



RYANAIR PASSENGER BOARDING CARDS

RYANAIR

About Ryanair....

- Ryanair is the World's favourite airline with 44 bases and 1100+ low fare routes across 27 countries, connecting 160 destinations.
- Ryanair operates a fleet of 250 new Boeing 737-800 aircraft with firm orders for a further 64 new aircraft (before taking account of planned disposals), which will be delivered over the next 2 years.
- Ryanair currently has a team of more than 8,000 people and expects to carry approximately 73.5 million passengers in the current fiscal year (ending 31st March 2011).

Ryanair Passenger Boarding Cards

- The opportunity now exists to advertise on the passenger boarding cards of Europe's largest airline.
- Brands can now access 73 Million Ryanair passengers who will print out their passes at home during the next 12 months, as Ryanair is now 100% online check-in.
- Passengers reference their cards frequently providing repeat exposure for advertisers.
- Advertisers can target passengers by destination or departure point allowing global or local brands target route specific messaging.
- Brand message appears both onscreen during the ticketing process and on the printed card giving integrated messaging, via online and print mediums.

Ryanair Passenger Boarding Card

Digital & Print Branding Exposure

Compulsory Travel Document

BOARDING PASS **RYANAIR**
CUSTOMER COPY - PLEASE RETAIN FOR PRODUCTION AT YOUR DEPARTURE AND DESTINATION AIRPORT.

EU/EEA

ROCCO RADICA
NATIONALITY
ITALY
• BAG0 - 0 CHECKED BAG

FR 202
26 AUG 2010

DUBLIN - LONDON-STANSTED

REFERENCE NO. **MF1GSN**
GATE CLOSES **05:55**
DEPT TIME **06:25**

SEQ. NO. **131**

WARNING 1 CABIN BAG ONLY - 55 X 40 X 20 CM (MAX 10 KG)
HANGBAG, BRIEFCASE, LAPTOP, SHOP PURCHASES, CAMERAS ETC. MUST BE CARRIED WITHIN YOUR 1 CABIN BAG.

Extra/oversized cabin baggage will be refused at the boarding gate, or where available, placed in the hold of the aircraft for a fee of £/€35. If you are unsure, check at the Bag Drop desk before going through security. N.B. There is no baggage allowance (cabin or checked) associated with the purchase of an extra seat.

CHECK THE AIRPORT MONITORS FOR BAG DROP DESK + BOARDING GATE INFORMATION

IMPORTANT REMINDERS! - Please read

- Each passenger must present their valid photo-ID. (Driving licences are not accepted)
- Passengers with pre-booked special assistance must present this boarding pass at the airport special assistance desk and again to assistance staff at the arrival airport.
- Bag Drop desks close strictly 40 minutes before the scheduled flight departure time. Passengers should be at the boarding gate at least 30 minutes prior to the scheduled departure.
- EU Reg 261-Article 14 1-If you are denied boarding or if your flight is cancelled or delayed for at least two hours, ask at the Ryanair desk or view online the text stating your rights, particularly with regard to compensation and assistance.

RYANAIR GIFT VOUCHERS
FROM €25

PART TEAR TO HERE

AIRLINE COPY - TO BE RETAINED BY BOARDING GATE PERSONNEL

PASSENGER NAME **ROCCO RADICA** SEQ. NO. **131**

DATE **26 AUG 2010**

FLIGHT NO. **FR 202**

DEPT TIME **06:25**

PRIORITY Q

M1RADICA/ROCCO MF1GSN DUBSTNFR 202 2307098B131 10C B

RYANAIR

Targeted Route Specific Messaging

“Enjoy Your Trip to Malaga from [Advertiser Name]”.

Multiple Creative Types Permitted

Dominant Ad Size

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RYANAIR

Boarding Card Packages

100,000 Cards	Rates on Request
250,000 Cards	Rates on Request
500,000 Cards	Rates on Request
1,000,000 Cards	Rates on Request
2,000,000 Cards	Rates on Request
5,000,000 Cards	Rates on Request
All Cards	Rates on Request



JOINT ADVERTISING **RYANAIR**

**To advertise via this unique and innovative
medium, please contact
Aileen O'Mahony at
sales@airportmarketingservices.com**

JOINT ADVERTISING ***RYANAIR***