

onboard ambient | rate card

outbound ➔

Inbound route specific campaigns:

On Application

	Global	Club World	Club Europe	World Traveller	Euro UK Traveller	Domestic
Mealtray cards						
Frequency	Monthly	Monthly	Monthly	Monthly	N/A	N/A
Monthly rate		£23,000	£35,000	£45,000		
Passenger numbers (outbound only)		71,203	93,055	432,368		
No. of cards required (standard campaign)		107,000	210,410	540,000		
Headphone bags						
Frequency	Monthly	Monthly	N/A	Monthly	N/A	N/A
Monthly rate		£22,400		£30,000		
Passenger numbers (inbound & outbound)		140,000		860,000		
No. of inserts required (standard campaign)		220,000		1,100,000		
Club World washbag insert						
Frequency	Monthly	Monthly	N/A	N/A	N/A	N/A
Monthly rate		£19,600				
Passenger numbers (inbound & outbound)		140,000				
No. of inserts required (standard campaign)		220,000				
World Traveller amenity kit inserts						
Frequency	Monthly	N/A	N/A	Monthly	N/A	N/A
Monthly rate				£25,000		
Passenger numbers (inbound & outbound)				860,000		
No. of inserts required (standard campaign)				1,500,000		

Please call British Airways Media to confirm exact requirements for all ambient campaigns.

Passenger numbers may fluctuate, the above figures are averages.

All figures relate to London Heathrow and London Gatwick only.

BA Media operate on a 10% tolerance level for all ambient campaigns.

The minimum spend for all lounge and ambient campaigns is £5,000 net.

Inbound Club World and Club Europe packages can be route specific.