

**Online and New Media**

|                                   | Unit              | Rate   | Specifications   |
|-----------------------------------|-------------------|--------|--|
| Skyscraper Homepage               | Per CPM           | RM 45  | <b>Skyscraper dimension</b> – 160 (w) x 600 (h) <b>File size</b> – 40kb<br><b>Specifications</b> – Creative must have 1 px border ( ccc)<br><b>Animation/ Looping</b> – duration 15s, no looping<br><b>Backup File (if creative submitted is SWF)</b> – Alternative creative (GIF/ JPEG) should not exceed 25kb. For GF animation please stop all animation after 10s. |
| Skyscraper rest of site           | Per CPM           | RM 45  |  |
| <b>Itinerary Options</b>          |                   |        |  |
| Email PDF Travel Itinerary        | Per PDF           | RM 1   | <b>Standard Banner Description</b> – 850 (w) x 95 (h) File Size – 40kb<br><b>Specification</b> – Creative must have 1 px border ( ccc)<br><b>Animation/ Looping</b> – Static   |
| Online Itinerary                  | Per itinerary     | RM 0.6 | <b>Skyscraper dimension</b> – 160 (w) x 600 (h) <b>File size</b> – 40kb<br><b>Specifications</b> – Creative must have 1 px border ( ccc)<br><b>Animation/ Looping</b> – duration 15s, no looping<br><b>Backup File (if creative submitted is SWF)</b> – Alternative creative (GIF/ JPEG) should not exceed 25kb. For GF animation please stop all animation after 10s. |
| <b>Online Check-in Options</b>    |                   |        |  |
| Online Boarding Pass              | Per Boarding Pass | RM 1   | <b>Standard Banner Description</b> – 728 (w) x 90 (h) File Size – 40kb<br><b>Specification</b> – Creative must have 1 px border ( ccc)<br><b>Animation/ Looping</b> – Static   |
| <b>Database Marketing Options</b> |                   |        |  |
| Co-branded email with AirAsia*    | Per email         | RM 0.3 | Specifications to be discussed on individual basis   |
| Mobile WAP Page                   |                   |        |  |
| Landing Page                      | Per CPM           | US\$ 9 |  |

**Publication Details**

Booking Dateline: 5 working days before start of campaign date  
Creative Dateline: 3 working days before start of campaign date

**Inflight magazine**

|                    | One off   | x 3 (-10%) | x 6 (-20%) | x 12 (-30%) |
|--------------------|-----------|------------|------------|-------------|
| Full Page (ROP)    | RM 20,000 | RM 18,000  | RM 16,000  | RM 14,000   |
| Inside Back Cover  | RM 25,000 | RM 22,500  | RM 20,000  | RM 17,500   |
| Inside Front Cover | RM 30,000 | RM 27,000  | RM 24,000  | RM 21,000   |
| Outside Back Cover | RM 35,000 | RM 31,500  | RM 28,000  | RM 24,500   |
| Reverse Gatefold   | RM 45,000 | RM 40,500  | RM 36,000  | RM 31,500   |

**Publication Details/ Dimensions**

Frequency: Monthly  
Language: English  
Print Order: 45,000 copies  
Publication: 1<sup>st</sup> of each month  
Booking Dateline: 6 weeks before publication  
Creative Dateline: 4 weeks before publication  
Creative to be submitted through Asia On Time

Full Page Print  
Bleed: 220mm (w) x 285mm (h)  
Trimmed: 210mm (w) x 275mm (h)  
Text: 190mm (w) x 255mm (h)

**Ambient Media**

|  | Unit                       | Rate                       | Note   |
|--|----------------------------|----------------------------|--|
| Plane Livery   | Per aircraft for 18 months | RM 1 mil + production cost | Production Costs: TBA, depending on design<br>PR launch included in price  |
| Meal Tray Backs  | Per aircraft/ month        | RM 15,000                  | Minimum buy 1 aircraft for 3 months.<br>3 month campaign, up to 6 creative executions including production or 6 month campaign up to 6 creative executions per 5 month period including production |
| Overhead Luggage Compartments  | Per aircraft/ month        | RM 15,000                  | Minimum buy 1 aircraft for 3 months<br>One advertisement or continuous graphic   |
| Pre-recorded Radio Announcements   | Per aircraft/ month        | RM 10,000                  | Production is handled by advertiser unless otherwise requested   |
| Steps  | Per unit/ month            | RM 3,500                   | Minimum buy 1 aircraft for 3 months  |
| Additional advertising opportunities are available including: pocket inserts, umbrellas and in-flight games! |                            |                            |  |

**Publication Details**

Booking Dateline: 6 weeks before execution  
Creative Dateline: 4 weeks before execution  
Working Ai file required for adjustments