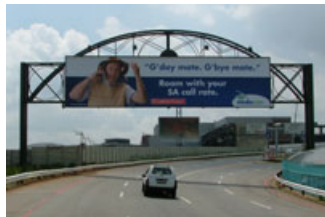


Advertising de-cluttering taking off at airports



Gantry at OR Tambo Airport

In line with international strategies toward the improvement of airport design, and the enhancement of the customer experience, ACSA and Clear Channel Outdoor have embarked on an advertising de-cluttering programme at all ACSA domestic and international airports. As part of this process, Clear Channel has consolidated several billboards within the airports and developed gantry billboards at entrances and exits, beginning with George Airport. A suite of different-sized advertising formats is still available at all passenger and visitor touch-points, catering for those brands with a smaller budget.

For more, visit: <https://www.bizcommunity.com>