

**ADVERTISE HERE!**



**AD AIR LINES**  
INC.

**AERIAL ADVERTISING FROM COAST TO COAST**

Ad Airlines, Inc., is the national leader in aerial advertising aerial banner towing. We have successfully delivered flying messages at Daytona, Houston, Boston, Miami, Los Angeles and all points in between since 1991. Our clients include blue chip corporations, charitable organizations, radio stations, local restaurants and many others. Aerial advertising by Ad Airlines, Inc. is the medium that delivers your message with high exposure, powerful impact, and at a value second to none.

“Aerial advertising is the most effective medium that I have ever tried.”

**Call us today! 773-785-3100**  
**[www.adairlines.com](http://www.adairlines.com)**

Aerial advertising (banner towing) delivers eye-popping messages silhouetted across a clutter-free backdrop of open sky.

Ad Airlines pricing is ALL inclusive. Competitors frequently cite a lower hourly rate which does not include their flight time to and from your site. With Ad Airlines there are no hidden costs.

Aerial advertising compels. Your audience instinctively looks skyward towards the banner. Try NOT to read an aerial message. Impossible!

## Advertising Rates

### Aerial Billboards \$4000

18 x 70 - Basic  
 Created to your art department's specs.  
 Lasts 100 flights, then can be used as signage  
 Free storage and repair  
 Allow 7 days minimum for production

### Aerial Letter Banner FREE

100 feet with tow  
 5 foot tall letters  
 High-visibility red  
 Up to 32 characters (excluding space)

### Tow of Billboard or Banner

Charge for actual in-flight time (Pick up and drop off)

First hour rate	\$475
Hourly rate	\$375
3 hours - Block rate	\$1250
Commuting hourly rate	\$275
Smoke Trails	Add 20%

### Additional Services Call for a quote

HOT AIR BALLONS with logos or messages  
 HOT AIR BALLONS with custom designed shapes  
 COLD AIR BALLOONS - Hundreds of styles and shapes  
 BIG BLIMPS - Optional lightboard to display moving messages

Terms: 20% pre-payment is due in advance of flight. Full payment for a billboard is due at the time of order. A refund is given only if Ad Air Lines cannot perform or reschedule the flight.

# Reaching In Effective

## Some Satisfied Clients



ABC News



Chicago Bears



101.1 FM



Fox News



MOTOROLA

Motorola



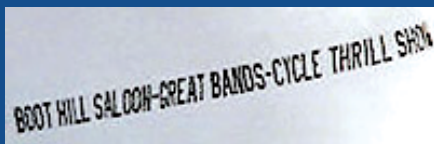
Nissan



Taco Bell



Union 76



Outdoor Advertising Association of America studies indicate billboards in motion (sky messages) have superior recall. Your audience will have an average read time of approximately 17 seconds as Ad Airlines' flight path is tracked.

Aerial advertising is an event unto itself as well as a complement to more traditional media.

Ad Airlines uses GPS to provide precise time and position logs for all flights.

## New Heights Marketing

**AD AIR LINES**  
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Budweiser



Century 21



IKEA



Kmart



PepsiCo



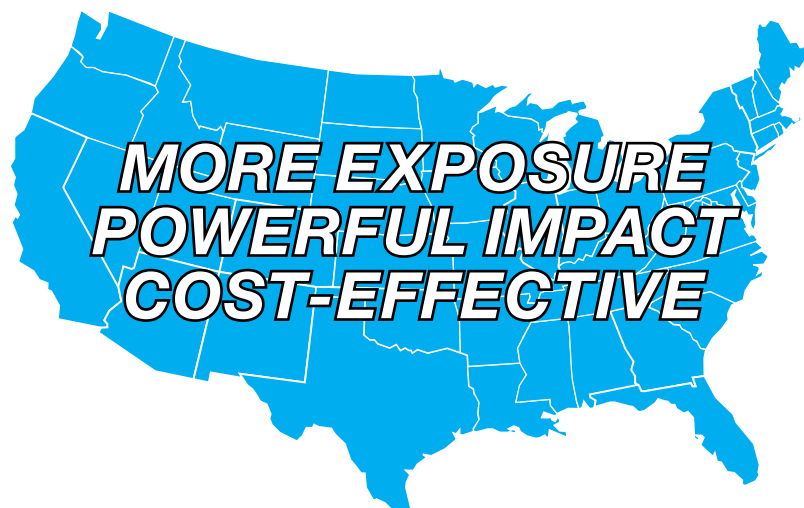
Snapple



U.S. Army



WGN TV



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successfully delivering flying  
messages in Daytona, Houston,  
Boston, Miami, Los Angeles and  
all points in between since 1991.*





## ***AERIAL ADVERTISING FROM COAST TO COAST***

Ad Airlines, Inc. provides a complete advertising solution. From banner design through geographic coverage and flight time, we fulfill ALL your banner towing requirements. Our clients successfully reach their audiences at sporting events, festivals, grand openings, at the beach and along highways. Any gathering can be a golden opportunity to make a spectacular impression with an aerial banner.

We welcome the opportunity to meet with you to explore how Ad Airlines, Inc. can help you reach more customers, deliver soaring results, and maximize your return per ad dollar.

***Contact us soon to discuss tailoring an Ad Airlines, Inc. solution that complements your national or local advertising program.***

***CALL US TODAY!  
773-785-3100  
www.adairlines.com***

Ad Air Lines, Inc. • Advertising Aerial Banner Towing Specialists • Chicago, Illinois  
773-785-3100 • kent@adairlines.com • www.adairlines.com

A photograph of a small, white and blue propeller plane flying over the Chicago skyline. The plane is towing a long, white banner that reads "ADVERTISE HERE!" in blue, bold, sans-serif capital letters. The skyline includes the Willis Tower and other skyscrapers. In the foreground, there is a green park area and a body of water with several sailboats.

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