



### Thomas Cook eCommerce | ratecard 2018\_19

thomascook.de	format	price per week/CPM
Homepage	Hero Teaser (1slide revolving)	3.500,00 €
	Teaser Promotionbox	3.000,00 €
Package/Lastminute	Hero Teaser (1slide revolving)	800,00 €
	Teaser Promotionbox	500,00 €
Newsletter	Banner or Promotion Box	3.000,00 €
	Standalone	10.000,00 €
Display Ads & TC Audience	Skyscraper, Leaderboard (RoS)	30,00 €
	Targeting on e.g. homepage	40,00 €
Facebook	Carousel Ad	5.000,00 €
Packages:	Advertorials & Specials on request	

neckermann-reisen.de	format	price per week/CPM
Homepage	Hero Teaser (1 slide revolving)	7.000,00 €
	Teaser Promotionbox	6.000,00 €
Package/Lastminute	Hero Teaser (1 slide revolving)	1.500,00 €
	Teaser Promotionbox	1.000,00 €
Newsletter	Banner or Promotion Box	3.000,00 €
	Standalone	10.000,00 €
Display Ads & TC Audience	Skyscraper, Leaderboard (RoS)	30,00 €
	Targeting on e.g. homepage	40,00 €
Facebook	Carousel Ad	5.000,00 €
Packages:	Advertorials & Specials on request	