

Targeted Advertising



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Entire area

Stand out from the crowd and give your advertisement a very special expression. To reach your target group specifically we offer individual playout possibilities on our digital advertising spaces. Address your passengers on a topic and target group specific basis along their customer journey all over the whole campus .

Please discuss all your individual wishes regarding specific playouts with us and land at your target group.



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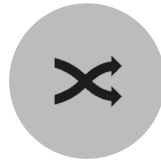
Connection to flight data:

Targeted playout of different advertising spots depending on origin or destination of arriving or departing flights



Connection to weather data:

Contextual playout of differentiated advertising spots on basis of present weather data (wind, rain, sun, pollination, etc.)



Dynamic content:

Integration and dynamic actualization of client-related content (live scorings during ECH, daily changing price offers, etc.) within your spots



Daytime-based delivery:

Playout of specific spots for certain day- or week times to address e.g. specifically business travelers

Handlingsfee:

€ 900 per week (+ eventual additional costs occurring for specific technical realization)

Media costs:

Depending on occupied ad spaces

Ad/fade-in length:

10-, 15-, 20-, or 30-seconds Recommendation: 10 seconds

Operating time:

18 hours (5:00 – 23:00), 365 days/year

Miscellaneous:

Clearance and installation by Flughafen München GmbH