

UNIQUE ADVERTISING OPPORTUNITIES WITH AUSTRIAN AIRLINES

ambient media

BOARDING PASSES
LOUNGE SCREENS
POSTERLIGHTS
PRODUCT CORNER
INFLIGHT ENTERTAINMENT
INTERNET ON BOARD
NEWSLETTER
WEB PRESENCES
AND MUCH MORE...

WWW.CPG.AT WWW.VGN.AT/SKYLINES



Most attractive advertising opportunities

Austrian Airlines – Bet on the power of an excellent all-round airline.

- State-of-the-art equipment: 83 aircraft
- Best performance: unique range of services
- ▶ 11,4 million passengers 50% aged between 30 and 50
- ▶ 350 flights per day
- ▶ 130 destinations 37 in CEE
- ▶ High-value target audience
- Attractive prices



Boarding pass branding

BOARDING PASS

You can arrange for your advertising to appear on the boarding passes of Austrian Airlines. These are issued at check-in desks and check-in machines, both within Austria and at a range of external locations.

€ 47,500 for 4 million units



Duration: 6 months
Format: 153 x 82 mm
(+3 mm added bleed)
File format: PDF/EPS,

300 dpi colour space: CMYK Please note it is not possible to schedule the publication date and duration of this product down to the

precise day.

HOMEPRINT BOARDING PASS + BAGGAGE CONFIRMATION MAIL

Ever-increasing numbers of passengers nowadays are taking advantage of the opportunity to print out their boarding pass before leaving for the airport. You can position your advertisement exclusively on this print-out – ensuring you accompany passengers all the way from their home or office to their final destination.

€ 19,500

Duration: 1 month

Format: 800 x 495 pixels, max. 200 KB File format: JPEG, PNG, GIF | Colour space: RGB Units issued: approx. 300,000 per month Homeprint boarding passes







Lounge branding

You could have an absolutely unmissable advertising presence across almost 2,000 m² in the Austrian Airlines Business and Senator Lounges at Vienna Airport. Around 600,000 passengers pass through the lounges every year, and the pleasant ambience will support the impact of your advertising. The Schengen and non-Schengen areas each feature a Senator/Star Gold Lounge and a Business Lounge in Terminal 3, and a Business Lounge in Terminal 2. Posterlights, product corners and twelve lounge screens are all there to ensure you maximise your presence.



€ 5,900

Duration: 1 month Number: 3 Posterlights

Frequency of broadcasting: 50,000 visitors

Format: 594 x 841 mm (A1)

12 LOUNGE SCREENS

(without sound)

10 seconds: € 1,560 20 seconds: € 2,900 30 seconds: € 4,050

Duration: 1 month

Frequency of broadcasting: approx. 80 times per day "Still image" or "movie" Screen size: 46 inches

Resolution: 1920 x 1080 pixels

File format: JPEG, PNG, GIF or MPEG

Booking deadline: 4 weeks before broadcasting.

Delivery time: 2 weeks before broadcasting.

Prices exclude production costs.











FOLDER PLACEMENT

Schengen and non-Schengen area and Pier Ost

Price on request





PRODUCT CORNER

Schengen lounge

€ 6,250

Area: $8 \times 3 \text{ m} (24 \text{ m}^2)$

Frequency: approx. 32,000 visitors per month

Non-Schengen lounge

€4,750

Area: $3 \times 3 \text{ m} (9 \text{ m}^2)$

Frequency: approx. 18,000 visitors per month

Duration: 1 week

DISPENSER for give-aways/
product samples and roll-up
in entrance area
Schengen lounge
€ 5,500
Non-Schengen lounge
€ 3,500

Duration: 1 week Area: on request

WWW.VGN.AT/SKYLINES

WWW.CPG.AT



Your commercial on board



EXCLUSIVE COMMERCIAL BEFORE FEATURE FILM

Run your exclusive commercial immediately before the start of each feature film on all our long-haul flights. Available on 11 aircraft (6 Boeing 767 and 5 Boeing 777) serving routes to Bangkok, Chicago, Colombo, Havana, Hong Kong, Malé, Mauritius, Miami, Beijing, Los Angeles, Newark, New York, Seychelles, Shanghai, Toronto and Washington.

"movie"

The classic commercial 10 seconds: € 3,600 15 seconds: € 5,250 20 seconds: € 6,800 30 seconds: € 9,900

Booking period: 1 month, commencing on first day of each month

Booking deadline: 12 weeks before broadcasting

Delivery time: 60 days before take-off

Prices exclude production costs

"skylines on screen" is not subject to advertising tax.

passengers





THE INFOTAINMENT FORMAT FROM AUSTRIAN AIRLINES: SKYLINES ON SCREEN IN-FLIGHT TV

You can now place advertising without sound on all the long-haul routes of Austrian Airlines, as well as in the Austrian Airlines lounges at Vienna Airport.

"still images" or "movie" 10 seconds: € 2,340

20 seconds: € 4,350 30 seconds: € 6,075

Duration: 2 months, beginning on first day of each month

Booking deadline: 9 weeks before broadcasting

Lead time: 8 weeks before broadcasting Delivery time: 60 days before take-off

Prices exclude production costs.

Reach
approx.
400.000
passengers



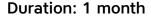
in-flight entertainment



MOVING MAP

Now you can place a slide on the Moving Map! This service shows the current position of the aircraft, complemented by information such as altitude, temperature, etc. Make your slide a fixed component of this feature.

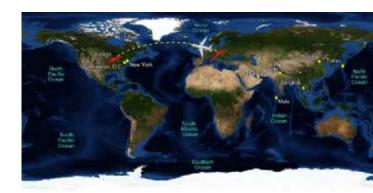
- Frequency: 200,000 long-haul passengers per month
- Visible on every screen
- Slide appears 50 to 60 times per hour
- On Boeing 767 routes also shown on monitors in aisle area
 €7,500



Booking deadline: 9 weeks before broadcasting

Lead time: 8 weeks before broadcasting

Format: 1280 x 768 pixels





ENTERTAINMENT SYSTEM ON LONG-HAUL FLEET

Advertising spaces/widgets with or without content on homescreen

200,000 passengers take a long-haul flight every month. Every one of them has to go through the homescreen to reach the entertainment programme.

'Classic' widget:

(enlarge by clicking)
One advertising space:

Widget 1: € 6,500 Widget 2: € 8,500

Two advertising spaces:

Widget 1 + Widget 2:

€ 13,500

Classic widget with stored content:

(redirect to content by clicking)
One advertising space:

Widget 1: EUR 9,500 Widget 2: EUR 11,500

Duration: 1 month

Lead time: 8 weeks before take-off



Classic file format:

Widget 1: 320 x 466 pixels

(PNG still image - blow up to 1120 x 606 pixels)

Widget 2: 458 x 466 pixels

(PNG still image - blow up to 1120 x 606 pixels)

Content file format:

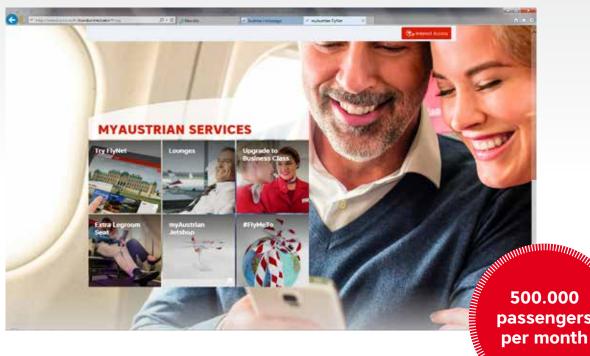
Technical specifications for content: Apple pro res files 16:9 FHA PAL, SD preferred, HD possible, file must be progressive (de-interlaced).

Duration: 15 to 45 seconds

Content always by agreement with Austrian Airlines



myFlyNet – Internet on Bord



FROM APRIL 2017 ONWARDS, 31 AIRBUSES WILL BE FITTED WITH INTERNET ON BOARD.

To use this new service, passengers will first go to a portal page using their personal mobile device. This page will be free to use and offers two different advertising spaces:

Tile (230 x 230 pixels) **Banner** (2544 x 320 pixels)

Each of these will offer the option of a link to content pages (text and image) or a whitelisted homepage.

Price on request

Content features can also be provided for the portal page.

Price on request

Targeting possible according to destination and place of departure.





AIRCRAFT BRANDING:

The way for you to appear in and on the aircraft of Austrian Airlines. Maximum impact, with partial or all-over coverage in your desired layout. You then fly "your" aircraft for one year.

Price on request

Duration: from 1 year

Format: partial or all-over coverage Material: high-quality special foils

Depends on aircraft type and size of motif

Design in coordination with Austrian Airlines





EMBRAER NAME PATRONAGE:

Give the latest additions to the fleet a name: Austrian Airlines is integrating more Embraer 195 aircraft into its fleet in 2017, making this the perfect time to lend one of the aircraft your name, creating a great advertising effect.

Package 1: € 40,000

- Desired name on aircraft fuselage (10 cm high)
- Logo or visual (52 cm x 16 cm) in area of boarding door
- · Ready-written press communiqué
- Reporting in in-flight magazine, skylines
- Naming ceremony

Package 2: € 30,000

Name + logo + press release + mentioning in skylines.

Package 3: € 15,000

Name + press release

Duration: 3 years

Frequency: 150,000 passengers and approx. 20 million visual contacts per year per aircraft

Approval from Austrian Airlines required!







PAPER CUPS FOR HOT DRINKS € 45,000 for 1,500,000 units

(€ 0.03 per unit)

Duration: 3 to 4 months

Print: up to 4c

Printing plate: € 1,000 as one-off amount



ON-BOARD NAPKINS

€ 35,000 for 2,600,000 units

Duration: 2 to 3 months

Print: 1c

Price includes printing plate

COMBINATION PACKAGE:

PAPER CUPS FOR HOT DRINKS + **ON-BOARD NAPKINS**

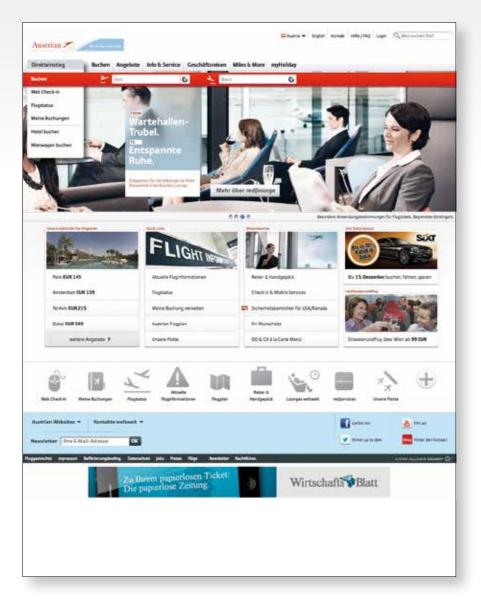
€ 60,000

Please note it is not possible to schedule the publication date and duration of this product down to the precise day.



Online with myAustrian

Reach approx.
5 million visitors per year



Superbanner on www.austrian.com start page in Austria

You could not be positioned more prominently!

€ 19.50 for 1,000 page views

Frequency: approx. 400,000 visits per month (over 600,000 page views per month)

Format: 968 x 98 pixels

Positioning: at bottom of page on version of www.austrian.com displayed to visitors in Austria

File size: 50 kilobytes for GIF & JPEG, 100 kilobytes for Flash, delivered ready-made, includes landing page

Tracking service: page views, click-through rate

Subpages in Austria and start pages for other countries available on request.

Duration: 1 month

Booking deadline: 10th day of any month,

for respective following month Lead time: 1 week before start



Superbanner on online booking confirmation page

€7,900 per month

Frequency: approx. 60,000 booking confirmations from Austria per month

Image: 758 x 80 pixels

Positioning: bottom of page

File size: 50 kilobytes for GIF, JPEG

Booking deadline:

10th day of any month, for respective following month

1110111111

Targeting possible according to destination and place of departure.



Banner space in booking confirmation mail

(approx. 60,000 per month):

€7,900 per month



Combination Package:

Booking confirmation page + booking confirmation mail

€ 12,900 per month



Advertise in e-mail newsletter



Includes tracking service: Number of addresses, Click-through rate, Opening rate. Position your advertising message prominently in the popular newsletter of Austrian Airlines.

Distribution: 23 times per year in Austria (sent out on the first Tuesday of each month, then as repeat on third Tuesday of the month; no repeat in December)

Booking deadline: 6 weeks before distribution Copy deadline: 4 weeks before distribution

Positioning in content area (on request)

Documents required: Landing URL

Headline: max. 15 characters (incl. blank space)

Teasertext: max. 120 characters CTA-Text: max. 15 characters

Picture: 600 x 400 Pixel

(1.200 x 800 Pixel bei Retina optimierter Variante) Subject (JPEG image): freely selectable, 72 dpi

Austria: € 17,500 (350,000 subscribers)
Worldwide: € 49,900 (1.1 million subscribers)

Other countries on request

Positioning at end of newsletter

Booking deadline: 6 weeks before distribution Copy deadline: 4 weeks before distribution

Documents required: landing URL

Text: max. 60 characters

Logo: freely selectable, 140 x max. 60 pixels, 72 dpi

Subject (JPG image): freely selectable,

140 x max. 60 pixels, 72 dpi

Austria: € 13,500 (350,000 subscribers)

Worldwide: € 34,900 (1.1 million subscribers)



Advertise in myAustrian Jetshop



MYAUSTRIAN JETSHOP

A variety of items in the Austrian Airlines design can be purchased at myjetshop.at. Advertising spaces on this start page are especially wellsuited to customers from the travel and aviation industries, as well as related sectors.

Price on request

Duration: 1 month

Advertising space: 461 x 200 pixels File format: JPG, GIF, PNG, Flash

GENERAL TERMS AND CONDITIONS OF BUSINESS

VGN VERLAGSGRUPPE NEWS



GENERAL TERMS AND CONDITIONS OF BUSINESS

PLACING AN ORDER

- The order is subject to our General Terms and Conditions of Business, the respective applicable advertisement price lists and our order confirmation. In the event of any data being supplied in digital form, the publisher's guidelines in regard to the supply of data digitally also apply. These terms and conditions of business also apply to any future business relations, even if they have not been agreed expressly again.
- Orders for advertisements are to be executed within a year of the order being placed. In case of doubt, they will be for the next edition.
- 3. In so far as there are no time limits due to their being associated with a particular campaign, the discounts designated in the advertisement price list will only be granted for the advertisements appearing within a given calendar year.
- 4. Solely the customer will be responsible for the content, form and legitimacy of the advertisement, in particular including the clearance of copyrights, trademark rights and personal rights. The publisher is not obliged to check advertisements in regard to their content, form or legitimacy. In the event of any claims being filed by a third party, the customer will indemnify the publisher and hold it harmless. The publisher is entitled, but not obliged, to adapt prize draws, coupons and tip-on-cards or complimentary items to the extent legally necessary.
- 5. No warranty is provided that the advertisements will be included in particular editions.
- 6. It is incumbent upon the customer to inform itself on the respective applicable advertisement tariff prior to the advertisement being published.
- 7. If there are any amendments to the prices of the advertisements, the new terms and conditions will also immediately take effect in regard to orders in progress, unless any provision to the contrary has explicitly been agreed.
- 8. If the advertisement is printed illegibly, incorrectly or incompletely, the customer will have claims to reduced payment or a substitute advertisement if the meaning of the advertisement has been critically changed by the publisher's error or if the appeal of the advertisement is substantially at risk. Any further liability on the part of the publisher is excluded. In case of doubt, the publisher is subject to the recommendations of the expert committee for printing complaints (FOGRA Forschungsgesellschaft Druck e.V., Munich, Germany).
- 9. In the event of disruptions to business or interference due to Acts of God, the publisher will be entitled to full payment for the advertisements published if the orders have been fulfilled to the extent of 80% of the assured print run. A lesser degree of service is to be paid for based on the cost per one thousand units, in accordance with the calculated print run.
- 10. Advertisements that are not recognisable as an advertisement due to their editorial design will be marked by the publisher as such.
- 11. The News publishing group reserves the right to refuse to publish the advertisements without giving reasons. In such a case, any claims against the News publishing group will be excluded.
- 11a. In particular, the News publishing group reserves the right not to pursue advertising efforts that have been objected to by the Austrian Advertising Council. The latter also includes putting an immediate stop to any advertising campaign that is already ongoing. The News publishing group may, for this reason, refuse to accept advertising orders and rescind any orders that have been accepted in a legally binding manner.
- 12. Any supplementary agreements to our General Terms and Conditions of Business are only binding if they have been confirmed in writing by the management of the News GmbH publishing group. Any acknowledgements on the part of the customer and references to its terms and conditions of business and delivery are legally invalid, even if they have not explicitly been objected to by the publisher in the individual case. Acceptance of

the customer's general terms and conditions of business and delivery by the publisher by way of fulfilment actions is excluded.

PRINTING COPY

- 1. It is incumbent upon the advertiser to provide the printing copy in good time. A binding colour proof must be supplied along with each page. If the printing copy is supplied later, the publisher will be entitled to use a subject of the customer's available to it. The publisher does, however, reserve the right to display the advertisement in the next edition.
- Proofs will only be produced if the customer expressly so wishes. The costs are to be borne by the customer. If the latter is not be returned by the due date, the copy will be deemed to have been approved for printing.
- The obligation to save printing copy ends three months after the advertisement has appeared, unless any other agreement to the contrary has explicitly been entered into.
- The costs of significant changes to designs originally agreed are to be borne by the customer.
- 5. The sketch, text, graphics and photography for an advertisement will be prepared by us upon request: The costs will be the customer's responsibility. Should the customer wish to continue to use the latter in other media, the rights in that respect must be obtained from the publisher.
- Production and creativity costs do not form a component of the price of displaying the advertisement, and will therefore be billed separately.
- 7. The customer is obliged to provide impeccable print copy in accordance with the guidelines. If any defects in the print copy are not immediately recognisable, but only become noticeable during the printing process, the customer will have no claim to a substitute advertisement. The publisher is not obliged to check the print copy for its completeness and accuracy.
- 8. Complaints are to be notified to the publisher in writing within eight days of receiving the invoice.
- 9. The publisher is not liable for any transmission errors.
 10. The contractor is not obliged to check whether the customer is entitled to duplicate print copy of any kind, process it in accordance with the order, or amend it, or make use of such copy in any other way, but is entitled to assume that the customer is in possession of any rights vis-à-vis third parties that are necessary for the order to be executed. The customer explicitly assures that it holds such rights. In the event of any claims filed by a third party, the customer will indemnify the publisher and hold it harmless in full.
- 11. The respective applicable Terms and Conditions of Production will apply to the order placed.12. Due to mechanical production, there may be technical
- 12. Due to mechanical production, there may be technical deviations in producing the special form of advertising. Discrepancies of up to 3% of the total circulation do not entitle the customer to file a complaint, and do not release the customer from the obligation to bear the production costs.

PLACEMENT

- Requests concerning the question where advertisements are placed will only be binding if the customer pays a placing surcharge, otherwise the publisher will endeavour to fulfil such a wish on a non-binding basis.
- A clause stipulating that no competitor advertisement may be placed in the direct vicinity of the customer's advertisement may only be stipulated as from a display size starting at one full page, for two pages that are opposite one another.

SUPPLEMENTS/GLUED-IN INSERTS/BOUND-IN

- The content of any supplements, glued-in inserts and bound-in inserts may only refer to the advertiser's own field of business, and may not include any third-party advertising.
- 2. Prior to the order being executed, a sample and the content of the PDF file are to be presented to the publisher four weeks prior to the publication date.
- 3. The fulfilment of the technical prerequisites is a binding

requirement for being able to execute the order. Additional costs may be incurred if the technical prerequisites are not or not fully fulfilled. The additional costs are not included in the prices and must, therefore, be charged in addition.

CANCELLATION

- 1. A cancellation fee of 15% of the value of the advertisement will be invoiced when orders are cancelled.
- An order may only be cancelled prior to the advertising deadline.
- 3. Ad specials may be cancelled by no later than six weeks prior to the publication date, or, in the case of special edition paper being used, only by the day on which the paper is ordered. In the event of late cancellation, the actual costs incurred up to the point in time of cancellation will be charged.
- Any costs incurred through the amendment of the originally stipulated design or the print copy ordered are to be borne by the customer separately.

SETTLEMENT OF CHARGES AND CREDITS

- 1. Complaints will only be acknowledged within 14 days of the date of issue.
- Discount adjustments made within the currency year of the price list will only be made upon request on a quarterly basis
- 3. In the event of unjustified discounts being asserted upon a contract being concluded, an additional amount will be charged following the expiry of a calendar year, for which arrears interest in the amount of 12% p.a. will accrue on the amount owed.
- 4. Discount calculations are to be requested in writing by no later than 31 March of the following year.
- 5. Once the advertisement has appeared, the advertiser will receive a free copy.

PAYMENT

- 1. Payment deadline: 2% discount for receipt of payment within ten days of the invoice date, 30 days net.
- 2. In the event of payment arrears or deferral, interest amounting to 12 % as well as collection fees will be charged
- 3. Prior to executing the order, and also during the term of the order, the publisher is entitled to make the appearance of the advertisement or any further advertisements dependent upon a certain sum of money being paid in advance and upon the settlement of any outstanding amounts invoiced.
- Bills of exchange cannot be accepted
- 5. Invoices are payable in Vienna, Austria (meaning that the place of fulfilment is Vienna). Substantive Austrian law applies.

GENERAL PROVISIONS

- 1. The place of jurisdiction for any disputes arising from the contractual relationship between the News publishing group and the customer is Vienna, Austria.
- 2. Austrian law applies exclusively. The applicability of the UN Convention (CISG) is excluded.
- Any general terms and conditions of business of the customer are dismissed in their entirety. The latter only become valid if their validity is explicitly declared in writing by the News publishing group.
- If a provision of these General Terms and Conditions of Business is invalid, the validity of the remaining provisions will not be affected thereby.

PUBLISHER

Austrian Airlines AG, Office Park 2, Postfach 100, 1300 Wien-Flughafen, austrian.com

MEDIA PROPRIETOR

CPG The Corporate Publishing Group GmbH. Markus Wagner (Gesch.ftsführer/Managing Director), Albertgasse 35, 1080 Wien, skylines@cpg.at

PRODUCTION

Verlagsgruppe News Gesellschaft m. b. H. Taborstra.e 1-3. 1020 Wien



skylines Ready for departure Always at your service!

Markus Wagner

Managing Director of CPG +43 1 4054640 - 768 m.wagner@cpg.at

Tara Sukhta

Head of Sales +43 1 21312 - 6429 +43 676 88879 6429 sukhta.tara@vgn.at

Angela Kindermann Projektagentur

+43 664 9222480 angela@kindermannprojektagentur.at

Mag. Roland Holstein

Projektagentur +43 664 1212995 office@rolandholstein.at

Melchior Müller

Melchior Müller Medien e.U. +43 660 4900860 melchiorbfe.mueller@gmail.com

Mag. Evelyn Strohriegel

Head of International Sales +43 1 21312 6304 strohriegel.evelyn@vgn.at