Jetstar★

Jetstar Media connects you with 20 million travellers

When you partner with Jetstar Media you will connect with our passengers at every touchpoint of their holiday journey.

Post Booking Communication
Conversions

Connect directly with passengers through pre-trip communications. Our communications have advanced targeting capabilities and are sent straight to inboxes. Post Communication emails include: Itinerary (On Booking); Inspire (One month out); Inflight (7 days out); Pre-depart (2 days out); Pre-return (2 days before return).
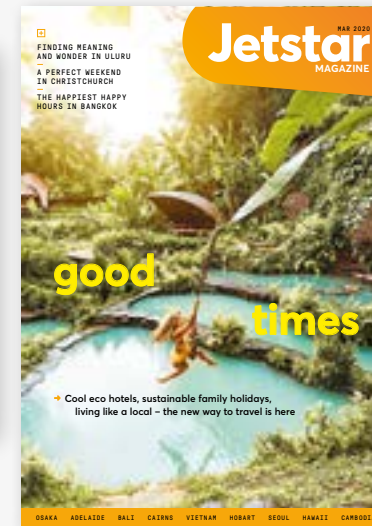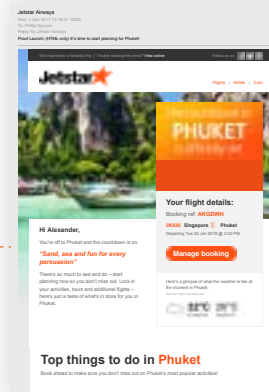
Targeting Capabilities include:

- Origin & Destination
- Departure day
- Country
- Title (Mrs, Mrs, Miss)
- Qantas Frequent flyer?
- Have they booked Car Hire?
- Have they booked accommodation?
- Adults travelling?
- Children Travelling?
- Have they booked insurance?

Jetstar Magazine
Awareness

198,000 readers
(Source: Roy Morgan, March 2020)

Engage a large, captive audience with strategic brand advertising, creative executions and inspiring native content

Jetstar Ambient + Inflight
Awareness

Grab the undivided attention of passengers onboard

- Tray tables and overhead lockers
- Boarding passes
- Inflight media pre-rolls that are shown to all passengers
- Back of pocket seat sampling

Jetstar.com
Awareness

Extend the reach of your content to passengers in the planning phase. Content can be hosted as articles on our Inspiration Hub and promoted through display across the following key locations:

- Homepage
- Deals
- Cheap Flights

Jetstar ★ | MEDIUM RARE

Our passengers

Jetstar passengers are families, singles, couples, young adventurers, entrepreneurs on business and experienced travellers – and we have the unique ability to reach them all at every stage of their travel journey.
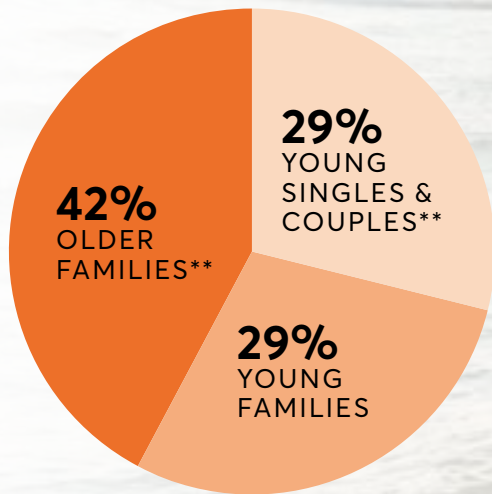
2,500+ flights per week
58,145 passengers per day*

- - - - - -

13.3M domestic passengers
6.2M international passengers*

- - - - - -

DOMESTIC TRAVEL PURPOSE**
98% for leisure
19% for leisure and business
2% for business only*

INTERNATIONAL TRAVEL PURPOSE
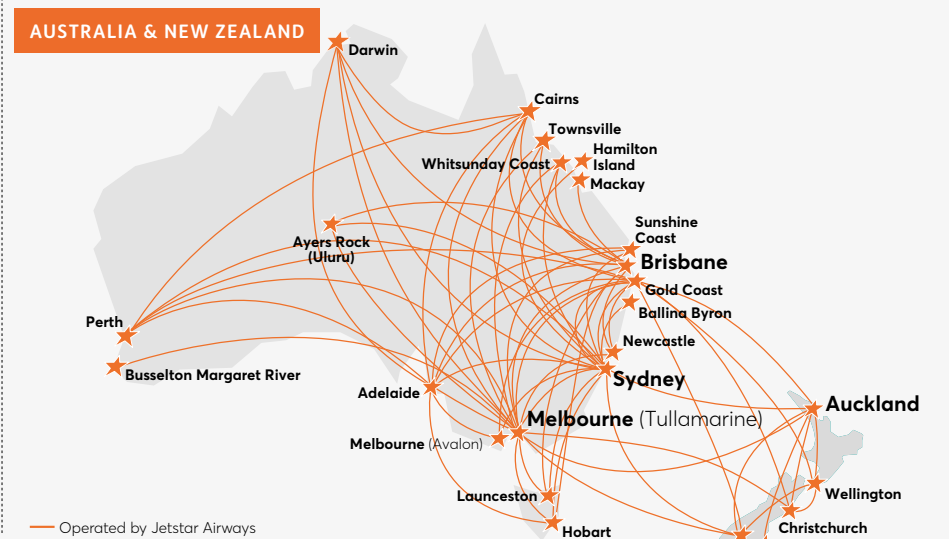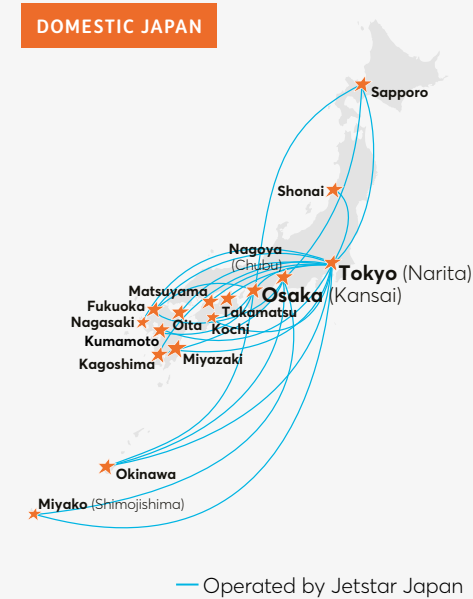**99%** for leisure
8% for business

- - - - - -

52% of Jetstar passengers are Big Spenders on discretionary items, compared to **33%** of the general population.**

42% OLDER FAMILIES**

29% YOUNG SINGLES & COUPLES**

29% YOUNG FAMILIES

Source: *Passengers based on Australians who have flown Jetstar in the last 12 months for business, or flew Jetstar for their last leisure **Roy Morgan, December 2019

Jetstar ★ | MEDIUM RARE

Where we fly

Connect with passengers based on where they are flying across all these routes

INTERNATIONAL

Seoul
Shanghai (Pudong)
Tokyo (Narita)
Hefei
Osaka (Kansai)
Nagoya (Chubu)
Okinawa
Guiyang
Taipei
Guangzhou
Shantou/Jieyang
Hanoi
Tho Xuan
Hong Kong
Chiang Mai
Vinh
Haikou
Dong Hoi
Yangon
Da Nang
Clark
Manila
Bangkok
Siem Reap
Phnom Penh
Phuket
Phu Quoc
Ho Chi Minh City
Penang
Medan
Kuala Lumpur
Singapore
Jakarta
Surabaya
Bali (Denpasar)
Darwin
Cairns
Perth
Adelaide
Brisbane
Gold Coast
Sydney
Auckland
Melbourne (Tullamarine)
Wellington
Christchurch
Queenstown
Hawaii (Honolulu)
Fiji (Nadi)
Cook Islands (Rarotonga)

— Operated by Jetstar Airways
— Operated by Jetstar Asia
— Operated by Jetstar Pacific
— Operated by Jetstar Japan

DOMESTIC VIETNAM

Hanoi
Hai Phong
Thanh Hoa
Vinh
Dong Hoi
Hue
Da Nang
Chu Lai
Pleiku
Quy Nhon
Tuy Hoa
Buon Ma Thuot
Nha Trang
Da Lat
Phu Quoc
Ho Chi Minh City

— Operated by Jetstar Pacific

DOMESTIC JAPAN

Sapporo
Shonai
Nagoya (Chubu)
Tokyo (Narita)
Matsuyama
Fukuoka
Takamatsu
Osaka (Kansai)
Nagasaki
Oita
Kochi
Kumamoto
Miyazaki
Kagoshima
Okinawa
Miyako (Shimojishima)

— Operated by Jetstar Japan

AUSTRALIA & NEW ZEALAND

Darwin
Cairns
Townsville
Hamilton Island
Whitsunday Coast
Mackay
Sunshine Coast
Ayers Rock (Uluru)
Brisbane
Gold Coast
Ballina Byron
Perth
Newcastle
Busselton Margaret River
Adelaide
Sydney
Melbourne (Avalon)
Melbourne (Tullamarine)
Auckland
Launceston
Wellington
Hobart
Christchurch
Queenstown
Dunedin

— Operated by Jetstar Airways

Jetstar | MEDIUM RARE

Our assets

We connect with passengers at all stages of their travel journey through highly targeted multi-channel advertising solutions

< DREAM >   **< BOOK >**   **< FLY >**

Website

> **Reach and inspire** with a broad audience of travellers on Australia's second-largest travel site

Post-booking communications

> **Target** the right travellers at the right time with exclusive access to Jetstar's first-party data across emails and Manage My Booking pages

Magazine

> **Engage** a captive readership on board their Jetstar flight with our new-look monthly print glossy

Ambient

> **Reach and engage** travellers with high-impact media including tray tables, overhead lockers, inflight entertainment, boarding passes and even plane wraps

Jetstar ★ | **MEDIUM RARE**

Magazine

Jetstar magazine reaches 198,000* readers per month and is the only source of entertainment available on domestic flights.

Each month the magazine features the best and most inspiring travel stories from Jetstar destinations, together with experience-led, practical and fun content relating to the broader passions of the Jetstar audience. From travel, food and drink, shopping, unique local adventures and experiences and more, Jetstar magazine makes travel the best it can be.

READERSHIP

198,000*

Source: *Roy Morgan, March 2020.

MAR 2020

Jetstar
MAGAZINE

+

FINDING MEANING
AND WONDER IN ULURU
—
A PERFECT WEEKEND
IN CHRISTCHURCH
—
THE HAPPIEST HAPPY
HOURS IN BANGKOK

good

times

→ Cool eco hotels, sustainable family holidays,
living like a local – the new way to travel is here

OSAKA   ADELAIDE   BALI   CAIRNS   VIETNAM   HOBART   SEOUL   HAWAII   CAMBODIA

Best Custom publication of the year 2019
Mumbrella
Publish Awards

Mumbrella
PUBLISH
Awards

Jetstar | MEDIUM RARE

Magazine

Jetstar MAGAZINE — MAR 2020

FINDING MEANING AND WONDER IN ULURU

A PERFECT WEEKEND IN CHRISTCHURCH

THE HAPPIEST HAPPY HOURS IN BANGKOK

good times

→ Cool eco hotels, sustainable family holidays, living like a local – the new way to travel is here

OSAKA   ADELAIDE   BALI   CAIRNS   VIETNAM   HOBART   SEOUL   HAWAII   CAMBODIA

62% of respondents agreeing with the statement "The Jetstar Magazine is not just about travel, it's more of a lifestyle magazine".

- - - - - -

Over 50% are inspired to plan trips and seek additional information from content they have read in the mag.

- - - - - -

79% of respondents said the Jetstar Magazine is a good read, with **44%** saying it's a 'very good read'.

- - - - - -

57% said they take note of food and dining recommendations.

44% said they would consider a product or service if they had read engaging content about it in the Jetstar Magazine **36%** said they would try it out.

- - - - - -

97% of our flyers are engaged with the magazine (this was consistent across all genders and age groups).

- - - - - -

Jetstar Magazine accesses **725,000*** Qantas Club Members through distribution in exclusive Qantas Club lounges around Australia.

29% young singles & couples*   **37%** young families*   **25%** older families*   **52%** female*   **48%** male*

The Jetstar reader is a travel influencer - **57%** agree that they are trusted advisers to others when it comes to planning a holiday.*

Twice as likely to dine out at the latest restaurant and **more than 3 times** more likely to try a new hotel or resort.*

6 in 10 readers are inspired to plan trips.**

6 in 10 are inspired to try food and dining recommendations they have read about in the magazine**

Sources: *Roy Morgan, December 2019. **Jetstar Audience Survey, 2019.

Jetstar ★ | MEDIUM RARE

Magazine look & feel

Jetstar 2020 editorial calendar

JANUARY
> **Theme** Summer
> **Other content pillars** Family holidays

FEBRUARY
> **Theme** Wellness
> **Other content pillars** Romance

MARCH
> **Theme** Responsible travel
> **Other content pillars** Solo travel

APRIL
> **Theme** Nostalgia
> **Other content pillars**
  Easter & family holidays

MAY
> **Theme** Adventure
> **Other content pillars**
  Skiing & Winter escapes

JUNE
> **Theme** Tropical getaways
> **Other content pillars** Arts & culture

JULY
> **Theme** Food & Drink
> **Other content pillars**
  Smart luxury & Hot hotels

AUGUST
> **Theme** Great value
> **Other content pillars** Australia

SEPTEMBER
> **Theme** Islands
> **Other content pillars** Secret beaches,
  Eco travel & Weddings

OCTOBER
> **Theme** Family travel
> **Other content pillars** Reunions

NOVEMBER
> **Theme** The great outdoors
> **Other content pillars** Holiday planning

DECEMBER
> **Theme** Where next?
> **Other content pillars** Summer fashion

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Website

> HOMEPAGE, CHEAP FLIGHTS AND DEALS LEADERBOARDS

Your ad here

Source: Nielsen DCR, December 2019.
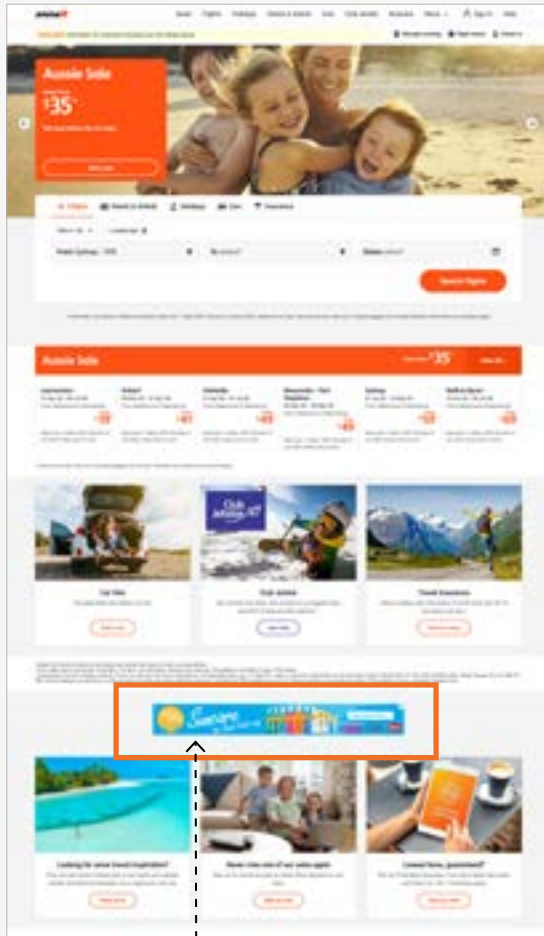
‣ **1,729,172** Unique Audience

‣ Highly engaged audience:
9:38 minutes average
session length

‣ Monthly impressions
available (desktop):

> Home: **4 million**

> Deals: **1.5 million**

> Cheap flights: **600,000**

> Can be highly targeted
using first-party data

> NATIVE CONTENT ON INSPIRATION HUB
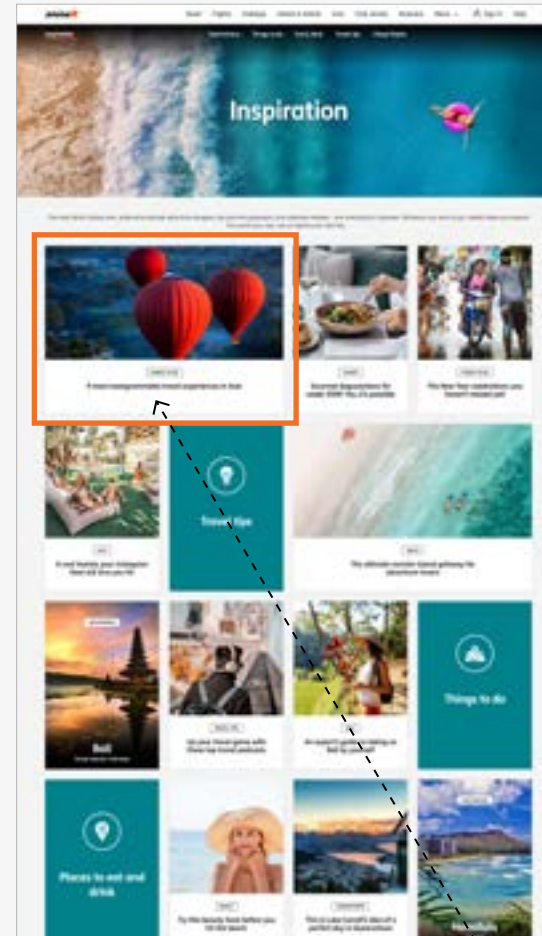
Your story here

‣ Tell your story through
native content pieces
in a vibrant, engaging
enviroment used
by people planning
their travels

‣ Be part of a
dynamic content
hub on Australia's
#2 travel website
(second-largest
travel website in
Australia after
Qantas.com)

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Post-booking emails + manage my booking page

TRAVEL DATE

BOOKING MADE

Day of travel

Itinerary

Pre-departure

Manage My Booking

Inflight

Inspire

▸ Deliver regular messaging to travellers at all key stages during the exciting time before their trip

Jetstar

▸ Target travellers using our first-party data

▸ Unlike emails that are hard-coded, all Jetstar media's email ads are served via DFP so there is no wastage in impressions

Jetstar | MEDIUM RARE
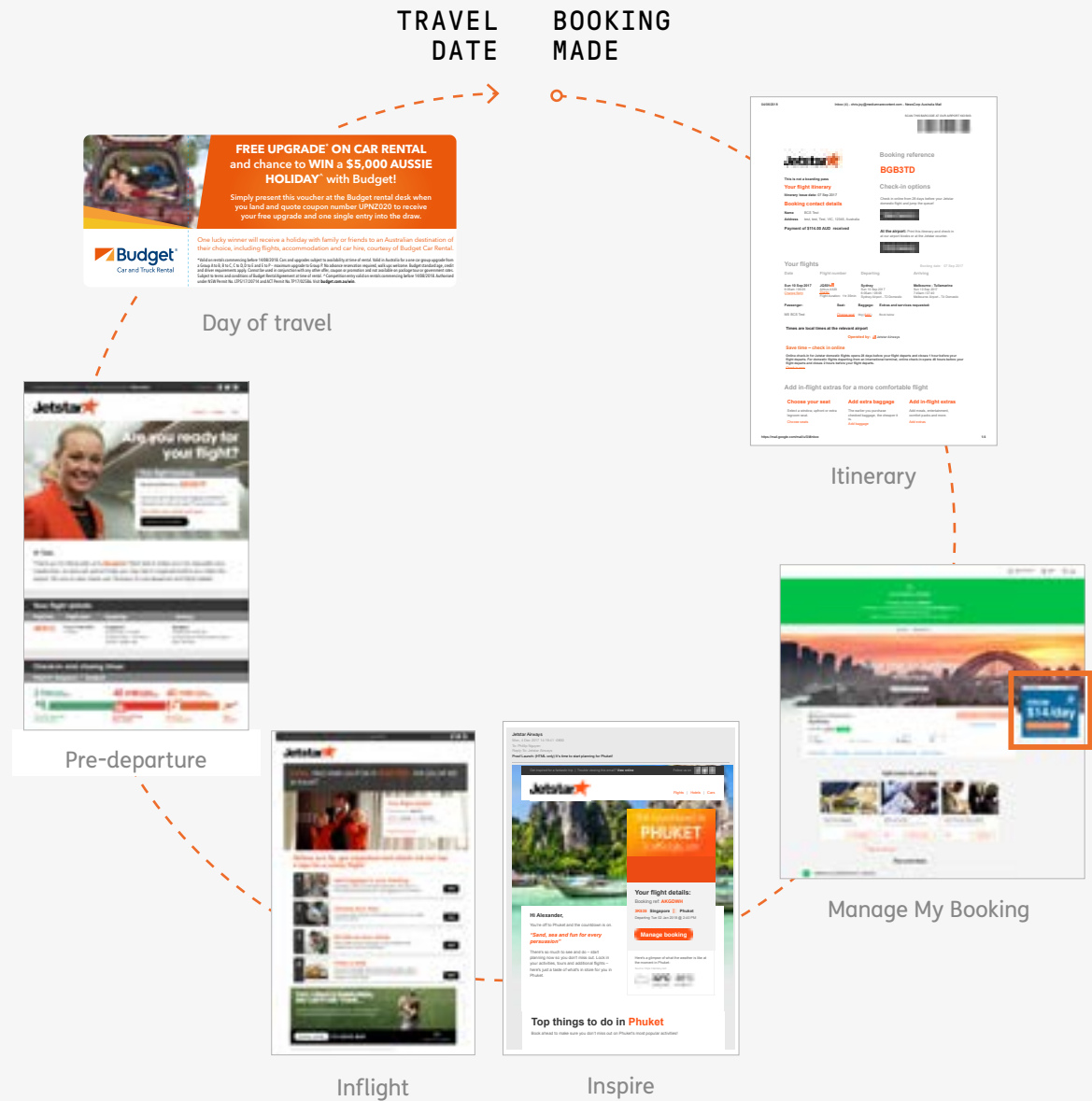
Our exclusive targeting capabilities

Across our post-booking emails, you can target the right passengers based on their travel plans using our exclusive first-party data

> THE ADVANTAGES OF OUR DATA

Our data

‣ Collected directly from the source

‣ Exclusive

‣ High quality: our data is based on real customer behaviour, not just cookies

Second-party data

‣ Someone else's data purchased and sold on

‣ Non-exclusive

> HOW YOU CAN TARGET

‣ Origin (where they are flying from)
‣ Destination (where they are flying to)
‣ Departure day
‣ Country
‣ Title (Mr, Mrs, Miss)
‣ Qantas Frequent Flyer?
‣ Have they booked car hire?
‣ Have they booked accommodation?
‣ Adults travelling
‣ Children travelling
‣ Have they booked insurance?

Jetstar | MEDIUM RARE

Ambient

Reach 22,693 passengers per plane per month

‣ Ambient signage delivers unprecedented dwell time and maximum exposure to all passengers throughout the flight*

‣ Ambient works for the duration of the flight in one of the most captive, unsaturated environments imaginable

*Some blackout periods may apply. Available on domestic and trans-Tasman planes only. Minimum campaign period is 3 months.

Inflight media

Reach up to 166,000 passengers per month

The Jetstar Media portfolio includes the Jetstar Inflight Entertainment system, available on personal screens in all Dreamliner planes.

When boarding the plane, the IFE pre-roll screen is on a loop and includes trailers for movies that are programmed on the IFE.

The following advertising options are available among that free content.

Advertising options

‣ Spot #1
  30-45 sec TVC +
  Still image (5 sec billboard)

‣ Spot #2
  Still image (5 sec billboard)

Seat pocket inserts

Reach up to 1.8 million passengers per month

‣ Onboard sampling is a unique, targeted distribution channel for your next brochure or product sample*

‣ Have 30,000 copies distributed into every seat pocket. Onboard sampling provides the perfect opportunity to showcase your product in the Jetstar cabin

*Weight limits apply. Guidelines apply and are approved on a case-by-case basis. Limited to one sampling per month. Available across the domestic and trans-Tasman network only.

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Printed boarding pass

Reach up to 1.8 million passengers

‣ Advertise your brand on the back of all printed Jetstar Boarding Passes for a 3 month period with 100% SOV*

Join **Club Jetstar** now!
- Exclusive member-only fares*
- Early access to our biggest sales
- 20% off bag and seat selection^
- Partner offers tailored just for members

Get on board at **jetstar.com**

Jetstar
All day, **every day**, low fares

It's not every day a low fare gets even lower.

FREE UPGRADE* ON CAR RENTAL
and chance to **WIN a $5,000 AUSSIE HOLIDAY^** with Budget!

Simply present this voucher at the Budget rental desk when you land and quote coupon number UPNZ020 to receive your free upgrade and one single entry into the draw.

Budget®
Car and Truck Rental

One lucky winner will receive a holiday with family or friends to an Australian destination of their choice, including flights, accommodation and car hire, courtesy of Budget Car Rental.

*Valid on rentals commencing before 14/08/2018. Cars and upgrades subject to availability at time of rental. Valid in Australia for a one car group upgrade from a Group A to B, B to C, C to D, D to E and E to P - maximum upgrade to Group P. No advance reservation required, walk ups welcome. Budget standard age, credit and driver requirements apply. Cannot be used in conjunction with any other offer, coupon or promotion and not available on package tour or government rates. Subject to terms and conditions of Budget Rental Agreement at time of rental. ^Competition entry valid on rentals commencing before 14/08/2018. Authorised under NSW Permit No. LTPS/17/20714 and ACT Permit No. TP17/02586. Visit **budget.com.au/win**.

*Lead-time is 8 weeks and subject to Jetstar approval due to ambient black out periods.

Jetstar | **MEDIUM RARE**

The big impact: aircraft livery

The ultimate way to make your brand message soar

▸ Drive maximum value for your campaign through cost effective ambient advertising

▸ Available for a minimum of three months, this is the ultimate way to generate brand and product awareness

▸ Amplify the message by extending the creative throughout ambient onboard media

Jetstar | MEDIUM RARE

Magazine rates + deadlines

CURRENT MAGAZINE RATE CARD

	x1	x3	x6	x12
Double Page	$18,000.00	$16,200.00	$14,400.00	$12,600.00
Full Page	$10,000.00	$9,000.00	$8,000.00	$7,000.00
Half Page Vertical	$5,500.00	$4,950.00	$4,400.00	$3,850.00
Half Page Horizontal	$5,500.00	$4,950.00	$4,400.00	$3,850.00
Inside Front Cover DPS	$25,200.00	$22,680.00	$20,160.00	$17,640.00
Opposite Contents	$13,000.00	$11,700.00	$10,400.00	$9,100.00
Outside Back Cover	$14,000.00	$12,600.00	$11,200.00	$9,800.00
Inside Back Cover	$11,000.00	$9,900.00	$8,800.00	$7,700.00

SPECIAL POSITIONS

	Loads
Insider front cover spread	40%
Opposite contents	30%
Front half or RHP	10%
First right hand page	20%
Outside back cover	40%
Inside back cover	20%

BOUND INSERT RATE CARD

Insert size	Insert CPM
2pp	$240
4pp	$360
8pp	$500
12pp	$650
16pp	$780
32pp	$1,048

MAGAZINE DEADLINES

Month	Booking deadline	Advertising Material Deadline	On board
January	Fri 8 Nov 2019	Fri 29 Nov 2019	Tue 1 Jan 2020
February	Fri 6 Dec 2019	Thu 19 Dec 2019	Fri 1 Feb 2020
March	Thu 9 Jan 2020	Fri 31 Jan 2020	Fri 1 Mar 2020
April	Fri 7 Feb 2020	Wed 4 March 2020	Mon 1 Apr 2020
May	Fri 6 Mar 2020	Wed 1 Apr 2020	Wed 1 May 2020
June	Fri 10 Apr 2020	Mon 4 May 2020	Sat 1 Jun 2020
July	Fri 8 May 2020	Wed 3 Jun 2020	Mon 1 Jul 2020
August	Mon 8 Jun 2020	Fri 3 Jul 2020	Thu 1 Aug 2020
September	Wed 8 Jul 2020	Tue 4 Aug 2020	Sun 1 Sep 2020
October	Fri 7 Aug 2020	Thu 3 Sep 2020	Tue 1 Oct 2020
November	Wed 9 Sep 2020	Fri 2 Oct 2020	Fri 1 Nov 2020
December	Fri 9 Oct 2020	Tue 3 Nov 2020	Sun 1 Dec 2020

Note: Jetstar requests all inserts to be bound and accompanied by an advertising backing page. Backing page cost to be provided on application.
All inserts exclude production cost. Production cost to be provided on application.

Jetstar | MEDIUM RARE

Magazine specifications

Material submission

Medium Rare Content only accepts advertising material via Quickcut/Adsend or SENDlite. For more information regarding these providers please contact:

Quickcut/Adsend (Adstream)

Web: adsend.com.au

Tel: 1300 768 988 (Australia only tech support)

Email: print@adstream.com.au

Note: When uploading advertising material via quickcut do not include crop marks on the PDF file, as these will be automatically generated.

SENDlite

Web: news.sendlite.com.au

Tel: +61 2 9818 1965

‣ When supplying advertising material it is essential that you supply your complete booking number (including the 2 letters at the end) e.g. 12345678AB, also please ensure that the on sale date and magazine name are entered.

‣ Left/right hand pages on double page spreads are to be noted at the end of the booking number.
e.g. 12345678ABL/ 12345678ABR.

‣ The order of consecutive advertisements is to be noted in material instructions.

‣ Please contact production (adproduction@news.com.au) prior to sending revised files to ensure that the correct material appears.

File format

‣ Medium Rare Content uses 3DAPv3 separation profiles (3DAPv3PAPERTYPE-3_280_F45.icc), an Australian standard for proofing and printing.

‣ Files to be created in PDF version 1.3 or 1.4

‣ PDF files to be supplied in CMYK format with all fonts embedded into the file. RGB or spot colour files will be rejected.

‣ PDF files need to be supplied as single page files, unless supplying gatefold PDF files.

Images/colour

‣ **Images are to be supplied in CMYK format. RGB, LAB or spot files will be rejected.**

‣ Images should be supplied at 100% scaling, 300dpi and using the correct 3DAPv3 separation profile, the 3DAPv3 profile will set the correct CMYK separation and total ink limit (see File Format). For more information regarding separation profiles, visit 3dap.com.au

‣ **No embedded ICC profiles.**

‣ **The total ink limit is 280%. Registration colour in the swatches palette should never be used.**

‣ Solid black panels should be made up of rich black - 100% black and 50% cyan.

‣ White elements/type to be set to knock-out.

Design/type

‣ All type must be a minimum of 8pt and 12pt for reversed type.

‣ Black type smaller than 24 points to be made up of 100% black only and set to overprint.

‣ Black type larger than 24 points should be made up of rich black - 100% black and 50% cyan.

‣ Extremely thin and fine type, particularly type with serifs, should be avoided.

‣ Due to the trim and binding variance, even distances from trim to borders may vary during the print run.

Proofs

‣ For accurate colour reproduction, all advertising material must be accompanied by a 3DAPv3 colour proof created from the supplied file at 100% Medium Rare Content uses guidelines for ISO 12647-2 (3DAPv3), a standard for proofing and printing.

‣ In order to verify that a proof is in compliance with the 3SAPv3 endorsed control strip printed next to the advertisement.

‣ No responsibility will be taken for print colour reproduction when a 3DAPv3 colour proof is not supplied.

‣ For more information regarding 3DAPv3 proofing guidelines, visit 3dap.com.au

Page layout

‣ **All advertising material is to be supplied to the correct publication trim size and is to include 5mm bleed (where required).**

‣ Crop, bleed and registration marks plus page information are to appear on advertising material, offset by a minimum of 6mm.

‣ **Ensure that all text and logos are supplied tothe correct type/design area specifications (see Ad Sizing).**

‣ No text or important page content should appear within 10mm either side of the spine on double page spreads (total 20mm) due to this space being optically lost within the spine of the magazine.

‣ Using double imaging is at the discretion of the client/agency, as it is not ideal for all pages within the magazine. If specifications are required for double imaging, contract production prior to sending advertising material.

‣ **NOTE**: Double page spreads appearing on the inside front cover will be moved to allow for the spine hinge - inside front cover (left hand page) will be moved 5mm to the left and first text page (right hand page) will be moved 4mm to the right.

Jetstar | MEDIUM RARE

Magazine specifications

Double page spread
Double page spread to be supplied
as two single full pages

Full page

TRIM 255mm x 180mm wide

TYPE/DESIGN 239mm x 164mm wide

BLEED 265mm x 190mm wide

Half page vertical

TRIM 255mm x 90mm wide

TYPE/DESIGN 239mm x 74mm wide

BLEED 265mm x 100mm wide
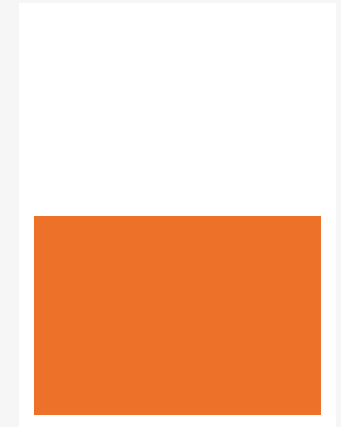
Half page horizontal

TRIM 125mm x 180mm wide

TYPE/DESIGN 109mm x 164mm wide

BLEED 135mm x 190mm wide

Jetstar | MEDIUM RARE

Digital and ambient rates + specifications

DIGITAL

Ad type	Dimensions	File size	Formats	Standard CPM	Targeted CPM
Leaderboard (Homepage, Cheap Flights, Deals)	728x90 pixels	80kb	JPG, PNG	$65	-
Standard size post booking emails (prepare, inflight, inspire, pre-departure and pre-return emails)	630x200 pixels	80kb*	JPG, PNG	$65	$120
Itinerary email	600x200 pixels	80kb*	JPG, PNG	$65	$120
Web check-in boarding pass	750x175 pixels	80kb*	JPG, PNG	$65	$120
MREC (Manage my booking)	300x250 pixels	80kb	JPG, PNG	$65	$120
Booking date Minimum 1 week prior to start date			**Material deadline** 1 week prior to start date		

‣ Contact your Jetstar Sales Representative for bespoke digital strategy

‣ Creative can be provided as jpg/png images, or as third-party redirect tags (for Leaderboard and MREC only)

‣ We can accept a single third-party impression tag, and a single click tracking tag for each creative

NOTES ON THIRD-PARTY TAGS

‣ For web-based assets we are able to support Sizmek, Bonzia and Doubleclick tags

‣ For email assets we are able to support non-script tags as below:

  ‣ **Sizmek** We are able to support Sizmek tags, however some modifications to the URLs may be required. Our team can provide specific guidelines.

  ‣ **Bonzai** We are able to support non-script tags.

  ‣ **Doubleclick** At the moment as they do not offer HTML tags we cannot use Doubleclick in email bookings. If you are able to get HTML or non-script Doublclick tags our team may be able to support but will require testing.

*No third-party tracking

AMBIENT

Ad type	Run time/ Availability	Production Cost	Rate
Overhead lockers	Min 3 months	$3,500 per aircraft	$5,000 per aircraft PCM
Tray tables	Min 3 months	$3,500 per aircraft	$5,000 per aircraft PCM
Boarding pass	Min 3 months	$3,000	$50,000 PCM
Sampling	50,000 Units		$1 per sample
Booking date 45 days prior to go live date		**Material deadline** 30 days prior to go live date	

Available across the domestic and trans-Tasman network only. Guidelines apply and are approved case-by-case. Limited to one sampling per month, weight limits apply

Ad type	Run time/ Availability	Production Cost	Rate
Aircraft livery (196m²)	Min 3 months	$57,686	$50,000 PCM
Aircraft livery (half plane wrap) 156m²	Min 3 months	$40,497	$30,000 PCM
Booking date 5 months prior to go live date			

Ad type	Run time/ Availability	Production Cost	Rate
Inflight entertainment media spot #1	30-45sec TVC + Still image(5 sec billboard)	supplied TVC	$7,000
Inflight entertainment media spot #2	(5 sec billboard)	supplied TVC	$5,000
Booking date 6-8 weeks prior to on air date			

Jetstar ★ | MEDIUM RARE

Ambient deadlines + specifications

Overhead Locker

(Inflight graphics P/N: TBC)

Bleed area (grey): 620mm width x 160mm height
Trim & artwork area (white): 610mm width x 150mm height

‣ Any artwork that is required to be seen after cutting must fit within the white area with a safety margin of at least 5mm in from the cut line ‣ Artwork must include a 5mm bleed. ‣ Do not include cutline in artwork ‣ All fonts/text must be converted to curves/outlines ‣ File type must be high resolution PDF

Meal tray table advertising placard

Bleed area (grey): 340mm width x 160mm height
Trim & artwork area (white): 330mm width x 150mm height

‣ Any artwork that is required to be seen after cutting must fit within the white area with a safety margin of at least 4mm in from the cut line ‣ Do not include cutline in artwork ‣ All fonts/text must be converted to curves/outlines ‣ File type must be high resolution PDF

Jetstar | MEDIUM RARE

Ambient deadlines + specifications

TVC Specs

Client must provide the following 2 assets: 30-45 second TVC
+ Image/Still (image appears prior to TVC)

h.264 video at 5Mbpsor high quality VBR 720x576 or 720x480,
anamorphic 16:9 where available strictly NO LETTERBOXED 4:3 u,
progressive scan AAC audio at 256Kbps stereo audio volume levels at

0dbfs peak (10db louder than broadcast)

Image Specs (provide both)

Business JPEG: 1280 x 768
Economy JPEG: 1024 x 600

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