



EXPRESSION OF INTEREST

Inflight Entertainment Advertising

Conditions

Fiji Airways is offering exciting, premium advertising opportunities onboard Fiji Airways, Fiji's National Airline is seeking Expressions of Interest from reputable organisations to advertise on the Inflight Entertainment (IFE) System on the airline's fleet in 2019. Premium advertising spots are available for organisations wishing to reach a viewership of over 1.6m over 12 months.

- a) Fiji Airways is offering 2 x 15 sec IFE slots to advertising onboard its fleet per cycle (2 x months).
- b) The 2 x 15 sec IFE advertising is valid for the next six (6) cycles till the end of 2019 (Jan & Feb, Mar & Apr, May & Jun, Jul & Aug, Sep & Oct, and Nov & Dec).
- c) All onboard video adverts (2 x 15 sec) or (2 x 30 sec) play-out before the screening of every movie and all TV series set on every passenger screen onboard the fleet, viewed by a highly captivated audience.
- d) An IFE advertising cycle is defined as a two-month cycle and successful partners will be required to provide 15 or 30 sec video ad in high definition in a format approved by Fiji Airways.
- e) Fiji Airways will select the successful applicants for onboard advertising in its absolute discretion.
- f) Booking deadline: 2 x months prior to start of the broadcasting cycle.
- g) Material deadline: 8 weeks prior to start of the broadcasting cycle.
- h) All advertisements are subject to approval by Fiji Airways in its absolute discretion.
- i) Advertising Fees – \$25,000 VEP per 15x second ad per cycle (Subject to negotiations)
- j) Successful partners wishing to confirm the January - February 2019 cycle must provide 15 x sec ads by 10th November, 2018.

Submission

Expression of Interest (EOI) must be submitted through the following:

- Hand delivered to FJ Procurement, Fiji Airways, Naisoso Road Nadi Airport.
- Email softcopies to fjprocurement@fijiairways.com and attention to Asif Jamal.

EOI will close on Monday 15th October, 2018 at 3pm.