

# Finally LET'S GET BACK TO BUSINESS TOGETHER



WE'VE TAKEN OUR IN-FLIGHT ENTERTAINMENT EXPERIENCE TO AN ENTIRELY NEW ALTITUDE & GIVEN IT A WHOLE NEW ATTITUDE

Over 200 flights take off daily from 36 different destinations with cloud nine magazine in the seat back pocket and our digital travel companion keeps you in front of active business and leisure travelers between trips, especially during the critical travel planning process. This approach, unique in the airline industry, has helped us develop a trusted relationship with travelers we can leverage to help you build your business. And since our airline partners are often the exclusive service in and out of many of America's under-served airports, our online travel resources have high domain authority with Google.

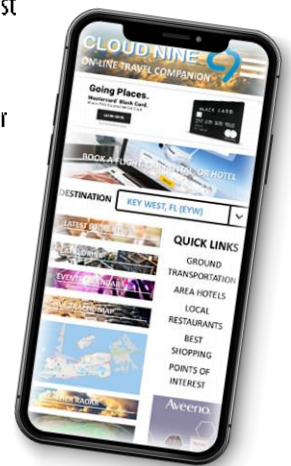
## IT'S MADE US THE PARTNER YOU NEED TO GET BACK TO BUSINESS BIGGER & BETTER

Our ability to influence frequent business and leisure travelers can help you get back to business faster. We have better consumer targeting capabilities, powerful and authoritative messaging, and a unique ability to reach your best customer prospects via the magazine, the website, social media, email, and re-targeting across third-party apps and websites. We've combined the credibility of a trusted traveler

resource and married it with today's most powerful digital marketing technologies to efficiently and effectively connect you with buyers.

## AND WE'RE DEDICATED TO KEEPING IT EFFECTIVE AND AFFORDABLE AS THE TRAVEL INDUSTRY REBUILDS

We've all been hurt by the travel recession. Let's rebuild together. Smarter. Better. With even bigger dreams and ever-higher goals. We can do it. Working together. Our "Back to Business Together" plan is detailed on the next page. We're always happy to customize our offerings for your unique situation. Actually, we prefer that. Let's talk!



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Finally

# OUR "LET'S GET BACK TO BUSINESS TOGETHER PLAN



## TARGETING FREQUENT TRAVELERS

We talk to frequent business and leisure travelers from planning all the way to their flight and on-the-ground decisions they make about everything from dining and shopping to lodging and transportation.

## DELIVERING YOUR MESSAGE IN A TRUSTED CONTEXT

Context is everything. Consumers value Cloud Nine as a safe, trusted environment with brand authority.

## HIGH-FREQUENCY, MULTI-CHANNEL REACH STRATEGY

We create a unique combination of articles about you, promoted via our social media and email newsletter, with ads following them across third-party websites and apps to get your message clear and engage these potential customers to research you, make reservations, etc. – we focus on getting them to take action with your brand.

## FOR STRONGER, MORE ACCOUNTABLE RESULTS

We don't just "set it and forget it." Our campaigns work with your website and other analytics tracking to verify outcomes and help you understand and optimize your ROI.

## AFFORDABLE & FLEXIBLE

Our "Back to Business Together" plan starts at just \$1,200/mo and can be customized to suit any unique situation. We prefer to begin with a thorough understanding of your ideal outcomes and then provide you with a plan specifically designed to meet those goals.

### BASE PLAN INCLUDES

- ½-Page Magazine Ad/Qtr
- 25,000 Digital Ad Impressions/Mo
- 50,000 Re-Targeting Ad Impressions/Mo
- Dedicated Email to 25,000 Targets/Mo
- 1 Magazine Article About You/Qtr
- 2 Web Articles About You/Mo
- Featured in Our Social Media & Email Sponsorship of Relevant Destination Guide(s)
- Tracking & Reporting
- Optimization Recommendations

### Optional Add-Ons

- Geo-Fenced Ad Impressions
- Search Re-Targeting Ad Impressions
- Section Sponsorships





## A UNIQUE NEW TAKE ON THE IN-FLIGHT EXPERIENCE & BEYOND THE AIRPLANE ITSELF

There was no better time than lockdown to re-imagine how airlines and the rest of the travel industry foster a deeper relationship with frequent travelers. So we did.

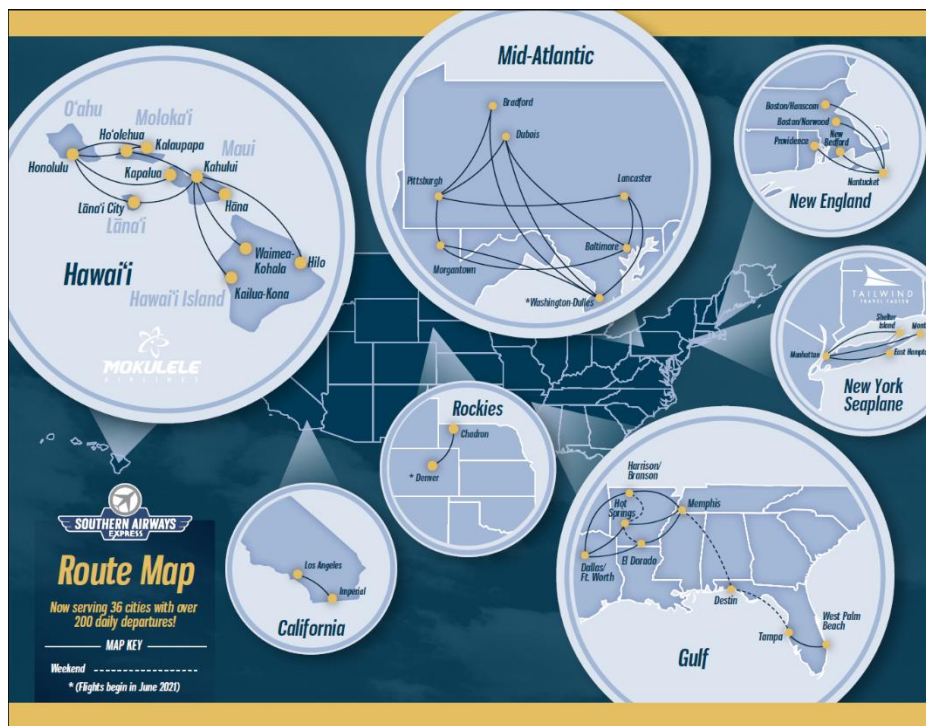
The result is a unique take on the in-flight magazine, focused on creating an ongoing relationship with travelers when they leave the plane. That relationship stays with them between trips; especially during the critical trip planning phase. Then combine a powerful digital communication strategy that carefully curates useful and engaging content about all our destination cities and has the ability to target frequent business and leisure travelers based on real behavior and preferences they've shared willingly. Now you've got something!

### OUR AIRLINE PARTNERS

We've partnered with regional airlines who are often the exclusive carriers in many of our destination cities, connecting them with hubs and code sharing with global carriers. We also connect people via vital inter-island route in Hawaii, Nantucket, and the Hamptons.



### 36 DESTINATIONS SERVED & COUNTING



Many of our destinations are exclusive to our airline partners. And since we are carefully curating useful and engaging content about each destination, we are often the best and sometimes only trusted, independent source of information about many of our destination cities.

### A TRUSTED PARTNER IN TRAVEL'S BIG COMEBACK

We believe in it. And we believe in you. We can't wait to help you write your big comeback story!

