

AVIAD



Get 25 Million Views this Weekend



AVIAD



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Where is your message going next?

Aviad - Aerial Banners and Skywriting across America and the world - since 1953.



Brand Management Packages

Your Aerial Media Channel



Brand Management – Year Subscription

(Includes Multiple Locations, Banners and Events)



Brand Management – Seasonal Subscription

(Option - Multiple Locations)



Brand Management – Event

(Negotiable - Event)



Brand Management/Aerial Media Package

Program	attendance	passes	days/repeats	% readership	views	Comments
Annual views/USA						
NASCAR	150,000	25	30	75%	84,375,000	Highly targeted audience
MLB	35,000	20	60	75%	31,500,000	Highly targeted audience
NFL	80,000	20	40	75%	48,000,000	Highly targeted audience
Fairs/Festivals	100,000	15	40	75%	45,000,000	Many are ethnic specific
Spring Break	250,000	12	40	75%	90,000,000	Targeted youth demo
Beaches National	11,000,000	2	30	75%	495,000,000	Massive reach
Marathons	1,200,000	8	5	75%	36,000,000	Highly targeted audience
Cities/Commuter Traffic	825,000	4	100	35%	115,500,000	Billboard alternative
College Bowls	105,000	20	16	75%	25,200,000	Highly targeted audience
Super Bowl	200,000	20	3	75%	9,000,000	Premier advertising event
X-Games	55,000	20	5	75%	5,500,000	Highly targeted audience
NCAA Football	80,000	20	40	75%	48000000	Highly targeted audience
					1,033,075,000	US annual views

Brand Management Year

Subscription 409 Flights Value **\$1,766,880** Added value bonus 50 Skywriting flights with a value of \$225,000

Brand Management Seasonal 200 Flights Value **\$864,000** Added value bonus 25 Skywriting Flights with a value of \$112,500

Production of approximately 30 Skyboards® is \$275,625 additional

European option available as add-on.

Annual Views EU/projected

<i>Beaches, PT,ES,FR,IT</i>	12,000,000	1.5	45	70%	567,000,000	EU annual views
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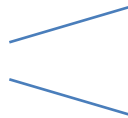
Type	Description	Max Character	Size	Color	Shape	Featured Clients
SKYWRITING	Huge 5-mile long messages written in white vapor.	Up to 25	3,000 foot tall letters; 5-mile long	White text	-	
SKYTEXT™	Block letters assembled from our inventory. Our most economical option.	Up to 50	5 and 7 feet tall	Black Text Transparent Background	Rectangle	
SKYTEXT™ WITH LOGO	Add a custom logo to upgrade your image.	Up to 50	5 and 7 feet tall	Black Text Transparent Background 4 color image	Rectangle	
SKYBOARD®	4 color process digitally printed. Height/width ratio maintains integrity of 3 to 1 billboard ratio.	-	30' high x 90' wide	4 color	Rectangle	
SUPER SKYBOARD®	4 color process digitally printed. Height/width ratio maintains integrity of 3 to 1 billboard ratio.	-	40' high x 120' wide	4 color	Rectangle	
MEGA SKYBOARDS®	Flown on helicopters at near hover speeds	-	As big as a 10-story building	4 color	Rectangle	
TWO SIDED V-BOARD	Dummy text	-	25' x 75' each side	4 color	V-shape	
Special Shapes	Flying Cans, Tubes, Brand Replicas	-	Dummy Text	4 color	Round	



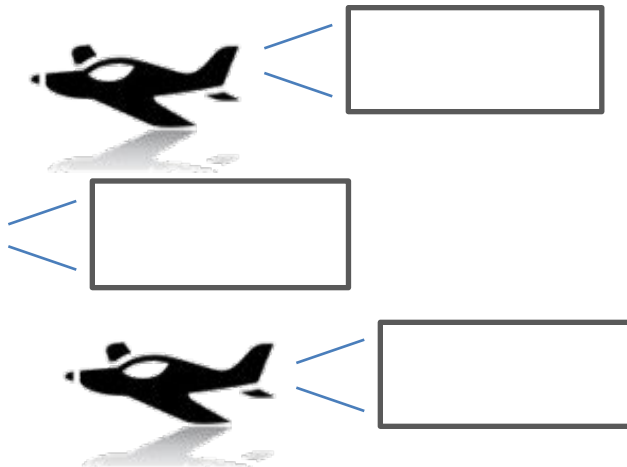
Channel Modes – Traditional

Your Aerial Media Channel

Classic



Multi-ship





Channel Modes – Traditional

Your Aerial Media Channel

Night Flight



NIGHT MESSAGE



Skywriting

YOUR MESSAGE

Skygram

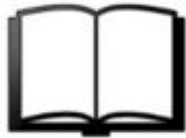
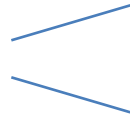
ABCDEF





Channel Modes – *Integrated*

Your Aerial Media Channel

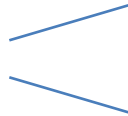




Channel Modes – Social

Your Aerial Media Channel

Crowdsource



Banner is CONTEST REWARD

FlashFAN



[Empty rectangular box]



Special Event Location

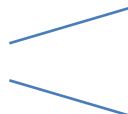




Channel Modes – *Interactive*

Your Aerial Media Channel

Gamification



AviCam/Tube



— Live Birds Eye View
= Photo/Video Feed + Event Report
to Mobile App



Event Location



Aerial Media Channel - Brand Manager

Your Aerial Media Channel



ROUTE

MEMBERS



Crowdsourced Banner Campaign

6 minutes ago by Hue O'Brien

Following

Project Title Crowdsourced Banner Campaign

Project Manager



Hue O'Brien
Brand Manager

+ Add / Remove

Project Status Not Started Banner Complete Client Review

Banner Presentation Complete Archived

Banner Artwork Received Banner in Production

Banner Shipped to Airfield **Awaiting Banner Artwork**

Files Add files

Tasks There aren't any tasks [Create one](#)



CHAT

- Adam Cahill** Little chatty text that I'm ...
- Andre West** Bahahah
- Heather Leavitt** Steak and eggs - steak & ...

ACTIVITY

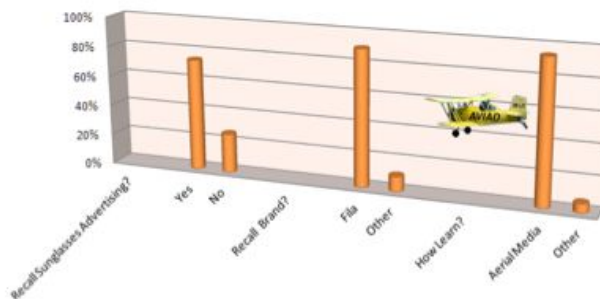
- Kat Chun** Good luck on launch day Adam Cahill, Jason Dolan and...
- Designers** Kat Chun was added to the team.
- Ian Zullo** Everyone please welcome our newest developer, Bowser King...
- Ad Manager** Ian Zullo updated the campaign Acrobat Test.
- Heather Leavitt** Remember this?
- Sherman Taylor** Check out the presentation in action.



Aviad Advertising Media Project: *Fila Eyes*

Advertising Research Source: Fila Sports

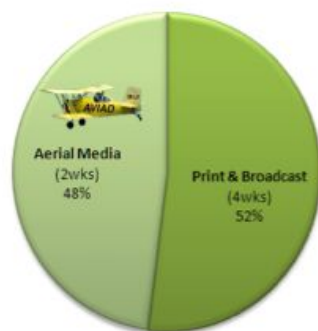
Fila Sports teamed up with well-known retailers such as Sunglass Hut to promote their new line of upscale sport sunglasses. Flights were accomplished at beach locations throughout the USA. Research involved conducting over 500 live encounter surveys at Panama City Beach, Florida after four consecutive days of flying. Respondents were asked if they recalled seeing any advertising for sunglasses recently. If so, what was the brand name and how did they learn about the brand.



Aviad Advertising Media Project: *Mercy Medical*

Advertising Research Source: Mulhall Associates

Call Back Results



Mercy Medical Center of Baltimore wished to increase foot traffic for the "Dial A Downtown Doctor" walk-in service. During the winter months, various forms of media advertising were employed. It was unusual to use aerial banners for this cold weather period, and its success was considered a "long shot." The advertising program was measured by the number of telephone call backs to the medical center over a 4 week period. Aviad's aerial banner program was employed for 2 weeks while other media had a 4 week run. The client was so pleased that the program continued for 4 years and integrated as a key component of a medical franchise offering.

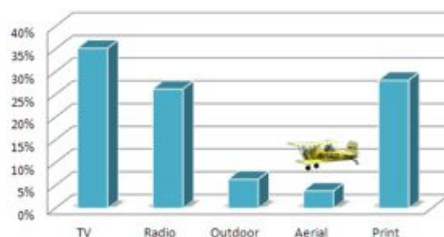


Aviad Advertising Media Project: State of Maine Lottery

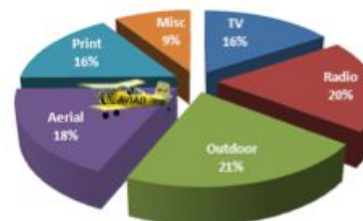
Advertising Research Source: Normark

The State of Maine launched its lottery based upon the very successful Massachusetts model. The ad agency felt that aerial banners would be a good way to get the message out over the summer months and a small aerial banner program was included in the media plan. Subsequently a member of the Maine State House of Representatives saw the banners in flight and questioned their usefulness. The agency engaged Northeast Marketing (Normark), a well known Portland, Maine research firm, to do a performance study. Normark conducted 590 live encounter interviews in three locations, two of which were inland, and one on the coastal beach area.

% of Advertising Budget



How did you learn about the Maine Lottery?



Aviad Advertising Media Project: Molson Dry

Advertising Research Source: SOM Canada

Molson, perhaps Canada's best known beer brand, conducted a survey to determine the effectiveness of their aerial media programs. They had considered options including blimps, which proved to be far more costly than flying our Skyboards®, and which actually offered much smaller signage: Blimp 2,800 sq ft. vs. Up to 5,000 sq ft. Aviad Super Skyboard®. A series of live encounter interviews were conducted on the street in Montreal. After 4 days of flying, 42% of Montreal residents - 1,100,000 people - affirmed having seen the flights an average of 4.3 times.





AVIAD PRODUCTION SPECS

Skyboard® banners are produced on a special ultra lightweight substrate developed by Aviad® for this specific use. Because the material is so thin, ambient light serves to make the Skyboard® "self illuminating." The specs below apply to a single sided panel. Panels can be custom sized to fit the artwork. As a general guide, however, a Skyboard® 30' high by 90' wide (Height/width ratio) maintains the integrity of 1 to 3 billboard ratio. We recommend that all lettering be at least 5 feet tall, and 7 feet tall is even better. Large, bold lettering and strong colors are always a good choice. If the Skyboard® is to be larger or smaller, you can still use the same scales below.

FILES AND FILE NAME

Please send only the files and support documents that are needed to complete your project. Identify the specific item by labeling with reference to the job or product. Best not call it "air banner" or similar, as everyone tends to use that phrase. Better, for example to say, "XYZ Movie," or "5G cell phone."

LAYOUT SCALE

A scale of 1/2 inch = 1 feet @ 300 + dpi is best for all graphic images. Please be certain that you create outlines on all fonts in vector graphics. No Bleed is needed, as all area is live.

We accept files from the following programs:

Adobe Illustrator (Mac)
Adobe Photoshop (Mac/PC)
Freehand (Mac)
Adobe InDesign (Mac)

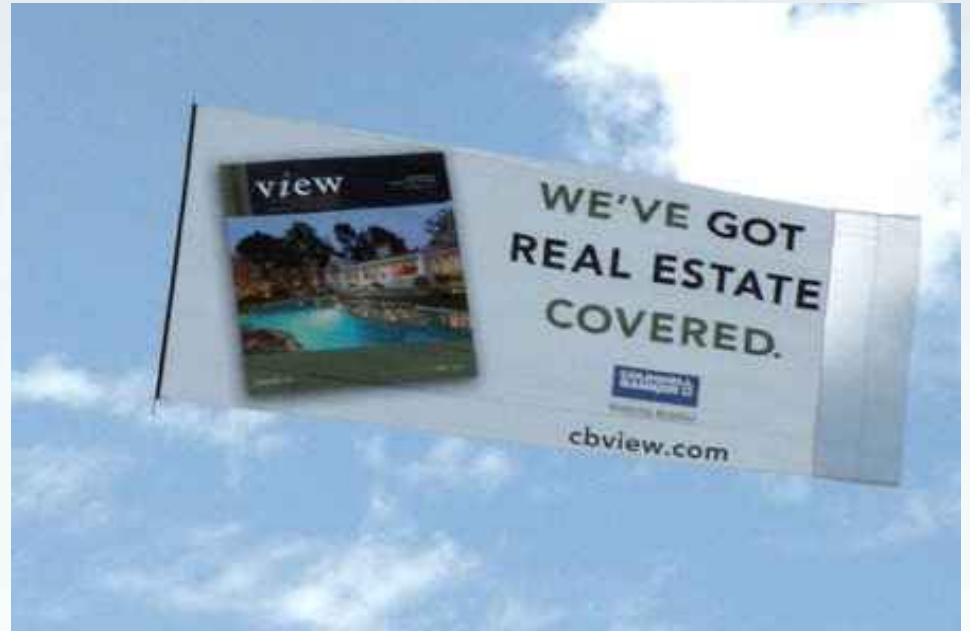
Please be certain to send a low-resolution jpeg or pdf to us via email, so that we may review the artwork for legibility and suitability as an aerial banner.
info@aviad.com

Please send files via the link below. We do not need a disk.

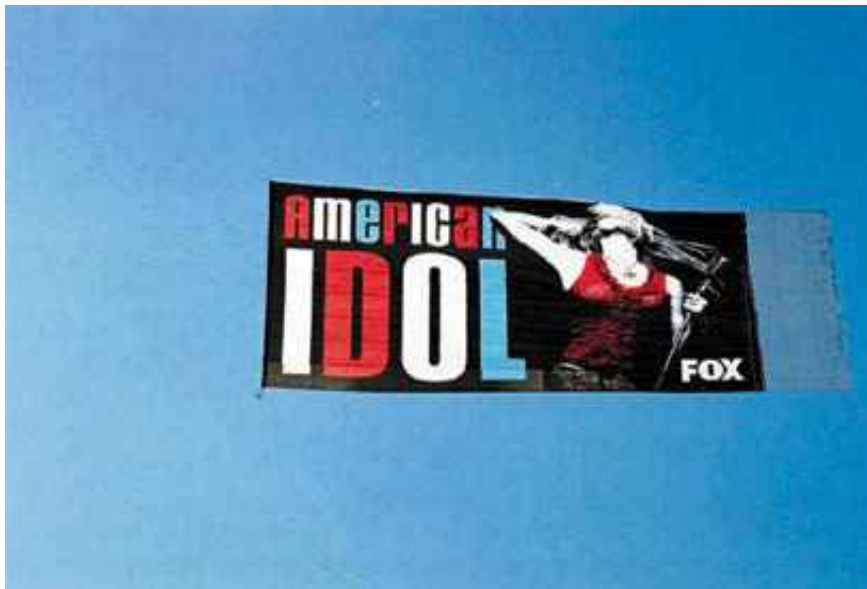
<https://dropbox.yousendit.com/AviadBannerArt>

Aviad LLC
Tel. 310.617.3257
info@aviad.com



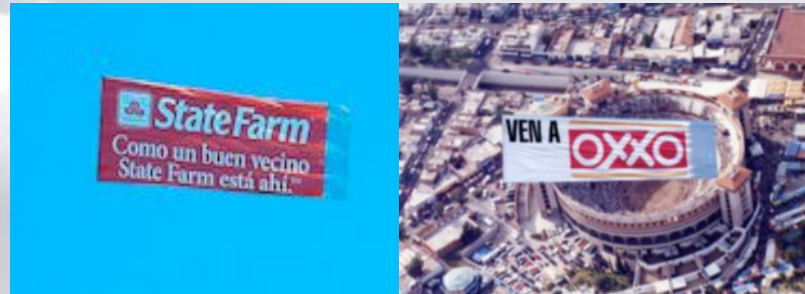












Haga que su campaña publicitaria vuele con *AVIAD* ;

Para servirle:

Cada día crece el número de personas saludables y activas que se encuentran lejos de la TV, Ahora están en las playas, conciertos, eventos deportivos y recreativos. Bajo este contexto la publicidad aérea ofrece los mejores beneficios con respecto a blancos (targets) específicos de audiencia con una marcada precisión y efectividad.

Económico y fácil de adquirir:

Con 60 años de experiencia, *AVIAD* le puede ofrecer los mejores costos de producción y vuelo para que el Mix de su presupuesto sea del más alto rendimiento (impactos / millar). Nuestros elevados niveles de seguridad y eficiencia nos hacen líderes en el mercado a nivel mundial. Nosotros nos encargamos de todo usted relájese.

Resultados Exitosos:

FILA Sports: Luego de 5 días de vuelo, 95% de los encuestados pudieron recordar la marca y la fuente de la publicidad.
Montreal : Luego de 4 días de vuelo, 42% de 1,100,000 residentes, afirmaron haber visto los vuelos un promedio de 4.3 veces

OOH Media USA

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media that turns heads!