

Survey of Major Yellow Pages Advertisers *

Aircraft Charter & Rental Service

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Airplane/Helicopter/Jet Nationwide/Worldwide Business/Exec./Entertainers Charters/Tours/Sight-Seeing Leasing/Renting/Vacations Passenger/Cargo/Air Taxi No. of Passengers (Range) Fleet Management Services Aircraft Sales/Time Sharing Base Site(s) Specified Construction Proj./Contractors Air Ambulance/Air Freight Flying Lessons - Instrument Rating/Multi-Engine Avionic (Electronic) Systems Aerial Crane Service	Pilot Services In-Flight Medical Care Engineering Surveys Multi & Single Simulators Priority Cargo/Documents Courier Svcs/Airport Transfers Aviation Consulting Timber Cruising/Line Surveillance Cinematography/News Gathering Agricultural Spraying Purchase Consultants Aircraft/Helicopter Management Aerobatics Instruction Aircraft Maintenance/Overhaul Aerial Real Estate Surveys Corporate Aircraft Management	Turboprops/Sea Planes/Turbine Aircraft Single/Multiple Engine Hangar Leasing (No. of Hangars) Areas Covered - US, Canada, Mexico, etc. EMPHASIS - SECURITY & SAFETY Pressurized Cabins/Frost Control One-Way Trips/Weddings Aircraft Detailing/Pilot Supplies Security/Utility Patrol Helicopter Air Taxi/Aerial Fire Fighting Helicopter External Sling Lifts Hazardous/Dangerous Cargo Aerial Photography/Cinematography Specific Planes Listed - King Airs, B-58 Bartons, Cessnas, etc. "Comfort of First Class Without the Crowd"		
Key Brand Names:	Baron Beechcraft Cessna	Cheyenne Citation Falcon	Gulfstream Hawker King Air	Lear Light Piston Twin Piper	Starships Super King Westwind
Confidence Factors:	Years Operation/Air Carrier # FAA Certified/Fully Insured Number/Types of Aircraft Professionally Trained Discreet Pickup/Drop-off License(s) - Areas Specified Weather Radar Equipped	Worldwide Operating Authority HAZMAT Approved Safety Emphasis/Record Stated ATP Rated Pilots/Mechanics Full-Time Flight Crew Certified FAA Repair Sta.(#) "Over 5000 Airports"	Computerized - Flight Plans/Weather Data State-of-the-Art Navigation Equipment Military Trained Pilots /2-Pilot Operation Maintenance Company Specified Nat'l Charter Company / Avjet/Avgas Fuel One-Way Pricing/Hangared Aircraft Confidentiality/All Security Standards		
Convenience Factors:	Office Hours/Days 24/7 Service/Rapid Response Ground Trans./Limo Service "Arrive 15 Min. Before Flight"	Departures, All Airports Lodging Arrangements Invitation to Visit Website Flight Attendant/Catering	Credit Cards/Immediate Price Information Telephones/Movies/Air Conditioning 24 Hr Exec. Charter / Discount Contracts Website/E-Mail Address / Toll-Free/Fax No.		
Special Services or Extras:	Fractional Ownership Options Jet & Helicopter Brokerage Full Catering/Complete Bar Block Time Rates Available "Your Own Aircraft & Crew" Bed to Bed Medical Transport	Uniformed Flight Crews Flight Simulator All Weather/Corporate Accounts Advanced Life Support Travel Agency / Flying Club Off-Shore Operations	"Service to Thousands of US Airports" First Class Service/Comfortable Cabins Priority Parcel Service/24-Hour Cargo Svc Vacation/Resort Packages Hunting/Fishing Trips Hanger Space for Managed Aircraft		
Typical Related Headings:	Aircraft (Flight Training) Schools	Airlines Air Ambulance Service	Aircraft Servicing & Maintenance Air Cargo & Package Express Service		

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