

A woman in a blue uniform, likely a SriLankan Airlines cabin crew member, is shown in profile, smiling and looking out of an airplane window. The background is a soft, out-of-focus view of the sky and clouds.

Windows of opportunity with SriLankan Airlines

SriLankan Airlines, the National Airline of Sri Lanka and a **oneworld** member airline, currently operates a global route network of 109 destinations in 48 countries, including codeshare operations, across major cities in Europe, the Middle East, Far East, Indian subcontinent and Australia.

This ensures extensive coverage and high reachability to an international clientele across the network, who have the resources and the purchasing power here in Sri Lanka and abroad.

- It is an excellent medium for corporate image enhancement and will complement and enhance all the types of brand advertisements.
- It will access the affluent locals as well as expatriate and foreign traffic.
- It will reassure, enhance and reinforce the brand image with clients.

Third Party Advertising on Boarding Pass

SriLankan Airlines offers an opportunity for third parties to advertise their products on the reverse side of the Economy and Business Class boarding passes issued in Colombo and overseas stations for passengers travelling on our flights worldwide.

SriLankan Airlines issues boarding passes for all passengers travelling on its flights departing from Sri Lanka and from 35 airport locations worldwide.

The advertisement is split into two main sections. The left section is titled 'Get App & Go! SriLankan Airlines App' and features a QR code for downloading the app, with 'Download the app' text above it. Below the QR code are the Google Play and App Store logos. The right section is titled 'Exclusive fares on srilankan.com' and features a hand holding a smartphone displaying the app's interface. Text in this section includes 'Save up to 50% when you pre-purchase your extra baggage online', 'Business Class Upgrade', and 'Extra Legroom Seats'. Below these are four icons representing: 'Flexibility on date changes', 'No hidden costs', 'Anytime, Anywhere, Any device', and '24/7 friendly Assistance'. At the bottom of the advertisement, there is a dark blue bar with the SriLankan Airlines logo, the website 'srilankan.com', and the phone number '+94117 77 1979 (Within Sri Lanka - 1979)'.

- Advertising for a minimum quantity of 6 million boarding passes
- Minimum price of LKR 5.00 per boarding pass
- The contract period will be a minimum of 1 year
- The contract will be effective from 1st January, 2020
- The size of the boarding pass is 82.5 x 203.2 mm

*All government related taxes and VAT will be applicable and are to be borne by the advertiser.

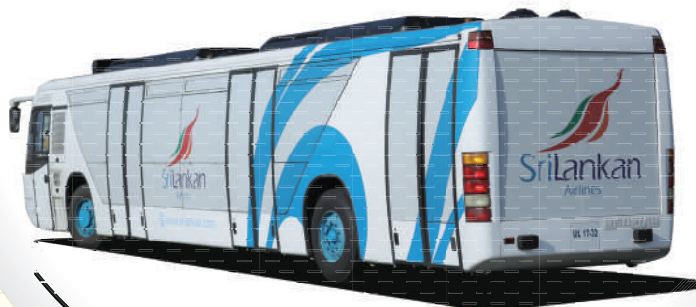
Third Party Advertising on Buses (Exterior)

SriLankan Airlines, as the sole ground handler, currently provides ground services to more than 34 international airlines at the Bandaranaike International Airport.

It also facilitates transferring passengers to and from the terminal to the aircraft using its shuttle buses in addition to its own annual passenger movement of 5.8 million.

Overall, there has been over 10.8 million passenger movements at BIA, Colombo in the year 18/19.

SriLankan Airlines offers an opportunity for third parties to advertise their brands on the exterior of shuttle buses used at the BIA.



- Total number of buses for advertising is 14
- Total passenger movement at BIA 18/19 10,883,904 (value for brand visibility and awareness)
- Minimum price of USD 6500 per bus per month
- The contract period will be a minimum of one year
- The contract will be effective from 1st January, 2020

Language must be in English

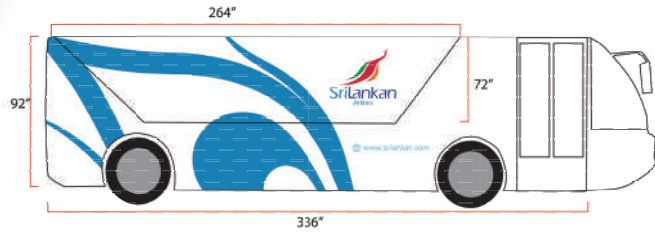
Terms and Conditions apply*

Type	Number of Buses
Ashok Leyland	08
Neo Plan (3 door)	01
Neo Plan (Medium 2 door)	01
Neo Plan (Small single door)	02
Cobus	02
Total	14

*All government related taxes and VAT will be applicable and are to be borne by the advertiser.

NEO PLAN SMALL

Both Sides Same



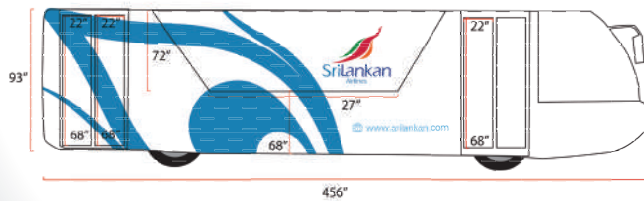
NEO PLAN 3 DOOR LARGE

Both Sides Same



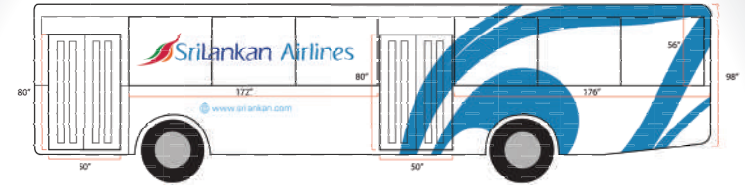
NEO PLAN MEDIUM

Both Sides Same

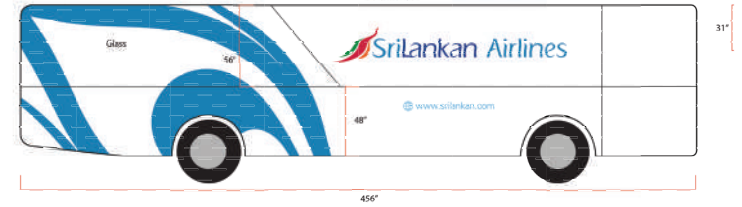


LANKA ASHOK LEYLAND

Left Side

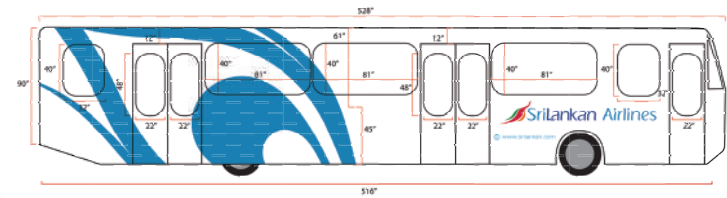


Right Side



COBUS

Both Sides Same





The address for Submission of Proposals is:

Attention: Manager, Ancillary Revenue
Address: SriLankan Airlines Limited,
Airline Centre, Bandaranaike International Airport,
Katunayake.
Telephone: +94 19733 3605

Further clarifications or Submission of Proposals can
be forwarded to: info.ancillary@srilankan.com

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are to be borne by the advertiser.