

OUR NEW TALK BUSINESS VIDEO

ATLANTIC PUBLICITY TALK BUSINESS is a bimonthly TV show that airs in-flight exclusively on American Airlines. Our program enlightens first and business class travelers by presenting interviews with business leaders and innovators from a variety of industries. We invite you to participate and share your story on our April/May 2014 "Industry Innovators" segment.

Our production team will produce a "Video Interview Presentation" or what we call a VIP for short. We start by recording a one-on-one audio interview by phone with your spokesperson. Interview questions are prepared in advance. We use your interview as the soundtrack and illustrate your VIP with your visual assets (ie. photos, images, graphics, logo, and any video you have). This keeps the eye moving and text is used to highlight key points. We use motion graphics to unite the video stylistically.

We collaborate on all content and you have final approval. The end result is a visually engaging video employing your logo and branding, and visual assets timed to your interview. If you don't have any visual assets, we will create your video using our library of royalty-free images and graphics.

Your in-flight video will air in first and business class on the seatback video screens for two full months on 5,800+ American Airlines worldwide flights with a viewership of 226,000+ travelers. Viewers include hard-to-reach C-level executives, decision makers, investors, entrepreneurs and early adopters. As an added benefit, your video can be repurposed on your website, social media and in other promotions for years to come.

In addition to your in-flight video, we will also produce a 30-second TV commercial to air on both CNN and the CNN Airport Network during April or May 2014. Your CNN spots will air nationally between 7am to 5pm to 49 million cable and satellite subscribers.

Your CNN Airport Network spots will air between 7am and 8pm at 50 of the nation's busiest airports, covering more than 2,100 gates, 27 club rooms and other viewing areas. Each CNN Airport Network commercial spot is viewed by 21,000+ travelers. TV commercial production includes custom script, voice-over talent, background music, incorporating visual media assets that we mutually provide.

PACKAGE A

- Production of a 2-minute Video Interview Presentation (VIP) to air in first and business class on seatback video screens on TALK BUSINESS 360 TV show during April and May 2014 reaching 226,000+ on 5,800+ American Airlines flights.
- Production of a 30-second TV commercial to air 2 times on CNN and 2 times on CNN Airport Network in April or May 2014.

PACKAGE B

- Production of a **3-minute** Video Interview Presentation (VIP) to air in first and business class on seatback video screens on TALK BUSINESS 360 TV show during April and May 2014 reaching 226,000+ on 5,800+ American Airlines flights.
- Production of a 30-second TV commercial to air **4 times** on CNN and **4 times** on CNN Airport Network in April or May 2014.

Each package above includes:

1. MP3 file of audio interview
2. MP4 file of both VIP and TV commercial
3. Embed code for posting videos on your website and social media
4. Full re-usage rights for promotional purposes
5. Rebroadcast on our website with company, spokesperson's name, title and website
6. "As featured on" logos for posting on your site

To further enhance your video, onsite filming is available at an additional cost.

Please let us know which package you prefer as soon as possible, and we will send you the appropriate forms to secure the space.