



Data-based banner ads [Premium ad-bundle]

Increase the visibility and success of your advertising campaigns with our Premium ad-bundle. Address your target groups across all digital formats with data-based banner ads.

The data basis for the targeted, overarching playout of the banner ads is based on the interests and search behaviour of visitors to lufthansa.com.

With cookie-based targeting, your advertising message is displayed in a tailored manner on third-party websites and reaches your target groups with pinpoint accuracy – without wastage.

- Direct address of all relevant users through intelligent data targeting
- Flexibility in the duration and timing of the campaign
- Adjustment possible at any time if required (e.g. when changing target groups)
- Guaranteed and plannable net reach
- Premium placement suitable especially for brand campaigns

Premium ad-bundle

Database	Price / CPM
Travel in general	€45
Travel intent	€50
Booked	€55
Other parameters	
First-/ Business Class	+ €15
Origin / Destination	+ €5
Departure Dates	+ €5
Travel duration	+ €5
Geo / Language Targeting	+ €5
General information	
Booking period	flexible
Booking deadline	3 weeks prior to circulation
Motif approval	2 weeks prior to circulation
Delivery deadline	1 weeks prior to circulation
Technical data	
Display formats	Halfpage Ad 300 x 600 pixels Billboard 800 x 250 pixels Billboard 970 x 250 pixels
Mobile formats	320 x 100 and 300 x 480 pixels

