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

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	Wide Skyscraper	160 x 600 pixels
	Medium Rectangle	300 x 250 pixels
	Leaderboard	728 x 90 pixels
Mobile formats	Medium Rectangle	320 x 50 pixels
	Mobile Banner	300 x 50 pixels
	Leaderboard	320 x 75 pixels

Lufthansa Ambient Media