

DoubleTake Marketing Announces Expansion of Baggage Carousel Advertising Program to Seattle, Philadelphia, and Boston Airports

DETROIT--(BUSINESS WIRE)-- As part of Clear Channel's commitment to provide airports with emerging advertising technologies, DoubleTake Marketing in conjunction with Clear Channel Airports is preparing to launch its creative and innovative advertising medium to additional airports. This unique new baggage carousel wrap can be purchased short term or long term and provides a moving visual to passengers waiting for their bags.

As thousands of passengers gather in the baggage claim every hour, The AdSpressive™ Graphic allows the advertiser to display on the moving portion of the baggage carousel, reaching a captive and highly sought after demographic. According to Arbitron, airline travelers are 80% more likely to have an annual household income in excess of \$100,000 per year. They are highly educated, business decision makers and discerning shoppers.

"With the challenges facing companies in today's economy, we are finding that advertisers are seeking innovative and fresh ideas of how to best reach their targeted demographic. Baggage Carousel Advertising is unique, allowing the advertiser to reach both the traveler and anyone meeting them at the airport. While they wait for luggage to arrive from the plane this high-end group views the moving ads, exponentially increasing the exposure of our advertising clients," says DoubleTake Marketing Co-founder and COO, Zack Clark.

Markets

Markets currently available include: Chicago O'Hare, Philadelphia, Seattle, Boston, Chicago Midway, Kansas City, Albany and Gulfport. Ad sizes range from 20' segments to an entire bag belt.

DoubleTake Marketing and Clear Channel Airports

Founded in 2006, DoubleTake Marketing created this patent-pending new system of advertising on the baggage carousel in airports. Clear Channel Airports, a subsidiary of Clear Channel Outdoor, operates 272 airports in the U.S. and international markets.

About Clear Channel Outdoor

Clear Channel Outdoor (NYSE:CCO) is the world's largest outdoor advertising company with close to one million displays in over 50 countries across 5 continents. In the United States, the company operates just under 200,000 advertising displays and has a presence in all of the top 50 Designated Market Areas. It also operates airport, rail, taxi and mall advertising businesses worldwide. Its Spectacolor (U.S.) and DEFI (international) divisions are the global market leaders in spectacular sign displays, including in New York's Times Square.

Clear Channel Adshel is the company's international street furniture division, which operates over 3,500 municipal advertising contracts worldwide. Clear Channel Outdoor also operates digital displays and networks in most of its divisions. More information may be found by visiting www.clearchanneloutdoor.com

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Source: Clear Channel Outdoor Holdings