

# San Francisco International Airport Selects Clear Channel Airports for Digital Media Makeover

**Infusion of San Fran Personality, Brand Story-Telling Will Transform SFO Passengers into Tourists and Prospects into Customers**

ALLENTOWN, Pa.--(BUSINESS WIRE)-- [Clear Channel Airports](#), a division of [Clear Channel Outdoor](#) (NYSE: CCO), today announced its selection by San Francisco International Airport (SFO) to provide digital media and sponsorship solutions throughout SFO's airport terminals. The deal will see SFO and Clear Channel Airports embrace, through ambient digital art, the uniqueness of the "Gateway to the Pacific" while informing and inspiring air passengers travelling through California's second busiest airport.



Proposed historical wall features one of the most iconic marvels of engineering: the Golden Gate Bridge. Sponsored historic videos are featured to entertain and educate passengers.

annually.

Clear Channel Airports' advertising concept for SFO is crafted against a storytelling backdrop using imagery, illustrations and inspired by famous quotes referencing familiar Bay Area locations, landmarks, neighborhoods and personalities. Through 30 digital installations that use the latest in out-of-home technology, airport sponsors will be able to leverage these stories to reach, inform and engage more than 10 million passengers in San Francisco

"The Clear Channel Airports digital media concept for San Francisco International Airport is inspired by the unique beauty and personality of the San Francisco Bay Area," said Toby Sturek, executive vice president, specialty businesses, Clear Channel Outdoor. "From experience, we know that airport passenger terminals serve as many visitors' first and

recurring impression of their destination city. Working collaboratively with the airport, and integrating our concept into their architectural design, will ensure a positive experience for visitors, a lucrative opportunity for sponsors while reinforcing SFO's connection with the Bay Area.

This innovative concept boasts:

- \$100K annually in media contributed by Clear Channel Airports to promote tourism and local business organizations in the San Francisco airport.
- A one-of-a-kind program where horizontal and vertical architecture reveals and surfaces become natural alignments for media elements and signage to ensure the new program appears naturally into the terminal architecture.
- The flexibility of new digital program will allow organizations and sponsors to tailor campaigns and reach specific audiences through premiere packages geared toward the business traveler, tourists and conventions visitors.
- \$80M in revenue to the airport during the 8-year term.

### **About Clear Channel Airports**

*Dedicated to airport advertising for more than 37 years, Clear Channel Airports is the premier innovator of contemporary display concepts. The Company, a division of Clear Channel Outdoor Holdings, Inc. (NYSE:CCO), one of the world's largest outdoor advertising companies, currently operates more than 280 airport programs across the globe and has a presence in 32 of the top 50 U.S. markets with major airports. More information can be found on Clear Channel Airports and Clear Channel Outdoor by visiting [www.clearchannelairports.com](http://www.clearchannelairports.com) and [www.clearchanneloutdoor.com](http://www.clearchanneloutdoor.com).*

### **About Clear Channel Outdoor Holdings, Inc.**

*Clear Channel Outdoor Holdings, Inc., (NYSE: CCO) is one of the world's largest outdoor advertising companies, with more than 750,000 displays in over 40 countries across five continents, including 48 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 1000 digital billboards across 37 U.S. markets. Clear Channel Outdoor Holdings' International segment operates in nearly 30 countries across Asia, Australia, Europe and Latin America in a wide variety of formats.*

*Certain statements in this release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.*

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20130617006372/en/>

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