



OFFICE OF THE MAYOR
CITY OF CHICAGO

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**City Seeks Council Approval of Indoor Commercial Advertising Concessions
Agreements for O'Hare and Midway International Airports**

Vibrant, dynamic platforms will set new world model for airport advertising

Mayor Rahm Emanuel today asked the Chicago City Council to approve ordinances that will allow the City to enter into an agreement with Clear Channel Airports to develop, install and operate indoor commercial advertising concessions at O'Hare and Midway International Airports.

"The new advertising platforms will enhance the look and feel of the global gateways to our city, O'Hare and Midway, with vibrant, dynamic displays and interactive features that set a new world model for other cities and airports to follow," said Mayor Emanuel. "It includes cutting-edge technology that will inform and entertain travelers, and help them better navigate Chicago's airports. The agreements also provide opportunities for disadvantaged business enterprises and will optimize concession revenues to the airport."

The new advertising program for Chicago's airports has been designed to be flexible and digitally robust to easily adapt to the ongoing evolution of digital media. Highlights include:

- Interactive digital directories, power-charging stations and virtual concierges for passengers.
- A 15-foot, 360 degree digital globe suspended high above from the ceiling of O'Hare Terminal 3. This iconic, modern feature will be the first of its kind in the world.
- A "digital forest" consisting of stacked LCDs that form dimensional columns displaying dynamic visual content on three sides. This digital platform is another first of its kind in the world.
- More than 350 digital screens that will mostly replace static ads.
- Vertical "living walls", with foliage and water elements.



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- Recycling centers with 70-inch digital screens.
- Rotating museum exhibit areas.
- AIRChicago radio and AIRChicago magazine.
- FlySmart™, a free, location-based mobile app that helps Frequent Flyers interact with the unique airport environment.

Through the new advertising concession agreements, Clear Channel Airports has agreed to a Minimum Annual Guarantee Fee of \$8,688,000 or a percentage fee of 71 percent of sales, whichever is greater.

If approved, the agreements would take effect May 1, 2013 and be for a five-year term.

Clear Channel has operated in Chicago's airports since 1982 and is the world's largest airport advertising company with 287 airport partners in 32 countries. Clear Channel currently employs more than 525 people in the Chicago metropolitan area and contracts with over 55 local subcontractors and suppliers.

The Request for Proposals (RFP) for Commercial Advertising Concessions was issued in August 2011 and the awardees were selected through a thorough selection process.

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