JAPAN AIRLINES MEDIA INFORMATION

2017.2.6

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[In-flight entertainment]

Promotion (PR) program

International flights | Personal TV

1 dedicated channel per company On the Promotion Channel you can employ your own unique PR.

(Concept image)

Media Overview

• Booking deadline: 80 days prior to movie showing • Delivery day: 60 days prior to movie showing

Video media	Personal monitor on international flights
Screening period	1 month (first to the last day of each month)*2
Number of seconds displayed	Between 5 and 10 minutes
Number of flights on which video is shown	Approx. 4,200/month3
Screening routes	JAL's international flight routes
Sales slots	2 slots

2. The first and last dates on which the screening takes place may change slightly due to the state of preparation of aircraft etc.
3. June 2016. This will change depending on the screening month.

*When performing operations such as playback, fast forward and rewind, a window taking up about 1/3 of the screen (showing fast forward, rewind etc.) is shown for a few seconds.

Media PR

[Monthly number of video viewers] Approx. **670,000** international flight passengers[1]

1. Monthly average from the JAL Group monthly reports for fiscal 2015

Advertising rates

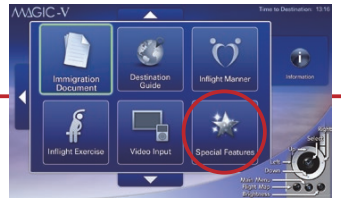
(In yen excluding tax)

Screening fee	PR (1) 2,500,000 (shown in JAL Mooove!)
	PR (2) 2,200,000 (not shown in JAL Mooove!)

Concept image of screening

Select "Information"

Select "Special Program"



Select "Program Title"

PR program (1) or (2)

*The screen image may be different depending on the aircraft.

Please be sure to read the notes at the end of advertising application when you book.

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Points to note regarding advertising and promotion

Summary of standards for advertising and promotion media

●For all media avertising, we will perform examination of your company (advertiser), the product and the expression used (ad content).
Your understandig is greatly appreciated.
●We may be unable to accept advertisements from organizations that compete with the business operations of the JAL Group and its affiliates (also includes information from organizations other than JAL Group airlines).
●JAL media is media that communicates as part of the airline's customer service. Therefore, we may not be able to accept any content or visual images that could cause a sense of anxiety or discomfort to our customers or put them at a disadvantage.
●Advertising media and services carried out in restricted areas and in aircraft at an airport must comply with a variety of terms and conditions based on the Airport Law and Aviation Law. Your understanding is greatly appreciated.
●Please contact us for details of restrictions on industries we can handle advertising for, products, and expressions used. In addition, please contact us at the production stage to inquire about the contents of the original document.
●We may be unable to implement the media service due to unavoidable reasons such as bad weather or force majeure. Your understanding is greatly appreciated.
●We cannot provide a discount in the event of suspended service or a reduction in the number of scheduled flights.
●In principle, you cannot cancel your application once you have submitted it. A cancellation charge will apply in the unlikely event that an application is canceled. Your understanding is greatly appreciated.

Common to all paper media

Points to consider in regard to bookings

●We cannot accept specifications relating to the page on which advertising is to be shown except for those on special areas such as the front cover and the articles facing the advertisement.
●If you do not specify the article facing your advertisement, there are times when it will be facing another advertisement. Your understanding is greatly appreciated.
●We require advance payment for the first booking.

Points to note when producing the original

●Please submit all of the original advertising as PDF* file.
*Illustrator CS 2 or Upper version
*InDesign CS4 or Upper versionis
*Acrobat Professional 9 or Upper version
●When submitting an advertisement, Please provide paper, color sample (if possible) and a file specification sheet along with the PDF file.
●Please don't use the specific-color.
●For color parts where four colors are used together (including images), please create data with ensuring that the total value of the CMYK4 edition is 320% or less.
●For bleed advertising, please ensure that the logo, company name, and advertising copy are at least 10mm above the finishing line (H280mm x W210mm) and placed on the inside, in addition, please provide a distance of at least 3mm on each side as bleed.
●We do not carry out color proofing.
●When advertising from overseas, we request that you leave decisions on the printing finish up to us.

Common to all video media

Points to consider in regard to bookings

●We cannot accept specifications regarding the order in which CF is to be shown.
●Flights on which CF can be aired are Japan Airlines flights only (flights shown as JL on the timetable). Irregular flights are not included.
●The screening period is scheduled to be from the first to the last day of the month; however, this may change slightly for various reasons.
Your understanding is greatly appreciated.

Points to note on the production of material

●The front screen will be a 4:3 screen except for some aircraft. 16:9 video will have margins (blank spaces) placed at the top and bottom. Please provide 16:9 video in letter box format. (Squeeze format is not allowed)
●The personal monitor will use a 16:9 screen except for some aircraft. 4:3 video will have margins (blank spaces) placed at the right and left.
●Audio can be either monolingual or bilingual; in the case of choosing bilingual, please use Japanese and English.
●Along with the materials, please submit a job sheet that describes details such as the title, language, scale, time code and size.
●We have specifications regarding the format for the delivered tape. Please contact us for details.

Form of delivery

(1) CF before movies (2) Promotion (PR) program
• HD cam • WMV file for advance screening by JAL

*Please prepare the following only when submitting advertising for promotion (PR) 1.
• Still image for MAGIC menu screen
JPEG file (clear image with as high a resolution as possible)
• Program title for MAGIC menu screen
There is a character limit (Japanese 12 full-width characters, English 25 characters *including spaces)
• Text introducing the program for JAL Mooove!
Japanese, approx. 50 characters (certain characters will be appropriately modified by our editorial department); English will be translated by our editorial department after the Japanese has been decided.

Inquiries Applications

●Americas (Eastern / Western US & Hawaii Islands)
[NYC / Eastern US] World Media, Inc. / TEL: 1 212 244 5610 / www.worldmediaonline.com
[LAX / Western US] Global Eagle Entertainment Inc. / TEL: 1 310 437 6000 / www.geemedia.com
[HNL] PacRim Marketing Group Inc. / TEL: 1 808 949 4592 / www.pacrimmarketing.com
[HNL] Lighthouse Hawaii / TEL: 1 808 926 0022 / lighthouse-hawaii.com

●Europe (Europe)
[LON] IMM International, UK Brand / TEL: 44 203 585 1300 / www.imm-international.com
[PAR] IMM France / TEL: 33 1 4013 7901 / www.imm-international.com
[GVA] Inflight Media Marketing, AG / TEL: 41 22 310 80 51 / www.imm-international.com
[ITA] IMM Italy / TEL: 39 339 666 7639 / www.imm-international.com

●Asia (excluding Japan)
[SEL] First Media Service Corp. / TEL: 82 2 363 3591
[TPE] TOP TAIWAN MEDIA FACTORY / TEL: 886 2 2371 1838 / www.top-taiwan.com
[SHA] IMM International – Asian Branch / TEL: 86 10 8523 5425 / www.imm-international.com
[SHA] Publicitas (Shanghai) Advertising Co., Ltd. / TEL: 86 21 6141 3871 / www.publicitas.com.cn
[SHA] Jalux Shanghai Co., Ltd. / TEL: 86 135 1100 8614 / www.sh.jalux.com
[HKG] Publicitas (HK) Advertising Ltd. / TEL: 852 2516 1501 / www.publicitas.com/hongkong
[BKK] Publicitas (Thailand) Ltd. / TEL: 66 02 651 9273 / www.publicitas.com/thailand
[SIN] Publicitas Publishing Pte. Ltd. / TEL: 65 6735 8681 / www.publicitas.com/publishingasia
[SIN] Spafax Airline Network Pte. Ltd. / TEL: 65 6531 2682 / www.spafax.com
[IDN] Jet Set Media / TEL: 65 6260 3585
[BOM] Mediascope Publicitas India Pvt. Ltd. / TEL: 91 11 2373 0869 / www.publicitas.com/india

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