



media price list 2011





- introduction
- brussels airlines
- target group
- travel chain
- pricelist
- contact

## >> brussels airlines- a new generation airline



### **brussels airlines**

- is the new European airline with customer- tailored services
- carries about 6 million passengers per year
- with more than 300 connections daily from Brussels to premium destinations in Europe, Africa, North America, China and in Middle East
- a modern fleet of 49 aircrafts
- most punctual airline in 2009



### **bader media**

- is the independent owner- managed special agency for below-the-line and integrated travel communication
- exclusive marketing partner of brussels airlines
- creates new unique communication ideas and new sales channels along the travel chain with strong attention in leading your brand to your target group

>> brussels airlines – to give more people the chance to fly



### the target group

- consists of 60% business travellers and 40% leisure travellers
- among these are 70% men and 30% women
- ranging from the age of 25 to 54
- 50% of the passengers are international
- the passengers choose brussels airlines because of the high quality flexible services and comfort and the punctuality of its flights

# All the freedom you could wish for.

## Shorthaul & longhaul product features



### Shorthaul

Economy



light  
economy

Budget-friendly, no-nonsense travel.



flex  
economy+

Flexible, time-friendly European travel

### Business



BUSINESS

Premium business service with maximum flexibility, designed for frequent business travellers.

### Longhaul

Economy



economy

Comfortable, flexible longhaul service

### Business



BUSINESS

A uniquely comfortable way of travelling around the world.



**The service chain of brussels airlines and innovative ideas meet exactly the needs of the BA target group:**

- **before the flight:** online integration, sampling at check-in desks, exclusive promotions in the lounges
- **during the flight:** ambient media (napkins, refreshment towels, coffee cups), samplings and product placement, onboard entertainment, placement of magazines
- **after the flight:** advantages for the passengers through strategic partnerships, integration in the brussels airlines newsletter, aircraft advertising



### Express check-in machines

The new express check-in machines of brussels airlines offer new innovative services and offer a very eye-catching advertising tool.

→ Screensaver and contents

There are 8 express check-in machines at Brussels airport

Media	Description	Format (h x w)	Overall Costs minimum term
<b>Quick check-in counter</b> Minimum: 2 months	screensaver and content	to be determined	<b>10,000 € / month</b>



### Branding of boarding pass

The boarding pass is distributed to 500,000 passengers per month at the check-in desk.

The back side of the removable part can be used for logo placement. This part will be kept by the passengers also after the flight.

The size is 55 x 52 mm.

Media	Description	Format (w x h)	Overall Costs minimum term
<b>Branding boarding pass</b> minimum quantity: 300.000 pieces	ad on the removable part	55 x 52 mm (with 3mm bleed on all sides)	27 € / 1.000 pieces



### Check-in display

Flyer can be displayed at check-in desk in Brussels  
Ideal to promote a special offer with a raffle or a voucher.

Great advertising place.

Media	Description	Format (h x w)	Overall Costs minimum term
<b>Check-In display</b> Minimum: 1.000 flyers pro display / month	at Brussels airport Individual flyer placement	A6	<b>300 € / display</b>



### New product on board brussels airlines

→ brussels airlines tray tables (outside)

Highest visibility to your advertising campaign

An advertising on brussels airlines tray tables is well seen by every passengers for at least one hour.

Possibility to promote your brand with 3 different advertising motives

Media	Description	Format (h x w)	Overall Costs minimum term
<b>Tray table</b> 80 tables per aircraft  * production placards inclusive	ads on the back side of tray tables ad in 4 colours	on request	<b>85 € *</b> <b>per month / table</b>



### Catering b.flex

Your flyers can be inserted in these b.flex boxes.

Offer as well refreshing towels branded with your logo and advertising together with b.flex meal.

Surprise the b.flex passengers with your offer.

Media	Description	Format (h x w)	Overall Costs minimum term
<b>Flyer integration</b> Quantity: 60.000 pieces / month for b.flex Quantity: 350.000 pieces / month for b.light	distribution together with meal	A6	<b>0.35 €/piece*</b>



### New product on board brussels airlines

→ Seat belt sleeves

Highest visibility and innovative medium

A paper banderole with your brand and message will be fixed at the belt and is noticed by every passenger.

This concept is especially adapted with a sampling in seat pockets or with an advertising on tray tables.

Media	Description	Format (h x w)	Overall Costs minimum term
<b>Seat belt sleeves</b> 120,000 sleeves, 1 month	branding on the banderole fixed at the belt	7,5 x 14 cm	<b>35,000 €* </b>

\* Production banderoles inclusive



### Branding items

#### → Refreshing towels

Refreshing towels are distributed on long-haul flights and on European routes

Place your brand and advertising message with an amusing slogan on refreshing towels

Surprise all passengers with new "fresh" media

Media	Description	Format (h x w)	Overall Costs minimum term
Refreshing towels 200.000 pieces	On board distribution, branding in 3 colours	on request	<b>110 € / 1.000 pieces *</b>
Refreshing towels 400.000 pieces	On board distribution, branding in 3 colours	on request	<b>80 € / 1.000 pieces *</b> * ask us a special offer for large



### Branding items

→ Cocktail napkins

Besides the catering possibilities brussels airlines provides a range of products which can be branded with your logo or claim.

Cocktail napkins are distributed together with every meal to every passenger.

Media	Description	Format (h x w)	Overall Costs minimum term
Cocktail napkins, 4c 1 million, 3 months	1 colour ad on cocktail napkins	11 x 11 cm	32,500 € / 3 months



### Branding items

→ Cardboard cups

Hot drinks are served on every flight.

With a branding on the cups you can promote your product and give a recall for purchasing it after the flight.

Media	Description	Format (h x w)	Overall Costs minimum term
<b>Cups</b> 750.000 cups, 3 months	branding in 3 colours	on request	<b>39,000 €</b>



### Branding items

→ Air sickness bags

The air sickness bags are inserted in every seat pockets and if branded, your advertising message is simply seen and always there during the flight.

Significant surface to brand and possibility on branding on both sides.

Media	Description	Format (h x w)	Overall Costs minimum term
<b>Air sickness bags</b> 200,000 bags, 6 months	4 colour ad	on request	<b>45,000 €</b>



### Sponsoring

→ Headphones

Sponsoring headphones on long haul flights.

You can promote your company with a logo on the headphones and a co-branded flyer, which is distributed together with the headphones.

Media	Description	Format (h x w)	Overall Costs minimum term
<b>Sponsoring headphones</b> 6,000 per month	distributed to all b.flex passengers	on request	<b>6,000 €</b>



### Sponsoring children items

→ Children products

Children products are distributed on board.

A good way to please the children and reach parents at the same time.

Media	Description	Format (h x w)	Overall Costs minimum term
<b>Sponsoring toys</b> 15,000 pieces per year	branded with your logo	on request	<b>6,000 €</b>



### Aircraft advertising

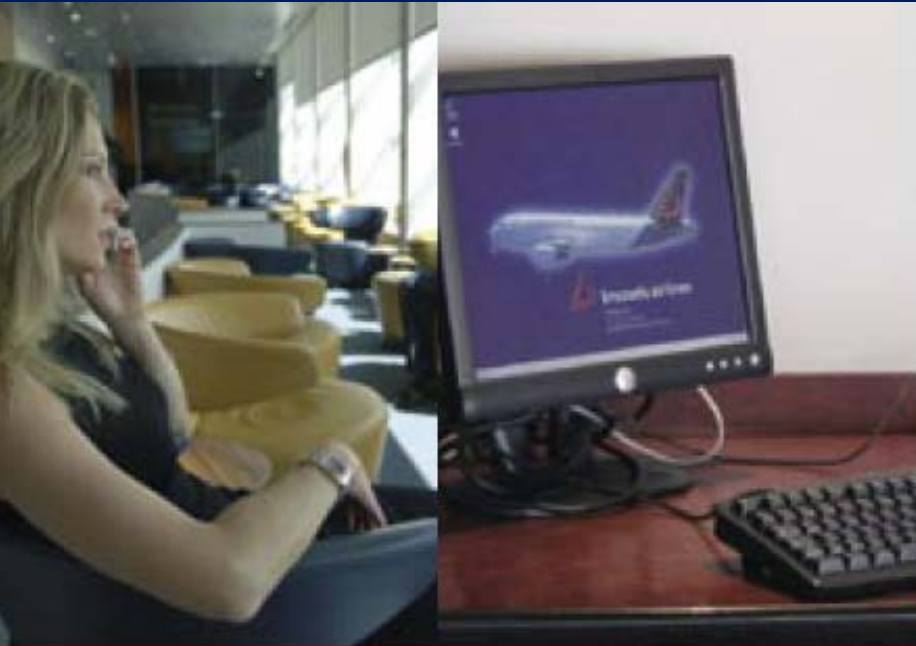
Advertising on the exterior of brussels airlines aircraft is a new and effective way of advertising

- branding complete aircraft or branding parts of aircraft
- Wing advertising
- 45 aircrafts are available for branding

Media	Description	Format (h x w)	Overall Costs minimum term
<b>Complete branding</b> 1 year	complete branding of one aircraft		<b>250,000 €* </b>
<b>Partly branding</b> 1 year	branding parts of one aircraft		<b>190,000 €* </b>

\*production not included





## Lounges

### → Exclusive campaigns in the lounges

15,000 business travellers per month are using the two lounges of Brussels Airlines at Brussels Airport. With different media you can reach the premium target group in an exclusive area

### High visibility and attention to your advertising:

- Posters
- Publications
- Flyer
- Product placement
- Entry access

Media	Description	Format (h x w)	Overall Costs minimum term
<b>Posters</b> maximum: 2 posters	posters can be hung in key areas	on request	<b>30,000 € / 2 months</b>
<b>Flyers, brochures</b> maximum quantity: 2,000	exclusive placement in the lounges	on request	<b>3,500 € / month</b>
<b>Food and beverage</b> min. quantity: 15,000 pieces	taste of your new product in the lounges	on request	<b>3,000 € / month</b>
<b>Screensaver placement</b> minimum: 3 days	placed your current promotion on 9 computers	on request	<b>5,000 € / 3 months</b>

## partnerships

Strategic partnerships

Do not hesitate to contact us for more information,  
individual price packages or cooperation:

**badermedia**  
The Travel Marketing Company

**Bader Media GmbH**

Denise Graul

Ziegeleistrasse 15

84172 Vatersdorf

Tel: 0049 (0) 8762 42 646 14

Fax: 0049 (0) 8762 42 646 29

Email: [dg@bader-media.com](mailto:dg@bader-media.com)

[www.bader-media.com](http://www.bader-media.com)



### General Terms and Conditions of Bader Media GmbH

#### § 1 General

1. Bader is contractually exclusively authorized to market advertising spaces in aircrafts operated by the airline on the Bader price list. Bader offers the client advertising possibilities such as "give-aways", inflight TV advertising spots, signs on the outside of the aircraft, refreshing tissues, pick-up cards, onboard promotions, product distributions etc., as well as packages (combinations) based on these advertising forms and all services connected with inflight advertising.
2. These General Terms Of Business govern the conditions under which the client can book advertising space or other advertising possibilities with Bader. They apply to all the individual orders placed by the client with Bader during their validity for advertising spaces as well as to all other inflight advertising orders.

#### § 2 Conclusion of contract

1. Booking is affected through written or oral booking enquiries to Bader and a corresponding written confirmation by Bader. Without the written confirmation, there is no valid booking. In the booking enquiry and the confirmation, the airline concerned, the aircraft booked, the advertising period, the planned advertising motif and costs are to be described.
2. Bader is not obliged to accept a specific order/commission. The client is aware that Bader must coordinate the individual advertising also in terms of content with the operators of the aircraft concerned and gear itself to the availability of the advertising space.
3. The booking of the advertising space can only be affected in booking units of one month each. An individual order has a minimum duration of one month. In all cases, one month – dependent on the service intervals of the aircraft concerned – is deemed to be a period of 28–33 days. Only those advertising spaces covering at least one whole aircraft can be completely booked.
4. An individual order is affected between the client and Bader. If the client is acting as an agency on a client's account, he is responsible for the client's correct authorization, and along with his client, is liable for the fulfilment of the obligations arising from this contract in connection with the individual order.

5. The booking must be affected at the latest 8 weeks before the first day of advertising. Cancellation of the order is possible up to 6 weeks prior to the first day of the advertising campaign.

#### Orders of agencies

Orders of agencies are only excepted for correct appointed agencies (name, address). Agencies or advertising intermediaries receive an agency commission of 15% on the net value of the media costs, that means without VAT, after deduction of discounts. With changing the net value the agency commission will be newly calculated. Commission not included in costs for timetable.

#### Price modifications

Modifications in the price list are possible at anytime. For agreed and confirmed offers price modifications are only effective with a notification of one month before realisation of the advertising campaign. In case of a price increase the client has the right to withdraw from the order. The right of withdrawal has to be announced in a written form within five weekdays after receiving the price notification.

#### § 3 Main obligations of Bader

1. Bader shall provide the client, on request, with information about the available advertising spaces and about the target group which can be addressed through the advertising spaces.
2. If a booking is submitted, Bader grants the client the right, within the agreed period, to conduct advertising through the advertising medium in the booked aircraft (media service). In order to implement this advertising, Bader will also provide the following services within the scope of executing the orders:
  - a) At the request of the client, based on the advertising copy provided by the client in accordance with the contact, Bader shall have the advertising material produced in the necessary quantity (production service). This includes the production preparation, production and the printing of the advertising medium along with its transport and insurance up to the agreed hand-over location. The client shall, however, in any case become the contractual partner of the manufacturer of the advertising medium. The client shall remain responsible for checking his content, the coordination with the executing parties and the acceptance/ approval of the printed advertising medium. The client can also assume responsibility for the production of the advertising medium himself. Further information on this can be found in Bader's price list.
  - b) Bader shall assume responsibility for affixing the advertising medium and ensure that it is installed in the aircraft booked, in the number booked and for the agreed duration.

### § 4 Main obligations of the client

1. The client shall provide Bader with the advertising medium, or in the event of Bader handling production, shall provide a reproducible original for the advertising medium corresponding to the details contained in the price list on placing of the order, at the latest, however, 6 weeks before the first insertions of a campaign. Insofar as the client and Bader agree special conditions, e.g. on special materials, prints or similar, Bader can stipulate to the client a longer preparation period for delivery of the documentation. If this documentation is not delivered on time, the advertising partner cannot press any claims against Bader based on delays resulting from this situation. In this case, the partner is obliged to pay for the advertising campaign, also covering the contractually agreed advertising period, in which his advertising cannot yet be conducted due to the delay.
2. The client is exclusively responsible for the contents of the advertising. He is liable for ensuring that the graphic and textual design/layout of the advertising medium does not infringe provisions of the applicable law. In particular, the client guarantees that, e.g., there are no infringements of press, competition law or other obligatory regulations and that there is also no unauthorized infringement of personality, copyright or the other rights of third parties. The client shall exempt Bader from claims made by any third parties against Bader and/or against the airline operating the aircraft concerned.
3. The client shall bear the production costs of the advertising medium. Further information on the possible costs is available in the Bader price list. On request, Bader will produce an offer for the client containing the estimated production costs of the advertising medium. Insofar as Bader handles the production of the advertising medium, the client shall pay Bader the estimated production costs of the advertising medium in advance. Bader is entitled to decline commissioning the manufacturers with production of the advertising medium as long as the client has not paid the estimated production costs to Bader in advance.

### § 5 Remuneration

1. The client shall pay Bader remuneration for the media service rendered as described in § 3. The remuneration rates valid at the time of the conclusion of contract are stipulated in the respectively valid price list.
2. On placing the order, the remuneration for the production service and 50% of the booked media service is due. Payment of the remaining remuneration is due on the first day of the advertising campaign. The prices are based on the respectively valid price list.
3. Payment must be made 8 days after due date plus 1.5% agency commission, without any deductions, to the Bader account stated on the order confirmation/ invoice.

4. All impairments to the execution of an order which are attributable to disruptions on the client's side (e.g. service breaches/disruptions in the client's relationship with his third contract partners) are to the detriment of the client and do not affect Bader's claims to remuneration.

### § 6 Booking, cancellation and invoicing

1. The legally binding booking must be effected at least 8 weeks before the commencement of the advertising campaign.
2. The individual order can be cancelled up to 6 weeks after a legally binding booking, at the latest however, up to 6 weeks prior to the start of the campaign, however the verifiable costs incurred by Bader up to receipt of the cancellation must be reimbursed by the client. In the event of cancellation after expiration of this deadline, the agreed remuneration is due, even if the individual order does not proceed to implementation.
3. Bader will invoice the agreed remunerations and other costs to be borne by the client by the due date. Invoicing shall be issued in Euro.
4. The client shall automatically be in default on the 9th day after the due date. From this time, the due amount will be subject to interest at 5% above the basic interest rate in accordance with § 1 of the discount rate transitional law. This does not exclude the pressing of claims for any further damage.

### § 7 Lodging of Security

Bader is entitled to make its services dependent on the lodging of a security for its remuneration claims, in particular to demand the provision of a directly liable bank security of a German credit institute quoted on the stock exchange.

### § 8 Defective performance

1. The client recognizes that during the individual campaigns, the aircraft concerned, for reasons beyond the control of Bader, cannot be used, not continually used or cannot be used on the agreed flight routes or even used elsewhere. The client is aware that Bader's contractual partners must reserve the right to exercise operational freedom in this regard. Therefore the following applies:
  - a) Flight route modifications do not in any way represent non or inferior fulfilment by Bader, the contract is deemed as fulfilled even given such modifications.
  - b) Operational failures of booked aircraft on days they were scheduled to fly, for a maximum of 3 (three) days a month, do not in any way represent non or inferior fulfilment by Bader, the contract is deemed as fulfilled even given such modifications.

- c) If, during a campaign, the case arises where a booked aircraft, for whatever reason, is no longer available for the remaining duration, Bader shall offer the client for the remaining duration, within the scope of its legal and actual possibilities, the corresponding number of advertising spaces on another aircraft, or if necessary, with another airline. If this is not possible or the client does not wish to make use of the alternative offered, Bader shall issue the client with a credit note covering the remuneration of the media service rendered minus the verifiably incurred costs for Bader, which is proportionately based on the loss extending beyond the 3 days, which will be taken into account in the final invoice according to § 5.4. In these cases, the fulfilment claim is excluded.
2. The above-mentioned provisions govern the claims of the client in the event of loss of the booked aircraft or flight route modifications. Liability on the part of Bader due to non or inferior fulfilment of its obligations and further guarantee obligations is to that extent excluded.
3. Bader does not accept liability for the correctness and/or completeness of the information provided to the client or otherwise in connection with this contract which it obtains from third parties. It is the client's responsibility to assure himself to that extent of the correctness of this information.
4. Bader is liable for infringements of additional obligations, which the airline as fulfilment partner to Bader is responsible for, only to the extent that Bader assigns to the client its own guarantee claims against the airline due to infringement of secondary obligations.

### § 9 Liability

1. Insofar as not otherwise expressly regulated in this contract, Bader shall only be liable for damage caused intentionally and by gross negligence. Apart from that, Bader shall not be liable for claims connected with indirect and consequential damage.
2. Bader's liability is in any case restricted to the typical, foreseeable damage.

### § 10 Confidentiality

The client shall treat the information Bader has provided him with on the target groups in confidence, and, if necessary, reveal it to his customers who have entrusted him with the campaign. In particular, the client shall not hand over this information to third parties in return for payment or free of charge for purposes that are not connected with an order/commission covered by this contract.

### § 11 General

1. Additional agreements relating to the individual orders/commissions or these General Terms of Business are only valid in written form and with reference to these General Terms of Business and are to be signed by both parties. The same applies for the decision to forego the required written form.
2. The provisions of these General Terms of Business take priority over the General Terms of Business of the client to which the client may refer in orders and other correspondence. Bader declines the inclusion of such contractual conditions also with effect for the future.
3. The place of jurisdiction for any disputes arising in connection with this contract or the individual business transactions concluded within the scope of its execution is Cologne. Each party to the contract is, however, also authorized to bring legal action against the other at its general place of jurisdiction. German law shall apply.

*Status: January 2007*