JCDecaux Airport

ORLANDO INT'L AIRPORT

2025 MEDIA KIT



KEY MARKET FACTS: ORLANDO

THEME PARK CAPITAL
home to Disney, Epcot & Universal

#1 CITY FOR CONVENTIONS
in the U.S.

8th BUSIEST AIRPORT
in the U.S., #1 in Florida

GOLFER'S PARADISE
#2 city in the U.S. for golf



Sources: Statista, Business Insider, Golf.com

MCO AIRLINES BY TERMINAL

TERMINAL A

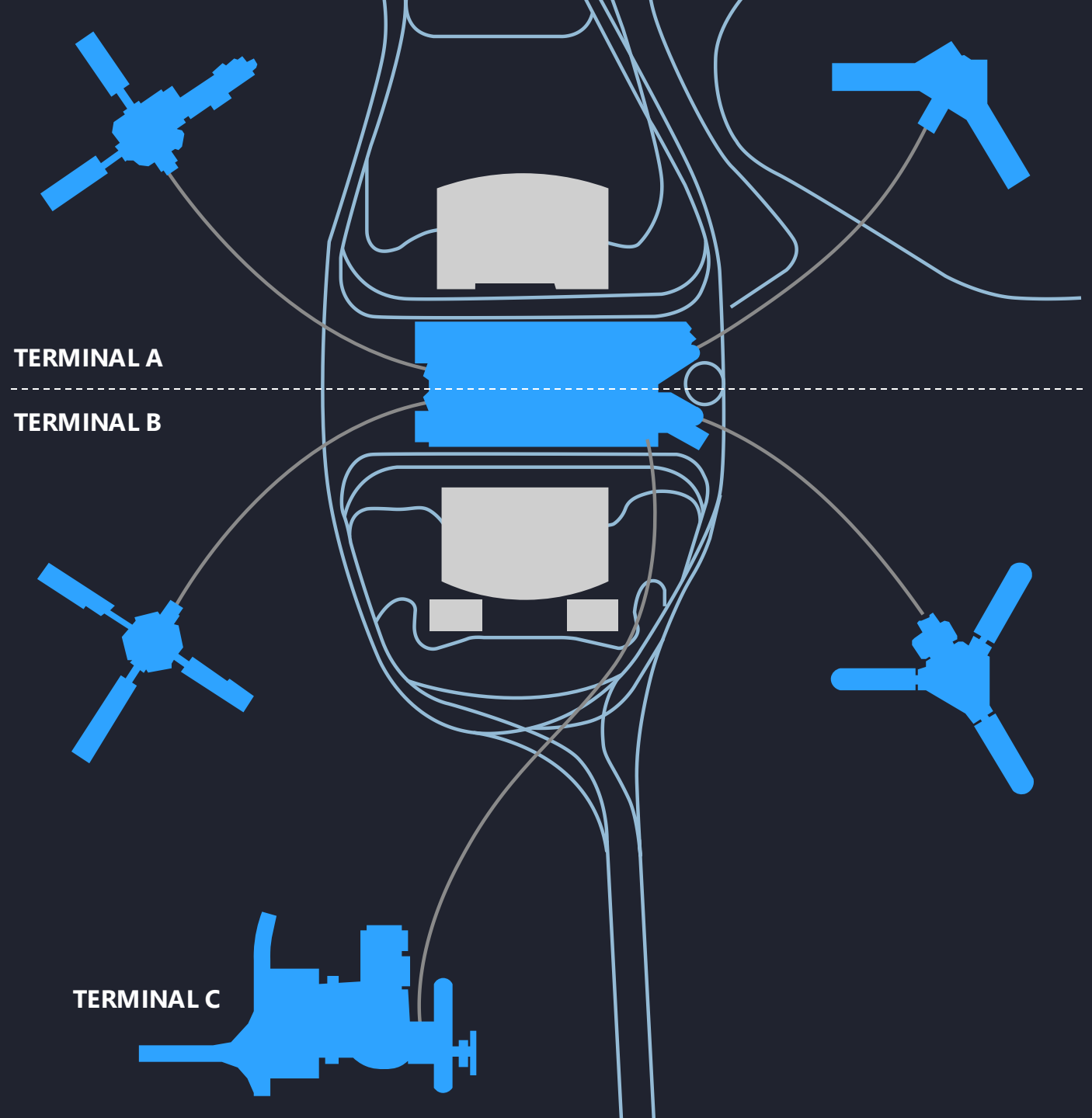
Avelo Airlines, Copa Airlines, Frontier Airlines, Southwest Airlines, Spirit Airlines, Virgin Atlantic Airways

TERMINAL B

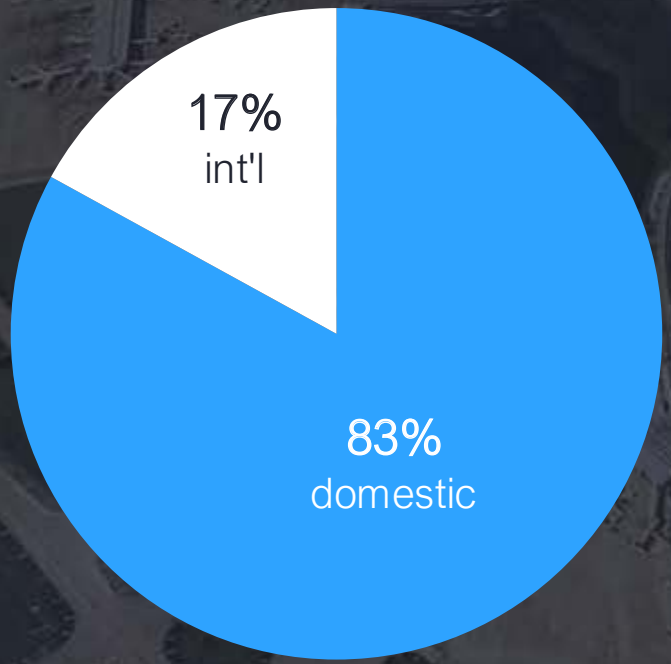
Aerovias de Mexico, Air Canada, Alaska Airlines, American, Breeze Aviation, Delta, United, Silver Airways, Sun Country, WestJet

TERMINAL C

Aer Lingus, Azul Brazilian Airlines, British Airways, EW Discover, GOL Airlines, JetBlue



KEY AIRPORT FACTS



3
TERMINALS

57
AIRLINES

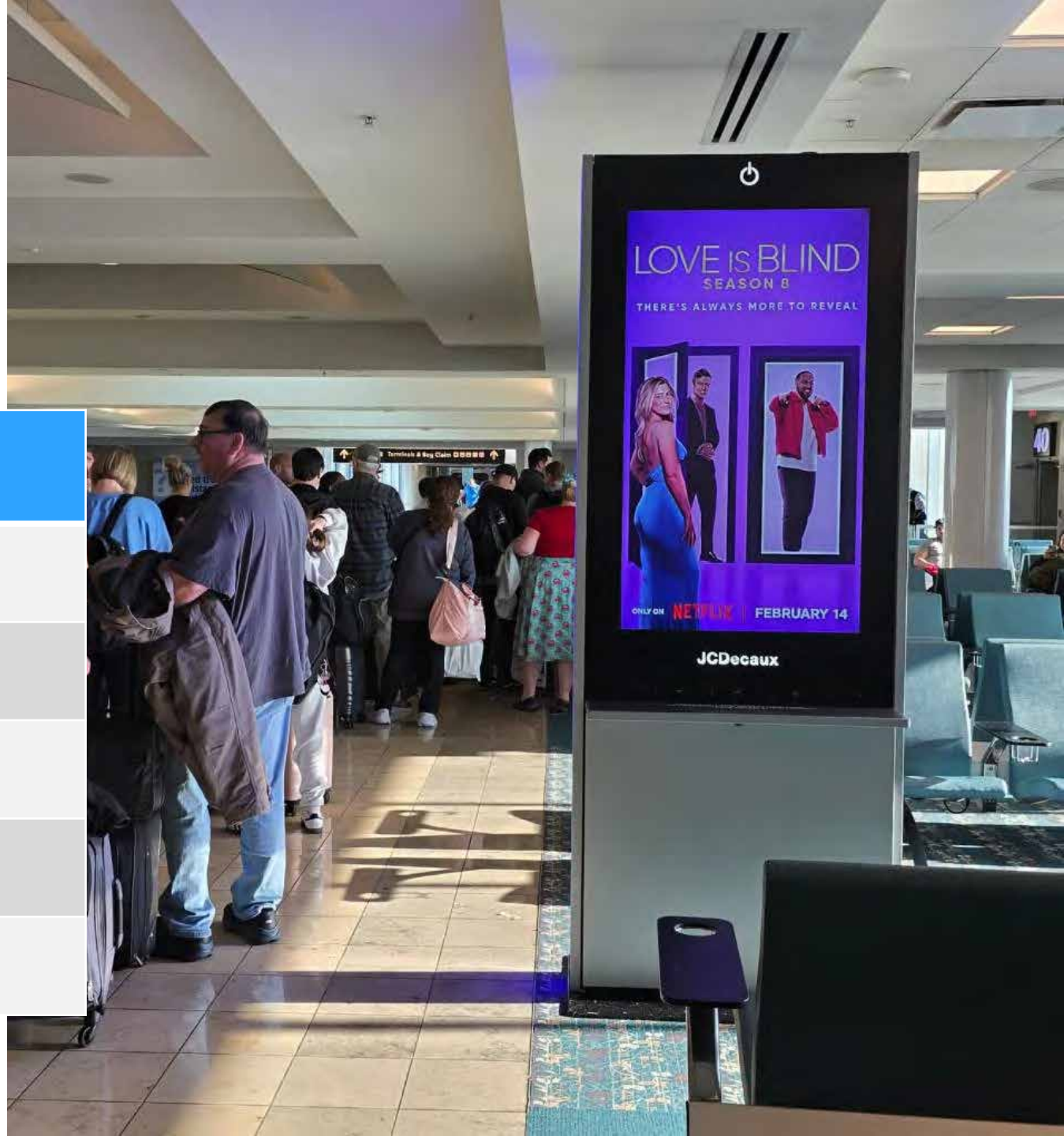
33+
COUNTRIES

237+
DESTINATIONS

Sources: Forward Keys

TOP FLIGHT DESTINATIONS

Domestic	International
New York	Puerto Rico
Atlanta	Canada
Charlotte	United Kingdom
Philadelphia	Mexico
Chicago	Panama



UNDERSTANDING THE ORLANDO TRAVELER

Passengers in MCO over-index as...

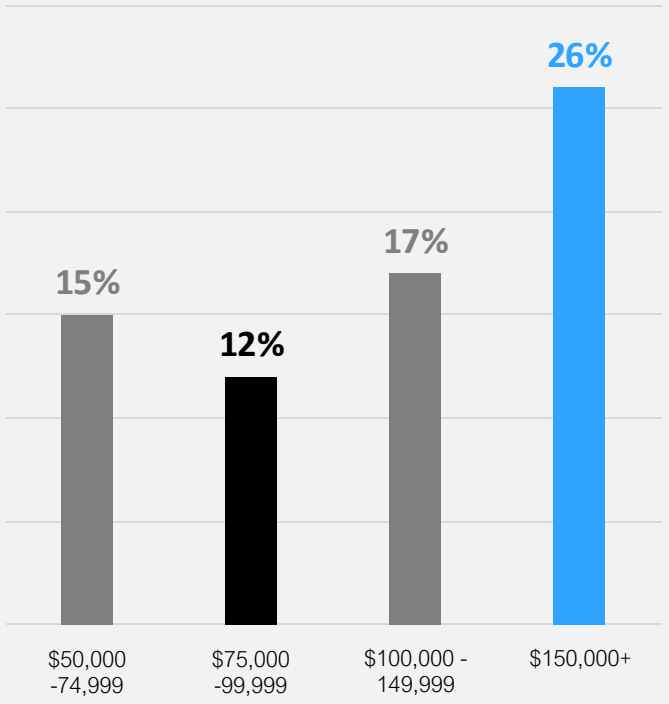
- Local Attraction Attendees - 130
- Theme Park Visitors - 126
- Families with Children - 119
- Outdoor Adventurers - 112



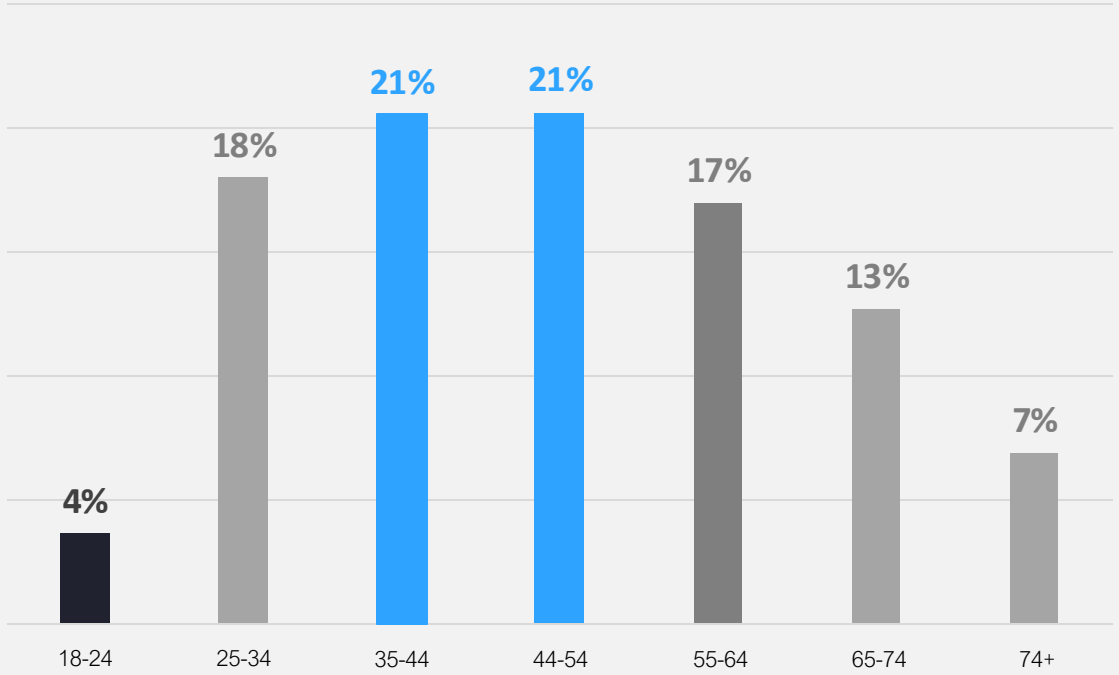
Source: Neustar U.S. mobile phone data

UNDERSTANDING THE MCO TRAVELER

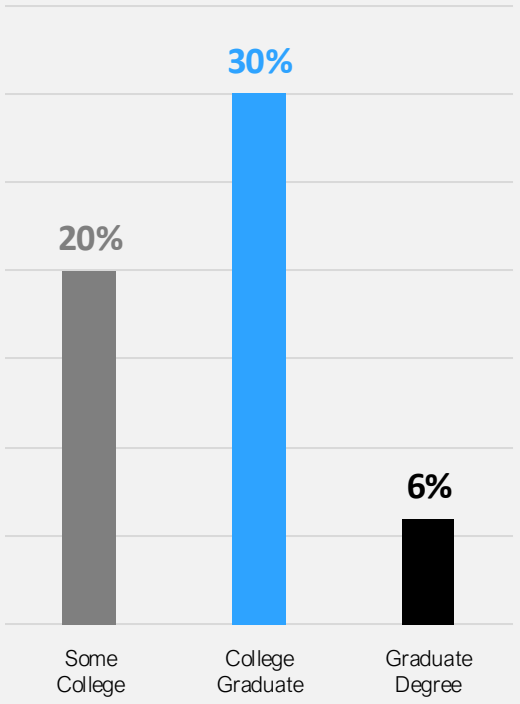
Household Income



Age



Education Level



Source: Neustar U.S. mobile phone data

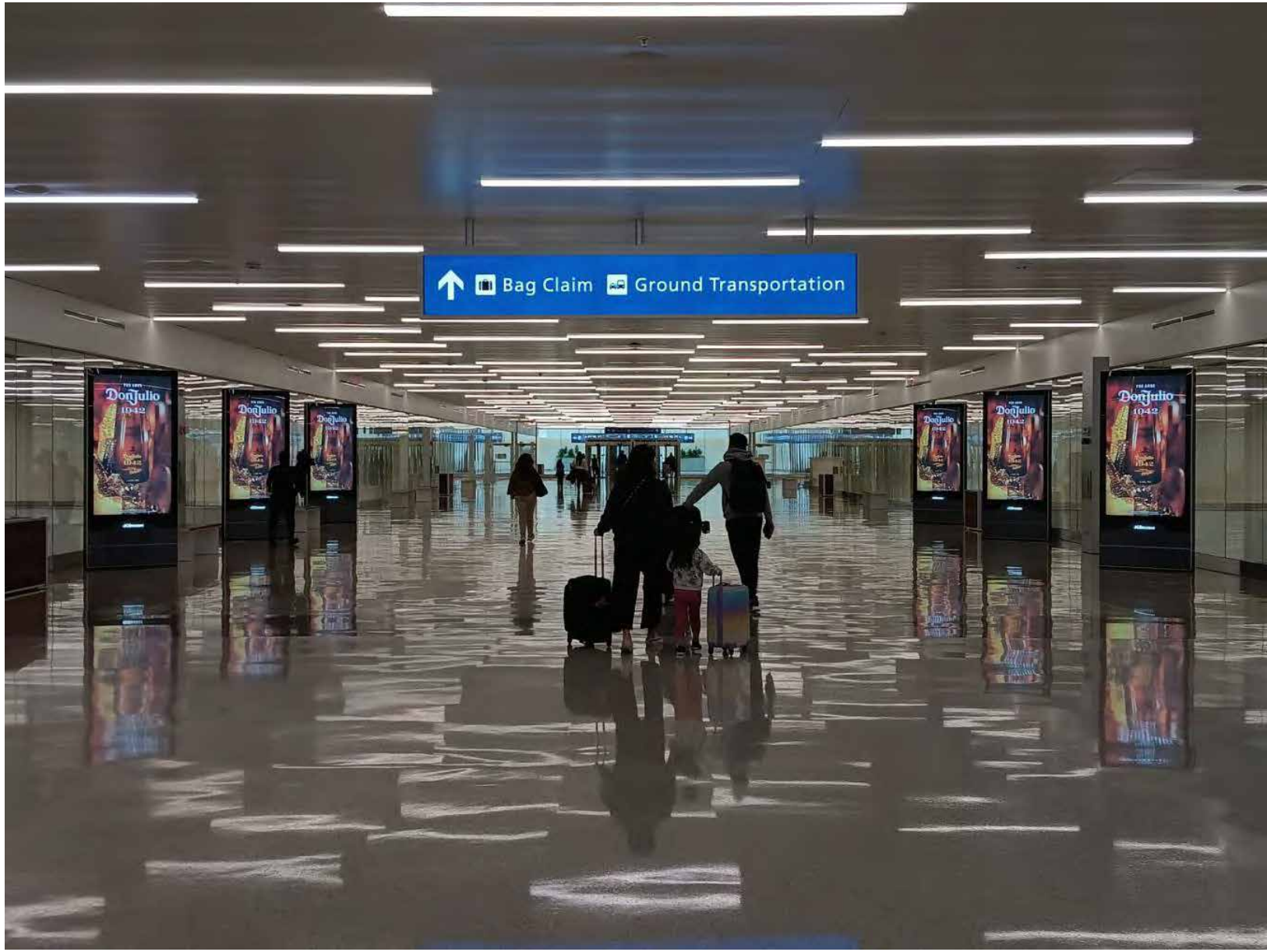
PRESTIGE DIGITAL NETWORK

78 SYNCHED SCREENS

Full-airport coverage reaches all arriving and departing passengers

Synchronized screen clusters are **100% head-on** to pedestrian flow

Unlimited creative flexibility and no production charge



GATEWAY DIGITAL NETWORK

40 HI-DEF SCREENS

Full airport coverage across departure zones and high-traffic areas

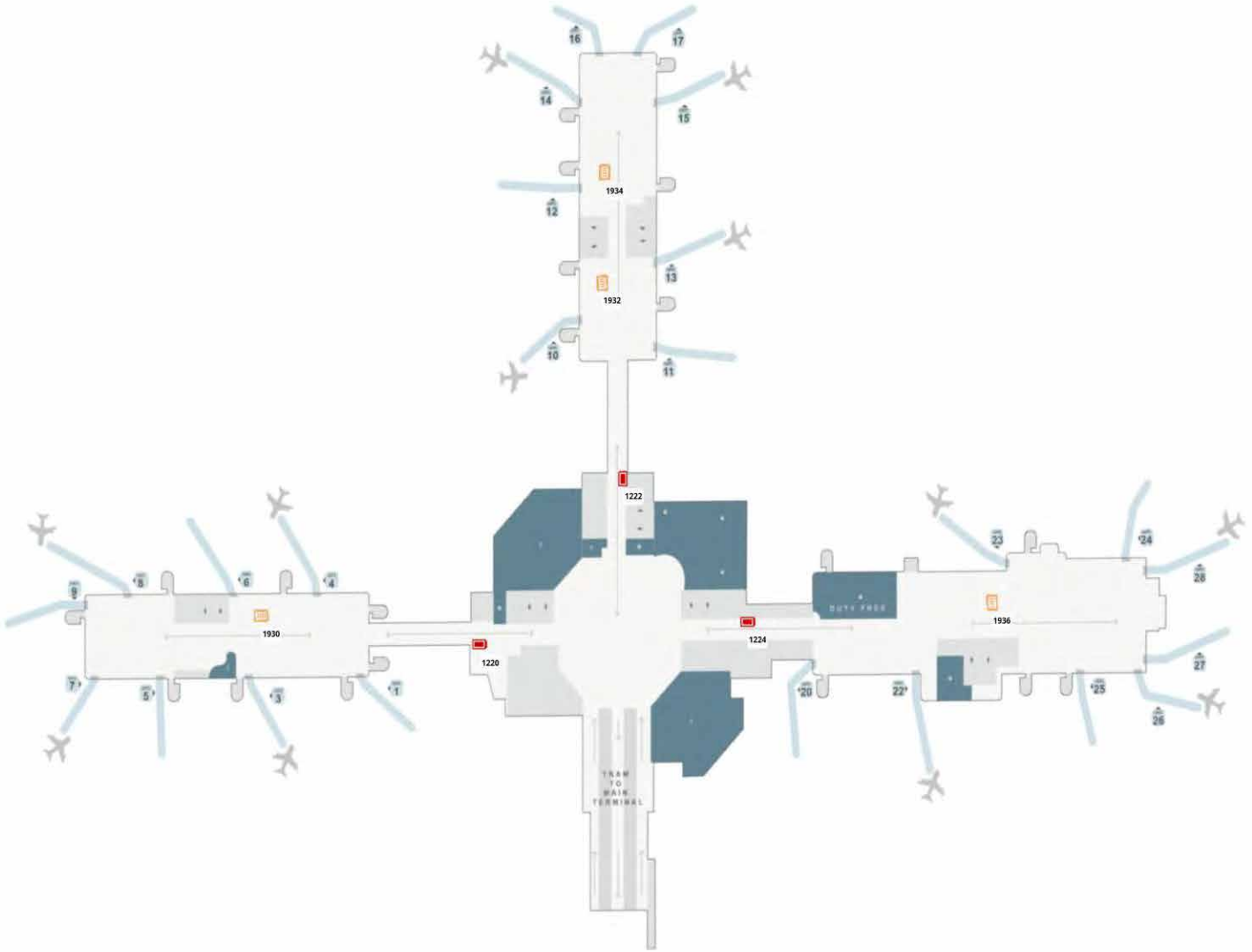
Gatehold proximity provides advertisers with **extended dwell-time**

Unlimited creative flexibility and no production charge



Orlando International Airport

JCDecaux



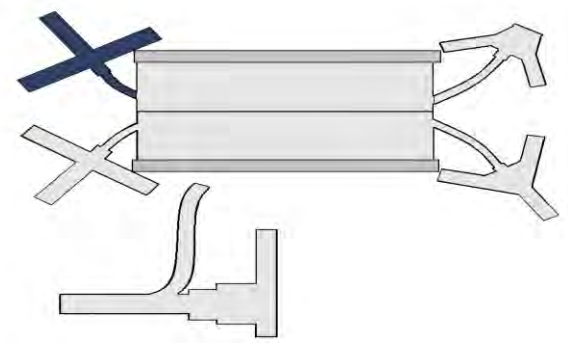
ORLANDO INTL AIRPORT

MCO - AIRSIDE1 L2

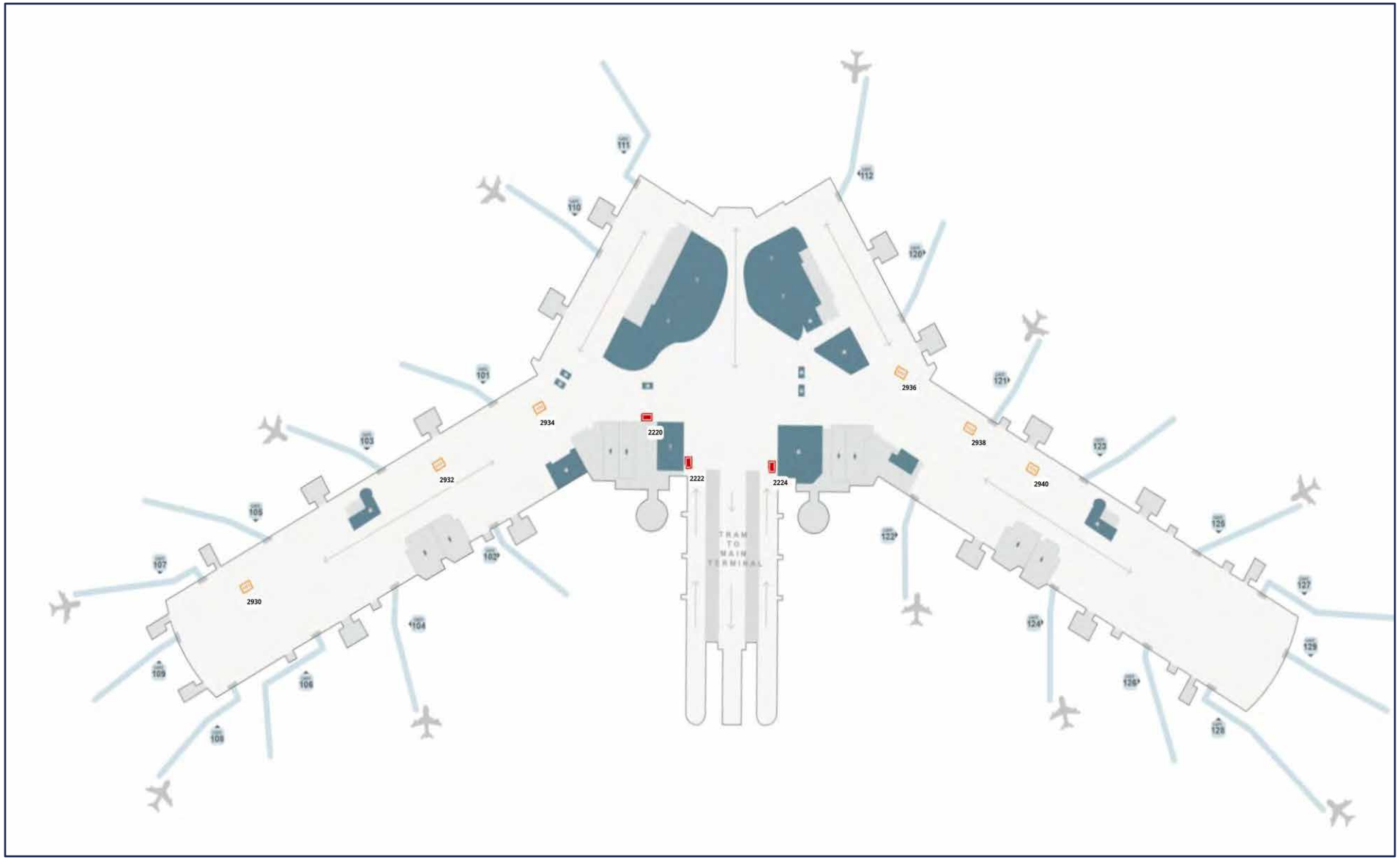
DIGITAL

Prestige Digital Unit (3)

Digital Charging Station (4)



JCDecaux

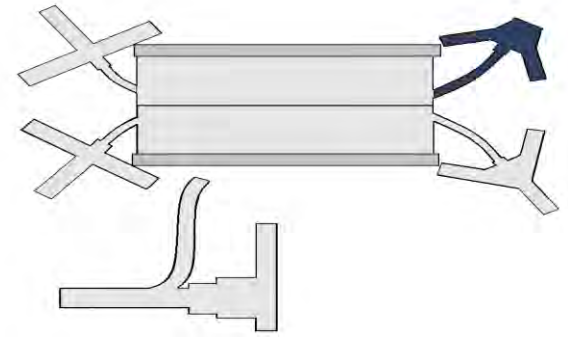


MCO - AIRSIDE 2

DIGITAL

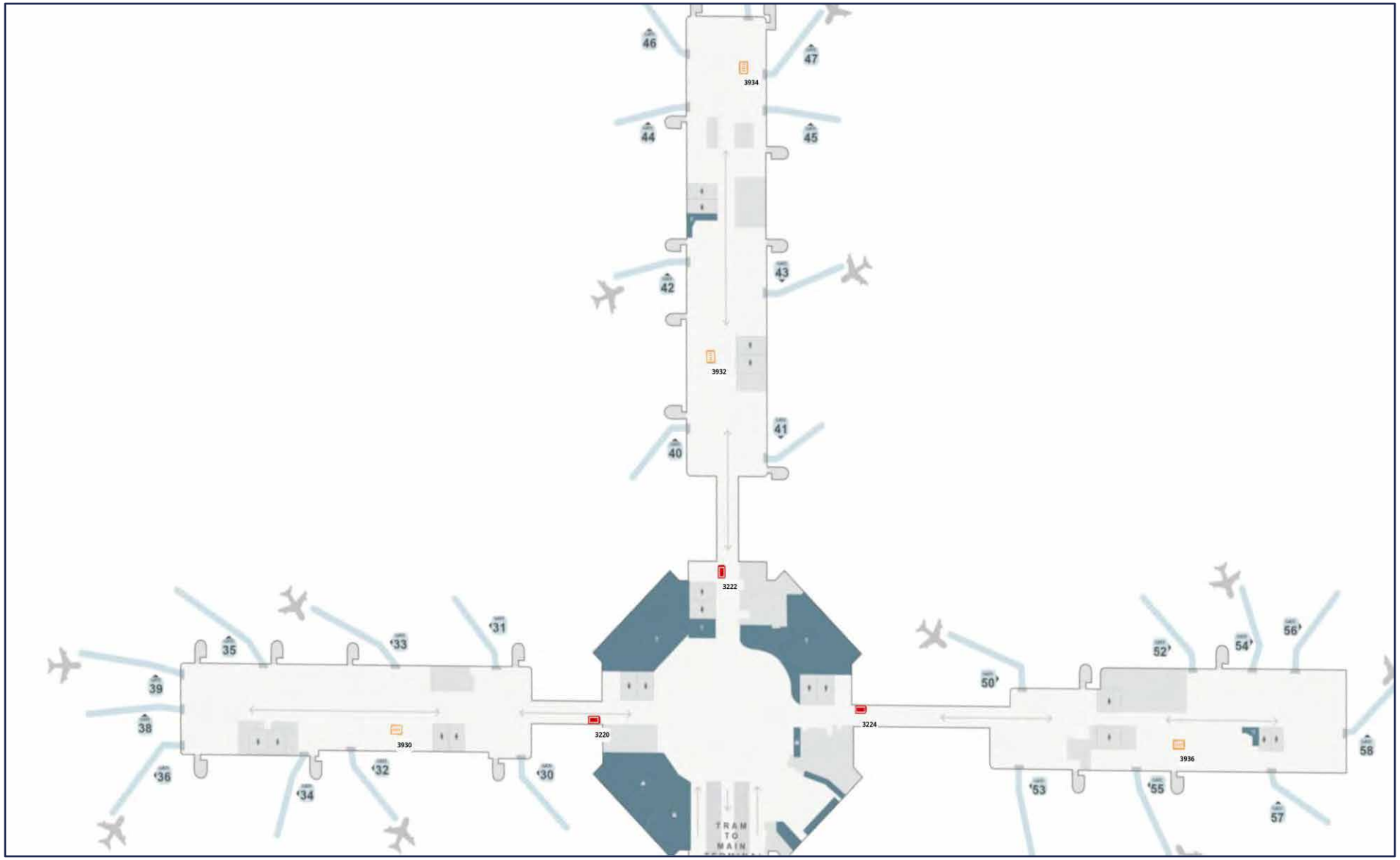
Prestige Digital Unit (3)

Digital Charging Station (6)



ORLANDO INTL AIRPORT

JCDecaux



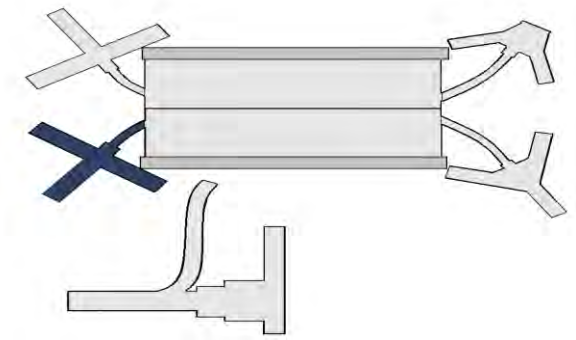
ORLANDO INTL AIRPORT

MCO - AIRSIDE 3

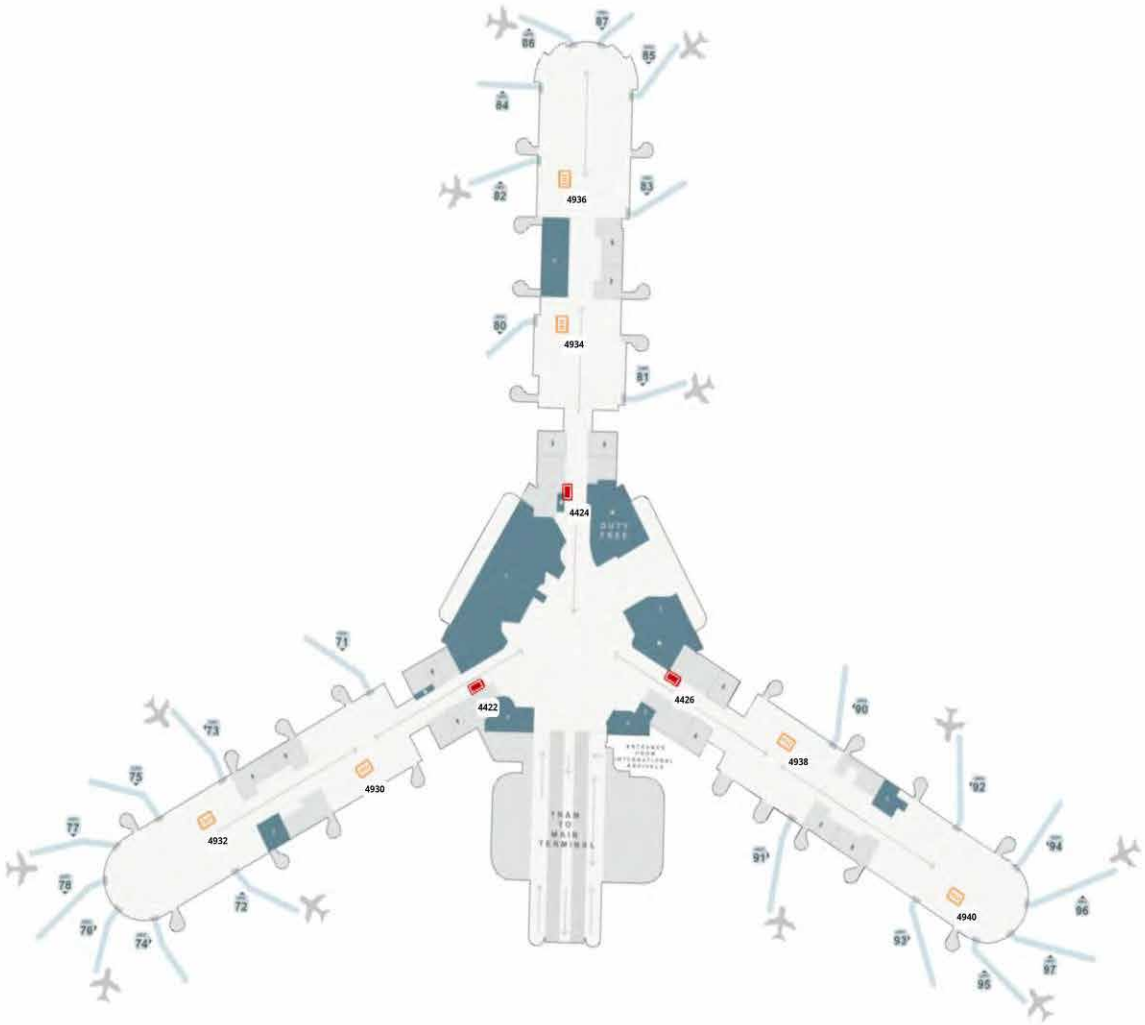
DIGITAL

Prestige Digital Unit (3)

Digital Charging Station (4)



JCDecaux



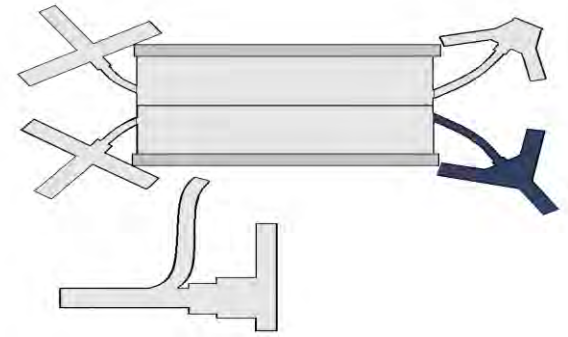
ORLANDO INTL AIRPORT

MCO - AIRSIDE 4 L2

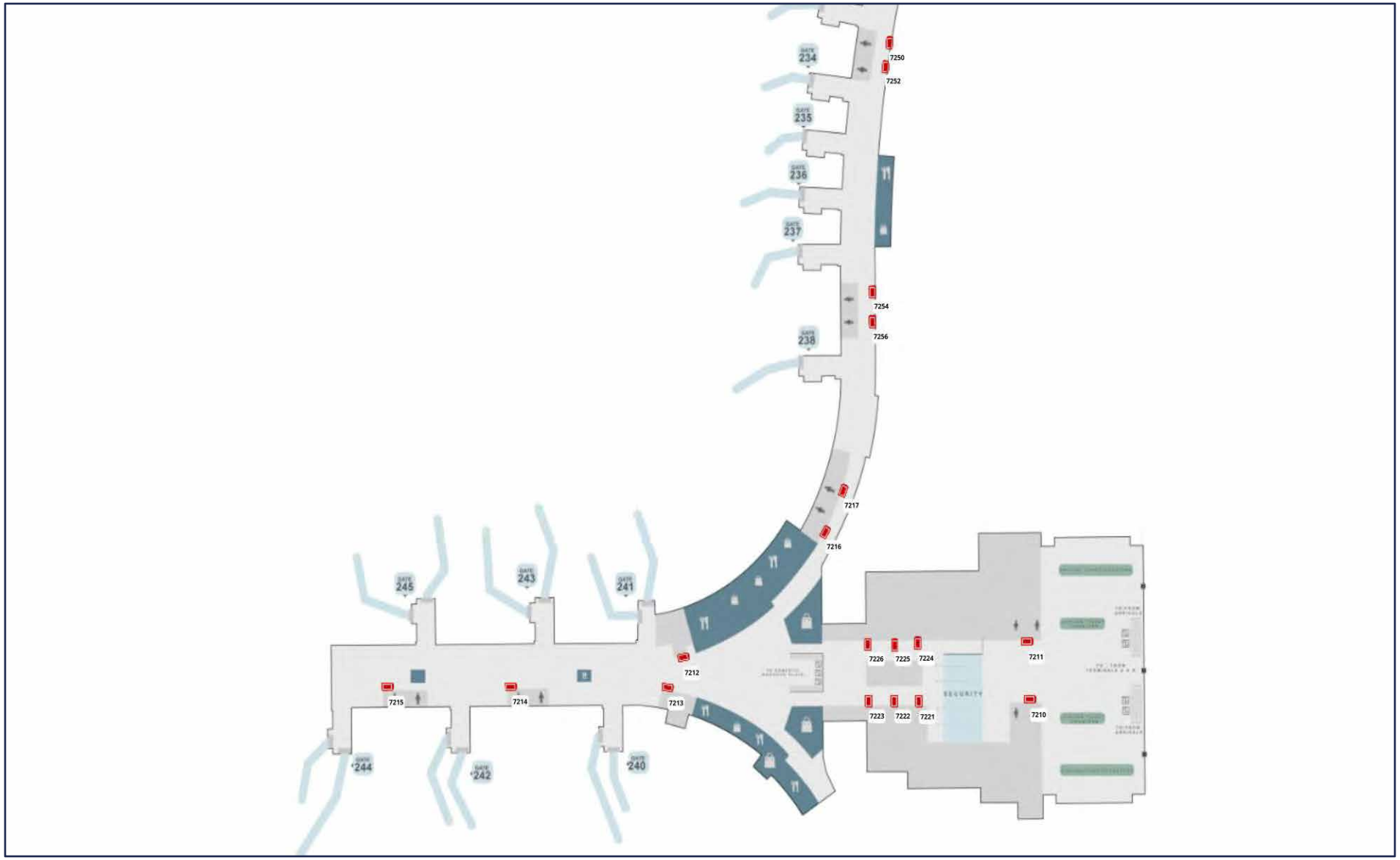
DIGITAL

Digital Charging Station (6)

Prestige Digital Unit (3)



JCDecaux

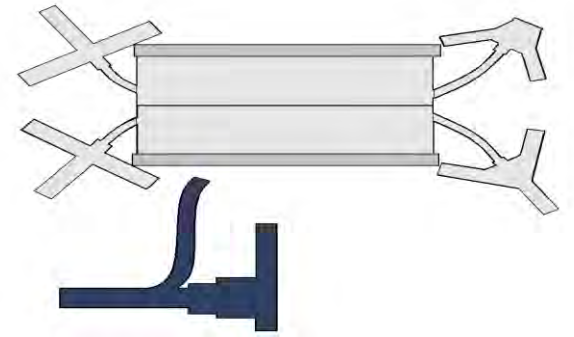


ORLANDO INTL AIRPORT

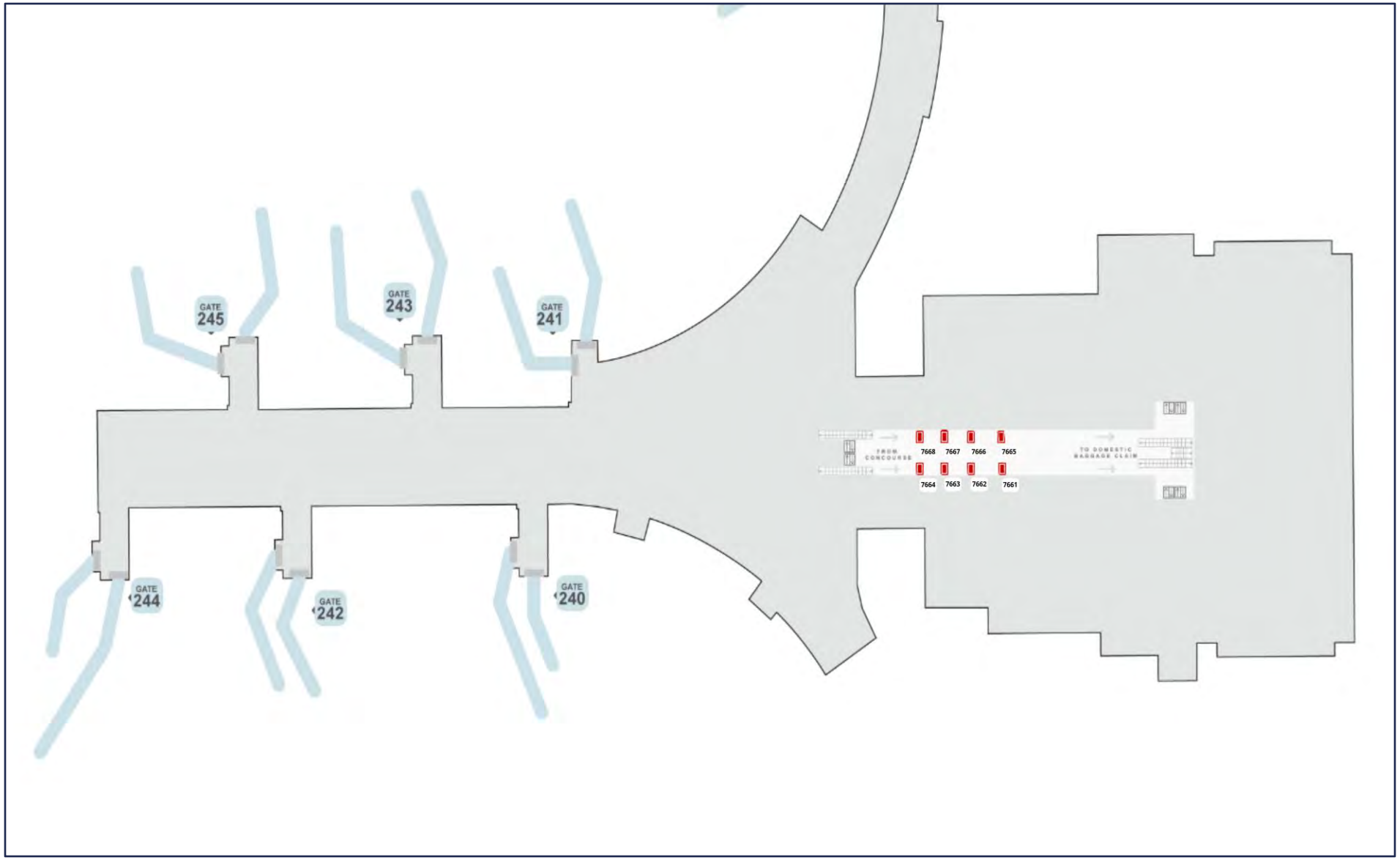
MCO TERMINAL C DEPARTURES

DIGITAL

Prestige Digital Unit (18)



JCDecaux

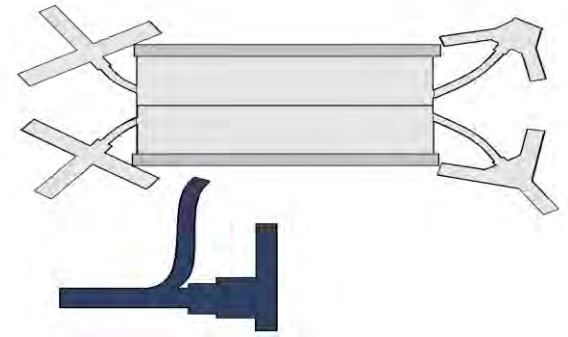


ORLANDO INTL AIRPORT

MCO TERMINAL C LEVEL 4

DIGITAL

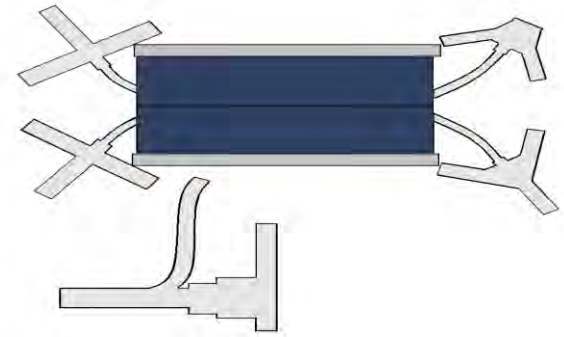
Prestige Digital Unit (8)



JCDecaux

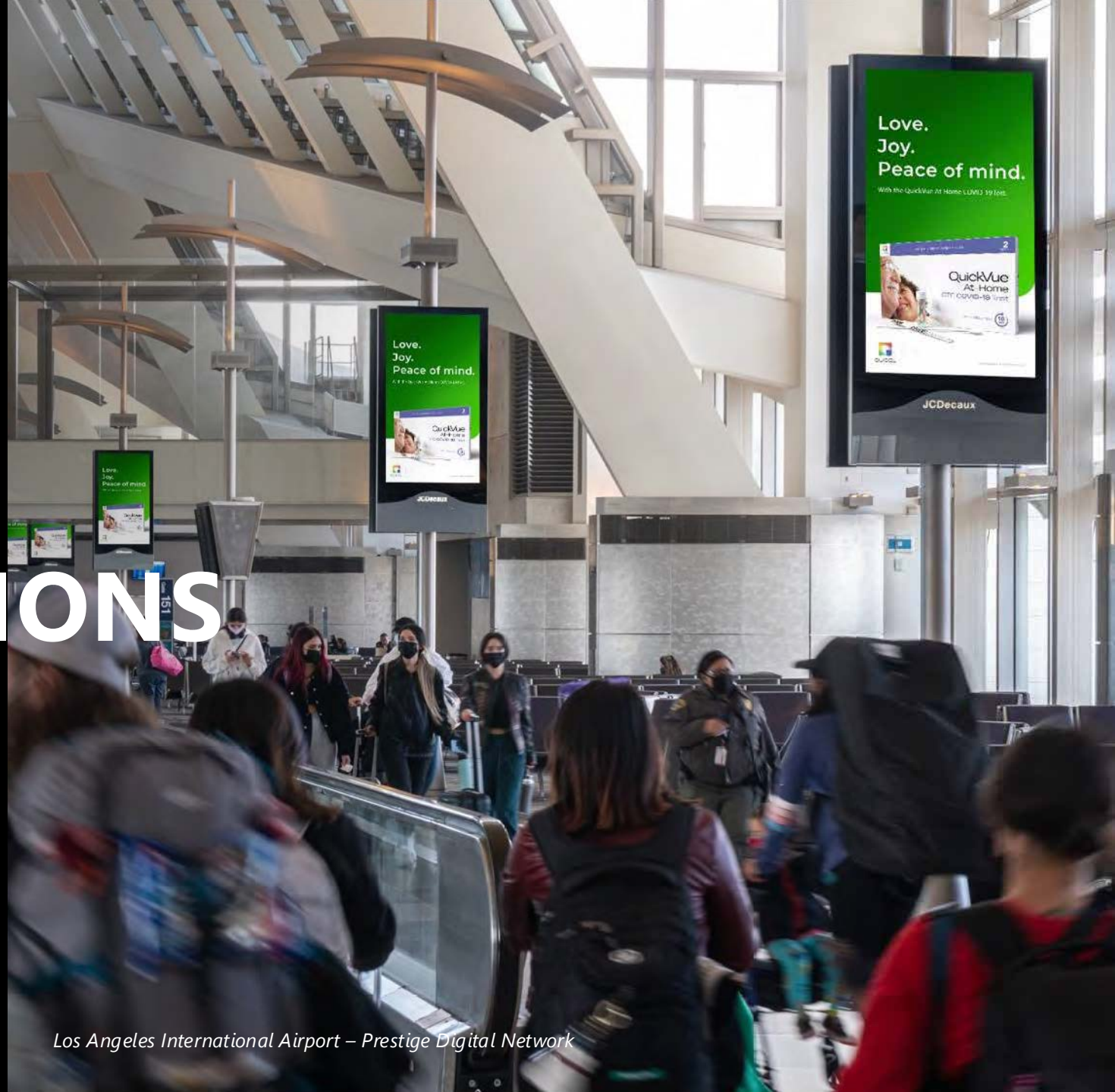


MCO - BAGGAGE CLAIM



ORLANDO INTL AIRPORT

TECHNICAL SPECIFICATIONS



Los Angeles International Airport – Prestige Digital Network

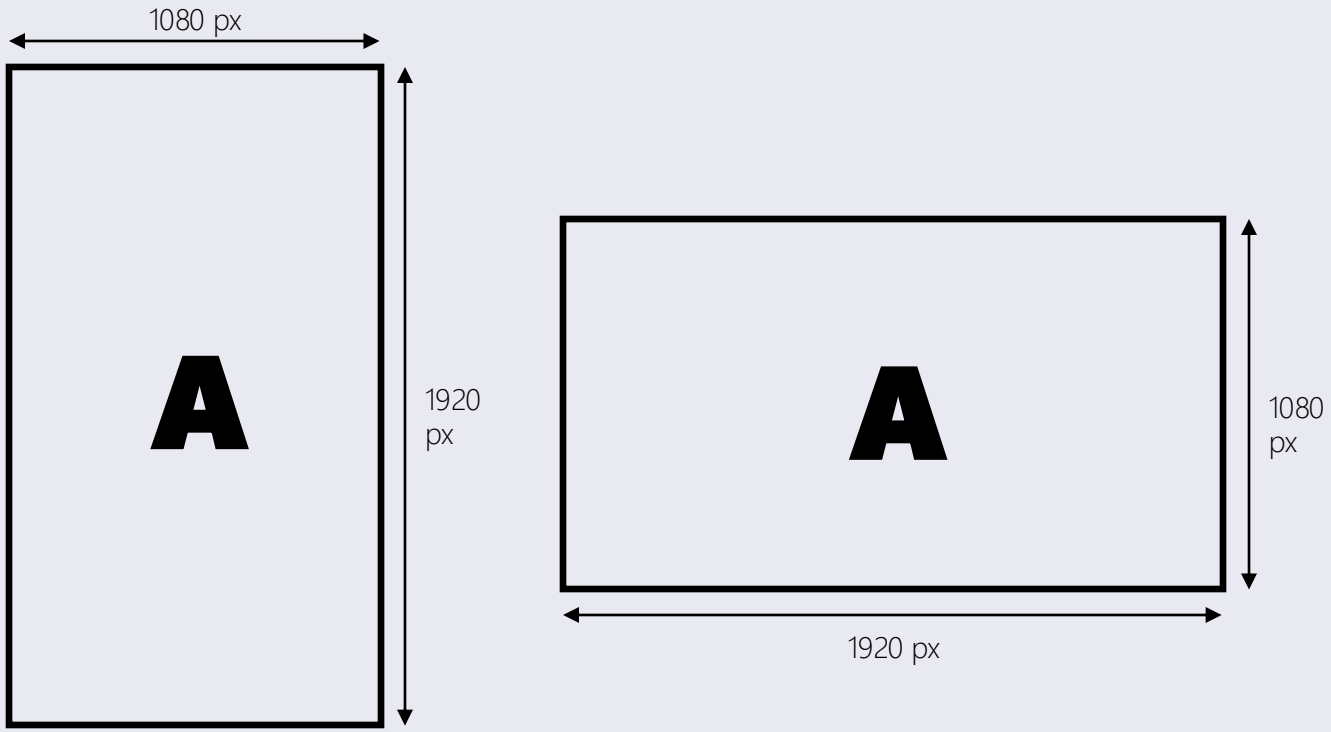
TECHNICAL SPECIFICATIONS

PRESTIGE DIGITAL NETWORK & GATEWAY DIGITAL NETWORK

General Specifications

Full motion, limited motion, and still images are allowed

Duration	10 seconds
Resolution	Portrait: 1080 x 1920 px Landscape: 1920 x 1080 px



TECHNICAL SPECIFICATIONS

PRESTIGE DIGITAL NETWORK & GATEWAY DIGITAL NETWORK

Screen Component Requirements

Each HD creative spot on the JCDecaux Digital Network must adhere to the following requirements:

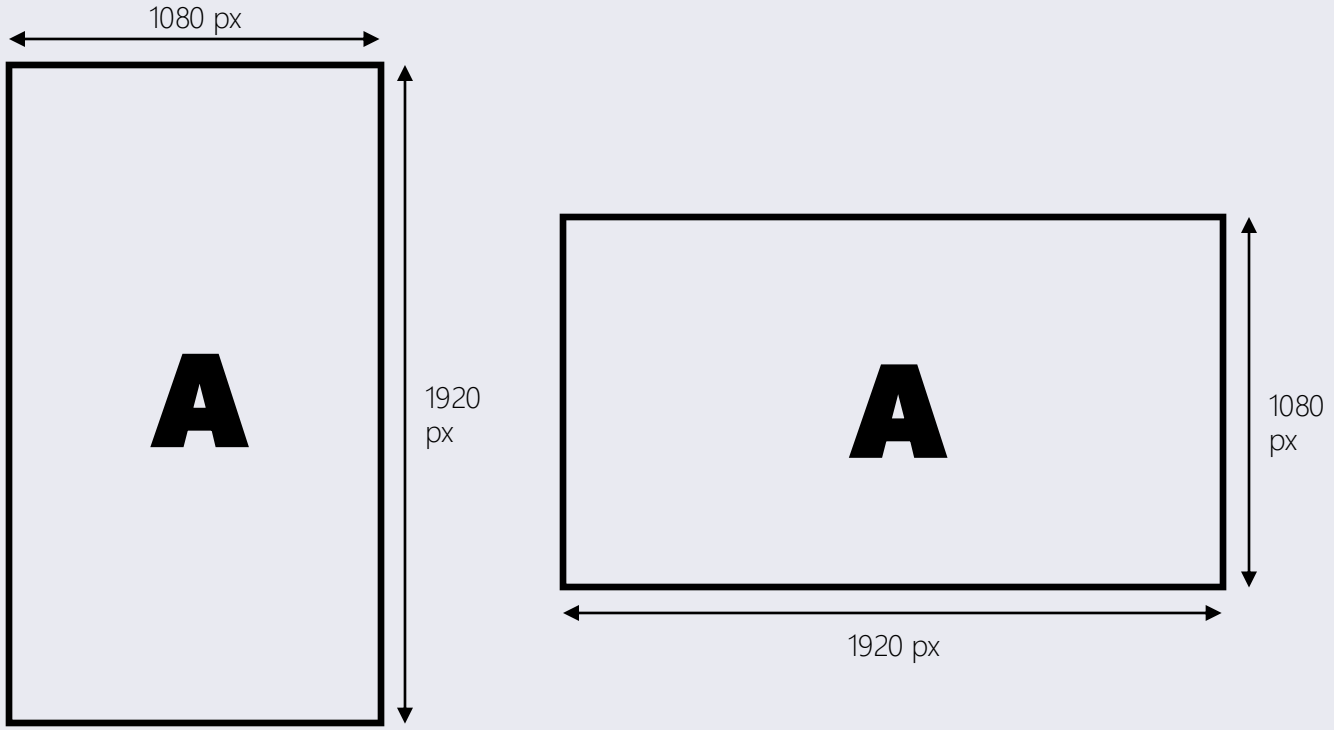
Video

- Container: .mp4
- Chromatic Codec: H.264 (MPEG-4/AVC)
- Format Profile: Main, progressive, square pixels
- Aspect Ratio: 16:9
- Frame Rate: 24-30 frames per second
- Bit Rate: 12-15 Mbps (Constant Bit Rate)
- Duration: Increments of (10) seconds

No opening slate or intro

Images

- Format JPG, PNG (722 ppi)
- Aspect Ratio 16:9
- Color Type RGB
- Restriction GIFs are not compatible



TECHNICAL SPECIFICATIONS

PRESTIGE DIGITAL NETWORK & GATEWAY DIGITAL NETWORK

File Delivery

File(s) can be delivered by FTP or any public file sharing server, to your JCDecaux sales representative.

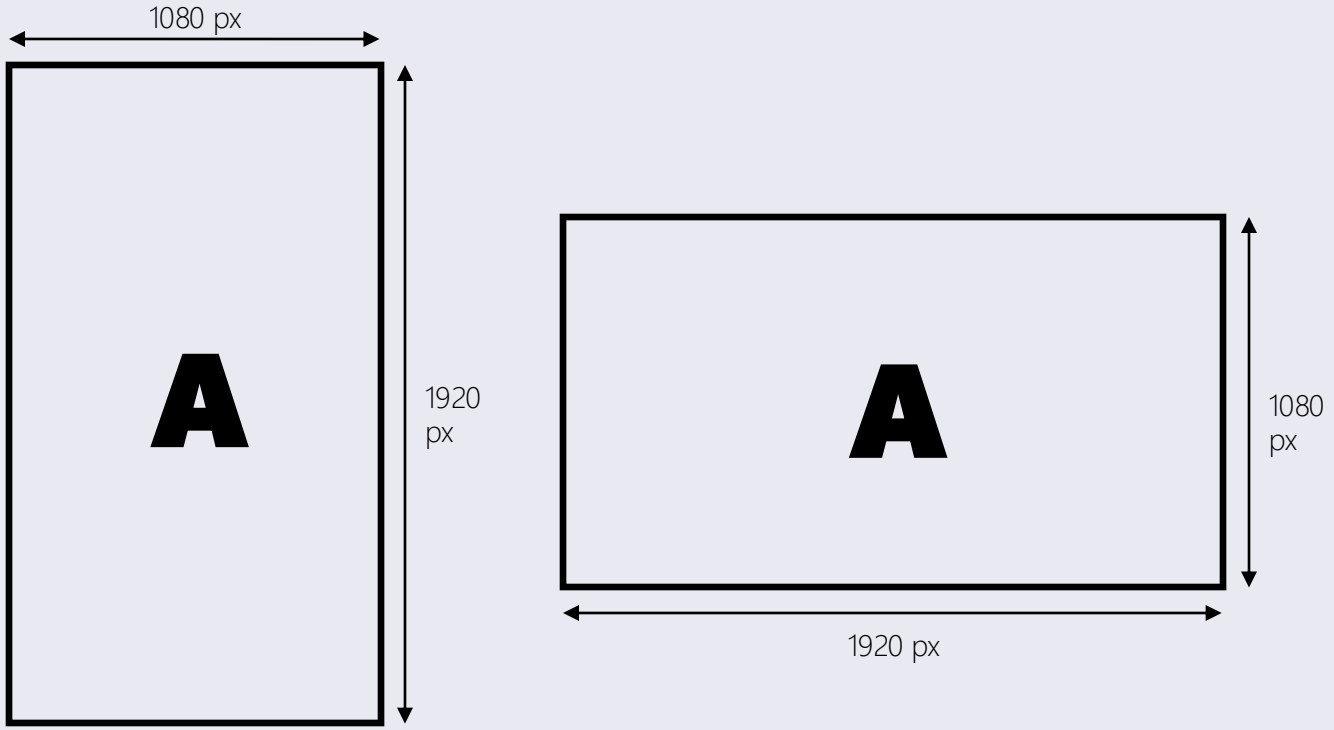
Creative must be submitted to the JCDecaux Sales representative for content approval prior to posting! File(s) should be delivered to your JCDecaux representative using FTP or any file sharing service.

Notes:

Videos must be created in 'full screen' with no surrounding black border (borders could appear on the screen or the image could be warped).

To optimize the visibility of the text, we recommend a minimum font size of 12 pixels.

To optimize the brand visibility, we recommend keeping key brand components (logo, brand name) throughout the duration of creatives.



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