

# ADVERTISING OPTIONS FOR COMMERCIAL VEHICLES AT LAWA

Board of Airport Commissioners  
Meeting February 1, 2010

# UNDER ADVERTISING CONCESSIONAIRE

- April 2007: Advertising contract awarded to JCDecaux
- New digital Interactive Visitor Centers (IVCs) were installed



**New Interactive Visitors Centers (IVC)**

# ACCESS TO IVC ADVERTISING

**Advertisers on the IVCs access in one of two ways:**

- Public transportation entities and LAWA concession privilege**
  
- Pay JCDecaux rates similar to other airports**
  - All commercial vehicles**
  - Scheduled buses**
  - Transit Charter Operators (e.g. limousines and charter buses)**
  - Hotel and motel courtesy shuttles**
  - Off-Airport Rent-A-Car courtesy shuttles**

# STATUS OF OFFER TO SHUTTLE COMPANIES

- According to JC Deceaux all shuttle companies were offered a reduced rate at \$5,000/year
  - Two companies signed contracts
  - Two companies did not return calls, one after indicating interest
  - One not interested, service not close to LAX
  - Three companies interested, but price still too high