Charlotte Douglas International Airport Media Kit 2023
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1. Air Partnerships
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.
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.
**Premium Products, National Scale**

**Exclusive Airport**
- Charlotte, NC

**United Clubs**
- Atlanta, GA: Newark, NJ
- Austin, TX: New York, NY
- Chicago, IL: Orlando, FL
- Cleveland, OH: Phoenix, AZ
- Denver, CO: Portland, OR
- Houston, TX: San Francisco, CA
- Honolulu, HI: Seattle, WA
- Las Vegas, NV: Washington, DC
- Los Angeles, CA

Plus **1,100+ United Gate Information Display Screens** at airports across the country.
Charlotte Douglas is the 6th busiest airport in the nation and is American Airlines’ second-largest hub. CLT services 47MM+ annual passengers and is the local airport for major corporations such as Bank of America, Wells Fargo, and Lowe’s.

Source: CLT 2023, ACI 2023
Why Charlotte Douglas International Airport?

In July, CLT was ranked as the **6th busiest airport** in the country, behind Chicago, Atlanta, Dallas/Fort Worth and Denver.

- **122K daily passengers**
- **2MM average monthly passenger arrivals**
- **46MM annual passengers**

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

Our CLT media is unrivaled, reaching **affluent, avid travelers** with static, digital and exterior media in strategic locations.

Source: Charlotte Observer
## CLT Traveler Profile

<table>
<thead>
<tr>
<th>Race / Ethnicity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>66%</td>
</tr>
<tr>
<td>African American</td>
<td>12%</td>
</tr>
<tr>
<td>Hispanic</td>
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<tr>
<td>Asian</td>
<td>6%</td>
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<tr>
<td>Other</td>
<td>3%</td>
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</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Female</td>
<td>57%</td>
</tr>
<tr>
<td>Male</td>
<td>43%</td>
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</table>

<table>
<thead>
<tr>
<th>Education</th>
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<tbody>
<tr>
<td>High School Graduate</td>
<td>15%</td>
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<tr>
<td>Some College (1-3 years)</td>
<td>25%</td>
</tr>
<tr>
<td>College Graduate or more</td>
<td>61%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Collar</td>
<td>59%</td>
</tr>
<tr>
<td>Blue Collar</td>
<td>16%</td>
</tr>
<tr>
<td>Other</td>
<td>25%</td>
</tr>
<tr>
<td>Management</td>
<td>18%</td>
</tr>
<tr>
<td>Professional</td>
<td>23%</td>
</tr>
<tr>
<td>Service</td>
<td>8%</td>
</tr>
<tr>
<td>Sales &amp; Office</td>
<td>18%</td>
</tr>
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</table>

### Travel Habits

- 2+ Trips in the last 12 mo.: 66%
- Business traveler: 21%
- Leisure traveler: 79%

### Travel Habits

- 91% of travelers at CLT are traveling to domestic locations rather than international destinations.

### All Travelers by Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>18–24</td>
<td>11%</td>
</tr>
<tr>
<td>25–34</td>
<td>21%</td>
</tr>
<tr>
<td>35–44</td>
<td>25%</td>
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<tr>
<td>45–54</td>
<td>16%</td>
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<tr>
<td>55–64</td>
<td>14%</td>
</tr>
<tr>
<td>65+</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: Scarborough Charlotte First Release 2017, CLT 2022
2. Products
Concourse Digital Screens

This network of digital LCD screens, located in concourses A, B, C and D at CLT, catches the eyes of a captive audience. The free charging stations underneath have passengers on the lookout for these displays. The vibrant screens have been full motion video and dynamic capabilities.

Specs

<table>
<thead>
<tr>
<th>Digital Screens (34)</th>
<th>72” HD LCD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Wall (1)</td>
<td>129” HD LCD</td>
</tr>
</tbody>
</table>
A2 Concourse Digital Display
Atrium Digital Network

CLT’s main atrium, connecting all concourses, is a central area where travelers congregate. The Atrium Digital Network’s large-format screens engage travelers through vivid imagery. The Atrium Digital Network has full-motion video and dynamic capabilities.

**Specs**

| Atrium Digital (2) | 195” Display |
Atrium Banners

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.

Specs

Atrium Banners (3) 144”H x 96”W
Overhead Walkway Banners

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

Specs

<table>
<thead>
<tr>
<th>Banners</th>
<th>Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concourse D/E Banners (5)</td>
<td>36”H x 72”W</td>
</tr>
<tr>
<td>Concourse B/C Banners (10)</td>
<td>108”H x 60”W</td>
</tr>
</tbody>
</table>
Wall Wraps

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

Specs

| Wall Wraps (8) | Varies |
Spectaculars

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.

**Specs**

| Spectaculars | 7'H x 11'W |
Mini-Spectaculars

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

**Specs**

Mini-Spectaculars

6'H x 6'W
Wall Dioramas

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.

Specs

Wall Dioramas 43"H x 62"W
Make an impact on all E arriving passengers with our escalator soffit wrap at Terminal E. Strategically placed in a head-on position as arrivals exit the escalator this wrap delivers a strong head-on eye level impression. Location is also near the AMEX Centurion Lounge and next to The Plaza, a new curated food hall at CLT.

**Specs**

| Soffit Wraps (2) | Varies |
Moving Walkway Wraps

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.

Specs

| Moving Walkway Wrap 2 | Varies, Approx 30.75"H x 149'10" |

Overhead Soffit Spectacular

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

Specs

<table>
<thead>
<tr>
<th></th>
<th>B Concourse</th>
<th>C Concourse</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>57”H x 83”W x 157”W</td>
<td>47”H x 109”W x 174”W</td>
</tr>
</tbody>
</table>
Jet Bridge Domination

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.

Specs
Jet Bridge (80) Custom
Floor Exhibits

Spaces for use of large-scale product displays and/or brand ambassadors and sampling are available in the airport’s atrium and Concourse E. Floor Exhibits and Experiential are outstanding ways to inform travelers about brands/services and maximize audience engagement.

**Specs**

| Floor Exhibit Space | 10’H x 10’W |
Baggage Claim Digital Network

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.

**Specs**

| Digital Screens (8) | 72” HD LCD |
Engage travelers as they wait for their luggage, gather their belongings, and move around the terminal with our brand new Smarte Carte ad solution.

**Carte Details:**
- Sleek, lightweight design makes carts easy to maneuver
- Wire basket holds briefcase, laptop or small bag
- Large two-sided advertising panel is visible even when carts are nested for constant exposure

**Specs**

| Ad panel size | 18.68” x 22.88” |
Column Wraps

These 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.

Specs

| Column Wraps (17) | Custom   |
Baggage Claim Wall Wrap

Large format wall wrap positioned at the end of baggage claim for maximum exposure and impact to arriving passengers waiting for their luggage. This big, bold display dominates the space and provides an unavoidable brand presence.

Specs

Wall Wrap (1)  
93"H x 364" W
Baggage Claim Carousel Wall Wrap

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.

Specs

<table>
<thead>
<tr>
<th>Item</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carousel Wall Wrap (1)</td>
<td>31&quot;H x 357.5&quot;W</td>
</tr>
</tbody>
</table>
Exterior Glass Wraps

Two new exterior glass wraps located on the departures (upper) level of Charlotte Douglas International Airport create a dominant presence to 100% of departing passengers.

Specs

| Exterior Glass Wraps (2) | 22’ H x 50’ W |
Backlit Walkway Takeover

Brand new media opportunity across 7 backlits between the airport terminal and parking garage. Make an impact with multiple backlit placements throughout the walkway, which create a canvas for a unique messaging opportunity.

**Specs**

Backlit Banners (7)  
90”H x 45”W
Plaza Domination

Brand NEW media opportunity with window wraps, column wraps and seat wraps that create an immersive brand experience. This media leverages multiple touchpoints throughout the Plaza, which has a high dwell time for travelers.

**Specs**

<table>
<thead>
<tr>
<th>Wraps</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Column Wrap (6)</td>
<td>36&quot;H x 76&quot;W</td>
</tr>
<tr>
<td>Seat Wrap (8)</td>
<td>17&quot;H x 152&quot;W</td>
</tr>
<tr>
<td>Window Wrap (1)</td>
<td>88.75&quot;H x 734.5&quot;W</td>
</tr>
</tbody>
</table>
Atrium East Wall Wrap

Brand new placement and the largest static format within the Atrium at CLT, as 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.

Specs

| Wall Wrap (1) | 90\(^\text{H}\) x 312\(^\text{W}\) |
Terminal E is CLT’s busiest concourse seeing over 1M passengers per month. Home to American Eagle, this is the primary concourse for all regional travel. This package of (12) backlits creates a large scale opportunity to dominate the messaging throughout the concourse and reach a key regional audience traveling in and out of CLT frequently.

**Specs**

- (8) Wall Dioramas
- (2) Mini Spectaculars
- (2) 4x12 Spectaculars

**Top Destinations from Terminal E**

- Savannah, Akron, Lexington, Oklahoma City
- Greenville, Fayetteville, Chattanooga, Roanoke
- Cincinnati, Charleston, Asheville, Knoxville
Executive Backlit Domination  
**Concourse B**

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 B Package** consists of (1) 7x11, (4) dioramas, and (2) mini spectulars.

**Specs**

- (1) 7x11 Spectaculars
- (4) Wall Dioramas
- (2) Mini Spectaculars
Executive Backlit Domination

Concourse D/E

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.

Specs

(3) 7x11 Spectaculars
(2) Mini Spectaculars
3. Maps
Charlotte Airport

*Media/maps can be subject to change. Final floor plans and art templates will be supplied upon contract.

**Media**

- Digital - Concourse Network
- Digital - Video Wall
- Digital - Atrium Video Wall
- Wall Diorama
- Mini-Spectacular
- 7x11 Spectacular
- 4x12 Spectacular
- Atrium Banner
- Tension Fabric Banner
- Walkway Banners
- Overhead Soffit Spec
- Wall Wrap
- Soffit Wrap
- Walkway Wraps
- Jet Bridge Wrap
- Ticketing Banner
Concourse A2

*Media/maps can be subject to change. Final floor plans and art templates will be supplied upon contract.

Media

- Tension Fabric Banner
- Digital - Video Wall
Concourse A

*Media/maps can be subject to change. Final floor plans and art templates will be supplied upon contract.

**Media**

- Wall Diorama
- Mini-Spectacular
- 7x11 Spectacular
- Digital - Concourse Network
- Jet Bridge Wrap
Concourse B

*Media/maps can be subject to change. Final floor plans and art templates will be supplied upon contract.

### Media
- Walkway Banners
- Overhead Soffit Spec
- Wall Diorama
- Mini-Spectacular
- 7x11 Spectacular
- Digital - Concourse Network
- Jet Bridge Wrap
Concourse C

*Media/maps can be subject to change. Final floor plans and art templates will be supplied upon contract.

**Media**

<table>
<thead>
<tr>
<th>Walkway Banners</th>
<th>Overhead Soffit Spec</th>
<th>Digital - Concourse Network</th>
<th>Jet Bridge Wrap</th>
</tr>
</thead>
</table>
Concourse D

*Media/maps can be subject to change. Final floor plans and art templates will be supplied upon contract.

**Media**

- Walkway Banners
- Wall Diorama
- Digital - Concourse Network
- Jet Bridge Wrap
- Wall Wrap
- 4x12 Spectacular
Concourse E

*Media/maps can be subject to change. Final floor plans and art templates will be supplied upon contract.

**Media**
- Wall Diorama
- Mini-Spectacular
- 4x12 Spectacular
- Soffit Wrap
- Jet Bridge Wrap
- Walkway Wraps
The Plaza Media Domination

*Media/maps can be subject to change. Final floor plans and art templates will be supplied upon contract.

Media

- Window Wrap
- Seat Wrap
- Column Wrap
Departures / Ticketing

Media

- Overhead Soffit Spectacular
- Ticketing Banner
- Atrium Banner
- Mini-Spectacular
- 7x11 Spectacular
- 4x12 Spectacular
- Digital – Atrium Video Wall
- C Security Wall Wrap

*Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.
Baggage / Lower Level

*Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.

### Media

- Wall Diorama
- 7x11 Spectacular
- Digital - Baggage Claim Network
- Half-Column Wrap
- Column Wrap
- Wall Wrap
- Digital - ICPC
Lower Level Walkway to Parking Garage

*Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.
Airport Exterior / Upper Level

*Media/maps can be subject to change. Final floor plans and art templates will supplied upon contract.
Concourse E Backlit Takeover

Media
- Wall Diorama
- 4x12 Spectacular
- Mini Spectacular

[Map of Concourse E with media locations marked]
New York
10 Hudson Yards 26th Floor
New York NY 10001
212 644-6200

Thank You
Concourse A2 Package

Two large format placements in Charlotte’s newest terminal, A2. This terminal services all non-AA flights, and reaches the local Charlotte audience. These eye level, larger than life placements create an impactful opportunity for brand messaging.

Specs

<table>
<thead>
<tr>
<th>Tension Fabric Banners (2)</th>
<th>(1) 80&quot;H x 209&quot;W</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(1) 80&quot;H x 298&quot;W</td>
</tr>
</tbody>
</table>

129" Video Wall

(i) :30s spot
Terminal D/E Branded Walkway Domination

XX
8 wall wraps
D/E overhead banners
Moving walkway wraps
Overhead Soffits

Specs

Digital Screens (35) 72” HD LCD
Charlotte Douglas International Airport
# CLT Business Traveler Profile

## Gender
- Female: 34.5%
- Male: 65.5%

## Occupation
- Management: 28%
- Professional: 31%
- Service: 6%
- Sales & Office: 18%

## Education
- High School Graduate: 14%
- Some College (1-3 years): 33%
- College Graduate or more: 51%

## Travel Habits
- 2+ Trips in the last 12 mo.: 93%

## Occupation
- White Collar: 78%
- Blue Collar: 15%
- Other: 7%

## Race / Ethnicity
- White: 75%
- African American: 17%
- Hispanic: 5%
- Asian: 6%
- Other: 3%

## All Travelers by Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18–24</td>
<td>9%</td>
</tr>
<tr>
<td>25–34</td>
<td>24%</td>
</tr>
<tr>
<td>35–44</td>
<td>33%</td>
</tr>
<tr>
<td>45–54</td>
<td>17%</td>
</tr>
<tr>
<td>55–64</td>
<td>13%</td>
</tr>
<tr>
<td>65+</td>
<td>4%</td>
</tr>
</tbody>
</table>

More Likely to Influence Business Purchasing Decisions than the Average Charlotte Adult 18+

Source: Scarborough Charlotte First Release 2017
Interactive Courtesy Phone Centers

Located in main arrivals areas, these units integrate your brand into passengers’ airport experience. Vibrant ads draw attention to the units that allow passengers to direct dial the accommodation of their choice (restaurants, services, car, etc.).

**Specs**

| ICPC’s (4) | 72” HD LCD |