

avatar airlines



Flying High Media Kit

2014

the airline

Avatar - an airline like no other

Avatar's business plan is unique, incorporating six individual profit centers in conjunction with the exclusive use of the Boeing 747 aircraft equipped with 539 economy seats and 42 business class seats, resulting in the industry's lowest cost per seat mile.

This allows Avatar to offer everyday fares between \$19 to \$99, depending on the destination and time of purchase.

Avatar profit centers include:

- a Passenger Ticketing
- a Cargo
- a Catering
- a In-flight Entertainment
- a Advertising & Promotions (Branding)
- a Avatar Vacations

Each center is responsible for earning a profit, combined they are responsible for lowering Avatar's cost per available seat mile resulting in a cost expected to be the lowest in the industry.

It's simple: Big airplanes carrying maximum number of seats combined with fares which are low enough and markets which are large enough to guarantee 100% load factors.



the airline

Airline Media, Inc. is solely owned by Avatar Airlines and is that profit center responsible for corporate sponsorships through branding. The Company provides the opportunity to display your ad or logo on the inside and/or the outside of one or all of Avatar's aircraft.

Areas such as: seat upholstery, cabin walls and ceilings, over-head bins, bulkheads, tray table, exterior-wrap as well as other areas are available.

These ads range from a simple logo to a full color advertisement.



“92% of airline passengers were able to recall ads and some content hours after their flight.”

- *Triad Consulting*

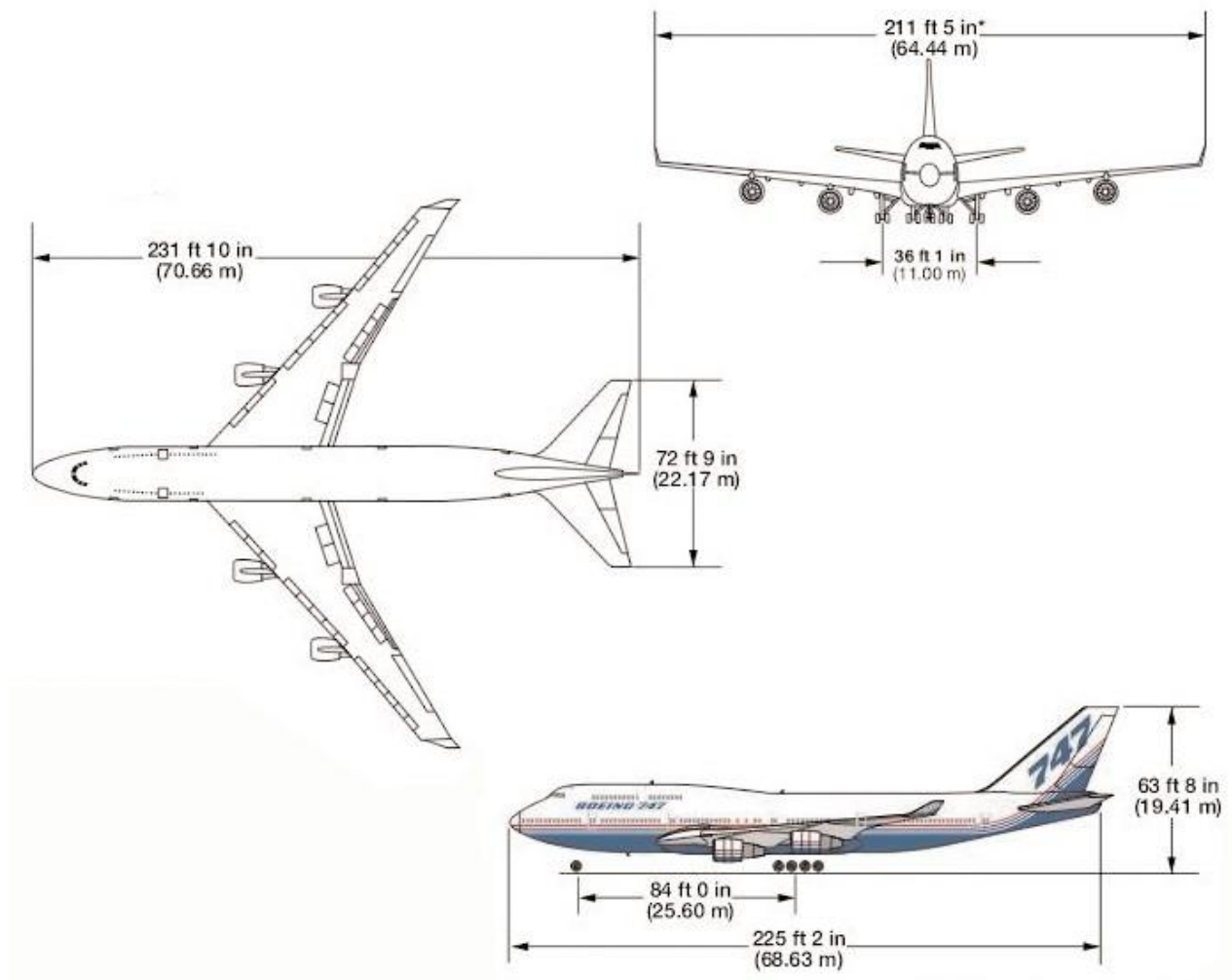
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dimensions

747 Overall Length
231 ft 10 in (70.66 m)

747 Tail Height
63 ft 8 in (19.41 m)

747 Interior Cabin Width
20 ft (6.1 m)



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branding



Exterior Wraps:

Using either paint or vinyl we can wrap the fuselage of a single aircraft or our entire fleet with your brand. If your brand deserves the biggest and the beat, this is it.

(Prices on wraps do not include material or installation.)



Number of Aircraft	Contract Length	Monthly Ad Fee
1 Aircraft	12 Months	\$250,000
	24 Months	\$175,000
	36 Months	\$150,000
2 - 4 Aircraft	Less - 15%	
5 - 9 -Aircraft	Less - 25%	
Entire Fleet	Less - 40%	

** All prices below include installation - the lead time is 60 days from the time creative is received

Tray Tables:

Your advertisement is printed on FAA-approved flame retardant material that can withstand the environmental variables that exist in aircraft cabins. Each ad is 16" x 9" printed in four color process and affixed with adhesive to the table.

539 Tray Tables Available Per Aircraft



4 MONTH CONTRACT - ECONOMY CLASS

# Seats	Per Day
25 - 49	\$1.00
50 - 99	\$.92
100 - 249	\$.85
All 539 Economy Seats	\$.65

4 MONTH CONTRACT - OFFICE CLASS

# Seats	Per Day
42 All Office Seats	\$1.75

12 MONTH CONTRACT

# Tray Tables	Per Day
All	Less 15%

Overhead Bins:

Your advertisement is printed on FAA-approved flame retardant material that can withstand the environmental variables that exist in aircraft cabins. Each ad is 12" x 36" printed in four color process, die cut and affixed with adhesive to the bin's surface visible by passengers while they're seated or standing.

240 Available Overhead Bins Per Aircraft - 12" x 36"



4 MONTH CONTRACT - ECONOMY CLASS

# Overhead Bins	Per Day
25 - 49	\$8.00
50 - 99	\$6.50
All 240	\$5.00

4 MONTH CONTRACT - OFFICE CLASS

# Overhead Bins	Per Day
All Office Class	\$10.00

12 MONTH CONTRACT

# Overhead Bins	Per Day
All Office Class	Less 15%

quotes



“...millions of consumers in Japan have signed up to receive mobile alerts from McDonald's, which provide tailored messages that include discount coupons, contests opportunities, special- event invitations, and other unique, brand-specific content”.

Harvard Business Review

December 2010

"It's a captive audience, literally and sometimes involuntarily for an extended period of time, so there are certainly opportunities to make contact (with potential consumers) in-flight."

Michael Derchin

Airline Analyst for FTN Midwest Securities



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