

A man and a woman are smiling and looking at a laptop screen. The man is on the left, wearing a dark blue shirt, and the woman is on the right, wearing a denim jacket over a red top. They are in an office environment with a grey chair featuring a yellow logo visible in the background.

Take your company to new heights...

Condor Ambient Media 2020

Born to fly.



This is reflected in everything we do.
And it's the reason why business partners
and passengers can expect professionalism,
reliability and a passion for service
on each and every flight.



77%

of Germans go on holiday
at least once a year.



46.000

Condor flights a year.



More than **€60 billion**
per year is spent on holiday travel.



75%

of passengers
live in Germany.



13 days

– per year is the average amount of time
Germans spend on holiday.



More than **9 million**
customers a year on board.

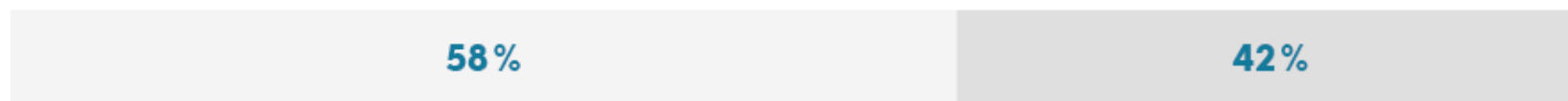
We get to where we need to be every single day.

Condor flies to more than 80 destinations worldwide.



Target group

GENDER



MALE

FEMALE



AGE



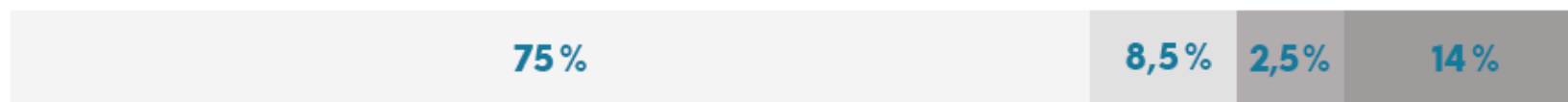
29 AND UNDER

30 - 50

OVER 50



PLACE OF RESIDENCE



GERMANY

USA

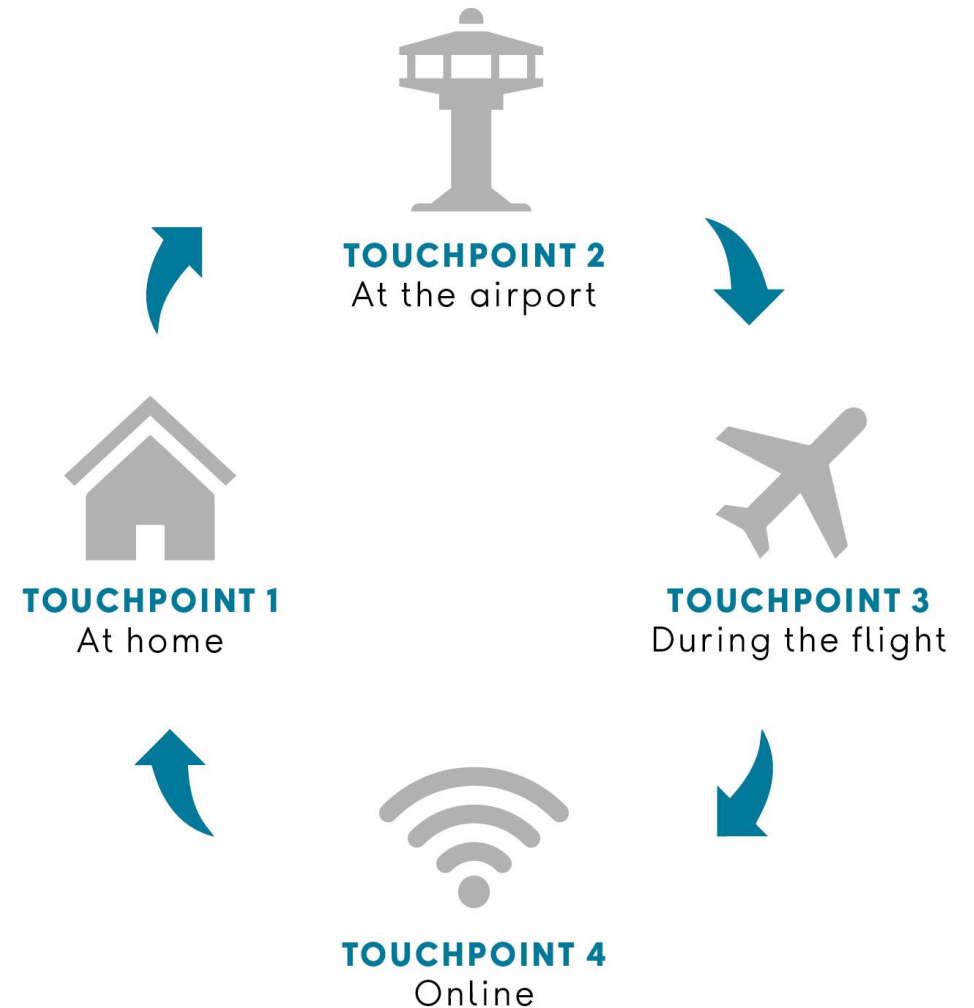
SPAIN

OTHER



Join us on our journey.

With us, you can expect professionalism, reliability and a passion for service – and you can accompany your target group from the moment they book their flight up until they have reached their final destination. How and where? Find out in the **orange boxes** on the following pages.





TOUCHPOINT 1 At home

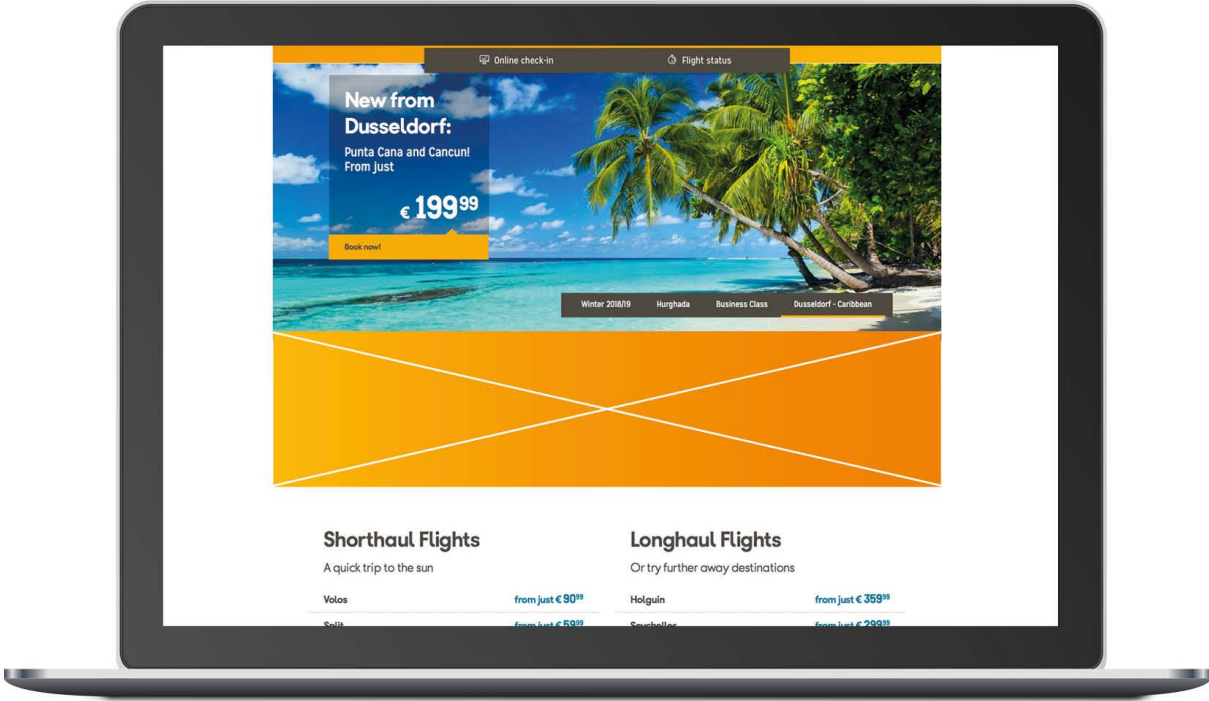
Online banner

Maximum reach: the Condor website boasts 15 million page views a month.

It also offers you a host of intelligent placement options with full linking capability.

Integration

Placement	On request
Impressions	Ca. 15 Mio. per month
Duration	From 1 month
Delivery period	3 weeks
Price	From 9.900 €





AT HOME




Online boarding pass

Prominent placement: put your advertising message on the front of our online boarding pass.

Any passenger with a seat reservation can conveniently print out the online boarding pass at home. It is not only picked up on the way to the airport, but is also a pleasant reminder of an upcoming holiday even before that.

Integration

Format	1/3 page
Circulation	Ca. 130.000 per month
Duration	From 1 month
Delivery period	5 weeks
Price	From 5.900 €




Condor


BOARDING PASS

NAME TESTAFD / TESTER MR
DATE 11OCT 2019
CLASS ECONOMY

BOOKING REF: 8PZA83
TICKET 881243820810501
FQTV None

FROM  TO

Frankfurt Intl
FRA



Palma Mallorca Palma Mallor
PM

BOARDING 04:00

GATE

SEAT 36D

FLIGHT DE1772

DEPARTURE 04:45

ARRIVAL 06:50


TARIFF NAME

HANDLING INFORMATION

PRIORITY

CLASS M

SEQ 0001

BAGGAGE & DROP-OFF

Please check-in all your baggage at least 60 minutes prior departure at the drop off counter/self-service counter.

Carry-on baggage allowance:


Economy Light (short- and medium haul):
one small bag (max. dimensions: 40 x 30 x 10cm)

Economy Classic / Light (long haul):
1x hand baggage (max. dimensions: 55 x 40 x 20cm) + 1 small bag (max. dimensions 40 x 30 x 10cm) with a combined weight of max. 8kg

Premium Class / Economy PLUS:
1x hand baggage (max. dimensions: 55 x 40 x 20cm) + 1 small bag (max. dimensions 40 x 30 x 10cm) with a combined weight of max. 10 kg

Business Class:
2x hand baggage (max. dimensions: 55 x 40 x 20cm) + 1 small bag (max. dimensions 40 x 30 x 10cm) with a combined weight of max. 16 kg


An item of baggage is not permitted to weigh more than 10kg. If your baggage exceeds the permitted dimensions and weights, you may incur additional fees and your baggage will have to be stowed in the cargo hold. If you do not want to check in any baggage, please go directly to passport and security control.

SECURITY

Consider that passport and security controls are time-consuming.

You are obliged and it is your own responsibility to obtain all relevant documents and visas needed for your journey and to observe all the regulations laid down by the countries the aircraft flies over.

We are not liable for any losses or expenses you may incur due to your non-compliance with the given regulations.

BOARDING

Please be at the gate at least at specified boarding time.

You can find exact boarding time and gate information on the airport monitors in the departure area.

The gate closes 20 minutes before departure.



AT HOME

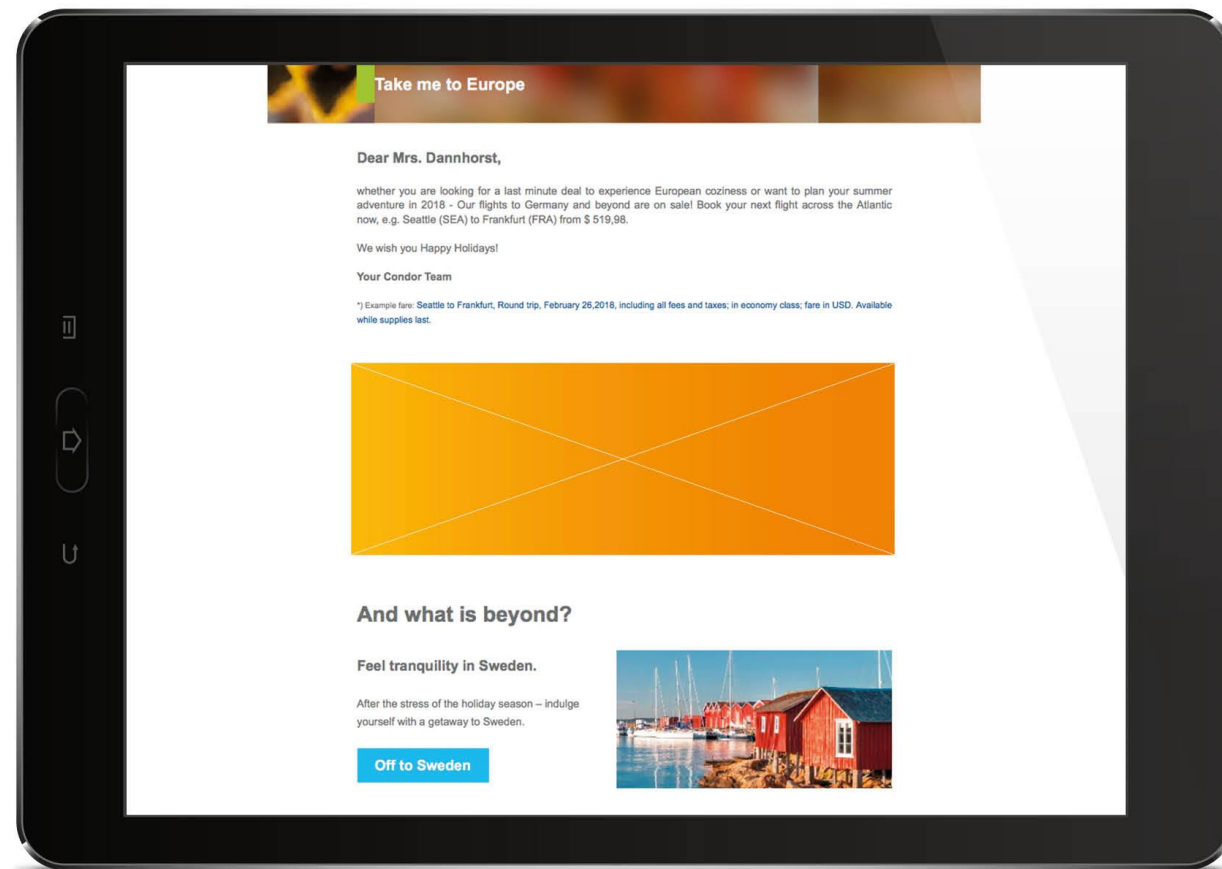


Online newsletter (comfort)

A popular choice: the newsletter is packed with travel-related content. Use this frequently read platform to get your message across.

Integration

Format	1 column
Impressions	Ca. 400.000 subscribers
Duration	From 1 month
Delivery period	3 weeks
Price	From 5.500 €



Online newsletter (premium)

Catch the reader’s eye twice: combine a mention in the newsletter with a link to an accompanying landing page.

Landing pages with more detailed information on newsletter topics are extremely popular. They offer the perfect context for nuanced end customer communication and are the ideal platform for promoting offers, campaigns and information relating to specific target regions or your product.

Integration

Format	1 column + Landing page
Impressions	Ca. 400.000 subscribers
Duration	From 1 month
Delivery period	3 weeks
Price	From 9.900 €





TOUCHPOINT 2 AT THE AIRPORT



Bag tags

Ever-present: your product printed in colour on the back of our bag tags. When travelling, passengers always keep an eye on their suitcase – and we provide customers with free bag tags during check-in so that they can label their luggage. Many customers reuse the tags on their next journey – so make sure that they can always see your advertising.

Integration

Circulation	1,5 Mio.
Impressions	Ca. 8 Mio.
Duration	1 year
Delivery period	8 weeks
Price	From 49.900 €



TOUCHPOINT 3 During the flight



DURING THE FLIGHT



In-flight announcements

Make a statement: get your advertising message across in a unique way by including it in our in-flight announcements. We not only give our passengers a warm welcome, but also strive to keep them exceptionally well informed during the flight. Give them a pleasant surprise by advertising your product.

Integration

Mentions	Ca. 10.000
Impressions	Ca. 2,2 Mio.
Duration	3 months
Delivery period	4 weeks
Price	From 19.900 €





DURING THE FLIGHT



In-flight magazine

In great company: your ad or advertorial in the Condor in-flight magazine „Holiday“.

The Condor in-flight magazine is published four times a year and features fascinating holiday- and lifestyle-related topics.

Integration

	Advert	Advertorial
Format	1 page	2 pages
Reach	2,2 Mio.	2,2 Mio.
Circulation	100.000	100.000
Duration	3 months	3 months
Delivery period	8 weeks	8 weeks
Price	11.950 €	19.500 €





Wet wipes

Refreshingly different: our wet wipes can be printed in different colours. Passengers are given these handy wipes once they have finished their meal – the perfect advertising medium for fresh ideas.

Integration

Placement	Front side
Circulation	300.000
Duration	3 months
Delivery Period	4 weeks
Price	From 39.000 €





DURING THE FLIGHT



Drinks/Snacks menu

Whet their appetite: by placing your ad on our drinks menu.
Not all meals and beverages are included in the ticket price
for our economy passengers, but they are not the only ones
who like to browse our range of refreshments.

Integration

Placement	On request
Circulation	60.000
Duration	2 months
Delivery period	8 weeks
Price	On request





Aircraft branding

For high flyers: Condor gives you the opportunity to present yourself on one of their planes.

You can attach your logo or advertising message to the fuselage. As the aircraft is in constant operation round the world, your advertising doesn't just take off, but also benefits from positive image transfer with Condor.



Integration

	Small	Medium	Large (Sticker)	Large (Varnish)
Coverage	3 m²	Up to 30 %	Up to 80%	Up to 80%
Circulation	1 aircraft	1 aircraft	1 aircraft	1 aircraft
Duration	From 3 months	From 6 months	From 12 months	5-7 years
Delivery period	3 months	4 months	4 months	4 months
price	From 35.000 €	From 70.000 €	From 180.000 €	From 300.000 €





Hot beverage cups

Things are hotting up: place your advertising message on our hot beverage cups.

Distributed by our cabin crew, these tea and coffee cups are a unique and attention-grabbing communication medium.

Integration

Circulation	1 Mio.
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Contacts	Ca. 2,2 Mio.
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Duration	3 months
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Delivery period	12 weeks
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Price	From 39.900 €
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DURING THE FLIGHT



Cushion covers

Get a head start: have your message printed on the covers of our cosy cushions. These make the flight more enjoyable for our passengers and are the comfiest possible medium for your advertising message.

Integration

Circulation	500.000
Impressions	Ca. 2,2 Mio.
Duration	3 months
Delivery period	8 weeks
Price	From 34.900 €





DURING THE FLIGHT



Samples on trays

Make a lasting impression: surprise passengers with samples of your products on our trays. From mint cards and boxes of mints through to sticky notepads and mini CDs, the possibilities are endless.

Your samples will be served to passengers on a tray alongside our delicious meals, with the handy format encouraging them to take your promotional gesture with them.

Integration

Circulation	200.000
Impressions	Up to 1 Mio.
Duration	1 month
Delivery period	2 weeks
Price	From 14.900 €





DURING THE FLIGHT



Samples

Surprise your passengers with a small treat or let our cabin crew bring your product samples in a charming and personal way.

As a result – your passengers pay close attention to your product and message.

Integration

	Short Haul	Medium Haul	Long Haul
Circulation	60.000	170.000	60.000
Duration	1 month	1 month	1 month
Delivery Period	2 weeks	2 weeks	2 weeks
Price	From 8.900 €	From 14.900 €	From 8.900 €





Napkins

A small gesture that makes a big difference: bring your advertising message to life on our serviettes, which can be printed in a range of colours.

The serviettes are brought with all hot and cold beverages – so benefit from their excellent reach and eye-catching presence.

Integration

Circulation	2 Mio.
Impressions	Ca. 2,2 Mio.
Duration	3 months
Delivery period	8 weeks
Price	From 29.900 €





Sick bags

Customer interest? In the bag! Entertain passengers with a customisable sick bag. The perfect advertising medium to put a smile on customers’ faces and make a lasting impression.

Integration

Placement	One side or both sides
Circulation	180.000
Duration	3 months
Delivery period	5 weeks
Price	From 19.900 €





DURING THE FLIGHT



Tray table advertising

Release potential: place your advertising directly on our tray tables.

This highly effective advertising medium lets you catch the passenger's eye for the duration of the flight.

Integration

Circulation	12.000
Impressions	5 Mio.
Duration	6 months
Delivery period	6 weeks
Price	From 54.900 €





DURING THE FLIGHT



In-flight entertainment (IFE) overhead-displays

Take centre stage: Place your current ad on one of our on-board monitors.

Our on-board entertainment is a real eye-catcher. With your ad placed on our overhead monitors you can be sure it gets the airtime it deserves.

Integration

Format	Video magazine
Flights	Short and Medium Haul
Video length	Up to 60 seconds
Delivery period	8 weeks
Duration	6 months
Price	From 9.500 €





DURING THE FLIGHT



Inflight Entertainment (IFE) In-seat-displays

Undivided attention: Your ad on the seat monitor.

Our in-flight entertainment is used a lot, especially on long-haul flights. Therefore every passenger has his or her own monitor. With a placement of your choice, your ad will get plenty of attention.

Integration

Format	Video on Demand	Movie Opener
Flights	Long Haul	Long Haul
Video length	Flexible	30 seconds
Duration	2 months	2 months
Delivery period	8 weeks	8 weeks
Price	From 4.900 €	From 14.900 €





TOUCHPOINT 4 Online

Condor B2B Package

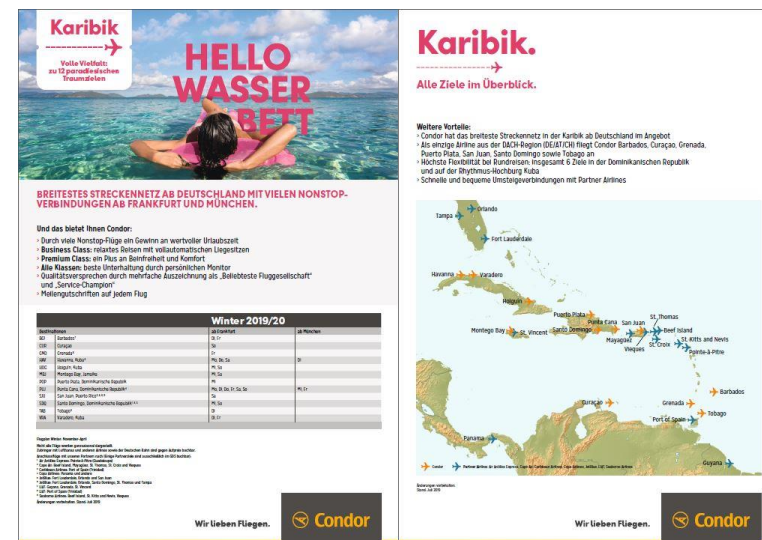
Right on target: at agent.condor.com, you can connect with travel agency staff directly. As a day-to-day source of information, this exclusive B2B platform allows you to tailor content and address promising target groups directly.

Destination flyer: The destination flyer scores with its visual design, offers an information overview of the destination and the latest flight schedule. Ideal for distribution at B2B trade fairs and it also can be downloaded from the Extranet.

Exclusive B2B newsletter: Use this communication tool to reach more than 8,000 Condor partner agencies.

Integration

Duration	From 1 month
Reach	Ca. 8.000 travel agents
Delivery period	3 weeks
Price	From 14.900 €





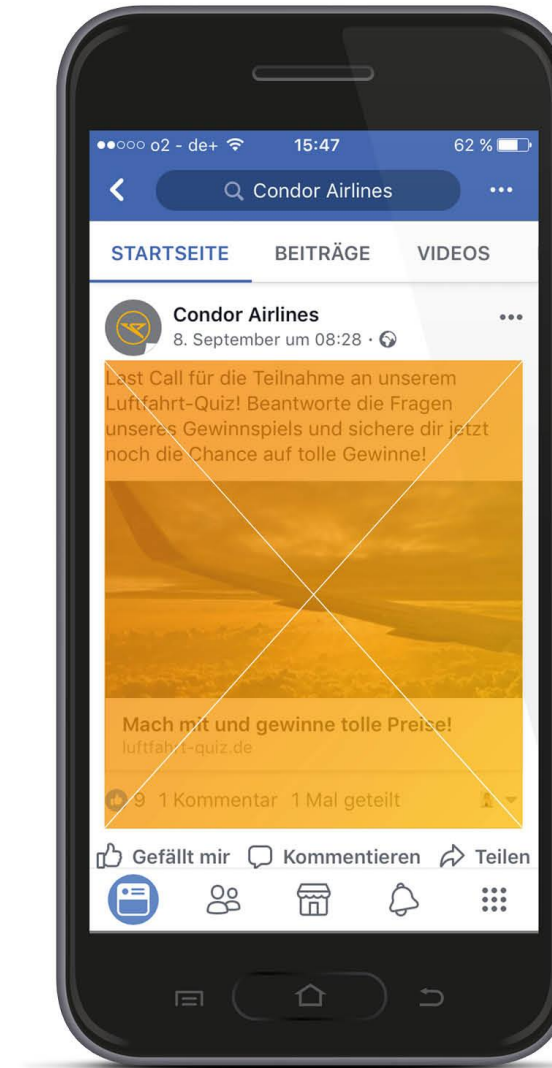
Social media competitions

Thumbs up: benefit from our hundreds of thousands of fans across all social media platforms. Whether on Facebook, Instagram, YouTube or the Condor blog, competitions are always a firm favourite.

Take advantage of the many different possibilities we offer and get as many likes as possible for your product.

Integration

Format	On request
Facebook Fans	Ca. 480.000
Instagram Followers	Ca. 111.000
Duration	On request
Delivery period	4 weeks
Price	From 9.900 €



Contact

Elena Schniering
Marketing Manager - Cooperations & Media Sales

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Germany

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General Terms and Conditions

Subject to agreement to the contrary, orders for the publication of advertisements and other forms of advertising shall be subject to the following terms and conditions:

1. CONTRACTUAL PARTNER

Condor Flugdienst GmbH – hereinafter referred to as Condor – is exclusively responsible for marketing the Condor Ambient Media. The contract concerning execution of the advertising order placed by the client shall be concluded on behalf and for account of Condor.

2. CONCLUSION OF THE CONTRACT

The object of the contract is the marketing of Ambient Media by Condor, as presented in Ambient Media 2018. Offers by Condor are always subject to change. The contract shall come into effect when confirmed by Condor in writing. Orders placed verbally, by telephone or electronically, and are confirmed by Condor in writing, are deemed to be agreed upon, to the extent that the client does not object in writing within 24 hours of receipt of the booking / order confirmation. The general terms and conditions of Condor apply exclusively in its current version. Application of general terms and conditions of the client is hereby expressly excluded, unless Condor has expressly agreed to their validity in writing. This shall also apply where Condor unconditionally accepts an order without reservations, despite being aware of conflicting terms.

3. ORDERS FROM AGENCIES

Agencies or advertising intermediaries shall receive an agency fee, if they can present proof of the corresponding services. The agency fee is subject to prior negotiations between Condor and the advertising agency. Orders from advertising agencies may only be accepted where the agency is designated with its precise name (name, complete address).

4. PROCESSING TIMEFRAME

The processing timeframe corresponds to the respective term of the contract as agreed between Condor and the client.

5. CANCELLATION OF THE ORDER

Condor may grant the client the option of cancellation at its own discretion. The cancellation statement shall always be sent to Condor in writing, and must be received by Condor in good time.

Cancellation conditions depend on the following timeframes:

Cancellation of orders of up to 8 (eight) weeks prior to the agreed publication date is free of cancellation charges for the client. In case a cancellation of an order is received by Condor less than 8 (eight) but more than 4 (four) weeks prior to the agreed publication date, 50% (fifty percent) of the order value is incurred. If the cancellation is received by Condor less than 4 (four) weeks but more than 1 (one) week before the agreed publication date, 70% (seventy percent) of the order value is incurred. If a cancellation is received by Condor less than 1 (one) week

before the agreed publication date, 100% (hundred percent) of the order value is incurred. Advertising materials to be produced (print, audio, film) are fully charged after binding approval of the client

6. REJECTION OF ADVERTISING ORDERS

Condor reserves the right to decline advertising orders, including orders which have already been confirmed with legally binding force, if they violate the law or official regulations, are contrary to public policy, contradict the principles of Condor on account of their content, origin or technical form, or if the publication is unacceptable to Condor for any other reasons, in particular possible damage to reputation. Rejection of an order shall be indicated to the client without undue delay. This shall not give rise to any payment obligation. Insofar as permissible by law, any further claims are hereby excluded. Any production or preparation costs that have already been incurred, as well as any claims for commission, shall be borne by the client. Costs for any significant changes to the originally agreed implementation that are desired by or due to the responsibility of the client shall also be assumed by him.

7. PRICES

All prices indicated in the above catalogue are exclusive of any value added tax (VAT), withholding tax, import turnover tax, sales or turnover taxes. The client shall pay any and all applicable value added, sales and use taxes, (except Condor income and corporate taxes in Germany) due under or in connection with this Agreement. The media price is the price incurred solely for airing of the commercial. It does not include production or other costs. If such costs arise, they shall be invoiced separately and shall always be borne by 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 diverges from the agreed length, the actual length of the program shall constitute the basis for invoicing, in which respect the changed length in seconds shall require Condor's consent. Costs for the production or creation are subject to individual agreement between the client and Condor. The amount of costs shall be depending on the amount of commissioned advertising media. No additional production costs are charged for advertisements within Condor Online-Newsletters, Condor Extranet, on board advertisements and lottery games.

8. 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 made before the start of the campaign. Any complaints – except where defects are not obvious – must be asserted within one month after receipt of the invoice. If timely airing of the commercial is not possible due to technical interference, force majeure or other causes for which Condor cannot be held responsible, the advertising spot airing time shall be rescheduled at short notice to another suitable alternative time. If there are any significant differences between the airing time booked and the

actual airing time, the client shall be informed by Condor without undue delay.

9. CHANGES IN PRICING

The price list may be changed at any time. Price changes concerning agreed and confirmed advertising orders shall, however, only be effective if they are announced by Condor at least four months prior to realisation. The period of four months shall not, however, apply if realisation is only possible after the end of the four-months period for reasons for which Condor cannot be held responsible. In the event of a price increase, the client has a right to withdraw from the contract. Such right to withdraw must be asserted towards Condor in writing within five working days after receipt of the notification.

10. PAYMENT TERMS

The advertising orders placed shall be invoiced every month in advance. The invoices shall be drawn up exclusive of statutory VAT. Invoices shall be due for payment without deductions no later than five working days after receipt. Where new business relationships are established, Condor reserves the right to demand advance payments. The payments shall be made exclusively to the accounts indicated by Condor on the invoice. Bank expenses shall be borne by the client. In case of default on payments by the client, Condor shall be entitled to delay performance of the order without giving rise to any reimbursement claim on the part of the client. The client shall be liable for the default damage incurred according to the statutory provisions.

11. DELIVERY OF ADVERTISING MEDIA

The client agrees to submit the relevant advertising media – as indicated in Ambient Media Data – to Condor within the deadline, for the purpose of release. Apart from this, the client shall inform Condor in writing without undue delay if any circumstances arise or become recognisable indicating 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 relevant 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 as single copies eight weeks before airing. Receipt of the program material by Condor shall be decisive for compliance with the deadlines indicated. The program material shall be 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 remains unused for more than one year, Condor shall be entitled to destroy any program documents and the programme material provided for this purpose, without compensation. If a programme is not aired or aired incorrectly because documents, texts or program copies were not provided on time, were provided with defects or incorrectly labeled, the agreed airing time shall be invoiced. The client shall not have any claims for reimbursement in this case. The client bears the risk for the provision of programme documents and broadcasting material.

The client is obliged to provide the information required for settlement with GEMA along with submission of the program copies, in particular information about the producer, publisher, composer, title and length of the advertising music. The client warrants that GEMA settlement has been or will be performed by him.

12. DIFFERENCES IN QUANTITY

Quantities of certain advertising media may vary due to fluctuations in the number of passengers. Any surplus quantities due to this shall be distributed by Condor beyond the agreed final date of the campaign, subject to best before date. The advertising media volumes are only reference values. Should the volume not be distributed completely within the advertising period, this shall not entitle the client to reduce the agreed fee.

13. 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 in case of slightly negligent injury to life, limb or health. In case of a slightly negligent breach of material contractual obligations, liability shall be limited to any resulting property or financial damage in the amount of the foreseeable, typical damage, but no more than 50% (fifty percent) of the value of the order. Where permissible by law, any further liability for damages is excluded, in particular for indirect damage and consequential damage, except for claims under the Product Liability Act. The client shall bear the sole responsibility for the content of the advertising message under media law, competition law and otherwise. The client shall indemnify Condor against any claims made by third parties, in particular claims under media, competition and copyright laws. The client shall be liable towards Condor for any damage resulting from the possible assertion of claims and shall indemnify Condor against any claims asserted by third parties in this respect.

14. CONFIDENTIALITY

The client shall treat all information supplied to him by Condor and any special terms agreed on confidentially and shall only make them available to third parties where he has charged them with implementation of the advertising campaign and where such information needs to be passed on for execution of the order. In that case the client shall also impose a confidentiality obligation on the third party.

15. FINAL PROVISIONS

Amendments or supplements to the contract, including any ancillary agreements and amendments to these clauses, shall only be valid if set out in writing. Should individual provisions of these terms and conditions be or become invalid, this shall not affect the remaining parts of the contract. Place of jurisdiction in business relations with business people, legal entities under public law and public-law special funds shall be Condor's registered office. German law shall apply.