

Advertise with Blue Air

On Board Advertising Opportunities Summer Season 2011



A SHORT PRESENTATION

Blue Air is the only Romanian airline company with 100% private equity.

The company was founded on December 13th 2004 with the desire to create a safe, comfortable and affordable flight alternative.

It was a turning point - for the first time in Romania, a company was offering passengers cheap flights to the most important destinations in Europe.

Blue Air operates from the Aurel Vlaicu International Airport (Baneasa), 10 km distance from Bucharest centre.

It is the only airline company in the world being awarded the **Golden Apple (Pomme D'Or)** in **2009** - the Oscar for tourism excellence, from the international travel organization FIJET.





Blue Air is always a step ahead, this is a fact materialized today through its smart flying carrier unique positioning:

- Highly experienced pilots
- Specialized personnel on all airports where we operate
- 10 countries, focused on external destinations
- 24/7 Romanian Call Center, Blue Air agencies & over 2.000 partner agencies, both in Romania and abroad

Programs & services:

- myBlue Smart Money, Priority Smart Check In, Corporate Program, Corporate Jets, Groups, Cargo etc.

OUR FLEET

Blue Air operates Boeing aircrafts

- The Blue Air fleet is formed of Boeing:
 - 737-300 series
 - 737-400 series
 - 737-500 series
- In 2008, Blue Air has contracted from **Boeing 5 Next Generation series aircrafts**, two 800 series and three 900 ER series, that will be delivered in the next 4 years. The 737 Next Generation airplane family is the most technically advanced of its class on the aircraft market. Aviation community financial investors constantly labeled the series as being their favorite because its high efficiency and reduced operating costs.



OUR CREW

Blue Air crew

- Blue Air has the most experienced pilots and flight attendants in Europe.
- Our active pilots have over 10,000 flight hours on various types of aircrafts, performed at famous European airlines, operating successfully worldwide.
- Blue Air control crew is licensed in accordance with European regulation requirements JAR-FCL 1 (Joint Aviation Requirements - Flight Crew Licensing).



OUR WEBSITE

www.blueairweb.com

Period: 01.01.2011 - 31.01.2011

Visits: 1.416.566

Unique visits: 696.995

Pageviews: 5.887.283

Time spent on the website: 00:05:24

Percent of new visits: 35.17%

Direct traffic: 39.45%

Referring sites: 20.86%

Search engines: 39.69%

The screenshot displays the Blue Air website interface. At the top, the Blue Air logo with the tagline "smart flying" is visible, along with a navigation menu including "HOME", "DESTINATIONS", "SERVICES", and "CORPOR". A search bar is located below the navigation. The main content area features a flight search form with the following fields and options:

- SEARCH FLIGHT** / Find Booking
- Radio buttons for ***Round Trip** (selected) and **One way**.
- Leaving From** and **Going To** dropdown menus.
- Departure Date**: 9 Feb 11, with a **Flexible?** dropdown set to "and 1 day to either side".
- Return Date**: 16 Feb 11, with a **Flexible?** dropdown set to "and 1 day to either side".
- Passenger selection: **Adult(over 14 years)**: 1, **Child(2-14 years)**: 0, **Infant(0-2 years)**: 0.

To the right of the search form is a promotional banner for "FLY WEIGHTLESS AND CARELESS" with the text "with Blue Air Exclusive ONL starting with **October 11 2** Choose the pack for you!". Below the banner, a price tag shows "PRICES FROM 19,99€".

Blue Air
smart flying

ADVERTISE WITH US

Blue Air advertising opportunities offer marketers the ability to reach millions of captive consumers with over 2,000 times the impact of traditional media

Now advertisers have the amazing opportunity to place their advertising campaigns onboard each Blue Air aircraft and reach the affluent traveler throughout Blue Air's range of destinations across Europe.

Passengers see the brand and message throughout the flight in a captive environment, with an average of 2.5 hours of undistracted impression time!

Studies show that as high as 85-94% of all passengers can remember the brand and message presented in the aircraft.

We are able to create unique packages and can even offer exclusivity to specific product categories based on campaign length.



ADVERTISING PROPOSALS

1. SAMPLING

- On Board Sampling

2. AIRCRAFT INTERIOR

- Bulkhead Wraps
- Overhead Bin
- Sidewall Panels
- Tray Table
- Back Seat Insert
- Headrest Covers
- Wet Wipes

3. JOURNEY PLANNING

- Flight Ticket Pocket
- Electronic Flight Ticket

4. AIRCRAFT EXTERIOR

- Aircraft Exterior Design

5. WEBSITE

- Banners, skyscrapers, primary message or site branding



SAMPLING ON BOARD



Blue Air is the first flying company in Romania that allows products advertisement on board.



Our offer includes:

- Products sampling to each passenger during the flight time
- Audio announce during the flight time
- Distribution of flyers
- One round trip to the client for supervising purposes
- Report of the sampling activity

SAMPLING ON BOARD



During the **Summer2011** Blue Air expects 110.000 passengers per month

SAMPLING campaign

Flights/Routes	Time		Price
All routes, all aircrafts	per month		at request

AIRCRAFT INTERIOR



Bulkhead Wraps

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.

Bulkhead Wraps

Destination	No. of Aircraft	Time	Price
10 countries	all	per month	at request

AIRCRAFT INTERIOR



Overhead Bin

The opportunities to communicate are endless in that you can advertise in a story board format from the front to the back of the aircraft on each bin, using as many languages as necessary in order to reach your ever expanding audience.

Overhead Bin

Overhead Places/aircraft	Destination	No. of Aircraft	Time	Monthly Rate Card
Between 40 and 52 per aircraft	10 countries	all	per month	at request

NOTE: The fleet is not sold on a country by country basis because aircraft may fly to different destinations.



AIRCRAFT INTERIOR



Sidewall Panels - Above Window Areas

This area is visible to all passengers when looking above the windows. This high visibility area further strengthens your brand and message as you decorate the cabin with creative images.

Sidewall Panels

Destination	No. of Aircraft	Time	Monthly Rate Card
All (10 countries)	all	per month	at request

AIRCRAFT INTERIOR



Tray Table

Tray table Advertising allows for a key message that grabs the passenger's attention for at least one hour during each flight and at all times if the tray table is not being used.

Tray Table

Tables	Destination	Time	Price
All aircrafts	All	per month	at request

AIRCRAFT INTERIOR



Back Seat Insert

Space dedicated to insert the security information, in flight magazine and also your flyer, brochure or catalogue.

Back Seat Insert

Seats	Destination	Time	Monthly Passengers Average 2011	Price
All aircrafts	All	per month	110.000	at request

AIRCRAFT INTERIOR



Headrest Covers

Headrest Covers

Destination	Passengers Average	No. of Aircraft	Time	Price
All 10 countries	110.000/month	all	per month	at request

Minimum booking: 2 months
Format: 440x240cm

AIRCRAFT INTERIOR



Wet Wipes

Full colour printed envelope (7x10cms) with a high quality textil wet wipe (16/18 cms). Your logo or company information on one side and Blue Air logo on the other side.

Wet Wipes

Destination	No. of Aircraft	Time	Passengers Average	Price
All 10 countries	all	per month	110.000/month	at request

JOURNEY PLANNING

Booking Confirmation/ Electronic Ticket

Reach more than 50.000 passengers per month throughout all our destinations. The banner is placed directly next to vital data for the passenger (flight time, gate, etc.). The booking confirmation is the key travel document that passengers carry with them throughout their entire journey. Repeated exposure to the advertising message is therefore guaranteed.

The collage features several Blue Air documents:

- Website Banner:** Located at the top left, it includes the Blue Air logo, the website URL www.bluesirweb.com, and the text "AGENTS BLUE AIR / BLUE AIR AGENCIES".
- Payment Details Form:** A central document with a table for payment information. The table has columns for "Description" and "Amount". Below the table are two orange boxes labeled "SPECIAL SERVICES, PASSENGER NAME 1" and "SPECIAL SERVICES, PASSENGER NAME 2".
- Conditions of Carriage:** A document on the right titled "CONDITIONS OF CARRIAGE / CONDITII CALATORIE" with text in both English and Romanian.
- Advertisement Box:** A dark blue box at the bottom center with the text "Advertise here 190 x 400mm banner" in orange and white. A red arrow points to this box from the left.

AIRCRAFT EXTERIOR



Airplanes as Billboards - Inventive Marketing...
and the possibilities never end.
Contact us for further details.



WEBSITE ADVERTISING



The banner features the Blue Air logo in the top left corner. The main text reads: "FLY WEIGHTLESS AND CARELESS with Blue Air Exclusive ONLINE Travel insurance starting with **October 11 2010.** Choose the pack for you!". The background is a blue sky with white clouds and a large orange umbrella with a white airplane silhouette inside it. A small text at the bottom right says "Online exclusive purchase!".

Website banners

Website Banners

Dimension	Position	Time	Price
610x248 px	Site branding	per month	at request
728x90 px	Central	per month	at request
160x600 px	Central right	per month	at request

WEBSITE ADVERTISING

The screenshot shows the Blue Air website homepage. At the top left is the Blue Air logo with the tagline "smart flying". To the right of the logo are several national flags and the text "1499 - tarif 0.62 EUR/min". Below the logo is a navigation bar with links: HOME, DESTINATII, SERVICII, CORPORATE, AGENTII BLUE AIR, INFO UTILE, DESPRE NOI, HOTEL/HOSTEL. A search bar is located below the navigation bar.

The main content area features a large banner titled "NOI DESTINATII IN ORARUL DE VARA" (New destinations in the summer schedule). The banner includes a search form on the left with fields for "Cautare zboruri" (Search flights), "Catorcatron de la" (Departure from), "Catre" (To), "Data plecarii" (Departure date), "Data de intoarcere" (Return date), "Adulti peste 14 ani" (Adults over 14 years), "Copii (2-14 ani)" (Children (2-14 years)), and "Infanti (0-2 ani)" (Infants (0-2 years)). There are also dropdown menus for "Moneda" (Currency) and "Cauta zboruri" (Search flights).

The banner displays four flight offers with prices:

PRET DE LA	PRET DE LA	PRET DE LA	PRET DE LA
19,99€	19,99€	14,99€	19,99€
BUJURESTI BARCELONA	BUJURESTI LONDRA LUTON	BUJURESTI BOLOGNA	BUJURESTI PARIS BEAUVAIS

Below the banner is a grey box with the text "728x90 px".

The footer area contains several promotional boxes:

- Check-in ONLINE**: Includes a "myBlue" logo and a "Intrere la site" button.
- ASIGURARI DE CALATORIE**: "Zboruri fara griji cu politica de asigurare pentru pasageri Blue Air. Regi variata care ti se potriveste."
- CHECK-IN ONLINE**: "Blue Air introduce serviciul gratuit de Check-in Online initial pentru toate zborurile cu plecare din Bucuresti, Sibiu si Bacau."
- 3 ORE CHECK-IN**: "Pentru toate zborurile cu plecare din Bucuresti, Sibiu si Bacau stimatele de check-in se vor deschide cu 3 ore înainte de ora de decolare programata."
- NEWSLETTER BLUE AIR**: "Daca doresti sa fii la curent cu noutatile Blue Air, inscrie-te-va..."
- E-SERVICES**: "Consulta lista de servicii suportate de partenerii Blue Air."
- BLUE AIR CORPORATE**: "Cea mai buna alegere pentru afacerea ta!"

At the bottom of the page, there are logos for Visa, Mastercard, and other partners, and a list of countries: BELGIA, CIPRU, FRANTA, GERMANIA, IRLANDA, ITALIA, MAREA BRITANIE, PORTUGALIA, ROMANIA, SPANIA.

Website banners

160x600 px

Blue Air
smart flying

CONTACT PERSON

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