



JET AIRWAYS 



IndiGo


Airline Online Media

Did this question just pop up in you head??

Why choose Airline Online Media ??????

Because.....

- ✈ ***Easy to share*** – *The recipients can forward and share the page at the click of a button.....*
- ✈ ***Easy to create*** – *It doesn't necessarily require a huge team of technical nous in order to be successful. It's certainly possible to jazz up an email campaign with fancy templates, images and logos. Yet, some of the most successful campaigns utilise simple plain texts, suggesting that it's the content of an email that is the most important thing.*
- ✈ ***Easy to Track*** – *Everything move can be tracked. See who clicked on the link and much more.....*

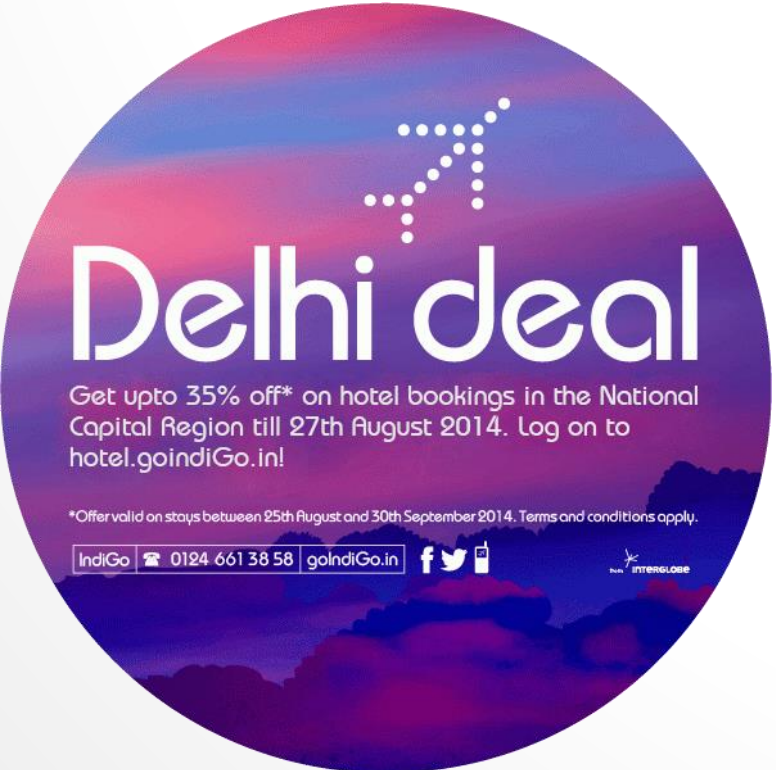


How would you like your brand to Engage / Talk
to your audience
when they are connected ?

Captive Audience, No Distractions, High Recall, Long Dwell Time!!!!

Promotional Emailers – SpiceJet & IndiGo

Customised messages with hyperlinks offer direct promotional opportunity. Get direct access to Airline’s database. Update customers about new schemes, products and other various promotional activities. Reach out to a large integrated target audience. Well-guarded spam filters and regularly updated Airline’s database offer a higher success rate.



Run A Contests With Promotional Emailers – Jet Airways

Contests with Promotional E-Mailers



Book your tickets online

and get a chance to buy “Your Brand”

@

Rs. 100/-

*conditions apply...

- Get direct access to Jet Airways’ database and reach out to a large integrated target audience
- Update customers about new schemes, products and other various promotional activities. Target Audience can be segregated into country, state, city, gender, domestic/international passengers, etc...
- Segregation can be done based on Jet Airways’ Database of 30 Lac Strong Frequent Fliers.
- Well-guarded spam filters and regularly updated Jet Airways’ database offer a higher success rate.
- Includes E-mailers, Inflight Announcements, website banners and much more.

Home Page Banner – Jet Airways

This form of banner advertising involves inserting an advertisement into a web page. These are also known as "click through". Your Ad will show up on the home page of Jet Airways and when clicked will take the traffic directly to your website/domain.

Available in 2 sizes :

- Banner (Full)
- Banner (Half)

Home Page Banner - Full



Dimensions 414 X 207 pixels
Acceptable Formats JPEG (40 kB) **Type** Clickable

Home Page Banner - Half



Dimensions 413 X 94 pixels
Acceptable Formats JPEG (25 kB) **Type** Clickable

Jet Privilege Section – Jet Airways

Your brand can be seen to the niche, frequent fliers who are a member of the Jet Privilege. Once a member logs into his/her Jet Privilege account, your Ad banner will be visible to him/her on the screen throughout.

Online Media – Jet Privilege Section (Post Login)



Dimensions 195 X 200 pixels
Acceptable Formats JPEG, GIF (25 kB) **Type** Clickable

Wait Page Banner – Jet Airways

Every time the server is busy looking up for the requests entered by a passenger on the Jet Airways website, your brand/Advertisement will be visible in the centre of the screen with a small message saying “please wait while we process your requests. Since this will take a few seconds please don’t close the window”. This medium leaves the passenger with no option but to wait and look at the screen.

Online Media – Wait Page Banner



Dimensions 640 X 250 pixels
Acceptable Formats GIF (40 kB) **Type** Clickable

Web Check-in Boarding Pass – Jet Airways

The brand message appears once the passenger does web check-in before the flight on the Boarding Pass. The advertising banner is clickable transporting passengers to your domain. Once the Web check-in Boarding Pass is printed the Ad is visible providing repeat exposure.

Online Media – Web Check-in Boarding Pass



Dimensions
575 X 70 pixels
Acceptable Formats GIF (15 kB) **Type** Non Clickable

FAQs for Jet Airways

1. Is the e-ticket branding visible to all passengers who take a print out of the e-ticket, irrespective of the source of booking?

Visible to passengers who book online on jetairways.com only.

2. What will be the impression/ views for the e-tickets per month.

2 Lacs approx per month

3. Can we explore branding on the emails that have the e-tickets as attachments?

Yes it is already being done for certain leading brands.

4. Talking about the promotional e mailers, are these sent promoting Jet Airways offers or can they be branded with third party completely.

Sorry Jet Airways does not do Promotional E-Mailers for 3rd party brands unless they are apart of the Jet Privilege Program. other options available.

5. What is the size of the database we're talking about and how recent is the same?

3 million is the verified database, as recent as Dec 2013

6. Is it possible to do target database like only ticket bookings from a particular city or only to passenger base flying into a particular city?

For E-Ticket branding Jet Airways cannot target people booking flights to a specific destination.

FAQs for SpiceJet

1. Is the e-ticket branding visible to all passengers who take a print out of the e-ticket, irrespective of the source of booking?
Yes. If somebody is taking a print out of its itinerary sent to them by Spicejet or has been retrieved on the website can see this banner. The itinerary sent out to passengers by Our Travel Agency's will not have this banner.
2. What will be the impression/ views for the e-tickets per month.
Estimate of 1 million
3. Can we explore branding on the emails that have the e-tickets as attachments?
No.
4. Talking about the promotional e mailers, are these sent promoting SpiceJet offers or can they be branded with third party completely.
Both options available.
5. What is the size of the database we're talking about and how recent is the same?
1 million is the verified database, as recent as Dec 2013
6. Is it possible to do target database like only ticket bookings from a particular city or only to passenger base flying into a particular city?
Not possible.

FAQs for IndiGo

1. Is the e-ticket branding visible to all passengers who take a print out of the e-ticket, irrespective of the source of booking?

No. Visible only to those passengers who book on www.goindigo.in

2. What will be the impression / views for the e-tickets per month.

5 Lacs

3. Can we explore branding on the emails that have the e-tickets as attachments?

No

4. Talking about the promotional e mailers, are these sent promoting IndiGo offers or can they be branded with third party completely.

Both options available








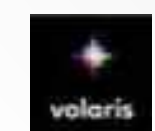


















5. What is the size of the database we're talking about and how recent is the same?

Minimum database size is 5 Lacs

6. Is it possible to do target database like only ticket bookings from a particular city or only to passenger base flying into a particular city?

We can look at a Metro / Non-Metro Filter possible

Our Airline Partners

	<p>Fleet Size: 47 Destinations: 55 Base: Manila, Philippines</p>		<p>Fleet Size: 22 Destinations: 35 Base: Singapore</p>		<p>Fleet Size: 25 Destinations: 60 Base: Riga, Mārupe, Latvia</p>		<p>Fleet Size: 26 Destinations: 32 Base: Manama, Bahrain</p>
	<p>Fleet Size: 23 Destinations: 61 Base: Colombo, Sri Lanka</p>		<p>Fleet Size: 34 Destinations: 89 Base: Sharjah, UAE</p>		<p>Fleet Size: 47 Destinations: 77 Base: Dublin, Ireland</p>		<p>Fleet Size: 44 Destinations: 39 Base: Mexico City, Mexico</p>
	<p>Fleet Size: 37 Destinations: 26 Base: Bangkok, Thailand</p>		<p>Fleet Size: 24 Destinations: 23 Base: Riyadh, Saudi Arabia</p>		<p>Fleet Size: 8 Destinations: 26 Base: Bucharest, Romania</p>		<p>Fleet Size: 19 Destinations: 22 Base: Saint John's, Antigua and Barbuda</p>
	<p>Fleet Size: 115 Destinations: 78 Base: Mumbai, India</p>		<p>Fleet Size: 48 Destinations: 96 Base: London-Gatwick, United Kingdom</p>		<p>Fleet Size: 6 Destinations: 28 Base: Bologna, Italy</p>		<p>Fleet Size: 7 Destinations: 25 Base: Nassau, Bahamas</p>
	<p>Fleet Size: 58 Destinations: 54 Base: Delhi, India</p>		<p>Fleet Size: 22 Destinations: 105 Base: Brussels, Belgium</p>		<p>Fleet Size: 74 Destinations: 99 Base: Bellingham, Washington, USA</p>		<p>Fleet Size: 21 Destinations: 60 Base: Montreal, Canada</p>
	<p>Fleet Size: 75 Destinations: 36 Base: Delhi, India</p>		<p>Fleet Size: 45 Destinations: 93 Base: Budapest, Hungary</p>		<p>Fleet Size: 32 Destinations: 65 Base: Toronto, Canada</p>		<p>Fleet Size: 23 Destinations: 18 Base: Piarco, Trinidad and Tobago</p>
			<p>Fleet Size: 6 Destinations: 19 Base: Nicosia, Cyprus</p>		<p>Fleet Size: 55 Destinations: 57 Base: Miramar, Florida</p>		