

## DRIVE ADDITIONAL RESPONSE

We understand your main objectives of advertising in *Continental* magazine are to generate response and enhance your brand. Our objective is to help you achieve these goals. We've developed more than 20 marketing programs that help you reach *Continental* readers while they are on the plane, traveling through the airport, at home, or in the office.

Past advertisers have realized tremendous success by integrating additional marketing opportunities with a sustained print campaign. Multiple impressions and repeated exposure increase the effectiveness of your marketing outreach and produce results for your company.

Contact your *Continental* sales representative today for more information on how you can get more from your investment in *Continental* magazine.

### Reach Readers on the Planes

<b>Fly &amp; Buy Promotions</b>	Generate more response by using a Fly & Buy Promotion to make a special offer to readers within a credible editorial environment. (More details later in this section.)
<b>Continental Vision</b>	Advertise during this 2.5 hour magazine-style inflight program featuring news, sports, entertainment, and travel. Shown to 1.4 million viewers per month.
<b>Private Screening</b>	Reach 36,000 customers with an ad in the monthly inflight entertainment magazine targeting Continental's BusinessFirst customers on 777, 767, and 757 aircraft.
<b>Main Cabin Attractions</b>	Target 56,000 customers with an ad in the monthly inflight entertainment guide for Continental's main cabin customers on 777 and 767 long-haul and international flights.
<b>Corporate Profiles</b>	Provide additional information to readers about your company with a corporate profile page alongside your advertisement. You provide the content; we'll manage the layout for you.
<b>Sponsored Feature Sections</b>	Sponsor an editorial section created just for you.
<b>Sweepstakes Programs</b>	Integrated with our Free Advertiser Product Information program, generate qualified leads by giving away your product or service.

CONTINENTAL  
OFFERS  
**MORE  
WAYS**  
TO CONNECT  
WITH  
**READERS**  
THAN ANY  
OTHER INFLIGHT  
MAGAZINE,  
INCLUDING:

- AIRPORT DIORAMAS
- SWEEPSTAKES
- PRINT ADVERTISING
- VIDEO ADVERTISING
- ONLINE  
ADVERTISING
- E-NEWSLETTERS
- PRESIDENTS CLUB  
DISTRIBUTIONS



Continental magazine is exclusively published by The Pohly Company.

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CONTINUED

### Reach Readers in the Airports

<b>Airport Dioramas</b>	Reinforce your message on in-terminal backlit billboards — available in most major airports.
<b>Presidents Club Brochure Distribution</b>	Distribute your brochure in any of Continental's 27 Presidents Clubs worldwide.
<b>Presidents Club Sampling</b>	Place your product in Continental's Presidents Clubs — a great opportunity for a new product launch or a special event.
<b>Presidents Club Poster Display</b>	Display your company's message on posters in Continental's Presidents Clubs.

### Other Great Opportunities

<b>Advertiser Product Information</b>	Gain added exposure in the printed magazine within our Advertiser Listing Pages.
<b>Continental Quarterly Magazine</b>	Advertise in the magazine that reaches more than 45,000 Continental employees and their families.
<b>OnePass Auction Web Site</b>	Have OnePass members bid on your product or service on the Continental OnePass Auction site — <a href="http://auction.continental.com">auction.continental.com</a> .
<b>Online Advertiser Info</b>	Generate leads with a company description and hyperlink to your Web site from <i>Continental</i> magazine online.
<b>Continental Ticket Incentives</b>	Reward your best customers with travel on Continental Airlines.
<b>Editorial Reprints</b>	Order high-quality reprints of editorial content featuring your company or industry.
<b>Counter Cards</b>	Create high-end reproductions of your ad that you can display at trade shows and other events.
<b>Direct E-mail to Readers</b>	Include a banner ad to promote your product or service in e-mails to <i>Continental</i> readers.
<b>Online Banner Advertising</b>	Link up with thousands of readers through <a href="http://continental.com/magazine">continental.com/magazine</a> .



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