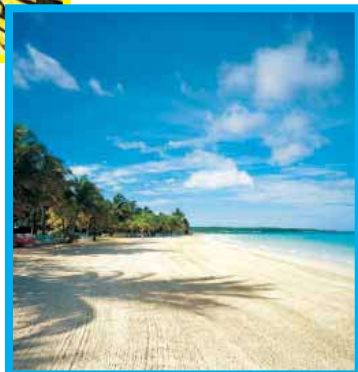
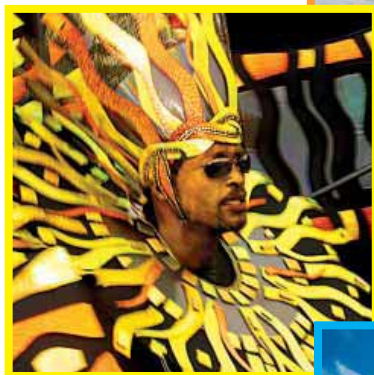
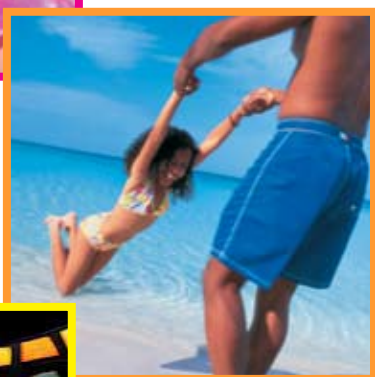


 **airJamaica**
presents



Island

Stylee

in-flight video entertainment

Island Stylee

 in-flight video entertainment

Island Stylee is the most unique method to effectively reach the Jamaican & Regional Caribbean consumer markets, offering you over 450,000 targeted impressions per quarterly period on a captive consumer audience. The following points demonstrate the outstanding quality and incomparable value of Island Stylee as a creative, results oriented media buy:

Passengers on board Air Jamaica's aircraft are a **captive audience** to the show, and by extension, to the products promoted through video ad placements during the show. In addition, this program is aired over the aircraft's Public Address System (or headsets that are given free of charge to all passengers) ensuring every passenger receives audio & visual exposure to the program.

Air Jamaica is a **major international carrier** to the Caribbean with flights from all over North America to Kingston, Montego Bay, Barbados, Cayman Islands, Cuba, Curaçao, Nassau, and Grenada.

With over 4,200 flights and a guaranteed captive **audience of over 450,000** per quarterly period. Your 30 or 60 second spot will have a remarkably low cost per thousand, far out-matching other local and regional media vehicles. When you combine this outstanding value with a targeted, sought after demographic, the result is the most effective and affordable way to reach the travelling consumer market

Air Jamaica's in-flight video is an integral part of their **award winning on-board service** package - Air Jamaica operates with the most modern fleet of any airline in North America.

Island Stylee is **hosted by Rachel Stuart, a former Miss Jamaica** and host of Black Entertainment Television's Planet Groove. The video's main purpose is to create and promote future demand for the Caribbean as a travel destination. Using an entertaining Magazine program format, Island Stylee showcases the Caribbean's upcoming events, things to do, places to see, and products to taste and try. While passengers are on their way to one Air Jamaica destination, they are introduced to the Caribbean and all it has to offer, thus stimulating interest for future travel. There are now two editions of the show per period in order to ensure that all return passengers enjoy a different show on their return leg.

CMS world media

Island Style Lee

 in-flight video entertainment

AIR JAMAICA AT A GLANCE

18 gateways in North America and the Caribbean. 350 direct flights a week.

North America

Atlanta
Baltimore
Chicago
Fort Lauderdale
Los Angeles
Miami
New York
Orlando
Philadelphia
Toronto

Caribbean

Barbados
Curaçao
Grand Cayman
Grenada
Havana
Nassau
Kingston
Montego Bay



* Air Jamaica and Delta Airlines introduced a code-sharing agreement in April 1998, expanding the airline's presence in Cincinnati, Memphis, Nashville, Salt Lake City and San Francisco.

CMS world media



2007 Rate Card and Production

Cost per Period (Quarterly)
Rates in U.S. Dollars

	1 Qtr	2-3 Qtrs	4+ Qtrs
All FLIGHTS - (1 way)			
30 seconds length	\$ 7,500	\$ 6,900	\$ 6,500
60 seconds length	\$13,000	\$12,000	\$11,000
2- 3 minute advertorial	\$30,000	\$25,000	n/ a
All FLIGHTS - (2 way)			
30 seconds length	\$ 13,000	\$12,000	\$11,000
60 seconds length	\$ 22,000	\$21,000	\$20,000
2- 3 minute advertorial	\$45,000	\$40,000	n/ a

▶ Total captive audience from 450,000 to 500,000 per quarter

▶ Product exclusivity is available at an additional premium

▶ Volume discounts can only be applied to consecutive bookings.

Schedule *

#35 - October - November - December	2008
#36 - January - February - March	2009
#37 - April - May - June	2009
#38 - July - August - September	2009

Dates and Deadlines:

Space reservation & Artwork: 4 weeks prior to release date

Please send broadcast quality mini DV or beta format to:

FRAME by FRAME
80-a Lady Musgrave,
Kingston 10,
Jamaica, W.I.
Tel: 876.978.2200

*Start dates of each video run may vary from the dates indicated. Please take this into account when producing time sensitive creative. All advertisers are guaranteed three months minimum run per period. No additional charge will be added if the run exceeds three months.

