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FOR IMMEDIATE RELEASE

March 13, 2013

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City Seeks Council Approval of Outdoor Commercial Advertising Concessions Agreement for O'Hare International Airport

Mayor Rahm Emanuel today asked the Chicago City Council to approve an ordinance that will allow the City to enter into an agreement with JCDecaux Chicago Airport to develop, install and operate outdoor commercial advertising concessions at O'Hare International Airport.

The outdoor advertising locations include exterior wrapping and interior displays on O'Hare Airport Transit System (ATS) cars and displays at ATS stations.

JCDecaux Chicago Airport has agreed to an annual percentage fee of 50 percent of sales. If approved, the agreement would take effect May 1, 2013 and be for a five-year term.

JCDecaux operates advertising programs in 175 airports in 18 countries, including John F. Kennedy International Airport (JFK) for the last 10 years, Los Angeles International Airport (LAX) for the past 5 years, Washington Dulles International Airport (IAD) for the past 13 years. JCDecaux has operated the street furniture advertising program for the City of Chicago for the past 10 years.

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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