



## **Lamar Advertising Secures 7-Year Deal to Manage All Advertising at St. Louis Lambert International Airport**

November 30, 2023

### **Lamar to Upgrade and Add Both Static and Digital Advertising Displays at Third-Busiest Medium-Sized Airport in the U.S.**

Baton Rouge, LA – November 30, 2023 – Lamar Advertising Company (Nasdaq: LAMR) today announced the company’s airport advertising team has been awarded a 7-year contract to manage all airport advertising at St. Louis Lambert International Airport, the third largest medium-hub airport in the U.S. Lamar will completely overhaul existing static advertising displays throughout the airport while upgrading and adding to existing digital inventory.

“Lamar has a strong and established track record of creating enhanced advertising opportunities for brands at airports across the country, while also enabling airports to generate additional revenue,” said Rhonda Hamm-Niebruegge, St. Louis Airport Director. “We are excited to have Lamar manage our advertising program and are confident that our passengers will enjoy the updated aesthetic through the airport.”

Lamar took over the management of the 50 static advertising displays in the airport’s three concourses as well as the digital networks that engage passengers at every stage of their journey on November 1st. Lamar will modernize existing static displays and add new LED digital screens in each concourse. From small businesses to the seven Fortune 500 companies that call St. Louis home, advertisers of any size or budget will be able to leverage Lamar’s network to engage an audience of affluent air travelers throughout their time at the airport. In addition, the St. Louis digital airport advertising inventory is available to be purchased programmatically on Vistar Media.

Lamar Advertising at STL Airport

“With nearly 14 million passengers served and more than 270 daily departures, Lambert Field is one of the busiest medium-sized airports in the country, as well as one of the most historic in the U.S.,” said Casey Sexton, President of Lamar Transit and Airports. “In modernizing and expanding both static and digital inventory throughout the airport, we will offer advertisers exciting opportunities to create new brand connections with leisure and business travelers. We’re very pleased to add St. Louis to our growing roster of airports.”

For more information, please visit [lamar.com/airportadvertising](https://lamar.com/airportadvertising).

#### **About Lamar Advertising Company**

Founded in 1902, Lamar Advertising (Nasdaq: LAMR) is one of the largest outdoor advertising companies in North America, with approximately 363,000 displays across the United States and Canada. Lamar offers advertisers a variety of billboard, interstate logo, transit and airport advertising formats, helping both local businesses and national brands reach broad audiences every day. In addition to its more traditional out-of-home inventory, Lamar is proud to offer its customers the largest network of digital billboards in the United States with over 4,700 displays. Please feel free to explore our website [www.lamar.com](https://www.lamar.com) or contact us at [hello@lamar.com](mailto:hello@lamar.com) for additional information.

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