



**MEDIA KIT
SPIRIT AIRLINES**

spirit[™]
LESS MONEY. MORE GO.



ADVERTISING OPPORTUNITIES

About Global Onboard

Global Onboard Partners is the worldwide leader in out-of-home, graphic, in-flight advertising specializing in professional, high-impact advertising displays on the interior and exterior surfaces of commercial aircraft. We work with more than 20 airlines on five continents.

About Spirit Airlines

Spirit's Fit Fleet is one of the youngest flying and is one of the most fuel-efficient in the industry. Spirit currently operates more than 250 daily flights to over 50 destinations within the U.S., Latin America, Caribbean and Canada.





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DESTINATIONS



PASSENGER DEMOGRAPHICS

Basic

Average age: 25-54
Mix of families and singles
Languages: English / Spanish

Gender

Skews female;
household purchase decision makers

Nationalities

Ethnically diverse customer base

Audience

Leisure travelers with disposable income
Business traveler

Lifestyle

Adventure seeking and loves travel
The average passenger flies Spirit
multiple times a year.

Income / Education

Household income \$100K+
College graduates who own homes





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DID YOU KNOW?

- ✘ Spirit Airlines has one of the youngest fleets flying today.
- ✘ Spirit is growing; they are adding 26 new Airbus aircraft to their fleet of 54 by the end of 2015.
- ✘ Spirit serves 17,000,000 passenger annually with over 200 daily departures to over 50 destinations.
- ✘ 84% coverage of major U.S. metro areas and 90% coverage in Central America and the Caribbean.
- ✘ Spirit's fares are fully unbundled. Other airlines bake those options right into their ticket price.
- ✘ Spirit allows you to control your options in paying what you use and never pay for anyone else's free bags.



IN-FLIGHT ADVERTISING

Global Onboard Partners and Spirit Airlines are now offering an exciting, innovative way to advertise through onboard media campaigns. **Increase brand awareness** by targeting a **captive audience** and positioning your brand and message onboard every plane throughout Spirit's range of destinations throughout the Americas and the Caribbean.

With Global Onboard Partner's graphic technology, an advertiser can brand the interior of the cabin using **eye-popping graphic imagery** and key messages that are in view to the passenger on average of 2.5 hours! No other venue provides this type of phenomenal impression time in an environment that is virtually free of day-to-day distractions that typically compete with your brand for the consumer's attention.

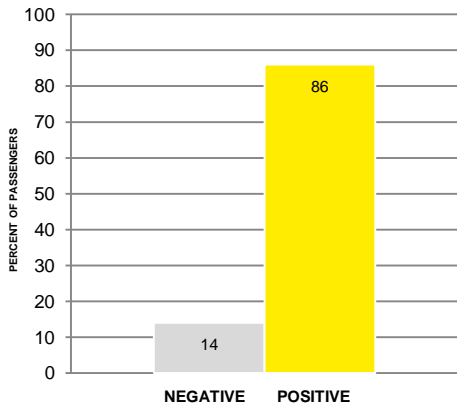
Studies show that nearly **94%** of all passengers who are presented with creative imagery during flight are easily able to **recall the brand and message**. This is an advertiser's opportunity to reach the affluent business and leisure traveler by partnering with Global Onboard Partners and Spirit Airline to reach this **highly sought after audience**.



PASSENGERS ARE RECEPTIVE TO IN-FLIGHT ADVERTISING MESSAGES

86% of in-flight customers are in a positive frame of mind; hence they will be receptive to advertising messages.

In the same airline study, **85%** of respondents on longer flights recalled some kind of ad/promotional format in-flight. This was higher amongst business class and high frequency travelers.



SOURCE

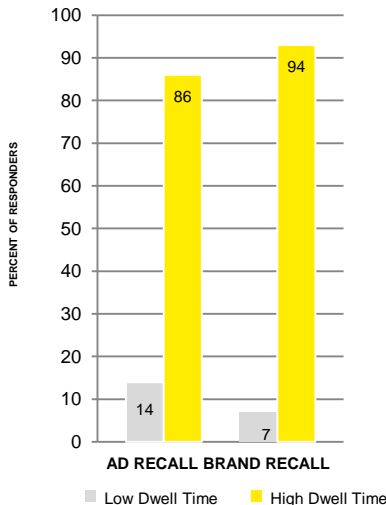
[QMedia Ambient Research 2007.](#)

INCREASED DWELL TIME CREATES INCREASED RECALL

Detailed **ad recall** is six times higher (**86% vs. 14%**) after **high dwell time** and **brand recall** is 14 times higher (**94% vs. 7%**) after **high dwell time** versus low dwell time.

In addition, people viewing ads with high dwell time are **75%** more likely to be motivated by the ad. Positive dwell time effect is even greater among target/prospective consumers.

High dwell time allows for a greater depth of engagement, greater levels of ad/brand/message recall and retention, and higher levels of motivation and brand empathy.



SOURCE

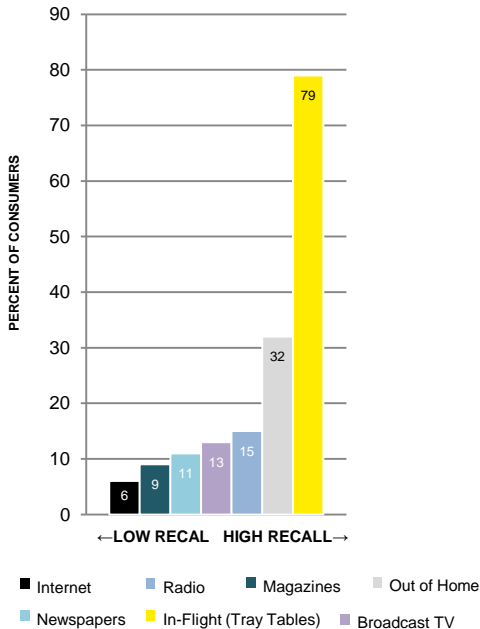
[CBS Outdoor Dwell Time Effectiveness Study, July 2006.](#)



UNAIDED RECALL EXTREMELY HIGH

At 79% on average, unaided recall for in-flight advertising easily surpasses unaided recall rates for all other types of traditional advertising media.

Unaided recall for in-flight advertising has been proven to reach 83-86% for more effective, targeted ads. No other traditional advertising media is able to achieve even half the unaided recall of in-flight advertising.

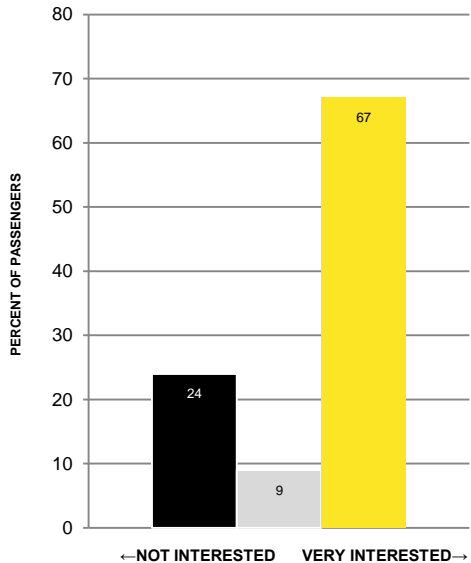


SOURCE

Triad Consulting Study, 2004-2008. Carroll Media, May 2007. OAAA, June 2003. Radio Effectiveness Lab, Inc., 2004. Nielsen Media Research, March 2000. ADVO, Inc., April 2004. Magazine Publishers Association, 2006. Dynamic Logic.

INCREASE INTEREST AND INTENT TO PURCHASE

After seeing in-flight advertisement graphics 67% of passenger respondents indicated a high level of interest in the product featured.



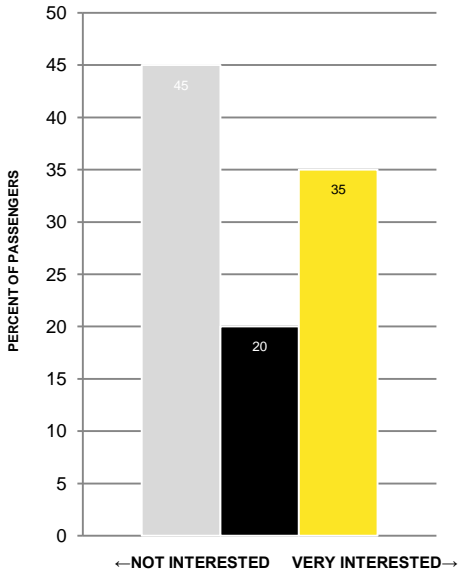
SOURCE

Cartoon Network / The Looney Tunes Show Airplane Advertising Study conducted by Carroll Media Research, May 2011, Fort Lauderdale-Hollywood International Airport.



INCREASE INTEREST AND INTENT TO PURCHASE

In-flight advertising has been shown to increase brand/product interest and intent to purchase by **35%** among passengers with no previous product knowledge.

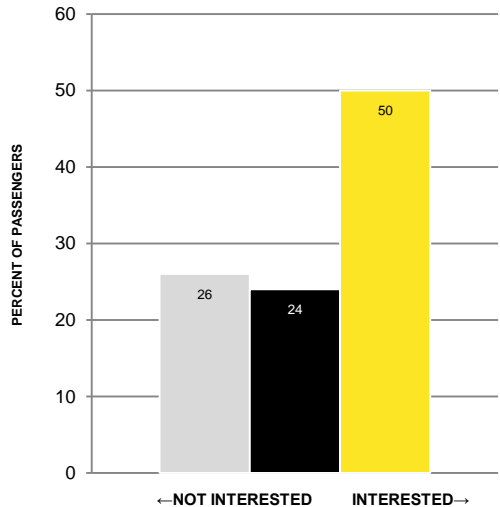


SOURCE

[Holiday Inn Club Vacations Airplane Advertising Study conducted by Carroll Media Research, December 2010, Hartsfield-Jackson Atlanta International Airport.](#)

INCREASE INTEREST AND INTENT TO PURCHASE

In another study, **50%** of passenger respondents indicated an interest in the product featured following in-flight advertising.



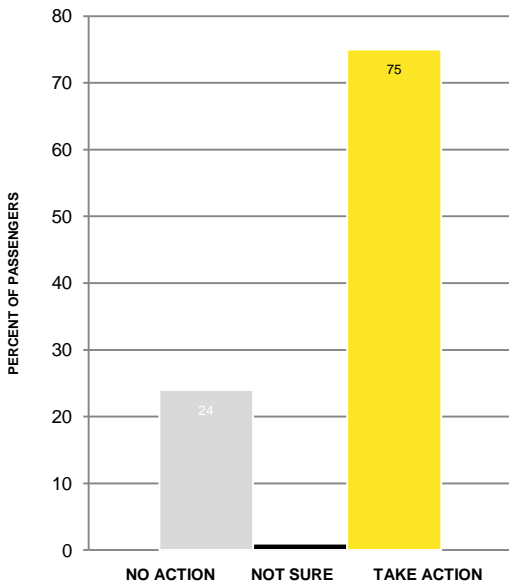
SOURCE

[LIAT Onboard Advertising Campaign Study conducted by Discover Dominica Authority, January 2012, VC Bird International Airport, Antigua and Grantley Adams International Airport, Barbados.](#)



IMPRESSIVE CALL TO ACTION RESULTS

In-flight advertising has been shown to result in a positive call to action result of **75%** among passenger respondents in the target demographic of the product featured.



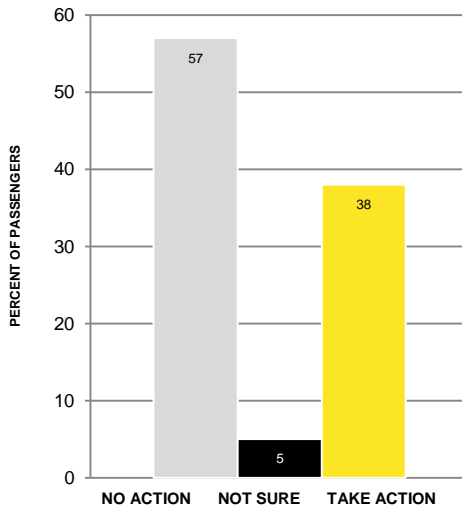
SOURCE

[Cartoon Network / The Looney Tunes Show Airplane Advertising Study conducted by Carroll Media Research, May 2011, Fort Lauderdale-Hollywood International Airport.](#)

IMPRESSIVE CALL TO ACTION RESULTS

In-flight advertising has been shown to result in a positive call to action result of **38%**.

An impressively high number of passengers either planned to visit a product website listed in an advertisement or had already visited the website onboard.



SOURCE

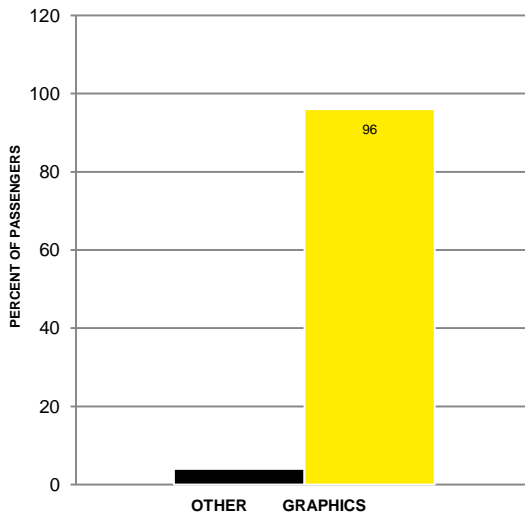
[Holiday Inn Club Vacations Airplane Advertising Study conducted by Carroll Media Research, December 2010, Hartsfield-Jackson Atlanta International Airport.](#)



GRAPHICS DOMINATES IN-FLIGHT ADVERTISING OPTIONS

Among passenger respondents who recall seeing more than one in-flight advertiser, recall of in-flight advertising using full-sized, full-color graphics dominates other forms on in-flight advertising by **96%**. This includes food packaging, in-flight magazine, napkins, in-seat audio commercials, and onboard announcements.

Additionally, **86%** of passenger respondents indicated seeing graphics advertisements "A Lot More" than other advertisements.



SOURCE

Cartoon Network / The Looney Tunes Show Airplane Advertising Study conducted by Carroll Media Research, May 2011, Fort Lauderdale-Hollywood International Airport.





SELECT GLOBAL ADVERTISERS TAKING PART IN ONBOARD ADVERTISING



WHAT OUR ADVERTISER HAVE BEEN SAYING

CAROLINE HOUGH – AMERICAN EXPRESS OPEN

“Their inventory of services, attention to detail, logistics coordination, and timeliness in meeting deadlines and approval processes are excellent. I have been very satisfied with the work performed by Global Onboard.”

TIM RASBASH, ACCOUNT DIRECTOR PD3/O2

“The campaign – which incorporated seatback tray table graphics, a full-page ad in the in-flight magazine, flight attendant public address announcements, and most importantly, flight attendant distribution of our product – exceeded our expectations and generated higher than originally anticipated passenger participation in the program and overall returns for our client O2.”

VICKY FREE, VP, 360 CONSUMER MARKETING FOR TURNER BROADCASTING’S ANIMATION, YOUNG ADULTS & KIDS MEDIA

“The use of onboard advertising on Spirit Airlines is a perfect way to promote our all-new series The Looney Tunes Show to traveling families. Our team at Cartoon Network, created original artwork that brings the modern personalities of the Looney Tunes characters to life and the experience planes showcase them in a relevant and fun way like no other media venue can.”

PRASHANTH MANI, GENERAL MANAGER, NOKIA INDIA

“The Nokia Lumia branded plane with Jet Airways will surely brighten the day of its passengers with its vivid colors and execution. This has created a new marketing and consumer engagement benchmark.”

ELIZABETH WAYLAND, HEAD OF MARKETING WITH THE DISCOVER DOMINICA AUTHORITY

“No other venue is able to reach this international audience in a distraction free environment quite like this. We are proud to be the first [in the Caribbean] to take advantage of this unique advertising medium and educate travelers about our island.”



A GLOBAL NETWORK REACHING OVER **315,000,000** PASSENGERS ANNUALLY





AREAS IN THE CABIN THAT CAN INCLUDE THEME ADVERTISING AND BRANDING INCLUDE:

Tray Tables - displays a key message that grabs attention during each flight and at all times when the tray table is not being used.

Sidewall Panels (Above Window Area) – place images and message above the window area that is seen as the passenger looks to the left or right and along the length of the cabin.

Bulkheads – passengers will view your message with prominent placement on our aircraft, not only as they board and de-plane but throughout the flight. Includes three bulkheads in the front of the aircraft cabin.





TRAY TABLE ADVERTISING

Allows for a key message to be placed directly in front of the passenger in order to grab their attention for a minimum guaranteed period of no less than 40 minutes and up to 3+ hours on each flight.





SIDEWALL PANELS ADVERTISING

Visible to all passengers when sitting or walking down the aisle. This high visibility area further strengthens your brand and allows the opportunity to run continuous images the length of the aircraft.





BULKHEAD ADVERTISING

The first message passengers see when they enter the aircraft and the main image and message they see when facing forward in the cabin. Bulkhead graphics are visible at all times during all phases of flight: boarding, departure, in-flight, landing and deplaning.





EXTERIOR WRAP

Leverage the largest and most impressive branding opportunity we offer – a custom-designed wrap of our Airbus aircraft. With over 1,000 square feet of ad area, you are sure to get noticed. Plane wraps are ideal for product launches and for generating worldwide media attention.





TICKET JACKETS

Provided to Spirit passengers at all airport ticket counters. Passengers hold on to your ad throughout the flight and beyond. Ideal space to add a coupon and detailed product description. Ad space includes a 2 page inside spread and the back cover.





SEATBACK INSERTS

Include your custom-designed promotional insert in the seatback pockets of our fleet and promote your message to a captive audience. Better than a magazine ad, this two-sided full color insert is all yours. It is a great take-away item and perfect for coupons with special offers





MEDIA BUY OPTIONS

The Spirit Airlines fleet includes 50+ aircraft. All areas described are provided to the advertiser to include in their campaign inside the aircraft cabin. Aircraft are Airbus A319, A320 and A321.

Global Onboard Partners will provide electronic templates for your graphic designer to develop the creative artwork, or we are happy to complete the graphic imagery and campaign on your behalf. You simply provide the overall theme and desired message and our team will go to work to bring your message and brand to life.

Our goal is to ensure your experience and opportunity to reach each passenger is second to none.

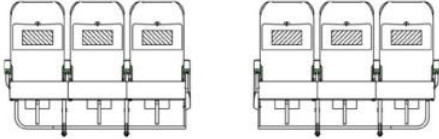
Rates are set according to the number of aircraft and the desired ad areas. Our team can help you create advertising packages onboard Spirit Airlines that meet your advertising goals.

Please don't hesitate to speak with us directly with any questions.



MEDIA RATE CARD

TRAY TABLES



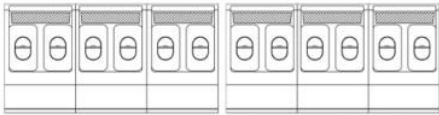
MEDIA RATES (PER MONTH)

All Tables	\$3,100 per aircraft
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PRODUCTION COSTS

\$6.46 per graphic

SIDEWALL PANELS



MEDIA RATES (PER MONTH)

All Sidewall Panels	\$4,500 per aircraft
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PRODUCTION COSTS

\$42 per graphic

EXTERIOR WRAP



MEDIA RATES (PER MONTH)

Full Plane Two sides (As indicated)	\$28,000 per aircraft
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Fractional Spaces
available upon
request

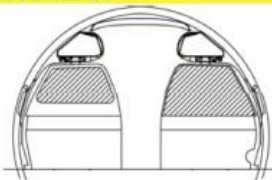
PRODUCTION COSTS

\$39,166 per aircraft



MEDIA RATE CARD

BULKHEADS



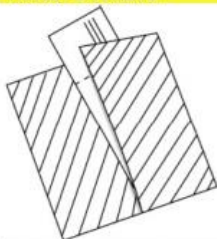
MEDIA RATES (PER MONTH)

x 2 Bulkheads	\$1,000 per aircraft
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PRODUCTION COSTS

\$225 per graphic

TICKET JACKETS



MEDIA RATES

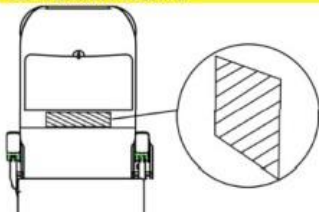
500,000	\$20,000
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PRODUCTION COSTS

\$9,500 printing

Used at all Spirit stations.

SEATBACK INSERTS



MEDIA RATES

70,000	\$20,000
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Advertiser produces the inserts according to specifications to be provided.

Shipping not included.



SAMPLE TRAY TABLE RATE

1,400,000+ passengers per month*

MEDIA	UNITS / PLANE	NO. OF AIRCRAFT	RATE PER AIRCRAFT / MONTH	TOTAL PER MONTH
Tray Tables	123-200	54	\$3,100	\$156,600

Example: Tray Table Printing and Installation per seat: \$6.46
54 x 150 Seats (average)= 8100

Production \$52,326
Media \$167,400

Total Media, Printing and Installation: \$219,726

Prices will vary depending on number of planes and seats

All media and production rates are subject to change. All prices are net.

ALL INSTALLATIONS ARE VERIFIED WITH PHOTOS OF EACH PLANE INDICATED BY TAIL NUMBER

*increasing to 1,500,000 in 2015



ABOUT GLOBAL ONBOARD PARTNERS

Global Onboard Partners — the worldwide leader in out-of-home, graphics-based, in-flight advertising specializing in professional, high-impact advertising displays in the interior and exterior surfaces of commercial aircraft. Global Onboard Partners works with more than 20 airlines on five continents.

Global Onboard Partners works with professional, top-quality operations teams assigned to each airline in many airports around the world to ensure each advertising campaign is installed with care, precision and speed around the clock.

Global Onboard Partners has proven success working with global brands for high-value advertising campaigns.

Thank you for your consideration:



Glenn Zagoren

CEO

The Zagoren Collective, LLC

The Zagoren Collective is the exclusive agent in the US for Global Onboard Partners

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