



Czech Airlines  
**Ambient Media**

# Passenger Profile

## Sex

Women 44%

Men 56%

## Place of Departure

Czech Republic 33%

Foreign Destinations 67%



# Advertising Options



## During Check-in

- Advertising on Printed Boarding Passes
- Banners on Electronic Boarding Passes
- Banners Included in Electronic Ticket Itineraries



## Aboard the Aircraft

- In-flight Announcements
- Economy Class Headrest Covers
- Marketing Materials Placed in Seat Pockets
- Marketing Materials Distributed by the Crew
- Sampling on Food Trays
- Branded Paper Napkins
- Economy Class Paper Cups (Long-haul Flights)
- Business Class Refreshing Wipes
- Economy (Long-haul Flights) and Business Class Pillow Covers



## Media Outside Aircraft

- Direct Mail for our Clients and OK Plus Loyalty Programme Members
- Web Banners - www.csa.cz Website and Other Foreign Market Websites
- Banners in Czech Airlines' Mobile Application
- mywings In-flight Magazine
- Presentation at Czech Airlines Events Abroad
- Czech Airlines Social Network Communication (Facebook, Instagram, YouTube)



## Special Ambient Media

- Aircraft Exterior Branding

# Advertising on printed Boarding Passes

Passengers receive printed boarding passes at check-in desks. There is room for advertising on the reverse side of boarding passes. Advertising options are only available on flights operated from Prague.

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## Minimum Advertising Period

1 month

## Technical Specifications

Format: Ready to Print pdf

Size: 82 × 55 mm (3 mm bleed)



Czech Airlines Ambient Media  
During Check-in



# Banners on Electronic Boarding Passes & Included in Electronic Ticket Itineraries

Advertising in a form of Banners placed on electronic boarding passes and/or included in electronic ticket itineraries.

## Minimum Advertising Period

1 month

## Technical Specifications

Format: png, jpg

Size: 728 x 90 px (96DPI)



### Travel documents

Please note that the passenger is responsible for the validity of passport and other travel documents for the complete journey.



### Carry-on baggage allowance

Business:  
2 bags total 12 kg  
Flexi:  
1 bag 12 kg  
Standard:  
1 bag 8 kg

### CLASS OF TRAVEL

R ECONOMY \*R\*8

### BOOKING REFERENCE

ZTPYAN

### TICKET

ETKT

064241155502601



### Other information

Gate subject to change. Gate closing 15 min before departure.  
Services:XBAG

## NEXT STEPS



### Note

Please reserve enough time for baggage check-in, security control and boarding.



### Carry-on baggage only

Proceed to gate when you have carry-on bag only and required boarding passes.



### Departure

Czech Airlines wishes you a nice flight.



### Baggage drop closing time

Take your baggage to the Baggage Drop desk at the latest by 06:20.



### Boarding

Please report at the boarding gate at the latest by 06:30.



Security nb: 4 - Ticket: 064241155502601

Are you **ready**  
to fly?



Czech Airlines Ambient Media  
During Check-in



# In-flight Announcements

Commercial messages following in-flight announcements by the captain or crew.

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## Minimum Advertising Period

1 week



Czech Airlines Ambient Media  
Aboard the Aircraft



# Economy Class Headrest Covers

Headrest covers are placed on all seats in Czech Airlines Economy Class.

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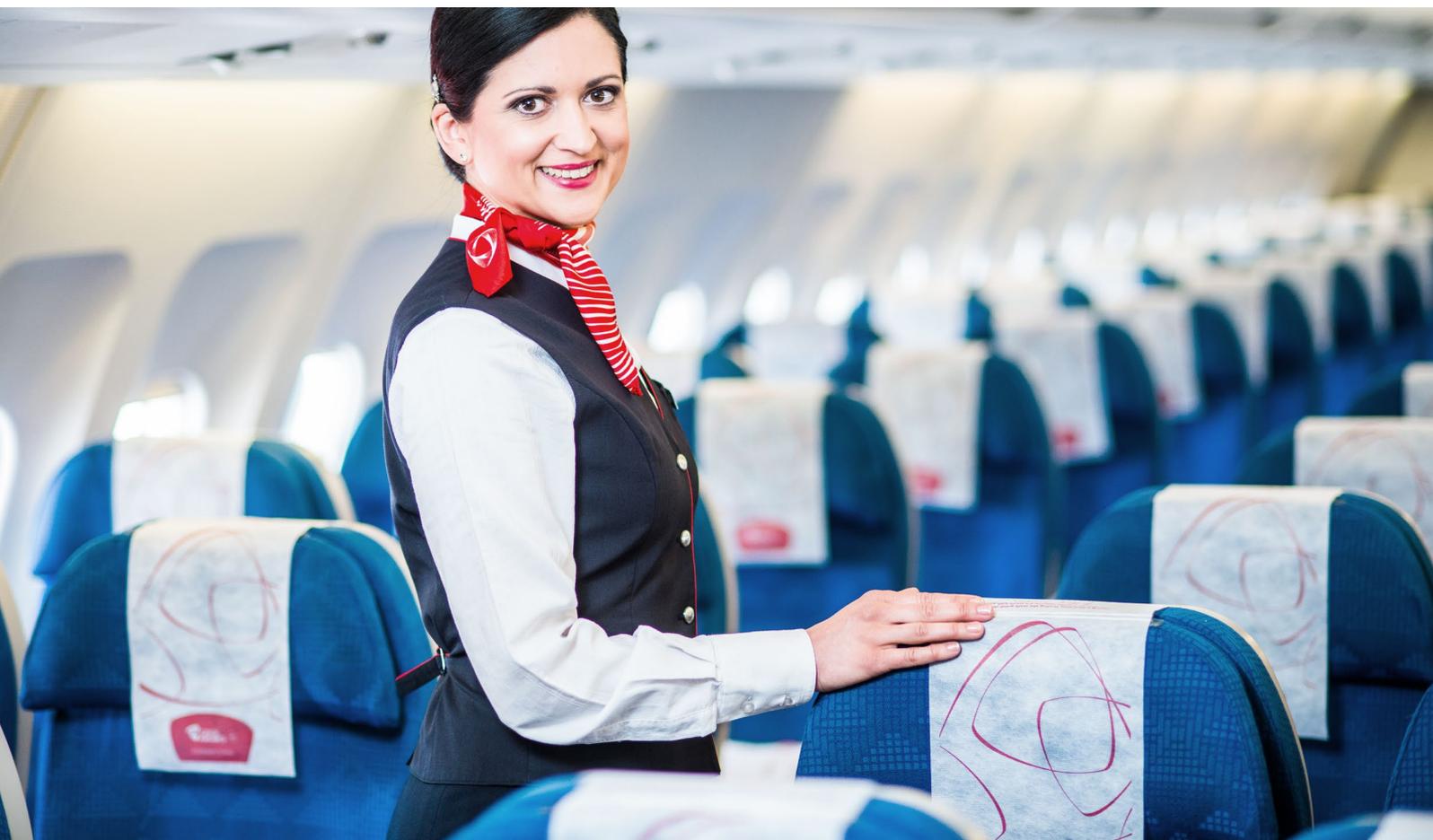
## Minimum Advertising Period

3 months

## Technical Specifications

Format: Ready to Print pdf

Size: 175 × 52 mm (3 mm bleed)



Czech Airlines Ambient Media  
Aboard the Aircraft



# Marketing Materials Placed in Seat Pockets

Materials placed in seat pockets on all Czech Airlines fleet aircraft, alongside safety instructions and in-flight magazines. Based on customer specifications, materials can be distributed separately according to travel classes – Business or Economy.

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## Minimum Advertising Period

1 week

## Technical Specifications

Maximum Size: 210 × 275 mm (A4)



Czech Airlines Ambient Media  
Aboard the Aircraft



# Marketing Materials Distributed by the Crew

Fliers distributed directly by crew members aboard aircraft – both in Business and Economy Class.

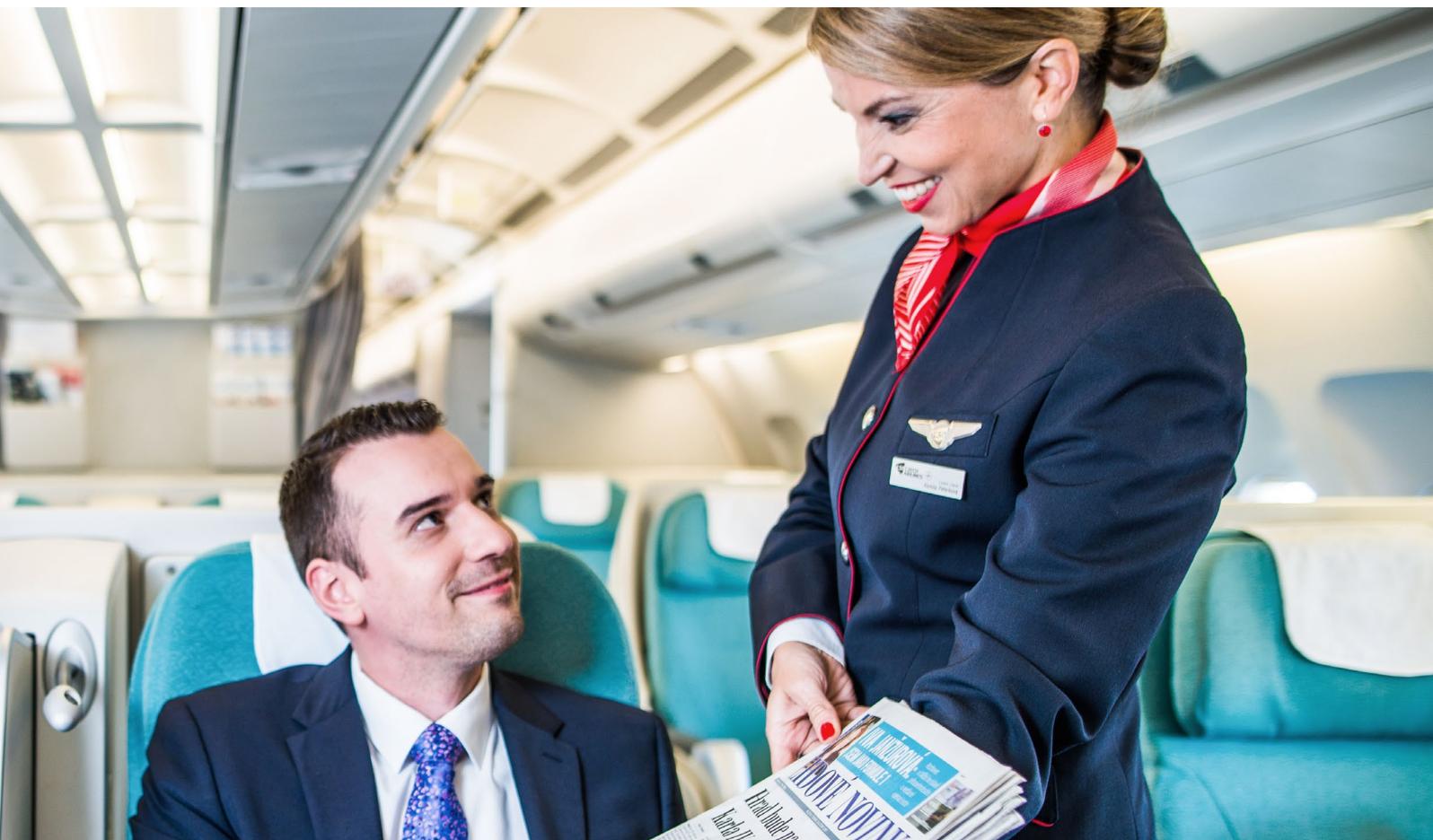
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## Minimum Advertising Period

1 week

## Technical Specifications

Maximum Size: 210 × 275 mm (A4)



Czech Airlines Ambient Media  
Aboard the Aircraft



# Sampling on Food Trays

Food Trays are used to serve refreshments in Business Class, meals in Economy Class on long-haul flights and Gourmet Menus.

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## Minimum Advertising Period

1 month

## Technical Specifications

To be negotiated ad hoc



Czech Airlines Ambient Media  
Aboard the Aircraft



# Branded Paper Napkins

Paper napkins are offered to passengers together with drinks and certain type of food and are used in Business Class and in Economy Class on long-haul flights.

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## Minimum Advertising Period

3 months

## Technical Specifications

Format: Ready to Print pdf

Size: 124 × 124 mm (folded)

250 mm × 250 mm (unfolded)



Czech Airlines Ambient Media  
Aboard the Aircraft



# Economy Class Paper Cups

Paper cups are used to serve drink in Economy Class on long-haul flights.

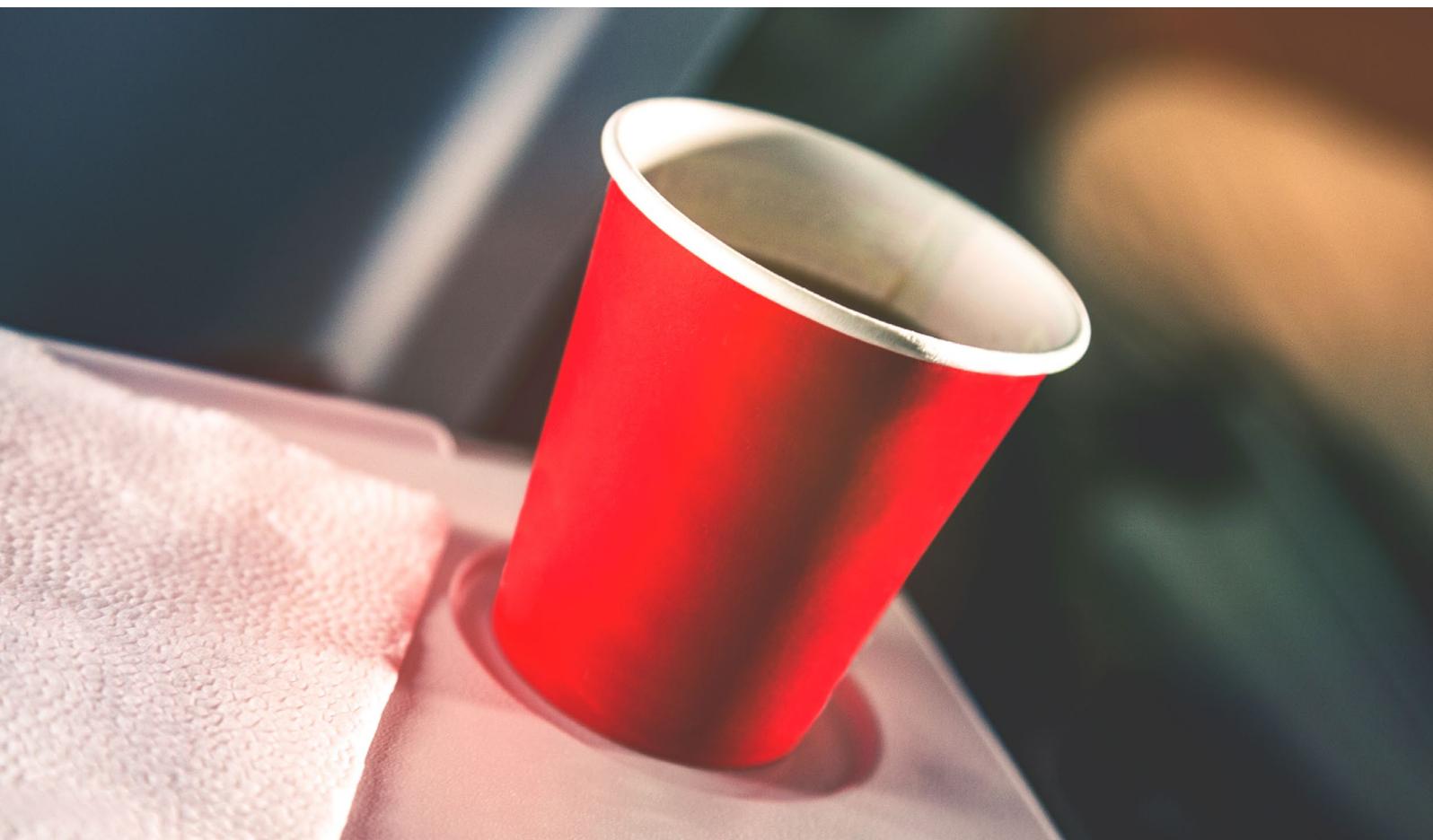
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## Minimum Advertising Period

3 months

## Technical Specifications

To be negotiated ad hoc



Czech Airlines Ambient Media  
Aboard the Aircraft



# Business Class Refreshing Wipes

Designed for Business Class passengers.

One side of the protective cover can be used for advertising.

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## Minimum Advertising Period

1 month

## Technical Specifications

Format: Ready to Print pdf

Size: 87 × 45 mm (3 mm bleed)



Czech Airlines Ambient Media  
Aboard the Aircraft



# Economy and Business Class Pillow Covers

Pillow Covers for Business Class passengers and Economy Class passengers on long-haul flights.

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## Minimum Advertising Period

3 months

## Technical Specifications

Format: Ready to Print pdf

Size: 270 × 270 mm (3 mm bleed)



Czech Airlines Ambient Media  
Aboard the Aircraft



# Newsletters for Czech Airlines Clients & OK Plus Loyalty Programme Members

The option of placing advertisements in newsletters mailed to active database of Czech Airlines clients. Members of the OK Plus Loyalty Programme receive news and useful tips together with their monthly account balances. Advertising can be targeted according to individual markets.

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## Technical Specifications

Format: png, jpg

Size: 287 × 142 px

Text: To be negotiated ad hoc



Czech Airlines Ambient Media  
Media Outside Aircraft



# Web Banners – www.czechairlines.com Website

Banners placed on homepage or together with information about destinations – based on the advertised message.

## Technical Specifications

Format: png, jpg

Size: 1024 × 560 px, 360 × 224 px

The screenshot shows the Czech Airlines website homepage. At the top is a navigation bar with icons and text for: Letenky, Odbavení, Moje rezervace, Automobil, Ubytování, Parkování, and Transfer. Below this is a section titled 'Akční letenky' (Special Offers) featuring four flight cards:

| Origin   | Destination | Price (CZK) | Action         |
|----------|-------------|-------------|----------------|
| Z: Praha | Malta       | 1 777 CZK*  | Koupit letenku |
| Z: Praha | Hamburk     | 1 471 CZK*  | Koupit letenku |
| Z: Praha | Bejrút      | 4 051 CZK*  | Koupit letenku |
| Z: Praha | Verona      | 2 023 CZK*  | Koupit letenku |

Below the flight cards is a note: Všechny akční letenky (50) and \* Palivový poplatek a všechny ostatní poplatky včetně letištních poplatků se mohou změnit.

The bottom section is a promotional banner with three items:

- Ověřte si váhu a rozměry svých zavazadel**: Image of a person's legs and a green suitcase. Caption: Příruční a zapsaná zavazadla.
- Vylepšete si svou cestovní třídu**: Image of a hand placing a figure on a 'PLUSGRADE' scale. Caption: Chci Upgrade do Business třídy.
- Rychlé a pohodlné spojení do více než 5600 destinací v Německu...**: Image of a train and a DB BAHN logo. Caption: Více informací o Rail&Fly.

### Rychlé odkazy

- Newsletter
- Sky Shop

### Služby

- Odbavení
- Korporátní zákazníci

### Newsletter

Buďte mezi prvními, kdo se dozví o všech našich prodejních akcích!

### Zákaznická podpora

- Kontaktní centrum (24/7)
- Formulář služeb zákazníkům



Czech Airlines Ambient Media  
Media Outside Aircraft



# Banners in Czech Airlines' Mobile Application

Full screen advertisement which appears before the Czech Airlines' Mobile Application homepage is displayed. Available for iOS, Android and Windows Mobile Devices.

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## Minimum Advertising Period

1 month

## Technical Specifications

Format: jpg, png

Size: 1080 × 1920 px, 960 × 1280 px, 1242 × 2208 px,

640 × 1136 px, 640 × 960 px, 750 × 1334 px



# mywings In-flight Magazine

A prestigious publication with international reach. Published quarterly in two language versions (Czech and English) and distributed aboard all Czech Airlines and Smartwings flights as well as the carrier's foreign subsidiaries. Also available at Czech centres in destinations served by Czech Airlines and in most important Czech hotels and travel agencies.

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## Specifications

Circulation: 90 000 copies

Format: 200 × 260 mm

Binding: V2

Inside Pages: 90g LWC Novapress

Cover: 220g Matt Chalk Paper + 1/0 UV varnish

Colours: 4/4 CMYK



Czech Airlines Ambient Media  
Media Outside Aircraft



# Presentation at Czech Airlines Events

The option of participating in marketing events organised by Czech Airlines and its partners in the Czech Republic and abroad.



Czech Airlines Ambient Media  
Media Outside Aircraft



# Czech Airlines Social Network Communication

Presentation/posting messages within Czech Airlines social networks, such as Facebook, Instagram, YouTube.



# Aircraft Exterior Branding

Aircraft exterior can be used for either promoting an own brand (i.e. using the entire aircraft body) or for co-branded marketing communication together with Czech Airlines (i.e. partial use of the aircraft body).

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## Minimum Advertising Period

12 months

## Technical Specifications

Stickers or lacquer coating based on the type and size of advertising.



Czech Airlines Ambient Media  
Special Ambient Media



# Contact

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All ambient media visuals and messages are subject to Czech Airlines approval. Czech Airlines reserves the right to contract withdrawal in cases where the message (graphic, text and/or audio) conflicts with Czech Airlines interests or is in breach of legal directives and regulations in place.