

## Thomas Cook eCommerce | ratecard 2015\_2016

thomascook.de	format	price per week/CPM
Homepage	Hero Teaser (1 slide revolving)	3.500,00 €
	Teaser Promotionbox	3.000,00 €
Package Holidays	Hero Teaser (1 slide revolving)	1.100,00 €
	Teaser Promotionbox	600,00 €
Lastminute	Hero Teaser (1 slide revolving)	1.100,00 €
	Teaser Promotionbox	600,00 €
Hotel	Hero Teaser (1 slide revolving)	800,00 €
	Teaser Promotionbox	300,00 €
City Breaks	Hero Teaser (1 slide revolving)	800,00 €
	Teaser Promotionbox	300,00 €
Flights	Hero Teaser (1 slide revolving)	800,00 €
	Teaser Promotionbox	300,00 €
Newsletter	Banner or Promotion Box	3.000,00 €
	Standalone	10.000,00 €
Hotel Listing	Top Hotel (TOP 10 regions)	500,00 €
	Top Hotel (sun&beach regions)	300,00 €
	Top Hotel (city&car travel)	150,00 €
Display Ads	Medium Rectangle	60,00 €
	Skyscraper	40,00 €
	Leaderboard	40,00 €
	Halfpage Ad	60,00 €
	Rotation (DE websites)	30,00 €
Facebook	contest/posts	on request
Packages :	advertorial,Pre-trip & booking confirmation-on request	



neckermann-reisen.de	format	price per week/CPM
Homepage	Hero Teaser (1 slide revolving)	4.500,00 €
	Teaser Promotionbox	4.000,00 €
Package Holidays	Hero Teaser (1 slide revolving)	1.400,00 €
	Teaser Promotionbox	900,00 €
Lastminute	Hero Teaser (1 slide revolving)	1.400,00 €
	Teaser Promotionbox	900,00 €
Hotel	Hero Teaser (1 slide revolving)	1.100,00 €
	Teaser Promotionbox	600,00 €
City Breaks	Hero Teaser (1 slide revolving)	900,00 €
	Teaser Promotionbox	400,00 €
Flights	Hero Teaser (1 slide revolving)	900,00 €
	Teaser Promotionbox	400,00 €
Newsletter	Banner or Promotion Box	3.000,00 €
	Standalone	10.000,00 €
Hotel Listing	Top Hotel (TOP 10 regions)	500,00 €
	Top Hotel (sun&beach regions)	300,00 €
	Top Hotel (city&car travel)	150,00 €
Display Ads	Medium Rectangle	60,00 €
	Skyscraper	40,00 €
	Leaderboard	40,00 €
	Halfpage Ad	60,00 €
	Rotation (DE websites)	30,00 €
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