

# OIA fliers may see ads in security-checkpoint bins

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Soon, as travelers toss their watches, spare change, cell phones, belts and shoes into security bins at Orlando International Airport security checkpoints, they might be advised that Hanes makes good briefs.

Or that zappos.com sells good shoes. Or maybe that a particular mobile phone company has good service.

Today, the Greater Orlando Aviation Authority will consider allowing advertising in the bins used by the Transportation Security Administration to carry items through security scanners.

Under the arrangement, Security Point Media of St. Petersburg would provide new bins, with ads printed on the inside bottoms. Advertising would be sold by JC Decaux, the company that sells display ads throughout the airport.

The aviation authority would receive 15 percent of the ad revenue. There was no clear indication how much money that might total; no one at the authority was available Tuesday to discuss the deal.

At Jacksonville International Airport, a smaller airport which has allowed security bin advertising by such companies as Hanes Brands and zappos.com since 2007, the airport collects up to \$300 a month per security lane.

"It's an advertisement popping up in an unusual situation. That has a buzz about it," said Andrew D. Korniczky, J.C. Decaux vice president, regional sales.

With TSA's blessing, Security Point Media introduced bin advertising at Los Angeles International Airport in 2006. Currently 20 airports allow it, including all three major New York City-area airports,

The TSA receives no money, though Security Point Media provides the bins, carts and tables. And the bins are replaced regularly – in Jacksonville every 90 days. "Our bins never look gross. They never get sticky or look worn," said Robin Camputaro, manager of advertising and concessions there.

She said she's heard no complaints from anyone about ubiquitous advertising.

"I haven't heard anything negative about it," she said. "Most people think it's cool. They do notice it. They do see it."

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