

# Your ad space under the sun!

Online Advertising Rates 2010/11  
Urlaub.de

On average  
**694.000**  
Page  
Impressions  
per month

12/2010

 **urlaub.de**  
Endlich Urlaub.



# A small insight into urlaub.de

Urlaub.de is **your** qualified Online Travel Agency with a direct price comparison of more than 50 tour operators.

Whether package tours, last minute offers, flight only, hotel only, vacation in holiday houses or on a cruise liner - clients are guaranteed the most economical booking price with the urlaub.de best price guarantee.

In the urlaub.de community you will find more than 76.000 travel recommendations and pictures of more than 19.000 destinations to plan and reinforce your journey.



Portrait

# Be successful with us

- Since more than **10 years** the qualified Online Travel Agency for vacation
- Direct price comparison of more than **50 tour operators**
- **50 Euro loyalty-discount** for the next travel with each booking
- Tested by **IVW**
- More than **694.000** Page Impressions per month
- More than **102.000** Visits and **70.000** Unique User per month
- **23.000** newsletter subscribers

Reference: AGOF internet facts 2010-II, monthly average

The image shows a screenshot of the urlaub.de website. The main content area features a search bar with fields for destination, dates, and number of travelers. Below the search bar, there are several promotional banners and a list of travel offers. The sidebar on the right contains a prominent banner for 'Sommerurlaub 2011' with a '30% Rabatt' (30% discount) for early bookings. The website layout is clean and user-friendly, with a blue and white color scheme.

Basic data

# All important information around Urlaub.de

- All vacation data at a glance
- Data & facts and recent meteorological data of the destination
- Information concerning arrival, parking and check-in on the eve of the booked airport of departure
- Currency translation of Euro in 164 currencies
- Interesting news around the most beautiful weeks of the year, events, insider tips, special promotion offers and a lot more ...



Contents

# urlaub.de Users

- 51% are aged **29 to 49 years**
- more than 28% have a net income of **more than 3.000 Euro**
- are educated **above average**
- have a **superior spending power**
- **update themselves regularly online** on travel bookings and show strong interest in culture, photography, music/TV and wellness
- plan and book their travel predominantly online

Target Group

# Our User – Your Clients



Sociodemography

# Three columns for your succes

## **Bannering**

Eye-catching advertising space on our website

## **Teaser**

Your advertisement within our content

## **Newsletter**

A highly motivated customer group for your advertisement



Good Reasons

# The best spaces

**Teaser A** (342 x 290)

**Teaser B** (162 x 290)

**Skyscraper** (120/160 x 600)

The image shows a screenshot of the urlaub.de website interface, overlaid on a background of a scuba diver underwater. The website layout includes a navigation bar with links like 'Service', 'Reiseinfos', 'Newsletter', 'Urlaubstipps', 'Kontakt', and 'Marktplatz'. Below the navigation bar, there are several sections: a search bar for destinations, a 'Zwei Reiseziele' section with a form, a 'Das Top-Reiseziel für jede Jahreszeit' section with featured destinations like 'Ägypten' and 'Murgghada', and a 'Reise buchen, morgen fliegen' section with a list of destinations and prices. The 'Skyscraper' space is a vertical banner on the right side of the page, and the 'Teaser A' and 'Teaser B' spaces are smaller rectangular banners within the main content area.

Destination	Price
Mallorca	€ 289 C
Rhodos	€ 308 C
Tunesien	€ 374 C
Kreta	€ 338 C
Iliza	€ 295 C

Advertising Space

# Teaser

- Integration in content area increases customers' trust in your sales message
- Especially for touristy regions, hotels or airlines with direct linkage to your offers within our websites
- Direct targeting by placement in the appropriate subject area
- Can be booked on a weekly basis
- Attractive ad packages



Advertising Space

# Bannering

- Eye-catching advertising space guarantees high click rates
- Possibility for direct linkage to your offers within our websites or to your own website
- Available for touristic and non-touristic products
- Display guaranteed according to volume booked
- Individual adjustment of advertising periods
- Minimum volume required: 1.000 €

The billboard displays the website 'urlaub.de' with a search bar and various promotional banners. The banners include:

- Applien:** Tausch, Tauschen und viele Vorteile in Applien. Bist du bereit, um produktiv zu sein? Du hast Spaß oder willst nur ein bisschen relaxen, das sind die Möglichkeiten, die du hast.
- Wurgada:** 1 Tag, 20€... 399 €
- Auf die Plätze, fertig, los. Urlaub unter 300€:** 50€
- Sparen bis 40%:** Spar bis 40% bei...
- Wetter:** Wetter... 248 €
- Rheine:** Rheine... 288 €
- Tyrol:** Tyrol... 378 €
- Krifa:** Krifa... 339 €
- Stax:** Stax... 298 €

Advertising Space

# Top Hotel

- Perfect for individual hotels
- Highly effective placement in the list of hotels
- Per region 2 hotels as a maximum possible
- Cognition as recommendation
- Price per week: 150 €



The screenshot shows the urlaub.de website interface. At the top, there's a navigation bar with 'urlaub.de' logo and various menu items. Below that, there's a search bar and a filter section. The main content area displays search results for 'Türkei, Kemer & Beldibi'. The first result is highlighted with a red box and a 'Top Hotel' badge. The badge text reads: 'Unsere Empfehlung: Hot', 'Top Hotel', 'Türkei, Kemer & Beldibi, Tekirova (Karte)', '100% Weiterempfehlung', '4 Bewertungen', and 'ab 770 € pro Person, 4 Nächte'. Below the first result, there are two more results: 'Hotel Felice' and 'Hotel Akka Claros'. The 'Reiseführer' section on the right provides more information about the region.

**Top Hotel**  
Unsere Empfehlung: Hot  
Türkei, Kemer & Beldibi, Tekirova (Karte)  
100% Weiterempfehlung  
4 Bewertungen  
ab 770 € pro Person, 4 Nächte

**Hotel Felice**  
Türkei, Kemer & Beldibi, Kemer (Karte)  
Kunden meinen: super Service & Lage  
86% Weiterempfehlung  
25 Bewertungen  
ab 349 € pro Person, 4 Nächte

**Hotel Akka Claros**  
Türkei, Kemer & Beldibi, Kınık (Karte)

**Reiseführer: Kemer & Beldibi**  
Links das klare Meer, rechts das imposante und beeindruckend nahe Taunusgebirge - diese eindrucksvolle Küste bietet sich Urlaubern, wenn sie sich im Zentrum des türkischen Küstenortes Kemer befinden. Die Region um die Touristenorte Kemer und Beldibi ist aufgrund der sauberen Badestrände, dem klaren Meerwasser, zahlreichen ansehnlichen Sehenswürdigkeiten sowie den in der Hauptsaison hervorragenden klimatischen Bedingungen ein beliebtes Ferienziel deutscher Urlauber. Viele Touristen schätzen den Urlaub in dieser Region nahe Antalya, vor allem die Möglichkeit, Bäderurlaub, Ausflüge und kulturelle Highlights miteinander zu verbinden, so dass im Urlaub keine Langeweile aufkommt. Die meisten Urlauber sind in den Sommermonaten tagsüber am Strand oder bei einer Wanderung in einem der

Advertising Space

# Newsletter Integration

- Mailed to a highly motivated and identified group of clients
- Direct and personalised targeting according to interests chosen by subscribers
- Available for touristy and non-touristy products
- Large-sized advertising space



Falls der Newsletter nicht richtig dargestellt wird, klicken Sie bitte hier: [urlaub.de](#)

Start | Newsletter | Angebote | Flug | Hotel | Städtereise | Reiseziele

Auf die Plätze, fertig, los: Unser Lastminute-Endspurt.  
**Urlaub unter 300 €**

50% Ersparnis  
\*erstärker auf die nächste Reise

Jetzt Winterreise buchen  
So freuen sich Frühbucher.  
40% Ersparnis  
Jetzt buchen

Erholen wie die Götter  
Griechische Inseln buchen.  
ab 278 €  
50% Ersparnis  
Jetzt buchen

**BANNER**

Unsere Lastminute Top-Seller inkl. Flug

Mallorca DZ/HP 7Tage € 354 €	Ägypten DZ/AI 7 Tage € 443 €	Gran Canaria App/OV 7 Tage € 334 €	Türkei DZ/AI 7 Tage € 298 €
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urlaub.de



Advertising Space

# Advertising Spaces



<b>Premium</b> (Onsite + Bannering, 2-4 weeks)	Skyscraper (200TSD PageImpressions) 2x Teaser A Homepage 2x Teaser B Doorpage Ad-Creation Editorial subpage	5.000 € <b>Savings 800 €</b>
<b>Standard</b> (Onsite + Newsletter, 1-2 weeks)	1x Banner Newsletter 1x Teaser A Homepage 1x Teaser B Doorpage Editorial Subpage	1.200 € <b>Savings 200 €</b>
<b>Bannering</b>	Skyscraper Website Rotation/Category Super Banner Category (Hotelinfo-PopUp)	CPT 25/30 € CPT 30 €
<b>Newsletter</b>	Banner	500 €
<b>Service Features</b>	Creation Editorial Subpage Ad-Creation	300 €

Price List

# Contact us

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