

Media FRANKFURT AIRPORT Frankfurt

Media data 2024

EXCELLENCE IN
AIRPORT ADVERTISING

ADVERTISE AT FRANKFURT AIRPORT: FIRST MARVEL, THEN TAKE OFF

There is a get-away atmosphere all year round at Frankfurt Airport. Even out of the classical high season you will find an airport at which business never sleeps. We are **the biggest travel hub in Germany** and the third biggest in Europe. The market leader in German airport advertising, we offer the **most innovative solutions**, individual design, and an experience of the industry which is now five decades old.

International

Global players and business travellers fly via Frankfurt to the whole world. With all the changes in recent times, air journeys have become something special and even more significant. So it is that joyful anticipation and a get-away atmosphere are typical of our gates. There your advertising messages will catch an **attraction-hungry decision-making public** with a cosmopolitan mind-set. This **affluent target group** brings with it plenty of relaxed time for persuasive advertising impressions: on average, an air traveller spends 240 minutes with us.

Innovative

For your advertising message at Frankfurt Airport we roll out the gangway and red carpet. For every message we offer the **best and most modern facilities**. Our ultra-modern digital screens define the **state of the art in airport advertising**. No matter whether, seen from afar, you occupy the Tower or a glass bridge, or tell moving digital stories, or prefer smart promotions or special configurations, or aim to spark a desire to make a purchase in a quite targeted way – we are there at all times with the right format.

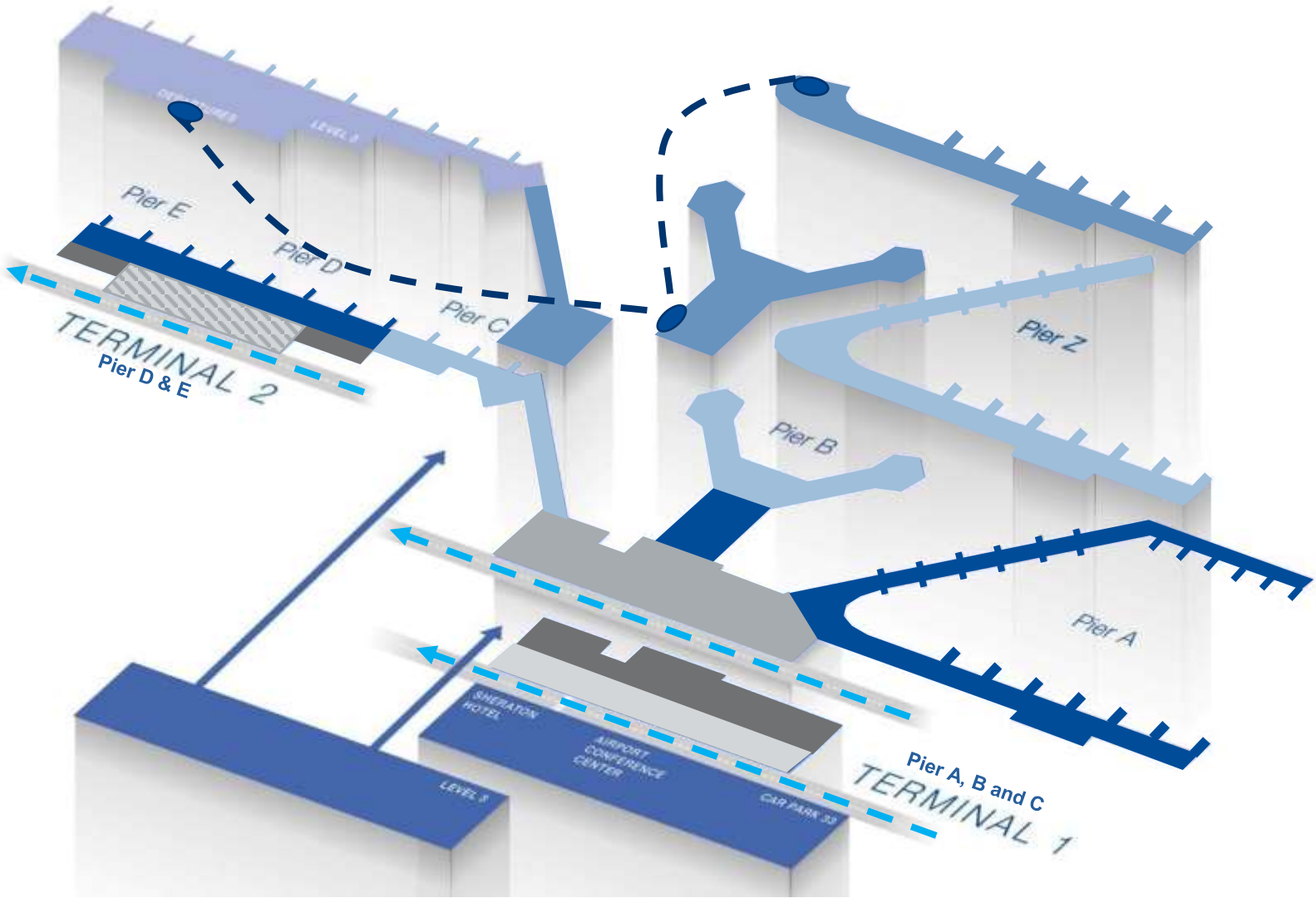
Reliable

Thanks to **regular market research and passenger surveys**, we not only know quite precisely who is flying with us and when –with **innovative advertising measurement** we can also prove to you how your campaign is going down among your target group and how at our end you can reach all KPIs with no trouble at all. For us, reliably measurable programmatic advertising is no longer a mere futuristic vision; we have the whole reality, here and now.

Sustainable

Advertising with Media Frankfurt is **always more impressive and far reaching** than is thought. With our **excellent networking** within the German airports and, via our **partners JCDecaux**, across to international partner airports, you can extend your campaign to the arrival gates of other destinations. Clever storytelling starts in Frankfurt and then spans the whole globe.

FRANKFURT AIRPORT



Areas of the airport

Landside

Check-in halls

Arrival halls

Airside

Schengen arrivals & departures

Non-Schengen departures

Non-Schengen arrivals

Baggage claim areas

Transportation

PTS-train and stations

Public roads

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2. TERMINAL

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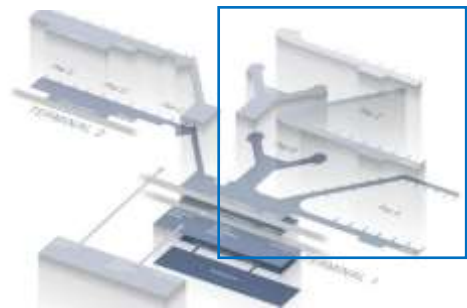
Zurich

- [Digital Welcome Network ZRH](#)
- [Digital Departure Network ZRH](#)
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DETAILS FRANKFURT AIRPORT

TERMINAL 1

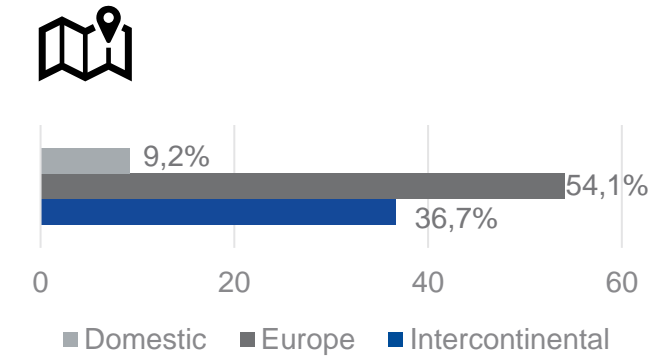
LOCATION



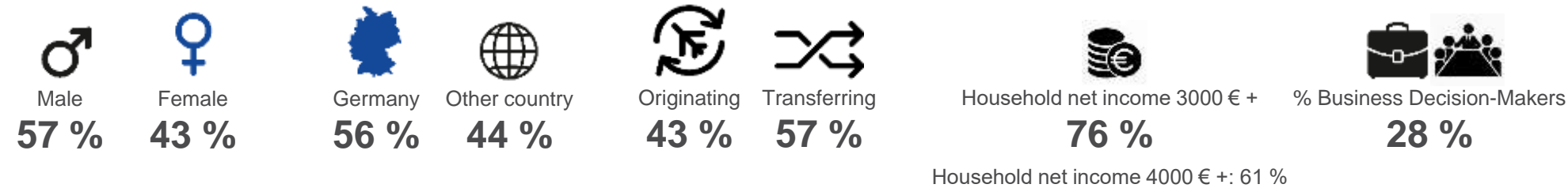
FLIGHT PROFILE

-  **Passenger Volume 2022:**
42,75 Mio.
-  **Top Destinations:**
Berlin, Hamburg, Munich, London, Palma de M.
-  **Top Country Destinations:**
USA, Germany, Spain, Italy, UK, Turkey
-  **Top Airlines:**
Lufthansa + Star Alliance Partner, Condor

DESTINATIONS



PASSENGER PROFILE





THE START OF YOUR UNFORGETTABLE ADVERTISING TRIP

Terminal 1 at Frankfurt Airport combines the busy atmosphere of the most-frequented areas of the airport with the exclusivity of a high-quality environment. Here curiosity, a love of travel and high purchasing power combine to create a stage for the broadest repertoire of advertising.

Your target group is first class. The proportion of business travellers is an exceptional 38 percent. But this figure is even more amazing: 69 percent of decision makers are to be met with here.

Six out of ten passengers are taking connecting flights, need to bridge waiting times, and during their stopover are grateful for good entertainment and your exciting invitations.



TERMINAL 1

Schengen Airside



WE EXTEND THE SPREAD OF YOUR BRAND

Frankfurt continues to be the most important and most efficient travel hub in Germany. 12 percent of all flights at Terminal 1 are domestic journeys, 50 percent head to destinations within Europe.

With Media Frankfurt you will give your communication proverbial wings and attract exceptional attention among air travellers from Germany and the Schengen area.

DIGITAL BUSINESS BOARD

TERMINAL 1 – SCHENGEN

Now possible:
Your message
in 3D!



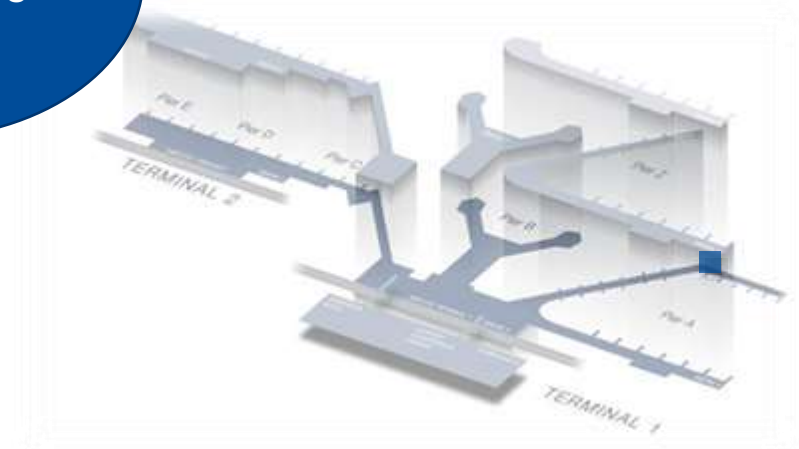
25 m²

Business travellers, frequent
flyers, lounge visitors

90% Lufthansa gates

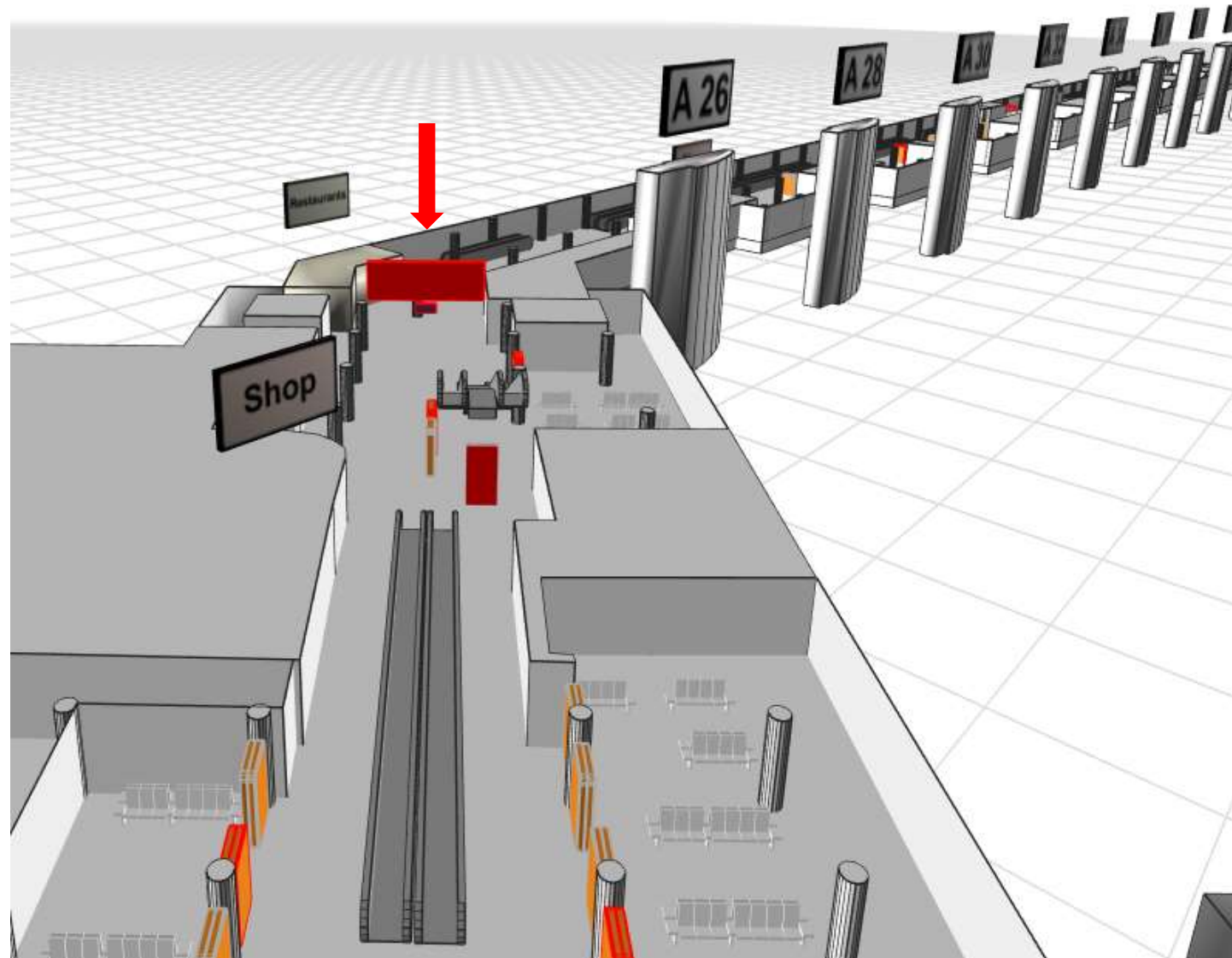
Your advertising – flying high

- You couldn't get a bigger presence: this large screen, measuring an impressive 25 m², is the only one in the immediate vicinity of this area. The central Digital Business Board catches the eye at once and is the ideal stage for your impressive commercials in landscape format.
- At a top location opposite the most important walkways in Terminal 1, you will achieve exceptional contact quality – whether among business travellers, frequent flyers, or lounge visitors.
- 90 percent of all Lufthansa gates are reached from here.
- New and innovative: Grab extra attention by presenting your brand message with moving 3D images



Resource number:	109-0001
Location:	Terminal 1, area A, gate 26
Quantity:	1
Slots:	1/4
Runtime:	1 week (starting from Monday)
Ad length:	10/20 sec. possible
Price*:	€ 18,420
Other costs*:	€ 1,750 handling fee
Size:	8.84 m x 2.88 m 4 mm Pixel, 2160 x 720 px

DIGITAL BUSINESS BOARD



DIGITAL BUSINESS SPACE

TERMINAL 1 - SCHENGEN



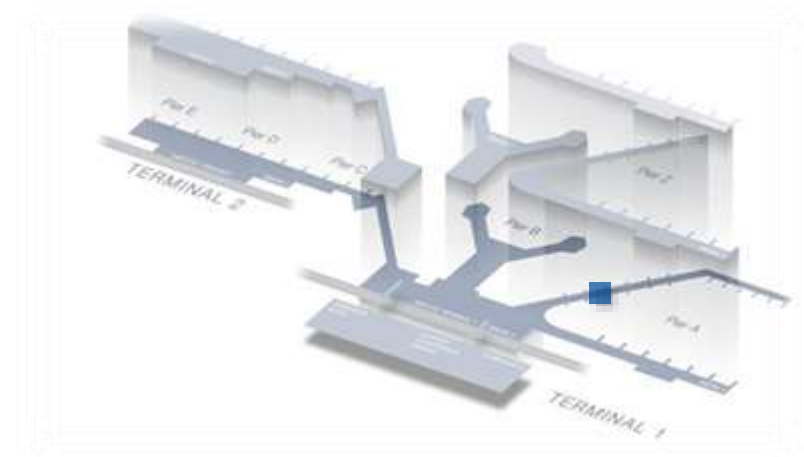
Luminous design

Central location

Business target group

Your Business Partner at Pier A

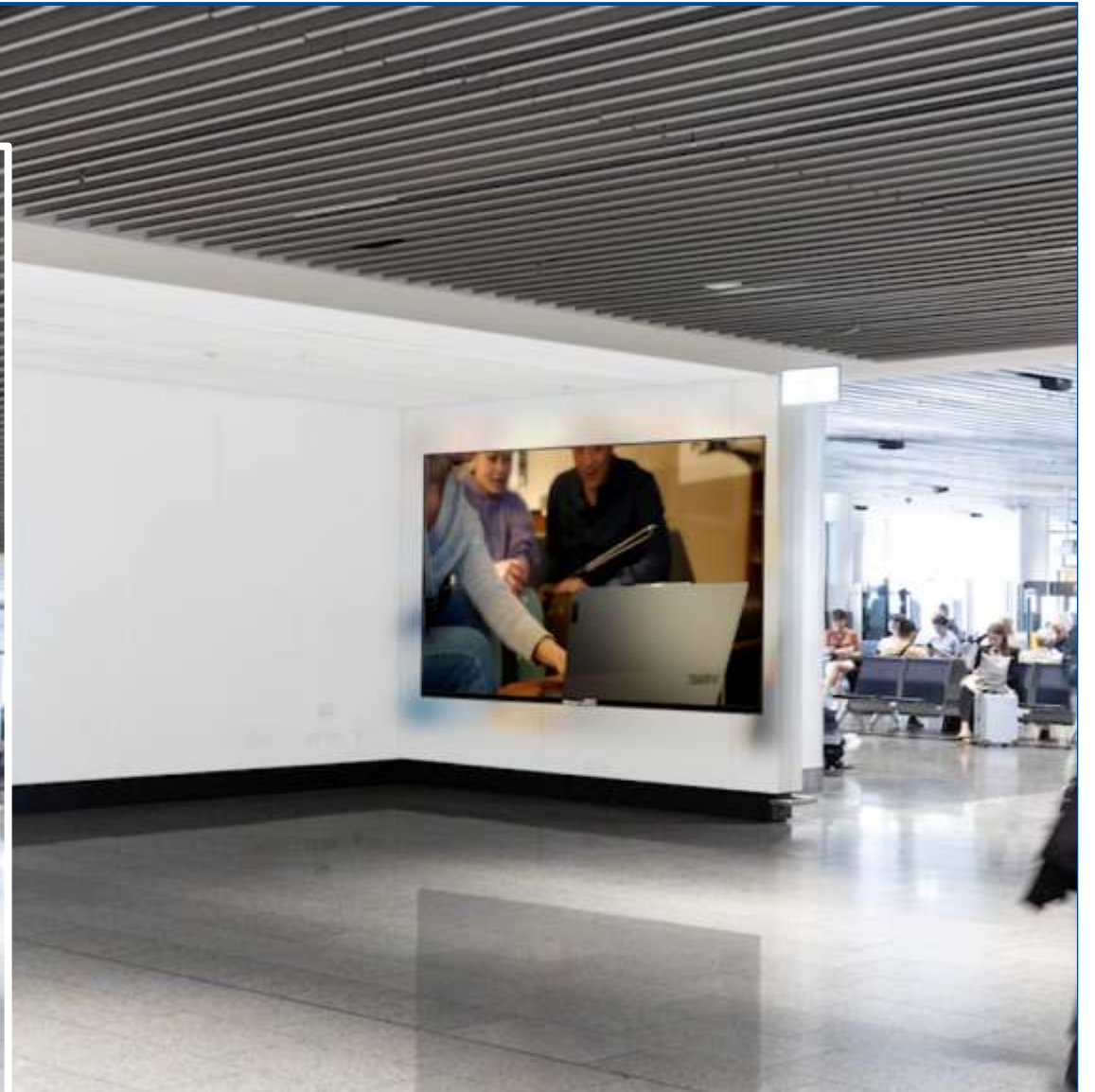
- Reach international business travellers and decision-makers in the busy Terminal 1 Pier A of Germany's largest airport.
- Catch the eye with a luminous placement in the focal point!
- Book our Digital Business Space (also exclusively including an entire wall branding) for a full-scale presence in the business hotspot!



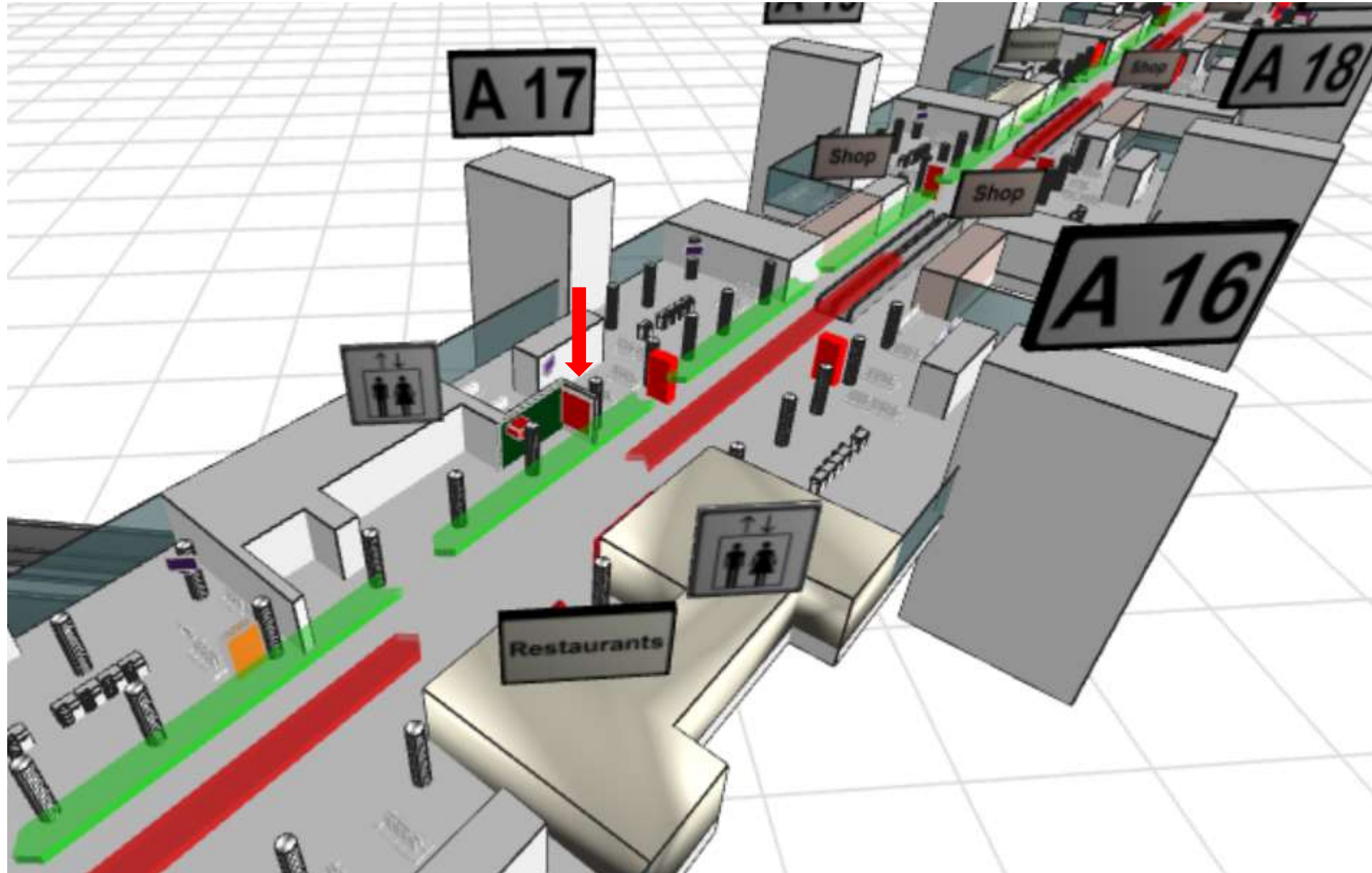
Resource number:	111-0001
Location:	Terminal 1, area A, gate 17
Quantity:	1
Slots:	1/3
Runtime:	1 week (starting from Monday)
Ad length:	10-30 sec. possible
Price*:	€ 14,700
Other costs*:	€ 1,750 handling fee
Size:	3 m x 1.7 m (16:9)

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

Exclusive booking



DIGITAL BUSINESS SPACE



DIGITAL BUSINESS SPACE – EXCLUSIVE BOOKING

TERMINAL 1 - SCHENGEN



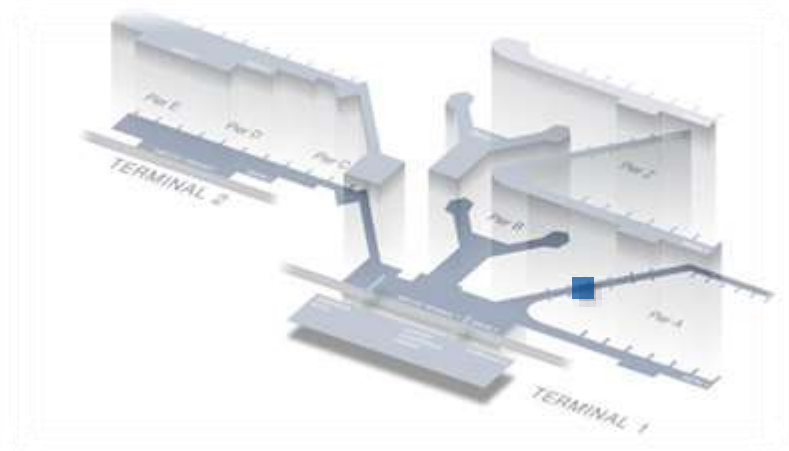
Luminous design

Central location

Business target group

Your Business Partner at Pier A

- Reach international business travellers and decision-makers in the busy Terminal 1 Pier A of Germany's largest airport.
- Book our Digital Business Space exclusively including an entire wall branding – for a full-scale presence in the business hotspot!
- Catch the eye with a luminous placement in the focal point!



Resource number:	111-0001
Location:	Terminal 1, area A, gate 17
Quantity:	1
Slots:	Exclusive
Runtime:	4 weeks (starting from Monday)
Ad length:	10-60 sec. possible
Price*:	€ 64,000
Other costs*:	€ 1,750 handling fee € 9,279 Production costs including column wraps
Size:	3 m x 1.7 m (16:9)

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOX AIRSIDE – DEPARTURES

TERMINAL 1 – SCHENGEN



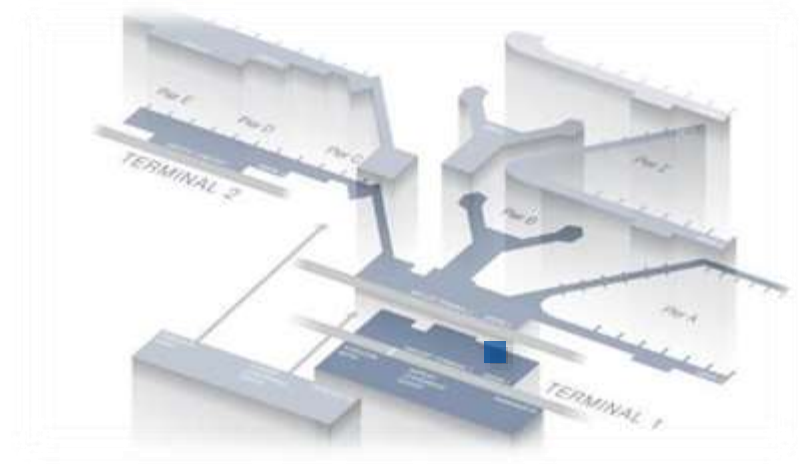
High income target group

Between security checks and marketplace

Spontaneous buyers

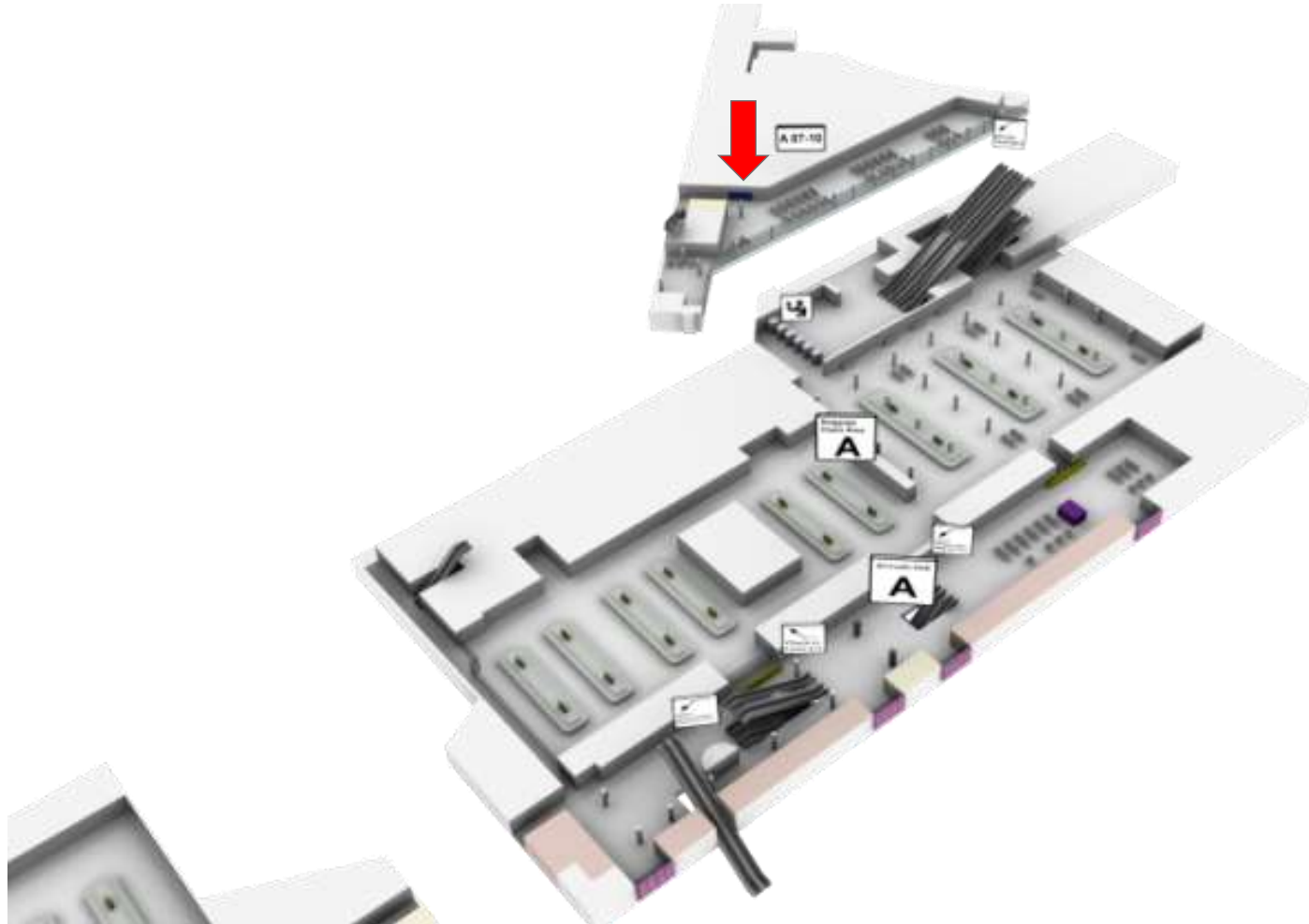
Optimum start conditions for you at Pier A

- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- This advertising space invites people to stroll and shop and sparks ideas for spontaneous purchases in the nearby shops.
- Along with effective sale advertising, the KingSize Lightbox is also well suited to persuasive brand advertising – particularly for international brands, which thus get more spread.



Resource number:	010-0002
Location:	Pier A, level 1
Quantity:	1
Passenger type:	Departures – apron positions inside Germany and Schengen
Runtime:	1 month
Price*:	€ 9,310
Other costs*:	€ 1,747 production costs
Size:	4,071 x 1,278 mm

KINGSIZE LIGHTBOX AIRSIDE – DEPARTURES



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS

TERMINAL 1 – SCHENGEN



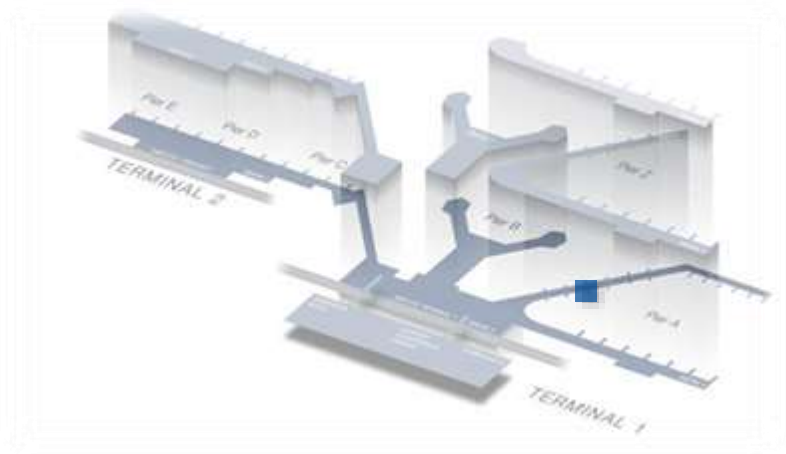
Schengen, domestic and international target group

Business travellers

Unmissable

Attention please – at the gates on Pier A

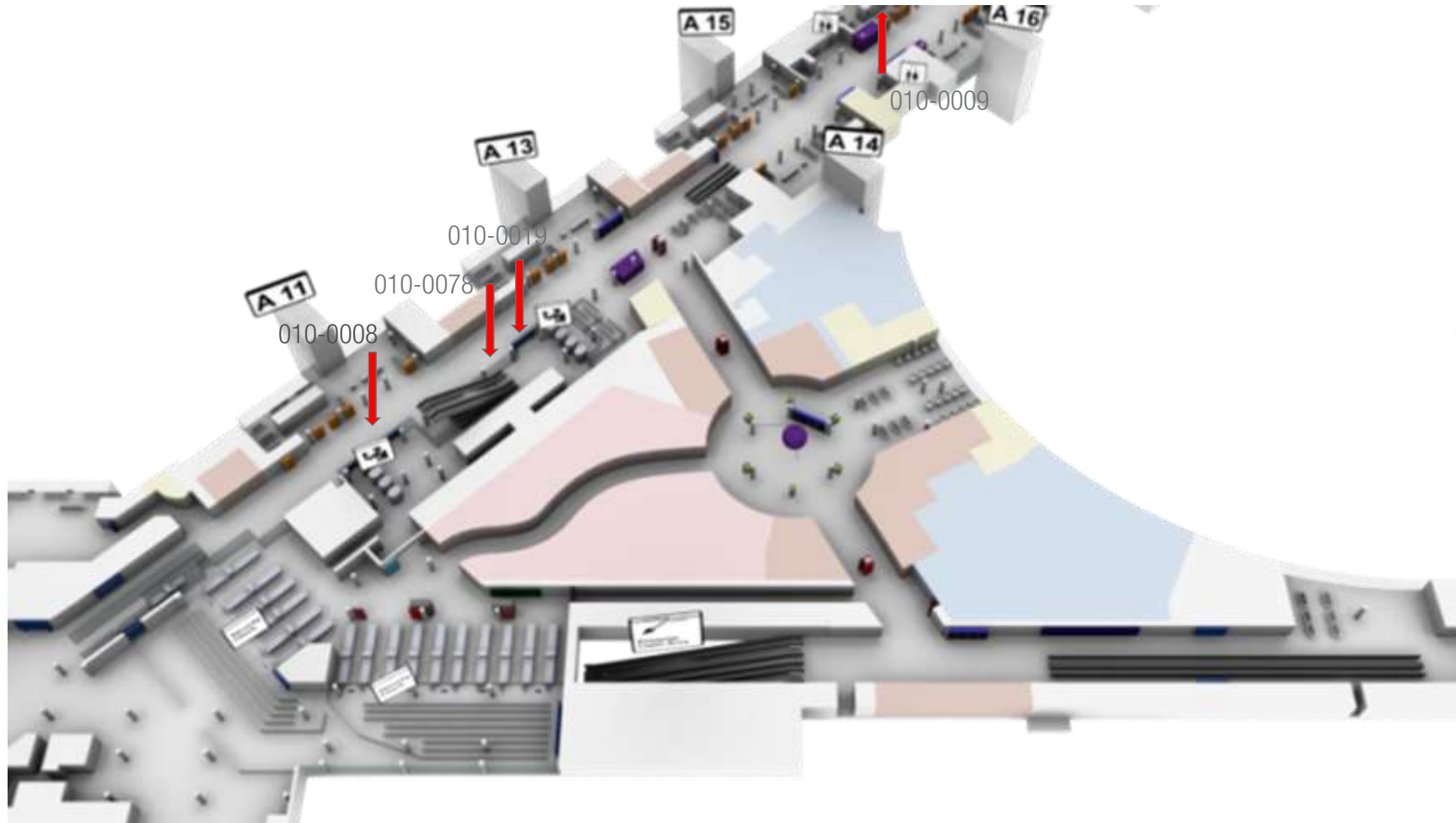
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At this point both arriving, departing and connecting travellers are moving around. A perfect place to impress them with your claim in maxi-size.
- These 7 m2 – with brilliant back lighting – are ideal for medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for brand advertising – particularly for international brands.



Resource number:	010-0008 / -0009 / -0019 / -0078
Location:	Pier A, level 2, opposite gate A11 / A13 / A17
Quantity:	1
Passenger type:	Departures, arrivals, domestic, Schengen and international
Runtime:	1 month
Price*:	€ 25,270 per site
Other costs*:	€ 1,853 production costs
Size:	5,556 x 1,278 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS

TERMINAL 1 – SCHENGEN



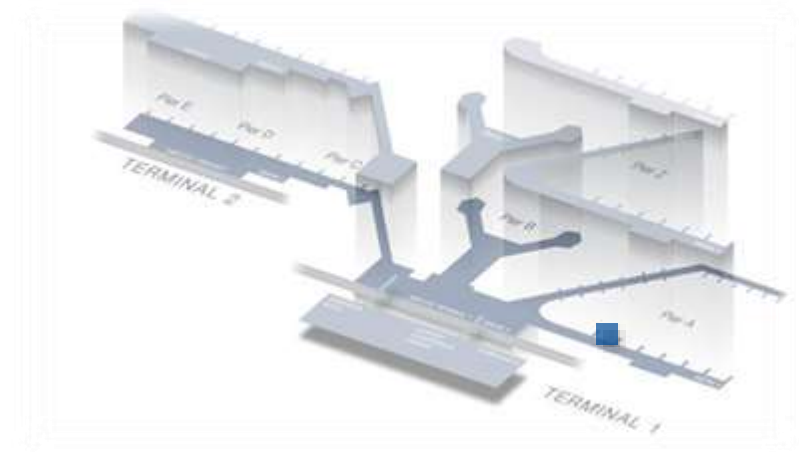
Schengen, domestic and international target group

Business travellers

Unmissable

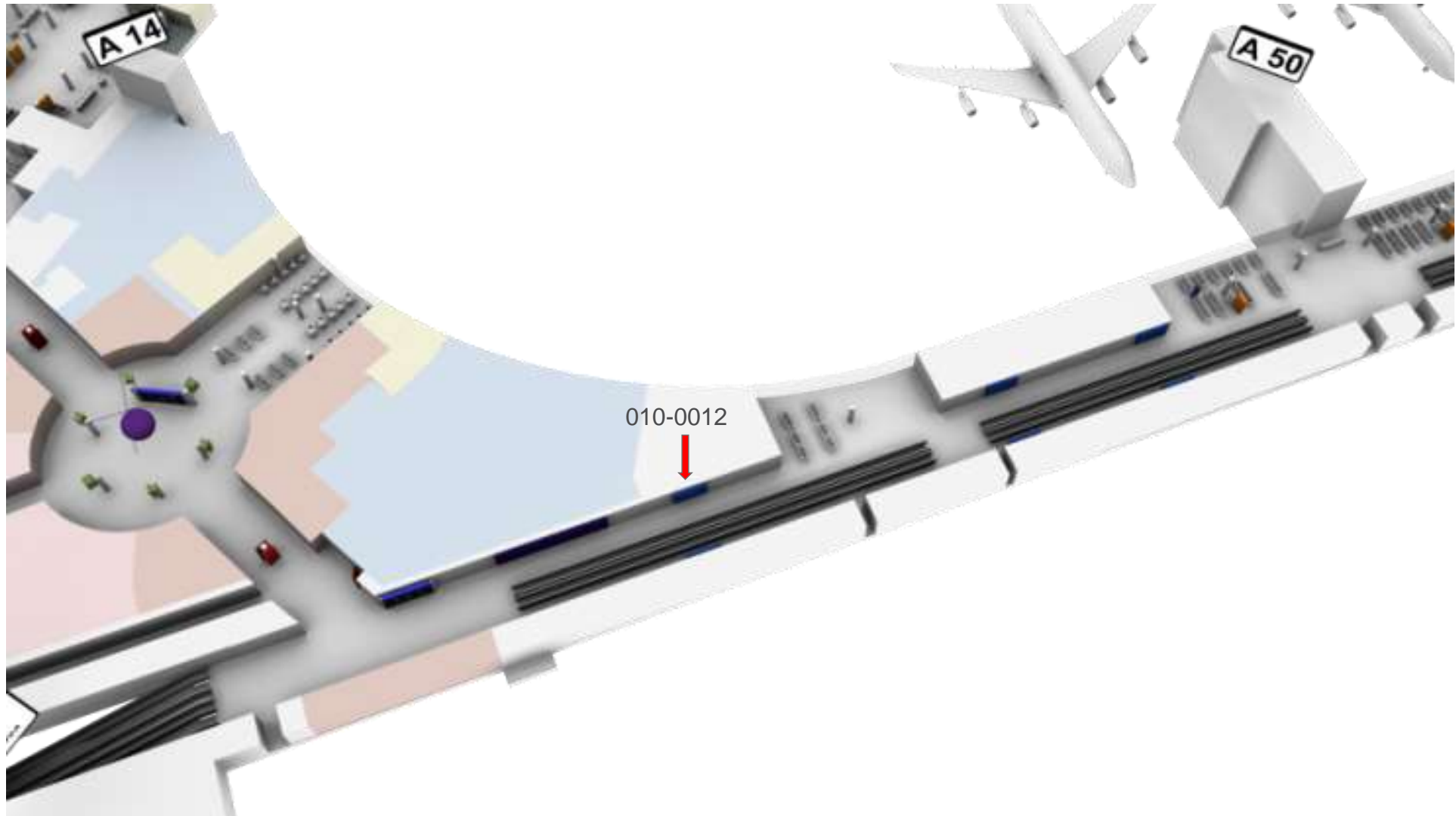
Attention please – at the extension to Pier A

- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At this point both arriving, departing and connecting travellers are moving around. A perfect place to impress them with your claim in maxi-size.
- These 10 m2 – with brilliant, attention-grabbing back lighting – are ideal for medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for brand advertising – particularly for international brands.



Resource number:	010-0012
Location:	Pier A extension, level 2
Quantity:	1
Passenger type:	Departures, arrivals, domestic, Schengen and international
Runtime:	1 month
Price*:	€ 14,550
Other costs*:	€ 2,253 production costs
Size:	4,227 x 2,260 mm

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS

TERMINAL 1 – SCHENGEN



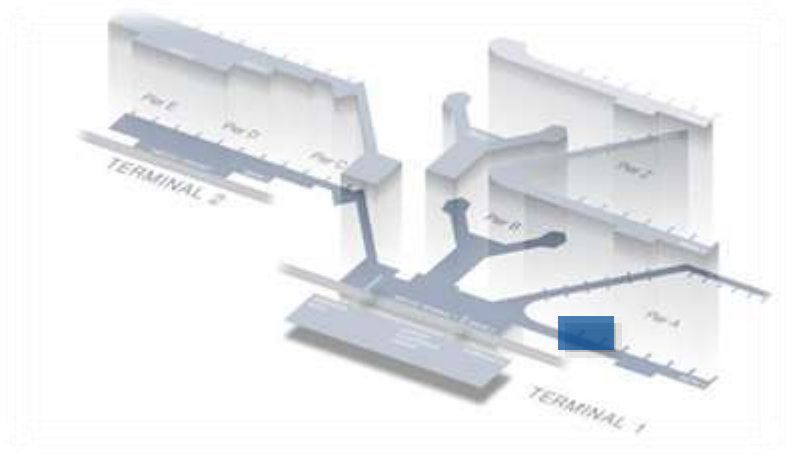
Schengen, domestic and international target group

Business travellers

Unmissable

Attention please – at the extension to Pier A

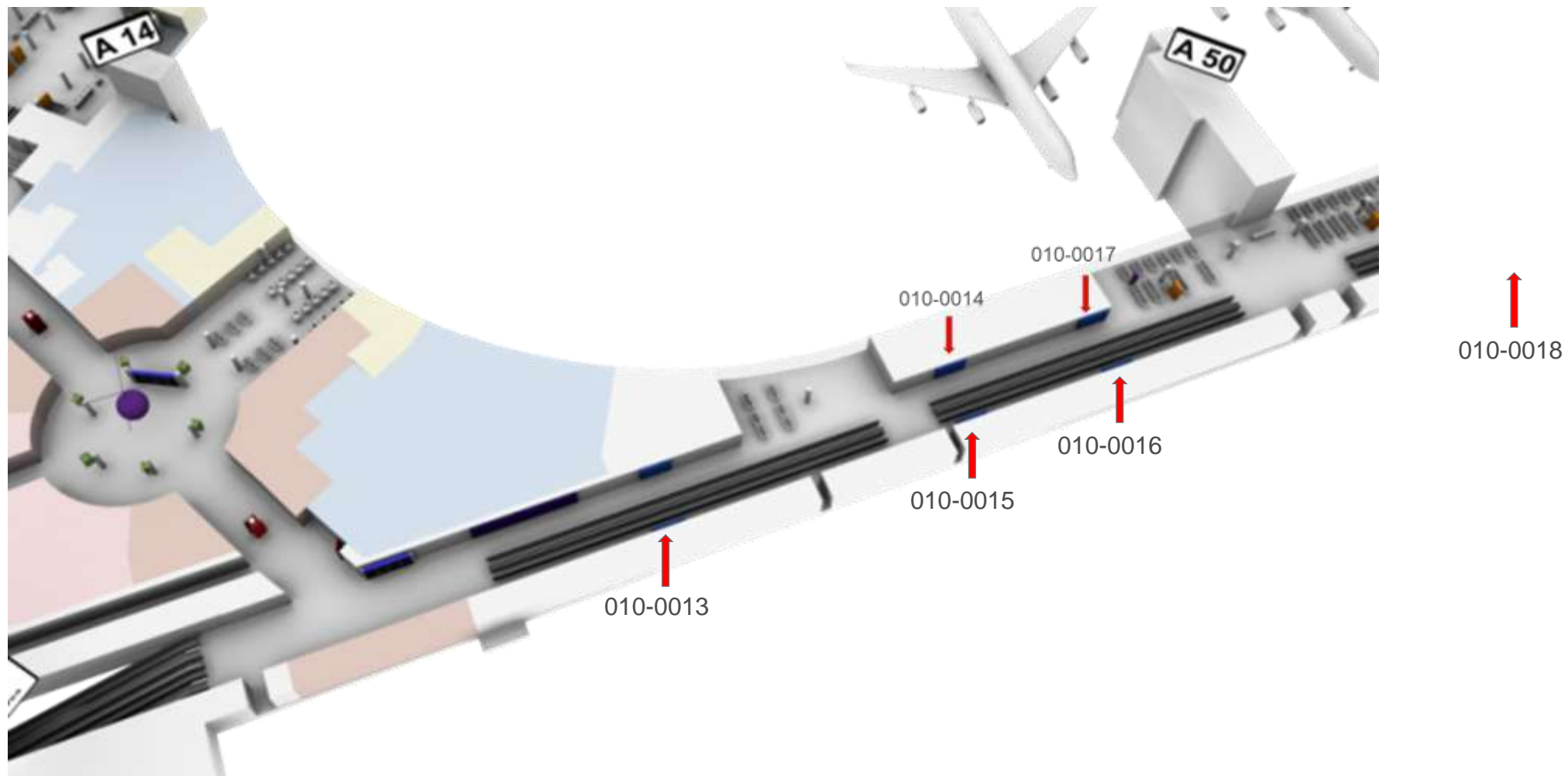
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At this point both arriving and departing travellers are moving around. A perfect place to impress them with your claim in maxi-size.
- These 13 m2 – with brilliant, attention-grabbing back lighting – are ideal for medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for brand advertising – particularly for international brands.



Resource number:	010-0013 / -0014 / -0015 / -0016 / -0017 / -0018
Location:	Pier A extension, level 2
Quantity:	6
Passenger type:	Departures, arrivals, domestic, Schengen and international
Runtime:	1 month
Price*:	€ 23,590 per site
Other costs*:	€ 2,958 production costs per site
Size:	5,715 x 2,258 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS

TERMINAL 1 – SCHENGEN



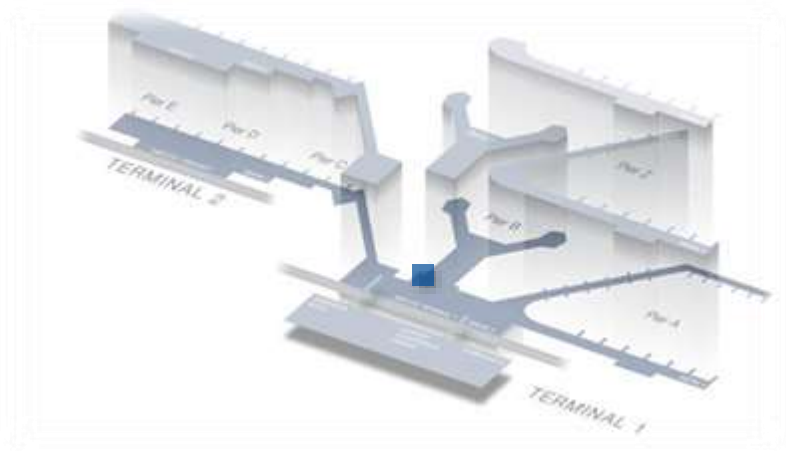
Schengen, domestic and international target group

Business travellers

Unmissable

Attention please – at Pier B East

- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At this point both arriving, departing and connecting travellers are moving around. A perfect place to impress them with your claim in maxi-size.
- These 7 m2 – with brilliant, attention-grabbing back lighting – are ideal for medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for brand advertising – particularly for international brands.



Resource number:	010-0030
Location:	Pier B east, level 2
Quantity:	1
Passenger type:	Domestic, Schengen, departures – non-Schengen
Runtime:	1 month
Price*:	€ 21,430
Other costs*:	€ 1,853 production costs
Size:	5,556 x 1,278 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS

TERMINAL 1 – SCHENGEN



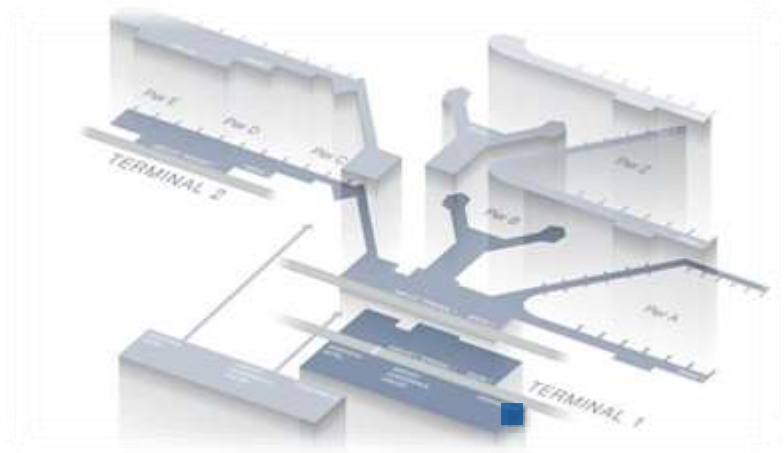
Highest contact density

Guaranteed attention

Affluent target group

Attention please – directly in front of the baggage claim area

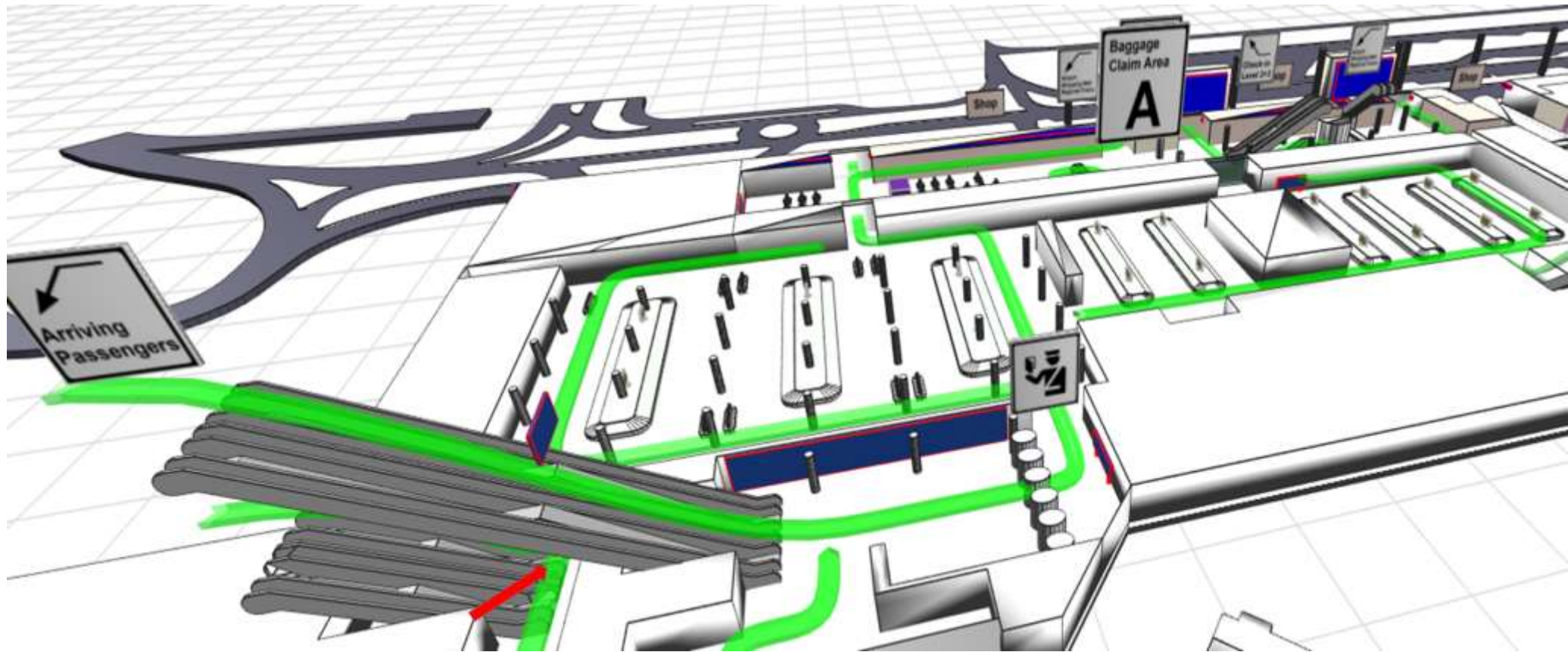
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- Immediately in front of the baggage claim area, you will reach many national and international, high-income arriving passengers.
- These 13 m2 – with brilliant, attention-grabbing back lighting – are ideal for medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for brand advertising – particularly for international brands.



Resource number:	010-0004
Location:	Pier A extension, arrivals level 1, to baggage claim area
Quantity:	1
Passenger type:	Arrivals from level 2 – domestic and Schengen
Runtime:	1 month
Price*:	€ 29,610
Other costs*:	€ 2,958 production costs
Size:	5,715 x 2,258 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS



KINGSIZE LIGHTBOXES SECURITY CHECK – DEPARTURES

TERMINAL 1 – SCHENGEN



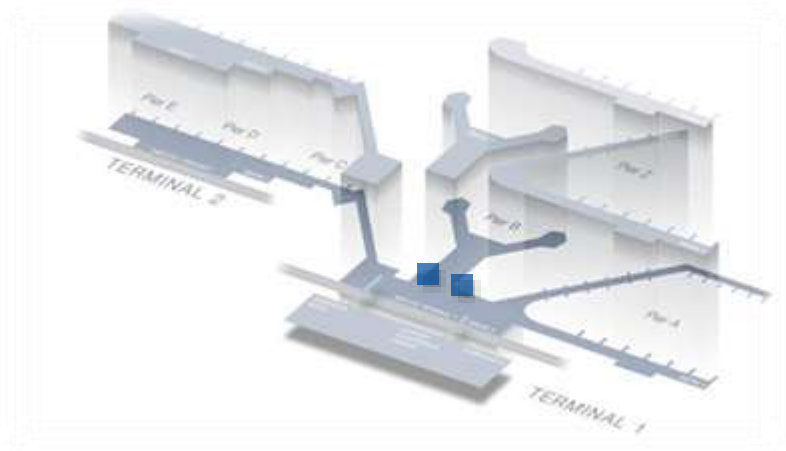
Highest contact density

Guaranteed attention

Pinpoint targeting

Attention please – directly at the security checks at Pier B

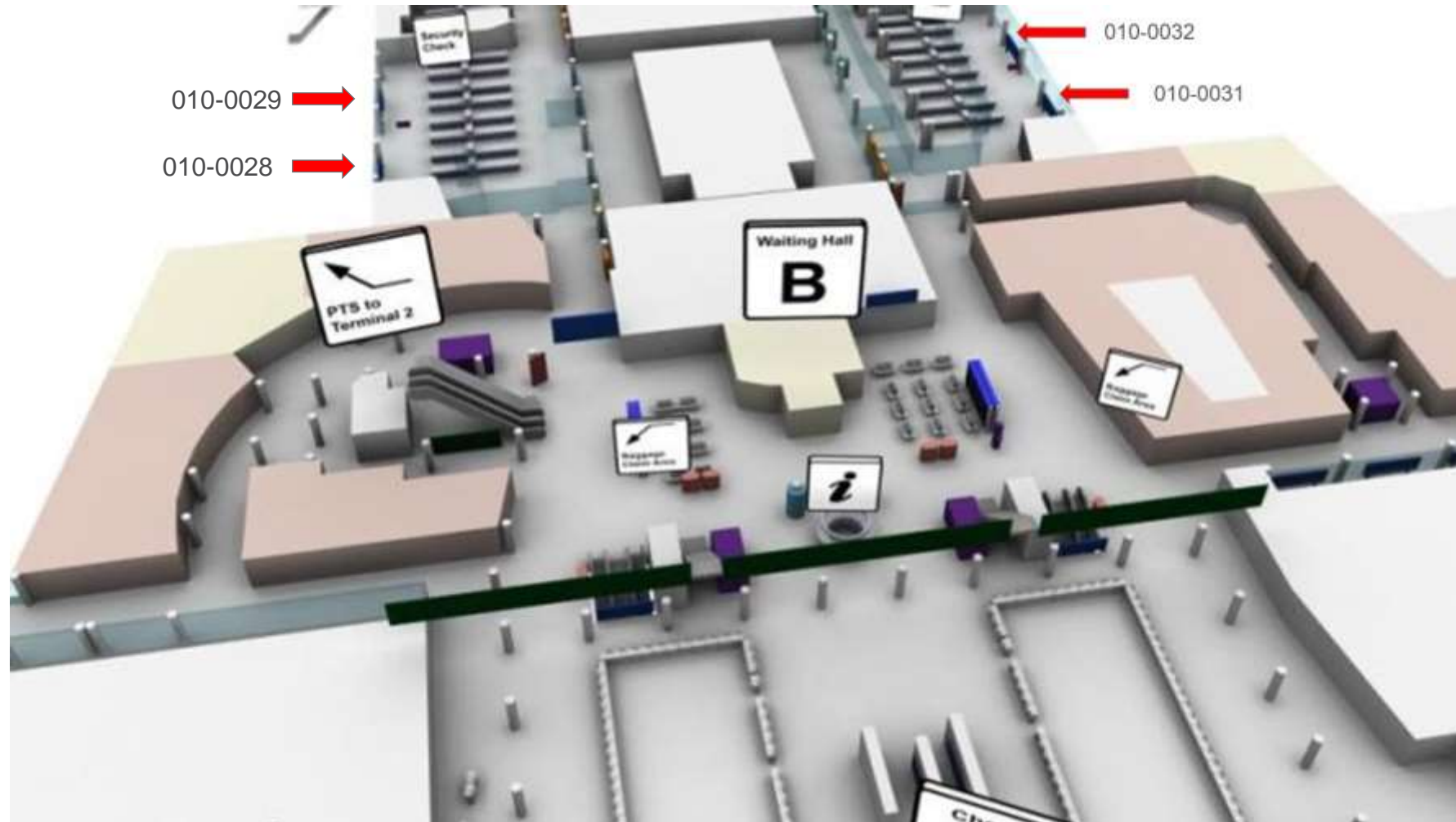
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- The security checkpoints are a bottleneck for passengers and provide a guarantee that they will give you their undivided attention.
- On average, departing travellers are involved for 10 minutes at the security check and during their waiting time are glad to be surprised by some entertaining content.
- The contact density at this point is unbeatable.



Resource number:	010-0028 / -0029 / -0030 /-0031 / -0032
Location:	Security check pier B east and B west, level 2
Quantity:	1 each
Passenger type:	Departures – domestic, Schengen-Europe, international non-Schengen
Runtime:	1 month
Price*:	€ 21,430 per site
Other costs*:	€ 1,853 production costs per site
Size:	5,556 x 1,278 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES SECURITY CHECK – DEPARTURES



PLATINUM WALL

TERMINAL 1 – SCHENGEN

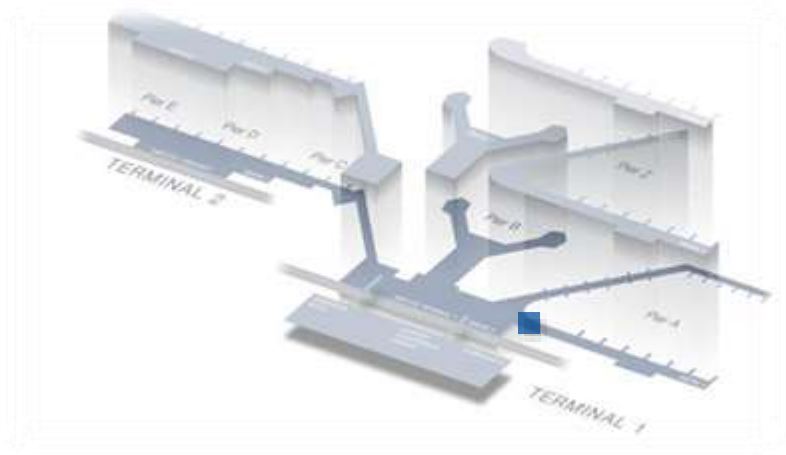


High-frequency routes

Wide format

Schengen target group

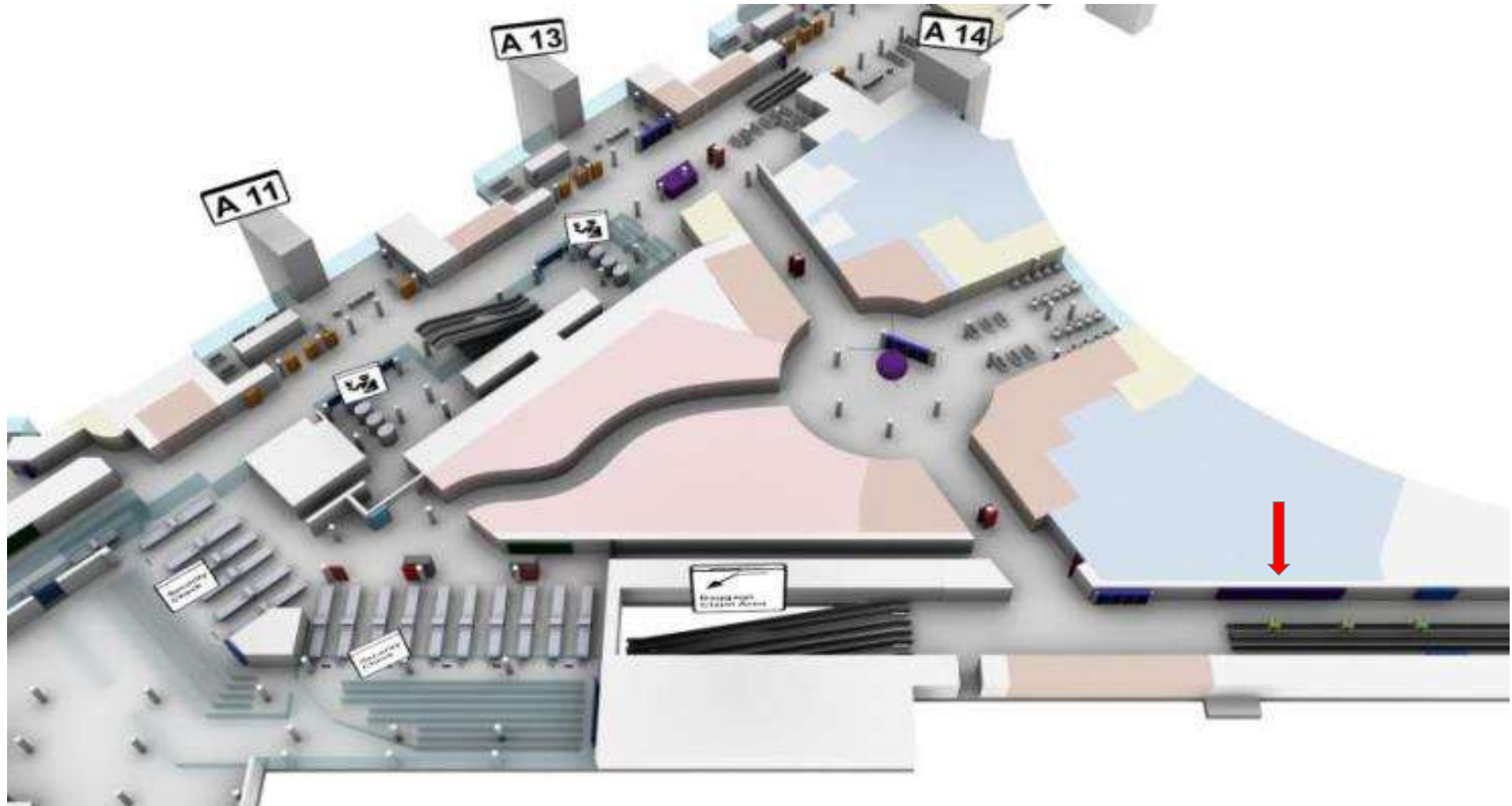
- Your special-length companion**
- Your advertising on the Platinum Wall accompanies the passengers along their way on the travellers at Pier A to the gates and the market places.
 - The exceptional format of nearly 16.5 metres in length stays in the memory for a long time.
 - At this high-footfall point you will reach both arriving and departing travellers who are moving within Germany and in the Schengen area. And international passengers – e.g. from the USA – also pass the Platinum Wall.



Resource number:	012-0001
Location:	Level 2, pier A
Quantity:	1
Passenger type:	Departures, arrivals, domestic, Schengen and international
Runtime:	3 months
Price*:	€ 65,900 / month
Other costs*:	€ 5,432 production costs
Size:	16,139 x 2,260 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PLATINUM WALL



WALL PANELS – ARRIVALS / DEPARTURES

TERMINAL 1 – SCHENGEN



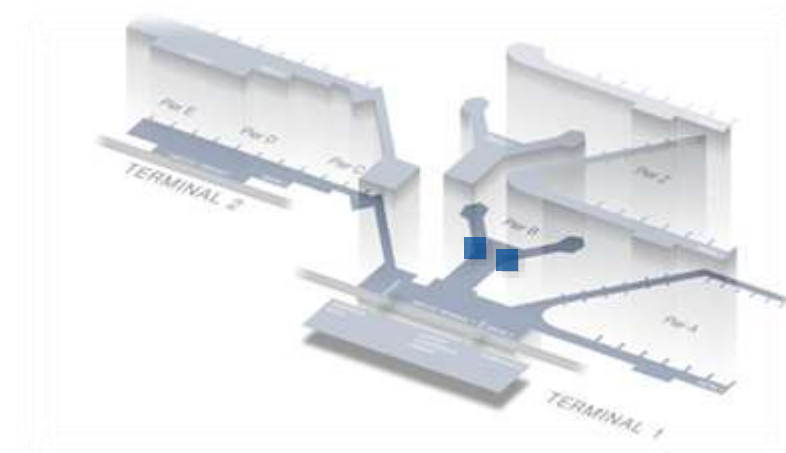
Departures / arrivals

Highly frequented locations

Shopping impulses

Your first-class contact upgrade at Pier B

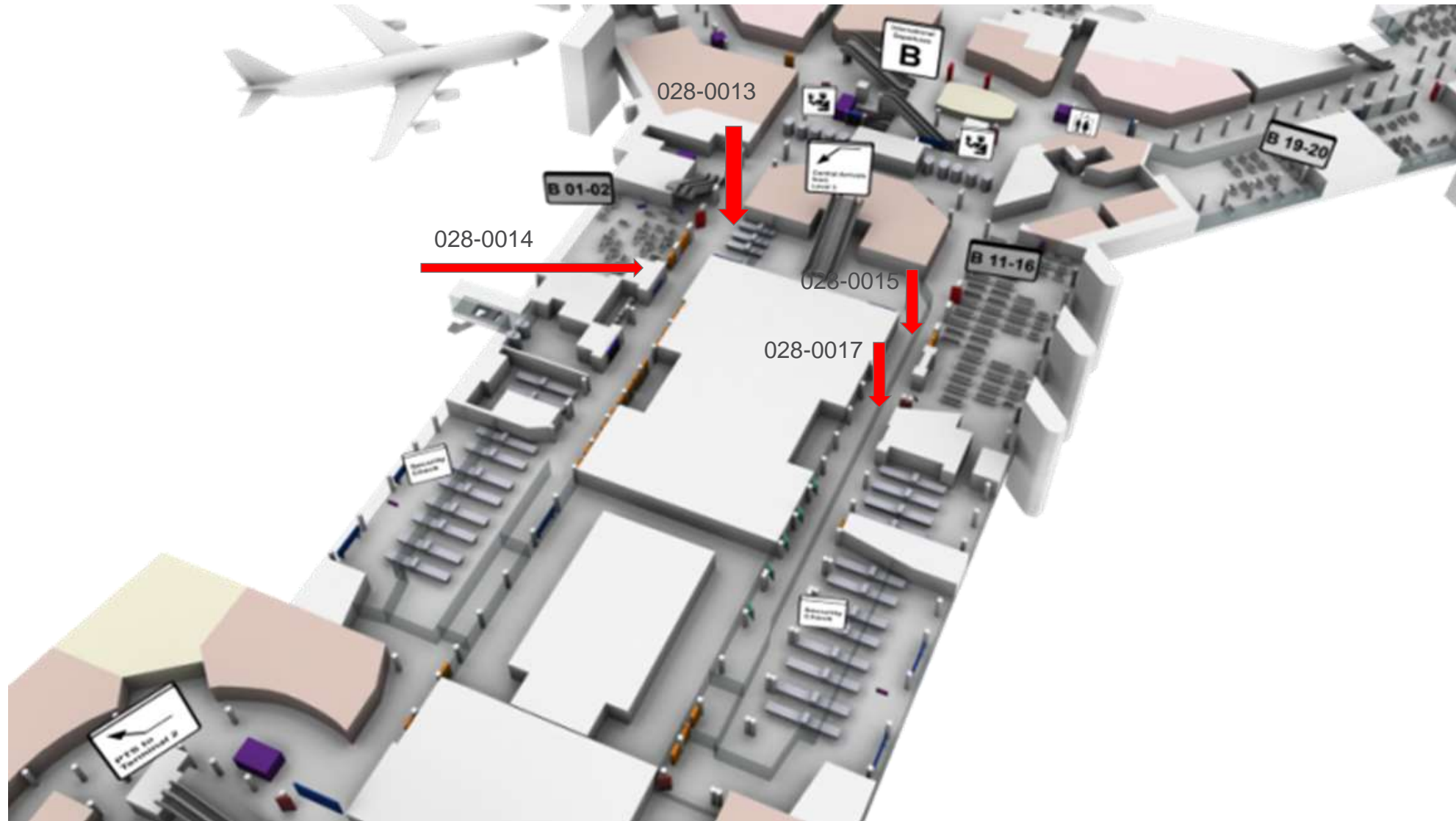
- The wall panels at high-footfall locations strike the eye directly due to their unmissable position.
- Effectively and directly they supply irresistible triggers for impulse shopping on a visit to the travel, retail or duty-free shop.
- Here you will reach departing and arriving Schengen passengers and passengers with further destinations.
- On 6 m2 at the access point to Pier B, the wall panels ensure a constant presence for your brand at Frankfurt Airport.



Resource number:	028-0013 / -0014 / -0015 / -0016 / -0017
Location:	Pier B east and B west, level 2
Quantity:	1
Passenger type:	Departures, arrivals
Runtime:	1 month
Price*:	€ 8,980 per site
Other costs*:	3.600 x 1.800 mm € 1,053 production costs per site 3.190 x 1.800 mm € 1,158 production costs per site
Size:	3,190 x 1,800 mm / 3,600 x 1,800 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

WALL PANELS – ARRIVALS / DEPARTURES



WALL PANELS – ARRIVALS / DEPARTURES

TERMINAL 1 – SCHENGEN



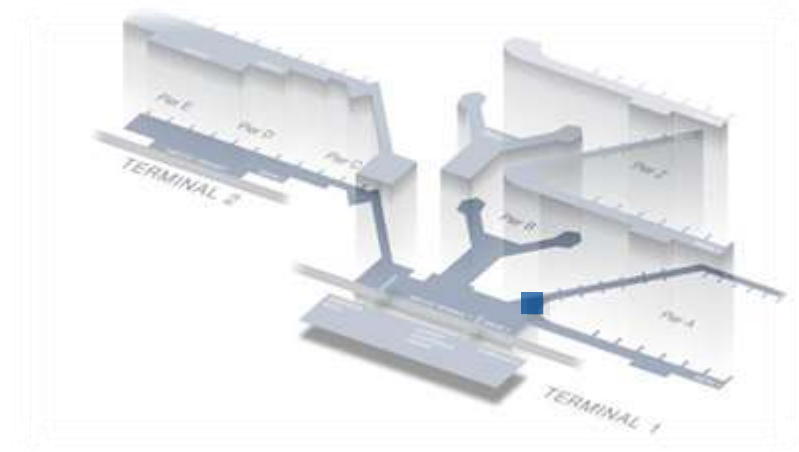
Departures / arrivals

Highly frequented locations

Schengen passengers

Your first-class contact upgrade at Pier A

- The wall panels at high-footfall locations strike the eye directly due to their unmissable position.
- Effectively and directly they supply irresistible triggers for impulse shopping on a visit to the travel, retail or duty-free shop.
- Here you will reach mainly departing and arriving Schengen passengers at Pier A.
- On 6 m² at the access point to Pier A, the wall panels ensure a constant presence for your brand at Frankfurt Airport.



Resource number:	028-0021
Location:	Pier A access to gates A1-5, Level 2
Quantity:	1
Passenger type:	Departures, arrivals
Runtime:	1 month
Price*:	€ 11,890
Other costs*:	€ 1,632 production costs
Size:	3,190 x 1,800 mm

WALL PANELS – ARRIVALS / DEPARTURES



WALL PANELS – ARRIVALS / DEPARTURES

TERMINAL 1 – SCHENGEN



028-0042

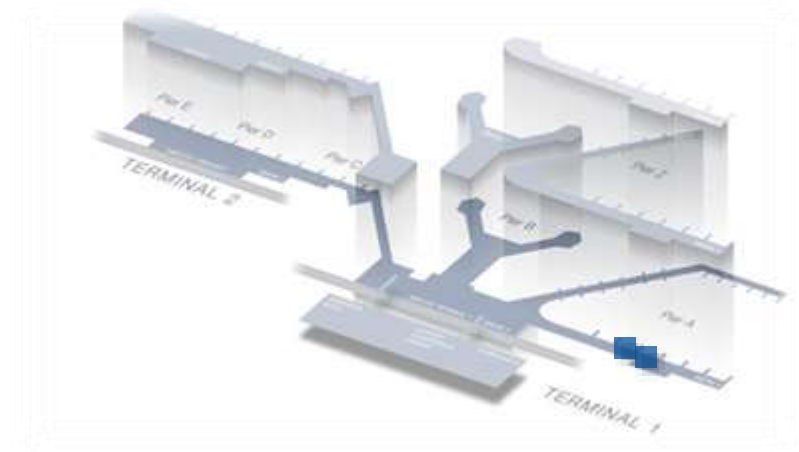
Ideal for B2B advertising

Highly frequented locations

Shopping impulses

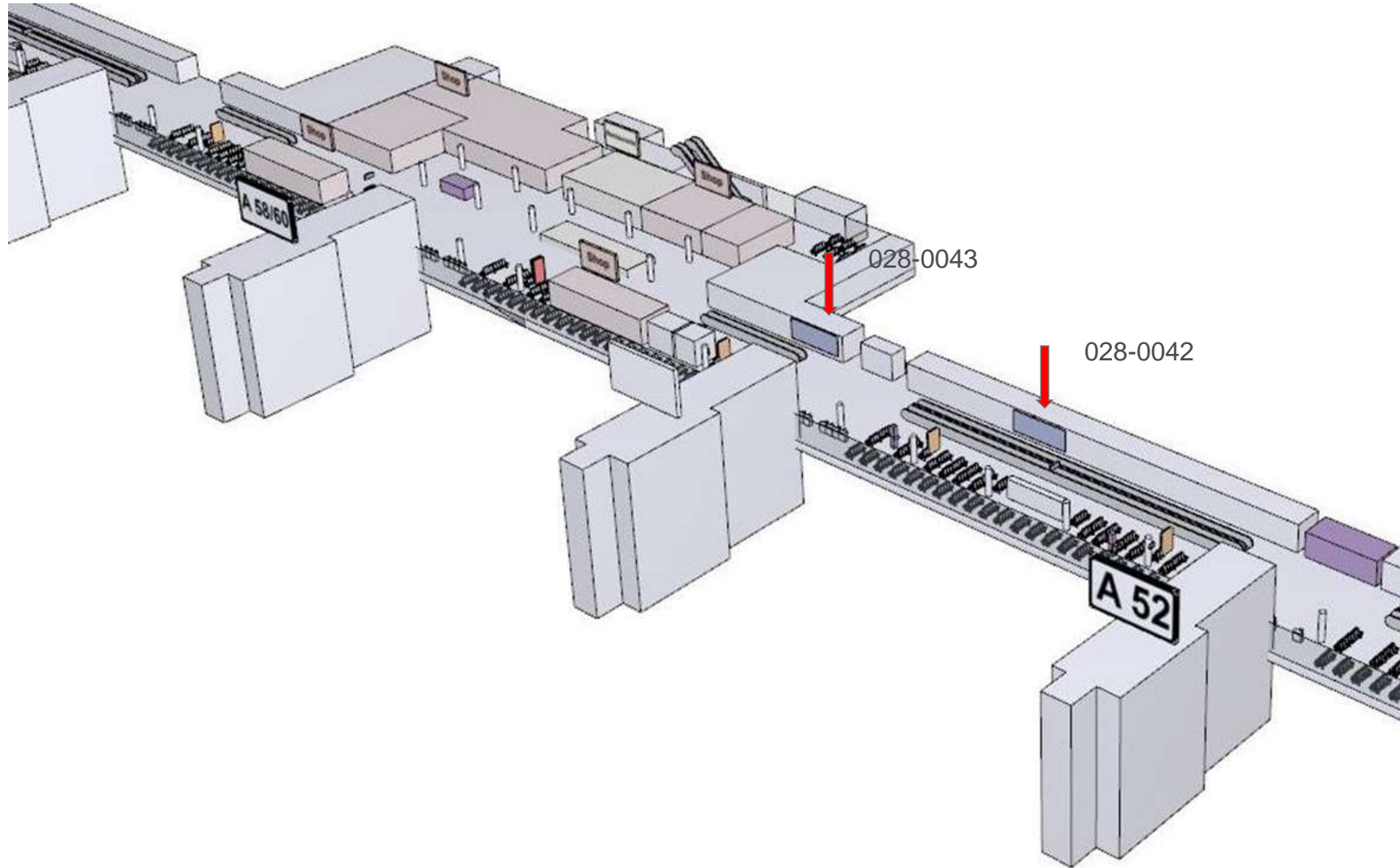
Your first-class contact upgrade at Pier A

- The wall panels at high-footfall locations strike the eye directly due to their unmissable position.
- Effectively and directly they supply irresistible triggers for impulse shopping on a visit to the travel, retail or duty-free shop.
- Here you will reach mainly departing and arriving Schengen passengers at Pier A.
- On 9 m² along the travellers, these strong landscape formats will ensure your brand has a constant present at Frankfurt Airport.



Resource number:	028-0042 / -0043
Location:	Pier A, level 2
Quantity:	1
Passenger type:	Departures, arrivals, domestic, Schengen and international
Runtime:	1 month
Price*:	€ 10,750 per site
Other costs*:	€ 1,148 production costs per site
Size:	5,000 x 1,800 mm

WALL PANELS – ARRIVALS / DEPARTURES



WALL WRAP

TERMINAL 1 – SCHENGEN



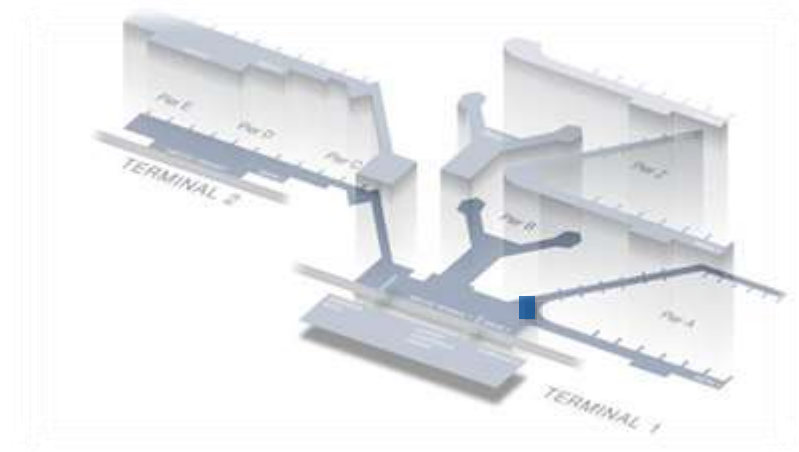
360° branding

B2B campaigns

Business travellers

Your format for a change of perspective

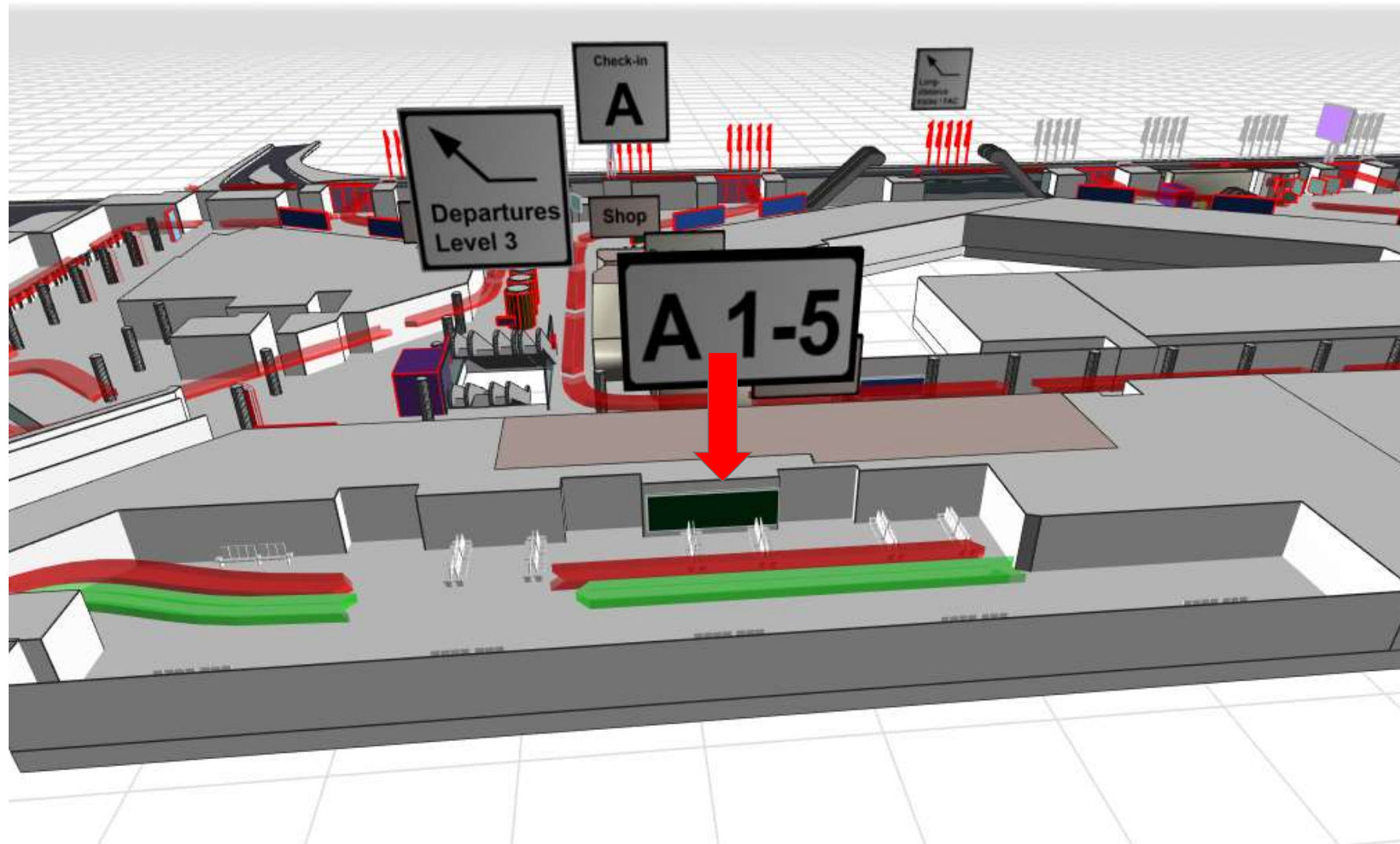
- This exceptional space offers your branding a far-reaching 180-degree impression in all directions.
- At this point an above-average number of business travellers are on their way. Which is why the Wall Wrap offers an optimum vehicle for your persuasive B2B communication.
- Its curved 6.8 meter length will stay long in the memory.



Resource number:	029-0003
Location:	Pier A, level 2
Quantity:	1
Passenger type:	Departures domestic and Schengen
Runtime:	3 months
Price*:	€ 11,750 / month
Other costs*:	Production costs on request
Size:	6,800 x 2,240 mm per column

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

WALL WRAP





TERMINAL 1

Non-Schengen Airside

Digital Deluxe Board

Digital Entertainment Gate

Gallery Walks

Highlight Box

KingSize Lightboxes Airside – departures

KingSize Lightboxes Airside – departures / arrivals

KingSize Lightboxes Airside – arrivals

KingSize Lightboxes security check – departures

Platinum Wall

Wall Panels – arrivals

Wall Panels – arrivals / departures

Wall Wraps

Display Cases VIP Lounge



WE NETWORK YOU WITH THE WHOLE WORLD

Frankfurt Airport is the third-biggest travel hub in Europe. This central position can scarcely be beaten. Nor can the high proportion of business travellers which you meet here. They are 38 percent at Terminal 1. That means that business advertising also traditionally plays a strong role at Media Frankfurt – alongside the classical campaigns, luxury advertising and activation communication.

But it all has one thing in common. The proportion of international travellers and of passengers with above-average incomes is particularly high with us. Highly attractive for your high-end content.

Frankfurt Airport always offers the high-quality environment to go with it.

DIGITAL DELUXE BOARD

TERMINAL 1 – NON-SCHENGEN

Now possible:
Your message
in 3D!



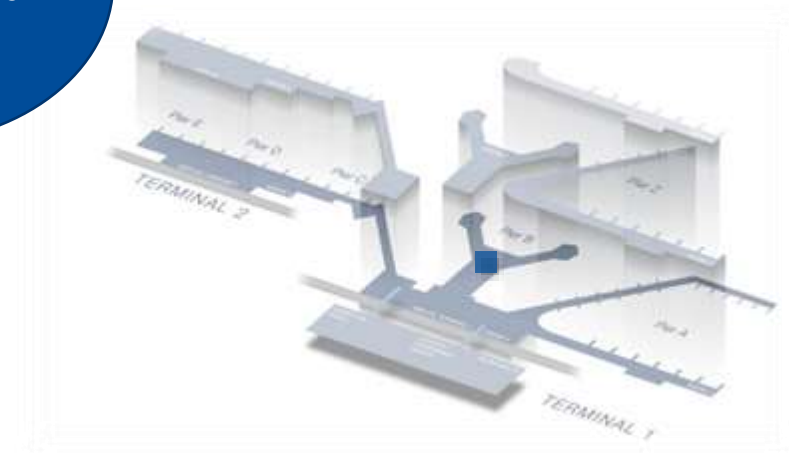
43 m²

Average 140 min. stay

International passengers with
high purchasing power

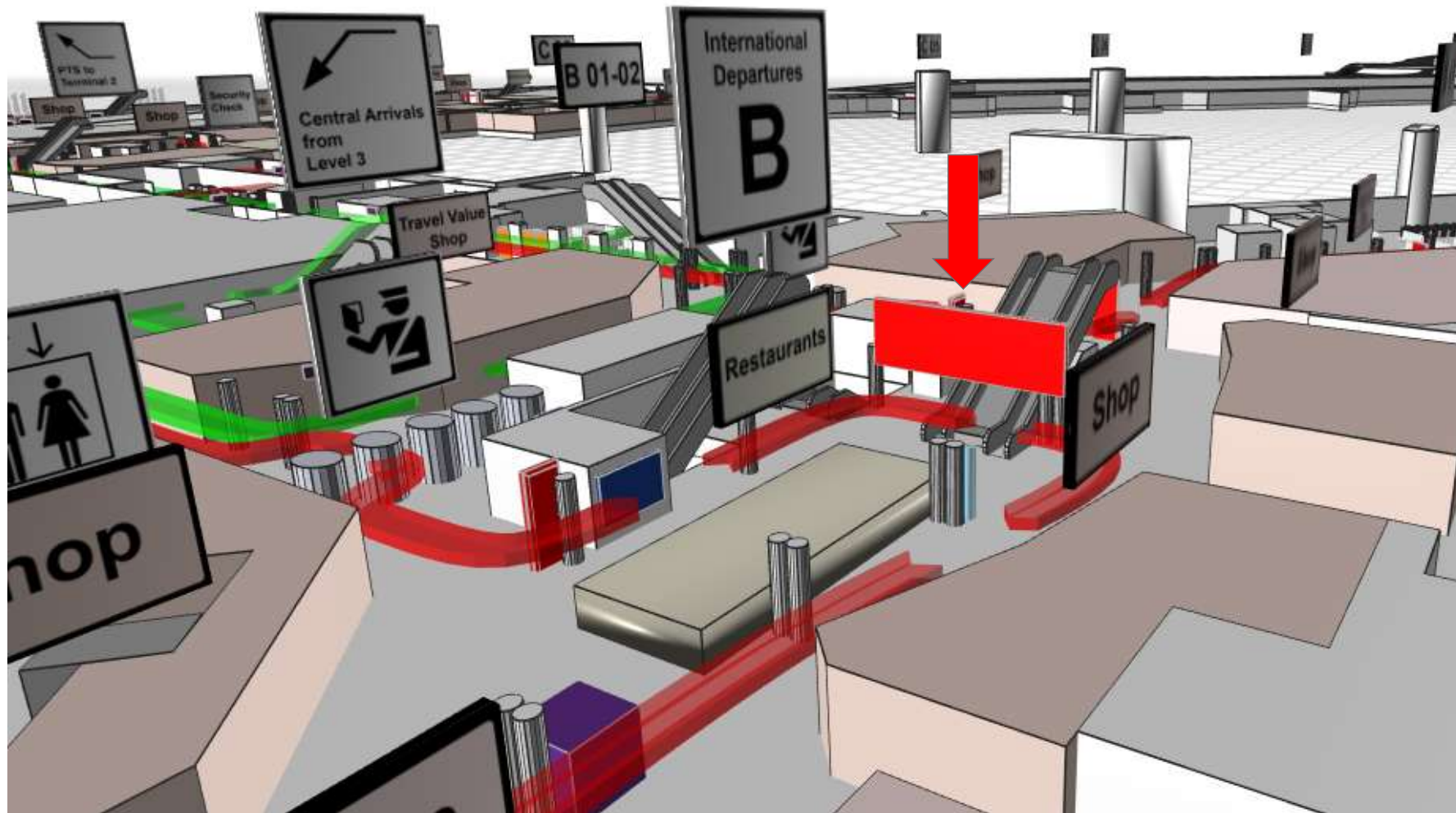
First-class ticket for your brand

- For a mega sized effect on 43 m²: on the Digital Deluxe Board your commercial will run with a resounding presence.
- One of our most spectacular advertising spaces radiates across a widespread area on an extremely sprightly market place. Food-service units and many premium and luxury-brand shops are in the immediate vicinity.
- And the transit passengers at this location have a lot to offer: spending an average of 140 minutes here, they are curious and moving on.
- Here you will meet a high proportion of international passengers with exceptional purchasing power, e.g. from Russia or Asia.
- An exclusive booking will raise the allure of your brand by many times at Frankfurt Airport.
- New and innovative: Grab extra attention by presenting your brand message with moving 3D images



Resource number:	109-0003
Location:	Terminal 1, marketplace B
Quantity:	1
Slots:	1/3
Runtime:	1 week (starting from Monday)
Ad length:	10/20 sec. possible
Price*:	€ 19,560
Other costs*:	€ 1,750 handling fee
Size:	12 m x 3.60 m

DIGITAL DELUXE BOARD



DIGITAL ENTERTAINMENT GATE

TERMINAL 1 – NON-SCHENGEN



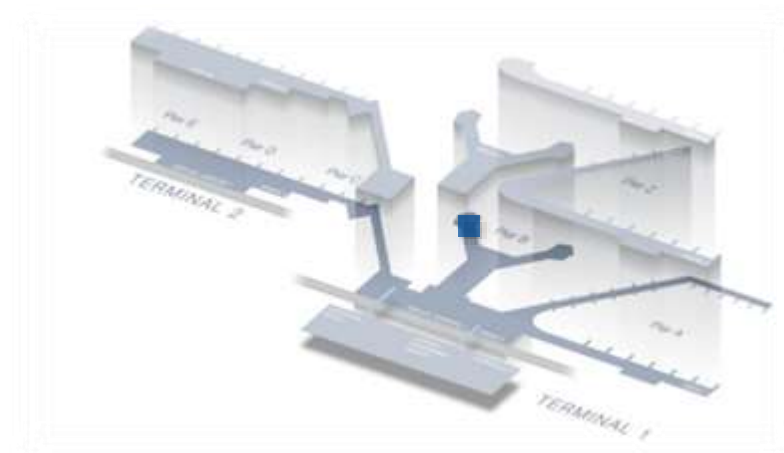
30 m²

Average 50 min. stay

International passengers with
high purchasing power

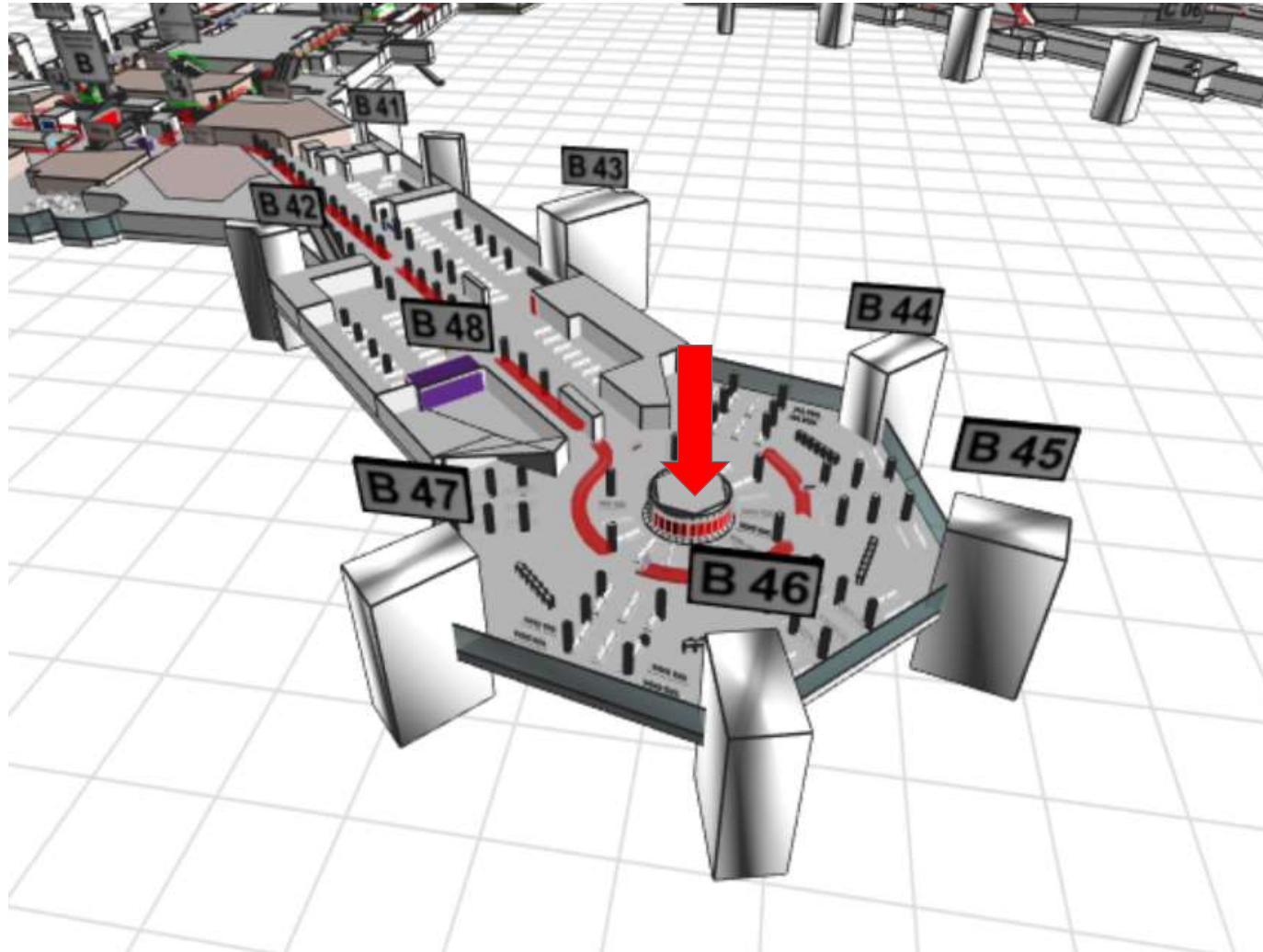
Your showcase for smart content

- Happy anticipation and the joy of travel – that is the atmosphere in the Relaxing Zone, and it invites travellers to stick around for a bit longer.
- Passengers spend an average of 50 minutes in the reach of the Digital Entertainment Gate.
- Entertaining content and high-end formats for a particularly relaxed audience.
- At this point the proportion of international travellers with exceptional purchasing power is particularly high, e.g. from North America and Asia.
- On a special format of over 30 m2 your message will come across really big.



Resource number:	109-0002
Location:	Terminal 1, B
Quantity:	1
Slots:	exclusive
Runtime:	1 week (starting from Monday)
Ad length:	30 sec. – 3 min. possible
Price*:	€ 7,150
Other costs*:	€ 1,750 handling fee
Size:	21 m x 1.60 m

DIGITAL ENTERTAINMENT GATE



GALLERY WALKS

TERMINAL 1 – NON-SCHENGEN



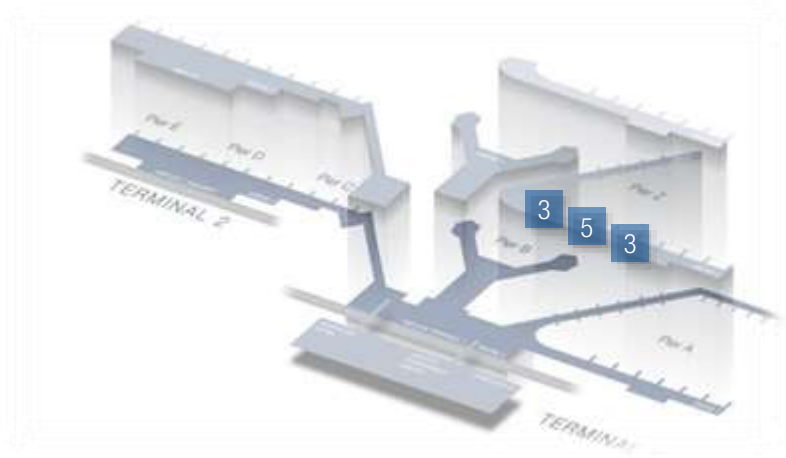
11 screens

International target group

Up to 5 ads

Your brilliant presentation in serial form

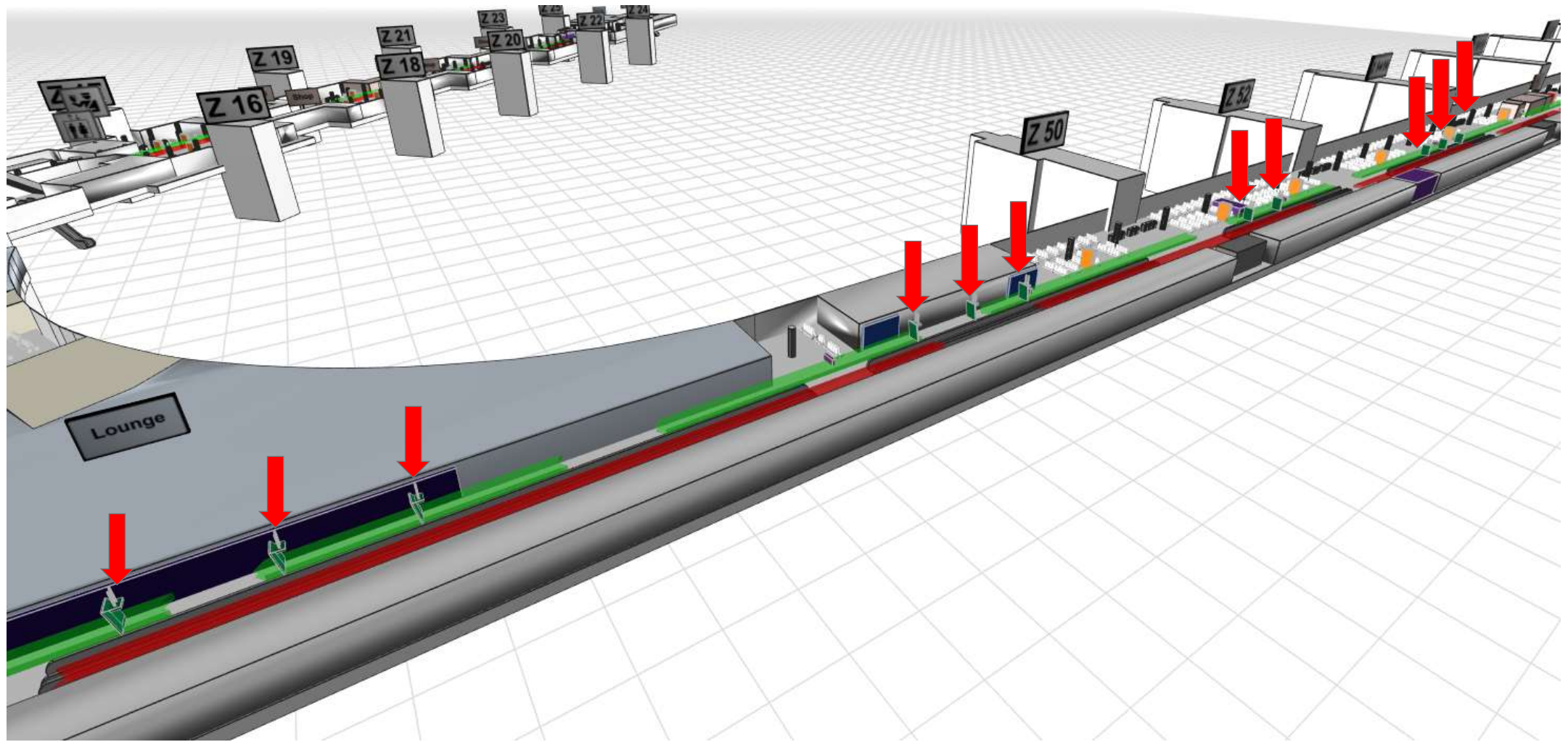
- These staggered screens with 10-second spots each are ideal for your impressive storytelling.
- The density of contacts on Gallery Walk is unbeatable.
- Here you can reach a particularly international audience.



Resource number:	NW-102-001
Location:	Terminal 1, area Z, level 3
Quantity:	11 screens
Passenger type:	Departures – international non-Schengen
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 4,670
Other costs*:	€ 1,750 handling fee
Size:	Full-HD 46" flat-screen displays (16: 9 format)

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

GALLERY WALKS



GALLERY WALKS

TERMINAL 1 – NON-SCHENGEN



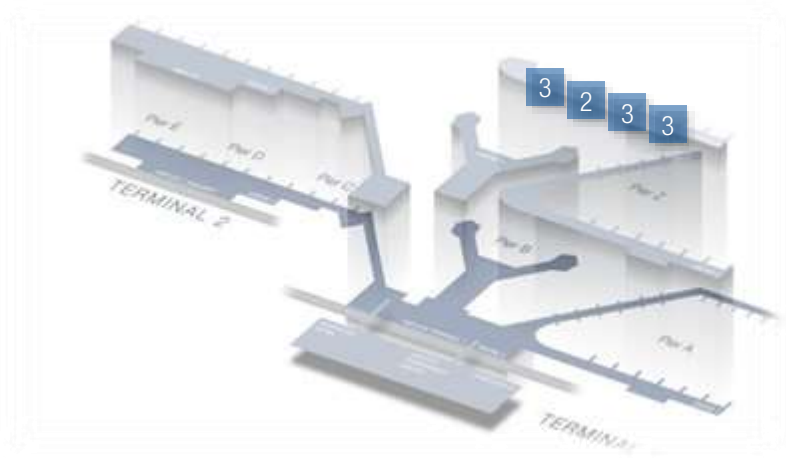
International target group

Arriving passengers

Up to 5 ads

Your brilliant presentation in serial form

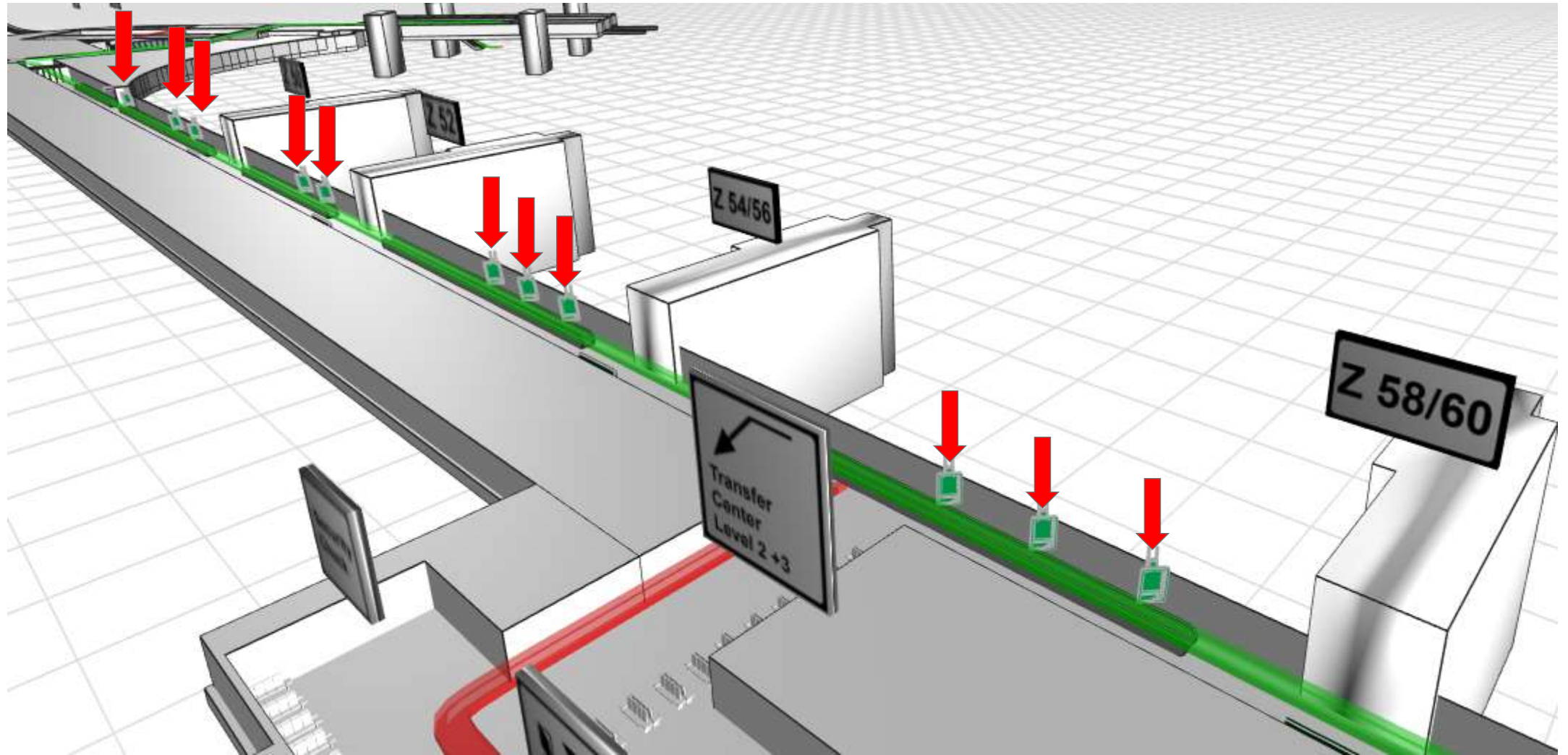
- These phased screens, with 10-second commercials each, are absolutely ideal for your effective storytelling.
- The contact density on the Gallery Walk is unbeatable. 100 percent of arrivals at Pier B pass by these screens.
- Here you will reach a particularly international public, in a precisely targeted way – above all from Asian countries.
- The central information aisle in the Pier B area captivates through its changes of format, with 2 wall panels and 5 screens.



Resource number:	NW-102-002
Location:	Terminal 1, area Z, level 4
Quantity:	11 screens
Passenger type:	Arrivals
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 4,180
Other costs*:	€ 1,750 handling fee
Size:	55" full HD flat-screen displays (16:9 format)

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

GALLERY WALKS



GALLERY CORRIDOR ARRIVALS

TERMINAL 1 – NON-SCHENGEN



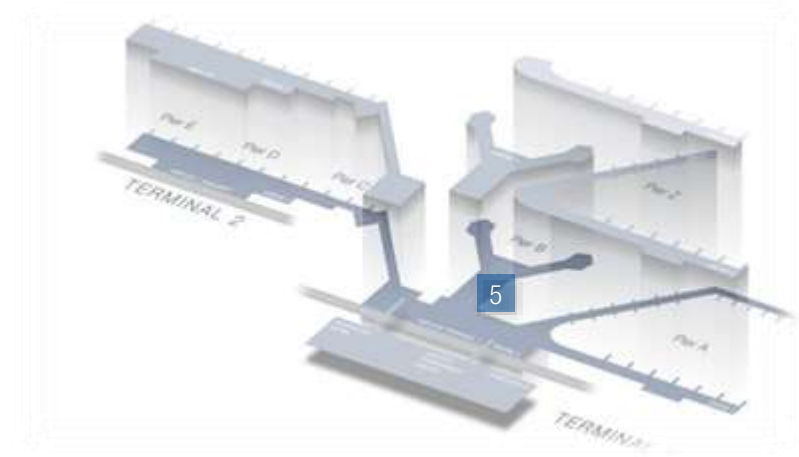
International target group

Central arrival corridor

Exclusive allocation

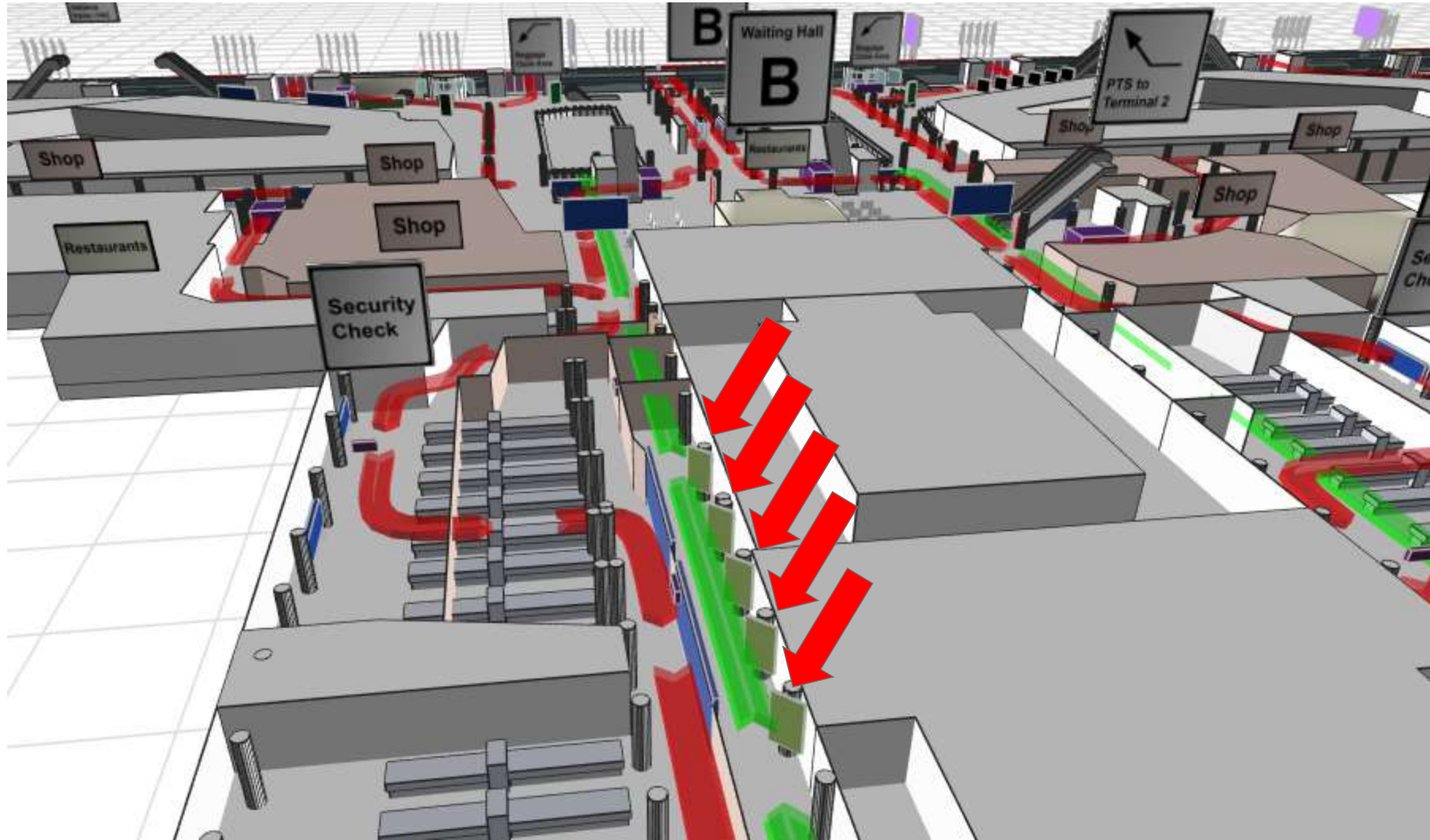
Your brilliant presentation in serial form

- These phased screens, with 10-second commercials each, are absolutely ideal for your effective storytelling.
- The contact density on the Gallery Walk is unbeatable. 100 percent of arrivals at Pier B pass by these screens.
- Here you will reach a particularly international public, in a precisely targeted way – above all from Asian countries.
- The central information aisle in the Pier B area captivates through its changes of format, with 2 wall panels and 5 screens.
- An exclusive booking will raise your brand's allure at Frankfurt Airport by many times.



Resource number:	NW-400-006
Location:	Terminal 1, arrivals B
Quantity:	2 wall panels, 5 screens
Passenger type:	Arrivals
Slots:	Exclusive
Runtime:	3 months
Ad length:	10 sec.
Price*:	€ 74,260 / month
Other costs*:	2 wall panels: € 2,579 screens: € 1,750
Sizes (W x H):	Wall panels: 10,207 x 1,800 mm screens: 55" flat-screen displays in full HD (16:9 format)

GALLERY WALKS



HIGHLIGHT BOX

TERMINAL 1 – NON-SCHENGEN



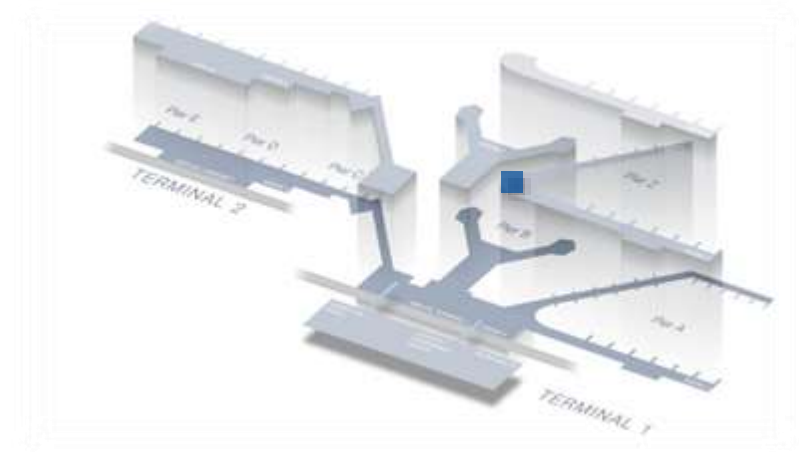
**Directly at the security
checkpoint**

Premium location

High level of attention

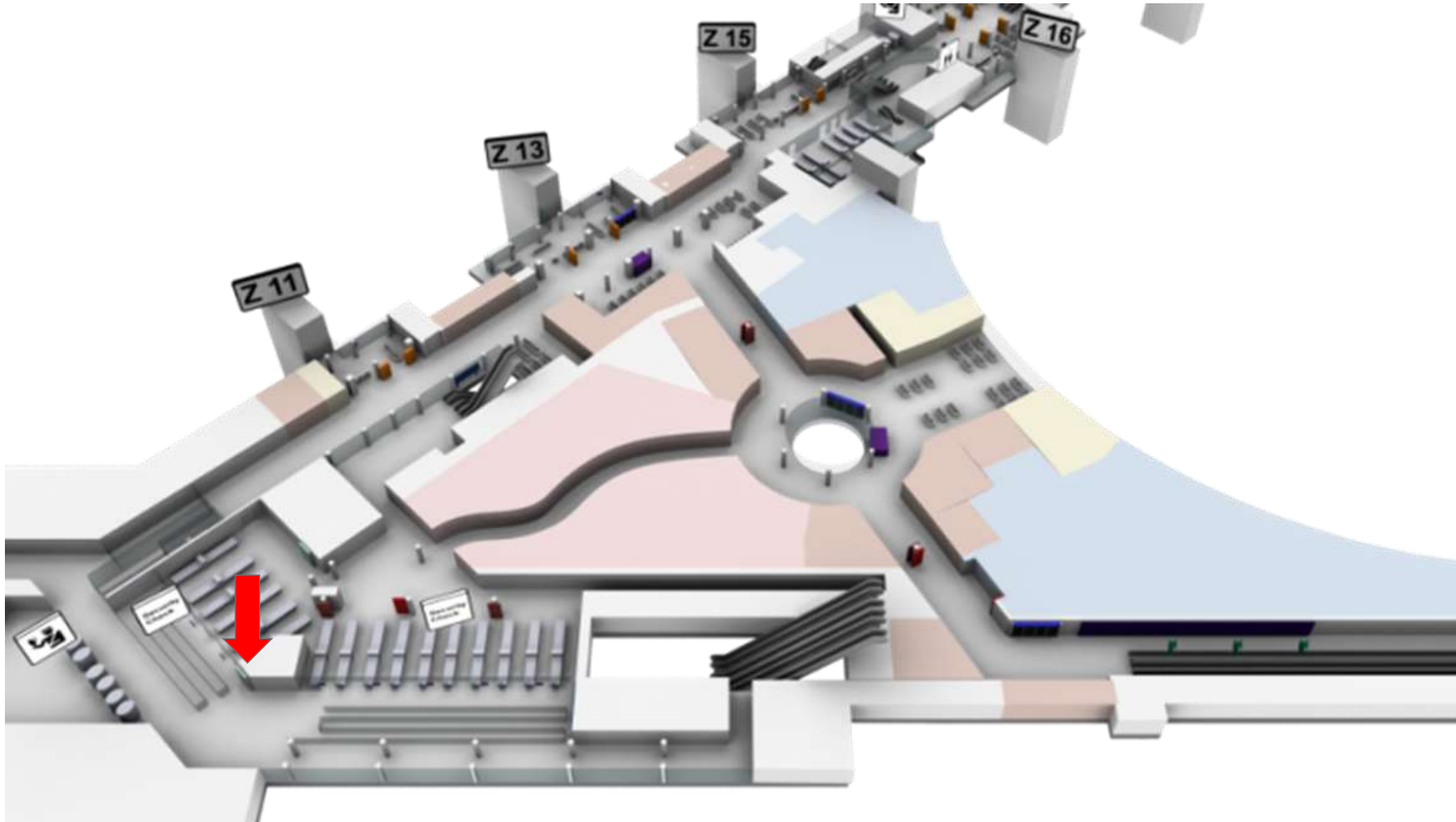
Your brand – flying high

- The vertical-format Highlightbox will bring your message directly to the passengers at eye level.
- The lighting arrangement makes for a brilliant impression.
- Directly in the lively neighbourhood of the duty-free shop, the Highlightbox promotes considerably more on-the-spot sales.
- The location directly in front of the security checkpoint guarantees you the highest level of attention by departing travellers.
- Entertaining formats promise particular success during this waiting time.



Resource number:	007-0003
Location:	Pier A, Z gates, level 3, in front of the security checkpoint and the duty free shop
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 21,740
Other costs*:	€ 1,800 production costs
Size:	1,480 x 2,260 mm

HIGHLIGHT BOX



ILLUMINATED 360° PILLARS

TERMINAL 1 – NON-SCHENGEN



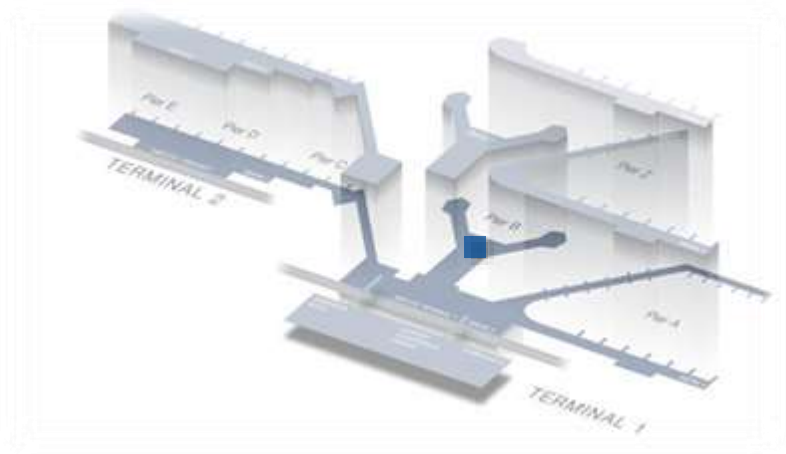
360° Branding Transit B Marketplace

- Two imposing illuminated columns with four sides each for impressive brand staging.
- This advertising space in front of the Goethe Bar positively invites travellers to take a stroll and to make an unscheduled shopping trip, attracting them into the surrounding shops - 60 percent of travellers shop spontaneously at Frankfurt Airport.
- Here, directly on the marketplace of Transit B, many passengers from all over the world are at home, e.g. from Great Britain, Canada, Russia, the USA, China and the Arab countries.

High-income target groups

Within Pier B Marketplace

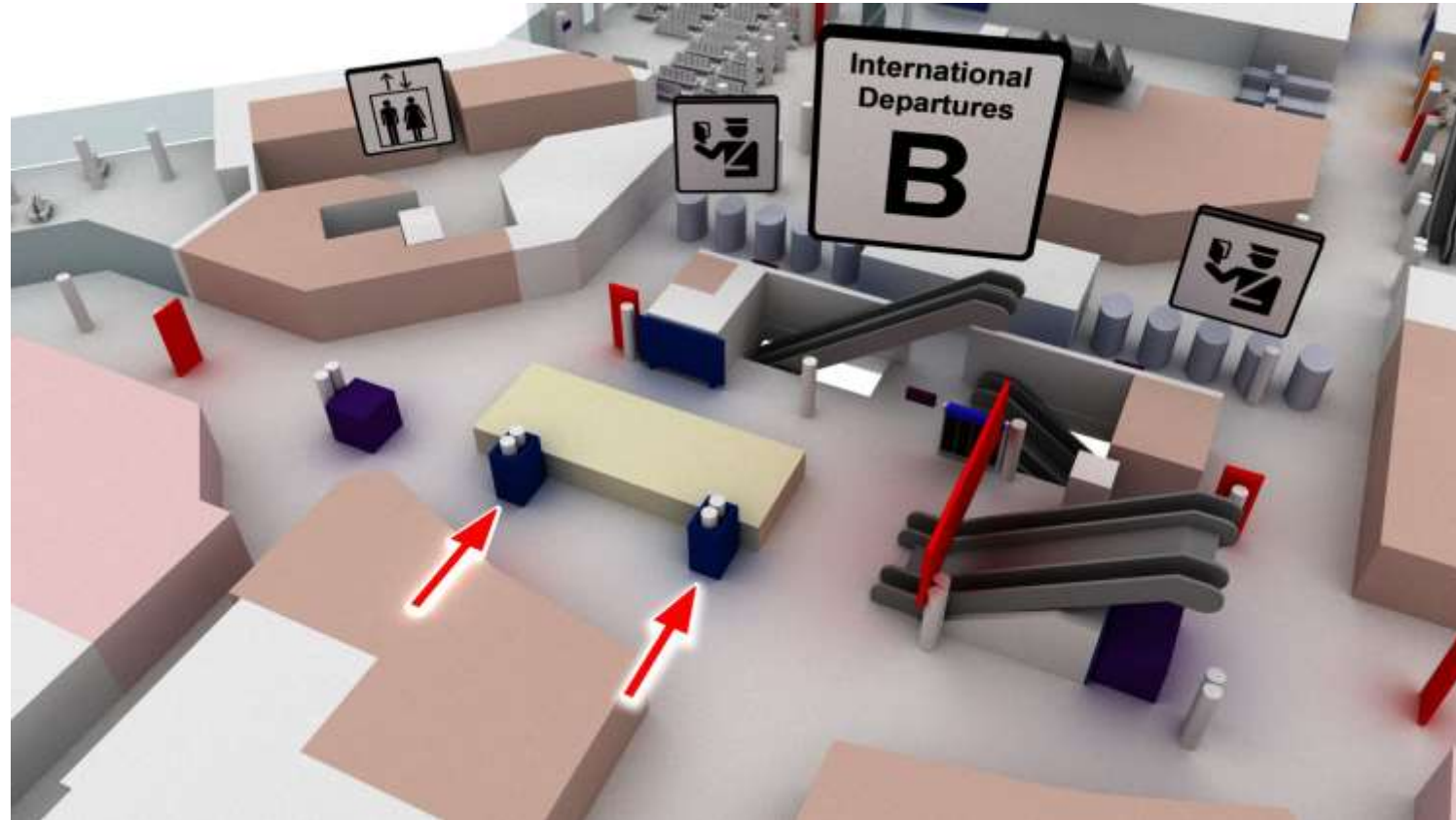
Spontaneous buyers



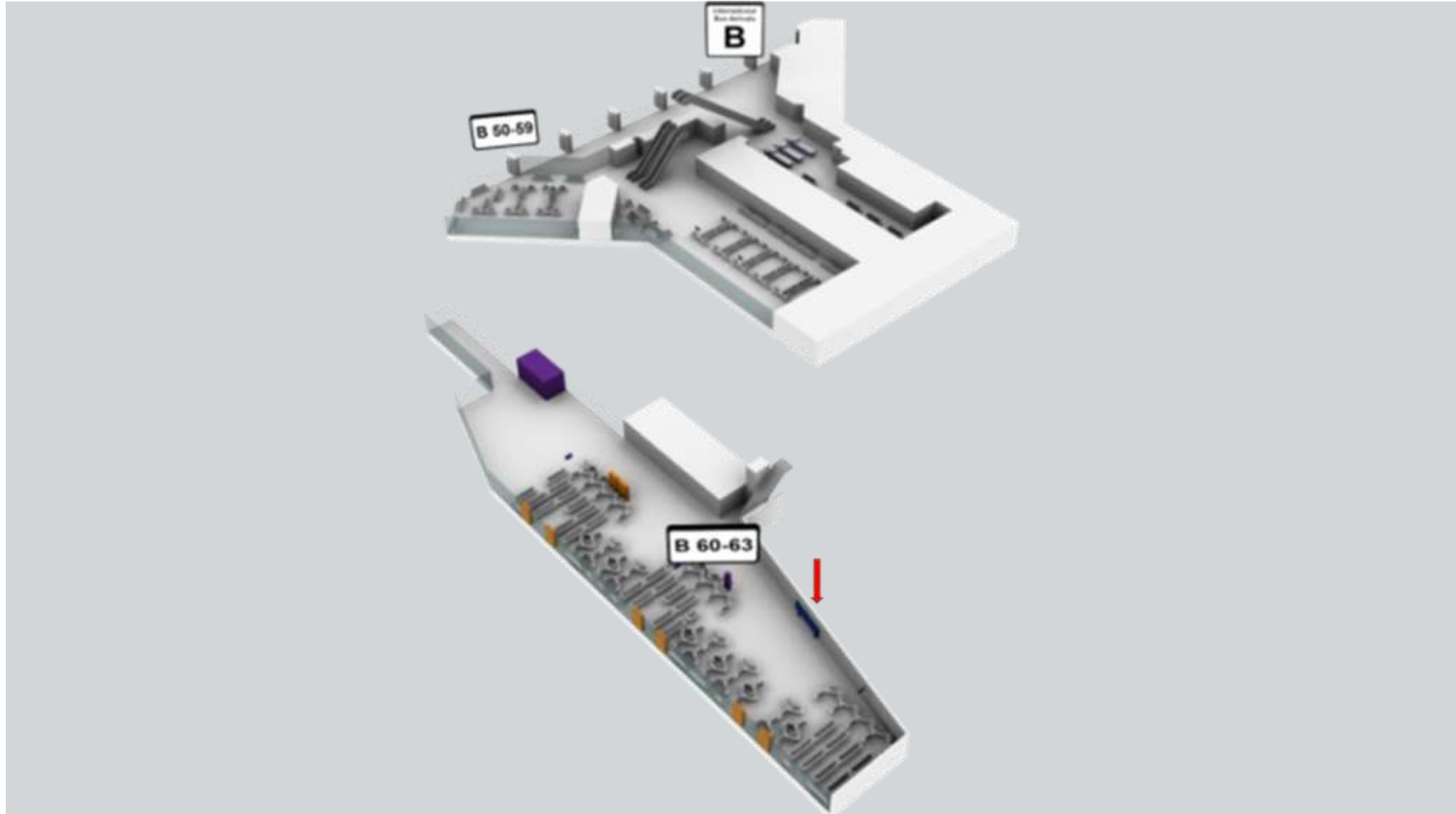
Resource number:	NW-008-001
Location:	Pier B, Level 2, Transit B Marketplace
Quantity:	2
Passenger type:	departures Non-Schengen international
Runtime:	1 month
Price*:	€ 53,370
Other costs*:	€ 6,548 production costs
Size (w x h x d):	1895 x 1045 x 1895 x 1045 x 2985 h mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

LOCATION ILLUMINATED 360° PILLARS



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES

TERMINAL 1 – NON-SCHENGEN



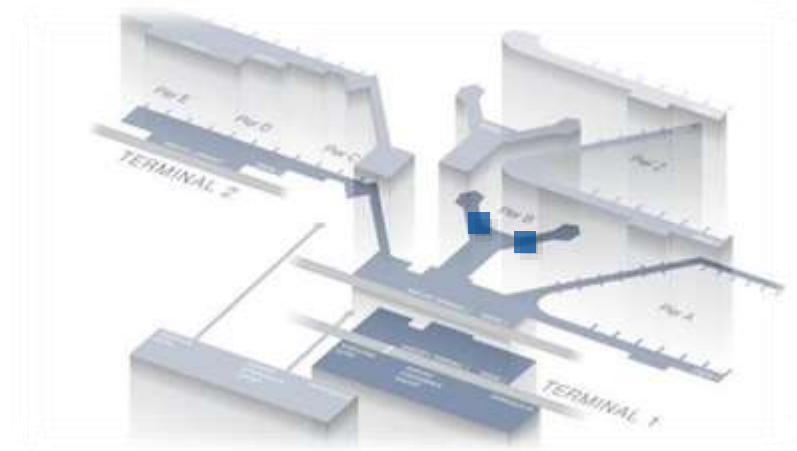
High-income target groups

Between security checks and marketplace

Spontaneous buyers

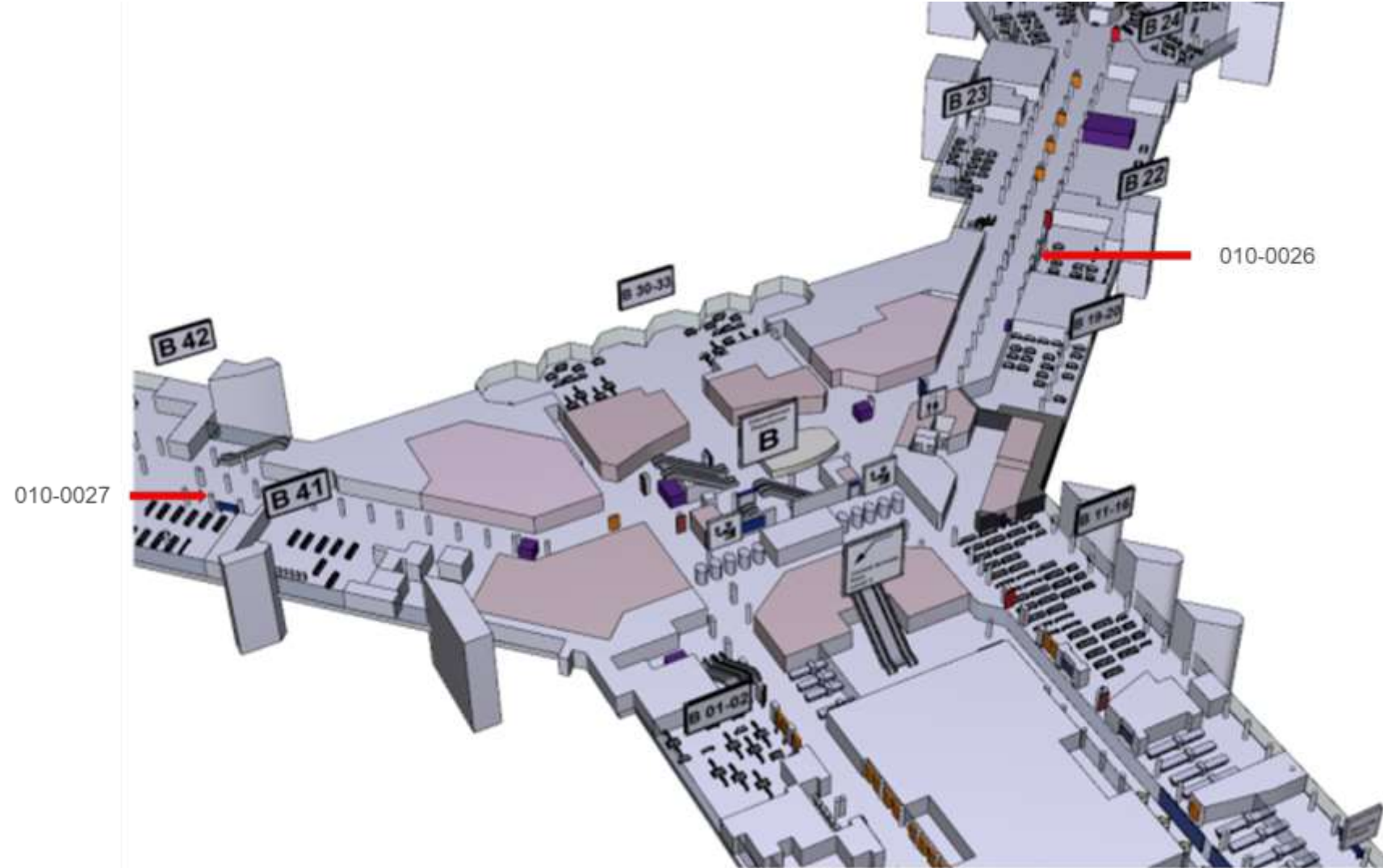
Optimum take-off conditions for you at Pier B

- You will find the KingSize Lightbox at various central points within Frankfurt Airport where there is high footfall, thus drawing plenty of attention.
- This advertising space positively invites passengers to make an unscheduled shopping trip and attracts them into the surrounding shops. 60 percent of travellers shop spontaneously at Frankfurt Airport.
- Along with effective sales advertising, the KingSize Lightbox is also highly suitable for persuasive brand advertising – particularly for international brands, which thus get more spread.
- In this environment, passengers from all over the world are at home, e.g. from Great Britain, Canada, Russia, the USA, China, from the Arab countries.



Resource number:	010-0026, 010-0027
Location:	Pier B west and B east, level 2
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 11,890
Other costs*:	€ 1,747 production costs per site
Size:	4,071 x 1,278 mm

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES

TERMINAL 1 – NON-SCHENGEN



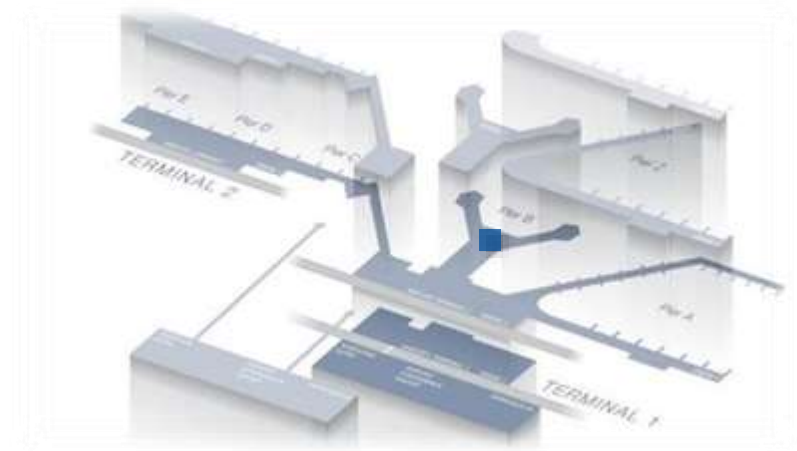
High-income target groups

Between security checks and marketplace

Spontaneous buyers

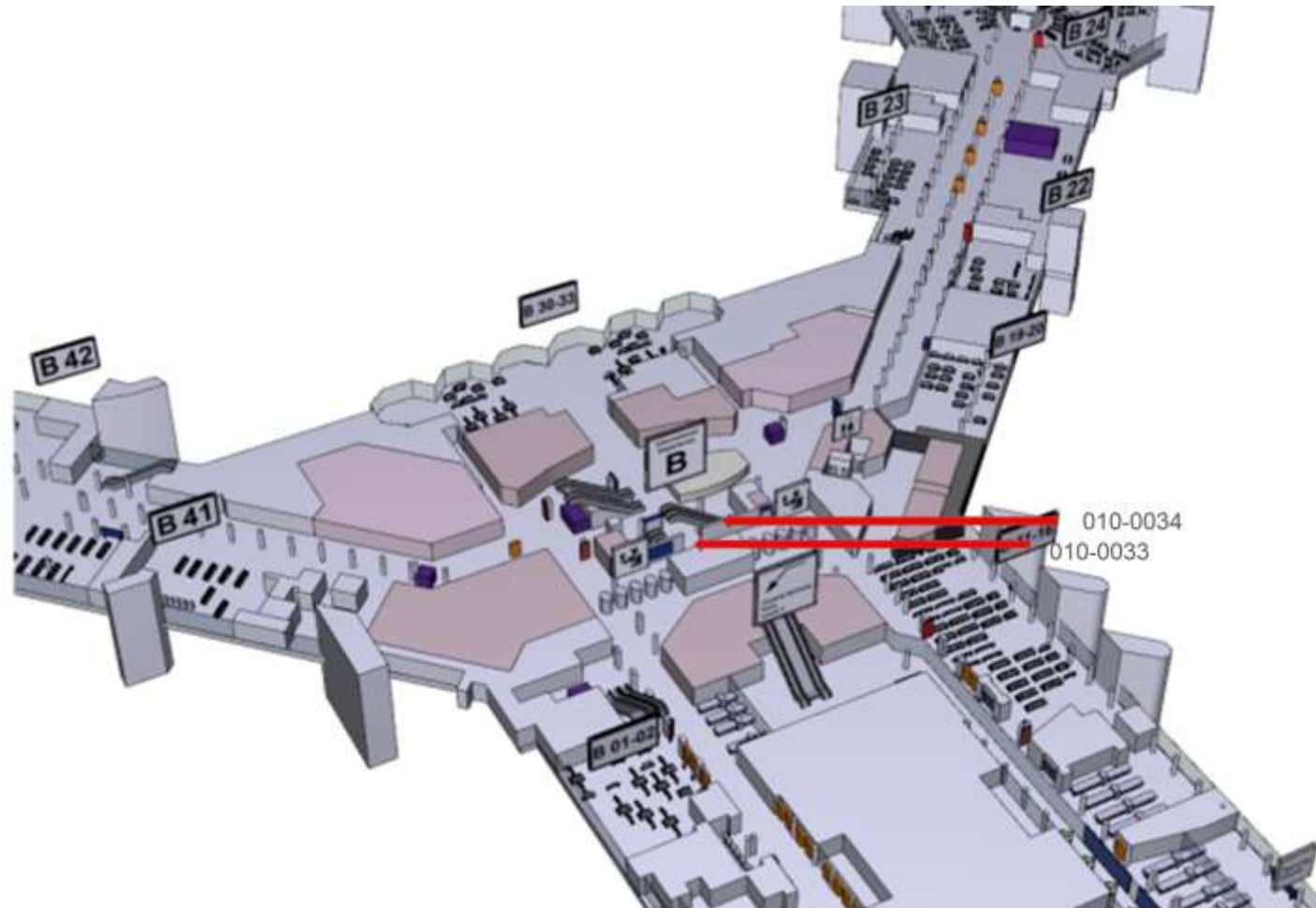
Optimum take-off conditions for you at Pier B

- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- This advertising space in front of the Goethe Bar positively invites travellers to take a stroll and to make an unscheduled shopping trip, attracting them into the surrounding shops. 60 percent of travellers shop spontaneously at Frankfurt Airport.
- Along with effective sales advertising, the KingSize Lightbox is also well suited to persuasive brand advertising – particularly for international brands, which thus get more spread.
- Here, directly on the market place of Transit B, many passengers from all over the world are at home, e.g. from Great Britain, Canada, Russia, the USA, China and the Arab countries.



Resource number:	010-0033, 010-0034
Location:	Pier B, level 2, transit B east and B west, after emigration
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 24,330
Other costs*:	€ 2,253 production costs
Size:	4,225 x 2,260 mm

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES

TERMINAL 1 – NON-SCHENGEN



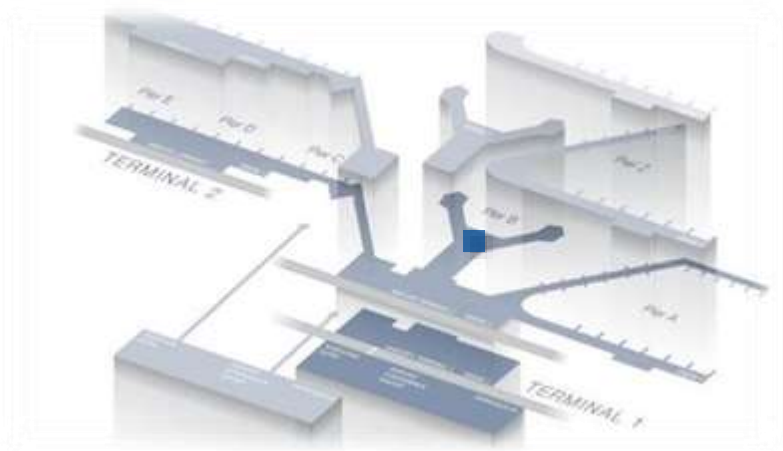
High-income target groups

In the middle of marketplace B

Spontaneous buyers

Optimum take-off conditions for you at Pier B

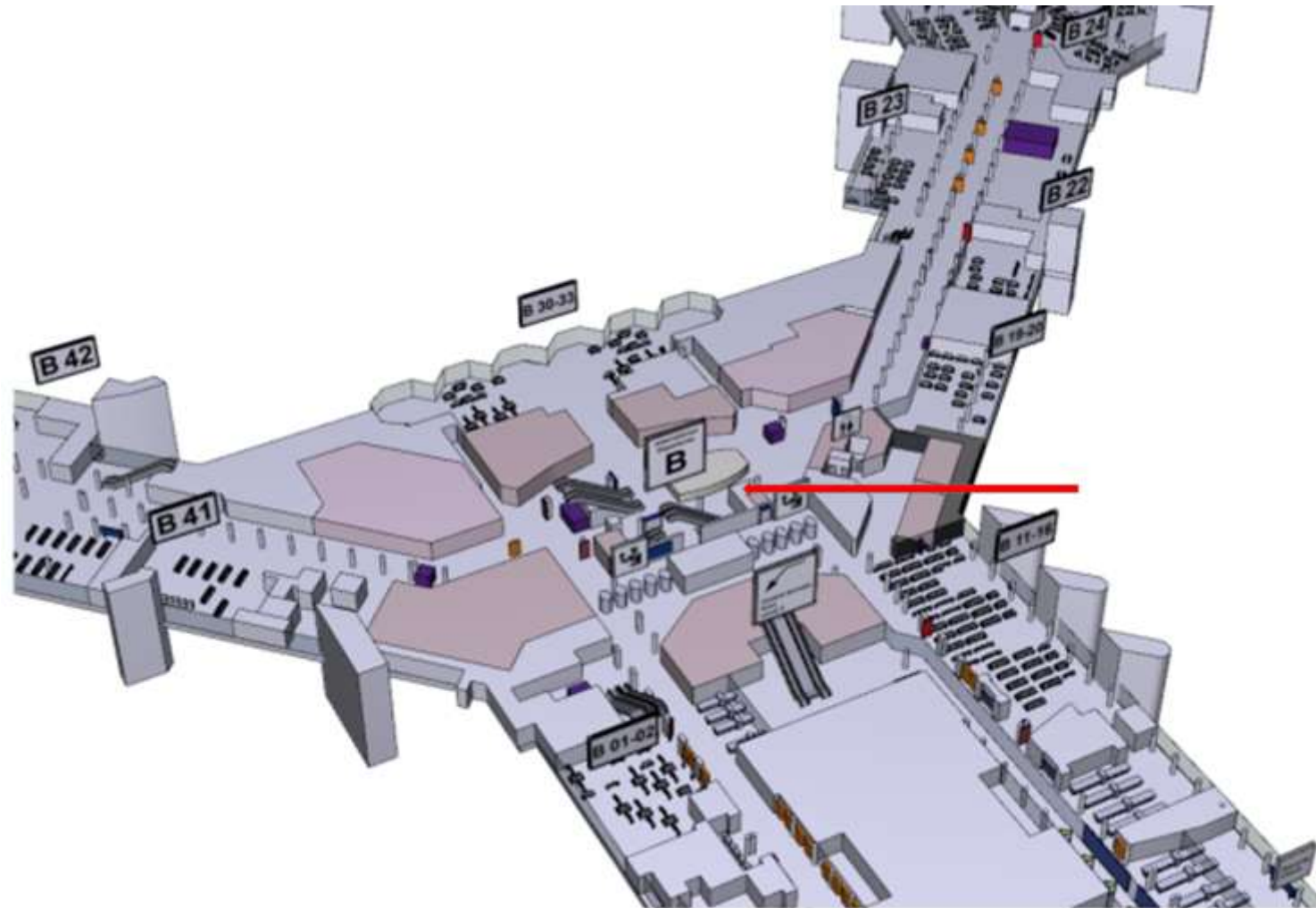
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- This advertising space in front of the Goethe Bar positively invites travellers to take a stroll and to make an unscheduled shopping trip, attracting them into the surrounding shops. 60 percent of travellers shop spontaneously at Frankfurt Airport.
- Along with effective sales advertising, the KingSize Lightbox is also well suited to persuasive brand advertising – particularly for international brands, which thus get more spread.
- Here, directly on the market place of Transit B, many passengers from all over the world are at home, e.g. from Great Britain, Canada, Russia, the USA, China and the Arab countries.



Resource number:	010-0035
Location:	Pier B, level 2, transit B marketplace, opposite Goethe Bar
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 31,270
Other costs*:	€ 2,958 production costs
Size:	5,714 x 2,260 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES

TERMINAL 1 – NON-SCHENGEN



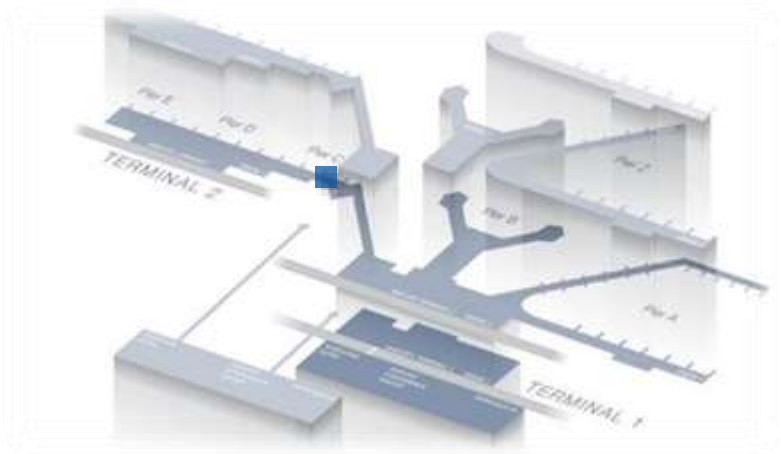
High-income target groups

Between security checks and marketplace

International

Optimum take-off conditions for you at Pier C

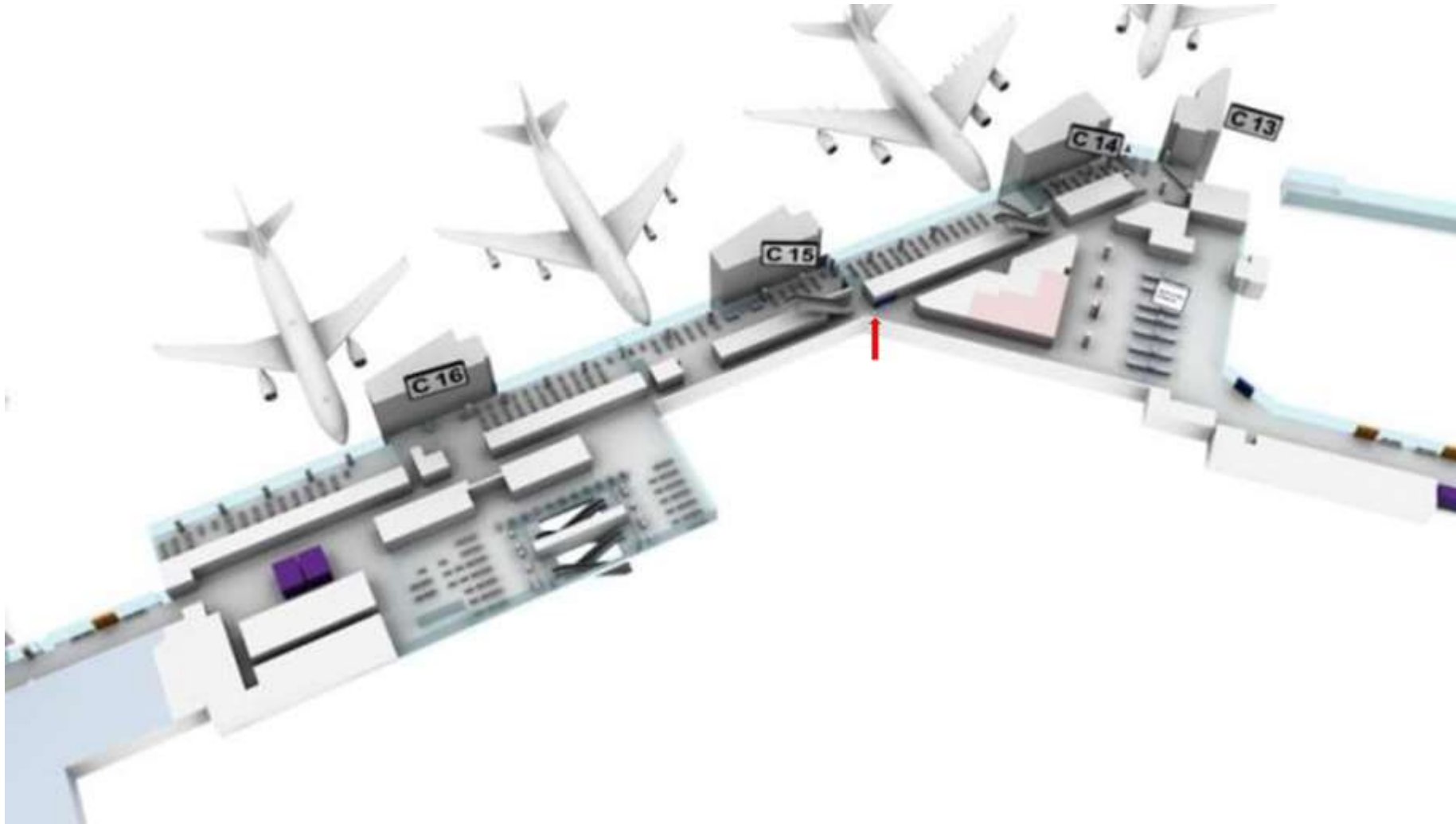
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- This advertising space at Pier C positively invites travellers to make an unscheduled shopping trip, attracting them into the surrounding shops. 60 percent of travellers shop spontaneously at Frankfurt Airport.
- Along with effective sales advertising, the KingSize Lightbox is also well suited to persuasive brand advertising – particularly for international brands, which thus get more spread.
- This area between security check and market place is frequented by many high-income passengers, e.g. from Israel, Brazil, India and the USA.



Resource number:	010-0044
Location:	Pier C, level 2
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 13,410
Other costs*:	€ 1,853 production costs
Size:	5,556 x 1,278 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES

TERMINAL 1 – NON-SCHENGEN



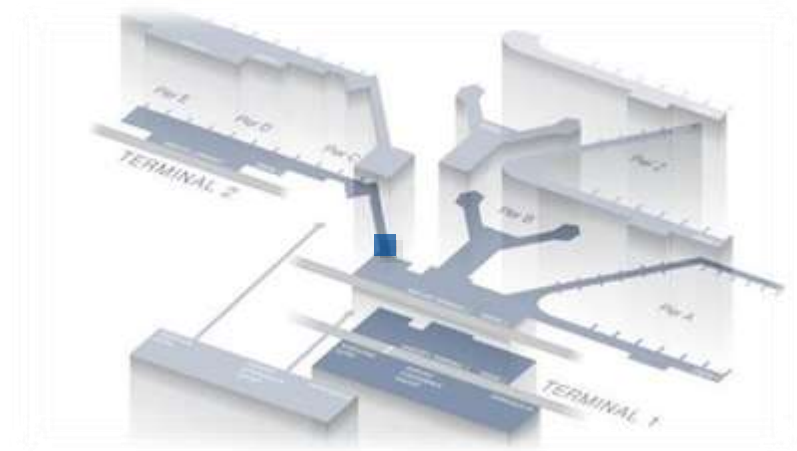
High-income target groups

Between security checks and marketplace

Spontaneous buyers

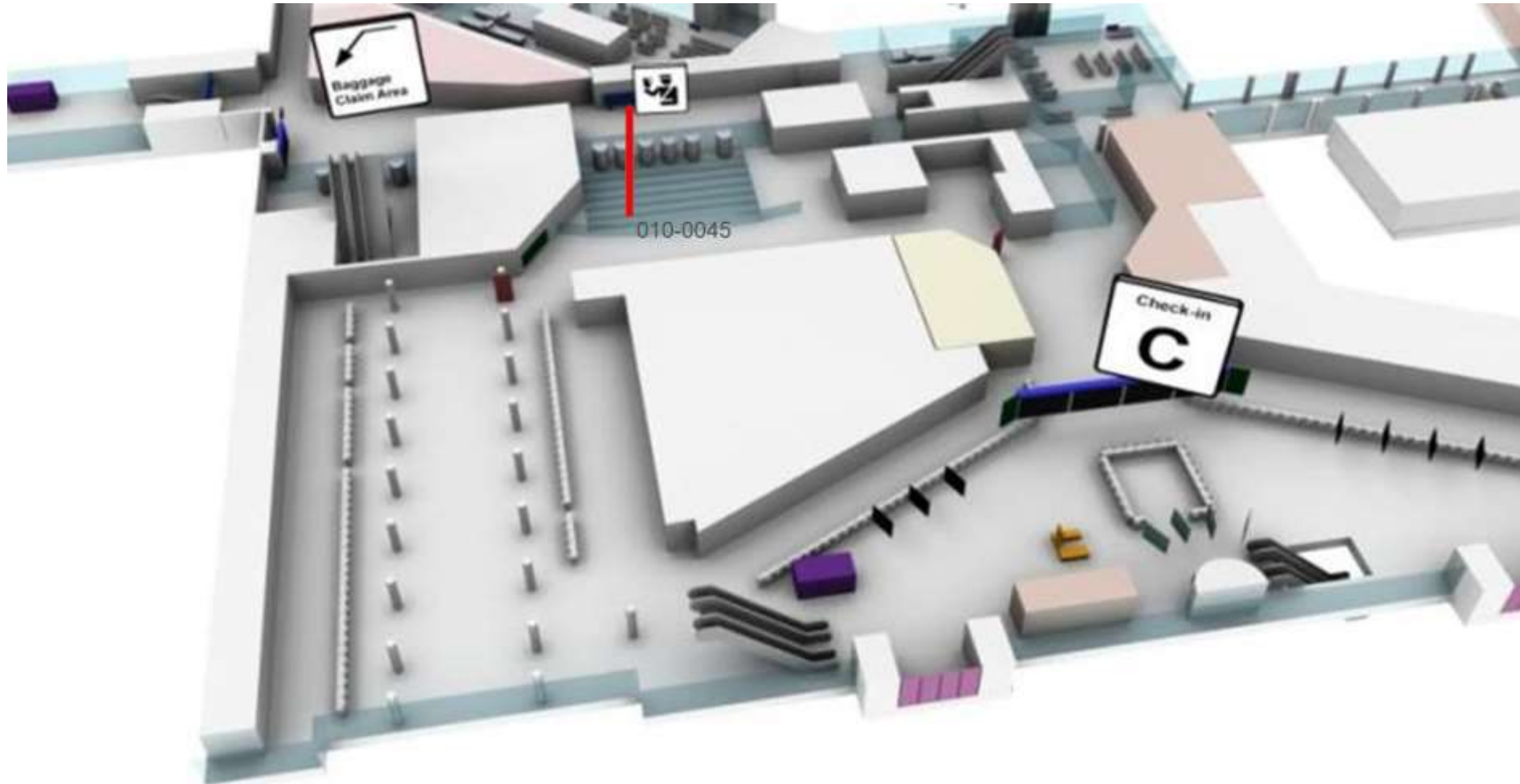
Optimum take-off conditions for you at Pier C

- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- This advertising space at Pier C positively invites travellers to make an unscheduled shopping trip, attracting them into the surrounding shops. 60 percent of travellers shop spontaneously at Frankfurt Airport.
- Along with effective sales advertising, the KingSize Lightbox is also well suited to persuasive brand advertising – particularly for international brands, which thus get more spread.
- This area between security check and market place is frequented by many high-income passengers, e.g. from Israel, Brazil, India and the USA.



Resource number:	010-0045
Location:	Pier C, exit check, level 2
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 13,410
Other costs*:	€ 1,853 production costs
Size:	5,556 x 1,278 mm

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS

TERMINAL 1 – NON-SCHENGEN



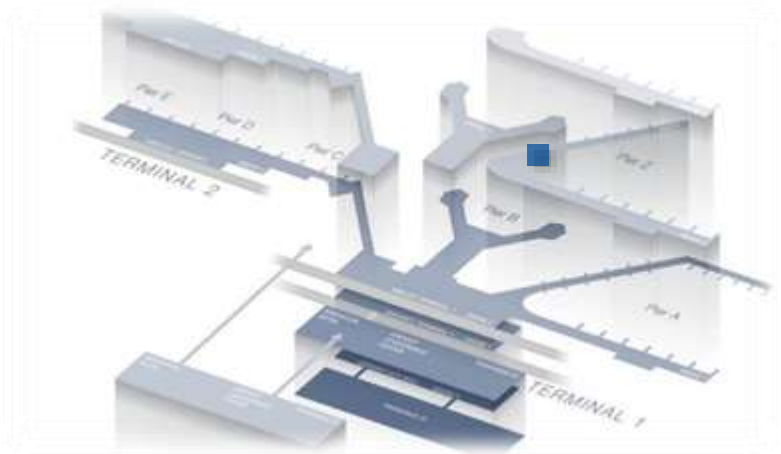
International target group

Business travellers

Departures

Attention please – at Pier Z

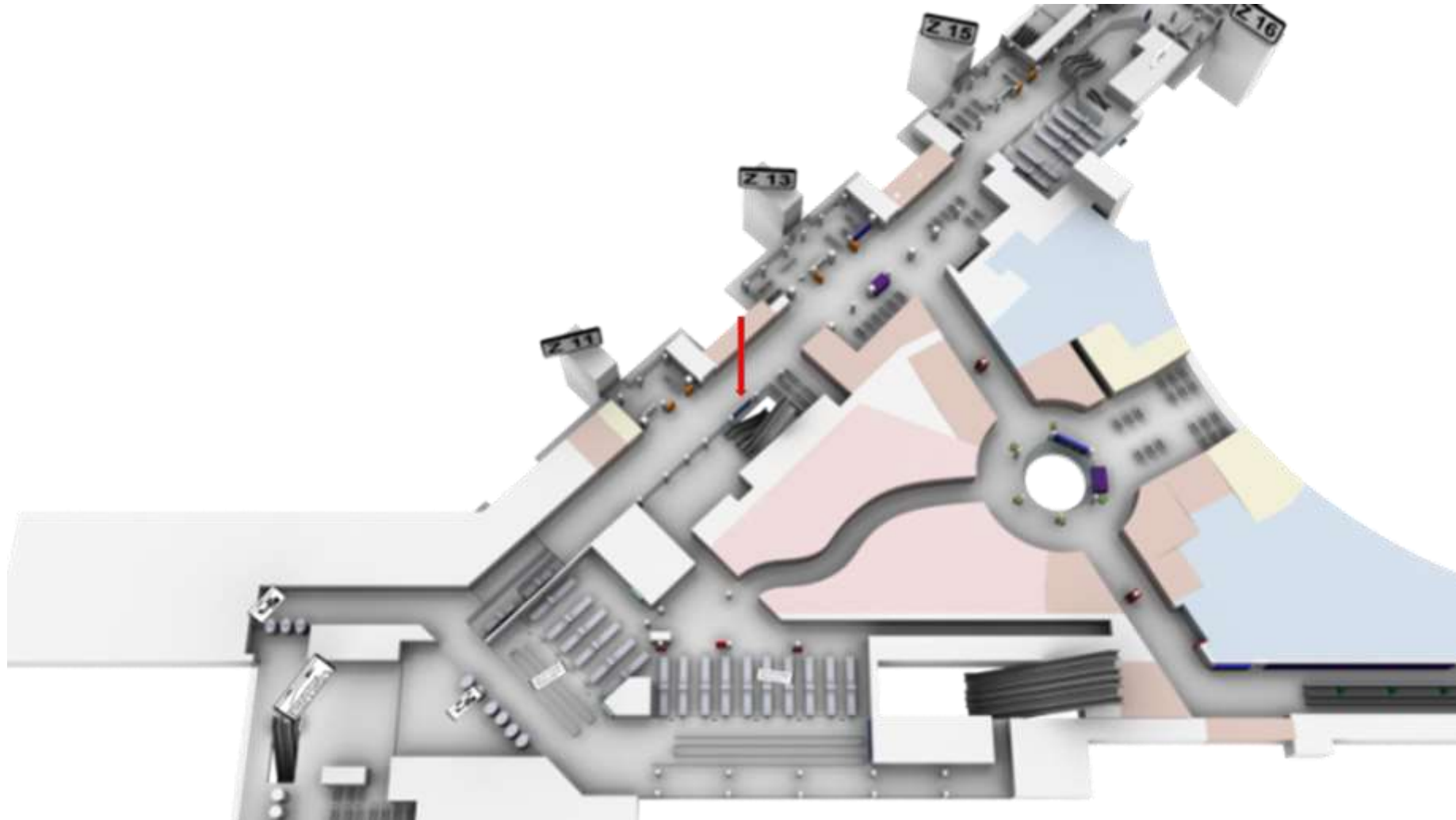
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- Located opposite Gate Z11, here you will reach many national and international, high-income passengers, for instance from China, Japan, Singapore, Hong Kong or South Korea.
- These 6.5 m2 – with brilliant, attention-grabbing back lighting – are ideal for medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands.



Resource number:	010-0052
Location:	Pier A, level 3, opposite gate Z11
Quantity:	1
Passenger type:	Departures – non-Schengen
Runtime:	1 month
Price*:	€ 14,570
Other costs*:	€ 1,853 production costs
Size:	5,556 x 1,278 mm

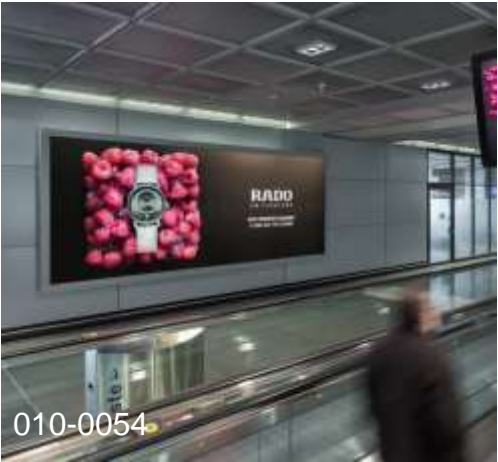
*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS

TERMINAL 1 – NON-SCHENGEN

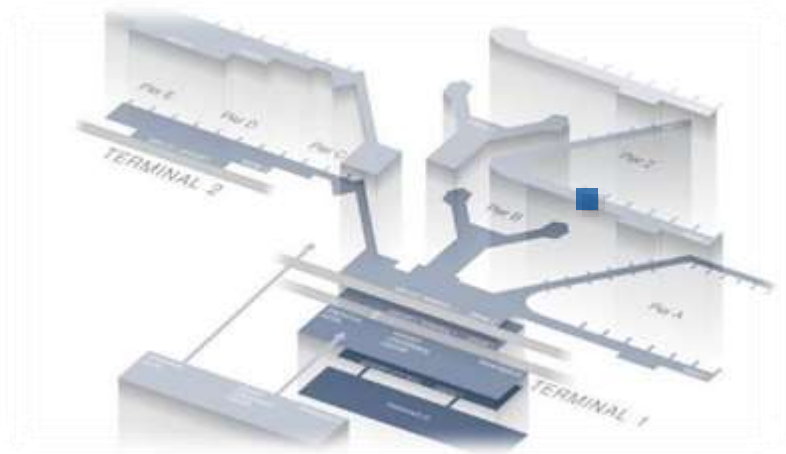


International target group

Business travellers

15 m²

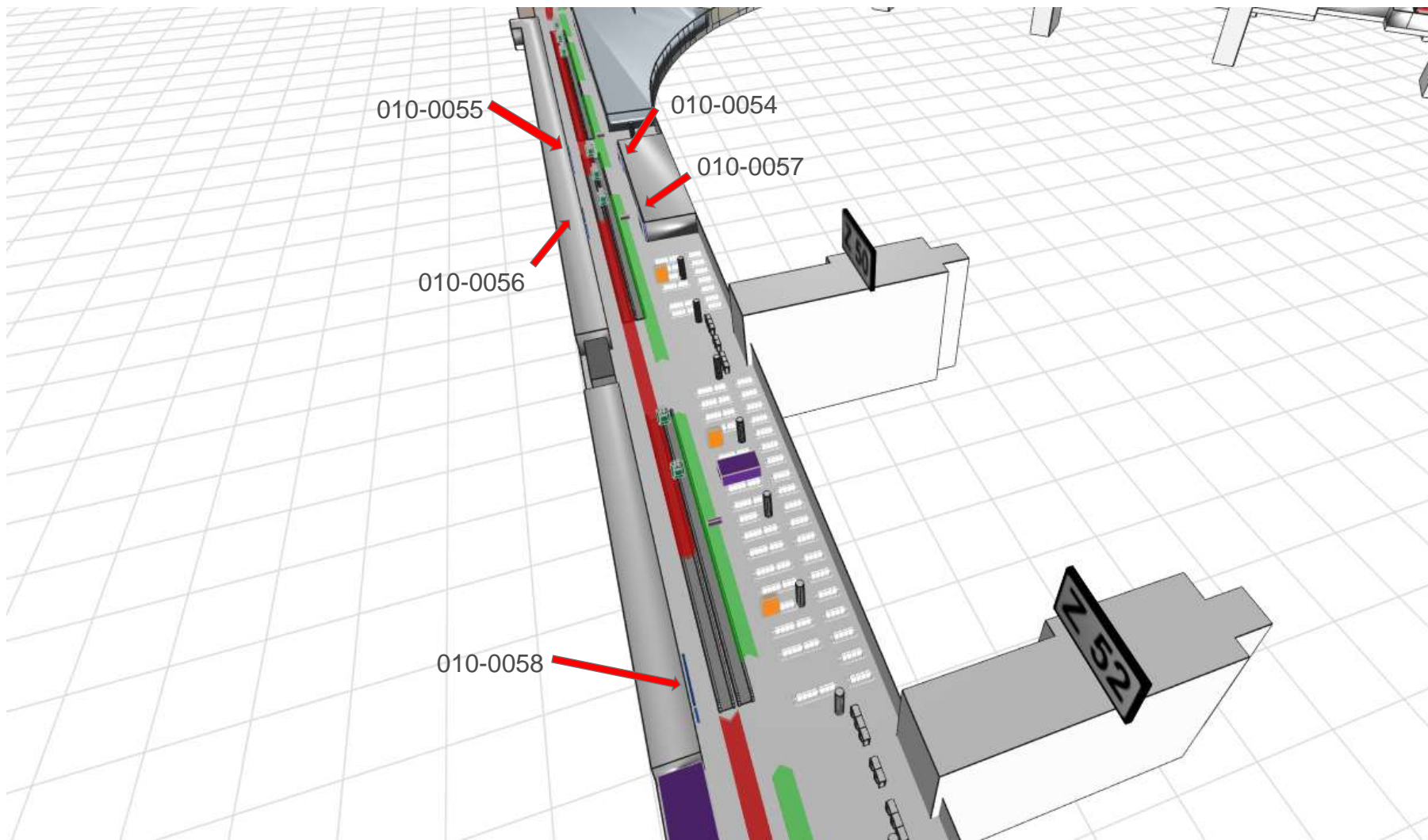
- Attention please – at Piers A and Z**
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
 - Located along the paths of departing passengers, here you will reach many national and international, high-income travellers, for instance from China, Japan, Singapore, Hong Kong or South Korea.
 - These 15 m2 of advertising space – with brilliant, attention-grabbing back lighting – are ideal for your medium and long-term campaign flights at Frankfurt Airport.
 - Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands.



Resource number:	010-0054 / -0055 / -0056 / -0057 / -0058
Location:	Pier A extension, Z gates, level 3
Quantity:	5
Passenger type:	Departures, arrivals – non-Schengen
Runtime:	1 month
Price*:	€ 23,590 per site
Other costs*:	€ 2,958 production costs per site
Size:	5,715 x 2,258 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS

TERMINAL 1 – NON-SCHENGEN

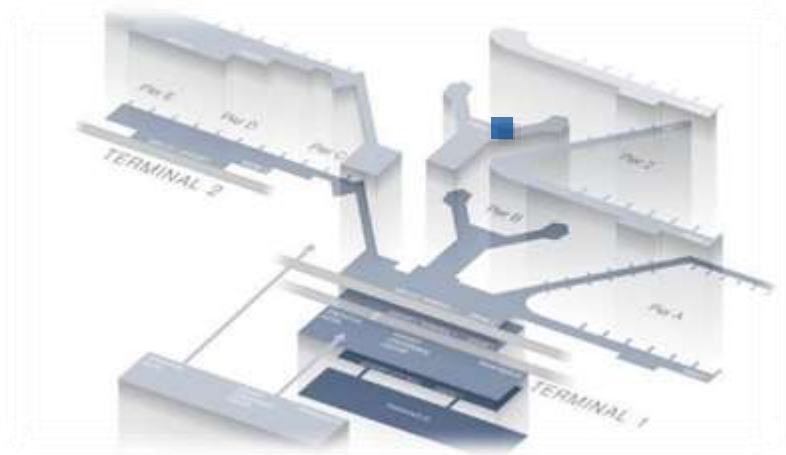


International target group

High attention

15 m²

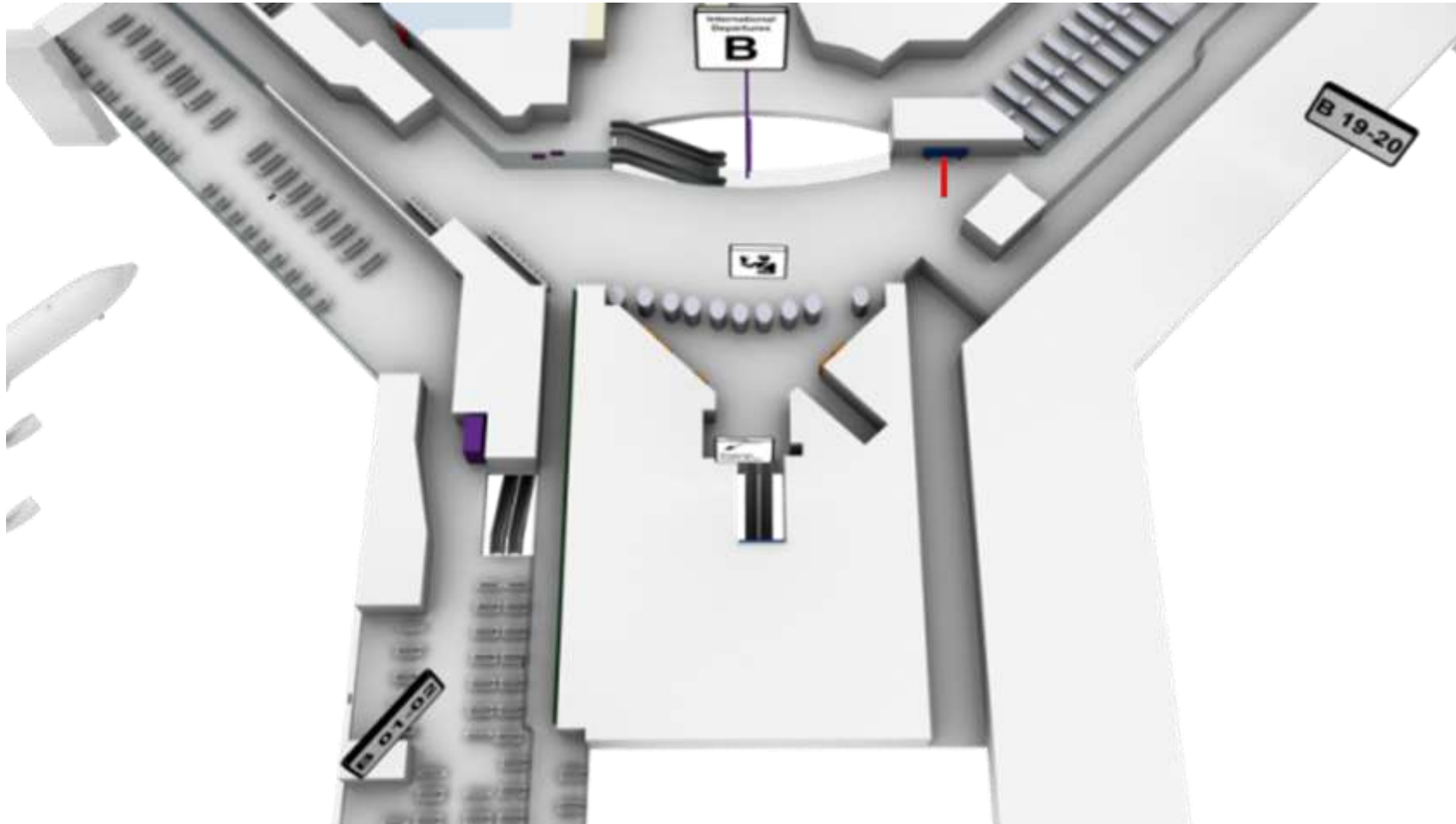
- Attention please – at Pier B**
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
 - Here both arriving and departing travellers are on their way. At this point you will reach many national and international, high-income passengers.
 - This 6.5 m2 advertising space – with brilliant, attention-grabbing back lighting – is ideal for your medium and long-term campaign flights at Frankfurt Airport.
 - Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands.



Resource number:	010-0040
Location:	Pier B, level 3
Quantity:	1
Passenger type:	Connecting and departing passengers – non-Schengen
Runtime:	1 month
Price*:	€ 14,030
Other costs*:	€ 1,853 production costs
Size:	5,556 x 1,278 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS

TERMINAL 1 – NON-SCHENGEN



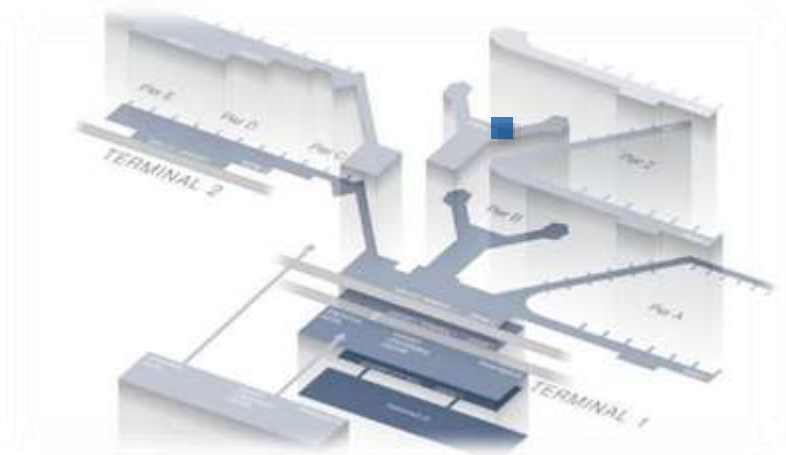
International target group

Passengers with long lengths of stay

15 m²

Attention please – at Pier B

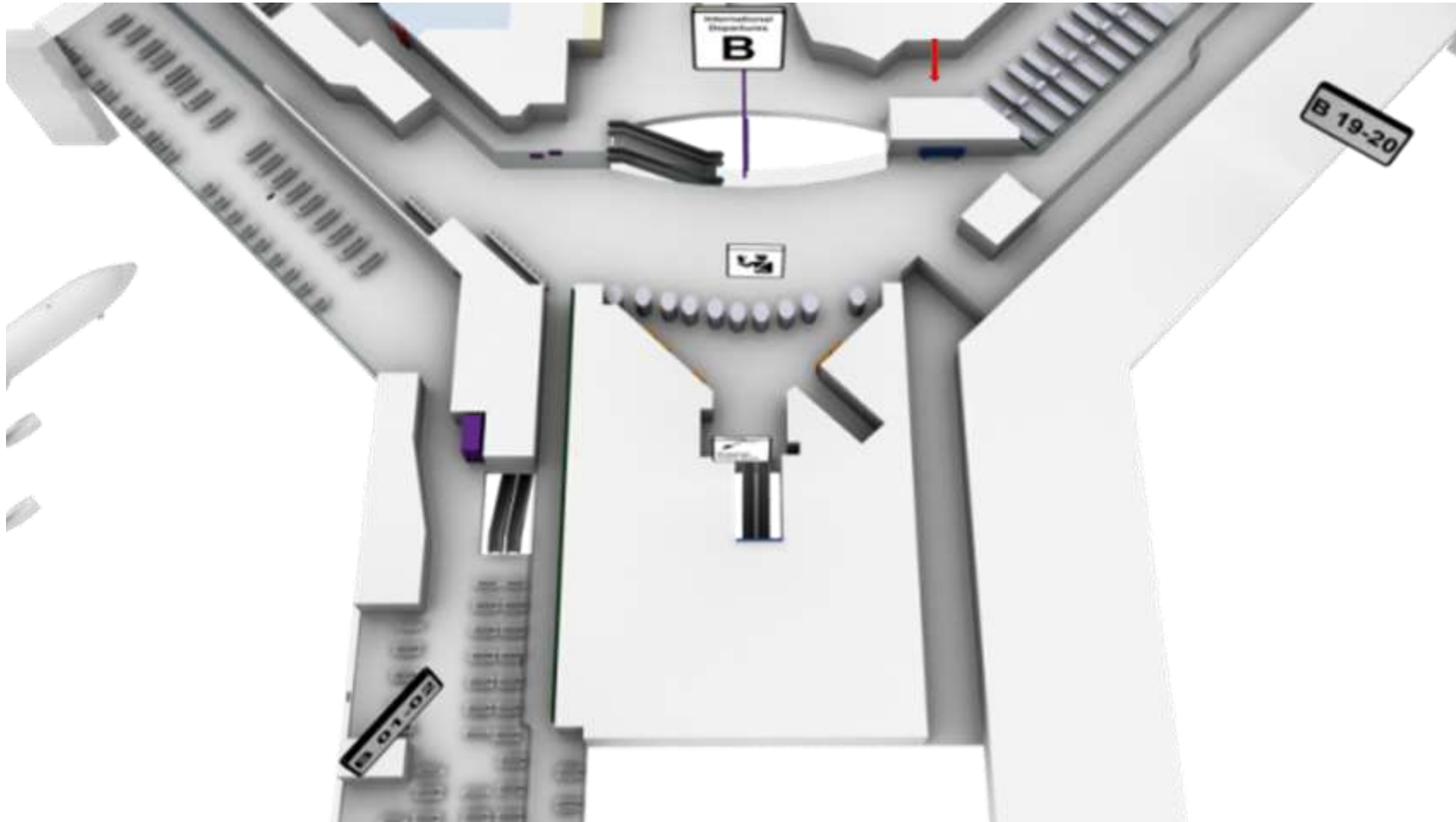
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- Here both arriving and departing travellers are on their way. At this point you will reach many national and international, high-income passengers, for instance from Great Britain, the USA, Canada, Turkey, China, Russia.
- These 6.5 m2 of advertising space – with brilliant, attention-grabbing back lighting – are ideal for your medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands.



Resource number:	010-0041
Location:	Pier B, level 3
Quantity:	1
Passenger type:	Connecting and departing passengers – non-Schengen
Runtime:	1 month
Price*:	€ 14,690
Other costs*:	€ 1,853 production costs
Size:	5,556 x 1,278 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES / ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS

TERMINAL 1 – NON-SCHENGEN



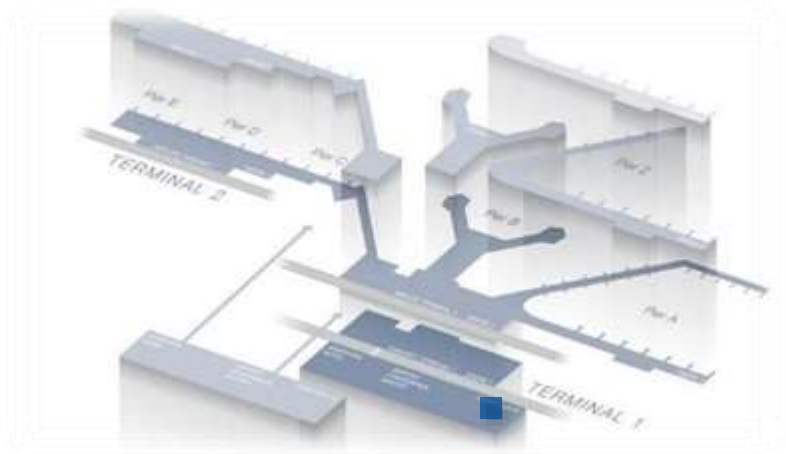
Highest contact density

Guaranteed attention

Pinpoint targeting

Touching down at Pier A

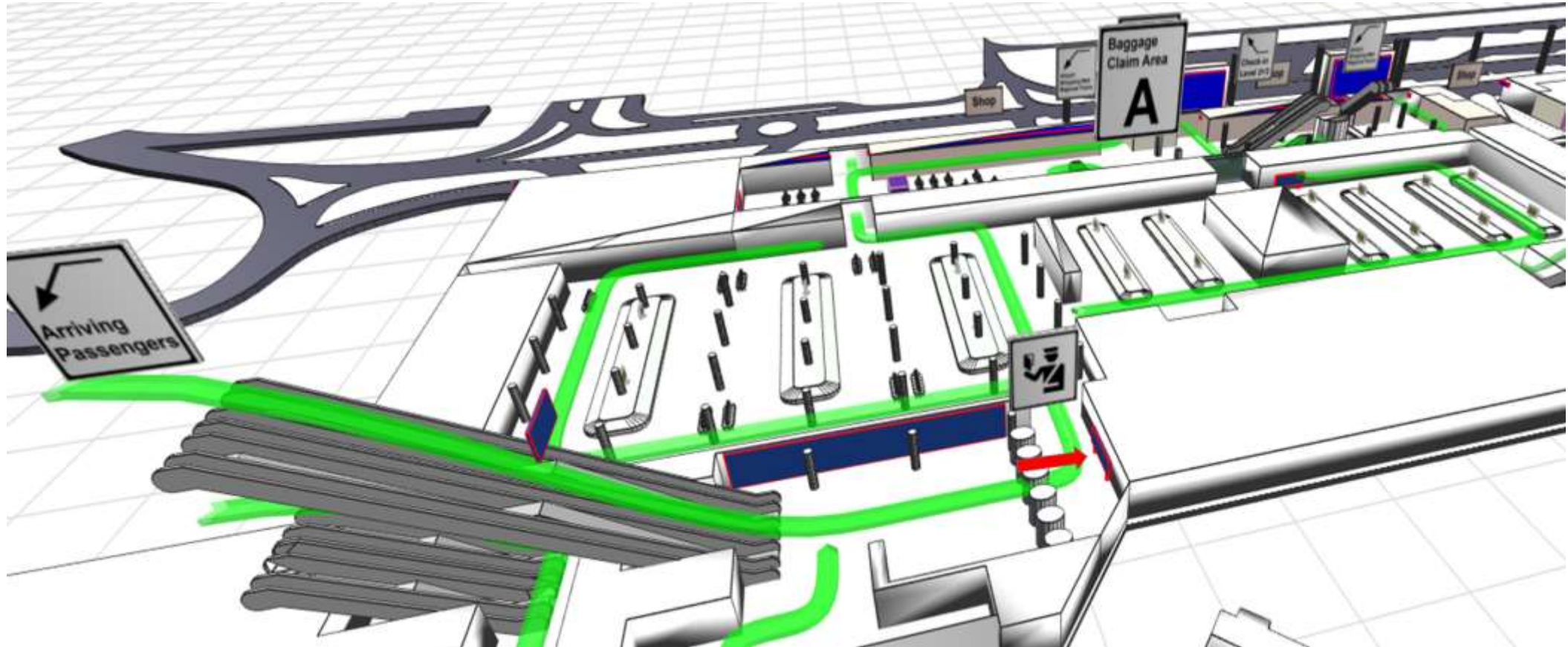
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At this point, in front of the baggage claim area, you will reach many national and international, high-income passengers.
- These 13 m2 of advertising space – with brilliant, attention-grabbing back lighting – are ideal for your medium and long-term campaign flights at Frankfurt Airport
- Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands.



Resource number:	010-0003
Location:	Pier A extension, arrivals level 1, to baggage claim area
Quantity:	1
Passenger type:	Arrivals from level 4 – international non-Schengen
Runtime:	1 month
Price*:	€ 30,030
Other costs*:	€ 2,958 production costs
Size:	5,715 x 2,258 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS

TERMINAL 1 – NON-SCHENGEN



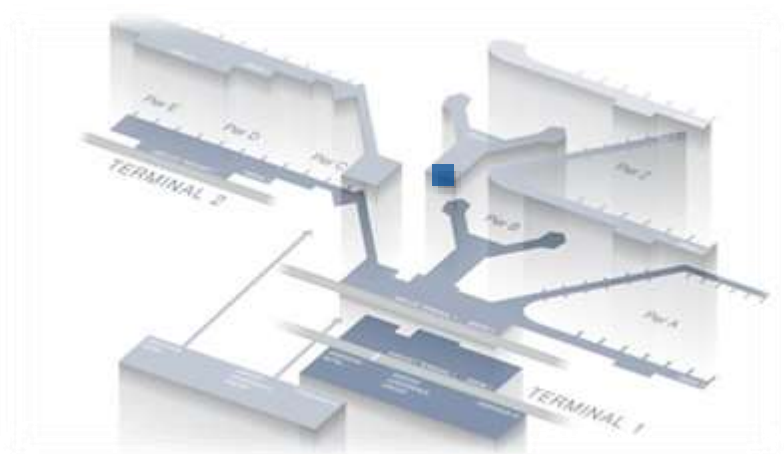
Highest contact density

Guaranteed attention

Pinpoint targeting

Touching down at Pier B

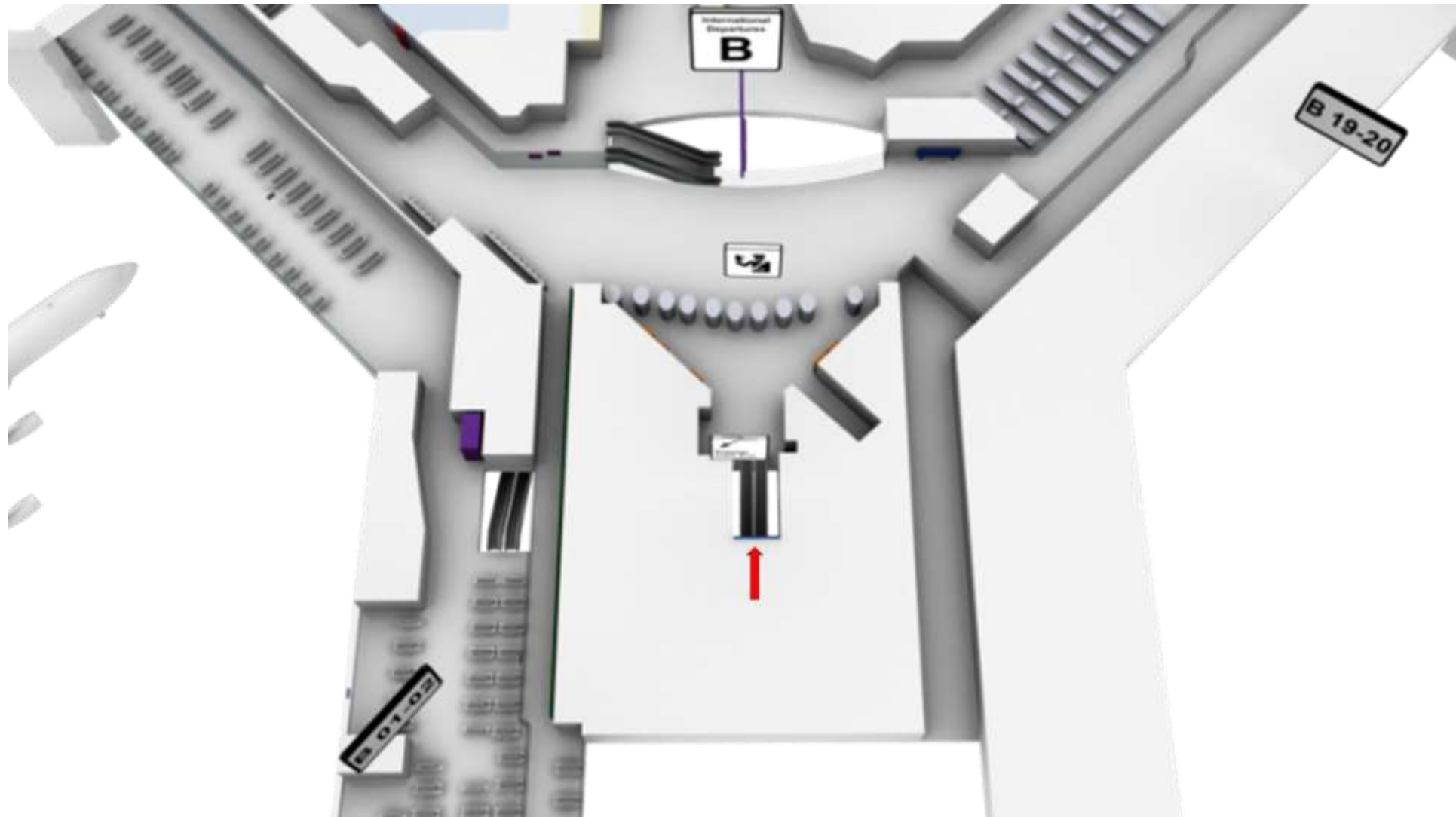
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At this point, on the stairs down between the levels, you will reach many national and international, high-income travellers, e.g. from Israel, Brazil and the USA.
- These 11 m2 of advertising space – with brilliant, attention-grabbing back lighting – are ideal for your medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands.



Resource number:	010-0025
Location:	Pier B, stairway level 3 to level 2
Quantity:	1
Passenger type:	Arrivals – international non-Schengen
Runtime:	1 month
Price*:	€ 34,210
Other costs*:	€ 7,747 production costs
Size:	4,800 x 2,300 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS

TERMINAL 1 – NON-SCHENGEN



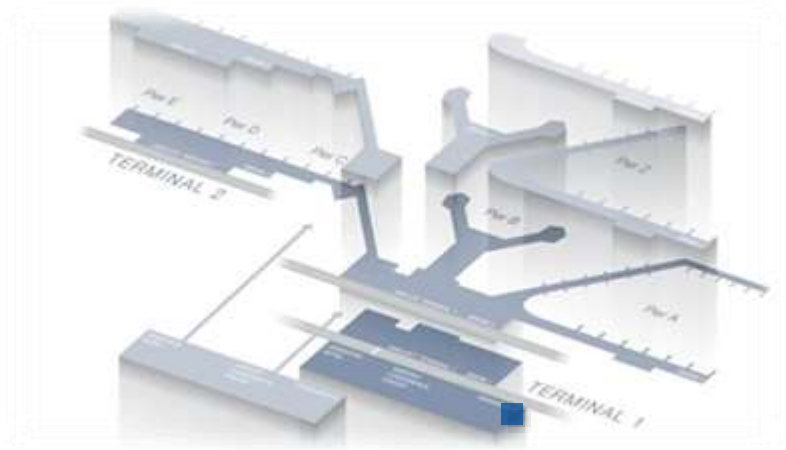
International passengers

Guaranteed attention

Pinpoint targeting

Touching down at Pier A

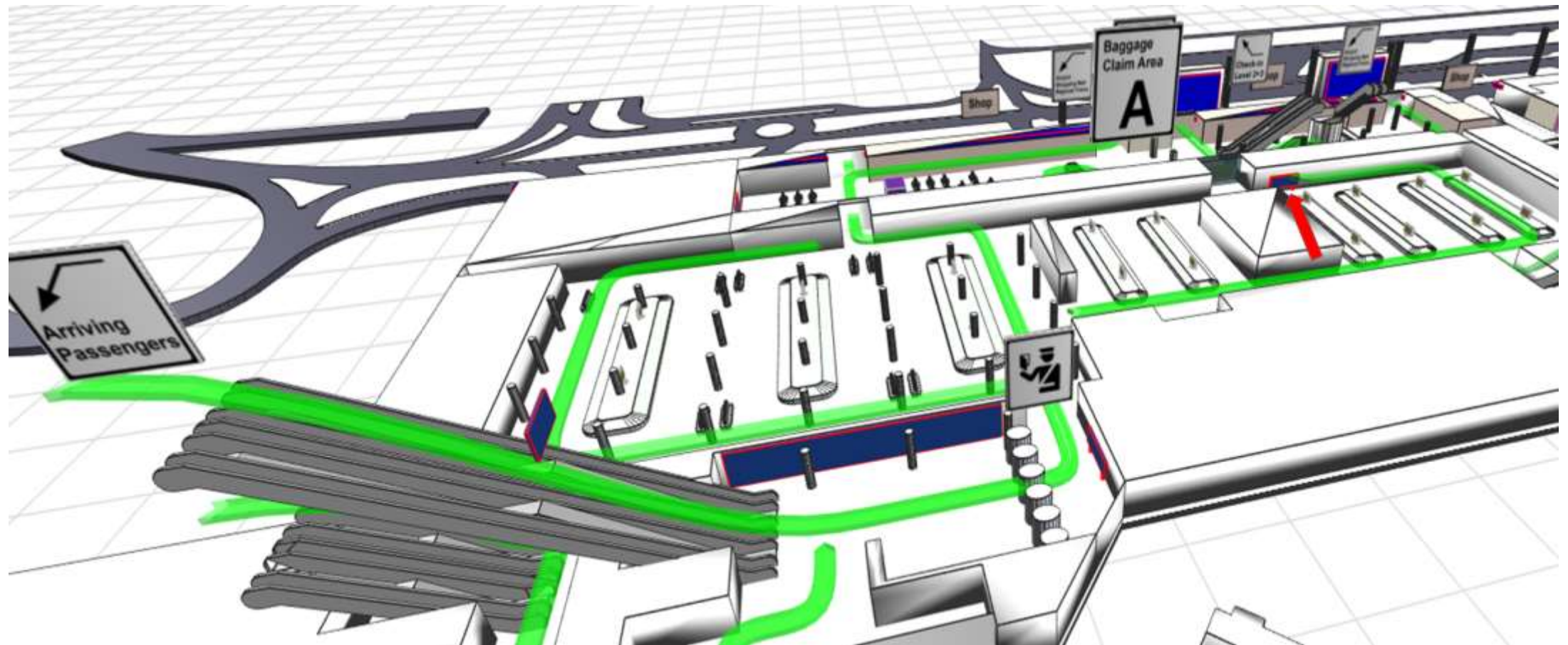
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At this point, at the baggage claim area, you will reach many national and international, high-income passengers, e.g. from China, Japan, the USA and South Africa.
- The extreme landscape format, measuring 17 m2 – with brilliant, attention-grabbing back lighting – is ideal for your medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands.



Resource number:	010-0073
Location:	Pier A, baggage claim area level 1
Quantity:	1
Passenger type:	Arrivals – Schengen / non-Schengen
Runtime:	1 month
Price*:	€ 26,800
Other costs*:	€ 1,853 production costs
Size:	5,960 x 2,578 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS

TERMINAL 1 – NON-SCHENGEN



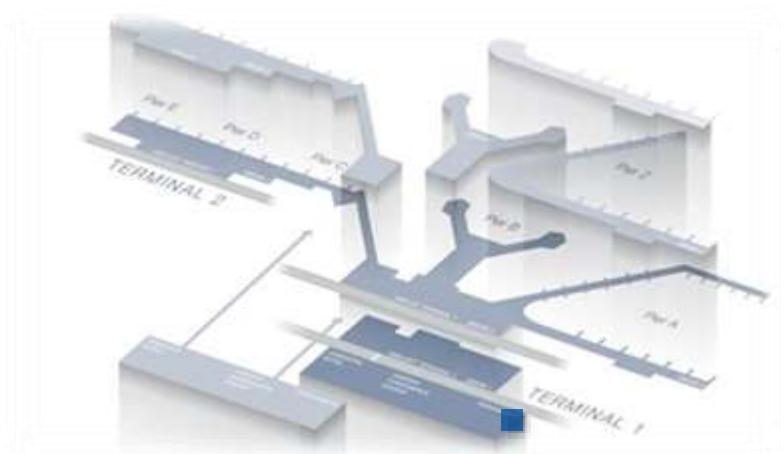
Highest contact density

Guaranteed attention

Pinpoint targeting

Touching down at Pier A/Z

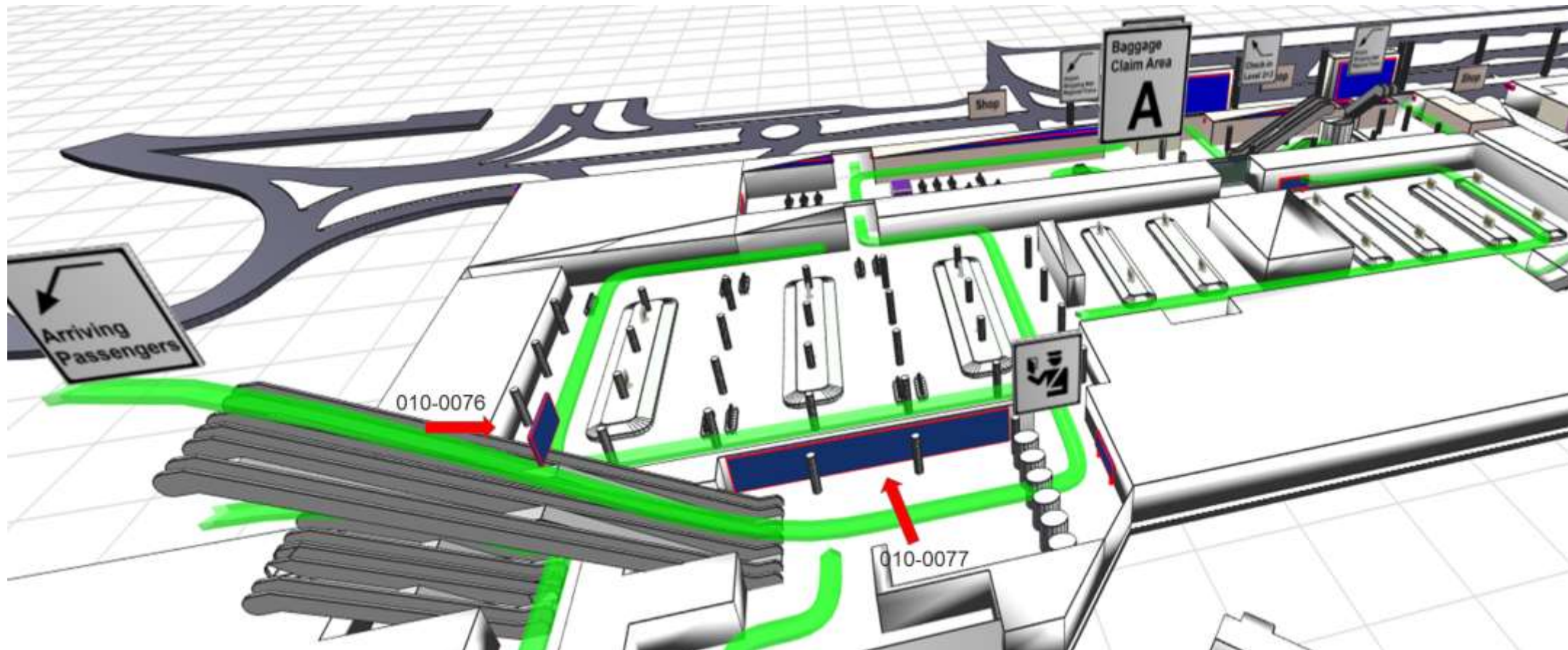
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At this point, on the stairs down between the levels, you will reach many national and international, high-income travellers.
- Opulent 36 m² or 71 m² advertising spaces – with brilliant, attention-grabbing back lighting – are ideal for your medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands



Resource number:	010-0076
Location:	Pier A / Z, stairway level 4 to level 1
Quantity:	1
Passenger type:	Arrivals – international non-Schengen
Runtime:	1 month
Price*:	€ 37,850
Other costs*:	€ 7,968 production costs
Size:	11,005 x 3,350 mm & 21,549 x 3,350 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS

TERMINAL 1 – NON-SCHENGEN



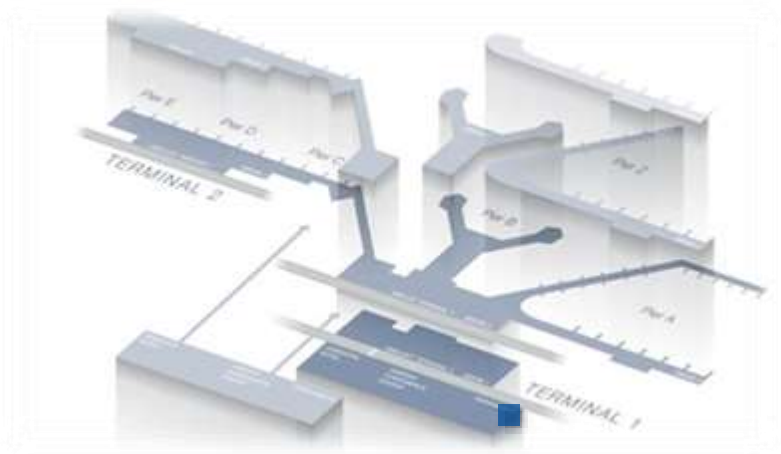
Highest contact density

Guaranteed attention

Pinpoint targeting

Touching down at Pier A/Z

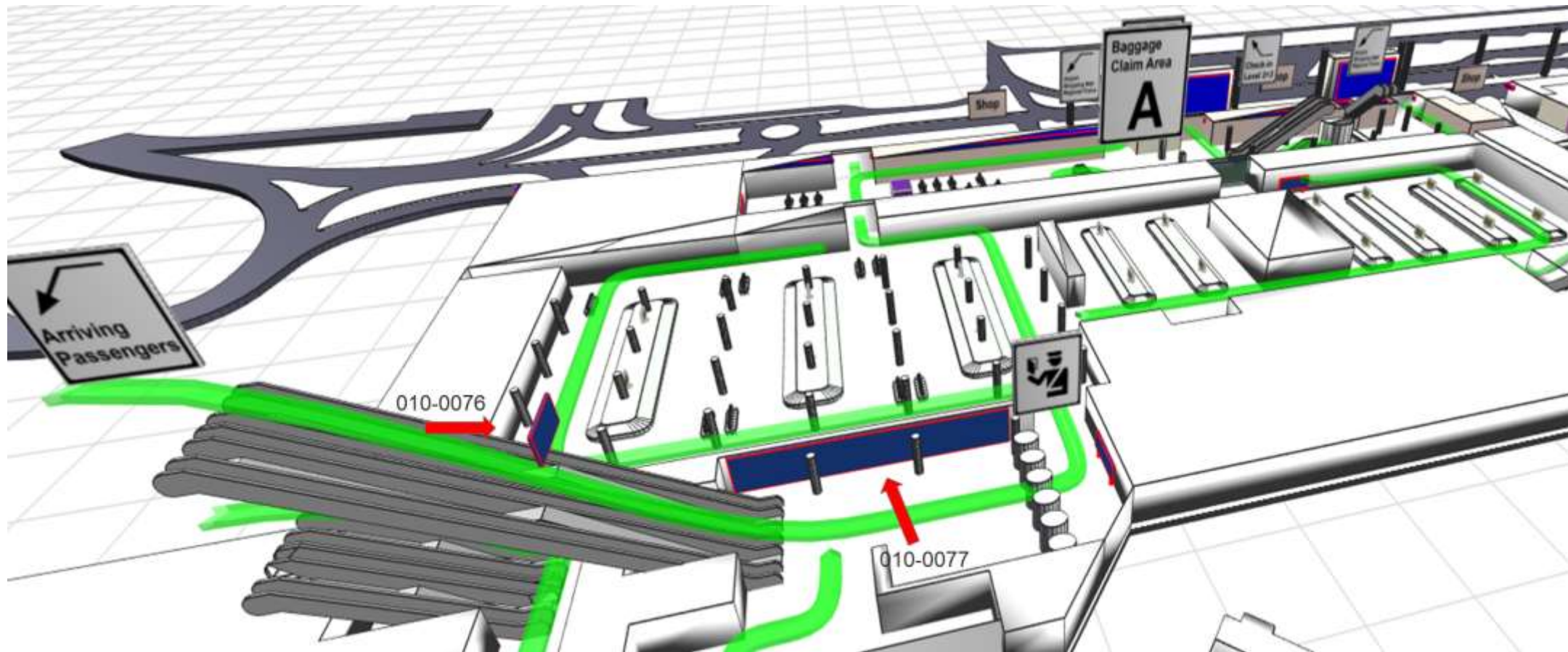
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At this point, on the stairs down between the levels, you will reach many national and international, high-income travellers
- Opulent 36 m² or 71 m² advertising spaces – with brilliant, attention-grabbing back lighting – are ideal for your medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands.



Resource number:	010-0077
Location:	Pier A/Z, stairway level 4 to level 1
Quantity:	1
Passenger type:	Arrivals – international non-Schengen
Runtime:	1 month
Price*:	€ 41,730
Other costs*:	€ 9,242 production costs
Size:	11,005 x 3,350 mm & 21,549 x 3,350 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS

TERMINAL 1 – NON-SCHENGEN



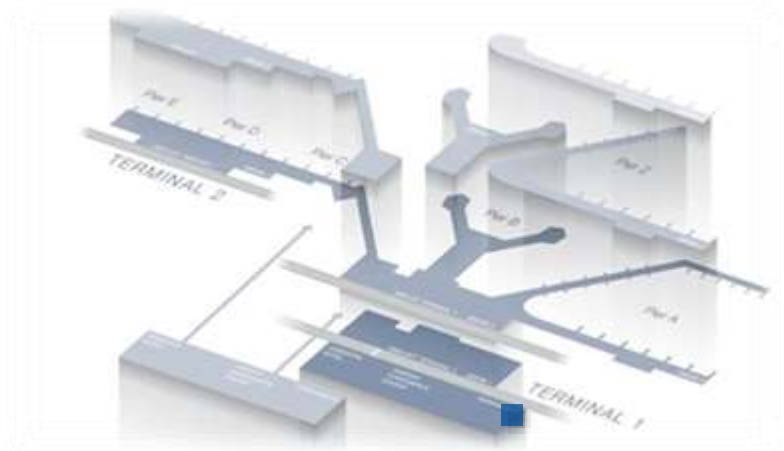
Highest contact density

Guaranteed attention

Pinpoint targeting

Touching down at Pier A/Z

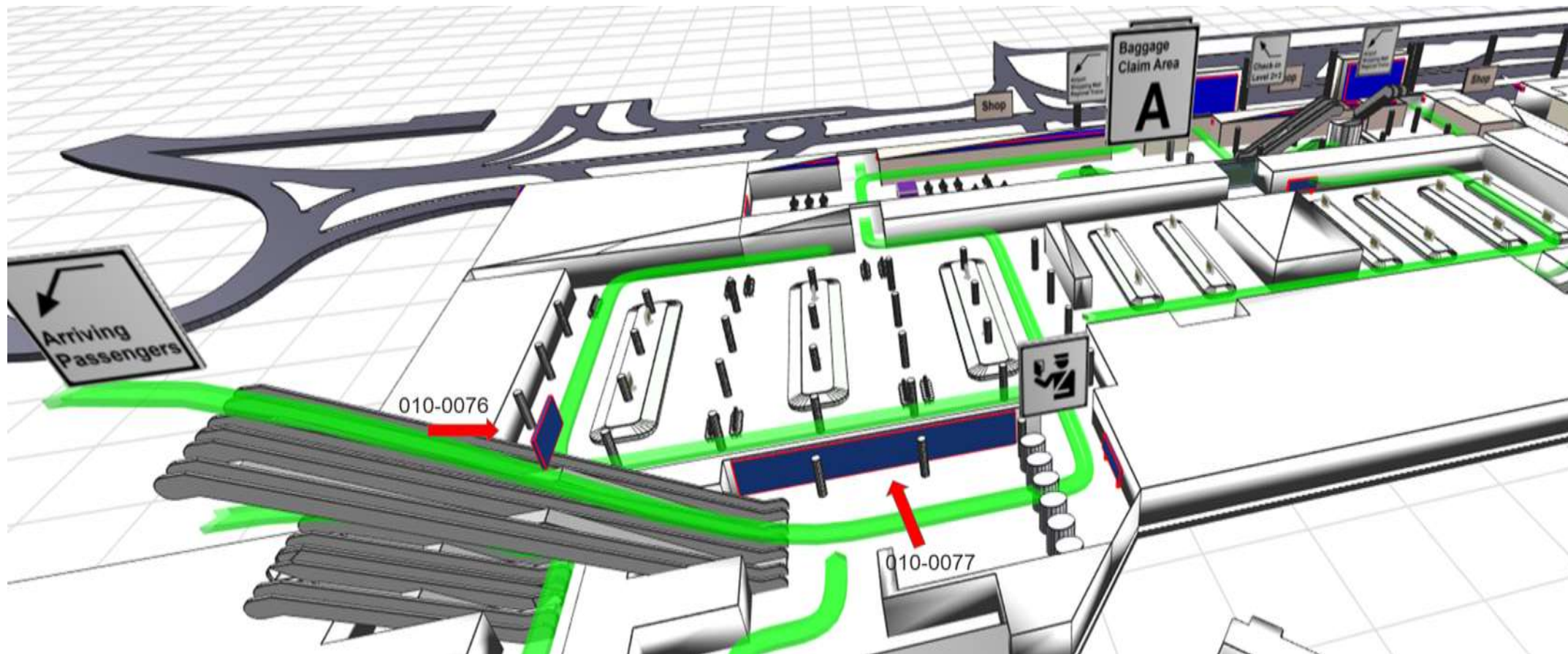
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At these points, at Pier A/Z, you will reach many national and international, high-income passengers, e.g. from China, Japan, the USA and South Africa.
- Opulent 36 m² or 71 m² advertising spaces – with brilliant, attention-grabbing back lighting – are ideal for your medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands.



Resource number:	NW-010-001
Location:	Arrival network A/Z, level 1
Quantity:	2
Passenger type:	Arrivals – international non-Schengen
Runtime:	1 month
Price*:	€ 69,510
Other costs*:	€ 7,968 (11m) + € 9,242 (21 m) production costs Size: 11,005 x 3,350 mm & 21,549 x 3,350 mm

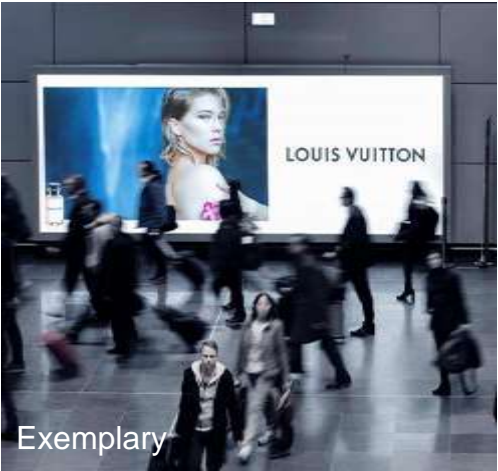
*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS

TERMINAL 1 – NON-SCHENGEN



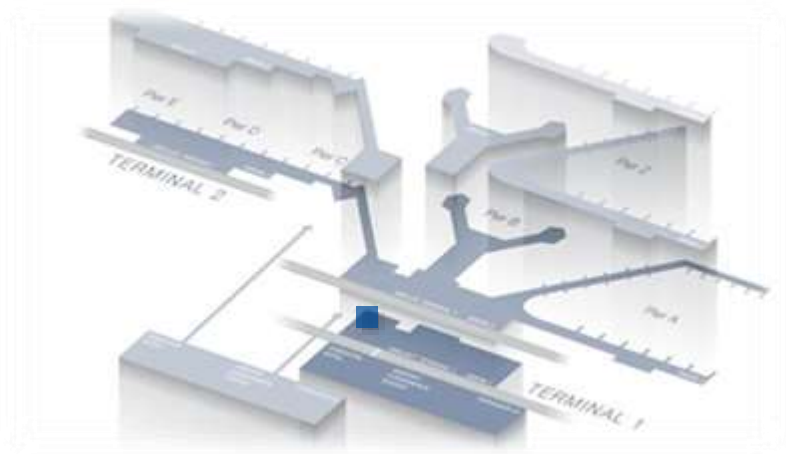
Highest contact density

Guaranteed attention

Pinpoint targeting

Touching down at Pier C

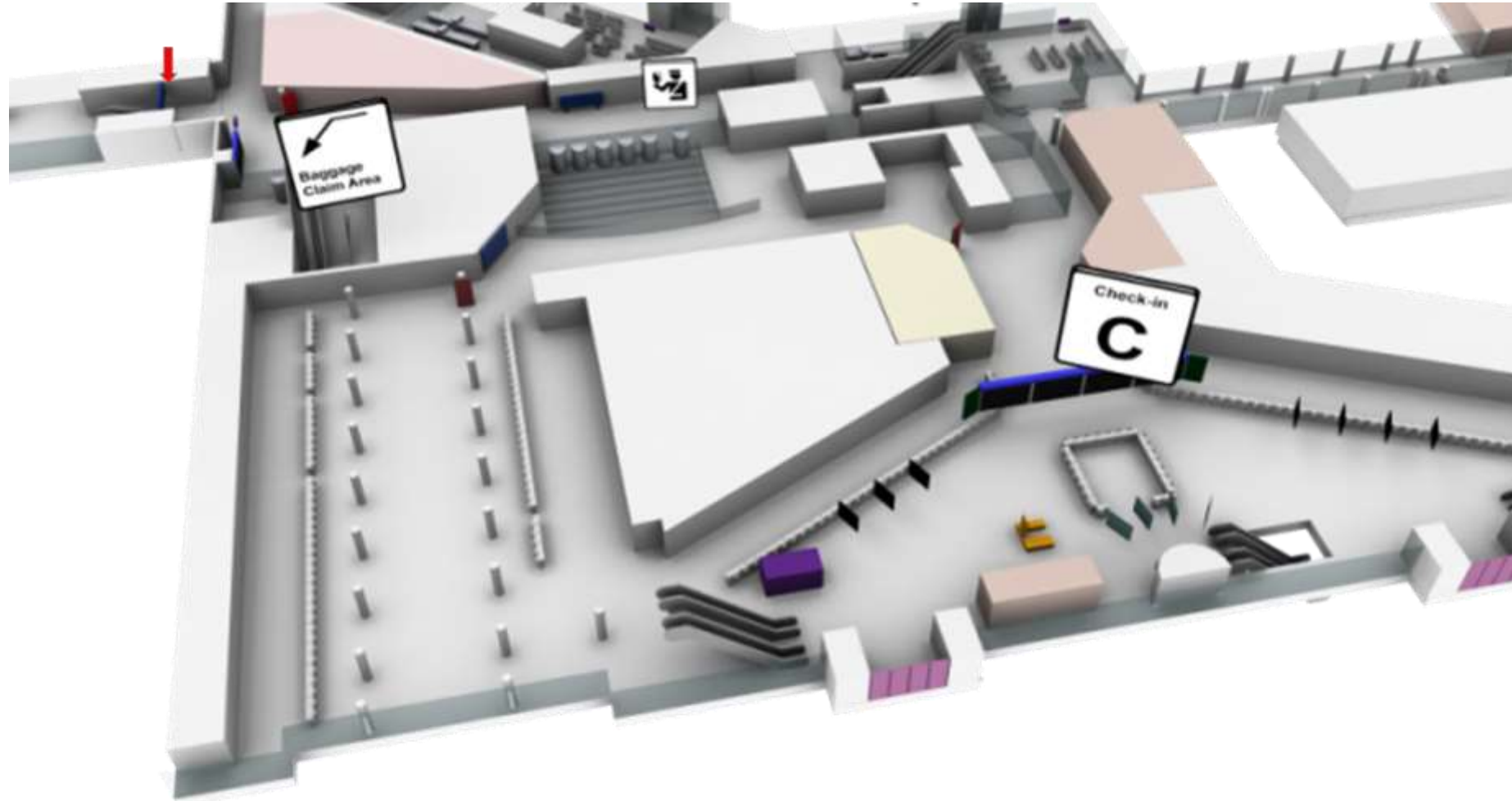
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At this point, on the stairs down to the baggage claim area, you will reach many national and international, high-income passengers, e.g. from Israel, Brazil and India.
- These 6.5 m2 of advertising space – with brilliant, attention-grabbing back lighting – are ideal for your medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands.



Resource number:	010-0042
Location:	Pier C, stairway to baggage claim area, level 1
Quantity:	1
Passenger type:	Arrivals – international non-Schengen
Runtime:	1 month
Price*:	€ 13,180
Other costs*:	€ 1,853 production costs
Size:	5,556 x 1,278 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS

TERMINAL 1 – NON-SCHENGEN



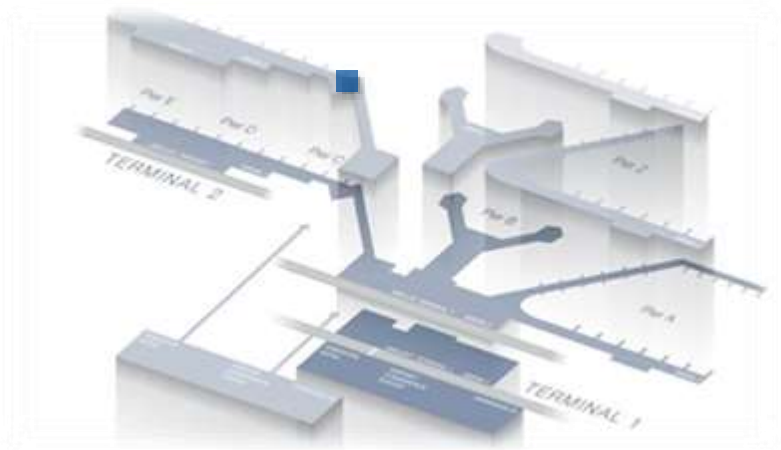
Highest contact density

Guaranteed attention

Pinpoint targeting

Touching down at Pier C

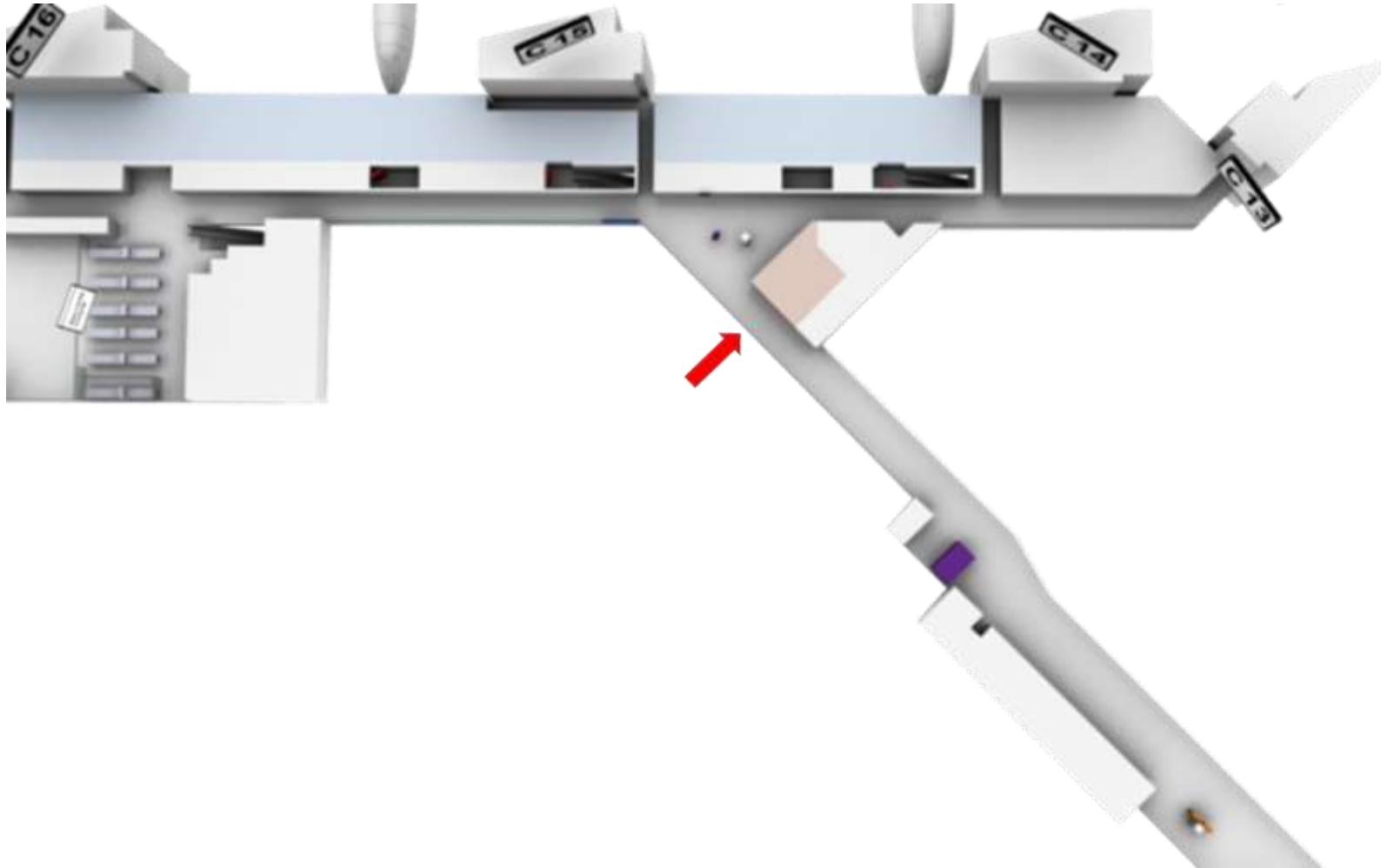
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At this point you will reach many national and international, high-income passengers, e.g. from Israel, Brazil and India.
- These 7 m2 of advertising space – with brilliant, attention-grabbing back lighting – are ideal for your medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands.



Resource number:	010-0046
Location:	Pier C, level 3
Quantity:	1
Passenger type:	Arrivals – international non-Schengen
Runtime:	1 month
Price*:	€ 13,410
Other costs*:	€ 1,316 production costs
Size:	5,556 x 1,278 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS

TERMINAL 1 – NON-SCHENGEN



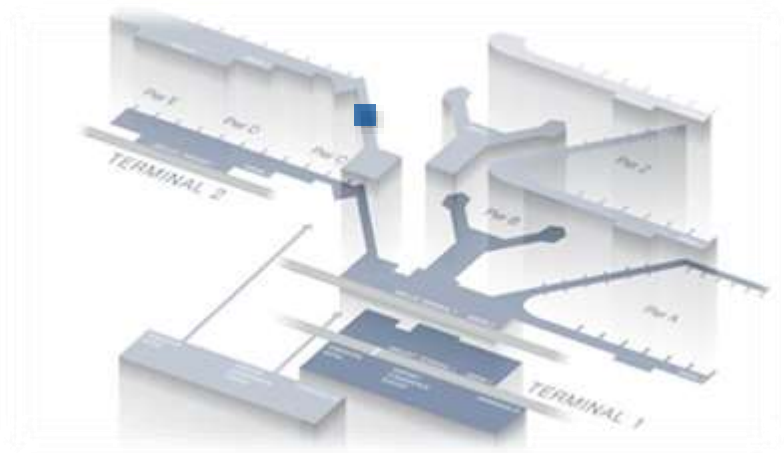
Highest contact density

Guaranteed attention

Pinpoint targeting

Touching down at Pier C

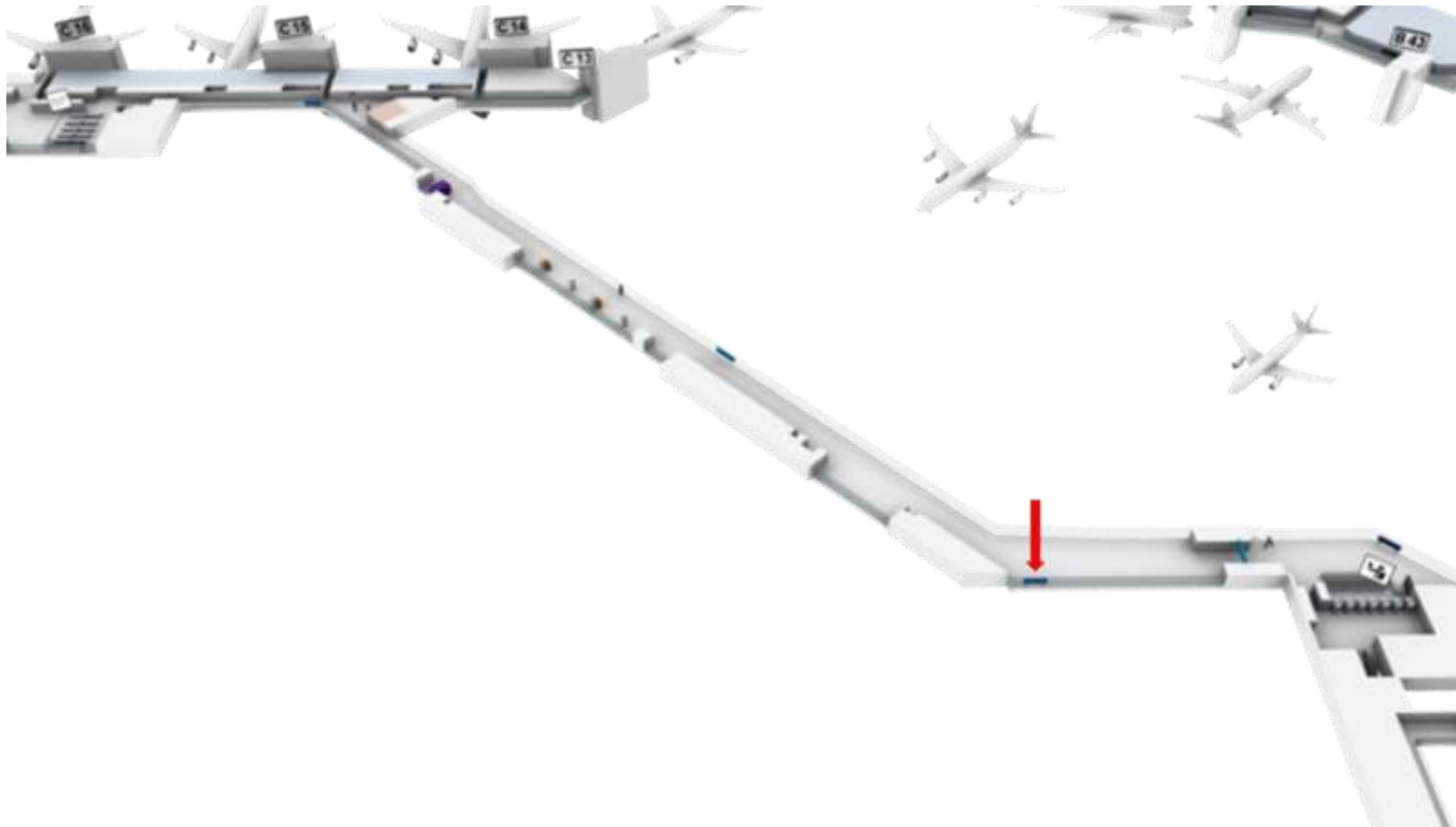
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At this point you will reach many national and international, high-income passengers, e.g. from Israel, Brazil and India.
- These 7 m2 of advertising space – with brilliant, attention-grabbing back lighting – are ideal for your medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands.



Resource number:	010-0047
Location:	Pier C, level 3
Quantity:	1
Passenger type:	Arrivals / transfers – international non-Schengen
Runtime:	1 month
Price*:	€ 13,200
Other costs*:	€ 1,853 production costs
Size:	5,556 x 1,278 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS

TERMINAL 1 – NON-SCHENGEN



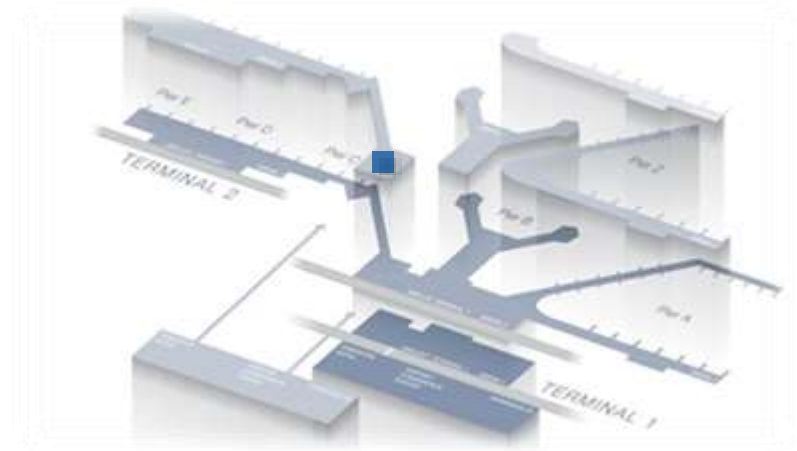
Highest contact density

Guaranteed attention

Pinpoint targeting

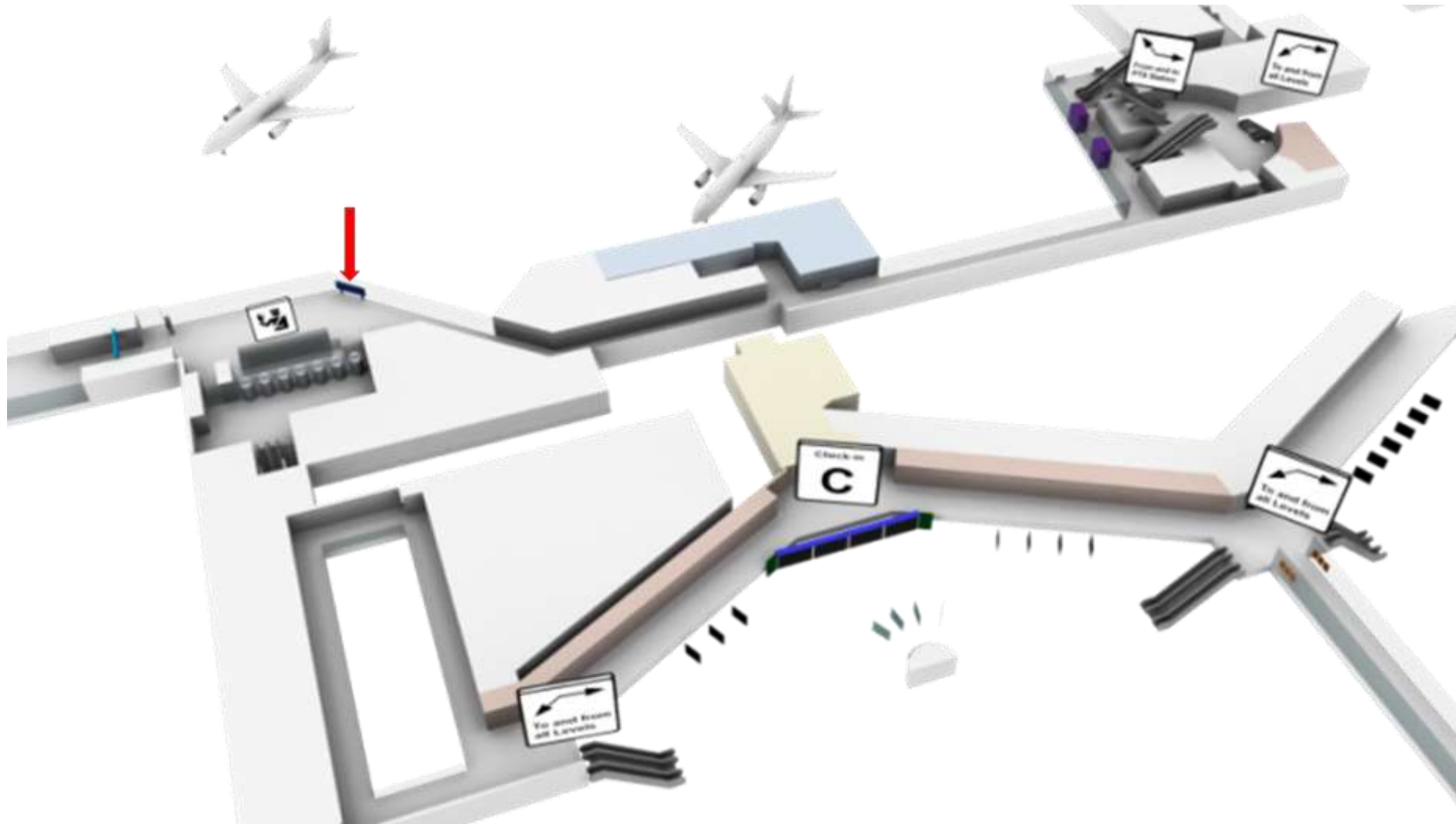
Touching down at Pier C

- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At this point, directly in front of the entry checkpoint, you will reach many national and international, high-income passengers, e.g. from the USA, Israel, Brazil and India.
- These 12.5 m2 of advertising space – with brilliant, attention-grabbing back lighting – are ideal for your medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding runway for your brand advertising – particularly for international brands.



Resource number:	010-0048
Location:	Pier C, before the entry check, level 3
Quantity:	1
Passenger type:	Arrivals – international non-Schengen
Runtime:	1 month
Price*:	€ 13,200
Other costs*:	€ 2,579 production costs
Size:	5,680 x 2,260 mm

KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS



KINGSIZE LIGHTBOXES SECURITY CHECK – DEPARTURES

TERMINAL 1 – NON-SCHENGEN



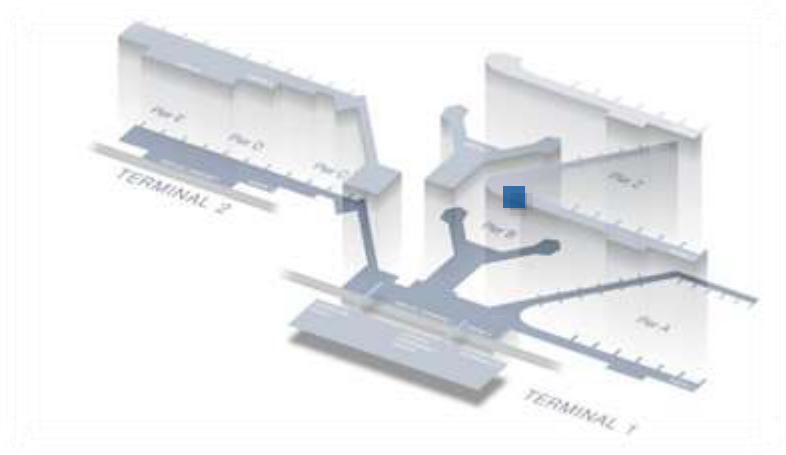
Highest contact density

Guaranteed attention

Pinpoint targeting

Optimum take-off conditions for you at Pier Z

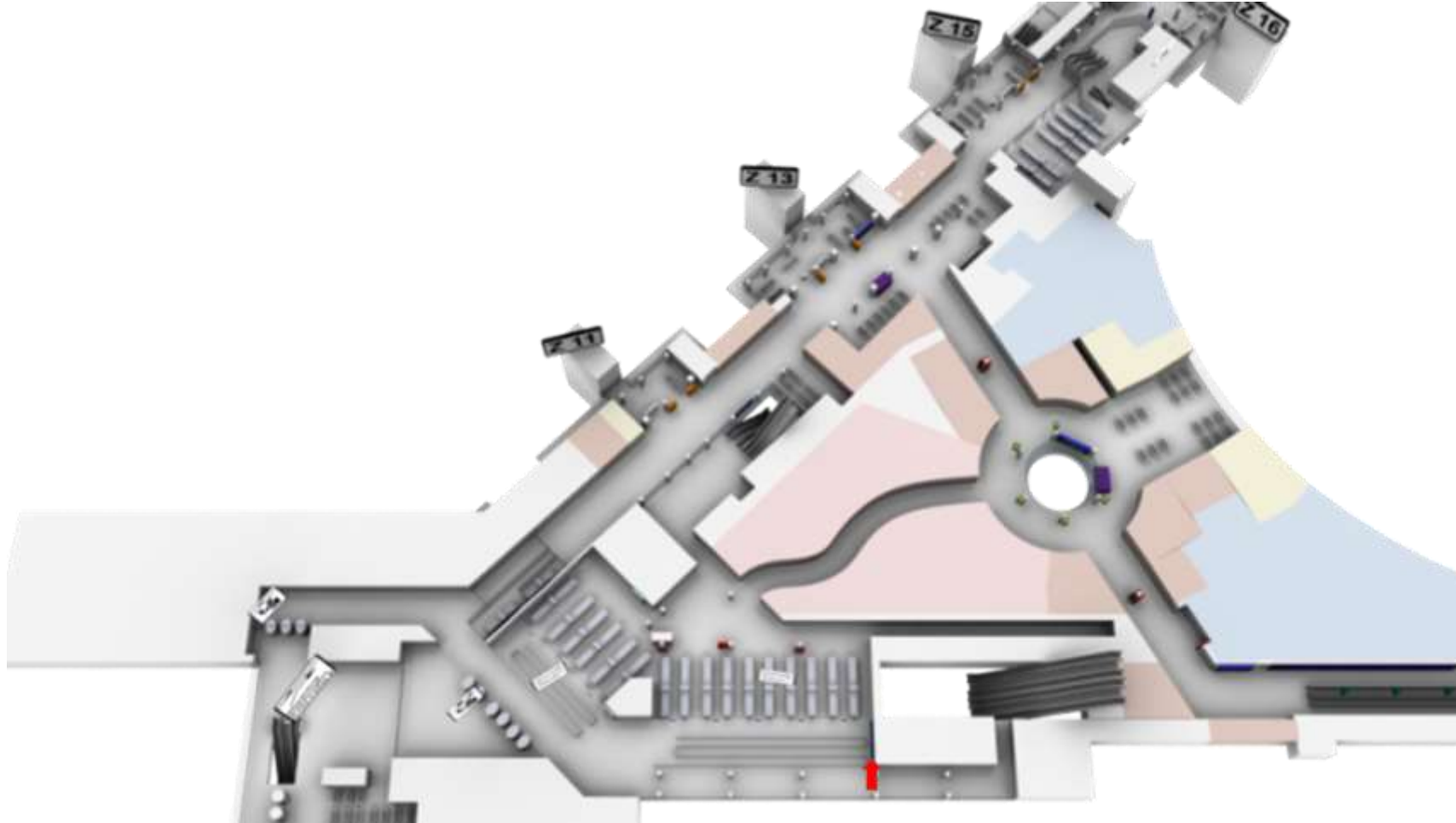
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- This advertising space positively invites the traveller to make an unscheduled shopping trip. 60 percent of passengers shop spontaneously at Frankfurt Airport.
- Along with effective sales advertising, the KingSize Lightbox is also well suited to persuasive brand advertising – particularly for international brands, which thus receive more spread.
- On average, passengers are involved for 10 minutes at the security check and while they are waiting are glad to be surprised by entertaining content. The contact density is unbeatable.



Resource number:	010-0053
Location:	Security check gate Z, level 3
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 21,490
Other costs*:	€ 2,958 Production costs
Size:	5,715 x 2,258 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES SECURITY CHECK – DEPARTURES



KINGSIZE LIGHTBOXES SECURITY CHECK – DEPARTURES

TERMINAL 1 – NON-SCHENGEN



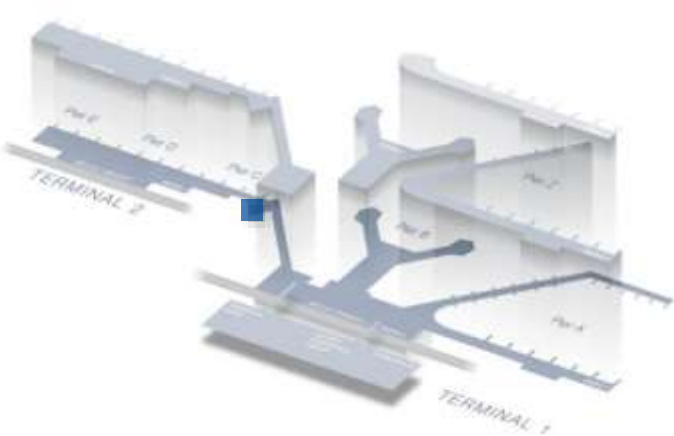
Highest contact density

Guaranteed attention

Pinpoint targeting

Optimum take-off conditions for you at Pier C

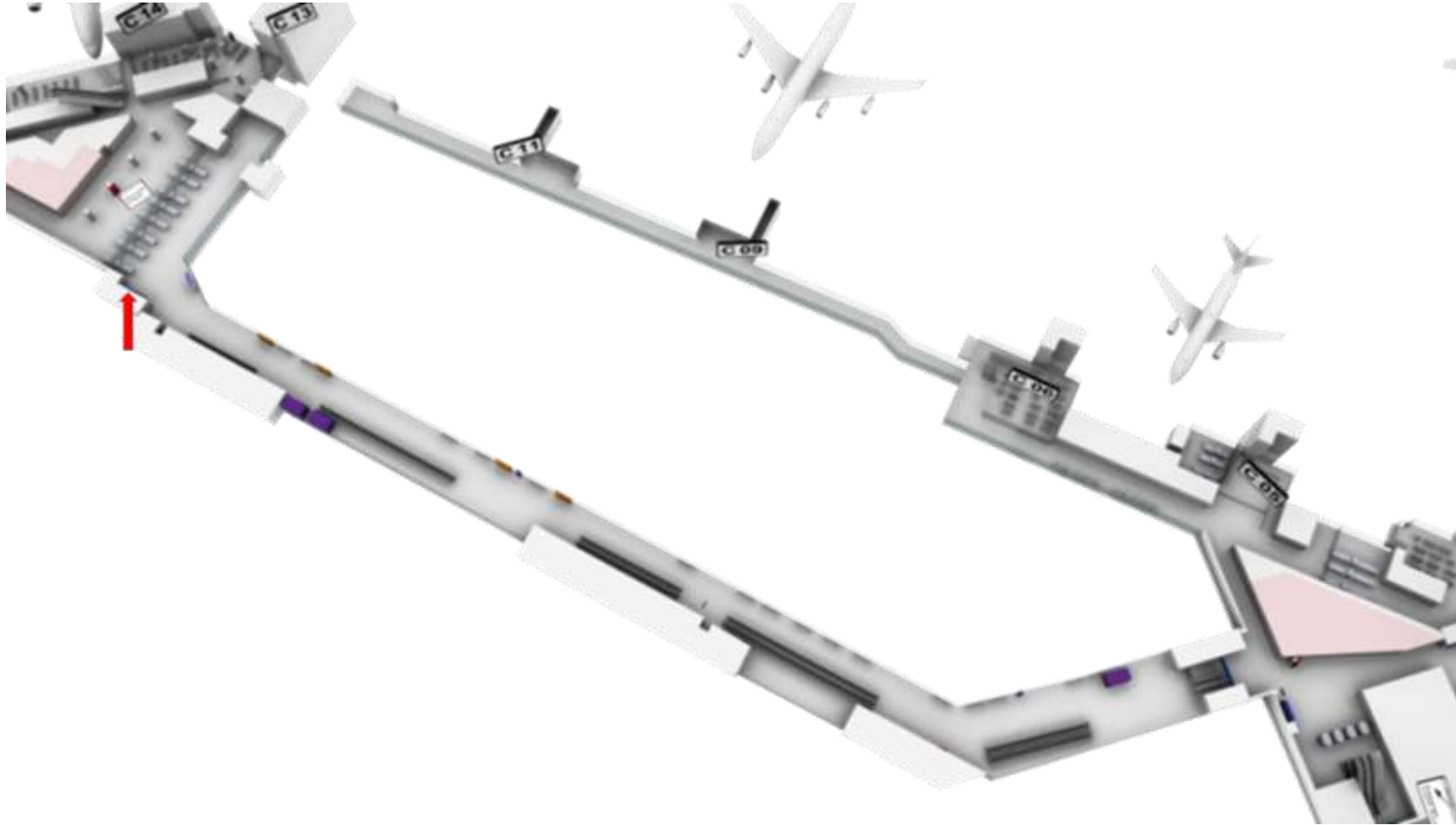
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- This advertising space positively invites the traveller to make an unscheduled shopping trip. 60 percent of passengers shop spontaneously at Frankfurt Airport.
- Along with effective sales advertising, the KingSize Lightbox is also well suited to persuasive brand advertising – particularly for international brands, which thus receive more spread.
- On average, passengers are involved for 10 minutes at the security check and while they are waiting are glad to be surprised by entertaining content. The contact density is unbeatable.



Resource number:	010-0043
Location:	Security check pier C, level 2
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 13,200
Other costs*:	€ 1,853 production costs
Size:	5,556 x 1,278 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES SECURITY CHECK – DEPARTURES



PLATINUM WALL

TERMINAL 1 – NON-SCHENGEN



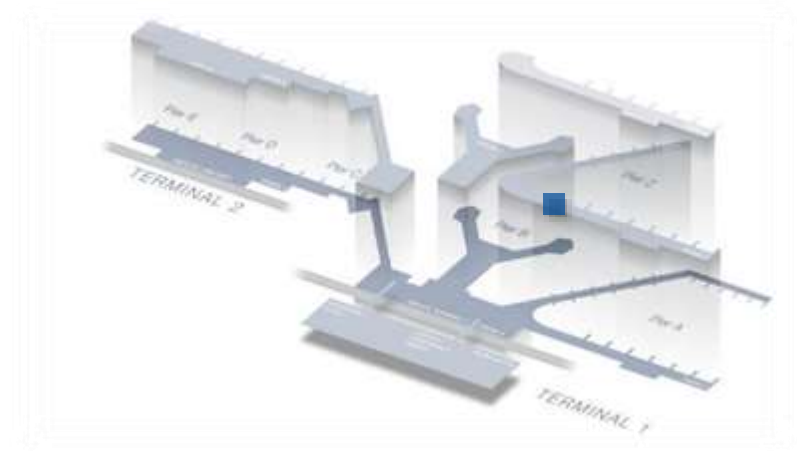
High-frequency routes

Wide format

International target group

Sensational span at Pier Z

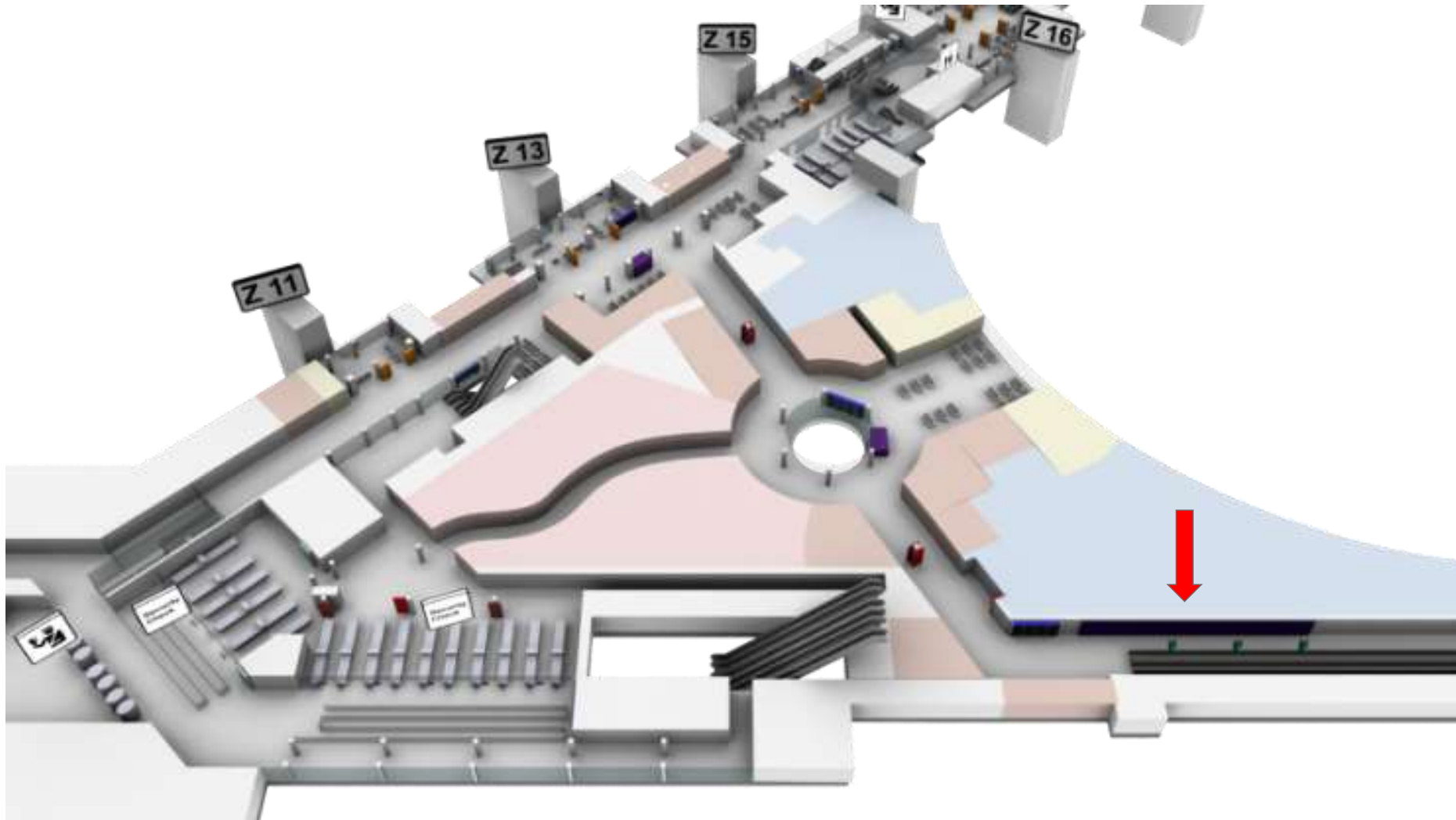
- The Platinum Wall accompanies the passengers across an outstanding 22 metres.
- The extra-wide format at Pier Z will stay extra-long in people's memory.
- Attractive target groups with high purchasing power from non-Schengen countries are on the move on high-footfall paths to the gates.



Resource number:	012-0002
Location:	Level 3, gate Z
Quantity:	1
Passenger type:	Departures, arrivals – non-Schengen
Runtime:	3 months
Price*:	€ 63,350 / month
Other costs*:	€ 6,484 production costs
Size:	22,095 x 2,260 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PLATINUM WALL



WALL PANELS – ARRIVALS

TERMINAL 1 – NON-SCHENGEN



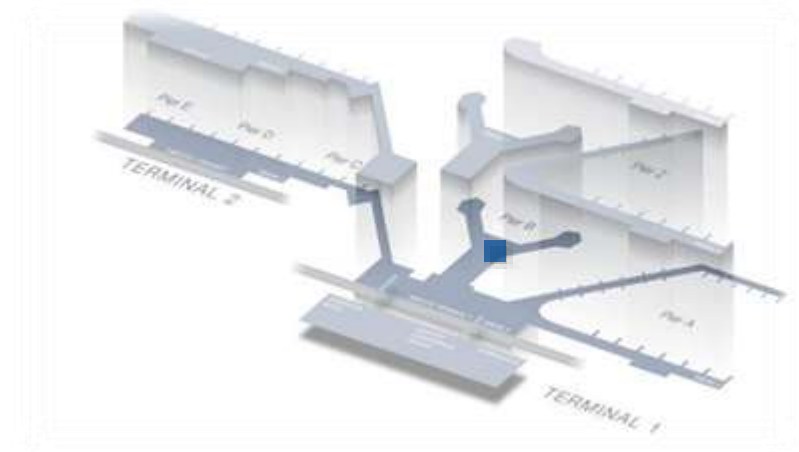
Ideal for B2B advertising

Highly frequented locations

Shopping impulses

Your cosmopolitan travel hub at Pier B

- A wall panel at Frankfurt Airport sparks impulse shopping, provides information about international events or trade fairs, and is the ideal space for product launches or persuasive branding.
- These many-sided formats at lively locations catch a broad-range audience, of business travellers, tourists and people returning from holiday.
- At Pier B your motif will reach consumption-minded, high-income target groups, for instance from Great Britain, Canada, Russia, the USA, China and the United Arab Emirates.



Resource number:	028-0016
Location:	Pier B west, level 2
Quantity:	1
Passenger type:	Arrivals – international, non-Schengen
Runtime:	1 month
Price*:	€ 9,610
Other costs*:	€ 1,053 production costs
Size:	3,190 x 1,800 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

WALL PANELS – ARRIVALS



WALL PANELS – ARRIVALS

TERMINAL 1 – NON-SCHENGEN



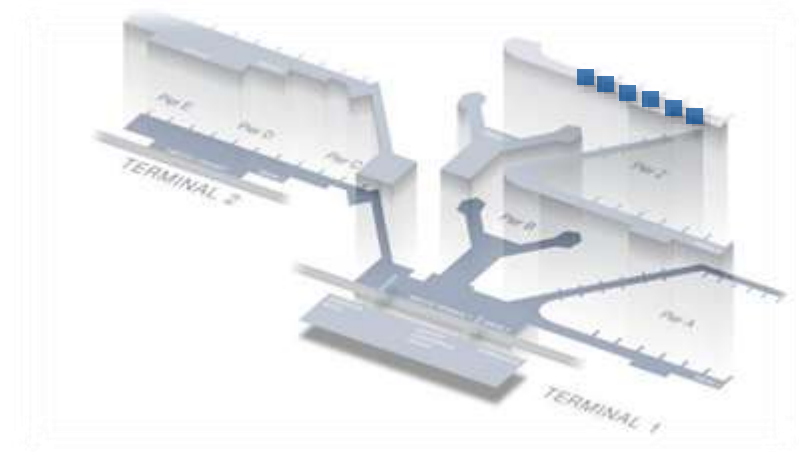
Ideal for B2B advertising

Highly frequented locations

Business travellers

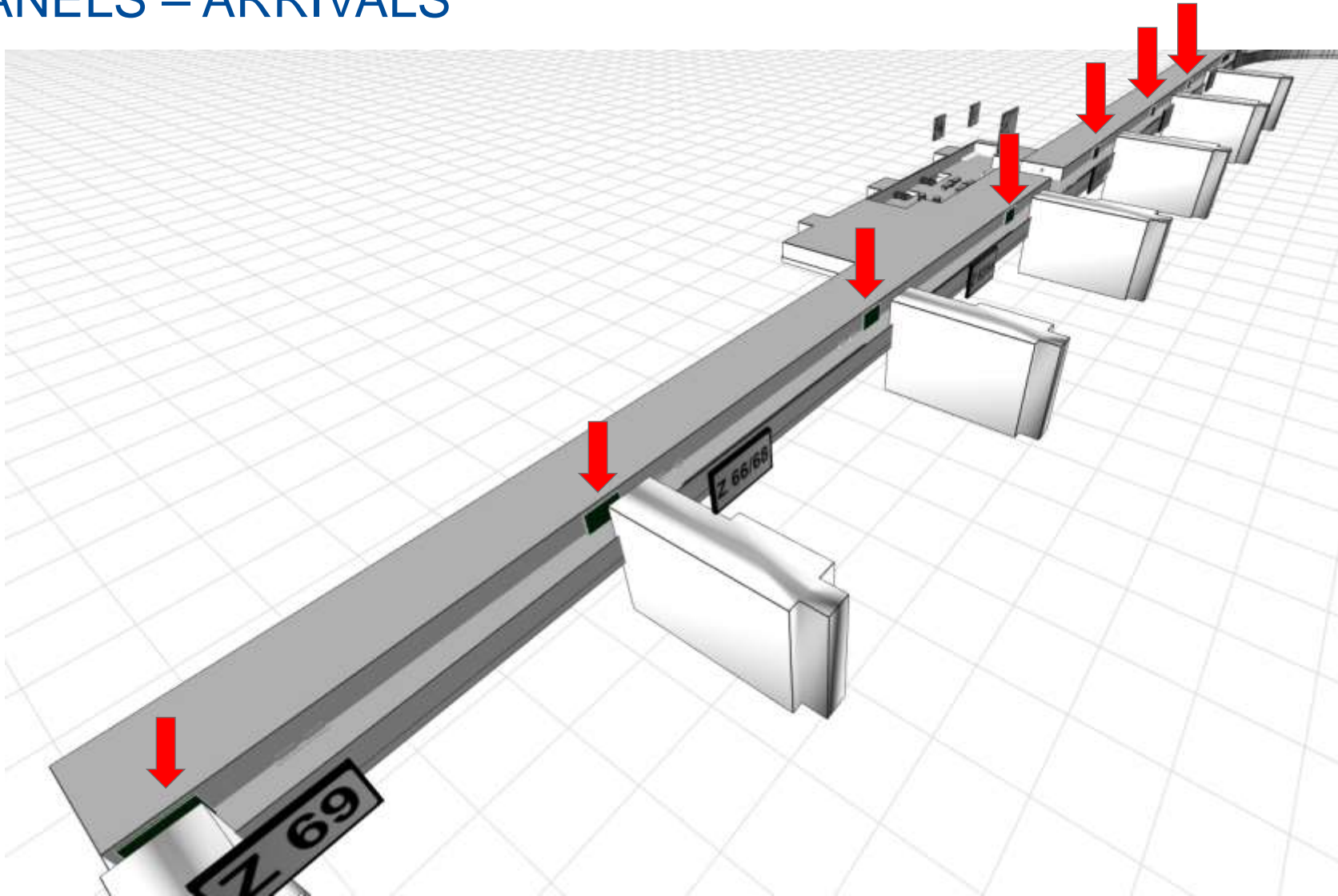
Your cosmopolitan travel hubs at Pier Z

- Wall panels in Frankfurt Airport spark impulse shopping, provide information about international events or trade fairs, and are the ideal space for product launches or persuasive branding.
- These many-sided formats at lively locations catch a broad-range audience, of business travellers, tourists and people returning from holiday.
- At Pier Z your motif will reach consumption-minded, high-income target groups, for instance from China, Japan, Singapore, Hong Kong and South Korea.



Resource number:	NW-028-002
Location:	Pier Z, gate 50-69
Quantity:	7
Passenger type:	International non-Schengen
Runtime:	6 months
Price*:	€ 28,170 / month
Other costs*:	€ 12,130 Production costs
Size:	7,150 x 2,000 mm

WALL PANELS – ARRIVALS



WALL PANELS – ARRIVALS

TERMINAL 1 – NON-SCHENGEN

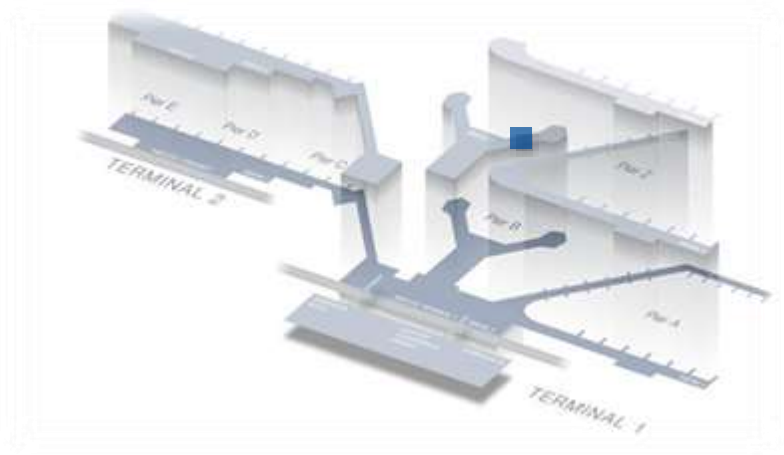


Ideal for B2B advertising

Highly frequented locations

International passengers

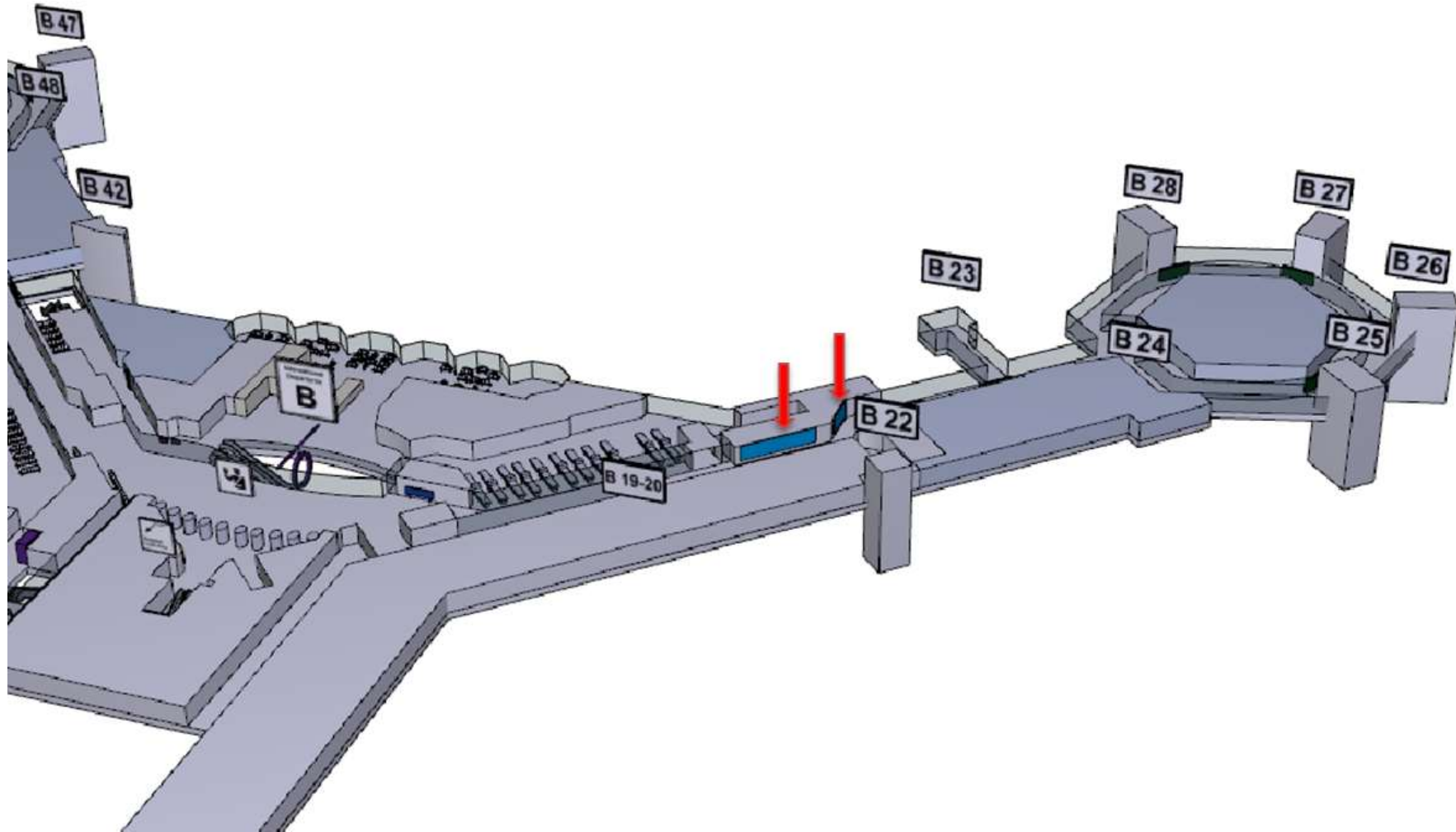
- Your cosmopolitan travel hub at Pier B**
- Wall panels in Frankfurt Airport spark impulse shopping, provide information about international events or trade fairs, and are the ideal space for product launches or persuasive branding.
 - These many-sided formats at lively locations catch a broad-range audience, of business travellers, tourists and people returning from holiday.
 - At Pier B your motif will reach consumption-minded, high-income target groups, for instance from Great Britain, Canada, Russia, the USA, China and the United Arab Emirates.



Resource number:	NW-028-004
Location:	Pier B west, level 3
Quantity:	2
Passenger type:	Arrivals – international non-Schengen
Runtime:	1 month
Price*:	€ 19,170
Other costs*:	€ 3,716 (14m) + € 1,490 (4,5m) production costs
Size:	14,000 x 2,000 mm 4,500 x 2,000 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

WALL PANELS – ARRIVALS



WALL PANELS – ARRIVALS

TERMINAL 1 – NON-SCHENGEN



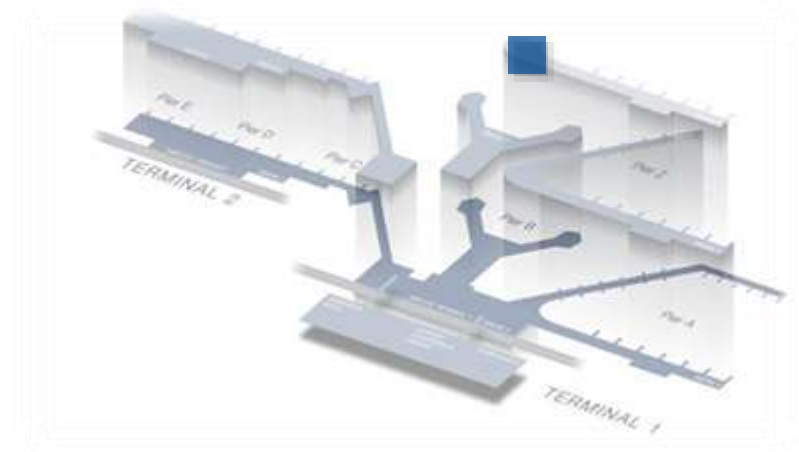
Ideal for B2B advertising

Highly frequented locations

Shopping impulses

Your cosmopolitan travel hubs at Pier Z

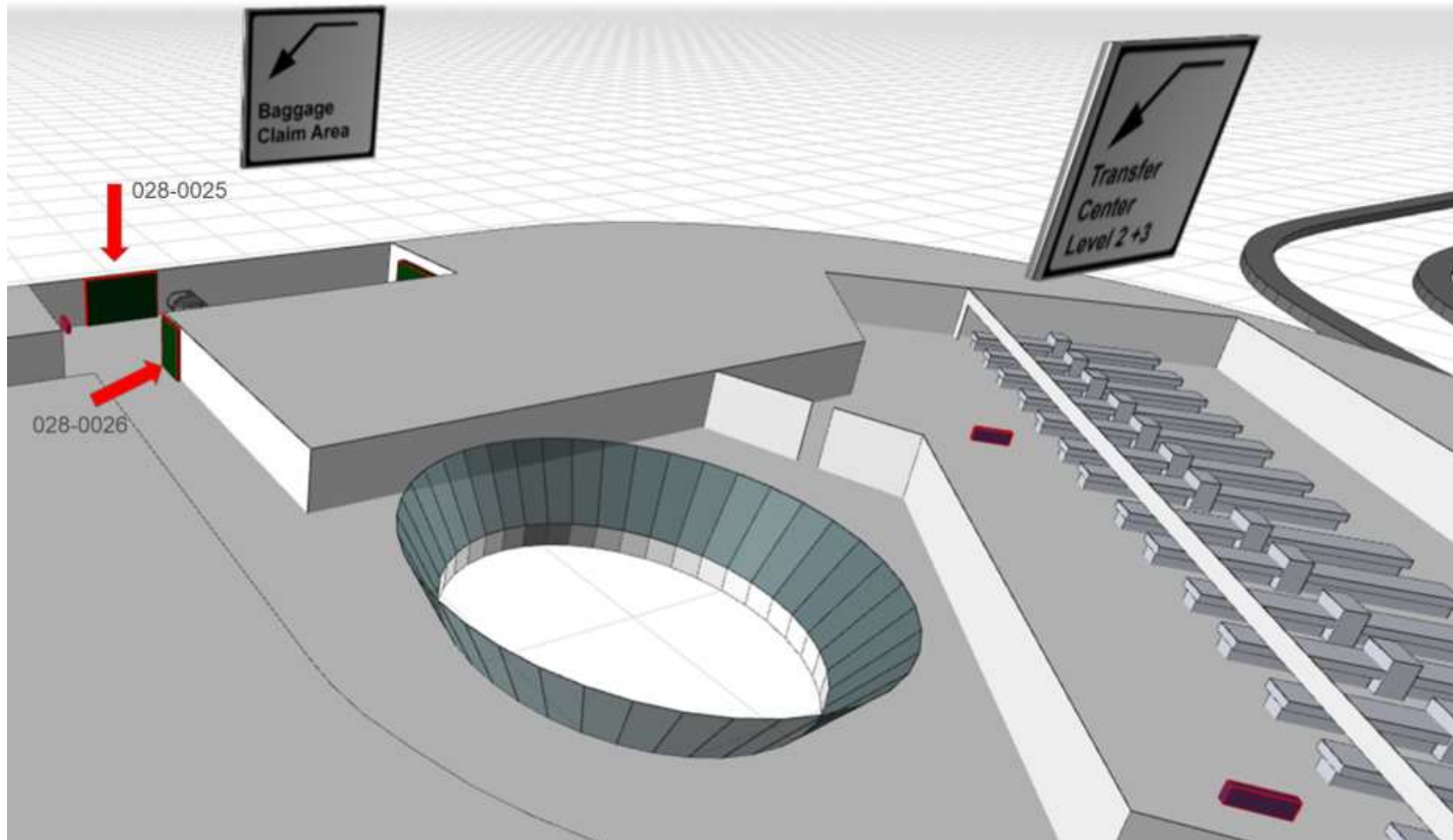
- Wall panels in Frankfurt Airport spark impulse shopping, provide information about international events or trade fairs, and are the ideal space for product launches or persuasive branding.
- These many-sided formats at lively locations catch a broad-range audience, of business travellers, tourists and people returning from holiday.
- At Pier Z your motif will reach consumption-minded, high-income target groups, for instance from China, Japan, Singapore, Hong Kong and South Korea.



Resource number:	NW-028-005
Location:	Pier Z, in front of stairway to baggage claim area, level 4
Quantity:	2
Passenger type:	Arrivals – international non-Schengen
Runtime:	1 month
Price*:	€ 29,970
Other costs*:	€ 3,250 (7m) & € 1,490 (3m) production costs
Size:	7,180 x 2,100 mm 3,360 x 2,450 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

WALL PANELS – ARRIVALS



WALL PANELS - ARRIVALS

TERMINAL 1 – NON-SCHENGEN



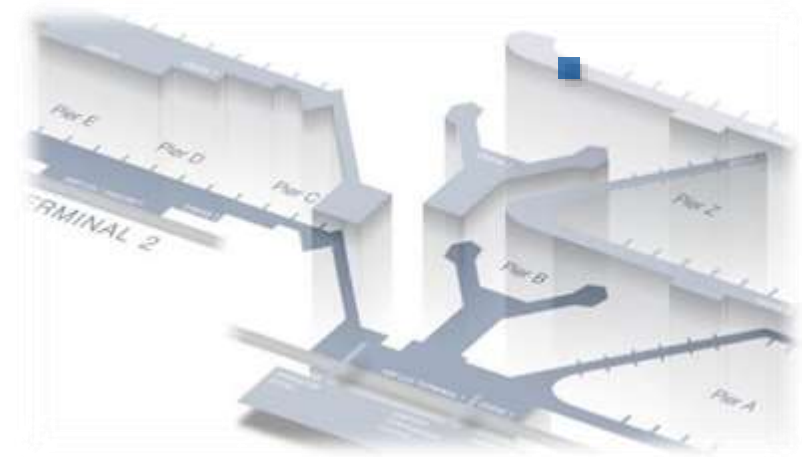
Ideal for B2B advertising

Highly frequented locations

Shopping impulses

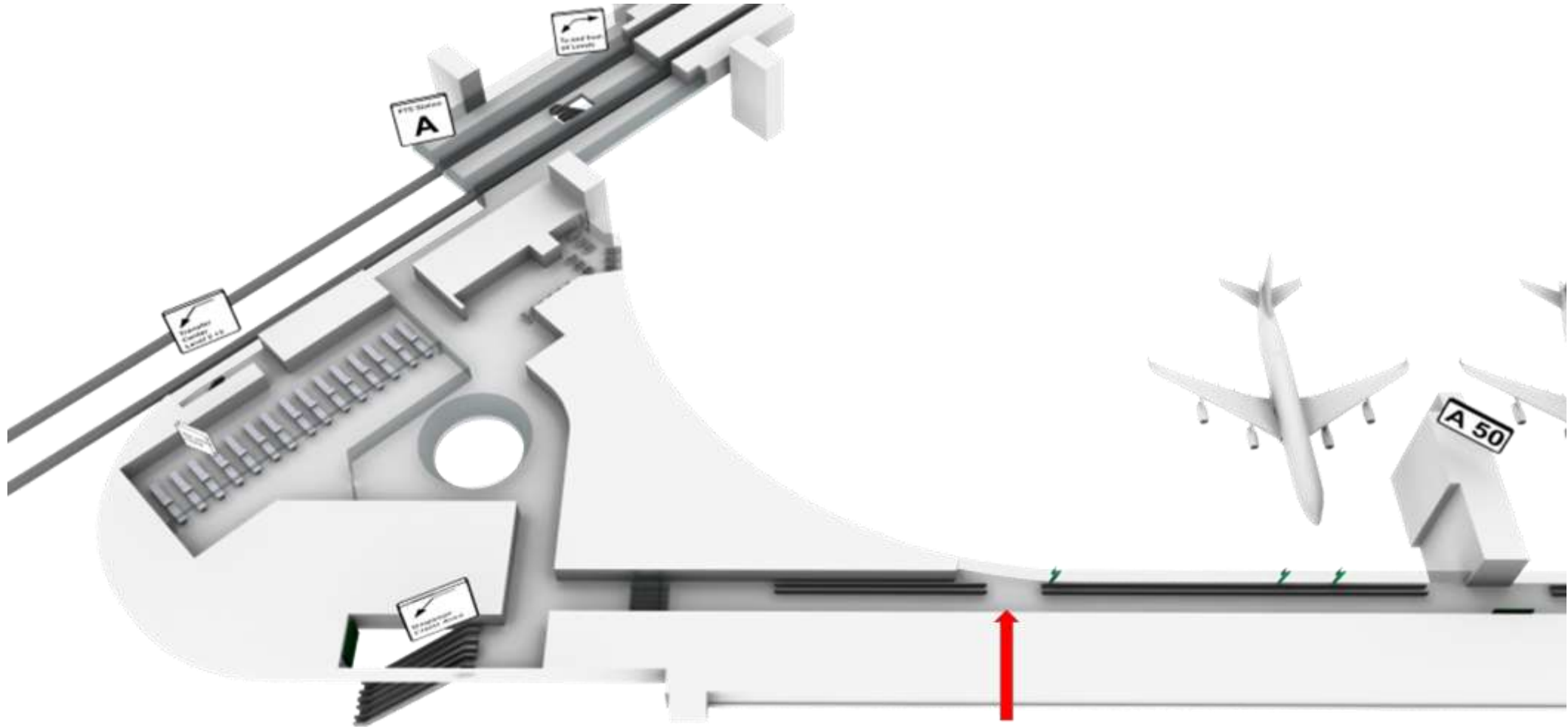
Your cosmopolitan travel hubs at Pier Z

- Wall panels in Frankfurt Airport spark impulse shopping, provide information about international events or trade fairs, and are the ideal space for product launches or persuasive branding.
- These many-sided formats at lively locations catch a broad-range audience, of business travellers, tourists and people returning from holiday.
- At Pier Z your motif will reach consumption-minded, high-income target groups, for instance from China, Japan, Singapore, Hong Kong and South Korea.



Resource number:	028-0048
Location:	Pier Z, in front of the double door system at the end of the arrivals corridor
Quantity:	1
Passenger type:	Arrivals – international non-Schengen
Runtime:	6 months
Price*:	€ 20,330 / month
Other costs*:	€ 3,179 production costs
Size:	14,400 x 2,000 mm

WALL PANELS - ARRIVALS



WALL PANELS – ARRIVALS

TERMINAL 1 – SCHENGEN & NON-SCHENGEN



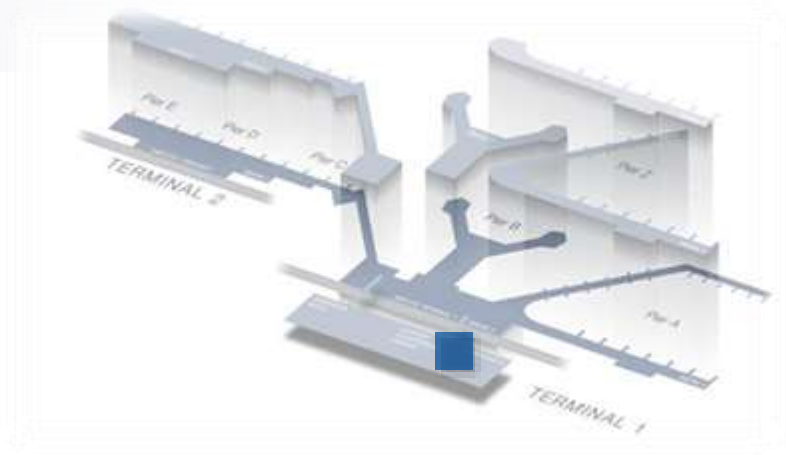
Walkway from arriving passengers in A-Plus

High-frequent Area

20m²

Your cosmopolitan travel hub at baggage claim area A

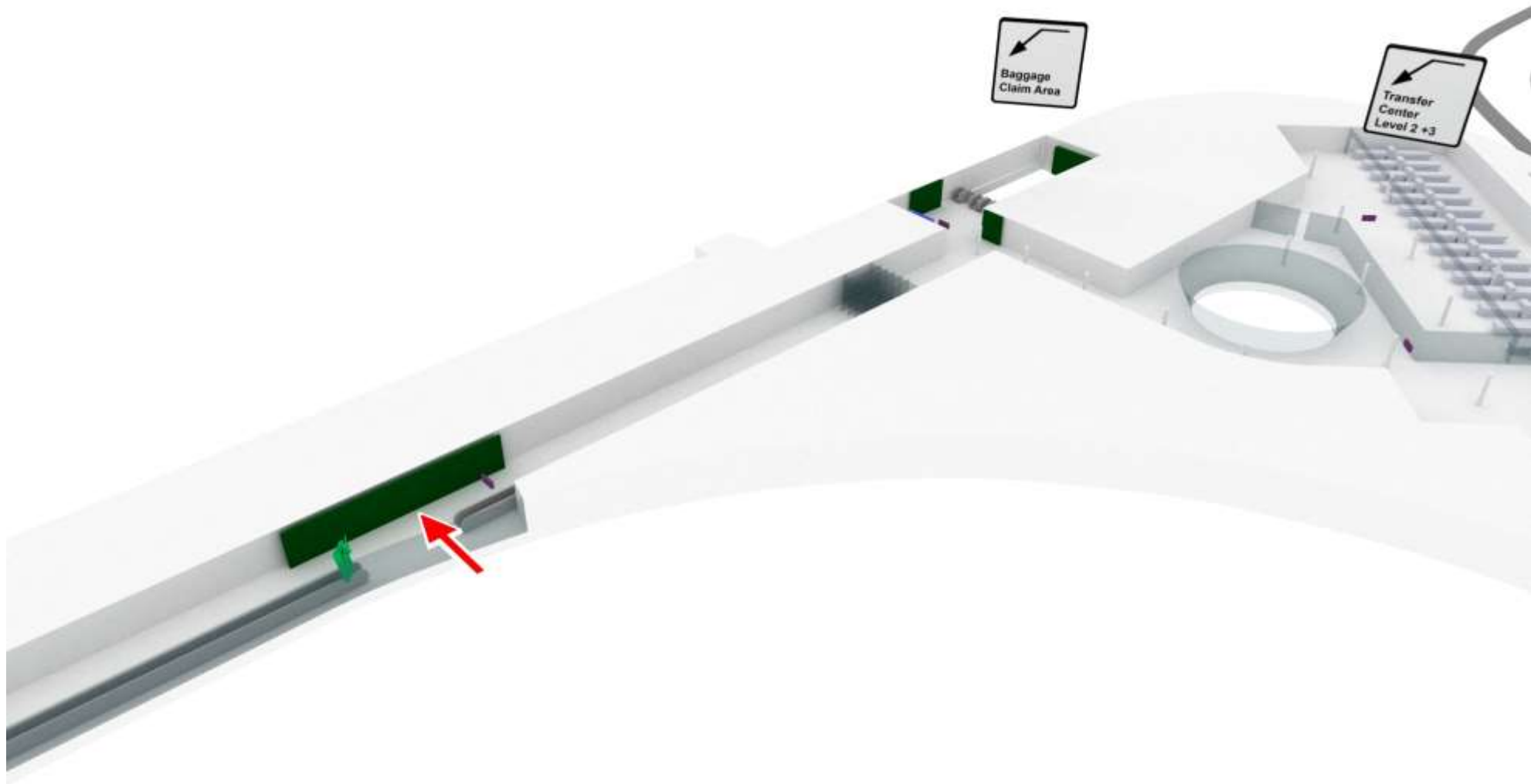
- A wall panel at Frankfurt Airport sparks impulse shopping, provides information on international events or trade fairs, and is the ideal space for product launches or persuasive branding.
- These many-sided formats at lively locations catch a broad-range audience, of business travellers, tourists and people returning from holiday.
- Here your motif will reach consumption-minded, high-income target groups, from a large number of Schengen and non-Schengen countries, such as China, Singapore, South Korea, Japan and Hong Kong.
- The waiting time at the baggage claim area is your absolute plus point.



Resource number:	028-0050
Location:	Baggage Claim A-Plus
Quantity:	1
Passenger type:	Arrivals – Schengen and Non-Schengen
Runtime:	1 month
Price*:	€ 27,630
Other costs*:	€ 5,684 production costs
Size:	7,180 x 3,000 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

WALL PANELS – ARRIVALS



WALL PANELS – ARRIVALS / DEPARTURES

TERMINAL 1 – NON-SCHENGEN



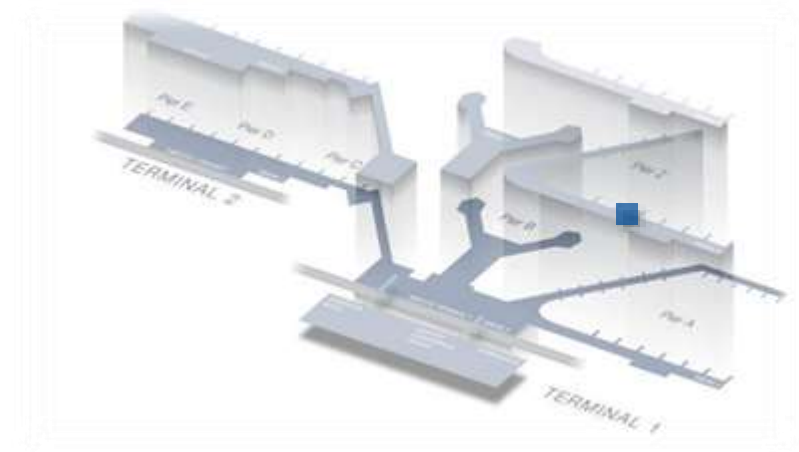
Ideal for B2B advertising

Highly frequented locations

Shopping impulses

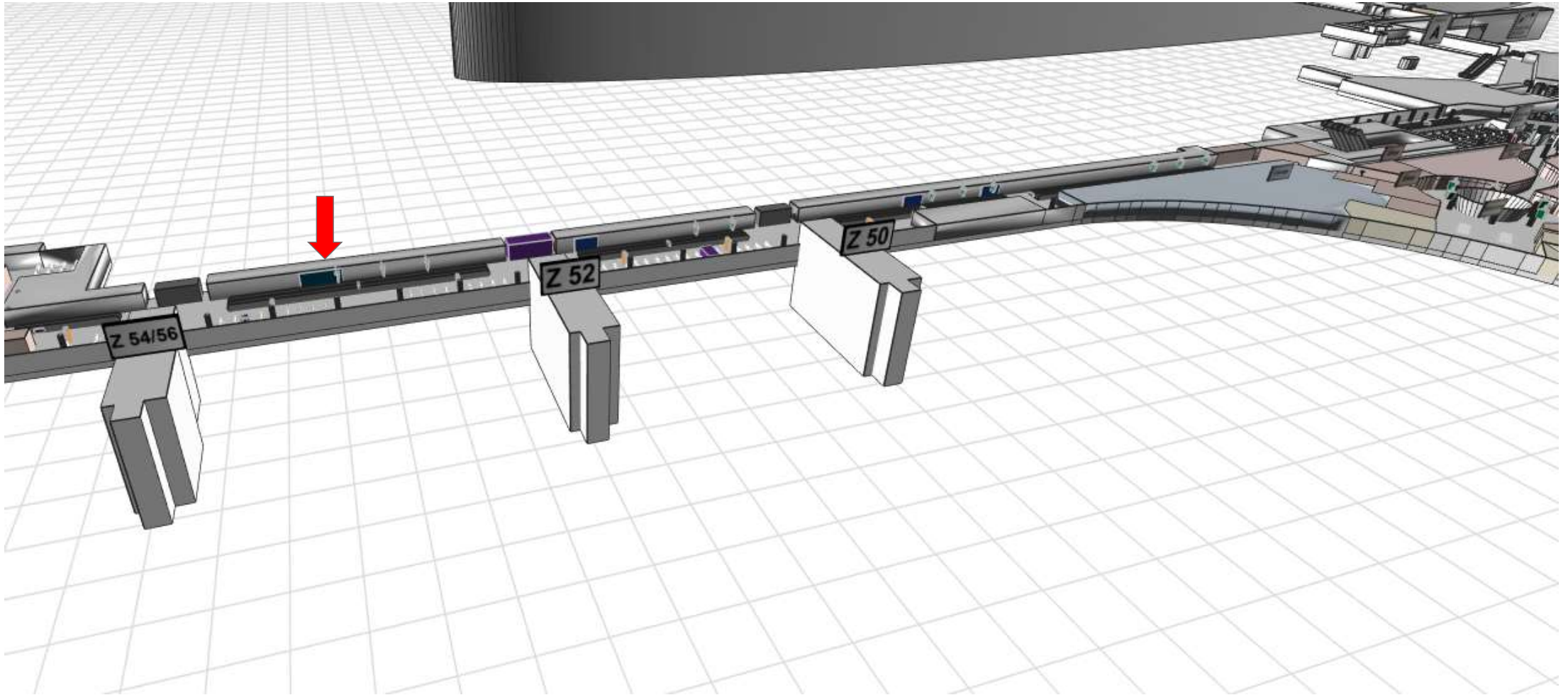
Your cosmopolitan travel hub at Pier Z

- A wall panel at Frankfurt Airport sparks impulse shopping, provides information on international events or trade fairs, and is the ideal space for product launches or persuasive branding.
- These many-sided formats at lively locations catch a broad-range audience, mostly departing travellers.
- Take advantage of the positive mood in this area.
- Here your motif will reach spend-happy, high-income target groups, for instance from China, Singapore, South Korea, Japan and Hong Kong.



Resource number:	028-0044
Location:	Pier Z, level 3
Quantity:	1
Passenger type:	Departures, arrivals
Runtime:	1 month
Price*:	€ 10,540
Other costs*:	€ 1,148 production costs
Size:	5,000 x 1,800 mm

WALL PANELS – ARRIVALS / DEPARTURES



WALL PANEL – ARRIVALS / DEPARTURES

TERMINAL 1 – NON-SCHENGEN



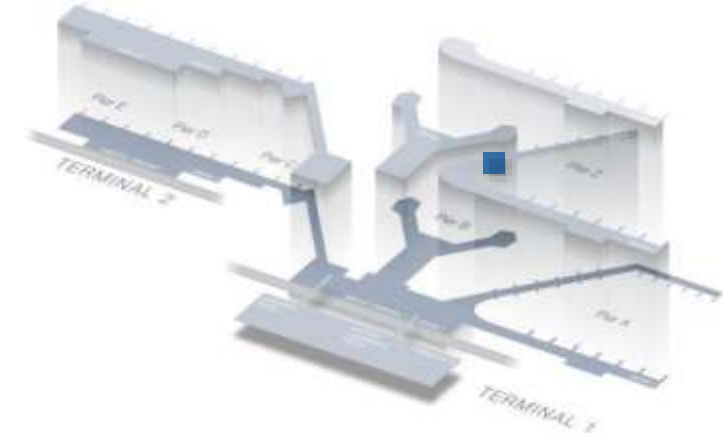
Ideal for B2B advertising

Highly frequented locations

Shopping impulses

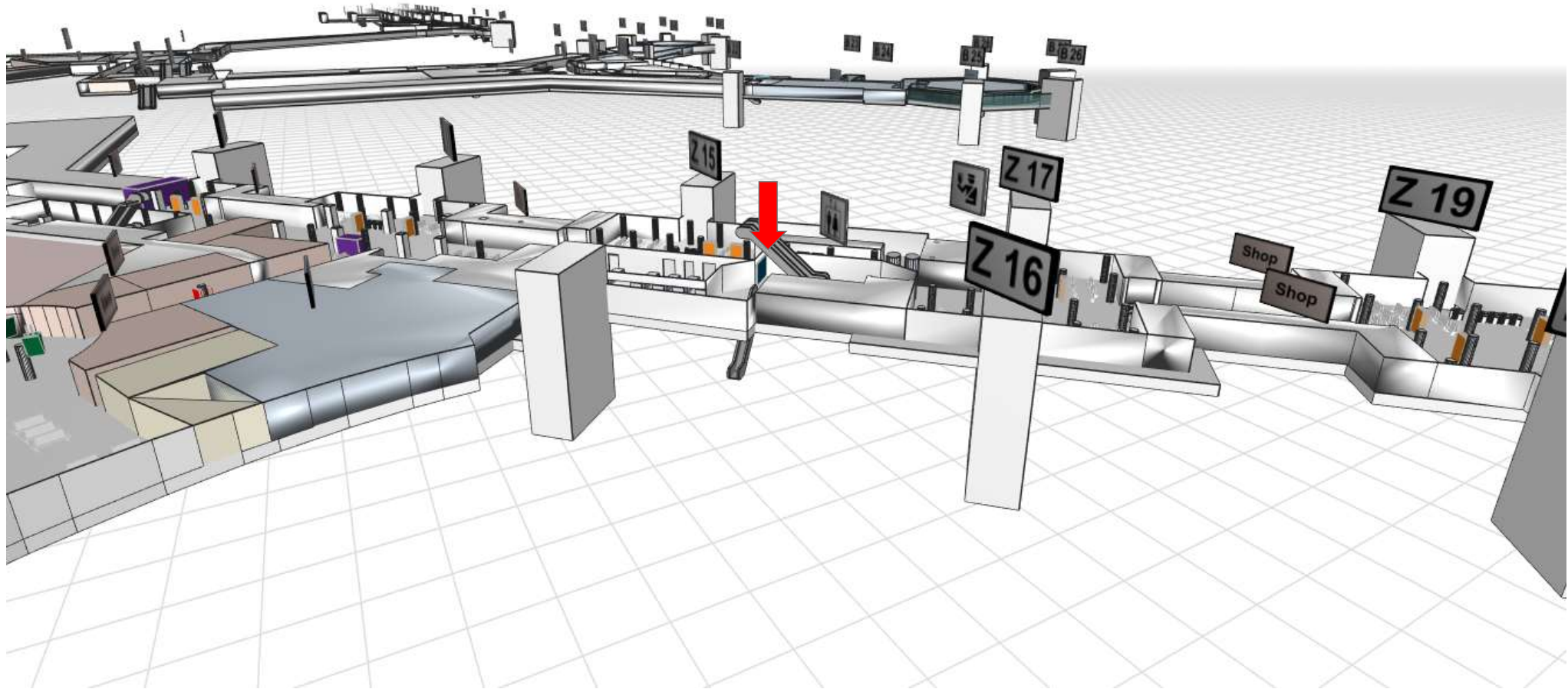
Your cosmopolitan travel hub at Pier Z

- A wall panel at Frankfurt Airport sparks impulse shopping, provides information on international events or trade fairs, and is the ideal space for product launches or persuasive branding.
- These many-sided formats at lively locations catch a broad-range audience, mostly departing travellers.
- Take advantage of the positive mood in this area.
- Here your motif will reach spend-happy, high-income target groups, from countries such as China, Singapore, South Korea, Japan and Hong Kong.



Resource number:	028-0045
Location:	Pier Z, level 3
Quantity:	1
Passenger type:	Departures, arrivals
Runtime:	3 months
Price*:	€ 9,860 / month
Other costs*:	€ 1,169 production costs
Size:	4,000 x 2,000 mm

WALL PANELS – ARRIVALS / DEPARTURES



WALL WRAPS

TERMINAL 1 – NON-SCHENGEN



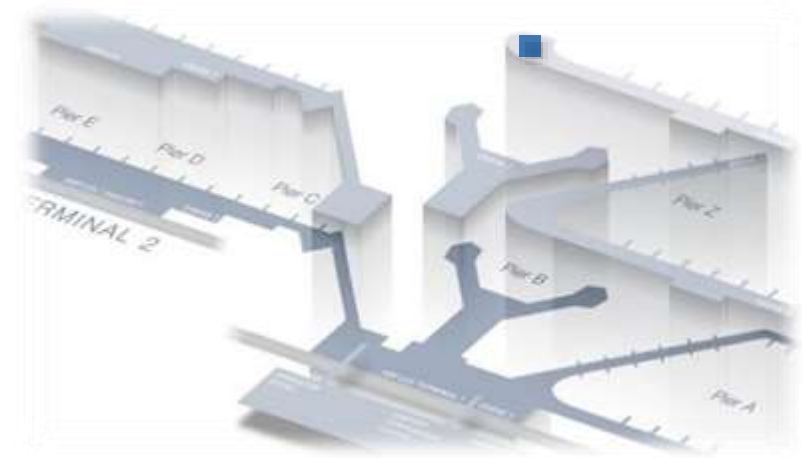
Extensive wall surfaces

Arrivals

High contact quality

Your wall-length message at Pier Z

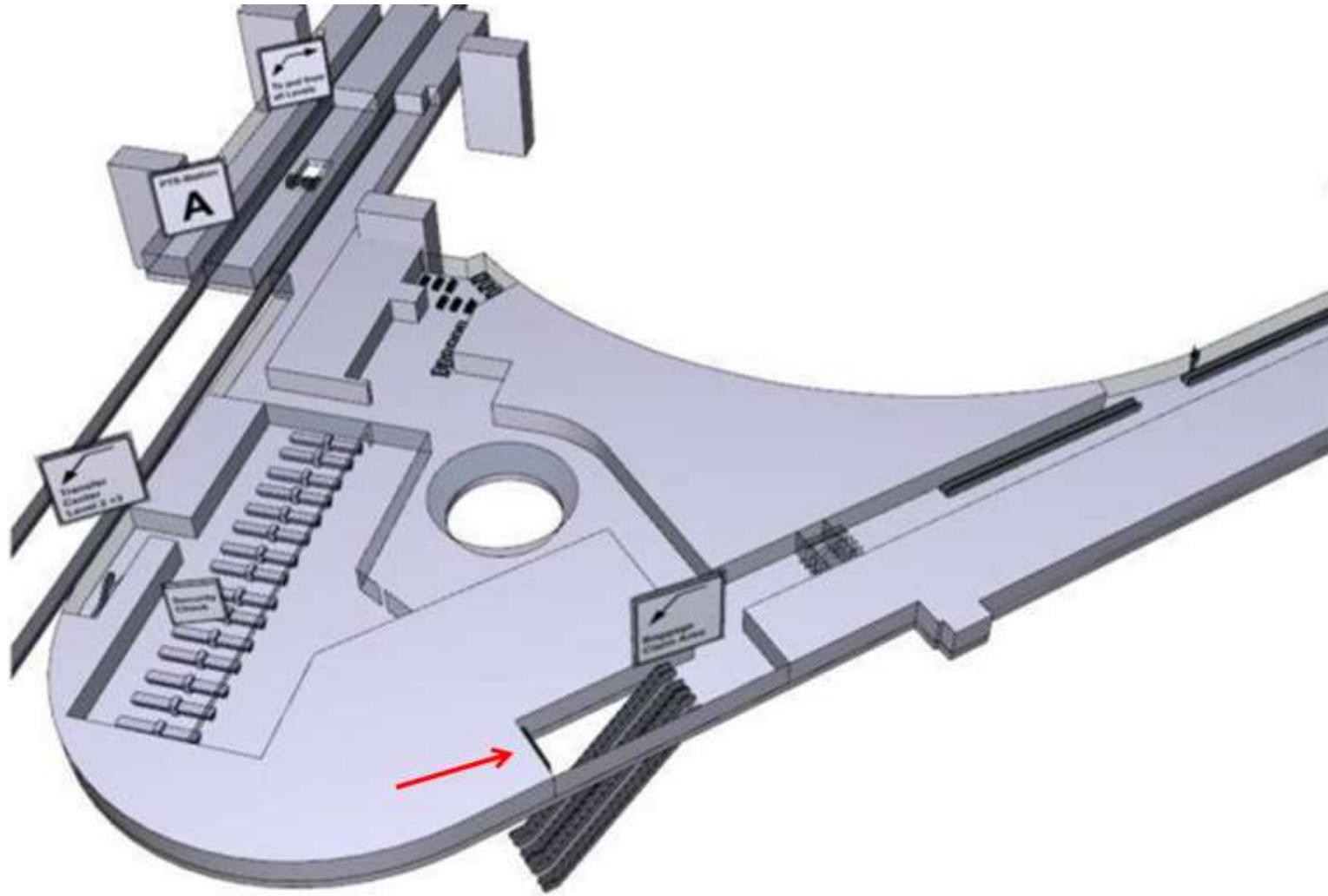
- On a wall wrap your message across its whole length will leave an immediate impression at Frankfurt Airport.
- The format offers a wide range of potential uses, encourages people to shop and to visit international events. Also ideal for attention-grabbing branding campaigns or B2B communication.
- At this point your motif will reach consumption-minded, high-income target groups, such as those from China, Singapore, South Korea, Japan and Hong Kong.
- Exploit the first-impression moment on the stairs down to the baggage claim area.



Resource number:	029-0001
Location:	Pier Z, central stairway to the baggage claim area
Quantity:	1
Passenger type:	Arrivals – international non-Schengen
Runtime:	3 months
Price*:	€ 18,690 / month
Other costs*:	€ 11,168 production costs
Size:	9,500 x 4,710 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

WALL WRAPS



WALL WRAPS

TERMINAL 1 – NON-SCHENGEN



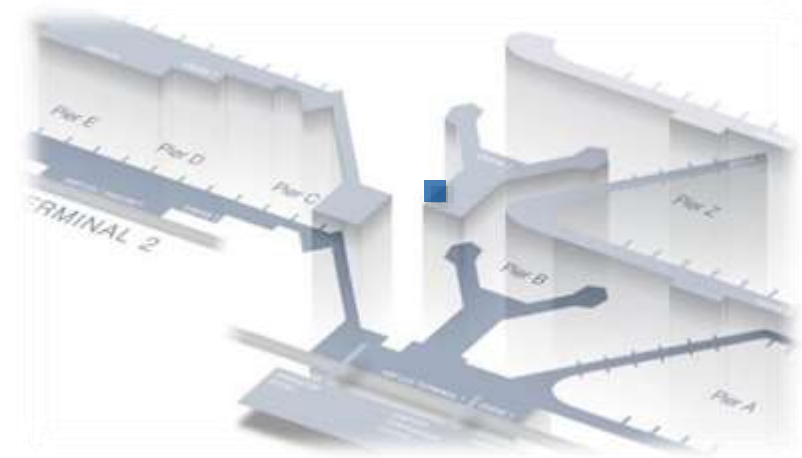
Extensive wall surfaces

Connecting passengers

High contact quality

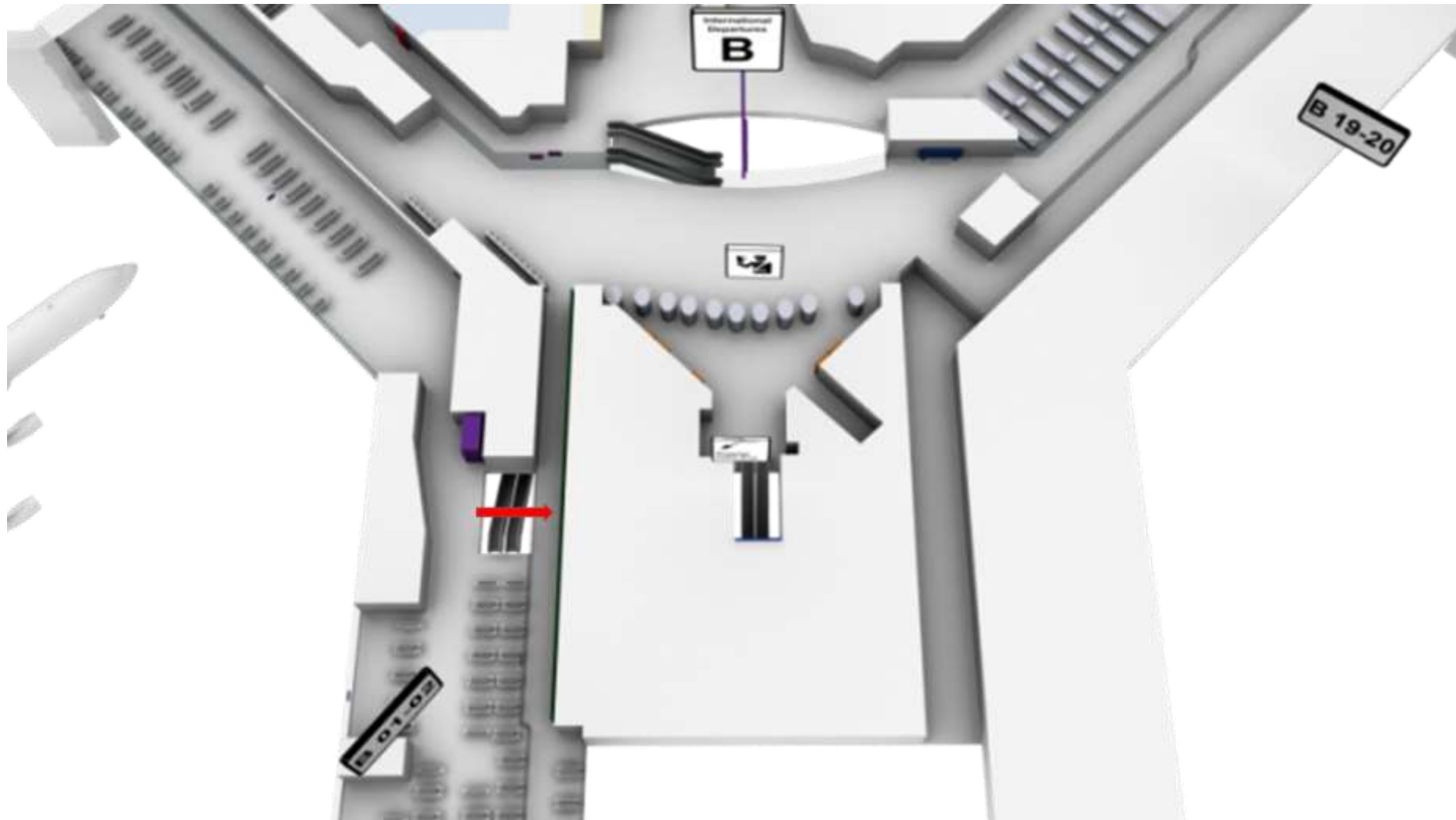
Your wall-length message at Pier B

- On a wall wrap your message across its whole length will leave an immediate impression at Frankfurt Airport.
- The format offers a wide range of potential uses, encourages people to shop and to visit international events. Also ideal for attention-grabbing branding campaigns or B2B communication.
- At this point your motif will reach consumption-minded, high-income connecting passengers from abroad.
- The corridor between Piers B and C is 60 metres long – an optimum taxiway for positioning your message.



Resource number:	029-0002
Location:	Connecting passage corridor B / C in level 3 between piers B and C
Quantity:	1
Passenger type:	Connecting passengers – international non-Schengen
Runtime:	3 months
Price*:	€ 46,270 / month
Other costs*:	€ 16,610 production costs
Size:	60,410 mm x 3,130 mm

WALL WRAPS



WALL WRAPS

TERMINAL 1 – NON-SCHENGEN



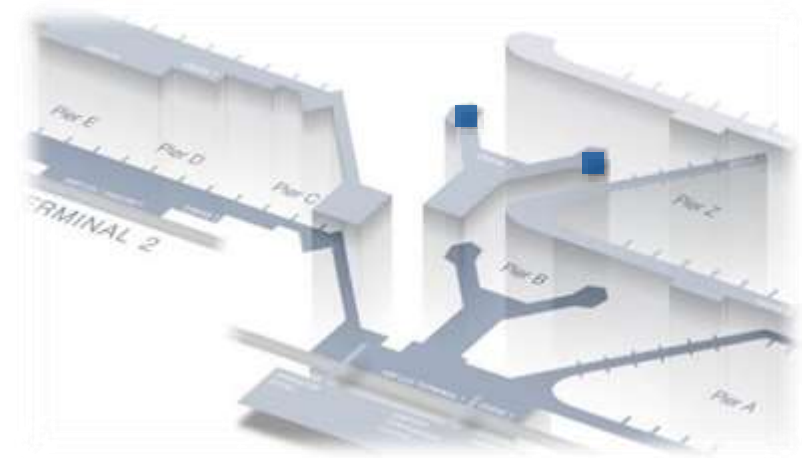
8 locations

**Arrivals and connecting
passengers**

High contact quality

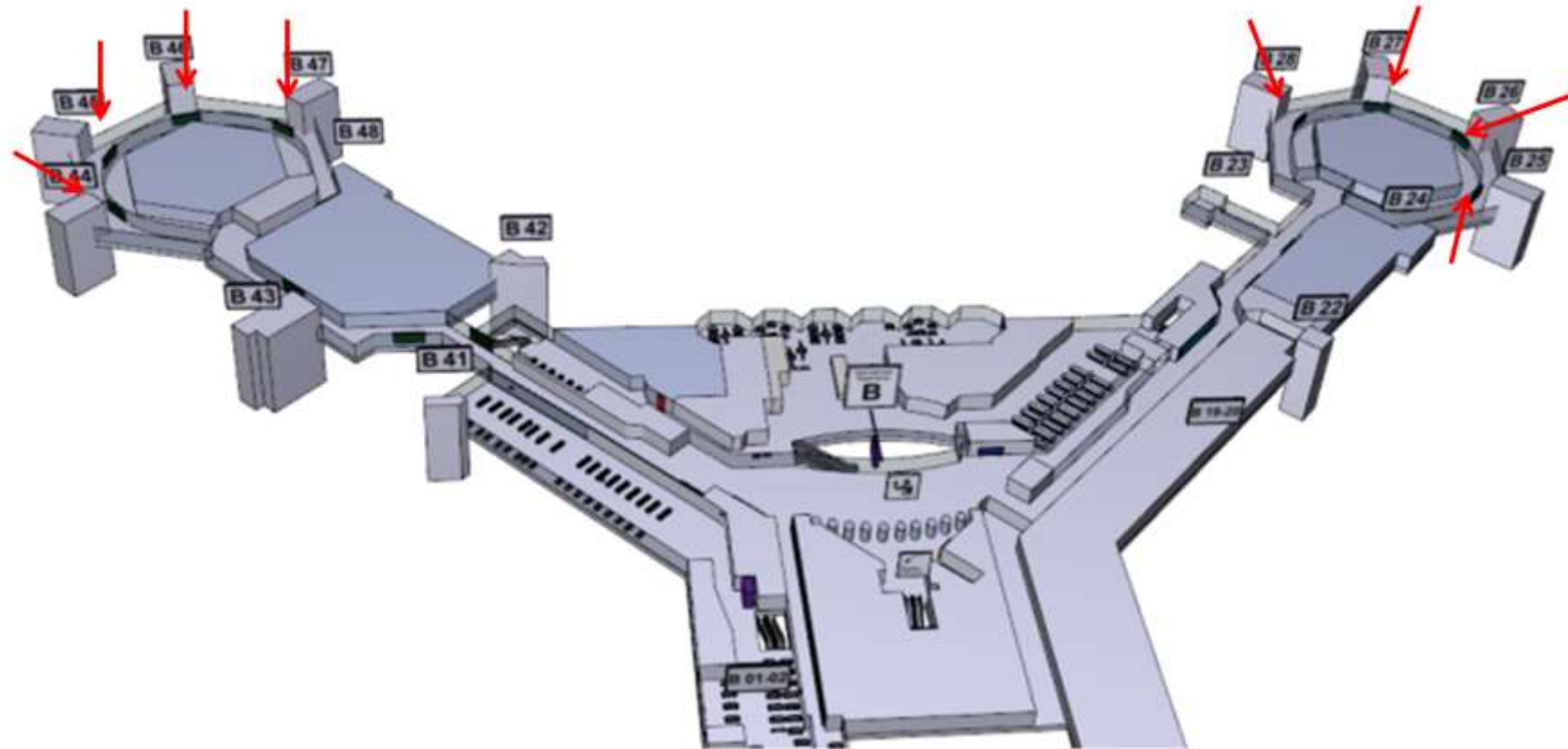
Your wall-length message at Pier B

- On a wall wrap your message over its whole length will leave an immediate impression at Frankfurt Airport.
- The format offers a wide range of potential uses, encourages people to shop and to visit international events. Also ideal for attention-grabbing branding campaigns or B2B communication.
- Positioned at 8 locations in line of sight to the passenger-bridge exits, the Star Package is the best ticket for intensive brand advertising.



Resource number:	NW-029-005
Location:	Pier B, level 3 (Star Package)
Quantity:	8
Passenger type:	Arrivals, connecting passengers – international non-Schengen
Runtime:	1 month
Price*:	€ 23,630
Other costs*:	€ 17,688 production costs
Size:	6,000 x 2,500 mm

WALL WRAPS



WALL WRAPS

TERMINAL 1 – NON-SCHENGEN



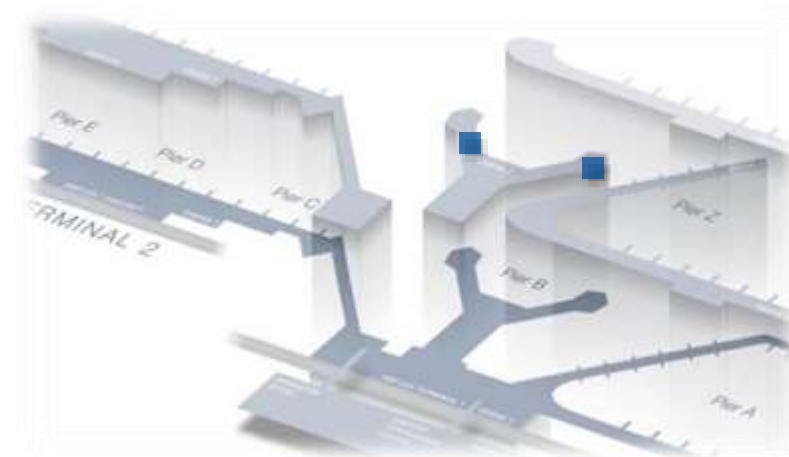
7 locations

**Arrivals and connecting
passengers**

High contact quality

Your wall-length message at Pier B

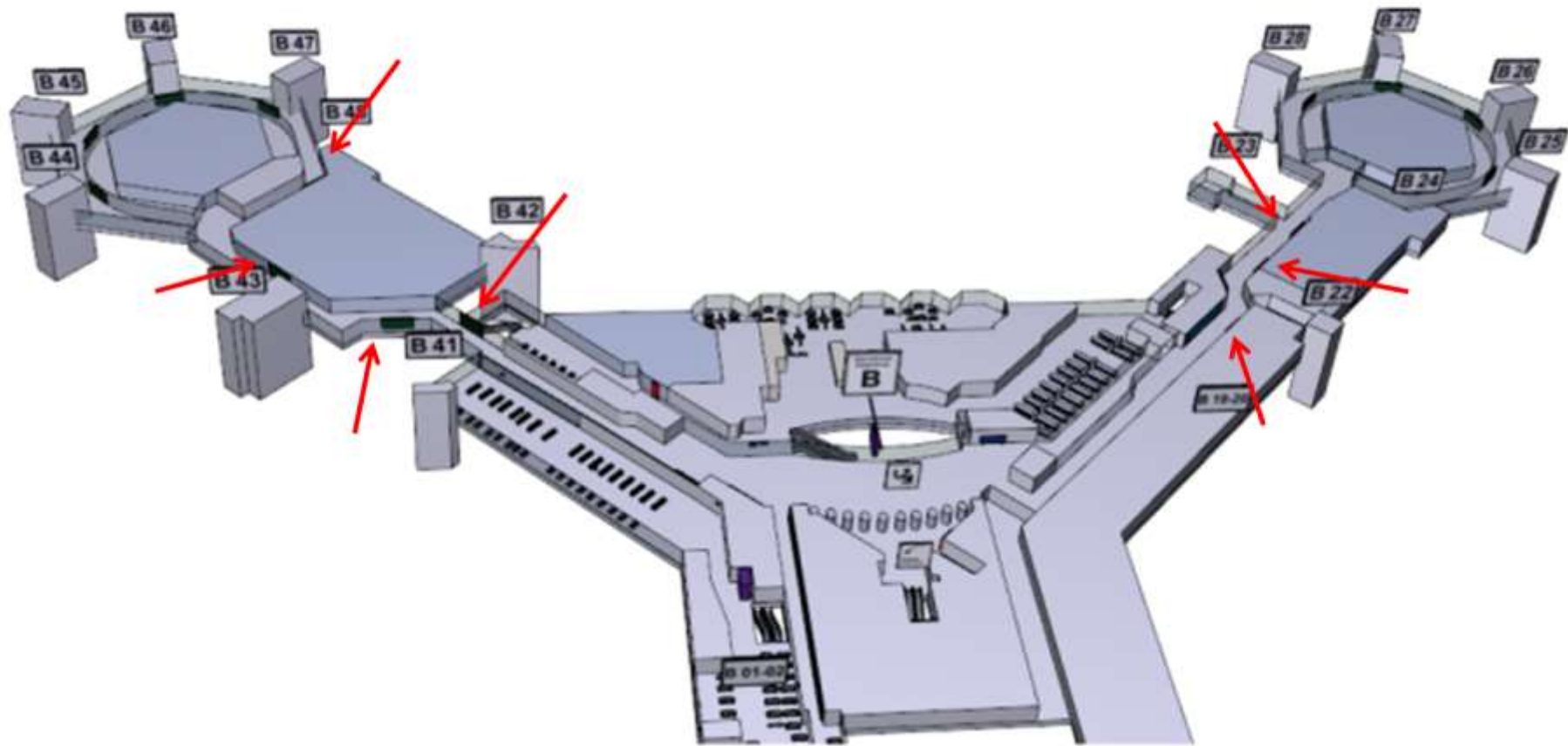
- On a wall wrap your message over its whole length will leave an immediate impression at Frankfurt Airport.
- The format offers a wide range of potential uses, encourages people to shop and to visit international events. Also ideal for attention-grabbing branding campaigns or B2B communication.
- Positioned at 7 locations along the central corridors, the Arrival Package offers an optimum spread for your brand message.
- You will create exceptional awareness among passengers on intercontinental routes.



Resource number:	NW-029-006
Location:	Pier B, level 3 (arrival package)
Quantity:	7
Passenger type:	Arrivals, connecting passengers – international non-Schengen
Runtime:	1 month
Price*:	€ 21,280
Other costs*:	€ 14,206 production costs
Size:	6,000 x 2,500 mm 4,500 x 2,500 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

WALL WRAPS



DISPLAY CASES VIP LOUNGE

TERMINAL 1 – NON-SCHENGEN



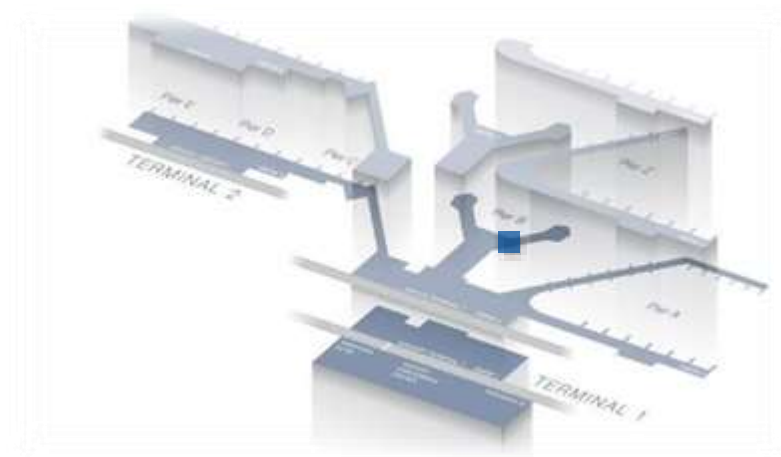
Highly exclusive target group

Stylish display cases

Promenade

Our most brilliant VIP position for you

- A more glamorous framework than the VIP Lounge display case is not to be found at Frankfurt Airport.
- Here your luxury products will make their impact in the most glistening way.
- Located along the exquisite boulevard to the Transit B Market Place, the six display cases radiate an absolutely VIP-lounge atmosphere.
- At this point you will reach a highly exclusive target group, which also tends to make impulse purchases.
- The Brand Showcase offers you the whole stage of up to five showcases one after the other.
- With the Brand Boulevard you will get a majestic design running over 3 shop-window size display cases.
- Exclusive network: for six months you can place the spotlight exclusively onto your brand in all 5 display cases.



Resource number:	032-0001 / -0002 / -0003 / -0004 / -0005
Location:	Terminal 1, area B
Quantity:	1
Runtime:	3 months
Price*:	€ 5,480 per site / month
Other costs*:	Production costs on request
Size:	1,434 x 934 x 531 mm
Exclusive network:	Booking of all five display cases with a term of 6/12 months, price on request

DISPLAY CASES VIP LOUNGE



DISPLAY CASES VIP LOUNGE

TERMINAL 1 – NON-SCHENGEN



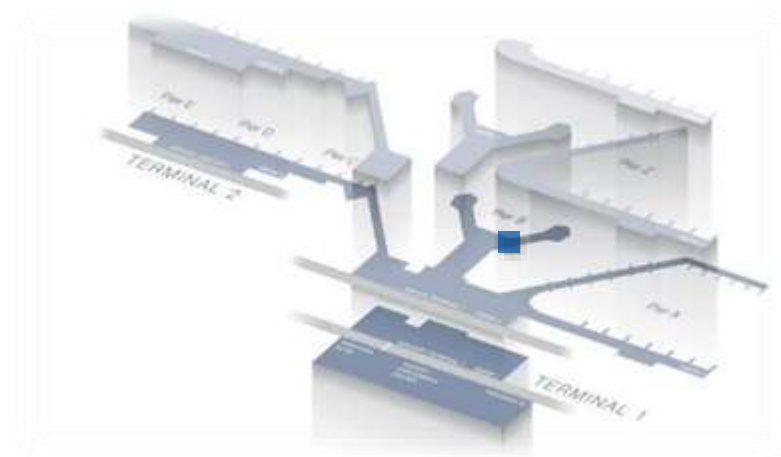
Highly exclusive target group

Stylish display cases

Promenade

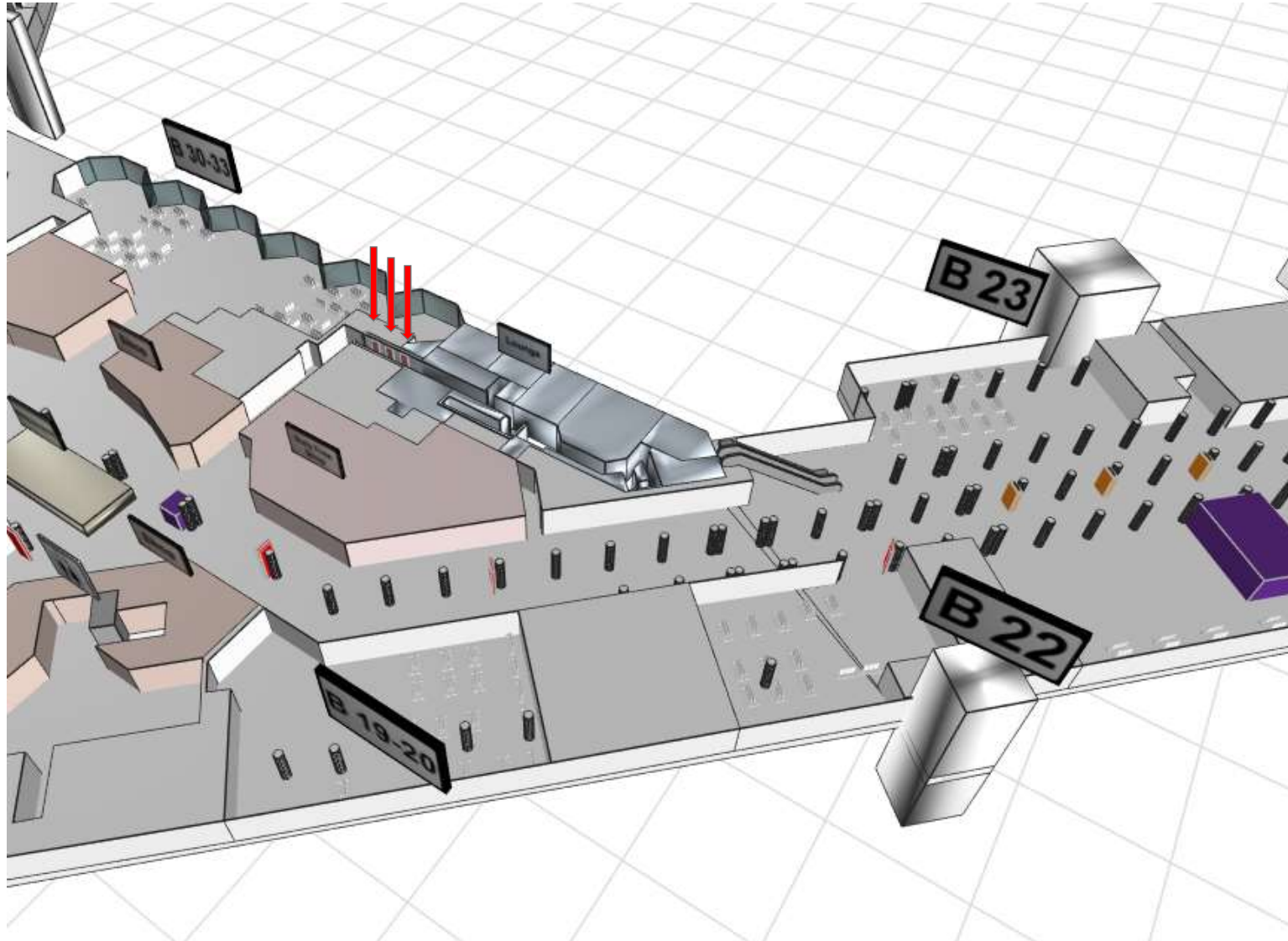
Our most brilliant VIP position for you

- A more glamorous framework than the VIP Lounge display case is not to be found at Frankfurt Airport.
- Here your luxury products will make their impact in the most glistening way.
- Located along the exquisite boulevard to the Transit B Market Place, the six display cases radiate an absolutely VIP-lounge atmosphere.
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- The Brand Showcase offers you the whole stage of up to five showcases one after the other.
- With the Brand Boulevard you will get a majestic design running over 3 shop-window size display cases.
- Exclusive network: for six months you can place the spotlight exclusively onto your brand in all 5 display cases.



Resource number:	032-0006 / -0007 / -0008
Location:	Terminal 1, area B
Quantity:	1
Runtime:	3 months
Price*:	€ 9,090 per site / month
Other costs*:	Production costs on request
Size:	2,049 x 1,271 x 531 mm
Exclusive network:	Booking of all three display cases with a term of 6/12 months, price on request

DISPLAY CASES VIP LOUNGE





TERMINAL 1

Landside

Column Wraps

Digital Band Wall

Flight Information Panels

Large Screens

High Lightbox Departures

KingSize Lightboxes Landside – departures

KingSize Lightboxes Landside – arrivals

KingSize Lightboxes Landside – arrivals / departures

Light Corridor

Portal B

The Wheel

Wall Panels – arrivals / departures

Wall Panels – shopping



WHERE YOUR BRANDS ARE IN THE MOST AGREEABLE COMPANY

Frankfurt Airport is a place where the very widest range of people and nations with the most varied travel interests come together. But, above all, our lively travel hub is the meeting point for an international public, with their meeters and greeters. In this general joy of re-meeting, your brands are saying welcome to a receptive audience, which stays around here for an exceptional length of time.

A first-class environment with high-end shopping facilities and high-quality food services ensures a relaxed stay. A small stroll is never out of the question – for Frankfurt Airport itself, with 40,000 m² of retail space, is one of the biggest shopping malls in the region.

Make sure of persuasive impulse shopping and high-quality brand awareness with Media Frankfurt.

COLUMN WRAPS

TERMINAL 1 – PUBLIC



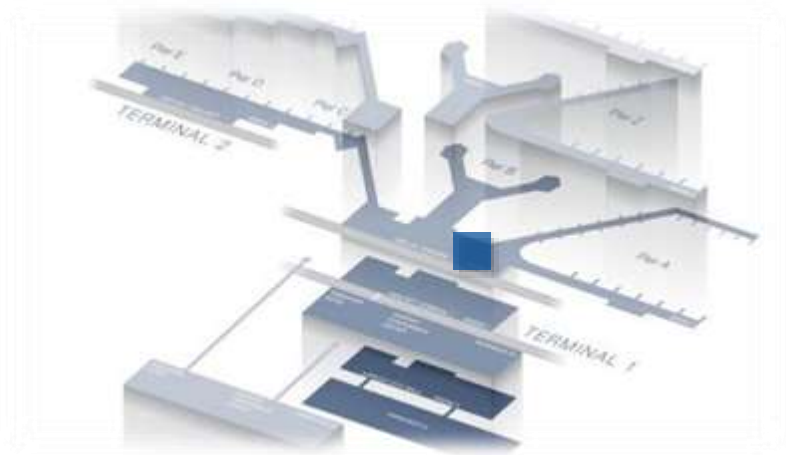
360° branding

Column stickers

Business travellers

An impressive presentation all around

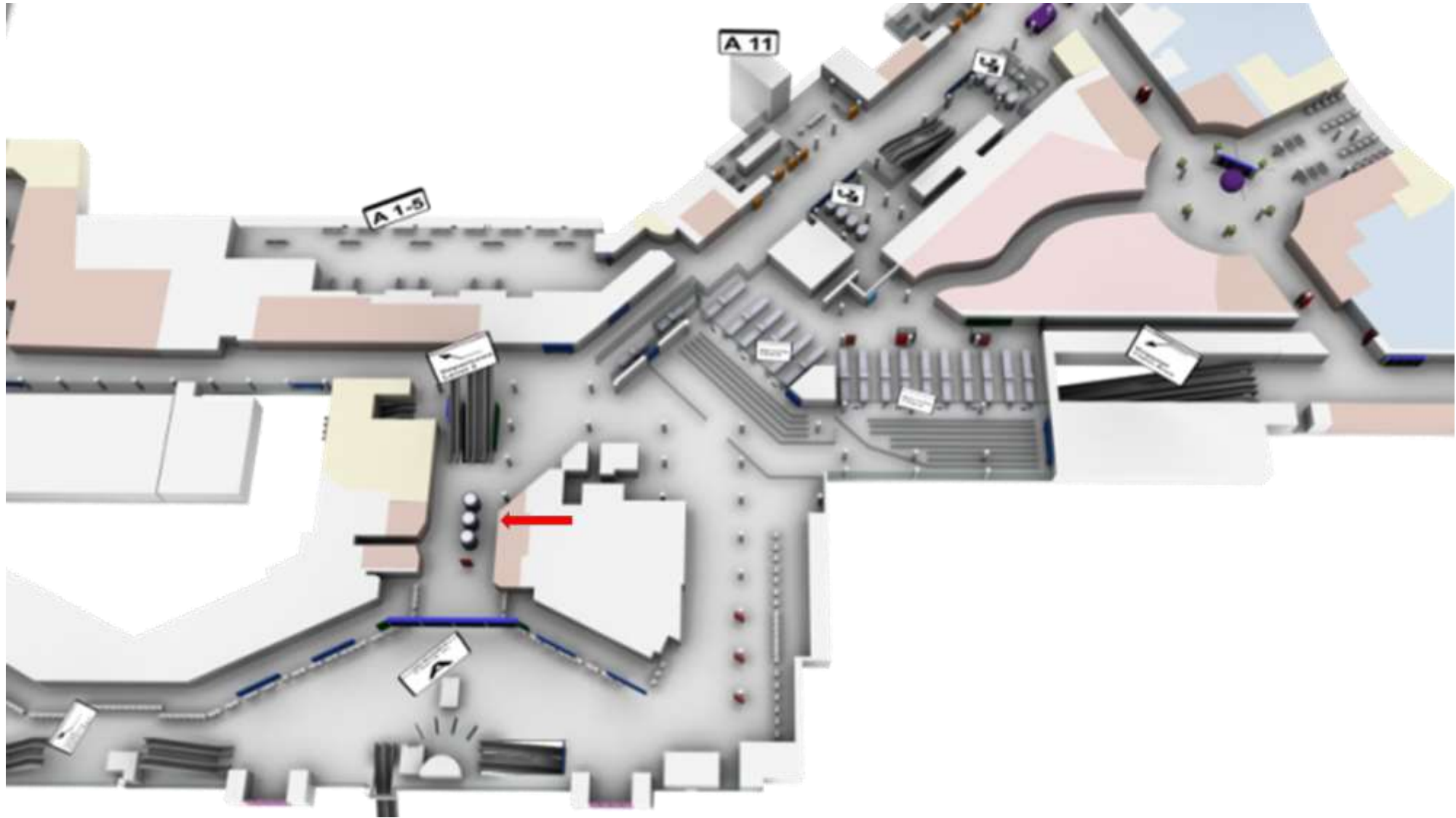
- The column wraps extend the impact of your brand to an imposing 360 degrees.
- The network of 3 is positioned attention-grabbingly between check-in and Pier A.
- Because this location is frequented particularly by the many business travellers at Frankfurt Airport, it offers the ideal vehicle for your B2B campaign.



Resource number:	NW-029-003
Location:	Terminal 1, area A, level 2
Quantity:	1 x 3
Passenger type:	Departures, meeters & greeters
Runtime:	1 month
Price*:	€ 24,750
Other costs*:	€ 13,767 production costs
Size:	7,720 x 2,220 mm per column

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

COLUMN WRAPS



COLUMN WRAPS

TERMINAL 1 – PUBLIC



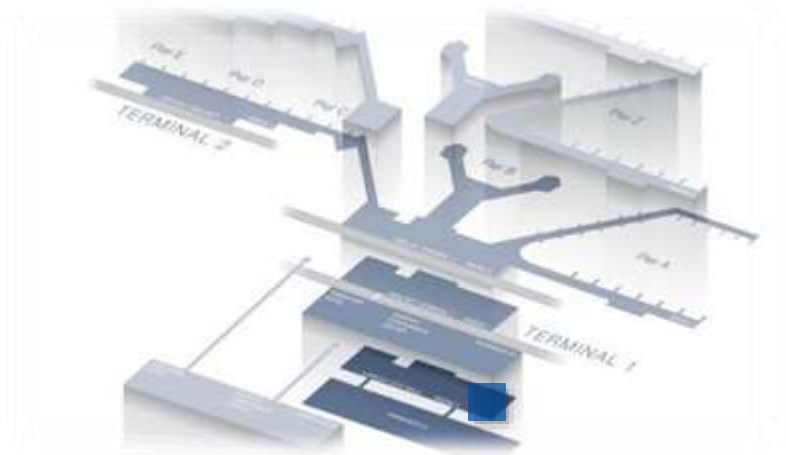
360° branding

Column stickers

Business travellers

An impressive presentation all around

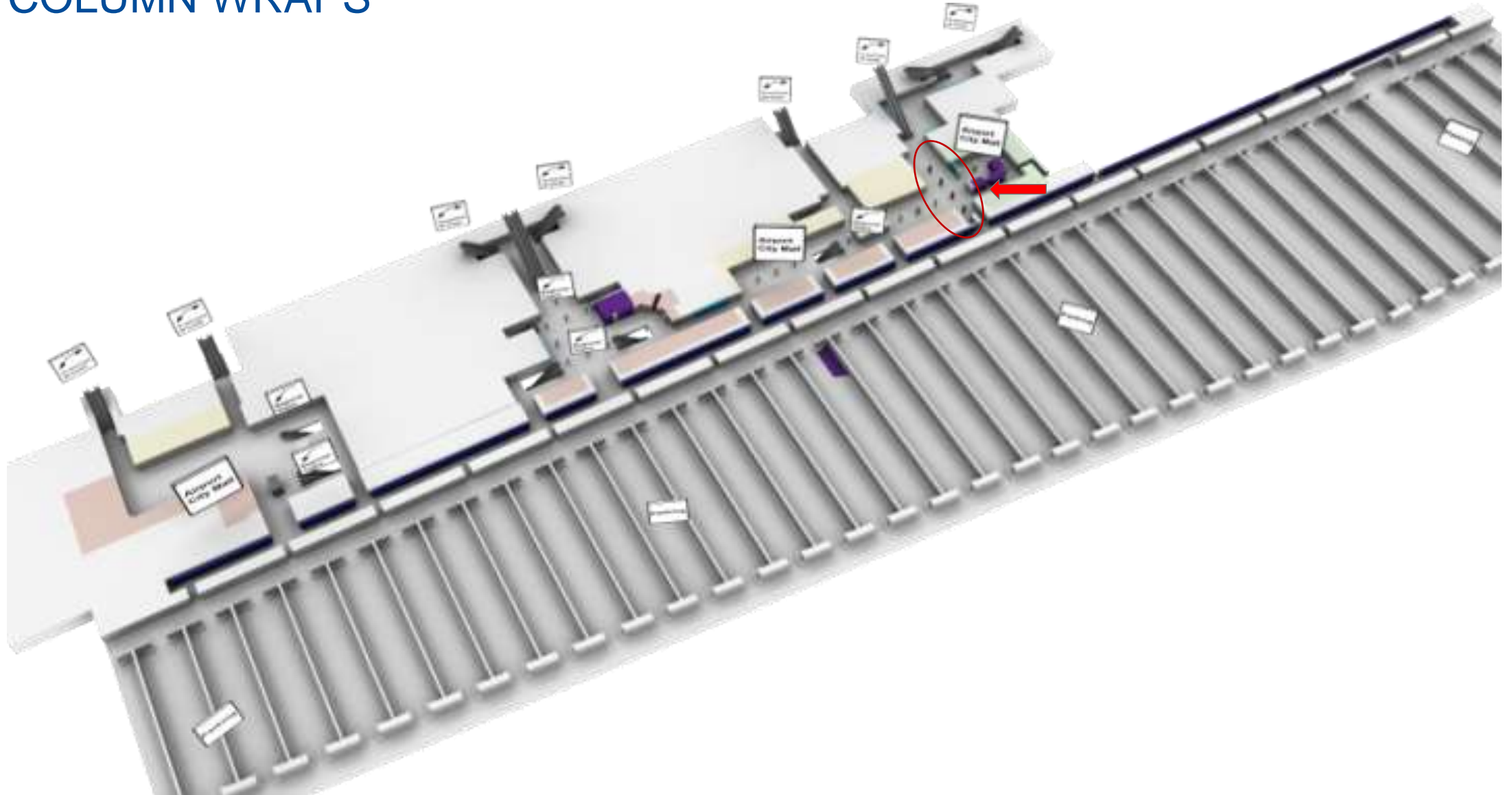
- The column wraps extend the impact of your brand to an imposing 360 degrees.
- The network of 4 is positioned attention-grabbingly in front of the car rental centre at Terminal 1.
- Because this location is frequented particularly by the many business travellers at Frankfurt Airport, it offers the ideal vehicle for your B2B campaign.



Resource number:	NW-028-001
Location:	Car rental center, terminal 1, area A, level 0
Quantity:	1 x 4
Passenger type:	Arrivals, meeters & greeters
Runtime:	1 month
Price*:	€ 14.410
Other costs*:	€ 2,916 production costs
Size:	3 areas at 909 x 1,796 mm per column

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

COLUMN WRAPS



DIGITAL BRAND WALL

TERMINAL 1 – PUBLIC



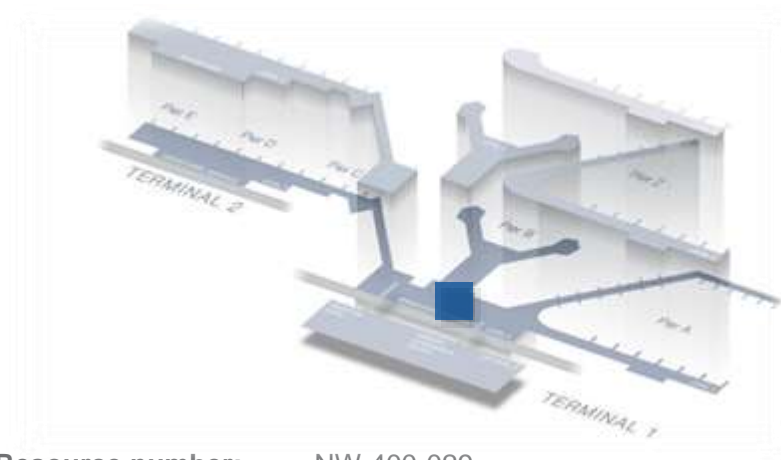
Analog + digital

Check-in hall

High length of stay

Excellent long-distance impact for your brands

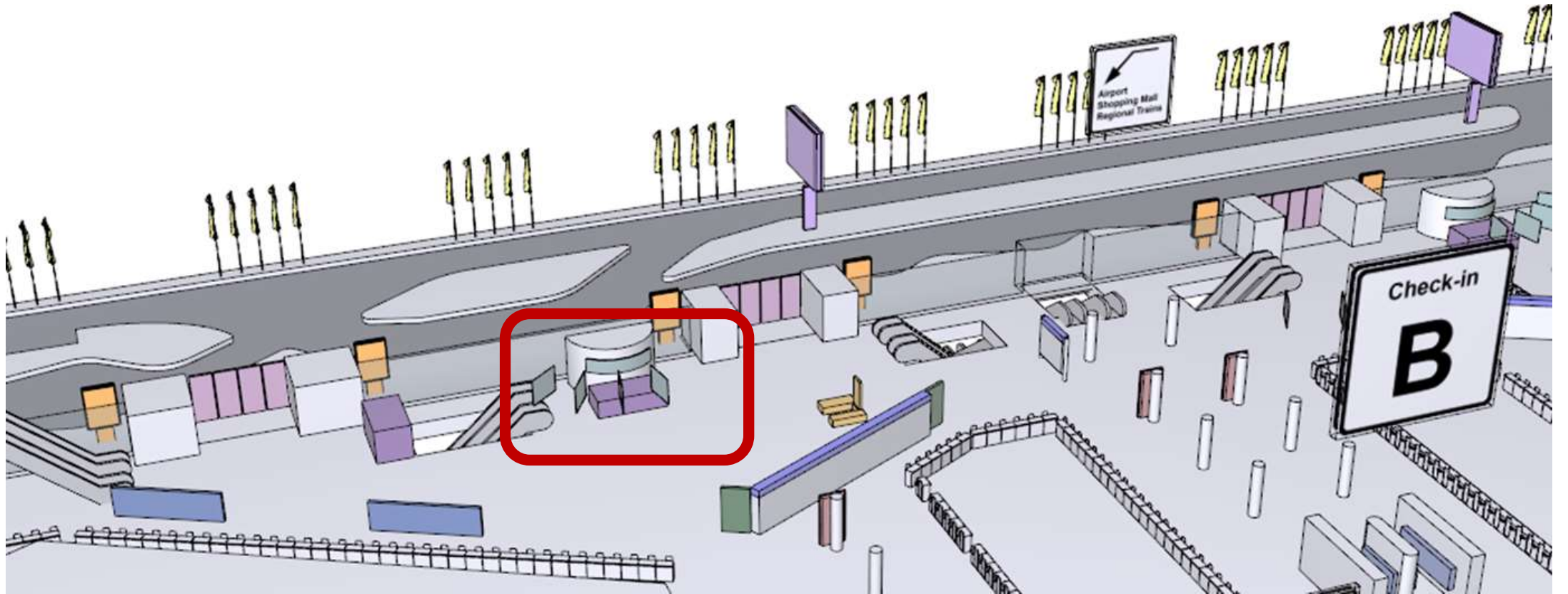
- The Digital Brand Wall combines the best of two worlds: large analogue spaces with lively digital areas. Here you can bring your brand presence to bear cleverly on different landscape and vertical formats.
- Consisting of 1 screen, 4 large screens and 1 Lightbox, a scene for clever storytelling will be yours.
- You will be placed in the high-footfall B West check-in hall, where travellers have long stays.
- With it you will reach not just air travellers, but visitors, too.



Resource number:	NW-400-029
Location:	Terminal 1, check-in hall B west
Quantity:	1 digital screen 4 large double-sided image areas 1 light box
Slots:	Exclusive
Runtime:	1 month
Ad length:	max. 2 mins
Price*:	€ 70,920
Other costs*:	€ 1,750 handling fee € 14,718 production costs
Size:	Digital screen: 3,656 x 2,067 mm 4 double-sided large-format screens: each 3,088 x 2,300 mm incl. 2 footbridges at 44 mm light box: 2 plates at 3,180 x 1,200 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

DIGITAL BRAND WALL



FLIGHT INFORMATION PANELS – EXCLUSIVE BOOKING

TERMINAL 1 - PUBLIC



In the actively searched field of view

6 months minimum booking

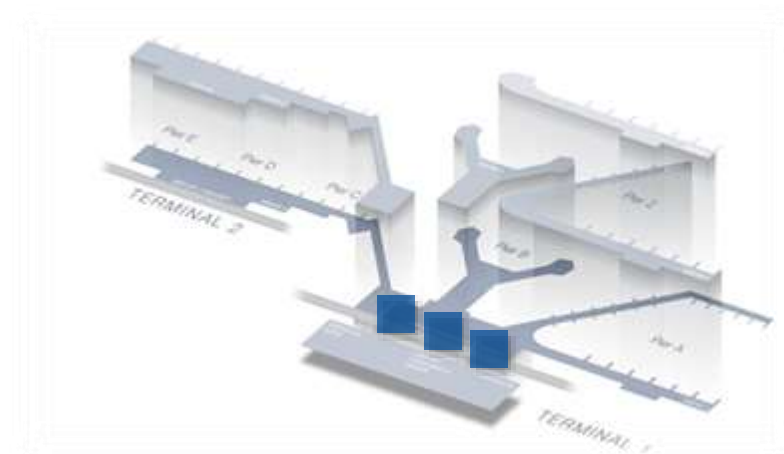
Head and side parts

Your advertising gets all passengers into the air

- At the flight-information boards you will be directly present at the passengers' most important medium of information.
- Your advertising will be stamped on the central place of all four check-in halls A, B, C at Terminal 1.
- With passengers staying 20 minutes in this area, you will reach an outstanding contact quality.
- You will stay long in people's minds, with a minimum booking of 6 months.

More for you:

- Flight-information-panels network: the network extends your reach to 4 announcement boards of 3 panels each.



Resource number:	NW-004-003
Location:	Terminal 1, check-in A, B, C
Quantity:	4 display boards with 3 panels each
Runtime:	6 months or 1 year
Price*:	€ 114,240 / month for 6 months, price for 1 year on request
Other costs*:	each € 14,243 production costs
Size:	Head section: 17,238 x 670 mm 2 side sections at 2,350 x 4,588 mm

FLIGHT INFORMATION PANELS

TERMINAL 1 – PUBLIC



In the actively searched field of view

First-class contact quality

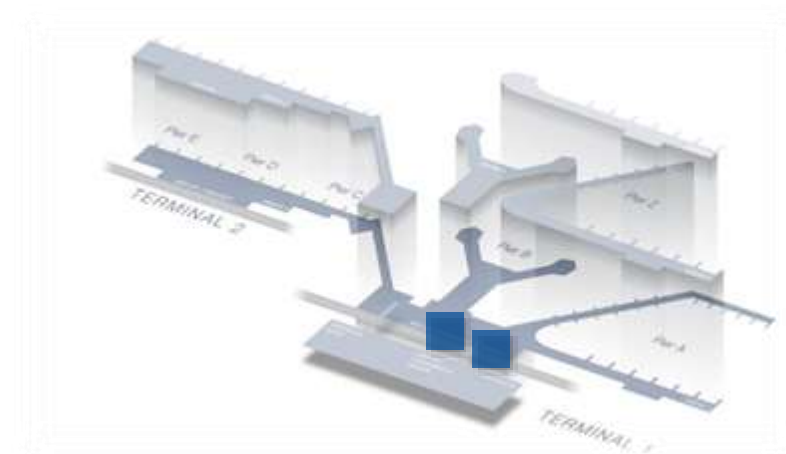
Visibility guarantee

Your advertising gets all passengers into the air

- At the flight-information boards you will be directly present at the passengers' most important medium of information.
- Your advertising will be stamped on the central place of check-in A/B West at Terminal 1.
- With passengers staying 20 minutes in this area, you will reach an outstanding contact quality.
- You will stay long in people's minds, with a minimum booking of 6 months.

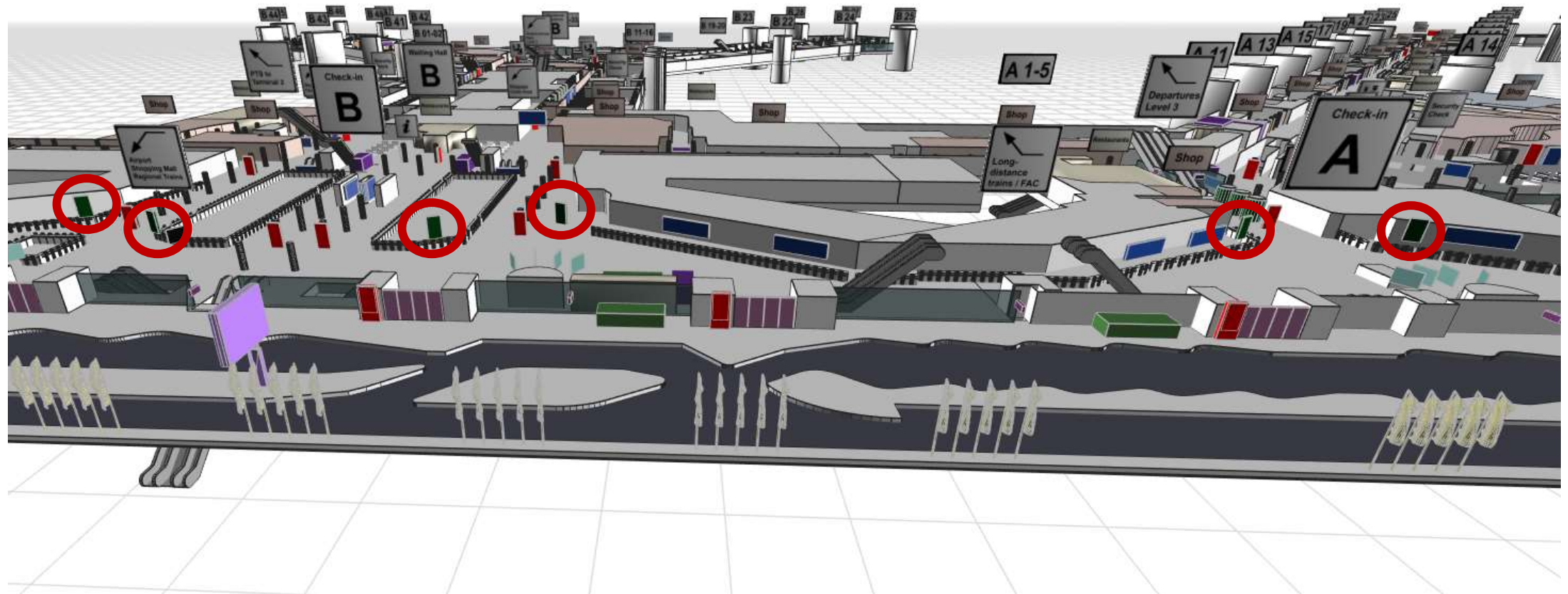
More for you:

- Flight-information-panels network: the network extends your reach to 4 announcement boards of 3 panels each.



Resource number:	NW-004-001
Location:	Terminal 1, check-in A/B west
Quantity:	2 display boards with 3 panels each
Runtime:	6 months or 1 year
Price*:	€ 104,750 / month for 6 months, price for 1 year on request
Other costs*:	each € 14,243 production costs
Size:	Head section: 17,238 x 670 mm 2 side sections at 2,350 x 4,588 mm

FLIGHT INFORMATION PANELS



FLIGHT INFORMATION PANELS

TERMINAL 1 – PUBLIC



In the actively searched field of view

First-class contact quality

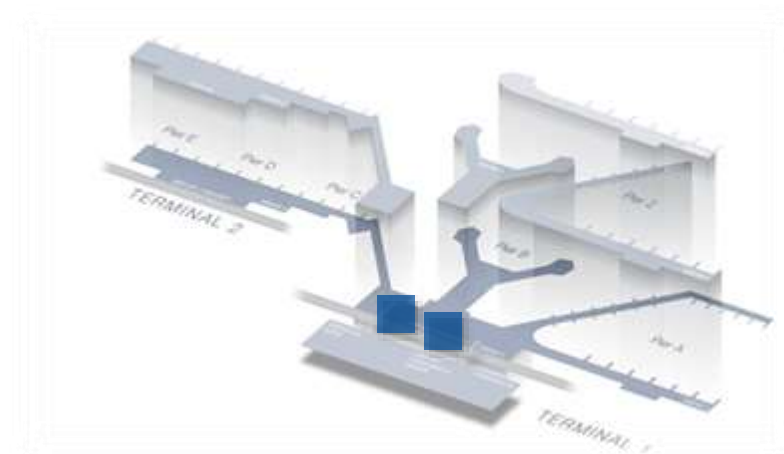
Visibility guarantee

Your advertising gets all passengers into the air

- At the flight-information boards you will be directly present at the passengers' most important medium of information.
- Your advertising will be stamped on the central place of check-in B East at Terminal 1.
- With passengers staying 20 minutes in this area, you will reach an outstanding contact quality.
- You will stay long in people's minds, with a minimum booking of 6 months.

More for you:

- Flight-information-panels network: the network extends your reach to 4 announcement boards of 3 panels each.



Resource number:	NW-004-002
Location:	Terminal 1, check-in B east/C
Quantity:	2 display boards with 3 panels each
Runtime:	6 months or 1 year
Price*:	€ 28,560 / month for 6-month booking, price for 1 year on request
Other costs*:	each € 14,243 production costs
Size:	Head section: 17,238 x 670 mm 2 side sections at 2,350 x 4,588 mm

FLIGHT INFORMATION PANELS



LARGE SCREENS

TERMINAL 1 – PUBLIC



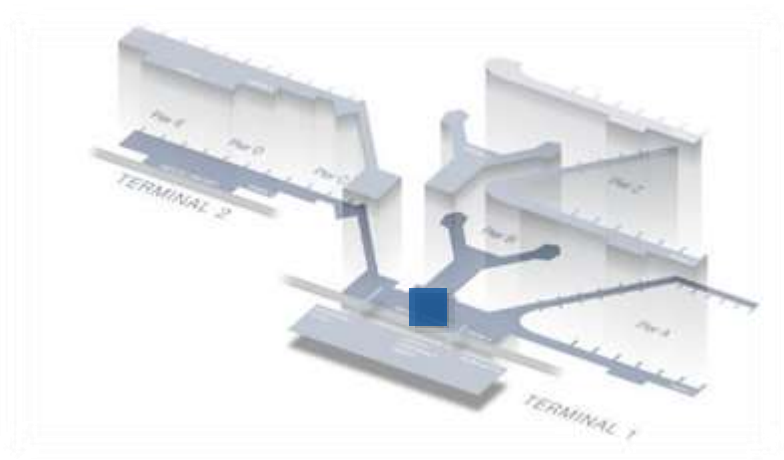
Extended length of stay

Large formats

Prominent eye-catcher

Boarding time for your campaign

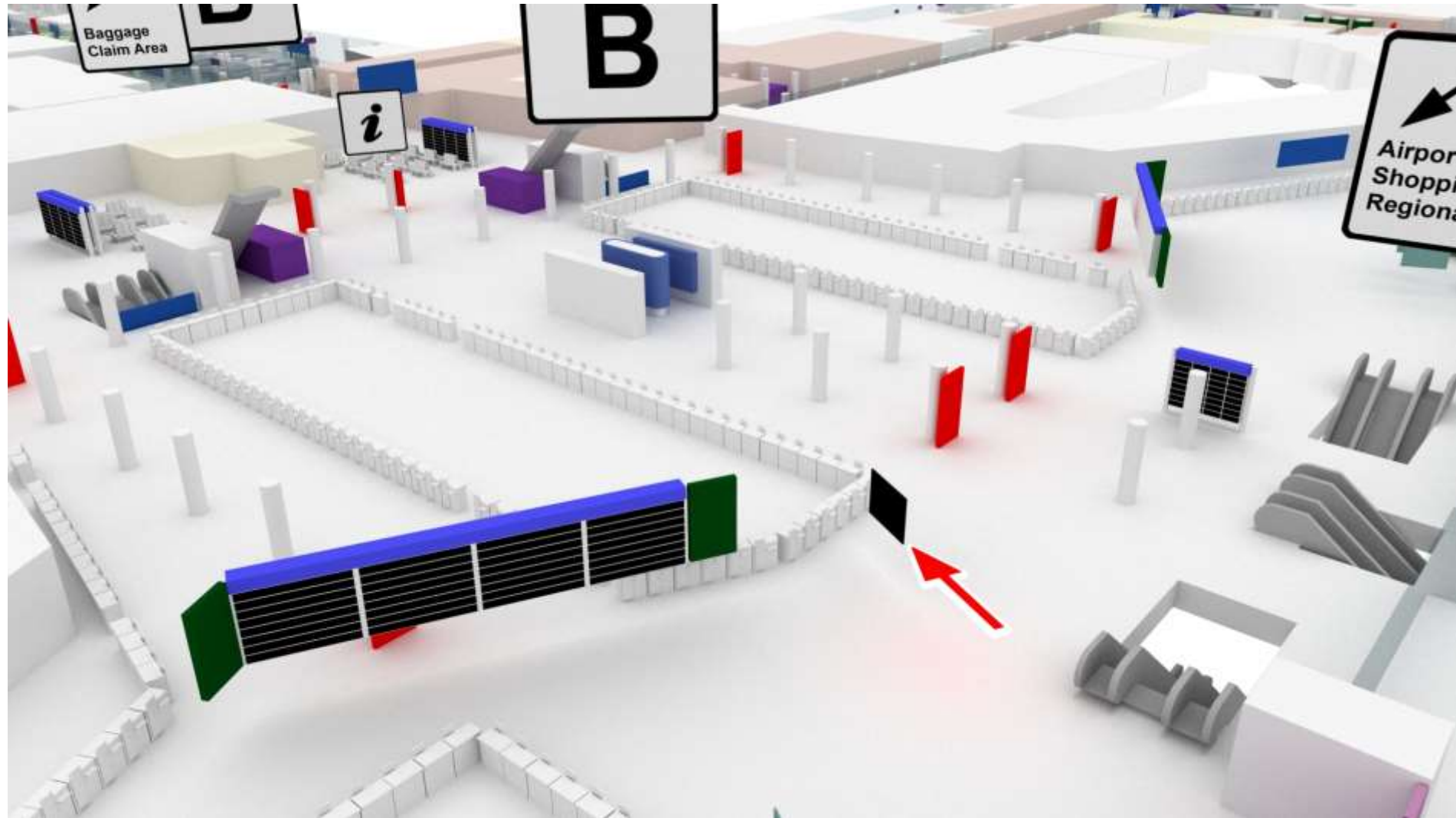
- Your large screens above the check-in make an unmissable eye-catcher.
- At this point the contact density is huge – for passengers spend an average of 20 minutes at the check-in in Hall B East.
- Along with the passengers, you will also reach a significant number of visitors to Frankfurt Airport.



Resource number:	005-0002
Location:	Terminal 1, hall B east
Quantity:	7
Runtime:	1 month
Price*:	€ 8,110
Other costs*:	€ 2,369 production costs per site
Size:	3,088 x 2,300 mm incl. 2 footbridges of 44 mm each

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

LARGE SCREENS



LARGE SCREENS

TERMINAL 1 – PUBLIC



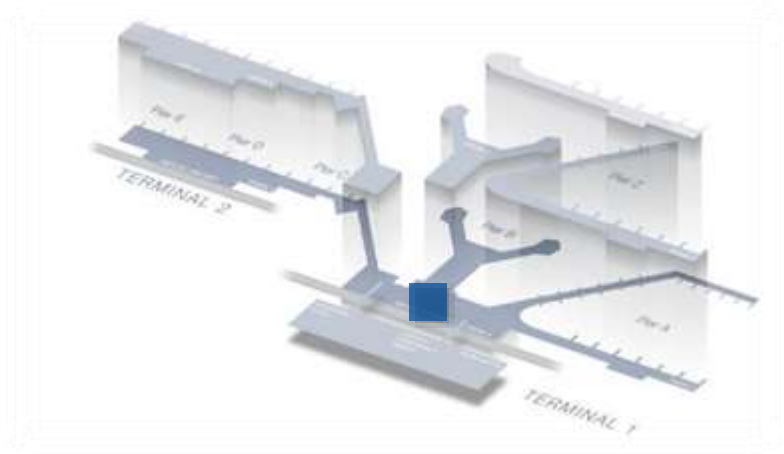
Extended length of stay

Large formats

Prominent eye-catcher

Boarding time for your campaign

- Your large screens above the check-in make an unmissable eye-catcher.
- At this point the contact density is huge – for passengers spend an average of 20 minutes at the check-in in Hall B East.
- Along with the passengers, you will also reach a significant number of visitors to Frankfurt Airport.



Resource number:	005-0003 – 005-0006
Location:	Terminal 1, hall B east
Quantity:	4
Runtime:	1 month
Price*:	€ 8,110 per site
Other costs*:	€ 2,369 production costs per site
Size:	3,088 x 2,300 mm incl. 2 footbridges of 44 mm each

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

LARGE SCREENS



LARGE SCREENS

TERMINAL 1 – PUBLIC



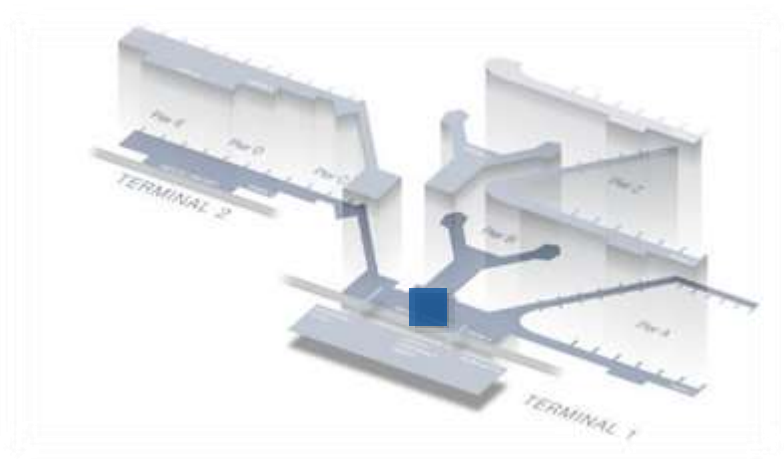
Extended length of stay

Large formats

Prominent eye-catcher

Boarding time for your campaign

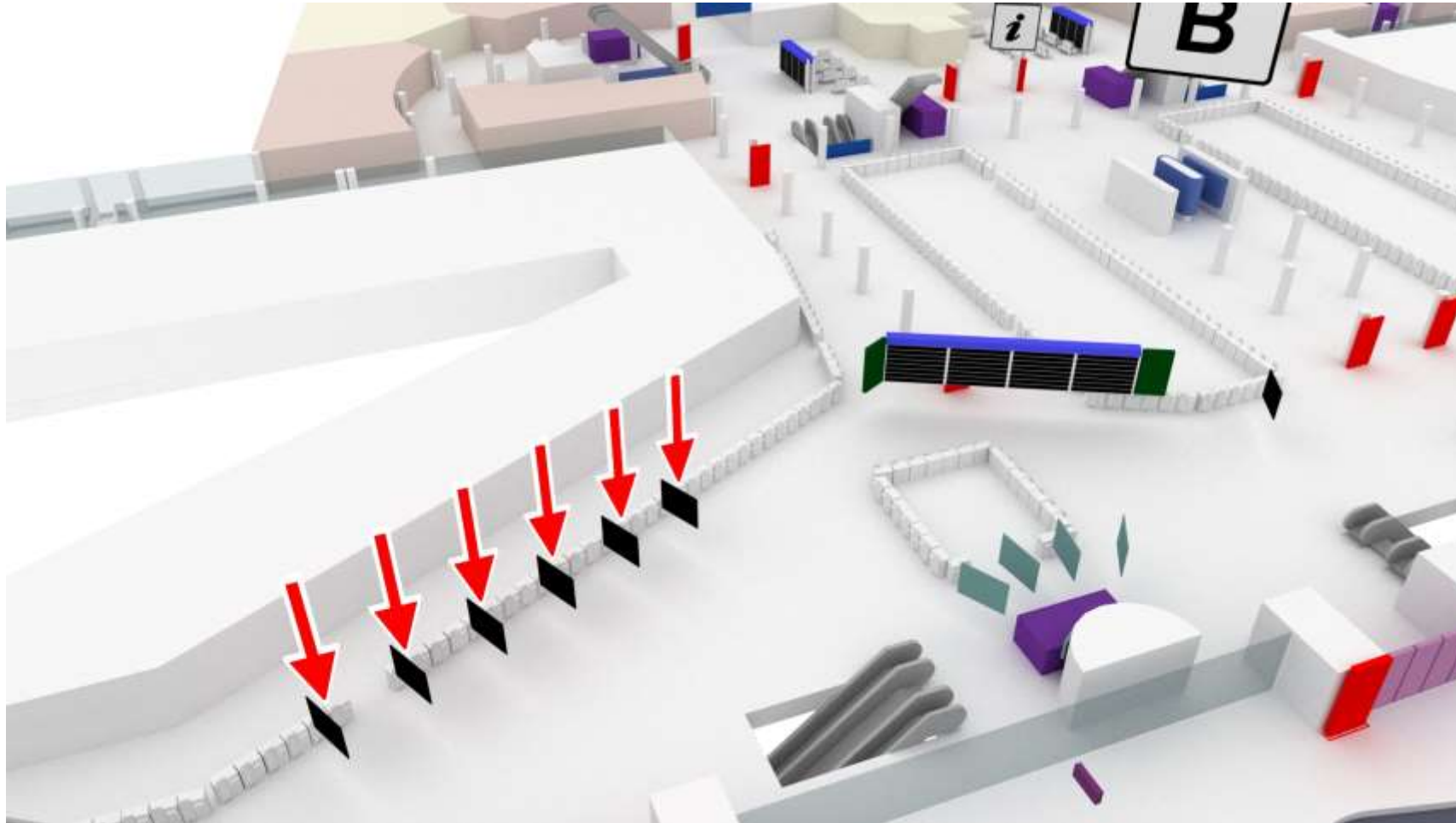
- Your large screens above the check-in make an unmissable eye-catcher.
- At this point the contact density is huge – for passengers spend an average of 20 minutes at the check-in in Hall B East.
- Along with the passengers, you will also reach a significant number of visitors to Frankfurt Airport.



Resource number:	NW-005-001
Location:	Terminal 1, hall B east
Quantity:	1 x 6
Runtime:	1 month
Price*:	€ 28,580
Other costs*:	6 x € 2,369 production costs
Size:	3,088 x 2,300 mm incl. 2 footbridges of 44 mm each

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

LARGE SCREENS



LARGE SCREENS

TERMINAL 1 – PUBLIC



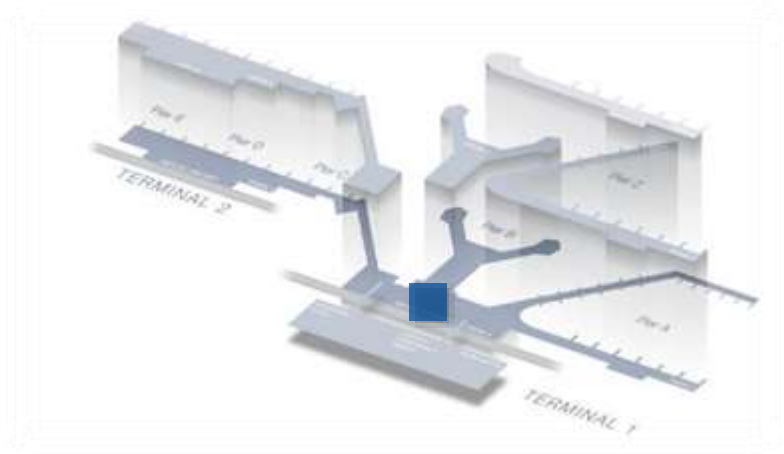
Extended length of stay

Large formats

Prominent eye-catcher

Boarding time for your campaign

- Your large screens above the check-in make an unmissable eye-catcher.
- At this point the contact density is huge – for passengers spend an average of 20 minutes at the check-in in Hall B East.
- Along with the passengers, you will also reach a significant number of visitors to Frankfurt Airport.



Resource number:	PK-005-001
Location:	Terminal 1, check-in B
Quantity:	1 x 3
Runtime:	1 month
Price*:	€ 19,520
Other costs*:	€ 2,369 production costs
Size:	3,088 x 2,300 mm incl. 2 footbridges at 44 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

LARGE SCREENS



HIGHLIGHT BOX - DEPARTURES

TERMINAL 1 – PUBLIC



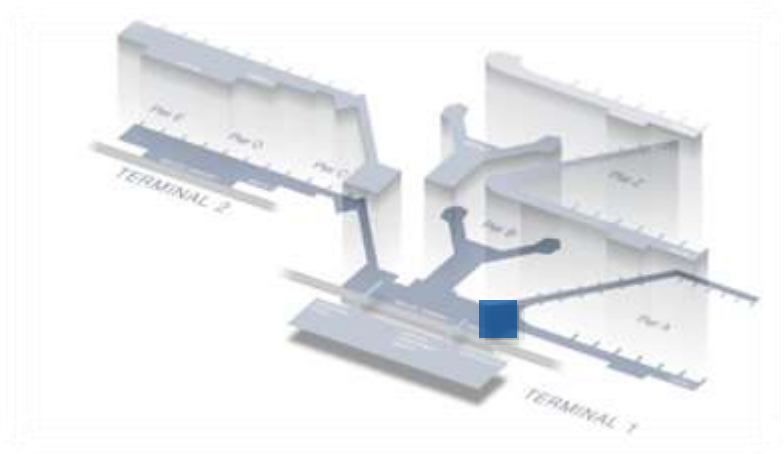
LH First Class Check-In

Premium Location

High-Class Target Group

High flying for your brand at Check-in A

- The high-format High-Lightbox will bring your message directly to the passengers at eye level.
- The lighting design ensures a radiant, lively impression.
- The top position directly in front of the Lufthansa First Class Priority Check-in ensures high-quality contact. No matter whether booked as an individual location or on the network.
- The location on the way to the security check guarantees you maximum attention among departing travellers, among frequent flyers and business travellers.
- Entertaining formats promise particular success during this waiting period.



Resource number:	007-0007
Location:	Terminal 1, LH First Class Check-In A
Quantity:	1
Passenger type:	departing passengers
Runtime:	1 month
Price*:	€ 27,380
Other costs*:	€ 1,800 production costs
Size:	1,493 x 2,271 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

HIGH-LIGHTBOX - DEPARTURE



KINGSIZE LIGHTBOXES LANDSIDE – DEPARTURES

TERMINAL 1 – PUBLIC



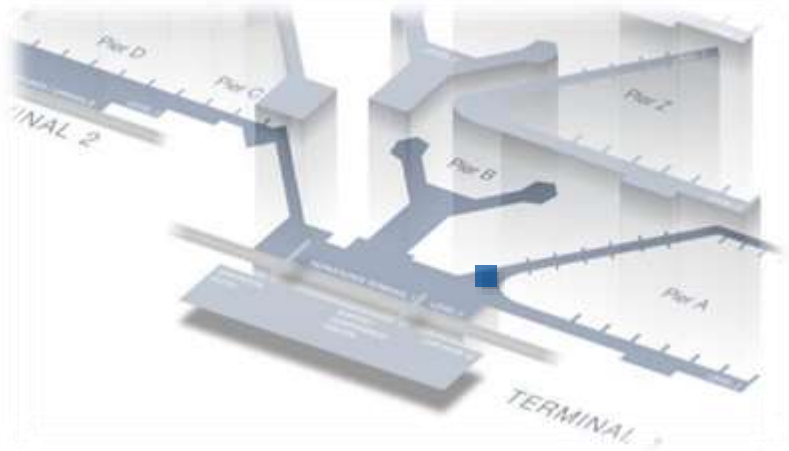
International passengers

Route to security checkpoint

Unmissable

Optimum take-off conditions for you in Departure Hall A

- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- This advertising space sparks ideas for spontaneous purchasing in the adjacent shops.
- Along the central walkways to the security controls in Area A you can focus interest directly onto your message. No matter whether booked as an individual location or on the network.
- Along with effective sales advertising, the KingSize Lightbox is also well suited to persuasive brand advertising – particularly for international brands, which thus get more spread.
- Along with the international passengers, you will also reach a significant visitor audience at Frankfurt Airport.



Resource number:	010-0007
Location:	Departure lounge A, level 2
Quantity:	1
Passenger type:	Departures
Runtime:	1 month
Price*:	€ 29,530
Other costs*:	€ 1,853 production costs
Size:	5,556 x 1,278 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES LANDSIDE – DEPARTURES



KINGSIZE LIGHTBOXES LANDSIDE – DEPARTURES

TERMINAL 1 – PUBLIC



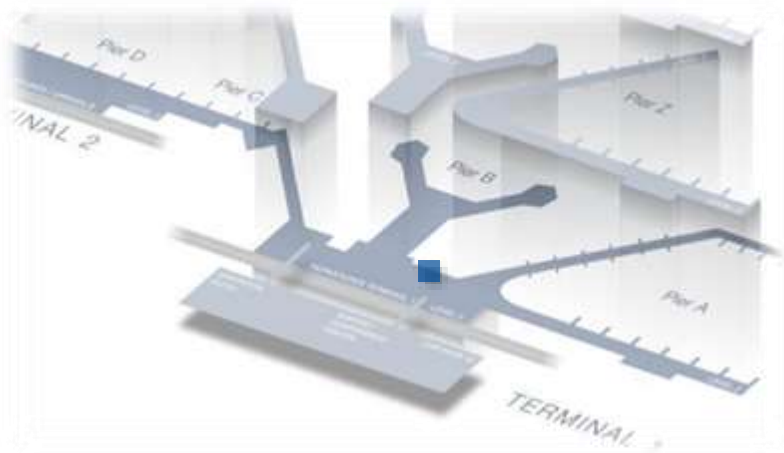
International passengers

POS environment in the shopping boulevard

International target group

Optimum take-off conditions for you at Pier A

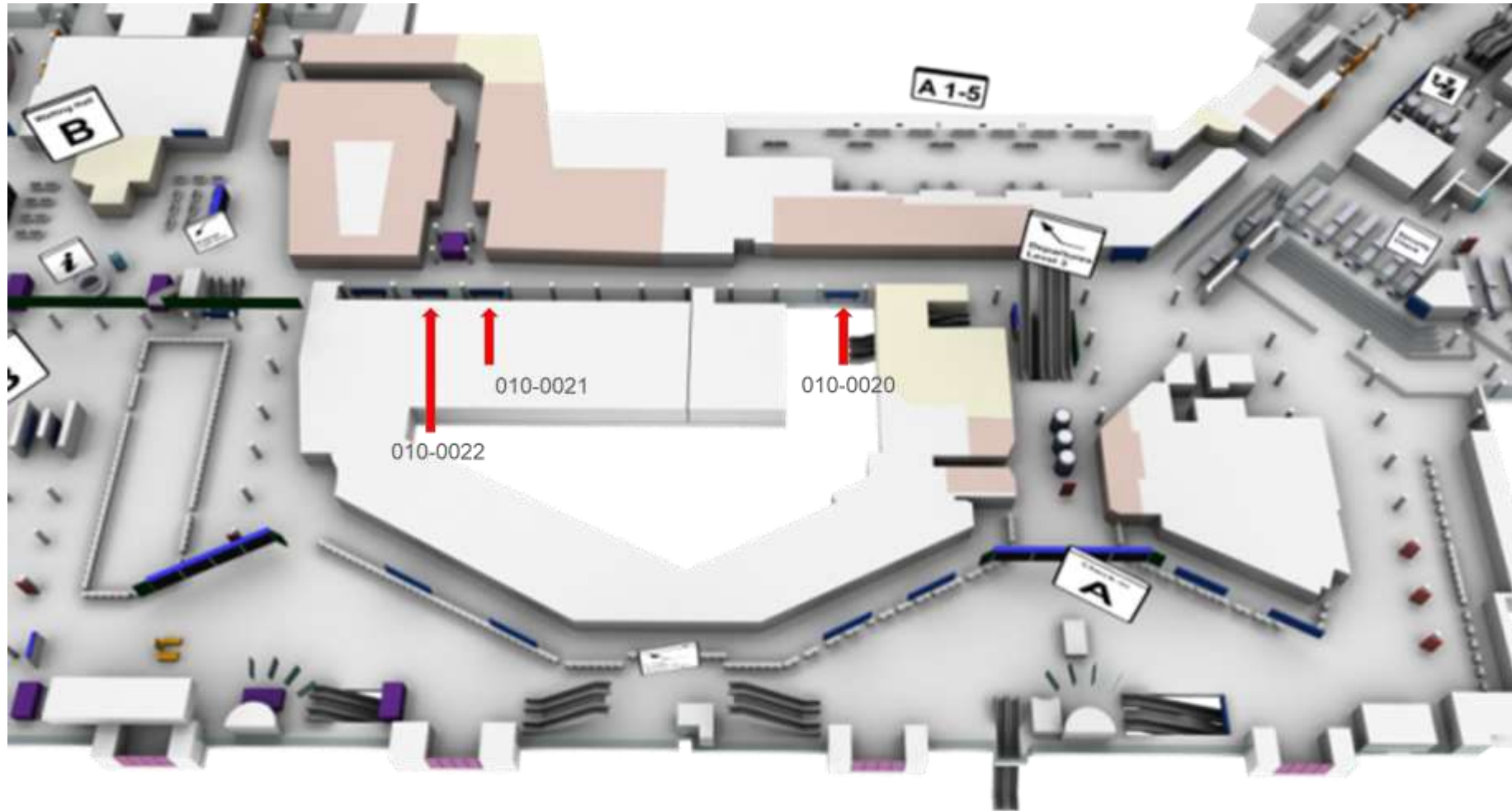
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- This advertising space sparks ideas for spontaneous purchasing in the adjacent shops.
- Along the shopping boulevard on Corridors A and B to the security controls in Zone A you can focus interest directly on your message. No matter whether booked as individual location or on the network.
- Along with effective sales advertising, the KingSize Lightbox is also well suited to persuasive brand advertising – particularly for international brands, which thus get more spread.
- Along with the international passengers, you will also reach a significant visitor audience at Frankfurt Airport.



Resource number:	010-0020 / -0021 / -0022
Location:	Shopping Boulevard, Aisle A / B, level 2
Quantity:	4
Passenger type:	Departing / connecting passengers and shop environment
Runtime:	1 month
Price*:	€ 11,790 per site
Other costs*:	€ 1,853 production costs per site
Size:	5,556 x 1,278 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES LANDSIDE – DEPARTURES



KINGSIZE LIGHTBOXES LANDSIDE – DEPARTURES

TERMINAL 1 – PUBLIC



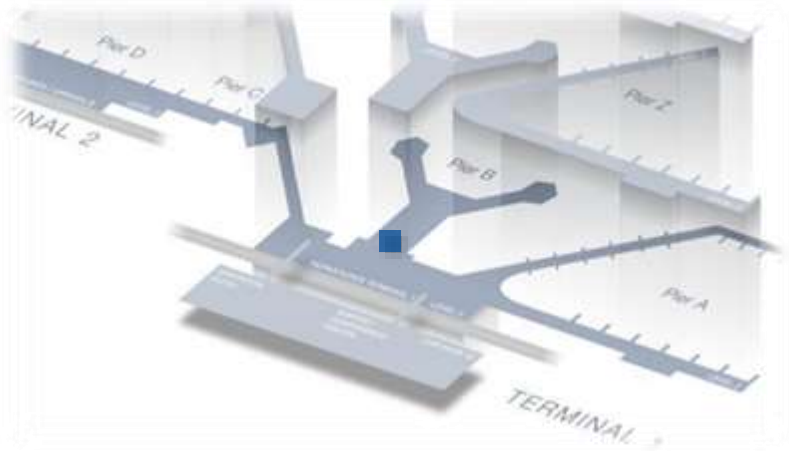
Head-on to the walking route

Waiting hall

National and International target group

Optimum take-off conditions for you in Waiting Hall B

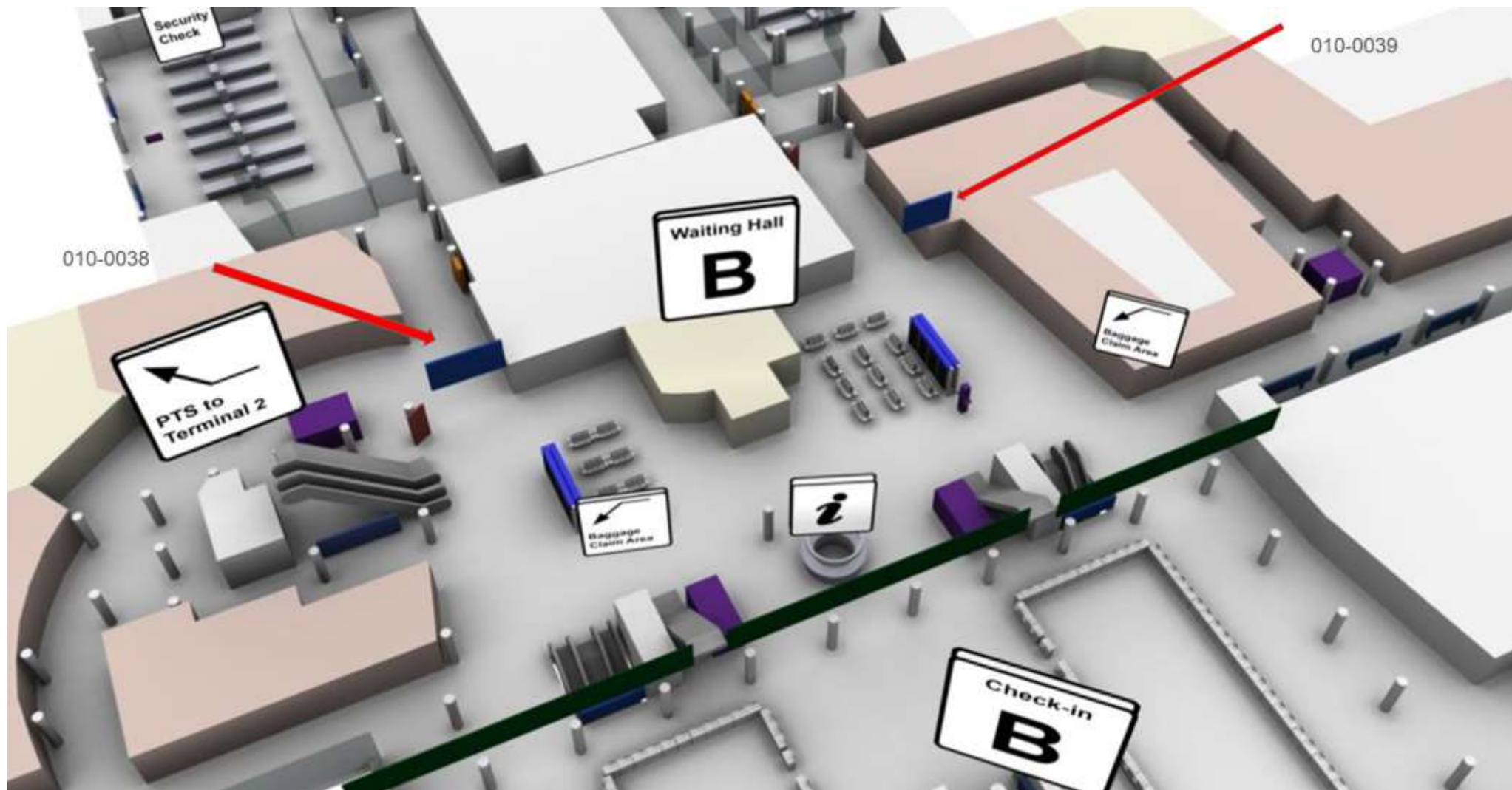
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- This advertising space sparks ideas for spontaneous purchasing in the adjacent shops.
- At a central position in Waiting Hall B East, you can focus interest directly on your message. No matter whether booked as an individual location or on the network.
- Along with effective sales advertising, the KingSize Lightbox is also well suited to persuasive brand advertising – particularly for international brands, which thus get more spread.
- Along with the international passengers, you will also reach a significant visitor audience at Frankfurt Airport.



Resource number:	010-0038 / 010-0039
Location:	Departure waiting hall B east, level 2
Quantity:	1
Passenger type:	Departures – domestic, Schengen, non-Schengen
Runtime:	1 month
Price*:	€ 42,160
Other costs*:	010-0038: € 2,600 production costs 010-0039: € 2,095 production costs
Size:	010-0038: 7,046 x 2,590 mm 010-0039: 5,556 x 2,590 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES LANDSIDE – DEPARTURES



KINGSIZE LIGHTBOXES LANDSIDE – DEPARTURES

TERMINAL 1 – PUBLIC



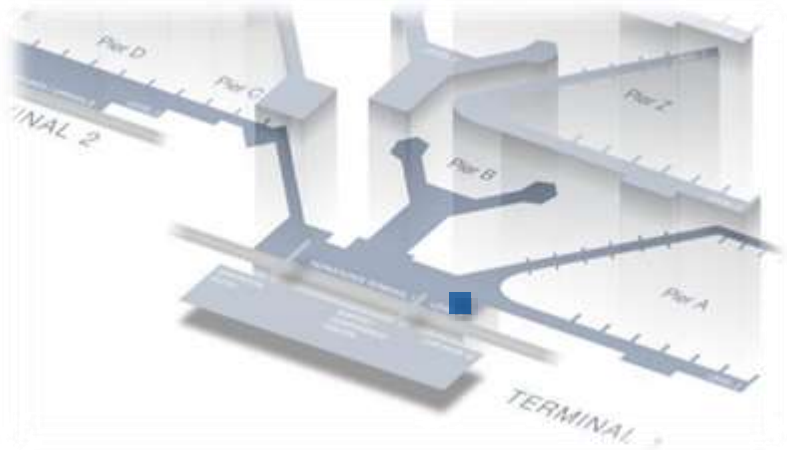
Single locations and networks

Check-in hall

International target group

Optimum take-off conditions for you at the Check-in Hall A

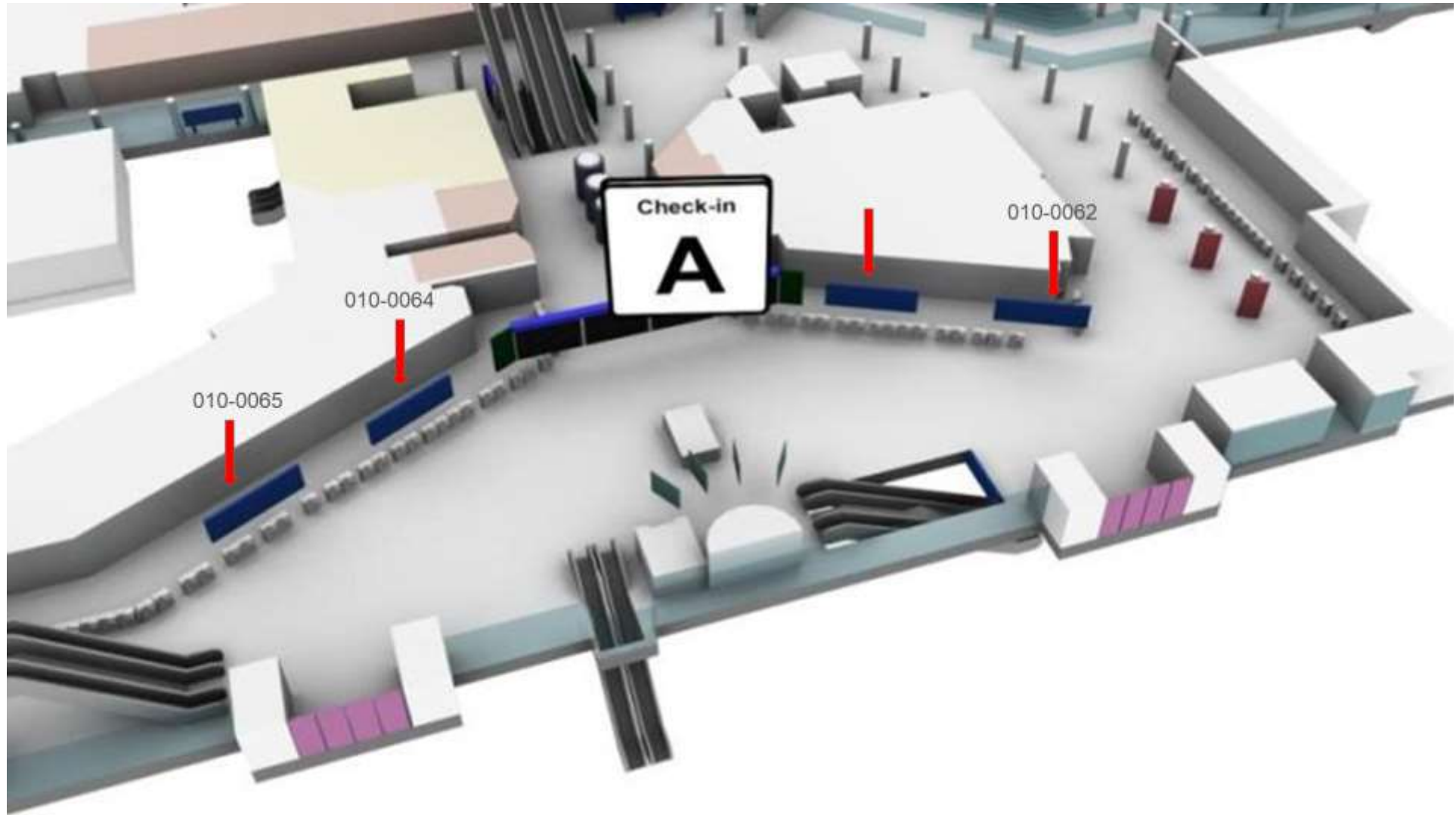
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- This advertising space sparks ideas for spontaneous purchasing in the adjacent shops.
- Perfectly integrated into the architecture of the Hall A check-in, you can focus interest directly on your message. No matter whether booked as individual location or on the network.
- Along with effective sales advertising, the KingSize Lightbox is also well suited to persuasive brand advertising – particularly for international brands, which thus get more spread.
- Along with the international passengers, you will also reach a significant visitor audience at Frankfurt Airport.



Resource number:	010-0062 / -0063 / -0064 / -0065
Location:	Check-in hall A, level 2
Quantity:	4
Passenger type:	Departures, meeters & greeters
Runtime:	1 month
Price*:	€ 52,140 per site
Other costs*:	€ 6,431 production costs per site
Size:	8,460 x 2,750 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES LANDSIDE – DEPARTURES



KINGSIZE LIGHTBOXES LANDSIDE – DEPARTURES

TERMINAL 1 – PUBLIC



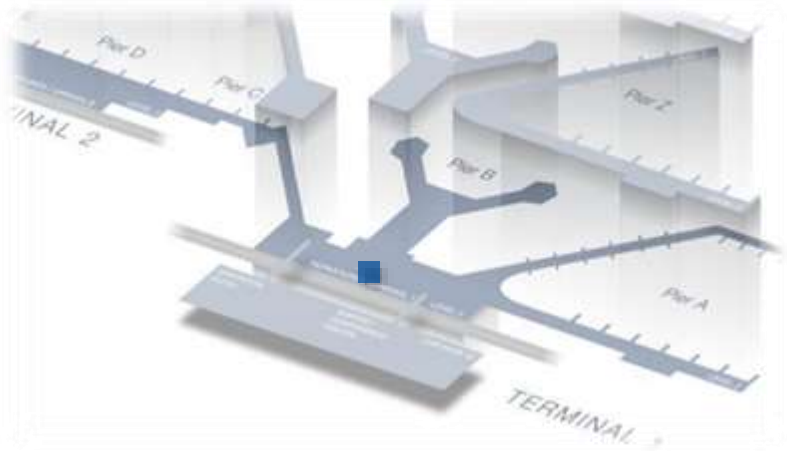
Single locations and networks

Check-in hall

International target group

Optimum take-off conditions for you at the Check-in Hall B

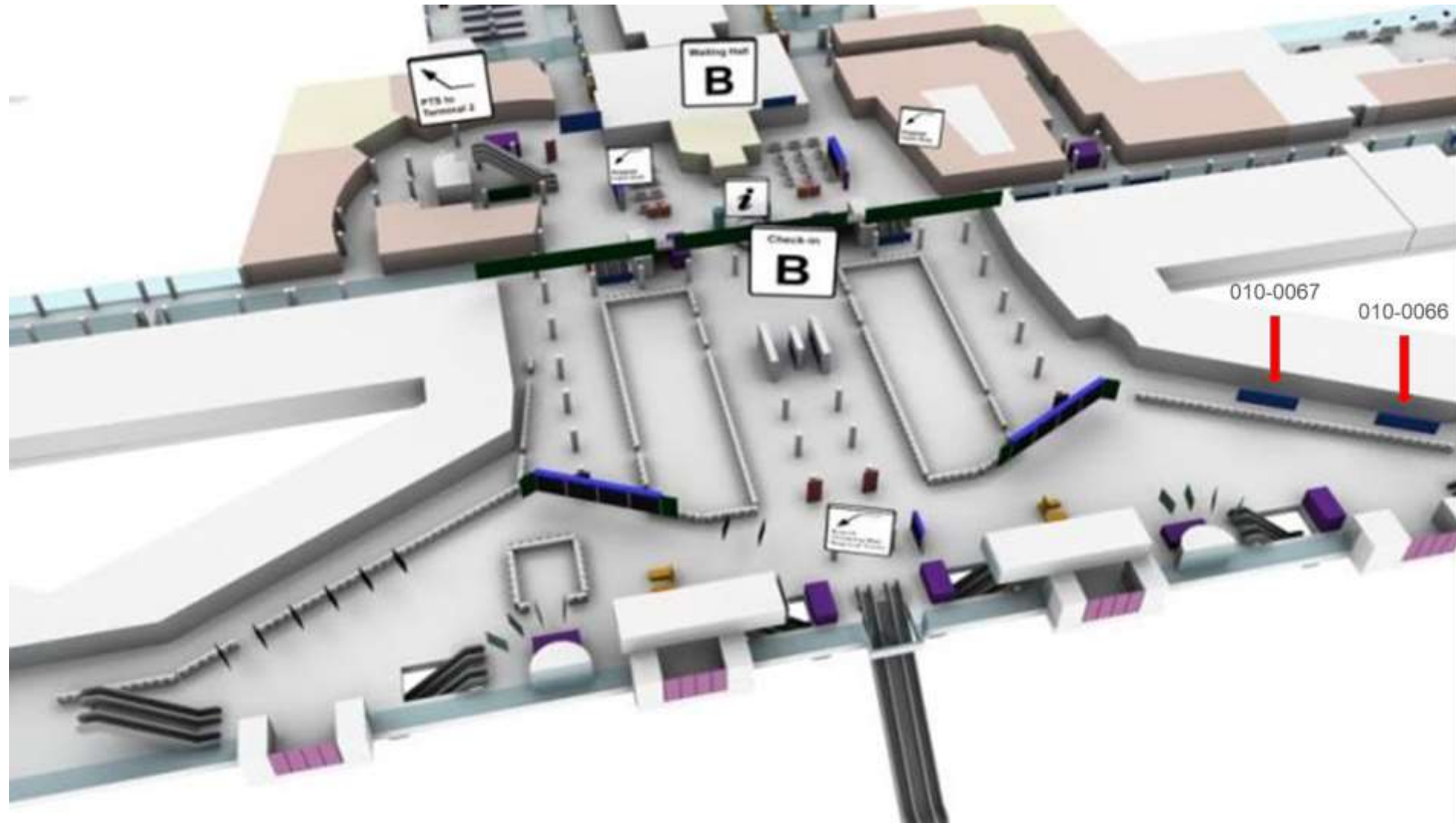
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- This advertising space sparks ideas for spontaneous purchasing in the adjacent shops.
- Perfectly integrated into the architecture of the check-in hall, you can focus interest directly on your message. No matter whether book as an individual location or in the network.
- Along with effective sales advertising, the KingSize Lightbox is also well suited to persuasive brand advertising – particularly for international brands, which thus get more spread.
- Along with the international passengers, you will also reach a significant visitor audience at Frankfurt Airport.



Resource number:	010-0066 / -0067
Location:	Check-in hall B, level 2
Quantity:	2
Passenger type:	Departures, meeters & greeters
Runtime:	1 month
Price*:	€ 51,480 per site
Other costs*:	€ 6,431 production costs per site
Size:	8,460 x 2,750 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES LANDSIDE – DEPARTURES



KINGSIZE LIGHTBOXES LANDSIDE – ARRIVALS

TERMINAL 1 – PUBLIC



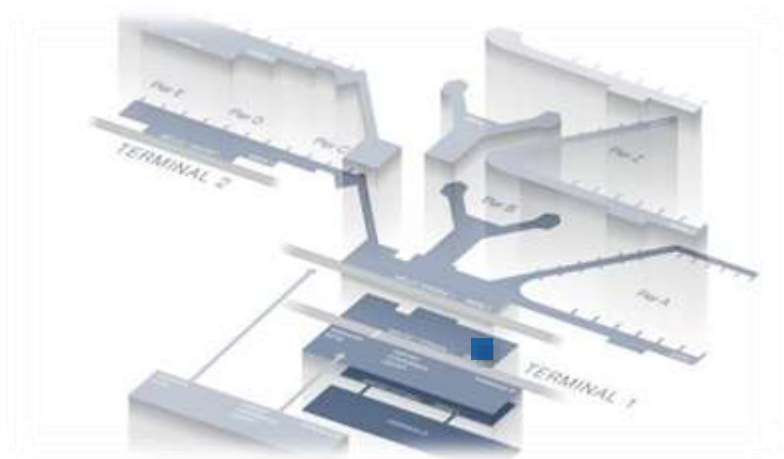
Positioning at eye level

Interactive add-ons possible

Business travellers

Touching down in Arrivals Hall A

- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- Here you will pitch yourself at immediate eye level on the stairs down in Arrivals Hall A. Arriving passengers will pass by your motif, for instance on the way to the car rental centre.
- Along with international passengers and business travellers, you will also reach a significant visitor audience at Frankfurt Airport.
- Your motif can be supplemented interactively, e.g. with a Bluetooth interface or a QR code.



Resource number:	010-0001
Location:	Arrivals hall A, direction of Airport City mall, stairway level 1 to level 0
Quantity:	1
Passenger type:	Arrivals
Runtime:	1 month
Price*:	€ 14,570
Other costs*:	€ 3,674 production costs
Size:	4,220 x 2,170 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES LANDSIDE – ARRIVALS



KINGSIZE LIGHTBOXES LANDSIDE – ARRIVALS

TERMINAL 1 – PUBLIC



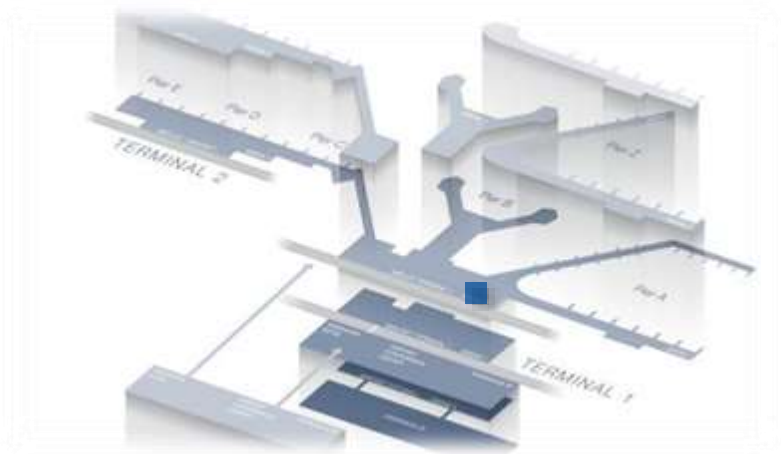
Positioning at eye level

Interactive add-ons possible

Business travellers

Touching down in Arrivals Hall A

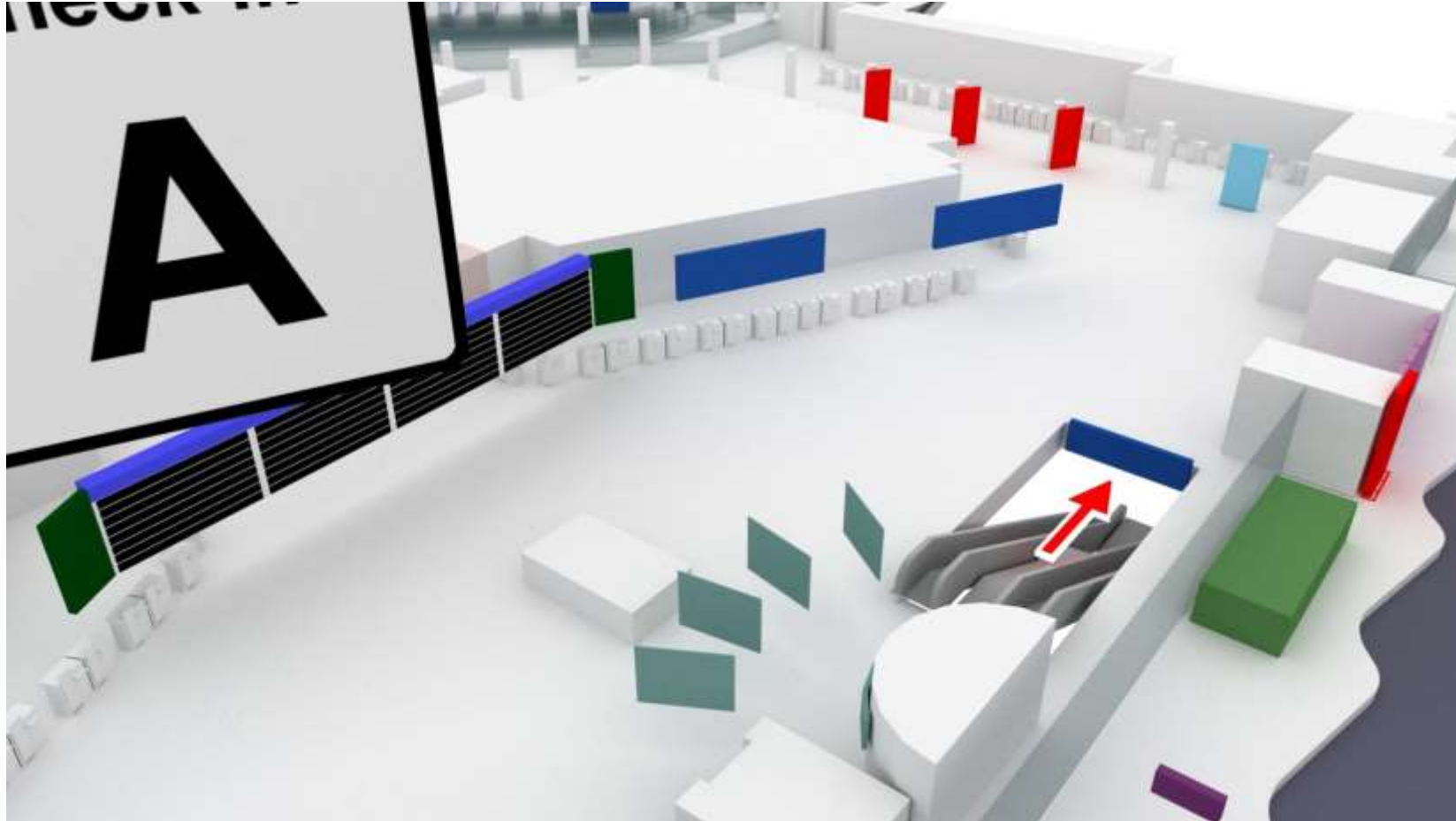
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- Here you can pitch yourself at immediate eye level on the stairs down at arrival in Pier A. Arriving passengers will pass by your motif, for instance on the way to the car rental centre.
- Along with international passengers and business travellers, you will also reach a significant visitor audience at Frankfurt Airport.
- Your motif can be supplemented interactively, e.g. with a Bluetooth interface or a QR code.



Resource number:	010-0005
Location:	Check-in hall A, direction of arrivals hall A, stairway level 2 to level 1
Quantity:	1
Passenger type:	Arrivals
Runtime:	1 month
Price*:	€ 23,230
Other costs*:	€ 3,674 production costs
Size:	4,220 x 2,170 mm

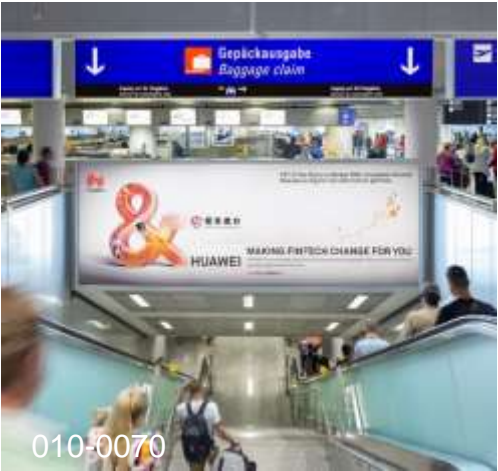
*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES LANDSIDE – ARRIVALS



KINGSIZE LIGHTBOXES LANDSIDE – ARRIVALS

TERMINAL 1 – PUBLIC



010-0070

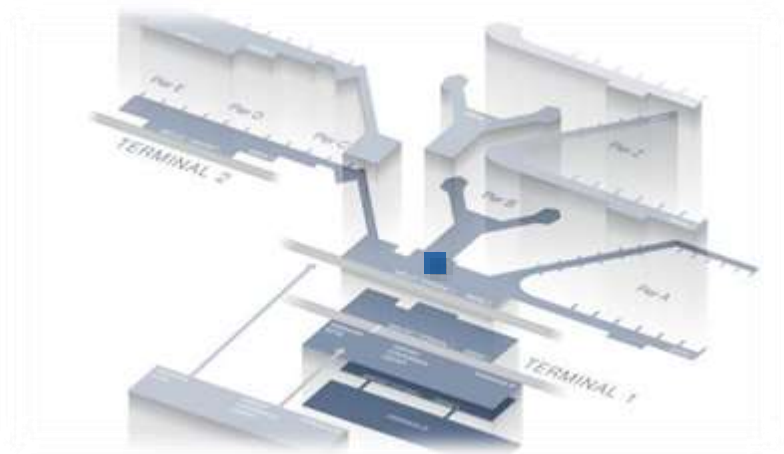
Positioning at eye level

Interactive add-ons possible

International arrivals

Touching down in Arrivals Hall B

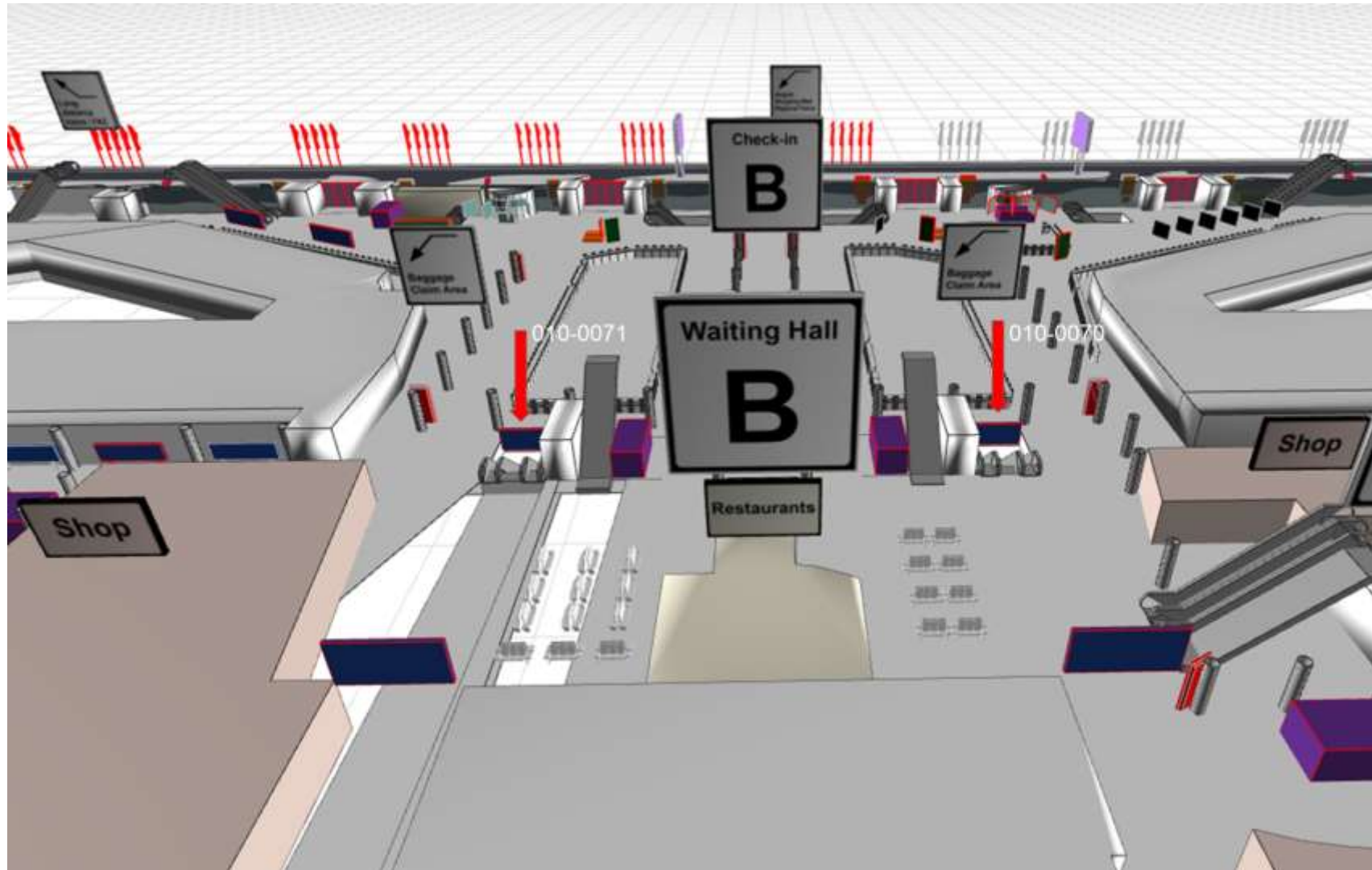
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention..
- Here you can pitch yourself at immediate eye level on the stairs down at arrival in Pier A. Arriving passengers will pass by your motif, for instance on the way to the car rental centre.
- Along with international passengers and business travellers, you will also reach a significant visitor audience at Frankfurt Airport.
- Your motif can be supplemented interactively, e.g. with a Bluetooth interface or a QR code.



Resource number:	010-0070 / 010-0071
Location:	Concourse B inland, stairs B east and B west to baggage claim, level 2 to level 1
Quantity:	1
Passenger type:	Arrivals
Runtime:	1 month
Price*:	€ 32,280 per site
Other costs*:	€ 3,200 production costs per site
Size:	5,230 x 1,880 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES LANDSIDE – ARRIVALS



KINGSIZE LIGHTBOXES LANDSIDE – ARRIVALS/DEPARTURES

TERMINAL 1 – PUBLIC



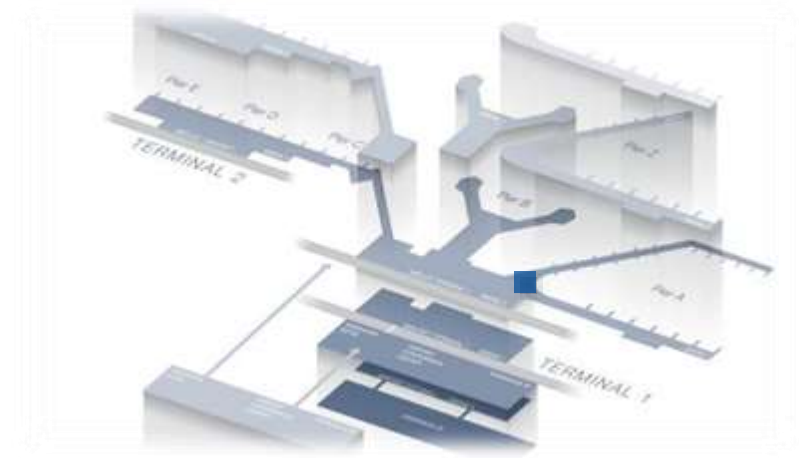
High attention

Arrivals & departures

Attention guarantee

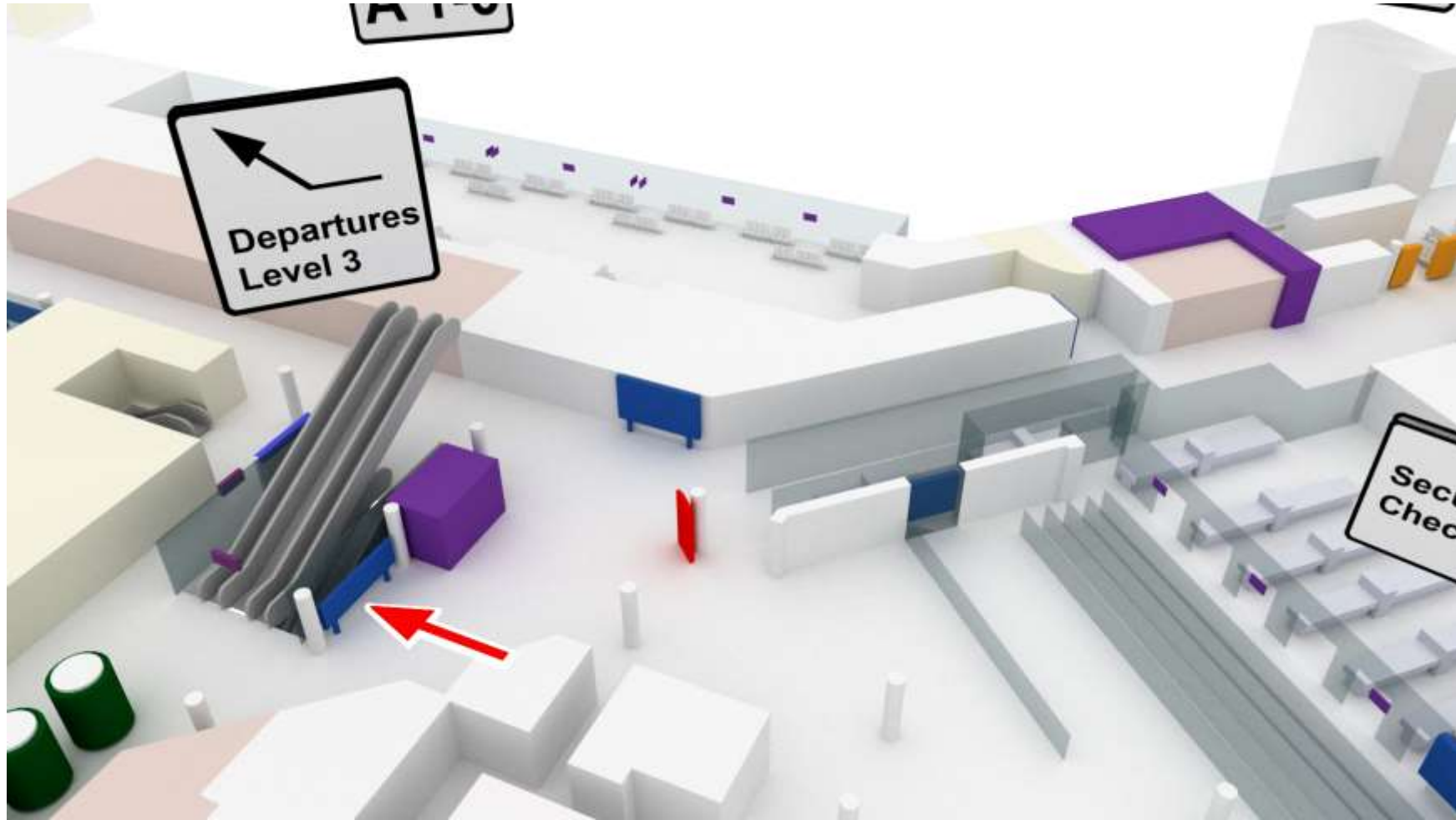
Attention please – in Hall A

- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- Here you will be placed unmissably in front of the security control. Both arriving and departing passengers are on their way at this point.
- Along with international passengers and business travellers, you will also reach a significant visitor audience at Frankfurt Airport.



Resource number:	010-0006
Location:	Hall A, level 2
Quantity:	1
Passenger type:	Arrivals, departures
Runtime:	1 month
Price*:	€ 29,260
Other costs*:	€ 1,853 production costs
Size:	5,556 x 1,278 mm

KINGSIZE LIGHTBOXES LANDSIDE – ARRIVALS



LIGHT CORRIDOR – EXCLUSIVE BOOKING

TERMINAL 1 – PUBLIC



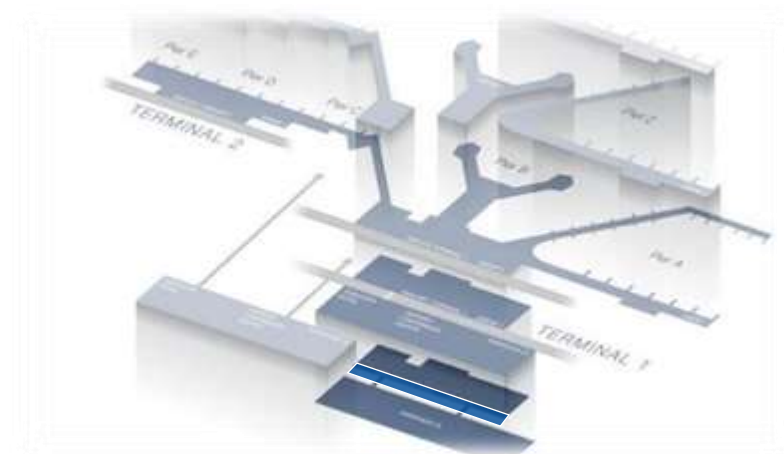
400m illuminated area

Close to Airport City mall

700m²

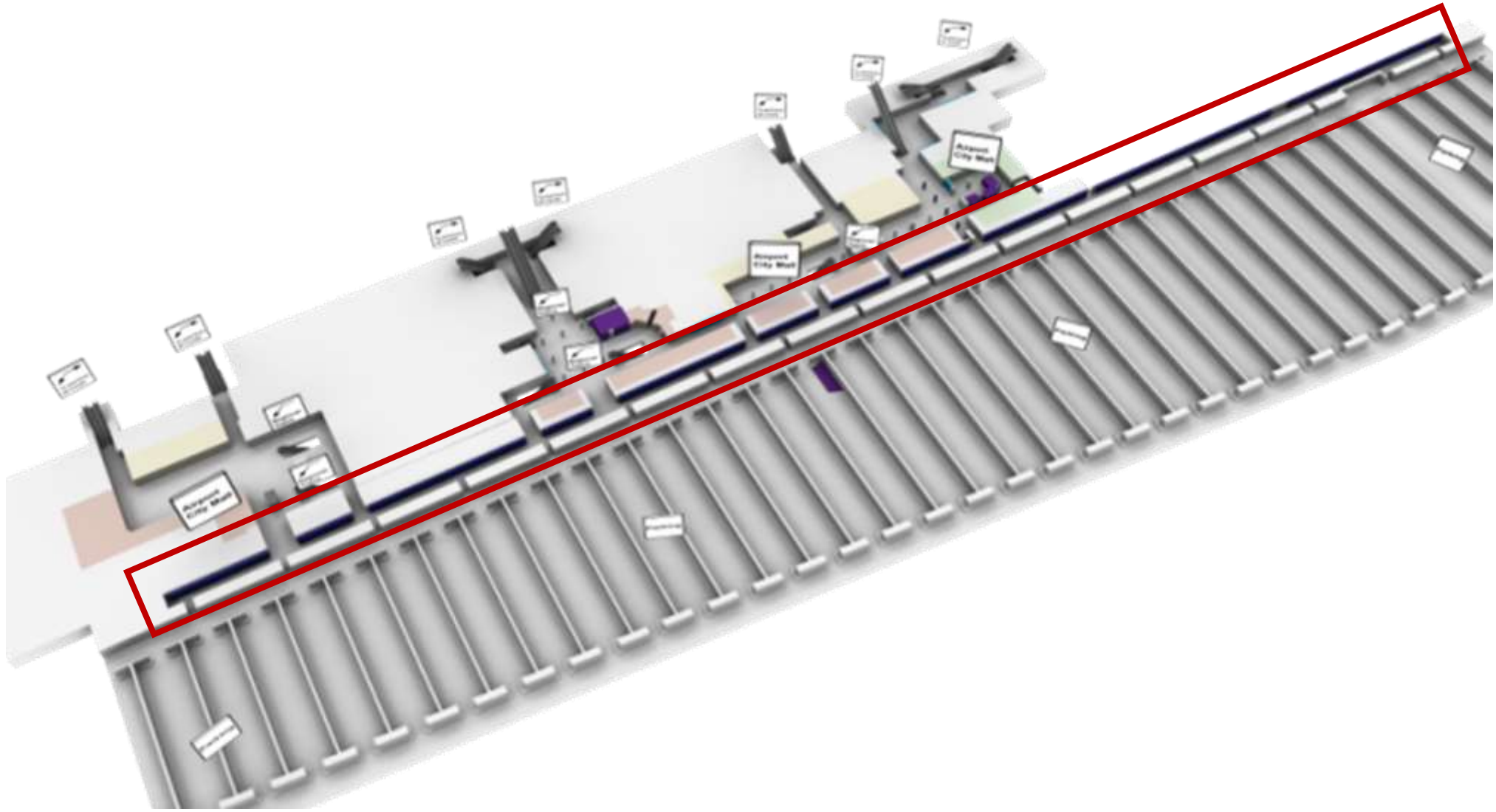
Your glittering long haul

- The Light Corridor, on an incredible 400 metres, makes a first-class light show out of your campaign. Five A380 aircraft could fit in here one after the other.
- On this walkway extended creative sections and brand worlds are perfectly at home.
- Impulse shopping is guaranteed. For the Light Corridor is only a few steps away from the Airport City Mall.
- On a backlit 700 m2 you will amaze arriving and departing travellers, and their visitors.



Resource number:	NW-015-001
Location:	Terminal 1, area A, B, C, level 0
Quantity:	1
Runtime:	1 year
Price*:	€ 68,570
Other costs*:	Production costs on request
Size:	397 plates in total; of which 376 plates with 984 x 1,800 mm and 21 plates (segment 4) with 984 x 1,650 mm

LIGHT CORRIDOR



PORTAL B

TERMINAL 1 – PUBLIC



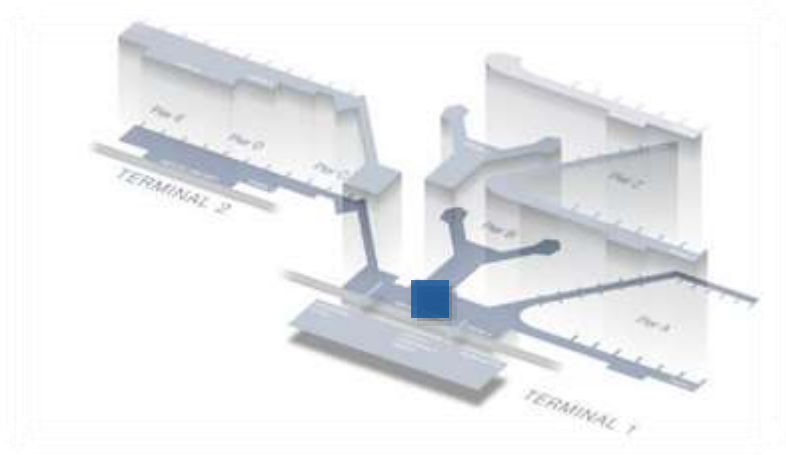
Wall panels + column wrap

Full-surface advertising zone

Traffic-intensive location

Connecting flight for greater presence.

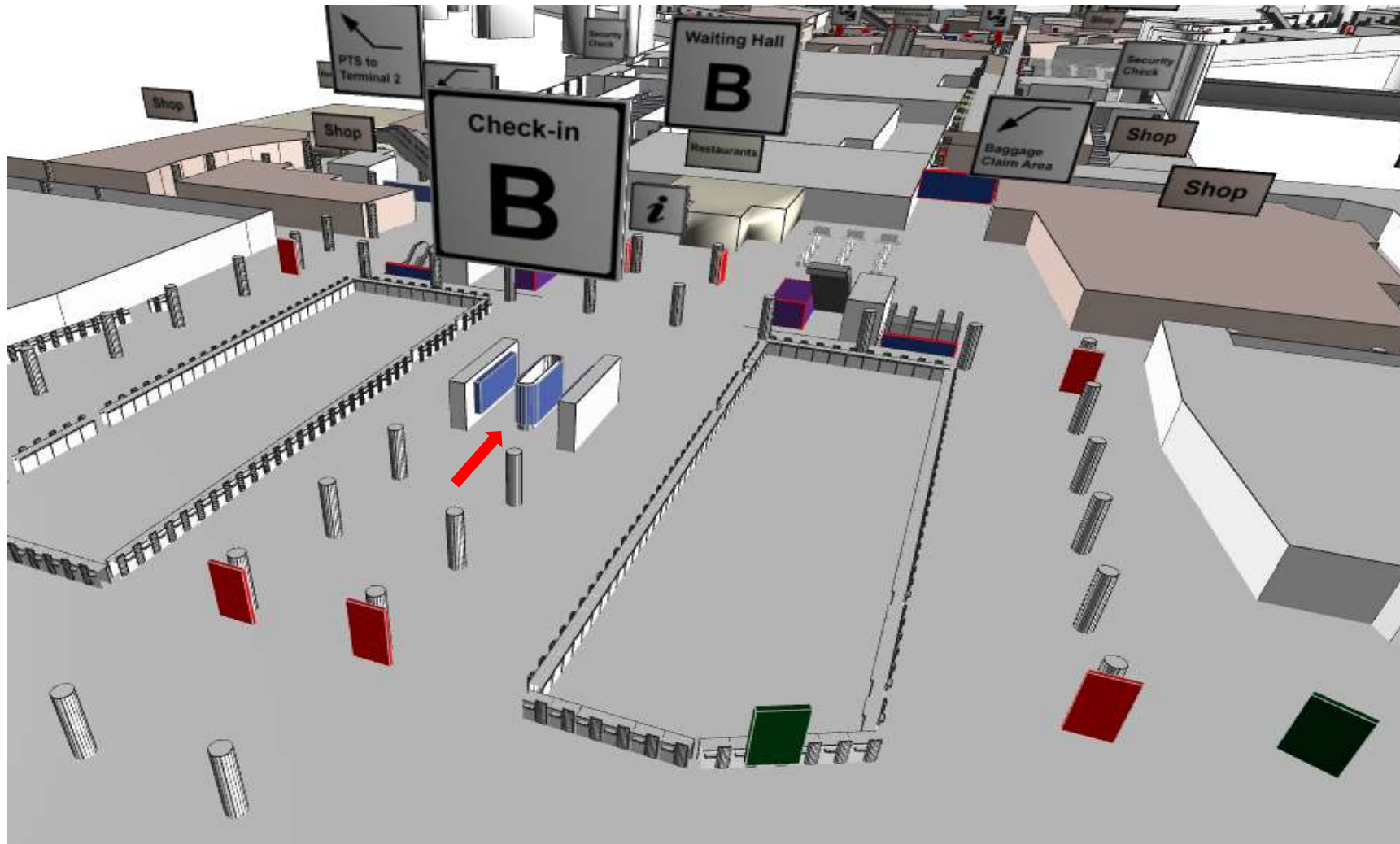
- The Portal B network combines the best of two worlds: two wall panels and a large-surface column wrap will send your campaign into the air on an exceptional space.
- Located as a sort of highway between the check-in in Hall B and Waiting Hall B, one in every six passengers passes this area. The tax-refund counter area is an additional draw to travellers.
- Here you can reach both departing passengers from Pier A, passengers and airport staff.



Resource number:	NW-400-004
Location:	Connection between check-in hall B and departure lounge B
Quantity:	1 x 3
Runtime:	3 months
Price*:	€ 28,330 / month
Other costs*:	Production costs on request
Size:	2 wall panels at 6,000 x 2,000 mm Column circumference: 9,896 mm, Height: 2,450 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PORTAL B



THE WHEEL

TERMINAL 1 – PUBLIC



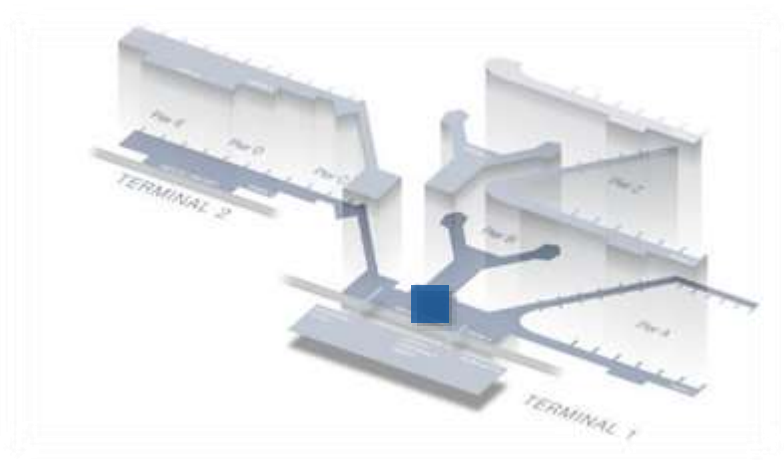
Integration of 3D objects
possible

Long length of stay

Stimulating combined
formation

Your unmissable media travel hub

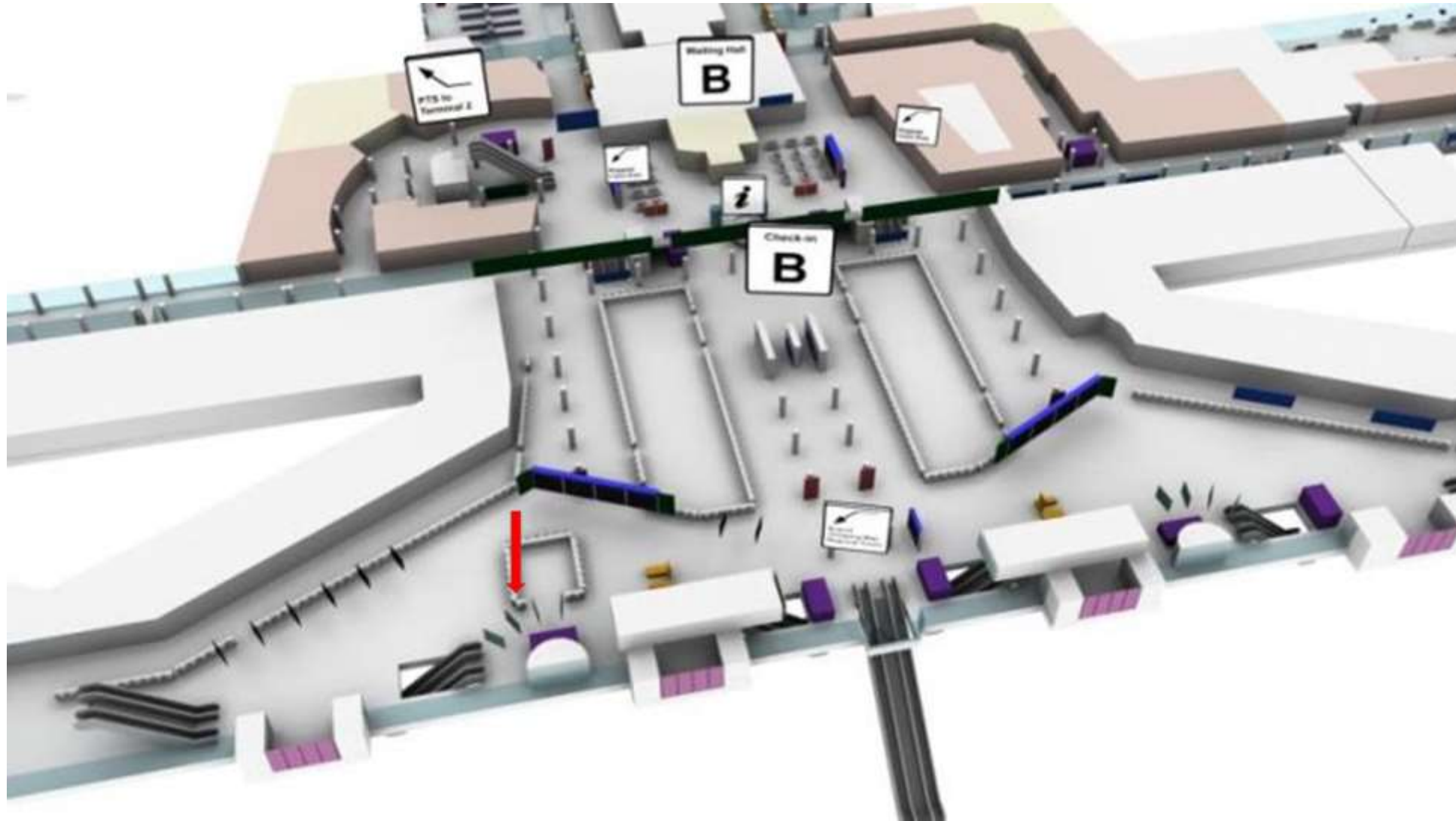
- The Wheel forms an attractive combination of four large screens in an impressive semicircle around a large-format light box.
- This unusual form of advertising unmissably fascinates departing passengers and visitors in front of the B Zone check-in at Terminal 1.
- The time people spend in this area is a sizeable 20 minutes.



Resource number:	NW-400-002
Location:	Check-in hall B east
Quantity:	1
Runtime:	1 month
Price*:	€ 32,140
Other costs*:	€ 2.369,00 x 4 Lightbox € 5.242,00 Production costs
Size:	4 double-sided large screens each 3,088 x 2,300 mm incl. 2 footbridges at 44 mm Light box: 2 plates at 3,180 x 1,200 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

THE WHEEL



WALL PANELS – ARRIVALS / DEPARTURES

TERMINAL 1 – PUBLIC



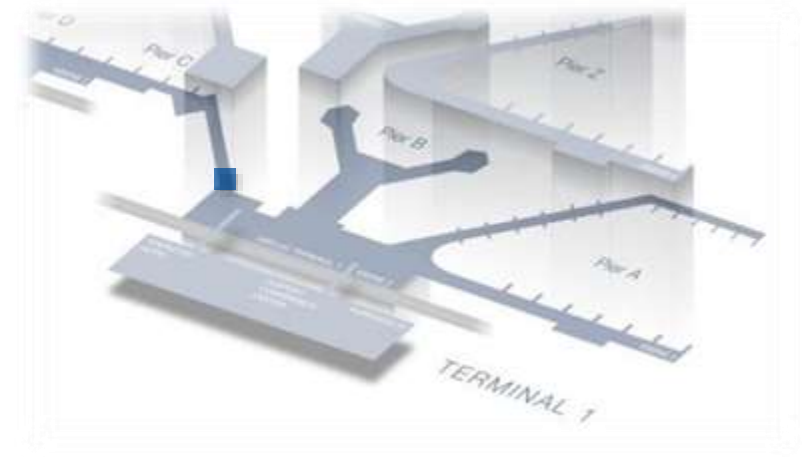
At head height to the passport control walkway

International passengers

Unmissable

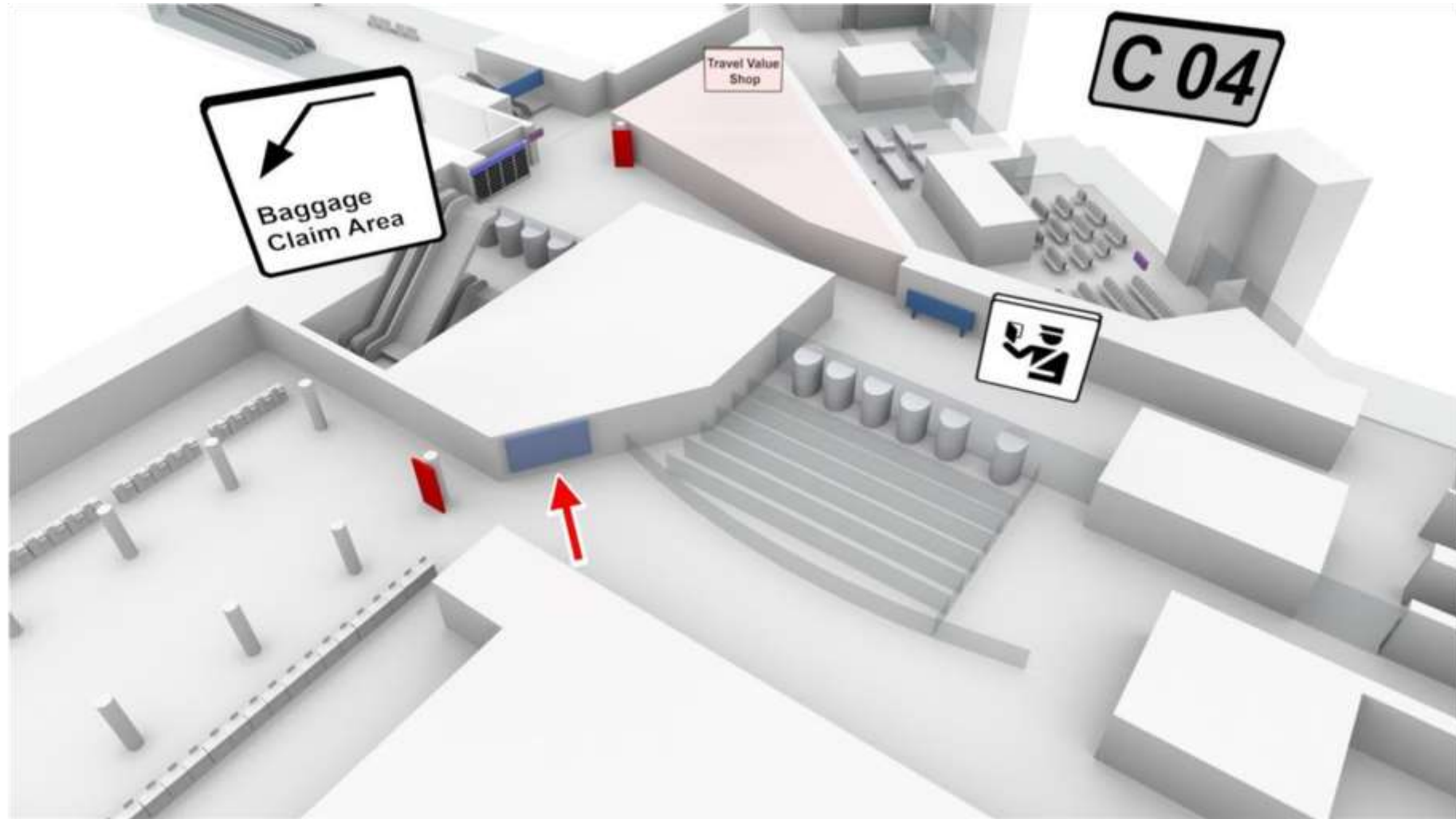
Your first-class contact upgrade at Pier C

- The wall panels at high-footfall locations strike the eye directly due to their unmissable position.
- Effectively and directly, they provide irresistible suggestions for impulse shopping in a visit to the travel, retail or duty-free shop.
- Shortly before Passport Control you will mainly reach departing high-income international passengers, e.g. from the USA, Brazil, India and Israel.
- On 6 m² the wall panels ensure your branding will maintain a constant presence at Frankfurt Airport.



Resource number:	028-0018
Location:	Pier C, level 2
Quantity:	1
Passenger type:	Departures
Runtime:	1 month
Price*:	€ 8,700
Other costs*:	€ 1,158 production costs
Size:	3,600 x 1,800 mm

WALL PANELS – ARRIVALS / DEPARTURES



WALL PANELS – ARRIVALS

TERMINAL 1 – PUBLIC



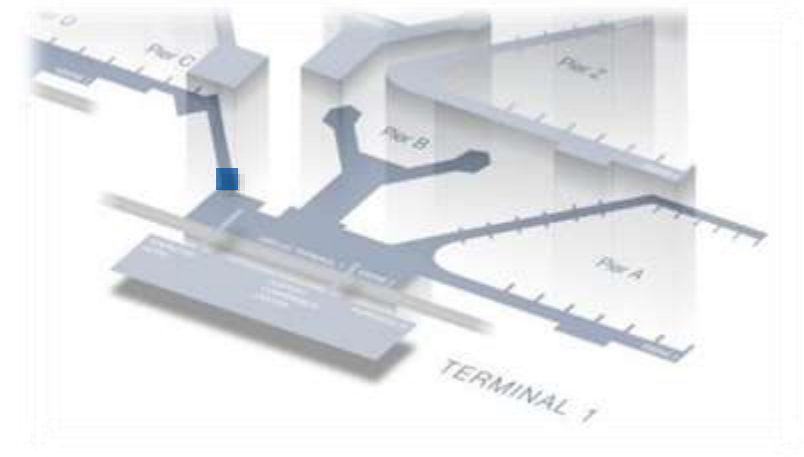
In the direct path

Long stay

Target group mix

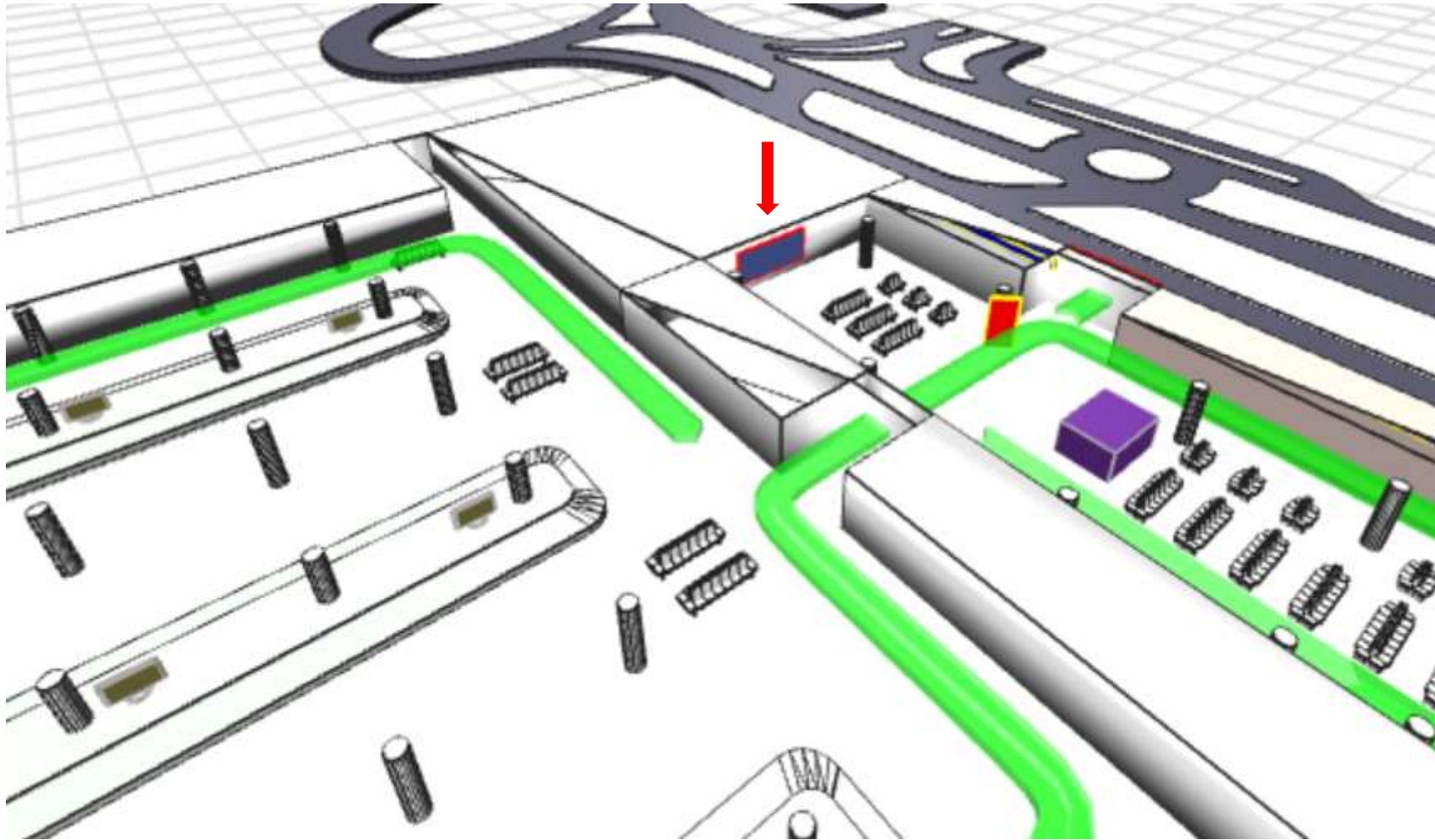
A nice greeting

- The wall panel at this highly frequented location catches the eye of everyone waiting
- The placement directly in front of the Sixt Diamond Lounge offers an ideal environment for attention-grabbing advertising
- Here your product or campaign advertising will catch a highly interesting target-group mix: affluent business and holiday travellers, visitors, people collecting arrivals, and over 81,000 airport staff.



Resource number:	028-0047
Location:	Arrival / waiting area A, public
Quantity:	1
Runtime:	1 month
Price*:	€ 5,790
Other costs*:	€ 2,737 production costs
Size:	4,000 x 2,000 mm

WALL PANEL – SIXT DIAMOND LOUNGE



WALL PANELS – SHOPPING

TERMINAL 1 – PUBLIC



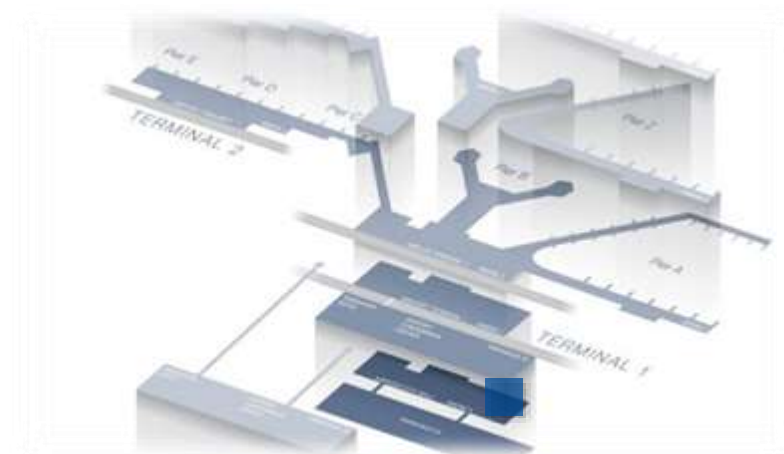
Formats up to 10 meters

Lucrative environment

Target group mix

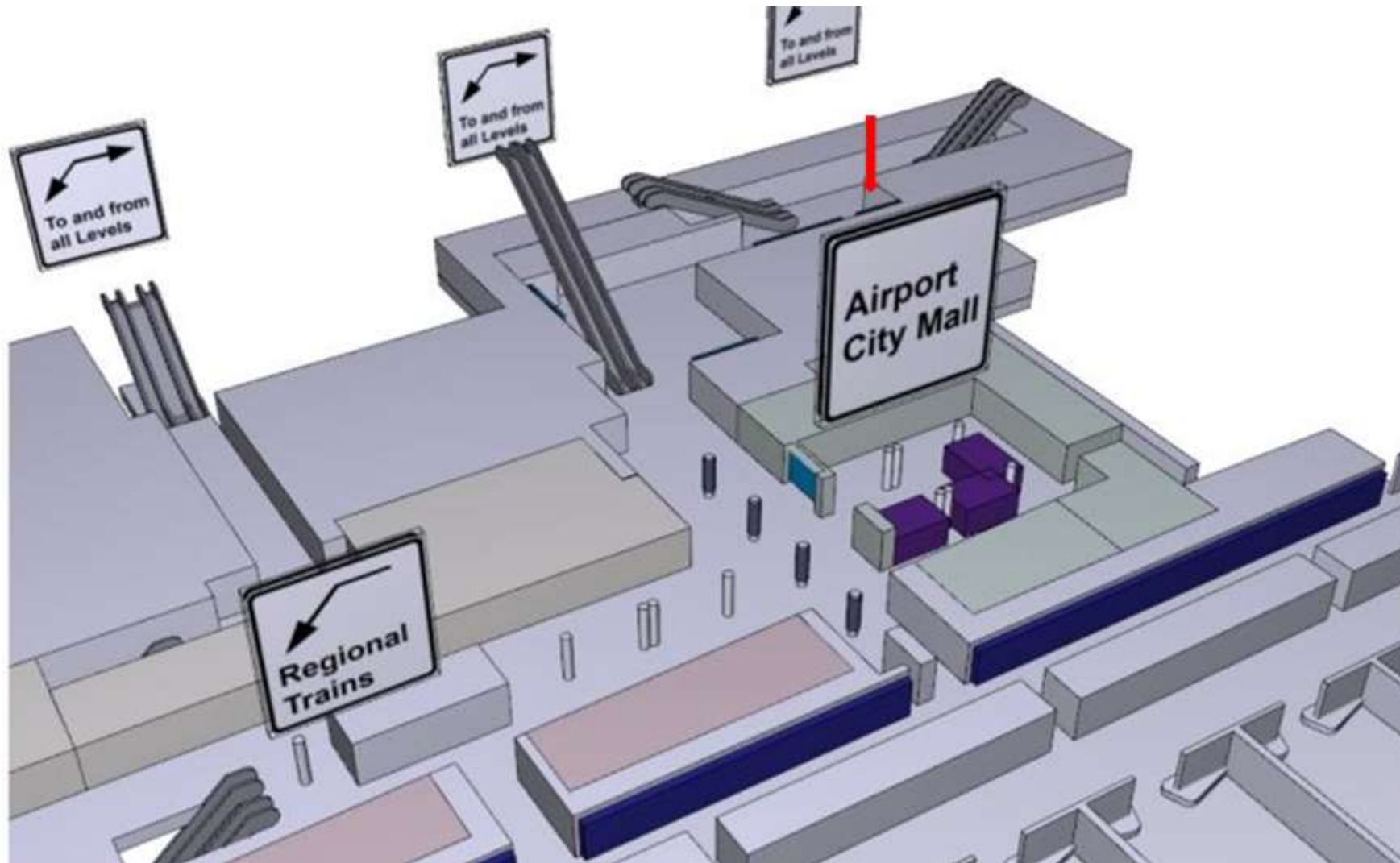
Your direct shopping-experience ticket

- The wall panels at high-footfall locations strike the eye directly due to their length of up to 10 metres.
- Placed at sales-intensive environments in the Airport City Mall they provide irresistible shopping attractions.
- The suggestions are often put immediately into practice – for Frankfurt Airport itself is one of the region's biggest shopping malls, with 40,000 m2 of retail space.
- Here your product or campaign advertising will catch a highly interesting target-group mix: affluent business and holiday travellers, visitors, people collecting arrivals, and over 81,000 airport staff.



Resource number:	028-0001
Location:	Airport City mall A
Quantity:	1
Runtime:	1 month
Price*:	€ 3,290
Other costs*:	€ 1,221 production costs
Size:	4,000 x 1,800 mm

WALL PANEL – SHOPPING



WALL PANELS – SHOPPING

TERMINAL 1 – PUBLIC



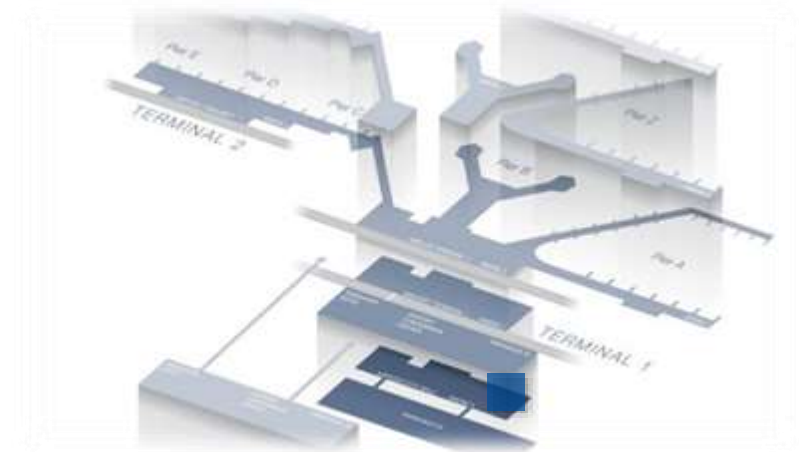
Formats up to 10 meters

Lucrative environment

Target group mix

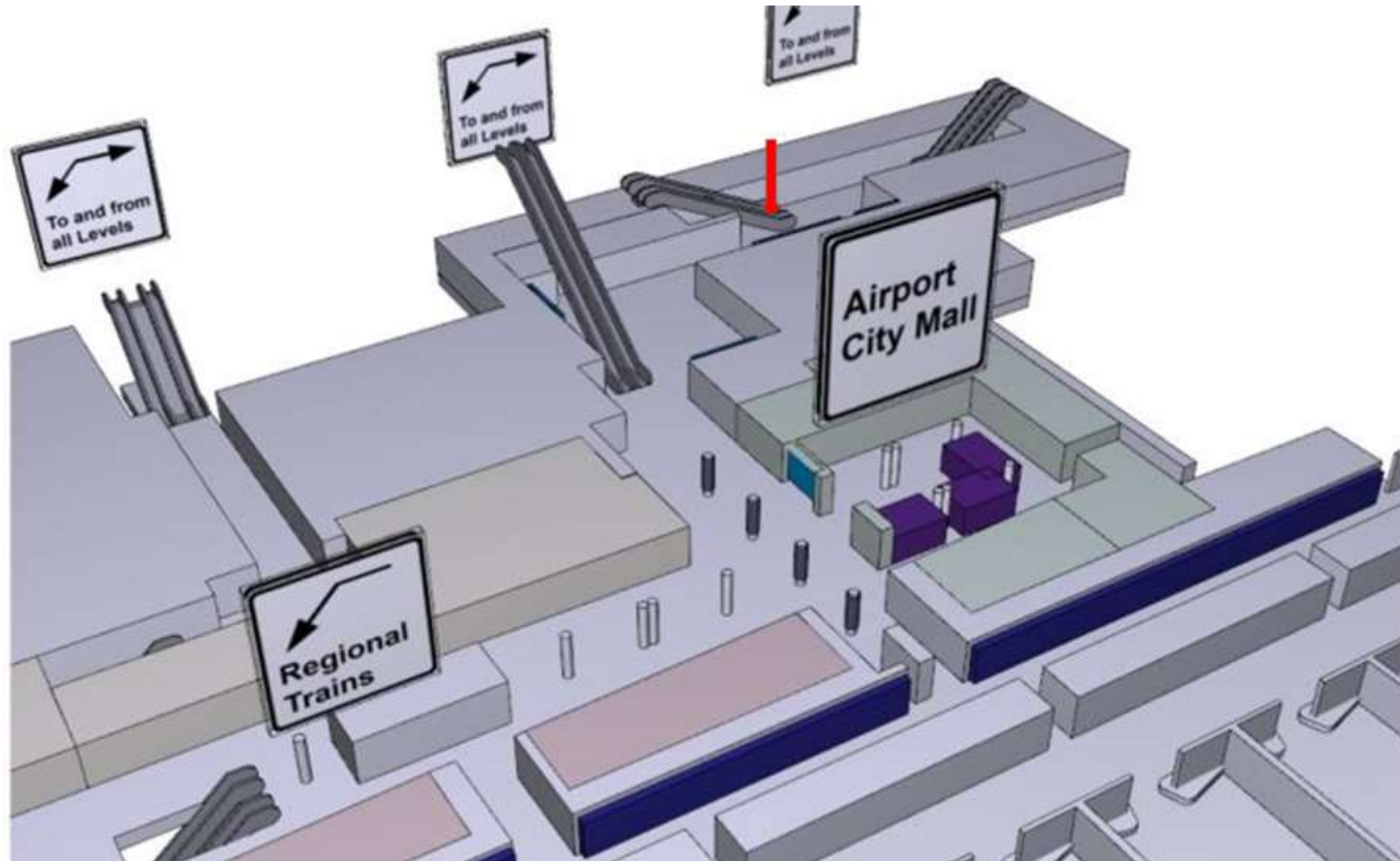
Your direct shopping-experience ticket

- The wall panels at high-footfall locations strike the eye directly due to their length of up to 10 metres.
- Placed at sales-intensive environments in the Airport City Mall they provide irresistible shopping attractions.
- The suggestions are often put immediately into practice – for Frankfurt Airport itself is one of the region's biggest shopping malls, with 40,000 m2 of retail space.
- Here your product or campaign advertising will catch a highly interesting target-group mix: affluent business and holiday travellers, visitors, people collecting arrivals, and over 81,000 airport staff.



Resource number:	028-0002
Location:	Airport City mall A
Quantity:	1
Runtime:	1 month
Price*:	€ 7,300
Other costs*:	€ 1,705 production costs
Size:	10,000 x 1,800 mm

WALL PANEL – SHOPPING



WALL PANELS – SHOPPING

TERMINAL 1 – PUBLIC



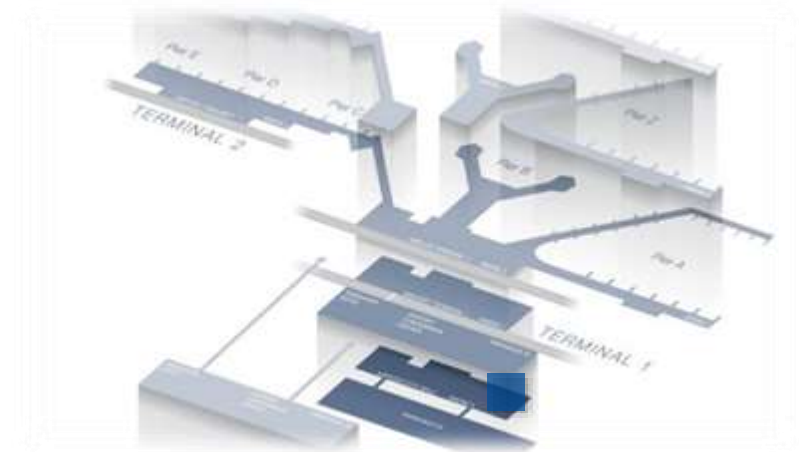
Formats up to 10 meters

Lucrative environment

Target group mix

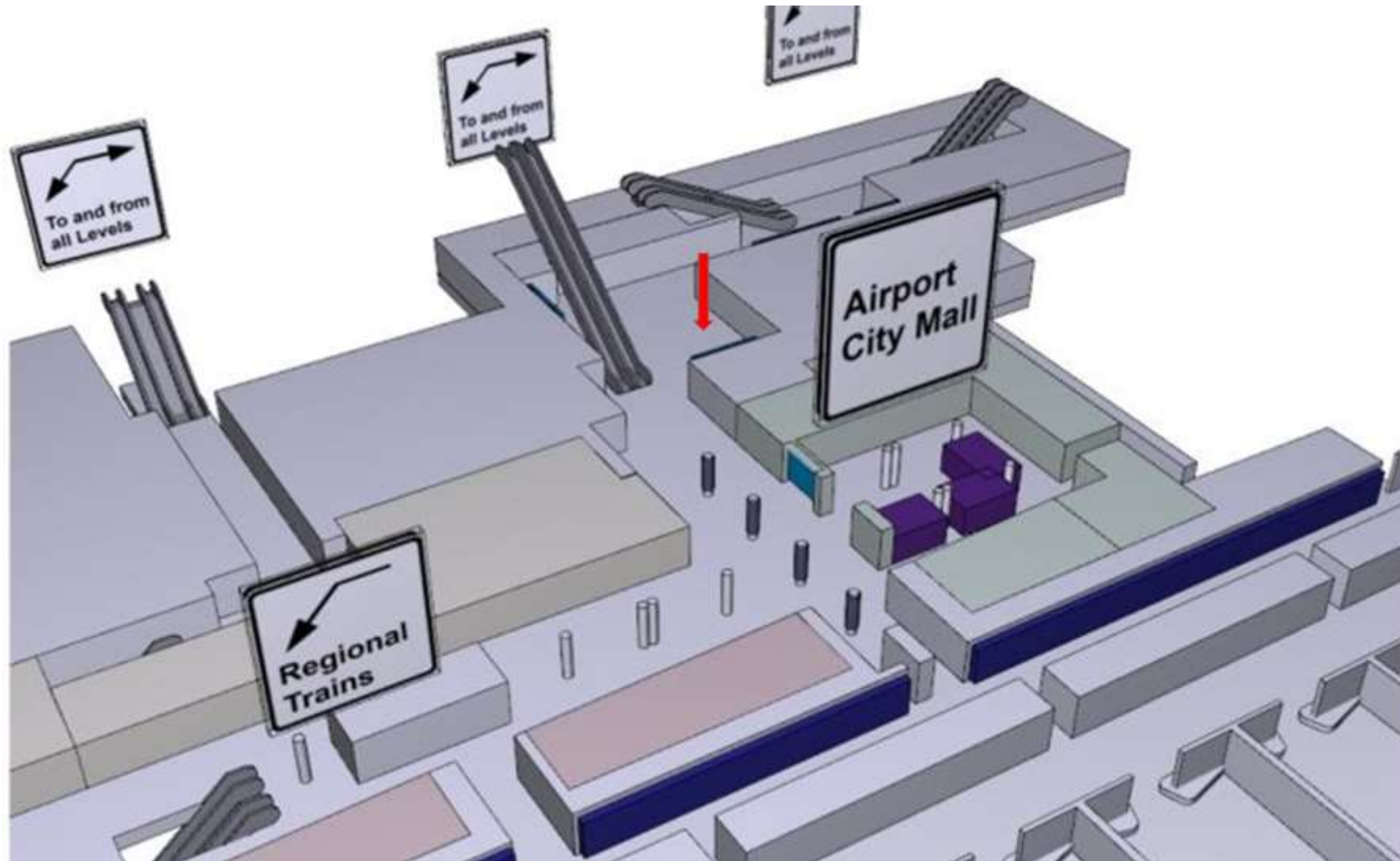
Your direct shopping-experience ticket

- The wall panels at high-footfall locations strike the eye directly due to their length of up to 10 metres.
- Placed at sales-intensive environments in the Airport City Mall they provide irresistible shopping attractions.
- The suggestions are often put immediately into practice – for Frankfurt Airport itself is one of the region's biggest shopping malls, with 40,000 m2 of retail space.
- Here your product or campaign advertising will catch a highly interesting target-group mix: affluent business and holiday travellers, visitors, people collecting arrivals, and over 81,000 airport staff.



Resource number:	028-0003
Location:	Airport City mall A
Quantity:	1
Runtime:	1 month
Price*:	€ 7,520
Other costs*:	€ 1,369 production costs
Size:	6,000 x 1,800 mm

WALL PANEL – SHOPPING



WALL PANELS – SHOPPING

TERMINAL 1 – PUBLIC



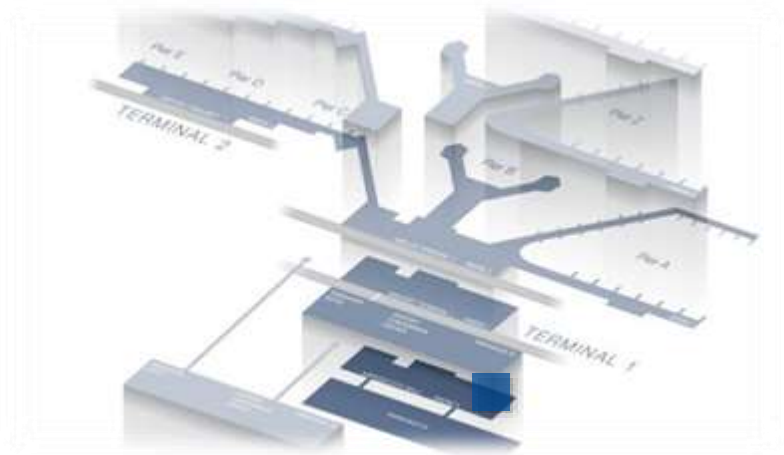
Formats up to 10 meters

Lucrative environment

Target group mix

Your direct shopping-experience ticket

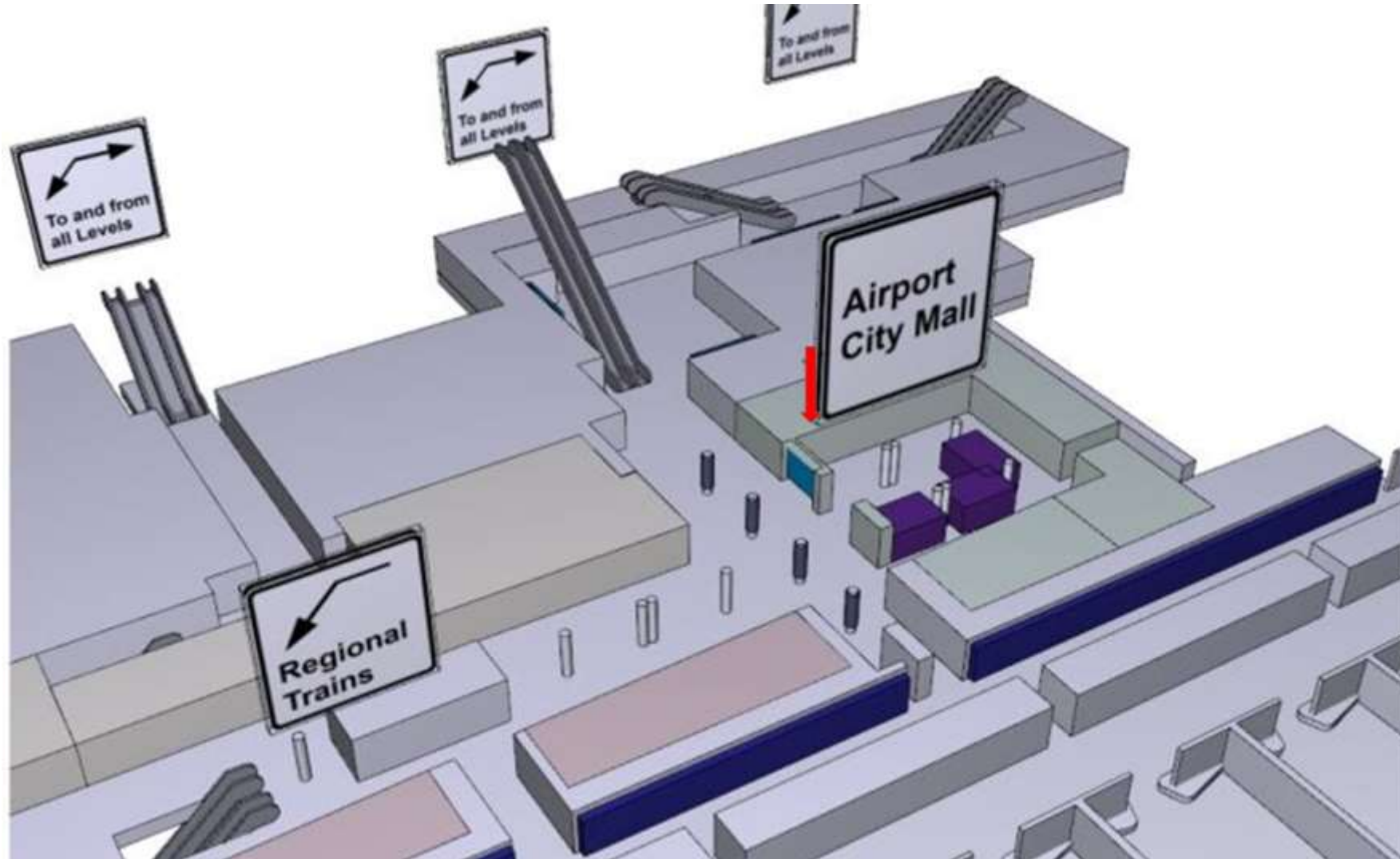
- The wall panels at high-footfall locations strike the eye directly due to their length of up to 10 metres.
- Placed at sales-intensive environments in the Airport City Mall they provide irresistible shopping attractions.
- The suggestions are often put immediately into practice – for Frankfurt Airport itself is one of the region's biggest shopping malls, with 40,000 m2 of retail space.
- Here your product or campaign advertising will catch a highly interesting target-group mix: affluent business and holiday travellers, visitors, people collecting arrivals, and over 81,000 airport staff.



Resource number:	028-0004
Location:	Airport City mall A
Quantity:	1
Runtime:	1 month
Price*:	€ 11,290
Other costs*:	€ 1,569 production costs
Size:	8,000 x 1,800 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

WALL PANEL – SHOPPING



WALL PANELS – SHOPPING

TERMINAL 1 – PUBLIC



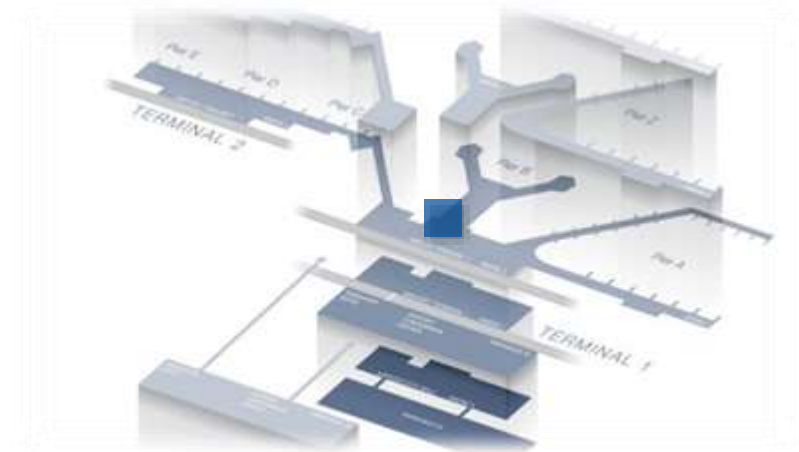
Formats up to 10 meters

Lucrative environment

Target group mix

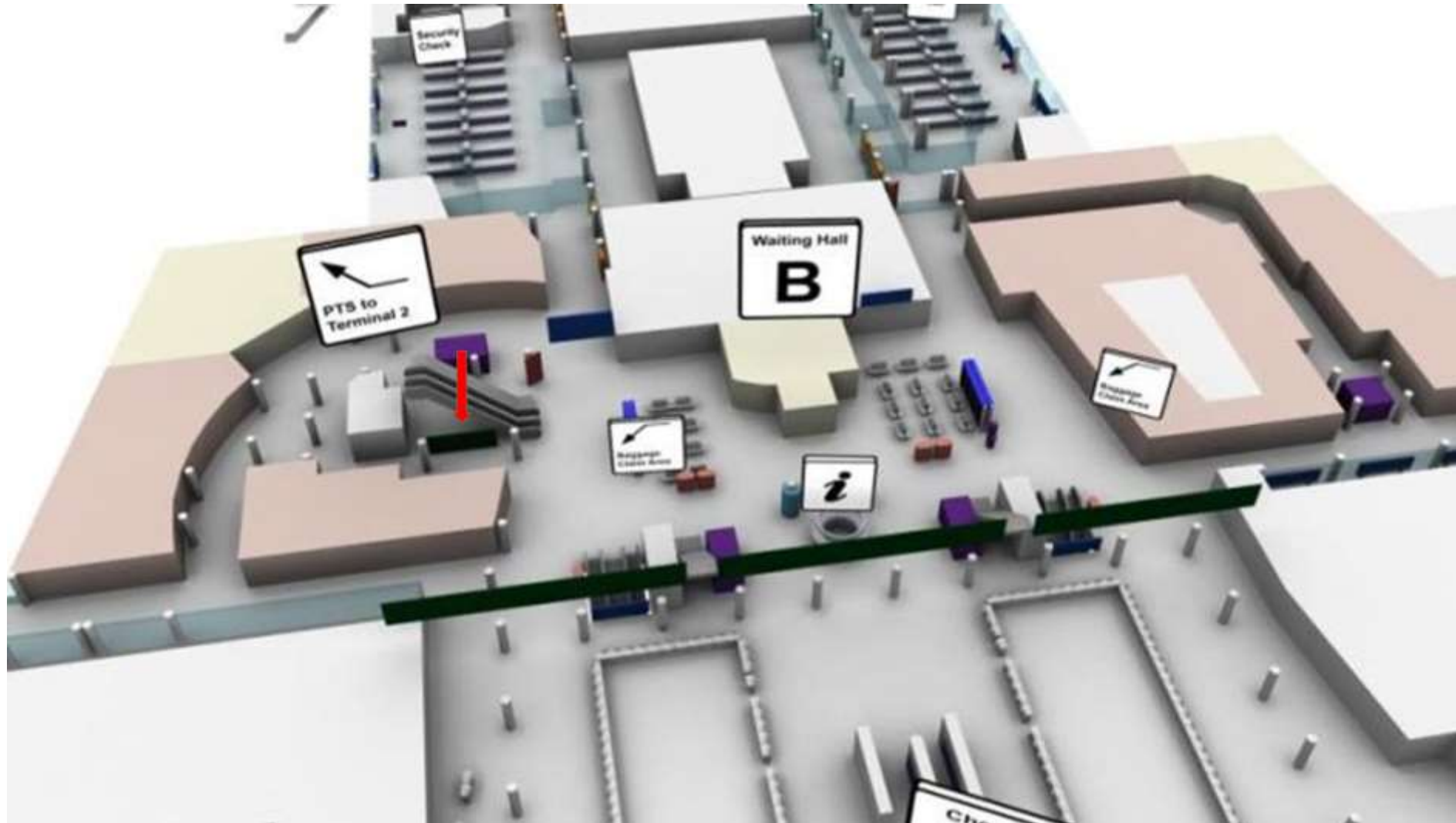
Your direct shopping-experience ticket

- The wall panels at high-footfall locations strike the eye directly due to their length of up to 10 metres.
- Placed at sales-intensive environments in the Airport City Mall they provide irresistible shopping attractions.
- The suggestions are often put immediately into practice – for Frankfurt Airport itself is one of the region's biggest shopping malls, with 40,000 m2 of retail space.
- Here your product or campaign advertising will catch a highly interesting target-group mix: affluent business and holiday travellers, visitors, people collecting arrivals, and over 81,000 airport staff.



Resource number:	028-0005
Location:	Departure lounge B inland, shopping avenue / Landsite
Quantity:	1
Runtime:	1 month
Price*:	Price on request
Other costs*:	€ 1.158,00 Production costs Size: 3,500 x 1,800 mm

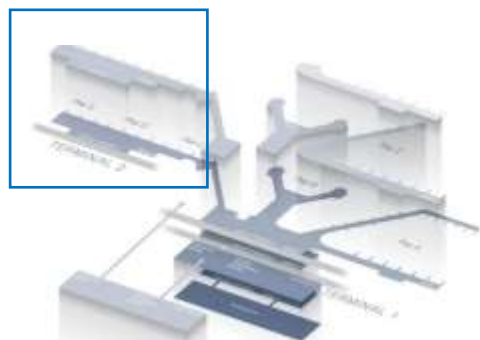
WALL PANEL – SHOPPING



DETAILS FRANKFURT AIRPORT

TERMINAL 2

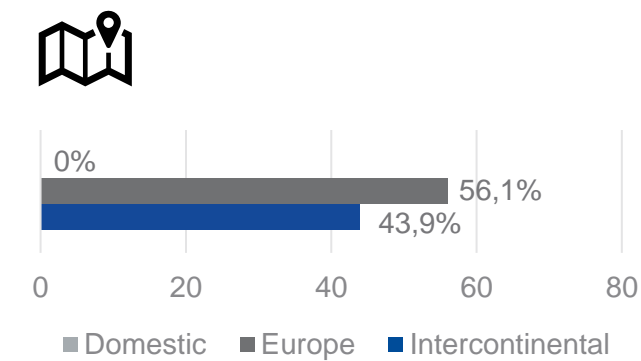
LOCATION



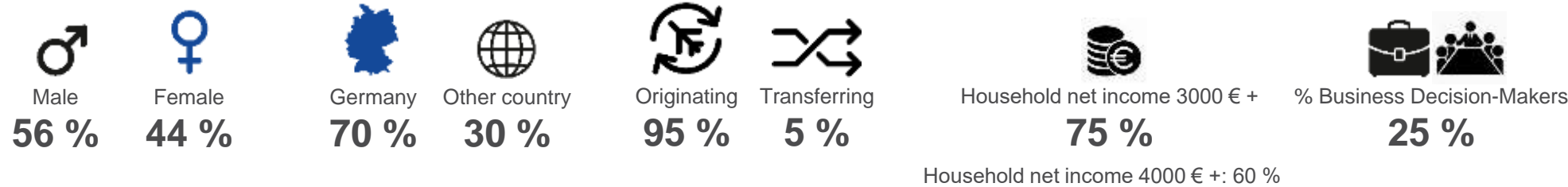
FLIGHT PROFILE

- Passenger volume 2022:**
6,17 Mio.
- Top destinations:**
Dubai, Madrid, London, Amsterdam, Istanbul, Paris
- Top country destinations:**
Spain, USA, UAE, Turkey, UK, Greece
- Top Airlines:**
Emirates, TUIfly, British Airways, Delta, Pegasus

DESTINATIONS



PASSENGER PROFILE





YOUR TRAVEL HUB TO THE WORLD

From Terminal 2 the heady brand message goes out to all over the world: the exclusively international air traffic is a meeting point for all cosmopolitans. 65 percent of the passengers are flying within Europe; 35 percent fly from Frankfurt even further afield.

The passengers bring time and the joy of travel with them – many are setting out from here to a holiday trip far away. At Frankfurt Airport they experience a relaxed atmosphere, which will immediately lend your advertising more impact and attention.

Because 46 percent of our passengers do not come from Germany, at this point international brand campaigns and high-quality product advertising catch the right audience. Our extensive, luxurious shop floors invite travellers at all times to take a spontaneous shopping stroll. With Media Frankfurt you will provide the irresistible impetus to do so.



TERMINAL 2

Non-Schengen Airside

KingSize Lightbox Airside – departures

KingSize Lightboxes Airside – arrivals

Sky Media

Wall panels – arrivals



YOUR HUB FOR THE LONG HAUL

Moscow, Dubai, the USA, the United Arab Emirates – wherever the journey's end, in most cases the turbines start up in Terminal 2. Accompany the passengers on their way through Frankfurt Airport and ensure a targeted address to this international audience which spends time at this vital air-traffic hub.

Exploit the long time, which many passengers spend here, for your communication. Scarcely any other out-of-home location is so comprehensive and so sustained.

And very few indeed offer such a particular environment, including hospitality, relaxation and variety of stimulation. For every message Media Frankfurt has the right materials.

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES

TERMINAL 2 – NON-SCHENGEN



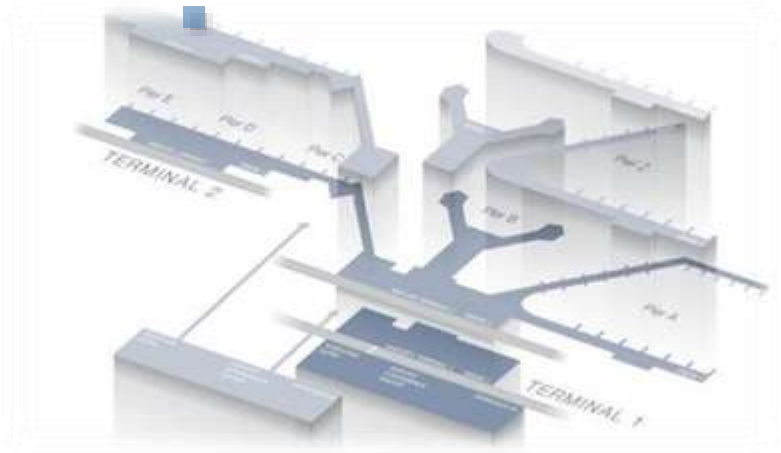
High-income target groups

Between passport controls and the marketplace

Spontaneous buyers

Optimum take-off conditions for you at Piers D and E

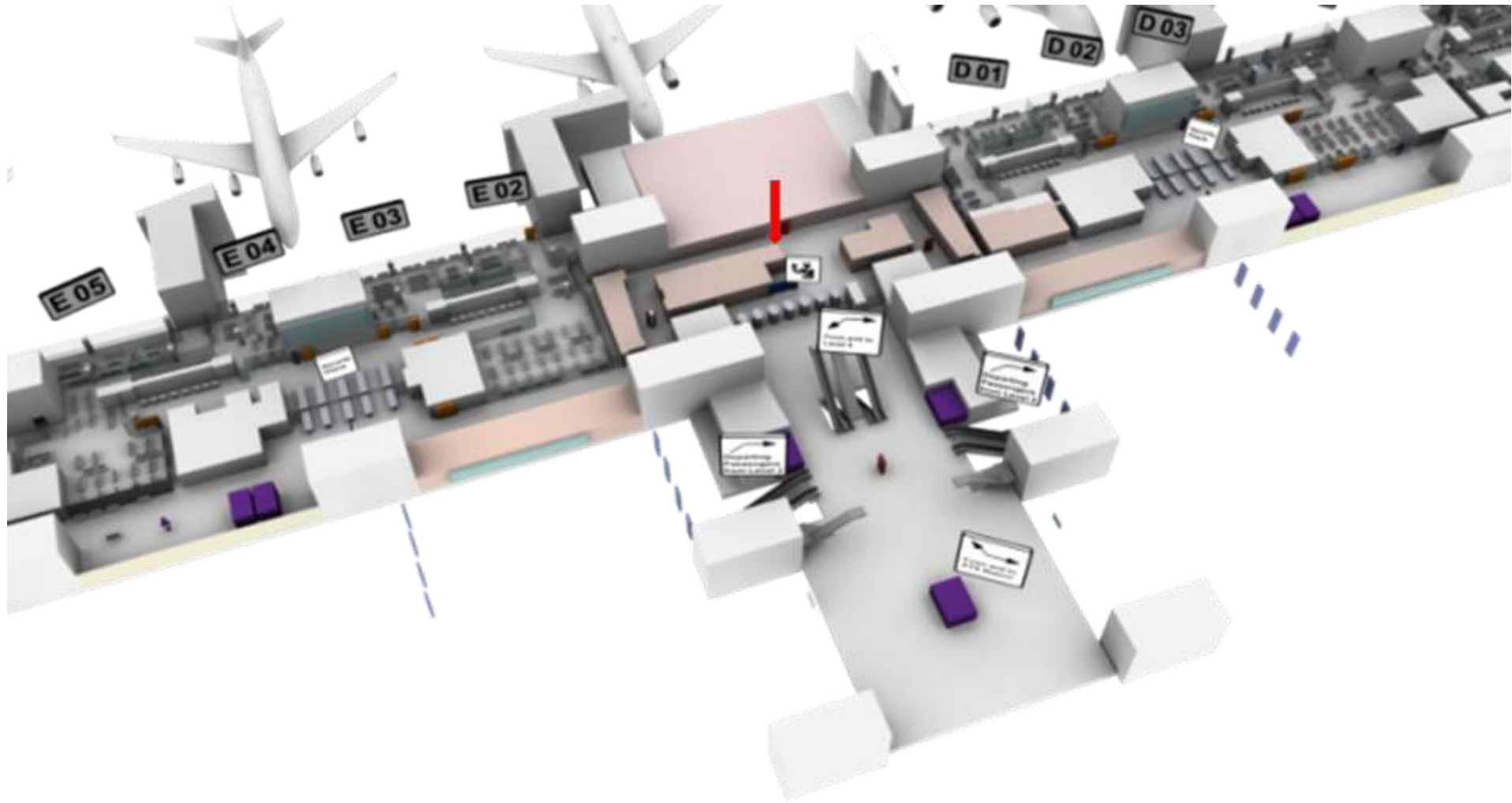
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- This advertising space positively invites the traveller to take a shopping stroll, attracting him or her into the surrounding shops. 60 percent of passengers shop spontaneously at Frankfurt Airport.
- Positioned between the Passport Control and the adjoining Market Place, purchasing propensity is at its highest.
- At this point an internationally sophisticated audience is on its way – which you can approach exclusively with your brand campaign. Here travellers take off for Russia, China, the USA, Turkey, the United Arab Emirates, and many more.



Resource number:	010-0051
Location:	Pier D / E, exit check, marketplace, level 3
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 13,740
Other costs*:	€ 1,853 production costs
Size:	5,556 x 1,278 mm

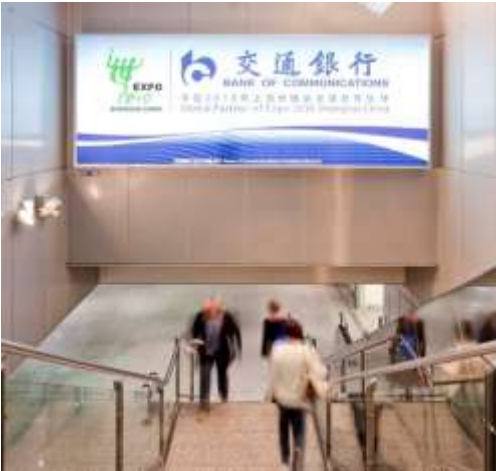
*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – DEPARTURES



KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS

TERMINAL 2 – NON-SCHENGEN



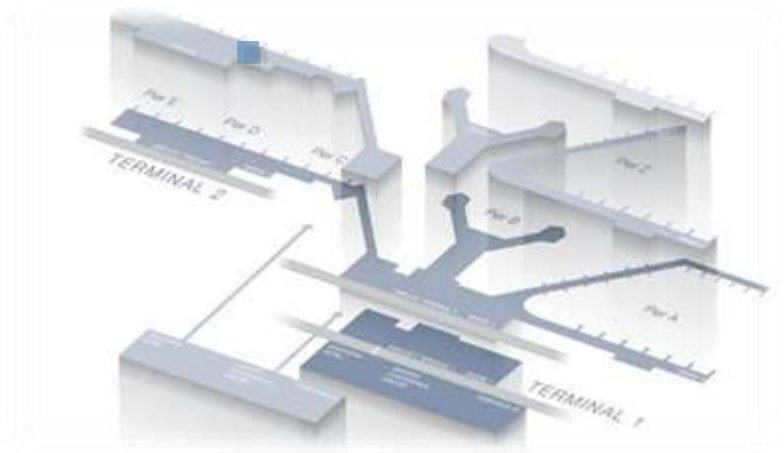
Highest contact density

Guaranteed attention

Pinpoint targeting

Touching down at Pier D

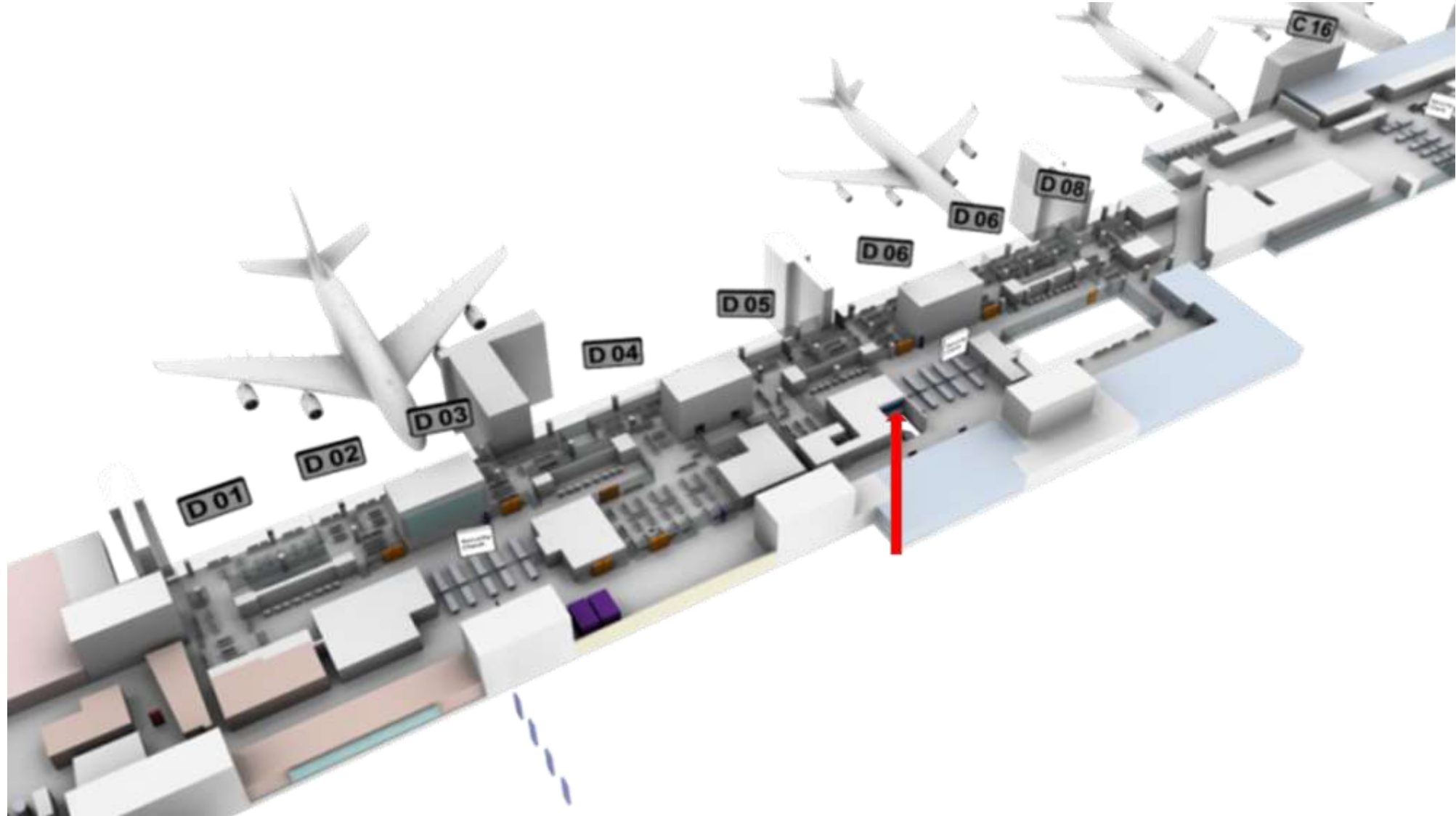
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- Between the passport and security checks and the adjoining Market Place, you will reach many national and international, high-income passengers.
- This more than 14 m2 of advertising space – with brilliant, attention-grabbing back lighting – is ideal for medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding landing strip for your brand advertising – particularly for international brands.
- At Terminal 2 an internationally sophisticated audience is on its way – which you can address exclusively with your brand campaign. Here travellers land from Russia, China, the USA, Turkey, the United Arab Emirates, and many more.



Resource number:	010-0049
Location:	Pier D, stairway to baggage claim area, level 3
Quantity:	1
Passenger type:	Arrivals – international non-Schengen
Runtime:	1 month
Price*:	€ 23,330
Other costs*:	€ 6.505 production costs
Size:	5,920 x 2,200 mm

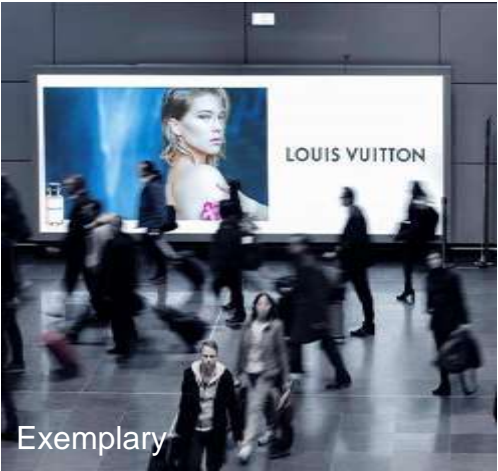
*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS



KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS

TERMINAL 2 – NON-SCHENGEN



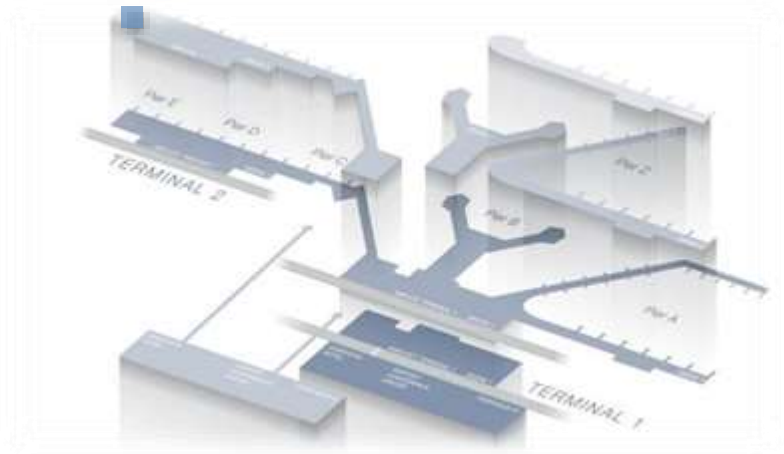
Highest contact density

Guaranteed attention

Pinpoint targeting

Touching down at Pier E

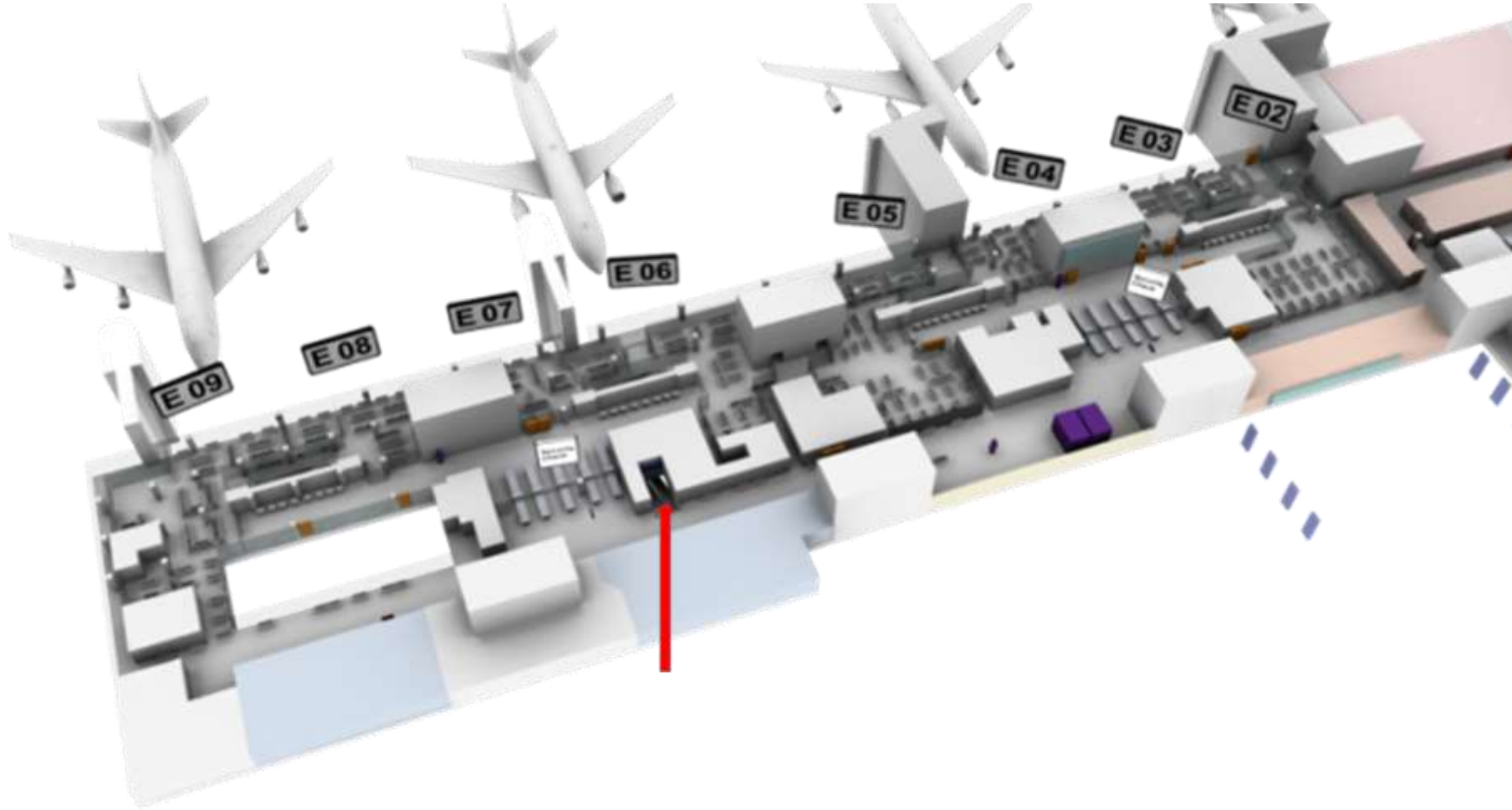
- You will find the KingSize Lightbox at various central points within Frankfurt Airport at which there is high footfall, thus drawing plenty of attention.
- At eye level on the stairs down to the baggage claim area you will reach many national and international, high-income passengers.
- This more than 14 m2 of advertising space – with brilliant, attention-grabbing back lighting – is ideal for medium and long-term campaign flights at Frankfurt Airport.
- Our KingSize Lightbox is an outstanding landing strip for your brand advertising – particularly for international brands.
- At Terminal 2 an internationally sophisticated audience is on its way – which you can address exclusively with your brand campaign. Here travellers land from Russia, China, the USA, Turkey, the United Arab Emirates, and many more.



Resource number:	010-0050
Location:	Pier E, stairway to baggage claim area, level 3
Quantity:	1
Passenger type:	Arrivals – international non-Schengen
Runtime:	1 month
Price*:	€ 23,330
Other costs*:	€ 6.505 production costs
Size:	5,920 x 2,200 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

KINGSIZE LIGHTBOXES AIRSIDE – ARRIVALS



SKY MEDIA

TERMINAL 2 – NON-SCHENGEN



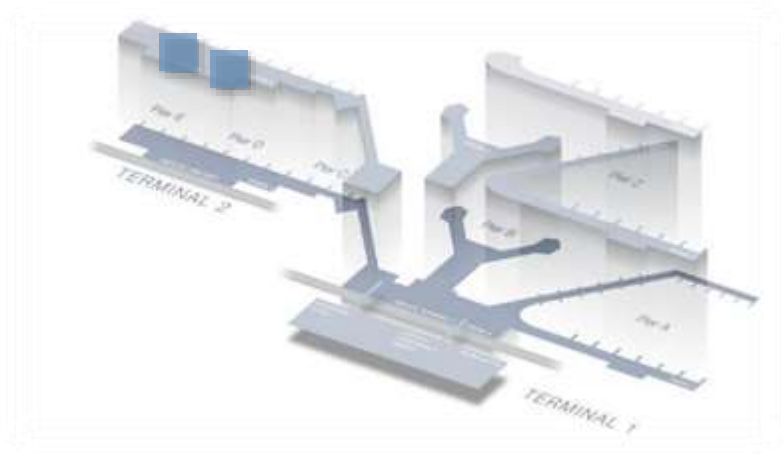
Posters

Wide-screen format

Directly behind the security checkpoint

Your monarch of the skies at Gates D and E

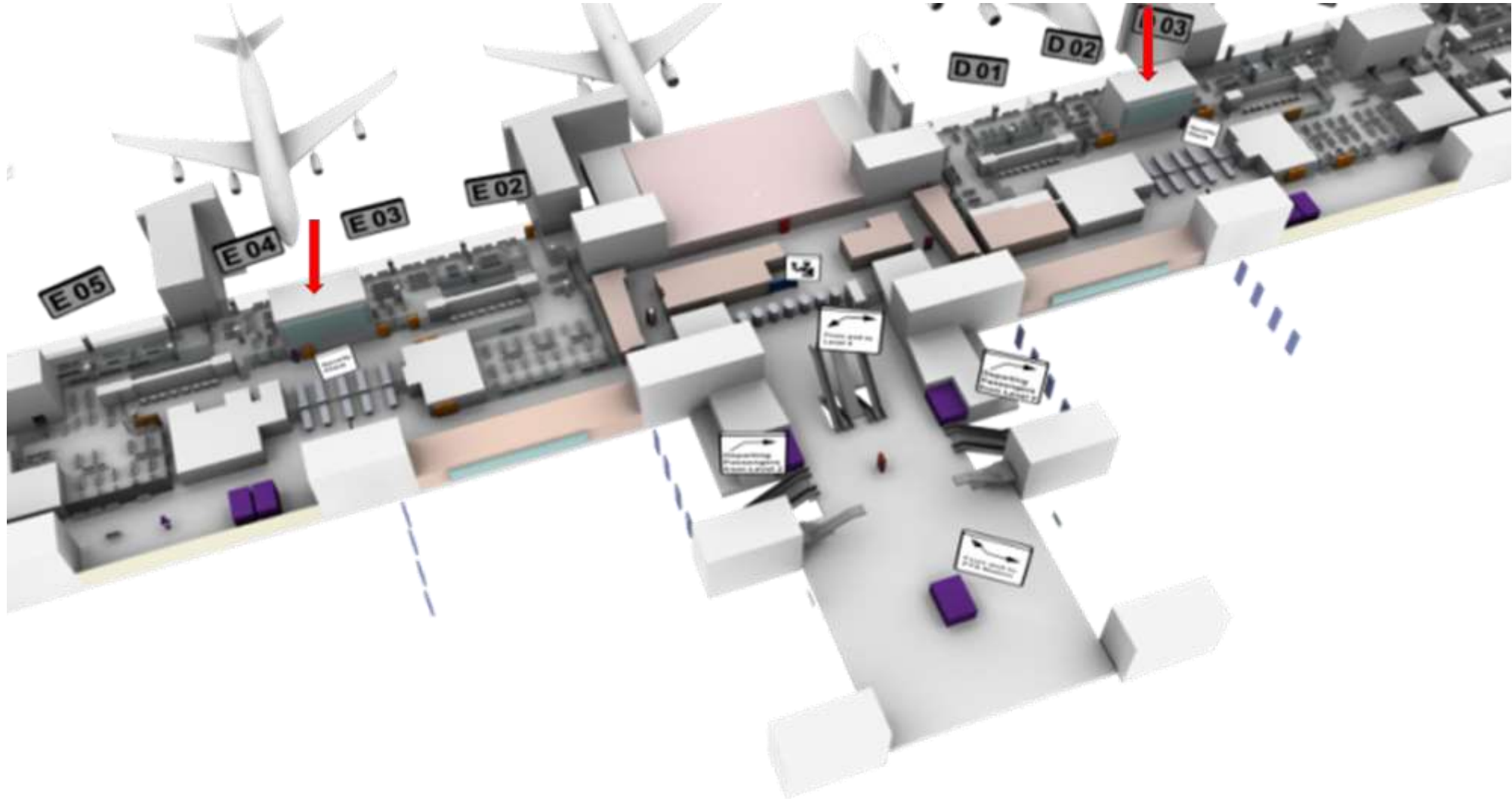
- With Sky Media your motif will seem to hover on an impressive 54 m2 above the hustle and bustle on the ground.
- Positioned directly behind the security checks on the way to Gates D and E, this giant format falls directly into everyone's field of view.
- The landscape format is an optimum play screen for high-end product and image advertising.



Resource number:	024-0001 / -0002
Location:	Terminal 2, gates D & E
Quantity:	2
Runtime:	6 months
Price*:	€ 11,050 per site / month
Other costs*:	1 area (D or E): € 6.429 production costs 2 areas (D and E): € 12.858 production costs
Size:	12,220 x 4,400 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

SKY MEDIA



WALL PANELS – ARRIVALS

TERMINAL 2 – NON-SCHENGEN



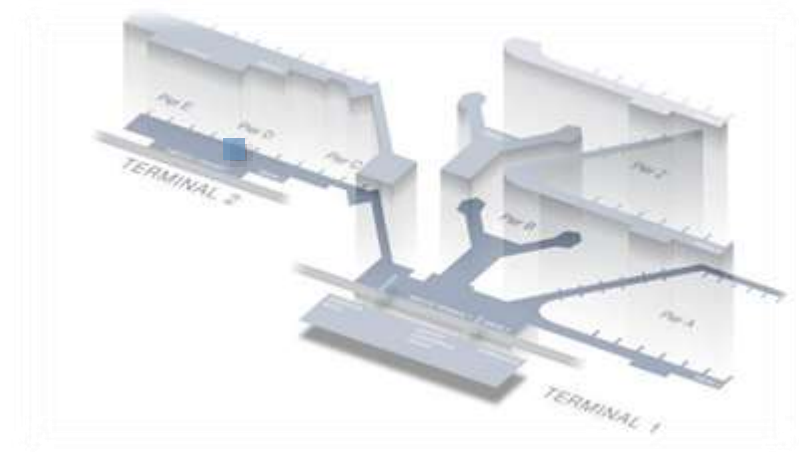
Ideal for B2B advertising

Highly frequented locations

Provide shopping impulses

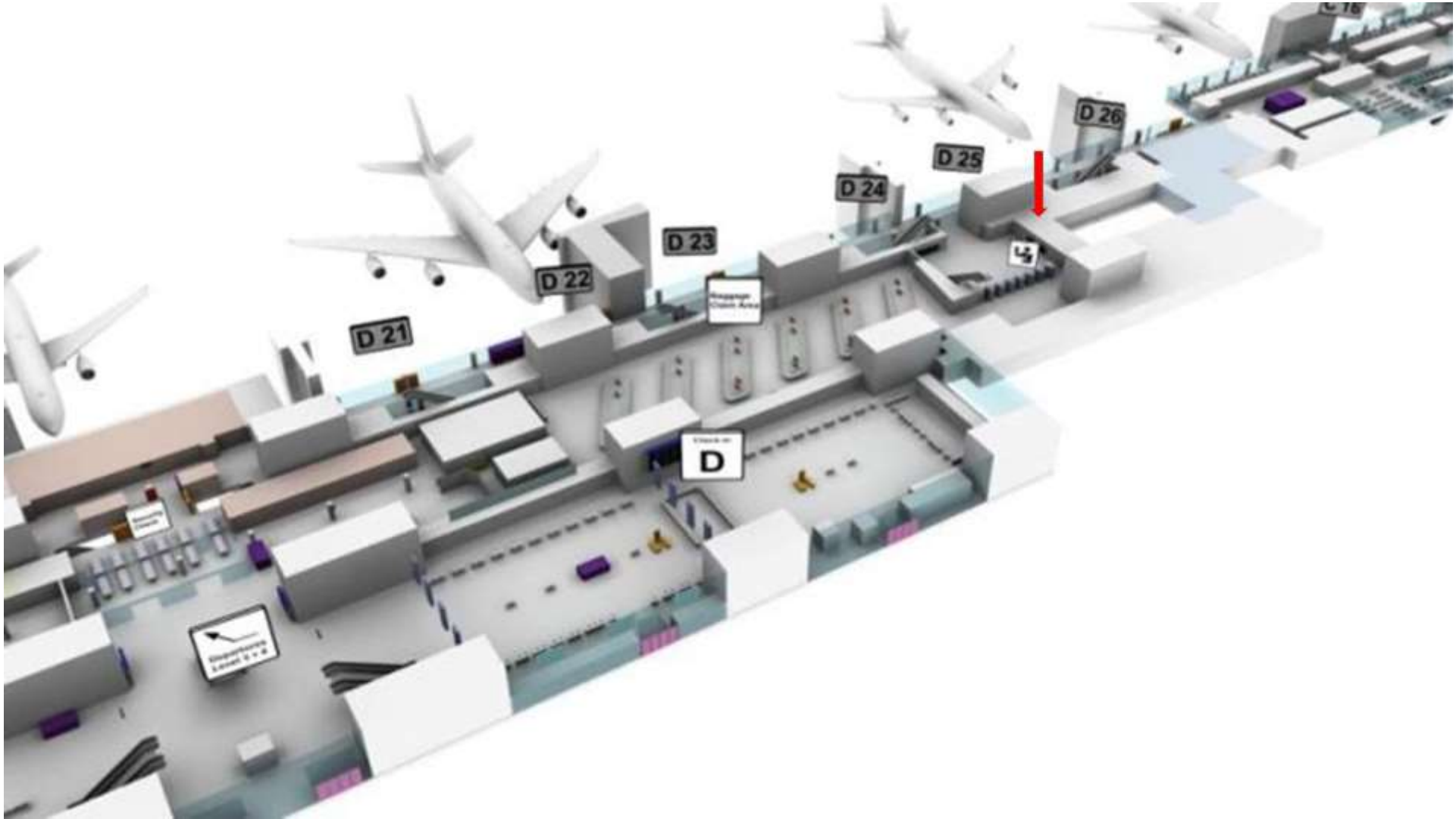
Your cosmopolitan travel hub at Pier D

- A wall panel at Frankfurt Airport sparks impulse shopping, provides information on international events or trade fairs, and is the ideal space for product launches or persuasive branding.
- The many-sided formats at lively locations catch a broad range of travellers, tourists and people returning from holiday.
- Here in front of the entry on Pier D your motif will reach consumption-minded, high-income target groups, for instance from Russia, the USA, China, the United Arab Emirates and Turkey.



Resource number:	028-0034
Location:	Pier D, location in front of entry
Quantity:	1
Passenger type:	Arrivals – international non-Schengen
Runtime:	3 months
Price*:	€ 6,110 / month
Other costs*:	€ 1.368 production costs
Size:	6,000 x 2,000 mm

WALL PANELS – ARRIVALS



WALL PANELS – ARRIVALS

TERMINAL 2 – NON-SCHENGEN



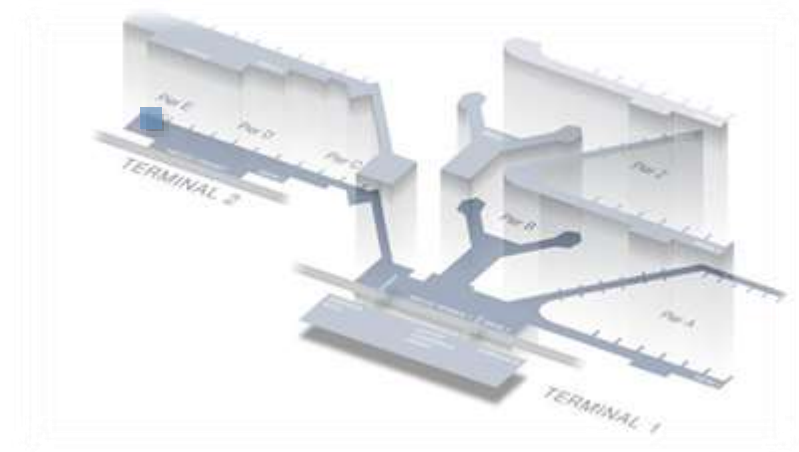
Your cosmopolitan travel hub at Pier E

- A wall panel at Frankfurt Airport sparks impulse shopping, provides information on international events or trade fairs, and is the ideal space for product launches or persuasive branding.
- The many-sided formats at lively locations catch a broad range of travellers, tourists and people returning from holiday.
- Here in front of the entry on Pier E your motif will reach consumption-minded, high-income target groups, for instance from Russia, the USA, China, the United Arab Emirates and Turkey.

Ideal for B2B advertising

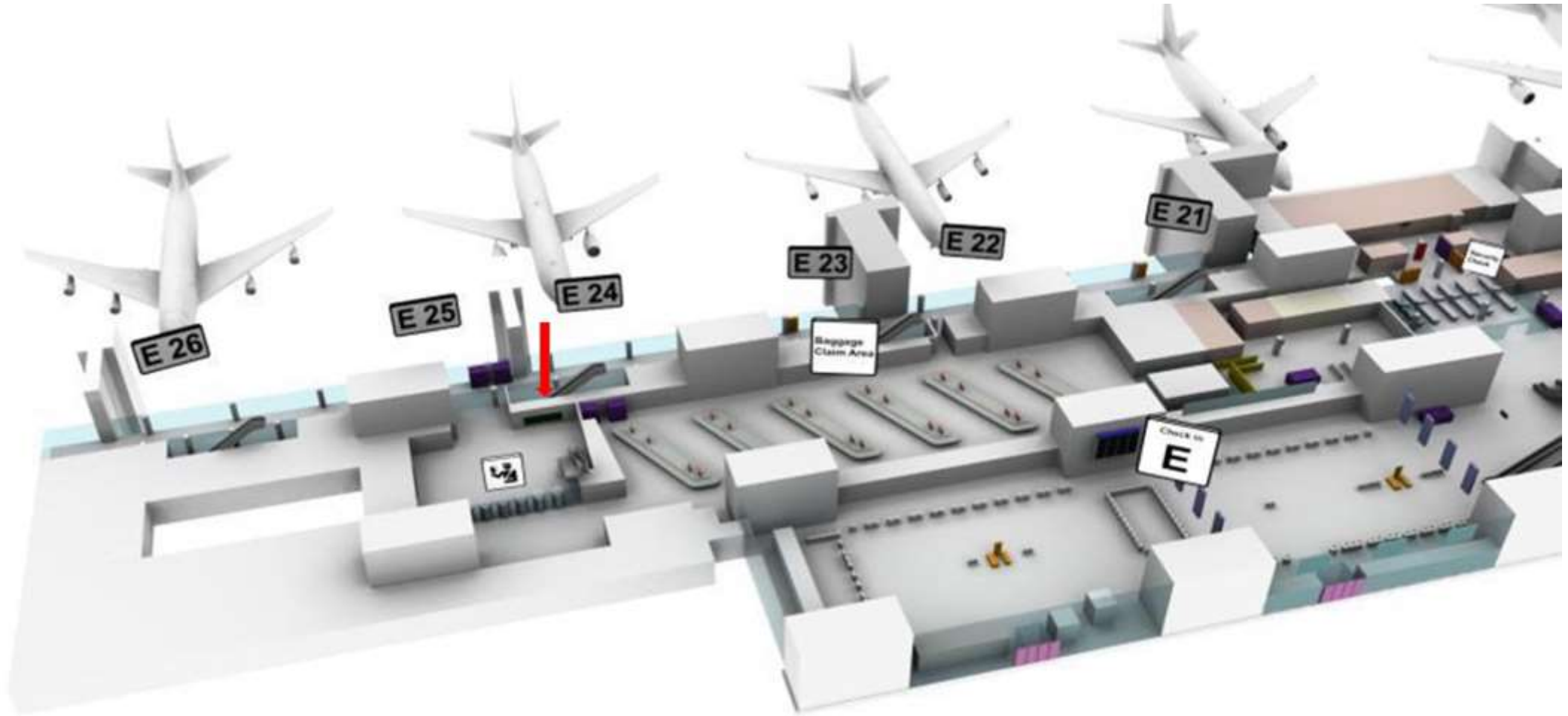
Highly frequented locations

Provide shopping impulses



Resource number:	028-0035
Location:	Pier E, location in front of entry
Quantity:	1
Passenger type:	Arrivals – international non-Schengen
Runtime:	3 months
Price*:	€ 6,110 / month
Other costs*:	€ 1.368 production costs
Size:	6,000 x 2,000 mm

WALL PANELS – ARRIVALS



WALL PANELS – ARRIVALS

TERMINAL 2 – NON-SCHENGEN



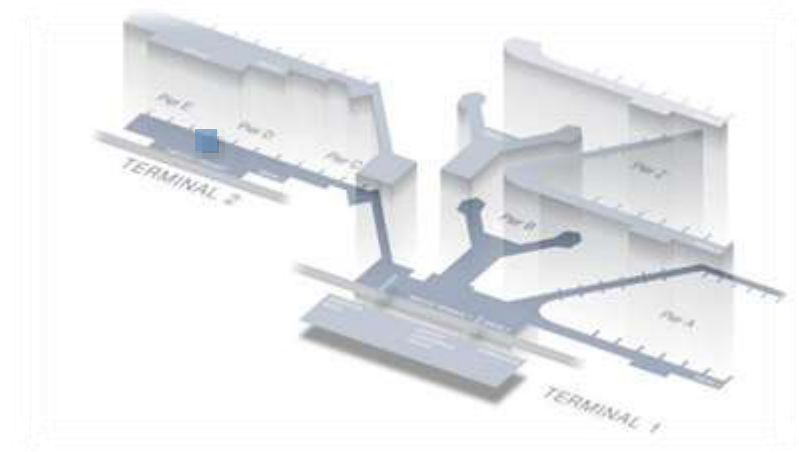
Ideal for B2B advertising

Highly frequented locations

Provide shopping impulses

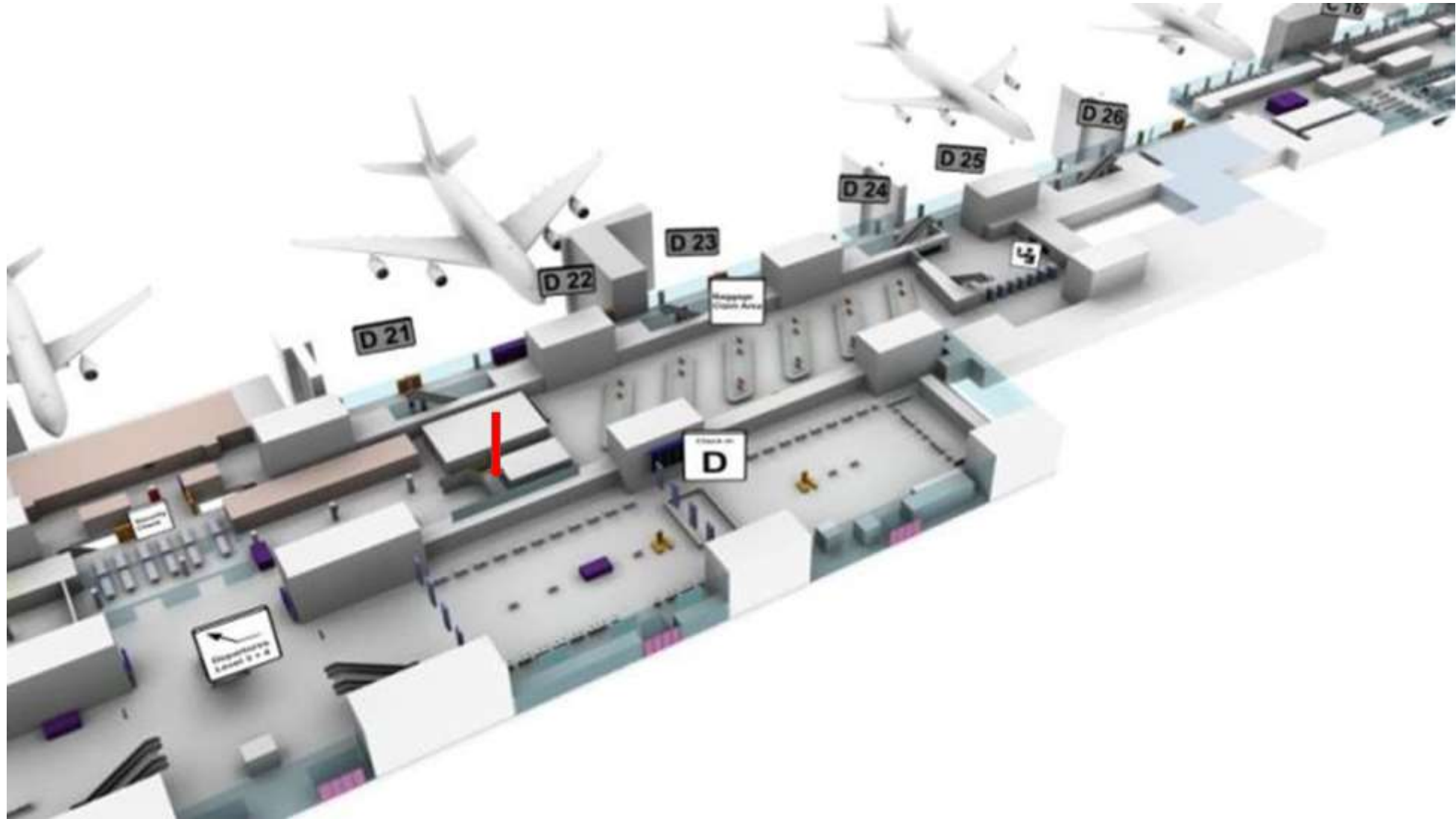
Your cosmopolitan travel hub at Pier D

- A wall panel at Frankfurt Airport sparks impulse shopping, provides information on international events or trade fairs, and is the ideal space for product launches or persuasive branding.
- The many-sided formats at lively locations catch a broad range of travellers, tourists and people returning from holiday.
- Here, behind the baggage claim area on Pier D, your motif will reach consumption-minded, high-income target groups, for instance from Russia, the USA, China, the United Arab Emirates and Turkey.



Resource number:	028-0036
Location:	Pier D, location after baggage reclaim area
Quantity:	1
Passenger type:	Arrivals – international non-Schengen
Runtime:	3 months
Price*:	€ 7,000 / month
Other costs*:	€ 2.327 production costs
Size:	9,000 x 2,800 mm

WALL PANELS – ARRIVALS





TERMINAL 2

Landside

Sky Media



WE'LL BRING THE FAR-AWAY RIGHT NEAR TO YOU

At Terminal 2 Frankfurt connects and Germany networks with the world. This international travel hub in Frankfurt Airport is host not just to air travellers, but also to a large number of visitors, people picking up others, meeters and greeters, and 81,000 airport staff.

With Media Frankfurt you can address a diverse audience, people with high incomes, who are interested and enjoy making contacts – in short, open to the world.

SKY MEDIA

TERMINAL 2 – PUBLIC



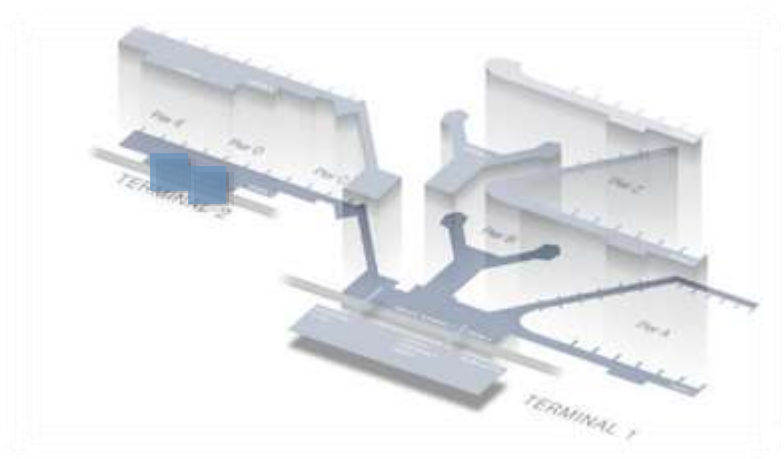
Your monarch of the skies at the check-ins in D and E

- With Sky Media your motif will seem to hover on an impressive 31 m2 above the hustle and bustle on the ground.
- Positioned directly at the check-ins, this giant format falls directly into everyone's field of view.
- On average, passengers spend 20 minutes in this area – so you will have a long time for an exchange with your target group.
- The extreme landscape format is an optimum play screen for high-end product and image advertising.

Extended length of stay

Wide-screen format

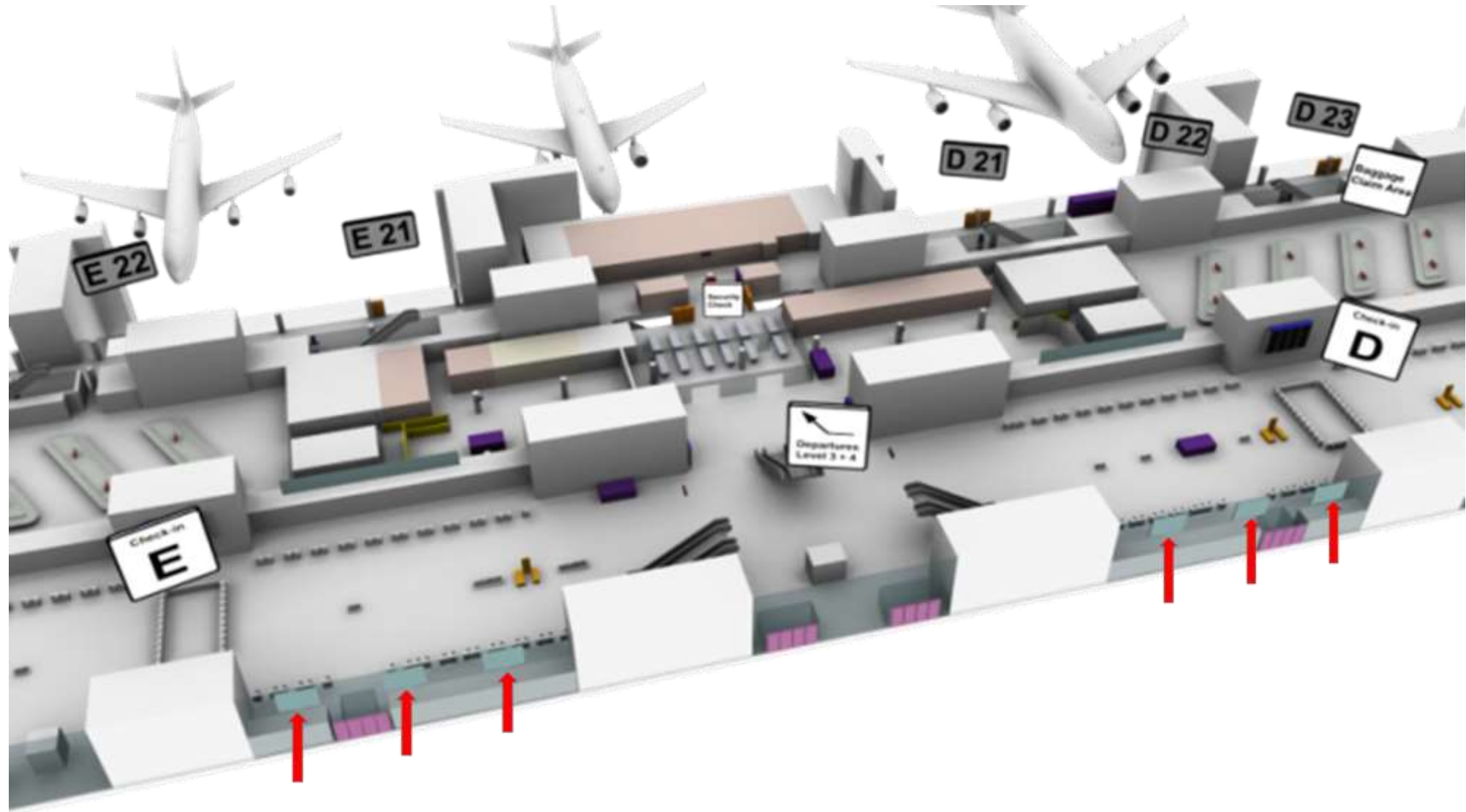
Allocation from 3 months



Resource number:	023-0001 – 023-0006
Location:	Terminal 2, check-in halls D & E
Quantity:	6
Runtime:	3 months
Price*:	€ 10,840 per site / month
Other costs*:	€ 3.631 production costs per site
Size:	6,700 x 4,700 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

SKY MEDIA



SKY MEDIA

TERMINAL 2 – PUBLIC



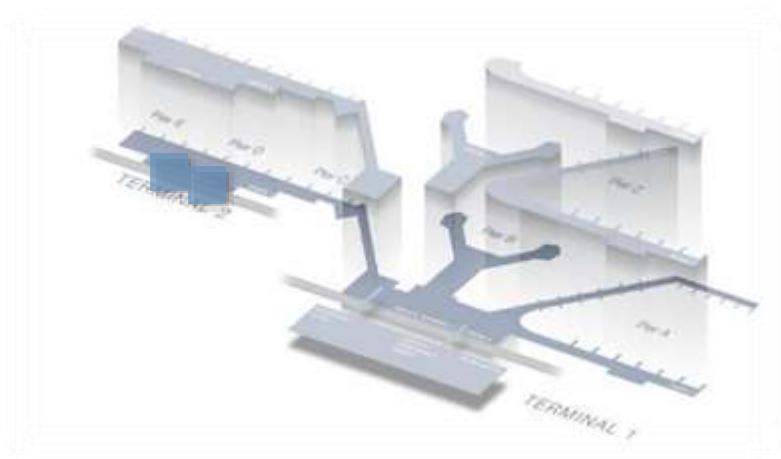
Extended length of stay

Wide-screen format

Allocation from 3 months

Your monarch of the skies at the check-ins in D and E

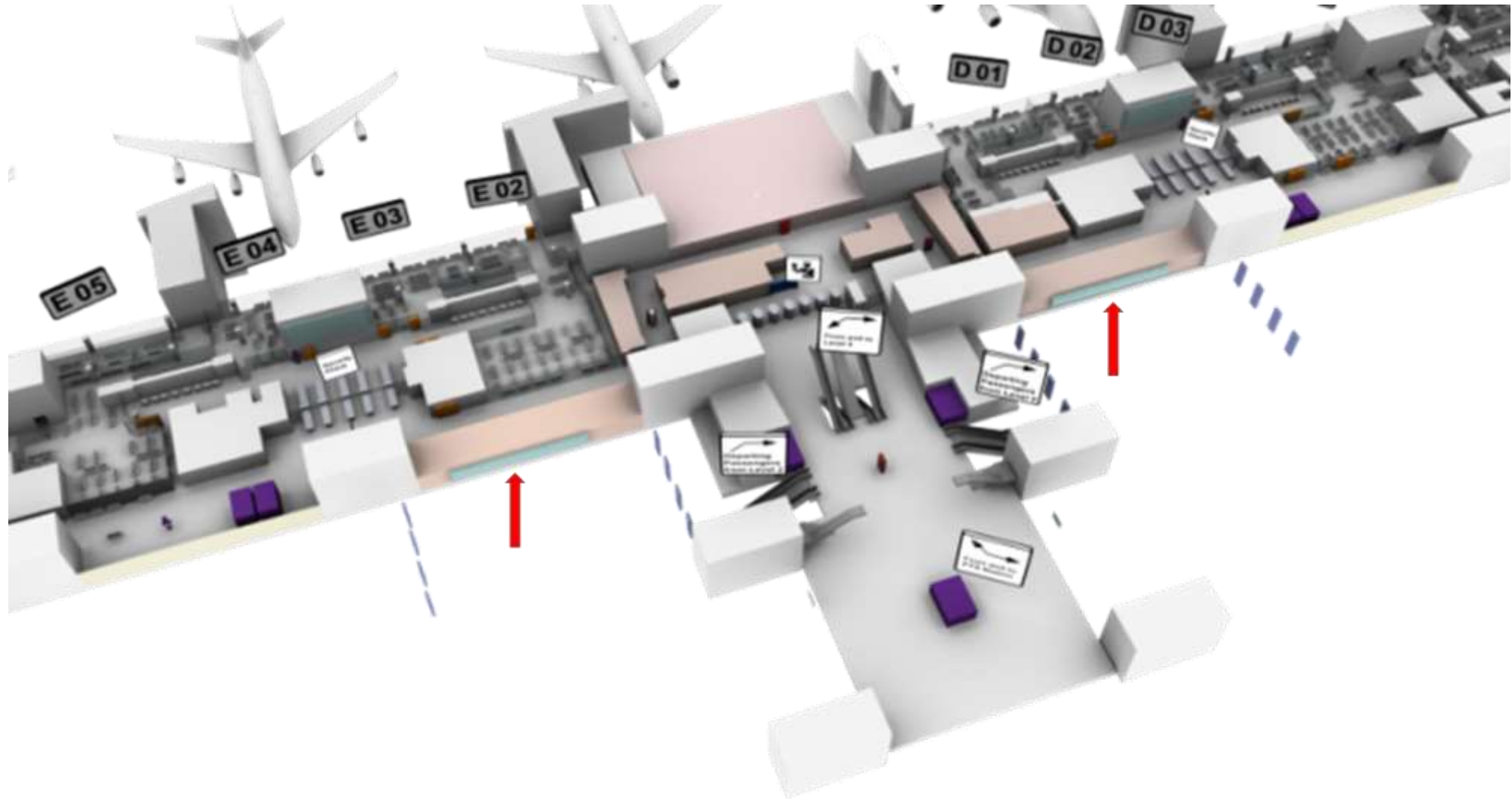
- With Sky Media your motif will seem to hover on an impressive 49 or 53 m² above the hustle and bustle on the ground.
- Positioned directly at the check-ins, this giant format falls directly into everyone's field of view.
- On average, passengers spend 20 minutes in this area – so you will have a long time for an exchange with your target group.
- The extreme landscape format is an optimum play screen for high-end product and image advertising.



Resource number:	025-0001 / -0002
Location:	Terminal 2, check-in halls D & E
Quantity:	2
Runtime:	3 months
Price*:	€ 12,310 per site / month
Other costs*:	Sky Wrap hall D: € 11,347 productions costs (incl. assembly and disassembly) Sky Wrap hall E: € 10,900 productions costs (including assembly and disassembly)
Size:	Sky Wrap D: 18,597 x 2,630 mm Sky Wrap E: 20,514 x 2,630 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

SKY MEDIA



3



NETWORKS T1 & T2

Coloramas

Digital Airport Network

Digital Business Network

Digital Deluxe Network

Digital Giants

Digital Welcome Network

Door Wraps

Gate Infotainment

Welcome Branding

WiFi Brand Stage



THE TURBOCHARGER FOR SPREAD AND IMPACT

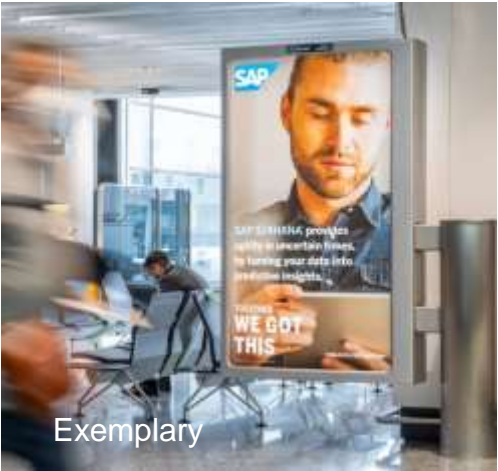
Good advertising is many things: entertaining, stimulating, persuasive. It needs the right target group and the right environment. And it needs repetition.

With our digital networks at Frankfurt Airport you can tune the spread and impact of your campaign carefully and in detail. Media Frankfurt will support you with a large number of digital networks and bundles. Our digital facilities are beyond compare and represent the real state of the art in airport advertising. There is no smarter environment for creative digital storytelling.

Thanks to Media Frankfurt's excellent market research, we know the public at our travel hub in exceptional detail. In this way we have a wealth of data available which also favours us with highly attractive approaches to programmatic advertising. Here too, we can design clever and tailor-made concepts for you.

COLORAMAS

NETWORKS – TERMINAL 1 & 2



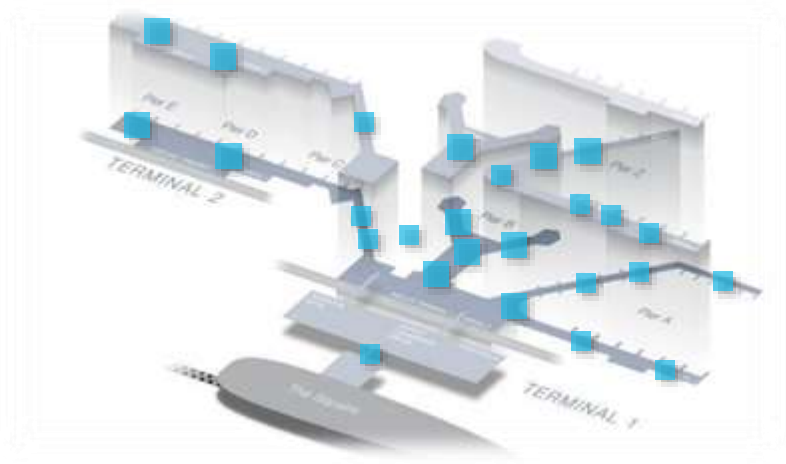
Lightboxes

Portrait format

Target-group-specific allocation

Full charisma for your campaign

- The Colorama Lightboxes in vertical format are positioned at 30 locations with lively footfall at Terminal 1 and Terminal 2.
- Directly at the gates, they draw the passengers' immediate attention.
- They reach arriving, departing and connecting passengers from the Schengen area. Since they spend an exceptionally long time there, the latter are a particularly receptive target group.



Resource number:	PK-002-002
Location:	In the gate areas
Quantity:	30 areas (terminal 1 & 2)
Passenger type:	Schengen arrivals, departing and connecting passengers
Runtime:	1 month
Price*:	€ 52,550
Other costs*:	each Colorama € 250 production costs
Size:	1,010 x 1,800 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

COLORAMAS

NETWORKS – TERMINAL 1 & 2



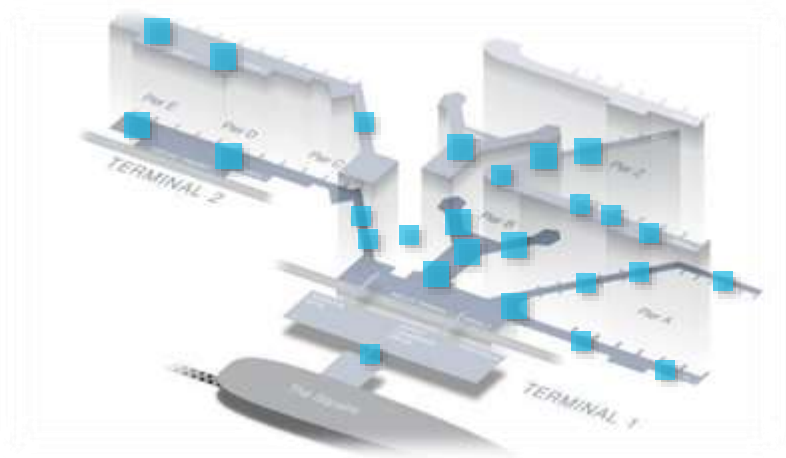
Lightboxes

Portrait format

Departing and connecting
passengers

Full allure for your campaign

- The Colorama Lightboxes in vertical format are positioned at 30 locations with lively footfall at Terminal 1 and Terminal 2.
- Directly at the gates, they draw the passengers' immediate attention.
- They reach arriving, departing and connecting passengers from the Schengen area. Since they spend an exceptionally long time there, the latter are a particularly receptive target group.

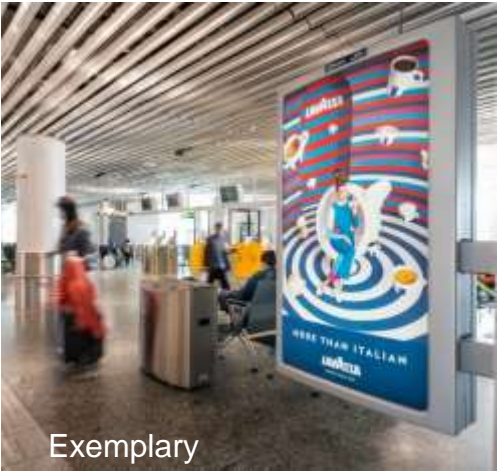


Resource number:	PK-002-001
Location:	In the gate areas
Quantity:	20 areas
Passenger type:	Schengen arrivals, departing and connecting passengers
Runtime:	1 month
Price*:	€ 50.470
Other costs*:	each Colorama € 250,00 Production costs
Size:	1,010 x 1,800 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

COLORAMAS

NETWORKS – TERMINAL 1 & 2



Exemplary

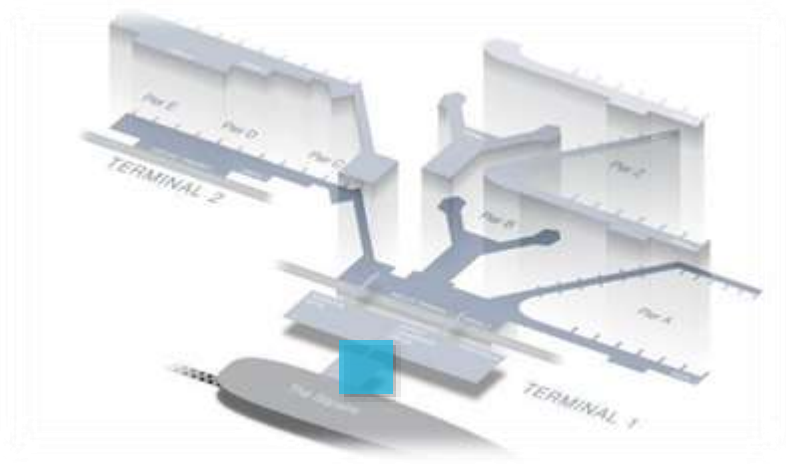
Lightboxes

Portrait format

**Departing and connecting
passengers**

Full allure for your campaign

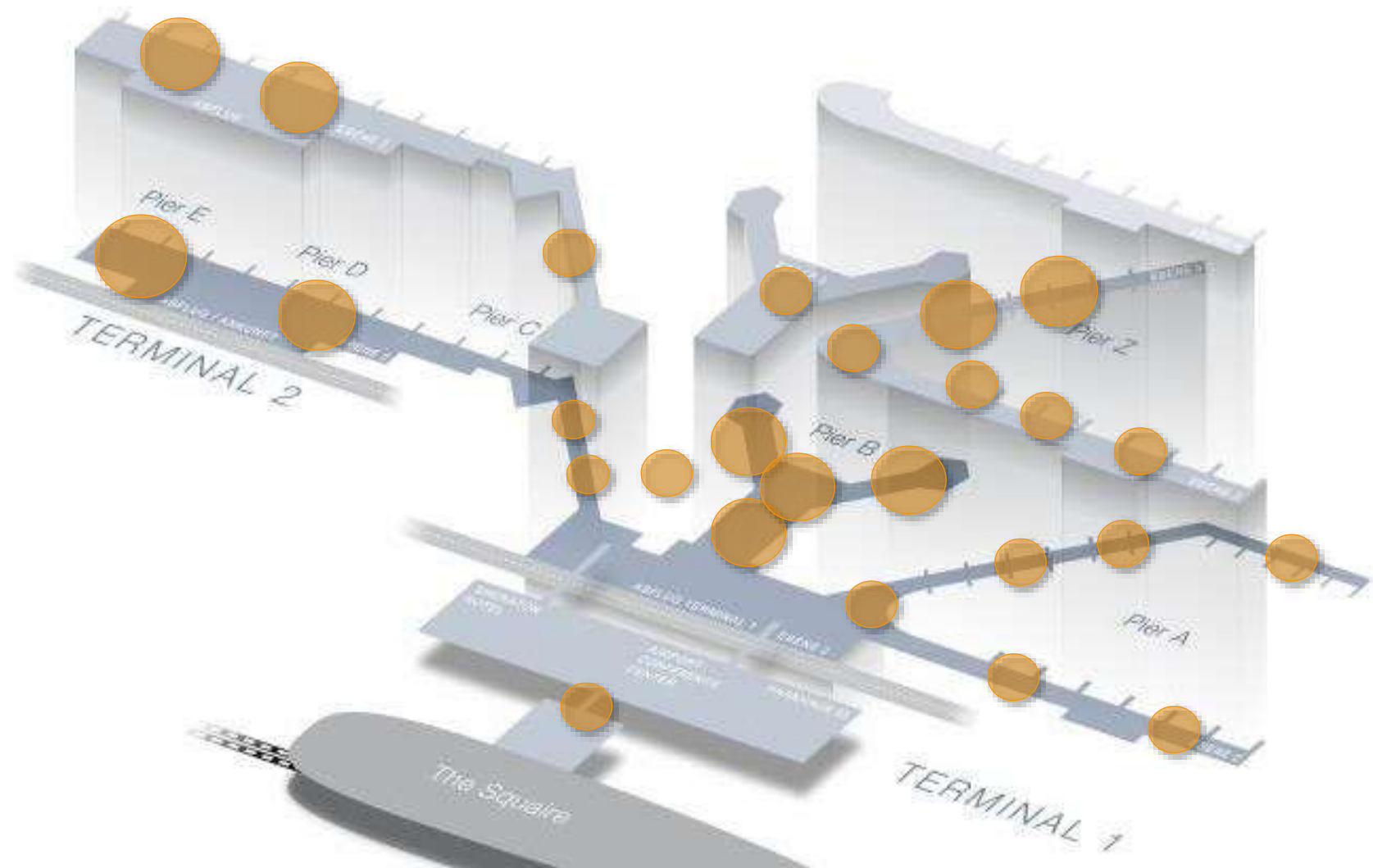
- The Colorama Lightboxes in vertical format are positioned at 8 high-footfall locations in the long-distance railway station.
- Here they draw the passengers' immediate attention.
- At Frankfurt Airport they reach arriving, departing and connecting passengers, plus visitors, meeters and greeters, and innumerable airport staff.



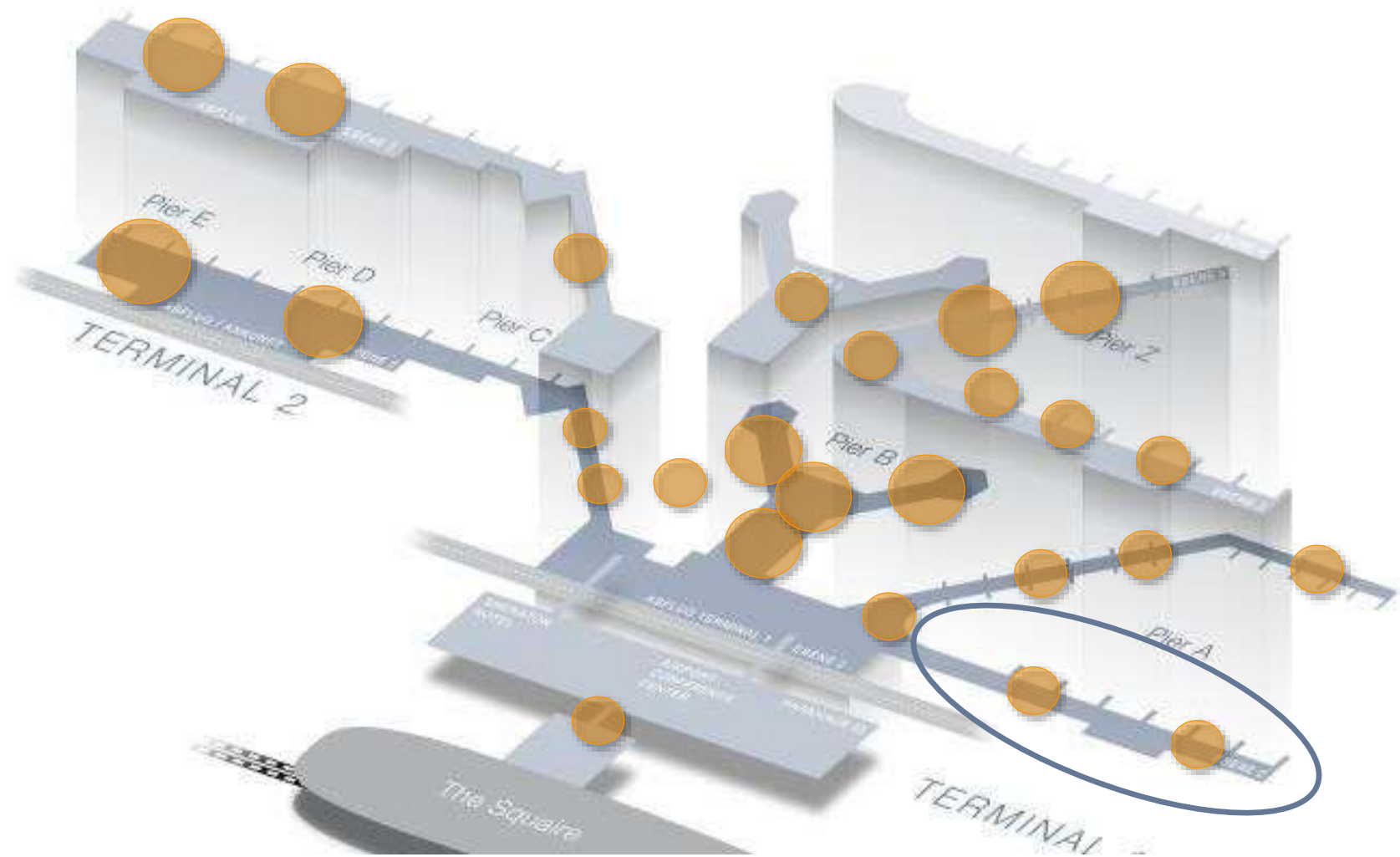
Resource number:	PK-002-003
Location:	at the train station
Quantity:	8 areas
Passenger type:	arrivals, departing and connecting passengers
Runtime:	1 month
Price*:	€ 21.050
Other costs*:	each Colorama € 250,00 Production costs
Size:	1,010 x 1,800 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

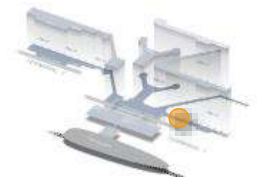
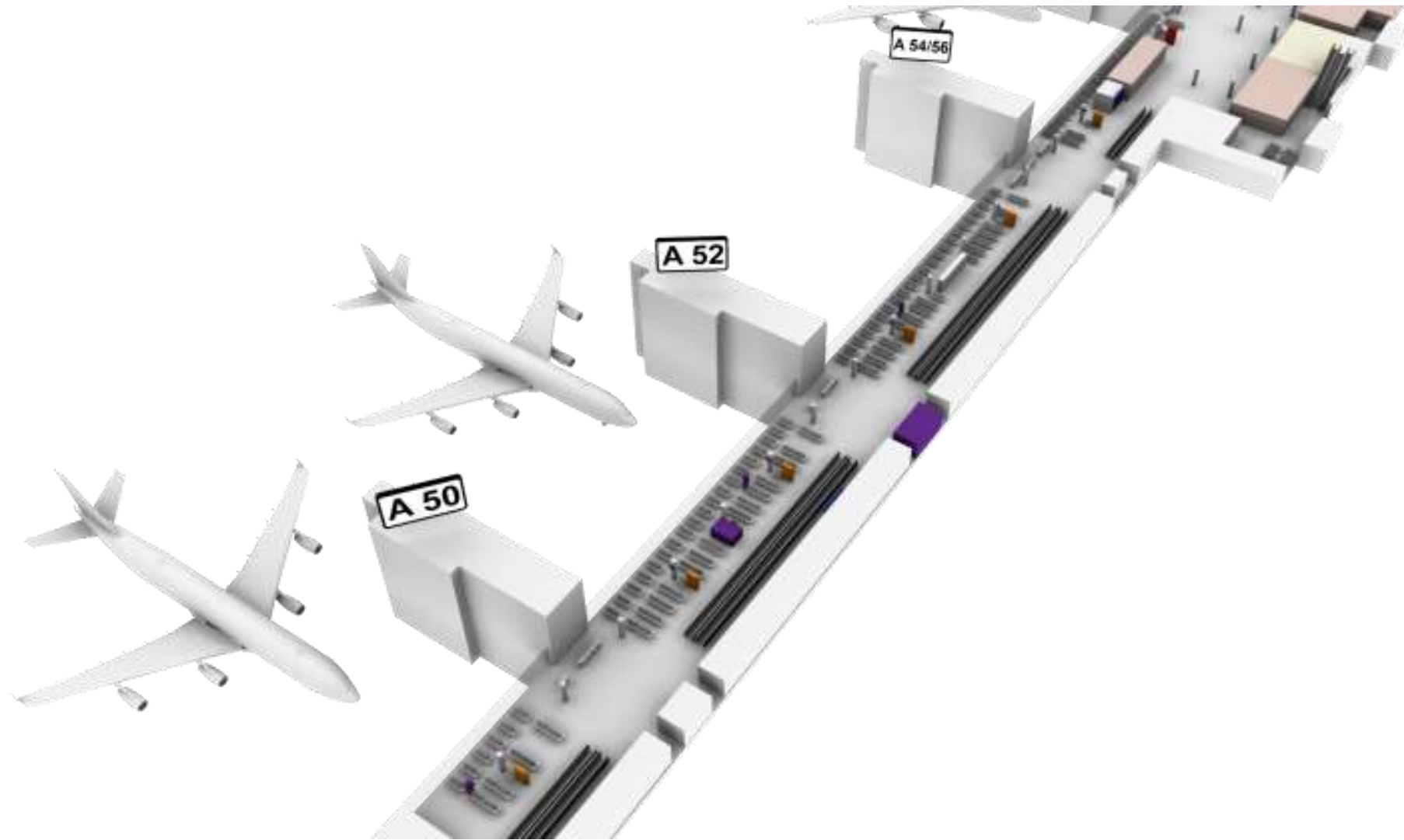
COLORAMAS



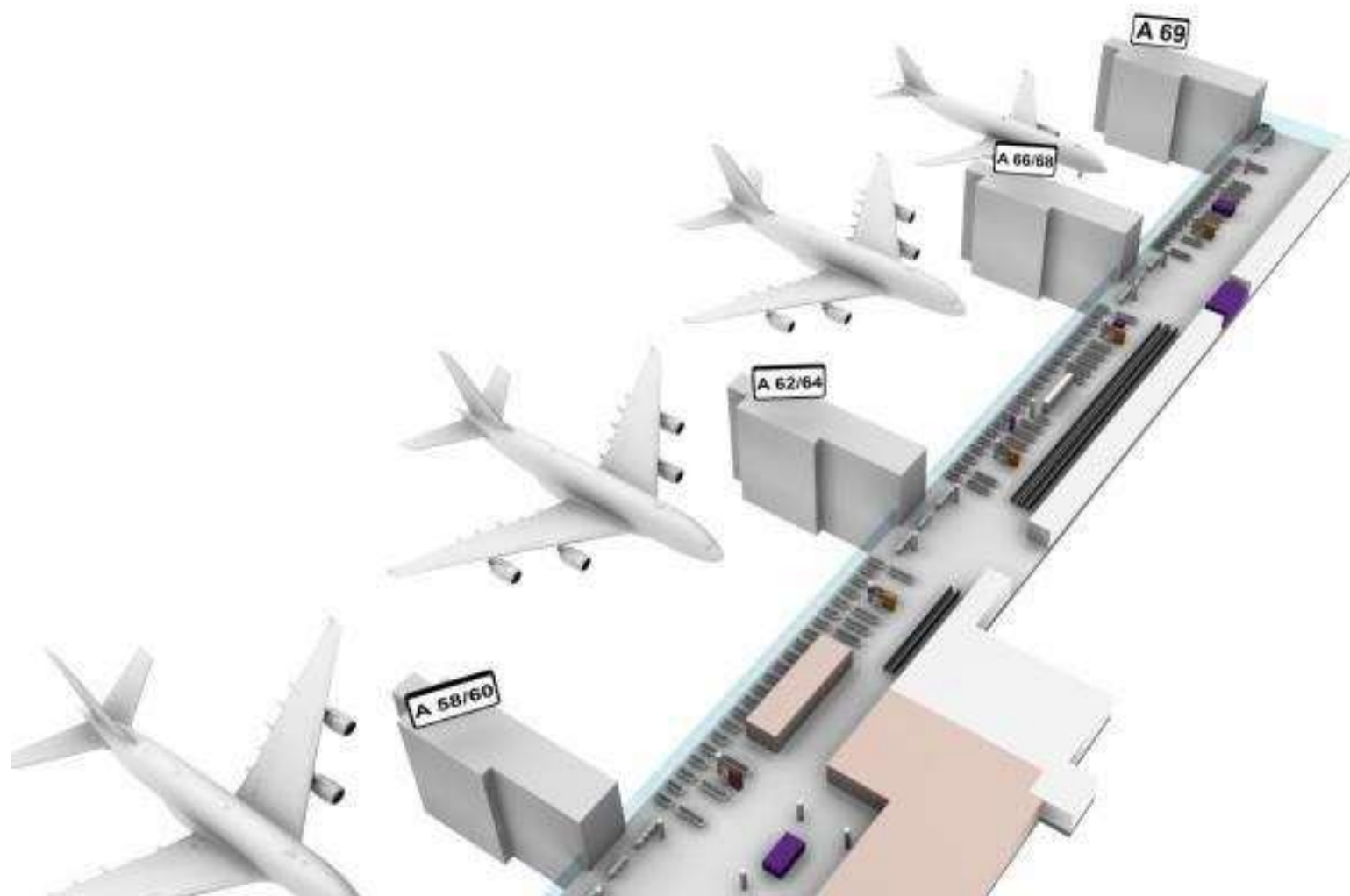
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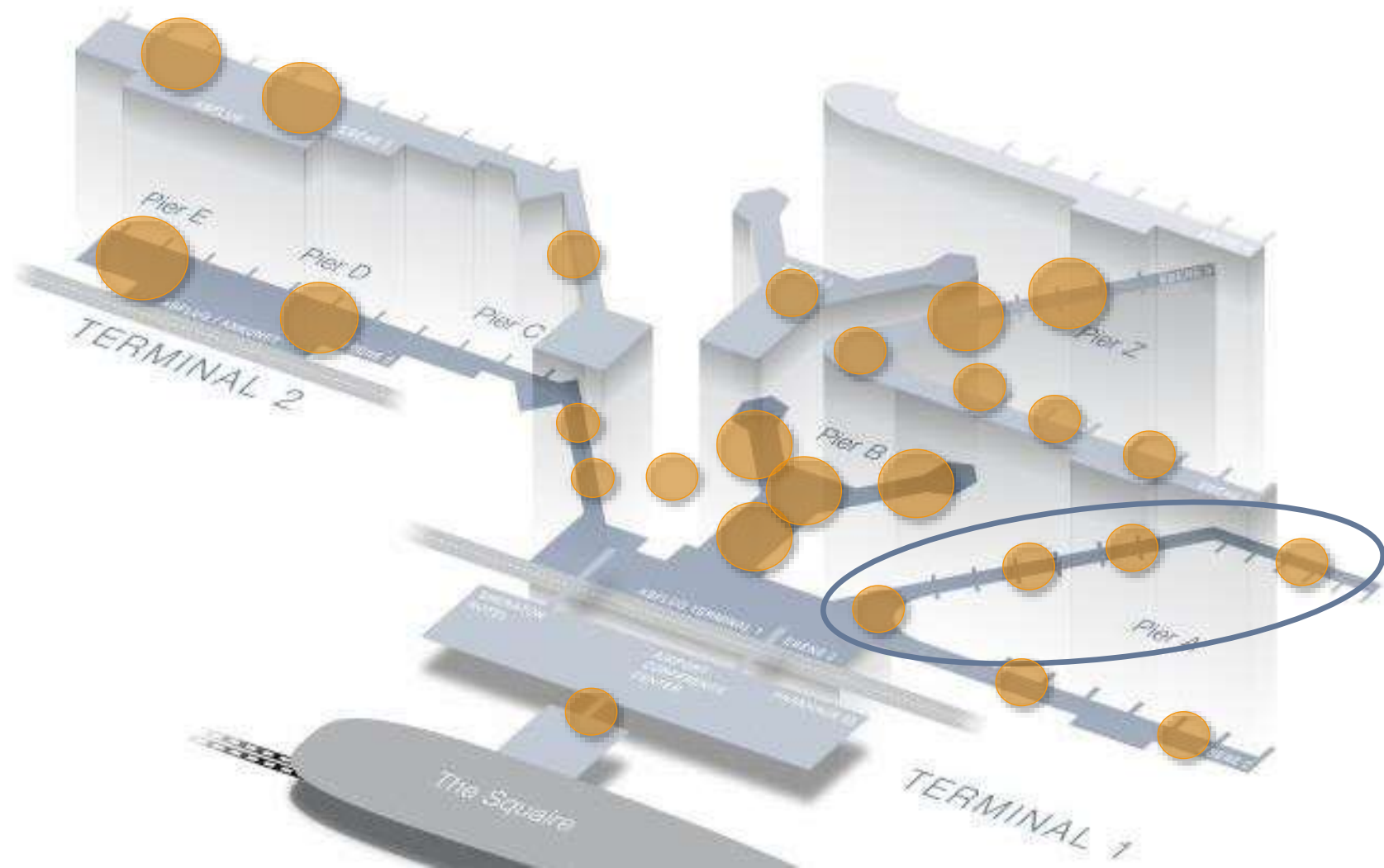
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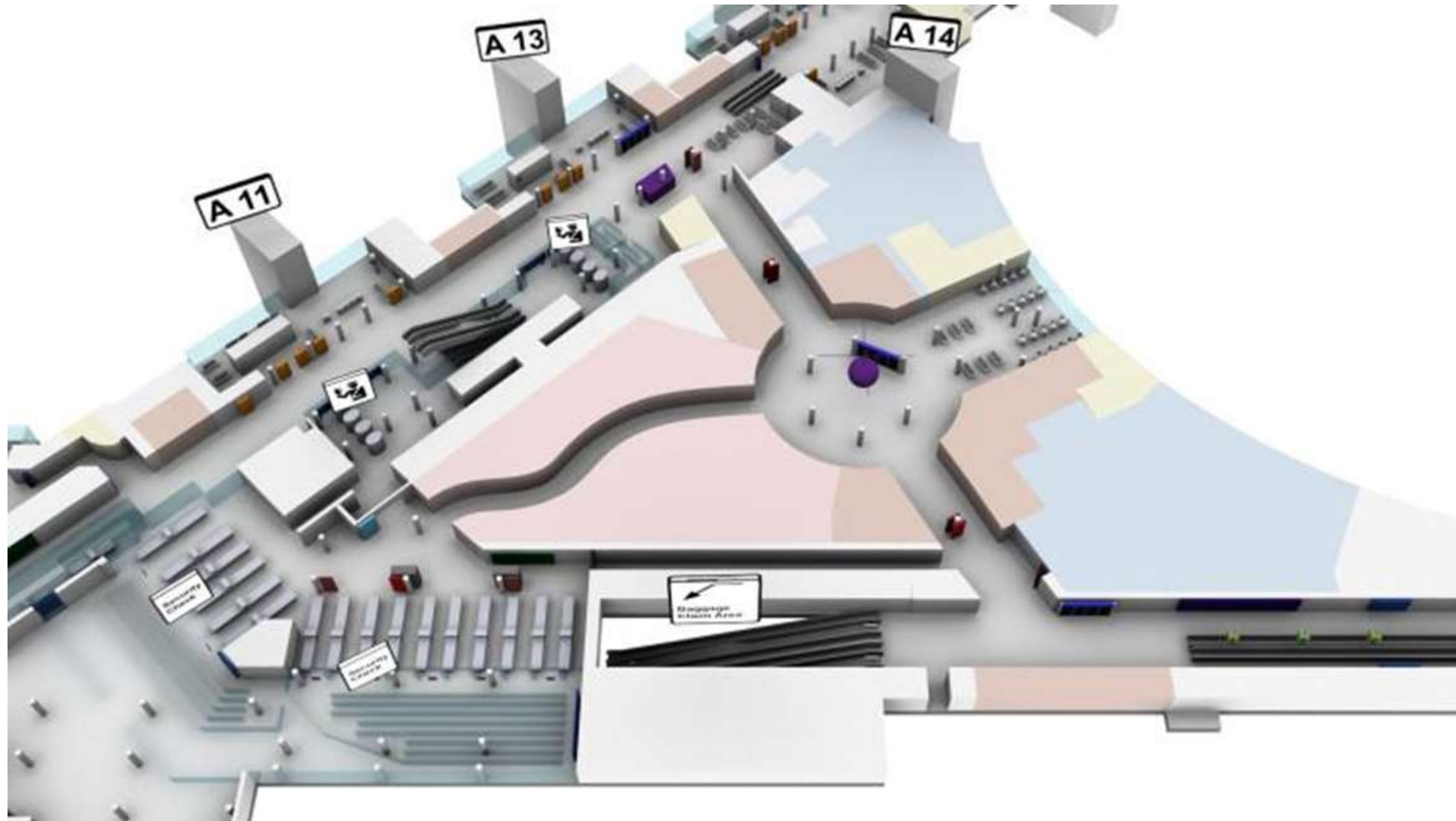
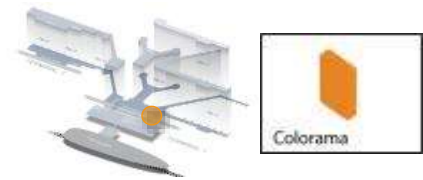
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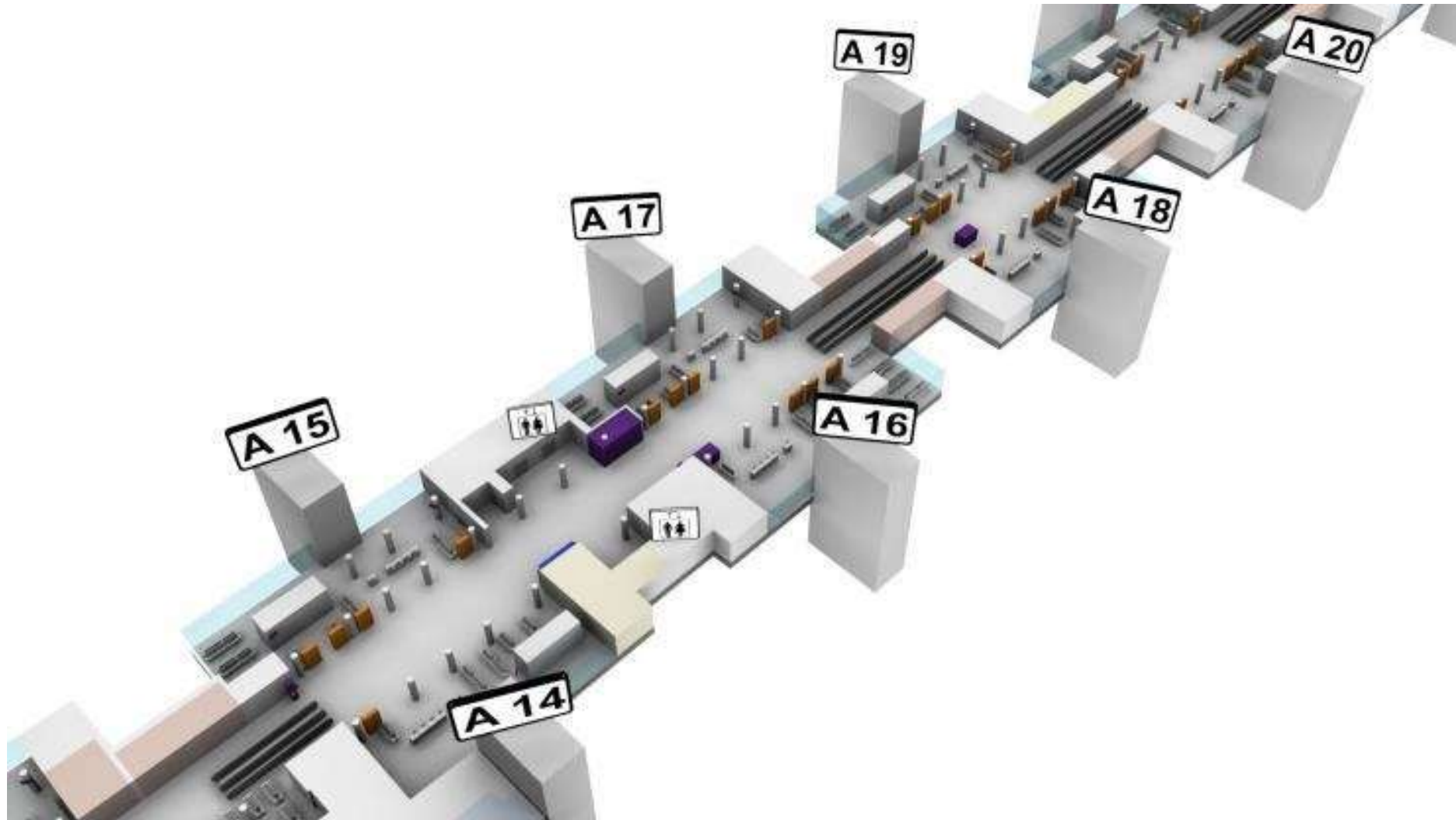
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COLORAMAS



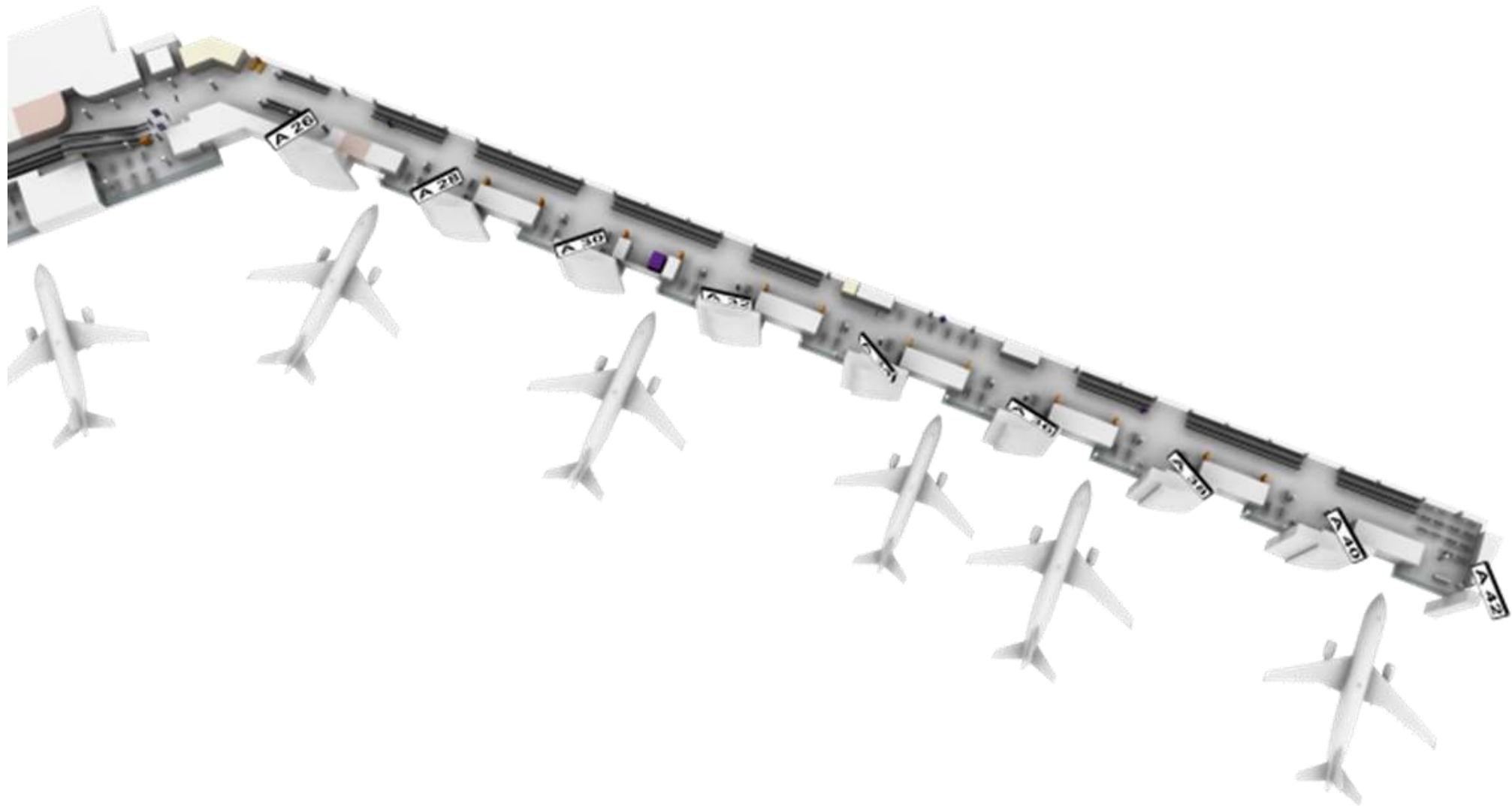
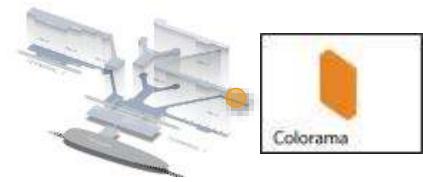
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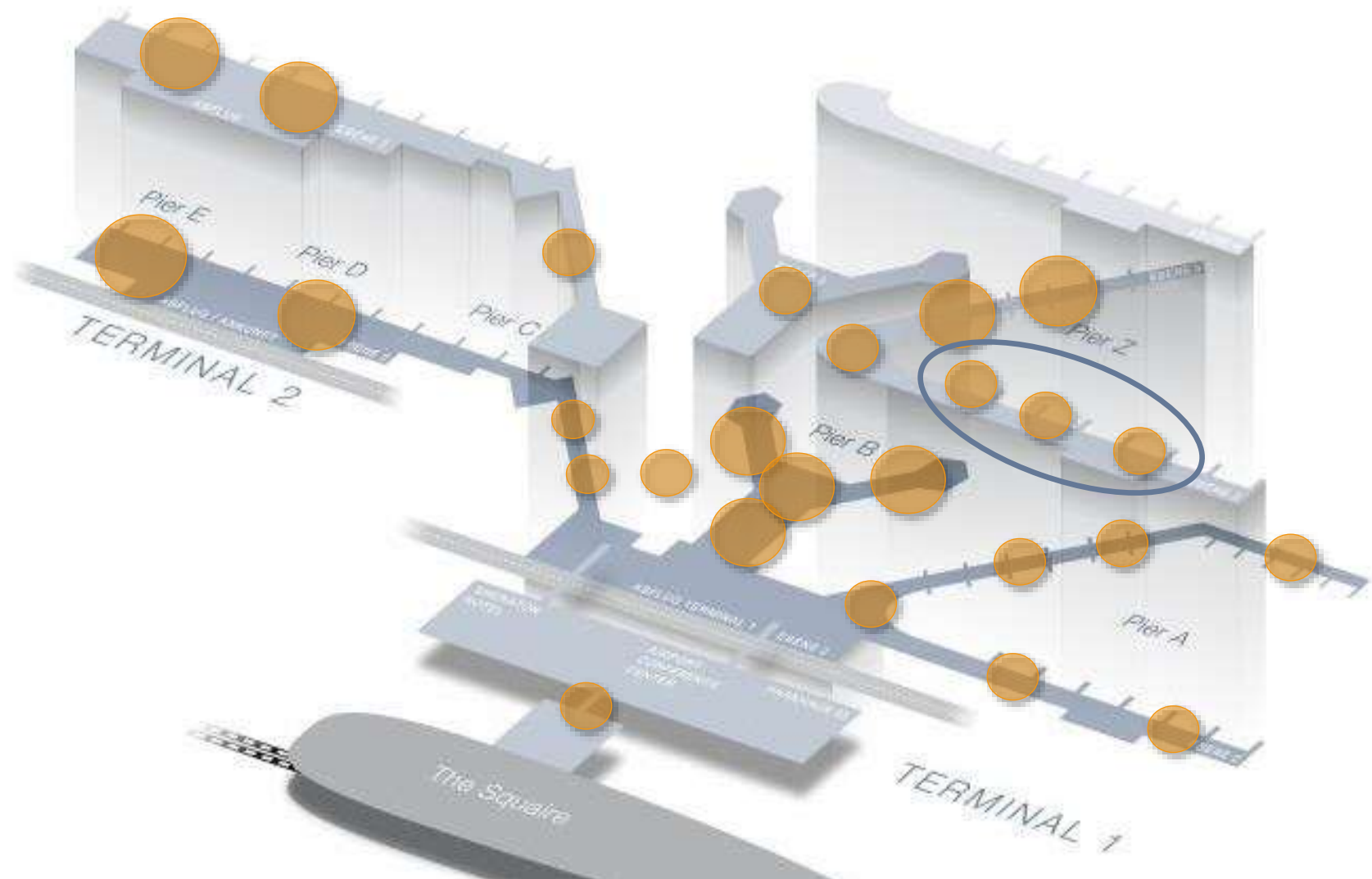
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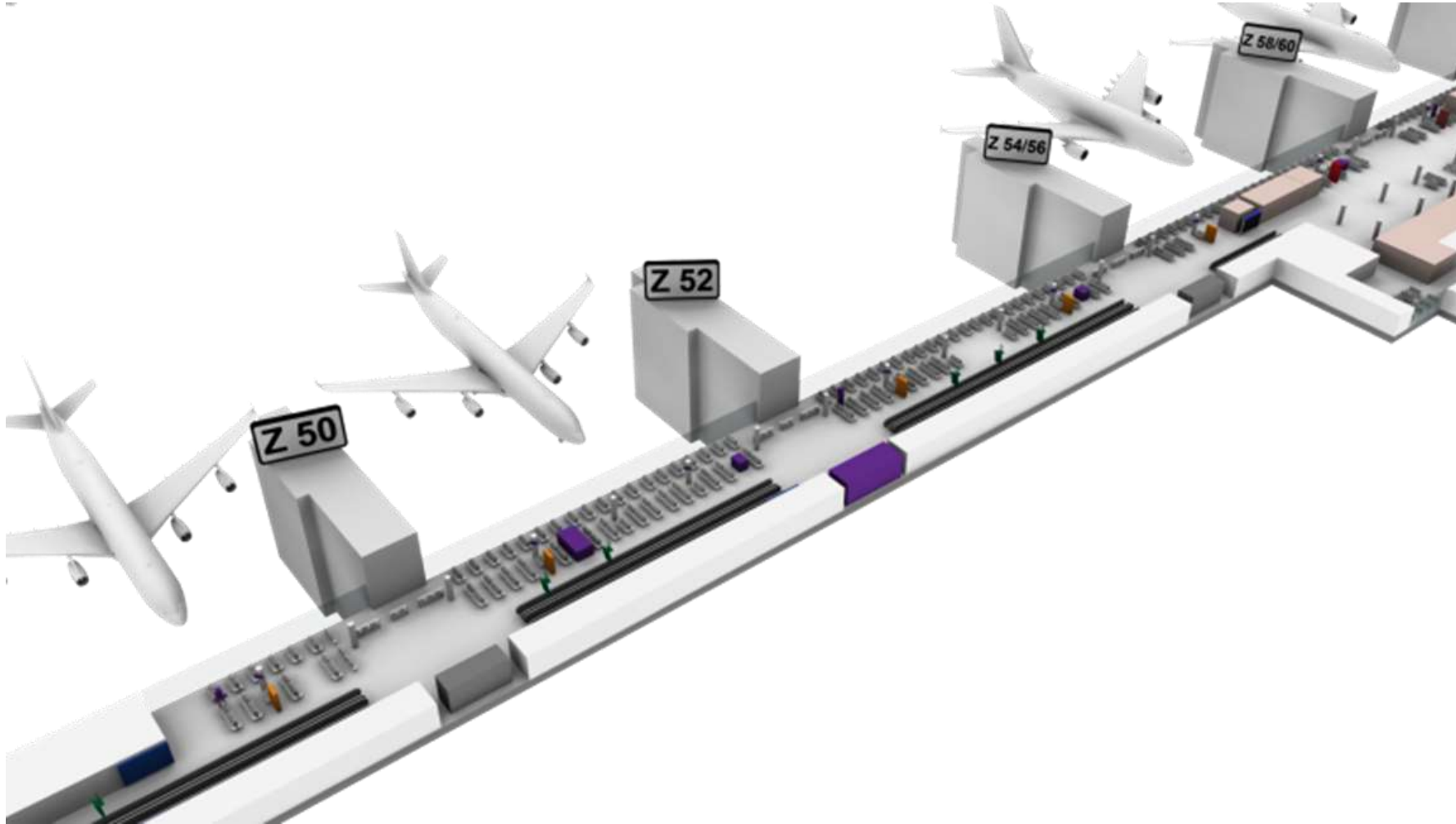
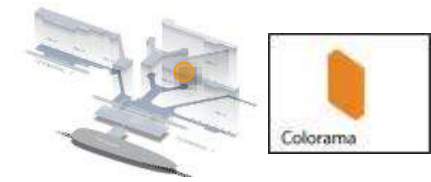
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COLORAMAS



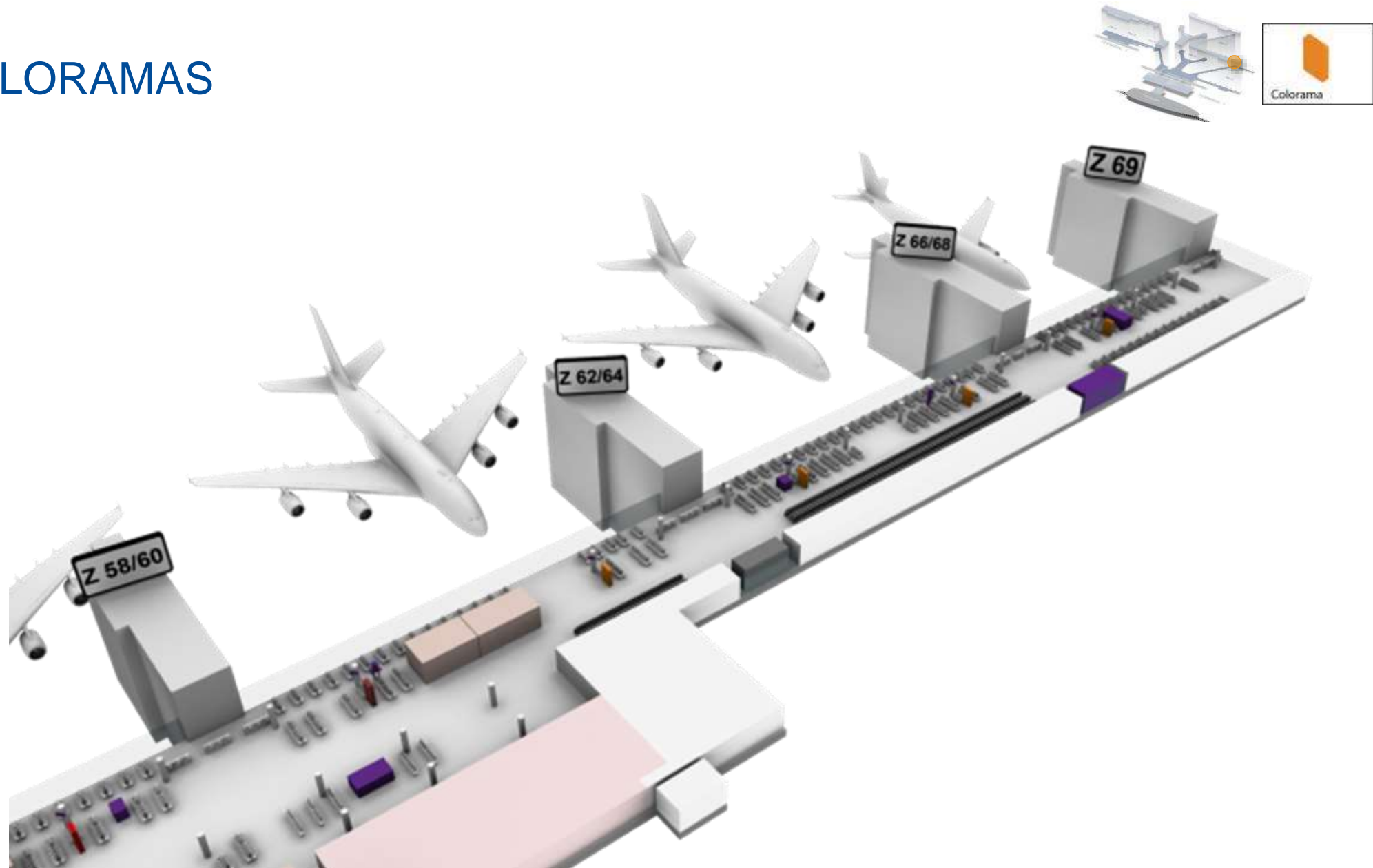
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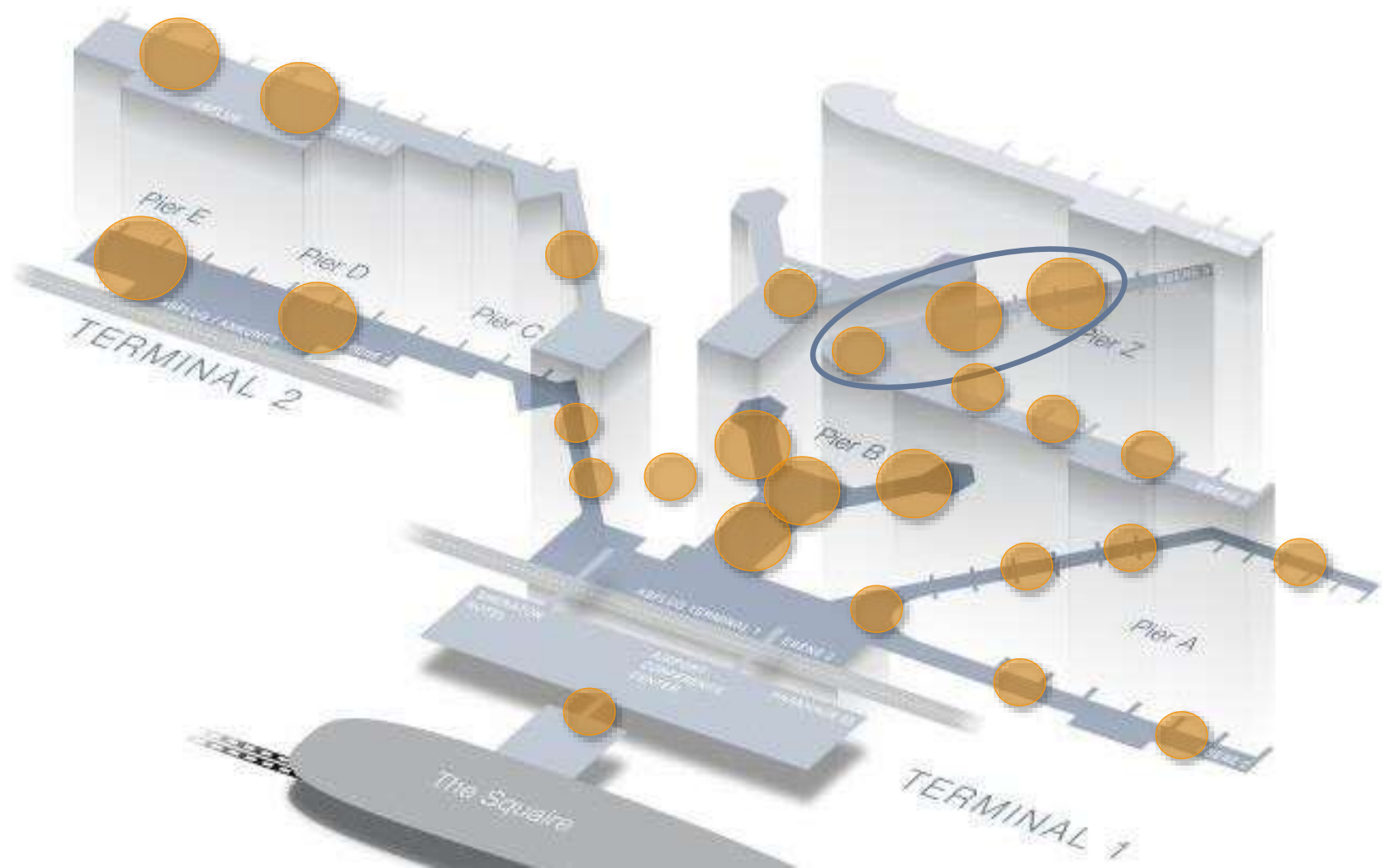
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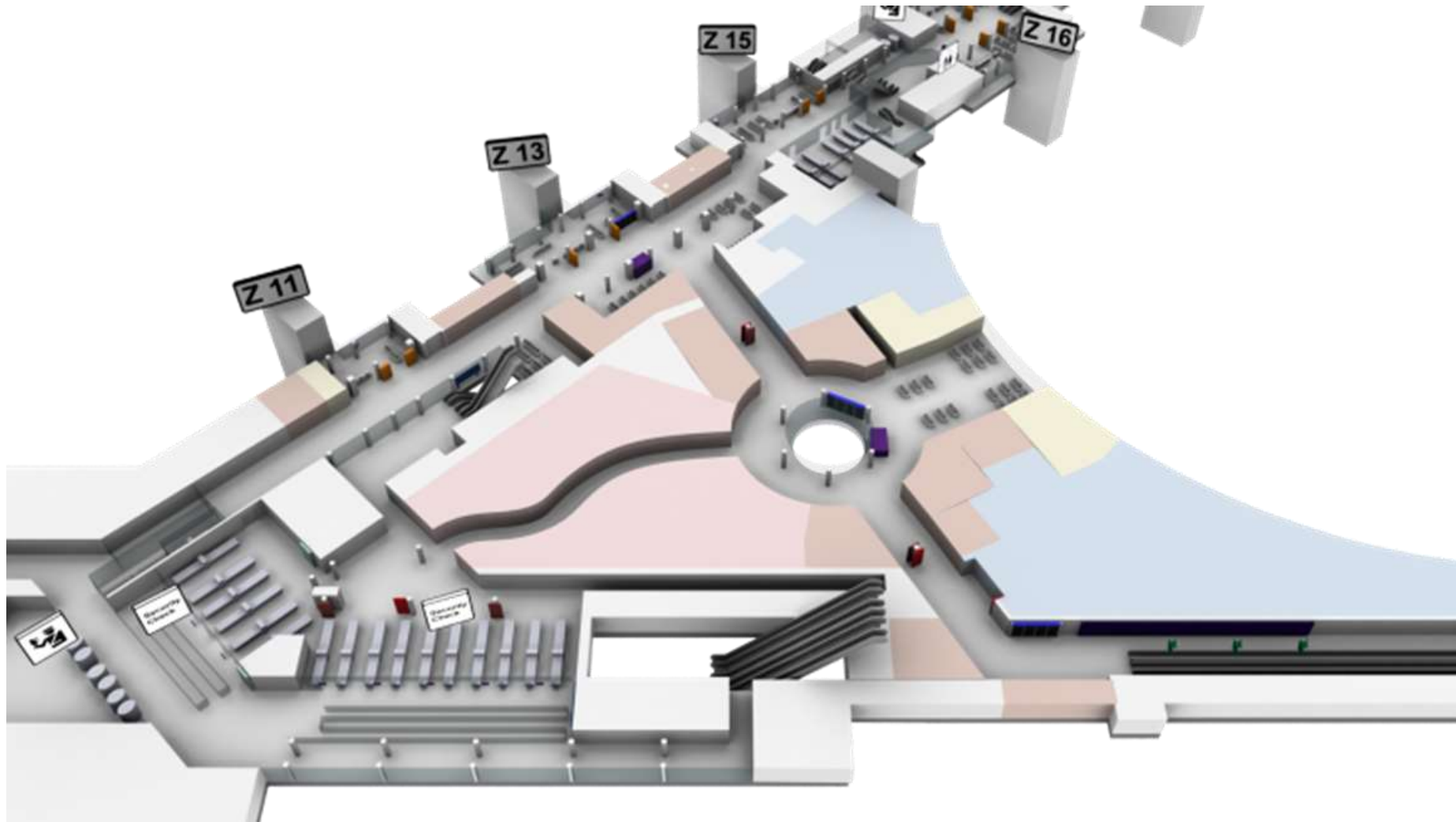
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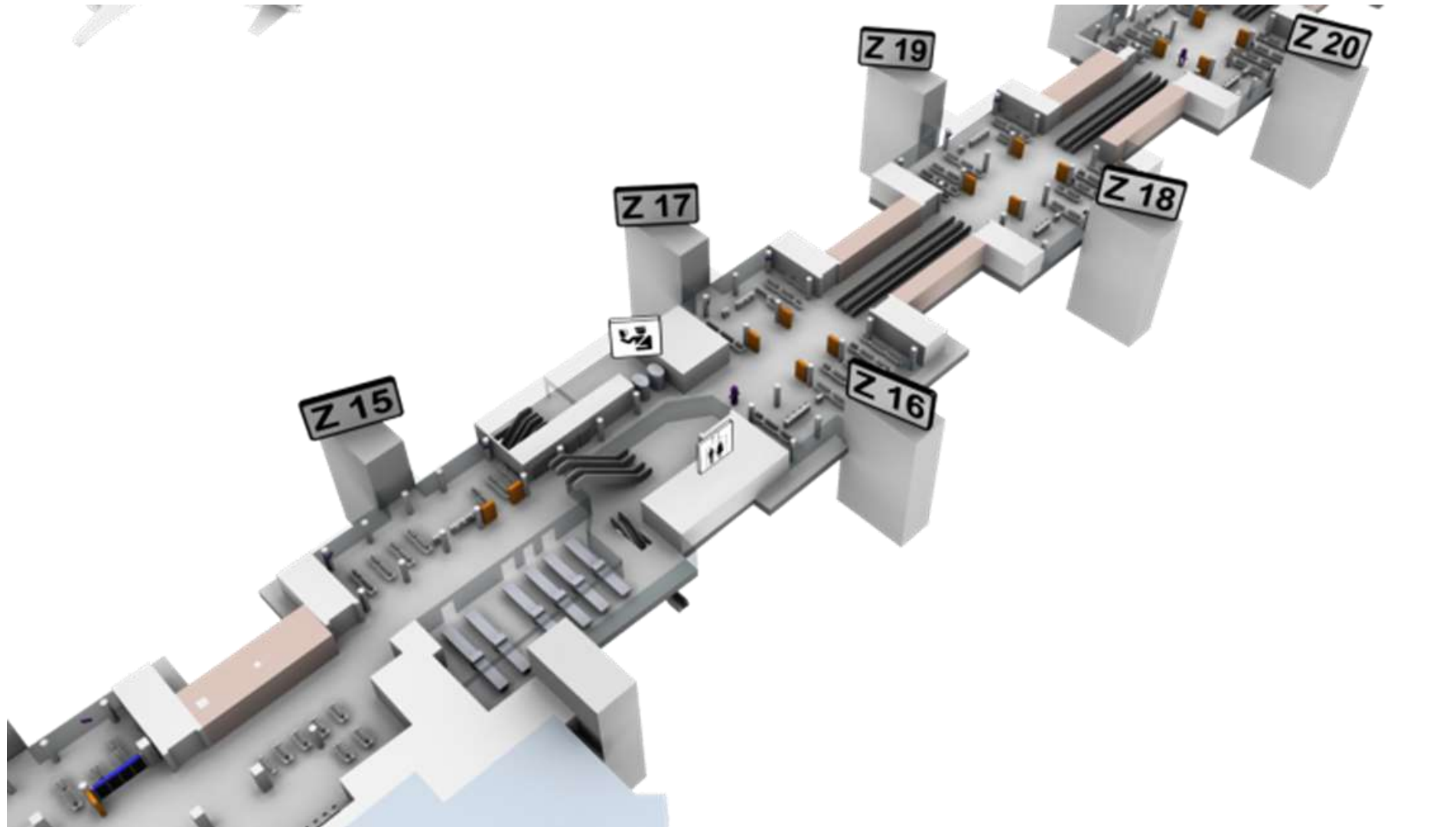
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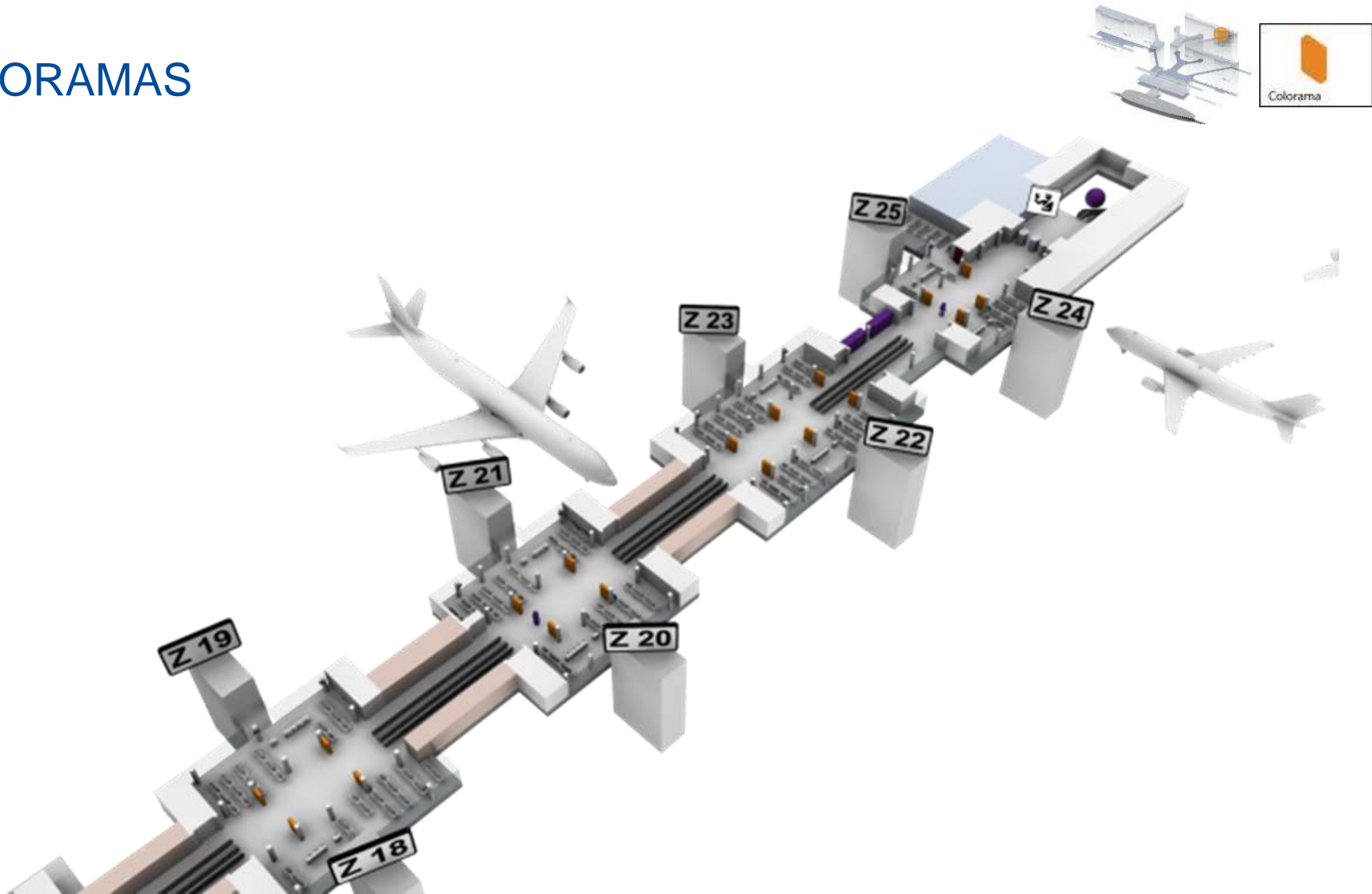
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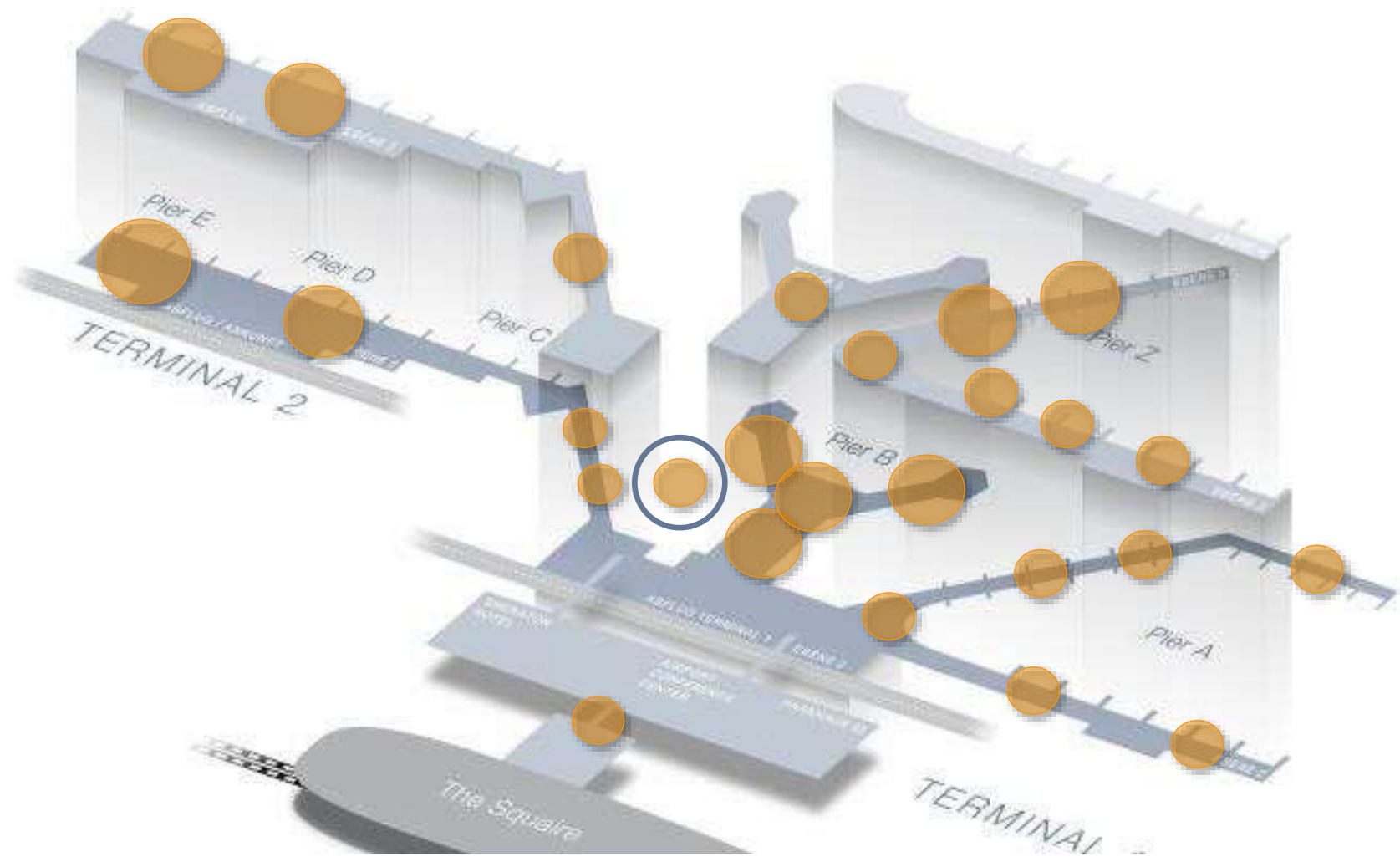
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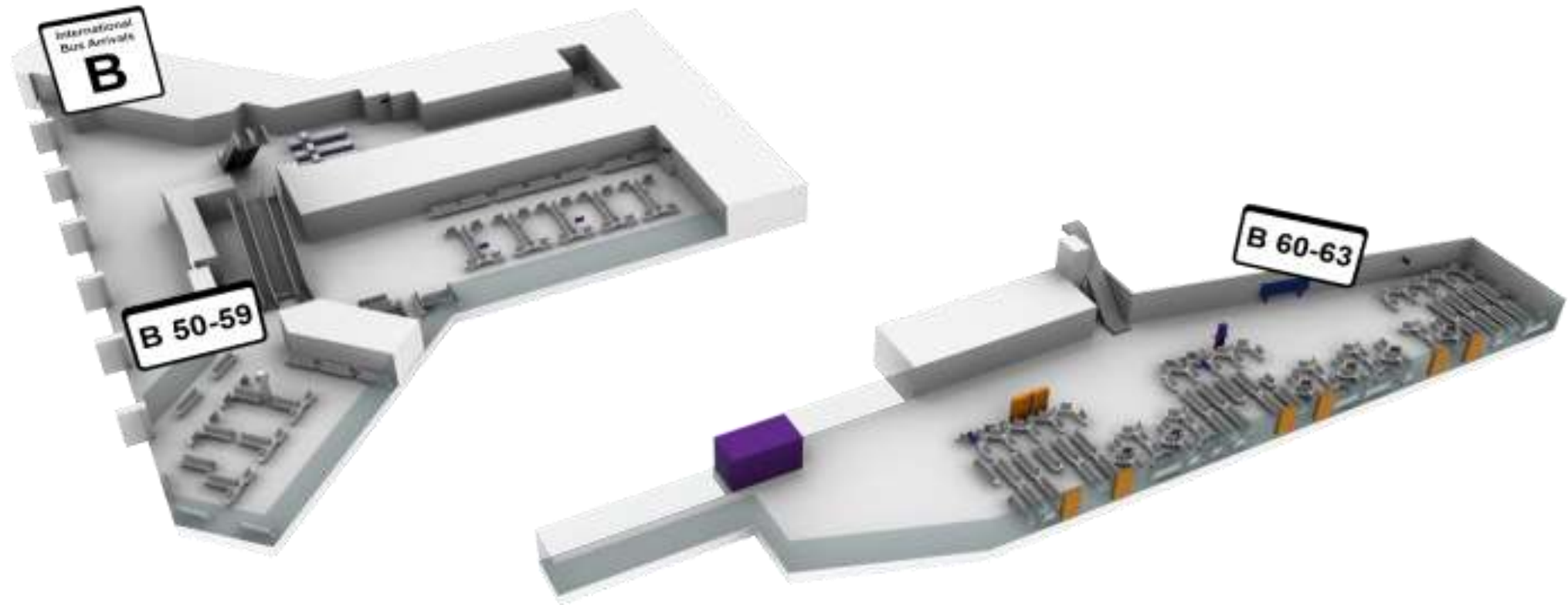
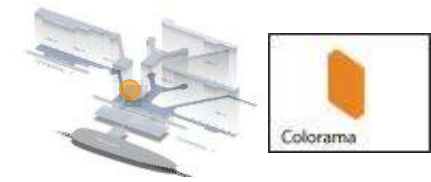
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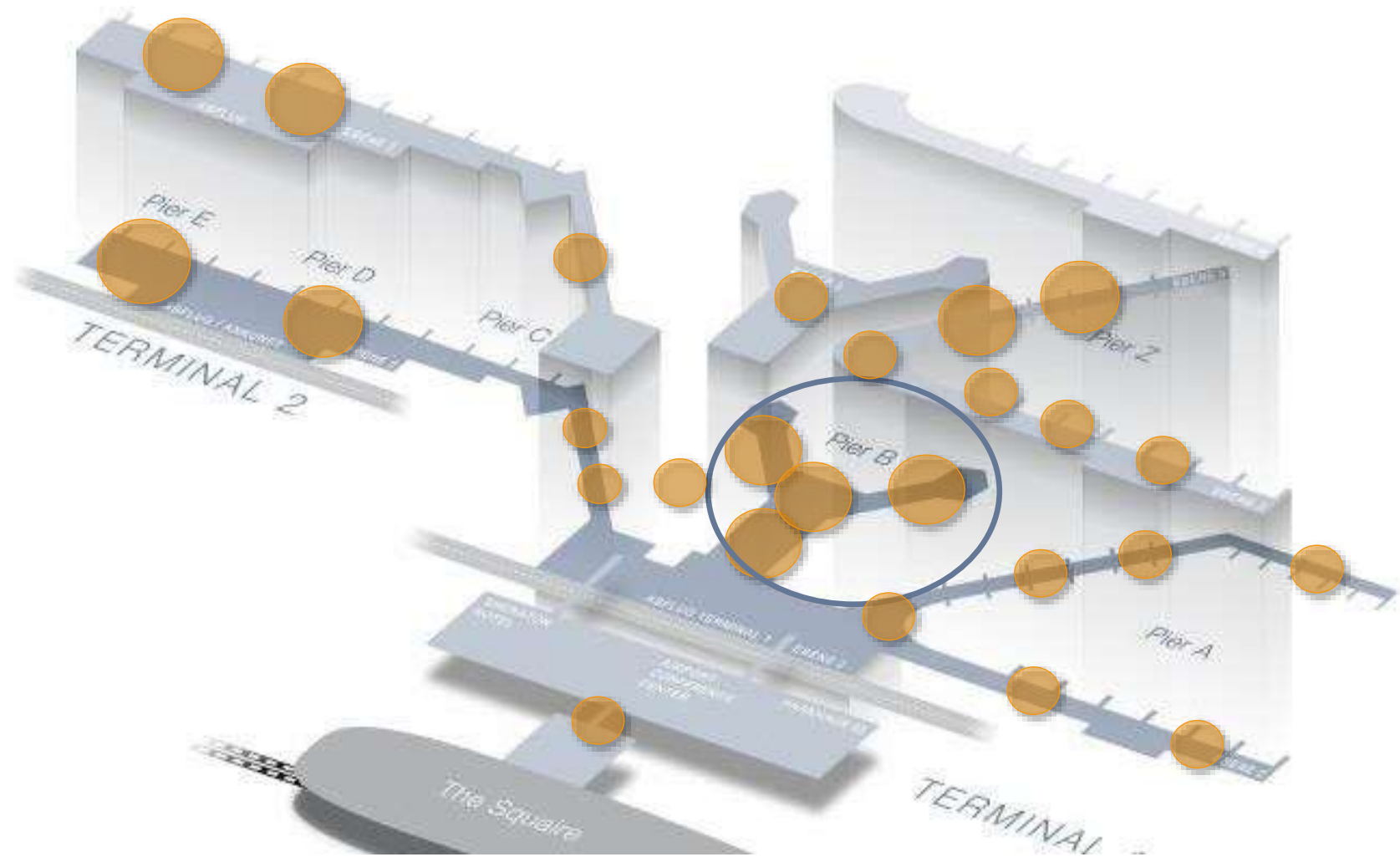
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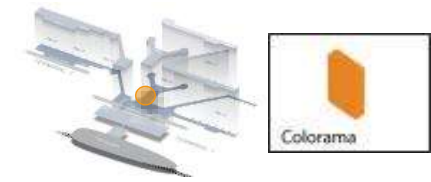
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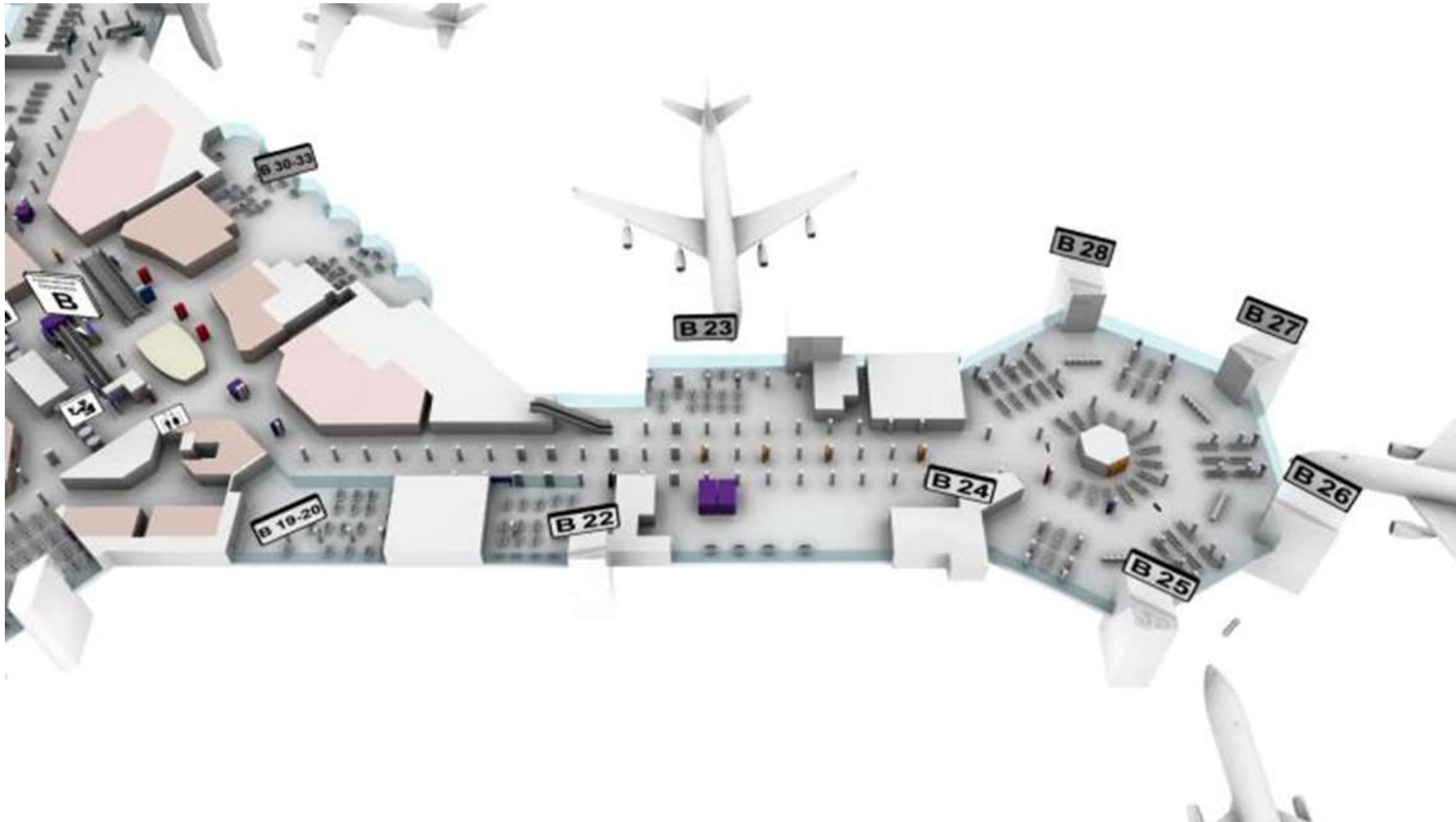
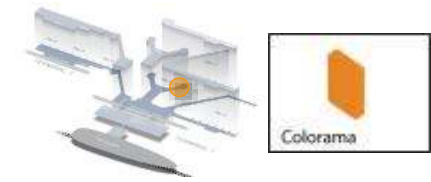
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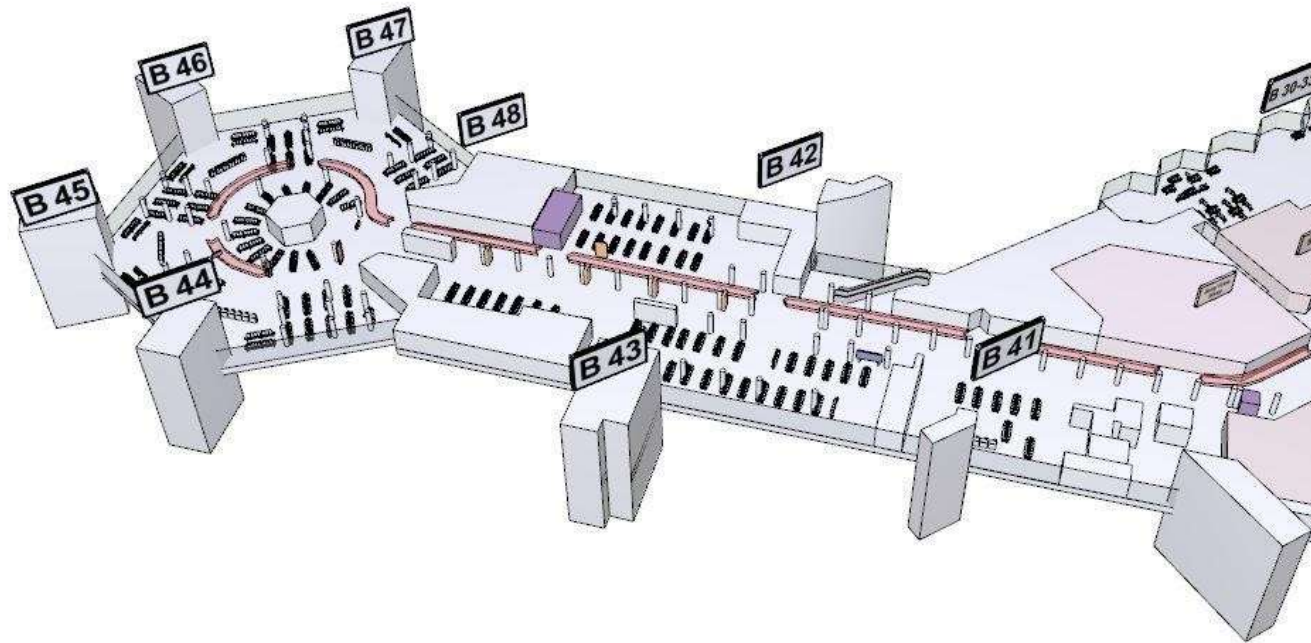
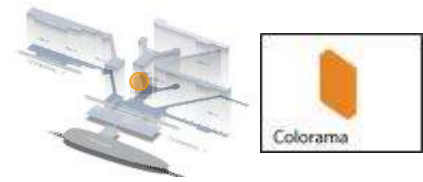
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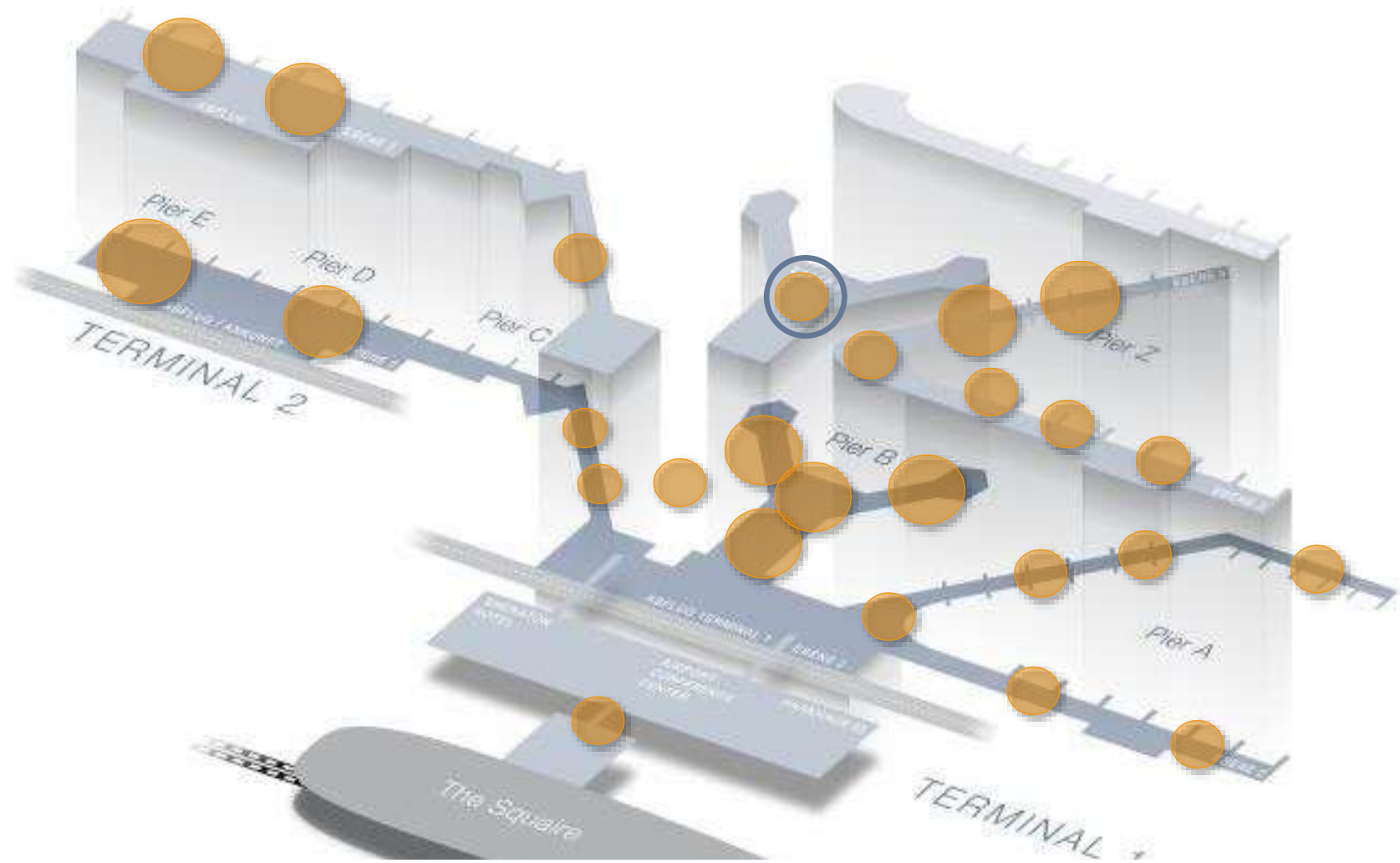
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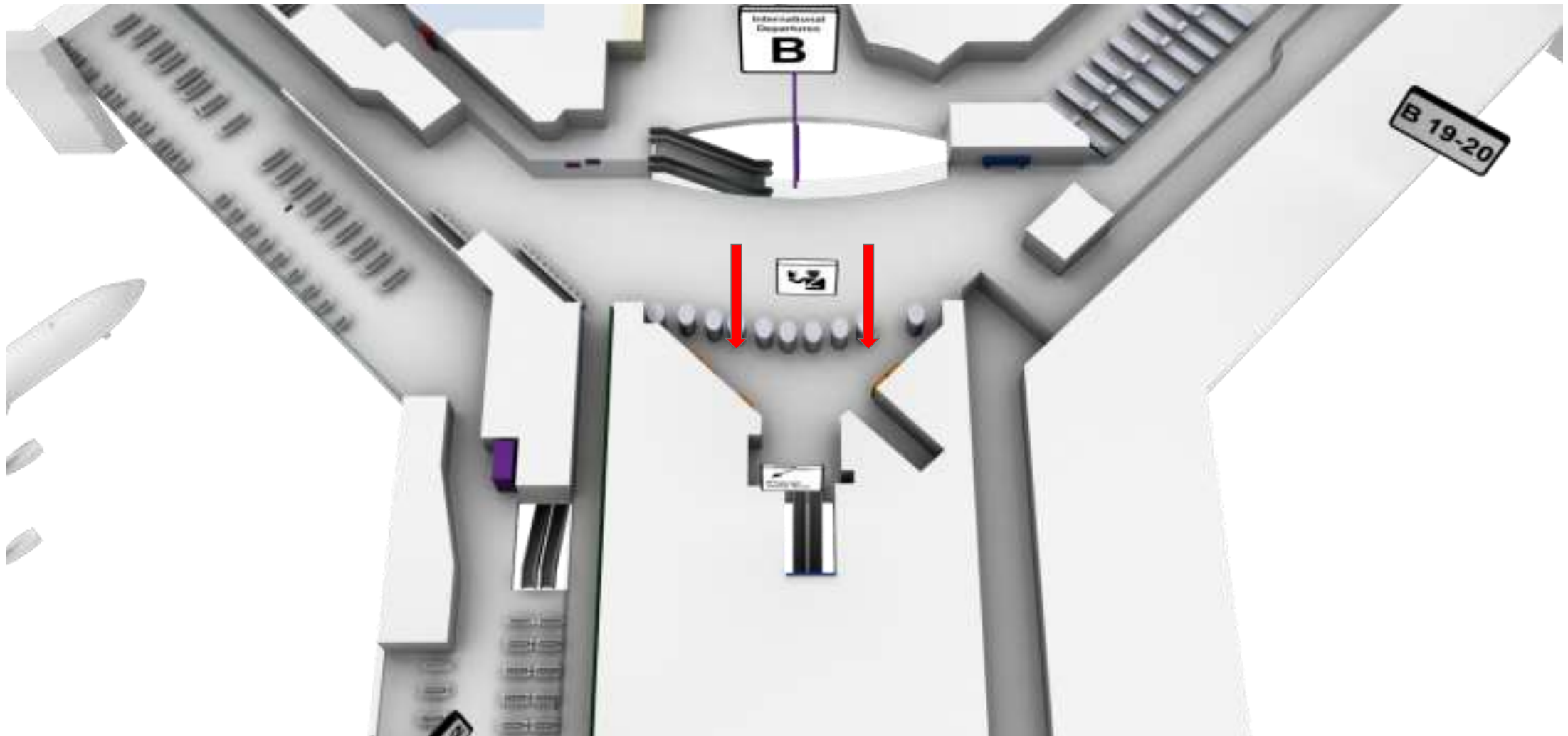
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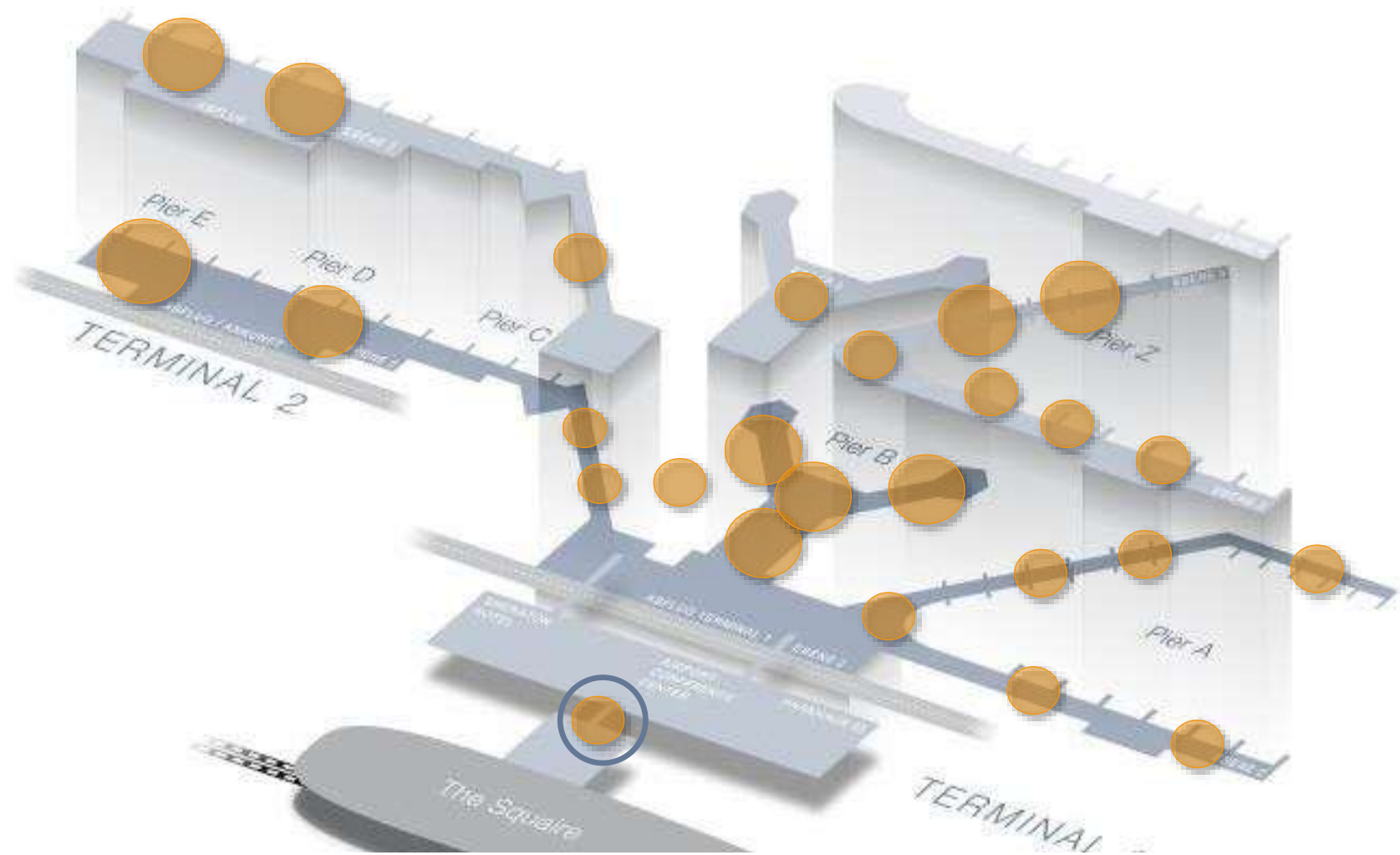
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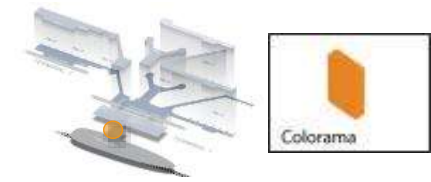
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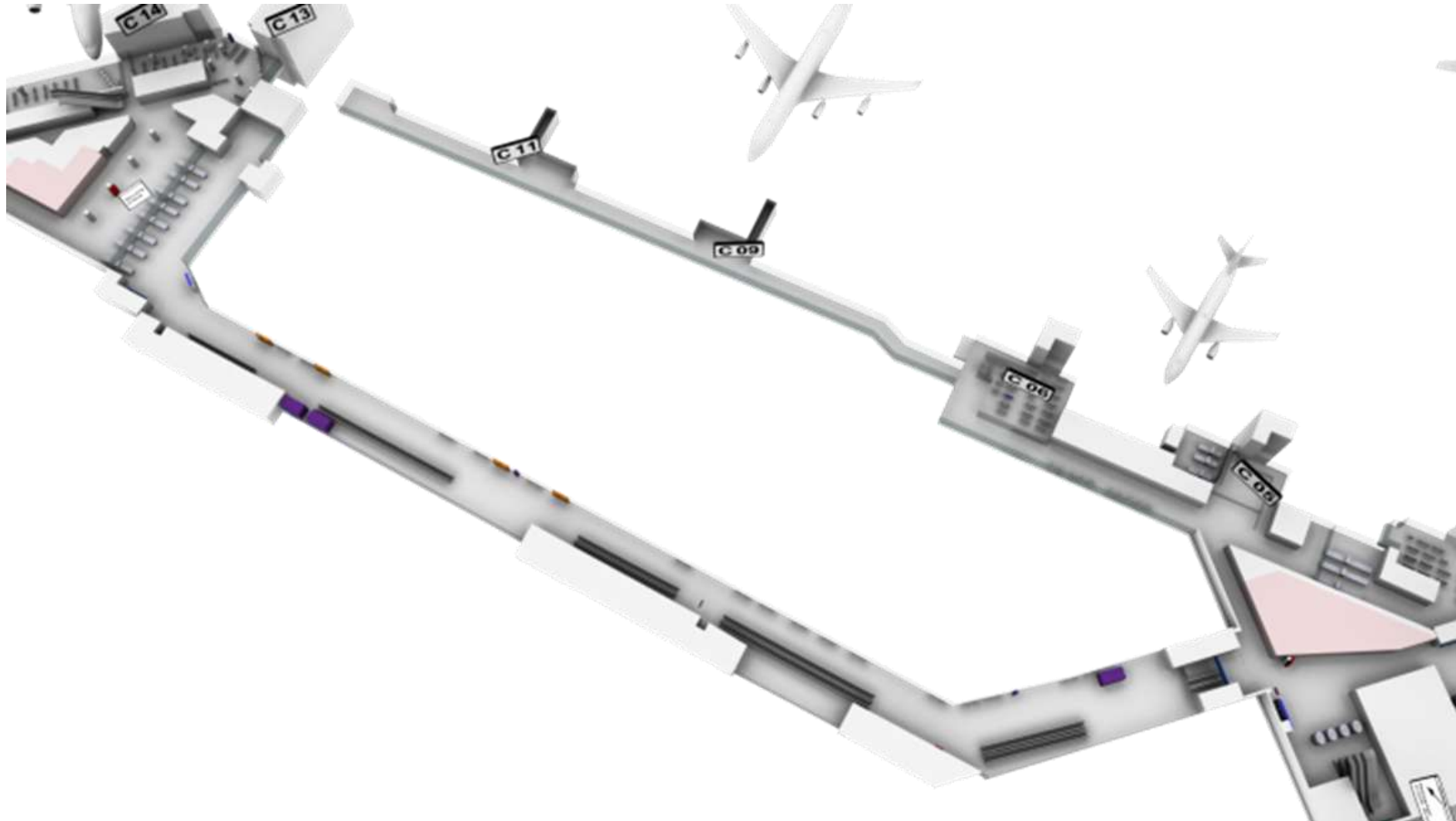
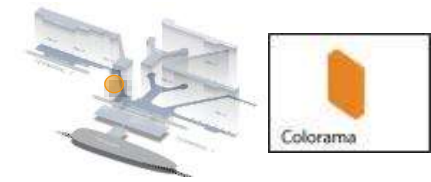
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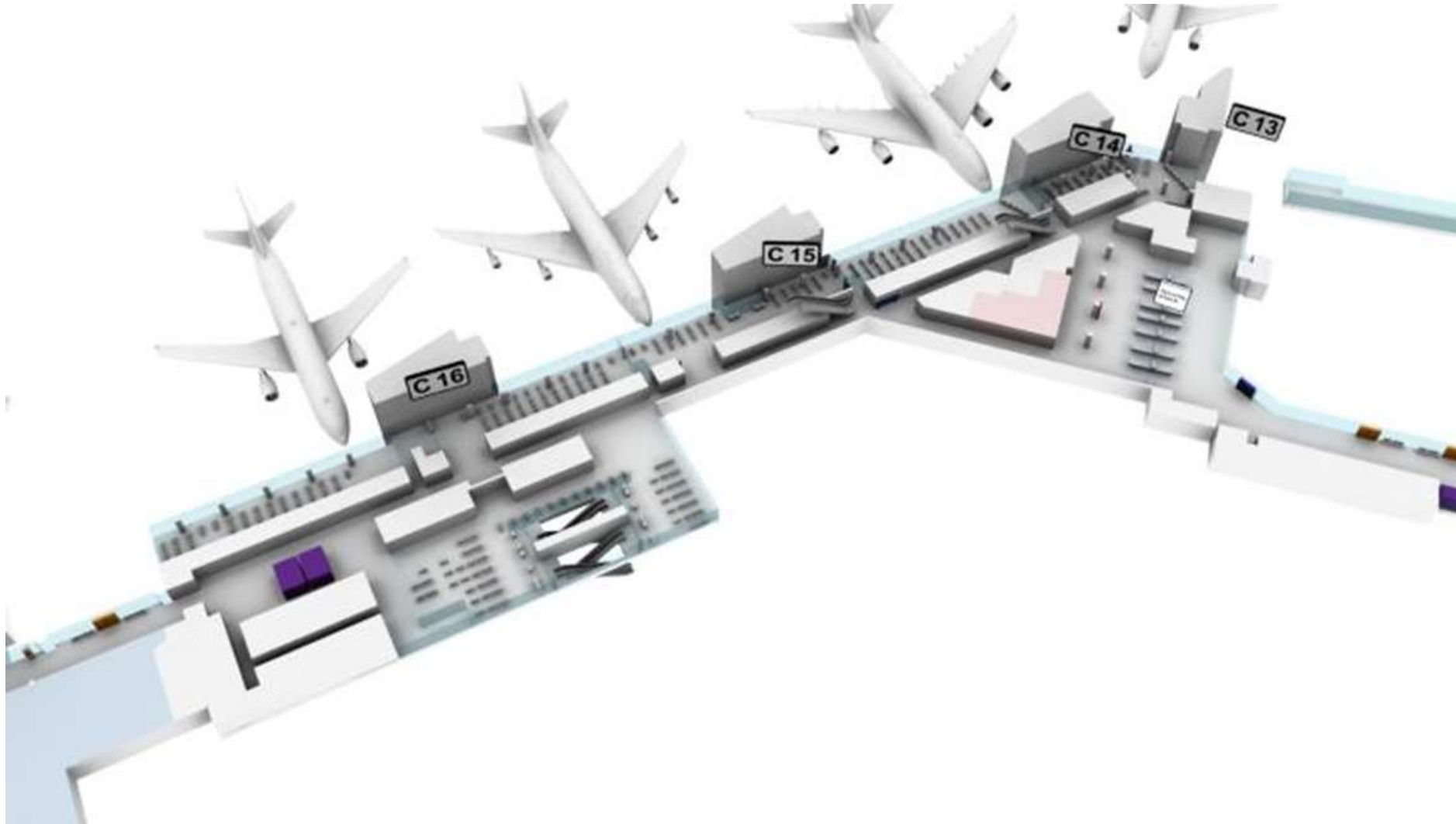
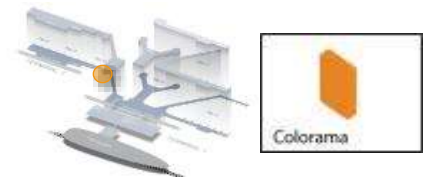
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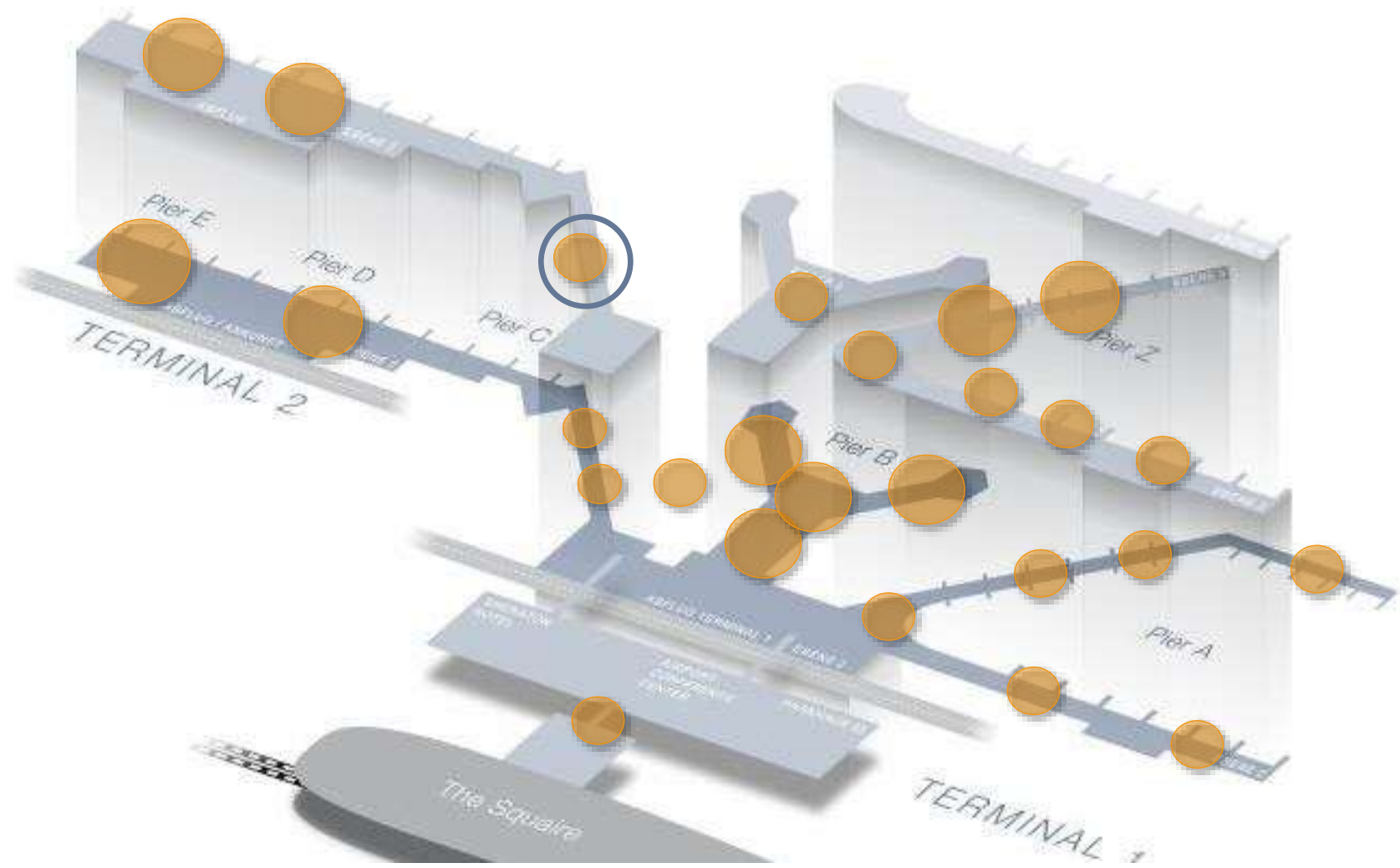
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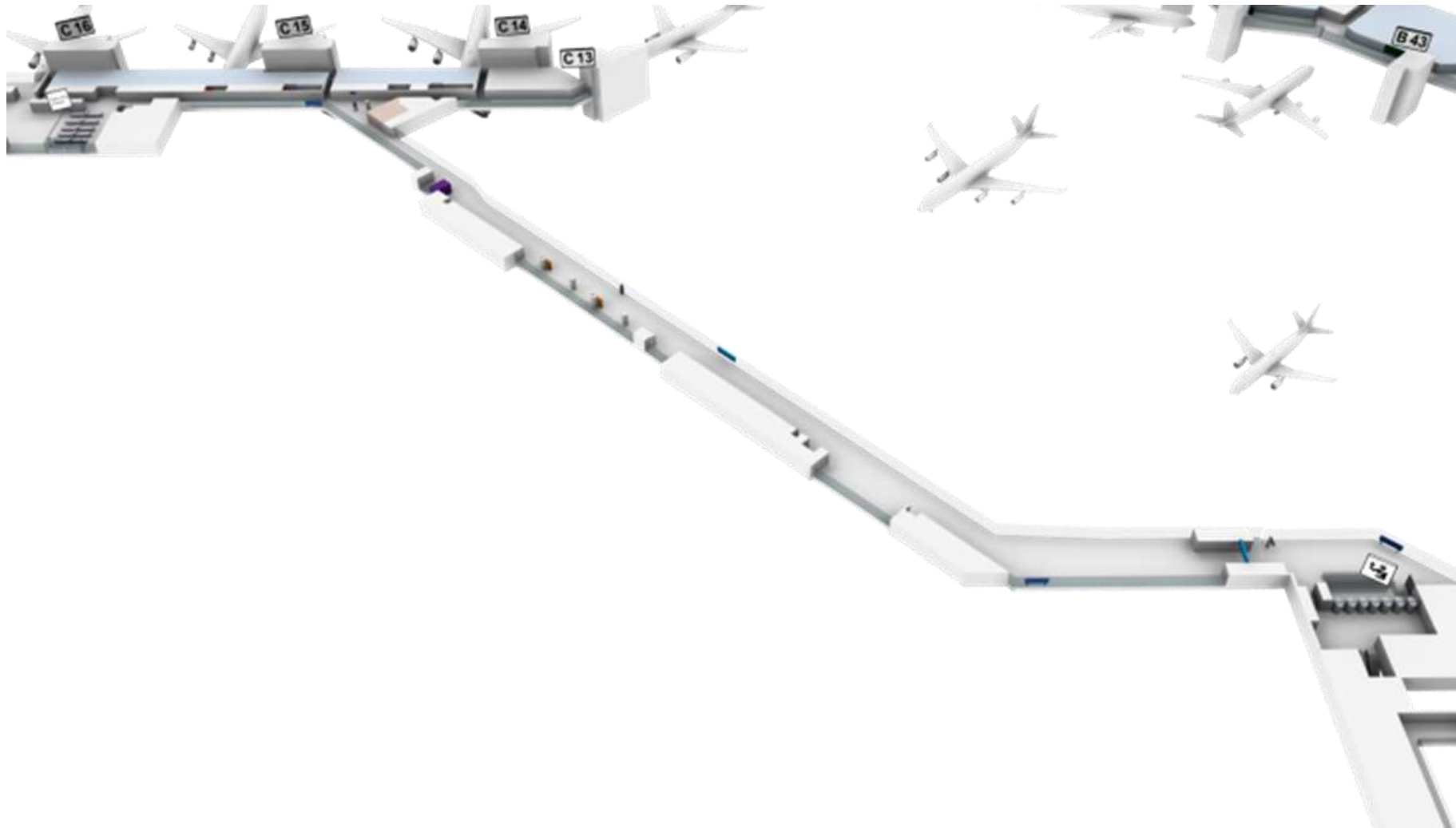
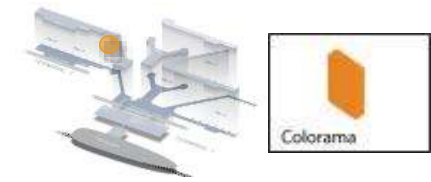
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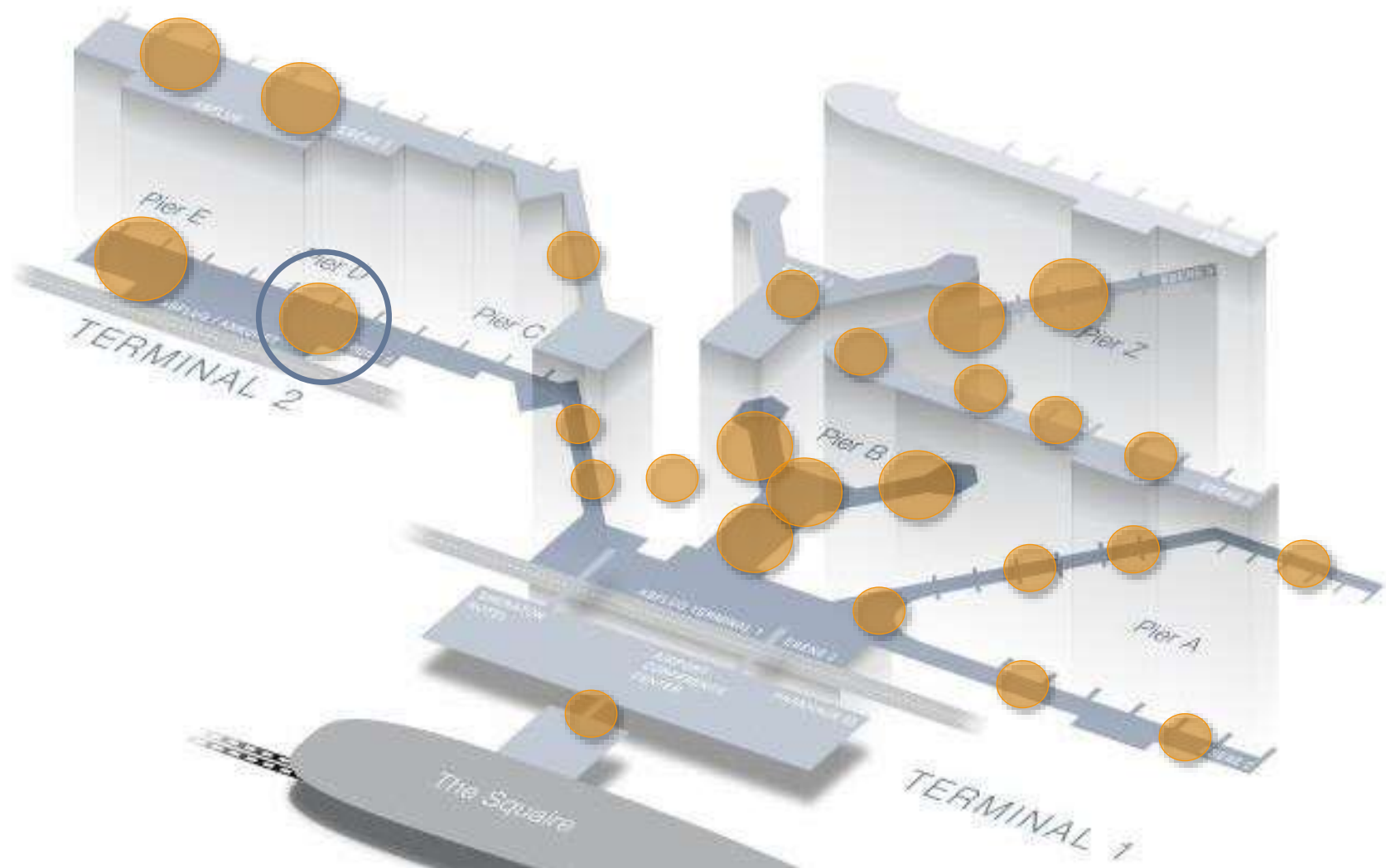
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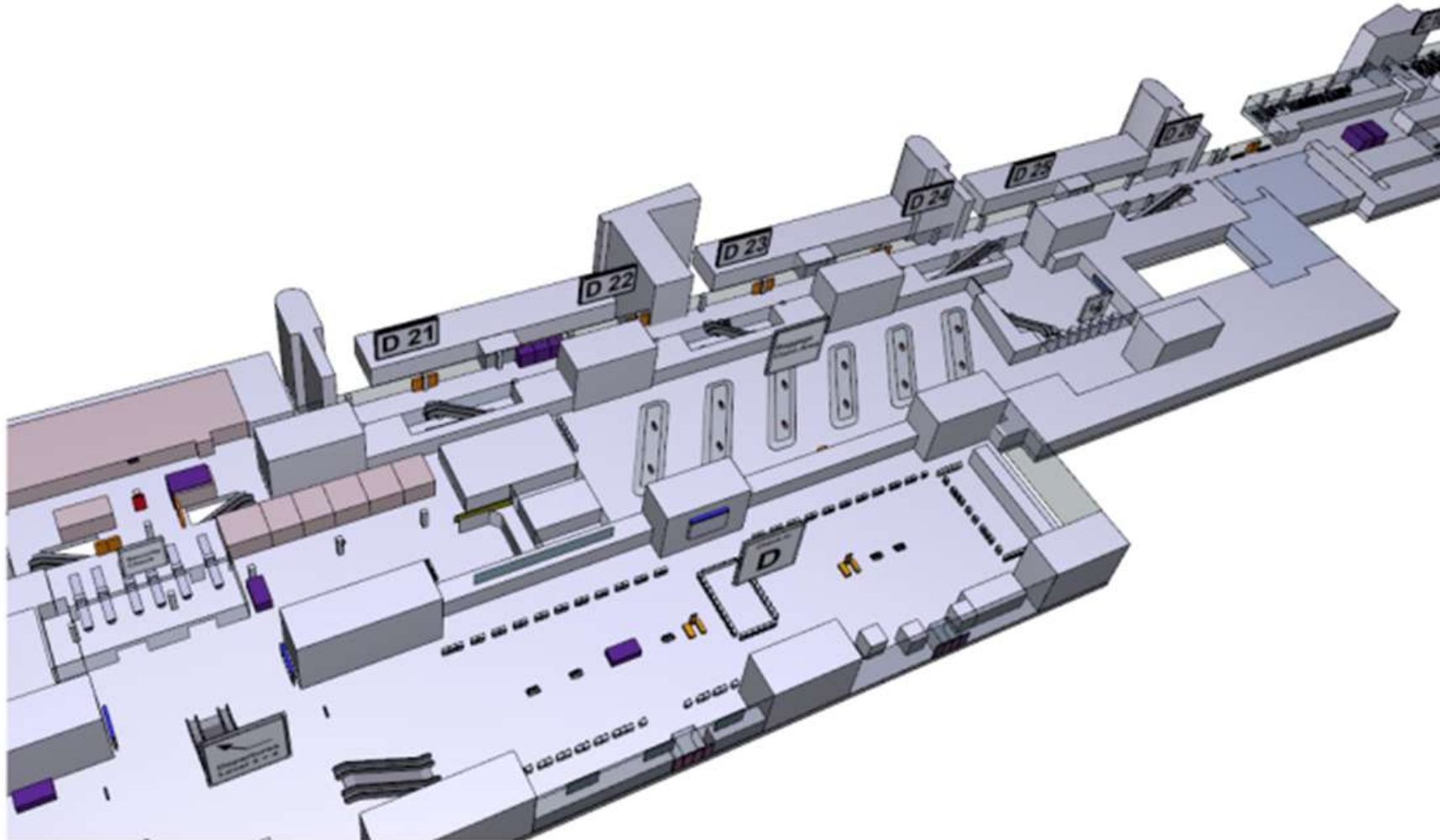
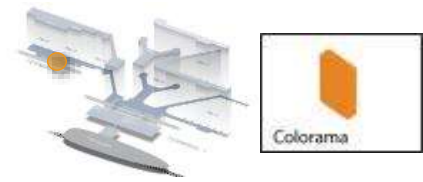
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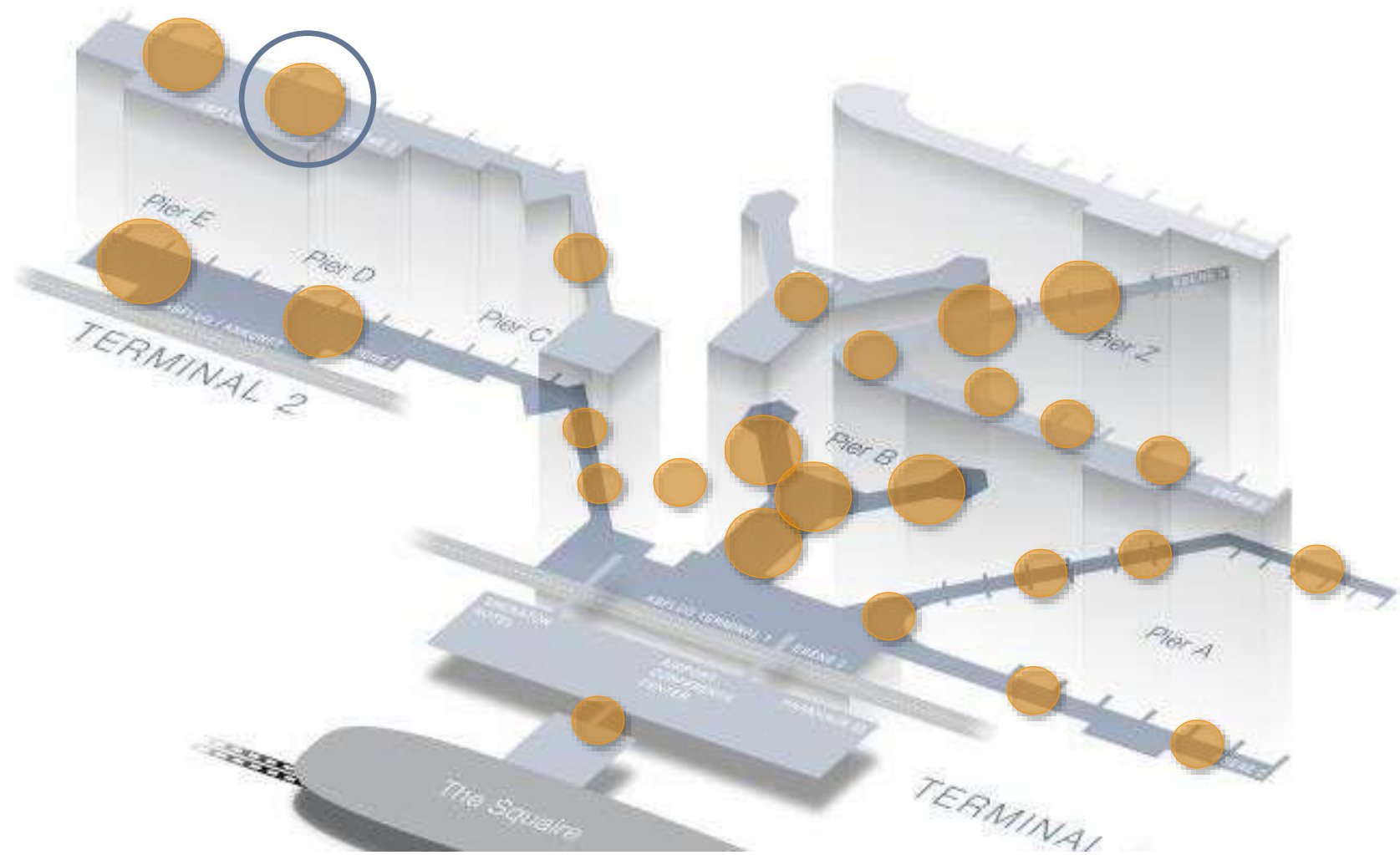
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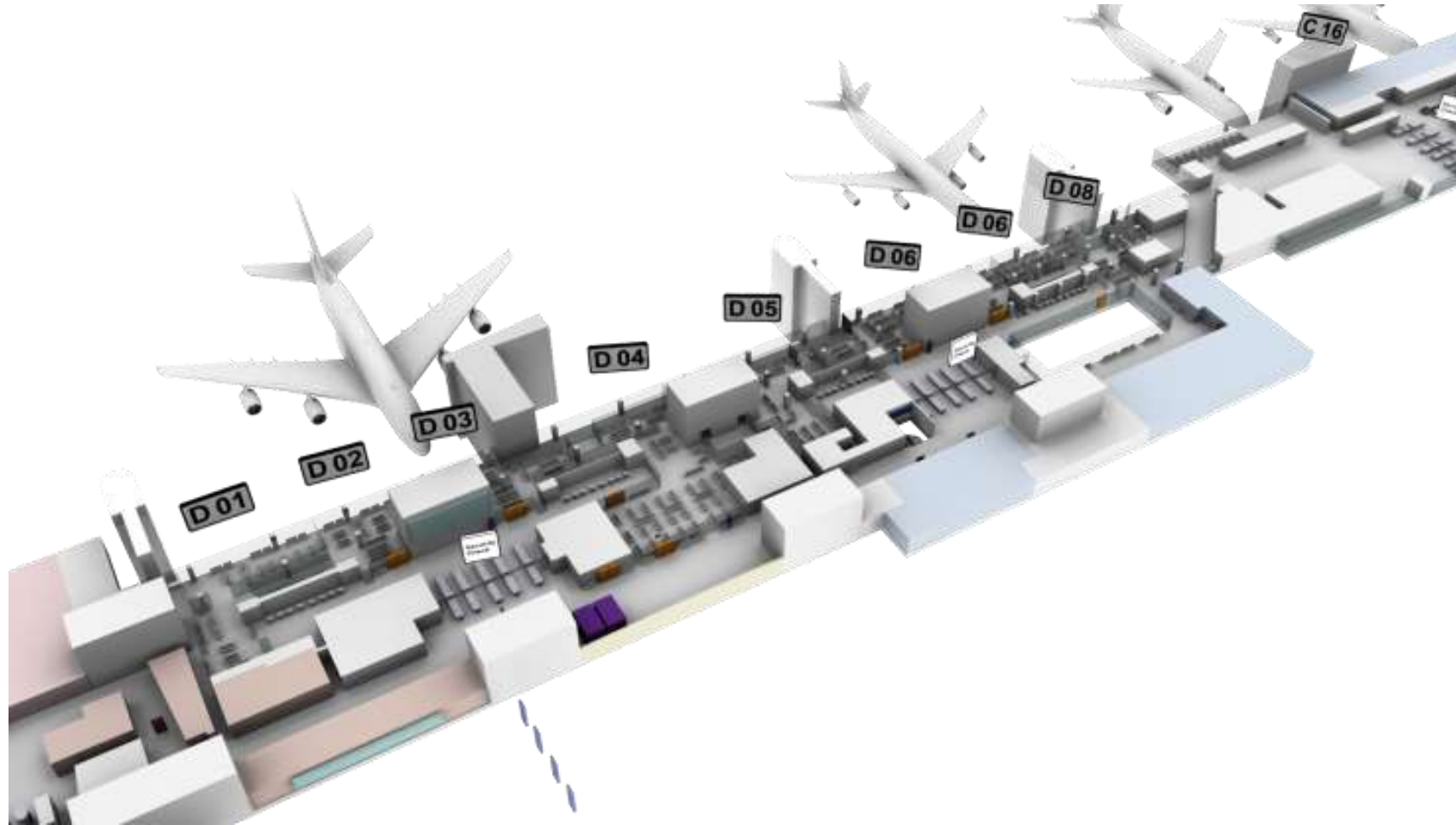
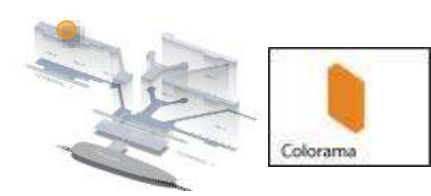
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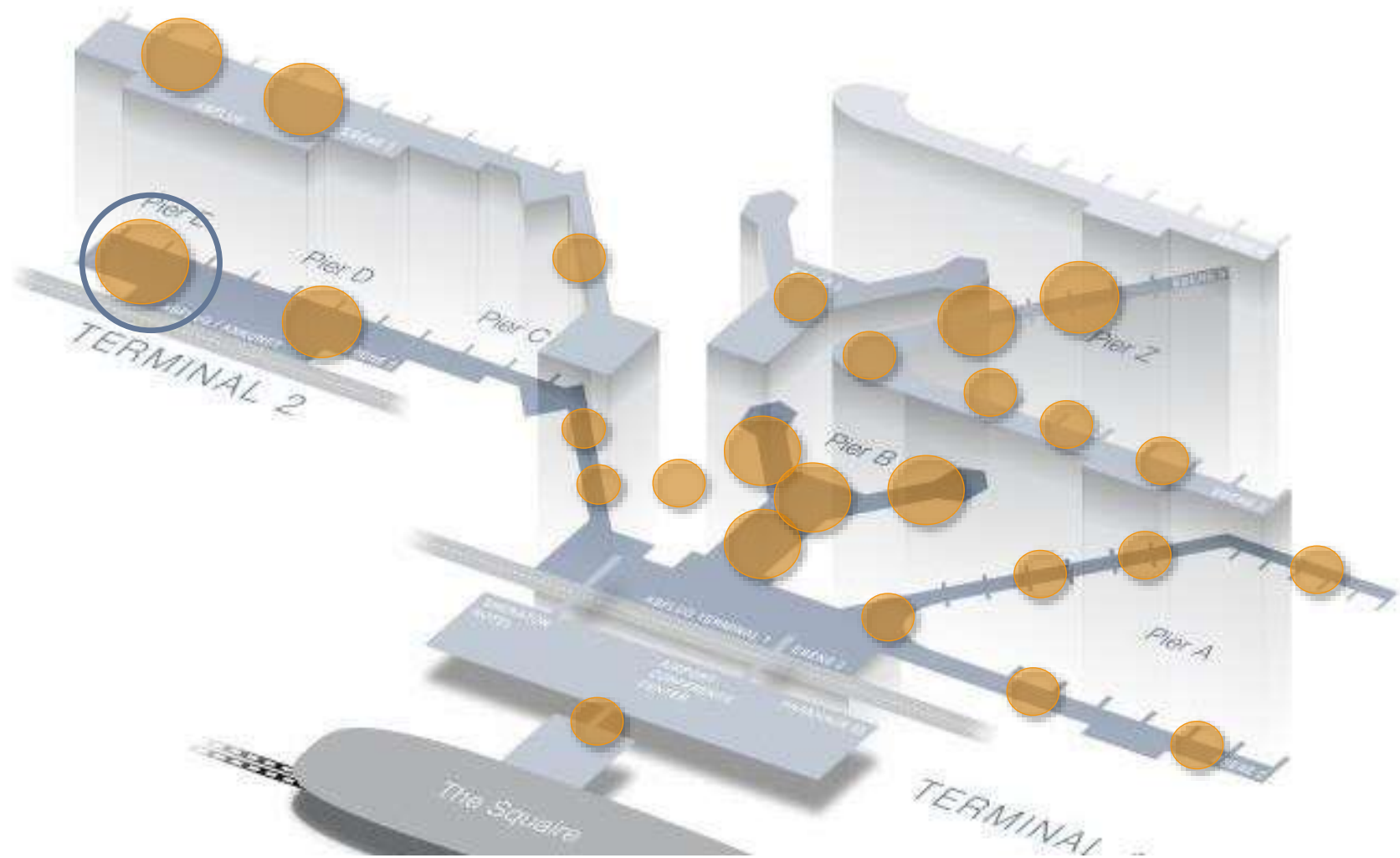
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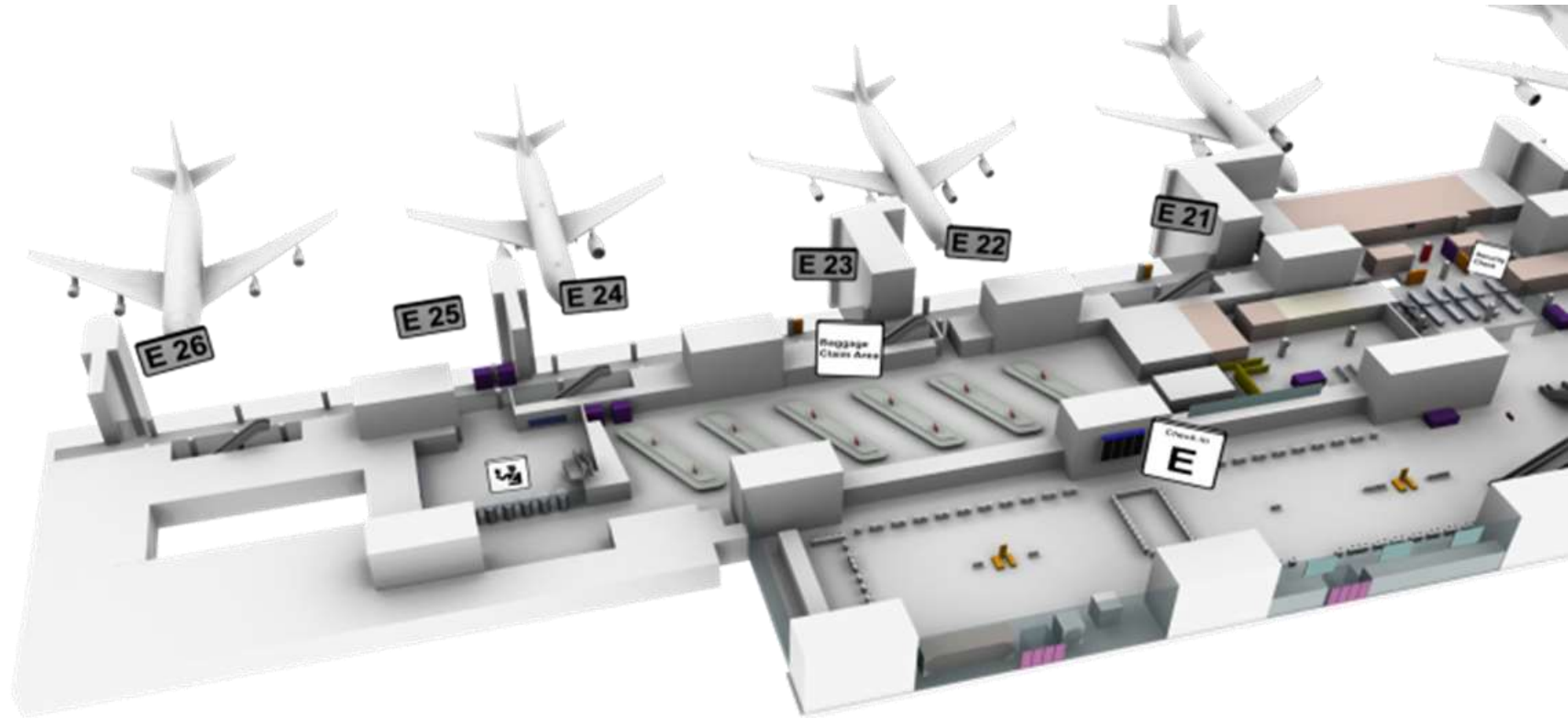
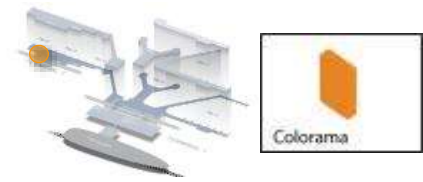
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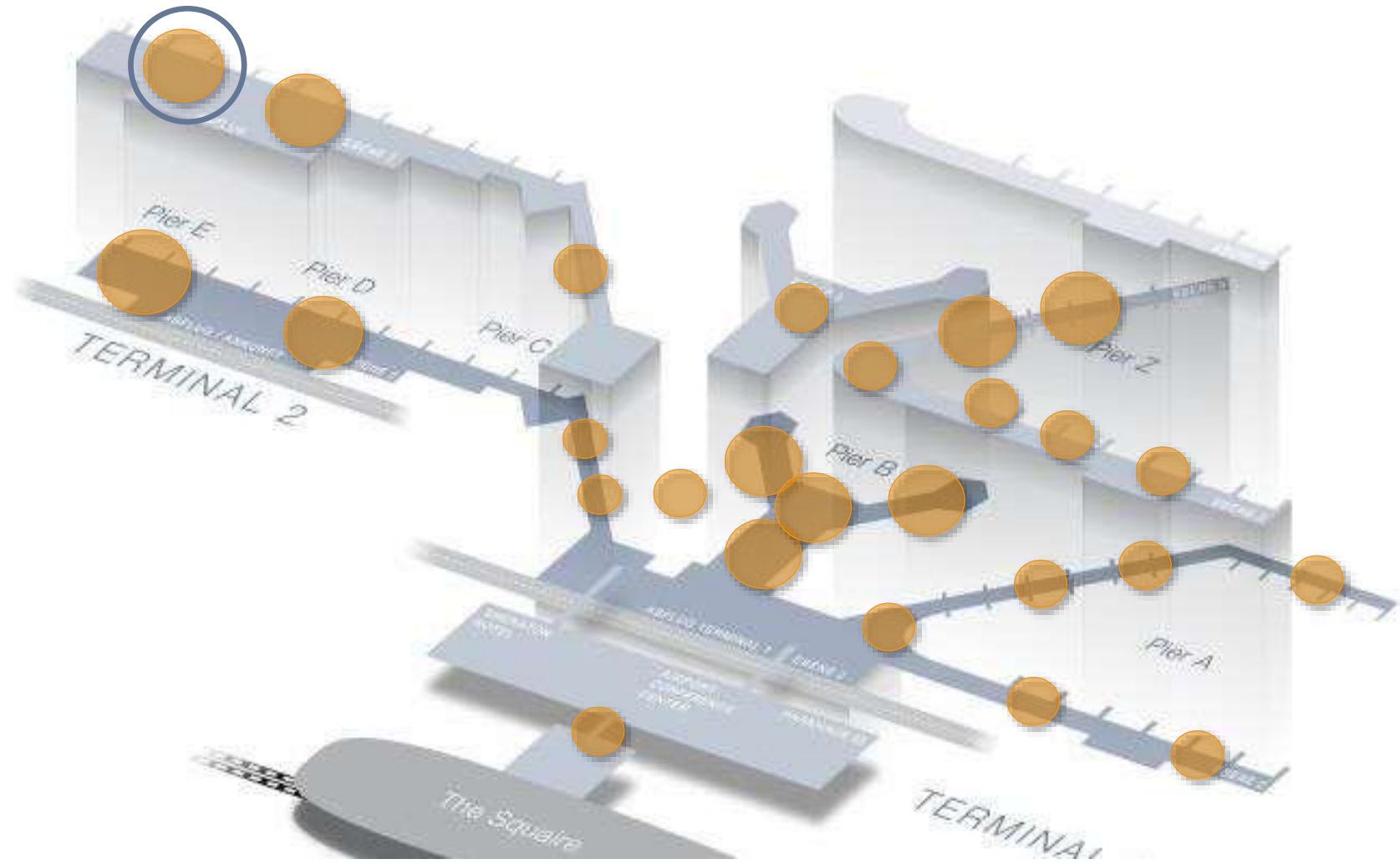
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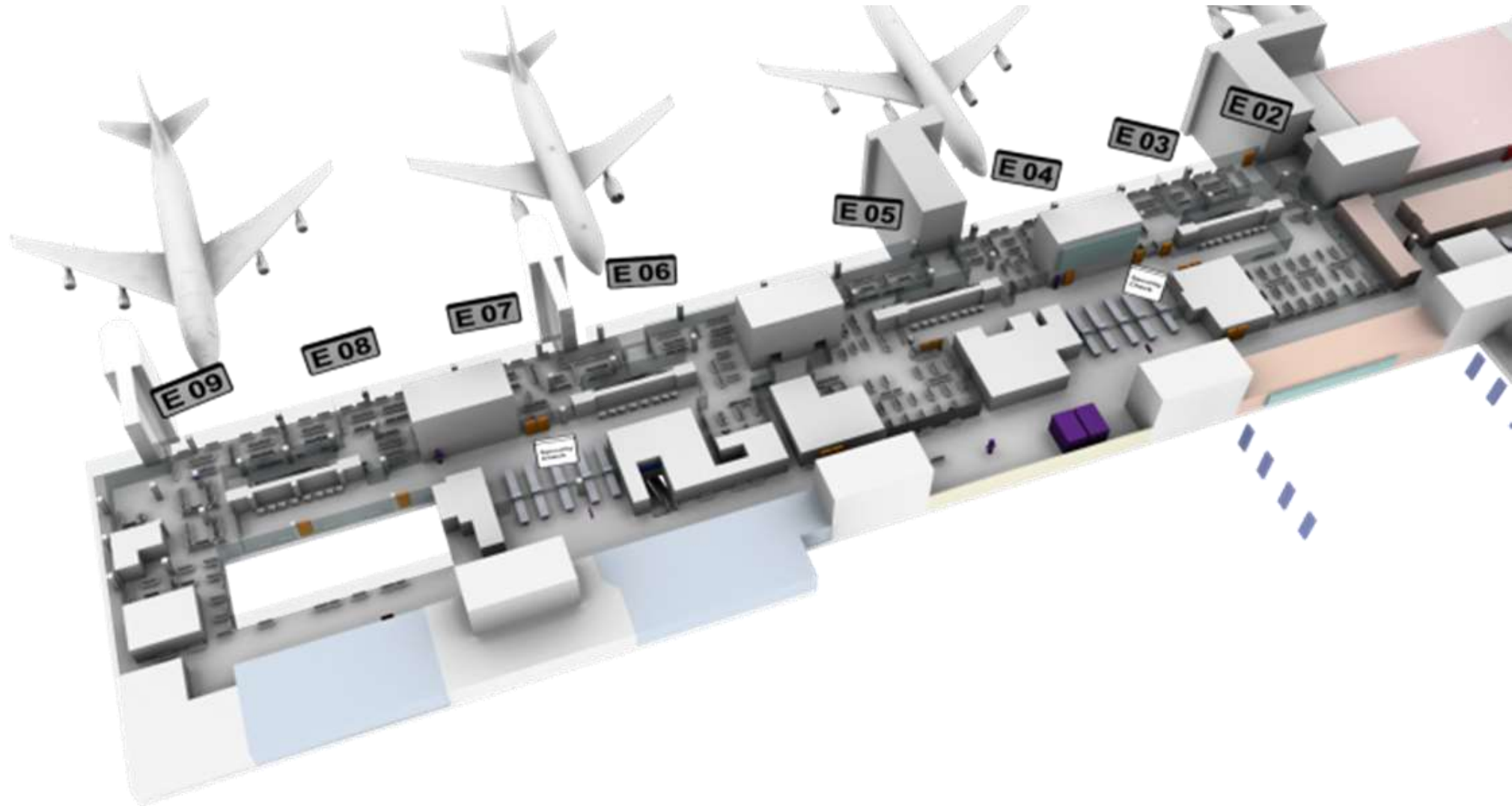
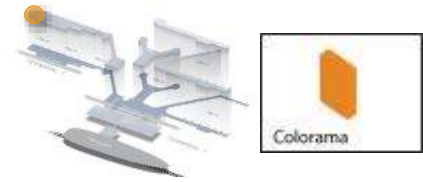
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COLORAMAS



COLORAMAS



DIGITAL AIRPORT NETWORK

NETWORKS – TERMINAL 1 & 2



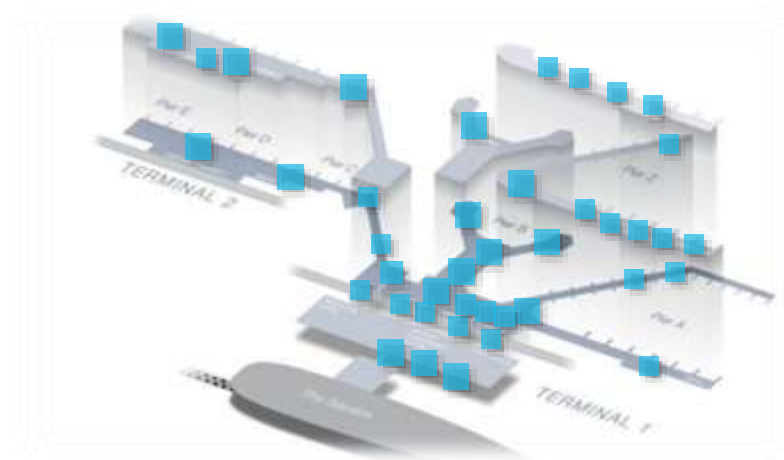
305 Screens

Maximum coverage

Visibility guarantee

No bigger maximum

- With the Digital Airport Network with more than 305 screens from 46 to 98 inches you can transmit into every corner of Frankfurt Airport.
- You will obtain maximum visibility for your brand, your product or your image advertising.
- Positioned at exciting and high-footfall hubs and market places, you will reach the whole potential target audience at Frankfurt Airport: arriving and departing passengers, meeters and greeters, and over 80,000 airport staff.



Resource number:	NW-400-060
Location:	Terminal 1 & 2
Quantity:	more than 300
Passenger type:	arrivals, departing and connecting passengers, meter & greeter
Runtime:	1 week (starting from Monday)
Price*:	€ 72,270
Other costs*:	€ 1,750 € andling fee
Size:	Format 1: 46/55-inch-flat screens, 16:9 Format 2: 70-inch-flat screens, Full HD Format 3: 75-inch-flat screens, 4K resolution Format 4: 85-inch-flat screens, 4K resolution Format 5: 98-inch-flat screens, Full HD Format 6: 352 x 240 cm (Landscape)

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



98" Screen



85" Screen



75" Screen



70" Screen



LED Motion Drive

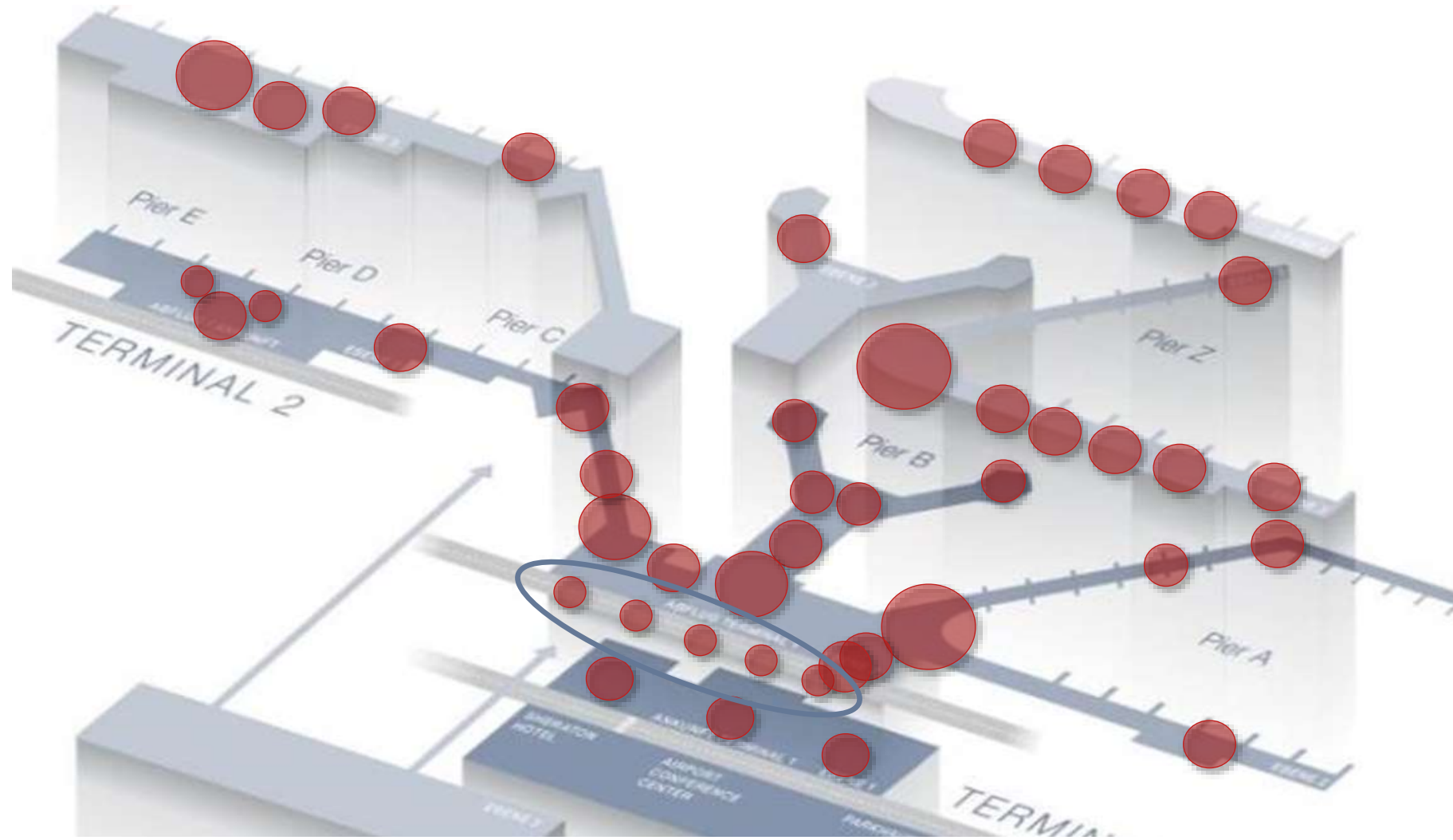


55" Screen

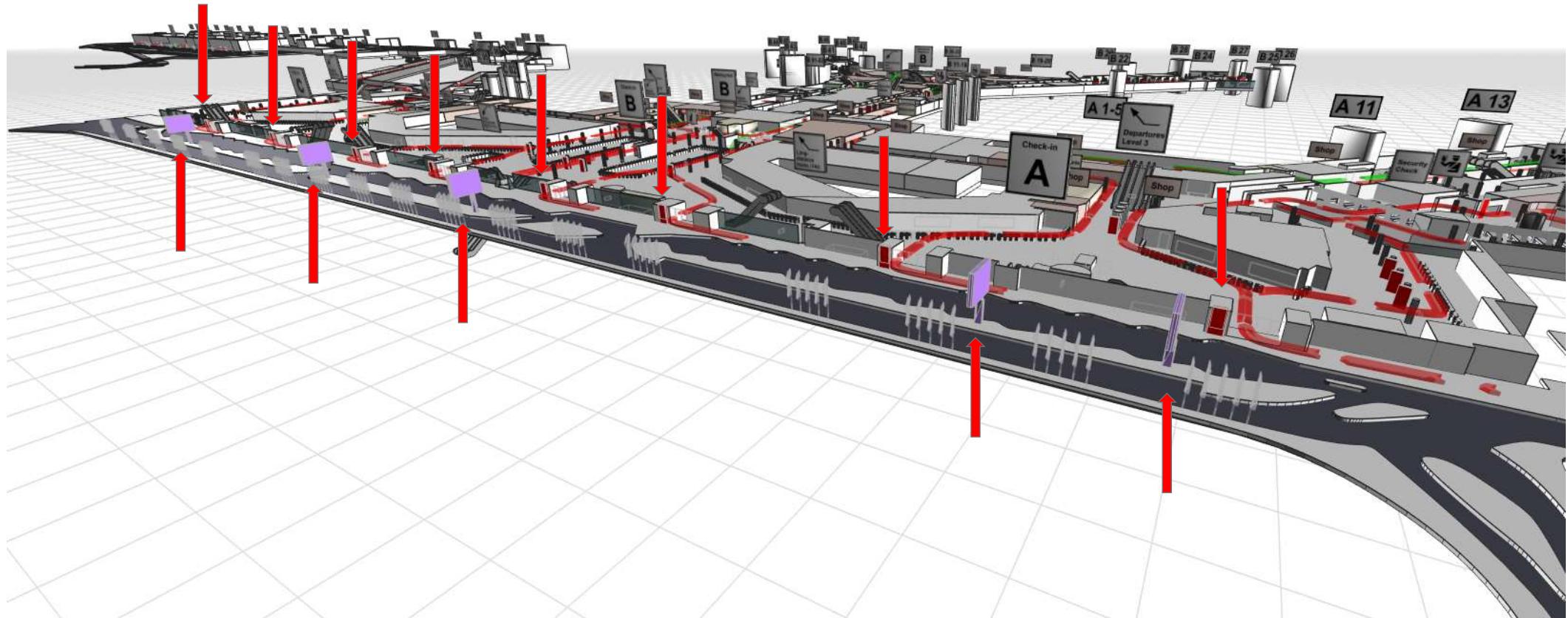


46" Screen

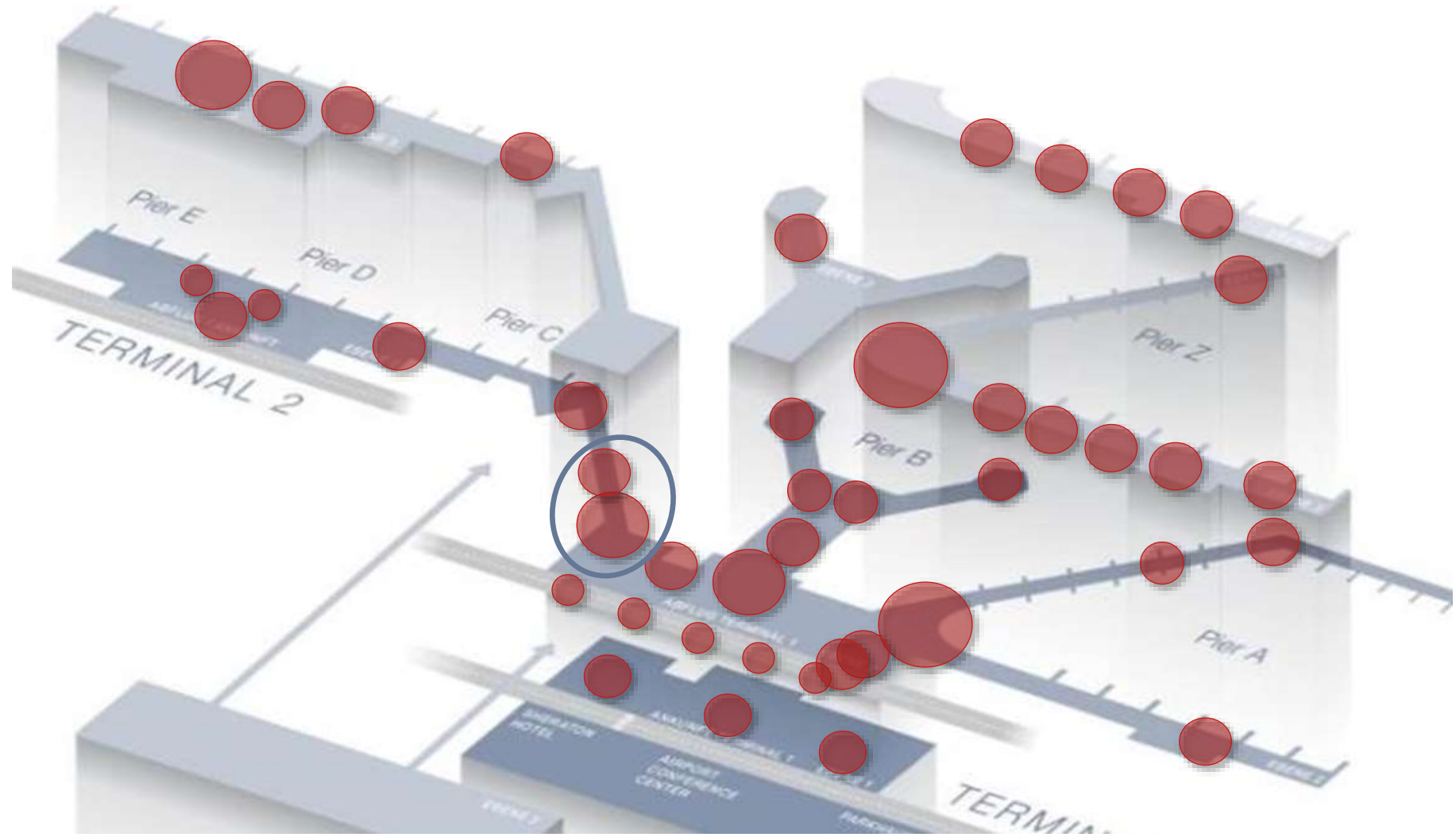
DIGITAL AIRPORT NETWORK



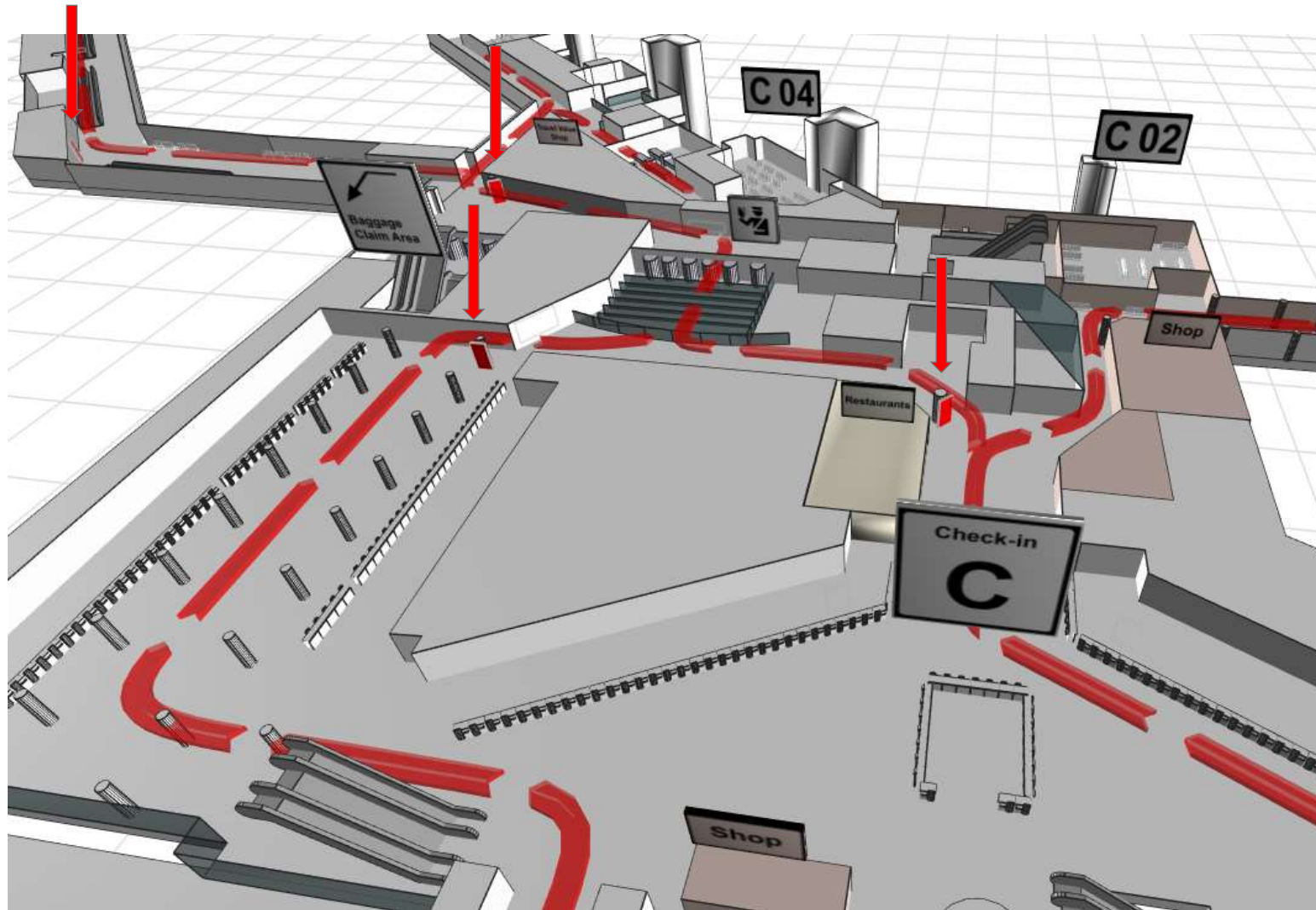
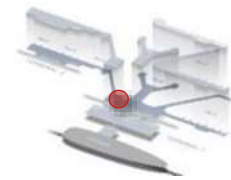
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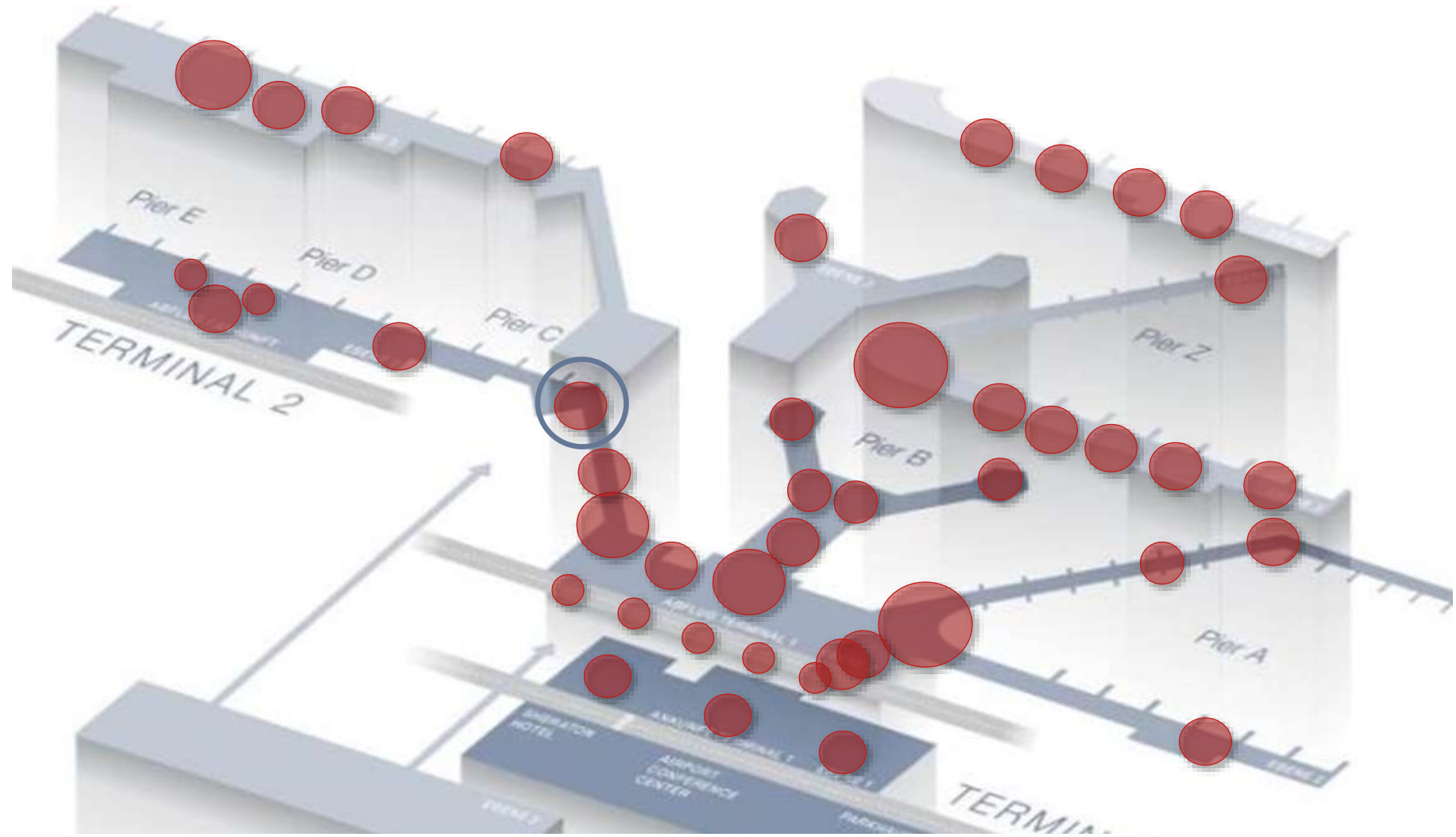
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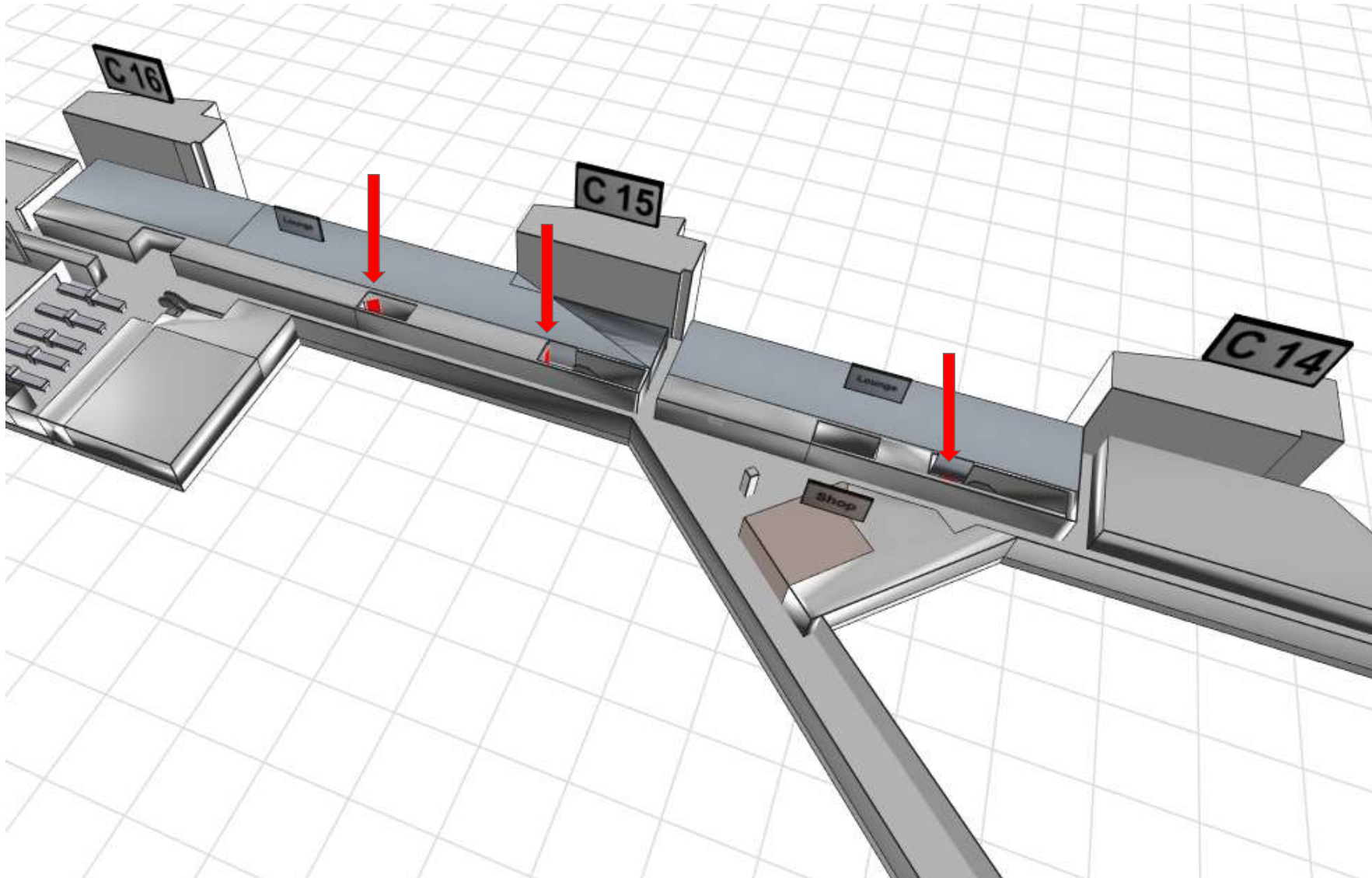
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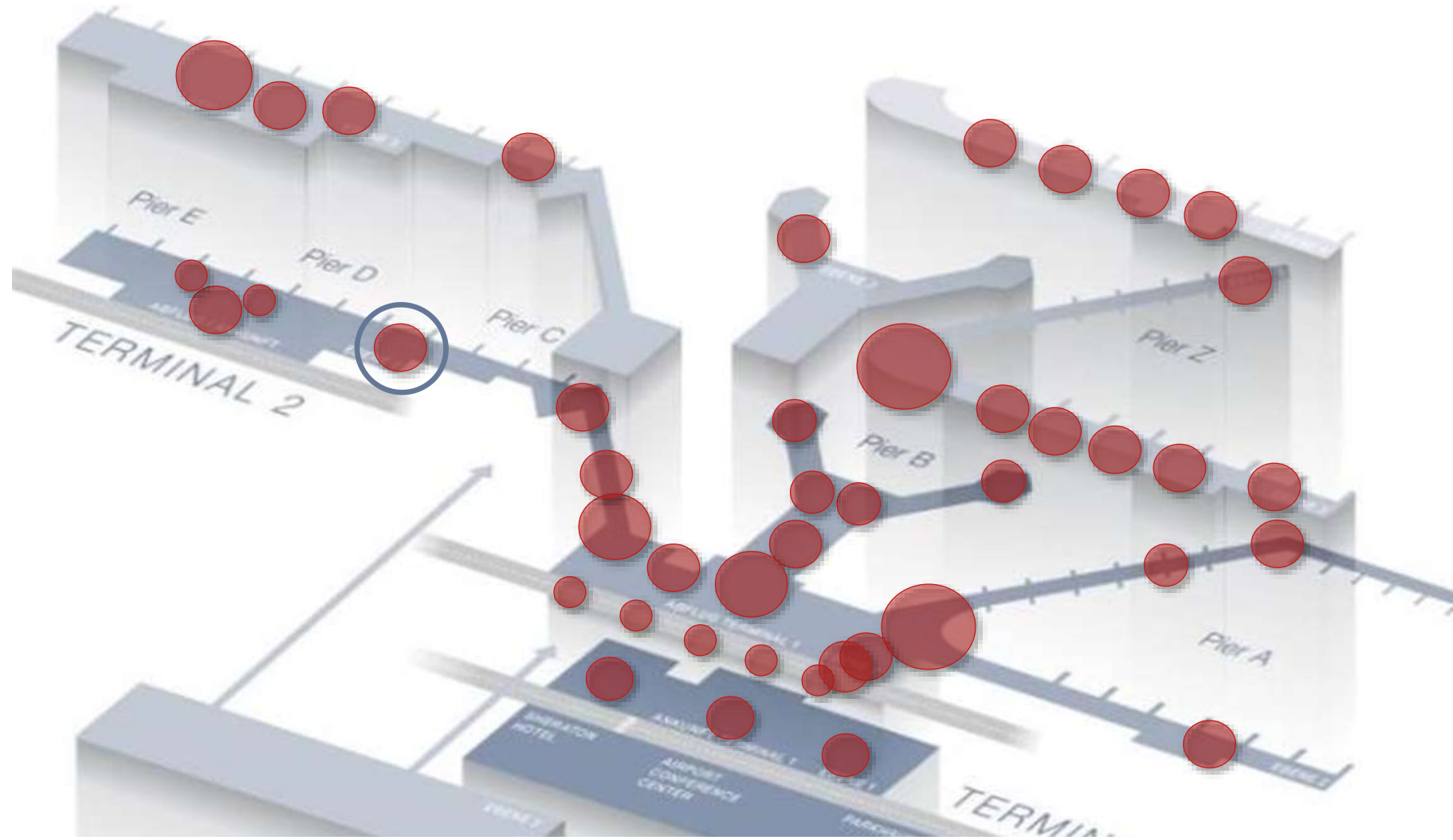
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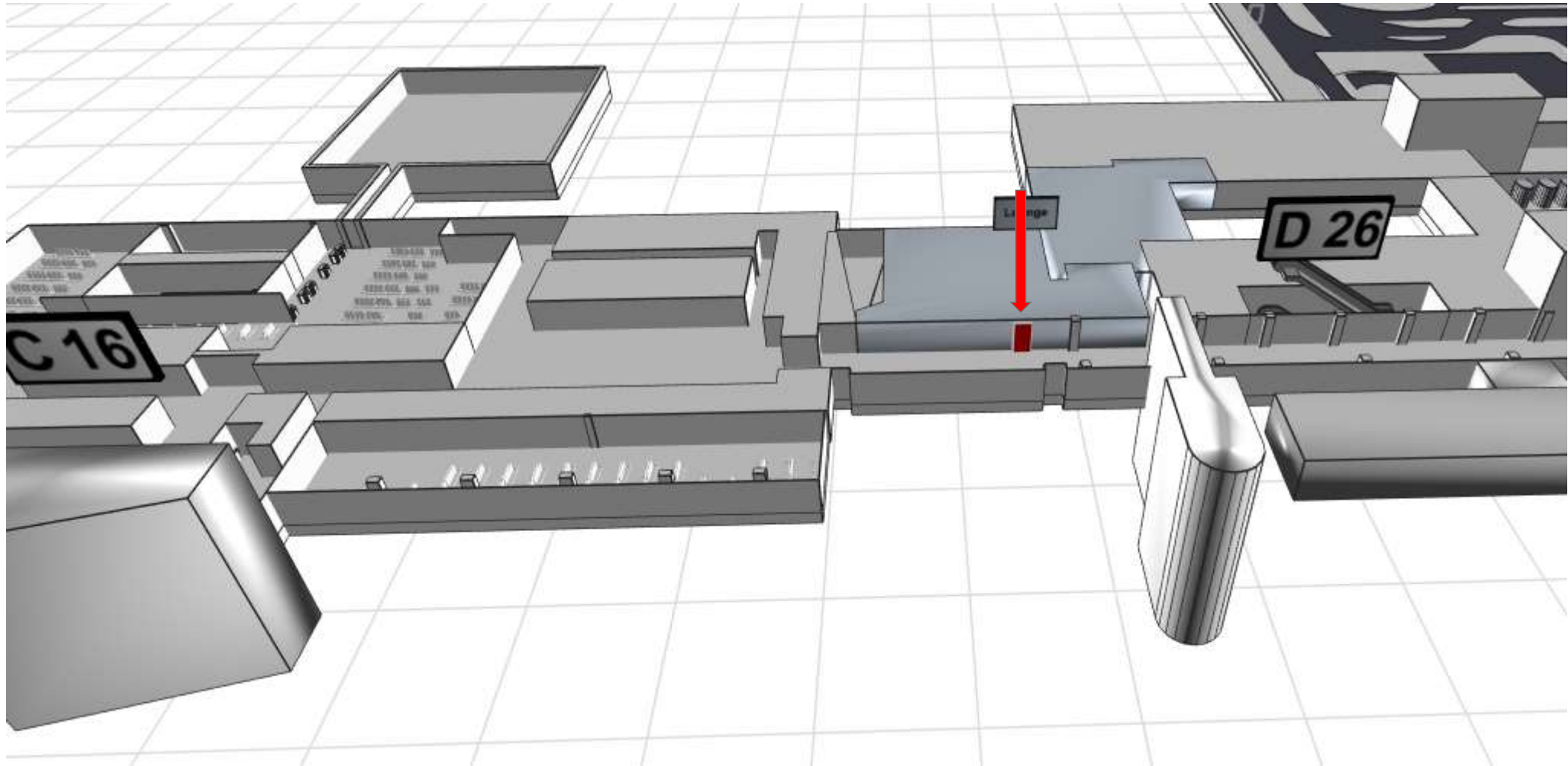
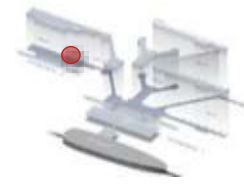
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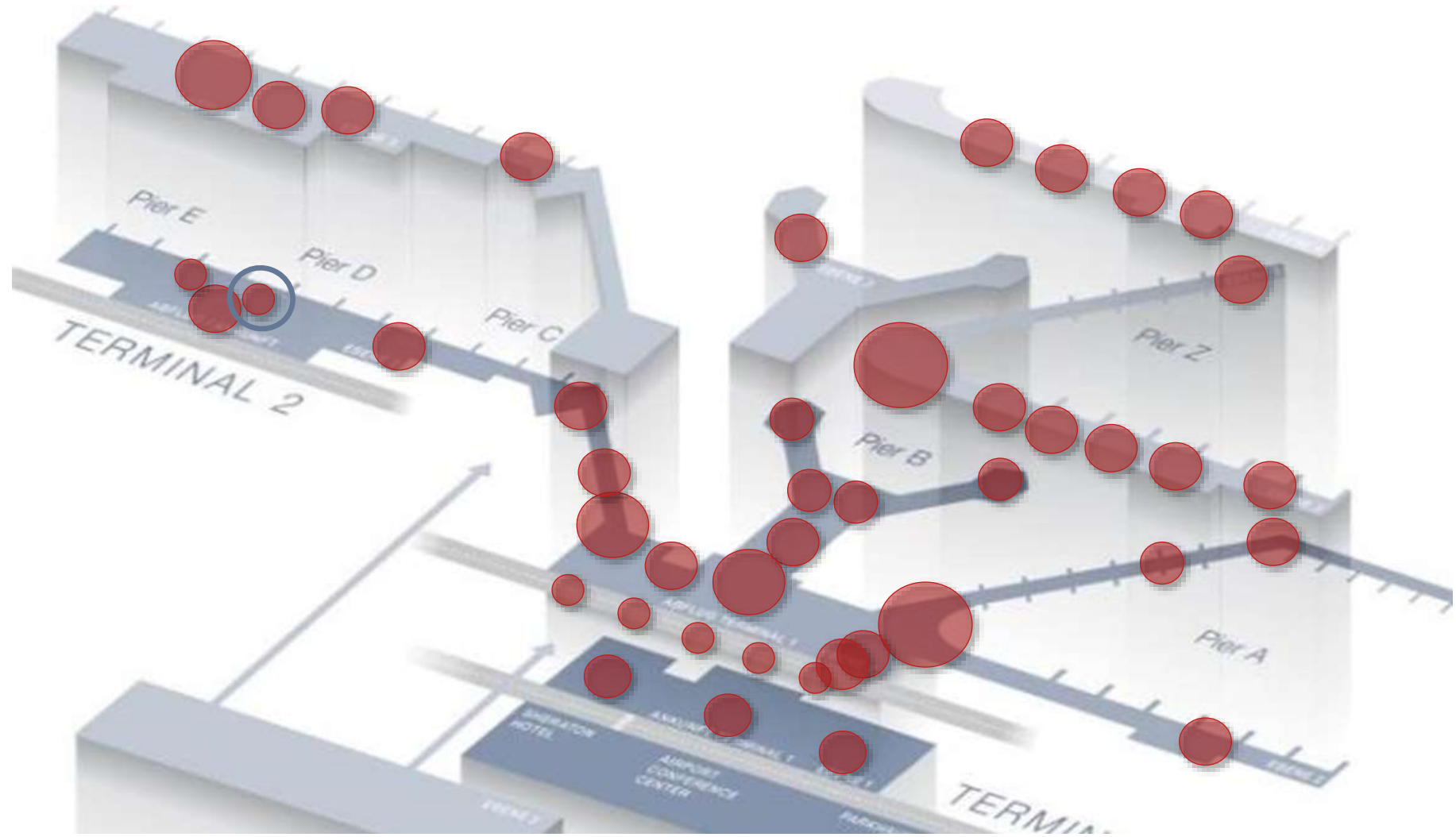
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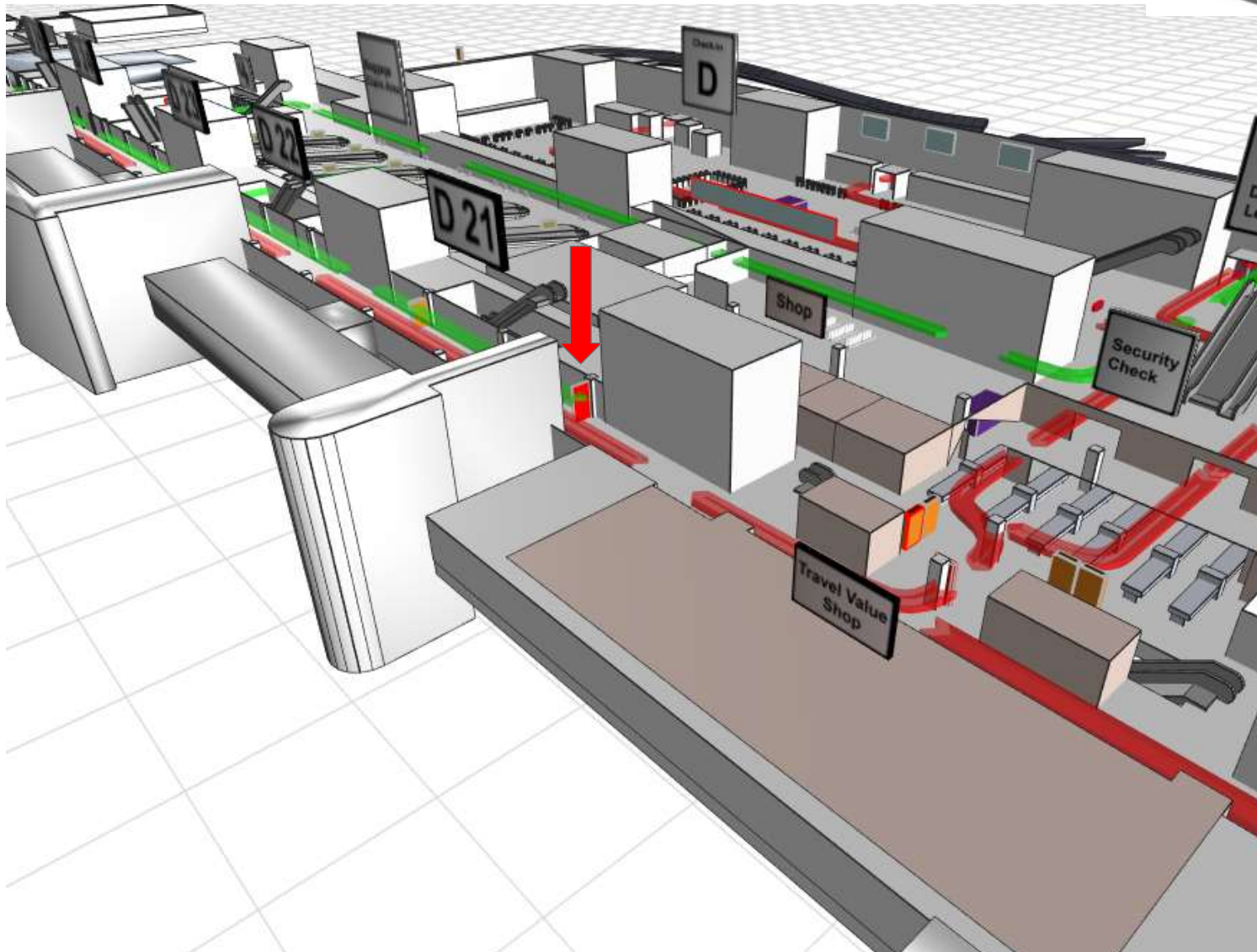
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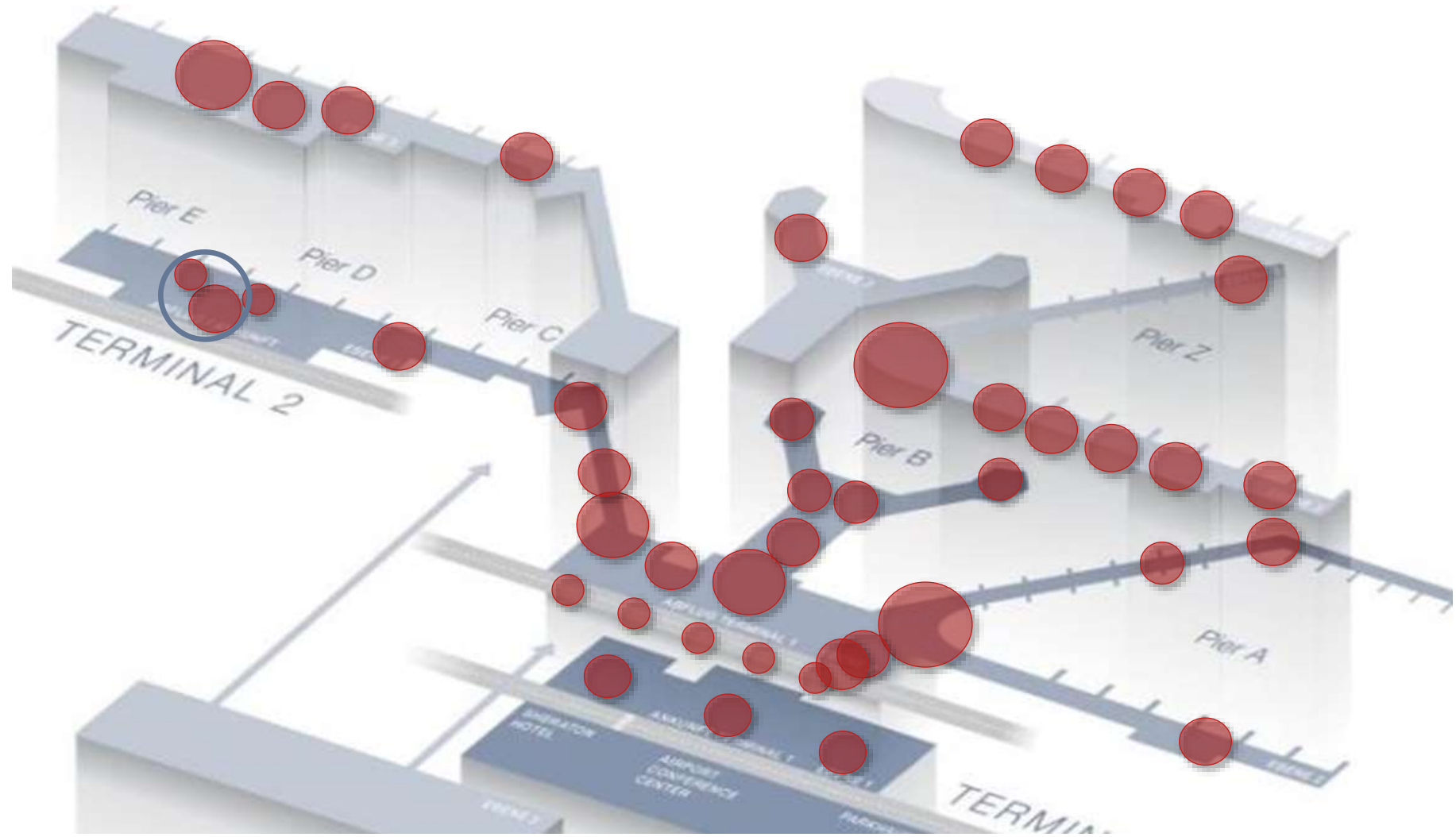
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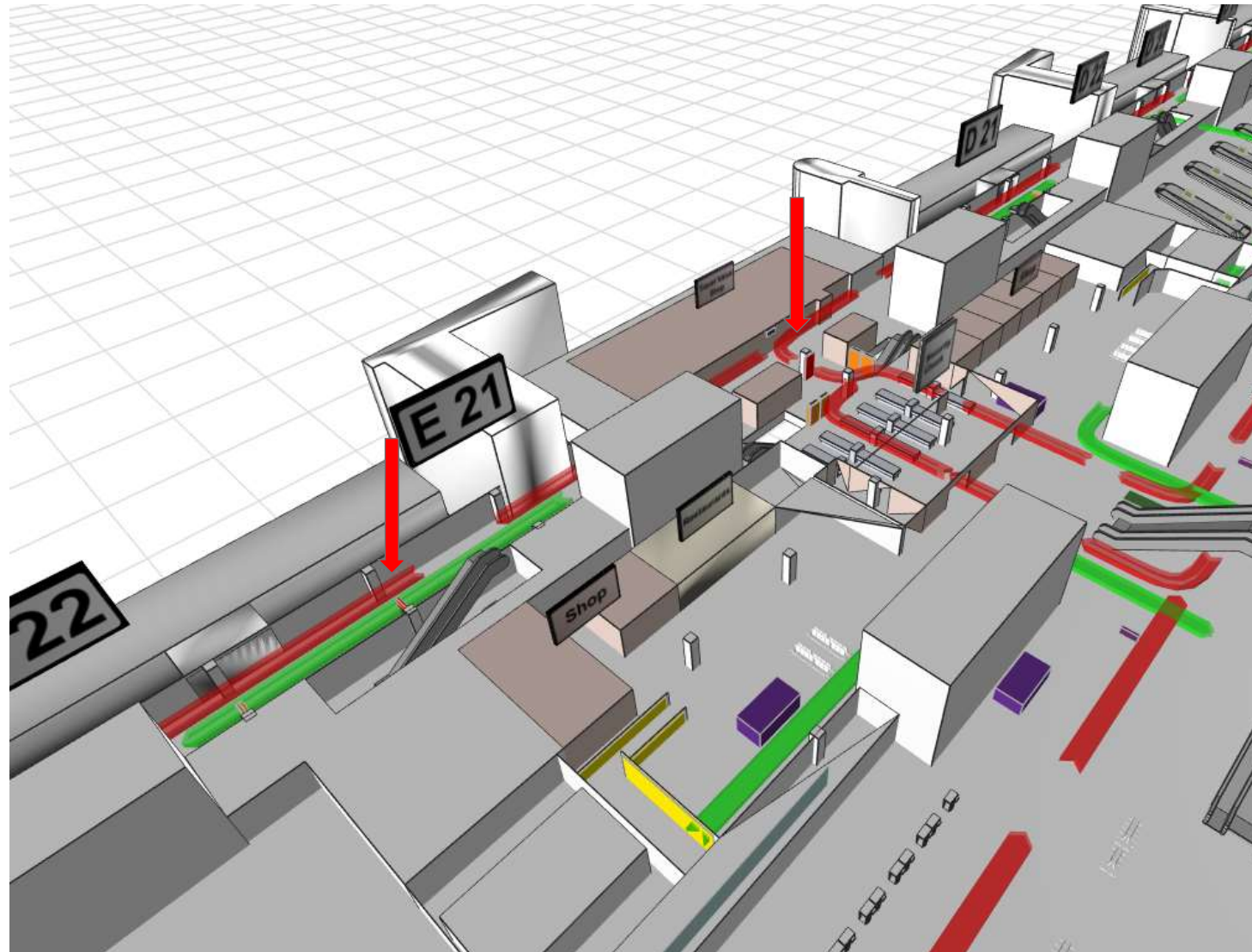
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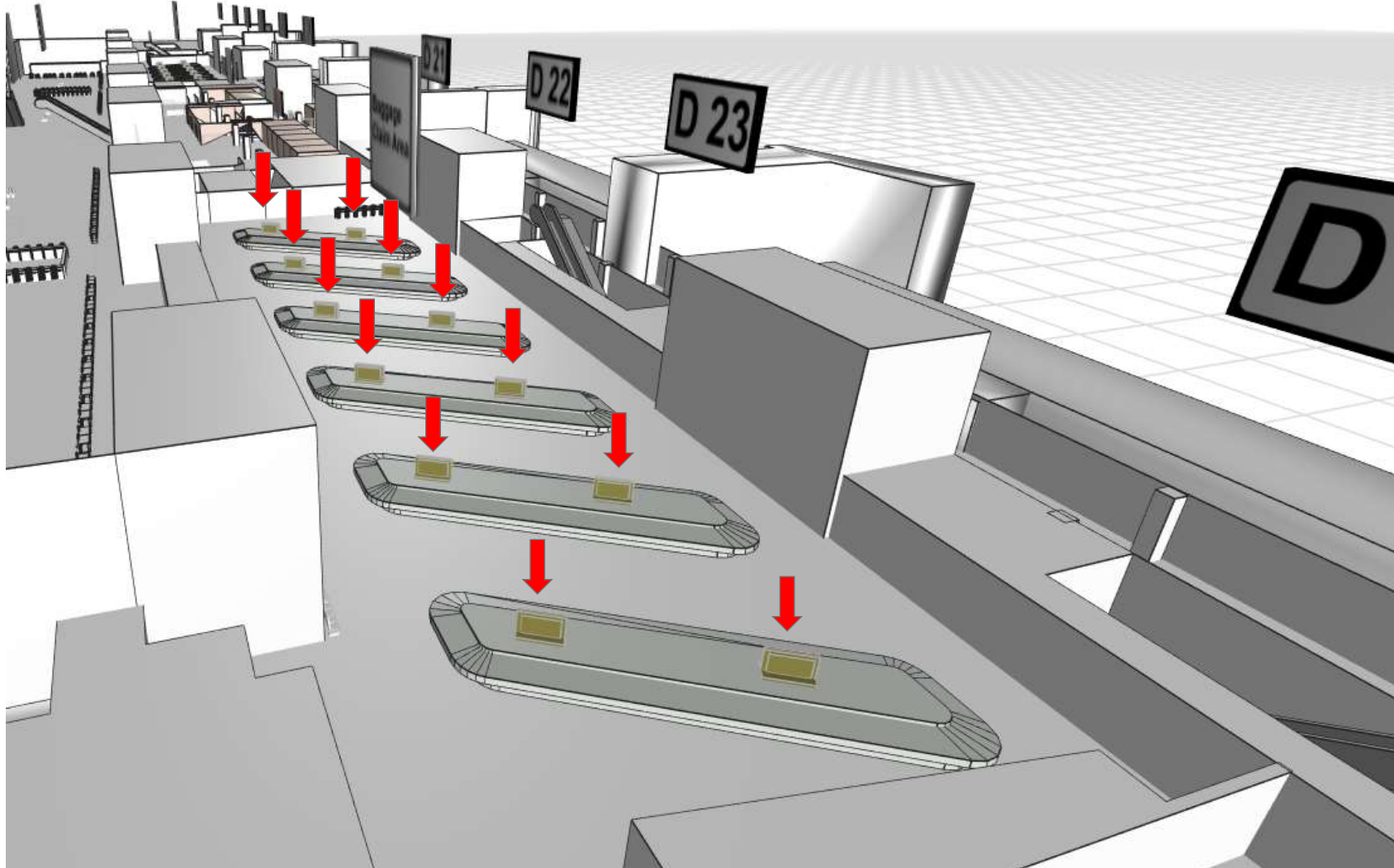
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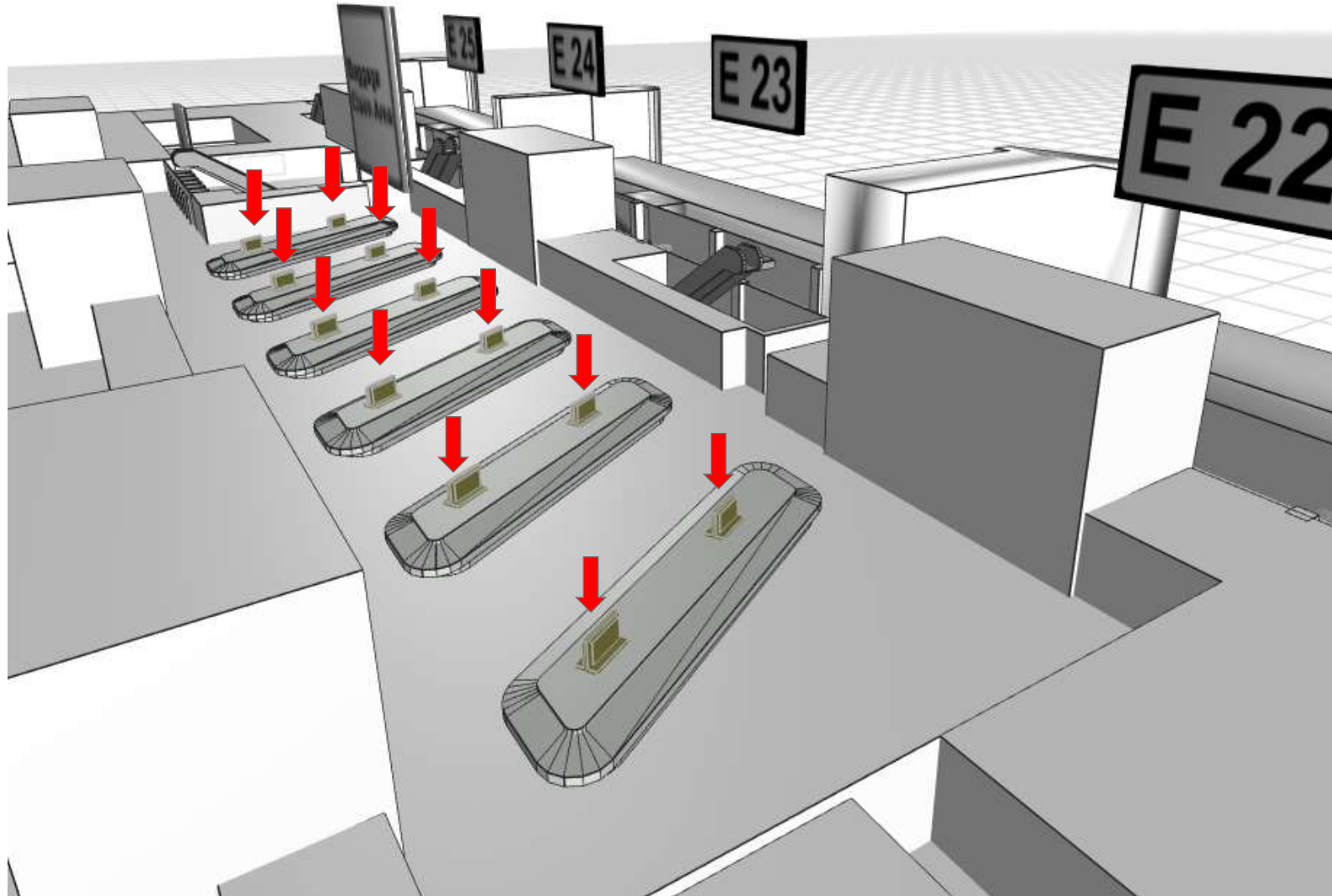
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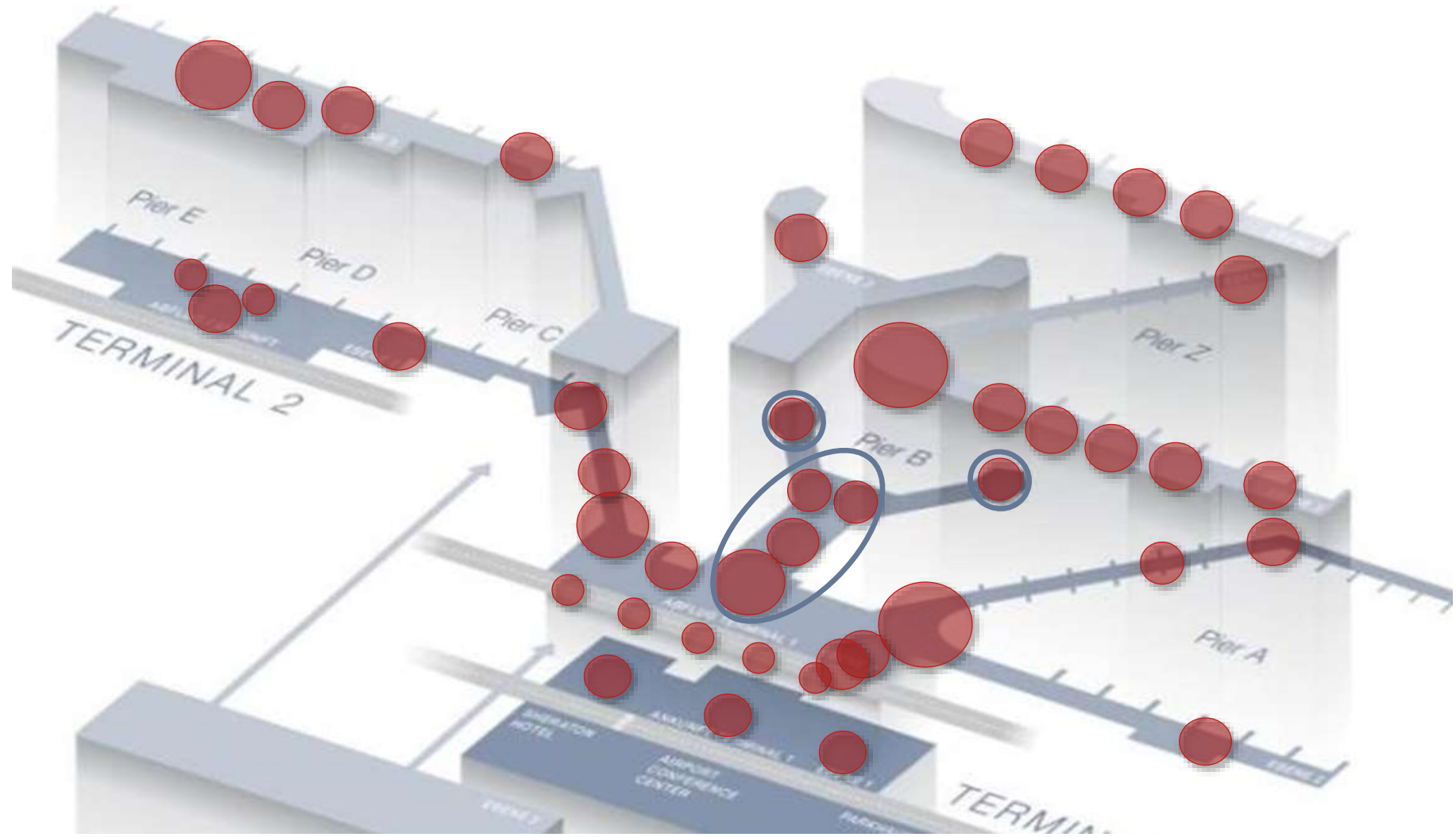
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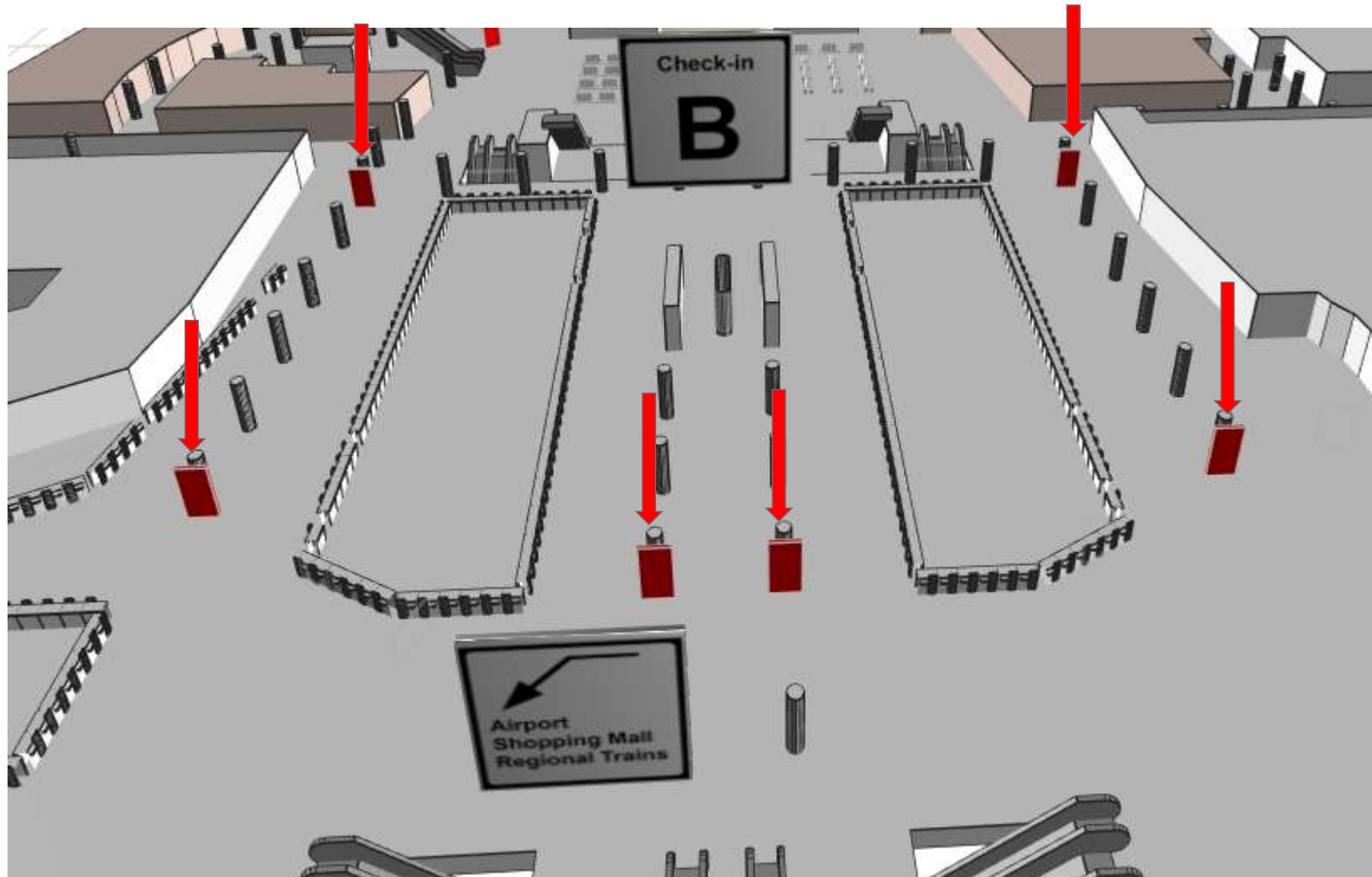
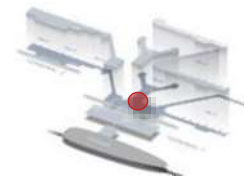
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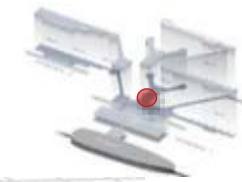
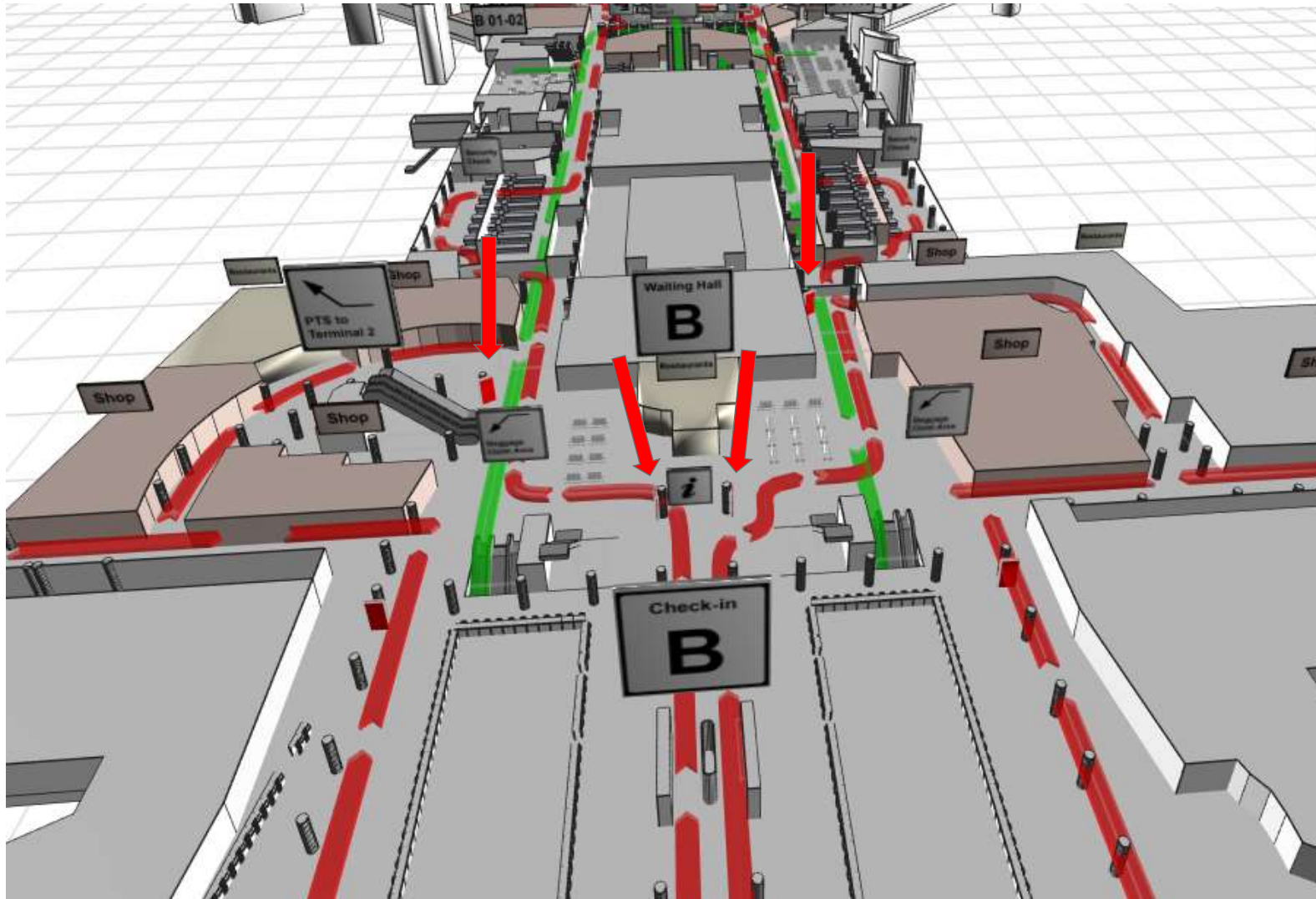
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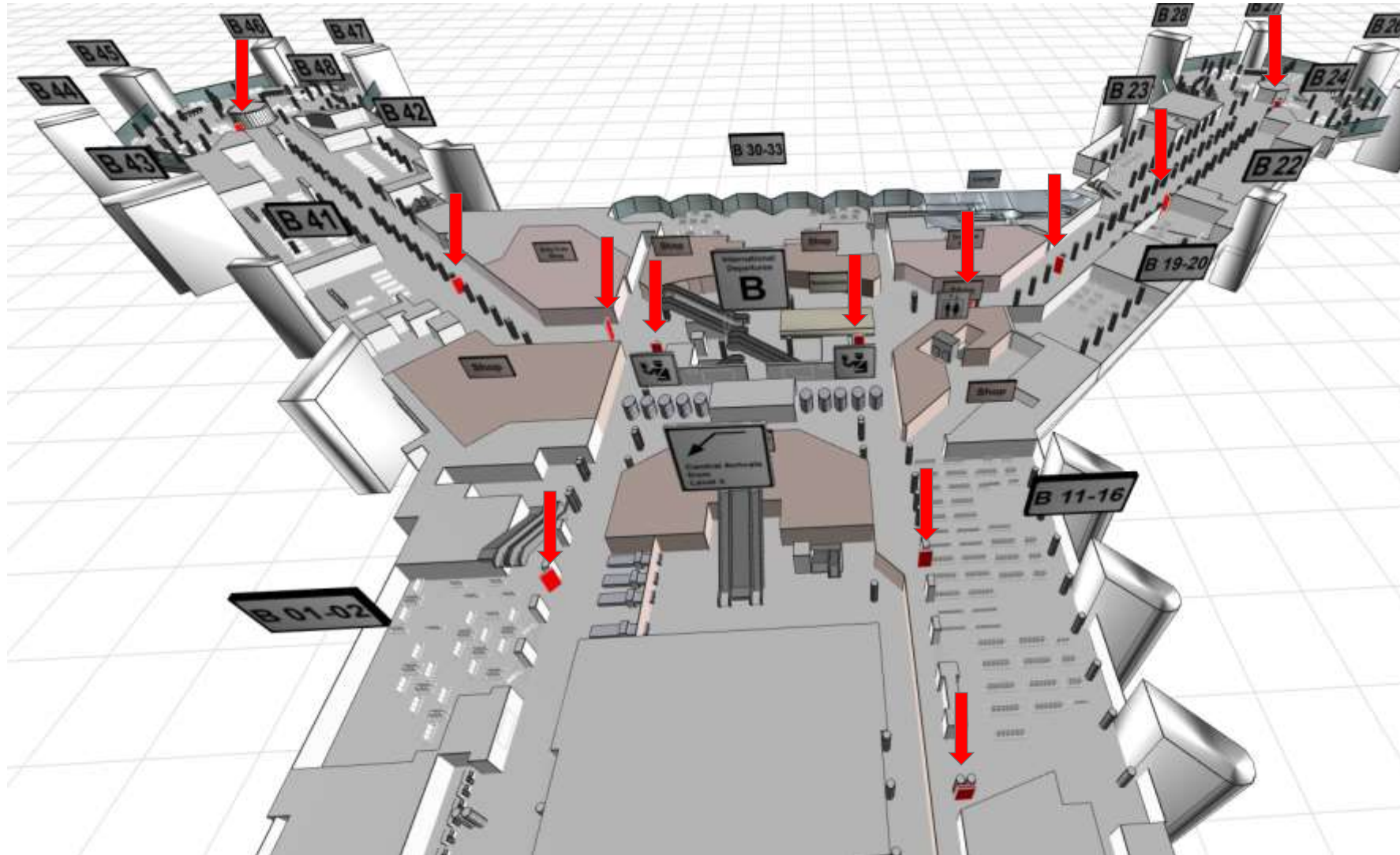
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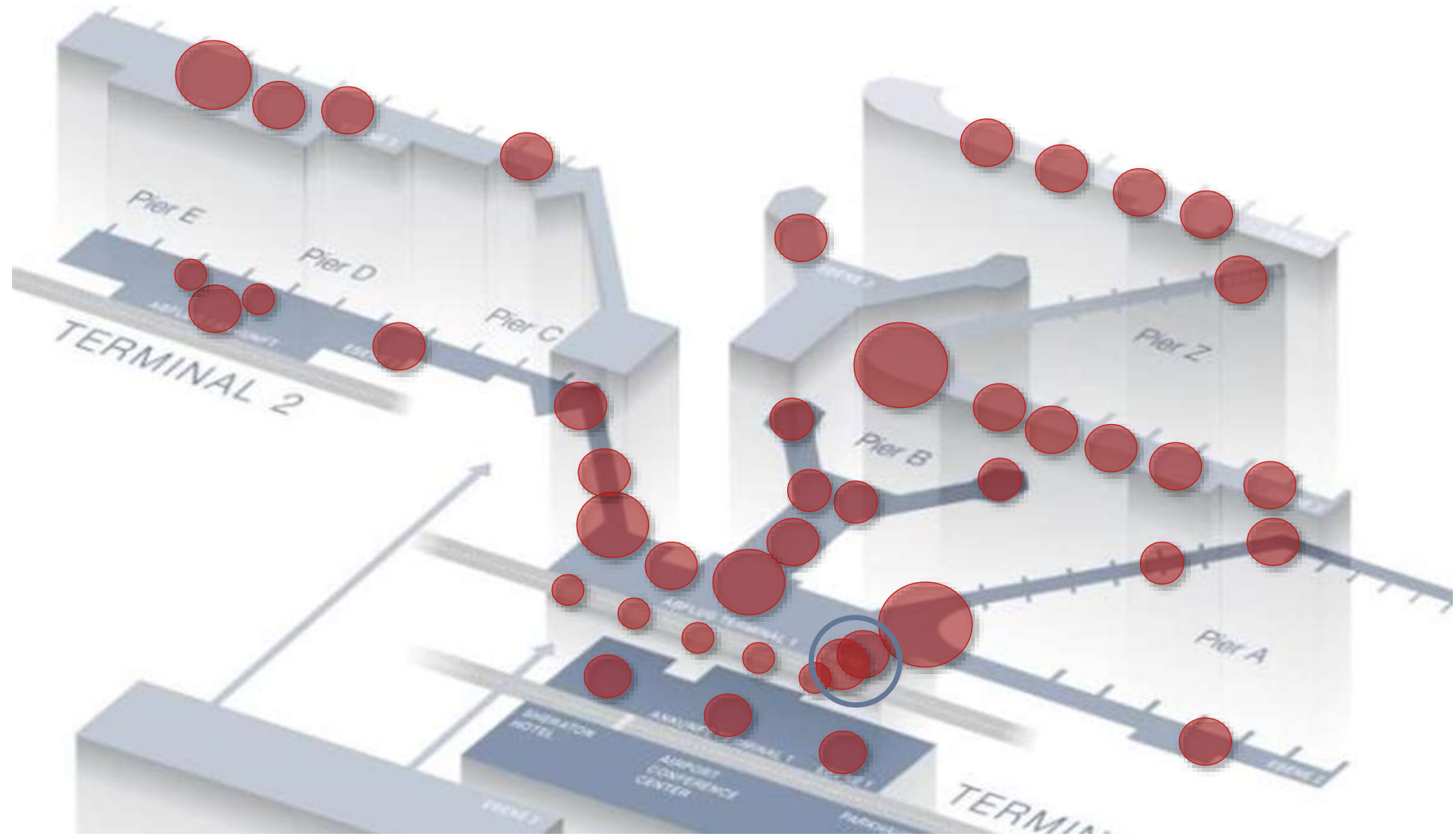
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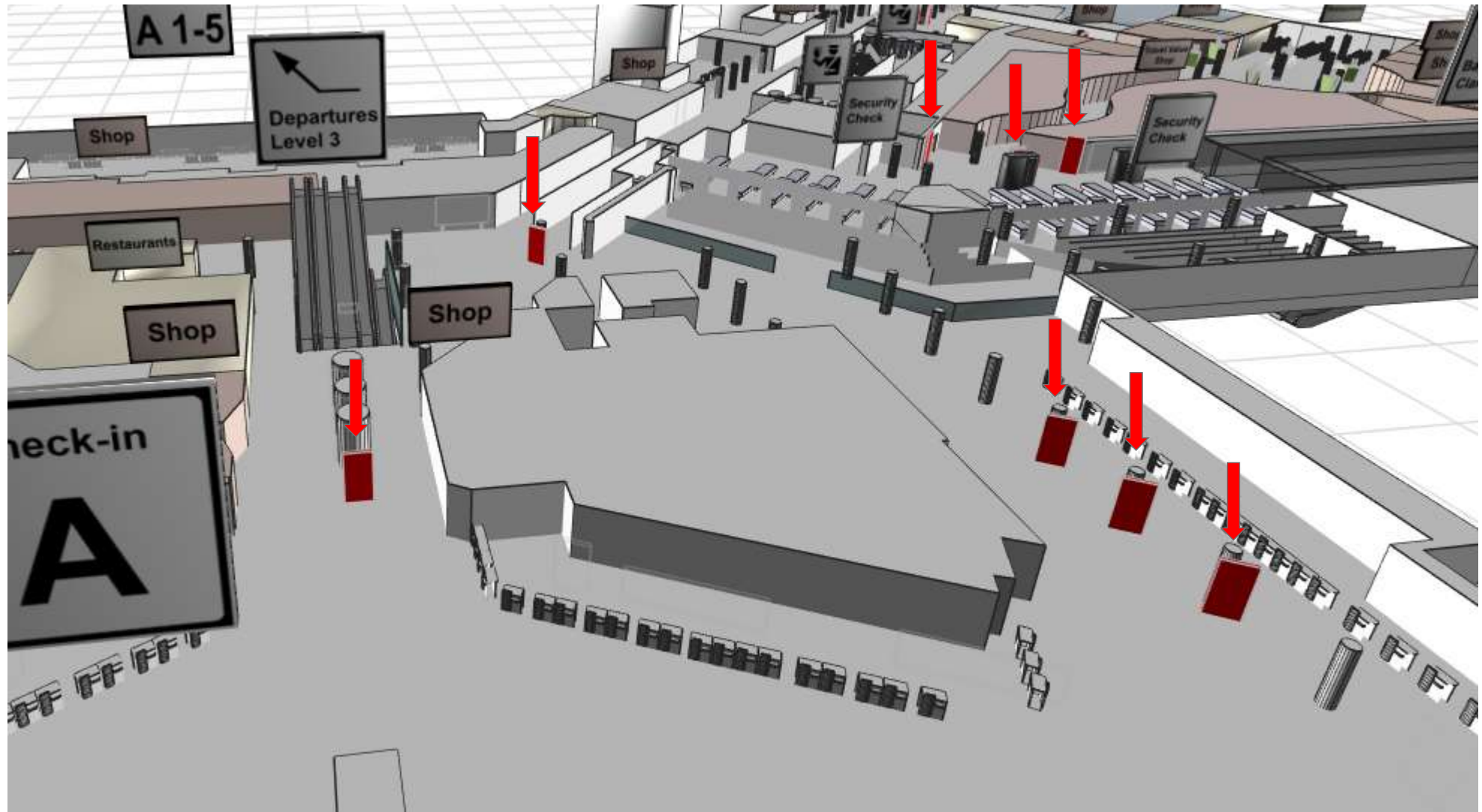
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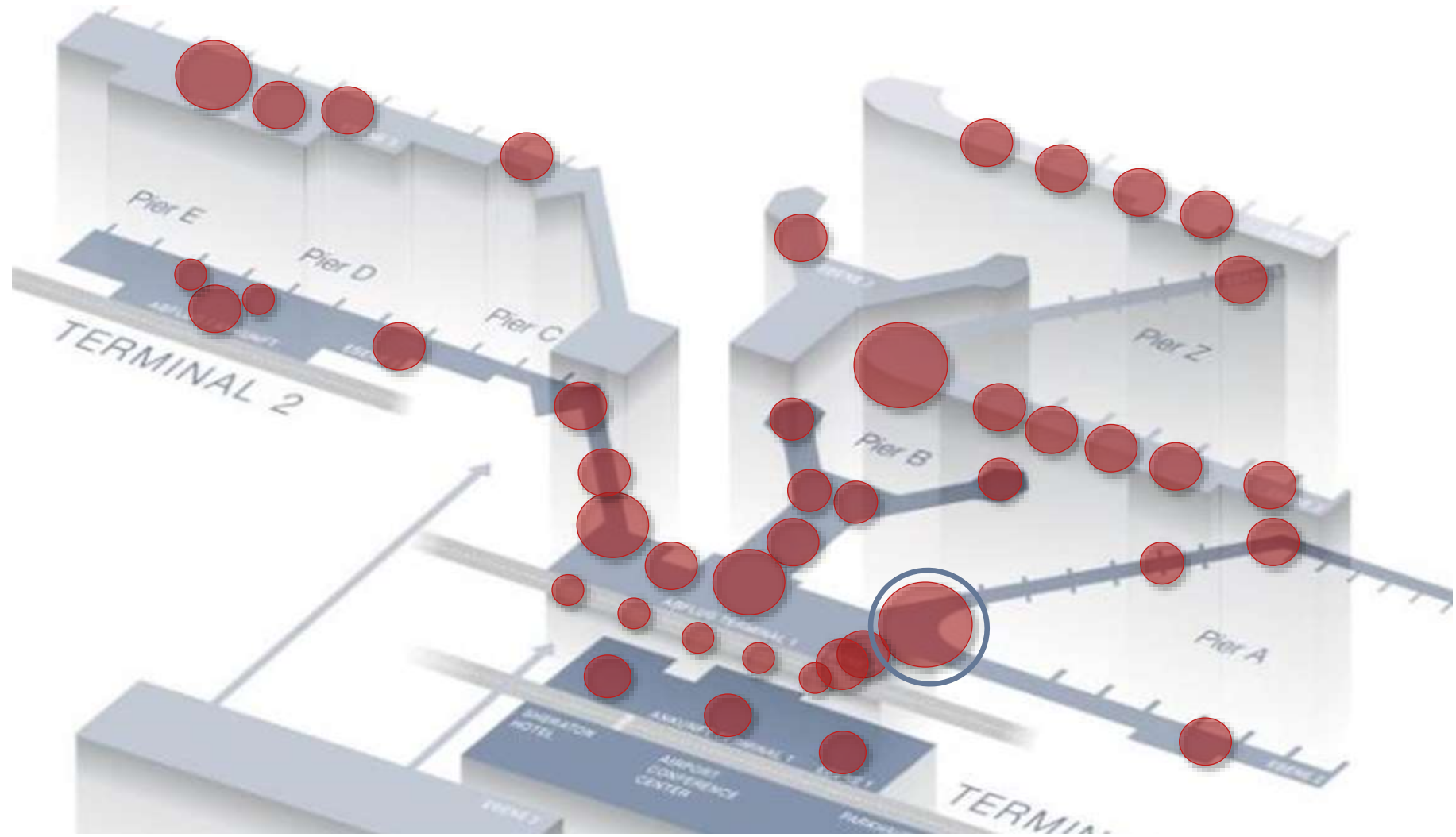
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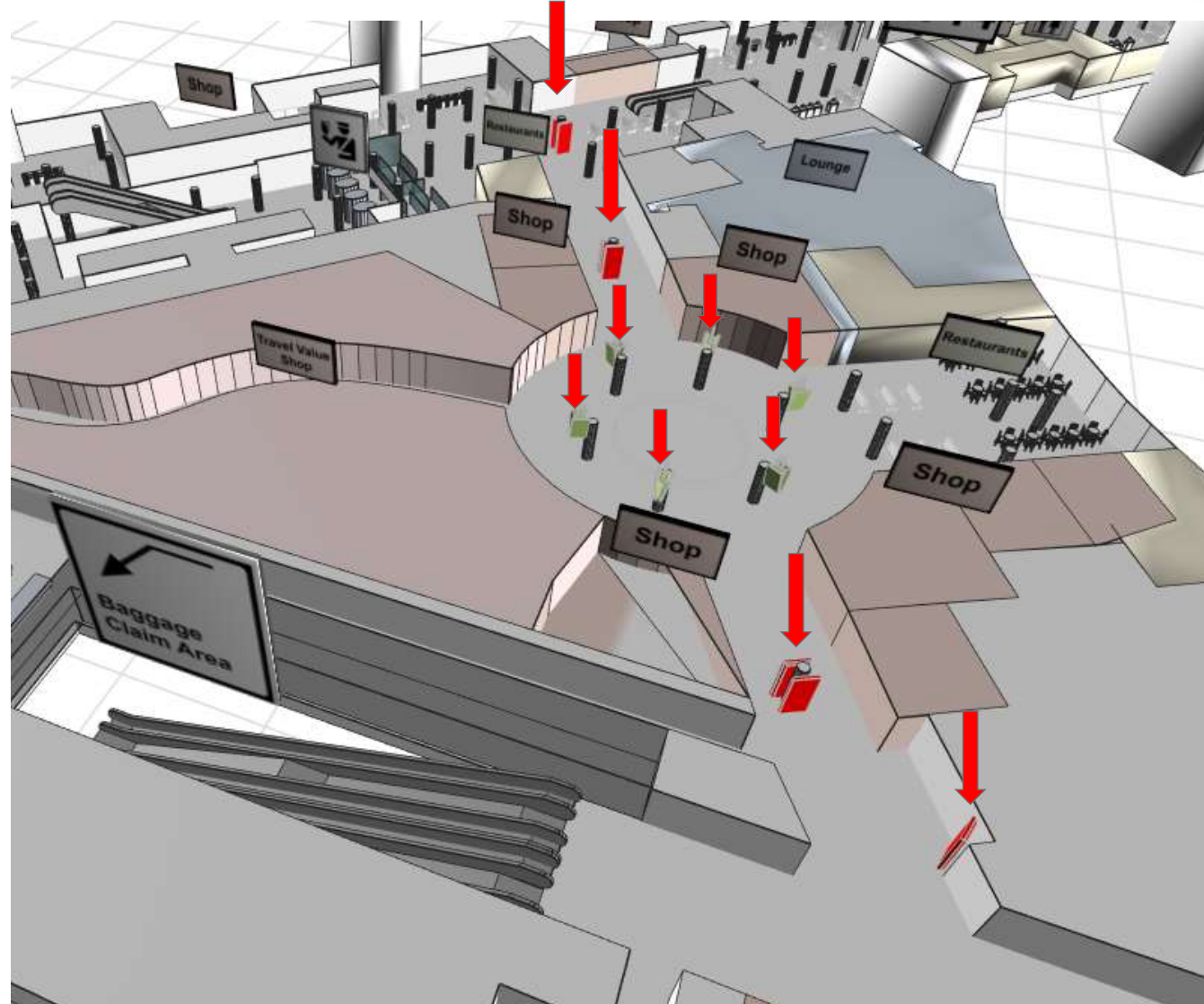
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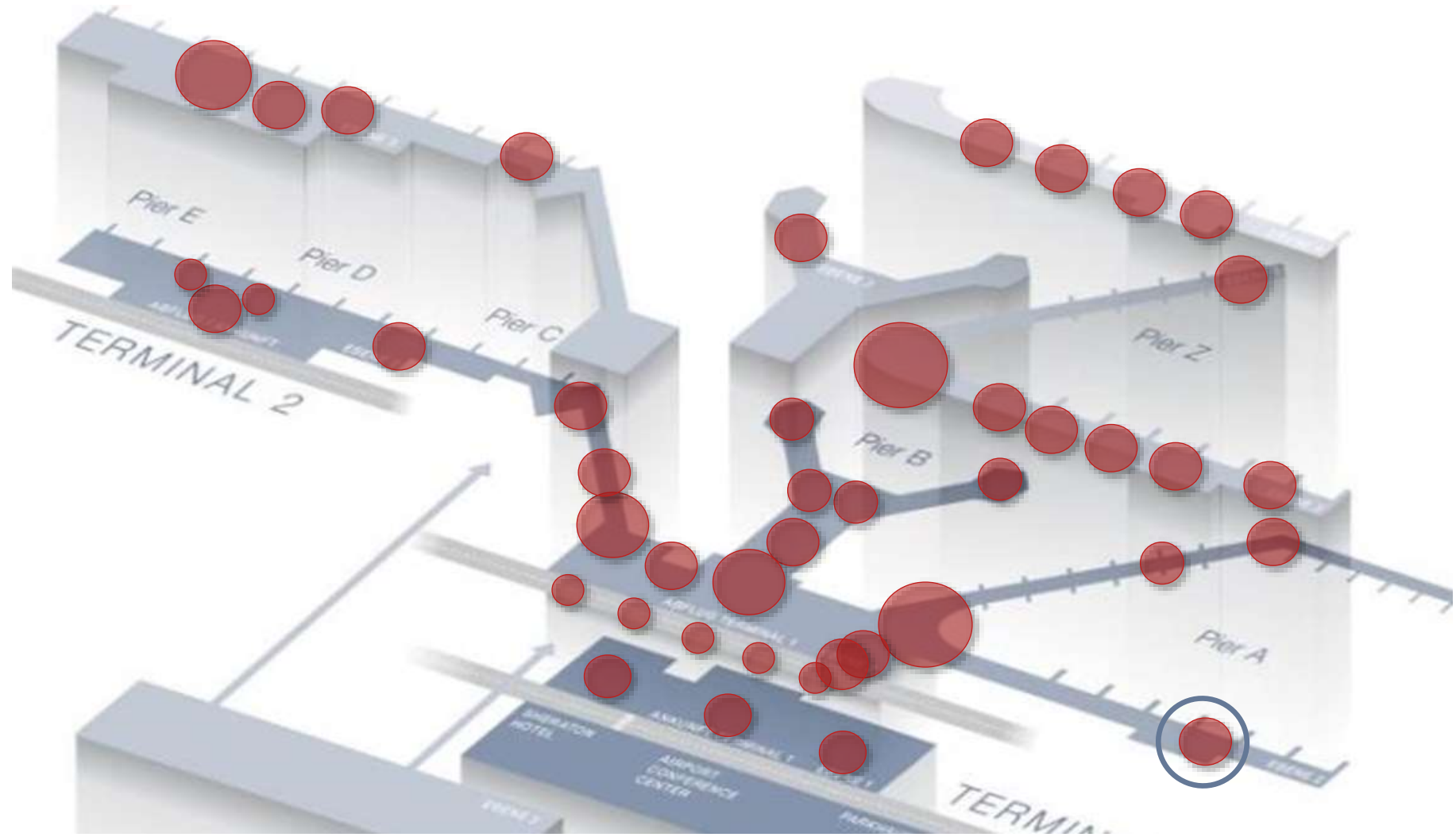
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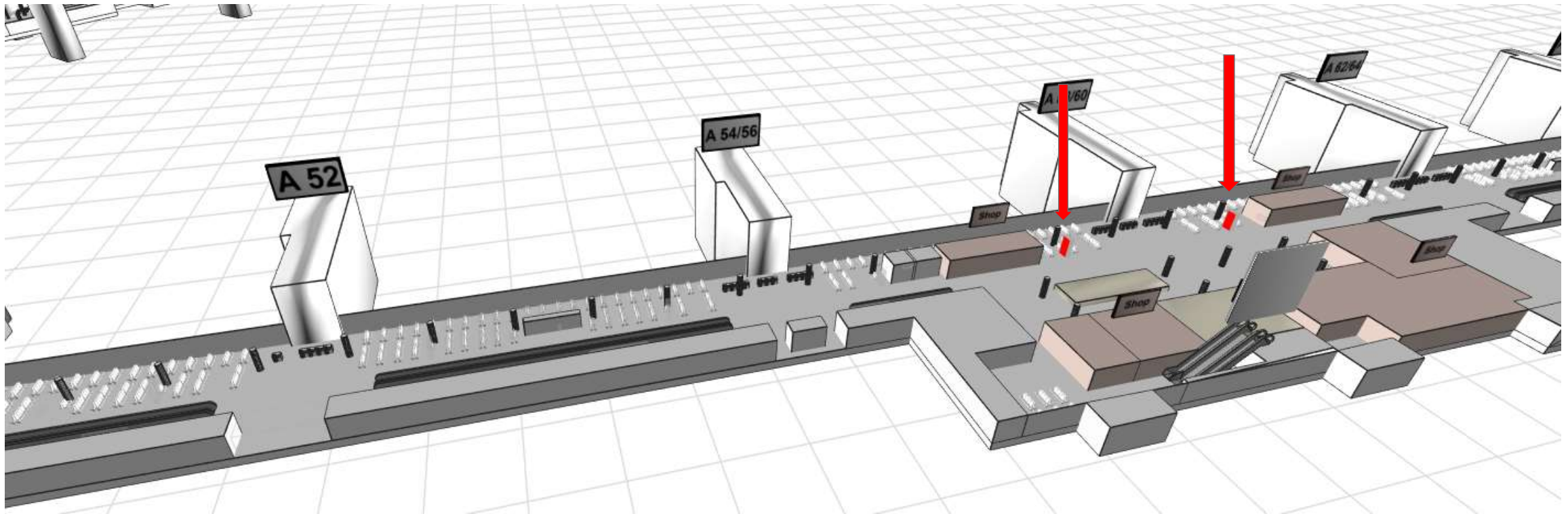
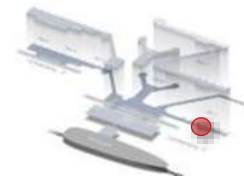
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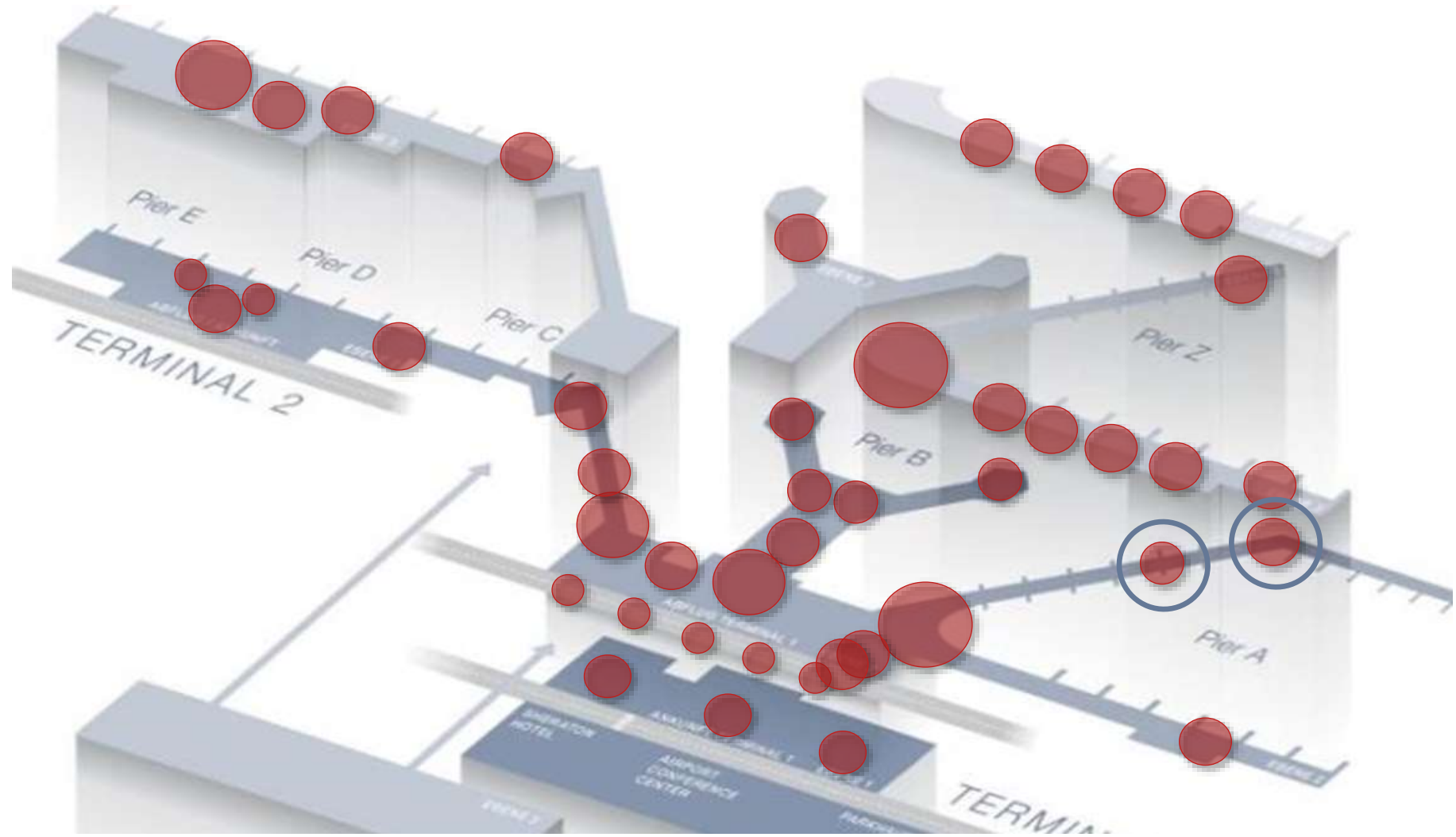
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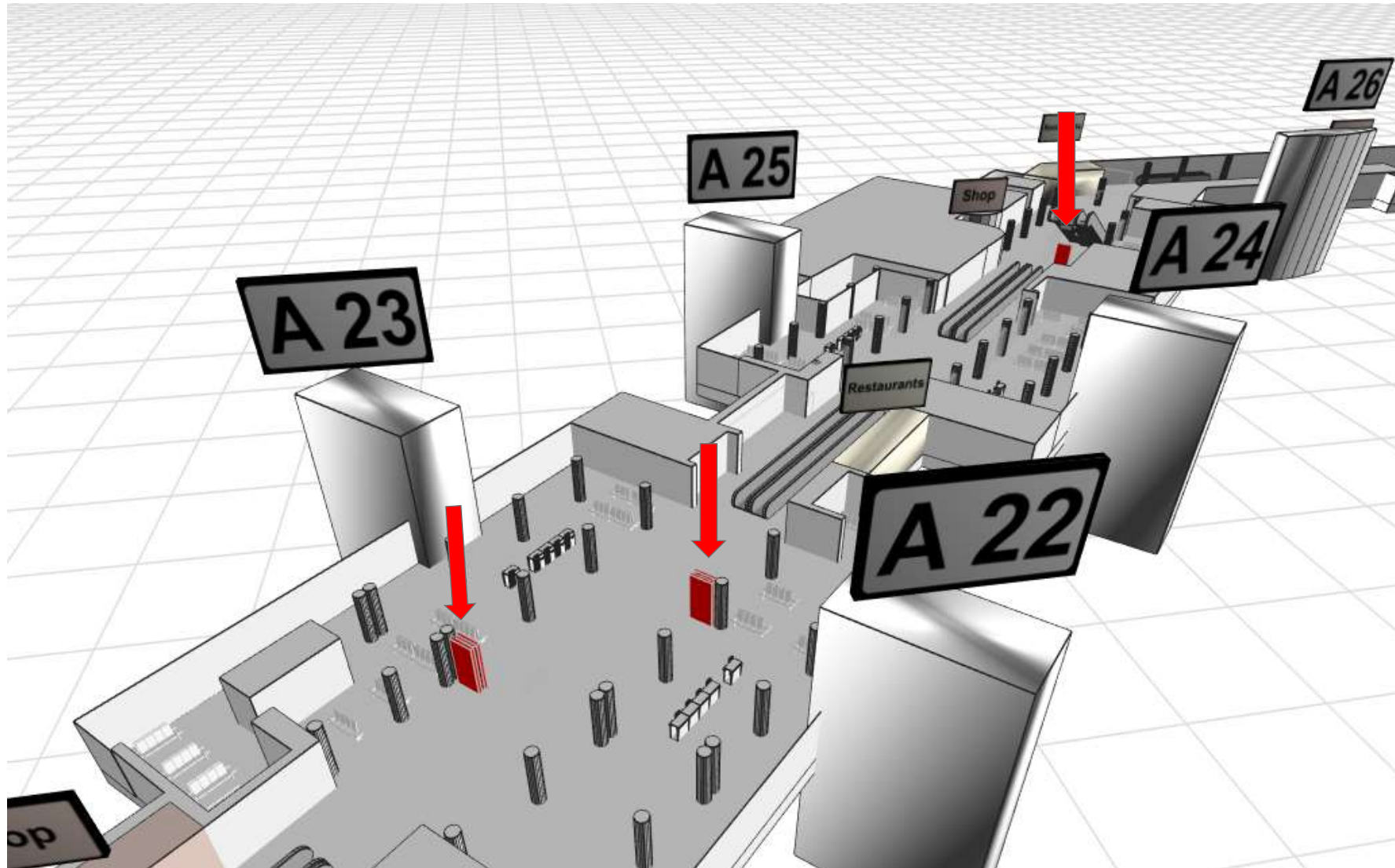
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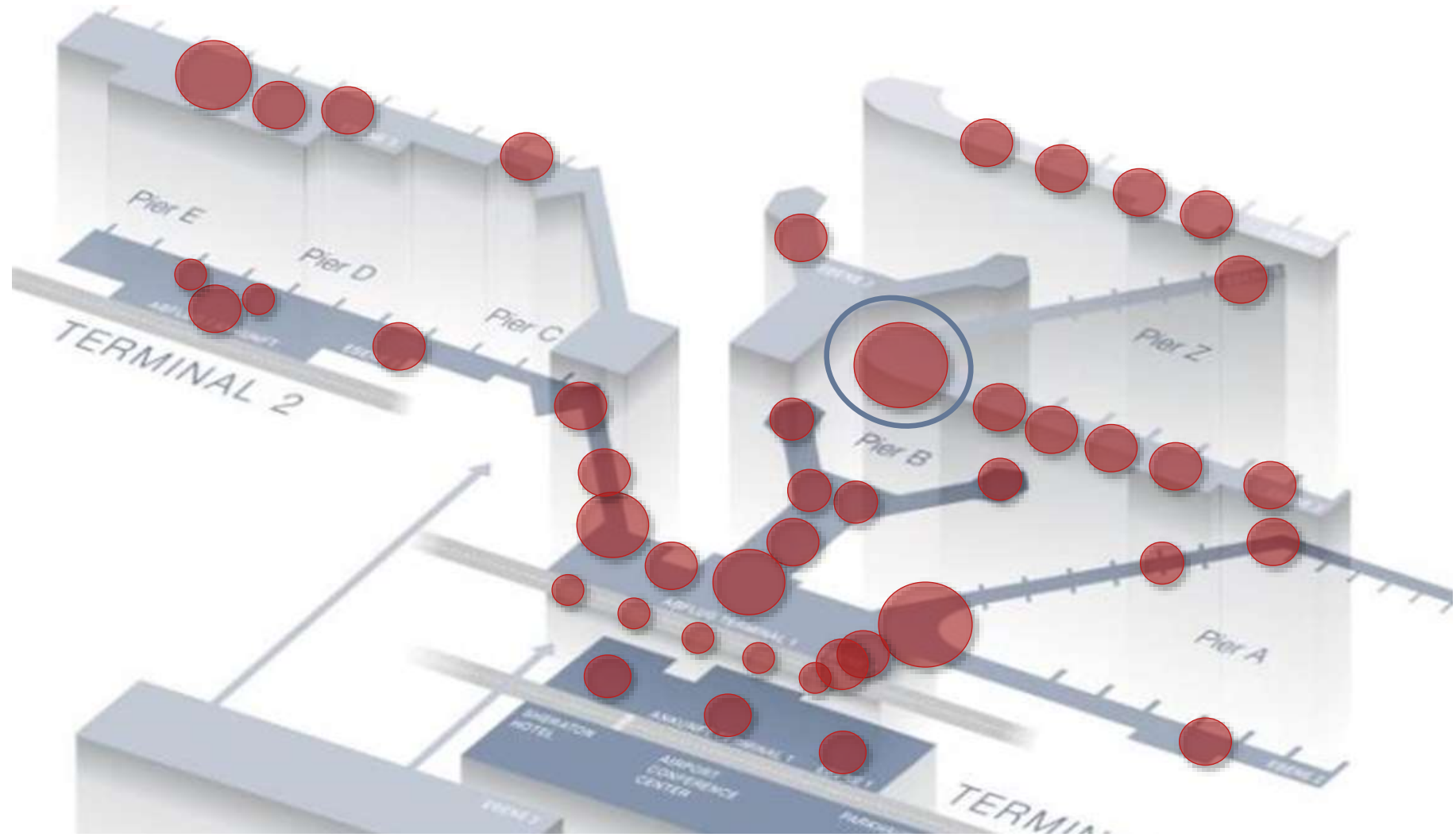
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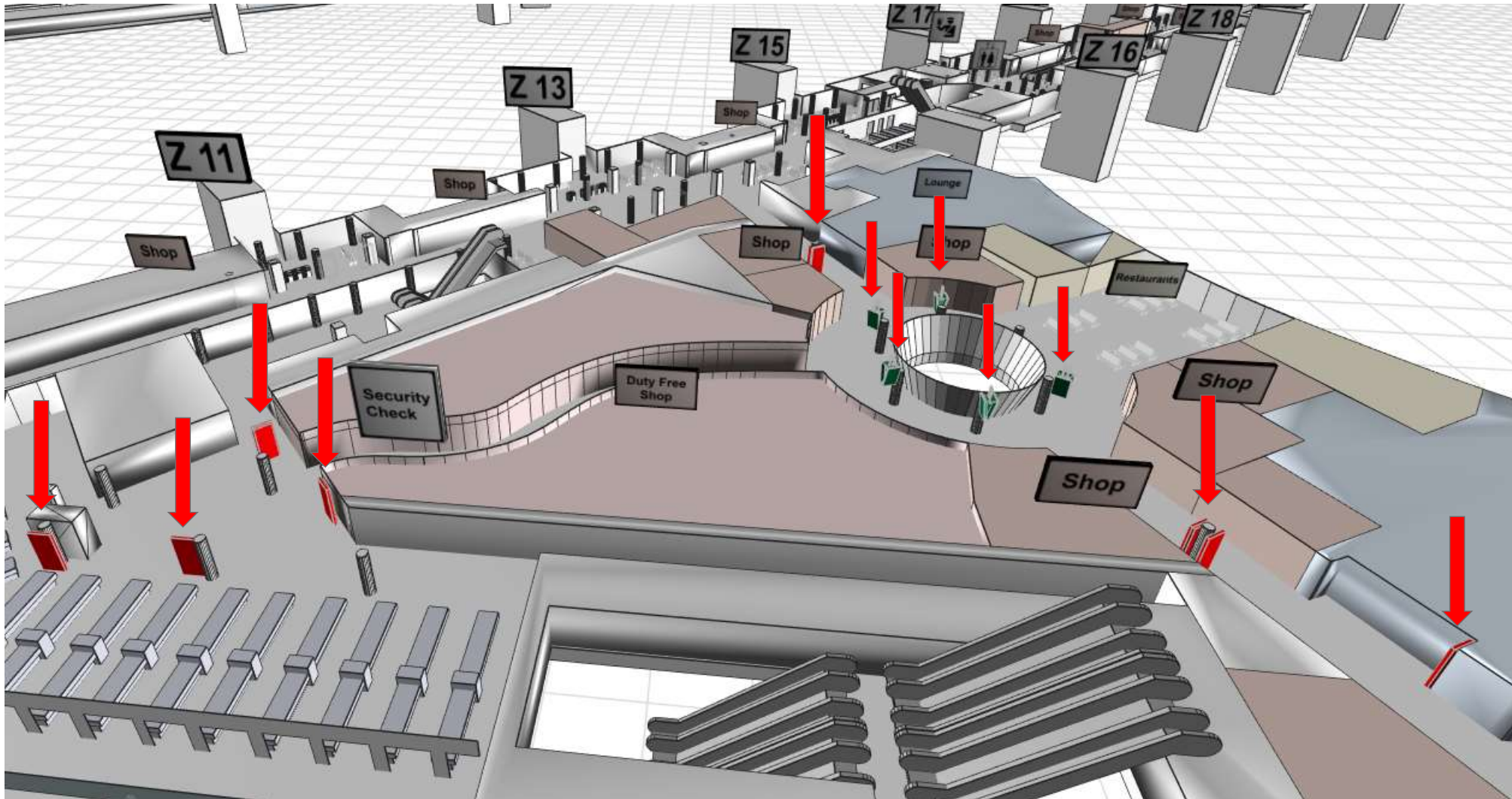
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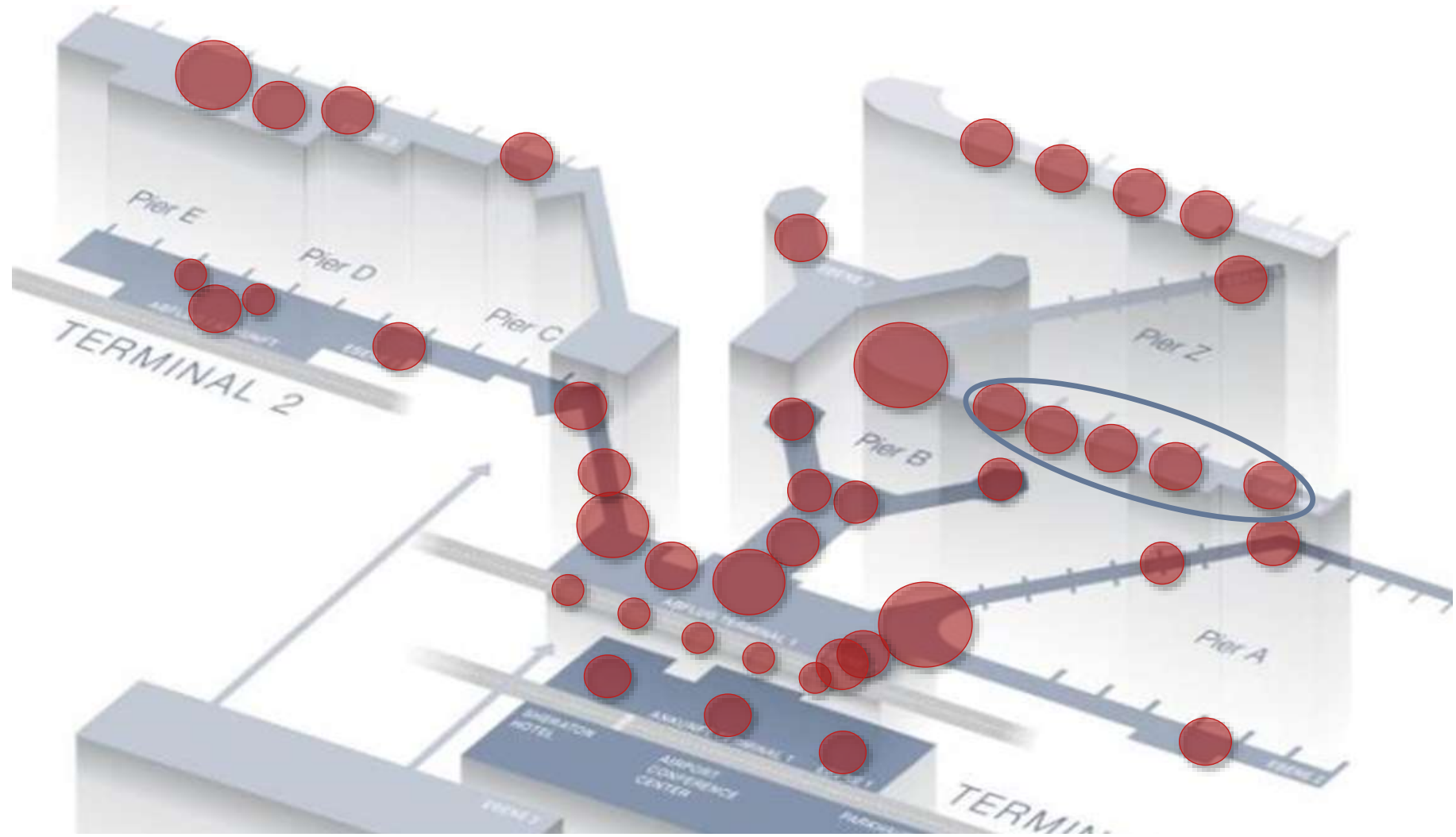
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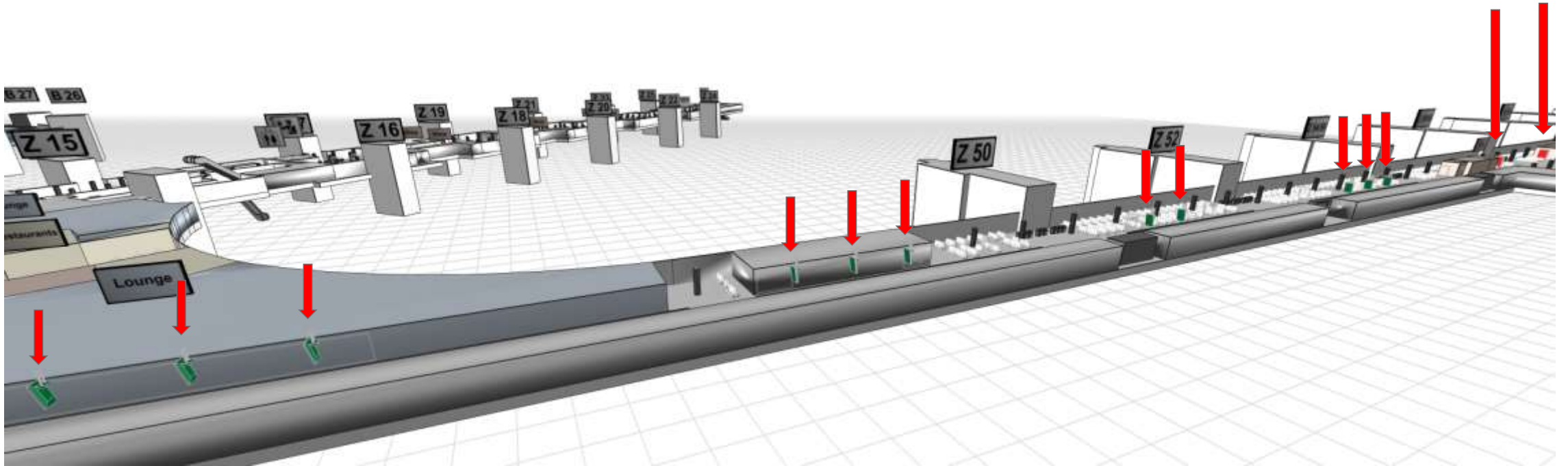
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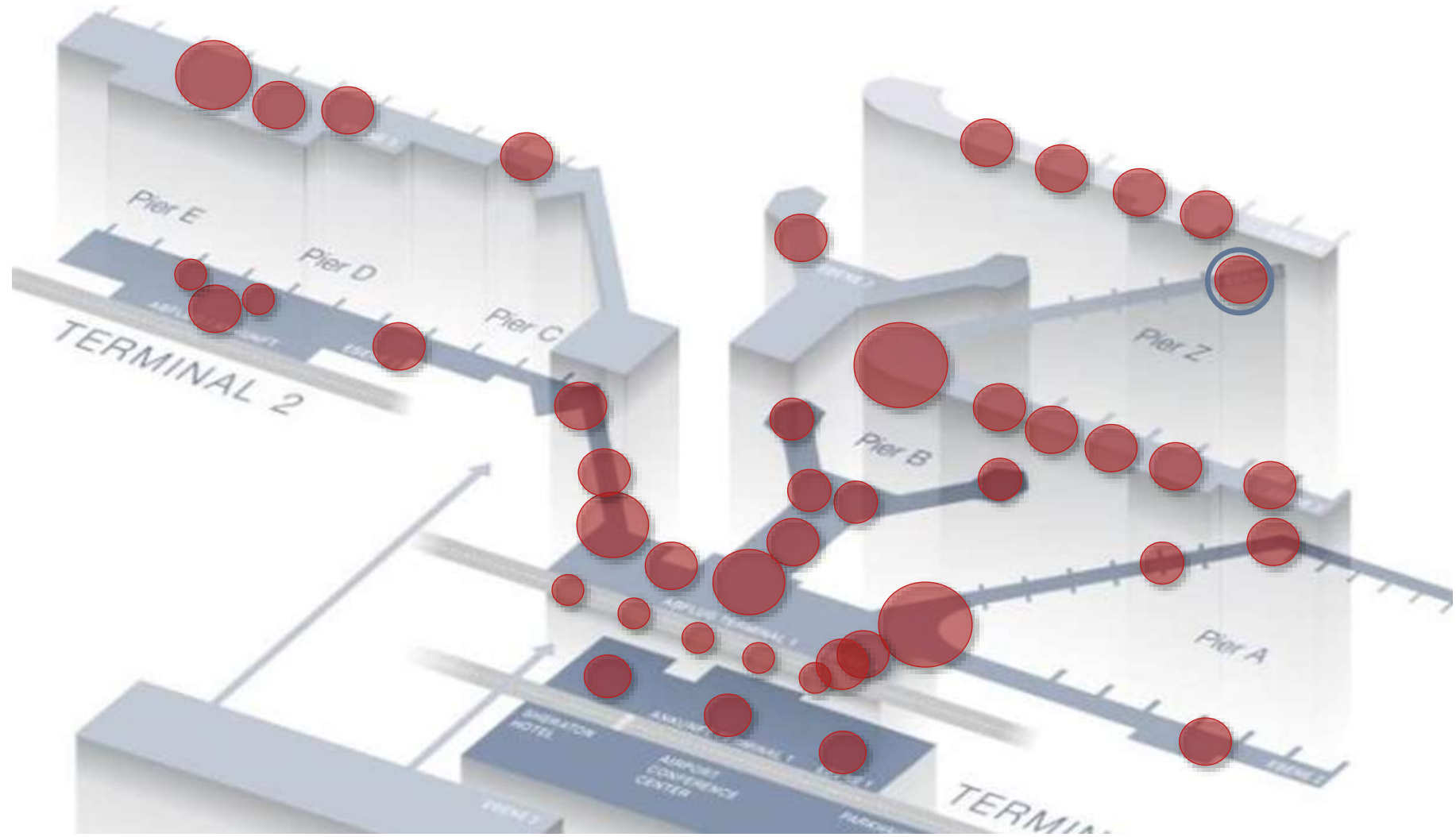
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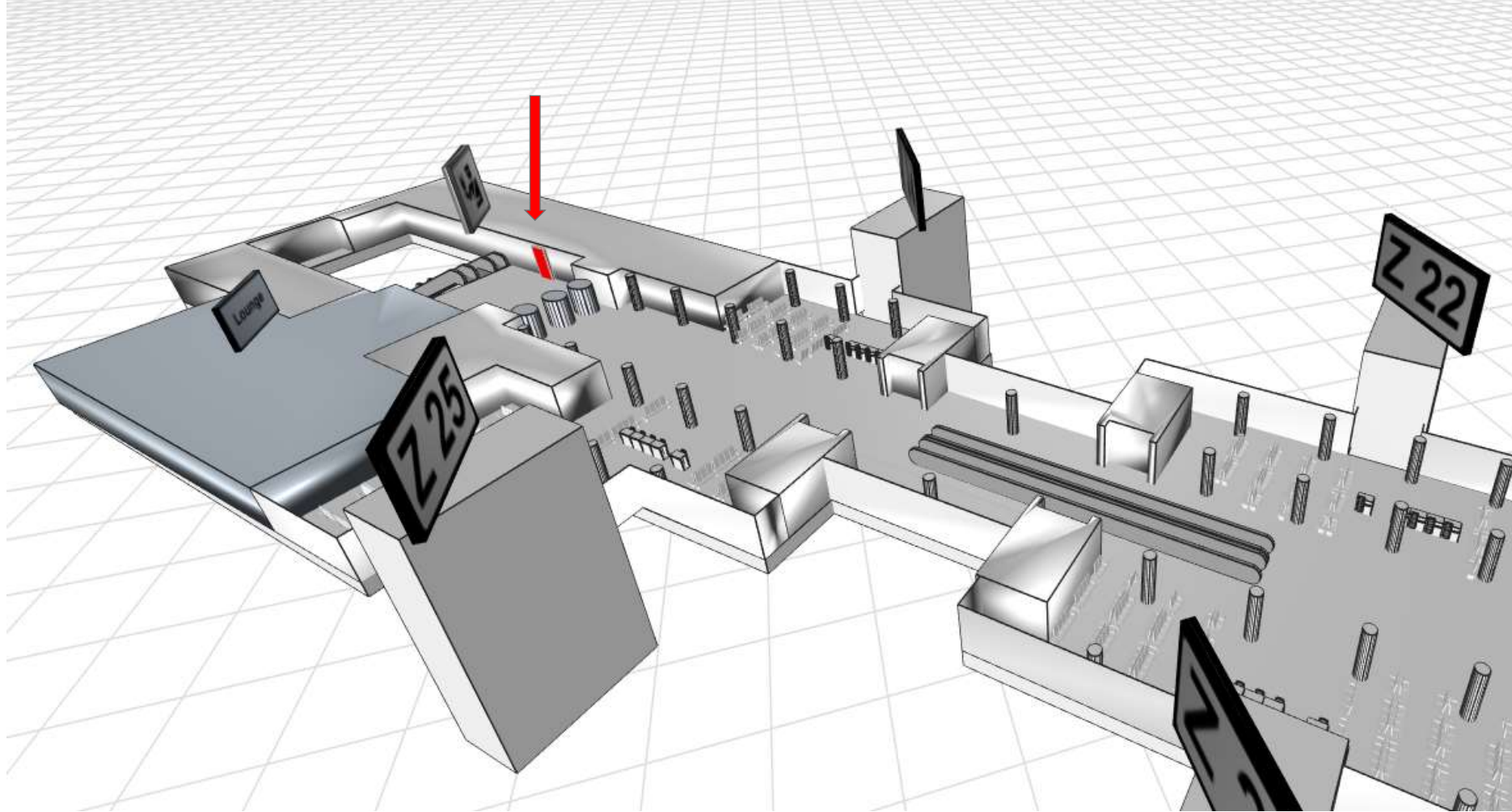
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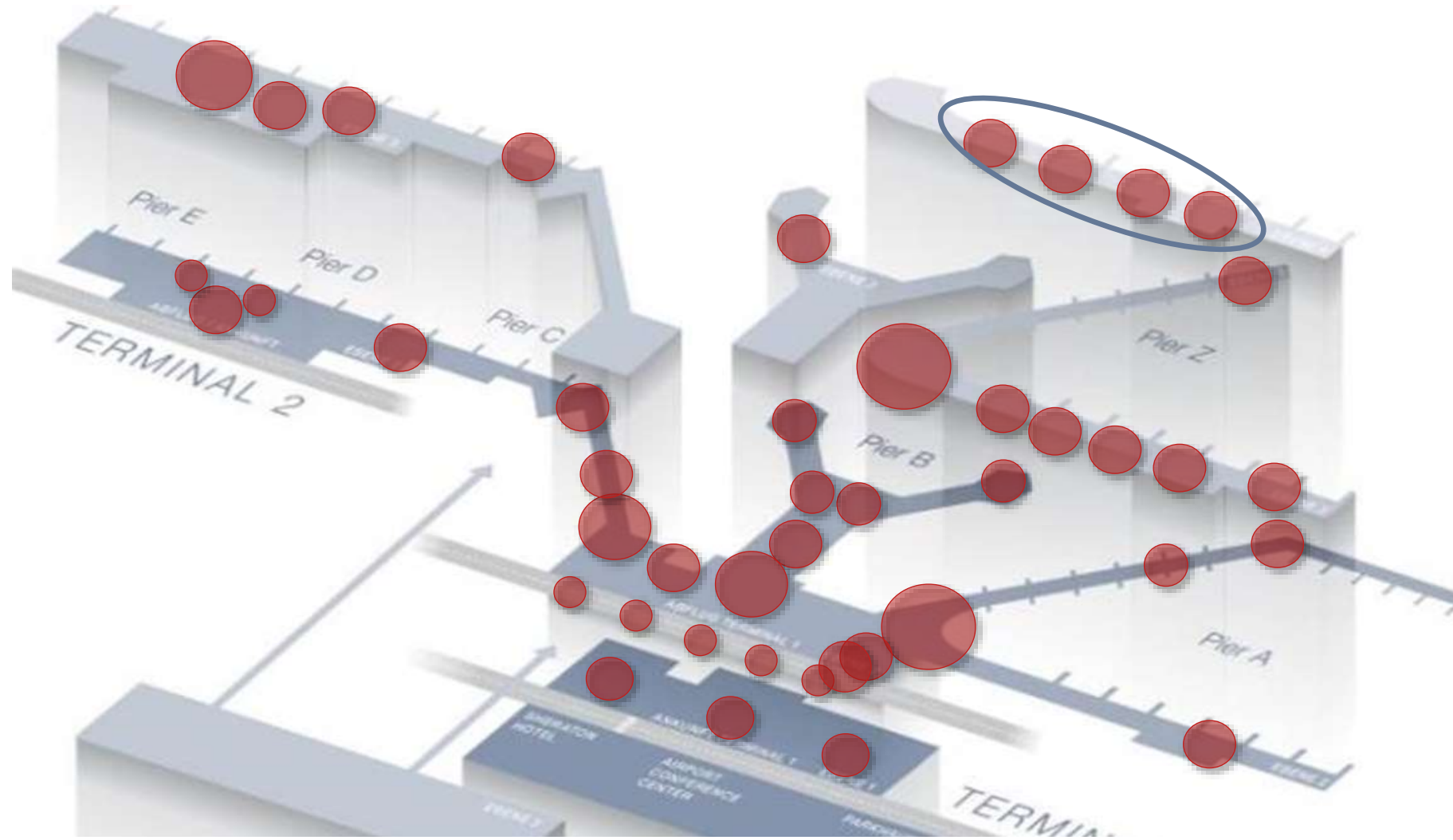
DIGITAL AIRPORT NETWORK



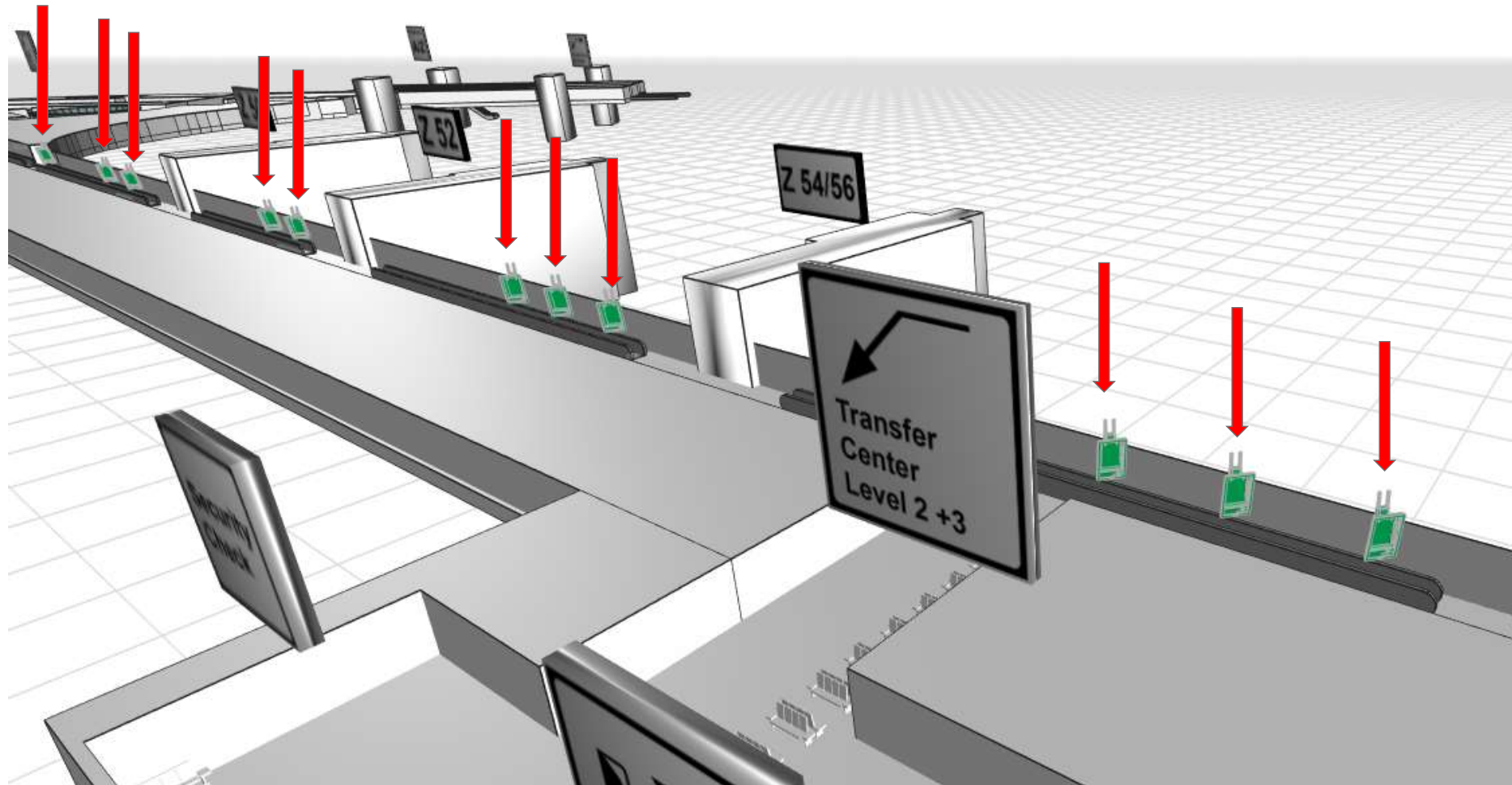
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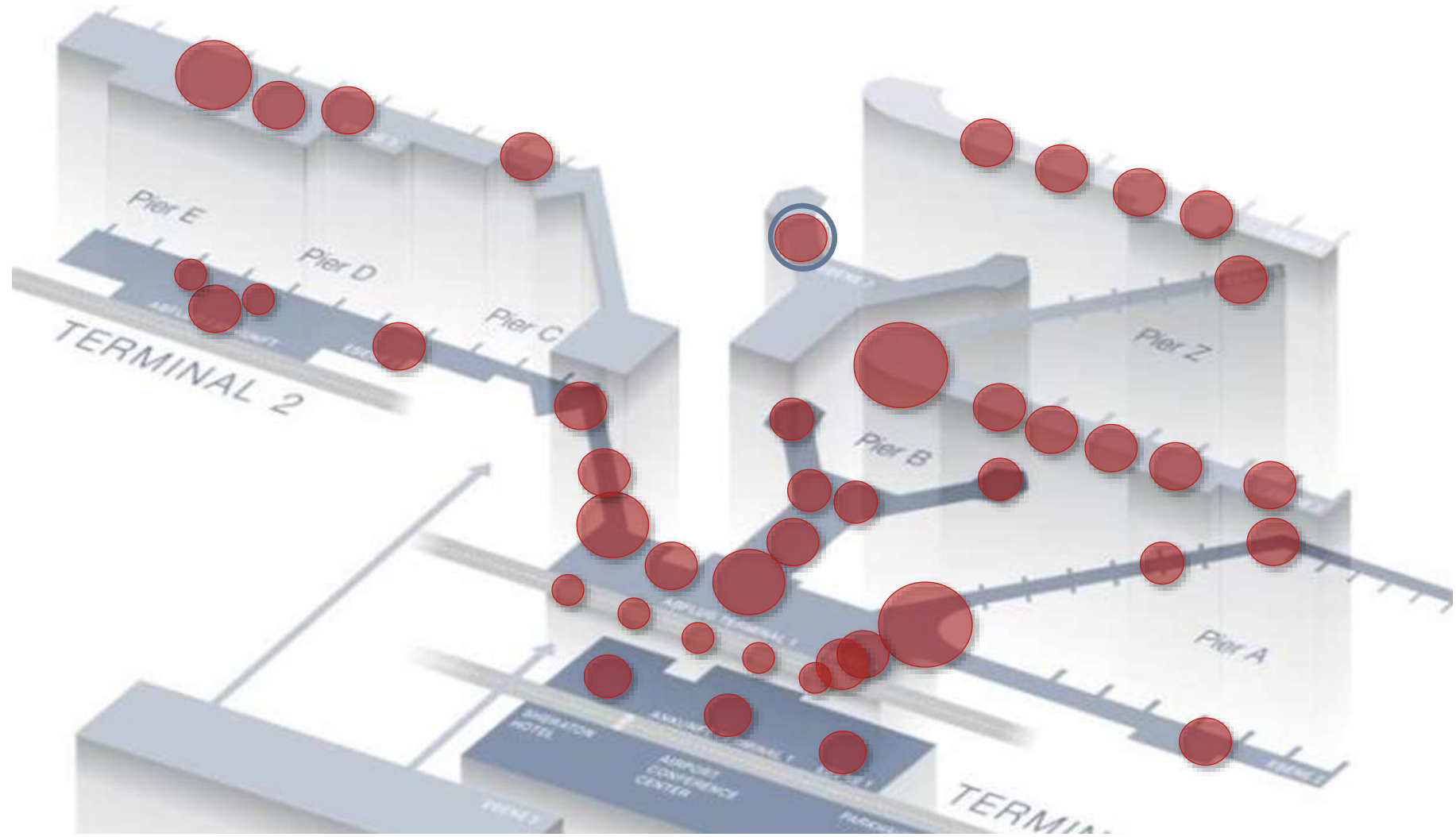
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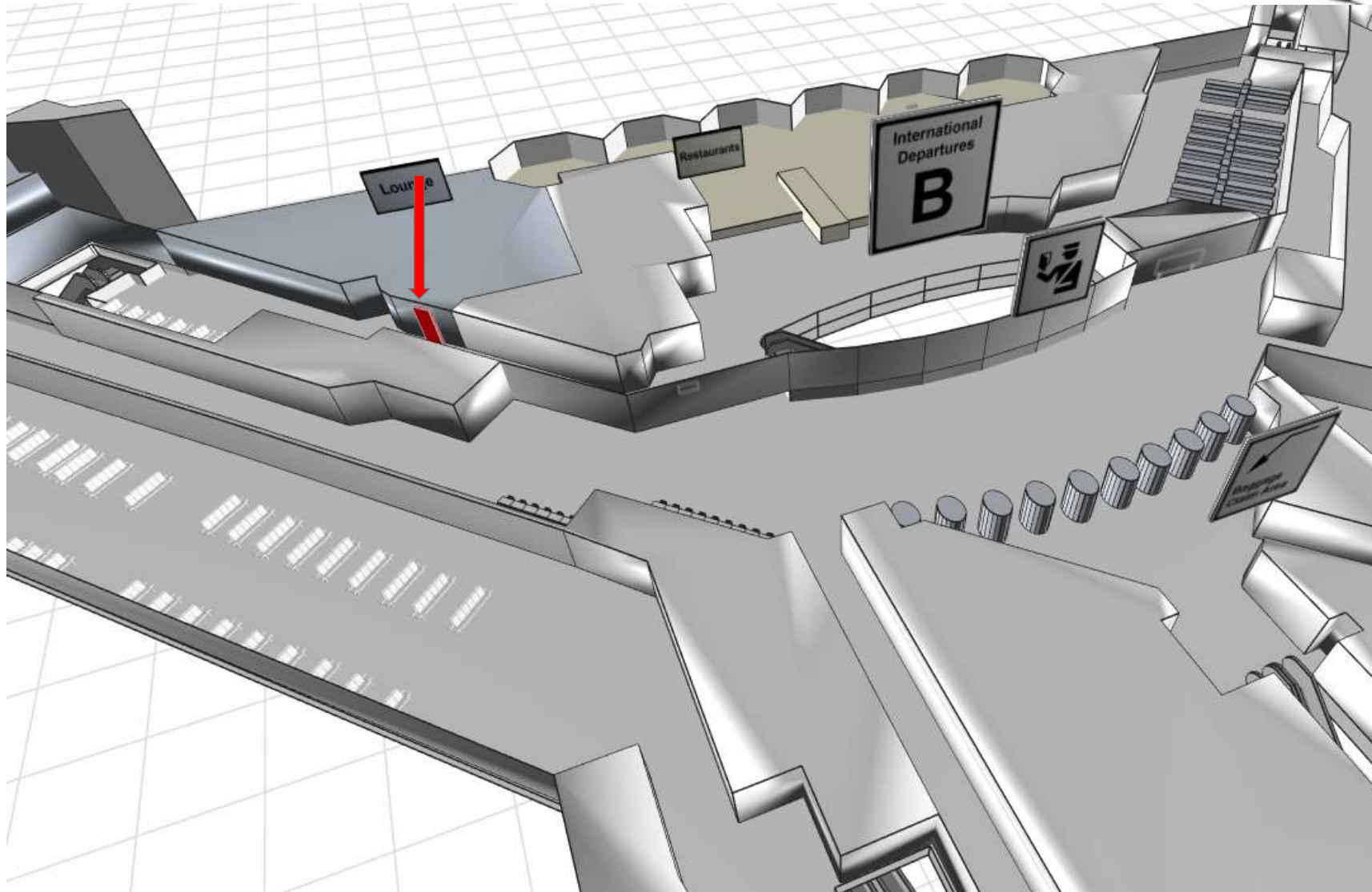
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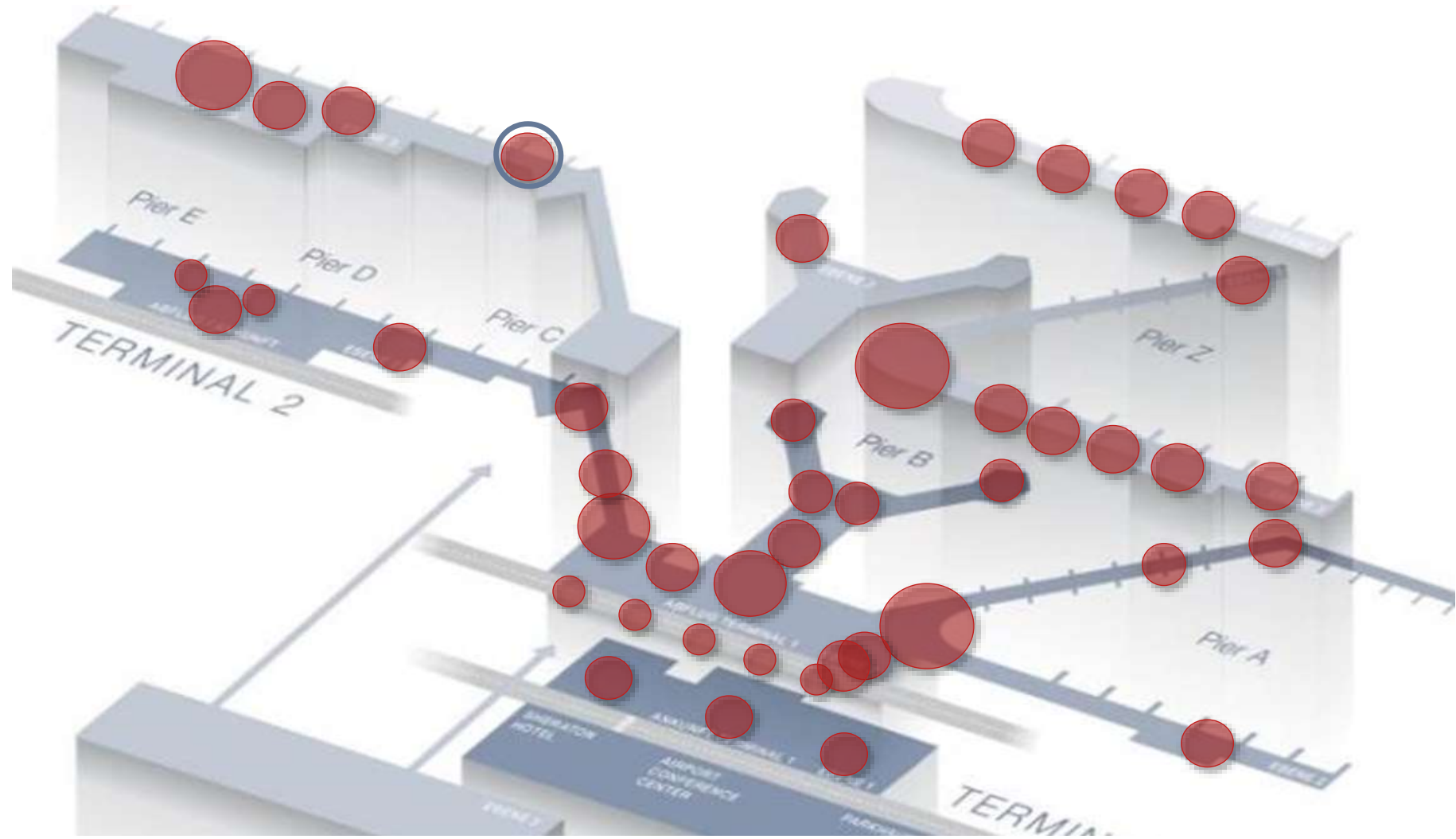
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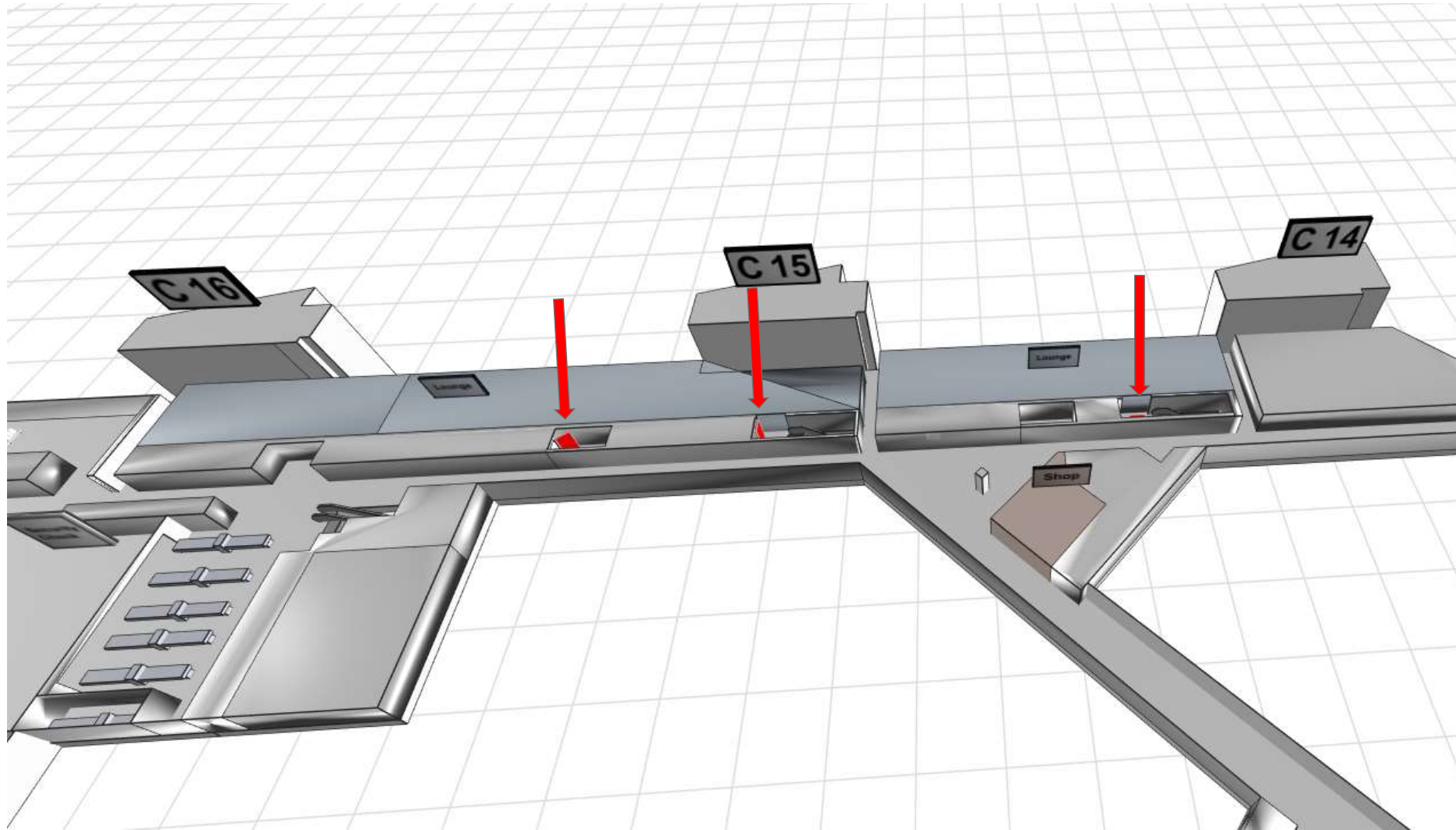
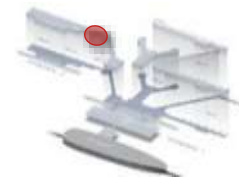
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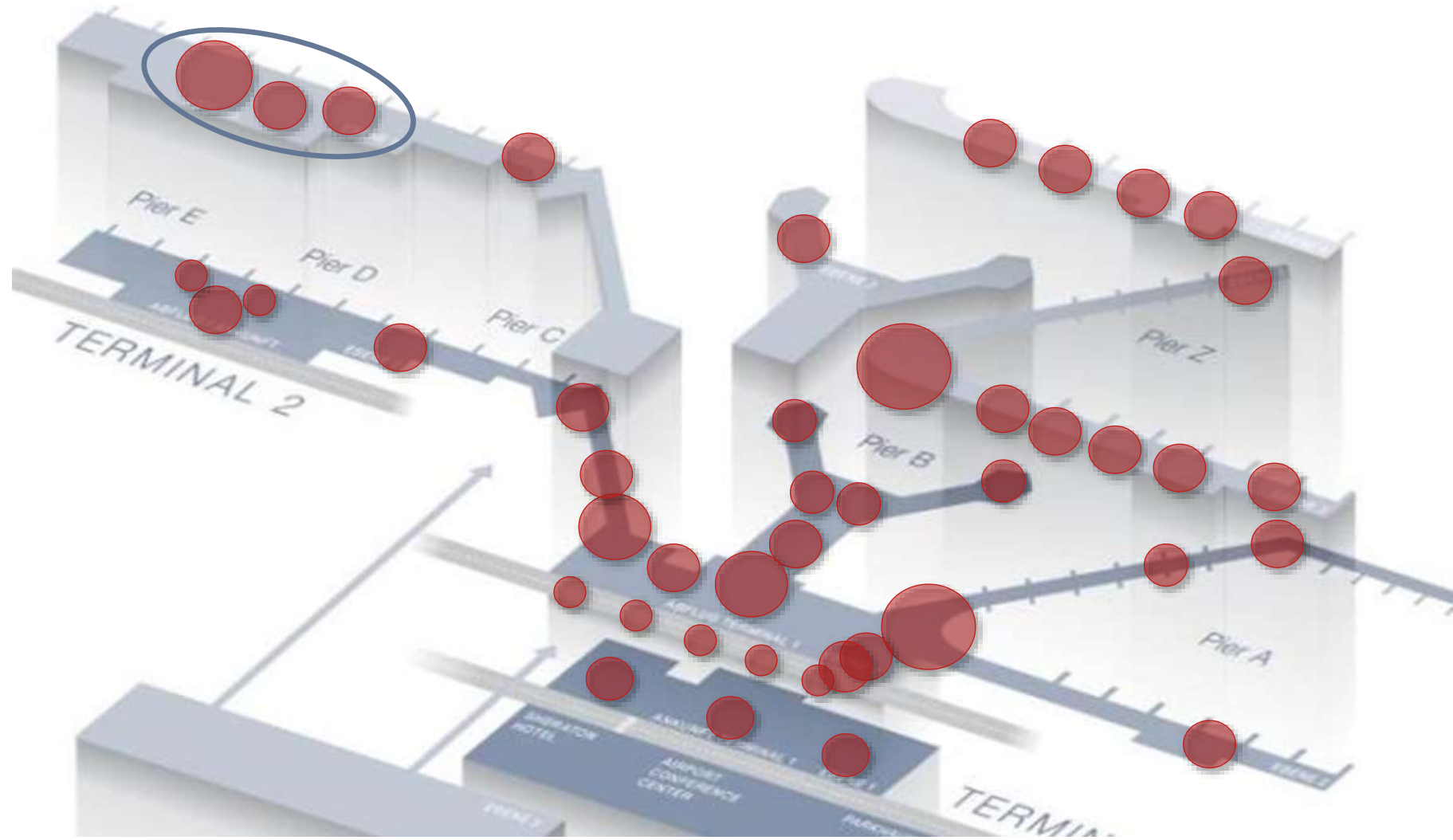
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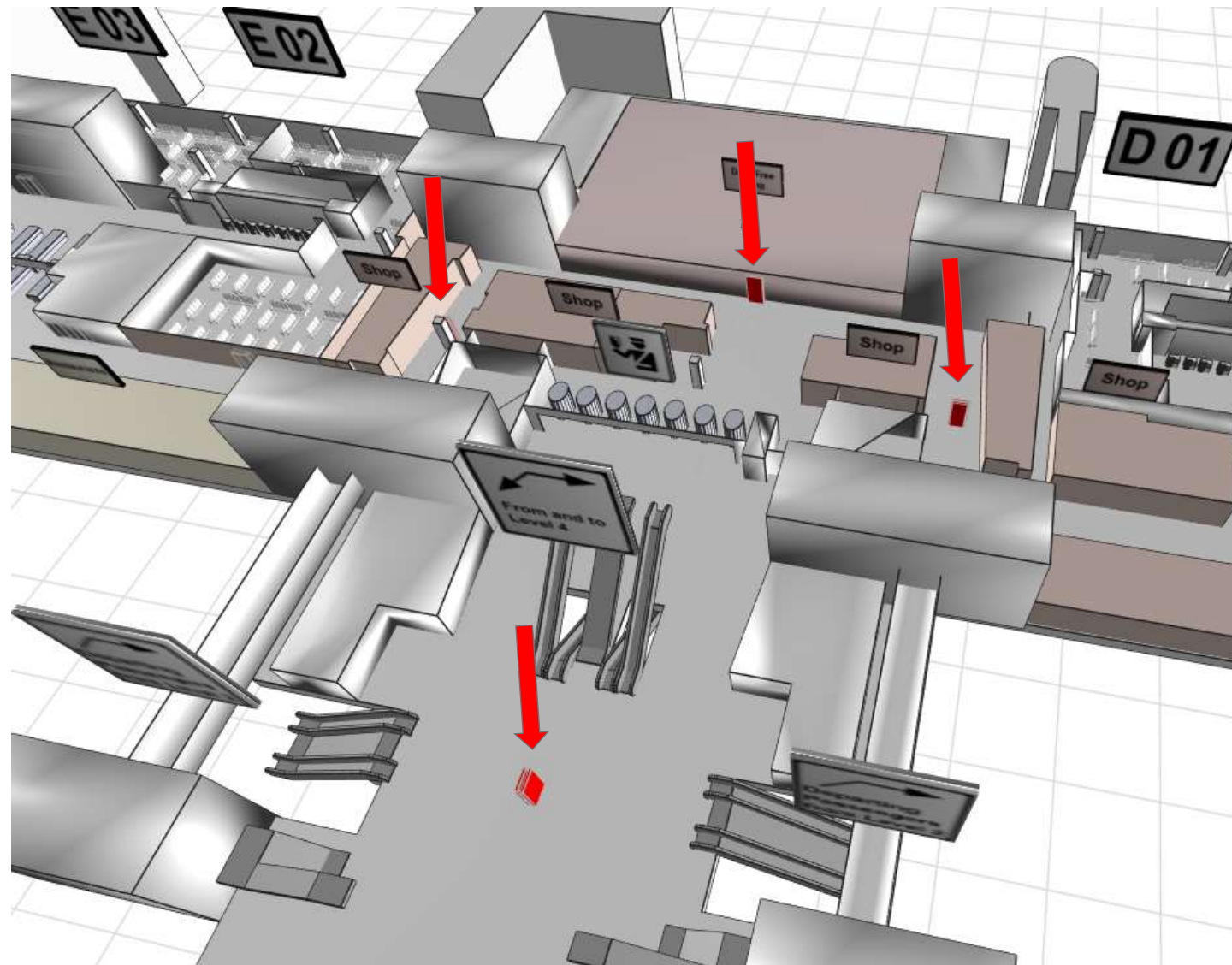
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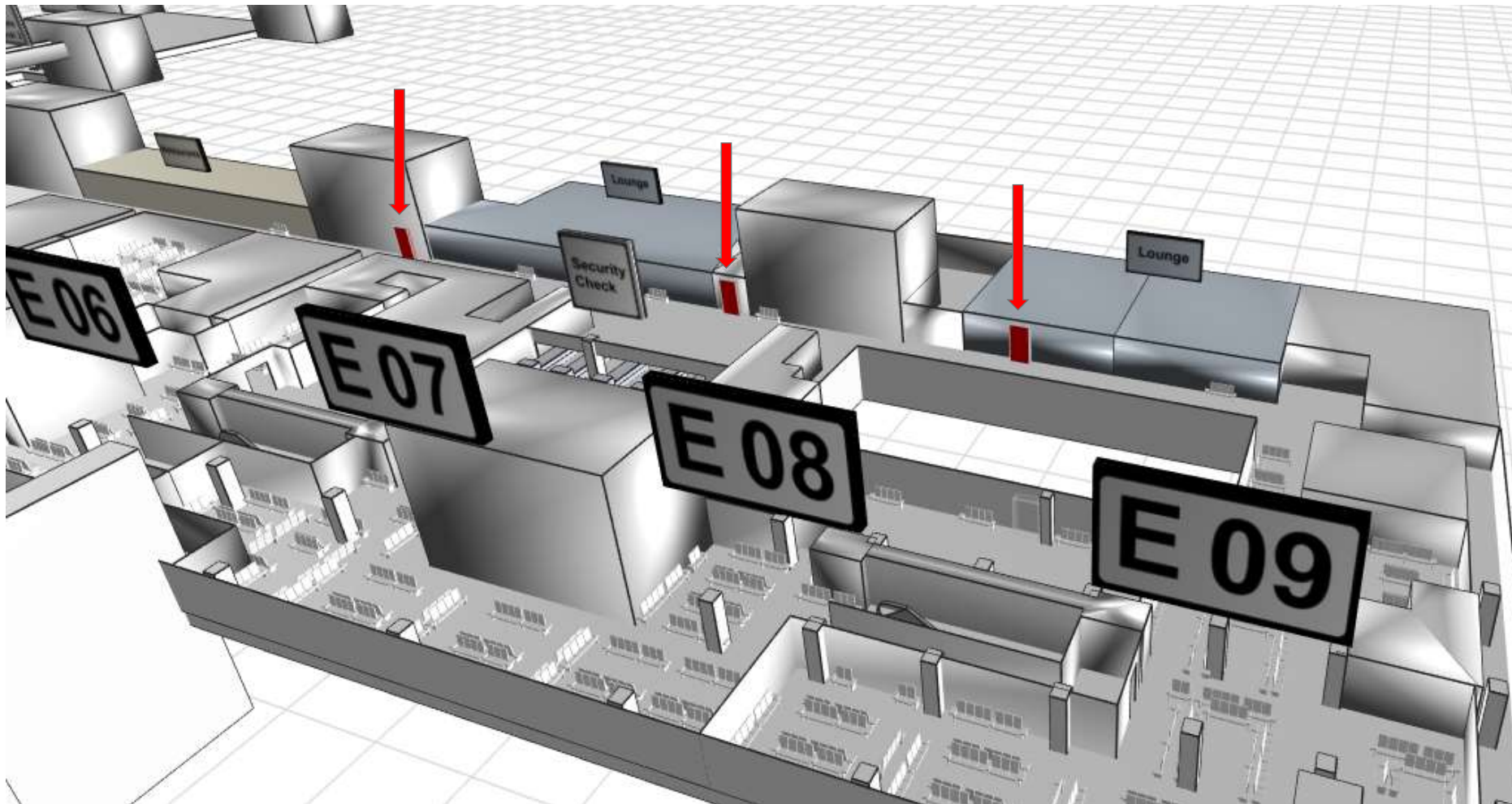
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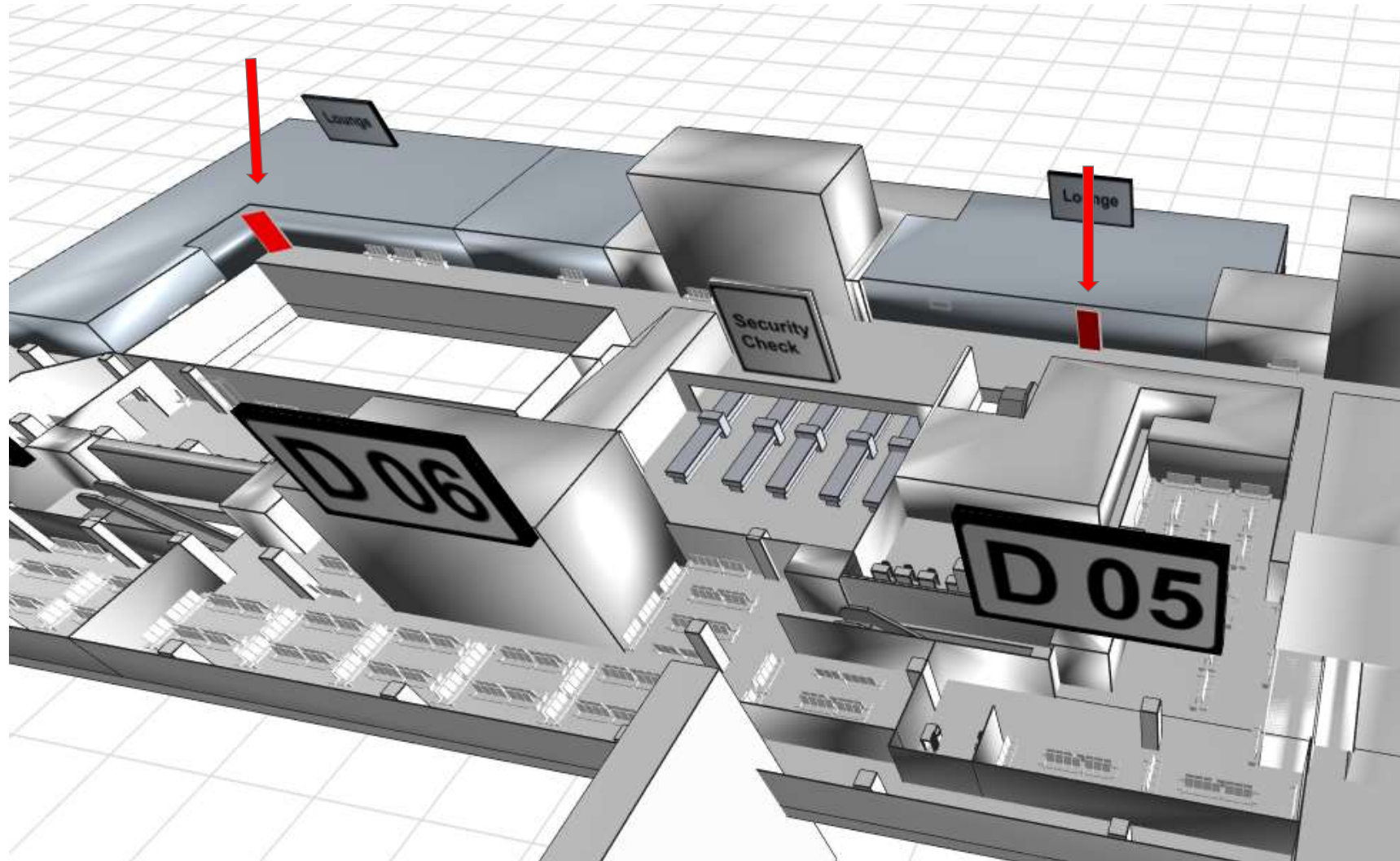
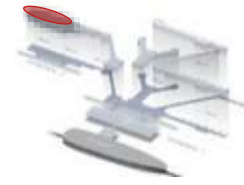
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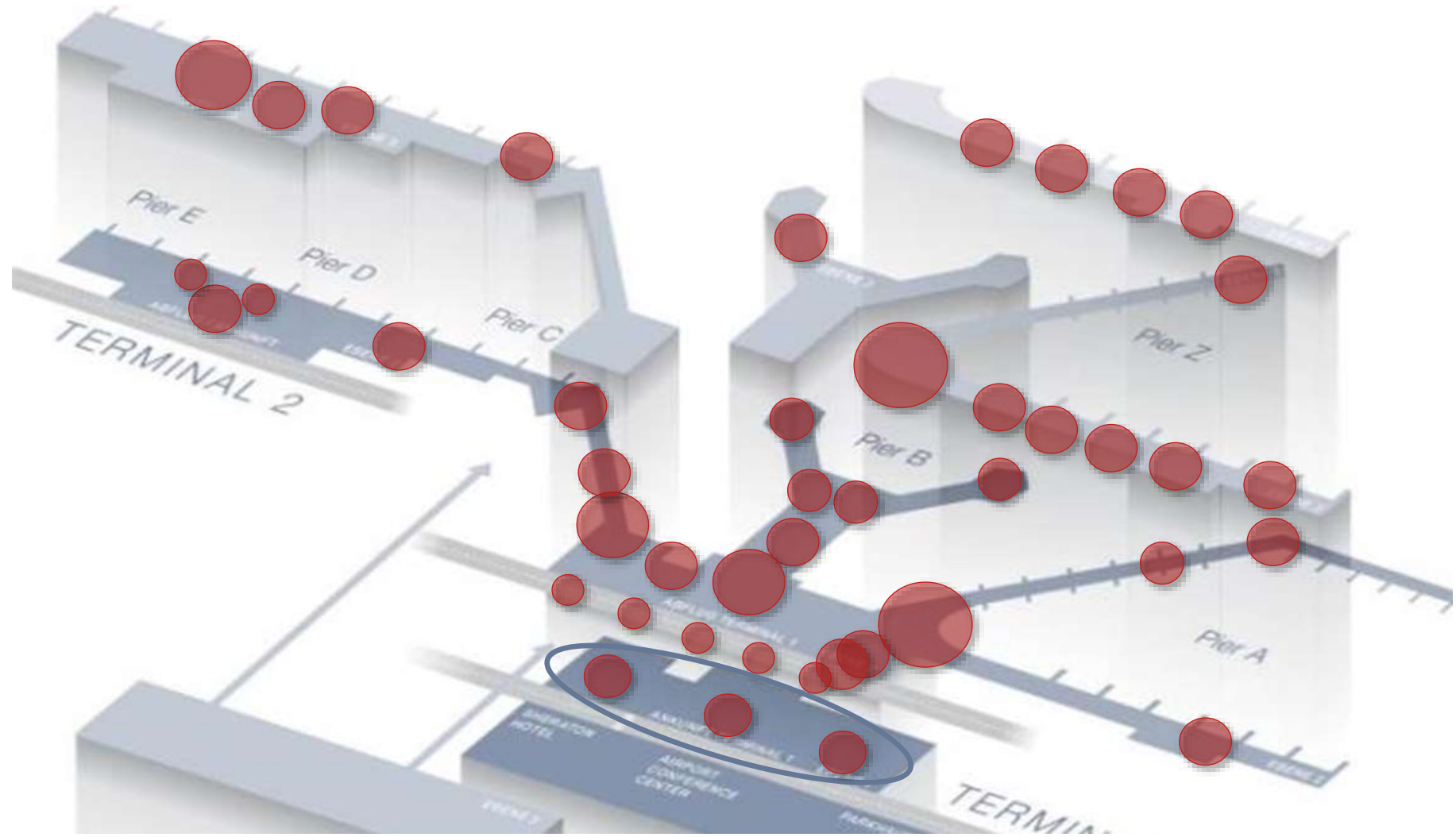
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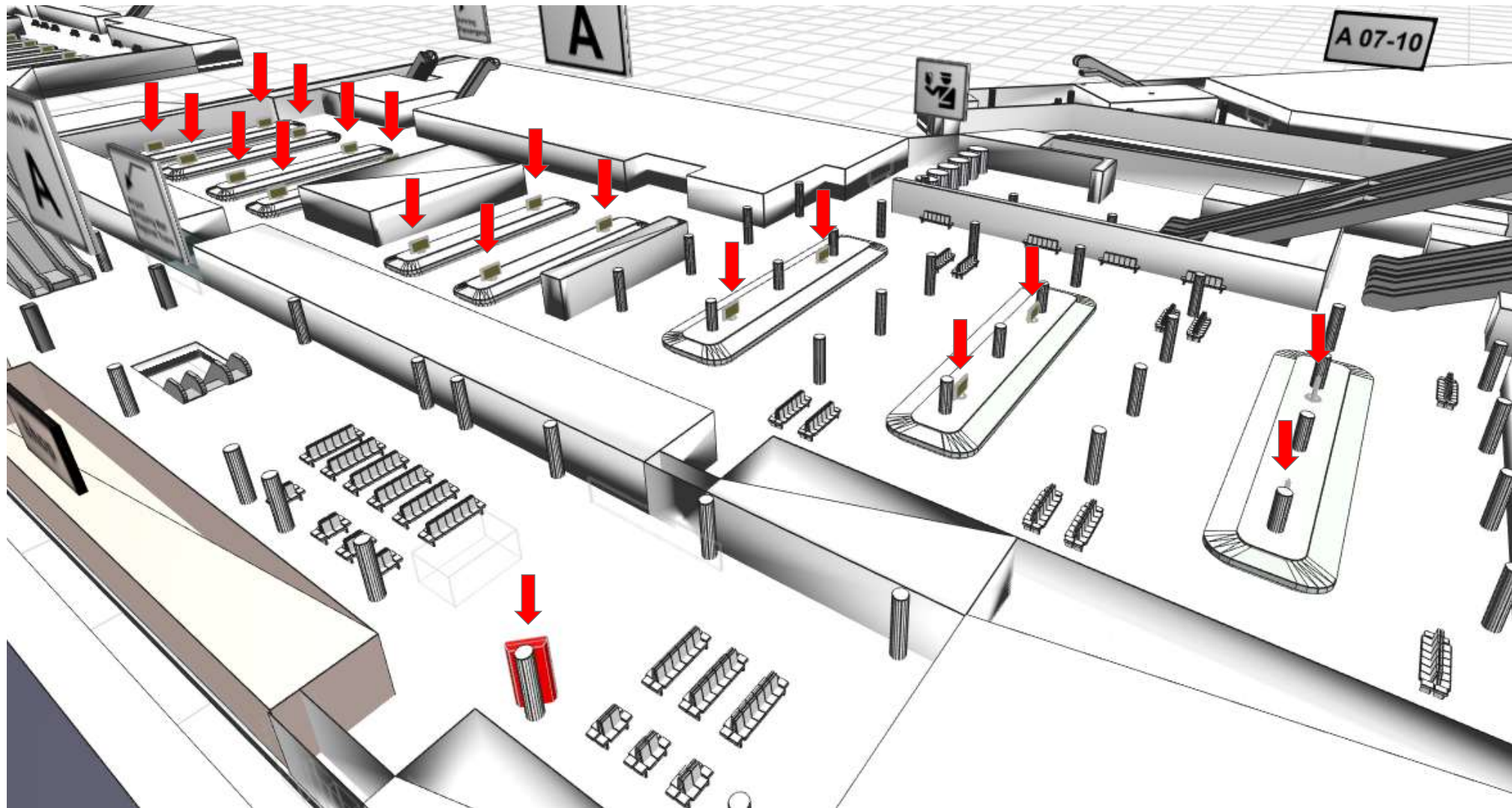
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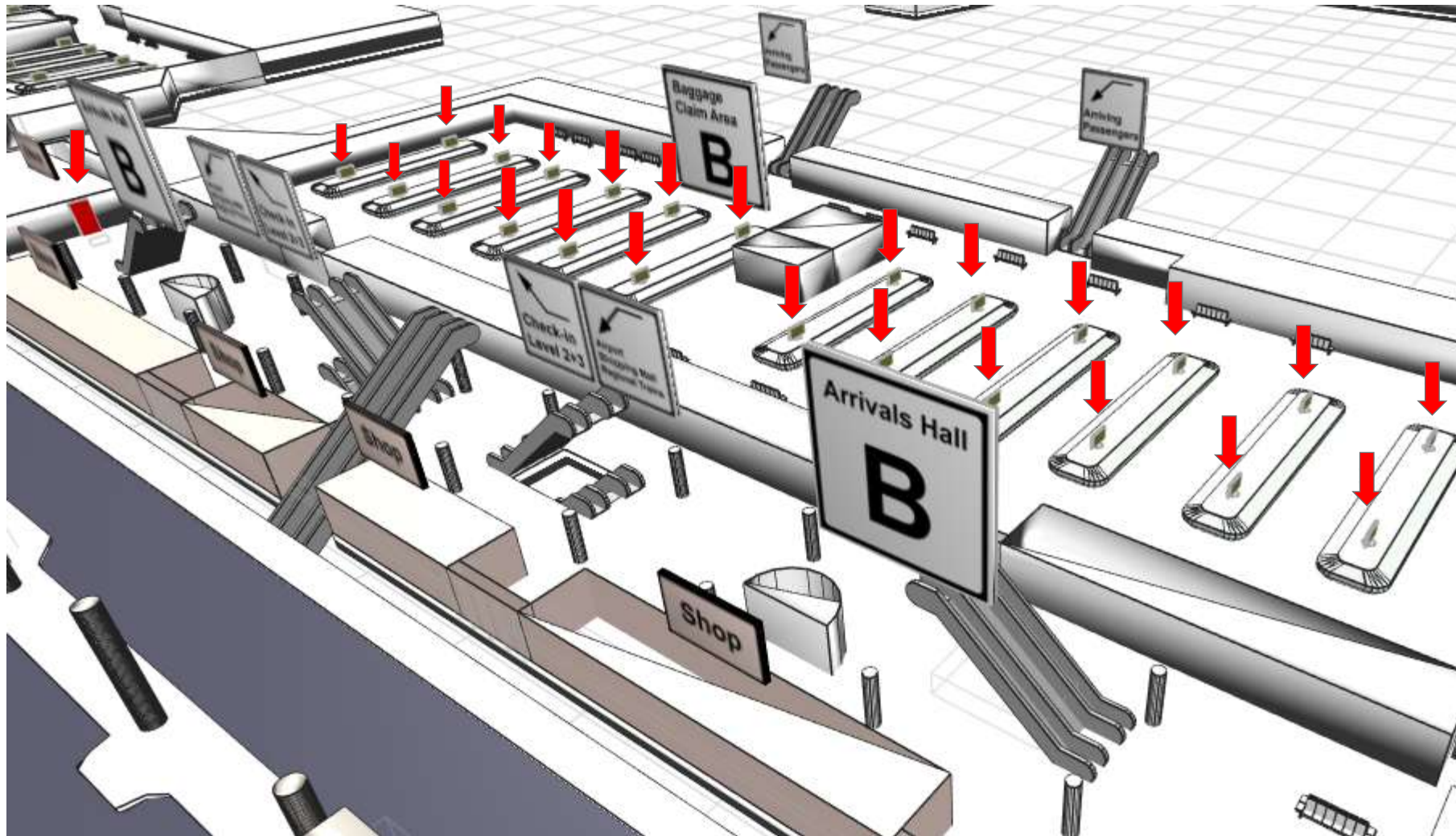
DIGITAL AIRPORT NETWORK



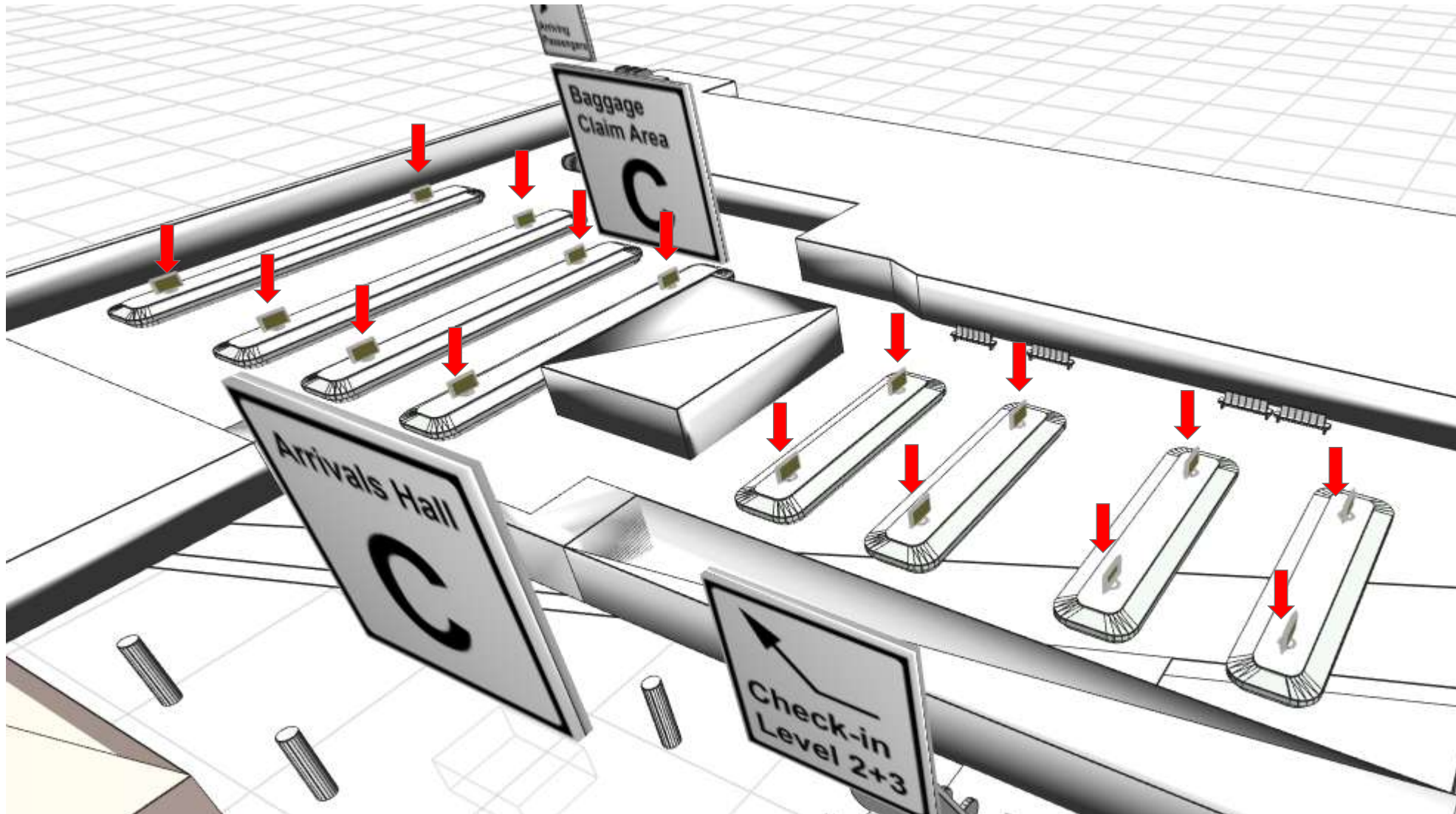
DIGITAL AIRPORT NETWORK



DIGITAL AIRPORT NETWORK



DIGITAL AIRPORT NETWORK



DIGITAL BUSINESS NETWORK

NETWORKS – TERMINAL 1 & 2



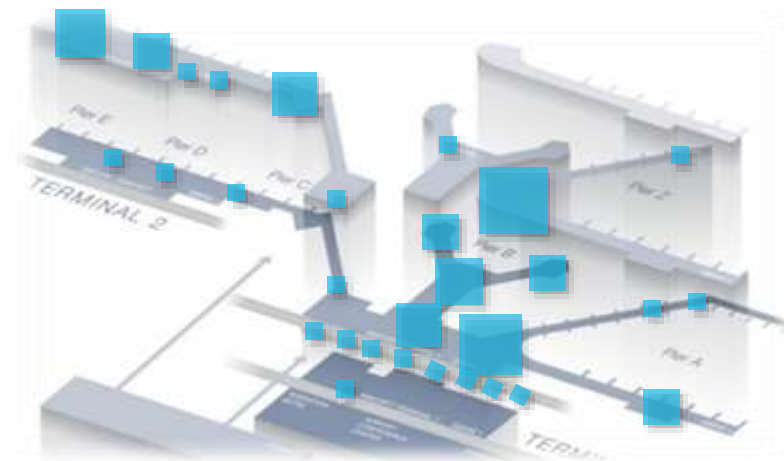
Multiple contacts

62 screens

Business travellers

Your priority boarding in the business hub

- The Digital Business Network opens up a premium contact for you at Europe's biggest business hub to a high-end B2B target group.
- The network consists of 62 screens offering an unbroken contact chain to arriving, departing and connecting passengers along all relevant touchpoints.
- With highly stimulating multiple contacts at Frankfurt Airport you will give business travellers your persuasive storytelling to take with them on the journey.



Resource number:	NW-400-073
Location:	Terminal 1 & 2
Quantity:	more than 60 screens
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Ads per day:	Min. 1,200 broadcasts
Price*:	€ 45,310
Other costs*:	€ 1,750 handling fee
Size:	Format 1: 70" flat-screen displays (portrait) Format 2: 75" flat-screen displays (portrait) Format 3: 98" flat-screen displays (portrait) Format 4: 85" flat-screen displays with 4K resolution (portrait)

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



DIGITAL DELUXE NETWORK

NETWORKS – TERMINAL 1 & 2



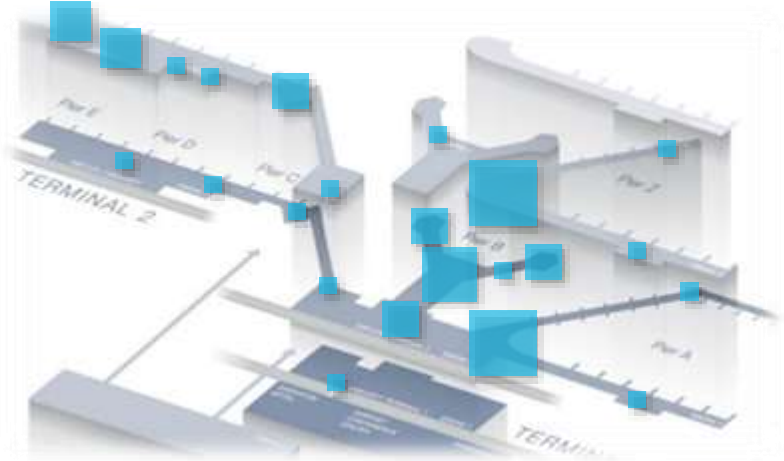
Full HD

72 screens

Premium target group with purchasing power

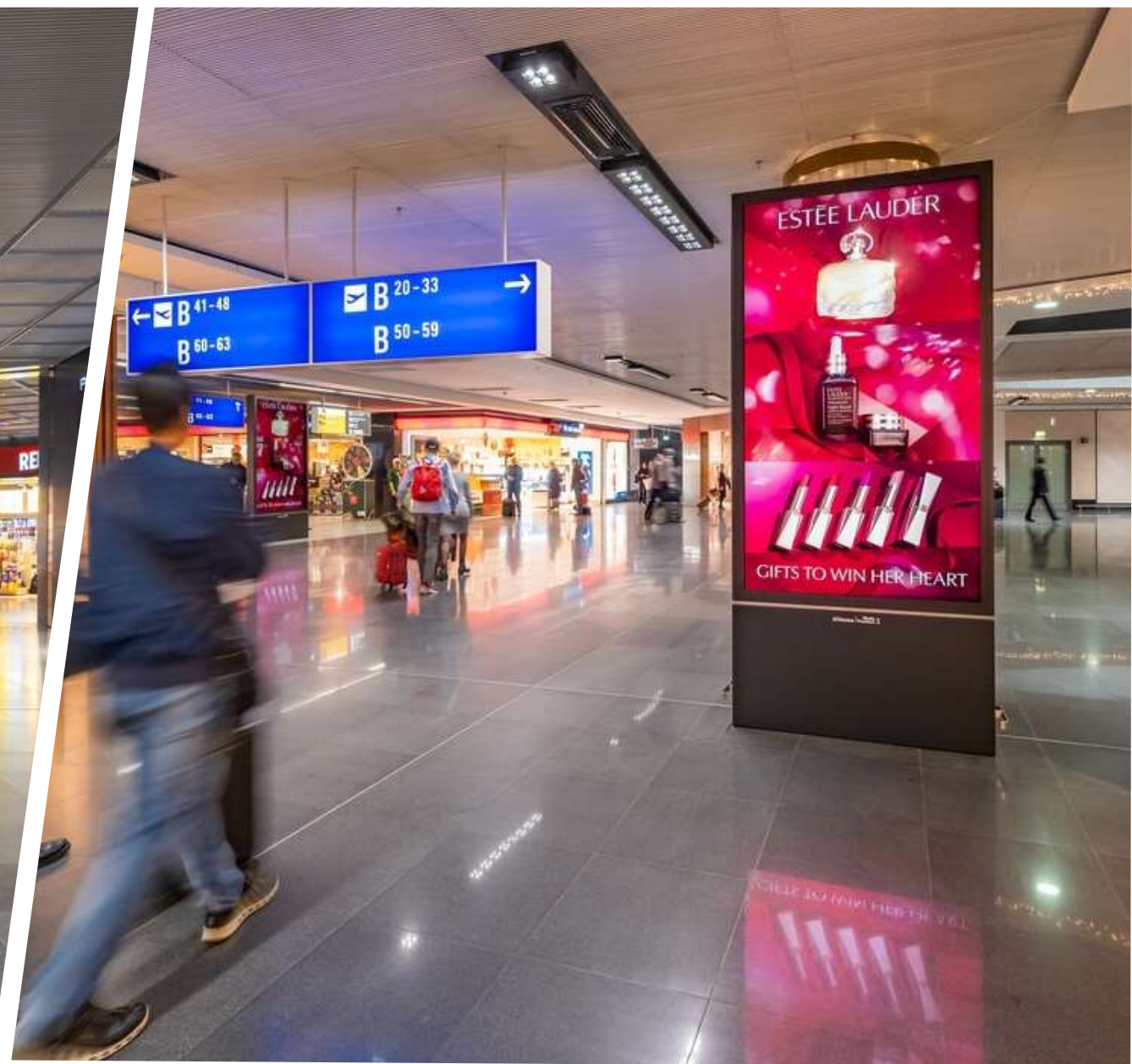
VIP service for your luxury communication

- With the Digital Deluxe Network at Frankfurt Airport you will reach almost 100 percent of all affluent premium groups with interest in lifestyle and luxury.
- The vertical-format 72 full HD screens, of 46 to 98 inches, are positioned mainly behind the security checkpoints.
- Here your content will catch relaxed and receptive arriving, departing and connecting travellers. The latter bring plenty of leisure with them at these points.
- The network is focused on market places and major retail hubs. They offer an ideal and high-quality environment for your luxury communication.

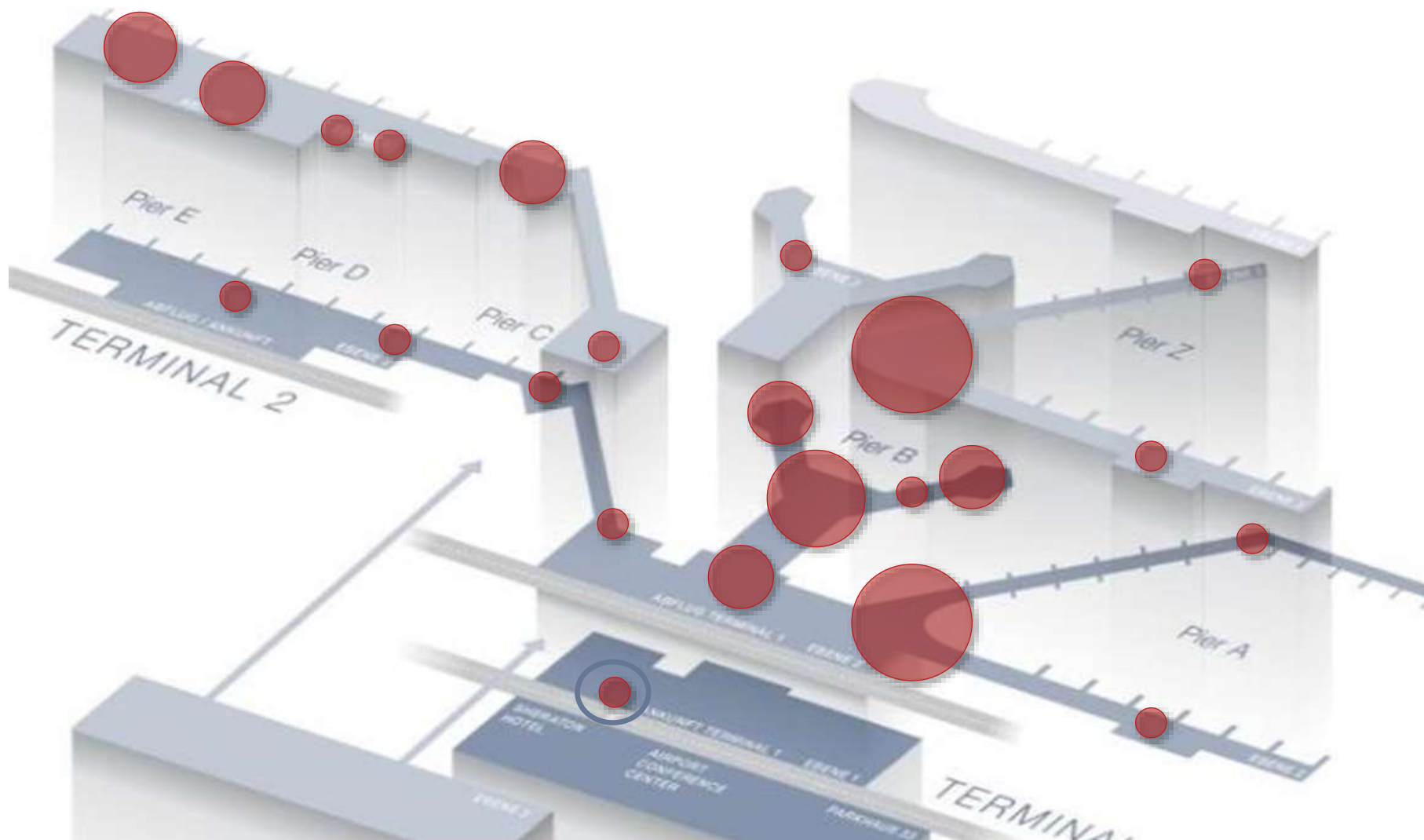


Resource number:	NW-400-056
Location:	Terminal 1 & 2
Quantity:	more than 70 screens
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Ads per day:	Min. 1,200 broadcasts
Price*:	€ 57,930
Other costs*:	€ 1,750 handling fee
Size:	46" / 70" / 75" / 98" flat-screen displays in full HD (portrait)

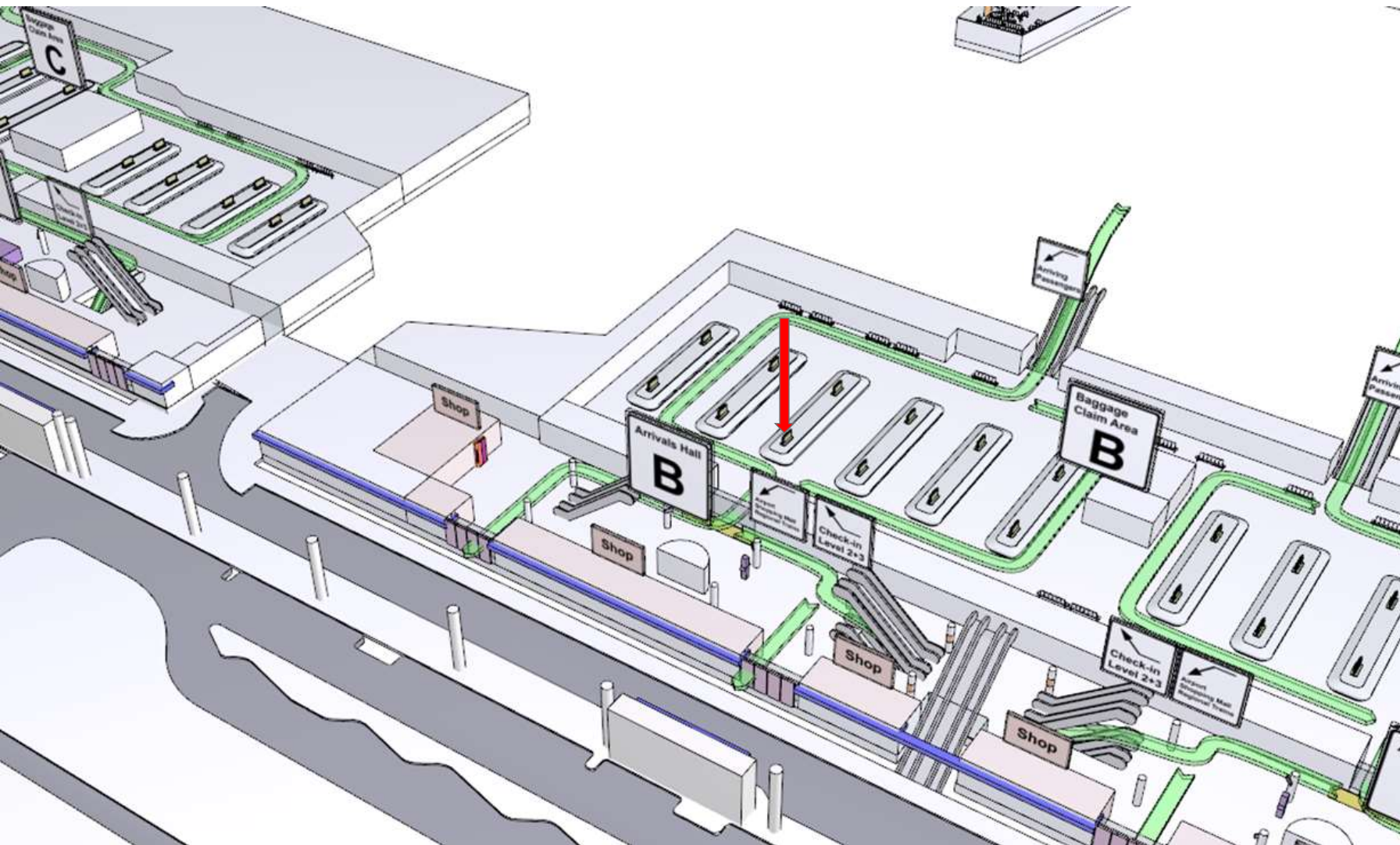
*All prices and costs subject to change. Surcharges may apply for special trade fair events.



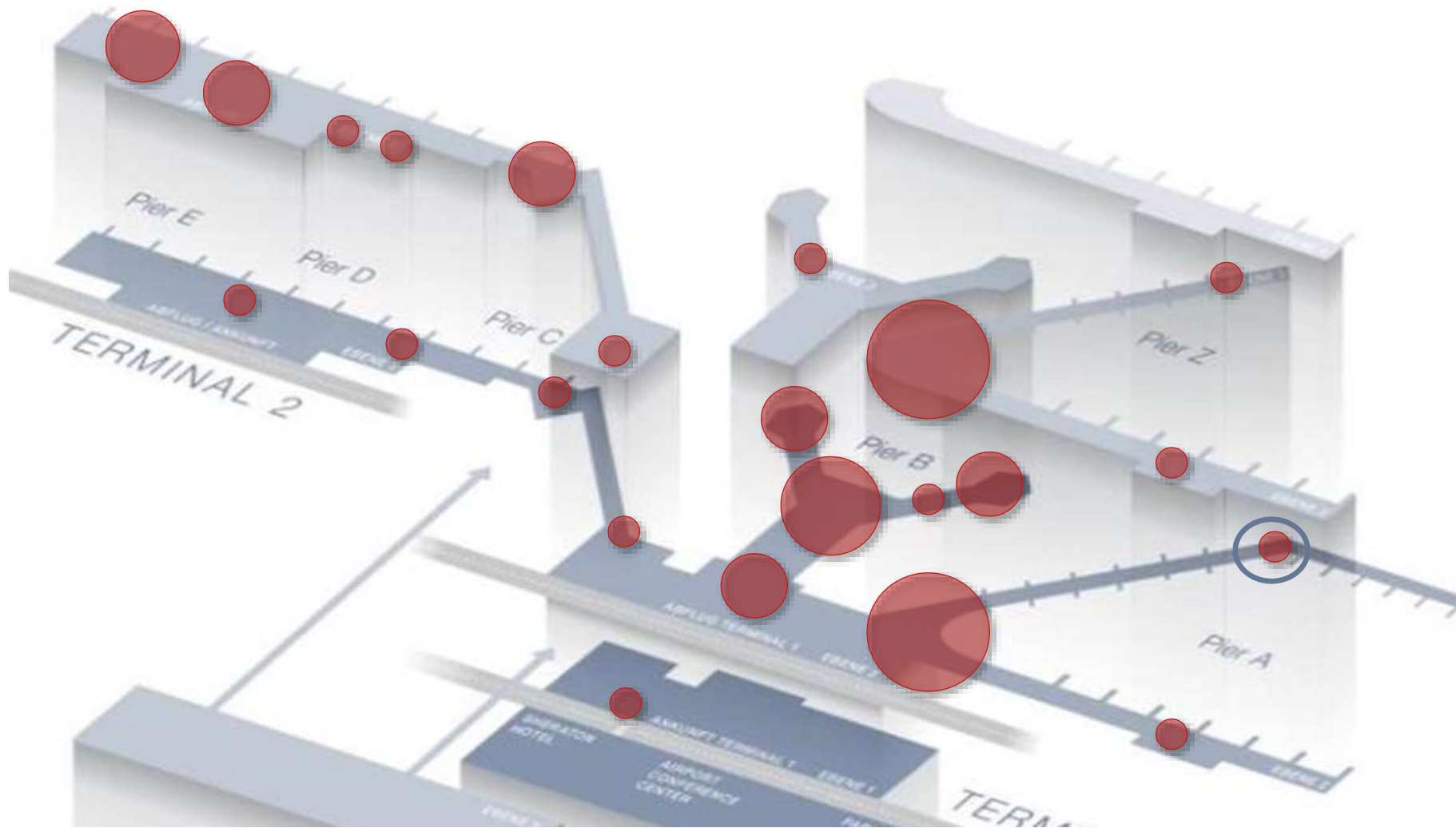
DIGITAL DELUXE NETWORK



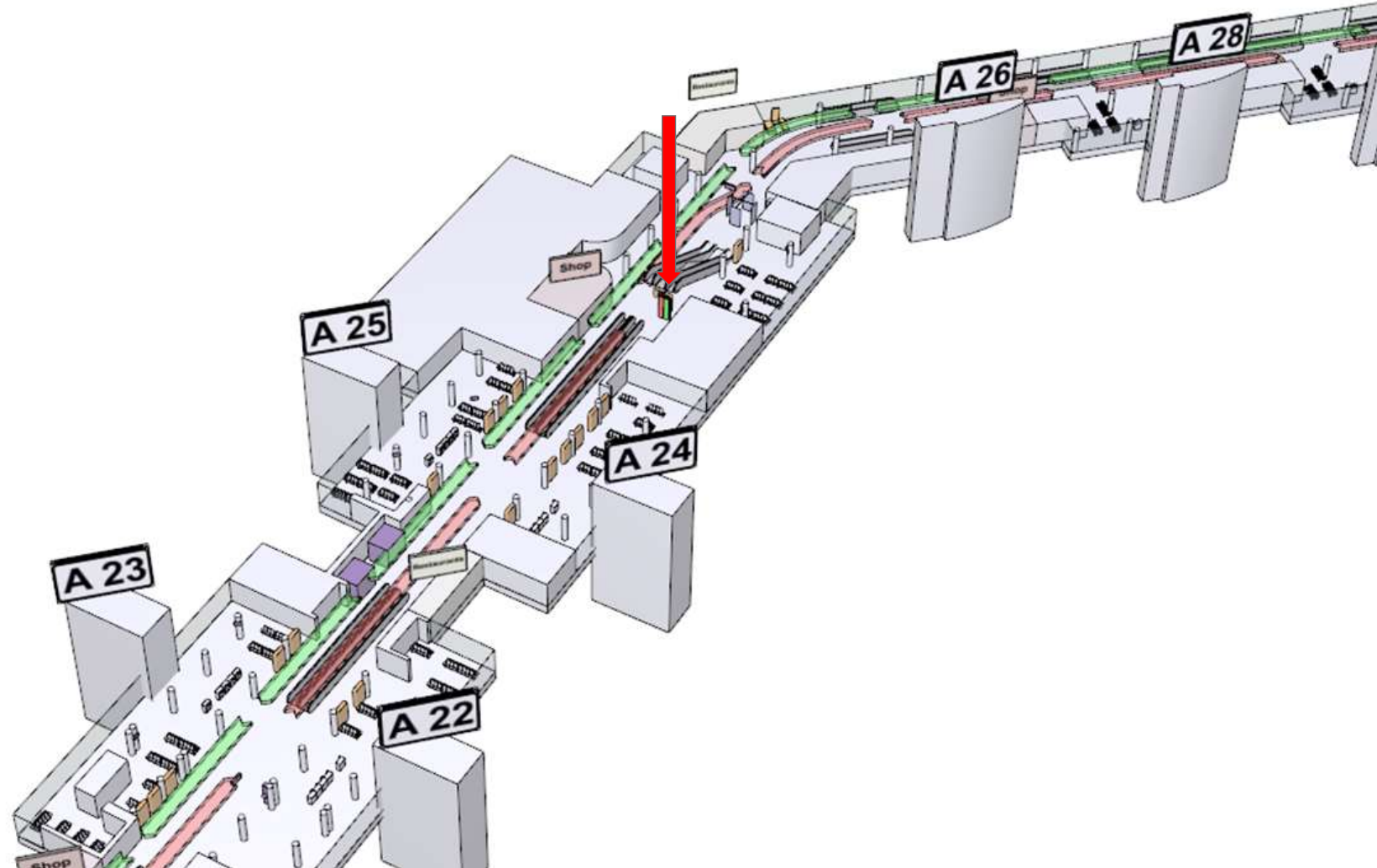
DIGITAL DELUXE NETWORK



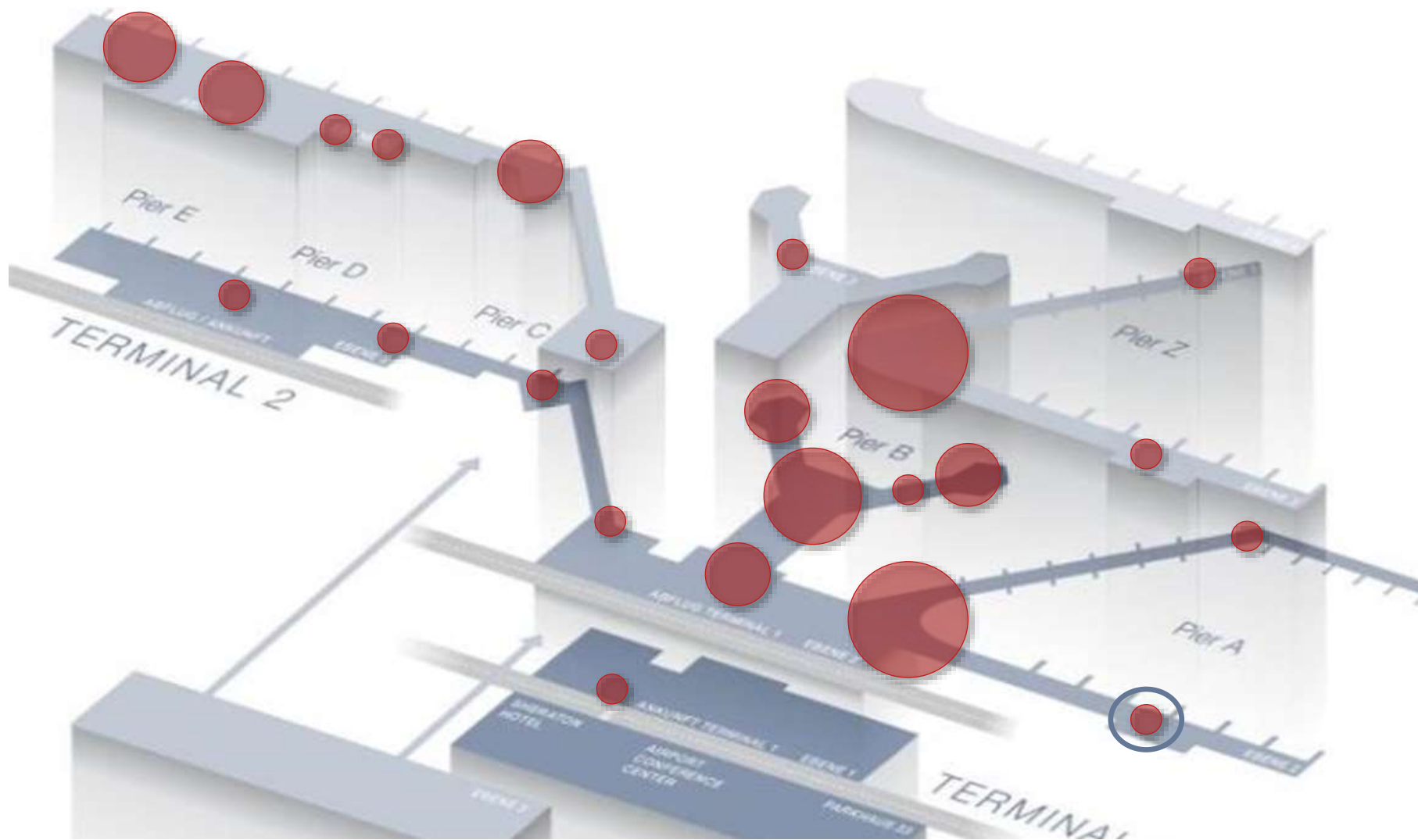
DIGITAL DELUXE NETWORK



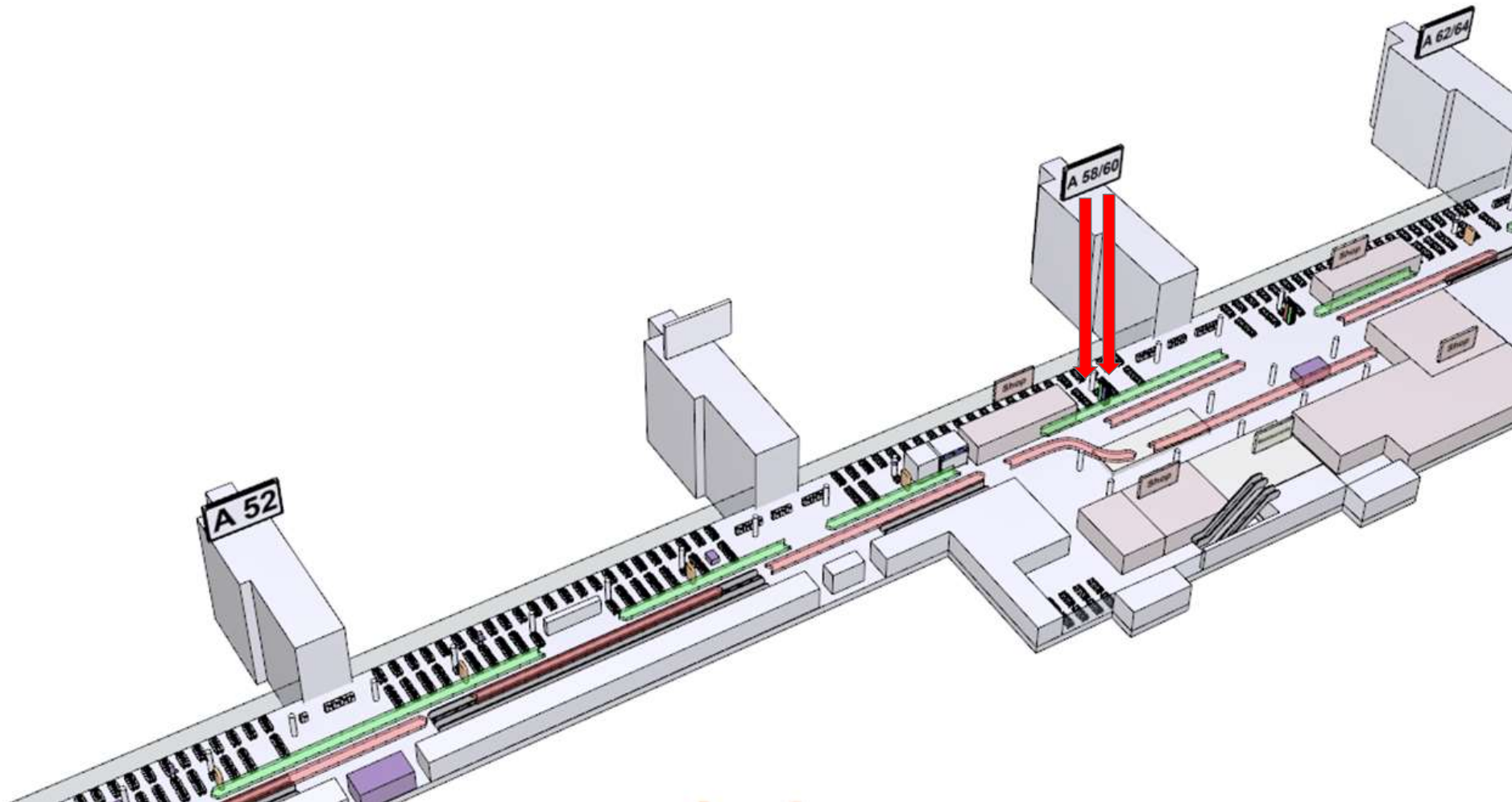
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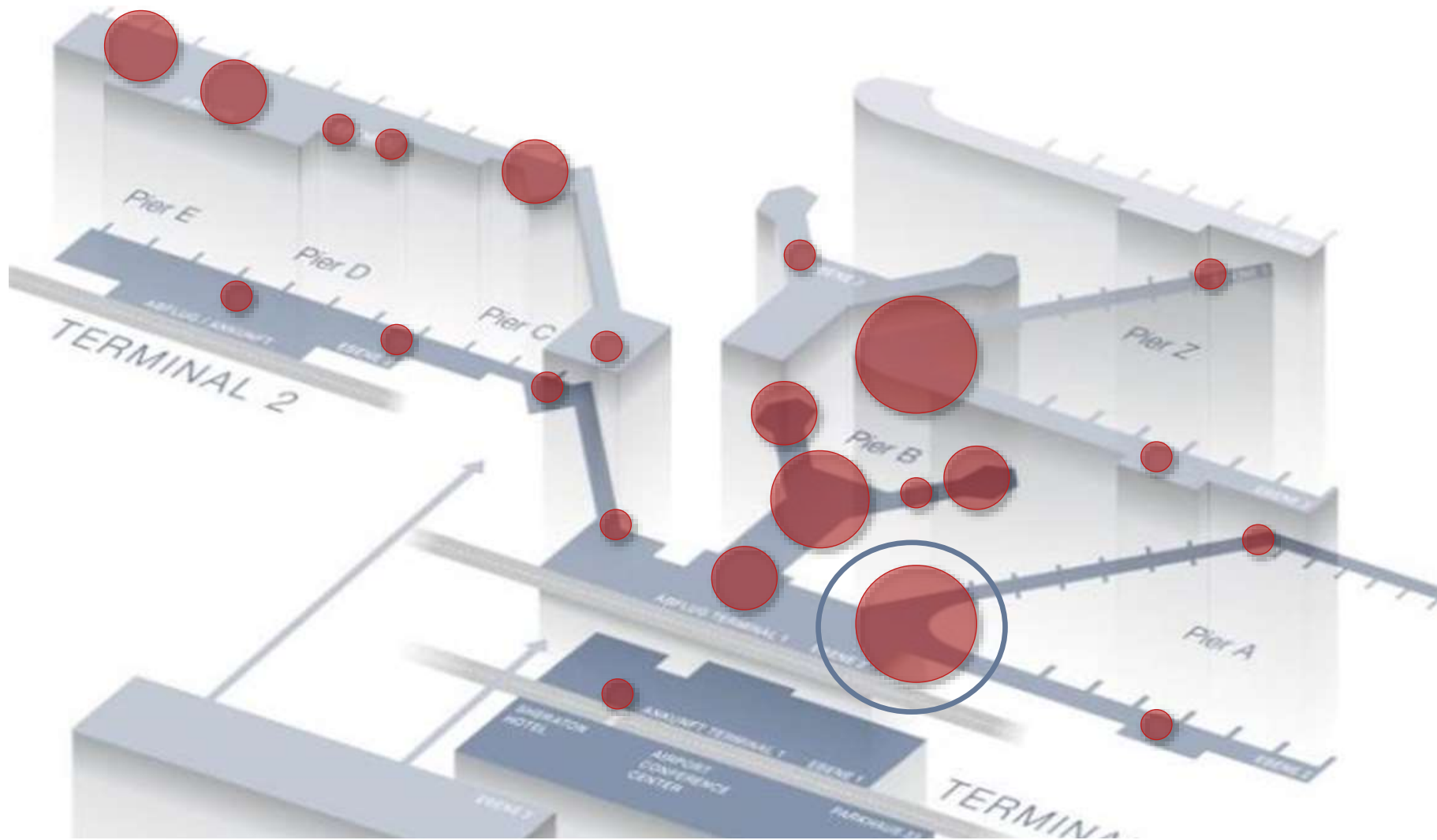
DIGITAL DELUXE NETWORK



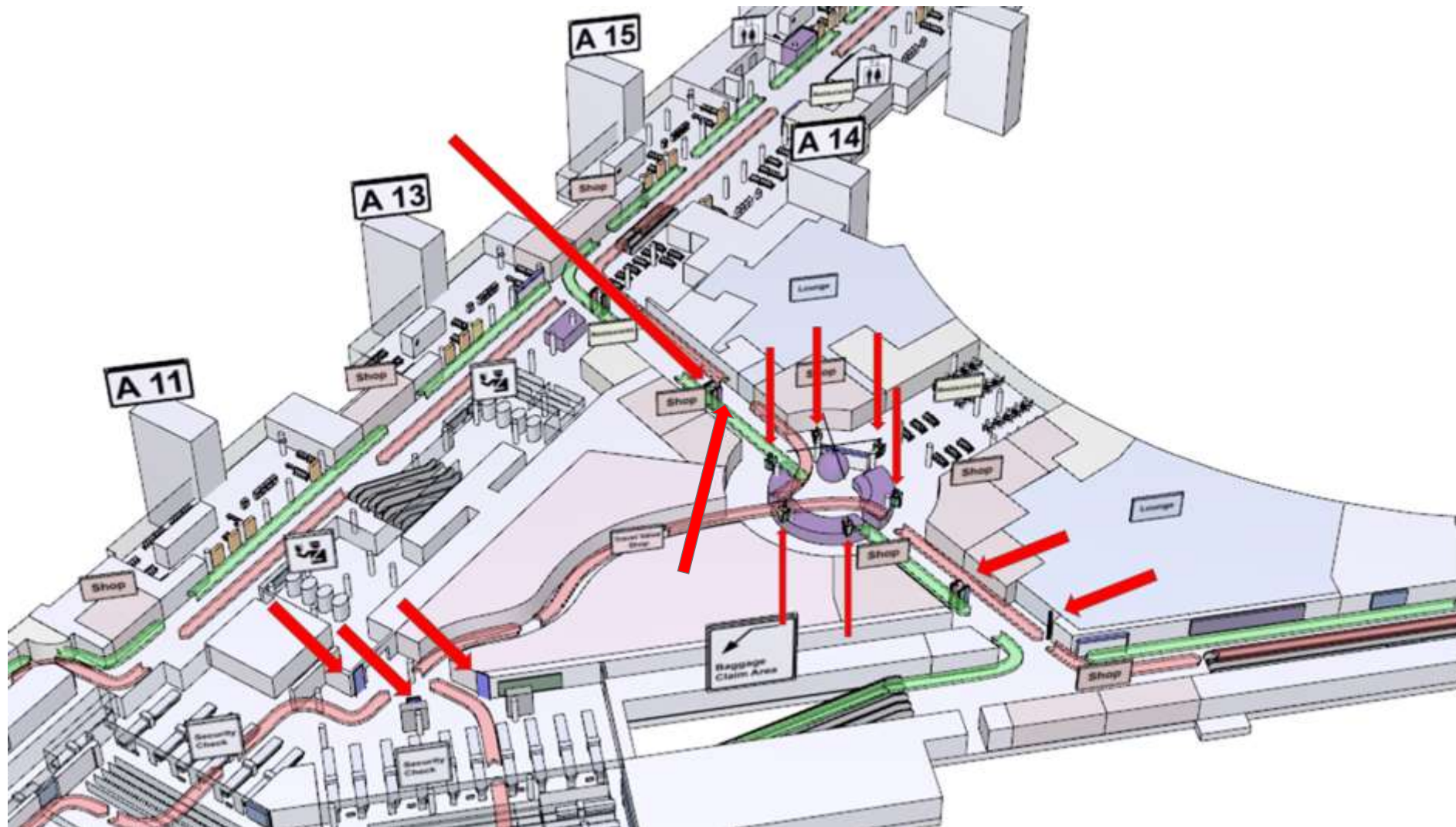
DIGITAL DELUXE NETWORK



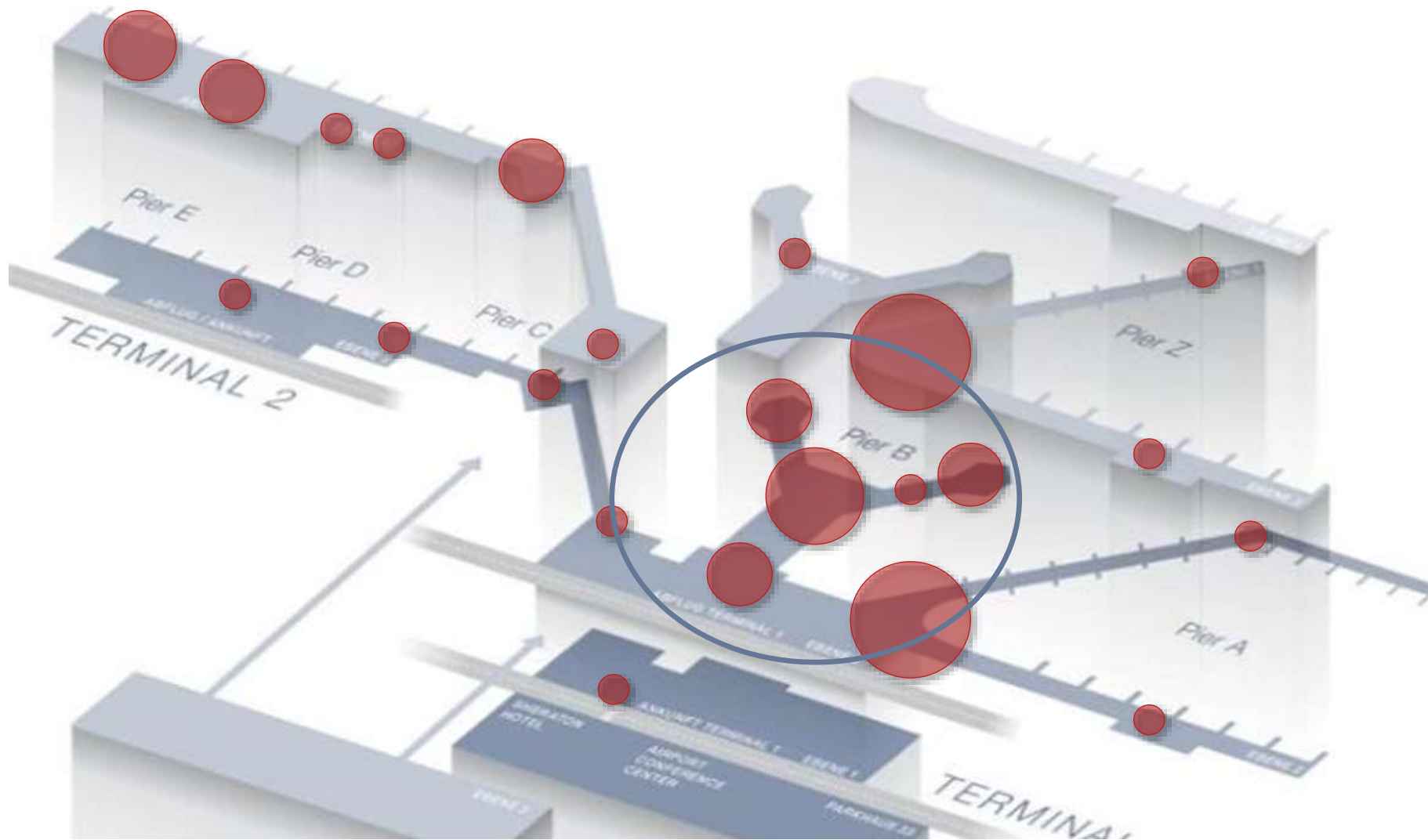
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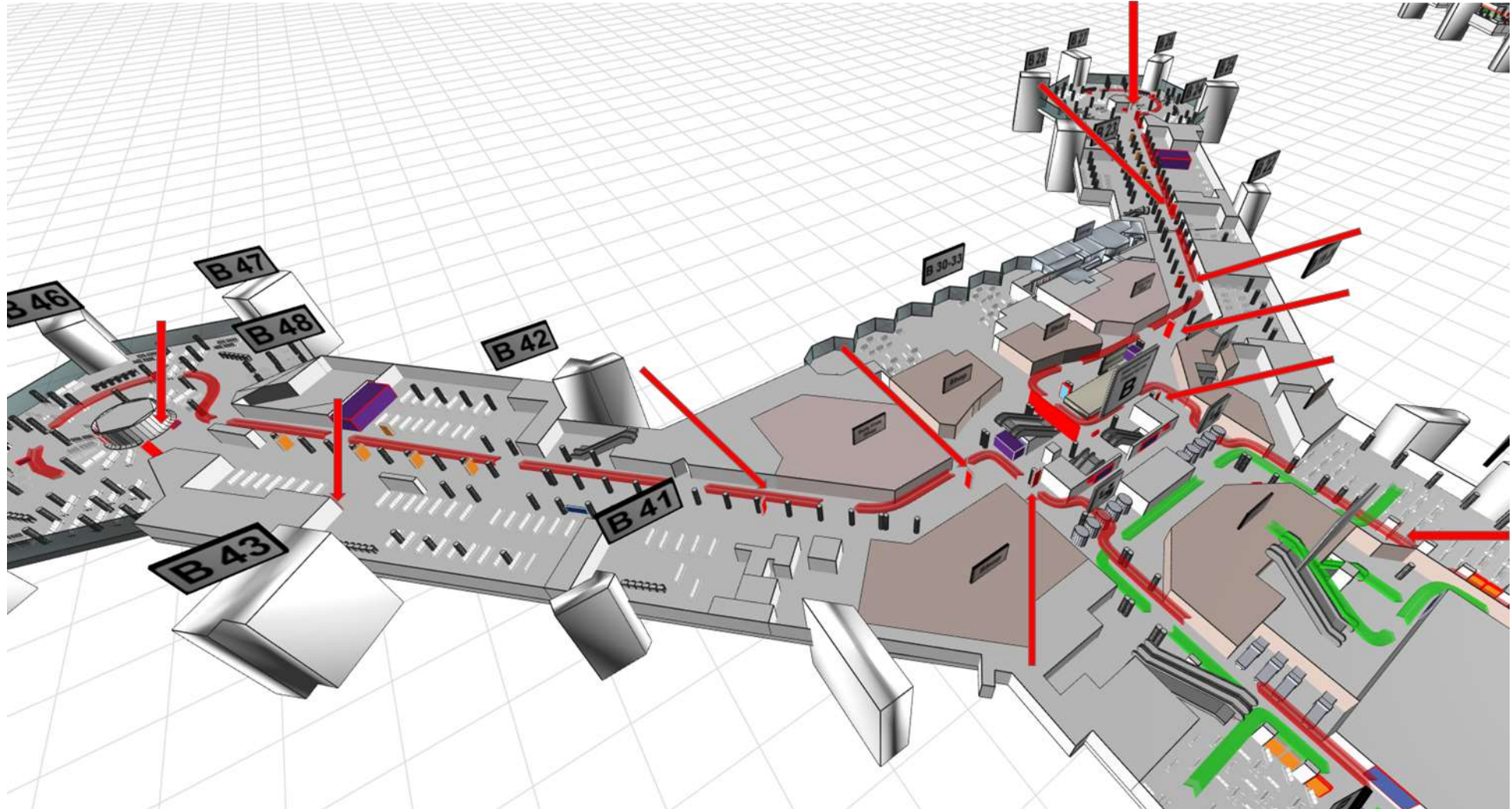
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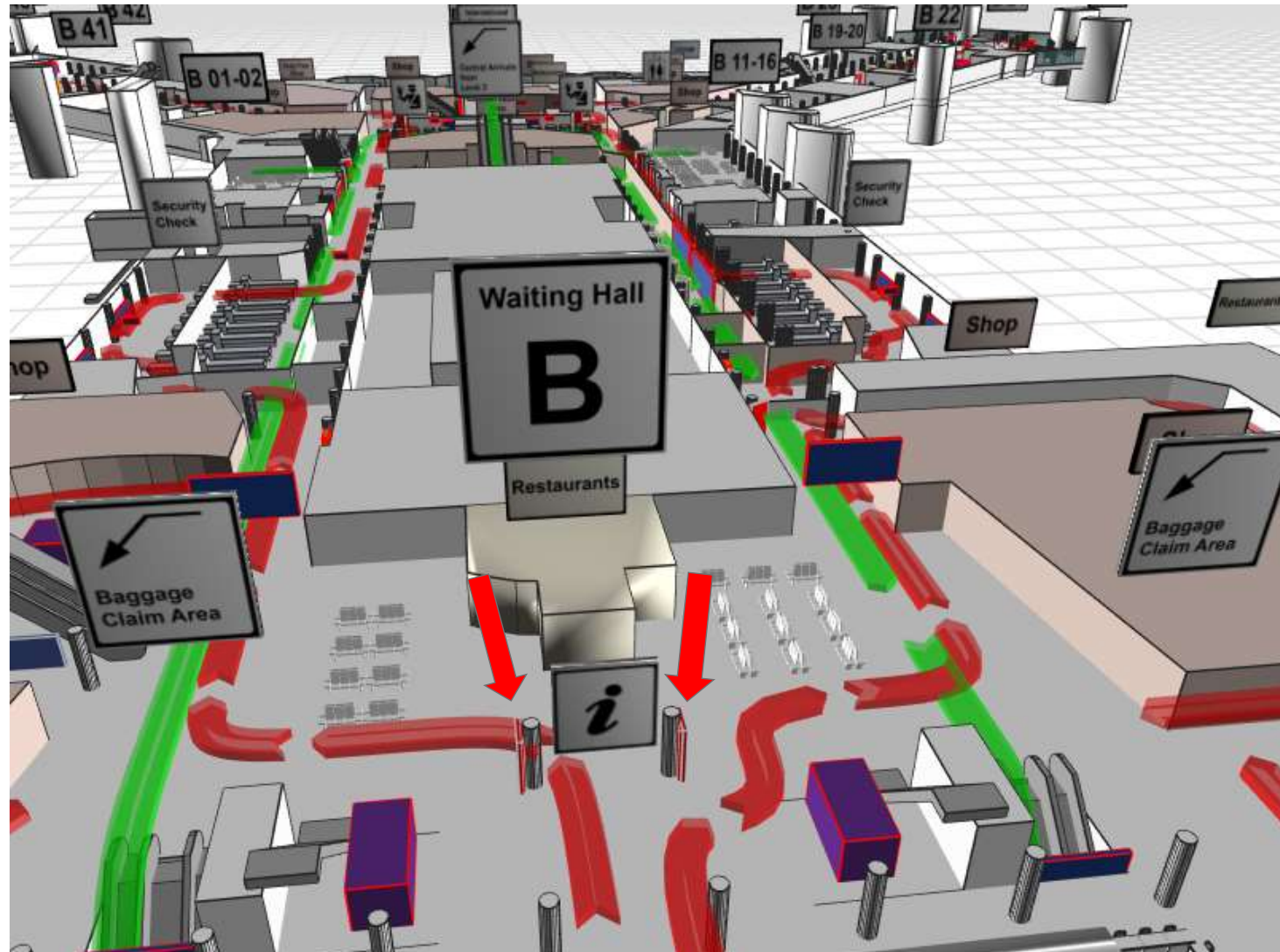
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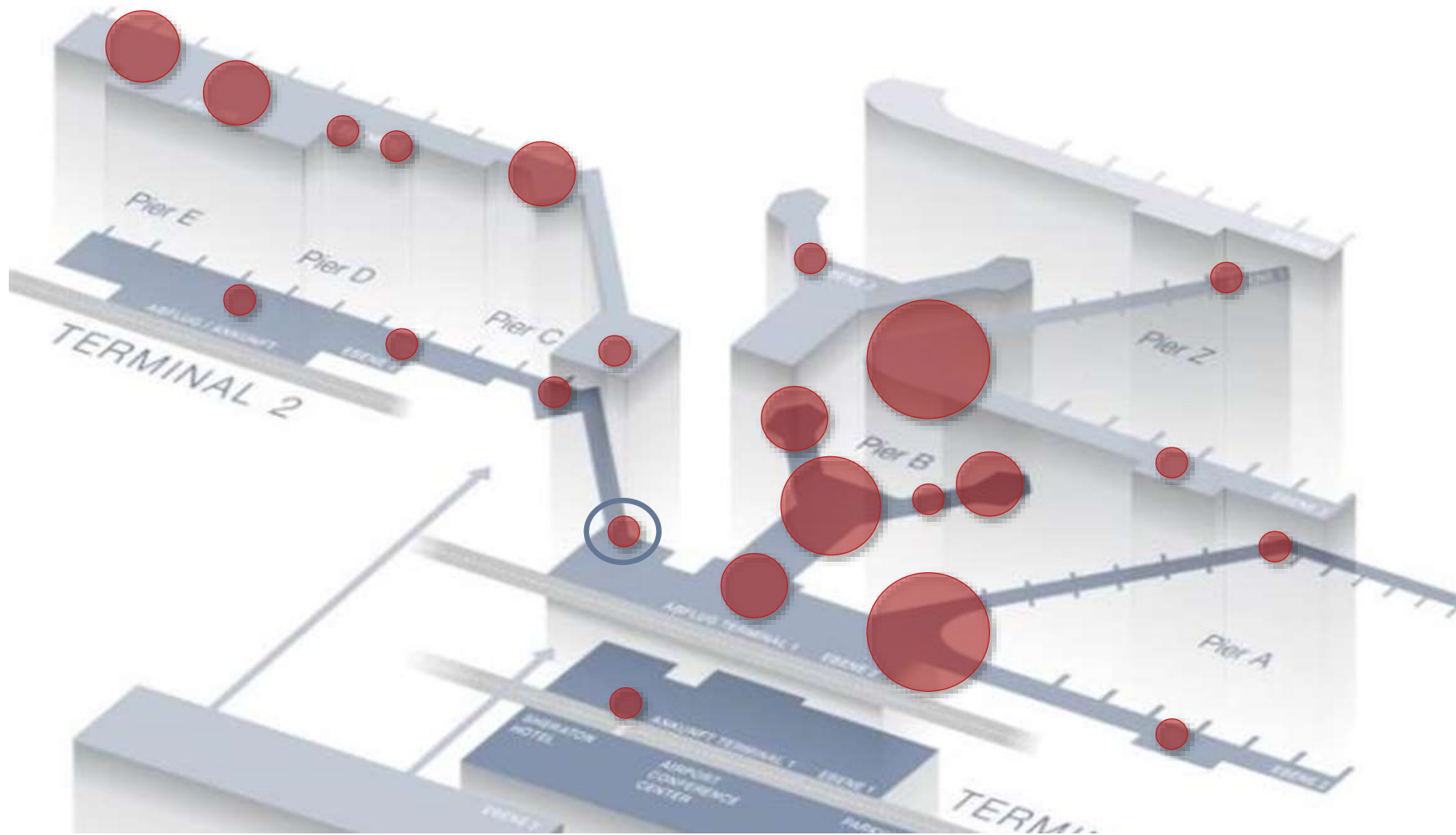
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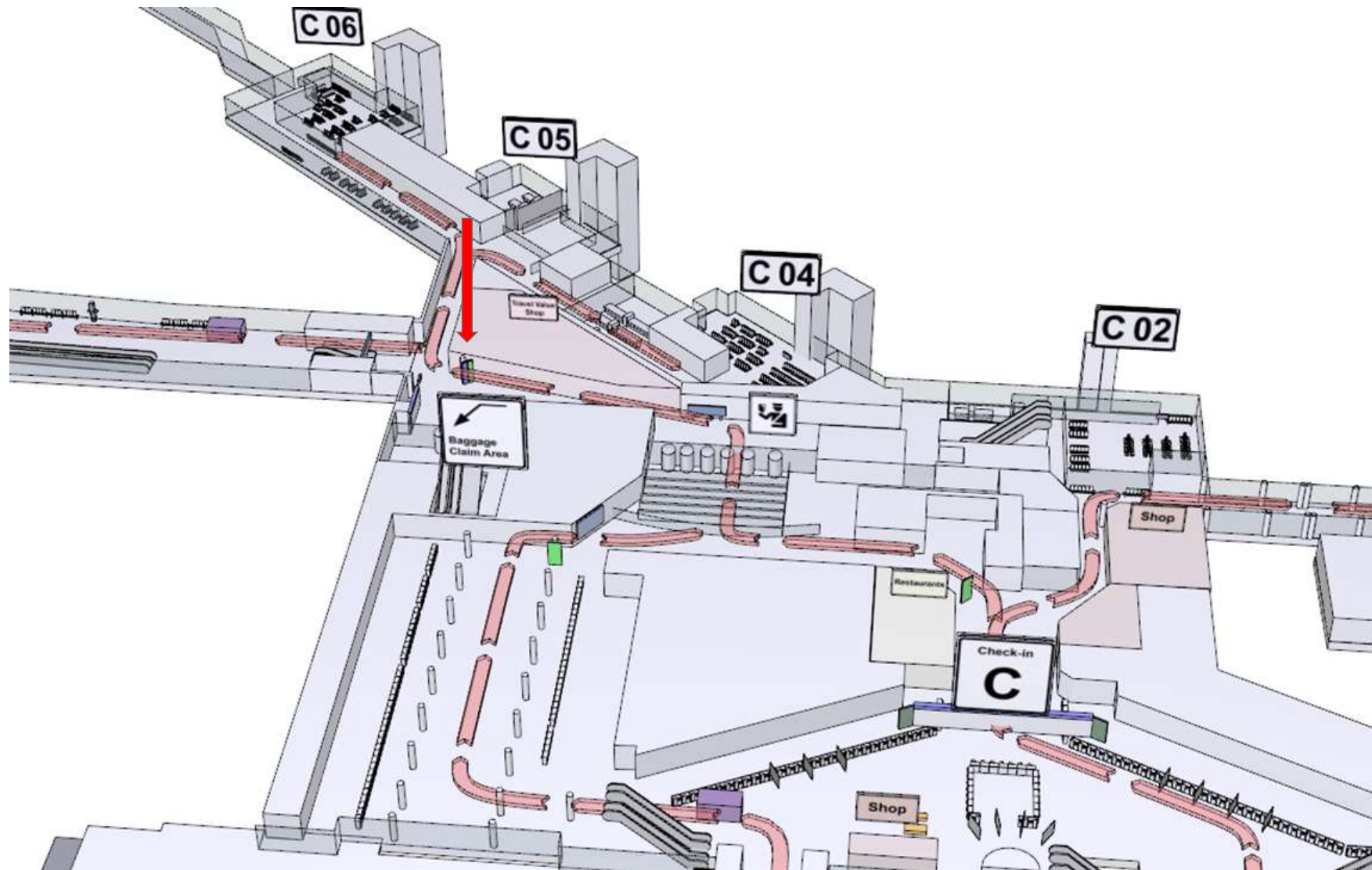
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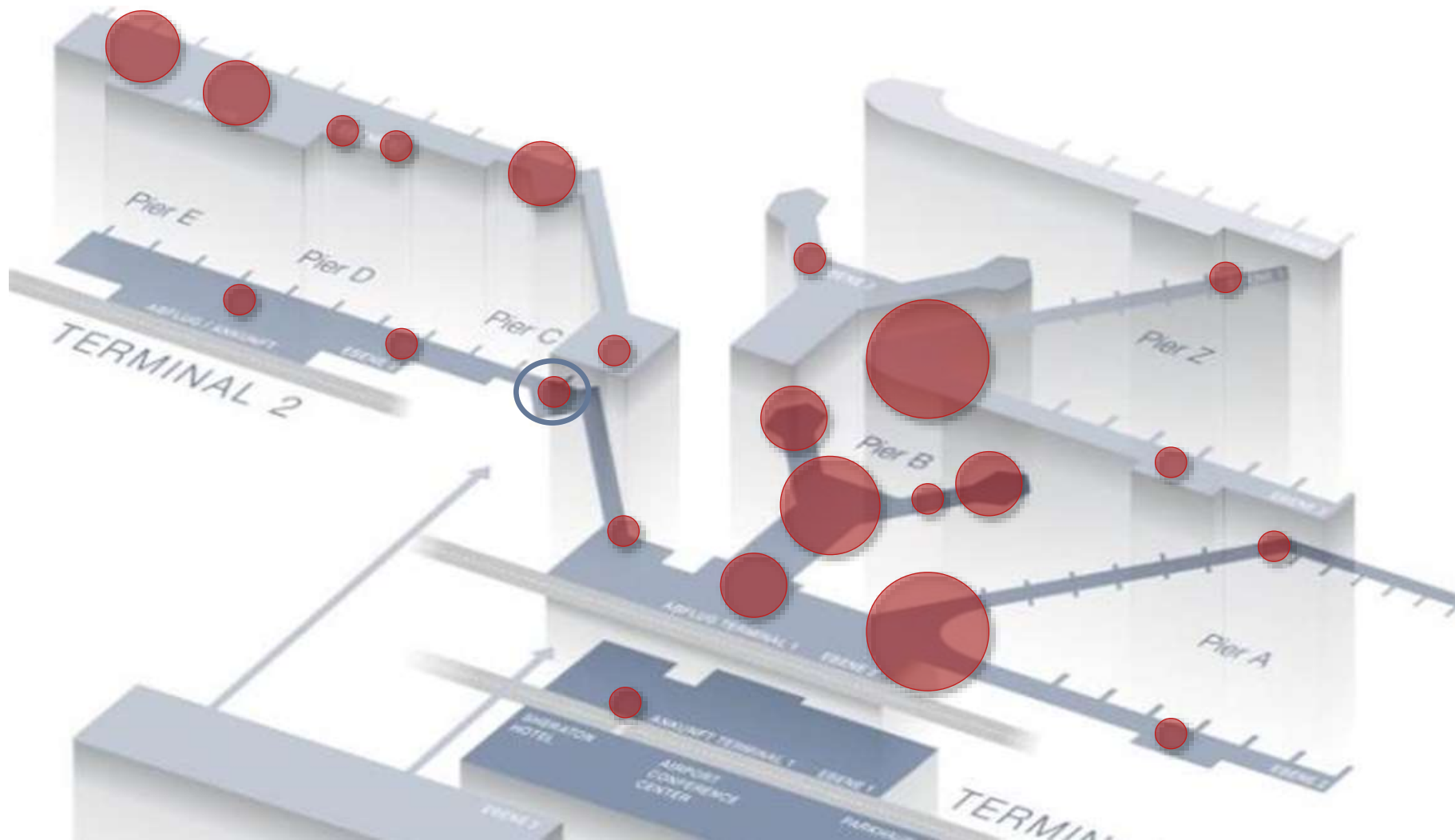
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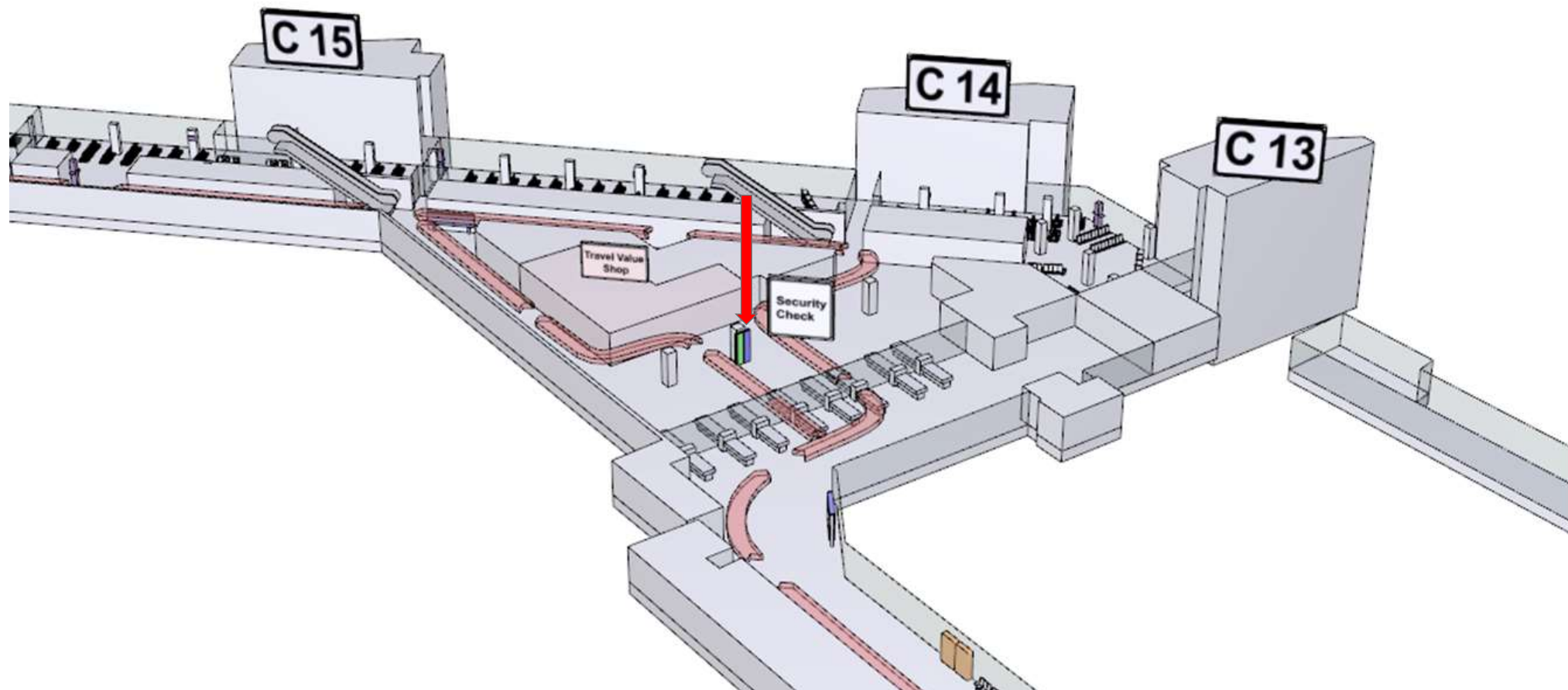
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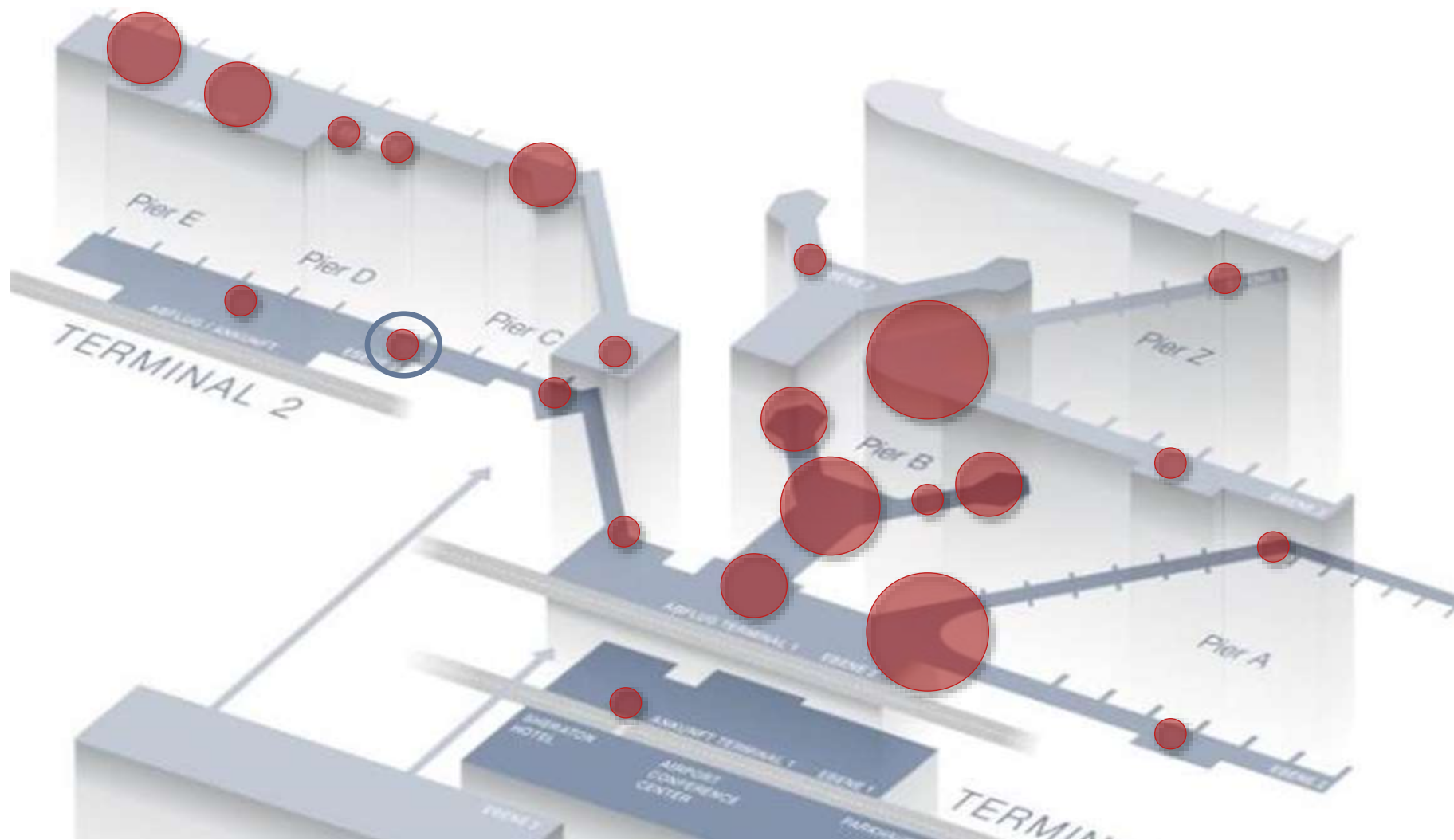
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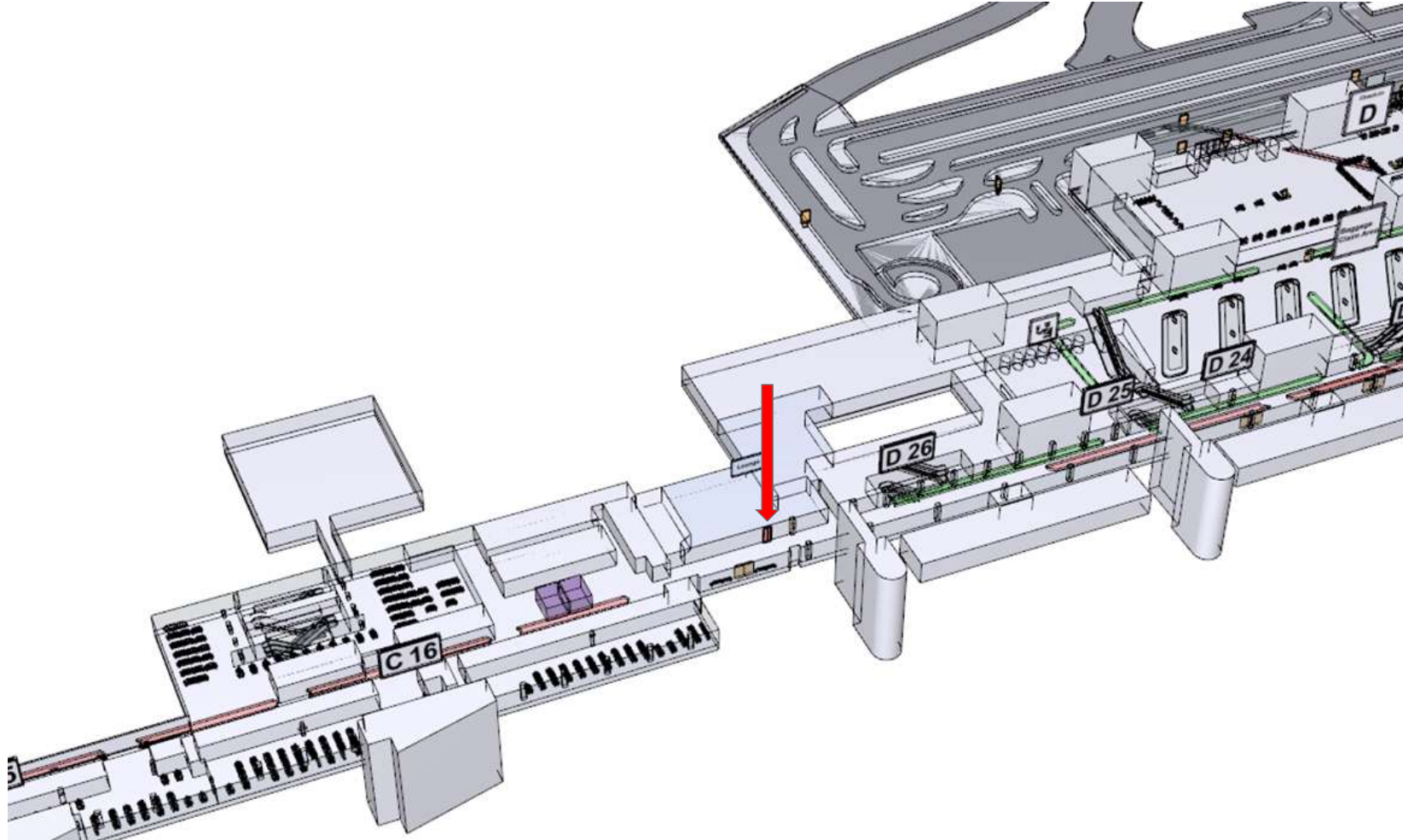
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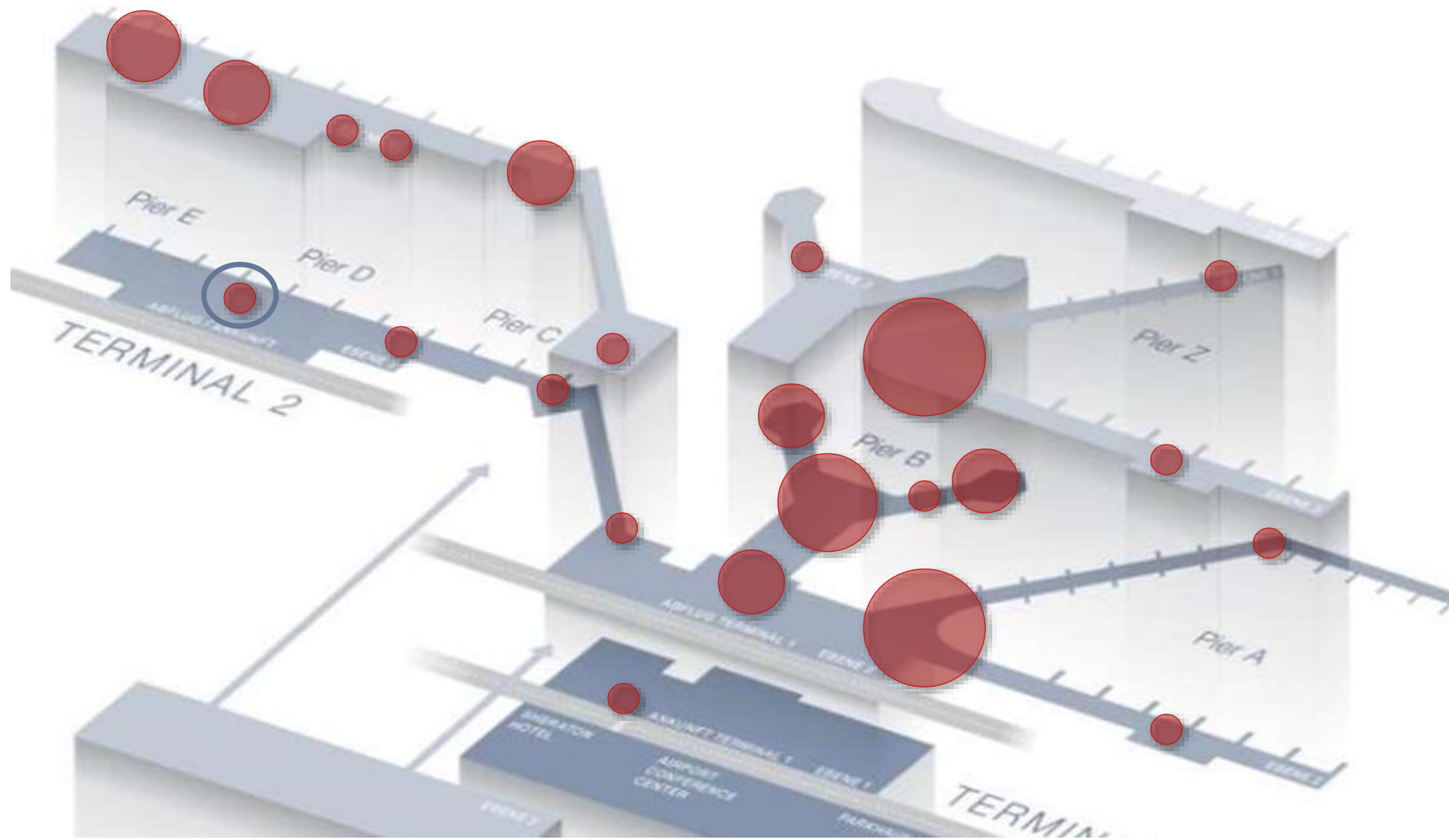
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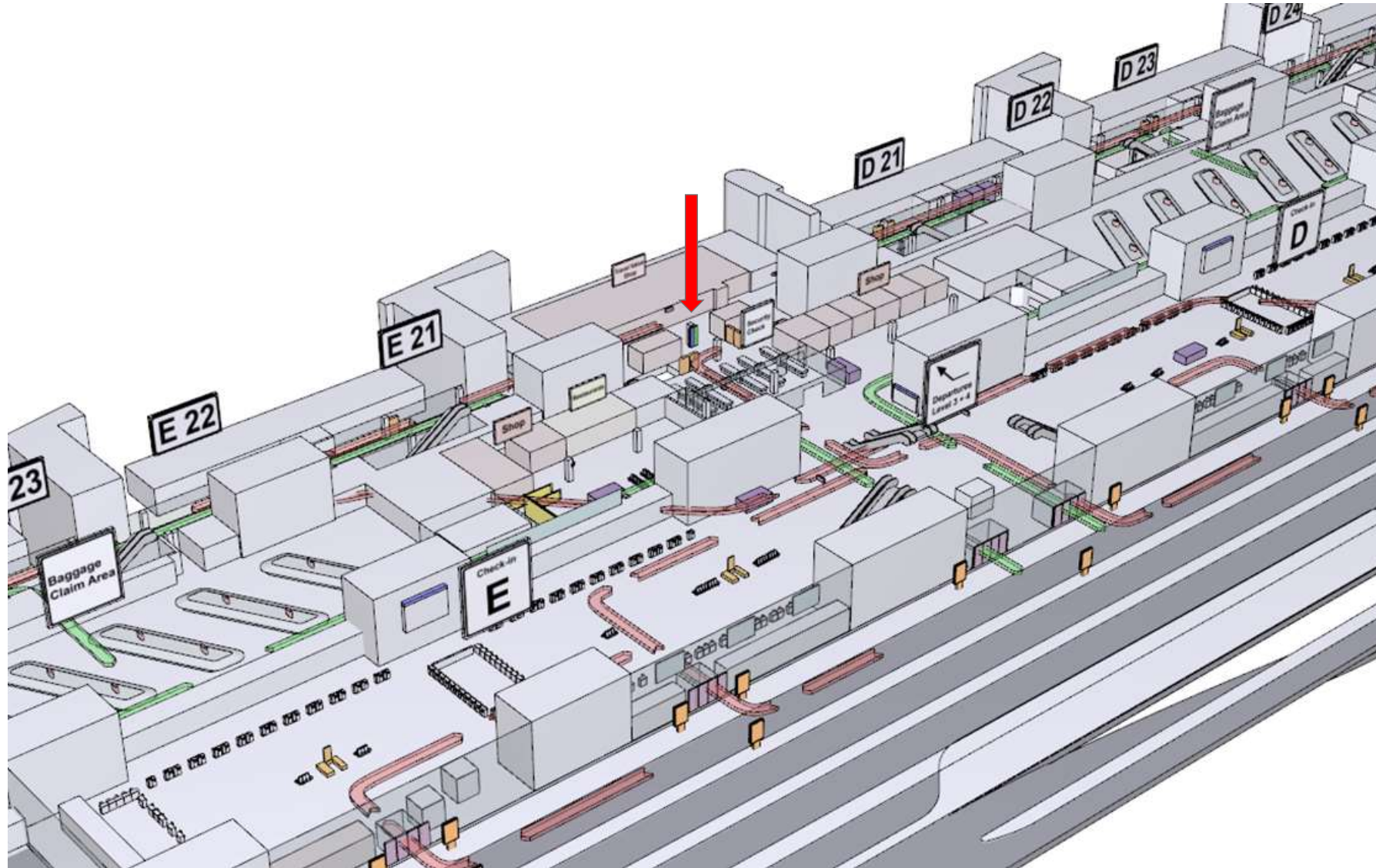
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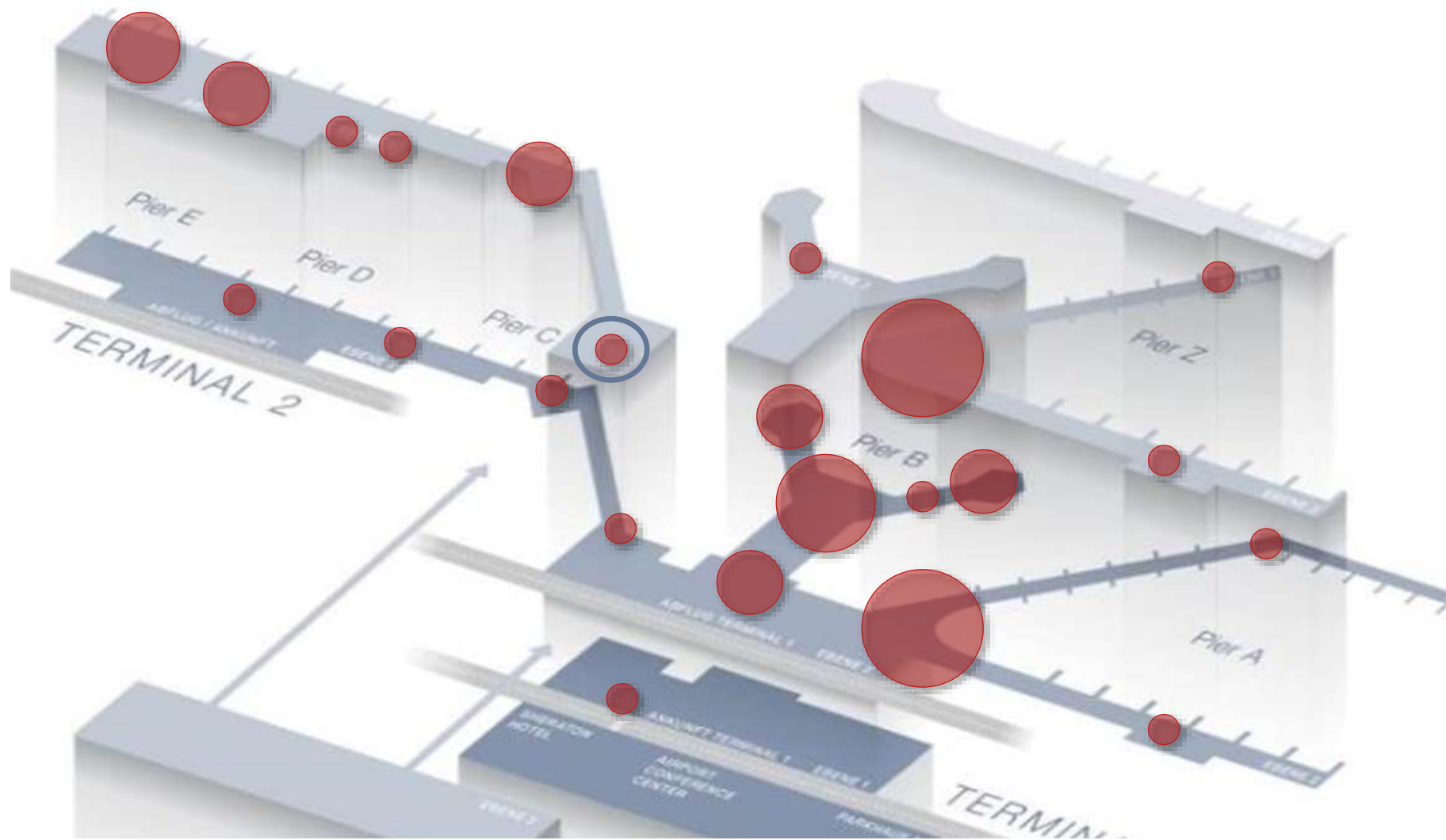
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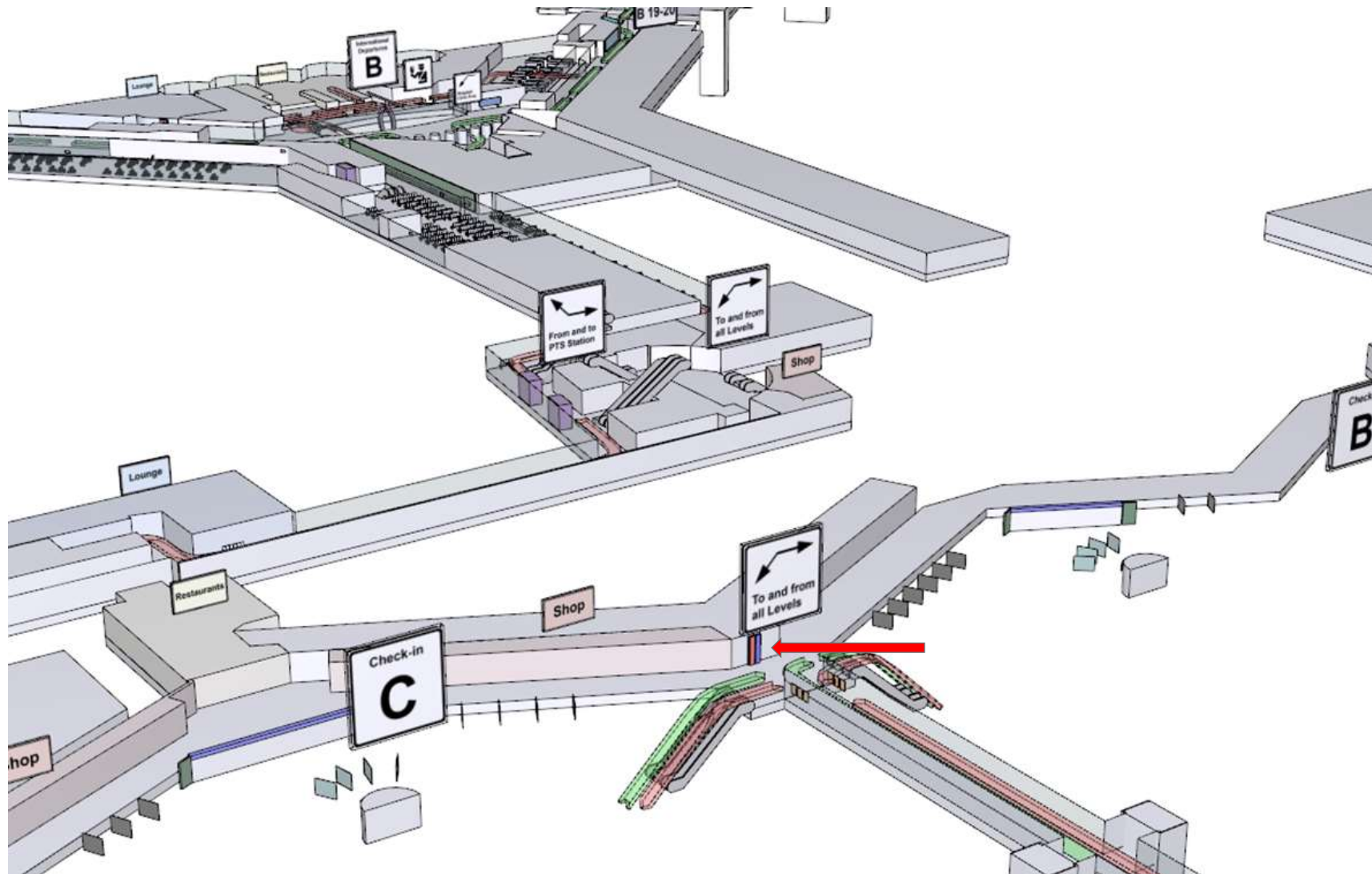
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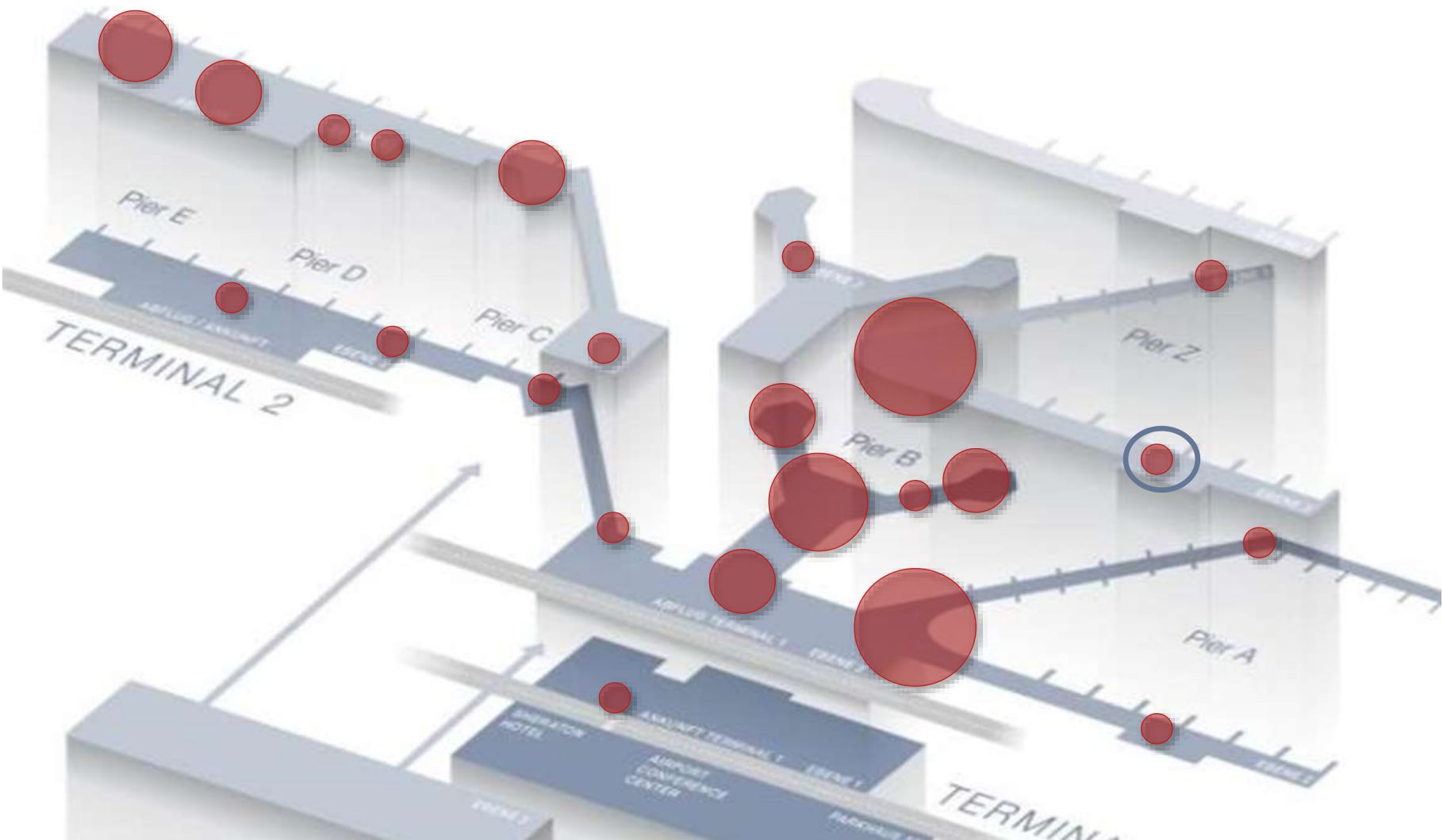
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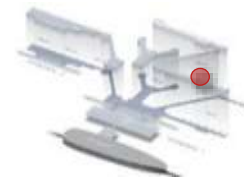
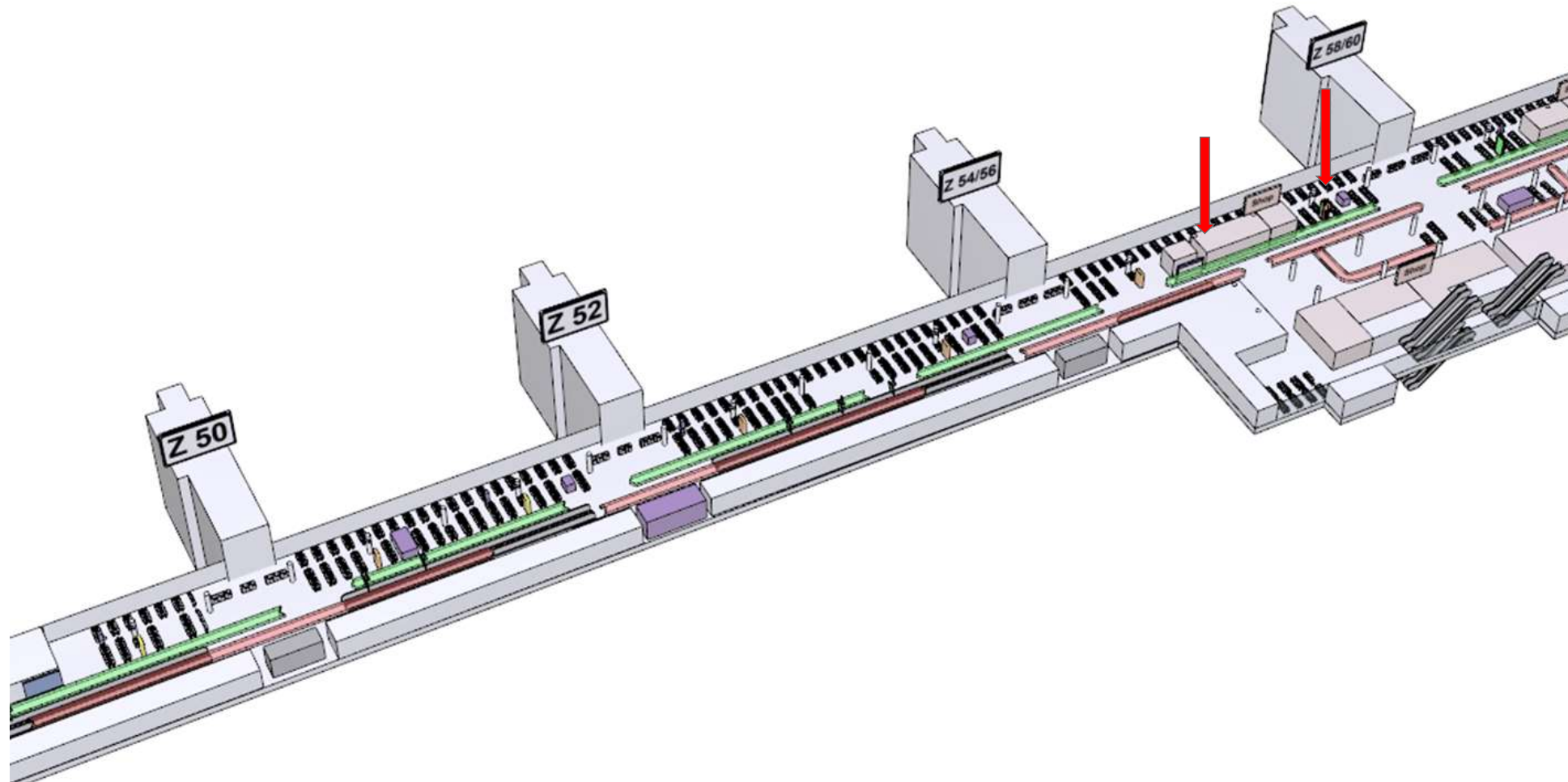
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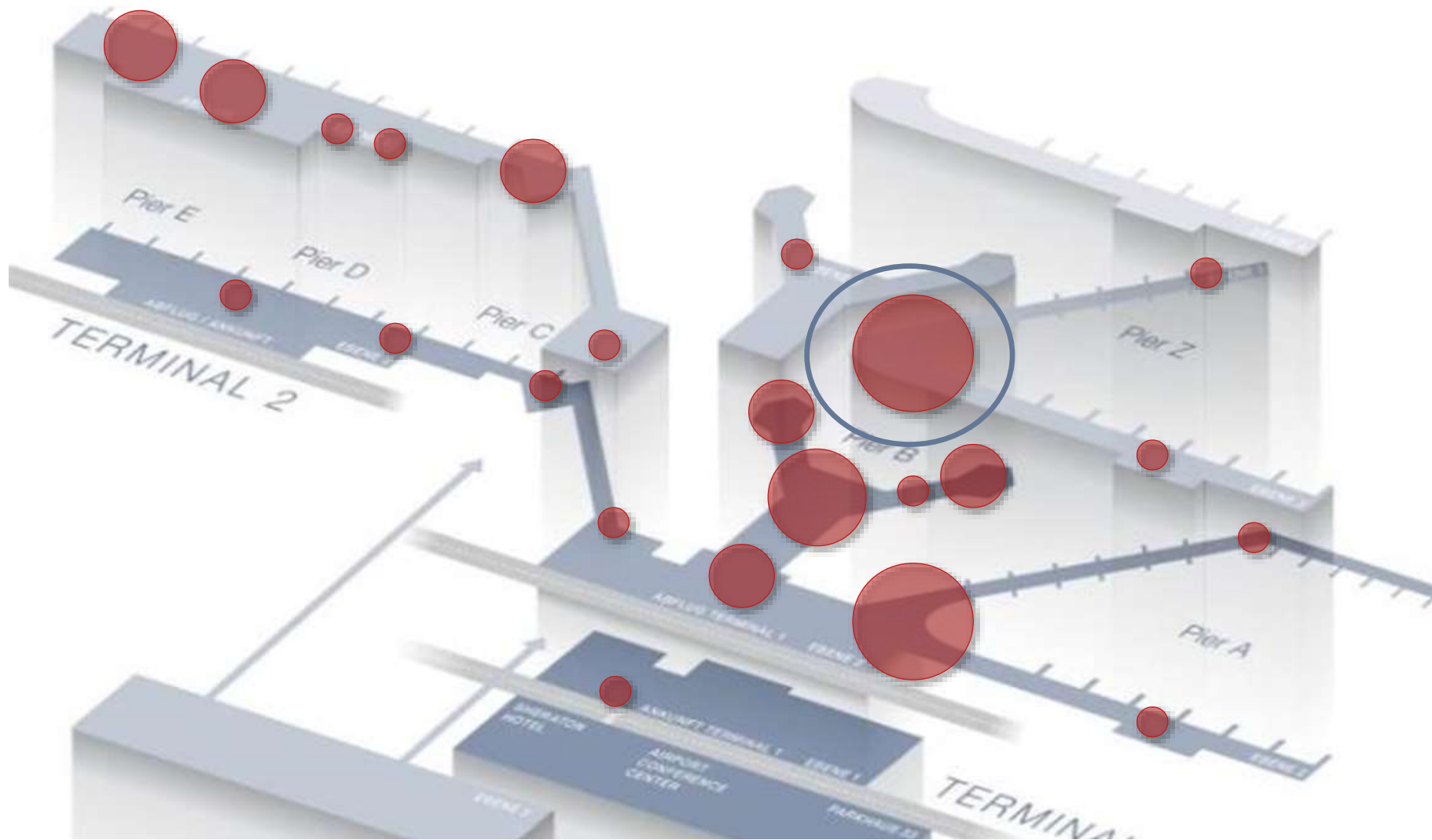
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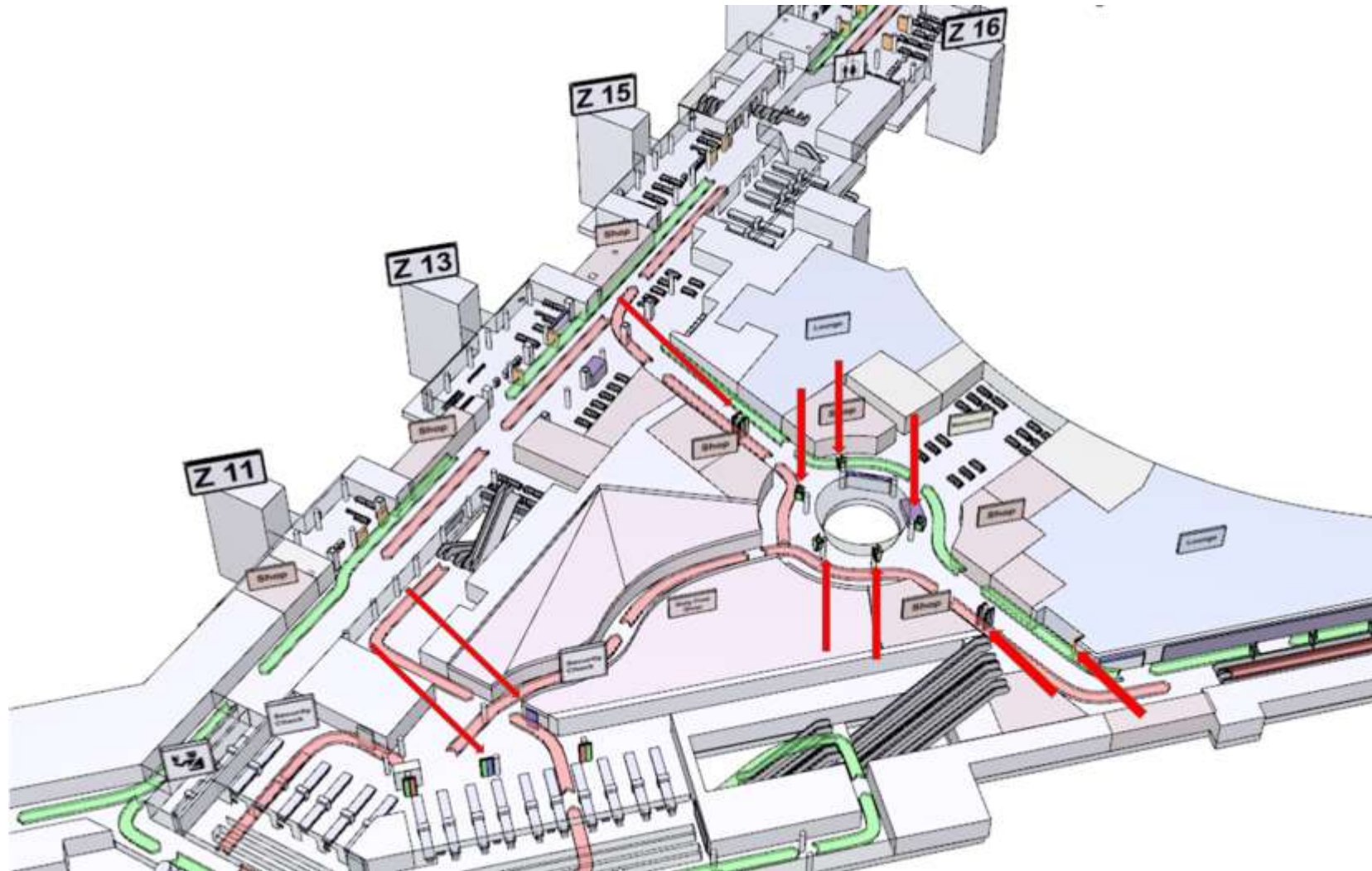
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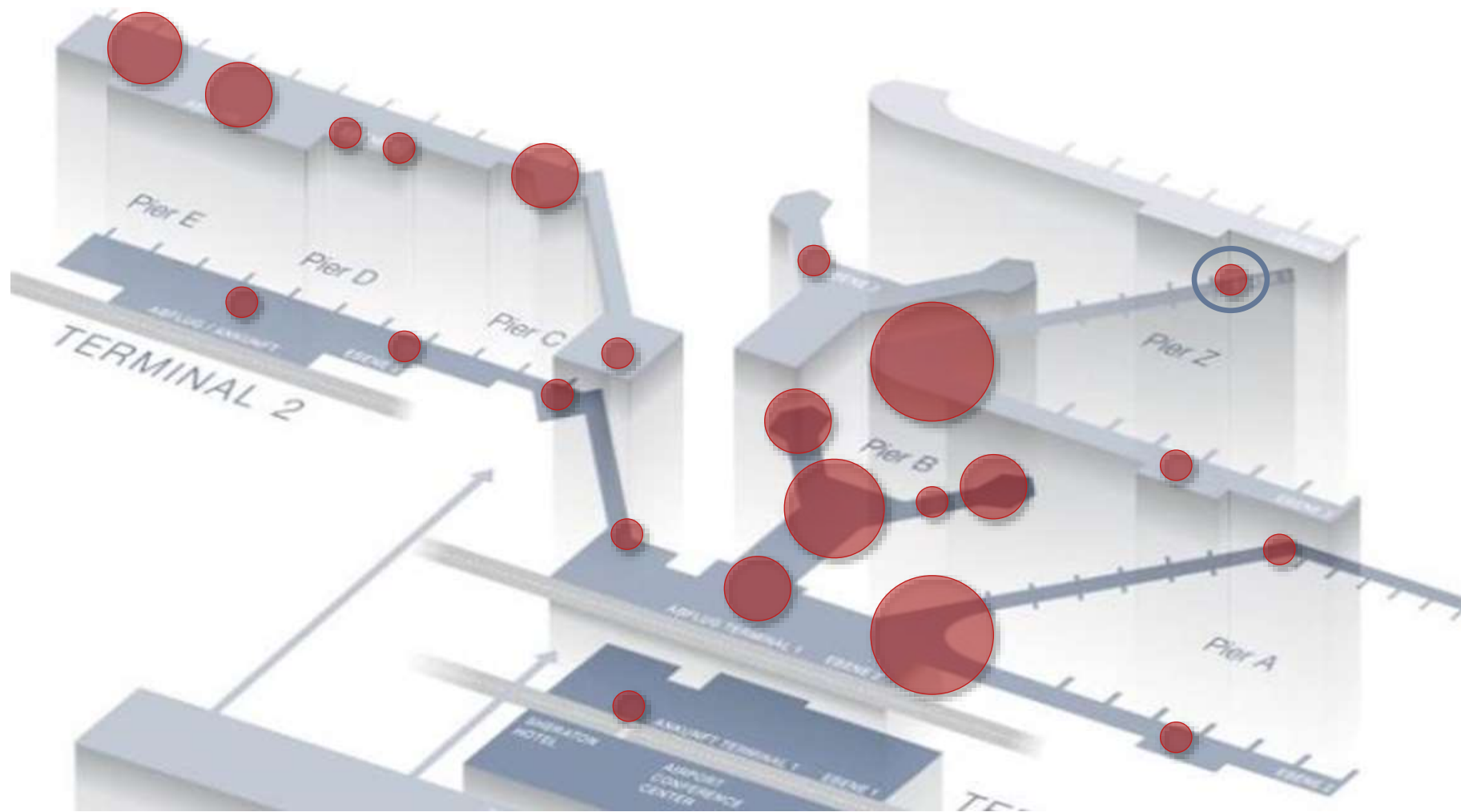
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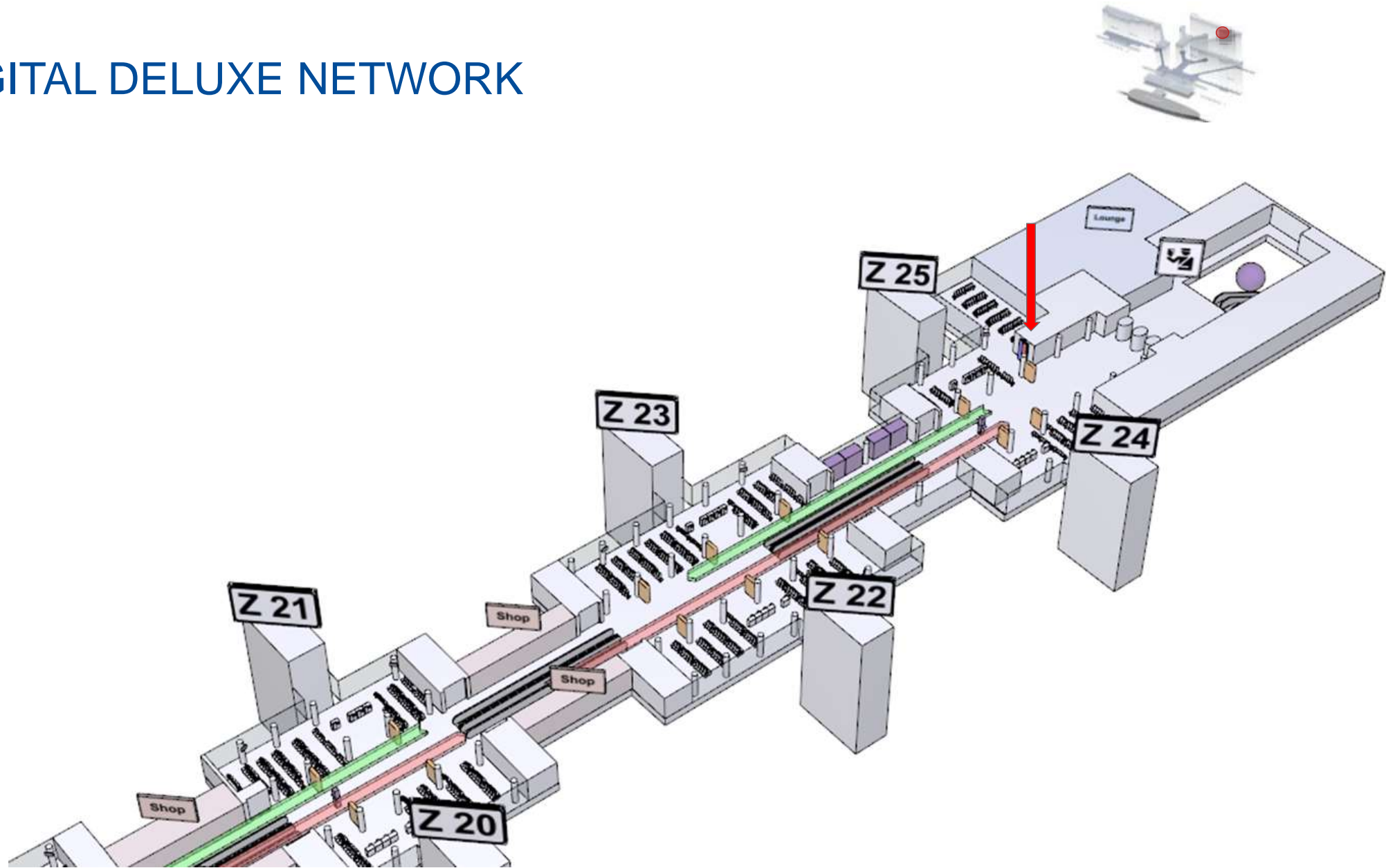
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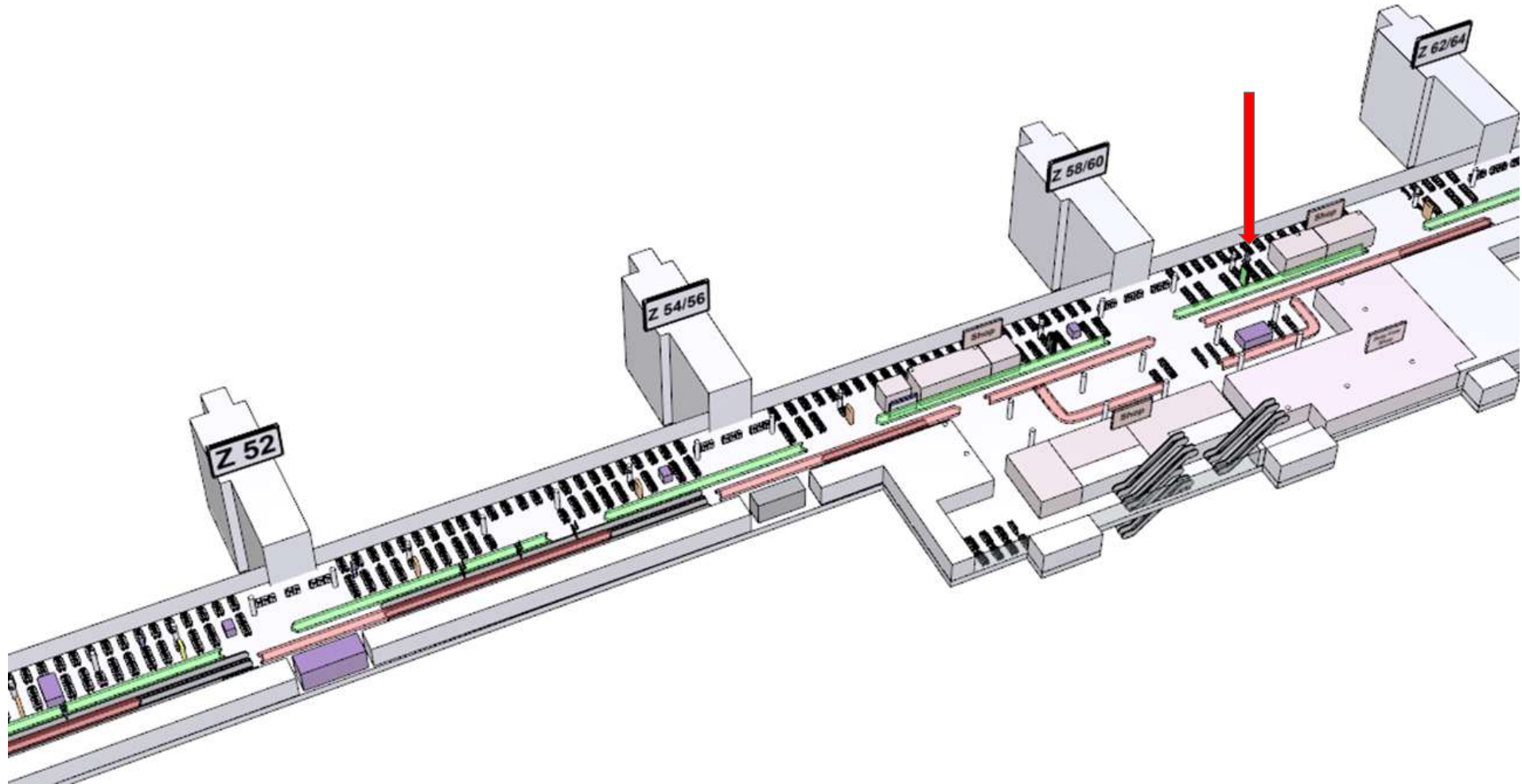
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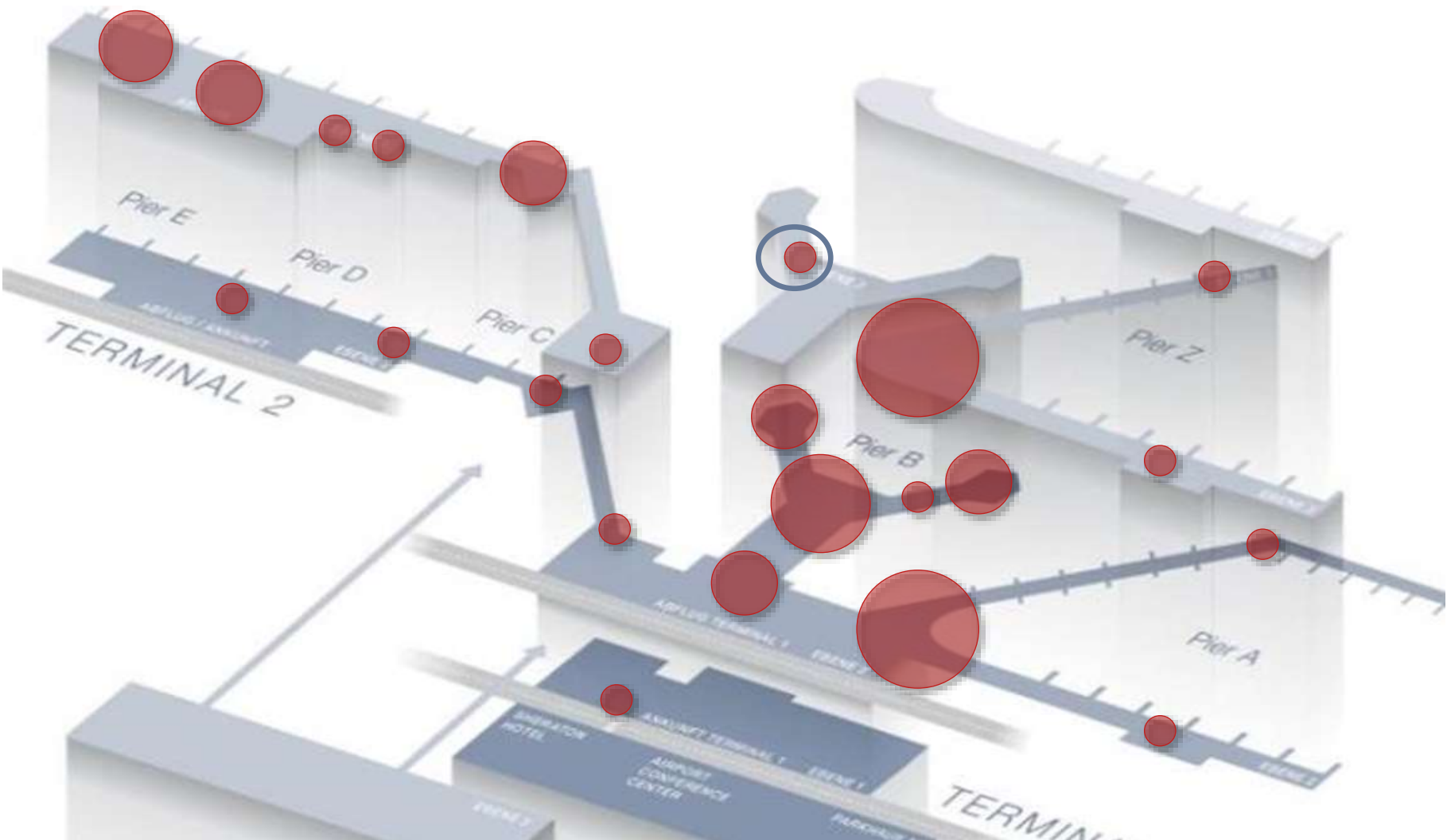
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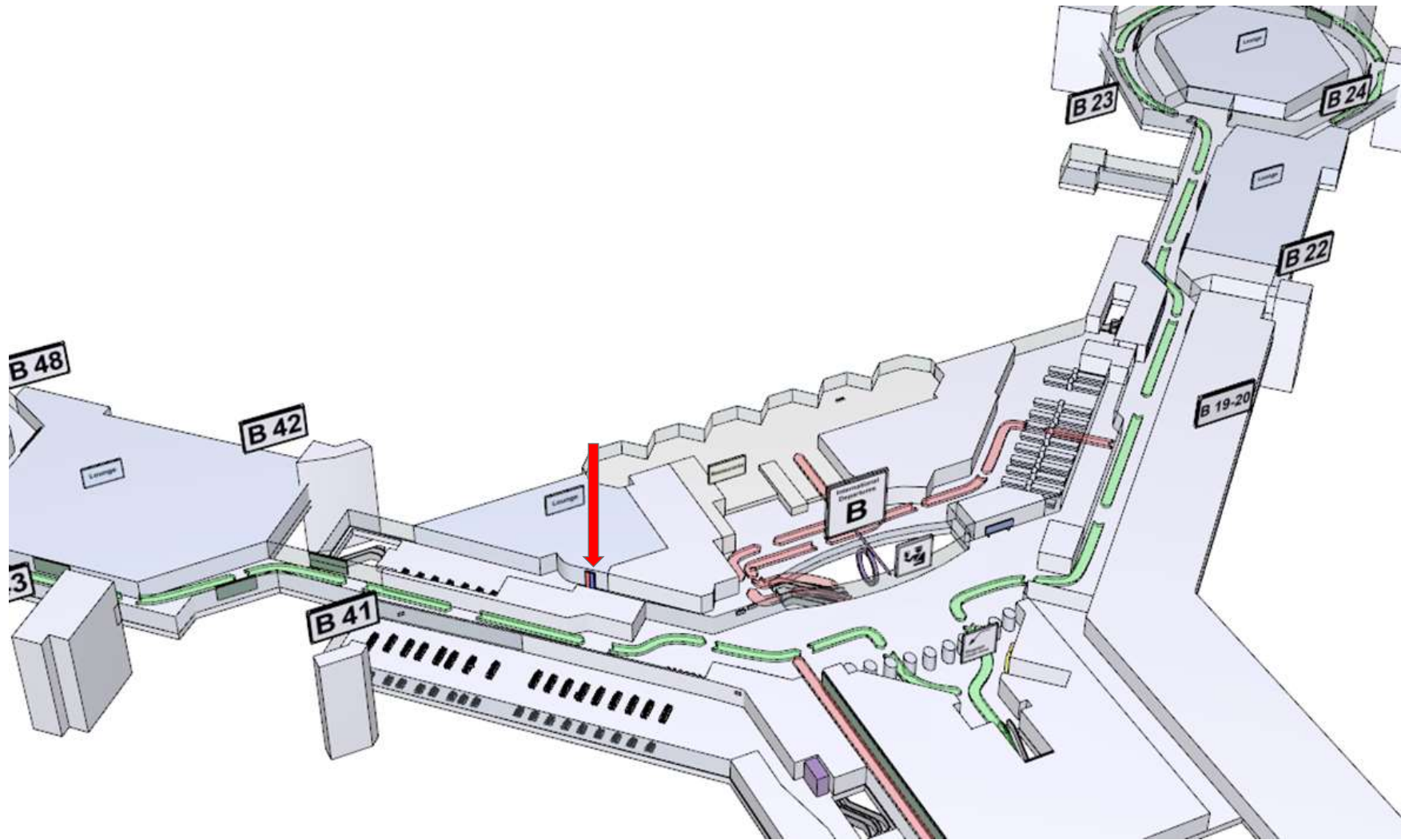
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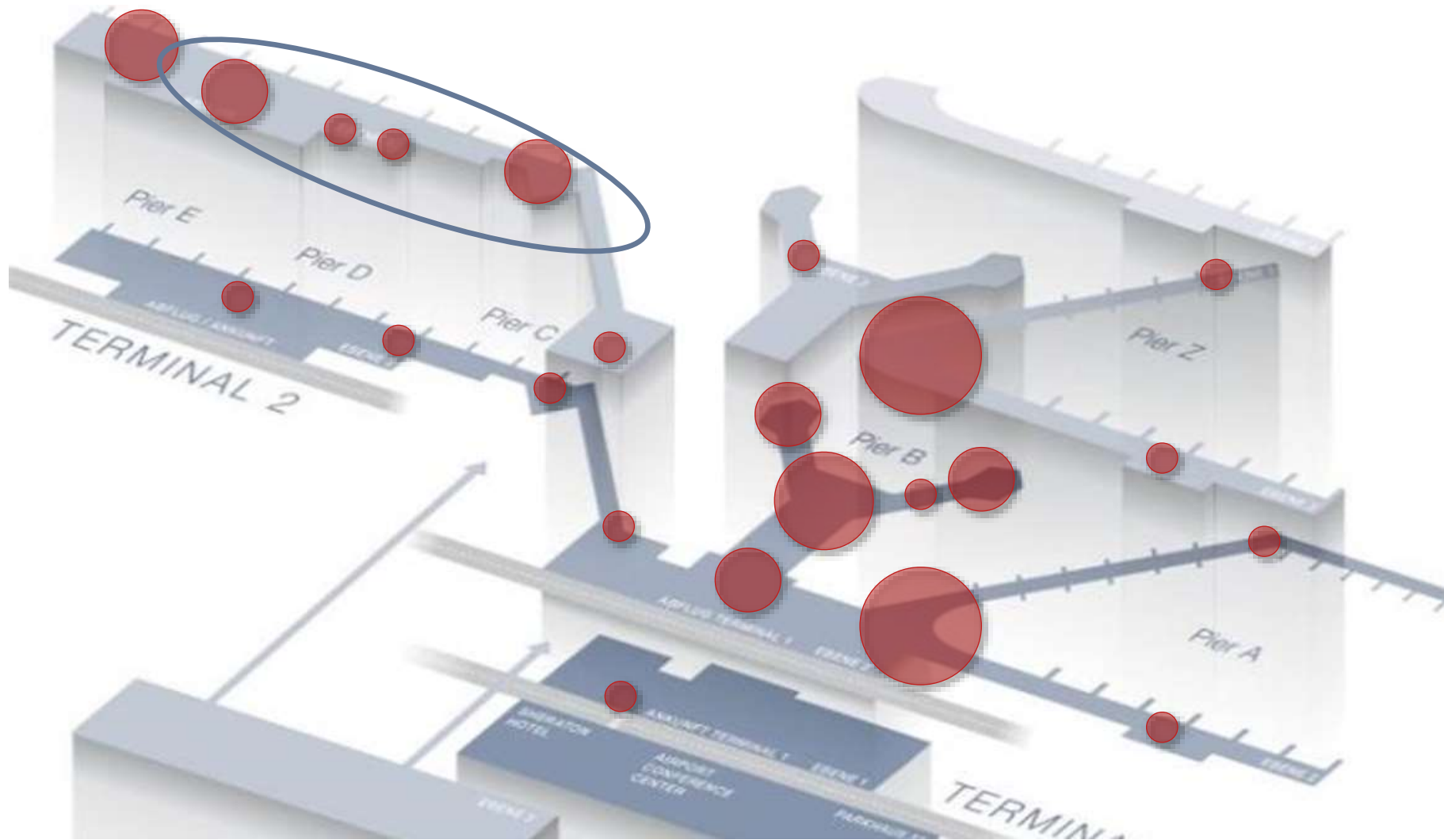
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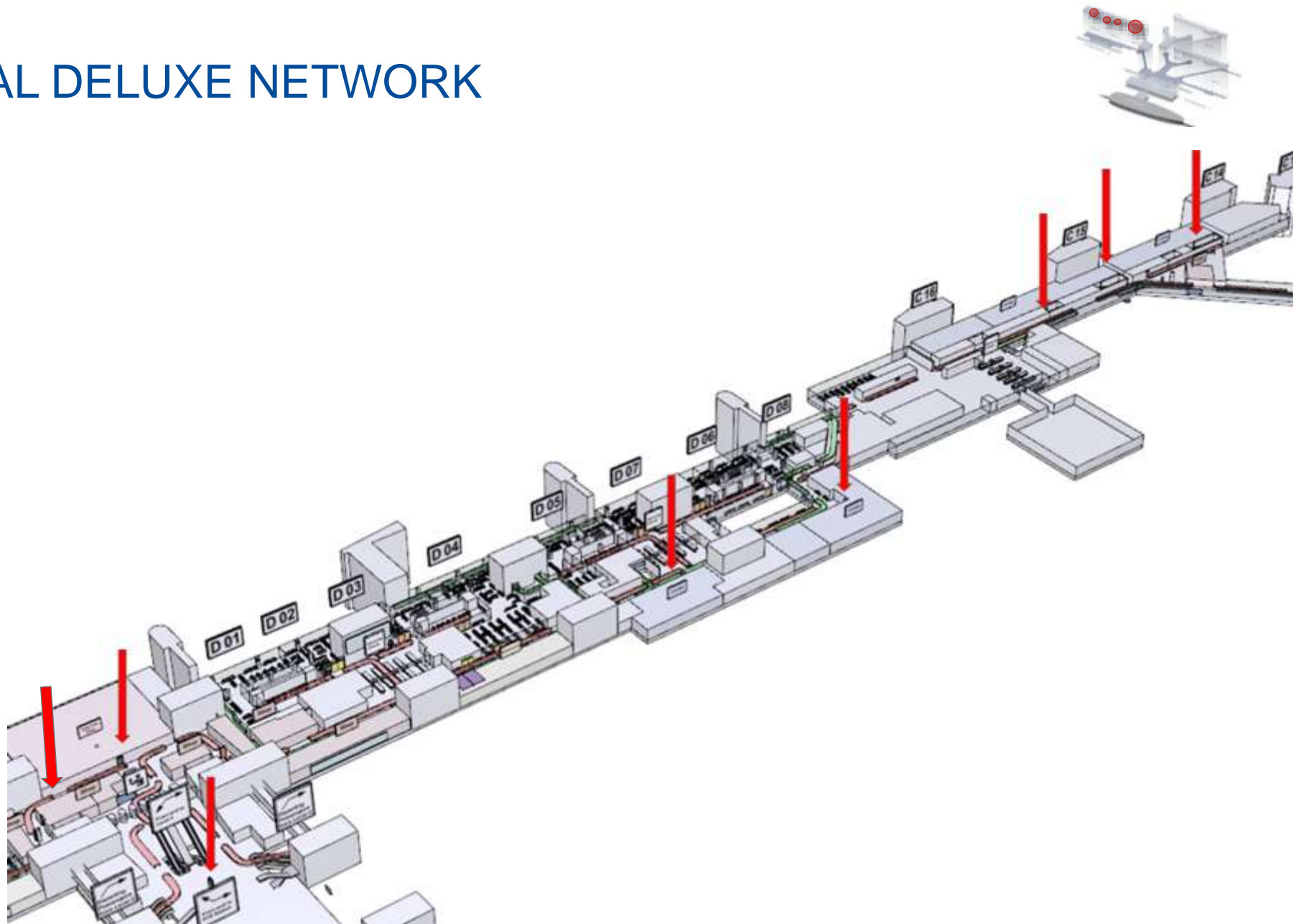
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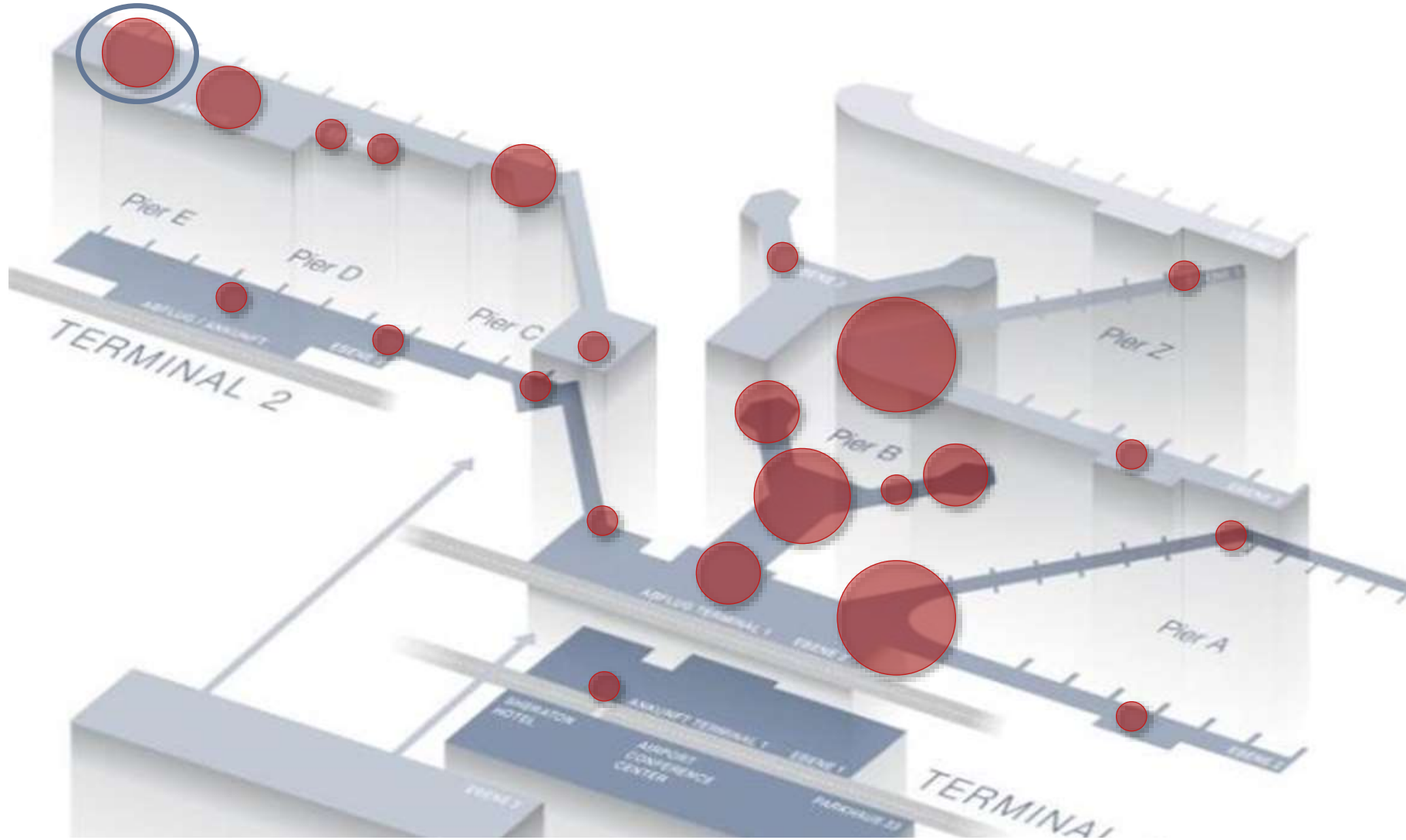
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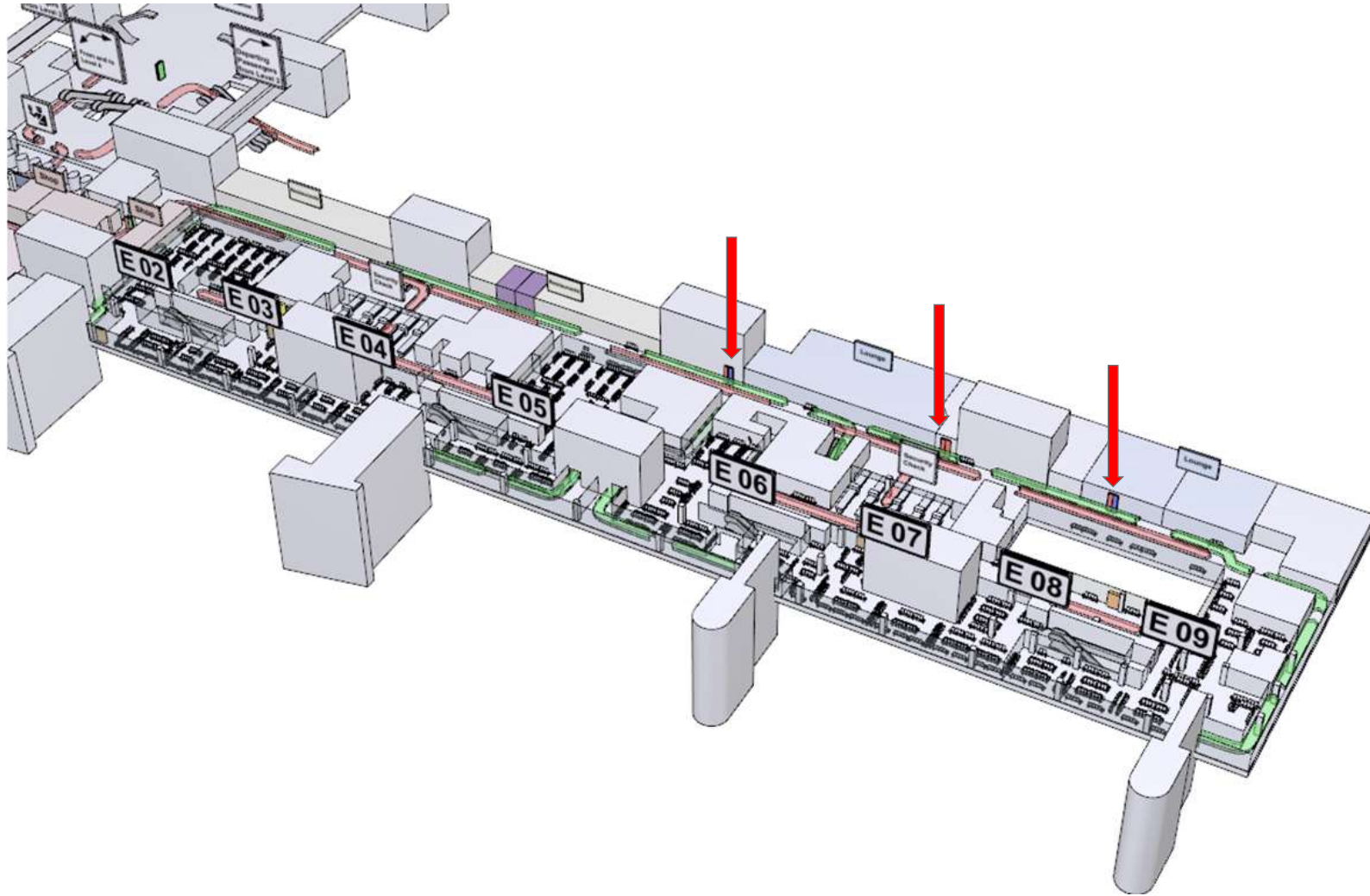
DIGITAL DELUXE NETWORK



DIGITAL DELUXE NETWORK



DIGITAL DELUXE NETWORK



DIGITAL DELUXE NETWORK FAR

Bookable from
May 2023

NETWORKS – TERMINAL 1 & 2



81 Screens

8 Screens at the façade of the Duty Free shop

Premium target group with purchasing power

VIP service for your luxury communication

- With the Digital Deluxe Network at Frankfurt Airport you will reach almost 100 percent of all affluent premium groups with interest in lifestyle and luxury.
- The vertical-format 81 full HD screens, of 46 to 98 inches, are positioned mainly behind the security checkpoints.
- **Highlight:** Incl. 8 attention-grabbing screens at the façade of the surrounding Duty Free shops.
- Here your content will catch relaxed and receptive arriving, departing and connecting travellers. The latter bring plenty of leisure with them at these points.
- The network is focused on market places and major retail hubs. They offer an ideal and high-quality environment for your luxury communication.

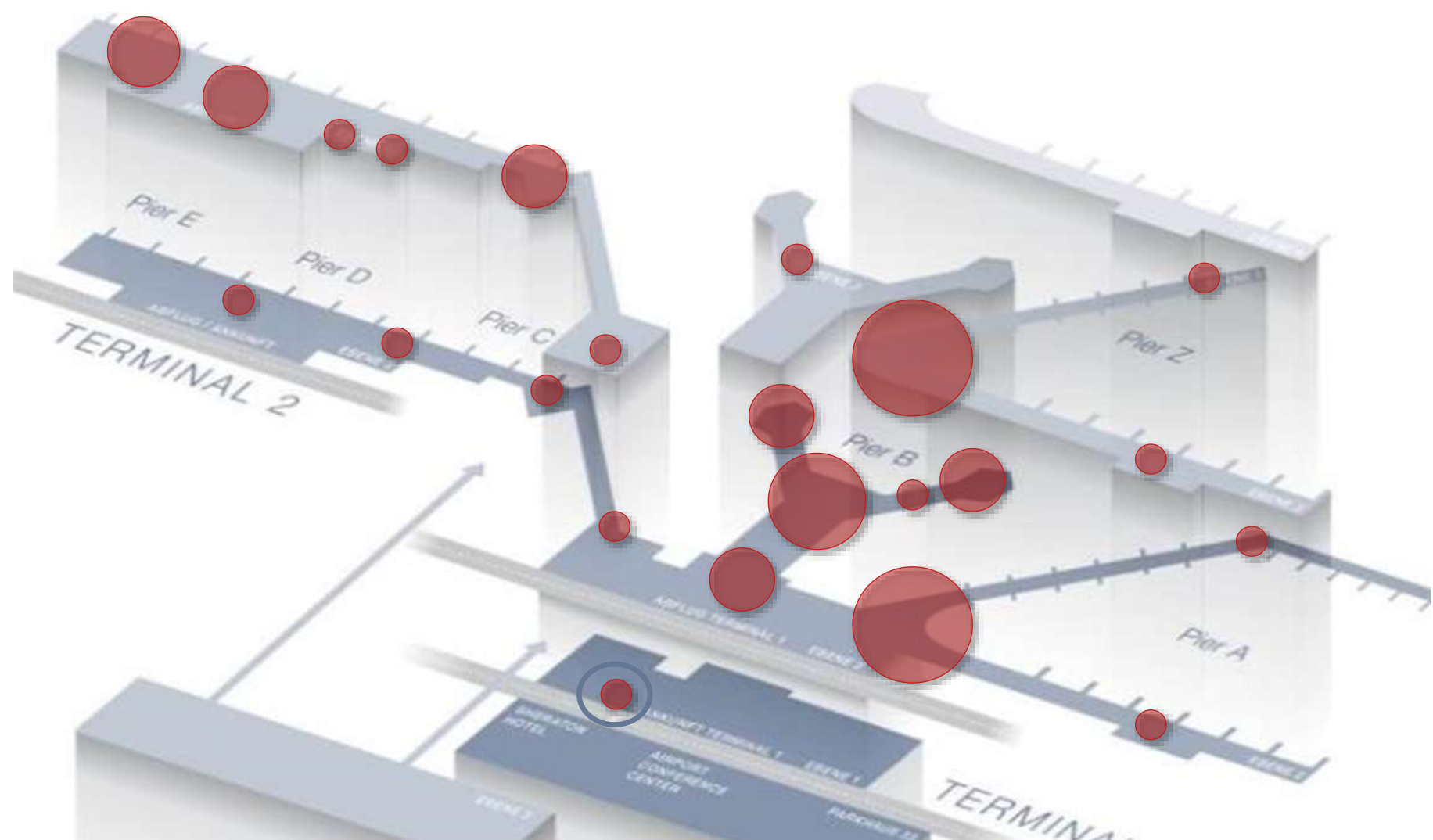


Resource number:	NW-400-086
Location:	Terminal 1 & 2
Quantity:	more than 80 screens
Slots:	1/6
Runtime:	1 week (starting from Monday)
Price*:	€ 72,800
Other costs*:	€ 1,750 handling fee
Size:	46" / 70" / 75" / 98" flat-screen displays in full HD (portrait)

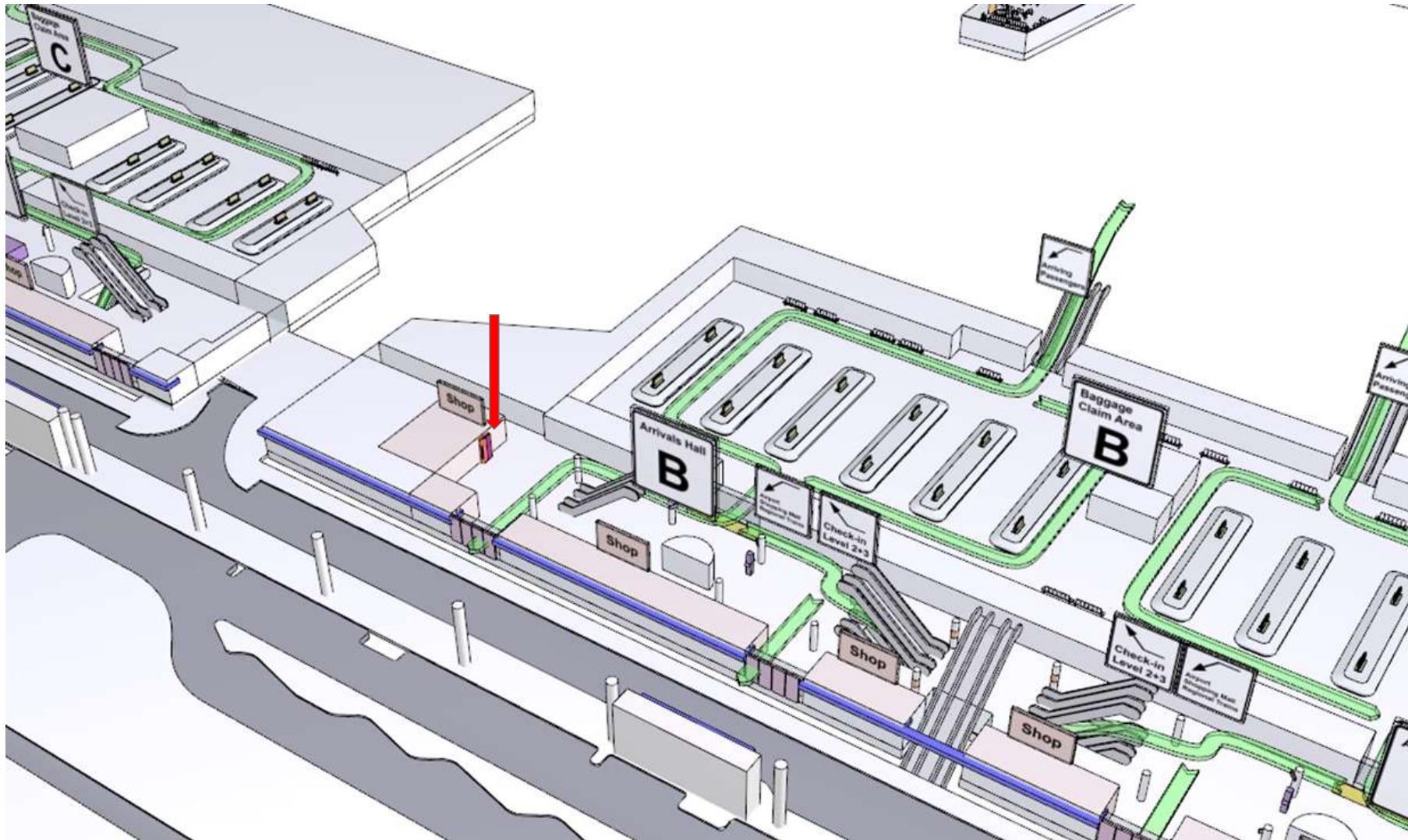
*All prices and costs subject to change. Surcharges may apply for special trade fair events.



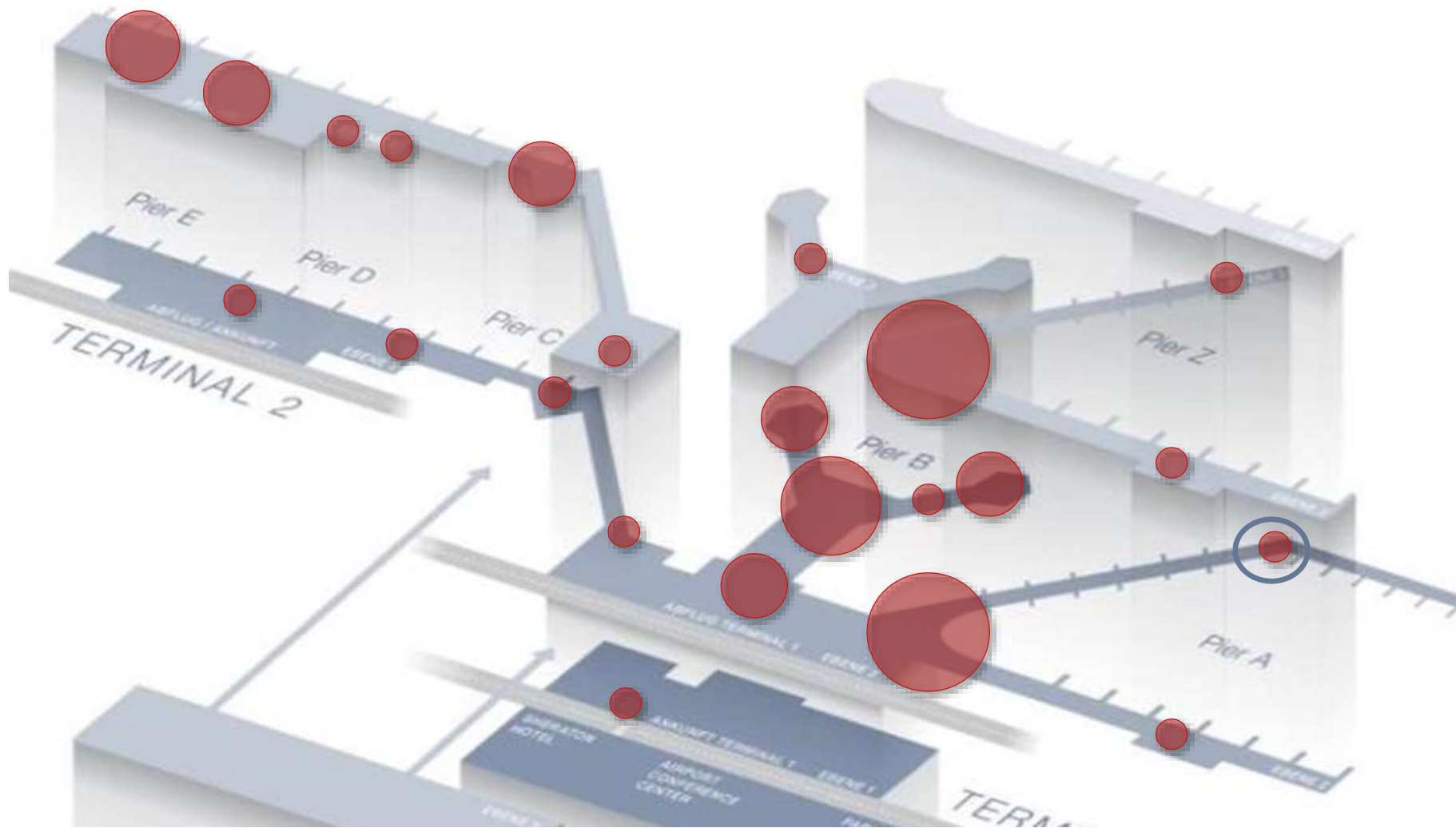
DIGITAL DELUXE NETWORK FAR



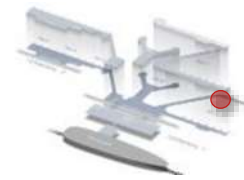
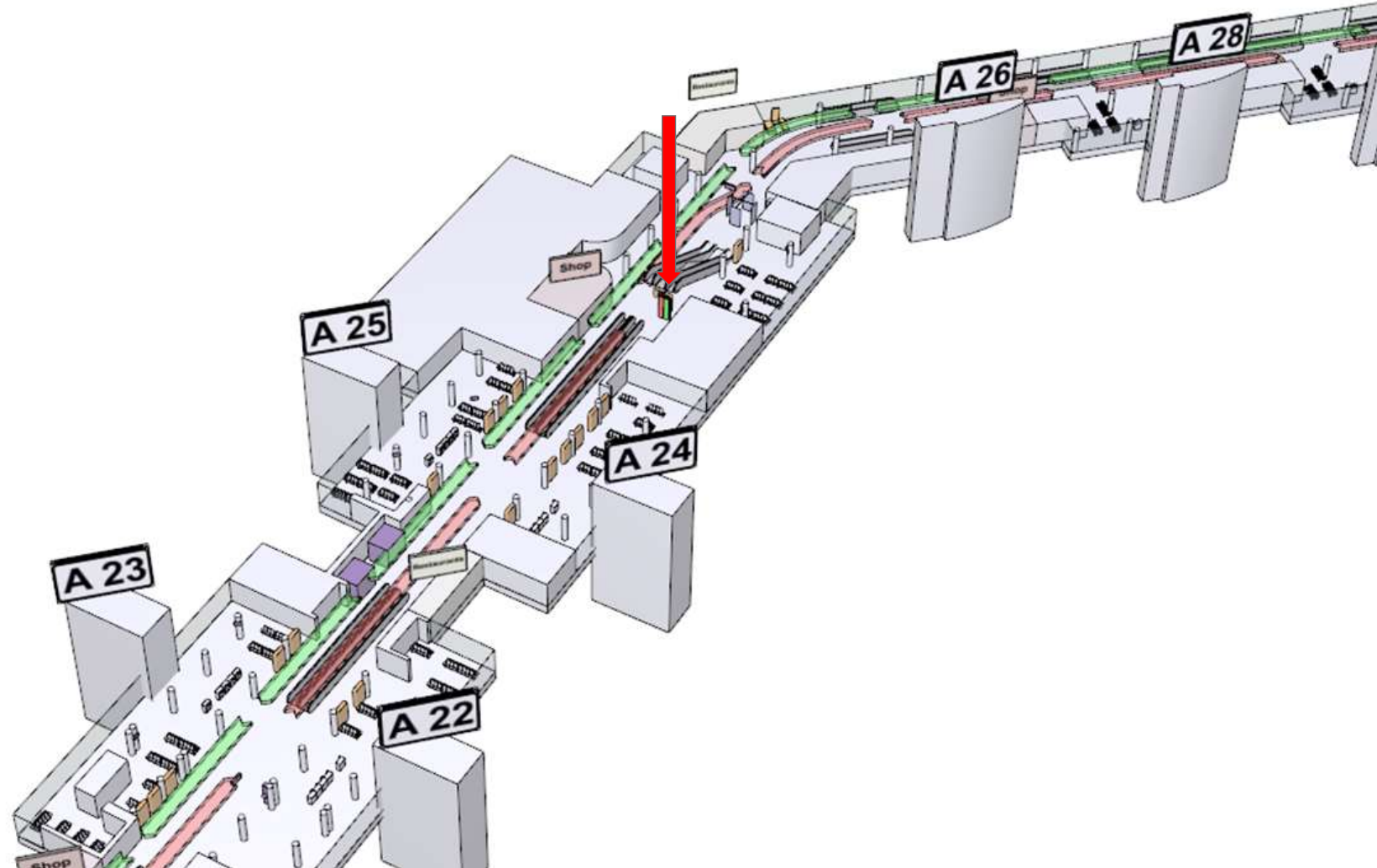
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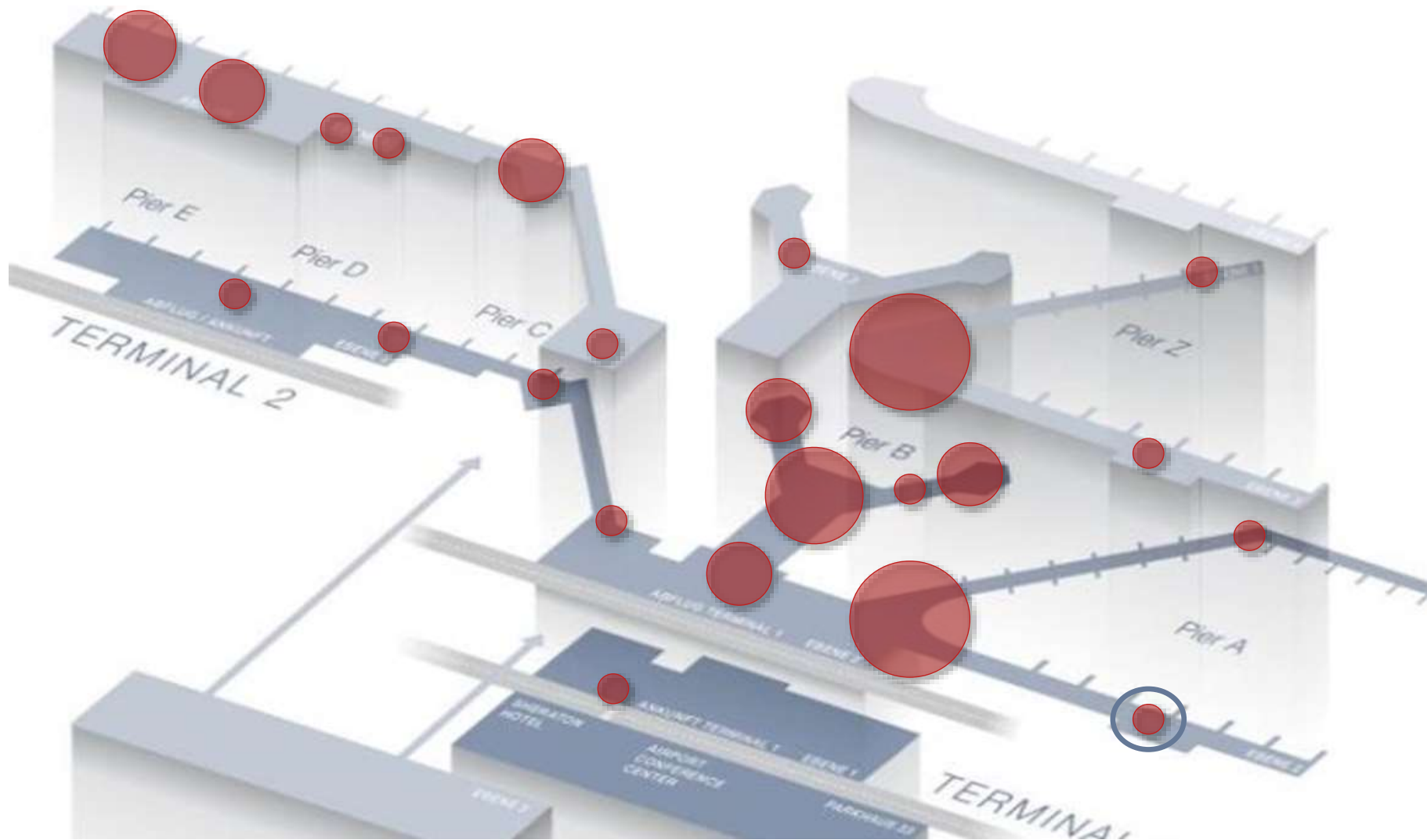
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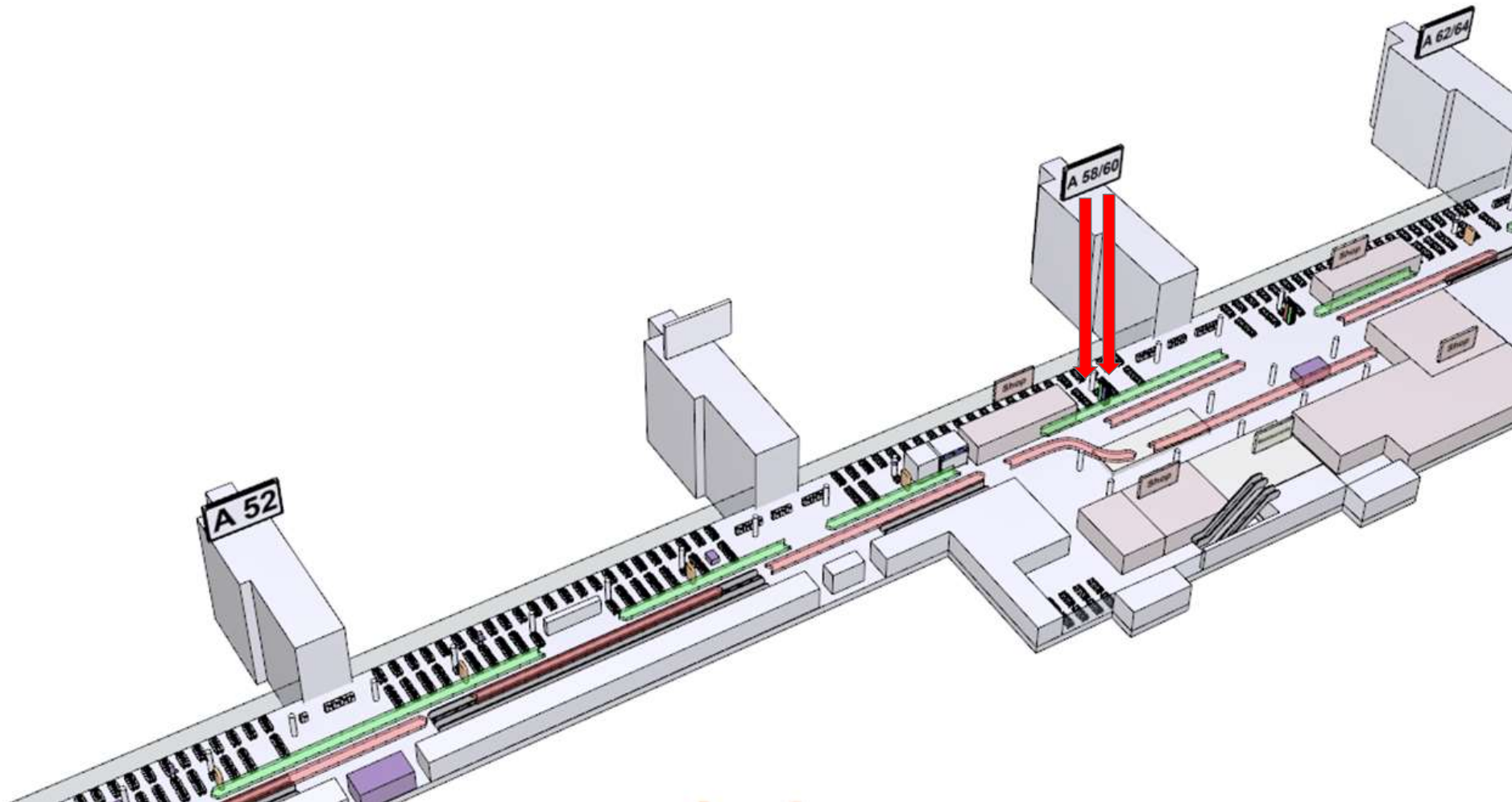
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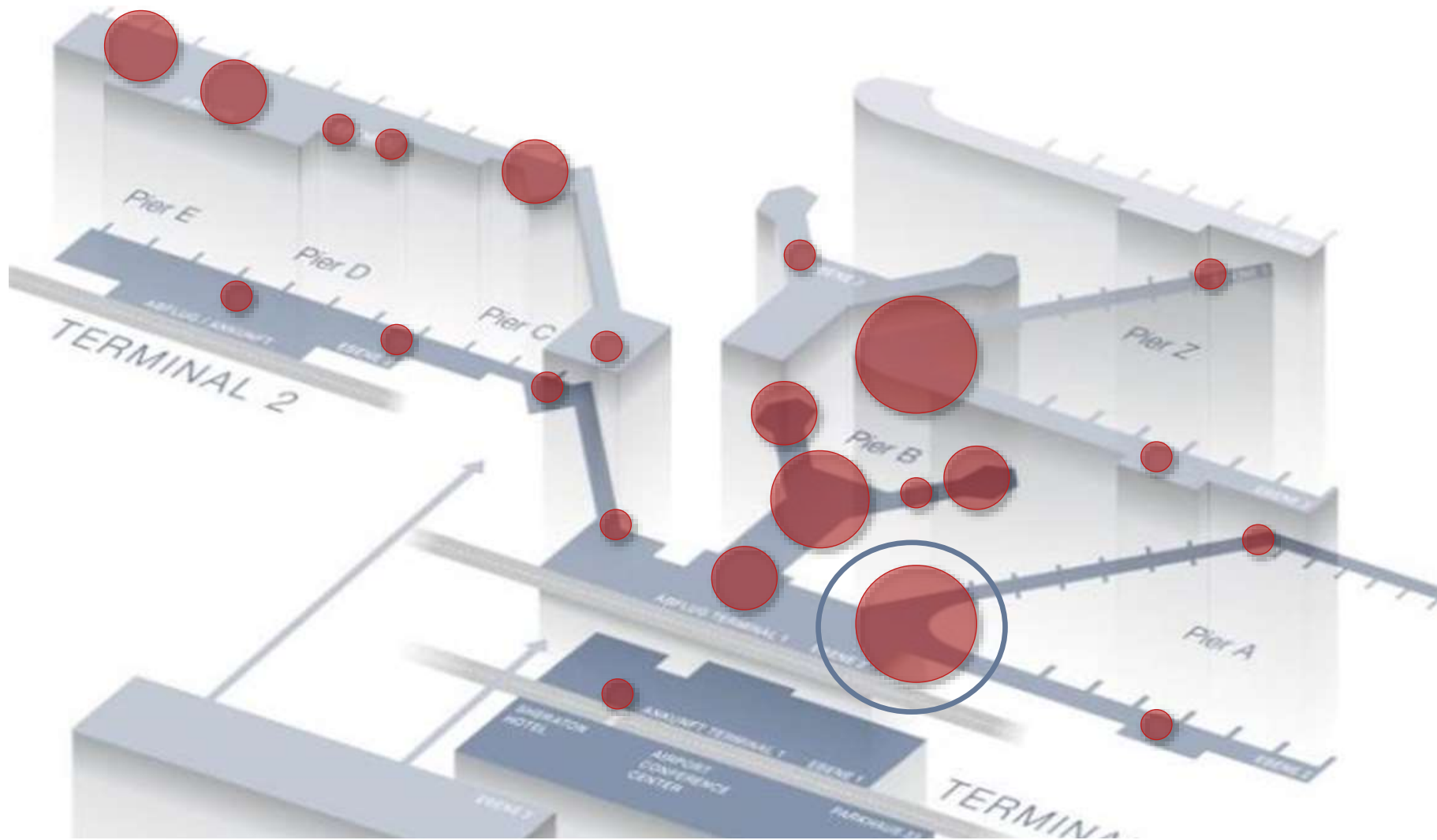
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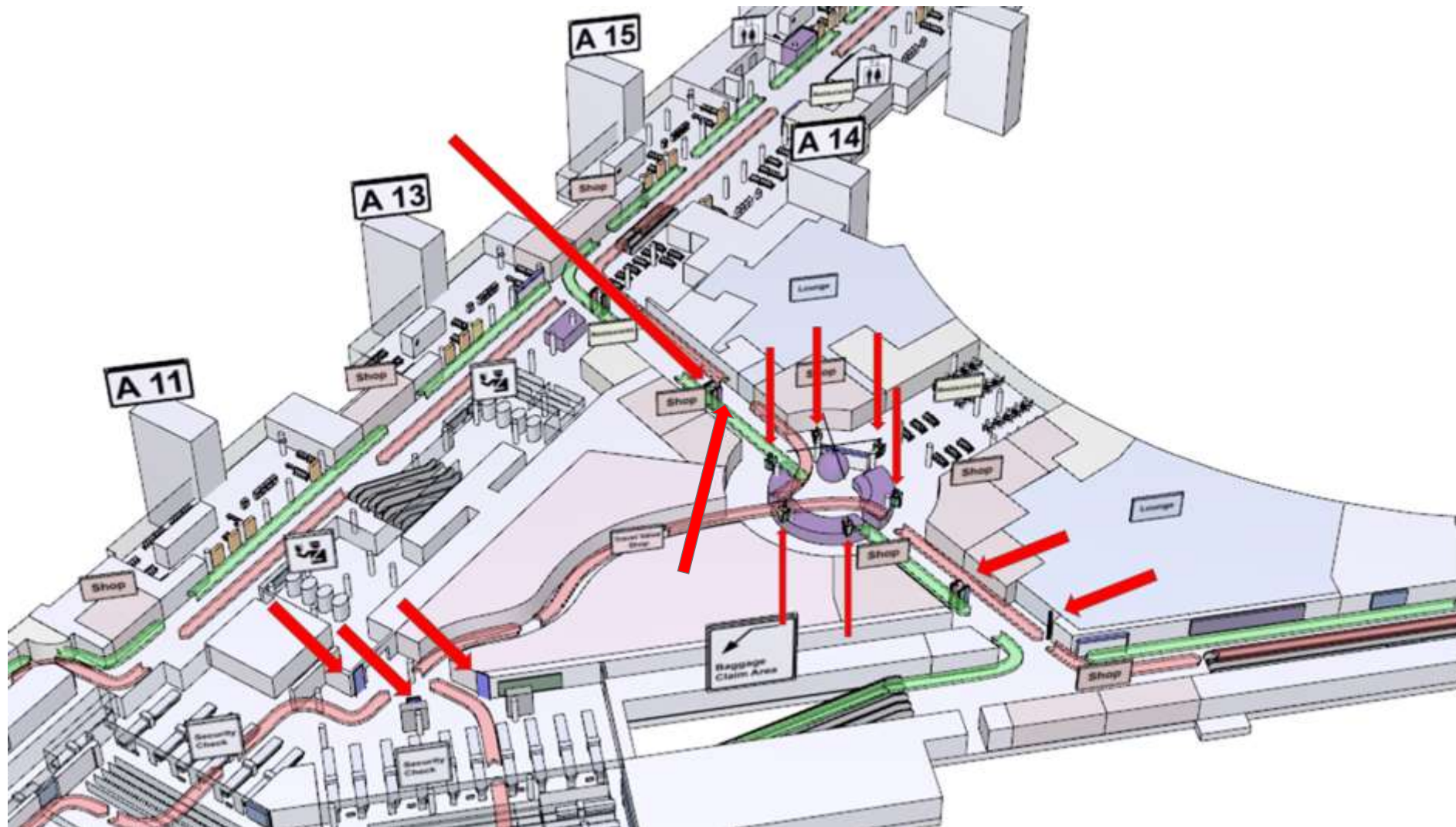
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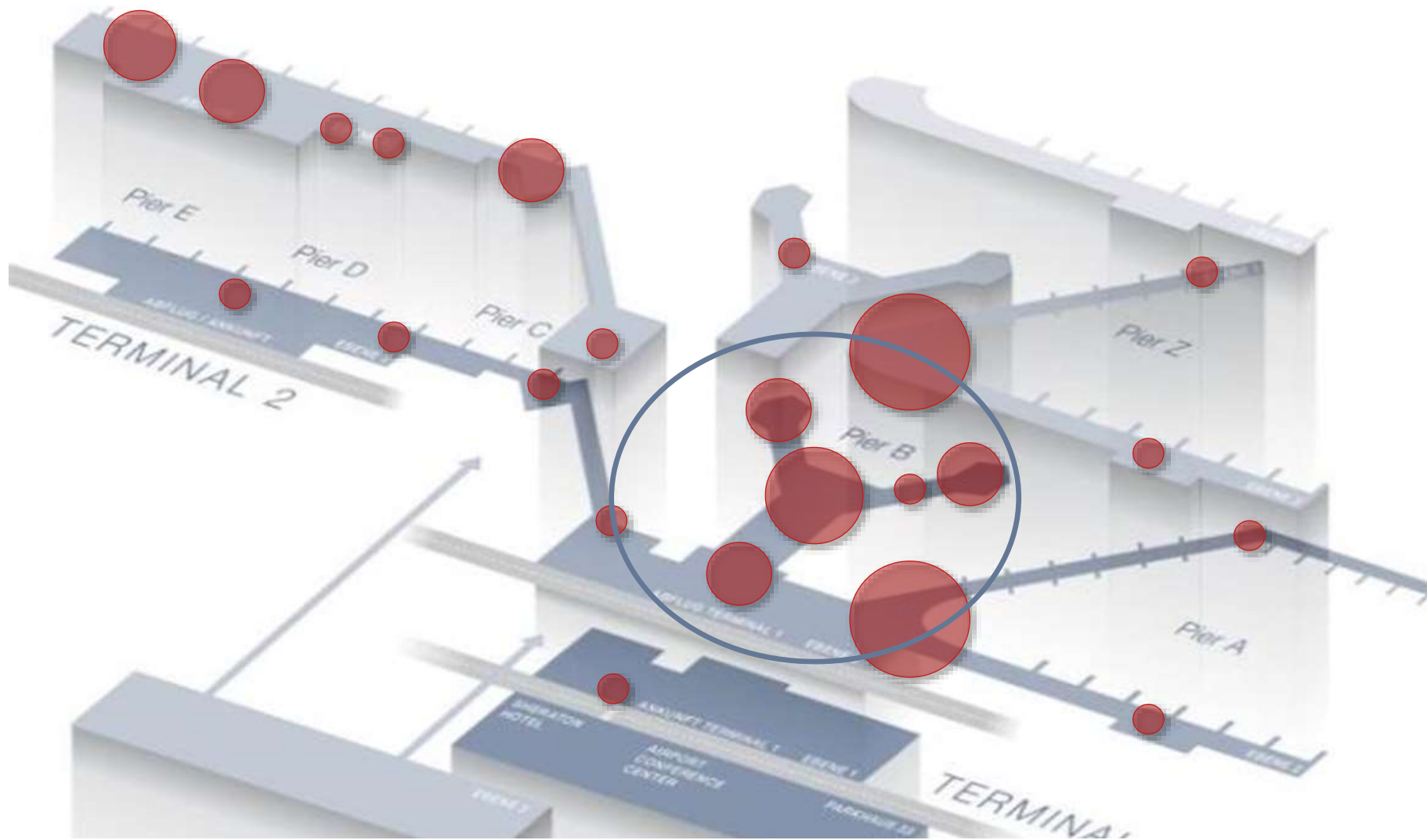
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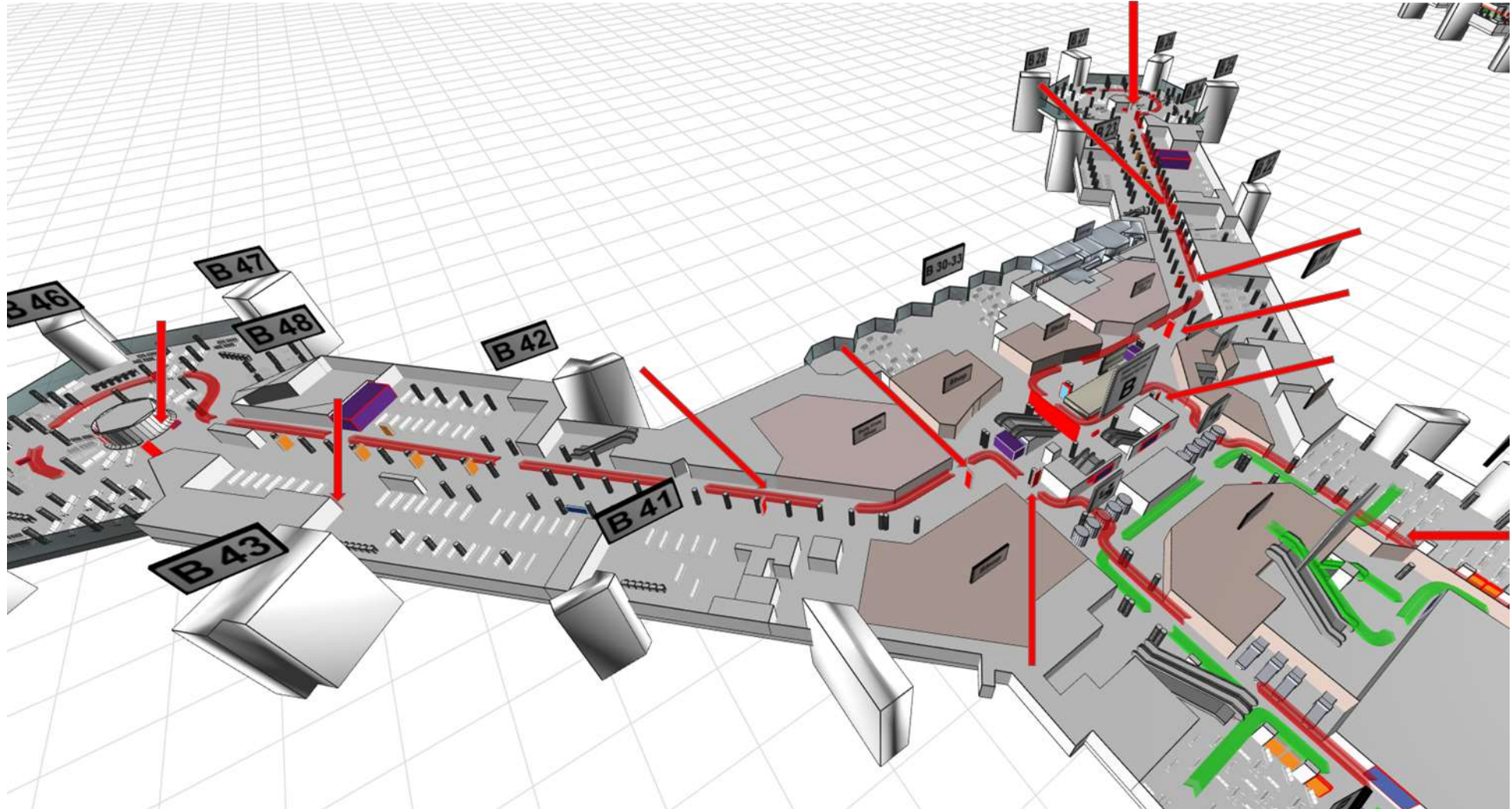
DIGITAL DELUXE NETWORK FAR



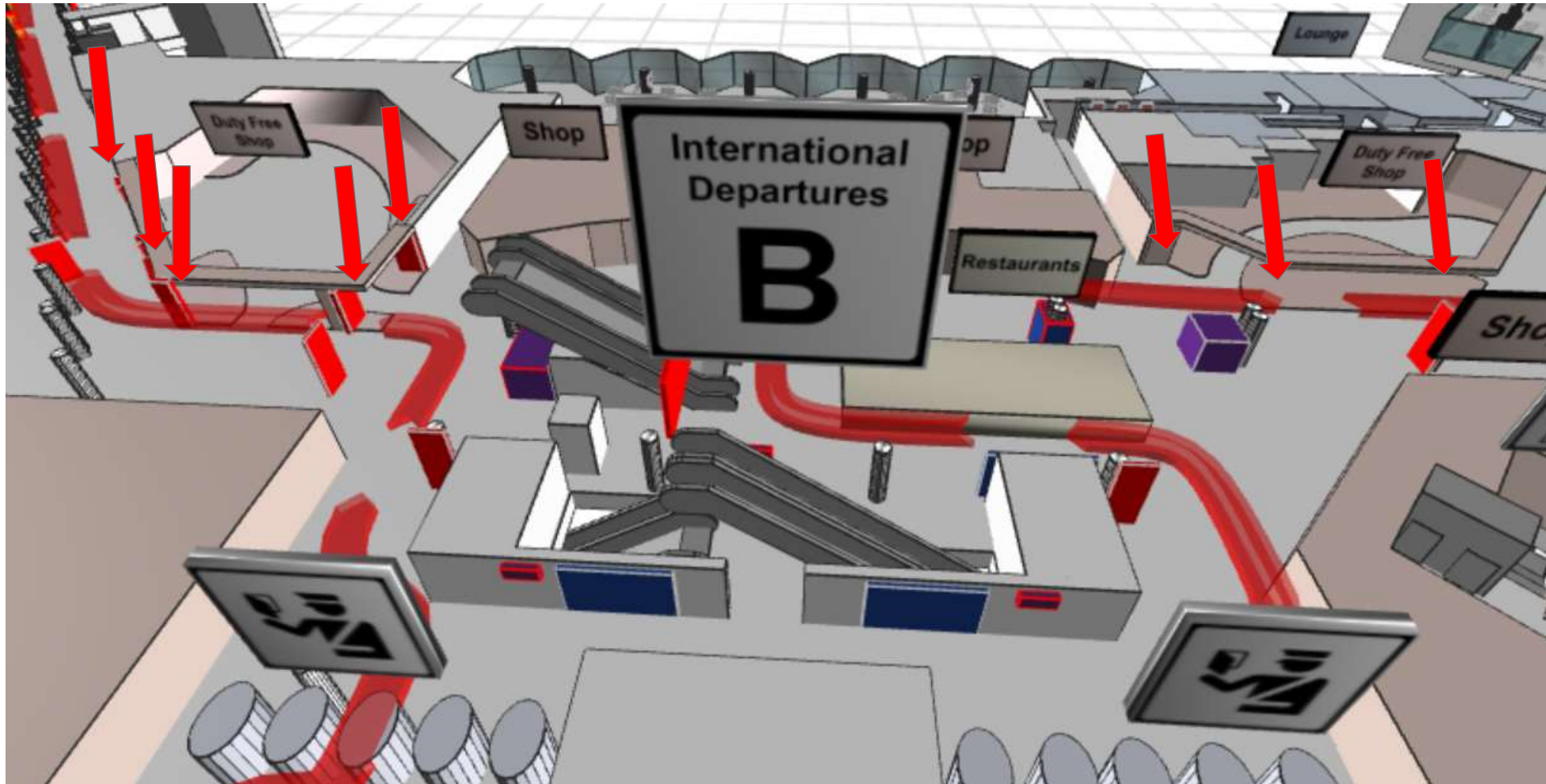
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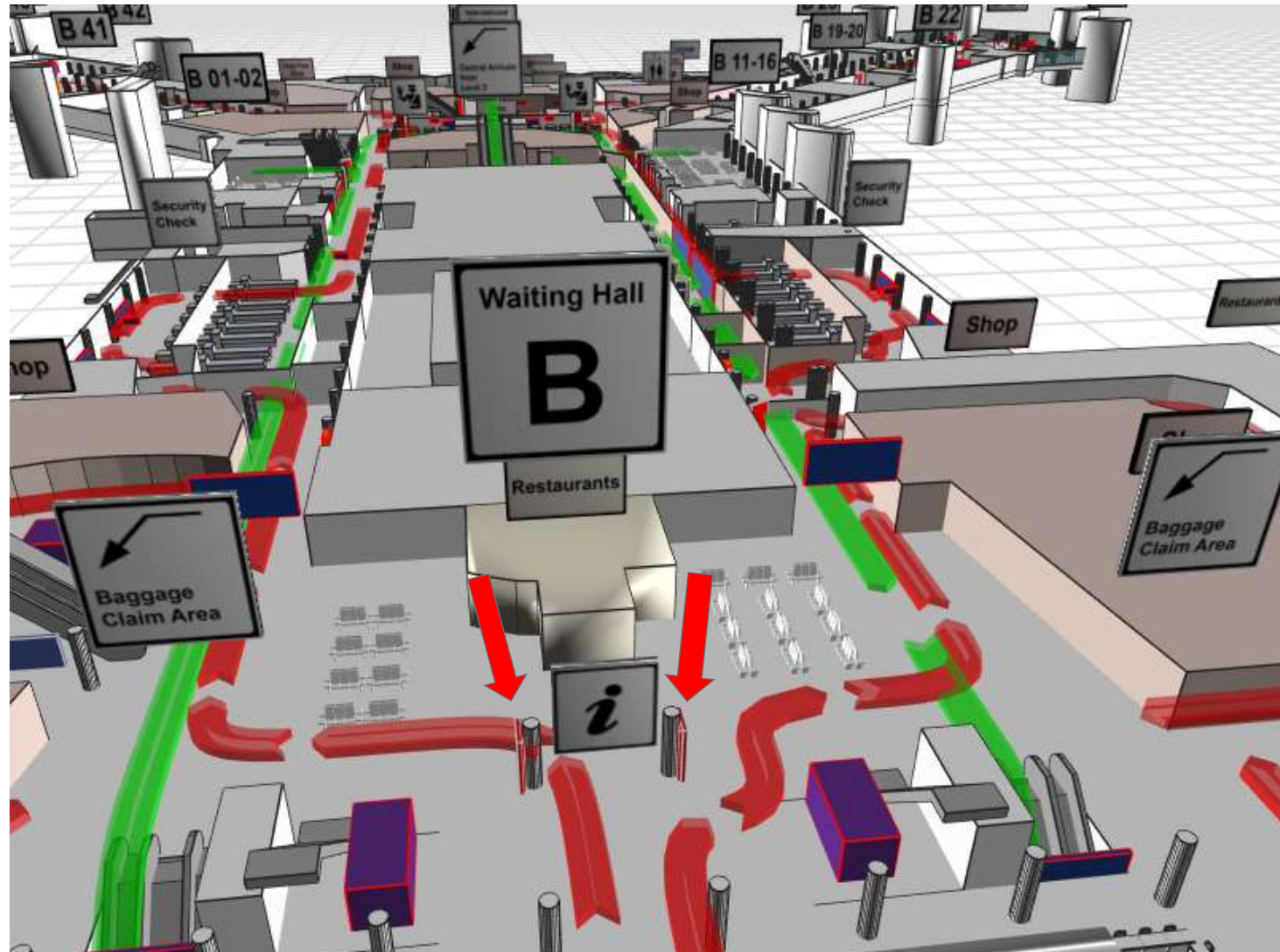
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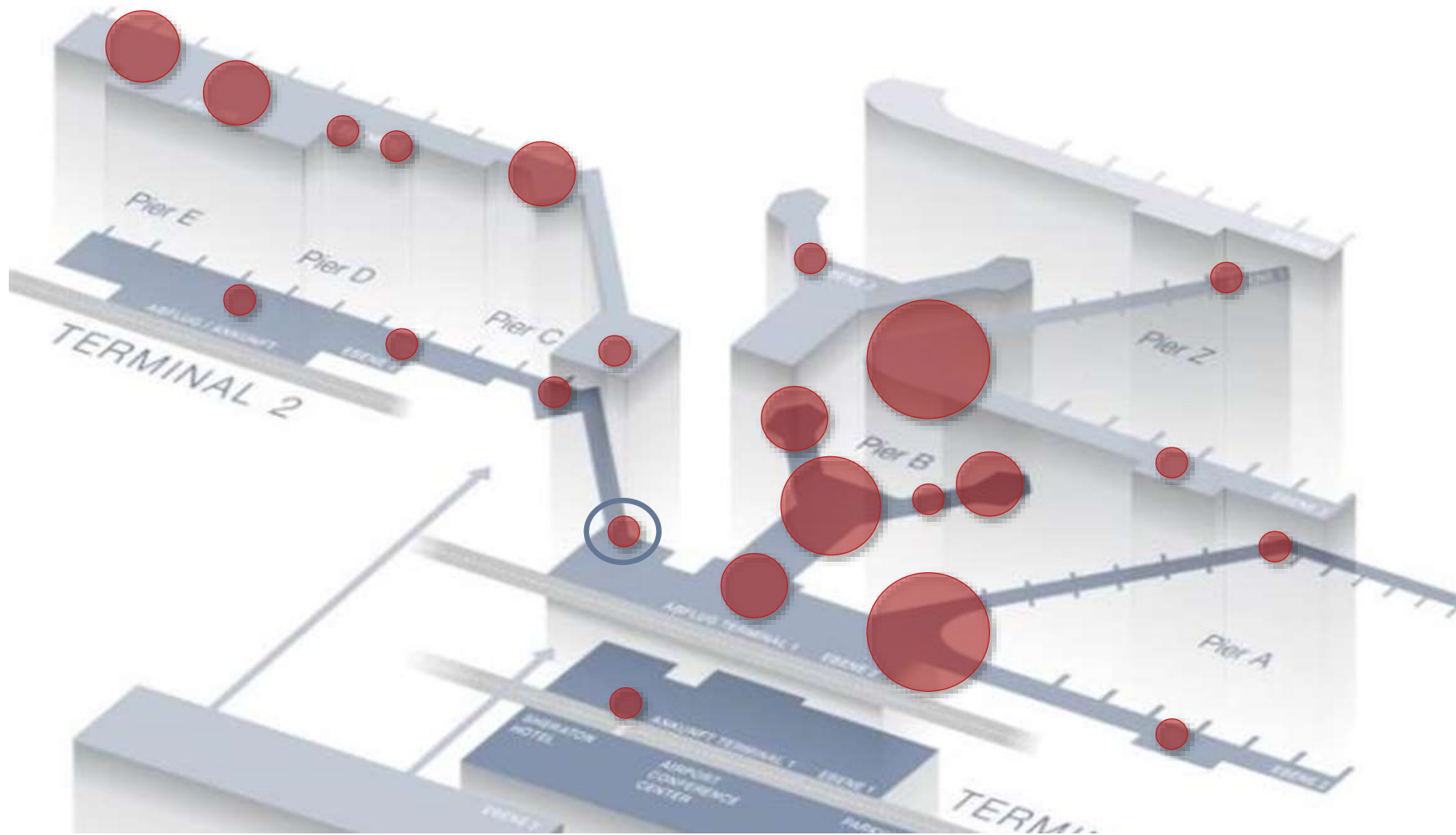
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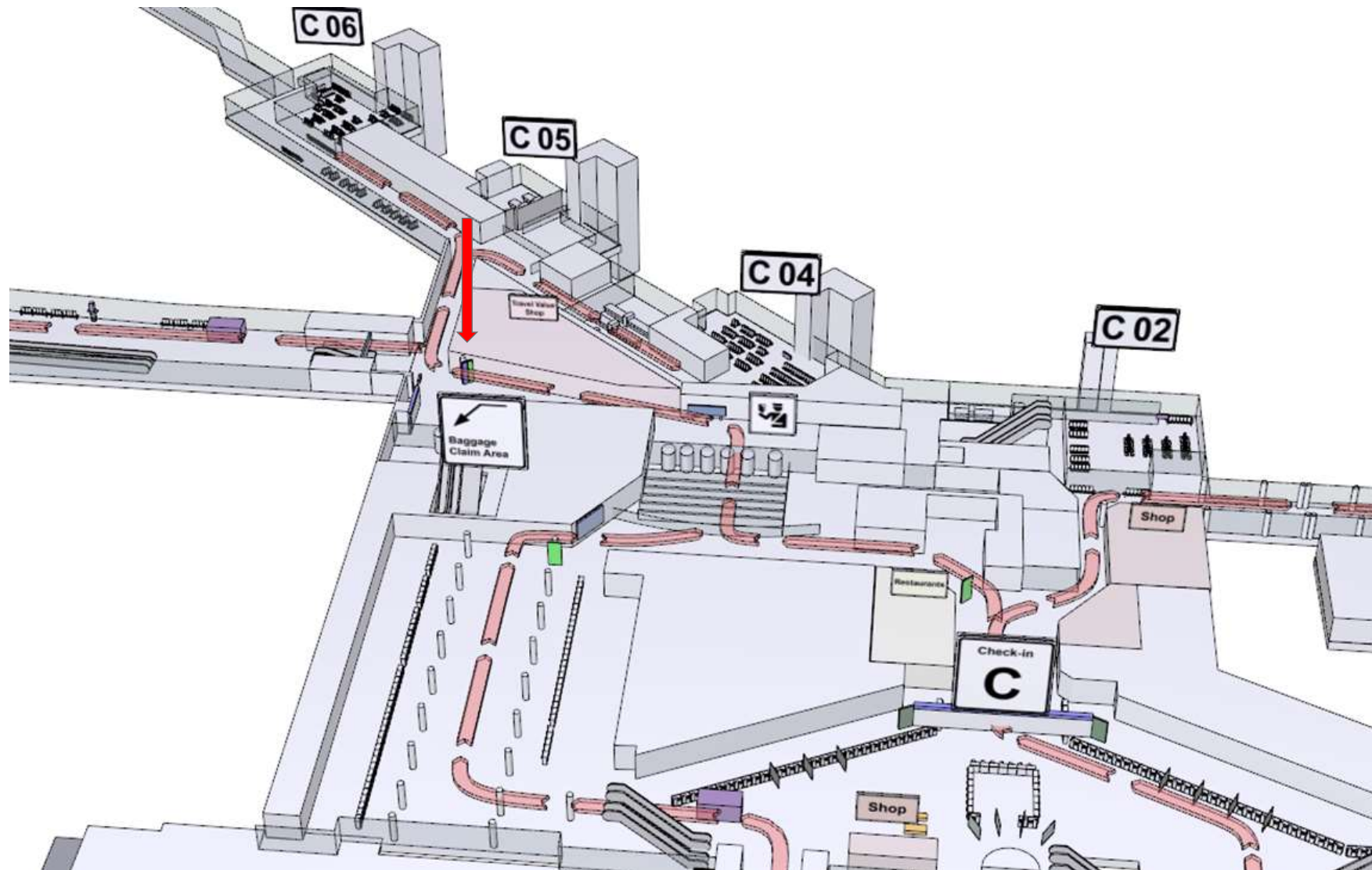
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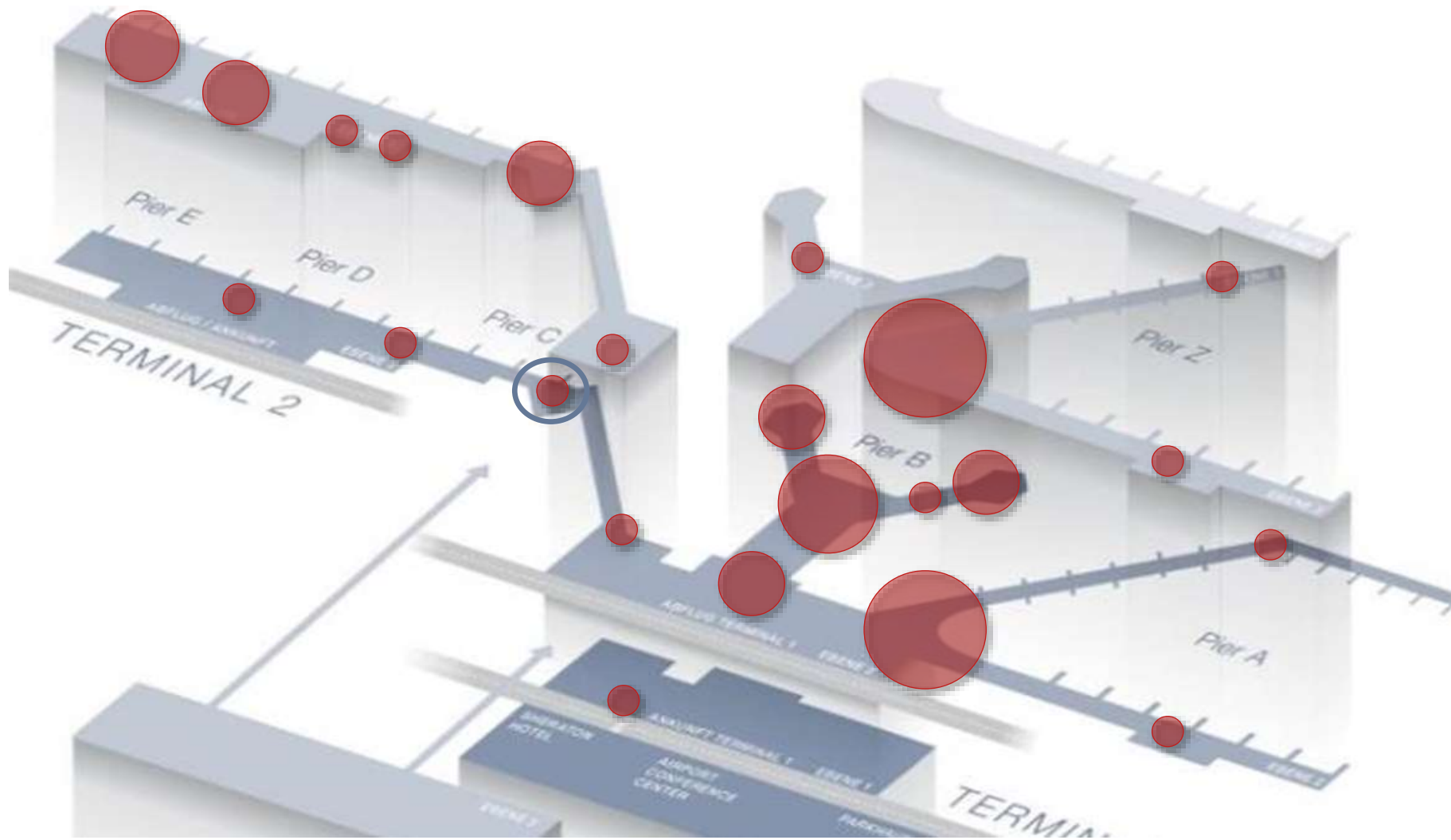
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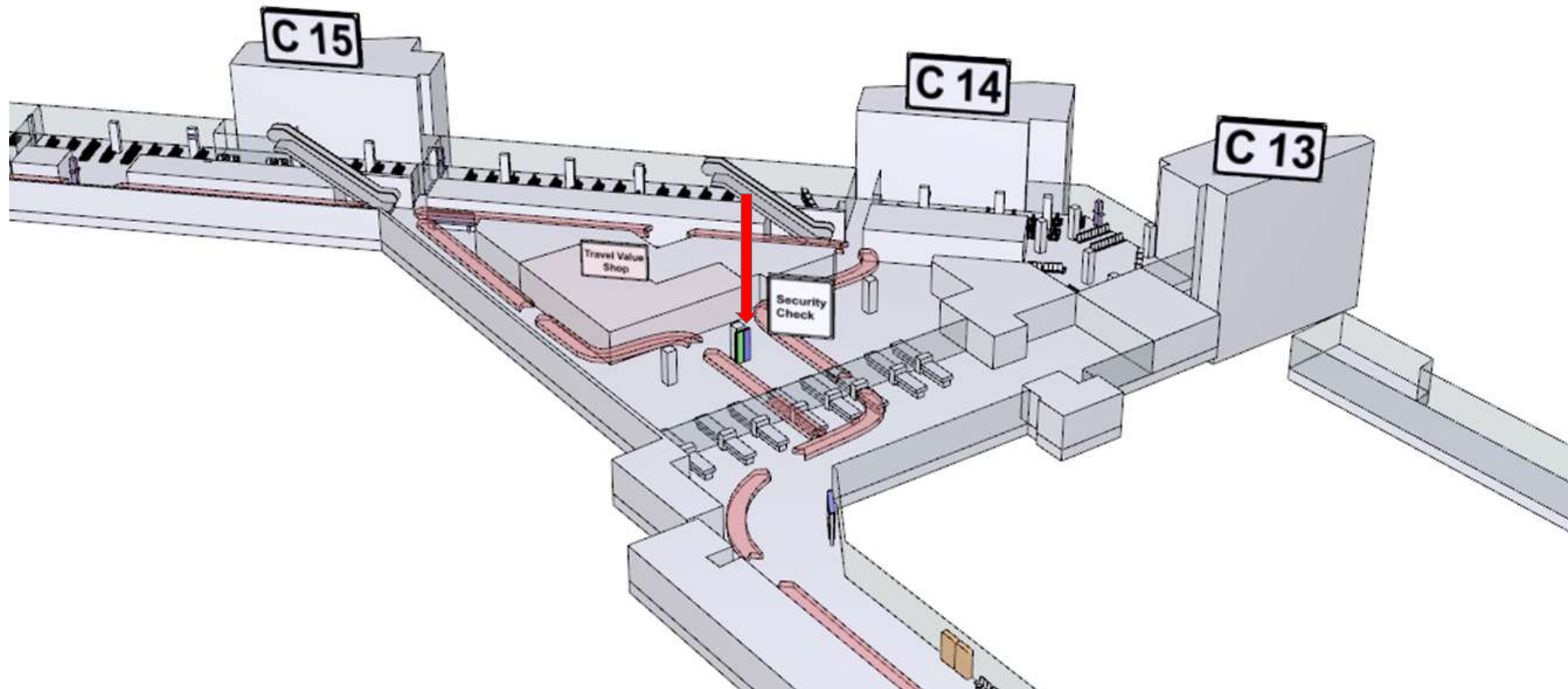
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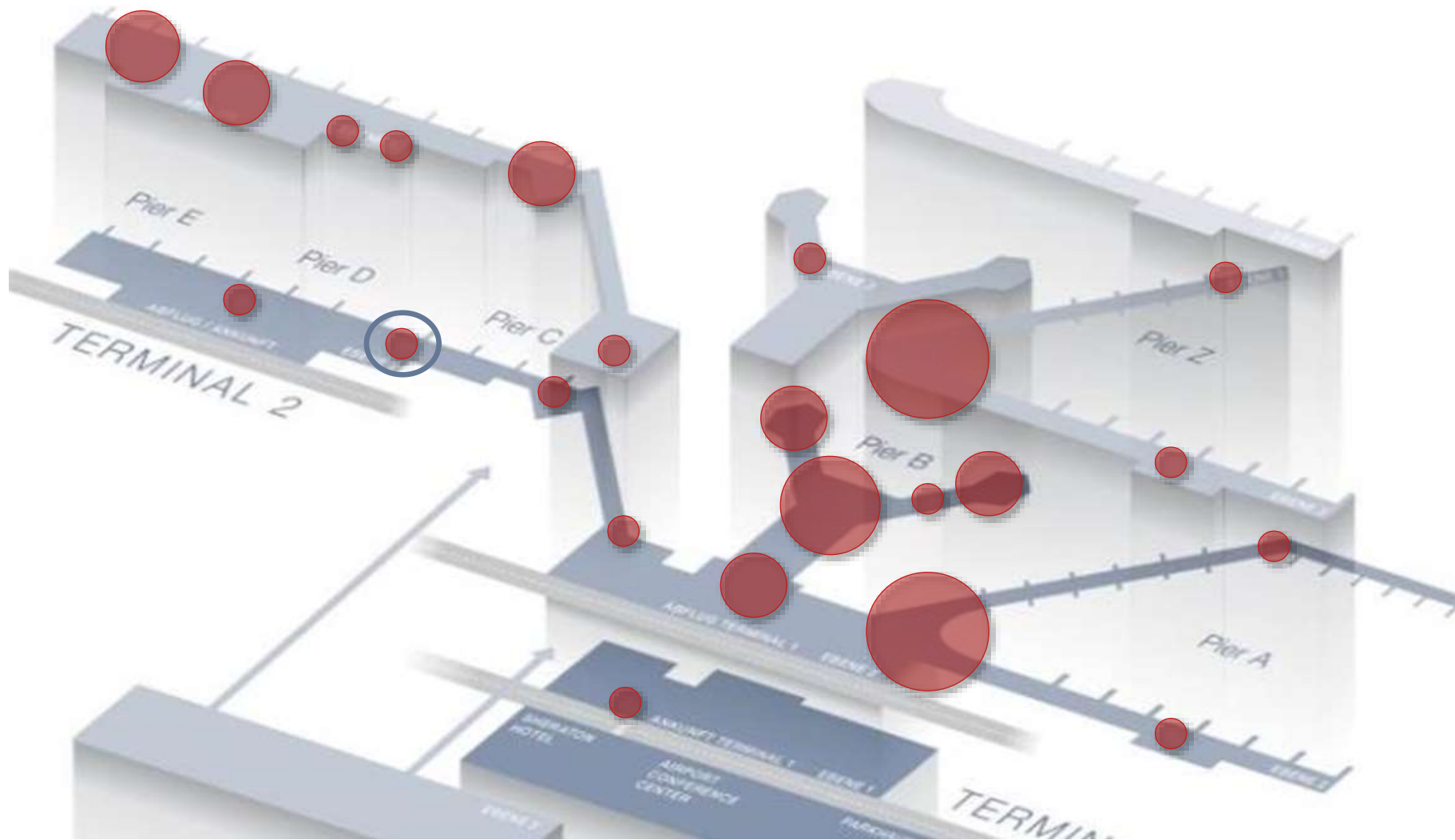
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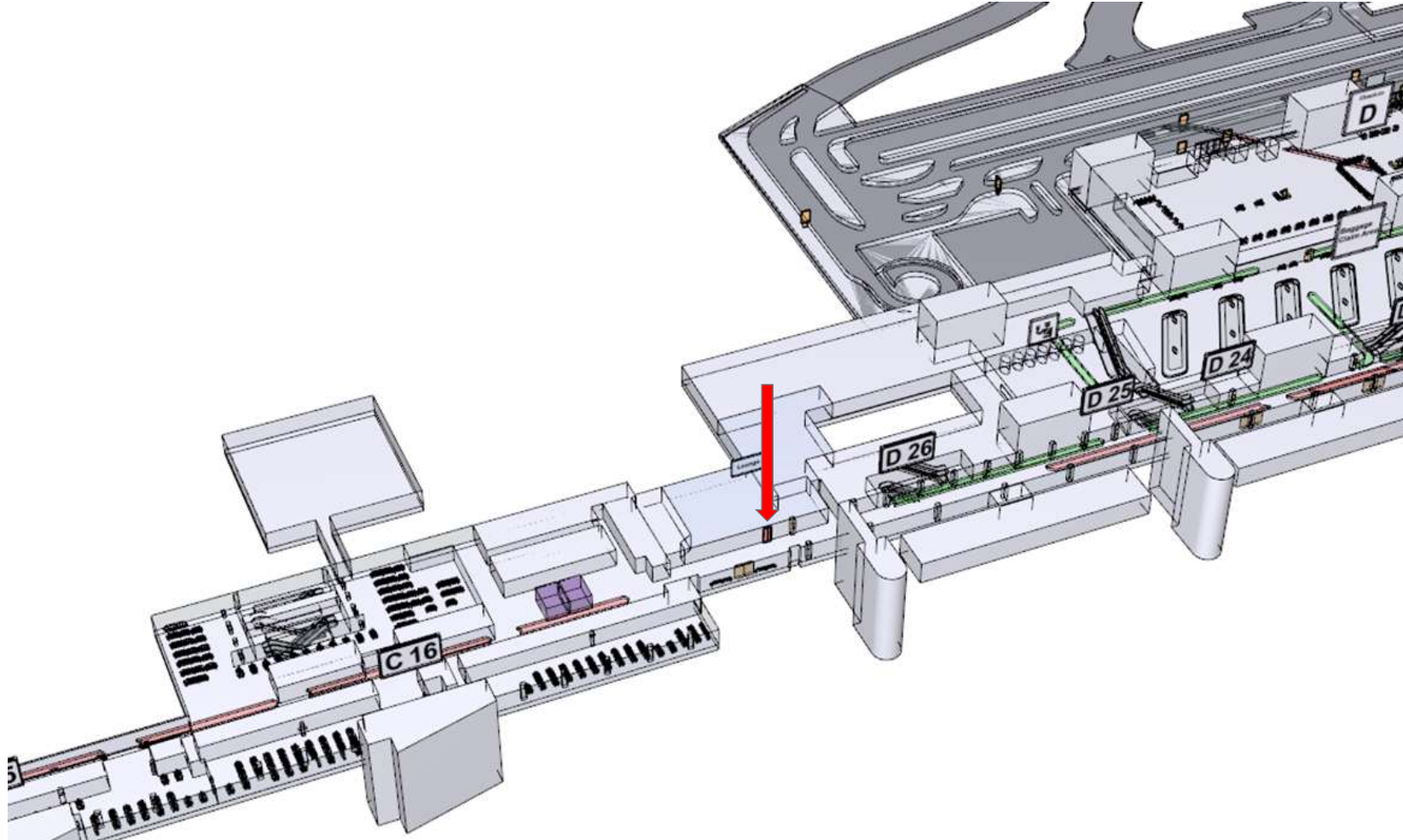
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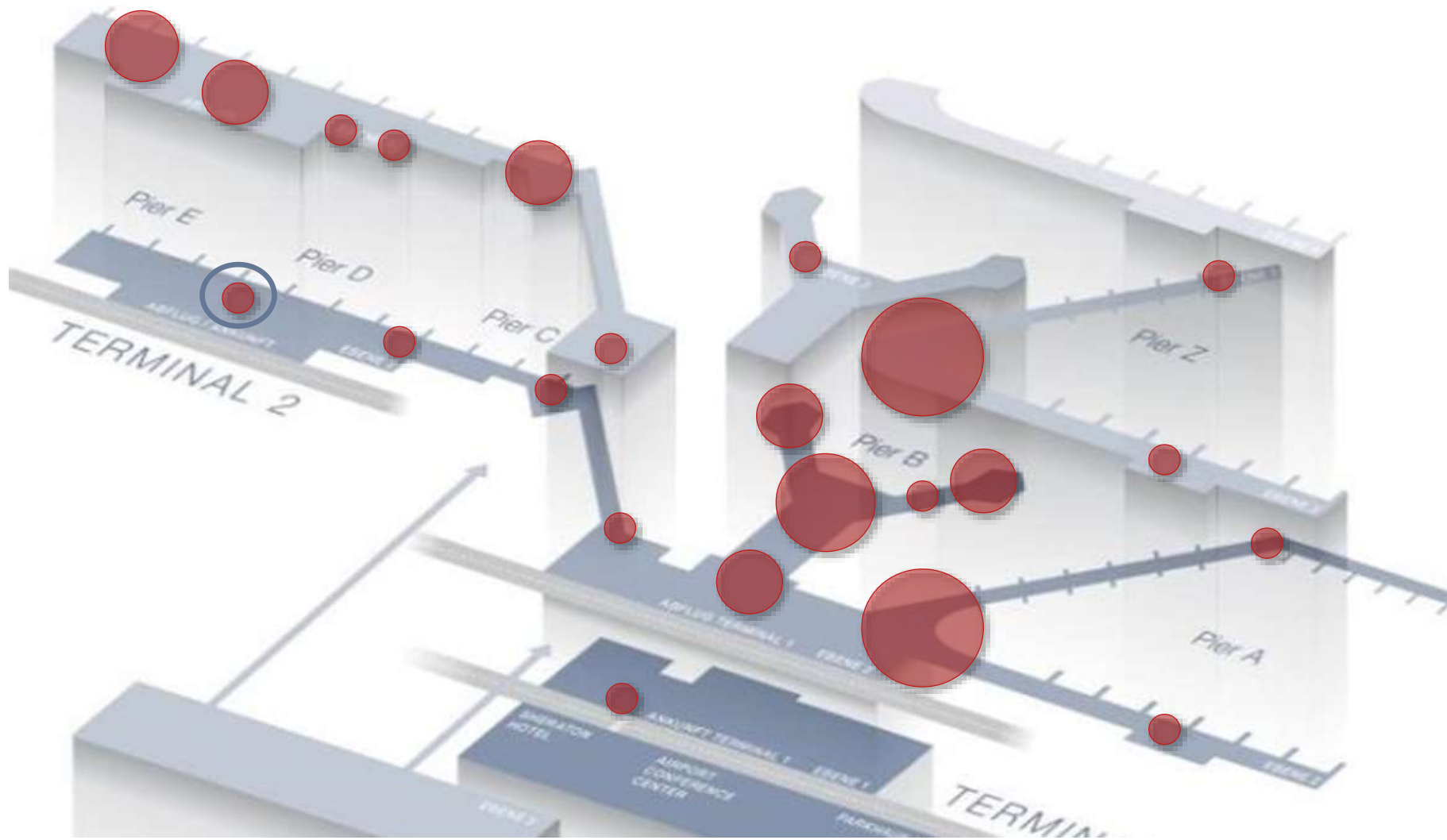
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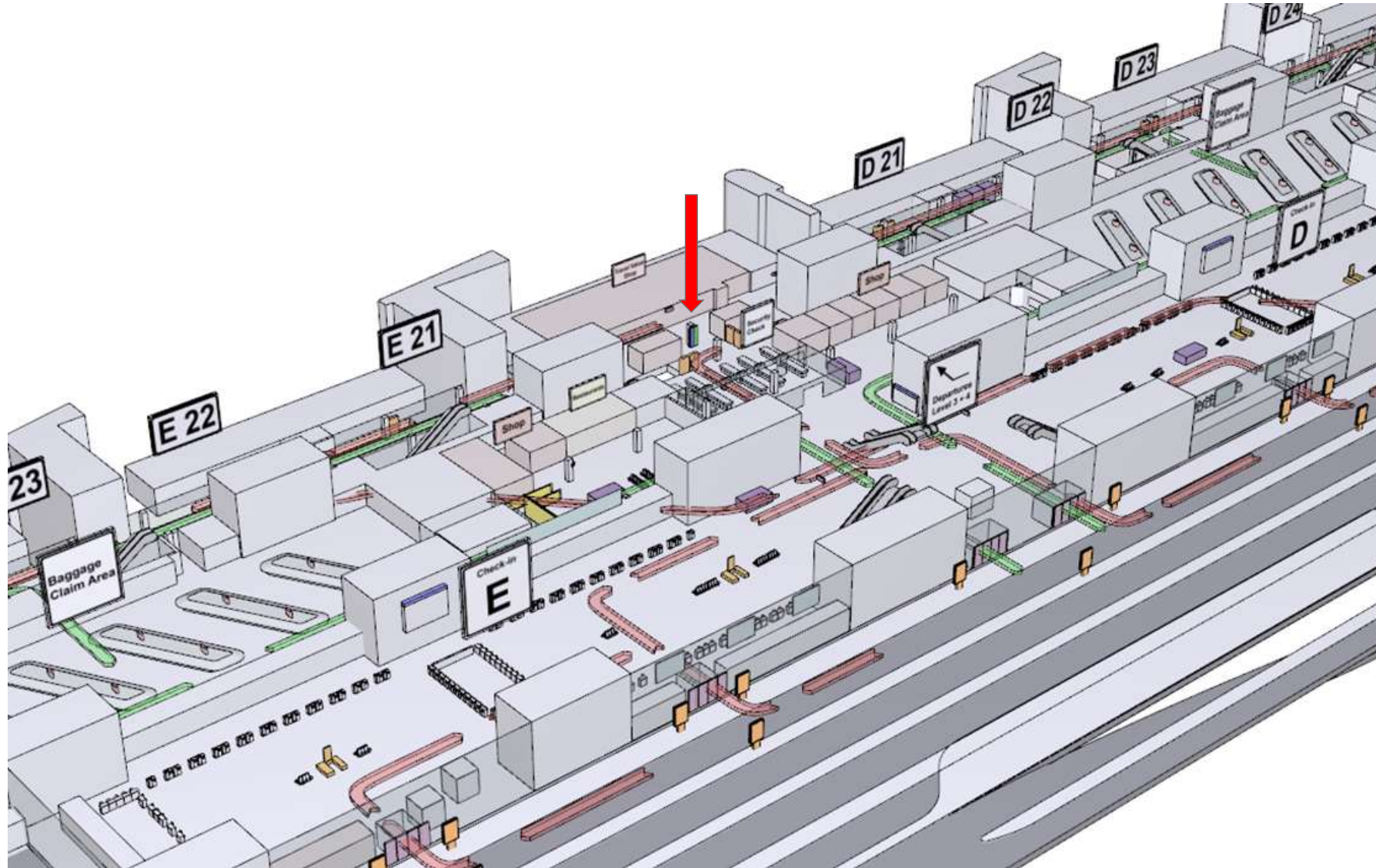
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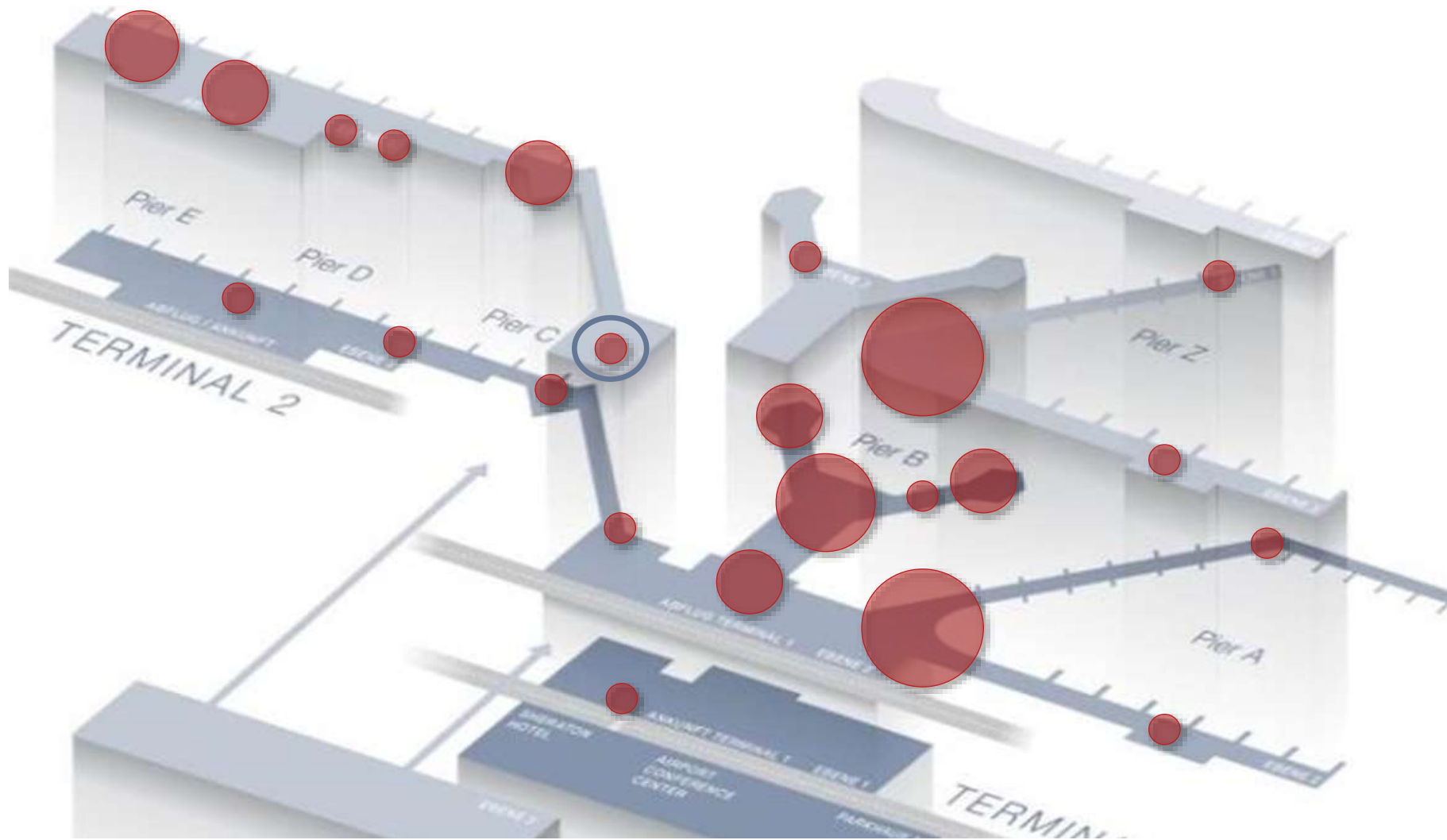
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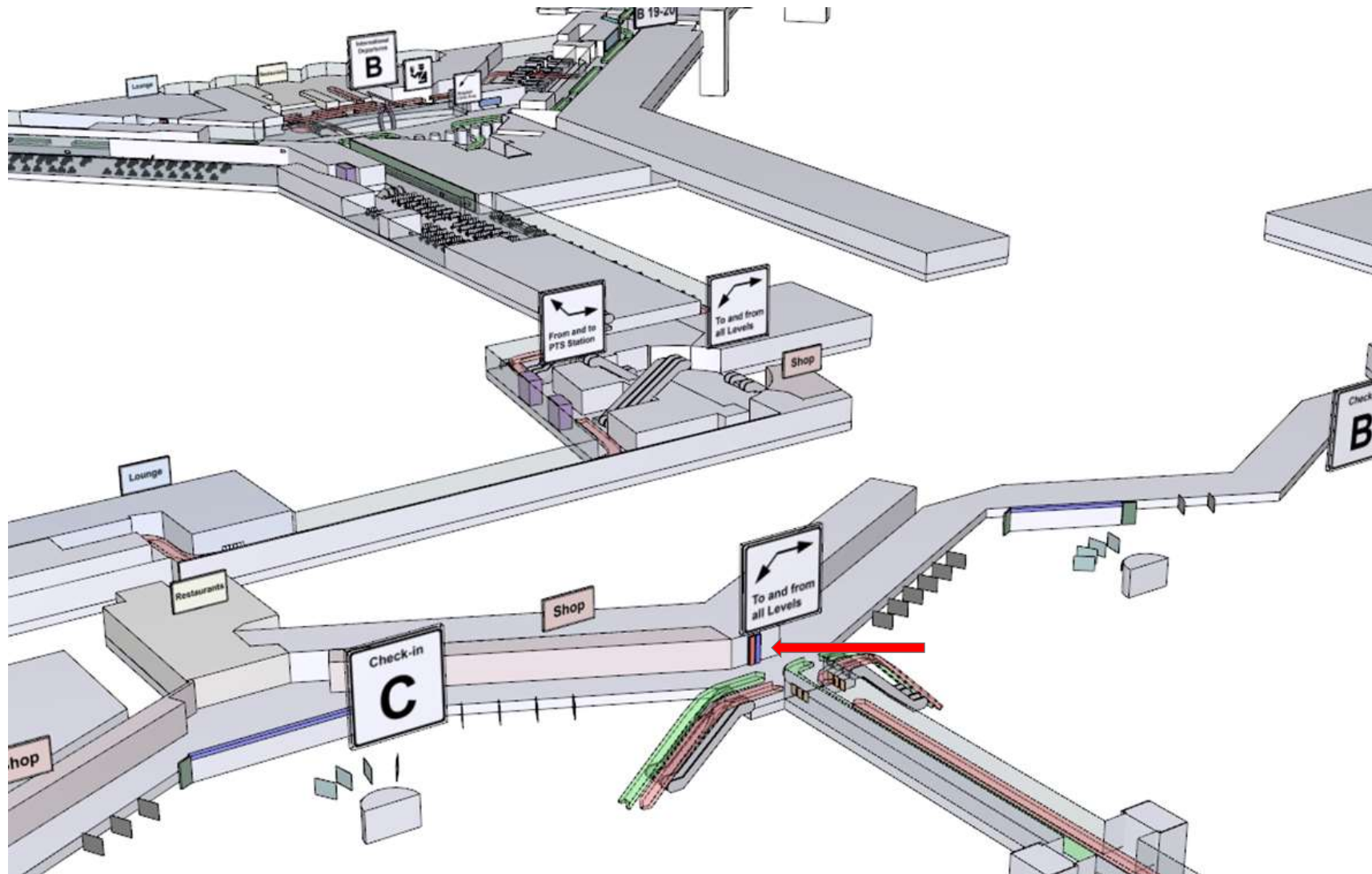
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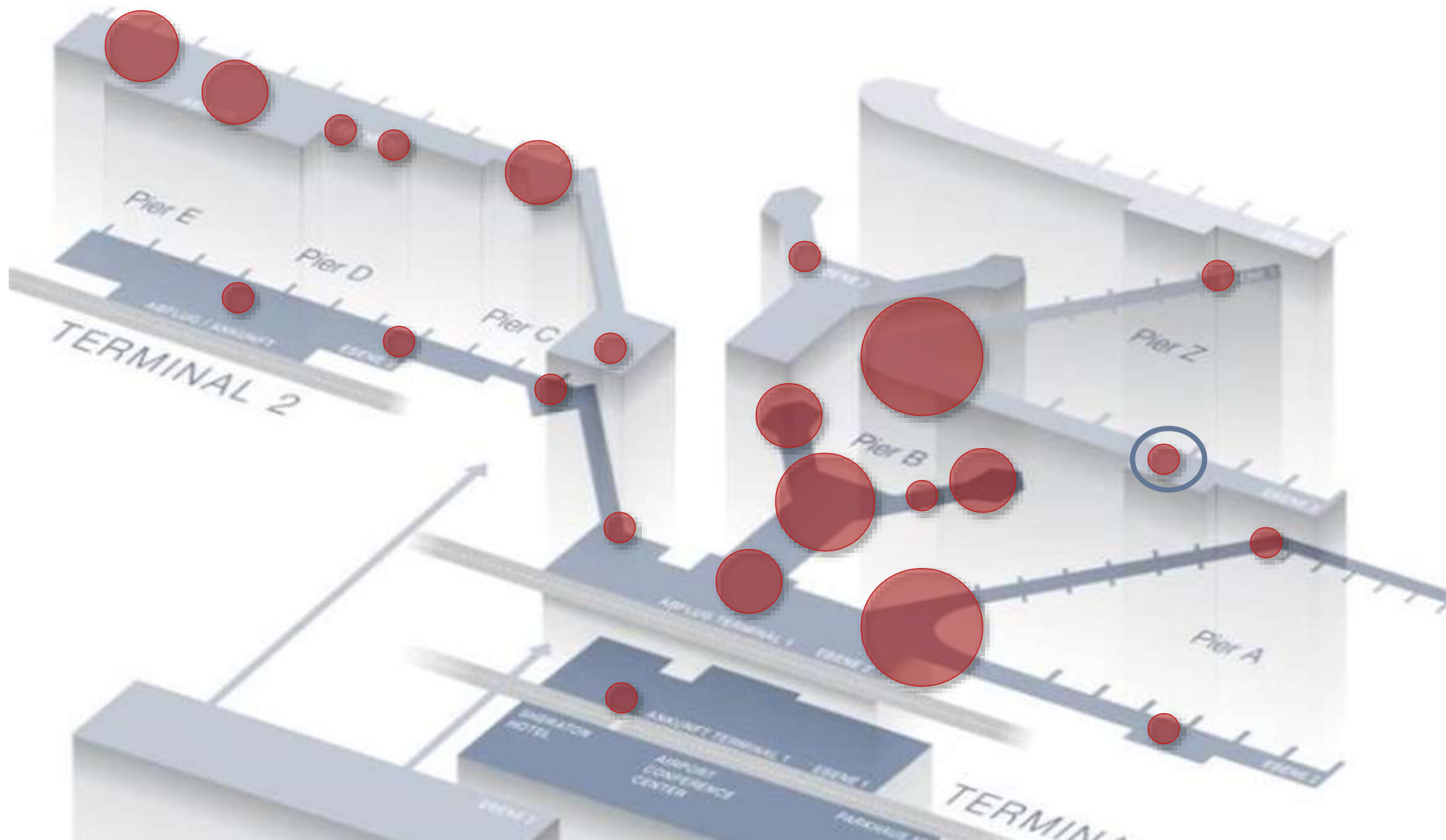
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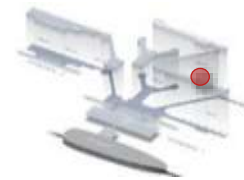
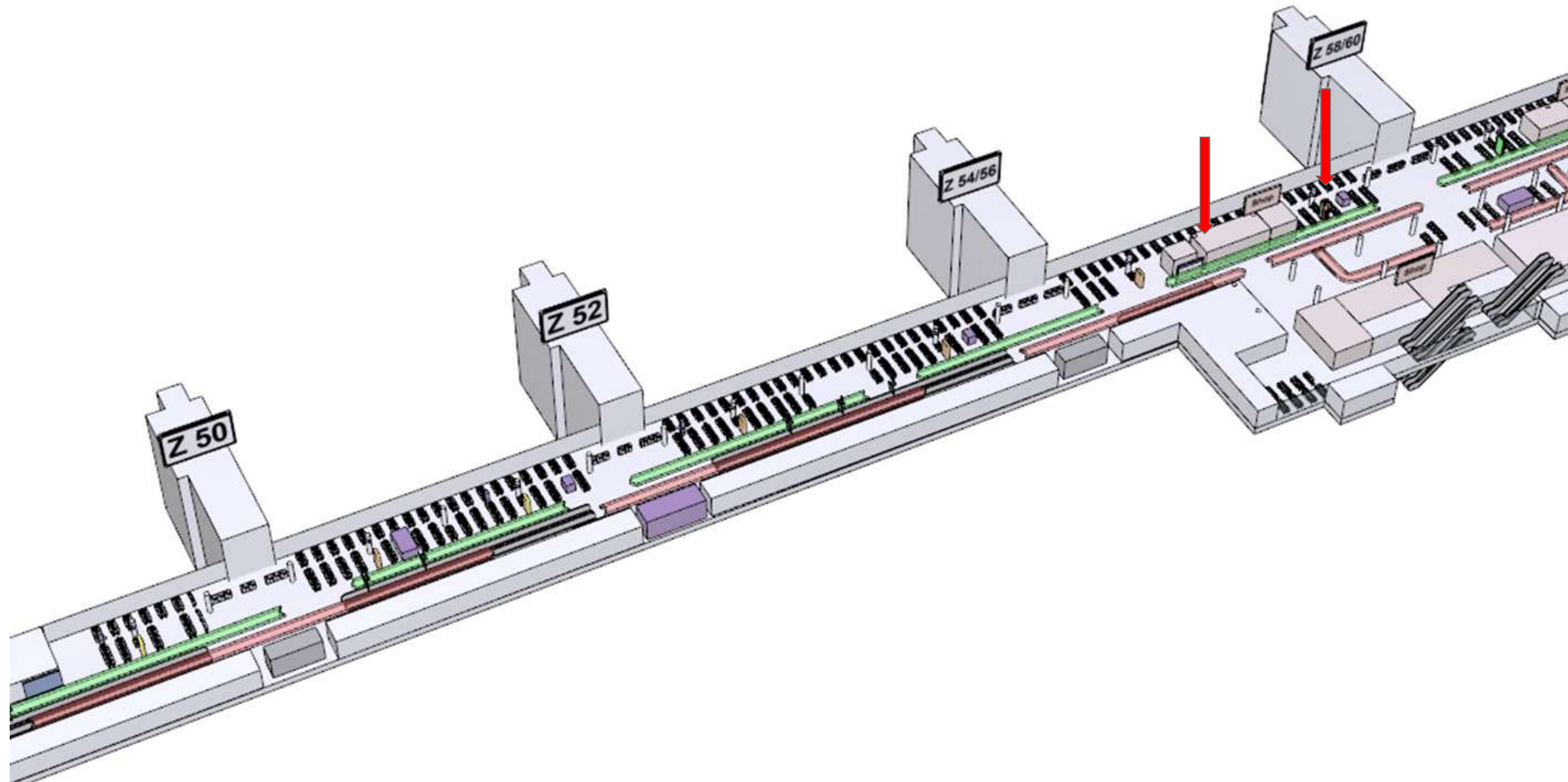
DIGITAL DELUXE NETWORK FAR



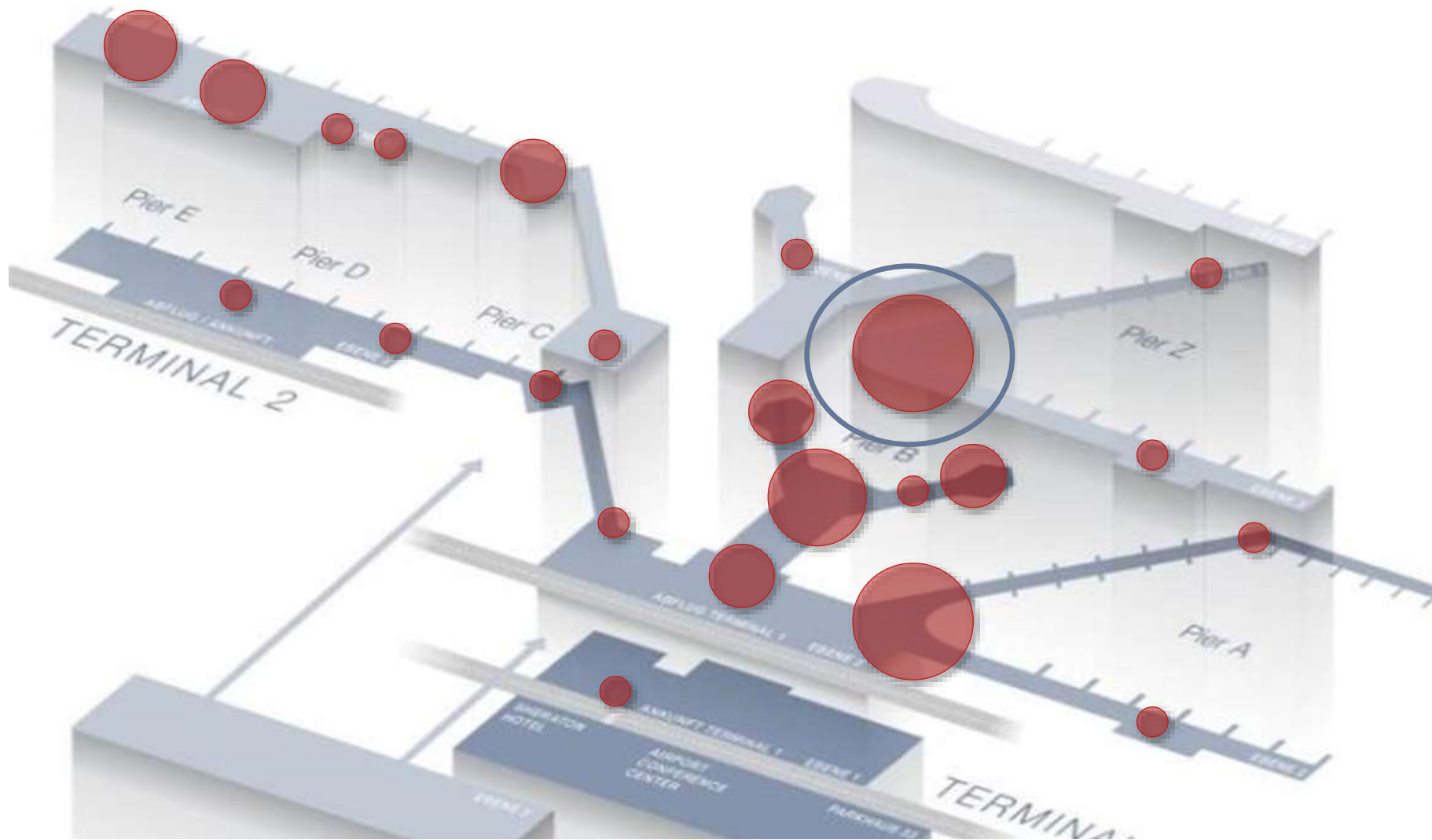
DIGITAL DELUXE NETWORK FAR



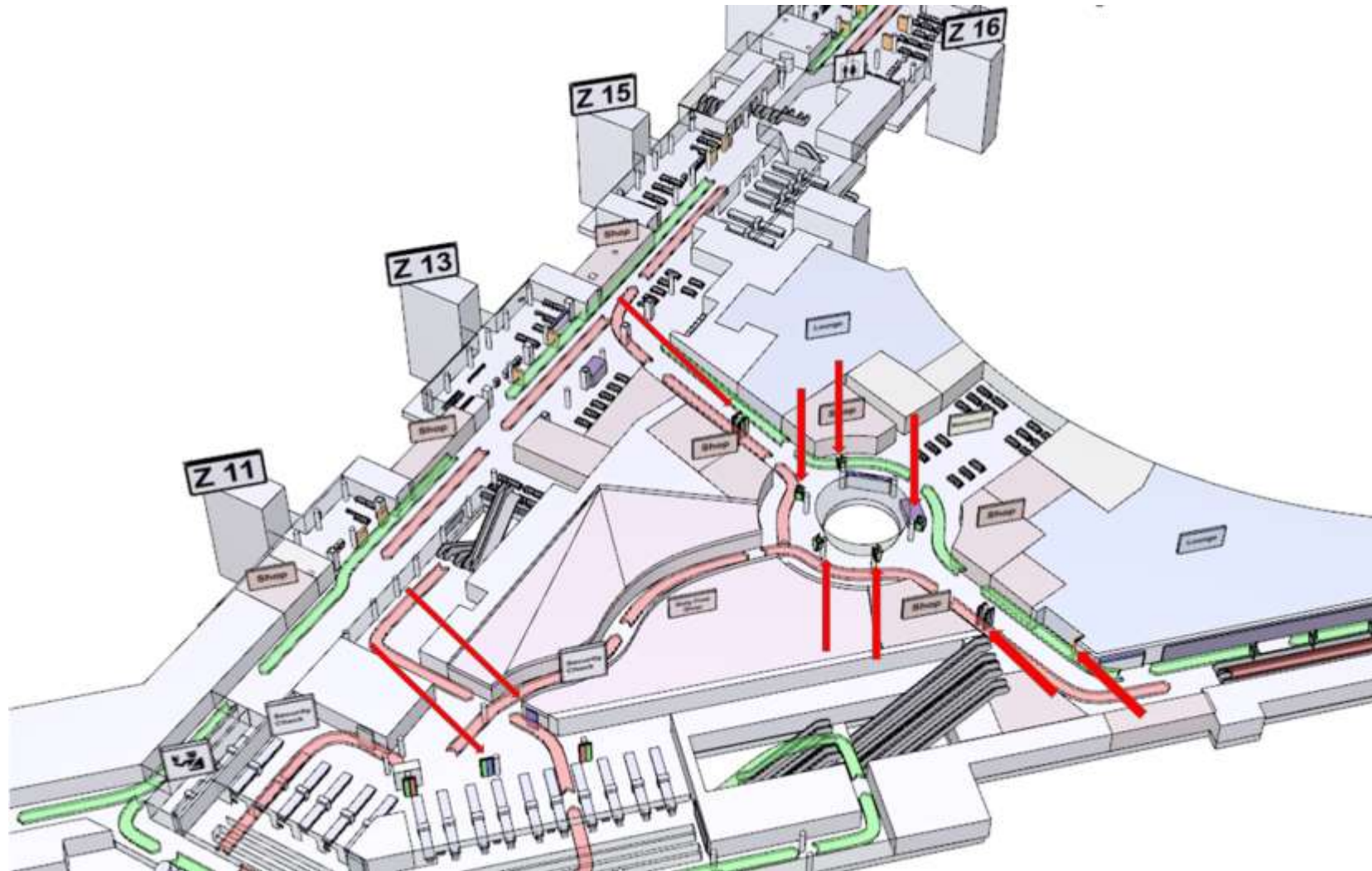
DIGITAL DELUXE NETWORK FAR



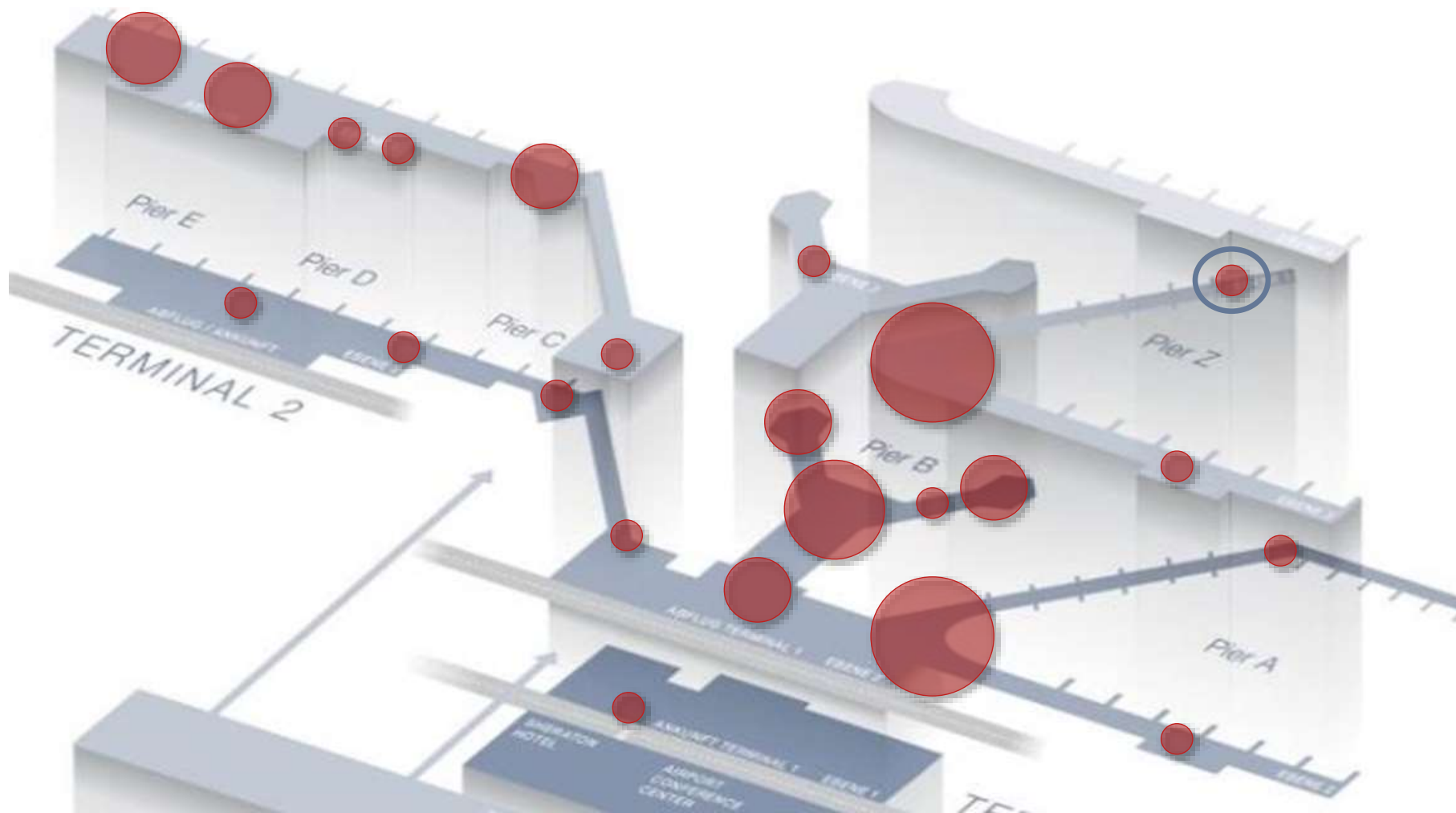
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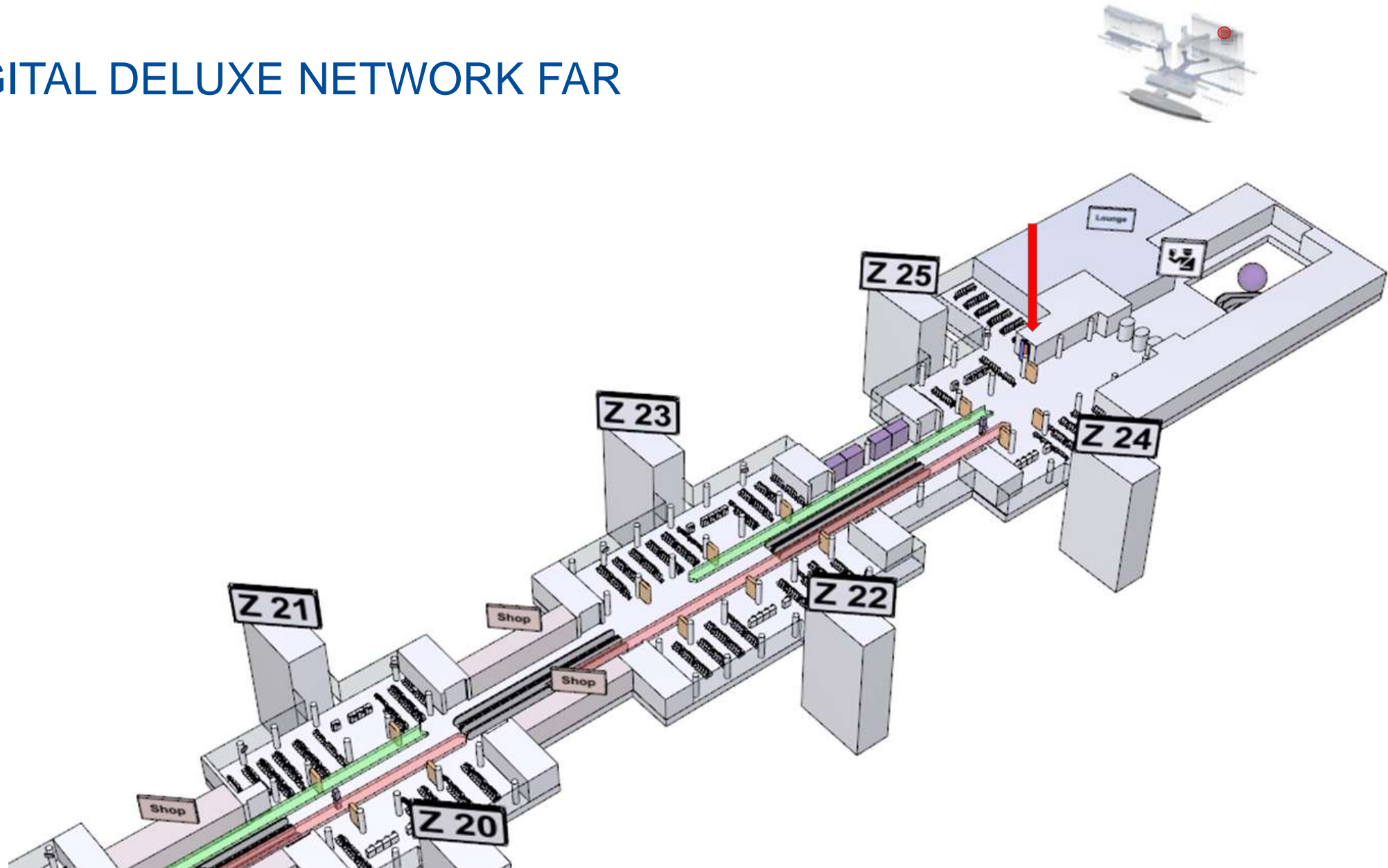
DIGITAL DELUXE NETWORK FAR



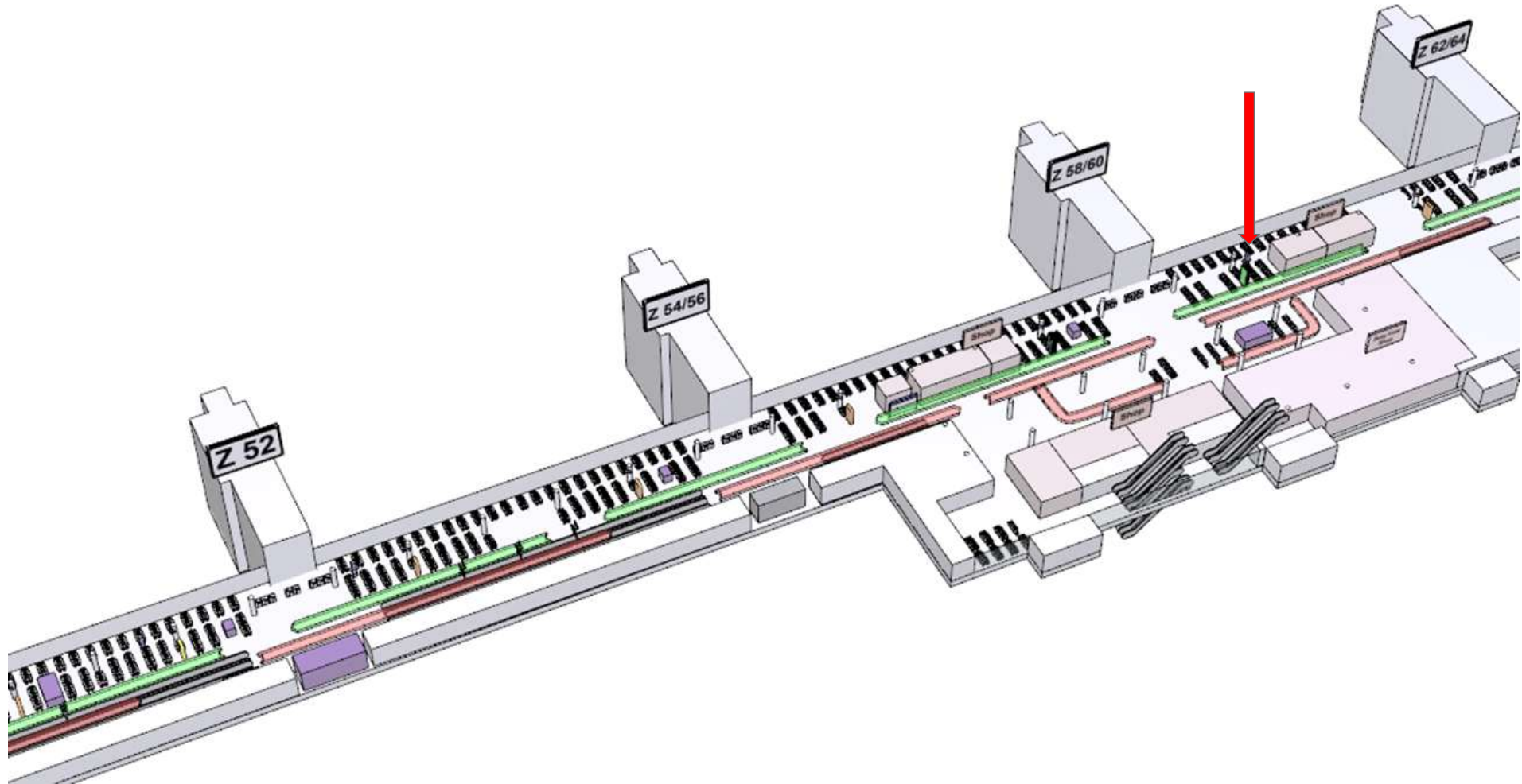
DIGITAL DELUXE NETWORK FAR



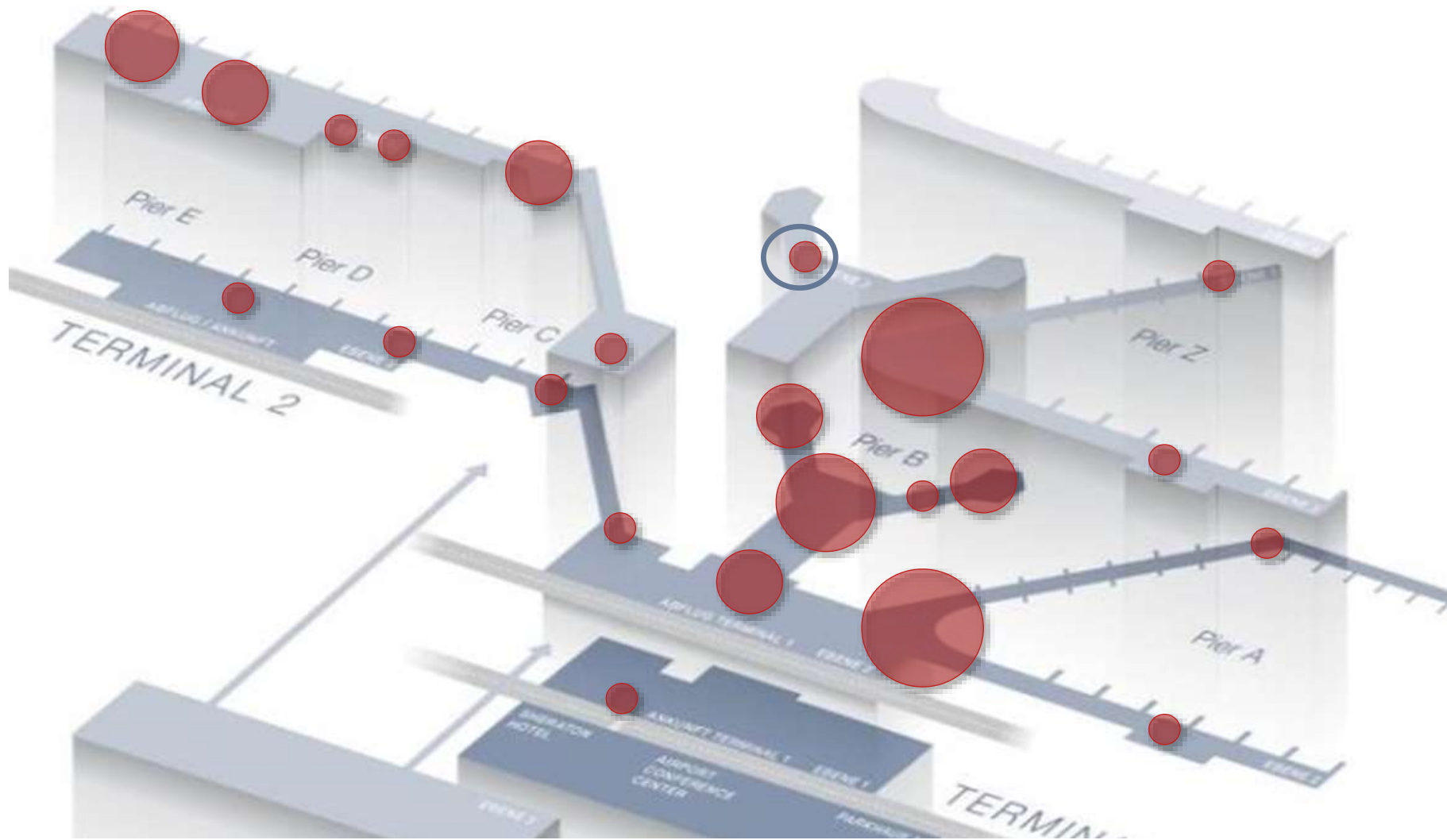
DIGITAL DELUXE NETWORK FAR



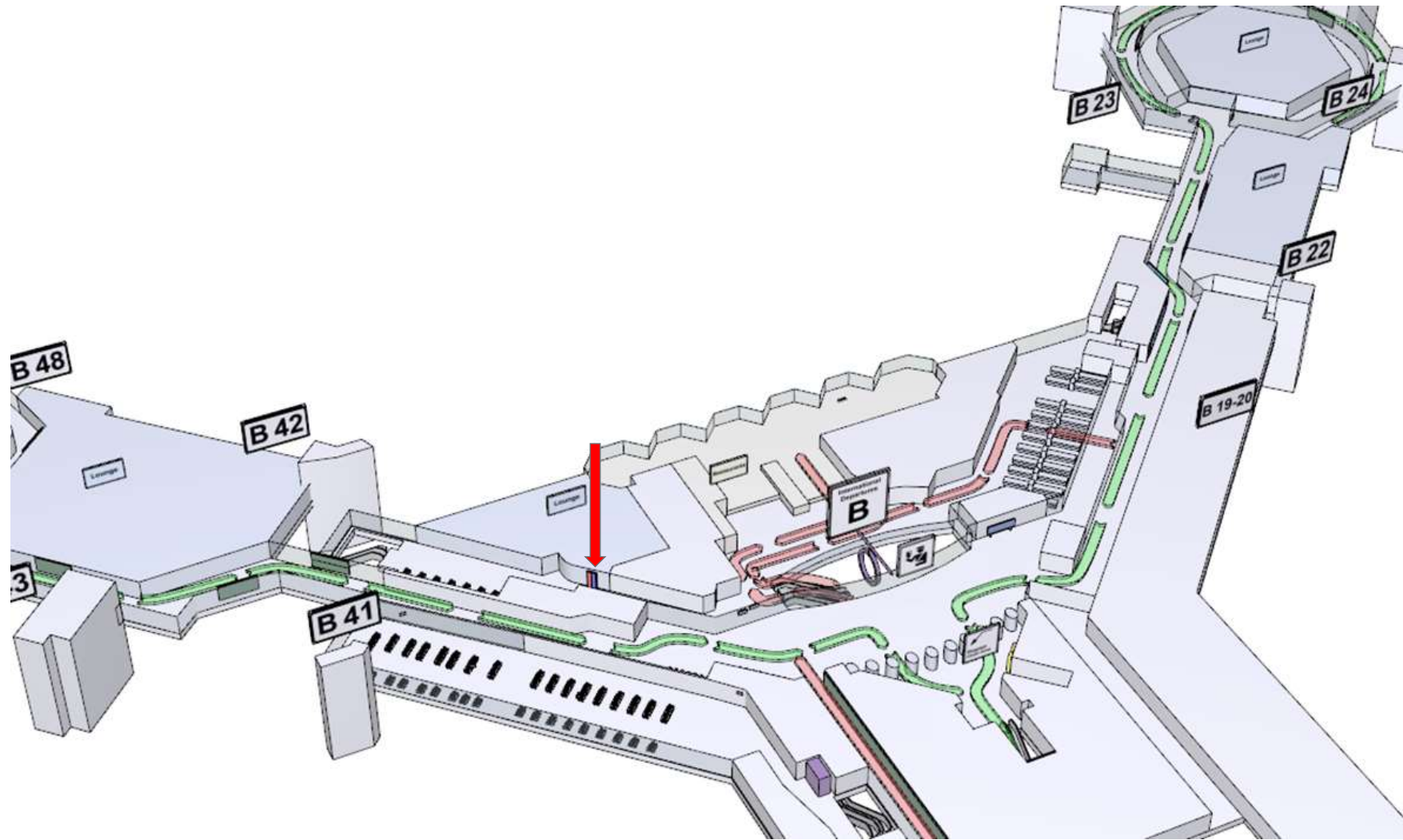
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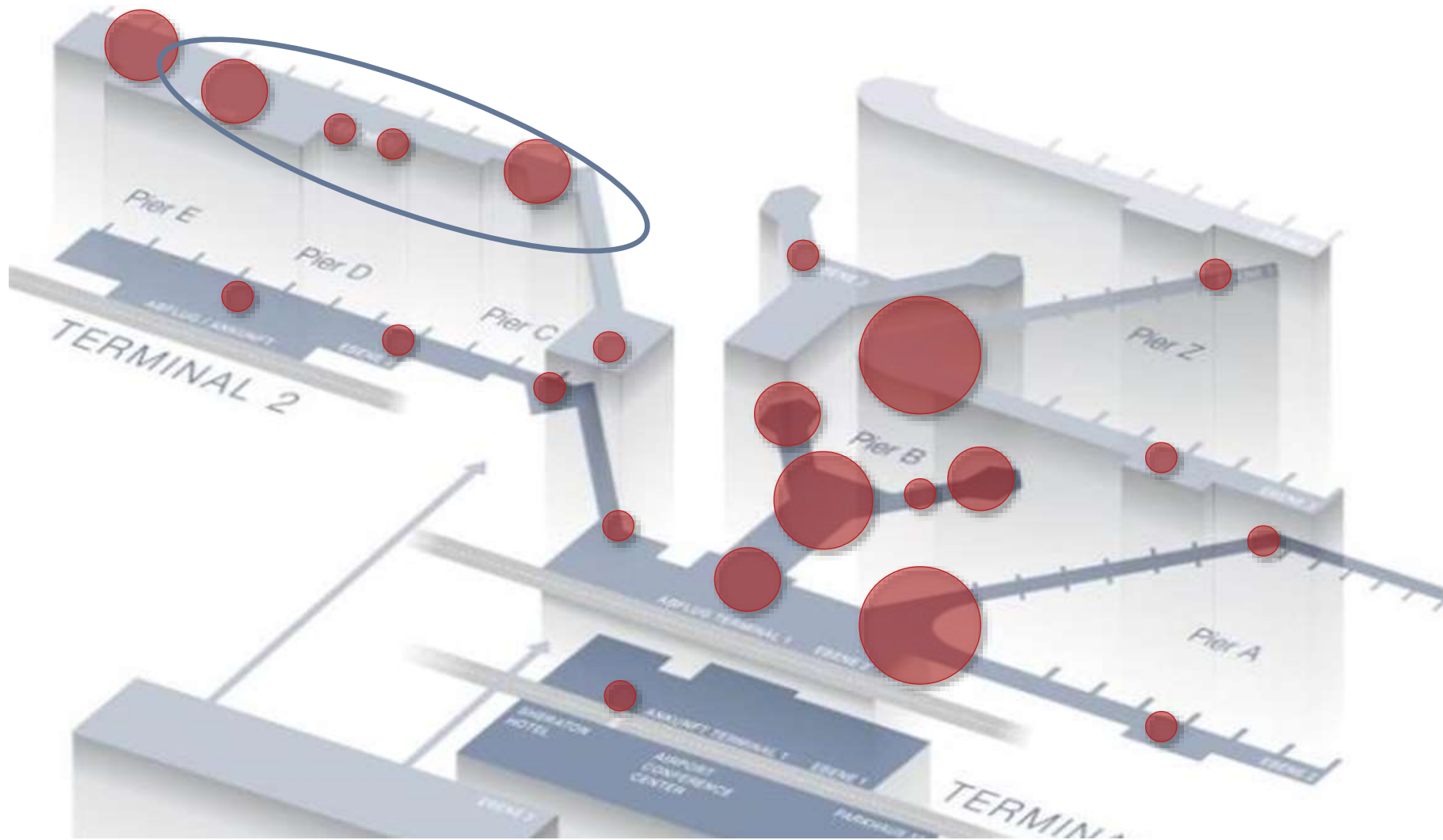
DIGITAL DELUXE NETWORK FAR



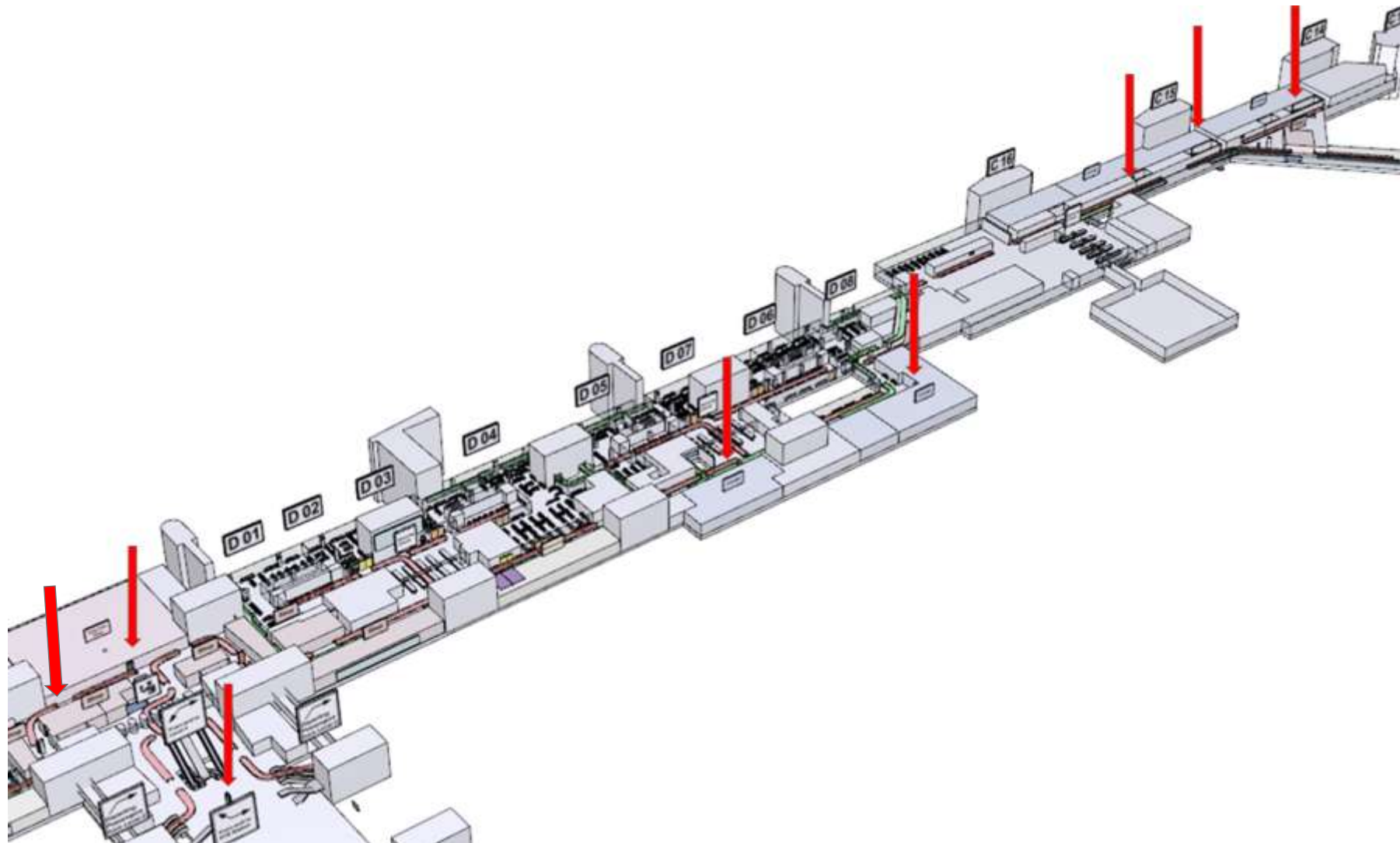
DIGITAL DELUXE NETWORK FAR



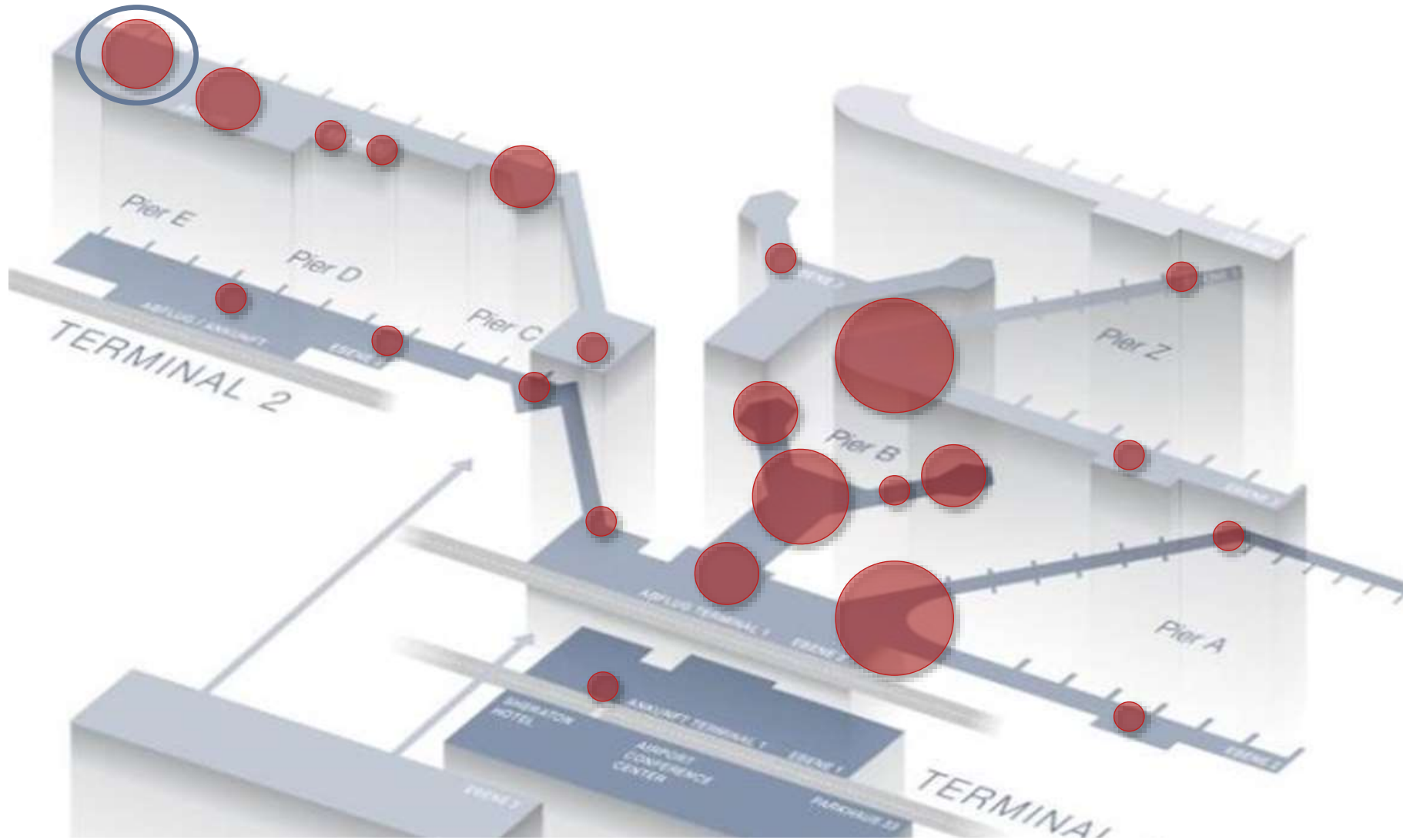
DIGITAL DELUXE NETWORK FAR



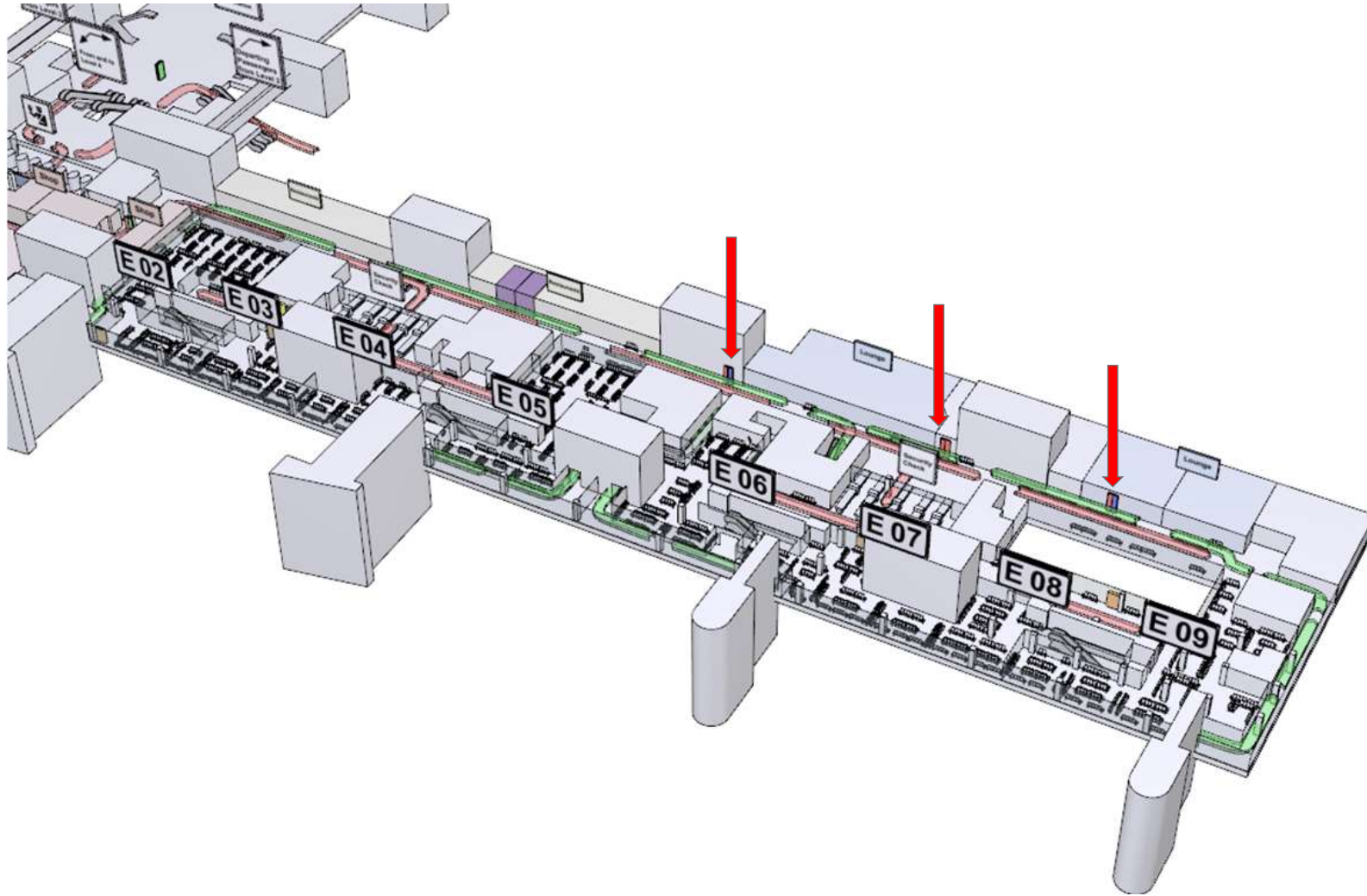
DIGITAL DELUXE NETWORK FAR



DIGITAL DELUXE NETWORK FAR



DIGITAL DELUXE NETWORK FAR



DIGITAL DUTY FREE NETWORK

Terminal 1 & 2



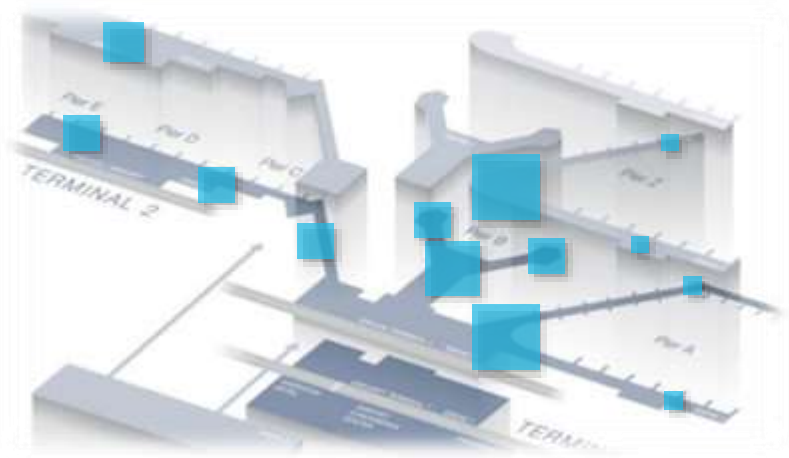
Set buying impulses

best placed screens

Screens on the façade of the
Duty Free Shops

Buying impulses along the Customer Journey

- With the Digital Duty Free Network you cover the routes to all duty free and travel retail stores.
- Portrait format Full HD screens are mainly positioned behind the security checkpoints.
- Attention-grabbing screens directly in passengers' paths through the duty free shop.
- Including the eye-catching screens on the façade of the two surrounding duty free shops in Transit B.
- Here your content meets relaxed and receptive arrivals, departures and transfer passengers. The latter bring a lot of leisure to these locations.



Resource number:	NW-400-075
Location:	Terminal 1 & 2
Quantity:	more than 30 screens
Slots:	1/2
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 52,400
Other costs*:	€ 1,750 handling fee
Size:	9:16

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



DIGITAL GIANTS

NETWORKS – TERMINAL 1



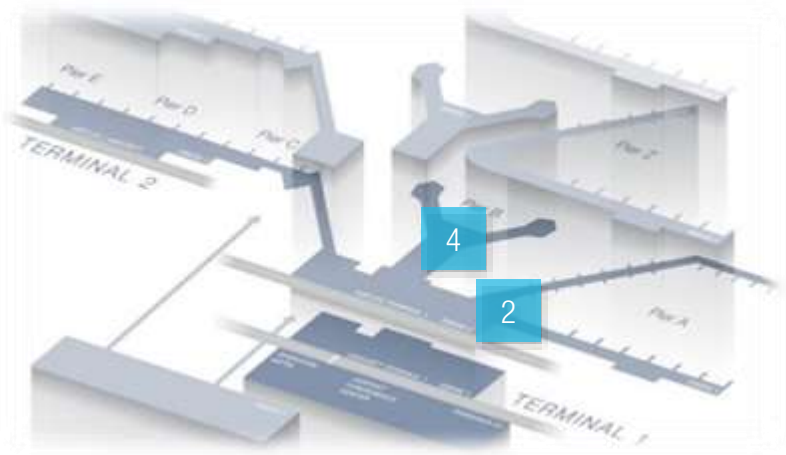
6 giant displays

Full HD

Premium locations

Emotional images learn to fly

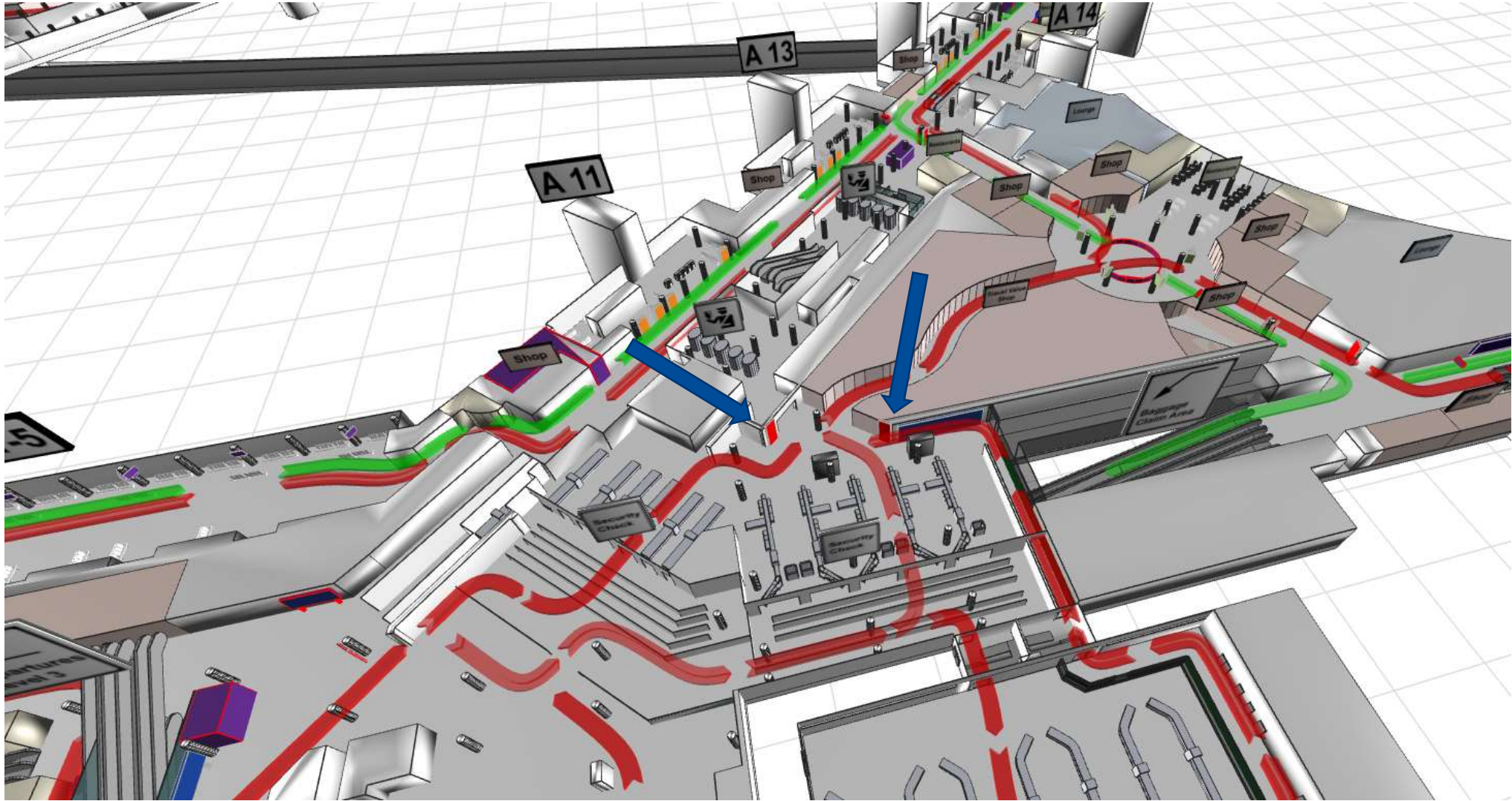
- The Digital Giants offer an impressively large, brilliant space for brands and emotional commercials at Frankfurt Airport.
- The 6 giant displays, measuring 98 inches and in full HD, are eye-catchingly positioned at major hubs.
- Located directly after the security checkpoints and in front of the duty-free shops in Zones A and B, they reach connecting and departing travellers.
- At this point national and international business travellers and affluent passengers are on their way.



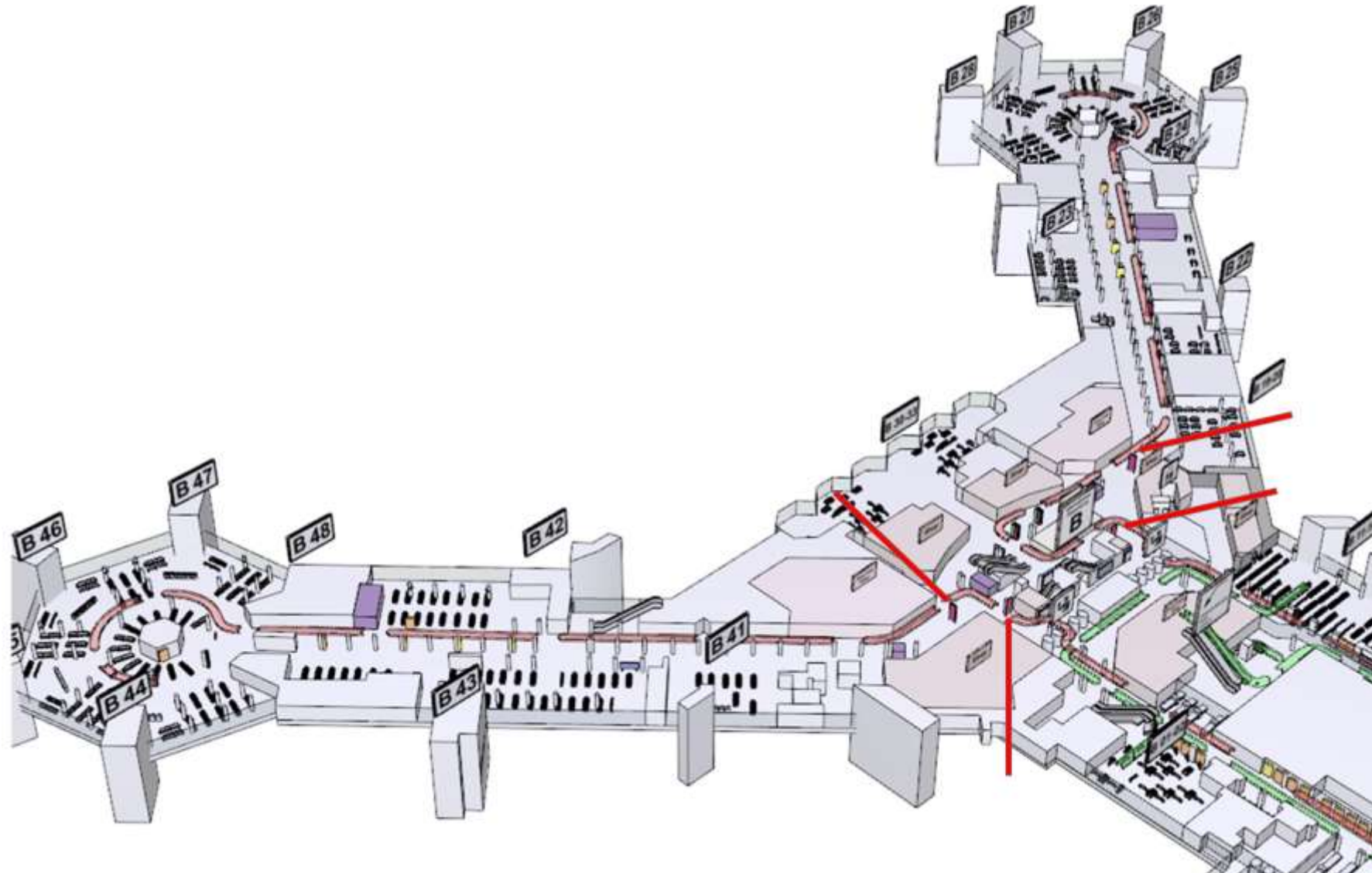
Resource number:	NW-105-001
Location:	Terminal 1, area A, B
Quantity:	6 screens
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Ads per day:	Min. 1,200 broadcasts
Price*:	€ 25,130
Other costs*:	€ 1,750 handling fee
Size:	98" flat-screen displays in full HD (portrait) full HD 1080 x 1920 px

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

DIGITAL GIANTS



DIGITAL GIANTS



DIGITAL HOLIDAY NETWORK

Terminal 1 & 2



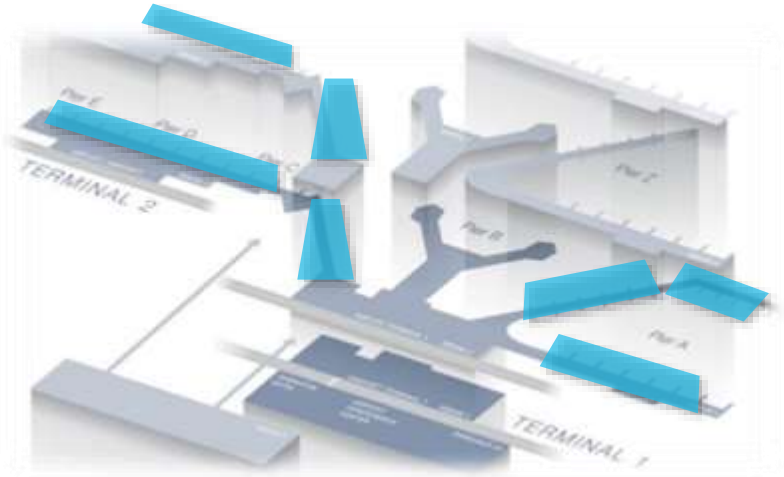
Holiday Travelers

Data-based media selection

Target group specific

Reach holiday travellers at Frankfurt Airport!

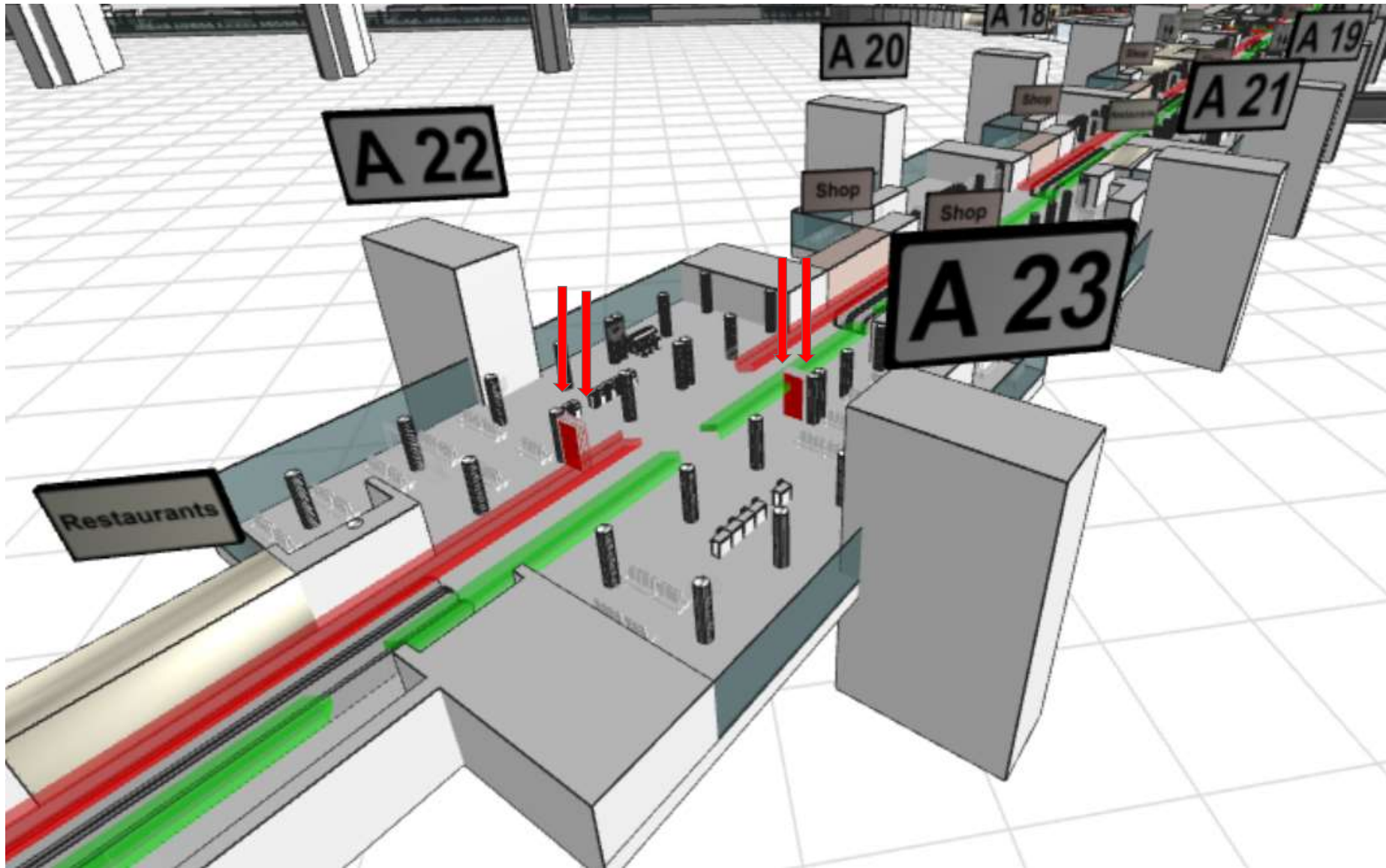
- With the advertising media in this network, you can reach travellers on their way to vacation.
- Use the emotional mood of anticipation to draw attention to your brand.
- Best placed in the most popular and relevant locations for leisure travellers in Terminal 1 & 2



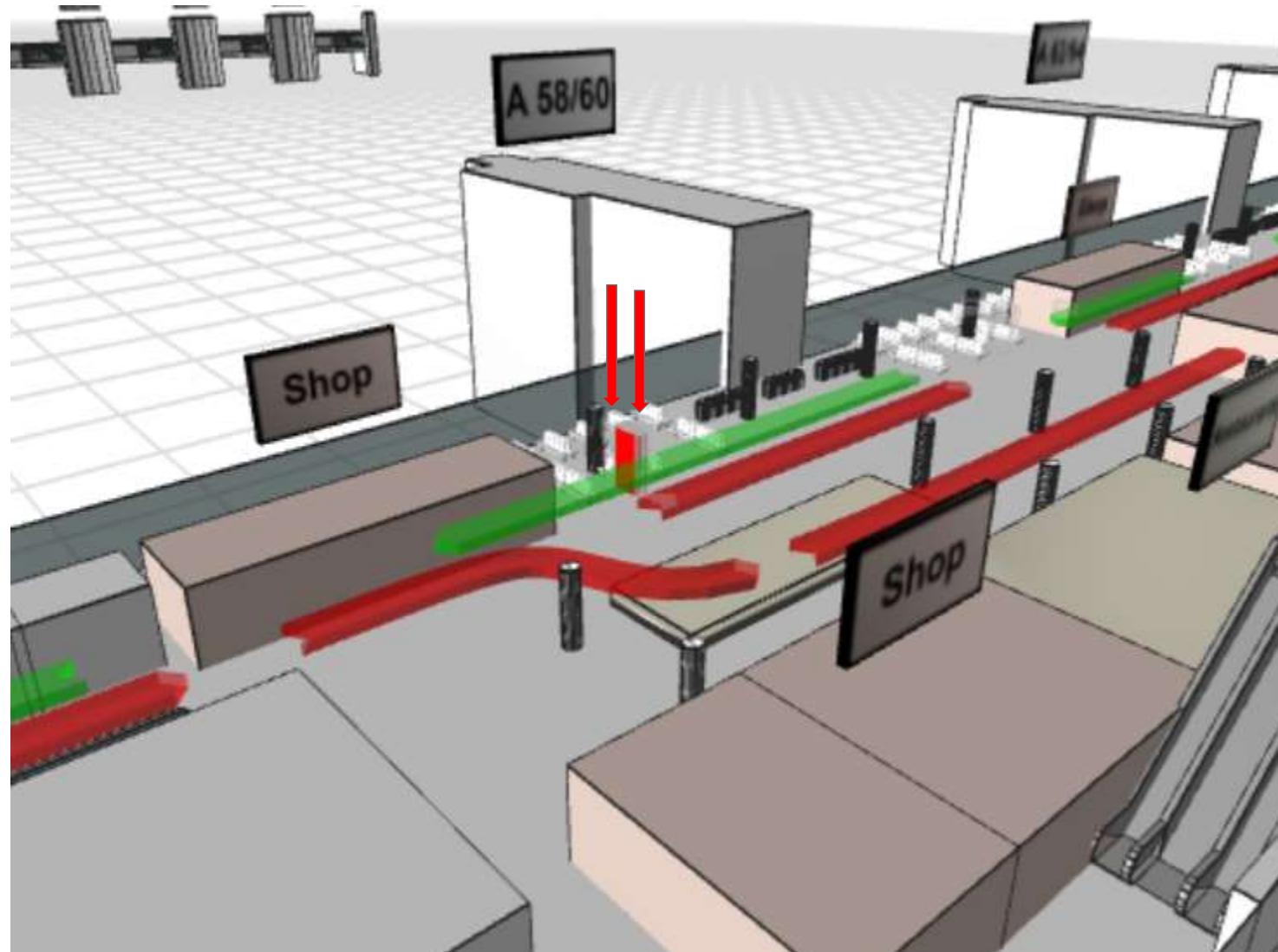
Resource number:	NW-400-098
Location:	Schengen A/B, C Terminal 1 & 2
Quantity:	23 screens
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 17,730
Other costs*:	€ 1,750 handling fee
Size:	9:16, 70"/75"

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

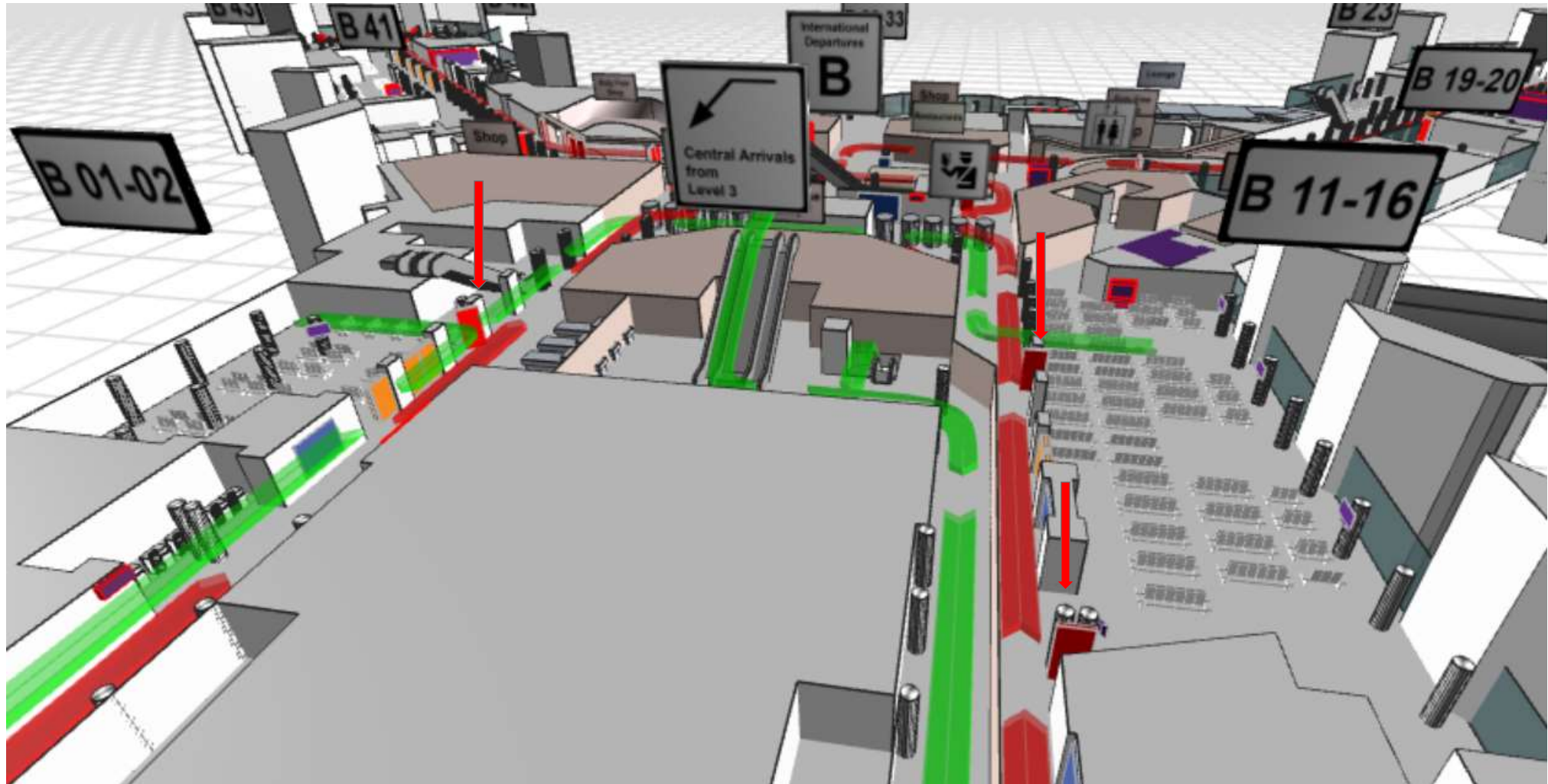
DIGITAL HOLIDAY NETWORK



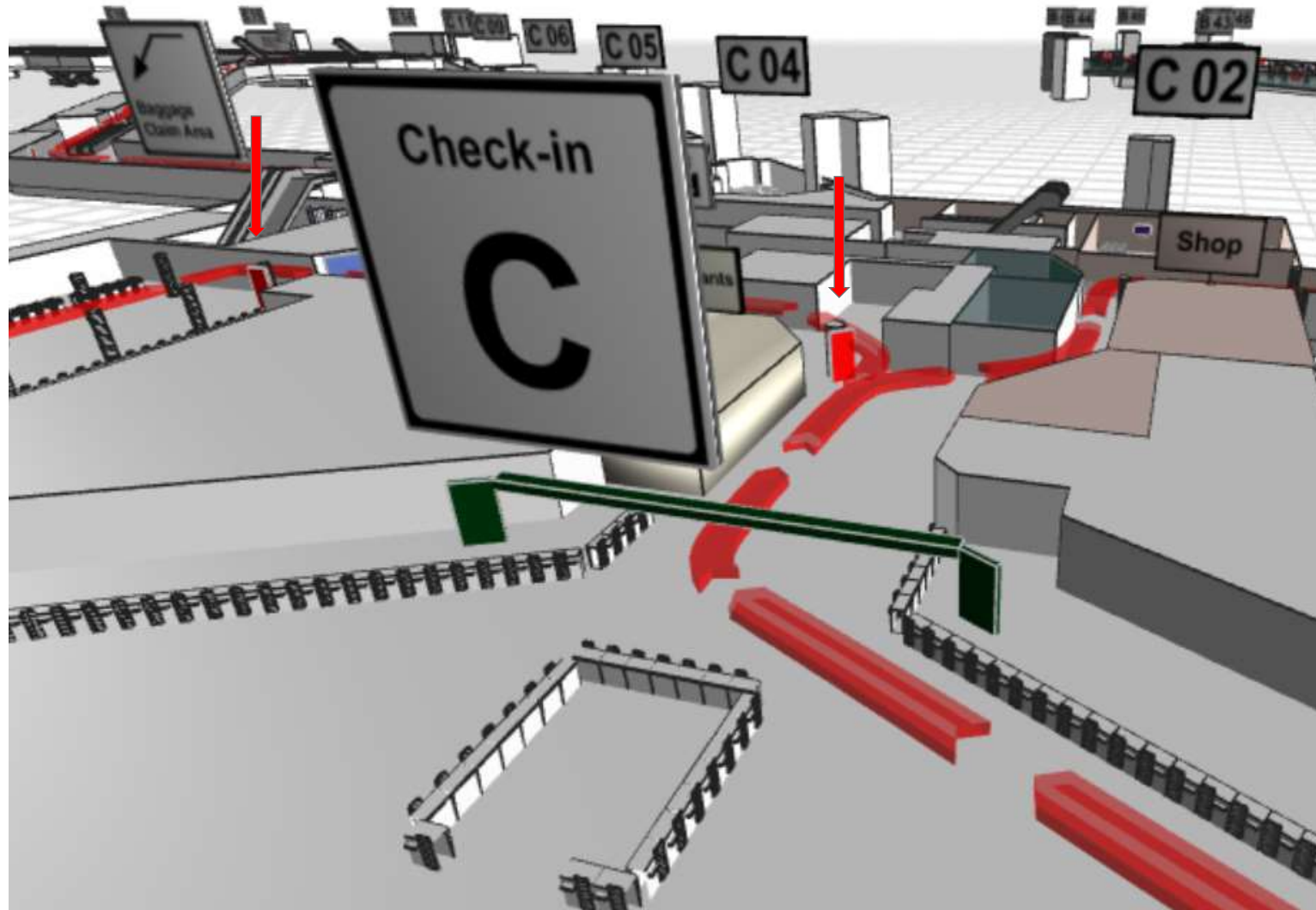
DIGITAL HOLIDAY NETWORK



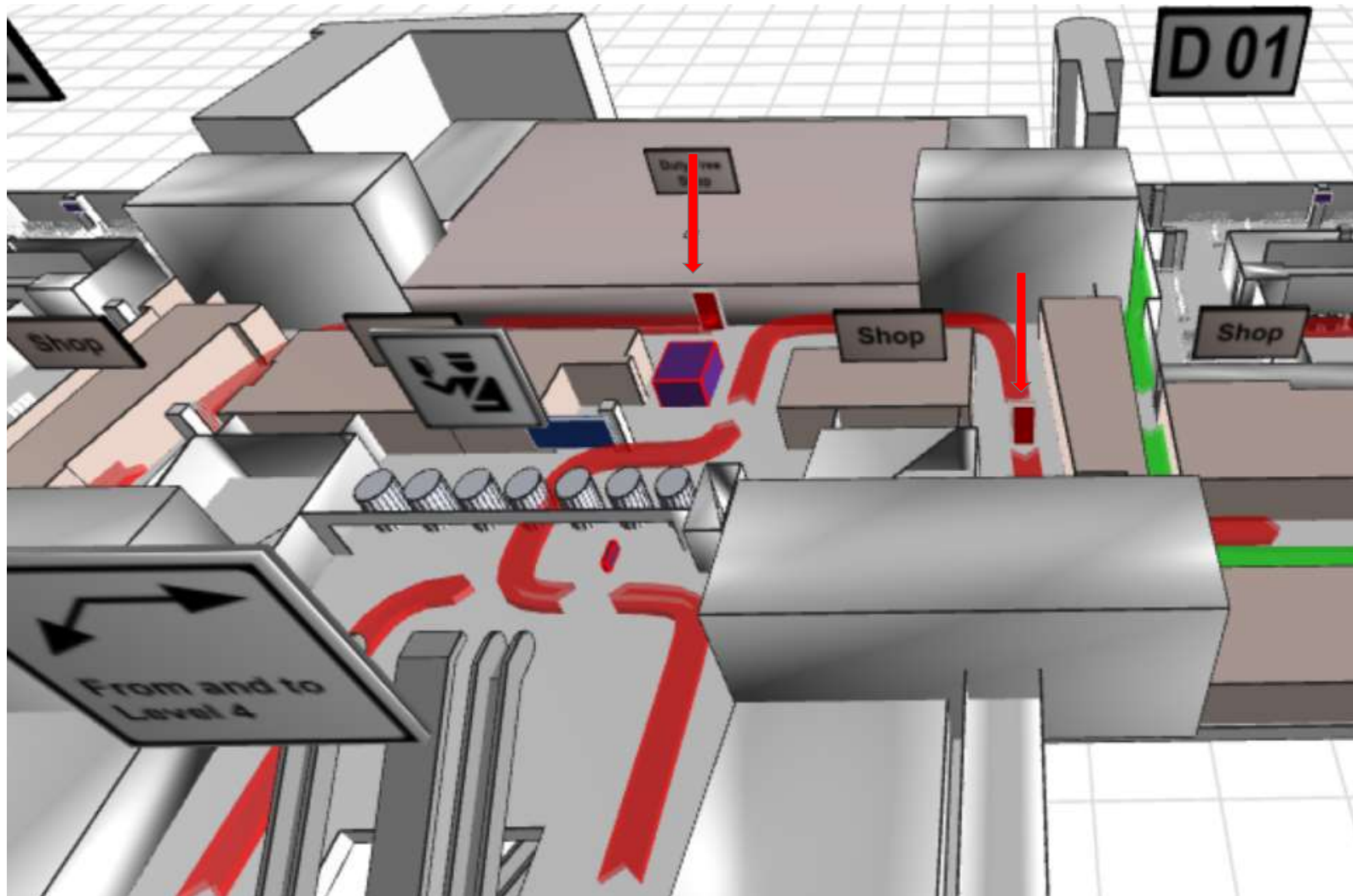
DIGITAL HOLIDAY NETWORK



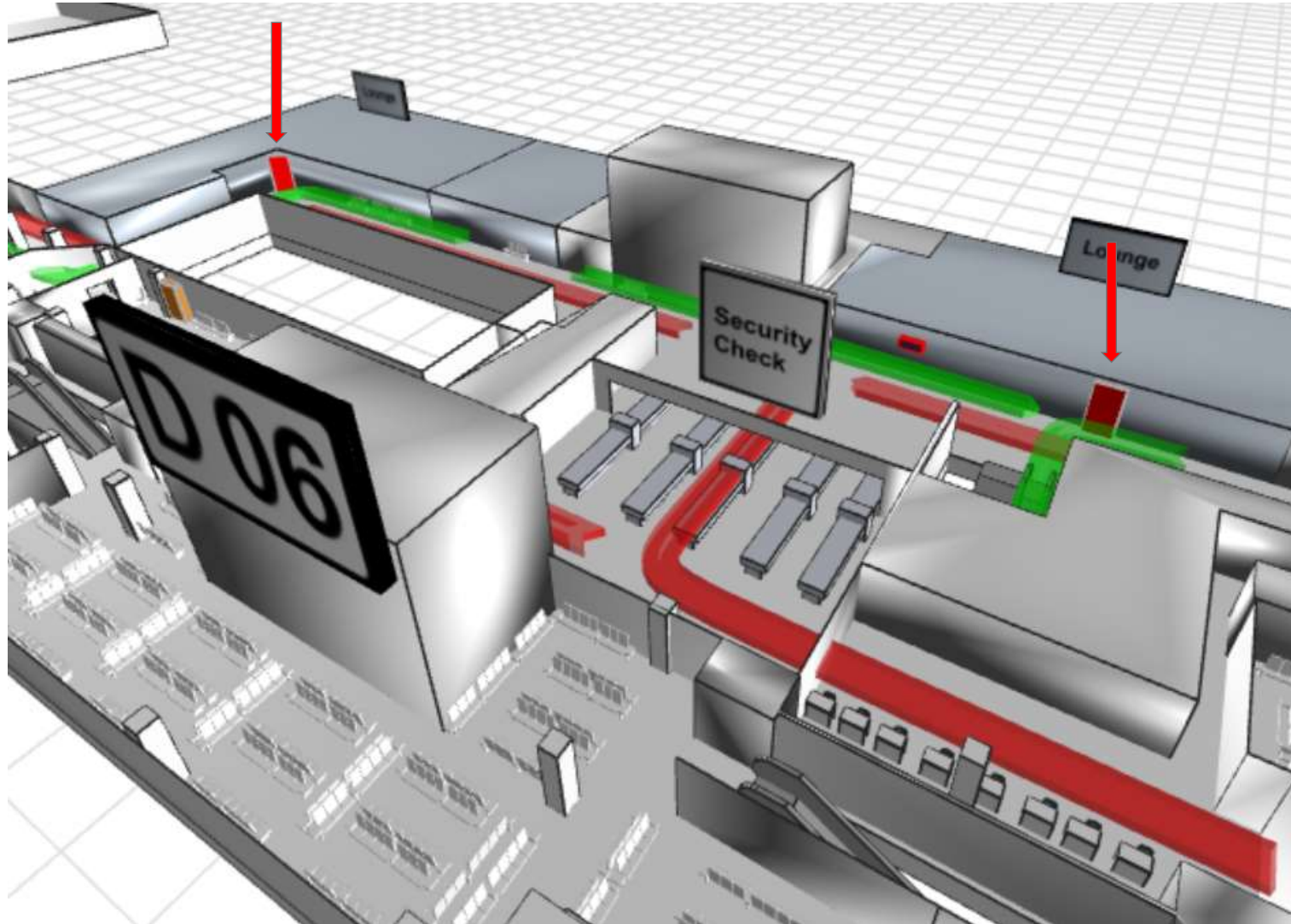
DIGITAL HOLIDAY NETWORK



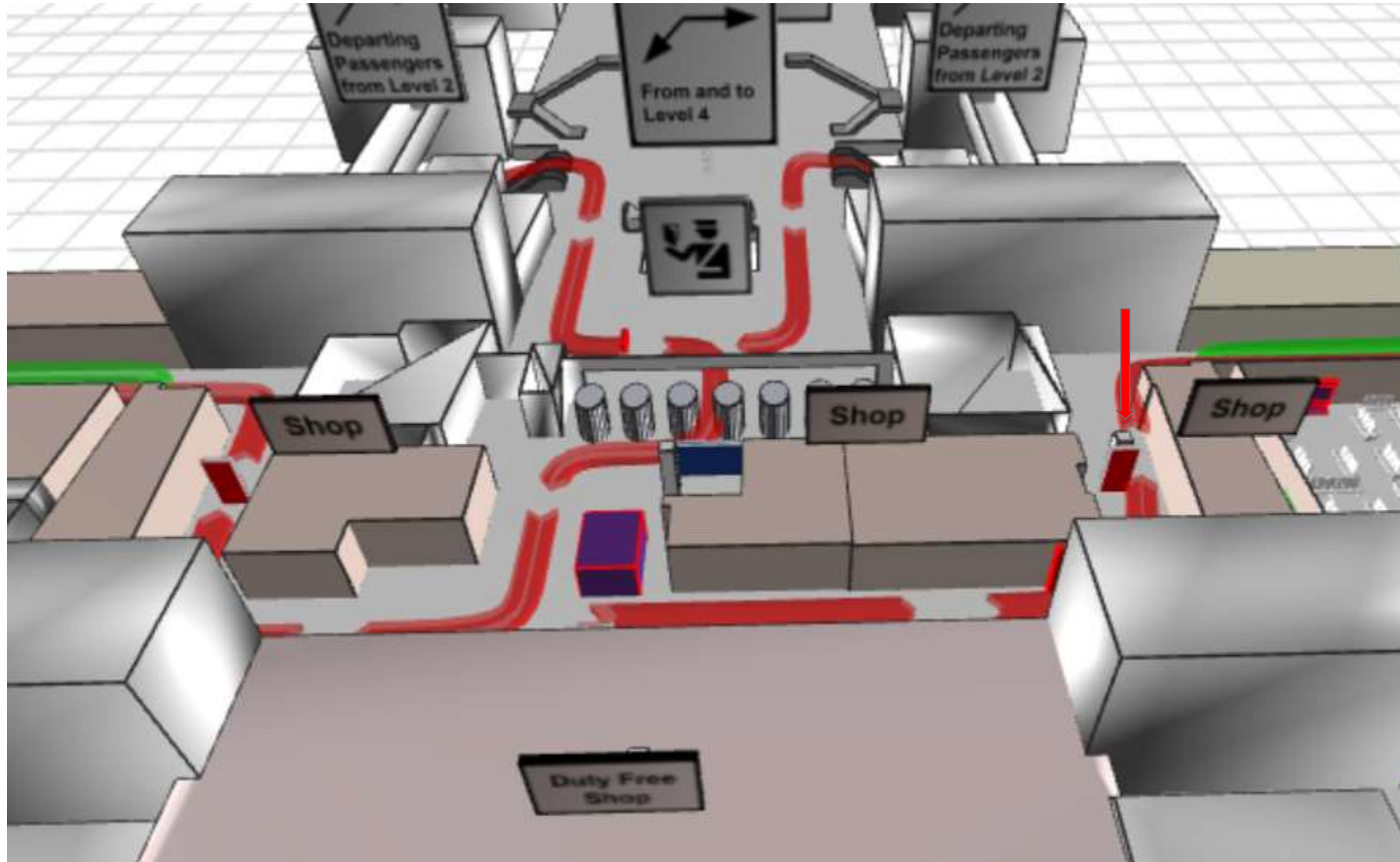
DIGITAL HOLIDAY NETWORK



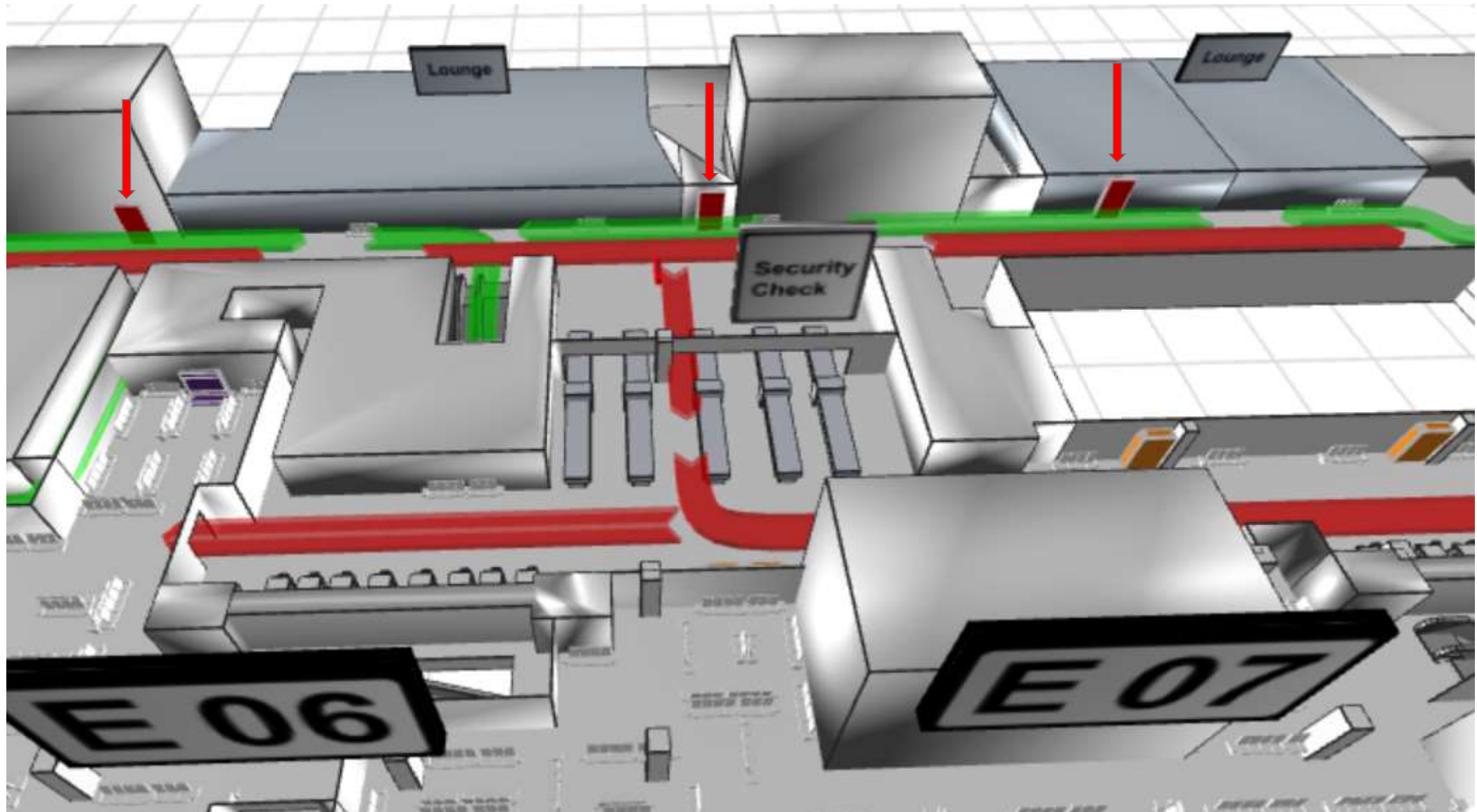
DIGITAL HOLIDAY NETWORK



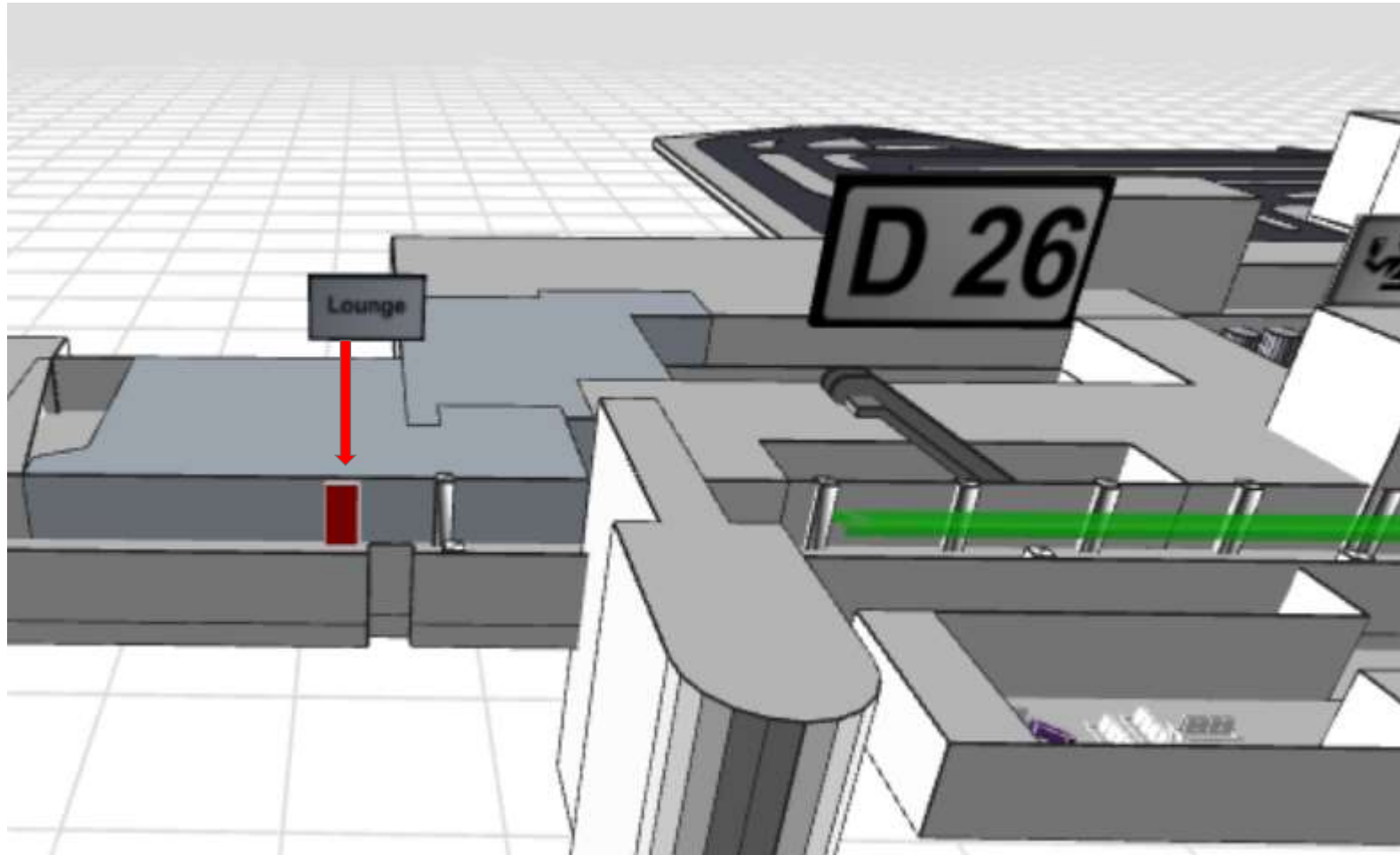
DIGITAL HOLIDAY NETWORK



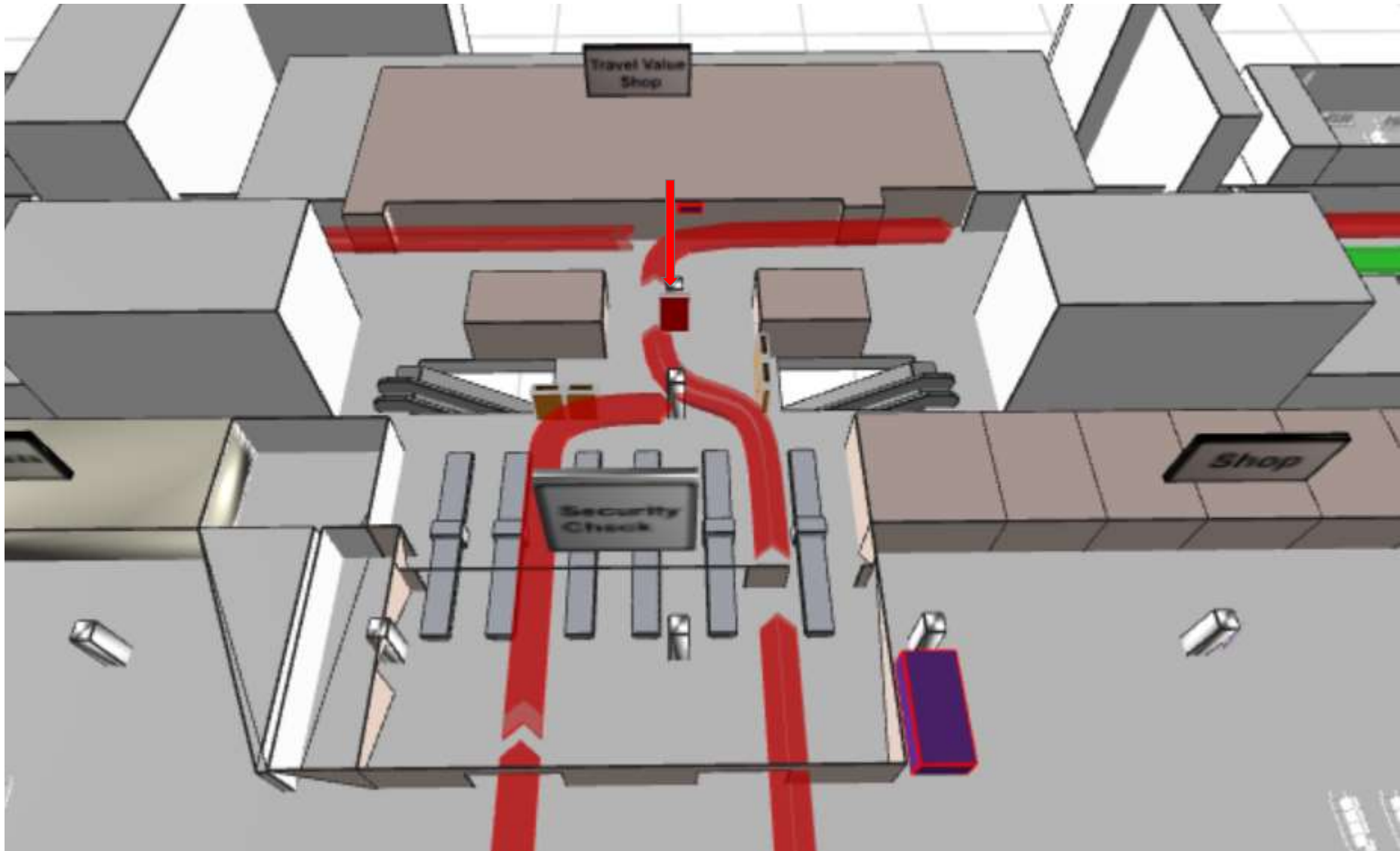
DIGITAL HOLIDAY NETWORK



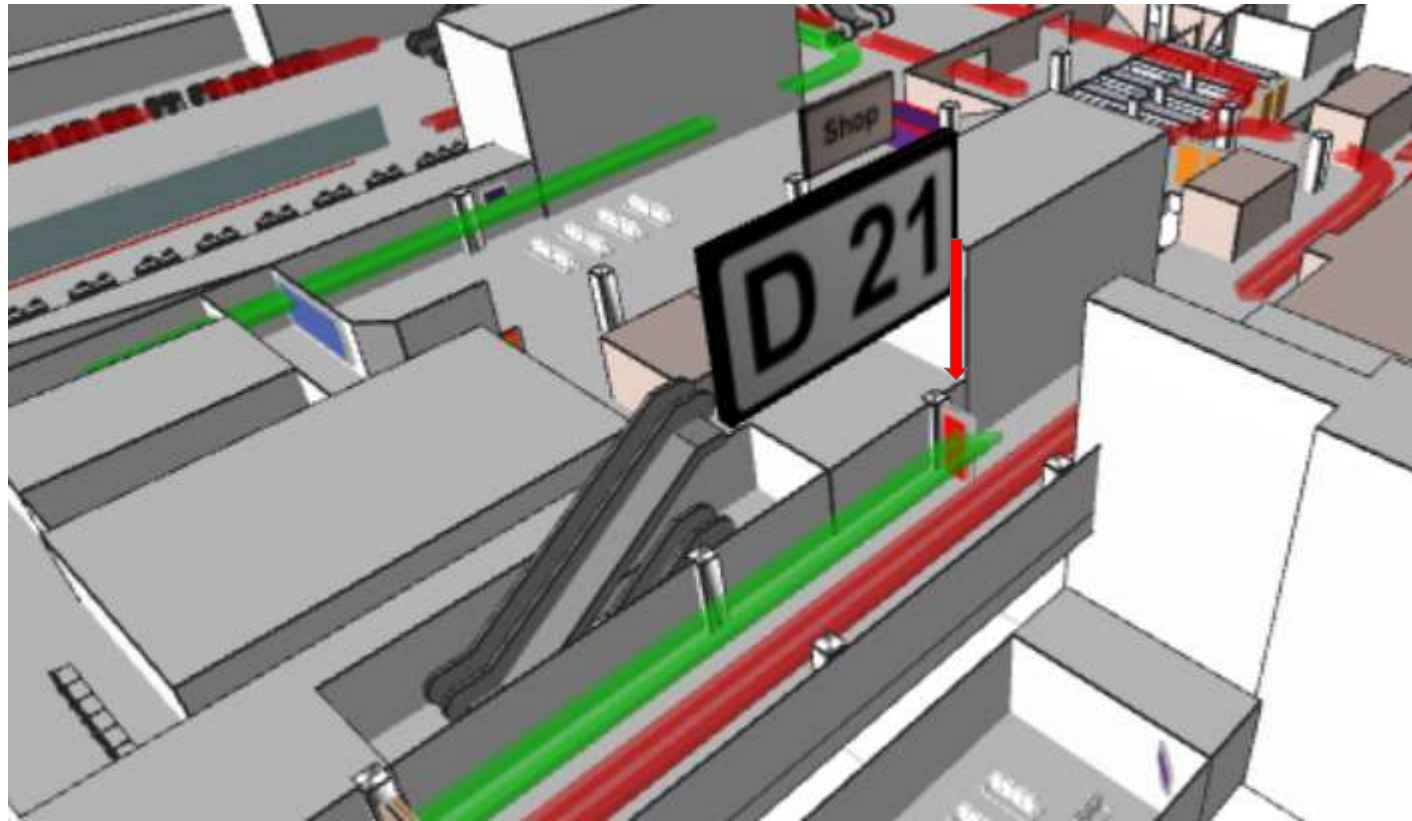
DIGITAL HOLIDAY NETWORK



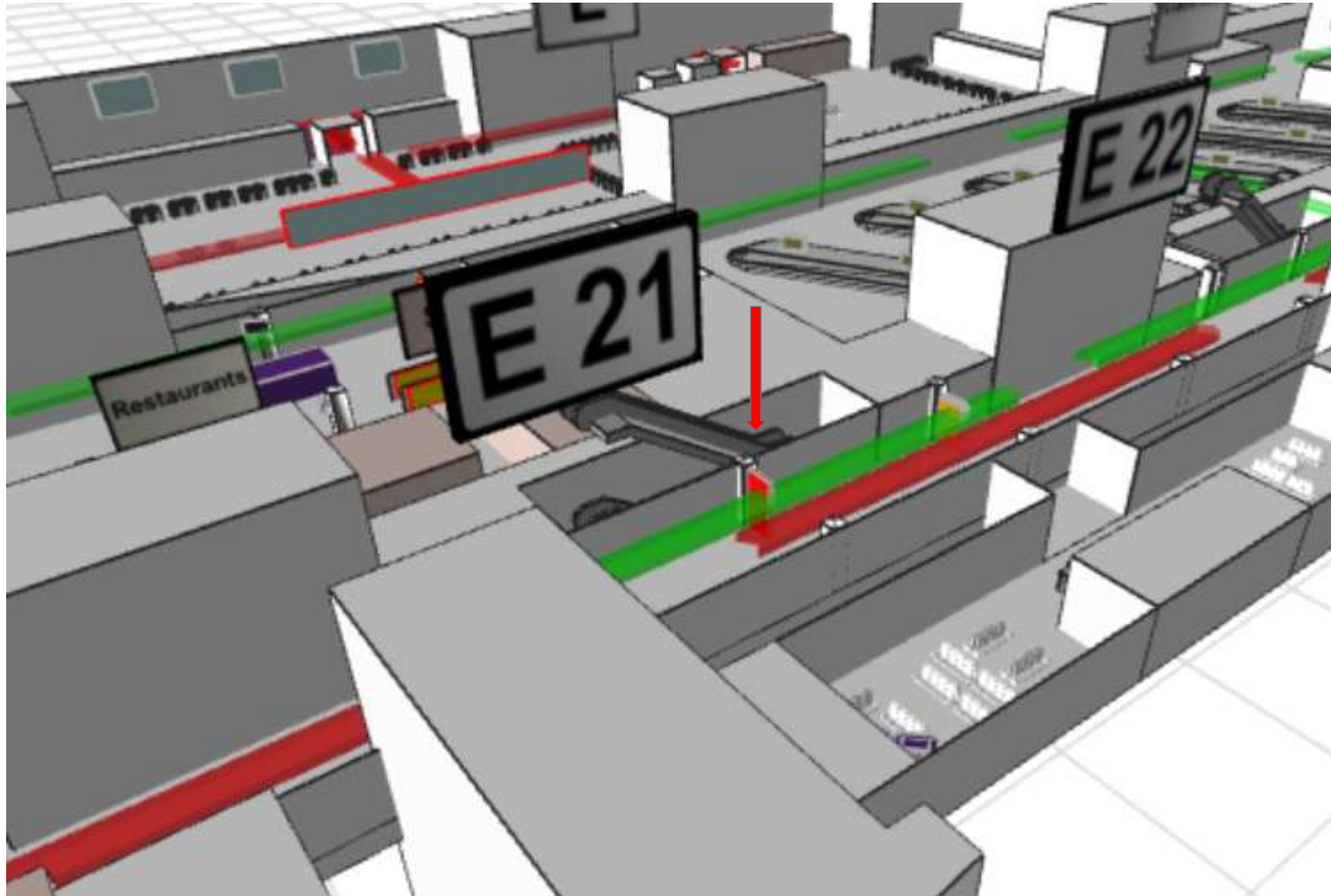
DIGITAL HOLIDAY NETWORK



DIGITAL HOLIDAY NETWORK



DIGITAL HOLIDAY NETWORK



DIGITAL WELCOME NETWORK

NETWORKS – TERMINAL 1 & 2



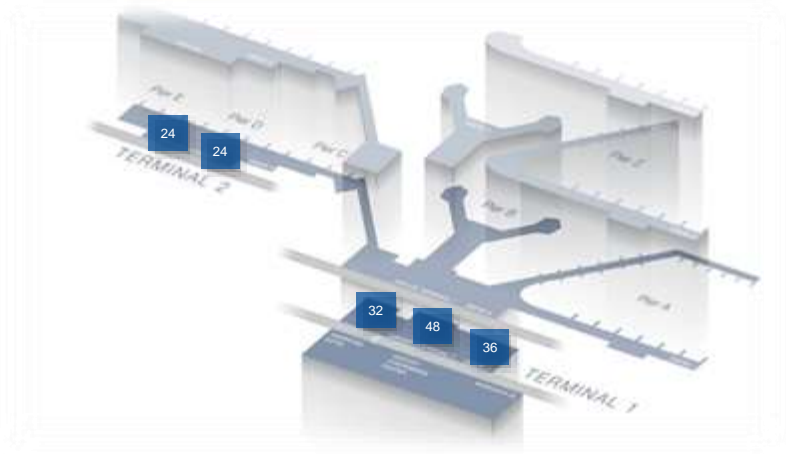
164 screens

46" & 55" screens

Brilliant LED design

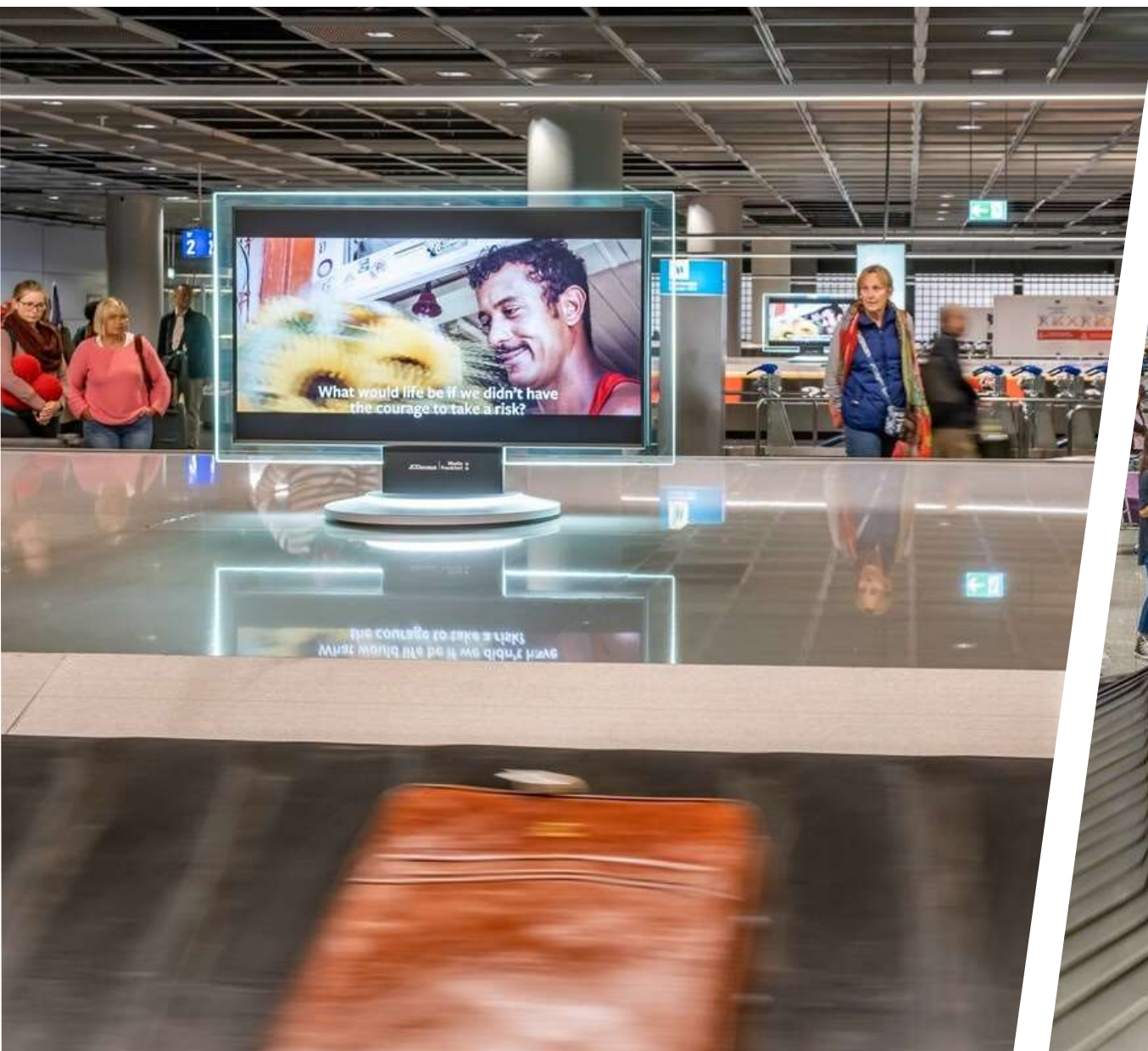
Your Star Alliance at all baggage-claim areas in Frankfurt Airport

- The Digital Welcome Network offers you an unbeatable position on all carousels at the baggage claim area, both in Terminal 1 and Terminal 2. The high-quality screen design, with LEDs in frame and stand, makes every campaign shine out quite exceptionally
- Taken together, 164 screens, in 46 or 55 inches with 4K resolution, can be played in synchronism at neighbouring locations – which raises attention even more.
- The long time spent at the baggage claim area carousels is the very place for entertaining, creative content.

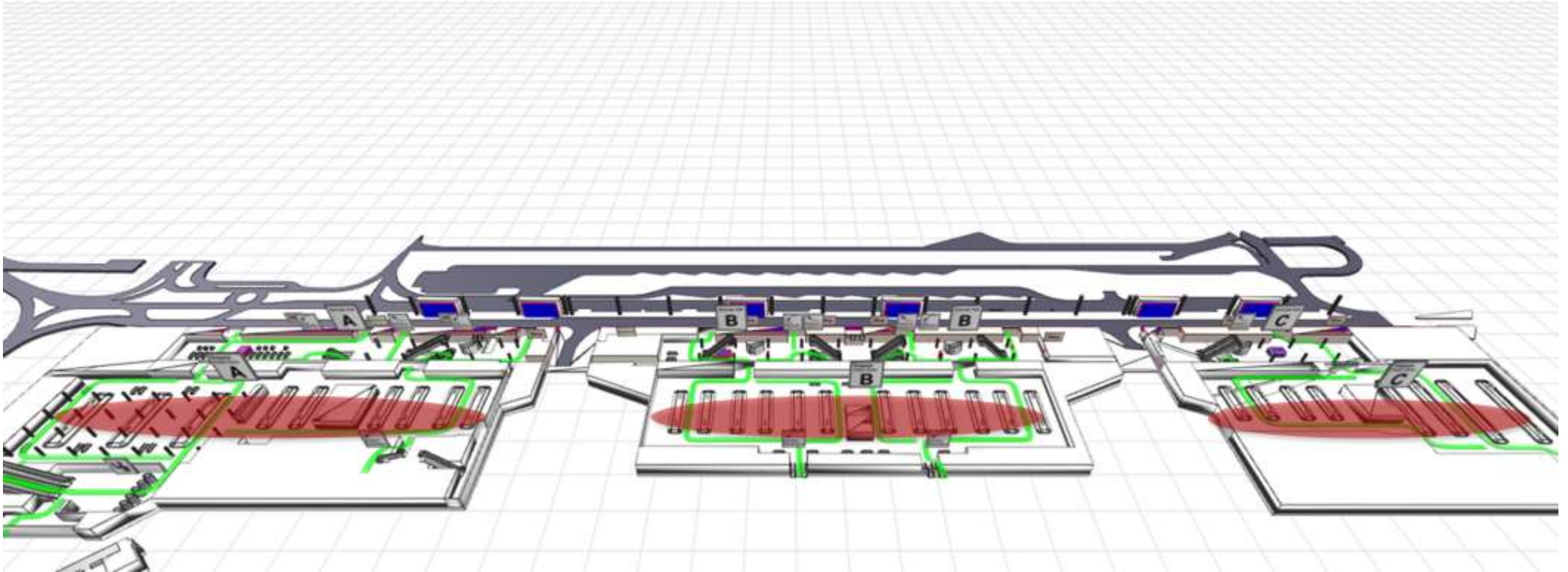


Resource number:	NW-101-006
Location:	Baggage reclaim area terminals 1 and 2
Quantity:	more than 160 screens
Slots:	1/10
Runtime:	1 week (starting from Monday)
Ad length:	2 x 10 or 1 x 20 sec. (720 or 360 airs per day)
Price*:	€ 17,220
Other costs*:	€ 1,750 handling fee
Size:	46" flat-screen displays (16: 9 format) 55" flat-screen displays (16: 9 format)

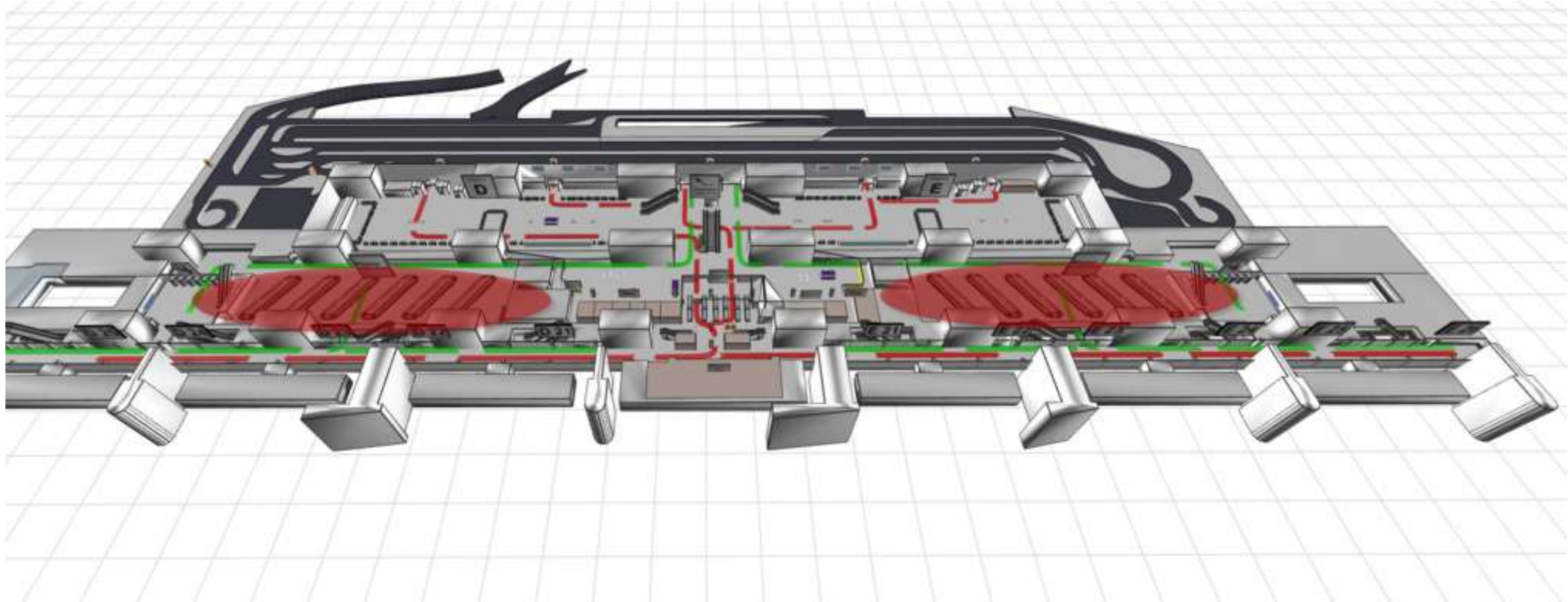
*All prices and costs subject to change. Surcharges may apply for special trade fair events.



DIGITAL WELCOME NETWORK (SCREENS T1)



DIGITAL WELCOME NETWORK (SCREENS T2)



DOOR WRAPS

NETWORKS – TERMINAL 1 & 2



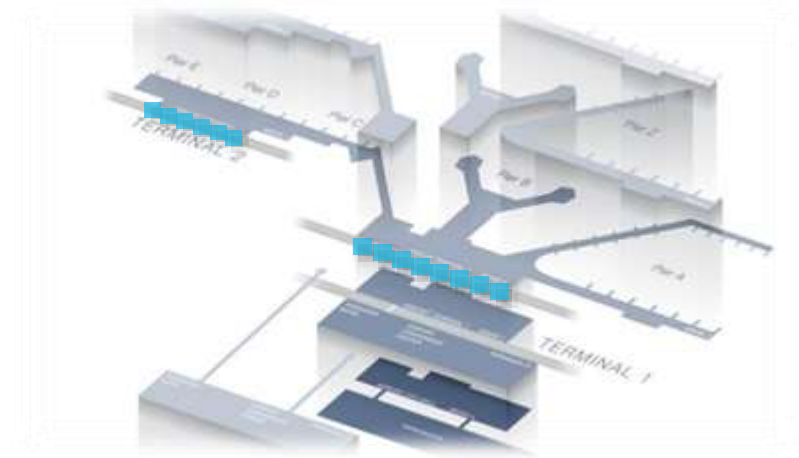
Entrance and exit doors

In all terminal areas

Visible to all arriving
passengers

The door opener for your campaign

- The Door Wraps bring your message directly on 28 automatic entry and exit doors at all terminal areas in Frankfurt Airport.
- Placed unmissably on the arriving passengers' walkways, they give the door-latch to the public, as it were.
- The attention-grabbing door openers are optimum for campaigns by regional companies or for successful event marketing.



Resource number:	NW-031-003
Location:	Entrance + exit terminal 1 & 2
Quantity:	28 terminal 1 / terminal 2 entrances & exits
Runtime:	1 month
Price*:	€ 72,500
Other costs*:	Production costs on request
Size:	63 - 85 x 150 cm 70 - 82 x 150 cm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

DOOR WRAPS

NETWORKS – TERMINAL 1



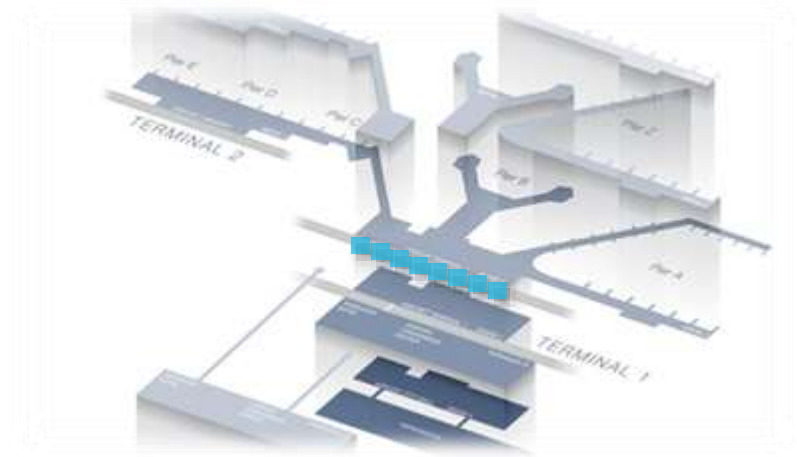
Entrance and exit doors

Terminal 1

Visible to all arriving
passengers

The door opener for your campaign

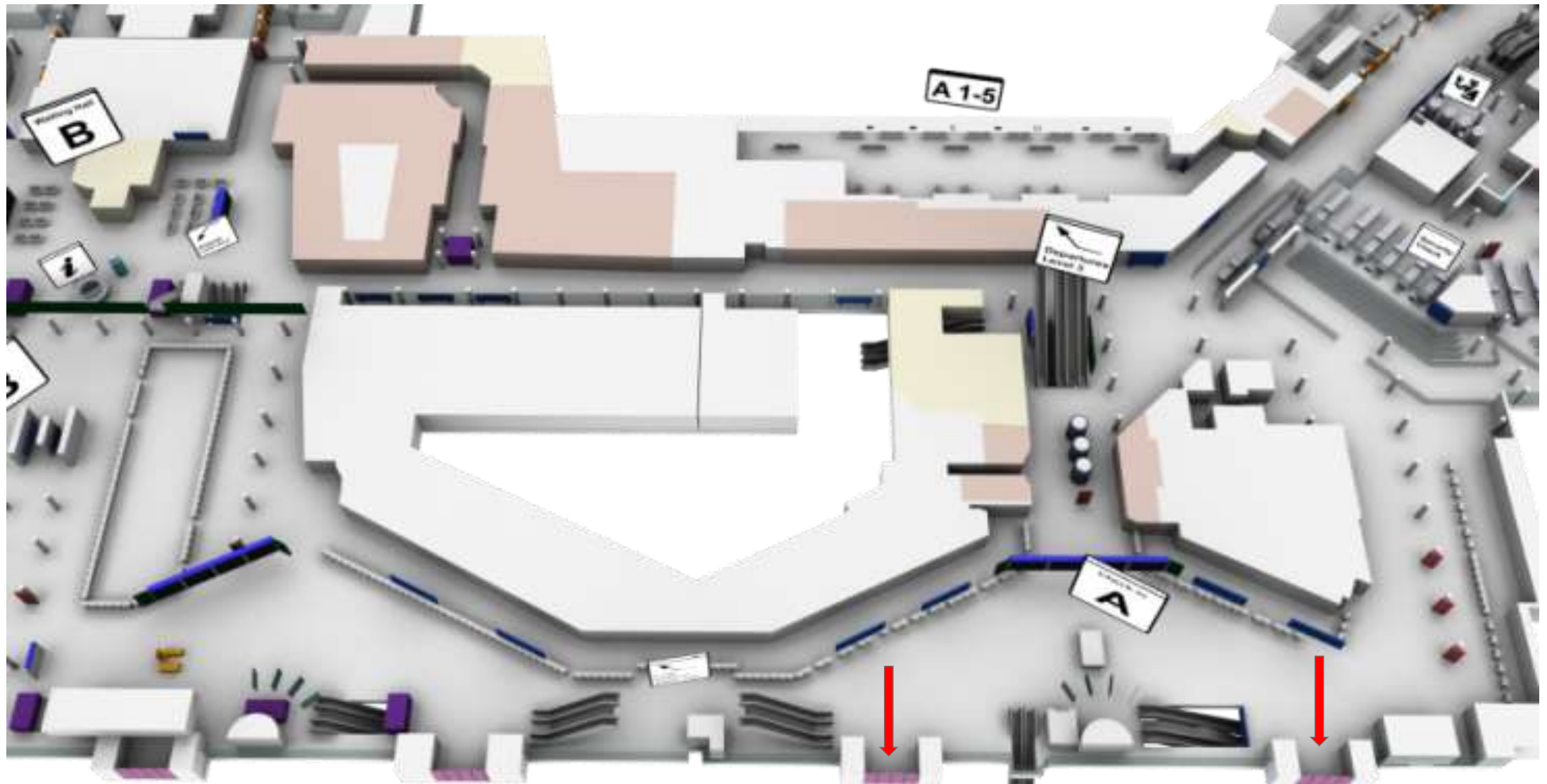
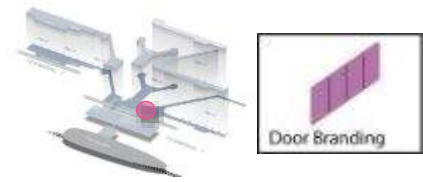
- The Door Wraps bring your message directly on 22 automatic entry and exit doors at Terminal 1 in Frankfurt Airport.
- Placed unmissably on the arriving passengers' walkways, they give the door-latch to the public, as it were.
- The attention-grabbing door openers are optimum for campaigns by regional companies or for successful event marketing.



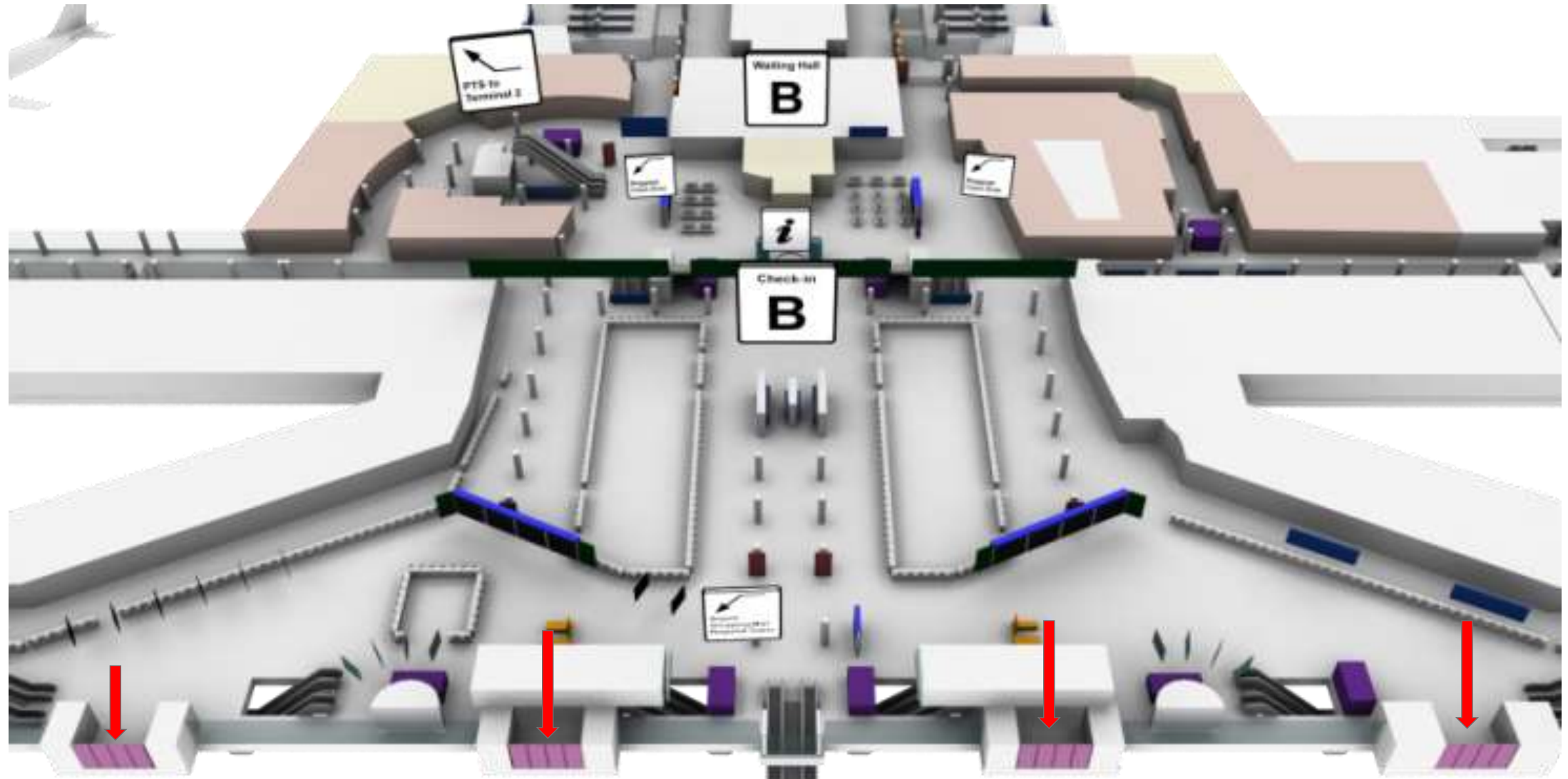
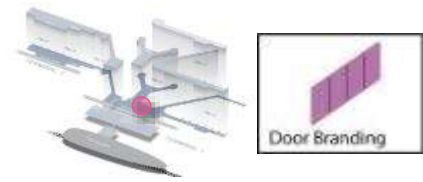
Resource number:	NW-031-001
Location:	Entrance + exit terminal 1
Quantity:	8 entrances level 2, 10 exits and 4 connecting doors level 1
Runtime:	1 month
Price*:	€ 57,130
Other costs*:	Production costs on request
Size:	63 - 85 x 150 cm 70 - 82 x 150 cm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

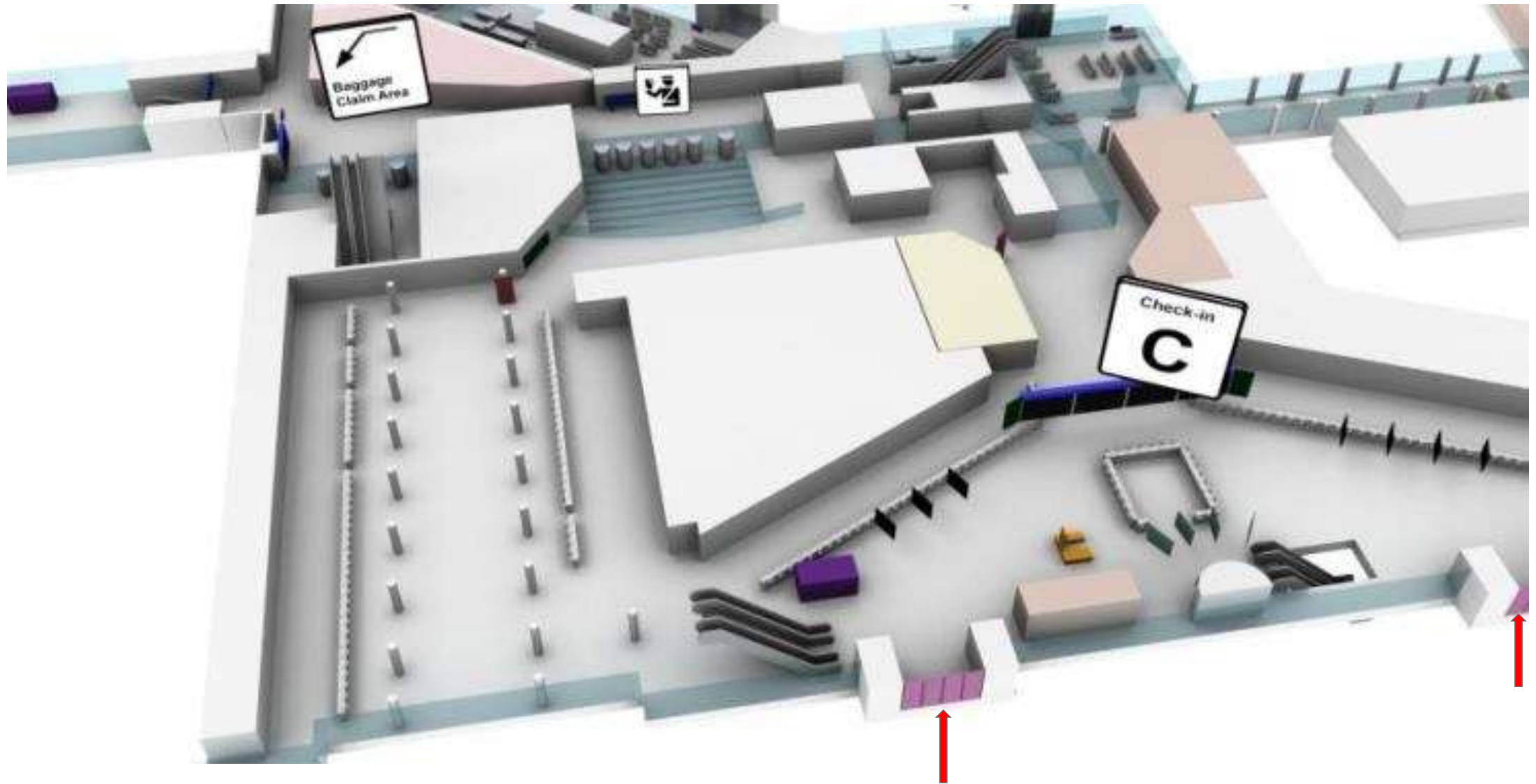
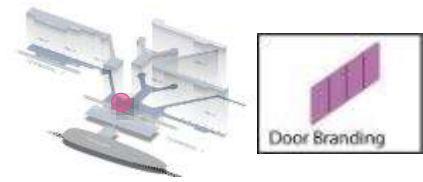
DOOR WRAPS



DOOR WRAPS



DOOR WRAPS



DOOR WRAPS

NETWORKS – TERMINAL 2



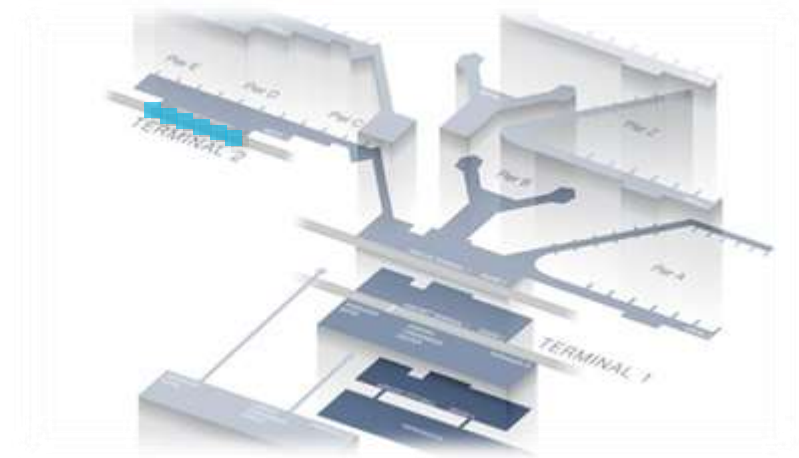
Entrance and exit doors

Terminal 2

Visible to all arriving passengers

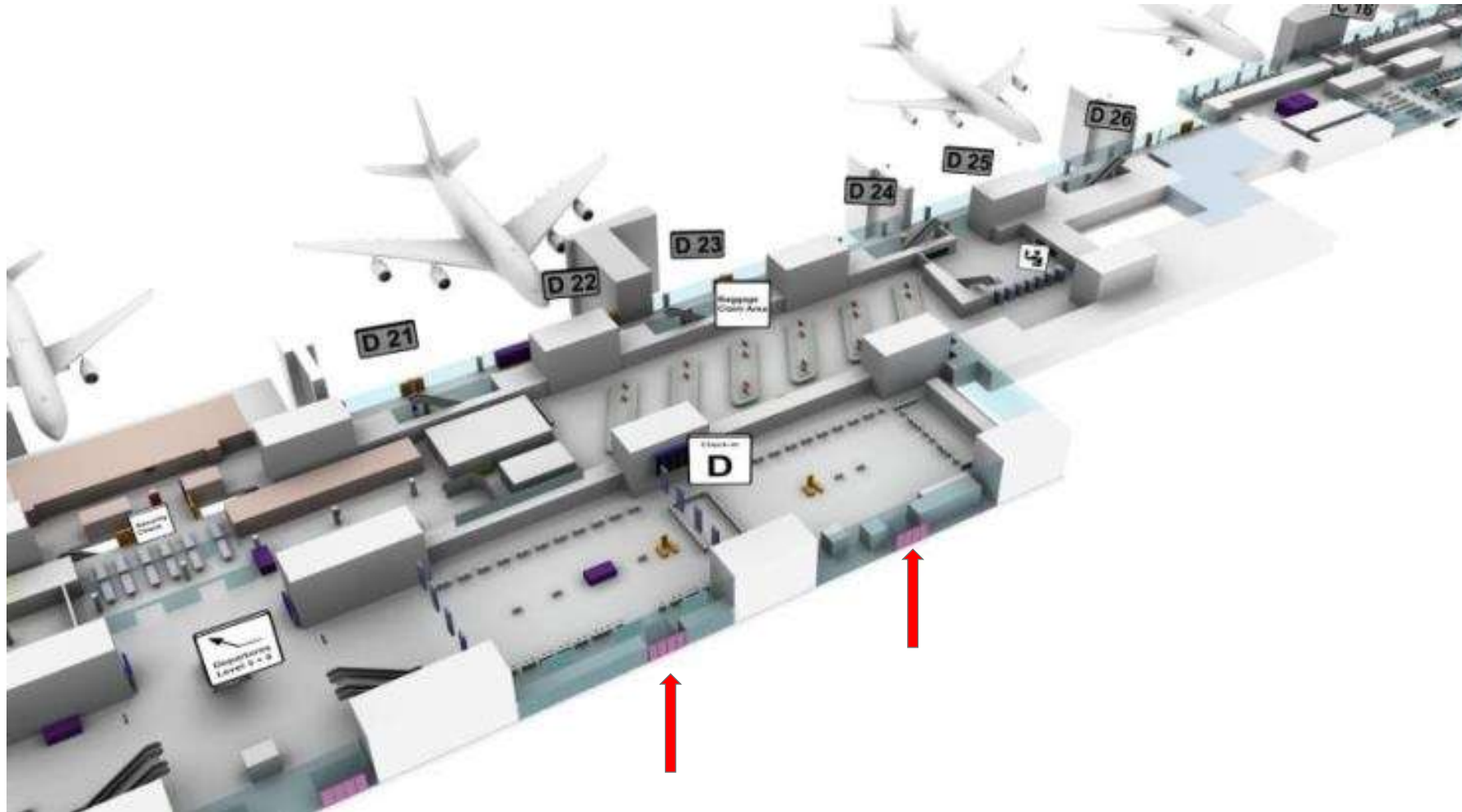
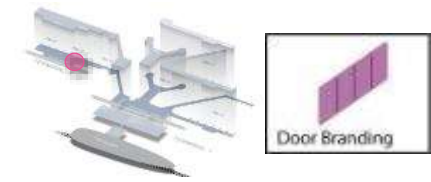
The door opener for your campaign

- The Door Wraps bring your message directly on 6 automatic entry and exit doors at Terminal 2 of Frankfurt Airport.
- Placed unmissably on the arriving passengers' walkways, they give the door-latch to the public, as it were.
- The attention-grabbing door openers are optimum for campaigns by regional companies or for successful event marketing.

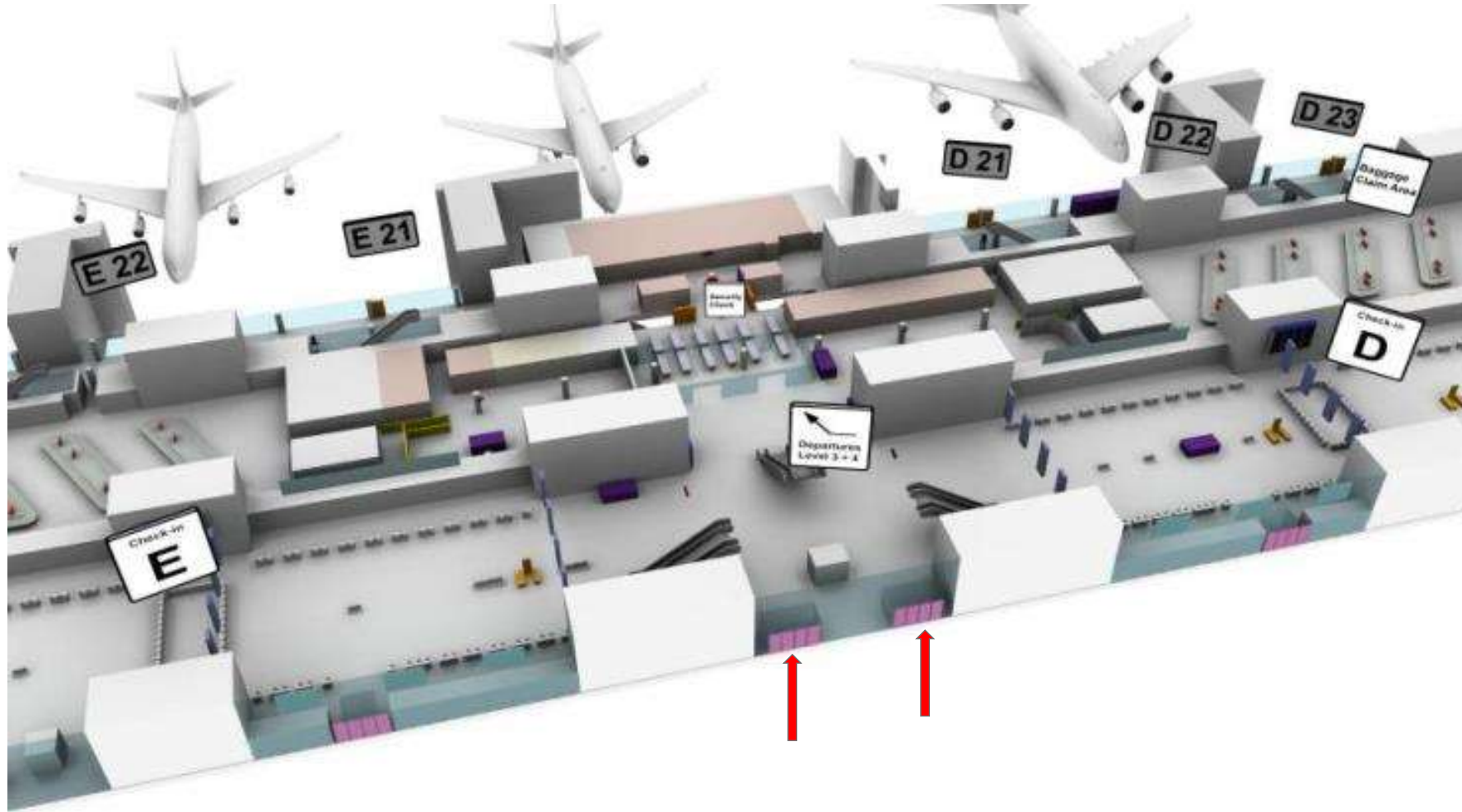
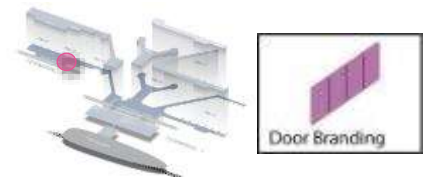


Resource number:	NW-031-002
Location:	Entrance + exit terminal 2
Quantity:	6 terminal 2 exits, level 2
Runtime:	1 month
Price*:	€ 28,570
Other costs*:	Production costs on request
Size:	63 - 85 x 150 cm

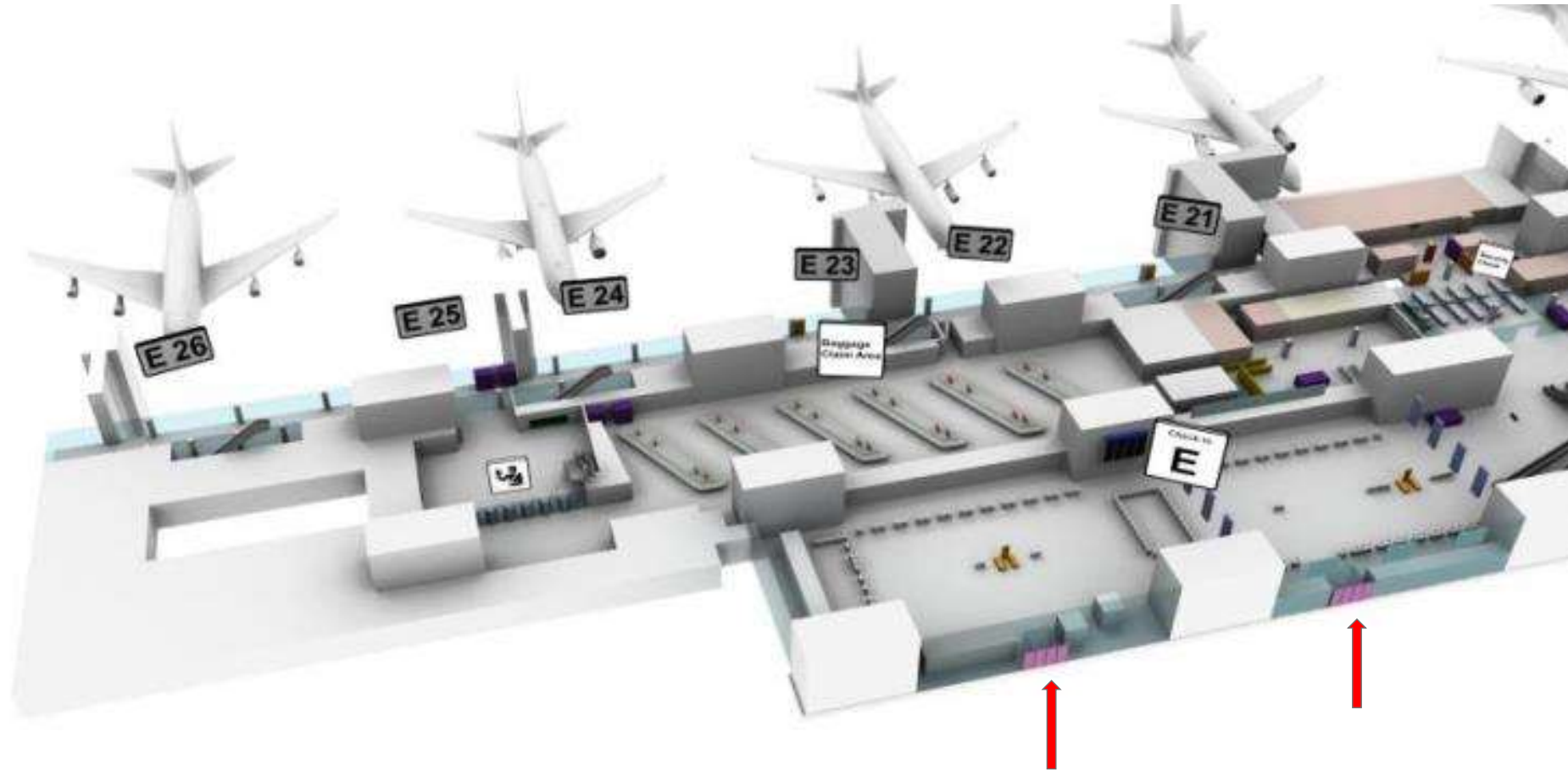
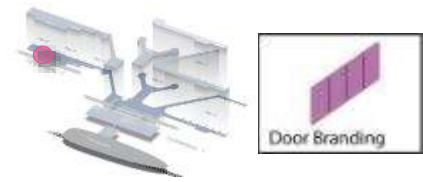
DOOR WRAPS



DOOR WRAPS



DOOR WRAPS



GATE INFOTAINMENT

NETWORKS – TERMINAL 1 & 2

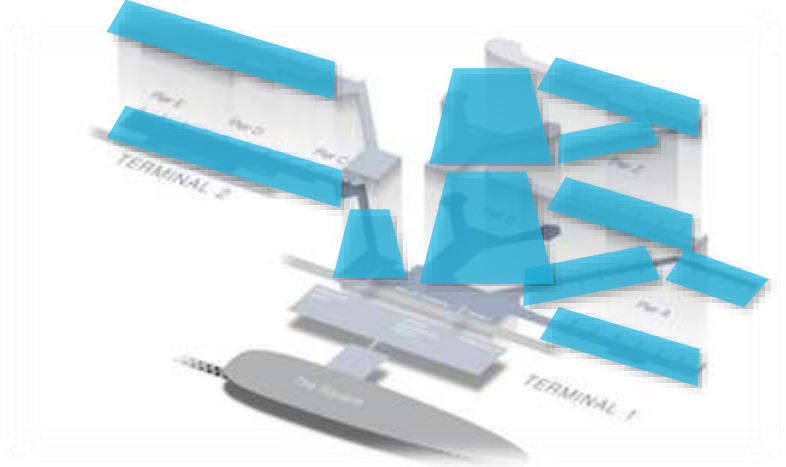


195 screens

High-definition 4k screens

Coverage of all gates

- Ensuring the fun factor at the gates**
- With Gate Infotainment you can bring your marketing up to the next level.
 - Take advantage of the time passengers spend waiting at the gate and entertain them with meaningful promotional messages on a total of 195 high-definition 4k screens.
 - On 195 screens at 100 percent of the gates, transmitting 20 hours a day, you will reach a target group with leisure and undivided attention.
 - Profit from the opportunity to synchronize your advertising with flight information and have the different promotional messages presented in accordance with selected flight destinations.



Resource number:	NW-104-003
Location:	In the gate areas
Quantity:	more than 190 screens
Slots:	presentation frequency at least 8 x / hour
Runtime:	1 week (starting from Monday)
Ad length:	up to 30 sec
Price*:	€ 23,450
Other costs*:	€ 1,750 handling fee for up to 3 spots

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

GATE INFOTAINMENT – SCHENGEN

NETWORKS – TERMINAL 1 & 2



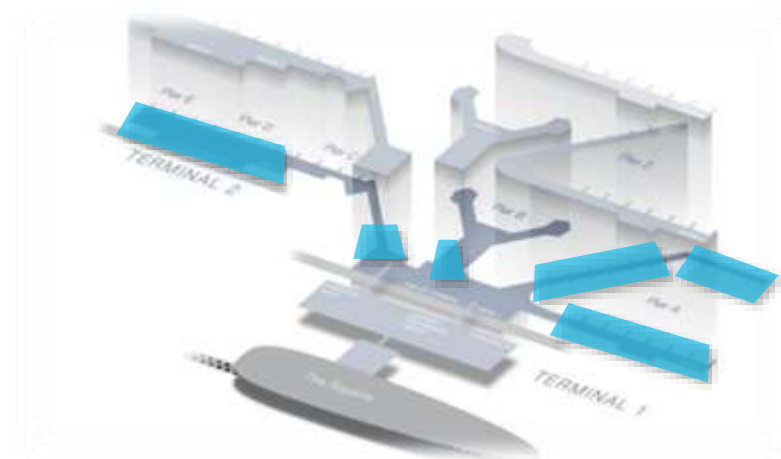
79 screens

High-definition 4k screens

**Coverage of all Schengen
gates**

Ensuring the fun factor at the gates

- With Gate Infotainment Schengen you can bring your marketing up to the next level.
- Take advantage of the time passengers spend waiting at the gate and entertain them with meaningful promotional messages on a total of 79 high-definition 4k screens.
- On 79 screens at 100 percent of the Schengen gates, transmitting 20 hours a day, you will reach a tailor-made target group with leisure and undivided attention.
- Profit from the opportunity to synchronize your advertising with flight information and have the different promotional messages presented in accordance with selected flight destinations.



Resource number:	NW-104-004
Location:	in the gate areas Schengen
Quantity:	more than 75 screens
Slots:	presentation frequency at least 8 x / hour
Runtime:	1 week (starting from Monday)
Ad length:	up to 30 sec
Price*:	€ 14,860
Other costs*:	€ 1,750 handling fee for up to 3 spots

GATE INFOTAINMENT – NON-SCHENGEN

NETWORKS – TERMINAL 1 & 2



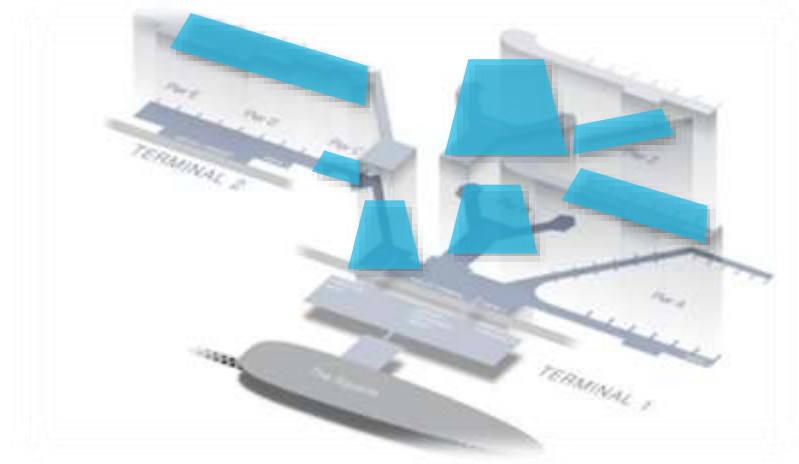
104 screens

High-definition 4k screens

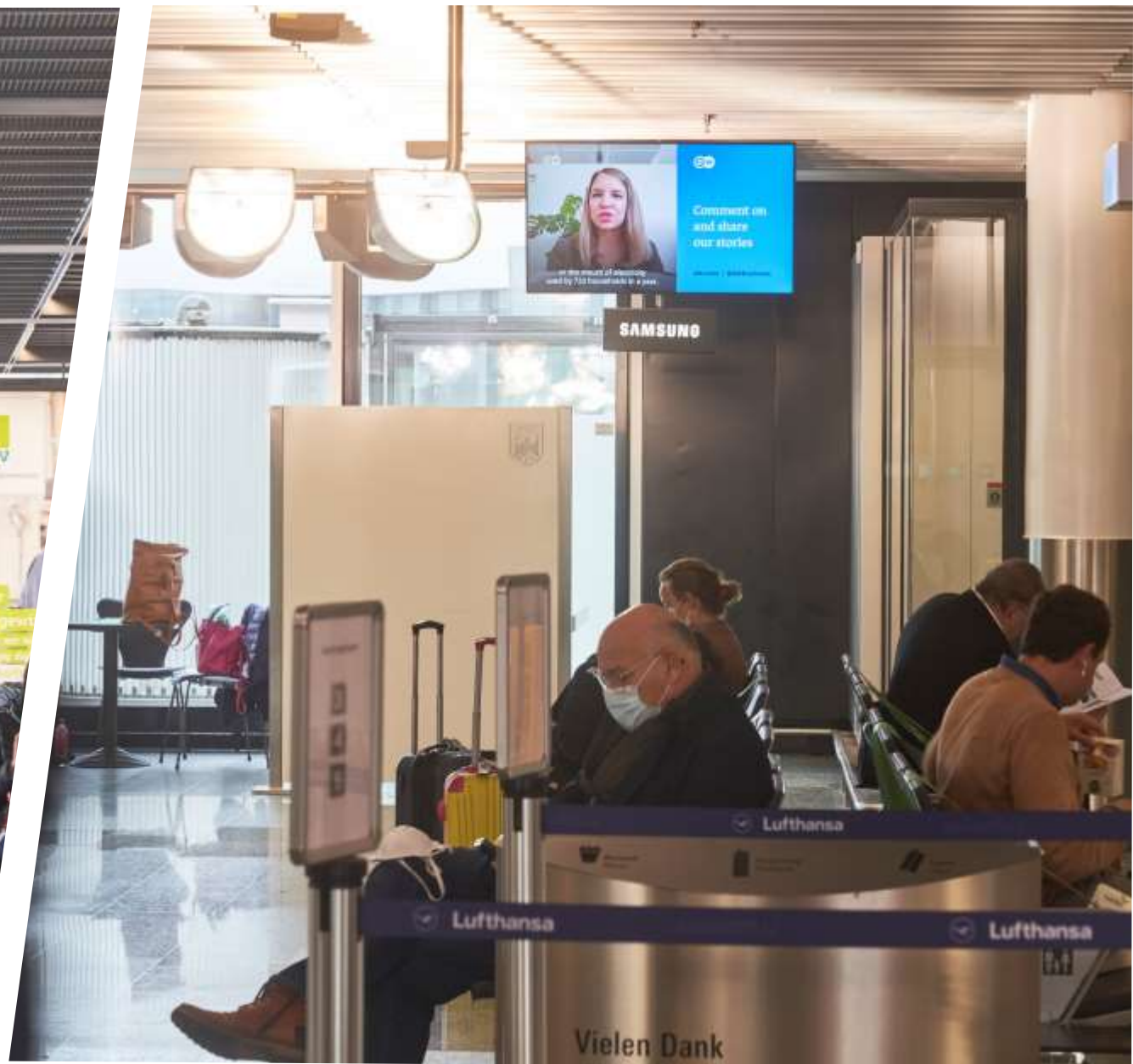
Coverage of all Non-Schengen gates

Ensuring the fun factor at the gates

- With Gate Infotainment Non-Schengen you can bring your marketing up to the next level.
- Take advantage of the time passengers spend waiting at the gate and entertain them with meaningful promotional messages on a total of 104 high-definition 4k screens.
- On 104 screens at 100 percent of the Non-Schengen gates, transmitting 20 hours a day, you will reach a tailor-made target group with leisure and undivided attention.
- Profit from the opportunity to synchronize your advertising with flight information and have the different promotional messages presented in accordance with selected flight destinations.



Resource number:	NW-104-005
Location:	in the gate areas Schengen
Quantity:	more than 100 screens
Slots:	presentation frequency at least 8 x / hour
Runtime:	1 week (starting from Monday)
Ad length:	up to 30 sec
Price*:	€ 12,120
Other costs*:	€ 1,750 handling fee for up to 3 spots





BAGGAGE CARTS

NETWORKS – TERMINAL 1 & 2



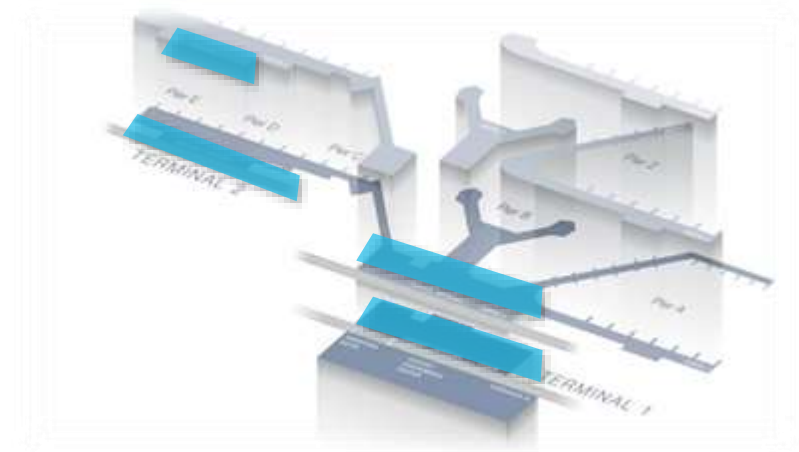
Wide target group

Public area

Mobile branding

The chauffeur service for your brand

- Your branding will feature on 1,900 baggage trolleys and numerous baggage depots. Some 1,400 are in use every day.
- With these mobile helpers you will be present everywhere, in all terminal areas, the entrances and exits, and at the baggage-claim areas.
- Your target group is the entire cross-section of Frankfurt Airport: departing and arriving travellers, visitors and airport staff.
- With creative claims at this point you will ensure your advertising stays long in the memory.



Resource number:	NW-205-001
Location:	Terminal 1 & 2
Quantity:	1,900 baggage carts
Runtime:	min. 6 month
Price*:	on request
Other costs*:	Production costs on request
Size:	On request

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



BAGGAGE CARTS DEPOTS

NETWORKS – TERMINAL 1 & 2



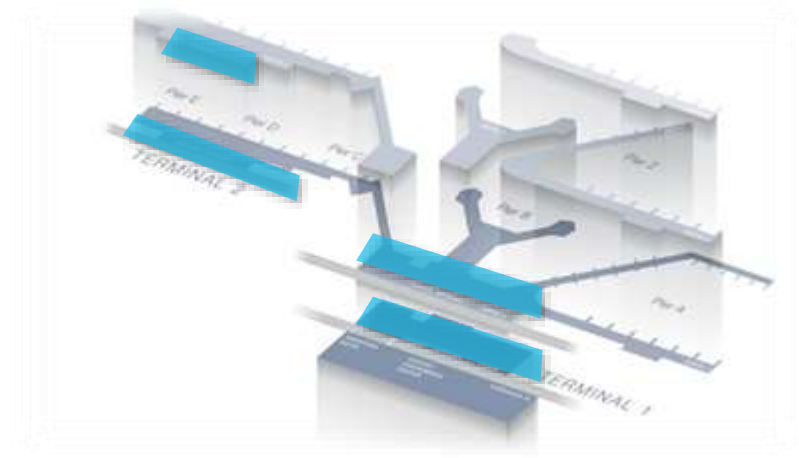
Wide target group

Baggage carts depots

Mobile branding

The chauffeur service for your brand

- They are present everywhere, in all terminal areas, entrances and exits and at baggage claims.
- Your target group is the entire cross-section of Frankfurt Airport: departing and arriving passengers, visitors and airport staff.
- With creative claims you can ensure that your advertising will be remembered for a long time.



Resource number:	NW-205-001
Location:	Terminal 1 & 2
Quantity:	15 baggage cart depots
Runtime:	min. 6 month
Price*:	€ 35,210 / month
Other costs*:	Production costs on request
Size:	On request

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

WELCOME BRANDING

NETWORKS – TERMINAL 1 & 2



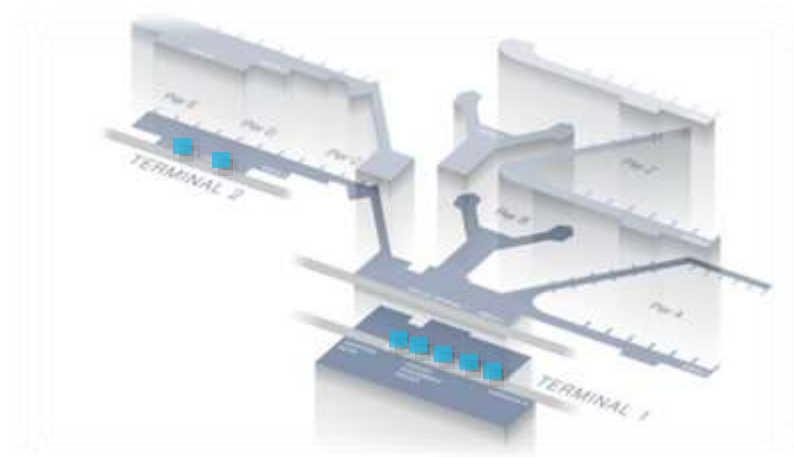
7 locations

283m² advertising space

High length of stay

Your top-grade flight attendant

- Welcome Branding receives arriving passengers and their pickups at the exit from the baggage-claim areas of Frankfurt Airport.
- At 7 locations at Terminals 1 and 2 you will have a sensational 283 m2 of advertising space in total available. 4 of which will carry your advertising throughout.
- Your brand advertising cannot but strike the passengers' field of vision. Their extended waiting time raises the contact quality of your advertising even more.



Resource number:	NW-030-003
Location:	Baggage claim area exit terminal 1 & 2
Quantity:	Baggage claim area arrival halls A, B west, B east, C: 5 locations Baggage claim area arrival halls D, E: 2 locations
Runtime:	1 month
Price*:	€ 41,660
Other costs*:	Production costs on request

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

WELCOME BRANDING

NETWORKS – TERMINAL 1



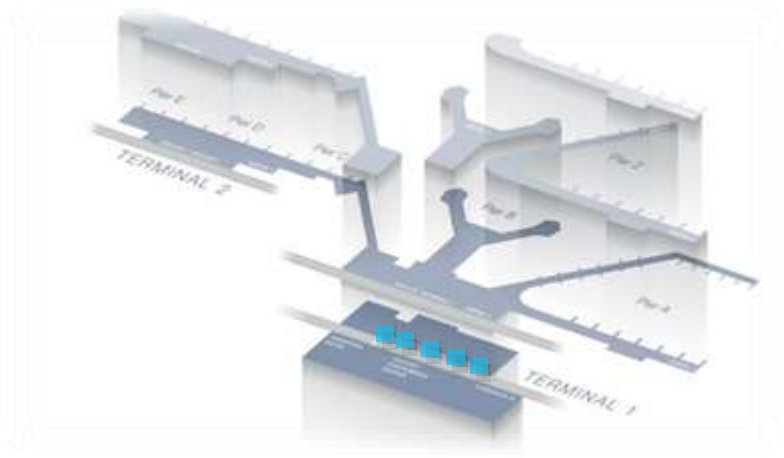
5 locations

283m² advertising space

High length of stay

Your top-grade flight attendant

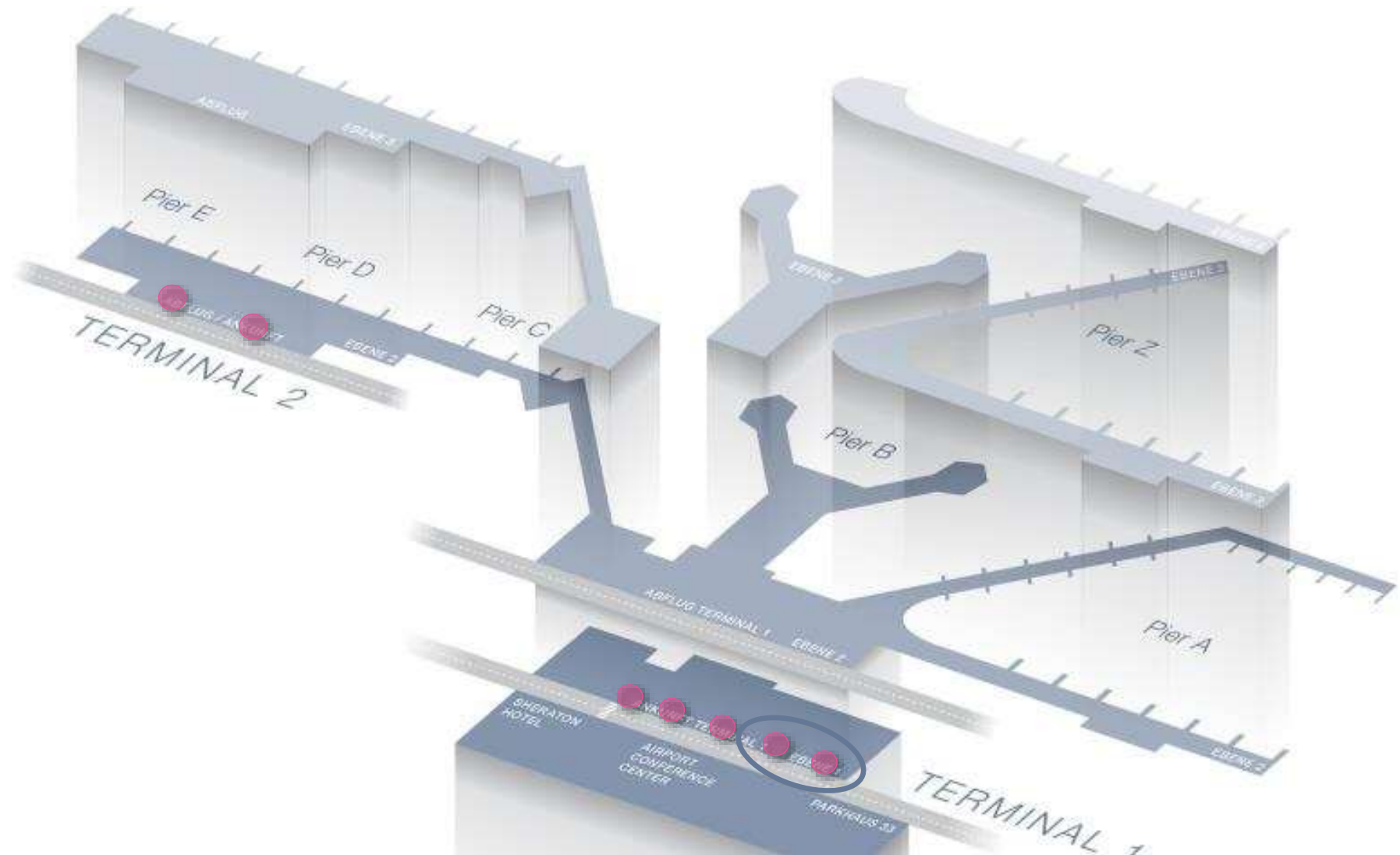
- Welcome Branding receives arriving passengers and their pickups at the exit from the baggage-claim areas of Frankfurt Airport.
- At 5 locations at Terminal 1 you will have a sensational 283 m2 of advertising space in total available.
- Your brand advertising cannot but strike the passengers' field of vision. Their extended waiting time raises the contact quality of your advertising even more.



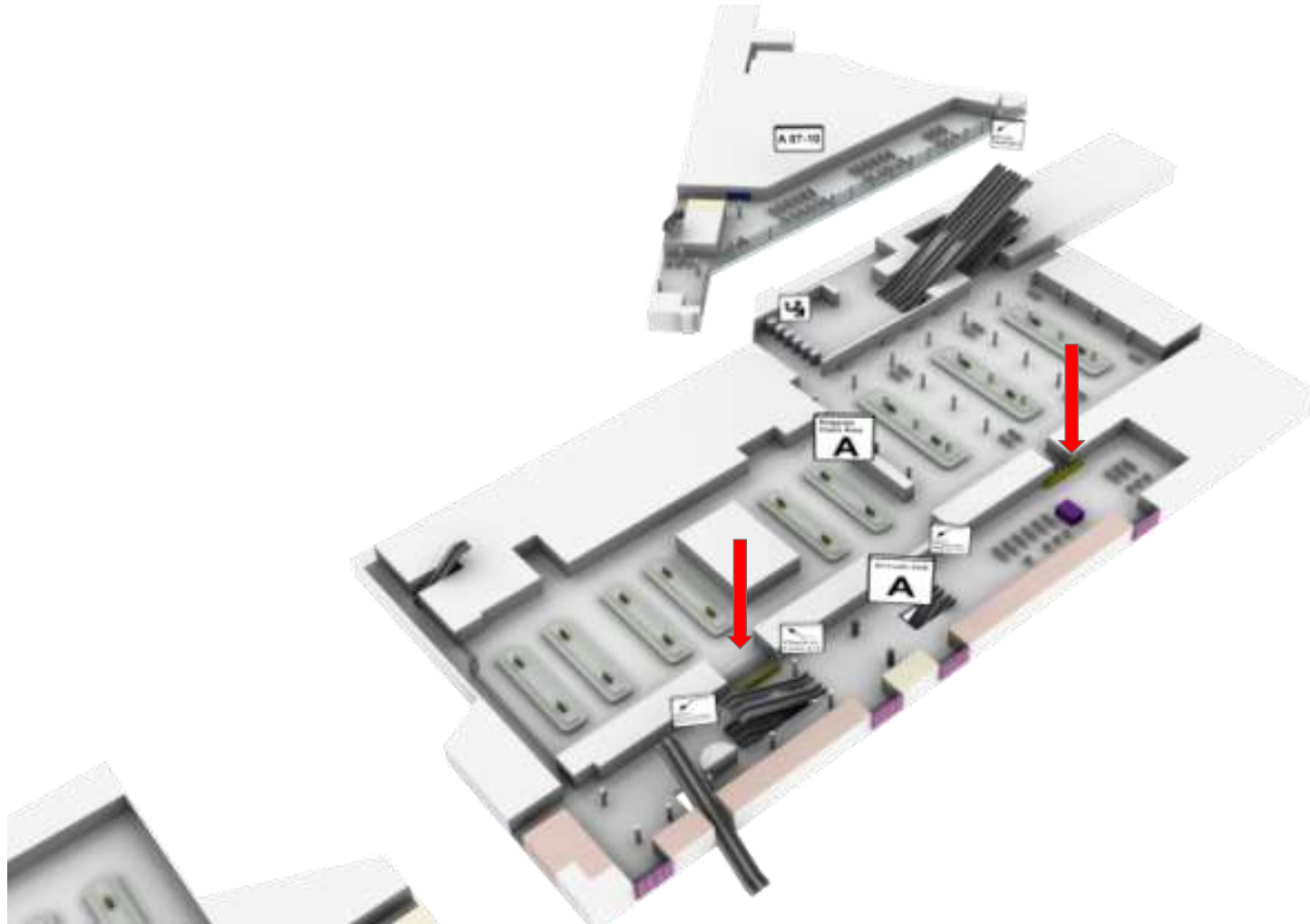
Resource number:	NW-030-001
Location:	Baggage claim area exit terminal 1
Quantity:	Baggage claim area arrival halls A, B west, B east, C: 5 locations
Runtime:	1 month
Price*:	€ 37,660
Other costs*:	Production costs on request

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

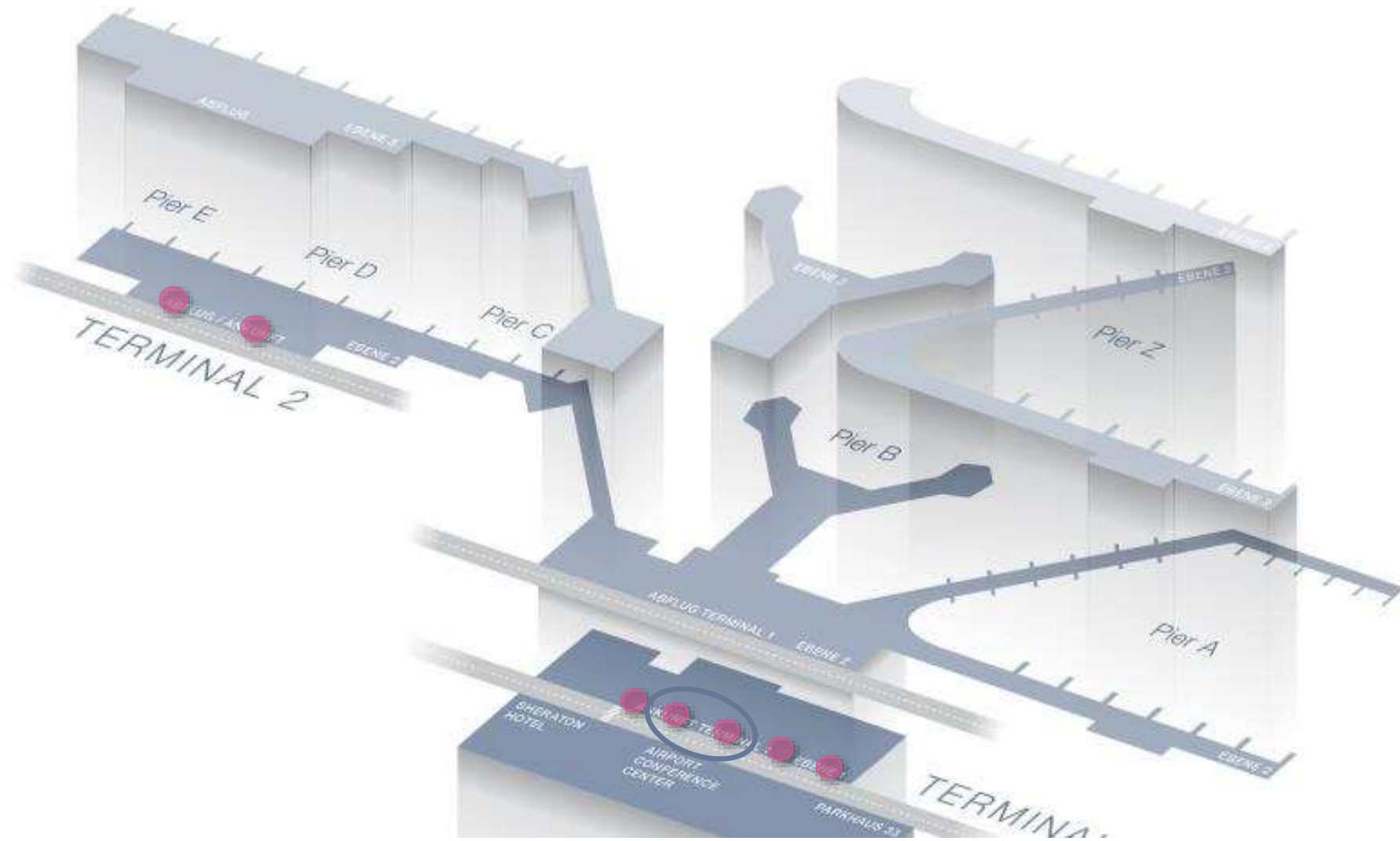
WELCOME BRANDING



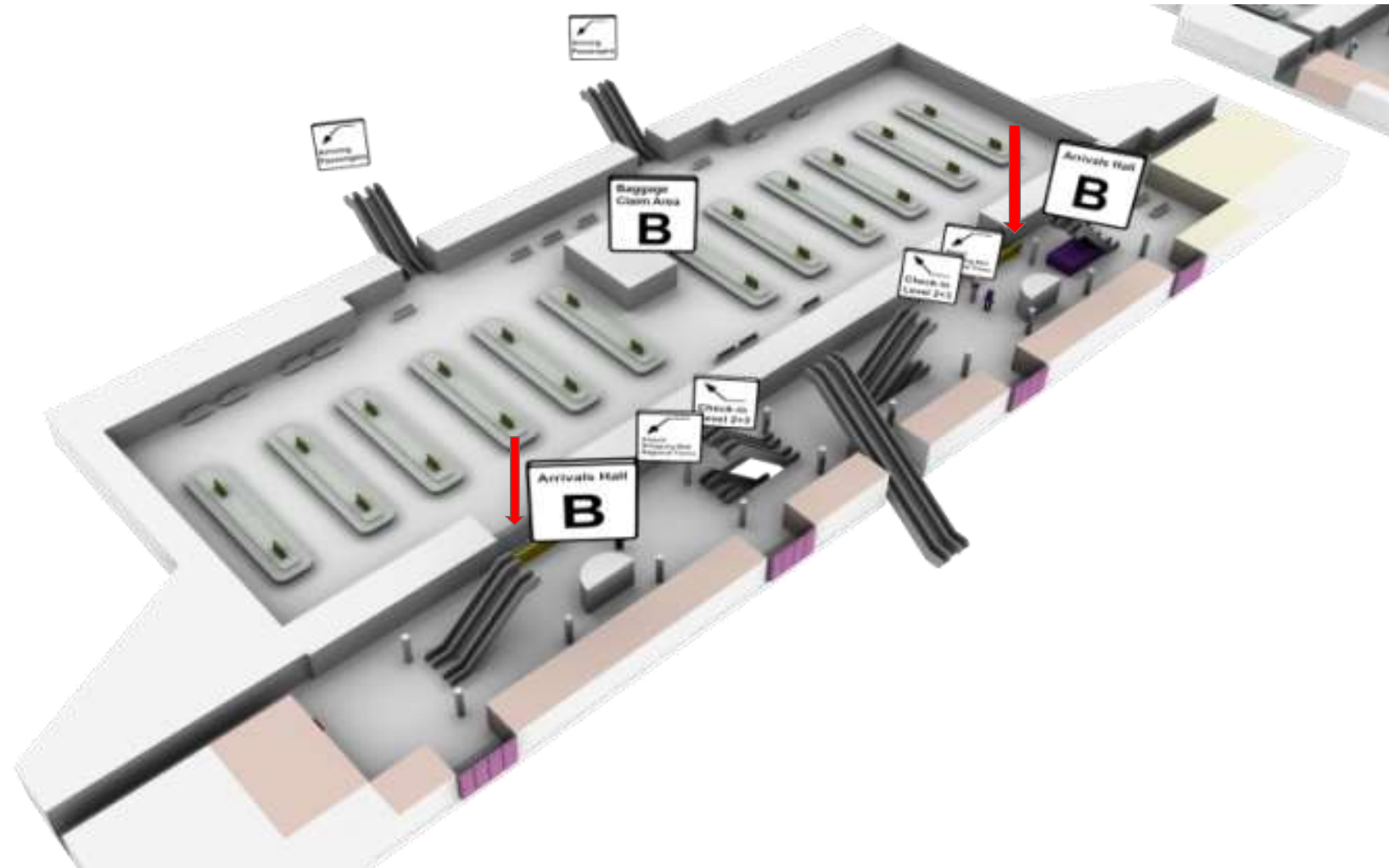
WELCOME BRANDING



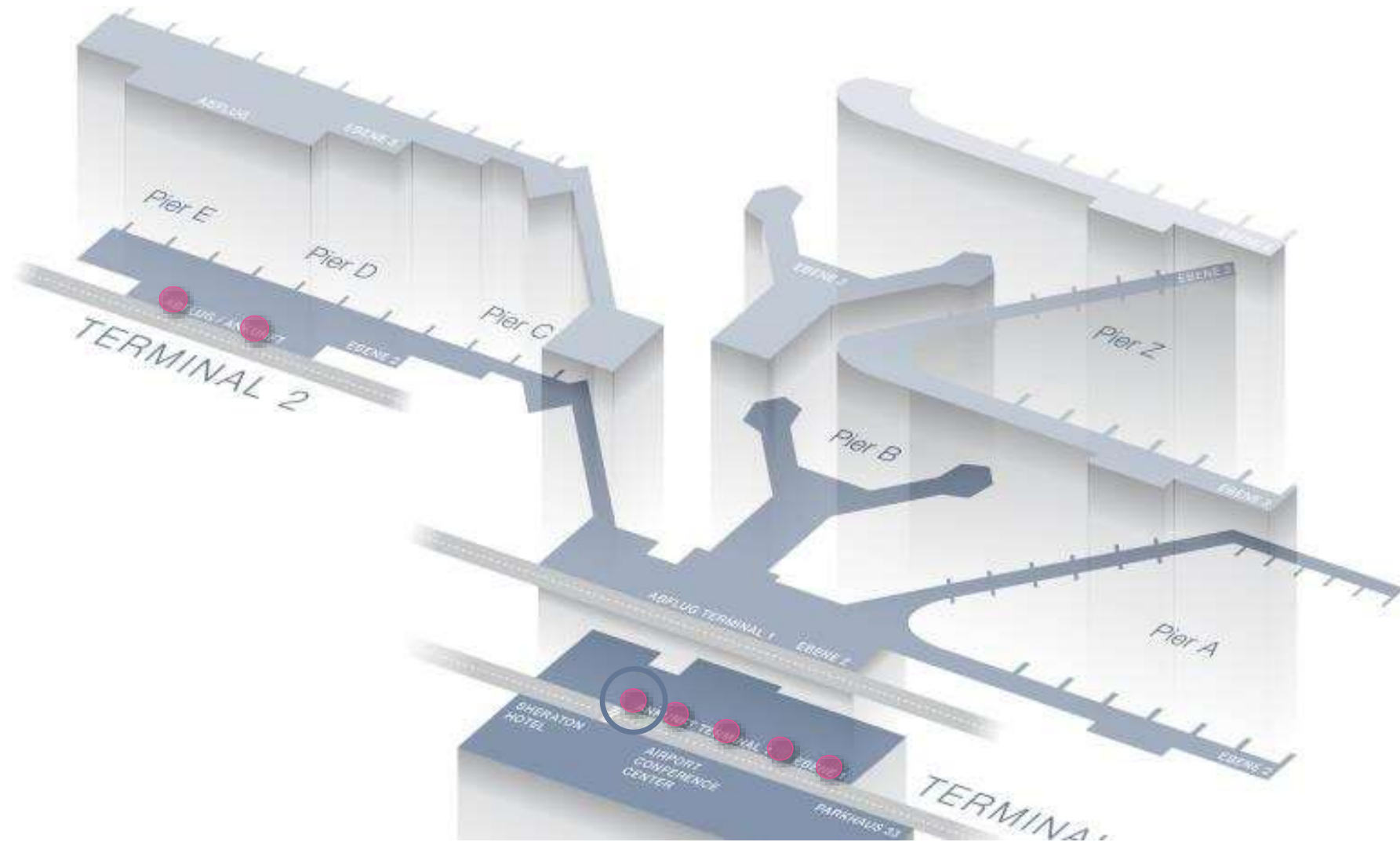
WELCOME BRANDING



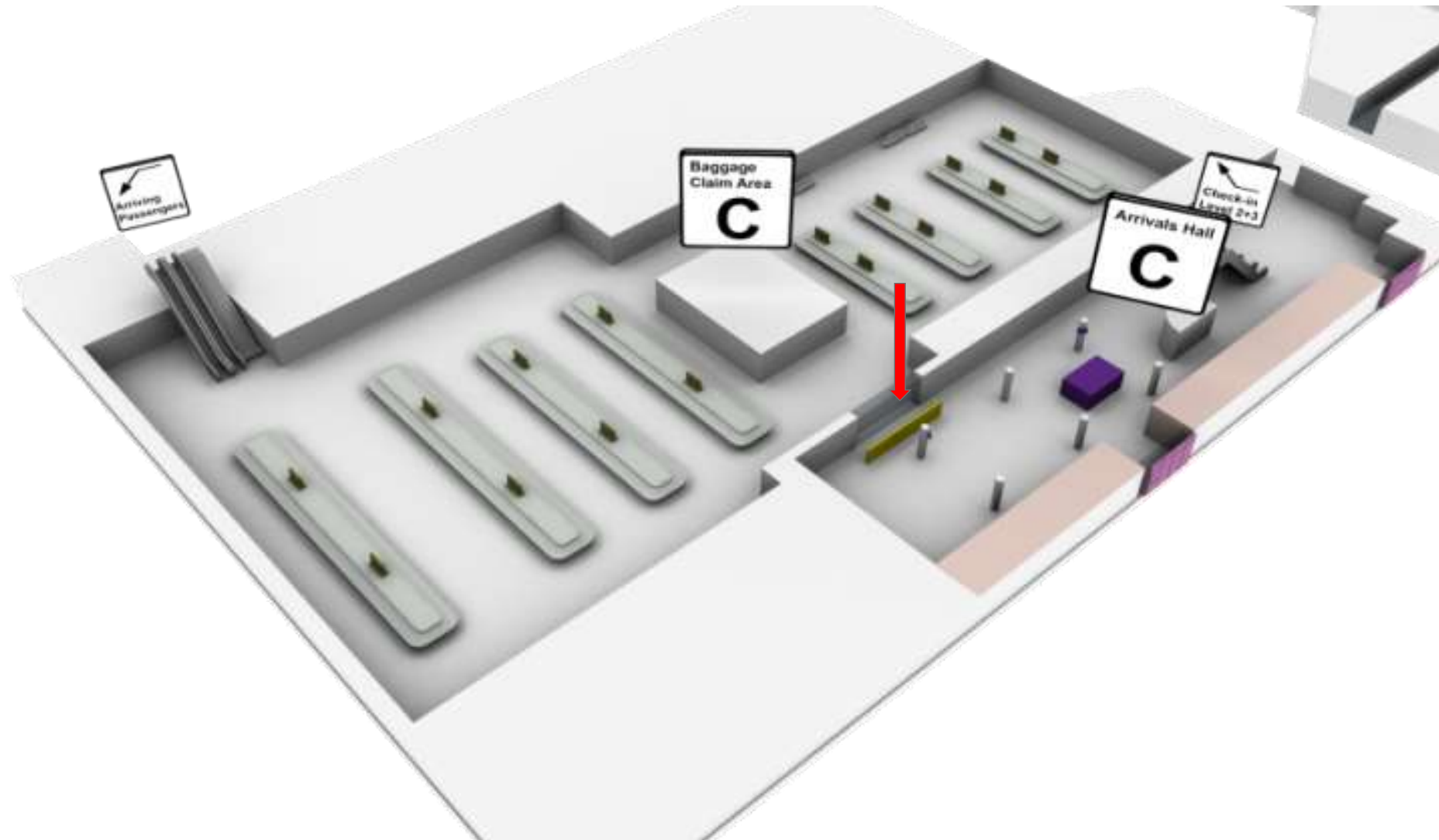
WELCOME BRANDING



WELCOME BRANDING



WELCOME BRANDING



WELCOME BRANDING

NETWORKS – TERMINAL 2



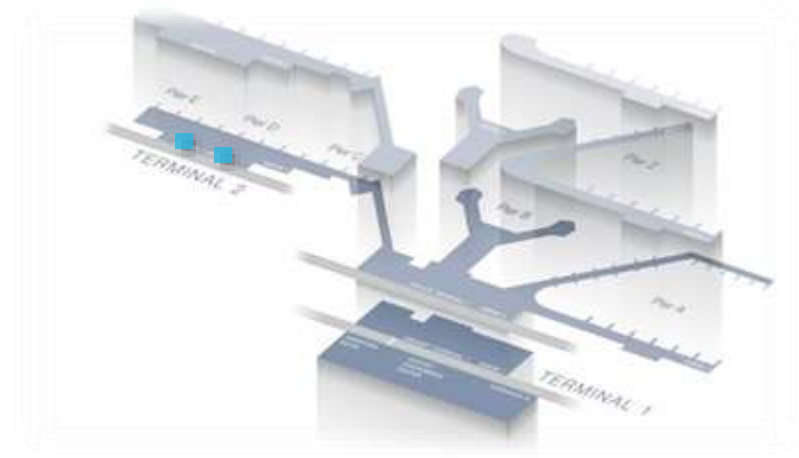
2 locations

283m² advertising space

High length of stay

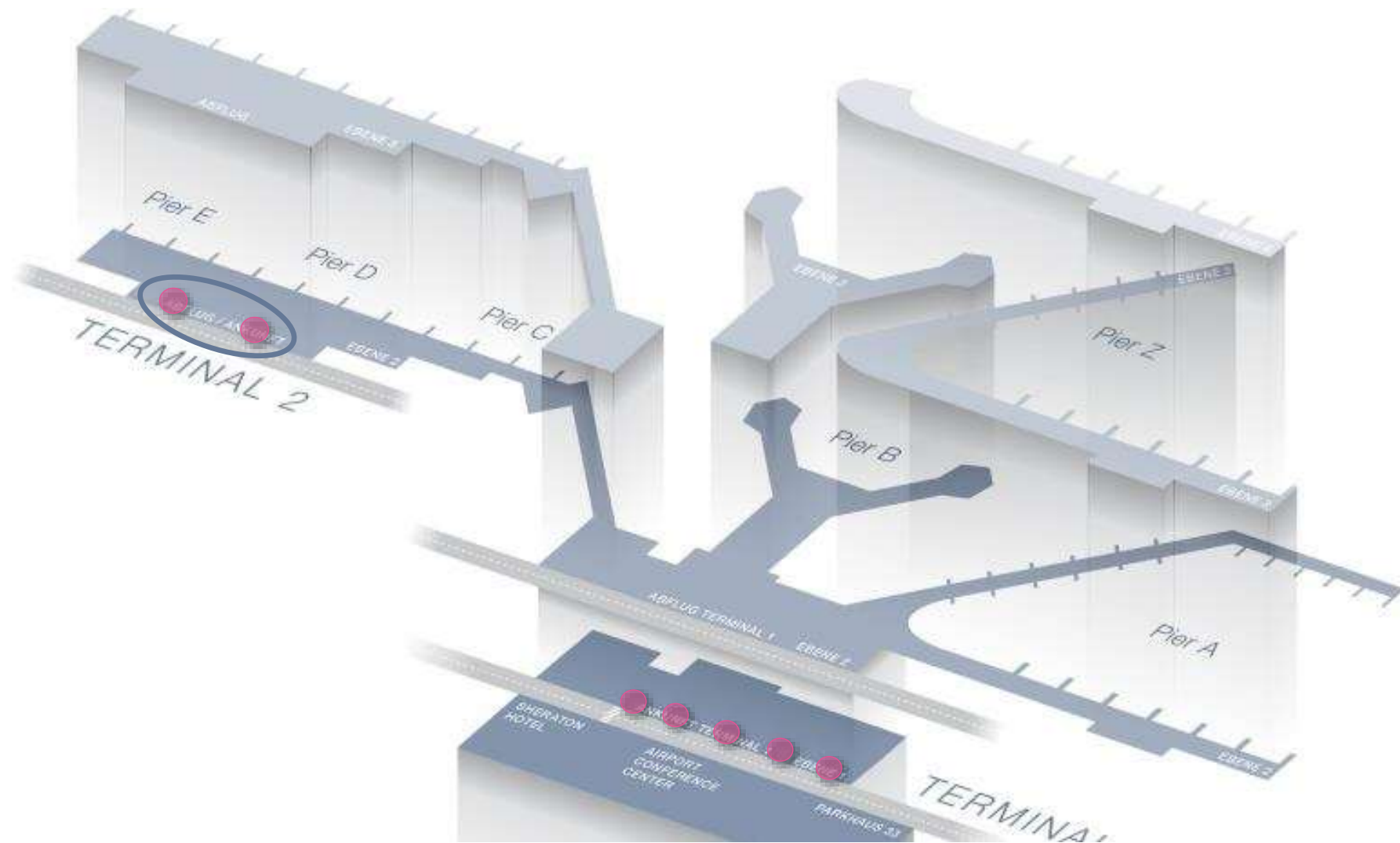
Your top-grade flight attendant

- Welcome Branding receives arriving passengers and their pickups at the exit from the baggage-claim areas of Frankfurt Airport.
- At 2 high-footfall locations at Terminal 2 you will have a sensational 283 m2 of advertising space in total available. At these points it is mainly private travellers and a large percentage of digital natives who are on their way.
- Your brand advertising cannot but strike the passengers' field of vision. Their extended waiting time raises the contact quality of your advertising even more.

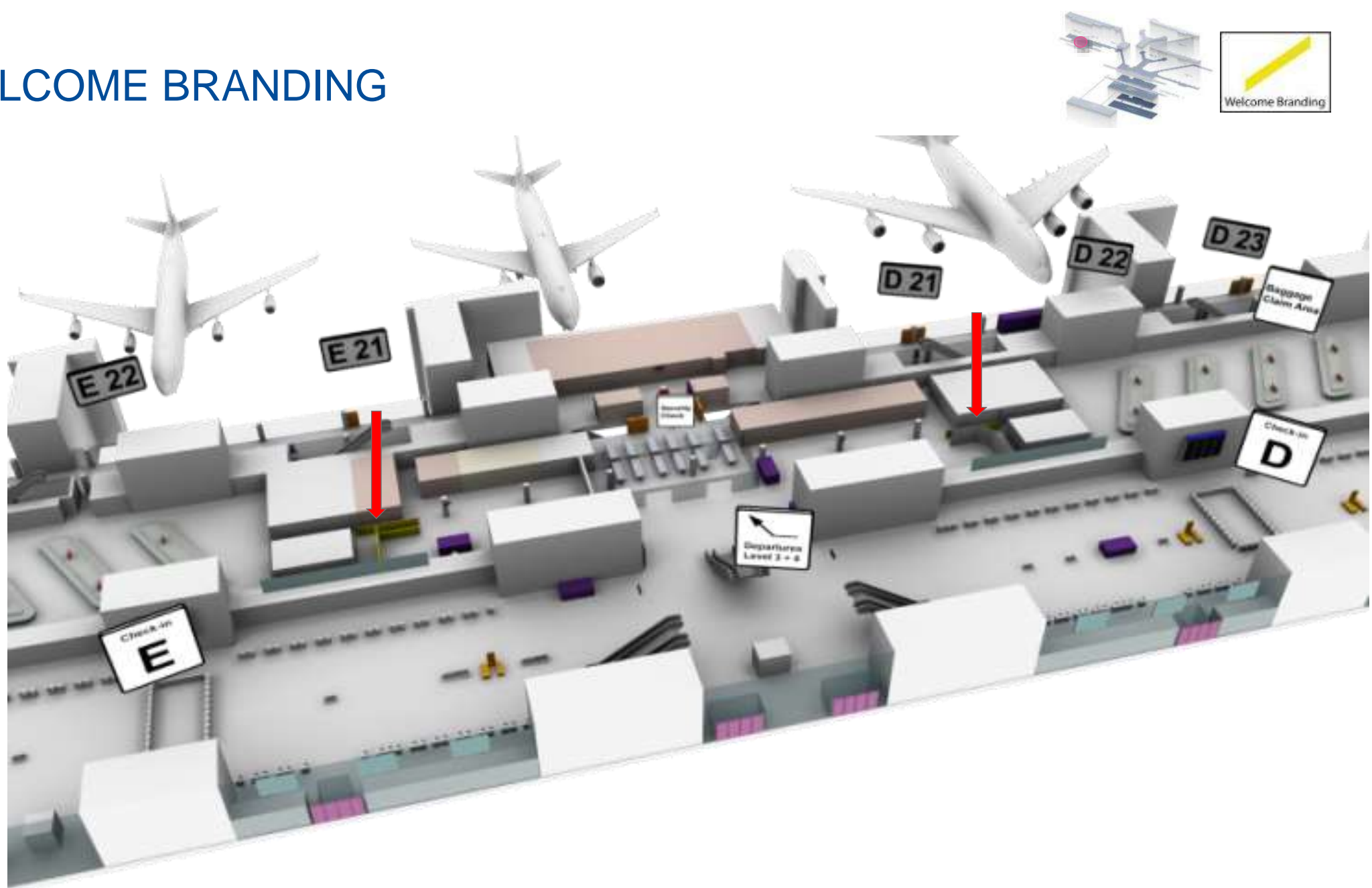


Resource number:	NW-030-002
Location:	Baggage claim area exit terminal 2
Quantity:	Baggage claim area arrival halls D, E: 2 locations
Runtime:	1 month
Price*:	€ 8,390
Other costs*:	Production costs on request

WELCOME BRANDING



WELCOME BRANDING



WIFI BRAND STAGE

NETWORKS – TERMINAL 1 & 2



Registration in the FRA WLAN

Non-skippable video Spot possible

About 40,000 user per day

Your direct link to a mobile target group

- The WIFI Brand Stage will provide you with a direct link to the digital target group at Frankfurt Airport.
- Your advertising will be directly incorporated in their registration at @FRA-Wlan.
- With a placement directly under the header on the welcome page you will get maximum visibility guaranteed.
- After clicking the “Go online” button, user either see a 10-second unskippable video spot (optional), or go directly to the confirmation page with another banner.
- With responsive design you can bring your message to any terminal devices you like.



Resource number:	NW-108-001
Quantity:	1
Runtime:	1 week (starting from Monday)
Price*:	€ 11,350
Other costs*:	€ 1,750 handling fee Standardized reporting is sent out once a week.
Size:	1920 x 1080 pixels (responsive design) Playback of 3 banners

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

WORK BENCHES A/Z

TERMINAL 1



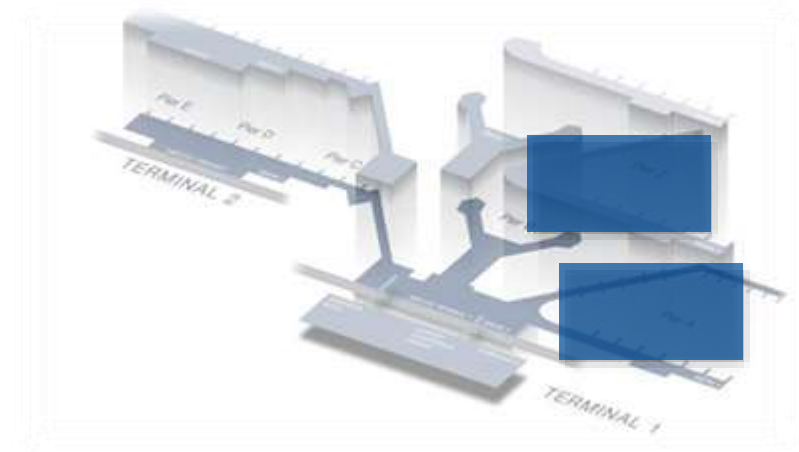
High turnover

At the gates

Individual design

Your brand in the direct field of view

- Logo placement on modern workbenches for target group addressing
- Comfortable way to work, which is appreciated by many passengers
- Popular and always busy, since almost all passengers use them at the airport in the digital age
- Customizable option



Resource number:	011-0002
Location:	Terminal 1, area A & Z
Quantity:	29 (A), 22 (Z)
Runtime:	1 month
Price*:	€ 50,100
Other costs*:	€ 39,530 production costs

WORK BENCHES B/C

TERMINAL 1 & 2



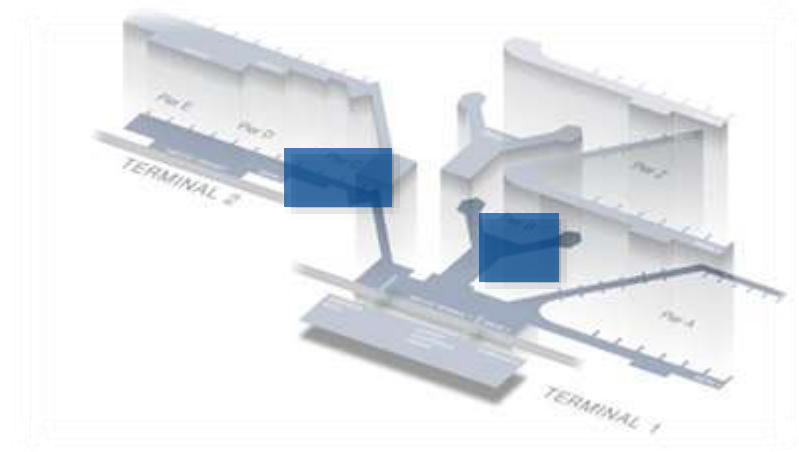
Your brand in the direct field of view

- Logo placement on modern workbenches for target group addressing
- Comfortable way to work, which is appreciated by many passengers
- Popular and always busy, since almost all passengers use them at the airport in the digital age
- Customizable option

High turnover

At the gates

Individual design



Resource number:	011-0003
Location:	Terminal 1 & 2, area B & C
Quantity:	13 (B), 4 (C)
Runtime:	1 month
Price*:	€ 35,990
Other costs*:	Production costs on request

WORK BENCHES D/E

TERMINAL 2



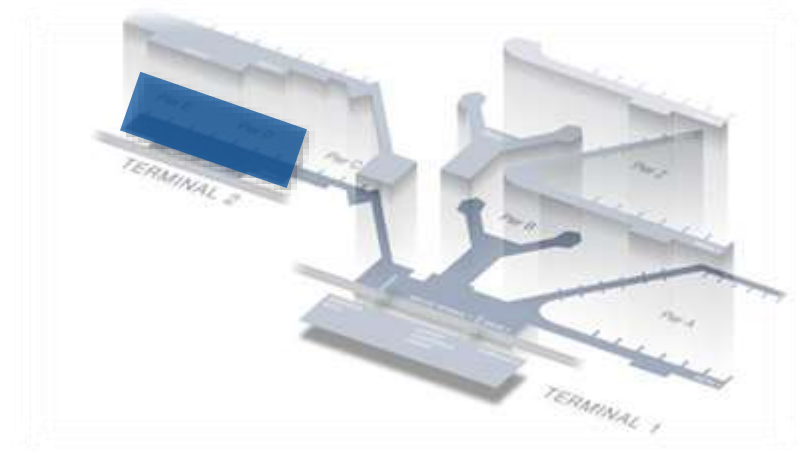
Your brand in the direct field of view

- Logo placement on modern workbenches for target group addressing
- Comfortable way to work, which is appreciated by many passengers
- Popular and always busy, since almost all passengers use them at the airport in the digital age
- Customizable option

High turnover

At the gates

Individual design



Resource number:	011-0004
Location:	Terminal 1, area D & E
Quantity:	8 (D), 11 (E)
Runtime:	1 month
Price*:	€ 15,850
Other costs*:	Production costs on request



OUTDOOR

Apron Stage

Campaign Solitaires

Digital Brand Space

Digital Citylightposter T1

Digital Airport Entrance

Network

Digital Landmark

Digital Roadshow

Flags

GAT

Glass Bridges

Jet Bridges

LED Motion Drive

Megaposter Terminal 1

Car Park Advertising

Premium Wall

The Tower

TriTowers

Welcome Portal



THE BROADEST ADVERTISING NETWORK FOR YOU

Frankfurt Airport is a travel hub, not just for the air, but also within Frankfurt. We accompany the travellers even before they come into the building and go for their flight. And we stay connected with them even further afield.

Issuing from Frankfurt Airport, your advertising too can make it to the widest circles. Whether on the motorway, on the glass bridges, on the gangways, or even – ultra-spectacular – on the Tower, we omit no superlative, so that your message comes out well.

Such an outstanding spread and a greater vehicle for your creative storytelling – digital or analogue – you will scarcely find anywhere else in Germany.

APRON STAGE

OUTDOOR



325 meters length

Business travellers, frequent fliers

First and last touchpoint

An impressive 325 meter stage

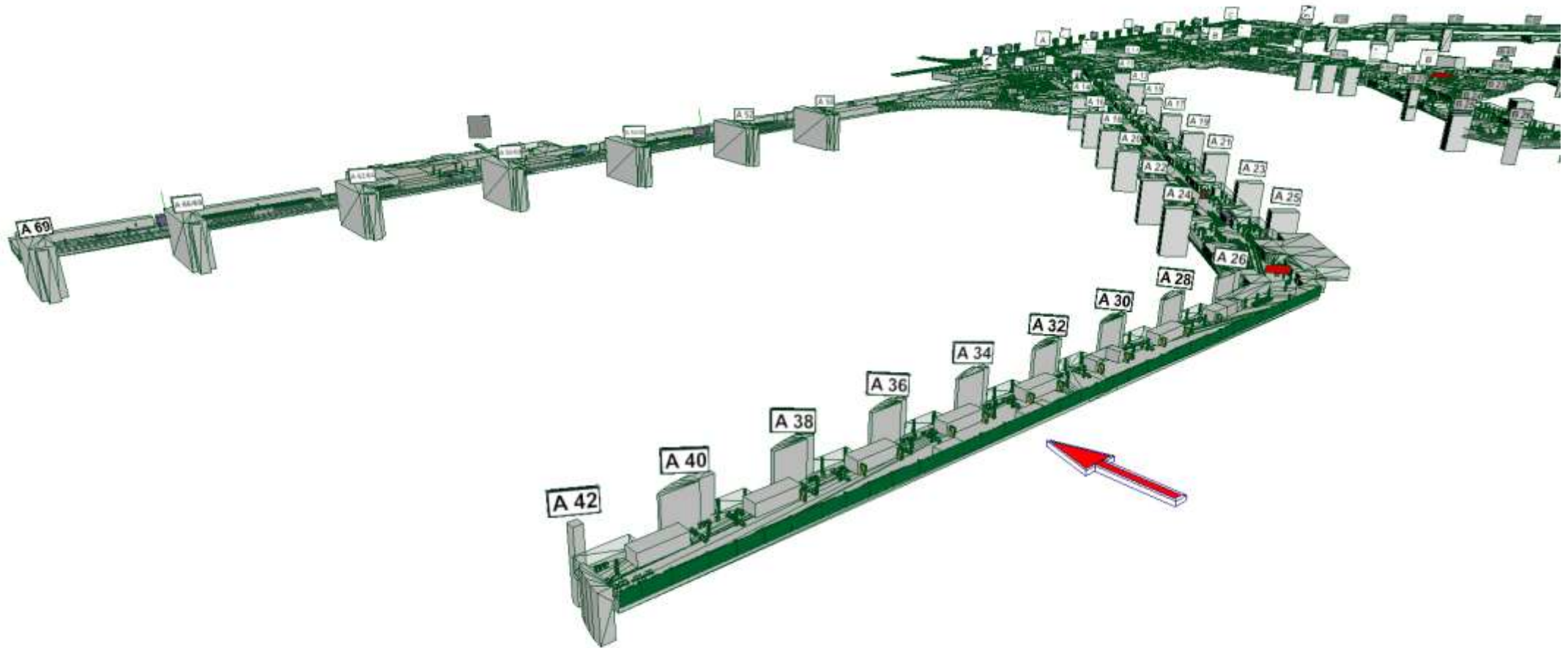
- With an unbelievable length of five one after another lined up Boeing 747 the apron stage is one of our largest advertising areas at Frankfurt Airport.
- Nearly all planes of Terminal 1 passing the area before take-off and after departure. Distance between the plane passengers and the branding amounts to 50 meters only.
- The apron stage offers the possibility to be the first as well as the last touchpoint for the Terminal 1 passengers.
- Predestined for brands which want to set a cleary sign and which want to leave a sustainable impression.



Resource number::	215-0001
Location:	Terminal 1, Area A
Quantity:	1
Passenger type:	Departing/arriving passengers, Schengen/Non-Schengen
Runtime:	3 months
Price*:	€ 99,120 € / month
Other costs*:	€ 225,500 production costs Creation of print data (optional): € 3,825 for up to 45 hours
Size:	325 x 3 meter

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

APRON STAGE



CAMPAIGN SOLITAIRES

■ OUTDOOR



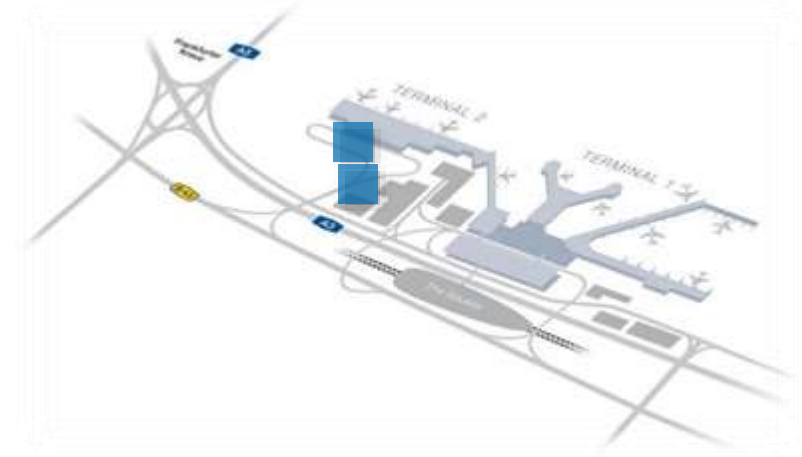
Unmissable

Central access roads

Long-distance effect

Your flexible ticket for greater dimension

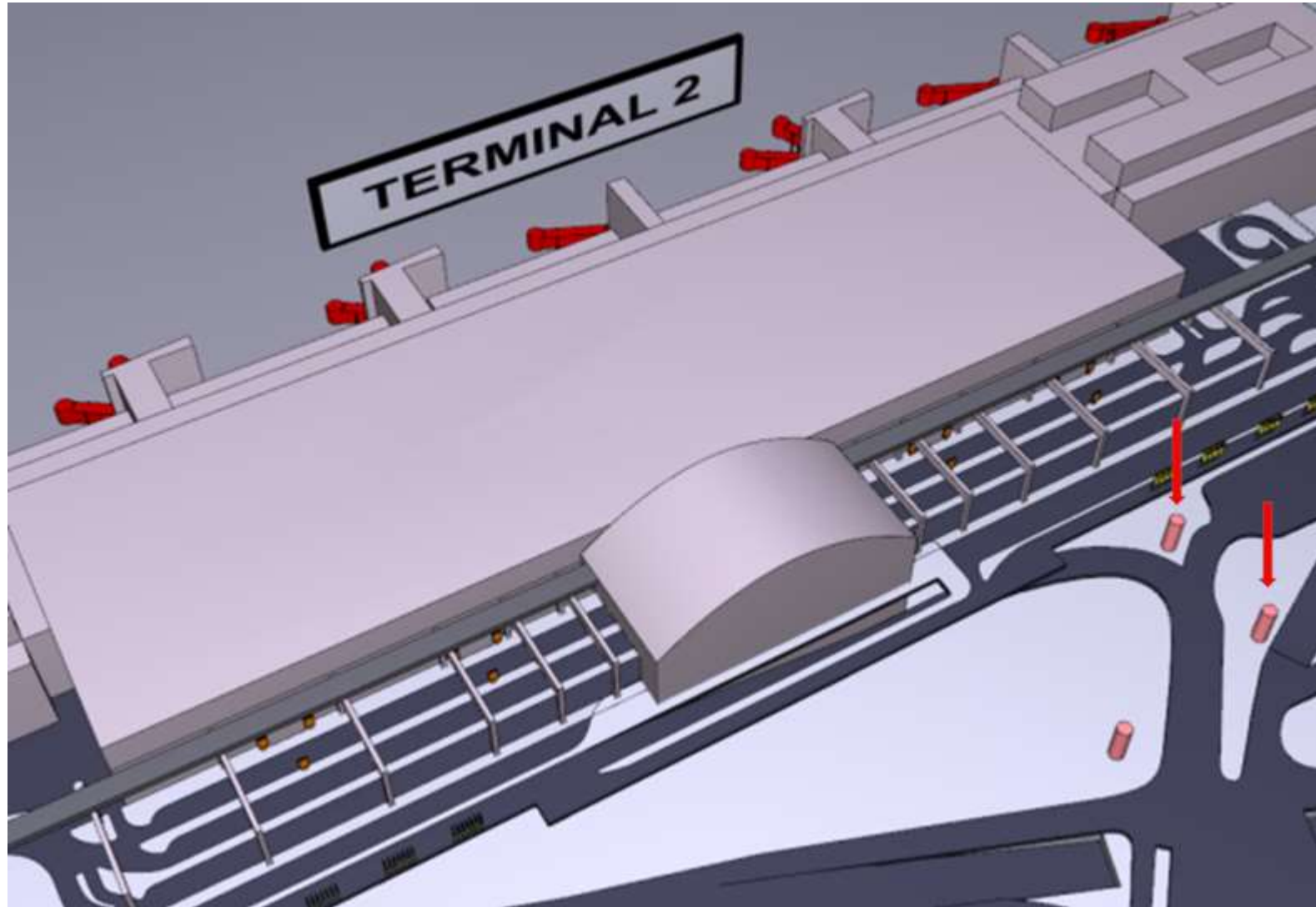
- With the Campaign Solitaires at Frankfurt Airport you will occupy four advertising towers at Terminal 2, communicating your campaign on all four sides.
- You can book the surfaces in pairs short-term.
- The distantly visible advertising spaces of 10 x 4 metres are ideal for action campaigns, such as a trade fair, events, or similar arrangements.
- And yet another advantage: the Campaign Solitaires can be positioned flexibly.



Resource number:	211-0001 /-0002
Location:	Outside area access road
Quantity:	2 x terminal 2
Runtime:	2 weeks (maximum term)
Price*:	€ 16,680 per site / week
Other costs*:	Production costs on request
Size:	4 areas at 4 x 10 m

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

CAMPAIGN SOLITAIRES



DIGITAL BRAND SPACE

OUTDOOR

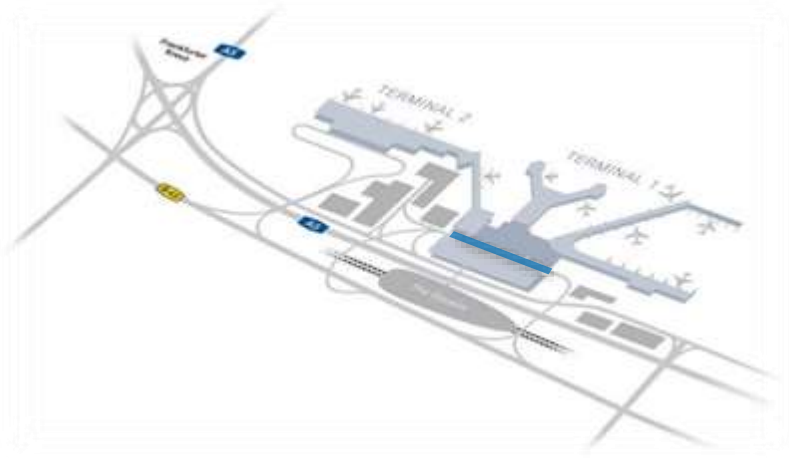


6 video walls + LED light strip

Final airport touchpoint

Visibility guarantee

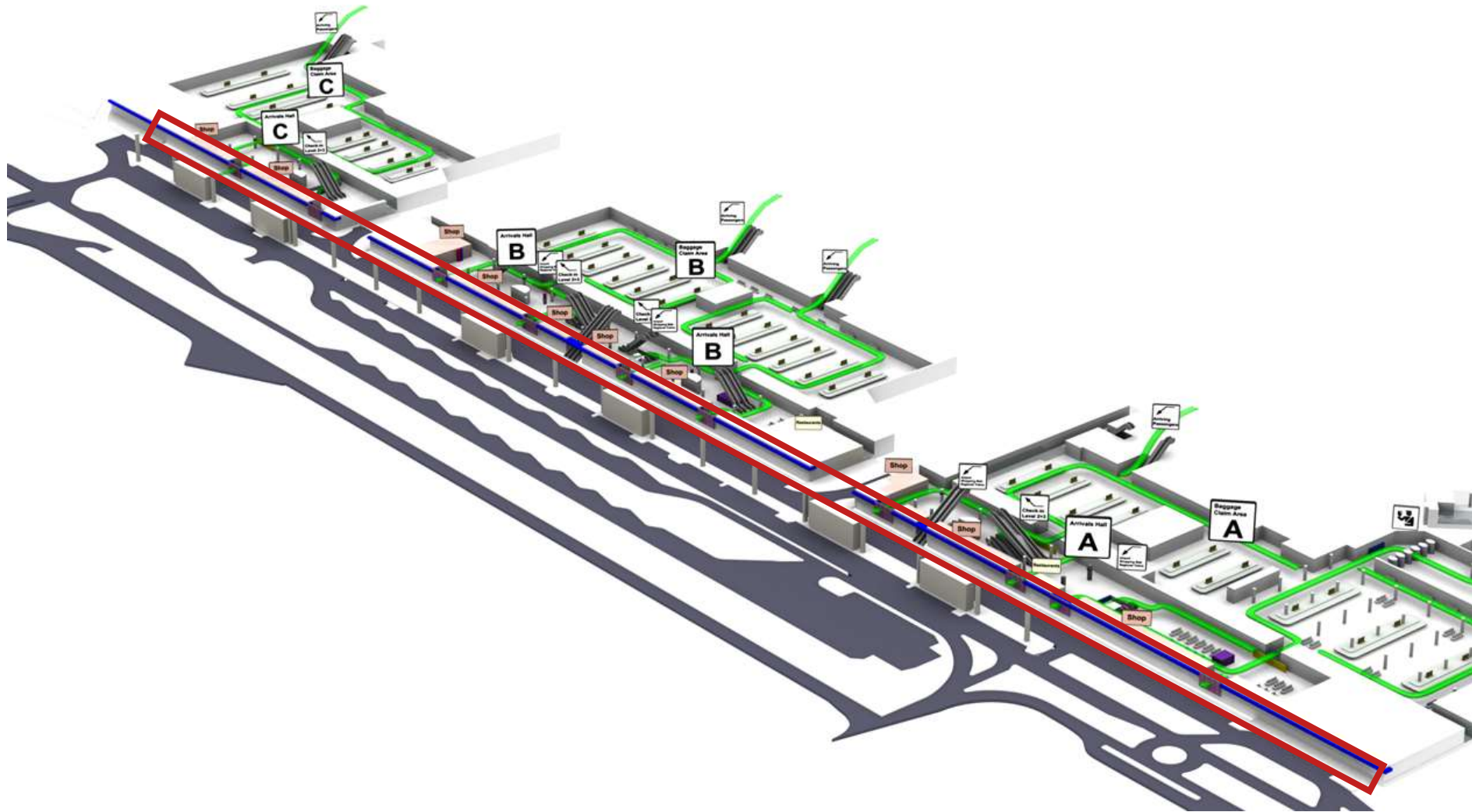
- The unique media airspace for your brand**
- The Digital Brand Space allows passengers at the arrivals approach road to Terminal 1 to gain a holistic experience of your advertising content.
 - The six video walls are floodlit by 450 metres of LED strip lighting in congruent colours. In this way your brand can be experienced sensually and emotionally.
 - Synchronised playback increases the impressive all-round experience.
 - At this point you will reach at Terminal 1 a wide variety of international travellers, arriving from the Schengen and non-Schengen area. Many meeters and greeters also use this approach road.



Resource number:	NW-400-018
Location:	Approach to arrivals terminal 1
Quantity:	6 video walls, 1 LED light strip
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 13,050
Other costs*:	€ 1,750 handling fee
Size:	Video Walls 5,760 x 1,920 mm (1,440 x 480 pixels) LED light strip: 450,000 x 400 x 120 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

DIGITAL BRAND SPACE



DIGITAL CITYLIGHTPOSTER T1

OUTDOOR



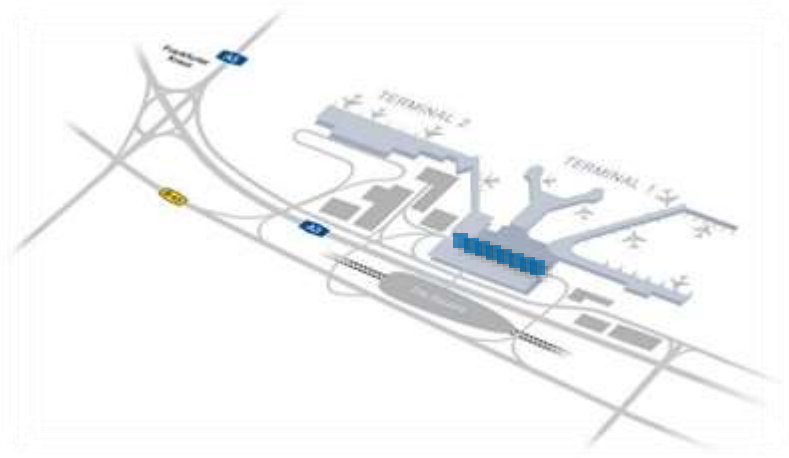
Here comes your digital reception committee

- The Digital Citylight Posters at the entrances to Terminal 1 greet departing passengers and visitors with strong imagery.
- The 8 screens, measuring 85 inches with 4 K brilliance, leave a sparkling first impression.
- These screens are suited perfectly to the extension of your city campaign.

Entrances to T1

Portrait

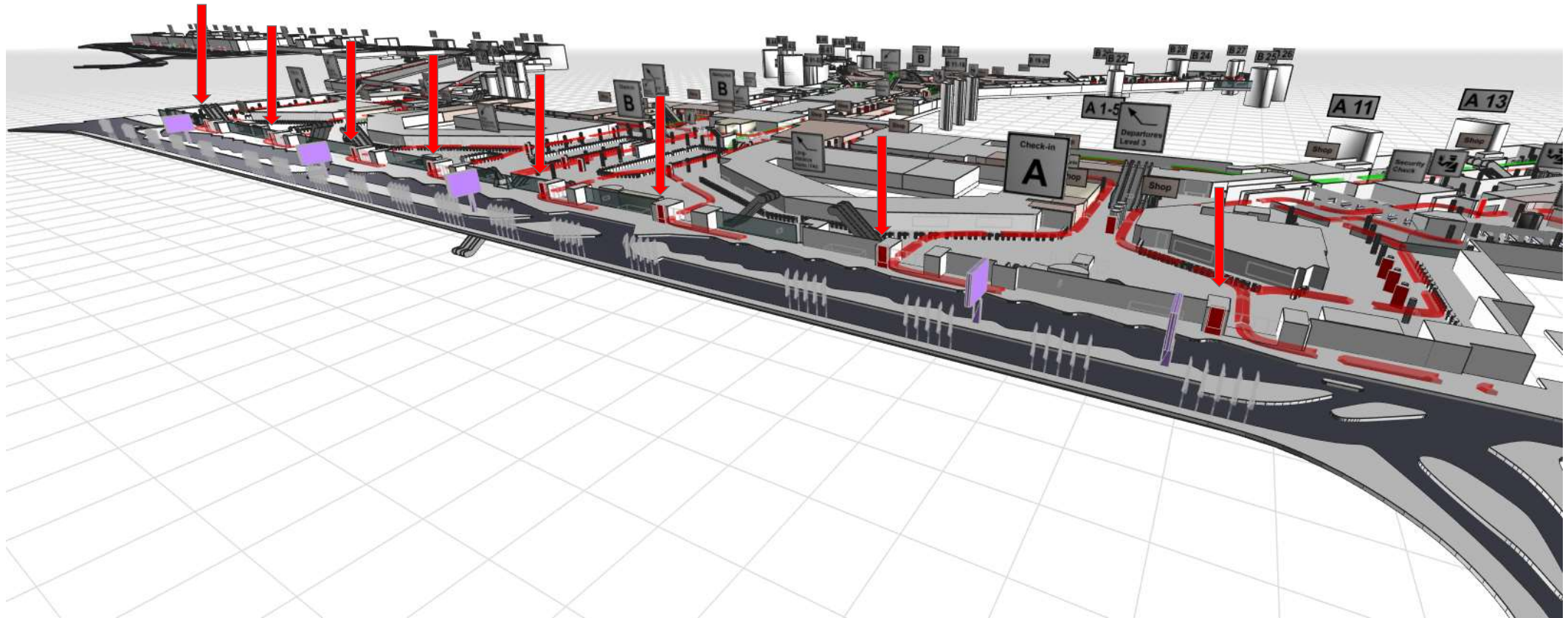
85 inches



Resource number:	NW-304-005
Location:	Entrances departing passengers terminal 1
Quantity:	8
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 14.790
Other costs*:	€ 1,750
Size:	1.05 m x 3.84 m 85" with 4K resolution (portrait) UHD: 2,160 x 3,840 px

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

DIGITAL CITYLIGHTPOSTER T1



DIGITAL AIRPORT ENTRANCE NETWORK

■ OUTDOOR



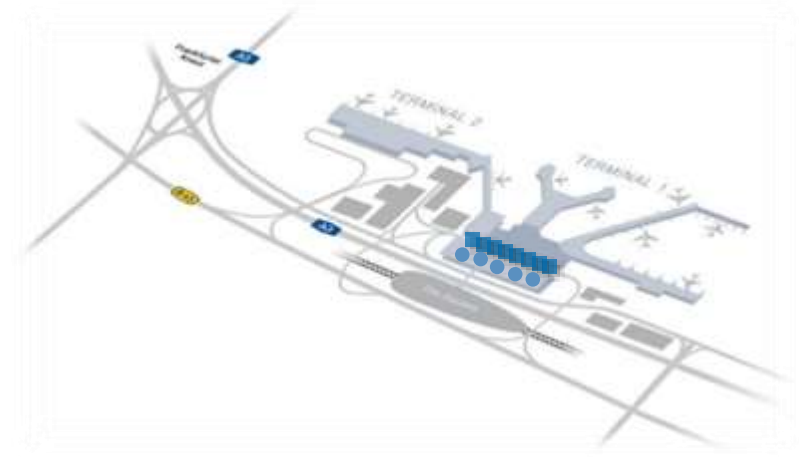
Nearly 100% coverage of all arriving motorists

11 LED Screens

Extension of city campaigns

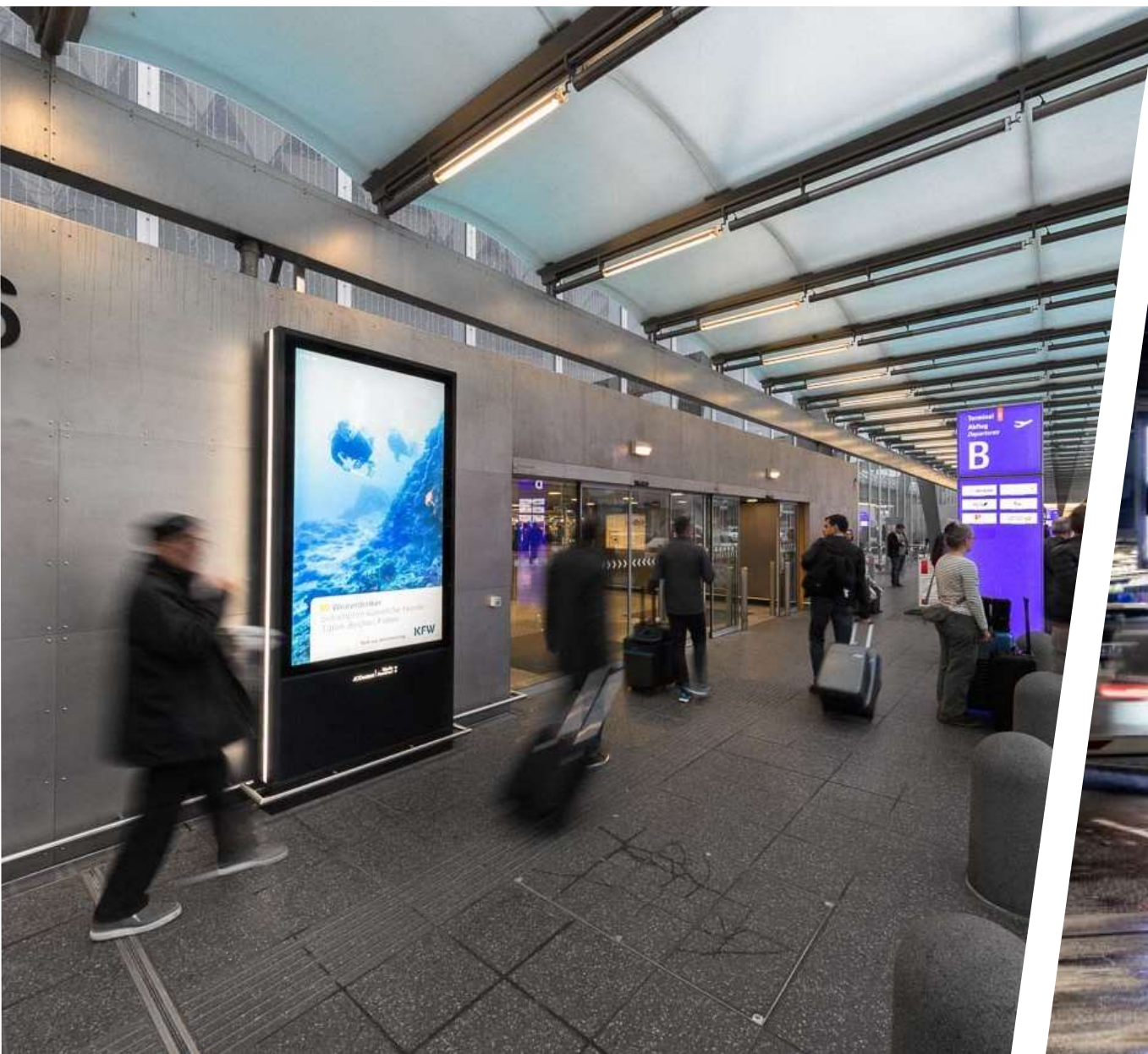
Here comes your digital reception committee

- With the Digital Airport Entrance Network you reach almost 100% of all drivers approaching Frankfurt Airport with your powerful advertising
- A network of 11 large-scale digital outdoor advertising spaces transforms the entire approach road of Terminal 1 into a digital brand stage and turns it into the perfect extension of your city campaign - multiple contacts are guaranteed!
- Individual, flexible, customized according to your wishes the playout of different motifs is possible.

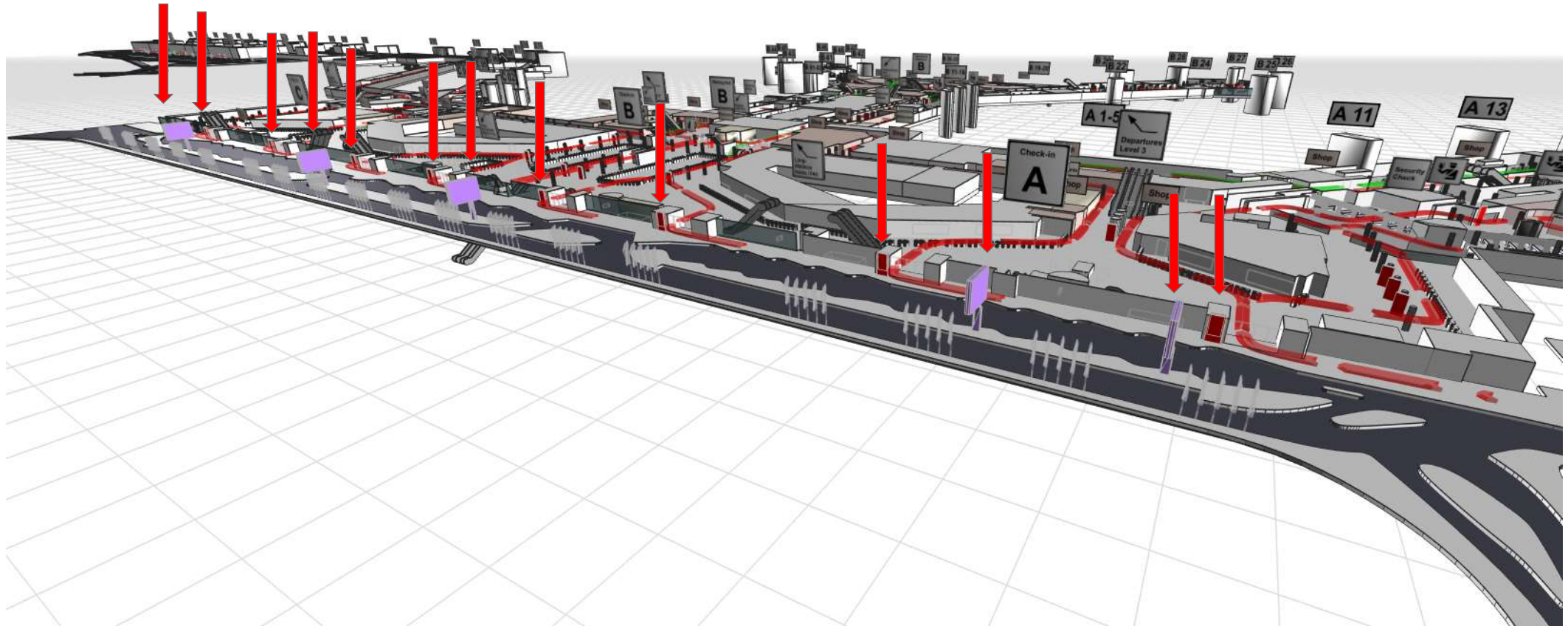


Resource number:	NW-400-074
Location:	Access road terminal 1 & Entrances departing passengers terminal 1
Quantity:	11
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 21,900
Other costs*:	€ 1,750 handling fee
Size:	1.05 m x 3.84 m (portrait) 352 x 240 cm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



DIGITAL AIRPORT ENTRANCE NETWORK



DIGITAL LANDMARK

OUTDOOR



Largest digital screen

Moving pictures

Exclusive booking

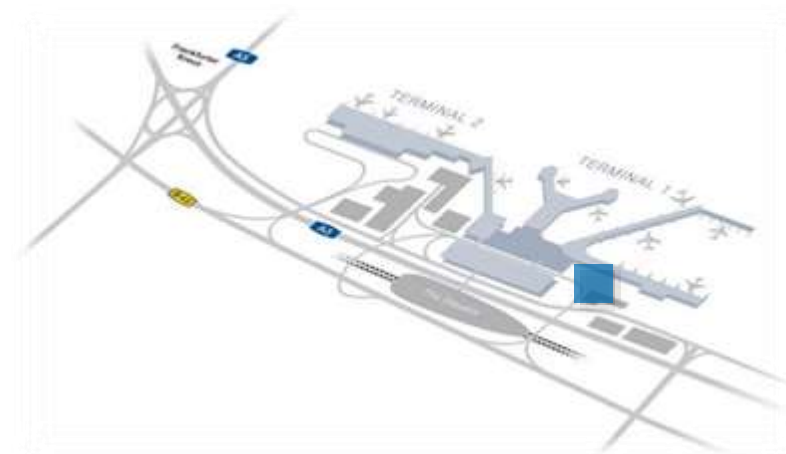
A superlative in the sky

The Digital Landmark, measuring 100 m², is the largest digital screen at Frankfurt Airport and confidently sets international standards.

This screen is the very thing for attention-grabbing moving images of 10 to 30 seconds in length and for big emotions. Ideal for brand or image campaigns and impressive product launches.

At the driveway to Terminal 1 you will reach 100 percent of the traffic formed by departing travellers and visitors.

At Media Frankfurt you can book this surface flexibly and for varying times. You will have a free hand for fast updates and highly effective communication.



Resource number:	301-0001
Location:	Approach to terminal 1
Quantity:	1
Slots:	1/3
Runtime:	1 week
Ad length:	10 or 30 sec.
Price*:	€ 35,120
Other costs*:	€ 1,750 handling fee
Size:	330 x 1100 pixels (5.49 x 18.29 m)

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

DIGITAL LANDMARK – EXCLUSIVE BOOKING

OUTDOOR



Largest digital screen

Moving pictures

Exclusive booking

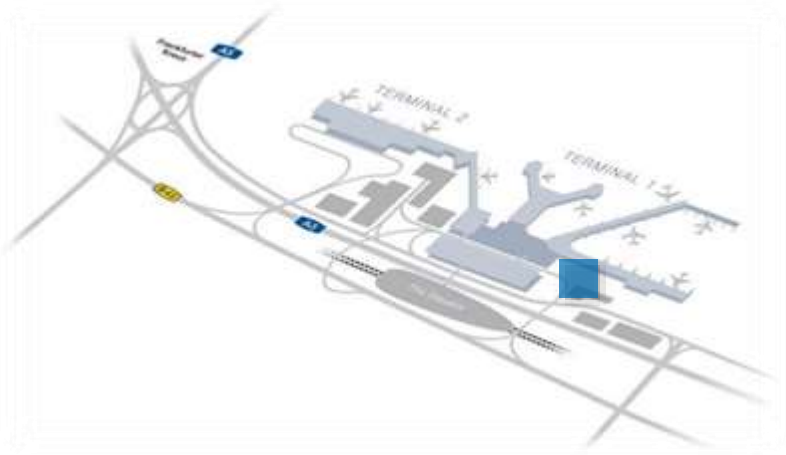
A superlative in the sky

The Digital Landmark, measuring 100 m2, is the largest digital screen at Frankfurt Airport and confidently sets international standards.

This screen is the very thing for attention-grabbing moving images of 10 to 30 seconds in length and for big emotions. Ideal for brand or image campaigns and impressive product launches.

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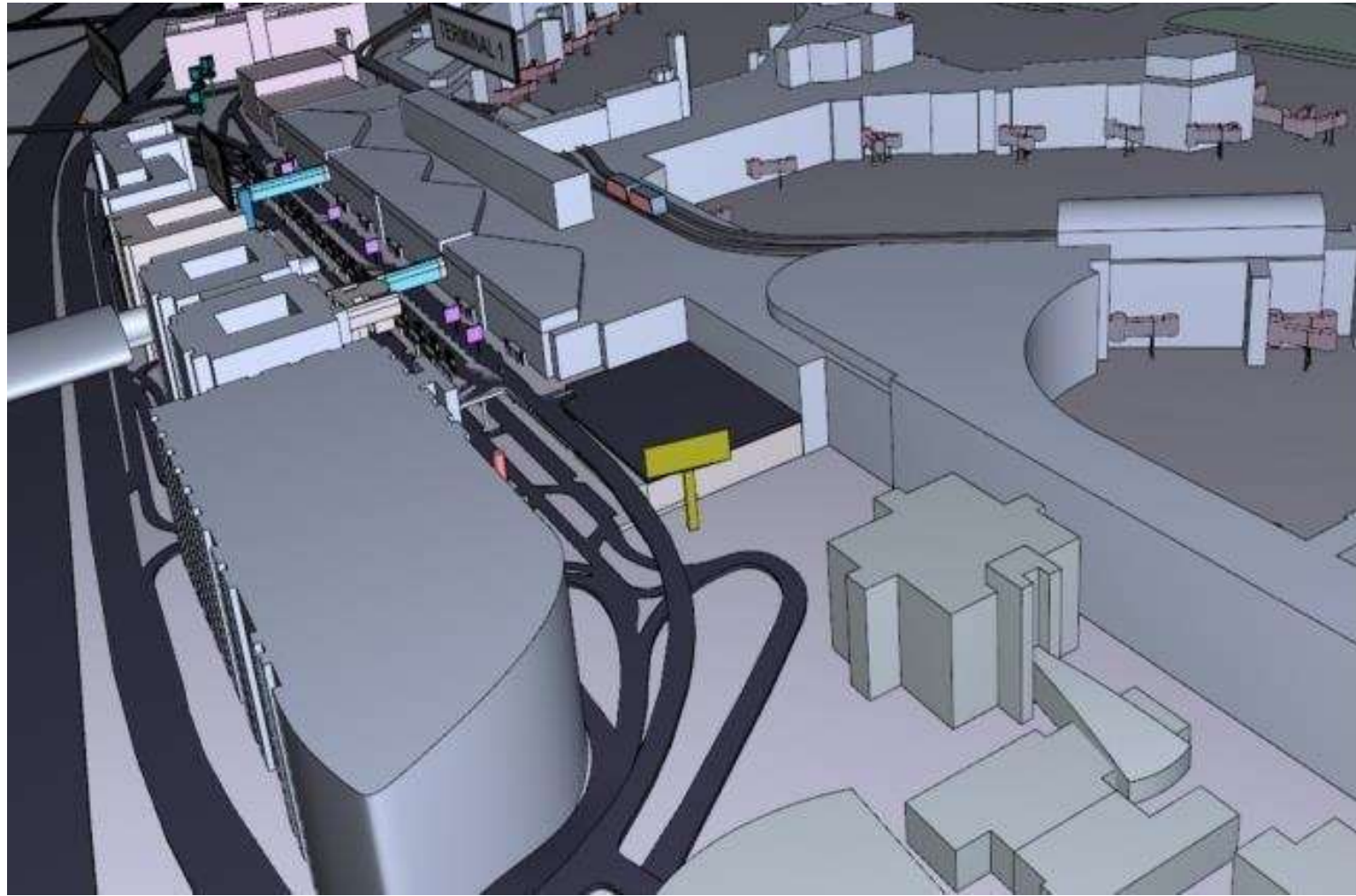
At Media Frankfurt you can book this surface flexibly and for varying times. You will have a free hand for fast updates and highly effective communication.



Resource number:	301-0001
Location:	Approach to terminal 1
Quantity:	1
Slots:	Exclusive
Runtime:	1 week
Ad length:	10 or 30 sec.
Price*:	€ 105,360
Other costs*:	€ 1,750 handling fee
Size:	330 x 1100 pixels (5.49 x 18.29 m)

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

DIGITAL LANDMARK



DIGITAL ROADSHOW

OUTDOOR



Exit barriers

Final airport touchpoint

Can be combined with the Digital Brand Space

A warm farewell for your customers

- The Digital Roadshow is located directly opposite the exit barriers at the multi-storey car park of Terminal 1 and will give your customers something of a greeting message with plenty of resonance on their further journey.
- The 10 m² sized digital format at Frankfurt Airport reaches an above-average number of arriving business travellers and frequent flyers with higher incomes.
- Digital out-of-home campaigns of this size in Frankfurt exist only at the airport.
- As an exclusive booker you can freely chose the emotional colour ambience of the accompanying LED lights.

Your plus:

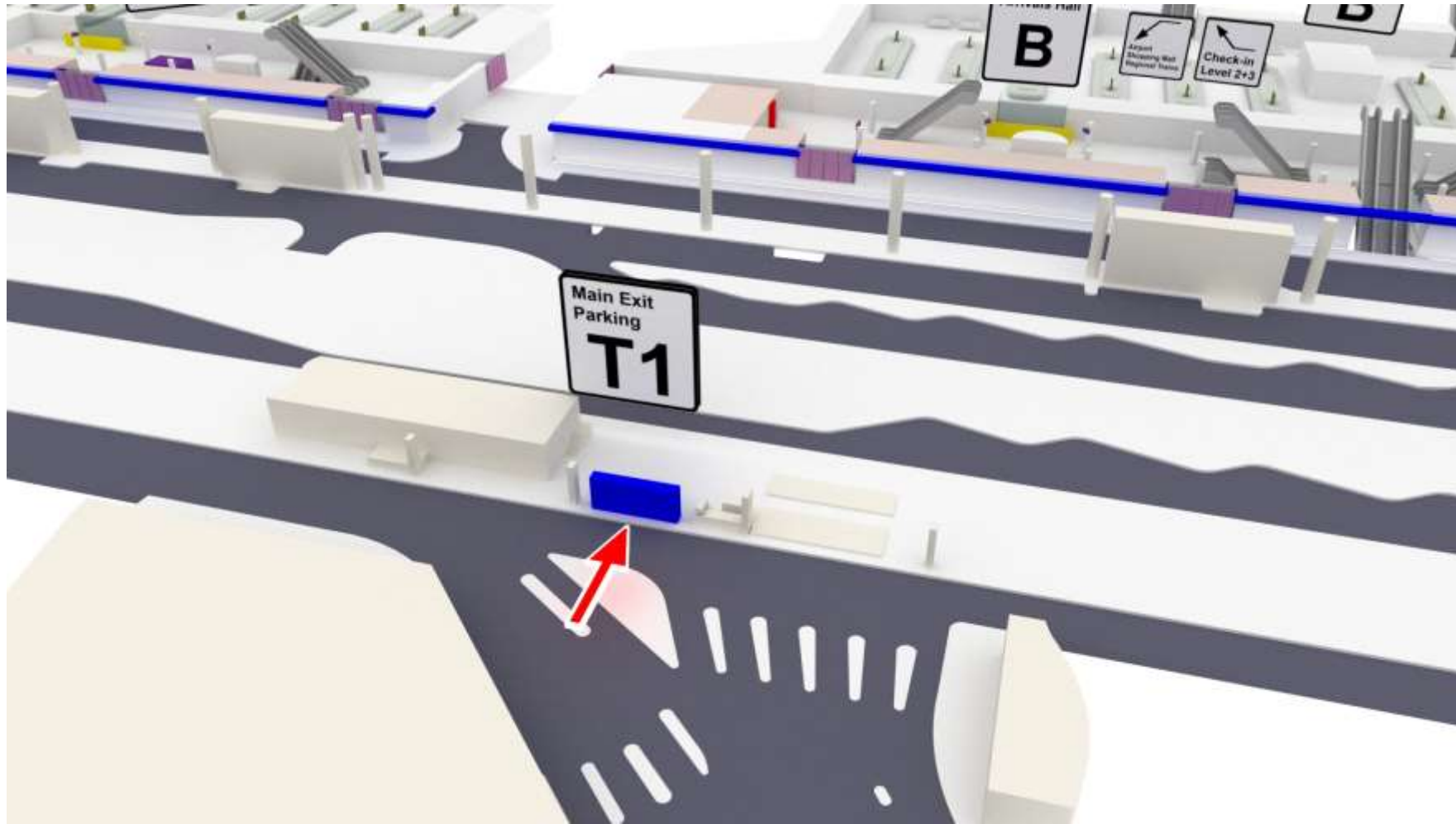
- With Digital Brand Space, with 6 additional video walls, you can book a powerful combination at the driveway to T1 arrivals.



Resource number:	303-0001
Location:	Parking garage exit terminal 1
Quantity:	1
Slots:	1/4
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 6,760
Other costs*:	€ 1,750 handling fee
Size:	5.71 m x 1.90 m

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

DIGITAL ROADSHOW



FLAGS

■ OUTDOOR



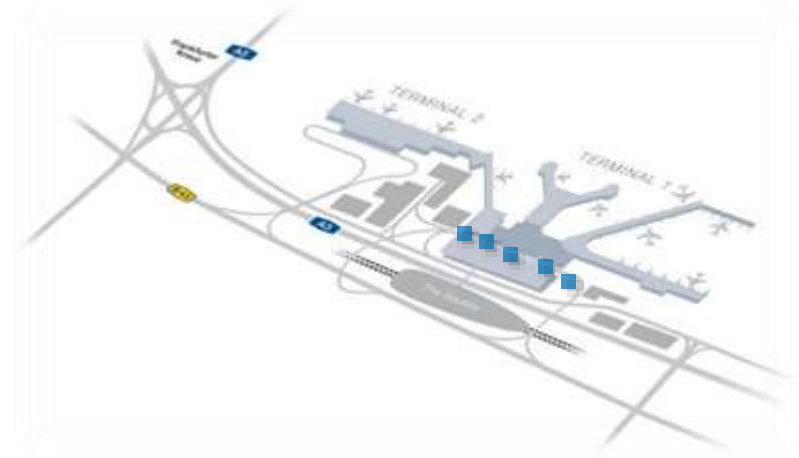
T1 access road

Traffic-intensive environment

Wide target group

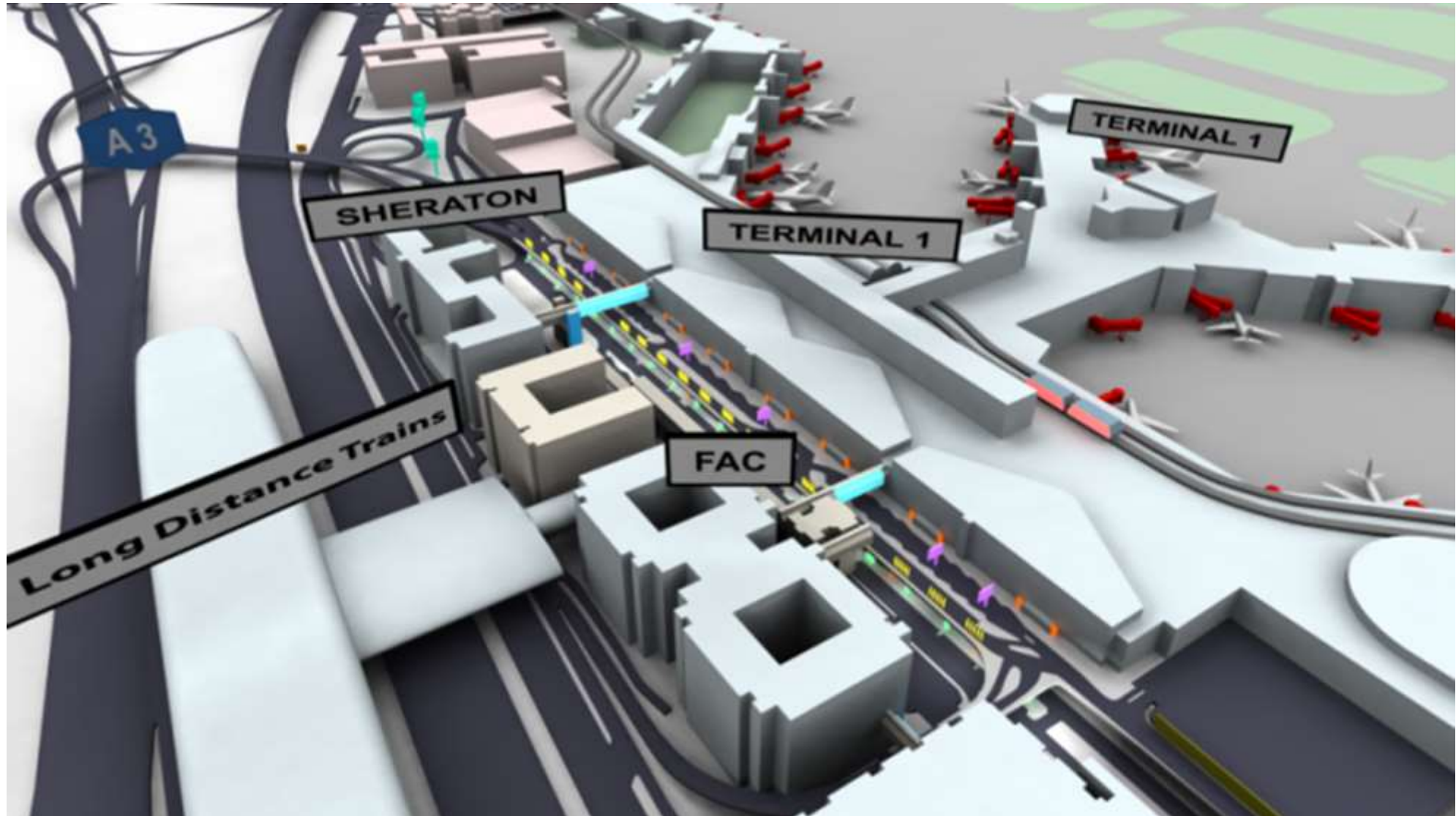
More dynamism for your message

- With the flags you can show a strong presence at the high-footfall driveway at Terminal 1.
- Placed lengthways along the entries and exits, you can reliably impress all target groups at Frankfurt Airport.
- The location, near the parking places, the taxi and bus stops, has an extremely intensive rate of traffic and opens up access for you to the whole of the highly exciting audience at the biggest travel hub in Germany.



Resource number:	203-0001 – 203-0013
Location:	Access road terminal 1
Quantity:	5 groups of 5 flags each
Runtime:	1 month
Price*:	Price on request
Other costs*:	Production costs on request
Size:	1,500 x 5,000 mm

FLAGS



GENERAL AVIATION TERMINAL

▪ OUTDOOR / INDOOR



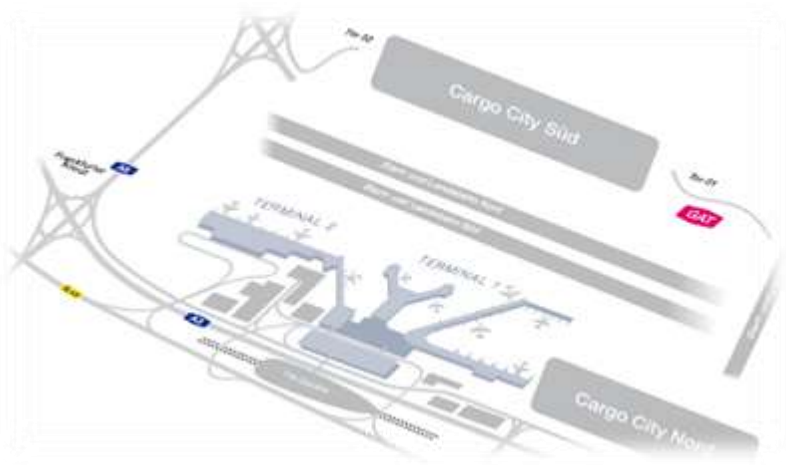
Design your own highly exclusive VIP lounge

- Small aircraft land on the General Aviation Terminal (GAT), exclusive passengers' private jets and helicopters.
- On board are well-known celebrities from business, sport and show business, with a particularly above-average income.
- At this point creative and individual campaigns enjoy an amazingly high awareness. for high-quality luxury communication.

Jet terminal

Exclusive target group

High awareness



Resource number:	NW-400-045
Location:	General aviation terminal
Quantity:	4 Flags, 1 Citylightposter, 4 Door Wraps 1 Façade Sticker, 1 Screen
Runtime:	Min. 12 months
Price*:	Price on request
Other costs*:	Production costs on request
Size:	Flags 1,500 x 4,000 mm, CLP 1,150 x 1,700 mm, Door Wrap 815 x 1,760 mm, Façade Sticker 28 window areas 8 x (2,155 x 1,135 mm) left 12 x (1,735 x 1,135 mm) awning 8 x (2,155 x 1,135 mm) right, Screen 70" 16:9

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



GENERAL AVIATION TERMINAL – FLAGS

OUTDOOR



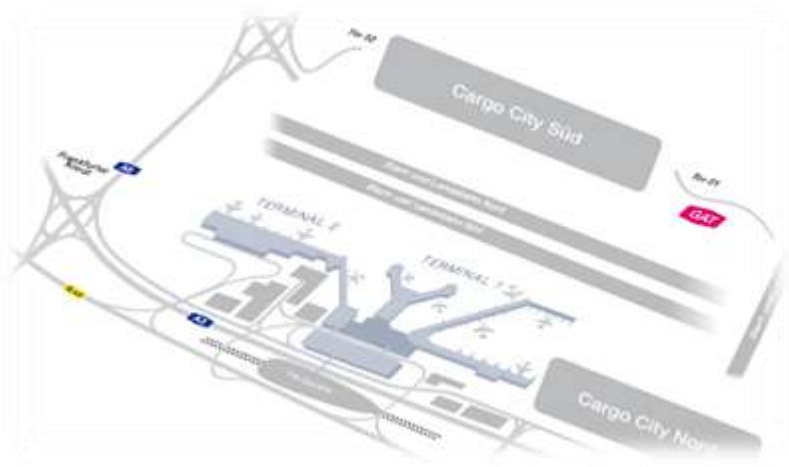
Design your own highly exclusive VIP lounge – with Citylightposters

- Small aircraft land on the General Aviation Terminal (GAT), exclusive passengers' private jets and helicopters.
- On board are well-known celebrities from business, sport and show business, with a particularly above-average income.
- At this point creative and individual campaigns enjoy an amazingly high awareness. Citylight Posters are the ideal vehicle for high-quality luxury communication.

Jet terminal

Exclusive target group

Media diversity



Resource number:	203-0019
Location:	General aviation terminal
Quantity:	4
Runtime:	6 months
Price*:	€ 4,130 / Month
Other costs*:	Production costs on request
Size:	1,500 x 4,000 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

GENERAL AVIATION TERMINAL – CITYLIGHTPOSTERS

OUTDOOR



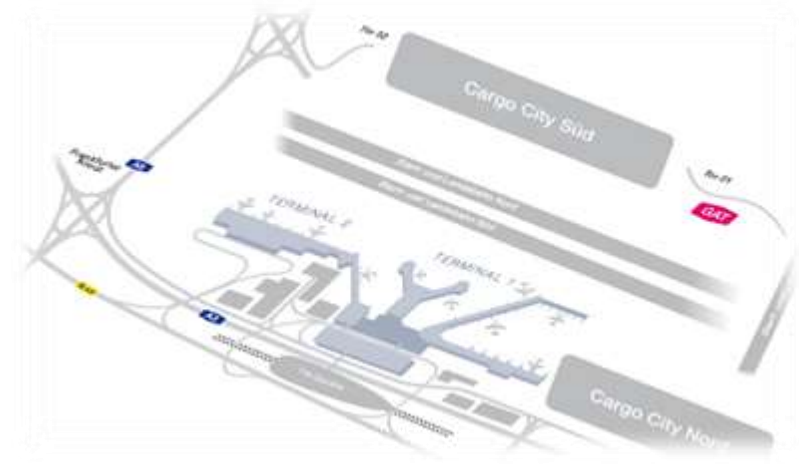
Jet terminal

Exclusive target group

Media diversity

Design your own highly exclusive VIP lounge – with flags

- Small aircraft land on the General Aviation Terminal (GAT), exclusive passengers' private jets and helicopters.
- On board are well-known celebrities from business, sport and show business, with a particularly above-average income.
- At this point creative and individual campaigns enjoy an amazingly high awareness. Flags offer a dynamic and attractive advertising effect.



Resource number:	202-0034
Location:	General aviation terminal
Quantity:	1
Runtime:	6 months
Price*:	€ 4,130 / month
Other costs*:	€ 1,200 production costs
Size:	1,150 x 1,700 mm

GENERAL AVIATION TERMINAL – DOOR WRAPS

OUTDOOR



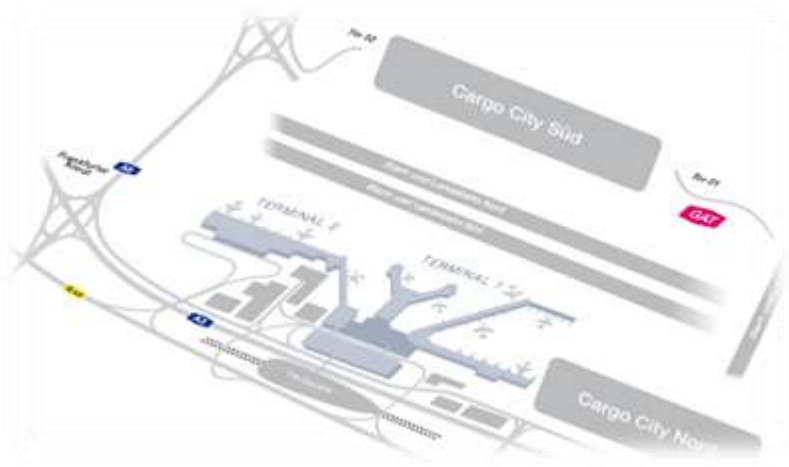
Design your own highly exclusive VIP lounge – with door wraps

- Small aircraft land on the General Aviation Terminal (GAT), exclusive passengers' private jets and helicopters.
- On board are well-known celebrities from business, sport and show business, with a particularly above-average income.
- At this point creative and individual campaigns enjoy an amazingly high awareness. Door wraps on the doors at eye level are practically unmissable.

Jet terminal

Exclusive target group

Media diversity



Resource number:	031-0028
Location:	General aviation terminal
Quantity:	4
Runtime:	6 months
Price*:	€ 4,130 / month
Other costs*:	Production costs on request
Size:	815 x 1,760 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

GENERAL AVIATION TERMINAL – FACADE STICKERS

OUTDOOR



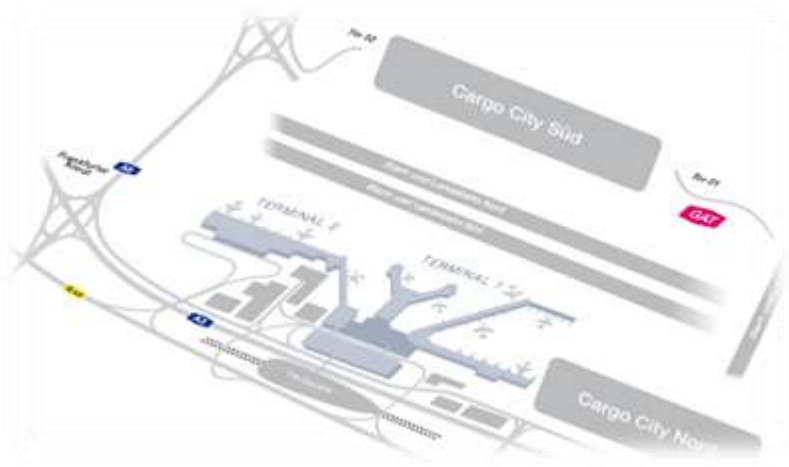
Design your own highly exclusive VIP lounge – with façade stickers

- Small aircraft land on the General Aviation Terminal (GAT), exclusive passengers' private jets and helicopters.
- On board are well-known celebrities from business, sport and show business, with a particularly above-average income.
- At this point creative and individual campaigns enjoy an amazingly high awareness. These attractive façade stickers catch the eye practically from the runway.

Jet terminal

Exclusive target group

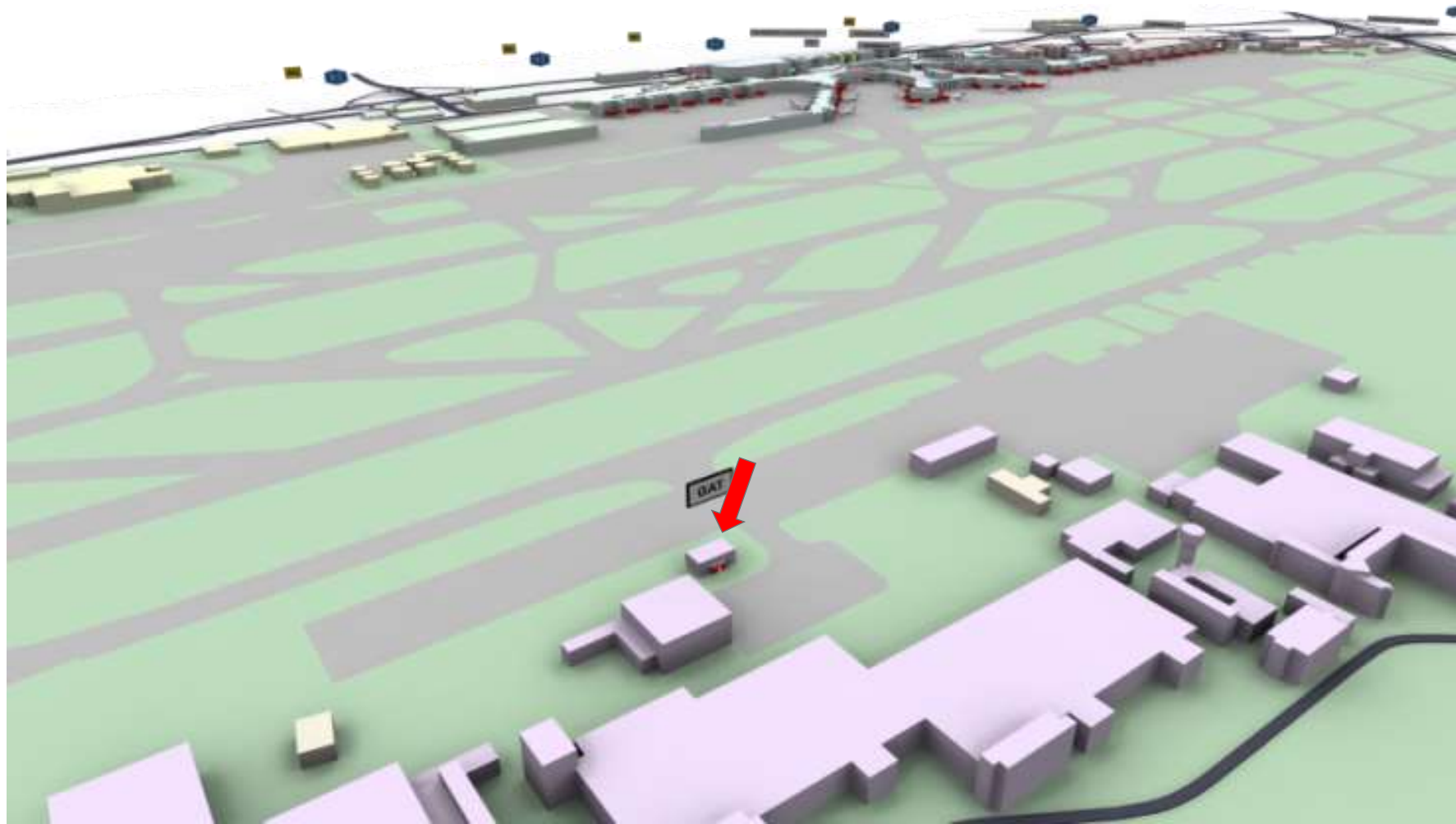
Media diversity



Resource number:	029-0026
Location:	General aviation terminal
Quantity:	1
Runtime:	6 months
Price*:	€ 4,130 / month
Other costs*:	€ 13.010 production costs
Size:	28 window areas 8 x (2,155 x 1,135 mm) left 12 x (1,735 x 1,135 mm) awning 8 x (2,155 x 1,135 mm) right

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

GENERAL AVIATION TERMINAL



GLASS BRIDGE – FAC

▪ OUTDOOR



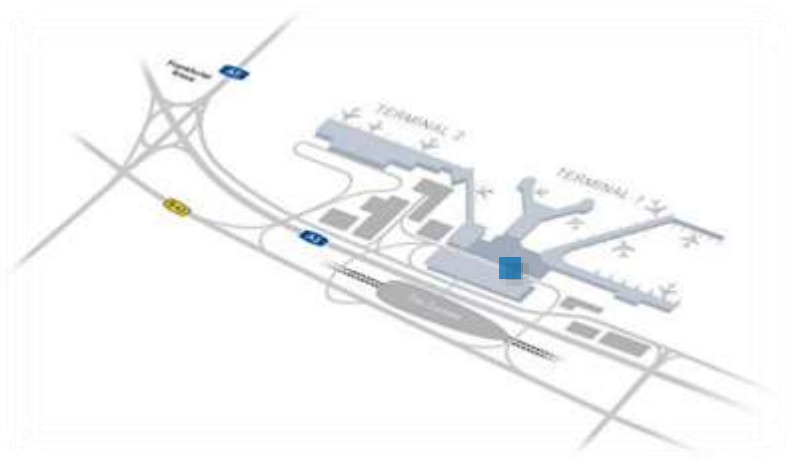
XXL advertising

Visibility guarantee

Up to 170 m2

Your direct bridge at the FAC

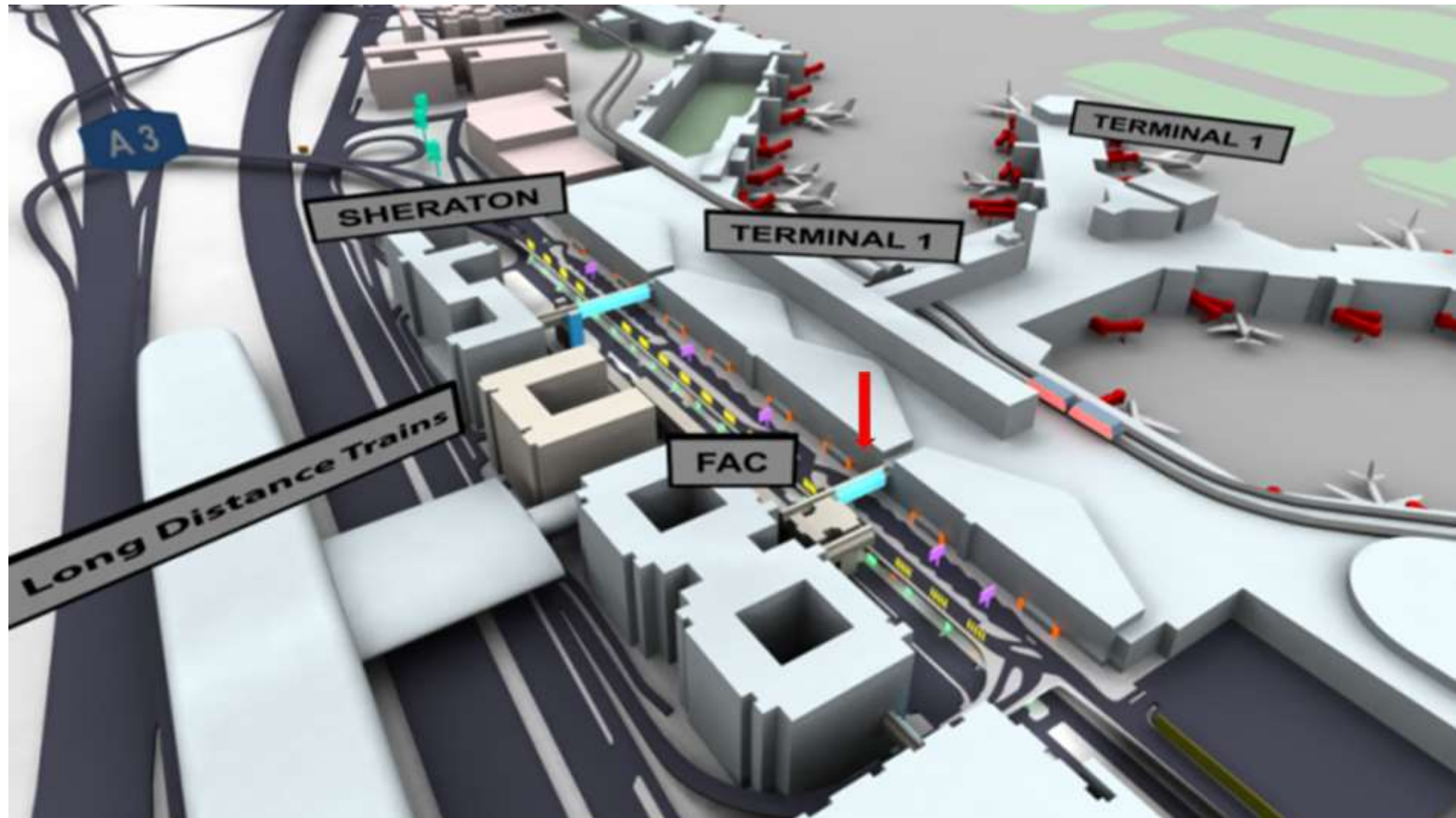
- Your advertising on the glass bridges, seen from afar, will span the approach ways to Frankfurt Airport.
- 170 m2 of advertising space will be at your disposal at the FAC glass bridge.
- Using our imposing advertising format, you will reach 100 percent of motor traffic on the driveway to Terminal 1.
- Business travellers, decision makers and frequent flyers pass here, arriving by taxi or shuttle. Your XXL advertising.



Resource number:	206-0001
Location:	Access road terminal 1
Quantity:	1
Runtime:	1 month
Price*:	€ 81,310
Other costs*:	€ 38.150 production costs (including assembly / disassembly and other ancillary costs such as work platform, shut-off devices, road closures, etc.)
Size:	18,630 x 9,000 mm

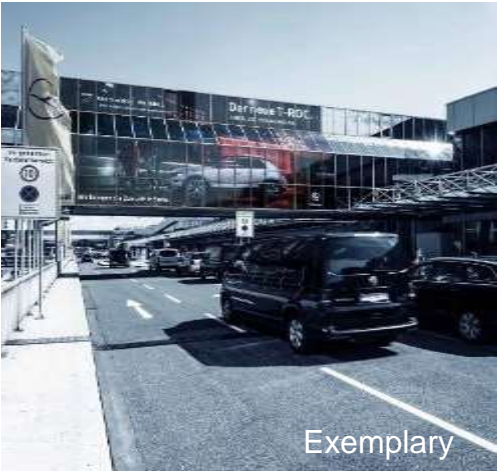
*All prices and costs subject to change. Surcharges may apply for special trade fair events.

GLASS BRIDGE – FAC



GLASS BRIDGE – PARKING GARAGE

▪ OUTDOOR



XXL advertising

T1 access road

Up to 170 m2

Your direct bridge at the FAC

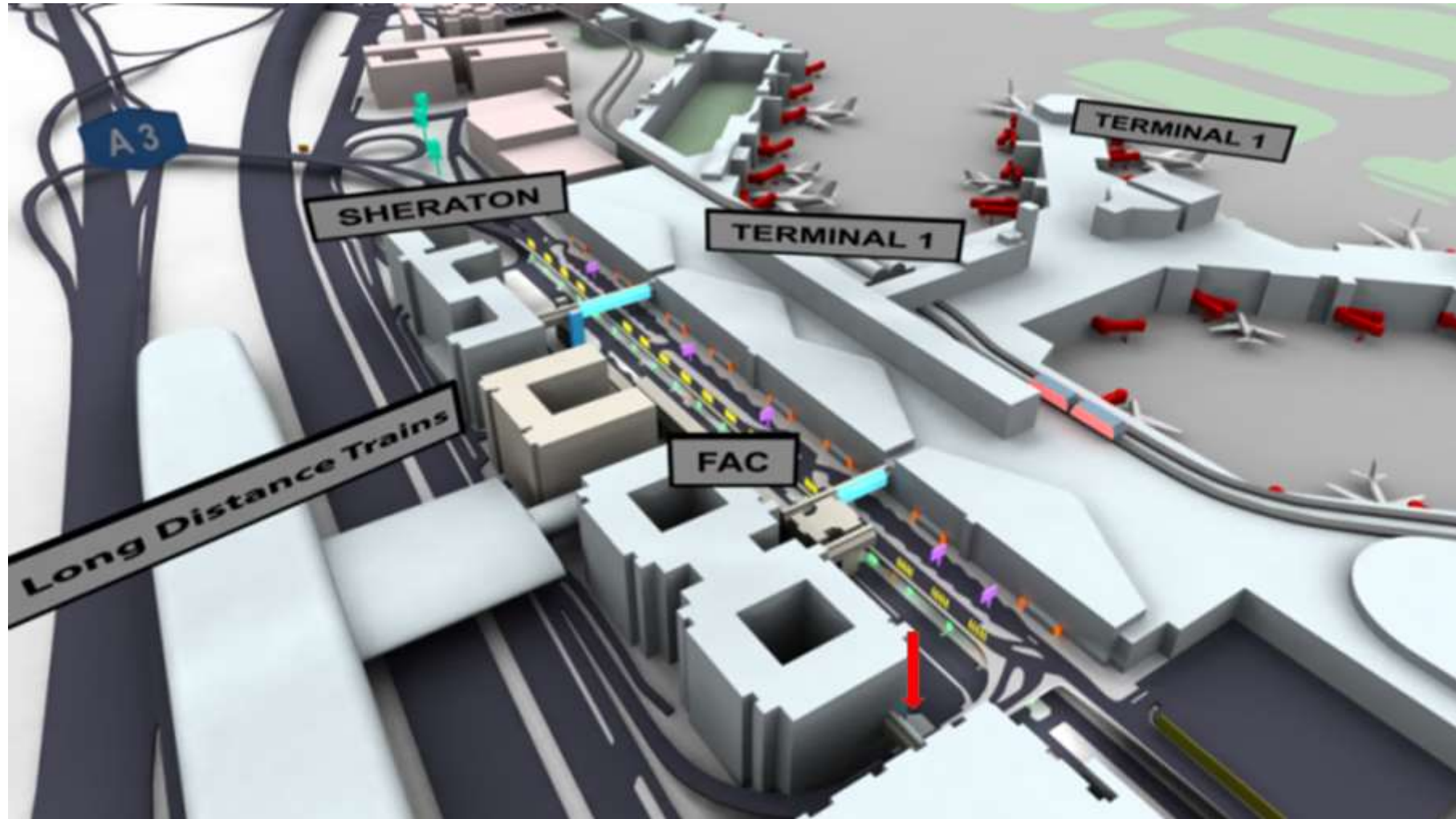
- Your advertising on the glass bridges, seen from afar, will span the approach ways to Frankfurt Airport.
- 133 m2 of advertising space will be at your disposal at the carpark glass bridge.
- An imposing advertising format next to the car park and directly to the exits of the Lufthansa Priority Check-in.
- Business travellers, decision makers and frequent flyers pass here, arriving by taxi or shuttle. Your XXL advertising.



Resource number:	206-0003
Location:	Access road terminal 1
Quantity:	1
Runtime:	1 month
Price*:	€ 38,140
Other costs*:	€ 40,310 production costs (including assembly / disassembly and other ancillary costs such as work platform, shut-off devices, road closures, etc.)
Size:	18,640 x 7,180 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

GLASS BRIDGE – PARKING GARAGE



JET BRIDGES – AREA PACKAGE A / Z

OUTDOOR



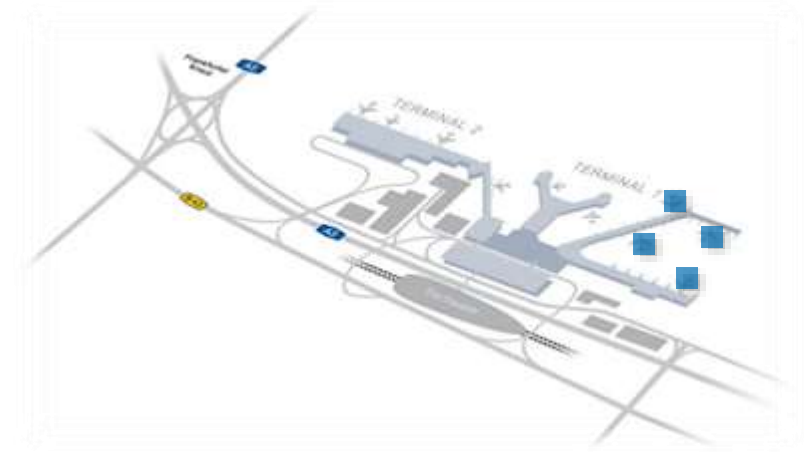
118 passenger boarding bridges

Selection possible according to target groups

Exclusive booking possible

No problem in docking

- Our jet bridges on the runway are probably the most flexible advertising format at Frankfurt Airport.
- These impressive 118 advertising corridors are passed by over 69.5 million passengers a year (2019 survey) from all parts of the world. The A/Z Package contains 48 of these.
- Due to their striking position, the motifs on the passenger boarding bridges can be seen from a number of locations – from the departure gates, from the apron, from the skyline and the passenger busses.
- Depending on the target group you are aiming for, you can select by area and by pier.



Resource number:	NW-400-011
Location:	Terminal 1 – gates A and Z
Quantity:	48
Runtime:	1 year
Price*:	Price on request
Other costs*:	Production costs on request

JET BRIDGES – AREA PACKAGE B / C

■ OUTDOOR



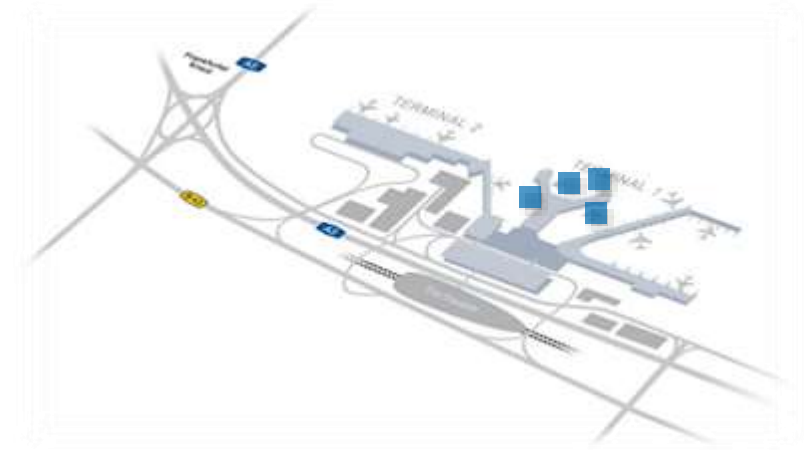
118 passenger boarding bridges

Selection possible according to target groups

Exclusive booking possible

No problem in docking

- Our jet bridges on the runway are probably the most flexible advertising format at Frankfurt Airport.
- These impressive 118 advertising corridors are passed by over 69.5 million passengers a year (2019 survey) from all parts of the world. The B/C Package contains 52 of these.
- Due to their striking position, the motifs on the passenger boarding bridges can be seen from a number of locations – from the departure gates, from the apron, from the skyline and the passenger busses.
- Depending on the target group you are aiming for, you can select by area and by pier.



Resource number:	NW-400-012
Location:	Terminal 1 – gates B and C
Quantity:	52
Runtime:	1 year
Price*:	On request
Other costs*:	Production costs on request

JET BRIDGES – AREA PACKAGE D / E

■ OUTDOOR



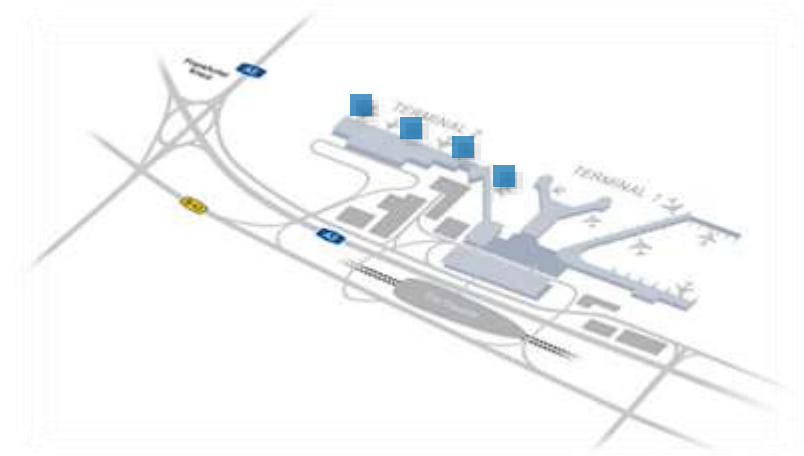
118 passenger boarding bridges

Selection possible according to target groups

Exclusive booking possible

No problem in docking

- Our jet bridges on the runway are probably the most flexible advertising format at Frankfurt Airport.
- These impressive 118 advertising corridors are passed by over 69.5 million passengers a year (2019 survey) from all parts of the world. The D/E Package contains 19 of these.
- Due to their striking position, the motifs on the passenger boarding bridges can be seen from a number of locations – from the departure gates, from the apron, from the skyline and the passenger busses.
- Depending on the target group you are aiming for, you can select by area and by pier.



Resource number:	NW-400-013
Location:	Terminal 2 – gates D and E
Quantity:	19
Runtime:	1 year
Price*:	On request
Other costs*:	Production costs on request

JET BRIDGES



MEGAPOSTER TERMINAL 1 – EXCLUSIVE BOOKING

OUTDOOR



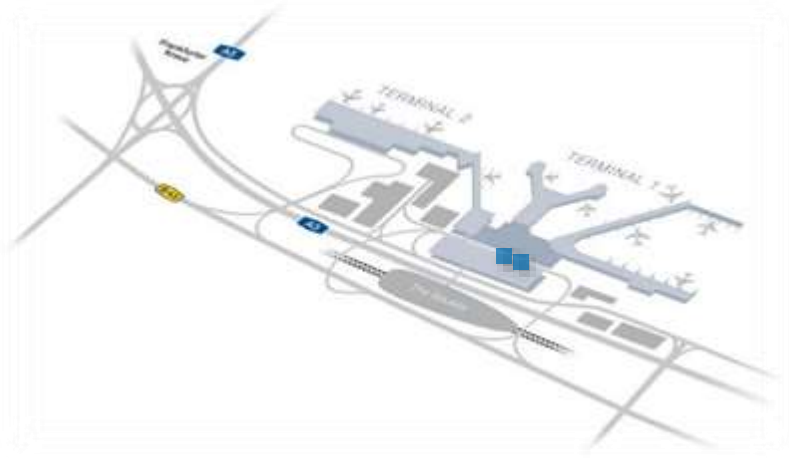
170m2 advertising space

T1 access road

Visibility guarantee

Your mega-impression at Terminal 1

- The two interactive mega posters strikingly ensure an unbeatable spread on the Sheraton façade.
- Because the two formats correspond vis-à-vis, they open up exciting potentialities for your interactive, smart campaigns.
- On a total of 170 m2, you will impress departing and arriving passengers, plus meeters and greeters.



Resource number:	NW-208-001
Location:	Access road terminal 1
Quantity:	1 x 2
Runtime:	1 month
Price*:	€ 62,030
Other costs*:	each € 4.869,70 Production costs (costs for assembly and disassembly are not included)
Size:	2 x 7,200 x 11,900 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

MEGAPOSTER TERMINAL 1

▪ OUTDOOR



170m2 advertising space

T1 access road

Visibility guarantee

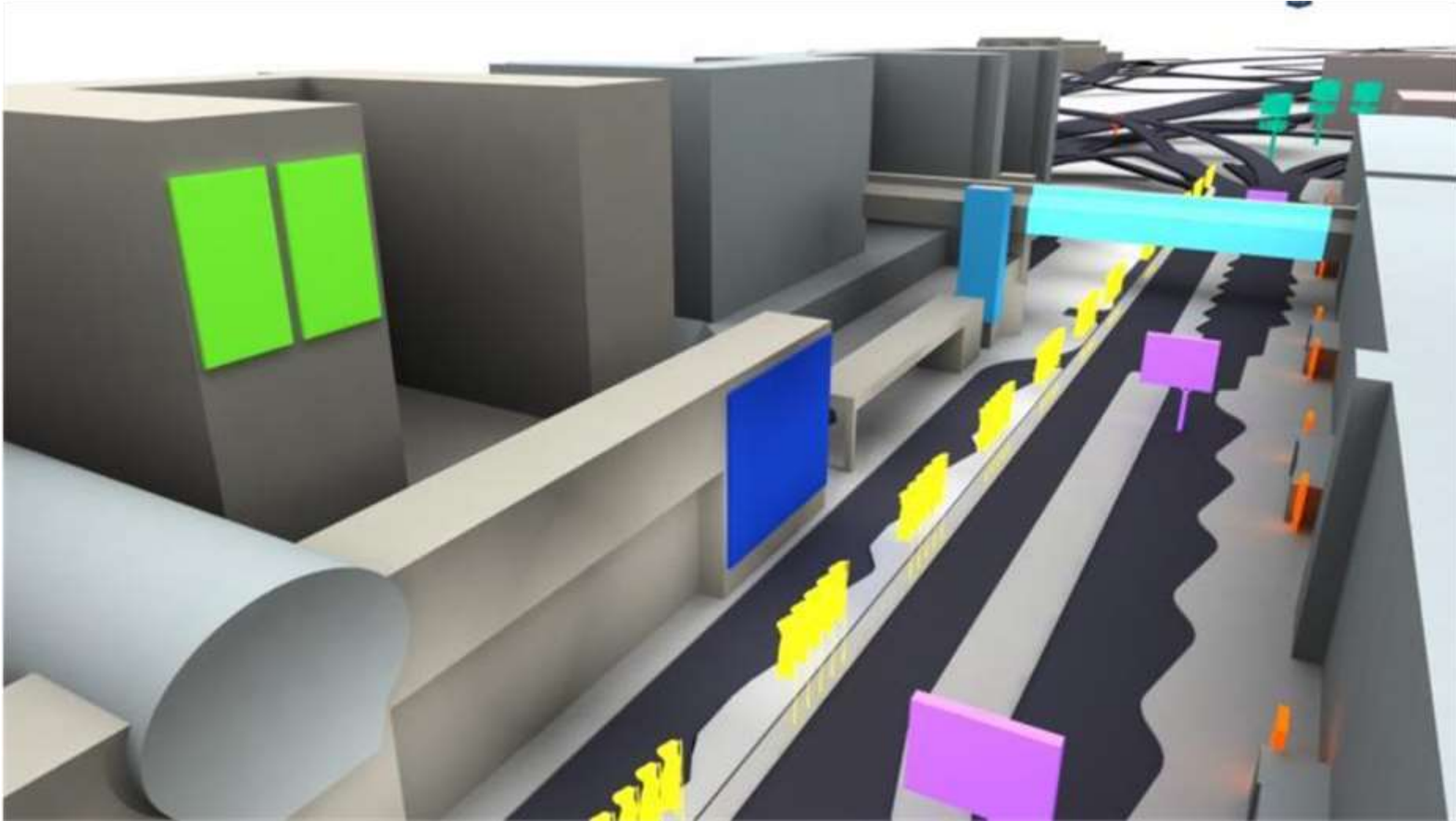
- Your mega-impression at Terminal 1**
- The two interactive mega posters strikingly ensure an unbeatable spread on the Sheraton façade.
 - Because the two formats correspond vis-à-vis, they open up exciting potentialities for your interactive, smart campaigns.
 - On a total of 170 m2, you will impress departing and arriving passengers, plus meeters and greeters.



Resource number:	208-0001 /-0002
Location:	Access road terminal 1
Quantity:	1
Runtime:	1 month
Price*:	€ 33,850 per site
Other costs*:	€ 4,870 production costs per site (costs for assembly and disassembly are not included)
Size:	7,200 x 11,900 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

MEGAPOSTER TERMINAL 1



CAR PARK ADVERTISING – BARRIERS

OUTDOOR



Parking garages at both terminals

Enormous reach

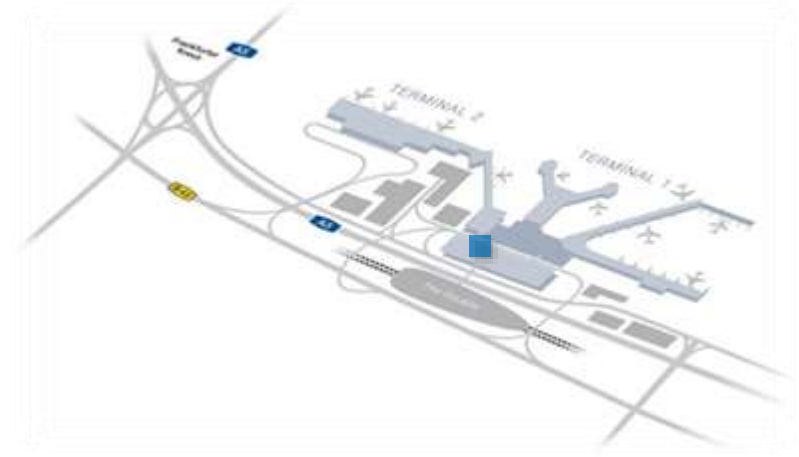
Can be combined with wall panels and barrier banners

Here you have absolute priority

- Advertising on the multi-storey car parks at the two terminals offers you a portfolio of the most varied formats. The 111 barrier banners are as effective as low-threshold.
- Their spread is broad, however, since some 40 percent of passengers come with their own motor vehicle to Frankfurt Airport.
- Among people driving their own cars, you will catch business travellers and decision makers with particular frequency.

Your Plus:

- The car-park package combines barrier advertising and wall panels – a real boost for your brand.
- Additional exciting multiple contacts are offered by the further media spaces in the multi-storey car park areas, such as the Digital Roadshow at the exit from the car park at Terminal 1.



Resource number:	020-0001
Location:	Parking garage
Quantity:	111 barrier banners
Passenger type:	Departures, arrivals, meeters & greeters
Runtime:	3 months
Price*:	€ 19,020 / month
Other costs*:	€ 8,200 production costs
Size:	1,220 x 340 mm 1,600 x 340 mm 1,850 x 410 mm

THE TOWER

■ OUTDOOR



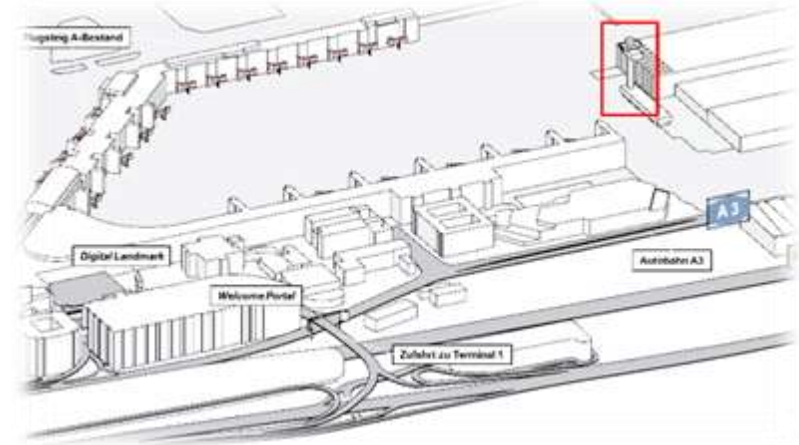
**Over 400m2 advertising space
at a height of 50m**

Visible from all directions

Enormous long-distance effect

We guarantee absolute air supremacy

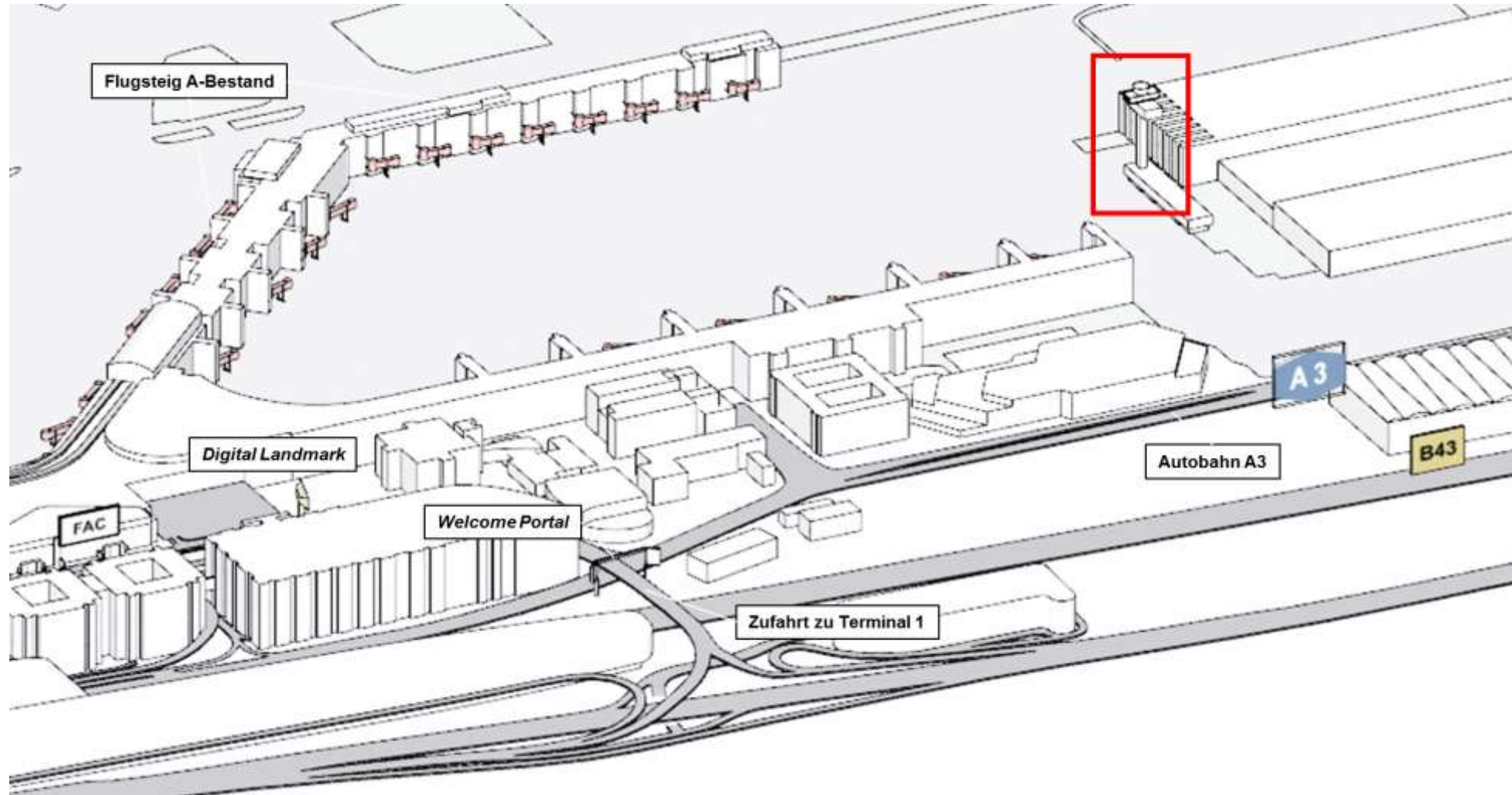
- The Tower brings your brand up higher than anything else: 50 metres in height, your brand will positively hover over the runways.
- With an advertising space of 400 m2 on the four concentric Tower sides, your communication is not only visible from countless touchpoints at Frankfurt Airport, but also further afield.
- The majestic building, with its strong symbolic power, is the most important building in the airport and will cast a powerful tone upon your brand.



Resource number:	204-0001
Location:	Apron
Quantity:	1
Runtime:	1 month
Price*:	€ 85,030
Other costs*:	€ 120,770 Production costs (production, assembly, disassembly, inspection)
Size:	27.75 m x 6 m = 2 x 165.45 m² 9.83 m x 6 m = 2 x 60 m² minus ventilation grille on 2 sides = approx. 430 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

THE TOWER



TRITOWERS – EXCLUSIVE BOOKING

■ OUTDOOR



Two advertising towers

280m2 advertising space at a height of 30m

Backlit Landmarks

Eye-catching visibility for your brand

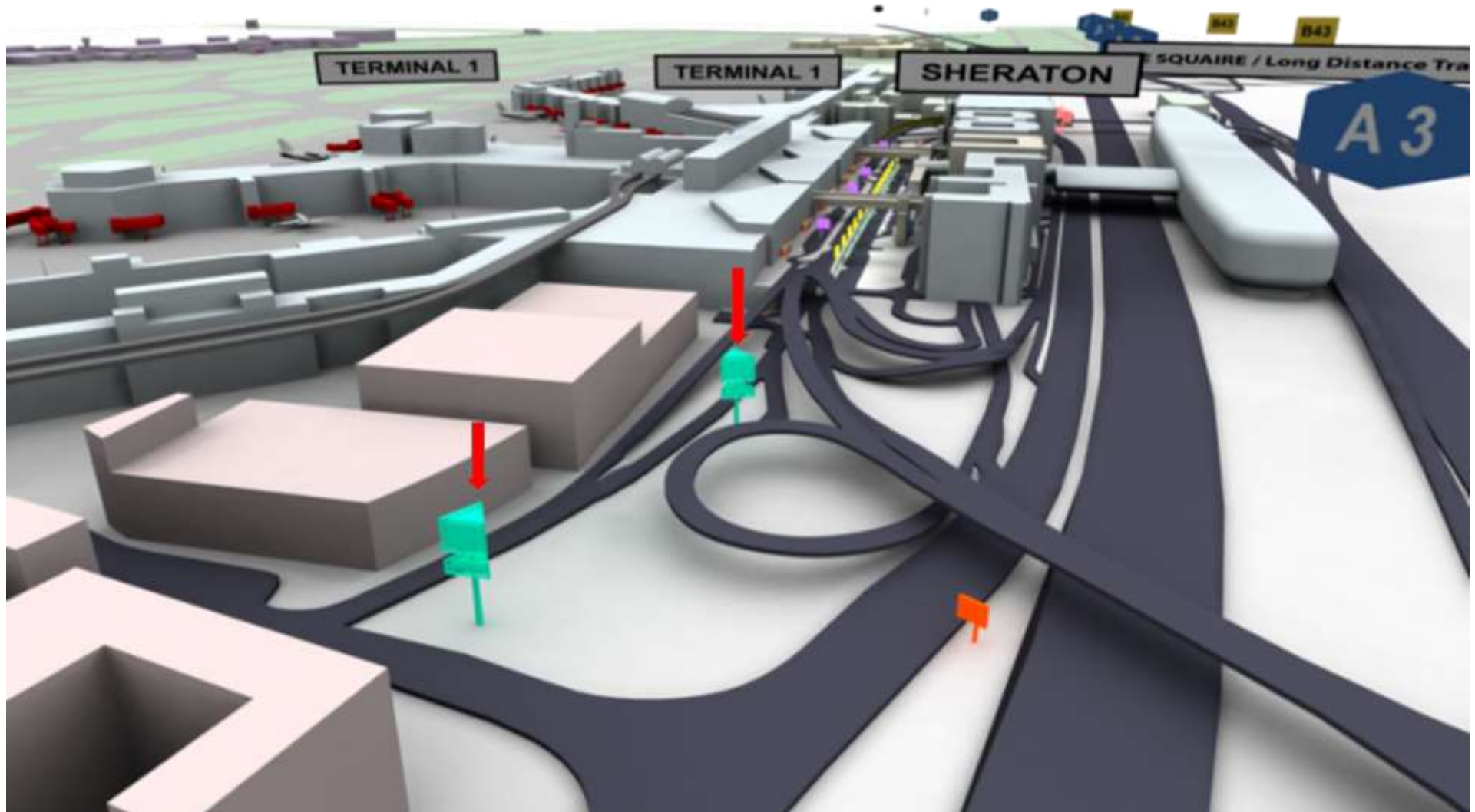
- The TriTowers are positioned in a strategically unbeatable way: rising proudly to 30 metres, the "light" houses between Terminal 1 and the A3 Motorway overlook the entire motor traffic right round Frankfurt Airport.
- These spectacular landmarks, with a surface of 280 m2, are brilliantly backlit and shine far beyond the airport. Thus you will reach departing and arriving passengers, their visitors – and even passing motorists as well.



Resource number:	NW-212-001
Location:	Between terminal 1 and the A3 motorway
Quantity:	1 x 2
Runtime:	6 months
Price*:	€ 28,210 / month
Other costs*:	each Tri Tower € 56,411 Production costs (includes one-time production, assembly, disassembly)
Size:	Six spaces per tower: 3 spaces at 10,000 x 7,500 mm 3 spaces at 10,000 x 1,930 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

TRITOWERS



DIGITAL WELCOME PORTAL

OUTDOOR



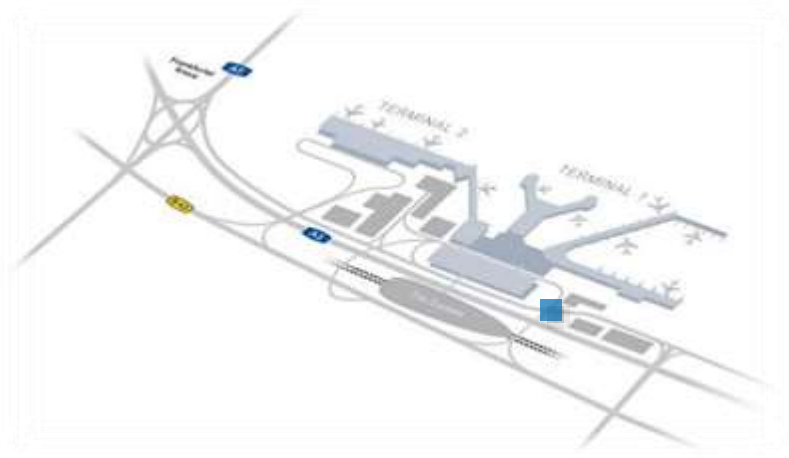
Central T1 access road

Impressive
6 x 4.70 metres

First contact point for
arrivals via the access road

Your brand at the airport's first touchpoint

- Passengers begin their journey at Frankfurt Airport with the Welcome Portal.
- At the gateway to the Terminal 1 access road, your brand will practically become the gate to the airport.
- The twin displays of 6 x 4.70 meters with trend-setting LED technology and a brilliant pixel pitch of 3.9 millimeters are the ideal stage for creative, astonishing communication ideas.
- The playout is digital as a still image.



Resource number:	NW-305-001
Location:	Approach road to terminal 1
Quantity:	1
Slots:	1/3
Spot length:	60 sec
Runtime:	1 week
Price*:	€ 16,300
Other costs*:	€ 1,750 handling fee
Size:	Two displays at 4,720 x 6,020 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

WELCOME PORTAL



5



PROMOTION

Landsite

Promotion Points Landside – departures

Promotion Points Landside – arrivals



A TOP-CLASS ENVIRONMENT

Frankfurt Airport is not just a major international travel hub but, with 40,000 m² of retail space, it is also one of the biggest shopping malls in Frankfurt. Here you will find a premium environment, featuring many luxury and brand shops, a high-end duty-free range, and high-quality food services.

So many successful promotions lead directly to the surrounding shops – thus visibly raising their sales figures. In the public area you will also catch many visitors, greeters and meeters, who are bridging their waiting periods and are thankful for many an attractive impression. Utilise at this point the opportunity for charming promotions with exceptionally resounding effect.

PROMOTION POINT LANDSIDE – DEPARTURES

■ TERMINAL 1 PROMOTION – PUBLIC



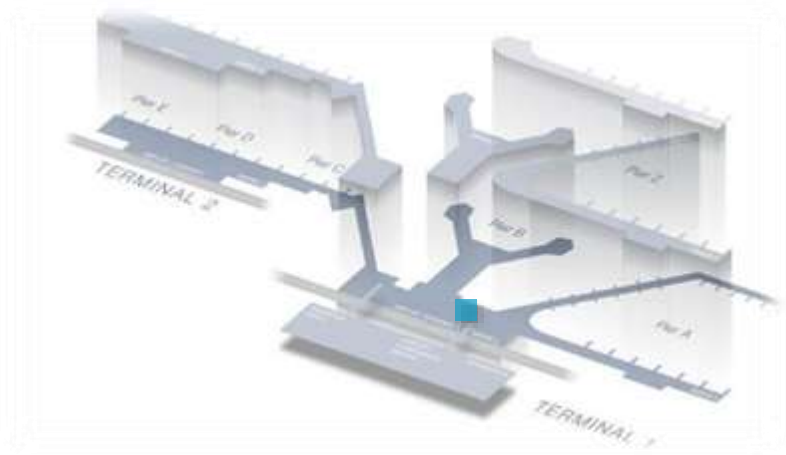
Ideal for sales campaigns

Interactive media also usable

Large number of frequent flyers

Experience tour for your brand on the shopping boulevard

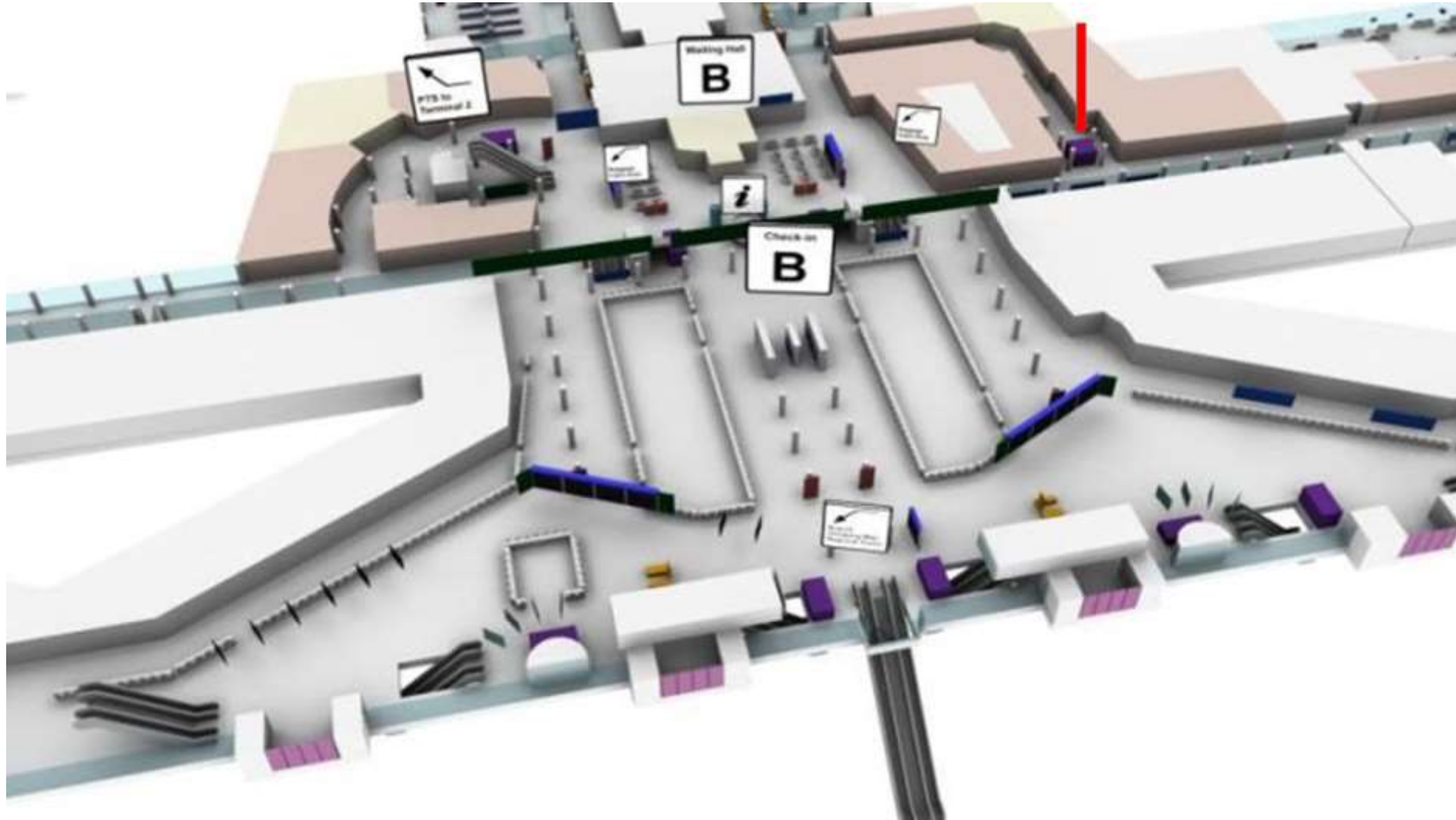
- This promotion point captivates through its position – directly adjacent to the shops – where people are glad to stick around a bit longer.
- Located in the middle of the shopping passage in the shop and food-services area in front of the security checkpoint, here you will gain a highly various audience, of departing passengers and the people accompanying them.
- Through interactive facilities and touchpoints you will reach your customers even more directly.
- This location is ideal for sales campaigns, particularly on the shopping boulevard.



Resource number:	017-0005
Location:	Shopping Boulevard, Connecting A / B, level 2
Quantity:	1
Passenger type:	Departing / connecting passengers and shop environment
Runtime:	1 month
Price*:	€ 39,020
Other costs*:	€ 2,500 Handling fee
Area (L x W):	6 x 4 m = 24 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – DEPARTURES



PROMOTION POINT LANDSIDE – DEPARTURES

■ TERMINAL 1 PROMOTION – PUBLIC



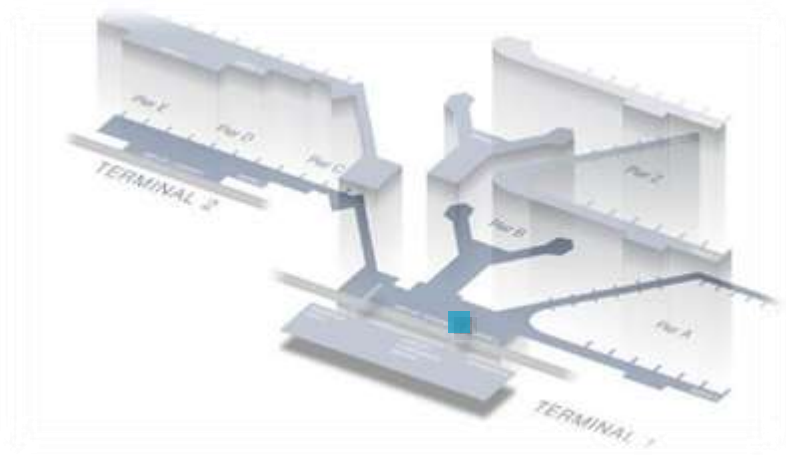
Experience tour for your brand at the check-in in Hall B West

- This promotion point captivates through its position directly in the check-in and waiting area opposite the exit to the long-distance railway station
- Here you will catch a highly various audience, of departing passengers and the people accompanying them.
- Through interactive facilities and touchpoints you will reach your customers even more directly.

Ideal for sales campaigns

Interactive media also usable

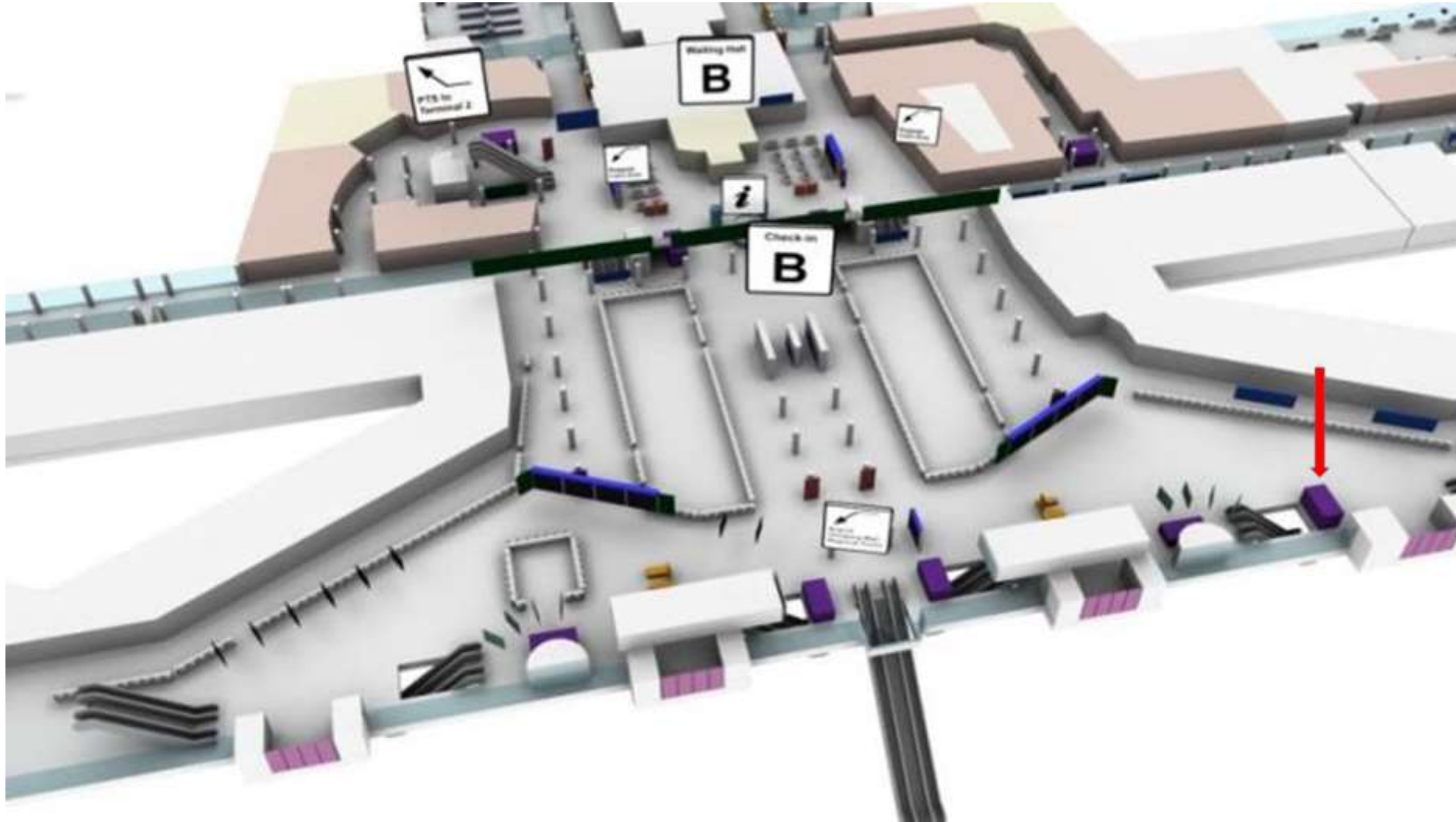
Large number of frequent flyers



Resource number:	017-0004
Location:	Check-in hall B west, level 2, opposite the entrance to the long-distance train station / parking garage 33
Quantity:	1
Passenger type:	Departures
Runtime:	1 month
Price*:	€ 35,510
Other costs*:	€ 2,500 Handling fee
Area (L x W):	5,4 x 3 m = 16,20 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – DEPARTURES



PROMOTION POINT LANDSIDE – DEPARTURES

■ TERMINAL 1 PROMOTION – PUBLIC



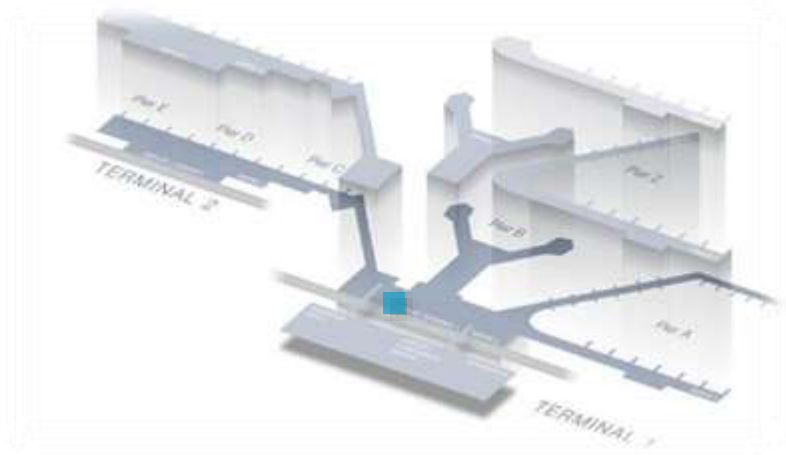
Ideal for sales campaigns

Interactive media also usable

Large number of frequent flyers

Experience tour for your brand at the flight display board

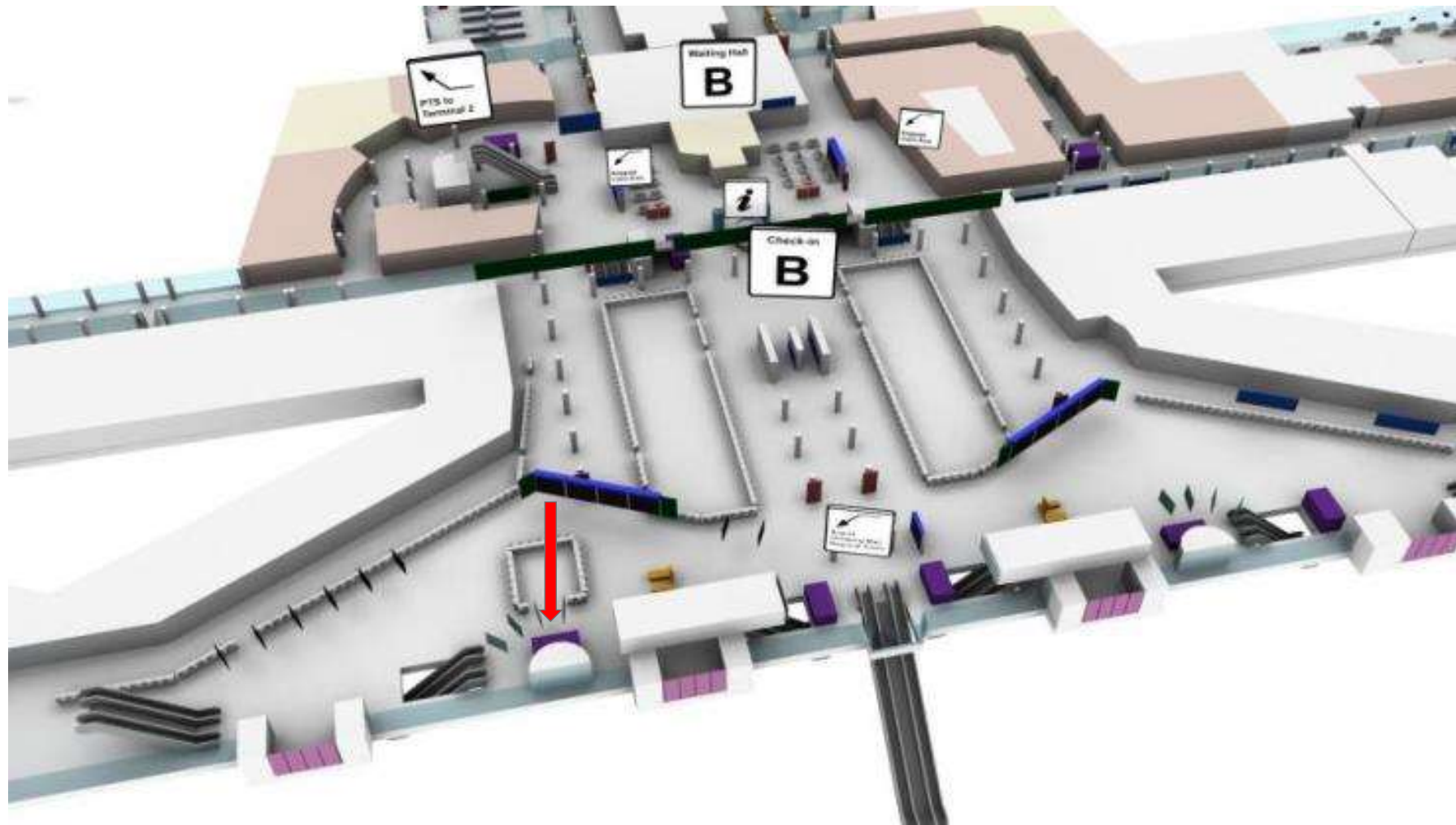
- This promotion point captivates through its position – directly adjacent to the most important flight display boards. People are keen to stick around a bit longer here.
- Situated in the check-in and waiting area, here you will catch a highly various audience, of departing passengers and the people accompanying them.
- Through interactive facilities and touchpoints you will reach your customers even more directly.



Resource number:	017-0008
Location:	Check-in hall B east
Quantity:	1
Passenger type:	Departures
Runtime:	1 month
Price*:	€ 34,760
Other costs*:	€ 2,500 Handling fee
Area (L x W):	6 x 2,4 m = 14,40 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – DEPARTURES



PROMOTION POINT LANDSIDE – DEPARTURES

■ TERMINAL 1 PROMOTION – PUBLIC



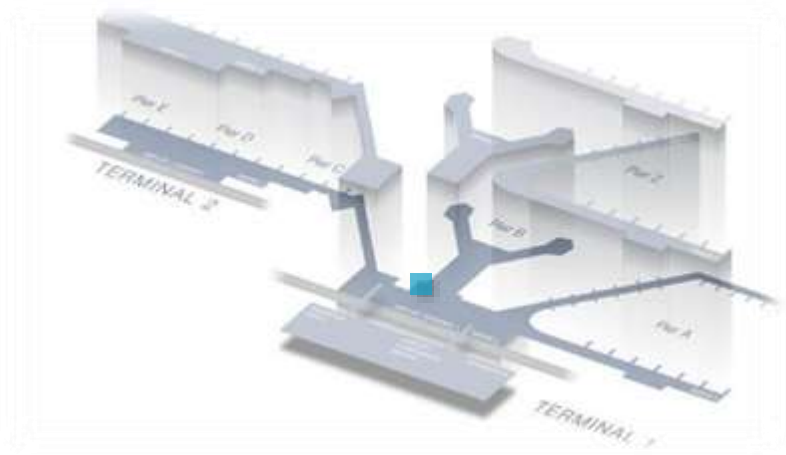
Ideal for sales campaigns

Interactive media also usable

Large number of frequent flyers

Experience tour for your brand in the shopping avenue

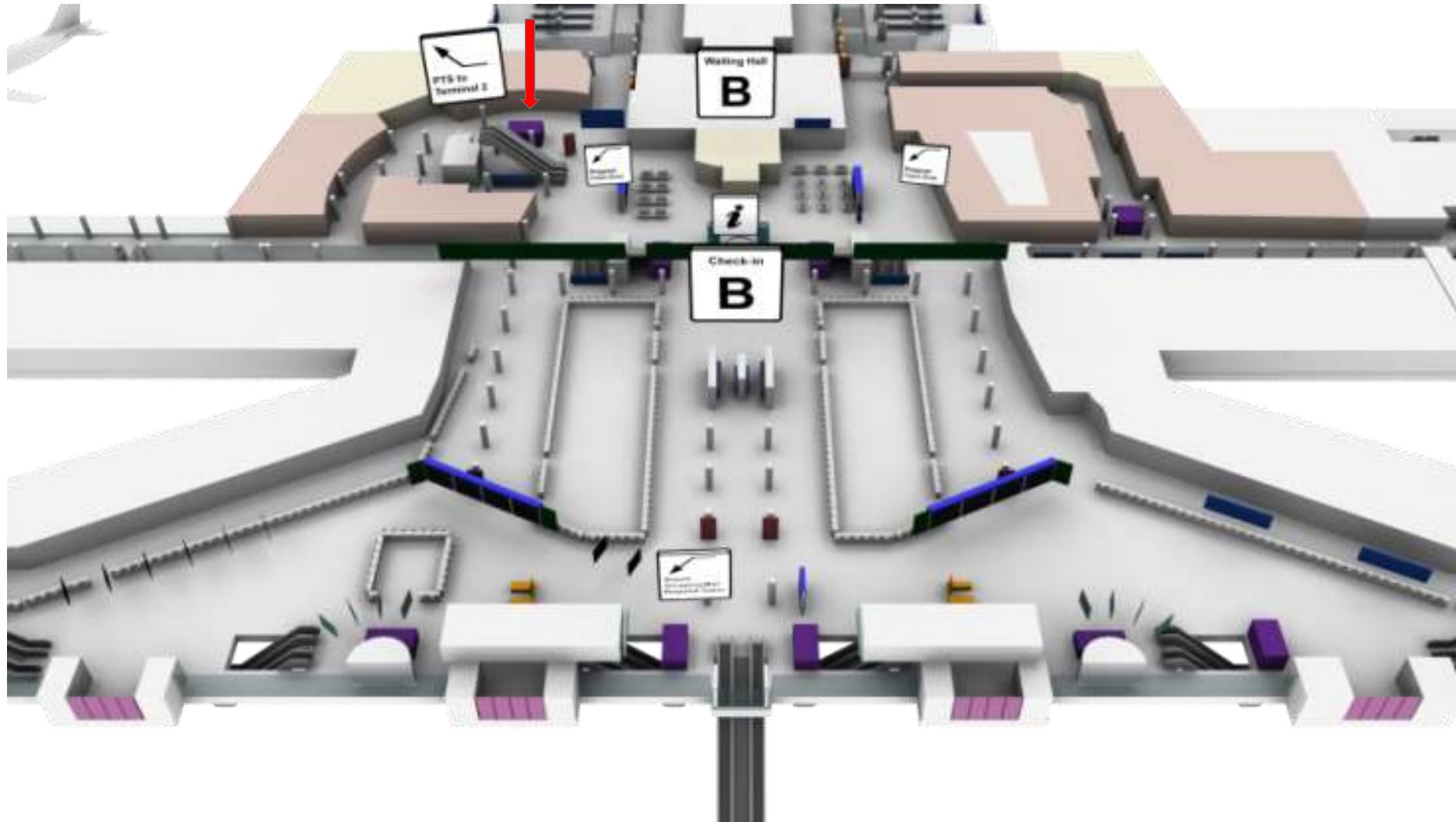
- This promotion point captivates by its position – directly adjacent to the shops – where people are glad to stick around a bit longer.
- Situated in the shopping and food-services area in front of the security check, here you will catch a highly various audience, of departing passengers and the people accompanying them.
- Through interactive facilities and touchpoints you will reach your customers even more directly.
- This location is ideal for sales campaigns, particularly on the shopping avenue.



Resource number:	017-0003
Location:	Shopping avenue, in the vicinity of the departure lounge marketplace B inland, level 2
Quantity:	1
Passenger type:	Departures and shop environment
Runtime:	1 month
Price*:	€ 32,790
Other costs*:	€ 2,500 Handling fee
Area (L x W):	3 x 6 m = 18 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – DEPARTURES



PROMOTION POINT LANDSIDE – DEPARTURES

■ TERMINAL 1 PROMOTION – PUBLIC



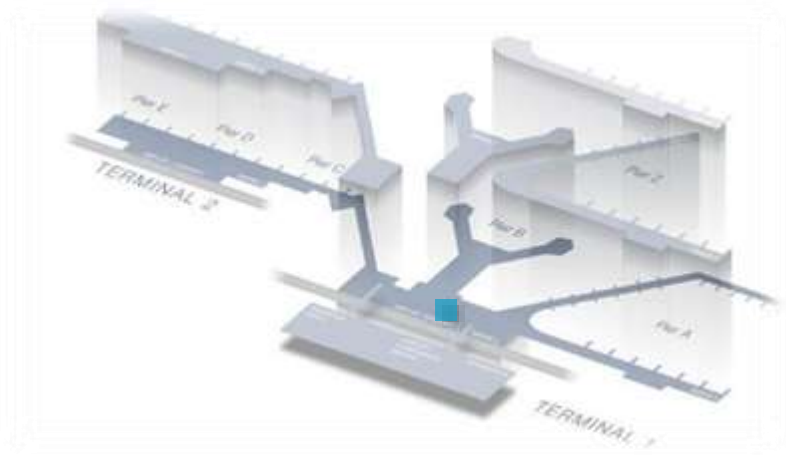
Ideal for sales campaigns

Interactive media also usable

Large number of frequent flyers

Experience tour for your brand at the Hall B Market Place

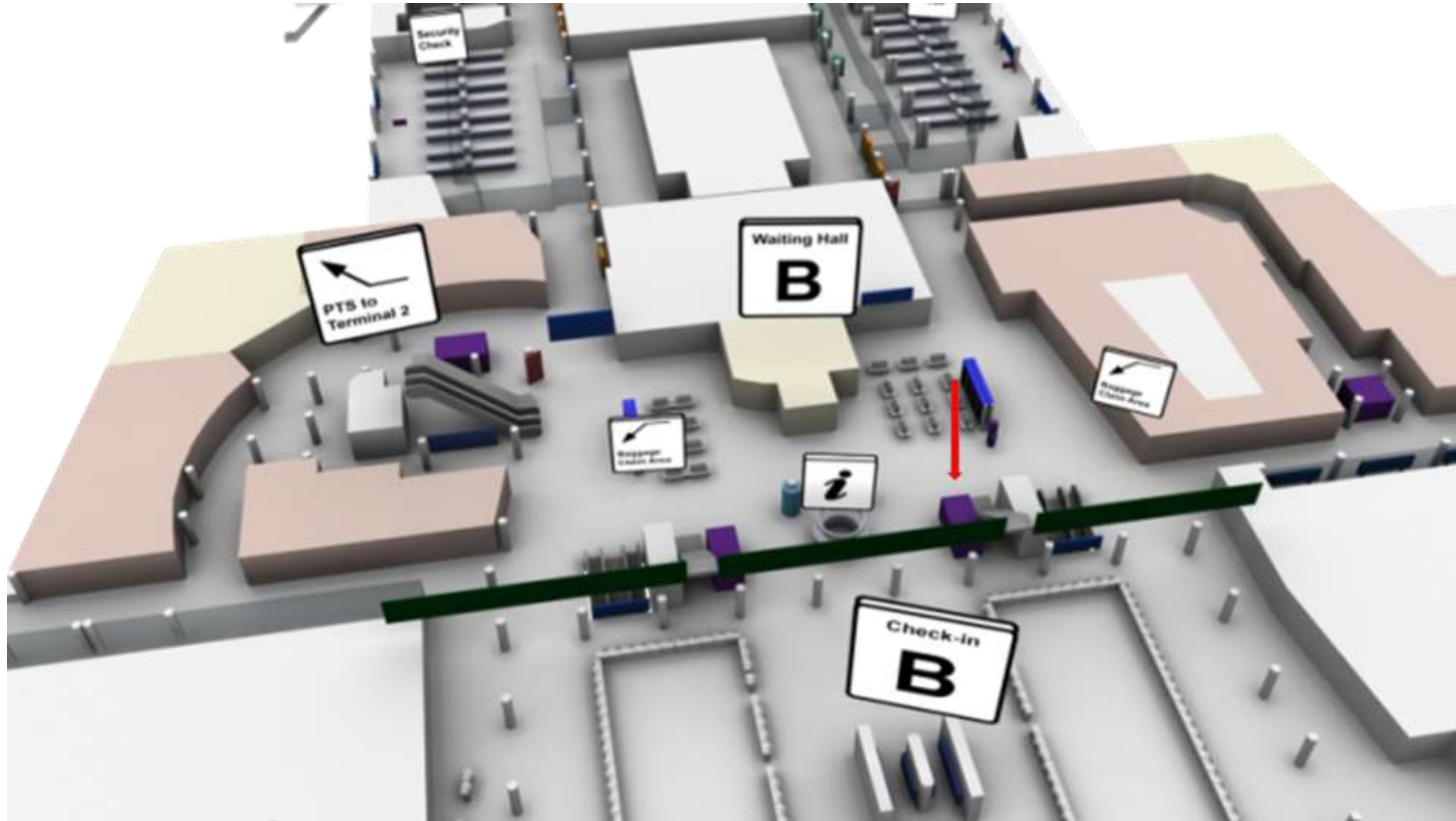
- This promotion point captivates by its position – directly adjacent to the shops – where people are glad to stick around a bit longer.
- Situated in the shopping and food-services area in front of the security checkpoint, here you will catch a highly various audience, of departing passengers and the people accompanying them.
- Through interactive facilities and touchpoints you will reach your customers even more directly.



Resource number:	017-0006
Location:	Between check-in hall B and marketplace departure lounge B inland, level 2
Quantity:	1
Passenger type:	Departures and shop environment
Runtime:	1 month
Price*:	€ 32,790
Other costs*:	€ 2,500 Handling fee
Area (L x W):	B west: 6 x 3 m = 18 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – DEPARTURES



PROMOTION POINT LANDSIDE – DEPARTURES

■ TERMINAL 1 PROMOTION – PUBLIC



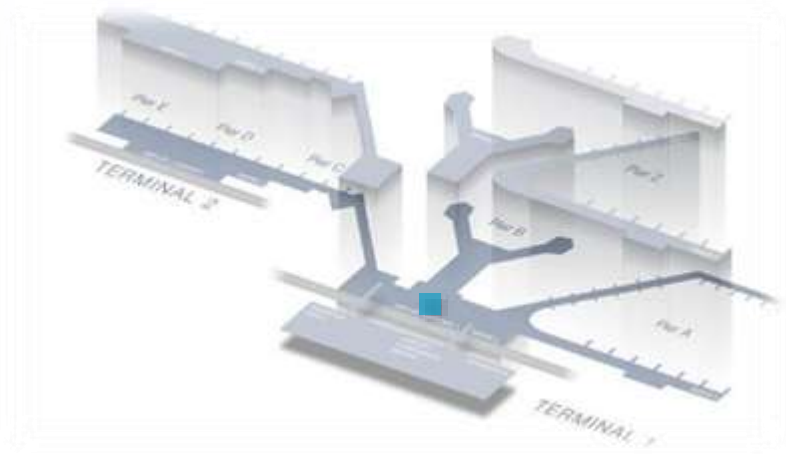
Ideal for sales campaigns

Interactive media also usable

Large number of frequent flyers

Experience tour for your brand at the Hall B check-in

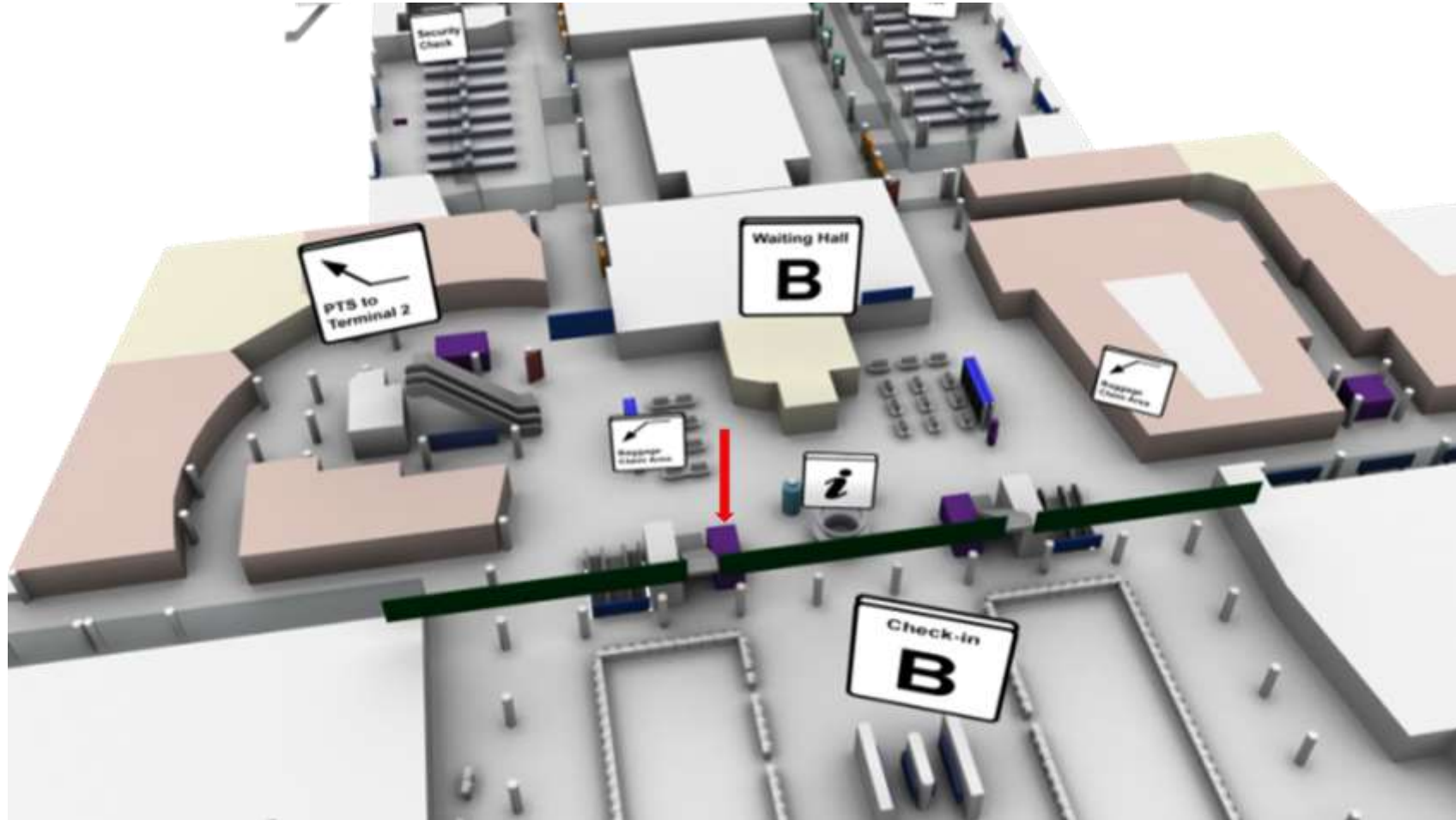
- This promotion point captivates by its position – directly adjacent to the shops – where people are glad to stick around a bit longer.
- Situated in the shopping and food-services area in front of the security checkpoint, here you will catch a highly various audience, of departing passengers and the people accompanying them.
- Through interactive facilities and touchpoints you will reach your customers even more directly.



Resource number:	017-0007
Location:	Between check-in hall B and marketplace departure lounge B inland, level 2
Quantity:	1
Passenger type:	Departures and shop environment
Runtime:	1 month
Price*:	€ 32,790
Other costs*:	€ 2,500 Handling fee
Area (L x W):	B east: 6 x 3 m = 18 m ²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – DEPARTURES



PROMOTION POINT LANDSIDE – DEPARTURES

■ TERMINAL 2 PROMOTION – PUBLIC



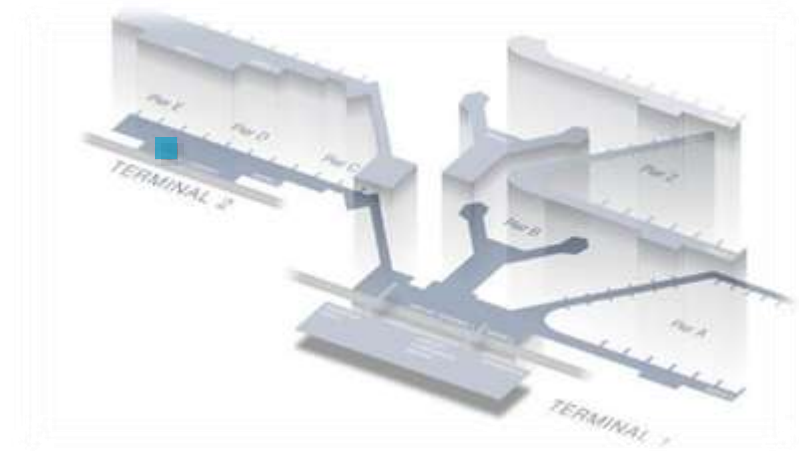
Experience tour for your brand at the Hall E check-in

- This promotion point captivates by its position – directly adjacent to the shops – where people are glad to stick around a bit longer.
- Situated in the check-in area in Hall E, you will catch a highly various audience, of departing passengers and the people accompanying them.
- Through interactive facilities and touchpoints you will reach your customers even more directly.

Ideal for sales campaigns

Interactive media also usable

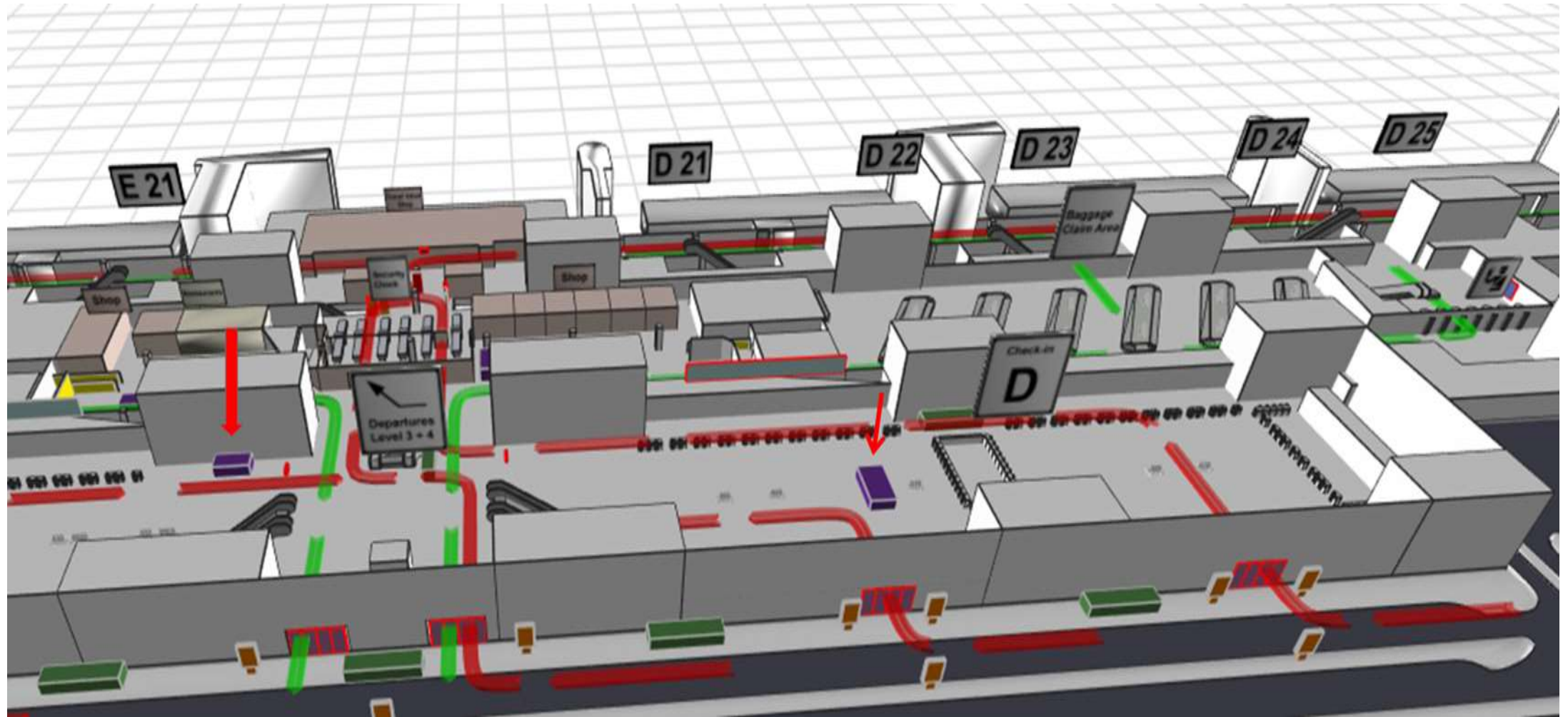
Large number of frequent flyers



Resource number:	017-0032
Location:	Check-in hall E, level 2
Quantity:	1
Passenger type:	Departures
Runtime:	1 month
Price*:	€ 21,770
Other costs*:	€ 2,500 Handling fee
Area (L x W):	6 x 3 m = 18 m ²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – DEPARTURES



PROMOTION POINT LANDSIDE – DEPARTURES

■ TERMINAL 2 PROMOTION – PUBLIC



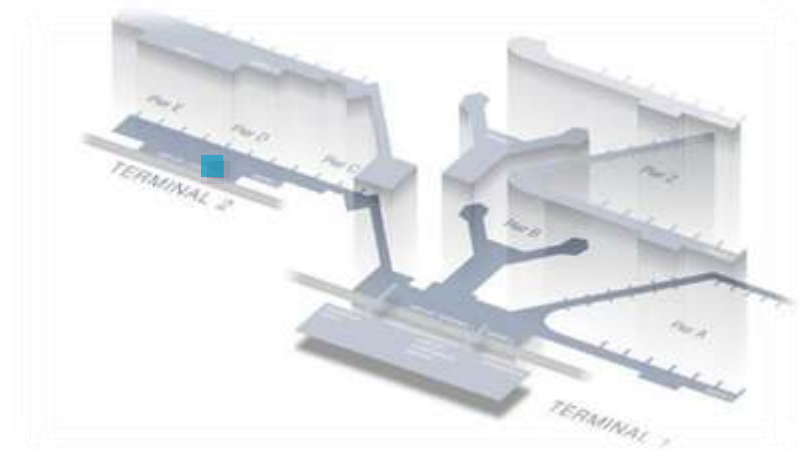
Ideal for sales campaigns

Interactive media also usable

Large number of frequent flyers

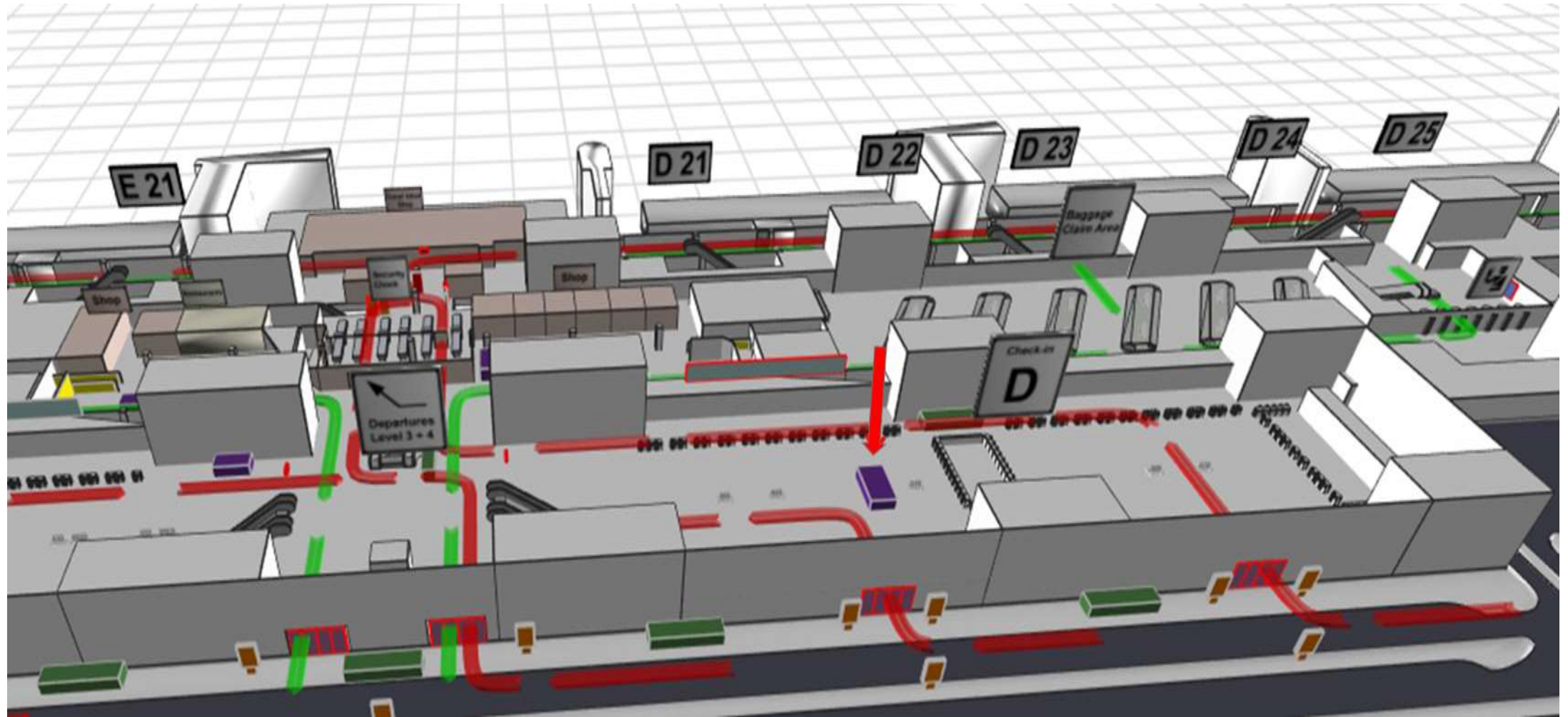
Experience tour for your brand at the check-in in Hall D

- This promotion point captivates by its position – directly adjacent to the shops – where people are glad to stick around a bit longer.
- Situated in the check-in area in Hall D directly adjacent to the shops, here you will catch a varied audience, of departing passengers and the people accompanying them.
- Through interactive facilities and touchpoints you will reach your customers even more directly.



Resource number:	017-0031
Location:	Check-in hall D, level 2
Quantity:	1
Passenger type:	Departures
Runtime:	1 month
Price*:	€ 21,510
Other costs*:	€ 2,500 Handling fee
Area (L x W):	7 x 4 m = 28 m ²

PROMOTION POINT LANDSIDE – DEPARTURES



PROMOTION POINT LANDSIDE – DEPARTURES

■ TERMINAL 1 PROMOTION – PUBLIC



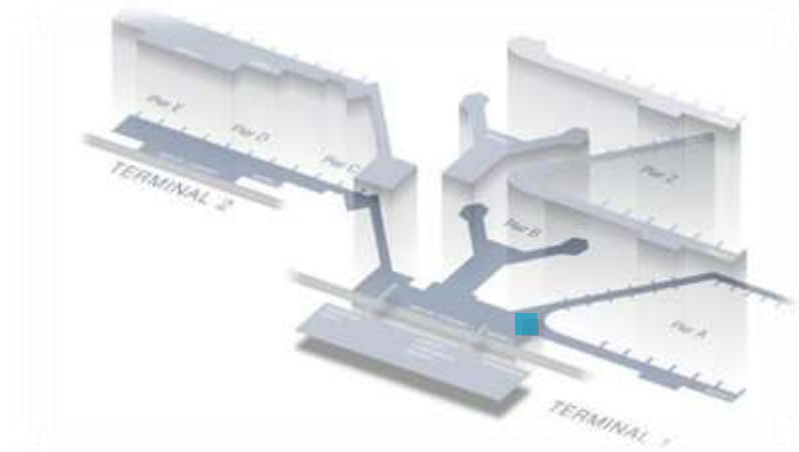
Ideal for sales campaigns

Interactive media also usable

Large number of frequent flyers

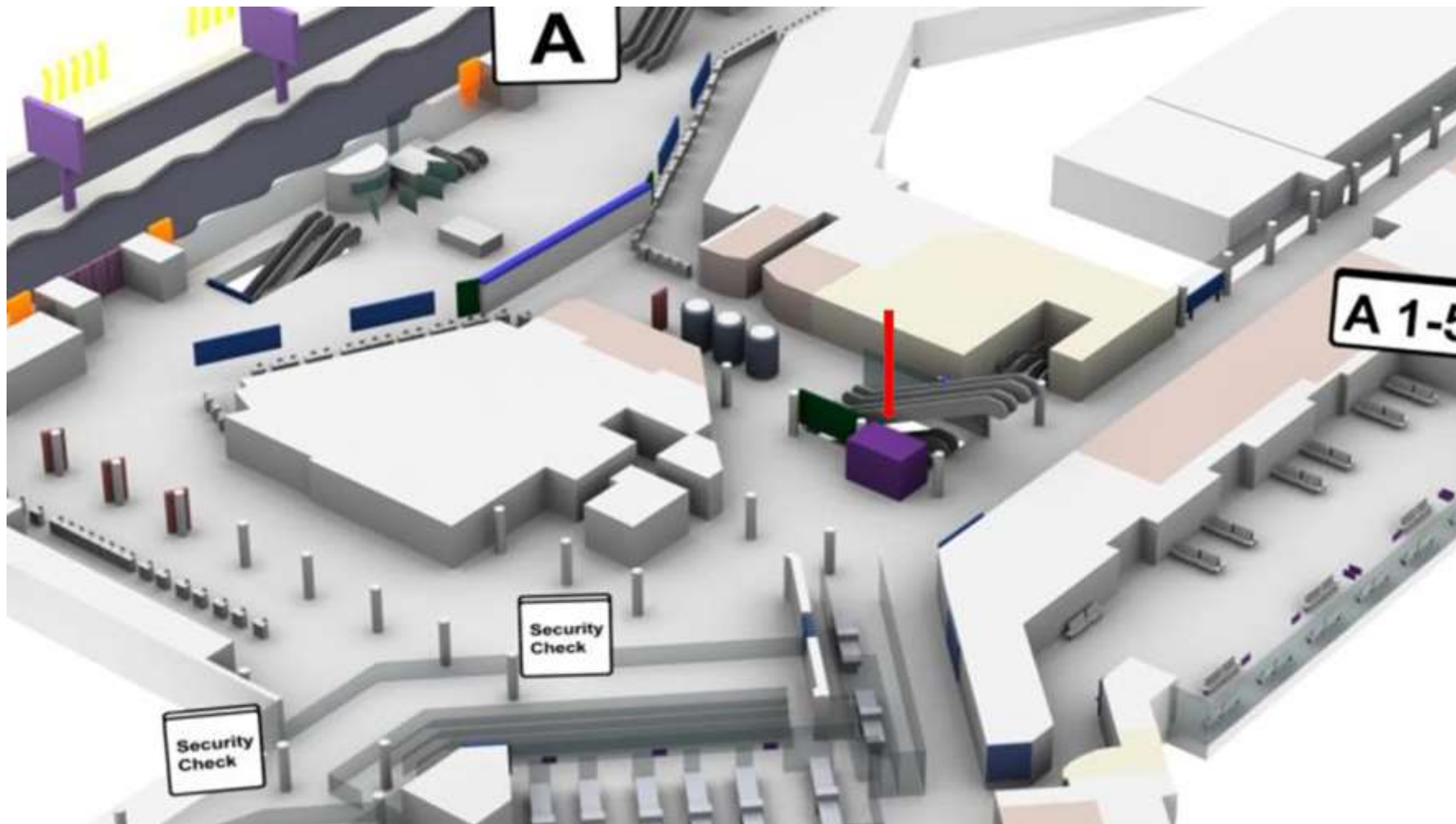
Experience tour for your brand at Security Checkpoint A

- This promotion point captivates by its position – directly adjacent to the shops – where people are glad to stick around a bit longer.
- Located directly on the path to Security Checkpoint A and directly adjacent to the shops, here you will catch a highly varied audience, of departing passengers and the people accompanying them.
- Through interactive facilities and touchpoints you will reach your customers even more directly.



Resource number:	017-0011
Location:	At the entrance to security checkpoint A
Quantity:	1
Passenger type:	Departures
Runtime:	1 month
Price*:	€ 44,540
Other costs*:	€ 2,500 Handling fee
Area (L x W):	5,3 x 3,2 m = 16,96 m²

PROMOTION POINT LANDSIDE – DEPARTURES



PROMOTION POINT LANDSIDE – ARRIVALS

■ TERMINAL 1 PROMOTION – PUBLIC



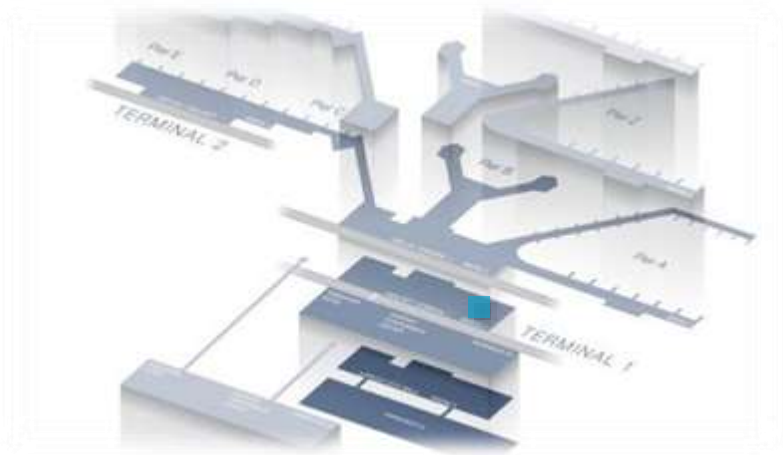
Spot landing for your dialogue at Arrivals Hall A

- This promotion point surprises not just arriving passengers but also those accompanying them. 36 percent are picked up on their arrival.
- Directly positioned in public Arrivals Hall A, you have a free hand for surprising and entertaining campaigns.
- Through this exhibition space you will also reach a large number of business travellers prior to trade fairs or events.
- This high visitor footfall is also exciting particularly for short-term sales campaigns, e.g. at the end of the holiday season.

Display space

Large number of visitors

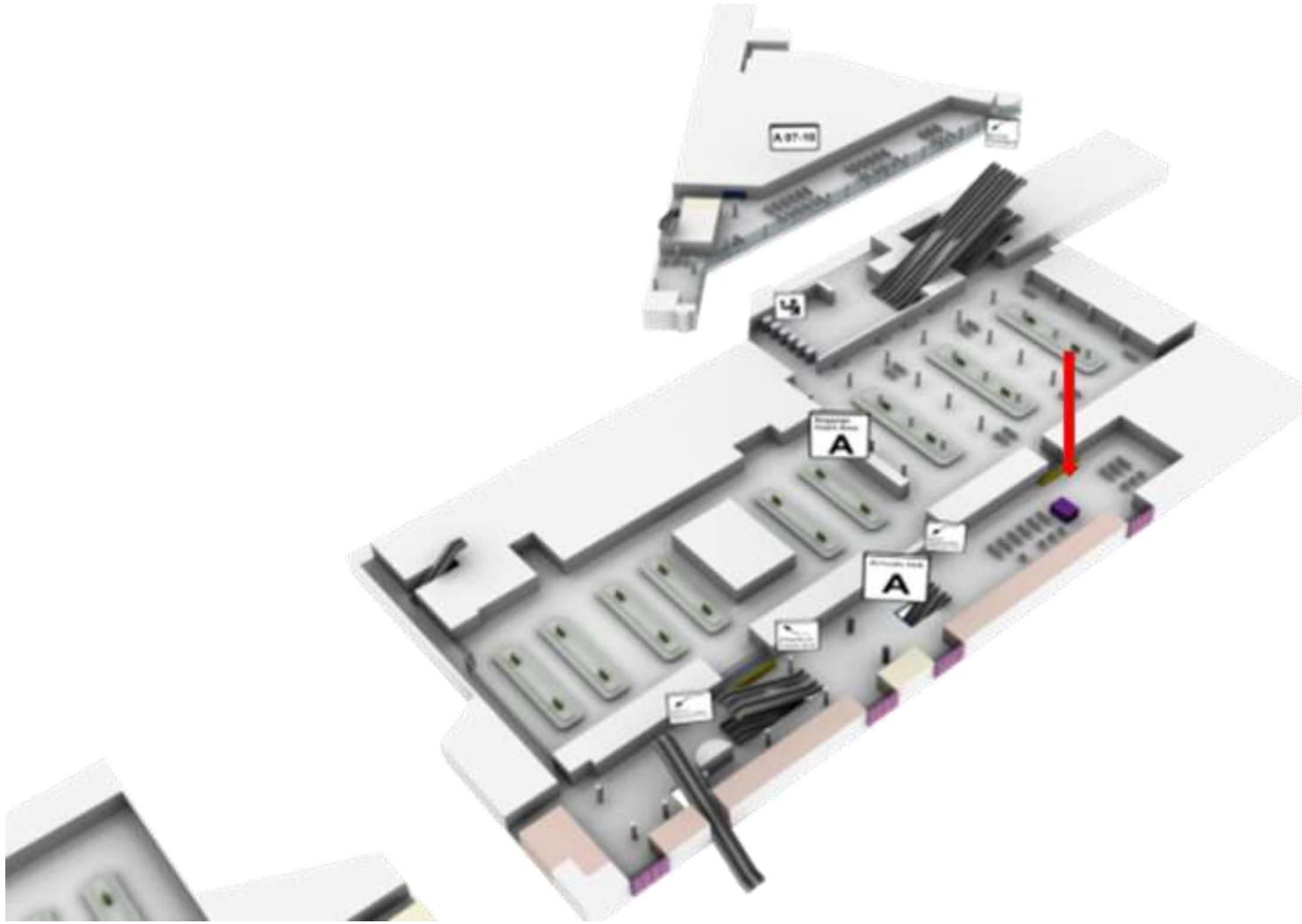
Ideal for short-term campaigns



Resource number:	017-0018
Location:	Arrivals hall A, Landsite, level 1
Quantity:	1
Passenger type:	Arrivals and meeters & greeters
Runtime:	1 month
Price*:	€ 12,830
Other costs*:	€ 2,500 Handling fee
Area (L x W):	5 x 4 m = 20 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – ARRIVALS



PROMOTION POINT LANDSIDE – ARRIVALS

■ TERMINAL 1 PROMOTION – PUBLIC



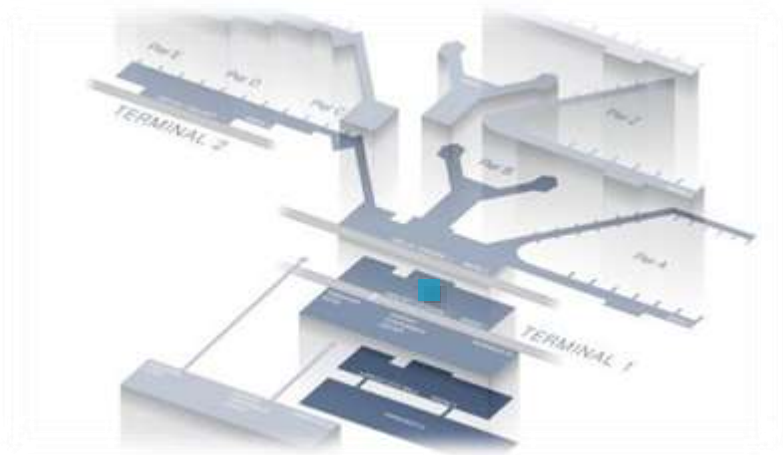
Display space

Large number of visitors

Ideal for short-term campaigns

Spot landing for your dialogue in Arrivals Hall B

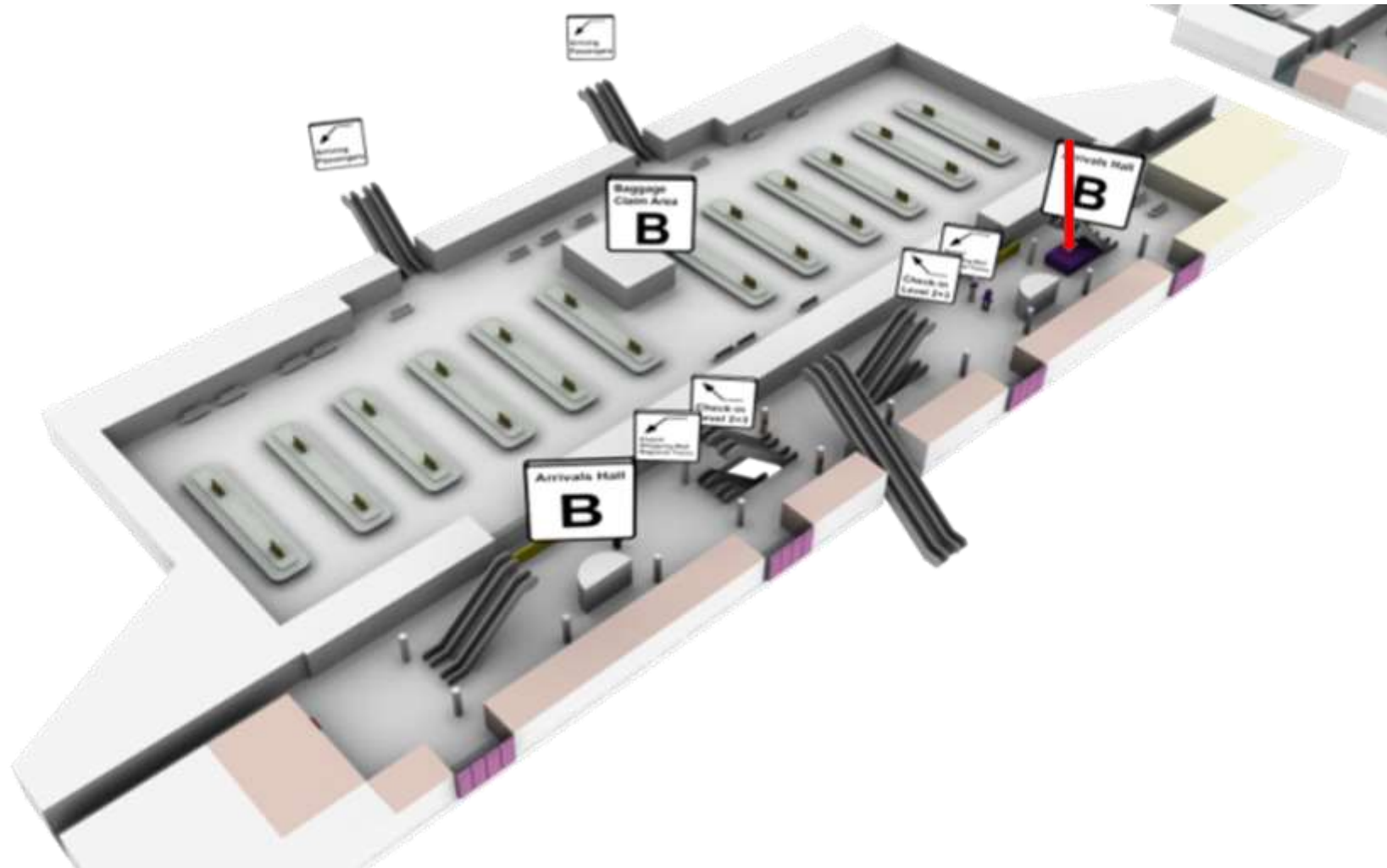
- This promotion point surprises not just arriving passengers but also those accompanying them. 36 percent are picked up on their arrival.
- Positioned directly in public Arrivals Hall B, in the waiting area and near to the shops and food services, you will have a free hand for surprising and entertaining sales campaigns.
- Through this exhibition space you will also reach a large number of business travellers prior to trade fairs or events.
- This high visitor footfall is also exciting particularly for short-term sales campaigns, e.g. at the end of the holiday season.



Resource number:	017-0009
Location:	Arrivals hall B, Landsite, level 1
Quantity:	1
Passenger type:	Arrivals and meeters & greeters
Runtime:	1 month
Price*:	€ 9,020
Other costs*:	€ 2,500 Handling fee
Area (L x W):	5.4 x 2.8 m = 15,12 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – ARRIVALS



PROMOTION POINT LANDSIDE – ARRIVALS

■ TERMINAL 1 PROMOTION – PUBLIC



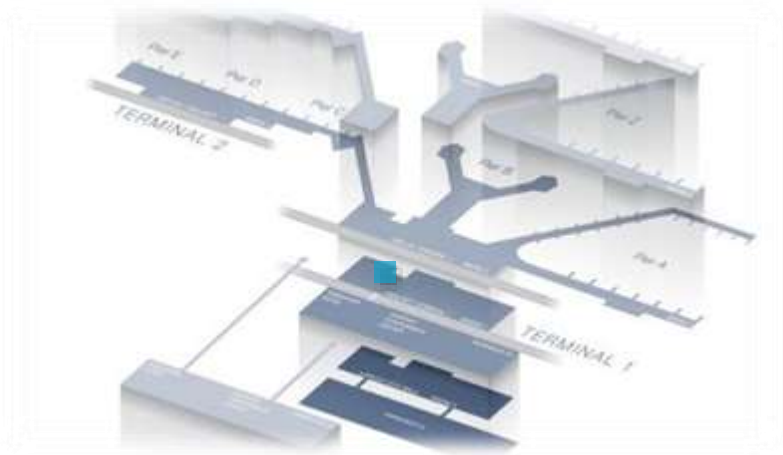
Spot landing for your dialogue in Arrivals Hall C

- This promotion point surprises not just arriving passengers but also those accompanying them. 36 percent are picked up on their arrival.
- Directly positioned in public Arrivals Hall C, you will have a free hand for surprising and entertaining campaigns.
- Through this exhibition space you will also reach a large number of private travellers.
- This high visitor footfall is also exciting particularly for short-term sales campaigns, e.g. at the end of the holiday season.

Display space

Large number of visitors

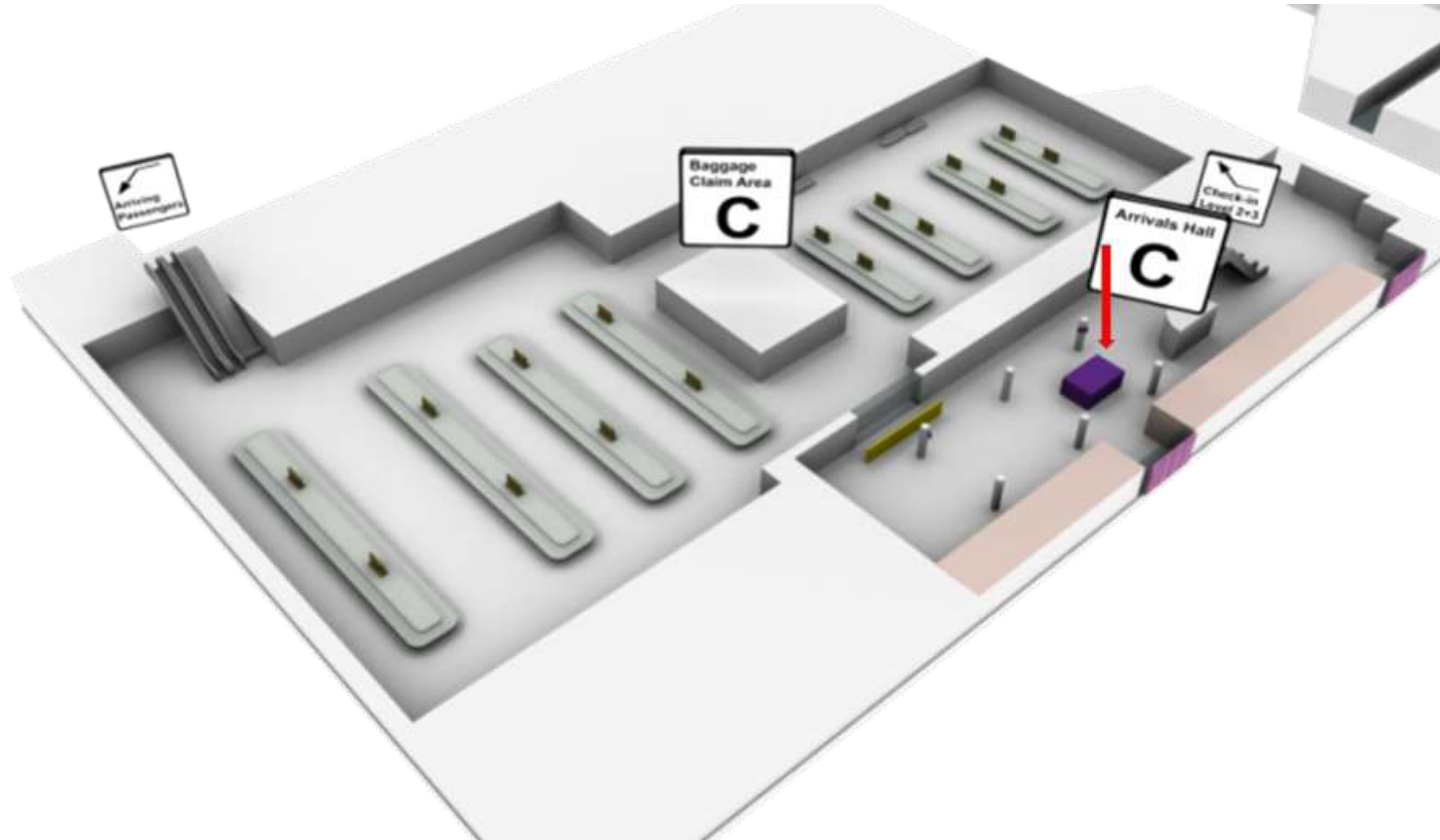
Ideal for short-term campaigns



Resource number:	017-0016
Location:	Arrivals hall C, Landsite, level 1
Quantity:	1
Passenger type:	Arrivals and meeters & greeters
Runtime:	1 month
Price*:	€ 8,740
Other costs*:	€ 2,500 Handling fee
Area (L x W):	6 x 3 m = 18 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – ARRIVALS



PROMOTION POINT LANDSIDE – ARRIVALS

■ TERMINAL 2 PROMOTION – PUBLIC



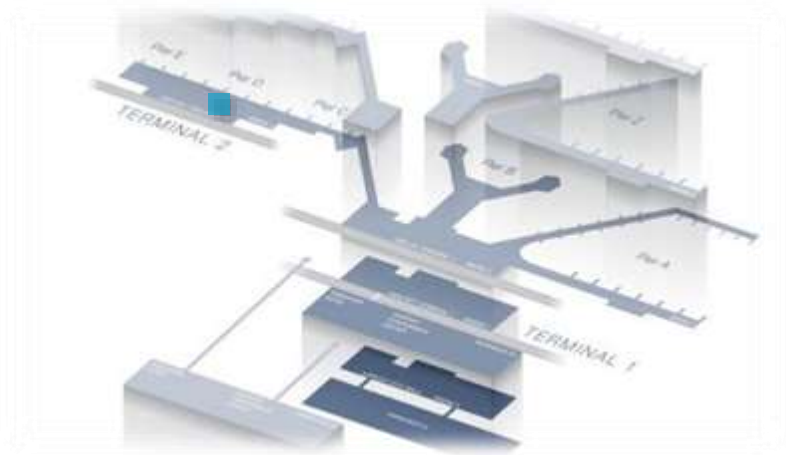
Spot landing for your dialogue in Arrivals Hall D

- This promotion point surprises not just arriving passengers but also those accompanying them. 36 percent are picked up on their arrival.
- Positioned directly in the waiting area in public Arrivals Hall D, you will have a free hand for surprising and entertaining sales campaigns.
- Through this exhibition space you will also reach a large number of private travellers.
- This high visitor footfall is also exciting particularly for short-term sales campaigns, e.g. at the end of the holiday season.

Display space

Large number of visitors

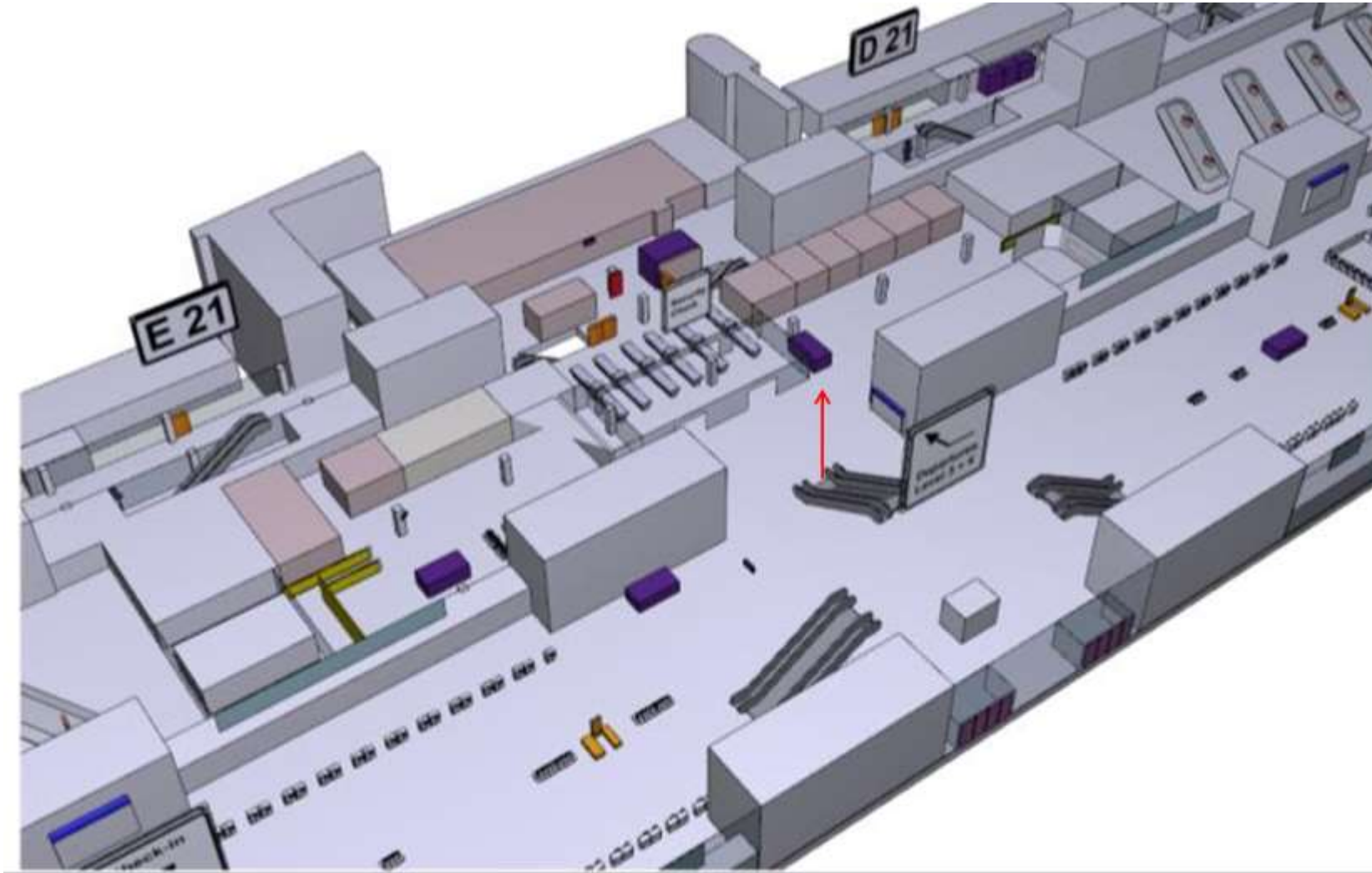
Ideal for short-term campaigns



Resource number:	017-0033
Location:	Arrivals hall D, level 2, in front of car rental center
Quantity:	1
Passenger type:	Arrivals and meeters & greeters
Runtime:	1 month
Price*:	€ 13,570
Other costs*:	€ 2,500 Handling fee
Area (L x W):	6 m x 3 m = 18 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – ARRIVALS



PROMOTION POINT LANDSIDE – ARRIVALS

■ TERMINAL 2 PROMOTION – PUBLIC



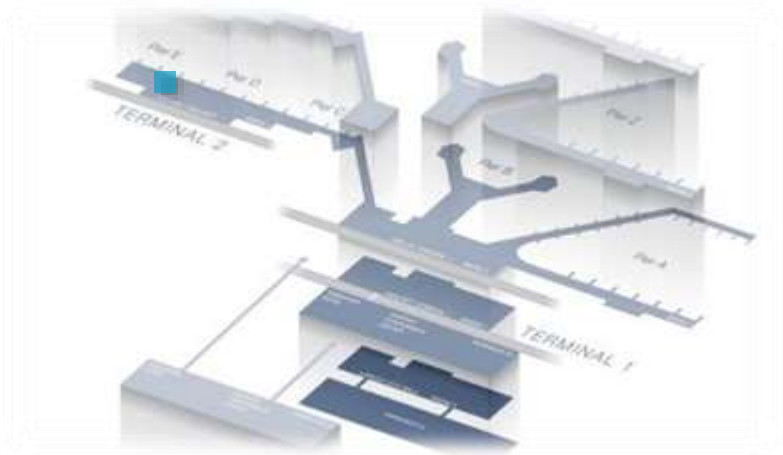
Display space

Large number of visitors

Ideal for short-term campaigns

Spot landing for your dialogue in Arrivals Hall E

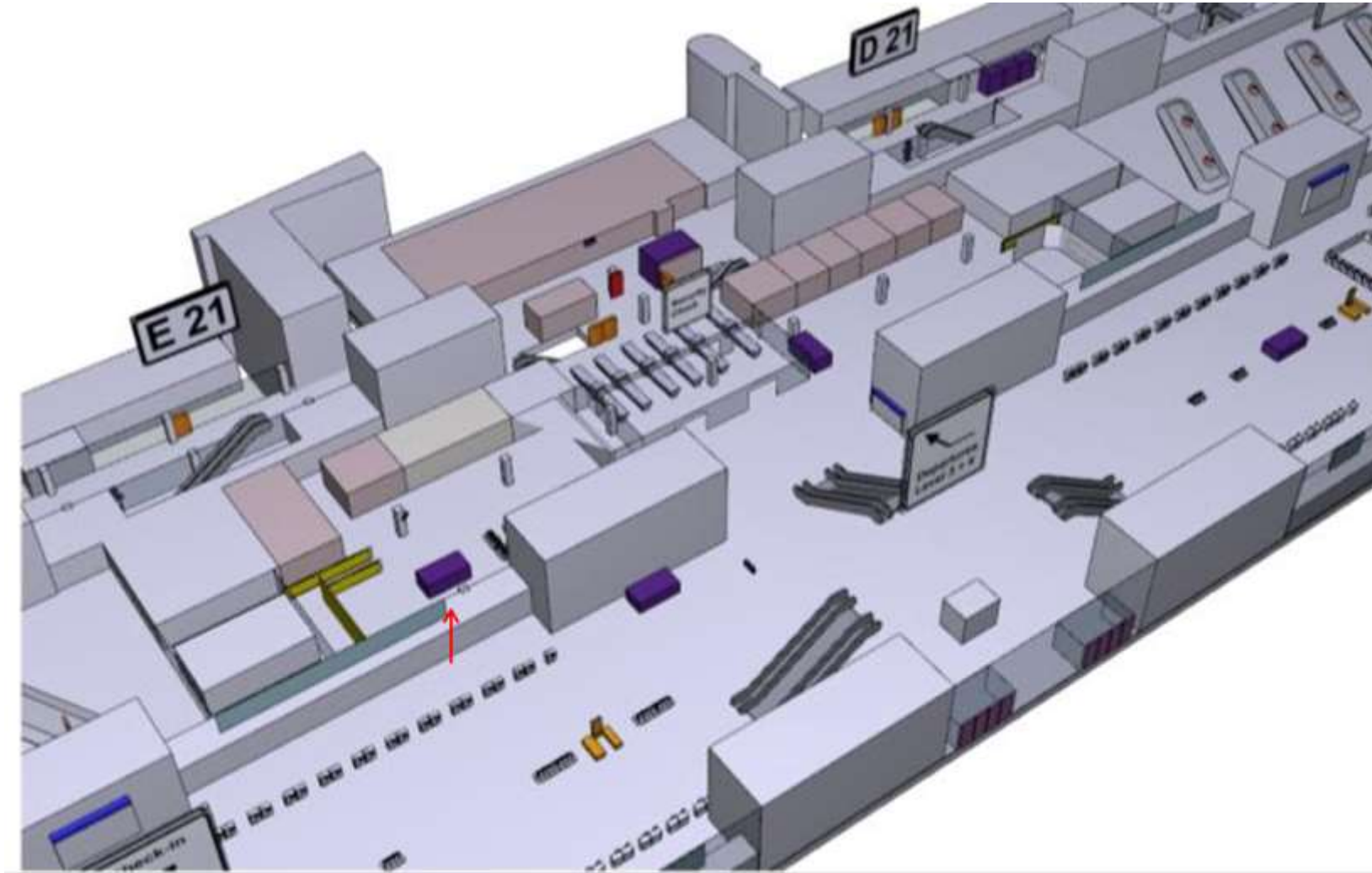
- This promotion point surprises not just arriving passengers but also those accompanying them. 36 percent are picked up on their arrival.
- Positioned directly in the waiting area in public Arrivals Hall E, you will have a free hand for surprising and entertaining sales campaigns.
- Through this exhibition space you will also reach a large number of private travellers.
- This high visitor footfall is also exciting particularly for short-term sales campaigns, e.g. at the end of the holiday season.



Resource number:	017-0034
Location:	Arrival hall E, Landsite, level 2
Quantity:	1
Passenger type:	Arrivals and meeters & greeters
Runtime:	1 month
Price*:	€ 8,460
Other costs*:	€ 2,500 Handling fee
Area (L x W):	6 m x 3 m = 18 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – ARRIVALS



PROMOTION POINT LANDSIDE – ARRIVALS

■ TERMINAL 1 PROMOTION – PUBLIC



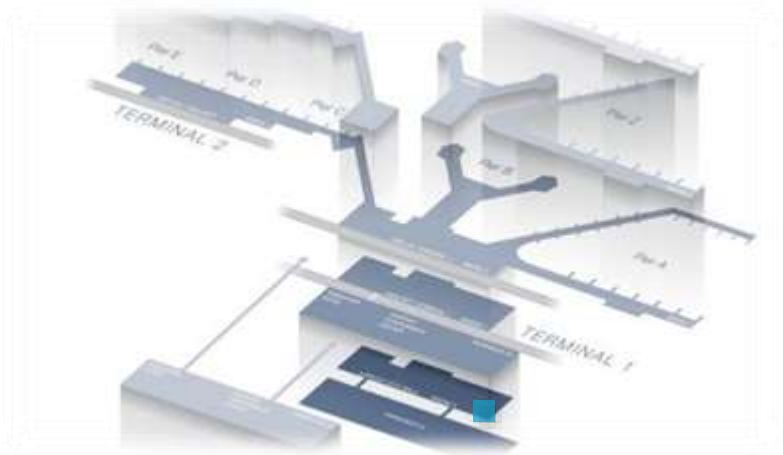
Spot landing for your dialogue in the car rental centre

- This promotion point surprises not just arriving passengers but also those accompanying them.
- Positioned directly at the high-footfall car rental centre, you will have a free hand for surprising and entertaining campaigns.
- Through this exhibition space you will also reach a large number of business travellers, e.g. with targeted trade-fair and event communication.
- This high visitor footfall is also exciting particularly for short-term sales campaigns, e.g. at the end of the holiday season.

Display space

Large number of visitors

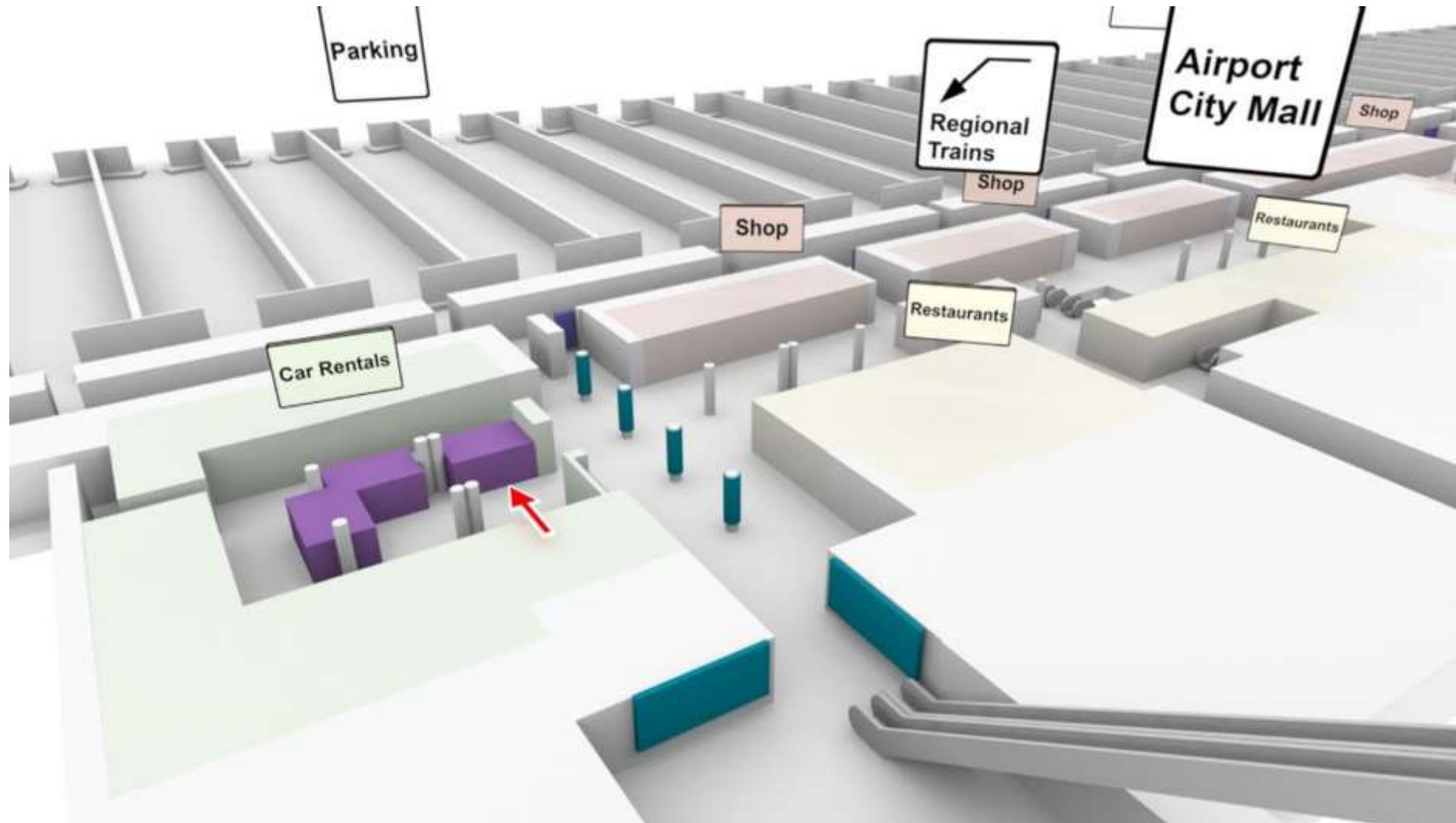
Ideal for short-term campaigns



Resource number:	017-0014
Location:	Car rental center, Landsite, level 0
Quantity:	1
Passenger type:	Arrivals and meeters & greeters
Runtime:	1 month
Price*:	€ 33,260
Other costs*:	€ 2,500 Handling fee
Area:	21.2 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – ARRIVALS



PROMOTION POINT LANDSIDE – ARRIVALS

■ TERMINAL 1 PROMOTION – PUBLIC



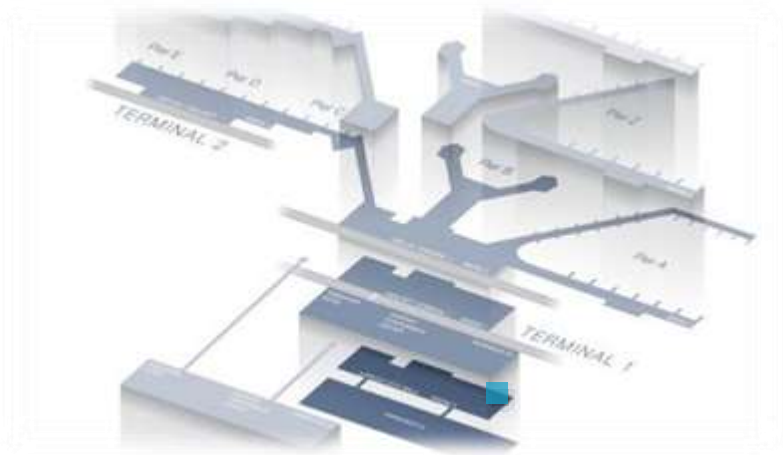
Display space

Large number of visitors

Ideal for short-term campaigns

Spot landing for your dialogue at the car rental centre

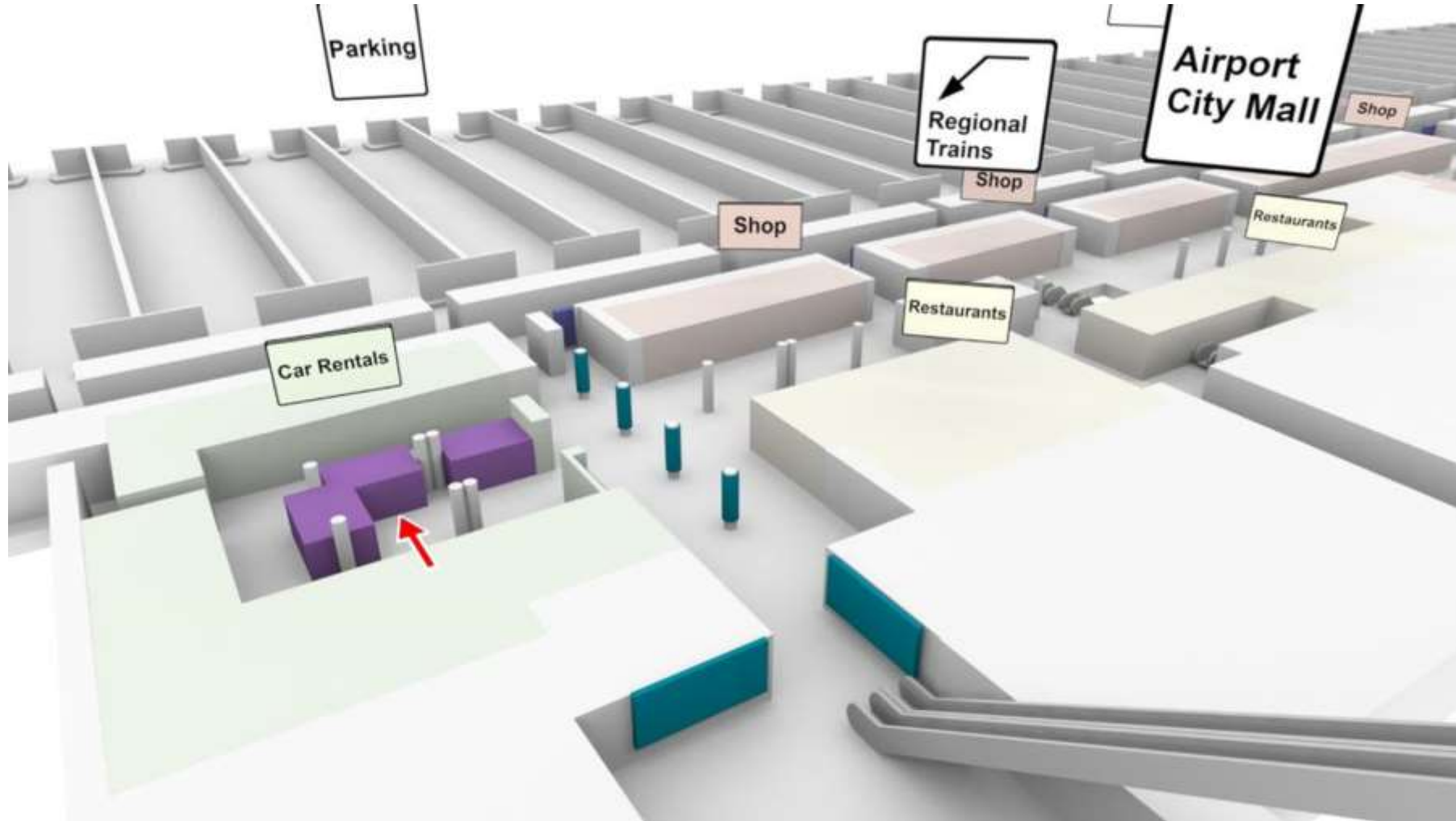
- This promotion point surprises not just arriving passengers but also those accompanying them.
- Positioned directly at the high-footfall car rental centre, you will have a free hand for surprising and entertaining campaigns.
- Through this exhibition space you will also reach a large number of business travellers, e.g. with targeted trade-fair and event communication.
- This high visitor footfall is also exciting particularly for short-term sales campaigns, e.g. at the end of the holiday season.



Resource number:	017-0015
Location:	Car rental center, Landsite, level 0
Quantity:	1
Passenger type:	Arrivals and meeters & greeters
Runtime:	1 month
Price*:	€ 33,260
Other costs*:	€ 2,500 Handling fee
Area:	23.2 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT LANDSIDE – ARRIVALS



5



PROMOTION

Airside

Mobile Promotion

Promotion Points Airside – departures

Promotion Points Airside – departures / arrivals



WHERE REAL EXPERIENCES BEGIN

The passenger areas of Frankfurt Airport are always full of busy people. At our promotion spaces you will get directly into dialogue with a highly interesting, affluent target group: here your promoters will catch many international passengers, countless frequent flyers and business travellers.

Make the biggest airport in Germany and the third-biggest in Europe into your own hub for successful one-to-one communication. You can utilise the long time, which passengers spend at a number of meeting points, for impressive, entertaining and informative incentives.

With Media Frankfurt you will expand a positive travel experience with your brand.

MOBILE PROMOTION

■ PROMOTION – INDIVIDUAL AREAS



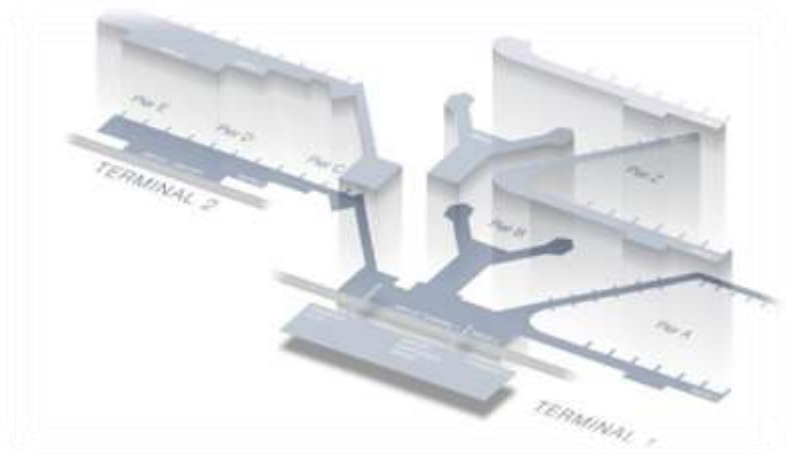
Realizable at short notice

Short minimum booking

Personal approach

The most approachable route to your brand

- With your mobile promotion team you will get into dialogue with your desired target group, quite personally and with maximum flexibility.
- Our market research shows: at Frankfurt Airport you will gain outstanding awareness and sustained advertising recall. Product marketing and seasonal campaigns are particularly successful.
- With competitions, samplings or giveaways which you can incorporate optionally, the advertising impression is even more sustained.



Resource number:	018-0001 – 018-0010
Location:	Exclusively in selected terminal areas
Runtime:	1 day
Price*:	€ 2,600 per site
Other costs*:	€ 1,550 Handling fee
Notes:	Promotion Team: max. three promoters (personnel costs not included); On request, we can arrange experienced, well-trained airport promoters with an airport pass.

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT AIRSIDE – DEPARTURES

■ TERMINAL 1 PROMOTION – Airside



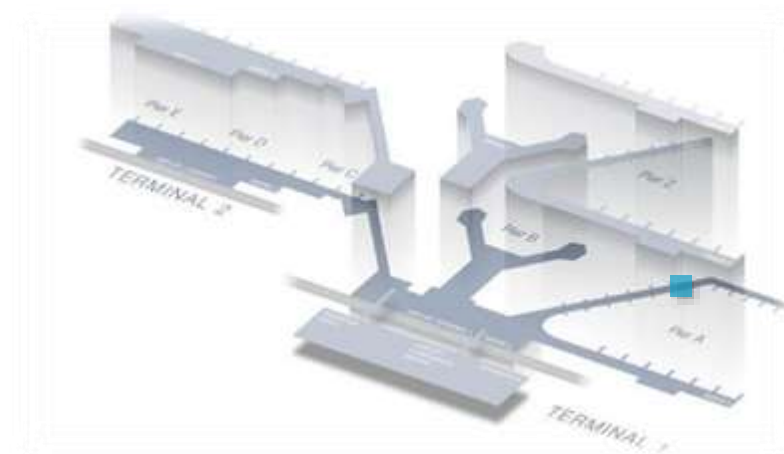
**Immediate vicinity to
restaurants and shops**

From 5m² exhibition area

**In the midst of the flow of
passengers**

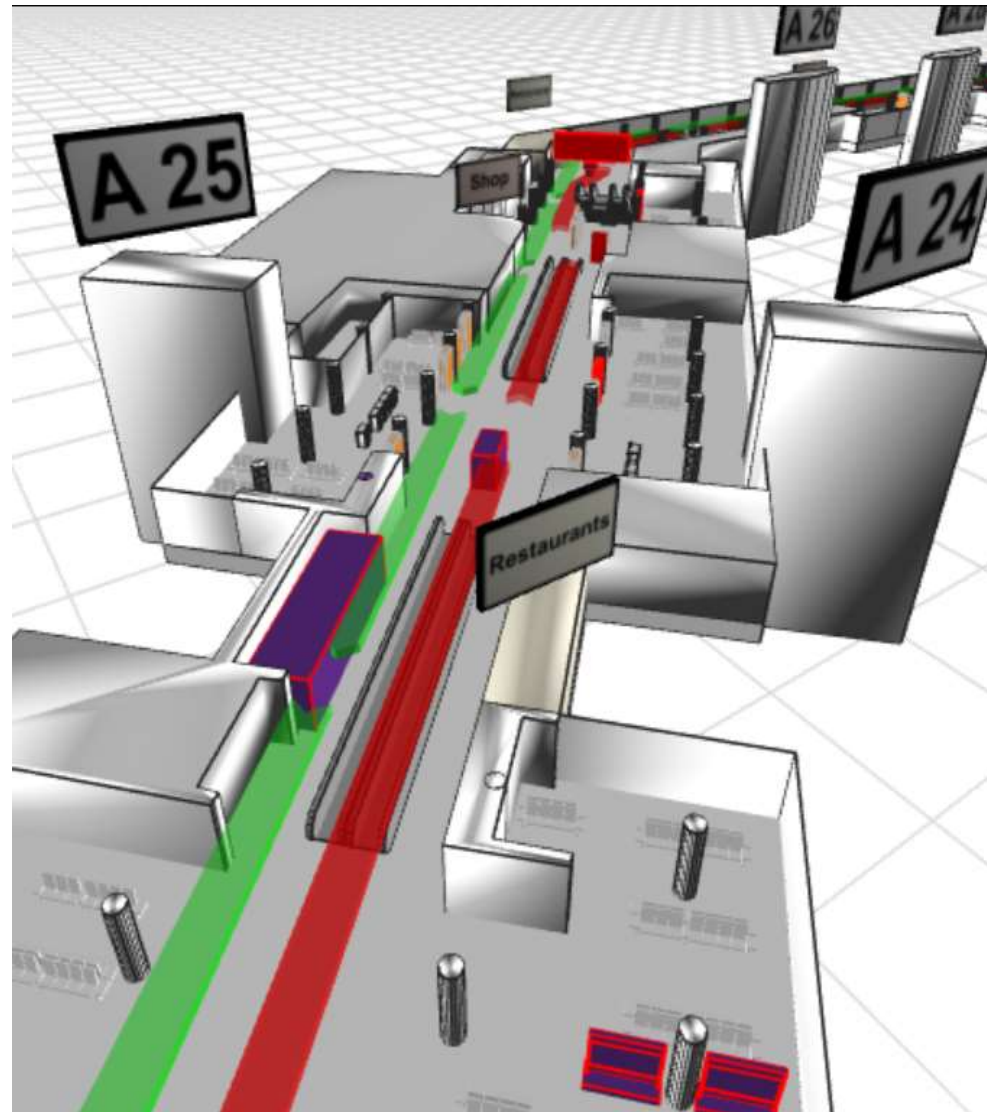
Your sparkling stage at the Market Place on Pier A

- At this promotion point you can get a domestic audience and passengers from the Schengen area to admire and discover your brand.
- Here, between security check and boarding, departing and arriving passengers bring with them an exceptional time budget averaging 70 minutes.
- Directly adjacent to the restaurants and shops, you will offer a maximum amount of purchasing attraction.



Resource number:	017-0012
Location:	Terminal 1, Pier A , level 2, inbetween Gate A 24 / 25
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 26,470
Other costs*:	€ 2,500 Handling fee
Area:	1,50 m x 3,50 m = 5,25 m²

PROMOTION POINT AIRSIDE – DEPARTURES



PROMOTION POINT AIRSIDE – DEPARTURES

■ TERMINAL 1 PROMOTION – Airside



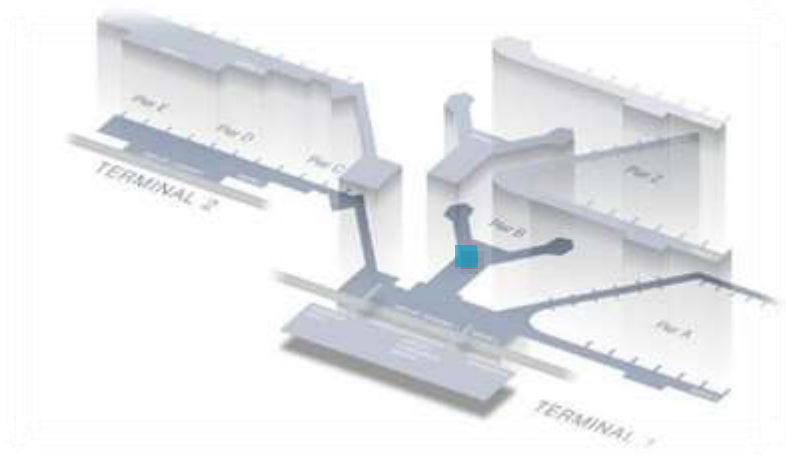
Your direct gangway to the shops on Transit B East Market Place

- This promotion point in particular excites departing international travellers from the non-Schengen area.
- Located in the waiting area immediately adjacent to the shop and food-service area, you will be placed in the midst of central routes. Here the passengers bring plenty of time to their journey.
- At the Transit B Market Place you will find an effective scene for sampling campaigns, competitions and couponing.

High coverage locations

Ideal for sales campaigns

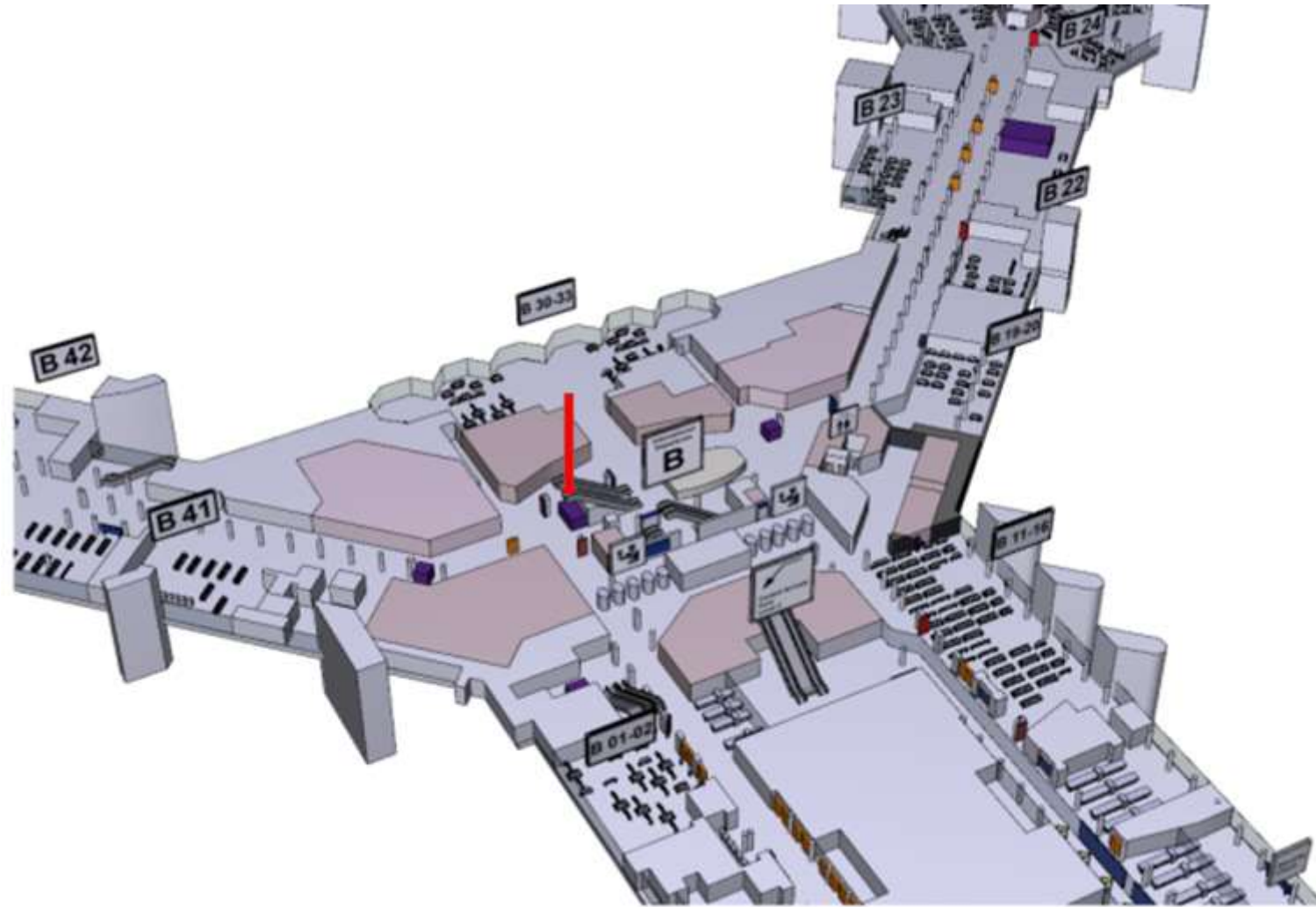
Immediate vicinity to shops



Resource number:	017-0027
Location:	Marketplace transit B east international, level 2
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 46,110
Other costs*:	€ 2,500 Handling fee
Area:	6.00 m x 5.99 m = 35.94 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT AIRSIDE – DEPARTURES



PROMOTION POINT AIRSIDE – DEPARTURES

■ TERMINAL 2 PROMOTION – Airside



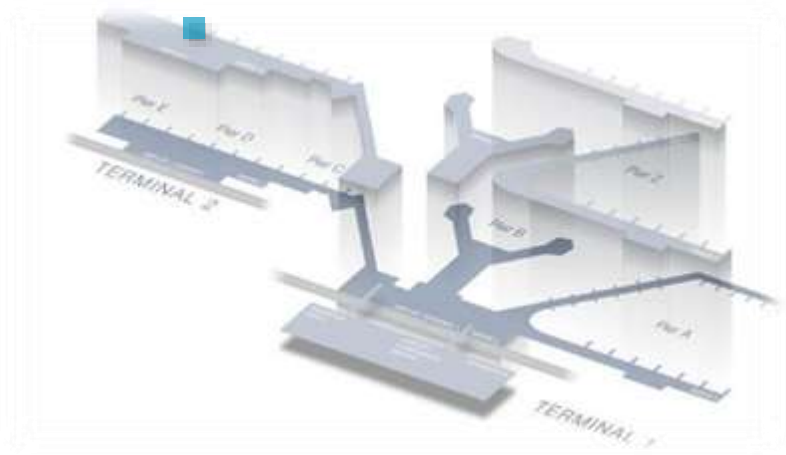
Your direct gangway into the shops at the Transit Market Place at Terminal 2

- This promotion point in particular excites departing international travellers from the non-Schengen area.
- Located in the waiting area immediately adjacent to the shop and food-service area, you will be placed in the midst of central routes. Here the passengers bring plenty of time to their journey.
- At the Market Place in the transit area of Terminal 2 you will find an effective scene for sampling campaigns, competitions and couponing.

High coverage locations

Ideal for sales campaigns

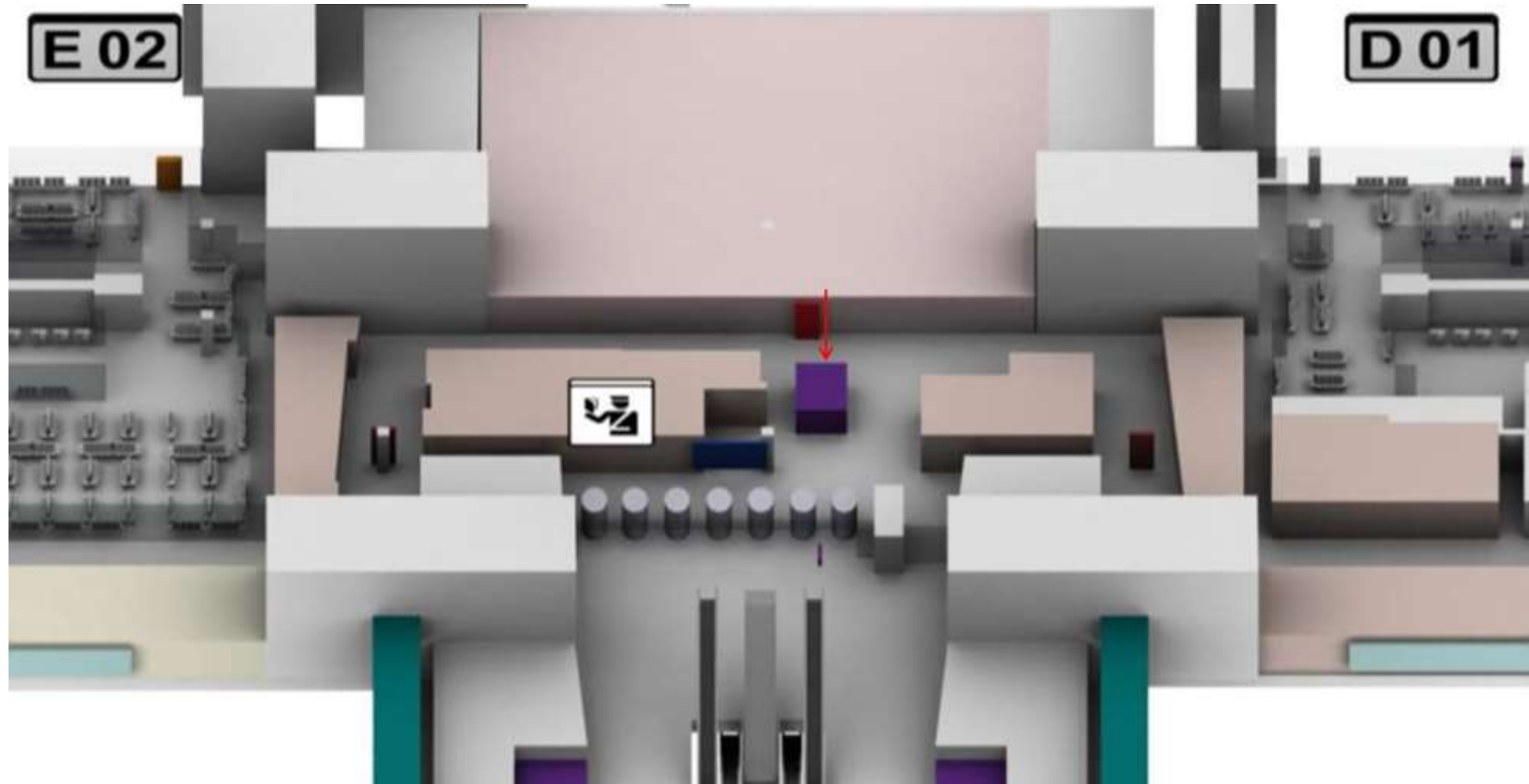
Immediate vicinity to shops



Resource number:	017-0037
Location:	In the heart of non-Schengen marketplace, level 3
Note:	Only bookable in coordination with Fraport – a permanently installed control table is located next to the area
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 21,860
Other costs*:	€ 2,500 Handling fee
Area:	4.00 m x 3.00 m = 12 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT AIRSIDE – DEPARTURES



PROMOTION POINT AIRSIDE – DEPARTURES

■ TERMINAL 1 PROMOTION – Airside



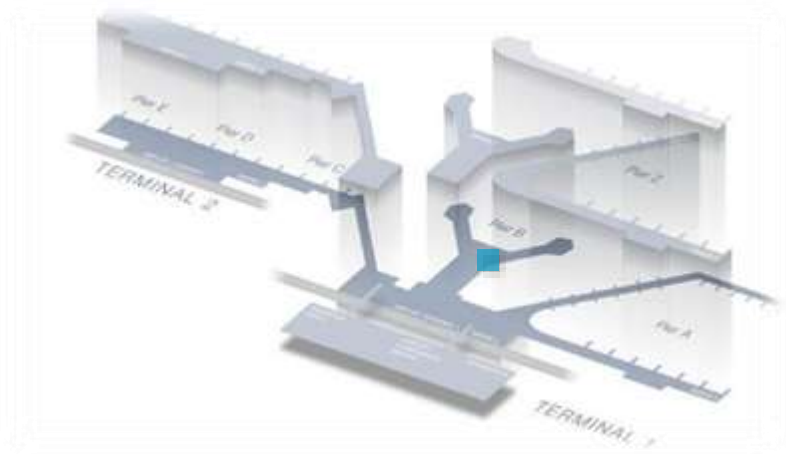
High coverage locations

Ideal for sales campaigns

Immediate vicinity to shops

Your direct gangway into the shops at the Transit B West Market Place

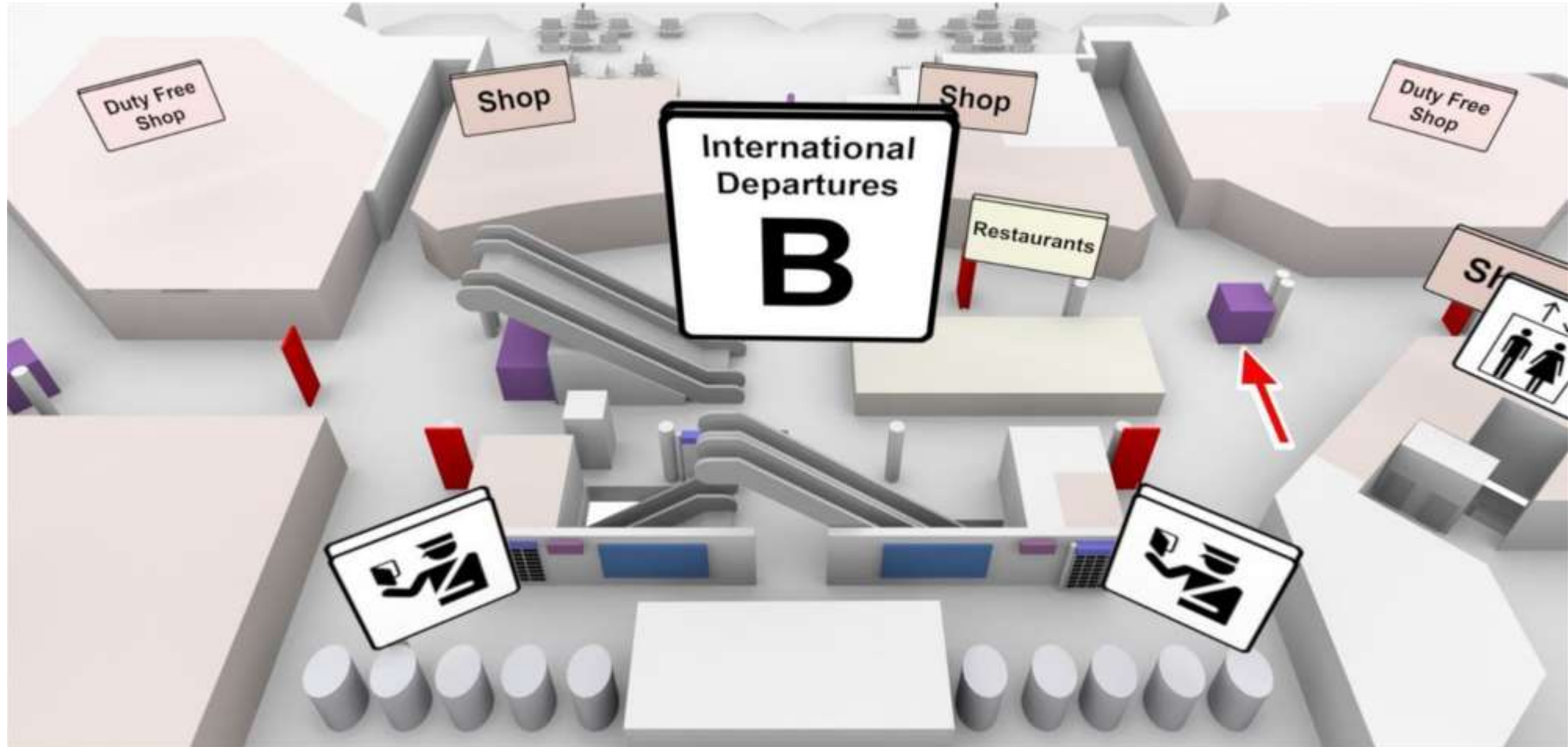
- This promotion point in particular excites departing international travellers from the non-Schengen area.
- Located in the waiting area immediately adjacent to the shop and food-service area, you will be placed in the midst of central routes. Here the passengers bring plenty of time to their journey.
- At the Transit B-West Market Place you will find an effective scene for sampling campaigns, competitions and couponing.



Resource number:	017-0001
Location:	Marketplace transit B west international, level 2
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 46,110
Other costs*:	€ 2,500 Handling fee
Area:	3.70 m x 3.00 m = 11.10 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT AIRSIDE – DEPARTURES



PROMOTION POINT AIRSIDE – DEPARTURES / ARRIVALS

■ TERMINAL 1 PROMOTION – Airside



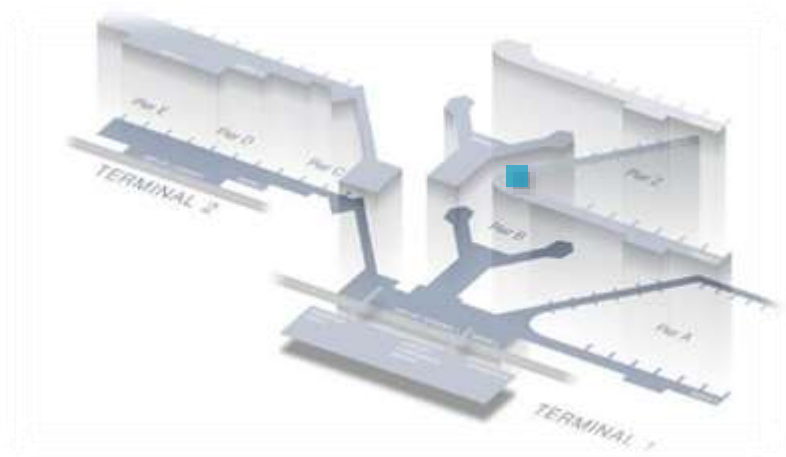
Your sparkling stage at the market place on Pier Z

- At this promotion point you can get an international audience from the non-Schengen area to admire and discover your brand.
- Here, between security check and boarding, the mainly departing passengers bring with them an exceptional time budget averaging 70 minutes.
- Directly adjacent to the shops, you will offer a maximum amount of purchasing attraction.

PoS proximity

From 11m² exhibition area

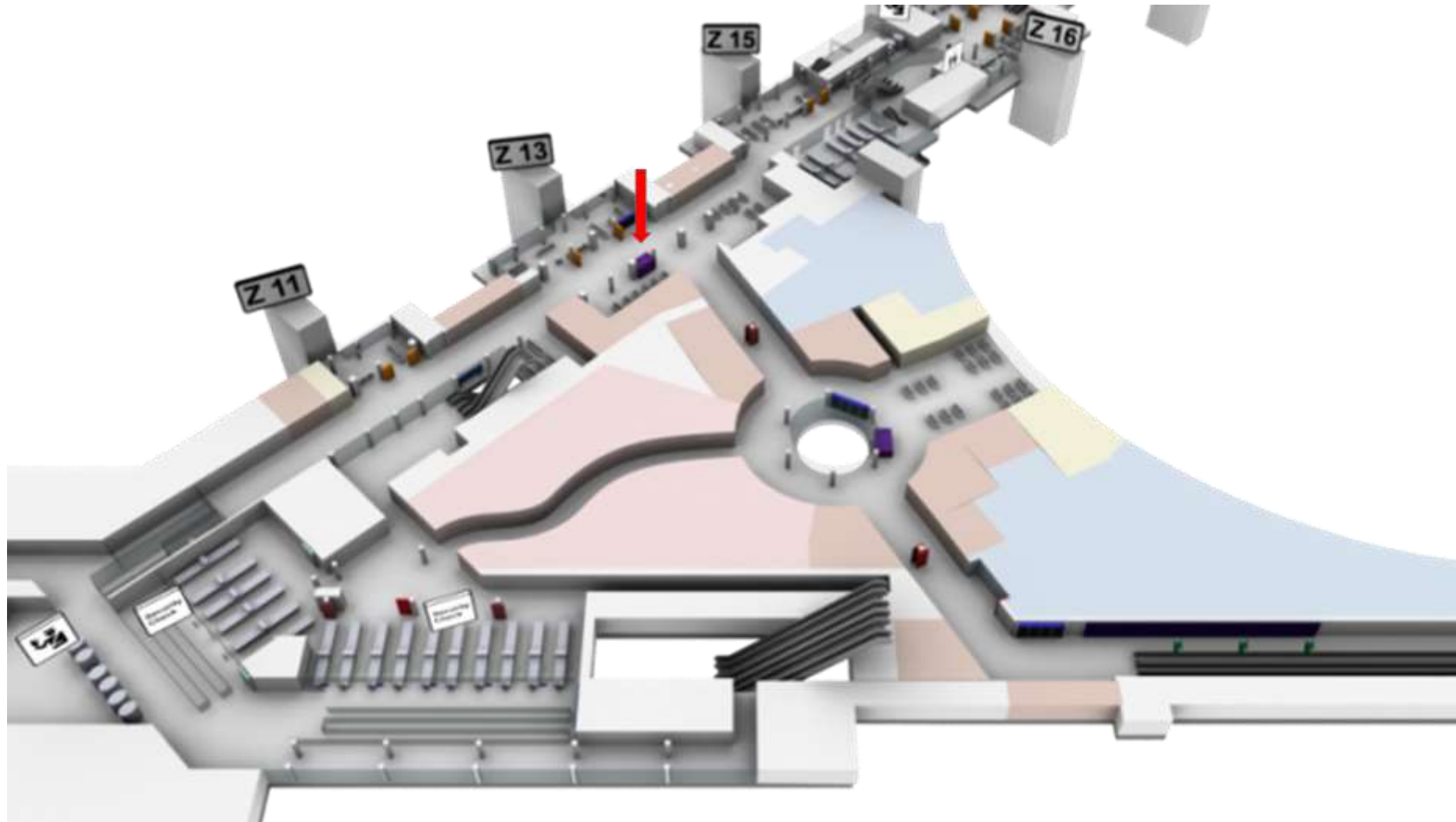
International departures



Resource number:	017-0022
Location:	Pier Z, level 3, at the entrance to the atrium marketplace
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 26,570
Other costs*:	€ 2,500 Handling fee
Area (L x W):	3.3 x 5 m = 16.5 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT AIRSIDE – DEPARTURES / ARRIVALS



PROMOTION POINT AIRSIDE – DEPARTURES / ARRIVALS

■ TERMINAL 1 PROMOTION – Airside



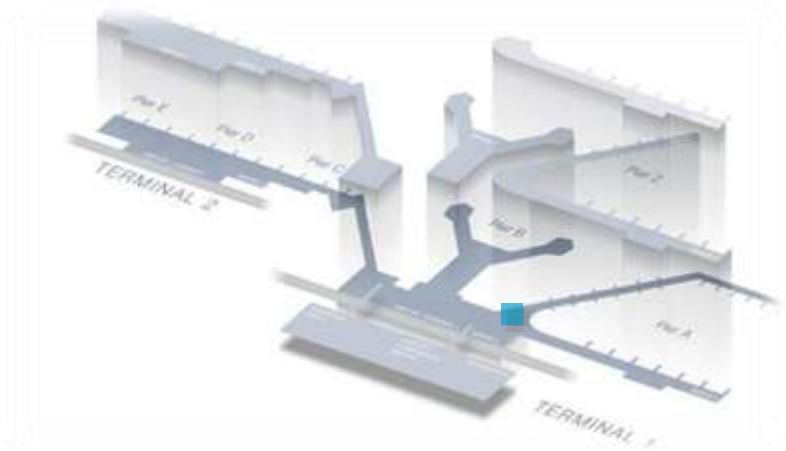
Your sparkling stage at the Market Place on Pier A

- At this promotion point you can get a domestic audience and passengers from the Schengen area to admire and discover your brand.
- Here, between security check and boarding, departing and arriving passengers bring with them an exceptional time budget averaging 70 minutes.
- Directly adjacent to the shops, you will offer a maximum amount of purchasing attraction.

PoS proximity

From 11m² exhibition area

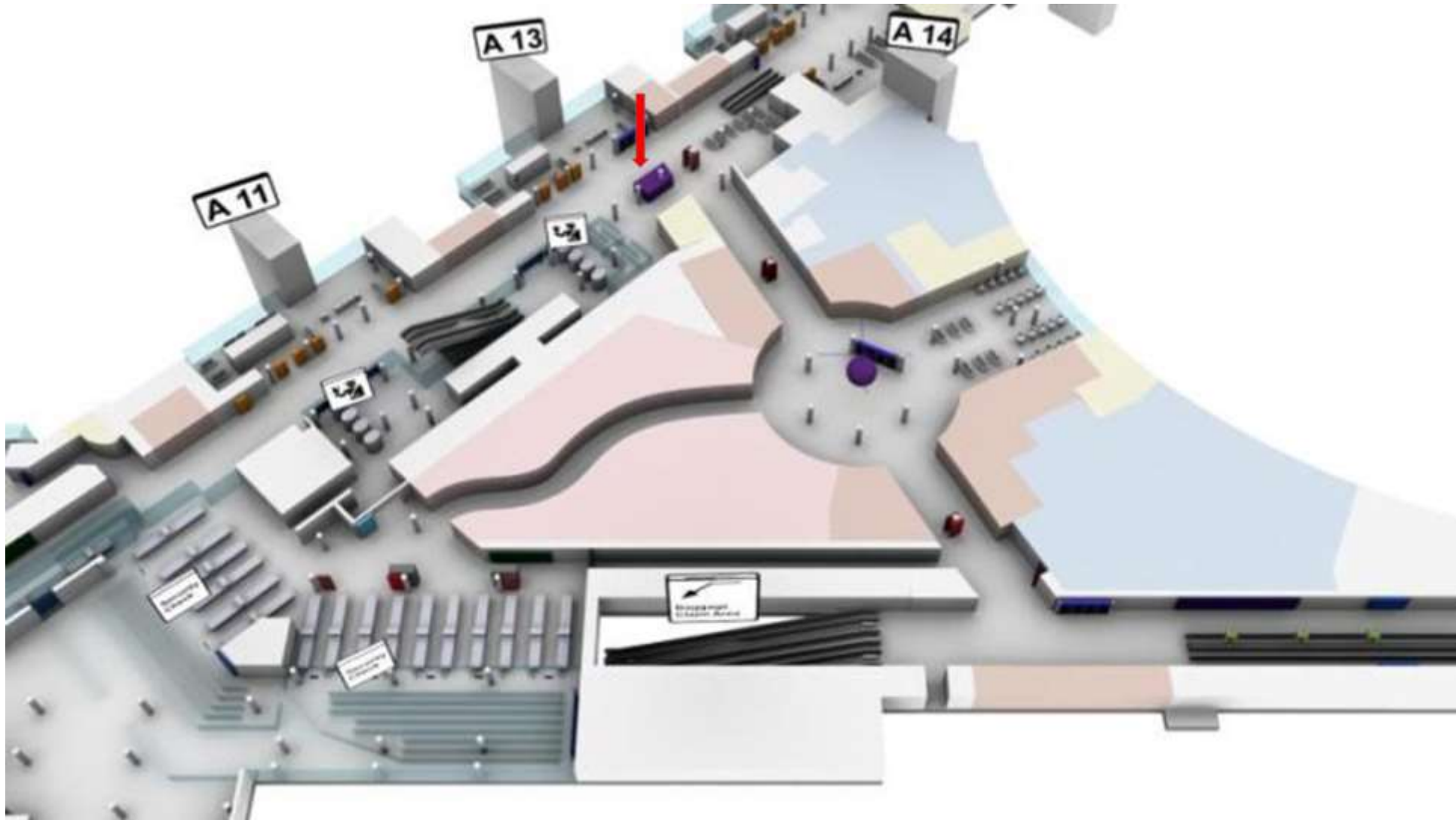
Departing, arriving and connecting passengers



Resource number:	017-0019
Location:	Pier A, level 2, at the entrance to the atrium marketplace
Quantity:	1
Passenger type:	Departures / arrivals – domestic and Schengen
Runtime:	1 month
Price*:	€ 55,930
Other costs*:	€ 2,500 Handling fee
Area (L x W):	6.48 resp. 7.69 x 4 m = 28.34 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT AIRSIDE – DEPARTURES / ARRIVALS



PROMOTION POINT AIRSIDE – DEPARTURES / ARRIVALS

■ TERMINAL 1 PROMOTION – Airside



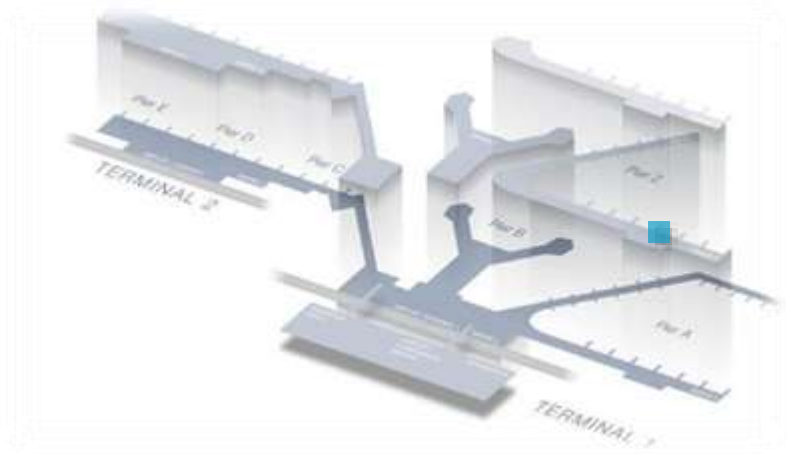
Your sparkling stage at the Market Place at Pier Market Place Z

- At this promotion point you can get an international audience from the non-Schengen area to admire and discover your brand.
- Here, between security check and boarding, the mainly departing passengers bring with them an exceptional time budget averaging 70 minutes.
- Directly adjacent to the shops, you will offer a maximum amount of purchasing attraction.

PoS proximity

From 11m² exhibition area

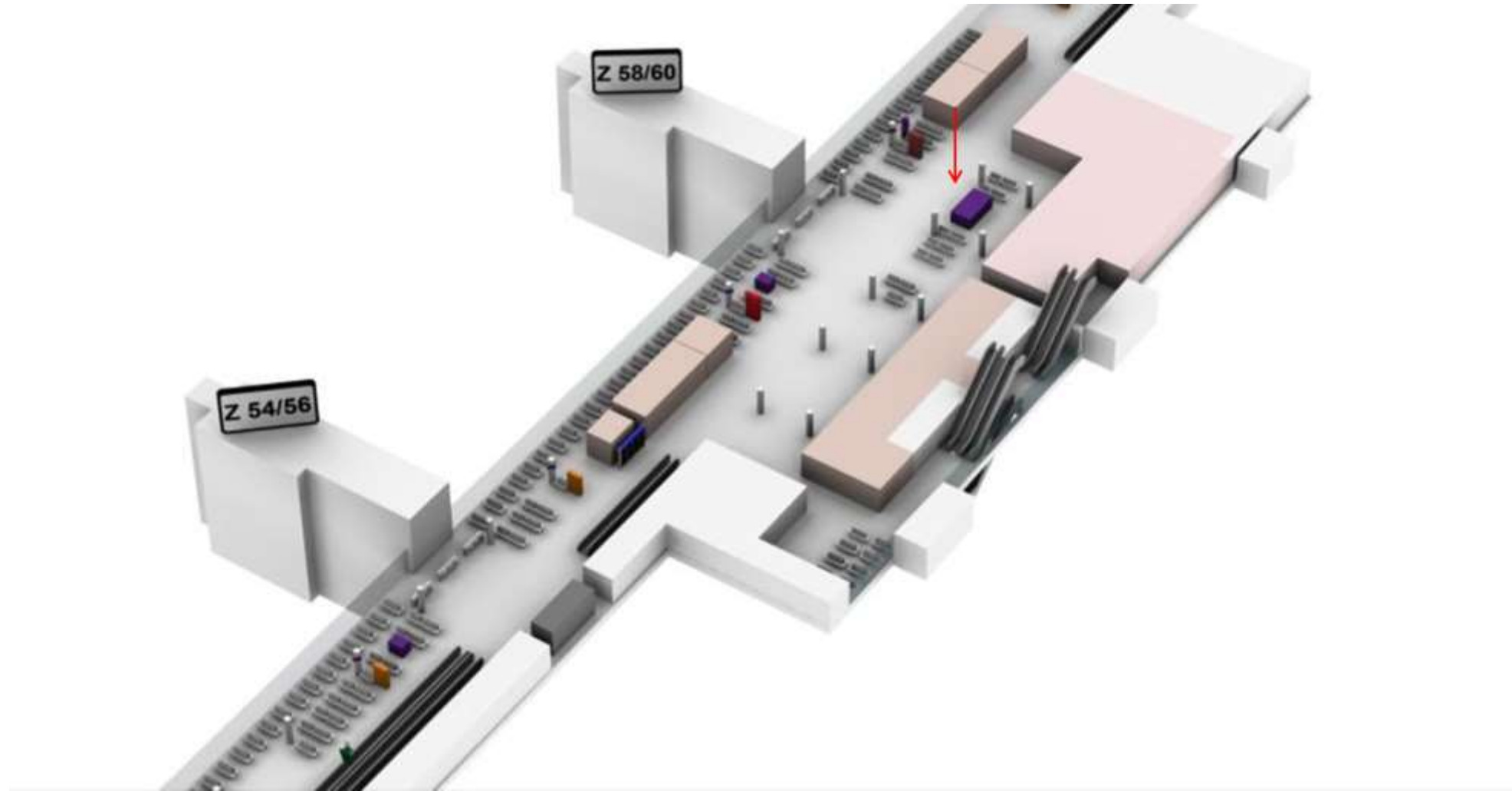
International departures



Resource number:	017-0024
Location:	At gate Z62, level 3, in the middle of the pier marketplace
Quantity:	1
Passenger type:	Departures – international non-Schengen
Runtime:	1 month
Price*:	€ 23,970
Other costs*:	€ 2,500 Handling fee
Area (L x W):	6 m x 3 m = 18 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT AIRSIDE – DEPARTURES / ARRIVALS



PROMOTION POINT AIRSIDE – DEPARTURES / ARRIVALS

■ TERMINAL 1 PROMOTION – Airside



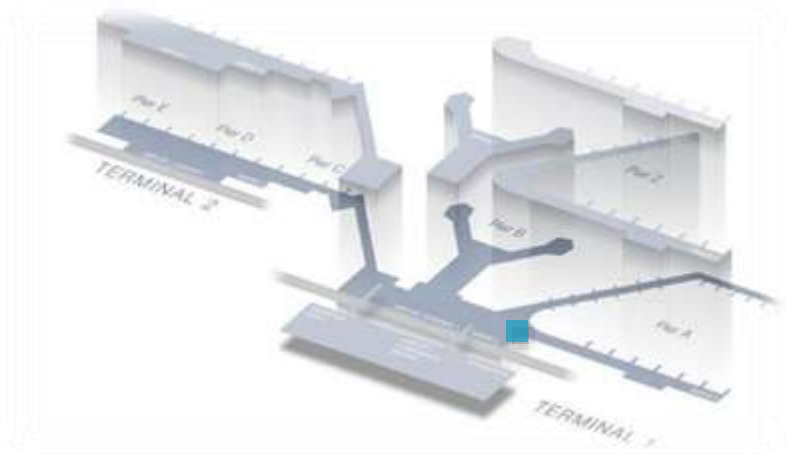
Your sparkling stage at the Market Place at Atrium Market Place A

- At this promotion point you can get a domestic audience and passengers from the Schengen area to admire and discover your brand.
- Here, between security check and boarding, departing, connecting and arriving passengers bring with them an exceptional time budget averaging 70 minutes.
- Directly adjacent to the shops, you will offer a maximum amount of purchasing attraction.

PoS proximity

From 11m² exhibition area

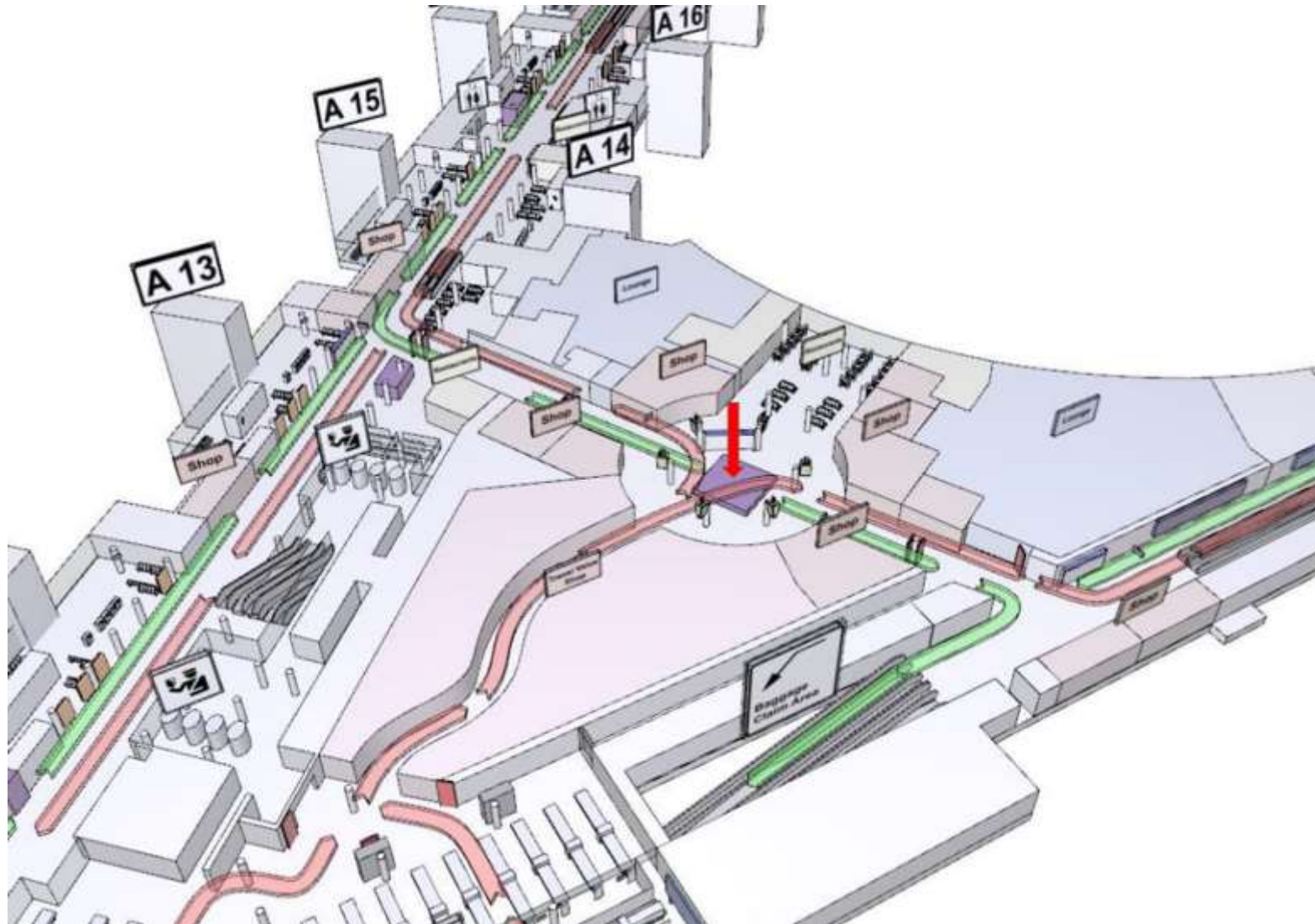
Departing, arriving and connecting passengers



Resource number:	017-0039
Location:	Pier A, level 2, directly in the atrium market place
Quantity:	1
Passenger type:	Departures / arrivals / connecting passengers – domestic and Schengen
Runtime:	1 month
Price*:	Price on request
Other costs*:	production costs on request € 2,500 Handling fee
Area (L x W):	Option 1: approx. 128 m2 Option 2: approx. 50 m²

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

PROMOTION POINT AIRSIDE – DEPARTURES / ARRIVALS





BRINGING EMOTIONS ACROSS BORDERS

Through our marketing cooperation with other airports you can extend your story even further beyond the boundaries of Frankfurt Airport – from take-off to landing.

We offer advertising opportunities that bring emotions across borders for an even greater reach of your campaign at selected partner airports.

With a combination of digital networks at different airport locations you will always be close to all the key touchpoints of your target groups.

SKYCONNECT DEPARTURE D

FRA, BER, HAM, DUS, STR



All over Germany

Campaign extension

High PAX

Premium Screens everywhere!

- This Network covers premium media screens at four airports in Germany.
- Placed at highly frequented locations, the media offers a high coverage of departing and connecting passengers.
- The encompassing media screens enable an ideal campaign extension all over Germany.

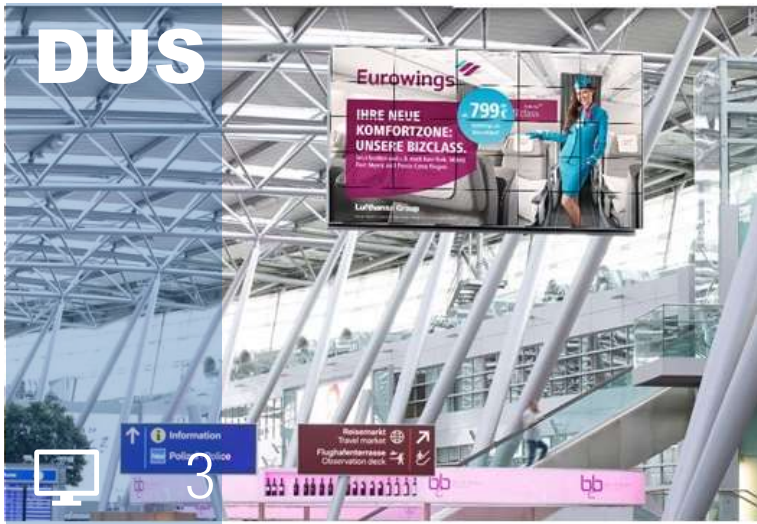
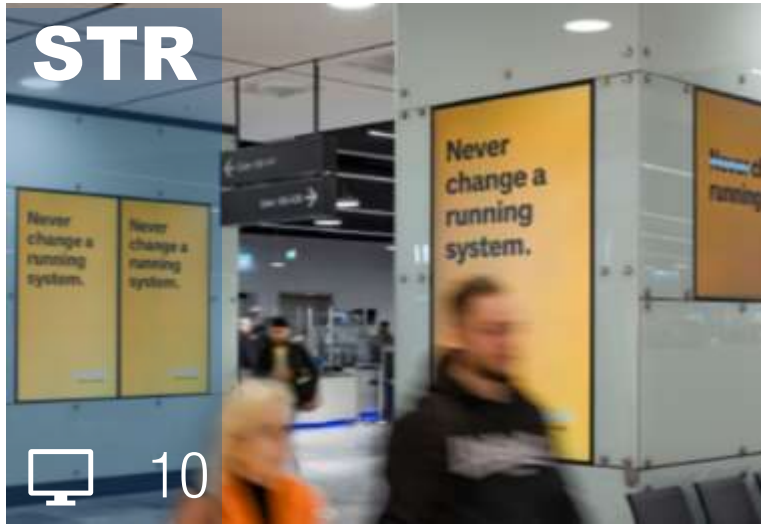


Resource number:	NW-400-104
Location:	FRA, BER, HAM, DUS, STR
Quantity:	93
Passenger type:	Departing passengers
Runtime:	1 week (starting Monday)
Spot length:	10 sec.
Price*:	€ 58,358
Other costs*:	€ 2,500 handling fee
Format:	16:9, 9:16

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

SKYCONNECT DEPARTURE D



SKYCONNECT DEPARTURE DACH

FRA, BER, HAM, DUS, VIE, ZRH



Eye catching

Campaign extension

High PAX

- Premium Screens everywhere!**
- This Network covers premium media screens at six airports in Germany, Vienna and Zurich.
 - Placed at highly frequented locations, the media offers a high coverage of departing and connecting passengers.
 - The encompassing media screens enable an ideal campaign extension.



Resource number:	NW-400-105
Location:	FRA, BER, HAM, DUS, STR, VIE, ZRH
Quantity:	129
Passenger type:	Departing passengers
Runtime:	1 week (starting Monday)
Spot length:	10 sec.
Price*:	€ 79,000
Other costs*:	€ 2,500 handling fee
Format:	16:9; 9:16

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

SKYCONNECT DEPARTURE DACH



SKYCONNECT WELCOME D

FRA, BER, HAM, STR, DUS



Say hello to Germany!

- The Network includes Media screens at the baggage claim area at 5 airports all over Germany.
- High coverage as almost every passenger is waiting for their suitcase right in front of the media.
- With highly stimulating multiple contacts at five premium airport locations you will give this target group your persuasive storytelling to take with them on the journey.

All over Germany

Campaign extension

High PAX



Resource number:	NW-400-112
Location:	FRA, BER, HAM, STR, DUS
Quantity:	229
Passenger type:	Arriving passengers
Runtime:	1 week
Spot length:	10 sec.
Price*:	€ 37,875
Other costs*:	€ 2,500 handling fee
Size:	16:9, 9:16

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

SKYCONNECT WELCOME D



SKYCONNECT WELCOME DACH

FRA, BER, HAM, STR, DUS, VIE, ZRH



Multiple contacts

Campaign extension

High PAX

Reach more!

- The Network includes Media screens at the baggage claim area all over Germany, Vienna and Zurich.
- High coverage most of the arriving passengers are waiting for their suitcase right in front of the media.
- With highly stimulating multiple contacts at seven premium airport locations you will give this target group your persuasive storytelling to take with them on the journey.



Resource number:	NW-400-113
Location:	FRA, BER, HAM, STR, DUS, VIE, ZRH
Quantity:	407
Passenger type:	Arriving & connecting passengers
Runtime:	1 week
Spot length:	10 sec.
Price*:	€ 56,400
Other costs*:	€ 2,500 handling fee
Size:	16:9, 9:16

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

SKYCONNECT WELCOME DACH



SKYCONNECT BUSINESS D

FRA, BER, HAM, STR



Data-based media selection

Premium advertising environment

High PAX

Reach business travellers all over Germany!

- the advertising media in this network are aimed specifically at a business target group.
- Media areas at key locations in the airport where business travellers stay and depart.
- Placement at various airports to reach business travellers on a national and international level.



Resource number:	NW-400-108
Location:	FRA, BER, HAM, STR
Quantity:	121
Passenger type:	Departing & connecting passengers
Runtime:	1 week
Spot length:	10 sec.
Price*:	€ 74,358
Other costs*:	€ 2,500 handling fee
Size:	16:9, 9:16

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



SKYCONNECT BUSINESS DACH

FRA, BER, HAM, STR, VIE, ZRH



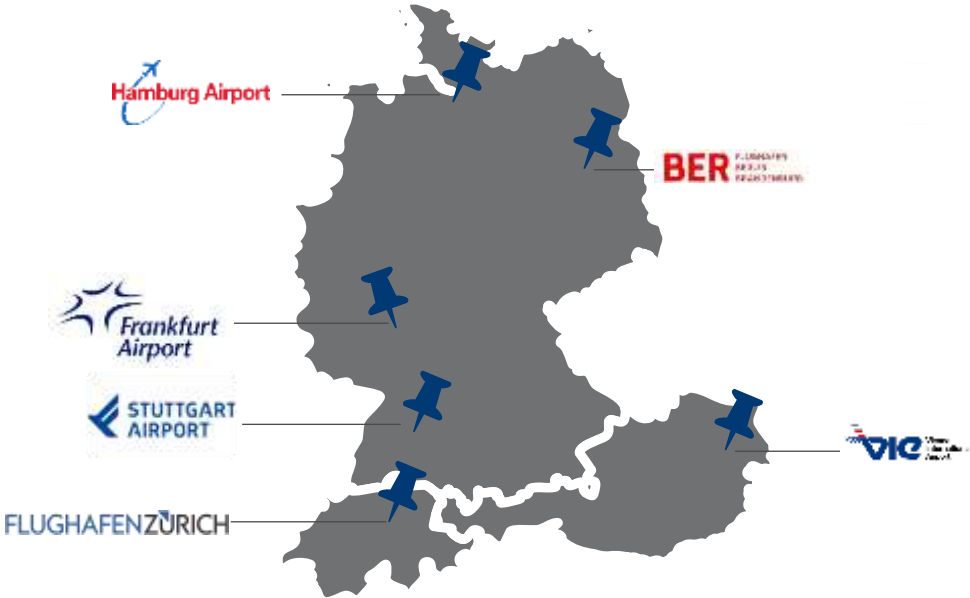
Data-based media selection

Premium advertising
environment

High PAX

Reach business travellers all over Germany!

- the advertising media in this network are aimed specifically at a business target group.
- Media areas at key locations in the airport where business travellers stay and depart.
- Placement at various airports to reach business travellers on a national and international level.

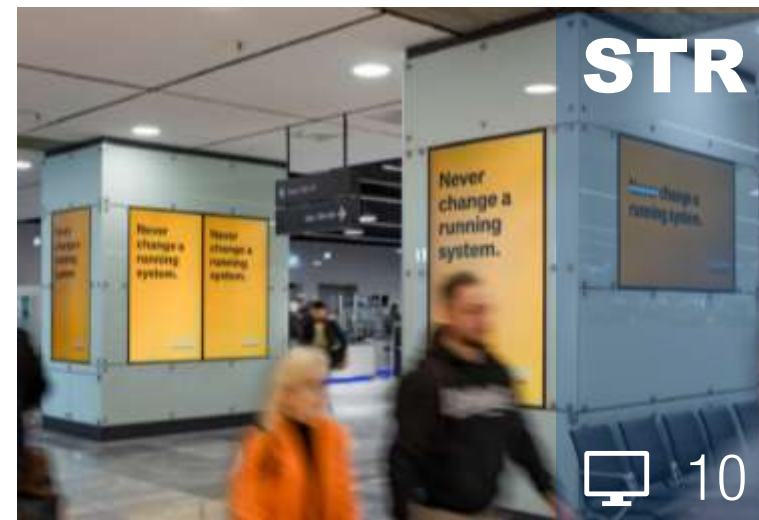
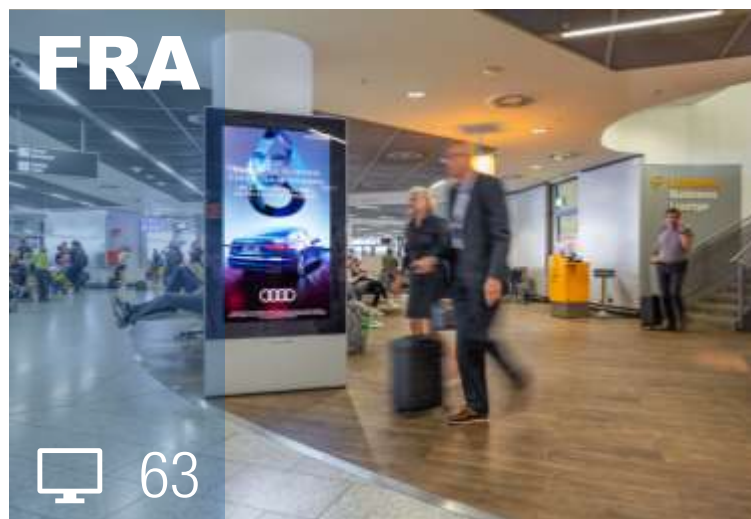


Resource number:	NW-400-109
Location:	FRA, BER, HAM, STR, VIE, ZRH
Quantity:	157
Passenger type:	Departing & connecting passengers
Runtime:	1 week
Spot length:	10 sec.
Price*:	€ 95,000
Other costs*:	€ 2,500 handling fee
Size:	16:9; 9:16

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

SKY CONNECT BUSINESS DACH



SKYCONNECT HOLIDAY D

FRA, BER, HAM, DUS, STR



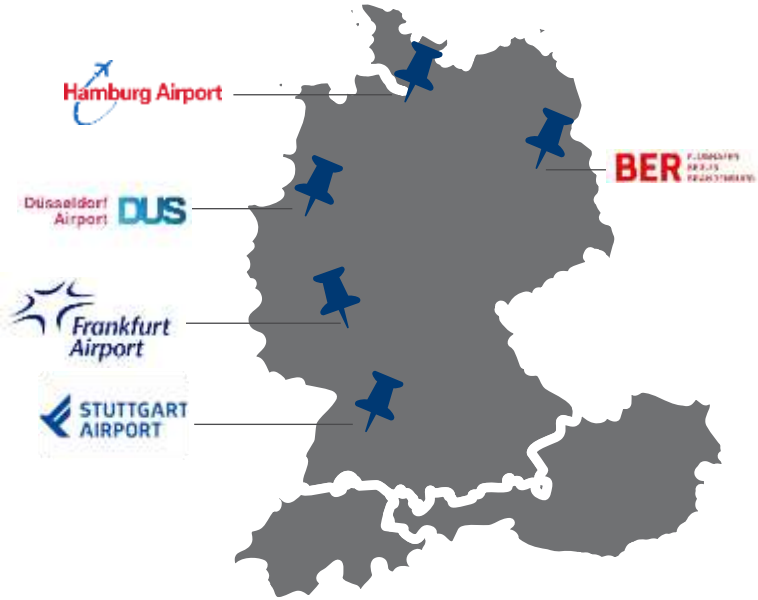
Data-based media selection

Emotional mood

High PAX

Holiday targeting in Germany

- With the advertising media in this network, you can reach travellers on their way to vacation.
- Use the emotional mood of anticipation to draw attention to your brand.
- Ideally placed at the most popular airports for holiday trips throughout Germany.

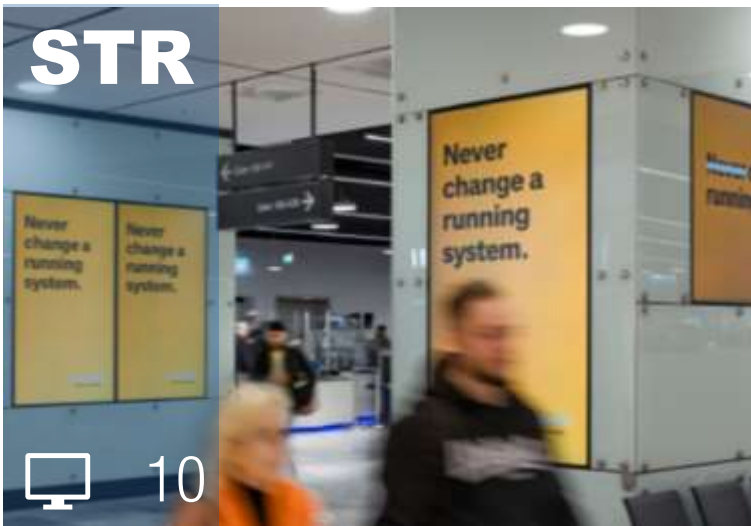


Resource number:	NW-400-107
Location:	FRA, BER, HAM, DUS, STR
Quantity:	50
Passenger type:	Departing & connecting passengers
Runtime:	1 week
Spot length:	10 sec.
Price*:	€ 41,358
Other costs*:	€ 2,500 handling fee
Size:	16:9; 9:16

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

SKYCONNECT HOLIDAY D



SKYCONNECT HOLIDAY DACH

FRA, BER, HAM, DUS, STR, VIE, ZRH



Data-based media selection

Emotional mood

High PAX

Holiday targeting in Germany and beyond

- With the advertising media in this network, you can reach travellers on their way to vacation.
- Use the emotional mood of anticipation to draw attention to your brand.
- Ideally placed at the most popular airports for holiday trips throughout Germany, Vienna and Zurich.

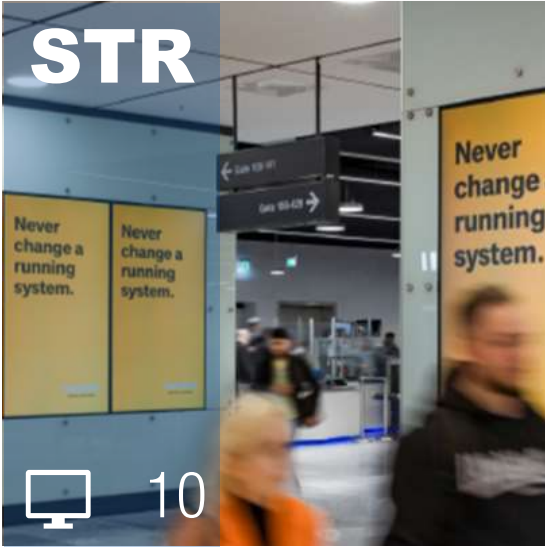


Resource number:	NW-400-106
Location:	FRA, BER, HAM, DUS, STR, VIE, ZRH
Quantity:	86
Passenger type:	Departing & connecting passengers
Runtime:	1 week
Spot length:	10 sec.
Price*:	€ 62,000
Other costs*:	€ 2,500 handling fee
Size:	16:9; 9:16

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

SKYCONNECT HOLIDAY DACH



SKYCONNECT LUXURY D

FRA, BER, HAM, DUS



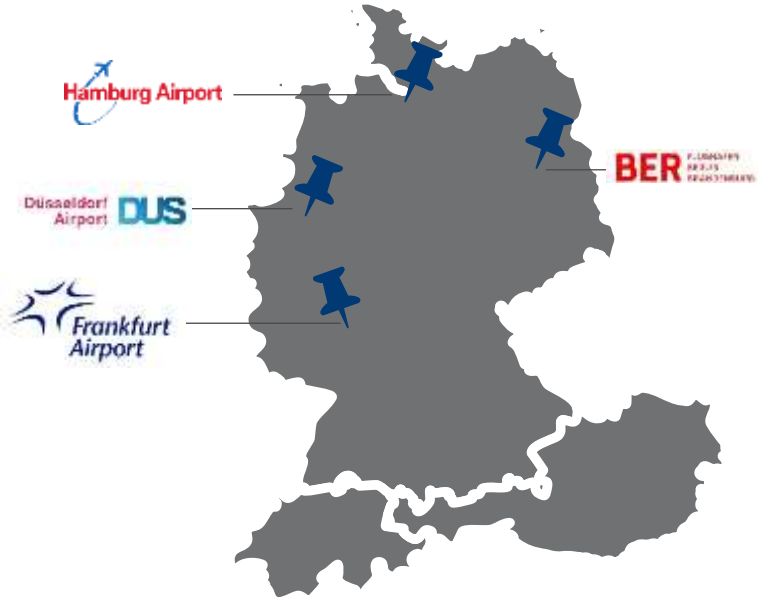
Data-based media selection

Premium advertising environment

High PAX

Reach luxury travellers throughout Germany!

- the advertising media in this network are aimed exclusively at discerning luxury travellers with an above-average net household income.
- Targeted addressing of luxury travellers with a strong affinity for exclusive luxury brands and a keen interest in luxury products and services.



Resource number:	NW-400-093
Location:	FRA, BER, HAM, DUS
Quantity:	73
Passenger type:	Departing & connecting passengers
Runtime:	1 week
Spot length:	10 sec.
Price*:	€ 59,858
Other costs*:	€ 2,500 handling fee
Size:	16:9, 9:16

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



SKYCONNECT LUXURY DACH

FRA, BER, HAM, DUS, VIE, ZRH



Data-based media selection

Premium advertising environment

High PAX

Reach luxury travellers throughout Germany and beyond!

- the advertising media in this network are aimed exclusively at discerning luxury travellers with an above-average net household income.
- Targeted addressing of luxury travellers with a strong affinity for exclusive luxury brands and a keen interest in luxury products and services.

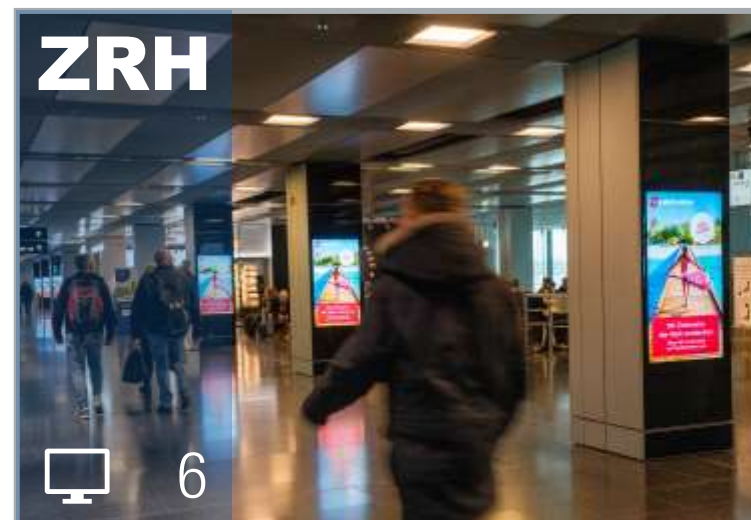
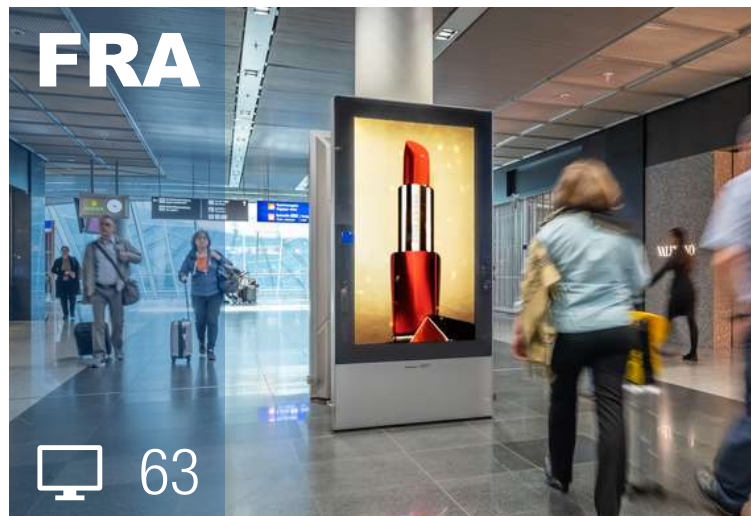


Resource number:	NW-400-094
Location:	FRA, BER, HAM, DUS, VIE, ZRH
Quantity:	89
Passenger type:	Departing & connecting passengers
Runtime:	1 week
Spot length:	10 sec.
Price*:	€ 87,500
Other costs*:	€ 2,500 handling fee
Size:	16:9, 9:16

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

SKY CONNECT LUXURY DACH



DIGITAL BER NETWORK

TERMINAL 1 & 2



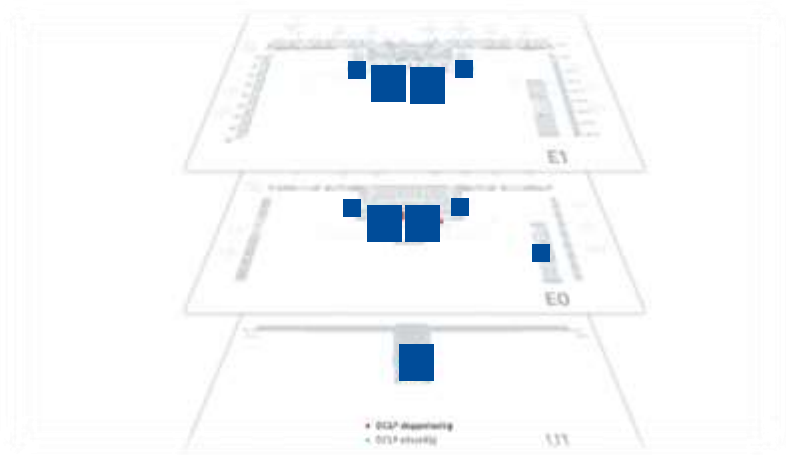
Landside

Portrait format

Contact quality

Digital presence

- Let yourself be seen everywhere – with a total of 42 Digital City Light Posters in the network, single and double-sided, indoors and outdoors.
- Best contacts to Departures, Arrivals and Meeters & Greeters.



Resource number:	NW-972-001
Location:	Terminal 1 & 2, Arrivals & Departures, Landside & Outdoor
Quantity:	42 screens
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 19,600
Other costs*:	€ 1,750 handling fee
Size:	75" & 85" flatscreen displays, 9:16 (portrait)

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



DIGITAL PLAZA BER

TERMINAL 2



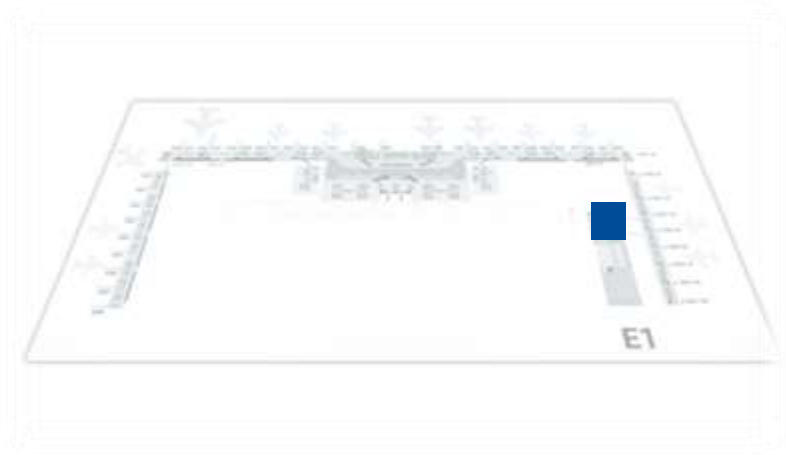
There's something in the air!

- Advertise above the heads of passengers: highly visible in the Plaza of T2.
- Surrounded by shops and restaurants, the digital advertising spaces are located in the heart of the terminal and are frequented by departing and arriving passengers alike.

Highly visible

Shopping area

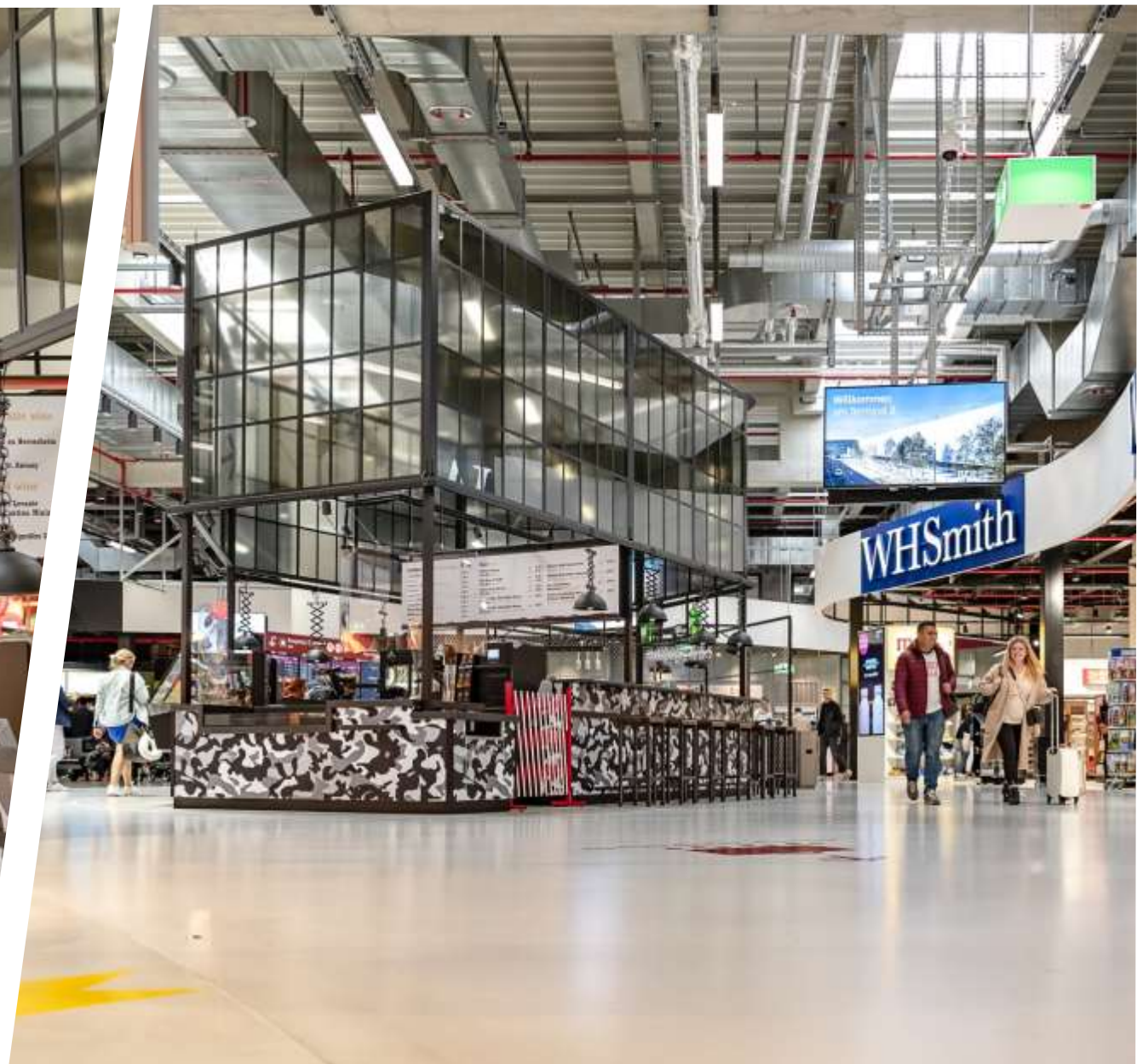
Highly frequented



Resource number:	NW-974-001
Location:	Terminal 2, Departures
Quantity:	6
Passenger Type:	Departing and arriving
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 7,900
Other costs*:	€ 1,750 handling fee
Size:	55" & 108" flatscreen displays, 16:9

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



DIGITAL PRIME BOARDS BER

Terminal 1



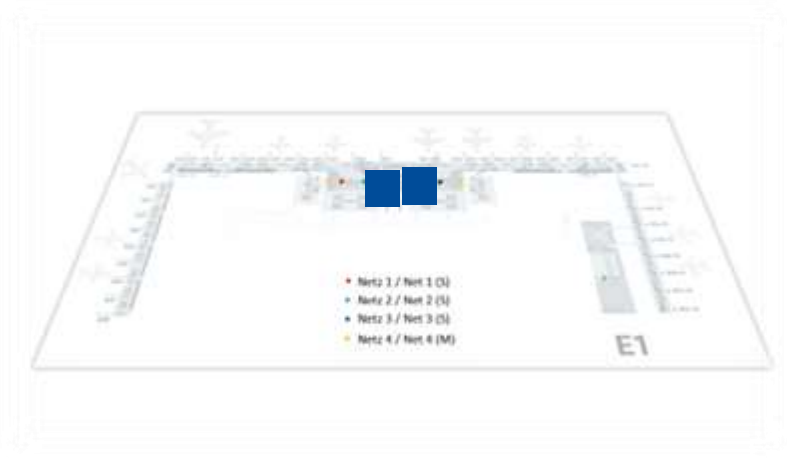
The most spectacular advertising space at BER

- Double-sided premium screens above the passengers' heads
- The four digital areas are clearly visible to all departing passengers in Terminal 1
- Premium shops and restaurants in the immediate vicinity
- Directly after central duty free store

Highly frequented location

Unmissable

In shopping and gastronomy environment



Resource number:	NW-971-001
Location:	Terminal 1, Marketplace
Quantity:	4
Passenger Type:	Departing and arriving
Slots:	1/3
Runtime:	1 week (starting from Monday)
Ad length:	10 / 20 sec.
Price*:	€ 19,600
Other costs*:	€ 1,750 handling fee
Size:	7,680 x 4,320, 16:9

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



DIGITAL WELCOME NETWORK BER

TERMINAL 2



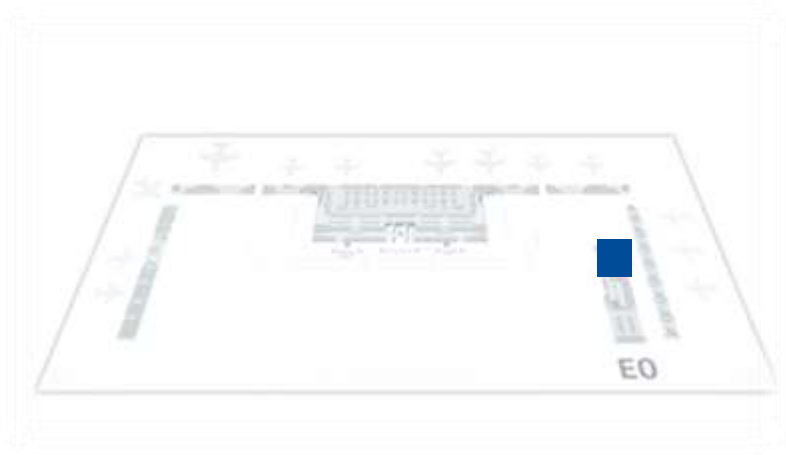
Baggage claim

Arriving passengers

High length of stay

You want to multiply your appearance?

- Show what you have – at every T2 baggage conveyor belt!
- Use the passengers' waiting time to present your product



Resource number:	NW-973-001
Location:	Terminal 2
Quantity:	9
Passenger Type:	Arriving
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 6,900
Other costs*:	€ 1,750 handling fee
Size:	55" flatscreen displays, 16:9

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



KINGSIZE LIGHTBOX BER

TERMINAL 2

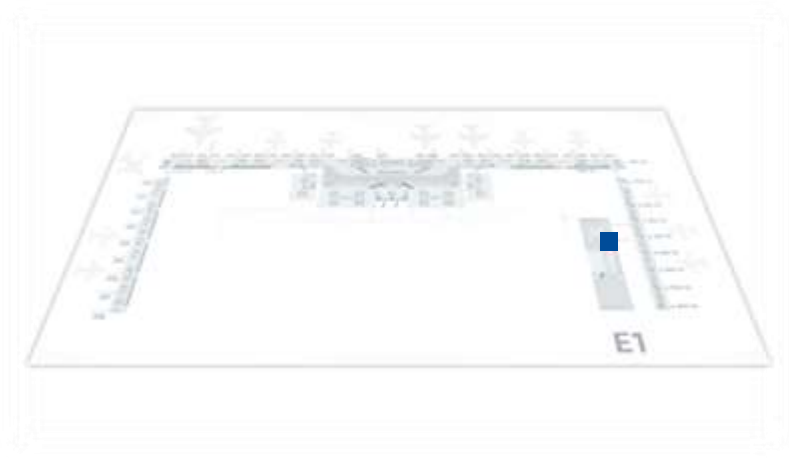


Large size

Eye catching

Unmissable

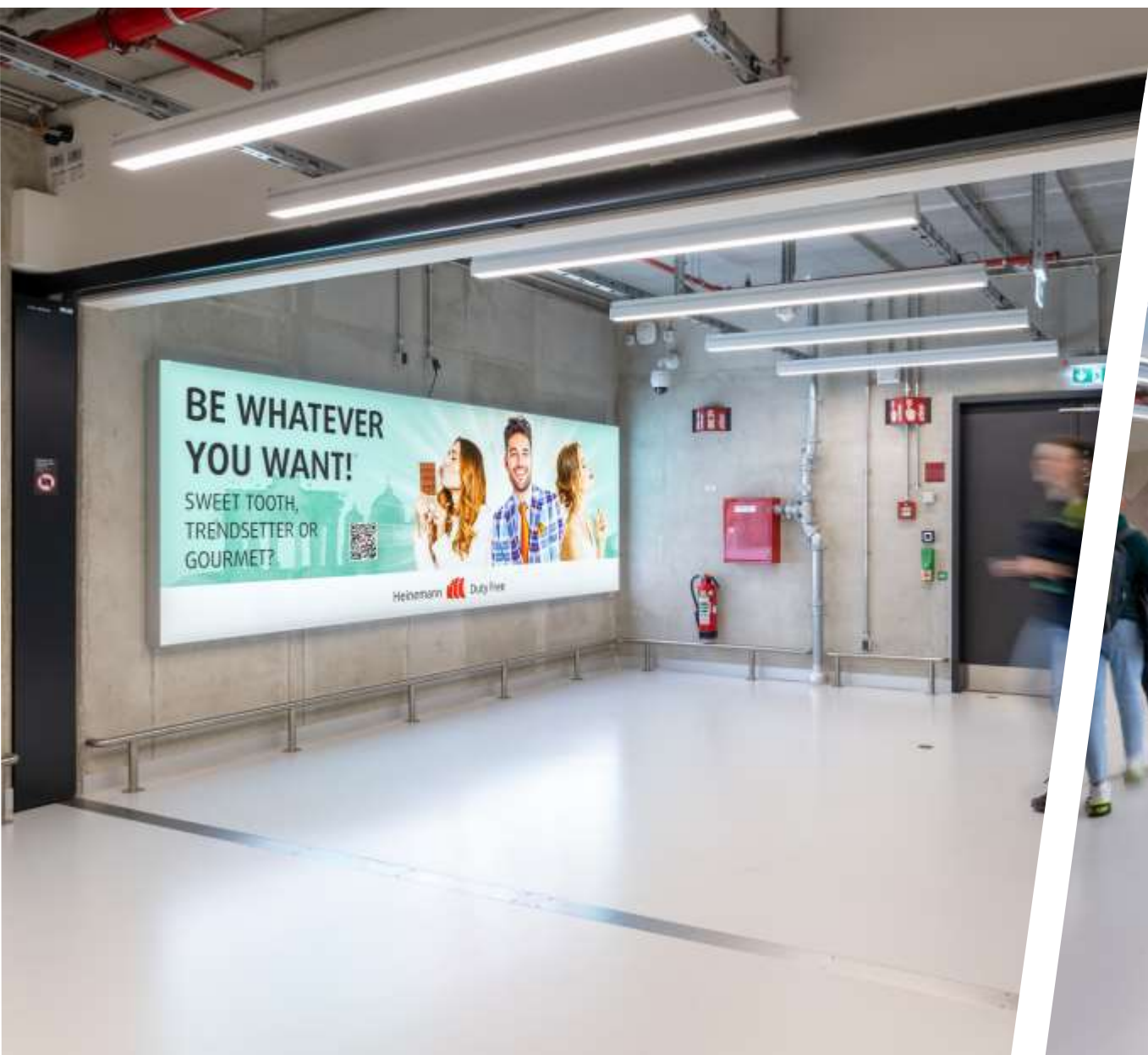
- Powerful presence!**
- Advertise where the relaxed part of the journey begins: After the check-in.
 - Passengers are on their way to the Plaza in T2, which invites them to shop and linger before heading to the gates for departure.



Resource number:	982-0001
Location:	Terminal 2, Airside
Quantity:	1
Runtime:	1 month
Price*:	€ 6,215
Other costs*:	€ 950 production costs
Size:	4,500 x 1,450 mm

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



MINI PROMOTION POINT BER

TERMINAL 1



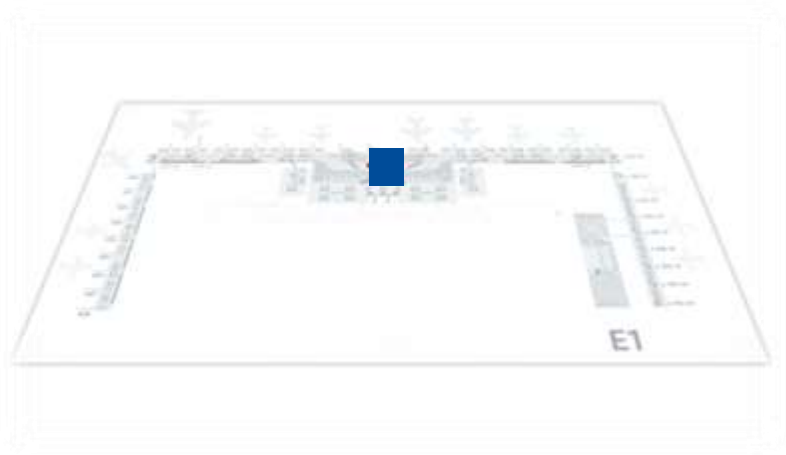
Right in the middle!

- One of four possible maximally visible locations in the central marketplace, you ensure high passenger frequency for your product.
- Surrounded by shops and restaurants, you can reach departing passengers in a relaxed atmosphere.

Eye catching

Attention grabbing

Shopping area



Resource number:	983-0001
Location:	Terminal 1, Marketplace, Airside
Quantity:	1
Passenger type:	Departing passengers
Runtime:	1 month
Price*:	€ 11,200
Other Costs*:	Production costs on request
Size:	1,250 x 3,100 mm

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

THIS WAY



Heinemann

BYRONIA

MCM

RELE



XXL-BILLBOARD BER

OUTDOOR



Departures and
meeters & greeters

Impressive dimensions

Unmissable

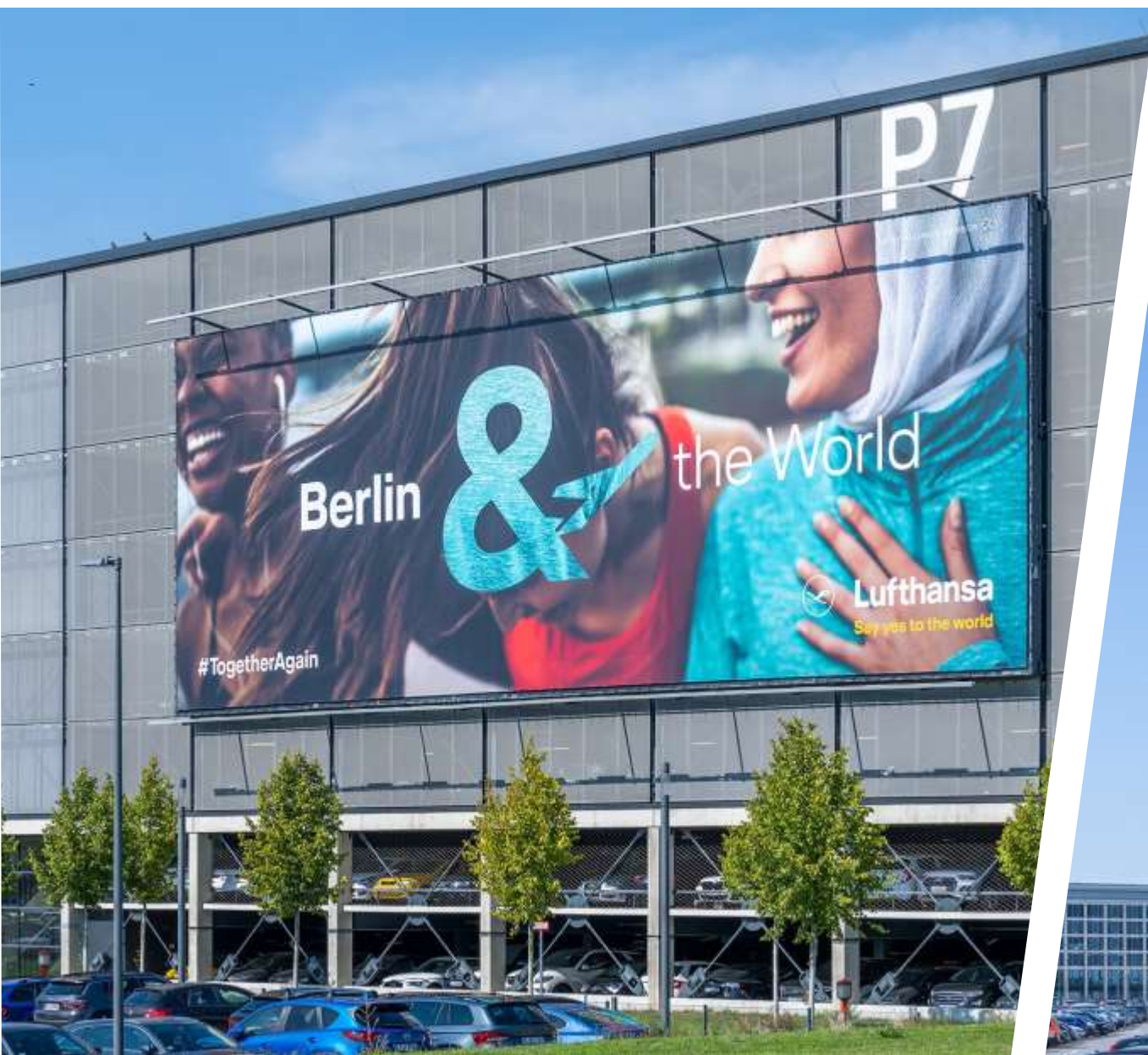
Unmissable before departure

- The eye-catcher for departing passengers and meeters & greeters – the XXL-Billboard at car park P7.
- Optimal visibility from the access road and Airport City in front of Terminal 1 guaranteed.



Resource number:	984-0001
Location:	Terminal 1 – Approach road, car park P7, outdoor
Quantity:	1
Passenger type:	Departures, meeters & greeters
Runtime:	Min. 1 month
Price*:	€ 72,450 (month); €869,400 (year)
Other costs*:	€ 17,250 production costs
Vis. size (W x H):	31,180 x 11,040 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



WALL PANELS BER

TERMINAL 1



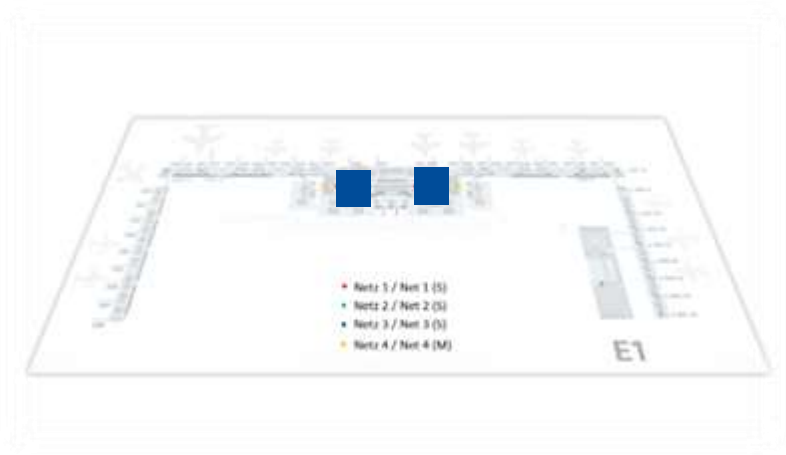
Shopping impulses

Highly frequented locations

Departures

Conquer new customers on the go

- Address departing passengers on the impressive Wall Panels on their way to the Walk Through Duty Free and the marketplace that follows.
- Your advertising is perfectly placed to put passengers in the mood to buy.



Resource number:	NW-981-001
Location:	Terminal 1, Departures
Quantity:	2 wall panels
Passenger type:	Departing passengers
Runtime:	1 month
Price*:	€ 9,450
Other costs*:	€ 1,080 production costs
Size:	3,700 x 1,700 mm

10%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



DIGITAL PRIME BOARDS DUS

All over the airport



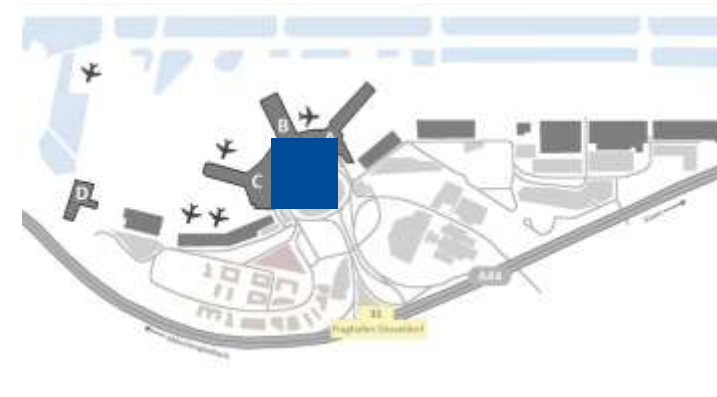
High reach

High advertising pressure

Throughout DUS airport

Premium Screens everywhere!

- Offers optimal presence in the airport building with a high reach and high advertising pressure
- Positioned in high traffic locations at the airport, the advertising media ensure strong brand messages and an intensive effect and thus become an eye-catcher for air travellers and guests.



Resource number:	NW-905-001
Location:	All over the airport
Quantity:	7
Passenger type:	Departing & arriving passengers,
Slots:	1/18
Runtime:	1 week
Spot length:	10 sec.
Price*:	€ 8,095
Other costs*:	€ 1,750 Handling fee
Size:	6.700 x 3.800, 5.100 x 2.900, 4.100 x 2.300, 4.920 x 2750, 5000 x 2750

+10%
Surcharge
in Q4

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

DIGITAL PRIME BOARDS - DUS



DIGITAL PRIME BOARDS HAM

TERMINAL 1 & 2



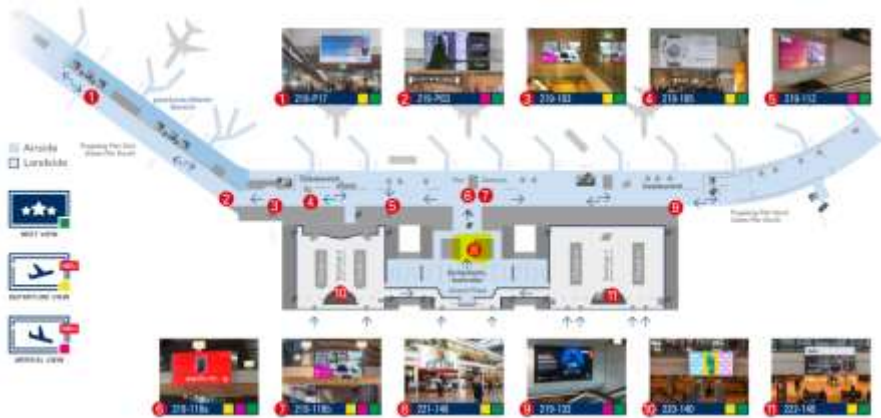
11 screens

Customer Journey

Hamburg Airport

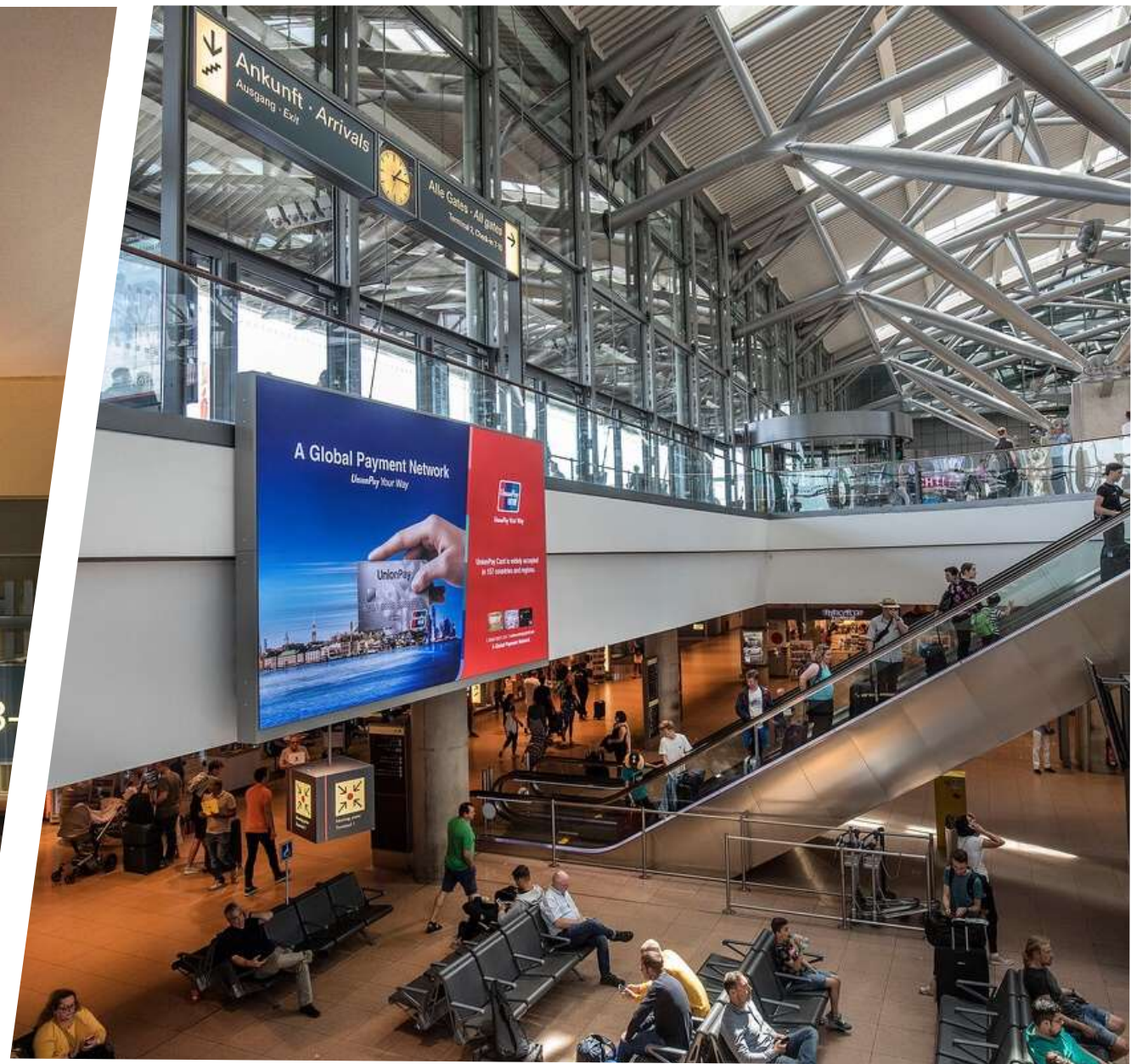
From Frankfurt to Hamburg: we extend your advertising trip

- The Digital Prime Boards extend your spread over to Hamburg Airport.
- Eleven screens are cleverly positioned along the customer journey.
- With these motifs you will reach both departing passengers in the public area and arriving and departing Schengen Area passengers in the security zone.



Resource number:	NW-109-001
Location:	Terminal 1 & 2
Quantity:	11 screens
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec
Price*:	€ 16,900
Other costs*:	€ 1,750 handling fee
Size:	4080 x 2300 mm 3100 x 1790 mm

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



PROMOTION POINT / DIGITAL PRIME BOARD HAM

TERMINAL 1



Eye catching

High length of stay

Shopping area

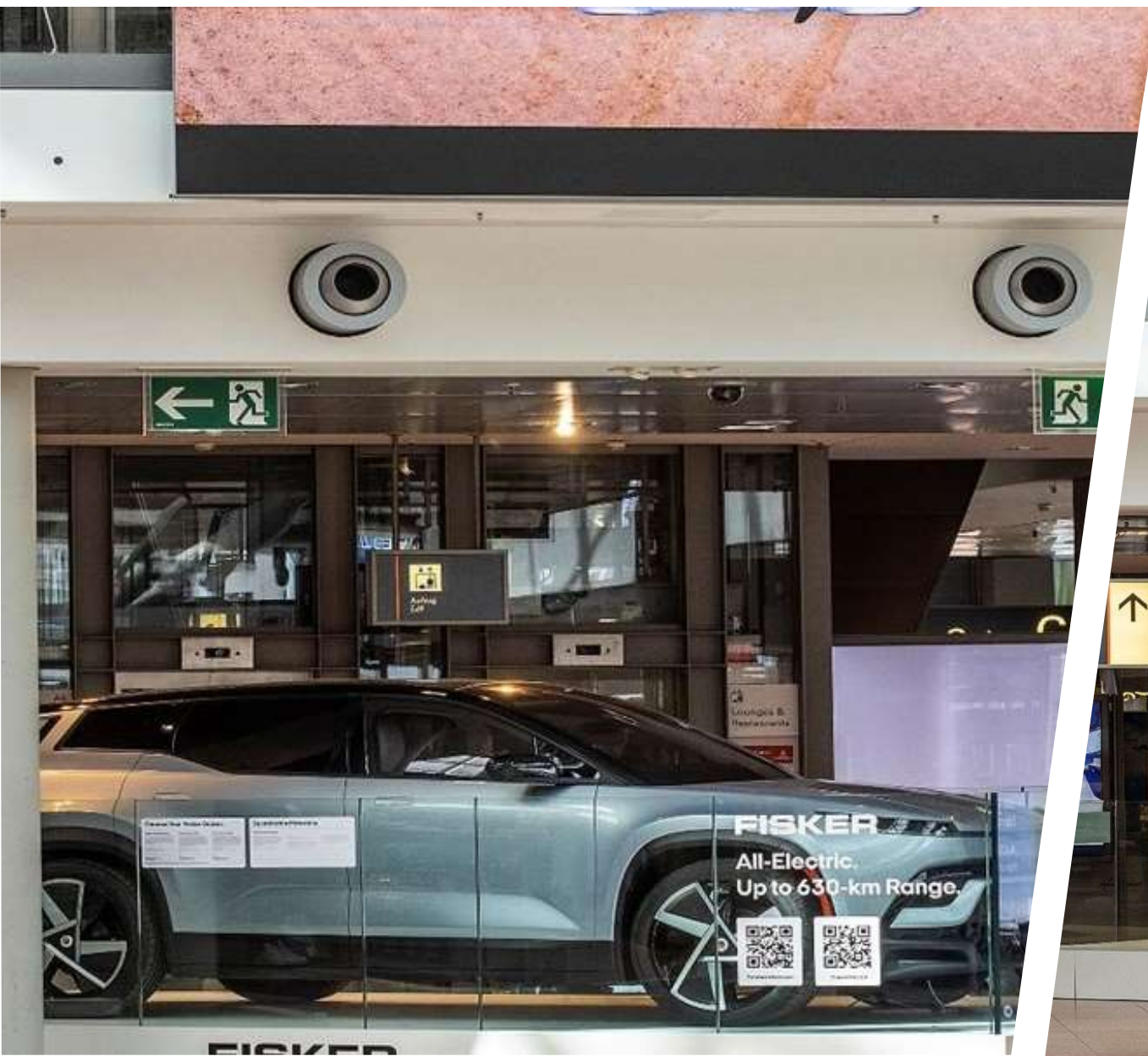
Use the center!

- Promotion Point can be booked individually or in combination with the Digital Prime Board
- Directly after the central security check
- Long stay with various shopping and dining options



Resource number:	NW-400-097
Location:	Terminal 1
Quantity:	1
Passenger type:	Departing passengers
Runtime:	1 month
Price*:	€ 20.000 (Promotion Point) € 28,700 (Promotion Point + Prime Board)
Other Costs*:	€ 1,500 (handling fee Promotion Point) € 1,750 (handling fee Prime Board)

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



DIGITAL WELCOME NETWORK HAM

TERMINAL 1 & 2



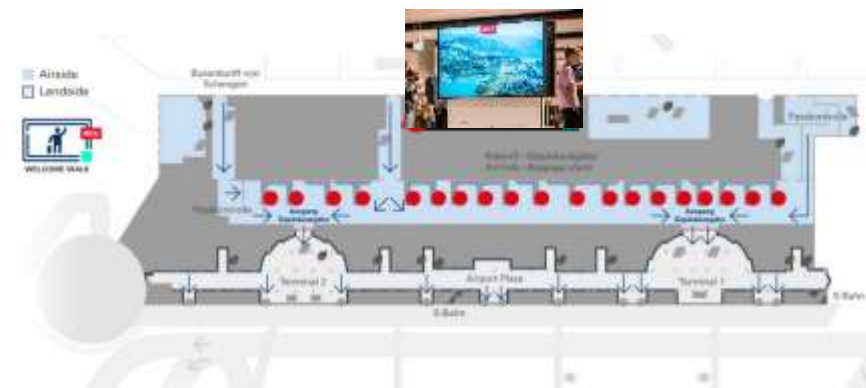
38 Screens

Full coverage
in the arrival area

Hamburg Airport

Your Star Alliance – at the baggage-claim areas in Hamburg, too

- The Digital Welcome Network offers you an unbeatable position along the baggage-claim carousels at Hamburg Airport, too
- Combined with the Digital Welcome Network at Frankfurt Airport, you will enjoy an unbeatable spread.
- The 19, double-sided steles with 38 screens in 55 inch, can be played in synchronism – which raises attention amongst arriving passengers even more.
- The long time spent at the baggage claim area carousels is the very place for entertaining, creative content.



Resource number:	NW-904-001
Location:	Terminal 1 & 2, Baggage Reclaim area
Quantity:	38 screens
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 4,500
Other costs*:	€ 1,750 handling fee
Size:	55" monitors (16:9)



DIGITAL ARRIVAL WALLS STR

TERMINAL 3



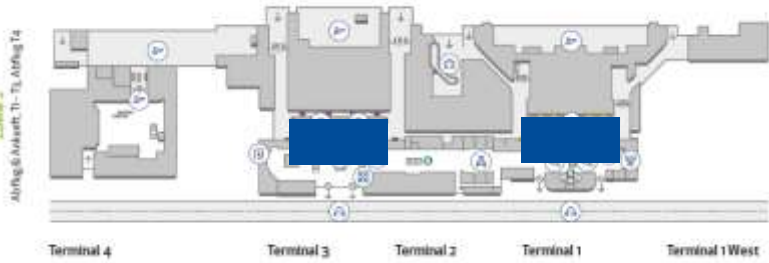
High waiting time

46“ screens in 4K quality

Stuttgart Airport

From Frankfurt to Stuttgart: we extend your advertising trip

- The Digital Arrival Walls extend your reach from Frankfurt Airport over to Stuttgart Airport.
- The 7 screens of 46 inches and in 4K quality are the ideal stage for a sustained brand campaign.
- Arriving passengers spend a long time at this point – so you get long-lasting awareness.
- In combination with the Digital Welcome Network you will extend the attention-grabbing customer journey from Frankfurt over to Stuttgart.



Resource number:	NW-902-001
Location:	Baggage claim area Terminal 1 & 3
Quantity:	14 screens
Slots:	1/5
Runtime:	1 week (starting from Monday)
Ad length:	2 x 10 or 1 x 20 sec.
Price*:	€ 11,900
Other costs*:	€ 1,750 handling fee
Size:	12x 46" screens, 2x 98" screens

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

DIGITAL DEPARTURE NEWTWORK STR

TERMINAL 1



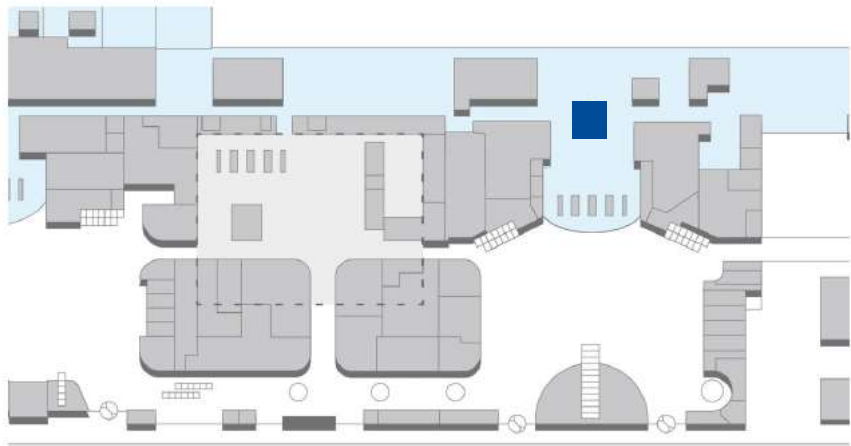
Right after the security check

Parallel displays

Dominant

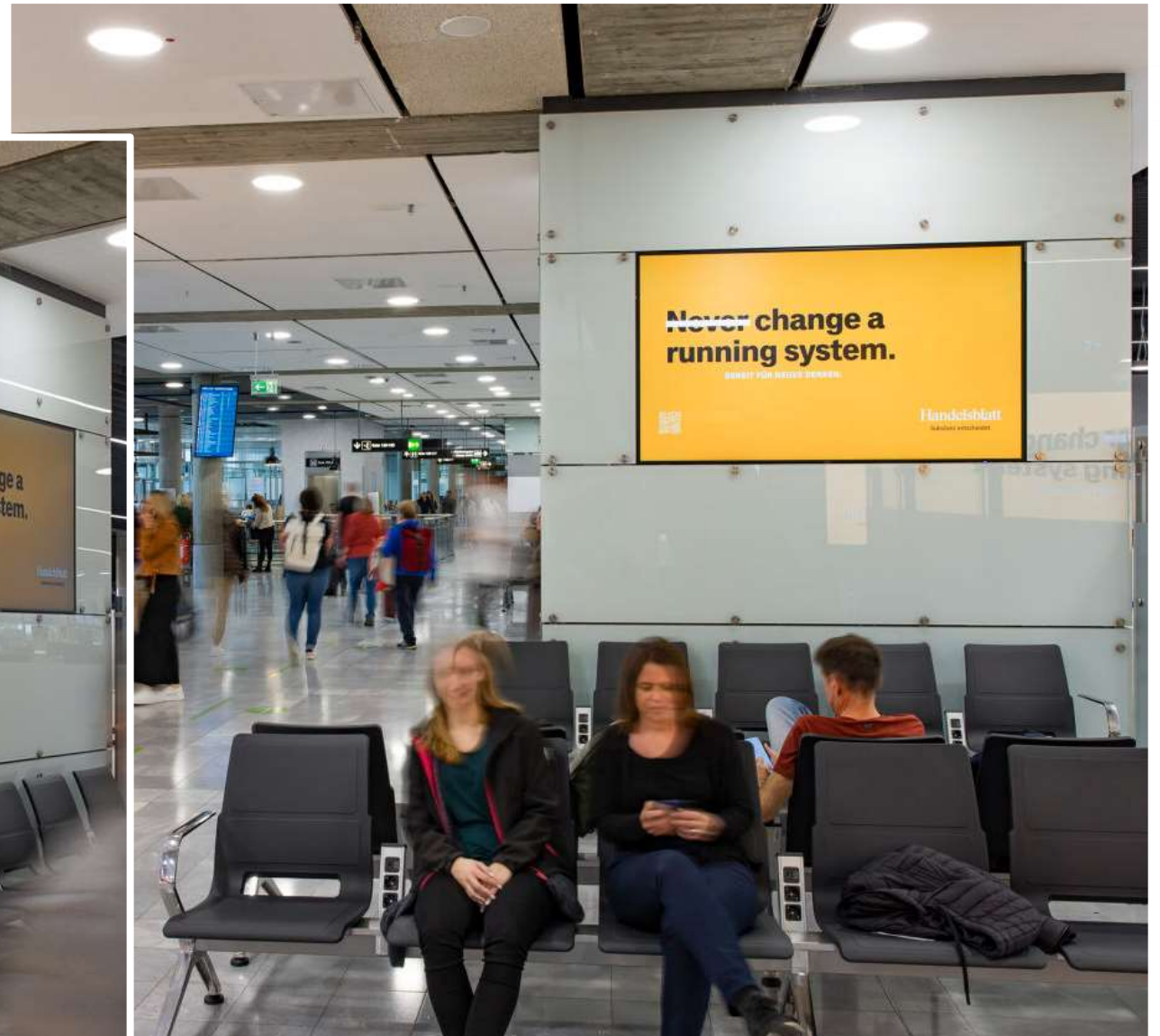
Top advertising location

- The digital advertising screens are ideal for placing your advertising message exclusively within a central, high-quality marketplace with gastronomy and a range of premium and luxury brands.
- The top location directly behind the security check and in the gate area guarantees a high frequency
- particularly high proportion of national and international passengers with exceptionally high purchasing power



Resource number:	NW-902-002
Location:	Terminal 1
Quantity:	10 screens
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	from 10 sec.
Price*:	€ 4,500
Other costs*:	€ 1,750 handling fee
Size:	2160 x 3840, 3840 x 2160 (9:16, 16:9)

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



DIGITAL ARRIVAL WALLS VIE

Baggage claim are



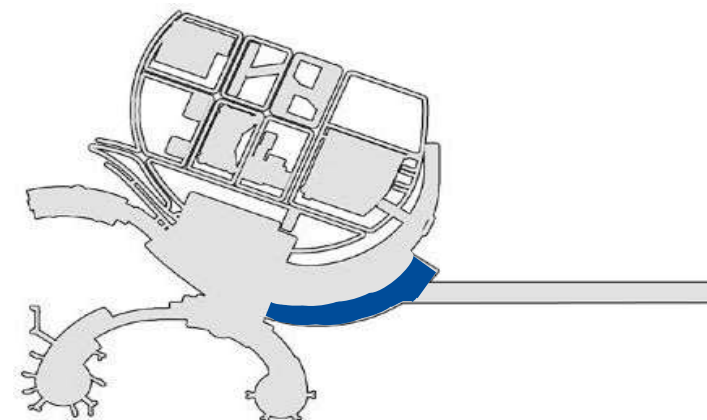
Eye catching size

In walking direction

Arriving Passengers

From Frankfurt to Vienna: we extend your advertising trip

- The Digital Arrival Walls extend your reach from Frankfurt Airport over to Vienna Airport.
- These 2 synchronised screens of 15 and 18 m² are the ideal stage for sustained brand advertising.
- Arriving passengers spend a long time at this point – so you get 100 percent coverage.
- In combination with the Digital Welcome Network you will extend the attention-grabbing customer journey from Frankfurt to Vienna.



Resource number:	NW-901-002
Location:	central baggage claim area
Quantity:	2 screens
Slots:	1/5
Runtime:	1 week (starting from Monday)
Ad length:	1 x 20 sec.
Price*:	€ 7,364
Other costs*:	€ 1,750 handling fee
Size:	15m ² & 18m ²

DIGITAL GATEWALK VIE

TERMINAL 1



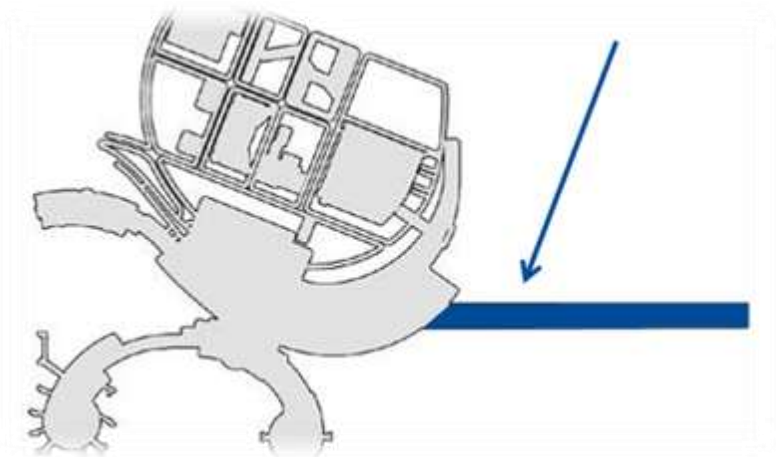
Business travellers

10 screens

Vienna International Airport

From Frankfurt to Vienna: we extend your advertising trip

- The Gatewalk extends the spread of your business communication from Frankfurt Airport over to inside Vienna Airport.
- The 10 screens of 84 inches at Vienna Terminal 1 North and East Piers meet arriving and connecting passengers from Schengen destinations.
- In combination with the Digital Welcome Network you can expand your attention-grabbing customer journey from Frankfurt over to Vienna.



Resource number:	NW-901-003
Location:	Terminal 1, Pier North & East
Quantity:	10 screens (landscape)
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	2x10 sec.
Price*:	€ 5,942
Other costs*:	€ 1,750 handling fee
Size:	84" UHD

*All prices and costs subject to change. Surcharges may apply for special trade fair events.

DIGITAL LOUNGE SCREENS VIE

TERMINAL 1



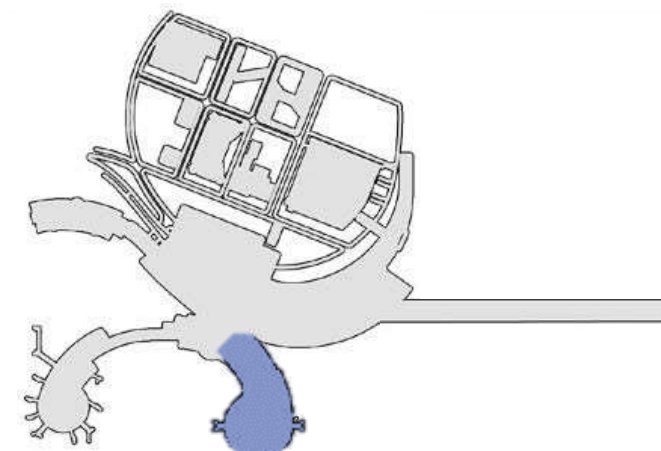
Business travellers

High length of stay

Relaxed atmosphere

Use the emotions!

- 2 x 65" UHD screens at the entrance to the Vienna Lounge and 4 x 98" UHD screens directly in the entrance and lounge area
- 2,500 m² of space for up to 500 guests
- Above all, frequent flyers and business travellers as well as premium card holders from various credit card companies are reached.



Resource number:	NW-901-004
Location:	Terminal 2
Quantity:	6
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	2x10 sec.
Price*:	€ 3,422
Other costs*:	€ 1,750 handling fee
Size:	2 x 65", 4 x 98", 16:9

DIGITAL WELCOME NETWORK VIE

Baggage Claim Area



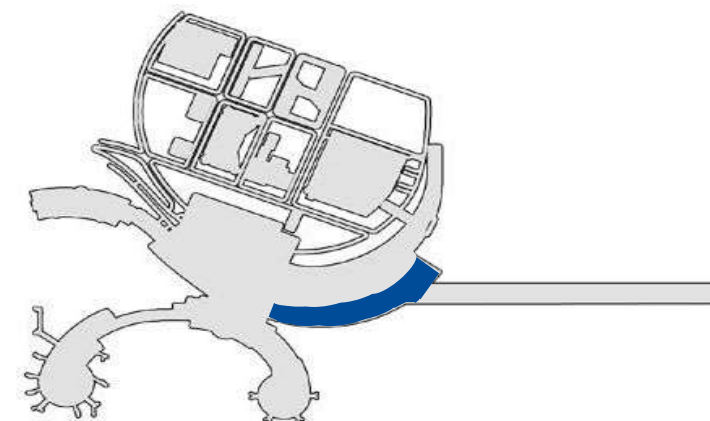
Eye catcher

unmissable

High waiting time

Your Star Alliance – at the baggage-claim areas in Vienna, too

- The Digital Welcome Network offers you an unbeatable position on all baggage-claim carousels at Vienna Airport
- Combined with the Digital Welcome Network at Frankfurt Airport, you will enjoy an unbeatable spread.
- Taken together, 144 screens, in 46 inches, can be played in synchronism at neighbouring locations – which raises attention even more.
- The long time spent at the baggage claim area carousels is the very place for entertaining, creative content.



Resource number:	NW-901-001
Location:	Central baggage reclaim area
Quantity:	144 screens
Slots:	1/9
Runtime:	1 week (starting from Monday)
Ad length:	5 x 20 sec.
Price*:	€ 10,125
Other costs*:	€ 1,750 handling fee
Size:	15x4 monitors 46" flat screen displays (16:9-format)

DIGITAL WELCOME NETWORK ZRH

Baggage Claim Area



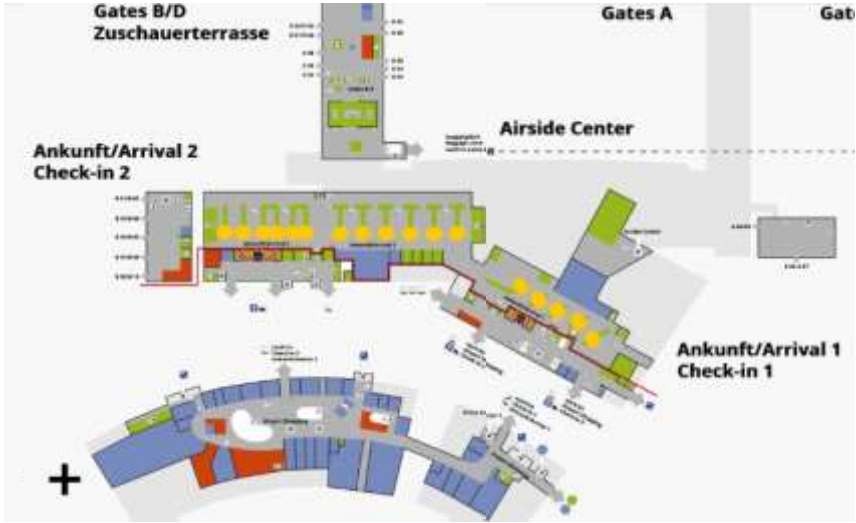
High waiting time

Eye catcher

At eye level

Be the eye catcher at Zurich Airport

- The Digital Welcome Network offers you an unbeatable position at the baggage-claim area at arrival 1 and 2 where you can reach Schengen and Non-Schengen passengers.
- Advertising messages welcome business travellers, international tourists and locals returning from their holidays as soon as they have landed.
- The long time spent at the baggage claim area carousels is the very place for entertaining, creative content.



Resource number:	NW-903-001
Location:	baggage reclaim Arrival 1 & 2
Quantity:	More than 30
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 8,400
Other costs*:	€ 1,750 handling fee
Size/format:	40" flat screen displays (16:9-format)

5%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



DIGITAL DEPARTURE NETWORK ZRH

Gates A & B

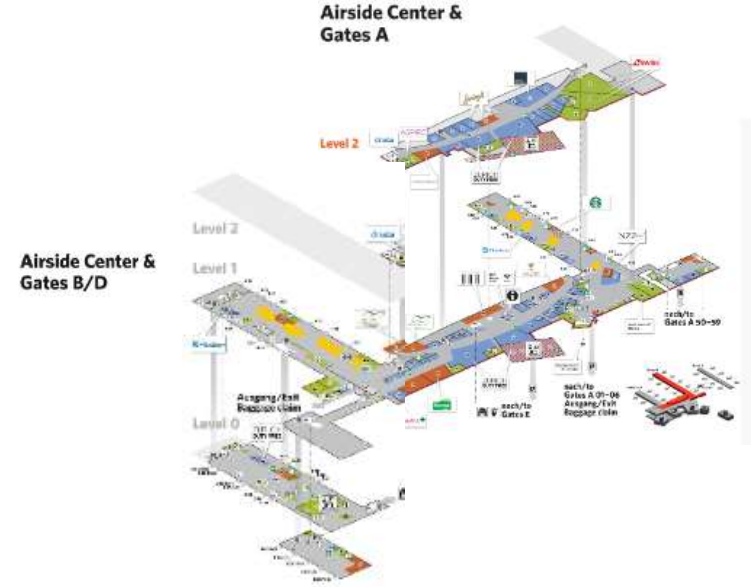


Along the walking direction

Double contacts

High waiting Time at the gates

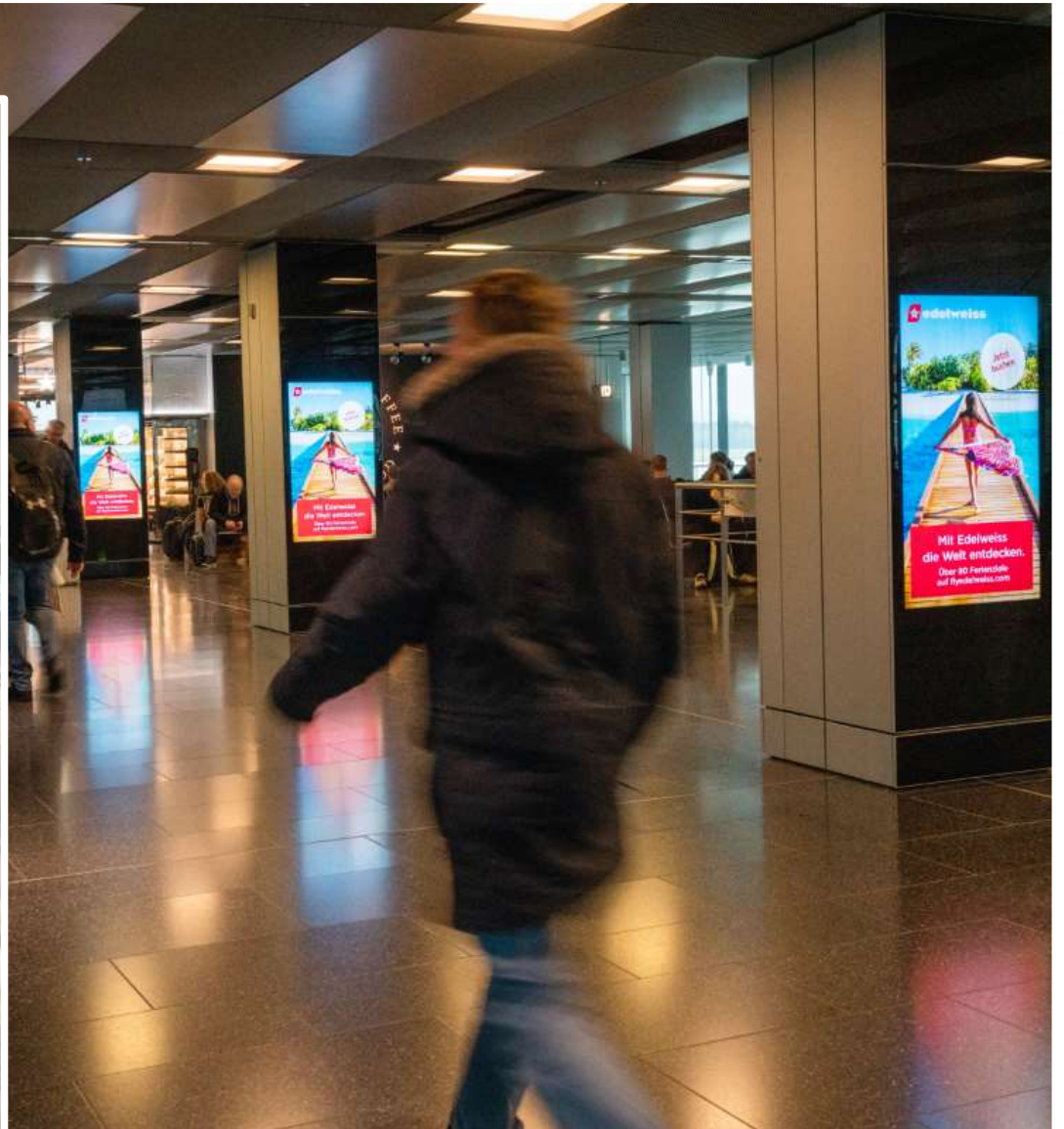
- Double up your contacts at Zurich Airport**
- Eye catching screens along the customer journey to the gates and directly at the gates.
 - Advertising messages are aimed at business travellers, international tourists and locals before their vacation
 - Gates A & B are the places to address passengers travelling to or from the Schengen areas



Resource number:	NW-903-003
Location:	Gates A & B
Quantity:	More than 25
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 14,700
Other costs*:	€ 1,750 handling fee
Size/format:	16 x 65/70" , 10 x 55/65" / 16:9

5%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



DIGITAL DELUXE NETWORK ZRH

Airside Center & Gates A



Shopping area

Departing passengers

Luxury target group

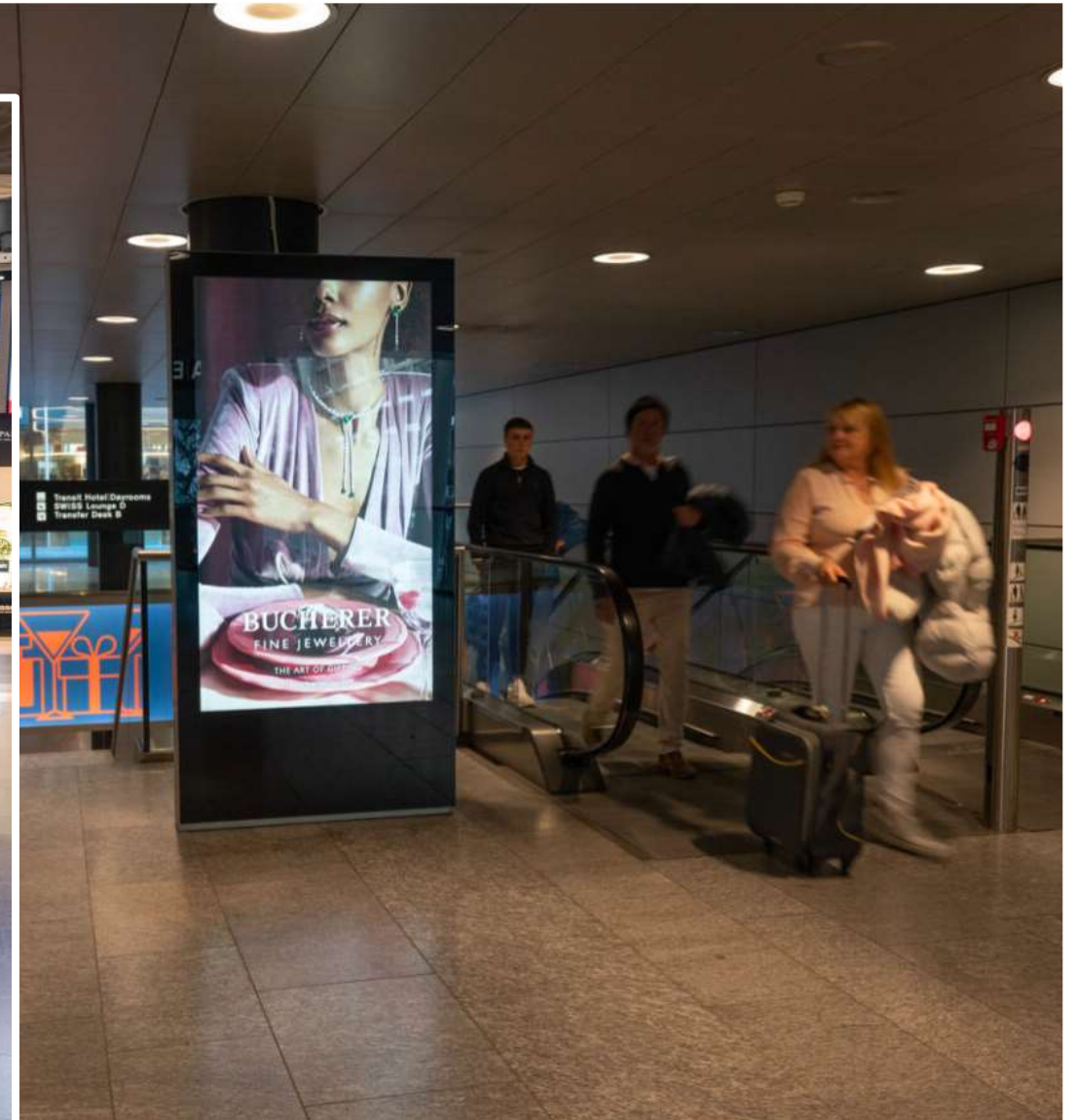
- Reach luxury travellers**
- In the Airside Center, in the passenger area after security checks, the variety and exclusivity of the stores is simply overwhelming.
 - High-quality brands attract the luxury target group.
 - Present your brand in an exclusive environment.



Resource number:	NW-903-004
Location:	Airside Center & Gates A
Quantity:	6
Slots:	1/6
Runtime:	1 week (starting from Monday)
Ad length:	10 sec.
Price*:	€ 21.700
Other costs*:	€ 1,750 handling fee
Size/format:	75" & 85" screens (1080 x 1920)

5%
AC

*All prices and costs subject to change. Surcharges may apply for special trade fair events.



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