

# Top 10 Signs You're Working With The Wrong Advertising Agency:

10. They can't pronounce "Pitot Tube" without giggling.
9. They think an "Empennage" is a fancy appetizer.
8. They think Falcons and Hawkers are avian predators.
7. You get a blank stare when you talk about STCs, PMAs and CRS numbers.
6. All concepts have a sexy inflight shot, no matter what you are really selling.
5. Their copywriters think "Hanger" is the correct spelling for aviation.
4. They think a "Hot Section" are the seats closest to the engines.
3. They refer to an "N Number" as the license plate.
2. They have never heard of NBAA.

## And The Number 1 Sign You Are Working With The Wrong Advertising Agency Is...

1. You spend more time doing their job than yours.

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just a sharper nail.**  
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