



ADVERTISING WITH AIRLINEROUTE.NET

Airlineroute.net is the primary resource for breaking route announcements, cancellations and changes in schedule, aircraft and codeshare.

- REACH**
Loyal audience of aviation professionals and enthusiasts. Average user visits the site 3 times a month
- AUDIENCE**
Used by hundreds of airlines and thousands of network planners including: British Airways, Qatar, Emirates
- BRAND AWARENESS**
Be seen to be at the forefront of the industry, supporting an innovative product
- ACCOUNTABILITY**
Digital advertising is the most accountable medium ever. We can show ROI, however you choose to measure it

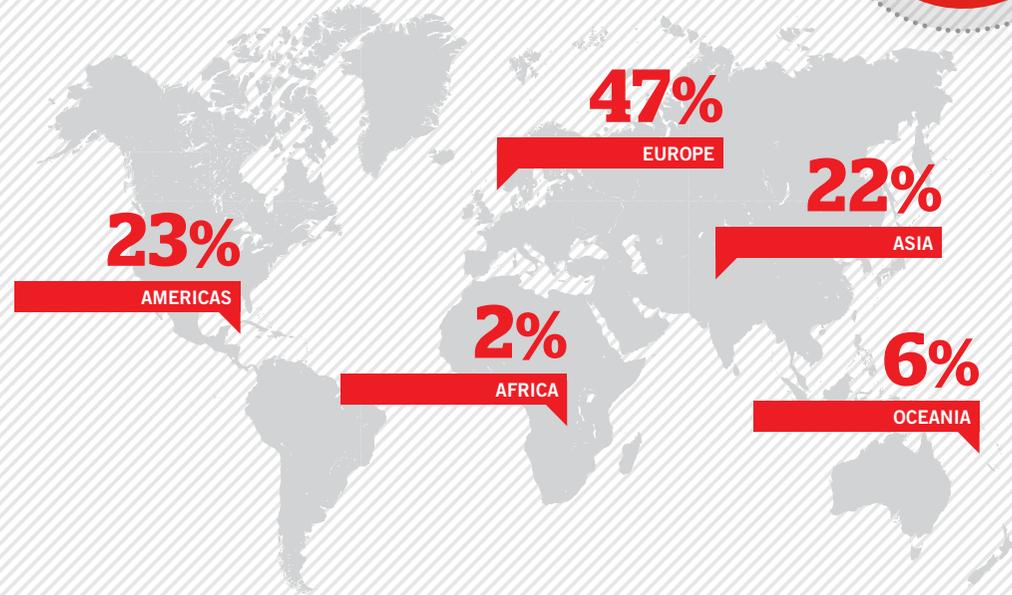
ALL PRICES ARE COST PER MONTH

	MPU	LEADERBOARD	COMBINATION
3 Months	£2,000	£2,000	£3,600
6 Months	£1,900	£1,900	£3,230
12 Months	£1,800	£1,800	£2,880

SAVE 5%
SAVE 10%

Contact the routesonline team to learn more

AUDIENCE



75%

INCREASE IN AVERAGE UNIQUE VISITORS PER MONTH FROM 2011



933,724

AVERAGE MONTHLY PAGE VIEWS



72%

OF OUR AUDIENCE ARE RETURNING VISITORS

Source: Google Analytics



"Airlineroute.net enables us to stay on top of the game. Five star!"

SABINE REIM
NETWORK DEVELOPMENT MANAGER
BRITISH AIRWAYS

Contact the Routesonline team, email sales@routesonline.com



TECHNICAL SPEC

ROUTESONLINE

Please supply either GIF or SWF file for animated content or web optimised JPEG for static content.

Please send us the URL for the web page that you would like the advert to link to.

If you are submitting a banner as a SWF (Flash) file, please ensure that you have included the URL (web address) in which you want the banner to link from our site to, within the graphic file itself.

Banner Sizes

Horizontal Banner: 468 x 60 pixels
Skyscraper Banner: 120 x 600 pixels
News Sponsorship Banner: 850 x 180 pixels

THE HUB

Please supply GIF file for animated content or web optimised JPEG for static content.

Please send us the URL for the web page that you would like the advert to link to.

Banner Sizes

Horizontal Banner: 468 x 60 pixels
Skyscraper Banner: 120 x 600 pixels

AIRLINEROUTE.NET

Please supply GIF file for animated content or web optimised JPEG for static content.

Please send us the URL for the web page that you would like the advert to link to.

Banner sizes

Leaderboard: 728 x 90 pixels
MPU: 300 x 250 pixels

FULLY MEASURABLE BANNER REPORTING

Routesonline can provide you full and flexible reporting, to best help gauge return on investment of your digital campaigns. These can be obtained via monthly reports provided by us, including impressions and click through rates, OR through your own reporting systems. If supplying artwork and wish to track through your own systems, please use one of the following methods;

Click Tags: SWF file set up with parameters, as this example: http://www.website.com/local/flash/468x60_IATA_en_B.swf?clickTag=http://www.website.com

The remaining element of the URL will be handled internally by the Routesonline website.

JavaScript/HTML: We can accept either JavaScript or HTML code (which in turn generates the banner).

File size: recommended around 3MB

Animated banner time: No time limit on the duration of the banner.

HORIZONTAL 468 x 60 px

NEWS SPONSORSHIP
850 x 180 px

VERTICAL
120 x 600 px

LEADERBOARD
728 x 90 px

MPU
300 x 250 px

EXAMPLES OF ADVERTISING BANNER SIZES

The examples shown are a guide to comparative size only.

Contact the Routesonline team, email sales@routesonline.com



Email the Routesonline team
sales@routesonline.com

Call for more information
+44 (0)161 234 2715

Follow us on social media

<p>@Routesonline Route development updates and the latest Routes event information</p> <p>@TheHUBRoutes Route development news and analysis</p> <p>@airlineroute Live airline updates, new route announcements and schedule changes</p> <p>@RouteExchange New route announcements and all the latest updates from Route Exchange</p>	<p>Like the Routesonline page on Facebook for Route development news and analysis, Routes event news and photos and updates from the Routes team.</p> <p>CLICK HERE</p>		
Join the Routesonline LinkedIn group	Follow Routes on Pinterest for aviation related photos, infographics and more.	Follow @Routeevents on Instagram for photos from Routes events.	

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Meet the Routesonline team



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