



UNITED



Lifestyle 365



FREE TO PASSENGERS – VALUE TO ADVERTISERS

Let your brand connect with 2.1 million passengers monthly on IMA's L365, your in-flight destination and lifestyle source airing on United Airlines.

Each month L365 features the greatest finds around the world on the LiveTV on United default channel – the only free programming option for United's passengers. Nearly 70% of all passengers view content here during flight and onboard reporting confirms your actual exposure each month.

Shorter controlled messages fall short when your ad doesn't even find the audience. Take flight on IMA's 5-minute blocks of original video programming available free on LiveTV displays, then craft your story to carve out your slice of L365.

2014 PRODUCTION DATES			
Month	Space Close	Materials Due	Final Video Approval
January	10/15/13	11/5/13	11/25/13
February	11/15/13	12/5/13	12/25/13
March	12/15/13	1/5/14	1/25/14
April	1/15/14	2/5/14	2/28/14
May	2/15/14	3/5/14	3/25/14
June	3/15/14	4/5/14	4/25/14
July	4/15/14	5/5/14	5/25/14
August	5/15/14	6/5/14	6/25/14
September	6/15/14	7/5/14	7/25/14
October	7/15/14	8/5/14	8/25/14
November	8/15/14	9/5/14	9/25/14
December	9/15/14	10/5/14	10/25/14

2014 VIDEO RATES
5-minutes
\$75,000

Pricing includes script writing, voice over, music licensing, post production, online posting and fulfillment. On-location video shoots also available for an additional fee.

Frequency

Monthly spots available

Audience & Flights

Video available on 17,000 flights per month on LiveTV-equipped narrowbody aircrafts serving North America, Hawaii, the Caribbean and parts of South America.

Placement

All featured segments of L365 air on a loop of the free LiveTV default channel. The full loop is shown on average 3 times during a flight.

Passenger Profile

Viewers

Men 47%, Women 53%
Married 66%, Single 34%

Home Ownership

Median Value of Home
\$330,997

Education

College Educated 88%
Post-Graduate Degree 33%

Employment

Professional/Managerial 55%
Top Management 17%

Age

Median Age 45

Affluence

Median HHI \$111,000