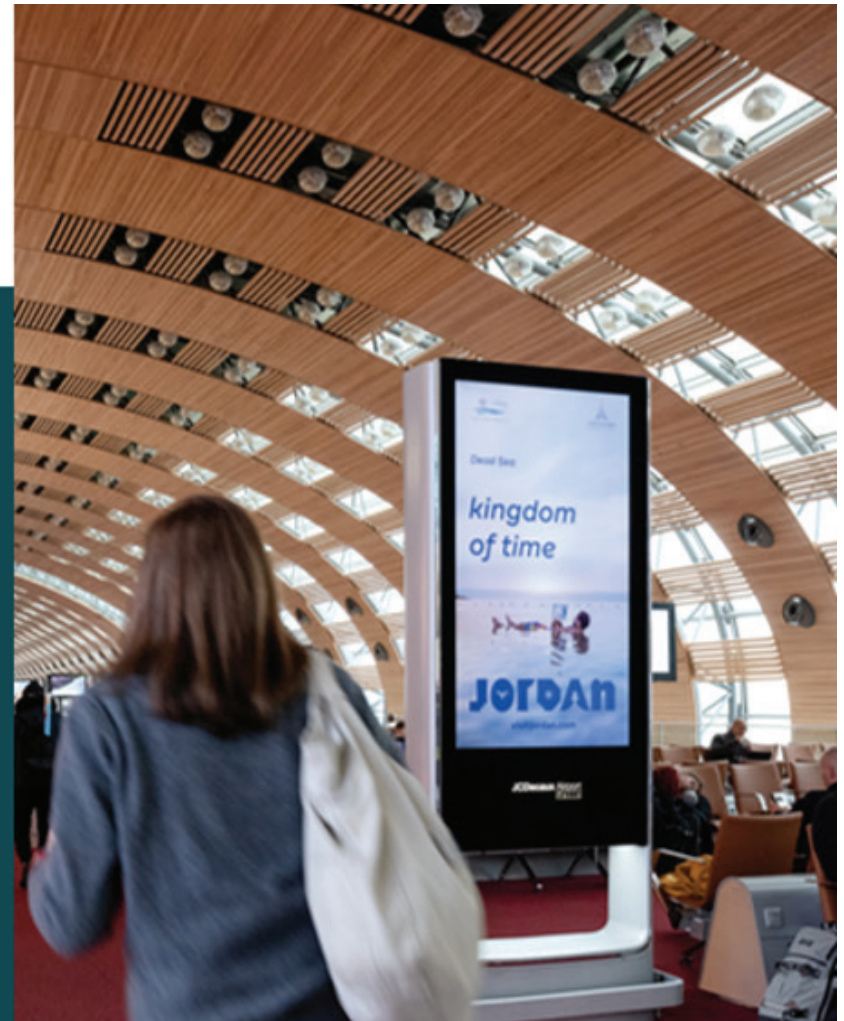


29 digital screens of 70"

1/8 share of voice - 30 second broadcast / loop 5x6, 3x10, 2x15 sec spot



DOOH



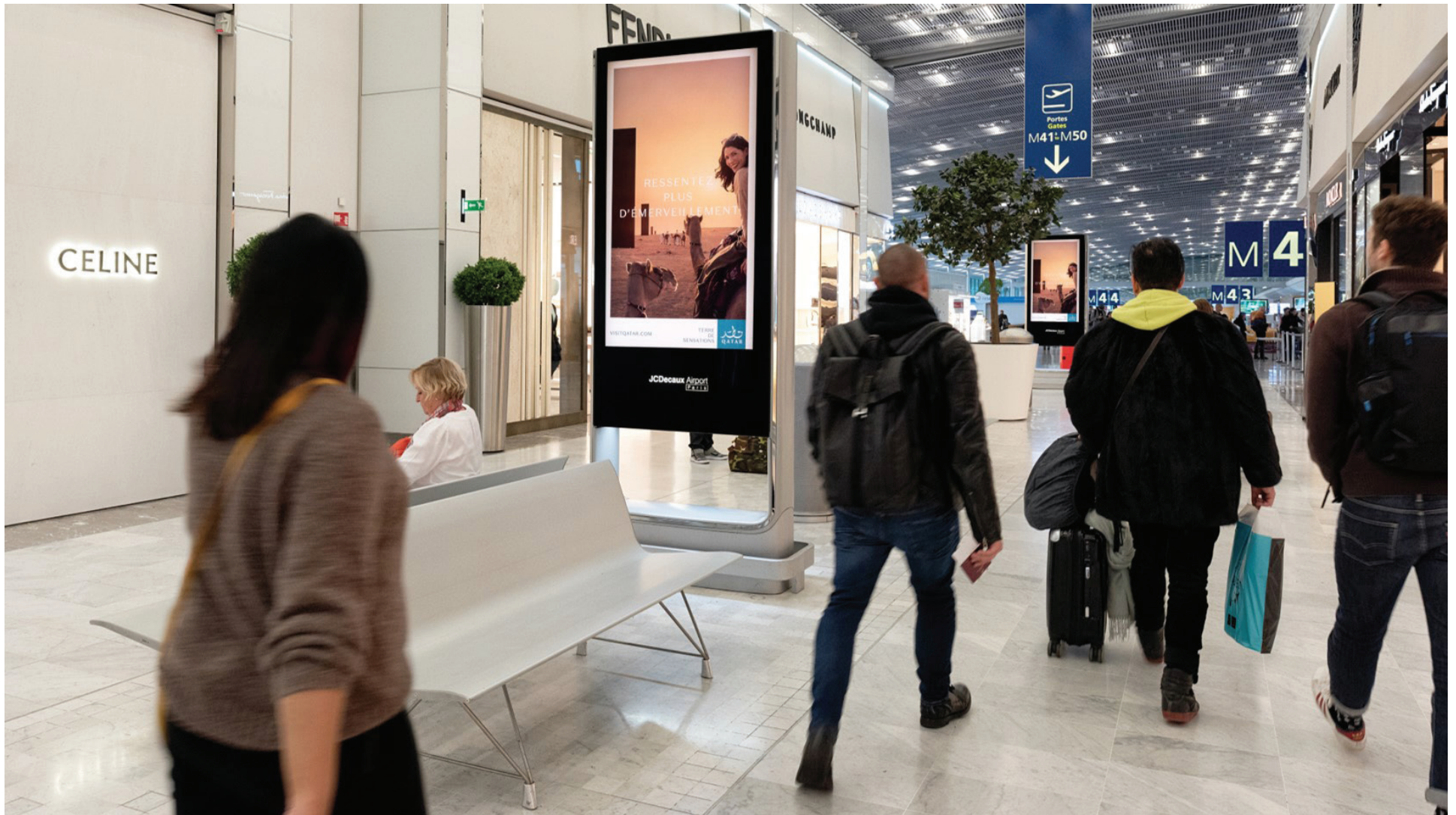
Cost 4 Weeks: \$103,000

Production: \$7,500



## AIRPORT: Charles de Gaulle Airport

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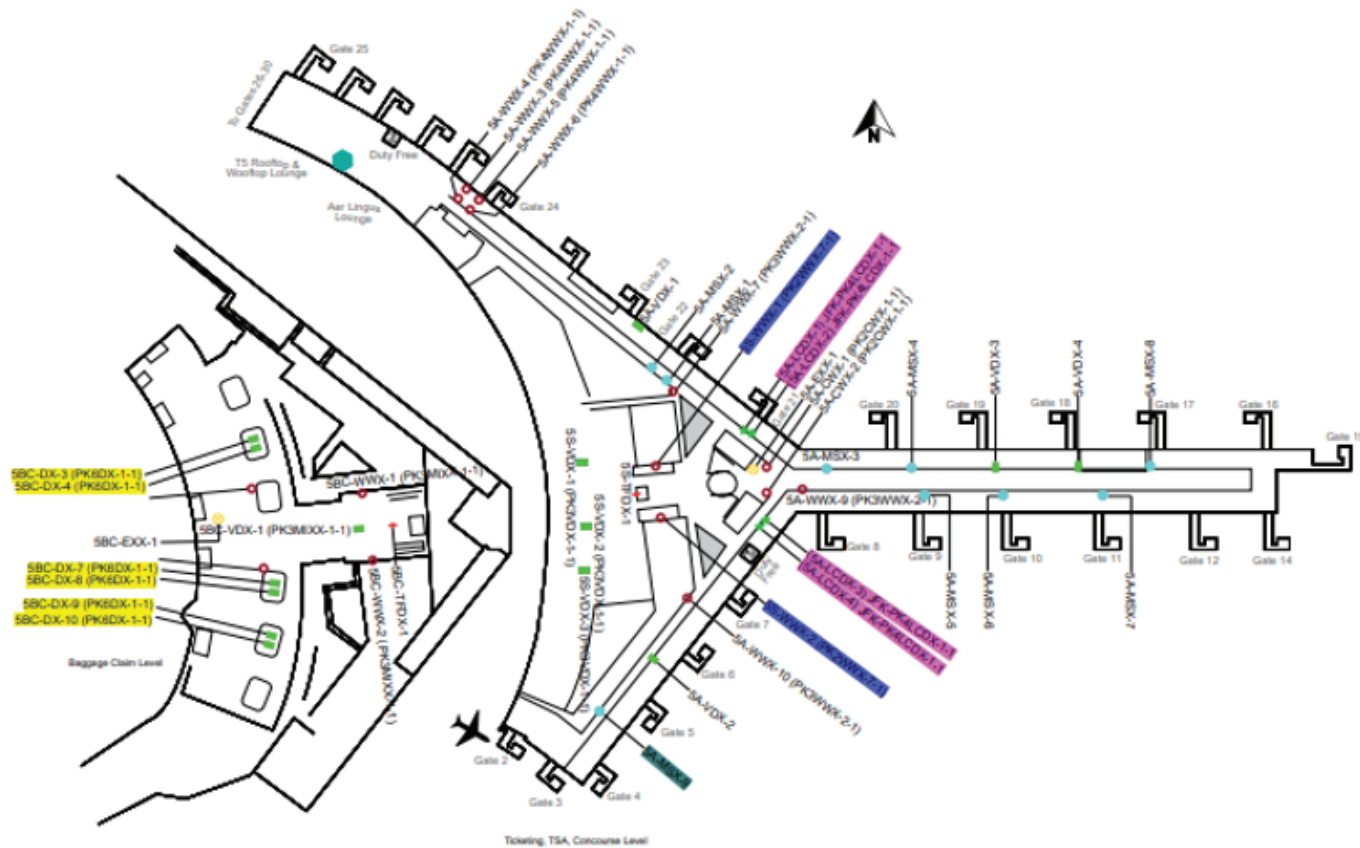
# APPENDIX

## Maps




VIE L'VEN

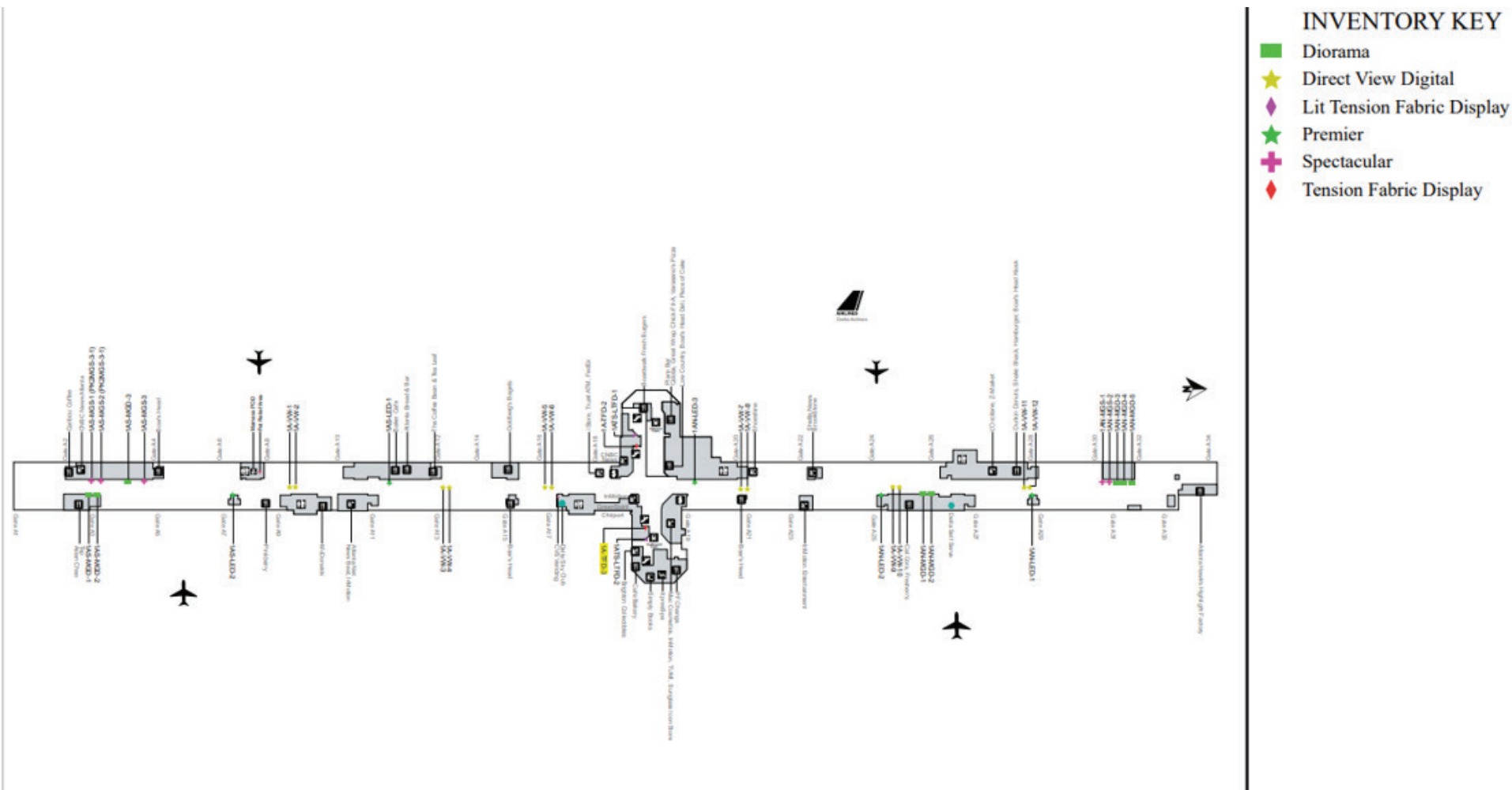
ST. MAARTEN

**AIRPORT:** John F. Kennedy International Airport / JFK

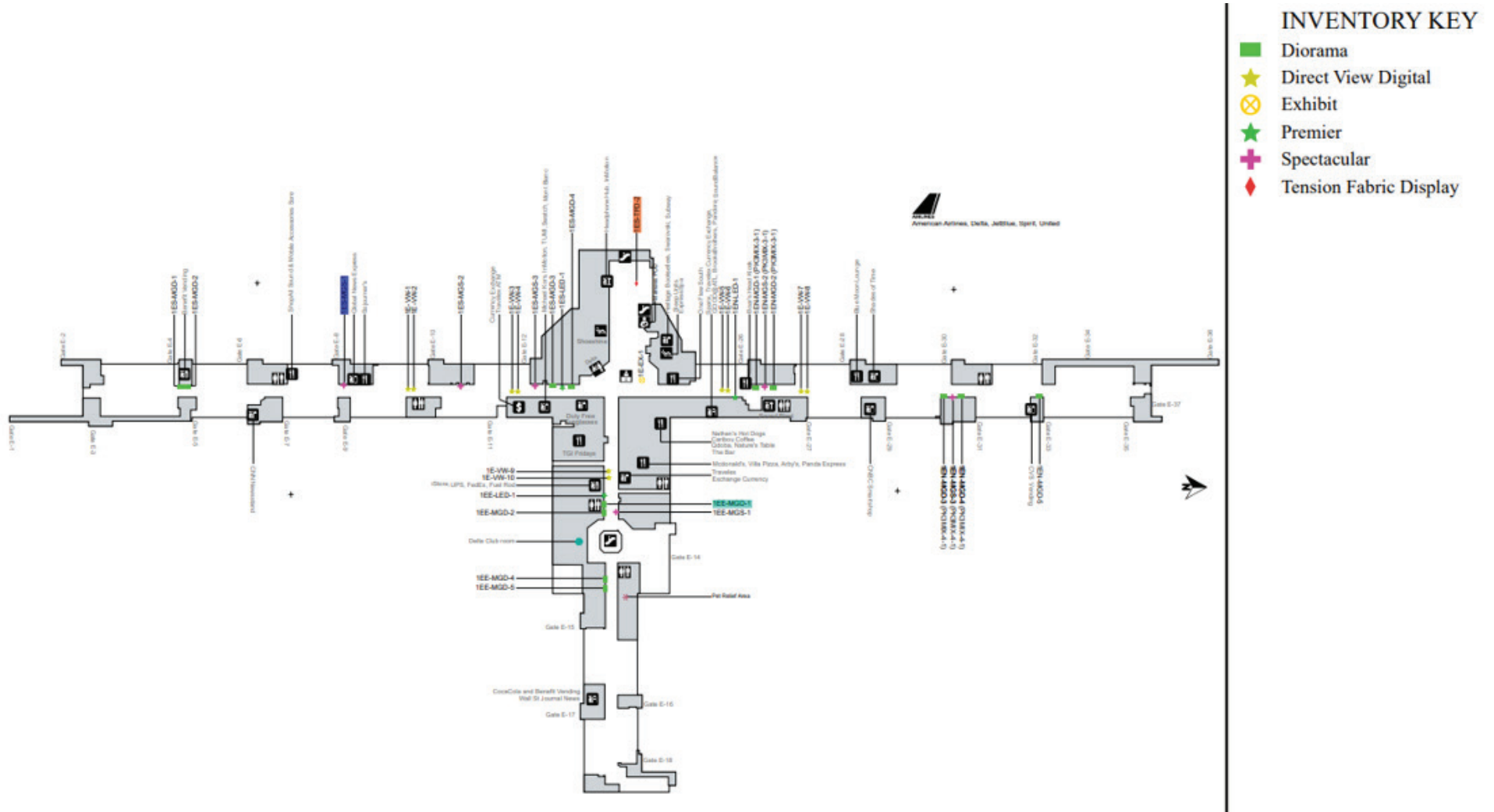
### INVENTORY KEY

-  Diorama
-  Exhibit
-  Mini Spectacular
-  Premier
-  Tension Fabric Display
-  Wrap

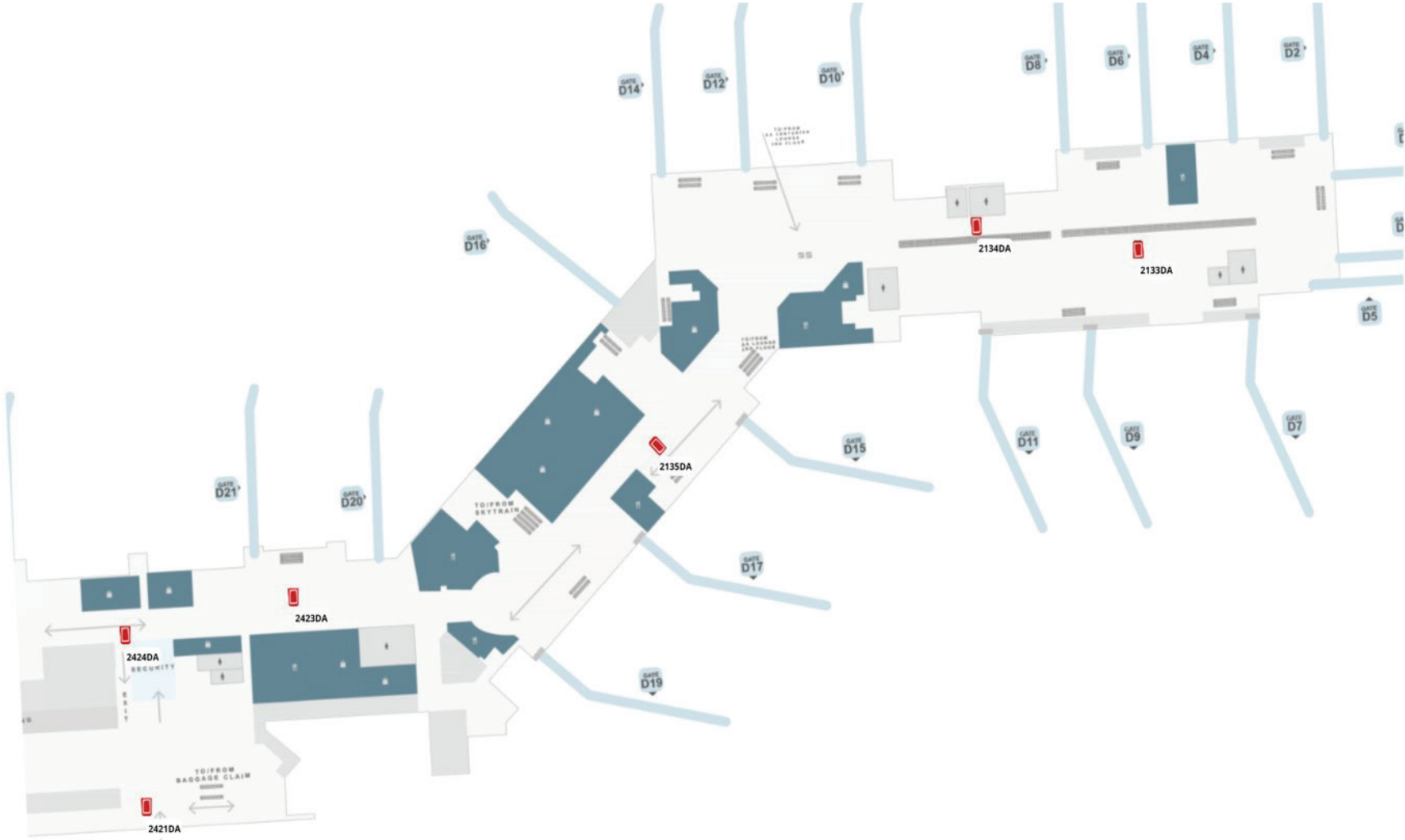
# AIRPORT: Hartsfield-Jackson Atlanta International Airport / ATL





**AIRPORT:** Hartsfield-Jackson Atlanta International Airport / ATL

# AIRPORT: Miami International Airport



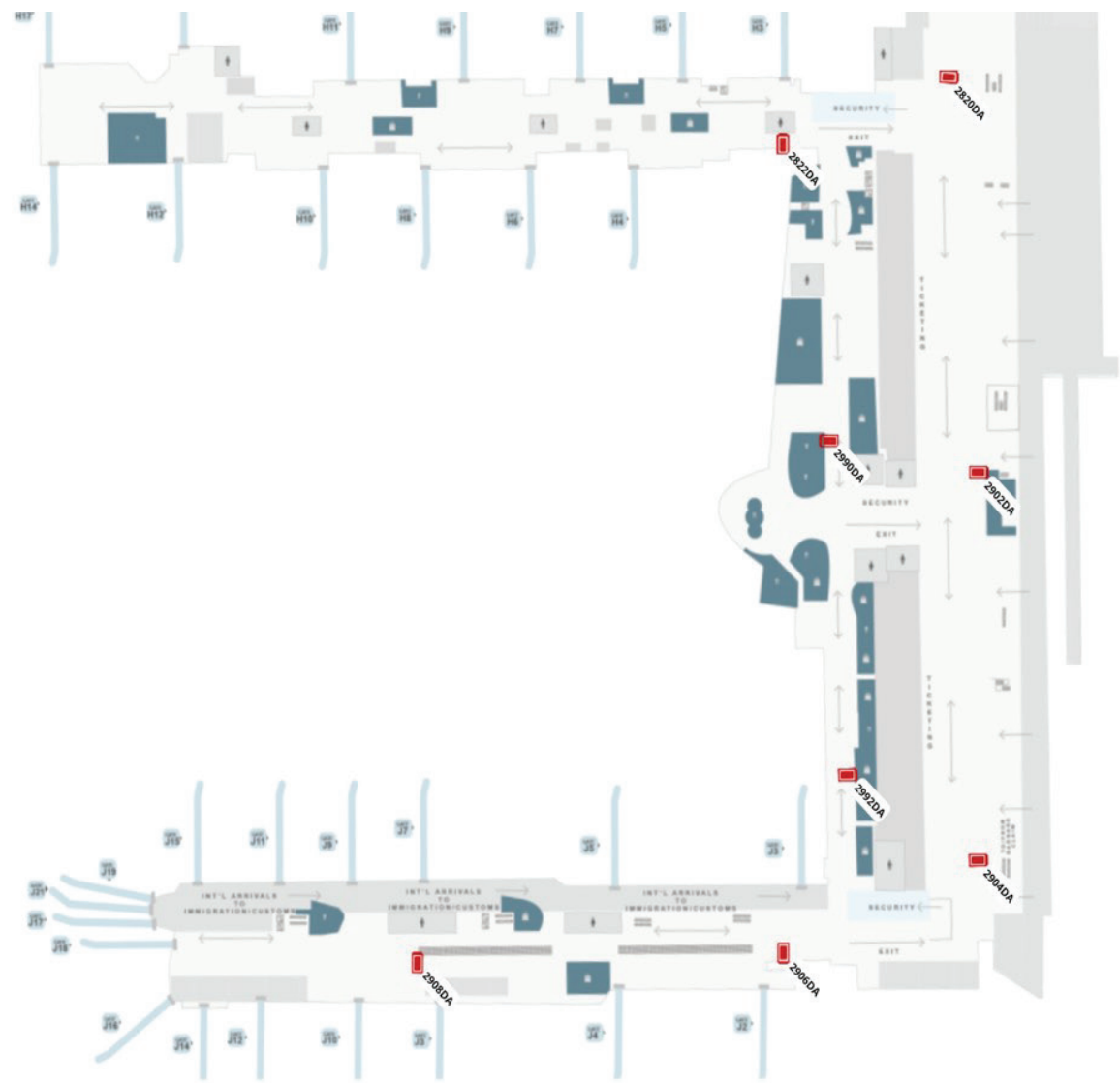
**AIRPORT:** Miami International Airport



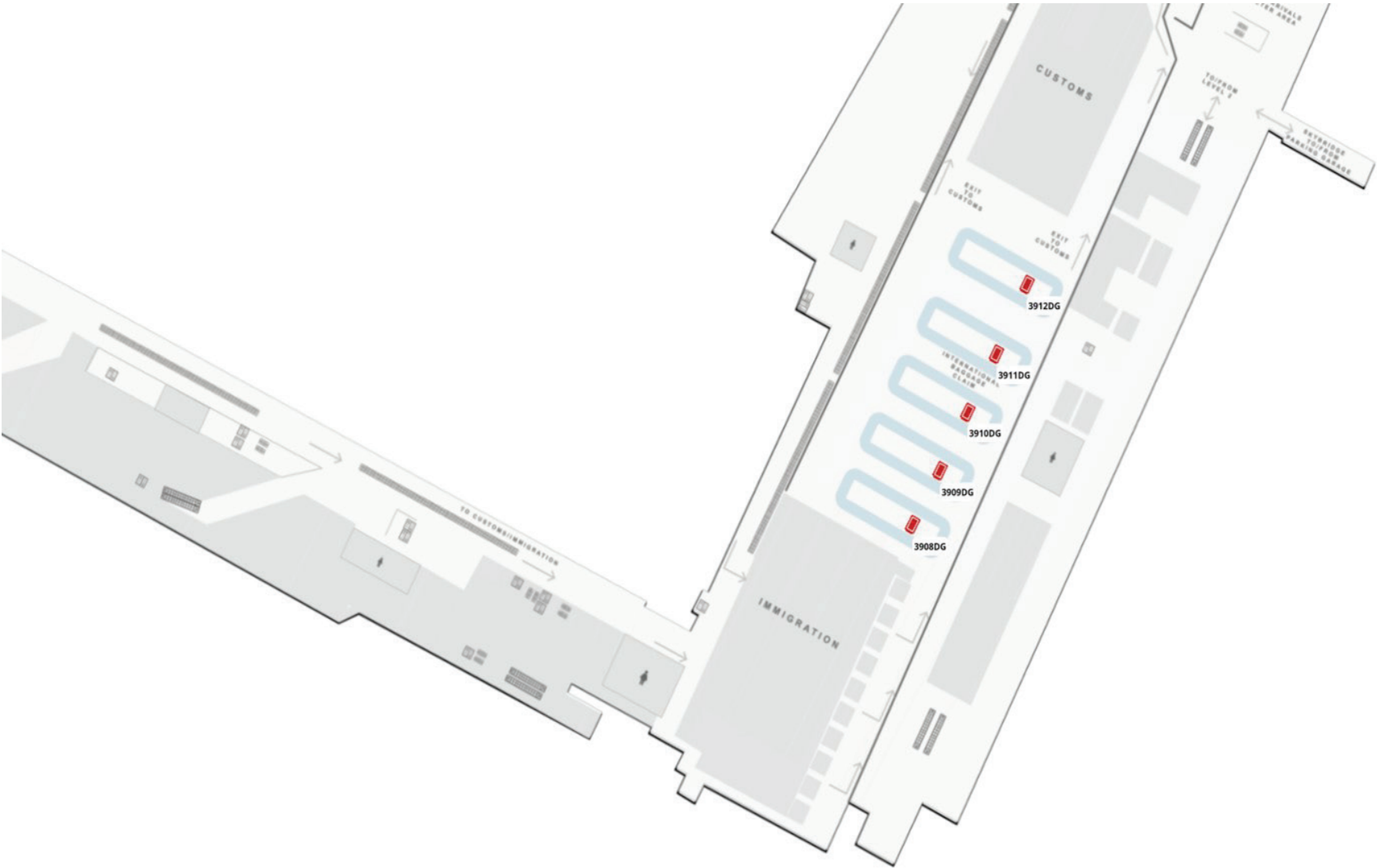


**AIRPORT:** Miami International Airport

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**AIRPORT:** Miami International Airport



**AIRPORT:** Miami International Airport

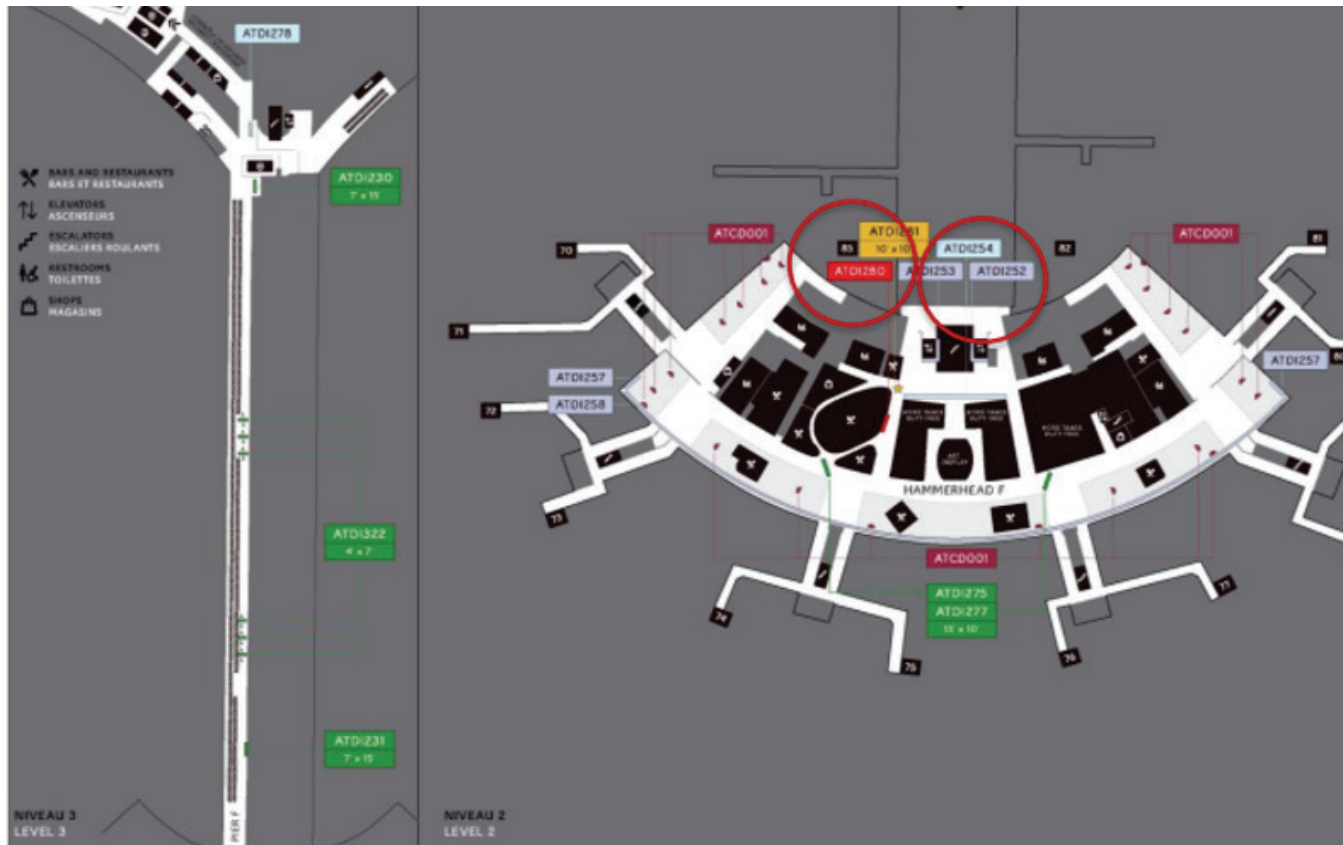




# AIRPORT: Miami International Airport



## AIRPORT: Toronto Pearson Airport



### T1 – International Departures

Banner / Spectacular

Mural

Creativity

Video Wall Landmark

AeroColumn Network

Exhibition Area

The image displays two maps of the 2010 Vancouver Winter Olympics venue. The left map shows the main stadium area, including the stadium bowl, concourses, and various rooms. The right map shows the Hammerhead C area, which is a smaller, more compact structure. Both maps include a legend for symbols representing different facilities and rooms.

**Legend:**

- SECURITY CHECKPOINTS / POINTS DE CONTRÔLE
- BARS AND RESTAURANTS / BARS ET RESTAURANTS
- TRAVELATORS / TAPIS ROULANTS
- ELEVATORS / ASCENSEURS
- ESCALATORS / ESCALIERS ROULANTS
- RESTROOMS / TOILETTES
- SHOPS / MAGASINS

**Map Labels:**

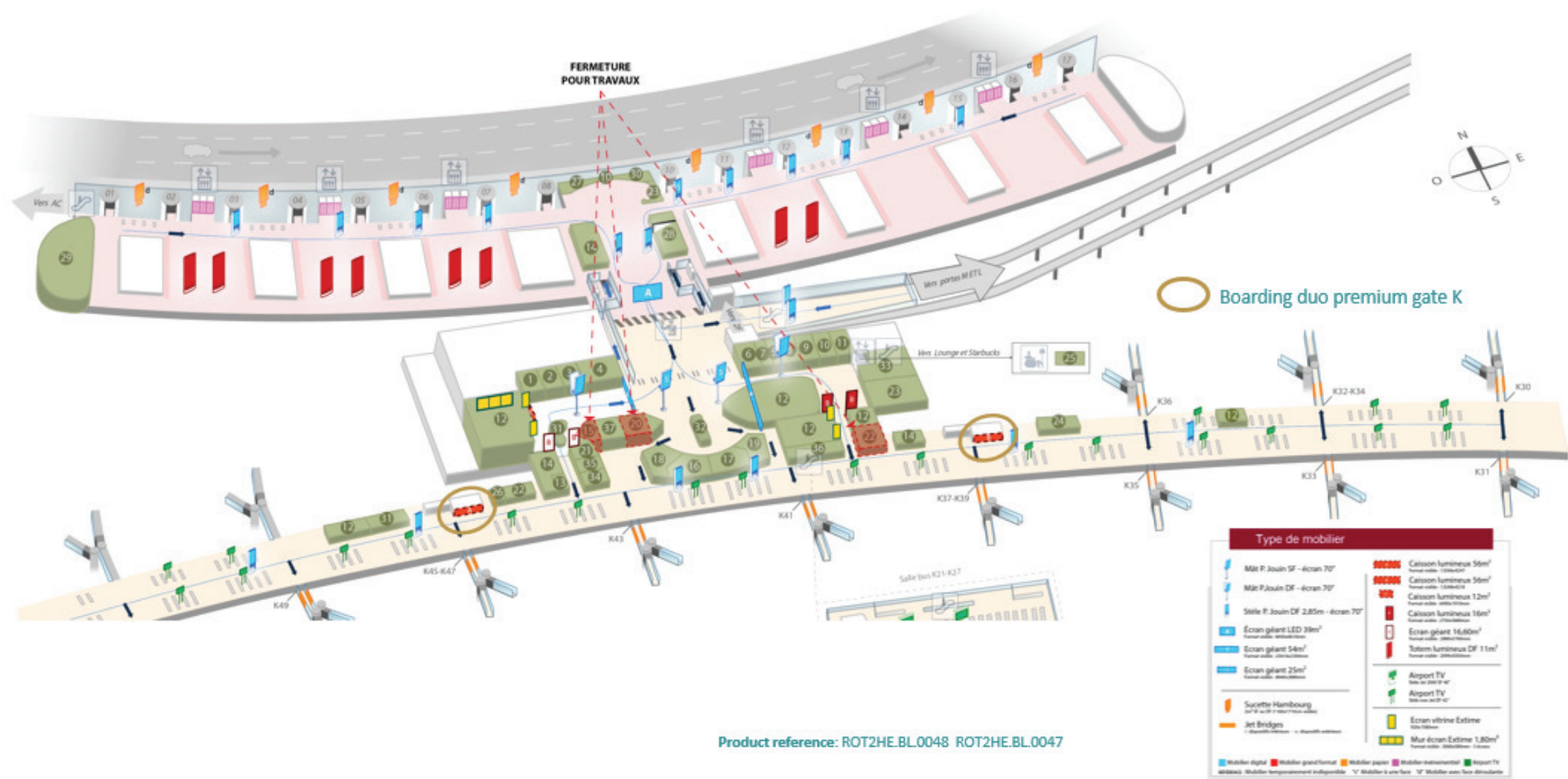
- ATD1581 (20' x 10')
- ATD1580 (5' x 5')
- ATD1582 (10' x 5')
- ATD1546 (5' x 5')
- ATD1547
- ATD1576
- ATD1544 (5' x 5')
- ATD1530 (5' x 5')
- ATC0001
- ATD1545
- ATD1546
- ATD1547
- ATD1548
- ATD1549
- ATD1550
- ATD1551
- ATD1552
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## Exhibition Area



# AIRPORT: Charles de Gualle Airport

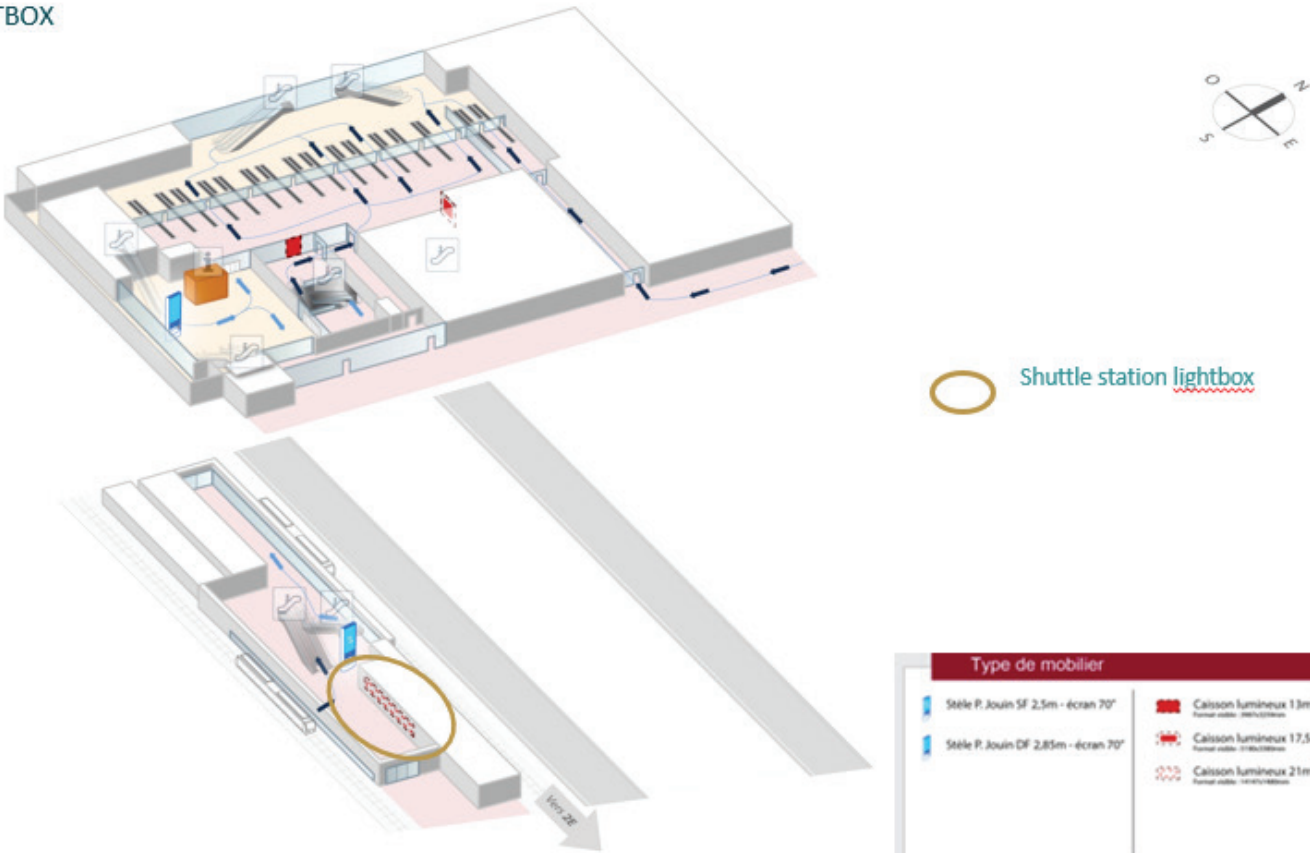
PARIS CDG 2	Niveau 2	Révision
Terminal 2E Porte K	Départs	Date de création: 14/04/2014
		Modifié le: 22-03-2023
		Modifié par: Gilles Aubin










# AIRPORT: Charles de Gaulle Airport

PARIS CDG 2	Niveau 0 et gare LISA	Révision
Terminal 2E - Portes M	Départs - Avant le grand magasin	Date de création: 03/02/2014
		Modifié le: 14/12/2021
		Modifié par: Gilles Aubin

MAP SHUTTLE STATION LIGHTBOX



Shuttle station lightbox

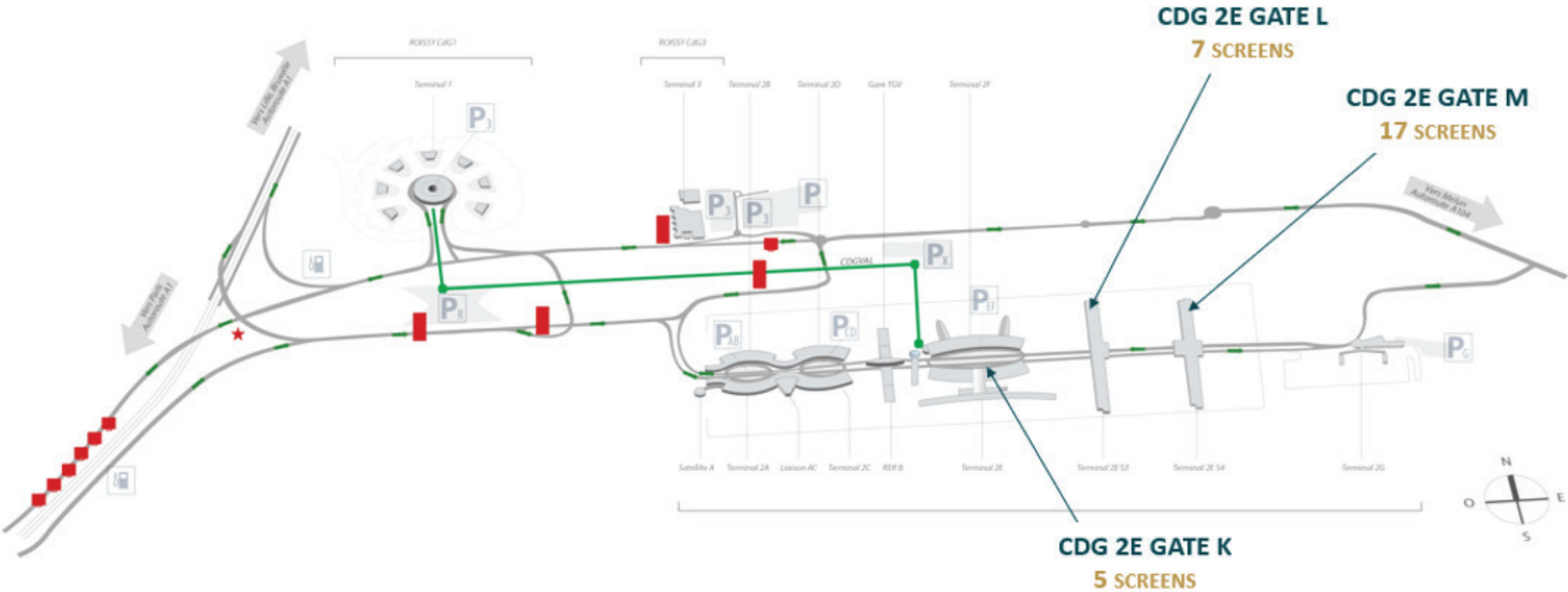
Type de mobilier	
 Stèle P. Jouin SF 2,5m - écran 70"	 Caisson lumineux 13m <sup>2</sup> Format public: 1000x1000mm
 Stèle P. Jouin DF 2,85m - écran 70"	 Caisson lumineux 17,5m <sup>2</sup> Format public: 1100x1000mm
	 Caisson lumineux 21m <sup>2</sup> Format public: 1400x1000mm
 Mobilier digital  Mobilier grand format	
4000x600 - Mobilier horizontalement indigétable    "Y" Mobilier à une face    "V" Mobilier avec face déboulante	

Product reference: ROT2S4.BL.0001

# AIRPORT: Charles de Gualle Airport

PARIS CDG Sites extérieurs	Révision
	Date de création: 03/02/2014
	Modifié le: 17/10/2022
	Modifié par: Gilles Aubin

DISTRIBUTION OF BESPOKE DIGITAL – PARIS CDG  
29 SCREENS





## AIRPORT: NOTES

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- All rates are in USD.
- International Airport Rates – rates are good for 2-week from date of submission.
- Proposal Rates (per period rates) presented is based on a 6-period campaign –Costs subject to change pending final duration.
- Space is not on hold.
- All creative is subject to final airport authority approval prior to production / posting.
- All proposed inventory is subject to availability at time of booking.