

# 2013 Video Rate Sheet

All discounts must be approved

Only one sponsorship available per month

30-Second hard sell commercials acceptable on national TV only

30-Second in-flight segments include minor editing using b-roll, photos, etc.



**ATLANTIC PUBLICITY**  
BECAUSE YOU HAVE A STORY™

		1.5 Minutes*	1 Minute	1 Minute	30 Seconds	Sponsorship
<b>AMERICAN AIRLINES</b>	<b>+</b>	<b>US AIRWAYS VIDEO</b>				
70,000 monthly passengers		331,000 monthly passengers				
2,000 monthly flights		1,676 monthly flights				
1st/Biz Class on 757/767s		International flights only				
In-Flight Seatback Video Screens		Overhead and VOD Screens				
<b>AA + US In-flight (with filming):</b>		Full Day Shoot	Full Day Shoot	1/2 Day Shoot	No Filming	No Filming
		<b>Call for Current Pricing</b>				
<b>AA + US In-flight (placement only):</b>		Minor Editing	Minor Editing	Minor Editing	Minor Editing	
		<b>Call for Current Pricing</b>				
<b>INCLUDES Travel Channel (95 Million Subscribers)</b>		1 Minute	1 Minute	1 Minute	30 Seconds	Brought to you by...
1x per day; 2 days per week Mon-Fri for one week		<b>Call for Current Pricing</b>				
<b>INCLUDES Bravo Channel (94.3 Million Subscribers)</b>		1 Minute	1 Minute	1 Minute	30 Seconds	Brought to you by...
1x per day; 2 days per week Mon-Fri for one week		<b>Call for Current Pricing</b>				
<b>INCLUDES CNN Channel Upgrade (98 Million Subscribers)</b>		1 Minute	1 Minute	1 Minute	30 Seconds	Brought to you by...
1x per day; 2 days per week Mon-Fri for one week		<b>Call for Current Pricing</b>				
<b>AA + US In-flight, Travel, Bravo and CNN Channel (with filming):</b>		Full Day Shoot	Full Day Shoot	1/2 Day Shoot	No Filming	
		<b>Call for Current Pricing</b>				
<b>AA + US In-flight, Travel, Bravo and CNN Channel (placement only):</b>		Minor Editing	Minor Editing	Minor Editing	Minor Editing	
		<b>Call for Current Pricing</b>				

**PLEASE NOTE: WHEN FILMING OUTSIDE THE U.S., ADD \$ 3,000 AND FULL DAY SHOOT IS REQUIRED**

**CABLE SPOTS ARE EITHER 1-MINUTE OR 30 SECONDS. WHEN SELLING A 1.5 MINUTE AIRLINE/CABLE PACKAGE, WE WILL NEED TO EDIT THE 1.5 MINUTE AIRLINE VERSION TO A 1-MINUTE VIDEO TO AIR ON THE CABLE NETWORKS**