

Ads on In-flight TVs Reach Captive Audiences

Advertising targeting air travelers extends beyond the airport into planes' interiors. Onboard broadcast messages – wrapped around in-flight entertainment – are today available on most major airlines. July and August are the airlines' busiest period of vacation travel. To find out how to get your ad on board, read on...

Date: 2008-03-31

Article link:

<http://www.tourism-review.com/travel-tourism-magazine-ads-on-in-flight-tvs-reach-captive-audiences-article473>