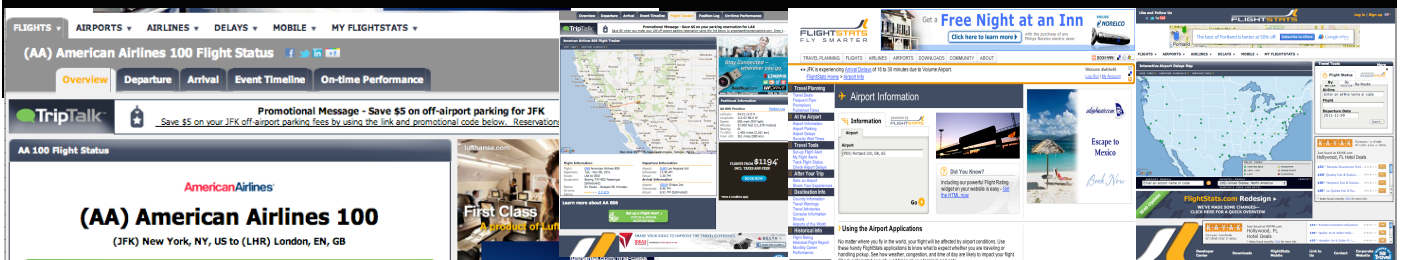




# Advertising with FlightStats®



## Get Your Message Out to Serious Travelers

*FlightStats is one of the most popular travel information sites on the web, attracting nearly 4 million unique visitors per month. We offer high quality content that is used by business travelers, leisure travelers, travel professionals seeking flight tracking and airport information.*



Travel suppliers and other advertisers increasingly turn to FlightStats to get their message out to business and leisure travelers. Our traffic has surged due to the strain on the global air travel system. Travelers are arming themselves with FlightStats' real time flight status information, our on-time performance ratings, and our detailed airport information.

Our global flight status services and airport information draw visitors from all over the world. While based in the US, more than 50% of our traffic comes from outside the US - 24% from the EU.

FlightStats industry-leading data is now available through a variety of new media - the mobile web, on the major search engines, via text message, and email. Advertisers can choose their geographic targets and fine tune their targeting by airport, by airline, or by route to suit their specific needs.

Our syndicated content now appears on thousands of travel sites worldwide drawing traffic to FlightStats.com and click-throughs for our advertisers from many hard to reach places. FlightStats data services have been recognized as the best available by industry experts including Scott McCartney of the Wall Street Journal who sited the unequaled timeliness and accuracy of our flight status alerts system. Our unique site provides some very effective advertising opportunities that reach a highly educated, high income, frequent traveler.

**“In terms of its practical benefits, a website called FlightStats.com has become one of the most important in travel.”**

**Arthur Frommer**  
founder of Frommer's  
Travel Guides

## Advertising Opportunities

### FlightStats.com and FlightStats.co.uk

Reach a global audience with your choice of standard advertising formats. In addition to the usual targeting options, we can target ads to users according to the departure and/or arrival airport of the flight they are tracking - an ideal mechanism for airline and destination advertising.

### Sponsorships

Our map-based flight trackers and airport trackers are ideal sponsorship opportunities and particularly effective for branding campaigns. Visitors spend nearly 4 minutes on the page per session - enough time to generate 7 separate ad impressions.

### FlightStats Mobile

Our mobile site reaches nearly 1.2 million unique travelers each month usually while they are on the road, in the airport, at their hotel or otherwise in transit generating nearly 15,000,000 ad impressions.

# Advertising Formats - FlightStats.com/FlightStats.co.uk

The screenshot shows the FlightStats website interface for JFK airport. At the top, there is a navigation bar with 'Like and Follow Us', the FlightStats logo, and 'Log in / Sign up'. Below this is a banner for 'World Wide Web' by Lufthansa. The main content area is titled '(AA) American Airlines 100 Departure Details' and includes tabs for 'Overview', 'Departure', 'Arrival', 'Event Timeline', and 'On-time Performance'. The 'Departure' tab is active, showing 'AA 100 Departure Status' for '(JFK) John F. Kennedy International Airport'. The status is 'Scheduled' for 'B6 (Terminal 8)'. A table provides details for GATE and RUNWAY, including scheduled and estimated departure times. Below this is a 'JFK Airport Current Conditions' section with weather and delay information. At the bottom, there is a 'Download: MacKeeper 1.8.1' advertisement with a 'DOWNLOAD NOW' button.

728 X 90 Banner or full width push-down ad

300 x 250 or 300x600

160x600 or 300x600 on some pages.

728 X 90 Banner

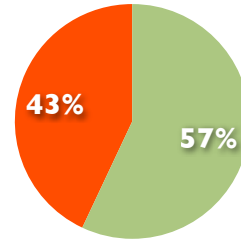
This screenshot shows a promotional message from TripTalk overlaid on the FlightStats website. The message is titled 'Promotional Message - Save \$5 on off-airport parking for JFK' and includes a link and promotional code. Below the message, the flight status for '(AA) American Airlines 100' is visible, showing the route from '(JFK) New York, NY, US to (LHR) London, EN, GB'. A 'First Class' banner is also present on the right side of the flight status section.

TripTalk targeted promotional messages and coupons. Airport, airline, and route targeting

# US Demographics

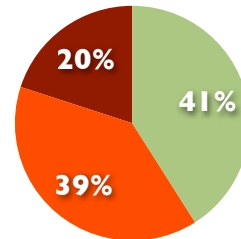
## Gender

● Male ● Female



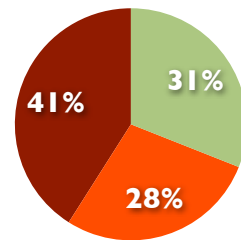
## Household Income

● <\$60k ● \$60-100K ● >\$100k



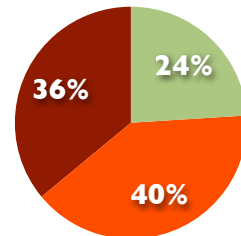
## Education

● No College ● Graduate Degree ● College



## Age

● 18-34 ● 35-54 ● 55+



# Advertising Formats - Flight/Airport Trackers

**Rotating 300 X 250** - refreshes every 30 seconds with average time on page of nearly 4 minutes. Ads alternate with flight and airport info.

**Fixed 300x250** - a premium position with great branding power.

**728 X 90 banner (fixed)**. Can be used to private label the flight tracker.

## Special Branding Opportunities

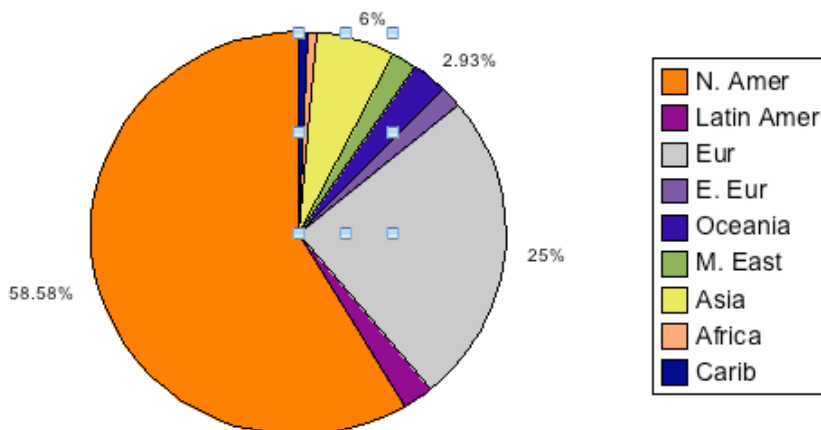
Contact FlightStats to discuss your ideas and craft a winning strategy. Consider a branded flight tracker or real-time flight or airport data on your banner ads to increase your click-throughs.

## Targeting Options

You can zero in on an audience that is right for you with precise location targeting. Place ads on:

- Pages related to specific airports
- Pages showing flight status by departure and/or arrival airport or by airline
- By departure or arrival country

## Geographic Information



# Mobile.flightstats.com

Our mobile alternative to the industry-leader flightstats.com, mobile.flightstats.com provides flight status, airport information, airline contact information and online community features to any WAP-compatible mobile device.

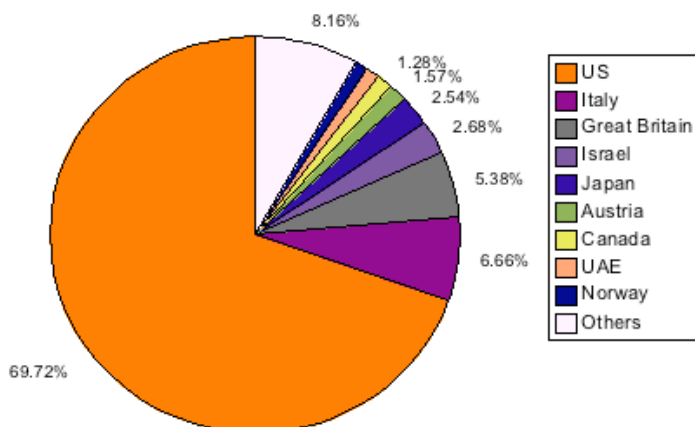
## Geographic Information

Monthly page views: approximately 7,000,000

Monthly unique visits: approximately 1,200,000

Visitor locations:

### mobile.flightstats.com Traffic Sources



**FLIGHTSTATS**  
FLY SMARTER

### Flight Status

Airline Code or Partial Name:

Flight Number:

Departure Date:  
Jan-21-2008

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### Links

- [Home](#)
- [Flight Status](#)
- [Airline Information](#)
- [Airport Information](#)

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## Demographic Information

A typical user of mobile.flightstats.com is:

- Male
- 31-64 years of age
- married
- with college degree(s)
- English-speaking
- among the professional/managerial ranks
- working in a small to medium-sized company.

## Advertising Contact Information:

For rates, quotes, proposals or to place your ad in one of our sites:

email: [advertising@flightstats.com](mailto:advertising@flightstats.com)

or call: David White +1 503 445-4220