AEROBATICS | FORMATION | SKYTYPING

SKYTYPING

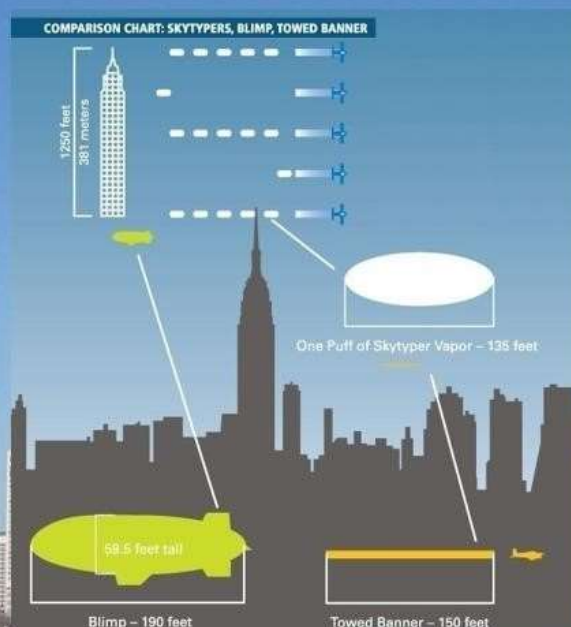# THE ULTIMATE IN AERIAL ADVERTISING

Why Skytyping?

- Reach mass audiences

- Appeals to all demographics

- Skytyping is a one-of-a-kind aerial medium

- Interactive marketing experience – great recall, great retention

- Variable copy – not static (can even be programmed on the fly!)

- Access to premium events, and access to where no other advertising can be displayed

Banners, Blimps & Skytyping - Nothing Compares to Skytyping in Size or Reach

COMPARISON CHART: SKYTYPERS, BLIMP, TOWED BANNER

1250 feet / 381 meters

One Puff of Skytyper Vapor – 135 feet

69.5 feet tall

Blimp – 190 feet

Towed Banner – 150 feet

HOW MANY PEOPLE DO YOU WANT TO REACH?

Maximum impact; targeted approach

➢ Picture five aircraft Skytyping in a straight line formation at 10,000ft. On command, we activate our onboard patented typing system and a signal is sent to each aircraft to emit a pulse of smoke. The pulses create characters which in turn create your Sky Billboard™ message.

➢ The average time to Skytype™ a character, the size of the Empire State Building, is only four seconds. The hang time for an average five-mile long (20-25 characters) Sky Billboard™ is three to seven minutes. That's a lot longer than a 15 second TV commercial, or a ground billboard read by passing traffic.

➢ Skytyping™ is 1,000 times larger than any road sign or aerial billboard, and it is custom placed over your specific target area/event to provide maximum impact.

Professional team; conscientious & environmentally friendly

➢ The Yakovlevs are the world's largest, privately owned piston aircraft display team. Now in its 18th year of operation, the team has travelled the world performing precision formation and graceful aerobatics. Watched by more than two billion spectators, the team pilots are some of the most experienced and most respected display pilots in the world.

➢ The Yakovlevs use environmentally-friendly white medicinal smoke oil for their Skytyping, which is non-toxic and fully biodegradable; a product that the team was proud to pioneer.

Project deployment/costings

✈ Skytyping™ is a bespoke service and as such needs to be costed on a case by case basis. The fixed rate is the Skytyping™ itself; the variables are cost of relocation to an event, and the weather.

✈ Skytyping™ requires a blue-sky backdrop to type against. As such, there are days when Skytyping™ will work and days when it won't. We recommend that clients purchase a series of messages and book us to perform at an event over a series of days, in order to ensure that a full service can be provided and all messages Skytyped.

✈ In the event of prolonged inclement weather during an event, which prevents any Skytyping™, the team will guarantee either a return visit at cost, or a credit for future events.

DEPLOYMENT COSTS

— Up to 250 miles - £30,000
— Up to 600 miles - £45,000
— Up to 800 miles - £55,000
— Up to 1,200 miles - £70,000
— Up to 2,000 miles - £100,000

Prices are indicative rates only and subject to change

✈ In addition to deployment costs, Skytyping™ is priced at a rate of £3,750 per message, based on a maximum number of 25 characters.

✈ The Yakovlevs can perform Skytyping™ in any part of the world. Please contact us for deployment costs outside of Europe.

I LOVE YOU !

MONEY

CLEAR TODAY

BIG JUST GOT MONSTER

CALIFORNIACAR

Contact us

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