

CLT Media Kit 2026

Intersection

Image for Illustrative Purposes

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ATRIUM DIGITAL

Reach diverse audiences in America's Top Cities

From New York to LA and everywhere in between, people are on the go, experiencing the best of their cities. Wherever their journey takes them, our media is in high-traffic locations, connecting your brand with the right audience. Whether they're commuting, exploring their neighborhoods, or traveling farther, Intersection meets them there.

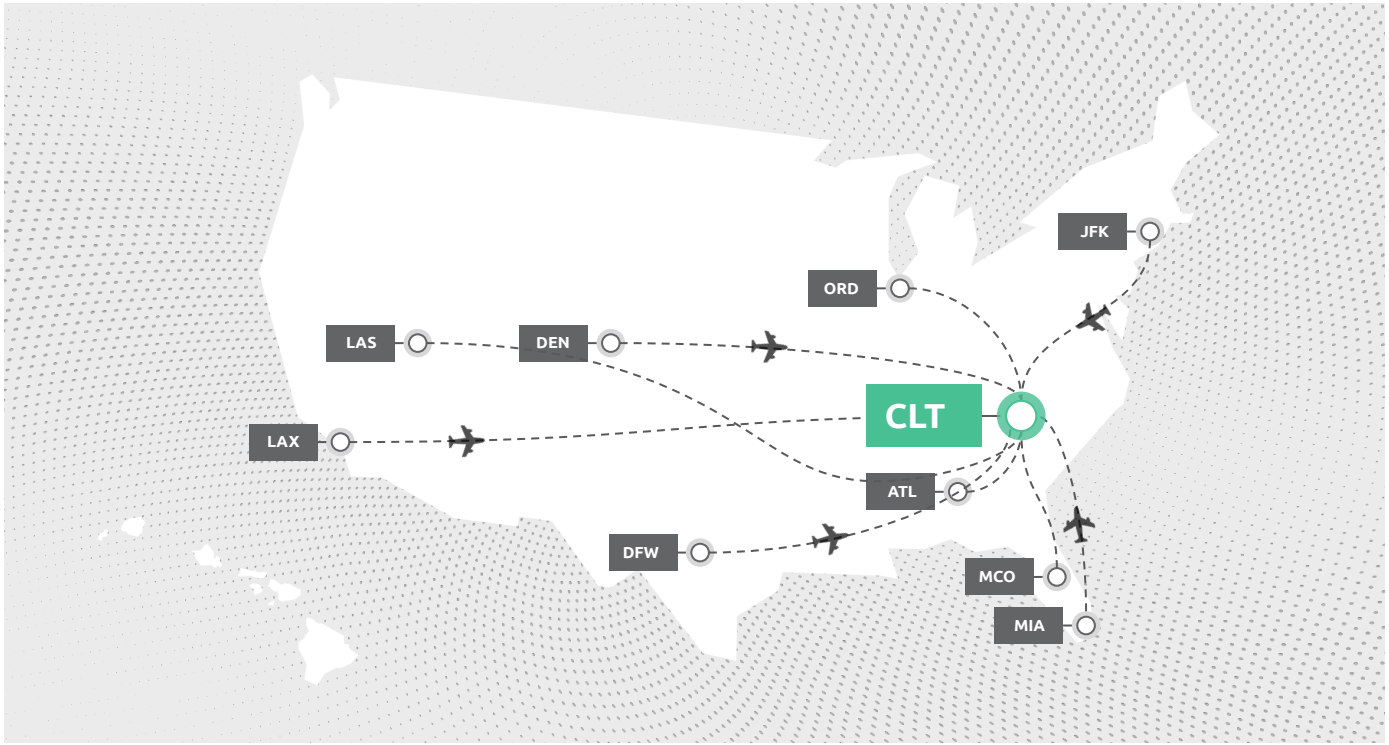
With advertising in the country's largest, busiest cities—like New York, Chicago, and Philadelphia—Intersection delivers scale and access to valuable audiences that other media can't match.

Air Media

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



Premium Products at a Top 10 Busiest Airports



1	ATL
2	DFW
3	DEN
4	ORD
5	LAX
6	JFK
7	**CLT**
8	LAS
9	MCO
10	MIA

Source: ACI

Charlotte Douglas International Airport

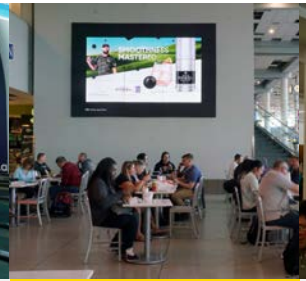
Fast Facts

4.5M

Passengers travel through CLT on **average a month**









7th

Busiest airport in the World (2025)

300+

Static media placements

45+

Digital screens across 3 networks

1.8M

Sq ft airport with 5 concourses serving 124 gates - 10 new gates & Delta concourse expansion

2nd

Largest American Airlines hub behind DFW, with 70% of traffic being connections

More Space. More Travelers. More Opportunities.



Terminal Lobby Expansion

CLT completed its $608M Terminal Lobby Expansion, adding 175,000 sq. ft. of new space and renovating 191,000 sq. ft. to enhance passenger flow and modernize amenities



Delta Sky Club Lounge

The 14,000-sq. ft. Delta Sky Club in Concourse A seats 246 guests and caters to both business and leisure travelers, offering a prime advertising opportunity with a banner located near the lounge.



New Ticketing Area

Ongoing improvements are being made to accommodate CLT's **53+ million** annual passengers, by adding 24 new AA ticket counter. Launching new media in the ticketing area for advertisers to dominate.



Upgraded Baggage Claim

As part of ongoing improvements, new **75" LCD digital displays** are mounted on each carousel to capture passengers' attention as they await their luggage, offering brands prime advertising space.

CLT Traveler Profile

Race/Ethnicity	
White	66%
African American	12%
Hispanic	13%
Asian	6%
Other	3%
Gender	
Female	57%
Male	43%
Education	
High School Grad	15%
Some College(1-3yrs)	25%
College Graduate	61%

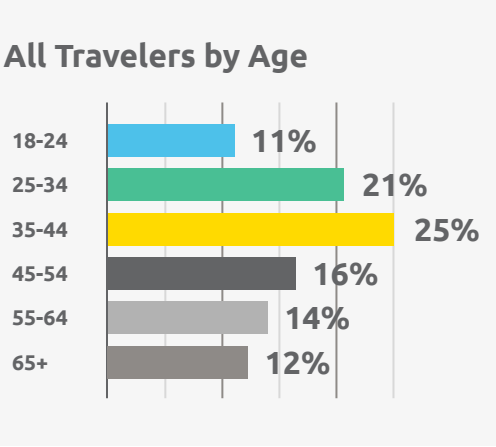
Travel Habits	
2+ Trips last year	66%
Business Traveler	21%
Leisure Traveler	79%
Occupation	
White Collar	59%
Blue Collar	16%
Other	25%
Management	18%
Professional	23%
Service	8%
Sales & Office	18%

Source: Scarborough Charlotte First Release 2017, CLT 2022

91%

CLT TRAVELERS

Of travelers at CLT are traveling to domestic locations rather than international destinations.



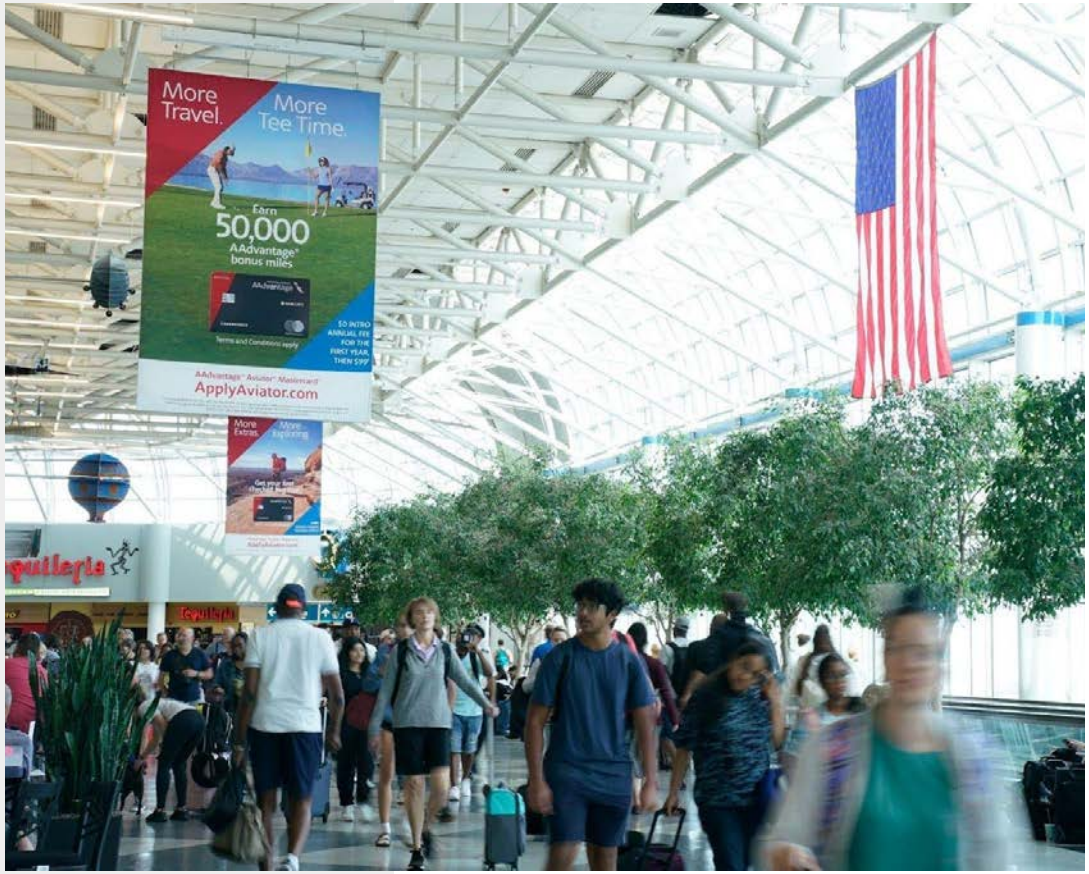


Ticketing Banner Domination

A first to market opportunity to have ownership across 37 column banners in the brand new Ticketing Concourse at CLT. These high impact banners welcome passengers to CLT prior to reaching their gate.

Specs

Ticketing Banners	85” H x 49” W

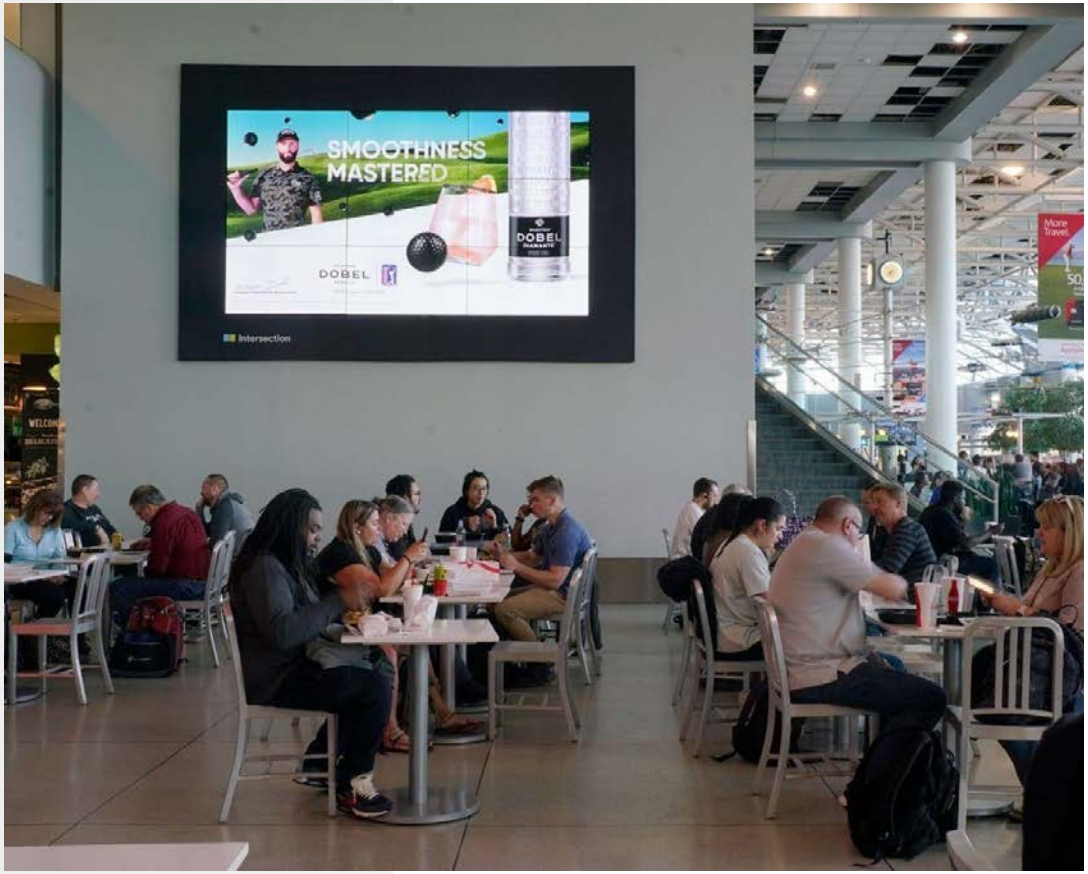


Atrium Banners

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



Atrium Digital Network

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.

Specs

Atrium Digital (2)	164.5" Display



Overhead Walkway Banners

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.

Specs

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



Wall Wraps

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.

Specs

Wall Wraps (8)	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. Can be paired with overhead banners for maximum impact.
Packages only available on walkways in Concourses B, C, D/E.

Specs

Moving Walkway Wraps	Varies





Plaza Domination

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.

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





Escalator Soffit Wraps

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.

Specs

Soffit Wraps (2)	Varies



E Escalator Wraps

Escalator Wrap is located between Concourse E, by the Plaza and Centurion Lounge. This custom wrap media will be unavoidable to all passenger traffic in this area. Located on Escalator.

Specs

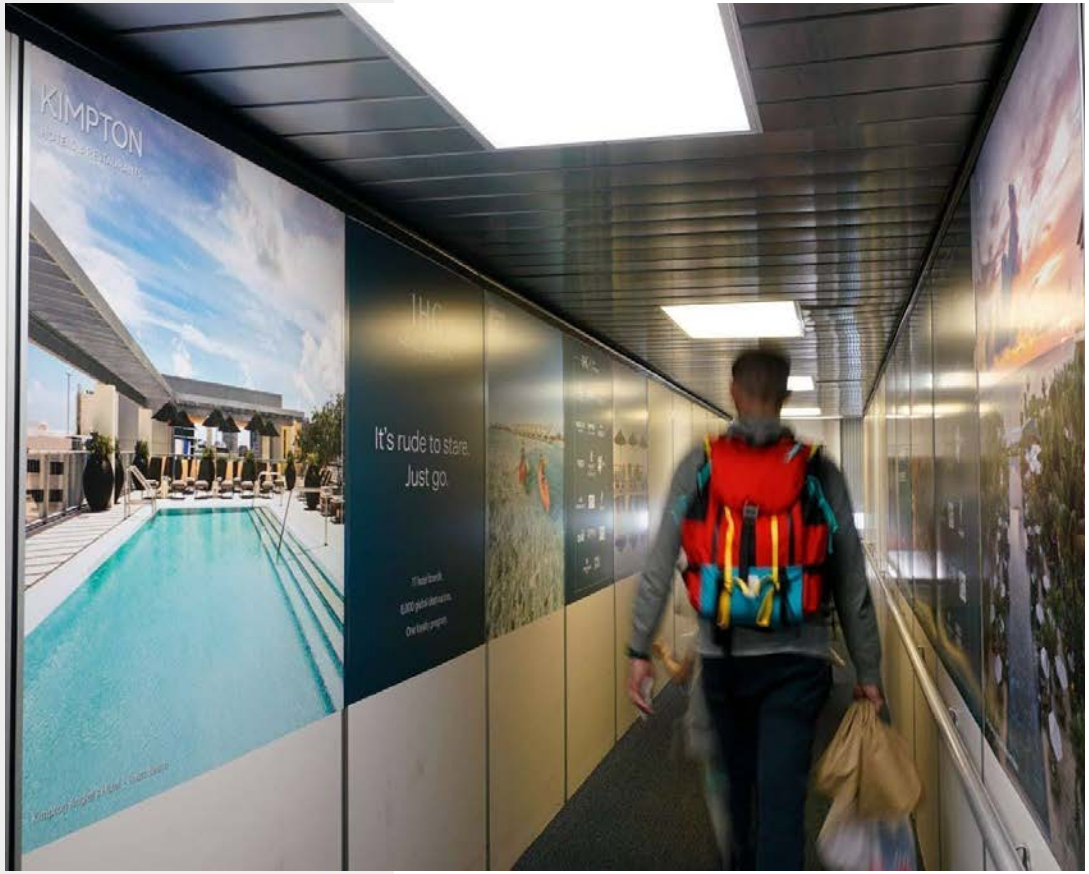
E Escalator Wraps	Varies



Overhead Soffit Spectacular

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.

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



Jet Bridge Wraps

Jet Bridge Wraps maximize impact through unexpected placement of brand messaging. These outstanding displays leave a lasting impression on passengers as they board or deplane. These wraps can be paired with overheads for total passenger surround.

Specs

Jet Bridge Wraps	Custom



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.

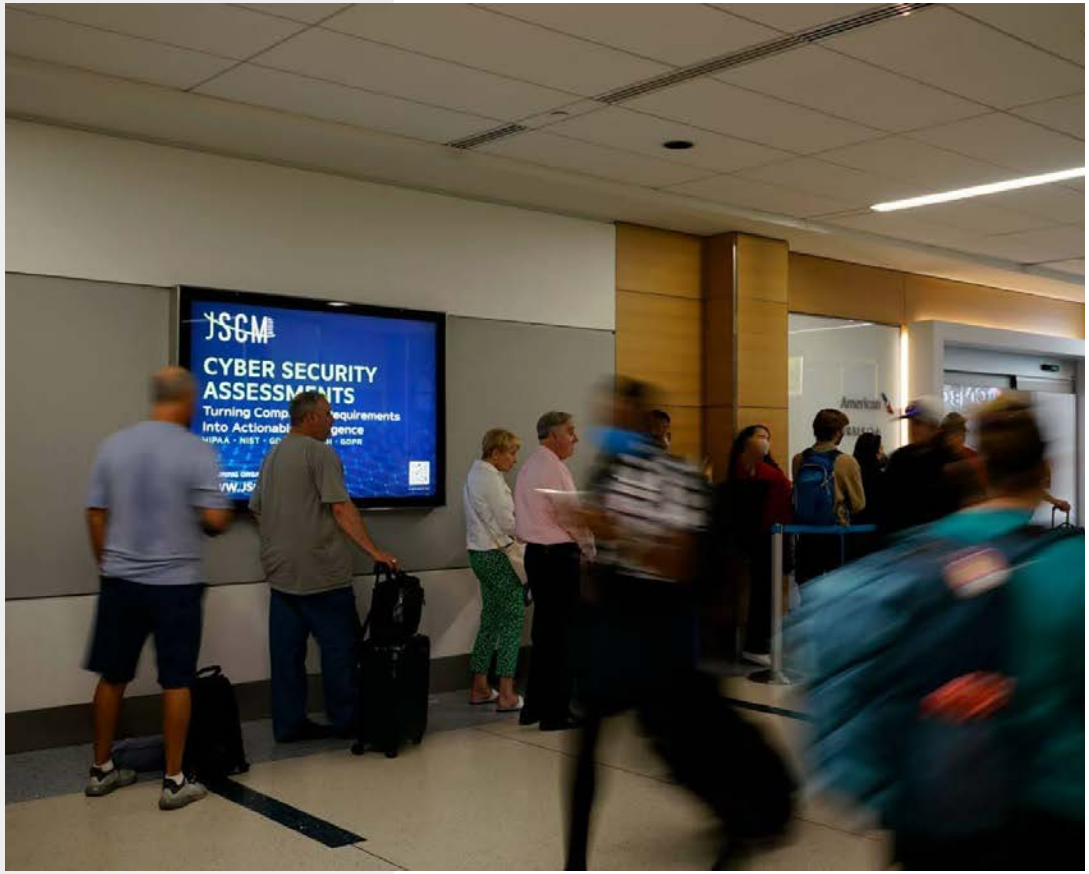
Specs	
Spectacular	7′ H x 11′ W



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 Spectacular	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



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

- 7x11 Spectacular (3)
- Mini Spectaculars (2)





Executive Backlit Domination Concourse B

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.

Specs

- 7x11 Spectacular (3)
- Wall Dioramas (2)
- Mini Spectaculars (2)





Concourse A2 Package

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

Specs	
Tension Fabric Banner	80” H x 209” W
	80” H x 298” W
129” Video Wall (1)	:30s spot



Delta Sky Club Banner

Introducing the Delta Sky Club Banner – a prime advertising opportunity located just outside the brand new Delta Sky Club. Positioned for maximum visibility in Delta's new concourse, this large-scale banner offers a high-impact placement targeting affluent fliers at CLT.

Specs

Overhead Banner	118" H x 375" W





Concourse E Backlit Takeover

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.

Specs

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



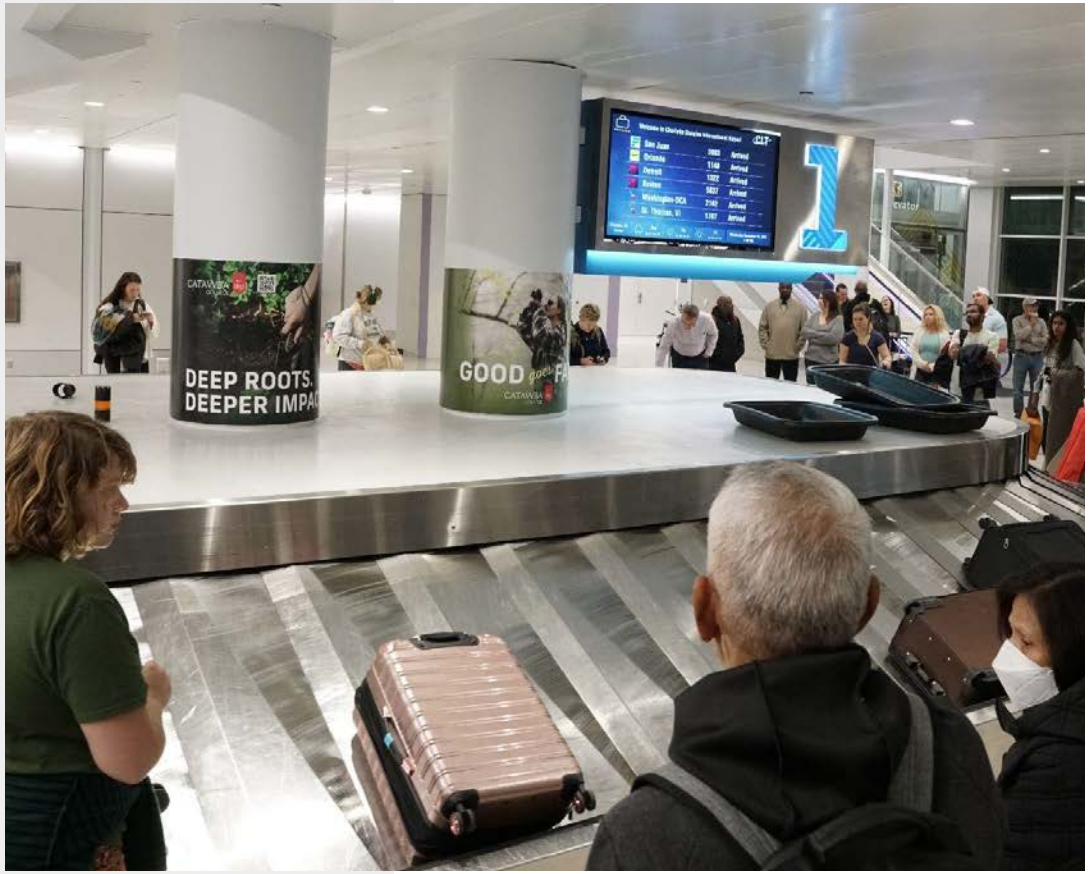


Concourse Digital Screens

This network of (28) digital LCD screens, located in concourses A, B, and C 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

Specs

Digital Screens	72”
Video Wall	129”



Baggage Claim Column Wraps

This package of bold wraps makes 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

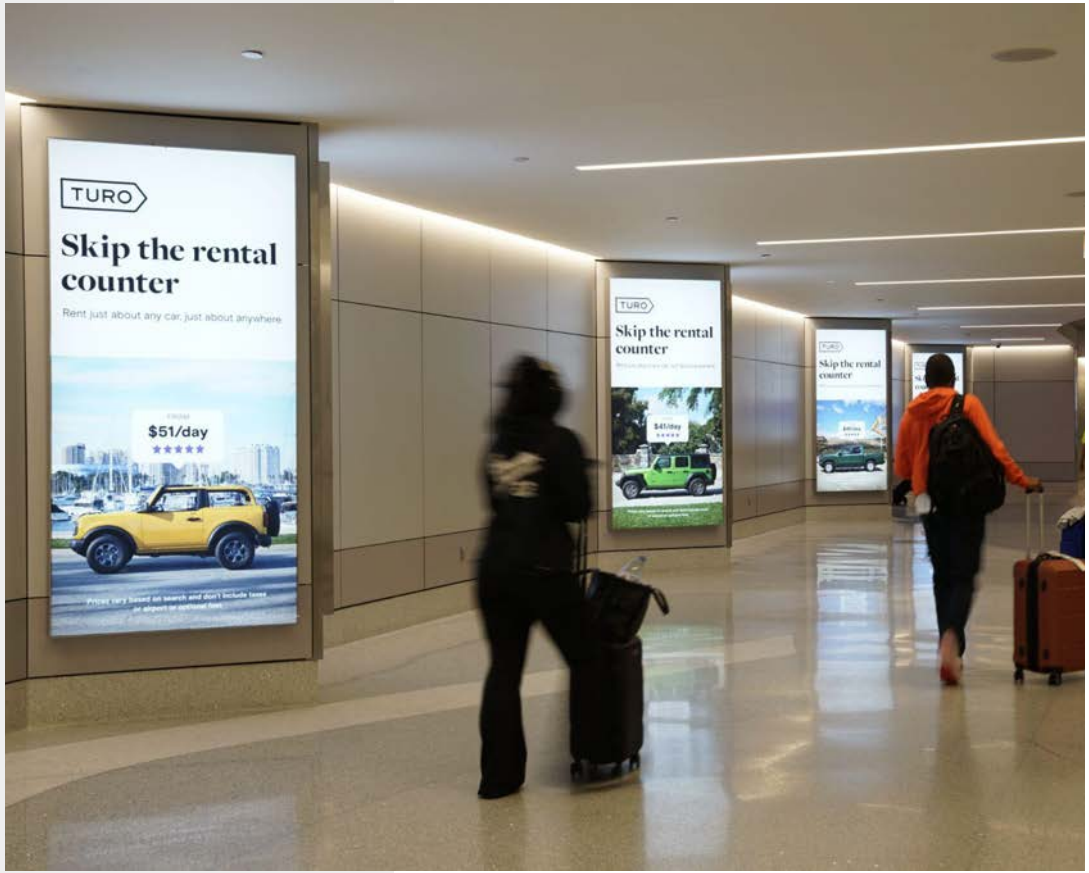
Column Wraps	Custom



Baggage Claim Digital Network

These bold 75” 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	75” HD LCD
	72” HD LCD



Backlit Walkway Takeover

Opportunity across 14 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.

Specs

Backlit Banners (14)	90” H x 45” W



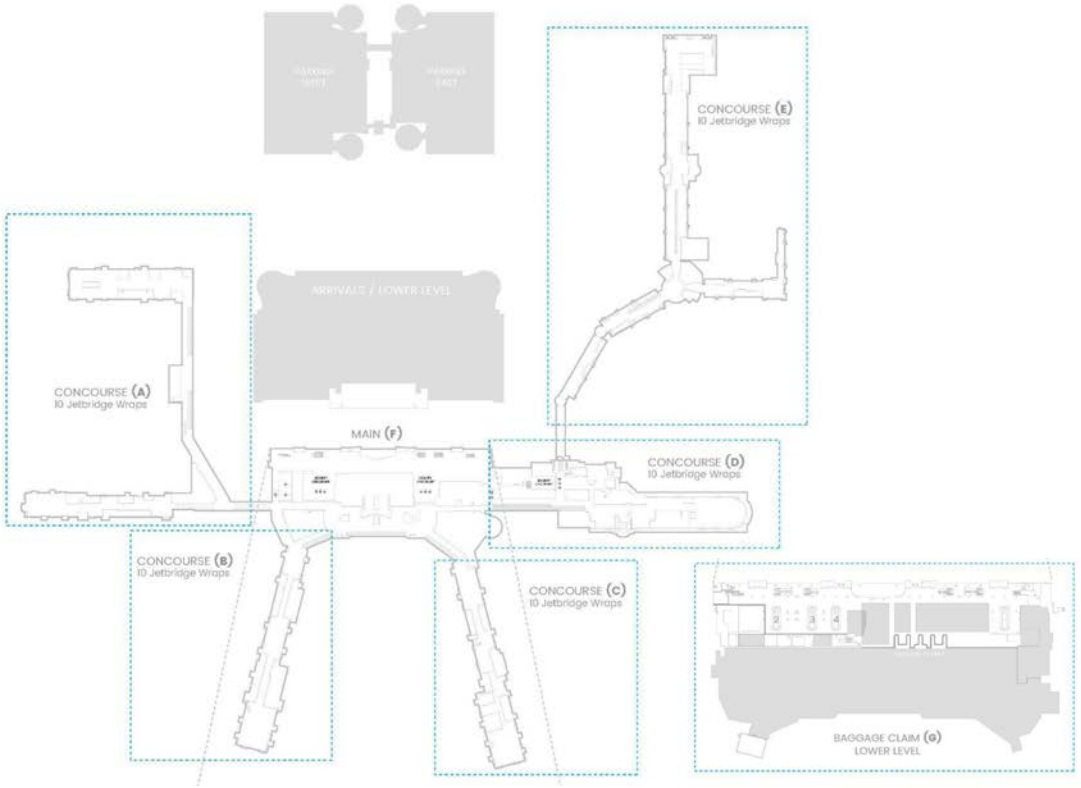
Exhibit Spaces

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.

Specs

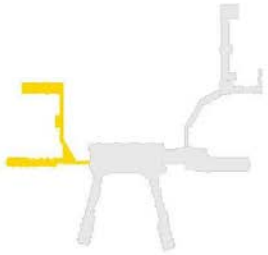
Exhibit Space	10” H x 10” W

Airport Assets Overview

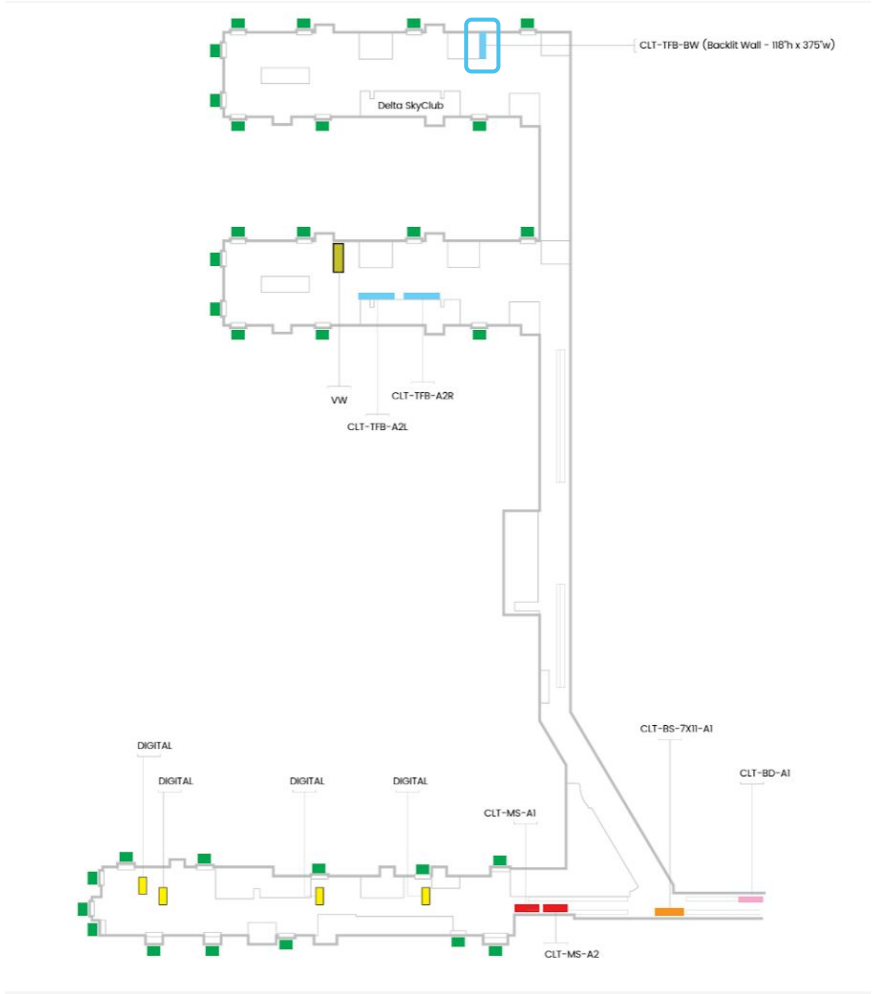


Template note: Map and unit quantities subject to change.
Review most recent version before developing creative.

Concourse A



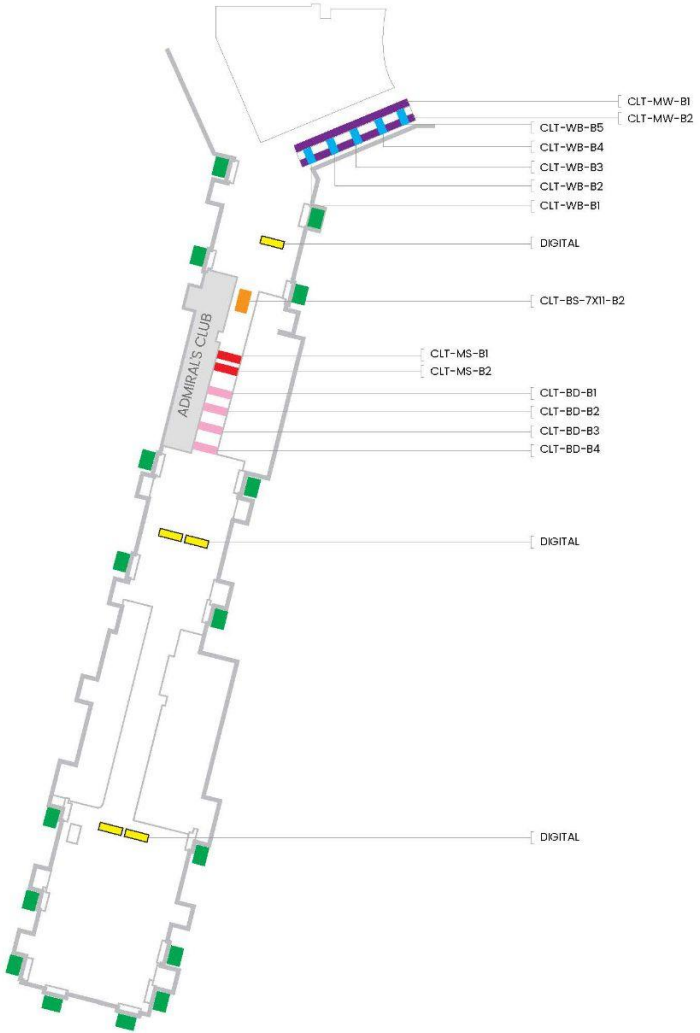
Jetbridge	
Digital – Concourse Network	
Video Wall	
Tension Fabric Banner	
Mini Spectacular	
7x11 Spectacular	
Horizontal Backlit Diorama	



Concourse B



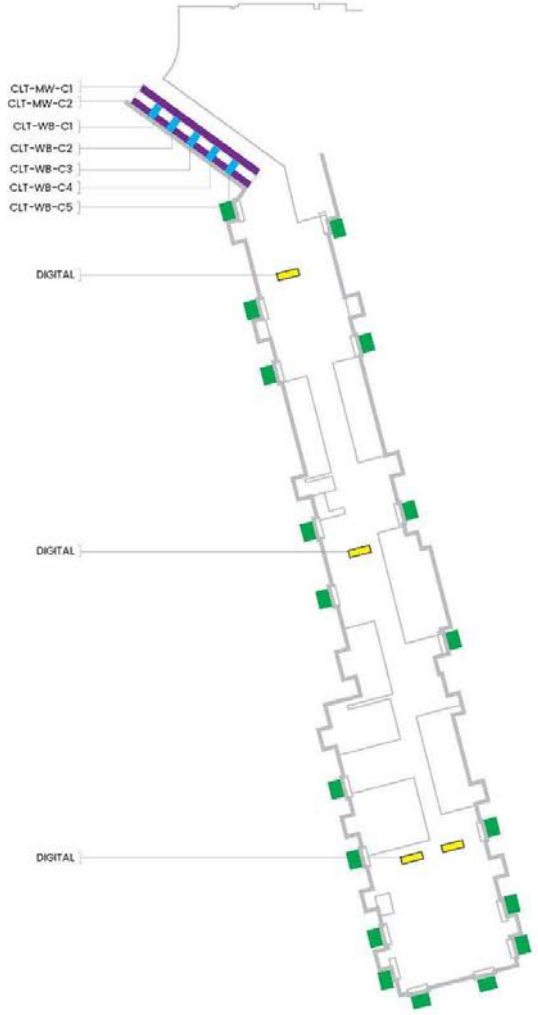
Jetbridge	
Digital – Concourse Network	
Tension Fabric Banner	
Moving Walkway	
Mini Spectacular	
7x11 Spectacular	
Horizontal Backlit Diorama	



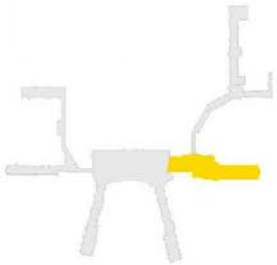
Concourse C



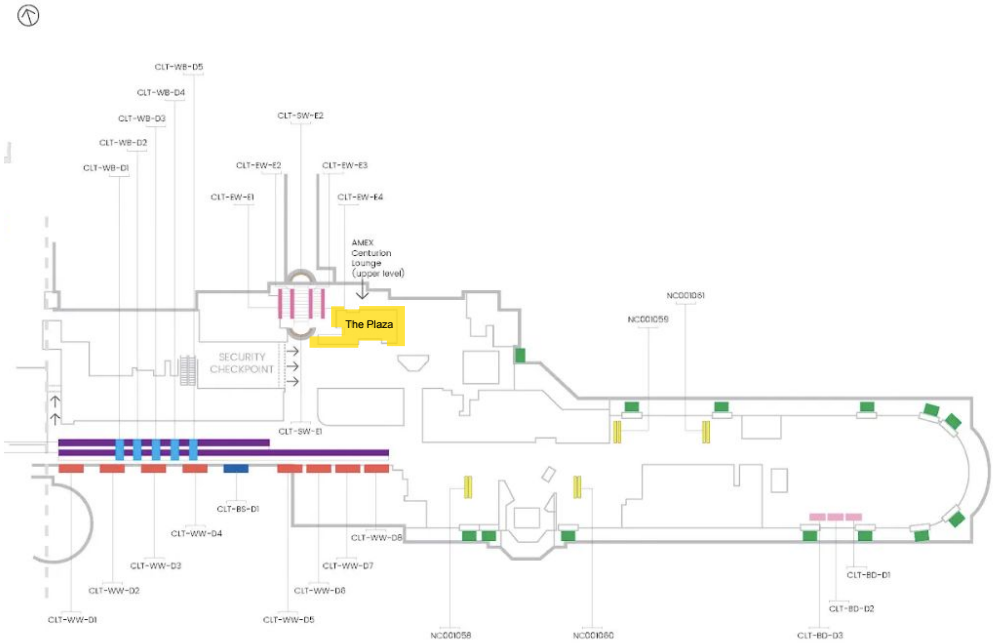
Jetbridge	
Digital – Concourse Network	
Moving Walkway	
Overhead Walkway Banner	



Concourse D

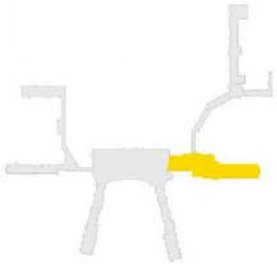


Jetbridge	
Moving Walkway	
Overhead Walkway Banner	
4x12 Spectacular	
Horizontal Backlit Diorama	
Escalator Wrap	
Walkway Wall Wrap	
Soffit Wrap	
Plaza Domination	
Double Sided Overhead Digital Displays	



Template note: The Plaza Domination is located in Concourse D

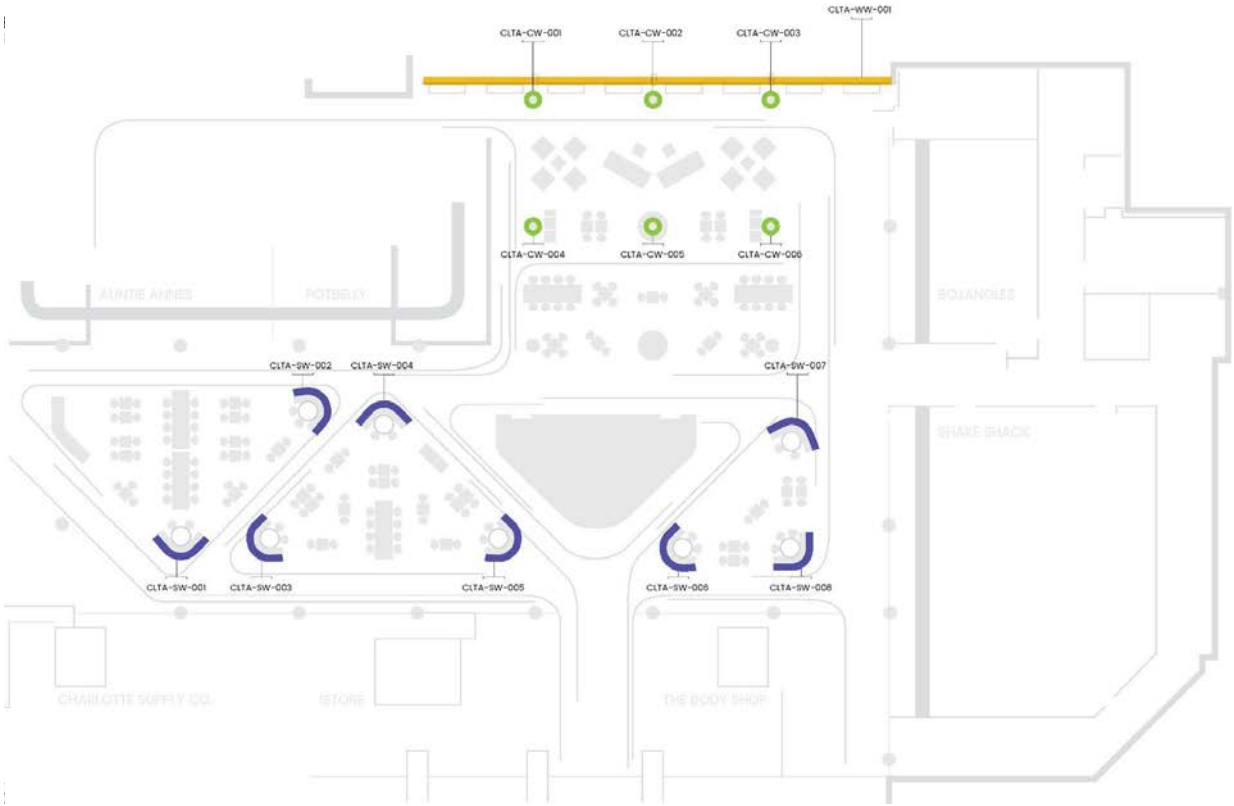
Plaza Domination



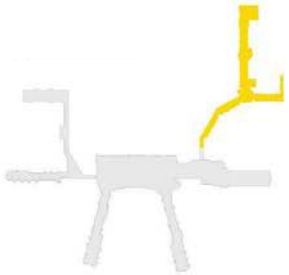
Column Wrap

Seat Wrap

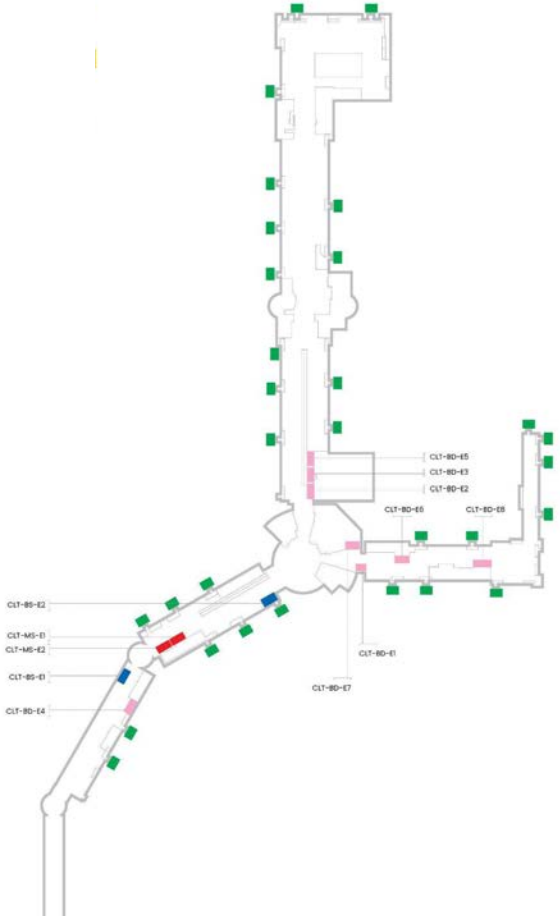
Window Wrap



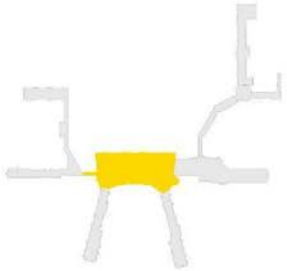
Concourse E



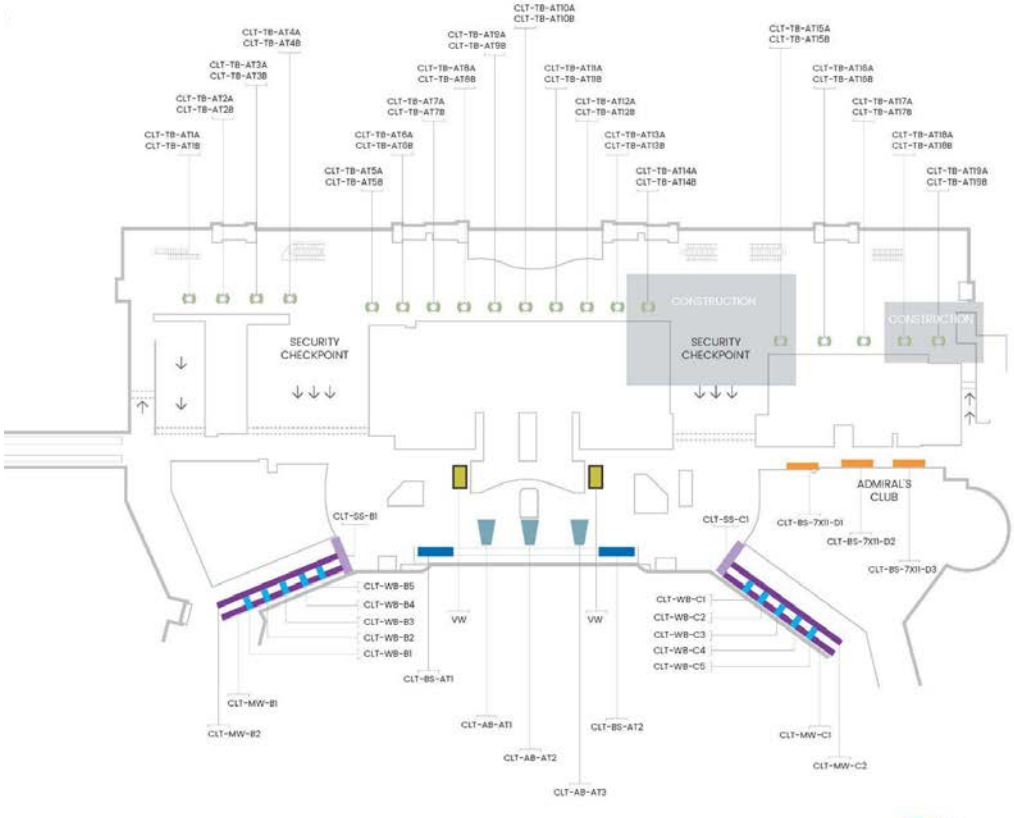
Jetbridge	
Mini Spectacular	
Horizontal Backlit Diorama	
4x12 Spectacular	



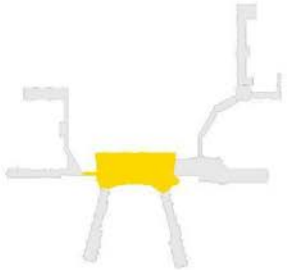
Departures & Ticketing



Video Wall	
Moving Walkway	
Overhead Soffit Spectacular	
Overhead Walkway Banner	
4x12 Spectacular	
Atrium Banner	
7x11 Spectacular	
Ticketing Banner	



Baggage Claim





Digital – Baggage Claim Network	
Backlit Walkway Package	

Column Wraps There are 27 column wraps available as of October 2025

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Intersection

