

Media kit 2026

IN-FLIGHT
HEADREST COVER

ENGAGING
24 Million
PREMIUM PASSENGERS



Advertising regulation

File format

PNG image file

Ad dimensions

65mm x 65mm maximum

Submission timeline

- Seat and seat-pocket decals: At least 60 days prior to the campaign launch date.
- Aircraft livery decals: At least 90 days prior to the campaign launch date.

Ad Requirements

- **Language:** Vietnamese or English
- **Content standards:** Ad content must be clear, coherent and appropriate. Offensive, suggestive, or sensitive language and imagery are strictly prohibited.
- **Approval rights:** Heritage reserves the right to edit, revise, and grant final approval on all creative content.

