

# **SOJERN**™ MEDIA KIT

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# Overview

## Your message delivered to the right traveler when it matters most.

With greater scrutiny than ever on advertising strategies, budgets and results, Sojern is the powerful partner you need to reach premium audiences in ways that no one else can.

- *Exclusive audiences*– Sojern reaches the most desirable demographic groups: with higher incomes, frequent travel for business and leisure, with more income to spend – and greater inclination to do so.
- *Unique medium*– Sojern provides you with the opportunity to place ads on online and printed travel documents, including premium placement of contextual ads on boarding passes, itineraries, as well as digital presence on our partners' planning, reservation and check-in pages.
- *Multiple touchpoints*– From search, to booking, to check-in, and return Sojern enables you to reach key audience groups within optimum decision windows, increasing their receptiveness to your message.
- *National and local markets*– In virtually any market and across multiple markets, Sojern allows you to tailor your message and deliver it at the right time – one time or multiple times.

With Sojern, you're able to execute more targeted campaigns, more effectively than ever before.

# Partners

## For our partners, Sojern maximizes your assets

- Proprietary platform technology, serving targeted content and advertising to improve your customer experience
- A media sales team dedicated to driving the most yield from your digital assets
- Website visitor analysis and reporting to increase your business intelligence
- Growing partner pool; contact us today to participate!

*Alaska Airlines*

 **HAWAIIAN**  
AIRLINES.

**AA**  
American Airlines®

 **UNITED**

**Continental**  
Airlines 

 **U-S AIRWAYS**

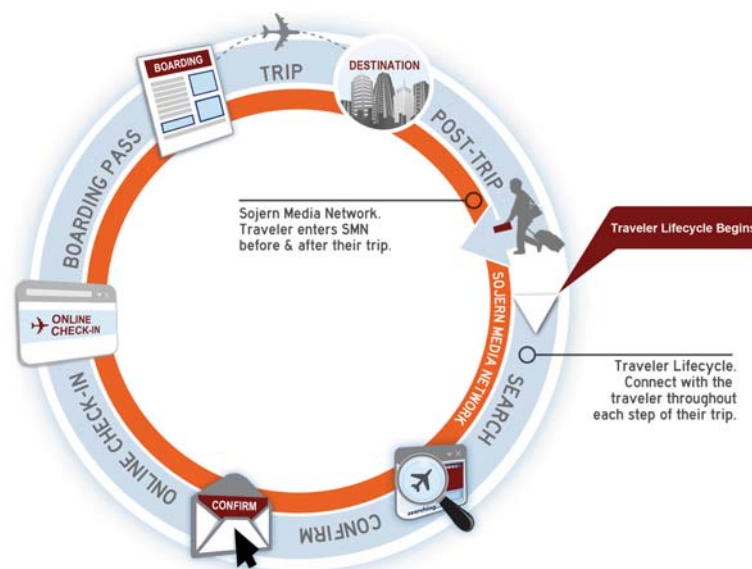
 **DELTA**

*Travelport* 

# Advertising Placements

It's not just what you say, but when and how you say it. Sojern gets your message across – at every step of the journey and every stage of the travel lifecycle providing a 360° opportunity to reach your audience. So whether they're initiating a search, confirming their travel, reviewing their itinerary, completing their trip or getting ready for the next one, you're able to focus your advertising message more powerfully and more precisely.

- **Printed Boarding Pass** – viewed frequently at the start of their journey and on their return, placement here ensures multiple views and more focused attention on the details.
- **Online Boarding Pass** – with more content delivered electronically, placement on the electronic boarding pass ensures you're well positioned in the traveler's mind and increases traffic to your Web site.
- **Boarding pass TripPacket** – Sojern's newest addition to the online check-in experience allows the traveler to choose the information that best suits their interests and take it with them on their trip. Whether it be news articles, weather forecasts, puzzles, destination information or special offers, the traveler will certainly be delighted with their custom information.
- **Online Itinerary** – travel agent itineraries are a great way to get your message to the traveler right after he has booked. Online itineraries are accessed often and have a high propensity to be business and international travelers.
- **Printed Itinerary** – the source of information throughout a trip, the printed itinerary provides you with virtually limitless potential for views and for lasting impressions.
- **Travel Confirmation** – placement on confirmation pages of Sojern's nationally branded partners deliver your message when the traveler's trip is top of mind.



# Only from Sojern

By partnering with the major airlines and key travel organizations, only Sojern is able to provide advertisers with one-of-a-kind access to key audiences worldwide.

## Airline Boarding Passes

Only Sojern provides exclusive access to the check-in process and print boarding passes generated on our partner websites. These digital and print premium ad placements offer a targeted and highly contextual environment suited for calling consumers to action.

The screenshot shows a boarding pass for 'Traveler/John Q' with flight details: CARRIER 3403, FLIGHT CLASS L, DATE Today, DEPARTS 09:45 AM, GATE 09:15 AM, BOARDING TIME, SEAT 13C. Below the boarding pass, there are several sections with ad placements:

- 1:** Airport Information (Las Vegas Airport, Denver Airport) - 300 x 250
- 2:** Weather Forecast for the Las Vegas Area (Friday Aug 6, Saturday Aug 7) - 300 x 250
- 3:** Top 5 Deals for Travelers (Various travel offers) - 300 x 250
- 4:** Recommended Dining for the Las Vegas Area (List of restaurants) - 300 x 250
- 728 x 90:** Events & Attractions for the Las Vegas Area (List of events)
- Airline's House Ad:** A large ad placement at the bottom of the page.

1. Helpful airport information
2. Weather forecasts are dynamically updated
3. Top Travel Deals with links to your special offers
4. Recommended Dining and Attractions

**Also available:**  
 • 300x600 Online  
 • 300x500 Print

This screenshot shows a boarding pass for 'Traveler/John Q' with flight details: CARRIER 3403, FLIGHT CLASS L, DATE Today, DEPARTS 09:45 AM, GATE 09:15 AM, BOARDING TIME, SEAT 13C. Below the boarding pass, there are several sections with ad placements:

- 300 x 250:** Weather in the Dallas Area (Thursday Nov 12, Friday Nov 13, Saturday Nov 14)
- 300 x 250:** Recommended Dining in the Dallas Area (List of restaurants)
- 300 x 250:** Attractions in the Dallas Area (List of attractions)
- 300 x 250:** Dallas Area Fun Facts (City Population, Time Zone, etc.)
- House Ad:** A large ad placement at the bottom of the page.

\*Ask about our special widget, sponsorship or custom opportunities

# Custom Opportunities

The boarding pass environment also provides a unique opportunity to marketers for enhanced impact through Sojern's sponsorship programs. Contact your sales representative to explore the possibilities.

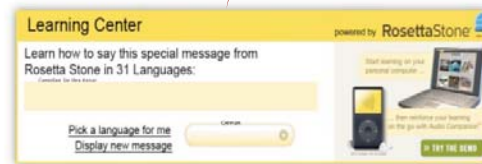
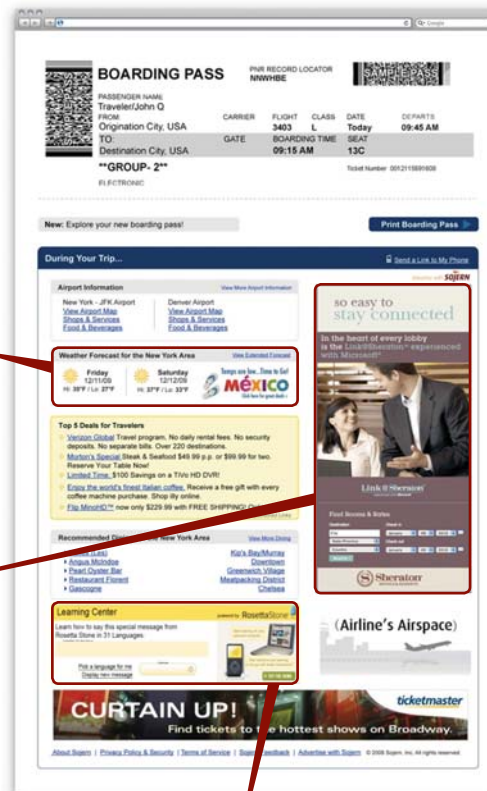
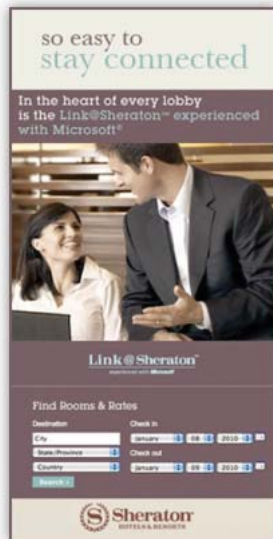
## Weather Sponsorship

A stand-out opportunity to promote your brand.



## 300x600 Wide Skyscraper

Take a commanding position on the Online Boarding Pass.



## Custom Widgets

Create an interactive and value-add experience for travelers to engage with.

# Trip Packet

Sojern is excited to be working with several of our partners to offer the boarding pass TripPacket to enhance the experience for travelers. The newest addition to the online check-in experience allows the traveler to choose the information that best suits their interests and take it with them on their trip. Whether it be news articles, weather forecasts, puzzles, destination information or special offers, the traveler will certainly be delighted with their custom information.

For advertisers, the opportunities are endless. Promote your restaurant, your destination location, or sponsor important information to consumers – talk to your Sojern representative about other possibilities.

The screenshot shows the 'www.airlinecheck-in.com' website. At the top, there is a 'BOARDING PASS' section with a QR code and a 'PUR RECORD LOCATOR' (NNWHBE). Below this is a table with flight details:

PASSENGER NAME	CARRIER	FLIGHT	CLASS	DATE	DEPARTS
Traveler/John Q		3403	L	Today	09:45 AM
FROM: Origin City, USA					
TO: Destination City, USA	GATE	BOARDING TIME	SEAT		
		09:15 AM	13C		

Below the flight details, it says '\*\*GROUP- 2\*\*' and 'Ticket Number: 0012115691608'. There is also a 'Print Boarding Pass' button.

The 'SOJERN TRIP PACKET' menu is open, showing various options:

- Recommended for you to take on your trip
  - Airport insider tips - Sojern
  - Sudoku puzzles - Sojern
  - Get through security faster - Sojern
  - Extended weather forecast - CustomWeather
  - Seven tips for healthier, happier trips - USA Today
  - Get latest news from
  - Read financial articles
- Brought to you by SOJERN
  - Eight tips for frugal travel - USA Today
  - Weird and Cool Packing Tips - USA Today
  - How to survive an airport with your kids - Sojern
  - Travel books to read before you go - Sojern
  - Kids activities - education.com

At the bottom of the page, there are several advertisements, including 'Morton's Special Steak & Seafood \$49.99 p.p.', 'SELLING? in Dallas?', and 'Get \$900 off LASIK'.

The image shows a stack of three 'SOJERN TRIP PACKET' documents. The top document is titled 'Boarding Pass' and includes flight details. The middle document is titled 'Airport Information' and lists airport details like 'Airport 500 544 206 787' and 'Baggage Main To'. The bottom document is a promotional offer for 'STEAK AND SEAFOOD FOR TWO' for '\$99 FOR TWO'. It includes a list of items:

- Two Single Cut Filets
- Choice of two:
  - Colossal Shrimp Alexander
  - Jumbo Lump Crab Cake or
  - Broiled Sea Scallop
- Choice of two:
  - Caesar Salad or Morton's Salad
  - One Signature Potato and One Fresh Vegetable to Share
- Choice of Two:
  - Morton's Legendary Hot Cake
  - Key Lime Pie

The offer also includes a 'Print this e-certificate and bring it with you to redeem this special offer code: 8906783822. Offer expires 8/31/2011' and 'Reservations Required. www.SteakHouse.com'.

# Travel Agency Itineraries

Our itinerary environments are an excellent medium to reach our premium audiences well in advance of their upcoming trip. These unique online and printed materials extend the consumer-advertiser relationship to a captive environment.

Used by major corporate and leisure travel agencies for domestic and international travelers, the itineraries allow advertisers to reach consumers through their trip reservation itineraries that are viewed multiple times.

# Targeting

When it comes to getting your message to the right person, no one gives you more powerful options than Sojern. That's because no one knows travelers better than we do. And no one is able to reach them with greater precision and timing to ensure optimum results. Using real, not inferred, non-personally identifiable information (non-PII), Sojern is able to find the right audience for your advertising campaign to achieve your success metrics.

- *Geo-targeting* – Place your campaign in specific markets or multiple markets where the greatest opportunity exists.
- *Dates of travel* – With the ability to reach your key prospect when they are traveling, your message counts.
- *Destination or origination* – Whether the traveler is leaving for their trip, visiting your city or returning home you are able to change the applicability of your message.
- *Leisure or business* – Ensure you reach the right person, with the right offer based on their reason for travel.
- *Gender* – Structure offers and messaging to make the most of what you know about the person receiving it.

## Formats that make the most of every opportunity

With Sojern, there's not just one way to execute your marketing strategy. Take full advantage of technologies and placements available to you, with the flexibility of contextual or non-contextual ads; static, flash and rich media; special sponsorship opportunities across all printed and online travel documents and even special widget opportunities.

# Audience Profile

Sojern is able to deliver key audiences based on the demographics that advertisers want most to target.

Compare our numbers to your existing efforts to see how much more effective your marketing can be with Sojern. Our comScore ratings show just how valuable our audience can be to your campaign. And, overall, Sojern is listed as a Top Ten Travel Entity by comScore.

## Sojern is more likely than the average website to have (index)...

### Affluent Customers

- HHI \$100K+ ..... 177
- Portfolio Greater than \$500K ..... 246
- Online travel spend is \$5k (last 6 months) ..... 341

### Business Decision Makers

- Management/Executive Title ..... 140
- Business Purchase Authorizers ..... 250

### Activity Seekers

- Attended Music Concert ..... 160
- Attended Pro Sport (last 6 months) ..... 165
- Attended a movie (last 6 months) ..... 156

### Lifestyle

- Spent \$2,500K+ online for retail (last 6 months) ..... 253
- Used mobile browser for news (last 30 days) ..... 156
- Uploads mobile photos weekly ..... 132
- HHI \$100k+ and have allergies ..... 197
- Searched online for information and treatment for Allergies ..... 148
- Visited an online pharmacy ..... 184
- Attended gym or health club (last 6 months) ..... 176
- First among friends to own the latest electronics and financial information ..... 155
- Travel Influencer: Frequently advises others on travel ..... 166
- Search daily for world, national or local news (last 30 days) ..... 181
- Spent \$500+ on men's clothing (last 6 months) ..... 213
- Spent \$2,500+ online (last 6 months) ..... 201
- Spent \$200-\$499 on jewelry or accessories (last 6 months) ..... 193
- Spent \$500+ on women's clothing (last 6 months) .... 193
- Annual Budget for Business Purchases is \$100K + 251
- Beach, cruise, golf or theme park vacation (last 12 months) ..... 198
- Spent \$200-499 on gourmet food (last 30 days) ..... 169
- Consumed wine (last 30 days) ..... 130

## Sojern's Composition of Unique Visitors

### Age

- 25-34 ..... 21%
- 35-44 ..... 16%
- 45-54 ..... 18%
- 55+ ..... 29%

### Gender

- Male ..... 41%
- Female ..... 59%

### Family

- Single (never married) ..... 28%
- Married ..... 59%
- Has Children ..... 31%

### Household

- Owns laser or combo printer ..... 75%
- Has internet connection at home ..... 92%



# Solutions by Industry

## Travel Endemic

From parking your car at the airport to promoting where the traveler will sleep – there's no better way to get your message in front of this highly targeted audience. Sojern's unique opportunity to promote your message on travel documents will ensure that the traveler gets your message while they are in-market.

## Brand Advertisers

Promote your product or brand to a highly qualified and engaged demographic – Gain exposure, activate engagement and promote special offers. Sojern's suite of products provides the opportunity for multiple placements and multiple impressions.

## Destination Advertisers

Reaching a traveler as they are headed into your city is the ideal means of promoting your destination's qualities. Provide your information to travelers using your location or those that are researching possible destinations.

## B2B and B2C

A traveler is more than just a traveler – they buy automobiles, they approve business purchases, they like to entertain and enjoy sporting events and they are technically savvy – and they are a highly desirable demographic. Sojern's platform allows you to put your message in front of this key audience.

# Solutions by Objective

At Sojern your goals are our goals. We adapt our demographic data and targeting capabilities to meet your marketing objectives. Whether launching a new product across our network or implementing a specific targeted campaign, we take your success seriously.

## Reaching the right person at the right time

In virtually any market and across multiple markets, Sojern allows you to tailor your message and deliver it at the right time – one time or multiple times. Promote your restaurant opening or offer a special coupon, announce the latest concert or sporting event or promote your latest software product – with Sojern’s advertising platform, your message will have impact.

## Increase brand equity

Through our exclusive partnerships with the world’s leading airlines and travel organizations, Sojern has the ability to put your brand in front of a highly influential demographic worldwide. Advertising on Sojern’s travel documents provides the opportunity to have your message seen multiple times on a global scale.

## Increase traffic and conversions

Engaging customers and prospects equates to lead generation, increasing brand awareness and ultimately additional revenue. Launch your website or drive traffic to a specific landing page from Sojern’s online travel documents. Sojern’s printed travel documents provide for multiple impressions during check-in, while in the TSA line, boarding the plane and even when the documents are used as the consumer’s “bookmark”. Multiple impressions mean multiple opportunities for your advertising message.



# Sojern Media Network

## Delivering reach and frequency

Through our unique partnerships with the world's leading travel providers, Sojern is able to observe, segment and target travelers throughout their journey. The Sojern Media Network uses data that is based on real travel events rather than the inferred data other travel networks use.

Our advertising environments are comprised of inventory offered on Sojern's partner sites, as well as a broad advertising network of high quality sites. Together these provide unique, contextually relevant advertising placements, plus a vast collection of clean, well-lit websites to ensure optimal exposure.

Our network is built on a 100% transparent inventory from ad-supported comScore quality publishers to ensure that ads run on the highest quality, most credible and trusted sites such as USAToday.com, NBC.com, CNBC.com, CNN.Money.com, and TravelChannel.com.

## Segmentology

Imaging being able to reach travelers within a specific phase of travel or throughout the entire travel experience. As travelers proceed through search and planning to the actual trip, Sojern's targeting becomes more focused allowing advertisers to deliver relevant messaging to meet and exceed campaign goals.

## Retargeting

By combining retargeting with our audience segment solutions, marketers can build a population of consumers to retarget. In fact, retargeting is the perfect complement to your campaign as it enables you to help convert interested consumers who visited your website for your products but did not immediately complete your desired action.

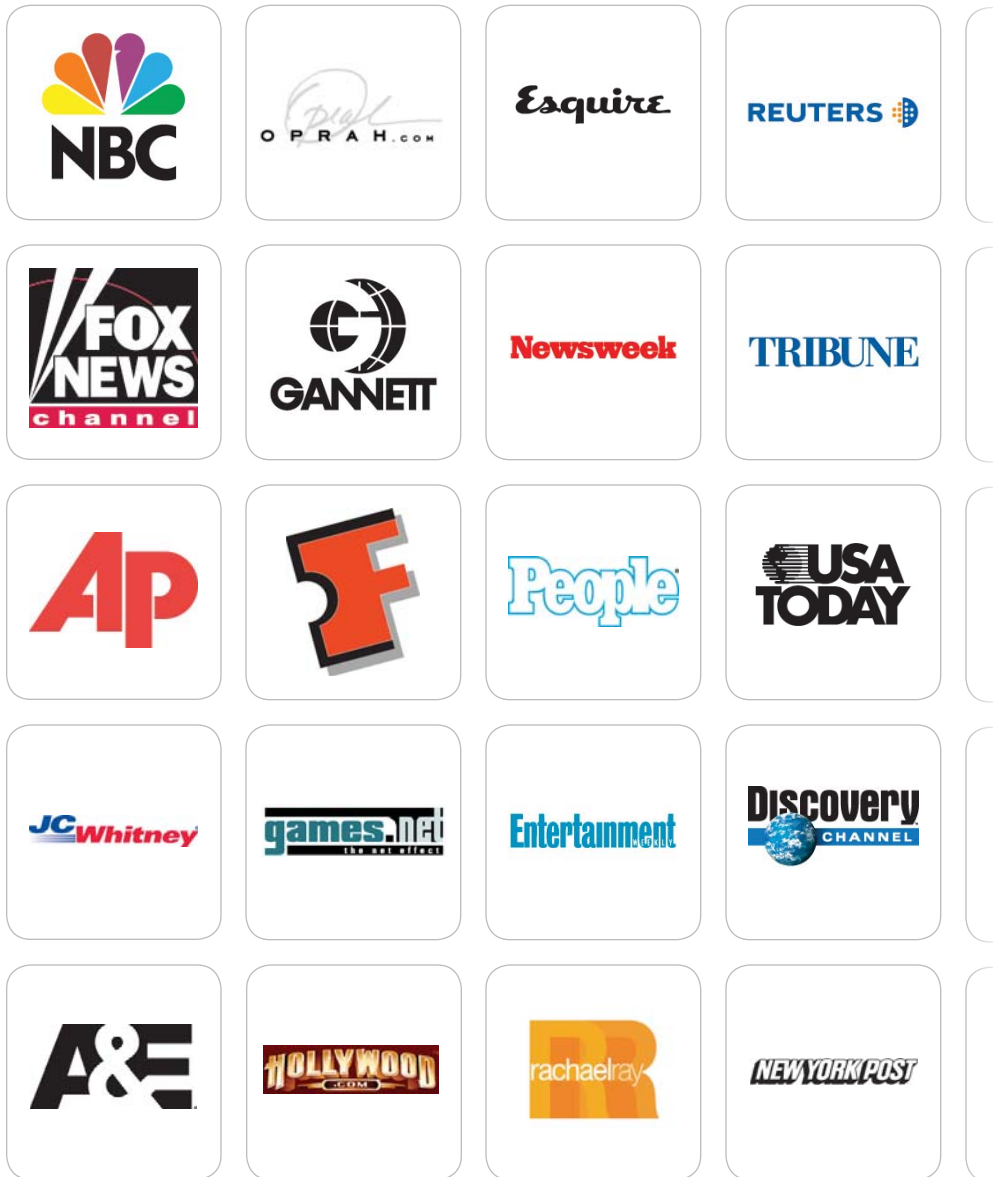
## Optimization

Increase your campaign performance with our industry-leading optimization methodology. Our solution is a combination of modeling and sophisticated algorithms that improve outcomes of desired activities like conversions, clicks, downloads, etc., by matching ads to the users most likely to respond. It is much like creating your own custom audience segment. Only available for use with our Run-of-Traveler segment.

# Sojern Media Network (Continued)

With the Sojern Media Network you're able to enhance the reach and frequency of your marketing campaign.

Ask your sales rep how you can increase your sites performance and increase your scale and frequency with the Sojern Media Network.



# Case Study: FastPark

## Problem

Fast Park needed a cost efficient advertising vehicle to reach airline travelers in key markets at the time they are making travel decisions.

## Insight

- Travelers are bombarded with irrelevant advertising throughout their trips—in airports, flight magazines—lots of waste.
- Major impact requires one-on-one communication that includes a valuable offer and is tailored to each travel experience.

## Solution

- Sojern online & print boarding pass.
- Attractive parking lot offers and coupons.
- Targeted to outbound travelers and specific departure cities.

## Results

- 4M impressions yielding top ROI and CPC results.
- Top advertising vehicle in terms of waste—0% waste with Sojern.
- Increased competitiveness in key markets.

*“Sojern is the single vehicle that has allowed us to target our audience during that crucial 24-hour period during which they are solidifying their plans regarding airport parking. It was a no-brainer when we signed the contract and the results have been even better than we anticipated.”*

*—Melanie M. Chavez, Principal*

# Case Study: Hotel Pilot

## Problem

- In a struggling economy, hotels are focused on driving cost efficient room bookings to gain and protect market share
- Reaching travelers at the right time is critical so as to maximize message effectiveness and reduce waste

## Solution

- Our partnerships allow us to reach travelers in the “sweet spot” of their planning process
- In-Market hotel segment combined with network environment, and boarding pass deal links
- Audience segment intersects of geo markets and business & leisure traveler

## Results

- Sojern’s hotel offering delivers strong returns:
- Top performing campaign for driving conversions
- Revenue per booking ranking #2
- Half of hotel partners expanded pilot campaign or added a new campaign before the pilot end date

## Best Practices

- View through attribution with at least a 7 day look back window
- Target offers within the hotel booking window approximately 3 weeks before travel with a 7 time frequency
- Clean creative and attractive offers are critical to engage potential bookers and drive conversions

# Case Study: B2B Campaign

## Problem

Key business decision makers can be an elusive audience. Reaching this valuable segment with a high impact advertising message at the right time is critical to any successful B2B campaign.

## Insight

Our partnerships allow us unparalleled access to business decision makers and traveling professionals:

- Through boarding passes, travel itineraries, and network retargeting, we can reach this audience with one to one advertising with the desired frequency ... eliminating the waste that other media alternatives can not.
- With six of the largest airline partners in the world and one of the top three corporate travel reservation engines as partners, Sojern's scale will be unrivaled.

## Solution

Sojern's B2B offering delivers effective and efficient returns:

- Sojern is "one of the top performers."
- "We are confident that Sojern has the right enterprise audience we are trying to reach."
- Campaign renewals and expansion already in process for 2010.

*"Overall Sojern is performing very well and is one of the top performers"  
–Agency for Fortune 100 Client B2B Rebranding Campaign*

# Best Practices

Sojern provides you with the opportunity to place ads on online and printed travel documents throughout the traveler's journey. Our platform reaches the most desirable demographic groups – affluent travelers with a discretionary income, business leaders and decision makers and travelers visiting or returning to a specific destination. From itineraries and boarding passes, to travel confirmation pages, online and in print, you receive more views, more consistently.

Below are some recommendations and best practices when planning your campaign.

## Goal? What's a Goal?

Establish your goals for your campaign and discuss your success metrics with your Account Manager. Your Account Manager will watch your campaign and assist with optimization recommendations. Because – **your** goal is **our** goal. That's just the way we are.

## Timing is key.

Sojern provides the opportunity to reach the traveler at several key times throughout their travel – research, planning, purchasing, right before their trip, during their trip and even after their trip. Marketers know that multiple touch points and impressions increase their success rate. Plan your campaign to include multiple touch points.

## Location, location, location.

Create your ad with a focus on the destination in which the traveler is headed. Tailor your message as much as possible to that destination. Remember that you can target travelers returning home, so consider what they might want. Our research shows that these are the types of ads that our travelers want ... so, let's give them what they want!



Online 300x250 ad sample. Localized information. Call-to-Action is a click-through button to web site.



Print 300x250 ad sample. Localized information targeted at travelers returning home. Call-to-Action is a coupon to receive a discount.

## Best Practices (Continued)

### Bigger can be better.

Sojern offers different IAB standard ad sizes – but our research shows that the 300x600 has a higher return than the 300x250. We’ve also learned that multiple touch points will increase your results so consider adding a text link or multiple placements on the boarding pass. Bigger is better and so is more.

### What have you done for me lately?

Offers, coupons, or some type of call to action will help your campaign deliver the results you want. Provide travelers with a reason to visit your website or your business location. This will also help you track your campaign so you can impress your boss.

### Online is not the same as print.

This is an important guideline to remember. Your online ad is clickable, but it will not print. Entice the traveler to visit your website and provide your offer there. Don’t make your online ad look like it IS the coupon because your online ad will not print. Your printed ad is also just that – printed. Don’t ask the traveler to “click here” – it won’t go anywhere. And your animated ad, well it just doesn’t animate on the printed pass.

### White space is your friend.

Many travelers print their boarding passes from home on their home computer. Don’t use more ink than is necessary to get your message across. Many travelers will print their boarding pass in grayscale so contrast is also important.

### Don’t make ‘em work for it.

Consider the size of the text on your ad. Most travelers don’t carry their magnifying glasses with them on the plane. We recommend using fonts no smaller than 9pt.

### Less is more.

Try to get your message across without a lot of text. Too much copy will have the traveler moving on.

### Where are you again?

Don’t forget to provide a phone number (and the area code!), an address, major cross streets, or directions to your location. Travelers are much more likely to contact you from the printed ad if your detailed contact information is right in front of them.



## Best Practices (Continued)

### Variety is the spice of life.

Think about the frequent flier and give him a variety of ads. If you buy different sizes, create different ads that will help ensure that the travelers aren't seeing the same ad several times.

### Plan for success.

Develop your campaign plan to include testing different visuals, ad sizes, messages, call to actions and landing pages. Testing your multiple variables will help with the success of your campaign. And isn't that what we all want?!

### Think ahead.

Make sure that you give the Sojern ops team your creative a minimum of 3 days prior to the scheduled campaign launch. We're good – but no need to run fire drills to meet deadlines.

Focus on the traveler and provide them with a great experience and you will see great results

# Advertising Guidelines

## Ad Specifications

Online Ad Sizes:	300x250, 728x90, 160x600, 300x600
Print Ad Sizes:	300x250, 300x500
Acceptable Media Types:	gif, jpg, flash, rich media
Maximum File Size:	35k
Text Link Ads	Line 1: 20 chars, Line 2: 70 chars (with spaces)

## General Guidelines

1. All ad units must launch a new browser window when clicked on
2. Ads can continue to “loop” for a maximum of 15 seconds
3. Ads are served via JavaScript Ad Calls and iframes
4. Audio must be user initiated with a clearly present on/off button
5. DFP is used to serve all Sojern Site Ad Units
6. All flash ads must have an alternative GIF version of creative
7. No PSA ads are allowed

## Third Party Ad Tags

1. A portion of the properties where Sojern delivers ads are secure pages. Thus, all 3rd party tags are required to serve from secure servers (https). Due to this restriction, there are two important items to note:
  - No progressive streaming. However, we do allow progressive streaming on a case by case basis where the company’s streaming server is secure
  - No 4th party serving
2. Due to the sensitive nature of the Airline Boarding Pass, if you use 3rd party tags, we require that you show us all of the images that you plan to run through the tags before the campaign begins. If you make any creative changes during the course of the campaign that involve different images from the original group, we also require that you provide us a chance to review before they are made live.

# Advertising Guidelines (Continued)

## Third Party Tags (Continued)

3. Ad tags are accepted from the following vendors:
  - Atlas
  - Bluestreak
  - DoubleClick
  - MediaPlex
  - TruEffect
4. For DoubleClick, please submit DFA Internal Redirect for all site placements
5. For all other ad tag units, please supply Javascript tags for all site placements

## Third Party Rich Media

We accept rich media ad units from the following vendors. However, none of the ad units from the below vendors can expand or float outside of its original ad size:

- Atlas
- Interpolls
- Eyeblaster
- Eyewonder
- Motif (via DFA only)
- PointRoll
- United Virtualities
- Unicast/Viewpoint

## Lead Time

1. Three business days for standard creative
2. Five business days for Rich Media

# Advertising Guidelines (Continued)

## Flash Ad Units

1. Flash files served via DART must be coded properly for click and impression tracking
2. All flash files must be submitted as a .SWF file with accompanying backup gif/jpg for display users who do not accept Flash
3. A click thru URL must also be supplied for each .SWF ad unit

Below are detailed instructions for .SWF file coding for DART Ad Serving:

1. Create an invisible button over the area that you want to be “active/clickable” to users
2. On that invisible button, put the following action:  
`on (release) {getURL(_level0.clickTag, “_blank”);}`
3. Export the swf and test by opening the swf and clicking on the intended ‘active’ area. If a new browser window opens upon click, the ad has been coded correctly for DART tracking. (Note: the ad must spawn a new browser window)

## Printed Ad Dimensions

We use online dimension (pixels) to describe our ad sizes for both the online and printed ads because we use an online ad server to serve the impression to both versions of the boarding pass. The resolution of the ads can vary as long as you stay within our 35k file size

The sizes of the images when printed out and converted to inches, are as follows:

*300x250 pixels = 2.9375x2.4375 inches*

The file formats we accept for the printed pass are .gif and .jpg. You may submit a Flash file as well, but it would need to be one frame static for the printed pass. We do accept 3rd party tags for the printed pass, but we need JavaScript tags serving a static image.

# Advertising Guidelines (Continued)

## HTML Units

The HTML for the ad should not require a space larger than the maximum allowed pixel ad size. <HTML>, <HEAD>, <BODY>, <br>, or <p>, hard breaks (carriage returns) or alignment tags should not be included. All white spaces must be eliminated. Please remember to use a CLOSED FORM tag when using forms in .html (i.e., </form>)

## Best Practices

Check with your sales representative for further information on best practices.



# Advertising Policy

The following guidelines have been established by Sojern to govern various aspects of Advertising. For these purposes, “Advertising and Advertisements” include banner, button, and contextual Advertising, Sponsorship Messages, and Promotions. These regulations govern issues such as acceptance of Advertisements and Promotions by Sojern, the manner of display of Advertisements and Promotions on the Sojern Site(s), and the removal of Advertisements and Promotions from the Sojern Site(s). Sojern has sole and absolute discretion with respect to interpretation and enforcement of this policy and all other issues associated with Advertising and Promotion on the Sojern Site(s). Sojern may change this policy at any time in its sole discretion by posting a revised policy to the Sojern Site(s).

1. Sojern has sole discretion for determining the types of Advertising and Promotion that will be accepted and displayed on the Sojern Site(s), and under no circumstances shall Sojern’s acceptance of any Advertisement be considered an endorsement of the product(s) and/or service(s) advertised or for the company that manufactures, distributes, or promotes such product(s) or service(s).
2. Sojern will not accept Advertising that, in Sojern’s opinion, is not factually accurate and in good taste. Sojern will not permit at any time the placement of any Advertising for illegal or objectionable products. Advertising must not contain fraudulent, deceptive, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation, handicap and political or religious affiliation.
3. Advertising cannot resemble Airline website, or solicit or collect, or appear to solicit or collect, any personally identifiable information from visitors without their knowledge.
4. Advertising must not be related to any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, airlines, political or religion. Advertisements cannot mimic news headlines in design, tone, third person sentence structure or topic.
5. Advertisers must only offer products or services which are readily available for purchase at the advertised price (with noted tax and delivery fees). Advertiser must fulfill the advertised offer as stated in the advertisement, including without limitation, not altering any offer periods, product offers or prices that are stated in the advertisement unless Advertiser has obtained prior approval. The Advertising must also clearly identify the advertiser. Any Advertising that could be misconstrued as editorial content will be clearly labeled as advertising.



## Advertising Policy (Continued)

6. Sojern recognizes and maintains a distinct separation between Advertising content and editorial and decision making content. All Advertising content on the Sojern Site(s) shall be clearly and unambiguously identified as such, and Sojern will not run any Advertising on the Sojern Site(s) which is not so identified. Additionally, Sojern retains the right to dictate the form and substance of all editorial content appearing on the Sojern Site(s).
7. Sojern reserves the right to reject, cancel, or remove at any time any Advertising from the Sojern Site(s) for any reason, where the Advertisement Materials or the site to which the Ad is linked. Sojern will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any Advertising, together with an explanation following the rejection, cancellation, or removal. Sojern also reserves the right to determine the appropriate placement of the Advertising on the Sojern Site(s).
8. It is the responsibility of the Advertiser to comply with all applicable domestic and foreign laws, including applicable laws and regulations of regulatory bodies. Sojern will not monitor compliance with applicable laws and regulations. Sojern reserves the right to review all advertising for compliance with applicable laws and regulations and, if Sojern becomes aware of any breach or potential breach of any applicable law or regulation or of these guidelines, Sojern may remove the advertising.
9. No Advertising shall be permitted which may injure the good name or reputation of Sojern, Sojern Site(s), partners or affiliates.

# Terms and Conditions

Visit our website to download our complete terms and conditions at [www.sojern.com](http://www.sojern.com).



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