

www.sonnenklar.TV



Campaign header

Weekly offer  
Daily offer

Revolving teaser

Single teaser



## CLASSIC

- Single teaser on homepage
- Landing page
- 1 x single teaser in the standard newsletter

€ 8.400  
€ 9.600  
€ 9.000

~~€ 27.000~~  
**€ 25.000**

## PLUS

- Revolving teaser on homepage
- Landing Page
- 1 x single teaser in the standard newsletter
- 1 x web push notification

€ 9.200  
€ 9.600  
€ 9.000  
€ 800

~~€ 28.600~~  
**€ 27.000**

## PREMIUM

- Campaign header
- Landing page
- 1 x single teaser on homepage
- 1 x single teaser in the standard newsletter

€ 25.600  
€ 9.600  
€ 8.400  
€ 9.000

~~€ 52.600~~  
**€ 40.000**

### sonnenklar.TV website

- Pls / month: 25.000.000
- Visits / month: 2.900.000
- 40% of our customers visit our website weekly
- About 50% of our website visitors stay up to 30 minutes.

### Newsletter

- Unique recipients in total: 350.000
  - Recipients of the weekly newsletter: 198.000
  - Recipients of the daily newsletter: 158.000
- Web push subscribers: 37.000
- App push subscribers: 220.000



## Campaign header

- Prominent placed advertising spaces on the sonnenklar.TV homepage (only visible on the desktop)
- Size: 1.600 x 540 px
- Duration: 1 week (one integration per month)  
**Pls/week: Ø 425.000** (at least 325.000 - max. 600.000)

### Partner integration:

- Online promotion of your travel product via the campaign header\*
- Direct link to the internet booking engine (IBE) (included in the offer)
- Can be combined with the partner landing page on sonnenklar.TV (plus € 9.600, -)
- Can be combined with single teaser on sonnenklar.TV (plus € 8.400, -)

## Revolving teaser

- Size: 1.200 x 627 px
- Duration: 1 week (7 days)
- **Pls / week 425.000** (at least 325.000 - max. 600.000)

### Partner integration:

- Online promotion of your travel product via the proposal teaser\* (max. 3 proposal teasers in the revolving teaser)
- Direct link to the internet booking engine (IBE) (included)
- Can be combined with the partner landing page on sonnenklar.TV (plus € 9.600, -)





## Single teaser - homepage

- Size: 400 x 200 px
- Duration: 1 week (7 days)
- **PLs / week: Ø 425.000** (at least 325.000 - max. 600.000)

### Partner integration:

- Online promotion of your travel product via teaser box\*
- Direct link to the internet booking engine (IBE) included
- Can be combined with the partner landing page on sonnenklar.TV (plus € 9.600)



€ 8.400 net

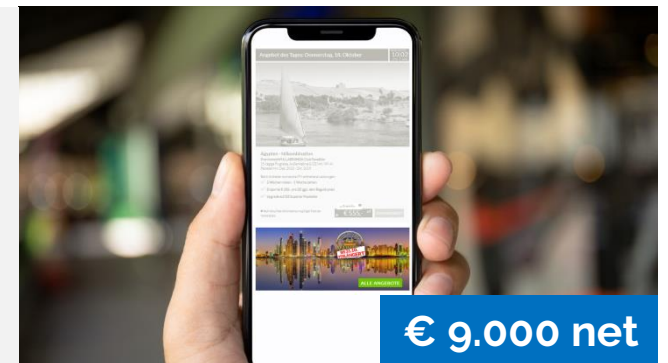
## Single teaser – newsletter for the daily offer

Teaser for the offer in the daily newsletter for the customer

- Range of the mailing list: approx.. 160.000 recipients
- Day of dispatch: daily at 4 p.m.
- Integration in the newsletter via teaser
- No logo integration on the weekend – only possible on Tuesday to Friday

### Partner integration:

- Direct link to the product: Direct link to the internet booking engine (IBE)
- Can be combined with the partner landing page on sonnenklar.TV (plus € 9.600)



€ 9.000 net

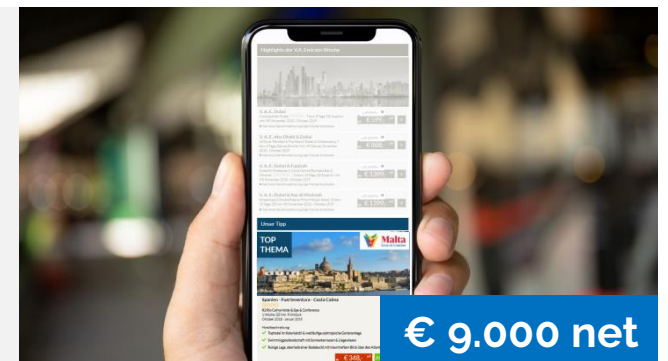
## Single teaser – basic newsletter

Teaser for the offer in the basic newsletter for the customer

- Range of the mailing list: approx. 200.000 Empfänger
- Day of dispatch : Thursday 6 p.m. respectively Saturday 8 a.m.
- Integration in the newsletter via a teaser  
Teaser large image (610 x 250px)

### Partner integration:

- Direct link to the product:, direct link to the internet booking engine (IBE)
- Can be combined with the partner landing page on sonnenklar.TV (plus € 9.600)



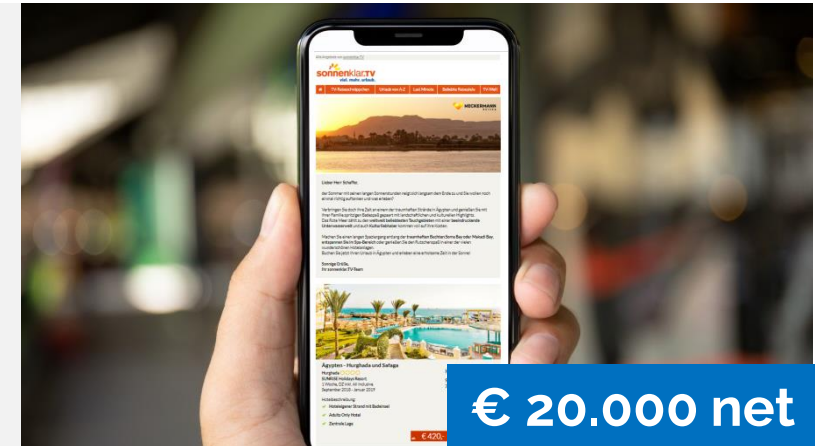
€ 9.000 net

## Standalone newsletter

- Use the mailing list of the sonnenklar.TV newsletter, to create and send an own newsletter with the look & feeling of sonnenklar.tv
- Range of the mailing list: approx. 200.000 recipients
- :Day of dispatch: once per month (Tuesday)

### Partner integration:

- Direct link to your product and to the internet booking engine sonnenklar.TV (IBE)
- Individual customization of your newsletter structure und design
- Can be combined with partner landing page on sonnenklar.TV (plus € 9.600)



## Landing page

- Complete presentation with image text, logo integration, images and attractive travel offers (min. 6 offers)
- As link target in combination with other advertisements



## App push notification

- Promote individual products via push notifications in the sonnenklar.TV app (needs a sonnenklar.TV offer number, Pushes on landings pages are not possible).
- Dispatch: once per month

### Partner integration:

- Promote an individual product\*
- Direct link to the IBE (App)
- Recommended in combination with daily/weekly offer (not included)



## Web push notification

- Promote individual products or your landing page via sonnenklar.TV.
- Dispatch: once per month

### Partner integration:

- Promote an individual product or your landing page
- Direct link to the IBE (included in the offer)
- Can be combined with a landing page (add. € 9.600, -)

