

## Dragonair: Ambient Media

### Meal Tray Card

Reach passengers as they dine with your creative message on the reverse of meal tray cards. Available monthly on all flights with a meals service, 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 Dragonair system timetable presents a map of Dragonair'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, Dragonair Check-in counters, Dragonair ticketing office (Hong Kong and Outports), travel agencies, exhibitions and conventions.

### Advertising Rates

(USD)

#### Meal Tray Cards Bulk-Route Buy Per One Panel (monthly) - One Panel of Card on Both Ways

All In/Outbound Routes (around 772,000 cards)	66,200
All In/Outbound Mainland China Routes (around 540,000 cards)	53,850
All In/Outbound Taiwan Routes (around 117,000 cards)	28,800

#### 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 onwards, every 5,000 cards or less	extra 500	per 5,000

#### 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