Las Vegas: McCarran Airport

Airport Concourse Digital Network

Digital Network of (33) various sized displays located in T1 & T3 Concourses-full coverage of the airport targeting all arriving attendees. 08 second spot, 14 spots in the loop :08 sec.

- (1) 19’ X 33’w
- (1) 4’ X 15’w
- (3) 2’ X 10’w
- (14) 4’ X 6’w
- (14) 4’h X 3’w

AAO Rates

Rates start at $30,130. Multiple ads available on each network, rates do not include ad production for (1)-week display.

FOR MORE INFORMATION CONTACT: John Foster, JHF@emcoutdoor.com, 610.355.4467
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Backlit Dioramas

Target your attendees with this package of (8), 6' x 6' backlit mini spectacles. Located throughout the airport in gates, main concourses, baggage claim, tram holding areas, near restrooms and food courts. Multiple locations increase presence!

AAO Rates

Rates per displays start at: $7,315

Inclusive of production and installation of 1 creative for (1) –week Display. Packages are available upon request.

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C/D Tram Wrap

Targets arriving passengers waiting to board the trams to baggage claim. Size: 6’ X 39’ W

AAO Rates

C/D Tram Wrap starts at $42,090

Rates includes production and installation of 1 creative for (1) –week Display.

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Baggage Claim Banner Digital Network

Digital Banners of various sized displays are available in Terminal 1 and in Terminal 3, targeting arrival attendees.

Network of 50 Displays Starts at $162,500 and are located and sized:
• T1 - (22) 5’w x 13’h & (8) 5’w x 9’h,
• T3 - (20) 3.5’w x 6’h

Network of 25 Displays Starts at $86,060 are located and sized:
• T1 - (11) 4.72’w x 12.80’h & (4) 4.72’w x 9.35’w
• T3 - (10) 42.9”w x 74.9”h

AAO Rates

:08 second spot, 14 spots in the loop, for (1)-week display.

Multiple ads available on each network, rates do not include ad production.

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Baggage Claim Full Motion Digitals

Let them see and hear your message! 22 digital screens located in T1 & T3 Bag Claim located at every carousel and seen throughout baggage claim targeting your arrival attendees. Wait times can reach 30 min.

- T1 - (2) 32'w x 18'h
- T3 - (20) 6.72'w x 3.80'h

AAO Rates

Rates Start at $19,145 :30 second spot, 22 spots in the loop / 20 min loop for a (1)-week display.

:15 second spots start at $12,450

Multiple ads available on each network, rates do not include ad production.

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Spectacular Digitals/Static & Carousel Digital Network

Top Photo: Spectacular Digitals: Your Message rotates throughout Baggage Claim on (12) Spectacular digital walls and includes one domination on all twelve walls. :15 sec loop / 12 spots available.

Bottom Left: Carousel Digitals: Dominate coverage in Terminal 1 and Terminal 3 on (50) screens. All traffic is routed through Baggage Claim and typical hold time is 30 minutes. Your message will be seen 4-5 times during a normal wait. :15 sec loop / 24 spots available.

Bottom Right: Central Bag Claim Spectacular: Located in a high traffic area near the busiest Starbucks location in McCarran, these vintage backlit spectaculars are viewed multiple times as passengers travel to and from their baggage claim carousels and to the exits.

AAO Rates

(12) Spectacular Digitals: Rates Start at $47,810
(50) Carousel Digitals: Rates Start at $28,700

:30 second spot, 22 spots in the loop / 20 min loop. Multiple ads available on each network, rates do not include ad production for (1)-week display.

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Taxi Line Digital Network

In the McCarran’s Taxi Line, reach attendees as they wait to enter their taxi and head to the city.

Wait time can take anywhere from 20-45 minutes! Two back to back digital walls are located above the taxi line OUTSIDE AIRPORT at terminal 1.

1 Double-Sided Overhead Panel audio capable 12’ H x 4’, 10 spot loops, full motion.

AAO Rates

$14,920 per 15 second Ad, : plays every 5 minutes for a (1)-week display

Multiple ads available on each network, rates do include ad production.

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Exit Sponsorship

Covering nineteen major exits, the Exit Sign Sponsorship places your message in front of all passengers on their way to ground transportation. Each exit features at least two attention getting displays, sure to make a lasting impression. A total of 39 signs are included in the package.

AAO Rates

$162,500 for (39) placements at (19) major exit doors in T1 and T3 bag claims.

1-week rate includes production and installation of 1 creative.

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D-Mezzanine Drop Banners

Grab the attention of affluent travelers with two high-profile hanging banners, where shopping, dining, and gaming areas serve nearly all first-class passengers departing McCarran.

Banners are sized 12’H x 40’ W.

AAO Rates

$338,025 for a package of 2 banners for a (1)-week display.

Rate includes production and installation of 1 creative.

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Taxi Line Helix Banner

Located outside the airport, this oversized banner is highly visible to all arrivals to Las Vegas. Parking helix is located where taxi waits can be up to 45 minutes long!

AAO Rates

1 Banner 15’ x 76’: $92,725 for a (1)-week display. Rate includes production and installation of 1 creative.

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