

Ambient Media 2012



Born to fly.



Condor
www.condor.com

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Condor – Born to fly.

Flying expertise, technical reliability, product quality, customer orientation and the joy of service – all things that Condor passengers can rely on. They enjoy the comprehensive range of services of a quality airline, including numerous free extras such as meals and alcohol-free drinks, a varied entertainment programme, newspapers and more besides.

Flying is a passion. Which at Condor means:
“Born to fly” – each and every day.

Holiday statistics

- 75 % of Germans take at least one holiday per year
- They spend 11 days a year on vacation
- They spend more than 60 billion euro

Condor statistics

- Around 70 international destinations
- 35,000 Condor flights per year
- 6 million passengers on board every year
- 94 % of Condor guests are domiciled in Germany

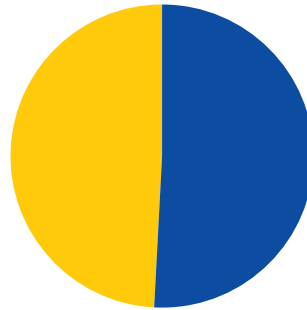
A target group in holiday mood awaits you.





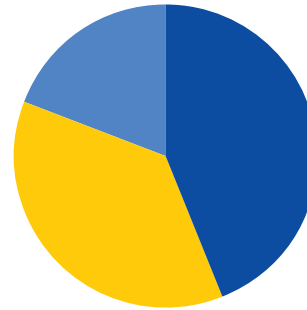
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Gender



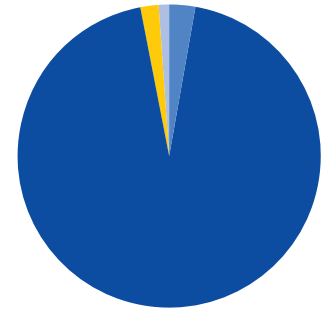
■ female	51 %
■ male	49 %

Age



■ up to 29	19 %
■ 30-49	44 %
■ over 50	37 %

Domicile



■ Germany	94 %
■ Austria	2 %
■ Switzerland	1 %
■ other	3 %

Source: Service Barometer AG/2010 on-board survey



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Last Minute & Pauschal



Three Corners St.George
Sharm el Sheikh
23.09.2009 bis 30.09.2009 ab € 684
[> Zum Angebot](#)
[Weitere Angebote](#)

Hotel



Ambre
Mauritius
23.09.2009 bis 30.09.2009 ab € 454
[> Zum Angebot](#)
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Kooperationspartner



Günstige Sixt Mietwagen
Málaga & Mallorca: smart fortwo nur € 99/Woche
USA: Chevrolet Aveo ab € 24/Tag
[> Alle Angebote](#)



Iberostar Hotels & Resorts
Informationen zu unserem neuen Partner Iberostar Hotels & Resorts finden Sie auf der Iberostar Homepage.
[> Weitere Informationen](#)

Advertising – directed

Nowadays, newsletters with travel content are among the most popular and most-read newsletters on the Internet. Make use of this positive image transfer for your communication.

You will reach 400,000 subscribers with each mailing.

Integration

Price	1-column	2-column
	from € 5,900	from € 8,900

Technical data	1-column	2-column
Image size	222x60 pixels	222x125 pixels
Headline	30 characters	30 characters
Text	260 characters	260 characters

Run
400,000 subscribers

Booking option
monthly

Delivery date
14 days before mailing

File format
gif or jpg



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Advertising – on the Net

www.condor.com on course for success.

With over 15 million page impressions per month, the Condor website has room for intelligently placed, fully-linked advertising opportunities.

Go online!

Flight info

Placement	Pls	Price/month
Skyscraper	190,000	from € 14,900

Country info

Placement	Pls	Price/month
Skyscraper	35,000	from € 9,900

Entertainment

Placement	Pls	Price/month
Skyscraper	16,000	from € 6,900

Delivery date

14 days before publication

Technical data (Skyscraper)

File size	120 x 600 pixels (max. 15 KB)
File format	Flash + fallback gif or gif



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Advertising – ever-present

The online boarding pass gives passengers with a seat reservation the opportunity to print their boarding pass while still at home.

Your highly-visible placement on the front will accompany passengers from their home to on board and they will keep picking it up.

Banner placement

Price

from € 2,900

Technical data

Image size

456 x 132 pixels

Run/month

approx. 35,000

Booking option

monthly

Delivery date

3 weeks before mailing

File format

gif or jpg



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Advertising – before departure

A boarding pass is issued at the check-in and contains departure gate and seat information.

Put your advertising message on the back of the Condor boarding pass and you will reach over six million passengers at the airport every year.

Advert

Run	Price
Three month run / approx. 1 million (minimum run)	from € 38,900

Copy deadline
12 weeks before distribution

Technical data
Format 203.2 x 82.55 mm
Colours 4-colour

Deployment periods
April – June 2012
July – September 2012
October – December 2012





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10 Headrest cover

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12 Inflight entertainment

13 Pillowcases

14 Racks

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16 Free samples

17 Serviettes

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Advertising – well-placed

The advertising frame hangs in the washrooms of Condor aircraft.

Framed in high-quality aluminium, your advertising will be directly in the passengers' field of view.

Advertising poster

Longhaul route run	Price/month
78 posters, 180,000 guests	from € 3,900

Short & medium-haul route run	Price/month
36 posters, 150,000 guests	from € 2,900

Combination package run	Price/month
114 posters, 330,000 guests	from € 4,900

Contacts/month
150,000 guests

Delivery date
4 weeks before distribution

Technical data	
Format	DIN A4 (297 x 210 mm)
Visible format	289 x 202 mm
Paper	at least 150 g/m ² , matt image print

The price includes installation and distribution costs.
No charges for delivery.



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Advertising – entertaining

The Condor inflight magazine is published three times a year and has a readership of 6 million Condor guests.

With diverse holiday, lifestyle and news information, the inflight entertainment programme and information about inflight sales, the magazine will keep you entertained while on board.

Passengers will always find the inflight magazine right next to their seat!

Adverts

Format

1/1 page
1/1 page IFC
1/1 page OBC

Price/issue

€ 9,900
€ 12,000
€ 12,000

Run/issue

140,000

Contacts/year

6 million

Publication dates

April – July 2012
August – November 2012
December 2012 – March 2013

Closing date

7 weeks before publication

Copy deadline

6 weeks before publication



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Advertising – aerial

Condor gives you the opportunity to appear prominently and lastingly on an aircraft.

Your brand can be represented by your logo or advertising message on the fuselage. The aircraft is permanently in use around the globe. Reap the benefit of positive image transfer with Condor and let your advertising be taken up in the air.

Fuselage branding

Minimum deployment	Price
1 year	from € 250,000

Production costs	Price
Branding	from € 50,000

Copy deadline

4 months before publication

Technical data

on request



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Advertising – at first sight

In Condor aircraft, we give you the opportunity to put your specific advertising message on the headrest covers.

Your presence will linger long in the memory of your target group.

Motif design

Run	Price/month
6,000 / 2 months (minimum run)	from € 58,900

Distribution

Economy Class

Copy deadline

14 weeks before distribution

Technical data

Format	on request
Colours	4-colour*

* Photorealistic displays only on request.

The prices shown include production and distribution costs.



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Advertising – handy

The hot drink cups that flight attendants hand out on board Condor for tea and coffee, attract great attention and give you a circular platform for your communication.

Package your sales message in a handy format.

Motif design

Run

1 million / 2 months (minimum run)

Price

Flexo printing

(simple motifs)

from € 24,900

Laser flexo printing

(complex motifs)

from € 28,900

Distribution

all routes/Economy Class

Copy deadline

16 weeks before distribution

Technical data

Printing process

Flexo printing*

* Photorealistic displays on request.


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Advertising – with suspense

The journey begins and the stay on board Condor is part of the holiday.

Line up your latest advertising spot before the feature film starts on board, or choose a placement in the entertainment programme.

You reap the benefit of highly attentive guests.

Single spot before the main film

Spot length

1 second

30 seconds

Price/4 months

from € 850

from € 25,500

Reach

Medium and long-haul routes

1.5 million

Other placements in the entertainment programme

Spot length

1 second

30 seconds

Price/4 months

from € 750

from € 22,500

Reach

all routes

2 million

Broadcasting periods

April – July 2012

August – November 2012

December 2012 – March 2013

Delivery date

9 weeks before broadcasting

Technical data

2 Digital Betacam SP cassettes or in digital form as MPEG, AVI, WMV or Quicktime files



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Advertising – for comfort

Cosy pillows are available for guests to make them more comfortable on board.

You can have these disposable covers printed with your advertising message and lay on sweet dreams.

Pillowcase printing

Run

350,000 / 3 months
(minimum run)

Price

from € 22,900

Distribution

all routes/Economy Class

Copy deadline

16 weeks before distribution

Technical data

Printable area

180 x 280 mm

Colours

4-colour



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Advertising – by air mail

The racks on board Condor are always highly visible and easily accessible.

Invite guests to take your advertising message away with them.

Display of postcards/flyers

Run	Price/month
25,000	from € 12,900

Distribution

all routes

Delivery date

2 weeks before distribution

Technical data

Postcard format	DIN A6
Flyer format	max. 105 x 210 mm (portrait)



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Advertising – to take away

Condor passengers are given tasty meals on medium and long-haul flights. Whether mint cards, mint tins, post-it pads, mini-CDs or any other ideas – your advertising message leaves a lasting impression.

The small gift rests on the tray and is presented to the guest in person.

The handy format is just asking to be taken home, so your advertising message is also present once the flight is over and leaves a positive impression.

Free samples

Run	Price/month
200,000	from € 25,900

Distribution

Medium and long-haul routes

Delivery date

14 days before distribution

Technical data

Format max. credit card size

The prices shown include the distribution costs.
Feel free to ask the production costs.



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Advertising – for sampling

Make use of the opportunity to be present on board with product samples. Because small gifts enjoy a high standing with passengers during flight time and they concentrate on your product and on your message.

Your product samples are distributed personally by the Condor flight attendants.

Perhaps the neatest way to contact new customers.

Product samples

Distribution	Run	Price/month
Shorthaul flight	60,000	from € 11,900
Mediumhaul flight	170,000	from € 32,900
Longhaul flight	60,000	from € 11,900

Delivery date

14 days before distribution

A selection of free samples must be sent before placing the order. The run quantities shown are sufficient for a single air route. Both routes are also possible. No charges for delivery.



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Advertising – with a toast

Every guest on board their Condor flight is given a serviette with their hot and cold drinks, that can be printed in several colours.

Benefit from extensive reach and a conspicuous presence, when placing your advertising message.

Motif design

Run	Price
1,5 million / 2 months (minimum run)	from € 12,900

Copy deadline

3 months before distribution

Technical data

max. printable area	11 x 11 cm
Colours	3-colour



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Advertising – close at hand

The seat pocket is directly in the passenger's field of vision during the entire flight. Passengers have a lot of time to devote to your advertising message here.

High impact and a minimal loss of intensity are just two of the many advantages, because your advertising is always close at hand!

Brochures/flyers in with finishing

Run	Price/month
40,000	from € 12,100

Contacts/year

6 million

Distribution

all routes

Delivery date

3 weeks before distribution

Technical data

Format	max. 205 x 265 mm
Size	max. 50 pages
Weight	max. 50 g



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Advertising – to refer to

On Condor medium and long-haul flights, guests are given tasty meals – handed to them personally by flight attendants.

Be there with your advertising message and draw attention to yourself with an advert on the tray liner. Guests have enough time while they are eating to read your advertising message.

Advert

Run	Price/month
1 million / 2 months (minimum run)	from € 24,900

Distribution

Medium and long-haul routes

Copy deadline

16 weeks before distribution

Technical data

Format	on request
Colours	4-colour

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General terms and conditions of Condor Ferienmedien 2012 – valid as of 01 January 2012

Under reservation of agreement to the contrary, orders regarding publication of commercial advertisements and other forms of marketing shall be subject to the following terms and conditions:

1. Entering into the contract

The object of the contract is marketing of Ambient Media by CONDOR, as presented in Ferienmedien 2012. Offers by CONDOR are always subject to confirmation. The contract shall be entered into solely by written confirmation by CONDOR with the confirmed content. The client may object to the order confirmation in writing within 24 hours of its receipt. The general terms and conditions of Condor apply. Application of general terms and conditions of the client is hereby expressly excluded unless CONDOR has expressly agreed to their application in writing. This shall also apply if CONDOR accepts an order without reservation, in spite of knowing of contrary conditions.

2. Orders from agencies

Orders from agencies may only be accepted where the agency is designed with its precise name (name, complete address). Agencies or advertising mediators receive an agency compensation of 15% for the net order total if they can document the

corresponding service, i.e. for the net amount invoiced without VAT, after deduction of discounts. When the value of an order and/or discount changes by addition or cancellation, the agency compensation will be calculated anew.

3. Timeframe of processing

The respective term of the contract as agreed corresponds to the period of processing.

4. Rescission of the order

CONDOR may grant the client the option of rescission at its own discretion. The rescission statement is to be sent to CONDOR in writing in any case, and must be received by Condor in time (8 weeks before the first airing date for TV commercials, and for any other advertising services usually before the last delivery date for printing documents). Rescission shall only be effective if CONDOR expressly agrees to it in writing.

5. Rejection of advertising orders

CONDOR reserves the right to rescission of a contract on performance of an advertising campaign if it turns out that the advertising campaign violates any laws, authority provisions or good morals or rendering of the media service is unfeasible for CONDOR for any other reasons, in particular in case of possible damage to reputation. Rejection of an order shall be indicated to the client

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without delay. This shall not give rise to any obligation to payment. As far as permissible by law, any further claims are hereby excluded. Any production or preparation costs that have already been incurred, as well as any commission claims, shall be at the expense of the client. Costs for any considerable changes desired or due to the responsibility of the client shall also be assumed by him.

6. Media prices for Inflight Entertainment

The media price is the price that is incurred for airing of the commercial only. It does not include production or other costs. If these arise, they are invoiced separately and shall, in any case, be at the expense of the client. The media prices according to the price list are based on the indicated length in seconds. If the actual length of the program deviates from the agreed one, the actual length of the program shall be the basis for settlement, and the changed length in seconds shall require CONDOR's consent. All media prices shall generally be excluding VAT.

7. Marking, documentation, complaints, placement, airing

Condor reserves the right to mark advertisements that are not recognizable as such due to their design with the word „advertisement“. Documentation for the advertising media is only delivered on express request indicated before the start of the campaign.

Any complaints – except where defects are not obvious – must be asserted within an exclusion period of one month after receipt of the invoice. If timely airing of the commercial spot is not possible due to technical interferences, force majeure or other causes not due to the fault of CONDOR, the commercial spot airing time shall be rescheduled to another suitable alternative time instead. If there are any considerable differences between the booked and actual airing time, the client will be informed by CONDOR without delay.

8. Price changes

CONDOR notes that changes to the price list are possible at any time. Price changes regarding agreed and confirmed advertising orders shall, however, only be effective if they are announced by CONDOR at least four months before execution. The period of four months shall, however, not apply if performance is only possible after the end of the period of four months for reasons due to the fault of the client. In case of price increase, the client has a right to rescission. The right to rescission must be asserted towards CONDOR in writing within five workdays after receipt of the information.

9. Payment conditions

The advertising orders placed shall be invoiced every month in advance. The invoices shall be drawn up plus statutory VAT. They shall be due for

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payment without deductions no later than five workdays after receipt of the invoice. Where new business relationships are taken up, CONDOR reserves the right to demand advance payments. The payments shall be made to the accounts indicated by CONDOR in the invoice exclusively. Bank expenses shall be at the expense of the client. In case of payment default of the client, CONDOR shall have the right to delay performance of the order without giving rise to any reimbursement claim of the client. The client shall be liable for the default damage incurred according to the statutory provisions.

10. Advertising media delivery

The client commits to submitting the respective advertising media – as indicated in Ferienmedien – to CONDOR for release within the deadline. Apart from this, the client shall be obliged to inform CONDOR in writing without delay if any circumstances arise or become recognizable from which it becomes clear that the above period cannot be complied with. The client shall be responsible for timely delivery and proper print document delivery to CONDOR. The program copies must comply with the quality required by CONDOR. For any other formats or insufficient transmission quality, CONDOR shall invoice the costs for transfer into the respective format and the quality needed. For the advertising blocks within the video magazine and the advertising

position before the main movie, the program copies must be present in one execution on two DigiBeta cassettes eight weeks before airing, and sent to the following address:

Condor Flugdienst GmbH, Condor Ferienmedien,
FRA HL/M, ThomasCookPlatz 1, 61440 Oberursel.

Receipt of the program material by CONDOR shall be decisive for compliance with the deadlines named. The program material is kept by the respective service provider in the name of CONDOR and returned to the client only upon request. If a motif for a commercial is not used for more than one year, CONDOR shall have the right to destroy any program documents and the program material provided for this without compensation. If programs are not aired or aired incorrectly because documents, texts or program copies were not provided in time, with defects or incorrectly labeled, the agreed airing time shall be invoiced. The client shall not have any claims to reimbursement in this case. The client assumes the risk for transmission of program documents and program material. The client is obliged to indicate the information required for settlement with GEMA along with the submission of the program copies, in particular including information regarding producer, publisher, composer, title and length of the advertising music. The client warrants that GEMA settlement has been or will be performed by him.

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11. Quantity differences

CONDOR notes that the quantities of certain advertising carriers may vary due to deviations of the previously forecast passenger volumes. Any quantities remaining because of this may be distributed by CONDOR beyond the agreed final date of the campaign. The advertising carrier volumes are reference values. If the volume is not distributed completely in the advertising period, this shall not authorize the client to reduction of the agreed compensation.

12. Liability

CONDOR shall be liable without limitation in case of willful intent or gross negligence, as well as where any warranty has been assumed; this shall also apply for slightly negligent violation of life, body or health. In case of slightly negligent violation of essential contractual obligations, liability shall be limited to any property and financial damage due to this at the amount of the foreseeable, typical damage. Where permissible by law, any further liability for damages, in particular for any indirect damage and consequential damage, except for claims under the Product Liability Act, shall be excluded.

The client shall bear the sole responsibility for the content of the advertising message under media law, competition law and otherwise. The client shall release CONDOR from any claims by third

parties, in particular regarding claims under media, competition and copyright laws. The client shall be liable towards CONDOR for any damage resulting from possible assertion of claims and shall release CONDOR from any claims asserted by third parties in this respect.

13. Confidentiality

The client shall treat any information provided to him by CONDOR and any special conditions agreed on confidentially and only provide them to third parties where he has charged them with performance of the advertising campaign and passing on of the information is required for execution of the order. The client shall commit the third party to confidentiality as well in this case.

14. Final provisions

Changes and amendments to the contract, including any side agreements and changes to these clauses, shall require written form to be valid. Where individual provisions of these terms and conditions are or become invalid, the remaining parts of the contract shall not be affected.

Place of jurisdiction shall be Frankfurt am Main. German law shall apply.



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