



SOHO

Out of Home (OOH) Media Solutions

Version: April 24th, 2025

Important Notes

- ❑ Media space is not on hold and all availability must be re-confirmed prior to contracting.
- ❑ Printed Formats: Artwork built to spec is due no later than 6 weeks prior to the media start date.
- ❑ Digital OOH formats: Artwork built to spec is due 4 weeks prior to the media start date.
- ❑ All artwork is subject to pre-approval by airport and media companies.

To secure an OOH advertisement, please complete the [application](#) and return to Belinda Melder at bmelder@sohoonline.org or Jauron Valentine at jvalentine@sohoonline.org

Airport Media | George Bush Intercontinental (IAH)

IAH AIRLINES BY TERMINAL

TERMINAL A

Air Canada, Alaska, American, Delta, Frontier, JetBlue, Mesa Airlines, Skywest, Southwest, Spirit, WestJet

TERMINAL B

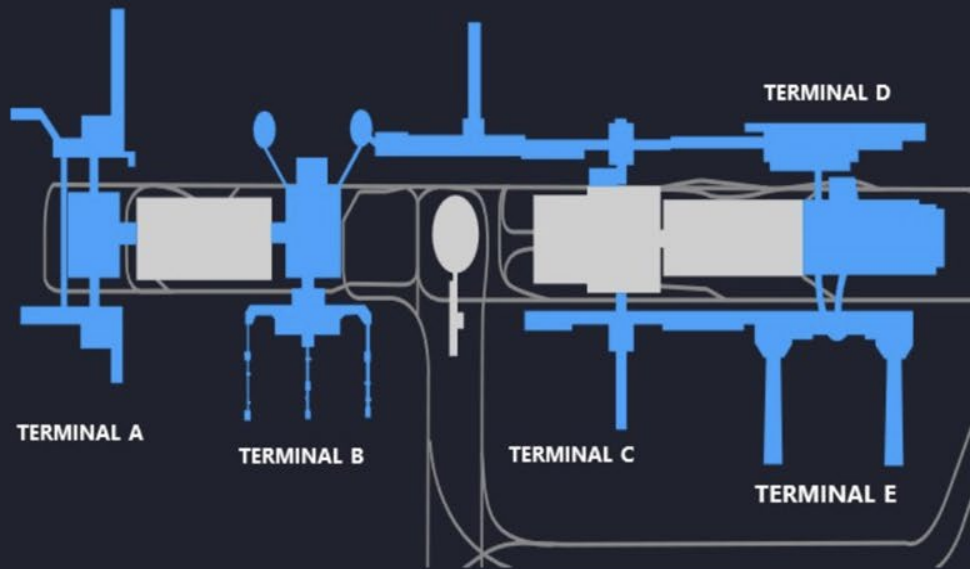
United Airlines, CommuteAir, Mesa Airlines, Skywest Airlines

TERMINAL C/E

United Airlines, Mesa Airlines

TERMINAL D

Air France, Air New Zealand, All Nippon, British Airways, Lufthansa, Emirates, EVA Airways, Frontier Airlines, KLM Royal Dutch, Qatar Airways, Spirit Airlines, Turkish Airlines, United Airlines, Volaris, Aero Mexico,





George Bush Intercontinental (IAH)

Prestige Digital Network

Description: A network of 92 strategically placed screens offering visibility in high traffic areas and pivotal points airport-wide.

Target: Arrivals and Departures

Investment: \$125,000

Availability: 9/1/25 - 9/7/25

Specs: various sizes needed - exact specs provided upon purchase

Materials Due By: 8/1/25

Notes:

- :10 spot, :80 Loop
- 12.5% Advertising SOV per spot
- 100 Day Prior Cancellation Policy;
Any production cost incurred is not cancellable nor refundable.



George Bush Intercontinental (IAH)

Gateway Digital Network

Description: A network of 44 strategically placed screens in high traffic areas and pivotal points in Terminals A,C,D.

Target: Domestic arrivals and International/Domestic departures

Investment: \$52,000

Availability: 9/1/25 - 9/7/25

Specs: 32" - exact specs provided upon purchase

Materials Due By: 8/1/25

Notes:

- :10 spot, :80 Loop
- 12.5% Advertising SOV per spot
- 100 Day Prior Cancellation Policy;
Any production cost incurred is not cancellable nor refundable.



George Bush Intercontinental (IAH)

Spectacular Digital Network

Description: A network of 7 large format LED screens in high traffic areas and pivotal points in Terminals A,C,E.

Target: Domestic arrivals and International/Domestic departures

Investment: \$72,500

Availability: 9/1/25 - 9/7/25

Specs: various sizes needed - exact specs provided upon purchase

Materials Due By: 8/1/25

Notes:

- :10 spot, :80 Loop
- 12.5% Advertising SOV per spot
- 100 Day Prior Cancellation Policy;

Any production cost incurred is not cancellable nor refundable.



George Bush Intercontinental (IAH)

Overhead Static Banner

Description: This sign reaches Terminal A arrivals heading down the stairs and escalators to baggage claim.

Target: Terminal A arrivals

Investment: \$40,000

Availability: 8/25/25 - 9/7/25

Specs: 48"H x 219"W - exact specs provided upon purchase

Materials Due By: 7/14/25

Notes:

- Includes (1x) Production, Installation, Removal
- 100 Day Prior Cancellation Policy; any production cost incurred is not cancellable nor refundable.

George Bush Intercontinental (IAH)

Static Banner Package

Description: This package of 2 signs reaches Terminal C arrivals in baggage claim. Signs are prominently positioned directly under the bag claim information boards, on both sides of the main information desk.

Target: Terminal C arrivals

Investment: \$82,500

Availability: 8/25/25 - 9/7/25

Specs: (2) 65.5"H x 224"W - exact specs provided upon purchase

Materials Due By: 7/14/25

Notes:

- Includes (1x) Production, Installation, Removal
- 100 Day Prior Cancellation Policy; Any production cost incurred is not cancellable nor refundable.



All media is subject to availability and is **not** on hold.

Airport Media | Houston Hobby (HOU)

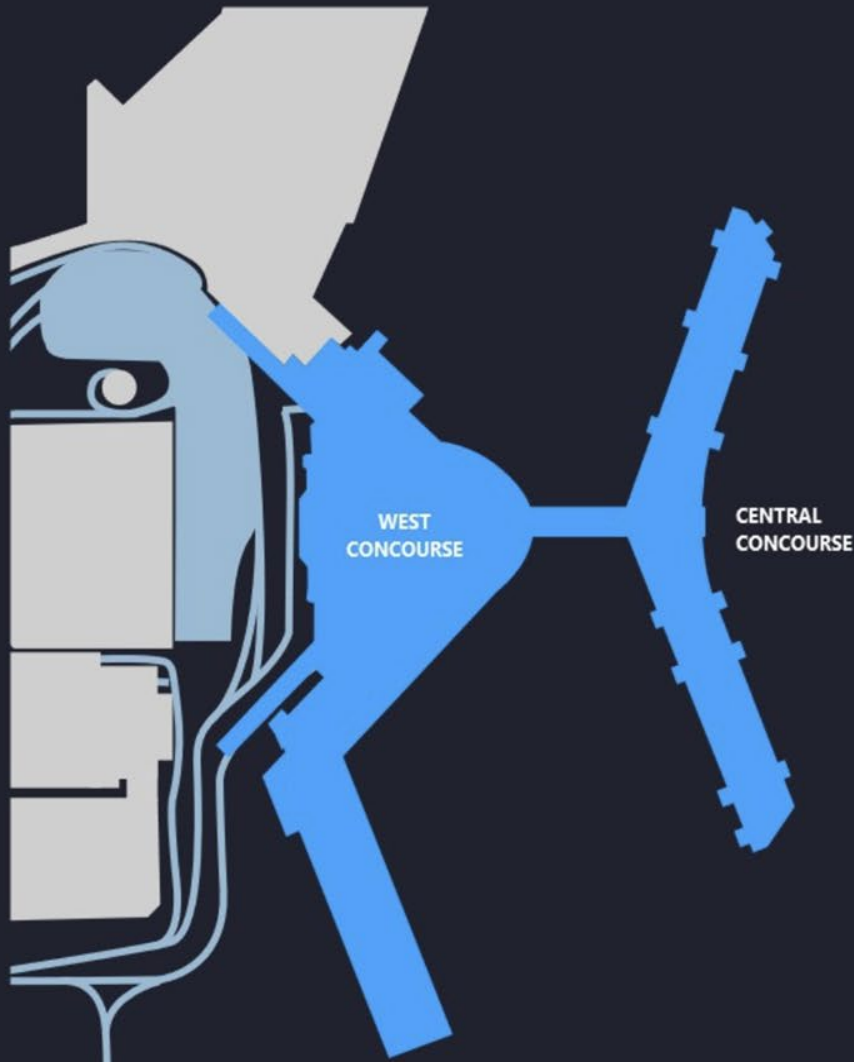
HOU AIRLINES BY TERMINAL

CENTRAL CONCOURSE

Allegiant Air, Delta, Envoy Air, Frontier Airlines, Mesa Airlines, PSA Airlines, Skywest Airlines, Southwest Airlines, Sun Country

WEST CONCOURSE

Southwest Airlines





Houston Hobby (HOU)

Prestige Digital Network

Description: A network of 16 strategically placed screens in high traffic areas and pivotal points throughout HOU.

Target: Arrivals and departures

Investment: \$47,500

Availability: 9/1/25 - 9/7/25

Specs: 70" - exact specs provided upon purchase

Materials Due By: 8/1/25

Notes:

- :10 spot, :80 Loop
 - 12.5% Advertising SOV per spot
 - 100 Day Prior Cancellation Policy;
- Any production cost incurred is not cancellable nor refundable.



Houston Hobby (HOU)

Digital LED Wall

Description: This large format LED wall captures 100% of domestic arrivals. Located in the West Concourse, it reaches passengers en route to baggage claim.

Target: Domestic arrivals

Investment: \$15,000

Availability: 9/1/25 - 9/7/25

Specs: 81"H x 144"W - exact specs provided upon purchase

Materials Due By: 8/1/25

Notes:

- :10 spot, :80 Loop
- 12.5% Advertising SOV per spot
- 100 Day Prior Cancellation Policy;
Any production cost incurred is not cancellable nor refundable.



Houston Hobby (HOU)

Baggage Claim Static

Description: This package of 5 large format signs are affixed to the walls above each baggage carousel.

Target: All domestic arrivals utilizing baggage claim

Investment: \$65,000

Availability: 8/25/25 - 9/7/25

Specs: (5) 45"H x 165"W - exact specs provided upon purchase

Materials Due By: 7/14/25

Notes:

- Includes (1x) Production, Installation, Removal
- 100 Day Prior Cancellation Policy;
Any production cost incurred is not cancellable nor refundable.



Houston Hobby (HOU)

Column Wrap Domination

Description: This package of 5 wrapped columns offers 1 sponsor the opportunity to have commanding presence in the corridor leading to baggage claim.

Target: All domestic arrivals utilizing baggage claim

Investment: \$50,000

Availability: 8/25/25 - 9/7/25

Specs: (5) 88.75"H x 94.25"W - exact specs provided upon purchase

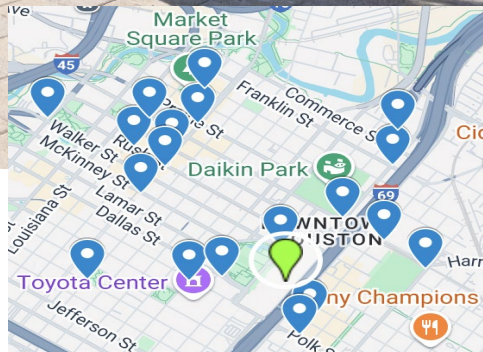
Materials Due By: 7/14/25

Notes:

- Includes (1x) Production, Installation, Removal
- 100 Day Prior Cancellation Policy; Any production cost incurred is not cancellable nor refundable.

All media is subject to availability and is **not** on hold.

City-wide 00H



Interactive Digital Kiosks

19 units, 1 side per

Description: Prime sponsor advertising space located on digital kiosks within 1 mile radius of Convention Center. Coverage near hotels, restaurants, cultural institutions, and nightlife.

Investment: \$25,000

Availability: 9/1/25 - 9/7/25

Specs: 65" - exact specs provided upon purchase

Materials Due By: 8/1/25

Notes:

- Sold as a network
- Spot length :10
- 12.5% digital SOV
- Multiple spots available
- 75-day prior cancellation policy. Any production cost incurred is not cancellable nor refundable.

All media is subject to availability and is **not** on hold.



Static Billboard #7184
59N S/O Will Clayton W/S F/N

Description: Prime sponsor advertising space located on I-69 reaching traffic exiting IAH Airport en route to downtown Houston.

Investment: \$20,000

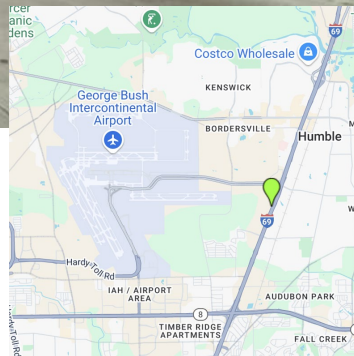
Availability: 8/18/25 - 9/14/25

Specs: 14'H x 48'W - exact specs provided upon purchase

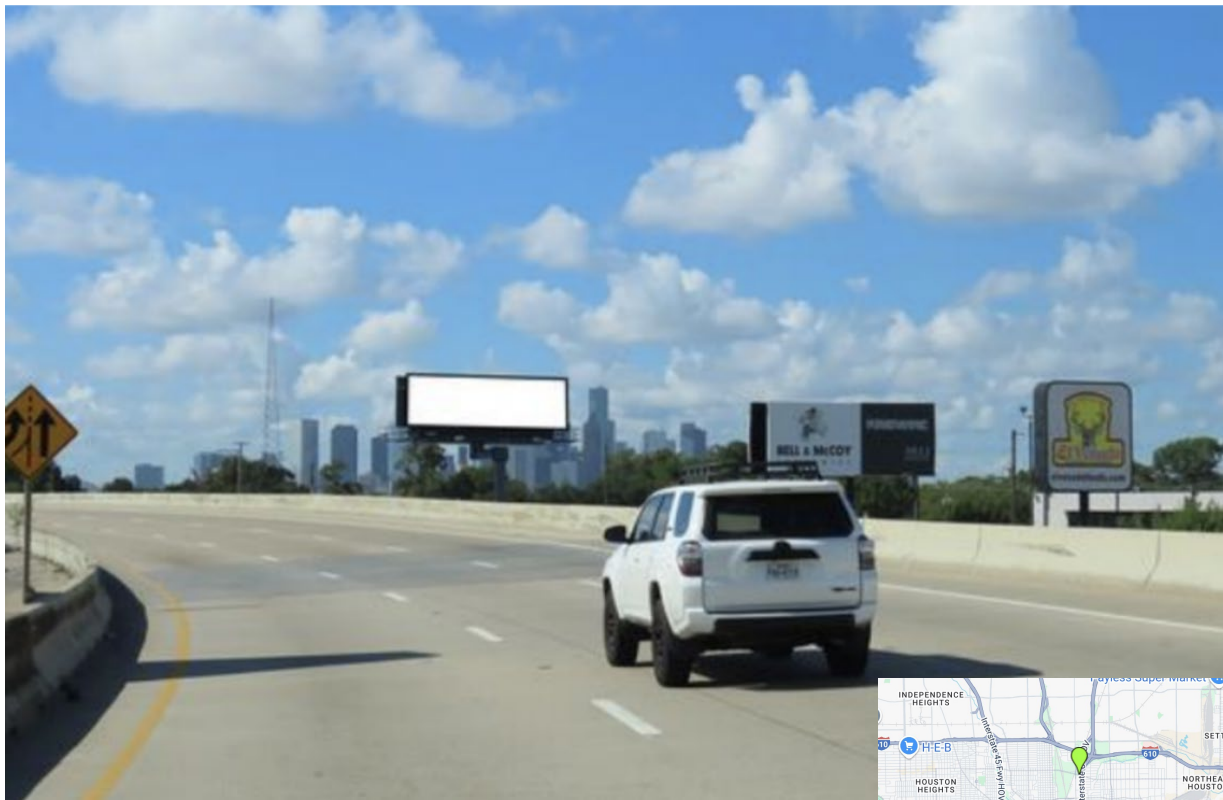
Materials Due By: 7/7/25

Notes:

- Includes media, (1x) production, installation, removal
- 75-day prior cancellation policy.



*All media is subject to availability and is **not** on hold.*



Static Billboard #9938
I-69 Eastex Frwy WS 200ft N/O Cavalcade
F/N

Description: Prime sponsor advertising space located on I-69 reaching traffic heading south from IAH Airport en route to downtown Houston.

Investment: \$20,000

Availability: 8/25/25 - 9/7/25

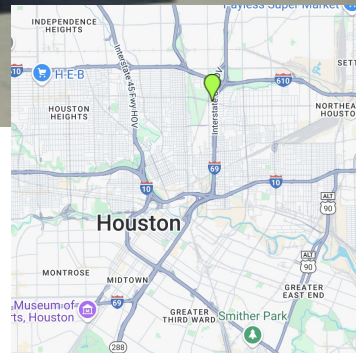
Specs: 14'H x 48'W - exact specs provided upon purchase

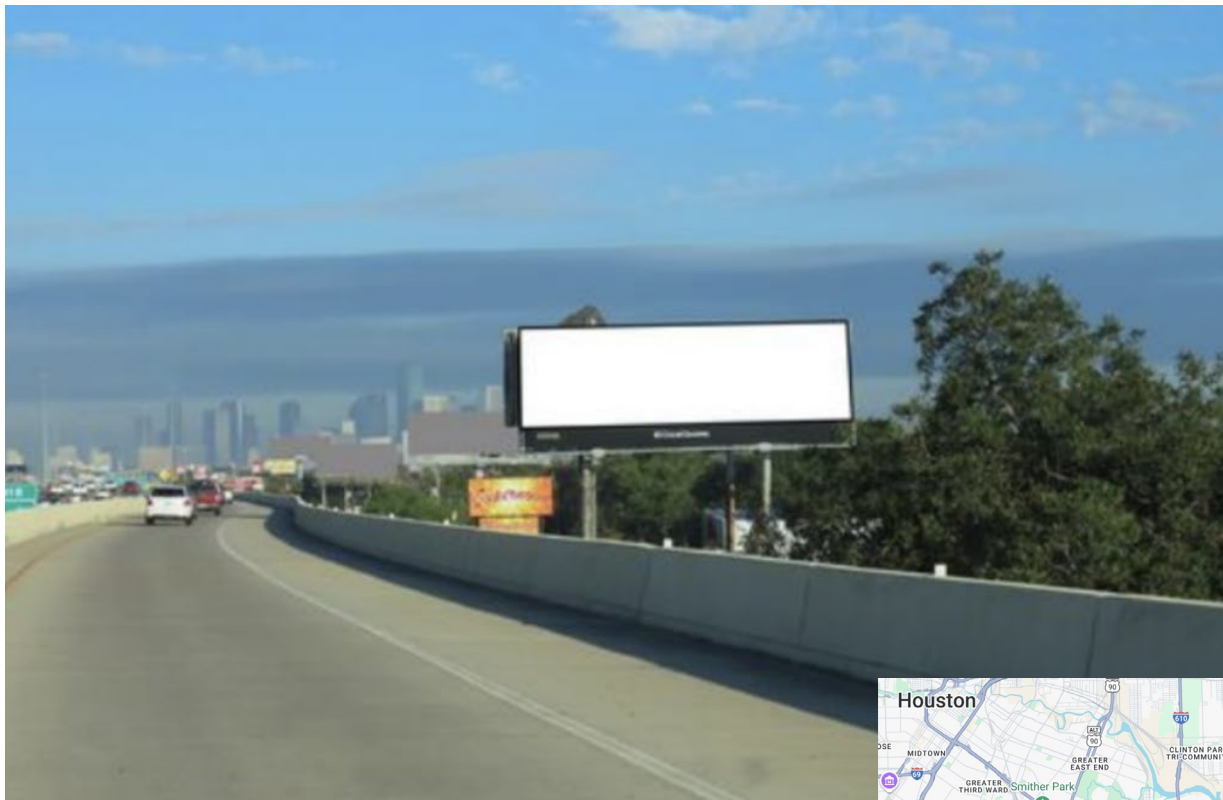
Materials Due By: 7/14/25

Notes:

- Includes media, (1x) production, installation, removal
- 75-day prior cancellation policy.

*All media is subject to availability and is **not** on hold.*





Static Billboard #7048
I-45 Gulf Frwy ES 0.2mi S/O Griggs F/S

Description: Prime sponsor advertising space located on I-45 reaching traffic heading north from HOU Airport en route to downtown Houston.

Investment: \$15,000

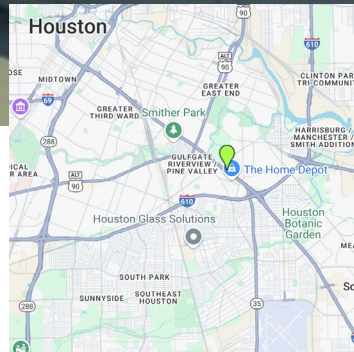
Availability: 8/25/25 - 9/7/25

Specs: 14'H x 48'W - exact specs provided upon purchase

Materials Due By: 7/14/25

Notes:

- Includes media, (1x) production, installation, removal
- 75-day prior cancellation policy.



*All media is subject to availability and is **not** on hold.*

Static Billboard #3020
I-45S & Jean E/S F/S



Description: Prime sponsor advertising space located on I-45 reaching traffic heading north from HOU Airport en route to downtown Houston.

Investment: \$16,500

Availability: 8/18/25 - 9/14/25

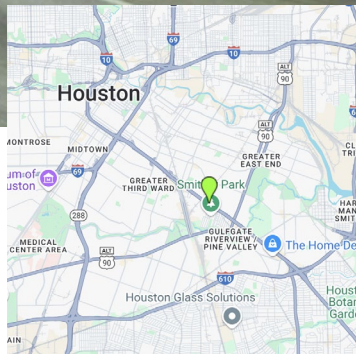
Specs: 14'H x 48'W - exact specs provided upon purchase

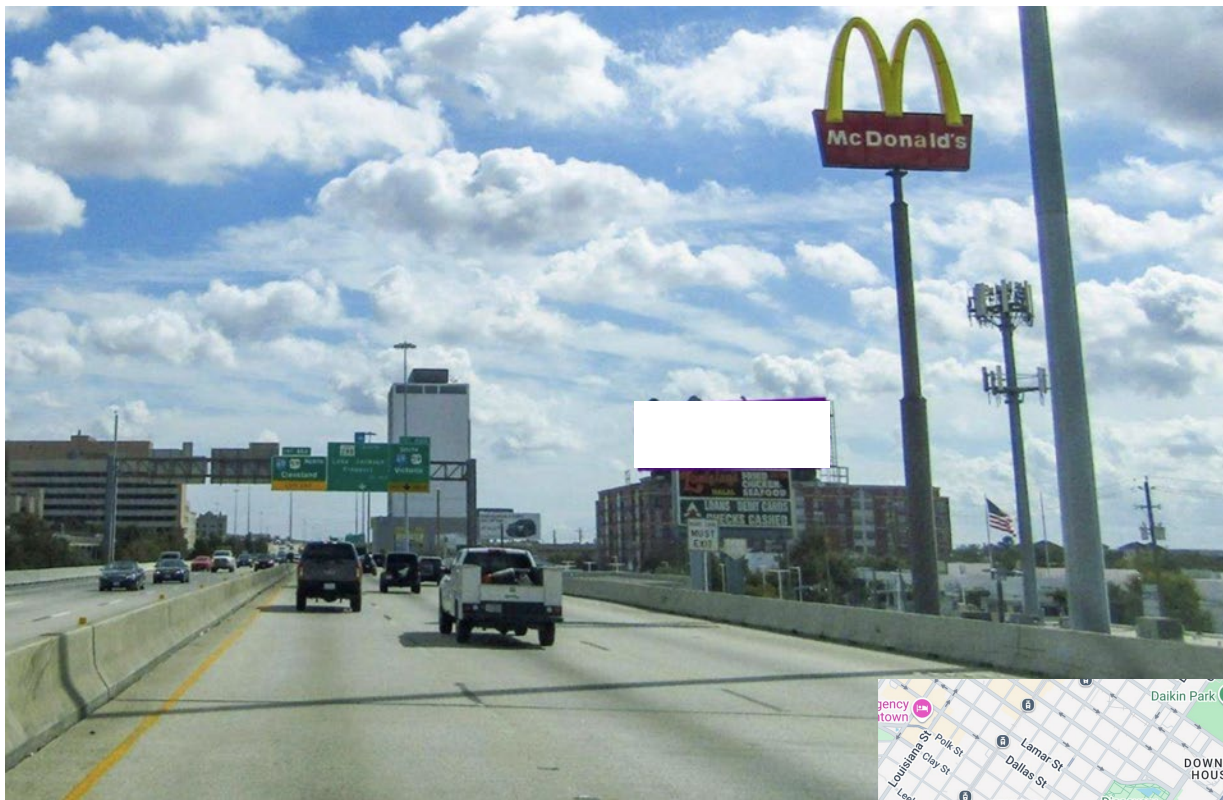
Materials Due By: 7/7/25

Notes:

- Includes media, (1x) production, installation, removal
- 75-day prior cancellation policy.

*All media is subject to availability and is **not** on hold.*





Static Billboard #1782
I-45S & Fannin W/S F/N

Description: Prime sponsor advertising space located on I-45 reaching traffic heading south to points downtown Houston.

Investment: \$37,000

Availability: 9/1/25 - 9/28/25

Specs: 14'H x 48'W - exact specs provided upon purchase

Materials Due By: 7/20/25

Notes:

- Includes media, (1x) production, installation, removal
- 75-day prior cancellation policy.

All media is subject to availability and is **not** on hold.

Transit Media

UBER

IN-APP JOURNEY ADS

These strategically placed ad units within the Uber app are designed to connect with your most coveted audience while they are moving with purpose at SOHO.

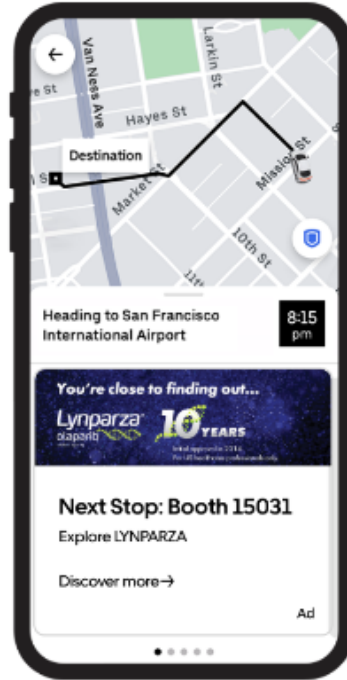
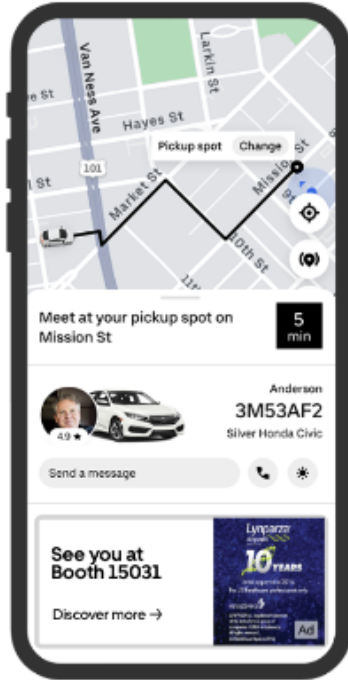
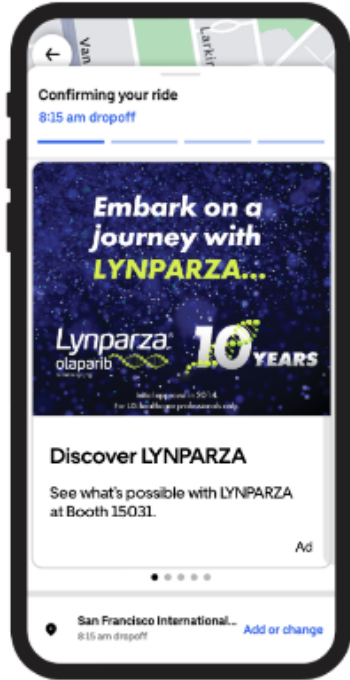
Est. 50K rides per package.

Investment: \$100,000 per package

Availability: Limited, 3 packages available, 9/2/25 - 9/7/25

Specs: 3 sizes needed - exact specs provided upon purchase

Materials Due By: 8/1/25



All media is subject to availability and is **not** on hold. **All messaging requires UBER approvals. UBER has creative restrictions and must only include booth driver messaging.** Prior Samples and Guidelines available with specs.

LYFT

LYFT IN-APP JOURNEY ADS

These strategically placed ad units within the Lyft app are designed to connect with your most coveted audience while they are moving with purpose at SOHO. Can be shared across multiple brands of same sponsor.

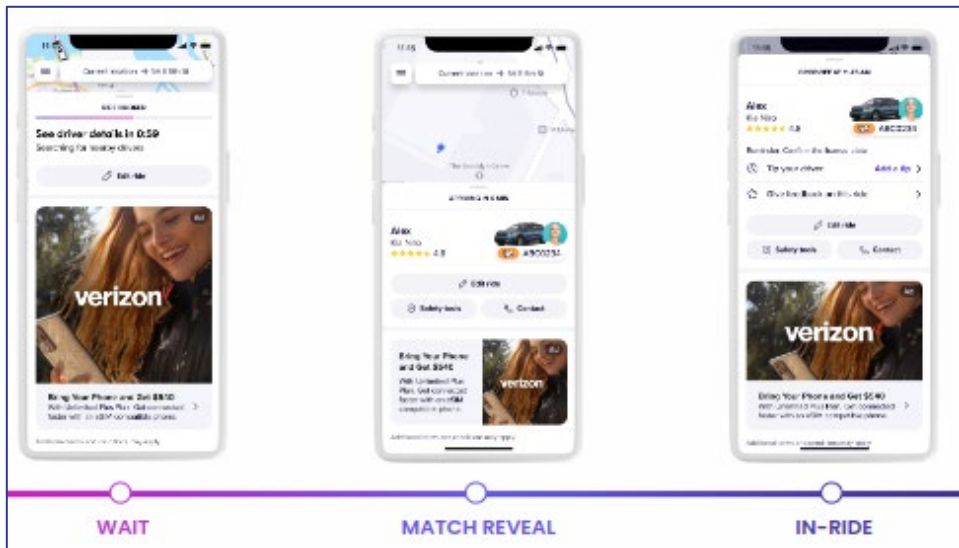
Est. 200K rides.

Investment: \$100,000

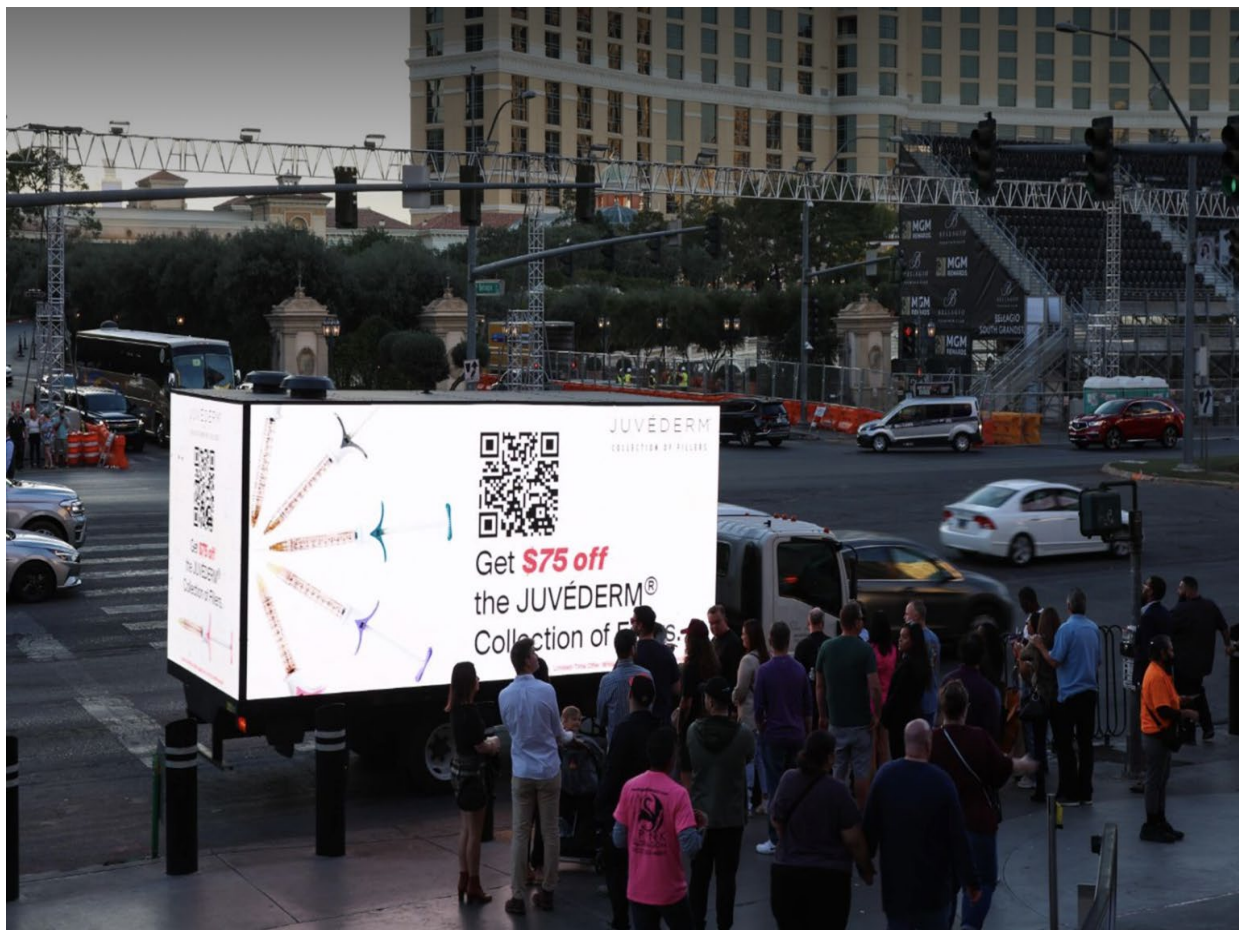
Availability: Exclusive 1 package,
9/1/25 - 9/7/25

Specs: 3 sizes needed - exact specs
provided upon purchase

Materials Due By: 8/1/25



All media is subject to availability and is **not** on hold. **All messaging requires Lyft approvals. Lyft has creative restrictions and must only include booth driver messaging.** Prior Samples and Guidelines available with specs.



Digital Mobile Trucks

Description: Opportunity to own 100% SOV on 3 sides of digital trucks. Routes can be 100% customized to cover the convention center, hotels and other key event areas.

Investment: \$20,000

Availability: 9/3/25 - 9/6/25

Specs: 1280 px W x 720 px H

720 px W x 720 px H

exact specs provided upon purchase

Materials Due By: 8/1/25

Notes:

- 8 consecutive hours/day, schedule TBD
- Multiple trucks/packages available
- 75-day prior cancellation policy



All media is subject to availability and is **not** on hold.

Pedicabs Wraps

Description: Opportunity to wrap a package of 5 free ride pedicabs for conference attendees. Pedicabs will focus on key conference hotels. Attendees show their SOHO event badge/lanyard to receive the free ride.

Investment: \$75,000

Availability: 9/3/25 - 9/6/25

Specs: exact specs provided upon purchase

Materials Due By: 7/18/25

Notes:

- 8 consecutive hours/day, schedule TBD
- Imps (not measured)
- Sold as a package.
- Includes 1x production, installation, removal.
- The sponsor can also provide branded apparel for the drivers to wear during the activation (sponsor to provide).
- Non-Cancellable. **Operates rain or shine.**
- 50% of cost due 30-days prior to the start date