

Media kit 2026

ADVERTISING ON
IN-FLIGHT ENTERTAINMENT PROGRAMS

ENGAGING
24 Million
PREMIUM PASSENGERS



Discount

DISCOUNT RATES

Quantity	Discount rates
01 ad unit	0%
02-03 ad units	15%
04-06 ad units	20%
From 07-12 ad units	25%



TERMS & CONDITIONS

1. All rates are quoted in VND and exclude VAT.
2. Advertisements are displayed only on aircraft equipped with the AVANT-THALES In-Flight Entertainment System (31 Airbus A350 and Boeing 787 aircraft).
3. Advertisement updates are implemented monthly in line with the IFE content update cycle. Bookings must be confirmed at least 60 days before the first screening date, and final advertising materials must be submitted at least 45 days prior to deployment.
4. Discounts apply to contracts signed during 2026.
5. Published rates and discount policies remain valid until further notice or revision.
6. Additional terms and conditions are subject to the current Onboard Screen Advertising Regulations.
7. Any special cases require approval from the Heritage Center.

Advertising regulation



1. All advertisements must comply with applicable advertising laws and regulations. Advertisers bear full legal responsibility for the content of their commercials (TVCs). Heritage reserves the right to reject any advertisement deemed non-compliant with applicable laws and regulations.

2. Advertising content and visuals must be appropriate and consistent with accepted cultural and social standards. Advertisements must not contain offensive or inappropriate imagery, politically or religiously sensitive content, racial or ethnic discrimination, or exaggerated claims regarding product features and benefits.

3. Individuals appearing in advertisements must not be involved in legal violations, public scandals, or controversies. They must not simultaneously serve as brand ambassadors or representatives for competitors of Vietnam Airlines or Heritage. Attire, expressions, and performance must be appropriate and aligned with Vietnamese cultural norms and values.

4. Heritage reserves the right to request revisions or edit advertisement content, including audio levels where necessary, and shall have the final decision regarding content and creative presentation to ensure

compliance with IFE (In-Flight Entertainment) standards and the overall quality of onboard programming.

5. Advertisers are solely responsible for the content and copyright ownership of all information, images, footage, and materials used in their advertisements. Advertisers agree to indemnify and hold Heritage harmless against any claims, liabilities, damages, costs, legal proceedings, expenses, or losses arising directly or indirectly from the content or copyright of the advertisement.

6. All advertising elements, including logos, product images, service visuals, and promotional messages, must be placed within the designated safe area of the screen format.

Advertising regulation



AIRSHOW / MOVING MAP ADVERTISING

File format

- Airshow advertisements: Static image formats (.png / .jpeg / .pdf); recommended size: 1280 × 800 px (PNG).
- Destination promotional films featured in the Entertainment Library must comply with the technical specifications applicable to TVC advertisements on the in-flight entertainment system.

Material submission timeline

- Booking deadline: At least 60 days before the first screening date.
- Final approved advertising materials must be submitted at least 45 days before the first screening date.

Additional notes

- Airshow advertisements displayed during taxiing, take-off, and landing will be shown at least twice per advertising slot. Cruise-phase advertisements will rotate continuously alongside flight information throughout the cruise segment.
- Vietnam Airlines and Heritage do not guarantee the number of flights on which advertisements will be displayed.

Discount policy

Conditional discounts tailored to client proposals and booking scale.

Advertising regulation



PRE-ROLL FILM ADVERTISING (FILM AD)

File format

- Static advertisements: .png / .jpeg / .pdf.
- Animated advertisements: .gif / .mp4 / .mov.

Material submission timeline

- Booking deadline: At least 60 days before the first screening date.
- Final approved advertising materials: At least 45 days before the first screening date.

Additional notes

- Vietnam Airlines and Heritage do not guarantee flight volume, audience reach, or impression data.
- Vietnam Airlines and Heritage do not guarantee the availability of a non-skippable advertising function.

Discount policy

Based on campaign duration:

- 1–3 cycles: 10%
- 4–6 cycles: 20%
- More than 6 cycles: 25%

Advertising regulation



DESTINATION PROMOTION FILMS & SHORT FILM CHANNEL CONTENT ON THE AVANT-THALES IFE SYSTEM

File format

- Video format: .mov or .mp4.
- Poster image: .jpg or .png, 1500 × 1500 px.

Language

- Content must be available in at least one of the following languages: Vietnamese or English
- Vietnamese-language content may include English subtitles.

Material submission timeline

- Booking deadline: At least 60 days before the first screening date.
- Final approved film submission: At least 45 days before the first screening date.

Additional notes

- Destination promotion films: Maximum duration of 3 minutes. The film title must clearly indicate the featured destination (or Destination Name + Brand Name for commercial destination-promotion content).
- Short film channel content: Maximum duration of 45 minutes.
- Programs exceeding this duration must be edited to comply with IFE programming standards.
- Vietnam Airlines and Heritage do not guarantee audience reach, viewing

Discount policy

Conditional discounts tailored to client proposals and booking scale.