

Advertising on JSN

The Jumpseatnews Advertising Network is an advertising outlet designed to reach thousands of United Airlines flight attendants, pilots, and other interested aviation industry visitors. **The Jumpseatnews.com public area receives approximately 435,000 page views each month (this doesn't include the entire Crew Lounge section), with 10,800 visits each day, comprising over 5,500 unique visitors each day.** Because we do not accept link exchange programs, silly web rings, and other schemes, our statistics more accurately reflect actual visitor interest to the site. As of April 2011, Jumpseatnews is #1 in Google for a search of 'Flight Attendant Resources'. Our statistics are gathered both from IIS web server logs that are parsed and analyzed for each month the web site is on the internet, as well as Google Analytics.

About The Ads

Advertising was not utilized on Jumpseatnews during the first eight years of service. Although advertising is now available on a limited basis, we are choosing our advertising very carefully. The product or service advertised must be relevant to our audience, as well as maintain the standards our visitors have come to expect from the web site.

We currently offer two areas of advertising display, the Home Page and the Crew Lounge Home Page, with additional opportunities for multipage ads in the weeks to come.

Price Structure and Traffic

Home Page Package Exclusive and Regular

The JSN home page is the premier spot to advertise on Jumpseatnews.com. See Appendix A for an example that shows the location of the advertisement. The JSN home page receives **31% of all page views** for the entire web site. This is because many flight attendants use the JSN home page as a gateway to other resources, such as Unimatic or SkyNet. During the month of April 2011, the JSN home page received **341,537 page views**, comprising **288,077 unique views**.

We offer two separate pricing options that are discussed below. Maximum image dimensions are 288 x 177 pixels and the maximum file size is 25 KB. We recommend that the width be between 280 and 288 to take advantage of the maximum space possible to display your ad. Electronic artwork should be submitted in the following formats: GIF, JPEG, or PNG. For all options, DPI should be at 72 with indexed color. Adjust for sharpness, color balance, and contrasts if necessary. Animated GIFs should be Web-ready and have a time sequence of 10 seconds or less. Each ad will link back to your site or other specified location.

Package #1: JSN Home Page Exclusive

If the JSN Home Page Exclusive Package is chosen, then your product will be the only one that will appear on the home page for the duration of your contract. This provides significant placement and exclusivity for your advertisement.

Package #2: JSN Home Page Regular

If the JSN Home Page Regular ad package is chosen, a maximum of four ads will be accepted and displayed on a random basis for each page load.

Crew Lounge Home Page Package Regular and Exclusive (Available 2012)

This banner area is located inside the home page of the Crew Lounge. See Appendix B for an example that shows the location of the advertisement. This package options will not be available until 2012.

Cost

The cost to place an advertisement on JSN is as follows:

Package	100% display (Monthly rate)	100% display (Quarterly rate)	25% display (Monthly rate)	25% display (Quarterly rate)
<p>JSN Home Page Exclusive</p> <p>This is the most visible package offered. You are the only advertiser on the home page and your ad will be permanently fixed to the page throughout the duration of your contract. See Appendix A for location information. This package includes a click-through report showing IP addresses and number of click-throughs for your advertisement.</p>	\$1650.00	\$1485.00	N/A	N/A
<p>JSN Home Page Regular</p> <p>Your advertisement will share the rotating basis with 3 other advertisements or JSN images. See Appendix A for location information. This package includes a click-through report showing IP addresses and number of click-throughs for your advertisement. A maximum of four ads will be accepted. Each ad will be chosen and displayed randomly upon each page load with equal weight of selection given to each ad.</p>	N/A	N/A	\$312.50	N/A
<p>Crew Lounge Home Page Exclusive</p> <p>Your advertisement will be the only one displayed on the home page of the Crew Lounge. See Appendix B for location information.</p>	(TBD – Available 2012)	(TBD – Available 2012)	N/A	N/A
<p>Crew Lounge Home Page Regular</p> <p>Your advertisement will share the rotating basis with 3 other advertisements or JSN images.</p>	N/A	N/A	(TBD – Available 2012)	(TBD – Available 2012)

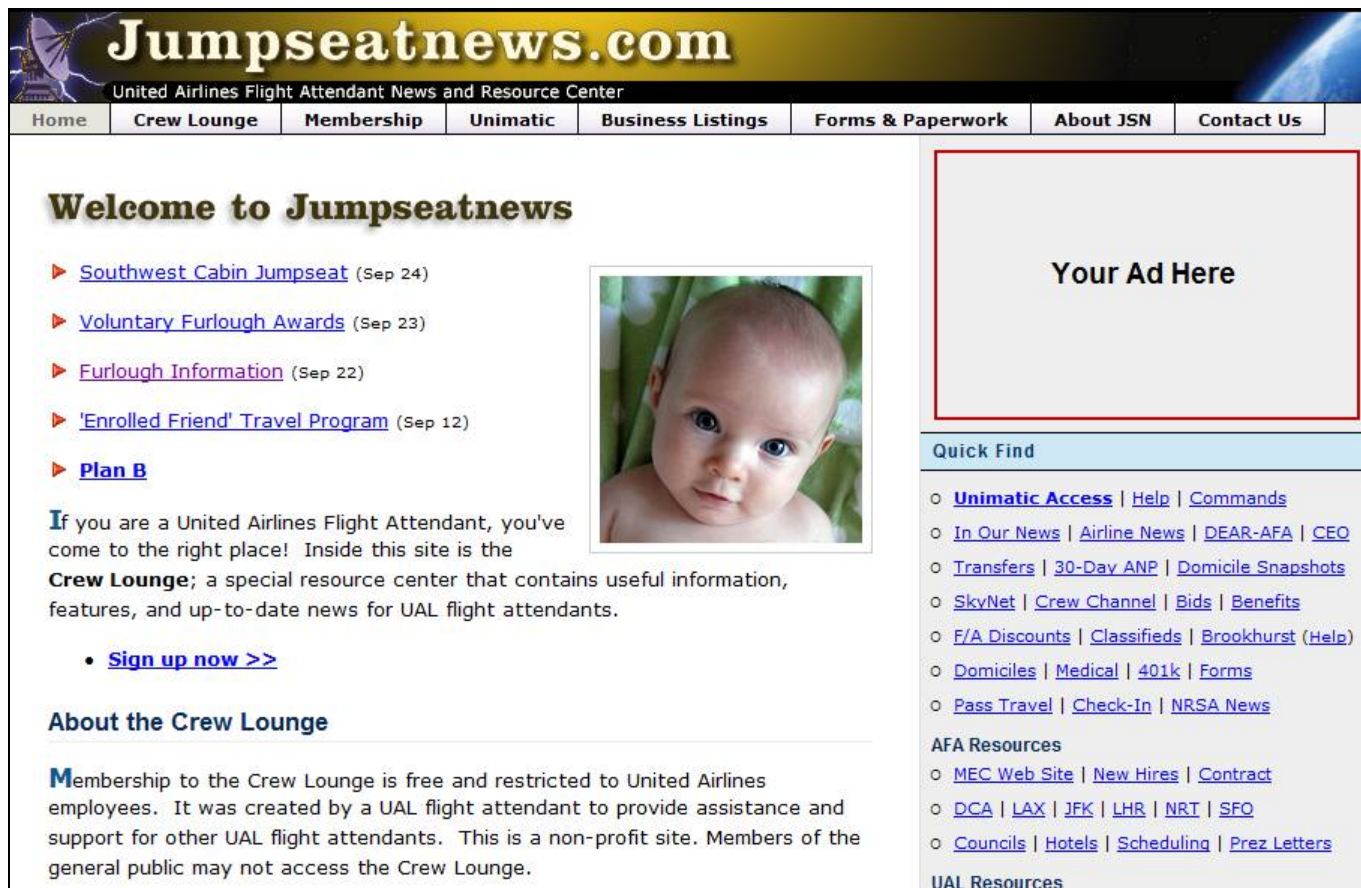
How to Get Started

You will need to send us your competed graphic, together with information about what package you want to purchase, to the following email address: support@jumpseatnews.com. You must include your complete business contact information, including a phone number and email address. We reserve the right to refuse any ad request, at any time, for any reason.

Upon approval, we will send you an invoice and publishing schedule. Once payment is received, we will publish your ad and your term will begin.

During the duration of your advertising run, you will be provided with access to a secure page where you may view the number of click-throughs for your specific advertisement. There is an \$85 charge to change banner advertisements within a given contract time period.

Appendix A: Location of JSN Home Page Ad



The screenshot shows the homepage of Jumpseatnews.com. At the top is a navigation menu with links: Home, Crew Lounge, Membership, Unimatic, Business Listings, Forms & Paperwork, About JSN, and Contact Us. The main content area features a 'Welcome to Jumpseatnews' section with a list of links: Southwest Cabin Jumpseat (Sep 24), Voluntary Furlough Awards (Sep 23), Furlough Information (Sep 22), 'Enrolled Friend' Travel Program (Sep 12), and Plan B. To the right of this list is a photo of a baby. Below the list is a paragraph about the Crew Lounge and a link to 'Sign up now >>'. Further down is an 'About the Crew Lounge' section. On the right side of the page, there is a large red-bordered box labeled 'Your Ad Here'. Below this box is a 'Quick Find' section with a list of links: Unimatic Access | Help | Commands, In Our News | Airline News | DEAR-AFA | CEO, Transfers | 30-Day ANP | Domicile Snapshots, SkyNet | Crew Channel | Bids | Benefits, F/A Discounts | Classifieds | Brookhurst (Help), Domiciles | Medical | 401k | Forms, Pass Travel | Check-In | NRSA News, AFA Resources, MEC Web Site | New Hires | Contract, DCA | LAX | JFK | LHR | NRT | SFO, Councils | Hotels | Scheduling | Prez Letters, and UAL Resources.

Appendix B: Location of Crew Lounge Home Page Ad

The screenshot shows the Crew Lounge website interface. At the top, there is a blue header with the "Crew Lounge" logo and a user profile for "Christopher Lee (Your Account) (Logout)". Below the header is a navigation menu with tabs for "Crew Lounge", "News", "Work", "Money", "Travel", "Discounts", "Unimatic", "Forms & Paperwork", "Links", and "Search". The main content area is divided into several sections. On the left, there is a "RECENTLY ADDED" section with three columns: "News" (containing links like "Southwest Cabin Jumpseat", "Voluntary Furlough Awards", "Furlough Information", "VF Bidding Closes Monday", and "MORE NEWS >>"), "Schedule" (containing links like "Furlough Requests", "30-Day ANP | LOA", "Recap: Skd | Flying", "Latest Transfers", "Trades: Times | Dates", "Schedule Reports (AFA)", "Senior Reserve", and "Vacation Bidding"), and "Other" (containing links like "Brookhurst Info", "Contract Negotiations", "Domicile Snapshots", "Hotel Report (Aug)", "E-Learning (R.E.T.)", "R.E.T. Prework", "FMLA | Our Contract", and "LOA Packets (SkyNet)"). In the center of the page, a red rectangular box highlights a space labeled "Your Ad Here". To the right of the main content, there is a "Quick Find" section with a list of links, a "Shoutbox (archives) (chat)" section with a text input field and a "Post It!" button, and a list of recent posts from users like "Crystal Clausen" and "Mawna Clardy". At the bottom left, there is a section titled "Remembering September 11" with the date "September 11, 2008" and a blue box containing the text: "It's not about an infamous date circled on a calendar."