

Clear Channel Outdoor Selected to Lead Advertising Program at Pensacola International Airport

New Concession Will Modernize Airport Media Network and Support Long-Term Growth Strategy

PENSACOLA, Fla., Sept. 15, 2026 /PRNewswire/ -- Clear Channel Outdoor's [Airports Division](#), the leading U.S. airport sponsorship and advertising partner, today announced it has been selected to manage the advertising concession at Pensacola International Airport (PNS). The agreement gives Clear Channel Outdoor (CCO) responsibility for delivering a refreshed airport media program that connects brands with more than 3.1 million annual passengers and strengthens the airport's position as a key commercial gateway for the Gulf Coast region.



Following a competitive selection process, PNS selected CCO to lead its advertising program, which has been managed in-house since 2018. Having previously served as the airport advertising concessionaire until 2012, CCO will return with a major investment in upgraded infrastructure and new sponsorship inventory. The program is designed to modernize the terminal environment, enhance revenue opportunities, and introduce more dynamic, technology-enabled advertising formats across high-traffic passenger areas.

"Pensacola International Airport is experiencing remarkable growth, and we're proud to partner with the airport at such a pivotal moment in its development," said Morten Gotterup, President, Clear Channel Outdoor Airports Division. "This agreement enables us to bring a new level of innovation to the airport environment, creating high-impact opportunities for brands to engage travelers through modern, technology-driven media while enhancing the overall experience for the millions of passengers who move through PNS each year."

PNS is the busiest airport along the Interstate 10 corridor between Jacksonville and New Orleans, serving a broad mix of business, leisure, and military travelers. The airport offers 28

nonstop destinations and is served by major carriers including American, Delta, United, Southwest, Breeze, Frontier, and Contour.

Modernizing the Passenger Environment

The new advertising program aligns with PNS's broader capital investment strategy, including a \$165 million [terminal expansion](#) and new concourse scheduled for completion in the first half of 2028, which will add five gates to the existing 12-gate facility.

"Pensacola International Airport is in the midst of one of the most transformative periods in our history, and every investment we make should reflect the future we're building," said Matt Coughlin, Executive Director of Pensacola International Airport. "Clear Channel Outdoor shares that vision by bringing innovative, technology-driven advertising solutions that will elevate the passenger experience while creating meaningful opportunities for businesses to connect with millions of travelers each year. We're excited to partner with them as we continue shaping the next chapter for PNS."

CCO's Airports Division will introduce a modernized advertising program across key passenger touchpoints, including:

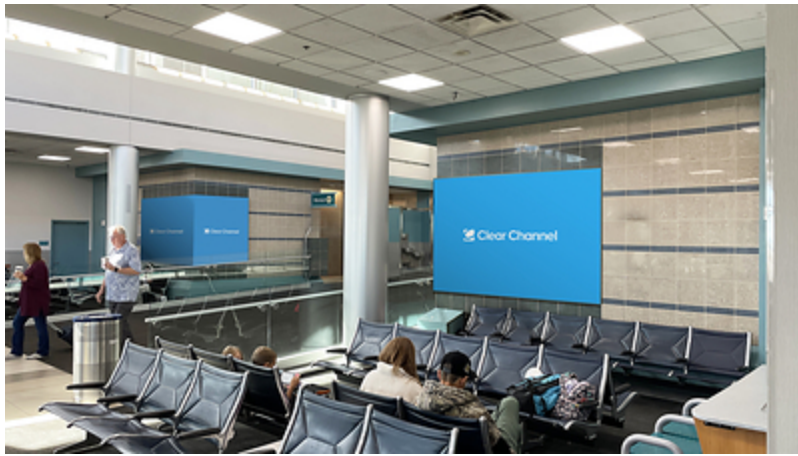
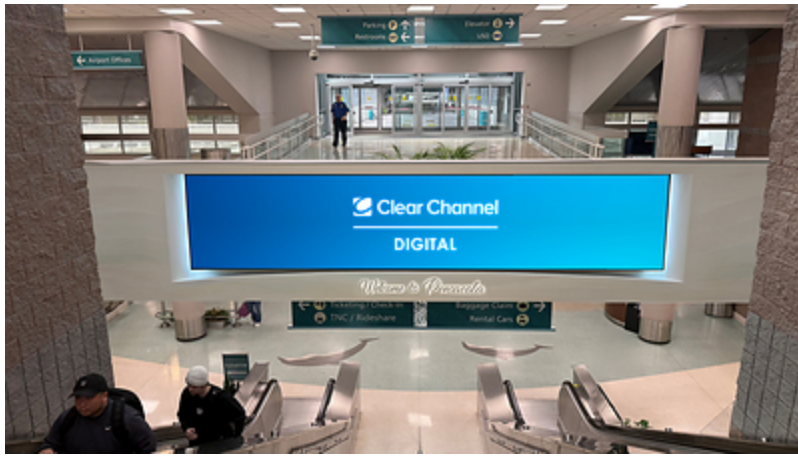
- **Branded LED video walls across entryways, security checkpoints, and baggage claim** – Large-format digital displays placed at key passenger touchpoints, delivering high-impact brand storytelling throughout the airport journey.
- **Digital concourse advertising network** – A connected network of screens throughout the concourse, reaching travelers as they move between gates, dining, and retail areas.
- **Reimagined branded environments** – Immersive media opportunities that transform high-visibility terminal spaces into memorable brand experiences while reinforcing the airport's identity.
- **Corner tension fabric displays** – Architecturally integrated, large-format displays designed to maximize visibility while complementing the terminal environment.
- **New charging station sponsorship opportunities** – A premium sponsorship platform that aligns brands with a high-demand passenger amenity, creating sustained engagement throughout dwell times.

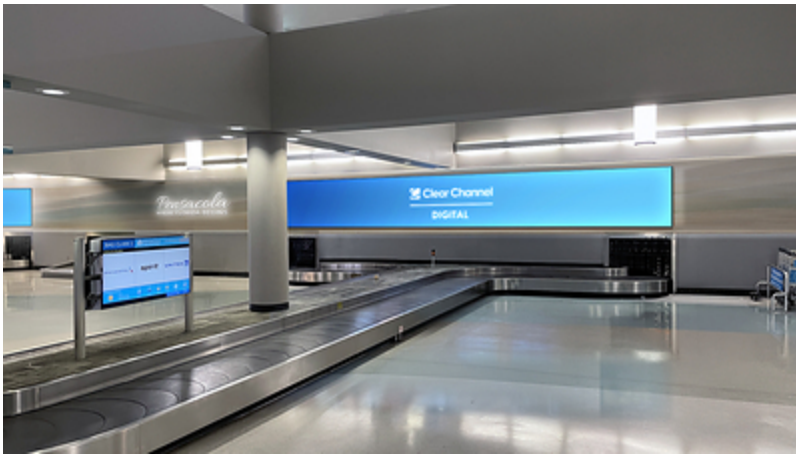
The partnership reinforces CCO's commitment to helping airports modernize passenger environments through innovative, technology-driven advertising solutions while supporting long-term growth and investment across the aviation network.

To learn more about Clear Channel Outdoor's Airports Division, visit <https://clearchanneloutdoor.com/airport-advertising/>.

About Clear Channel Outdoor Holdings, Inc.

Clear Channel Outdoor Holdings, Inc. (NYSE: CCO) is at the forefront of driving innovation in the out-of-home advertising industry. Our dynamic advertising platform is broadening the pool of advertisers using its medium through the expansion of digital billboards and displays and the integration of data analytics and programmatic capabilities that deliver measurable campaigns that are simpler to buy. By leveraging the scale, reach and flexibility of our diverse portfolio of assets, we connect advertisers with millions of consumers every month.





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