

# ONBOARD ADVERTISING PROGRAM

*Prepared by:*

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**badermedia**  
The Travel Marketing Company

## *innovative advertising opportunities:*

In our busy, on-the-go world where consumers are distracted more than ever, we know advertisers are seeking ways that provide a guarantee their message will reach the consumer. Bader Media provides a program that practically eliminates distractions and ensures your message will be seen. Imagine no TiVo for a consumer to record and fast-forward through your message, no cell phones or traffic to distract from the billboard, no rushing past your sign. We provide an environment where the consumer is stationary with the ability to focus on nothing but your brand, media and message for an average of 3 non-stop flight hours! You will have several options when you purchase this new medium. With all options, you can create a unique and cohesive message that will reinforce your brand in a professional and positive manner throughout the flight.

- ➔ *Seatback Advertising - This medium allows for advertising on the back of each tray table, using the subtle onboard advertising seatback device which can be viewed at all times the tray tables are upright.*
- ➔ *Overhead Bin Advertising – This medium allows an advertiser to create an appealing and flowing advertising message from the front to the back of the aircraft or provide a unique message on each bin.*
- ➔ *Bulkhead Advertising – This provides the first message passengers see when they enter the aircraft and the main image they see when walking up or down the aisle during the flight.*
- ➔ *Window Area Advertising – With this medium, an advertiser can place a message above the window area and is generally used to further instill the message in other areas in the cabin without overwhelming verbiage.*
- ➔ *Tray Table Advertising – allows for a key message that grabs the passenger's attention for at least 40 minutes during each flight.*

## *interior cabin advertising*

The patent-pending process and program allows your message to be placed on bulkhead walls, overhead bins, window areas and over window walls, and other locations throughout the cabin. This provides you with the ability to purchase an entire aircraft interior and create a unique and cohesive message that will reinforce your brand in a professional and positive manner throughout the flight.



*Large creative ads can be placed on the bulkhead area, tray tables, overhead bins, or sidewall panels located above each window area attracting passenger attention throughout the flight.*



# onboard advertising options

Bader Media is now offering an exciting, innovative way to advertise through on board campaigns. Increase brand awareness by targeting a captive audience and positioning your logo and message on board every plane throughout our partner airlines range of destinations.

## *advertising program:*

We are proud to present the Brussels Airlines Onboard Advertising Program. No other advertising medium provides you with the ability to purchase an entire aircraft interior and create a unique and cohesive environment that grabs a person's attention and focuses them solely on your brand.

Imagine your brand and message throughout the aircraft in all key visual areas never before available! The Sky is no longer the limit and your graphic team can extend its reach into the sky with creative possibilities only limited by your goals and imagination.



## *media buy options:*

When purchasing the media space on Brussels Airlines Aircraft, you receive all major areas of the cabin which include the tray tables, overhead bins, areas above the windows, and bulkheads. We will provide the electronic templates for your graphic artists to begin the development of the creative artwork, or we are happy to work with you to assist with the completion of the graphic campaign. Campaigns are purchased per Aircraft per Quarter.

Pricing Per Aircraft if (5) Aircraft are Purchased	Monthly	Quarterly
Standard Media Pricing per Aircraft	€33,075	€99,225
Discount %	25%	25%
Discount Media Pricing per Aircraft	€24,500	€73,500
<b>Total Cost with Discount - (5 Aircraft)</b>	<b>€122,500</b>	<b>€367,500</b>

Production not included in media space. Production Fees - €9,800 per aircraft.

*Terms - Media Space: 50% upon signing – Balance net 30*

## *additional aspects of the program:*

**Your message will be placed on 5 of Brussels aircrafts especially flying to and from the destinations you wish to include in you campaign.**

*We look forward to the opportunity of working with you to create an exciting campaign that allows you to target these hard to reach consumers.*