



Why Airline Media???

Because.....

Reach high net worth captive customers for distraction free viewing of your ads for 1 – 5 hrs.

High dwell time allows for a greater depth of engagement with a captive audience, greater levels of recall, retention and higher levels of motivation and brand empathy.

Studies show that over 80% people who saw Inflight Advertisements during their flight were able to recall the brand/message with over 35% increase in intent to purchase.

No other traditional advertising media is able to achieve even half the unaided recall of in-flight advertising.

Best way to reach out to both the Business Traveller as well as the Leisure Traveller.

Inflight Sampling

The Best way to engage high fliers for a new-to-be-launched product or get them to taste / experience your product which has already been in the market. Results in Goodwill for the brand and an amazing recall value from its target audience. This is an absolute WIN WIN situation of all. And the options to explore this Media are plenty – From Sim Cards to Brochures, Cookies to Chocolates, Toothpaste to perfume samples.....



Meal Tray Cards

These Credit Card shaped Meal tray cards are placed on each meal tray before being handed over to the passengers. Jet Airways is a full service carrier serving meals to every passenger making this media impossible to miss.



Online Contest

Jet Airways will run an online Contest, where the passengers stand a chance of winning your product if they book their tickets through the Jet Airways website.

“Book your Ticket Online & win a XXXXX free Every Day”

The contest will be communicated to all passengers via Emailers, home page / web page banners, inflight announcements, Tent cards at airport check-in counters (where possible), social media integration

Deliverables include supply of 30 units of their product

Advertising Type	Rate (Rs.) Per Month	Production (Rs.) Per Month
Online Contest		-

Taxes Extra as applicable
Lead time 2-3 weeks.

Online Branding Options

Email E-Ticket Footer – The Brand message appears on the bottom of the E-Ticket, both onscreen during the ticketing process and on the printed card, giving integrated messaging via online and print mediums. Provides great exposure and high recall value.

Jet Airways			
Ad Space	Page Views Per Month	Rates	Per Ad Space
	QTY	INR	INR
Email E-Tickets Footer	200,000		



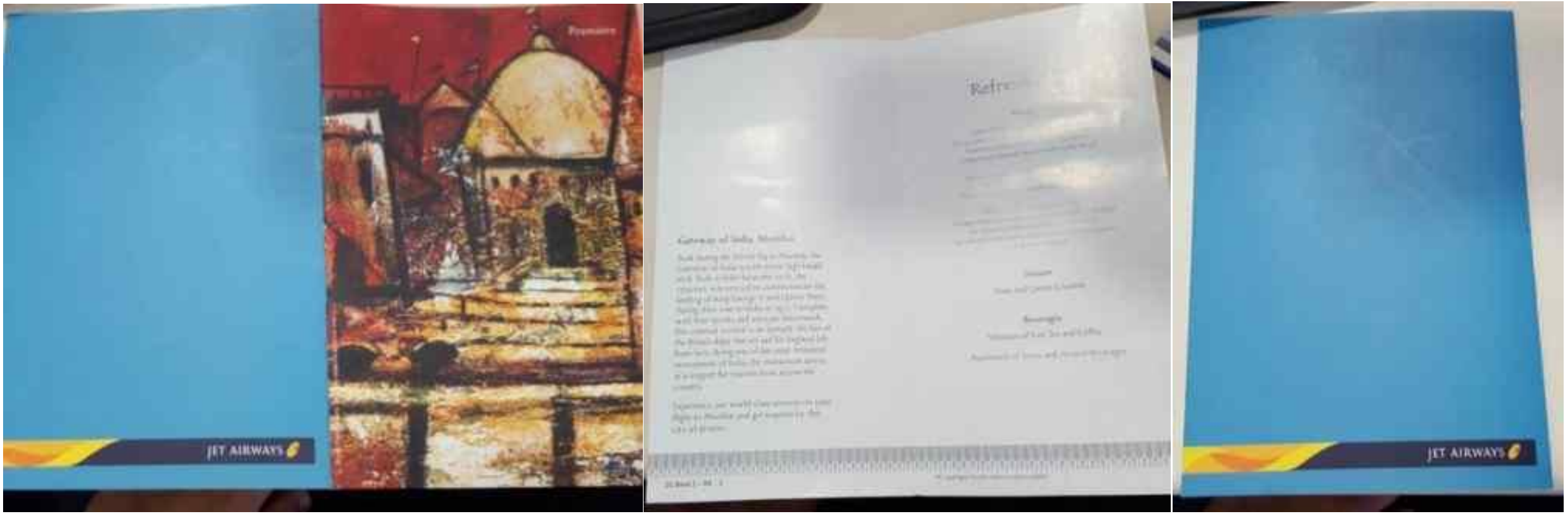
Dimension 575 X 70 pixels
Acceptable Formats GIF (15 kB)
Type Non Clickable

Menu Cards

Menu Card branding is available in Premiere Class only, for both Domestic and International sectors. Selection of choice of meals & beverages mentioned in this makes it a sure shot reading material. 100% visibility guaranteed.

These cards are handed out by the crew to the passenger.

The outside back cover of the menu card can be branded



Meal Boxes

This is yet another unique media for advertising your brands. These are served in specific sectors which fly from metros to Tier 2 cities. Exposure to a definite & captive audience. Meal boxes have a combined impact reaching maximum eyeballs. High level of brand recall and retention at an affordable cost. The inside top of the meal boxes can be branded.



Seatback Devices

Our Flagship Product – Placed right in front of every passenger, behind their meal tray tables.

By placing your product / brand here you get to display multiple creatives on each row. Each seatback in a row is visible to all the 3 passengers.

View time of 1 – 8 hours per flight, the seatback devices are perfectly sized for a one - one interaction with the passenger.



Tamper Free

Visible to every passenger while the tray table is in its upright and locked position.
Patented locking mechanism ensures the ad is tamper free.

Apart from flying domestic during the day, several aircrafts fly 1 international sector at night to S.E. Asia & the Middle East





Imagine an aircraft, with YOUR brand advertised on its entire fuselage. The large flying billboard sure gets noticed across the country and ensures people talk about it. No other form of advertising comes close to capturing the attention of your audience. And that's not it..... The wrap can be promoted through print, tv & online media giving you a complete 360 degrees outlook. Unique and Innovative concept that ensures millions of eyeballs and great recall.

WRAP

Why Advertise on Jet Airways???

Because.....

Jet Airways is India's premier international airline operating flights to **68 destinations**, including 48 in India and 20 across the world with .

Jet Airways robust domestic network in India spans the length and breadth of the country covering metro cities, state capitals and emerging destinations. Beyond India, Jet Airways operates flights to key international destinations in South East Asia, South Asia, Middle East, Europe and North America.

The Jet Airways currently operates a fleet of **115 aircraft**, comprising Boeing 777-300 ERs, Airbus A330-200 / 300, Next Generation Boeing 737s and ATR 72-500 / 600s.

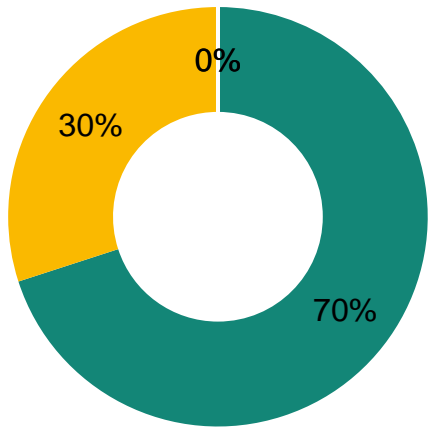
With an average age of 6.63 years, this is one of the youngest fleets in the region ferrying over **2.0 million passengers** every month across its global network. [1.50 mn domestic, 0.65 mn to North America, Europe, South East Asia & Middle East]

Jet Airways together with airberlin, Air Serbia, Air Seychelles, Alitalia, Etihad Airways, Etihad Regional operated by Darwin Airline, and NIKI, participates in **Etihad Airways Partners**, which brings together like-minded airlines to offer customers more choice through improved networks and schedules and enhanced frequent flyer benefits.

Jet Airways Passenger Demographics

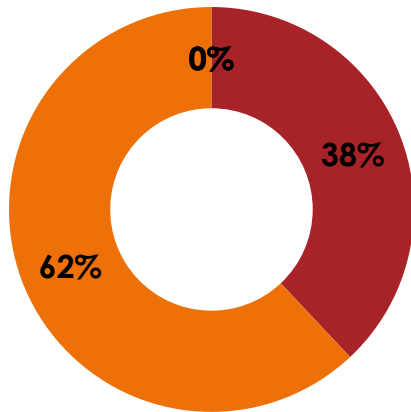
Traffic

■ Domestic ■ International/Onward



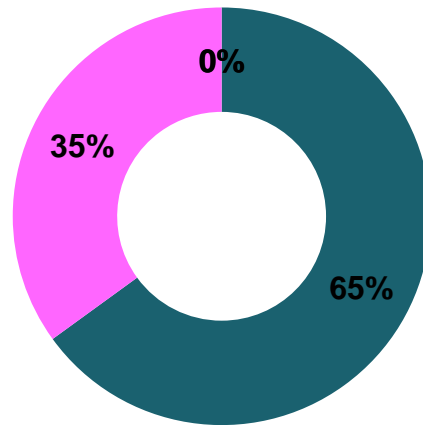
Travel Mode

■ Leisure ■ Business



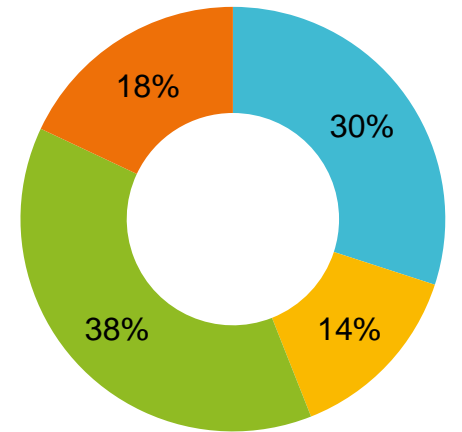
Gender Ratio

■ Male ■ Female



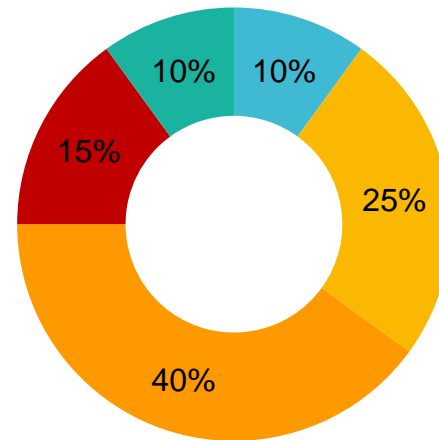
Income

■ SME ■ PSU
■ Salaried ■ Others



Age

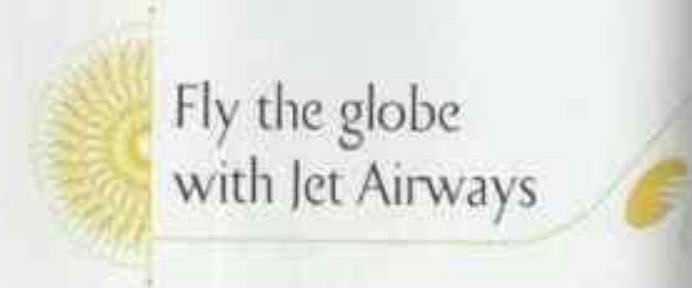
■ Below 20 ■ 21 - 35
■ 36 - 45 ■ 46 - 60
■ 60 and above





Route Map : India

48 Domestic Destinations | 20 International Destinations | 115 aircrafts | Over 20 million passengers annually



Route Map : INTERNATIONAL (Asia)

48 Domestic Destinations | 20 International Destinations | 115 aircrafts | Over 20 million passengers annually