



Targeted Advertising

Media Pack 2015

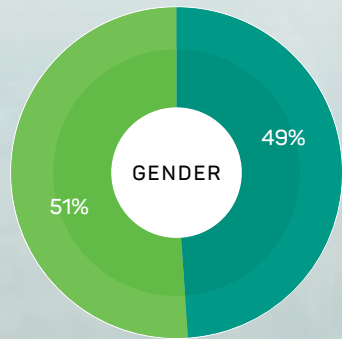


Aer Lingus TAD

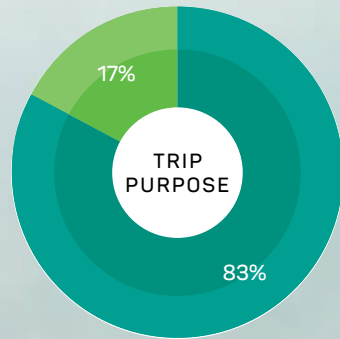


Aer Lingus fly 9.8m passengers per year

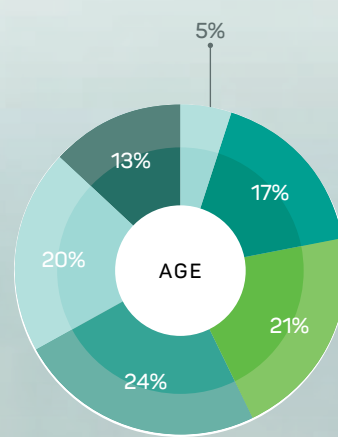
The Aer Lingus Passenger



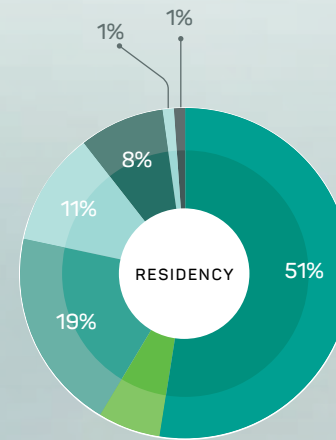
Male Female



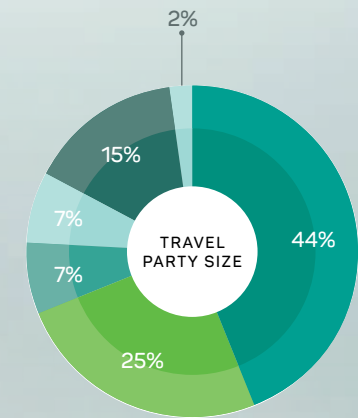
Business Leisure



18-24 25-34 35-44 45-54 55-65 65+



Eire Northern Ireland UK EU US Canada Other



On own Couple Family (Teens) Family (under 12) Adult Group <6 Adult Group >6

A valuable
audience

Aer Lingus is the R.O.I flag carrier



25%

Earn over £70k HH income p.a



17%

business traveller profile



14%

families flying



10%

North American residents

A boarding pass is viewed across **13** journey touchpoints

Passengers look at their boarding
pass over **4 times** in any one journey

25%

Look at pass
traveling to airport

20%

Look at
pass in-flight

61%

could recall
advertised brands

53%

would consider
buying TAD
advertised products

Source: Ink Boarding Pass Research 2012

How Aer Lingus TAD works

We deliver an audience
tailored to your needs

We take **passenger profiles** from
the airline booking system

- Nationality
- Gender
- Language
- Class of travel
- Destination Route
- Departure Airport

This allows you to only buy the audience you want

Aer Lingus TAD ratecard

Print-at-home boarding pass

€330 CPM

Dimensions: 650 x 254px

Aer Lingus 

BOARDING PASS

ELECTRONIC
05324612707125

NAME
CALLAN / ANITA

SEQ NO.
113

BAGS
0

FROM
DUBLIN **DUB** TML2

TO
MALAGA **AGP** TML3

FLIGHT DATE DEPARTURE TIME SEAT BOARDING TIME
EI584 2JUL 0740 **38H** 0650

DOC CHK 1/2



TRAVEL INFORMATION

- You must have all required travel documents with you.
- If you have cabin baggage only then proceed directly to your gate.
Note: Cabin baggage is restricted to 1 piece that must fit in the overhead bin or under the seat in front of you. The maximum dimensions for a cabin bag on Aer Lingus flights are 55cm x 40cm x 20cm (22in x 16in x 8in) and for Aer Lingus Regional flights are 48cm x 36cm x 21cm (19in x 14in x 8in). Cabin baggage limits are strictly enforced.
- If you have baggage to check in, take it to a manned check in desk or Bag Tag and Drop desk (where available)
- The close out time for baggage acceptance is 1 hours before your schedule departure time
- Check monitors for boarding time/gate as departure calls may not be made

Travel will be refused if you arrive late at the gate.



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