

Promotion Plan

Advertising

We intend to advertise in all flight companies magazines, and a weekly advertisement in 5 of New York main newspaper.

Radio Advertising

Lists	Audience	Spot Time	Cost	% Response
Channel 11	100,000	1/2 Minute	\$5,000	1%
Channel 22	200,000	1/2 Minute	\$10,000	1%

Public Relations

We hired Poof Public Relations company to enhance and extend our recognition and expertise in the market. The company is responsible to get our new exotic travels to the public knowledge.