

# Ambient Media



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A target group in holiday mood awaits you. Expert pilots, reliable aircraft, a high-quality product, strong customer focus and dedicated service with a smile – passengers who fly Condor take all of these things for granted.

Condor customers enjoy a comprehensive range of free services on board, including meals and non-alcoholic drinks, a varied entertainment programme, newspapers, and much more.

Condor lives its company slogan “Born to fly” every single day.

## Vacation Statistics

- » 75 % of Germans take at least one annual vacation.
- » The average German spends 11 days a year on vacation.
- » Germans spend €60 billion a year on vacation.

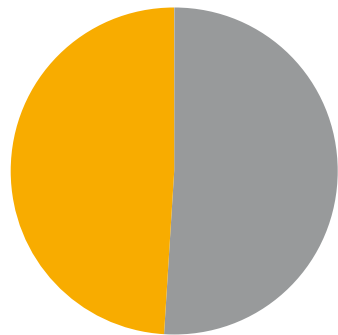
## Condor Statistics

- » Around 75 international destinations.
- » 32,000 Condor flights per year.
- » Over 6 million annual passengers.
- » 94 % of Condor passengers live in Germany.

# Target Group

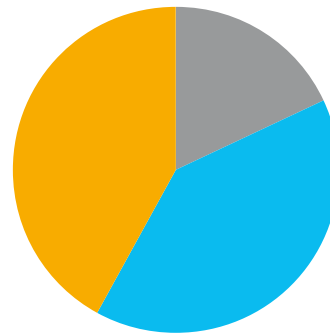


Gender



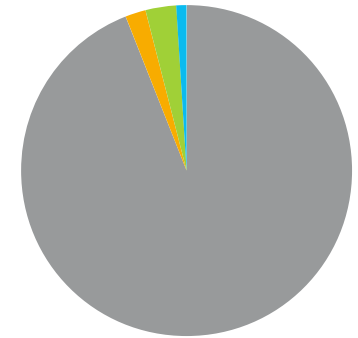
■	female	51 %
■	male	49 %

Age



■	up to 29	18 %
■	30-49	40 %
■	50 and over	42 %

Place of Residence



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

Source: FUR Reiseanalyse 2013

# On the Ground



# Condor Extranet



A variety of travel agents use agent.condor.com every day as a source of information. Create your profile and use this exclusive industry platform to communicate successfully with this attractive business target group.

You can choose for your profile to appear on both the German and English versions of the platform.

## Integration

- » **Format** Subpage (including teaser on homepage)
- » **Price** from € 4,900
- » **Booking Availability and Duration** on request
- » **Delivery Date/Lead Time** 4 weeks before publication



# Online Newsletter – Comfort



The screenshot shows a travel website interface. At the top, there is a blue header with a dropdown arrow and the text 'Urlaubsangebote'. Below this, there are two columns of content. The left column is titled 'Last Minute & Pauschal' and features a photo of a resort with a pool. Below the photo, it lists '4\*-Hotel Beatriz Atlantis & Spa' in Puerto de la Cruz, Teneriffa, with dates 'z. B. 21.05.-28.05.12' and a price 'ab € 578/Person'. It also mentions 'Flug, DZ, Meerblick, Frühstück' and includes a link '> zum Angebot' and a button 'weitere Angebote'. The right column is titled 'Hotel' and features a photo of a resort with a pool. Below the photo, it lists '5\*-Hotel Iberotel Palace Sharm El Sheikh' in Sharm El Maya Bay, Ägypten, with dates 'z. B. 10.05.-17.05.12' and a price 'ab € 302/Person'. It also mentions 'DZ, Halbpension' and includes a link '> zum Angebot' and a button 'weitere Angebote'.



Email newsletters with travel information are some of the most popular and widely-read. Benefit from this by placing an advertisement in our newsletter.

You will reach around 400,000 subscribers per newsletter.

## Integration

- » **Format** 1 column
- » **Price** from € 5,500
- » **Run** approx. 400,000 subscribers
- » **Booking Availability** monthly
- » **Delivery Date/Lead Time** 3 weeks before mailing

# Online Newsletter – Premium



It's not just travel newsletters that are read more and more by consumers – landing pages with in-depth information on specific newsletter topics are also very popular and the best way to achieve more differentiated consumer communication.

Make use of our Premium Newsletter and the associated landing page to provide your customers with information on special offers, promotions and selected destinations.

## Integration

- » **Format** 1 column + landing page
- » **Price** from € 9,900
- » **Run** approx. 400,000 subscribers
- » **Duration** Subpage online for 4 weeks
- » **Booking Availability** monthly
- » **Delivery Date/Lead Time** 3 weeks before mailing



# Competition on condor.com



Advertising on condor.com is a winning move – especially in the form of an exciting competition embedded on our clearly structured homepage. End consumers love opportunities to win prizes, giving you the opportunity to collect valuable consumer data.

With more than 15 million page impressions a month, condor.com offers outstanding opportunities to reach a wide audience with your advertising message.

## Integration

- » **Small Competition** Subpage with questions and picture bar from € 20,000
- » **Large Competition** Interactive game from € 40,000
- » **Duration** on request
- » **Lead Time** 8 weeks before publication

# Competition on Facebook



## Integration

### » Interactive Competition

- Subpage with destination information on condor.com and link to Condor's Facebook page
- Teaser on landingpage/promotional jump page from condor.com to the subpage
- Facebook ads

We love flying, and lots of passengers like our Facebook page – the number increases significantly every week.

As Facebook is based on public sharing, it lends itself particularly well to competitions. Take advantage of the various opportunities available.

### » Price

from €50,000

### » Duration

on request

### » Lead Time

12 weeks

# Online Banner



With over 15 million page impressions per month, Condor's website is the ideal platform on which to place your advertisement – smartly positioned and fully linked.

Your address for success!

## Integration

- » **Placement** on request
- » **Format** Wide skyscraper
- » **Price/Month** from €9,900
- » **Delivery Date** 3 weeks before publication

# Online Boarding Pass



Passengers who have reserved a seat can print their own boarding pass from our website.

Your eye-catching advertisement on the front of the boarding pass will be in Condor passengers' hands again and again, from when they print the pass at home to the moment they board the plane!

## Integration

- » **Format** two-thirds of page
- » **Price** from € 2,900
- » **Run/Month** approx. 35,000
- » **Booking Availability** monthly
- » **Delivery Date/Lead Time** 3 weeks before mailing

# Boarding Pass



At check-in, every passenger is issued a boarding pass stating their departure gate and seat number.

Place your advertising message on the back of the Condor boarding pass and you will reach over 6 million passengers every year.

## Integration

- » **Run** approx. 1 million/3 months (minimum run)
- » **Price** from € 38,900
- » **Copy Deadline** 12 weeks before distribution
- » **Deployment Periods** on request



# On Board





# Aircraft Branding



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

Your brand can be represented by your logo or advertising message on the body of an aircraft. All Condor aircraft are permanently in use around the globe. Reap the benefits of positive association with Condor and let your advertising take off.

## Aircraft Branding

- » **Minimum Deployment** 1 year
- » **Price** on request\*
- » **Production Costs** from €25,000\*
- » **Copy Deadline** 4 months before publication

\* Depends on branding size and paint.

# Inflight Entertainment (IFE)



Our passengers' vacations begin with their outward flight on board Condor.

Place your spot before the start of the main film or as part of Condor's Inflight Entertainment Programme.

Reap the benefits of having your message seen by large numbers of highly attentive passengers.

## Short- and mediumhaul (overhead monitors)

- » **Single Spot, 30 Seconds (before main film)** from € 10,500
- » **Single Spot, 30 Seconds (during IFE programme)** from € 9,500
- » **Reach** approx. 1million passengers
- » **Broadcast Periods** December 2016 – March 2017  
April – July 2017  
August – November 2017
- » **Delivery Date** 7 weeks before broadcast

# Inflight Entertainment (IFE)



Longhaul passengers make particularly heavy use of the Inflight Entertainment Programme. On Condor longhaul flights, every passenger has their own in-seat monitor.

Place your spot before a film or within the Entertainment Programme.

Benefit from high visibility and passengers' undivided attention.

## Longhaul routes (in-seat screens)

- » **Single Spot, 30 Seconds (before all films)** from € 12,000
- » **Single Spot, 30 Seconds (before all TV shows)** from € 9,000
- » **Presentation of audio programme** Presentation per channel, from € 200
- » **Reach** 200,000 passengers
- » **Broadcast Periods** December 2016 – January 2017  
February – March 2017  
April – May 2017
- » **Delivery Date** 7 weeks before broadcast

# Inflight Magazine



Condor's in-flight magazine has 3 issues each year, and an annual readership of over 6 million Condor passengers.

Featuring a variety of news, holiday and lifestyle stories as well as inflight sales information and full details of the Inflight Entertainment Programme, the inflight magazine keeps readers entertained while on board.

Passengers will always find the Inflight Magazine in the seat pocket in front of them.

## Adverts

- » **1/1-page advert\*** from € 9,950
- » **Run/Issue** 120,000
- » **Contacts/Issue** approx. 2.2 million
- » **Publication Dates** December 2016 – March 2017  
April – July 2017  
August – November 2017
- » **Copy Deadline** 7 weeks before publication

\* Other formats and custom adverts on request.

# Pillowcases



Condor offers its guests comfortable pillows for a pleasant stay on board.

Print your advertising message on the disposable cover and guarantee your customers sweet dreams.

## Integration

- » **Run** 350,000/3 months
- » **Price** from € 14,900
- » **Distribution** all routes/Economy Class
- » **Copy Deadline** 16 weeks before distribution



# Hot Drink Cups



Hot drink cups for tea and coffee, handed out on board, attract a lot of attention and provide a great platform for your communication.

Put your advertising message right in people's hands.

## Integration

- » **Run** 1 million/2 months (minimum run)
- » **Price** from € 15,900
- » **Distribution** all routes/Economy Class
- » **Copy Deadline** 16 weeks before distribution



# Napkins



Every guest on board Condor receives a napkin with each hot or cold drink. Napkins can be printed with multiple colors.

Benefit from extensive reach and outstanding presence by placing your advertising message on the napkin.

## Integration

- » **Run** 1.5 million/2 months (minimum run)
- » **Price** from €9,900
- » **Copy Deadline** 3 months before distribution

# Advertising Frame



The advertising frame is in the washrooms of all Condor aircraft on short- and mediumhaul routes.

Your advertisement will be right in passengers' field of vision, framed in high-quality aluminium.

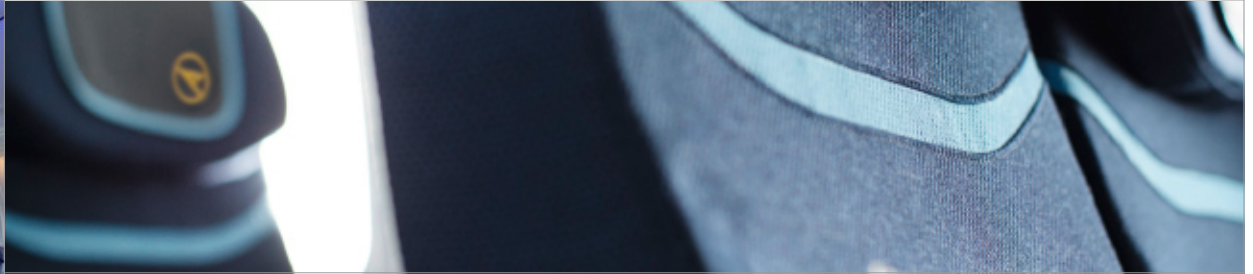
Condor flies around 5.5 million short and mediumhaul passengers every year.

## Advertising Poster

- » **Routes** Short- and mediumhaul
- » **Price/Month\*** from €2,500
- » **Contacts/Month** 250,000 passengers
- » **Delivery Date** 4 weeks before distribution

\* Price includes installation and distribution costs. No charges for delivery.

# Headrest Covers



Condor provides you with the opportunity to place your advertising message on headrest covers in Economy Class.

A great, eye-catching way to ensure your message is remembered by your target group.

## Integration

- » **Run** 8,500/2 months  
(minimum run of 2 months)
- » **Price/Month\*** from € 39,000
- » **Distribution** Economy Class
- » **Copy Deadline** 14 weeks before distribution

\* Price includes production and distribution costs.

# Racks



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

Invite passengers to take your advertising message with them.

## Display of Postcards/Flyers

- |                        |                             |
|------------------------|-----------------------------|
| » <b>Run</b>           | 25,000                      |
| » <b>Price/Month</b>   | from € 9,900                |
| » <b>Distribution</b>  | all routes                  |
| » <b>Delivery Date</b> | 2 weeks before distribution |

# Free Samples on Trays



As well as being served tasty meals, Condor passengers on medium- and longhaul flights also receive complimentary gifts such as cards or tins containing mints, post-it pads and mini-CDs. A great way to ensure your advertising message leaves a lasting impression.

Free gifts are handed personally to passengers from a tray.

Your advertising message will make a positive impression, and the small size of the free gifts makes them perfect for passengers to take with them once the flight is over.

## Free Samples on Trays

- » **Run** 200,000
- » **Price/Month\*** from € 16,900
- » **Distribution** Medium- and longhaul routes
- » **Delivery Date** 2 weeks before distribution

\* Price includes distribution costs.



# Free Samples



Take the opportunity to share product samples with passengers on board. Passengers enjoy receiving small gifts during flights, and devote attention to your product and message.

Your product samples will be distributed personally by the Condor flight attendants – perhaps the most elegant way to reach potential new customers.

## Distribution of Samples

- » **Shorthaul Routes** from € 8,900  
(60.000/month)
- » **Mediumhaul Routes** from € 15,900  
(170,000/month)
- » **Longhaul Routes** from € 8,900  
(60,000/month)
- » **Delivery Date** 2 weeks before distribution



# Seat Pockets



As the seat pocket is directly in the passenger's view throughout the entire flight, they have a lot of time to engage with your advertising message.

As your advertising will always be close at hand, high impact and minimal loss of intensity are just two of the many benefits.

## In-Seat Brochure/Flyer Provision

» <b>Run</b>	40,000
» <b>Price/Month</b>	from € 7,900
» <b>Contacts/Year</b>	6.7 million
» <b>Distribution</b>	all routes
» <b>Delivery Date</b>	3 weeks before distribution

# General Terms and Conditions

## Condor Ambient Media 2016

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. Conclusion of the contract

The object of the contract is the marketing of Ambient Media by Condor, as presented in Ambient Media 2016. Offers by Condor are always subject to change. The contract shall be concluded 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 where Condor accepts an order without reservations, despite being aware of conflicting terms.

### 2. Orders from agencies

Orders from agencies may only be accepted where the agency is designated with its precise name (name, complete address). Agencies or advertising intermediaries shall receive an agency fee of 15% on the net order total if they can present proof of the corresponding services, i.e. on the net amount invoiced without VAT, after the deduction of discounts. If the value of an order and/or discount changes due to addition or cancellation, the agency fee will be calculated anew.

### 3. Processing timeframe

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

### 4. 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 (8 weeks before the first airing date for TV commercials, and for other advertising services generally before the final delivery date for printed documents). Cancellation shall only be effective if Condor expressly agrees to it in writing.

### 5. Rejection of advertising orders

Condor reserves the right to withdraw from a contract for implementation of an advertising campaign if it turns out that the advertising campaign violates any laws, official provisions or accepted moral principles, or if Condor cannot be expected to provide the media services 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.

### 6. Media prices for Inflight Entertainment

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

# General Terms and Conditions

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. All media prices are generally exclusive of 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 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.

## 8. Price changes

Condor points out that changes to the price list are possible 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 before realization. The period of four months shall not, however, apply if realization is only possible after the end of the 4-month period for reasons for which the client can 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.

## 9. 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.

## 10. Advertising media delivery

The client agrees to submit the relevant advertising media – as indicated in Ambient Media – 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 recognizable 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 program material provided for this purpose, without

# General Terms and Conditions

compensation. If program are not aired or are aired incorrectly because documents, texts or program copies were not provided in 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 program documents and programm 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.

## 11. Quantity differences

Condor points out that the quantities of certain advertising carriers may vary due to divergences from the previously forecast passenger volumes. Any quantities remaining due to 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 within the advertising period, this shall not entitle the client to reduce the agreed fee.

## 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 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. 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.

## 13. 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.

## 14. Final provisions

Amendments or supplements to the contract, including any ancillary agreements and amendments to these clauses, have to be in writing in order to be valid. Should individual provisions of these terms and conditions be or become invalid, this shall not affect the remaining parts of the contract.

The venue shall be Frankfurt am Main.

German law shall apply.

# Contact

## Contact:

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