

Cathay Pacific: Ambient Media

Scrolling Message on Lounge TV

Cathay Pacific's First and Business Class lounges at Hong Kong airport are a sanctuary amid the frenzy of a busy airport. Put your advertising message in front of 400,000-plus passengers every quarter with a 20-second scrolling message at the bottom of the 20 LCD televisions in Cathay Pacific's award-winning airport lounges.

Meal Tray Card

Reach passengers as they dine with your creative message on the reverse of meal tray cards. Available on all flight classes monthly and we can also distribute meal cards on specific routes. Panels can be extended to include up to two advertisers. Standard trim size is 54mm(h) x 86mm(w). Special requests will attract a premium.

System Timetable

The Cathay Pacific system timetable presents a map of Cathay Pacific's service destinations and routes.

Frequency: Two issues in a year

Issue 1: End of March – end of October

Issue 2: End of October – end of March in the following year

Distribution: Inflight, Cathay Pacific check-in counters in airports, Cathay Pacific ticketing offices (Hong Kong and outports), travel agencies, exhibitions and conventions.

Additional Opportunities

Ambient media provides creative opportunities for tailor-made high impact promotions. Contact your advertising representative to discuss innovative ambient ideas for delivering your campaign messages.

Advertising Rates

	(USD)	
Scrolling Message on Hong Kong Departure Lounge TVs (quarterly)	26,930	
Meal Tray Cards Specific-Route Buy Per One Panel (monthly)		
a) Between 50,000-150,000 cards	0.32	each unit
b) From 150,001 cards, every 5,000 cards or less	extra 500	per 5,000
Meal Tray Cards Bulk-Route Buy Per One Panel (monthly)		
a) All In/Outbound South East Asia and China (around 600,000 cards)	65,000	
b) All Inbound or Outbound Worldwide (around 850,000 cards)	76,500	
c) All In/Outbound Worldwide (around 1.7 million cards)	120,000	
System Timetable (yearly, 100,000 copies)		
Inside Front Cover	13,000	
Inside Back Cover	13,000	
Outside Back Cover	13,000	
Double Page Spread	23,800	