



ANA SKY MEDIA PROGRAM



ANA SKY MEDIA PROGRAM offers the use of various media that will help your company strengthen brand image and increase product and service values.

In the airport and onboard, ANA passengers enjoy a special time and place away from the ordinary. This makes them more responsive than usual to various information, and their heightened attention to information media around them supports the high exposure of all our media, especially that of the advertising that appears therein. Moreover, ANA SKY MEDIA PROGRAM allows you to target a segmented market of information-sensitive business people and passengers according to season and cabin/class.

POINT 1

Brand power

The program is firmly based on ANA's strong brand power.

POINT 2

Reach

ANA SKY MEDIA has a reach of around 3.7 million passengers per month on average (domestic and international flights passengers).

POINT 3

Frequency

ANA SKY MEDIA engages travelers' attention for long periods of time, from their home (work places) to the airport and onboard their flight.

POINT 4

Recency

The downtime that passengers spend in the out-of-ordinary space-time of an airplane heightens their receptiveness to advertising and promotions.

POINT 5

Target segment

Each ANA SKY MEDIA is geared toward a specific audience, such as business people, passengers on leisure travel, and affluent travelers, according to season, flight route, and cabin/class.



Important notes concerning advertising and promotion in ANA SKY MEDIA



ANA is an air carrier committed to providing valuable time and space to passengers based on safety and trust. From this perspective, we ask for your understanding of the following points when applying for the ANA SKY MEDIA PROGRAM.

Attention

1

Flight schedules and aircraft type are subject to change, and flights may be canceled in response to bad weather conditions, natural disasters, or other unavoidable circumstances.

Attention

2

Media programs and services offered inside restricted areas in airports and onboard flights are required to comply with various requirements under airport and aviation laws and other relevant laws and regulations.

Attention

3

Please note that media programs will not be given priority for any reason whatsoever when deemed to hinder the safety of a flight.

General standards for advertising and promotion

When you apply for the ANA SKY MEDIA PROGRAM, ANA will analyze your company, your products and services, as well as examine the use of expressions (content) in your advertising or promotional materials.

Types of advertising that are not accepted

Advertising of the following types of businesses, products and services will not be accepted.

- Businesses, products, and services that conflict or compete with the operating activities of the ANA Group and its affiliates
- Businesses, products, and services that incite concern about aviation and travel
- Dishonest businesses and those that are typically considered to be scams
- Businesses operated by or connected to anti-social forces
- Businesses that are in violation of laws and regulations
- Improper products and services, including products prohibited by law, unauthorized products, and poor-quality products, as well as businesses that provide such products and services
- Businesses, products, and services that go against public order and morals
- Any other business, product, and service that ANA deems inappropriate

Notes concerning expressions and content

Please heed the following rules of expression when producing your advertising. We will not accept any advertising that does not comply with these rules.

- Do not use expressions that are suggestive of businesses, products, or services that conflict or compete with the operating activities of the ANA Group and its affiliates.
- Do not use expressions that incite concern about aviation and travel.
- Use expressions that protect consumers.
- Comply with laws, regulations, and any voluntary rules.
- Do not use copyrighted materials and use-protected items such as symbols, slogans, and names, without express permission from the rights holder.
- Avoid any risk of defaming a member of an imperial family, royal family, head of state, national flags of countries, etc., and respect their dignity.
- Never use expressions that slander, ostracize, or libel others, even if such accusation has been proven.
- Do not use expressions that may be construed as political propaganda or an endorsement of a potential candidate.
- Never use expressions that aim to promote certain doctrines or beliefs.
- When using an amateur sports organization or athlete in an advertisement, comply with all relevant rules and regulations.
- Do not use exaggerated expressions or expressions that may mislead the reader.
- When using a superlative expression, always provide documentation by a third party or other objective proof.
- When providing statistics, always cite the source and the name of the research organization.
- Do not use expressions that obscure accountability, ambiguous expressions, or expressions that create doubt about effect and efficacy.
- Always include a warning phrase that prohibits underage drinking, such as "Minors are prohibited from purchasing or drinking alcohol."
- Do not use expressions that disrupt the social order.
- No advertising about the dismissal of any individual will be allowed.
- No advertising intended to express an apology or excuse will be allowed.
- No opinion advertising will be allowed.
- No advertising about any matter pending in court will be allowed.
- ANA reserves the right to refuse and reject any other expressions or content that it deems inappropriate.