

USA TODAY



Sky's the limit for advertisers

Talk about a commercial flight.

Airlines, desperate to raise additional revenue, are offering advertisers opportunities to place their messages on surfaces that used to be left relatively untouched, including tray tables and air-sickness bags.

“Fuel prices are so high,” says AirTran head of marketing Tad Hutcheson. “We needed new streams of revenue and found that we have been able to sell things onboard the airplane.”

And they're finding lots of takers among companies that want to reach people who are often affluent — and always captive.

Similar ads on napkins and tray tables generate about \$10 million a year for US Airways (LCC), spokeswoman Valerie Wunder says.

Tray tables. Verizon Wireless (VZ) and Saab have plastered ads across the top of US Airways' fold-down tray tables, where there's lots of room for ad copy.

“Fliers are strapped in and don't have much else to read,” says Brian Martin, CEO of Brand Connections.