Verizon Wireless, the First to Launch Advertising on the Airline Tray Tables Onboard the New US Airways

Successful and timely installation of the Verizon Wireless ad campaign, the first on the new US Airways, and another on-time report card for SkyMedia.

New York (PRWEB) October 18, 2005 -- Verizon Wireless launched its wireless ad campaign for the first time ever on the airline passengers’ seat back tray tables in partnership with SkyMedia International, LLC. The ad campaign launched October 3rd; just two days after the US Airways and America West Airlines merger became official. The combination of US Air (NYSE:UAIRQ), the nation’s No. 7 carrier, and America West (NYSE: AWA), the No. 8 airline, creates a competitive major full service, low-cost airline that ranks as the nation’s No. 4 airline carrier.

“We are delighted to report the successful and timely installation of the Verizon Wireless ad campaign, the first on the new US Airways,” says Phil Procter, Director of Logistics and Field Operations. “It is a testament to the dedication of our highly trained, FAA certified field staff,” he said.

“This would not have been possible without the full cooperation of US Airways and everyone on SkyMedia’s team” added Nick Pajic, President & CEO of SkyMedia.

On the tray tables, Verizon touts the nation’s largest, fastest wide-area wireless broadband network, as well as Verizon’s Wireless Broadband Access devices. The campaign is set to run for two months starting October 3rd and encompasses 11,500 passenger tray table seats. The products portrayed on the tray tables are the Verizon Wireless V620 and the XV6600.

By making tray tables advertisements a chosen media for these specific products, Verizon has tapped into an invaluable resource: the captive consumer. In an environment free from distractions, airline passengers can focus on the advertisement displayed on the tray table during an entire flight.

Verizon Wireless owns and operates the voice and data wireless networks serving 47 million customers. The deal was orchestrated by SkyMedia International and Verizon’s agency of record, McCann Erickson. SkyMedia International specializes in on-board aircraft advertising and has 46,000 passenger seat tray table ads available on 340 airplanes in its inventory. For more information about its tray table product and innovative advertising campaigns, please visit www.SkyMediaBiz.com.

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