



# CLT Media Kit 2024

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# About Intersection



# Reach diverse audiences in America's top cities

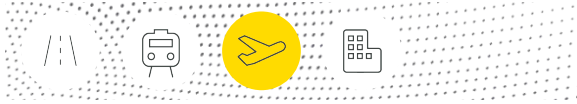
From New York to Los Angeles, and everywhere in-between, we know people are on the go, enjoying the best of what these great cities have to offer. Regardless of their journey, our media is located in well-traveled locations, and can connect your brand with the right audience. Whether they're moving through their home neighborhoods, commuting to the office, or traveling a little farther, Intersection's media meets them there.

With advertising partnerships across some of the country's largest and busiest cities—including New York, Chicago, Philadelphia, and other major metros—Intersection provides scale among valuable audiences that other media can't offer.





# Air Media



## Product overview

From the moment consumers enter the airport through the duration of their flights, Intersection can deliver powerful messaging via traditional and digital formats.

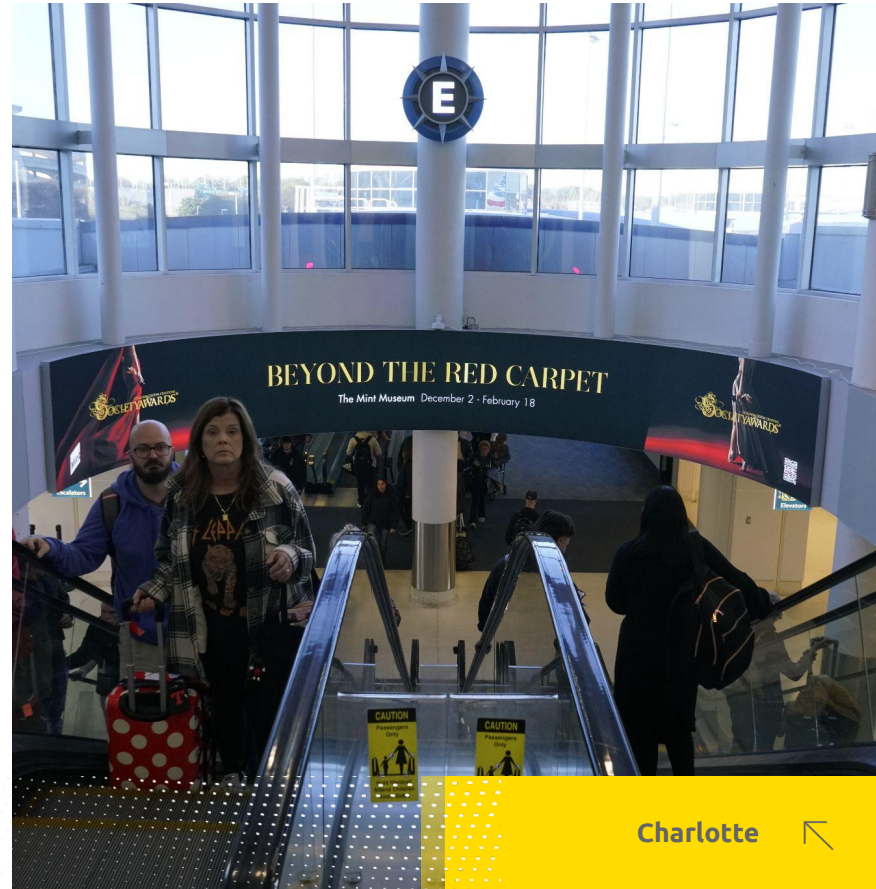


# Reaching a national audience of air travelers with Intersection

Intersection reaches over 180 million national airline passengers annually, with exclusive media rights at Charlotte Douglas International Airport and an exclusive partnership with United.

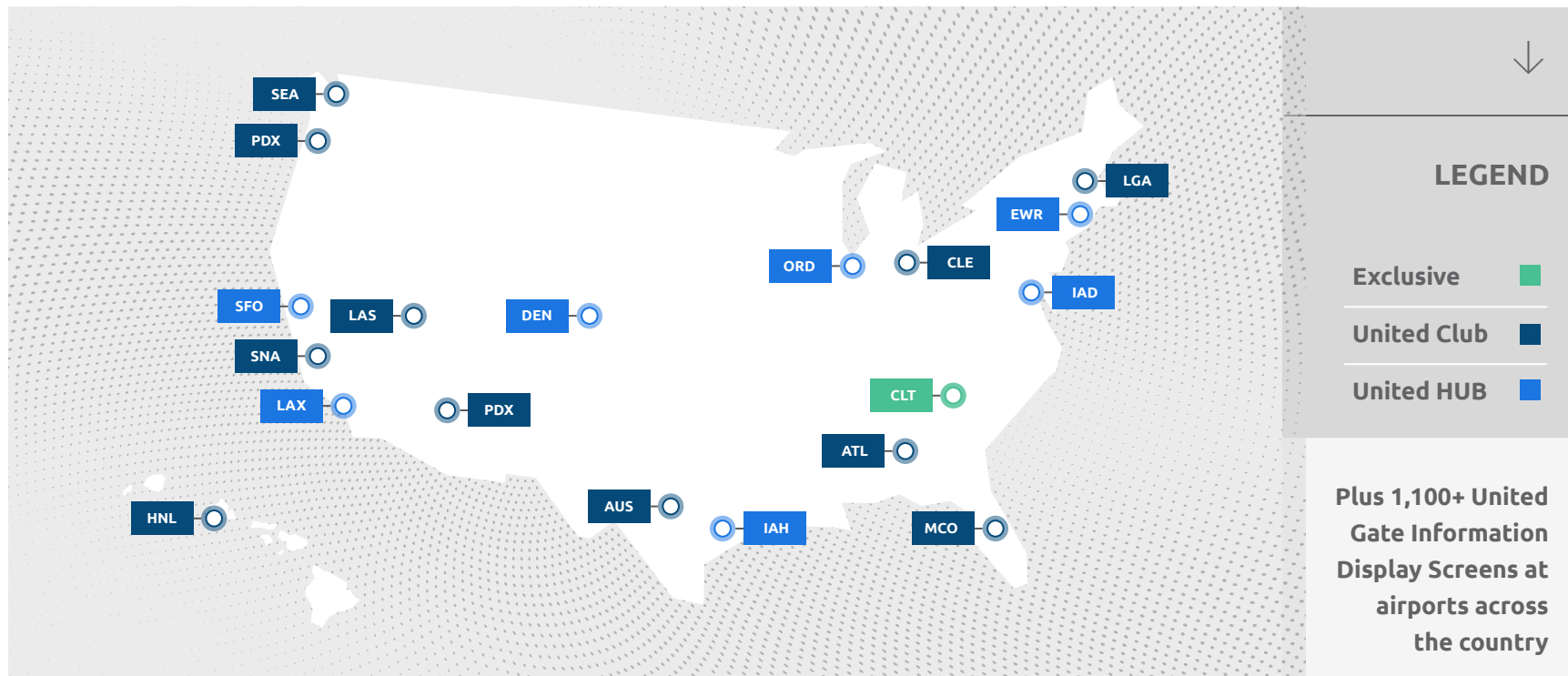
EXCLUSIVE AIRPORT

AIRLINE PARTNERSHIP



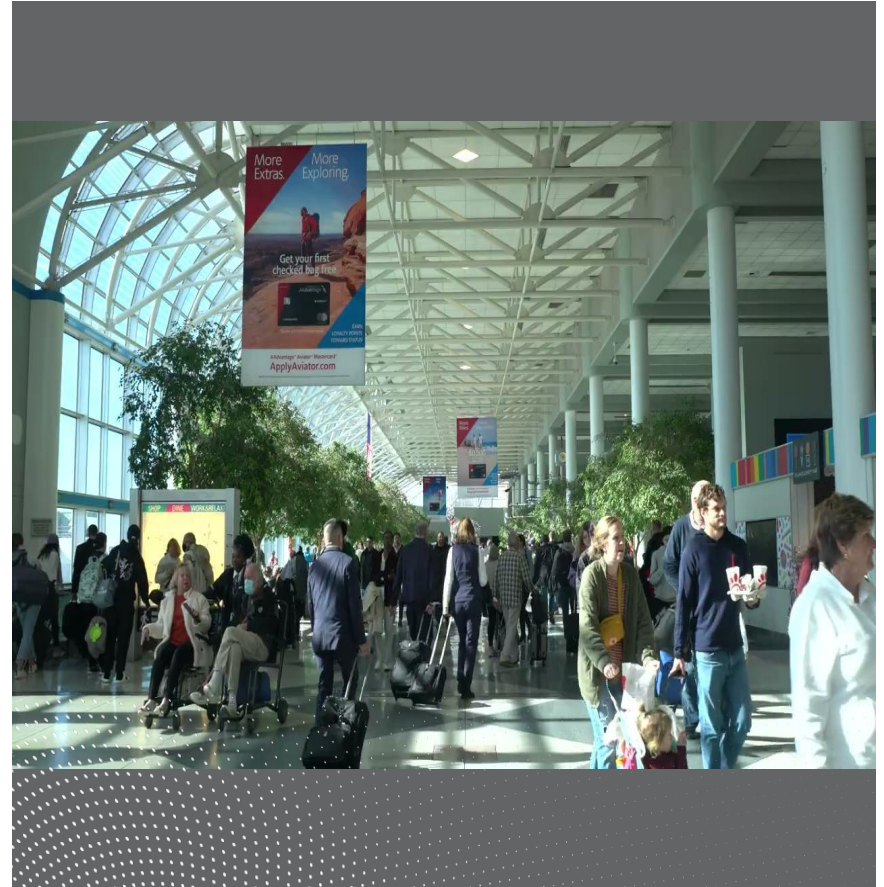
Charlotte ↖

# Premium products, national scale.



# Charlotte Douglas International Airport (CLT)

Charlotte Douglas is the 7th busiest airport in the nation and is American Airlines' second-largest hub. CLT services 48MM+ annual passengers and is the local airport for major corporations such as Bank of America, Wells Fargo, and Lowe's.





# Why Charlotte Douglas International Airport?



1

CLT is ranked as the **7th busiest airport** in the country. Backyard HQs include: Bank of America, Wells Fargo, Lowe's, NASCAR, Honeywell

2

CLT sees 130K daily passengers, 4MM average monthly passengers and **53MM annual passengers**. It is American Airlines 2nd largest hub.

3

CLT is investing **\$608M** in their terminal lobby expansion, adding 175k sq ft for TSA screenings, ticketing, & baggage claim

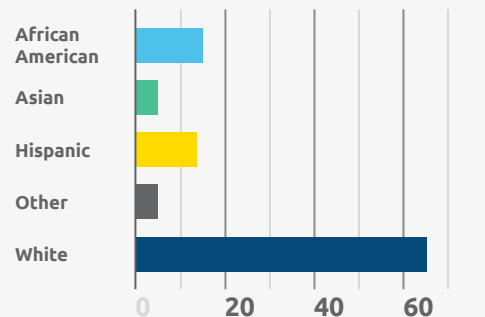
4

Our CLT media is unrivaled, reaching affluent, avid travelers with static, digital and exterior media. Travelers through CLT come from all across the globe, with 69% of passengers on connecting flights.

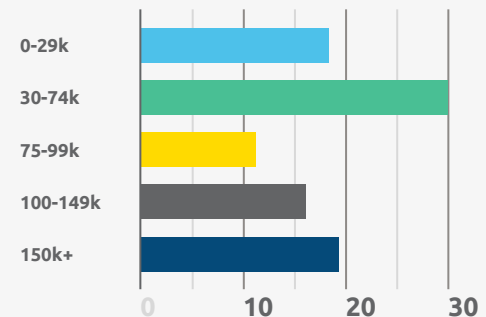
# Reach an affluent, diverse, and well educated audience at CLT Airport Audience Demographic Information

Sources: Metrolink, 6/2023

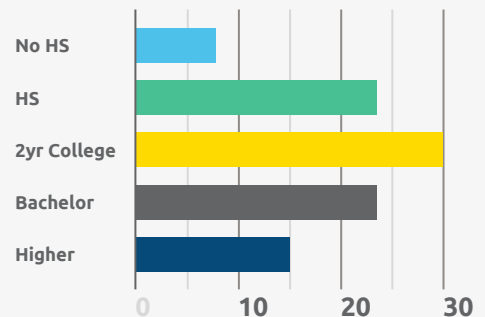
## Ethnicity



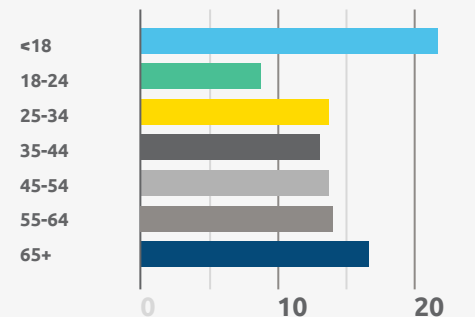
## Income



## Education



## Age



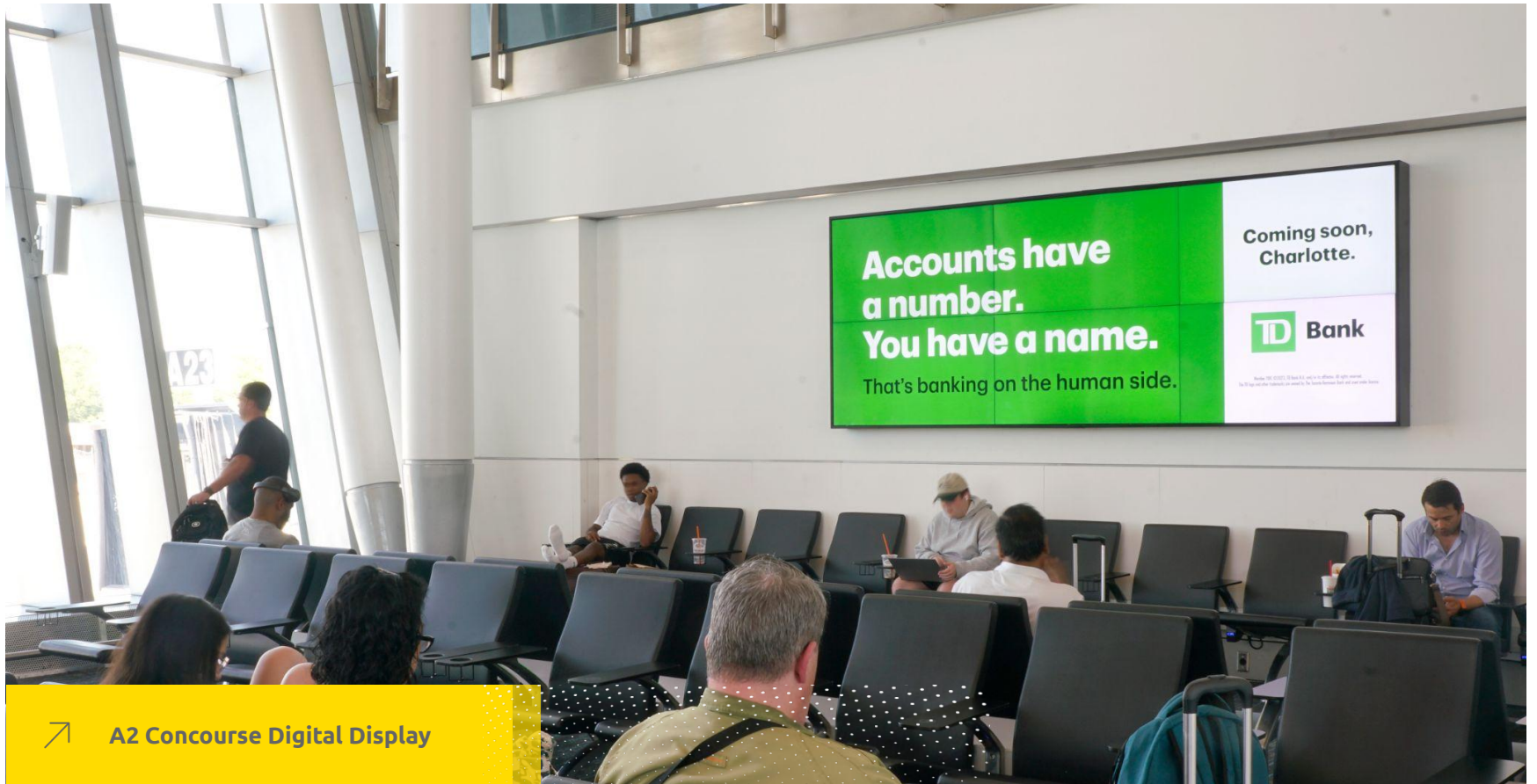
# Concourse Digital Screens

## Specs

Digital Screens	72"
Video Wall	129"



This network of (35) digital LCD screens, located in concourses A, B, C and D at CLT, catches the eyes of a captive audience and is a turnkey brand solution for advertisers at the airport. The vibrant screens deliver :10s spots that have full motion video and dynamic capabilities.



A2 Concourse Digital Display



# Atrium Digital Network

## Specs

Atrium Digital (2)

195" Display



CLT's main atrium, connecting all concourses, is a central area where travelers spend time dining and shopping. The Atrium Digital Network screens are the largest at the airport, engaging travelers through vivid imagery. The Atrium Digital Network has full-motion video and dynamic capabilities.

# Atrium Banners

## Specs

Atrium Banners (3)

144"H x 96"W



CLT's main Atrium connects all five concourses and is a major area where travelers spend a considerable amount of time. Atrium Banners provide an unavoidable presence and are in the view of all passenger traffic.

# Overhead Walkway Banners

## Specs

D/E Banners (5)	36"H x 72"W
B/C Banners (10)	108"H x 60"W



These banners are prominently placed above the moving walkways between the B, C, and D/E to the Atrium. Grouped in sets of five, this media provides an opportunity to engage with multiple creative executions or through message repetition.

# Wall Wraps

## Specs

Wall Wraps (8)

Varies



Large scale wall wrap package strategically located for maximum impact along the moving walkways to and from Terminals D, E & the Atrium. Consecutive placement allows for unique, billboard sized creative executions.

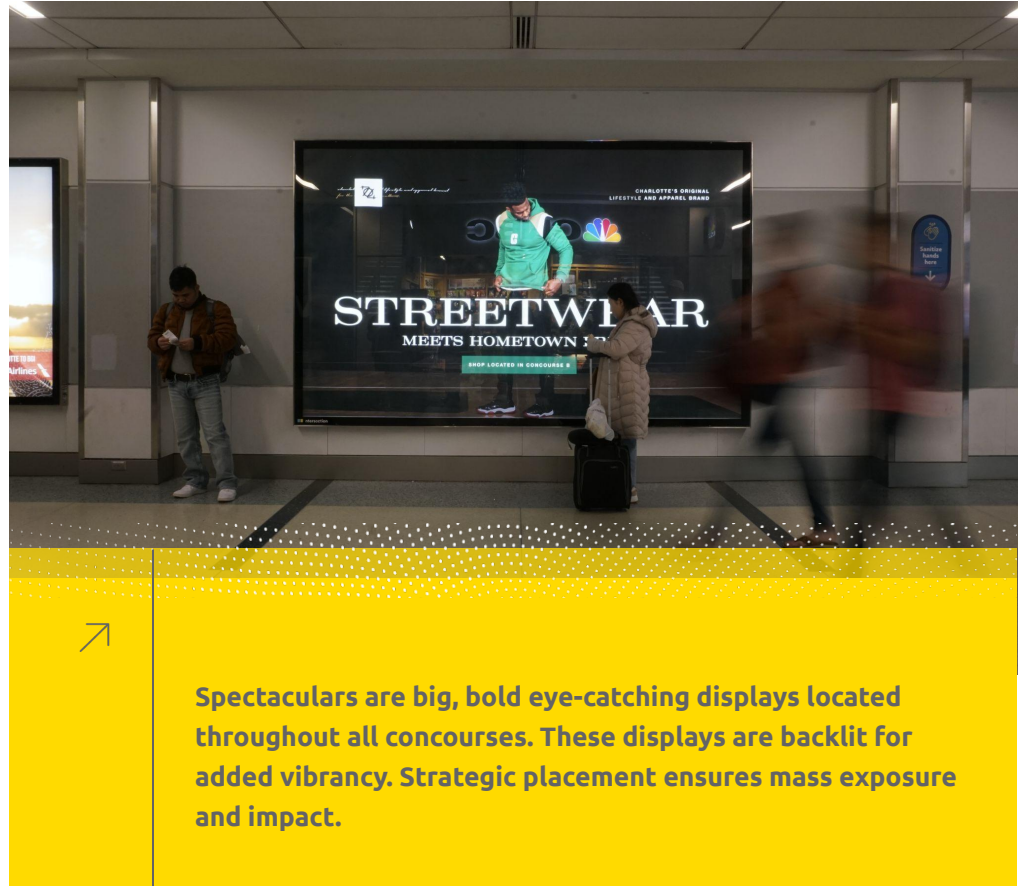


# Spectaculars

## Specs

Spectacular

7'H x 11'W



Spectaculars are big, bold eye-catching displays located throughout all concourses. These displays are backlit for added vibrancy. Strategic placement ensures mass exposure and impact.

# Mini-Spectaculars

## Specs

Mini-Spectaculars

6'H x 6'W



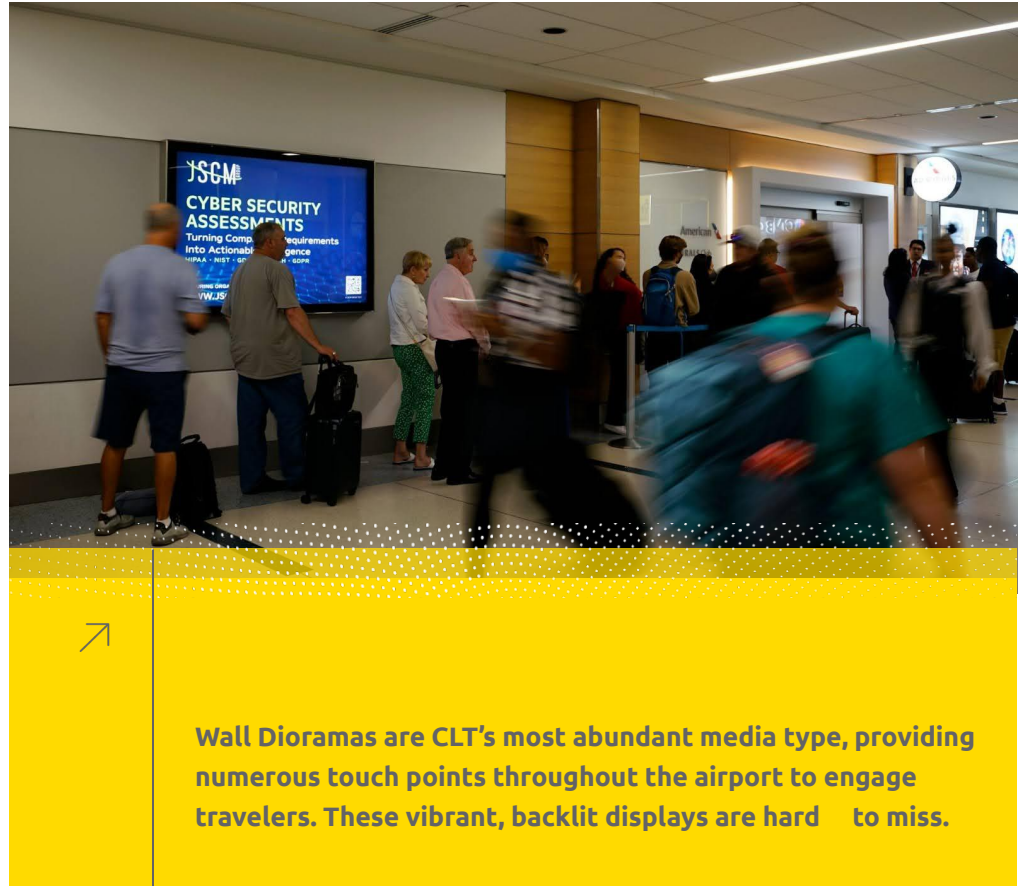
Attention-grabbing Mini-Spectaculars are strategically positioned throughout all concourses, ticketing and arrival areas. Mini-Spectaculars are backlit for heightened visibility and impact.

# Wall Dioramas

## Specs

Wall Dioramas

43"H x 62"W



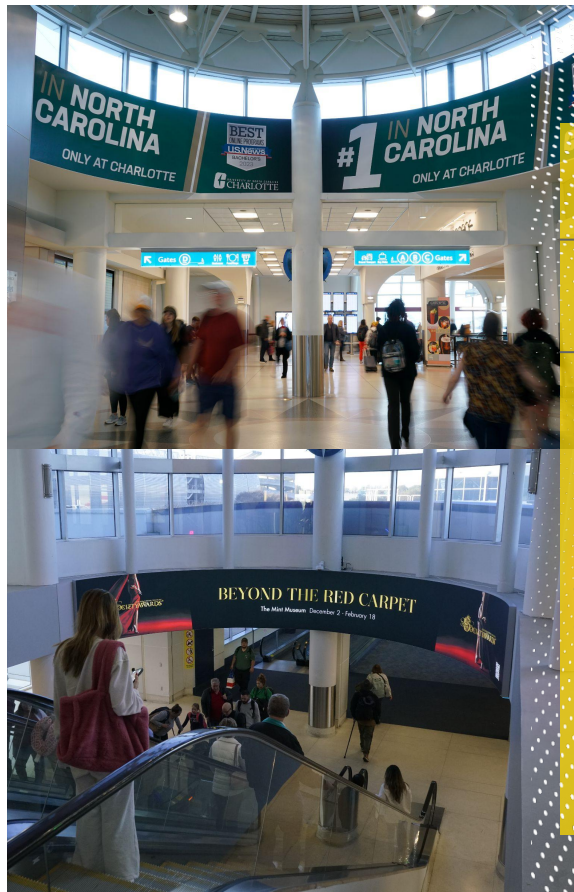
Wall Dioramas are CLT's most abundant media type, providing numerous touch points throughout the airport to engage travelers. These vibrant, backlit displays are hard to miss.

# Escalator Soffit Wraps

## Specs

Soffit Wraps (2)

Varies



Upper Unit



Lower Unit



Strategically placed in a head-on position as passengers exit the escalator, these wraps deliver a strong impression at eye-level. Both are located near the AMEX Centurion Lounge and next to The Plaza.



# Moving Walkway Wraps



## Specs

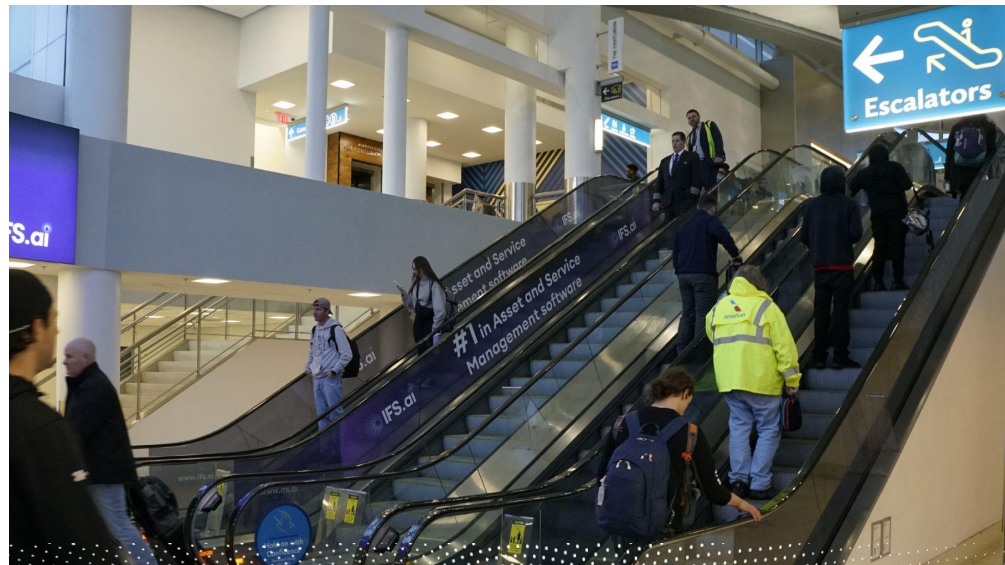
Moving Walkway Wrap

Varies



Located in high traffic areas throughout the airport, these wraps make an impact on all traffic in/out of the terminals. The large format, continuous messaging of these wraps offer a domination effect. Can be paired with overhead banners for maximum impact. Packages only available on walkways in Concourses B, C, D/E.

# E Escalator Wrap



## Specs

E Escalator Wrap

Varies



Placeholder text

# Overhead Soffit Spectacular

## Specs

B Concourse	57"H x 83"W x 157"W
C Concourse	47"H x 109"W x 174"W




Soffit Spectaculars stand out above the traffic in Concourses B and C. These impressive displays are backlit for added vibrancy and impact. Soffit Spectaculars are unavoidable to passengers as they exit the concourse.

# Jet Bridge Domination

## Specs

Jet Bridge (87)

Custom



↗

**Jet Bridges are an inevitable part of the air-travel experience. CLT's Jet Bridge Domination is an exclusive takeover of all Jet Bridges across Concourses A, B, C, D & E. This impressive program provides massive exposure and an unavoidable opportunity to immerse travelers in your brand.**



# Exhibit Space



## Specs

Exhibit Space

10'H x 10'W



Spaces for use of large-scale product displays and/or brand ambassadors and sampling are available in the airport. Floor Exhibits and Experiential are outstanding ways to inform travelers about brands/services and maximize audience engagement. Specific exhibit locations will be dependent on campaign timing.



# Baggage Claim Digital Network

## Specs

Digital Screens

72" HD LCD



These bold 72" LCD Digital Displays grab the attention of passengers as they wait for their luggage. Placed on top of the baggage belts, units can not be missed. These vivid displays have full motion video and dynamic capabilities.

# Baggage Claim Column Wraps

## Specs

Column Wraps

Custom



This package of bold wraps make use of the prominent columns located throughout all airport baggage claim areas. The Column Wraps create a strong brand presence and impress upon the crowds that gather to collect their bags.

# Baggage Claim Carousel Wall Wrap

## Specs

Carousel Wall Wrap

31"H x 357.5"W



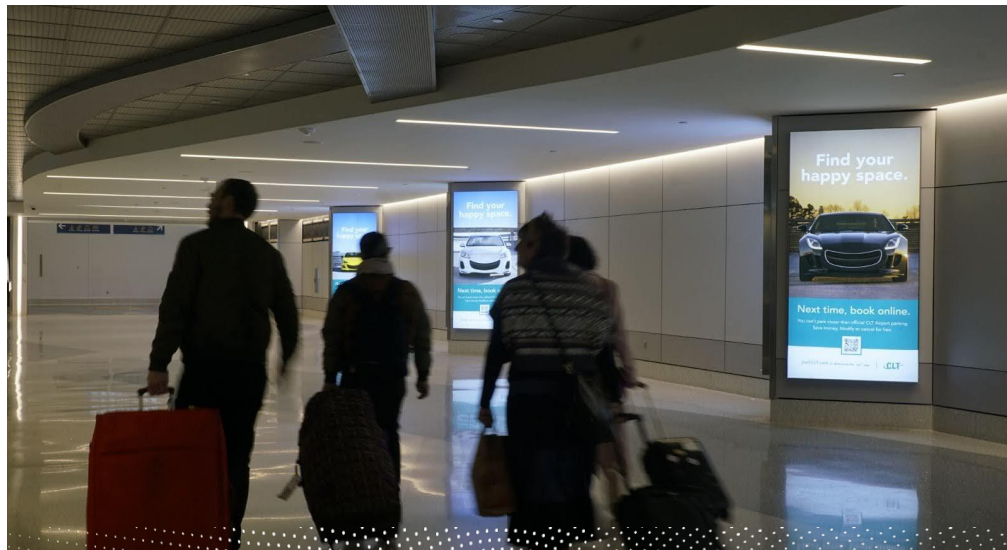
Large format wrap located on the wall behind the bag claim carousel. This high impact location takes advantage of the long dwell time as travellers wait for their baggage, and gives your brand the opportunity to be the last messaging they see before departing CLT.

# Backlit Walkway Takeover

## Specs

Backlit Banners (7)

90"H x 45"W



Opportunity across 7 backlits between the airport terminal and parking garage for one brand to own. Make an impact with multiple backlit placements throughout the walkway, which create a canvas for a unique messaging opportunity.



# Plaza Domination

## Specs

Column Wrap (6)	36"H x 76"W
Seat Wrap (8)	17"H x 152"W
Window Wrap (1)	88.75"H x 734.5"W



Seat Wraps



Window Wraps



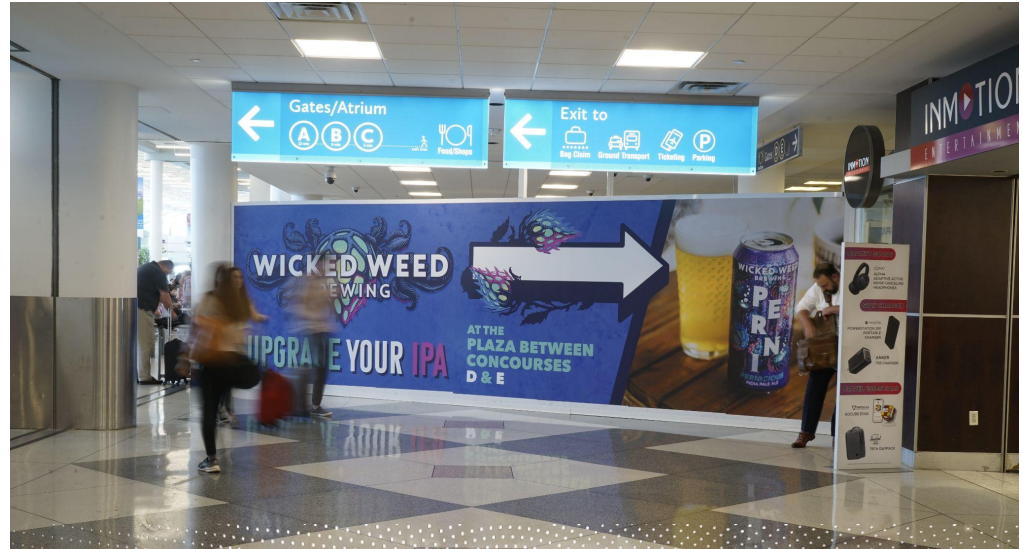
Media domination in the airport's newest dining area create an immersive brand experience. This media leverages multiple touchpoints throughout the Plaza, located directly below the AMEX Centurion Lounge.

# Atrium East Wall Wrap

## Specs

Wall Wrap (1)

90"H x 312"W



The largest static format within the Atrium at CLT, reaching passengers make their way to/from busy Concourse D and E. This billboard sized unit at eye level allows for head-on messaging and large scale branding. The Atrium East Wall Wrap will only be available through May 2024.

# Concourse E Backlit Takeover

## Specs

Wall Dioramas (8)

Mini Spectaculars (2)

4x12 Spectaculars (2)



Seat Wraps



Window Wraps



**Terminal E is CLT's busiest concourse, hosting 1M+ passengers monthly. It offers a prime opportunity to dominate messaging for a key regional audience traveling frequently in and out of CLT.**

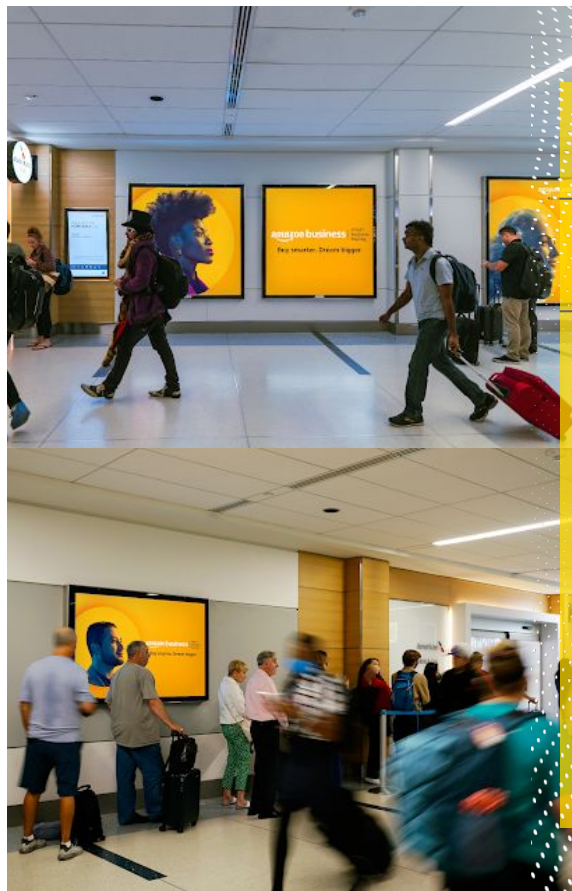
# Executive Backlit Domination Concourse B

## Specs

7x11 Spectacular (1)

Wall Dioramas (4)

Mini Spectaculars (2)



Mini Spectaculars



Wall Dioramas



Target business travelers with a static media takeover outside CLT's Admirals Lounges. The Concourse B Package includes (1) 7x11, (4) dioramas, and (2) mini spectaculars.

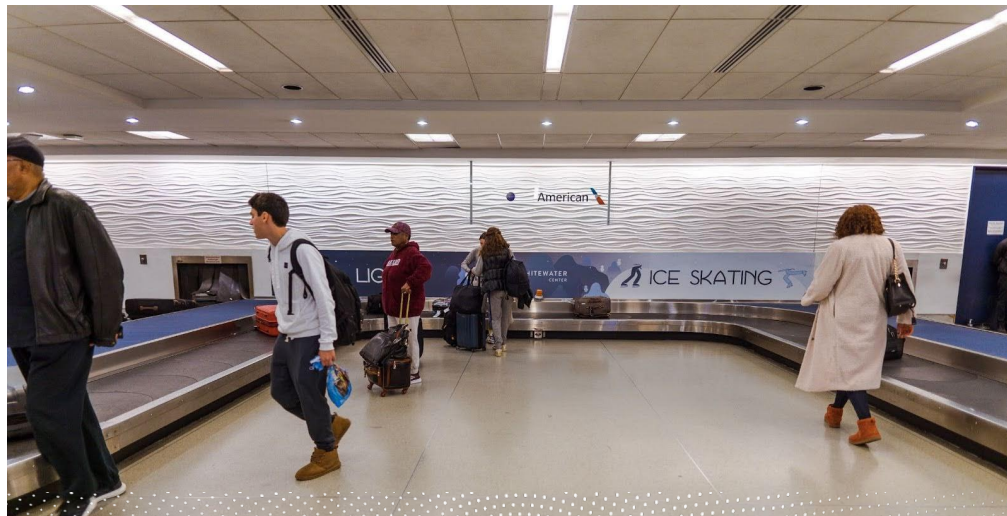


# Executive Backlit Domination Concourse D/E

## Specs

7x11 Spectacular (3)

Mini Spectaculars (2)



Reach business travelers with this static media takeover outside of the Admirals Lounges at CLT. Two opportunities available targeting each lounge within the airport.

**Concourse D/E Package consists of (3) 7x11's and (2) mini spectaculars.**

# Concourse A2 Package

## Specs

Tension Fabric Banner	80"H x 209"W
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80"H x 298"W
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129" Video Wall (1)	:30s spot
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Mini Spectaculars ←

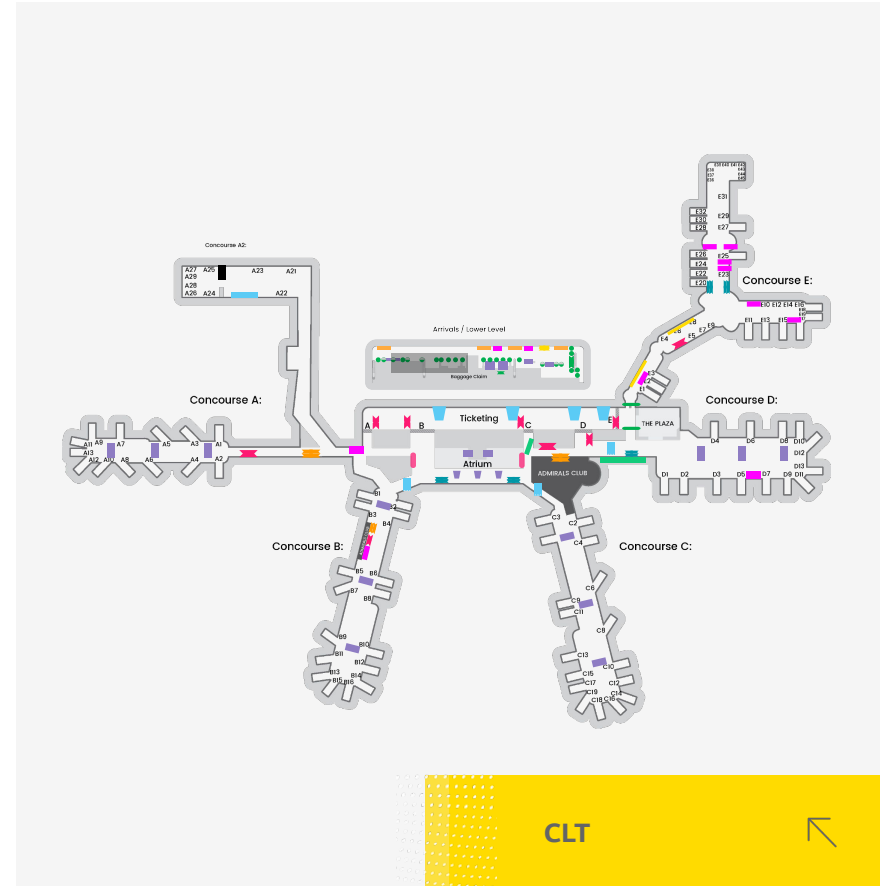
Wall Dioramas ↙

Introducing two new, impactful placements in Charlotte's A2 terminal for non-AA flights, reaching local and visiting audiences with eye-level, creative messaging.

# Charlotte Airport

## Legend

Concourse Digital		Tension Fabric Banner	
Video Wall		Walkway Banners	
Atrium Video Wall		Overhead Soffit Spec	
Wall Diorama		Wall Wrap	
Mini Spectacular		Soffit Wrap	
7x11 Spectacular		Walkway Wraps	
4x12 Spectacular		Jet bridge Wraps	
Atrium Banner		Ticketing Banner	

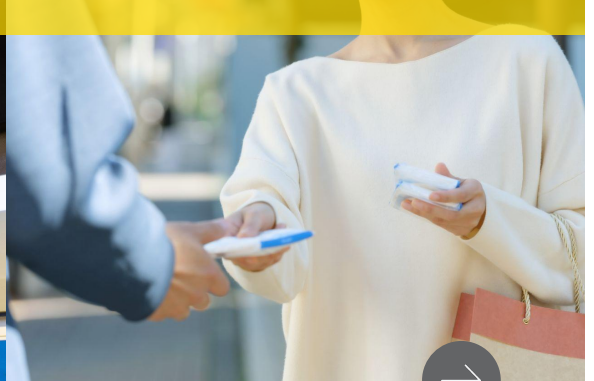


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## Additional offerings





# Sponsorship

For powerful and lasting impact, Intersection offers advertisers naming rights for select venues, executing exclusive sponsorships along with station dominations.



# Experiential

Intersection crafts custom brand activations and experiences that take consumer engagement beyond advertising alone.







# Thank You



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