

# Data-based banner ads [Standard 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

## Standard ad-bundle

Database	Price / CPM
General travel interest	€25
Travel intent	€30
Booked	€35

### Other parameters

First-/ Business Class	+ €15
Origin / Destination	+ €5
Departure Dates	+ €5
Travel duration	+ €5
Geo-/ Language Targeting	+ €5

## General information

<b>Booking period</b>	flexible
<b>Booking deadline</b>	3 weeks prior to circulation
<b>Motif approval</b>	2 weeks prior to circulation
<b>Delivery deadline</b>	1 weeks prior to circulation

### Technical data

Display formats	Wide Skyscraper   160 x 600 pixels
	Medium Rectangle   300 x 250 pixels
	Leaderboard   728 x 90 pixels
Mobile formats	Medium Rectangle   300 x 250 pixels
	Mobile Banner   320 x 50 oder 640 x 100 pixels
	Leaderboard   728 x 90 pixels



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