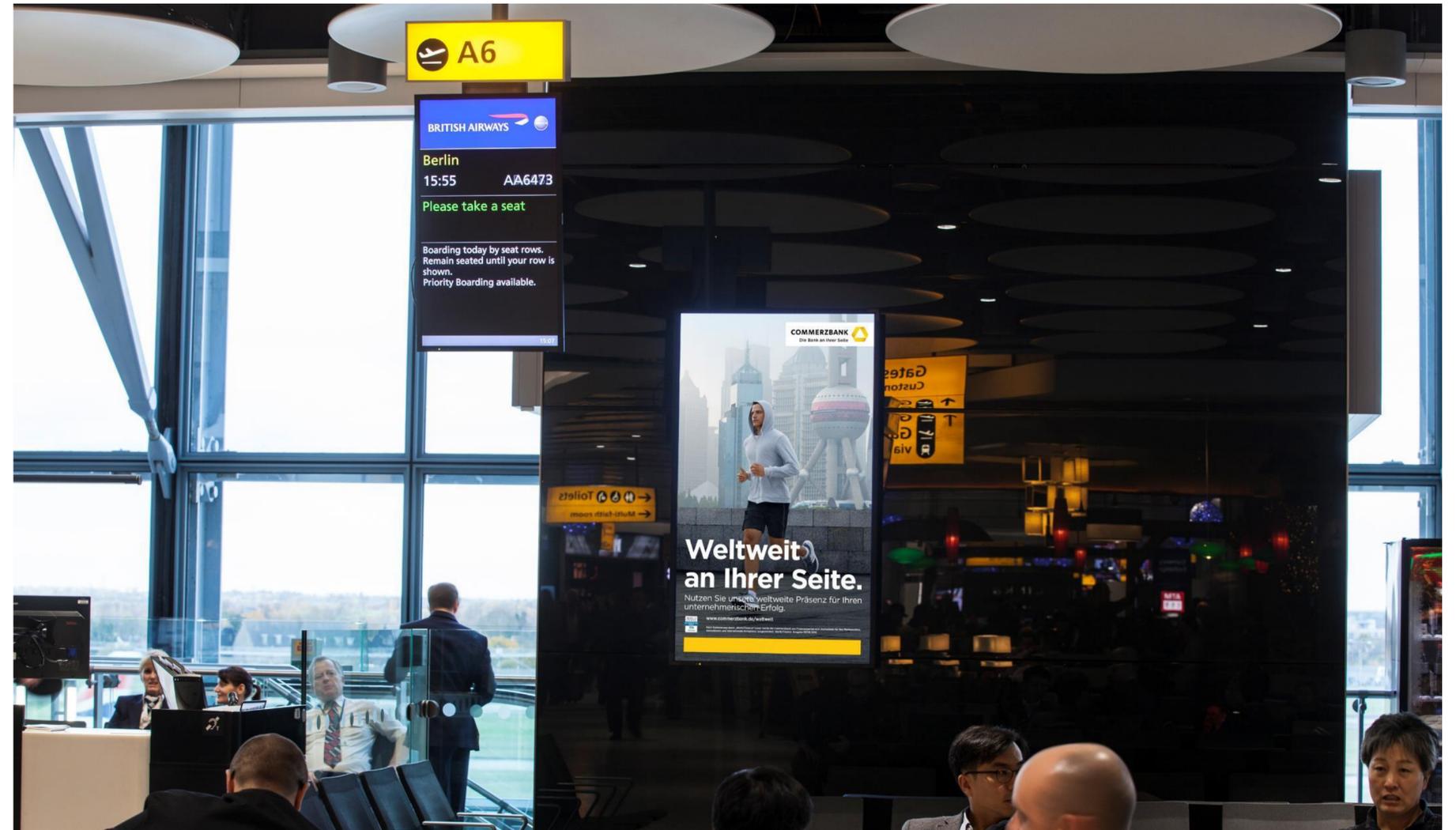


# CPM GATEROOM DAPS



# CPM GATEROOM DAPS

Network:	CPM Gateroom DAPs
No. per pack:	T2 = 51 screens, T5 = 60 screens
No. of faces:	4 faces
Format:	HD LCD Digital
Size:	Approx. 57", 55" & 40"
Dynamic:	Dynamic digital capability
Selling period:	Bespoke
Rate:	Minimum buy see details below*
Airports:	Heathrow Terminals 2 & 5



By utilising Heathrow's live API data stream, JCDecaux have launched a brand new opportunity to target passengers based purely on their end destination through our gateroom digital network. The CPM model allows for extremely precise audience targeting, avoids wastage and increases creative flexibility by enabling advertisers to deliver bespoke content, such as language specific copy, personalised messages, or precise end-destination weather & city information.

\*Asia - £15,000, Middle East - £12,500, South America - £11,000, North America - £10,000, Australasia - £9,000, Africa - £8,000, Europe - £5,000, Bespoke - £20,000

Production costs not included. Please contact JCDecaux for details. Please also discuss your lead times with JCDecaux.