

Thomas Cook eCommerce | ratecard 2018_19

neckermann-reisen.de	format	price per week/CPM/total
Homepage	Hero Teaser (1 slide revolving)	7.000,00 €
	Teaser Promotionbox	6.000,00 €
Landing Page	header plus text	2.500,00 €
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 €
	Video	50,00 €
	High-street	30,00 €
Social Media	Social App/Activity	24.000,00 €
Facebook	Dark Ad / Carousel	5.000,00 €
Packages:	Advertorials & Specials on request	

thomascook.de	format	price per week/CPM/total
Homepage	Hero Teaser (1slide revolving)	3.500,00 €
	Teaser Promotionbox	3.000,00 €
Landing Page	header plus text	2.500,00 €
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 €
	Video	50,00 €
	High-street	30,00 €
Social Media	Social App/Activity	24.000,00 €
Facebook	Dark Ad / Carousel	5.000,00 €
Packages:	Advertorials & Specials on request	

oeger.de	format	price per week/CPM/total
Homepage	Hero Teaser (1 slide revolving)	1.500,00 €
	Teaser Promotionbox	1.000,00 €
Landing Page	header plus text	2.500,00 €
Package/Lastminute	Hero Teaser (1 slide revolving)	750,00 €
	Teaser Promotionbox	500,00 €
Newsletter	Banner or Promotion Box	1.000,00 €
	Standalone	3.000,00 €
Display Ads & TC Audience	Skyscraper, Leaderboard (RoS)	30,00 €
	Video	50,00 €
	High-street	30,00 €
Social Media	Social App/Activity	24.000,00 €
Facebook	Dark Ad / Carousel	5.000,00 €
Packages:	Advertorials & Specials on request	

Thomas Cook In-store | ratecard 2018_19

In-Store / Trade	format	price per unit
Travel Screen	1 x video á 30 sec / month	35.000,00 €
Active Wall	animated images or video / month	10.000,00 €
LED Emotional	Illuminated LED screens/quarter (10 screens)	15.000,00 €
LED Emotional	Illuminated LED screens/quarter (20 screens)	27.500,00 €
B2B Sales Information/VKI	Title & offerbox	2.500,00 €
VKI Leaflets	1/1 page, DIN A4	2.000,00 €
VKI Poster Strip	B2B/B2C poster strip	3.800,00 €
Poster DIN 1	B2B/B2C poster	5.000,00 €
B2B Vertriebsnewsletter Quiz	newsletter for travel agencies	1.500,00 €
Excursionist Print Whole page	Run of paper	10.000,00 €
Excursionist Print Whole page	Inside front cover	19.400,00 €
Excursionist Print Whole page	Inside back cover	15.000,00 €
Excursionist Print Whole page	Outside back cover	17.500,00 €
Excursionist Print Whole page	1st half of magazine	12.500,00 €
Excursionist Print Whole page	Advertorial	13.315,00 €
Excursionist Print Double Page Spread	Run of paper	20.000,00 €
Excursionist supplement	DIN A5 supplement 8 pages	28.000,00 €
Excursionist supplement	DIN A5 supplement 16 pages	34.000,00 €