

IN FLIGHT

MARKETING SYSTEM

Generate Ancillary Revenue!



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Generate Ancillary Revenue Today!

The In Flight Marketing System (IFMS) was engineered to generate ancillary revenue for airlines and to provide a unique as well as an effective approach for advertisers to reach consumers.

Our patented In Flight Marketing System is the only print media display device approved by the FAA (Federal Aviation Authority) and EASA (The European Aviation Safety Agency) that can be fastened on the back of an aircraft seat headrest.



Marketing Benefits

A Lasting Impression

In today's fast-paced society, advertisers are left with only seconds to capture a consumer's attention.

The In Flight Marketing System provides advertisers the opportunity to prominently present ad campaigns to consumers for the duration of the flight.

The In Flight Marketing System will provide 100% guaranteed ad exposure.



The Most Effective In Flight Marketing System Available!

Passenger Interaction

The In Flight Marketing System can be used to interact with passengers/consumers and compliment Airline Magazines. Advertisers can place trivia questions about their company or products on the IFMS advertising inserts with the answers in the Airline Magazine. Our In Flight Marketing System will direct consumers to specific pages in the Magazine therefore raising the advertising value on those pages. Example below.

Generate Ancillary Revenue Today!



Enjoy Refreshing

Coca-Cola

1. Coca Cola was created in?
A. 1886 B. 1923 C. 1912
2. In the first year of production, an average of ____ bottles of Coca Cola were sold per day.
A. 1,250 B. 5,000 C. 9
3. What city & state was Coca Cola Created?
A. Atlanta, Georgia B. Nashville, Tennessee
C. Charlotte, North Carolina

Turn to page 32 in your Airline Magazine for the answers.

Ad Size & Layout

Average advertising space per seat is 3.5 – 6 inches high and 14 – 16 inches wide. The advertising space will vary as the IFMS device can be manufactured in any shape, size or color in order to be compatible with all aircraft seat models.

*IFMS Will Generate
Ancillary Revenue For
Your Airline !*



3.5"



14"

Divider Wall Ads

Elevating Marketing With Flying Billboards And Global Exposure.

**Generate
Ancillary
Revenue!**



Divider Wall Ads

Elevating Marketing With Flying Billboards And Global Exposure.

**Generate
Ancillary!**



Rows of Roses Ad Campaign



Elevating Marketing to New Heights!

Enhance the
Ambiance in
your Aircraft
cabin.





Generate
Ancillary
Revenue
Today!



Airline Ad inserts

IFMS will provide Airline Ad inserts that will be installed if the Ad space is not sold.

Please note:
Advertising space will be sold months in advance.



Replacing Ad Inserts

With the ad insert removal tool (IRT), changing ad inserts is effortless. Average time to replace each ad insert is 5 seconds or 20-30 minuets per aircraft. Replacement time depends on the aircraft seat count.



*Effective
Marketing!*



Center Seat Installation

Boeing 737-400



*Elevate Marketing
to New Heights!*

All Seat Installation



The In Flight Marketing System installed in a MD83 Aircraft and generating ancillary revenue.



KIA Motors Ad Campaign



Ad Samples



Experience Beyond the Ordinary

www.RoyalluxuryResorts.com

Do you know where this beautiful beach is?

Turn to page 32 in your Mahalo Magazine to find out.

Provide your Aloha Spirit Airlines confirmation number for a discount on your next vacation.

Discover a Vacation where Amazing describes everyday

www.RoyalLuxuryLines.com

*Turn to page 32 in your Mahalo Magazine to learn how to escape completely with Royal Luxury Lines.
Provide your Aloha Spirit Airlines confirmation number for a discount on your next vacation package.*

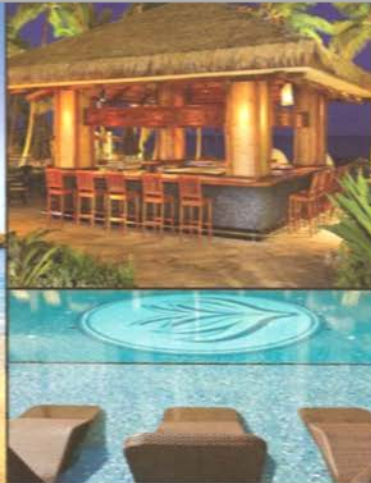
Ad Samples



Escape Down the Pathway to Absolute Relaxation

www.RoyalBungalowResorts.com

Turn to page 32 in your Mahalo Magazine to learn how to escape completely with Royal Bungalow Resorts. Provide your Aloha Spirit Airlines confirmation number for a discount on your next vacation package.



Device Data / Installation

- The In Flight Marketing System is manufactured using FAA and EASA compliant materials. With each IFMS device weighing only 7 ounces and having a depth of just a ¼ of an inch, the In Flight Marketing System has no effect on the operating efficiency of the aircraft nor the maneuverability of passengers.
- The In Flight Marketing System comes with a life time warranty. IFMS will provided 5 spare units per aircraft.
- The In Flight Marketing System can be installed easily and efficiently. The average installation time is 4-6 hours per aircraft depending on the installation layout, seat count and seat model (3 crew installation team). The installation will not disrupt the aircraft flight operations. Our IFMS engineers have developed a new FAA & EASA approved installation process that requires no drilling into the aircraft seat frame. The new installation process reduces installation time dramatically.
Click on the following link to view the former installation process.
http://www.if-ms.com/installation_info.html

Elevating Marketing To New Heights!

IFMS & Airline Partnership Terms

IFMS will provide the follow:

1. Cover the cost of manufacturing the In Flight Marketing System.
2. Provide all installation hardware and tooling.
3. Provide all the FAA/EASA installation approval documentation.
4. Dispatch a IFMS team to Iraq to provide training and support for the installation on the first 2 aircraft.
5. Manage the In Flight Marketing System and keep the Ad space sold & filled.

Airline will provide the following:

1. Provide the man power to install the In Flight Marketing System.
The In Flight Marketing System can be installed easily and efficiently. The average installation time is 4-6 hours per aircraft depending on the installation layout, seat count and seat model (3 crew installation team).

Advertising Profit Sharing Structure:

1. (TBD) % to Airline
2. (TBD) % to IFMS

Revenue per Aircraft per year,

Subject to Aircraft size and rout:

\$18,000.00 - \$50,000.00 USD





- **Generate ancillary revenue for your Airline!**
- **Enhance the atmosphere in your Aircraft cabins!**
- **Offset your Airlines operating cost!**

Elevate Your Airline To New Heights!



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Your Partner In Aviation Marketing



Proud Support of Another Joy Foundation. Join our mission to deliver Hope & Joy to children and families around the world in need.
www.anotherjoyfoundation.org

