Targeted Advertising
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Entire area

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

Please discuss all your individual wishes regarding specific playouts with us and land at your target group.
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**Handlingsfee:**
€ 900 per week (+ eventual additional costs occurring for specific technical realization)

**Media costs:**
Depending on occupied ad spaces

**Ad/fade-in length:**
10-, 15-, 20-, or 30-seconds Recommendation: 10 seconds

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

**Miscellaneous:**
Clearance and installation by Flughafen München GmbH

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**Connection to flight data:**
Targeted playout of different advertising spots depending on origin or destination of arriving or departing flights

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

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

**Daytime-based delivery:**
Playout of specific spots for certain day- or week times to address e.g. specifically business travelers