



# Place Exchange Air Network

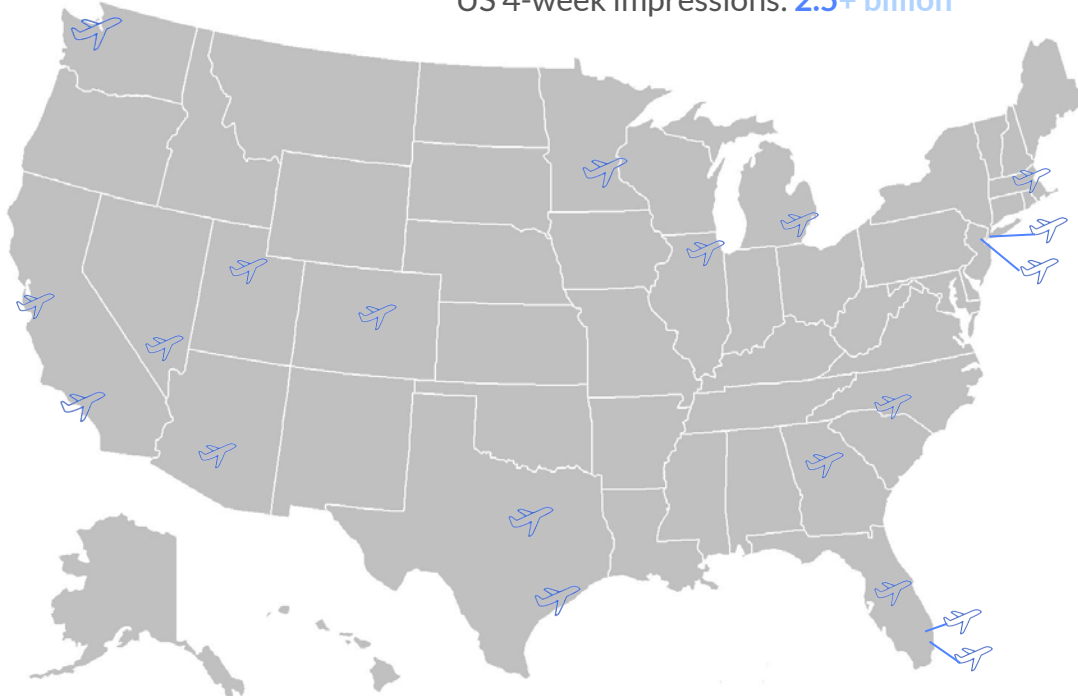
4.7 billion travelers across the world are expected to fly in 2024<sup>1</sup>. Utilize Place Exchange’s unmatched programmatic access to premium airport inventory and travelers to reach business and leisure travelers at scale globally. Leverage airport assets prominently placed in concourse areas, shops, restaurants and bars, gates, lounges, and baggage claim areas.

Source: <sup>1</sup>International Air Transportation Association, 2023

**9,000+** screens across the world      **19 billion** global impressions

## Reach Travelers in the Busiest US Airports and Beyond

US screens: **6,000+**  
US 4-week impressions: **2.5+ billion**

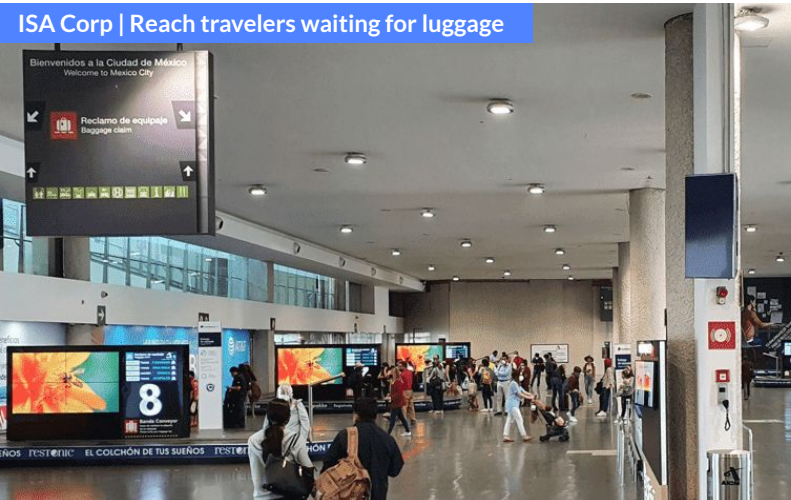


- |                |                |
|----------------|----------------|
| <b>1. ATL</b>  | <b>11. SEA</b> |
| <b>2. DFW</b>  | <b>12. PHX</b> |
| <b>3. DEN</b>  | <b>13. EWR</b> |
| <b>4. ORD</b>  | <b>14. SFO</b> |
| <b>5. LAX</b>  | <b>15. IAH</b> |
| <b>6. JFK</b>  | <b>16. BOS</b> |
| <b>7. LAS</b>  | <b>17. FLL</b> |
| <b>8. MCO</b>  | <b>18. MSP</b> |
| <b>9. MIA</b>  | <b>19. LGA</b> |
| <b>10. CLT</b> | <b>20. DFW</b> |

## Why Brands Advertise in Airports

- Mass reach across broad audience demographics
- High dwell times at airport lounges, restaurants, and gates (average 43+ min.)
- Advertise in a brand-safe, trusted environment where consumers are in a mindset ready to explore and ready to spend

**83% of frequent flyers notice airport advertising with 3-out-of-4 associating airport advertising with high-quality brands<sup>1</sup>**

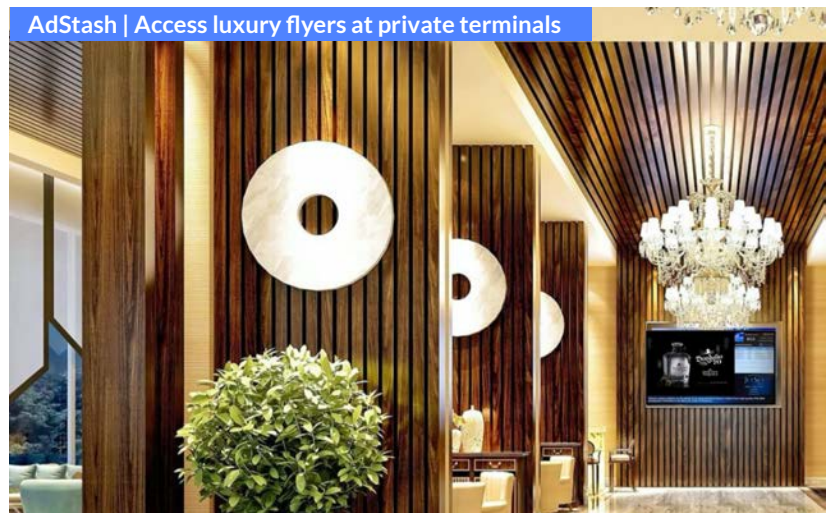


## Business Class

In addition to highly-trafficked public areas of airports, Place Exchange also provides access to private lounges, terminals, and airports reaching luxury travelers.

**87%** of business flyers plan to take 3 or more business trips in the next 12 months<sup>1</sup>

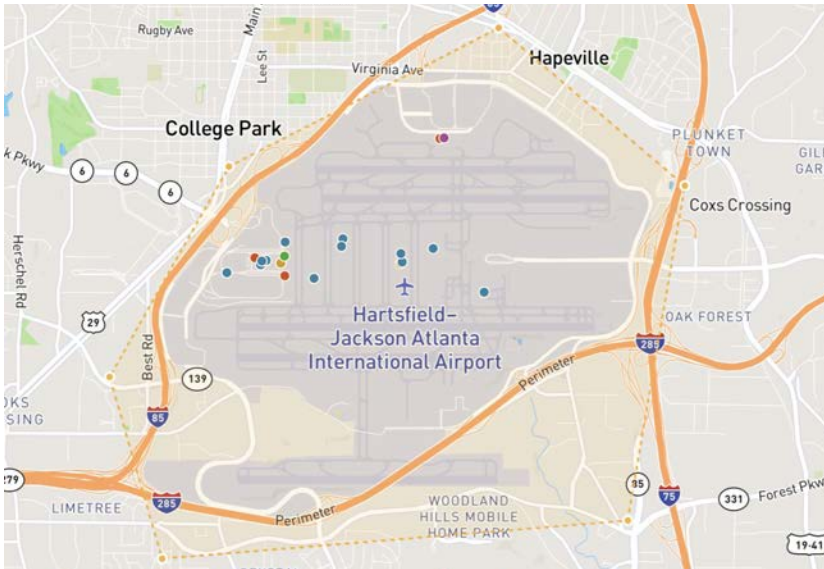
**56%** of frequent business flyers recalled ads after seeing them in the airports<sup>1</sup>



## Target by Airport and More

Engage travelers with prominently placed screens in concourse areas, shops, restaurants and bars, gates, lounges, and baggage claim areas throughout their journey.

Sample map of Atlanta Hartsfield Jackson International Airport



- Total Screens: 132
- Impressions (4-week): 114M

### Publisher screens

Reach TV	
AMC Networks	
Intersection Air	
Clear Channel Outdoor	
Rockbot	

## Global Air Partners

